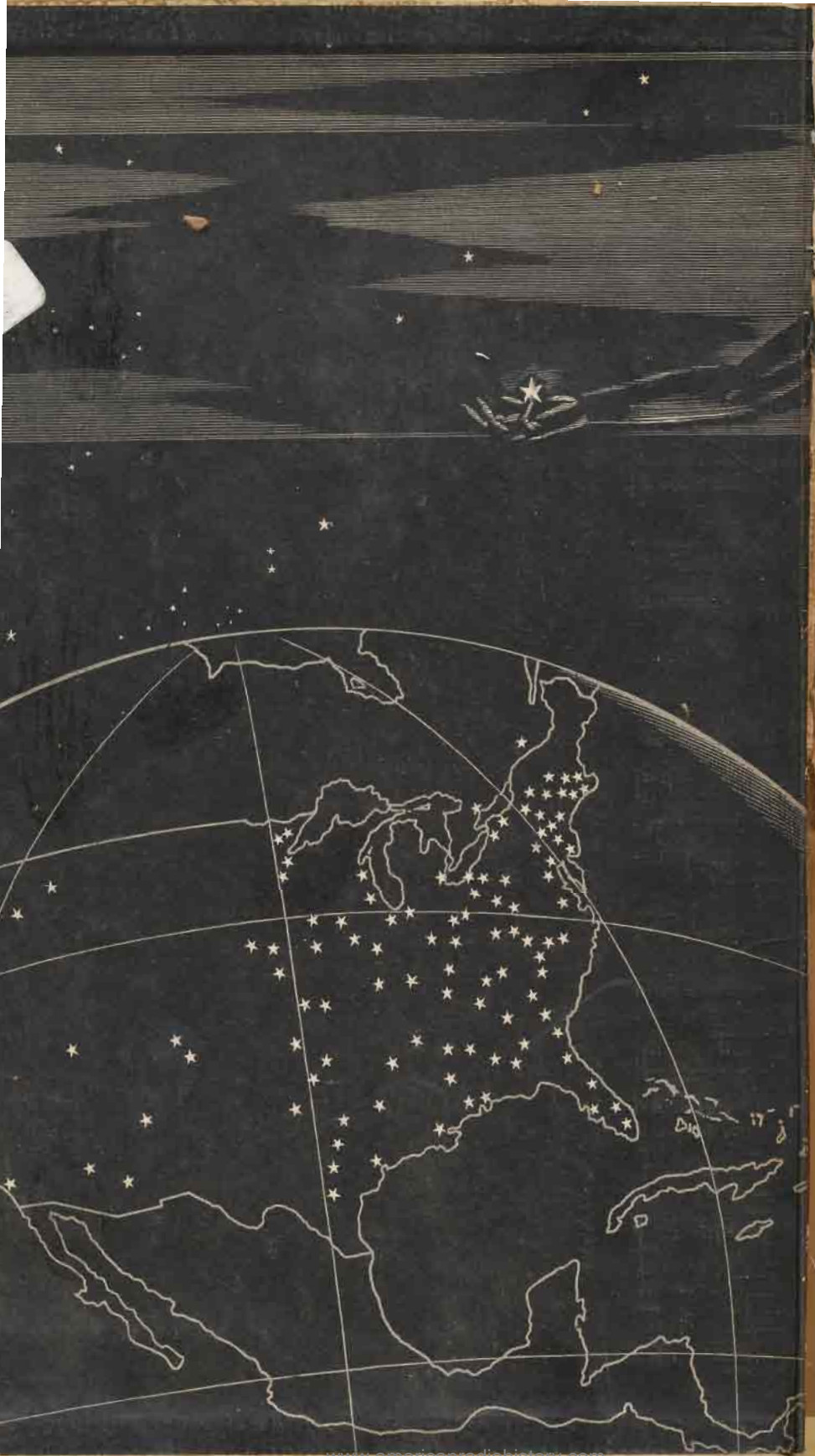


RADIO DIRECTORY  
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**VARIETY**



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## 116 NORTH STARS

Each is a guide *for* those who listen; each is a guide *to* those who listen. Each is a pole-star in its community—magnetic with the world's voice, its drama, music and wit. Together, they pull irresistibly on the lives within their reach. They are the 116 stations of the Columbia Broadcasting System, the world's largest radio network.



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**DIRECTORY**

**1938 . 1939**

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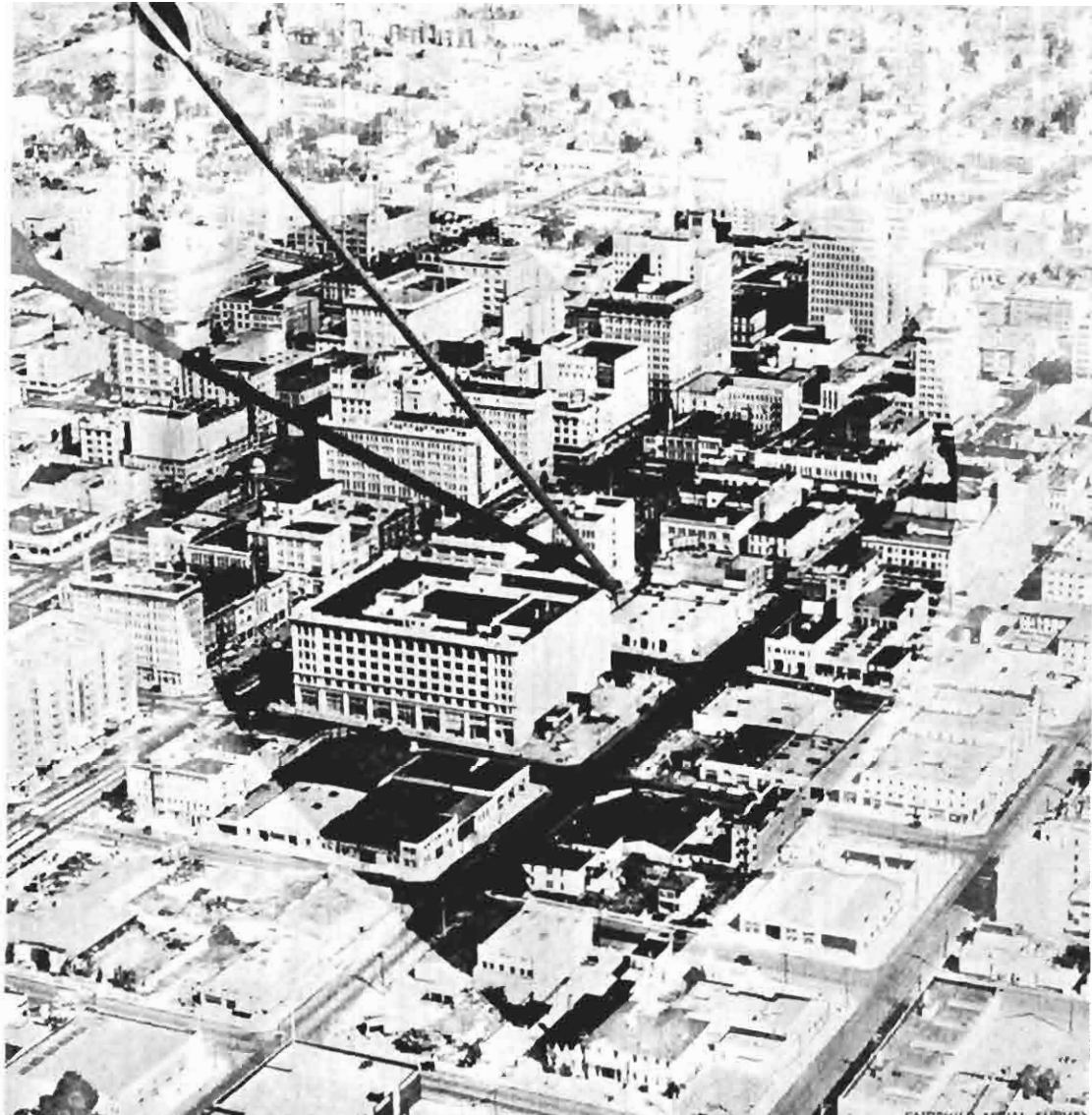
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## FOREWORD

The adjective "youthful" is fast becoming an anachronism as regards radio.

It is hoped that Volume II of the RADIO DIRECTORY reflects this tread toward continued maturity. At least, the object has been to refine the data herewith presented in accordance with the needs of the industry. The previous elementary subject matter—lists of definitions, broad surveys, etc.—has been almost entirely replaced by detailed work, and possibly a nod in the direction of more technical materials.

That this book may serve its purpose with a minimum of error is the sole comment of VARIETY, other than an expression of appreciation for those within the radio field who cooperated with this staff in assembling the following data.



FAIRCHILD AERIAL SURVEY

# 43% SHOOT STRAIGHT AT THE MARK-ET

During the past six months 43% of all new national network advertisers chose Mutual. Why? Because on Mutual you say goodbye to hit-or-miss marketing. You aim at the very heart of your market, at just those areas where sales potentials for your particular product are greatest. You can link as you like, with the privilege of expanding your network as you please, market

by market, whenever and wherever you want.

**FREE PRIZE:** How well do you know America's great markets? To every sales, advertising or radio executive, correctly identifying the market pictured above, by letter to Mutual, Tribune Tower, Chicago, we will send a novel combination pocket keyholder and flashlight.

# THE MUTUAL BROADCASTING SYSTEM



# INDEX

## A

AMP—See Associated Music Publishers, Inc.	
ASCAP—See American Society of Composers, Authors and Publishers.	
Accessories and Services, Firms Engaged in Supplying.....	1055-1056
Actors, Radio, Professional Records of.....	1223-1423
Adaptations, Sample Texts and Scripts.....	222- 259
Advertisers and Radio Artists' Social Security Taxes.....	517- 524
Advertisers' Average Expenditure on Columbia Broadcasting System, 1937.....	282
Advertisers' Average Expenditure on Mutual Broadcasting System, 1937.....	283
Advertisers' Average Expenditure on National Broadcasting Co., 1937.	286
Advertisers, Billings by Type of Media (1935 Census of Business)....	290
Advertisers' Expenditures on Columbia Broadcasting System, 1937 and 1936.....	281- 282
Advertisers' Expenditures on Mutual Broadcasting System, 1937.....	283
Advertisers' Expenditures on National Broadcasting Co., 1937 and 1936.....	283- 286
Advertisers' Expenditures for Network Programs Originating from New York, Hollywood, Chicago and Other Points.....	320
Advertisers, General Mills' and Co-Sponsors' 1938 Baseball Schedule.....	1089-1091
Advertisers' Gross Network Expenditures, 1927-37 (by Networks)....	301
Advertisers, Major 1937 Expenditures by Media.....	291- 301
Advertisers' Median Expenditure on Columbia Broadcasting System, 1937.....	282
Advertisers' Median Expenditure on Mutual Broadcasting System, 1937.....	283
Advertisers' Median Expenditure on National Broadcasting Co., 1937.	286
Advertisers' 1937-1938 Network Programs Noted by Origination Point and Station Hours per week.....	321- 328
Advertisers' 1937-1938 Network Programs, with Complete Details....	329- 384
Advertisers Using Sports, Complete Records by Stations.....	1091-1108
<b>ADVERTISING AGENCIES.....</b>	<b>1182-1221</b>
Advertising Agencies and Artists' Social Security Taxes.....	517- 524
Advertising Agencies, Comparative Spending with the Networks, 1935-1937.....	1182
Advertising Agencies, Complete Details of.....	1185-1221
Advertising Agencies, Gross 1937 Billings from Columbia Broadcast- ing System.....	1182-1183

## INDEX—Continued

Advertising Agencies, Gross 1937 Billings from Mutual Broadcasting System .....	1183
Advertising Agencies, Gross 1937 Billings from National Broadcasting Co. ....	1183-1184
Advertising Agencies, 1937-1938 Network Programs, with Complete Details .....	329- 384
Advertising, Organizations Gathering Research On.....	273
Agency Directors, 1937-1938 Commercial Network Programs, with Complete Details.....	329- 384
Allocation, International Telecommunications Conference at Cairo..	546- 548
Allocation of Ultra-High Frequencies, Federal Communications Commission Revision of Rules and Regulations.....	534
Allocation Regulations, Federal Communications Commission Revision of Rules and Regulations.....	526- 530
Allocation, The Havana Conference and the North American Regional Broadcasting Agreement.....	548- 553
American Federation of Labor (AF of L)—See Unions.	
American Federation of Musicians.....	1170-1181
American Federation of Musicians, Contract with Network Key Stations .....	1179-1181
American Federation of Musicians, International Officers.....	1181
American Federation of Musicians, Plan of Settlement with IRNA..	1171-1179
American Federation of Radio Artists.....	1168-1169
American Federation of Radio Artists, Officers.....	1170
American Guild of Radio Announcers and Producers.....	1169
American Society of Composers, Authors and Publishers' Affiliated Societies .....	171
American Society of Composers, Authors and Publishers, Bibliography of Copyright Law.....	553
American Society of Composers, Authors and Publishers, Branch Offices and Representatives.....	169- 170
American Society of Composers, Authors and Publishers' Broadcasting License (Sample).....	166- 169
American Society of Composers, Authors and Publishers, Composer-Author Members.....	173- 181
American Society of Composers, Authors and Publishers, Details of..	158- 181
American Society of Composers, Authors and Publishers, Division of Royalties .....	159- 160
American Society of Composers, Authors and Publishers, General Description of Radio Performing License.....	159
American Society of Composers, Authors and Publishers, Gross Receipts During 1937.....	159
American Society of Composers, Authors and Publishers' License for Newspaper-Owned Radio Stations.....	168- 169
American Society of Composers, Authors and Publishers, Method of Dividing Composer-Author Royalties.....	160
American Society of Composers, Authors and Publishers, Method of Dividing Publisher Royalties.....	160
American Society of Composers, Authors and Publishers' Officers...	169

INDEX—Continued

American Society of Composers, Authors and Publishers, Publisher Members .....	171- 173
American Society of Composers, Authors and Publishers, Purposes and Policies.....	158
American Society of Composers, Authors and Publishers' Tabulation of Songs Played Over 10,000 Times in 1936.....	160- 165
Americana—See Musical—Historical Cavalcade.	
America's Town Meeting of the Air, Set-up for.....	202- 205
Amplifying Equipment, Manufacturers of.....	1048
Announcements, South and Central American Policies.....	922
Announcers for General Mills' and Co-Sponsors' 1938 Baseball Schedule .....	1089-1091
Announcers, 1937-1938 Commercial Network Programs, with Complete Details.....	329- 384
Announcers, Professional Records of.....	1223-1423
Antenna Spreaders, Manufacturers of.....	1049
Antennas, Manufacturers of.....	1049
Appeals from the Federal Communications Commission's Decisions.	543- 545
Applications for Stations, Federal Communications Commission Revision of Rules and Regulations.....	531- 532
Area of South and Central American Nations—See Stations, South and Central American.	
Arizona Network, Details of.....	596
Armco Iron Master Program, Studio Set-up for.....	204- 205
Art and Mechanical Work, Billings to Clients (1935 Census of Business) .....	290
Art Work Used by Fan Magazines, Specifications of—See Fan Magazines.	
Art Work Used by Radio Editors, Specifications of.....	1109-1163
Art Work Used by Trade Journals, Specifications of—See Trade Journals.	
Artists—See Talent.	
Artists Bureaus, Details of.....	1424-1429
Artists Bureaus of Stations—See Stations.	
Artists Bureaus, Tabulations of U. S. Station Services.....	607- 635
Associated Music Publishers, Inc., Broadcasting License.....	182- 184
Associated Music Publishers, Inc., Details of.....	181- 184
Associated Music Publishers, Inc., Headquarters and Officers.....	182
Associated Music Publishers, Inc., Membership.....	181
Associated Music Publishers, Inc., Size of Catalogue.....	181
Associated Music Publishers, Inc., Type of Rights Controlled By....	181
Atlanta, NBC 1937-1938 Commercial Programs Originating from....	327
Attenuators, Manufacturers of.....	1049
Audience Participation Programs, Network Commercial Evening, Number and Station Hours per week, 1936-1938.....	316- 317
Audience Participation, Set-up for.....	202- 205
Authors-Composers, ASCAP Members.....	173- 181
Authors-Composers, Society of Jewish Composers, Publishers and Song Writers.....	194

INDEX--Continued

Auto Radios, Canadian.....	919
Awards and Popularity Polls.....	309- 315
Awards, Variety Showmanship.....	307

**B**

Bambi, Comparison of Original Text and Radio Script.....	222- 239
Band Music Programs, Network Commercial Daytime, Number and Station Hours per Week, 1937-1938.....	319
Band Music Programs, Network Commercial Evening, Number and Station Hours per Week, 1936-1938.....	316- 317
Bar Association, Federal Communications.....	566- 570
Baseball—See Sports.	
Baseball Schedule, 1938, for General Mills and Co-Sponsors.....	1089-1091
Basketball—See Sports.	
Batteries and Chargers, Manufacturers of.....	1049
Beer Advertising, Acceptance of—See Stations; Also.....	607- 635
Bibliography, Copyright Law.....	553
Billings, Gross Network, 1927-1937 (By Networks).....	301
Billings, 1937, to Advertising Agencies by the Columbia Broadcasting System.....	1182-1183
Billings, 1937, to Advertising Agencies by the Mutual Broadcasting System.....	1183
Billings, 1937, to Advertising Agencies by the National Broadcasting Co. ....	1183-1184
Billings to Clients by Type of Media (1935 Census of Business).....	290
Billings to Major 1937 Advertisers by Media.....	291- 301
Boston, CBS 1937-1938 Commercial Programs Originating from.....	321
Boston, Mutual 1937-1938 Commercial Programs Originating from..	325
Boxing—See Sports.	
Brass Bands, Set-ups for.....	204- 207
Broadcasters and Artists' Social Security Taxes.....	517- 524
Broadcasting, Developments in Federal Regulation of.....	525- 553
Buyers, Script, of Advertising Agencies.....	1185-1221
Buyers, Talent, of Advertising Agencies.....	1185-1221
Buyers, Time, of Advertising Agencies.....	1185-1221

**C**

CIO—See Unions.	
Caldwell, Louis G., Article on Developments in Federal Regulation of Broadcasting.....	525- 553
California Radio System, Details of.....	596
Canada, CBS 1937-1938 Commercial Programs Originating from.....	321
Canadian Broadcasting Corp. Officers.....	577
Canadian Broadcasting Corp., Regulations for Canadian Stations...	570- 577
Canadian Stations—See Stations, Canada.	
Carlile, John S., Compilation of Program Set-ups.....	195- 221
Cavalcade, Cross-Index to Musical Listings.....	135- 158

INDEX—Continued

<b>CAVALCADE, MUSICAL-HISTORICAL: 1800-1935 . . .</b>	<b>33-135</b>
Censorship . . . . .	539- 541
Census of Business, 1935, Billings to Clients by Type of Media . . . . .	290
Chesterfield Presents, Studio Set-up for . . . . .	216- 219
Chicago, Advertisers' Expenditure for Network Programs Originating from . . . . .	320
Chicago, CBS 1937-1938 Commercial Programs Originating from . . . . .	321
Chicago, Mutual 1937-1938 Commercial Programs Originating from . . . . .	325
Chicago, NBC 1937-1938 Commercial Programs Originating from . . . . .	327
Children's Programs, Network Commercial, Number and Station Hours per Week, 1936-1938 . . . . .	316- 317
Chokes and Transformers, Manufacturers of . . . . .	1056-1057
Cincinnati, Mutual 1937-1938 Commercial Programs Originating from . . . . .	325
Cincinnati, NBC 1937-1938 Commercial Programs Originating from . . . . .	327
Classical Music, Network Commercial Daytime, Number and Station Hours per Week, 1936-1938 . . . . .	318- 319
Classical Music Programs, Network Commercial Evening, Number and Station Hours per Week, 1936-1938 . . . . .	316- 317
Clients, Billings by Type of Media (1935 Census of Business) . . . . .	290
Clients, Columbia Broadcasting System, 1937 . . . . .	281- 282
Clients, Mutual Broadcasting System, 1937 . . . . .	283
Clients, National Broadcasting Co., 1937 . . . . .	283- 286
College Sports, Complete Details . . . . .	1074-1089
Colonial Network, Details of . . . . .	596
Columbia Broadcasting System, Advertisers' Expenditures for Programs Originating from New York, Hollywood, Chicago and Other Points . . . . .	320
Columbia Broadcasting System, Advertisers' 1937 and 1936 Expenditures . . . . .	281- 282
Columbia Broadcasting System, Commercial 1937-1938 Programs, with Complete Details . . . . .	329- 384
Columbia Broadcasting System, Commercial Programs by Types, 1936-1938 . . . . .	315- 319
Columbia Broadcasting System, Gross Billings to Advertising Agencies, 1937 . . . . .	1182-1183
Columbia Broadcasting System, Gross Client Expenditures, 1928-1937 . . . . .	301
Columbia Broadcasting System, Map of . . . . .	582- 583
Columbia Broadcasting System, 1937 Revenue by Industry Classification . . . . .	287
Columbia Broadcasting System, 1937-1938 Commercial Programs Noted by Origination Point, Sponsors and Station Hours per Week . . . . .	321- 323

## INDEX—Continued

Columbia Broadcasting System Organ, Studio Set-up for.....	220- 221
Columbia Broadcasting System, Personnel.....	581- 588
Comedy Teams, Network Commercial Evening, Number and Station Hours per Week, 1936-1938.....	316- 317
Composers-Authors, ASCAP Members.....	173- 181
Composers-Authors, Society of Jewish Composers, Publishers and Song Writers.....	194
Condensers, Manufacturers of.....	1049-1050
Consulting Engineers, List of.....	1060-1061
Continuity, Samples of.....	222- 259
Continuity Writers, Professional Records of.....	1223-1423
Control Equipment, Manufacturers of.....	1050
Cooperative Analysis of Broadcasting, Ratings of Leading 25 Eve- ning and 10 Daytime Programs, October, 1937-April, 1938.....	305
Cooperative Analysis of Broadcasting, Special Events Ratings.....	304
Cooperative Analysis of Broadcasting (What It Is and Does).....	303- 304
Copy Restrictions of Stations—See Stations.	
Copy Restrictions, Tabulation of U. S. Stations.....	607 -635
Copyright Law Bibliography.....	553
Copyright Proprietors and the "Waring Case".....	554- 564
Courboin, Dr. Charles M., Set-up for His Program.....	218- 221
Crystals, Manufacturers of.....	1050

## D

Dance Bands, Set-ups for.....	198- 203
Detroit, CBS 1937-1938 Commercial Programs Originating from....	321
Detroit, Mutual 1937-1938 Commercial Programs Originating from..	325
Dialogue, Sample Radio Adaptations of Original Texts.....	222- 259
Digges, Isaac Watlington, Article on Radio Artists and Social Security Taxes.....	517- 524
Direct Mail Advertising, Billings to Clients (1935 Census of Business)	290
Don Lee Broadcasting System, Details of.....	596- 597
Dorsey, Tommy, Set-up for His Band.....	198- 201
Drama, Studio Set-up for.....	196- 199
Dramatic and Serial Programs, Network Commercial Daytime, Num- ber and Station Hours per Week, 1936-1938.....	318- 319
Dramatic Programs, Network Commercial Evening, Number and Station Hours per Week, 1936-1938.....	316- 317
Duties on Records and Transcriptions in South and Central Ameri- can Nations—See Stations, South and Central American.	

## E

Editors, Radio.....	1109-1163
Electricity Used in 1937 for Operation of Radio Sets (Dollar Volume)	289

INDEX—Continued

<b>ENGINEERING</b> .....	<b>1031-1064</b>
Engineering-Equipment, Classified by Type and Trade Names.....	1048-1060
Engineering-Equipment Manufacturers, Complete Data on.....	1031-1047
Engineering Practice Standards, Federal Communications Commission Revision of Rules and Regulations.....	532- 533
Engineers, Consulting, List of.....	1060-1061
Engineers of Stations—See Stations.	
Equipment Classified by Type and Trade Names.....	1048-1060
Equipment Manufacturers, Complete Data on.....	1031-1047
Equipment Trade Names.....	1058-1060
Expenditures, Advertisers', for Network Programs Originating from New York, Hollywood, Chicago and Other Points.....	320
Expenditures, by Industries, on NBC and CBS, 1937.....	287
Expenditures of Advertisers on the Major Networks, 1937.....	281- 286
Expenditures, 1937 Major Advertisers' by Media.....	291- 301
Expenditures, Reader-Listener, In Magazine, Newspaper and Farm Paper Subscriptions, and Purchase and Upkeep of Radio Sets...	289
Experimental Authorizations (Special), Federal Communications Commission Revision of Rules and Regulations.....	531

**F**

Facsimile, Federal Communications Commission Revision of Rules and Regulations.....	535
Facsimile, List of Stations.....	1063-1064
Faders, Manufacturers of.....	1050
Familiar Music Programs, Network Commercial Daytime, Number and Station Hours per Week, 1936-1938.....	318- 319
Familiar Music Programs, Network Commercial Evening, Number and Station Hours per week, 1936-1938.....	316- 317
Fan Magazines, Details of.....	1166-1167
Farm Papers, 1937 Major Advertisers' Expenditures.....	291- 301
Farm Papers, 1937 Reader Expenditures in the Purchase of.....	289
Featured Performers, Definition of.....	1223
Federal Communications Bar Association, Members of.....	566- 570
Federal Communications Commission, Appeals from Its Decisions...	543- 545
Federal Communications Commission, Biographies of the Commissioners .....	565- 566
Federal Communications Commission, Changes in Organization...	525- 526
Federal Communications Commission, Executive Personnel.....	566
Federal Communications Commission's Judicial Powers—Public Interest, Convenience and Necessity.....	535- 542
Federal Communications Commission, Practice and Procedure.....	542
Federal Communications Commission, Revision of Rules and Regulations .....	526- 535

## INDEX—Continued

Federal Regulation of Broadcasting, Developments in.....	525- 553
Federal Theatre Radio Division—Radio Adaptations of Legitimate Plays, 1937-1938.....	272
Federal Trade Commission.....	578- 580
Fees for College Sports—See College Sports.	
Field Intensity Equipment, Manufacturers of.....	1051
Film Industry, Historical Notes on—See Musical-Historical Cavalcade.	
Football—See Sports.	
Ford Sunday Evening Hour, Set-up for.....	210- 213
Foreign Language Acceptance, Tabulation of U. S. Station Services.	607- 635
Foreign Languages Accepted by Stations—See Stations.	
Fortune, Quarterly Survey of Radio Favorites.....	311- 312
Fuses, Manufacturers of.....	1051

## G

Gang Busters, Studio Set-up for.....	196- 199
General Mills' and Co-Sponsors' 1938 Baseball Schedule.....	1089-1091
Generators, Motor and Signal, Manufacturers of.....	1051
Gilbert, Francis, Article on the "Waring Case".....	554- 564
Gossip's Martyr, Comparison of Original Text and Radio Script.....	240- 259
Grand Rights, G. Ricordi & Co.....	187
Grand Rights, SESAC.....	188
Guest Artists, Number of, During 1937-1938 Season.....	1435
Guest Artists Making More Than Five Appearances.....	1435-1436

## H

Hardware, Manufacturers of.....	1051
Havana Conference and the North American Regional Broadcasting Agreement .....	548- 553
Headphones, Manufacturers of.....	1052
Hearst Newspaper Radio Editors Poll, Second Annual.....	313- 314
Historical U. S. Events: 1800-1935.....	33- 135
Hockey—See Sports.	
Hollywood, Advertisers' Expenditures for Network Programs Originating from.....	320
Hollywood, CBS 1937-1938 Commercial Programs Originating from..	321
Hollywood, Mutual 1937-1938 Commercial Programs Originating from .....	325
Hollywood, NBC 1937-1938 Commercial Programs Originating from..	327
Hollywood Columns, Newspaper Readership Figures.....	1109
Hymns, Network Commercial Daytime Programs, Number and Station Hours per Week, 1936-1938.....	318- 319



INDEX—Continued

**I**

IRNA—See Independent Radio Networks Affiliates.  
 Independent Radio Networks Affiliates, Plan of Settlement with the American Federation of Musicians..... 1171-1179  
 Inductors, Manufacturers of..... 1052  
 Industry Expenditures on NBC and CBS, 1937..... 287  
 Instruction and Talks, Network Commercial Daytime, Number and Station Hours per Week, 1936-1938..... 318- 319  
 Insulators, Manufacturers of..... 1052  
 Inter-City Broadcasting System, Details of..... 597  
 International Broadcast Stations in the U. S..... 1063  
 International Radio Regulations..... 546  
 International Telecommunications Conference at Cairo..... 546- 548  
 International Telecommunications Conference at Madrid..... 546- 547  
 "Interpretive" Legal Rights..... 554- 564  
 Iowa Network, Details of..... 597

**K**

Key Words, Most-Used in Program Titles..... 516

**L**

Laboratory and Test Equipment, Manufacturers of..... 1056  
 Languages, Official Languages of South and Central American Nations—See Stations, South and Central American.  
**LAW** ..... 517-580  
 Law, Copyright Bibliography..... 553  
 Law, Developments in Federal Regulation of Broadcasting..... 525- 553  
 Law, Federal Trade Commission..... 578- 580  
 Law, Members of the Federal Communications Bar Association..... 566- 570  
 Law, Regulations for Canadian Broadcasting Stations..... 570- 577  
 Law, Radio Artists' Social Security..... 517- 524  
 Law, The Federal Communications Commission..... 565- 566  
 Law, The "Waring Case"..... 554- 564  
 Lease and Sale of Broadcast Stations..... 541- 542  
 Legitimate Plays, New York 1937-1938 Season..... 260- 268  
 Legitimate Works Adapted for Radio, 1937-1938..... 269- 272  
 License, Eligibility for..... 535- 537  
 Liquor Advertising, Acceptance of—See Stations; Also..... 607- 635  
 Listener Expenditures in the Purchase, Operation, Repair and Up-keep of Radio Sets, 1937..... 289  
 Listening, Radio, as Favorite Recreation..... 312  
 Location of U. S. Stations..... 607- 635  
 Loud Speakers, Manufacturers of..... 1052

# M

MPPA—See Music Publishers' Protective Assn.	
Magazine and Book Reading, as Favorite Recreation.....	312
Magazine Total Revenue, 1937, 1936, 1935.....	289
Magazines, Billings to Clients (1935 Census of Business).....	290
Magazines, Fan, Details of.....	1166-1167
Magazines, 1937 Major Advertisers' Expenditures.....	291- 301
Magazines, 1937 Reader Expenditures in the Purchase of.....	289
Manufacturers, Engineering-Equipment, Complete Data on.....	1031-1047
Mason-Dixon Group, Details of.....	597
Mattfeld, Julius; Musical Cavalcade, 1800-1935, Compiled by.....	33- 158
Mechanical Rights, MPPA, Details on.....	184- 185
Media, Advertisers' Major 1937 Expenditures by.....	291- 301
Media, Billings to Clients by Type of (1935 Census of Business)....	290
Media, Organizations Gathering Research on.....	273
Median, Advertising Expenditures on the Major Networks.....	282, 283, 286
Merchandising Services of Stations—See Stations.	
Merchandising, Tabulation of U. S. Station Services.....	607- 635
Meters, Manufacturers of.....	1052
Microphone, Parabolic, Details of.....	203, 205
Microphones and Accessories, Manufacturers of.....	1052
Michigan Radio Network, Details of.....	597- 598
Mixing Equipment, Manufacturers of.....	1053
<b>MONEY</b> .....	<b>281-301</b>
Monitoring Equipment, Manufacturers of.....	1053
Multipliers, Manufacturers of.....	1053
<b>MUSIC</b> .....	<b>33-194</b>
Music After 1800.....	36
Music—AMP Performing Rights License (Sample).....	182- 184
Music—ASCAP Performing Rights License (Sample).....	166- 169
Music Before 1800.....	35- 36
Music—G. Ricordi & Co. Performing Rights License (Sample).....	187- 188
Music—MPPA Rights, Fees, and Proposed Off-the-Air Recording License .....	184- 185
Music of the American Colonial Period.....	34- 35
Music of the Pilgrims.....	34
Music—Popular U. S. Instrumental and Vocal Selections, 1800-1935..	33- 158
Music Publishers, AMP Members.....	181
Music Publishers, ASCAP Members.....	171- 173
Music Publishers, G. Ricordi & Co.....	187- 188
Music Publishers, MPPA Members.....	186- 187
Music Publishers' Protective Assn., Details of.....	184- 187
Music Publishers' Protective Assn. Members.....	186- 187

**INDEX—Continued**

Music Publishers' Protective Assn., Officers and Address.....	185
Music Publishers' Protective Assn., Proposed Off-the-Air Recording License .....	185
Music Publishers' Protective Assn., Purposes and Policies.....	184
Music Publishers' Protective Assn., Scale of Fees for Mechanical Rights .....	184- 185
Music Publishers' Protective Assn., Transcription Producers Licensed by .....	275- 280
Music Publishers, SESAC.....	192- 193
Music—SESAC Performing and Mechanical Rights Licenses (Samples) .....	189- 191
Music—Society of Jewish Composers, Publishers and Song Writers Radio License (Sample).....	194
Music—Songs Played over 10,000 Times in 1936.....	160- 165
Musical Directors of Stations—See Stations.	
Musical-Historical Cavalcade: 1800-1935.....	33- 135
Musical-Historical Cavalcade: 1800-1935, Cross-Index to Same.....	135- 158
Musical Numbers, New York Legitimate Season 1937-1938, Listed with Singers.....	260- 268
Musicians, Professional Records of.....	1223-1423
Mutual Broadcasting System, Advertisers' 1937 Expenditures.....	283
Mutual Broadcasting System, Commercial 1937-1938 Programs, with Complete Details.....	329- 384
Mutual Broadcasting System, Commercial Programs by Types, 1936-1938 .....	315- 319
Mutual Broadcasting System, Gross Billings to Advertising Agencies, 1937 .....	1183
Mutual Broadcasting System, Gross Client Expenditures, 1935-1937..	301
Mutual Broadcasting System, Map of.....	586- 587
Mutual Broadcasting System, 1937-1938 Commercial Programs Noted by Origination Point, Sponsors, and Station Hours per Week....	324- 325
Mutual Broadcasting System, Personnel.....	588

**N**

National Association of Broadcasters, Convention Dates and Places, 1923-1938 .....	1029
National Association of Broadcasters, Details of.....	1023-1029
National Association of Broadcasters, Details of Reorganization.....	1023-1025
National Association of Broadcasters, Directors and Committees....	1026-1028
National Association of Broadcasters, Presidents, 1923-1938.....	1028-1029
National Broadcasting Co., Advertisers' Expenditures for Programs Originating from New York, Hollywood, Chicago and Other Points .....	320
National Broadcasting Co., Advertisers' 1937 and 1936 Expenditures..	283- 286

## INDEX—Continued

National Broadcasting Co., Commercial 1937-1938 Programs, with Complete Details.....	329- 384
National Broadcasting Co., Commercial Programs by Types, 1936-1938 .....	315- 319
National Broadcasting Company, Gross Billings to Advertising Agencies, 1937.....	1183-1184
National Broadcasting Co., Gross Client Expenditures, 1927-1937....	301
National Broadcasting Co., Map of.....	590- 591
National Broadcasting Co., 1937 Revenue by Industry Classification..	287
National Broadcasting Co., 1937-1938 Commercial Programs Noted by Origination Point, Sponsors, and Station Hours per Week....	326- 328
National Broadcasting Co., Personnel.....	588- 593
Network Adaptations of Legitimate Theatrical Works, 1937-1938....	269- 271
Network Affiliation of Stations—See Stations.	
Network Broadcasting Special Regulations, Federal Communications Commission Revision of Rules and Regulations.....	533- 534
Network Commercial Programs, by Origination Points, 1937-1938....	321- 328
Network Commercial Programs, by Types, 1936-1938.....	315- 319
Network Commercial Programs, 1937-1938, with Complete Details....	329- 384
Network Gross Client Expenditures, 1927-1937 (by Networks).....	301
Network 1937 Billings to Advertising Agencies.....	1182-1184
Network (NBC, CBS) 1937 Revenue by Industry Classification.....	287
Network Programs, Advertisers' Expenditures for Those Originating from New York, Hollywood, Chicago and Other Points.....	320
Network Radio, 1937 Major Advertisers' Expenditures.....	291- 301
Network Revenue by Individual Advertiser Expenditures.....	281- 286
Network Revenue, 1937, 1936, 1935.....	281
<b>NETWORKS</b> .....	<b>581-600</b>
Networks, Key Station Contract with the American Federation of Musicians .....	1179-1181
Networks, Mentioned in Radio Columns.....	1109-1163
Networks, National, Personnel and Maps.....	581- 596
Networks, Regional, Details of.....	596- 600
New England Network, Details of.....	598
New York, Advertisers' Expenditures for Network Programs Originating from.....	320
New York, CBS 1937-1938 Commercial Programs Originating from..	321, 323
New York Daily News Favorite Radio Performer Poll.....	312
New York, Mutual 1937-1938 Commercial Programs Originating from .....	325
New York, NBC 1937-1938 Commercial Programs Originating from..	327- 328
New York Theatre Season, 1937-1938.....	260- 268
New York University Varieties Popularity Poll.....	310- 311
New York World-Telegram Newspaper Editors Radio Poll, Seventh Annual .....	312- 313
News Commentators, Network Commercial Daytime, Number and Station Hours per Week, 1936-1938.....	318- 319

**INDEX—Continued**

News Commentators, Network Commercial Evening, Number and Station Hours per Week, 1936-1938.....	316- 317
<b>NEWS-PUBLICITY</b> .....	<b>1109-1167</b>
News Services, Client Stations of—See Stations.	
News Services, Details of.....	275
Newspaper Ownership of Stations—See Stations.	
Newspaper Ownership of Stations, U. S. Court of Appeals Dictum on.	536
Newspaper Reading, as Favorite Recreation.....	312
Newspaper Total Revenue, 1937, 1936, 1935.....	289
Newspapers, Billings to Clients (1935 Census of Business).....	290
Newspapers, 1937 Major Advertisers' Expenditures.....	291- 301
Newspapers, 1937 Reader Expenditures in the Purchase of.....	289
Newspapers, Radio Editors and Policies.....	1109-1163
Newspapers, Readership Statistics on Radio Logs, Radio Columns and Hollywood Columns.....	1109
Niagara Falls, CBS 1937-1938 Commercial Programs Originating from .....	323
Novelty Programs, Network Commercial Daytime, Number and Station Hours per Week, 1937-1938.....	319
North American Regional Broadcasting Agreement and the Havana Conference .....	548- 553
North Central Broadcasting System, Details of.....	598
Northern California Broadcasting System, Details of.....	598



Off-the-Air Recordings, MPPA Proposed License for.....	185
Oklahoma Network, Details of.....	598
Operators, Station—See Stations.	
Organ Programs, Set-ups for.....	218- 221
Origination of Network Commercial Programs by Advertisers' Expenditures .....	320
Origination of 1937-1938 Network Commercial Programs, with Complete Program Details.....	329- 384
Origination of 1937-1938 Network Commercial Programs, with Sponsor and Station Hours per Week.....	321- 328
Oscilloscopes, Manufacturers of.....	1054
Outdoor Advertising, Billings to Clients (1935 Census of Business) ..	290
Ownership of Stations, Absentee, U. S. Court of Appeals Decision....	536
Ownership of Stations by Newspapers, U. S. Court of Appeals Dictum on .....	536
Ownership, Radio Set—See Stations.	

**INDEX—Continued**

Ownership, Set, of South and Central American Nations—See Stations, South and Central American.

**P**

Pacific Northwest Coverage Group, Details of.....	598
Parabolic Microphone, Details of.....	203, 205
Parts and Supplies, Radio Set, Sold in 1937 (Dollar Volume).....	289
Performing Rights License, AMP.....	182- 184
Performing Rights License, ASCAP.....	166- 169
Performing Rights License, G. Ricordi & Co.....	187- 188
Performing Rights License, SESAC.....	189- 190
Performing Rights License, Society of Jewish Composers, Publishers and Song Writers.....	194
Philadelphia, CBS 1937-1938 Commercial Programs Originating from.....	323
Philadelphia, NBC 1937-1938 Commercial Programs Originating from.....	328
Phonograph Records, The "Waring Case".....	554- 564
Plays, Adapted for Radio 1937-1938.....	269- 272
Plays, Legitimate, Average Run During 1936-1937 New York Season..	260- 261
Plays, Legitimate, Details of 1937-1938 New York Season.....	260- 268
Plays, Legitimate, Median Run During 1936-1937 New York Season..	260- 261
Political Speeches, Cooperative Analysis of Broadcasting Special Ratings.....	304
Polls, Program Popularity.....	309- 315
Popular Music, Network Commercial Daytime, Number and Station Hours per Week, 1936-1938.....	318- 319
Popular Music Programs, Network Commercial Evening, by Types, 1936-1938.....	316- 317
Popular Religion Programs, Network Commercial Evening, Number and Station Hours per Week, 1936-1938.....	316- 317
Popular Song Hits of 1936.....	160- 165
Popular U. S. Instrumental and Vocal Selections, 1800-1935.....	33- 158
Popularity Polls, Program.....	309- 315
Population, Canada.....	919
"Privacy" Legal Rights.....	554- 564
Producers, Advertising Agency—See Advertising Agencies.	
Producers, Professional Records of.....	1223-1423
<b>PRODUCTION</b> .....	<b>303-384</b>
<b>PRODUCTION AIDS</b> .....	<b>33-280</b>
Production, Network Commercial Program Types, 1936-1938.....	315- 319
Production, 1937-1938 Commercial Network Programs, with Complete Details.....	329- 384
Production Set-ups for Various Types of Programs.....	195- 221

INDEX—Continued

<b>PROFESSIONAL RECORDS</b> .....	<b>1223-1423</b>
Program and Production Directors of Stations—See Stations.	
Program Directors, Professional Records of.....	1223-1423
Program Directors and Artists' Social Security Taxes.....	517- 524
Program Producers, Details of.....	1430-1434
Program Popularity Polls.....	309- 315
Program Service, Federal Communications Commission Regulation of .....	539- 541
Program Set-ups.....	195- 221
<b>PROGRAM TITLES</b> .....	<b>385-516</b>
Program Titles, Most-Used Key Words.....	516
Programs, Advertisers' Expenditures for Network Programs Originat- ing from New York, Hollywood, Chicago and Other Points.....	320
Programs, Best, in South and Central America—See Stations, South and Central American.	
Programs, Leading 10 Daytime, Cooperative Analysis of Broadcasting Ratings .....	305
Programs, Leading 25 Evening, Cooperative Analysis of Broadcasting Ratings .....	305
Programs, Network Commercial, by Origination Points, 1937-1938....	321- 328
Programs, Network Commercial, by Types, 1936-1938.....	315- 319
Programs, Network Commercial 1937-1938, with Details on Sponsor, Agency, Origination, Air Time, Network, Production, Script Writer, Talent, Agency Director, Announcer, and Length of Run.	329- 384
Programs, Special Events, Cooperative Analysis of Broadcasting Ratings .....	304

**Q**

Quaker Network, Details of.....	598- 599
---------------------------------	----------

**R**

RCA Magic Key Program, Studio Set-up for.....	214- 217
Radio, Billings to Clients (1935 Census of Business).....	290
Radio Editors.....	1109-1163
Radio Guide Fourth Annual Popularity Poll.....	309- 310
Radio Listening, as Favorite Recreation.....	312
Radio News Services.....	275
Radio Serial, Comparison of Original Text and the Script.....	222- 239

INDEX—Continued

Radio Sets, 1937 Listener Expenditures in the Purchase, Operation, Repair and Upkeep of.....	289
Radio Total Revenue, 1937, 1936, 1935.....	281, 289
Radio Writers' Guild.....	1169
Rates, Base, of Stations—See Stations.	
Rates, Complete, of South and Central American Stations—See Sta- tions, South and Central American.	
Ratings, Cooperative Analysis of Broadcasting, Details of.....	303
Ratings, Cooperative Analysis of Broadcasting, on Leading 25 Eve- ning and 10 Daytime Programs, October, 1937-April, 1938.....	305
Ratings, Special Events, Taken from Cooperative Analysis of Broad- casting Records.....	304
Reader Expenditures in the Purchase of Farm Papers, 1937.....	289
Reader Expenditures in the Purchase of Magazine Subscriptions, 1937	289
Reader Expenditures in the Purchase of Newspapers, 1937.....	289
Readership, Statistics on Newspaper Radio Logs, Radio Columns and Hollywood Columns.....	1109
Reading, as Favorite Recreation.....	312
Record and Transcription Duties in South and Central American Stations—See Stations, South and Central American.	
Recording-Playback Equipment, Manufacturers of.....	1054
Recordings, Makers of.....	275- 280
Recordings, Off-the-Air, Proposed MPPA License.....	185
Records, Phonograph, The "Waring Case".....	554- 564
Recreations, Favorite (from Fortune Quarterly Survey).....	312
Regional Networks, Details of.....	596- 600
Religious Programs, Network Commercial Daytime, Number and Sta- tion Hours per Week, 1937-1938.....	319
Repair Services, Radio Set, Dollar Volume 1937.....	289
Representatives of Stations—See Stations.	
Research Organizations, Details of.....	273
Resistors, Manufacturers of.....	1055
Revenue, Columbia Broadcasting System, 1937.....	282
Revenue, Gross Network, 1927-1937 (By Networks).....	301
Revenue, Mutual Broadcasting System, 1937.....	283
Revenue, 1937, By Media from Major Advertisers.....	291- 301
Revenue, National Broadcasting Co., 1937.....	286
Revenue, National Magazine Total, 1937, 1936, 1935.....	289
Revenue, Newspaper Total, 1937, 1936, 1935.....	289
Revenue, Total Network, 1937, 1936, 1935.....	281
Revenue, Total Radio, 1937, 1936, 1935.....	281, 289
Ricordi, G. & Co., Details of.....	187- 188
Ricordi, G. & Co., Representative and Address.....	187
Ricordi, G. & Co., Size and Type of Catalogue.....	187
Ricordi, G. & Co., Small Rights Radio Performing License (Sample) .	187- 188
Ricordi, G. & Co., Type of Rights Controlled by.....	187
Rights to College Sports—See College Sports.	



INDEX—Continued

**S**

SESAC—See European Stage Authors and Composers, Inc.	
St. Louis, CBS 1937-1938 Commercial Programs Originating from...	323
St. Louis, Mutual 1937-1938 Commercial Programs Originating from.	325
Sale and Lease of Broadcast Stations.....	541- 542
Salon Orchestra, Studio Set-up for.....	212- 213
Sample Adaptations of Radio Scripts from Books and Stories.....	222- 259
San Francisco CBS 1937-1938 Commercial Programs Originating from .....	323
San Francisco, Mutual 1937-1938 Commercial Programs Originating from .....	325
San Francisco, NBC 1937-1938 Commercial Programs Originating from .....	328
Script Buyers of Advertising Agencies.....	1185-1221
Script Writers, Advertising Agency.....	1185-1221
Script Writers, 1937-1938 Network Commercial Programs with Com- plete Details.....	329- 384
Script Writers, Professional Records of.....	1223-1423
Scripts, Sample Adaptations from Originals.....	222- 259
Seating Facilities of Stations—See Stations.	
Seating Facilities, Tabulation of U. S. Stations.....	607- 635
Semi-Classical Music Programs, Network Commercial Evening, Number and Station Hours per Week, 1936-1938.....	316- 317
Serial, Radio, as Adapted from Original Text.....	222- 239
Serials and Drama, Network Commercial Daytime, Number and Sta- tion Hours per Week, 1936-1938.....	318- 319
Set Ownership—See Stations.	
Set Ownership, South and Central American—See Stations, South and Central American.	
Set Tax, South and Central American—See Stations, South and Central American.	
Set Taxes, Canadian.....	919
Sets, Radio, Sold During 1937 (Dollar Volume).....	289
Showmanship Citations, Variety, 1937 and 1936.....	306- 307
Singers, Professional Records of.....	1223-1423
Singers and Musical Numbers of 1937-1938 New York Theatre Season .....	260- 268
Social Security Taxes and Radio Artists.....	517- 524
Society of European Stage Authors and Composers, Inc., Details of..	188- 193
Society of European Stage Authors and Composers, Inc., Member- ship .....	192- 193
Society of European Stage Authors and Composers, Inc., Method of Dividing Royalties.....	188- 189
Society of European Stage Authors and Composers, Inc., Number of Contracts with Broadcast Stations.....	189

## INDEX—Continued

Society of European Stage Authors and Composers, Inc., Officers and Address.....	188
Society of European Stage Authors and Composers, Inc., Small Performing Rights License (Sample).....	189- 190
Society of European Stage Authors and Composers, Inc., Transcription Memorandum for Sustaining, Local Commercial and Custom Built Programs.....	191
Society of European Stage Authors and Composers, Inc., Type and Size of Catalogue.....	188
Society of European Stage Authors and Composers, Inc., Type of Rights Controlled by.....	188
Society of Jewish Composers, Publishers and Song Writers, Details of.....	194
Society of Jewish Composers, Publishers and Song Writers, Members.....	194
Society of Jewish Composers, Publishers and Song Writers, Officers and Address.....	194
Society of Jewish Composers, Publishers and Song Writers Radio License.....	194
Song-Patter Team Programs, Network Commercial Daytime, Number and Station Hours per Week, 1936-1938.....	318- 319
Songs in Legitimate Productions, 1937-1938 New York Season, with Singers.....	260- 268
Sound Effects, Studio Set-up for.....	196- 199
Space, Newspaper, Amount of, Devoted to Radio—See Radio Editors.	
Speeches, Cooperative Analysis of Broadcasting Special Ratings....	304
Sponsors—See Advertisers.	
Sporting Events, as Favorite Recreation.....	312
<b>SPORTS.....</b>	<b>1074-1108</b>
Sports, College, Complete Details.....	1074-1089
Sports, Complete Records on Sponsored Sports by Stations.....	1091-1108
Sports, Cooperative Analysis of Broadcasting Special Ratings.....	304
Sports, Details on 1938 General Mills' and Co-Sponsors' Schedule...	1089-1091
Sports Programs, Network Commercial Evening, Number and Station Hours per Week, 1936-1938.....	316- 317
Starred Performers, Definition of.....	1223
Station Allocation Regulations, Federal Communications Commission Revision of Rules and Regulations.....	526- 530
Station Applications, Federal Communications Commission Revision of Rules and Regulations.....	531- 532
Station Hour, Definition of.....	315, 321
Station Hours, Network Commercial Program Types by, 1936-1938..	316- 319
<b>STATION REPRESENTATIVES.....</b>	<b>1065-1073</b>

**INDEX—Continued**

Station Representatives, Clients Stations of—See Stations.	
Station Special Experimental Authorizations, Federal Communications Commission Revision of Rules and Regulations.....	531
Stations and Channels, Federal Communications Commission Revision of Rules and Regulations.....	530- 531
Stations, Appeals from the Federal Communications Commission's Decisions .....	543- 545
<b>STATIONS, CANADA.....</b>	<b>901-919</b>
Alberta .....	901- 903
British Columbia .....	903- 907
Manitoba .....	907- 908
New Brunswick.....	908
Nova Scotia .....	908- 909
Ontario .....	909- 914
Prince Edward Island.....	914- 915
Quebec .....	915- 918
Saskatchewan .....	918- 919
Stations, Canadian, Regulations for.....	570- 577
Stations, Complete Records on Sponsored Sports.....	1091-1108
Stations, Economic Considerations.....	538- 539
Stations, Eligibility for License.....	535- 537
Stations, Equipment for, Classified by Type and Trade Names.....	1048-1060
Stations, Facsimile, List of.....	1063-1064
Stations, International Broadcast in the U. S.....	1063
Stations, Mentioned in Radio Columns.....	1109-1163
Stations, Need for Service and Geographical Distribution.....	537- 538
Stations, Regulations of Program Service by the Federal Communications Commission.....	539- 541
Stations, Sale and Lease of.....	541- 542
<b>STATIONS, SOUTH AND CENTRAL AMERICAN.....</b>	<b>920-1022</b>
Argentina .....	923- 935
Bolivia .....	935- 937
Brazil .....	937- 945
Chile .....	946- 952
Colombia .....	953- 959
Costa Rica .....	959- 961
Cuba .....	961- 974
Dominican Republic .....	975- 979
El Salvador.....	979
Ecuador .....	979- 982
Guatemala .....	983- 985
Honduras .....	985- 987
Mexico .....	987-1000
Nicaragua .....	1001-1003

INDEX—Continued

Panama .....	1003-1005
Paraguay .....	1005-1007
Peru .....	1007-1011
Puerto Rico.....	1011-1013
Uruguay .....	1013-1017
Venezuela .....	1017-1022
Stations, Television, List of U. S.....	1062
<b>STATIONS, UNITED STATES .....</b>	<b>601-900</b>
Alabama .....	636- 639
Alaska .....	899
Arizona .....	639- 643
Arkansas .....	643- 645
California .....	645- 662
Colorado .....	663- 669
Connecticut .....	669- 675
Delaware .....	675
District of Columbia.....	675- 676
Florida .....	677- 683
Georgia .....	683- 686
Hawaii .....	900
Idaho .....	687- 689
Illinois .....	689- 702
Indiana .....	703- 707
Iowa .....	708- 713
Kansas .....	714- 719
Kentucky .....	719- 725
Louisiana .....	725- 728
Maine .....	729- 731
Maryland .....	731- 735
Massachusetts .....	735- 741
Michigan .....	741- 748
Minnesota .....	749- 754
Mississippi .....	755- 757
Missouri .....	758- 767
Montana .....	767- 769
Nebraska .....	769- 775
Nevada .....	775
New Hampshire.....	775- 777
New Jersey .....	777- 781
New Mexico.....	781- 782
New York.....	783- 798
North Carolina.....	799- 804
North Dakota.....	805- 808
Ohio .....	809- 821
Oklahoma .....	822- 827

INDEX—Continued

Oregon .....	827- 832
Pennsylvania .....	833- 845
Rhode Island .....	845- 847
South Carolina .....	847- 848
South Dakota.....	849- 851
Tennessee .....	852- 858
Texas .....	858- 872
Utah .....	873- 877
Vermont .....	877- 879
Virginia .....	879- 883
Washington .....	883- 889
West Virginia.....	889- 892
Wisconsin .....	893- 897
Wyoming .....	897- 899
Stations, U. S. Classified by Wattage.....	601- 607
Stations, U. S. Court of Appeals Decision on Absentee Ownership...	536
Stations, U. S. Court of Appeals Dictum on Newspaper Ownership...	536
Stations, Winners of 1937 and 1936 Variety Showmanship Citations..	307
Store Displays, Billings to Clients (1935 Census of Business).....	290
Symphony Orchestras, Set-ups for.....	208- 213

**T**

<b>TALENT .....</b>	<b>1223-1423</b>
Talent and Social Security Taxes.....	517- 524
Talent and the "Waring Case".....	554- 564
Talent Buyers of Advertising Agencies.....	1185-1221
Talent, Cooperative Analysis of Broadcasting Ratings on Programs.	305
Talent, 1937-1938 Network Commercial Programs with Complete Details .....	329- 384
Talent, Popularity Polls.....	309- 315
Talks and Instruction, Network Commercial Daytime, Number and Station Hours per Week, 1936-1938.....	318- 319
Talks, Network Commercial Evening, Number and Station Hours per Week, 1936-1938.....	316- 317
Taxes, Set, in Canada.....	919
Taxes, Set, in South and Central American Nations—See Stations, South and Central American.	
Taxes, Social Security.....	517- 524
Television, List of U. S. Stations.....	1062
Test and Laboratory Equipment, Manufacturers of.....	1056
Texas Quality Network, Details of.....	599
Theatre Season, New York, 1937-1938.....	260- 268
Theatrical Works Adapted for Radio, 1937-1938.....	269- 272

INDEX—Continued

Time Buyers of Advertising Agencies.....	1185-1221
Titles, Musical, 1800-1935.....	135- 158
Titles, Program.....	385- 516
Titles, Program, Most-Used Key Words.....	516
Toscanini Symphony, Studio Set-up for.....	208- 209
Trade Journals, Details of.....	1164-1166
Trade Names of Equipment.....	1058-1060
Trade Papers, Billings to Clients (1935 Census of Business).....	290
Transcription and Record Duties in South and Central American Nations—See Stations, South and Central American.	
Transcription Equipment, Manufacturers of.....	1054
Transcription Producers, Details of.....	275- 280
Transcriptions, G. Ricordi & Co.....	187
Transcriptions, MPPA Rights, Fees, and Proposed Off-the-Air Recording License.....	184- 185
Transcriptions, SESAC Licenses for Sustaining, Local Commercial, and Custom Built Programs.....	191
Transcriptions, Type Used in South and Central American Stations—See Stations, South and Central American.	
Transformers and Chokes, Manufacturers of.....	1056-1057
Transmission Line Equipment, Manufacturers of.....	1057
Transmitters, Manufacturers of.....	1057
True Story Program, Comparison of Original Text and Radio Script.	240- 259
Tubes, Manufacturers of.....	1058
Tubes, Radio Set, Sold in 1937 (Dollar Volume).....	289
Tucker, Orrin, Set-up for His Band.....	200- 203
Tulsa, CBS 1937-1938 Commercial Programs Originating from.....	323
Type of Radio Material Accepted by Fan Magazines—See Fan Magazines.	
Type of Radio Material Accepted by Trade Journals—See Trade Journals.	
Types of Network Commercial Programs, 1936-1938.....	315- 319

**U**

Ultra-High Frequency Allocation, Federal Communications Commission Revision of Rules and Regulations.....	534
<b>UNIONS</b> .....	<b>1168-1181</b>
U. S. Marine Band, Set-up for.....	206- 207

**V**

Varieties, New York University, Popularity Poll.....	310- 311
--	----------

## INDEX—Continued

Variety Programs, Network Commercial Daytime, Number and Station Hours per Week, 1936-1938.....	318- 319
Variety Programs, Network Commercial Evening, Number and Station Hours per Week, 1936-1938.....	316- 317
Variety Showmanship Citations, 1937 and 1936.....	307
Variety Showmanship Plaque (Facsimile).....	306
Vaudeville, Historical Notes on—See Musical-Historical Cavalcade.	
Virginia Broadcasting System, Details of.....	599

## W

“Waring Case”.....	554- 564
Washington, D. C., CBS 1937-1938 Commercial Programs Originating from.....	323
Washington, D. C., NBC 1937-1938 Commercial Programs Originating from.....	328
Washington-Oregon Net, Details of.....	599
Wattage, U. S. Stations Classified by.....	601- 607
West, Mae, Incident.....	539- 540
West Texas Broadcasting System, Details of.....	599
West Virginia Network, Details of.....	599
Wheeling, Mutual 1937-1938 Commercial Programs Originating from.....	325
Whiskey Advertising, Acceptance of—See Stations, Also.....	607- 635
Wine Advertising, Acceptance of—See Stations, Also.....	607- 635
Wire, Manufacturers of.....	1058
Wisconsin Radio Network, Details of.....	599
Women’s National Radio Committee, Fourth Annual Awards.....	314- 315
Words Most-Used in Program Titles.....	516
Wrestling—See Sports.	

## Y

Yankee Network, Details of.....	599- 600
---------------------------------	----------

## Z

Z Net, Details of.....	600
------------------------	-----

# Index to Advertisers

## A

Aces, Easy.....	1280
All-Canada Radio Facilities, Ltd.....	906
Associated Radio Productions.....	842

## B

Barron, Blue.....	1228
Baruch, Andre.....	1282
Beloin, Ed.....	1324
Benny, Jack.....	1226
Benton & Bowles—Chicago, Inc.....	1190
Block, Hal.....	1278
Blocki, Fritz.....	843
Brilmayer, Robert C.....	1358
Brinkerhoff, E. V.....	278
Bryan, Arthur Q.....	1284
Burns, Bob.....	1286
Busse, Henry.....	1288

## C

CFCN.....	904
CFQC.....	904
CFRB.....	912
CFRN.....	904
CJGX.....	904
CJOR.....	904
CJRC.....	904
CJRM.....	904
CKAC.....	916
CKCO.....	916
California Radio System, The.....	658
Cantor, Eddie.....	1230
Columbia Broadcasting System.....	Inside Front Cover
Columbia Management of California, Inc.....	1426
Conner, Nadine.....	1290
Consolidated Radio Artists, Inc.....	1232
Courboin, Dr. Charles M.....	1206
Craig, Walter.....	1234

## D

D'Artega.....	1292
DeMille, Cecil B.....	1236
Don Lee Broadcasting System.....	648
Donnelly, Jimmy.....	1256
Duchin, Eddy.....	1294
Dumke, Ralph.....	1296
Dunn, Violet.....	1256

## E

East, Eddie.....	1296
Edwards, Ralph.....	1238

## F

Fields, Shep.....	1437
Fizdale, Tom, Inc.....	1240
Free & Peters, Inc.....	1066
Furgason, Gene, & Company.....	1070



INDEX TO ADVERTISERS—Continued

G

Gallop, Frank.....	1298
Gilbert, Janice.....	1256
Gill, Frank, Jr.....	1300
Gillette, Jolly.....	1360
Goodman, Benny.....	1242
Grofe, Ferde.....	1302
Gruenberg, Axel.....	1362

H

Harding, Larry.....	1354
Hartman, Harry.....	1364
Hill, Jack.....	1356
Himber, Richard.....	1186
Hope, Bob.....	1244

I

Ibbett, F. G.....	1304
International Radio Sales.....	1068
Iowa Network, The.....	710

J

Jolson, Al.....	1246
-----------------	------

K

KEX-KGW .....	830
KFEL .....	668
KFH .....	716
KFI-KECA .....	650
KFWB .....	652
KFYR .....	807
KLZ .....	663
KMBC .....	760
KNOW .....	862
KNX .....	654
KOMA .....	862
KSL .....	875
KSTP .....	752
KTAT .....	866
KTSA .....	862
KTUL .....	826
KVI .....	888
KVOR .....	666
Kurtzman, Sam.....	1306
Kyser, Kay.....	1248

L

Lair, John.....	1308
Langford, Frances.....	1310
Lee, Barbara.....	1354
Lee, Thomas, Artists Bureau.....	648
Lehr, Lew.....	1312
Levin, W. Biggie.....	1314
Livingstone, Mary.....	1226
Lombardo, Guy.....	1250
Lum and Abner.....	1316
Lyons, A & S, Inc.....	1252

M

Mahoney, Wilkie.....	1356
Marks, Garnett.....	1318
McComb, Kate.....	1256
McGillvra, Joseph Hershey.....	904, 916

## INDEX TO ADVERTISERS—Continued

Michigan Radio Network.....	746
Monroe, Lucy.....	1320
Morgan, Brewster.....	1322
Morris, William, Agency, Inc.....	1254
Morrow, Bill.....	1324
Murray, Mae.....	1326
Muse, Clarence.....	1328
Mutual Broadcasting System.....	4

### N

National Broadcasting Company.....	594, 595
Nebraska Broadcasters Association.....	772

### O

Oboler, Arch.....	1358
-------------------	------

### P

Paige, Raymond.....	1330
Pan American Radio Productions.....	1432
Pearce, Al.....	1258
Peck, Charles.....	1366
Power, Tyrone.....	1260
Presto Recording Corporation.....	1194

### R

Radio Corporation of America.....	1032, Back Cover
Radio Feature Service.....	1332
Radio Sales.....	1072
Rapp, John.....	1334
Raye, Martha.....	1336
Raymer, Paul H., Company.....	288
Reis, Irving.....	1338
Reisman, Leo.....	1262
Robinson, Edward G.....	1264
Rockwell-O'Keefe, Inc.....	1266
Rolf, Eric.....	1224
Ross Federal Research Corporation.....	308
Rubinoff.....	1340

### S

Saphier, James L.....	1268
Schwimmer & Scott.....	1202
Seymour, Anne.....	1360
Seymour, Dan.....	1222
Sharbutt, Del.....	1270
Snyder, Howard.....	1342
Souvaine, Henry, Inc.....	1344
Stratton, Chester.....	1256
Sullivan, Paul.....	1366
Swanson, H. N., Inc.....	1272

### T

Talley, Marion.....	1274
Tansey, Jimmy.....	1256
Thorgersen, Ed.....	1198
Transamerican Broadcasting & Television Corporation.....	302
Tyro Productions, Inc.....	831

### U

United Press.....	274
-------------------	-----

### V

Variety, Inc.....	927-930
-------------------	---------

INDEX TO ADVERTISERS—Continued

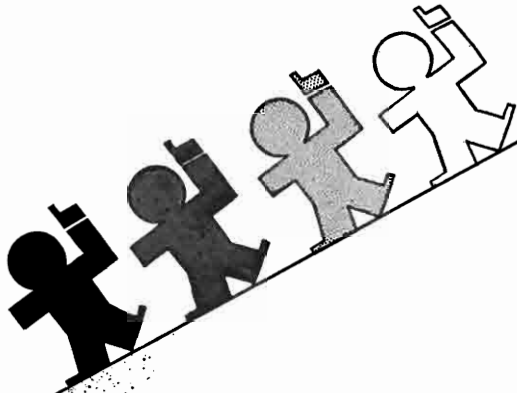
W

WAAW .....	773
WABY .....	785
WACO .....	862
WAVE .....	720
WBIG .....	801
WBIL .....	790
WBT .....	802
WCKY .....	816, 817
WDRG .....	671
WFAA-WBAP .....	864
WFBL .....	796
WFBR .....	734
WFIL .....	838
WGN .....	692
WGR-WKBW .....	786
WHAM .....	794
WHAS .....	722
WHB .....	762
WHBF .....	700
WHK-WCLE .....	818
WIND .....	694
WIOD .....	680
WJAS .....	840
WJJC .....	696
WKRC .....	812
WKY .....	824
WLAC .....	857
WLS .....	698, 699
WLW .....	815
WMBG .....	880
WMC .....	854
WMMN .....	891
WNEW .....	792
WOAI .....	870
WOKO .....	785
WOR .....	Inside Back Cover
WOV .....	790
WPEN .....	790
WPRO .....	845
WRVA .....	882
WSAI .....	814
WSM .....	856
WSMB .....	726
WSPD .....	820
WSYR .....	797
WTCN .....	754
WTIC .....	672
WWJ .....	744
WWL .....	728
WWVA .....	891
Waring, Fred .....	1276
Wedlock, Hugh, Jr. ....	1342
Weed & Company .....	32
West, Jane .....	1256, 1346
Western Electric Company .....	1030
Wicker, Irene .....	1348
Willson, Meredith .....	1350
Wilson, Stu .....	1364
Wissman, Mel .....	1362
World Broadcasting System .....	276

Y

Yankee Network, Inc., The .....	738
Young, Victor .....	1352

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# PRODUCTION AIDS

## MUSICAL-HISTORICAL CAVALCADE:

1800-1935 \*

Music Compiled By  
**JULIUS MATTFELD**

(With historical notes compiled under the supervision of Edgar A. Grunwald and Ellen L. Davis of the VARIETY RADIO DIRECTORY staff)

Because of the increasing diversification in radio musical programs, and the consequent interest in selections popular in a bygone day, this section has been especially compiled for the VARIETY RADIO DIRECTORY. It is believed to be the only compilation of its kind as regards the chronological aspect of music familiar in the U. S.

The selection of musical material of this sort necessarily is based on two considerations:

- (1) The availability of records;
- (2) Discrimination in sorting some 3,000 or more songs out of potential millions.

To elucidate upon the latter would require an essay, studded with references to musical and socio-economic history. Suffice it to say that changing periods in U. S. history engendered corresponding changes in musical taste; and that, furthermore, such factors as copyright laws and other legal protection of authorship had considerable bearing on the condition of music in the U. S.

The compiler of the music, Julius Mattfeld, considers the reliability of available records as synonymous with the problem of omission. The shortcomings in listing old music are directly to be traced to this consideration. However, when discrepancies were found in dates and papers, such discrepancies are noted. No arbitrary dates are affixed. All dates are *copyright dates*, (or, where these do not exist, as in European publications, *publication dates*, culled from advertisements in contemporary periodicals).

As regards the historical material, it should be noted that the incidents chronicled are entirely U. S. events. Such major occurrences as the Napoleonic Wars, the abdication of King Edward VIII, etc., are mentioned only as they affect U. S. history.

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JULIUS MATTFELD compiled for Vol. I of the VARIETY RADIO DIRECTORY (see pages 109-140) two sections, entitled "Vocal and Instrumental Excerpts from Operatic Literature" and "Songs and Instrumental Numbers from Stage and Screen." He is the author of "The Folk Music of the Western Hemisphere" and "One Hundred Years of Grand Opera in New York," a contributor to the Encyclopedia Britannica, associate American editor of Hull's "Dictionary of Modern Music and Musicians," and a writer on musical subjects for the press. He was formerly connected with the New York Public Library, later becoming music librarian of the National Broadcasting Co. At present he is the director

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## MUSICAL-HISTORICAL CAVALCADE—Continued

of the music library of the Columbia Broadcasting System. The compilation herewith presented is considered by the author as his most recent extensive piece of research work, the product of years of intensive labor in old records and data.

The following are symbols employed in the musical listings:

arr.	<i>arranged</i>
ATTB	<i>alto, two tenors and bass</i>
ca.	<i>circa (about)</i>
cop.	<i>copyright</i>
m.	<i>music</i>
op.	<i>opus</i>
n.d.	<i>no date</i>
orch.	<i>orchestral</i>
pseud.	<i>pseudonym</i>
SATB	<i>sop., alto, tenor and bass</i>
w.	<i>words</i>

Square-brackets [ ] indicate supplied information from other sources than the sheet music.

Titles in parenthesis ( ) denote the name of stage productions.

The dash — in titles indicates parenthetical sub-titles.

Unless otherwise specified, the place of publication is New York.

*In certain comparatively recent musical compositions, copyrights have lately undergone reassignment. Such assignments are not noted.*

The compiler of the musical portion of this list desires to thank the music libraries of the New York Public Library and Columbia Broadcasting System for their assistance, cooperation and interest in the preparation of the manuscript for the press. The compilers of the historical portions of the text wish to express their thanks for the courteous cooperation extended by the New York Public Library and by Miss Alma Jacobus, Librarian for *Time Magazine*.

### MUSIC OF THE PILGRIMS

#### Fisher, William Arms.

Ye olde New England psalm-tunes, 1620-1820. With historical sketch, biographical notes, and hints on performance. . . Boston: Oliver Ditson Co. [cop. 1930.] xvi, 56 p. 4°.

#### Pratt, Waldo Seldon.

The music of the Pilgrims; a description of the psalm-book brought to Plymouth in 1620. . . Boston: Oliver Ditson Co. [1921.] 80 p. incl. fasims. 8°. (Contains tunes.)

### AMERICAN COLONIAL PERIOD

(See also under caption: Before 1800.)

#### a) Collections

##### Endicott, Samuel.

Melodies of revolutionary times. . . Harmonized by Samuel Endicott. Boston: Charles W. Homeyer & Co., cop. 1918. 4 nos. 4°. (Contents: 1, He stole my tender heart away; 2, The charms of Floremel; 3, Sheep in clusters; 4, The heavy hours.)

##### Endicott, Samuel.

Three melodies of revolutionary times. . . Harmonized by Samuel Endicott. Boston:

Charles W. Homeyer & Co., cop. 1918. 7 p. 4°. (Contents: 1, Queen Mary's farewell to France; 2, He stole my tender heart; 3, The bee.)

##### Engel, Carl.

Music from the days of George Washington. Collected and provided with an introduction by Carl Engel. . . The music edited by W. Oliver Strunck. . . With a preface by Hon. Sol Bloom. . . Washington, D. C.; George Washington Bicentennial Commission [cop. 1931 by Sol Bloom]. ix, 61 (1) p. 4°.

##### Fisher, William Arms.

The music that Washington knew. Edited by William Arms Fisher. . . [For orchestra.] Orchestrated by August Damm. Boston: Oliver Ditson Co., Inc., cop. 1931. f°.

##### Hopkinson, Francis.

Colonial love lyrics. Six songs by Francis Hopkinson (1737-1791). Edited and augmented by Harold V. Milligan. Boston: The Arthur P. Schmidt Co. [cop. 1919.] 29 p. f°.

##### Hopkinson, Francis.

The first American composer. 6 songs by Francis Hopkinson (1737-1791). . .

## MUSICAL-HISTORICAL CAVALCADE—Continued

Edited and augmented by Harold V. Milligan. Boston: The Arthur P. Schmidt Co., cop. 1918. 33 p. f°.

### Howard, John Tasker.

A program of early American piano music. Collected, edited and arranged by John Tasker Howard. . . New York: J. Fischer & Bro. [cop. 1931.] 2 l., 36 p. f°.

### Milligan, Harold Vincent.

Pioneer American composers. A collection of early American songs. Edited and augmented by Harold Vincent Milligan. Boston: The Arthur P. Schmidt Co., cop. 1931. 35 p. f°.

### Schmid, Adolf.

From the days of George Washington. Suite of marches. Arranged [for orchestra] by Adolf Schmid. New York: G. Schirmer, Inc., cop. 1931. 4°.

## b) Individual

**Adams and liberty; or, The Boston patriotic song.** w., Robert Treat Paine. m., tune: To Anacreon in Heaven (subsequently the air of "The Star Spangled Banner"). Boston: Thomas & Andrews [1798].

**Hail, Columbia.** w., Joseph Hopkinson, adapted in 1798 to the tune: The president's march (see below), ascribed to Philip Phile.

**Liberty song; or, Come, join hand in hand.** w., Mrs. Mercy Warren (wife of Col. James Warren of Plymouth, Mass.). m., tune: Heart of oak, by William Boyce.

**The liberty song—"In freedom we're born."** w., John Dickinson. m., tune: Heart of oak, by William Boyce. (Published by Mein and Fleming, Boston, 1768; Hall and Sellars, Philadelphia, 1768, without music; and again by Mein and Fleming, Boston, 1769, in "Bickerstaff's Boston Almanac.")

**The president's march.** m., ascribed to Philip Phile. (Composed in 1789—see above: Hail, Columbia, 1798.)

**Yankee doodle.** w., anonymous—of American origin. m., traditional—of English origin; sufficiently popular to have been published, in an early version, in Glasgow, 1782. (The tune was already familiar in the American colonies as early as 1790; was used by Benjamin Carr in his frequently played orchestral medley, "Federal Overture," composed in 1794; and was published as a song by G. Willig, Philadelphia, 1798.)

## BEFORE 1800

**Artaxerxes** [English opera, first performed in London, 1762]. m., Thomas

Augustine Arne. (The Overture and various solos and duets from this opera were frequently played in concerts in the American colonies from 1765 onwards.)

**Auld Robin Gray.** w., Lady Anne Barnard [nee Lindsay] (written in 1772; autograph in British Museum). m., Rev. William Leeves (published anonymously; first publicly acknowledged by the composer in 1812). [London, 1780?] (copy in British Museum).

**The battle of Prague.** Piano solo (usually with additional instruments). m., Franz Kotzwara. London: Longman and Broderip [1793?]; and others with later imprints. (Very popular in the American colonies.)

**Drink to me only with thine eyes.** w., Ben Jonson. m., traditional (sometimes attributed to Colonel R. Mellish and erroneously to others). London: J. Oswald [1762?] (copy in the British Museum).

**Heart of oak (Harlequin's Invasion).** w., David Garrick. m., William Boyce. (Produced in London, 1759).

**Iphigenie en Aulide** [French opera, first performed in Paris, 1774]. m., Christoph Willibald von Gluck. (The Overture to this opera was frequently played in orchestral concerts in the American colonies from 1793 onwards.)

**The lass of Richmond Hill.** w., Leonard McNally. m., James Hook. (First published in the Morning Herald, London, August 1, 1789.)

**The lass with the delicate air.** SEE **Young Molly who lives at the foot of the hill** (below).

**My lodging it is on the cold ground.** w., m., traditional. (Published in: Vocal Music, or The Songster's Companion, London, 1775.)

**The request—better known as: Tell me, babbling echo.** w., —? Clarke. m., Gerard Vogler. London: J. and G. Vogler [1775?].

**Rule, Britannia! (Alfred).** w., James Thomson; sometimes attributed to David Mallet. m., Thomas Augustine Arne. (Produced in Maidenhead, England, 1740.)

**Sally in our alley.** w., m., Henry Carey. [London, 1715?] (copy in British Museum.)

**Sigh no more, ladies.** Glee for three voices. w., William Shakespeare (in: Much Ado About Nothing). m., Richard John Samuel Stevens. (Frequently sung in concerts in the American colonies during the 1790's.)

**Softly rise, O southern breeze (Solomon).** w., Edward Moore. m., William Boyce. (Produced in London, 1743.)

**Tell me, babbling echo.** SEE **The request** (below).

## MUSICAL-HISTORICAL CAVALCADE—Continued

**To Anacreon in heaven.** w., Ralph Tomlinson. m., attributed to (1) John Stafford Smith; (2) Samuel Arnold. (Written, and composed in London between 1770 and 1776; published between 1780 and 1783.)

**Young Molly who lives at the foot of the hill—better known as: The lass with the delicate air.** w., ? m., Michael Arne [not Thomas Augustine Arne]. [London, 1760?; London: 1762] in: Universal Magazine, vol. 31, p. 95.

### AFTER 1800

**Howard, John Tasker.**

A program of early and mid-nineteenth century American songs. Collected, edited and arranged by John Tasker Howard. . . New York: J. Fischer & Bro. [cop. 1931.] 3 l., 51 p. f°.

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### 1800

**The American star.** w., John McCreery. m., tune: The Wounded Hussar, by D. C. Hewitt. J. Hewitt's Musical Repository [1799-1800].

The total population of the U. S. was 5,300,000 with Virginia in the lead. The center of population was 23 miles east of Baltimore.

In New York City the first billiard table was put up in a house on Whitehall Dock.

Neo-classical architecture, austere simple, supplanted Georgian.

Flappers in the bigger cities were reputed to be frankly marrying for money while farmers, forgetting the older Puritan morals, read ghost stories.

In Washington the National Theatre opened, and in New York City dramatic performances commenced at Mount Vernon Gardens.

Women wore turbans, gowns scanty at the bottom, round skirts or trains, short bodices, wigs costing \$5 apiece, and carried reticules (containing handkerchief, fan, card money, and essence-bottle). Men's faces peered over collars up to their ears, and beneath powdered hair with a queue, or natural.

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### 1801

The first U. S. pleasure yacht—a 22-ton sloop called "Jefferson"—was built for Capt. George Crowninshield, Jr.

Thomas Jefferson, who had defeated Aaron Burr for the presidency, was inaugurated.

In Massachusetts wool milling was begun with Arthur Schofield's mill a leading exponent of the industry. Meantime the Berkshire Hills region became a famous sheep country.

Women authors, as frequently in U. S. history, published a wealth of best sellers with eternal triangles and romances as their literary forte (among these authors were Sarah Wentworth Morton, Susannah Haswell Rowson, and Hannah Webster Foster whose "Coquette" went through 13 editions).

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### 1802

The U. S. Military Academy opened at West Point, N. Y., on the Fourth of July with 10 cadets.

One Frederick Graff in Philadelphia burned anthracite (hard coal) in a large stove—a startling novelty inasmuch as anthracite was considered fit for use only by blacksmiths.

In Saratoga, N. Y., a hotel was built, starting the spa on its career as a society resort.

The U. S. entered its fourth depression since 1790; it lasted three years.

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### 1803

U. S. expansion was accelerated by leaps and bounds via Jefferson's purchase of Louisiana from France (1,000,000 square miles for \$15,000,000).

Ohio joined the Union.

The Lewis and Clark expedition started from St. Louis for Oregon.

John Marshall, chief justice of the Supreme Court, in the famous case of Marbury vs. Madison, laid down the principle that the Supreme Court can render an act of Congress void when in the Court's opinion it violates the Constitution.

The U. S. started war against the Barbary pirates of Africa who were exacting tribute from American shippers.

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### 1804

Alexander Hamilton, ex-Secretary of the Treasury, was killed in a duel with Aaron Burr, vice-president of the U. S. and Hamilton's bitter political opponent. With this event duels went into disfavor in this country.



## MUSICAL-HISTORICAL CAVALCADE—Continued

Modern printers' ink was used in Philadelphia by Jacob Johnston.

In the same city one Oliver Evans appeared on Market St. in a scow mounted on wheels and powered with a steam engine.

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### 1805

The Pennsylvania Art Academy was founded, but the replica of Venus de Medici was such a shock that it had to be shown discreetly.

The last of the Barbary pirates sued for peace with the U. S.

At Yale University courses in chemistry were started under Benjamin Silliman.

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### 1806

Noah Webster finished his first dictionary.

American shipping was hampered by the war between England and Napoleon (France) inasmuch as each nation had different sea laws. But American blockade runners got such high prices for their wares that they considered the situation tolerable.

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### 1807

**The harp that once, thro' Tara's halls.** w., Thomas Moore. m., tune: Gramachree. London: J. Power's Music & Instrument Warehouse [1807]. (In: Moore, Thomas. A selection of Irish melodies, no. 1, p. 23.)

**Rich and rare were the gems she wore.** w., Thomas Moore. m., tune: The summer is coming. London: J. Power's Music & Instrument Warehouse [1807]. (In: Moore, Thomas. A selection of Irish melodies, no. 1, p. 41.)

Robert Fulton experimented with submarine torpedoes unsuccessfully. His steamboat "Claremont," however, was such a success after its trial run that the New York State legislature had to pass a bill making it a crime for anyone to tamper with it.

The U. S. and England were at odds because the English ship "Leopard" had fired on the American man-of-war "Chesapeake," when the latter refused to surrender alleged deserters from the British royal navy.

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### 1808

**Believe me if all those endearing young charms.** w., Thomas Moore. m., tune:

My lodging is on the cold ground. London: J. Power's Music & Instrument Warehouse [1808]. (In: Moore, Thomas. A selection of Irish melodies, no. 2, p. 99.)

**Jessie, the flow'r o' Dumblane.** w., Robert Tannahill. m., Robert Archibald Smith. [Edinburgh, 1808?]

**Let Erin remember the days of old.** w., Thomas Moore. m., tune: The red fox. London: J. Power's Music & Instrument Warehouse [1808]. (In: Moore, Thomas. A selection of Irish melodies, no. 2, p. 85.)

English newspapers and critics sneered at the American vocabulary which had departed considerably from the mother tongue.

Slave trade was abolished.

Due to the shipping embargo wheat dropped from \$2 to 75c per bushel.

The American Academy of Fine Arts was founded in New York.

The Pear's soap people took to advertising in print.

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### 1809

In Charleston, Mass., the Messrs. Pepin and Breschard established a circus (circuses were an early and very popular form of U. S. show business).

Some 30 daily newspapers circulated throughout the nation.

James Madison was inaugurated president.

Washington Irving's "A History of New York from Beginning of the World to the End of the Dutch Dynasty" appeared.

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### 1810

According to the census there were now 109 cotton mills in New England just 20 years after Samuel Slater introduced the first one (Slater was the father of the "factory system" in America).

Scudder's Museum, eventually to become the property of P. T. Barnum, opened in New York.

Fashionable ladies used rouge and pearl powder, and dresses were fuller.

You could always tell the family doctor by his black coat and gold-headed cane.

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### 1811

**The battle of the Wabash** [i.e., the Battle of Tippecanoe, November 7, 1811, won by General William Henry Harrison, afterwards President of the United States—see

## MUSICAL-HISTORICAL CAVALCADE—Continued

"Tippecanoe and Tyler" under the caption: 1840]. w., Joseph Hutton. m., tune: To Anacreon in Heaven (subsequently the air of "The Star Spangled Banner"). Philadelphia: G. E. Blake, n.d. (Published previously in song-sheets without publishers' imprints.)

America was building up a war fever against England, especially because of the farmers who were harassed by Indians said to be abetted by England through Canada.

Seventy people were killed in a theatre fire in Richmond, Va.

### 1812

After enthusiastic efforts by Henry Clay of Kentucky and John C. Calhoun of South Carolina, war was declared against England.

Louisiana joined the Union.

Philadelphia bought a park for the public, a well-nigh unprecedented civic stride.

In the same city the Walnut St. Theatre opened as a legitimate show house with "The Rivals" on the bill (it still stands, the oldest extant theatre in America).

John James Audubon began classifying and describing the birds of America.

In what is now Chicago a band of Indians massacred the inhabitants of Fort Dearborn.

The U. S. became entangled in the sixth depression since 1790; it lasted three years.

### 1813

**The minstrel boy.** w., Thomas Moore. m., tune: The moreen. London: J. Power's Music & Instrument Warehouse [1813]. (In: Moore, Thomas. A selection of Irish melodies, no. 5, p. 23.)

**'Tis the last rose of summer.** w., Thomas Moore. m., tune: The groves of Blarney. London: J. Power's Music & Instrument Warehouse [1813]. (In: Moore, Thomas. A selection of Irish melodies, no. 5, p. 15.)

Commander James Lawrence, fatally wounded as his ship "Chesapeake" engaged the English "Shannon" cried: "Don't give up the ship" (though the "Chesapeake" did later surrender with 145 killed and wounded).

Commodore Perry whipped the British on Lake Erie and announced to General Harrison: "We have met the enemy and they are ours."

Tecumseh, the great Indian chief, was killed.

Francis Cabot Lowell, a Boston merchant and inventor of the power loom, established the first complete American textile factory (the city of Lowell, Mass., is named for him).

Men's hats (very high) got narrower brims with a droop fore and aft; the men themselves took to wearing whiskers.

### 1814

**The star spangled banner.** w., Francis Scott Key. m., tune: To Anacreon in Heaven, arranged by Thomas Carr. Baltimore: Carrs Music Store [1814].

**Strike the cymbal.** Sacred chorus for SATB. w., Rev. William Slaughton (?); adapted by Benjamin Carr in 1812 from an Italian operatic chorus, "Viva Enrico," by Vincenzo Puccitta—usually misspelt Pucitta, or Puccita; and sung under Carr's direction in a concert in St. Augustine's Church, Philadelphia, Pa., April 13, 1814.

The British burned Washington.

Francis Scott Key, a lawyer, wrote the "Star-Spangled Banner" after witnessing the bombardment of Fort McHenry (the song was adopted as the national anthem by an act of Congress in 1931).

On Christmas day the U. S. and England concluded the peace of Ghent.

### 1815

**On the banks of Allan Water.** w., Matthew Gregory Lewis. m. ["Lady C. S.,"] arranged by Charles Edward Horn. London: J. Power [ca. 1815].

Andrew Jackson thoroughly trounced the erstwhile enemy at New Orleans, not knowing that the war was over.

The government raised funds by taxing watches, hats, caps, boots, umbrellas, etc.

Civic improvements of the year included gaslights in Boylston Hall, Boston, municipal gas lighting for Baltimore, and the completion of the Fairmount waterworks in Philadelphia.

The *North American Review* was established, and exemplified the magazine-reading tendency of the times.

### 1816

Jacob Hyer and Tom Beasley fought the first ring prizefight in American history.

## MUSICAL-HISTORICAL CAVALCADE—Continued

"Guy Mannering" was the hit play of Boston with Mrs. Powell, a popular actress of the time, playing the role of Meg.

Indiana joined the Union.

A new national bank was chartered for 21 years with \$35,000,000 capital (the old one had lapsed five years ago, and the nation's currency was in virtual chaos with 245 state corporations individually issuing their own money).

Native U. S. manufacture broke into full stride, due to the stimulus of the war which had excluded English products and encouraged national self-sufficiency.

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### 1817

**Mary's tears.** w., Thomas Moore. m., Oliver Shaw. Providence, R. I.: O. Shaw [1817] (2nd edition).

James Monroe was inaugurated president, beginning an era called the "Era of Good Feeling" by the *Boston Journal*.

Mississippi joined the Union.

Thousands of settlers moved west and the prairies were dotted with log cabins.

The first steamboat appeared in St. Louis.

William Cullen Bryant published "Thanatopsis" in the *North American Review*.

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### 1818

**Hark! the vesper hymn is stealing.** Part song for SATB with piano acc. w., Thomas Moore. m., tune: Russian Air, arr. by Sir John Stevenson. London: J. Power [1818]. (In: Moore, Thomas. A selection of popular national airs, no. 1, p. 54-58.)

**Off in the stilly night.** w., Thomas Moore. m., tune: Scotch Air, arr. by Sir John Stevenson. London: J. Power [1818]. (In: Moore, Thomas. A selection of popular national airs, no. 1, p. 51-53.)

**Silent night, holy night—original German title: *Stille Nacht, heilige Nacht.*** w., Joseph Mohr. m., Franz Gruber. (First sung on Christmas eve, 1818.)

Pigs were so common in the streets of New York that the *Evening Post* started a crusade.

Illinois joined the Union.

James W. Wallack made his American theatrical debut at the Park Theatre, N. Y., playing the lead in "Macbeth." Meantime T. A. Cooper, member of an English theatrical company in New Orleans, was said to have received the fabulous sum of \$333 per night.

Josiah White and Erskine Hazard formed the Lehigh Navigation Co. to mine coal near Mauch Chunk, Pa.—an enterprise that soon ranked with Niagara Falls as an American spectacle.

Congress put 13 horizontal stripes into the flag and prescribed a blue field with one white star for each state.

The system of pensioning war veterans and their widows and children was established.

Men's ties sometimes were so stiff and high that the wearer was virtually in a vise.

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### 1819

The French corset, a two-piece affair, laced up the back, and considered standard feminine equipment until the 1900's, came into use.

Alabama joined the Union, making it 11 slave states to 11 free states.

The "Savannah" became the first American transatlantic steamer when it made the crossing to Liverpool in 31 days.

Spain ceded Florida to the U. S.

Washington Irving's "Sketch Book" was the literary event of the year.

Chief Justice John Marshall of the Supreme Court set the precedent (in the Dartmouth college case) that the Supreme Court is the tribunal for reviewing laws passed by state legislatures.

The seventh depression since 1790 now set in, and like most of its predecessors lasted three years.

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### 1820

**John Peel — also known as: D'ye ken John Peel.** w., John Woodcock Graves. m., traditional. (Written about 1820.)

Not quite one-third of all publications read in the U. S. came from native writers; the rest were imported from abroad.

The game of billiards was greatly improved when the old maces were discarded and cues came into use.

Congress passed the Missouri Compromise, allowing slavery in Missouri, but in no other state west of the Mississippi and north of 36°30'.

James Fenimore Cooper's "The Spy" appeared.

Maine joined the Union.

Edwin Forrest made his debut at the Walnut St. Theatre, Philadelphia.

The total population of the country was now 9,600,000, with New York state as-

## MUSICAL-HISTORICAL CAVALCADE—Continued

suming the lead it has held ever since. Westward migrations had shifted the center of population to Moorfield, W. Va.

Men considered watch fobs an essential piece of haberdashery.

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### 1821

**Invitation to the dance** — *original German title: Aufforderung zum Tanze*. Piano solo. m., Carl Maria von Weber, op. 65. Berlin: Schlesinger [1821]. (Composed in 1819.)

John Monroe was the first president to be inaugurated on the fifth of March instead of the traditional fourth (because the latter date fell on a Sunday).

Missouri was admitted to the Union.

Junius Brutus Booth, one of the best known actors of the era, made his first American appearance in Richmond, Va., as Richard III.

Ladies' shoes insinuated themselves into public view beneath decidedly shorter skirts; Nile green was a fashionable color; and jewelry was made chiefly of polished steel.

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### 1822

Possible attempts by European nations to regain lost colonies in the Americas, and thus upset the peace of the Western Hemisphere, were the latest U. S. international worry.

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### 1823

**Home, sweet home! (Clari; or, The Maid of Milan)**. w., John Howard Payne. m., "Sicilian Air" [arranged by Sir Henry Bishop]. [London: D'Almaine & Co., 1823.]

The Monroe Doctrine was invoked after Spain had shown a disposition to regain her lost colonies. In essence, the doctrine stated that no European power could seize territory or establish a government in the Americas.

Three-story brick houses and street paving were something new in Brooklyn, N. Y.

Numbers on houses marked another civic improvement.

The manufacture of pins began.

Boston created a sewage system.

Plaited blouses of muslin were the fashion for ladies.

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### 1824

The American Sunday School Union came into being inasmuch as the Sunday School was one of the chief educational mediums, secular as well as religious, at this time (in 1872 uniform Sunday School lessons were established internationally, but by that time the Sunday School was already mainly religious).

The greatest billiard player in the land was one Higham, "The Albany Pony," who appeared in New York City from his native Albany, N. Y., and embarked on a long series of victories.

Lafayette visited the 24 states of the Union.

Washington Irving published "Tales of a Traveller."

The actress Annie Jane Henry made her debut in the play "Letitia Hardy." She was said to be the most beautiful woman that ever appeared on a U. S. stage, and old records state that "at 50 she seemed as fresh and charming as in her girlhood."

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### 1825

The Erie Canal between New York and Buffalo was opened, therewith marking New York as the future metropolis of the U. S. over Boston, Philadelphia, and Baltimore.

In New York the first attempt to introduce regular Italian opera was made at the Park Theatre by Signor Manual Garcia and his daughter, Maria Felicite Garcia (afterward the famous singer Malibran).

John Quincy Adams was inaugurated president.

Feeling in the U. S. at this time crystallized against transmitting large estates to the oldest son at a father's death (right of primogeniture), whereupon wealthy people, unlike Europeans, usually split their estates among several heirs.

The leg-of-mutton sleeve (sometimes so large that the wearer had to go through a door sideways) beguiled feminine fashions, along with the full skirt, hairdress puffs, fur boas, lace scarfs, and leghorn hats.

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### 1826

**The dashing white sergeant**. w., General Burgoyne. m., Sir Henry Bishop. (Composed in 1826).

Utopian schemes now occupied much at-

## MUSICAL-HISTORICAL CAVALCADE—Continued

tion. Robert Owen, a successful English cotton manufacturer, tried to found "New Harmony" in Indiana, the idea being that people would share their labors in common and live in a congenial environment (it failed). Meantime, in Cincinnati one Josiah Warren opened a store accepting notes issued against labor time in lieu of money—i.e., a "one hour" note, etc. This venture, too, failed when only Warren believed in money coined purely against labor instead of against precious metal.

James Fenimore Cooper published his "Last of the Mohicans."

James K. Hackett made his debut at the Park Theatre, N. Y.

On the Fourth of July, the semi-centennial of the U. S., two former presidents, Thomas Jefferson and John Adams, died.

In men's summer wear, the palm leaf hat appeared.

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### 1827

**The merry Swiss boy.** Tyrolese song w., translated by William Ball. m., arranged by Ignaz Moscheles (in: Tyrolese melodies). London: Willis & Co. [1827?]

Mme. Francisquy Hutten introduced the modern French school of dancing for the first time on the American stage at the Bowery Theatre, N. Y.

Slavery was ended in New York State by an act of the legislature.

In Gurleyville, Conn., the first successful silk mill was established and a veritable craze developed in the Connecticut and Willimantic valleys for raising mulberry trees to feed the silk worms.

The U. S. complained about the eighth depression since 1790; running true to form, it lasted three years.

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### 1828

**Tyrolese evening hymn.** w., Felicia Dorthea Hemans. m., Augusta Browne (Garrett). Boston: C. Bradley, cop. 1828.

Industrial America began to stir more emphatically. Although a foretaste of this had been evident in previous manufacturing establishments, and even unions and strikes, it was in 1828 that the first working man's party—the inevitable hallmark of industrial progress—was organized in Philadelphia by mechanics.

Varnish was first produced in the U. S. So, too, damask linen and straw paper.

The Baltimore & Ohio Railroad inaugu-

rated passenger service with 14 miles of horse-drawn cars (over wooden rails covered with iron).

Peter Cooper founded his famous iron works in Baltimore, where later he built one of the first U. S.-produced locomotives and made the fortune which enabled him to endow Cooper Union in New York, aid Cyrus Field in laying the Atlantic cable, and run for the presidency.

Noah Webster issued his mammoth "American Dictionary of the English Language."

So many playhouses were in business in Philadelphia that five of them failed.

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### 1829

**From Greenland's icy mountains.** Hymn; tune: Missionary hymn; also Heber. w., Reginald Heber. m., Lowell Mason (in: The Boston Handel and Haydn Society collection of church music, p. 235, 7th edition). Boston: Richardson and Lord, 1829.

**Serenade—original German title: Staendchen (no. 4 in: Schwanengesang).** German words, Ludwig Rellstab. m., Franz Schubert. Vienna: Tobias Haslinger [,1829].

**There's nothing true but heaven.** w., Thomas Moore. m., Oliver Shaw. Providence, R. I.: the author [Oliver Shaw], cop. 1829.

Andrew Jackson was inaugurated president. He immediately opposed the United States bank, and in one week vetoed more bills than any of his predecessors did in four years.

Canals opened everywhere in the industrial East as an aid to shipping and trade—among them the Delaware & Chesapeake, the Delaware & Hudson, and the Oswego (in New York); the Farmington in Connecticut, and the Cumberland & Oxford in Maine.

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### 1830

**I know a bank where the wild thyme blows.** Duet for soprano and alto with piano acc. w., William Shakespeare. m., Charles Edward Horn. E. Riley [,1830 or 31].

**My heart and lute.** w., Thomas Moore (sometimes incorrectly attributed to J. P. Kemble). m., Sir Henry Bishop. (Composed in 1830.)

**Sparkling and bright.** w., [Charles Fenno Hoffman;] published anonymously-

## MUSICAL-HISTORICAL CAVALCADE—Continued

poetry from the New York American. m., James B. Taylor. T. Birch [183-?].

Poker evolved into a gambling game using a full deck of 52 cards (instead of the mere 20 cards previously used), but there was no draw—only straight bluffing.

Joseph Smith founded the Mormon Church at Fayette, N. Y.

March 16 was the dulllest day in New York Stock Exchange history, when only 31 shares changed hands.

There were now 40 miles of railway in the country.

Cincinnati was called "Porkopolis" because it was the nation's greatest meat packing center.

*Godey's Lady's Book* was established, and became the forerunner of the mass circulation of women's magazines, incorporating fiction, etiquette, articles on sewing, etc.

The play "Rip Van Winkle" was running at the Park Theatre, N. Y.

As a sample of early theatrical production magnitude, an elephant and her calf were introduced on the stage during the "Forty Thieves" at the Walnut St. Theatre, Philadelphia. At the Arch St. Theatre, same city, a living rhinoceros was part of the cast of "The Lover's Test."

The cabriolet, a one-horse, two-wheeled affair, was the smartest model in carriages.

Women's skirts were fuller, and hair higher.

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### 1831

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Abolitionist movements, directed against slavery, reached a new apex when William Lloyd Garrison began publishing his anti-slavery newspaper, *The Liberator*, in Boston.

The Black Hawk Indian war—in which the future president of the Union, Abraham Lincoln, and the future president of the Confederacy, Jefferson Davis, served together—broke out.

Ex-president James Monroe was the third ex-president to die on the Fourth of July.

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### 1832

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**America.** w., Rev. Samuel Francis Smith. m., tune: God Save the King; ascribed to Henry Carey. (The words were written in February, 1832, and first sung at a children's Fourth of July celebration in Park Street Church, Boston.)

**The bloom is on the rye—better known as: My pretty Jane.** w., Edward Fitzball. m., Sir Henry Bishop. (Composed in 1832).

**Boylston.** Hymn-tune. m., Lowell Mason (in his: The choir; or, Union Collection of church music, p. 165). Boston: Carter, Hendee & Co., 1832.

**My faith looks up to Thee.** Hymn-tune: Olivet. w., Ray Palmer, D. D. m., Lowell Mason (in: Hastings, Thomas, and Lowell Mason. Spiritual songs for social worship, p. 94). Utica, N. Y.; Hastings & Tracy & W. Williams, 1832.

**Rock of Ages.** Hymn; tune: Toplady. w., Augustus Montague Toplady. m., Thomas Hastings (in: Hastings, Thomas, and Lowell Mason. Spiritual songs for social worship, p. 84). Utica, N. Y.: Hastings & Tracy & W. Williams, 1832.

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Books on etiquette, including "Young Man's Own Book" and (later) "Manual for Politeness for Both Sexes" (published in 1837), began to appear.

"Ann McKim," the first clipper ship, was built for the China trade, launching the era of the clipper, said to be the most beautiful vessel that ever sailed the seas.

Horse-drawn street cars were something new in New York City.

T. D. (Daddy) Rice sang and danced "Jim Crow" for the first time at the Bowery Theatre, N. Y.

In the same city one Bassford, a table maker, opened a billiard parlor with 20 tables, and it was here that pinpool and 15-ball pool were introduced, superseding the old two-ball pool of early days.

Cholera broke out in the East.

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### 1833

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Tyrone Power, the celebrated Irish comedian, made his first American appearance at the Park Theatre, N. Y. In 1841 he sailed from New York on the steamer "President," which was lost at sea (he was the grandfather of Tyrone Power, the current film player).

The New York *Sun* sold for a penny, and the era of penny newspapers was on.

David Ingersoll made his theatrical debut as William Tell. In Lowell, Mass., a group of players from Boston opened a theatre and were promptly thrown into jail for not "pursuing an honorable and lawful profession."

The reaper, a great aid to cultivating Western prairies, appeared.

## MUSICAL-HISTORICAL CAVALCADE—Continued

### 1834

**Zip Coon—also known as: Turkey in the straw.** w., m., anonymous; claimed by (1) Bob Farrell; and (2) George Washington Dixon. Atwill's Music Saloon, cop. 1834 by Thos. Birch.

The industrialization of the East and the North was proceeding rapidly.

"Six Degrees of Crime" was a hit at the Bowery Theatre, N. Y.

### 1835

See, **gentle patience smiles on pain.** Hymn; tune: Federal Street. w., Anne Steele. m., Henry Kemble Oliver (in: Mason, Lowell. The Boston Academy's collection of church music, p. 275.) Boston: Carter, Hendee & Co., 1835.

Colt invented the revolver, a weapon that ever after figured in U. S. events.

Phineas T. Barnum made his first appearance on the stage as assistant to the magician Sig. Vivalla. A few months later Barnum leased the services of Joice Heth, whom he billed as "Washington's Nurse," for \$1,000, and started his career as an impresario.

A fire in New York City destroyed an estimated \$20,000,000 of property.

Fashionable belles liked brooches so much that they sometimes pinned as many as half a dozen on a single gown.

James Gordon Bennett launched the New York *Herald*. His writings, among other things, are largely responsible for society pages in U. S. newspapers.

### 1836

**Corn cobs twist your hair.** w., anonymous. m., tune: Yankee doodle. George Endicot, cop. 1836.

**The light of other days (The Maid of Artois).** w., Alfred Bunn. m., William Michael Balfe. London [1836].

By this time the erstwhile "Republican" party had pretty well changed its name to "Democratic" (the current "Republican" party evolved from Federalists, through Whigs into its current shape in the early 1850's).

The famed McGuffey Readers were first issued. They reached their peak sales from the Civil War period to the end of the century; the last copyright on them was taken in 1900 by the American Book Co.

Texas was warring for independence from Mexico. In spring the Mexicans under Santa Anna attacked the Alamo (the "Thermopylae of America") and wiped out the staunch defenders. "Remember the Alamo" became the rallying cry thereafter.

Ellen Tree, the English actress, and Charlotte Cushman, the U. S. star, made their American debuts.

Arkansas was admitted to the Union.

Banking difficulties brought on a bad depression.

There were 53 unions in Philadelphia, 52 in New York, 23 in Baltimore, and 16 in Boston.

Square toed slippers for ladies appeared, and over-size sleeves went out of style.

### 1837

**Hark, brothers, hark.** w., J. H. Willis. m., John Hill Hewitt. Cincinnati: W. C. Peters, cop. 1837; Philadelphia: Geo. W. Hewitt & Co., cop. 1837.

**On wings of song—original German title: Auf Fluegeln des Gesanges (no. 2 in: Sechs Gesaenge, op. 34).** German words, Heinrich Heine. m., Felix Mendelssohn. Leipzig: Breitkopf & Hartel [1837].

**Woodman! spare that tree!** w., George P. Morris. m., Henry Russell. Firth & Hall, cop. 1837.

The depression continued, eventually leading to the doom of the National Bank and the establishment of the sub-treasury system.

Mt. Holyoke college for women was founded, attesting the independent position of woman in American social relationships.

John Pierpont Morgan was born.

Martin Van Buren was inaugurated president.

Michigan joined the Union.

In a collision on the Mississippi river the steamer "Monmouth" went to her doom with 234 lives.

The first iron sea vessels were built in the U. S.

### 1838

**Annie Laurie.** w., traditional (Scotch); attributed to William Douglas of Fingland, Kirkcudbright, Scotland, about 1688. m., Lady John Scott (1810-1900); nee Alicia Ann Spottiswood; wife of Lord Montague Douglas Scott. (Published anony-

## MUSICAL-HISTORICAL CAVALCADE—Continued

mously in: Paterson and Roy's "Vocal Melodies of Scotland," 1838, v. 3.)

**A life on the ocean wave.** w., Epes Sargent, m., H. Russell. Hewitt & Jacques, cop. 1838.

Mrs. John Farrar's book on etiquette warned young ladies against the horrors of jiggling their bodices in polite company, which she claimed was ungraceful and rude.

The museum vogue in entertainment was exemplified by the Chinese Museum in Philadelphia which was described thus: "This was a very large building on Ninth St. below Chestnut. It had an upper and lower saloon, as well as a large lecture-room on Sansom St. A museum of Chinese curiosities occupied one saloon, and the other was devoted to balls, concerts, etc. It was here that was given the popular 'levy' concerts . . . The Virginia and other minstrels occasionally gave entertainment here, and in this building Kunkel's Nightingale Serenaders made their public debut."

Samuel F. B. Morse demonstrated his telegraphy.

The steamboat "Great Western" crossed from England to New York City in 16 days.

"Lady of Lyons," a current play, was put on the boards with an all-star cast: Edwin Forrest as Claude; Mrs. Richardson as Pauline; and Charlotte Cushman as the Widow Melnotte. J. A. Neafie and E. L. Davenport, two great figures of the theatre, made their debuts. In Chicago the first recorded theatrical performance was given by the Mackenzie & Jefferson company.

### 1839

In Capt. Marryat's "Diary in America" was recorded the famous joke by John Van Buren (son of the president) anent American prudery: Van Buren said people even put pantalettes on piano legs.

One Jimmy O'Connell was among the first to dance the clog, or wooden shoe dance.

The play "Jack Sheppard" made its New York appearance at the Bowery Theatre. Two more well-known actors came before the public—E. Eddy (reciting "The Indian's Lament" at a benefit), and Joseph Proctor (in "Nick of the Woods").

Col. Abner Doubleday (later a U. S. general) devised a game with bases and positions for players, thus founding base-

ball. His fixture of bases, and the distances between them, has never been changed.

Charles Goodyear got a patent for manufacturing vulcanized rubber.

### 1840

**Jim along, Josey.** w., (and m.?), Edward Harper. Firth & Hall, cop. 1840. (Sung by Edward Harper in his play, *The Free Nigger of New York*, about 1838).

**Kathleen mavourneen.** w., Annie Crawford [nee Barry]. m., Frederick William Nicholls Crouch (in his: *Echoes of the Lake*). London [1840].

**The pesky sarpent**—also known as: (1) Springfield mountain; and (2): On Springfield mountain. w., m., anonymous. Boston: Geo. P. Reed, cop. 1840.

**Rocked in the cradle of the deep.** w., Mrs. Willard. m., Joseph Philip Knight. Boston: C. F. Chickering, cop. 1840; New York: C. E. Horn, cop. 1840.

**Tippecanoe and Tyler.** Song of the Whig Party in the United States during the presidential campaign of General William Henry Harrison (see "The Battle of the Wabash" under the caption: 1811). w., Alexander C. Ross. m., tune: Little Pigs.

**The two grenadiers** — original German title: *Die beiden Grenadiere* (no. 1 in: *Romanzen und Balladen*, op. 49). German words, Heinrich Heine. m., Robert Schumann. Leipzig: Gust. Heinze [1840].

The "Fabulous Forties" began.

Fanny Ellsler, the Continental dancer, came to the U. S. with her own supply of napkins because she heard they weren't used here.

A widespread slang phrase was "wake me up when Kirby dies" (from the current theatrical hit "Carpenter of Rouen").

Showmanship got into politics when the conservative Whigs shouted "Tippecanoe, and Tyler too" (Tyler was running for the vice-presidency), erected log cabins to typify their "grass-roots" candidate, Harrison, and served cider to the populace.

There were now 2,775 miles of railway.

Richard Henry Dana's "Two Years Before the Mast" was published.

Ladies had special post-office windows and even bowling alleys (to avoid the tobacco-chewing male).

A five-year depression (the eleventh since 1790) got under way, and reached its height in 1843.



MUSICAL-HISTORICAL CAVALCADE—Continued

1841

**The carrier dove.** m., Daniel Johnson. Additional words by the Rev. J. N. Maffit. J. F. Atwill, cop. 1841.

**Niagara Falls.** w., m., Mr. Winchell. Boston: Henry Prentiss, cop. 1841.

George Ripley and his wife organized "Brook Farm" near West Roxbury, Mass.—a cooperative venture, again symbolizing the interest in Utopian schemes during this era. It broke up six years later.

William Henry Harrison was inaugurated president, contracted pneumonia during the rainy inaugural, died a month later, and was succeeded by John Tyler.

Ralph Waldo Emerson's first series of essays was published; likewise James Fenimore Cooper's "Deerslayer."

Plays of the season were "Money," "Jack Cade" (then called "Aylmere"), "Surgeon of Paris," and "London Assurance."

P. T. Barnum opened his museum at Broadway and Ann St., New York, paying \$12,000 for the setup.

Horace Greeley was the famed proprietor of the New York *Daily Tribune*.

John Bidwell, the "prince of California pioneers," left Missouri for the Pacific coast with a band of adventurous followers.

Feminine fashions now prescribed high combs.

1842

**The blind boy.** w., ? m., William Richardson Dempster. Boston: Oliver Ditson, cop. 1842.

**Come, O come with me, the moon is beaming.** w., B. S. Barclay. m., "Italian air." Philadelphia: A. Flot, cop. 1842.

Charles Dickens visited the United States, but his impressions of this country were generally unfavorable.

John C. Fremont and Kit Carson made expeditions to California.

Henry Wadsworth Longfellow's "Ballads and Other Poems" (including "The Skeleton in Armor," "Wreck of the Hesperus," "Village Blacksmith," "To a Child," "The Bridge," and "Excelsior") appeared.

In Rhode Island the landowners elected Samuel W. King governor, whereupon the suffragists (city party) tried to seize the arsenal at Providence and make Thomas W. Dorr governor; King declared martial law and clapped Dorr into prison.

New feminine vogues included mantillas, black varnished leather shoes, lace mitts, small parasols and large muffs.

1843

**Cape Ann.** w., m., anonymous. Firth & Hall, cop. 1843. (Sung by J. J. Hutchinson of the Hutchinson Family.)

**Columbia, the gem of the ocean.** w., m., Thomas a' Becket. (Written in 1843, for a theatrical benefit, at the request of David T. Shaw, to whom the words have been incorrectly attributed.)

**Excelsior.** Part song for SATB with piano. w., Henry Wadsworth Longfellow. m., Hutchinson Family. Firth, Pond & Co., cop. 1843.

**The heart bow'd down (The Bohemian Girl).** w., Alfred Bunn. m., William Michael Balfe. (First performed in London, November 27, 1843; in New York, November 25, 1844.)

**I dreamt I dwelt in marble halls (The Bohemian Girl).** w., Alfred Bunn. m., William Michael Balfe. (First performed in London, November 27, 1843; in New York, November 25, 1844.)

**The lament of the Irish emigrant.** w., Mrs. Price Blackwood. m., William Richardson Dempster. Boston: Geo. P. Reed, cop. 1843.

**The long ago—better known as: Long, long ago.** w., m., Thomas Haynes Bayley. London [1843?].

**My old aunt Sally.** w., m., Daniel Decatur Emmett [the name is given on the title page as: Old Dan D. Emmit]. Boston: C. H. Keith, cop. 1843.

**Old Dan Tucker.** w., m., Daniel Decatur Emmett (?). Millet's Music Saloon, cop. 1843.

**Then you'll remember me (The Bohemian Girl).** w., Alfred Bunn. m., William Michael Balfe. (First performed in London, November 27, 1843; in New York, November 25, 1844.)

**Wedding march (in incidental music to: A Midsummer Night's Dream, op. 61).** Orch. composition. m., Felix Mendelssohn. Leipzig: Breitkopf & Hartel, n.d. (First performed in Potsdam, October 14, 1843.)

On the death of Pierre Lorillard, wealthy snuff and cigar manufacturer and pioneer of the current Old Gold cigarette interests, newspapers coined the word "millionaire."

The Virginia Minstrels, the first regularly organized band of Negro minstrels, gave their initial public performance at the Chatham Theatre, N. Y. The company was composed of Dan Emmit, Frank Brower, Billy Whitlock, and Dick Pelham.

The U. S. Naval Academy opened at Annapolis, Md.

Edgar Allan Poe got a \$100 prize for his

## MUSICAL-HISTORICAL CAVALCADE—Continued

story, "The Gold Bug"—largely, according to stories reputedly given out by the judges, because of Poe's neat handwriting. Poe's "Black Cat" meanwhile appeared in the *Saturday Evening Post*.

### 1844

**The blue Juniata.** Words and melody by Mrs. M. D. Sullivan; arr. by E. L. White. Boston: Oliver Ditson, cop. 1844.

**God bless our native land.** Hymn. w., Rev. Charles Timothy Brooks, adapted about 1833, from the German of Siegfried August Mahlmann (1771-1826), written about 1815; revised by John Sullivan Dwight, 1844—usually ascribed to the latter. m., tune: America.

**Spring song (no. 6 in: Sechs Lieder ohne Worte, Book 5, op. 62).** Piano solo. m., Felix Mendelssohn. Bonn: N. Simrock [,1844].

Moses Yale Beach, owner of the *New York Sun*, published his "Wealth and Biography of Wealthy Citizens of the City of New York." He listed about 850 persons worth \$100,000 or more, among them John Jacob Astor (\$44,000,000), Stephen Van Rensselaer (\$10,000,000), William B. Astor (\$5,000,000), Peter Stuyvesant (\$4,000,000), and Cornelius Vanderbilt (\$1,200,000).

Over Samuel F. B. Morse's telegraph line between Baltimore and Washington was sent the first classic message: "What hath God wrought?"

Dr. Horace Wells of Hartford, Conn., used laughing gas as an anesthetic to extract one of his own teeth.

### 1845

**Scenes that are brightest (Maritana).** w., Alfred Bunn. m., Vincent Wallace. (First performed in London, November 15, 1845; in New York, May 4, 1848.)

**Yes! let me like a soldier fall (Maritana).** w., Edward Fitzball. m., Vincent Wallace. (First performed in London, November 15, 1845; in New York, May 4, 1848.)

Edgar Allan Poe's "The Raven" appeared and immediately created an impression both here and in Europe.

The polka was the most fashionable dance.

Ten pins superseded billiards as a common pastime.

Congress scheduled national election day for the first Tuesday after the first Monday in November.

Texas and Florida joined the Union. James Knox Polk was inaugurated president.

Dorothea Lynde Dix, who spent her life in the relief of paupers, criminals and insane, published "Prisons and Prison Discipline."

The iron age was beginning to hit full stride.

### 1846

**Well-a-day.** Duet for soprano and alto with piano. w., ? m., George Linley. London: Chappell [,1846].

In Hoboken, N. J., the first real game of baseball was played between the Knickerbocker Club of New York and a picked team then calling itself the New York Club.

English journalists and visitors deplored the U. S. male habit of chewing tobacco.

War was declared on Mexico over boundary disputes (settled in 1848 when the Rio Grande was designated as boundary).

Elias Howe patented improvements on the sewing machine.

Iowa joined the Union.

The Christy Minstrels appeared in New York at Palmo's Opera House.

A Hoe cylinder rotary press was installed by the *Philadelphia Ledger*, another milestone in the heyday of the penny press.

Ladies parasols now could be folded up.

### 1847

**Footsteps of angels.** w., Henry Wadsworth Longfellow. m., William Richardson Dempster. Boston: Oliver Ditson & Co. [1847?]

**The rainy day.** w., Henry Wadsworth Longfellow. m., William Richardson Dempster. Boston: Oliver Ditson & Co., cop. 1847.

**Row thy boat lightly.** w., Miss H. F. Woodman. m., Isaac Baker Woodbury. Boston: Oliver Ditson & Co., cop. 1847.

The U. S. adopted postage stamps with adhesive backs.

Two hundred forty persons were lost when the immigrant ship "Phoenix" burned on Lake Michigan.

Germans and Irish were immigrating in vast numbers.

The American Association for the Advancement of Science was founded.

The Mormons, under Brigham Young, began to build Salt Lake City in Utah.

## MUSICAL-HISTORICAL CAVALCADE—Continued

### 1848

**Ben Bolt; or, Oh! don't you remember.** w., Thomas Dunn English. m., Nelson Kneass. Louisville, Ky.: W. C. Peters, cop. 1848.

**The cottage of my mother.** w., Jesse Hutchinson. m., Judson Hutchinson. Boston: Oliver Ditson, cop. 1848.

**Oh! Susanna.** w., m., Stephen Collins Foster. Louisville, Ky.: W. C. Peters & Co., cop. 1848.

**Old uncle Ned.** w., m., Stephen Collins Foster. W. E. Millet, cop. 1848.

**'Twas off the blue Canaries; or, My last cigar.** w., m., James M. Hubbard. New Haven, Conn.; William Skinner, cop. 1848 by Jas. M. Hubbard.

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Samuel M. Kier, a Pittsburgh druggist, sold petroleum as "a wonderful medical virtue" behind an advertising campaign using imitation bank notes as bait. At this time peddlers generally hawked petroleum as "Seneca oil," with reputed medicinal qualities.

Women began clamoring for more rights, including the right to vote, and held a convention at Seneca Falls, N. Y.

Wisconsin joined the Union.

In John Sutter's mill race a sawmill laborer discovered gold, and the rush to California was on.

Fashion prescribed sleeves wide at the bottom.

### 1849

**Nelly was a lady.** w., m., Stephen Collins Foster. Firth, Pond & Co., cop. 1849.

Walter Hunt invented the safety pin.

So many prospectors rushed to California (1,200 sailed from the East in three months), and so many perished en route, that wiseacres told departing hopefuls to take tombstones with them.

New York City created a sewer department and paved Broadway with granite blocks.

Zachary Taylor was inaugurated president.

Joseph Jefferson, the great American comedian, made his adult debut. Meantime, California embraced the entertainment business at once with the \$80,000 Eagle Theatre in Sacramento, while Stephen C. Massett gave a series of songs and recitations in San Francisco, using the only piano in that section of the country.

Luther Burbank, the horticulturist, was born.

Ladies now puffed their hair over a cushion atop the head.

### 1850

**The bridge.** w., Henry Wadsworth Longfellow. m., Miss M. Lindsay [Mrs. J. Worthington Bliss]. London: Robert Cocks & Co. [185-?]; Boston: Oliver Ditson & Co. [1861.]

**[De Camptown races.] Gwine to run all night.** w., m., Stephen Collins Foster. Baltimore: F. D. Benteen, cop. 1850.

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Jay Gould, later the fabulously rich financier, wrote a classic theme in Beechwood Seminary entitled: "Honesty is the Best Policy."

Jenny Lind, the Swedish Nightingale, appeared in Castle Garden, New York, under P. T. Barnum's management. Her first concert grossed \$17,864.05 and the second \$14,203.03. She gave \$10,000 to charity, and when the Widow and Orphans' Fund of the Fire Department got \$3,000, the firemen gave Jenny Lind a gold box and a rosewood book-case containing Audubon's "Birds and Quadrupeds of America."

Whist and faro were popular gambling games.

California was admitted to the Union.

Millard Fillmore was inaugurated president on Zachary Taylor's death.

*Harper's* magazine was established.

Nathaniel Hawthorne published "The Scarlet Letter."

Men wore cutaway coats for morning and evening occasions. The coats had ample pockets in the tails.

"The New York Fireman" was a stage success.

### 1851

**Home again.** w., m., M. S. Pike; arr. by J. P. Ordway. A. & J. P. Ordway, cop. 1851.

**Oh boys carry me 'long.** w., m., Stephen Collins Foster. Firth, Pond & Co., cop. 1851.

**Old folks at home.** w., m., Stephen Collins Foster. Firth, Pond & Co., cop. 1851.

**Poor old slave.** Negro song. m., arranged by E. M. F. Boston: G. P. Reed & Co., cop. 1851.

**Wait for the wagon.** w., ? m., George P.

## MUSICAL-HISTORICAL CAVALCADE—Continued

Knauff. Baltimore: F. D. Benteen, cop. 1851.

Mrs. Amelia Jenks Bloomer began agitating for a dress reaching to the knees, with trousers beneath (this garment, a public joke in 1851, came into vogue with the bicycle craze of the '90's).

The schooner "America" beat all competitors from the Royal Yacht Squadron around the Isle of Wight, thus giving the U. S. the first victory in what was to evolve into the America's Cup races (which England has never won).

Lola Montez, the danseuse (who reputedly caused King Ludwig I of Bavaria the loss of his crown), made her American debut at the Broadway Theatre, N. Y.

Herman Melville published "Moby Dick" and Nathaniel Hawthorne "The House of Seven Gables."

William W. Newcomb invented and danced "The Essence of Old Virginia" with the Fellow's Minstrels, and also delivered a "Burlesque Lecture on Woman's Rights."

Sewing machine patents were granted to J. M. Singer and A. B. Wilson.

### 1852

**Do they miss me at home?** w., m., S. M. Grannis. Boston: Oliver Ditson & Co., cop. 1852.

**Ever of thee.** w., George Linley. m., Foley Hall. London: J. A. Turner [1852].

**Lilly Dale.** w., m., H. S. Thompson. Boston: Oliver Ditson & Co., cop. 1852.

**Massa's in de cold ground.** w., m., Stephen Collins Foster. Firth, Pond & Co., cop. 1852.

**The rock beside the sea.** w., ? m., Charles Crozat Converse. Philadelphia: Lee & Walker, cop. 1852.

**The young folks at home.** w., Frank Spencer. m., Miss Hattie Livingston (composed for Wood's Minstrels). T. S. Berry & Co., cop. 1852.

Harriet Beecher Stowe's "Uncle Tom's Cabin" was published. Sales eventually mounted into the hundreds of thousands.

Flotow's opera "Martha" was performed in the U. S.

Daniel Webster and Henry Clay, two great American statesmen, died.

### 1853

**The hazel dell.** w., m., Wurzel [pseud. of George Frederick Root]. William Hall & Son, cop. 1853.

**My old Kentucky home, good night.** w., m., Stephen Collins Foster. Firth, Pond & Co., cop. 1853.

**Old dog Tray.** w., m., Stephen Collins Foster. Firth, Pond & Co., cop. 1853.

Commodore Vanderbilt, Hudson River shipping magnate and later railroad king, built the yacht "North Star" which cost him \$1,500 a day to operate.

Franklin Pierce became president.

The horse Conquerer, a gelding, ran 100 miles in 8 hrs., 55 mins., 53 sec., winning a \$3,000 to \$1,000 wager that the stretch couldn't be traversed in 9 hours (Union Course, Long Island).

Henry Engelhard Steinway and Jonas Chickering were working on pianos with strings stretched atop metal frames (a great invention which gave world-wide impetus to piano building).

The Crystal Palace opened in New York. So, also, Franconi's Hippodrome which seated 4,000. The latter offered chariot races, clowns, ostrich races and stag hunts, and had a price scale ranging from 25c to \$1 per performance.

"Uncle Tom's Cabin," the play, ran a year at the Chatham Theatre, N. Y. "Camille" was on the boards with Jean Davenport in the lead.

The world of feminine fashions avidly copied Empress Eugenie styles (Eugenie that year became Louis Napoleon's wife and empress).

### 1854

**Hard times come again no more.** w., m., Stephen Collins Foster. Firth, Pond & Co., cop. 1854.

**Jeannie with the light brown hair.** w., m., Stephen Collins Foster. Firth, Pond & Co., cop. 1854.

**The monastery bells — original French title: Les cloches du monastere.** Piano solo. m., Louis Alfred Lefebure-Wely, op. 54, no. 1. Berlin: Schlesinger [1854]; New York: F. Schuberth & Co., [1854]; Munich: Jos. Aibl [1855]. (Published earlier in Paris.)

**Poet and peasant overture — original German title: Dichter und Bauer.** Orch. composition. m., Franz von Suppe. Munich: Jos Aibl [1854].

**There's music in the air.** Hymn for SATB with piano accompaniment. w., Frances Jane Crosby (Mrs. Alexander Van Alstyne). m., George Frederick Root. Wm. Hall & Son [1854].

**What is home without a mother?** w., m., Alice Hawthorne [pseud. of Septimus Win-

## MUSICAL-HISTORICAL CAVALCADE—Continued

ner]. Philadelphia: Lee & Walker, cop. 1854.

**Willie, we have missed you.** w., m., Stephen Collins Foster. Firth, Pond & Co., cop. 1854.

Walter Hunt, having invented the safety pin, now invented the paper collar.

The Whig party, along with several minor groups, was fused into the Republican party.

The hoop skirt, a creation supported by steel wires and tape, was the latest feminine wardrobe addition.

The U. S. moved steadily West with opening of the Nebraska and Kansas territories.

### 1855

**Come, where my love lies dreaming.** Part song for SATB. w., m., Stephen Collins Foster. Firth, Pond & Co., cop. 1855.

**Kamennoi ostrow (no. 22 in: Kamennoi-Ostrow, Album de 24 Portraits, op. 10).** Piano solo. m., Anton Rubinstein. Mayence: B. Schott's Soehne [1855].

**Listen to the mocking bird.** w., m., Alice Hawthorne [pseud. of Septimus Winner]. Winner & Shuster, cop. 1855.

**Melody in F (no. 1 in: Deux Melodies, op. 3).** Piano solo. m., Anton Rubinstein. Berlin: Schlesinger [1855?].

**Rosalie, the prairie flower.** w., m., Wurzel [pseud. of George Frederick Root]. Boston: Russell & Richardson, cop. 1855.

**Star of the evening.** Words and melody by James M. Sayles; arr. by Henry Tucker. J. H. Hidley, cop. 1855.

**The sword of Bunker Hill.** w., William Ross Wallace. m., Bernard Covert. Boston: G. P. Reed & Co., cop. 1855.

**Twinkling stars are laughing, love.** w., m., John P. Ordway. Cop. 1855 by J. P. Ordway.

Lucy Stone married Dr. Henry B. Blackwell and kept her maiden name after marriage (hence "Lucy Stoners," a synonym for feminine independence as well as social reform).

Walt Whitman's "Leaves of Grass" was published.

The locomotive "Hamilton Davis," coupled to six cars, made 14 miles in 11 minutes on New York Central tracks.

"Il Trovatore" had its American premiere at the Academy of Music, N. Y.

Charles Blondin crossed Niagara Falls on a wire tight rope.

The "Know Nothings" political party, originally started to put Bibles in public schools and check the power of the Pope, claimed 1,500,000 voters.

### 1856

**The arrow and the song.** w., Henry Wadsworth Longfellow. m., William Michael Balfe. London: Boosey & Sons [1856].

**The cottage by the sea.** w., m., John Rogers Thomas. Firth, Pond & Co., cop. 1856.

**Darling Nelly Gray.** w., m., Benjamin Russel Hanby. Boston: Oliver Ditson & Co., cop. 1856.

**Hark! I hear an angel sing.** w., W. C. B. m., R. G. Shriver. Augusta, Ga.; G. A. Oates, cop. 1856.

**Kattie Avourneen.** w., m., Frederick Nicholls Crouch. S. T. Gordon, cop. 1856.

**The last hope.** Piano solo. m., Louis Moreau Gottschalk, op. 16. Boston: Oliver Ditson & Co., cop. 1856.

**Old friends and old times.** w., Charles Swain. m., John Rogers Thomas. Cleveland: S. Brainard's Sons, cop. 1856 by Henry Tolman, Boston.

**Root, hog, or die.** w., m., Richard J. McGowan (?). Boston: Oliver Ditson & Co., cop. 1856.

**Stars of the summer night.** Part song for TTBB. w., Henry Wadsworth Longfellow. m., Isaac Baker Woodbury (usually published anonymously). J. F. Huntington, cop. 1856.

"Dred, or the Dismal Swamp" with Tom Thumb playing an important role, was on the stage of Barnum's American Museum, N. Y.

John Pendleton Kennedy published "Swallow Barn; or, A Sojourn in the Old Dominion."

### 1857

**Come into the garden, Maud.** w., Alfred Lord Tennyson. m., William Michael Balfe. London: Boosey & Sons [1857?].

**Flee as a bird.** w., Mrs. Mary S. B. Dana. Arr. by George Frederick Root. Boston: Oliver Ditson & Co., cop. 1857.

**Jingle bells; or, The one horse open sleigh.** w., m., J. S. Pierpont. Boston: Oliver Ditson & Co., cop. 1857.

**Little white cottage.** w., M. S. Pike. Melody by G. S. P.; arr. by J. S. Pierpont. Boston: Oliver Ditson & Co., cop. 1857.

## MUSICAL-HISTORICAL CAVALCADE—Continued

**My grandma's advice.** w., m., M.; arr. by Edward Kanski. E. A. Daggett, cop. 1857.

**The village blacksmith.** w., Henry Wadsworth Longfellow. m., Willoughby Hunter Weiss. Boston: Oliver Ditson & Co. [1857.]

A fire extinguishing apparatus, operated by hand and built by one Abel Shawk in Cincinnati, was able to play a 273-foot stream.

James Buchanan was inaugurated president.

Chief Justice of the Supreme Court Taney delivered the Dred Scott decision, nullifying the Missouri Compromise. The decision stated that Negroes were not citizens, even when removed into free states, and could not claim any constitutional rights.

The *Atlantic Monthly* was established.

Italian opera now played regularly in Philadelphia after the opening of the Academy of Music with a grand ball.

Bryants' Minstrels were organized in New York.

An immigrant train of 120 was massacréd at Mount Meadow, Utah, by a band of Indians.

"Rachel the Reaper" and "Victims" were new stage plays.

After 12 years of prosperity, largely due to California gold, the U. S. entered its twelfth depression since 1790.

### 1858

**Bonny Eloise—The belle of Mohawk vale.** w., George W. Elliott. m., John Rogers Thomas. Wm. Hall & Son, cop. 1858.

**Christmas song—original French title: Cantique de Noel.** French words, ? English words, John Sullivan Dwight. m., Adolphe Adam. Albany, N. Y.: J. H. Hildley [1858]. (Published earlier in Paris; first sung at midnight mass, Christmas eve, 1847.)

**La priere d'une viegre—English title: A maiden's prayer.** Piano solo. m., Thecla Baderzewska. Paris: G. Brandus et S. Dufour [1858]; London: Boosey & Sons' Music Library [1859]; London: Duncan Davidson & Co. [1859.]

**Thou art so near and yet so far—original German title: Du bist mir nah und doch so fern.** w., m., Alexander Reichardt. London: Duncan Davison & Co. [1858?] (Published in the United States by S. Brainard & Co., Cleveland [1861].)

**Warblings at eve.** Piano solo. m., Henry Brinley Richards. London: Robert Cocks & Co. [1858?]

Except for the success of "Our American Cousin," which ran 149 times, it was a very poor theatrical season. But P. T. Barnum made money by giving two performances daily of his "Pioneer Patriot"—the first 12-a-week schedule in American theatrical history.

Minnesota was admitted to the Union.

Central Park was started in New York.

Longfellow's "Courtship of Miles Standish" appeared.

Lincoln and Douglas had their classic debate in Illinois.

The first Atlantic cable was laid, and worked for a while.

The panelled skirt came into vogue.

### 1859

**Il bacio—known as: The kiss waltz.** Italian words, Aldighieri. m., Luigi Arditi, op. 97 (composed for Maria Piccolomini, famous Italian operatic soprano singer). [London: Cramer, Beale & Co., 1859 or 60?]; Milan: Tito di G. Ricordi [186-?]; Philadelphia: W. R. Smith, cop. 1864, as a piano solo, arr. by R. Wittig.

**In the Louisiana lowlands.** w., m., anonymous. Boston: Oliver Ditson & Co., cop. 1859.

The potato beetle was recognized as a new agricultural pest.

Oregon was admitted to the Union, and gold was discovered in the state.

Colonel Drake drilled the first American oil well at Titusville, Pa.

John Brown, at Harper's Ferry, Va., tried to start a slave insurrection, but was captured and hanged.

Adelina Patti made her operatic debut at the Academy of Music, N. Y. (as a child star she had appeared at Niblo's Gardens, N. Y., in 1851).

Young ladies went about with beaver hats trimmed with ostrich feathers.

### 1860

**Annie Lisle.** w., m., H. S. Thompson. Boston: Oliver Ditson & Co., cop. 1860.

**Dixie's land.** w., m., Daniel Decatur Emmett; arr. by W. S. Hobbs. Firth, Pond & Co., cop. 1860.

**Janet's choice.** w., m., Claribel [pseud. of Mrs. Charles C. Barnard, nee Charlotte

## MUSICAL-HISTORICAL CAVALCADE—Continued

Alington]. London: Boosey & Sons [1860]; Philadelphia: Lee & Walker [1871].

**Old black Joe.** w., m., Stephen Collins Foster. Firth, Pond & Co., cop. 1860.

**Rock me to sleep, mother.** w., Florence Percy. m., Ernest Leslie. Boston: Russell & Pate, cop. 1860.

**Sweet spirit, hear my prayer (Lurline).** w., Edward Fitzball. m., William Vincent Wallace. Wm. Hall & Son, cop. 1860.

**'Tis but a little faded flower.** w., Frederick Enoch. m., John Rogers Thomas. Wm. A. Pond & Co., cop. 1860.

**When the corn is waving, Annie dear.** w., m., Charles Blamphin. Boston: G. D. Russell & Co.; Cincinnati: John Church Co.; Cleveland: S. Brainard & Sons; New York: Wm. A. Pond & Co.; Robert M. DeWitt, cop. 1870; De Marsan's... Singer's Journal [1871], p. 308; Philadelphia: Lee & Walker; and others. (Published by Metzler & Co., London, 1874-75.)

J. Fitzpatrick and James O'Neil fought the longest bare knuckle prizefight in U. S. ring annals—4 hrs, 20 mins. (in Berwick, Maine).

The Prince of Wales (later Edward VII) visited the U. S.

Architecture, previously neo-classic and austere simple, now broke into a wealth of forms (often frilly and exaggerated), including Gothic, French Renaissance, Baroque, French Empire, Romanesque, Italian Renaissance, and Classic.

The population had grown to 31,148,571, of which about 4,000,000 were slaves (Virginia had the most slaves with 491,000). The center of population, due to the westward migrations, was 20 miles southeast of Chillicothe, Ohio.

Erastus F. Beadle published the first dime novel (continuing to do so until the 1890's, and starting a rage of "Double Dan, the Dastard," etc.).

The pony express was established between St. Joseph, Mo., and San Francisco.

The hoopskirt, or crinoline, grew so expansive in perimeter that newspapers were full of accidents caused by the skirts setting fire.

Men started to wear knickers for sports.

The waterfall hairdress—made up over a frame of horsehair—was a vogue that lasted until about 1870.

The slavery issue, with Abraham Lincoln's election to the presidency, came to such a head that South Carolina seceded from the Union.

## 1861

**Alice, where art thou?** w., Wellington Guernsey. m., Joseph Ascher. London: Duncan, Davidson & Co. [1861.]

**Balm of Gilead.** Arr. by H. T. Bryant. Boston: Oliver Ditson & Co., cop. 1861.

**Cavatina (no. 3 in the collection. Six Morceaux, op. 85).** Composition for violin and piano. m., Joachim Raff. Leipzig: Fr. Kistner [1861].

**Gideon's band.** Arr. by Charles R. Dodward. Cop. 1861 by C. R. Dodward.

**Maryland! my Maryland.** w., James Ryder Randall. m., German folksong: O Tannenbaum, O Tannenbaum! arranged by C. E. Baltimore: Miller & Beacham, cop. 1861.

**Ole Shady; the song of the contraband.** w., m., Benjamin Russel Hanby. Boston: O. Ditson & Co., cop. 1861.

**The vacant chair, or, We shall meet but we shall miss him.** w., H. S. Washburn. m., George Frederick Root. Chicago: Root & Cady, cop. 1861.

**Won't you tell me why, Robin?** w., m., Claribel [pseud. of Mrs. Charles C. Barnard, nee Charlotte Alington]. London: Boosey and Sons [1861].

The South united in the Confederacy, elected Jefferson Davis president, fired on Fort Sumter, and the War began.

Abraham Lincoln was inaugurated president.

Kansas was admitted to the Union.

There were now 31,799 miles of railroad in the U. S., and the Erie and New York Central began to rival the Erie canal in freight tonnage.

Vassar College was founded.

Gatling invented the forerunner of the machine gun.

The thirteenth U. S. depression since 1790 now set in. It lasted a year before war prosperity evaporated it.

## 1862

**Battle hymn of the republic.** w., Julia Ward Howe (written in 1861). m., tune: Glory, glory, hallelujah; ascribed to William Steffe, but published anonymously. Boston: Oliver Ditson & Co. [1862.]

**The bonnie blue flag.** Song of the Confederate States during the American Civil War. w., Mrs. Annie Chambers-Ketchum. m., Henry (Harry) Macarthy.

**Evangeline.** w., m., William Shakespeare Hays. Cleveland: S. Brainard Co., cop. 1862.

## MUSICAL-HISTORICAL CAVALCADE—Continued

**Grafted into the army.** w., m., Henry Clay Work. Chicago: Root & Cady, cop. 1862.

**Killarney.** w., Edmund Falconer. m., William Michael Balfe. London: Duncan Davison & Co. [1862.]

**Kingdom coming.** w., m., Henry Clay Work. Chicago: Root & Cady, cop. 1862.

**We are coming, Father Abraham, 300,000 more.** w., m., Stephen Collins Foster. S. T. Gordon, cop. 1862.

**We've a million in the field.** w., m., Stephen Collins Foster. S. T. Gordon, cop. 1862.

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The War continued.

Two ironclads—the "Monitor" and the "Merrimac"—fought a drawn naval engagement.

Congress passed the Homestead Act, giving free farms to all adult citizens, and all aliens filing declaratory papers, thus launching the rounding-out of the West.

Chicago surpassed Cincinnati as the nation's meat center.

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### 1863

**Babylon is fallen!** w., m., Henry Clay Work. Chicago: Root & Cady, cop. 1863.

**The battle cry of freedom.** w., m., George Frederick Root. Chicago: Root & Cady, cop. 1863.

**Folks that put on airs.** w., m., W. H. Coulston. Philadelphia: Lee & Walker, cop. 1863.

**Just before the battle, mother.** w., m., George Frederick Root. Chicago: Root & Cady, cop. 1863.

**Weeping sad and lonely; or, When this cruel war is over.** w., Charles Carroll Sawyer. m., Henry Tucker. Brooklyn: Sawyer & Thompson, cop. 1863.

**When Johnny comes marching home.** w., m., Louis Lambert [pseud. of Patrick Sarsfield Gilmore]. Boston: H. Tolman & Co., cop. 1863.

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The War went into its third year.

Soldiers improved the old style of "bluff" poker by adding the draw and the "straight" (the "straight flush" was developed around 1870).

West Virginia joined the Union.

President Lincoln issued the Emancipation Proclamation, freeing the slaves. The Battle of Gettysburg took place, and Lincoln delivered his classic Gettysburg address.

The steel age came into being when Lyman Holley and William Kelley, work-

ing independently, devised methods for converting iron into steel.

In Philadelphia, the American Wood Paper Co. began to make paper of wood pulp—previously it was made of rags, linen, etc., of which there never were enough.

"Ticket of Leave Man" was produced at the Winter Garden, N. Y.

Gasoline, as a distillate of oil, appeared in the Pennsylvania oil fields.

Over 1,000 were killed in New York City in draft riots.

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### 1864

**All quiet along the Potomac to-night.** w., Lamar Fontaine. m., John Hill Hewitt. Richmond, Va.: G. Dunn & Co., cop. 1864.

**Beautiful dreamer.** w., m., Stephen Collins Foster. Wm. A. Pond & Co., cop. 1864.

**The dying poet.** Piano solo. m., Seven Octaves [pseud. of Louis Moreau Gottschalk.] Boston: Oliver Ditson & Co., cop. 1864.

**Take back the heart you gave.** w., m., Claribel [pseud. of Mrs. Charles C. Barnard, nee Charlotte Alington]. London: Boosey & Co. [1864].

**Tenting on the old camp ground.** w., m., Walter Kittredge. Boston: Oliver Ditson & Co., cop. 1864.

**Tramp! tramp! tramp!** w., m., George Frederick Root. Chicago: Root & Cady, cop. 1864.

**Wake Nicodemus!** w., m., Henry Clay Work. Chicago: Root & Cady, cop. 1864.

**When the war is over, Mary.** w., George Cooper. m., John Rogers Thomas. Wm. A. Pond & Co., cop. 1864.

**Work for the night is coming.** Hymn. w., Annie L. Walker. m., Lowell, Mason (in his: The song garden. Second book, p. 81). New York: Mason Bros., cop. 1864.

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The War went into its fourth year.

Adah Isaacs Menken, the California actress, sailed for London, where she made her debut as "Mazepa" (she died in Paris in 1868).

Nevada was admitted to the Union.

Abraham Lincoln was re-elected to the presidency.

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### 1865

**Beautiful isle of the sea.** w., George Cooper. m., John Rogers Thomas. Wm. A. Pond & Co., cop. 1865.



## MUSICAL-HISTORICAL CAVALCADE—Continued

**Beware.** w., Henry Wadsworth Longfellow. m., Charles Moulton. Beer & Schirmer, cop. 1865.

**Ellie Rhee; or, Carry me back to Tennessee.** w., m., Septimus Winner. Philadelphia: Sep. Winner, cop. 1865.

**The little brown church.** w., m., William S. Pitts. J. L. Peters, cop. 1865.

**Marching through Georgia.** w., m., Henry Clay Work. Chicago: Root & Cady, cop. 1865.

**Nicodemus Johnson.** w. ? m., J. B. Murphy. Boston: Oliver Ditson & Co., cop. 1865.

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The last shot of the War was fired.

Almost concurrently, President Lincoln was assassinated by John Wilkes Booth at Ford's Theatre in Washington during a performance of "Our American Cousin."

Andrew Johnson was inaugurated president.

Post-war gayety marked the social season; it is estimated that in New York alone 600 balls took place.

Society was dividing more markedly into two classes: the old, conservative families; and the "swells," or flashy set. Among the latter appeared such figures as Diamond Jim Brady, and ladies who powdered their hair with gold and silver dust to show their wealth. Front lawns were decorated with iron statuary.

The baseball championship between the Brooklyn Atlantics and the Philadelphia Athletics attracted 30,000 spectators and so clogged the infield that the game was postponed after one inning. It was re-played three weeks later with \$1 admission (exceedingly high), drew 2,000 paid customers and 6,000 non-payees, and was called in the seventh inning on account of rain with the Athletics leading 31 to 12.

A Standard Oil plant was built in Cleveland (of which John D. Rockefeller became president in 1870).

New York City now had a paid fire department to replace the volunteers.

About 295,000 Indians still remained in the U. S., whereas in 1492 there had been an estimated 850,000.

The steamer "Memphis," with exchanged Union prisoners aboard, blew up near Memphis, killing 1,450—the greatest marine disaster in U. S. history.

The 13th Amendment to the Constitution, abolishing slavery, was adopted.

Mascara and the pork-pie hat had come into vogue.

A post-war depression, lasting scarcely a year, broke out (No. 14 since 1790).

### 1866

**When you and I were young, Maggie.** w., George W. Johnson. m., J. A. Butterfield. Chicago: J. A. Butterfield, cop. 1866.

The public debt reached \$2,755,000,000 or \$77.69 per capita, the highest U. S. debt until 1918.

"Black Crook" was the dramatic hit, running 474 performances (which, with periodic revivals, eventually brought a grand total of 773).

Union leaders formed the National Labor Union, which lasted six years and was one of the first attempts at federating labor.

In the South the Ku Klux Klan movement began (disbanded about 1869).

Howard Paul, at the Arch Street Theatre in Philadelphia, first danced the can-can in a piece called "Ripples on the Lake."

The Grand Army of the Republic was founded.

Croquet was now such a popular game that the *Nation* published a lengthy set of rules.

The second—and successful—Atlantic cable was laid by Cyrus W. Field, using the steamer "Great Western," largest steamship afloat.

### 1867

**Angel's serenade**—*original Italian title: La Serenata.* Italian words, Marco Marcelliano Marcellio; English words, Henry Millard. m., Gaetano Braga. G. Schirmer, cop. 1867. (Published earlier in Italy.)

**Beautiful bird, sing on.** w., m., T. H. Howe. Boston: Oliver Ditson & Co., cop. 1867.

**The Blue Danube** — *original German title: An der schoenen blauen Donau.* Waltz. m., Johann Strauss, op. 314, Vienna: C. A. Spina, n.d. (First performed in Vienna, February 13, 1867.)

**The bridge.** w., Henry Wadsworth Longfellow. m., Lady Carew. Boston: Oliver Ditson & Co. [1867].

**Croquet.** w., C. H. Webb. m., John Rogers Thomas. Wm. A. Pond & Co., cop. 1867.

**Waiting.** w., E. H. Flagg. m., Harrison Millard. Wm. A. Pond & Co., cop. 1867.

**We're marching to Zion.** Hymn. w., Isaac Watts. m., Rev. Robert Lowry. Cop. 1867 by Robert Lowry.

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Baseball was rapidly becoming the national game. In 1867 the greatest contribution to that sport was made by William

## MUSICAL-HISTORICAL CAVALCADE—Continued

Arthur Cummings, Brooklyn pitcher, who invented the curve ball. Meanwhile, the National baseball club of Washington made a tour, beating the Columbus Capitols 90 to 10, the Cincinnati Red Stockings 53 to 10, the Cincinnati Buckeyes 88 to 12, the Louisville Kentuckians 82 to 21, the Indianapolis Western Club 106 to 21, and the St. Louis Union Club 113 to 26.

Nebraska joined the Union.

Mark Twain (Samuel Clemens) published "Innocents Abroad."

The U. S. purchased Alaska from Russia.

Stock tickers were installed, greatly facilitating speculation.

Hall invented the block signal for railways.

"Under the Gaslight" was produced at the New York Theatre, N. Y.

### 1868

**Captain Jinks of the horse marines.** w., William Horace Lingard. m., T. Maclagan. C. H. Ditson & Co., cop. 1868; J. L. Peters, cop. 1868; Robt DeWitt, cop. 1868 (in: *The Mabel Waltz Songster*); Cincinnati: J. J. Dobmeyer & Co., cop. 1868; Philadelphia: R. Whittig & Co., cop. 1868; and many others without copyright imprint. (The song was introduced in America by The Lingard Comedy Company from London, where it had been sung by them.)

**Chant sans paroles (no 3 in: Souvenir de Hapsal. op. 2).** Piano solo. m., Peter Tschaikovsky. Moscow: P. Jurgenson [1868].

**The flying trapeze.** w., m., Anonymous. C. M. Tremaine, cop. 1868.

**Her bright smile haunts me still.** w., J. E. Carpenter. m., W. T. Wrighton. Boston: Oliver Ditson & Co., cop. 1868.

**Lullaby—original German title: Wiegenlied (no. 4 in: Fuenf Lieder, op. 49).** German words from Des Knaben Wunderhorn; 2nd verse by George Scherer; English words, Mrs. Natalia Macfarren. m., Johannes Brahms. Berlin: N. Simrock [1868].

**Tales from the Vienna woods—original German title: Geschichten aus dem Wienerwald.** Waltz. m., Johann Strauss, op. 325. Vienna: C. A. Spina, n.d. (First performed in Vienna, June 9, 1868.)

**Whispering hope.** Duet for soprano and alto. w., m., Alice Hawthorne [pseud. of Septimus Winner]. Boston: Oliver Ditson & Co., cop. 1868 by Sep. Winner.

The Grand Lodge of the Elks of the U. S. A. was founded (during this and suc-

ceeding years many lodges, fraternities and social orders came into being).

"Humpty Dumpty" was the dramatic hit of the year, running 483 performances and later going through periodic revivals (G. L. Fox played his role 1,128 times).

Jay Gould and Jim Fisk were at the height of their financial power as dealers in railway securities.

A. M. Hills invented the lawn mower.

Barnum's Museum burned in New York, and in the same city the elevated lines were undergoing tests.

Horatio Alger's "Fame and Fortune" was published, launching the Algerian rags-to-riches type of fiction. (Alger issued books, along the same lines, until the 1890's.)

### 1869

**Birds in the night.** w., Lionel H. Lewin. m., Sir Arthur Sullivan. London: Boosey & Co. [1869].

**Light cavalry overture—original German title: Leichte Kavallerie.** Orch. composition. m., Franz von Suppe. Leipzig: C. F. W. Siegel [1869].

**The little brown jug.** w., m., R. A. Eastburn [pseud. of J. E. Winner]. J. E. Winner, cop. 1869.

**Near the cross [Jesus, keep me near the cross].** Hymn. w., Frances Jane Crosby [Mrs. Alexander Van Alstyne]. m., William Howard Doane. The Biglow & Main Co., cop. 1869.

**Sweet Genevieve.** w., George Cooper. m., Henry Tucker. Wm. A. Pond & Co., cop. 1869.

**Wine, woman and song — original German title: Wein, Weib und Gesang.** Waltz. m., Johann Strauss, op. 333. Vienna: C. A. Spina, n.d. (First performed in Vienna, February 2, 1869.)

"Black Friday" (Sept. 24) hit the Stock Exchange when a clique of speculators cornered virtually all the gold in New York, pushed the price up 6 points (after already having pushed it up 13 points previously), and sent the entire financial world into panic. The Sub-Treasury finally terminated the spectacle by releasing enough gold to break the corner, and ease the price down 15 points.

The bicycle (a wooden affair) was put on the American market by the Hanlon brothers (theatrical performers who had experimented with it in their act). The affair was called a "bone shaker."

Ulysses Simpson Grant was inaugurated president.

## MUSICAL-HISTORICAL CAVALCADE—Continued

Westinghouse invented the air brake.

The first transcontinental railway, the Union Pacific and Central Pacific, was completed, and a golden spike was driven at Ogden, Utah, where the two joined.

The Cincinnati baseball team became the first outright professional club in America, and made a tour without losing a game either in 1869 or half of 1870.

C. L. Sholes patented the typewriter.

The Noble Order of the Knights of Labor, the strongest labor union in U. S. history until that time, was founded with Uriah Smith Stephens, a tailor, as leader. It was at first a secret order, but public sentiment later caused it to reverse this policy.

The hoop skirt finally gave way to the bustle.

James Gordon Bennett (New York *Herald*) dispatched Stanley to Africa to find the explorer David Livingstone.

High financial transactions, plus the flashiness of newly-found wealth, has caused various writers to label the period now in progress as "The Gilded Age" and "The Great Barbecue."

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### 1870

**Looking back.** w., Louisa Gray. m., Sir Arthur Sullivan. London: Boosey & Co. [1870].

**Pass me not, O gentle Saviour.** Hymn w., Frances Jane Crosby [Mrs. Alexander Van Alstyne]. m., William Howard Doane. Cop. 1870 by William H. Doane.

**Rescue the perishing.** Hymn w., Frances Jane Crosby [Mrs. Alexander Van Alstyne]. m., William Howard Doane. Cop. 1870 by William H. Doane.

The steamboat "Robert E. Lee" paddled from New Orleans to St. Louis in three days, 18 hrs., 14 mins., for a record.

Following the boom in railroads, the U. S. found itself with 49,168 miles of roadbed.

Opera houses, music halls and theatres were opening right and left, with even the smallest towns boasting of at least one of these ornamental, be-gilded structures.

The South began to challenge traditional New England as a cotton textile center.

"Frou Frou" was playing at the Fifth Ave. Theatre, N. Y.

In order to squeeze into the new tight-skirted fashions, some belles had to tie their knees together.

### 1871

**Beware.** Part song for ATTB (also for SATB). w., Henry Wadsworth Longfellow. m., John Liptrot Hatton. London: Novello & Co. [1871].

**Good-bye, Liza Jane.** Arr. by Eddie Fox. Philadelphia: Lee & Walker, cop. 1871.

**The little old log cabin in the lane.** w., m., William Shakespeare Hays. J. L. Peters, cop. 1871.

**Mollie darling.** w., m., William Shakespeare Hays. J. L. Peters, cop. 1871.

**Onward, Christian soldiers.** w., Sabine Baring-Gould. m., Sir Arthur Sullivan. London: Novello & Co. [1871]. (Published as a supplement to the Musical Times, London, December, 1871.)

**The sea hath its pearls.** w., Henry Wadsworth Longfellow, translated from the German of Heinrich Heine. m., Charles Gounod. London: Duff and Stewart [1871].

**Something for Jesus.** Hymn. w., S. D. Phelps. m., Rev. Robert Lowry. The Biglow & Main Co., cop. 1871.

**Susan Jane.** w., m., William Shakespeare Hays. J. L. Peters, cop. 1871.

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Mrs. O'Leary's famed cow reputedly started the Chicago fire, and an estimated \$200,000,000 destruction resulted.

Smith College, another great U. S. institution for feminine learning, was founded.

Baseball left its former amateur and semi-professional status for an entirely professional plane, when the National Association of Professional Ball Players was organized in New York. It included the Philadelphia Athletics, the Bostons, the Chicago White Stockings, the Brooklyn Eckfords, the Cleveland Forest Citys, the Rockford (Ill.) Forest Citys, the Troy (N. Y.) Haymakers, the Fort Wayne Kekiongas, and the New York Mutuals.

P. T. Barnum's "Greatest Show on Earth," the traveling circus and menagerie, got under way.

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### 1872

**The angel and the child.** w., Henry Wadsworth Longfellow. m., Virginia Gabriel. London: Duff & Stewart [1872].

**Come, ye faithful, raise the strain.** Hymn; tune: St. Kevin. w., John Mason Neale, from the Greek of St. John of Damascus, 8th century. m., Sir Arthur Sullivan. London: Novello & Co. [1872].

**I need Thee every hour.** Hymn. w.,

## MUSICAL-HISTORICAL CAVALCADE—Continued

Annie S. Hawks. m., Rev. Robert Lowry. Cop. 1872 by Robert Lowry.

**Oh! Sam.** w., m., William Shakespeare Hays. J. L. Peters, cop. 1872.

**Polish dance** — original German title: **Polnischer Nationaltanz.** Piano solo. m., Xaver Scharwenka, op. 3, no. 1. Leipzig: Breitkopf & Hartel [1872?].

**Patrick's day parade.** w., Edward Harrigan. m., David Braham. Wm. A. Pond & Co., cop. 1874.

**The Skidmore Guard.** w., Edward Harrigan. m., David Braham. Wm. A. Pond & Co., cop. 1874.

**Trabbling back to Georgia.** w., Arthur W. French. m., Charles D. Blake. Boston: G. D. Russell & Co., cop. 1874.

The current aspirations of U. S. society were exemplified by Ward McAllister, social leader, who organized the "Patriarchs," 25 names deemed by him as fit to "create and lead society."

Herr Johann Strauss, the celebrated composer, made his metropolitan debut at the Academy of Music, N. Y.

A fire in Boston wiped out over 700 buildings and caused close to \$100,000,000 property damage.

Col. Jas. Fisk, Jr., "The King of Wall Street," was shot and killed by Edward S. Stokes.

Agitation against the evils of alcohol caused, in this year, the founding of the National Women's Christian Temperance Union.

Bishop Vincent and Lewis Miller established Chautauqua for Bible study and the training of Sunday school teachers. Eventually it grew to be an educational-platform idea, mixed with entertainment.

In New York City, "Boss" W. M. Tweed (Tammany) was convicted of fraud in the amount of about \$6,000,000 and sent to prison, where (after an escape and recapture) he died in 1878.

A kidnaping made the front pages when the infant Charley Ross was stolen from his home in Germantown, Pa., and disappeared forever.

Five years of secondary post-war depression commenced—the No. 15 depression since 1790.

### 1873

**Eileen allanna.** w., E. S. Marble. m., John Rogers Thomas. Boston: Oliver Ditson & Co., cop. 1873 by J. R. Thomas.

**Good night! good night, beloved!** Part song for SATB. w., Henry Wadsworth Longfellow. m., Ciro Pinsuti. London: Novello & Co. [1873].

**Good sweet ham.** Words and melody by Henry Hart; arr. by James E. Stewart. J. L. Peters, cop. 1873.

**The Mulligan guard.** w., Edward Harrigan. m., David Braham. Wm. A. Pond & Co., cop. 1873.

**Silver threads among the gold.** w., Eben E. Rexford. m., Hart Pease Danks. C. W. Harris, cop. 1873.

**Wiener Blut.** Waltz. m., Johann Strauss, op. 354. Vienna: C. A. Spina, n.d. (Composed in 1873.)

Banks were failing throughout the nation, resulting in a panic on the Stock Exchange.

Henry Clay Frick began consolidating his vast coke manufacturing business (in 1889 he became manager of the Carnegie properties, and in 1900 the Frick and Carnegie firms merged into the Carnegie Co.).

**All the way my Saviour leads me.** Hymn. w., Frances Jane Crosby [Mrs. Alexander Van Alstyne]. m., Rev. Robert Lowry. The Biglow & Main Co., cop. 1875.

**Angel Gabriel.** w., ? m., James E. Stewart. J. L. Peters, cop. 1875.

**Angels meet me at the cross roads.** w., m., William Shakespeare Hays. J. L. Peters, cop. 1875.

**Fully persuaded.** Hymn. w., Rev. J. B. Atchinson. m., William F. Sherwin. The Biglow & Main Co., cop. 1875.

**Let me dream again.** w., B. C. Stevenson. m., Sir Arthur Sullivan. London: Boosey & Co. [1875].

Delmonico's (and soon Sherry's) were the fashionable New York restaurants and rendezvous.

The chaperon was a fashion fixture. Banjos were popular musical instruments as also guitars and, presently, the mandolin.

Over 2,000 baseball clubs, still nine-tenths amateur, were in existence, while Yale boasted the best college team.

Mark Twain's "Adventures of Tom Sawyer" was published.

### 1874

**The Alabama blossoms.** Words and melody by Frank Dumont; arr. by James E. Stewart. J. L. Peters, cop. 1874.

## MUSICAL-HISTORICAL CAVALCADE—Continued

The first Kentucky Derby was run. The horse Aristides won it.

Variety theatres (from which vaudeville developed a decade later) were opening everywhere.

"Around the World in Eighty Days" (Kilrady version), "Big Bonanza," "Mighty Dollar," and "Our Boys" (which had 1,260 performances in England before reaching the U. S.) were popular plays.

### 1876

**Grandfather's clock.** w., m., Henry Clay Work. C. M. Cady, cop. 1876.

**I'll take you home again, Kathleen.** w., m., Thomas P. Westendorf. Cincinnati: John Church & Co., cop. 1876.

**It is well with my soul.** Hymn. w., H. C. Spafford. m., Paul P. Bliss. Cincinnati: John Church & Co., cop. 1876.

**My dearest heart.** w., ? m., Sir Arthur Sullivan. London: Boosey & Co. [1876].

**The ninety and nine.** Hymn. w., E. C. Clephane. m., Ira David Sankey. The Biglow & Main Co., cop. 1876.

**Rose of Killarney.** w., George Cooper. m., John Rogers Thomas. J. L. Peters, cop. 1876.

**Trusting Jesus, that is all.** Hymn. w., E. P. Stites. m., Ira David Sankey. The Biglow & Main Co., cop. 1876.

Princeton University held an intercollegiate convention with Columbia, Harvard and Yale (at Springfield, Mass.) from which modern football developed, in which the touchdown is the deciding factor. The new rules read: "A match shall be decided by a majority of touchdowns; a goal shall be equal to 4 touchdowns; but in case of a tie, a goal kicked from a touchdown shall take precedence over four touchdowns."

Colorado joined the Union.

Chief Sitting Bull's warriors massacred Gen. Custer and 276 soldiers after the Indians had refused to sign a treaty moving them out of the Black Hills to a new reservation.

The game of polo was first introduced to the U. S.

Bell and Gray patented the telephone.

In Philadelphia, the Centennial Exhibition opened to the tune of a march composed by Richard Wagner.

After several years of contract-jumping and gambling accusations, the old Professional Ball Players league broke up and the National Baseball League was organized with Morgan G. Buckley as president.

### 1877

**Early in de mornin'.** w., m., William Shakespeare Hays. J. L. Peters, cop. 1877.

**Hiding in Thee.** Hymn. w., William O. Cushing. m., Ira David Sankey. The Biglow & Main Co., cop. 1877.

**The lost chord.** w., Adelaide Procter. m., Sir Arthur Sullivan. London: Boosey & Co. [1877].

**Roll out! heave dat cotton.** w., m., William Shakespeare Hays. Boston: Oliver Ditson & Co., cop. 1877.

**Where is my [wand'ring] boy to-night?** Hymn. w., m., Rev. Robert Lowry. The Biglow & Main Co., cop. 1877.

Railroad strikes swept the nation, with virtually every major line in a labor battle after 10% wage cuts. Several persons were killed, Federal troops had to be called out, and property damage ran into the millions.

Rutherford Richard Hayes was inaugurated president.

In the Pennsylvania coal region a number of "Molly Maguires" were hanged for various murders. The Maguires were an organization purporting to keep up wage standards, as well as to keep foreign elements out of the coal labor market, and their activities had for years terrorized the community.

Madame Mojeska made her American debut at the California Theatre in San Francisco.

Humor entered the U. S. magazine field as an editorial formula with *Puck*.

Edison heard "Mary Had a Little Lamb" over his first phonograph.

### 1878

**Carry me back to old Virginny.** w., m., James A. Bland. Boston: John F. Perry & Co., cop. 1878.

**[Emmet's] lullaby (Fritz, our cousin german).** w., m., Joseph K. Emmet. Cincinnati: The John Church Co., cop. 1878 by J. K. Emmet.

**A flower from mother's grave.** w., m., Harry Kennedy. Boston: Oliver Ditson & Co., cop. 1878 by William H. Kennedy, Brooklyn, N. Y.

**Saviour, breathe an evening blessing.** Hymn. w., J. Edmeston. m., George Coles Stebbins. Cop. 1878 by George C. Stebbins.

**Skidmore fancy ball.** w., Edward Harigan. m., David Braham. Wm. A. Pond & Co., cop. 1878.

## MUSICAL-HISTORICAL CAVALCADE—Continued

**Sweet Mary Ann; or, Such an education has my Mary Ann.** w., Edward Harrigan. m., David Braham. Wm. A. Pond & Co., cop. 1878.

**Where was Moses when the light went out?** m., arranged by Max Vernor. Chicago: S. Brainard's Sons, cop. 1878.

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The American painter, James A. M. Whistler, sued John Ruskin, the English critic and author, on libel charges after the latter had written of Whistler: "I have seen and heard much of cockney impudence before now, but never expected to hear a coxcomb ask 200 guineas for flinging a pot of paint in the public's face." Whistler, in an English court, got one farthing damages and no costs.

The first telephone switchboard was installed at New Haven, Conn. (at this time there were about 3,000 phones in the entire nation).

One Prof. Cartier, for unknown reasons, waltzed 16 consecutive hours (9 a.m. to 1 a.m.) at Tammany Hall, N. Y.

Yellow fever was a scourge during this year, taking thousands of lives despite such home-advised cures as cigars and whiskey.

Tidewater Oil began pumping oil over the Alleghenies in pipes instead of shipping it via barrels.

Bizet's opera "Carmen" had its initial U. S. performance at the Academy of Music, N. Y., with Minnie Hauk in the title role.

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### 1879

**The babies on our block.** w., Edward Harrigan. m., David Braham. Wm. A. Pond & Co., cop. 1879.

**In the morning by the bright light.** w., m., James A. Bland. Boston: John F. Perry & Co., cop. 1879.

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News of Edison's invention of the incandescent lamp caused such a rush of curiosity-seekers to Menlo Park, N. J., that the Pennsylvania Railroad had to run extra trains.

Henry George, the great American advocate of social reforms, wrote "Progress and Poverty" which created a sensation both here and abroad.

George B. Selden applied for a patent on a vehicle powered with an internal combustion engine. It was granted in 1895.

Theatres continued opening everywhere. In Harrigan & Hart's Theatre Comique,

N. Y., the "Mulligan" comedies were being staged—"Mulligan Guards' Christmas"; Mulligan's Silver Wedding," "Mulligan Guards' Nominee," etc. Gilbert & Sullivan's "H.M.S. Pinafore" was playing all bigger cities simultaneously. Dion Boucicault, the prolific and successful playwright, had "Contempt of Court" on the boards at Wallack's, N. Y.

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### 1880

**Cradle's empty, baby's gone.** w., m., Harry Kennedy. Boston: Oliver Ditson & Co., cop. 1880 by William H. Kennedy, Brooklyn, N. Y.

**The five-cent shave.** w., m., Thomas Cannon. E. H. Harding, cop. 1880.

**The full moon union (The Mulligan Guards' Surprise).** w., Edward Harrigan. m., David Braham. Wm. A. Pond & Co., cop. 1880.

**Funiculi-funicula.** Song in Neopolitan dialect. m., Luigi Denza. Milan: G. Ricordi & C. [,1880].

**De golden wedding.** w., m., James A. Bland. Boston: John F. Perry & Co., cop. 1880.

**Hide Thou me.** Hymn. w., Frances Jane Crosby [Mrs. Alexander Van Alstyne]. m., Rev. Robert Lowry. The Biglow & Main Co., cop. 1880.

**Locked out after nine (The Mulligan Guards' Picnic).** w., Edward Harrigan. m., David Braham. Wm. A. Pond & Co., cop. 1880.

**The Mulligan braves (The Mulligan Guards' Nominee).** w. Edward Harrigan. m., David Braham. Wm. A. Pond & Co., cop. 1880.

**Never take the horse shoe from the door (The Mulligan Guards' Surprise).** w., Edward Harrigan. m., David Braham. Wm. A. Pond & Co., cop. 1880.

**The Skidmore masquerade (Mulligan Guard Nominee).** w., Edward Harrigan. m., David Braham. Wm. A. Pond & Co., cop. 1880.

**Songs my mother taught me — German title: Als die alte Mutter (no. 4 in: Zigeunermelodien, op. 55).** German words, Adolph Heyduk; English words, Mrs. Natalia Macfarren. m., Antonin Dvorak, Berlin: N. Simrock [,1880].

**Why did they dig ma's grave so deep?** w., m., Joseph P. Skelly. Richard A. Saalfeld, cop. 1880.

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Highlights of the era now coming into bloom included the mandolin, banjo, guitar, family album, horsehair furniture, the

## MUSICAL-HISTORICAL CAVALCADE—Continued

parlor (which later evolved into the drawing room), the bicycle, and (still) the chaperon.

Nearly 15% of all women, aged 10 or over, were gainfully employed (by 1900 this figure was 18.8%; and by 1930 it stood at 22%).

Per million U. S. population, there were now 894 manicurists, barbers and hairdressers (by 1930 the figure was 3,049). Likewise, 10,690 clerks, stenographers and typists per million population (49,805 in 1930). Chemists increased, numbering 39 per million population (302 in 1930). The trade of the cooper, or barrel and cask-maker, however, was declining; there were now 980 per million population, only about half of 1850's figure, and by 1930 the trade numbered but 92. Wagon and coach makers numbered 995 per million population (in 1930 the figure was 34). Plumbers and rubber makers increased greatly at this time.

Public school teachers were now composed of 57.2% women (83.4% women in 1928).

The U. S. population crossed the 50,000,000 mark.

At the Battery, N. Y., Commissioner George Scott Railton and seven women launched the first U. S. Salvation Army drive.

Hebe, an elephant in the Cooper & Bailey show, gave birth to the first elephant born in captivity in this country.

Edward H. Harriman was laying the foundation for his \$100,000,000 fortune as a stock broker (notably in railway issues).

At 116th St. and Sixth Ave., N. Y., a bull-fight was staged, but the venture was later dropped for lack of customers.

Sarah Bernhardt arrived in America, appearing at Booth's Theatre, N. Y., in "Adrienne Lecouvreur" and "La Dame Aux Camelias." The hit play, "Hazel Kirke," rang up 486 performances.

After Lily Langtry, the actress, had donned a kilted skirt and jersey to show off her figure, the feminine world at large tried to duplicate her. Tailor-made clothes for women were something new and fashionable.

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### 1881

**Good-bye.** w., G. T. Whyte-Melville, m., Francesco Paolo Tosti. London: Ricordi [1881].

**I am coming.** Hymn. w., Helen R. Young. m., Ira David Sankey. Cop. 1881 by Ira D. Sankey.

**Paddy Duffy's cart (Squatter Sovereignty).** w., Edward Harrigan. m., David Braham. Wm. A. Pond & Co., cop. 1881.

**Tell it out among the nations [heathen] that the Lord is King.** Hymn. w., Frances Ridley Havergal. m., arranged by Ira David Sankey. Cop. 1881 by Ira D. Sankey.

Tony Pastor started his well-remembered Tony Pastor's Theatre on East 14th St., N. Y., as a variety house. He was an ex-minstrel, circus performer, and comic vocalist. When he launched his new venture, variety was the prevalent entertainment, and Pastor soon was one of the foremost exponents. Later he turned to vaudeville.

James Abram Garfield became president, was assassinated by Charles Guiteau, and Chester Alan Arthur succeeded him.

The American Red Cross Society was founded with Clara Barton, American nurse, philanthropist and teacher, in charge. Largely through her efforts, the Red Cross is a peacetime, as well as wartime, organization.

Negro education received a stimulus through Booker T. Washington's founding of Tuskegee.

The U. S. Lawn Tennis Assn. was founded.

Adolph Strasser and Samuel Gompers, both cigar makers, united the disgruntled elements of the old Knights of Labor into the American Federation of Labor.

Edwin Booth reappeared on the American stage after an English engagement.

*Life*, the humor magazine, was first issued.

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### 1882

**I never drank behind the bar (The McSorleys).** w., Edward Harrigan. m., David Braham. Wm. A. Pond & Co., cop. 1882.

**I'll be ready when the great day comes.** w., m., James S. Putnam. Chicago: S. Brainard's Sons, cop. 1882.

**The market on Saturday night.** w., Edward Harrigan. m., David Braham. Wm. A. Pond & Co., cop. 1882.

**McNally's row of flats.** w., Edward Harrigan. m., David Braham. Wm. A. Pond & Co., cop. 1882.

**When the clock in the tower strikes twelve.** w., Edward Harrigan. m., David Braham. Wm. A. Pond & Co., cop. 1882.

Mrs. (Lily) Langtry made her American debut at Wallack's Theatre, N. Y., as Hester Grazebrook in "An Unequal Match,"

## MUSICAL-HISTORICAL CAVALCADE—Continued

followed by the role of Rosalind in "The Honeymoon."

Jumbo, the elephant, arrived from England and was promptly exhibited by P. T. Barnum.

Mark Twain's "Prince and the Pauper" appeared.

On Pearl St., N. Y., the first Edison electric lighting station opened.

Oscar Wilde, the English author and esthete, began lecturing in Chickering Hall (lectures and addresses, especially by visiting Europeans, were highly popular at this time).

"East Lynn" (with Ada Gray), "Far from the Madding Crowd" and "Esmerelda" were popular plays.

### 1883

**Marguerite.** w., m., C. A. White. Boston: White-Smith & Co., cop. 1883.

**My dad's dinner pail (Cordelia's Aspirations).** w., Edward Harrigan. m., David Braham. Wm. A. Pond & Co., cop. 1883.

**Strolling on the Brooklyn Bridge.** w., George Cooper. m., Joseph P. Skelly. Richard A. Saalfeld, cop. 1883.

**When the mists have rolled away.** Hymn. w., Annie Herbert. m., Ira David Sankey. Cop. 1883, by Ira D. Sankey.

At a time when gastronomic delights were highly prized, one W. S. Walcott ate two quail daily, between 4 and 5 p. m., for 30 consecutive days—a record never even remotely approached.

The Brooklyn Bridge opened, attracted vast crowds, and had to be altered at the approaches when 12 people were trampled to death in a crush.

Congress adopted standard time.

The novel of the year was "Bread-winners" by an anonymous author later discovered to be John Hay who, in 1898, became Secretary of State.

In New York the Metropolitan Opera House was dedicated.

Mrs. Cyrus Curtis founded *The Ladies Home Journal* (of which Edward Bok took charge in 1889), presaging the era of mass-publications.

Col. Cody (Buffalo Bill) launched his Wild West show.

Joseph Pulitzer bought the *New York World* from Jay Gould, and immediately started campaigning against prevailing plutocracy. Those who disagreed with his policies labeled him a "yellow journalist" and sensationalist.

### 1884

**Always take mother's advice.** w., m., Jennie Lindsay. Willis Woodward & Co., cop. 1884.

**Plum pudding.** w., Edward Harrigan. m., David Braham. Wm. A. Pond & Co., cop. 1884.

**The sea hath its pearls.** Part song for SATB. w., Henry Wadsworth Longfellow, translated from the German of Heinrich Heine. m., Ciro Pinsuti. London: Novello, Ewer & Co. [1884].

**White wings.** w., m., Banks Winter. Willis Woodward & Co., cop. 1884.

This year marked the heyday of the cowboy, and the cattle raising business with which he was associated (by early 1900 the era was over).

Van Depoele and Sprague invented the electric trolley car which was developed and perfected in the ensuing three years.

L. E. Waterman in this year, and Paul E. Wirt in 1885, worked out the fountain pen.

One J. Baker ate 6 pounds of cooked beans in 40 minutes at a tourney under Grand Army of the Republic auspices at Tonawanda, N. Y.

Oliver Wendell Holmes' "A Mortal Antipathy" appeared, as also Mark Twain's "Adventures of Huckleberry Finn."

Chauncey Olcott was starring in "The Irish Artist."

Financial panic resulted in New York with the failure of the firm of Grant & Ward.

Tornadoes killed several hundred persons and destroyed 10,000 buildings.

### 1885

**At the cross.** Hymn. w., Isaac Watts. m., R. E. Hudson. Cop. 1885 by R. E. Hudson.

**The gum tree canoe.** w., S. S. Steele. m., A. F. Winnemore. Cleveland: S. Brainard's Sons, cop. 1885 ("new edition").

**Poverty's tears ebb and flow (Old Lavender).** w., Edward Harrigan. m., David Braham. Wm. A. Pond & Co., cop. 1885.

**Remember, boy, you're Irish (Shane na Lawn).** w., m., William J. Scanlan. T. B. Harms & Co., cop. 1885.

**Still as the night—original German title: Still wie die Nacht (no. 27 in: *Lieder*, op. 326).** German words, traditional; English words, Mrs. John P. Morgan. m., Karl Bohm. Berlin: N. Simrock [1885?]. (Published in United States by Oliver Ditson



## MUSICAL-HISTORICAL CAVALCADE—Continued

Co., Boston, cop. 1890, and G. Schirmer, New York, cop. 1890.)

In Boston, Benjamin F. Keith, who had begun his career by exhibiting a midget called "Baby Alice," revolutionized the existing entertainment business by starting vaudeville—a continuous performance of variety acts, which, among other things, was simon pure for the family trade in a day of hair-raising thrillers and blue jokes.

Mergenthaler invented the linotype—the type-casting mechanism that eliminated hand-setting and gave a powerful stimulus to mass publications.

Grover Cleveland was inaugurated president.

Bryn Mawr, another great institution of feminine learning, was founded.

Roller skating was so popular that an estimated \$20,000,000 was invested in skating properties.

Cable cars appeared in New York.

Arbor Day (advocated by Sterling Morton) became a legal holiday.

### 1886

**At midnight on my pillow lying (Erminie).** w., Claxson Bellamy and Harry Paulton. m., Edward Jakobowski. (Produced in New York, May 10, 1886.)

**Darkest the hour (Erminie).** w., Claxson Bellamy and Harry Paulton. m., Edward Jakobowski. (Produced in New York, May 10, 1886.)

**Dear mother, in dreams I see her (Erminie).** w., Claxson Bellamy and Harry Paulton. m., Edward Jakobowski. (Produced in New York, May 10, 1886.)

**Forever with the Lord.** w., James Montgomery. m., Charles Gounod. London: Phillipps and Page [1886].

**The gladiator march.** m., John Philip Sousa. Philadelphia: Harry Coleman, cop. 1886.

**The letter that never came.** w., m., Paul Dresser. T. B. Harms & Co., cop. 1886.

**Maggie, the cows are in the clover.** w., m., Al. W. Filson. T. B. Harms & Co., cop. 1886.

**Never take no for an answer.** w., m., J. F. Mitchell. Willis Woodward & Co., cop. 1886.

**A soldier's life (Erminie).** w., Claxson Bellamy and Harry Paulton. m., Edward Jakobowski. (Produced in New York, May 10, 1886.)

**What the dicky-birds say (Erminie).** w., Claxson Bellamy and Harry Paulton. m.,

Edward Jakobowski. (Produced in New York, May 10, 1886.)

On Bedloe's Island, N. Y., the Statue of Liberty, France's gift to the U. S., was unveiled while 1,000,000 people looked on.

In the Southwest, the Apache Indians buried their hatchets and the day of Indian fighting were forever over.

Anarchist riots in Chicago (Haymarket) resulted in several deaths, followed by convictions and hangings.

The United Mine Workers organized.

Earthquakes killed 40 in Charleston, S. C.

### 1887

**Come [Come, oh, come to me].** Hymn. w., Mrs. James G. Johnson. m., James McGranahan. Cop. 1887 by James McGranahan.

**I will sing the wond'rous story.** Hymn. w., F. H. Rawley. m., Peter Bilhorn. Cop. 1887 by Ira D. Sankey.

**If the waters could speak as they flow.** w., m., C. Graham. Willis Woodward & Co., cop. 1887.

**If you love me, darling, tell me with your eyes.** w., Samuel Minturn Peck. m., Hubbard T. Smith. Washington, D. C.: John F. Ellis & Co., cop. 1887.

**The outcast unknown.** w., m., Paul Dresser. Willis Woodward & Co., cop. 1887.

**Rock-a-bye baby.** w., m., Effie I. Canning. Boston: C. D. Blake & Co., cop. 1887.

**The song that reached my heart.** w., m., Julian Jordan. Willis Woodward & Co., cop. 1887.

**The swan—original French title: Le cygne.** Duet for violoncello and piano. m., Camille Saint-Saens. Paris: A. Durand et Fils [1887].

**Though your sins be as scarlet.** Hymn. w., Frances Jane Crosby [Mrs. Alexander Van Alstyne]. m., William Howard Doane. Cop. 1887 by William H. Doane.

**Wait till the tide comes in.** w., George Propfeter. m., Gussie L. Davis. Georgie Propfeter, cop. 1887.

Louis Keller began publishing the *Social Register*, the blue book of American society.

Via the Dawes act, the Indians became U. S. citizens and were allotted land in individual holdings.

Elsie Hoffman, the actress, made her American debut.

Plays of the season were "Pa," "Dr.

## MUSICAL-HISTORICAL CAVALCADE—Continued

Jekyll and Mr. Hyde," "C.O.D." "The Wife" (by David Belasco and H. C. De Mille), and "A Hole in the Ground."

### 1888

**The convict and the bird.** w., m., Paul Dresser. Willis Woodward & Co., cop. 1888.

**Drill, ye tarriers, drill.** Frank Harding, cop. 1888.

**L'Internationale.** Original French words, Eugene Pottier. m., Pierre de Geyter. (Composed in 1888.)

**Menuet (no. 1 in: Humoresques de Concert, op. 14, Book 1).** Piano solo. m., Ignace Paderewski. Berlin: Ed. Bote & G. Bock [1888].

**The mottoes framed upon the wall.** w., William Devere. m., W. S. Mullaly. Willis Woodward & Co., cop. 1888.

**Oh! that we two were Maying (no. 8 in the collection: Sketch book, op. 2).** w., Charles Kingsley. m., Ethelbert Nevin. Boston: The Boston Music Co., cop. 1888 by G. Schirmer, Jr.

**Se saran rose.** Italian words, Pietro Mazzini. m., Luigi Arditi. Leipzig: Wilhelm Hansen [1888]; New York: G. Schirmer, cop. 1890.

**Semper fidelis.** March. m., John Philip Sousa. Philadelphia: Harry Coleman, cop. 1888.

**The whistling coon.** w., m., Sam Devere. Wm. A. Pond & Co., cop. 1888.

**With all her faults I love her still.** w., m., Monroe H. Rosenfeld. B. W. Hitchcock, cop. 1888.

The first bona fide golf club in the U. S. was started at Yonkers, N. Y. It was called St. Andrews, and boasted a six-hole course.

In March, the Atlantic coast, basking in warm weather, was suddenly chilled by a 60-mile gale which swept in a blizzard that stalled traffic, closed the Stock Exchange, filled hotels to overflowing, and took many lives.

De Wolf Hopper recited "Casey at the Bat" for the first time in Wallack's Theatre, N. Y. Edward H. Sothern launched his career as a star under Daniel Frohman in a play called "The Highest Bidder," Other plays of the season included "An American Beauty," "Our Jennie," "The Shadows of a Great City" (in which Rose Tiffany made her debut as Nellie), "Brass Monkey," "Little Lord Fauntleroy," and "A Poor Relation."

### 1889

**Down went McGinty.** w., m., Joseph Flynn. Spaulding & Kornder, cop. 1889.

**Oh promise me (afterwards introduced in: Robin Hood).** w., Clement Scott. m., Reginald DeKoven, op. 50. G. Schirmer, cop. 1889.

**Playmates.** w., m., Harry Dacre. George M. Klenk & Co., cop. 1889.

**The thunderer.** March. m., John Philip Sousa. Philadelphia: Harry Coleman, cop. 1889.

**The Washington Post.** March. m., John Philip Sousa. Philadelphia: Harry Coleman, cop. 1889.

John L. Sullivan beat the late Jake Kilrain in the last bare knuckle championship prizefight in the U. S. (75 rounds).

Benjamin Harrison was inaugurated president.

Montana, Washington, North and South Dakota joined the Union.

In May, steady rains burst the reservoir above Johnstown, Pa., sending down a flood that wiped out 2,000 lives.

The Loyal Order of Moose was founded.

Marie Wainwright appeared in New York for the first time in "Twelfth Night." Richard Mansfield gave a new rendition of "Richard III." "A Ruling Passion," "Margery Daw," "She" and "Prince and Pauper" were among the season's popular plays.

Baldwin Bros. advertised "double balloon ascensions with parachute descents."

Eastman Kodak Co., in *Scribner's*, advertised the Kodak as a simple, snap-shooting device, thereby launching the great and profitable vogue of amateur photography.

### 1890

**The birthday of a king.** Sacred song. m., W. H. Neidlinger. G. Schirmer, cop. 1890.

**I've come home to stay.** w., Edward Harrigan. m., David Braham. Wm. A. Pond & Co., cop. 1890.

**Jolly commodore.** w., Edward Harrigan. m., David Braham. Wm. A. Pond & Co., cop. 1890.

**Love will find a way.** w., J. Cheever Goodwin. m., Woolson Morse. T. B. Harms & Co., cop. 1890.

**Maggie Murphy's home (Reilly and the**

## MUSICAL-HISTORICAL CAVALCADE—Continued

400). w., Edward Harrigan. m., David Braham. Wm. A. Pond & Co., cop. 1890.

**Taking in the town.** w., Edward Harrigan. m., David Braham. Wm. A. Pond & Co., cop. 1890.

**Tenderly calling.** Hymn. w., Frances Jane Crosby [Mrs. Alexander Van Alstyne]. m., Ira David Sankey. Cop. 1890 by Ira D. Sankey.

**Throw him down, McCloskey.** w., m., J. W. Kelly. Frank Harding, cop. 1890.

**Thy beaming eyes (no. 4 in the collection: Six love songs; op. 40).** w., W. H. Gardner. m., Edward MacDowell. Boston: Arthur P. Schmidt, cop. 1890.

**True - hearted, whole - hearted** [also known as: **Peal out the watchword!**]. Hymn. w., Frances Ridley Havergal. m., George Coles Stebbins. Cop. 1890 by Ira D. Sankey.

Ladies' silk stockings were anything but an everyday accessory, and cost about \$3 per pair.

For each million of population, 2,525 persons were engaged in brick and stone masonry—the all-time heyday of this trade.

Wyoming and Idaho joined the Union.

William Kemmler, a convicted murderer, was the first to pay his penalty via electrocution.

The U. S. center of population once more moved—this time to 20 miles east of Columbus, Ind.

Nellie Bly, who left New York in November of the year before, returned on Jan. 25, having circled the globe in 72 days, 6 hrs., 10 mins., 58 secs.

The old high type of bicycle now gave way to the "drop frame" model, equipped with pneumatic tires. Thereupon bicycling hit its heyday. The new bicycles were safe for women, and they, too, took up the sport.

Somebody started an ill-starred movement to equip metropolitan police with roller skates so they could catch up with speedy criminals.

The grand march, polka, lancers, quadrille, waltz, Portland fancy, Caledonia, and Virginia reel were popular dances.

The General Federation of Women's Clubs was established.

Pugs and Newfoundlands were fashionable dogs for city people.

Feminine fashions, performing a circle, came back to the hour-glass figure, leg-of-mutton sleeves, and the gored skirt.

"Wild Oats," "The Tale of a Coat," "Blue Jeans" and "The Newsboy" (originally "Waifs of New York") were among the

season's plays. Two comedians, Evans & Hoey, ran "A Parlor Match" into its sixth straight year, mainly via road tours. Popular stage personalities of this time included Edwin Booth, Lillian Russell (nee Helen Louise Leonard), Georgia Cayvan, Marie Jansen, Agnes Huntington, Ada Rehan, and Clara Qualitz, the dancer.

### 1891

**Actions speak louder than words.** w., George Horncastle. m., Felix McGlennon. Frank Tousey, cop. 1891.

**Armorer's song (Robin Hood).** w., Harry B. Smith. m., Reginald DeKoven. G. Schirmer, cop. 1891.

**Ask the man in the moon (Wang).** w., J. Cheever Goodwin. m., Woolson Morse. T. B. Harms & Co., cop. 1891.

**Brown October ale (Robin Hood).** w., Harry B. Smith. m., Reginald DeKoven. G. Schirmer, cop. 1891.

**Hats off to me.** w., Edward Harrigan. m., David Braham. Wm. A. Pond & Co., cop. 1891.

**Kiss and let's make up.** w., m., Charles K. Harris. Chas. K. Harris, cop. 1891.

**Knights of the mystic star.** w., Edward Harrigan. m., David Braham. Wm. A. Pond & Co., cop. 1891.

**The last of the Hogans.** w., Edward Harrigan. m., David Braham. Wm. A. Pond & Co., cop. 1891.

**Little Boy Blue.** w., Eugene Field. m., Ethelbert Nevin, op. 12, no. 4. G. Schirmer, cop. 1891.

**Molly O! (Mavourneen).** w., m., William J. Scanlan. T. B. Harms & Co., cop. 1891.

**Narcissus (no. 4 in: Water Scenes, op. 13).** Piano solo. m., Ethelbert Nevin. Boston; G. Schirmer, Jr. (The Boston Music Co.), cop. 1891.

**The pardon came too late.** w., m., Paul Dresser. Willis Woodward & Co., cop. 1891.

**The picture that's turned toward the wall.** w., m., Charles Graham. M. Witmark & Sons, cop. 1891.

**A pretty girl.** w., J. Cheever Goodwin. m., Woolson Morse. T. B. Harms & Co., cop. 1891.

**De rainbow road.** w., Edward Harrigan. m., David Braham. Wm. A. Pond & Co., cop. 1891.

**Sometime we'll understand.** Hymn. w., Maxwell N. Cornelius, D. D. m., James McGranahan. Cop. 1891 by James McGranahan.

**Take a day off, Mary Ann.** w., Edward

## MUSICAL-HISTORICAL CAVALCADE—Continued

Harrigan. m., David Braham. Wm. A. Pond & Co., cop. 1891.

**Ta-ra-ra-bom-der-e.** w., m., Henry J. Sayers. Willis Woodward & Co., cop. 1891.

**Whoever will may come.** Hymn. w., A. Montieith. m., Ira David Sankey. The Biglow & Main Co., cop. 1891.

James Naismith, an instructor in the Y. M. C. A. College at Springfield, Mass., invented the game of basket ball.

The Daughters of the American Revolution organized.

One Zoe Gayton arrived in New York, claiming to have walked all the way from San Francisco, or 3,395 miles.

"La Tosca" was first seen in America when Sarah Bernhardt presented it at the Garden Theatre, N. Y.

James Northrop invented the power (or "Draper") cotton loom which, with subsequent improvements, has made it possible for one operator to run 30 looms, whereas formerly three operators were required for a single loom.

Short stories, especially those dealing with American life, were currently more popular than novels.

Cholera again broke out in various cities.

### 1892

**After the ball.** w., m., Charles K. Harris. Chas. K. Harris, cop. 1892.

**The Bowery (A Trip to Chinatown).** w., Charles H. Hoyt. m., Percy Gaunt. T. B. Harms & Co., cop. 1892.

**Daddy wouldn't buy me a bow-wow.** w., m., Joseph Tabrar. T. B. Harms & Co., cop. 1892 by Francis, Day & Hunter.

**Daisy Bell.** w., m., Harry Dacre. T. B. Harms & Co., cop. 1892.

**The holy city.** w., F. E. Weatherly. m., Stephen Adams. London: Boosey & Co., cop. 1892.

**The man that broke the bank at Monte Carlo.** w., m., Fred Gilbert. T. B. Harms & Co., cop. 1892 by Francis, Day & Hunter.

**My sweetheart's the man in the moon.** w., m., James Thornton. Frank Harding, cop. 1892.

**Push dem clouds away (A Trip to Chinatown).** w., m., Percy Gaunt. T. B. Harms & Co., cop. 1892.

An actress had a skin-grafting, face-lifting job performed on her features, and promptly there were a lot of jokes about it.

The famed Dalton Boys, who for five years had been the nation's ranking pub-

lic enemies, were wiped out by the citizens of Coffeyville, Kans., while attempting to rob a couple of banks.

New plays of the season had hair-raising themes—"Dangers of a Great City." "The Pay Train," "Cannonball Express," etc.

Ward McAllister named the 400 of society on the occasion of a great ball tendered by Mrs. Astor.

At Homestead, near Pittsburgh, a steel strike broke out, soon developed into a battle in which 18 were killed, and was finally put down by martial law (but not before an anarchist had attempted to assassinate H. C. Frick, of the Carnegie group and wounded him).

William Morrison of Des Moines, Ia., built an electric automobile, while Charles E. Duryea of Chicopee, Mass., finished another horseless carriage, capable of about eight miles an hour.

James J. Corbett won the heavyweight boxing title from John L. Sullivan in 21 rounds at New Orleans.

Influenza was a native, as well as worldwide, epidemic.

### 1893

**The cat came back.** w., m., Henry S. Miller. Chicago: Will Rossiter, cop. 1893.

**The fatal wedding.** w., W. H. Windom. m., Gussie L. Davis. Philadelphia: M. D. Swisher, cop. 1893 by Gussie L. Davis.

**Good-morning to all (also adapted to the words: Happy birthday to you).** w., Patty S[mith] Hill. m., Mildred J. Hill (in: Song stories for the Kindergarten, p. 3). Chicago: Clayton F. Summy, cop. 1893.

**I long to see the girl I left behind.** w., m., John T. Kelly. M. Witmark & Sons, cop. 1893.

**Little Alabama coon.** w., m., Hattie Starr. Willis Woodward & Co., cop. 1893.

**Love me little, love me long.** w., m., Percy Gaunt. T. B. Harms & Co., cop. 1893.

**Mamie! come kiss your honey (introduced in: A Country Sport).** w. m., May Irwin. Boston: White-Smith Music Pub. Co., cop. 1893.

**Say "Au revoir," but not "Good-bye."** w., m., Harry Kennedy. Brooklyn: Kennedy Publishing House, cop. 1893 by Will H. Kennedy.

**See, saw, Margery Daw.** w., m., Arthur West. M. Witmark & Sons, cop. 1893.

**Sweet Marie.** w., Cy Warman. m., Raymon Moore. Manhattan Music Pub. Co., cop. 1893.

## MUSICAL-HISTORICAL CAVALCADE—Continued

### 1894

**They never tell all what they know.** w., Edward Harrigan. m., David Braham. Wm. A. Pond & Co., cop. 1893.

**Two little girls in blue.** w., m., Charles Graham. Spaulding & Kornder, cop. 1893.

**The volunteer organist.** w., William B. Glenroy. m., Henry Lamb. Spaulding & Kornder, cop. 1893.

**When the roll is called up yonder.** Hymn. w., m., James M. Black. Cop. 1893 by Chas. H. Gabriel.

**Won't you be my sweetheart?** w., J. G. Judson. m., H. C. Verner. Chicago: The S. Brainard's Sons Co., cop. 1893.

Engine No. 999, pulling four heavy cars (as the "Empire States Express"), made 112½ m.p.h. between Crittenden and Wende, N. Y., with Engineer C. Hogan at the throttle.

Several more automobiles were tested successfully, among them Henry Ford's.

A new medical term came into popular use—appendicitis.

T. Bowen and J. Burke, at New Orleans, fought the longest prizefight, using gloves, on record—7 hrs., 18 mins., 10 secs. It went 110 rounds, and ended in a draw.

Grover Cleveland was inaugurated president.

In Chicago, the World's Fair was staged.

Electric trolleys appeared in New York.

The common people of the West now called Eastern multi-millionaires by a generic name—Mrs. Asterbilt.

S. S. McClure launched his *McClure's Magazine*, for which such writers as Ida M. Tarbell and Lincoln Steffens soon did a vast deal of "muckraking."

"A Trip to Chinatown" ran 656 performances.

Stars of the season's stage included Lillian Russell in "The Princess Nicotine"; Alexander Salvini in "The Three Guardsmen" (he was a son of the great Thomasso Salvini); Marie Jansen in "Delmonico's at Six"; and Bettina Girard in "In Old Kentucky." Bessie Bonehill was a popular burlesque performer and dancer. Maggie Cline was another well-known theatrical performer (her famed song was "Throw Him Down, McClosky"). John Drew began starring under Charles Frohman in "The Masked Ball," with Maude Adams as his leading lady.

A panic and two-year depression marked the seventeenth U. S. financial calamity since 1790.

**Airy, fairy Lillian.** w., Tony Raymond. m., Maurice Levi. M. Witmark & Sons, cop. 1894.

**Forgotten.** w., Flora Wulschner. m., Eugene Cowles. Boston: Oliver Ditson Co., cop. 1894.

**Her eyes don't shine like diamonds.** w., m., Dave Marion. M. Witmark & Sons, cop. 1894.

**His last thoughts were of you.** w., Edward B. Marks. m., Joseph W. Stern. Jos. W. Stern & Co., cop. 1894.

**Humoresque (no. 7 in: Humoresken, op. 101).** Piano solo. m., Antonin Dvorak. Berlin: N. Simrock [1894].

**I don't want to play in your yard.** w., Philip Wingate. m., H. W. Petrie. Chicago: Petrie Music Co., cop. 1894.

**The little lost child.** w., Edward B. Marks. m., Joseph W. Stern. Jos. W. Stern & Co., cop. 1894.

**My friend, the major.** w., m., E. W. Rogers. T. B. Harms & Co., cop. 1894 by Francis, Day & Hunter.

**My Pearl's a Bowery girl!** w., William Jerome. m., Andrew Mack. T. B. Harms & Co., cop. 1894.

**Once ev'ry year.** w., m., Paul Dresser. Howley, Haviland & Co., cop. 1894.

**Only a Bowery boy.** w., Charles B. Ward. m., Gussie L. Davis. The New York Music Co., cop. 1894.

**Only me.** w., Walter H. Ford. m., John W. Bratton. M. Witmark & Sons, cop. 1894.

**She may have seen better days.** w., m., James Thornton. T. B. Harms & Co., cop. 1894.

**The sidewalks of New York.** w., m., Charles B. Lawlor and James W. Blake. Howley, Haviland & Co., cop. 1894.

**Sweet bunch of daisies.** w., m., Anita Owen. Jerome H. Remick & Co., cop. 1894 by Anita Owen.

**Take a seat, old lady.** w., m., Paul Dresser. Howley, Haviland & Co., cop. 1894.

**You can't play in our yard any more.** w., Philip Wingate. m., H. W. Petrie. St. Louis: Thiebes Stierlin Music Co., cop. 1894 by Bollman-Drumheller Music Co.

Steve Brodie, boasting to have jumped off the Brooklyn Bridge without fatality, made a stellar debut at the Bowery National Theatre, Philadelphia, and later on 14th St., N. Y.

In Chicago the great Pullman strike broke out, resulting in such vast property damage and turmoil that Federal troops were called out by President Cleveland.

## MUSICAL-HISTORICAL CAVALCADE—Continued

Eugene V. Debs was among those involved in the strike, and was later lodged in prison when he didn't furnish \$6,000 bail. The whole situation eventually grew into a political issue.

Jacob S. Coxey marched his army of 20,000 unemployed into Washington.

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### 1895

**America, the beautiful.** w., Katherine Lee Bates (written in 1893; published in 1895). m., tune: Materna, by Samuel Augustine Ward (1888).

**The band played on.** w., John F. Palmer. m., Charles B. Ward. The New York Music Co., cop. 1895.

**The belle of Avenoo A.** w., m., Safford Waters. Howley, Haviland & Co., cop. 1895.

**By the sad sea waves.** w., Lester Barrett. m., Lester Thomas. T. B. Harms & Co., cop. 1895 by Francis, Day & Hunter.

**Don't go out to-night, boy.** w., George Cooper. m., Charles E. Pratt. M. Witmark & Sons, cop. 1895.

**A dream.** w., Charles B. Cory. m., J. C. Bartlett. Boston: Oliver Ditson Co., cop. 1895.

**The hand that rocks the cradle.** w., Charles W. Berkeley. m., William H. Holmes. Willis Woodward & Co., cop. 1895.

**I was looking for my boy, she said; or, Decoration Day.** w., m., Paul Dresser. Howley, Haviland & Co., cop. 1895.

**Jean.** w., m., Paul Dresser. Howley, Haviland & Co., cop. 1895.

**Just tell them that you saw me.** w., m., Paul Dresser. Howley, Haviland & Co., cop. 1895.

**King Cotton.** March. m., John Philip Sousa. Cincinnati: The John Church Co., cop. 1895.

**My Angeline (The Wizard of the Nile).** w., Harry B. Smith. m., Victor Herbert. Edward Schuberth & Co., cop. 1895.

**My best girl's a New-Yorker [corker].** w., m., John Stromberg. Jos. W. Stern & Co., cop. 1895.

**Only one girl in the world for me.** w., m., Dave Marion. M. Witmark & Sons, cop. 1895.

**Put me off at Buffalo.** w., Harry Dillon. m., John Dillon. M. Witmark & Sons, cop. 1895.

**Rastus on parade.** Two step march. m., Kerry Mills. F. A. Mills, cop. 1895.

**The same sweet girl to-day.** w., m., Dan W. Quinn. Howley, Haviland & Co., cop. 1895.

**The singer in the gallery.** w., m., Harry A. Mayo. M. Witmark & Sons, cop. 1895.

**The streets of Cairo.** w., m., James Thornton. Frank Harding, cop. 1895.

**The sunshine of Paradise Alley.** w., Walter H. Ford. m., John W. Bratton. M. Witmark & Sons, cop. 1895.

**We were sweethearts for many years.** w., m., Paul Dresser. Howley, Haviland & Co., cop. 1895.

**When your love grows cold.** w., m., Charles Miller. Howley, Haviland & Co., cop. 1895.

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There were now only 800 buffalo left in the U. S., and a move was afoot to protect them from extinction.

Mrs. Leslie Carter was the star of David Belasco's hit play, "The Heart of Maryland."

In Newport, the first open golf championship match ever held in the U. S. took place, being won by Horace Rawlins, with a card showing 173 strokes for 36 holes. At the same time, the first championship for women was held at Meadowbrook, L. I., the victor being Mrs. C. S. Brown, who carded 132 strokes for 18 holes. During this year the number of U. S. golf clubs increased from about 40 to 100.

Aside from golf, women evidenced their social determination in several other ways: the Anti-Saloon League plotted a national organization; and the "new woman" (anti-marriage) novel was at its height.

The automobile showed itself more plainly on the horizon, and when Herman Kohlsaat, a Chicago newspaper owner, backed an endurance contest, six contestants showed up to drive around the 53½-mile course. Duryea Wagon Motor Co. won the race in 10 hrs., 23 mins.

William Randolph Hearst, already owner of the *San Francisco Journal*, now annexed the *New York Journal*, thereby launching his newspaper chain.

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### 1896

**All coons look alike to me.** w., m., Ernest Hogan. M. Witmark & Sons, cop. 1896.

**The amorous goldfish (The Geisha).** w., Harry Greenbank. m., Sidney Jones. London: Ascherberg, Hopwood & Crew, Ltd., cop. 1896 by Hopwood & Crew.

**Beloved, it is morn.** w., Emily Hickey. m., Florence Aylward. London: Chappell & Co., Ltd., cop. 1896.

**El capitan.** March. m., John Philip Sousa. Cincinnati: The John Church Co., cop. 1896.

**Chin, Chin, Chinaman (The Geisha).** w.,

## MUSICAL-HISTORICAL CAVALCADE—Continued

Harry Greenbank. m., Sidney Jones. London: Ascherberg, Hopwood & Crew, Ltd., cop. 1896 by Hopwood & Crew.

**Chon Kina (The Geisha).** w., Harry Greenbank. m., Sidney Jones. London: Ascherberg, Hopwood & Crew, Ltd., cop. 1896 by Hopwood & Crew.

**Don't give up the old love for the new.** w., m., James Thornton. Jos. W. Stern & Co., cop. 1896.

**Don't tell her that you love her.** w., m., Paul Dresser. Howley, Haviland & Co., cop. 1896.

**Down in Poverty Row.** w., Gussie L. Davis. m., Arthur Trevelyan. Jos. W. Stern & Co., cop. 1896.

**A dream of my boyhood days.** w., m., Paul Dresser. Howley, Haviland & Co., cop. 1896.

**Elsie from Chelsea.** w., m., Harry Dacre. Jos. W. Stern & Co., cop. 1896 by Frank Dean & Co., London.

**Going for a pardon.** w., James Thornton and Clara Hauenschild. m., James Thornton. Jos. W. Stern & Co., cop. 1896.

**Happy days in Dixie.** Two step march. m., Kerry Mills. F. A. Mills, cop. 1896.

**He brought home another.** w., m., Paul Dresser. Howley, Haviland & Co., cop. 1896.

**He fought for a cause he thought was right.** w., m., Paul Dresser. Howley, Haviland & Co., cop. 1896.

**A hot time in the old town.** w., Joe Hayden. m., Theodore A. Metz. Willis Woodward & Co., cop. 1896.

**I can't think ob nuthin' else but you.** w., m., Harry Dacre. Jos. W. Stern & Co., cop. 1896 by Frank Dean & Co., London.

**I love you in the same old way—Darling Sue.** w., Walter H. Ford. m., John W. Bratton. M. Witmark & Sons, cop. 1896.

**I wish that you were here tonight.** w., m., Paul Dresser. Howley, Haviland & Co., cop. 1896.

**I wonder if she'll ever come back to me.** w., m., Paul Dresser. Howley, Haviland & Co., cop. 1896.

**In the baggage coach ahead.** w., m., Gussie L. Davis. Howley, Haviland & Co., cop. 1896.

**I'se your nigger if you wants me, Liza Jane.** w., m., Paul Dresser. Howley, Haviland & Co., cop. 1896.

**The jewel of Asia (The Geisha).** w., Harry Greenbank. m., James Philp. London: Ascherberg, Hopwood & Crew, Ltd., cop. 1896 by Hopwood & Crew by arrangement with Willcocks & Co., Ltd., London.

**Kentucky babe.** w., Richard Henry Buck. m., Adam Geibel. Boston: White-Smith Music Pub. Co., cop. 1896.

**Love makes the world go 'round (introduced in: Bohemia).** w., Clyde Fitch. m., arranged by William Furst. Howley, Haviland & Co., cop. 1896.

**Mister Johnson, turn me loose.** w., m., Ben R. Harney. M. Witmark & Sons, cop. 1896 by Frank Harding; cop. 1896 by M. Witmark & Sons.

**Mother was a lady.** w., Edward B. Marks. m., Jos. W. Stern. Jos. W. Stern & Co., cop. 1896.

**My gal is a high born lady.** w., m., Barney Fagan. Arr. by Gustave Luders. M. Witmark & Sons, cop. 1896.

**No one ever loved you more than I.** w., Edward B. Marks. m., Jos. W. Stern. Jos. W. Stern & Co., cop. 1896.

**On the benches in the park.** w., m., James Thornton. Jos. W. Stern & Co., cop. 1896.

**Rustle of spring—original German title: Fruhlingsrauschen (no. 3 in: Sechs Stuecke, op. 32).** Piano solo. m., Christian Sinding. Leipzig: C. F. Peters, cop. 1896.

**Show me the way.** Sacred song. w., m., Paul Dresser. Howley, Haviland & Co., cop. 1896.

**Sweet Rosie O'Grady.** w., m., Maude Nugent. Jos. W. Stern & Co., cop. 1896.

**The toy monkey (The Geisha).** w., Harry Greenbank. m., Lionel Monckton. London: Ascherberg, Hopwood & Crew, Ltd., cop. 1896 by Hopwood & Crew.

**Whisper your mother's name.** w., Harry Braisted. m., Stanley Carter. Jos. W. Stern & Co., cop. 1896.

**Won't you be my little girl.** w., Isaac G. Reynolds. m., Homer Tourjee. Jos. W. Stern & Co., cop. 1896 by The Homer Tourjee Pub. Co.

**Woodland sketches—(1) To a wild rose; (2) Will o' the wisp; (3) At an old trysting place; (4) In autumn; (5) From an Indian lodge; (6) To a water lily; (7) From Uncle Remus; (8) A deserted farm; (9) By a meadow brook; (10) Told at sunset.** Piano solo. m., Edward MacDowell, op. 51. P. L. Jung, cop. 1896.

**You're de apple of my eye.** w., George H. Emerick. m., Herbert Dillea. Jos. W. Stern & Co., cop. 1896.

**You're not the only pebble on the beach.** w., Harry Braisted. m., Stanley Carter. Jos. W. Stern & Co., cop. 1896.

**Zenda waltzes.** m., Frank M. Witmark. M. Witmark & Sons, cop. 1896.

The innovation of rural free delivery was a great boon to the mail-order house business. Henceforth the omnipresent catalogue was the farmers' bible.

Utah was admitted to the Union.

## MUSICAL-HISTORICAL CAVALCADE—Continued

In entertainment circles, Frank Mayo and Andrew Mack were, respectively, starring in Mark Twain's "Puddinhead Wilson" and "Myles Aroon." Andrew Mack, an ex-minstrel, and later a writer and exponent of Irish singing roles, has subsequently gone down in theatrical annals for his version of the song "Story of the Rose." Meantime, Weber and Fields, the "German Senators" vaudeville team, opened a music hall for vaudeville in New York.

Agitation for free coinage of silver created a depression which lasted a year, and marked the No. 18 financial gloominess since 1790.

Vaudeville theatres now began to show motion pictures, which, since Edison's inventions in 1889, had valiantly tried for initial success. The whole thing was still more novelty than reality.

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### 1897

**Asleep in the deep.** w., Arthur J. Lamb. m., H. W. Petri. F. A. Mills, cop. 1897 by Julie C. Petri.

**At a Georgia campmeeting.** Two step march. m., Kerry Mills. F. A. Mills, cop. 1897. (Published as a song: F. A. Mills, cop. 1899.)

**Badinage.** Orch. composition, arr. by Otto Langey. m., Victor Herbert. Edward Schuberth & Co., cop. 1897 (arr. for piano solo by Alexandre Rihm, do., cop. 1895).

**Beautiful isle of somewhere.** w., Mrs. Jessie Brown Pounds. m., John S. Fearis. Chicago: E. O. Excell, cop. 1897.

**Break the news to mother.** w., m., Charles K. Harris. Chas. K. Harris, cop. 1897.

**Cupid and I (The Serenade).** w., Harry B. Smith. m., Victor Herbert. Edward Schuberth & Co., cop. 1897.

**Danny Deever.** w., Rudyard Kipling. m., Walter Damrosch, op. 2, No. 7. Cincinnati: The John Church Co., cop. 1897.

**Face to face.** w., m., Herbert Johnson. Boston: The Waldo Music Co., cop. 1897 by Herbert Johnson; assigned to The Waldo Music Co.

**I've just come back to say good-bye.** w., m., Charles K. Harris. Chas. K. Harris, cop. 1897.

**If you see my sweetheart.** w., m., Paul Dresser. Howley, Haviland & Co., cop. 1897.

**Let bygones be bygones.** w., Charles Shackford. m., Kerry Mills. F. A. Mills, cop. 1897.

**The stars and stripes forever.** March. m., John Philip Sousa. Cincinnati: The John Church Co., cop. 1897.

**Take back your gold.** w., Louis W. Pritzkow. m., Monroe H. Rosenfeld. Jos. W. Stern & Co., cop. 1897.

**There's a little star shining for you.** w., m., James Thornton. Jos. W. Stern & Co., cop. 1897.

**Wedding of the winds.** Waltz. m., John T. Hall. John T. Hall Pub. Co., cop. 1897.

**You're going far away, lad; or, I'm still your mother, dear.** w., m., Paul Dresser. Howley, Haviland & Co., cop. 1897.

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In Belleville, Ill., one Jacob Wainright added a new thrill to the bicycle era when he pedaled backward 440 yards in 37½ seconds, and 880 yards (also backward) in 51 3-5 seconds.

William McKinley was inaugurated president.

In New York City, Grant's tomb was dedicated.

Bob Fitzsimmons won the heavyweight prizefight crown from Gentleman Jim Corbett after 14 rounds in Carson City, Nev. Corbett is said to have added the term "solar plexus" to ring vernacular.

In the Klondike gold was discovered and a new rush for quick wealth ensued.

Vaudeville was by now strongly entrenched. On the legitimate stage, James K. Hackett, Maxine Elliott and Julia Marlowe were stars of the season. And a newcomer to the same class was Maude Adams, whose role in "The Little Minister" was a sensation that broke the house records at the Empire Theatre, N. Y. Minnie Maddern Fiske and company were playing an adaptation of Thomas Hardy's "Tess of the D'Urbervilles." "In Gay New York" was a marked success.

In vaudeville, Lizzie B. Raymond was headlined at Weber and Field's Music Hall, N. Y. (her favorite song, "Just Tell Them That You Saw Me").

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### 1898

**Baby's prayer.** w., R. A. Mullen. m., R. L. Halle. Mullen Music Co., cop. 1898.

**Because.** w., Charles Horwitz. m., Fred'k V. Bowers. M. Witmark & Sons, cop. 1898.

**The boy guessed right (A Runaway Girl).** w., m., Lionel Monckton. London: Chappell & Co., Ltd., cop. 1898.

**Come tell me what's your answer, yes**



## MUSICAL-HISTORICAL CAVALCADE—Continued

or no. w., m., Paul Dresser. Howley, Haviland & Co., cop. 1898.

**Don't leave me, Dolly!** w., William H. Gardner. m., Harry Weill. Jos. W. Stern & Co., cop. 1898.

**Every night there's a light.** w., m., Paul Dresser. Howley, Haviland & Co., cop. 1898.

**Gold will buy 'most anything but a true girl's heart.** w., Charles E. Foreman. m., Monroe H. Rosenfeld. Howley, Haviland & Co., cop. 1898.

**Good night, little girl, good night.** w., Julia M. Hays. m., J. C. Macy. Boston: Oliver Ditson Co., cop. 1898.

**Gypsy love song (The Fortune Teller).** w., Harry B. Smith. m., Victor Herbert. M. Witmark & Sons, cop. 1898.

**I guess I'll have to telegraph my baby.** w., m., George M[ichael] Cohan. George L. Spaulding, cop. 1898.

**Just as the sun went down.** w., m., Lyn Udall. M. Witmark & Sons, cop. 1898.

**Kiss me, honey, do.** w., Edgar Smith. m., John Stromberg. Weber, Fields & Stromberg, cop. 1898.

**Little birdies learning how to fly (The Telephone Girl).** w., Hugh Morton. m., Gustave Kerker. T. B. Harms & Co., cop. 1898.

**'Mid the green fields of Virginia.** w., m., Charles K. Harris. Chas. K. Harris, cop. 1898.

**Mister Johnson don't get gay.** w., m., Dave Reed, Jr. George L. Spaulding, cop. 1898.

**The moth and the flame.** w., George Taggart. m., Max S. Witt. Jos. W. Stern & Co., cop. 1898.

**My old New Hampshire home.** w., Andrew B. Sterling. m., Harry Von Tilzer. Wm. C. Dunn & Co., cop. 1898.

**The old flame flickers, and I wonder why.** w., m., Paul Dresser. Howley, Haviland & Co., cop. 1898.

**Our country, may she always be right.** w., m., Paul Dresser. Howley, Haviland & Co., cop. 1898.

**The path that leads the other way.** w., m., Paul Dresser. Howley, Haviland & Co., cop. 1898.

**Prelude [in C sharp minor] (no. 1 in a collection of 5 piano pieces: Morceaux de fantaisie);** first published in Russia. m., Sergei Rachmaninoff. G. Schirmer, cop. 1898; Edward Schuberth & Co., cop. 1898 by C. F. Tretbar; and others.

**The rosary.** w., Robert Cameron Rogers. m., Ethelbert Nevin. Boston: The Boston Music Co., cop. 1898 by G. Schirmer, Jr.

**Salome.** Piano solo. m., William Lorraine. F. A. Mills, cop. 1898.

**She is the belle of New York (The Belle of New York).** w., Hugh Morton. m., Gustave Kerker. Harms, Inc., cop. 1898.

**She was bred in old Kentucky.** w., Harry Braisted. m., Stanley Carter. Jos. W. Stern & Co., cop. 1898.

**Society [Oh! I love society] (A Runaway Girl).** w., Aubrey Hopwood and Harry Greenbank. m., Lionel Monckton. London: Chappell & Co., Ltd., cop. 1898.

**Soldiers in the park (A Runaway Girl).** w., Aubrey Hopwood and Harry Greenbank. m., Lionel Monckton. London: Chappell & Co., Ltd., cop. 1898.

**A stein song.** Part song for TTBB. w., Richard Hovey. m., Frederic Field Bullard. Boston: Oliver Ditson Co., cop. 1898.

**Sweet Savannah.** w., m., Paul Dresser. Howley, Haviland & Co., cop. 1898.

**We fight tomorrow, mother.** w., m., Paul Dresser. Howley, Haviland & Co., cop. 1898.

**When a fellah has turned sixteen.** w., m., E. W. Rogers. T. B. Harms & Co., cop. 1898 by Francis, Day & Hunter.

**When you ain't got no more money, well, you needn't come 'round.** w., Clarence S. Brewster. m., A. Baldwin Sloane. M. Witmark & Sons, cop. 1898.

**When you were sweet sixteen.** w., m., James Thornton. M. Witmark & Sons, cop. 1898.

**You'se just a little nigger, still you'se mine, all mine.** w., m., Paul Dresser. Howley, Haviland & Co., cop. 1898.

**Your God comes first, your country next, then mother dear.** w., m., Paul Dresser. Howley, Haviland & Co., cop. 1898.

**Zizzy, ze zum, zum!** w., Karl Kennett. m., Lyn Udall. M. Witmark & Sons, cop. 1898.

In Cuba an insurrection against Spain caused the U. S. to send the battleship "Maine" to the island to protect American interests. In February the "Maine" was blown up, with 260 fatalities and—following a terrific pro-war newspaper blast—war between the U. S. and Spain broke out the following month.

Commodore Dewey defeated the Spanish fleet at Manila to such an extent that he destroyed virtually one-fifth of Spain's naval might. Two months later, at Santiago, Spain suffered another extensive naval loss—the greatest, perhaps, since the English destroyed the Spanish Armada.

In the charge up San Juan Hill, Theodore Roosevelt and his Rough Riders distinguished themselves to the extent that Roosevelt was later elected governor of New York.

Peace was declared at the end of the

## MUSICAL-HISTORICAL CAVALCADE—Continued

year, and the U. S. acquired the Philipines and Puerto Rico. Also in this year Hawaii was annexed to the U. S.

War made stage plays of the same stuff. Typical legitimate fare of the season included: "Dewey, the Hero of Manila," "Remember the Maine," etc. Two other entertainment sidelights of the season were the appearance of George M. Cohan and Al Shean. Cohan was a member of the Four Cohans, vaudeville stars, giving comedy sketches such as "Money to Burn," "Professor's Wife" and "Running for Office." Al Shean, in 1898, was manager, and a member of, the "Original Manhattan Comedy Four," giving sketches such as "The Fringe of Society's Holiday," etc.

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### 1899

**Absent.** w., Catherine Young Glen. m., John W. Metcalf. Boston: The Arthur P. Schmidt Co., cop. 1899.

**Ben Hur chariot race.** March. m., E. T. Paull. E. T. Paull Music Co., cop. 1899.

**Come home, Dewey, we won't do a thing to you.** w., m., Paul Dresser. Howley, Haviland & Co., cop. 1899.

**The curse of the dreamer.** w., m., Paul Dresser. Howley, Haviland & Co., cop. 1899.

**Doan ye cry, mah honey.** w., m., Albert W. Noll. Boston: Oliver Ditson Co., cop. 1899.

**Face to face.** Hymn. w., Mrs. Frank A. Breck. m., Grant Colfax Tullar. Tullar-Meredith Co., cop. 1899.

**Hands across the sea.** March. m., John Philip Sousa. Cincinnati: The John Church Co., cop. 1899.

**Hearts and flowers.** w., Mary D. Brine. m., Theodore Moses Tobani. Carl Fischer, cop. 1899.

**Hello! ma baby.** w., m., Joseph E. Howard and Ida Emerson. T. B. Harms & Co., cop. 1899.

**I've waited, honey, waited long for you.** w., m., George A. Nichols. Hugo V. Schlam, cop. 1899.

**I wonder if she's waiting.** w., Andrew B. Sterling. m., Harry Von Tilzer. T. B. Harms & Co., cop. 1899.

**I wonder where she is tonight.** w., m., Paul Dresser. Howley, Haviland & Co., cop. 1899.

**I'd leave my happy home for you.** w., Will A. Heelan. m., Harry Von Tilzer. Wm. C. Dunn & Co., cop. 1899.

**If only you were mine (The Singing Girl).** w., Harry B. Smith. m., Victor Herbert. M. Witmark & Sons, cop. 1899.

**In good old New York town.** w., m.,

Paul Dresser. Howley, Haviland & Co., cop. 1899.

**Mandy Lee.** w., m., Thurland Chataway. Howley, Haviland & Co., cop. 1899.

**My little Georgia Rose.** w., Robert F. Roden. m., Max S. Witt. Jos. W. Stern & Co., cop. 1899.

**My wild Irish rose (A Romance in Athlone).** w., m., Chauncey Olcott. M. Witmark & Sons, cop. 1899.

**On the banks of the Wabash far away.** w., m., Paul Dresser. Howley, Haviland & Co., cop. 1899.

**A picture no artist can paint.** w., m., J. Fred Helf. Hylands, Spencer & Yeager, cop. 1899.

**She was happy till she met you.** w., Charles Graham. m., Monroe H. Rosenfeld. Howley, Haviland & Co., cop. 1899.

**The singer and the song.** w., Will D. Cobb. m., Gus Edwards. Howley, Haviland & Co., cop. 1899.

**Six little wives (San Toy).** w., Harry Greenbank and Adrian Ross. m., Sidney Jones. London: Keith Prowse & Co., Ltd., cop. 1899 by Sidney Jones.

**Smoky mokes.** Cake walk. m., Abe Holzmänn. Feist & Frankenthaler, cop. 1899.

**Stay in your own back yard.** w., Karl Kennett. m., Lyn Udall. M. Witmark & Sons, cop. 1899.

**There's where my heart is tonight.** w., m., Paul Dresser. Howley, Haviland & Co., cop. 1899.

**We came from the same old state.** w., m., Paul Dresser. Howley, Haviland & Co., cop. 1899.

**Where the sweet magnolias grow.** w., Andrew B. Sterling. m., Harry Von Tilzer. Wm. C. Dunn & Co., cop. 1899.

**Whistling Rufus.** Two step. m., Kerry Mills. F. A. Mills, cop. 1899 (arr. as song with words by W. Murdock Lind, do., cop. 1899).

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Sir Thomas Lipton made his first attempt to take the America's yacht trophy back to England with his boat "Shamrock," but the American "Columbia" trounced the Lipton entry thrice in a row.

The horseless carriage was such a nuisance that the mechanical contrivances were barred from Central Park, N. Y.

James J. Jeffries won the heavyweight title from Bob Fitzsimmons at Coney Island, N. Y., in 11 rounds.

Food prices were about as follows: round steak 13c lb.; pork chops, 11c lb.; bacon, 14c lb.; eggs, 20c doz.; butter, 26c lb., and

## MUSICAL-HISTORICAL CAVALCADE—Continued

sugar, 6c lb. (sugar is virtually the only major food staple cheaper today than in 1889).

There was a lot of beer-drinking, and the saloon was the poor man's club.

Plays of the season included "Ben-Hur," "Sag Harbor," "Becky Sharp," "Barbara Frietchie" and the "Girl from Maxim's." Fay Templeton, comic opera and burlesque star, was playing Keith's Union Square Theatre (her favorite song: "So Long, Mary"). Marie Dressler was making a name for herself in vaudeville with a skit called "Miss Prinnt."

Arthur M. Winfield (Edward Stratemeyer) published the first volume in his vast "Rover Boys" series.

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### 1900

**A bird in a gilded cage.** w., Arthur J. Lamb. m., Harry Von Tilzer. Shapiro, Bernstein & Von Tilzer, cop. 1900.

**The blue and the gray, or, A mother's gift to her country.** w., m., Paul Dresser. Howley, Haviland & Co., cop. 1900.

**The bridge of sighs.** w., m., James Thornton. M. Witmark & Sons, cop. 1900.

**Calling to her boy just once again.** w., m., Paul Dresser. Howley, Haviland & Co., cop. 1900.

**Creole belle.** w., George Sidney. m., J. Bodewalt Lampe. Jerome H. Remick & Co., cop. 1900 by The Lampe Music Co.

**Every race has a flag but the coon.** w., m., Will A. Heelan and J. Fred Helf. Jos. W. Stern & Co., cop. 1900.

**The fatal rose of red.** w., m., J. Fred Helf and Ed. Gardenier. F. A. Mills, cop. 1900.

**For old time's sake.** w., m., Charles K. Harris. Chas. K. Harris, cop. 1900.

**Good-bye, Dolly Gray.** w., m., Barnes and Cobb. The Morse Music Co., cop. 1900; recop. 1900 by Howley, Haviland & Co.

**I can't tell why I love you, but I do.** w., Will D. Cobb. m., Gus Edwards. Howley, Haviland & Co., cop. 1900.

**I'd still believe you true.** w., m., Paul Dresser. Howley, Haviland & Co., cop. 1900.

**I've a longing in my heart for you, Louise.** w., m., Charles K. Harris. Chas. K. Harris, cop. 1900.

**In the house of too much trouble.** w., m., Will A. Heelan and J. Fred Helf. Jos. W. Stern & Co., cop. 1900.

**Just because she made dem goo-goo eyes.** w., m., John Queen and Hughie Cannon. Howley, Haviland & Co., cop. 1900.

**Ma blushin' Rosie.** w., Edgar Smith. m., John Stromberg. M. Witmark & Sons, cop. 1900.

**Midnight fire-alarm.** March. m., Harry J. Lincoln; arranged by E. T. Paull. E. T. Paull Music Co., cop. 1900.

**The shade of the palm (Florodora).** w., Owen Hall. m., Leslie Stuart [pseud. of Thomas A. Barrett]. T. B. Harms and Francis, Day & Hunter, cop. 1900 by Francis, Day & Hunter.

**Strike up the band—here comes a sailor.** w., Andrew B. Sterling. m., Charles B. Ward. Harry Von Tilzer Music Pub. Co., cop. 1900.

**The tale of the kangaroo (The Burgomaster).** w., Frank Pixley. m., Gustav Luders. M. Witmark & Sons, cop. 1900.

**Tell me pretty maiden (Florodora).** Sextet. w., Owen Hall. m., Leslie Stuart [pseud. of Thomas A. Barrett]. T. B. Harms and Francis, Day & Hunter, cop. 1900 by Francis, Day & Hunter.

**Violets.** w., Julian Fane. m., Ellen Wright. G. Ricordi & Co., cop. 1900.

**When de moon comes up behind de hill.** w., m., Paul Dresser. Howley, Haviland & Co., cop. 1900.

**When the harvest days are over, Jessie dear.** w., Howard Graham. m., Harry Von Tilzer. Shapiro, Bernstein & Von Tilzer Co., cop. 1900.

**The year's at the spring.** w., Robert Browning. m., Mrs. H. H. A. Beach. Op. 44, no. 1. Boston: Arthur P. Schmidt, cop. 1900.

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As the twentieth century dawned, the average American enjoyed his rocking chair, possibly a bath-tub, baseball, poker, early ragtime music, the bicycle, the cake-walk, and usually worked 10 or more hours per day, six full days a week.

The American League was formed as a rival baseball organization to the National League with B. B. Johnson as president.

A big department in mail-order houses was the one dispensing dream books, fortune telling paraphernalia, palm-reading guides, etc.

Virtually every woman in the land wore a shirt-waist with a high collar (often propped up via a boned structure), tucked in her waist as tightly as possible, had a full, trailing skirt and pointed shoes.

The American male donned cloth-topped, button shoes, high collars, stiff cuffs, stuck a couple of studs into his shirt bosom, and a derby on his head. Usually he had a bow tie, and most likely fleece-lined underwear.

A fire at the Hoboken, N. J., docks de-

## MUSICAL-HISTORICAL CAVALCADE—Continued

stroyed \$10,000,000 worth of property and 145 lives. In Galveston, Tex., a tornado snuffed out 6,000 lives.

Leslie E. Keeley, propounder of the widely advertised "Keeley cure" for liquor addicts, died.

The automobile now had enough enthusiastic boosters to warrant a total production of 4,192 cars in this year, valued at \$4,899,443. But the nation had less than 10 miles of paved highway.

The total population of the country was 75,994,575, and the center of population was 6 miles southeast of Columbus, Ind.

In China the Boxer rebellion took place, a curious result of which was that the Chow dog became popular in the U. S.

Popular plays were "The House That Jack Built," "Quo Vadis," and "When Knighthood Was in Flower." "Florodora" opened at the Casino, N. Y., and the Florodora sextet was a great favorite.

### 1901

**Absence makes the heart grow fonder.** w., Arthur Gillespie. m., Herbert Dillea. M. Witmark & Sons, cop. 1901.

**Any old place I can hang my hat is home sweet home to me.** w., William Jerome. m., Jean Schwartz. Shapiro, Bernstein & Von Tilzer, cop. 1901.

**Blaze away!** March. m., Abe Holzmann. Feist & Frankenthaler, cop. 1901.

**Coon! coon! coon!** w., m., Leo Friedman. Sol Bloom, cop. 1901.

**Davy Jones' locker.** w., m., H. W. Petrie. Jos. W. Stern & Co., cop. 1901.

**Don't put me off at Buffalo any more.** w., William Jerome. m., Jean Schwartz. Shapiro, Bernstein & Von Tilzer, cop. 1901.

**Down where the cotton blossoms grow.** w., Andrew B. Sterling. m., Harry Von Tilzer. Shapiro, Bernstein & Von Tilzer, cop. 1901.

**Eyes of blue, eyes of brown.** w., m., Costen and Sterling. T. B. Harms & Co., cop. 1901.

**Go way back and sit down.** w., Elmer Bowman. m., Al Johns. F. A. Mills, cop. 1901.

**Hello, central, give me heaven.** w., m., Charles K. Harris. Milwaukee: Chas. K. Harris, cop. 1901.

**Hiawatha.** Piano solo. m., Neil Moret, op. 6. Detroit: The Whitney-Warner Pub. Co., cop. 1901 by Daniels & Russell; assigned 1902 to The Whitney-Warner Pub. Co. (Published as a song, with words by James O'Dea: The Whitney-Warner Pub. Co., cop. 1903).

**I just want to go back and start the whole thing over.** w., m., Paul Dresser. Howley, Haviland & Co., cop. 1901.

**In the great somewhere.** w., m., Paul Dresser. Howley, Haviland & Dresser, cop. 1901.

**I've grown so used to you.** w., m., Thurland Chattaway. Howley, Haviland & Dresser, cop. 1901.

**Josephine, my Jo.** w., R. C. McPherson. m., James T. Brymn. Shapiro, Bernstein & Von Tilzer, cop. 1901.

**Just a-wearyin' for you.** w., Frank Stanton. m., Carrie Jacobs-Bond. Chicago: Carrie Jacobs-Bond & Son, cop. 1901 by Carrie Jacobs-Bond.

**Mighty lak' a rose.** w., Frank L. Stanton. m., Ethelbert Nevin. Cincinnati: The John Church Co., cop. 1901.

**Mr. Volunteer, or, You don't belong to the regulars, you're just a volunteer.** w., m., Paul Dresser. Howley, Haviland & Dresser, cop. 1901.

**My castle on the Nile.** w., J. W. Johnson and Bob Cole. m., Rosamond Johnson. Jos. W. Stern & Co., cop. 1901.

**My heart still clings to the old first love.** w., m., Paul Dresser. Howley, Haviland & Dresser, cop. 1901.

**O dry those tears!** w., m., Teresa Del Riego. London: Chappell & Co., Ltd., cop. 1901.

**Panamericana.** Orch. composition. m., Victor Herbert. M. Witmark & Sons, cop. 1901.

**Rip Van Winkle was a lucky man.** w., William Jerome. m., Jean Schwartz. Shapiro, Bernstein & Von Tilzer, cop. 1901.

**Sweet Annie Moore (The Casino Girl).** w., m., John H. Flynn. Howley, Haviland & Dresser, cop. 1901.

**The tale of a bumble bee (King Dodo).** w., Frank Pixley. m., Gustav Luders. M. Witmark & Sons, cop. 1901.

**There's no North or South today.** w., m., Paul Dresser. Howley, Haviland & Dresser, cop. 1901.

**Tobermory.** w., m., Harry Lauder. Francis, Day & Hunter, cop. 1901.

**Way down in old Indiana.** w., m., Paul Dresser. Howley, Haviland & Dresser, cop. 1901.

**When the birds have sung themselves to sleep.** w., m., Paul Dresser. Howley, Haviland & Dresser, cop. 1901.

**When the blue sky turns to gold.** w., m., Thurland Chattaway. Howley, Haviland & Dresser, cop. 1901.

**Where the silv'ry Colorado wends its way.** w., C. H. Scoggins. m., Charles Avril.

## MUSICAL-HISTORICAL CAVALCADE—Continued

Chicago: Will Rossiter, cop. 1901 by C. H. Scoggins and Charles Avril.

The Pan-American Exposition opened at Buffalo, N. Y. There an anarchist, with a pistol hidden in his handkerchief, shot and fatally wounded President William McKinley. Following his death, Theodore Roosevelt became president.

The Junior League of the City of New York was founded (the national organization came into being exactly 20 years later).

Andrew Carnegie was the richest man in all the world.

The perennial drive for an 8-hour day partially gained its objective when the government decreed an 8-hour maximum for work on government contracts.

Nothing was finer for women's wear than taffeta.

### 1902

**Because.** w., Edward Teschemacher. m., Guy d'Hardelot [pseud. of Mrs. W. I. Rhodes, nee Helen Guy]. London: Chappell & Co., Ltd., cop. 1902.

**Bill Bailey, won't you please come home?** w., m., Hughie Cannon. Howley, Haviland & Dresser, cop. 1902.

**Come down ma evenin' star (Twirly Wirly).** w., Robert B. Smith. m., John Stromberg. M. Witmark & Son, cop. 1902.

**Down on the farm.** w., Raymond A. Browne. m., Harry Von Tilzer. Harry Von Tilzer Music Pub. Co., cop. 1902.

**Down where the Wurzburger flows.** w., Vincent P. Bryan. m., Harry Von Tilzer. Harry Von Tilzer Music Pub. Co., cop. 1902.

**Heidelberg-Stein Song (The Prince of Pilsen).** w., Frank Pixley. m., Gustav Luders. M. Witmark & Sons, cop. 1902.

**I'm unlucky (introduced in: The Wild Rose).** w., William Jerome. m., Jean Schwartz. Shapiro, Bernstein & Co., cop. 1902.

**If money talks, it ain't on speaking terms with me.** w., m., J. Fred Helf. Sol Bloom, cop. 1902.

**In dear old Illinois.** w., m., Paul Dresser. Howley, Haviland & Dresser, cop. 1902.

**In the good old summer time.** w., Ren Shields. m., George Evans. Howley, Haviland & Dresser, cop. 1902.

**In the sweet bye and bye.** w., Vincent P. Bryan. m., Harry Von Tilzer. Harry Von Tilzer Music Pub. Co., cop. 1902.

**Jennie Lee.** w., Arthur J. Lamb. m.,

Harry Von Tilzer. Shapiro, Bernstein & Von Tilzer, cop. 1902.

**The land of hope and glory.** w., Arthur C. Benson. m., Edward Elgar. London: Boosey & Co., cop. 1902.

**The mansion of aching hearts.** w., Arthur J. Lamb. m., Harry Von Tilzer. Harry Von Tilzer Music Pub. Co., cop. 1902.

**The message of the violet (The Prince of Pilsen).** w., Frank Pixley. m., Gustav Luders. M. Witmark & Sons, cop. 1902.

**Mister Dooley (introduced in: The Chinese Honeymoon).** w., William Jerome. m., Jean Schwartz. Shapiro, Bernstein & Von Tilzer, cop. 1902.

**Oh, didn't he ramble.** w., m., Will Handy. Jos. W. Stern, cop. 1902.

**On a Sunday afternoon.** w., Andrew B. Sterling. m., Harry Von Tilzer. Harry Von Tilzer Music Pub. Co., cop. 1902.

**Pardon me, my dear Alphonse, after you, my dear Gaston.** w., Vincent P. Bryan. m., Harry Von Tilzer. Harry Von Tilzer Music Pub. Co., cop. 1902.

**Please go 'way and let me sleep.** w., m., Harry Von Tilzer. Harry Von Tilzer Music Pub. Co., cop. 1902.

**Pomp and circumstance.** March. m., Edward Elgar, op. 39, No. 1. London: Boosey & Co., cop. 1902.

**Since sister Nell heard Paderewski play.** w., Wm. Jerome. m., Jean Schwartz. Shapiro, Bernstein & Co., cop. 1902 by Shapiro, Bernstein & Von Tilzer.

**The tale of the seashell (The Prince of Pilsen).** w., Frank Pixley. m., Gustav Luders. M. Witmark & Sons, cop. 1902.

**Tessie, you are the only, only, only (sung in: The Silver Slipper).** w., m., Will R. Anderson. M. Witmark & Sons, cop. 1902.

**Under the bamboo tree (Sally in Our Alley).** w., m., Bob Cole. Jos. W. Stern & Co., cop. 1902.

**When Kate and I were comin' thro' the rye.** w., Andrew B. Sterling. m., Harry Von Tilzer. Harry von Tilzer Music Pub. Co., cop. 1902.

**When you come back they'll wonder who the — you are.** w., m., Paul Dresser. Howley, Haviland & Dresser, cop. 1902.

About 9,000 automobiles worth \$10,400,000 were now produced in the U. S.

Pittsburgh won the National League pennant with a total of 103 victories to 36 defeats. Philadelphia was the American League champion with 83 wins to 53 defeats.

Horse racing was edging into the big-

## MUSICAL-HISTORICAL CAVALCADE—Continued

time. During this year the Green B. Morris stable reaped the heaviest winnings—\$98,350.

In Los Angeles one Thomas J. Tally opened a theatre for films only.

Women's wear currently required mountains of lace, embroidery and braid. Open-work stockings and hats perched high on the head were other feminine fashion enticements.

The Cherry Sisters as popular entertainers were at their zenith.

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### 1903

**Ain't it funny what a difference just a few hours make? (The Yankee Consul).** w., Henry M. Blossom, Jr. m., Alfred G. Robyn. M. Witmark & Sons, cop. 1903.

**Always in the way.** w., m., Charles K. Harris. Chas. K. Harris, cop. 1903.

**Always leave them laughing when you say good-bye (Mother Goose).** w., m., George [Michael] Cohan. F. A. Mills, cop. 1903.

**Bedelia.** w., William Jerome. m., Jean Schwartz. Shapiro, Bernstein & Co., cop. 1903.

**The boys are coming home to-day.** w., m., Paul Dresser. Howley, Haviland & Dresser, cop. 1903.

**The burning of Rome.** March. m., E. T. Paul. E. T. Paul Music Co., cop. 1903.

**Dear old girl.** w., Richard Henry Buck. m., Theodore F. Morse. Howley, Haviland & Dresser, cop. 1903.

**Good-bye, Eliza Jane.** w., Andrew B. Sterling. m., Harry Von Tilzer. Harry Von Tilzer Music Pub., Co., cop. 1903.

**Four Indian love lyrics—(1) The temple bells; (2) Less than the dust; (3) Kashmiri song; (4) Till I Wake.** w., Laurence Hope. m., Amy Woodforde-Finden. London: Boosey & Co., Ltd., cop. 1902 by Mrs. Woodforde-Finden; new edition, cop. 1903 by Boosey & Co.

**Hannah!** w., Joseph C. Farrell. m., Henry Frantzen. Howley, Haviland & Dresser, cop. 1903.

**I can't do the sum (Babes in Toyland).** w., Glen MacDonough. m., Victor Herbert. M. Witmark & Sons, cop. 1903.

**Ida! sweet as apple cider!** w., m., Eddie Leonard. Jos. W. Stern & Co., cop. 1903.

**Laughing Water (Mother Goose).** w., George Totten Smith. m., Frederick W. Hager. Sol Bloom, cop. 1903.

**Lazy moon.** w., Bob Cole. m., Rosamond Johnson. Jos. W. Stern & Co., cop. 1903.

**Lincoln, Grant or Lee.** w., m., Paul

Dresser. Howley, Haviland & Dresser, cop. 1903.

**The march of the toys (Babes in Toyland).** m., Victor Herbert. M. Witmark & Sons, cop. 1903.

**Mother o' mine!** w., Rudyard Kipling. m., Frank E. Tours. Chappell & Co., cop. 1903.

**My task.** Sacred song. w., Maude Louise Ray. m., Emma L. Ashford [Mrs. John Ashford, nee Hindle]. Dayton, Ohio: Lorenz Pub. Co., cop. 1903.

**Navajo.** w., Harry H. Williams. m., Egbert Van Alstyne. Shapiro, Bernstein & Co., cop. 1903.

**Oh, isn't it singular!** w., J. P. Harrington. m., George LeBrunn. T. B. Harms & Co., cop. 1903 by Francis, Day & Hunter.

**Open the gates of the temple.** Sacred song. w., Fanny Crosby. m., Mrs. Joseph F. Knapp [nee Phoebe Palmer]. Wm. A. Pond & Co., cop. 1903 by Mrs. Joseph F. Knapp.

**Show the white of yo' eye.** w., m., Stanley Crawford. Shapiro, Bernstein & Co., cop. 1903.

**[Sweet Adeline.] You're the flower of my heart, sweet Adeline.** w., Richard H. Gerard. m., Harry Armstrong. M. Witmark & Sons, cop. 1903.

**That's what the daisy said.** w., m., Albert Von Tilzer. Harry Von Tilzer Music Pub. Co., cop. 1903.

**Toyland (Babes in Toyland).** w., Glen MacDonough. m., Victor Herbert. M. Witmark & Sons, cop. 1903.

**The voice of the Hudson.** w., m., Paul Dresser. Howley, Haviland & Dresser, cop. 1903.

**Where are the friends of other days?** w., m., Paul Dresser. Howley, Haviland & Dresser, cop. 1903.

**Your dad gave his life for his country.** w., Harry J. Breen. m., T. Mayo Geary. The American Advance Music Co., cop. 1903.

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In filmdom two important milestones were erected in this year: (1) the filming of "The Great Train Robbery"; and (2) the advent of the nickelodeon.

Women's agitation for union rights resulted in the formation of the National Women's Trade Union League.

From Kill Devil Hill, near Kitty Hawk, N. C., Wilbur and Orville Wright launched the first successful mechanical airplane. It soared aloft for 12 seconds. On the fourth try it remained in flight for nearly a minute and covered about 850 feet in the face of a 20-mile wind.

In Chicago the Iroquois Theatre caught

## MUSICAL-HISTORICAL CAVALCADE—Continued

fire, and 566 persons perished—a catastrophe that neither Chicago nor theatre owners have ever forgotten.

American institutions of higher learning (colleges and universities) had the unprecedented attendance of 86,000 men and 42,000 women. (Currently attendance is more than eight times these figures.)

What the well-dressed woman should wear for bicycling, outings and such, included: a shirtwaist, a skirt, a straw sailor hat, and a stiff collar with a bow tie.

The "world series," as it is known in modern times, was launched. Boston (American League) beat Pittsburgh (National League) five games to three.

Enrico Caruso (who had made his debut in Naples, Italy, in 1884) made his American debut at the Metropolitan Opera House, N. Y.

### 1904

**Absinthe frappe (It Happened in Nordland).** w., Glen MacDonough. m., Victor Herbert. M. Witmark & Sons, cop. 1904.

**Al fresco.** Orch. composition. m., Victor Herbert. M. Witmark & Sons, cop. 1904.

**Alexander, don't you love your baby no more.** w., Andrew B. Sterling. m., Harry Von Tilzer. Harry Von Tilzer Music Pub. Co., cop. 1904.

**Back, back, back to Baltimore.** w., Harry H. Williams. m., Egbert Van Alstyne. Shapiro, Remick & Co., cop. 1904.

**Blue bell.** w., Edward Madden. m., Theodore F. Morse, F. B. Haviland Pub. Co., Inc., cop. 1904.

**Come, take a trip in my air-ship.** w., Ren Shields. m., George Evans. Chas. K. Harris, cop. 1904.

**Down on the Brandywine.** w., Vincent P. Bryan. m., J. B. Mullen. Shapiro, Remick & Co., cop. 1904.

**Ellen O'Hagen.** w., m., Anita Owen. Chicago: Wabash Music Co., cop. 1904.

**Give my regards to Broadway (Little Johnny Jones).** w., m., George M[ichael] Cohan. F. A. Mills, cop. 1904.

**Good-bye, Flo (Little Johnny Jones).** w., m., George M[ichael] Cohan. F. A. Mills, cop. 1904.

**Good-bye, little girl, good-bye.** w., Will D. Cobb. m., Gus Edwards. M. Witmark & Sons, cop. 1904 by Cobb & Edwards; assigned 1904 to M. Witmark & Sons.

**Good bye, my lady love.** w., m., Jos. E. Howard. Chas. K. Harris, cop. 1904.

**Hannah, won't you open that door?** w.,

Andrew B. Sterling. m., Harry Von Tilzer. Harry Von Tilzer Music Pub. Co., cop. 1904.

**I've got a feelin' for you, or, Way down in my heart.** w., Edward Madden. m., Theodore F. Morse. F. B. Haviland Pub. Co., Inc., cop. 1904.

**I may be crazy, but I ain't no fool.** w., m., Alex. Rogers. The Attucks Music Pub. Co., cop. 1904.

**In Zanzibar—My little chimpanzee (The Medal and the Maid).** w., Will D. Cobb. m., Gus Edwards. Shapiro, Remick & Co., cop. 1904.

**Life's a funny proposition after all (Little Johnny Jones).** w., m., George M[ichael] Cohan. F. A. Mills, cop. 1904.

**A little boy called "Taps."** w., Edward Madden. m., Theodore F. Morse. F. B. Haviland Pub. Co., cop. 1904.

**The man with the ladder and the hose.** w., m., T. Mayo Geary. The Paul Dresser Pub. Co., cop. 1904 by The American Advance Music Co.

**My honey Lou.** w., m., Thurland Chataway. F. B. Haviland Pub. Co., Inc., cop. 1904.

**Nan! Nan! Nan!** w., Edward Madden. m., Theodore F. Morse. F. B. Haviland Pub. Co., Inc., cop. 1904.

**Now sleeps the crimson petal.** w., Alfred Lord Tennyson. m., Roger Quilter. Boosey & Co., cop. 1904.

**Please come and play in my yard.** w., Edward Madden. m., Theodore F. Morse. F. B. Haviland Pub. Co., Inc., cop. 1904.

**The preacher and the bear.** w., m., Joe Arzonja. Philadelphia: Eclipse Publishing Co., cop. 1904 by Longbrake and Arzonja; assigned 1905 to Jos. Morris Co., Philadelphia.

**She went to the city.** w., m., Paul Dresser. James H. Curtin, cop. 1904.

**Stop ye tickling, Jock!** w., Harry Lauder and Frank Folley. m., Harry Lauder. Harms, Inc., cop. 1904 by Francis, Day & Hunter.

**Sweet thoughts of home (Love's Lottery).** w., Stanislaus Stange. m., Julian Edwards. M. Witmark & Sons, cop. 1904.

**The tale of the turtle dove (Woodland).** w., Frank Pixley. m., Gustav Luders, M. Witmark & Sons, cop. 1904.

**Teasing.** w., Cecil Mack. m., Albert Von Tilzer. The York Music Co., cop. 1904.

**There once was an owl (Babette).** w., Harry B. Smith. m., Victor Herbert. M. Witmark & Sons, cop. 1904.

**Three for Jack.** w., Fred E. Weatherly.

## MUSICAL-HISTORICAL CAVALCADE—Continued

m., W. H. Squire. London: Chappell & Co., Ltd., cop. 1904.

**The trumpeter.** w., J. Francis Barron. m., J. Airlie Dix. London: Boosey Co., Ltd., cop. 1904.

**When I'm away from you, dear.** w., m., Paul Dresser. Howley-Dresser Co., cop. 1904.

**Where the southern roses grow.** w., Richard H. Buck. m., Theodore F. Morse. F. B. Haviland Pub. Co., cop. 1904.

**The Yankee Doodle boy (Little Johnny Jones).** w., m., George M[ichael] Cohan. F. A. Mills, cop. 1904.

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The St. Louis Exposition was the wonder of the day.

In New York City the first subway opened.

Also in New York City the steamer "General Slocum" caught fire in Hell Gate. 1,021 lives were lost.

Eugene V. Debs was the perennial Socialist candidate for president. In 1904 he was making his second of a total of five tries for the presidency.

As an article of feminine wear, the shirt-waist was setting a record for staying in vogue. This year saw the shirtwaist still at its zenith. One enthusiastic salesman volunteered the public statement that it was here to stay forever.

The "rich man's" depression of 1904 was the nineteenth financial setback since 1790. It lasted one year.

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### 1905

**Bandana land (It Happened in Nordland).** w., Glen MacDonough. m., Victor Herbert. M. Witmark & Sons, cop. 1905.

**A bowl of roses.** w., W. E. Henley. m., Robert Coningby Clarke. London: Chappell & Co., Ltd., cop. 1905.

**Claire de lune (in: Suite Bergamasque).** Piano solo. m., Achille Claude Debussy. Paris: E. Fromont, cop. 1905.

**Daddy's little girl.** w., Edward Madden. m., Theodore F. Morse. F. B. Haviland Pub. Co., Inc., cop. 1905.

**The day that you grew colder.** w., m., Paul Dresser. The Paul Dresser Pub. Co., cop. 1905.

**Dearie.** w., m., Clare Kummer. Jos. W. Stern & Co., cop. 1905.

**Forty-five minutes from Broadway (Forty-five Minutes From Broadway).** w., m., George M[ichael] Cohan. F. A. Mills, cop. 1905.

**Fou the noo, or, Something in the bottle**

**for the morning.** w., Harry Lauder and Gerald Grafton. m., Harry Lauder. T. B. Harms & Francis, Day & Hunter, cop. 1905 by Francis, Day & Hunter, London.

**He's me pal.** w., Vincent P. Bryan. m., Gus Edwards. M. Witmark & Sons. cop. 1905.

**I don't care.** w., Jean Lenox. m., Harry O. Sutton. Shapiro, Remick & Co., cop. 1905.

**I want what I want when I want it (Mlle. Modiste).** w., Henry Blossom. m., Victor Herbert. M. Witmark & Sons, cop. 1905.

**In my merry Oldsmobile.** w., Vincent P. Bryan. m., Gus Edwards. M. Witmark & Sons, cop. 1905.

**In the shade of the old apple tree.** w., Harry H. Williams. m., Egbert Van Alstyne. Shapiro, Remick & Co., cop. 1905.

**Jim Judson—from the town of Hackensack.** w., m., Paul Dresser. The Paul Dresser Pub. Co., cop. 1905.

**Just a little rocking chair and you.** w., Bert Fitzgibbon and Jack Drislane. m., Theodore F. Morse. F. B. Haviland Pub. Co., cop. 1905.

**Keep a little cozy corner in your heart for me.** w., Jack Drislane. m., Theodore F. Morse. F. B. Haviland Pub. Co., cop. 1905.

**Kiss me again (If I Were on the Stage) (Mlle. Modiste).** w., Henry Blossom. m., Victor Herbert. M. Witmark & Sons, cop. 1905.

**A knot of blue (It Happened in Nordland).** w., Glen MacDonough. m., Victor Herbert. M. Witmark & Sons, cop. 1905.

**The leader of the German band.** w., Edward Madden. m., Theodore F. Morse. F. B. Haviland Pub. Co., cop. 1905.

**Longing for you.** w., Jack Drislane. m., Theodore F. Morse. F. B. Haviland Pub. Co., cop. 1905.

**Mary's a grand old name (Forty-five Minutes From Broadway).** w., m., George M[ichael] Cohan. F. A. Mills, cop. 1905.

**The moon has his eyes on you.** w., Billy Johnson. m., Albert Von Tilzer. The York Music Co., cop. 1905.

**My gal Sal, or, They called her frivolous Sal.** w., m., Paul Dresser. The Paul Dresser Pub. Co., cop. 1905.

**My gilding star.** w., m., Thurland Chat-taway. F. B. Haviland Pub. Co., cop. 1905.

**My guiding star.** w., m., Thurland Chat-m., Jean Schwartz. Jerome H. Remick & Co., cop. 1905.

**Nobody.** w., Alex Rogers. m., Bert A. Williams. The Attucks Music Pub. Co., cop. 1905.



## MUSICAL-HISTORICAL CAVALCADE—Continued

**One called "Mother" and the other "Home sweet home."** w., William Cahill. m., Theodore F. Morse. F. B. Haviland Pub. Co., cop. 1905.

**A picnic for two.** w., Arthur J. Lamb. m., Albert Von Tilzer. The York Music Co., cop. 1905.

**She waits by the deep blue sea.** w., Edward Madden. m., Theodore F. Morse. F. B. Haviland Pub. Co., cop. 1905.

**So long Mary (Forty-five Minutes From Broadway).** w., m., George M[ichael] Cohan. F. A. Mills, cop. 1905.

**Stand up and fight like h—— (Forty-five Minutes From Broadway).** w., m., George M[ichael] Cohan. F. A. Mills, cop. 1905.

**Starlight.** w., Edward Madden. m., Theodore F. Morse. F. B. Haviland Pub. Co., cop. 1905.

**Take me back to your heart again.** w., Collin Davis. m., Frank J. Richmond. M. Witmark & Sons, cop. 1905.

**Tammany.** w., Vincent P. Bryan. m., Gus Edwards. M. Witmark & Sons, cop. 1905.

**The town where I was born.** w., m., Paul Dresser. Jerome H. Remick & Co., cop. 1905 by Paul Dresser.

**Wait 'til the sun shines, Nellie,** w., Andrew B. Sterling. m., Harry Von Tilzer. Harry Von Tilzer Music Co., cop. 1905.

**We've been chums for fifty years.** w., m., Thurland Chattaway. New York Music Pub. House, cop. 1905.

**What you goin' to do when the rent comes 'round?—Rufus Rastus Johnson Brown.** w., Andrew B. Sterling. m., Harry Von Tilzer. Harry Von Tilzer Music Pub. Co., cop. 1905.

**When the bell in the lighthouse rings ding, dong.** w., Arthur J. Lamb. m., Alfred Solman. Jos. W. Stern & Co., cop. 1905.

**When the mocking birds are singing in the wildwood.** w., Arthur J. Lamb. m., H. B. Blake. Jerome H. Remick & Co., cop. 1905.

**Where the morning glories twine around the door.** w., Andrew B. Sterling. m., Harry Von Tilzer. Harry Von Tilzer Music Pub. Co., cop. 1905.

**The whistler and his dog.** Orch. composition. m., Arthur Pryor. Carl Fischer, cop. 1905.

**Will you love me in December as you do in May?** w., James J. Walker. m., Ernest R. Ball. M. Witmark & Sons, cop. 1905.

**A woman is only a woman but a good**

**cigar is a smoke (Miss Dolly Dollars).** w., Harry B. Smith. m., Victor Herbert. M. Witmark & Sons, cop. 1905.

**Would you care?** w., m., Charles K. Harris. Chas. K. Harris, cop. 1905.

The solution to the problem of what to give young folks as a birthday present was discovered—Omar Khayyam's "Rubaiyat." So great was the vogue for this poetic work that hand-painted versions of it were hung on parlor walls.

In Chicago the Rotary Club was founded.

Twenty-five thousand passenger automobiles and 450 motor trucks were manufactured.

U. S. thirst increased. Distillers poured out 47,000,000 gals. of whisky, 12,000,000 gals. of gin, and 50,000,000 barrels of fermented malt liquor.

William Randolph Hearst acquired *Cosmopolitan* magazine (*Good Housekeeping* in 1911; and *Harper's Bazaar* in 1912).

## 1906

**All in down and out.** w., R. C. McPherson (Cecil Mack). m., Smith, Johnson and Elmer Bowman. The Gotham-Attucks Music Co., cop. 1906.

**Anchors aweigh.** w., A. H. Miles and R. Lovell. m., Charles A. Zimmerman. Cop. 1906 by Ida M. Zimmerman; assigned 1929 to Robbins Music Corp.

**Arrah wanna.** w., Jack Drislane. m., Theodore F. Morse. F. B. Haviland Pub. Co., cop. 1906.

**At dawning.** w., Nelle Richmond Eberhart. m., Charles Wakefield Cadman, Op. 29, no. 1. Boston: Oliver Ditson Co., cop. 1906.

**Bake dat chicken pie.** w., m., Frank Dumont. M. Witmark & Sons, cop. 1906.

**Because you're you (The Red Mill).** w., Henry Blossom. m., Victor Herbert. M. Witmark & Sons, cop. 1906.

**The bird on Nellie's hat.** w., Arthur J. Lamb. m., Alfred Solman. Jos. W. Stern & Co., cop. 1906.

**Blow the smoke away (The Time, the Place and the Girl).** w., Will M. Hough and Frank R. Adams. m., Joseph E. Howard. Chas. K. Harris, cop. 1906.

**Cheyenne.** w., Harry H. Williams. m., Egbert Van Alstyne. Jerome H. Remick & Co., cop. 1906.

**Chinatown, my Chinatown.** w., William Jerome. m., Jean Schwartz. Jerome H. Remick & Co., cop. 1906.

## MUSICAL-HISTORICAL CAVALCADE—Continued

**College life.** w., Porter Emerson Browne. m., Henry Frantzen. F. B. Haviland Pub. Co., Inc., cop. 1906.

**Dreaming.** w., L. W. Heiser. m., J. Anton Dailey. Jerome H. Remick & Co., cop. 1906.

**Ethel Levey's Virginia song—I was born in Virginia (George Washington, Jr.).** w., m., George M[ichael] Cohan. F. A. Mills, cop. 1906.

**Every day is ladies' day to me (The Red Mill).** w., Henry Blossom. m., Victor Herbert. M. Witmark & Sons, cop. 1906.

**The good old U. S. A.** w., Jack Drislane. m., Theodore F. Morse. F. B. Haviland Pub. Co., cop. 1906.

**He's a cousin of mine (Marrying Mary).** w., Cecil Mack. m., Chris. Smith and Silvio Hein. Gotham-Attucks Music Co., Inc., cop. 1906.

**He walked right in, turned around and walked right out again.** w., Ed. Rose. m., Maxwell Silver. F. A. Mills, cop. 1906.

**I just can't make my eyes behave (A Parisian Model).** w., m., Will D. Cobb and Gus Edwards. Gus Edwards Music Pub. Co., cop. 1906.

**I love a lassie, or, Ma Scotch bluebell.** w., m., Harry Lauder and Gerald Grafton. Harms, Inc., cop. 1906 by Francis, Day & Hunter, London.

**I love you truly.** w., m., Carrie Jacobs-Bond. Chicago: Carrie Jacobs-Bond & Son, cop. 1906 by Carrie Jacobs-Bond.

**If Washington should come to life (George Washington, Jr.).** w., m., George M[ichael] Cohan. F. A. Mills, cop. 1906.

**The isle of our dreams (The Red Mill).** w., Henry Blossom. m., Victor Herbert. M. Witmark & Sons, cop. 1906.

**Keep on the sunny side.** w., Jack Drislane. m., Theodore F. Morse. F. B. Haviland Pub. Co., cop. 1906.

**A lemon in the garden of love (The Spring Chicken).** w., M. E. Rourke. m., Richard Carle. M. Witmark & Sons, cop. 1906.

**Let it alone.** w., Alex Rogers. m., Bert A. Williams. The Gotham-Attucks Music Co., cop. 1906.

**Love me and the world is mine.** w., Dave Reed, Jr. m., Ernest R. Ball. M. Witmark & Sons, cop. 1906.

**Moonbeams (The Red Mill).** w., Henry Blossom. m., Victor Herbert. M. Witmark & Sons, cop. 1906.

**My laddie.** w., Princess Troubetzkoy. m., William Armour Thayer. G. Schirmer, Inc., cop. 1906.

**My Mariuccia take a steamboat.** w., George Ronklyn. m., Al Piantadosi. Shapiro, Bernstein & Co., cop. 1906.

**National emblem.** March. m., E. E. Bagley. Boston: Walter Jacobs, Inc., cop. 1906 by Ernest S. Williams.

**No wedding bells for me.** w., E. P. Moran and Will A. Heelan. m., Seymour Furth. Shapiro Music Publisher, cop. 1906 by Maurice Shapiro.

**Nothing new beneath the sun (The Governor's Son).** w., m., George M[ichael] Cohan. F. A. Mills, cop. 1906.

**Since father went to work.** w., m., William Cahill. Jos. Stern & Co., cop. 1906.

**That's the reason noo I wear a kilt.** w., Harry Lauder and A. B. Kendal. m., Harry Lauder. T. B. Harms & Francis, Day & Hunter, cop. 1906 by Francis, Day & Hunter, London.

**Waiting at the church, or, My wife won't let me.** w., Fred W. Leigh. m., Henry E. Pether. T. B. Harms & Co., cop. 1906 by Francis, Day & Hunter.

**Waltz me around again Willie—'round, 'round, 'round.** w., Will D. Cobb. m., Ren Shields. F. A. Mills, cop. 1906.

**What's the use of loving if you can't love all the time.** w., Joseph Mittenhal. m., Harry Armstrong. Shapiro Music Publisher, cop. 1906 by Maurice Shapiro.

**When you know you're not forgotten by the girl you can't forget.** w., Ed. Gardener. m., J. Fred Helf. Helf & Hager Co., Inc., cop. 1906.

**Won't you come over to my house.** w., Harry H. Williams. m., Egbert Van Alstyne. Jerome H. Remick & Co., cop. 1906.

**You're a grand old flag (George Washington, Jr.).** w., m., George M[ichael] Cohan. F. A. Mills, cop. 1906.

**You can have Broadway (George Washington, Jr.).** w., m., George M[ichael] Cohan. F. A. Mills, cop. 1906.

One Roy Knabenshue upset the schedule of both Houses of Congress when he sailed a dirigible around the dome of the Capitol.

Utopian-socialist ideas once more made the headlines. Woodrow Wilson, then president of Princeton, attributed parlor socialism to the automobile. Theodore Roosevelt was contemptuous of the whole thing. Meantime, Maxim Gorky, famed Russian revolutionist, arrived in the U. S. to invoke interest in the freedom of the Russians.

Anna Held, toast of Broadway blades, was singing "I Just Can't Make My Eyes Behave."

In San Francisco a tremendously disastrous earthquake claimed 450 lives and destroyed \$350,000,000 worth of property.

The Broadway legitimate stage, in its

## MUSICAL-HISTORICAL CAVALCADE—Continued

modern form (as opposed to oldtime rapid, stock producing), was assuming a stride that was to hit full speed in another five years. Plays of the season included "The Lion and the Mouse" (it had a two-year run), "Peter Pan" (with Maude Adams), "The College Widow" (370 odd performances), "Hedda Gabler" (with Alla Nazimova), "The New York Idea" (with Minnie Maddern Fiske). "Pantaloons," "Mlle. Modiste" (with Fritzi Scheff), "Forty-Five Minutes from Broadway" (by George M. Cohan and starring Fay Templeton), "His House in Order" (with John Drew and Margaret Illington), and "Clarice" (with William Gillette).

Harry K. Thaw, heir to a Pittsburgh fortune, killed Stanford White, best-known U. S. architect. At the murder trial the defense counsel coined a term when he said Thaw had "a brainstorm."

Alice Lee Roosevelt, daughter of President Theodore Roosevelt, married Congressman Nicholas Longworth—a long-remembered social event. The bride started the vogue for Alice blue.

In Athens the U. S. won the Olympic games with 75 points. England trailed in second place with 41.

Theodore Roosevelt was the first U. S. President to set foot on foreign soil when he visited Panama.

Picture hats with ostrich plumes were the latest feminine headgear.

Willie and Eugene Howard were a solid vaudeville hit.

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### 1907

**As long as the world rolls on.** w., George Graff, Jr. m., Ernest R. Ball. M. Witmark & Sons, cop. 1907.

**Because I'm married now.** w., m., Herbert Ingraham. Shapiro, Bernstein & Co., cop. 1907.

**The best I get is much obliged to you.** w., m., Benjamin Hapgood Burt. Jerome H. Remick & Co., cop. 1907.

**Bon bon buddy.** w., Alex Rogers. m., Will Marion Cook. The Gotham-Attucks Music Co., cop. 1907.

**Budweiser's a friend of mine.** w., Vincent P. Bryan. m., Seymour Furth. Shapiro, Bernstein & Co., cop. 1907.

**Come along my Mandy! (The Jolly Bachelors)** w., m., Tom Mellor, Alfred J. Lawrence and Harry Gifford. American version by Nora Bayes and Jack Norworth. T. B. Harms & Francis, Day & Hunter, cop. 1907 by Francis, Day & Hunter.

**Come to the land of Bohemia.** w., m., Ren Shields and George Evans. F. A. Mills, cop. 1907.

**The glow-worm—original German title: Gluehwuermchen.** English words: Lilla Cayley Robinson. w., m., Paul Lincke. Jos. W. Stern & Co., cop. 1902 by Apolla Verlag, Berlin; cop. 1907 by Jos. W. Stern & Co.

**Harrigan (Fifty Miles From Boston).** w., m., George M[ichael] Cohan. F. A. Mills, cop. 1907.

**He goes to church on Sunday (introduced in: The Orchid).** w., Vincent Bryan. m., E. Ray Goetz. Shapiro Music Publisher, cop. 1907 by Maurice Shapiro.

**Honey Boy.** w., Jack Norworth. m., Albert Von Tilzer. Broadway Music Corp., cop. 1907.

**Hoo-oo!—Ain't you coming out to-night.** w., m., Herbert Ingraham. Shapiro, Bernstein & Co., cop. 1907.

**I'm a popular man (The Honeymooners).** w., m., George M[ichael] Cohan. F. A. Mills, cop. 1907.

**I'm afraid to come home in the dark.** w., Harry H. Williams. m., Egbert Van Alstyne. Jerome H. Remick & Co., cop. 1907.

**I love you so—Merry Widow Waltz (The Merry Widow).** w., Adrian Ross. m., Franz Lehar. London: Chappell & Co., Ltd., cop. 1907.

**I want you (The Talk of New York).** w., m., George M[ichael] Cohan. Leo Feist, Inc., cop. 1907.

**I wish I had a girl.** w., Gus Kahn. m., Grace Le Boy. Thompson Music Co., cop. 1907; assigned 1909 to Jerome H. Remick & Co.

**I'd rather be a lobster than a wise guy.** w., Edward Madden. m., Theodore F. Morse. F. B. Haviland Pub. Co., Inc., cop. 1907.

**If I'm going to die I'm going to have some fun (The Honeymooners)** w., m., George M[ichael] Cohan. F. A. Mills, cop. 1907.

**In the wildwood where the blue bells grew.** w., m., Herbert H. Taylor. New York Music Pub. House, cop. 1907.

**It's delightful to be married (The Parisian Model).** w., Anna Held. m., V. Scotto. Jos. W. Stern & Co., cop. 1907.

**It's great to be a soldier man.** w., Jack Drislane. m., Theodore F. Morse. F. B. Haviland Pub. Co., cop. 1907.

**Maxim's (The Merry Widow).** w., Adrian

## MUSICAL-HISTORICAL CAVALCADE—Continued

Ross. m., Franz Lehar. London: Chappell & Co., Ltd., cop. 1907.

**Nobody's little girl.** w., Jack Drislane. m., Theodore F. Morse. F. B. Haviland Pub. Co., Inc., cop. 1907.

**On the road to Mandalay.** w., Rudyard Kipling. m., Oley Speaks. Cincinnati: The John Church Co., cop. 1907.

**La partida—The farewell.** w., E. Blasco. m., F. M. Alvarez. G. Schirmer, Inc., cop. 1907.

**Red wing.** w., Thurland Chattaway. m., Kerry Mills. F. A. Mills, cop. 1907.

**San Antonio.** w., Harry H. Williams. m., Egbert Van Alstyne. Jerome H. Remick & Co., cop. 1907.

**School days.** w., Will D. Cobb. m., Gus Edwards. Gus Edwards Pub. Co., cop. 1907.

**She's the fairest little flower dear old Dixie ever grew.** w., Ashley S. Johnson. m., Theodore F. Morse. F. B. Haviland Pub. Co., cop. 1907.

**The sweetest flower the garden grew.** w., m., Thurland Chattaway. F. B. Haviland Pub. Co., cop. 1907.

**Take me around again.** w., Ed. Rose. m., Kerry Mills. F. A. Mills, cop. 1907.

**Take me back to New York town.** w., Andrew B. Sterling. m., Harry Von Tilzer. Harry Von Tilzer Music Pub. Co., cop. 1907.

**That lovin' rag.** w., Victor H. Smalley. m., Bernie Adler. F. B. Haviland Pub. Co., Inc., cop. 1907.

**There's a girl in this world for every boy, and a boy for every girl.** w., Will D. Cobb. m., Ted Snyder. F. A. Mills, cop. 1907.

**There never was a girl like you.** w., Harry H. Williams. m., Egbert Van Alstyne. Jerome H. Remick & Co., cop. 1907.

**Tommy, lad!** w., Edward Teschemacher. m., E. J. Margetson. London: Boosey & Co., Ltd., cop. 1907.

**Two blue eyes.** w., Edward Madden. m., Theodore F. Morse. F. B. Haviland Pub. Co., Inc., cop. 1907.

**Two little baby shoes.** w., Edward Madden. m., Theodore F. Morse. F. B. Haviland Pub. Co., Inc., cop. 1907.

**Under any old flag at all (The Talk of New York).** w., m., George M[ichael] Cohan. F. A. Mills, cop. 1907.

**Vilia (The Merry Widow).** w., Adrian Ross. m., Franz Lehar. London: Chappell & Co., Ltd., cop. 1907.

**When a fellow's on the level with a girl that's on the square (The Talk of New**

**York).** w., m., George M[ichael] Cohan. F. A. Mills, cop. 1907.

**When sweet Marie was sweet sixteen.** w., Raymond Moore. m., Ernest R. Ball. M. Witmark & Sons, cop. 1907.

**When the birds in Georgia sing of Tennessee.** w., Arthur J. Lamb. m., Ernest R. Ball. M. Witmark & Sons, cop. 1907.

**When we are m-a-double-r-i-e-d (Fifty Miles From Boston).** w., m., George M[ichael] Cohan. F. A. Mills, cop. 1907.

**Won't you be my honey?** w., Jack Drislane. m., Theodore F. Morse. F. B. Haviland Pub. Co., Inc., cop. 1907.

**Won't you waltz "Home sweet home" with me?** w., m., Herbert Ingraham. Shapiro, Bernstein & Co., cop. 1907.

**You splash me and I'll splash you.** w., Arthur J. Lamb. m., Alfred Solman. Jos. W. Stern & Co., cop. 1907.

Entertainment and show business continued sharply on the upgrade. Vaudeville headliners of the year included: Eddie Foy, Al Jolson, Julia Sanderson, Joe Cook (in a juggling act with his brothers), Harry Houdini, Gertrude Hoffman, Hardeen (Houdini's brother), Irene Franklin, Adele and Fred Astaire (in a juvenile act), Vesta Victoria, Elsie Janis, Gracie Emmett, Alice Lloyd, George "Honey Boy" Evans, Pat Rooney, Trixie Friganza, and Buster Keaton (then 16, and playing in a family act). Harry Lauder made his second U. S. appearance. Ned Wayburn was a vaudeville stager and manager. Leo Carrillo had a vaudeville act and was cartooning for *Variety* besides. B. A. Rolfe was a vaudeville producer.

There were more than 400 nickelodeons in business, and D. W. Griffith became a film director. Song-slide pictures were popular.

On the legitimate stage the outstanding event was the production of "The Merry Widow." Concurrently the first Ziegfeld "Follies" was produced, starring Nora Bayes. Long-run plays included "The Red Mill," "The Great Divide," "The Three of Us," and "The Chorus Lady."

The latest craze was the game of "diabolo"—a piece of wood tossed around by a cord attached to two sticks.

The first round-the-world cruise was made by the U. S. battle fleet, 16 ships under command of Admiral R. D. Evans.

Fashion finally did something to the shirtwaist—perforations, embroidered at the edges, were put into it, and it was now called the "peek-a-boo" shirtwaist. It was very daring.

## MUSICAL-HISTORICAL CAVALCADE—Continued

Augustus Saint-Gaudens, America's greatest sculptor, died.

In a scandal over the Honduras Lottery, resulting in fines and court sentences of various kinds, lotteries in the U. S. came to an end.

May Sutton beat all contenders to win the women's lawn tennis championship of England.

Oklahoma was admitted to the Union.

Richard Strauss' "Salome" created a vast scandal after it was staged at the Metropolitan Opera. Not long afterwards vaudeville was full of Salome dancers.

The U. S. complained about the twentieth depression since 1790.

In Jamestown (Va.) the Jamestown Exposition opened.

Ladies considered feather boas very stylish.

### 1908

**Ask her while the band is playing (The Rose of Algeria).** w., Glen MacDonough. m., Victor Herbert. Chas. K. Harris, cop. 1908.

**Bl—nd and p—g spells blind pig.** w., Junie McCree. m., Albert Von Tilzer. The York Music Co., cop. 1908.

**Come on down town (The Yankee Prince).** w., m., George M. Cohan. Cohan and Harris, cop. 1908.

**Consolation.** w., Edward Madden. m., Theodore F. Morse. F. B. Haviland Pub. Co., cop. 1908.

**Cuddle up a little closer (The Three Twins).** w., Otto Harbach. m., Karl Hoschna. M. Witmark & Sons, cop. 1908.

**Daisies won't tell.** w. m., Anita Owen. Jerome H. Remick & Co., cop. 1908.

**Danse negre.** Piano solo. m., Cyril Scott, op. 58, No. 5. London: Elkin & Co., cop. 1908.

**Don't take me home.** w., Vincent Bryan. m., Harry Von Tilzer. Harry Von Tilzer Music Pub. Co., cop. 1908.

**Down among the sugar cane.** w., Avery and Hart. m., Cecil Mack and Chris Smith. The Gotham-Attucks Music Co., cop. 1908.

**Down in Jungle Town.** w., Edward Madden. m., Theodore F. Morse. F. B. Haviland Music Pub. Co., cop. 1908.

**Golliwog's cake walk (in: The Children's Corner).** Piano solo. m., Achille Claude Debussy. Paris: Durand & Cie., cop. 1908.

**Good evening, Caroline.** w., Jack Norworth. m., Albert Von Tilzer. The York Music Co., cop. 1908.

**I don't want another sister.** w., Leroi

Scarlett. m., Edna Williams. Jos. W. Stern & Co., cop. 1908.

**I've taken quite a fancy to you.** w., Edward Madden. m., Theodore F. Morse. F. B. Haviland Pub. Co., cop. 1908.

**If you cared for me.** w., Ed. Rose. m., Ted Snyder. Ted Snyder Co., Inc., cop. 1908 by Rose & Snyder So.; assigned 1908 to H. Waterson.

**If you were I and I were you (Prima Donna).** w., Henry Blossom. m., Victor Herbert. M. Witmark & Sons, cop. 1908.

**In the garden of my heart.** w., Caro Roma. m., Ernest R. Ball. M. Witmark & Sons, cop. 1908.

**The lanky Yankee boys in blue.** w., Edward Madden. m., Theodore F. Morse. F. B. Haviland Pub. Co., cop. 1908.

**Love is like a cigarette (The Rose of Algeria).** w., Glen MacDonough. m., Victor Herbert. Chas. K. Harris, cop. 1908.

**Love's roundelay (The Waltz Dream).** w., Joseph Herbert. m., Oscar Straus. Jos. W. Stern & Co., cop. 1908.

**Mary mine.** w., m., Herbert H. Taylor. Herbert H. Taylor, Inc., cop. 1908.

**Roses bring dreams of you.** w., m., Herbert Ingraham. Shapiro, Bernstein & Co., cop. 1908.

**She sells sea-shells (The Beauty Shop).** w., Terry Sullivan. m., Harry Gifford. T. B. Harms, cop. 1908 by Francis, Day & Hunter.

**Shine on, harvest moon (The Follies of 1908.)** w., Jack Norworth. m., Nora Bayes and Jack Norworth. Jerome H. Remick & Co., cop. 1908.

**Smarty.** w., Jack Norworth. m., Albert Von Tilzer. The York Music Co., cop. 1908.

**Sunbonnet Sue.** w., Will D. Cobb. m., Gus Edwards. Gus Edwards Music Pub. Co., cop. 1908.

**Sweet violets.** Intermezzo two step. m., W. C. Powell. Jerome H. Remick & Co., cop. 1908.

**Sweetest maid of all (The Waltz Dream).** w., Joseph Herbert. m., Oscar Straus. Jos. W. Stern & Co., cop. 1908.

**Take me out to the ball game.** w., Jack Norworth. m., Albert Von Tilzer. The York Music Co., cop. 1908.

**That's gratitude.** w., George A. Norton. m., Sheppard Camp. F. B. Haviland Pub. Co., Inc., cop. 1908.

**There's something about a uniform (The Man Who Owns Broadway).** w., m., George M. Cohan. Cohan and Harris, cop. 1908.

**When you first kissed the last girl you loved (A Stubborn Cinderella).** w., Will M. Hough and Frank R. Adams. m.,

## MUSICAL-HISTORICAL CAVALCADE—Continued

Joseph E. Howard. Chas. K. Harris, cop. 1908.

**When you wore a pinafore.** w., Edward Madden. m., Theodore F. Morse. F. B. Haviland Pub. Co., Inc., cop. 1908.

**The Yama-Yama man (The Three Twins).** w., [George] Collin Davis. m., Karl Hoschna. M. Witmark & Sons, cop. 1908.

**You're in the right church, but the wrong pew.** w., Cecil Mack. m., Chris Smith. The Gotham-Attucks Music Co., cop. 1908 by R. C. McPherson.

**Yip-I-Addy-I-Ay.** w., Will D. Cobb. m., Shapiro, Bernstein & Co., cop. 1908.

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Movements against liquor-drinking and smoking began in earnest. The Henry C. Frick Co., U. S. Steel subsidiary, ordered its employees to be total abstainers both on and off the premises. Likewise, the B. & O. Railway (as regarded all those running or directing trains). Pressure was afoot everywhere to stop the incipient vogue of feminine smoking. Meantime Georgia went dry.

The manufacture of motor cars now passed the 50,000 mark.

Motion pictures, still tail-end features for vaudeville shows, began to give a better omen for the future. Biograph was producing "The Snow Man" (717 ft.), "Bobby's Kodak" (518 ft.), and "Dr. Skinum" (592 ft.)

The Carlisle Indians football aggregation had Jim Thorpe for star. One of football's alltime heroes. Thorpe in 1912 won the Olympic pentathlon and decathlon, but they made him return the trophies.

At the Polo Grounds, N. Y., Fred Merkle committed the historic baseball play involving the question of whether or not he touched second base. The game was a crucial battle between the Giants and Cubs for pennant honors. When the game was declared a tie, it nearly provoked a major riot. After this "bonehead" and "boner" were baseball (and general) slang.

In Sydney, Australia, Jack Johnson whipped Tommy Burns after 14 rounds and annexed the heavyweight crown. Police stopped the contest.

"The Gibson Girl," so-called from Charles Dana Gibson drawings, was the acme of American womanhood.

Another prominent illustrator at this time was Howard Chandler Christy, said to be getting \$1,000 a week.

Women began wearing sheath gowns.

"Merry Widow" hats, dotted veils, and high buttoned, or laced, shoes.

Vaudeville headliners included: Eva Tanguay, Irene Franklin, Bert Leslie, Cecilia Loftus (as a mimic), James J. Corbett (ex-heavyweight champ, who also tried his hand at legit); Louise Dresser. Ed Wynn (he had a musical act with 12 in the cast); Leon Errol, and Annette Kellerman (said to have a perfect figure). Isadora Duncan was dancing in New York.

George MacManus, creator of "Maggie and Jiggs," was cartooning "The Newlyweds" and appearing in vaudeville.

Women's wear prescribed long and very wide sashes, and high hats bedecked with bird wings, artificial flowers, etc.

The Dixieland Jazz Band was organized in New Orleans.

Something very fine for the parlor was the stereoscope—an instrument held up to the eyes and showing scenery, etc. in relief.

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## 1909

**Beautiful eyes (Mr. Hamlet of Broadway).** w., George Whiting and Carter De Haven. m., Ted Snyder. Ted Snyder Co., cop. 1909.

**A birthday.** w., Christina Rosetti. m., Raymond Huntington Woodman. G. Schirmer, Inc., cop. 1909.

**Bring me a rose (The Arcadians).** w., Lionel Monckton and Arthur Wimperis. m., Lionel Monckton. London: Chappell & Co., Ltd., cop. 1909.

**By the light of the silvery moon.** w., Edward Madden. m., Gus Edwards. Jerome H. Remick & Co., cop. 1909 by Gus Edward Music Pub. Co.; assigned 1909 to Jerome H. Remick & Co.

**Carrie, or, Carrie marry Harry.** w., Junie McCree. m., Albert Von Tilzer. The York Music Co., cop. 1909.

**Casey Jones.** w., T. Lawrence Seibert. m., Eddie Newton. Los Angeles: Southern California Music Co., cop. 1909 by Newton & Seibert.

**The Cubanola glld.** w., Vincent P. Bryan. m., Harry Von Tilzer. Harry Von Tilzer Music Pub. Co., cop. 1909.

**For you alone.** w., P. J. O'Reilly. m., Henry E. Geehl. Ed. Schuberth & Co., cop. 1909 by Gould & Co., London.

**Four American Indian songs:** (1) *From the land of the sky-blue water*; (2) *The white dawn is stealing*; (3) *Far off I hear a lover's flute*; (4) *The moon drops low.* w., Nelle Richmond Eberhart. m., Charles Wakefield Chadman, op. 45. Boston: White-Smith Music Pub. Co., cop. 1909.

## MUSICAL-HISTORICAL CAVALCADE—Continued

**The girl with a brogue (The Arcadians).** w., Arthur Wimperis. m., Lionel Monckton. London: Chappell & Co., Ltd., cop. 1909.

**Has anybody here seen Kelly! (The Jolly Bachelors).** w., m., C. W. Murphy and Will Letters. American version by William C. McKenna. T. B. Harms & Francis, Day & Hunter, cop. 1909 by Francis, Day & Hunter.

**Heaven will protect the working girl. (Tillie's Nightmare).** w., Edgar Smith. m., A. Baldwin Sloane. Chas. K. Harris, cop. 1909.

**I'm awfully glad I met you.** w., Jack Drislane. m., George W. Meyer. F. B. Haviland Pub. Co., Inc., cop. 1909.

**I've got a pain in my sawdust.** w., Henry Edward Warner. m., Herman Avery Wade. Jos. W. Stern Co., cop. 1909.

**I've got rings on my fingers, or, Mumbo Jumbo Jijiboo J. O'Shea (The Midnight Sons; and, The Yankee Girl).** w., Weston and Barnes. m., Maurice Scott. T. B. Harms & Francis, Day & Hunter, cop. 1909 by Francis, Day & Hunter.

**I love, I love, I love my wife, but oh, you kid.** w., Jimmy Lucas. m., Harry Von Tilzer. Harry Von Tilzer Music Pub. Co., cop. 1909.

**I love my wife, but, oh, you kid!** w., m., Harry Armstrong and Billy Clark. Chicago: Harold Rossiter Music Co., cop. 1909 by Armstrong & Clark; assigned 1909 to Victor Kremer Co., Chicago.

**I wish I had my old girl back again.** w., Ballard MacDonald. m., Paul Wallace. Jos. W. Stern Co., cop. 1909.

**I wonder who's kissing her now (The Prince of Tonight).** w., Will M. Hough and Frank R. Adams. m., Joseph E. Howard. Chas. K. Harris, cop. 1909.

**The letter song (The Chocolate Soldier).** w., Stanislaus Stange. m., Oscar Straus. Jerome H. Remick & Co., cop. 1908 by Ludwig Doblinger, Leipzig; cop. 1909 by Jerome H. Remick & Co.

**Meet me tonight in dreamland.** w., Beth Slater Whitson. m., Leo Friedman. Chicago: Will Rossiter, cop. 1909.

**Monkey doodle dandy.** w., Jack Drislane. m., Henry Frantzen. F. B. Haviland Pub. Co., Inc., cop. 1909.

**Moving day in Jungle Town.** w., A. Seymour Brown. m., Nat D. Ayer. Jerome H. Remick & Co., cop. 1909.

**My hero (The Chocolate Soldier).** w., Stanislaus Stange. m., Oscar Straus. Jerome H. Remick & Co., cop. 1908 by Ludwig Doblinger, Leipzig; cop. 1909 by Jerome H. Remick & Co.

**My own United States (When Johnny Comes Marching Home).** w., Stanislaus Stange. m., Julian Edwards. M. Witmark & Sons, cop. 1909.

**My pony boy (Miss Innocence).** w., Bobby Heath. m., Charley O'Donnell. Jerome H. Remick & Co., cop. 1909 by Up to Date Music Pub. Co.; assigned 1909 to Thos. J. Kennedy; assigned 1909 to Jerome H. Remick & Co.

**My Southern rose.** w., m., Earl Taylor. Harry Von Tilzer Music Pub. Co., 1909.

**Next to your mother, who [sic] do you love?** w., Irving Berlin. m., Ted Snyder. Ted Snyder Co., cop. 1909.

**Nobody knows, nobody cares.** w., m., Charles K. Harris. Chas. K. Harris, cop. 1909.

**On, Wisconsin!** March song and two-step. m., W. T. Purdy. Milwaukee. Flanner-Hafsoos Music House, cop. 1909 by W. T. Purdy; assigned 1910 to Joseph H. Flanner.

**Put on your old gray bonnet.** w., Stanley Murphy. m., Percy Wenrich. Jerome H. Remick & Co., cop. 1909.

**"Ship ahoy!"—All the nice girls love a sailor.** w., A. J. Mills, m., Bennett Scott. The Star Music Pub. Co., cop. 1909.

**Song of the soul (The Climax).** w., Edward Locke. m., Joseph Carl Breil. London: Chappell & Co., Ltd., cop. 1909; new edition cop. 1929.

**Take me up with you, dearie.** w., Junie McCree. m., Albert Von Tilzer. The York Music Co., cop. 1909.

**That mesmerizing Mendelssohn tune.** w., m., Irving Berlin. Ted Snyder Co., cop. 1909.

**When I dream in the gloaming of you.** w., m., Herbert Ingram. Shapiro, Bernstein & Co., cop. 1909.

**Where my caravan has rested.** w., Edward Teschemacher. m., Herman Loehr. London: Chappell & Co., Ltd., cop. 1909.

**You taught me how to love you, now teach me to forget.** w., Jack Drislane and Alfred Bryan. m., George W. Meyer. F. B. Haviland Pub. Co., Inc., cop. 1909.

On pennies now appeared the head of Abraham Lincoln, replacing the Indian head which had been there half a century.

Ed. Payson Weston walked from New York to San Francisco in 105 days.

William Howard Taft was inaugurated president.

## MUSICAL-HISTORICAL CAVALCADE—Continued

The latest creation in feminine fashions was the hobble skirt.

In New York, the Hudson-Fulton Celebration was staged, commemorating the 300th anniversary of Hendrik Hudson's arrival, and the centennial of Robert Fulton's work.

On the legitimate stage, John Barrymore appeared in "The Fortune Hunters," Lillian Russell in "The Widow's Might" and Forbes Robertson in that outstanding success: "The Passing of the Third Floor Back."

The vaudeville roster included: W. C. Fields, Blanche Ring (singing "Waltz Me Around Again, Willie" and "Yip-I-Addy-I-Ay"), Carrie Nation (the dry crusader), Ina Claire (then a juvenile impersonator), Sophie Tucker (singing "Cubanaola Glide"), Nora Bayes and Jack Norworth, and Texas Guinan who sang son from the basket of a prop airship.

Mary Pickford became a film player.

### 1910

**Ah! sweet mystery of life (Naughty Marietta).** w., Rida Johnson Young. m., Victor Herbert. M. Witmark & Sons, cop. 1910.

**All aboard for Blanket Bay.** w., Andrew B. Sterling. m., Harry Von Tilzer. Harry Von Tilzer Music Pub. Co., cop. 1910.

**All that I ask of you is love.** w., Edgar Selden. m., Herbert Ingraham. Shapiro, Bernstein & Co., cop. 1910.

**Alma where do you live? (Alma Where Do You Live).** w., George V. Hobart. m., Adolph Philipp. Jerome H. Remick & Co., cop. 1910.

**Any little girl, that's a nice little girl, is the right little girl for me.** w., Thomas J. Gray. m., Fred Fisher. Shapiro Music Publisher, cop. 1910 by Maurice Shapiro.

**As deep as the deep blue sea.** w., Rene Bronner. m., H. W. Petrie. F. B. Haviland Pub. Co., Inc., cop. 1910.

**Big bass viol.** w., m., M. T. Bohannon. Waterson, Berlin, Snyder Co., cop. 1910 by Ted Snyder Co.

**The birth of passion (Madame Sherry).** w., Otto A. Hauerbach. m., Karl Hoschna. M. Witmark & Sons, cop. 1910.

**By the Saskatchewan (The Pink Lady).** w., C. M. S. McLellan. m., Ivan Caryll. London: Chappell & Co., Ltd., cop. 1910.

**Call me up some rainy afternoon.** w., m., Irving Berlin. Ted Snyder Co., cop. 1910.

**Caprice viennois.** Composition for violin and piano. m., Fritz Kreisler. Carl Fischer, Inc., cop. 1910.

**Chicken reel.** Two step. m., Joseph M. Daly. Boston: Jos. M. Daly, cop. 1910.

**Come, Josephine, in my flying machine.** w., Alfred Bryan. m., Fred Fisher. Shapiro, Bernstein & Co., cop. 1910.

**Day dreams (The Spring Maid).** w., Robert B. Smith. m., Heinrich Reinhardt. Jos. W. Stern & Co., cop. 1909 by Breitkopf & Hartel, Leipzig; assigned 1910 to Jos. W. Stern & Co.; cop. 1910 by Jos. W. Stern & Co.

**Don't wake me up, I'm dreaming.** w., Beth Slater Whitson. m., Herbert Ingraham. Shapiro, Bernstein & Co., cop. 1910.

**Doctor Tinkle Tinker (The Girl of My Dreams).** w., Otto Harbach. m., Karl Hoschna. M. Witmark & Sons, cop. 1910.

**Down by the old mill stream.** w., m., Tell Taylor. Chicago: Tell Taylor, Music Publisher, cop. 1910.

**Every girl loves me but the girl I love (The Girl of My Dreams).** w., Otto Harbach. m., Karl Hoschna. M. Witmark & Sons, cop. 1910.

**Every little movement (Madame Sherry).** w., Otto A. Harbach. m., Karl Hoschna. M. Witmark & Sons, cop. 1910.

**Fountain fay (The Spring Maid).** w., Robert B. Smith. m., Heinrich Reinhardt. Jos. W. Stern & Co., cop. 1909 by Breitkopf & Hartel, Leipzig; assigned 1910 to Jos. W. Stern & Co.; cop. 1910 by Jos. W. Stern & Co.

**Gee, but it's great to meet a friend from your home town.** w., William Tracey. m., James McGavisk. J. Fred Helf Co., cop. 1910 by the NYBO Music Pub. Co.; assigned to J. Fred Helf Co.

**The girl with the flaxen hair—original title: La Fille aux Cheveux de Lin (in: Douze Preludes).** Piano solo. m., Achille Claude Debussy. Paris: Durand & Cie., cop. 1910.

**Good-bye, Rose.** w., Addison Burkhart. m., Herbert Ingraham. Shapiro, Bernstein & Co., cop. 1910.

**I'm looking for a nice young fellow who is looking for a nice young girl.** w., Jeff T. Brannen. m., S. R. Henry. Jos. W. Stern & Co., cop. 1910.

**I've got the time—I've got the place but it's hard to find the girl.** w., Ballard MacDonald. m., S. R. Henry. Jos. W. Stern & Co., cop. 1910.

**If he comes in, I'm going out.** w., Cecil Mack. m., Chris Smith. The Gotham-Attucks Music Co., cop. 1910.

**In the shadows.** Dance for orch. m., Herman Finck. Jos. W. Stern & Co., cop.



## MUSICAL-HISTORICAL CAVALCADE—Continued

1910 by Hawkes & Sons, London; assigned 1910 to Jos. W. Stern & Co.; assigned 1912 to Edw. B. Marks Music Co. (Published as a song, with words by E. Ray Goetz, 1911).

**Italian street song (Naughty Marietta).** w., Rida Johnson Young. m., Victor Herbert. M. Witmark & Sons, cop. 1910.

**Kiss me, my honey, kiss me.** w., Irving Berlin. m., Ted Snyder. Ted Snyder Co., Inc., cop. 1910.

**Let me call you sweetheart.** w., m., Beth Slater Whitson and Leo Friedman. Chicago: Harold Rossiter Music Co., cop. 1910 by Leo Friedman, Chicago; assigned 1910 to Harold Rossiter Music Co.

**Liebesfreud.** Composition for violin and piano. m., Fritz Kreisler. Carl Fischer, Inc., cop. 1910.

**Life is only what you make it after all (Tillie's Nightmare).** w., Edgar Smith. m., A. Baldwin Sloane. Chicago: Chas. K. Harris, cop. 1910.

**Morning.** w., Frank L. Stanton. m., Oley Speaks. G. Schirmer, Inc., cop. 1910.

**Mother Machree (Barry of Ballymore).** w., Rida Johnson Young. m., Chauncey Olcott and Ernest R. Ball. M. Witmark & Sons, cop. 1910.

**My heart has learned to love you, now do not say good-bye.** w., Dave Reed. m., Ernest R. Ball. M. Witmark & Sons, cop. 1910.

**Oh, that beautiful rag (Up and Down Broadway).** w., Irving Berlin. m., Ted Snyder. Ted Snyder Co., cop. 1910.

**On Mobile Bay.** w., Earle C. Jones. m., Charles N. Daniels. Jerome H. Remick & Co., cop. 1910.

**A perfect day.** w., m., Carrie Jacobs-Bond. Chicago: Carrie Jacobs-Bond & Son, cop. 1910 by Carrie Jacobs-Bond.

**Put your arms around me, Honey.** w., Junie McCree. m., Albert Von Tilzer. The York Music Co., cop. 1910.

**Schoen Rosmarin—Fair Rosmarin.** Composition for violin and piano. m., Fritz Kreisler. Carl Fischer, Inc., cop. 1910.

**Silver bell.** w., Edward Madden. m., Percy Wenrich. Jerome H. Remick & Co., cop. 1910.

**Some of these days.** w., m., Shelton Brooks. Chicago: Will Rossiter, cop. 1910.

**Somebody else, it's always somebody else.** w., Jack Drislane. m., George W. Meyer. F. B. Haviland Pub. Co., Inc., cop. 1910.

**Steamboat Bill.** w., Ren Shields. m., Leighton Bros. F. A. Mills, cop. 1910.

**That beautiful rag.** w., Irving Berlin.

m., Ted Snyder. Ted Snyder Co., cop. 1910.

**That minor strain.** w., Cecil Mack. m., Ford Dabney. The Gotham-Attucks Music Co., cop. 1910 by R. C. McPherson and Ford Dabney.

**That's why they call me "Shine."** w., Cecil Mack. m., Ford Dabney. Shapiro, Bernstein & Co., cop. 1910.

**That's Yiddisha love.** w., m., James Brockman. M. Witmark & Sons, cop. 1910.

**Two little love bees (The Spring Maid).** w., Robert B. Smith. m., Heinrich Reinhardt. Jos. W. Stern & Co., cop. 1909 by Breitkopf & Hartel, Leipzig; assigned 1910 to Jos. W. Stern & Co.; cop. 1910 by Jos. W. Stern & Co.

**Under the yum, yum tree.** w., Andrew B. Sterling. m., Harry Von Tilzer. Harry Von Tilzer Pub. Co., cop. 1910.

**Washington and Lee swing.** w., C. A. Robbins. m., Thornton W. Allen and M. W. Sheafe. Thornton W. Allen, cop. 1910 and 1920 by Thornton W. Allen and R. G. Thach; cop. 1930 by Thornton W. Allen.

**What's the matter with father?** w., Harry H. Williams. m., Egbert Van Alstyne. Jerome H. Remick & Co., cop. 1910.

**The wild rose (When Sweet Sixteen).** w., George V. Hobart. m., Victor Herbert. M. Witmark & Sons, cop. 1910.

**Winter.** w., Alfred Bryan. m., Albert Gumble. Jerome H. Remick & Co., cop. 1910.

**You are the ideal of my dreams.** w., m., Herbert Ingraham. Shapiro, Bernstein & Co., cop. 1910.

**You remind me of the girl that used to go to school with me!** w., Jack Drislane. m., Charles Miller. F. B. Haviland Pub. Co., Inc., cop. 1910.

The Boy Scouts of America came into being.

Halley's comet, discovered in 240 B.C., re-appeared in 1910 and caused vast consternation. (It will be visible again in 1985.)

Jack Johnson stopped Jim Jeffries, when the latter attempted a comeback, in 15 rounds at Reno, Nevada. Johnson's mother told newspaper reporters her boy had said he "would bring home the bacon," and the American language got another colorful phrase.

Motion picture producers turned their eyes from the east to the Coast, and thus what now amounts to Hollywood was born.

Charles Evans Hughes was appointed to the Supreme Court.

Mayor Gaynor, of New York City, was

## MUSICAL-HISTORICAL CAVALCADE—Continued

shot by a discharged Dock Department employee.

Labor leaders were accused of dynamiting the Los Angeles *Times* plant, killing a score of persons.

Mary Baker Eddy, founder of the Christian Science Church, died, aged 90.

Nearly every woman carried a sunshade, and the right length for sweaters was to the knees.

The U. S. suffered its twenty-first depression since 1790. It lasted one year.

Christy Mathewson was the Giants' pitching ace, and Chief Meyers backed him up behind the plate. After they trimmed the Yankees, they appeared in vaudeville.

Censorship of films was going on everywhere. In San Francisco, the board of censors clamped down on 32 releases as "unfit for public exhibition." They included "Saved by a Sailor," "In Hot Pursuit," "The Black Viper" and "Maggie, the Dock Rat."

Lionel Barrymore's "The Jail Bird" was a first class vaudeville act, as was Frank Keenan's dramatic sketch, "The Oath." Rising vaudeville actors included Frank Fay (with Fay, Two Coleys and Fay in "From Uncle Tom to Vaudeville"), Belle Baker, and Fatty Arbuckle (who not long afterward changed to films). Andrew Mack made one of his many vaudeville tours.

Glenn Curtiss flew an airplane from Albany to New York, winning \$10,000 offered by the *New York World*.

"The Chocolate Soldier" was a hit. Likewise Marie Dressler in "Tillie's Nightmare." Otis Skinner appeared in "Your Humble Servant."

### 1911

**Alexander's ragtime band.** w., m., Irving Berlin. Ted Snyder Co., Inc., cop. 1911.

**All alone.** w., Will Dillon. m., Harry Von Tilzer. Harry Von Tilzer Music Pub. Co., cop. 1911.

**Baby Rose.** w., Louis Weslyn. m., George Christie. M. Witmark & Sons, cop. 1911.

**Barnum had the right idea (The Little Millionaire).** w., m., George M. Cohan. Cohan and Harris, cop. 1911.

**Bring back my golden dreams.** w., Alfred Bryan. m., George W. Meyer. F. B. Haviland Pub. Co., Inc., cop. 1911.

**Can't you take it back, and change it for a boy?** w., m., Thurland Chattaway. F. B. Haviland Pub. Co., Inc., cop. 1911.

**Child love.** w., Dave Oppenheim. m., Joe Cooper. Jos. W. Stern & Co., cop. 1911.

**Daly's reel.** Two step. m., Joseph M. Daly. Boston: Jos. M. Daly, cop. 1911.

**Down the field.** March and two-step. w., C. W. O'Connor. m., Stanleigh P. Friedman. Leo Feist, Inc., cop. 1911.

**Everybody's doing it now.** w., m., Irving Berlin. Ted Snyder Co., cop. 1911.

**The Gaby glide (Vera Violetta).** w., Harry Pilcer. m., Louis A. Hirsch. Shapiro, Bernstein & Co., cop. 1911.

**A girlie was made to love.** w., Joe Goodwin. m., George W. Meyer. F. B. Haviland Pub. Co., Inc., cop. 1911.

**Honey-love.** w., Jack Drislane. m., George W. Meyer. F. B. Haviland Pub. Co., Inc., cop. 1911.

**I love love (The Red Widow).** w., Channing Pollock and Rennold Wolf. m., Charles J. Gebest. M. Witmark & Sons, cop. 1911.

**I want a girl—Just like the girl that married dear old dad.** w., William Dillon. m., Harry Von Tilzer. Harry Von Tilzer Music Pub. Co., cop. 1911.

**In the land of harmony.** w., Bert Kalmar. m., Ted Snyder. Ted Snyder Co., Inc., cop. 1911.

**Jimmy Valentine.** w., Edward Madden. m., Gus Edwards. Gus Edwards, Inc., cop. 1911; assigned 1912 to Jerome H. Remick & Co.

**Little grey home in the west.** w., D. Eardley-Wilmot. m., Herman Loehr. London: Chappell & Co., Ltd., cop. 1911.

**My beautiful lady (The Pink Lady).** w., C. M. S. McLellan. m., Ivan Caryll. London: Chappell & Co., Ltd., cop. 1911.

**My rosary of dreams.** w., m., E. F. Dusenberry and C. M. Denison. F. B. Haviland Pub. Co., cop. 1911.

**Oh you beautiful doll.** w., A. Seymour Brown. m., Nat D. Ayer. Jerome H. Remick & Co., cop. 1911.

**Oh! you circus day (Hanky Panky).** w., m., Edith Maida Lessing and Jimmie V. Monaco. Chicago: Will Rossiter, cop. 1911.

**The oceana roll.** w., Roger Lewis. m., Lucien Donni. Remick Music Corp., cop. 1911 by Roger Lewis; assigned 1911 to Aubrey Stauffer & Co.; assigned 1911 to Jerome H. Remick & Co.

**Ragtime violin!** w., m., Irving Berlin. Ted Snyder Co., cop. 1911.

**A ring on the finger is worth two on the 'phone.** w., Jack Mahoney. m., George W. Meyer. F. B. Haviland Pub. Co., Inc., cop. 1911.

**Roamin' in the gloamin'.** w., m., Harry

## MUSICAL-HISTORICAL CAVALCADE—Continued

Lauder. T. B. Harms & Francis, Day & Hunter, cop. 1911 by Francis, Day & Hunter.

**Say not love is a dream (The Count of Luxembourg).** w., Basil Hood. m., Franz Lehár. London: Chappell & Co., Ltd., cop. 1911.

**Somewhere a voice is calling.** w., Eileen Newton. m., Arthur F. Tate. T. B. Harms and Francis, Day & Hunter, Inc., cop. 1911 by J. H. Larway, London.

**Take me back to the garden of love.** w., E. Ray Goetz. m., Nat Osborne. Ted Snyder Co., cop. 1911.

**That mysterious rag.** w., m., Irving Berlin and Ted Snyder. Ted Snyder Co., cop. 1911.

**That was before I met you.** w., Alfred Bryan. m., George W. Meyer. F. B. Haviland Pub. Co., cop. 1911.

**There's a Dixie girl who's longing for a Yankee Doodle boy.** w., Robert F. Roden. m., George W. Meyer. F. B. Haviland Pub. Co., Inc., cop. 1911.

**There'll come a time.** w., m., Shelton Brooks. Chicago: Harold Rossiter Music Co., cop. 1911.

**They always pick on me.** w., Stanley Murphy. m., Harry Von Tilzer. Harry Von Tilzer Music Pub. Co., cop. 1911.

**Till the sands of the desert grow cold.** w., George Graff, Jr., m., Ernest R. Ball. M. Witmark & Sons, cop. 1911.

**To the land of my own romance (The Enchantress).** w., Harry B. Smith. m., Victor Herbert. M. Witmark & Sons, cop. 1911.

**Tres moutarde—Too much mustard.** One step. m., Cecil Macklin. London: Cary & Co., cop. 1911.

**A wee deoch-an-doris.** w., m., Gerald Grafton and Harry Lauder. T. B. Harms & Francis, Day & Hunter, cop. 1911 by B. Feldman; cop. 1911 by T. B. Harms & Francis, Day & Hunter.

**When I was twenty-one and you were sweet sixteen.** w., Harry H. Williams. m., Egbert Van Alstyne. Jerome H. Remick & Co., cop. 1911.

**When you're away.** w., A. Seymour Brown and Joe Young. m., Bert Grant. Jerome H. Remick & Co., cop. 1911.

**Woodman, woodman, spare that tree!** w., m., Irving Berlin. Waterson, Berlin & Snyder Co., cop. 1911 by Ted Snyder Co.

Every piano in the U. S. was thumping out ragtime, and the music publishing business was a gold mine, especially after the dime stores put the publishers' wares on their counters.

From ragtime came a great batch of new dance steps. Most popular was the turkey trot (which actually had originated in Denver vaudeville circles in 1883). Variations on the turkey trot included the crab step, kangaroo dip, fish walk, the Texas Tommy, the snake, and the grizzly bear. Still popular dances, however, were the waltz and the two-step.

The U. S. Supreme Court ordered the Standard Oil combine and the American Tobacco Co. to dissolve after a wave of trust-busting.

Glenn H. Curtis invented the hydro-airplane. Earl Ovington made the first U. S. airmail flight. C. P. Rogers flew from New York to Pasadena, Cal., in 84 hrs., 2 mins. elapsed flying time, although the actual journey lasted from Sept. 17 to Nov. 4.

The New York Court of Appeals declared the Workmen's Compensation law unconstitutional.

In vaudeville appeared: Ray Dooley, Chic Sales, Charlie Chaplin (as "Archibald" in a comedy act called "A Night at the Club"), McIntyre & Heath (in "Waiting at the Church"—they had by this time been on the stage several decades), Buster Keaton, and Joe Jackson.

Maude Adams' performance in Rostand's "Chanticleer" was a much talked-of stage topic. David Warfield was appearing in "The Return of Peter Grimm," while George Arliss starred in "Disraeli."

Ty Cobb wound up the baseball season with a batting average of .385, bettering his previous year's average of .377. In 1912 he batted .420, and between 1910 and 1919 there was only one year in which he wasn't American League batting champion (1916 when Tris Speaker topped the league with .386). Boston beat the New York Giants in the world series, 4—3, but the series went to eight games because the second contest ended in a 6—6 tie after 11 innings.

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## 1912

**After all that I've been to you.** w., Jack Drislane. m., Chris Smith. F. B. Haviland Pub. Co., cop. 1912.

**And the green grass grew all around.** w., William Jerome. m., Harry Von Tilzer. Harry Von Tilzer Music Pub. Co., cop. 1912.

**As long as the shamrock grows green.** w., James Brockman. m., Nat Osborne. Waterson, Berlin & Snyder Co., cop. 1912.

**At the Devil's ball.** w., m., Irving Berlin. Waterson, Berlin & Snyder Co., cop. 1912.

## MUSICAL-HISTORICAL CAVALCADE—Continued

**Bagdad (The Lady of the Slipper).** w., Anne Caldwell. m., Victor Herbert. M. Witmark & Sons, cop. 1912.

**Be my little baby bumble bee.** w., Stanley Murphy. m., Henry I. Marshall. Jerome H. Remick & Co., cop. 1912.

**Beans! bean!! beans!!!** w., Elmer Bowman. m., Chris Smith. F. B. Haviland Pub. Co., Inc., cop. 1912.

**Dear old Rose.** w., Jack Drislane. m., George W. Meyer. F. B. Haviland Pub. Co., cop. 1912.

**Destiny.** Waltz. m., Sydney Baynes. Boston: The Boston Music Co., cop. 1912 by Swan and Co., Watson & Wilcock, Ltd.; assigned 1913 to The Boston Music Co.

**Do it again.** w., m., Irving Berlin. Waterson, Berlin & Snyder Co., cop. 1912.

**Do it again! (The French Doll).** w., B. G. DeSylva. m., George Gershwin. Harms, Inc., cop. 1912.

**Down in dear old New Orleans (The Ziegfeld Follies of 1912).** w., Joe Young. m., Conrad and Whidden. Jerome H. Remick & Co., cop. 1912.

**Dreams of long ago—Italian title: Sogni d'altra eta.** English words, Earl Carroll; Italian words, John Focacci. m., Enrico Caruso. Leo Feist, Inc., cop. 1912.

**Everybody two-step.** w., Earl C. Jones. m., Wallie Herzer. Jerome H. Remick & Co., cop. 1912.

**The ghost of the violin.** w., Bert Kalmar. m., Ted Snyder. Waterson, Berlin & Snyder Co., cop. 1912.

**Giannina mia (The Firefly).** w., Otto Hauerbach. m., Rudolf Friml. G. Schirmer, Inc., cop. 1912.

**Hitchy koo.** w., L. Wolfe Gilbert. m., Lewis F. Muir and Maurice Abrahams. F. A. Mills, cop. 1912.

**I'm the lonestomest gal in town.** w., Lew Brown. m., Albert Von Tilzer. The York Music Co., cop. 1912.

**In the evening by the moonlight, dear Louise.** w., Andrew B. Sterling. m., Harry Von Tilzer. Harry Von Tilzer Music Pub. Co., cop. 1912.

**In Twilight Town.** w., C. M. Denison. m., E. F. Dusenberry. F. B. Haviland Pub. Co., Inc., cop. 1912.

**Isle o' dreams (The Isle o' Dreams).** w., George Graff, Jr., and Chauncey Olcott. m., Ernest R. Ball. M. Witmark & Sons, cop. 1912.

**It's a long, long way to Tipperary.** w., m., Jack Judge and Harry H. Williams. London: Chappell & Co., Ltd., cop. 1912 by B. Feldman & Co., London.

**Kentucky Sue.** w., Lew Brown. m., Al-

bert Von Tilzer. The York Music Co., cop. 1912.

**The land of golden dreams.** w., C. M. Denison. m., E. F. Dusenberry. F. B. Haviland Pub. Co., Inc., cop. 1912.

**Last night was the end of the world.** w., Andrew B. Sterling. m., Harry Von Tilzer. Harry Von Tilzer Pub. Co., cop. 1912.

**A little love a little kiss—Un peu d'amour.** Original French w., Nilson Fysher; English w., Adrian Ross. m., Lao Silesu. London: Chappell & Co., Ltd., cop. 1912 by L. Digoude-Diodet, Paris; assigned 1912 to Chappell & Co., Ltd.

**Love is like a firefly (The Firefly).** w., Otto Hauerbach. m., Rudolf Friml. G. Schirmer, Inc., cop. 1912.

**Malinda.** w., Stanley Murphy. m., Henry I. Marshall. Jerome H. Remick & Co., cop. 1912.

**Moonlight Bay.** w., Edward Madden. m., Percy Wenrich. Jerome H. Remick & Co., cop. 1912.

**My melancholy baby.** w., George A. Norton. m., Ernie Burnett. Joe Morris Music Co., cop. 1911 by Ernest M. Burnett; assigned 1912 to Theron C. Bennett; assigned 1912 to Joe Morris Music Co.

**Oh, you cutie—You ever, ever loving child.** w., Harry H. Williams. m., Nat D. Ayer. Jerome H. Remick & Co., cop. 1912.

**Oh, you million dollar baby.** w., Eddie Doerr. m., Lou S. Lashley. Royal Music Pub. Co., cop. 1912 by Jeff T. Branen; assigned 1912 to Royal Music Pub. Co.

**On the Mississippi.** w., Ballard MacDonald. m., Harry Carroll and Fields. Shapiro, Bernstein & Co., cop. 1912.

**Please don't take my lovin' man away.** w., Lew Brown. m., Albert Von Tilzer. The York Music Co., cop. 1912.

**Pucker up your lips, Miss Lindy.** w., Eli Dawson. m., Albert Von Tilzer. The York Music Co., cop. 1912.

**The star.** w., Charles F. Lummis. m., James H. Rogers. G. Schirmer, Inc., cop. 1912.

**The sweetheart of Sigma Chi.** w., Byron D. Stokes. m., F. Dudleigh Vernor. Chicago: Melrose Bros. Music Co., Inc., cop. 1912 by Richard E. Varnor Pub. Co.

**Sympathy (The Firefly).** w., Otto Hauerbach. m., Rudolf Friml. G. Schirmer, Inc., cop. 1912.

**Take a little tip from father.** w., m., Irving Berlin and Ted Snyder. Ted Snyder Co., cop. 1912.

**That daffydill rag.** w., m., Bill and Frank Mueller. The Joe Morris Co., cop. 1912.

## MUSICAL-HISTORICAL CAVALCADE—Continued

**That's how I need you.** w., Joe McCarthy and Joe Goodwin. m., Al Piantadosi. Leo Feist, Inc., cop. 1912.

**That mellow melody.** w., Sam M. Lewis. m., George W. Meyer. Geo. W. Meyer Music Co., cop. 1912.

**That old girl of mine.** w., Earle C. Jones. m., Egbert Van Alstyne. Jerome H. Remick & Co., cop. 1912.

**Wait until your daddy comes home.** w., m., Irving Berlin. Waterson, Berlin & Snyder Co., cop. 1912.

**Waiting for the Robert E. Lee.** w., L. Wolfe Gilbert. m., Lewis F. Muir. F. A. Mills, cop. 1912.

**When a maid comes knocking at your heart (The Firefly).** w., Otto Hauerbach. m., Rudolf Friml. G. Schirmer, Inc., cop. 1912.

**When I lost you.** w., m., Irving Berlin. Waterson, Berlin & Snyder Co., cop. 1912.

**When Irish eyes are smiling (The Isle o' Dreams).** w., Chauncey Olcott and George Graff, Jr. m., Ernest R. Ball. M. Witmark & Sons, cop. 1912.

**When it's apple blossom time in Normandy.** w., m., Mellor Gifford and Trevor. Jerome H. Remick & Co., cop. 1912 by Francis, Day & Hunter.

**When the midnight choo-choo leaves for Alabam'.** w., m., Irving Berlin. Waterson, Berlin & Snyder Co., cop. 1912.

**Where the twilight comes to kiss the rose "good night!"** w., Robert F. Roden. m., Henry W. Petrie. F. B. Haviland Pub. Co., cop. 1912.

**When you've had a little love you want a little more.** w., Arthur Lamb. m., John T. Hall. Chas. K. Harris, cop. 1912.

**You can't stop me from loving you.** w., Gerber and Murphy. m., Henry I. Marshall. Jerome H. Remick & Co., cop. 1912.

**You're my baby.** w., A. Seymour Brown. m., Nat D. Ayer. Jerome H. Remick & Co., cop. 1912.

**You made me love you—I didn't want to do it.** w., Joe McCarthy. m., James V. Monaco. Broadway Music Corp., cop. 1912.

New Mexico and Arizona were admitted to the Union, completing the roster of the 48 states.

The painting "September Morn" was put on exhibition and much eyebrow-lifting ensued.

On her maiden voyage the "Titanic" rammed an iceberg and sank off Cape Race with more than 1,500 passengers. John Jacob Astor, Isidor Straus and Francis D. Millet, the painter, were among the prominent Americans who drowned.

Mack Sennett, via Keystone, put bathing beauties on the screen. Like the legitimate stage, motion picture companies now began to adopt the star system. Two early stars were William Faversham and Julie Opp, who appeared in 1912 in "Julius Caesar." Meantime Douglas Fairbanks began his film career.

The vast growth of the entertainment business in the past generation was exemplified via an estimate by *Variety* of the wealth of various theatrical personalities: George M. Cohan, \$1,500,000; David Belasco, \$1,000,000; Daniel Frohman, \$1,000,000; Chauncey Olcott, \$750,000; Maxine Elliott, \$400,000; David Warfield, \$350,000; William Gillette, \$300,000; Maude Adams, \$225,000; Fred Stone, \$175,000; Eddie Foy, \$100,000.

Billy Watson and his "Beef Trust Beauties" were a burlesque sensation.

Plays of the season included: "The Winsome Widow," "Hanky Panky," "The Merry Countess," "Within the Law," "The Affairs of Anatol," "The Whip," "Broadway to Paris" (Irene Bordoni), and "Potash and Pearlmutter."

### 1913

**The angelus (Sweethearts).** w., Robert B. Smith. m., Victor Herbert. G. Schirmer, Inc., cop. 1913.

**Asia (All Aboard).** w., E. Ray Goetz. m., John Lindsay. Waterson, Berlin & Snyder Co., cop. 1912 by Richard Birnbach; assigned 1913 to Waterson, Berlin & Snyder Co.

**The blind ploughman.** w., Marguerite Radclyffe-Hall. m., Robert Coningsby Clarke. London: Chappell & Co., Ltd., cop. 1913.

**Brighten the corner where you are.** Hymn. w., Ina Duley Ogdon, m., Charles H. Gabriel. Philadelphia: The Rodeheaver Co., cop. 1913 by Chas. H. Gabriel.

**The bubble (High Jinks).** w., Otto Hauerbach. m., Rudolf Friml. G. Schirmer, Inc., cop. 1913.

**The cricket on the hearth (Sweethearts),** w., Robert B. Smith. m., Victor Herbert. G. Schirmer, Inc., cop. 1913.

**The curse of an aching heart.** w., Henry Fink. m., Al Piantadosi. Leo Feist, Inc., cop. 1913.

**Don't blame it all on Broadway.** w., Joe Young and Harry Williams. m., Bert Grant. Harry Williams Music Co., cop. 1913.

**Do you take this woman for your lawful? (The Passing Show of 1913).** w., Andrew B. Sterling. m., Harry Von Tilzer. Harry Von Tilzer Music Pub. Co., cop. 1913.

**Down by the silvery Rio Grande.** w.,

## MUSICAL-HISTORICAL CAVALCADE—Continued

Dave Weisberg and Robert F. Roden. m., Charles Speidel. The Joe Morris Music Co., cop. 1913.

**Down on the farm in harvest time.** w., Andrew K. Allison. m., Dick Richards. F. B. Haviland Pub. Co., Inc., cop. 1913.

**Fifteen cents.** w., m., Chris Smith. F. B. Haviland Pub. Co., Inc., cop. 1913.

**Friend o' mine.** w., Frederick E. Weatherly. m., Wilfrid Sanderson. London: Boosey & Co., Ltd., cop. 1913.

**Good-bye boys.** w., Andrew B. Sterling and William Dillon. m., Harry Von Tilzer. Harry Von Tilzer Music Pub. Co., cop. 1913.

**Goodbye, little girl of my dreams.** w., Richard Howard. m., A. Fred Phillips. F. B. Haviland Pub. Co., cop. 1913.

**He'd have to get under—get out and—get under to fix up his automobile.** w., Grant Clarke and Edgar Leslie. m., Maurice Abrahams. Maurice Abrahams Music Co., Inc., cop. 1913.

**I hear a thrush at eve.** w., Nelle Richmond Eberhardt. m., Charles Wakefield Cadman. White-Smith Music Pub. Co., cop. 1913.

**If I had my way.** w., Lou Klein. m., James Kendis. James Kendis Music Corp., cop. 1913.

**In my harem.** w., m., Irving Berlin. Waterson, Berlin & Snyder Co., cop. 1913.

**It takes a little rain with the sunshine to make the world go round.** w., Ballard MacDonald. m., Harry Carroll. Shapiro, Bernstein & Co., Inc., cop. 1913.

**Juba dance (in the suite: In the bottoms).** Piano solo. m., R. Nathaniel Dett. Chicago: Clayton F. Summy Co., cop. 1913.

**A little bunch of shamrocks.** w., William Jerome and Andrew B. Sterling. m., Harry Von Tilzer. Harry Von Tilzer Music Pub. Co., cop. 1913.

**Love has wings (Sari).** w., C. C. S. Cushing and E. P. Heath. m., Emmerich Kalman. Jos. W. Stern & Co., cop. 1912 by Josef Weinberger; cop. 1913 by Jos. W. Stern & Co.

**Love's own sweet song (Sari).** w., C. C. S. Cushing and E. P. Heath. m., Emmerich Kalman. Jos. W. Stern & Co., cop. 1912 by Josef Weinberger; cop. 1913 by Jos. W. Stern & Co.

**Mammy Jinny's jubilee.** w., L. Wolfe Gilbert. m., Lewis F. Muir. F. A. Mills, cop. 1913.

**Marcheta.** w., m., Victor Schertzinger. The John Franklin Music Co., cop. 1913.

**The Memphis blues (Honey Boy).** m., W. C. Handy. Arr. as a song by George A. Norton. Theron C. Bennett, cop. 1913; assigned 1916 to Joe Morris Music Co.

**My faithful Stradivari (Sari)** w., C. C. S. Cushing and E. P. Heath. m., Emmerich Kalman. Jos. W. Stern & Co., cop. 1912 by Josef Weinberger, cop. 1913 by Jos. W. Stern & Co.

**My wife's gone to the country.** w., George Whiting and Irving Berlin. m., Ted Snyder. Waterson, Berlin & Snyder Co., cop. 1913.

**My wonderful dream girl.** w., Oliver Morosco. m., Victor Schertzinger. The John Franklin Music Co., cop. 1913.

**Oh, you million dollar doll.** w., Grant Clarke and Edgar Leslie. m., Maurice Abrahams. Maurice Abrahams Music Co., cop. 1913.

**The old rugged cross.** Hymn. w., m., Rev. George Bennard. Chicago: The Rodeheaver Co., cop. 1913 by George Bennard, Homer A. Rodeheaver, owner.

**On the old Fall River Line.** w., William Jerome and Andrew B. Sterling. m., Harry Von Tilzer. Harry Von Tilzer Music Pub. Co., cop. 1913.

**The pullman porters on parade.** w., Ren. G. May [i.e., Germany, pseud. of Irving Berlin]. m., Maurice Abrahams. Maurice Abrahams Music Co., cop. 1913.

**Sailing down the Chesapeake Bay.** w., Jean C. Havez. m., George Botsford. Jerome H. Remick & Co., cop. 1913.

**Snookey ookums.** w., m., Irving Berlin. Waterson, Berlin & Snyder Co., cop. 1913.

**Softly thro' the summer night (Sari).** w., C. C. S. Cushing and E. P. Heath. Jos. W. Stern & Co., cop. 1912 by Josef Weinberger; cop. 1913 by Jos. W. Stern & Co.

**Somebody's coming to my house.** w., m., Irving Berlin. Waterson, Berlin & Snyder Co., cop. 1913.

**Something seems tingle-ingleing (High Jinks).** w., Otto Hauerbach. m., Rudolf Friml. G. Schirmer, Inc., cop. 1913.

**Such a li'l fellow.** w., Frances Lowell. m., William Dichmont. Boston: Oliver Ditson Co., cop. 1913.

**Sweethearts (Sweethearts).** w., Robert B. Smith. m., Victor Herbert. G. Schirmer, Inc., cop. 1913.

**That international rag.** w., m., Irving Berlin. Waterson, Berlin & Snyder Co., cop. 1913.

**There's a girl in the heart of Maryland—with a heart that belongs to me.** w., Ballard MacDonald. m., Harry Carroll. Shapiro, Bernstein & Co., cop. 1913.

**There's a long, long trail.** w., Stoddard King. m., Zo Elliott. M. Witmark & Sons, cop. 1913 by West & Co., London; assigned 1914 to M. Witmark & Sons.

## MUSICAL-HISTORICAL CAVALCADE—Continued

**The trail of the lonesome pine.** w., Ballard MacDonald. m., Harry Carroll. Shapiro, Bernstein & Co., cop. 1913.

**What's the good of being good—when no one's good to me.** w., Stanley Murphy. m., Harry Von Tilzer. Harry Von Tilzer Music Pub. Co., cop. 1913.

**When you're all dressed up and no place to go (The Beauty Shop).** w., Benjamin Hapgood Burt. m., Silvio Hein. T. B. Harms & Francis, Day & Hunter, cop. 1913.

**When you play in the game of love.** w., Joe Goodwin. m., Al Piantadosi. Leo Feist, Inc., cop. 1913.

**Where did you get that girl?** w., Bert Kalmar. m., Harry Puck. Kalmar & Puck Music Co., cop. 1913.

**You're a great big blue eyed baby.** w., m., A. Seymour Brown. Jerome H. Remick & Co., cop. 1913.

**You've got your mother's big blue eyes.** w., m., Irving Berlin. Waterson, Berlin & Snyder Co., cop. 1913.

“Class” dancers had their advent in hotels, Mr. and Mrs. Vernon Castle’s salary being reported at \$1,000 per week. Meantime the “dansants”—i.e. matinee dances at public places—were bitterly condemned because of “male idlers,” and were fading out.

Woodrow Wilson was inaugurated president.

To the presidential cabinet was added a Secretary of Labor, the first one being William B. Wilson, ex-officer of the United Mine Workers’ Union, and since 1907 congressman from Pennsylvania.

Parcel post was an innovation.

Ping-pong was a popular pastime in New York.

Indiana and Ohio suffered from disastrous floods in which hundreds were drowned and property loss was enormous.

Turbans (a vogue started by Queen Mary) and Merry Widow hats were fashionable.

What mostly went into a silk stocking was lisle.

The legitimate stage had a poor season, but there were several money makers: “Peg o’ My Heart” with Laurette Taylor, “Within the Law” with Jane Cowl, “The Auctioneer” and “Seven Keys to Baldpate.”

Charlie Chaplin became a film comedian. Other film players of the year included: William Farnum, Mabel Taliafero, and Florence Nash.

Artists started a trend toward Cubism. Widely written up in the papers.

## 1914

**After the roses have faded away.** w., Essie Buchanan. m., Ernest R. Ball. M. Witmark & Sons, cop. 1914.

**At a Mississippi cabaret.** w., A. Seymour Brown. m., Albert Gumble. Jerome H. Remick & Co., cop. 1914.

**Back to the Carolina you love.** w., Grant Clarke. m., Jean Schwartz. Waterson, Berlin & Snyder Co., cop. 1914.

**By the beautiful sea.** w., Harold R. Atteridge. m., Harry Carroll. Shapiro, Bernstein & Co., Inc., cop. 1914.

**Can't yo' heah me callin', Caroline.** w., William H. Gardner. m., Caro Roma. M. Witmark & Sons, cop. 1914.

**Cecile waltz.** m., Frank W. McKee. G. Ricordi & Co., cop. 1914.

**Duna.** w., Marjorie Pickthall. m., Josephine McGill. London: Boosey & Co., Ltd., cop. 1914.

**Face to face with the girl of my dreams.** w., m., Richard Howard. F. B. Haviland Pub. Co., Inc., cop. 1914.

**Fido is a hot dog now.** w., Charles McCarron and Thomas J. Gray. m., Raymond Walker. Leo Feist, Inc., cop. 1914.

**The garden of your heart.** w., Edward Teschemacher. m., Francis Dorel. London: Boosey & Co., Ltd., cop. 1914.

**Goodbye, girls, I'm through (Chin-Chin).** w., John Golden. m., Ivan Caryll. London: Chappell & Co., Ltd., cop. 1914.

**He's a devil in his own home town.** w., Grant Clarke and Irving Berlin. m., Irving Berlin. Waterson, Berlin & Snyder Co., cop. 1914.

**He's a rag picker.** w., m., Irving Berlin. Waterson, Berlin & Snyder Co., cop. 1914.

**I love the ladies.** w., Grant Clarke. m., Jean Schwartz. Waterson, Berlin & Snyder Co., cop. 1914.

**I want to go back to Michigan—down on the farm.** w., m., Irving Berlin. Waterson, Berlin & Snyder Co., cop. 1914.

**I wonder where my lovin' man has gone.** w., Earle C. Jones. m., Richard Whiting and Charles L. Cooke. Jerome H. Remick & Co., cop. 1914.

**I'll do it all over again.** w., A. Seymour Brown. m., Albert Gumble. Jerome H. Remick & Co., cop. 1914.

**In the town where I was born.** w., Dick Howard and Billy Tracey. m., Al Harri-man. F. B. Haviland Pub. Co., cop. 1914.

**The land of my best girl.** w., Ballard MacDonald. m., Harry Carroll. Shapiro, Bernstein & Co., Inc., cop. 1914.

## MUSICAL-HISTORICAL CAVALCADE—Continued

**A little bit of heaven, sure they call it Ireland.** w., J. Keirn Brennan. m., Ernest R. Ball. M. Witmark & Sons, cop. 1914.

**Mary, you're a little bit old fashioned.** w., Marion Sunshine. m., Henry I. Marshall. Jerome H. Remick & Co., cop. 1914.

**Missouri waltz.** w., J. R. Shannon. m., Frederick Knight Logan "from an original melody procured by John Valentine Eppell." Chicago: Forster Music Publisher, Inc., cop. 1914 by Frederick Knight Logan; assigned 1915 to F. A. Forster.

**Moonlight on the Rhine (One Girl in a Million).** w., Bert Kalmar and Edgar Leslie. m., Ted Snyder. Waterson, Berlin & Snyder Co., cop. 1914.

**On the 5:15.** w., Stanley Murphy. m., Henry I. Marshall. Jerome H. Remick & Co., cop. 1914.

**On the good ship Mary Ann.** w., Gus Kahn. m., Grace LeBoy. Jerome H. Remick & Co., cop. 1914.

**Poor Pauline.** w., Charles McCarron. m., Raymond Walker. Broadway Music Corp., cop. 1914.

**Roll them cotton bales.** w., James W. Johnson. m., J. Rosamond Johnson. Jos. W. Stern & Co., cop. 1914.

**St. Louis blues.** w., m., W. C. Handy. Handy Bros. Music Co., Inc., cop. 1914 by W. C. Handy.

**Shadowland.** Piano solo. m., Lawrence B. Gilbert. Leo Feist, Inc., cop. 1914 by Charles W. Homeyer & Co., Boston; assigned 1915 to Leo Feist, Inc.

**Sister Susie's sewing shirts for soldiers.** w., R. P. Weston. m., Hermann E. Darowski. T. B. Harms, and Francis, Day & Hunter, cop. 1914 by Francis, Day & Hunter.

**The song of songs—Chanson du coeur brise.** English words, Clarence Lucas; French words, Maurice Vancaire. m., Moya [pseud. of Harold Vicars]. London: Chappell & Co., Ltd., cop. 1914.

**The springtime of life (The Debutante).** w., Robert B. Smith. m., Victor Herbert. G. Schirmer, Inc., cop. 1914.

**Sylvia.** w., Clinton Scollard. m., Oley Speaks. G. Schirmer, Inc., cop. 1914.

**Tell it all over again (The Only Girl).** w., Henry Blossom. m., Victor Herbert. M. Witmark & Sons, cop. 1914.

**There's a little spark of love still burning.** w., Joe McCarthy. m., Fred Fisher. Leo Feist, Inc., cop. 1914.

**They didn't believe me (The Girl from Utah).** w., Herbert Reynolds. m., Jerome Kern. Remick Music Corp., cop. 1914 by T. B. Harms & Francis, Day & Hunter; assigned 1916 to Jerome H. Remick & Co.

**This is the life.** w., m., Irving Berlin. Waterson, Berlin & Snyder Co., cop. 1914.

**Tip-top Tipperary Mary.** w., Ballard MacDonald. m., Harry Carroll. Shapiro, Bernstein & Co., cop. 1914.

**Too-ra-loo-ra-loo-ral, that's an Irish lullaby (Shameen Dhu).** w., m., J. R. Shannon. M. Witmark & Sons, cop. 1914.

**Way out yonder in the golden west.** w., m., Percy Wenrich. Leo Feist, Inc., cop. 1914.

**When it's night time down in Burgundy.** w., Alfred Bryan. m., Herman Paley. Jerome H. Remick & Co., cop. 1914.

**When it's night time in Dixie land.** w., m., Irving Berlin. Waterson, Berlin & Snyder Co., cop. 1914.

**When the angelus is ringing.** w., Joe Young. m., Bert Grant. Waterson, Berlin & Snyder Co., cop. 1914.

**When you're away (The Only Girl).** w., Henry Blossom. m., Victor Herbert. M. Witmark & Sons, cop. 1914.

**When you're wearing the ball and chain (The Only Girl).** w., Harry B. Smith. m., Victor Herbert. M. Witmark & Sons, cop. 1914.

**When you wore a tulip and I wore a big red rose.** w., Jack Mahoney. m., Percy Wenrich. Leo Feist, Inc., cop. 1914.

**You're more than the world to me.** w., Jeff Branen. m., Alfred Solman. Joe Morris Music Co., cop. 1914.

**You planted a rose in the garden of love.** w., J. Will Callahan. m., Ernest R. Ball. M. Witmark & Sons, cop. 1914.

For the first time citizens had to pay income tax, following an amendment to the Constitution which 42 of the 48 states ratified (three states—Utah, Rhode Island and Connecticut—rejected it). Individual payments amounted to \$28,253,535 (about 2% of the total individual income tax in 1929), and were paid by 357,598 individuals (about 10% of the number of payees in 1929).

The Panama Canal opened to traffic, but due to the war (which began in this year) and periodic landslides, it was not officially declared open until 1920.

A familiar sight was one of Henry Ford's Model T flivvers, of which there were now about half a million, and which soon were produced in astronomical quantities. Meantime Ford made the sensational move of paying a minimum \$5 wage per 8-hour day.

Great increases in advertising revenue (partially due to the automobile), punchier advertising copy, "efficiency methods" in



## MUSICAL-HISTORICAL CAVALCADE—Continued

production, and stronger salesmanship were the order of the day.

"Billy" (W. A.) Sunday, ex-baseball player, embarked on his career as a sawdust trail evangelist.

The tango was added to popular dance repertoires.

Film houses sprang up everywhere, just as music halls had been the rage 30 years before. Samuel Rothafel (Roxy) took charge of the Strand theatre, N. Y., and the era of de luxe houses began. Meantime Theda Bara was starred in "Destruction" (Fox Films), and started her film career as a "vamp."

Vaudeville patrons saw Fannie Brice and the Four Marx Brothers.

On the stage the ranking productions were "Chin Chin," "Daddy Long Legs," "It Pays to Advertise," "The Outcast" with Elsie Ferguson, and "Experience."

### 1915

**All for you (The Princess Pat).** w., Henry Blossom. m., Victor Herbert. M. Witmark & Sons, cop. 1915.

**Along the rocky road to Dublin.** w., Joe Young. m., Bert Grant. Waterson, Berlin & Snyder Co., cop. 1915.

**America, I love you.** w., Edgar Leslie. m., Archie Gottler. Kalmar & Puck Music Co., Inc., cop. 1915.

**Araby.** w., m., Irving Berlin. Waterson, Berlin & Snyder Co., cop. 1915.

**Auf Wiedersehn (The Blue Paradise).** w., Herbert Reynolds. m., Sigmund Romberg. G. Schirmer, Inc., cop. 1915.

**Babes in the wood (Very Good Eddie).** w., Jerome Kern and Schuyler Greene. m., Jerome Kern. T. B. Harms & Francis, Day & Hunter, cop. 1915.

**Back home in Tennessee.** w., William Jerome. m., Walter Donaldson. Waterson, Berlin & Snyder Co., cop. 1915.

**By heck.** w., L. Wolfe Gilbert. m., S. R. Henry. Jos. W. Stern & Co., cop. 1915.

**Canadian capers.** w., m., Gus Chandler, Bert White and Henry Cohen. Jerome H. Remick & Co., cop. 1915 by Roger Graham, Chicago; assigned 1921 to Jerome H. Remick Co.

**Close to my heart.** w., Andrew B. Sterling. m., Harry Von Tilzer. Harry Von Tilzer Music Pub. Co., cop. 1915.

**Don't bite the hand that's feeding you.** w., Thomas Hoier. m., James Morgan. Leo Feist, Inc., cop. 1915.

**Down among the sheltering palms.** w.,

James Brockman. m., Abe Olman. Leo Feist, Inc., cop. 1915.

**Down in Bom-Bombay.** w., Ballard MacDonald. m., Harry Carroll. Shapiro, Bernstein & Co., cop. 1915.

**The girl on the magazine (Stop! Look! Listen!).** w., m., Irving Berlin. Waterson, Berlin & Snyder Co., cop. 1915.

**Hello, Frisco!** w., Gene Buck. m., Louis A. Hirsch. M. Witmark & Sons, cop. 1915.

**Hello, Hawaii, how are you?** w., Bert Kalmar and Edgar Leslie. m., Jean Schwartz. Waterson, Berlin & Snyder Co., cop. 1915.

**How'd you like to spoon with me? (The Earl and the Girl).** w., Edward Laska. m., Jerome D. Kern. T. B. Harms Co., cop. 1915.

**I didn't raise my boy to be a soldier.** w., Alfred Bryan. m., Al Piantadosi. Leo Feist, Inc., cop. 1915.

**I've been floating down the old Green River (Maid in America).** w., Bert Kalmar, m., Joe Cooper. Waterson, Berlin & Snyder Co., cop. 1915.

**In a monastery garden.** Orch. composition. m., Albert William Ketelbey. London: J. H. Larway, cop. 1915.

**In the gold fields of Nevada.** w., Edgar Leslie. m., Archie Gottler. Maurice Abrahams Music Co., cop. 1915.

**Ireland is Ireland to me.** w., Fiske O'Hara and J. Keirn Brennan. m., Ernest R. Ball. M. Witmark & Sons, cop. 1915.

**It's tulip time in Holland.** w., Dave Radford. m., Richard A. Whiting. Jerome H. Remick & Co., cop. 1915.

**Keep the home-fires burning.** w., Lena Guilbert Ford. m., Ivor Novello. Chappell & Co., Ltd., cop. 1914 by Ascherberg, Hopwood & Crew, Ltd., London; new edition cop. 1915 by Ascherberg, Hopwood & Crew, Ltd.

**The ladder of roses (Hip, Hip, Hooray).** w., R. H. Burnside. m., Raymond Hubbell. T. B. Harms & Francis, Day & Hunter, cop. 1915.

**The little house upon the hill.** w., Ballard MacDonald and Joe Goodwin. m., Harry Puck. Shapiro, Bernstein & Co., cop. 1915.

**Love, here is my heart!—Mon coeur est pour toi.** English w., Adrian Ross. m., Lao Silesu. Leo Feist, Inc., cop. 1915 by Ascherberg, Hopwood & Crew, Ltd., London.

**Love is the best of all (The Princess Pat).** w., Henry Blossom. m., Victor Herbert. M. Witmark & Sons, cop. 1915.

**Memories.** w., Gustave Kahn. m., Eg-

## MUSICAL-HISTORICAL CAVALCADE—Continued

bert Van Alstyne. Jerome H. Remick & Co., cop. 1915.

**M-O-T-H-E-R, a word that means the world to me.** w., Howard Johnson. m., Theodore F. Morse. Leo Feist, Inc., cop. 1915.

**My little girl.** w., Sam M. Lewis and William Dillon. m., Albert Von Tilzer. Broadway Music Corp., cop. 1915.

**My mother's rosary.** w., Sam M. Lewis. m., George W. Meyer. Waterson, Berlin & Snyder Co., cop. 1915.

**Neapolitan love song (The Princess Pat).** w., Henry Blossom. m., Victor Herbert. M. Witmark & Sons, cop. 1915.

**Norway.** w., Joe McCarthy. m., Fred Fisher. Leo Feist, Inc., cop. 1915.

**The old refrain.** A Viennese popular song transcribed for violin and piano by Fritz Kreisler. Carl Fischer, Inc., cop. 1915 by Charles Foley.

**On the beach at Waikiki.** w., G. H. Stover. m., Henry Kailimai. Honolulu: Bergstrom Music Co., Ltd., cop. 1915.

**Pack up your troubles in your old kit-bag and smile, smile, smile.** w., George Asaf. m., Felix Powell. London: Chappell & Co., Ltd., cop. 1915 by Francis, Day & Hunter.

**The perfect song.** w., Clarence Lucas. m., Joseph Carl Breil. London: Chappell & Co., Ltd., cop. 1915; new edition, cop. 1929 by Chappell & Co., Ltd.

**Piney Ridge.** w., Ballard MacDonald. m., Halsey K. Mohr. Shapiro, Bernstein & Co., Inc., cop. 1915.

**Put me to sleep with an old fashioned melody.** w., Sam M. Lewis and Dick Howard. m., Harry Jentes. Broadway Music Corp., cop. 1915.

**Ragging the scale.** Piano solo. m., Edward B. Claypoole. Artmusic, Inc., cop. 1915 by Broadway Music Corp.; assigned to Artmusic, Inc.

**Railroad Jim.** w., m., Nat H. Vincent. F. B. Haviland Pub. Co., Inc., cop. 1915.

**Siam.** w., Howard Johnson. m., Fred Fisher. Leo Feist, Inc., cop. 1915.

**So Long Letty (So Long Letty).** w., m., Earl Carroll. M. Witmark & Sons, cop. 1915.

**Some little bug is going to find you (introduced in: Alone At Last).** w., Benjamin Haggood Burt and Roy Atwell. m., Silvio Hein. T. B. Harms & Francis, Day & Hunter, cop. 1915.

**Song of the islands.** w., m., Charles E. King. Honolulu, Hawaiian Islands: Bergstrom Music Co., Ltd., cop. 1915; assigned 1917 to Charles E. King.

**The sunshine of your smile.** w., Leonard Cooke. m., Lillian Ray. T. B. Harms & Francis, Day & Hunter, cop. 1915 by Francis, Day & Hunter.

**Take me to the midnight cake walk ball.** w., m., Eddie Cox, Arthur Jackson and Maurice Abrahams. Maurice Abrahams Music Co., cop. 1915.

**There's a broken heart for every light on Broadway.** w., Howard Johnson. m., Fred Fisher. Leo Feist, Inc., cop. 1915.

**There's a little lane without a turning on the way to home, sweet home.** w., Sam M. Lewis. m., George W. Meyer. Broadway Music Corp., cop. 1915.

**Throw me a rose (Miss Springtime).** w., P. G. Wodehouse and Herbert Reynolds. m., Emmerich Kalman. T. B. Harms & Francis, Day & Hunter, cop. 1915.

**Two laughing Irish eyes (The Princess Pat).** w., Henry Blossom. m., Victor Herbert. M. Witmark & Sons, cop. 1915.

**We'll have a jubilee in my old Kentucky home.** w., Coleman Goetz. m., Walter Donaldson. Waterson, Berlin & Snyder Co., cop. 1915.

**What a wonderful mother you'd be.** w., Joe Goodwin. m., Al Piantadosi. Shapiro, Bernstein & Co., Inc., cop. 1915.

**When I leave the world behind.** w., m., Irving Berlin. Waterson, Berlin & Snyder Co., cop. 1915.

**You know and I know (Nobody Home).** w., Schuyler Greene. m., Jerome Kern. T. B. Harms & Francis, Day & Hunter, cop. 1915.

**You'd never know the old home-town of mine.** w., Howard Johnson. m., Walter Donaldson. Leo Feist, Inc., cop. 1915.

**You'll always be the same sweet girl.** w., Andrew B. Sterling. m., Harry Von Tilzer. Harry Von Tilzer Music Pub. Co., cop. 1915.

The U. S. public debt stood at a mere \$1,191,264,000, or \$11.83 per capita, the lowest point since the Civil War.

The Kiwanis International organization was founded.

David Wark Griffith produced "The Birth of a Nation" (based on Dixon's "The Clansman") which, from a box office standpoint, ranks among the first 10 films of all time.

Jess Willard knocked out Jack Johnson after 26 rounds in Havana, Cuba, thereby winning the heavyweight title.

Off the coast of Ireland the German submarine U-20 fired a single torpedo that plowed squarely into the "Lusitania" and sank her with 1,195 of her passengers, of which 124 were Americans.

## MUSICAL-HISTORICAL CAVALCADE—Continued

Paul Whiteman organized his famed orchestra, playing what he called "syncopation," but what was most commonly referred to as "jazz."

In the Chicago River, the steamer "Eastland" overturned and 812 excursionists lost their lives.

Plays of the year included "Stop! Look! Listen!" with Gaby Deslys, and a spectacle at the Hippodrome, N. Y., called "Hip, Hip, Hooray." Sousa's band was in it, as well as a kaleidoscope of performers, and in one week it grossed \$73,600.

Prices of foodstuffs and other commodities were rising.

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### 1916

**Allah's holiday (Katinka).** w., Otto Hauerbach. m., Rudolf Friml. G. Schirmer, Inc., cop. 1916.

**Arrah go on, I'm gonna go back to Oregon.** w., Sam M. Lewis and Joe Young. m., Bert Grant. Waterson, Berlin & Snyder Co., cop. 1916.

**At the end of a beautiful day.** w., m., William H. Perkins. F. B. Haviland Pub. Co., cop. 1916.

**Baby shoes.** w., Joe Goodwin and Ed. Rose. m., Al Piantadosi. Shapiro, Bernstein & Co., cop. 1916.

**Bring me a rose.** w., m., Charles Shisler. Kalmar, Puck & Abrahams Consolidated, Inc., cop. 1916.

**The cobbler's song (Chu Chin Chow).** w., Oscar Asche. m., Frederic Norton. London: Keith, Prowse & Co., Ltd., cop. 1916.

**Down where the Swanee River flows.** w., Charles McCarron and Charles S. Alberte. m., Albert Von Tilzer. Broadway Music Corp., cop. 1916.

**Everybody loves an Irish song.** w., m., William J. McKenna. F. B. Haviland Pub. Co., Inc., cop. 1916.

**"Forever" is a long, long time.** w., Darl MacBoyle. m., Albert Von Tilzer. Artmusic, Inc., cop. 1916.

**Give a little credit to your Dad.** w., William Tracey. m., Nat Vincent. Broadway Music Corp., cop. 1916.

**Good-bye, good luck, God bless you.** w., J. Keirn Brennan. m., Ernest R. Ball. M. Witmark & Sons, cop. 1916.

**Have a heart (Have a Heart).** w., Gene Buck. m., Jerome Kern. T. B. Harms & Francis, Day & Hunter, cop. 1916.

**He may be old, but he's got young ideas.** w., m., Howard Johnson, Alex Gerber and Harry Jentes. Leo Feist, Inc., cop. 1916.

**How's ev'ry little thing in Dixie.** w., Jack Yellen. m., Albert Gumble. Jerome H. Remick & Co., cop. 1916.

**I can dance with everyone but my wife (introduced in: Sybil).** w., Joseph Cawthorn and John L. Golden. m., John L. Golden. T. B. Harms & Francis, Day & Hunter, cop. 1916.

**I know I got more than my share.** w., m., Grant Clarke and Howard Johnson. Leo Feist, Inc., cop. 1916.

**I want to marry a male quartette (Katinka).** w., Otto Hauerbach. m., Rudolf Friml. G. Schirmer, Inc., cop. 1916.

**If I knock the "L" out of Kelly.** w., Sam M. Lewis and Joe Young. m., Bert Grant. Waterson, Berlin & Snyder Co., cop. 1916.

**Ireland must be heaven, for my mother came from there.** w., m., Joe McCarthy, Howard Johnson and Fred Fisher. Leo Feist, Inc., cop. 1916.

**It's the Irish in your eye, it's the Irish in your smile.** w., William Dillon. m., Albert Von Tilzer. Broadway Music Corp., cop. 1916.

**Katinka (Katinka).** w., Otto Hauerbach. m., Rudolf Friml. G. Schirmer, Inc., cop. 1916.

**Li'l Liza Jane.** w., m., Countess Ada De Lachau. San Francisco: Sherman, Clay & Co., cop. 1916.

**Mammy's little coal black rose.** w., Raymond Egan. m., Richard A. Whiting. Jerome H. Remick & Co., cop. 1916.

**M-i-s-s-i-s-s-i-p-p-i.** w., Bert Hanlon, Benny Ryan. m., Harry Tierney. Wm. Jerome Pub. Corp., cop. 1916; assigned 1918 to Leo Feist, Inc.

**Mother (Her Soldier Boy).** w., Rida Johnson Young. m., Sigmund Romberg. G. Schirmer, Inc., cop. 1916.

**Nat'an—for what are you waitin', Nat'an.** w., m., James Kendis. Kendis Music Pub. Co., Inc., cop. 1916.

**Nodding roses (Very Good Eddie).** w., Schuyler Greene and Herbert Reynolds. m., Jerome Kern. T. B. Harms & Francis, Day & Hunter, cop. 1916.

**Nola.** Piano solo. m., Felix Arndt. Cleveland: Sam Fox Pub. Co., cop. 1915, by Felix Arndt; assigned 1916 to Sam Fox Pub. Co.

**Oh! how she could yacki, hacki, wicki, woo.** w., Stanley Murphy and Charles McCarron. m., Albert Von Tilzer. Broadway Music Corp., cop. 1916.

**Poor butterfly (The Big Show).** w., John L. Golden. m., Raymond Hubbell. T.

## MUSICAL-HISTORICAL CAVALCADE—Continued

B. Harms & Francis, Day & Hunter, cop. 1916.

**Pretty baby.** w., Gus Kahn. m., Tony Jackson and Egbert Van Alstyne. Jerome H. Remick & Co., cop. 1916.

**Put on your slippers and fill up your pipe.** w., Ed. P. Moran and Will A. Heelan. m., Albert Von Tilzer. Broadway Music Corp., cop. 1916.

**Rackety coo! (Katinka).** w., Otto Hauerbach. m., Rudolf Friml. G. Schirmer, Inc., cop. 1916.

**Robbers' march (Chu Chin Chow).** m., Frederic Norton. London: Keith, Prowse & Co., Ltd., cop. 1916.

**Rolling stones—all come rolling home again.** w., Edgar Leslie. m., Archie Gottler. Kalmar, Puck & Abrahams Consolidated, Inc., cop. 1916.

**Roses of Picardy.** w., Frederick E. Weatherly. m., Haydn Wood. London: Chappell & Co., Ltd., cop. 1916.

**She is the sunshine of Virginia.** w., Ballard MacDonald. m., Harry Carroll. Shapiro, Bernstein & Co., cop. 1916.

**There's a garden in old Italy.** w., Joe McCarthy. m., Jack Glogan. Leo Feist, Inc., cop. 1916.

**There's a little bit of bad in every good little girl.** w., Grant Clarke. m., Fred Fisher. Leo Feist, Inc., cop. 1916.

**There's a Quaker down in Quaker town.** w., David Berg. m., Alfred Solman. Joe Morris Music Co., cop. 1916.

**They're wearing 'em higher in Hawaii.** w., Joe Goodwin. m., Halsey K. Mohr. Shapiro, Bernstein & Co., cop. 1916.

**Turn back the universe and give me yesterday.** w., J. Keirn Brennan. m., Ernest R. Ball. M. Witmark & Sons, cop. 1916.

**Way down in Iowa I'm going to hide away.** w., Sam M. Lewis and Joe Young. m., George W. Meyer. Waterson, Berlin & Snyder Co., cop. 1916.

**What do you want to make those eyes at me for?** w. m., Joe McCarthy, Howard Johnson and James V. Monaco. Leo Feist, Inc., cop. 1916.

**When the black sheep returns to the fold.** w., m., Irving Berlin. Waterson, Berlin & Snyder Co., cop. 1916.

**Where did Robinson Crusoe go with Friday on Saturday night?** w., Sam M. Lewis and Joe Young. m., Geo. W. Meyer. Waterson, Berlin & Snyder Co., cop. 1916.

**Yacka hula hickey dula (Robinson Crusoe, Jr.).** w., m., E. Ray Goetz, Joe Young

and Pete Wendling. Waterson, Berlin & Snyder Co., cop. 1916.

**You belong to me (The Century Girl).** w., Harry B. Smith. m., Victor Herbert. T. B. Harms & Francis, Day & Hunter, cop. 1916.

**You can't get along with 'em or without 'em.** w., Grant Clarke. m., Fred Fisher. Leo Feist, Inc., cop. 1916.

A near-panic of stock selling developed on the New York Exchange when traders took to heart the dictum of Secretary of State Lansing that the U. S. was being drawn into war.

In the Preparedness Day parade in San Francisco a bomb was hurled into the marchers, killing 10 and wounding 40. Among those convicted was Tom Mooney. Originally sentenced to death, he got a commuted sentence of life imprisonment.

The German submarine U-53 paid a visit to the U. S.

Pancho Villa staged a raid in New Mexico, and General Pershing was dispatched to punish Villa.

Charles Evans Hughes resigned from the Supreme Court to run as Republican candidate against Wilson, but Wilson came out ahead by a bare 600,000 votes. Justice Hughes was reappointed to the Court in 1930.

In Jersey City occurred the Black Tom explosion and fire in which two were killed and \$20,000,000 worth of property destroyed.

Anna Pavlova was dancing at the Hippodrome, N. Y., in "The Big Show." Albertina Rasch was in vaudeville.

Among the year's films were: "The Vixen" (Theda Bara). "Rose of the South" (Peggy Hyland and Antonio Moreno), "Wharf Rat" (Mae Marsh), "The Foolish Virgin" (Clara Kimball Young), "Pearl of the Army" (Pearl White), "Less Than the Dust" (Mary Pickford), and "The Witching Hour" (C. Aubrey Smith). Other film names included Francis X. Bushman, Anita Stewart, Marie Empress, Norma and Constance Talmadge, Harry Fox, Richard Bennett, and Billie Burke (Mrs. Florenz Ziegfeld, who later went back to the stage).

Plays included "The Master" (Arnold Daly), "Old Lady 31," "Her Soldier Boy," "Springtime," "So Long Letty," and "Keeping Up Appearances." Eddie Cantor was currently under Ziegfeld management, and Hugh Herbert was writing his own vaudeville sketches, the latest being called "The Prediction."

MUSICAL-HISTORICAL CAVALCADE—Continued

1917

**All the world will be jealous of me.** w., Al Dubin. m., Ernest R. Ball. M. Witmark & Sons, cop. 1917.

**Au revoir, but not good-bye, soldier boy.** w., Lew Brown. m., Albert Von Tilzer. Broadway Music Corp., cop. 1917.

**Beale Street blues.** w., m., W. C. Handy. Handy Bros. Music Co., Inc., cop. 1917.

**The bells of St. Mary's.** w., Douglas Furber. m., A. Emmett Adams. London: Chappell & Co., Ltd., cop. 1917 by Ascherberg, Hopwood & Crew, Ltd., London.

**Bring back my daddy to me.** w., William Tracey and Howard Johnson. m., George M. Meyer. Leo Feist, Inc., cop. 1917.

**Come and have a swing with me (Jack O' Lantern).** w., Anne Caldwell. m., Ivan Caryll. London: Chappell & Co., Ltd., cop. 1917.

**The darktown strutters' ball.** w., m., Shelton Brooks. Leo Feist, Inc., cop. 1917 by Will Rossiter; assigned to Leo Feist, Inc.

**Deep river.** Negro spiritual arr. for voice and piano by Henry Thacker Burleigh. G. Ricordi & Co., Inc., cop. 1917.

**Eileen alanna asthore (Eileen).** w., Henry Blossom. m., Victor Herbert. M. Witmark & Sons, cop. 1917.

**For me and my gal.** w., Edgar Leslie and E. Ray Goetz. m., George W. Meyer. Waterson, Berlin & Snyder Co., cop. 1917.

**Give a man a horse he can ride.** w., James Thomson. m., Geoffrey O'Hara. Huntzinger & Dilworth, cop. 1917.

**Give me the moonlight, give me the girl.** w., Lew Brown. m., Albert Von Tilzer. Broadway Music Corp., cop. 1917.

**Go down, Moses.** Negro spiritual arr. for voice and piano by Henry Thacker Burleigh. G. Ricordi & Co., Inc., cop. 1917.

**Good-bye, Broadway, hello France! (Passing Show of 1917).** w., C. Francis Reisner and Benny Davis. m., Billy Baskette. Leo Feist, Inc., cop. 1917.

**Good-bye, ma! good-bye, pa! good-bye, mule.** w., William Herschell. m., Barclay Walker. Shapiro, Bernstein & Co., cop. 1917 by William Herschell and Barclay Walker; assigned to Shapiro, Bernstein & Co., Inc.

**Hawaiian butterfly.** w., George A. Little. m., Billy Baskette and Joseph P. Santly. Leo Feist, Inc., cop. 1917.

**Homing.** w., Arthur L. Salmon. m.,

Teresa del Riego. London: Chappell & Co., Ltd., cop. 1917.

**Huckleberry Finn.** w., m., Cliff Hess, Sam M. Lewis and Joe Young. Waterson, Berlin & Snyder Co., cop. 1917.

**I'm all bound 'round with the Mason Dixon line.** w., Sam M. Lewis and Joe Young. m., Jean Schwartz. Waterson, Berlin & Snyder Co., cop. 1917.

**I don't know where I'm going, but I'm on my way.** w., m., George Fairman. Harry Von Tilzer Music Pub. Co., cop. 1917.

**I don't want to get well.** w., Howard Johnson and Harry Pease. m., Harry Jentes. Leo Feist, Inc., cop. 1917.

**I may be gone for a long, long time (Hitchy-Koo).** w., Lew Brown. m., Albert Von Tilzer. Broadway Music Corp., cop. 1917.

**In San Domingo.** w., Sam M. Lewis and Joe Young. m., Ted Snyder. Waterson, Berlin and Snyder Co., cop. 1917.

**Indiana.** w., Ballard MacDonald. m., James F. Hanley. Shapiro, Bernstein & Co., cop. 1917.

**Indianola.** Piano solo. m., S. R. Henry and D. Onivas [pseud. of Domenico Savino]. Jos. W. Stern & Co., cop. 1917.

**Joan of Arc, they are calling you.** w., Alfred Bryan and Willie Weston. m., Jack Wells. Waterson, Berlin & Snyder Co., cop. 1917.

**Jump, Jim Crow (Maytime).** w., Rida Johnson Young. m., Sigmund Romberg. G. Schirmer, Inc., cop. 1917.

**Leave it to Jane (Leave It To Jane).** w., P. G. Wodehouse. m., Jerome Kern. T. B. Harms Co., cop. 1917.

**Liberty bell—It's time to ring again.** w., Joe Goodwin. m., Halsey K. Mohr. Shapiro, Bernstein & Co., cop. 1917.

**Lily of the valley.** w., L. Wolfe Gilbert. m., Anatole Friedland. Jos. W. Stern & Co., cop. 1917.

**Little mother of mine.** w., Walter H. Brown. m., Harry Thacker Burleigh. G. Ricordi & Co., Inc., cop. 1917.

**Lorraine—My beautiful Alsace Lorraine.** w., Alfred Bryan. m., Fred Fisher. McCarthy & Fisher, Inc., cop. 1917.

**Love will find a way (The Maid of the Mountains).** w., Harry Graham. m., Harold Fraser-Simson. Leo Feist, Inc., cop. 1917 by Ascherberg, Hopwood & Crew, Ltd., London.

**The magic of your eyes.** w., m., Arthur A. Penn. M. Witmark & Sons, cop. 1917.

**Meet me at the station, dear.** w., Sam

## MUSICAL-HISTORICAL CAVALCADE—Continued

- M. Lewis and Joe Young. m., Ted Snyder. Waterson, Berlin & Snyder Co., cop. 1917.
- My mother's lullaby.** w., Charles Louis Ruddy. m., Harold Brown Freeman. Providence, R. I.: Harold Freeman Co., cop. 1917.
- My sunshine Jane.** w., J. Keirn Brennan. m., Ernest R. Ball. M. Witmark & Sons, cop. 1917.
- Nobody knows de trouble I've seen.** Negro spiritual arr. for voice and piano by Henry Thacker Burleigh. G. Ricordi & Co., Inc., cop. 1917.
- Oh Johnny, oh Johnny, oh!** w., Ed. Rose. m., Abe Olman. Chicago: Forster Music Publisher, Inc., cop. 1917.
- Out where the west begins.** w., Arthur Chapman. m., Estelle Philleo. Forester Music Pub. Co., Inc., cop. 1917 by Estelle Philleo.
- Over there.** w., m., George M. Cohan. Leo Feist, Inc., cop. 1917.
- The regiment of Sambre and Meuse—original title: Le regiment de Sambre et Meuse.** French words, Paul Cezano; English words, George Harris, Jr. m., Robert Planquette. Boston: Oliver Ditson Co., cop. 1917.
- Roadways.** w., John Masefield. m., John Hopkins Densmore. Boston: Oliver Ditson Co., cop. 1917.
- Rockaway.** w., m., Howard Johnson, Alex Rogers and C. Luckeyth Roberts. Leo Feist, Inc., cop. 1917.
- Sailin' away on the Henry Clay.** w., Gus Kahn. m., Egbert Van Alstyne. Jerome H. Remick & Co., cop. 1917.
- Send me away with a smile.** w., m., Louis Weslyn and Al Piantadosi. Al Piantadosi & Co., Inc., cop. 1917.
- The siren's song (Leave It To Jane).** w., P. G. Wodehouse. m., Jerome Kern. T. B. Harms Co., cop. 1917.
- Smiles.** w., J. Will Callahan. m., Lee G. Roberts. Jerome H. Remick & Co., cop. 1917 by Lee G. Roberts; assigned 1918 to Jerome H. Remick & Co.
- Sweet Emalina, my gal.** w., m., Creamer and Layton. Broadway Music Corp., cop. 1917.
- Sweet little buttercup.** w., Alfred Bryan. m., Herman Paley. Jerome H. Remick & Co., cop. 1917.
- Swing low, sweet chariot.** Negro spiritual arr. for voice and piano by Henry Thacker Burleigh. G. Ricordi & Co., Inc., cop. 1917.
- There's Egypt in your dreamy eyes.** w., Fleta Jan Brown. m., Herbert Spencer. Jerome H. Remick & Co., cop. 1917.
- They go wild, simply wild over me.** w., Joe McCarthy. m., Fred Fisher. McCarthy & Fisher, Inc., cop. 1917.
- Thine alone (Eileen).** w., Henry Blossom. m., Victor Herbert. M. Witmark & Sons, cop. 1917.
- Tiger rag.** Fox-trot. m., Original Dixieland Jazz Band. Leo Feist, Inc., cop. 1917.
- 'Till the clouds roll by (Oh Boy).** w., Jerome Kern, P. G. Wodehouse and Guy Bolton. m., Jerome Kern. T. B. Harms & Francis, Day & Hunter, cop. 1917.
- Wait till the cows come home (Jack O' Lantern).** w., Anne Caldwell. m., Ivan Caryll. London: Chappell & Co., Ltd., cop. 1917.
- We're going over.** w., m., Andrew B. Sterling, Bernie Grossman and Arthur Lange. The Joe Morris Music Co., cop. 1917.
- We'll knock the Heligo-into Heligo-out of Heligoland!** w., John O'Brien. m., Theodore F. Morse. Leo Feist, Inc., cop. 1917.
- When shall I again see Ireland (Eileen).** w., Henry Blossom. m., Victor Herbert. M. Witmark & Sons, cop. 1917.
- When the boys come home.** w., John Hay. m., Oley Speaks. G. Schirmer, Inc., cop. 1917.
- When Yankee Doodle learns to parlez vous francais.** w., William Hart. m., Ed. Nelson. A. J. Stasny Music Co., cop. 1917.
- Where do we go from here?** w., m., Howard Johnson and Percy Wenrich. Leo Feist, Inc., cop. 1917.
- Where the black-eyed Susans grow (Robinson Crusoe, Jr.).** w., Dave Radford. m., Richard A. Whiting. Jerome H. Remick & Co., cop. 1917.
- Where the morning glories grow.** w., Gus Kahn and Raymond Egan. m., Richard A. Whiting. Jerome H. Remick & Co., cop. 1917.
- The white peacock.** Piano solo. m., Charles Tomlinson Griffes. G. Schirmer, cop. 1917.
- Whose little heart are you breaking now?** w., m., Irving Berlin. Waterson, Berlin & Snyder Co., cop. 1917.
- Will you remember (Sweetheart) (May-time).** w., Rida Johnson Young. m., Sigmund Romberg. G. Schirmer, Inc., cop. 1917.

On February 3, the U. S. broke off diplomatic relations with Germany, and on

MUSICAL-HISTORICAL CAVALCADE—Continued

April 6 declared war on that nation. In June the first American troops landed in France, by October they were in action, and at the end of the year the U. S. also declared war on Austria.

The Liberty Loan and War Savings Certificates drives swung into action.

"Meatless," "wheatless," "fuel-less" days were proclaimed everywhere to conserve food and fuel for the army.

Cotton went to 27c a pound on the New York Exchange and wheat cracked the \$2-a-bushel mark on the Chicago Board of Trade.

The 18th (prohibition) amendment was sent out to the states for ratification.

The International Association of Lions Clubs was founded.

"Ma" Ferguson became the first woman governor when the people of Texas elected her to the gubernatorial chair following the removal of her husband, James Ferguson.

The U. S. annexed the Danish West Indies (Virgin Islands), paying \$25,000,000 for the 133 square miles of territory.

Extreme sailor hats were the feminine vogue.

Entertainment enterprises were hard hit by the war. The stage suffered because of the war taxes. One show—"Gypsy Trail"—put a \$1.50 top on the house to draw customers. Jane Cowl was playing "Lilac Time."

In vaudeville Lou Holtz appeared with a blackface act. Meantime Blossom Seeley, Benny Fields and Benny Davis had an act called "Seeley's Syncopated Studio." Another vaudeville name of the year was Barbara La Marr (later in films.)

The picture business continued to grow. Douglas Fairbanks was starred in "A Modern Musketeer." Ince Productions now had a roster including William S. Hart, Dorothy Dalton, Charles Ray and Enid Bennett. Other film names of the year included William Desmond, Polly Moran (in Mack Sennett comedies), Fatty Arbuckle, Mae Murray, Harry Carey and Mary Garden (in the Goldwyn film "Thais").

That the war was taking the edge off pre-war gayety, and producing some very sobering effects on night life, is evident from the following *Variety* comment at this time: "The greatest change in New York cabarets is the disappearance of the moral lepers of both sexes from the floors. They played themselves dry, and 'sharpshooters' are more of a rarity nowadays than they formerly were perpetual nuisances."

1918

**After you've gone.** w., m., Henry Creamer and Turner Layton. Broadway Music Corp., cop. 1918.

**Bagdad (Sinbad).** w., Harold Atteridge. m., Al Jolson. G. Schirmer, Inc., cop. 1918.

**Beautiful Ohio.** w., Ballard MacDonald. m., Mary Earl [pseud. of Robert A. King]. Shapiro, Bernstein & Co., Inc., cop. 1918.

**Bing! bang! bing 'em on the Rhine.** w., m., Jack Mahoney and Allan Flynn. Jerome H. Remick & Co., cop. 1918.

**Come on, papa.** w., m., Edgar Leslie and Harry Ruby. Waterson, Berlin & Snyder Co., cop. 1918.

**The daughter of Rosie O'Grady.** w., Monty C. Brice. m., Walter Donaldson. M. Witmark & Sons, cop. 1918.

**Dear little boy of mine.** w., J. Keirn Brennan. m., Ernest R. Ball. M. Witmark & Sons, cop. 1918.

**Dear old pal of mine.** w., Harold Robe. m., Lieut. Gitz Rice. G. Ricordi & Co., cop. 1918.

**Everybody ought to know how to do the tickle toe (Going Up).** w., Otto Harbach. m., Louis A. Hirsch. M. Witmark & Sons, cop. 1918.

**Everything is peaches down in Georgia.** w., Grant Clarke. m., Milton Ager and George! W. Meyer. Leo Feist, Inc., cop. 1918.

**Good morning, Mr. Zip-Zip-Zip!** w., m., Robert Lloyd. Leo Feist, Inc., cop. 1918.

**Hello, central! give me No Man's Land (introduced in: Sinbad).** w., Sam M. Lewis and Joe Young. m., Jean Schwartz. Waterson, Berlin & Snyder Co., cop. 1918.

**Hinky-dinky parlez-vous—also known as: A mad'moiselle from Armentieres.** World War song. w., m., anon. [1918?]

**Hindustan.** w., m., Oliver G. Wallace and Harold Weeks. Chicago: Forster Music Publisher, Inc., cop. 1918 by Melody Shop; assigned 1918 to Forster Music Publisher, Inc.

**How'd you like to be my daddy? (Sinbad).** w., Sam M. Lewis and Joe Young. m., Ted Snyder. Waterson, Berlin & Snyder Co., cop. 1918.

**I'm gonna pin my medal on the girl I left behind.** w., m., Irving Berlin. Waterson, Berlin & Snyder Co., cop. 1918.

**I'm sorry I made you cry.** w., m., N. J. Clesi. Leo Feist, Inc., cop. 1918.

**I found the end of the rainbow.** w., m., John Mears, Harry Tierney and Joseph

## MUSICAL-HISTORICAL CAVALCADE—Continued

McCarthy. McCarthy & Fisher, Inc., cop. 1918.

**I'll say she does (Sinbad).** w., m., Bud DeSylva, Gus Kahn and Al Jolson. Jerome H. Remick & Co., cop. 1918.

**I'd like to see the Kaiser with a lily in his hand (Doing Our Bit).** w., m., Henry Leslie, Howard Johnson and Billy Frisch. Leo Feist, Inc., cop. 1918.

**If he can fight like he can love, good night Germany!** w., Grant Clarke and Howard E. Rogers. m., George W. Meyer. Leo Feist, Inc., cop. 1918.

**Ja-da.** w., m., Bob Carleton. Leo Feist, Inc., cop. 1918.

**Just a baby's prayer at twilight.** w., Sam M. Lewis and Joe Young. m., M. K. Jerome. Waterson, Berlin & Snyder Co., cop. 1918.

**Just like Washington crossed the Delaware, General Pershing will cross the Rhine.** w., Howard Johnson, m., George W. Meyer. Leo Feist, Inc., cop. 1918.

**K-K-K-Katy.** w., m., Geoffrey O'Hara. Leo Feist, Inc., cop. 1918.

**Keep your head down, "Fritzie Boy."** w., m., Gitz Rice. Leo Feist, Inc., cop. 1918.

**Kisses—the sweetest kisses of all.** w., Alex Sullivan. m., Lynn Cowan. McCarthy & Fisher, Inc., cop. 1918.

**Lafayette—we hear you calling.** w., m., Mary Earl [pseud. of Robert A. King]. Shapiro, Bernstein & Co., Inc., cop. 1918.

**Madelon.** French words, Louis Bousquet. English words, Alfred Bryan. m., Camille Robert. Jerome H. Remick & Co., cop. 1918.

**Mammy's chocolate soldier.** w., Sidney Mitchell. m., Archie Gottler. Waterson, Berlin & Snyder Co., cop. 1918.

**Mickey (film: Mickey).** w., Harry H. Williams. m., Neil Moret. Waterson, Berlin & Snyder Co., cop. 1918 by Daniels & Wilson, Inc., San Francisco; assigned 1919 to Waterson, Berlin & Snyder Co.

**My Belgian Rose.** w., m., George Benoit, Robert Levenson and Ted Garton. Leo Feist, Inc., cop. 1918.

**Oh! Frenchy.** w., Sam Ehrlich. m., Con Conrad. Broadway Music Corp., cop. 1918.

**Oh! how I hate to get up in the morning.** w., m., Irving Berlin. Waterson, Berlin & Snyder Co., cop. 1918.

**Oh! how I wish I could sleep until my daddy comes home.** w., Sam M. Lewis and Joe Young. m., Pete Wendling. Waterson, Berlin & Snyder Co., cop. 1918.

**Oh Peter go ring dem bells.** Negro spiritual arr. for voice and piano by Henry Thacker Burleigh. G. Ricordi & Co., Inc., cop. 1918.

**Oui, oui, Marie.** w., Alfred Bryan and Joe McCarthy. m., Fred Fisher. McCarthy & Fisher, Inc., cop. 1918.

**Rock-a-bye your baby with a Dixie melody.** w., Sam M. Lewis and Joe Young. m., Jean Schwartz. Waterson, Berlin & Snyder Co., cop. 1918.

**The rose of No Man's Land.** w., Jack Caddingan. m., Joseph A. Brennan. Leo Feist, Inc., cop. 1918.

**Sometime (Sometime).** w., Rida Johnson Young. m., Rudolf Friml. G. Schirmer, Inc., cop. 1918.

**Sometimes I feel like a motherless child.** Negro spiritual arr. for voice and piano by Henry Thacker Burleigh. G. Ricordi & Co., Inc., cop. 1918.

**Spooky ookum (The Velvet Lady).** w., Henry Blossom. m., Victor Herbert. M. Witmark & Sons, cop. 1918.

**Sunrise and you.** w., m., Arthur A. Penn. M. Witmark & Sons, cop. 1918.

**That tumble-down shack in Athlone.** w., Richard W. Pascoe. m., Monte Carlo and Alma M. Sanders. Waterson, Berlin & Snyder Co., cop. 1918 by Oxford Music Pub. Co., London; assigned 1918 to Waterson, Berlin & Snyder Co.

**That wonderful mother of mine.** w., Clyde Hager. m., Walter Goodwin. M. Witmark & Sons, cop. 1918.

**There's a light in your eyes (The Girl Behind the Gun).** w., P. G. Wodehouse. m., Ivan Caryll. London: Chappell & Co., Ltd., cop. 1918.

**There's life in the old dog yet (The Girl Behind the Gun).** w., P. G. Wodehouse. m., Ivan Caryll. London: Chappell & Co., Ltd., cop. 1918.

**They were all out of step but Jim.** w., m., Irving Berlin. Waterson, Berlin & Snyder Co., cop. 1918.

**Three wonderful letters from home.** w., Joe Goodwin and Ballard MacDonald. m., James F. Hanley. Shapiro, Bernstein & Co., Inc., cop. 1918.

**The tickle toe (Going Up).** w., Otto Harbach. m., Louis A. Hirsch. M. Witmark & Sons, cop. 1918.

**Till we meet again.** w., Raymond B. Egan. m., Richard A. Whiting. Jerome H. Remick & Co., 1918.

**'Tis me, O Lord—standin' in the need of pray'r.** Negro spiritual arr. for voice and piano by Henry Thacker Burleigh. G. Ricordi & Co., Inc., cop. 1918.

**Until.** w., Edward Teschemacher. m., Wilfred Sanderson. London: Boosey & Co., Ltd., cop. 1918.

**The U. S. Field Artillery march.** m., John Philip Sousa. Carl Fischer, Inc., cop. 1918.



## MUSICAL-HISTORICAL CAVALCADE—Continued

**Waters of Venice—Floating down the sleepy lagoon.** w., Neville Fleeson. Melody by Albert Von Tilzer. Artmusic, Inc., cop. 1918.

**We don't want the bacon—what we want is a piece of the Rhine.** w., m., Howard Carr, Harry Russell and Jimmie Havens. Shapiro, Bernstein & Co., cop. 1918.

**When Alexander takes his ragtime band to France.** w., m., Alfred Bryan, Cliff Hess and Edgar Leslie. Waterson, Berlin & Snyder Co., cop. 1918.

**When you come back.** w., m., George M[ichael] Cohan. M. Witmark & Sons, cop. 1918.

**When you look into the heart of a rose.** w., Marian Gillespie. m., Florence Methven. Leo Feist, Inc., cop. 1918.

**Would you rather be a colonel with an eagle on your shoulder, or a private with a chicken on your knee? (introduced in: Ziegfeld's Follies).** w., Sidney D. Mitchell. m., Archie Gottler. Leo Feist, Inc., cop. 1918.

By now half the adult population owned some Liberty Bonds.

Food prices jumped enormously. Eggs were 57c doz. and bacon 53c lb. Metropolitan hotels, knowing that prohibition was around the corner and food prices rising, got as high as \$1.30 for lamb chops and \$3.50 for a good breakfast.

Mothers and sweethearts knitted for the "boys over there" and windows bore flags, starred with the number of men serving in the army.

Peach kernels were saved to make ingredients for gas masks.

The influenza plague broke out, and half a million people died from the epidemic.

U. S. troops distinguished themselves at St. Mihiel, Meuse-Argonne and St. Etienne.

In November came the false and the real armistice, both evoking enormous celebrations. In New York alone, 150 tons of paper and ticker tape were swept off the streets. Signs on shop doors on that memorable November 11 read: "Closed for the Kaiser's funeral" and "Too happy to work; come back tomorrow."

Concurrently the U. S. public debt jumped 600% over 1917 and hit a peak of \$12,243,000,000, or \$115.65 per capita.

The bell boy hat—a towering affair turned down over one eye—commanded feminine attention.

On Broadway the play "Lightnin'" was put on the boards by John Golden with Frank Bacon in the leading role. It ran 1,291 performances. Other plays included "Listen Lester," "The Canary," "The Girl

Behind the Gun," "East Is West," "Up in Mabel's Room," and "The Woman in Room 13." The Theatre Guild was formed.

Film patrons saw Tom Mix, Anna Q. Nilsson, Wallace Reid, and Mary Miles Minter.

## 1919

**All the Quakers are shoulder shakers—down in Quaker Town.** w., Bert Kalmar and Edgar Leslie. m., Pete Wendling. Waterson, Berlin & Snyder Co., cop. 1919.

**And he'd say Oo-la la! wee-wee.** w., m., Harry Ruby and George Jessel. Waterson, Berlin & Snyder Co., cop. 1919.

**The big brown bear.** w., H. A. Weydt. m., Mana-Zucca, op. 52, no. 1. G. Schirmer, Inc., cop. 1919.

**Carolina sunshine.** w., Walter Hirsch. m., Erwin R. Schmidt. Harry Von Tilzer Music Pub. Co., cop. 1919.

**Castle of dreams (Irene).** w., Joseph McCarthy. m., Harry Tierney. Leo Feist, Inc., cop. 1919.

**Chinese lullaby (East Is West).** w., m., Robert Hood Bowers. G. Schirmer, Inc., cop. 1919.

**Chong—He come from Hong Kong.** w., m., Harold Weeks. Leo Feist, Inc., cop. 1919.

**Daddy Long Legs.** w., Sam M. Lewis and Joe Young. m., Harry Ruby. Waterson, Berlin & Snyder Co., cop. 1919.

**Dardanella.** w., Fred Fisher. m., Felix Bernard and Johnny S. Black. McCarthy & Fisher, Inc., cop. 1919.

**Don't cry, Frenchy, don't cry.** w., Sam M. Lewis and Joe Young. m., Walter Donaldson. Waterson, Berlin & Snyder Co., cop. 1919.

**Dreamy Alabama.** w., m., Mary Earl [pseud. of Robert A. King]. Shapiro, Bernstein & Co., Inc., cop. 1919.

**How 'ya gonna keep 'em down on the farm?** w., Sam M. Lewis and Joe Young. m., Walter Donaldson. Waterson, Berlin & Snyder Co., cop. 1919.

**I'm forever blowing bubbles (The Passing Show of 1918).** w., m., Jean Kenbrovin and John William Kelleter. Jerome H. Remick & Co., cop. 1919 by Kendis-Brockman Music Co.; assigned to Jerome H. Remick & Co.

**I'm in love (Apple Blossoms).** w., William Le Baron. m., Fritz Kreisler. T. B. Harms & Francis, Day & Hunter, cop. 1919.

**I'll be happy when the preacher makes you mine.** w., Sam M. Lewis and Joe Young. m., Walter Donaldson. Waterson, Berlin & Snyder Co., cop. 1919.

## MUSICAL-HISTORICAL CAVALCADE—Continued

**In my sweet little Alice blue gown (Irene).** w., Joseph McCarthy. m., Harry Tierney. Leo Feist, Inc., cop. 1919.

**Just like a gipsy (Ladies First).** w., m., Seymour B. Simons and Nora Bayes. Jerome H. Remick & Co., cop. 1919.

**Kid days.** w., Jesse G. M. Glick. m., Irving M. Wilson. Waterson, Berlin & Snyder Co., cop. 1919.

**The lamplit hour.** w., Thomas Burke. m., Arthur A. Penn. M. Witmark & Sons, cop. 1919.

**Let the rest of the world go by.** w., J. Keirn Brennan. m., Ernest R. Ball. M. Witmark & Sons, cop. 1919.

**Letter song (Apple Blossoms).** w., William Le Baron. m., Fritz Kreisler. T. B. Harms & Francis, Day & Hunter, cop. 1919.

**Love sends a little gift of roses.** w., Leslie Cooke. m., John Openshaw. T. B. Harms & Francis, Day & Hunter, cop. 1919 by Francis, Day & Hunter.

**Mammy o' mine.** w., William Tracey. m., Maceo Pinkard. Shapiro, Bernstein & Co., Inc., cop. 1919.

**Mandy (Ziegfeld Follies of 1919; afterwards introduced in the film: Kid Millions).** w., m., Irving Berlin. Irving Berlin, Inc., cop. 1919.

**Meet me in bubble land.** w., Casper Nathan and Joe Manne. m., Isham Jones. Waterson, Berlin & Snyder Co., cop. 1919.

**My Barney lies over the ocean—just the way he lied to me.** w., Sam H. Lewis and Joe Young. m., Bert Grant. Waterson, Berlin & Snyder Co., cop. 1919.

**My buddies (Buddies).** w., m., B. C. Hilliam. M. Witmark & Sons, cop. 1919.

**My isle of golden dreams.** w., Gus Kahn. m., Walter Blaufuss. Jerome H. Remick & Co., cop. 1919.

**Nobody knows—and nobody seems to care.** w., m., Irving Berlin. Irving Berlin, Inc., cop. 1919.

**Oh! how I laugh when I think how I cried about you.** w., Roy Turk and George Jessel. m., Willy White. Waterson, Berlin & Snyder Co., cop. 1919.

**Oh! what a pal was Mary.** w., Edgar Leslie and Bert Kalmar. m., Pete Wendling. Waterson, Berlin & Snyder Co., cop. 1919.

**On Miami shore.** w., William Le Baron. m., Victor Jacobi. London: Chappell & Co., Ltd., cop. 1919.

**Peggy.** w., Harry Williams. m., Neil Moret. Leo Feist, Inc., cop. 1919.

**Smilin' through (afterwards introduced in the film: Smilin' Through).** w., m., Arthur A. Penn. M. Witmark & Sons, cop. 1919.

**Someone like you (Angel Face).** w., Robert B. Smith. m., Victor Herbert. Harms, Inc., cop. 1919.

**Swanee (Sinbad).** w., Irving Caesar. m., George Gershwin. T. B. Harms & Francis, Day & Hunter, cop. 1919.

**Sweet sixteen (Ziegfeld Follies of 1919).** w., Gene Buck. m., Dave Stamper. T. B. Harms & Francis, Day & Hunter, cop. 1919.

**Tell me.** w., J. Will Callahan. m., Max Kortlander. Jerome H. Remick & Co., cop. 1919 by Lee S. Roberts; assigned 1919 to Jerome H. Remick & Co.

**That naughty waltz.** w., Edwin Stanley. m., Sol P. Levy. Belwin, Inc., cop. 1919.

**There is no death!** w., Gordon Johnstone. m., Geoffrey O'Hara. London: Chappell & Co., Ltd., cop. 1919.

**They're all sweeties.** w., Andrew B. Sterling. m., Harry Von Tilzer. Harry Von Tilzer Music Pub. Co., 1919.

**Tulip time (Ziegfeld Follies of 1919).** w., Gene Buck. m., Dave Stamper. T. B. Harms & Francis, Day & Hunter, cop. 1919.

**Twelfth Street rag.** Piano solo. m., Euday L. Bowman. Kansas City, Mo.: J. W. Jenkins Sons Music Co., cop. 1919 (as a song, words by Spencer Williams, do, cop. 1929).

**Wait till you get them up in the air, boys.** w., Lew Brown. m., Albert Von Tilzer. Broadway Music Corp., cop. 1919.

**What'll we do on a Saturday night—when the town goes dry.** w., m., Harry Ruby. Waterson, Berlin & Snyder Co., cop. 1919.

**When the cherry blossoms fall (The Royal Vagabond).** w., Stephen Ivor Szinnyey and William Cary Duncan. m., Anselm Goetzl. M. Witmark & Sons, cop. 1919.

**Who can tell (Apple Blossoms).** w., William Le Baron. m., Fritz Kreisler. T. B. Harms & Francis, Day & Hunter, cop. 1919. (Afterwards introduced in the film: The King Steps Out, with words by Dorothy Fields; Chappell & Co., Inc., cop. 1936).

**You ain't heard nothing yet.** w., m., Al Jolson, Gus Kahn and Bud de Sylva. Jerome H. Remick & Co., cop. 1919.

**You're a million miles from nowhere.** w., Sam M. Lewis and Joe Young. m., Walter Donaldson. Waterson, Berlin & Snyder Co., cop. 1919.

**You are free (Apple Blossoms).** w., William Le Baron. m., Victor Jacobi. T. B. Harms & Francis, Day & Hunter, cop. 1919.

**You said it.** w., Bert Kalmar and Eddie Cox. m., Henry W. Santley. Waterson, Berlin & Snyder Co., cop. 1919.

## MUSICAL-HISTORICAL CAVALCADE—Continued

**Your eyes have told me so.** w., Gustave Kahn. m., Egbert Van Alstyne. m., Walter Blaufuss. Jerome H. Remick & Co., cop. 1919.

Every city and community held parades for returning soldiers.

Prices still went up, sugar being scarcer and scarcer, and eggs reaching 63c. doz. Meantime the U. S. public debt doubled itself over the previous year, and now stood at \$25,482,000,000, or \$246.09 per capita.

Henry Ford sued the *Chicago Tribune* for \$1,000,000 libel, charging that the paper had made him out to be an anarchist in an editorial. The trial ran four months, resulted in several million words of testimony, and terminated when the jury, after nine ballots, awarded Ford six cents damages and costs.

The American Legion was formed in Paris, and held its first convention in St. Louis.

President Woodrow Wilson attended the peace conference in Europe, and returned to the U. S. in disappointment at the results.

Strikes were a nationwide phenomenon. Some 4,100,000 employees during this year struck, walked out, or were locked out, in a series of troubles that affected all major industries. Among them was the entertainment business, which had an actors' strike that at once shut down 12 legitimate shows and caused a precarious season for the managers.

Jack Dempsey won the heavyweight championship when Jess Willard failed to answer the bell for the fourth round at Toledo, Ohio.

The gigolo and bobbed hair timidly made their social beginnings.

Skirts, now six inches off the ground, were a sensation. Women's hats were adorned with very large brims and fussy, fragile decorations.

Aviation, abetted by the impetus of the war, was beginning to be a major topic of conversation. In this year the U. S. Navy seaplane N-C 4 made its way to Europe via the Azores. The first airmail flight between Chicago and New York went on record. The British dirigible R-34 flew to the U. S. and back.

The wartime prohibition law went into effect. It had been enacted the previous year to save grain supplies for war purposes.

Ragtime music, via Negro influence, was changing to jazz.

Victor Moore and Emma Littlefield had a vaudeville act entitled "Change Your Act or Back to the Woods." Film actors

of the year included Tully Marshall, Alma Rubens, Pauline Stark, Lillian and Dorothy Gish, Hope Hampton, Elaine Hammerstein and Lila Lee. "Greenwich Village Follies," "Irene," and "Smilin' Through" with Jane Cowl were successful stage plays.

### 1920

**All she'd say was "Umh hum"** (Ziegfeld Follies). w., m., King Zany, MacEmery, Van and Schenck. Harry Von Tilzer Music Pub. Co., cop. 1920.

**Alt Wien.** Piano solo. m., Leopold Godowsky. G. Schirmer, Inc., cop. 1920.

**Avalon.** w., m., Al Jolson and Vincent Rose. Jerome H. Remick & Co., cop. 1920.

**Bright eyes.** w., Harry B. Smith. m., Otto Motzan and M. K. Jerome. Water-son, Berlin and Snyder Co., cop. 1920.

**Broadway Rose.** w., Eugene West. m., Martin Fried and Otis Spencer. Fred Fisher, Inc., cop. 1920.

**Chili bean.** w., Lew Brown. m., Albert Von Tilzer. Broadway Music Corp., cop. 1920.

**Daddy, you've been a mother to me.** w., m., Fred Fisher. McCarthy & Fisher, Inc., cop. 1920.

**Deep in your eyes (The Half Moon).** w., William Le Baron. m., Victor Jacobi. T. B. Harms & Francis, Day & Hunter, cop. 1920.

**Feather your nest.** w., m., James Kendis, James Brockman and Howard Johnson. Leo Feist, Inc., cop. 1920.

**Hold me (Ziegfeld Follies of 1920),** w., m., Art Hickman and Ben Black. Jerome H. Remick & Co., cop. 1920 by Sherman, Clay & Co., San Francisco; assigned to Jerome H. Remick & Co.

**I lost the best pal that I had.** w., m., Dick Thomas. Harry Von Tilzer Music Pub. Co., cop. 1920.

**I used to love you but it's all over now.** w., Lew Brown. m., Albert Von Tilzer. Broadway Music Corp., cop. 1920.

**I'll be with you in apple blossom time.** w., Neville Flesson. m., Albert Von Tilzer. Broadway Music Corp., cop. 1920.

**The Japanese sandman.** w., Raymond B. Egan. m., Richard A. Whiting. Jerome H. Remick & Co., cop. 1920.

**Jazz babies' ball (Shubert Gaieties of 1919).** w., Charles Bayha. m., Maceo Pinkard. Shapiro, Bernstein & Co., Inc., cop. 1920.

**Left all alone again blues (The Night Boat).** w., Anne Caldwell. m., Jerome Kern. T. B. Harms Co., cop. 1920.

## MUSICAL-HISTORICAL CAVALCADE—Continued

**Look for the silver lining (Good Morning, Dearie; afterwards introduced in: Sally).** w., Bud DeSylva. m., Jerome Kern. T. B. Harms Co., cop. 1920.

**The love boat (Ziegfeld Follies of 1920).** w., Gene Buck. m., Victor Herbert. T. B. Harms & Francis, Day & Hunter, cop. 1920.

**The love nest (Mary).** w., Otto Harbach. m., Louis A. Hirsch. Victoria Pub. Corp., cop. 1920.

**Mah Lindy Lou.** w., m., Lily Strickland. G. Schirmer, Inc., cop. 1920.

**Margie.** w., Benny Davis. m., Con Conrad and J. Russel Robinson. Waterson, Berlin & Snyder Co., cop. 1920.

**Mary (Mary).** w., Otto Harbach. m., Louis A. Hirsch. Victoria Pub. Corp., cop. 1920.

**My home town is a one-horse town—but it's big enough for me.** w., Alex Gerber. m., Abner Silver. M. Witmark & Sons, cop. 1920.

**Old pal, why don't you answer me?** w., Sam M. Lewis and Joe Young. m., M. K. Jerome. Waterson, Berlin & Snyder Co., cop. 1920.

**Pale moon.** w., Jesse G. M. Glick. m., Frederick Knight Logan. Chicago: Forster Music Pub. Co., cop. 1920.

**Palesteena.** w., m., Con Conrad and J. Russel Robinson. Shapiro, Bernstein & Co., Inc., cop. 1920.

**Pretty Kitty Kelly.** w., Harry Pease. m., Ed. Nelson. A. J. Stasny Music Co., Inc., cop. 1920.

**Rose of Washington Square (Ziegfeld Midnight Frolic).** w., Ballard MacDonald. m., James F. Hanley. Shapiro, Bernstein & Co., Inc., cop. 1920.

**Sally (Sally).** w., Clifford Grey. m., Jerome Kern. T. B. Harms Co., cop. 1920.

**San.** w., m., Lindsay McPhail and Walter Michels. Van Alstyne & Curtis, cop. 1920.

**So long! oo-long.** w., m., Bert Kalmar and Harry Rubv. Waterson, Berlin & Snyder Co., cop. 1920.

**Tell me, little gypsy.** w., m., Irving Berlin. Irving Berlin, Inc., cop. 1920.

**That naughty waltz.** w., Edwin Stanley. m., Sol P. Levy. Belwin, Inc., cop. 1919; cop. 1920 by Forster Music Publisher, Inc.; Chicago.

**That old Irish mother of mine.** w., William Jerome. m., Harry Von Tilzer. Harry Von Tilzer Music Pub. Co., cop. 1920.

**Timbuctoo.** w., m., Bert Kalmar and Harry Ruby. Waterson, Berlin & Snyder Co., cop. 1920.

**La Veeda.** w., Nat Vincent. m., John Alden. Maurice Richmond Co., cop. 1920.

**When I'm gone I won't forget.** w., Ivan

Reid. m., Peter DeRose. F. B. Haviland Pub. Co., Inc., cop. 1920.

**When I'm gone you'll soon forget.** w., m., E. Austin Keith. F. B. Haviland Pub. Co., Inc., cop. 1911 by E. Austin Keith; assigned 1920 to F. B. Haviland Pub. Co., Inc.

**When my baby smiles at me.** w., Andrew B. Sterling and Ted Lewis. m., Bill Munro. Harry Von Tilzer Music Pub. Co., cop. 1920.

**Where do they go when they row, row row?** w., Bert Kalmar and George Jessel. m., Harry Ruby. Waterson, Berlin & Snyder Co., cop. 1920.

**Whispering.** w., Malvin Schonberger. m., John Schonberger. San Francisco: Sherman, Clay & Co., cop. 1920.

**Whose baby are you? (The Night Boat).** w., Anne Caldwell. m., Jerome Kern. T. B. Harms Co., cop. 1920.

**Why don't you answer me?** w., Sam M. Lewis and Joe Young. m., M. K. Jerome. Waterson, Berlin & Snyder Co., cop. 1920.

**Wild rose (Sally).** w., Clifford Grey. m., Jerome Kern. T. B. Harms Co., cop. 1920.

**The wooing of the violin (Some Colonel).** w., Robert B. Smith. m., Victor Herbert. T. B. Harms & Francis, Day & Hunter, cop. 1920.

**You oughta see my baby.** w., Roy Turk. m., Fred E. Ahlert. Waterson, Berlin & Snyder Co., cop. 1920.

**A young man's fancy.** w., John Murray Anderson and Jack Yellen. m., Milton Ager. Leo Feist, Inc., cop. 1920.

The *Detroit News* operated a radiophone called WWJ, and in Pittsburgh the Westinghouse Co. launched KDKA, which sent out the Harding-Cox election returns as one of its early feats. Thus was radio born, with perhaps 5,000 earnest amateurs trying to "pull in" something on their home-made sets.

Prohibition—the 18th Amendment, ratified by 46 states, but not by Connecticut or Rhode Island—became effective with the Volstead Act, defining what constituted prohibited beverages, to put teeth into it.

Likewise the 19th Amendment—giving women the right to vote—became the law of the land.

Prices by now were sky-high, and the term "H.C.L." (high cost of living) was born. Sugar cost 19½c lb., butter 70c, eggs 68c, ham 55½c, flour 8c, and round steak 39½c.

## MUSICAL-HISTORICAL CAVALCADE—Continued

### 1921

Following the wave of strikes, and various other post-war disturbances, the U. S. developed a great "red scare" out of which the Ku Klux Klan, officially dead since 1869, re-emerged.

The world of sports was in an uproar when a Chicago grand jury brought indictments against eight members of the 1919 Chicago White Sox aggregation, on the grounds that they had allegedly "thrown" the world series to the Cincinnati Reds. Although the jury eventually voted acquittal, baseball put its house in order by appointing Judge Landis as czar.

"Man o' War" was clocked at 2 mins., 14-15 sec. at Belmont Park, N. Y., for a 3/8-mile stretch. The great horse in this year won stakes totaling \$166,140.

Roger Hornsby began his six-year reign as National League batting champion.

Ouija was a popular game.

The U. S. population crossed the hundred million mark, standing at 105,710,000.

Sales of canned foods were growing.

Occupations claiming more and more workers were: mining, iron and steel working, plumbing, textile making, chauffeur-ing (something brand new since the automobile), railroading, barbering and hairdressing, clerking, typing and machine-making. Sadly on the wane were farming and sailing.

The "flapper," wearing rolled stockings and galoshes (all buckles open), began to be a public spectacle. Her heyday was yet a few years off, but definitely in store.

In Wall St. a bomb, set off by unknown persons, killed 30, while in South Braintree, Mass., a paymaster was robbed and killed, for which Sacco and Vanzetti were convicted of murder. They were executed in 1927.

Amateur night had a revival in theatres, after having been dead since 1910. Vaudeville patrons now could see Ben Bernie, Olsen and Johnson, Jack Benny, Winnie Lightner, Georgie Price, Harry Richman and Singers' Midgets. On the stage Marilyn Miller starred in Ziegfeld's long-run musical "Sally"; Frank Crumit appeared in "Greenwich Village Follies"; Madge Kennedy had the star role in "Cornered"; David Belasco's "Gold Diggers" again gave a star role to Ina Claire; "The Bat" launched its run of 878 performances; and "Little Old New York" and "Rollo's Wild Oat" made money.

Charlie Chaplin and Jackie Coogan appeared in "The Kid"—a film bringing in several millions in rentals.

The U. S. complained of the twenty-third depression since 1790. It lasted two years, and was severe.

**Ain't we got fun?** w., m., Richard A. Whiting. Jerome H. Remick & Co., cop. 1921.

**The answer.** w., m., Robert Huntington Terry. G. Schirmer, Inc., cop. 1921.

**April showers (Bombo).** w., Bud G. DeSylva. m., Louis Silvers. Sunshine Music Co., Inc. [Harms, Inc.], cop. 1921.

**Bandana days (Shuffle Along).** w., m., Noble Sissle and Eubie Blake. M. Witmark & Sons, cop. 1921.

**By the waters of Minnetonka.** w., J. M. Cavanass. m., Thurlow Lieurance. Philadelphia: Theodore Presser Co., cop. 1921.

**Coal-black mammy.** w., Laddie Cliff. m., Ivy St. Helier. Leo Feist, Inc., cop. 1921 by Francis, Day & Hunter, London.

**Dapper Dan.** w., Lew Brown. m., Albert Von Tilzer. Broadway Music Corp., cop. 1921.

**Dear old Southland.** w., Henry Creamer. m., Turner Layton. Jack Mills, Inc., cop. 1921.

**Eve cost Adam just one bone.** w., m., Charles Bayha. Skidmore Music Co., cop. 1921.

**De gospel train.** Negro spiritual arr. for voice and piano by Henry Thacker Burleigh. G. Ricordi & Co., Inc., cop. 1921.

**Heav'n, heav'n.** Negro spiritual arr. by Henry Thacker Burleigh. G. Ricordi & Co., Inc., cop. 1921.

**I ain't nobody's darling.** w., Elmer Hughes. m., Robert A. King. Skidmore Music Co., cop. 1921.

**I'm just wild about Harry (Shuffle Along).** w., m., Noble Sissle and Eubie Blake. M. Witmark & Sons, cop. 1921.

**I'm missin' mammy's kissin'—and I know she's missin' mine.** w., Sidney Clare. m., Lew Pollack. Waterson, Berlin & Snyder Co., cop. 1921.

**I found a rose in the devil's garden.** w., m., Fred Fisher and Willie Raskin. Fred Fisher, Inc., cop. 1921.

**I wonder if you still care for me?** w., Harry B. Smith and Francis Wheeler. m., Ted Snyder. Waterson, Berlin & Snyder Co., cop. 1921.

**Ka-lu-a (Good Morning, Dearie).** w., Anne Caldwell. m., Jerome Kern. T. B. Harms Co., cop. 1921.

**Kitten on the keys.** Piano solo. m., Zez Confrey. Jack Mills, Inc., cop. 1921.

**Learn to smile (The O'Brien Girl).** w., Otto Harbach. m., Louis A. Hirsch. Harms, Inc., cop. 1921.

## MUSICAL-HISTORICAL CAVALCADE—Continued

- Leave me with a smile.** w., m., Charles Koehler and Earl Burtnett. Waterson, Berlin & Snyder Co., cop. 1921.
- Leetle Bateese.** w., William Henry Drummond. m., Geoffrey O'Hara. Boston: Oliver Ditson Co., cop. 1921.
- Little David, play on your harp.** Negro spiritual arr. for voice and piano by Henry Thacker Burleigh. G. Ricordi & Co., Inc., cop. 1921.
- Love will find a way (Shuffle Along).** w., m., Noble Sissle and Eubie Blake. M. Witmark & Sons, cop. 1921.
- Ma—He's making eyes at me (The Midnight Rounders).** w., Sidney Clare. m., Con Conrad. Fred Fisher, Inc., cop. 1921.
- Ma li'l batteau (in the cycle Bayou Songs).** w., Michael de Longpre [pseud. of Lily Strickland]. m., Lily Strickland. J. Fisher & Bro., cop. 1921.
- Make believe.** w., Benny Davis. m., Jack Shilkret. Waterson, Berlin & Snyder Co., cop. 1921 by Benny Davis Music Pub. Co.; assigned 1921 to Waterson, Berlin & Snyder Co.
- Mandy 'n' me.** w., Bert Kalmar. m., Con Conrad and Otto Motzan. Shapiro, Bernstein & Co., Inc., cop. 1921.
- My mammy (Sinbad).** w., Joe Young and Sam Lewis. m., Walter Donaldson. Irving Berlin, Inc., cop. 1921.
- My man [Mon homme] (Ziegfeld Follies of 1921).** French words, Albert Willemetz and Jacques Charles. English words, Channing Pollock. m., Maurice Yvain. Leo Feist, Inc., cop. 1920 by Francis Salabert, Paris; American version cop. 1921 by Leo Feist, Inc.
- My sunny Tennessee (The Midnight Rounders).** w., m., Bert Kalmar, Harry Ruby and Herman Ruby. Waterson, Berlin & Snyder Co., cop. 1921.
- Nichavo!** w., Helene Jerome. m., Manazucca, op. 66. Cincinnati: The John Church Co., cop. 1921.
- Peggy O'Neil.** w., m., Harry Pease, Ed. G. Nelson and Gilbert Dodge. Leo Feist, Inc., cop. 1921.
- Say it was music (Music Box Revue).** w., m., Irving Berlin. Irving Berlin, Inc., cop. 1921.
- Second hand Rose (Ziegfeld Follies of 1921).** w., Grant Clarke. m., James F. Hanley. Shapiro, Bernstein & Co., cop. 1921.
- She's mine, all mine!** w., m., Bert Kalmar and Harry Ruby. Waterson, Berlin & Snyder Co., cop. 1921.
- The sheik of Araby (Make It Snappy).** w., Harry B. Smith and Francis Wheeler. m., Ted Snyder. Waterson, Berlin & Snyder Co., cop. 1921.
- Shuffle along (Shuffle Along).** w., m., Noble Sissle and Eubie Blake. M. Witmark & Sons, cop. 1921.
- Some day I'll find you (Kiki).** w., Schuyler Greene. m., Zoel Parenteau. Harms, Inc., cop. 1921.
- Song of love (Blossom Time).** w., Dorothy Donnelly. m., Sigmund Romberg. Leo Feist, Inc., cop. 1921 by Karczag Pub. Co.
- Steal away.** Negro spiritual arr. for voice and piano by Henry Thacker Burleigh. G. Ricordi & Co., Inc., cop. 1921.
- Swanee River moon.** w., m., H. Pitman Clarke. Leo Feist, Inc., cop. 1921.
- Sweet lady (Tangerine).** w., Howard Johnson. m., Frank Crumit and Dave Zoob. Leo Feist, Inc., cop. 1921.
- Ten little fingers and ten little toes—down in Tennessee.** w., Harry Pease and Johnny White. m., Ira Schuster and Ed. G. Nelson. Leo Feist, Inc., cop. 1921.
- There's a million girlies lonesome tonight—and still I'm all alone.** w., William Tracey, Alfred Jentes and Murray Roth. m., James F. Hanley. Shapiro, Bernstein & Co., cop. 1921.
- Tuck me to sleep in my old 'Tucky home.** w., Sam M. Lewis and Joe Young. m., George W. Meyer. Irving Berlin, Inc., cop. 1921.
- Wabash blues.** w., Dave Ringle. m., Fred Meinken. Leo Feist, Inc., cop. 1921.
- The Wang, Wang blues.** w., m., Gus Mueller, "Buster" Johnson and Henry Busse. Leo Feist, Inc., cop. 1921.
- When Francis dances with me.** w., Benny Ryan. m., Violinsky. Leo Feist, Inc., cop. 1921.
- When the honeymoon was over.** w., m., Fred Fisher. Fred Fisher, Inc., cop. 1921.
- Whip-poor-will (Sally).** w., Bud DeSylva. m., Jerome Kern. T. B. Harms Co., cop. 1921.
- Yoo-hoo.** w., B. G. DeSylva. Melody by Al Jolson. Richmond-Robbins, Inc., cop. 1921 by Maurice Richmond, Inc.

Dempsey beat Carpentier in four rounds at Boyle's Thirty Acres, N. J. It was the first million dollar gate in prizefight history, and the first major fight to be broadcast via radio.

Warren Gamaliel Harding was inaugurated president.

Fifty-two billion cigarettes, \$52,000,000 worth of cosmetics, and 217,000,000 pairs of silk stockings were purchased in this year.

Champ Clark of Missouri, former speaker of the House, died.

Outside the three-mile limit along the

## MUSICAL-HISTORICAL CAVALCADE—Continued

Atlantic seaboard stretched a row of speedy boats with contraband liquor ready for smuggling. It came to be known as "Rum Row."

Plastic surgeons were advertising heavily in trade journals about the wonders they could work on actors' faces.

Due to the depression, the cabaret business was in a bad slump.

Will Rogers, after two and a half years in pictures, went into vaudeville. He wisecracked that he was the only film actor who so far had come out of Hollywood with the same wife. Also in vaudeville at this time was Fred Allen.

The U. S. declared formal peace with Germany and Austria.

America's Unknown Soldier was buried at Arlington, and President Harding's speech on this occasion was broadcast.

Women's skirts became shorter.

In Atlantic City, N. J., the first much-ballyhooed bathing beauty contest was staged, and with it the form-fitting one-piece bathing suit was adopted by feminine bathers.

Freud and psychoanalysis were topics of conversation.

Rudolph Valentino became a strong box office draw, following the release of "Four Horsemen of the Apocalypse" and "The Sheik"—both tremendously successful pictures from the money viewpoint.

Plays of the year included "Anna Christie" (Pauline Lord), "Bill of Divorcement" (Katharine Cornell), "Blossom Time," "Dulcy" (Lynn Fontanne and Frank Bacon), "Kiki" (Lenore Ulric), "The Circle" (John Drew and Mrs. Leslie Carter), "The Green Goddess" (George Arliss and Winthrop Ames), and "The Perfect Fool" (Ed Wynn).

Also achieving a notable stage success at this time was Julian Eltinge, the feminine impersonator.

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### 1922

**Aggravatin' papa.** w., m., Roy Turk, J. Russel Robinson and Addy Britt. Waterson, Berlin & Snyder Co., cop. 1922.

**Ain't it a shame.** w., m., W. A. Hann, Joseph Simms and Al W. Brown. M. Witmark & Sons, cop. 1922.

**All over nothing at all.** w., J. Keirn Brennan and Paul Cunningham. m., James Rule. M. Witmark & Sons, cop. 1922.

**L'amour-toujours-l'amour — Love everlasting.** w., Catherine Chisholm Cushing. m., Rudolf Friml. Harms, Inc., cop. 1922 by Harms-Friml Corp.

**A brown bird singing.** w., Royden Bar-

rie. m., Haydn Wood. London: Chap-pell & Co., Ltd., cop. 1922.

**Carolina in the morning (Passing Show of 1922).** w., Gus Kahn. m., Walter Donaldson. Jerome H. Remick & Co., cop. 1922.

**"Chicago," that toddling town.** w., m., Fred Fisher. Fred Fisher, Inc., cop. 1922.

**China boy.** w., m., Dick Winfree and Phil Boutelje. Leo Feist, Inc., cop. 1922.

**Couldn't hear nobody pray.** Negro spiritual arr. for voice and piano by Henry Thacker Burleigh. G. Ricordi & Co., Inc., cop. 1922.

**Crinoline days (Music Box Revue).** w., m., Irving Berlin. Irving Berlin, Inc., cop. 1922.

**Dancing fool.** w., Harry B. Smith and Francis Wheeler. m., Ted Snyder. Waterson, Berlin & Snyder Co., cop. 1922.

**Down the winding road of dreams.** w., Margaret Cantrell. m., Ernest R. Ball. M. Witmark & Sons, cop. 1922.

**Dreamy melody.** w., m., Ted Koehler, Frank Magine and C. Naset. Jerome H. Remick & Co., cop. 1922.

**Georgette (Greenwich Village Follies).** w., Lew Brown. m., Ray Henderson. Shapiro, Bernstein & Co., Inc., cop. 1922.

**Georgia.** w., Howard Johnson. m., Walter Donaldson. Leo Feist, Inc., cop. 1922.

**Goin' home.** w., m., William Arms Fisher, adapted from the Largo of the symphony, "From the New World," by Antonin Dvorak, op. 95. Boston: Oliver Ditson Co., cop. 1922.

**I gave you up just before you threw me down.** w., m., Bert Kalmar, Harry Ruby and Fred E. Ahlert. Waterson, Berlin & Snyder Co., cop. 1922.

**In the little red school-house.** w., m., Al Wilson and James Brennan. Edw. B. Marks Pub. Co., cop. 1922.

**A kiss in the dark (Orange Blossoms).** w., Bud G. DeSylva. m., Victor Herbert. Harms, Inc., cop. 1922.

**Lady of the evening (Music Box Revue).** w., m., Irving Berlin. Irving Berlin, Inc., cop. 1922.

**Lovin' Sam, the sheik of Alabam.'** w., Jack Yellen. m., Milton Ager. Ager, Yellen & Bornstein, Inc., cop. 1922.

**Mary, dear.** w., m., Harry DeCosta and M. K. Jerome. Waterson, Berlin & Snyder Co., cop. 1922.

**Mister Gallagher and Mister Shean (Ziegfeld Follies of 1922)** w., m., Ed. Gallagher and Al Shean. Jack Mills, Inc., cop. 1922 by Ed. Gallagher and Al Shean.

## MUSICAL-HISTORICAL CAVALCADE—Continued

**My buddy.** w., Gus Kahn. m., Walter Donaldson. Jerome H. Remick & Co., cop. 1922.

**My lover is a fisherman.** w., m., Lily Strickland. Boston: Oliver Ditson Co., cop. 1922.

**'Neath the South Sea moon (Ziegfeld Follies of 1922).** w., m., Gene Buck, Louis A. Hirsch and Dave Stamper. Harms, Inc., cop. 1922.

**Nellie Kelly, I love you (Little Nellie Kelly).** w., m., George M. Cohan. M. Witmark & Sons, cop. 1922.

**On the 'gin, 'gin, 'ginny shore.** w., Edgar Leslie. m., Walter Donaldson. Shapiro, Bernstein & Co., Inc., cop. 1922.

**A pretty girl is like a melody (Music Box Revue).** w., m., Irving Berlin. Irving Berlin, Inc., cop. 1922.

**Rose of the Rio Grande.** w., Edgar Leslie. m., Harry Warren and Ross Gorman. Stark & Cowan, cop. 1922.

**Runnin' wild!** w., Joe Grey and Leo Wood. m., A. Harrington Gibbs. Leo Feist, Inc., cop. 1922.

**Sixty seconds every minute, I think of you (Greenwich Village Follies).** w., Irving Caesar and John Murray Anderson. m., Louis A. Hirsch. Victoria Pub. Co., cop. 1922.

**Somebody stole my gal.** w., m., Leo Wood. Denton & Haskins Music Co., cop. 1918 by Meyer Cohen Music Pub. Co.; cop. 1922 by Denton & Haskins.

**Some sunny day.** w., m., Irving Berlin. Irving Berlin, Inc., cop. 1922.

**Stumbling.** w., m., Zez Confrey. Leo Feist, Inc., cop. 1922.

**Three o'clock in the morning.** w., Dorothy Terris. m., Julian Robeldo. Leo Feist, Inc., cop. 1922 by West's, Ltd., London.

**Throw me a kiss (Ziegfeld Follies of 1922).** w., m., Louis A. Hirsch, Gene Buck, Dave Stamper and Maurice Yvain. Harms, Inc., cop. 1922.

**Toot, toot, Tootsie! (Bombo).** w., m., Gus Kahn, Ernie Erdman and Dan Russo. Leo Feist, Inc., cop. 1922.

**Trees.** w., Joyce Kilmer. m., Oscar Rasbach. G. Schirmer, Inc., cop. 1922.

**'Way down yonder in New Orleans.** w., m., Henry Creamer and J. Turner Layton. Shapiro, Bernstein & Co., cop. 1922.

**When hearts are young (The Lady in Ermine).** w., Cyrus Wood. m., Sigmund Romberg and Alfred Goodman. Harms, Inc., cop. 1922.

**When the leaves come tumbling down.** w., m., Richard Howard. Leo Feist, Inc., cop. 1922.

**Who cares (Bombo).** w., Jack Yellen. m., Milton Ager. Ager, Yellen & Bornstein, Inc., cop. 1922.

**Wonderful one.** w., Dorothy Terris. m., Paul Whiteman and Ferdie Grofe, adapted from a theme by Marshall Nielan. Leo Feist, Inc., cop. 1922.

**You remind me of my mother (Little Nellie Kelly).** w., m., George M[ichael] Cohan. M. Witmark & Sons, cop. 1922.

Mah Jong, a game played with intricate Oriental equipment, was the rage.

Hairdressers said that the bobbed hair vogue was probably here to stay.

The production of U. S. passenger automobiles now stood at 2,369,000—again a new high.

William T. Tilden, 2d, won the National U. S. Clay Court tennis championship, and held it through 1927. Football, racing and baseball were prospering as never before.

Ku Klux Klan agitation, and counter-agitation, went on everywhere.

Radio turned commercial when WEAf, New York, broadcast the first etherized advertisement—a program sponsored by the Queensborough Corp. (real estate).

Following a sensational series of manslaughter trials, involving Roscoe C. (Fatty) Arbuckle, the film companies formed the Motion Picture Producers and Distributors' Association, with Will Hays as head.

Protestant Episcopal Bishops voted to take the word "obey" out of the marriage ceremony.

Phonographs and player pianos hit their heyday.

An American, Howard Carter, was with Lord Carnarvon as assistant when the latter opened the tomb of King Tutankhamen in Egypt.

Attention of newspaper readers was fixed on the Hall-Mills murder case.

The "Roma," a dirigible built for the U. S. in Italy, blew up at Hampton, Va.; 34 died. Meantime the army blimp C-2 blew up in San Antonio, Tex.; no lives were lost.

Two long-run stage plays were launched—Anne Nichols' "Abie's Irish Rose" (2,532 performances) and "Rain," in which Jeanne Eagels was starred (741 performances). Other hits of the year included "Chauve-Souris," "Merton of the Movies" (Glen Hunter), "Sally, Irene and Mary," "The Awful Truth" (Ina Claire and Bruce McRae), "Loyalties" and "Little Nelly Kelly."

In vaudeville were Joe Laurie, Jr., Bill Robinson (billed as "The Dark Cloud of Joy"), and Jay C. Flippen.



## MUSICAL-HISTORICAL CAVALCADE—Continued

Florenz Ziegfeld was paid tribute everywhere as the greatest theatrical producer of his time.

D. W. Griffith's "Orphans of the Storm" (Lillian and Dorothy Gish), "Smilin' Through" (Norma Talmadge), "Blood and Sand" (Rudolph Valentino, Lila Lee and Nita Naldi), and "Grandma's Boy" (Harold Lloyd and Mildred Davis) were the money-making films of the year.

### 1923

**Annabelle.** w., Lew Brown. m., Ray Henderson. Shapiro, Bernstein & Co., Inc., cop. 1923.

**Bambalina (The Wildflower).** w., Otto Harbach and Oscar Hammerstein, 2nd. m., Vincent Youmans and Herbert Stothart. Harms, Inc., cop. 1923.

**Barney Google.** w., m., Billy Rose and Con Conrad. Jerome H. Remick & Co., cop. 1923.

**Beside a babbling brook.** w., Gus Kahn. m., Walter Donaldson. Jerome H. Remick & Co., cop. 1923.

**Charleston (Runnin' Wild).** w., m., Cecil Mack and Jimmy Johnson. Harms, Inc., cop. 1923.

**Come on, Spark Plug!** w., m., Billy Rose and Con Conrad. Waterson, Berlin & Snyder Co., cop. 1923.

**Covered wagon days (film: The Covered Wagon).** w., m., Will Morrissey and Joe Burrows. Waterson, Berlin & Snyder Co., cop. 1923.

**Dizzy fingers.** Piano solo. m., Zez Confrey. Jack Mills, Inc., cop. 1923.

**I'm goin' South (Bombo; and Kid Boots).** w., m., Abner Silver and Harry Woods. M. Witmark & Sons, cop. 1923.

**I love life.** w., Irwin M. Cassel. m., Mana-Zucca, op. 83. Cincinnati: The John Church Co., cop. 1923.

**I love you (Little Jessie James).** w., Harlan Thompson. m., Harry Archer. Leo Feist, Inc., cop. 1923.

**Indiana moon.** w., Benny Davis. m., Isham Jones. Irving Berlin, Inc., cop. 1923.

**It ain't gonna rain no mo'.** w., m., Wendell Hall. Chicago: Forster Music Publisher, Inc., cop. 1923 by Wendell Hall; assigned 1923 to Forster Music Publisher, Inc.

**Last night on the back porch—I loved her best of all.** w., m., Lew Brown and Carl Schraubstader. Skidmore Music Co., cop. 1923.

**Little star—Estrellita.** m., Manuel M. Ponce. Arranged and translated by Frank LaForge. G. Ricordi & Co., Inc., cop. 1923.

**Louisville Lou, the vampin' lady.** w., Jack Yellen. m., Milton Ager. Ager, Yellen & Bornstein, Inc., cop. 1923.

**My little nest of heavenly blue—Hab' ein blaues Himmelbett [Frasquita serenade] (Frasquita).** Original German words, Dr. A. M. Willner and Heinz Reichert; English words, Sigmund Spaeth. m., Franz Lehar. Edw. B. Marks Music Co., cop. 1922 by Joseph Weinberger; assigned 1923 to Edw. B. Marks Music Co.

**My sweetie went away—she didn't say where, when or why.** w., m., Roy Turk and Lou Handman. Waterson, Berlin & Snyder Co., cop. 1923.

**No, no, Nora.** w., Gus Kahn. m., Ted Fiorito and Ernie Erdman. Leo Feist, Inc., cop. 1923.

**Oh! gee, oh! gosh, oh! golly, I'm in love.** w., Olson and Johnson. m., Ernest Breuer. Waterson, Berlin & Snyder Co., cop. 1923.

**On the mail.** March. m., Edwin Franko Goldman. Carl Fischer, Inc., cop. 1923.

**Out there in the sunshine with you.** w., J. Keirn Brennan. m., Ernest R. Ball. M. Witmark & Sons, cop. 1923.

**Raggedy Ann (The Stepping Stones).** w., Anne Caldwell. m., Jerome Kern. T. B. Harms Co., cop. 1923.

**Remem'ring (Topsy and Eva).** w., m., Duncan Sisters. Irving Berlin, Inc., cop. 1923.

**La Rosita.** w., Allan Stuart. m., Paul Dupont. Cleveland: Sam Fox Pub. Co., cop. 1923.

**Serenade—Rimpianto.** Italian words, Alfred Silvestri; English translation, Sigmund Spaeth. m., Enrico Toselli. Boston: The Boston Music Co., cop. 1923.

**Seven or eleven—My Dixie pair o' dice.** w., Lew Brown. m., Walter Donaldson. Shapiro, Bernstein & Co., Inc., cop. 1923.

**She wouldn't do—what I asked her to.** Words revised by Sidney D. Mitchell. m., Sam Gottlieb, Philip Boutelje and Al Burt. Richmond-Robbins, Inc., cop. 1923.

**Sittin' in a corner.** w., Gus Kahn. m., George W. Meyer. Irving Berlin, Inc., cop. 1923.

**A smile will go a long, long way.** w., m., Benny Davis and Harry Akst. Waterson, Berlin & Snyder Co., cop. 1923.

**Some sweet day (Ziegfeld Follies of 1922).** w., Gene Buck. m., Dave Stamper and Louis A. Hirsch. Harms, Inc., cop. 1923.

## MUSICAL-HISTORICAL CAVALCADE—Continued

**Stella.** w., m., Al Jolson, Benny Davis and Harry Akst. Waterson, Berlin & Snyder Co., cop. 1923.

**Swingin' down the lane.** w., Gus Kahn. m., Isham Jones. Leo Feist, Inc., cop. 1923.

**Ten thousand years from now.** w., J. Keirn Brennan. m., Ernest R. Ball. M. Witmark & Sons, cop. 1923.

**That old gang of mine.** w., Billy Rose and Mort Dixon. m., Ray Henderson. Irving Berlin, Inc., cop. 1923.

**Westward ho! — The covered wagon march.** w., R. A. Barnett. m., Hugo Riesenfeld. Jerome H. Remick & Co., cop. 1923.

**When it's night-time in Italy, it's Wednesday over here.** w., m., James Kendis and Lew Brown. Shapiro, Bernstein & Co., Inc., cop. 1923.

**When you walked out someone else walked right in.** w., m., Irving Berlin. Irving Berlin, Inc., cop. 1923.

**Who's sorry now?** w., Bert Kalmar and Harry Ruby. m., Ted Snyder. Waterson, Berlin & Snyder Co., cop. 1923.

**Who'll buy my violets?—Spanish title: La violetera** (introduced in: *Little Miss Bluebeard*). English words by E. Ray Goetz. m., Jose Padilla. Harms, Inc., cop. 1923.

**Wild flower (The Wild Flower).** w., Otto Harbach and Oscar Hammerstein, 2nd. m., Vincent Youmans and Herbert Stothart. Harms, Inc., cop. 1923.

**Yes! we have no bananas.** w., m., Frank Silver and Irving Cohn. Shapiro, Bernstein & Co., cop. 1923 by Skidmore Music Co.

**You've got to see mamma ev'ry night—or you can't see mamma at all.** w., m., Billy Rose and Con Conrad. Leo Feist, Inc., cop. 1923.

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Mrs. F. I. Mallory lost the National U. S. Women Tennis championship to Helen Wills, who retained it through 1929, with the exception of one year—1926. Robert T. Jones, Jr., won the National Open golf championship (and again in 1926, 1929 and 1930). Jack Dempsey outpointed Tommy Gibbons in 15 rounds at Shelby, Mont., and two months later knocked out Luis Firpo in two rounds at the Polo Grounds, N. Y., while \$1,082,590 worth of customers went wild.

"Day by day in every way I'm getting better and better" was on the tip of everyone's tongue. The rage was propounded by Emil Coue, who claimed that his system of "auto-suggestion" would cure mental and physical ailments.

Night clubs were evolving out of the old-style cabarets, while America went

dance-crazy. The one-step and countless variations on it were the reigning repertoire.

Some 5,000 speakeasies operated in New York City alone. Champagne was \$25 a quart, and Scotch of questionable merit went for \$20 a quart. Bath-tub gin and needle beer sold for whatever the market would bear in any particular community.

Film patrons now saw, as part of the program, an organ rising out of the orchestra pit on which Jesse Crawford, or some local contemporary, played a solo.

The little theatre movement was getting stronger.

Warren Gamaliel Harding died, and Calvin Coolidge was inaugurated president.

Cigarette production was still jumping enormously. In this year manufacturers produced 66,700,000 cigarettes, for which society leaders began to testimonialize in advertisements.

Charles P. Steinmetz, the famed experimenter in electricity and electrical apparatus, died.

The marathon dance was another rage.

Women now preferred the Capeline hat—a wide-brimmed affair curving down on either side of the face.

Eleanora Duse paid her last visit to America, and the actress broke every stage box office record in existence.

Notable stage performances of the year, as calculated by *Variety*, were the following: Walter Hampden in "Cyrano de Bergerac," Helen Menken in "Seventh Heaven," W. C. Fields (with Madge Kennedy) in "Poppy," Raymond Hitchcock in "The Old Soak," Eva Le Gallienne in "The Swan" and the Duncan Sisters in "Topsy and Eva."

Burns and Allen made their first big-time vaudeville appearance, but the *Variety* review intimated that their act looked lukewarm. Edna Wallace Hopper was in vaudeville. Ben Bernie now had an orchestra. Edward Everett Horton was an actor in West Coast legit. Clark and McCullough were playing in a burlesque show called "Monkey Shines."

Films of the year included "The Covered Wagon" (Lois Wilson, Ernest Torrence and J. Warren Kerrigan), "The Ten Commandments," "The Hunchback of Notre Dame" (Lon Chaney and Patsy Ruth Miller), "Safety Last" (Harold Lloyd and Mildred Davis).

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### 1924

**All alone (Music Box Revue).** w., m., Irving Berlin. Irving Berlin, Inc., cop. 1924.

**Amapola—Pretty little poppy.** w., m., Joseph M. Lacalle. J. M. Lacalle, cop. 1924.

## MUSICAL-HISTORICAL CAVALCADE—Continued

**Bagdad.** w., Jack Yellen. m., Milton Ager. Ager, Yellen & Bornstein, Inc., cop. 1924.

**California, here I come (Bombo).** w., m., Al Jolson, Bud De Sylva and Joseph Meyer. M. Witmark & Sons, cop. 1924.

**Charley, my boy.** w., m., Gus Kahn and Ted Fiorito. Irving Berlin, Inc., cop. 1924.

**Copenhagen.** Fox-trot. m., Charlie Davis. Chicago: Melrose Bros. Music Co., cop. 1924.

**Deep in my heart, dear (The Student Prince).** w., Dorothy Donnelly. m., Sigmund Romberg. Harms, Inc., cop. 1924.

**Drinking song (The Student Prince).** w., Dorothy Donnelly. m., Sigmund Romberg. Harms, Inc., cop. 1924.

**Everybody loves my baby, but my baby don't love nobody but me.** w., m., Jack Palmer and Spencer Williams. Clarence Williams Music Co., Inc., cop. 1924.

**Fascinating rhythm (Lady, Be Good!).** w., Ira Gershwin. m., George Gershwin. Harms, Inc., cop. 1924.

**Follow the swallow.** w., Billy Rose and Mort Dixon. m., Ray Henderson. Jerome H. Remick & Co., cop. 1924.

**How come you do me like you do.** w., m., Gene Austin and Roy Bergere. Stark & Cowan, Inc., cop. 1924.

**I want to be happy (No, No, Nanette).** w., Irving Caesar. m., Vincent Youmans. Harms, Inc., cop. 1924.

**I'll see you in my dreams.** w., Gus Kahn. m., Isham Jones. Leo Feist, Inc., cop. 1924.

**I wonder what's become of Sally?** w., Jack Yellen. m., Milton Ager. Ager, Yellen & Bornstein, Inc., cop. 1924.

**I wonder who's dancing with you tonight.** w., Mort Dixon and Billy Rose. m., Ray Henderson. Jerome H. Remick & Co., cop. 1924.

**In shadowland.** w., Sam M. Lewis and Joe Young. m., Ruth Brooks and Fred E. Ahlert. Henry Waterson, Inc., cop. 1924.

**In the garden of tomorrow.** w., George Graff, Jr. m., Jessie L. Deppen. London: Chappell & Co., Ltd., cop. 1924.

**Indian love call (Rose Marie).** w., Otto Harbach and Oscar Hammerstein, 2nd. m., Rudolf Friml. Harms, Inc., cop. 1924.

**Jealous.** w., Tommie Malie and Dick Finch. m., Jack Little. Henry Waterson, Inc., cop. 1924.

**June brought the roses.** w., Ralph Stanley. m., John Openshaw. Harms, Inc., cop. 1924.

**Keep smiling at trouble (Big Boy).** w., Al Jolson and B. G. DeSylva. m., Lewis Gensler. Harms, Inc., cop. 1924.

**Let me linger longer in your arms.** w., Cliff Friend. m., Abel Baer. Leo Feist, Inc., cop. 1924.

**Limehouse blues (Charlot's Revue of 1924).** w., Douglas Furber. m., Philip Braham. Harms, Inc., cop. 1922 by Ascherberg, Hopwood & Crew, Ltd., London.

**The man I love (Strike Up the Band; originally in: Lady, Be Good!).** w., Ira Gershwin. m., George Gershwin. Harms, Inc., cop. 1924.

**Mandalay.** w., m., Earl Burtnett, Abe Lyman and Gus Arnheim. Jerome H. Remick & Co., cop. 1924.

**My best girl.** w., m., Walter Donaldson. Jerome H. Remick & Co., cop. 1924.

**My dream girl (The Dream Girl).** w., Rida Johnson Young. m., Victor Herbert. Harms, Inc., cop. 1924.

**O, Katharina! (Chauve Souris).** w., L. Wolfe Gilbert. m., Richard Fall. Leo Feist, Inc., cop. 1924 by Wiener Boheme Verlag, Vienna.

**The prisoner's song.** w., m., Guy Massey. Shapiro, Bernstein & Co., Inc., cop. 1924.

**Put away a little ray of golden sunshine for a rainy day.** w., Sam M. Lewis and Joe Young. m., Fred E. Ahlert. Henry Waterson, Inc., cop. 1924.

**Rose Marie (Rose Marie).** w., Otto Harbach and Oscar Hammerstein, 2nd. m., Rudolf Friml. Harms, Inc., cop. 1924.

**Serenade (The Student Prince).** w., Dorothy Donnelly. m., Sigmund Romberg. Harms, Inc., cop. 1924.

**S-h-i-n-e.** w., Cecil Mack and Lew Brown. m., Ford Dabney. Shapiro, Bernstein & Co., cop. 1924.

**Somebody loves me (George White's Scandals).** w., Ballard MacDonald and B. G. DeSylva. m., George Gershwin. Harms, Inc., cop. 1924.

**Sometime you'll wish me back again.** w., m., E. Austin Keith. F. B. Haviland Pub. Co., Inc., cop. 1924.

**Spain.** w., Gus Kahn. m., Isham Jones. Chicago: Milton Weil Music Co., cop. 1924.

**Tea for two (No, No, Nanette).** w., Irving Caesar. m., Vincent Youmans. Harms, Inc., cop. 1924.

**West of the great divide.** w., George Whiting. m., Ernest R. Ball. M. Witmark & Sons, cop. 1924.

## MUSICAL-HISTORICAL CAVALCADE—Continued

**What'll I do (Music Box Revue).** w., m., Irving Berlin. Irving Berlin, Inc., cop. 1924.

**When you and I were seventeen.** w., Gus Kahn. m., Charles Rosoff. Irving Berlin, Inc., cop. 1924.

America's increasing appetite for dancing hit a new high with the Charleston.

The cross-word puzzle appeared, and took the nation by storm. Recognizing the cross-word puzzle's popular dimensions, the B. & O. Railroad put dictionaries on its mainline trains.

Every up-to-date college male wore flannel Oxford bags (trousers).

Sports continued to occupy national attention. Bobby Jones now annexed the National Amateur crown, repeating the feat in 1925, 1927, 1928 and 1930. Babe Ruth topped all American League batting averages of the year with .378. At Notre Dame the "Four Horsemen" made their alma mater and Knute Rockne the giants of football, while at race tracks the total of purses and stakes for the first time crossed the \$10,000,000 mark (five years before the figure had been a mere \$4,600,000).

When the Democrats and the Republicans held their national conventions, the radio broadcasters were there to air the proceedings. Through loudspeakers came that persistent refrain from the Democratic conclave: "Alabama, 24 votes for Underwood." Davis was the eventual Democratic candidate, but Calvin Coolidge and Charles G. Dawes (vice-president) won the election, whereupon "Coolidge prosperity" went into high gear.

Radio sets spread through the nation like wildfire. In this year some \$350,000,000 worth were retailed as against \$135,000,000 the year before—a percentage increase in sales that established an all-time radio record.

In Chicago, little Robert (Bobby) Franks disappeared, leading to kidnapping and murder charges against N. F. Leopold, Jr., and Richard Loeb (both 19). Clarence Darrow, their attorney, saved them from the gallows, and the verdict was life imprisonment plus 99 years. (Loeb was killed by a fellow convict in 1936).

The U. S. practically had a monopoly on Olympic victories. In 1924 they carried off first honors for the eighth straight time.

The dirigible ZR-3 flew from Friedrichshafen, Germany, to Lakehurst, N. J., where the U. S. Navy took it over under the name "Los Angeles."

Once more women went back to the poke bonnet as a headgear.

"What Price Glory?" (by Maxwell Anderson and Laurence Stallings) was the smash hit of the stage. Eddie Cantor appeared in "Kid Boots" and Lady Diana Manners and (the late) Rosamond Pinchot in "The Miracle." "Rose Marie" was off on a run of 680 some performances.

In both picture houses and vaudeville the jazz orchestra was a solid hit.

Successful pictures of the year included: "The Sea Hawk" (Milton Sills and Enid Bennett), "Girl Shy" (Harold Lloyd), and "The Thief of Bagdad" (Douglas Fairbanks). Colleen Moore, Patsy Ruth Miller and Rin-Tin-Tin were stars.

A short-lived, but sharp, depression was the No. 24 such occurrence since 1790.

## 1925

**Alabama bound.** w., Bud DeSylva and Bud Green. m., Ray Henderson. Shapiro, Bernstein & Co., cop. 1925.

**Always.** w., m., Irving Berlin. Irving Berlin, Inc., cop. 1925.

**Bam, bam, bamy shore.** w., Mort Dixon. m., Ray Henderson. Jerome H. Remick & Co., cop. 1925.

**Brown eyes—why are you blue?** w., Alfred Bryan. m., George W. Meyer. Henry Waterson, Inc., cop. 1925.

**Bye and bye (Dearest Enemy).** w., Lorenz Hart. m., Richard Rodgers. Harms, Inc., cop. 1925.

**Collegiate.** w., m., Moe Jaffe and Nat Bonx. Shapiro, Bernstein & Co., Inc., cop. 1925.

**A cup of coffee, a sandwich and you (Charlot's Revue of 1926).** w., Billy Rose and Al Dubin. m., Joseph Meyer. Harms, Inc., cop. 1925.

**Dinah.** w., Sam M. Lewis and Joe Young. m., Harry Akst. Henry Waterson, Inc., cop. 1925.

**Do I love you (Naughty Cinderella).** w., E. Ray Goetz. m., H. Christine and E. Ray Goetz. Francis Salabert, Inc., cop. 1923 by Francis Salabert; cop. 1925 by Francis Salabert, Inc.

**Don't bring Lulu.** w., Billy Rose and Lew Brown. m., Ray Henderson. Jerome H. Remick & Co., cop. 1925.

**Don't wake me up.** w., L. Wolfe Gilbert. m., Mabel Wayne and Abel Baer. Leo Feist, Inc., cop. 1925.

**Down by the vinegar woiks.** w., m., Don Bestor, Roger Lewis and Walter Donovan. Shapiro, Bernstein & Co., Inc., cop. 1925.

**Drifting and dreaming.** w., Haven Gillespie. m., Egbert Van Alstyne, Erwin R.

## MUSICAL-HISTORICAL CAVALCADE—Continued

Schmidt and Loyal Curtis. L. B. Curtis, cop. 1925.

**D'ye love me (Sunny).** w., Otto Harbach and Oscar Hammerstein, 2nd. m., Jerome Kern. T. B. Harms Co., cop. 1925.

**Five foot two, eyes of blue.** w., Sam M. Lewis and Joe Young. m., Ray Henderson. Leo Feist, Inc., cop. 1925.

**Freshie.** w., Jesse Greer and Harold Berg. m., Jesse Greer. Shapiro, Bernstein & Co., cop. 1925.

**Headin' for Louisville.** w., Bud G. DeSylva. m., Joseph Meyer. Shapiro, Bernstein & Co., cop. 1925.

**Here in my arms (Dearest Enemy).** w., Lorenz Hart. m., Richard Rodgers. Harms, Inc., cop. 1925.

**The hills of home.** w., Floride Calhoun. m., Oscar J. Fox. Carl Fischer, Inc., cop. 1925.

**I'm sitting on top of the world.** w., Sam M. Lewis and Joe Young. m., Ray Henderson. Leo Feist, Inc., cop. 1925.

**I love my baby—my baby loves me.** w., Bud Green. m., Harry Warren. Shapiro, Bernstein & Co., Inc., cop. 1925.

**I miss my Swiss (Chauve Souris).** w., L. Wolfe Gilbert. m., Abel Baer. Leo Feist, Inc., cop. 1925.

**If I had a girl like you.** w., m., Billy Rose, Mort Dixon and Ray Henderson. Jerome H. Remick & Co., cop. 1925.

**If you knew Susie—like I know Susie.** w., m., Bud G. DeSylva. Shapiro, Bernstein & Co., cop. 1925.

**If you were the only girl (afterward introduced in film: The Vagabond Lover, 1929).** w., Clifford Grey. m., Nat D. Ayer. Chappell-Harms, Inc., cop. 1925 by B. Feldman & Co., London.

**In the Luxembourg Gardens.** w., m., Kathleen Lockhart Manning. G. Schirmer, Inc., cop. 1925.

**In the middle of the night.** w., Billy Rose. m., Walter Donaldson. Irving Berlin, Inc., cop. 1925.

**Isn't she the sweetest thing.** w., Gus Kahn. m., Walter Donaldson. Jerome H. Remick & Co., cop. 1925.

**Just a cottage small—by a waterfall.** w., Bud G. DeSylva. m., James F. Hanley. Harms, Inc., cop. 1925.

**Keep your skirts down, Mary Ann.** w., Andrew B. Sterling. m., Robert A. King and Ray Henderson. Shapiro, Bernstein & Co., Inc., cop. 1925.

**Let it rain! let it pour!—I'll be in Virginia in the morning.** w., Cliff Friend. m., Walter Donaldson. Leo Feist, Inc., cop. 1925.

**Looking for a boy (Tip-Toes).** w., Ira Gershwin. m., George Gershwin. Harms, Inc., cop. 1925.

**Manhattan (Garrick Gaieties).** w., Lorenz Hart. m., Richard Rodgers. Edward B. Marks Music Co., cop. 1925.

**Milenberg joys.** Fox-trot. w., Leon Rappolo, Paul Mares and "Jelly Roll" Morton. Chicago: Melrose Bros. Music Co., Inc., cop. 1925.

**Moonlight and roses.** w., m., Edwin H. Lemare, Ben Black and Neil Moret. San Francisco: Villa Moret, Inc., cop. 1925.

**My sweetie turned me down.** w., Gus Kahn. m., Walter Donaldson. Irving Berlin, Inc., cop. 1925.

**Neapolitan nights.** w., Harry D. Kerr. m., J. S. Zamecnik. Cleveland: Sam Fox Pub. Co., cop. 1925.

**Oh! boy, what a girl (Gay Paree).** w., Bud Green. m., Wright and Bessinger. Shapiro, Bernstein & Co., Inc., cop. 1925.

**Only a rose (The Vagabond King).** w., Brian Hooker. m., Rudolf Friml. Henry Waterson, Inc., cop. 1925.

**Rhapsody in blue.** Orch. composition. m., George Gershwin. Harms, Inc., cop. 1925.

**Remember.** w., m., Irving Berlin. Irving Berlin, Inc., cop. 1925.

**Save your sorrow—for to-morrow.** w., Bud G. DeSylva. m., Al Sherman. Shapiro, Bernstein & Co., Inc., cop. 1925.

**Sentimental me (Garrick Gaieties).** w., Lorenz Hart. m., Richard Rodgers. Edward B. Marks Music Co., cop. 1925.

**Some day (The Vagabond King).** w., Brian Hooker. m., Rudolf Friml. Henry Waterson, Inc., cop. 1925.

**Song of the flame (Song of the Flame).** w., Otto Harbach and Oscar Hammerstein, 2nd. m., George Gershwin and Herbert Stothart. Harms, Inc., cop. 1925.

**Song of the vagabonds (The Vagabond King).** w., Brian Hooker. m., Rudolf Friml. Henry Waterson, Inc., cop. 1925.

**Sunny (Sunny).** w., Otto Harbach and Oscar Hammerstein, 2nd. m., Jerome Kern. T. B. Harms Co., cop. 1925.

**Sweet and low-down (Tip-Toes).** w., Ira Gershwin. m., George Gershwin. Harms, Inc., cop. 1925.

**That certain feeling (Tip-Toes).** w., Ira Gershwin. m., George Gershwin. Harms, Inc., cop. 1925.

**That certain party.** w., Gus Kahn. m., Walter Donaldson. Irving Berlin, Inc., cop. 1925.

**Two guitars.** Orch. composition. m., ar-

## MUSICAL-HISTORICAL CAVALCADE—Continued

ranged by Harry Horlick. Carl Fischer, Inc., cop. 1925.

**Ukulele lady.** w., Gus Kahn. m., Richard A. Whiting. Irving Berlin, Inc., cop. 1925.

**Waltz Huguette (The Vagabond King).** w., Brian Hooker. m., Rudolf Friml. Henry Waterson, Inc., cop. 1925.

**Waters of Perkiomen.** w., Al Dubin. m., F. Henri Klickmann. Jack Mills, Inc., cop. 1925.

**Who (Sunny).** w., Otto Harbach and Oscar Hammerstein, 2nd. m., Jerome Kern. T. B. Harms Co., cop. 1925.

**Why do I love you (My Fair Lady).** w., Bud G. DeSylva and Ira Gershwin. m., George Gershwin. Harms, Inc., cop. 1925.

**Yearning—just for you.** w., m., Benny Davis and Joe Burke. Irving Berlin, Inc., cop. 1925.

**Yes sir, that's my baby.** w., Gus Kahn. m., Walter Donaldson. Irving Berlin, Inc., cop. 1925.

Women's skirts flapped around their knees, disclosing legs encased in flesh-colored silk stockings. Hats were close-fitting.

A million and a half copies of *True Story* made the house of Macfadden one of the most remarkably successful publishing firms.

Red Grange (Illinois) was the idol of football fandom. In the fall of this year he turned professional.

To the list of fashionable dogs now was added the police dog.

In Washington, D. C., the last horse-drawn fire engine, powered with a span of three horses, made its ultimate public appearance.

The latest thing in radio sets was the all-electric set, eliminating a cabinet full of batteries or the earlier crystal sets rigged up with headphones.

Florida was enjoying a land boom which sent real estate prices sky-high. Coral Gables and Miami were now important places on the map.

In Dayton, Tenn., John Thomas Scopes was found guilty of teaching evolution in a trial that attracted so much attention that part of it had to be held outdoors. Clarence Darrow appeared for the defense, while the prosecution was aided by William Jennings Bryan.

Equally good newspaper copy was the tragedy of Floyd Collins in Kentucky. Collins, while exploring a cave, was trapped by a rock. Rescuers, at first able to reach the victim, were finally shut off by a cave-in. After nearly three weeks they finally

got to Collins, but by this time he was dead.

The dirigible "Shenandoah" got caught in a storm over Ohio, and was torn to pieces with a loss of 14 officers and crew. Off Block Island, N. Y., the submarine S-51 collided with the steamer "City of Rome" and went to her doom with 37 lives.

James J. (Jimmy) Walker was elected mayor of New York City.

The legitimate season brought forth "Arms and the Man" (Alfred Lunt and Lynn Fontanne), "Cradle Snatchers" (Mary Boland), "No, No, Nanette," "Sunny" (Marilyn Miller), "The Cocoanuts" (Marx Brothers), "The Green Hat" (Katharine Cornell), "The Jazz Singer" (Georgie Jessel), and "The Vortex" (Noel Coward).

Phil Baker was appearing in "Artists and Models," while George Raft was a Charleston dancer.

Prosperous films of the year included "The Big Parade" (John Gilbert and Renee Adoree), "The Gold Rush" (Charlie Chaplin), "The Merry Widow" (Mae Murray and John Gilbert), "Stella Dallas" (Belle Bennett and Ronald Colman), and "The Freshman" (Harold Lloyd).

## 1926

**After I say I'm sorry.** w., m., Walter Donaldson and Abe Lyman. Leo Feist, Inc., cop. 1926.

**All alone Monday (The Ramblers).** w., Bert Kalmar. m., Harry Ruby. Harms, Inc., cop. 1926.

**Baby face.** w., m., Benny Davis and Harry Akst. Jerome H. Remick & Co., cop. 1926.

**Because I love you.** w., m., Irving Berlin. Irving Berlin, Inc., cop. 1926.

**The birth of the blues (George White's Scandals).** w., B. G. DeSylva and Lew Brown. m., Ray Henderson. Harms, Inc., cop. 1926.

**Black Bottom (George White's Scandals).** w., B. G. DeSylva and Lew Brown. m., Ray Henderson. Harms, Inc., cop. 1926.

**Black eyes [Dark eyes].** Orch. composition. m., arranged by Harry Horlick and Gregory Stone. Carl Fischer, Inc., cop. 1926.

**The blue room (The Girl Friend).** w., Lorenz Hart. m., Richard Rodgers. Harms, Inc., cop. 1926.

**Breezin' along with the breeze.** w., m., Haven Gillespie, Seymour Simons and Richard A. Whiting. Jerome H. Remick & Co., cop. 1926.

## MUSICAL-HISTORICAL CAVALCADE—Continued

**Bring back those minstrel days.** w., Ballard MacDonald. m., Martin Broones. Shapiro, Bernstein & Co., Inc., cop. 1926.

**Bye bye blackbird.** w., Mort Dixon. m., Ray Henderson. Jerome H. Remick & Co., cop. 1926.

**Charmaine.** w., m., Erno Rapee and Lew Pollack. San Francisco: Sherman, Clay & Co., cop. 1926 by Belwin, Inc.

**Cherie, I love you.** w., m., Lillian Rose-dale Goodman. Harms, Inc., cop. 1926.

**Clap yo' hands (Oh, Kay!).** w., Ira Gershwin. m., George Gershwin. Harms, Inc., cop. 1926.

**Cossack love song (Song of the Flame).** w., Otto Harbach and Oscar Hammerstein, 2nd. m., Herbert Stothart and George Gershwin. Harms, Inc., cop. 1926.

**Cross your heart (Queen High).** w., B. G. DeSylva. m., Lewis E. Gensler. Harms, Inc., cop. 1926.

**The desert song (The Desert Song).** w., Otto Harbach and Oscar Hammerstein, 2nd. m., Sigmund Romberg. Harms, Inc., cop. 1926.

**Do-do-do (Oh, Kay!).** w., Ira Gershwin. m., George Gershwin. Harms, Inc., cop. 1926.

**Everything's gonna be all right.** w., m., Benny Davis and Harry Akst. Henry Waterson, Inc., cop. 1926.

**Flapperette.** Piano solo. m., Jesse Greer. Jack Mills, Inc., cop. 1926.

**Florida, the moon and you (Ziegfeld's American Revue of 1926).** w., Gene Buck. m., Rudolf Friml. Harms, Inc., cop. 1926.

**Following the sun around (Rio Rita).** w., Joseph McCarthy. m., Harry Tierney. Leo Feist, Inc., cop. 1926.

**Gentlemen prefer blondes (Queen High).** w., B. G. DeSylva. m., Lewis E. Gensler. Harms, Inc., cop. 1926.

**"Gimme" a little kiss, will "ya" huh?** w., m., Roy Turk, Jack Smith and Maceo Pinkard. Irving Berlin, Inc., cop. 1926.

**The girl friend (The Girl Friend).** w., Lorenz Hart. m., Richard Rodgers. Harms, Inc., cop. 1926.

**The girl is you and the boy is me (George White's Scandals).** w., B. G. DeSylva and Lew Brown. m., Ray Henderson. Harms, Inc., cop. 1926.

**Hello, Aloha!—how are you?** w., L. Wolfe Gilbert. m., Abel Baer. Leo Feist, Inc., cop. 1926.

**Hello! Swanee—hello!** w., m., Sam Coslow and Addy Britt. Henry Waterson, Inc., cop. 1926.

**Horses.** w., m., Byron Gay and Richard A. Whiting. Leo Feist, Inc., cop. 1926.

**How I love you (Big Boy).** w., m., Lew Brown and Cliff Friend. Irving Berlin, Inc., cop. 1926.

**I know that you know (Oh, Please!).** w., Anne Caldwell. m., Vincent Youmans. Harms, Inc., cop. 1926.

**In a little Spanish town.** w., Sam M. Lewis and Joe Young. m., Mabel Wayne. Leo Feist, Inc., cop. 1926.

**It all depends on you.** w., m., B. G. DeSylva, Lew Brown and Ray Henderson. DeSylva, Brown & Henderson, Inc., cop. 1926.

**Katinka.** w., Ben Russell. m., Henry Tobias. Leo Feist, Inc., cop. 1926.

**The little white house—at the end of Honeymoon Lane (Honeymoon Lane).** w., m., Eddie Dowling and James F. Henley. Shapiro, Bernstein & Co., Inc., cop. 1926.

**Lonesome and sorry.** w., m., Benny Davis and Con Conrad. Henry Waterson, Inc., cop. 1926.

**Lucky day (George White's Scandals).** w., B. G. DeSylva and Lew Brown. m., Ray Henderson. Harms, Inc., cop. 1926.

**Ma curly-headed baby.** w., m., George H. Clutsam. London: Chappell & Co., Ltd., cop. 1926.

**Mary Lou.** w., m., Abe Lyman, George Waggner and J. Russell Robinson. Henry Waterson, Inc., cop. 1926.

**Me too.** w., m., Harry Woods, Charles Tobias and Al Sherman. Shapiro, Bernstein & Co., Inc., cop. 1926.

**Mississippi.** Suite for piano. m., Ferdie Grofe. Leo Feist, Inc., cop. 1926.

**Moonlight on the Ganges.** w., Chester Wallace. m., Sherman Myers. Harms, Inc., cop. 1926 by Cecil Lennox & Co., Ltd., London.

**Mountain greenery (Garrick Gaities).** w., Lorenz Hart. m., Richard Rodgers. Harms, Inc., cop. 1926.

**Muddy water.** w., Jo' Trent. m., Peter De Rose and Harry Richman. Broadway Music Corp., cop. 1926.

**My dream of the big parade.** w., Al Dubin. m., Jimmy McHugh. Jack Mills, Inc., cop. 1926.

**My toreador—Spanish title: El relicario.** English words, William Cary Duncan. m., Jose Padilla. Harms, Inc., cop. 1926.

**One alone (The Desert Song).** w., Otto Harbach and Oscar Hammerstein, 2nd. m., Sigmund Romberg. Harms, Inc., cop. 1926.

**Our director.** March. m., F. E. Bigelow. Boston: Walter Jacobs, Inc., cop. 1926.

**Play gypsies—dance gypsies (Countess Maritza).** w., Harry B. Smith. m., Emmerich Kalman. Harms, Inc., cop. 1924 by W. Karczag; cop. 1926 by Harms, Inc.

## MUSICAL-HISTORICAL CAVALCADE—Continued

**Poor papa—He's got nuthin' at all.** w., Billy Rose. m., Harry Woods. Irving Berlin, Inc., cop. 1926.

**The ranger's song (Rio Rita).** w., Joseph McCarthy. m., Harry Tierney. Leo Feist, Inc., cop. 1926.

**The Riff song (The Desert Song).** w., Otto Harbach and Oscar Hammerstein, 2nd. m., Sigmund Romberg. Harms, Inc., cop. 1926.

**Say it again.** w., Harry Richman. m., Abner Silver. Irving Berlin, Inc., cop. 1926.

**The sleigh.** w., Ivor Tchernanow. m., Richard Kountz. G. Schirmer, Inc., cop. 1926.

**Sleepy head.** w., m., Benny Davis and Jesse Greer. Shapiro, Bernstein & Co., Inc., cop. 1926.

**Someone to watch over me (Oh, Kay!).** w., Ira Gershwin. m., George Gershwin. Harms, Inc., cop. 1926.

**Sunny disposish (Americana).** w., Ira Gershwin. w., Philip Charig. Harms, Inc., cop. 1926.

**Tamiani Trail.** w., m., Cliff Friend and Joseph H. Santly. Jerome H. Remick & Co., cop. 1926.

**Ting-a-ling—The waltz of the bells.** w., Addy Britt. m., Jack Little. Henry Waterson, Inc., cop. 1926.

**A tree in the park (Peggy-Ann).** w., Lorenz Hart. m., Richard Rodgers. Harms, Inc., cop. 1926.

**Valencia (introduced in the revue: The Great Temptations).** Original French words, Lucien Boyer and Jacques Charles; American version, Clifford Grey. m., Jose Padilla. Harms, Inc., cop. 1925 by Francis Salabert, Paris; American version cop. 1926 by Francis Salabert, Inc.

**We'll have a kingdom (The Wild Rose).** w., Otto Harbach and Oscar Hammerstein, 2nd. m., Rudolf Friml. [Harms, Inc.], cop. 1926 by Arthur Hammerstein.

**When day is done.** w., Bud G. DeSylva. m., Robert Katscher. Harms, Inc., cop. 1924 by Wiener Boheme Verlag; cop. 1926 by Harms, Inc.

**When the red, red robin comes bob, bob, bobbin' along.** w., m., Harry Woods. Irving Berlin, Inc., cop. 1926.

**Where'd you get those eyes?** w., m., Walter Donaldson. Leo Feist, Inc., cop. 1926.

**Where do you work-a, John?** w., m., Mortimer Weinberg, Charley Marks and Harry Warren. Shapiro, Bernstein & Co., Inc., cop. 1926.

**Why do I (The Girl Friend).** w., Lorenz Hart. m., Richard Rodgers. Harms, Inc., cop. 1926.

**Yankee rose.** w., Sidney Holden. m., Abe Frankel. Irving Berlin, Inc., cop. 1926.

The younger generation was referred to as "flaming youth."

For every 100 marriages there were 15 divorces, or a ratio of about seven to one.

Aimee Semple McPherson disappeared off a bathing beach and made headlines. Her temple meantime was packed.

Rudolph Valentino died, and a crowd of a dozen city blocks jammed traffic at the funeral.

Gertrude Ederle conquered the English Channel in 14 hrs., 31 mins.

Gene Tunney took Jack Dempsey's heavyweight crown after 10 rounds (decision) in Philadelphia. The gate was \$1,900,000.

Chain stores grew by leaps and bounds. So did installment selling.

Nearly 2,000 persons died of poison liquor. Bootleg prices pegged Scotch at \$48 a case; rye (very bad quality) \$85; champagne (real) \$95; beer (needle) \$38.

The Black Bottom took its place alongside the Charleston.

Gilda Gray (in vaudeville) and Clara Bow (in the film "It") became symbols.

From out of the sea came a hurricane that blew a path of destruction across Florida and its thriving real estate developments. With the hurricane the Florida boom collapsed.

"Peaches" Browning sued E. W. Browning for separation and the tabloid newspaper went to town.

Phonograph records were an endless succession of hillbilly music.

Radio grew bigger and stouter. In November, the National Broadcasting Co. designated WEAF and WJZ (both New York) as key stations for parallel chains, of which Merlin Hall Aylesworth was president. Meantime Washington, aware of the tremendous clamor for wavelengths, got ready to set up a Federal Radio Commission to put some order into the rising chaos.

It was clearly apparent that vaudeville was on the downgrade. Continuous vaudeville was virtually all that was left of the 40-year-old giant, and trade papers laid the blame on theatre owners who bought their entertainment by the can, and on vaudeville itself, which had failed to take cognizance of changing times.

Contract bridge began to edge out auction bridge.



## MUSICAL-HISTORICAL CAVALCADE—Continued

Plays of the year included "Chicago" (Francine Larrimore), "Gentlemen Prefer Blondes," "Queen High," "The Desert Song," "The Constant Wife" (Ethel Barrymore), "The Silver Cord" (Laura Hope Crews) and "The Great Gatsby."

Among the films were "Ben-Hur" (Ramon Novarro, Francis X. Bushman, May McAvoy), "What Price Glory?" (Victor McLaglen, Edmund Lowe and Dolores Del Rio) and "Beau Geste" (Ronald Colman). Among the Wampas stars appeared Mary Brian, Dolores Costello, Joan Crawford, Fay Wray, Janet Gaynor, Mary Astor and Dolores Del Rio.

### 1927

**Among my souvenirs.** w., Edgar Leslie. m., Horatio Nicholls. DeSylva, Brown & Henderson, Inc., cop. 1927 by The Lawrence Wright Music Co., London; assigned 1927 to DeSylva, Brown & Henderson, Inc.

**Are you lonesome tonight.** w., m., Roy Turk and Lou Handman. Irving Berlin, Inc., cop. 1927.

**At sundown.** w., m., Walter Donaldson. Leo Feist, Inc., cop. 1927.

**Away down south in heaven.** w., Bud Green. m., Harry Warren. Shapiro, Bernstein & Co., Inc., cop. 1927.

**The best things in life are free (Good News).** w., m., Bud G. DeSylva, Lew Brown and Ray Henderson, DeSylva, Brown & Henderson, Inc., cop. 1927.

**Bill (Show Boat).** w., P. G. Wodehouse and Oscar Hammerstein, 2nd. m., Jerome Kern. T. B. Harms Co., cop. 1927.

**Blue skies.** w., m., Irving Berlin. Irving Berlin, Inc., cop. 1927.

**By the bend of the river.** w., Bernhard Haig. m., Clara Edwards. G. Schirmer, Inc., cop. 1927.

**Broken hearted.** w., m., Bud G. DeSylva, Lew Brown and Ray Henderson. DeSylva, Brown & Henderson, Inc., cop. 1927.

**Can't help lovin' dat man (Show Boat).** w., Oscar Hammerstein, 2nd. m., Jerome Kern. T. B. Harms Co., cop. 1927.

**C'est vous—It's you.** w., m., Abner Greenberg, Abner Silver and Harry Richman. Irving Berlin, Inc., cop. 1927.

**Chloe.** w., Gus Kahn. m., Neil Moret, San Francisco: Villa Moret, Inc., cop. 1927.

**Dancing tambourine.** Piano solo. m., W. C. Polla. Harms, Inc., cop. 1927.

**Dancing the devil away (Lucky; afterwards introduced in the film: The Cuckoos).** w., m., Otto Harbach, Bert Kalmar and Harry Ruby. T. B. Harms Co., cop. 1927.

**Dear eyes that haunt me (The Circus Princess).** w., Harry B. Smith. m., Emmerich Kalman. Harms, Inc., cop. 1926 by Emmerich Kalman, Julius Brammer & Alfred Grunewald; cop. 1927 by Harms, Inc.

**The doll dance.** Piano solo. m., Nacio Herb Brown. San Francisco: Sherman, Clay & Co., cop. 1927.

**Gid-ap, Garibaldi.** w., Howard Johnson and Billy Moll. m., Harry Warren. Shapiro, Bernstein & Co., Inc., cop. 1927.

**Hallelujah! (Hit the Deck).** w., Leo Robin and Clifford Grey. m., Vincent Youmans. Harms, Inc., cop. 1927.

**Here comes the show boat (film: The Show Boat).** w., Billy Rose. m., Maceo Pinkard. Shapiro, Bernstein & Co., Inc., cop. 1927.

**The house by the side of the road.** w., Sam Walter Foss. m., Mrs. M. H. Gulesian. Boston: Oliver Ditson Co., cop. 1927.

**I'm looking over a four leaf clover.** w., Mort Dixon. m., Harry Woods. Jerome H. Remick & Co., cop. 1927.

**I just roll along havin' my ups and downs.** w., Jo' Trent. m., Peter DeRose. Irving Berlin, Inc., cop. 1927.

**It was only a sun shower.** w., Irving Kahal and Francis Wheeler. m., Ted Snyder. Waterson, Berlin & Snyder Co., cop. 1927.

**Just a memory.** w., Bud G. DeSylva and Lew Brown. m., Ray Henderson. Harms, Inc., cop. 1927.

**Just another day wasted away.** w., m., Charles Tobias and Roy Turk. Shapiro, Bernstein & Co., Inc., cop. 1927.

**Just like a butterfly that's caught in the rain.** w., Mort Dixon. m., Harry Woods. Jerome H. Remick & Co., cop. 1927.

**Keep sweeping the cobwebs off the moon.** w., Sam M. Lewis and Joe Young. m., Oscar Levant. Jerome H. Remick & Co., cop. 1927.

**Let a smile be your umbrella on a rainy day.** w., Irving Kahal and Frances Wheeler. m., Sammy Fain. Waterson, Berlin & Snyder Co., cop. 1927.

**Lovely lady (Ain't Love Grand).** w., Cyrus Wood. m., Dave Stamper and Harold Levy. Shapiro, Bernstein & Co., Inc., cop. 1927.

**Lucky in love (Good News).** w., m., Bud G. DeSylva, Lew Brown and Ray Hender-

## MUSICAL-HISTORICAL CAVALCADE—Continued

son. DeSylva, Brown & Henderson, Inc., cop. 1927.

**Make believe (Show Boat).** w., Oscar Hammerstein, 2nd. m., Jerome Kern. T. B. Harms Co., cop. 1927.

**Me and my shadow.** w., Billy Rose. m., Al Jolson and Dave Dreyer. Irving Berlin, Inc., cop. 1927.

**Miss Annabelle Lee.** w., m., Sidney Clare, Lew Pollack and Harry Richman. Irving Berlin, Inc., cop. 1927.

**Mississippi mud.** w., m., Harry Barris. Shapiro, Bernstein & Co., Inc., cop. 1927.

**Mother (My Maryland).** w., Dorothy Donnelly. m., Sigmund Romberg. Harms, Inc., cop. 1927.

**My blue heaven.** w., George Whiting. m., Walter Donaldson. Leo Feist, Inc., cop. 1927.

**My heart stood still (A Connecticut Yankee).** w., Lorenz Hart. m., Richard Rodgers. Harms, Inc., cop. 1927.

**A night in June.** w., m., Cliff Friend. Jerome H. Remick & Co., cop. 1927.

**Ol' man river (Show Boat).** w., Oscar Hammerstein, 2nd. m., Jerome Kern. T. B. Harms Co., cop. 1927.

**Ramona (film: Ramona).** w., L. Wolfe Gilbert. m., Mabel Wayne. Leo Feist, Inc., cop. 1927.

**Red lips kiss my blues away.** w., m., Alfred Bryan, James V. Monaco and Pete Wendling. Henry Waterson, Inc., cop. 1927.

**Roam on, my little gipsy sweetheart.** w., m., Francis Wheeler, Irving Kahal and Ted Snyder. Waterson, Berlin & Snyder Co., cop. 1927.

**Russian lullaby.** w., m., Irving Berlin. Irving Berlin, Inc., cop. 1927.

**Sam, the old accordion man.** w., m., Walter Donaldson. Leo Feist, Inc., cop. 1927.

**The same old moon (Lucky).** w., m., Otto Harbach, Bert Kalmar and Harry Ruby. T. B. Harms Co., cop. 1927.

**Shaking the blues away (Ziegfeld Follies of 1927).** w., m., Irving Berlin. Irving Berlin, Inc., cop. 1927.

**Side by side.** w., m., Harry Woods. Shapiro, Bernstein & Co., Inc., cop. 1927.

**Silver moon (My Maryland).** w., Dorothy Donnelly. m., Sigmund Romberg. Harms, Inc., cop. 1927.

**Soliloquy.** Piano solo. m., Rube Bloom. Jack Mills, Inc., cop. 1926 by Triangle Music Pub. Co.; assigned 1927 to Jack Mills, Inc.

**Sometimes I'm happy (Hit the Deck).** w., Irving Caesar. m., Vincent Youmans. Harms, Inc., cop. 1927.

**The song is ended—but the melody lingers on.** w., m., Irving Berlin. Irving Berlin, Inc., cop. 1927.

**Soon (Strike Up the Band).** w., Ira Gershwin. m., George Gershwin. New World Music Corp., cop. 1927.

**Strike up the band (Strike Up the Band).** w., Ira Gershwin. m., George Gershwin. New World Music Corp., cop. 1927.

**'Swonderful (Funny Face).** w., Ira Gershwin. m., George Gershwin. New World Music Corp., cop. 1927.

**There's a cradle in Caroline.** w., Sam M. Lewis and Joe Young. m., Fred E. Ahlert. Waterson, Berlin & Snyder Co., cop. 1927.

**There's something nice about everyone, but there's everything nice about you.** w., Arthur Terker and Alfred Bryan. m., Pete Wendling. Henry Waterson, Inc., cop. 1927.

**Thou swell (A Connecticut Yankee).** w., Lorenz Hart. m., Richard Rodgers. Harms, Inc., cop. 1927.

**Three shades of blue—(1) Indigo; (2) Alice Blue; (3) Heliotrope.** Piano solo. m., Ferde Grofe. Paul Whiteman Publications, Inc., cop. 1927; assigned 1928 to Robbins Music Corp.

**Up in the clouds (The Five O'Clock Girl).** w., Bert Kalmar. m., Harry Ruby. Harms, Inc., cop. 1927.

**The varsity drag (Good News).** w., m., Bud G. DeSylva, Lew Brown and Ray Henderson. DeSylva, Brown & Henderson, Inc., cop. 1927.

**We two shall meet again (The Circus Princess).** w., Harry B. Smith. m., Emmerich Kalman. Harms, Inc., cop. 1926 by Emmerich Kalman, Julius Brammer and Alfred Grunewald; cop. 1927 by Harms, Inc.

**What does it matter?** w., m., Irving Berlin. Irving Berlin, Inc., cop. 1927.

**What do we do on a dew-dew-dewy day.** w., m., Howard Johnson, Charles Tobias and Al Sherman. Irving Berlin, Inc., cop. 1927.

**Why do I love you (Show Boat).** w., Oscar Hammerstein, 2nd. m., Jerome Kern. T. B. Harms Co., cop. 1927.

**You are mine evermore (The Circus Princess).** w., Harry B. Smith. m., Emmerich Kalman. Harms, Inc., cop. 1926 by Emmerich Kalman, Julius Brammer and Alfred Grunewald; cop. 1927 by Harms, Inc.

**You don't like it—not much.** w., m., Ned Miller, Art Kahn and Chester Cohn. Leo Feist, Inc., cop. 1927.

## MUSICAL-HISTORICAL CAVALCADE—Continued

**Your land and my land (My Maryland).** w., Dorothy Donnelly. m., Sigmund Romberg. Harms, Inc., cop. 1927.

Charles A. Lindbergh, alone in his monoplane "Spirit of St. Louis," hopped off from Mineola, N. Y., on May 20 and reached Paris the next day. This was the headline event of the year, and when Lindbergh got back to New York to be welcomed by Mayor Walker and Governor Alfred E. Smith, the populace tore up close to 2,000 tons of ticker tape and telephone books for triumphal confetti.

Near riots developed in December, when Henry Ford finally put his long-awaited "Model A" on view. So many people crowded around show rooms to get a glimpse of the new car that the event virtually amounted to national bedlam.

The Ruth Snyder-Henry Judd Gray murder trial once more evoked heavy newspaper headlines. This pair confessed killing Mrs. Snyder's husband, Albert Snyder, art editor of "Motor Boating," and were executed at Sing Sing in January, 1928.

In Chicago, Jack Dempsey attempted to regain his lost crown via a second match with Gene Tunney. The latter got the decision after 10 rounds, and sport fans forever after discussed the pros and cons of the so-called "long count." This fight set an all-time gate in prizefight history—\$2,650,000. Millions listened to the fight via radio, and compilations claim that five persons dropped dead of heart failure during the famed seventh round when Tunney fell to the canvas.

Babe Ruth hit 60 home runs for the Yankees, and slammed out two more during the world series against the Pirates.

Judge Lindsay advocated "companionate marriage."

The U. S. got another chain broadcasting system when Major Andrew White's Columbia Broadcasting System wired up a basic network of 16 stations.

"The Jazz Singer" (Al Jolson) film set up a milestone in film history. It contained dialogue with film, and "talkies" became a new screen designation.

Floods killed several hundred persons in the Mississippi Valley; a tornado claimed 87 victims at St. Louis; and in New England, disaster tolls rose by several more hundred when rains and floods washed out parts of Vermont.

The Cloche hat was the latest feminine headgear.

Film players and stars grew too numerous to mention. In addition to the eminently successful "Jazz Singer," such films as "Seventh Heaven" (Janet Gaynor

and Charles Farrell), "The King of Kings" (De Mille production), and "The Patent Leather Kid" (Richard Barthelmess) brought millions of dollars to the box office.

On the legitimate stage were Ziegfeld's "Show Boat" (Charles Winniger, Helen Morgan, Jules Bledsoe and Edna May Oliver), "Burlesque," "Connecticut Yankee," "Broadway," "Coquette," "Dracula," "Good News," "Hit the Deck," "My Maryland," "Porgy," "Rio Rita," "The Road to Rome" and "The Trial of Mary Dugan." Clamor went up everywhere to "clean up" legitimate productions with "sex" and "dirt."

Ruth Etting was singing in the "Follies" and Bing Crosby was part of Paul Whiteman's aggregation.

### 1928

**Angela mia (film: Street Angel).** w., Lew Pollack. m., Erno Rapee. DeSylva, Brown & Henderson, Inc., cop. 1928.

**Avalon town.** w., Grant Clarke. m., Nacio Herb Brown. San Francisco: Sherman, Clay & Co., cop. 1928.

**Back in your own back yard.** w., m., Al Jolson, Billy Rose and Dave Dreyer. Irving Berlin, Inc., cop. 1928.

**Button up your overcoat (Follow Thru).** w., m., Bud G. DeSylva, Lew Brown and Ray Henderson. DeSylva, Brown & Henderson, cop. 1928.

**Carolina moon.** w., m., Benny Davis and Joe Burke. Joe Morris Music Co., cop. 1928.

**Chiquita.** w., L. Wolfe Gilbert. m., Mabel Wayne. Leo Feist, Inc., cop. 1928.

**C-o-n-s-t-a-n-t-i-n-o-p-l-e.** w., m., Harry Carlton. DeSylva, Brown & Henderson, cop. 1928 by Lawrence Wright Music Co., Ltd., London; assigned 1928 to DeSylva, Brown & Henderson, Inc.

**Dance of the paper dolls.** w., m., Johnny Tucker, Joe Schuster and John Siras. M. Witmark & Sons, cop. 1928.

**Diga diga doo (Blackbirds of 1928).** w., Dorothy Fields. m., Jimmy McHugh. Jack Mills, Inc., cop. 1928.

**Don't hold everything (Hold Everything).** w., m., Bud G. DeSylva, Lew Brown and Ray Henderson. DeSylva, Brown & Henderson, cop. 1928.

**Dusky stevedore.** w., Andy Razaf. m., J. C. Johnson. Triangle Music Pub. Co., cop. 1928.

**Feeling I'm falling (Treasure Girl).** w., Ira Gershwin. m., George Gershwin. New World Music Corp., cop. 1928.

**A garden in the rain.** w., James Dyrenforth. m., Carroll Gibbons. Gene Austin,

## MUSICAL-HISTORICAL CAVALCADE—Continued

Inc., cop. 1928. by Campbell, Connelly & Co., London.

**Gather the rose (The White Eagle).** w., Brian Hooker. m., Rudolf Friml. Waterson, Berlin & Snyder Co., cop. 1928.

**Get out and get under the moon.** w., Charles Tobias and William Jerome. m., Larry Shay. Irving Berlin, Inc., cop. 1928.

**Give me one hour (The White Eagle).** w., Brian Hooker. m., Rudolf Friml. Waterson, Berlin & Snyder Co., cop. 1928.

**De glory road.** w., Clement Wood. m., Jacques Wolfe. G. Schirmer, Inc., cop. 1928.

**Golden Gate.** w., Billy Rose and Dave Dreyer. m., Al Jolson and Joseph Meyer. Irving Berlin, Inc., cop. 1928.

**Half-way to heaven.** w., Al Dubin. m., J. Russell Robinson. Waterson, Berlin & Snyder Co., cop. 1928.

**Happy Go Lucky Lane.** w., Sam M. Lewis and Joe Young. m., Joseph Meyer. Jerome H. Remick & Co., cop. 1928.

**Honey.** w., m., Seymour Simons, Haven Gillespie and Richard A. Whiting. Leo Feist, Inc., cop. 1928.

**How about me?** w., m., Irving Berlin. Irving Berlin, Inc., cop. 1928.

**I'm bringing a red, red rose (Whoopie).** w., Gus Kahn. m., Walter Donaldson. Donaldson, Douglas & Gumble, Inc., cop. 1928.

**I ain't got nobody—and nobody cares for me.** w., Roger Graham. m., Spencer Williams. Triangle Music Pub. Co., Inc., 1928.

**I can't give you anything but love (Blackbirds of 1928).** w., Dorothy Fields. m., Jimmy McHugh. Jack Mills, Inc., cop. 1928.

**I faw down an' go boom!** w., m., James Brockman, Leonard Stevens and B. B. B. Donaldson, Douglas & Gumble, Inc., cop. 1928.

**I love to dunk a hunk of sponge cake.** w., m., Clarence Gaskill. Waterson, Berlin & Snyder Co., cop. 1928.

**I wanna be loved by you (Good Boy).** w., Bert Kalmar. m., Herbert Stothart and Harry Ruby. Harms, Inc., cop. 1928.

**I'll get by—as long as I have you.** w., Roy Turk. m., Fred E. Ahlert. Irving Berlin, Inc., cop. 1928.

**In a mist.** Piano solo. m., Bix Beiderbecke. Robbins Music Corp., cop. 1928.

**Jeannine, I dream of lilac time (film: Lilac Time).** w., L. Wolfe Gilbert. m., Nathaniel Shilkret. Leo Feist, Inc., cop. 1928.

**Just like a melody out of the sky.** w., m., Walter Donaldson. Donaldson, Douglas & Gumble, Inc., cop. 1928.

**K-ra-zy for you (Treasure Girl).** w., Ira Gershwin. m., George Gershwin. New World Music Corp., cop. 1928.

**Laugh! clown, laugh!** w., Sam M. Lewis and Joe Young. m., Ted Fiorito. Remick Music Corp., cop. 1928.

**Let's do it (Paris).** w., m., Cole Porter. Harms, Inc., cop. 1928.

**Let's misbehave (Paris).** w., m., Cole Porter. Harms, Inc., cop. 1928.

**Lonesome in the moonlight.** w., Benec Russell. m., Abel Baer. Leo Feist, Inc., cop. 1928.

**The lonesome road (film: The Show Boat).** w., Gene Austin. m., Nathaniel Shilkret. Spier & Coslow, Inc., cop. 1928.

**Lover, come back to me (The New Moon).** w., Oscar Hammerstein, 2nd. m., Sigmund Romberg. Harms, Inc., cop. 1928.

**Ma belle (The Three Musketeers).** w., Clifford Grey. m., Rudolf Friml. Harms, Inc., cop. 1928.

**Manhattan serenade.** Piano solo. m., Louis Alter. Robbins Music Corp., cop. 1928.

**March of the musketeers (The Three Musketeers).** w., P. G. Wodehouse and Clifford Grey. m., Rudolf Friml. Harms, Inc., cop. 1928.

**Marie.** w., m., Irving Berlin. Irving Berlin, Inc., cop. 1928.

**Mem'ries.** w., Henry M. Neely. m., Harold Sanford. M. Witmark & Sons, cop. 1928.

**Memories of France.** w., Al Dubin. m., J. Russel Robinson. Waterson, Berlin & Snyder Co., cop. 1928.

**Moon of my delight (Chee Chee).** w., Lorenz Hart. m., Richard Rodgers. Harms, Inc., cop. 1928.

**My lucky star (Follow Thru).** w., m., Bud G. DeSylva, Lew Brown and Ray Henderson. DeSylva, Brown & Henderson, Inc., cop. 1928.

**Nagasaki.** w., Mort Dixon. m., Harry Warren. Remick Music Corp., cop. 1928.

**Once in a life time (Earl Carroll Vanities, 7th Edition).** w., Raymond Klages. m., Jesse Greer. Robbins Music Corp., cop. 1928.

**One kiss (The New Moon).** w., Oscar Hammerstein, 2nd. m., Sigmund Romberg. Harms, Inc., cop. 1928.

**Regimental song (The White Eagle).** w., Brian Hooker. m., Rudolf Friml. Waterson, Berlin & Snyder Co., cop. 1928.

## MUSICAL-HISTORICAL CAVALCADE—Continued

**Revenge.** w., Sam M. Lewis and Joe Young. m., Harry Akst. Remick Music Corp., cop. 1928.

**Short'nin' bread.** w., m., Jacques Wolf. Harold Flammer, Inc., cop. 1928.

**Softly, as in a morning sunrise (The New Moon).** w., Oscar Hammerstein, 2nd. m., Sigmund Romberg. Harms, Inc., cop. 1928.

**Sonny Boy (film: The Singing Fool).** w., m., Al Jolson, Bud G. DeSylva, Lew Brown and Ray Henderson. DeSylva, Brown & Henderson, Inc., cop. 1928.

**Stout hearted men (The New Moon).** w., Oscar Hammerstein, 2nd. m., Sigmund Romberg. Harms, Inc., cop. 1928.

**Sweet Sue—just you.** w., Will J. Harris. m., Victor Young. Shapiro, Bernstein & Co., Inc., cop. 1928.

**Sweethearts on parade.** w., Charles Newman. m., Carmen Lombardo. Chicago: Milton Weil Music Co., cop. 1928.

**The Tartar song (Chee Chee).** w., Lorenz Hart. m., Richard Rodgers. Harms, Inc., cop. 1928.

**That's my weakness now.** w., m., Bud Green and Sam H. Stept. Shapiro, Bernstein & Co., Inc., cop. 1928 by Green & Stept; assigned to Shapiro, Bernstein & Co., Inc.

**There's a rainbow 'round my shoulder (film: The Singing Fool).** w., m., Al Jolson, Billy Rose and Dave Dreyer. Irving Berlin, Inc., cop. 1928.

**There's something about a rose—that reminds me of you.** w., Irving Kahal and Francis Wheeler. m., Sammy Fain. Water-son, Berlin & Snyder Co., Cop. 1928.

**To be forgotten.** w., m., Irving Berlin. Irving Berlin Standard Music Corp., cop. 1928.

**Watching the clouds roll by (Animal Crackers).** w., Bert Kalmar. m., Harry Ruby. Harms, Inc., cop. 1928.

**When you're smiling—the whole world smiles with you.** w., m., Mark Fisher, Joe Goodwin and Larry Shay. Chicago: Har- old Rossiter Music Co., cop. 1928.

**Where is the song of songs for me (film: Lady of the Pavements).** w., m., Irving Berlin. Irving Berlin, Inc., cop. 1928.

**Where the shy little violets grow.** w., m., Gus Kahn and Harry Warren. Remick Music Corp., cop. 1928.

**You're the cream in my coffee (Hold Everything!)** w., m., Bud G. DeSylva, Lew Brown and Ray Henderson. DeSylva, Brown & Henderson, Inc., cop. 1928.

**You took advantage of me (Present Arms).** w., Lorenz Hart. m., Richard Rod- gers. Harms, Inc., cop. 1928.

**You wouldn't fool me (Follow Thru).** w., m., Bud G. DeSylva, Lew Brown and Ray Henderson. DeSylva, Brown & Hen- derson, cop. 1928.

Automobile production now crossed the 4,000,000 per year mark.

Marathon dancers still wearily dragged themselves across dance floors.

C. C. Pyle launched his "Bunion Derby."

Flagpole sitting was the latest addition to the craze for producing records of some sort. With it, the name of Shipwreck Kelly bounced into headlines.

The stock market was climbing to astro- nomical highs.

"Peaches" Browning appeared in vaude- ville.

Mae West was playing in "Diamond Lil."

Greta Garbo was in her sixth Hollywood year, and well established as a star.

Plays of the year included "The Front Page" (Hecht and MacArthur, authors), "Strange Interlude" (Eugene O'Neill, au- thor), "New Moon" and "Whoopie."

"The Singing Fool" (Al Jolson) set film box office records never before approached by anything.

## 1929

**Ain't misbehavin' (Hot Chocolates).** w., Andy Razaf. m., Thomas Waller and Harry Brooks. Mills Music, Inc., cop. 1929.

**Am I blue? (film: On With the Show).** w., Grand Clarke. m., Harry Akst. M. Witmark & Sons, cop. 1929.

**Aren't we all (film: Sunnyside Up).** w., m., Bud G. DeSylva, Lew Brown and Ray Henderson. DeSylva, Brown & Henderson, Inc., cop. 1929.

**Beside an open fireplace.** w., m., Paul Denniker and Will Osborne. Santly Bros., Inc., cop. 1929.

**Can't we be friends (The Little Show).** w., Paul James. m., Kay Swift. Harms, Inc., cop. 1929.

**Can't you understand?** w., Jack Oster- man. m., Victor Young. Donaldson, Douglas & Gumble, Inc., cop. 1929.

**Canto Siboney.** w., m., Ernesto Lecuona. Havana, Cuba: Agencia Internacional de Propiedad Intelectual, cop. 1929 by Ernesto Lecuona.

**Chant of the jungle (film: Untamed).** w., Arthur Freed. m., Nacio Herb Brown. Robbins Music Corp., cop. 1929 by Metro- Goldwyn-Mayer Music Corp.; assigned 1929 to Robbins Music Corp.

## MUSICAL-HISTORICAL CAVALCADE—Continued

**Cross your fingers (Sons o' Guns).** w., m., Arthur Swanstrom, Benny Davis and J. Fred Coots. Davis, Coots & Engel, Inc., cop. 1929.

**Deep night.** w., Rudy Vallee. m., Charlie Henderson. Ager, Yellen & Bornstein, Inc., cop. 1929.

**Don't ever leave me (Sweet Adeline).** w., Oscar Hammerstein, 2nd. m., Jerome Kern. T. B. Harms Co., cop. 1929.

**Dream lover (film: The Love Parade).** w., Clifford Grey. m., Victor Schertzinger. Famous Music Corp., cop. 1929.

**Ev'ry day away from you.** w., Charles Tobias. m., Jay Mills. Shapiro, Bernstein & Co., Inc., cop. 1929.

**Fortunio's song (Fortunio).** Original French words, Alfred de Musset; English words, Adrian Ross. m., Andre Messenger. London: Chappell & Co., Ltd., cop. 1907 by Choudens, Paris; cop. 1929 by Chappell & Co., Ltd., London.

**Goodness knows how I love you.** w., Billy Hays and Ray Bretz. m., Ted Weitz. Waterson, Berlin & Snyder Co., cop. 1929.

**Great day (Great Day).** w., William Rose and Edward Eliscu. m., Vincent Youmans. Vincent Youmans, Inc., cop. 1929.

**Gypsy dream rose.** w., James Kendis and Frank Samuels. m., Meyer Gusman. Kendis, Gusman & Samuels, Inc., cop. 1929.

**Happy days are here again (film: Chasing Rainbows).** w., Jack Yellen. m., Milton Ager. Ager, Yellen & Bornstein, Inc., cop. 1929.

**Head low.** w., Willard Robison. m., Frank Skinner. San Francisco: Villa Moret, Inc., cop. 1929.

**Here am I (Sweet Adeline).** w., Oscar Hammerstein, 2nd. m., Jerome Kern. T. B. Harms Co., cop. 1929.

**I don't want your kisses (film: So This Is College).** w., Fred Fisher and M. M. Broones. Robbins Music Corp., cop. 1929 by Metro-Goldwyn-Mayer Music Corp.; assigned 1929 to Robbins Music Corp.

**I got a "code" in my "dose"—cold in my nose.** w., m., Arthur Fields, Fred Hall and Billy Rose. Santly Bros., cop. 1929.

**I've got a feeling I'm falling.** w., Billy Rose. m., Harry Link and Thomas Waller. Santly Bros., cop. 1929.

**If I had a talking picture of you (film: Sunny Side Up).** w., m., Bud G. DeSylva, Lew Brown and Ray Henderson. DeSylva, Brown & Henderson, Inc., cop. 1929.

**Jericho (film: Syncopation).** w., Leo Robin. m., Richard Myers. Harms, Inc., cop. 1929.

**Keepin' myself for you (film: Hit the Deck).** w., Sidney Clare. m., Vincent Youmans. Vincent Youmans, Inc., cop. 1929.

**Little by little.** w., m., Walter O'Keefe and Bobby Dolan. DeSylva, Brown & Henderson, Inc., cop. 1929.

**A little kiss each morning—a little kiss each night (film: The Vagabond Lover).** w., m., Harry Woods. Harms, Inc., cop. 1929.

**Liza (Show Girl).** w., Gus Kahn and Ira Gershwin. m., George Gershwin. New World Music Corp., cop. 1929.

**Love, your spell is everywhere (film: The Trespasser).** w., Elsie Janis. m., Edmund Goulding. Irving Berlin, Inc., cop. 1929.

**Louise (film: Innocents of Paris).** w., Leo Robin. Richard A. Whiting. Famous Music Corp., cop. 1929.

**Moanin' low (The Little Show).** w., Howard Dietz. m., Ralph Rainger. Harms, Inc., cop. 1929.

**More than you know (Great Day).** w., William Rose and Edward Eliscu. m., Vincent Youmans. Vincent Youmans, Inc., cop. 1929.

**My kinda love.** w., Jo' Trent. m., Louis Alter. Robbins Music Corp., cop. 1929.

**My love parade (film: The Love Parade).** w., Clifford Grey. m., Victor Schertzinger. Famous Music Corp., cop. 1929.

**My sweeter than sweet (film: Sweetie).** w., George Marion, Jr., m., Richard A. Whiting. Harms, Inc., cop. 1929 by Famous Music Corp.

**Pagan love song (film: The Pagan).** w., Arthur Freed. m., Nacio Herb Brown. Robbins Music Corp., cop. 1929 by Metro-Goldwyn-Mayer Corp.

**Painting the clouds with sunshine (film: Gold Diggers of Broadway).** w., Al Dubin. m., Joe Burke. M. Witmark & Sons, cop. 1929.

**Romance.** w., Edgar Leslie. m., Walter Donaldson. Donaldson, Douglas & Gumble, Inc., cop. 1929.

**Satisfied!** w., Irving Caesar. m., Cliff Friend. Leo Feist, Inc., cop. 1929.

**Serenade of love (Nina Rosa).** w., Irving Caesar. m., Sigmund Romberg. Harms, Inc., cop. 1929.

**Seventh heaven (film: Little Pal).** w., m., Al Jolson, Bud G. DeSylva, Lew Brown and Ray Henderson. DeSylva, Brown & Henderson, Inc., cop. 1929.

**She's such a comfort to me (Wake Up and Dream).** w., m., Cole Porter. Harms, Inc., cop. 1929.

## MUSICAL-HISTORICAL CAVALCADE—Continued

**A ship without a sail (Heads Up!).** w., Lorenz Hart. m., Richard Rodgers. Harms, Inc., cop. 1929.

**Should I (film: Lord Byron of Broadway).** w., Arthur Freed. m., Nacio Herb Brown. Robbins Music Corp., cop. 1929 by Metro-Goldwyn-Mayer Music Corp.; assigned 1929 to Robbins Music Corp.

**Singin' in the bathtub (Show of Shows).** w., m., Herb Magidson, Ned Washington and Michael H. Cleary. M. Witmark & Sons, cop. 1929.

**Singin' in the rain (film: Hollywood Revue of 1929).** w., Arthur Freed. m., Nacio Herb Brown. Robbins Music Corp., cop. 1929 by Metro-Goldwyn-Mayer Corp.

**Song of the bayou.** Piano solo. m., Rube Bloom. Leo Feist, Inc., cop. 1929.

**The song of the shirt (film: The Rogue Song).** w., Clifford Grey. m., Herbert Stothart. Robbins Music Corp., cop. 1929 by Metro-Goldwyn-Mayer Corp.

**S'posin'.** w., Andy Razaf. m., Paul Deniker. Triangle Music Pub. Co., Inc., cop. 1929.

**Star dust.** w., Mitchell Parish. m., Hoagy Carmichael. Mills Music, Inc., cop. 1929.

**Sunny side up (film: Sunny Side Up).** w., m., Bud G. DeSylva, Lew Brown and Ray Henderson. DeSylva, Brown & Henderson, Inc., cop. 1929.

**There's danger in your eyes, cherie! (film: Puttin' on the Ritz).** w., m., Harry Richman, Jack Meskill and Pete Wendling. Irving Berlin, Inc., cop. 1929.

**Tip toe thru the tulips with me (film: Gold Diggers of Broadway).** w., Al Dubin. m., Joe Burke. M. Witmark & Sons, cop. 1929.

**True blue Lou (film: The Dance of Life).** w., m., Sam Coslow, Leo Robin and Richard A. Whiting. Famous Music Corp., cop. 1929.

**Turn on the heat (film: Sunny Side Up).** w., m., B. G. DeSylva, Lew Brown and Ray Henderson. DeSylva, Brown & Henderson, Inc., cop. 1929.

**Two American sketches—(1) Nocturne; (2) March.** Piano solo. m., Thomas Grisselle. Robbins Music Corp., cop. 1929.

**Underneath the Russian moon.** w., James Kendis and Frank Samuels. m., Meyer Gusman. Kendis, Gusman & Samuels, Inc., cop. 1929.

**Weary River (film: Weary River).** w., Grant Clarke. m., Louis Silvers. Irving Berlin, Inc., cop. 1929.

**Wedding bells are breaking up that old**

**gang of mine.** w., Irving Kahal and Willie Raskin. m., Sammy Fain. Waterson, Berlin & Snyder Co., cop. 1929.

**The wedding of the painted doll (introduced in film: Broadway Melody).** w., Arthur Freed. m., Nacio Herb Brown. San Francisco: Sherman, Clay & Co., cop. 1929.

**When I'm looking at you (film: The Rogue Song).** w., Clifford Grey. m., Herbert Stothart. Robbins Music Corp., cop. 1929 by Metro-Goldwyn-Mayer Corp.

**When it's springtime in the Rockies.** w., Mary Hale Woolsey and Milton Taggart. m., Robert Sauer. San Francisco: Villa Moret, Inc., cop. 1929.

**When the organ played at twilight.** w., Raymond Wallace. m., James Campbell and Reginald Connelly. Santly Bros., cop. 1929 by Campbell, Connolly & Co., Ltd., London; assigned 1930 to Santly Bros.

**Why (Sons o' Guns).** w., m., Benny Davis, J. Fred Coots and Arthur Swanstrom. Davis, Coots & Engel, Inc., cop. 1929.

**Why can't I (Spring Is Here).** w., Lorenz Hart. m., Richard Rodgers. Harms, Inc., cop. 1929.

**Why was I born (Sweet Adeline).** w., Oscar Hammerstein, 2nd. m., Jerome Kern. T. B. Harms Co., cop. 1929.

**With a song in my heart (Spring Is Here).** w., Lorenz Hart. m., Richard Rodgers. Harms, Inc., cop. 1929.

**Without a song (Great Day).** w., William Rose and Edward Eliscu. m., Vincent Youmans. Vincent Youmans, Inc., cop. 1929.

**The woman in the shoe (film: Lord Byron of Broadway).** w., Arthur Freed. m., Nacio Herb Brown. Robbins Music Corp., cop. 1929 by Metro-Goldwyn-Mayer Corp.

**Wonderful you.** w., Jack Meskill and Max Rich. m., Pete Wendling. Waterson, Berlin & Snyder Co., cop. 1929.

**You do something to me (Fifty Million Frenchmen).** w., m., Cole Porter. Harms, Inc., cop. 1929.

**You don't know Patee (Fifty Million Frenchmen).** w., m., Cole Porter. Harms, Inc., cop. 1929.

**Yours sincerely (Spring Is Here).** w., Lorenz Hart. m., Richard Rodgers. Harms, Inc., cop. 1929.

**Zigeuner (Bitter Sweet).** w., m., Noel Coward. London: Chappell & Co., Ltd., cop. 1929.

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Herbert Clark Hoover was inaugurated president after defeating Alfred E. Smith in the election.

## MUSICAL-HISTORICAL CAVALCADE—Continued

Automobile production was now up to 4,800,000. Over 122,000,000,000 cigarettes were produced.

Broadway—the Great White Way—had \$15,000,000 worth of advertising strung along it in paint and lights.

By September, stock market sales already were over 731,000,000 shares as opposed to 500,000,000 in 1928 and 367,000,000 in 1927 for a comparable time period. A 4,000,000 share day was nothing. Stocks selling anywhere between \$200 and \$350 per share were not uncommon.

One month later the market started to break, and finally at the end of October it took a terrific tumble. Over 16,400,000 shares changed hands in a single day's selling rush, the ticker barely caught up with transactions by nightfall, and some stocks plunged over 35 points in a day. By the end of the year \$15,000,000,000 had vanished into thin air, and by the end of 1931 this figure had increased to \$50,000,000,000. It was testified that 25,000,000 persons had been affected by this financial disaster—the twenty-fifth in U. S. history since 1790, and by all odds the most violent and protracted.

The Teapot Dome oil scandals came to a close with convictions meted out by the Supreme Court.

Commander Richard E. Byrd flew over the South Pole.

In Chicago, gangsterism reached its height when seven of the O'Banions were mowed down by machine guns (St. Valentine's Day massacre).

The legitimate theatre season lapsed, and "talkies" got much of the blame. "Sons o' Guns," "50,000,000 Frenchmen," "Berkeley Square" and "Journey's End," however, were hits.

Vaudeville was distinctly a minor theatrical item by now.

Edgar Bergen was advertising that he was signed up with RKO, but his ads had nary a mention of Charlie McCarthy.

Film successes of the year included "Sunny Side Up" (Janet Gaynor and Charles Farrell), "Broadway Melody" (Bessie Love, Anita Page, Charlie King), "The Cock-Eyed World" (Victor McLaglen, Edmund Lowe and Lily Damita), "Rio Rita" (Bebe Daniels, John Boles, Bert Wheeler, Robert Woolsey and Dorothy Lee), "In Old Arizona" (Edmund Lowe, Warner Baxter and Dorothy Burgess) and "Gold Diggers of Broadway" (Ann Pennington, Conway Tearle, Nancy Welford, Albert Gran, Lilyan Tashman, Nick Lucas).

Not one of them was a silent picture.

Lists of stars included Maurice Chevalier, William Powell, Gary Cooper, Nancy Carroll, George Arliss, Ann Harding, Constance Bennett, Joe E. Brown, Billie Dove and Irene Bordoni.

### 1930

**All the king's horses (Three's a Crowd).** w., m., Alex Wilder, Edward Brandt and Howard Dietz. Harms, Inc., cop. 1930.

**A bench in the park (film: King of Jazz).** w., Jack Yellen. m., Milton Ager. Ager, Yellen & Bornstein, Inc., cop. 1930.

**Beyond the blue horizon (film: Monte Carlo).** w., Leo Robin. m., Richard A. Whiting and W. Franke Harling. Famous Music Corp., cop. 1930.

**Bidin' my time (Girl Crazy).** w., Ira Gershwin. m., George Gershwin. New World Music Corp., cop. 1930.

**Body and soul (Three's a Crowd).** w., Edward Heyman, Robert Sour and Frank Eyton. m., John W. Green. Harms, Inc., cop. 1930.

**Blue again.** w., Dorothy Fields. m., Jimmy McHugh. Robbins Music Corp., cop. 1930 by Metro-Goldwyn-Mayer Corp.

**Blue is the night (film: Their Own Desire).** w., m., Fred Fisher. Robbins Music Corp., cop. 1930 by Metro-Goldwyn-Mayer Music Corp.; assigned 1930 to Robbins Music Corp.

**Can this be love (Fine and Dandy).** w., Paul James. m., Kay Swift. Harms, Inc., cop. 1930.

**Cheerful little earful (Sweet and Low).** w., Ira Gershwin and Billy Rose. m., Harry Warren. Remick Music Corp., cop. 1930.

**Come out of the kitchen, Mary Ann.** w., m., James Kendis and Charles Bayha. Kendis Music Corp., cop. 1930.

**Cryin' for the Carolines (film: Spring Is Here).** w., Sam M. Lewis and Joe Young. m., Harry Warren. Remick Music Corp., cop. 1930.

**Dancing on the ceiling.** w., Lorenz Hart. m., Richard Rodgers. Harms, Inc., cop. 1930; cop. 1931 by Rodart Music Corp.

**Dancing with tears in my eyes.** w., Al Dubin. m., Joe Burke. M. Witmark & Sons, cop. 1930.

**Embraceable you (Girl Crazy).** w., Ira Gershwin. m., George Gershwin. New World Music Corp., cop. 1930.

**Exactly like you (Lew Leslie's International Revue).** w., Dorothy Fields. m., Jimmy McHugh. Shapiro, Bernstein & Co., Inc., cop. 1930.

**Fine and dandy (Fine and Dandy).** w.,



## MUSICAL-HISTORICAL CAVALCADE—Continued

Paul James. m., Kay Swift. Harms. Inc., cop. 1930.

**The "free and easy"** (film: **Free and Easy**). w., Roy Turk. m., Fred E. Ahlert. Robbins Music Corp., cop. 1930 by Metro-Goldwyn-Mayer Corp.

**Georgia on my mind**. w., Stuart Gorrell. m., Hoagy Carmichael. Southern Music Pub. Co., Inc., cop. 1930.

**Get happy**. w., Ted Koehler. m., Harold Arlen. Remick Music Corp., cop. 1930.

**Give me a moment please** (film: **Monte Carlo**). w., Leo Robin. m., Richard A. Whiting and W. Franke Harling. Famous Music Corp., cop. 1930.

**Go home and tell your mother** (film: **Love in the Rough**). w., Dorothy Fields. m., Jimmy McHugh. Robbins Music Corp., cop. 1930 by Metro-Goldwyn-Mayer Corp.

**Hangin' on the garden gate**. w., Gus Kahn. m., Ted Fiorito. M. Witmark & Sons, cop. 1930.

**I'm yours** (film: **Leave It To Lester**). w., E. Y. Harburg. m., John W. Green. Famous Music Corp., cop. 1930.

**I got rhythm** (film: **Girl Crazy**). w., Ira Gershwin. m., George Gershwin. New World Music Corp., cop. 1930.

**If I were king** (film: **If I Were King**). w., Leo Dubin. m., Newell Chase and Sam Coslow. Spier & Coslow, Inc., cop. 1930 by Famous Music Corp.

**It happened in Monterey** (film: **King of Jazz**). w., William Rose. m., Mabel Wayne. Leo Feist, Inc., cop. 1930.

**The kiss waltz**. w., Al Dubin. m., Joe Burke. M. Witmark & Sons, cop. 1930.

**Lady play your mandolin**. w., Irving Caesar. m., Oscar Levant. Harms. Inc., cop. 1930.

**Lazy Lou'siana moon**. w. m., Walter Donaldson. Donaldson, Douglas & Gumble, Inc., cop. 1930.

**Love for sale** (film: **The New Yorkers**). w. m., Cole Porter. Harms. Inc., cop. 1930.

**Lucky seven** (film: **The Second Little Show**). w., Howard Dietz. m., Arthur Schwartz. Harms. Inc., cop. 1930.

**The march of time** (film: **Earl Carroll Vanities**). w., Ted Koehler. m., Harold Arlen. Remick Music Corp., cop. 1930.

**Moonlight on the Colorado**. w., Billy Moll. m., Robert A. King. Shapiro, Bernstein & Co., Inc., cop. 1930.

**My future just passed** (film: **Safety in Numbers**). w., George Marion, Jr. m., Richard A. Whiting. Famous Music Corp., cop. 1930.

**My ideal** (film: **Playboy of Paris**). w.,

Leo Robin. m., Richard A. Whiting and Newell Chase. Famous Music Corp., cop. 1930.

**Mysterious Mose**. w., m., Walter Doyle. M. Witmark & Sons, cop. 1930.

**On the sunny side of the street** (film: **Lew Leslie's International Revue**). w., Dorothy Fields. m., Jimmy McHugh. Shapiro, Bernstein & Co., Inc., cop. 1930.

**Overnight** (film: **Sweet and Low**). w., Billy Rose and Charlotte Kent. m., Louis Alter. Robbins Music Corp., cop. 1930 by William Rose, Inc.

**Rockin' chair**. w., m., Hoagy Carmichael. Southern Music Pub. Co., Inc., cop. 1930.

**Roses are forget-me-nots**. w. m., Al Hoffman. Charles O'Flynn and Will Osborne. M. Witmark & Sons, cop. 1930.

**Sing something simple** (film: **The Second Little Show**). w., m., Herman Hupfeld. Harms. Inc., cop. 1930.

**Something to remember you by** (film: **Three's a Crowd**). w., Howard Dietz. m., Arthur Schwartz. Harms. Inc., cop. 1930.

**Sweet and hot** (film: **You Said It**). w., Jack Yellen. m., Harold Arlin. Ager, Yellen & Bornstein, Inc., cop. 1930.

**Ten cents a dance** (film: **Ten Cents a Dance**). w., Lorenz Hart. m., Richard Rodgers. Harms. Inc., cop. 1930.

**Three little words** (film: **Amos 'n' Andy**). w., Bert Kalmar. m., Harry Ruby. Harms. Inc., cop. 1930.

**Time on my hands**. w., Harold Adamson and Mack Gordon. m., Vincent Youmans. Vincent Youmans, Inc., cop. 1930.

**Two hearts** [in  $\frac{3}{4}$  time] (film: **Zwei Herzen Im Dreivierteltakt**). w., W. Reisch and A. Robinson. American version by Joe Young. m., Robert Stolz. Harms. Inc., cop. 1930 by Alrobi Musikverlag, Berlin; cop. 1930 by Harms, Inc.

**Walkin' my baby back home**. w., m., Roy Turk, Fred E. Ahlert and Harry Richman. DeSylva, Brown & Henderson, Inc., cop. 1930.

**The waltz you saved for me**. w., Gus Kahn. m., Wayne King and Emil Flindt. Leo Feist, Inc., cop. 1930.

**What is this thing called love** (film: **Wake Up and Dream**). w., m., Cole Porter. Harms. Inc., cop. 1930.

**Where have you been?** (film: **The New Yorkers**). w., m., Cole Porter. Harms. Inc., cop. 1930.

**The white dove** (film: **The Rogue Song**). w., Clifford Grey. m., Franz Lehar. London: Chappell & Co., Ltd., cop. 1930.

**Would you like to take a walk** (film: **Sweet**

## MUSICAL-HISTORICAL CAVALCADE—Continued

**and Low).** w., Mort Dixon and Billy Rose. m., Harry Warren. Remick Music Corp., cop. 1930.

**You're driving me crazy!—what did I do?** w., m., Walter Donaldson. Donaldson, Douglas & Gumble, Inc., cop. 1930.

**You brought a new kind of love to me (film: The Big Pond).** w., m., Sammy Fain, Irving Kahal and Pierre Norman. Famous Music Corp., cop. 1930.

Financial gloom kept spreading. Toward the end of the year, authorities closed the Bank of the United States in New York City and again the blackness increased. Night clubs were hard hit, and—among other businesses—the music publishing industry started to slide rapidly.

As the depression grew deeper, women's skirts grew longer. Hood hats were now the fashion.

Some 30,000 miniature golf courses sprang up overnight.

The population of the U. S. numbered 122,775,000, or 41 per square mile. The center of population was three miles northeast of Linton, Indiana, and there still remained 332,000 Indians.

Bootleg liquor prices were high. American Bourbon sold for \$100 per case; Canadian, \$150; gin, \$35 and \$50; champagne, \$110; Scotch, \$110, and cordials, \$120.

To Col. and Mrs. Charles A. Lindbergh was born a son, Charles Augustus Lindbergh, Jr.

The play "Green Pastures" began its run of 600 odd performances. Other hits: "Grand Hotel," "Lysistrata," and "Once in a Lifetime."

The ranking money-making films included "Anna Christie" (Greta Garbo), "Blushing Brides" (Joan Crawford), "Caught Short" (Marie Dressler and Polly Moran), "Common Clay" (Constance Bennett), "Divorce" (Norma Shearer), and "Love Parade" (Maurice Chevalier). Jean Harlow and platinum blonde hair were emphasized in the film "Hell's Angels."

### 1931

**All of me.** w., m., Seymour Simons and Gerald Marks. Irving Berlin, Inc., cop. 1931.

**Bend down, sister (film: Palmy Days).** w., Ballard MacDonald and Dave Silverstein. m., Con Conrad. Harms, Inc., cop. 1931 by Con Conrad Music Publisher, Ltd., London.

**Between the devil and the deep blue sea (Rhythmmania).** w., Ted Koehler. m., Harold Arlen. Mills Music, Inc., cop. 1931.

**By the river of Sainte Marie.** w., Edgar Leslie. m., Harry Warren. Robbins Music Corp., cop. 1931 by Metro-Goldwyn-Mayer Corp.

**Come to me.** w., m., Bud G. DeSylva, Lew Brown and Ray Henderson. DeSylva, Brown & Henderson, Inc., cop. 1931.

**Cuban love song (film: The Cuban Love Song).** w., m., Herbert Stothart, Jimmy McHugh and Dorothy Fields. Robbins Music Corp., cop. 1931 by Metro-Goldwyn-Mayer Corp.

**Dancing in the dark (The Band Wagon).** w., Howard Dietz. m., Arthur Schwartz. Harms, Inc., cop. 1931.

**Delishious (film: Delicious).** w., Ira Gershwin. m., George Gershwin. New World Music Corp., cop. 1931.

**Do the New York (Ziegfeld Follies of 1931).** w., m., J. P. Murray, Barry Trivers and Ben Oakland. Miller Music, Inc., cop. 1931.

**Drums in my heart (Through the Years).** w., Edward Heyman. m., Vincent Youmans. Miller Music, Inc., cop. 1931 by Miller Music, Inc., and Vincent Youmans, Inc.

**Elizabeth (Wonder Bar).** w., Irving Caesar. m., Robert Katscher. Harms, Inc., cop. 1930 by Ludwig Doblinger (Bernard Herzman sky), Vienna; cop. 1931 by Harms, Inc.

**An evening in Caroline!** w., m., Walter Donaldson. Donaldson, Douglas & Gumble, Inc., cop. 1931.

**Goodnight, sweetheart (introduced in: Earl Carroll's Vanities).** w., m., Ray Noble, James Campbell and Reg. Connelly. American version by Rudy Vallee. Robbins Music Corp., cop. 1931 by Campbell, Connelly & Co., London; assigned to Robbins Music Corp.

**I found a million dollar baby—in a five and ten cent store (Billy Rose's Crazy Quilt).** w., Billy Rose and Mort Dixon. m., Harry Warren. Remick Music Corp., cop. 1931.

**I've got five dollars (America's Sweetheart).** w., Lorenz Hart. m., Richard Rodgers. Harms, Inc., cop. 1931.

**I love a parade.** w., Ted Koehler. m., Harold Arlen. Harms, Inc., cop. 1931.

**I love Louisa (The Band Wagon).** w., Harold Dietz. m., Arthur Schwartz. Harms, Inc., cop. 1931.

**It's the darndest thing (film: Singing the Blues).** w., Dorothy Fields. m., Jimmy McHugh. Robbins Music Corp., cop. 1931 by Metro-Goldwyn-Mayer Corp.

**Jazz nocturne.** Piano solo. m., Dana Suesse. Famous Music Corp., cop. 1931.

**Life is just a bowl of cherries.** (George

## MUSICAL-HISTORICAL CAVALCADE—Continued

**White's Scandals, 11th Edition).** w., m., Lew Brown and Ray Henderson. DeSylva, Brown & Henderson, Inc., cop. 1931.

**Love is sweeping the country (Of These I Sing).** w., Ira Gershwin. m., George Gershwin. New World Music Corp., cop. 1931.

**Mama Inez.** w., L. Wolfe Gilbert. m., Eliseo Grenet. Edw. B. Marks Music Co., cop. 1931.

**Marta.** English words, L. Wolfe Gilbert. m., Moises Simons. Edward B. Marks Music Co., cop. 1931.

**My song (George White's Scandals, 11th Edition).** w., m., Lew Brown and Ray Henderson. DeSylva, Brown & Henderson, Inc., cop. 1931.

**New sun in the sky (The Band Wagon).** w., Howard Dietz. m., Arthur Schwartz. Harms, Inc., cop. 1931.

**The night was made for love (The Cat and the Fiddle).** w., Otto Harbach. m., Jerome Kern. T. B. Harms Co., cop. 1931 by Jerome Kern.

**Ooh that kiss (The Laugh Parade).** w., Mort Dixon and Joe Young. m., Harry Warren. Harms, Inc., cop. 1931.

**Out of nowhere.** w., Edward Heyman. m., John W. Green. Famous Music Corp., cop. 1931.

**The peanut vendor—Spanish title: El manisero.** w., Marion Sunshine and L. Wolfe Gilbert. m., Moises Simons. Edw. B. Marks Music Co., cop. 1931.

**River, stay 'way from my door.** w., Mort Dixon. m., Harry Woods. Shapiro, Bernstein & Co., Inc., cop. 1931.

**Running between the rain-drops.** w., James Dyrenforth. m., Carroll Gibbons. Santly Bros., Inc., cop. 1931.

**She didn't say "yes" (The Cat and the Fiddle).** w., Otto Harbach. m., Jerome Kern. T. B. Harms Co., cop. 1931 by Jerome Kern.

**Singin' the blues (film: Singin' the Blues).** w., Dorothy Fields. m., Jimmy McHugh. Robbins Music Corp., cop. 1931 by Metro-Goldwyn-Mayer Corp.

**Smile, darnya' smile.** w., Charles O'Flynn and Jack Meskill. m., Max Reese. DeSylva, Brown & Henderson, Inc., cop. 1931.

**Someday I'll find you (Private Lives).** w., m., Noel Coward. London: Chappell & Co., Ltd., cop. 1931.

**Sweet and lovely.** w., m., Gus Arnheim, Harry Tobias and Jules Lemare. Robbins Music Corp., cop. 1931 by Metro-Goldwyn-Mayer Corp.

**That's why darkies were born (George**

**White's Scandals, 11th Edition).** w., m., Lew Brown and Ray Henderson. DeSylva, Brown & Henderson, Inc., cop. 1931.

**This is the Mrs. (George White's Scandals, 11th Edition).** w., m., Lew Brown and Ray Henderson. DeSylva, Brown & Henderson, Inc., cop. 1931.

**The thrill is gone (George White's Scandals, 11th Edition).** w., m., Lew Brown and Ray Henderson. DeSylva, Brown & Henderson, Inc., cop. 1931.

**Through the years (Through the Years).** w., Edward Eliscu. m., Vincent Youmans. Miller Music, Inc., and Vincent Youmans, Inc., cop. 1931.

**Till the real thing comes along (Rhapsody in Black).** w., Mann Holiner. m., Alberta Nichols. Shapiro, Bernstein & Co., Inc., cop. 1931.

**The torch song (The Laugh Parade).** w., Mort Dixon and Joe Young. m., Harry Warren. Harms, Inc., cop. 1931.

**Try to forget (The Cat and the Fiddle).** w., Otto Harbach. m., Jerome Kern. T. B. Harms Co., cop. 1931 by Jerome Kern.

**When I take my sugar to tea.** w., m., Sammy Fain, Irving Kahal and Pierre Norman. Famous Music Corp., cop. 1931.

**When the moon comes over the mountain.** w., m., Kate Smith, Harry Woods and Howard Johnson. Robbins Music Corp., cop. 1931 by Metro-Goldwyn-Mayer Corp.

**When Yuba plays the rumba on the tuba (The Third Little Show).** w., m., Herman Hupfeld. Harms, Inc., cop. 1931.

**Where the blue of the night meets the gold of the day.** w., m., Roy Turk, Bing Crosby and Fred E. Ahlert. DeSylva, Brown & Henderson, Inc., cop. 1931.

**While hearts are singing (film: Smiling Lieutenant).** w., Clifford Grey. m., Oscar Straus. Famous Music Corp., cop. 1931.

**Why dance?** w., Roy Turk. m., Fred E. Ahlert. Irving Berlin, Inc., cop. 1931.

**You're my everything (The Laugh Parade).** w., Mort Dixon and Joe Young. m., Harry Warren. Harms, Inc., cop. 1931.

**You didn't have to tell me—I knew it all the time.** w., m., Walter Donaldson. Donaldson, Douglas & Gumble, Inc., cop. 1931.

**You forgot your gloves (The Third Little Show).** w., Edward Eliscu. m., Ned Lehak. Robbins Music Corp., cop. 1931 by Metro-Goldwyn-Mayer Corp.

**You try somebody else.** w., m., B. G. DeSylva, Lew Brown and Ray Henderson. DeSylva, Brown & Henderson, Inc., cop. 1931.

## MUSICAL-HISTORICAL CAVALCADE—Continued

Even bootleg liquor sales fell off and prices went down with the depression now in force.

*Variety* said that in the past three years only three new millionaires had been created in the entertainment business. They were Rudy Vallee, Amos 'n' Andy, and Maurice Chevalier.

Radio, however, continued to grow. NBC in this year sold \$25,607,000 worth of time, while CBS grossed \$11,895,000. Amos 'n' Andy were beyond all dispute the most-listened-to entertainment on the airwaves, and undoubtedly boosted the listening audience as no program, either before or after, ever has.

The nation played bridge and more bridge. Culbertson and Lenz were the focal points for argument and tournaments.

*Ballyhoo*, the magazine, mocked advertising and built enormous circulation over night.

Henry Ford produced his 20,000,000th automobile.

Wiley Post and Harold Gatty, in the monoplane "Winnie Mae," circumnavigated the globe, via the northern route (15,500 miles), in 8 days, 15 hrs., 51 mins.

President Hoover negotiated a moratorium on inter-governmental debts.

Jack (Legs) Diamond was killed in Albany, N. Y., the day after he was acquitted of kidnapping charges.

Women wore stockings of transparent mesh, and the Empress Eugenie hat was the latest rage.

Best money-makers of the year in films were: "Cimarron" (Irene Dunne, Richard Dix), "Daddy Long Legs" (Janet Gaynor, Warner Baxter), "Little Caesar" (Edward G. Robinson), "Min and Bill" (Marie Dressler, Wallace Beery), "The Smiling Lieutenant" (Maurice Chevalier), and "Trader Horn."

Stage successes included "Barretts of Wimpole Street," "Counsellor-at-Law," "Reunion in Vienna," "Bandwagon," "The Laugh Parade," "The Good Fairy" and O'Neill's "Mourning Becomes Electra."

### 1932

**Alone together (Flying Colors).** w., Howard Dietz. m., Arthur Schwartz. Harms, Inc., cop. 1932.

**April in Paris (Walk a Little Faster).** w., E. Y. Harburg. m., Vernon Duke [pseud. of Vladimir Dukelsky]. Harms, Inc., cop. 1932.

**Brother, can you spare a dime (Americana).** w., E. Y. Harburg. m., Jay Gorney. Harms Inc., cop. 1932.

**By the fireside.** w., m., Ray Noble, James Campbell and Reg. Connelly. Campbell, Connelly, Inc., cop. 1931 by Campbell, Connelly & Co., Ltd., London; assigned 1932 to Campbell, Connelly, Inc.

**Forty Second Street (film: Forty Second Street).** w., Al Dubin. m., Harry Warren. M. Witmark & Sons, cop. 1932.

**How deep is the ocean.** w., m., Irving Berlin. Irving Berlin, Inc., cop. 1932.

**I've told ev'ry little star (Music in the Air).** w., Oscar Hammerstein, 2nd. m., Jerome Kern. T. B. Harms Co., cop. 1932.

**If I love again (Hold Your Horses).** w., J. P. Murray. m., Ben Oakland. Harms, Inc., cop. 1932.

**Is I in love? I is.** w., Mercer Cook. m., J. Russell Robinson. DeSylva, Brown & Henderson, Inc., cop. 1932.

**Just because you're you.** w., m., Cliff Friend. Olman Music Corp., cop. 1932.

**Let's have another cup o' coffee (Face the Music).** w., m., Irving Berlin. Irving Berlin, Inc., cop. 1932.

**Let's put out the lights.** w., m., Herman Hupfeld. Harms, Inc., cop. 1932.

**Louisiana hayride (Flying Colors).** w., Howard Dietz. m., Arthur Schwartz. Harms, Inc., cop., 1932.

**Lullaby of the leaves.** w., Joe Young. m., Bernice Petkere. Irving Berlin, Inc., cop. 1932.

**Mimi (film: Love Me Tonight).** w., Lorenz Hart. m., Richard Rodgers. Famous Music Corp., cop. 1932.

**Night and day (Gay Divorce; film: The Gay Divorcee).** w., m., Cole Porter. Harms, Inc., cop. 1932.

**On a roof in Manhattan (Face the Music).** w., m., Irving Berlin. Irving Berlin, Inc., cop. 1932.

**Play, fiddle, play.** w., Jack Lawrence. m., Emery Deutsch and Arthur Altman. Edw. B. Marks Music Corp., cop. 1932.

**Rise 'n shine (Take a Chance).** w., Bud G. DeSylva. m., Vincent Youmans. Harms, Inc., cop. 1932 by George G. DeSylva.

**Shuffle off to Buffalo (film: Forty Second Street).** w., Al Dubin. m., Harry Warren. M. Witmark & Sons, cop. 1932.

**So do I (Take a Chance).** w., Bud G. DeSylva. m., Vincent Youmans. Harms, Inc., cop. 1932 by George G. DeSylva.

**Soft lights and sweet music (Face the Music).** w., m., Irving Berlin. Irving Berlin, Inc., cop. 1932.

**The song is you (Music in the Air).** w., Oscar Hammerstein, 2nd. m., Jerome Kern. T. B. Harms Co., cop. 1932 by Jerome Kern.

## MUSICAL-HISTORICAL CAVALCADE—Continued

1933

**Speak to me of love—French title: Parlez-moi d'amour.** w., m., Jean Lenoir. American version by Bruce Siever. Harms, Inc., cop. 1930 by Editions Smyth, Paris; cop. 1932 by Harms, Inc.

**Strange interlude.** w., Ben Bernie and Walter Hirsch. m., Phil Baker. Miller Music, Inc., cop. 1932.

**Three's a crowd (film: The Crooner).** w., Al Dubin and Irving Kahal. m., Harry Warren. M. Witmark & Sons, cop. 1932.

**Turn out the light (Take a Chance).** w., m., Bud D. DeSylva, Richard A. Whiting and Nacio Herb Brown. Harms, Inc., cop. 1932.

**Underneath the Harlem moon.** w., Mack Gordon. m., Harry Revel. DeSylva, Brown & Henderson, Inc., cop. 1932.

**Wintergreen for president (Of Thee I Sing).** w., Ira Gershwin. m., George Gershwin. New World Music Corp., cop. 1932.

**You're an old smoothie (Take a Chance).** w., m., Bud G. DeSylva, Richard A. Whiting and Nacio Herb Brown. Harms, Inc., cop. 1932.

**You're getting to be a habit with me (film: Forty Second Street).** w., Al Dubin. m., Harry Warren. M. Witmark & Sons, cop. 1932.

**Young and healthy (film: Forty Second Street).** w., Al Dubin. m., Harry Warren. M. Witmark & Sons, cop. 1932.

On the 1st of March, Charles Augustus Lindbergh, Jr., aged 19 months, was kidnapped, and his lifeless body was discovered 10 weeks later. John F. Condon paid \$50,000 for Lindbergh in what was supposed to be ransom money; and Mrs. Evelyn Walsh McLean paid Gaston B. Means \$100,000 on his promise to restore the baby. Means was sent to prison, and Bruno Richard Hauptmann was, in 1936, executed for the Lindbergh crime.

James J. Walker resigned as mayor of New York City after removal proceedings instituted by Samuel Seabury, counsel for the legislative committee.

Samuel Insull went to Athens, leaving his once great utility empire.

The Bonus Army camped in the mud flats near Washington, D. C.

Jack Sharkey became heavyweight champion by beating Max Schmeling in 15 rounds in New York.

The Radio City Music Hall opened in December, emphasizing the colossal Rockefeller real estate development.

In the film houses, the dual bill got started. Marie Dressler was rated the best box office draw.

**After all you're all I'm after (She Loves Me Not).** w., Edward Heyman. m., Arthur Schwartz. Harms, Inc., cop. 1933.

**Ah, but is it love (film: Moonlight and Pretzels).** w., E. Y. Harburg. m., Jay Gorney. Harms, Inc., cop. 1933.

**Annie doesn't live here anymore.** w., Joe Young and Johnny Burke. m., Harold Spina. Irving Berlin, Inc., cop. 1933.

**The boulevard of broken dreams (film: Moulin Rouge).** w., Al Dubin. m., Harry Warren. Remick Music Corp., cop. 1933.

**By a waterfall (film: Footlight Parade).** w., Irving Kahal. m., Sammy Fain. M. Witmark & Sons, cop. 1933.

**Carioca (film: Flying Down to Rio).** w., Gus Kahn and Edward Eliscu. m., Vincent Youmans. T. B. Harms Co., cop. 1933 by Max Dreyfus and Vincent Youmans.

**Did you ever see a dream walking (film: Sitting Pretty).** w., Mack Gordon. m., Harry Revel. DeSylva, Brown & Henderson, Inc., cop. 1933 by Paramount Productions, Inc.; assigned 1933 to DeSylva, Brown & Henderson, Inc.

**Dinner at eight (film: Dinner at Eight).** w., Dorothy Fields. m., Jimmy McHugh. Robbins Music Corp., cop. 1933 by Metro-Goldwyn-Mayer Corp.; assigned 1933 to Robbins Music Corp.

**Don't blame me.** w., Dorothy Fields. m., Jimmy McHugh. Robbins Music Corp., cop. 1933 by Metro-Goldwyn-Mayer Corp.; assigned 1933 to Robbins Music Corp.

**Doin' the uptown lowdown (film: Broadway Thru a Keyhole).** w., Mack Gordon. m., Harry Revel. DeSylva, Brown & Henderson, Inc., cop. 1933.

**Easter parade (As Thousands Cheer).** w., m., Irving Berlin. Irving Berlin, Inc., cop. 1933.

**Everything I have is yours (film: Dancing Lady).** w., Harold Adamson. m., Burton Lane. Robbins Music Corp., cop. 1933 by Metro-Goldwyn-Mayer Corp.; assigned 1933 to Robbins Music Corp.

**Flying down to Rio (film: Flying Down to Rio).** w., Gus Kahn and Edward Eliscu. m., Vincent Youmans. T. B. Harms Co., cop. 1933.

**The gold diggers' song—We're in the money (Gold Diggers of 1933).** w., Al Dubin. m., Harry Warren. Remick Music Corp., cop. 1933 by M. Witmark & Sons.

**Heat wave (As Thousands Cheer).** w., m., Irving Berlin. Irving Berlin, Inc., cop. 1933.

**Hey! young fella (Radio City's Music**

MUSICAL-HISTORICAL CAVALCADE—Continued

**Hall First New York Production.** w., Dorothy Fields. m., Jimmy McHugh. Robbins Music Corp., cop. 1933 by Metro-Goldwyn-Mayer Corp.

**I cover the waterfront.** w., Edward Heyman. m., John W. Green. Harms, Inc., cop. 1933.

**Keep young and beautiful (film: Roman Scandals).** w., Al Dubin. m., Harry Warren. M. Witmark & Sons, cop. 1933.

**The last round-up.** w., m., Billy Hill. Shapiro, Bernstein & Co., cop. 1933.

**Lazybones.** w., m., Johnny Mercer and Hoagy Carmichael. Southern Music Pub. Co., cop. 1933.

**Let 'em eat cake (Let 'em Eat Cake).** w., Ira Gershwin. m., George Gershwin. New World Music Corp., cop. 1933.

**Let's fall in love (film: Let's Fall in Love).** w., Ted Koehler. m., Harold Arlen. Irving Berlin, Inc., cop. 1933.

**Love is the sweetest thing.** w., m., Ray Noble. Harms, Inc., cop. 1932 by Francis, Day & Hunter, Ltd., London; cop. 1933 by Harms, Inc.

**Love locked out.** w., Max Kester. m., Ray Noble. Harms, Inc., cop. 1933 by The Victoria Music Pub. Co., Ltd.

**Lovely.** w., Edgar Leslie. m., Fred E. Ahlert. T. B. Harms Co., cop. 1933.

**Lover.** w., Lorenz Hart. m., Richard Rodgers. Famous Music Corp., cop. 1933.

**Mine (Let 'em Eat Cake).** w., Ira Gershwin. m., George Gershwin. New World Music Corp., cop. 1933.

**Moonlight and pretzels (Moonlight and Pretzels).** w., E. Y. Harburg. m., Jay Gorney. Harms, Inc., cop. 1933.

**Music makes me (film: Flying Down to Rio).** w., Gus Kahn and Edward Eliscu. m., Vincent Youmans. T. B. Harms Co., cop. 1933 by Dreyfus and Vincent Youmans.

**My hat's on the side of my head (film: Jack Ahoy).** w., m., Harry Woods and Claude Hurlbert. Shapiro, Bernstein & Co., Inc., cop. 1933 by The Cinephonic Music Co., Ltd., London.

**My moonlight madonna.** w., Paul Francis Webster. m., adapted from Zdenko Fibich's "Poem" by William Scotti. Carl Fischer, Inc., cop. 1933.

**Not for all the rice in China (As Thousands Cheer).** w., m., Irving Berlin. Irving Berlin, Inc., cop. 1933.

**The old spinning wheel.** w., m., Billy Hill. Shapiro, Bernstein & Co., Inc., cop. 1933.

**On the trail (in: Grand Canyon Suite).** Orch. composition. m., Ferde Grofe. Robbins Music Corp., cop. 1933.

**Once in a blue moon (The Stepping Stones).** w., Anne Caldwell. m., Jerome Kern. T. B. Harms Co., cop. 1933.

**Orchids in the moonlight (film: Flying Down to Rio).** w., Gus Kahn and Edward Eliscu. m., Vincent Youmans. T. B. Harms Co., cop. 1933 by Max Dreyfus and Vincent Youmans.

**Shadow waltz (film: Gold Diggers of 1933).** w., Al Dubin. m., Harry Warren. Remick Music Corp., cop. 1933 by M. Witmark & Sons.

**Shanghai Lil (film: Footlight Parade).** w., Al Dubin. m., Harry Warren. M. Witmark & Sons, cop. 1933.

**Smoke gets in your eyes (Roberta).** w., Otto Harbach. m., Jerome Kern. T. B. Harms Co., cop. 1933 by Jerome Kern.

**Stormy weather—Keeps rainin' all the time.** w., Ted Koehler. m., Harold Arlen. Mills Music, Inc., cop. 1933.

**Sweet madness (Murder at the Vanities).** w., Ned Washington. m., Victor Young. Harms, Inc., cop. 1933.

**Temptation (film: Going Hollywood).** w., Arthur Freed. m., Nacio Herb Brown. Robbins Music Corp., cop. 1933 by Metro-Goldwyn-Mayer Corp.; assigned 1933 to Robbins Music Corp.

**The touch of your hand (Roberta).** w., Otto Harbach. m., Jerome Kern. T. B. Harms Co., cop. 1933 by Jerome Kern.

**Two tickets to Georgia.** w., m., Joe Young. m., Charles Tobias and J. Fred Coots. Irving Berlin, Inc., cop. 1933.

**We'll make hay while the sun shines (film: Going Hollywood).** w., Arthur Freed. m., Nacio Herb Brown. Robbins Music Corp., cop. 1933 by Metro-Goldwyn-Mayer Corp.; assigned 1933 to Robbins Music Corp.

**Who's afraid of the big bad wolf? (film: The Three Little Pigs).** w., m., Frank E. Churchill; additional lyric, Ann Ronell. Irving Berlin, Inc., cop. 1933.

**Without that certain thing.** w., m., Max and Harry Nesbitt. T. B. Harms Co., cop. 1933 by Irwin Dash Music Co., Ltd., London.

**Yesterday (Roberta).** w., Otto Harbach. m., Jerome Kern. T. B. Harms Co., cop. 1933 by Jerome Kern.

**You're devastating (Roberta).** w., Otto Harbach. m., Jerome Kern. T. B. Harms Co., cop. 1933 by Jerome Kern.

**You're my past, present and future (film: Broadway Thru a Keyhole).** w., Mack Gordon. m., Harry Revel. DeSylva, Brown & Henderson, Inc., cop. 1933.

**You have taken my heart.** w., John Mercer. m., Gordon Jenkins. Santly Bros., Inc., cop. 1933.

## MUSICAL-HISTORICAL CAVALCADE—Continued

Headline sensation for a few weeks: Howard Scott and "technocracy."

Franklin Delano Roosevelt and John Nance Garner were inaugurated as president and vice-president.

In February bank holidays were generally declared throughout the nation, following the example of Michigan, where Gov. W. A. Comstock had ordered all banks closed for eight days. In a month most of the nation's banks had reopened.

"Hoarded gold" was ferreted out, and a ban on gold exports imposed.

The U. S. recognized Russia.

NRA, under Gen. Hugh Johnson, was set up.

Beer—3.2%—became legal following revisions of the Volstead Act, and in December prohibition was over following adoption of the 21st Amendment (repealing the 18th) by 37 states.

Primo Carnera knocked out Jack Sharkey in six rounds in New York to become world's heavyweight champion. The gate was less than \$200,000.

Wiley Post again circumnavigated the globe in his monoplane "Winnie Mae." This time he did it alone, in 7 days, 18 hrs., 49½ mins.

In Chicago, the Century of Progress opened. Sally Rand, fan dancing, and the "Streets of Paris" got a lot of newspaper (and audience) attention.

During a thunderstorm the U. S. Navy dirigible "Akron" crashed off Barnegat Light, N. J. 73 lives were lost.

Kidnappings were in the headlines continuously.

In December "Tobacco Road" was put on the stage in New York, where it still remains after almost five years.

Money-making films of the year included "She Done Him Wrong" (Mae West), "Tugboat Annie" (Marie Dressler and Wallace Beery), "Golddiggers" (Dick Powel, Ruby Keeler, Joan Blondell and Warren William), "42nd St." (Warner Baxter, Bebe Daniels, George Brent and Ruby Keeler), "Little Women" (Katherine Hepburn), and "State Fair" (Janet Gaynor, Will Rogers and Lew Ayres).

### 1934

**All I do is dream of you (film: Sadie McKee).** w., Arthur Freed. m., Nacio Herb Brown. Robbins Music Corp., cop. 1934 by Metro-Goldwyn-Mayer; assigned 1934 to Robbins Music Corp.

**All through the night (Anything Goes).** w., m., Cole Porter. Harms, Inc., cop. 1934.

**Anything goes (Anything Goes).** w., m., Cole Porter. Harms, Inc., cop. 1934.

**Baby, take a bow (film: Stand Up and Cheer!).** w., m., Lew Brown and Jay Gorney. Cleveland: Sam Fox Pub. Co., cop. 1934 by Movietone Music Corp.

**Be still, my heart.** w., m., Allan Flynn and Jack Egan. Broadway Music Corp., cop. 1934.

**The beat of my heart.** w., Johnny Burke. m., Harold Spina. Irving Berlin, Inc., cop. 1934.

**Blow, Gabriel, blow (Anything Goes).** w., m., Cole Porter. Harms, Inc., cop. 1934.

**The champagne waltz.** w., m., Con Conrad, Ben Oakland and Milton Drake. Famous Music Corp., cop. 1934.

**Cocktails for two (film: Murder at the Vanities).** w., m., Arthur Johnston and Sam Coslow. Famous Music Corp., cop. 1934 by Paramount Productions Music Corp.; assigned 1934 to Famous Music Corp.

**The continental (film: Gay Divorcee).** w., Herb Magidson. m., Con Conrad. Harms, Inc., cop. 1934.

**Don't let it bother you (film: Gay Divorcee).** w., Mack Gordon. m., Harry Revel. DeSylva, Brown & Henderson, Inc., cop. 1934.

**Easy come, easy go.** w., Edward Heyman. m., John W. Green. Harms, Inc., cop. 1934.

**Fair and warmer (film: Twenty Million Sweethearts).** w., Al Dubin. m., Harry Warren. M. Witmark & Sons, cop. 1934.

**Fare thee well, Annabelle (film: Sweet Music).** w., Mort Dixon. m., Allie Wrubel. Remick Music Corp., cop. 1934.

**Fun to be fooled (Life Begins at 8:40).** w., Ira Gershwin and E. Y. Harburg. m., Harold Arlen. Harms, Inc., cop. 1934.

**Good-night, my love (film: We're Not Dressing).** w., Mack Gordon. m., Harry Revel. DeSylva, Brown & Henderson, Inc., cop. 1934 by Paramount Productions Music Corp.; assigned 1934 to DeSylva, Brown & Henderson, Inc.

**Got the jitters.** w., Billy Rose and Paul Francis Webster. m., John Jacob Loeb. Keit-Engel, Inc., cop. 1934.

**Hands across the table.** w., Mitchell Parish. m., Jean Delettre. Mills Music, Inc., cop. 1934.

**I get a kick out of you (Anything Goes).** w., m., Cole Porter. Harms, Inc., cop. 1934.

**I'll follow my secret heart (Conversation Piece).** w., m., Noel Coward. London: Chappell & Co., Ltd., cop. 1934.

**If there is someone lovelier than you (Revenge with Music).** w., Howard Dietz.

## MUSICAL-HISTORICAL CAVALCADE—Continued

m., Arthur Schwartz. Harms, Inc., cop. 1934.

**Isle of Capri.** w., Jimmy Kennedy. m., Will Grosz. T. B. Harms Co., cop. 1934 by The Peter Maurice Music Co., Ltd., London.

**June in January (film: Here Is My Heart).** w., m., Leo Robin and Ralph Rainger. Famous Music Corp., cop. 1934 by Paramount Productions Music Corp.; assigned 1934 to Famous Music Corp.

**Let's take a walk around the block (Life Begins at 8:40).** w., Ira Gershwin and E. Y. Harburg. m., Harold Arlen. Harms, Inc., cop. 1934.

**Little man, you've had a busy day.** w., Maurice Sigler and Al Hoffman. m., Mabel Wayne. T. B. Harms Co., cop. 1934.

**Lost in a fog.** w., Dorothy Fields. m., Jimmy McHugh. Robbins Music Corp., cop. 1934 by Metro-Goldwyn-Mayer Corp.; assigned 1934 to Robbins Music Corp.

**Love in bloom (film: She Loves Me Not).** w., m., Leo Robin and Ralph Rainger. Famous Music Corp., cop. 1934 by Paramount Productions Music Corp.; assigned 1934 to Famous Music Corp.

**Love thy neighbor (film: We're Not Dressing).** w., Mack Gordon. m., Harry Revel. DeSylva, Brown & Henderson, Inc., cop. 1934 by Paramount Productions Music Corp.; assigned 1934 to DeSylva, Brown & Henderson, Inc.

**Mr. and Mrs. is the name (film: Flirtation Walk).** w., Morton Dixon. m., Allie Wrubel. M. Witmark & Sons, cop. 1934.

**The moon was yellow.** w., Edgar Leslie. m., Fred E. Ahlert. Donaldson, Douglas & Gumble, Inc., cop. 1934.

**A needle in a hay stack (film: The Gay Divorcee).** w., Herb Magidson. m., Con Conrad. Harms, Inc., cop. 1934.

**No! no! a thousand times no!!** w., m., Al Sherman, Al Lewis and Abner Silver. Leo Feist, Inc., cop. 1934.

**The object of my affection.** w., m., Pinky Tomlin, Coy Poe and Jimmie Grier. Irving Berlin, Inc., cop. 1934.

**An old water mill.** w., m., Charles Tobias, Jack Scholl and Murray Mencher. Leo Feist, Inc., cop. 1934.

**Solitude.** w., Eddie DeLange and Irving Mills. m., Duke Ellington. Milson's Music Pub. Corp., cop. 1934.

**Song of the blacksmith.** w., Peter DeRose and Al Stillman. Famous Music Corp., cop. 1934.

**Stand up and cheer! (film: Stand Up and Cheer!).** w., m., Lew Brown and Harry

Akst. Cleveland: Sam Fox Pub. Co., cop. 1934 by Movietone Music Corp.

**Stay as sweet as you are (film: College Rhythm).** w., Mack Gordon. m., Harry Revel. DeSylva, Brown & Henderson, Inc., cop. 1934.

**Thank you for a lovely evening.** w., Dorothy Fields. m., Jimmy McHugh. Robbins Music Corp., cop. 1934 by Metro-Goldwyn-Mayer Corp.; assigned 1934 to Robbins Music Corp.

**There goes my heart.** w., Benny Davis. m., Abner Silver. Leo Feist, Inc., cop. 1934.

**True.** w., m., Walter G. Samuels and Leonard Whitcup. Santly Bros., Inc., cop. 1934.

**Two cigarettes in the dark (film: Kill That Story).** w., Paul Francis Webster. m., Lew Pollack. DeSylva, Brown & Henderson, Inc., cop. 1934.

**Wagon wheels (introduced in: The New Ziegfeld Follies).** w., Billy Hill. m., Peter DeRose. Shapiro, Bernstein & Co., Inc., cop. 1934.

**With my eyes wide open I'm dreaming (film: Shoot the Works).** w., m., Mack Gordon and Harry Revel. DeSylva, Brown & Henderson, Inc., cop. 1934 by Paramount Productions Music Corp.; assigned 1934 to DeSylva, Brown & Henderson, Inc.

**Wonder bar (film: Wonder Bar).** w., Al Dubin. m., Harry Warren. M. Witmark & Sons, cop. 1934.

**You're a builder upper (Life Begins at 8:40).** w., Ira Gershwin and E. Y. Harburg. m., Harold Arlen. Harms, Inc., cop. 1934.

**You and the night and the music (Revenge With Music).** w., Howard Dietz. m., Arthur Schwartz. Harms, Inc., cop. 1934.

**You're the top (Anything Goes).** w., m., Cole Porter. Harms, Inc., cop. 1934.

**You oughta be in pictures.** w., Edward Heyman. m., Dana Suesse. Harms, Inc., cop. 1934.

President Roosevelt's "fireside chats" (begun in 1933) were radio high spots.

The birth of the Dionne quintuplets stirred the U. S., while in pictures Shirley Temple was rapidly on the upbeat.

More kidnappings occurred. The G-men shot and killed John Dillinger. Clyde Barrow and Bonnie Parker, his cigar-smoking girl companion, were shot and killed by officers of the law. Charles (Pretty Boy) Floyd was shot and killed by U. S. officers.

Max Baer knocked out Primo Carnera in 11 rounds in New York to become heavyweight champion.



## MUSICAL-HISTORICAL CAVALCADE—Continued

Off Asbury Park, N. J., the steamer "Morro Castle" caught on fire; 122 were dead or missing.

Dust storms plagued the midwest.

In Chicago, the Century of Progress exposition re-opened for a second year's run.

Samuel Insull was given a not-guilty verdict in the \$100,000,000 mail fraud trial.

Hill-billy music and rhumbas had another heyday.

Russian turban hats were fashionable.

Money-making films of the year included: "I'm No Angel" (Mae West), "Judge Priest" (Will Rogers), "Dinner at 8" (Marie Dressler, John Barrymore, Wallace Beery, Jean Harlow and Lionel Barrymore), "It Happened One Night" (Claudette Colbert and Clark Gable), and "The Bowery" (Wallace Beery, George Raft and Jackie Cooper).

The U. S. got its third chain broadcasting system—the Mutual Broadcasting System.

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### 1935

**About a quarter to nine (film: Go Into Your Dance).** w., Al Dubin. m., Harry Warren. M. Witmark & Sons, cop. 1935.

**Accent on youth (film: Accent on Youth).** w., Tot Seymour. m., Vee Lawnhurst. Famous Music Corp., cop. 1935.

**Alone (film: A Night at the Opera).** w., Arthur Freed. m., Nacio Herb Brown. Robbins Music Corp., cop. 1935.

**Beautiful lady in blue.** w., Sam H. Lewis. m., J. Fred Coots. Chappell & Co., Inc., cop. 1935.

**Begin the beguine (Jubilee).** w., m., Cole Porter. Harms, Inc., cop. 1935.

**Bess, you is my woman (Porgy and Bess).** w., DuBose Heyward and Ira Gershwin. m., George Gershwin. Gershwin Pub. Corp., cop. 1935 by George Gershwin.

**Broadway rhythm (film: Broadway Melody of 1936).** w., Arthur Freed. m., Nacio Herb Brown. Robbins Music Corp., cop. 1935.

**Cheek to cheek (film: Top Hat).** w., m., Irving Berlin. Irving Berlin, Inc., cop. 1935.

**Così cosa (film: A Night at the Opera).** w., Ned Washington. m., Bronislaw Kaper and Walter Jurmann. Robbins Music Corp., cop. 1935.

**Dance, my darlings (May Wine).** w., Oscar Hammerstein, 2nd. m., Sigmund Romberg. Chappell & Co., Inc., cop. 1935.

**Deep purple.** Piano solo. m., Peter De Rose. Robbins Music Corp., cop. 1935.

**Dodging a divorcee.** Piano solo. m., Reginald Foresythe. Robbins Music Corp., cop. 1935 by Irwin Dash Music Co., Ltd., London.

**Eeny meeny miney mo (film: To Beat the Band).** w., m., Johnny Mercer and Matt Malneck. Irving Berlin, Inc., cop. 1935.

**From the top of your head to the tip of your toes (film: Two for Tonight).** w., Mack Gordon. m., Harry Revel. Crawford Music Corp., cop. 1935 by Paramount Productions Music Corp.; assigned 1935 to Crawford Music Corp.

**Here's to romance (film: Here's to Romance).** w., Herb Magidson. m., Con Conrad. Cleveland: Sam Fox Pub. Co., cop. 1935 by Movietone Music Corp.

**I'm building up to an awful let-down.** w., Johnny Mercer. m., Fred Astaire. Irving Berlin, Inc., cop. 1935.

**I'm gonna sit right down and write myself a letter.** w., Joe Young. m., Fred E. Ahlert. Crawford Music Corp., cop. 1935.

**I'm in the mood for love (film: Every Night at Eight).** w., Dorothy Fields. m., Jimmy McHugh. Robbins Music Corp., cop. 1935.

**I'm shooting high (film: King of Burlesque).** w., Ted Koehler. m., Jimmy McHugh. Robbins Music Corp., cop. 1935.

**I got plenty o' nuttin' (Porgy and Bess).** w., Ira Gershwin and DuBose Heyward. m., George Gershwin. Gershwin Pub. Corp., cop. 1935 by George Gershwin.

**Isn't love the grandest thing (film: The Rain Makers).** w., Jack Scholl. m., Louis Alter. Leo Feist, Inc., cop. 1935.

**Isn't this a lovely day—to be caught in the rain (film: Top Hat).** w., m., Irving Berlin. Irving Berlin, Inc., cop. 1935.

**It ain't necessarily so (Porgy and Bess).** w., Ira Gershwin. m., George Gershwin. Gershwin Pub. Corp., cop. 1935 by George Gershwin.

**The jockey on the carousel (film: I Dream Too Much).** w., Dorothy Fields. m., Jerome Kern. T. B. Harms Co., cop. 1935 by Jerome Kern.

**Just one of those things (Jubilee).** w., m., Cole Porter. Harms, Inc., cop. 1935.

**Life is a song.** w., Joe Young. m., Fred E. Ahlert. Robbins Music Corp., cop. 1935 by Metro-Goldwyn-Mayer Corp.; assigned 1935 to Robbins Music Corp.

**The little things you used to do (film: Go**

## MUSICAL-HISTORICAL CAVALCADE—Continued

**Into Your Dance).** w., Al Dubin. m., Harry Warren. M. Witmark & Sons, cop. 1935.

**The Lord's prayer.** w., Biblical. m., Albert Hay Malotte. G. Schirmer, Inc., cop. 1935.

**Love and a dime (Stags at Bay).** w., m., Brooks Bowman. Santly Bros., cop. 1935 by Princeton University Triangle Club; assigned 1935 to Santly Bros.

**Love is a dancing thing (At Home Abroad).** w., Howard Dietz. m., Arthur Schwartz. Chappell & Co., Inc., cop. 1935.

**The loveliness of you (film: Love in Bloom).** w., Mack Gordon. m., Harry Revel. Crawford Music Corp., cop. 1935 by Paramount Productions Music Corp.; assigned 1935 to Crawford Music Corp.

**Lovely lady (film: King of Burlesque).** w., Ted Koehler. m., Jimmy McHugh. Robbins Music Corp., cop. 1935.

**Lovely to look at (film: Roberta).** w., Dorothy Fields and Jimmy McHugh. m., Jerome Kern. T. B. Harms Co., cop. 1935 by Jerome Kern.

**Lulu's back in town (film: Broadway Gondolier).** w., Al Dubin. m., Harry Warren. M. Witmark & Sons, cop. 1935.

**Lullaby of Broadway (film: Gold Diggers of 1935).** w., Al Dubin. m., Harry Warren. M. Witmark & Sons, cop. 1935.

**Mad about the boy (Words and Music).** w., m., Noel Coward. London: Chappell & Co., Ltd., cop. 1935.

**Midnight in Paris (film: Here's to Romance).** w., m., Con Conrad and Herb Magidson. Cleveland: Sam Fox Pub. Co., cop. 1935 by Movietone Music Corp.

**The music goes 'round and around.** w., "Red" Hodgson. m., Edward Farley and Michael Riley. Select Music Publications, Inc., cop. 1935.

**My romance (Jumbo).** w., Lorenz Hart. m., Richard Rodgers. T. B. Harms Co., and Max Dreyfus, cop. 1935.

**The piccolino (film: Top Hat).** w., m., Irving Berlin. Irving Berlin, Inc., cop. 1935.

**Please believe me.** w., Larry Yoell. m., Al Jacobs. San Francisco: Sherman, Clay & Co., cop. 1935.

**Red sails in the sunset.** w., Jimmy Kennedy. m., Hugh Williams (Will Grosz). Shapiro, Bernstein & Co., Inc., cop. 1935 by

The Peter Maurice Music Co., Ltd., London; assigned to Shapiro, Bernstein & Co., Inc.

**She's a Latin from Manhattan (film: Go Into Your Dance).** w., Al Dubin. m., Harry Warren. M. Witmark & Sons, cop. 1935.

**She shall have music (film: She Shall Have Music).** w., m., Maurice Sigler, Al Goodhart and Al Hoffman. Chappell & Co., Inc., cop. 1935 by The Cinephonic Music Co., Ltd., London.

**Sing an old fashioned song to a young sophisticated lady.** w., Joe Young. m., Fred E. Ahlert. Crawford Music Corp., cop. 1935.

**Summertime (Porgy and Bess).** w., DuBose Heyward. m., George Gershwin. Gershwin Pub. Corp., cop. 1935 by George Gershwin.

**Thanks a million (film: Thanks a Million).** w., Gus Kahn. m., Arthur Johnston. Robbins Music Corp., cop. 1935.

**These foolish things remind me of you (Spread It Abroad).** w., Holt Marvell. m., Jack Strachey and Harry Link. Irving Berlin, Inc., cop. 1935 by Boosey & Co., Ltd., London.

**This time it's love.** w., Sam M. Lewis. m., J. Fred Coots. Leo Feist, Inc., cop. 1935.

**Top hat, white tie and tails (film: Top Hat).** w., m., Irving Berlin. Irving Berlin, Inc., cop. 1935.

**When I grow too old to dream (film: The Night Is Young).** w., Oscar Hammerstein, 2nd. m., Sigmund Romberg. Robbins Music Corp., cop. 1935 by Metro-Goldwyn-Mayer Corp.; assigned 1935 to Robbins Music Corp.

**Why shouldn't I (Jubilee).** w., m., Cole Porter. Harms, Inc., cop. 1935.

**With all my heart (film: Her Master's Voice).** w., Gus Kahn. m., Jimmy McHugh. Leo Feist, Inc., cop. 1935.

**Without a word of warning (film: Two for Tonight).** w., m., Mack Gordon and Harry Revel. Crawford Music Corp., cop. 1935 by Paramount Productions Music Corp.; assigned 1935 to Crawford Music Corp.

**A woman is a sometime thing (Porgy and Bess).** w., DuBose Heyward. m., George Gershwin. Gershwin Pub. Corp., cop. 1935 by George Gershwin.

**The words are in my heart (film: Gold Diggers of 1935).** w., Al Dubin. m., Harry Warren. M. Witmark & Sons, cop. 1935.

## MUSICAL-HISTORICAL CAVALCADE—Continued

**You are my lucky star** (film: **Broadway Melody of 1936**). w., Arthur Freed. m., Nacio Herb Brown. Robbins Music Corp., cop. 1935 by Metro-Goldwyn-Mayer Corp.; assigned 1935 to Robbins Music Corp.

**You let me down** (film: **Stars Over Broadway**). w., Al Dubin. m., Harry Warren. Harms Inc., cop. 1935.

In New York's 52nd St. night club district, connoisseurs became excited over swing music. "What is it?" asked the public. Most practitioners couldn't define it.

The night club business was definitely improved, and the trend in this type of entertainment went Gallic.

Nearly \$5,000,000,000 were appropriated for work relief. The public debt stood at \$28,700,000,000, or \$225.71 per capita.

James J. Braddock won a 15-round decision and the heavyweight title from Max Baer in New York.

Everybody talked about the G-men.

Hats like inverted peach baskets were the latest thing.

Will Rogers and Wiley Post were killed when Post's plane crashed in a fog near Point Barrow, Alaska.

Leading box office films included: "Mutiny on the Bounty" (Clark Gable, Charles Laughton and Franchot Tone), "Top Hat" (Fred Astaire and Ginger Rogers), "David Copperfield" (Freddie Bartholomew, W. C. Fields and Lionel Barrymore), "Lives of a Bengal Lancer" (Gary Cooper), "China Seas" (Clark Gable, Jean Harlow and Wallace Beery), "Curly Top" (Shirley Temple), and "G Men" (James Cagney, Margaret Lindsay, Ann Dvorak and Robert Armstrong).

On the stage appeared "At Home Abroad," "Boy Meets Girl," "The Children's Hour," "Dead End," "Jubilee," "Porgy and Bess," "Three Men on a Horse," "Victoria Regina" and Billy Rose's spectacular "Jumbo."

## CAVALCADE MUSICAL NUMBERS BY TITLE

### A

About a quarter to nine.....	1935	All aboard for Blanket Bay.....	1910
Absence makes the heart grow fonder	1901	All alone.....	1911
Absent .....	1899	All alone.....	1924
Absinthe frappe.....	1904	All alone Monday.....	1926
Accent on youth.....	1935	All coons look alike to me.....	1896
Actions speak louder than words.....	1891	All for you.....	1915
Adams and liberty.....	[1798]	All I do is dream of you.....	1934
After all that I've been to you.....	1912	All in down and out.....	1906
After all you're all I'm after.....	1933	All of God's children got shoes. See	
After I say I'm sorry.....	1926	Heav'n, heav'n.....	1921
After the ball.....	1892	All of me.....	1931
After the roses have faded away.....	1914	All over nothing at all.....	1922
After you're gone.....	1918	All quiet along the Potomac tonight.	1864
Aggravatin' papa.....	1922	All she'd say was "Umh hum".....	1920
Ah, but is it love.....	1933	All that I ask of you is love.....	1910
Ah! sweet mystery of life.....	1910	All the king's horses.....	1930
Ain't it a shame.....	1922	All the Quakers are shoulder shakers	
Ain't it funny what a difference just		—down in Quaker Town.....	1919
a few hours make.....	1903	All the way my Saviour leads me....	1875
Ain't misbehavin'.....	1929	All the world will be jealous of me.	1917
Ain't we got fun.....	1921	All through the night.....	1934
Airy, fairy Lillian.....	1894	Allah's holiday.....	1916
Al fresco.....	1904	Alma where do you live?.....	1910
Alabama blossoms, The.....	1874	Alone .....	1935
Alabama bound .....	1925	Alone together.....	1932
Alexander, don't you love your baby		Along the rocky road to Dublin....	1915
no more.....	1904	Alphonse and Gaston. See Pardon	
Alexander's ragtime band.....	1911	me, my dear Alphonse, after you,	
Alice blue gown. See In my sweet		my dear Gaston.....	1902
little Alice blue gown.....	1919	Als die alte Mutter. See Songs my	
Alice, where art thou.....	1861	mother taught me.....	[1880]
		Alt Wien.....	1920

## MUSICAL CROSS-INDEX—Continued

Always .....	1925	Auf Fluegeln des Gesanges. See on wings of song.....	[1837]
Always in the way.....	1903	Auf Wiederseh'n.....	1915
Always leave them laughing when you say good-bye.....	1903	Aufforderung zum Tanze. See Invitation to the dance.....	[1821]
Always take mother's advice.....	1884	Auld Robin Gray.....	[1780?]
Am I blue.....	1929	Avalon .....	1920
Amapola .....	1924	Avalon Town.....	1928
America .....	[1832]	Away down south in heaven.....	1927
America, I love you.....	1915		
America, the beautiful.....	1895	<b>B</b>	
American star, The.....	1800	Babes in the wood.....	1915
Among my souvenirs.....	1927	Babies on our block, The.....	1879
Amorous goldfish, The.....	1896	Baby face.....	1926
L'amour-toujours-l'amour .....	1922	Baby Rose.....	1911
An der schoenen blauen Donau. See The Blue Danube.....	[1867]	Baby shoes.....	1916
Anchors aweigh.....	1906	Baby, take a bow.....	1934
And he'd say Oo-la la! wee-wee....	1919	Babylon is fallen.....	1863
And the green grass grew all around.	1912	Baby's prayer.....	1898
Angel and the child, The.....	1872	Back, back, back to Baltimore.....	1904
Angel Gabriel.....	1875	Back home again in Indiana. See Indiana .....	1917
Angela mia.....	1928	Back home in Tennessee.....	1915
Angel's serenade.....	1867	Back in your own back yard.....	1928
Angels meet me at the cross roads....	1875	Back to the Carolina you love.....	1914
Angelus, The.....	1913	Il bacio.....	1859
Annabelle .....	1923	Badinage .....	1897
Annie doesn't live here anymore....	1933	Bagdad (Lady of the Slipper).....	1912
Annie Laurie.....	1838	Bagdad (Sinbad).....	1918
Annie Lisle.....	1860	Bagdad .....	1924
Answer, The .....	1921	Bake dat chicken pie.....	1906
Any little girl, that's a nice little girl, is the right little girl for me.....	1910	Balm of Gilead.....	1861
Any old place I can hang my hat is home sweet home to me.....	1901	Bam, bam, bamby shore.....	1925
Anything goes .....	1934	Bambalina .....	1923
April in Paris.....	1932	Band played on, The.....	1895
April showers.....	1921	Bandana days.....	1921
Araby .....	1915	Bandana land.....	1905
Aren't we all.....	1929	Barney Google.....	1923
Are you lonesome tonight.....	1927	Barnum had the right idea.....	1911
Armorer's song.....	1891	Battle cry of freedom, The.....	1863
Arrah, go on, I'm gonna go back to Oregon .....	1916	Battle hymn of the republic.....	1862
Arrah wanna .....	1906	Battle of Prague, The.....	[1793?]
Arrow and the song, The.....	1856	Battle of the Wabash, The....	[1811 or 12]
Artaxerxes .....	Before	Be my little baby bumble bee.....	1912
As deep as the deep blue sea.....	1910	Be still, my heart.....	1934
As long as the shamrock grows green	1912	Beale Street blues.....	1917
As long as the world rolls on.....	1907	Beans! beans!! beans!!!.....	1912
Asia .....	1913	Beat of my heart, The.....	1934
Ask her while the band is playing....	1908	Beautiful bird, sing on.....	1867
Ask the man in the moon.....	1891	Beautiful dreamer .....	1864
Asleep in the deep.....	1897	Beautiful eyes.....	1909
At a Georgia camp meeting.....	1897	Beautiful isle of somewhere.....	1897
At a Mississippi cabaret.....	1914	Beautiful isle of the sea.....	1865
At dawning .....	1906	Beautiful lady in blue.....	1935
At midnight on my pillow lying....	1886	Beautiful Ohio.....	1918
At sundown.....	1927	Because (Bowers).....	1898
At the cross.....	1885	Because (d'Hardelot).....	1902
At the Devil's ball.....	1912	Because I'm married now.....	1907
At the end of a beautiful day.....	1916	Because I love you.....	1926
Au revoir, but not good-bye, soldier boy .....	1917	Because you're you.....	1906
		Bedelia .....	1903
		Begin the beguine.....	1935

MUSICAL CROSS-INDEX—Continued

Believe me if all those endearing young charms.....	1808	Breezin' along with the breeze.....	1926
Belle of Avenoo A, The.....	1895	Bridge, The (Carew).....	1867
Belle of Mohawk vale, The. See Bonny Eloise.....	1858	Bridge, The (Lindsay).....	185?
Bells of St. Mary's, The.....	1917	Bridge of sighs, The.....	1900
Beloved, it is morn.....	1896	Bright eyes.....	1920
Ben Bolt.....	1848	Brighten the corner where you are...	1913
Ben Hur chariot race.....	1899	Bring back my daddy to me.....	1917
Bench in the park, A.....	1930	Bring back my golden dreams.....	1911
Bend down, sister.....	1931	Bring back those minstrel days.....	1926
Beside a babbling brook.....	1923	Bring me a rose (The Arcadians)...	1909
Beside an open fireplace.....	1929	Bring me a rose.....	1916
Bess, you is my woman.....	1935	Broadway rhythm.....	1935
Best I get is much obliged to you, The.....	1907	Broadway Rose.....	1920
Best things in life are free, The.....	1927	Broken hearted.....	1927
Between the devil and the deep blue sea.....	1931	Brother, can you spare a dime.....	1932
Beware (Moulton).....	1865	Brown bird singing, A.....	1922
Beware (Hatton).....	1871	Brown eyes—why are you blue.....	1925
Beyond the blue horizon.....	1930	Brown October ale.....	1891
Bidin' my time.....	1930	Bubble, The.....	1913
Bis bass viol.....	1910	Budweiser's a friend of mine.....	1907
Big brown bear, The.....	1919	Burning of Rome, The.....	1903
Bill.....	1927	Button up your overcoat.....	1928
Bill Bailey, won't you please come home?.....	1902	By a fireside.....	1932
Bing! bang! bing 'em on the Rhine...	1918	By a waterfall (Footlight Parade)...	1933
Bird in a gilded cage, A.....	1900	By a waterfall. See Just a cottage small by a waterfall.....	1925
Bird on Nellie's hat, The.....	1906	By heck.....	1915
Birds in the night.....	1869	By the beautiful sea.....	1914
Birth of passion, The.....	1910	By the bend of the river.....	1927
Birth of the blues, The.....	1926	By the light of the silvery moon...	1909
Birthday, A.....	1909	By the river of Sainte Marie.....	1931
Birthday of a king, The.....	1890	By the sad sea waves.....	1895
Black bottom.....	1926	By the Saskatchewan.....	1910
Black eyes.....	1926	By the waters of the Minnetonka...	1921
Blaze away.....	1901	Bye and bye.....	1925
Bl-nd and p-g spells blind pig.....	1908	Bye bye blackbird.....	1926
Blind boy, The.....	1842		
Blind ploughman, The.....	1913	<b>C</b>	
Bloom is on the rye, The.....	1832	California, here I come.....	1924
Blow, Gabriel, blow.....	1934	Call me up some rainy afternoon...	1910
Blow the smoke away.....	1906	Calling to her boy just once again...	1900
Blue again.....	1930	Calm as the night. See Still as the night.....	[1885?]
Blue and the gray, The.....	1900	De Camptown races.....	1850
Blue bell.....	1904	Canadian capers.....	1915
Blue is the night.....	1930	Can't help lovin' dat man.....	1927
Blue Juniata, The.....	1844	Can't we be friends.....	1929
Blue room, The.....	1926	Can't yo heah me callin', Caroline..	1914
Blue skies.....	1927	Can't you take it back, and change it for a boy?.....	1911
Body and soul.....	1930	Can't you understand.....	1929
Bon bon buddy.....	1907	Can this be love.....	1930
Bonnie blue flag, The.....	1862	Cantique de Noel. See Christmas song.....	[1858]
Bonnie Eloise.....	1858	Canto Siboney.....	1929
Boston patriotic song, The. See Adams and liberty.....	[1798]	Cape Ann.....	1842
Boulevard of broken dreams, The...	1933	Captain Jinks of the horse marines.	1868
Bowery, The.....	1892	Capitan, El.....	1896
Bowl of roses, A.....	1905	Caprice viennois.....	1910
Boy guessed right, The.....	1898	Carioca.....	1933
Boylston.....	1832	Carolina on the morning.....	1922
Boys are coming home today, The...	1903	Carolina moon.....	1928
Break the news to mother.....	1897		

## MUSICAL CROSS-INDEX—Continued

Carolina sunshine.....	1919	Come on, papa.....	1918
Carrie .....	1909	Come on, Spark Plug.....	1923
Carrie marry Harry. See Carrie (1909).		Come out of the kitchen, Mary Ann..	1930
Carrier dove, The.....	1841	Come, take a trip in my air-ship....	1904
Carry me back to old Virginy.....	1878	Come tell me what's your answer, yes or no.....	1898
Carry me back to Tennessee. See Ellie Rhee (1865).		Come to me.....	1931
Casey Jones.....	1909	Come to the land of Bohemia.....	1907
Castle of dreams.....	1919	Come where my love lies dreaming.	1855
Cat came back, The.....	1893	Come, ye faithful, raise the strain...	1872
Cavatina .....	1861	Consolation .....	1908
Cecile waltz.....	1914	C-o-n-s-t-a-n-t-i-n-o-p-l-e .....	1928
C'est vous.....	1927	Continental, The.....	1934
Champagne Waltz, The.....	1934	Convict and the bird, The.....	1888
Chanson du coeur brise. See The songs of songs (1914).		Coon! coon! coon!.....	1901
Chant of the jungle.....	1929	Copenhagen .....	1924
Chant sans paroles.....	1868	Corn cobs twist your hair.....	1836
Charleston .....	1923	Cosi cosa.....	1935
Charley, my boy.....	1924	Cossack love song.....	1926
Charmaine .....	1926	Cottage by the sea, The.....	1856
Cheek to cheek.....	1935	Cottage of my mother, The.....	1848
Cheerful little earful.....	1930	Couldn't hear nobody pray.....	1922
Cherie, I love you.....	1926	Covered wagon days.....	1923
Cheyenne .....	1906	Covered wagon march, The. See Westward ho!.....	1913
"Chicago," that toddling town.....	1922	Cradle's empty, baby's gone.....	1880
Chicken reel .....	1910	Crazy for you. See K-ra-zy for you..	1928
Child love.....	1911	Creole belle .....	1900
Chili bean.....	1920	Cricket on the hearth, The.....	1913
Chin, Chin, Chinaman.....	1896	Crinoline days .....	1922
China boy.....	1922	Croquet .....	1867
Chinatown, my Chinatown.....	1906	Cross your fingers.....	1929
Chinese lullaby .....	1919	Cross your heart.....	1926
Chiquita .....	1928	Cryin' for the Carolines.....	1930
Chloe .....	1927	Cuban love song.....	1931
Chon Kina.....	1896	Cubanola glide, The.....	1909
Chong—he come from Hong Kong...	1919	Cuddle up a little closer.....	1908
Christmas song.....	[1858]	Cup of coffee, a sandwich and you, A.	1925
Claire de lune.....	1905	Cupid and I.....	1897
Clap yo' hands.....	1926	Curse of an aching heart, The.....	1913
Cloches du monastere, Les. See The monastery bells.....	[1854]	Curse of the dreamer, The.....	1899
Close to my heart.....	1915	Cygne, Le. See The Swan.....	[1887]
Coal-black mammy.....	1921		
Cobbler's song, The.....	1916	<b>D</b>	
Cocktails for two.....	1934	Daddy Long Legs.....	1919
College life .....	1906	Daddy wouldn't buy me a bow-wow..	1892
Collegiate .....	1925	Daddy you've been a mother to me...	1920
Columbia, the gem of the ocean....	[1843]	Daddy's little girl.....	1905
Come along, my Mandy!.....	1907	Daisies won't tell.....	1908
Come and have a swing with me...	1917	Daisy Bell.....	1892
Come down ma evenin' star.....	1902	Daly's reel.....	1911
Come home, Dewey, we won't do a thing to you.....	1899	Dance, my darlings.....	1935
Come into the garden, Maud.....	1857?	Dance of the paper dolls.....	1928
Come, join hand in hand. See Liberty song .....	[1768?]	Dancing fool.....	1922
Come, Josephine, in my flying machine .....	1910	Dancing in the dark.....	1931
Come (Come, on, come to me).....	1887	Dancing on the ceiling.....	1930
Come, O come with me, the moon is beaming .....	1842	Dancing tambourine.....	1927
Come on down town.....	1908	Dancing the devil away.....	1927
		Dancing with tears in my eyes.....	1930
		Danny Deever.....	1897
		Danse negre.....	1908
		Dapper Dan.....	1921
		Dardanella .....	1919

## MUSICAL CROSS-INDEX—Continued

Dark eyes. See Black eyes.....	1926	Do you take this woman for your lawful wife? I do, I do.....	1913
Darkest the hour.....	1886	Doan ye cry, mah honey.....	1899
Darktown strutters' ball, The.....	1917	Doctor Tinkle Tinker.....	1910
Darling Nelly Gray.....	1856	Dodging a divorcee.....	1935
Darling Sue. See I love you in the same old way.....	1896	Doin' the uptown lowdown.....	1933
Dashing white sergeant, The.....	1826	Doll dance, The.....	1927
Daughter of Rosie O'Grady, The.....	1918	Down among the sheltering palms....	1915
Davy Jones' locker.....	1901	Down among the sugar cane.....	1908
Day Dreams.....	1910	Down by the old mill stream.....	1910
Day that you grew colder, The.....	1905	Down by the silvery Rio Grande....	1913
Dear eyes that haunt me.....	1927	Down by the winegar woiks.....	1925
Dear little boy of mine.....	1918	Down in Bom-Bombay.....	1915
Dear mother, in dreams I see her....	1886	Down in dear old New Orleans.....	1912
Dear old girl.....	1903	Down in Jungle Town.....	1908
Dear old pal of mine.....	1918	Down in Poverty Row.....	1896
Dear old Rose.....	1912	Down on the Brandywine.....	1904
Dear old Southland.....	1921	Down on the farm.....	1902
Dearie.....	1905	Down on the farm in harvest time..	1913
Decoration Day. See I was looking for my boy, she said.....	1895	Down the field.....	1911
Deep in my heart, dear.....	1924	Down the winding road of dreams..	1922
Deep in your eyes.....	1920	Down went McGinty.....	1889
Deep night.....	1929	Down where the cotton blossoms grow.....	1901
Deep purple.....	1935	Down where the Swanee River flows..	1916
Deep river.....	1917	Down where the Wurzburger flows..	1902
Delishious.....	1931	Dream, A.....	1895
Desert song, The.....	1926	Dream lover.....	1929
Destiny.....	1912	Dream of my boyhood days, A.....	1896
Dew-dew-dewy day. See What do we do on a dew-dew-dewy day....	1927	Dreaming.....	1906
Dichter und Bauer. See Poet and peasant.....	[1854]	Dreams of long ago.....	1912
Did you ever see a dream walking...	1933	Dreamy Alabama.....	1919
Die beiden Grenadiere. See The two grenadiers.....	[1840]	Dreamy melody.....	1922
Diga diga doo.....	1928	Drifting and dreaming.....	1925
Dinah.....	1925	Drill, ye tarriers, drill.....	1888
Dinner at eight.....	1933	Drink to me only with thine eyes. [1762?]	
Dixie's land.....	1860	Drinking song.....	1924
Dizzy fingers.....	1923	Drums in my heart.....	1931
Do-do-do.....	1926	Du bist mir nah und noch so fern. See Thou art near and yet so far [1858?]	
Do I love you.....	1925	Duna.....	1914
Do it again.....	1912	Dusky stevedore.....	1928
Do they miss me at home.....	1852	D'ye ken John Peel. See John Peel	
Don't bite the hand that's feeding you.	1915	.....[ca. 1820]	
Don't blame it all on Broadway.....	1913	Dying poet, The.....	1864
Don't blame me.....	1933		
Don't bring Lulu.....	1925		
Don't cry, Frenchy, don't cry.....	1919		
Don't ever leave me.....	1929		
Don't give up the old love for the new.....	1896		
Don't go out tonight, boy.....	1895		
Don't hold everything.....	1928		
Don't leave me, Dolly.....	1898		
Don't let it bother you.....	1934		
Don't put me off at Buffalo any more.	1901		
Don't take me home.....	1908		
Don't tell her that you love her....	1896		
Don't wake me up.....	1925		
Don't wake me up, I'm dreaming....	1910		
Do the New York.....	1931		
D'ye love me.....	1925		

## E

Early in de mornin'.....	1877
Easter parade.....	1933
Easy come, easy go.....	1934
Eeny meeny miney mo.....	1935
Eileen alanna ashore.....	1917
Eilleen allanna.....	1873
Elizabeth.....	1931
Ellen O'Hagen.....	1904
Ellie Rhee.....	1865
Elsie from Chelsea.....	1896
Embraceable you.....	1930
Estrellita. See Little star.....	1923
Ethel Levey's Virginia song—I was born in Virginia.....	1906
Evangeline.....	1862





## MUSICAL CROSS-INDEX—Continued

Give me a night in June. See A night in June.....	1927	Hail, Columbia.....	[1798]
Give me one hour.....	1928	Half-way to heaven.....	1928
Give me the moonlight, give me the girl .....	1917	Hallelujah .....	1927
Give my regards to Broadway.....	1904	Hand that rocks the cradle, The.....	1895
Gladiator march, The.....	1886	Hands across the sea.....	1899
Glory road, De.....	1928	Hands across the table.....	1934
Glow-worm, The.....	1907	Hangin' on the garden gate.....	1930
Gluehwuermchen. See The glow- worm .....	1907	Hannah! .....	1903
Go down, Moses.....	1917	Hannah, won't you open that door?..	1904
Go home and tell your mother.....	1930	Happy birthday to you. See Good morning to all.....	1893
Go way back and sit down.....	1901	Happy days are here again.....	1929
God bless our native land.....	1844	Happy days in Dixie.....	1896
Going for a pardon.....	1896	Happy Go Lucky Lane.....	1928
Goin' home.....	1922	Hard times come again no more.....	1854
Gold diggers' song, The—We're in the money .....	1933	Hark, brothers, hark.....	1837
Gold will buy 'most anything but a true girl's heart.....	1898	Hark! I hear an angel sing.....	1856
Golden Gate.....	1928	Hark! the vesper hymn is stealing....	1818
Golden Wedding, De.....	1880	Harp that once, thro' Tara's halls, The	1807
Golliwog's cake walk.....	1908	Harrigan .....	1907
Good-bye .....	1881	Has anybody here seen Kelly!.....	1909
Good-bye, boys.....	1913	Hats off to me.....	1891
Good-bye, Broadway, hello France!..	1917	Have a heart.....	1916
Good-bye, Dolly Gray.....	1900	Hawaiian butterfly.....	1917
Good-bye, Eliza Jane.....	1903	Hazel dell, The.....	1853
Good-bye, Flo.....	1904	He brought home another.....	1896
Good-bye, girls, I'm through.....	1914	He fought for a cause she thought was right.....	1896
Good-bye, good luck, God bless you.	1916	He goes to church on Sunday.....	1907
Good-bye, little girl, good-bye.....	1904	He's a cousin of mine.....	1906
Good-bye, little girl of my dreams....	1913	He's a devil in his own home town...	1914
Good-bye, Liza Jane.....	1871	He's a rag picker.....	1914
Good-bye, ma! good-by, pa! good- bye, mule.....	1917	He's me pal.....	1905
Good-bye, my lady love.....	1904	He may be old, but he's got young ideas .....	1916
Good-bye, Rose.....	1910	He walked right in, turned around and walked right out again.....	1906
Good evening, Caroline.....	1908	He'd have to get under—get out and get under—to fix up his automobile	1913
Good morning, Mr. Zip-Zip-Zip!.....	1918	Head low.....	1929
Good-morning to all.....	1893	Headin' for Louisville.....	1925
Good night! good night, beloved.....	1873	Heart of oak.....	1759
Good night, little girl, good night....	1898	Heart bow'd down, The.....	1843
Good old U.S.A., The.....	1906	Hearts and flowers.....	1899
Good sweet ham.....	1873	Heat wave.....	1933
Goodness knows how I love you.....	1929	Heav'n heav'n.....	1921
Good-night, my love.....	1934	Heaven will protect the working girl.	1909
Good-night, sweetheart.....	1931	Heber. See From Greenland's icy mountains .....	1829
Gospel train, De.....	1921	Heidelberg.....	1902
Got the jitters.....	1934	Hello, Aloha!—how are you.....	1926
Grafted into the army.....	1862	Hello, central, give me heaven.....	1901
Grandfather's clock.....	1876	Hello, central, give me 603. See All alone .....	1911
Great day.....	1929	Hello, central, give me No Man's Land .....	1918
Gum tree canoe, The.....	1885	Hello, Frisco.....	1915
Gwine to run all night. See De Camp- town races.....	1850	Hello, Hawaii, how are you.....	1915
Gypsy dream rose.....	1929	Hello! ma baby.....	1899
Gypsy love song.....	1898	Hello! Swanee—hello!.....	1926
		Her bright smile haunts me still...	1868
		Her eyes don't shine like diamonds...	1894
		Here am I.....	1929
		Here am I—broken hearted. See Broken hearted.....	1927

## H

Hab' ein blaues Himmelbett. See My  
  little nest of heavenly blue..... [1923]

MUSICAL CROSS-INDEX—Continued

Here comes the showboat.....	1927	I'm looking over a four leaf clover.....	1927
Here in my arms.....	1925	I'm missin' mammy's kissin'—and I	
Here's to romance.....	1935	know she's missin' mine.....	1921
Hey! young fella.....	1933	I'm shooting high.....	1935
Hiawatha.....	1901	I'm sitting on top of the world.....	1925
Hide Thou me.....	1880	I'm sorry I made you cry.....	1918
Hiding in Thee.....	1877	I'm still your mother, dear. See	
Hills of Home, The.....	1925	You're going far away, lad.....	1897
Hindustan.....	1918	I'm the lonest gal in town.....	1912
His last thoughts were of you.....	1894	I'm unlucky.....	1902
Hitchy koo.....	1912	I'm yours.....	1930
Hold me.....	1920	I can dance with everyone but my	
Holy city, The.....	1892	wife.....	1916
Home again.....	1851	I can't do the sum.....	1903
Home, sweet home.....	[1823]	I can't give you anything but love....	1928
Homing.....	1917	I can't tell you why I love you, but	
Honey.....	1928	I do.....	1900
Honey boy.....	1907	I can't think ob nuthin' else but you.	1896
Honey-love.....	1911	I cover the waterfront.....	1933
Hoo-oo!—Ain't you coming out to-		I didn't raise my boy to be a soldier.	1915
night.....	1907	I don't believe it—but say it again.	
Horses.....	1926	See Say it again.....	1926
Hot time in the old town, A.....	1896	I don't care.....	1905
House by the side of the road, The...	1927	I don't know where I'm going, but	
How about me.....	1926	I'm on my way.....	1917
How come you do me like you do....	1924	I don't want another sister.....	1908
How deep is the ocean.....	1932	I don't want to get well.....	1917
How I love you.....	1926	I don't want to play in your back	
How's every little thing in Dixie....	1916	yard.....	1894
How'd you like to be my daddy.....	1918	I don't want your kisses.....	1929
How'd you like to spoon with me....	1915	I dreamt I dwelt in marble halls....	1843
How 'ya gonna keep 'em down on the		I faw down an' go boom.....	1928
farm.....	1919	I found a million dollar baby in a	
Huckleberry Finn.....	1917	five and ten cent store.....	1931
Humoresque (Dvorak).....	1894	I found a rose in the devil's garden.	1921
		I found the end of the rainbow.....	1918
		I gave up just before you threw me	
		down.....	1922
		I get a kick out of you.....	1934
		I got a "code" in my "doze".....	1929
		I got a cold in my nose. See I got a	
		"code" in my "doze".....	1929
		I got a robe. See Heav'n, heav'n....	1921
		I got plenty o' nuttin'.....	1935
		I got rhythm.....	1930
		I guess I'll have to telegraph my baby	1898
		I've a longing in my heart for you,	
		Louise.....	1900
		I've been floating down the old Green	
		River.....	1915
		I've come home to stay.....	1890
		I've got a feelin' for you, or Way	
		down in my heart.....	1904
		I've got a feeling I'm falling.....	1929
		I've got a pain in my sawdust.....	1909
		I've got five dollars.....	1931
		I've got rings on my fingers.....	1909
		I've got the time—I've got the place	
		but it's hard to find the girl.....	1910
		I've grown so used to you.....	1901
		I've just come back to say good-bye.	1897
		I've taken quite a fancy to you....	1908
		I've told every little star.....	1932
		I've waited, honey, waited long for	
		you.....	1899

I

I am coming.....	1881
I ain't got nobody—and nobody cares	
for me.....	1928
I ain't nobody's darling.....	1921
I'm a popular man.....	1907
I'm afraid to come home in the dark.	1907
I'm all bound 'round with the Mason	
Dixon line.....	1917
I'm awfully glad I met you.....	1909
I'm bringing a red, red rose.....	1928
I'm building up to an awful let-down.	1935
I'm forever blowing bubbles.....	1919
I'm going back to Kentucky Sue. See	
Kentucky Sue.....	1912
I'm goin' South.....	1923
I'm gonna pin my medal on the girl	
I left behind.....	1918
I'm gonna sit right down and write	
myself a letter.....	1935
I'm in love.....	1919
I'm in the mood for love.....	1935
I'm just wild about Harry.....	1921
I'm looking for a nice young fellow	
who is looking for a nice young girl	1910

MUSICAL CROSS-INDEX—Continued

I hear a thrush at eve.....	1913	I'll take you home again, Kathleen...	1876
I just can't make my eyes behave...	1906	I wish I had a girl.....	1907
I just roll along havin' my ups and downs .....	1927	I wish I had my old girl back again..	1909
I just want to go back and start the whole thing over.....	1900	I wish that you were here tonight....	1896
I know a bank where the wild thyme blows .....	1830	I wonder if she's waiting.....	1899
I know I got more than my share...	1916	I wonder if she'll ever come back to me .....	1896
I know that you know.....	1926	I wonder if you still care for me.....	1921
I long to see the girl I left behind...	1893	I wonder what's become of Sally....	1924
I lost the best pal that I had.....	1920	I wonder where my lovin' man has gone .....	1914
I love a lassie.....	1906	I wonder where she is tonight.....	1899
I love a parade.....	1931	I wonder who's dancing with you to- night .....	1924
I love, I love, I love my wife, but oh you kid .....	1909	I wonder who's kissing her now.....	1909
I love life.....	1923	I'd leave my happy home for you....	1899
I love Louisa.....	1931	I'd like to see the Kaiser with a lily in his hand.....	1918
I love love.....	1911	I'd rather be a lobster than a wise guy .....	1907
I love my baby—my baby loves me...	1925	I'd still believe you true.....	1900
I love my wife, but, oh, you kid!...	1909	Ida! sweet as apple cider!.....	1903
I love the ladies.....	1914	If he can fight as he can love, good night Germany.....	1918
I love to dunk a hunk of sponge cake	1928	If he comes in, I'm going out.....	1910
I love you.....	1923	If I'm going to die I'm going to have some fun.....	1907
I love you in the same old way— Darling Sue.....	1896	If I had a girl like you.....	1925
I love you so.....	1907	If I had a talking picture of you....	1929
I love you truly.....	1906	If I had my way.....	1913
I loved her best of all. See Last night on the back porch.....	1923	If I knock the "L" out of Kelly.....	1916
I may be crazy, but I ain't no fool..	1904	If I love again.....	1932
I may be gone for a long, long time.	1917	If I were king.....	1930
I miss my Swiss.....	1925	If I were on the stage. See Kiss me again .....	1905
I need Thee every hour.....	1872	If money talks, it ain't on speaking terms with me.....	1902
I never drink behind the bar.....	1882	If you were only mine.....	1899
I used to love you but it's all over now .....	1920	If the waters could speak as they flow .....	1887
I want a girl—Just like the girl that married dear old dad.....	1911	If there is someone lovelier than you.	1934
I want to be happy.....	1924	If Washington should come to life....	1906
I wanna be loved by you.....	1928	If you cared for me.....	1908
I want to go back to Michigan—down on the farm.....	1914	If you knew Susie—like I know Susie	1925
I want to marry a male quartette....	1916	If you love me darling, tell me with your eyes.....	1887
I want what I want when I want it..	1905	If you see my sweetheart.....	1897
I want you.....	1907	If you were I and I were you.....	1908
I was born in Virginia. See Ethel Levey's Virginia song—I was born in Virginia.....	1906	If you were the only girl.....	1925
I was looking for my boy, she said..	1895	In a little Spanish town.....	1926
I'll be happy when the preacher makes you mine.....	1919	In a mist.....	1928
I'll be in Virginia in the morning. See Let it rain! let it pour!—I'll be in Virginia in the morning.....	1925	In a monastery garden.....	1915
I'll be ready when the great day comes .....	1882	In dear old Illinois.....	1902
I'll be with you in apple blossom time	1920	In good old New York town.....	1899
I'll do it all over again.....	1914	In freedom we're born. See The lib- erty song.....	1768
I'll follow my secret heart.....	1934	In my harem.....	1913
I'll get by—as long as I have you....	1928	In my merry Oldsmobile.....	1905
I'll say she does.....	1928	In my sweet little Alice blue gown..	1919
I'll see you in my dreams.....	1924	In San Domingo.....	1917
I will sing the wond'rous story.....	1887	In shadowland.....	1924
		In the baggage coach ahead.....	1896
		In the evening by the moonlight, dear Louise .....	1912

MUSICAL CROSS-INDEX—Continued

In the garden of my heart.....	1908	Japanese sandman, The.....	1920
In the garden of tomorrow.....	1924	Jazz babies' ball.....	1920
In the gloaming by the fireside. See		Jazz nocturne.....	1931
By the fireside.....	1932	Jealous .....	1924
In the gold fields of Nevada.....	1915	Jean .....	1895
In the good old summer time.....	1902	Jeannie with the light brown hair....	1854
In the great somewhere.....	1901	Jeannine, I dream of lilac time.....	1928
In the house of too much trouble....	1900	Jennie Lee.....	1902
In the land of harmony.....	1911	Jericho .....	1929
In the little red school-house.....	1922	Jessie, the flow'r o' Dumblane.....	[1808?]
In the Louisiana lowlands.....	1859	Jesus, keep me near the cross. See	
In the Luxembourg Gardens.....	1925	Near the cross.....	1896
In the middle of the night.....	1925	Jewel of Asia, The.....	1896
In the morning by the bright light...	1879	Jim along, Josey.....	1840
In the shade of the old apple tree...	1905	Jim Judson.....	1905
In the shadows.....	1910	Jimmy Valentine.....	1911
In the sweet bye and bye.....	1902	Jingle bells.....	1857
In the town where I was born.....	1914	Joan of Arc, they are calling you....	1917
In the wildwood where the blue bells		Jockey on the carrousel, The.....	1935
grew .....	1907	John Peel.....	[ca. 1820]
In Twilight Town.....	1912	Jolly commodore.....	1890
In Zanzibar—my little chimpanzee...	1904	Josephine, my Jo.....	1901
Indian love call.....	1924	Juba dance.....	1913
Indiana .....	1917	Jump, Jim Crow.....	1917
Indiana moon.....	1923	June brought the roses.....	1924
Indianaola .....	1917	June in January.....	1934
L'Internationale .....	1888	Just a baby's prayer at twilight.....	1918
Invitation to the dance.....	1821	Just a cottage small—by a waterfall..	1925
Iphigenie en Aulide.....	Before 1800	Just a little rocking chair and you....	1905
Ireland is Ireland to me.....	1915	Just a memory.....	1927
Ireland must be heaven, for my		Just another day wasted away.....	1927
mother came from there.....	1916	Just as the sun went down.....	1898
Is I in love? I is.....	1932	Just a-wearyin' for you.....	1901
I'se your nigger if you wants me,		Just because she made dem goo-goo	
Liza Jane.....	1896	eyes .....	1900
Isn't love the grandest thing.....	1935	Just because you're you.....	1932
Isn't she the grandest thing.....	1925	Just before the battle, mother.....	1863
Isn't this a lovely day—to be caught		Just like the butterfly that's caught in	
in the rain.....	1935	the rain.....	1927
Isle of Capri.....	1934	Just like a melody out of the sky....	1928
Isle o' dreams.....	1912	Just like a gypsy.....	1919
Isle of our dreams, The.....	1906	Just like Washington crossed the	
It ain't gonna rain no mo' .....	1923	Delaware, General Pershing will	
It ain't necessarily so.....	1935	cross the Rhine.....	1918
It all depends on you.....	1926	Just one of those things.....	1935
It happened in Monterey.....	1930	Just tell them that you saw me....	1895
It's a long, long way to Tipperary...	1912	Just try to picture me back home in	
It's delightful to be married.....	1907	Tennessee. See Back home in Ten-	
It's great to be a soldier man.....	1907	nessee .....	1915
It's the darndest thing.....	1931		
It's the Irish in your eye, it's the Irish			
in your smile.....	1916		
It's tulip time in Holland.....	1915		
It is well with my soul.....	1876		
It's you. See C'est vous.....	1927		
It takes a little rain with the sunshine			
to make the world go round.....	1913		
It was only a sun shower.....	1927		
Italian street song.....	1910		

J

Ja-da .....	1918
Janet's choice.....	1860

K

Ka-lu-a .....	1921
Kamennoi-Ostrow .....	[1855]
Kashmiri song. See Four Indian love	
lyrics .....	1903
Kathleen mavourneen.....	[1840]
Katinka (Friml).....	1916
Katinka (Tobias).....	1926
Kattie Avourneen.....	1856
K-K-K-Katy .....	1918
Keep a little cozy corner in your	
heart for me.....	1905
Keep on the sunny side.....	1906
Keep smiling at trouble.....	1924

## MUSICAL CROSS-INDEX—Continued

Keep sweeping the cobwebs off the moon .....	1927	Less than the dust. See Four Indian love lyrics .....	1903
Keep the home-fires burning.....	1915	Let a smile be your umbrella on a rainy day.....	1927
Keep young and beautiful.....	1933	Let bygones be bygones.....	1897
Keep your head down, "Fritzie Boy" .....	1918	Let 'em eat cake.....	1933
Keep your skirts down, Mary Ann....	1925	Let Erin remember the days of old..	[1808]
Keepin' myself for you.....	1929	Let it alone.....	1906
Kentucky babe.....	1896	Let it rain! let it pour!—I'll be in Virginia in the morning.....	1925
Kentucky Sue.....	1912	Let me call you sweetheart.....	1910
Kid days.....	1919	Let me dream again.....	[1875]
Killarney .....	[1862]	Let me linger longer in your arms... ..	1924
King Cotton.....	1895	Let the rest of the world go by.....	1919
Kingdom coming.....	1862	Let's do it.....	1928
Kiss and let's make up.....	1891	Let's fall in love.....	1933
Kiss in the dark, A.....	1922	Let's have another cup o' coffee.....	1932
Kiss me again.....	1905	Let's misbehave.....	1928
Kiss me, honey, do.....	1898	Let's put out the lights.....	1932
Kiss me, my honey, kiss me.....	1910	Let's take a walk around the block... ..	1934
Kiss waltz, The. See Il bacio.....	[1859?]	Letter song, The (Chocolate Soldier)	1909
Kiss waltz, The.....	1930	Letter song (Apple Blossoms).....	1919
Kisses—the sweetest kisses of all....	1918	Letter than never came, The.....	1886
Kitten on the keys.....	1921	Liberty bell—it's time to ring again..	1917
Knights of the mystic star.....	1891	Liberty song (Come, join hand in hand) .....	[1768?]
Knot of blue, A.....	1905	Liberty song, The (In freedom we're born) .....	1768
K-ra-zy for you.....	1928	Liebesfreud .....	1910

### L

Ladder of roses, The.....	1915	Life's a funny proposition.....	1904
Lady of the evening.....	1922	Life is a song.....	1935
Lady play your mandolin.....	1930	Life is just a bowl of cherries.....	1931
Lafayette—we hear you calling.....	1918	Life is only what you make it after all	1910
Lament of the Irish emigrant, The... ..	1843	Life on the ocean wave, A.....	1838
Lamplit hour, The.....	1919	Light cavalry.....	[1869]
Land of golden dreams, The.....	1912	Light of other days, The.....	[1836]
Land of hope and glory, The.....	1902	Li'l Liza Jane.....	1916
Land of my best girl, The.....	1914	Lilly Dale.....	1852
Lanky Yankee boys in blue, The....	1908	Lily of the valley.....	1917
Lass of Richmond Hill, The.....	1789	Limehouse blues.....	1924
Lass with the delicate air, The. See Young Molly who lives at the foot of the hill.....	[1760?]	Lincoln, Grant or Lee.....	1903
Last hope, The.....	1856	Listen to the mocking bird.....	1855
Last night on the back porch—I loved her best of all.....	1923	Little Alabama coon.....	1893
Last night was the end of the world..	1912	Little birdies learning how to fly....	1898
Last of the Hogans, The.....	1891	Little bit of heaven, sure they call it Ireland, A.....	1914
Last round-up, The.....	1933	Little Boy Blue.....	1891
Laugh! clown, laugh.....	1928	Little boy called "Taps," A.....	1904
Lazy Lou'siana moon.....	1930	Little brown church, The.....	1865
Lazy moon.....	1903	Little brown jug, The.....	1869
Lazybones .....	1933	Little bunch of shamrocks, A.....	1913
Leader of the German band, The....	1905	Little by little.....	1929
Learn to smile.....	1921	Little David, play on your harp.....	1921
Leave it to Jane.....	1917	Little grey home in the west.....	1911
Leave me with a smile.....	1921	Little house upon the hill, The.....	1915
Leetle Bateese.....	1921	Little kiss each morning—a little kiss each night, A.....	1929
Left all alone again blues.....	1920	Little Liza Jane. See Li'l Liza Jane..	1916
Leichte Kavallerie. See Light cavalry .....	[1869]	Little lost child, The.....	1894
Lemon in the garden of love, A.....	1906	Little love, a little kiss, A.....	1912
		Little man, you've had a busy day... ..	1934
		Little mother of mine.....	1917
		Little old log cabin in the lane, The..	1871
		Little star.....	1923
		Little things you used to do, The....	1935
		Little white cottage.....	1857

## MUSICAL CROSS-INDEX—Continued

Little white house—at the end of Honeymoon Lane, A.....	1926	Lullaby of Broadway.....	1935
Liza .....	1929	Lullaby of the leaves.....	1932
Locked out after nine.....	1880	Lulu's back in town.....	1935
Lonesome and sorry.....	1926		
Lonesome in the moonlight.....	1928	<b>M</b>	
Lonesome road, The.....	1928	Ma belle.....	1828
Long ago, The.....	1843	Ma blushin' Rosie.....	1900
Long boy. See Good-bye, ma! good- bye, pa! good-bye, mule.....	1917	Ma—He's making eyes at me.....	1921
Long, long ago. See Long ago, The...	1843	Ma li'l batteau.....	1921
Longing for you.....	1905	Ma Scotch blue. See I love a lassie..	1906
Look for the silver lining.....	1920	Mad about the boy.....	1935
Looking back.....	1870	Madelon .....	1918
Looking for a boy.....	1925	Mad'moiselle from Armentieres, A. See Hinky-dinky, parlez-vous... [1918?]	
Look out for Jimmy Valentine. See Jimmy Valentine.....	1911	Maggie Murphy's home.....	1890
Lord's prayer, The.....	1935	Maggie, the cows are in the clover...	1886
Lorraine .....	1917	Magic of your eyes, The.....	1917
Lost chord, The.....	1877	Mah Lindy Lou.....	1920
Lost in a fog.....	1934	Maiden's prayer, A. See Le priere d'une vierge..... [1858]	
Louise .....	1929	Make believe.....	1921
Louisiana hayride.....	1932	Make believe (Show Boat).....	1927
Louisville Lou, the vampin' lady.....	1923	Malinda .....	1912
Love and a dime.....	1935	Mama Inez.....	1931
Love boat, The.....	1920	Mamie! come kiss your honey.....	1893
Love everlasting. See L'amour-tou- jours-l'amour .....	1922	Mammy. See My mammy.....	1921
Love for sale.....	1930	Mammy Jinny's jubilee.....	1913
Love has wings.....	1913	Mammy o' mine.....	1919
Love, here is my heart.....	1915	Mammy's chocolate soldier.....	1918
Love in bloom.....	1934	Mammy's little coal black rose.....	1916
Love is a dancing thing.....	1935	Man I love, The.....	1924
Love is like a cigarette.....	1908	Man on the flying trapeze, The. See The flying trapeze.....	1868
Love is like a firefly.....	1912	Man that broke the bank at Monte Carlo, The.....	1892
Love is sweeping the country.....	1931	Man with the ladder and the hose, The .....	1904
Love is the best of all.....	1915	Mandalay .....	1924
Love is the sweetest thing.....	1933	Mandy .....	1919
Love locked out.....	1933	Mandy 'n' me.....	1921
Love makes the world go 'round.....	1896	Mandy Lee.....	1899
Love me and the world is mine.....	1906	Manhattan .....	1925
Love me little, love me long.....	1893	Manhattan serenade.....	1928
Love nest, The.....	1920	El manisero. See The peanut vendor	1931
Love sends a little gift of roses.....	1919	Mansion of aching hearts, The.....	1902
Love thy neighbor.....	1934	March of the musketeers.....	1928
Love will find a way.....	1890	March of the toys, The.....	1903
Love will find a way (The Maid of the Mountains) .....	1917	March of time, The.....	1930
Love will find a way (Shuffle along). .....	1921	Marcheta .....	1913
Love, your spell is everywhere.....	1929	Marching through Georgia.....	1865
Loveliness of you, The.....	1935	Margie .....	1920
Lovely .....	1933	Marguerite .....	1883
Lovely lady (Ain't Love Grand).....	1927	Marie .....	1928
Lovely lady (King of Burlesque).....	1935	Market on Saturday night, The.....	1882
Lovely to look at.....	1935	Marta .....	1931
Lover .....	1933	Mary .....	1920
Lover, come back to me.....	1928	Mary, dear.....	1922
Love's own sweet song.....	1913	Mary's a grand old name.....	1905
Love's roundelay.....	1908	Mary Lou.....	1926
Lovin' Sam, the shiek of Alabam'.....	1922	Mary mine.....	1908
Lucky day.....	1926	Mary, you're a little bit old-fashioned	1914
Luvely in love.....	1927	Mary's tears..... [1817]	
Lucky seven.....	1930		
Lullaby .....	1868		
Lullaby. See Emmet's lullaby.....	1878		

MUSICAL CROSS-INDEX—Continued

Maryland! my Maryland!.....	1861	Morning .....	1910
Massa's in de cold ground.....	1852	Moth and the flame, The.....	1898
Maxim's .....	1907	M-O-T-H-E-R, a word that means the	
McNally's row of flats.....	1882	world to me.....	1915
Me and my shadow.....	1927	Mother (Her Soldier Boy).....	1916
Me too.....	1926	Mother (My Maryland).....	1927
Meet me at the station, dear.....	1917	Mother Macree.....	1910
Meet me tonight in bubble land.....	1919	Mother o' mine!.....	1903
Melody in F .....	[1855?]	Mother was a lady.....	1896
Memories .....	1915	Mother's gift to her country, A. See	
Mem'ries .....	1928	The blue and the gray.....	1900
Memories of France.....	1928	Mottoes framed upon the wall, The.	1888
Memphis blues, The.....	1913	Mountain greenery.....	1926
Menuet (Paderewski) .....	[1888]	Moving day in Jungle Town.....	1909
Merry Swiss boy, The.....	[1827?]	Much obliged to you. See The best	
Merry widow waltz. See I love you		I get is much obliged to you.....	1907
so .....	1907	Muddy water.....	1926
Message of the violet, The.....	1902	Mulligan braves, The.....	1880
Meet me tonight in dreamland.....	1909	Mulligan guard, The.....	1873
Mickey .....	1918	Mumbo Jumbo Jijiboo J. O'Shea.	
'Mid the green fields of Virginia.....	1898	See I've got rings on my fingers...	1909
Midnight fire-alarm .....	1900	Music goes 'round and 'round, The...	1935
Midnight in Paris.....	1935	Music makes me.....	1933
Mighty lak' a rose.....	1901	My Angeline.....	1895
Milenberg joys.....	1925	My Barney lies over the ocean—just	
Mimi .....	1932	the way he lied to me.....	1919
Mine .....	1933	My beautiful Alsace Lorraine. See	
Minstrel boy, The.....	[1813]	Lorraine .....	1917
Miss Annabelle Lee.....	1927	My beautiful lady.....	1911
Missionary hymn. See From Green-		My Belgian Rose.....	1918
land's icy mountains.....	1829	My best girl.....	1924
M-i-s-s-i-s-s-i-p-p-i (Tierney).....	1916	My best girl's a New-Yorker (corker)	1895
Mississippi (Grove).....	1926	My blue heaven.....	1927
Mississippi mud.....	1927	My blushing Rosie. See Ma blushin'	
Missouri waltz.....	1914	Rosie .....	1900
Mr. and Mrs. is the name.....	1934	My buddies .....	1919
Mister Dooley.....	1902	My buddy .....	1922
Mister Gallagher and Mister Shean...	1922	My castle on the Nile.....	1901
Mister Johnson don't get gay.....	1898	My dad's dinner pail.....	1883
Mister Johnson, turn me loose.....	1896	My dearest heart.....	1876
Mr. Volunteer, or, You don't belong		My Dixie pair o' dice. See Seven or	
to the regulars, you're just a		Eleven .....	1923
volunteer .....	1901	My dream girl.....	1924
Moanin' low.....	1929	My dream of the big parade.....	1926
Mollie darling.....	1871	My faith looks up to Thee.....	1832
Molly O.....	1891	My faithful Stradivari.....	1913
Mon coeur est pour toi. See Love,		My friend, the major.....	1894
here is my heart.....	1915	My future just passed.....	1930
Mon homme. See My man.....	1921	My gal is a high born lady.....	1896
Monastery bells, The.....	[1854]	My gal Sal.....	1905
Monkey doodle dandy.....	1909	My grandma's advice.....	1857
Moon drops low, The, See Four		My guiding star.....	1905
American Indian songs.....	1909	My hat's on the side of my head...	1933
Moon has his eyes on you, The.....	1905	My heart and lute.....	1830
Moon of my delight.....	1928	My heart has learned to love you,	
Moon was yellow, The.....	1934	now do not say bood-bye.....	1910
Moonbeams .....	1906	My heart still clings to the old first	
Moonlight and pretzels.....	1933	love .....	1900
Moonlight and roses.....	1925	My heart stood still.....	1927
Moonlight Bay.....	1912	My hero.....	1909
Moonlight on the Colorado.....	1930	My home town is a one horse town—	
Moonlight on the Ganges.....	1926	but it's big enough for me.....	1920
Moonlight on the Rhine.....	1914	My honey Lou.....	1904
More than you know.....	1929	My ideal.....	1930
		My Indiana home. See Indiana.....	1917

MUSICAL CROSS-INDEX—Continued

My Irish Molly O.....	1905	Nelly was a lady.....	1849
My isle of golden dreams.....	1919	Never take no for an answer.....	1886
My kinda love.....	1929	Never take the horse shoe from the	
My laddie.....	1906	door.....	1880
My last cigar. See 'Twas off the Blue		New sun in the sky.....	1931
Canaries.....	1848	Next to your mother, who (sic) do	
My little chimpanzee. See In Zanzi-		you love?.....	1909
bar.....	1904	Niagara Falls.....	1841
My little Georgia Rose.....	1899	Nichavo!.....	1921
My little girl.....	1915	Nicodemus Johnson.....	1865
My little nest of heavenly blue.....	1923	Night and day.....	1932
My lodging it is on the cold ground. [1775]		Night in June, A.....	1927
My love parade.....	1929	Night was made for love, The.....	1931
My lover is a fisherman.....	1922	Ninety and nine, The.....	1876
My lucky star.....	1928	No! No! a thousand times no.....	1934
My mammy.....	1921	No, no, Nora.....	1923
My man.....	1921	No one ever loved you more than I...	1896
My Mariuccia take a steamboat.....	1906	No wedding bells for me.....	1906
My melancholy baby.....	1912	Nobody.....	1905
My moonlight madonna.....	1933	Nobody knows, nobody cares.....	1909
My mother's lullaby.....	1917	Nobody knows—and nobody seems to	
My mother's rosary.....	1915	care.....	1919
My old aunt Sally.....	1843	Nobody knows de trouble I've seen...	1917
My old Kentucky home, good night..	1853	Nobody's little girl.....	1907
My old New Hampshire home.....	1898	Nodding roses.....	1916
My own United States.....	1909	Nola.....	1916
My Pearl's a Bowery girl.....	1894	Norway.....	1915
My pony boy.....	1909	Not for all the rice in China.....	1933
My pretty Jane. See The Bloom is on		Nothing new beneath the sun.....	1906
the rye.....	1832	Now sleeps the crimson petal.....	1904
My romance.....	1935		
My rosary of dreams.....	1911		
My song.....	1931		
My southern rose.....	1909		
My sunny Tennessee.....	1921		
My sunshine Jane.....	1917		
My sweeter than sweet.....	1929		
My sweetheart's the man in the moon	1892		
My sweetie turned me down.....	1925		
My sweetie went away—she didn't say			
where, when or why.....	1923		
My task.....	1903		
My toreador.....	1926		
My wife's gone to the country.....	1913		
My wild Irish rose.....	1899		
My wonderful dream girl.....	1913		
Mysterious Mose.....	1930		

N

Nagasaki.....	1928	Oh! boy, what a girl.....	1925
Nan! Nan! Nan!.....	1904	Oh boys carry me 'long.....	1851
Narcissus.....	1891	Oh by Jingo! Oh by gee! You're the	
Nat'an—for what are you waitin',		only girl for me.....	1919
Nat'an.....	1916	Oh, didn't he ramble.....	1902
National emblem.....	1906	Oh! don't you remember. See Ben	
Navajo.....	1903	Bolt.....	1848
Neapolitan love song.....	1915	O dry those tears!.....	1901
Neapolitan nights.....	1925	Oh! Frenchy.....	1918
Near the cross.....	1867	Oh! gee, oh! gosh, oh! golly, Im in	
'Neath the South Sea moon.....	1922	love.....	1923
Needle in a haystack, A.....	1934	Oh! how I hate to get up in the	
Nellie Kelly, I love you.....	1922	morning.....	1918
		Oh! how I laugh when I think how I	
		cried over you.....	1919
		Oh! how I wish I could sleep until my	
		daddy comes home.....	1918
		Oh! how she could yacki, hacki, wicki,	
		woo.....	1916
		Oh! I love society. See Society.....	1898
		Oh, isn't it singular!.....	1903
		Oh Johnny, oh Johnny, oh!.....	1917
		O, Katharina.....	1924
		Oh Peter go ring dem bells.....	1918
		Oh promise me.....	1889
		Oh! Sam.....	1872
		Oh! Susanna.....	1848
		Oh, that beautiful rag.....	1910
		Oh! that we two were Maying.....	1888
		Oh! what a pal was Mary.....	1919





MUSICAL CROSS-INDEX—Continued

Pretty girl is like a melody, A.....	1922	Rocked in the cradle of the deep.....	1840
Pretty Kitty Kelly.....	1920	Rockin' chair.....	1930
Pretty little poppy. See Amapola....	1924	Roll out! heave dat cotton.....	1877
Priere d'une vierge, La..... [1858]		Roll them cotton bales.....	1914
Prisoner's song, The.....	1924	Rolling stones—all come rolling home again.....	1916
Pucker up your lips, Miss Lindy.....	1912	Romance.....	1929
Pullman porters on parade, The.....	1913	Root, hog, or die.....	1856
Push dem clouds away.....	1892	Rosalie, the prairie flower.....	1855
Put away a little ray of sunshine for a rainy day.....	1924	Rosary, The.....	1898
Put me off at Buffalo.....	1895	Rose Marie.....	1924
Put me to sleep with an old fashioned melody.....	1915	Rose of Killarney.....	1876
Put on your old gray bonnet.....	1909	Rose of No Man's Land, The.....	1918
Put on your slippers and fill up your pipe.....	1916	Rose of the Rio Grande.....	1922
Put your arms around me, honey.....	1910	Rose of Washington Square.....	1920

R

Rachety cool.....	1916
Raggedy Ann.....	1923
Ragging the scale.....	1915
Ragtime violin.....	1911
Railroad Jim.....	1915
Rainbow road, De.....	1891
Rainy day, The.....	1847
Ramona.....	1927
Ranger's song, The.....	1926
Rastus on parade.....	1895
Red lips kiss my blues away.....	1927
Red sails in the sunset.....	1935
Red wing.....	1907
Regiment de Sambre et Meuse, Le. See The regiment of Sambre and Meuse.....	1917
Regiment of Sambre and Meuse, The	1917
Regimental song.....	1928
Relicario, El. See My toreador.....	1926
Remember.....	1925
Remember, boy, you're Irish.....	1885
Rememb'ring.....	1923
Request, The..... [1775?]	
Rescue the perishing.....	1870
Revenge.....	1928
Rich and rare were the gems she wore..... [1807]	
Riff song, The.....	1926
Rimpianto. See Serenade.....	1923
Ring on the finger is worth two on the phone, A.....	1911
Rip Van Winkle was a lucky man....	1901
Rise 'n' shine.....	1932
River, stay 'way from my door.....	1931
Roadways.....	1917
Roam on, my little gipsy sweetheart..	1927
Roamin' in the gloamin'.....	1911
Robbers' march.....	1916
Rock beside the sea, The.....	1852
Rock me to sleep, mother.....	1860
Rock of ages.....	1932
Rock-a-bye baby.....	1887
Rock-a-bye your baby with a Dixie melody.....	1918
Rockaway.....	1917

Rufus Rastus Johnson Brown. See What you goin' to do when the rent comes 'round?.....	1905
Rule, Britannia.....	1740
Running between the rain-drops.....	1931
Runnin' wild.....	1922
Rustle of spring.....	1896

S

Sailin' away on the Henry Clay.....	1917
Sailing down the Chesapeake Bay....	1913
St. Kevin. See Come, ye faithful raise the strain..... [1872]	
St. Louis blues.....	1914
Sally.....	1920
Sally in our alley..... [1715?]	
Salome.....	1898
Sam, the old accordion man.....	1927
Same old moon, The.....	1927
Same sweet girl today, The.....	1895
San.....	1920
San Antonio.....	1907
Satisfied.....	1929
Save your sorrow—for tomorrow.....	1925
Saviour breathe an evening blessing..	1878
Say "Au revoir," but not "Goodbye"..	1893
Say it again.....	1926
Say it with music.....	1921
Say not love is a dream.....	1911
Scenes that are brightest.....	1845
Schon Rosmarin.....	1910
School days.....	1907
Se saran rose..... [1888]	
Sea hath its pearls, The (Gounod).. [1871]	
Sea hath its pearls, The (Pinsuti).. [1884]	
Second hand Rose.....	1921
See, gentle patience, smile on pain...	1835
See, saw, Margery Daw.....	1893
Semper fidelis.....	1888
Send me away with a smile.....	1917
Sentimental me.....	1925
Serenade..... [1829]	

## MUSICAL CROSS-INDEX—Continued

Serenade . . . . .	1923	Skidmore fancy ball. . . . .	1878
Serenade of love. . . . .	1929	Skidmore Guard, The. . . . .	1874
Serenata, La. See Angel's Serenade.	1867	Skidmore masquerade, The. . . . .	1880
Seven or eleven—My Dixie pair o' dice . . . . .	1923	Sleepy head. . . . .	1926
Seventeen. See When you and I were seventeen . . . . .	1924	Sleigh, The. . . . .	1925
Seventh heaven (Little Pal). . . . .	1929	Smarty . . . . .	1908
Shade of the palm, The. . . . .	1900	Smile, darnya, smile. . . . .	1931
Shadow waltz. . . . .	1933	Smile will go a long, long way, A. . . . .	1923
Shadowland . . . . .	1914	Smiles . . . . .	1917
Shaking the blues away. . . . .	1927	Smilin' through. . . . .	1919
Shanghai Lil. . . . .	1933	Smoke gets in your eyes. . . . .	1933
She didn't say "yes". . . . .	1931	Smoky mokes. . . . .	1899
She's a Latin from Manhattan. . . . .	1935	Snookey ookums. . . . .	1913
She's mine, all mine. . . . .	1921	So do I (Take a Chance). . . . .	1932
She's such a comfort to me. . . . .	1929	So long Letty. . . . .	1915
She is the belle of New York. . . . .	1898	So long Mary. . . . .	1905
She's the fairest little flower dear old Dixie ever grew. . . . .	1907	So long! oo-long. . . . .	1920
She is the sunshine of Virginia. . . . .	1916	Society . . . . .	1898
She may have seen better days. . . . .	1894	Soft lights and sweet music. . . . .	1932
She sells sea-shells. . . . .	1908	Softly, as in a morning sunrise. . . . .	1928
She shall have music. . . . .	1935	Softly rise, O southern breeze. . . . .	1743
She waits by the deep blue sea. . . . .	1905	Softly thro' the summer night. . . . .	1913
She was bred in old Kentucky. . . . .	1898	Sogni d'altra eta. See Dreams of long ago . . . . .	1912
She was happy till she met you. . . . .	1899	Soldier's life, A. . . . .	1886
She went to the city. . . . .	1904	Soldiers in the park. . . . .	1898
She wouldn't do—what I asked her to Shiek of Araby, The. . . . .	1923	Soliliquy . . . . .	1927
S-h-i-n-e . . . . .	1924	Solitude . . . . .	1934
Shine on, havest moon. . . . .	1908	Some day. . . . .	1925
"Ship ahoy!"—All the nice girls love a sailor . . . . .	1909	Some day I'll find you. . . . .	1921
Ship without a sail, A. . . . .	1929	Some little bug is going to find you. . . . .	1915
Short'nin' bread. . . . .	1928	Some of these days. . . . .	1910
Should I. . . . .	1929	Some sunny day. . . . .	1922
Show me the way. . . . .	1896	Some sweet day. . . . .	1923
Show the white of yo' eye. . . . .	1903	Somebody else, it's always somebody else . . . . .	1910
Shuffle along. . . . .	1921	Somebody's coming to my house. . . . .	1913
Shuffle off to Buffalo. . . . .	1932	Somebody loves me. . . . .	1924
Siam . . . . .	1915	Somebody stole my gal. . . . .	1922
Side by side. . . . .	1927	Someday I'll find you. . . . .	1931
Sidewalks of New York, The. . . . .	1894	Someone like you. . . . .	1919
Sigh no more, ladies. . . . . [Before 1800]		Someone to watch over me. . . . .	1926
Silent night, holy night. . . . . [1818]		Something for Jesus. . . . .	1871
Silver bell. . . . .	1910	Something in the bottle for the morning. See Fou the noo. . . . .	1905
Silver moon. . . . .	1927	Something seems tingle-ingleing. . . . .	1913
Silver threads among the gold. . . . .	1873	Something to remember you by. . . . .	1930
Since father went to work. . . . .	1906	Sometime . . . . .	1918
Since sister Nell heard Paderewski play . . . . .	1902	Sometime we'll understand. . . . .	1891
Sing an old fashioned song to a young sophisticated lady. . . . .	1935	Sometime you'll wish me back again. . . . .	1924
Sing something simple. . . . .	1930	Sometimes I'm happy. . . . .	1927
Singer and the song, The. . . . .	1899	Sometimes I feel like a motherless child . . . . .	1918
Singer in the gallery, The. . . . .	1895	Somewhere a voice is calling. . . . .	1911
Singin' in the bathtub. . . . .	1929	Song is ended—but the melody lingers on, The. . . . .	1927
Singin' in the rain. . . . .	1929	Song is you, The. . . . .	1932
Singin' the blues. . . . .	1931	Song of love. . . . .	1921
Siren's song, The. . . . .	1917	Song of the bayou. . . . .	1929
Sister Susie's sewing shirts for soldiers	1914	Song of the blacksmith. . . . .	1934
Sittin' in a corner. . . . .	1923	Song of the flame. . . . .	1925
Six little wives. . . . .	1899	Song of the islands. . . . .	1915
Sixty seconds every minute, I think of you. . . . .	1922	Song of the shirt, The. . . . .	1929
		Song of the soul. . . . .	1909
		Song of the vagabonds. . . . .	1925

MUSICAL CROSS-INDEX—Continued

Song that reached my heart, The.....	1887	Swanee .....	1919
Songs my mother taught me.....	[1880]	Swanee River moon.....	1921
Song of songs, The.....	1914	Sweet Adeline. See You're the flower	
Sonny boy.....	1928	of my heart, sweet Adeline.....	1903
Soon .....	1927	Sweet and hot.....	1930
Spain .....	1924	Sweet and lovely.....	1931
Sparkling and bright.....	[183-?]	Sweet and low-down.....	1925
Speak to me of love.....	1932	Sweet Annie Moore.....	1901
Spooky ookum.....	1918	Sweet bunch of daisies.....	1894
S'posin' .....	1929	Sweet Emalina, my gal.....	1917
Spring song.....	[1844]	Sweet Genevieve.....	1869
Springfield mountain. See The pesky		Sweet lady.....	1921
sargent .....	1840	Sweet little buttercup.....	1917
Springtime of Life, The.....	1914	Sweet madness.....	1933
Stand up and cheer.....	1934	Sweet Marie.....	1893
Stand up and fight like H---.....	1905	Sweet Mary Ann.....	1878
Standchen. See Serenade.....	[1829]	Sweet Rosie O'Grady.....	1896
Standin' in the need of pray'r. See		Sweet Savannah.....	1898
'Tis me, O Lord.....	1918	Sweet sixteen.....	1919
Star, The.....	1912	Sweet spirit, hear my prayer.....	1860
Star dust.....	1929	Sweet Sue—just you.....	1928
Star of the evening.....	1855	Sweet thoughts of home.....	1904
Star spangled banner, The.....	1814	Sweet violets.....	1908
Starlight .....	1905	Sweetest flower the garden grew,	
Stars and stripes forever, The.....	1897	The .....	1907
Stars of the summer night.....	1856	Sweetest maid of all.....	1908
Stay as sweet as you are.....	1934	Sweetheart. See Will you remember.	1917
Stay in your own back yard.....	1899	Sweetheart of Sigma Chi, The.....	1912
Steamboat Bill.....	1910	Sweethearts .....	1913
Steal away.....	1921	Sweethearts on Parade.....	1928
Stein song, A.....	1898	Swing low, sweet chariot.....	1917
Stein song. See Heidelberg.....	1902	Swingin' down the lane.....	1923
Stella .....	1923	'swonderful .....	1927
Still as the night.....	[1885?]	Sword of Bunker Hill, The.....	1855
Still wie die Nacht. See Still as the		Sylvia .....	1914
night .....	[1885?]	Sympathy .....	1912
Stille Nacht, heilige Nacht. See Silent			
night, holy night.....	[1818]		
Stop ye tickling, Jock!.....	1904		
Stormy weather—Keeps rainin' all			
the time.....	1933		
Stout hearted men.....	1928		
Stranger interlude.....	1932		
Streets of Cairo, The.....	1895		
Strike the cymbal.....	1814		
Strike up the band.....	1927		
Strike up the band—here comes a			
sailor .....	1900		
Strolling on the Brooklyn Bridge....	1883		
Stumbling .....	1922		
Such an education has my Mary Ann.			
See Sweet Mary Ann.....	1878		
Such a li'l' fellow.....	1913		
Summertime .....	1935		
Sunbonnet Sue.....	1908		
Sunny .....	1925		
Sunny disposish.....	1926		
Sunny side up.....	1929		
Sunrise and you.....	1918		
Sunshine of Paradise Alley, The.....	1895		
Sunshine of your smile, The.....	1915		
Susan Jane.....	1871		
Susie. See If you knew Susie—like			
I know Susie.....	1925		
Swan, The.....	[1887]		

T

Ta-ra-ra bom-der-e.....	1891
Take a day off, Mary Ann.....	1891
Take a little tip from father.....	1912
Take a seat, old lady.....	1894
Take back the heart you gave me... [1864]	
Take back your gold.....	1897
Take me around again.....	1907
Take me back to New York town....	1907
Take me back to the garden of love..	1911
Take me back to your heart again... [1864]	
Take me out to the ball game.....	1908
Take me to the midnight cake walk	
ball .....	1915
Take me up with you, dearie.....	1909
Taking in the town.....	1890
Tale of the bumble bee, The.....	1901
Tale of the kangaroo, The.....	1900
Tale of the seashell, The.....	1902
Tale of the turtle dove, The.....	1904
Tales from the Vienna woods..... [1868]	
Tamiani trail.....	1926
Tammany .....	1905
Tartar song, The.....	1928

## MUSICAL CROSS-INDEX—Continued

Tea for two.....	1924	There's a little bit of bad in every good little girl.....	1916
Teasing .....	1904	There's a little lane without a turning on the way to home, sweet home...	1915
Tell it all over again.....	1914	There's a little spark of love still burning .....	1914
Tell it out among the nations (heaven) that the Lord is King...	1881	There's a little star shining for you..	1897
Tell me.....	1919	There's a long, long trail.....	1913
Tell me, babbling echo. See The re- quest .....	[1775?]	There's a million girlies lonesome to- night—and still I'm all alone.....	1921
Tell me, little gypsy.....	1920	There's a Quaker down in Quaker town .....	1916
Tell my pretty maiden.....	1900	There's a rainbow 'round my shoulder .....	1928
Temple bells, The. See Four Indian love lyrics.....	1903	There's danger in your eyes, cherie..	1929
Temptation .....	1933	There's Egypt in your dreamy eyes..	1917
Ten little fingers and ten little toes— down in Tennessee.....	1921	There's everything nice about you. See There's something nice about everyone, "but" there's everything nice about you.....	1927
Ten thousand years from now.....	1923	There's life in the old dog yet.....	1918
Tenderly calling.....	1890	There's music in the air.....	1854
Tenting on the old camp ground.....	1864	There is no death.....	1919
Tessie, you are the only, only, only...	1902	There's no North or South today....	1901
Thank you for a lovely evening.....	1934	There's nothing true but heaven....	1829
Thanks a million.....	1935	There's something about a rose—re- minds me of you.....	1928
That beautiful rag.....	1910	There's something about a uniform...	1908
That certain feeling.....	1925	There's something nice about every- one, but there's everything nice about you.....	1927
That certain party.....	1925	There's where my heart is tonight....	1899
That daffydil rag.....	1912	There never was a girl like you.....	1907
That international rag.....	1913	There'll come a time.....	1911
That's an Irish lullaby. See Too-ra- loo-ra-loo-ral, that's an Irish lullaby.	1914	There once was an owl.....	1904
That's gratitude.....	1908	These foolish things remind me of you .....	1935
That's how I need you.....	1912	They always pick on me.....	1911
That's my weakness now.....	1928	They're all sweeties.....	1919
That's the reason noo I wear a kilt..	1906	They're wearing 'em higher in Hawaii .....	1916
That's what the daisy said.....	1903	They called her frivolous Sal. See My gal Sal.....	1905
That's why darkies were born.....	1931	They didn't believe me.....	1914
That's why they call me "Shine".....	1910	They go wild, simply wild over me..	1917
That's Yiddisha love.....	1910	They never tell all what they know..	1893
That lovin' rag.....	1907	They were all out of step but Jim...	1918
That mellow melody.....	1912	Thine alone.....	1917
That mesmerizing Mendelssohn tune.	1909	This is the life.....	1914
That minor strain.....	1910	This is the Mrs. ....	1931
That mysterious rag.....	1911	This time it's love.....	1935
That naughty waltz.....	1920	Thou art so near and yet so far.. [1858?]	
That old gang of mine.....	1923	Thou swell.....	1927
That old girl of mine.....	1912	Though your sins be as scarlet.....	1887
That old Irish mother of mine.....	1920	Three for Jack.....	1904
That tumble-down shack in Athlone..	1918	Three's a crowd.....	1932
That was before I met you.....	1911	Three little words.....	1930
That wonderful mother of mine.....	1918	Three o'clock in the morning.....	1922
Then you'll remember me.....	1843	Three shades of blue.....	1927
There goes my heart.....	1934	Three wonder letters from home....	1918
There's a broken heart for every light on Broadway.....	1915	Thrill is gone, The.....	1931
There's a church in the valley by the wildwood .....	1865	Through the years.....	1931
There's a cradle in Caroline.....	1927	Throw him down, McCloskey.....	1890
There's a Dixie girl who's longing for a Yankee Doodle boy.....	1911	Throw me a kiss.....	1922
There's a garden in old Italy.....	1916		
There's a girl in the heart of Mary- land—with a heart that belongs to me .....	1913		
There's a girl in this world for every boy, and a boy for every girl.....	1907		
There's a light in your eyes.....	1918		



## MUSICAL CROSS-INDEX—Continued

Wake, Nicodemus.....	1864	What do we do on a dew-dew-dewy day.....	1927
Walkin' my baby back home.....	1930	What do you want to make those eyes at me for.....	1916
Waltz Huguette.....	1925	What does it matter.....	1927
Waltz me around again Willie—'round, 'round, 'round.....	1906	What is home without a mother.....	1854
Waltz of the Bell, The. See Ting-a-ling, The waltz of the bells.....	1926	What's the good of being good—when no one's good to me.....	1913
Waltz you saved for me, The.....	1930	What's the matter with father?.....	1910
Wang, wang, blues, The.....	1921	What's the use of loving if you can't love all the time.....	1906
Warblings at eve..... [1858?]		What is this thing called love.....	1930
Washington and Lee swing.....	1910	What the dicky-birds say.....	1886
Washington Post, The.....	1889	What'll I do.....	1924
Watching the clouds roll by.....	1928	What'll we do on a Saturday night—when the town goes dry.....	1919
Waters of Perkiomen.....	1925	What you goin' to do when the rent comes 'round? (Rufus Johnson Brown).....	1905
Waters of Venice.....	1918	When a fellow has turned sixteen.....	1898
Way down in my heart. See I've got a feelin' for you.....	1904	When a fellow's on the level with a girl that's on the square.....	1907
Way down in old Indiana.....	1901	When a maid comes knocking at your heart.....	1912
Way down in Iowa I'm going to hide away.....	1916	When Alexander takes his ragtime band to France.....	1918
'Way down yonder in New Orleans... ..	1922	When day is done.....	1926
Way out yonder in the golden west... ..	1914	When Francis dances with me.....	1921
We are coming, Father Abraham, 300,000 more.....	1862	When hearts are young.....	1922
We're in the money. See The gold diggers' song.....	1933	When I'm away from you, dear.....	1904
We're marching to Zion.....	1867	When I'm gone I won't forget.....	1920
We came from the same old state.....	1899	When I'm gone you'll soon forget... ..	1920
We don't want the bacon—what we want is a piece of the Rhine.....	1918	When I'm looking at you.....	1929
We fight tomorrow, mother.....	1898	When I dream in the gloaming of you.....	1909
We've a million in the field.....	1862	When I grow to old to dream.....	1935
We've been chums for fifty years... ..	1905	When I leave the world behind.....	1915
We shall meet but we shall miss him. See The vacant chair.....	1861	When I lost you.....	1912
We two shall meet again.....	1927	When I take my sugar to tea.....	1931
We were sweethearts for many years. 1895		When I was twenty-one and you were sweet sixteen.....	1911
We'll have a jubilee in my old Kentucky home.....	1915	When Irish eyes are smiling.....	1912
We'll have a kingdom.....	1926	When it's apple blossom time in Normandy.....	1912
We'll knock the Heligo-into Heligo-out of Heligoland.....	1917	When it's night time down in Bur-gundy.....	1914
We'll make hay while the sun shines. 1933		When it's night time in Dixie Land... ..	1914
Weary river.....	1929	When it's night time in Italy, it's Wednesday over here.....	1923
We're going over.....	1917	When it's springtime in the Rockies.. ..	1929
Wedding bells are breaking up that old gang of mine.....	1929	When Johnny comes marching home. 1863	
Wedding march.....	1843	When Kate and I were coming thro' the rye.....	1902
Wedding of the painted doll, The.....	1929	When my baby smiles at me.....	1920
Wedding of the winds.....	1897	When shall I again see Ireland.....	1917
Wee deoch-an-doris, A.....	1911	When sweet Marie was sweet sixteen. 1907	
Wee, wee, Marie. See Oui, oui, Marie.....	1918	When the angelus is ringing.....	1914
Weeping sad and lonely.....	1863	When the bell in the lighthouse rings ding, dong.....	1905
Wein, Weib und Gesang. See Wine, woman and song..... [1869]		When the birds have sung themselves to sleep.....	1900
Well-a-day.....	1846	When the birds in Georgia sing of Tennessee.....	1907
West of the great divide.....	1924		
Westward ho!—The covered wagon march.....	1923		
What a wonderful mother you'd be... ..	1915		
What do I care—what do I care, my sweetie turned me down. See My sweetie turned me down.....	1925		

MUSICAL CROSS-INDEX—Continued

When the black sheep returns to the fold .....	1916	When you wore a tulip and I wore a big red rose.....	1914
When the blue sky turns to gold.....	1901	When your love grows cold.....	1895
When the boys come home.....	1917	When Yuba plays the rumba on the tuba .....	1931
When the cherry blossoms fall.....	1919	Where are the friends of other days?.	1903
When the clock in the tower strikes twelve .....	1882	Where did Robinson Crusoe go with Friday on Saturday night.....	1916
When the corn is waving, Annie dear .....	[186-?]	Where did you get that girl.....	1913
When the harvest days are over, Jessie dear .....	1900	Where'd you get those eyes.....	1926
When the honeymoon was over.....	1921	Where do we go from here.....	1917
When the leaves come tumbling down	1922	Where do they go when they row, row, row.....	1920
When the midnight choo-choo leaves for Alabam' .....	1912	Where do you work-a, John.....	1926
When the mists have rolled away....	1883	Where have you been?.....	1930
When the mocking birds are singing in the wildwood.....	1905	Where is my (wand'ring) boy tonight	1877
When the moon comes over the mountain .....	1931	Where is the song of songs for me....	1928
When de moon comes up behind de hill .....	1900	Where my caravan has rested.....	1909
When the organ played at twilight....	1929	Where the black-eyed Susans grow... ..	1917
When the red, red robin comes bob, bob, bobbin' along.....	1926	Where the blue of the night meets the gold of the day.....	1931
When the roll is called up yonder....	1893	Where the morning glories grow.....	1917
When the twilight comes to kiss the rose "good night!" .....	1912	Where the morning glories twine around the door.....	1905
When the war is over, Mary.....	1864	Where the shy little violets grow.....	1928
When this cruel war is over. See Weeping sad and lonely.....	1863	Where the silv'ry Colorado wends its way .....	1901
When we are m-a-double-r-i-e-d.....	1907	Where the southern roses grow.....	1904
When Yankee Doodle learns to parlez vous francais.....	1917	Where the sweet magnolias grow.....	1899
When you ain't got no more money, well, you needn't come 'round.....	1898	Where was Moses when the light went out .....	1878
When you and I were seventeen.....	1924	While hearts are singing.....	1931
When you and I were young, Maggie.	1866	While the bloom is on the rye. See The bloom is on the rye.....	1832
When you're all dressed up and no place to go.....	1913	Whip-poor-will .....	1921
When you're away.....	1911	Whisper your mother's name.....	1896
When you're away.....	1914	Whispering .....	1920
When you're dressed up and no place to go.....	1913	Whispering hope.....	1868
When you're smiling—the whole world smiles with you.....	1928	Whistler and his dog, The.....	1905
When you're wearing the ball and chain .....	1914	Whistling coon, The.....	1888
When you come back.....	1918	Whistling Rufus.....	1899
When you come back they'll wonder who the—you are.....	1902	White dawn is stealing, The. See Four American Indian songs.....	1909
When you first kissed the last girl you loved .....	1908	White dove, The.....	1930
When you've had a little love you want a little more.....	1912	White peacock, The.....	1917
When you know you're not forgotten by the girl you can't forget.....	1906	White Wings.....	1884
When you look into the heart of a rose .....	1918	Who .....	1925
When you play in the game of love..	1913	Who can tell.....	1919
When you walked out someone else walked right in.....	1923	Who cares.....	1922
When you were sweet sixteen.....	1898	Who's afraid of the big bad wolf....	1933
When you wore a pinafore.....	1908	Who's sorry now.....	1923
		Who's wonderful, who's marvelous? Miss Annabelle Lee. See Miss Annabelle Lee.....	1927
		Who'll buy my violets—La violetera..	1923
		Whose baby are you.....	1920
		Whose little heart are you breaking now .....	1917
		Whosoever will may come.....	1891
		Why .....	1929
		Why can't I.....	1929
		Why dance.....	1931



## MUSICAL CROSS-INDEX—Continued

Why did they dig ma's grave so deep.	1880	Yankee rose.....	1926
Why do I.....	1926	Year's at the spring, The.....	1900
Why do I love you (My Fair Lady)...	1925	Yearning—just for you.....	1925
Why do I love you (Show Boat)....	1927	Yes! let me like a soldier fall.....	1845
Why don't you answer me.....	1920	Yes sir, that's my baby.....	1925
Why shouldn't I.....	1935	Yes! we have no bananas.....	1923
Why was I born.....	1929	Yesterday.....	1933
Wiegenlied. See Lullaby.....	[1868]	Yip-I-Addy-I-Ay.....	1908
Wiener Blut.....	[1873]	Yoo-hoo.....	1921
Wild flower.....	1923	You ain't heard nothing yet.....	1919
Wild rose (Sally).....	1920	You're a builder upper.....	1934
Wild rose, The (When Sweet Sixteen)	1910	You're a grand old flag.....	1906
Will you love me in December as you do in May?.....	1900	You're a great big blue-eyed baby...	1913
Will you remember (Sweetheart)....	1917	You're a million miles from nowhere.	1919
Willie, we have missed you.....	1854	You're an old smoothie.....	1932
Wine, woman and song.....	[1869]	You're devastating.....	1933
Winter.....	1910	You're driving me crazy!—what did I do?.....	1930
Wintergreen for president.....	1932	You are free.....	1919
With a song in my heart.....	1929	You're getting to be a habit with me..	1932
With all her faults I love her still....	1888	You're going far away, lad.....	1897
With all my heart.....	1935	You're in the right church, but the wrong pew.....	1908
With my eyes wide open I'm dream- ing.....	1934	You are mine evermore.....	1927
Without a song.....	1929	You're more than the world to me....	1914
Without a word of warning.....	1935	You're my baby.....	1912
Without that certain thing.....	1933	You're my everything.....	1931
Woman in the show, The.....	1929	You are my lucky star.....	1935
Woman is a sometime thing, A.....	1935	You're my past, present and future...	1933
Woman is only a woman but a good cigar is a smoke, A.....	1905	You're not the only pebble on the beach.....	1896
Wonder bar.....	1934	You're de apple of my eye.....	1896
Wonderful one.....	1922	You're the flower of my heart, sweet Adeline.....	1903
Wonderful you.....	1929	You are the ideal of my dreams.....	1910
Won't you be my honey.....	1907	You are the night and the music....	1934
Won't you be my little girl.....	1896	You're the top.....	1934
Won't you be my sweetheart.....	1893	You belong to me.....	1916
Won't you come over to my house....	1906	You brought a new kind of love to me.....	1930
Won't you tell me why, Robin.....	[1861]	You can have Broadway.....	1906
Won't you waltz "Home sweet home" with me.....	1907	You can't get along with 'em or with- out 'em.....	1916
Woodland sketches.....	1896	You can't play in our yard any more.	1894
Woodman! spare that tree!.....	1837	You can't stop me from loving you...	1912
Woodman, woodman, spare that tree.	1911	You didn't have to tell me—I knew it all the time.....	1931
Wooing of the violin, The.....	1920	You do something to me.....	1929
Words are in my heart, The.....	1935	You don't belong to the regulars, you're just a volunteer. See Mr. Volunteer.....	1901
Work for the night is coming.....	1864	You don't know Patee.....	1929
Would you care.....	1905	You don't like it—not much.....	1927
Would you like to take a walk.....	1930	You forgot your gloves.....	1931
Would you rather be a colonel with an eagle on your shoulder, or a private with a chicken on your knee.....	1918	You've got to see mamma ev'ry night—or you can't see mamma at all.....	1923
		You've got your mother's big blue eyes.....	1913
		You have taken my heart.....	1933
		You're just a little nigger, still you'se mine, all mine.....	1898
		You know and I know.....	1915

## Y

Yacka hula hickey dula.....	1916
Yama-Yama man, The.....	1908
Yankee doddle.....	[1782]
Yankee doodle boy, The.....	1904

## MUSICAL CROSS-INDEX—Continued

You let me down.....	1935	Young and healthy.....	1932
You made me love you—I didn't want to do it.....	1913	Young folks at home, The.....	1852
You oughta be in pictures.....	1934	Young man's fancy, A.....	1920
You oughta see my baby.....	1920	Young Molly who lived at the foot of the hill.....[1760?]	
You planted a rose in the garden of love .....	1914	Your dad gave his life for his coun- try .....	1903
You remind me of the girl that used to go to school with me!.....	1910	Your God comes first, your country next, then mother dear.....	1898
You remind me of my mother.....	1922	Your eyes have told me so.....	1919
You said it.....	1919	Your land and my land.....	1927
You splash me and I'll splash you....	1907	Yours sincerely.....	1929
You taught me how to love you, now teach me to forget.....	1909		
You took advantage of me.....	1928	<b>Z</b>	
You try somebody else.....	1931	Zenda waltzes.....	1896
You'll always be the same sweet girl.	1915	Zigeuner .....	1929
You'd never know the old home-town of mine.....	1915	Zip coon.....	1834
You wouldn't fool me.....	1928	Zizzy, ze zum, zum.....	1898

## THE AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS (ASCAP)

*In the following pages the VARIETY RADIO DIRECTORY presents a blue-print of each of the major licensing societies. In making this blue-print, it was deemed advisable to be as terse as possible, and to let contracts, papers, agreements, etc., show each society's aims, fees, and other characteristics.*

The American Society of Composers, Authors and Publishers (ASCAP) was organized in 1914 principally for the purpose of protecting the legal rights of its members in their copyrighted musical compositions against infringement by unlawful public performance for profit.

In short, the ASCAP is a body protecting and licensing *performing rights* of musical compositions. This includes small or strictly non-dramatic rights only. The set-up of ASCAP is expressed as "a voluntary, unincorporated and non-profit association."

Aside from protecting and licensing non-dramatic performances of its reservoir of musical composition to licensees who publicly perform them for profit, the ASCAP policy includes the following functions: "(1) to protect its members against piracies of any kind; (2) to promote reforms in the law respecting literary property; (3) to procure uniformity and certainty in such laws in all countries; (4) to facilitate the administration of copyright law; (5) to abolish abuses and unfair practices and methods in connection with the performance of musical works; (6) to promote and foster the interest of composers, authors and publishers of musical works; (7) to adjust and arbitrate differences between its members and between them and others; (8) to affiliate with similar societies, having similar objectives, already organized and existing in various foreign countries; and (9) to pursue a policy of caring for aged, indigent and sick composers and authors."

## ASCAP--Continued

Domestic authors and composers belonging to ASCAP number somewhat over 1,100. Publishers count up to about 100. (Names and lists are appended.) Additionally, ASCAP has affiliations with foreign organizations of similar nature in 25 countries, totaling some 45,000 composers, authors and publishers.

### ASCAP Licenses

When any commercial individual, company or corporation wishes to publicly perform for profit any musical compositions included in the ASCAP reservoir (domestic or foreign), a license must be obtained.

This license is not issued at so-and-so much per composition. It is in the form of a blanket permission and includes—generally on an annual basis—the right to any and all works. *Frequency or infrequency of choice has no bearing on the license.*

The sole deviation from free choice of any and all ASCAP compositions occurs with regard to broadcasting of certain compositions from musical comedies or current film plays. Such current productions are apt to have their music on a restricted list and to play it via the radio requires “special permission” in advance for each use. No charge is made for this permission.

### ASCAP and the Radio Broadcasters

Licenses between ASCAP and broadcasting stations were negotiated in a series of conferences between ASCAP and the National Association of Broadcasters (NAB). These agreements run until December 31, 1940. Copies of sample contracts are appended to give full details on what ground is covered, what the scale of fees is, etc.

Practically identical contracts are issued to motion picture theatres, dance halls and other classes of licensees, in groups, with this main exception—the amount of the fee is variably scaled according to location of the establishment, capacity thereof, hours of operation, admission prices, entertainment policy and so on.

From radio broadcasters, as well as other classes of licensees, ASCAP during the calendar year of 1937 collected the following sums:

#### (Gross ASCAP Receipts, 1937)

Radio (total) .....	\$3,878,751.94
{ Advertising fee .....	\$3,009,255.32 }
{ Sustaining fee .....	869,496.62 }
Motion Pictures .....	1,099,512.30
Restaurants .....	492,119.79
Hotels .....	209,649.89
Dance Halls .....	127,806.70
Miscellaneous .....	119,100.95
<b>TOTAL GROSS RECEIPTS .....</b>	<b>\$5,926,941.57</b>

#### Division of ASCAP Royalties

The money thus obtained in royalties is apportioned as follows:

Total gross .....	100%
Deduct for operating expenses (average) .....	18%
Deduct for foreign affiliated societies .....	10%

Remainder (72%) equals ..... Net distributable royalties

## ASCAP—Continued

The net distributable royalties are divided 50% to composer-author members and 50% to publisher members.

Distribution among composer author-members is under the jurisdiction of a committee chosen by the writers. These writer members are divided into nine classifications, including two "permanent" classes to which are assigned old-time famous writers who have not in recent years been very productive. The balance of the classes of writers is termed "active," and their respective shares in the distribution are determined by their individual classifications. Members dissatisfied with their classification may protest or appeal under the ASCAP by-laws.

Under this nine-classification set-up, the writers' money is thus divided via administration by a chosen committee. What is actually distributed in this manner, however, is the composer-authors' 50% of net distributable royalties, less an annual \$50,000. This annual \$50,000, not included in the general distribution, is a sum which, according to custom, is given out as a special bonus. At each quarterly distribution an analysis is made of works produced by the members in the preceding quarter and the four best songs are termed: "4-star," "3-star," "2-star" and "1-star" songs. In accordance with this star system \$12,500 is quarterly divided (\$50,000 annually) as encouragement money. A "4-star" award is made only for exceptional quality. Lesser awards are made in practically every quarter. No top-class writer (AA or A groups), however, may get a bonus. Bonuses are allotted only in the lower classification brackets.

The publisher members' 50% of net royalties is distributed under the jurisdiction of a Publishers' Classification Committee. This Committee awards it thus:

Twenty percent is distributed on a seniority basis.

Thirty percent is distributed according to "availability" values of the respective catalogues—that is, according to number, nature and character of works published, the popularity or vogue thereof, and the prestige, qualifications, etc., of the member.

Fifty percent is distributed in accordance with the performances credited to publishers upon an analysis of about 40,000 radio programs quarterly (network and independent).

Provisions are made for protests or appeals, as in the case of the writers.

The ASCAP maintains branch offices in localities designated in an appended list. It also has a staff of field representatives on the road to sell licenses or note infringement of ASCAP rights.

As aforementioned, as part of its work the ASCAP checks some 40,000 radio programs quarterly to note their musical ingredients and make accurate classifications. The last year for which such a check is available is 1936. During that year all songs having 10,000 or more radio performances were tabulated by ASCAP as the following:

### SONGS PLAYED OVER 10,000 TIMES IN 1936

*The 132 hits are listed below as tabulated by the American Society of Composers, Authors and Publishers, according to the number of times performed over the various stations of the NBC, CBS and other radio networks. An asterisk denotes that the song was played before January 1, 1934.*

TITLE OF SONG.	SOURCE.	TIMES BROAD- CAST.	START- ING DATE.	AUTHORS.	PUBLISHER.
1. <b>Did I Remember</b> .....	"Suzy" .....	30,442	June 13, '36	Walt. Donaldson Harold Adamson	Leo Feist, Inc.
2. <b>Melody from the Sky</b> .	"Trail of the Lone- some Pine".....	29,425	Jan. 1, '36	Sidney D. Mitchell Louis Alter	Famous Music

## ASCAP 1936 HITS—Continued

TITLE OF SONG.	SOURCE.	TIMES BROAD- CAST.	START- ING DATE.	AUTHORS.	PUBLISHER.
3. Is It True What They Say About Dixie.....	Popular .....	29,346	Feb. 3, '36	Gerald Marks Irving Caesar Sammy Lerner	Irving Caesar
4. Goody Goody.....	Popular .....	28,969	Jan. 9, '36	Johnny Mercer Matt Malneck	Crawford Music
5. You .....	"Great Ziegfeld".	28,685	Dec. 19, '35 (58)	Walt. Donaldson Harold Adamson	Leo Feist, Inc.
6. When I'm With You.....	"Poor Little Rich Girl" .....	28,522	June 23, '36	Mack Gordon Harry Revel	Robbins Music
7. Lost .....	Popular .....	28,224	Jan. 28, '36	Johnny Mercer Phil Ohman Macy O. Teetor	Robbins Music
8. When Did You Leave Heaven .....	"Sing Baby Sing"	27,352	July 6, '36	Richard Whiting Walter Bullock	Robbins Music
9. You Can't Pull the Wool Over My Eyes..	Popular .....	26,695	April 9, '36	Milton Ager Chas. Newman Murray Mencher	Ager, Yellin & Bornstein, Inc.
10. Stompin' at the Savoy.	Popular .....	26,610	May 18, '35 (93)	Benny Goodman Chic Webb Edgar Sampson	Robbins Music
11. Would You.....	"San Francisco".	25,994	Mar. 23, '36	Nacio H. Brown Arthur Freed	Robbins Music
12. There's a Small Hotel.	"On Your Toes".	25,942	Mar. 24, '36	Richard Rodgers Lorenz Hart	Chappell & Co., Inc.
13. Take My Heart (and Do With It As You Please) .....	Popular .....	25,904	April 27, '36	Fred E. Ahlert Joe Young	Crawford Music
14. Let Yourself Go.....	"Follow the Fleet"	25,234	Jan. 16, '36	Irving Berlin	Irving Berlin
15. All My Life.....	"Laughing Irish Eyes" .....	24,881	Feb. 27, '36	Sam H. Stept Sid. D. Mitchell	Sam Fox Pub. Co.
16. Stars and Stripes Forever .....	Popular .....	24,802	Jan. 4, '34*	John Phil. Sousa	John Church
17. Alone .....	"Night at the Opera" .....	24,748	Oct. 25, '35 (1,570)	Nacio H. Brown Arthur Freed	Robbins Music
18. These Foolish Things (Remind Me of You).	"Spread It Abroad" .....	24,565	May 21, '36	Jack Strachey Holt Marvell Harry Link	Boosey & Co., Ltd. Irving Berlin
19. Robbins and Roses....	Popular .....	24,542	Mar. 27, '36	Joe Burke Edgar Leslie	Irving Berlin
20. Glory of Love.....	Popular .....	24,465	April 6, '36	Billy Hill	Shapiro, Bernstein
21. Way You Look Tonight .....	"Swing Time"....	24,191	July 6, '36	Jerome Kern Dorothy Fields	Jerome Kern
22. It Will Have to Do Until the Real Thing Comes Along.....	Popular .....	24,143	July 30, '36	Sammy Cahn Saul Chaplin L. E. Freeman	Chappell & Co. Shapiro, Bernstein
23. It's Been So Long.....	"Great Ziegfeld".	22,985	Dec. 7, '35 (229)	Walt. Donaldson Harold Adamson	Leo Feist, Inc.
24. Cross Patch.....	Popular .....	22,963	Aug. 22, '36	Vee Lawnhurst Tot Seymour	Famous Music
25. Lights Out.....	Popular .....	22,629	Nov. 22, '35 (1,349)	Billy Hill	Shapiro, Bernstein
26. I'm Shooting High....	"King of Burlesque" .....	22,600	Dec. 10, '35 (681)	Jimmy McHugh Ted Koehler	Robbins Music
27. Touch of Your Lips..	Popular .....	22,396	Feb. 19, '36	Ray Noble	Santly Bros.-Joy
28. Star Fell Out of Heaven .....	Popular .....	22,384	July 8, '36	Mack Gordon Harry Revel	Crawford Music

ASCAP 1936 HITS—Continued

TITLE OF SONG.	SOURCE.	TIMES BROAD-CAST.	START-ING DATE.	AUTHORS.	PUBLISHER.
29. It's a Sin to Tell a Lie.	Popular	22,070	Feb. 6, '36	Billy Mayhew	Donaldson, Douglas & Gumble
30. Sing, Baby, Sing	Popular	21,912	July 3, '36	Lew Pollack Jack Yellin	Movietone Music
31. Christopher Columbus.	Popular	21,514	Jan. 8, '36	Leon Berry Andy Razaf	Joe Davis
32. She Shall Have Music.	Popular	21,423	Oct. 20, '35 (37)	Maurice Sigler Al Goodhart Al Hoffman	Cinephonic Music Chappell & Co.
33. I'm Gonna Sit Right Down and Write Myself a Letter	Popular	21,389	May 13, '35 (1,888)	Fred E. Ahlert Joe Young	Crawford Music
34. Bye Bye Baby	Popular	21,025	July 27, '36	Lou Handman Walter Hirsch	Irving Berlin
35. No Regrets	Popular	20,655	April 28, '36	Roy Ingraham Harry Tobias	Sherman, Clay
36. I Can't Escape from You	"Rhythm on the Range"	20,341	June 25, '36	Leo Robin Rich. A. Whiting	Famous Music
37. I'm an Old Cow Hand.	"Rhythm on the Range"	20,288	June 25, '36	Johnny Mercer	Leo Feist
38. Me and the Moon	Popular	20,229	July 7, '36	Lou Handman Walter Hirsch	Santly Bros.-Joy
39. Cling to Me	Popular	19,706	Dec. 2, '35 (1,390)	Joe Burke Edgar Leslie	Donaldson, Douglas & Gumble
40. Let's Face the Music (Lend Me Your Ears)	"Follow the Fleet"	19,699	Feb. 9, '36	Irving Berlin	Irving Berlin
41. Let's Sing Again	"Let's Sing Again"	19,648	May 3, '36	Jimmy McHugh Gus Kahn	Leo Feist
42. I'm Putting All My Eggs in One Basket	"Follow the Fleet"	19,637	Feb. 9, '36	Irving Berlin	Irving Berlin
43. I'll Sing You a Thousand Love Songs	"Cain and Mabel"	18,937	Aug. 30, '36	Harry Warren Al Dubin	Remick Music
44. I Feel Like a Feather in the Breeze	"Collegiate"	18,912	Nov. 8, '35 (2,715)	Mack Gordon Harry Revel	Famous Music
45. Stardust	Popular	18,902	Jan. 4, '34*	Hoagy Carmichael Mitchell Parish	Mills Music
46. You Turned the Tables on Me	"Sing Baby Sing"	18,482	June 13, '36	Louis Alter Sid. D. Mitchell	Movietone Music Corp.
47. Moon Over Miami	Popular	18,388	Nov. 28, '35 (4,497)	Joe Burke Edgar Leslie	Irving Berlin
48. With All My Heart	"Her Master's Voice"	18,371	Nov. 13, '35 (6,232)	Jimmy McHugh Gus Kahn	Leo Feist
49. Until Today	Popular	17,855	June 25, '36	J. Fred Coots Oscar Levant Benny Davis	Marlo Music
50. Tormented	Popular	17,781	Feb. 28, '36	Will Hudson	Mills Music
51. Please Believe Me	Popular	17,719	Oct. 26, '35 (3,911)	Al Jacobs Larry Yoell	Sherman, Clay
52. You Hit the Spot	"Collegiate"	17,665	Oct. 18, '35 (1,288)	Mack Gordon Harry Revel	Famous Music
53. On the Beach at Bali- Bali	Popular	17,545	May 12, '36	Abner Silver Al Sherman Jack Meskill	Joe Morris Music
54. You're Not the Kind	Popular	17,374	May 9, '36	Will Hudson Irving Mills	Exclusive Publi- cations, Inc.
55. Rendezvous with a Dream	"Poppy"	17,279	May 9, '36	Ralph Rainger Leo Robin	Famous Music
56. Sing Sing Sing (with a Swing)	Popular	17,131	Mar. 23, '36	Louis Prima	Robbins Music
57. Love Is Like a Cig- arette	Popular	16,905	Jan. 13, '36	Walter Kent Jerome Bernstein Rich. Aronstam	Shapiro, Bernstein

## ASCAP 1936 HITS—Continued

TITLE OF SONG.	SOURCE.	TIMES BROAD- CAST.	START- ING DATE.	AUTHORS.	PUBLISHER.
58. Beautiful Lady in Blue .....	Popular .....	16,817	Nov. 20, '35 (2,253)	J. Fred Coots Sam M. Lewis	Chappell & Co.
59. Every Minute of the Hour, Every Hour of the Day .....	Popular .....	16,628	Nov. 21, '35 (45)	Nick Kenny Charles Kenny	Schuster & Miller
60. There Is No Greater Love .....	Popular .....	16,426	Nov. 28, '35 (185)	Isham Jones Marty Symes	Isham Jones Music Corp.
61. Organ Grinder's Swing .....	Popular .....	16,178	May 5, '36	Will Hudson Mitchell Parish Irving Mills	Exclusive Publi- cations, Inc.
62. Fine Romance .....	"Swing Time" .....	15,839	July 31, '36	Jerome Kern Dorothy Fields	Jerome Kern
63. Lovely Lady .....	"King of Bur- lesque" .....	15,766	Dec. 21, '35 (279)	Jimmy McHugh Ted Koehler	Robbins Music
64. Music Goes 'Round and 'Round .....	Popular .....	15,757	Oct. 13, '35 (2,917)	Edward Farley Michael Riley Red Hodgson	Select Music
65. I'm Building Up to An Awful Let Down .....	Popular .....	15,735	Dec. 11, '35 (559)	Johnny Mercer Fred Astaire	Irving Berlin
66. When a Lady Meets a Gentleman Down South .....	Popular .....	15,639	Aug. 14, '36	Dave Oppenheim Michael H. Cleary Jac. Krakeur II	Popular Melodies
67. South Sea Island Magic .....	Popular .....	15,629	Aug. 7, '36	Andy Iona Long Lysle Tomerlin	Select Music
68. What's the Name of That Song .....	Popular .....	15,208	Jan. 20, '36	Vee Lawnhurst Tod Seymour	Popular Melodies
69. Liebesfreud (Love's Joy) .....	Popular .....	15,107	Jan. 2, '34*	Fritz Kreisler	Charles Foley
70. Red Sails in the Sun- set .....	Popular .....	14,888	Sept. 18, '35 (21,354)	Hugh Williams Jimmy Kennedy	Shapiro, Bernstein Peter Maurice
71. I Got Plenty o' Nuttin' .....	"Porgy and Bess" .....	14,796	Oct. 15, '35 (1,137)	George Gershwin Ira Gershwin Du Bose Heyward	Gershwin Pub.
72. If You Love Me .....	Popular .....	14,794	Jan. 29, '36	Ray Noble	Chappell & Co.
73. Wake Up and Sing .....	Popular .....	14,721	Jan. 15, '36	Cliff Friend Charlie Tobias Carmen Lombardo	Shapiro, Bernstein
74. Sweet Sue—Just You .....	Popular .....	14,702	Jan. 2, '34*	Victor Young Will J. Harris	Shapiro, Bernstein
75. Close to Me .....	Popular .....	14,558	Aug. 22, '36	Peter De Rose Sam M. Lewis	Harms, Inc.
76. Summertime .....	"Porgy and Bess" .....	14,419	Oct. 31, '35 (340)	George Gershwin Du Bose Heyward	Gershwin Pub.
77. In the Chapel in the Moonlight .....	Popular .....	14,371	Sept. 25, '36	Billy Hill	Shapiro, Bernstein
78. Swing, Mr. Charlie .....	Popular .....	14,365	Feb. 12, '36	J. Russel Rob'son Irving Taylor Harry Brooks Harry Engel	Words and Music Irving Taylor
79. Empty Saddles .....	"Rhythm on the Range" .....	14,353	June 25, '36	Billy Hill	Shapiro, Bernstein
80. Rhythm in My Nurs- ery Rhymes .....	Popular .....	14,273	Aug. 29, '35 (1,970)	Jimmie Lunceford Saul Chaplin Sammy Cahn Don Raye	Select Music
81. There Isn't Any Limit to My Love .....	Popular .....	14,249	Mar. 1, '36	Maurice Sigler Al Hoffman Al Goodhart	Cinephonic Music Co. Chappell & Co.

ASCAP 1936 HITS—Continued

TITLE OF SONG.	SOURCE.	TIMES BROAD- CAST.	START- ING DATE.	AUTHORS.	PUBLISHER.
82. Honeysuckle Rose.....	"Load of Coal".....	14,058	Jan. 2, '34*	Thomas Waller Andy Razaf	Santly Bros.
83. Afterglow .....	Popular .....	13,775	May 1, '36	Al Stillman Buck Ram Phil Levant	E. B. Marks
84. St. Louis Blues.....	Popular .....	13,561	Jan. 2, '34*	W. C. Handy	W. C. Handy
85. Don't Want to Make History, I Just Want to Make Love.....	"Palm Springs".....	13,437	Feb. 7, '36	Ralph Rainger Leo Robin	Famous Music
86. West Wind.....	Popular .....	13,400	Dec. 28, '35 (34)	Milton Ager Chas. Newman Murray Mencher	Ager, Yellen & Bornstein, Inc.
87. Sing an Old Fashioned Song (to a Young So- phisticated Lady).....	Popular .....	13,241	Dec. 17, '35 (320)	Fred E. Ahlert Joe Young	Crawford Music
88. De-Lovely .....	"Red, Hot and Blue" .....	13,136	Oct. 4, '36	Cole Porter	Chappell & Co.
89. Did Ja Mean It (Hope You Did— 'Cause So Did I).....	Popular .....	12,927	Sept. 25, '36	Mort Dixon Jesse Greer	Irving Berlin
90. Breakin' in a Pair of Shoes .....	Popular .....	12,821	Dec. 19, '35 (95)	Sam H. Stept Ned Washington Dave Franklin	Leo Feist, Inc.
91. Alone at a Table for Two .....	Popular .....	12,727	Dec. 19, '35 (119)	Ted FloRito Billy Hill Daniel Richman	Shapiro, Bernstein
92. Midnight Blue.....	"Siegfeld Follies"	12,468	Aug. 26, '36	Joe Burke Edgar Leslie	Robbins Music
93. Shoe Shine Boy.....	"Connie's Hot Chocolates of 1936"	12,430	Nov. 15, '35 (211)	Saul Chaplin Sammy Cahn	Mills Music
94. Eeny Meeny Meiny Moe .....	"If You Were Mine" .....	12,393	Oct. 10, '35 (11,130)	Johnny Mercer Matt Malneck	Irving Berlin
95. If We Never Meet Again .....	Popular .....	12,358	June 18, '36	H. Gerlach L. Armstrong	Southern Music
96. Who Loves You.....	Popular .....	12,224	Sept. 6, '36	J. Fred Coots Benny Davis	Joe Morris Music
97. Wah Hoo.....	Popular .....	12,157	Jan. 14, '36	Cliff Friend	Crawford Music
98. You Started Me Dreaming .....	Popular .....	12,129	Feb. 5, '36	Benny Davis J. Fred Coots	Marlo Mus. Corp.
99. But Where Are You..	"Follow the Fleet"	12,056	Feb. 9, '36	Irving Berlin	Irving Berlin
100. Dinner for One Please, James .....	Popular .....	11,957	Oct. 20, '35 (2,139)	Michael Carr	Peter Maurice Chappell & Co.
101. Here's Love in Your Eyes .....	"Big B'cast 1937"	11,810	Aug. 25, '36	Ralph Rainger Leo Robin	Famous Music
102. I Bet You Tell That to All the Girls.....	Popular .....	11,719	Mar. 25, '36	Sam H. Stept Charles Tobias	Crawford Music
103. 'Taint No Use.....	Popular .....	11,659	Mar. 4, '36	Burton Lane Herb Magidson	Crawford Music
104. Thanks a Million.....	"Thanks a Million" .....	11,629	Sept. 20, '35 (10,965)	Arthur Johnston Gus Kahn	Robbins Music
105. Without a Shadow of a Doubt.....	Popular .....	11,480	May 20, '36	J. C. Johnson George Whiting Nat Schwartz	Broadway Music



## ASCAP 1936 HITS—Continued

106. Dinah	..... Popular	11,461	Jan. 1, '34*	Harry Akst Sam M. Lewis Joe Young	Mills Music
107. I Love You Truly	..... Popular	11,432	Jan. 1, '34*	Carrie Jac. Bond	Carrie Jac. Bond
108. So This Is Heaven	..... Popular	11,386	Nov. 26, '35 (488)	Harold Spina Johnny Burke	Santly Bros.-Joy
109. My Melancholy Baby	..... Popular	11,375	Jan. 1, '34*	Ernie Burnett George Norton	Joe Morris
110. No Other One	..... Popular	11,213	Aug. 27, '35 (14,253)	Vee Lawnhurst Tot Seymour	Famous Music
111. I'll Stand By	..... Popular	11,196	Feb. 19, '36	Benny Davis J. Fred Coots	Crawford Music
112. Oh Promise Me	..... "Robin Hood"	11,107	Jan. 1, '34*	Reg. De Koven Clement Scott	G. Schirmer, Inc.
113. I've Got My Fingers Crossed	..... "King of Bur- lesque"	11,096	Nov. 26, '35 (816)	Jimmy McHugh Ted Koehler	Robbins Music
114. But Definitely	..... "Poor Little Rich Girl"	11,045	June 16, '36	Mack Gordon Harry Revel	Robbins Music
115. Rhythm Saved the World	..... Popular	10,948	Mar. 10, '36	Saul Chaplin Sammy Cahn	Select Music Pub.
116. I've Got You Under My Skin	..... "Born to Dance"	10,943	Sept. 29, '36	Cole Porter	Chappell & Co.
117. If I Should Lose You	..... "Rose of the Rancho"	10,914	Oct. 10, '35 (8,082)	Ralph Rainger Leo Robin	Famous Music
118. Welcome Stranger	..... Popular	10,806	Mar. 13, '36	Johnny Mercer	Robbins Music
119. Broken Record	..... Popular	10,774	Nov. 26, '35 (2,996)	Cliff Friend Chas. Tobias Boyd Bunch	Chappell & Co.
120. Washington Post	..... Popular	10,747	Jan. 20, '34*	John Phil. Sousa	Carl Fischer, Inc.
121. I'm Grateful to You	..... Popular	10,734	May 8, '36	J. Fred Coots Benny Davis	Words and Music
122. Twilight on the Trail	..... "Trail of the Lone- some Pine"	10,721	Jan. 17, '36	Sid. D. Mitchell Louis Alter	Famous Music
123. Love Came Out of the Night	..... Popular	10,668	Jan. 4, '36	Fred Rose Ed. G. Nelson	Forster Music
124. Saddle Your Blues to a Wild Mustang	..... Popular	10,648	Jan. 2, '36	Billy Haid George Whiting Buddy Bernier	Broadway Music
125. Talking Through My Heart	..... "Big B'cast 1937"	10,609	Aug. 25, '36	Ralph Rainger Leo Robin	Famous Music
126. Day I Let You Get Away	..... Popular	10,582	Nov. 21, '35 (607)	Tot Seymour Boyd Bunch Vee Lawnhurst	Popular Melodies
127. Doing the Prom	..... Popular	10,573	Jan. 19, '36	F. K. Shuman Jules Loman Allan Roberts	Melo-Art Music
128. Dream Awhile	..... Popular	10,546	May 18, '36	Phil Ohman Johnny Mercer	Robbins Music
129. Pennies from Heaven	..... "Pennies from Heaven"	10,423	Oct. 15, '36	Arthur Johnston Johnny Burke	Select Music
130. Swamp-Fire	..... Popular	10,312	Jan. 18, '35 (4,946)	Harold Mooney	Luz Bros.-Photo- play
131. In a Sentimental Mood	..... Popular	10,239	Dec. 28, '35 (58)	Duke Ellington	Milsons-Exclusive
132. I've Got a Heavy Date	..... Popular	10,219	Mar. 31, '36	J. W. Green Gus Kahn	Robbins Music

**ASCAP BROADCASTING LICENSE**

*(This is a facsimile reproduction of a contract made between the ASCAP and a broadcasting station licensee):*

**MEMORANDUM OF AGREEMENT** between AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS, (hereinafter styled "SOCIETY"), and (hereinafter styled "LICENSEE"), as follows:

1. SOCIETY grants to LICENSEE, its successors and assigns, and LICENSEE accepts for a period of three (3) years from....., a license to publicly perform by broadcasting from Radio Station..... located at.....

non-dramatic renditions of the separate musical compositions heretofore or hereafter during the term hereof copyrighted or composed by members of SOCIETY, or of which SOCIETY shall have the right to license such performing rights.

2. The within license does not extend to or include the public performance by broadcasting or otherwise of any rendition or performance of any opera, operetta, musical comedy, play or like production, as such, in whole or in part.

3. Nothing herein contained shall be construed as authorizing LICENSEE to grant to others any right to reproduce or perform publicly for profit by any means, method or process whatsoever, any of the musical compositions coming within the purview of the within license performed pursuant hereto, or as authorizing any receiver of any such broadcast rendition to publicly perform or reproduce the same for profit by any means, method or process whatsoever.

4. The within license is limited to the separate musical compositions heretofore or hereafter during the term hereof copyrighted or composed by members of SOCIETY, or of which SOCIETY shall have the right to license the performing rights hereinbefore granted, in programs rendered at or from said radio station, or at or from any other place duly licensed by SOCIETY to perform such works (unless the performance originates at a place or from a source which SOCIETY does not customarily license), from which place rendition of such works is transmitted to said radio station for the purpose of being broadcast from there.

It is understood, however, that LICENSEE shall be guilty of a breach under this Article (No. 4) only in the event that it continues to broadcast a program rendered at such places other than the said station after LICENSEE shall have received notice from SOCIETY that such other places are not licensed by SOCIETY to perform.

5. The within license is granted upon the express condition:

- (a) That should the power input as at present authorized by the Federal Radio Commission for the said station (                    watts) be changed during the term hereof, the basic fee as provided in the first paragraph of Article No. 8 hereof shall be adjusted.
- (b) That in event the license of said station from the Federal Radio Commission is terminated, cancelled, revoked or suspended, or in the event that radio broadcasting is supported from other sources or operated by other than private interests, than as now prevails, LICENSEE shall promptly notify SOCIETY thereof, and either SOCIETY or LICENSEE may then terminate this agreement; and in such event, LICENSEE shall be under no further liability to SOCIETY for the payment of any license fee hereunder; provided, however, that if the license of said station to broadcast is suspended for a period less than the term of the within license, then in such event LICENSEE shall be relieved from payment of the license fee hereunder only during such period of suspension.

6. LICENSEE agrees upon request to furnish to SOCIETY during the term of the within license a list of all musical compositions (or, at the option of LICENSEE, a list of all musical compositions heretofore or hereafter during the term hereof copyrighted or composed by members of SOCIETY or of which SOCIETY shall have the right to license the performing rights hereinbefore granted) broadcast from or through the said station, showing the title of each composition and the composer and/or author thereof;

ASCAP LICENSE—Continued

provided that LICENSEE shall not be obligated under this Article No. 6 to furnish such a list covering a period or periods in the aggregate during any one calendar year in excess of three months. The lists so furnished by LICENSEE to SOCIETY shall be strictly confidential and SOCIETY covenants that it will make no disclosure thereof or of the contents thereof.

7. SOCIETY agrees during the term hereof to maintain for the service of LICENSEE substantially its present catalogue of compositions heretofore or hereafter during the term hereof copyrighted or composed by members of SOCIETY. SOCIETY reserves the right, however, at any time and from time to time to withdraw from its repertory and from operation of the within license any musical composition or compositions; and upon any such withdrawal, LICENSEE may immediately cancel the within agreement by giving written notice to SOCIETY of its election so to do.

In the event of any such cancellation by LICENSEE, or in the event of a termination of this agreement and the within license pursuant to the provisions of Article No. 5 hereof, or otherwise, SOCIETY shall refund to LICENSEE pro rata license fees, if any, paid for a period beyond the date of such cancellation or termination.

8. Under the terms and conditions hereinabove set forth, LICENSEE agrees to pay to SOCIETY, as compensation for the within license, the sum of..... Dollars (\$.....) per annum, payable in equal monthly installments on or before the 10th of each month during the term thereof, plus

- (a) For the first year of the term hereof, a sum equal to three percent (3%) of the net receipts (as hereinafter defined) of the LICENSEE from the sale of its broadcasting facilities; and,
- (b) For the second year of the term hereof, a sum equal to four percent (4%) of the net receipts (as hereinafter defined) of the LICENSEE from the sale of its broadcasting facilities; and,
- (c) For the third year of the term hereof, a sum equal to five percent (5%) of the net receipts (as hereinafter defined) of the LICENSEE from the sale of its broadcasting facilities.
- (d) The term "net receipts" from the sale of its broadcasting facilities shall refer to the full amount charged by and actually paid to LICENSEE for the use of its broadcasting facilities (sometimes known as "time on the air"), after deducting commissions not exceeding fifteen percent (15%), if any, paid to the advertising agent or agency (not employed or owned in whole or in part by LICENSEE).

LICENSEE shall render monthly statements to SOCIETY on or before the 10th of each month covering the period of the preceding calendar month on forms supplied gratis by SOCIETY, and shall include in such statements all net receipts, without exception, during the said month from the sale of the broadcasting facilities ("time on the air") of the said station, which said statement shall be rendered under oath and accompanied by the remittance due SOCIETY under the terms hereof. Any such statement may also include a deduction by or credit to the LICENSEE for any amount reported by it as received during a prior month from the sale of its broadcasting facilities but which it has been compelled to refund as a "time discount." In the event that any such item shall be collected after it has been credited or deducted as aforesaid, it shall then be included again in the net receipts of LICENSEE on the monthly statement next succeeding the date of the actual collection.

9. SOCIETY shall have the right, by its duly authorized representative, at any time during customary business hours, to examine the books and records of account of LICENSEE only to such extent as may be necessary to verify any such monthly statement of accounting as may be rendered pursuant hereto; provided that such examination does not interfere with the usual conduct of business by LICENSEE.

It is understood and agreed that SOCIETY shall consider all data and information coming to its attention as a result of any such examination of books and records as completely and entirely confidential.

10. Upon any breach or default of any terms herein contained, SOCIETY may give LICENSEE thirty (30) days notice in writing to repair or correct such breach or default and in the event that such breach or default has not been repaired or corrected within said thirty (30) days, SOCIETY may then forthwith cancel said license.

**ASCAP LICENSE—Continued**

11. SOCIETY agrees to indemnify, save and hold LICENSEE harmless, and defend LICENSEE from and against any claim, demands or suits that may be made or brought against the LICENSEE with respect to renditions given during the term hereof in accordance with this license of musical compositions contained in SOCIETY'S repertoire heretofore or hereafter during the term hereof copyrighted or composed by members of SOCIETY.

In the event of the service upon LICENSEE of any notice, process, paper or pleading, under which a claim, demand or action is made or begun against LICENSEE on account of any such matter as is hereinabove referred to, LICENSEE shall forthwith give SOCIETY written notice thereof and simultaneously therewith deliver to SOCIETY any such notice, process, paper or pleading, or a copy thereof, and SOCIETY shall have sole and complete charge of the defense of any action or proceeding in which any such notice, process, paper or pleading is served. LICENSEE, however, shall have the right to engage counsel of its own, at its own expense, who may participate in the defense of any such action or proceeding and with whom counsel for SOCIETY shall co-operate. LICENSEE shall cooperate with SOCIETY in every way in the defense of any such action or proceeding, and in any appeals that may be taken from any judgments or orders entered therein, and shall execute all pleadings, bonds or other instruments, but at the sole expense of SOCIETY, that may be required in order properly to defend and resist any such action or proceeding, and properly to prosecute any appeals taken therein.

In the event of the service upon LICENSEE of any notice, process, paper or pleading, under which a claim, demand or action is made, or begun against LICENSEE on account of the rendition of any musical composition contained in the SOCIETY'S repertory but NOT heretofore or hereafter during the term hereof copyrighted or composed by members of SOCIETY, SOCIETY agrees at the request of LICENSEE to co-operate with and assist LICENSEE in the defense of any such action or proceeding, and in any appeals that may be taken from any judgments or orders entered therein.

12. All notices required or permitted to be given by either of the parties to the other hereunder shall be duly and properly given if mailed to such other party by registered United States mail addressed to such other party at its main office for the transaction of business.

IN WITNESS WHEREOF, this agreement has been duly subscribed by SOCIETY and LICENSEE this day of \_\_\_\_\_, 193 \_\_\_\_\_.

AMERICAN SOCIETY OF COMPOSERS,  
AUTHORS AND PUBLISHERS



By .....  
.....  
Licensee.

By .....

*(Footnote on the foregoing contract: while this contract in general applies to broadcasters, a separate contract has been devised for newspaper-owned stations—i.e., stations 51% or more owned and operated by a daily newspaper. Differing slightly in several respects from the foregoing contract, the newspaper-station contract varies expressly in stipulation No. 8. In the newspaper-station contract this stipulation reads as follows: "Under the terms and conditions hereinabove set forth, LICENSEE agrees to pay to SOCIETY, as compensation for the within license, the sum of*

Dollars (\$) )

*per annum, payable in equal monthly installments on or before the 10th of each month during the term hereof, plus, during each year of the term hereof, a sum equal to three percent (3%) of the gross amount of receipts of Licensee from the sale of broadcasting facilities for programs in which music copyrighted or composed by members of Society is rendered, until such receipts shall have reached the total sum of \_\_\_\_\_ Dollars; and five percent (5%) of all such receipts in excess of the foregoing amount. It is, however, understood and agreed that in no event shall the total aggregate sum payable by Licensee to Society during any single year of the term hereof be less than \_\_\_\_\_ Dollars, and the deficit, if any, of such total aggregate sum in respect of any single year to the*

## ASCAP LICENSE—Continued

last stated amount shall be paid within thirty days of the receipt by Licensee from Society of a bill covering such deficit. Provided, however, that gross receipts of the Licensee in respect of all commercial ("spot") announcements either interpolated between or preceding or following programs containing music copyrighted or composed by members of Society shall be subject to percentage payments as aforesaid. Public service announcements such as time announcements, weather and market reports, etc., shall be exempt from such percentage payments, as shall also be broadcasts of political conventions, civic gatherings, parades, public functions and sports events, such as football and baseball games, as to music played thereat by bands attendant at such events. Nor shall any percentages be payable to Society in respect of service charges connected with the transmission of a non-commercial program from a remote control point to the studio of Licensee.")

### ASCAP OFFICERS

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JOSEPH YOUNG.....	Secretary	SCHWARTZ & FROHLICH.....	General Counsel
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 Deems Taylor  
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 714 Volunteer Bldg.,  
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**ALASKA**  
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 Authors and Publishers,  
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 New York, N. Y.

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 1616 Baltimore Trust Bldg.,  
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**GEORGIA**  
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**IDAHO**  
 (Southern Part)  
 Hugo B. Anderson,  
 623 Continental Bank Bldg.,  
 Salt Lake City, Utah

(Northern Part)  
 Herman Kenin,  
 1412 Public Service Bldg.,  
 Portland, Ore.

## ASCAP BRANCHES—Continued

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7 So. Dearborn St.,  
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### INDIANA

Snethen & Summers,  
1214 Circle Tower,  
Indianapolis, Ind.

### IOWA

John C. Wooden,  
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Louisville Trust Bldg.,  
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J. Studebaker Lucas,  
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Birkenwald,  
Depositors Trust Bldg.,  
Augusta, Maine

### MARYLAND

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1616 Baltimore Trust Bldg.,  
Baltimore, Md.

### MASSACHUSETTS

R. W. Rome  
44 School Street  
Boston, Mass.

### MICHIGAN

Grosner & Burak  
782-784 Penobscot Bldg.,  
Detroit, Mich.

### MINNESOTA

Dwain M. Ewing  
909 Northwestern Bank Bldg.,  
Minneapolis, Minn.

### MISSISSIPPI

J. Studebaker Lucas,  
1015 Carondelet Bldg.,  
New Orleans, La.

### MISSOURI

(Address Nearest Office)  
Maurice J. O'Sullivan,  
700 Gloyd Bldg.,  
Kansas City, Mo.  
Karl P. Spencer,  
950 Telephone Bldg.,  
1010 Pine St.,  
St. Louis, Mo.

### MONTANA

American Society of Composers,  
Authors and Publishers,  
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1638 Lincoln Liberty Bldg.,  
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### RHODE ISLAND

R. W. Rome,  
44 School Street,  
Boston, Mass.

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I. T. Cohen,  
906 First National Bk. Bldg.,  
Charlotte, N. C.

### SOUTH DAKOTA

Dwain M. Ewing,  
909 Northwestern Bank Bldg.,  
Minneapolis, Minn.

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412 Tower Petroleum Bldg.,  
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Dallas, Texas

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44 School Street,  
Boston, Mass.

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### JAPAN

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Taiyo Building,  
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### ARGENTINA

G. Glacompol,  
Sante Fe 1548  
Buenos Aires, Argentina

### HAWAII

Samuel M. Roeder,  
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 Fazioli, Billy, Est. of  
 Federlein, Gottfried H.  
 \*Ferguson, Bob  
 †Fields, Arthur  
 Fields, Buddy  
 Fields, Dorothy  
 \*Filene, Morton  
 Finley, Lorraine N.  
 Fiorito, Ted  
 Fisher, Fred  
 Fisher, Mark  
 Fisher, William Arms  
 \*Fitzgerald, Joan  
 \*Fitzgerald, Malcolm  
 Flagler, Robert S., Est. of  
 Flatow, Leon  
 Fleeson, Neville  
 †Fletcher, Archie  
 \*Floyd, S. J.  
 Flynn, Allan  
 \*Ford, Tom  
 \*Foresio, D.  
 Forster, Dorothy  
 Forsyth, Cecil  
 Fowler, B. Sherman  
 Fox, J. Bertram  
 Fox, Oscar J.  
 \*Francis, Herbert  
 \*Francois  
 Franklin, Dave  
 \*Franklin, Howard

Franklyn, Blanche  
 Franko, Nahan, Est. of  
 \*Fredal, J.  
 Freed, Arthur  
 Freed, Ralph  
 Freer, Eleanor Everest  
 †Freudenthal, Joe  
 Frey, Hugo  
 Fried, Martin  
 Friedland, Apatole  
 Friend, Cliff  
 Friml, Rudolf  
 Frisch, Billy  
 \*Fullerton, H.

G

\*Gabriel, Mercedes  
 Gahm, Joseph, Est. of  
 Gaines, Samuel Richard  
 Galloway, Tod B., Est. of  
 †Gardner, Samuel  
 Gardner, William H., Est. of  
 Garrett, Lloyd Fry  
 \*Gasbrit, Obie  
 Gaskill, Clarence  
 Gaul, Harvey B.  
 \*Gault, Elmer  
 Gay, Byron  
 \*Geer, Leonore  
 Gensler, Lewis E.  
 Gerard, Richard Hirsch  
 Gerber, Alex  
 Gershwin, George, Est. of  
 Gershwin, Ira  
 †Giannini, Vittorio  
 \*Giesler, Carl  
 Gifford, H. Eugene  
 Gilbert, L. Wolfe  
 Gillespie, Haven  
 Gillespie, Marian E.  
 Ginsberg, Sol.  
 Glick, Jesse G. M.  
 Glogau, Jack  
 \*Glynn, Rowena  
 Godowsky, Leopold  
 Goering, Al  
 Goetz, E. Ray  
 Gold, Joe  
 Golden, Ernie  
 Golden, John  
 Goldman, Edwin Franko  
 Goldsworthy, W. A.  
 \*Good, Bart  
 Goodhart, Al  
 Goodman, Alfred  
 Goodman, Frank  
 Goodman, Lillian Rosedale  
 Goodwin, Joe  
 Goold, Sam, Est. of  
 \*Gordon, Curtis

\* Pseudonym.

† Added since List of January 1, 1937.

ASCAP COMPOSERS-AUTHORS—Continued

Gordon, Mack  
 Gorney, Jay  
 Gottler, Archie  
 \*Goudon, Pierre  
 \*Gould, Albert  
 Gould, Morton  
 Graff, George  
 Grainger, Percy Aldridge  
 \*Granados, Felipe  
 \*Grande  
 Grant, Bert  
 \*Grant, Cal  
 Grant, Charles N.  
 \*Grau, Franz  
 \*Gray, Alfred  
 \*Gray, Simeon  
 Green, Bud  
 Green, John W.  
 Greer, Jesse  
 \*Greve, Francois  
 Grever, Maria  
 Grey, Clifford  
 Grey, Frank H.  
 †Grier, Jimmie  
 †Griffin, Gerald  
 Griffiths, Elliot  
 Griselle, Thomas  
 Grofe, Ferde  
 Grossman, Bernie  
 Grosvenor, Ralph L.  
 Gruenberg, Louis  
 Grunberg, Jacques  
 Grunn, Homer  
 Guion, David W.  
 \*Gulesian, Grace Warner  
 †Gulesian, Mrs. M. H.  
 Gumble, Albert  
 Gunsky, Maurice J.  
 Gurewich, Jasha  
 Gusman, Meyer  
 †Gwynn, Francis

H

Hadley, Henry  
 Haenschen, Walter G.  
 Hageman, Richard  
 Hagen, Milt  
 Hager, Clyde  
 Hahn, Carl, Est. of  
 Haid, Billy  
 \*Haig, Bernhard  
 Hajos, Karl  
 Hall, Wendell  
 \*Halley, Bill  
 Hamblen, Bernard  
 Hammerstein, Oscar, 2nd  
 \*Hampton, Roxanne  
 \*Hancock, John  
 Handman, Lou  
 \*Handy, Will  
 Handy, William C.

Hanighen, Bernard D.  
 Hanley, James F.  
 Hanlon, Bert  
 \*Hanna, Jack  
 Harbach, Otto A.  
 Harburg, E. Y.  
 \*Hare, Leslie  
 Harling, W. Franke  
 \*Harmonica Bill  
 †Harper, Marjorie  
 Harris, Charles K., Est. of  
 Harris, Edward  
 †Harris, Harry  
 Harris, Victor  
 †Harris, Will J.  
 Harrison, Charles F.  
 Hart, Lorenz  
 Hartman, Don  
 Hartman, Arthur  
 \*Hastings, Paul  
 \*Hathaway, Jane  
 †Haubiel, Charles  
 \*Haus, Johann  
 \*Haylin, Will  
 Hawley, C. B., Est. of  
 \*Hawthorne, Kathryn  
 Hazzard, John E., Est. of  
 Heagney, William H.  
 †Heifetz, Jascha  
 Hein, Silvio, Est. of  
 \*Heinrich  
 Henderson, Charles E.  
 Henderson, Ray  
 \*Henry, Clare Kummer  
 \*Henry, S. R.  
 \*Herbert, Charles K.  
 Herbert, Jean  
 Herbert, Victor, Est. of  
 Herscher, Louis  
 Hersom, Frank E.  
 Hess, Cliff  
 Heyman, Edward  
 Heyward, Du Bose  
 Heywood, Donald  
 Higginson, J. Vincent  
 \*Higginson, Richard  
 Hill, Alexander, Est. of  
 \*Hill, Billy  
 \*Hill, Charlie  
 Hill, William J.  
 \*Hilliard, Harry  
 \*Hills, Frank  
 Hirsch, Louis A., Est. of  
 Hirsch, Walter  
 Hobart, George V., Est. of  
 Hoffman, Al  
 \*Hoffman, Maurice  
 Holden, Sidney  
 Holiner, Mann  
 Hollander, Frederick  
 Hollingsworth, Thekla  
 Holzmann, Abraham  
 Homer, Sidney

Hooker, Brian  
 \*Hoover, Joe  
 \*Horne, Abel  
 Hoschna, Karl, Est. of  
 Hosmer, Lucius, Est. of  
 †Hough, Will M.  
 \*Howard, Dick  
 Howard, John Tasker  
 Howard, Joseph E.  
 \*Howell, Frank  
 Hubbell, Raymond  
 \*Hudson, Roberta  
 Hudson, Will  
 Huerter, Charles  
 Hueston, Billy  
 Hughes, Langston  
 \*Hughes, Rob  
 Hughes, Rupert  
 Huhn, Bruno  
 Hupfeld, Herman

I

\*Irwin, Will  
 †Irwin, William C. K.  
 \*Irving, Washington William  
 \*Ivers, Harold

J

\*Jackson, F.  
 Jacobi, Frederick  
 Jacobs, Al  
 Jaffe, Moe  
 James, Billy  
 James, Philip  
 \*James, S. Walter  
 Janis, Elsie  
 Janssen, Werner  
 Jasmyn, Joan  
 Jason, Will  
 Jenkins, Gordon  
 Jentes, Harry  
 Jerome, Jerome  
 \*Jerome, Larry  
 \*Jerome, Lawrence  
 Jerome, M. K.  
 \*Jerome, Richard  
 Jerome, William, Est. of  
 \*Johns, George  
 Johnson, Arnold  
 \*Johnson, Edward T.  
 \*Johnson, George  
 Johnson, Horace  
 Johnson, Howard E.  
 Johnson, J. C.  
 Johnson, James P.  
 Johnson, J. Rosamond

\* Pseudonym.

† Added since List of January 1, 1937.

## ASCAP COMPOSERS-AUTHORS—Continued

Johnson, James Weldon  
 Johnston, Arthur  
 Johnstone, Gordon, Est. of  
 Johnstone, Thomas A.  
 Johnstone, Will B.  
 Jolson, Al  
 \*Jonas, Julius  
 \*Jones, Chris  
 \*Jones, Gregory  
 Jones, Isham  
 Jones, Stephen  
 \*Jones, Tom  
 \*Juan y Dlorah

### K

\*Kackley, Bob  
 Kahal, Irving  
 Kahn, Grace Le Boy  
 Kahn, Gus  
 \*Kalman, Erno  
 Kalmar, Bert  
 \*Karoly, Gondov  
 Kassel, Art  
 Kaufman, Mel B., Est. of  
 \*Kawelo, Icané  
 \*Keiser, R.  
 Keithley, E. Clinton  
 Kempinski, Leo A.  
 \*Kenbrovin, Jean  
 \*Kendall, Don  
 Kendis, James  
 \*Kennedy, H.  
 \*Kenny, C. Francis  
 Kenny, Charles F.  
 Kenny, Nick A.  
 \*Kent, Richard  
 Kent, Walter  
 Kern, Jerome  
 Kernell, Wm. B.  
 Kernochan, Marshall  
 Kerr, Harry D.  
 \*Kiehl, Heinrich  
 Kilenyi, Edward  
 \*King, Al  
 King, Jack  
 \*King, Joe  
 \*King, Robert  
 King, Robert A., Est. of  
 King, Wayne  
 \*Kingsley, Robie  
 Kisco, Chas. W.  
 \*Kisco, Charley  
 Klages, Raymond W.  
 \*Klein, David  
 Klein, Lou  
 Klemm, Gustav  
 Klenner, John  
 Klickmann, F. Henri  
 Knox, Helen

Koehler, Ted  
 †Kogen, Harry  
 Kortlander, Max  
 Kountz, Richard  
 Kramer, A. Walter  
 \*Kraushaar, Charles  
 Kreisler, Fritz  
 Krouse, H. Sylvester  
 Kummer, Clare  
 Kurtz, Manny

### L

Lada, Anton  
 \*Lada, Raymond Anton  
 La Forge, Frank  
 La Freniere, Emma P.  
 \*Lakay, Rudy  
 Lake, Mayhew Lester  
 \*L'Albert  
 \*Lamont, Arthur  
 Lampe, J. Bodewalt, Est. of  
 Lane, Burton  
 Lane, Eastwood  
 Lange, Arthur  
 Lange, Henry W.  
 Lannin, Paul  
 Lardner, Ring, Est. of  
 La Rocca, D. James  
 Laska, Edward  
 \*Lauver, David  
 Lawlor, Chas. B., Est. of  
 Lawnhurst, Vee  
 \*Lawrence, Fred  
 Lawrence, Jack  
 Layton, Turner  
 \*Leazer, Louis  
 Le Baron, William  
 \*Lee, Annabelle  
 \*Lee, Dorothy  
 \*Lee, Mandy  
 Lee, Norah  
 \*Leigh, Norman  
 \*Lemare, Jules  
 \*Lennell, Dodd  
 \*Lennie  
 \*Leonard, Emil  
 Lerner, Sammy  
 \*Le Roy, Margaret  
 Leslie, Edgar  
 \*Lesser, S.  
 \*Lester, Ida  
 Levant, Oscar  
 Leveen, Raymond  
 Levenson, Boris  
 Levey, Harold  
 Levinson, Jerry  
 Lewis, Al  
 \*Lewis, Alan  
 \*Lewis, Bobby  
 Lewis, Harold  
 Lewis, Roger

Lewis, Samuel M.  
 \*Ley, Benton  
 Lief, Max  
 Lief, Nathaniel  
 Lieurance, Thurlow  
 Link, Harry  
 Little, George A.  
 Little, Jack  
 Livingston, Bill  
 Livingstone, Mabel  
 \*Locke, Harold  
 Lockhart, Eugene  
 Loeb, John Jacob  
 Loesser, Frank  
 Logan, Fred'k Knight,  
 Est. of  
 Logan, Virginia K.  
 Loman, Jules  
 Lombardo, Carmen  
 \*Lounsbury, Walter  
 \*Lovell, Richard  
 \*Lowell, J. Edgar  
 Lyman, Abe

### M

MacBoyle, Darl  
 MacDermid, James G.  
 MacDonald, Ballard, Est. of  
 MacDonough, Glen, Est. of  
 †Mac Dowell, Edward,  
 Est. of  
 \*Mack, Cecil  
 \*Mack, Jay  
 Madden, Edward  
 Maduro, Charles  
 Maganini, Quinto  
 Magidson, Herbert  
 Magine, Frank  
 Mahoney, Jack  
 Maley, Florence Turner  
 Malneck, Matt  
 Malotte, Albert Hay  
 Maltin, Bernard  
 Mana-Zucca, Mme.  
 Manney, Charles F.  
 Manning, Kathleen L.  
 \*Mapleson, Anna  
 Marion, George, Jr.  
 \*Marion, Will  
 Marks, Gerald  
 \*Marsden, Philip  
 Marshall, Henry I.  
 Martens, Fred'k H., Est. of  
 \*Martin, Bob  
 \*Martin, Lem  
 Mason, Daniel Gregory  
 \*Mathis, Jules  
 \*Matteson, John Somers  
 Matthews, H. Alexander  
 \*Maxfield, Stanley

\* Pseudonym.

† Added since List of January 1, 1937.

ASCAP COMPOSERS-AUTHORS—Continued

\*May, H. I.  
 McCarron, Chas., Est. of  
 McCarthy, Joseph  
 McConnell, George B.  
 McHugh, Jimmie  
 McKee, Frank W.  
 McKenna, William  
 \*McKinley, Elwood  
 McLaughlin, John  
 McPhail, Lindsay  
 McPherson, R. C.  
 \*Media, Jay  
 Melrose, Walter  
 \*Melville, Paul  
 Mencher, Murray  
 Mendoza, David  
 \*Menges, Eliz.  
 \*Menler, Karl  
 Mercer, John W.  
 Merle, George  
 Merrill, Blanche  
 Meskill, Jack  
 Metz, Theo. A., Est. of  
 Meyer, George W.  
 Meyer, Joseph  
 Meyers, Billy  
 \*Miles, Nat  
 Miles, Walter E.  
 Millay, Edna St. Vincent  
 Miller, Bob  
 Miller, Ned  
 Mills, F. A.  
 Mills, Irving  
 \*Mills, Kerry  
 \*Milne, R. L.  
 \*Mistowski, Mischa  
 Mitchell, Sidney D.  
 Moll, Billy  
 Monaco, James V.  
 \*Monroe, Jack  
 \*Montaine, R. A.  
 †Montani, Nicola A.  
 Mooney, Harold  
 \*Moore, Arthur  
 Moore, Elizabeth Evelyn  
 Moore, Francis  
 \*Moore, Hartley  
 \*Moore, Joe  
 \*Moore, John  
 Moore, Leslie F.  
 Moore, McElbert  
 Moran, Edward P.  
 \*Morelli, Pietro  
 \*Moret, Neil  
 \*Morgan, Bern  
 Morgan, Carey  
 \*Morgan, J. P.  
 \*Morgan, Robert  
 Morris, Edward  
 Morris, Melville  
 \*Morrison, R. L.  
 Morse, Arthur Cleveland  
 Morse, Dolly

\*Morse, Dorothy  
 \*Morse, Theodora  
 Morse, Theodore, Est. of  
 \*Moskowitz, R. A.  
 Motzan, Otto, Est. of  
 \*Moya  
 \*Mozenaiko, D.  
 \*Muller, Rudi  
 Murchison, Kenneth M.  
 Murphy, Owen  
 Murphy, Stanley, Est. of  
 \*Murray, Frank  
 Murray, Jack  
 \*Murray, John  
 Myers, Richard  
 Mysels, Sammy

N

Neiburg, Al. J.  
 \*Neil, Harrison  
 Nelson, Ed. G.  
 Nevin, Arthur  
 Nevin, Ethelbert, Est. of  
 Nevin, George B., Est. of  
 Nevin, Gordon Balch  
 \*Newell, Roy  
 Newman, Charles  
 \*Newman, M.  
 Nichols, Alberta  
 \*Nichols, Ken  
 \*Nield, Ernest  
 \*Noble, David  
 Noble, John Avery  
 \*Nomis, Adrian  
 \*Norman, Pierre  
 Norworth, Jack  
 \*Nuffert, Oscar T.  
 \*Nyles, W. A.

O

Oakland, Ben  
 O'Dea, A. Caldwell, Est. of  
 O'Flynn, Charles  
 O'Hara, Geoffrey  
 Ohman, Phil  
 O'Keefe, James  
 O'Keefe, Lester  
 Olcott, Chauncey, Est. of  
 \*Old Hayden  
 Olman, Abe  
 \*Onivas  
 Oppenheim, David  
 Orlob, Harold  
 Osborne, Nat  
 Osgood, H. O., Est. of  
 Otvos, A. Dorian  
 Owens, Harry  
 \*Oyett, Dayne

P

\*Page, Horace  
 Paley, Herman  
 Palmer, Jack  
 \*Pardette, Neil  
 Parenteau, Zoel  
 \*Paridon, Roxana  
 Parish, Mitchell  
 \*Parker, Dan  
 Parker, Horatio, Est. of  
 Paskman, Dailey  
 Pasternack, Josef  
 Paul, E. T., Est. of  
 Pease, Harry  
 \*Peck, Gerald  
 Peck, Raymond W.  
 Peery, Rob Roy  
 Penn, Arthur A.  
 Perkins, Frank S.  
 \*Perkins, Henry  
 Perkins, Ray  
 Perry, Sam A., Est. of  
 Peters, Wm. Frederick  
 Petkere, Bernice  
 Phillips, Fred  
 Piantadosi, Al.  
 \*Pickett, Robert E.  
 \*Pierce, A.  
 Pinkard, Maceo  
 Pirani, Eugenio Di  
 Pochon, Alfred  
 Polla, W. C.  
 Pollack, Lew  
 Pollock, Muriel  
 Ponce, Phil  
 Porter, Cole  
 \*Potter, Paul  
 Powell, John  
 Powell, Teddy  
 \*Powell, W. C.  
 Price, Georgie  
 \*Price, Sybil Yvonne  
 \*Prior, H. R.  
 †Prival, Max  
 \*Prokoff, Alexine  
 \*Prokoff, Ivan  
 Pryor, Arthur  
 \*Purcell, Gilbert

R

Rachmaninoff, Sergei  
 \*Rafael, Walter  
 Rainger, Ralph  
 \*Rand, Harry  
 \*Randolph, John Carroll  
 Rapaport, Ruth, Est. of  
 Rapee, Erno  
 Rasbach, Oscar

\* Pseudonym.

† Added since List of January 1, 1937.

## ASCAP COMPOSERS-AUTHORS—Continued

Raskin, William  
 Raymond, Harold  
 \*Raymond, Lester  
 Razaf, Andy  
 Reddick, William  
 Redmond, John  
 Reed, David  
 \*Reginald, Lawrence  
 \*Rehfeld, Julian  
 \*Reid  
 \*Rellim, Trebor  
 \*Renn, Charles  
 \*Renton, Victor  
 Repper, Charles  
 \*Retlaw, S. C.  
 Revel, Harry  
 \*Reynard, Jules  
 \*Reynolds, Herbert  
 \*Rezlit, Albert  
 Rice, Gitz  
 Rich, Max  
 Richman, Harry  
 \*Richmond, M.  
 Riesenfeld, Hugo  
 Ringle, Dave  
 \*Roaming Ranger, The  
 \*Robbins, Harry  
 Robe, Harold  
 \*Roberto, Carlos  
 \*Roberts, A.  
 Roberts, Allan  
 Roberts, Charles J.  
 \*Roberts, K. A.  
 \*Roberts, Kathleen A.  
 Roberts, Lee S.  
 \*Roberts, Steve L.  
 Robin, Leo  
 Robinson, J. Russel  
 Robison, Carson J.  
 Robison, Willard  
 Robyn, Alfred G., Est. of  
 Roder, Milan  
 Rodgers, Richard  
 Rogers, James H.  
 \*Rogers, John  
 \*Roland, Frank  
 Rolfe, Walter  
 Roma, Caro  
 Romberg, Sigmund  
 Ronell, Ann  
 \*Roosevelt, T.  
 Rose, Billy  
 Rose, Ed, Est. of  
 \*Rose, Fred  
 Rose, K. Fred  
 Rose, Vincent  
 Rosemont, Walter L.  
 \*Rosenberg, G. M.  
 \*Rosenthal, M. L.  
 Rosey, George, Est. of  
 Rosey, Joe  
 Rosoff, Charles

Rothberg, Bob  
 Rourke, M. E., Est. of  
 \*Rowe, Sidney  
 Rubens, Maurie  
 Ruby, Harry  
 Ruby, Herman  
 \*Rudd, Lee  
 Rupp, Carl  
 Russell, Alexander  
 Russell, Benec  
 †Russell, Sydney King  
 Russo, Dan  
 Ryan, Ben  
 Ryder, Sturkow, Mme.

### S

Saar, Louis Victor  
 Saenger, Gustav, Est. of  
 St. Clair, Floyd J.  
 \*St. Minnesota, Paul  
 Salter, Mary Turner  
 Saminsky, Lazare  
 Samuels, Frank  
 Samuels, Walter G.  
 Sanders, Alma M.  
 Sanders, Joe L.  
 Sanford, Dick  
 Santly, Henry W., Est. of  
 Santly, Joseph H.  
 Santly, Lester  
 Savino, Domenico  
 Schad, Walter C.  
 Schafer, Bob  
 Schertzing, Victor  
 Schmid, Adolf  
 Schmid, Johann C.  
 Schmidt, Erwin R.  
 Schoebel, Elmer  
 Scholl, Jack  
 Schonberg, Chris  
 Schonberger, John  
 Schuster, Ira  
 Schuster, Joseph  
 Schwartz, Arthur  
 \*Schwartz, Bernie  
 Schwartz, Jean  
 \*Schwartz, Nat  
 Schwarzwald, Milton  
 Scott, John Prindle, Est. of  
 \*Sen, Yama  
 Severn, Edmund  
 \*Seymour, S.  
 Seymour, Tot  
 \*Shade, William  
 \*Shadwell, William B.  
 \*Shane, Tom  
 Shapiro, Ted  
 Shay, Larry  
 Shelley, Harry Rowe  
 Sherman, Al  
 \*Sherman, Tobe  
 \*Sherwin, Sterling  
 \*Shick, Hans  
 Shields, Ren., Est. of  
 Shilkret, Nathaniel  
 Shuman, Francis K.  
 Siegel, Monty  
 Sigler, Maurice  
 \*Sigler, Mose  
 Signorelli, Frank  
 Silberta, Rhea  
 Silver, Abner  
 Silver, Frank  
 \*Silverman, Al  
 Silvers, Louis  
 Silvers, Sid  
 \*Silvio, Alberto  
 Simon, Edward G., Est. of  
 Simon, Nat  
 \*Simone, Nato  
 Simon, Robert A.  
 Simon, Walter C.  
 Simons, Seymour B.  
 \*Simpson, George  
 †Singer, Dolph  
 \*Singer, Joe  
 \*Siras, John  
 Sirmay, Albert  
 Sissle, Noble  
 Sizemore, Arthur L.  
 Skidmore, Will E.  
 Skilton, Charles S.  
 Sloane, A. Baldwin, Est. of  
 Smith, Chris  
 Smith, Clay, Est. of  
 Smith, Edgar  
 Smith, Harry B., Est. of  
 Smith, H. Wakefield  
 \*Smith, Joseph  
 Smith, Robert B.  
 \*Smith, Sol  
 Smith, Walter Wallace  
 Snyder, Ted  
 Sodero, Cesare  
 Solmon, Alfred  
 Sosnik, Harry  
 Sousa, John Philip, Est. of  
 Sowerby, Leo  
 Spaeth, Sigmund  
 Spalding, Albert  
 Speaks, Oley  
 Spencer, Fleta Jan Brown  
 Spencer, Herbert  
 Spencer, Otis  
 Spencer, Robert E.  
 †Spier, Harry R.  
 Spier, Larry  
 Spina, Harold  
 Spitalny, Maurice  
 Spross, Charles Gilbert  
 Squires, Harry D.  
 Stamper, Dave

\* Pseudonym.

† Added since List of January 1, 1937.

ASCAP COMPOSERS-AUTHORS--Continued

\*Stanley, F.  
 Stanley, Jack, Est. of  
 \*Stanton, Francis  
 Stanton, Frank L., Est. of  
 \*Stearns, Herbert  
 Steiger, Jimmy, Est. of  
 \*Stein, Jules K.  
 Steiner, Max  
 \*Stephens, Cliff  
 Stephens, Ward—  
 Stept, Sam H.  
 Sterling, Andrew B.  
 \*Stern, G. Radcliffe  
 Stern, Henry R.  
 Stern, Jack  
 \*Stevens, Alfred  
 Stevens, David  
 \*Stevens, Robert L.  
 \*Stewart, Daniel  
 Stickles, William  
 Still, William Grant  
 Stillman, Al  
 †Stock, Larry  
 \*Stocking, Elaine  
 Stoddard, George E.  
 †Stoessel, Albert  
 Stone, Billy, Est. of  
 \*Stone, Harold  
 Stothart, Herbert  
 Straight, Charley  
 \*Strebor, J. C.  
 Stride, Harry  
 †Stringfield, Lamar  
 \*Strong, Jesse  
 \*Stuart, Allan  
 Stults, R. M., Est. of  
 Sturm, Murray  
 Styne, Jule  
 \*Suede, Vasca  
 Suesse, Dana  
 Sullivan, Alexander C.  
 Sullivan, Henry  
 Sunshine, Marion  
 Swanstrom, Arthur  
 Sweatman, Wilbur C.  
 Swift, Kay  
 \*Sykes, Abner  
 \*Sylvia  
 Symes, Marty

T

\*Talbot, Maurice  
 Taylor, Deems  
 \*Taylor, Otis  
 \*Tchervanow, Ivan  
 \*Ted & Josh  
 Terker, Arthur  
 \*Terris, Dorothy  
 Terry, Robert Huntington  
 Thompson, Harlan  
 Thornton, James  
 Tierney, Harry

Tinturin, Peter  
 Tobias, Charles  
 Tobias, Harry  
 Tobias, Henry H.  
 \*Tobini, H.  
 Toch, Ernest  
 \*Toresio, H.  
 Tracey, Wm. G.  
 \*Travis, June  
 \*Tremblay, Al  
 Trent, Jo  
 Trinkaus, George J.  
 \*Tscherninoff, Feodor  
 Tucker, John Aloysius  
 Turk, Roy, Est. of  
 \*Turner, Anthony  
 \*Turner, John  
 \*Twohig, Daniel S.  
 Tyers, Wm. H., Est. of

V

\*Valdez, Jose  
 Vallee, Rudy  
 Van Alstyne, Egbert  
 \*Van Breit, Carl  
 Vanderpool, Frederick W.  
 Vann, Al  
 \*Van Norman, Frederic  
 Vecsei, Desider, Josef  
 †Vene, Ruggero  
 Verges, Joe  
 \*Vete, Albert  
 Vicars, Harold, Est. of  
 \*Victor, G.  
 Vincent, Nathaniel H.  
 \*Vincent, Paul  
 \*Violinsky  
 Von Der Goltz, Eric, Jr.  
 \*Von der Lieth, Leonore  
 Von Tilzer, Albert  
 Von Tilzer, Harry

W

\*Wadsworth, Henry  
 \*Waite, Jack  
 †Walker, James J.  
 \*Walker, Rene  
 \*Walker, Ronald  
 Wallace, Mildred White  
 \*Wallace, Walter  
 \*Waller, Fats  
 Waller, Thomas  
 Walsh, J. Brandon  
 \*Ward, Burt  
 Ward, Edward  
 Ward, Sam  
 Ware, Harriet  
 Warford, Claude  
 Waring, Tom  
 \*Warren, Cecil  
 Warren, Elinor Remick  
 Warren, Harry  
 Washington, Ned

Watts, Wintter  
 Wayne, Mabel  
 Webb, Kenneth S.  
 Webb, Roy  
 Webster, Paul Francis  
 Weeks, Harold  
 \*Weeks, Wilbur  
 Weidt, A. J.  
 Weill, Irving  
 Weinberg, Chas.  
 Weinberg, Jacob  
 Weldon, Frank  
 \*Wellesley, Grant  
 Wells, John Barnes, Est. of  
 Wendling, Pete  
 Wenrich, Percy  
 Weslyn, Louis, Est. of  
 West, Eugene  
 Westphal, Frank C.  
 Wever, Ned  
 Whitcup, Leonard  
 \*White, Alice  
 White, Clarence Cameron  
 \*Whitemore, Will  
 Whithorne, Emerson  
 Whiting, George  
 Whiting, Richard A.  
 Wiedoef, Rudy  
 \*Wiegand, Henry  
 \*Williams  
 Williams, Clarence  
 \*Williams, Joe  
 Williams, Sam  
 Williams, Spencer  
 Williams, W. R.  
 \*Wilmans, Wilman  
 Wilson, Al  
 \*Wilson, Duane  
 Wilson, Irving M., Est. of  
 \*Wilson, Lawrence  
 Wilson, Mortimer, Est. of  
 Winne, Jesse M.  
 Winternitz, Felix  
 †Wolf, Daniel  
 Wolfe, Jacques  
 Wood, Cyrus D.  
 \*Wood, L. Fred  
 Wood, Leo., Est. of  
 Woodin, William H., Est. of  
 Woodman, R. Huntington  
 Woods, Harry M.  
 †Wright, Frank A.  
 Wrubel, Allie  
 \*Wynn, Charles  
 Wynn, Ed.

X

\*\*"X"

Y

Yellen, Jack  
 Yoell, Larry  
 \*Yoelson, Asa

\* Pseudonym.

† Added since List of January 1, 1937.



ASCAP COMPOSERS-AUTHORS—Continued

Yon, Pietro A.	<b>Z</b>	*Zuera, Ramon
Youmans, Vincent		
Young, Joseph	Zamecnik, J. S.	HONORARY
Young, Victor (Standard)	†Zeno, Norman	Bitner, E. F.
Young, Victor (Popular)	Zimbalist, Efrem	Witmark, Jay

## ASSOCIATED MUSIC PUBLISHERS, INC., (AMP)

Associated Music Publishers, Inc., licenses both mechanical and performing rights (small and grand). Its catalogue totals about 250,000 compositions. Some 13,000 copyrights (plus the United Publishing Co. catalogue) are under its control.

AMP was incorporated in the State of New York on Dec. 22, 1926, and has been issuing licenses to radio stations since August, 1928. The corporation conducts a wholesale and retail music business, as well as the manufacture of electrical transcriptions.

### AMP Members

The following firms have assigned their U. S. copyrights to AMP, and granted Associated the exclusive agency in the U. S., and in most cases in Canada and Mexico also, for the sale and distribution of their musical publications, and the administration of performing and mechanical rights:

- Ed. Bote & G. Bock, Berlin.
- Editions Max Eschig, Paris.
- Julius Hainauer, Breslau.
- Kahnt, Leipzig (Pearls of Old Chamber Music).
- F. E. C. Leuckart, Leipzig.
- Adolph Nagel, Hanover (Nagel's Music Archives).
- B. Schott's Soehne, Mainz.
- N. Simrock, Leipzig.
- \* Universal Edition, Vienna (including Albert J. Gutman, Otto Maass and the Wiener Philharmonischer Verlag).
- Breitkopf Publications, Inc., New York.

(\* Note: Special permission must be secured from this publisher for sale or performance of stage works.)

The firm of Breitkopf & Hartel, Leipzig, has assigned its U. S. copyrights to Breitkopf Publications, Inc., and granted them the exclusive agency in the U. S. for the sale and distribution of their musical publications, and the administration of performing and mechanical rights. Breitkopf Publications, the assignee, has the same officers as Associated Music Publishers.

Three firms—M. P. Belaleff, Leipzig; Ludwig Doblinger, Vienna (serious music); and Wilhelm Hansen, Copenhagen (serious music)—have not assigned their copyrights to AMP, but have granted AMP the exclusive agency for the sale and distribution of their publications, and the administration of performing and mechanical rights.

Choudens, Paris, has given AMP the exclusive agency in the U. S. and Mexico for the sale and rental of its publications, and the exclusive right to administer grand rights.

United Publishing Co., New York, has given AMP the exclusive right to administer performing and mechanical rights in the U. S. and Canada.

Additionally, AMP controls a catalogue comprised of its own publications.

\* Pseudonym.

† Added since List of January 1, 1937.

AMP—Continued

Headquarters and Officers

Headquarters of the AMP are located at 25 W. 45th St., New York City; phone BRyant 9-0847. Officers of the firm are as follows:

- Chairman of the Board.....Waddill Catchings
- President.....M. E. Tompkins
- Secretary and Treasurer.....Anna M. Kerner
- Assistant Secretary.....E. K. Hessberg
- Assistant Treasurer.....T. J. Martin
- Assistant Treasurer.....S. Carlisle

Appended herewith is a sample performing rights contract issued by AMP to radio stations. Method of payment to AMP is indicated in this contract.

ASSOCIATED MUSIC PUBLISHERS CONTRACT

MEMORANDUM OF AGREEMENT between ASSOCIATED MUSIC

PUBLISHERS, INC., a New York corporation (hereinafter called "ASSOCIATED"), with its principal office located at 25 West 45th Street, New York City, N. Y., and..... (hereinafter called "LICENSEE"), as follows:

ASSOCIATED owns or controls for its own account, and/or as trustee, agent or otherwise for the account of others, the public performance rights for space radio broadcasting under certain United States copyrights covering musical and dramatico-musical compositions and is engaged in the publication of musical and dramatico-musical compositions and in the purchase, sale and rental of copies of musical and dramatico-musical compositions.

The LICENSEE is engaged in the operation of a space radio broadcasting station with the Call Signal ....., licensed by the Federal Communications Commission. For the purpose of this agreement "space radio" means communication by means of electrical energy radiated through space between two or more points without the use of lines, wires or cables connecting such points.

The parties hereto agree as follows:

1. ASSOCIATED hereby grants to the LICENSEE a non-exclusive license publicly to perform by space radio broadcasting from said station, such musical and dramatico-musical compositions, copyrighted under the laws of the United States, as, during the term of this agreement, are owned by ASSOCIATED for its own account or with respect to which ASSOCIATED owns or controls the public performance rights for space radio broadcasting under United States copyrights, as trustee, agent or otherwise for the account of the following music publishers:

- |   |  |
|---|--|
| Breitkopf & Hartel, Leipzig                 | Ed. Bote & G. Bock, Berlin                   |
| Doblinger, Vienna (excepting popular music) | Breitkopf Publications, Inc., New York       |
| Albert J. Gutman, Vienna                    | Editions Eschig, Paris                       |
| Julius Hainauer, Breslau                    | Hansen, Copenhagen (excepting popular music) |
| Kahnt's Music Archives, Leipzig             | F. E. C. Leuckart, Leipzig                   |
| Otto Maass, Vienna                          | Nagel, Archives, Hannover                    |
| B. Schott's Soehne, Mainz                   | N. Simrock, Leipzig                          |
| Universal Edition, Vienna                   | United Publishing Co., New York              |

Such license shall continue as to each of the compositions included within this paragraph, throughout the period of ASSOCIATED'S ownership or control thereof as aforesaid, but shall not extend beyond the duration of this agreement.

2. Nothing herein contained shall be construed as authorizing the LICENSEE to grant to others any right to reproduce or perform publicly by any means, method or process whatsoever, any of the musical compositions coming within the purview of this license, or as authorizing any receiver of any such broadcast rendition publicly to perform or reproduce the same by any means, method or process whatsoever.

## AMP LICENSE—Continued

3. This license is expressly limited to space radio broadcasting from said station of the LICENSEE and does not authorize any transmission whatsoever from said station by wire or by any means other than space radio broadcasting, except that it authorizes the transmission of programs by wire to affiliated space radio stations of the LICENSEE, if such affiliated space radio stations are licensed by ASSOCIATED to perform publicly for profit such musical and dramatico-musical compositions.

4. ASSOCIATED agrees to sell to the LICENSEE copies of such musical and dramatico-musical compositions as ASSOCIATED may have for sale, and agrees to rent to the Licensee copies of such musical and dramatico-musical compositions as are not for sale but are contained in the rental library of ASSOCIATED, on as favorable terms as ASSOCIATED sells or rents, as the case may be, copies of such compositions to others for use in space radio broadcasting by stations of the same output capacity as the herein licensed station.

5. This agreement shall be for the period of .....years from the date hereof and shall continue thereafter from year to year at the same rate unless and until either party hereto, on or before.....preceding the expiration of any such year, shall give notice in writing to the other party of its intention to terminate the same at the expiration of such year.

6. ASSOCIATED agrees that it will not, if the LICENSEE faithfully performs all of its obligations under this agreement throughout the duration thereof, institute suit against the LICENSEE for past infringement of any of the United States copyrights under which licenses are hereby granted, provided that such infringement occurred prior to the date of this agreement by means of public performance by space radio broadcasting by the LICENSEE and not otherwise, and provided further that the provisions of this paragraph shall be limited to such past infringements for which ASSOCIATED has, or may have during the continuance of this agreement, the right to sue, and to the extent of such right and to the period covered thereby.

7. The LICENSEE hereby accepts this license subject to all the conditions set forth in this agreement and agrees to pay ASSOCIATED as an annual fee an amount equal to the sum of the year's twelve one-time.....quarter-hour charges as they will appear each month of the year in the said station's published rate cards, payable in monthly installments consisting of the respective one-time.....quarter-hour published rate card charges for the twelve months of the year. Until revision of the present published one-time.....quarter-hour rates the annual fee will be ..... and the monthly installment will be..... On the first day of each month, the LICENSEE shall pay in advance to ASSOCIATED said monthly installment for such month and also the purchase price and rental fees for all copies of music purchased or rented by it from ASSOCIATED during the preceding month.

8. The LICENSEE agrees upon request to furnish to ASSOCIATED during the term of this agreement a list of all musical compositions broadcast from or through said station, showing the title of each composition and the composer and/or author thereof; provided that the LICENSEE shall not be obligated under this paragraph to furnish such a list covering a period or periods aggregating more than three months in any one calendar year. The lists so furnished by the LICENSEE to ASSOCIATED shall be strictly confidential and ASSOCIATED covenants that it will make no disclosure thereof or of the contents thereof.

9. If the LICENSEE shall make default in any of the payments as herein provided, or shall violate any of the other terms, conditions or limitations of this license, or shall become bankrupt or insolvent, ASSOCIATED may, at any time thereafter, upon written notice to the LICENSEE, terminate this agreement forthwith, and upon such termination this license shall immediately cease and determine, but such termination shall not release the LICENSEE from its obligation to make all payments which shall have accrued thereunder up to the date when such termination shall have become effective, and shall be without prejudice to any rights and remedies which ASSOCIATED may have for any such violation or default hereunder.

**AMP LICENSE—Continued**

10. This license is personal to the LICENSEE and is non-transferable and non-divisible; this agreement shall inure to the benefit of and be binding upon ASSOCIATED, its successors and assigns.

IN WITNESS WHEREOF the parties hereto have caused this agreement to be duly executed in triplicate this.....day of ....., 19...

ASSOCIATED MUSIC PUBLISHERS, INC.

WITNESS:

..... By.....  
..... President.  
..... Licensee.

WITNESS:

..... By.....

**MUSIC PUBLISHERS' PROTECTIVE ASSN.  
(MPPA)**

The Music Publishers' Protective Association came into existence as an unincorporated, voluntary association in April, 1917. It was provided in the constitution that the general objects of the association were to be the maintenance of high standards of commercial ethics and integrity among members; the promotion of equitable trade practices; and the encouragement of music and music writing. Any person, co-partnership or corporation engaged in the business of publishing music in the United States was eligible for membership. By October, 1917, the membership was 27.

The association in subsequent years brought about an agreement to discontinue payments to actors for singing songs, established facilities for the registration of titles, provided regulations for mechanical recordings (and later for sound pictures), installed a credit and collection bureau, inveighed against piracies and the unlawful manufacture and sale of song sheets, supported favorable copyright legislation, and at times acted on behalf of its members in the settlement of claims against licensees.

In 1927 the association entered the mechanical rights field as regards sound pictures. At that time E. C. Mills (now chairman of the board of directors of ASCAP) was appointed trustee to negotiate an agreement between Electrical Research Productions, Inc. (ERPI), a subsidiary of Western Electric, to cover the reproduction of copyrighted musical compositions by devices serving to synchronize the same with the presentation of motion pictures.

Six years later, in 1933, the association became the central licensing bureau for its members in regard to certain mechanical rights in the radio field—the field of electrical transcriptions.

While the association was reorganized and incorporated as the present Music Publishers' Protective Association in the latter part of 1935, its aims and functions have remained virtually the same as prior to the reorganization.

**Radio Rights**

In licensing transcription radio rights, the MPPA concerns itself with small (strictly musical) rights only. The scale of fees for such licensing is as follows:

*Sponsored transcriptions*: 25c per popular composition per transcription. If the composition is derived from a film or theatrical production, the fee is 50c.

*Sustaining transcriptions*: \$15 per composition per year.

*Off-the-air recordings*: This classification covers transcriptions cut directly while a live-talent program is being broadcast, for filing purposes, or for broad-

**MPPA—Continued**

cast later by stations not included in the original broadcast. Entry of the MPPA into this type of licensing is new, and the contract form so far is in the proposed stage only. A sample of this proposed contract is appended.

**Officers**

Headquarters of the Music Publishers' Protective Association are at 45 Rockefeller Plaza, New York City; phone Circle 6-3084. Harry Fox is general manager. Current officers are: Walter Douglas, president; Lester Santly, vice-president; Max Dreyfuss, treasurer, and Jack Mills, secretary.

**PROPOSED M.P.P.A. OFF-THE-AIR RECORDING LICENSE**

On behalf of the publishers named in Schedule "A", annexed hereto and made part hereof, which publishers hereinafter are referred to as my principals, I hereby grant to you the non-exclusive right, license, privilege and authority to record in the United States, either mechanically or electrically, music, musical compositions, or musical programs performed by broadcast, to the extent that the mechanical recording rights to such music or musical compositions, or part thereof, are owned or controlled by my principals, subject, however, to the following terms and conditions:

(1) That this license shall not extend to nor include musical compositions which have not theretofore been lawfully recorded under Section 1 (e) of the Copyright Act of the United States, nor musical compositions which have not theretofore been published and copyrighted.

(2) That this license shall not give you the right to record any musical composition not within the repertory of the American Society of Composers, Authors and Publishers, nor to record any performance not duly licensed by said American Society of Composers, Authors and Publishers.

(3) That no recording made or caused to be made by you hereunder shall be publicly performed for profit either by means of radio broadcast or otherwise, except that where due to unavailability of radio station facilities or resulting inconvenience to radio stations, recordings are made for delayed or deferred broadcasts, they may be broadcast within one week from the recording thereof.

(4) That no recording made or caused to be made by you hereunder shall be sold except for file, reference, or audition purposes, and that in no event shall any records (whether masters or pressings) be sold in bulk or to the general public.

(5) Each record made or caused to be made by you hereunder shall bear the following notice on a label:  
"The disposition or use of this record is strictly limited by written license."

(6) This license shall remain in full force and effect for the term of six (6) months from the date hereof.

(7) In consideration for the issuance of this license to you, you agree to pay therefor the sum of \$....., which sum shall be payable in six equal monthly installments on the first day of each month, commencing with the 1st day of ....., 1938.

(8) You hereby accept such license subject to all of the aforementioned terms and conditions.

Dated, the ..... day of ....., 1938.

.....  
Harry Fox, Agent and Trustee

Accepted:

.....

By.....

## M. P. P. A. MEMBERS

**Ager, Yellen & Bornstein, Inc.**

745 Seventh Ave.  
New York City

**Alfred Music Company, Inc.**

145 West 45th St.  
New York City

**Amsco Music Sales Company, Inc.**

1600 Broadway  
New York City

**M. Baron, Inc.**

151 West 57th St.  
New York City

**Irving Berlin, Inc.**

799 Seventh Ave.  
New York City

**Brehne Associates**

1619 Broadway  
New York City

**Broadway Music Corporation**

1619 Broadway  
New York City

**Irving Caesar Publishers**

1619 Broadway  
New York City

**Chappell & Co., Inc.**

1270 Sixth Ave.  
New York City

**Church and Sunday School Music Publishers Association**

124 North 15th St.  
Philadelphia, Pa.

**Circle Music Publications, Inc.**

1270 Sixth Ave.  
New York City

**Crawford Music Corporation**

1619 Broadway  
New York City

**L. B. Curtis**

1595 Broadway  
New York City

**Joe Davis, Inc.**

1619 Broadway  
New York City

**Donaldson, Douglas & Gumble, Inc.**

1619 Broadway  
New York City

**Exclusive Publications, Inc.**

1619 Broadway  
New York City

**Famous Music Corporation**

1619 Broadway  
New York City

**Leo Feist, Inc.**

1629 Broadway  
New York City

**Forster Music Publisher, Inc.**

216 South Wabash Ave.  
Chicago, Ill.

**Sam Fox Publishing Company**

1250 Sixth Ave.  
New York City

**Evan Georgeoff Music Publishing Co.**

The Arcade  
Cleveland, Ohio

**L. Wolfe Gilbert Music Publishing Co.**

6912 Hollywood Blvd.  
Hollywood, Calif.

**Green Bros. & Knight, Inc.**

1619 Broadway  
New York City

**Handy Bros. Music Company, Inc.**

1587 Broadway  
New York City

**Harms, Inc.**

1250 Sixth Ave.  
New York City

**Hollywood Songs, Inc.**

1250 Sixth Ave.  
New York City

**Jewel Music Publishing Company**

1674 Broadway  
New York City

**Ross Jungnickel, Inc.**

35 West Ninth St.  
New York City

**Kalmar and Ruby Music Corporation**

6301 Sunset Blvd.  
Hollywood, Calif.

**Lincoln Music Corporation**

1619 Broadway  
New York City

**Edward B. Marks Music Corporation**

RCA Building  
New York City

**Melo-Art Music Publishers**

1674 Broadway  
New York City

**Bob Miller, Inc.**

1619 Broadway  
New York City

**Miller Music, Inc.**

1619 Broadway  
New York City

**Mills Music, Inc.**

1619 Broadway  
New York City

**Movietone Music Corporation**

1250 Sixth Ave.  
New York City

**Olman Music Corporation**

1619 Broadway  
New York City

**Paramount Music Corporation**

1501 Broadway  
New York City

## MPPA MEMBERS—Continued

**Paul-Pioneer Music Corporation**  
1657 Broadway  
New York City

**Photo Play Music Company**  
1674 Broadway  
New York City

**Piedmont Music Company, Inc.**  
156 West 44th St.  
New York City

**W. A. Quincke & Co.**  
430 South Broadway  
Los Angeles, Calif.

**Radio Music Company, Inc.**  
907 Wurlitzer Bldg.  
Detroit, Mich.

**Red Star Songs, Inc.**  
1619 Broadway  
New York City

**Remick Music Corporation**  
1250 Sixth Ave.  
New York City

**Rialto Music Publishing Company, Inc.**  
1658 Broadway  
New York City

**Robbins Music Corporation**  
799 Seventh Ave.  
New York City

**Will Rossiter**  
173 West Madison St.  
Chicago, Ill.

**Roy Music Co., Inc.**  
1619 Broadway  
New York City

**Santly-Joy-Select, Inc.**  
1619 Broadway  
New York City

**Schuster & Miller, Inc.**  
1619 Broadway  
New York City

**Shapiro Bernstein & Co., Inc.**  
1270 Sixth Ave.  
New York City

**Skidmore Music Company, Inc.**  
1270 Sixth Ave.  
New York City

**Southern Music Publishing Co., Inc.**  
1619 Broadway  
New York City

**Larry Spier, Inc.**  
1619 Broadway  
New York City

**Superior Music, Inc.**  
1619 Broadway  
New York City

**Jerry Vogel Music Company, Inc.**  
114 West 44th St.  
New York City

**Milton Weil Music Company, Inc.**  
54 West Randolph St.  
Chicago, Ill.

**Clarence Williams Music Pub. Co.**  
145 West 45th St.  
New York City

**M. Witmark & Sons**  
1250 Sixth Ave.  
New York City

**Words and Music, Inc.**  
1619 Broadway  
New York City

## G. RICORDI & CO. (MILAN)

Currently the firm of G. Ricordi & Co. of Milan (not to be confused with G. Ricordi & Co. of New York) does its own U. S. licensing through its own U. S. representative—Dr. Renato Tasselli, 12 West 45th St., New York City. It licenses not only small (i.e., entirely musical) rights, but also grand (musical-dramatic) rights, mechanical rights, and synchronization rights.

Originally G. Ricordi's reservoir of music was available through ASCAP, but subsequent to 1933 the firm withdrew from the *Societa Italiana Decli Autori Ed Editori* (an ASCAP foreign affiliate) and began to do its own licensing. G. Ricordi is a publishing house, and its musical control extends over some 130,000 compositions, 500 of which are operas, and hundreds of others of which are symphonies.

Small rights are licensed to radio stations for lump-sum fees. Grand rights are licensed only for special payments.

### G. RICORDI CONTRACT

**Memorandum of Agreement** between G. RICORDI & Co., a private Partnership of Milan, Italy, (hereinafter called "Ricordi"), and.....  
.....  
(hereinafter called "Licensee"), as follows:

## RICORDI LICENSE—Continued

1. Ricordi grants and Licensee accepts for a period of one year, commencing.....  
....., a license to publicly perform by broadcasting from radio station.....  
located at ..... the musical compositions which are now owned  
or controlled or may hereafter during the term of this agreement be owned or controlled  
by said Ricordi.

2. This license shall not extend to or be deemed to include:

(a) Symphonic works, Operas, Operettas or dramatico-musical works (including plays with music, revues and ballets) in their entirety or separate acts, in any form whatsoever; but this license shall include the performances of excerpts or arrangement or instrumental selections from such works;

(b) Arias, Songs or other vocal excerpts from operas or dramatico-musical works when performed with full orchestra accompaniment.

3. The license herein granted and agreed to be granted hereunder is strictly limited to the performances by broadcasting from radio stations only and shall not confer on the licensee or his duly authorized appointees the right to reproduce or perform by television or any other means, method or process whatsoever, any of the musical compositions made available hereunder for broadcasting performances only.

4. The license herein granted shall authorize broadcasts only by the licensee herein named and shall not be deemed to authorize simultaneous broadcasts over stations not licensed by Ricordi.

5. Licensee agrees to pay Ricordi, at 12 West 45th Street, New York City, for the license the sum of.....dollars (\$.....) per month, payable monthly in advance, until.....(one year subsequent to date given above).

6. In the event of any breach or default by the licensee of any terms or conditions herein contained, Ricordi shall have the right to terminate this agreement and all rights granted thereunder.

IN WITNESS WHEREOF, this agreement has been duly subscribed and sealed by Ricordi and Licensee this.....day of.....193.....

G. RICORDI & C.

by ..... (L. S.)  
Attorney-in-fact

by ..... (L. S.) .....  
Licensee

## SOCIETY OF EUROPEAN STAGE AUTHORS AND COMPOSERS, INC. (SESAC)

The Society of European Stage Authors and Composers, Inc. (SESAC), controls: 1) small (strictly musical) performing rights; 2) grand (musical-dramatic) performing rights; and 3) mechanical rights (for transcription and synchronization use). Its catalogue includes symphonies and radio plays as well as popular music.

SESAC was founded in 1930, with 18 catalogues on its list. It currently holds 105 catalogues, embracing some 25,000 copyrighted musical compositions. Members in the society are not only European houses (as the name—something of a misnomer—would suggest), but include a number of U. S. firms.

Paul Heinecke is president of the corporation. Offices are located at 113 West 42d street, New York City (Bryant 9-3223).

### Intake and Setup

Annual intake of the members from radio broadcasting, transcription, and other sources of revenue, is divided according to a more or less mathematical



**SESAC—Continued**

formula. The latter is based on the following four points: 1) number of performances; 2) availability; 3) current activity; and 4) seniority.

SESAC claims to have about 500 contracts with broadcasting stations. It does not utilize branch offices, but contacts stations, etc., by means of traveling representatives. A program service department is maintained at headquarters to assist radio stations in matters of program, music and copyright clearance.

Appended is a list of SESAC members, as well as broadcasting (performing right) and transcription (mechanical right) contracts.

---

**SESAC BROADCASTING PERFORMANCE LICENSE**

---

**MEMORANDUM OF AGREEMENT** made this.....day of.....

193 , between .....  
(hereinafter called LICENSEE), and SOCIETY OF EUROPEAN STAGE AUTHORS AND COMPOSERS, Inc., a New York Corporation (hereinafter called LICENSOR), with its principal office located at 113 West 42nd Street, New York, N. Y.

LICENSOR has entered into various agreements whereby small and/or grand rights vested in, and controlled by, the foreign and American publishers and organizations, contained in the list herewith attached as Schedule "A," have been assigned to it.

LICENSOR is empowered, subject to the various terms and conditions in said agreements, and to rights assigned to it, to authorize, prohibit, supervise and control performances in the United States of America of musical compositions, musical dramatical works, and dramatic works.

LICENSEE is engaged in space radio broadcasting over the station(s) licensed by the Federal Communications Commission as follows:

<i>Station (s)</i>	<i>Wattage</i>	<i>Location</i>
.....	.....	.....
.....	.....	.....

The parties hereto accordingly hereby mutually agree as follows:

1. LICENSOR hereby grants and LICENSEE accepts, a non-exclusive license for the period hereof to broadcast (excluding television) from the space radio station(s) mentioned hereinabove such musical compositions as may now be, or during the period hereof shall be, owned or controlled by LICENSOR, and the performance of which for space radio broadcasting, LICENSOR may under its divers agreements authorize, prohibit, supervise and control. Such musical compositions shall be covered by this license throughout the time of LICENSOR's ownership or control thereof as aforesaid during the period hereof.

2. It is understood that so-called "GRAND RIGHTS," namely dramatic renditions in whole or part, of dramatico-musical and dramatic works owned or controlled by LICENSOR (e.g., dramas, plays, operas, operettas, revues, musical comedies, sketches and like productions), and renditions of symphonic works, cantatas, oratorios, etc., owned or controlled by LICENSOR, require a special permission in advance, in each instance, from LICENSOR, and special broadcasting performance fees and rental fees shall be arranged for in advance, in each instance, by LICENSOR.

3. All musical compositions broadcast by LICENSEE under this license shall be announced by the title and composer, and in the event that same shall be taken from a musical production or sound film, the name of the production or sound film shall also be announced in said broadcast. LICENSEE hereby agrees to furnish to LICENSOR, upon request, copies of its program records and furthermore agrees to permit LICENSOR, upon request, to examine at LICENSEE's offices, during business hours, the original program records.

4. LICENSOR reserves the right, at any time, from time to time, to restrict the performance by LICENSEE unless LICENSOR's written consent be first obtained, of any musical

SESAC LICENSE—Continued

compositions covered by the license herein granted, but the total number of any compositions which may be under restriction shall at no time exceed ten percent of LICENSOR's repertory.

5. LICENSEE hereby agrees to pay to LICENSOR for this license an annual fee of \$..... which shall be payable in advance in twelve equal monthly installments of \$..... on the.....day of each month for a license period of Five (5) years from..... 193 , to.....19 .

6. In event that LICENSEE is in arrears of any monthly payment, as stipulated herein, for more than 30 days, or in event that LICENSEE is adjudicated bankrupt, or declared, or becomes, insolvent, LICENSOR has the right to demand payment at once, or file a claim for, the balance of all monthly payments due or to become due under this license, or LICENSOR may in the alternative cancel this license.

7. The right to broadcast any musical compositions granted under this license extends only to LICENSEE broadcasting from the station (s) licensed under this agreement or from any other place(s) of origin duly licensed by LICENSOR, and LICENSEE may not relay and/or transmit in any manner whatsoever for re-transmission and/or re-broadcasting or otherwise, performances of said musical compositions, to any stations in a hook-up or network, or otherwise, unless such stations have duly procured licenses from LICENSOR. Nothing herein contained shall be construed as permitting LICENSEE to grant to others the right to broadcast, televise, reproduce or perform publicly for profit or otherwise, by any means, method or process whatsoever, any of the musical compositions so broadcast, or as permitting any receiver of the broadcast of any musical compositions to publicly rebroadcast, televise, perform or reproduce the same for profit or otherwise, by any means, method or process whatsoever, without first obtaining a written license from LICENSOR. LICENSEE shall have no right to perform or otherwise utilize any musical compositions covered under this agreement except as herein specified.

8. If at any time during the term of this agreement the power wattage, location, wave length, or allotted time be changed, or if the call signals or letters of LICENSEE's station (s) be changed (whether as a consequence of combination, consolidation or merger with any other broadcasting station(s) whatsoever, or otherwise) LICENSEE shall immediately notify LICENSOR thereof by UNITED STATES registered mail and this license shall continue, subject to all the conditions, restrictions and limitations therein, except that the license fee shall thereafter be at the rate charged by LICENSOR in accordance with its Prevailing Schedule.

9. This agreement is to be and remain in full force and effect until....., 19 , and will automatically continue in force thereafter from year to year subject to the right of either party hereto to terminate this agreement on....., 19 , or on..... in any year thereafter by giving written notice of its election so to terminate by UNITED STATES registered mail to the other party at least ninety days prior to the date fixed for termination.

10. This license is personal to LICENSEE and is non-assignable, non-transferable, and non-divisible by operation of law, judicial proceedings or sale, devolution, or otherwise; this agreement shall inure to the benefit of and be binding upon LICENSOR, its successors and assigns.

IN WITNESS WHEREOF the parties hereto have caused this agreement to be duly signed and sealed in quadruplicate as of the day and year first above written.

SOCIETY OF EUROPEAN STAGE AUTHORS AND COMPOSERS, INC.

Licensor

By..... (L. S.)  
President

Licensee

By..... (L. S.)

## SESAC TRANSCRIPTION MEMORANDUM FOR SUSTAINING AND LOCAL COMMERCIAL PROGRAMS

### TO APPLICANTS FOR TRANSCRIPTION LICENSES:

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Very truly yours,

SOCIETY OF EUROPEAN STAGE  
AUTHORS AND COMPOSERS, INC.

PAUL HEINECKE,  
President

---

*(Note: SESAC has a similar memorandum, containing contractual terms for "custom built" programs. It differs from the above memorandum only in paragraph 1, as follows: "SESAC will issue . . . licenses . . . for a charge to be paid by APPLICANT to SESAC on the 15th day following each calendar quarterly period, of twenty-five (25c) cents for each broadcast over each station of each SESAC COMPOSITION in each such transcription. Each station transmitting a transcription containing a SESAC COMPOSITION (hereinafter referred to as SESAC TRANSCRIPTIONS) whether by broadcasting or rebroadcasting on a network or by means of a pickup from another station, or otherwise, is to be considered as a separate station. In the application for such licenses or as soon as possible thereafter, APPLICANT will supply the number, call letters and locations of the stations which will be broadcasting or rebroadcasting whether one or more times, as aforesaid, such SESAC TRANSCRIPTIONS, and the respective dates and times thereof.")*

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- Accordion Music Publishing Co.**, New York, including:  
**Deiro, Pietro.**  
**Adler** (See **Edition Adler**).  
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**Alford, Harry L.**, Chicago.  
**Altschuler, J.**, Warsaw.  
**Apollo Music Company**, New York.  
**Aret, M.**, Warsaw.  
**Barnes, A. S. and Company, Inc.**, New York.  
**Barwicki, K. T.**, Poznan.  
**Becker** (See **RONDO-VERLAG**).  
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**Braun, Hubert J.**, Chicago.  
**Braun Organization, The** (See **Braun, Hubert J.**).  
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**Dahlquist Publishing Company**, St. Paul, Minn.  
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**De Vaignie Music Corporation**, Chicago.  
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**Rudnicki, Walery**, Warsaw.  
**"W.J.R.,"** Warsaw.  
**Rzepecki, J.**, Warsaw.  
**Editions Fermata** (See **Editions Internationales Fermata**).  
**Editions Internationales Fermata**, Buenos Aires (South American Publications).  
**Editions Internationales Fermata**, Warsaw (European Publications).  
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**Fermata** (See **Editions Internationales Fermata**).  
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**International Edition**, Leipzig.  
**Gebethner & Wolff**, Warsaw.  
**Gehrmans Musikforlag, Carl**, Stockholm.  
**Grabczewski, O. F.**, Warsaw.  
**Haberer-Helasco, Hermann**, Madrid-Berlin-Lisbon.  
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**Moderne Publications** (See **Cole**).  
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## SESAC MEMBERS—Continued

Hart's Music Company, Chicago.  
 Popular Music Publications, Chicago.  
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 Olympia (See Editions "Olympia").  
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 Polskie Towarzystwo Muzyki Wspolczesnej, Warsaw.  
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 Freeman (See Cole).  
 Pro Arte (See Editions Pro Arte).  
 "PWP" Przedstawicielstwo Wydawnictw Polskich (Association of Polish Publishers), Warsaw.  
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 Rialto Music Publishing Co., New York.  
 Rodoch (See Ediciones Rodoch).  
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 Rzepecki (See Edition ((Jastrzab")).  
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 Seemann (See Harmonie-Verlag).  
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Musikverlag Adolf Koester, Berlin.

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Reinecke, Gebrueder, Leipzig, including:

Joh. Foerster, Pirna.

Gustav Haushahn, Madgeburg.

J. Loebel, Zittau.

Rich, Noske, Borna.

(Symphonic Orchestral Works and Musical Dramatical Works)

Steingraeber Verlag, Leipzig (Orchestral Works and Chamber Music).

Vieweg, Chr. Friedr., Berlin (Orchestral Works, Chamber Music and Musical Dramatical Works).

\* Note: Foreign published editions of musical compositions and works originally published and copyrighted by American publishers are not to be deemed covered herein.

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Like the ASCAP, the Society of Jewish Composers, Publishers and Song Writers licenses the small performing rights of musical compositions which are the property of its members. The Society's roster is composed of 22 writers and publishers who formed the organization on February 5, 1932. The total amount of musical compositions in the various catalogues runs to 2,500.

Contracts between the Jewish Society and radio stations for the use of the Society's catalogues are in the form of an agreed amount of money. (See appended sample contract.) Officers of the Society are the following:

Sholom Secunda, president; Cantor Pinchus Jassinowsky, vice-president; Henry Lefkowitz, secretary; Alexander Olshanetsky, treasurer; Salom J. Pearlmutter, general manager; and A. Edward Moskowicz, counsel.

Headquarters are located at 152 West 42nd Street, New York City; telephone, LOnagacre 5-9124. Members are as follows:

A. W. Binder	Kammen Publishing Co.	Metro Music Co.
Joseph Brody	Yasha Kreitzberg (Jack Saxon)	Alexander Olshanetsky
Abraham Ellstein	Philip Laskowsky	Joseph Rumshinsky
Michel Gelbart	Henry Lefkowitz	Sholom Secunda
Solomon Golub	Isidor Lillian	Rev. A. Singer
Jacob Jacobs	Harry Lubin	Rev. A. Weisser
Pinchus Jassinowsky	David Meyrowitz	Herman Wohl
		Zavel Zilberts

## SAMPLE JEWISH SOCIETY CONTRACT

**MEMORANDUM OF AGREEMENT** between SOCIETY OF JEWISH COMPOSERS, PUBLISHERS and SONG WRITERS (hereinafter styled "Society"), and ..... (hereinafter styled "Licensee"), as follows:

1. Society grants and licensee accepts for a period of ..... commencing ..... a license to perform publicly at ..... and not elsewhere, non-dramatic renditions of the separate musical compositions copyrighted by members of the Society.

2. This license is not assignable nor transferable by operation of law, devolution or otherwise, and is limited strictly to the Licensee and to the premises above named. The license fee herein provided to be paid is based upon the performance of such non-dramatic renditions for the entertainment solely of such persons as may be physically present on or in the premises described, and does not authorize the broadcasting by radio-telephone, transmission by wire or otherwise, of such performances or renditions to persons outside of such premises, and the same is hereby strictly prohibited unless consent of the society in writing first be had.

3. Society reserves the right at any time to withdraw from its repertory and from operation of this license, any musical work, and upon any such withdrawal Licensee may immediately cancel this agreement. Either party to this agreement may, at any time, upon giving to the other party thirty days' prior notice in writing, by registered United States mail, terminate this agreement. Upon the termination of this agreement pursuant to any provision of this article "5," there shall be made to the Licensee a pro rata refund of any unearned license fees.

4. Licensee agrees, upon demand in writing of the Society, upon forms supplied by Society, whenever requested, to furnish a list of all music rendered at the premises hereby licensed, showing the title of each composition, and the publisher thereof.

5. Upon any breach or default of any term or condition herein contained Society may, upon notice in writing, cancel this license, and in event of such cancellation shall refund to Licensee any unearned fees paid in advance.

6. The parties hereto hereby agree that this agreement shall be deemed to be, and the same shall be, extended and renewed from year to year, unless either party, on or before thirty days next preceding the termination of any year, shall give notice in writing to the other by registered United States mail of the desire to terminate the same at the conclusion of such year.

7. Licensee agrees to pay Society for the license herein the sum of ..... Dollars (\$.....) annually, payable .....

In WITNESS WHEREOF, this agreement has been duly subscribed and sealed by Society and Licensee this ..... day of ..... 19.....

**SOCIETY OF JEWISH COMPOSERS, PUBLISHERS and SONG WRITERS**

# PROGRAM SET-UPS

Compiled and Diagrammed Under the Supervision of

**JOHN S. CARLILE**

**Production Manager, Columbia Broadcasting System**

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Radio and the field of photography are to some extent culturally allied arts. And both presume a foundation of technical principles and mechanical contrivances for their existence.

In photography much has been done to familiarize both accomplished photographer and tyro with such paraphernalia as lights, filters, exposure, film speeds, etc. These lessons were driven home by a liberal use of scale drawings and accompanying explanations. But in radio the corresponding problems of acoustical treatment, microphone placement, sound effects, and general "set-up," have not yet been placed before the industry in the simple, graphic fashion employed by the photographers. No scale drawings with explanations are anywhere available.

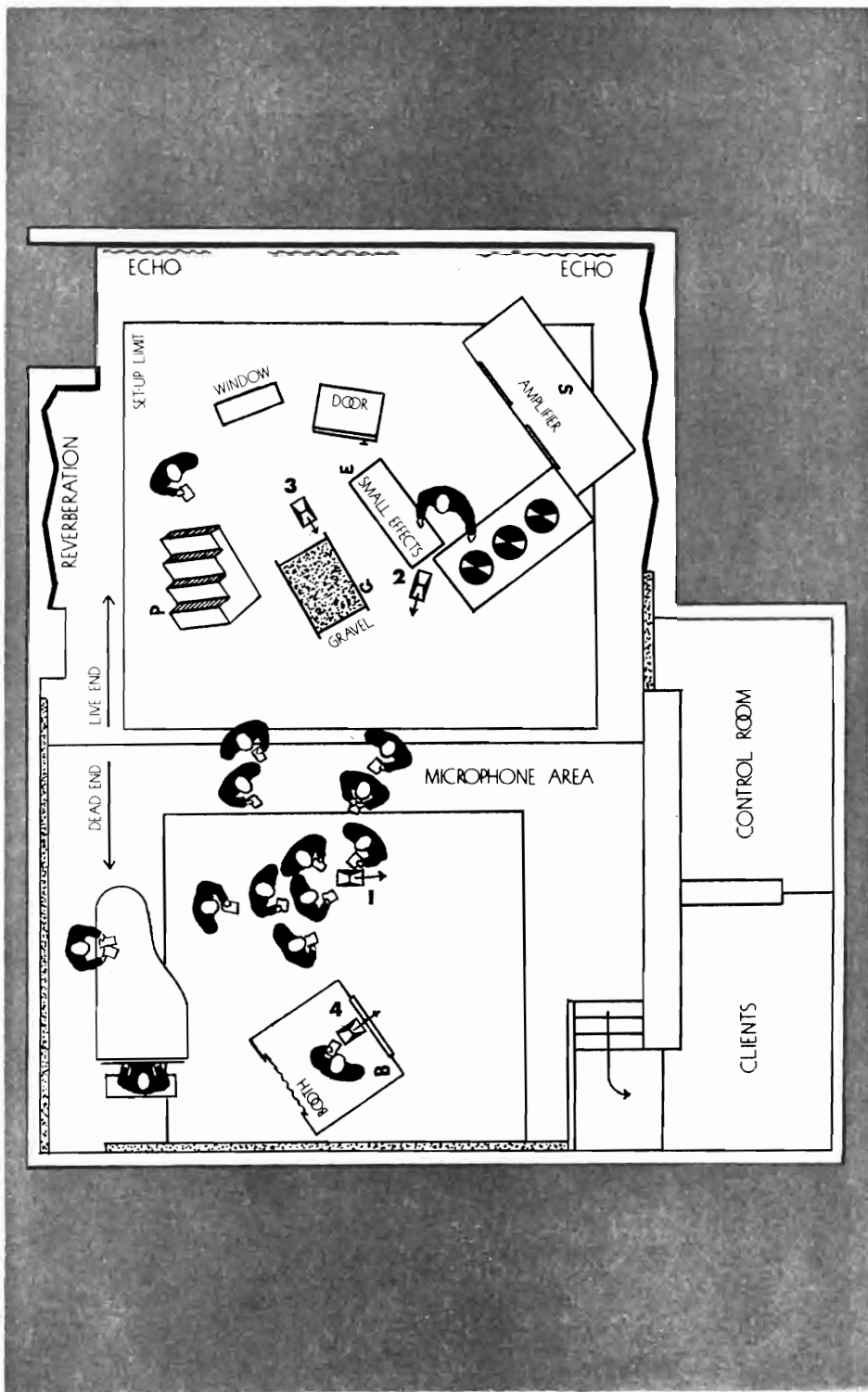
In this section John S. Carlile attempts a pioneer step in the direction blazed by the photographers. Drawings have been fashioned, as best possible, from a number of actual programs which are considered representative. In selecting these programs, popularity was of small concern. Rather the technical end alone was deemed important.

It should be kept in mind that this same kind of procedure could be done by an engineer, instead of by a producer. However, an engineer's work would be more theoretical, and would be approached mainly from the angle of electrical measurement and instrument capacity. The producer's approach, as herewith demonstrated, is greatly different. The producer is essentially a showman, and is principally interested in the various effects, musical or otherwise, which are desirable to obtain a program of distinction. Such an approach is highly important in the broadcast of every combination of sounds, except those produced in the rendition of classical or conventional music.

It is hoped that the programs selected for this section contain enough variety so that their "set-ups," either in entirety or in part, will cover a great many situations, when adapted to the requirements of any particular radio station.

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JOHN S. CARLILE, under whose supervision this section was compiled, is production manager of the Columbia Broadcasting System, author of "A Glossary of Production Terms" and "Studio Sign Language" (VARIETY RADIO DIRECTOR, Vol. I), "CBS Production Handbook," and "The Production and Direction of Radio Programs" (to be published this Fall). One of the early exponents of more showmanship in radio programs, he got his theatrical start as a bit actor in Victor Herbert operettas and in various road companies. Later, to please his father, he was ordained a minister, but left that calling when his preoccupation with religious drama failed to strike a responsive chord among his parishioners. In 1913 he began dabbling with radio, which (after the War) led to a position at WOR, New York, as assistant in production and office manager. Thence he went to Paramount to head the radio department, producing the "Paramount Publix Theatre of the Air" and dramatized newsreels. From Paramount he went to CBS to direct the "Cremo" series. Shortly afterward (1931) he was called upon to head the new CBS production department..





## GANG BUSTERS: DRAMA AND MULTIPLE SOUND EFFECTS

*("Gang Busters" is broadcast via CBS on Wednesdays at 10 p.m. under the sponsorship of Colgate-Palmolive-Peet's shave cream. Benton & Bowles, Inc. is agency. The program originates in Studio 3 at WABC, New York.)*

Quick-paced sound effects in a specially treated studio lend sparkle to this speedy series of dramas. From the standpoint of set-up ingenuity, it is these sound effects and these studio treatments which are of especial interest.

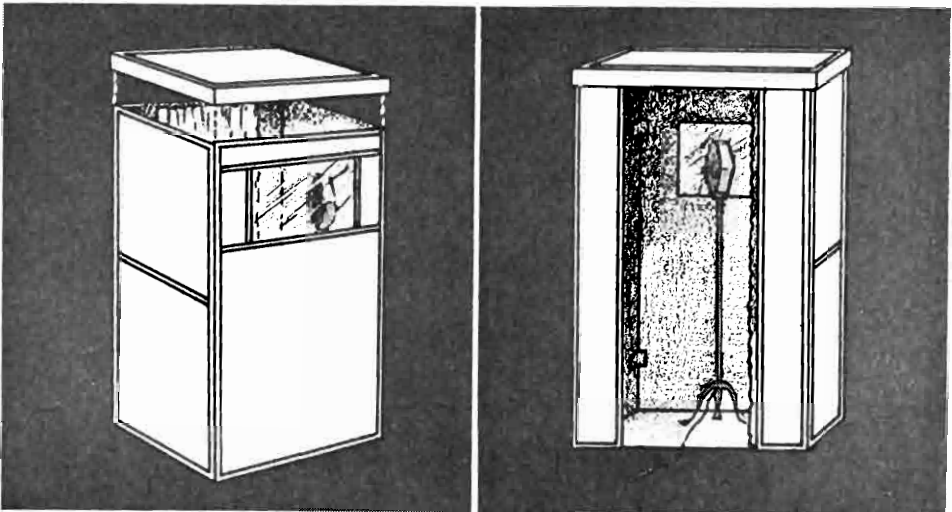
The diagram shows, on page 196, the studio with its unusual wall surfaces and other accoutrements fulfilling the live-end, dead-end principle.

The live-end comprises a rear wall covered with wood paneling. It is a perfectly flat reflecting surface over which curtains may be drawn to provide variable acoustic values. Brilliancy for musical programs, or dampened effects for drama are equally possible. The side walls in the live area are a series of panels staggered in the form of a succession of V's. This produces a fine reverberation surface, but the V's prevent direct reflections between opposite wall surfaces—or "slaps"—which would otherwise distort the clarity of sound produced in this area. The ceiling is of plaster and the floor linoleum.

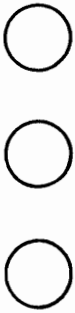
The dead-end, or microphone area, clearly marked in the diagram, is treated with panels of rock wool covered with a perforated material on both walls and ceiling. A large rug hides the floor surface. Obviously, there is no reflection of sound here.

Note the cast microphone (1) in the dead-end with the cast gathered around for a section of the program in which ten voices are being used in different perspectives.

At the other end of the room is a triple turntable for the playing of sound effect records. This table is equipped with spotting arms and a mechanism which will drop the needle on any point of a groove in the record, instantly and



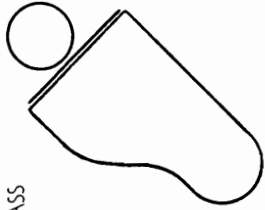
TRUMPETS



TRAPS



STRING BASS



TROMBONES



A



B

LEADER



3RD SAX



1ST SAX



4TH SAX



TENOR

TENOR SAX



LEADER



CBS SET UP

DANCE FLOOR

## GANG BUSTERS' SET-UP—Continued

invariably creating the desired sound. So finely regulated is this mechanism that it will select separate sounds from out of a group of sounds. In fact, it can be regulated to the point where it will play but a single syllable out of a multi-syllabic word. The turntable with its quartet of pick-up arms, appropriate mixers, switches, and high-low frequency filters, also permits the blending of several records into a compound sound effect which is picked up on the sound microphone (3) after being emitted from the giant loudspeaker (S).

(E) is the small effects stand on which specially designed pistols, blank cartridges, etc., are placed, together with other paraphernalia not of the recorded type.

(G) is the sand box in which footsteps may be made to accompany the dialogue as required.

(P) is the little stairway via which indoor and outdoor footsteps are created, the effect of walking up and down a veranda, or between floors within a house. Prop door and window likewise are indicated in the diagram. For many of these sound effects a certain amount of reverberation is desirable. Hence the live-end of the studio is most feasible for their set-up and placement. In the event that the acoustic treatment should be varied, the curtains are always available to facilitate the effects.

(B), well up in the dead-end of the studio, is a special booth constructed of "flats" (i.e., plane surfaces) with small glass windows (see detail drawing on page 197). Rock wool lines the flats on one side, making this side highly sound absorbent. Smooth reflecting surfaces characterize the other side—the live side. When the three-sided construction is put together with the dead sides turned in, and the adjustable cover is clamped over the top, microphone (4) inside will catch voices or mechanical instruments under dead conditions, such as prevail out-of-doors in the open, or in foggy, rainy weather. With the reflecting side turned in, the booth becomes extremely reverberant—aptly creating the illusion of a speech resounding through a great hall, a person speaking in a telephone booth, or voices conversing on cellar stairs.

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## TOMMY DORSEY'S DANCE BAND: "HOT" REMOTE PICK-UP

*(Tommy Dorsey, at the time this diagram was made, was playing in the Palm Room at the Hotel Commodore, New York City.)*

Here is a fine solution of the pick-up problem presented by a "hot band" in a place where dining and dancing have precedence over broadcasting.

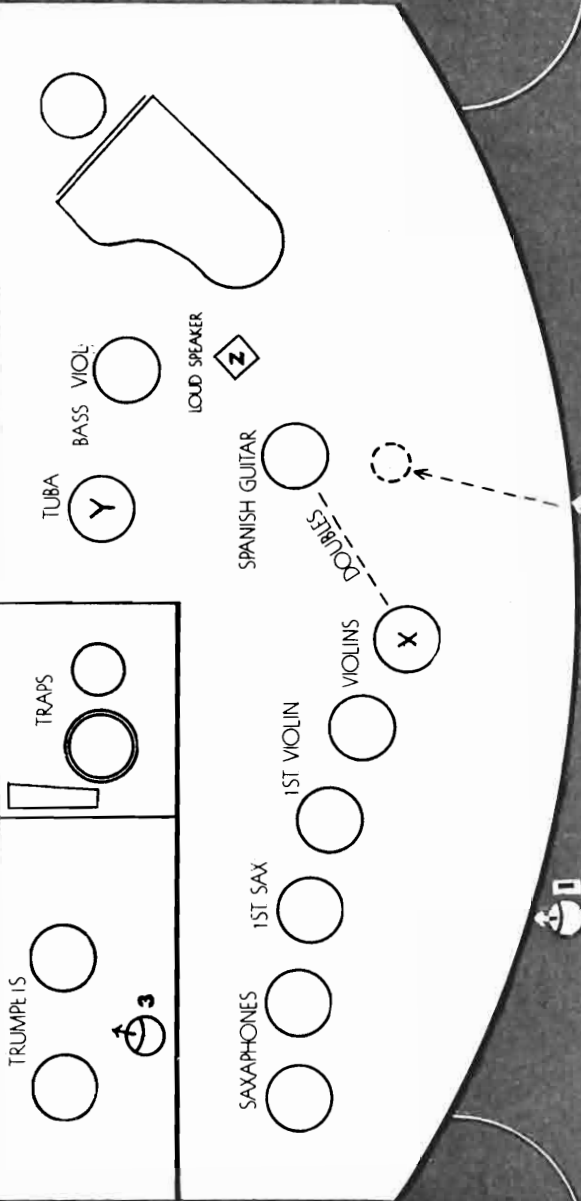
The orchestra platform is built on three levels, covered with light carpeting. Drapes of corded material, less heavy than velvet, shield the back. About 14 feet over the rostrum hangs a canopy. The front and sides are open.

It should be noted that the band is pretty well divided by the placement of microphones (see diagram on page 198).

While directing, Tommy Dorsey maintains the approximate position of the star in the diagram. When playing the "open bell" trombone in "three-way" choruses, accompanied by others in the trombone section, he takes the position marked by (A). When using the Harmon Mute, he moves to position (B), and keeps the bell of the horn about three inches from the face of the microphone.

CBS SET UP

BALCONY



DANCE FLOOR

## TOMMY DORSEY'S SET-UP—Continued

For sub-tone passages, using open bell, he likewise stands in (B) position, but keeps the bell back about eight inches from the microphone.

As previously mentioned, the microphone placement divides the orchestra into two units. This is the key to correct pick-up. One microphone (1) is stationed so as to bring in the saxophones, string bass, and piano, and the other (2) catches the brass. Because of the heaviness of the brass section, this arrangement is perfectly logical. For if only one microphone were used, the brass would completely dominate the saxophones and the rhythm. Abetted by careful board control and mixing, an exceptional balance is attainable under the set-up herewith shown.

However, the microphones must always be placed close to the musicians in this type of dine-dance situation. Otherwise the noises occasioned by the activities of the patrons would cause disagreeable distortion and background confusion.

It is inevitable that the combination of drapes and close mike pick-up will cause some loss of brilliance. But there is a gain in definition. And definition is very important in the transmission of dance music.

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## ORRIN TUCKER DANCE BAND: "SWEET" REMOTE PICK-UP

*(The Orrin Tucker orchestra and Glee Club was playing in the Grill Room of the Hotel Roosevelt, New York City, at the time this diagram was made.)*

The set-up for a remote on Orrin Tucker's orchestra and Glee Club has been chosen because it offers a good contrast to Tommy Dorsey's Band (q.v.). The latter aggregation is known as "hot." Tucker, by contrast, plays "sweet."

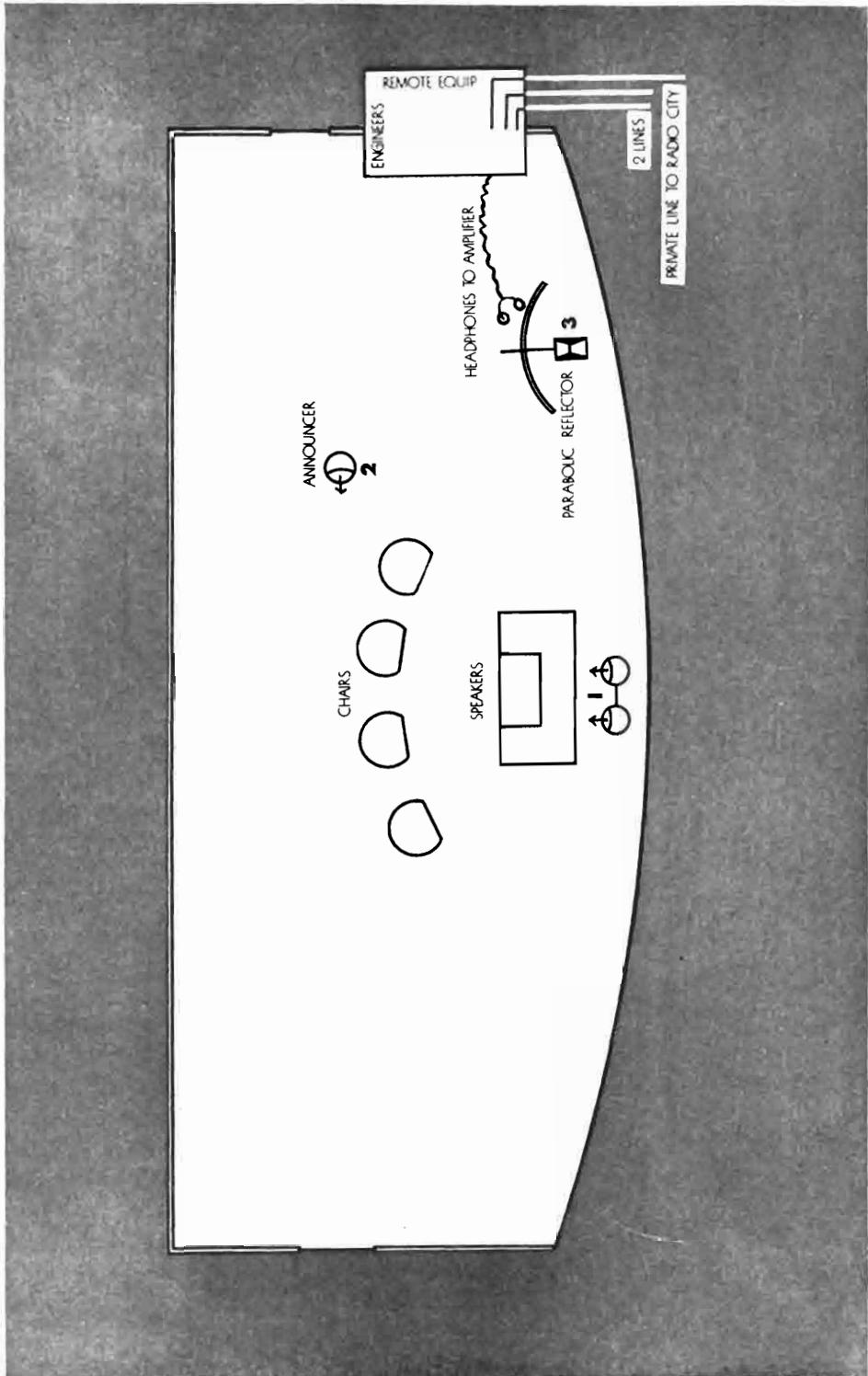
The arrangement of the Tucker orchestra is indicated on the accompanying chart (page 200). A platform, elevated about 1 foot from the floor, is provided for the orchestra at one end of the Grill Room. The grill itself is constructed on three levels: 1) a dance floor which also provides table space; 2) a second level for tables; and 3) a semi-balcony level, about 3 feet over the second level, also for guests. The dance floor is approached by stairways as indicated. When filled with guests, the room is extremely good, all things considered, for the transmission of a program.

As in all cases of dine-dance remotes, the most intimate pick-up is mandatory to overcome the tonal confusion and distractions caused by the patrons.

Tucker has placed his trumpets on an auxiliary platform raised approximately 12 inches above the other stands. The drums have a platform of their own, only 6 inches in height. The Glee Club of 14 voices (seven of which are also instrumentalists in the orchestra), sings from the first elevation immediately behind the dance band platform. Two microphones are employed to insure definition under prevailing conditions. While this mike set-up appears to divide the band into two separate units, such a division is not only logical but necessary for correct mixing of brasses, saxophones, piano, and rhythm. The main microphone stands (1) and (2) are placed on the floor at the edge of the platform, and rise to an elevation of 6 feet. Both mikes are dynamic, and though both are continually open, phase distortion is unnoticeable, while musical definition and volume are good enough to overcome the background distractions.

Microphone (2) is used for solo passages.

Microphone (3) placed directly in front of the trumpets provides a channel



## ORRIN TUCKER'S SET-UP—Continued

for the special-Harmon-muted passages which are so spotted in the score that there is not time for the trumpeter to go back and forth from his stand to microphone (1).

It should be noted that in this "sweet" band the guitarist doubles in third violin. While so doing he occupies the chair marked (X). The bass violinist doubles on the tuba, thereby occupying position (Y). The guitarist uses both Spanish guitar and an electrically amplified instrument. The speaker for the latter is located at (Z).

## AMERICA'S TOWN MEETING OF THE AIR: COMMENTATORS PLUS AUDIENCE PARTICIPATION

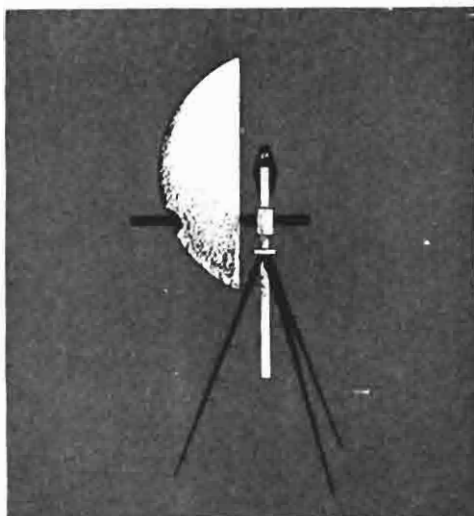
*("America's Town Meeting of the Air" is broadcast via the NBC Blue Thursdays at 9:30 p.m. from the Town Hall, New York City. The program is under the supervision of George V. Denny, Jr.)*

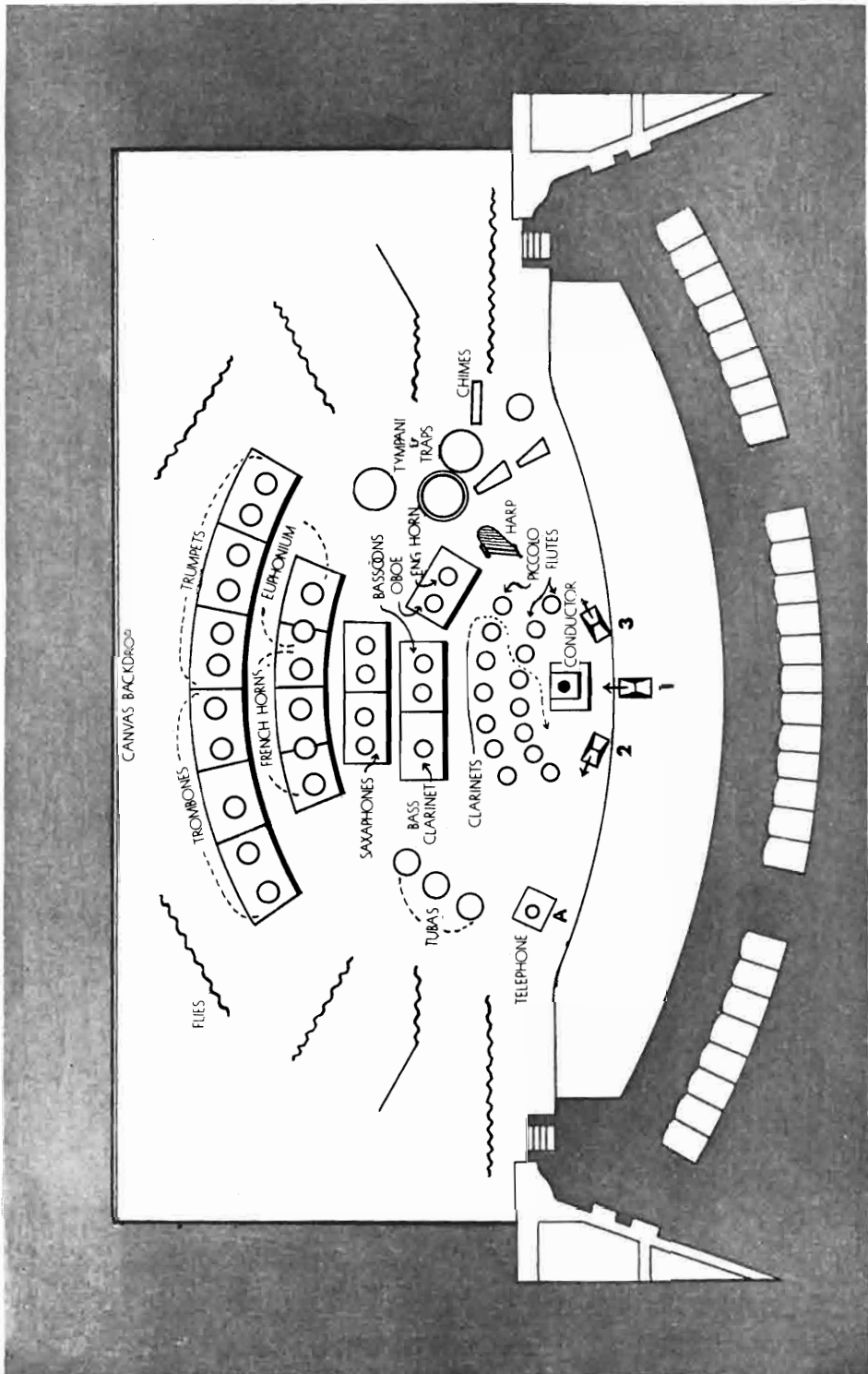
This well-known program, embodying educational as well as entertainment values, utilizes prominent socio-political speakers plus a public forum—or "audience participation."

Noteworthy from the set-up angle is the fact that the entire broadcast is caught by microphones located on the stage. Not only simplicity, but speed, are the virtues of the arrangement (see diagram on page 202).

The speaker's stand is of the public-address type, supplied with inductor microphones, indicated at (1) in the diagram. Microphone (2) is used by the announcer and the "Town Crier"—the latter being the bell-ringing gentleman whose Colonial cry briefly opens and closes the session. A separate microphone for these performers facilitates smooth entrances and smooth timing.

Mounted on a parabolic reflector, microphone (3) is used to pick up those







## AMERICA'S TOWN MEETING SET-UP—Continued

audience participants who wish to ask questions or engage in debate. It has a concave face, and is made of spun-aluminum. Functioning as a sound-concentrator, it can be focused with great accuracy by the operator by means of a small hole which serves the same purpose as a sight on a rifle. Sounds are scooped up within the parabola and reflected into the live face of the microphone at its center (see detail drawing on page 203).

The characteristics of this combination instrument are such that high frequencies are favored over low ranges. This makes the parabolic mike perfectly suitable to voice transmission, though great fidelity in the pick-up of music would not be possible.

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## ARMCO IRON MASTER PROGRAM: THE BRASS, OR WIND, BAND

*(“Armco Iron Master” originated in the Emery Auditorium, Cincinnati, via the facilities of WLW. It was broadcast Sundays at 3:30 p.m. over the NBC Blue. American Rolling Mills Co. sponsored, and N. W. Ayer & Son, Inc. acted as agency.)*

The Armco band is a brass, or wind, band composed of 48 pieces, all of which are indicated in the accompanying diagram. The musicians are set within an area of about 30 by 40 feet. Thus the set-up is quite similar, in most respects, to that which might be expected in a large studio.

Grouping and arrangement are formal. The clarinets and brass are seated in conventional arcs. Logical formations otherwise prevail. Tympani and drums have been moved out to the edge of the pick-up angle, where they are quite subject to control. This is a pat example of the values of the directional mike in work of this type. Volume control is a simple matter by merely shifting the instruments to a suitable spot in the edge of the pick-up angle. How much more effective than moving the instruments to and away from a mike, and depending on distance for volume control!

The microphone placement for the Armco program is standard. Suspended from the proscenium arch at its center, and at a 70-degree angle with the floor of the stage, is the main microphone (1). Focal point for this mike is the center of the band, while the facing of the mike favors the reeds, which are less powerful than the other instruments.

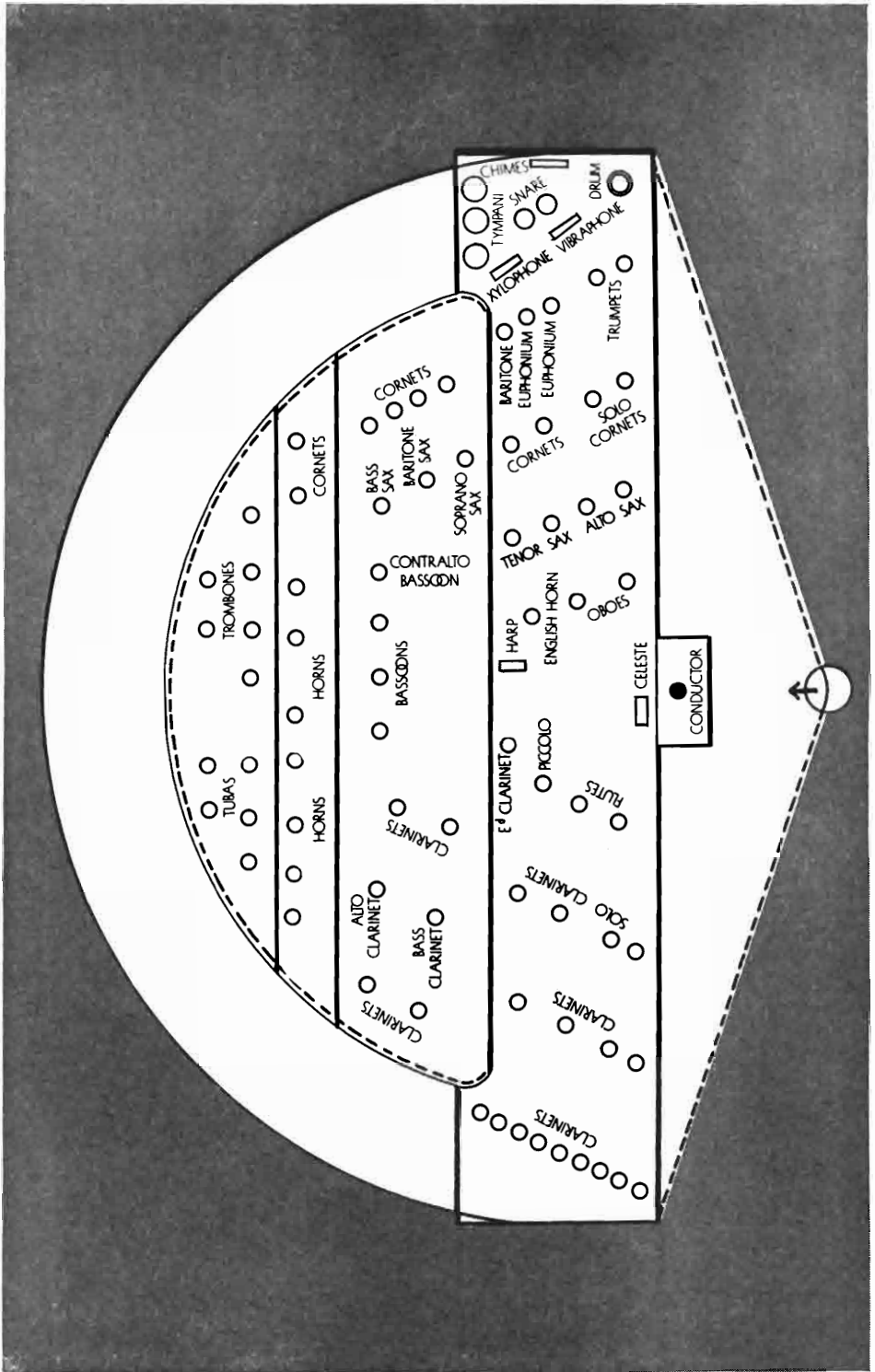
By way of inserting a helpful hint at this point, it might be remarked that Louis W. Barnett of WLW contrived a most ingenious plan for measuring the various distances necessary for plotting this program. Unable to set his distances with a tape line, he used a camera range finder—certainly a much more suitable way of measuring, and accurate enough for all purposes.

The main band mike (1) is about 7 feet from the nearest instruments, allowing ample definition. The height of the microphone makes use of the auditorium's natural reverberations, adding brilliance to the musical performance.

Mike (2) is the solo mike. The position of the soloist with reference to this microphone is never any closer than is absolutely necessary to maintain good definition and perspective. Microphone (2) is also used by the announcer.

Microphone (3) is for special effects. It acts as solo mike for some mutes, and for instrumental sub-tones.

A colored light signal system is maintained between the stage and the control room. In case of any trouble in this system an emergency telephone line, connecting the production desk (A) and the monitoring engineer, can be used.



## U.S. MARINE BAND: THE SERVICE BAND

*(The U. S. Marine Band is frequently heard over various stations)*

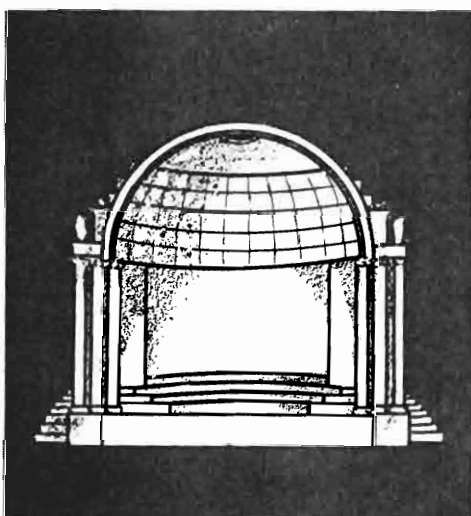
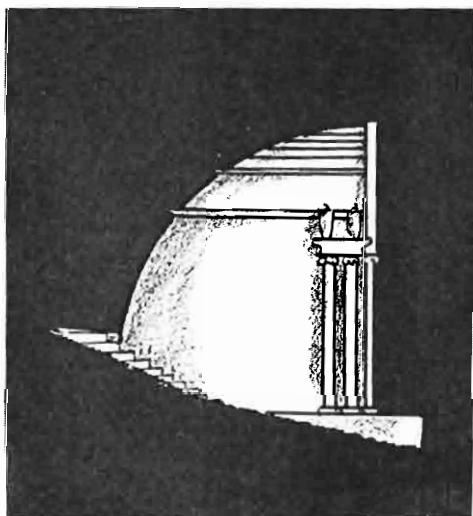
The great number of brass, or wind, bands in this country appearing as community organizations, or associated with National Guard regiments and fraternal societies, leads to the inclusion of a chart showing the set-up of the United States Marine Band in Band Auditorium of the Marine Barracks in Washington as it is arranged for broadcasting both from the Hall and from an open air shell.

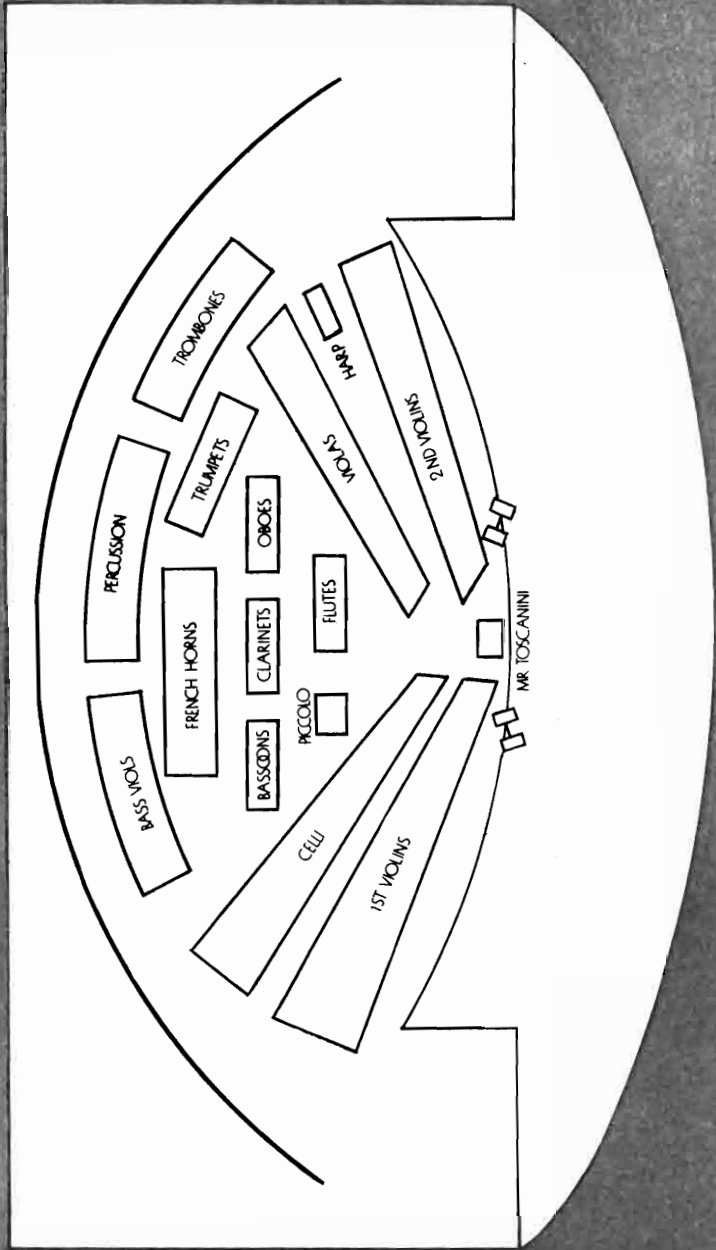
The solid outlines indicate the edges of the outdoor shell. The dotted lines describe the edges of the auditorium shell platform (see page 206).

The United States Marine Band is composed of 75 enlisted men under the musical direction of Captain Taylor Bramson with William Sandelman as second leader. The band is arranged partly on the main floor of the platform, and on three elevations extending back, each elevation built on eight inch risers. The conductor's stand has been built out from the edge of the platform to a distance of 4 feet. The microphone, of uni-directional type, is placed at a distance of 15 feet from the edge of the conductor's stand and at a height of 10 feet. This placement provides for the encompassing of the entire band within the effective arc of the microphone. The transmission of the band music remains in proper perspective and is favorable to the wood winds, which like the strings in an orchestra, are placed in forward positions because they produce less volume and penetration than the brasses.

The location of the snare drum, bass drums and tympani at the side and edge is for purposes of control. If these instruments were placed at the back near the center of the shell, sound from them would be so amplified and reflected by the shell itself that they would over-ride the other instruments.

The construction of a shell for outdoor concerts deserves careful study by architects and acoustic engineers. The shell at the Hollywood Bowl in California and the one on the Mall in Central Park, New York, are both exceptionally fine models for similar community structures throughout the world.





## NBC SYMPHONY ORCHESTRA: STANDARD ARRANGEMENT, BUT UNUSUAL MIKE SET-UP

*(The "NBC Symphony Orchestra" directed by Arturo Toscanini was broadcast via Red and Blue on Saturdays at 10 p.m. The broadcast originated from Studio 8-H in New York City.)*

Throughout the world, wherever symphonic music is performed, the instrumental arrangement most often used is the one illustrated on page 208. Such also was the arrangement employed by Arturo Toscanini and the NBC Orchestra of 92 men. It permits the homogeneous grouping of the instrumental choirs, of which there are four:

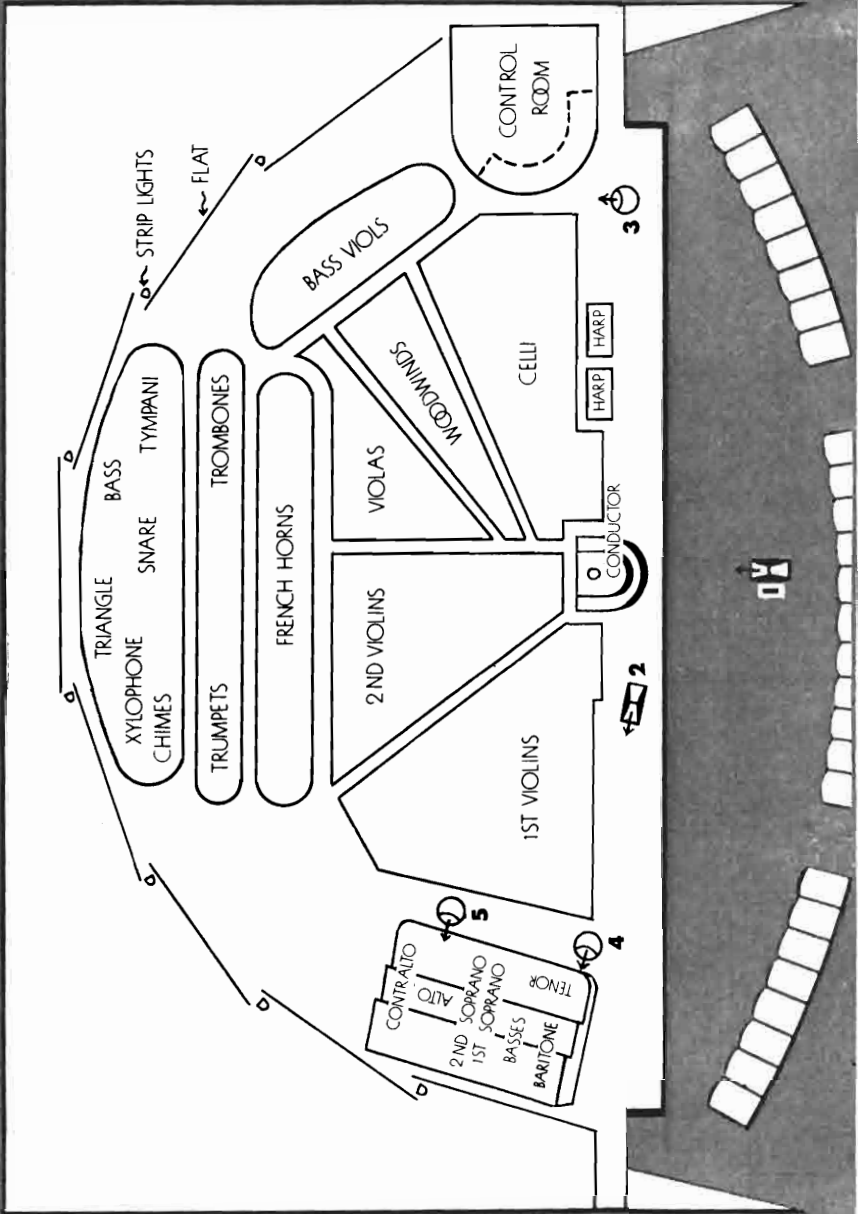
1. The strings (violins, violas, celli and string basses).
2. The woodwinds (clarinets, flutes, oboes, bassoons, and English horns).
3. The brasses (trumpets, trombones, French horns, euphonium, and tubas).
4. Percussion instruments (of indefinite pitch are snare drums, tom toms, tambourines, bass drum, triangles and cymbals; tuned percussion instruments of a very definite pitch include piano, celeste, chimes, xylophones, marimbas and tympani).
5. The Harp, a plectrum instrument, has its place in the score with the percussion group. It really stands alone.

Symphonic scores follow this instrument-choir pattern, and the grouping of instruments accordingly facilitates the attention which the conductor must give to corresponding sections of the score and the orchestra playing it. Of course, instruments differ from each other in the volume of sound they produce, and in their penetrative quality. The strings, for instance, produce the least volume and penetration. In this family—to make a sub-division—the string basses are heard more easily than their fellow string instruments because they produce tones in the lower frequency ranges. Most penetrative of all are brass and percussion choirs.

Studio 8-H, in which the Toscanini broadcasts originated, is a real studio, as opposed to the conventional concert hall. Though large, the stage is constructed like a genuine platform, and not like a theatre stage with proscenium arch and wings. Audience accommodations are provided on the main floor and by means of a gallery extending along the width of the studio at the rear. Measurements of the studio are: 130 feet in length and 77 in breadth.

Toscanini broadcasts are picked up by two mikes suspended over the orchestra. This arrangement is made in duplicate—i.e., each unit is duplicated with two channels, and two cables. The second, or spare, channel is furnished to provide for the unlikely contingency in which the main input system becomes noisy or goes dead. This is, of course, a notable deviation from the usual auditorium pick-up of a large symphony. By contrast, the New York Philharmonic Society is picked up from Carnegie Hall via a single mike suspended from the ceiling of the auditorium at a distance of some 25 or 30 feet out from the first strings, and at a height of 20 feet above the floor.

No difficulty of mixing, and no phase distortion, seem to attach to the NBC system of using two mikes. Conductor and production director may be confident that the transmission is true, and the quality high. Due to the directional characteristics of the mikes, and the angle of placement, the orchestra is separated into two microphone fields with but very little overlap. True instrumental definition, good perspective, and great beauty and brilliance of tone are preserved.



## FORD SUNDAY EVENING HOUR: NON-CONVENTIONAL ARRANGEMENT

*(The "Ford Sunday Evening Hour" under the sponsorship of Ford and Lincoln Motors originates in the Masonic Temple Auditorium, Detroit. It is heard via CBS on Sundays at 9 p.m. N. W. Ayer & Son, Inc. is agency, and the Detroit Symphony is the orchestral group.)*

If the reader will compare the instrument placement in the Ford diagram (page 210) with the placement in the Toscanini diagram, a divergence at once becomes apparent. In short, the Detroit Symphony's placement varies from the normal set-up and is somewhat non-conventional. Similar variations are used by Leopold Stokowski in seating the Philadelphia Orchestra on the stage of the Academy of Music, Philadelphia.

It will be noted that the celli and bass viols are to the right of the conductor, whereas in a normal set-up the celli are directly in front of the conductor and the bass viols to his left. This change is effected expressly because celli and basses play so many passages together, and because frequent cello solos call for an important set-up position.

Furthermore, with this Detroit orchestra of 75 pieces, as indicated in the diagram, it was discovered by sheer experiment that the non-conventional arrangement of celli and basses elicited a much clearer tone for radio broadcasting. Due to some unknown factor in stage or auditorium area, a standard seating arrangement sometimes resulted in strident, heavy tones called "woofs" when the program was picked up by transmitting equipment. The diagrammed arrangement overcomes this difficulty neatly.

It was remarked before that Leopold Stokowski has a similar cello-bass seating arrangement. For purposes of indicating still another deviation, however, it should be stated that Stokowski would place the woodwinds at center-stage in front of the French horns and other members of the brass choir. And Stokowski's viols would occupy the space immediately behind the celli.

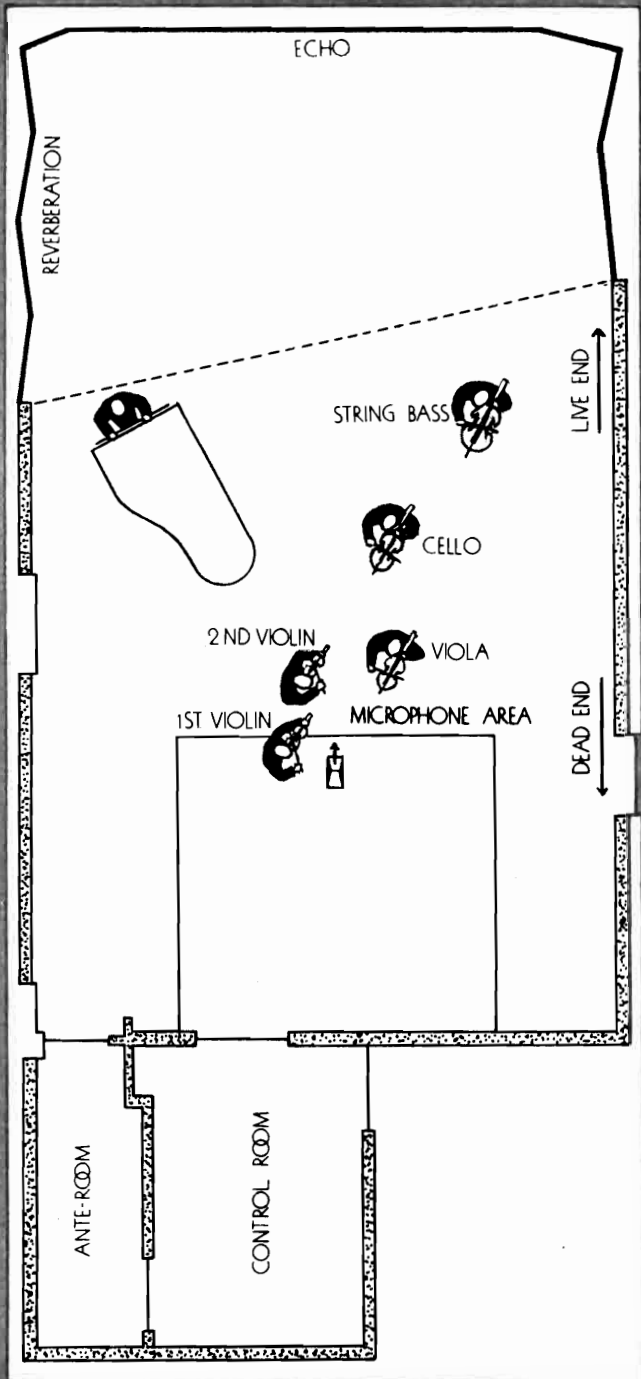
Continuing with the Ford arrangement—the woodwinds are placed to give high definition and clarity, and to maneuver the clarinets into a position where they produce balance in ensemble work, and better definition in solos.

Number (1) is the main, or orchestra, microphone. It is suspended from the ceiling at a point about 20 feet out from the strings, and at a distance of about 14 feet from the floor. Careful attention should be given to the fact that the microphone is slightly off center to prevent soundwave convergence.

Microphone (2) is used by soloists whose vocal production is handled so lightly that a close relationship with the transmitter is necessary. Inasmuch as microphone (1) would not completely effect this relationship, microphone (2) has been called into play.

Microphone (3) is on a stand built into a reading desk. This is used by Mr. Cameron for his talks, and is also available to the announcer.

Two microphones (4 and 5) are placed before the stand accommodating the chorus of 16 female and 10 male voices. This stand is at the side of the stage to the conductor's left. The type of choral numbers used on the Ford program require, above all, definition and clarity of diction. Hence the two mikes. Although beautiful vocal production could be achieved via a single mike for the entire pick-up—or, as another alternative, one mike for chorus and one for orchestra—the present arrangement, requiring two mikes for chorus alone, facilitates the all-important definition and clarity. To add brilliance to the musical produc-





## FORD SET-UP—Continued

tion, a special stage set of "flats" (i.e., plane surfaces) has been built. The "flats," as used here, are partially reflecting. A false ceiling is swung over the entire orchestra, 25 feet high to the front and 24 feet to the back.

When solos are accompanied by piano, that instrument is wheeled toward the front of the stage near microphone (2). The pick-up of solo voice or instrument is made directly on-beam. But the accompanying piano remains in an off-mike location.

The three levels of chorus platform are built on 14-inch risers.

On the whole, the arrangements for this program are such that classical music, semi-classical numbers, plus religious hymns and the talks by Mr. Cameron, can be handled with ease.

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## THE SALON ORCHESTRA

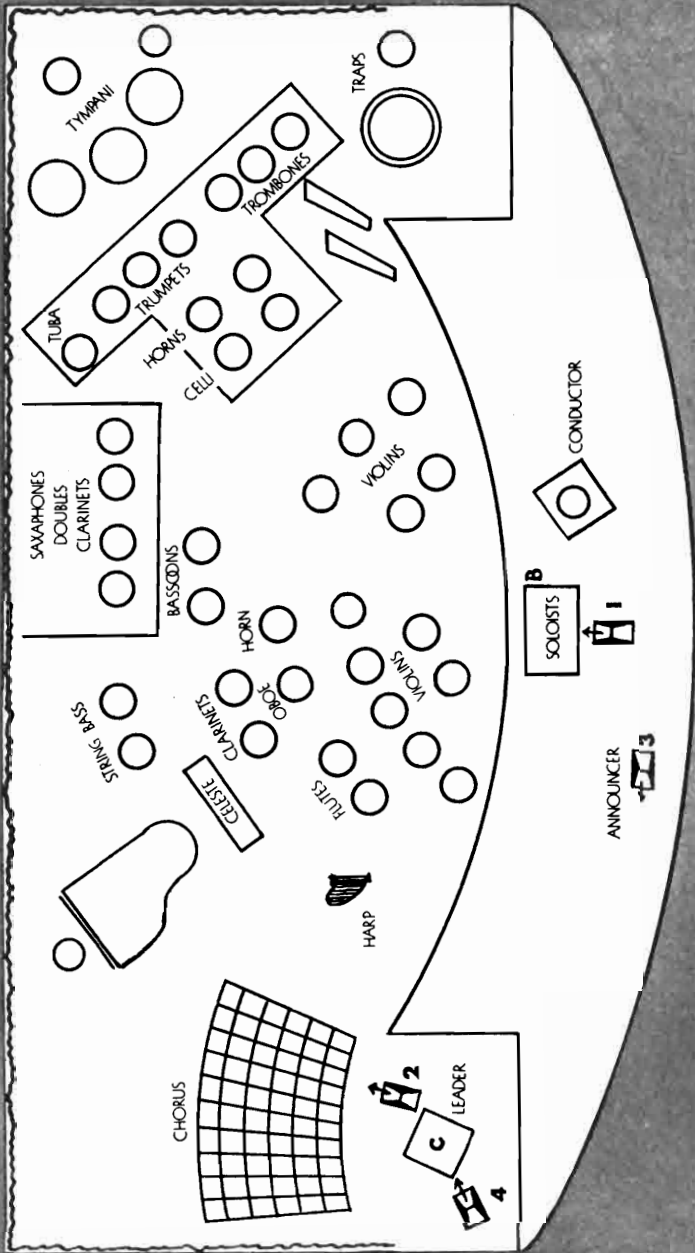
*(This type of ensemble frequently performs from CBS Studio 4 in New York City.)*

Salon orchestras, or groups, are common to radio. They usually comprise strings and percussion instruments, and specialize in serious music, semi-classical numbers, and folk airs. Occasionally a cymbalom is added for Hungarian-Gypsy numbers, replacing the piano. In such musical organizations the conductor generally is a violinist and carries the solos. It is this type of ensemble that the accompanying diagram has superimposed on the floor plan of CBS Studio 4 (see page 212).

Good use is made here of the velocity microphone. This mike is especially suitable for blending tones of varying volume. The procedure for achieving such a blend is simple—move the instruments emitting light tones into the direct mike beam, and the heavier instruments into the edges of the mike beam. It must be remembered that the direct beam of a velocity mike follows a straight line drawn through the center of the mike's live face. To either side of this imaginary line for 30 degrees, or for a total of 60 degrees, the mike is effective. However, the outer edges of this 60-degree segment are less live than the inner portions of the segment; and with this principle in mind, tone relationships can be effectively fostered. The mike, as here shown, is atop a stand higher than a man's head, and is tipped a little so that its face forms a 30-degree angle with the floor. This eliminates all reflections except such as emanate from the hard floor—and these are desirable for brilliance. Meantime the piano is so placed that the lid opens toward a studio wall which is treated with sound-absorbent panels for further advantages in control.

As in the case of the studio used by "Gang Busters" (q.v.), Studio 4 has a live-end and a dead-end. The dotted line running behind the back of the pianist, at right angles to the wall, indicates the extent of the absorbent paneling on the ceiling. (The dotted line, incidentally, has no other reference to the floor plan). In the live-end of the studio the walls have been paneled with a reflecting surface called the "Echo Plane." The sides, instead of being absolutely flat, are accordion-pleated, so to speak, with a series of V's. The latter prevent the sound from rebounding to an opposite wall, thereby causing a "slap."

Variable acoustic elements are possible in a studio of this type. Rugs, drapes on trolleys, etc., represent live-end accoutrements which may be shifted to create variations in the liveness. The studio, exactly as drawn (with the possible exception of the rugs indicated in the diagram), provides exceptionally fine conditions for the transmission of music.



## RCA MAGIC KEY PROGRAM: SERIO-LIGHT MUSIC PLUS VOCALISTS

*(The "Magic Key" program is sponsored by the Radio Corp. of America via the NBC Blue on Sundays at 2 p.m. It originates in Studio 8-H, New York City, and is produced by NBC.)*

As a set-up for a varied musical program, the "Magic Key" is a good example. Dr. Frank Black directs the orchestra which, for purposes of this material, is counted as containing 41 pieces, though occasionally a larger personnel is employed.

The instrumentation is such that the finest of serious music (including operatic) can be presented without difficulty on the same program with symphonic arrangements of popular music. Important instrumental characteristics of this orchestra are the entire sections which double in several instruments—enabling many elastic musical variations. Note the four stands provided for men able to play either saxophones or clarinets with equal facility.

The particular "Magic Key" broadcast from which the accompanying chart (see page 214) was drawn contained serious music, popular music, choral numbers, and accompanied solos. The Yale University Glee Club of 60 voices presented the choral numbers, while Zinka Milanoff tendered the solos. As popular feature, Dr. Black introduced Ferde Grofe's "The Melodic Decades."

It will be noticed that the string arrangement is quite conventional. So also the placement of woodwinds and brasses. Because the four stands, which enable the doubling in saxophones and clarinets, are located at the back of the platform, they are raised by a special, additional elevation placing them more directly into the beam of the microphone. Cello and brass sections are likewise raised to prevent musicians in the front of the orchestra from smothering the tones created by the musicians to the rear of them.

There are several platform levels in Studio 8-H whence this program originates:

Level I contains the conductor's or soloist's stand or microphone, and encompasses the first two rows of the chorus.

Level II contains about two-thirds of the orchestra.

Level III includes the special, additional platforms placed upon Level II.

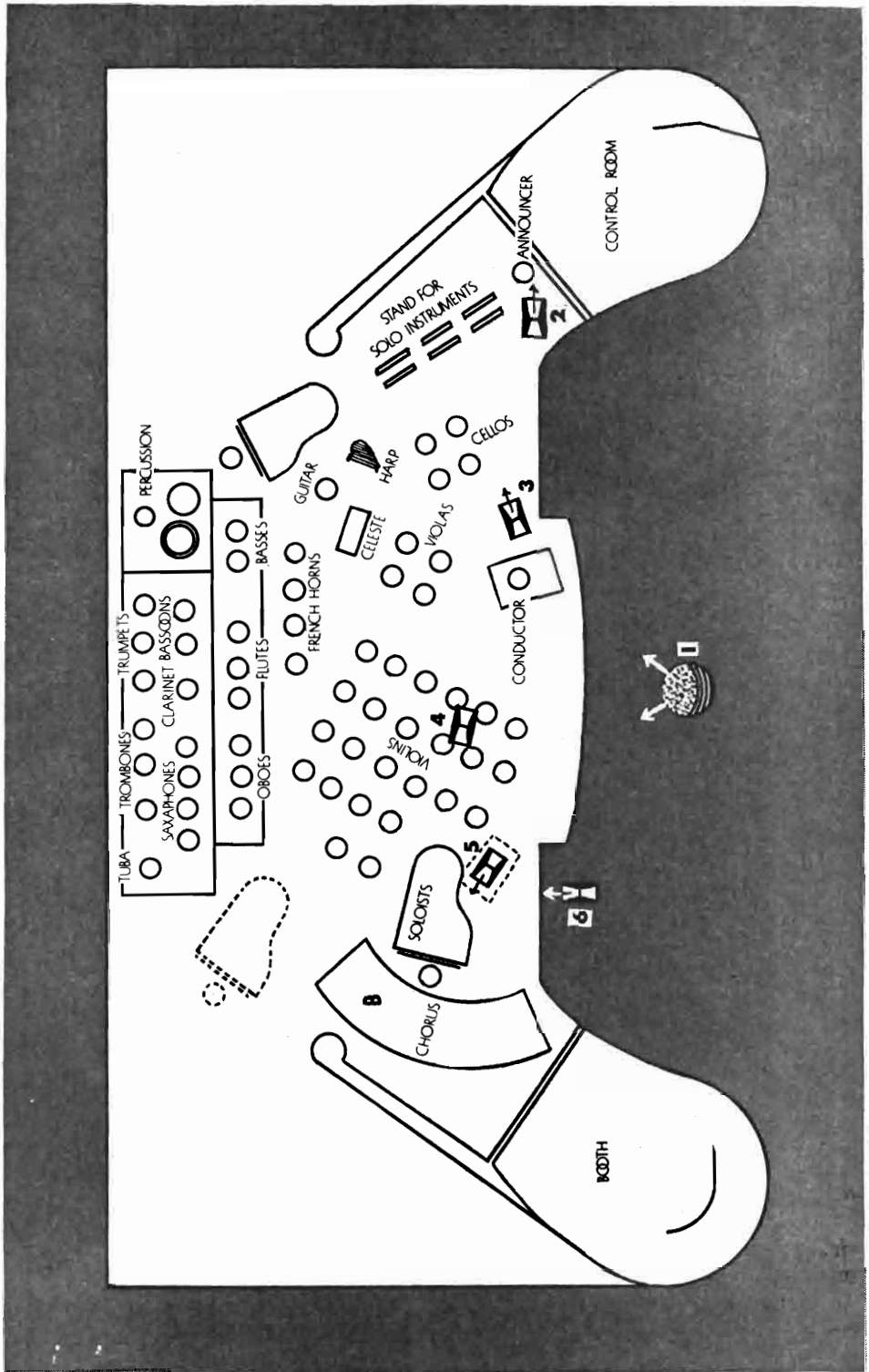
The main, or orchestral, microphone (1) stands 4½ feet high and about 4½ feet from the lid of the second level. It is thus some 8 or 9 feet above the main floor of the platform.

This microphone is of the velocity type, with one live face tipped so as to favor the string section and the soloist.

The soloist's platform is indicated by (B). Only one microphone is used to pick up all operatic arias. This is a splendid arrangement made possible by good studio characteristics. Not only is a much more faithful, distortion-free rendition of voice and orchestra accomplished but the perspective is heightened, and the balance between voice and orchestra is achieved by natural variations in distance rather than by board mixing. The setup here is definitely superior to one utilizing a multiple mike arrangement.

The chorus microphone (2) is about 5 or 6 feet from the first row of singers. The Glee Club, nestled within the 60-degree area of sensitivity of this microphone, has each row of singers elevated so that all are in direct focus.

Microphone (3) is provided for the announcers, of which there are two—one for the program and number introductions, and the other for commercial



## MAGIC KEY SET-UP—Continued

copy. This separate microphone enables easy entrance and exit of announcers, and in no way allows interference with the artists.

Microphone (4) is placed close to the stand (C) provided for the leader of the Glee Club. Thus, without leaving his stand, the leader can describe the music rendered by his group.

Acoustics prevailing in the 8-H auditorium are very good, particularly favoring musical programs. Adequate brilliance is provided for orchestral and vocal numbers, and clear definition is accomplished by the careful placement of microphones.

It may be mentioned that while the "Magic Key" program also incorporates remote pick-ups, and sometimes drama, it is the musical portion which offers the most interesting sample of fine set-up to enhance a technically clear program.

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## CHESTERFIELD PRESENTS: A SET-UP FOR EXOTIC MUSICAL FIGURES

*("Chesterfield Presents" is broadcast Wednesdays at 9 p.m. from the Manhattan Theatre in New York City via CBS. Andre Kostelanetz is conductor. Liggett & Myers (Chesterfield) sponsors the program, with Newell-Emmett as agency.)*

Kostelanetz's orchestrations and tonal figures being anything but conventional, the set-up for this program is likewise quite beside the ordinary. Fortunately, the stage and the auditorium of the Manhattan Theatre are beautifully suited to radio purposes.

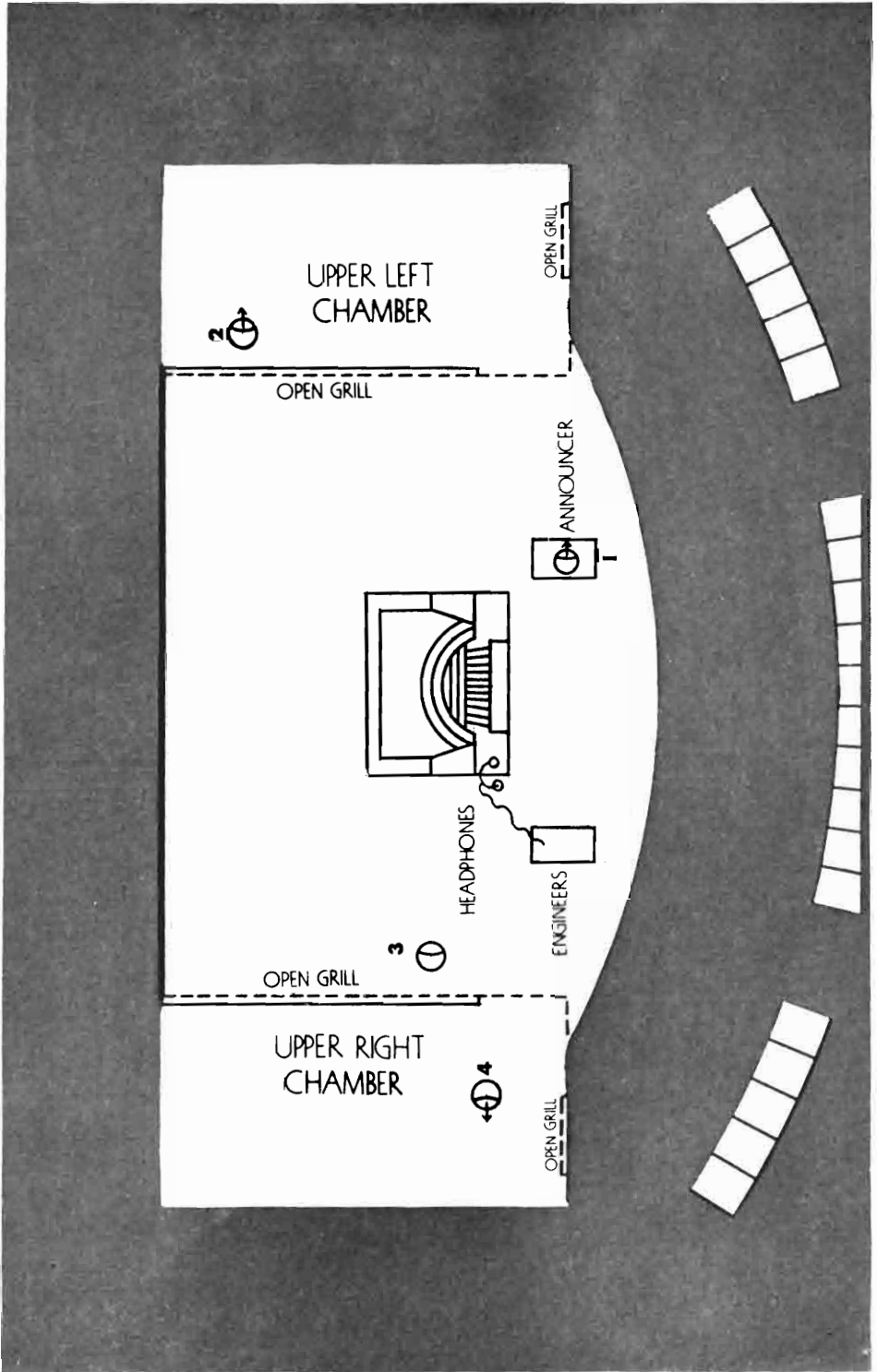
The back of the stage is an elliptical cyclorama extending its arc above and to the sides of the instruments. Domed ceiling, as well as back and sides of the stage, have been partially draped to kill double-reflections, or "slaps," from the smooth reflecting areas. Around the balcony drapes are hung in such fashion as to blend with the decorative scheme and yet blot out undesirable sound reflections. In a space once occupied by boxes, the control booth and client booth are located. The stage is imposing. Between the pillars of the proscenium arch is a breadth of 39 feet. From the outermost edge of the extended apron to the back of the cyclorama extends a distance of 44½ feet.

The set-up, as indicated on page 216, shows a good many departures from any normal musical set-up. It is the result of careful experiment, and produces faithfully the unusual voice and orchestral arrangements which characterize Andre Kostelanetz's work.

This program comprises arrangements of popular, semi-classical, and classical numbers. The popular music is scored in strikingly original form. Full tones are called into play, and then, by contrast, sub-tones close to the microphone may follow. Modern touches and exotic, novel musical figures are part of the treatment. The ever-new variations also call for guest artists, soloists, or choruses of mixed voices.

The accompanying diagram shows two variations in the set-up. Indicated by the heavy lines is the microphone used on recent programs when Jose Iturbi was guest artist.

Microphone (1) is the main instrumental pick-up. It is located 12 feet from the stage apron out in the auditorium, 10 feet from the stage level, and about 3 feet off center. The off-center placement, of course, prevents sound-wave convergence. All in all, the mike's position gives just the right perspective and brilliance. If an expert member of the audience could choose a position where the entire performance would aurally appear to best advantage—that sus-



## CHESTERFIELD SET-UP—Continued

pended mike position would be the expert's choice. Microphone (1) is uni-directional, permitting transmission of high quality and frequency range.

Microphone (2), also uni-directional, is placed on a stand head-high for use by Paul Douglas, the announcer, and Deems Taylor, the master-of-ceremonies.

Microphone (3) picks up the solo instruments. Stands containing music for these solo instruments are set at the extreme right of the conductor. Occasionally mike (3) is open for cello solos or passages in which the celli aim at emphatic musical coloring.

Microphone (4) is suspended over the string section at a distance of about 15 feet, and in a horizontal position. It is opened only on cue for string tonal effects and string emphasis.

Number (6) is the microphone used for the pick-up of Jose Iturbi's piano solos. It was placed in the auditorium about 10 feet from the instrument, and adjusted to an exact 45-degree angle with the center of the slightly raised piano lid.

This pick-up viewed in its entirety permits the utmost in flexibility. The slightest sound, or the fullest voice of a solo instrument in the low frequency levels, alike appear to their best advantages. Fidelity is here at its highest, and all the colorful effects which the conductor enjoys are certain to reach the listener.

A more complete schematic set-up of the program is indicated by the combination of heavy lines and dotted lines. The piano used by Iturbi is moved to a position at the back and side of the stage (as indicated by dotted lines) on those broadcasts presenting vocal guest artists. More dotted lines indicate the position of microphone (5) available to vocal soloist and/or chorus.

All singers are stationed several feet from mike (5) so as to preserve the beauty of their tonal production. The chorus is placed on stand (B), which is built on three levels to keep all voices in direct microphone focus.

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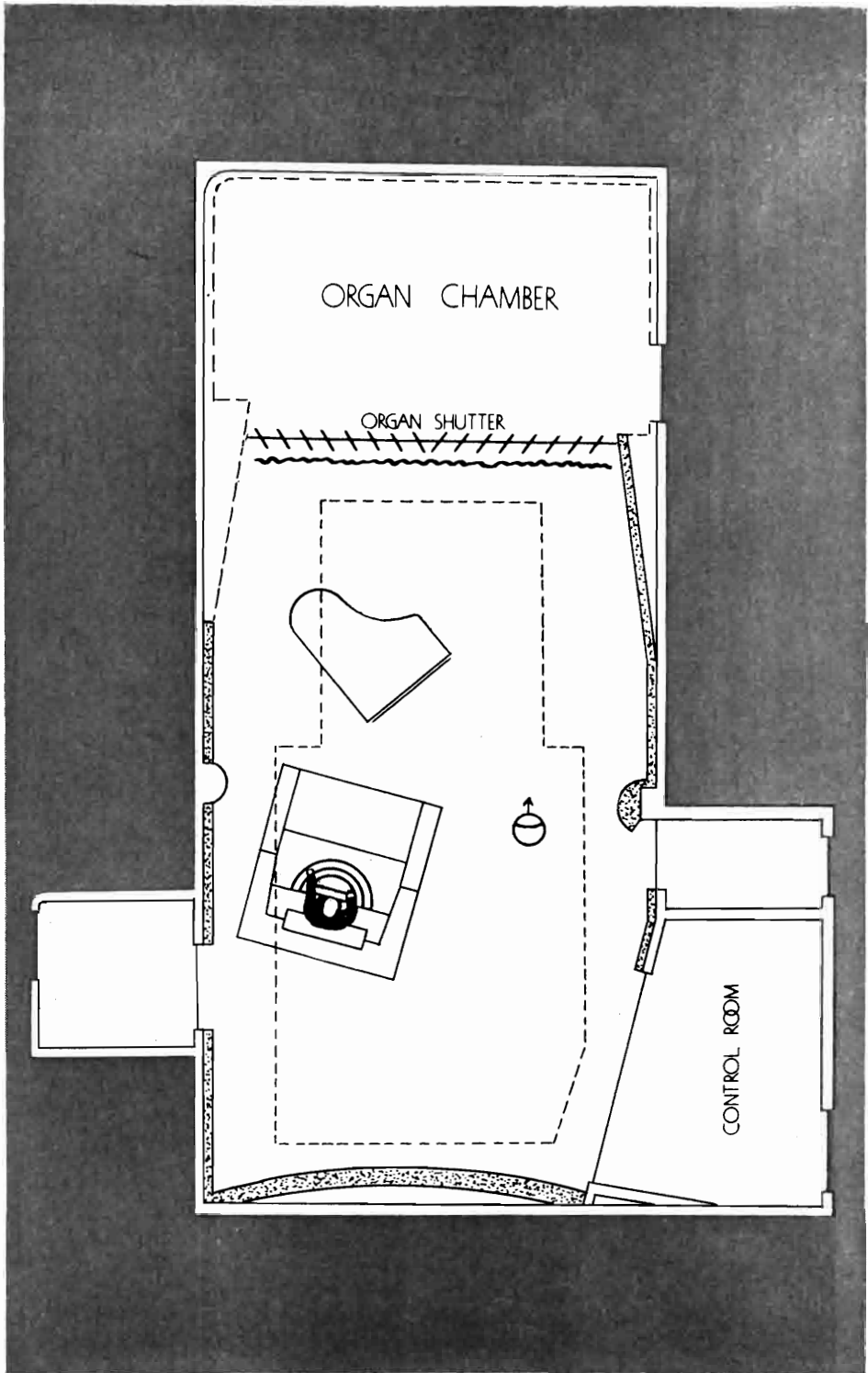
## DR. CHARLES M. COURBOIN PROGRAM: THE AUDITORIUM, OR "CATHEDRAL", ORGAN

*(Dr. Charles M. Courboin broadcasts a series of organ concerts from the American Academy of Arts and Letters, New York City, for the Mutual Broadcasting System on Sundays.)*

It is frequently desirable to broadcast pipe organ music from an existing installation in church or auditorium, rather than from a specially built instrument in a broadcasting studio. (Some organists, of the classical school, prefer auditorium organs.) The accompanying diagram shows the instrument used by Dr. Charles M. Courboin (see page 218).

The American Academy of Arts and Letters, where this organ is housed, has a large auditorium, seating 800. The organ console is placed on a stage 47 feet wide at the apron, 40 feet 8 inches wide at the back, 22 feet 8 inches deep, and 45 feet high. Obviously, the stage is intended for a variety of uses.

The mechanism of the organ itself (i.e., pipes and expression boards) is divided into two units. One of the "chambers" contains the great, swell and pedal divisions of the organ, while the other houses the choir and solo mechanisms. In the latter chamber are also the reeds operated by the pedals. The console of this organ includes four manuals (keyboards) and the pedal keys. Both





## DR. COURBOIN SET-UP—Continued

as to number of pipes and "stop" combinations, the organ is of a very large type.

Four microphones are used for the Courboin pick-ups. Number (1) is the announcer's microphone. Numbers (2) and (4) are organ microphones of the dynamic type. Number (2) in the left chamber is placed about five feet from the expression boards at a height of 8 feet from the chamber floor, the face directed as indicated by the arrow. Number (4) in the right chamber is placed about 4 feet in front of the expression boards at about the same distance from the chamber floor as Number (2), with its live face directed as indicated by the arrow.

Number (3) is a non-directional mike placed about  $3\frac{1}{2}$  feet from the open grill of the chamber housing great, swell and most of the other heavier sections of the organ. This microphone is elevated 14 feet above the stage floor on a concert stand. It is used in conjunction with the other two mikes, its purpose being to impart a lofty "cathedral" tone (combination of organ and room tone) so desirable in the transmission of music from an instrument of this imposing size and location. Since some unwanted sound is created in the manipulation of the console, it is advisable to keep microphone (3) far enough away from the console to escape this distraction.

It might be added that Dr. Courboin frequently uses a set of headphones while playing, thus enabling himself to hear the music as the listener hears it, and help in the blending and monitoring of the tones.

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## CBS ORGAN: THE SPECIAL BROADCAST INSTRUMENT

*(This organ is installed in Studio D of the Columbia Broadcasting System in New York City.)*

Here is an organ built entirely for broadcast purposes. By contrast with the concert type used on the Dr. Charles M. Courboin Program (q.v.), this instrument is voiced for just that clarity and brilliance, and those dramatic and theatrical touches, demanded on programs of popular music. At the same time, this organ is elastic enough to fulfill such other musical functions as rendering serious, classical and religious numbers with full orchestral effect.

Studio D was designed with the idea of securing full volume range and tonal beauty within a comparatively limited space. Briefly, the specifications of the studio are as follows (see page 220):

Length: 48 feet. Width: 21 feet. Ceiling height: 12 feet.

A piano is also present in the studio, and is equipped with an electrical action which is coupled to the organ keyboard.

As will be noted, the studio has been treated so that the organ tones originating in it do not betray the limited space. The floor is hard and smooth, and a variable reflecting factor can be introduced by means of rugs. These enliven or dampen the studio in accordance with the type of music being played. Large panels of rock wool cover walls and ceiling, producing an evenness and smoothness throughout the entire frequency and volume range.

So good is this acoustical treatment that the placement of microphones is not only secondary, but practically unimportant. In the diagram a mike is stationed at a point where either the announcer or the singer is in full view of the organist and the control room. Only one mike is generally used, unless other instruments, requiring intimate pick-up, are introduced, or when a dramatic show with incidental pipe organ music takes place.

## SAMPLE ADAPTATIONS

Drama during the past radio season has been one category of programming notably on the ascendant. A large number of the dramas thus used was adapted from existing plays or stories.

To illustrate, by means of graphic comparisons, how adaptations are made, two examples of original works with their adaptations are given herewith. The first ("Bambi") is nearly a word-for-word adaptation. The second ("True Story") is a highly intricate job of "radio doctoring." In each case the original text appears in bold face on left-hand pages, with the radio script set opposite in Roman type.

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### BAMBI—CHAPTER I OF THE NOVEL

By MARJORIE BENTON COOKE, Copyright, 1914

*(Note: On this and the following left-hand pages is the original text from Chapter One of Marjorie Benton Cooke's novel "Bambi." This work was originally published in 1914 by Doubleday, Page & Co., now Doubleday, Doran & Co. Acknowledgment is hereby made to this firm for its courteous permission to reprint this "Bambi" excerpt. Warning is extended against any further reprinting, either wholly or in part, of this excerpt without due permission from the publishers and copyright owners.)*

Note:

The adaptation on the facing page has interpolated the original text here.

**"Professor James Parkhurst, I consider you a colossal failure as an educator,"** said Francesca, his daughter, known to friend and family as Bambina, or Bambi for short.

Professor Parkhurst lifted a startled face from his newspaper and surveyed his only child across the breakfast table.

"My dear, what causes this sweeping assertion of my incompetence?"

"I do! I do! Just what did you expect me to do when I grew up?"

## BAMBI—INSTALMENT NO. 1 OF THE RADIO SERIAL

(Note: On this and following right-hand pages appears the radio adaptation of "Bambi" as made by Edith Meiser for the General Foods Corp. (Sanka Coffee.) This initial instalment was broadcast on Sept. 28, 1936, over the NBC Blue network under the supervision of Young & Rubicam, Inc. Acknowledgment is hereby made to the agency and sponsor for their courteous permission to reprint the script.)

(THEME IN)

ANNOUNCER: The Sanka Coffee Playhouse! Starring Helen Hayes in her new Comedy-drama series, "Bambi!"

(MUSIC UP AND DOWN FOR:)

ANNOUNCER: Tonight's the night, ladies and gentlemen . . . tonight's our *opening* night! In just a few moments now the curtain will rise on a great actress in a brilliant new starring role . . . Helen Hayes as "Bambi," a charming American girl who fights to make her dreams come true. It's a wonderful feeling to have Miss Hayes back with us again . . . those of you who listened last season to the Sanka Coffee Playhouse remember her superb performances with real delight. And now once again you'll be able to enjoy Helen Hayes . . . to follow her progress as a new character, involved in fascinating new experiences. The makers of Sanka Coffee are both pleased and proud to present Miss Hayes for this second series of broadcasts . . . and they are also grateful to you listeners for helping to make that possible. We couldn't continue without your support of Sanka Coffee, and you have given us that support whole-heartedly. You have kept faith with us . . . and in return, we can promise that Sanka Coffee will always keep faith with you. You can always depend on it to be delicious, deeply-satisfying coffee . . . and you can always drink it and sleep.

(OVERTURE IN)

ANNOUNCER: And now we bring you Helen Hayes in a new role: The delightful, warm-hearted Bambi. As a very small baby Bambi was properly christened Francesca Witherspoon Parkhurst. But that was promptly changed to Bambina—which in time became Bambi—for short. And so now may we introduce to you Bambi. We find her seated at the breakfast table. Directly opposite Bambi sits her father—the well loved head of Overbrook School for Boys, Professor James Parkhurst. In his customary amiable absent-minded pre-occupation—he is about to put salt in his morning coffee. Bambi catches him.

BAMBI: Since when have you decided to take it that way, Professor?

PROFESSOR: Hm . . . what?

BAMBI: I said since when have you decided to take salt instead of sugar in your coffee?

PROFESSOR: Oh—but I don't.

BAMBI: Oh, but you will—in another second—if you're not careful. That's the salt shaker you have in your hand. The sugar bowl is over here.

PROFESSOR: Well—bless my soul—so it is. Thank you, Bambi.

BAMBI: Don't mention it.

(CLATTER OF CHINA . . . STIRRING OF COFFEE)

BAMBI: Father—

PROFESSOR: Hum? Now what have I done that's wrong?

BAMBI: Me!

PROFESSOR: You?

BAMBI: Exactly. You remember me—Francesca Witherspoon Parkhurst—known as Bambi—your only child and heir.

PROFESSOR: Of course I remember you—I'm not that absentminded.

BAMBI: Well that's something. Another waffle?

PROFESSOR: Mm . . . uh . . . no.

BAMBI: As I was saying, Professor, you may be the head of one of the most famous boy's schools in the country—but as a parent you've flunked.

PROFESSOR: Eh, what's that?

BAMBI: As an educator of your one and only offspring you're a complete and total failure.

PROFESSOR: Ah rats. What's wrong with the way I brought you up?

BAMBI: The final result—Me.

"Why, to be happy."

"That's the profession you intended me for? Who's to pay the piper? It's expensive to be happy and also unucrative."

"I have always expected to support you until your husband claimed that privilege."

"Suppose I want a husband who can't support me?"

"Dear me, that would be unfortunate. It is the first duty of a husband to support his wife."

"Old-fashioned husbands, yes—but not modern ones. Lots of men marry to be supported nowadays. How on earth could I support the man I love?"

"You are not without talents, my dear."

"Talents? You almost said accomplishments! If you were not living in the Pliocene age, Professor James Parkhurst, you would know that accomplishments are a curse—accomplishment is the only thing that counts. I can sing a little, play the piano a little, auction bridge a good deal; I can cook, and sew fancy things. The only thing I can do well is to dance, and no real man wants to be supported by his wife's toes."

The Professor smiled mirthlessly. "Is this a general discussion, or are you leading to a specific point, Bambi?" he inquired.

"It's a specific charge of incompetence against you and me. Why didn't you teach me something? You know more about mathematics than the man who invented them, and I am not even sure that two and two make four."

"You're young yet, my dear; you can learn. What is it you want to study?"

"Success, and how to get it."

"Success, in the general sense of the world, has never seemed very important to me. To do your work well—"

"Yes, I know. It is the fact that you have not thought success important that hampers me so in the choice of a husband."

"Bambina, that is the second time a husband has been mentioned in this discussion. Have you some individual under consideration?"

"I have. I have practically decided on him."

"You don't tell me! Do I know the young man?"

"Oh yes—Jarvis Jocelyn."

"He has proposed to you?"

"Oh, no. He doesn't know anything about it. I have just decided on him."

"But, my dear, he is penniless."

"That's why I reproach you that you haven't brought me up to support Jarvis in a luxury he will have to get used to."

"But why have you settled on this youth? I seem to recall a great many young men who are always about. I presume they admire you. Certainly this dreamer is the most ineligible of them all."

"Oh, that—yes. That's why I must take him. He'll starve to death unless some one takes him on, and looks after him."

"Isn't there some asylum, perhaps?"

Bambi's laugh rang out like a chime.

"A home for geniuses. There's an idea! No, Professor Parkhurst, society does not yet provide for that particular brand of incompetents."

"It seems as if you were going rather far in your quixotism to marry him."

Again the girl laughed.

"I total him up like this: Fine family, good blood, decent habits, handsome, healthy, poetic. He might even be affectionate. His one fault is that he is not adjusted to modern commercial standards. He cannot make money, or he will not—it comes to the same thing."

"I am unable to see why you are elected to take care of him. He must fit his time, or perish. You don't happen to be in love with him, do you?"

"No, I—I think not. He interests me more than anybody. I suppose I am fond of him rather."

"Have you any reason for thinking him in love with you?"

"Mercy, no! He hardly knows I'm alive. He uses me for a conversational blotting-pad. That's my only use in his eyes."

"He's so very impractical."

"I am used to impractical men. I have taken care of you since I was five years old."

BAMBI (THE RADIO SCRIPT)—Continued

PROFESSOR: And what's wrong with you?

BAMBI: Just look at me.

PROFESSOR: I do. Frequently. Nice hair—nice teeth—nice blue eyes. Total effect—very pleasant.

BAMBI: But don't you see. That's just the trouble. Here I sit—decorative—likeable—and absolutely useless.

PROFESSOR: I didn't bring you up to have a career if that's what you mean. I have yet to see one of those so-called career women that was happy. (WISTFULLY) Look here, Bambi—you—you've been a little bit happy living here with me.

BAMBI: Of course I have, darling. But I—I couldn't even earn my own salt—if I had to.

PROFESSOR: And why should you. I've always expected to support you—until I could turn that job over to your husband.

BAMBI: But what if I should want a husband who can't support me? Have you ever thought of that, Professor?

PROFESSOR: Oh rats. It's the first duty of every husband to support his wife.

BAMBI: Back in the middle ages perhaps. But this is getting on toward the middle of the twentieth century—in case it had slipped your mind. Lots of men marry to be supported nowadays. And how in thunder am I ever going to be able to support the man I love.

PROFESSOR: Look here, Bambi, is this an esoteric discussion—or are you leading up to a specific point?

BAMBI: I certainly am. My own complete and total ignorance.

PROFESSOR: Oh rats. You dance—you play the piano rather nicely—you speak French fluently—and you certainly know more about this so-called modern art than I do—or care to. And . . .

BAMBI: But don't you see, Professor . . . those are only accomplishments—that accomplish nothing. Why didn't you make me study something useful. Something at which I could earn a living.

PROFESSOR: How old are you, Bambina?

BAMBI: Twenty-two—going on twenty-three.

PROFESSOR: Good gracious. It's not possible.

BAMBI: It says so in the family Bible.

PROFESSOR: Why it seems only yesterday I was helping you to cut a cake with five candles.

BAMBI: And here I am—practically an old maid.

PROFESSOR: Rats. Twenty-three isn't exactly senile.

BAMBI: Maybe not—and I do wish you'd stop saying rats. But at twenty-three it's high time I found myself a husband.

PROFESSOR: Ra . . .

BAMBI: Uh—uh . . .

PROFESSOR: Look here, Bambi—that's the second time that word husband has come into the discussion. Have you someone in mind?

BAMBI: I have. I've had him in mind for years. I decided on him when I was sixteen and he first came here to teach.

PROFESSOR: One of my teachers, eh? Has he proposed to you?

BAMBI: No—he doesn't even know I exist half the time. He's nearly as absent-minded as you are. But I intend to marry him just the same.

PROFESSOR: As absent-minded as I am? Let me see—who could that—good Lord! Bambi you don't mean—it isn't . . .

BAMBI: Jarvis Trent. It is.

PROFESSOR: Yet—but—but he isn't even a Professor. He's only a tutor—and not a very good one at that. When he gets to working on one of those fool plays of his—he sometimes forgets he has any tutoring for days at a time. You couldn't live on a tutor's salary, Bambi. Why the man's practically penniless.

BAMBI: But, don't you see, Professor . . . that's why I'm so annoyed at you for not giving me a practical education—so I could support him in luxury to which he's never been accustomed.

PROFESSOR: Jarvis Trent—well bless my soul. Of all the young men that have been cluttering up my front porch all summer, I do believe you've chosen the most ineligible.

BAMBI: Geniuses are always ineligible, Professor. They need someone to take care of them—like you do.

BAMBI (THE NOVEL)—Continued

"Yes, my dear. But I am not trying to feed the world bread when it demands cheese."

"No, you are distinctly practical. You are only trying to prove a fourth dimension, when three have sufficed the world up to date."

"Yes, but——"

"No buts. If it had not been for me you would have gone naked and been arrested, or have forgotten to eat and starved to death."

"Now, my dear Bambi, I protest——"

"It will do you no good. Don't I remember how you started off to meet your nine o'clock class clad in your pyjamas?"

"Oh, my child!"

"Don't talk to me about impracticality. It's my birthright."

"Well, I can prove to you——"

"I never believe anything you have to prove. If I can't see it, first thing, without any process, it isn't true."

"But if you represent yourself as Y, and Jarvis as X, an unknown quantity——"

"Professor Parkhurst, stop there! There's nothing so unreliable as figures, and everybody but a mathematician knows that. Figures lie right to your face."

"Bambina, if you could coin your conversation——" Professor Parkhurst began.

"I am sorry to find you unreasonable about Jarvis, Professor."

He gazed at her, in his absent-minded, startled way. He had never understood her since she was first put into his hands, aged six months, a fluffy bundle of motherless babyhood. She never ceased to startle him. She was an enigma beyond any puzzle in mathematics he had ever brought his mind to bear upon.

"How old are you, Bambina?"

"Shame on you, and you a mathematician. If James is forty-five, and Bambina is two-thirds of half his age, how old is Bambi? I'm nineteen."

His startled gaze deepened.

"Oh, you cannot be!" he objected.

"There you are. I told you figures lie. It says so in the family Bible, but maybe I'm only two."

"Nineteen years old! Dearie me!"

"You see I'm quite old enough to know my own mind. Have you a nine o'clock class this morning?"

"I have."

"Well, hasten, Professor, or you'll get a tardy mark. It's ten minutes of nine now."

He jumped up from his chair and started for the door.

"Don't you want this notebook?" she called, taking up the pad beside his plate.

"Yes, oh, yes, those are my notes. Where have I laid my glasses? Quick, my dear! I must not be late."

"On your head," said she.

She followed him to the hall, reminded him of his hat, his umbrella, restored the notebook, and finally saw him off, his thin back, with its scholarly stoop, disappearing down the street.

Bambina went back to the breakfast table, and took up the paper. She read all the want "Ads" headed "female."

"Nothing promising here," she said. "I wonder if I could bring myself to teach little kids one, two, and one, two, three, in a select dancing class? I'd loathe it."

A ponderous black woman appeared in the door and filled it.

"Is you froo?"

"Yes, go ahead, Ardella."

"Hab the Perfessor gone already?"

"Yes, he's gone."

"Well, he suttinly did tell me to remin' him of suthin' this mohnin', and I cain't des perzactly remember what it was."

"Was it important?"

"Yassum. Seemed lak I remember he tell me it was impo'tant."

"Serves him right for not telling me."

"It suttinly am queer the way he can't remember. Seem lak his haid so full of figgers, or what you call them, ain' no room for nuthin' else."

"You and father get zero in memory—that's sure."

**BAMBI (THE RADIO SCRIPT)—Continued**

PROFESSOR: I am not a genius—and I do not need taking care of.

BAMBI: Well, you're one of the greatest mathematical brains in the country.

PROFESSOR: Nonsense.

BAMBI: Everyone says so. And you do need taking care of. Now really—I've had plenty of practice in that direction.

PROFESSOR: Oh ra . . .

BAMBI: Professor.

PROFESSOR: Well, then, fiddlesticks. I'm quite capable of taking care of myself.

BAMBI: You are not. Why if it weren't for me you'd probably go out without your trousers—and get arrested. Or forget to eat and starve to death.

PROFESSOR: Oh ra—rubbish. That's just a myth you've built up for yourself. I'm not absent-minded—incompetent—or even . . .

BAMBI: What about the time you started off for your nine o'clock class in your green pajamas.

PROFESSOR: Oh, well—that—I mean. Anybody—now and then . . .

BAMBI: And speaking of nine o'clock classes. Haven't you one this morning?

PROFESSOR: Certainly not—I never have a nine o'clock on Tuesdays.

BAMBI: I know it, Professor—but this is Monday.

PROFESSOR: Is it?

BAMBI: It is . . . Not only Monday—but one minute to nine.

PROFESSOR: Good Lord—so it is. I've got to hurry. Goodbye, Bambi . . . don't go giving way to any foolish ideas while I'm . . .

BAMBI: Don't you want these note books?

PROFESSOR: Of course—of course—Now where are my glasses. Quick, Bambi—my glasses. I'm late now.

BAMBI: I know it . . . Here they are—where you left them on the sideboard. Careful—you'll drop the note books. Better put them on before you lose them again.

PROFESSOR: I never wear my note books.

BAMBI: Idiot. And here—better take your umbrella.

(DOOR OPENS)

PROFESSOR: I don't need an umbrella.

BAMBI: Oh yes you do, it looks like rain. Here. That's better. Now if it does rain—don't forget to put it up!

PROFESSOR: Oh—oh—mice!

(DOOR SLAMS)

BAMBI: (LAUGHS).

(MUSIC WHICH ENDS WITH BAMBI PLAYING THE PIANO)

ARDELIA: (AWAY) Miss Bambi—Oh, Miss Bambina.

(MUSIC STOPS)

BAMBI: I'm in here, Ardelia.

(MUSIC CONTINUES)

ARDELIA: Oh, Miss Bambi is you froo eating yo breakfas' . . .

BAMBI: I was froo ten minutes ago, Ardelia—when the Professor left.

ARDELIA: Is de Professor gone already?

BAMBI: He is, Ardelia—completely, totally gone.

ARDELIA: Oh my.

(MUSIC STOPS)

BAMBI: Why, what's the matter?

ARDELIA: Dey's a man out in de garden.

(PIANO STARTS AGAIN)

BAMBI: Probably the man came to fix the rose arbor.

ARDELIA: No m'am—it's a young gemmun. One of de one's been slammin' de screen do' all summer.

BAMBI: Well, then what's so startling about his being out in our garden this particular morning?

ARDELIA: Dey ain't noffin startlin' about his being out dere dis mornin' honey—only he done been dere all night.

(PIANO STOPS ABRUPTLY)

BAMBI: All night—yes, but who—why—what's his name?

ARDELIA: Ah disremember honey—dey's so many young fellers hangin' round—can't keep 'em straight.

BAMBI: You and father. You both get zero when it comes to memory.

BAMBI (THE NOVEL)—Continued

"I ain't got no trubble dat way, Miss Bambi. I remember everything, 'cepting wot you tell me to remember."

The dining-room door flew open at this point, and a handsome youth, with his hair upstanding, and his clothes in a wrinkle, appeared on the threshold. Bambi rose and started for him.

"Jarvis!" she exclaimed. "What has happened? Where have you been?"

"Sleeping in the garden."

"Dat's it—dat's it! Dat was wot I was to remin' the Perfessor of, dat a man was sleepin' in the garden."

"Sleeping in our garden? But why?"

"Because of the filthy commercialism of this age! Here I am, at the climax of my big play, a revolutionary play, I tell you, teeming with new and vital ideas, for a people on the down-slide, and a landlady, a puny, insignificant ant of a female, interrupts me to demand money, and when I assure her, most politely, that I have none, she puts me out, actually puts me out!"

Note:

The adaptation on the facing page has interpolated the original text here.

Bambi choked back a laugh.

"Why didn't you come here?"

"I did. Your father refused to see me; he was working at his crazy figures. I burst in, and demanded you, but he couldn't remember where you had gone."

"What a pity! Well——"

"I told him I would wait in the garden. If necessary, I would sleep there."

Note:

The adaptation on the facing page has interpolated the original text here.

"Yas'm, yas'n, dat's when he called me in, to tell me to bemin' him."

"That will do, Ardelia."

"Yassum," said the handmaiden, and withdrew.



BAMBI (THE RADIO SCRIPT)—Continued

ARDELIA: Yes'm—but ah bakes an elegant strawberry shortcake.

BAMBI: But it's not the strawberry season.

(DISTANT DOOR SLAM)

(PIANO STOPS)

Goodness what's that?

ARDELIA: 'At's him.

BAMBI: Whom—I mean who?

ARDELIA: Him—de all night stayer outer.

BAMBI: Yes but—good heavens—Jarvis!

JARVIS: (SHEEPISH) Hello, Bambi.

BAMBI: Jarvis Trent—look at yourself. Clothes all wrinkled—leaves in your hair. What in the name of common sense have you been doing?

JARVIS: (MAD) Well, if you must know—I've been sleeping in your garden.

BAMBI: What?

ARDELIA: My—my—Don' tell me yo' didn't go home agin a tall—after yo' come callin' on de Professor?

BAMBI: When was that?

ARDELIA: Kinda roun' ten o'clock last night.

BAMBI: Oh, my goodness. And you've been sleeping out there ever since?

JARVIS: Well, not exactly. You see it's all my landlady's fault. We—we had a fight.

BAMBI: What about?

JARVIS: She wanted the rent.

BAMBI: Well, why didn't you give it to her?

JARVIS: I haven't got it.

BAMBI: But Jarvis—you must have. I mailed you your salary check myself only last week.

JARVIS: I know—but I lost it—or put it somewhere or something—anyway, it's gone—and I didn't have time to look for it because I was right in the middle of the climax of the second act.

BAMBI: Your new play?

JARVIS: Yes . . . Bambi, it's *good!* It's *different*—it's got something the modern theatre needs . . . something . . . something alive.

BAMBI: I'm sure of it, darling.

JARVIS: And there I was right in the middle of it—and what happens—the old harpy comes banging on my door for the rent—I mean, wouldn't you think even a *landlady* would have a little consideration?

BAMBI: Well, what happened, Jarvis? How'd you get into our garden?

JARVIS: If you'd just let me finish—she locked me out of my room—away from my work—my notes—my pencils and paper even—all because I couldn't find a filthy salary check.

BAMBI: Why didn't you come here?

JARVIS: I did. But your father was in conference with that new man—the one who's come to teach geology or something—*Everything* went against me—and there I was right at a critical point in my play—all I had to do was sit down and put it on paper.

BAMBI: So father couldn't see you—

JARVIS: And no one seemed to know where you'd gone off to. And I did need you, Bambi. I always seem to need you for something—I mean—that is—you—(SUDDENLY ANGRY) I must say, Bambi, you've got a bad habit of being somewhere else when it's important that you ought to be where you ought to be . . .

BAMBI: I went to the movies.

JARVIS: The movies! Honestly, Bambi—you know what I think of the movies.

BAMBI: Yes I know. I like them. Well, go on . . .

JARVIS: Where was I . . .

BAMBI: You'd just found out that father was busy . . .

JARVIS: So I sent in word by Ardelia that I'd be waiting—out in the garden.

ARDELIA: Dat's right—and de Professor he told me—Ardelia—he say—tell him to wait out in de garden.

BAMBI: Yes—yes—we know what the Professor told you.

ARDELIA: Yes'm.

BAMBI (THE NOVEL)—Continued

"Now, go on."

"I was full of my big act, so I walked and walked for hours. Then I lay down in the summer-house, and I must have gone to sleep."

"Go up and take a bath, and come down to some breakfast. I will send Ardelia to get some of father's things for you if you need them."

"All right, but don't delay with breakfast. If I don't get this act down, I may lose it. That fiend, in female guise, held my paper."

"Go on! Get ready!"

He plunged out, and Bambi went to send Ardelia to him, while she cooked his eggs and fried his bacon. As she worked, she smiled, out of sheer amusement.

In due course of time, he appeared, freshened up, and with renewed eagerness to be at work. He scarcely noticed Bambina as she served his breakfast. He ate as if he were starved.

"I suppose the landlady held your clothes?"

"I don't know. I didn't ask. It was unimportant."

"How much do you owe her?"

He looked at her in surprise.

"I have no idea."

"Have you any money at all?"

"Certainly not. I'd have given it to her if I had, so she wouldn't interrupt me."

"What are you going to do?"

"Oh, I don't know. I can't think about it now. I am full of this big idea. It's a dramatization of Brotherhood of Man, of a sublime, socialistic world——"

"Has it occurred to you, ever, Jarvis, that the world isn't ready for the Brotherhood of Man yet? It's just out of the tent stage, where War is the whole duty of Man."

"But it must be ready," he urged, seriously, "for I am here with my message."

She smiled at him as one would at a conceited child.

"Poor old Jarvis, strayed out of Elysian fields! Were you thinking of sleeping in the summer-house permanently?"

"Oh, it doesn't matter; only the play matters. Give me some paper, Bambi, and let me get to work."

Note:

The adaptation on the facing page has interpolated the original text here.

She rose and went to stand before him.

"Would you mind looking at me?"

He turned his eyes on her.

"Not just your eyes, Jarvis. Look at me with your mind."

"What's the matter with you?" he asked, slightly irritated.

"Do you like my looks?"

"I've never noticed them."

"That's what I'm asking you to do. Look me over."

He stared at her.

"Yes, you're pretty—you're very pretty. Some people might call you beautiful."

"Don't overdo it, Jarvis! Have you ever noticed my disposition?"

"No—yes. Well, I know you're patient, and you must be good-natured."

"I am. I am also healthy and cheerful."

"I don't doubt it. Where is the paper?"

She put her hands on his shoulders and shook him gently.

"Jarvis, I want you to give me your full attention for five minutes."

"What ails you to-day, Bambi?"

"The only thing I lack is a useful education, so that I am not sure I can make a very big living just at first, unless I dance on the stage."

"What are you driving at?"

"Would you have any special objection to marrying me, Jarvis?"

"Marrying you? Are you crazy?"

"Obviously. Have you?"

"Certainly I won't marry you. I am too busy. You disappoint me, Bambi, you do, indeed. I always thought you were such a sensible girl——"

BAMBI (THE RADIO SCRIPT)—Continued

BAMBI: So you went out in the garden, Jarvis.

JARVIS: Yes. I was full of my big climax. The climax of my play, I mean—so I walked and walked—and ideas kept flowing through my head like mad . . . It was magnificent!

ARDELIA: Um—um . . .

BAMBI: Quiet, Ardelia—go on, Jarvis.

JARVIS: So I kept on walking and thinking—and thinking and walking. And then my feet began to hurt—so I sat down in the summer house—and—well, I guess I fell asleep.

BAMBI: Well—never mind—go upstairs and take a bath. Ardelia will get you some of the Professor's clothes to put on—and then you can come down and have a nice hot breakfast. You must be starved.

JARVIS: But I haven't time for breakfast, Bambi . . . If I don't get that second act on paper it may leave me—and never come back . . . This is *vital* . . . I've got to get it written . . . I've got to have some paper and pencils and things. That female dragon wouldn't even let me in to get *paper*.

BAMBI: What'd she say?

JARVIS: Oh, a lot of stupid things . . . such as instead of *writing* on paper I'd better *sell* papers so I could pay my rent . . . she's impossible, Bambi, I'll have to move. Right away.

BAMBI: But you *can't* move, darling—till you get into your rooms to pack your things.

JARVIS: Oh—I never thought of that . . . she's got me trapped . . .

BAMBI: It's a cruel world, Jarvis—a cruel—cruel world.

JARVIS: Bambi, this is no joke.

BAMBI: Of course, it isn't, Jarvis—listen, how much do you owe the landlady?

JARVIS: I haven't any idea.

BAMBI: Haven't you got any money at all?

JARVIS: Of course not—don't you suppose I'd have given it to her not to interrupt me—if I'd had any—

BAMBI: Poor Jarvis—straying in the Elysian Fields. Never mind. Bambi will fix everything—including the landlady.

ARDELIA: Yes suh—Miss Bambi—she sho am de fixinest person—ah remember de time when dat newfangled electric stove got out o' kilter—and dey was company comin' for dinner—and what do she do—she takes out a hair pin—jes a littly bitty hairpin—

BAMBI: I know, Ardelia—but we haven't time for that now. Hadn't you better go clear away the breakfast things.

ARDELIA: Yes'm. (FADING) Always I gotta go clearin' away jes when things is gettin' interestin'.

JARVIS: Can I work in your father's study, Bambi.

BAMBI: In a minute, Jarvis . . . but first . . . would you mind looking at me?

JARVIS: What?

BAMBI: Look at me.

JARVIS: I *am* looking at you—what—

BAMBI: Not just with your eyes. Look at me a minute—with—with your mind.

JARVIS: Bambi, what's the matter with you? I've been here night after night—all summer long but you've never acted this way before.

BAMBI: Do you like my looks, Jarvis?

JARVIS: Of course I do! You're pretty. I might even say you were beautiful . . . but I can't see what in the world started all *this*.

BAMBI: How about my disposition? Have you ever noticed that?

JARVIS: Disposition? You've got a swell disposition. Good natured—and a pretty good sense of humor.

BAMBI: And I'm also healthy and considerate.

JARVIS: Considerate, yes—but I'm starting to worry a little bit about your health. Do you feel all right? I mean, what's back of all this?

BAMBI: Jarvis, would you mind marrying me?

JARVIS: Bambi, are you crazy?

BAMBI: Maybe . . . will you, Jarvis?

JARVIS: Bambi—honestly. I don't think you know what you're saying. Or—or are you spoofing perhaps?

*Note:*

*The adaptation on the facing page has interpolated the original text here.*

**"Father can help out a little, at first, but I may as well tell you, he doesn't approve of you as a son-in-law."**

BAMBI (THE RADIO SCRIPT)—Continued

BAMBI: No, Jarvis, I'm serious about this . . . I want you to marry me.

JARVIS: But—but—Bambi—you *can't* be serious.

BAMBI: But I *am*!

JARVIS: Listen, Bambi—I mean look—you—you've got so many beaux and every-thing—do—do you mean to stand there and tell me that you actually want to marry me?

BAMBI: That's just what I *am* telling you.

JARVIS: I don't understand it! Bambi, marriage isn't any April Fool's joke. It's nothing to be funny about.

BAMBI: For the last time, will you listen! I'm NOT being funny. I'm deadly earnest. And you're certainly not being very gallant about it—making me stand here and beg you for an answer.

JARVIS: But my dear child.

BAMBI: *I'm not a child.*

JARVIS: Oh . . . ! My dear Bambi, I can understand a man's wanting to marry you but—just exactly *why* do you want to marry me of all people?

BAMBI: Well . . . for one thing . . . because you need me.

JARVIS: (VERY SURPRISED) I—need you?

BAMBI: Yes. Well, maybe not me exactly . . . but somebody—somebody *like* me.

JARVIS: Bambi—you're not making a bit of sense.

BAMBI: (ANNOYED) Well, will you let me GO ON?

JARVIS: Uh-uh—all right—go ahead.

BAMBI: You need someone to look out for you—to see that you eat properly and darn your socks. Someone to protect you from irate landladies and bill collectors . . . but most of all, Jarvis, you need someone to give you a normal point of view. You're a clever writer—even a genius, maybe. But you write for yourself—not for an audience. You don't even know what the common people think about—or how they talk. I do, Jarvis. I know what the washwoman says when the boiler gets rusty and ruins her clothes. I know how old Mr. Heppel-finger feels when he hears he's the grandfather of twin boys. Oh, Jarvis—don't you see—you're all tied up in yourself. You need someone to put you in touch with life.

JARVIS: Hhhh . . . well, you may be right about *that* . . . a dramatist does have to write about people, and somehow I don't seem to know very many . . .

BAMBI: Of course you don't. You're practically a hermit. That's just why you need somebody to look after you. Jarvis, you're capable of being somebody important. You need somebody who understands . . . who'll help you *go* places! And I could do it!

JARVIS: But, *Bambi*—this is all terribly sweet and generous of you—not to say downright quixotic—but just where do *you* figure in it? After all—to be perfectly honest with you—I—I—like you Bambi—but I don't love you.

BAMBI: I know, Jarvis. But you—you don't love anyone else, do you?

JARVIS: Lord, no! When have I ever had time for that sort of thing?

BAMBI: I know that, too . . . maybe after—you've got a lot of these big ideas out of your system—maybe—later on—you might have time to grow a little fond of me.

JARVIS: Well, I don't know, Bambi—I don't want to be rude about this thing—but I couldn't honestly *promise* anything . . .

BAMBI: I don't expect you to, Jarvis. I don't expect anything at all. It would be what you dramatists call a marriage of convenience.

JARVIS: I—I can see where it would be a convenience for me, Bambi. But I can't see what you could possibly get out of it.

BAMBI: Don't worry about me, Jarvis. I've got my own ambitions.

JARVIS: But I don't see how being married to me could help them.

BAMBI: Why not? I'm interested in the theatre—you'll sell your play, and we'll go to New York, and meet heaps of famous people—do you think I want to stay here and stagnate in this backwater all my life?

JARVIS: Why—I hadn't thought about it.

BAMBI: Well, I have! I want to get out of this rut—and go places— and do things for goodness sakes, *will* you marry me and get of here?

JARVIS: I admit it's an interesting idea Bambi—but it's—it's all so impractical—I mean—what would we live on then—and where?

BAMBI: We could stay here with father. Just at first—until I work out something else. I'll have the old nursery on the third floor fixed over into a study-bed-room for you. You'd be absolutely undisturbed.

BAMBI (THE NOVEL)—Continued

"I don't approve of him, impractical dreamer! Where is that paper?"

"You've got to be taken care of until you get an awful tumble. Then you will wake up and do big things, but in the meantime you must eat."

"You talk nonsense, and you're interrupting me. If I don't get at that scene——"

"Will you marry me? I can't take care of you if you don't, because the neighbors will talk."

"I won't marry you. I don't love you."

"No more do I love you. That's got nothing to do with it. Here's one of father's empty notebooks. Say yes, and you can have it."

His eyes fairly glistened as they fell on the book.

"For heaven's sake, don't torture me. Give me the book and have it your own way, whatever it is you want."

She laughed, gave him the book, and he was at the table instantly, sweeping back the dishes with a ruthless hand.

"No, no, into the study you go, while I make a descent on your landlady, rescue your clothes, and get the license and the minister, my liege lord."

She settled him at his desk, where he was immediately lost to his surroundings.

Bambi slipped out noiselessly, dressed for the street, humming a little song, and presently departed.

Meanwhile, his first recitations being over, the Professor returned for two hours' research in his study, to find Jarvis ensconced there, oblivious to the outside world. "Go away, go away!" he shouted to Professor Parkhurst.

"I'll trouble you to get out of my study," said the Professor.

"You'll get your filthy money in due time, my good woman, so go away!" cried Jarvis.

"Whom are you addressing? Good woman, indeed!"

At this moment Bambi returned, and sensed the situation.

"Oh, I didn't expect you back, Father Professor. This is Jarvis. You see he's come. He has no objection at all to my marrying him, so I got a minister."

"A minister? You got him?"

"Yes, you see Jarvis is busy. There is no need of our waiting, so we are going to be married in half an hour or so."

"To-day? Here?"

"Yes, right here, as soon as Jarvis finishes this scene."

"Is he going to occupy my library permanently?" wailed the Professor.

"No, no. I'll fix him a place on the top floor."

"He's not at all my choice," said Professor Parkhurst firmly, gazing at the unconscious Jocelyn. "You can see by the way he tosses paper about that he is neither methodical nor orderly."

"Those are husband traits that I can do without, thank you."

Ardelia appeared.

"'Scuse me, but yo' all expectin' the preacher up here? He says Miss Bambi tol' him to cum here at eleven o'clock."

"Yes, show him right in here."

"Yassum."

Ardelia reappeared with the Reverend Dr. Short at her heels. Bambi greeted him, and Professor Parkhurst shook hands absently. Bambi went to lean over Jarvis. He suddenly threw down his pen, stretched himself, and groaned.

"Now, if I can just get the last act outlined——"

"Jarvis, just a minute, please."

He suddenly looked at her, and at the other two.

"This is Reverend Dr. Short, Mr. Jarvis Jocelyn."

"I have nothing to say to orthodoxy," Jarvis began, but Bambi interrupted him.

"Doctor Short has come to marry us. Stand up here for a few moments, and then you can go on with your third act."

She laid her hand on his arm, and drew him to his feet.

BAMBI (THE RADIO SCRIPT)—Continued

JARVIS: Third floor—undisturbed. I could finish my play up there—and then—when it's sold—we could go to New York.

BAMBI: Oh, *yes*, Jarvis—and you'll be rich and famous! I knew you'd say *yes*, after you'd just thought about it a little bit.

JARVIS: It's mad . . .

BAMBI: (INTERRUPTS) Absolutely! We'll get married today!

JARVIS: *Today?*

BAMBI: Why not? As long as we've made up our minds.

JARVIS: But—what about a license or something?

BAMBI: Oh, I'll attend to that—I'll telephone the minister *right now*—and we'll get married this afternoon.

JARVIS: Yes, but—I mean . . . shouldn't I get a haircut—a shoe shine—or something?

BAMBI: Certainly not—I'm taking you for better or for worse—besides you have more important things to do.

JARVIS: What?

BAMBI: Your play—you can use the professor's study 'till he gets back. I'll call you when I need you—just leave everything to me, Jarvis—I'll attend to everything.

(MUSIC)

PROFESSOR: (SHOUTS) Bambi—Oh, Bambi . . .

BAMBI: Coming, father.

PROFESSOR: Bambi—what is that young man doing in my study?

BAMBI: Well, you see, father—I didn't expect you back so soon. That's Jarvis. He's been in there all day.

PROFESSOR: I know it's Jarvis. Get him out of there. The man's crazy or something. I walked in and he shouted at me—"Get out—you'll get your money in due time."

BAMBI: (LAUGHING) He thought you were the landlady . . . you see, Professor, Jarvis has got one of his working spells on and . . .

PROFESSOR: Does he have to have it in my study? I've got some papers to correct Bambi—I—

BAMBI: It's all right, father—I'll have him moved upstairs right after the ceremony.

PROFESSOR: Ceremony—what ceremony?

BAMBI: The wedding. Jarvis has just acknowledged his willingness to marry me—so I've sent for the minister.

PROFESSOR: Bambi—are you crazy?

BAMBI: That's the second time today I've been asked that very personal question. (DOOR BELL RINGS) Oh—there he is now—the minister, I mean. (FADING AS SHE CALLS) It's all right, Ardelia—I'll go.

PROFESSOR: Bambi—wait a minute—you don't realize what you're . . .

(DISTANT DOOR OPENS)

BAMBI. (AWAY) Oh, good afternoon, Doctor Peebles—come right in. (DOOR CLOSES)

PEEBLES. (FADING IN) Well, well, Miss Bambina—this is all rather sudden, isn't it?

BAMBI: (ALSO FADING IN) Not particularly—I've been contemplating it for years.

PEEBLES: Oh, good morning, Professor—I understand your daughter is about to become a bride.

PROFESSOR: So she tells me.

BAMBI: (FADING) You two stay right there. I'll go get the bridegroom. (CALLING) Ardelia—Ardelia—never mind the biscuits—come out and be a witness.

ARDELIA: Land o'goshen—the way things happen in dis yere house sure is a caution. (DOOR OPENS) (FADING IN.)

BAMBI: All right, Jarvis—we're all ready.

JARVIS: What? What'd you say?

BAMBI: I want you to come out and meet the Reverend Doctor Peebles . . . the minister.

JARVIS: I don't want . . . oh . . . oh, yes—of course—

JARVIS: (IT ALL COMES BACK TO HIM) Oh . . . yes . . . of course.

BAMBI: Come on, Jarvis—this really won't be painful.

JARVIS: Bambi are you sure that you realize what this . . .

BAMBI (THE NOVEL)—Continued

"The shortest possible service, please, Doctor Short. Jarvis is so busy to-day."

Doctor Short looked from the strange pair to Professor Parkhurst, who looked back at him.

"You are sure this is all right?" he questioned.

"Do tell him to be quick, Bambi. If it's about that landlady I cannot——"

"Sh! Go ahead, Doctor Short."

Doctor Short read the service, and between the three of them they induced Jarvis to make the proper responses. He seemed utterly unaware of what was going on about him, and at the end of a brief service, when Bambi's hand was taken from his arm, he sat down to work at once. Bambi led the other two men from the room.

"He acted as if he were drunk, or drugged, but he isn't. He's just full of an idea," she smilingly explained.

"Have you known this young man long?" Doctor Short asked the Professor.

"Have we, my dear?"

"We have known him fifteen years," she answered.

"Well, of course that makes a difference," murmured the reverend gentleman. "I wish you every happiness, Mrs. Jocelyn," he added, and took his departure.

Note:

The adaptation on the facing page has interpolated the original text here.

"How soon can you get him out of my study?" asked the Professor, looking at his watch. "I have only one hour left before lunch."

"Felicitate me, Professor, felicitate me on my marriage."

"I hope you will be happy, my dear, but I doubt it. His lack of consideration in taking my study——"



BAMBI (THE RADIO SCRIPT)—Continued

BAMBI: (FADING IN) Here we are, Doctor Peebles. The shortest possible service if you please. You see, Jarvis is so busy today.

PEEBLES: Ah yes, Bambi, now Professor Parkhurst—are you sure this is all right?

PROFESSOR: Well, Bambi seems to be set on it . . . and anything Bambi . . .

JARVIS: If it's the landlady he's worried about, Bambi—

BAMBI: That's all right, Jarvis. We attended to the landlady. Go ahead, Doctor Peebles.

PEEBLES: Just one moment, please. Bambi—this young man—

BAMBI: I know he acts a little strange—but he's not drunk or drugged—he's just full of a magnificent idea—for the curtain of a second act.

PEEBLES: Professor—have you known this man long?

PROFESSOR: Ah—have we, Bambi?

BAMBI: Of course we have—six years. He's been a tutor right here in this school since I was sixteen.

PEEBLES: Well—of course—that makes a difference—I suppose.

BAMBI: Oh yes, indeed.

PEEBLES: Very well then—if you will join hands . . . No—no—your right hand, sir. Dearly beloved, we are gathered together—(THE MUSIC GOES INTO A STRAIN OF THE WEDDING MARCH—OR "OH PROMISE ME" OUT OF WHICH COMES PEEBLES' VOICE)

PEEBLES: And so I pronounce you man and wife.

PROFESSOR: Well . . . uh . . . children . . . uh . . . God bless you . . .

ARDELIA: Mistah Jarvis, ain't yo' goin' to kiss the bride?

BAMBI: It's—it's quite customary, Jarvis.

JARVIS: Well . . . all right . . . I . . . (PAUSE) Bambi . . .

BAMBI: There, you see, it didn't kill you.

JARVIS: No . . . that is . . . on the contrary.

PEEBLES: I guess I'll be going. My felicitations, Mrs. Trent—I wish you every happiness.

BAMBI: Thank you.

PROFESSOR: I'll see you to the door, Dr. Peebles. (FADES)

ARDELIA: (ALSO FADES) Mm—yes, to think my Miss Bambi's a grown up married lady—You don't look no different honey.

BAMBI: I—I feel a little strange—Mrs. Jarvis Trent.

ARDELIA: Well—reckon ah'd better be gittin' back to my biscuits (FADING) Ah only hopes de ain't done burned on me—

BAMBI: Well . . . Jarvis . . . We've done it. We're married.

JARVIS: I know it. Bambi—I'm worried. It—it all happened so fast. Maybe we should have taken more time to consider. I hope we haven't made a terrible mistake.

BAMBI: Oh, Jarvis—I'm sure we haven't . . . But if we *have*—if you ever want to be free—I promise I won't try to hold you.

JARVIS: I—I didn't mean that, Bambi. I was thinking about *you*. Married to *me*. I'm not—well, I'm not a very *dependable* person, you know. Not—not a person anybody'd want for a husband . . . somehow.

BAMBI: I wanted you, Jarvis.

JARVIS: So it seems . . . But I'm darned if I see why, Bambi . . . It . . . it sort of worries me.

BAMBI: Now look, darling—you've got loads of important work to do—so just stop worrying about being married, and go on back to your play! Will you? . . .

JARVIS: Really? You're sure you don't mind—I *would* like to finish that second act . . .

BAMBI: Well, you go right ahead and finish it!

JARVIS: (FADING) It's going to be good, you know—even better than I hoped! (DOOR SLAM)

BAMBI: Oh, Jarvis—darling—I do hope you won't mind too much.

(PROFESSOR . . . FADING IN . . . COUGHING)

BAMBI: Oh—hello father—I though you'd gone out with the minister.

PROFESSOR: I did. But I—I came back. (PAUSE) Well, Bambi.

BAMBI: Well, Professor.

PROFESSOR: I don't know what to say. I know I'm an absent-minded old idiot . . . but I'm not as blind as you might think—and after all you're my only chick and child. I do want you to be happy—and I don't know about this—this marriage.

BAMBI: Neither do I, Professor. Maybe it won't work. But there's one thing I do know—I wouldn't be happy anywhere in the world away from Jarvis.

BAMBI (THE NOVEL)—Continued

Note:

*The adaptation on the facing page has interpolated the original text here.*

Bambina looked at him, and began to laugh. Peal followed peal of laughter until tears stood in her eyes.

"I'll go rescue the study, Herr Professor. Oh, this is too rich! Bernard Shaw ought to know about me," she laughed, as she tripped upstairs.

So it was that Bambina acquired a husband.

Note:

*The adaptation on the facing page has interpolated the original text here.*

BAMBI (THE RADIO SCRIPT)—Continued

PROFESSOR: Bambi—do you love him so very much?

BAMBI: Oh yes, Professor. Terribly. So much it hurts me to breathe sometimes. When—when I see him coming up the street—something happens to me. It's like—like being run over by a steam roller—sort of. I feel so limp I can hardly stand. But then I pull myself together and run like everything—so I'll get to the door before he does. He's everything in life to me, Professor. I've got to help him—take care of him—be with him all the time. Nothing else makes any sense. Did you ever feel like that, father?

PROFESSOR: Once, Bambi. It was your mother. That's why I didn't try to stop the wedding.

BAMBI: Then you do understand, darling. I had to do it. I had to do it—I had to.

PROFESSOR: Mm—well—in that case—but don't let him think he can go borrowing my ties and socks.

BAMBI: (LAUGHS) He won't—I promise.

PROFESSOR: In the first place they wouldn't look good on him. That's—that's what worries me about him Bambi.

BAMBI: His socks and ties.

PROFESSOR: No—he's—he's so unlike other people, Bambi.

BAMBI: He's a genius, Professor.

PROFESSOR: Perhaps—but a genius is very hard to live with, my dear. It's a tremendous gamble you've taken.

BAMBI: But it's worth it, Professor. And it's going to work out. It's got to—it's got to.

(MUSIC UP TO CURTAIN)

ANNOUNCER: In just a moment Helen Hayes is planning to give you a little curtain-speech, and in the meantime I'd like to say a word or two—I want to call your attention to this one thing: many people who suffer through sleepless nights do so because they refuse to give up their coffee. For, of course, the caffeine that's in most coffees undoubtedly *does* keep lots of us awake. But it's an easy matter nowadays to enjoy both your coffee *and* your sleep . . . Sanka Coffee makes that possible. Ninety-seven percent of the caffeine has been taken out of Sanka Coffee so that absolutely everyone can enjoy it without anyone later sacrificing a single wink of sleep. And remember that Sanka Coffee is a fine, fragrant, full-flavored coffee . . . rich and mellow . . . thoroughly delicious. So it's a real pleasure to drink Sanka Coffee . . . and now you can buy Sanka Coffee at the lowest price in its entire history. Now here's the star of our program, Miss Helen Hayes . . .

MISS HAYES: I—I just want you to know how terribly happy I am to be back with you again. And I . . . I naturally hope you're happy to have me. I thought we had a fine time last year . . . that's why you don't seem at all like a strange audience to me, but more like . . . quite a lot of old friends. I'd like you to feel that way, too . . . that we're just taking up where we left off last Spring . . . even though I'm Bambi this year instead of Penelope Edwards. It's . . . it's really quite a lot like old times here in the studio tonight . . . you remember Wilmer Walter who played the doctor in "The New Penny," well . . . he's going to be my father in "Bambi." Edith Meiser is here, too . . . she wrote "The New Penny," and now she's writing "Bambi" . . . or rather, adapting it from the novel. Then there's Mark Warnow, who's with us again to direct and arrange all the music on our program. And Bill Adams has returned to tell you about our old friend, Sanka Coffee. So you see in addition to our reunion with you, we're having a reunion amongst ourselves as well. We're also welcoming some brand-new members to our cast . . . James Meeghan is one of them . . . he's playing Jarvis Trent, my leading man. We're all of us anxious to give you the best performances we can . . . and all I can say is that if you enjoy listening to "Bambi" as much as we want you to enjoy it . . . well then we'll have lots of grand and glorious weeks ahead.

(THEME UP AND DOWN FOR:)

ANNOUNCER: As a husband, Jarvis Trent's been a pretty bewildered young man so far. But next week he surprises everyone . . . even Bambi . . . by putting his foot down in a very forthright, husbandly manner. Join us again in the Sanka Coffee Playhouse next MONDAY evening at this same time, when Helen Hayes will again star in the title role of "Bambi," brought to you by Sanka Coffee. And here's a piece of radio news . . . tomorrow night over many of these same stations the Dude Ranch program will have its premiere, featuring those unusual and popular entertainers, The Westerners. Be sure to listen in. William Adams speaking for Sanka Coffee . . . good night . . . and good rest.

## GOSSIP'S MARTYR?—THE "TRUE STORY" VERSION

*(Note: this story, under the by-line of Isabelle Hallin, appeared in True Story, the magazine. On this and following left-hand pages, in bold face, is its original text. Acknowledgement is hereby made to True Story Magazine for use of this material)*

Recently the name of Isabelle Hallin became known throughout the country because of a notorious deed.

People from New England to California read of the high-school teacher who had corrupted the morals of her pupils by serving them cocktails and filling their minds with erotic ideas.

For this the teacher was dismissed in disgrace, and thus publicly branded as a depraved character.

I am that teacher, that Isabelle Hallin whose name was spread across the newspapers of the United States, and I am now trying to live down the disgrace of that revelation.

But it is a disgrace that overwhelmed me without justification. It came upon me suddenly, a catastrophe never expected, like a tornado which sweeps over a peaceful countryside.

One day I was happy, held a good position, and enjoyed life as a useful member of my community. The next day I was a disreputable person, a criminal, guilty of destroying the morals of the children entrusted to my care.

I woke up to find that I was not the respected young person I had thought I was, but an outcast, unfit to associate with decent people.

And why?

I didn't know. But when in desperate bewilderment I began to search for the cause I heard whispers—whispers all around me, from neighbors, from tradespeople, from casual acquaintances, even from strangers. I suddenly became aware that my community was alive with stories about me, stories stocked with the most vicious insinuations.

"Did you hear what Mrs. Smith said about her? Why, she swears that——"

"You should have heard what Jane said about Isabelle Hallin! Her husband says he knows a man who——"

"Did you hear the news about the Hallin girl? Mrs. Allen's cousin actually saw her walking out of——"

The gossip about me seethed, and I was openly condemned as little better than the town harlot.

It was only later, after I had recovered a little from the shock of this terrible experience, that I was able to think back on what had happened in my life, and try to understand why I was so horribly vilified.

And then I began to realize how malicious gossip is started; how harmless little things can be misunderstood by suspicious minds and built up into structures of defamation; how normally decent people, actuated by jealousy and resentment, can blast an innocent person's character with malice no one would think them capable of.

I had heard of the power of gossip, I had read of the destruction caused by it, but now I was able to fully understand its tremendous evil influence, for I was the one who suffered from it—not the other person.

The story of what happened to me logically begins when I was a little girl. I was born in the little town of Saugus, Massachusetts, near Boston. Saugus is typical of scores of other small American towns. It has a population of about fifteen thousand, and the bulk of its citizens are highly respectable people, fairly prosperous, and belonging to churches and fraternal organizations. There are few amusements in Saugus except movies, and nearly every one is in bed by ten or eleven o'clock. All the dances are given under the auspices of the lodges or religious associations and are held in the Town Hall auditorium. And of course everybody knows everybody else.

I was born with blonde hair and, perhaps as a fitting accompaniment (in view of the popularity of blonde hair today), with a lively disposition.

As I grew up, my parents and relatives flattered me into believing that I was of personable appearance. Of course I was pleased, and my natural sprightliness was somewhat increased thereby.

When I was nine years old I went to dancing school. Whenever I saw people dancing I envied them. While I don't remember whether it was my parents who first

## GOSSIP'S MARTYR?—THE RADIO VERSION

(Note: This dramatic adaptation was broadcast on Dec. 3, 1937. The adaptation was made by William Sweets and represents a highly intricate, imaginative "doctoring" of the original text. Acknowledgment is made to True Story Magazine and Arthur Kudner, Inc., the advertising agency, for use of this material.)

ALEXANDER: Miss Hallin, you were until recently teaching in the High School at Saugus, Massachusetts?

ISABELLE: I was, Mr. Alexander.

ALEXANDER: And were you not dismissed from that school because you were alleged among other things to have served cocktails to your pupils, and as we understand it, you were charged as well with filling their minds with erotic ideas?

ISABELLE: Those were the reasons they gave for my dismissal.

Note:

The adaptation does not follow the text here

ALEXANDER: Miss Hallin, I am going to ask that you tell us something about your early life. You were born in Saugus and attended school in that town?

ISABELLE: Yes, I graduated from High School in Saugus.

Note:

The adaptation does not follow the text here

## GOSSIP'S MARTYR (THE STORY)—Continued

thought of giving me dancing lessons, or whether it was I who urged them to do so, I am rather inclined to think I suggested the lessons.

The dancing teacher in Saugus was a pretty girl who had been on the stage. She preserved some of the manners and the air that go with actresses, and when she walked on the street, I noticed that the townspeople gave her side glances and then turned to talk to their companions.

I was too young to know what these looks and these obvious discussions about her meant. But today, piecing together, as I am, all the factors that contributed to my misfortune, I can readily understand the reactions of the majority in Saugus to the dancing teacher. The rouge on her cheeks and lips, the blacking on her eyelashes, the bold curls in her hair, at once brought the suggestion of fast living. Other girls may have rouged and darkened their eyelashes, but this girl was the proprietor of a dancing school; the dancing school had a dance hall and, on the floor of that dance hall, men and women held each other in embrace. That put her in a different class, and the rouge and the blacking acquired a particular meaning. Dancing in the Town Hall, chaperoned by the ladies of a local society, was quite another thing.

My parents did not share this impression of the dancing teacher and her studio, and so I was very happy to be her pupil. I was surprised, however, when once a girl friend looked at me curiously and asked how I felt taking lessons.

"Why, what do you mean?" I asked.

"Well, mother said it wasn't nice."

"What isn't nice?" I asked.

My friend was a little helpless. "I don't know. Mother just said it wasn't nice."

"I don't know what you're talking about," I said. "My mother and father think it's all right for me to go to dancing school and my teacher is a lovely girl."

"That's what *you* think!" she said. "That's all *you* know."

"You're crazy!" I remarked, now angry.

I soon forgot about this unpleasant talk and applied myself more zealously to my dancing lessons.

I continued to take lessons for six years. During the latter part of this period I was taught what was known then as "fancy" dancing, or the modern innovations in ball-room steps.

Again, some of my friends were shocked. I gave a little exhibition in the parlor of a girl I knew, and I could feel that she was embarrassed.

"You wouldn't think of doing that in public, would you?" she asked.

"Why not?" I wanted to know. "What's wrong with it?"

She just shook her head. "I know *my* mother wouldn't let me do a dance like that."

I laughed. I thought she was being childish, and was glad that I was more grown up. I didn't, realize, of course, that I was laying the foundation for a reputation as a bold girl.

When I was fifteen, I went to my first dance. I was thrilled when I looked at myself in the mirror. I had on a pretty party dress and my hair had a few mature touches which made me look a little older than I was.

That night, when I stepped out on the dance floor, there were some whispers from people who stared at me, but I was with my parents and my presence at the dance was naturally very proper. But looking back on that evening, I can understand how those people felt toward me.

"A child of fifteen dancing with a boy! And see *how* she dances! Watch her fancy steps! Thinks she's on the stage! You mark my words, that girl will come to no good end!"

But I was then unconscious of the feelings I aroused. I had a splendid time, and went home to dream of other evenings like that one.

All through high school I was fond of dances and parties, and never a dance did I sit out unless I wanted to. During this time too my figure developed and I acquired better taste in dressing. My gowns became smarter, and I picked up little hints to improve my appearance.

I saw nothing wrong in this. Nor did I believe it was sinful if a nice appearance, dancing, and a normal gayety helped to attract the interest of boys.

Occasionally I was conscious that some girl resented me, and sometimes some one would remark laughingly that I was daring, but I paid little attention either to the resentment or to the opinions about me. I was more interested in just living happily.

I finished high school and entered Tufts College. I had the same kind of social

Note:

*The adaptation does not follow the text  
here*

ALEXANDER: I understand that you are a college graduate?

ISABELLE: Yes, I got my degree at Tufts College.

ALEXANDER: We understand that one of your avocations has always been dramatics?

ISABELLE: Dramatics and stage dancing. I'd studied dancing when I was a little girl. Later on in both High School and College I became interested in acting and in the writing and production of plays.

ALEXANDER: All right, suppose you go right on from there telling us your story in your own way . . . at least that part of it which you consider important in the light of your problem.

## GOSSIP'S MARTYR (THE STORY)—Continued

experiences there as at high school. All my Friday and Saturday nights were taken up by fraternity parties and school dances.

I studied hard, and part of the time I had to work my way through college by doing hair-dressing in the dormitories; but that did not prevent me from having a good time. Later on I took part in theatrical activities and managed to write scene plays, one of which was produced by the college players.

When I graduated I received no special honors, but it was amusing to know that I had been awarded these titles "Best Dancer," "Most *It*", and "Biggest Heartbraker". . . .

It was amusing then, and many of the boys kidded me about these designations, but I wish now that no such labels had been pinned on me. There were only a few girls from Saugus at Tufts, but it was inevitable that everything I did should be reported back in my home town.

The most *It*! What could it not mean! My entire four years at college were completely uneventful, so far as boys were concerned. But what could "most it" signify but secret indulgences?

There was a good indication of how some of my college mates might have regarded me when, one evening, I came back from a walk with a boy with whom I had become friendly. There was nothing between us but a common interest in theatricals, and our walk had been innocent of any romance. But a girl came up to me just as the boy and I parted. She glared at me and then blurted out:

"It's no wonder you get the boys! You know what to give them!"

For a moment I was too shocked to answer. Then I realized that she cared for this boy, and I tried to explain that he was merely a friend. But she walked swiftly and disdainfully away.

I was puzzled. I didn't understand how the girl could have so misunderstood me. I was not a willful flirt. I did not go after boys, as so many of the other girls did in their quiet and coy manner. I could not help thinking of that old saying about having the name without the game, but I dismissed such thoughts from my mind. I did not believe that girl expressed the opinion of all who knew me. I thought she was just very much upset by jealousy.

Note:

*The adaptation on the facing page has interpolated the original text here.*

When I left college I had to earn my own living, and after some odd jobs I applied for the post of teacher in the Saugus High School.

I thought I had many friends in Saugus and that my application would be favorably considered. After some time had passed it seemed that I was right, for the School Board approved my application and enrolled me as a teacher. The rule was, that if a teacher served three years satisfactorily she could then be appointed permanently or, as it is called, "on tenure."

For the next three years I taught at the Saugus High School, being the youngest teacher there. Practically all the other teachers were from thirty to sixty, and all of them were spinsters.



GOSSIP'S MARTYR (THE RADIO SCRIPT)—Continued

ISABELLE: Suppose I begin with an evening on the Campus at Tufts at the end of my senior year. A friend of mine . . . a boy . . . and I were talking.

(MUSIC IS IN AND WE GO TO SCENE)

ISABELLE: Not much longer now, is it?

BOY: Where do we go from here, huh?

ISABELLE: Where do *you* go?

BOY: I dunno. I've got a half-way promise of a job in Boston. Maybe it'll come through. Maybe not. You'll be getting married, I suppose?

ISABELLE: For instance . . . to whom?

BOY: Oh, any one of about fifty, I should say. It's not exactly an accident when a girl's selected the "biggest heartbreaker" in the class . . . the best dancer and the girl with the most "it."

ISABELLE: All of which is really very silly, isn't it?

BOY: Oh, I dunno. Don't you get a kick out of it? Out of being the most popular girl around?

ISABELLE: I like friends, sure. I like to *know* I have friends. But it's a funny thing . . . it was the boys who voted me those titles . . . not the girls.

BOY: Meaning?

ISABELLE: Just that I haven't many girl friends. I didn't have when I was in High School.

BOY: Maybe they're just jealous.

ISABELLE: Of what? You know, I don't think girls ever make as good friends as boys.

BOY: Cats, huh?

ISABELLE: Sort of. I've heard some of the remarks they've made about me. Even when I was in grade school, there was one girl who never lost a single opportunity to say something mean about me and all because I went to dancing school. Well, I just learned not to pay any attention to what they said.

BOY: Take it all as publicity, huh? It doesn't matter what they say . . . just as long as they talk.

ISABELLE: No, I wouldn't say that. It's just . . . that I've got by own ideas about a lot of things. Of what's right and what's wrong. And as long as I do what I think is right . . . whose business is it but mine?

BOY: So what is it you're planning to do that you think's right?

ISABELLE: Well, I don't say I won't get married some day. I want to. Only not yet.

BOY: Want a career? In the theatre, maybe?

ISABELLE: No, I don't think so.

BOY: You probably could have one. That was a swell play you wrote and a swell performance you gave. And anybody who can dance the way you can . . .

ISABELLE: You'll probably laugh at me, but what I'd really like to do is teach.

BOY: Dancing, you mean?

ISABELLE: No, high school . . . or a private school . . . I might have a dancing class on the side because I think *all* kids ought to be taught to dance. And I'd like to organize a dramatic class. Among kids. I don't think youngsters in school get *nearly* enough of that sort of thing. And schools are waking up to that fact nowadays. Public schools as well as private schools.

BOY: And where'd you get a teaching job?

ISABELLE: I dunno. Maybe back home in Saugus. Of course, I didn't set the world on fire with my grades here . . . but they were good enough. And when you consider how many extra-curricula activities I was mixed up in, I think I did pretty well.

BOY: Well, you get a job teaching . . . and then try to sell the board of trustees on hiring a good janitor . . . I've got a hunch that Boston thing's not coming through. How's for going down and having a soda?

ISABELLE: All right. I'd like one.

(MUSIC IS IN AND WE GO TO SCENE) (DOOR OPENS GAILY)

ISABELLE: (COMING TO MIKE) Mother . . . mother. I've got it. They've given me the position in the High School. Isn't it marvelous?

(MUSIC . . . MONTAGE)

## GOSSIP'S MARTYR (THE STORY)—Continued

Because I had developed a keen interest in dramatics, I started a drama group at school in connection with my teaching, and later joined a semi-professional stock company at Lynn, a few miles away from Saugus. I thought these were perfectly proper activities. I loved acting and with the Tavern Players—the name of the Lynn company—I found a congenial group of people. They were mostly amateurs, and worked at various professions during the day. All were drawn together by a love of the theater. The head of the company was a woman who was married, and had a child. I was a regular member of the Tavern Players, and took part in a few productions.

At school there was great enthusiasm among the pupils for the drama group I organized. A number of the youngsters showed fine ability and it became a pleasure to work with them.

Although I acted in only occasional productions with the Tavern Players I had to do much rehearsing for each role, and this made it necessary for me to spend a good deal of my spare time at Lynn, particularly during week-ends, which were, of course, my free days. I used to come home about twelve or one o'clock Sunday nights, driving back to Saugus in my own car—an old coupe—or with one of the Tavern Players.

To reach home I had to pass up Central Street, which is a main Saugus thoroughfare. After eleven o'clock Central Street is very dead, except for a late-closing cafe near there, but the little night life in Saugus can be found here.

One Sunday night I drove through the center of the town at a little after one o'clock. One of the actors from Lynn was taking me home. We had to slow down at a certain point, and a man who was walking along the street stared through the car window, then quickly passed on.

Note:

*The adaptation on the facing page has interpolated the original text here.*

## GOSSIP'S MARTYR (THE RADIO SCRIPT)—Continued

(MUSIC)

1ST CHILD, BOY—16: Boy, have we got a swell teacher. She knows how to smile.

2ND CHILD, GIRL—15: Isn't she marvelous and doesn't she wear the loveliest clothes?

(MUSIC)

WOMAN: Imagine them giving that Isabelle Hallin a position teaching in the High School. She's just an empty-headed blonde.

HUSBAND: She graduated from college. That's more than you did.

WOMAN: Huh . . . I wouldn't have to spend a day at college to know more than she does.

(MUSIC)

3RD CHILD, GIRL—15: Are you going to join Miss Hallin's dancing class?

4TH CHILD, GIRL: I wish I could. But mother won't let me.

(MUSIC)

5TH CHILD, BOY: Hey, fella, Miss Hallin's gonna let us give a play. And she's gonna direct it. And she says maybe she'll give me a part. I bet I could play Hamlet.

"To be or not to be. That is the question."

(MUSIC)

WOMAN: And *now*, what do you think that Isabelle Hallin's up to? I just heard today that she's joined up with those Tavern Players over in Lynn. Going to act on the stage, mind you. Is that any way for the teacher of our children to be behaving herself?

(MUSIC) (AUTO HORN AND CAR BACKS THIS SCENE)

FRIEND: Want to stop somewhere for a sandwich, Isabelle?

ISABELLE: No, thanks. I'd better get on home, I think. It's rather late.

FRIEND: All right. You're the boss. You know, after that performance you gave tonight, Isabelle . . . you really ought to go into this thing seriously . . . as a profession.

ISABELLE: No, not yet. If ever. I do like playing with you people though . . . working, studying with you.

FRIEND: But you must be working, studying towards some goal, surely?

ISABELLE: Perhaps.

FRIEND: There isn't any particular future to your teaching job, is there?

ISABELLE: Well, you may think it's curious, but I like it. I like it better all the time. It becomes more interesting all the time. Every day, in fact.

FRIEND: Schools must have changed since I went to them then.

ISABELLE: They have changed. They're changing all the time. And for the better. They're much franker, for one thing. And more honest.

FRIEND: Show me one school that's frank or honest and I'll show you a purple cow.

ISABELLE: I didn't say completely frank or completely honest. But they *are* improving.

FRIEND: For instance?

ISABELLE: Well, perhaps parents don't have as much time to check up on what their children are learning as they once did.

FRIEND: That sounds like treason.

ISABELLE: Not really it isn't though, is it? It used to be that parents sent their children to school and expected the teachers to teach them all the prejudices and curious ideas that they were being taught at home. And they took darn good care that the teachers in the schools were a lot of meek and mild old fogies who held those same prejudices and curious ideas. Nowadays, thanks to the heads of most of the schools, who are younger and more interested in the bigger vision of education, teachers aren't chosen so much by the parents.

FRIEND: Oh, no? What about all these parent-teacher organizations everywhere?

ISABELLE: Well, I've found that most of the parents who are active in the P.T.A. are parents of the younger children. Once the children get as far as high school . . . the parents drop out of the organizational activities and go back to their bridge clubs . . . or . . . to whatever else they find amusing.

FRIEND: And you come in and teach a lot of radical ideas.

ISABELLE: That all depends on what you mean by radical. I certainly don't teach them the way I was taught . . . or all the things I was taught. And I try to make their learning, of what I *do* try to teach them, interesting. And worth while . . . and helpful. I mean, I try to make them *want* to learn. To make them curious about things. And I also try to develop their personalities. Even if I *do* say it myself, I think I've been fairly successful. You're laughing at me?

## GOSSIP'S MARTYR (THE STORY)—Continued

My friend asked me, "Who is that man?"

"I don't know," I replied. "I didn't recognize him. Why?"

"Well," he replied, "he may think that you're coming home from a wild party. You know how people are."

I laughed. I thought he was joking. The very idea seemed so preposterous that I forgot his remark by the time we arrived at my home.

But when I next came into town late Sunday night, after rehearsing or playing in Lynn, I could not help noticing that any people lounging about peered into my car. Several times other cars that passed me on the road near Saugus attempted to look through my window, or so I thought.

However, I decided that my actor friend's words had made me suspicious, and I became rather ashamed of my apprehension. I thought this was foolish and unbecoming to an adult person.

A few incidents developed later which gave me momentary feelings of uneasiness.

I was as fond of dancing as ever; and one evening, at a little party, I did the "Lindy Hop." My partner was a young man who was also fond of dancing, played the guitar, had a gay nature, and was always the life of the party. He was an interesting and intelligent boy, and I liked him and saw him often.

I suppose that we must have put a great deal of spirit into the "Lindy Hop," for the others stopped dancing and watched us. Finally we finished with a sweeping climax. We paused in the center of the floor, laughing, our faces flushed with the exercise. There was a faint round of applause. I looked about me and saw that we were being regarded with varying expressions. The boys seemed a bit embarrassed, and the girls either had a sickly grin on their lips or were stern.

The mother of the girl who gave the party was present. She turned to me and said with a meaningful laugh: "I always wonder, Isabelle, where you learn these dances."

"Oh, I just pick them up. I'm good that way," I said brightly. Then I regretted my words. It struck me suddenly that I shouldn't have said that. But at the same time I felt humiliated that I should even have thought that I had said or done something improper, and I dismissed the incident from my mind. I blamed myself for becoming suspicious.

Some time later I attended a dance. It was a rather prominent social affair, and I bought myself an evening gown in Boston that I thought was very attractive. It was open to the waist at the back, although of modest cut in front.

When I made my appearance on the floor I could sense what lay behind the looks I got. My bare back must have shimmered and glistened in the lights as I strolled along, greeting friends.

But I wouldn't let myself entertain such thoughts. It was unworthy of me and an injustice to my neighbors. People liked seeing smart dresses, I told myself, and they liked seeing girls as well dressed as they could afford to be.

One day a girl I knew came to me, and said, "Isabelle, I wouldn't be so friendly with Tom if I were you."

Tom was the young man I danced the Lindy Hop with at the party.

"I'm not so friendly with him," I replied. "But if I were, why shouldn't I be?"

"Well——" she hesitated. "His mother doesn't seem to approve of his going about with you."

"His mother?" I questioned. I didn't think his mother would want to interfere with his friendships. He was old enough to take care of himself. "But what has his mother against me?"

"I don't know. She just mentioned it to my mother, and mother wouldn't say much except to tell me to caution you that Mrs. Howard has a sharp tongue."

"Why, that's nonsense!" I exclaimed. "I don't see what possible objection she can have to my being friendly with Tom. Either she must be just mean, or your mother misunderstood her."

"I don't think mother misunderstood her," my friend answered, "and I don't know how mean Mrs. Howard is. But—you might watch your step."

"I will not!" I cried indignantly. "No one is going to intimidate me!" Then I calmed down. "Oh, I think there must be some mistake."

"Well, don't say I didn't warn you!" she finished.

But I refused to heed the warning. It was all too silly. Probably women's chatter. And soon after, when Tom called me up to take me to a movie, I accepted his invitation.

GOSSIP'S MARTYR (THE RADIO SCRIPT)—Continued

FRIEND: On the contrary.

ISABELLE: Well, I only meant that I try to make them *want* to come to classes. And I try to get them interested in other things besides books . . . like dancing . . . and acting.

FRIEND: Have you by any chance got any room in your classes for another pupil?

ISABELLE: Now you *are* laughing at me.

FRIEND: I most certainly am not. When I think of all the sourpuss teachers and professors that tried to drill a mess of unimportant, and stupid, so-called facts, in my head, I . . . I . . . well I get sore. And most of those "facts" they tried to teach me I've learned since were a pack of lies. We turn at the next corner, don't we?

ISABELLE: That's right.

(PAUSE . . . HONK)

FRIEND: Who was that man, a friend of yours?

ISABELLE: I didn't notice. Where?

FRIEND: He certainly was giving us the once over.

ISABELLE: Well, do you mind?

FRIEND: Me? Why should I mind?

ISABELLE: Then I'm sure I don't. Now, you turn left at the next corner.

(MUSIC)

MAN: Sure, I saw her. Boy, we didn't have teachers like that when I went to school.

Comin' home with an actor at one-thirty in the mornin'.

2ND MAN: Well, I dunno that human nature's changed any. Mebbe none of your teachers ever got caught . . . comin' home with an actor at one-thirty in the mornin'.

(MUSIC)

WOMAN: Now, don't argue with me any more. You're not going to act in any play that Miss Hallin is getting up.

5TH CHILD, BOY: But, why not, mom? She's gonna give me a good part in it.

WOMAN: She's not gonna give you any part in it. She can teach you in the classroom. But that's all.

BOY: But, Mom . . .

WOMAN: Not another word. Do you hear . . . not another word. You go to school to learn things . . . not to waste time with a lot of foolishness.

(MUSIC) (DOOR OPENS)

ISABELLE: (A LITTLE ANNOYED) Come in.

GIRL FRIEND: For heaven's sake, Isabelle. What have you done to yourself? (SHUTS DOOR.)

ISABELLE: If you must know, I'm trying to look like a teacher. (GOING AWAY) Come on in the living room.

GIRL FRIEND: (GOING AWAY) Well, for a minute you scared me. I thought somebody had died.

ISABELLE: (COMING TO MIKE) I suppose next they'll want me to wear glasses. And maybe corsets for all I know.

GIRL FRIEND: They? You mean . . .

ISABELLE: Yes, the School Board. They called me in and told me they'd appreciate it if I dressed a little more professional. The teaching profession, that is.

GIRL FRIEND: Well, for heaven's sake, what caused that?

ISABELLE: Oh, somebody, I suppose, complained because of that low back evening gown I wore to the dance last week. Why shouldn't I wear a low back gown? Anybody else can wear them and people say what a lovely back she has. But just because I'm a teacher, I'm not supposed to have a back.

GIRL FRIEND: (IS LAUGHING).

ISABELLE: It's no laughing matter, either. Really, there are a lot of people around this town who'd like for me to dress as dowdy as I could . . . and let my finger nails get grubby and my hair get stringy. Then I'd be a good influence on their children's minds.

GIRL FRIEND: Don't be silly, Isabelle.

ISABELLE: It's true. For over two years now, I've felt them disliking me more and more. Well, the children don't dislike me. And they come to me for advice and help. And I give it to them. The kind of help and advice I'd have liked to have had from my teachers. (DOOR BELL) Excuse me, that's probably some of the children now. They're coming over to rehearse a new play. It's too cold over in the schoolroom.

(MUSIC)

## GOSSIP'S MARTYR (THE STORY)—Continued

Nothing happened. Tom didn't say anything, nor did I hear any more warnings. I was glad that I paid no attention to what my friend had said.

An incident, too, happened at school which disturbed me for a time. I was called before the board, and the chairman said it had been reported to him that the clothes I wore in my classes were not quite conservative enough for a teacher.

I was startled, for it had never occurred to me that my clothes were daring. They were just nice and, I hoped, becoming. I had always thought it was better to present a smart appearance before my pupils than a dowdy one.

But I didn't discuss the matter with the board. I apologized, and promised that I would modify my dressing. I didn't know just how I would do that, for I didn't know how I had sinned, but I decided I would copy the other teachers' clothes as well as I could.

Otherwise I made very good progress in my work at school, and with my drama class. We produced several plays and I prided myself on having a devoted group of students. They came to me for advice and learned to regard me as a friend.

I often took the cast of the play we happened to be doing to my home for rehearsals. We had our basement fitted up as a recreation room, and it was very large. Here, after rehearsals, I sometimes let the youngsters dance to radio music for a little while, and it was pleasant to have this camaraderie between us.

So the three years of teaching passed. A few weeks before the school board was to vote on my election to a permanent teaching position, I received a letter from the board saying that a hearing on my election would be held at a certain date, and inviting me to attend. I felt there was something strange about this, for ordinarily there would be no need for the board to interview a teacher, just to reappoint her. I grew more apprehensive because I could not understand what the officials could have against me.

This news came to me, too, at an especially unfortunate time. Both my father and my mother were in the hospital, and my only brother was out of town. I was alone. I could not worry my parents when they were ill, and there was no one else close enough to me to turn to for advice.

I decided to seek the help of a young lawyer who practiced in Lynn, and who was a member of the Tavern Players. He told me it would be best to wait until the meeting was held before doing anything. After all, I didn't know what the intentions of the board were.

On the day of the meeting I went to the school office. I was told to wait in the lobby while the deliberations went on within.

There were five members of the board, a newspaper man, the proprietor of a box factory, a restaurant keeper, a merchant and a retired school teacher—a woman. She was about sixty, a spinster, and a member of several of Saugus' welfare and church organizations.

I waited for some time, straining my ears to catch some sound from the committee room. Finally the superintendent of schools, who was very friendly toward me, came out. He appeared disconsolate.

"I don't think there is any use waiting longer," he said. "I don't think they want to see you."

"But I don't understand!" I cried. "What is the matter?"

"I can't tell you," the superintendent said, almost sorrowfully. "At least, not now. Why not go home and call me this evening? I'll tell you the result then."

By the expression on the superintendent's face I could see that there was some trouble, and that it was very serious. But he would not commit himself with a definite statement and so I had to go home and remain in suspense for some hours longer. I became frightened. I had become involved in some terrible happening. I was sure of that. Else why all this secrecy? Why these conferences about me behind closed doors?

That evening I telephoned the superintendent's home. There was no answer. I telephoned again later, with the same result. It grew late; eleven o'clock, eleven-thirty. I was afraid to telephone at such an hour, but I had to know the board's decision. I picked up the receiver and called. The bell buzzed at the other end. No one replied.

Listlessly, I dropped the receiver and slumped into a chair. I wondered if I should go to the superintendent's house myself. Maybe he was in, and didn't want to answer me.

I debated with myself for half an hour. Suddenly there was a ring at the door. I leaped from the chair and ran to answer it. It must be the superintendent! He had come all the way to see me, and so late! That meant he was the bearer of good news!

GOSSIP'S MARTYR (THE RADIO SCRIPT)—Continued

Note:

The adaptation does not follow the text  
here

ISABELLE: (A LITTLE AWAY) No, no, no . . . not like that. Read the magazine as though you were interested in it. You're reading a story that's exciting. Now . . . that's better.

(MUSIC)

ISABELLE: But don't you understand, dear? . . . . . is very much in love with you. And you're very much in love with him.

GIRL: Yes, Miss Hallin.

ISABELLE: Well, if anything . . . . . 's much more bashful than you are. That's the way Booth Tarkington wrote it. Now, come on, kids . . . let's see you act. Let yourselves go.

(MUSIC)

Note:

The adaptation does not follow the text  
here

BOY FRIEND: Well, what brings you over to Lynn today, Isabelle?

ISABELLE: I came over to ask you for some advice.

BOY FRIEND: Sure. About what?

ISABELLE: Well, I got a letter this morning from the school board saying that a hearing on my election to a permanent job would be held next week . . . and asking me to attend.

BOY FRIEND: Well, isn't that a regular procedure?

ISABELLE: It certain is not. They've never done that before. A teacher teaches there for three years and it's always been the rule that if she's taught that long satisfactorily . . . she was appointed permanently . . . or they call it "on tenure."

BOY FRIEND: I see.

ISABELLE: So what do they mean . . . telling me there's to be a hearing . . . and asking me to attend? What should I do about it . . . go to them and ask them what it means?

BOY FRIEND: Frankly, Isabelle, I *wouldn't* do that. After all, you don't know what the intentions of the board are. It may be a new procedure they've adopted. If I were you, I'd just forget about it . . . and go ahead to the hearing as though it were nothing unusual. Really, I mean that.

(MUSIC)

BOY FRIEND: Well, what'd the Board say?

ISABELLE: They didn't say anything. They sent me away. Kept me waiting there for I don't know how long . . . and then the Superintendent came out and told me the Board didn't want to see me.

BOY FRIEND: Oh?

ISABELLE: I asked him why . . . and he said he couldn't tell me just then . . . asked me to go on home and call him this evening.

BOY FRIEND: Hm . . . doesn't look so good, does it?

ISABELLE: I'm frightened . . . really I am. I don't know what they're saying about me behind those closed doors.

BOY FRIEND: Well, here, here . . . don't worry about it now. After all, he said for you to call him this evening. Maybe he'll tell you everything's all right.

(MUSIC)

ISABELLE: Please try again. There must be somebody there. He told me to call him. (PAUSE) All right. (CLICK)

(MUSIC)

## GOSSIP'S MARTYR (THE STORY)—Continued

I flung open the door. Several strange men were standing outside.

"Miss Hallin?" one of them said.

"Yes, I am Miss Hallin."

"We are newspaper men."

I stared at them doubtfully. "Why do you come to me?" What do you want?" I asked.

"Haven't you heard the news?" the spokesman asked.

"What news?"

"The school board's decision concerning you."

I trembled. "What is it? Tell me!"

"They decided to give you the opportunity to resign—for the good of the service."

I was stunned. It was as if a bomb had exploded before me.

So that was why the superintendent had not been home to answer me! He did not have the heart to tell me the result of the meeting.

"Do you know why I am being asked to resign?" I managed to ask.

"No. But what we want to know is—are you going to resign?"

At this moment I recalled one of my father's principles. He had always taught me that, no matter how black things might look, I should never be a quitter.

"Of course I won't resign!" I cried. "Why should I? I don't even know why they want me to resign."

The reporters left.

I went back to my room. I wanted to throw myself down on the bed and sob, but the injustice of the situation drove the tears away. "You can't quit!" I kept telling myself. "You must get to the bottom of this!"

I didn't know what to make of this calamity. I knew my record as a teacher was good. Therefore the board's action had something to do with my character. There was no escaping this conclusion. What was it they had condemned me for?

There was nothing I could do that night. Somehow I passed through the hours until morning. Lying there in the darkness, I felt a sudden dread of forces, the nature of which I didn't know, but which, nevertheless, were closing in on me. Some instinct told me that this thing that had come upon me was far removed from the ordinary routine of teaching. It was deeper, leading to the very foundations of my life.

Morning came at last, and then I grimly set out to question friends and acquaintances.

To my amazement I didn't have to look far for my information.

One of the young men I knew, realizing what this catastrophe meant to me, abandoned the scruples he would ordinarily have felt about telling me the truth, and said, "It is no great secret in town. They say that you served cocktails to your pupils."

I stared at him incredulously.

"I served cocktails? When? Where?"

"Didn't you have your drama class at your house recently?"

"Yes, I did. I took them over one evening last winter when we were rehearsing 'Seventeen.' The schoolroom was too cold."

"And isn't there a bar in your house?"

"A bar?"

Then I remembered that father had built a little bar in the basement recreation room, but no one had ever used it and there was not a drop of liquor in or near it.

"Why, that bar's bone-dry!" I cried. "And when I had the kids over, I didn't even serve ginger ale. We just rehearsed."

"Well, that's what you are accused of. It got around that you were 'ginning' the youngsters. And there are several other things. They say you were corrupting the morals of your pupils by making them go through hot love scenes."

"Hot love scenes! I don't understand."

"Isn't there a love scene in 'Seventeen,' and in the other plays you did?"

"Of course. Almost every play written has a love scene—many love scenes."

"Well, they say you taught your youngsters the very fine art of love-making, and used the play scenes as an excuse. They say that when the boy and girl in a scene just embraced casually, or were hesitant, you fairly threw them into each other's arms and said, 'Let yourselves go!'"

I recognized the expression. I did say, "Let yourselves go!" I said it often when I tried to make my actors lose their awkwardness and go through their parts more naturally. But that I should use these artless love scenes for the purpose of debauching the children? I turned cold.



GOSSIP'S MARTYR (THE RADIO SCRIPT)—Continued

ISABELLE: But its eleven-thirty, operator, there must be somebody there. (DOOR BELL) No, never mind . . . there's the door bell. He's probably come over here. (CLICK) (FEET RUNNING THROUGH HALL) (DOOR OPENED QUICKLY.)

ISABELLE: (A SUDDEN) Oh?

1ST REPORTER: Miss Hallin?

ISABELLE: Yes. What do you men want?

1ST REPORTER: We're reporters, Miss Hallin.

ISABELLE: Well, what are you doing here?

2ND REPORTER: Haven't you heard the news?

ISABELLE: What . . . news?

1ST REPORTER: The action of the School Board?

ISABELLE: No . . . what action?

2ND REPORTER: They voted to ask you to resign . . . for the good of the service.

ISABELLE: No . . .

1ST REPORTER: We're awfully sorry, Miss Hallin. But what we're interested in is, are you going to resign?

ISABELLE: No, I'm not going to resign. Of course, I'm not. Why should I? I don't even know why they want me to resign. (SLAMS DOOR.)

(MUSIC)

Note:

The adaptation does not follow the text here

ISABELLE: Now look here, you're my friend, and you must know why they did this.

Now you've got to tell me.

GIRL FRIEND: Well, Isabelle, I do know.

ISABELLE: Then tell me.

GIRL FRIEND: All right, I don't believe it myself . . . but people say you served cocktails to your pupils.

ISABELLE: I served cocktails?

GIRL FRIEND: When they were over here rehearsing.

ISABELLE: It's a lie. A malicious lie.

GIRL FRIEND: They say you took them down in your basement where there was a bar . . . and that you gave them drinks.

ISABELLE: Oh, I did not. We did rehearse downstairs in the recreation room.

GIRL FRIEND: Is there a bar down there?

ISABELLE: Yes, there's a little bar down there that father built some time ago . . . but it's never been used. There wasn't any liquor in that bar or near it. I didn't even give the kids any ginger ale. We just rehearsed.

GIRL FRIEND: Well, that's another thing, they say you were corrupting the morals of the kids by making them rehearse hot love scenes.

ISABELLE: That's ridiculous. There is a love scene . . . a kid love scene in "Seventeen." Everybody knows that. Oh, of all the malicious gossip.

## GOSSIP'S MARTYR (THE STORY)—Continued

"And once," my informant went on, "a boy was supposed to be reading a magazine and you said to him, 'Make believe that you're reading a good, hot, peppy magazine!'"

"I never said that!" I exclaimed furiously. "I just told him to read the magazine as though he were interested in it!"

"Evidently they got a different report of your instructions. They even say that you described spicy pictures that the boy was supposed to see in the magazine. They also claim that you encouraged riotous parties after the rehearsals."

I was speechless. To have innocent words and actions so twisted and degraded was unbelievable. Why should they have done that? Why were they so ready to believe evil of me? I got a hint of the truth in what my friend said next.

"You should also know," and he said this with great embarrassment, "that you have spent many week-ends in—well—shall we say clandestine adventures? You were seen driving home with men in the early hours of Sunday mornings, and there will be some who testify that you were under the influence of liquor, and that your gentlemen companions were quite free with their hands. Of course you will understand that all this is not the sort of thing one would expect from an instructor to the young."

"But don't they know that I often spend Saturdays and Sundays with the Tavern Players in Lynn?"

"Maybe some do, but that would only make it worse. Hanging out with actors might mean carousing; in fact, to many here, it does."

"But they're all fine people there."

"Isabelle," my friend was very much distressed, "I hated to tell you all this. It's awful, nasty, unjustified."

"But that is what you're up against, and you've got to know the truth to face it."

"But why—why—should they think this of me? They've deliberately misconstrued everything I've done. They've accepted lies, vicious gossip, for truth! Why?" I was getting desperate. I already felt like these unfortunate women who, in old New England, were branded with an infamous letter.

"Maybe they resented you because you were a bit unconventional. If you think back over your life here, perhaps you'll understand. Your likes have been different. They may always have thought you too bold."

I tried to understand what he meant. And for a moment I did. The remarks, the insinuations, the looks—ever since I had been a child in school—they acquired a new meaning for me now. I could almost hear them saying, "Blonde hussy!"

But this only flashed through my mind. The next moment I told myself that my friend must have obtained the wrong information. Perhaps he had listened to the gossip of some irresponsible person.

I thanked him for what he tried to do for me, for his sympathy, and then went on to continue my investigation.

I happened to see a newspaper. I was stunned. There was a story about me. I had been dismissed from my post because I had served cocktails to my pupils. Big headlines drew attention to this sensational tale.

Everyone now seemed to have his eyes on me. I walked up the street. On a newsstand was a Boston paper. Here, too, was the same news. The cocktail serving school teacher!

It was horrible.

I met a girl friend. "Isabelle!" she cried, "Mrs.—" she named a woman I knew—"is saying the most awful things about you. She says it's high time folks knew what kind of girl you are—that you go about with a fast, immoral, drinking set."

I suddenly recalled my relations with this woman. She had a son in my class who was always pampered by her. At the slightest sign of a cold he stayed away from school, and if he so much as sniffled, he was good for a week in bed. In some way this youth had talked himself into becoming an officer of my drama group. I accepted him, but when he continually stayed away from school, I told him that he would have to be more regular in his attendance, or he couldn't be an officer.

"But I can't guarantee that I'll be in school every day," he said.

"It's up to you!" I retorted. "You'll either have to improve your attendance or give up your office."

Soon afterward, he was absent for a long time and we elected another boy in his place. His mother was very angry when she heard of this, and blamed me for not giving her son a fair chance.

Now she was accusing me of immorality! Spite had helped along the rumors that had been sent out about me.

Note:

The adaptation does not follow the text  
here

GIRL FRIEND: There's more even than that, Isabelle. They say you've been seen driving home from Lynn in the early hours of the morning with "undesirable" men and that you've been under the influence of liquor yourself.

ISABELLE: No, no . . . they can't do this to me. They've got to give me a chance to defend myself. To prove that this is all lies. They *are* all lies. They are. They can't pin any of their Puritan Scarlet Letters on me like that. I won't let them.  
(MUSIC . . . MONTAGE)

Note:

The adaptation does not follow the text  
here

WOMAN: Just a blonde hussy, that's all she is.

(MUSIC)

VOICE: Here's a hot story from Saugus, Massachusetts. Girl teacher fired for serving cocktails to her pupils. Put it on page one.

(MUSIC)

REPORTER: Get a follow-up on that cocktail teacher. It's the best feature we've got.

(MUSIC)

Note:

The adaptation does not follow the text  
here

## GOSSIP'S MARTYR (THE STORY)—Continued

I could see it plainly now. Everything that I had been told was true. All these stories were actually going around. I was just one of those girls upon whom people delight to pin a reputation because they happen to be a little different from the others, because they have a greater capacity for enjoying life.

But I would not take this degradation passively. I would fight it with all the strength I could muster.

I conferred with my lawyer friend in Lynn. His opinion was that the school board had complete jurisdiction over my post in the school, and could dismiss me if it wished. All I could do was to request a public hearing. We made that request, but it was refused.

In the meantime, I discovered that if I had suddenly found myself besmirched by the vilest gossip I had also suddenly acquired numerous friends. My telephone was kept ringing by townspeople who offered me their help. They said they didn't believe the stories they had heard about me and wanted to do something toward reinstating me in school. I also learned that the vote against me had been only three to two, with the newspaperman and the restaurant keeper consistently on my side. So was the principal of the high school, and the superintendent of schools, who vainly tried to refute the charges against me.

I ironically thought to myself that it was natural that the writer and restaurateur should have been for me. They had had more experience with people, and knew more of the world.

When my demand for a public hearing was refused, my attorney came to Saugus and began interviewing citizens in my behalf. The response was very gratifying. Almost every one he saw agreed that I ought to have a hearing, and he found few who believed in the charges that were circulated.

But it was those few who proved stronger than the majority. They kept a grip on the rumors, fed them and saw to it that they remained alive. They also set up additional gossip about my lawyer.

My lawyer continued his efforts in my behalf. And my father left the hospital, and hurried to my side. Soon a Citizen's Committee was formed for the sole purpose of holding the public hearing that the school board refused to grant me.

It was arranged that the hearing should be held in the Town Hall, where all the main gatherings in Saugus took place. There is a fee for the use of this place, and the police department has charge of renting it. But the police refused to accept any money from the committee, and gave the hall free of charge. Among the speakers enrolled was the minister of our family's church, the two members of the school board who had voted for me, and my father.

On the evening of the hearing the hall was crowded to overflowing. Most of the town tried to get into an auditorium which held only fourteen hundred people. Every one was excited, and arguments were heard everywhere.

I was scheduled to speak. My part was to talk about the charges against me.

It was as strange a scene as any author could imagine. Here was I, an ordinary small-town girl, who had lived a life not much out of the ordinary, suddenly called upon to defend her honor before a mass of her townspeople. I was called upon to defend myself against accusers who said that I had corrupted children and conducted myself immorally while in the public service as a school teacher.

To this day, I don't remember what I said. I denied all the charges; tried to prove how untrue they were. This much I know vaguely, as if I had spoken in a dream. But the actual words I cannot recall. It was an ordeal that brought me to the depths of humiliation.

And yet it was impossible to avoid it. I had to tear away the malicious gossip that had been woven around me. I had to prove myself innocent.

After me came my father, the minister, and the two board members who said they were in favor of reinstating me. And the audience applauded, and showed in every possible way they believed me and approved the speeches of the others.

But, in spite of that, I did not get a reinstatement. I was forbidden to resume the place of trust in the community that I had formerly enjoyed.

The majority of the citizens were for me. But there remained an unyielding minority who believed in the vile things that had been said about me, and insisted in keeping me a marked girl.

And so, today, I am still in that position. Destructive gossip fastened itself around me and I cannot rid myself of it. These are chains which rarely can be thrown off once you get entangled in them.

Note:

The adaptation does not follow the text  
here

MAN: Well, I see Miss Hallin's lawyer's formed a citizens' committee . . . to arrange a public hearing in the town hall. You going?

2ND MAN: I hope to tell you I am. The way they're treatin' that girl's a disgrace.

(MUSIC)

REPORTER: Here's some more news on the Hallin case, chief. The police department's given her the town hall free of charge. And two members of the School Board and the girl's pastor among others are gonna defend her.

(MUSIC) (CROWD NOISES)

2ND REPORTER: Boy, she packed 'em in.

1ST REPORTER: Fourteen hundred's capacity. And this is sure capacity.

(MUSIC) (APPLAUSE)

WOMAN: Well, now let's hear what she's got to say for herself.

(APPLAUSE UP) (MUSIC)

Note:

The adaptation does not follow the text  
here

ISABELLE: (ADDRESSING MEETING AND CONCLUDING). That's all I've got to say, ladies and gentlemen. These charges which I've answered have never been made directly to me. However, you all know what some people are saying. Well, they're all lies. Don't you realize what this action means to me? What it will do to my reputation? Please . . . please . . . make the board reconsider the action and reinstate me.

(CHEERS AND APPLAUSE) (MUSIC)

BOY FRIEND: Well, what was the verdict, Isabelle?

ISABELLE: They refused to reinstate me. (SOBS)

(MUSIC TAKES US TO COURT)

(ORGAN 12 SECONDS THEN FADE AND SWITCH TO STUDIO 3D WHERE JURY IS LOCATED)

ISABELLE: That's the story, Mr. Alexander.

Note:

The adaptation on the facing page has interpolated the original text here.

In every town there must be girls like myself, girls who, I might say, nature made susceptible to such attacks as I suffered.

"That blonde!"

"Oh, she!"

Who has not heard these words? They refer to girls who, somehow, get the name. Their only crime is that they like clothes, they like dancing, they enjoy parties; they love life. They want to be happy, but, inevitably, they get talked about; innocent actions are converted into immoral deeds, and slander follows them. Instead of the happiness they so desire, they know only disappointment and misery.

I hope I may serve as a good example of this vilification and by my example help other girls placed in the same circumstances to obtain a better understanding from their neighbor. What cheers me is that so many of my townspeople believe in me, and that I have received so many letters from all over the country, sympathizing with me and wishing me luck.

It is good to know that no matter what happens to us, there are always people ready to offer us the comfort of sympathy and understanding.

They are in the majority.

If only they could overcome the minority that starts the vicious rumors!

As for my own future, I do not believe that any unfortunate experience, no matter how much suffering it causes, should be allowed to wreck one's life. Rather should one draw from it a fuller understanding of living. I think today I am better able to meet a crisis. What I have passed through has given me strength to hold myself up, and the unjust condemnation of a misunderstanding minority has only increased my determination to make myself worthy of those who believed in me.

I am still young and I am ambitious. I can go forward in my own, or another, profession, and prove that I can be a useful member of whatever community I live in. Or, if I marry, I can teach my children to regard their neighbors with friendship and tolerance and that, of all the evils that beset mankind, the most destructive is gossip.

V  
R.D

GOSSIP'S MARTYR (THE RADIO SCRIPT)—Continued

ALEXANDER: Well, I'm glad that you've had the opportunity of telling your side of it . . . and we can understand, of course, just how you feel, but before turning to the members of our jury, the jurors in the studio, as well as those listening in, I would appreciate your bringing your story up-to-date . . . It was how long ago that you were refused reinstatement?

ISABELLE: (Mentions a date).

ALEXANDER: And what have you done since that time?

ISABELLE: After what happened, I couldn't get a teaching job. I had to earn a living somehow. I came to New York and decided to try to get work on the stage.

ALEXANDER: And have you succeeded in that regard?

ISABELLE: No, Mr. Alexander, I've worked on a few radio programs and have written and sold my story to TRUE STORY MAGAZINE, but more important than anything else . . . a cloud has been cast on my reputation. I felt that I should like to submit my case to an impartial jury so that my name might be cleared and perhaps I might be able to get some advice as to whether or not I should drop the matter or continue to fight for reinstatement.

ALEXANDER: I believe, Miss Hallin, that there are two or three questions which will serve to definitely establish for the jury the real issues to be considered.

ISABELLE: I'm only too glad to answer anything.

ALEXANDER: If you were a member of a School Board vested with responsibility for the character of teachers entrusted with the care of children, would you be in favor of a teacher who served cocktails to students of adolescent age?

ISABELLE: I would not be in favor of such a teacher, Mr. Alexander.

ALEXANDER: You agree, then, that serving drinks in such a situation is wrong?

ISABELLE: I most emphatically do, but I repeat that the charges were trumped up. I didn't serve any drinks. I say that it was all a trick to get rid of me because I was too modern for them.

ALEXANDER: Now, Miss Hallin, you were accused, as well, of rehearsing love scenes in a play. How old were the children?

ISABELLE: I didn't do the things that they said!

ALEXANDER: Well, now, I didn't say that you did. We can understand that this is a matter that has caused you pain and great discomfort . . . How old were the children that you were supposed to have rehearsed in love scenes?

ISABELLE: About sixteen.

ALEXANDER: If you were a member of the Board, would you have approved of children of that age engaging in such rehearsals?

ISABELLE: Why, the play was called, "Seventeen," a sweet story by Booth Tarkington. It was no more offensive than Louisa Alcott's "Little Women."

(THERE FOLLOWS DELIBERATIONS OF JURY AND SUMMING UP BY ALEXANDER ENDING WITH CUE "WHATEVER IT MAY HAPPEN TO BE, GROWS UP STRONG IN ITS SERVICE.")

(SWITCH TO STUDIO 3B)



## NEW YORK THEATRE SEASON: AUG. 1, 1937 TO MAY 1, 1938

Because of the many adaptations of legitimate plays used on dramatic and variety programs, a synopsis is herewith presented of major New York plays during the 1937-1938 season. In the listing itself, neither hold-over plays nor revivals are included.

A "season" runs approximately from August of one year to May 31 of the next year. Due to the early press date of the DIRECTORY, a little less than a month has been clipped off the 1937-38 season in this listing. Parenthetically, it might be added, however, that during the course of another month, very little change would have taken place.

It should be noted in reading the listing that in the case of musical productions, the separate musical numbers are listed together with the performers who rendered them in the show.

From Aug. 1, 1937, to May 1, 1938, the New York season included the following:

Comedies .....	24
Comedy dramas.....	6
Dramas .....	21
Farce .....	5
Melodramas .....	7
Musical comedies.....	3
Mystery dramas.....	1
Mystery farce.....	1
Operettas .....	2
Revue .....	3
Miscellaneous .....	3
Total.....	76
Revivals .....	14
Hold-overs .....	10
Grand total.....	100

In order that comparisons, for whatever they are worth, may be made with the previous (1936-1937) season, the following breakdown, including certain statistics on length of run, is appended:

Type of play.	Number of plays.	Average run.	Median run.
Allegorical .....	1	9 wks.	.....
Comedies .....	24	9.3 wks.	6 wks.
Comedy dramas.....	8	6.7 wks.	4.7 wks.
Dramas .....	23	3.5 wks.	2 wks.
Fantasy .....	1	21 wks.	.....
Farce .....	8	6.75 wks.	3 wks.
Melodramas .....	12	5 wks.	3.2 wks.
Musicals .....	2	1 wk.	.....
Musical comedies.....	3	11.7 wks.	.....
Mystery melodrama.....	1	8 wks.	.....
Operettas .....	3	15 wks.	.....
Playlet .....	1	14 wks.	.....



## NEW YORK PLAYS—Continued

Type of Play	Number of Plays	Average Run	Medium Run
Revue .....	1	27 wks.	.....
Spectacle drama.....	1	19 wks.	.....
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Total .....	89		
Revivals .....	14		
Hold-overs .....	11*		
<hr style="width: 20%; margin: auto;"/>			
Grand total.....	114		

No such breakdown can be made of the 1937-38 season because, as previously stated, it had not yet terminated when this listing was put together. As regards the previous (1936-37) season, both average and median runs are computed entirely on the basis of the season from August to May. If a play ran beyond those limits, the averages would not show the extra length of the run. However, so few plays ran beyond the limits that these extra runs would not seriously upset either averages or medians.

Hold-overs into the 1937-1938 season included: "Babes in Arms," "Brother Rat," "Having Wonderful Time," "Room Service," "The Women," "Tobacco Road," "Tovarich," "Yes, My Darling Daughter," "You Can't Take It with You," and "The Show Is On" (repeat engagement).

Revivals were: Abbey Players, "King Richard II," "Fireman's Flame," "As You Like It," "Julius Caesar," "Anthony and Cleopatra," "A Doll's House," "Shoemaker's Holiday," "Murder in the Cathedral," "The Sea Gull," "Merry Wives of Windsor," "The Wild Duck," "Heartbreak House," and "The Circle."

\* Since group revivals—such as the Abbey Players—are counted only once, the actual number of revived plays is slightly higher than the figures quoted here.

### ALL THE LIVING

**Type of play:** Melodrama in three acts.  
**Author:** Hardie Albright's adaptation of the Victor R. Small novel.  
**Producer:** Cheryl Crawford in association with John Stillman, Jr.  
**Theatre:** Fulton.  
**Opened:** March 24, 1938.  
**Length of run:** 7 weeks.

### ALL THAT GLITTERS

**Type of play:** Comedy in three acts.  
**Author:** John Baragwanath and Kenneth Simpson.  
**Producer:** George Abbott.  
**Theatre:** Biltmore.  
**Opened:** Jan. 19, 1938.  
**Length of run:** 8½ weeks.

### AMPHITRYON 38

**Type of play:** Comedy in three acts.  
**Author:** Adapted by S. N. Behrman from Jean Giraudoux and others.  
**Producer:** Theatre Guild.  
**Theatre:** Shubert.  
**Opened:** Nov. 1, 1937.  
**Starred:** Alfred Lunt, Lynn Fontanne.  
**Length of run:** 19 weeks.

### ANGEL ISLAND

**Type of play:** Mystery drama in three acts.  
**Author:** Bernie Augus.  
**Producer:** George Abbott.  
**Theatre:** National.  
**Opened:** Oct. 20, 1937.  
**Length of run:** 3 weeks.

### BACHELOR BORN

**Type of play:** Comedy in three acts.  
**Author:** Ian Hay.  
**Producer:** Milton Shubert.  
**Theatres:** Morosco, Playhouse and Lyceum.  
**Opened:** Jan. 25, 1938.  
**Featured:** Frederick Leister, Peggy Simpson, Aubrey Mather, Phoebe Foster.  
**Length of run:** In 17th week May 15.

### BARCHESTER TOWERS

**Type of play:** Comedy in three acts.  
**Author:** Adapted by Thomas Job from the original by Anthony Trollope.  
**Producer:** Guthrie McClintic.  
**Theatre:** Martin Beck.  
**Open:** Nov. 30, 1937.  
**Starred:** Ina Claire.  
**Length of run:** 5 weeks.

## NEW YORK PLAYS—Continued

### BETWEEN THE DEVIL

**Type of play:** Musical comedy in two acts.

**Score:** Arthur Schwartz.

**Book:** Howard Dietz.

**Producer:** Shuberts.

**Theatre:** Imperial.

**Opened:** Dec. 22, 1937.

**Starred:** Jack Buchanan, Evelyn Laye, Adele Dixon.

**Songs:** "I See Your Face Before Me," Evelyn Laye, also Adele Dixon; "The Night Before the Morning After," Charles Walters; "Don't Go Away, Monsieur," Adele Dixon and Jack Buchanan; "Experience," Jack Buchanan; "Five o'Clock," Vilma Ebsen; "The Cocktail"; "Triplets," The Tune Twisters; "Fly by Night"; "You Have Everything," Charles Walters; "Bye-Bye Butterfly Lover," Evelyn Laye; "Celina Couldn't Say 'No'," Adele Dixon and Evelyn Laye; "Front Page News"; "Why Did You Do It?," Evelyn Laye; "By Myself," Jack Buchanan; "The Gendarme," Jack Buchanan and Adele Dixon, also Adele Dixon and Jules Epailly; "I'm Against Rhythm," Charles Walters and Vilma Ebsen.

**Length of run:** 12 weeks.

### BLOW YE WINDS

**Type of play:** Comedy-drama in three acts (8 scenes).

**Author:** Valentine Davis.

**Producer:** Arthur Hopkins.

**Theatre:** 46th St.

**Opened:** Sept. 23, 1937.

**Starred:** Henry Fonda.

**Featured:** Doris Dalton.

**Length of run:** 4½ weeks.

### BOUGH BREAKS, THE

**Type of play:** Drama in three acts (5 scenes).

**Author:** James Knox Millen.

**Producer:** Peggy Cleary and Paul Berney.

**Theatre:** Little.

**Opened:** Nov. 19, 1937.

**Featured:** Leon Janney.

**Length of run:** 3 performances.

### BROWN SUGAR

**Type of play:** Drama in three acts (7 scenes).

**Author:** (Mrs.) Bernie Angus.

**Producer:** George Abbott.

**Theatre:** Biltmore.

**Opened:** Dec. 2, 1937.

**Length of run:** 4 performances.

### CASEY JONES

**Type of play:** Melodrama in three acts.

**Author:** Robert Ardrey.

**Producer:** Group Theatre.

**Theatre:** Fulton.

**Opened:** Feb. 19, 1938.

**Length of run:** 3 weeks.

### CENSORED

**Type of play:** Comedy in three acts.

**Author:** Conrad Seiler and Max Marcin.

**Producer:** A. H. Woods.

**Theatre:** 46th St.

**Opened:** Feb. 26, 1938.

**Length of run:** 1 week.

### CRADLE WILL ROCK

**Type of play:** Legit-opera in two acts (10 scenes).

**Author:** Marc Blitzstein.

**Producer:** Sam H. Grisman.

**Theatre:** Windsor and Mercury.

**Opened:** Dec. 5, 1937.

**Length of run:** 13 weeks.

### EDNA HIS WIFE

**Type of play:** One-woman drama in two parts (11 scenes).

**Author:** Adapted by Cornelia Otis Skinner from the novel by Margaret Ayer Barnes.

**Producer:** Cornelia Otis Skinner.

**Theatre:** Little.

**Opened:** Dec. 8, 1937.

**Length of run:** 4 weeks.

### EMPRESS OF DESTINY

**Type of play:** Comedy in three acts.

**Author:** Jessica Lee and Joseph Lee Walsh.

**Producer:** Frederick W. Ayer in association with Ilia Mottyleff.

**Theatre:** St. James.

**Opened:** March 9, 1938.

**Featured:** Glenn Hunter, Dennis Hoey, Mary Morris.

**Length of run:** 5 performances.

### ESCAPE THIS NIGHT

**Type of play:** Melodrama in three acts (9 scenes).

**Author:** Robert Steiner and Leona Heyert.

**Producer:** Robinson Smith.

**Theatre:** 44th St.

**Opened:** April 22, 1938.

**Length of run:** 1½ weeks.

## NEW YORK PLAYS—Continued

### FATHER MALACHY'S MIRACLE

**Type of play:** Comedy-drama in three acts (7 scenes).  
**Adapter:** Bruce Marshall; from the novel by Brian Doherty.  
**Producer:** Delos Chappell.  
**Theatre:** St. James.  
**Opened:** Nov. 17, 1937.  
**Featured:** Al Shean.  
**Length of run:** 16 weeks.

### FRENCH WITHOUT TEARS

**Type of play:** Comedy in three acts (5 scenes).  
**Author:** Terence Rattigan.  
**Producer:** Gilbert Miller (in association with Howard Wyndham and Bronson Albery).  
**Theatre:** Henry Miller.  
**Opened:** Sept. 28, 1937.  
**Length of run:** 14 weeks.

### GEORGE AND MARGARET

**Type of play:** Comedy in three acts.  
**Author:** Gerald Savory.  
**Producer:** John C. Wilson (Noel Coward and Warner Bros. also associated).  
**Theatre:** Morosco.  
**Opened:** Sept. 22, 1937.  
**Length of run:** 10 weeks.

### GHOST OF YANKEE DOODLE

**Type of play:** Drama in two acts (7 scenes).  
**Author:** Sidney Howard.  
**Producer:** Theatre Guild.  
**Theatre:** Guild.  
**Opened:** Nov. 22, 1937.  
**Featured:** Ethel Barrymore and Dudley Digges.  
**Length of run:** 6 weeks.

### GOLDEN BOY

**Type of play:** Melodrama in three acts.  
**Author:** Clifford Odets.  
**Producer:** Group Theatre.  
**Theatre:** Belasco.  
**Opened:** Nov. 4, 1937.  
**Length of run:** In 29th week May 15.

### GREATEST SHOW ON EARTH

**Type of play:** Comedy in three acts (12 scenes).  
**Author:** Vincent Duffey and Irene Alexander.  
**Producer:** Bonfils & Somnes, Inc.  
**Theatre:** Playhouse.  
**Opened:** Jan. 5, 1938.  
**Length of run:** 3½ weeks.

### HILL BETWEEN, THE

**Type of play:** Drama in three acts (4 scenes).  
**Author:** Lulu Vollmer.  
**Producer:** Robert Porterfield.  
**Theatre:** Little.  
**Opened:** March 11, 1938.  
**Length of run:** 1½ weeks.

### HOORAY FOR WHAT!

**Type of show:** Revue in two parts.  
**Book:** Howard Lindsay and Russell Crouse.  
**Lyrics:** E. Y. Harburg.  
**Music:** Harold Arlen.  
**Producer:** Shuberts.  
**Theatre:** Winter Garden.  
**Opened:** Dec. 1, 1937.  
**Starred:** Ed Wynn.  
**Featured:** Paul Haakon, June Clyde, Vivian Vance, Jack Whiting, Roy Roberts.  
**Songs:** "Hooray for What!"; "God's Country," Jack Whiting; "I've Gone Romantic on You," Jack Whiting and June Clyde; "Moanin' in the Morning," Vivian Vance; "Viva for Geneva"; "Life's a Dance," Robert Shafer; "Napoleon's a Pastry," Jack Whiting and June Clyde; "Down with Love," Jack Whiting, June Clyde and Vivian Vance; "A Fashion Girl," Jack Whiting; "The Night of the Embassy Ball," Vivian Vance; "In the Shade of the New Apple Tree," Jack Whiting and June Clyde.  
**Length of run:** 25 weeks.

### HOW COME, LAWD?

**Type of play:** Negro folk drama in three acts.  
**Author:** Donald Heywood.  
**Producer:** Negro Theatre Guild, Inc.  
**Theatre:** 49th St.  
**Opened:** Sept. 30, 1937.  
**Length of run:** 2 performances.

### HOW TO GET TOUGH ABOUT IT

**Type of play:** Comedy in three acts.  
**Author:** Robert Ardrey.  
**Producer:** Guthrie McClintic.  
**Theatre:** Martin Beck.  
**Opened:** Feb. 8, 1938.  
**Featured:** Katherine Locke.  
**Length of run:** 3 weeks.

### I AM MY YOUTH

**Type of play:** Drama in three acts.  
**Author:** Ernest Pascal and Edwin Blum.  
**Producer:** Alfred de Liagre, Jr.  
**Theatre:** Playhouse.  
**Opened:** March 7, 1938.  
**Featured:** Charles Waldron, Linda Watkins, Frank Lawton.  
**Length of run:** 1 week.

## NEW YORK PLAYS—Continued

### I'D RATHER BE RIGHT

**Type of play:** Musical comedy in two parts.  
**Book:** George S. Kaufman and Moss Hart.  
**Songs:** Richard Rodgers and Lorenz Hart.  
**Producer:** Sam H. Harris.  
**Theatre:** Alvin and Music Box.  
**Opened:** Nov. 2, 1937.  
**Starred:** George M. Cohan.  
**Songs:** "A Homogeneous Cabinet" and "Have You Met Miss Jones?"; Joy Hodges and Austin Marshall; "Take and Take and Take," Mary Jane Walsh; "Spring in Vienna," Joseph Macaulay; "A Little Bit of Constitutional Fun," Mary Jane Walsh; "Sweet Sixty-Five," Joy Hodges and Austin Marshall; "We're Going to Balance the Budget," George M. Cohan; "What It's All About," Georgie Tapps; "Labor Is the Thing," Florenz Ames; "I'd Rather Be Right," Joy Hodges, Austin Marshall and George M. Cohan; "Off the Record," George M. Cohan; "A Baby Bond," Taylor Holmes.  
**Length of run:** In 29th week May 15.

### IF I WERE YOU

**Type of play:** Farce in three acts (6 scenes).  
**Author:** Dramatization by Paul Hervey Fox and Benn W. Levy from Thorne Smith's novel, "Turnabout."  
**Producer:** Paul Hervey Fox.  
**Theatre:** Mansfield.  
**Opened:** Jan. 24, 1938.  
**Starred:** Constance Cummings.  
**Featured:** Bernard Lee.  
**Length of run:** 1 week.

### IN CLOVER

**Type of play:** Comedy in three acts.  
**Author:** Allan Scott.  
**Producer:** John and Jerold Krinsky.  
**Theatre:** Vanderbilt.  
**Opened:** Oct. 13, 1937.  
**Length of run:** 3 performances.

### JOURNEYMAN

**Type of play:** Drama in three acts (5 scenes).  
**Author:** Adapted by Alfred Hayes and Leon Alexander from the novel by Erskine Caldwell.  
**Producer:** Sam Byrd.  
**Theatre:** Fulton and Hudson.  
**Opened:** Jan. 29, 1938.  
**Length of run:** 5 weeks.

### LADY HAS A HEART, THE

**Type of play:** Comedy in three acts.  
**Author:** Adapted by Edward Roberts from Hungarian original of Ladislaus Bus-fekete.

**Producer:** Rufus Phillips and Watson Barratt.  
**Theatre:** Longacre.  
**Opened:** Sept. 25, 1937.  
**Featured:** Vincent Price and Elissa Landi.  
**Length of run:** 10 weeks.

### LOVE OF WOMEN

**Type of play:** Drama in three acts (2 scenes).  
**Author:** Aimee and Philip Stuart.  
**Producer:** Shuberts.  
**Theatre:** John Golden.  
**Opened:** Dec. 13, 1937.  
**Featured:** Heather Angel, Valerie Taylor, Hugh Sinclair, Leo G. Carrol.  
**Length of run:** 1 week.

### LOVE IN MY FASHION

**Type of play:** Comedy in three acts.  
**Author:** Charles George.  
**Producers:** Morris Green and James J. Ferro.  
**Theatre:** Ritz.  
**Opened:** Dec. 3, 1937.  
**Featured:** Luella Gear.  
**Length of run:** 2 performances.

### MADAME BOVARY

**Type of play:** Drama in three acts (16 scenes).  
**Adapter:** Benn W. Levy; from Gaston Baty's dramatization of the Flaubert novel.  
**Producer:** Theatre Guild.  
**Theatre:** Broadhurst.  
**Opened:** Nov. 16, 1937.  
**Featured:** Constance Cummings.  
**Length of run:** 5 weeks.

### MANY MANSIONS

**Type of play:** Drama in two acts (15 scenes).  
**Author:** Jules Eckert Goodman and Eckert Goodman.  
**Score:** Milton Lusk.  
**Producer:** Many Mansions, Inc.  
**Theatre:** Biltmore and 44th St.  
**Opened:** Oct. 27, 1937.  
**Length of run:** 20 weeks.

### MERELY MURDER

**Type of play:** Mystery farce in three acts (5 scenes).  
**Author:** A. E. Thomas.  
**Producer:** Laurence Rivers, Inc.  
**Theatre:** Playhouse.  
**Opened:** Dec. 3, 1937.  
**Length of run:** 3 performances.

## NEW YORK PLAYS—Continued

### OF MICE AND MEN

**Type of play:** Drama in three acts (6 scenes).  
**Author:** John Steinbeck.  
**Producer:** Sam H. Harris.  
**Theatre:** Music Box.  
**Opened:** Nov. 23, 1937.  
**Length of run:** 26 weeks.

### ON BORROWED TIME

**Type of play:** Dramatic fantasy in two acts (11 scenes).  
**Author:** Adapted by Paul Osborn from Lawrence Edward Watkin's novel.  
**Producer:** Dwight Deere Wiman.  
**Theatre:** Longacre.  
**Opened:** Feb. 3, 1938.  
**Featured:** Dudley Digges, Dorothy Stickney, Frank Conroy.  
**Length of run:** In 16th week May 15.

### ON LOCATION

**Type of play:** Comedy-drama in three acts.  
**Author:** Kent Wiley.  
**Producer:** East Coast Studios, Inc.  
**Theatre:** Ritz.  
**Opened:** Sept. 27, 1937.  
**Length of run:** 1 week.

### ONCE IS ENOUGH

**Type of play:** Comedy in three acts.  
**Author:** Frederick Lonsdale.  
**Producer:** Gilbert Miller.  
**Theatre:** Miller.  
**Opened:** Feb. 15, 1938.  
**Starred:** Ina Claire.  
**Length of run:** 13 weeks.

### ONE THING AFTER ANOTHER

**Type of play:** Farcial melodrama in three acts.  
**Author:** Sheldon Noble.  
**Producer:** Walter Craig.  
**Theatre:** Fulton.  
**Opened:** Dec. 28, 1937.  
**Length of run:** 2 weeks.

### OUR TOWN

**Type of play:** Scenery-less drama.  
**Author:** Thornton Wilder.  
**Producer:** Jed Harris.  
**Theatre:** Miller and Morosco.  
**Opened:** Feb. 4, 1938.  
**Featured:** Frank Craven.  
**Length of run:** In 16th week May 15.

### PINS AND NEEDLES

**Type of play:** Musical revue in two acts (19 scenes).  
**Music and lyrics:** Harold J. Rome.

**Sketches:** Arthur Arent, Marc Blitzstein, Emanuel Eisenberg, Charles Friedman, Harold J. Rome, David Gregory.

**Producer:** Labor Stage, Inc. (sponsored by the International Ladies' Garment Workers' Union).

**Theatre:** Labor Stage.

**Opened:** Nov. 27, 1937.

**Songs:** "First Impression," "Why Sing of Skies Above!" "Public Enemy No. 1," "We'd Rather Be Right," "Sunday in the Park," "Dear Beatrice Fairfax," "Economics I," "Men Awake," "Lesson in Etiquette," "Vassar Girl Finds a Job," "What Good Is Love?" "One Big Union for Two," "Four Little Angels of Peace," "Slumming Party," "We've Just Begun."

**Length of run:** In 24th week May 15.

### PLACES, PLEASE

**Type of play:** Farce comedy in three acts (6 scenes).

**Author:** Aurania Rouverol.

**Producer:** Jack Curtis.

**Theatre:** Golden.

**Opened:** Nov. 12, 1937.

**Length of run:** 3 performances.

### RIGHT THIS WAY

**Type of play:** Musical in two acts (10 scenes).

**Book and lyrics:** Marianne Brown Waters, with additional dialogue by Parks Levy and Allen Lipscomb.

**Music:** Brad Greene, with additional songs by Sammy Fain and Irving Kahal.

**Producer:** Alice Alexander.

**Theatre:** 46th St.

**Opened:** Jan. 5, 1938.

**Featured:** Guy Robertson, Tamara, and Joe E. Lewis.

**Songs:** "Paree," Leonard Elliott; "I Love the Way We Fell in Love," Guy Robertson and Tamara; "Doughnuts and Coffee," April and Jack Williams; "It's Great to Be Home Again," Jack Williams and The Collegians; "He Can Dance," Henry Arthur and Thelma White; "I Can Dream, Can't I?" Tamara; "Song in the Night," Guy Robertson; "Soapbox Sillies," Leonard Elliott; "Don't Listen to Your Heart," Tamara; "Tip Your Hat," Blanche Ring; "You Click with Me," Henry Arthur and Thelma White; "I'll Be Seeing You," Tamara; "Right This Way," Guy Robertson and Tamara.

**Length of run:** 1½ weeks.

### ROBIN LANDING

**Type of play:** Drama in three acts.  
**Author:** Stanley Young.

## NEW YORK PLAYS—Continued

**Producer:** Sidney Harmon and T. Edward Hambleton.  
**Theatre:** 46th St.  
**Opened:** Nov. 18, 1937.  
**Featured:** Nan Sunderland, Ian Keith, Louis Calhern.  
**Length of run:** 1½ weeks.

### ROOSTY

**Type of play:** Melodrama in a prolog and two acts.  
**Author:** Martin Berkeley.  
**Producer:** Albert Lewis.  
**Theatre:** Lyceum.  
**Opened:** Feb. 14, 1938.  
**Length of run:** 1 week.

### SAVE ME THE WALTZ

**Type of play:** Comedy in three acts.  
**Author:** Katharine Dayton.  
**Producer:** Max Gordon in association with Sam H. Harris.  
**Theatre:** Martin Beck.  
**Opened:** Feb. 28, 1938.  
**Length of run:** 1 week.

### SCHOOLHOUSE ON THE LOT

**Type of play:** Comedy in three acts (5 scenes).  
**Author:** Joseph A. Fields and Jerome Chodorov.  
**Producer:** Philip Dunning in association with George Jessel.  
**Theatre:** Ritz.  
**Opened:** March 22, 1938.  
**Length of run:** 7 weeks.

### SHADOW AND SUBSTANCE

**Type of play:** Drama in three acts (4 scenes).  
**Author:** Paul Vincent Carroll.  
**Producer:** Eddie Dowling.  
**Theatre:** John Golden.  
**Opened:** Jan. 26, 1938.  
**Starred:** Sir Cedric Hardwicke.  
**Featured:** Sara Allgood, Julie Haydon.  
**Length of run:** In 17th week May 15.

### SIEGE

**Type of play:** Drama in three acts.  
**Author:** Irwin Shaw.  
**Producer:** Norman Bel-Geddes.  
**Theatre:** Longacre.  
**Opened:** Dec. 8, 1937.  
**Length of run:** 5 performances.

### SOMETHING FOR NOTHING

**Type of play:** Farce in three acts.  
**Author:** Harry J. Essex and Sid Schwartz.  
**Producer:** Stuart Drake, Inc. (O. E. Wee).

**Theatre:** Windsor (48th St.).  
**Opened:** Dec. 9, 1937.  
**Length of run:** 2 performances.

### SPRING THAW

**Type of play:** Farce in three acts.  
**Author:** Clare Kummer.  
**Producer:** Max Gordon.  
**Theatre:** Martin Beck.  
**Opened:** March 21, 1938.  
**Starred:** Roland Young.  
**Length of run:** 1 week.

### STAR WAGON, THE

**Type of play:** Comedy-drama in three acts.  
**Author:** Maxwell Anderson.  
**Producer:** Guthrie McClintic.  
**Theatre:** Empire.  
**Opened:** Sept. 29, 1937.  
**Featured:** Burgess Meredith and Lillian Gish.  
**Length of run:** 28 weeks.

### STOP-OVER

**Type of play:** Melodrama in three acts (one scene).  
**Author:** Matt and Sam Taylor.  
**Producer:** Chase Productions, Inc.  
**Theatre:** Lyceum.  
**Opened:** Jan. 11, 1938.  
**Starred:** Sidney Blackmer, Arthur Byron.  
**Featured:** Muriel Kirkland.  
**Length of run:** 3 weeks.

### STRAW HAT

**Type of play:** Comedy in three acts.  
**Author:** Kurt Unkelbach.  
**Producer:** Nat Burns.  
**Theatre:** Bayes.  
**Opened:** Dec. 30, 1937.  
**Length of run:** 4 performances.

### SUNUP TO SUNDOWN

**Type of play:** Drama in three acts.  
**Author:** Francis Edwards Faragoh.  
**Producer:** D. A. Doran.  
**Theatre:** Hudson.  
**Opened:** Feb. 1, 1938.  
**Length of run:** 1 week.

### SUSAN AND GOD

**Type of play:** Comedy-drama in three acts.  
**Author:** Rachel Crothers.  
**Producer:** John Golden.  
**Theatre:** Plymouth.  
**Opened:** Oct. 7, 1937.  
**Starred:** Gertrude Lawrence.  
**Length of run:** In 33rd week May 15.

## NEW YORK PLAYS—Continued

### TELL ME, PRETTY MAIDEN

**Type of play:** Comedy-drama in three acts.  
**Author:** Dorothy Day Weldell.  
**Producer:** George Bushar and John Tuerk.  
**Theatre:** Mansfield.  
**Opened:** Dec. 16, 1937.  
**Length of run:** 3½ weeks.

### THERE'S ALWAYS A BREEZE

**Type of play:** Comedy in three acts.  
**Author:** Edward Caulfield.  
**Producer:** Joseph M. Hyman and Irving Cooper.  
**Theatre:** Windsor.  
**Opened:** March 2, 1938.  
**Length of run:** 5 performances.

### THREE WALTZES

**Type of play:** Operetta in three parts (12 scenes).  
**Book:** Adapted by Clare Kummer and Rowland Leigh from the play by Paul Knepler and Armin Robinson.  
**Music:** Johann Strauss, Johann Strauss, Jr., and Oscar Strauss.  
**Producer:** Shuberts.  
**Theatre:** Majestic.  
**Opened:** Dec. 25, 1937.  
**Starred:** Kitty Carlisle, Michael Bartlett.  
**Featured:** Glenn Anders, Ann Andrews, John Barker, Victor Morley, Marion Pierce, Rosie Moran.  
**Songs:** "Springtime," Kitty Carlisle and 8 Men of Manhattan (also sung later by Michael Bartlett); "My Heart Controls My Head," Kitty Carlisle; "Do You Recall," Kitty Carlisle and Michael Bartlett; "To Live Is to Love," Kitty Carlisle singly, and later in a duet with Michael Bartlett; "The Only One," Michael Bartlett; "Paree," Kitty Carlisle; "I'll Can-Can All Day," Rosie Moran; "Scandal," Marion Pierce, Alfred Kappler and Ralph Bunker; "Our Last Waltz Together," Kitty Carlisle and Michael Bartlett; "The Olden Days," Glenn Anders and 8 Men of Manhattan; "The Three Waltzes," Kitty Carlisle, Michael Bartlett and Ensemble.  
**Length of run:** 15 weeks.

### TIME AND THE CONWAYS

**Type of play:** Drama in three acts.  
**Author:** J. B. Priestley.  
**Producer:** Crosby Gaige, in association with Jean V. Grombach and George Greening.  
**Theatre:** Ritz.  
**Opened:** Jan. 3, 1938.  
**Featured:** Sybil Thorndike.  
**Length of run:** 3 weeks.

### TO QUITO AND BACK

**Type of play:** Drama in two acts.  
**Author:** Ben Hecht.  
**Producer:** Theatre Guild.  
**Theatre:** Guild Theatre.  
**Opened:** Oct. 6, 1937.  
**Starred:** Leslie Banks and Sylvia Sidney.  
**Length of run:** 6 weeks.

### TOO MANY HEROES

**Type of play:** Melodrama in two acts.  
**Author:** Dore Schary.  
**Producer:** Carly Wharton.  
**Theatre:** Hudson.  
**Opened:** Nov. 15, 1937.  
**Featured:** James Bell, Shirley Booth, Elspeth Eric.  
**Length of run:** 2 weeks.

### TORTILLA FLAT

**Type of play:** Comedy in three acts (4 scenes).  
**Author:** Adapted by Jack Kirkland from the novel by John Steinbeck.  
**Producer:** Jack Kirkland and Sam H. Grisman.  
**Theatre:** Henry Miller.  
**Opened:** Jan. 12, 1938.  
**Length of run:** 5 performances.

### VIRGINIA

**Type of show:** Operetta in two acts.  
**Book:** Laurence Stallings and Owen Davis.  
**Lyrics:** Albert Stillman.  
**Music:** Arthur Schwartz.  
**Producer:** Center Theatre (Rockefeller money; John Kenneth Hyatt, managing director).  
**Theatre:** Center.  
**Opened:** Sept. 2, 1937.  
**Songs:** "Virginia," Lansing Hatfield and Ensemble; "We Had to Rehearse," Ensemble; "Good and Lucky," John W. Bubbles, Avis Andrews and Ford L. Buck; "It's Our Duty to the King," Nigel Bruce and Ensemble; "You and I Know," Anne Booth and Ronald Graham; "Send One Angel Down," Avis Andrews and Choir; "If You Were Someone Else," Anne Booth and Ronald Graham; "Good-Bye Jonah," John W. Bubbles and Choir; "My Heart Is Dancing," Anne Booth; "Meet Me at the Fair," Ensemble; "An Old Flame Never Dies," Anne Booth and Ronald Graham; "Fee-Fie-Fo-Fum"; "I'll Be Sittin' in de Lap o' de Lord," Avis Andrews, John W. Bubbles, Ford L. Buck, and Choir.  
**Length of run:** 8 weeks.

## NEW YORK PLAYS—Continued

### WESTERN WATERS

**Type of play:** Comedy in three acts (4 scenes).

**Author:** Richard Carlson.

**Producer:** Elsa Moses.

**Theatre:** Hudson.

**Opened:** Dec. 28, 1937.

**Length of run:** 1 week.

### WHAT A LIFE

**Type of play:** Comedy in three acts.

**Author:** Clifford Goldsmith.

**Producer:** George Abbott.

**Theatre:** Biltmore.

**Opened:** April 13, 1938.

**Length of run:** In 6th week May 15.

### WHITEOAKS

**Type of play:** Drama in three acts.

**Author:** Mazo de la Roche (play from her novel).

**Producer:** Victor Payne-Jennings.

**Theatre:** Hudson.

**Opened:** March 23, 1938.

**Starred:** Ethel Barrymore.

**Featured:** Stephen Haggard.

**Length of run:** In 8th week May 15.

### WHO'S WHO

**Type of play:** Revue in two acts (32 numbers).

**Book:** Mostly by Everett Marcy and Leonard Sillman.

**Music:** Mostly by Baldwin Bergersen, James Shelton, Irvin Graham and Paul McGrane.

**Lyrics:** Mostly by June Sillman, Irvin Graham and James Shelton.

**Producer:** Elsa Maxwell and Leonard Sillman.

**Theatre:** Hudson.

**Opened:** March 1, 1938.

**Principals:** Imogene Coca, Rags Ragland, Lotte Goslar, Michael Loring, June Sillman, James Shelton, Joseph Beale, Mara Alexander, Mildred Todd, Leone Sousa, Jack and June Blair, Peter Renwick, Edna Russell, Elizabeth Wilde, Chet and Mort O'Brien, Bowen Charleton.

**Songs:** "Skiing at Saks," Imogene Coca; "Sunday Morning in June," Leone Sousa; "Croupier," Michael Loring and June Sillman; "I Dance Alone," June Sillman; "Rinka Tinka Man," Edna Russell and Johnnie Tunsill; "I Must Waltz," Imogene Coca; "Dusky Debutante," Michael Loring; "Girl With the Paint on Her Face," June Sillman; "It's You I

Want," Michael Loring and Edna Russell; "I Must Have a Dinner Coat," James Shelton; "Let Your Hair Down," June Sillman.

**Length of run:** 3 weeks.

### WINE OF CHOICE

**Type of play:** Comedy in three acts.

**Author:** S. N. Behrman.

**Producer:** Theatre Guild.

**Opened:** Feb. 21, 1938.

**Featured:** Leslie Banks, Claudia Morgan and Alexander Woolcott.

**Length of run:** 5½ weeks.

### WISE TOMORROW

**Type of play:** Drama in three acts (5 scenes).

**Author:** Stephen Powys.

**Producer:** Bernard Klawans (reputedly backed by Warners).

**Theatre:** Biltmore.

**Opened:** Oct. 15, 1937.

**Length of run:** 3 performances.

### WORK IS FOR HORSES

**Type of play:** Comedy in three acts.

**Author:** Henry Myers.

**Producer:** Anthony Brown.

**Theatre:** Windsor (48th St.).

**Opened:** Nov. 20, 1937.

**Length of run:** 1 week.

### YOUNG MR. DISRAELI

**Type of play:** Drama in three acts (5 scenes).

**Author:** Elswyth Thane (Mrs. William Beebe).

**Producer:** Alex Yokel.

**Theatre:** Fulton.

**Opened:** Nov. 10, 1937.

**Featured:** Derrick de Marney and Sophie Stewart.

**Length of run:** 5 performances.

### YR. OBEDIENT HUSBAND

**Type of play:** Comedy in three acts.

**Author:** Horace Jackson.

**Producer:** Marwell Productions (Frederic March and John Cromwell).

**Theatre:** Broadhurst.

**Opened:** Jan. 10, 1938.

**Starred:** Frederic March, Florence Eldridge.

**Featured:** Dame May Whitty.

**Length of run:** 1 week.



# NBC-CBS ADAPTATIONS OF STAGE PLAYS: MAY 1, 1937 TO MAY 1, 1938

The following list of plays has been broadcast over NBC and CBS, insofar as the networks are able to show from their records, for the period of a year dating back from May 1, 1938. (For a list of plays prior to that time, see *VARIETY RADIO DIRECTORY*, Vol. I, pages 152-161).

Play titles are indicated in bold face. Plays marked with an asterisk (\*) were also broadcast one or more times prior to the interval taken into consideration here.

In some instances the networks were unable to state authorship of plays, and in certain other instances the authorship was in doubt on the network records. For that reason, the complete list was checked against *Index to Plays* (Ina Ten Eyck Firkins; H. W. Wilson Co., 1927) and the supplement thereto published in 1935; also against an *Index to One-Act Plays* (Hannah Logasa and Winifred Ver Nooy; F. W. Faxon Co., 1924) and the supplement thereto published in 1931. According to these indices, the networks sometimes showed divergent authorship for certain titles. In such cases a notation to that effect is made.

## A

**Abie's Irish Rose**; Anne Nichols.  
\* **Accent on Youth**; Samson Raphaelson.  
\* **Ace Is Trumped**; H. H. Stinson.  
**Action at Aquila**; adaptation of Hervey Allen novel.  
**Adam and Eve**; Guy Bolton and George Middleton.  
**Afternoon of a Faun**; Edna Ferber (radio adaptation by Adela Rogers St. John).  
**All the Men and Women Merely Players**; no author given and none listed in indices.  
**Amber**; Martine Brown.  
\* **Animal Kingdom, The**; Philip Barry.  
**Anna Christie**; Eugene O'Neill.  
\* **Another Language**; Rose Franken.  
**Anthony and Cleopatra**; William Shakespeare.  
**Apron Strings**; Dorrance Davis. (H. Deans?).  
\* **As You Like It**; William Shakespeare.

## B

**Babouk**; Lester Fuller.  
**Back to Methuselah**; George Bernard Shaw.  
\* **Bad Man, The**; Porter Emerson Browne.  
**Bat, The**; Avery Hopwood's adaptation of Mary Roberts Rinehart's original.  
\* **Beau Brummel**; Clyde Fitch.  
**Beauty and the Bite**; no author given and none listed in the indices.  
**Benefit of Clergy**; no author given and none listed in the indices.  
**Birds, The**; Aristophanes.  
\* **Bishop's Candlesticks, The**; N. McKinnel.  
**Bitter Sweet**; Noel Coward.  
\* **Blossom Time**; Sigmund Romberg.

**Boss, The**; Edward B. Sheldon.  
**Brains**; Martin A. Flavin.  
**Breaking Point, The**; Agnes Ridgeway. (Edward Garnett?).  
**Brewster's Millions**; George B. McCutcheon. (W. Smith and B. Ongley?).  
**Brief Moment**; S. N. Behrman.  
**Broadway Buckaroo, The**; no author given and none listed in the indices.  
\* **Brother Rat**; Fred F. Finklehoff and John Monks.  
**Burlesque**; George Manker Watters and Arthur Hopkins.

## C

\* **Camille**; Alexander Dumas (*film*).  
**Canary Christmas**; House Jameson.  
**Candle in the Forest**; Temple Bailey.  
\* **Candle Light**; Siegfried Geyer.  
\* **Caste**; T. W. Robertson.  
**Cat and the Canary, The**; J. Willard.  
**Ceiling Zero**; Frank Wead.  
**Century Casino**; Duke Cornwall.  
\* **Clear All Wires**; Bella and Samuel Spewack.  
**Coincidence**; Harold Brighouse.  
**Comrades in Arms**; Percival Wilde.  
**Cox and Box**; Sir Arthur Sullivan and F. C. Burnand.  
**Cradle Snatchers**; Russell Medraft and Norma Mitchell.  
\* **Cricket on the Hearth**; Charles Dickens.  
**Criminal Code**; Martin Flavin.  
**Critic, The**; Richard Sheridan.  
**Curtain Up**; Channing Pollock.

## D

**Dark Angel, The**; H. B. Trevelyan.  
\* **Dead End**; Sidney Kingsley.

## PLAY ADAPTATIONS—Continued

- \* **Death Takes a Holiday**; Alberto Casella.  
**Decision**; Robert Newman.  
**Dodsworth**; Sinclair Lewis.  
\* **Doll's House, A**; Henrik Ibsen.  
\* **Dulcy**; George S. Kaufman and Marc Connelly.  
**Dust in Their Eyes**; James H. Hill.

### E

- \* **Elizabeth the Queen**; Maxwell Anderson.  
**Enchanted Cottage, The**; Arthur Pinero.  
\* **Enemy of the People, An**; Henrik Ibsen.  
\* **Enter Madame**; Gilda Varesi and Dolly Byrne.  
**Escape**; John Galsworthy; Part I.  
**Escape**; John Galsworthy; Part II.  
**Eternal Road**; Franz Werfel (adapted by William A. Drake).  
**Everyman**; anonymous.  
**Excursion**; Victor Wolfson.

### F

- Far Off Hills, The**; Lennox Robinson.  
**Farewell to Love**; Florence Ryerson and C. C. Clements.  
**Father Malachy's Miracle**; Bruce Marshall from Brian Doherty's novel.  
**Feast of the Ortolans, The**; Maxwell Anderson.  
**Female of the Species**; Adelyn Bushnell. (B. R. Herts?).  
**Fifty Roads to Town**; no author given and none listed in the indices.  
**Fire Over Sinai**; George Ludlaw.  
\* **First Lady of the Land, The**; Charles F. Nirdlinger.  
**First Mrs. Fraser, The**; St. John Ervine.  
**Five Star Final**; Louis Weitzenkorn.  
**Flight from Glory**; no author given and none listed in the indices.  
**Forsaking All Others**; Edward Roberts and Frank Cavett.  
**Fountain, The**; Eugene O'Neill.  
\* **Front Page, The**; Ben Hecht and Charles McArthur.

### G

- Ghost of Yankee Doodle**; Sidney Howard.  
**Gift of the Gods**; Lord Dunsany. (O. M. Price?).  
**Girl, The**; Edward Peple.  
**Great Magician, The**; Lawrence Carra.  
**Green Light**; Lloyd C. Douglas.  
\* **Guardsman, The**; Ferenc Molnar.

### H

- \* **Hamlet**; William Shakespeare.  
**Happy Years**; no author given and none listed in the indices.

### I

- \* **I Love an Actress**; Laszlo Fodor.  
**I Will Be King**; no author given and none listed in the indices.  
**Interference**; Roland Pertwee.

### J

- \* **Journey's End**; R. C. Sherriff.  
\* **Julius Caesar**; William Shakespeare.  
\* **Just Suppose**; A. E. Thomas.

### K

- \* **King Lear**; William Shakespeare.  
**Kiss for Cinderella, A**; James M. Barrie.

### L

- Lady Has a Heart, The**; Edward Roberts' adaptation of Ladislaus Bus-Fekete's original.  
**Lady Was Worried, The**; Keith Fowler.  
**Last of Mrs. Cheyne**; Frederick Lonsdale.  
**Like Falling Leaves**; Giuseppe Giacosa.  
**Little Minister**; James M. Barrie.  
\* **Londonderry Air**; Rachel Field.  
**Love for Love**; William Congreve.  
**Lover Who Lost, A**; James Stephens.

### M

- \* **Macbeth**; William Shakespeare.  
**Madame Sans Gene**; Victor Sardou and E. Moreau.  
\* **Madame X**; adapted by John Raphael.  
**Magda**; Herman Sudermann.  
**Makropoulas Secret**; Karel Capek.  
**Man That Wed the Wind and the Water, The**; Albert N. Williams.  
**Mariners**; Clemence Dane. (W. Ashton?).  
\* **Mary of Scotland**; Maxwell Anderson.  
\* **Masque of Kings**; Maxwell Anderson.  
\* **Men in White**; Sidney Kingsley.  
**Mirandolina**; Lady Gregory.  
\* **Miss Quis**; Ward Morehouse.  
**Monsieur Beaucaire**; Booth Tarkington.  
\* **Moonshine**; Arthur Hopkins.  
**Mourning Becomes Electra**; Eugene O'Neill.  
\* **Much Ado About Nothing**; William Shakespeare.

PLAY ADAPTATIONS—Continued

N

Never See Snow Again; Ursula Parrot.  
 \* Night At an Inn, A; E. Dunsany.  
 No More Ladies; A. E. Thomas.

O

Of Great Riches; Rose Franken.  
 Of Mice and Men; John Steinbeck.  
 \* Old Lady Shows Her Medals, The; James M. Barrie.  
 On Silent Night; Elizabeth Carvey.  
 Orphans of the Storm; no author given. (From the D. W. Griffith film of 1922?).  
 \* Othello; William Shakespeare.  
 Outcasts from Poker Flat; Bret Harte.  
 Outsider, The; Dorothy Brandon.  
 Outward Bound; Sutton Vane.

P

\* Paolo and Francesca; Stephen Phillips.  
 \* Peg o' My Heart; J. Hartley Manners.  
 \* Penny Wise; Jean Ferguson Black.  
 Personal Appearance; Laurence Riley.  
 Petrified Forest, The; Robert E. Sherwood.  
 \* Petticoat Fever; Mark Reed.  
 \* Playboy of the Western World; J. M. Synge.  
 Prodigal, The; Harry Ingram.

R

\* R. U. R.; Karel Capek.  
 \* Richard III; William Shakespeare.  
 Riders to the Sea; J. M. Synge.  
 Rising of the Moon; Lady Gregory.  
 \* Road to Yesterday, The; Evelyn G. Sutherland and Beulah Marie Dix.  
 Robin Hood; Wells Hively.  
 Romance; Edward Sheldon.  
 \* Romancers, The; Edmond Rostand.  
 \* Romantic Young Lady, The; G. Martinez Sierra.  
 \* Romeo and Juliet; William Shakespeare.  
 \* Rosmersholm; Henrik Ibsen.  
 \* Ruy Blas; Victor Hugo.

S

Salome; Oscar Wilde.  
 \* Saturday's Children; Maxwell Anderson.  
 School for Husbands; Jean Moliere.  
 \* School for Scandal, The; Richard Sheridan.  
 Second Overture; Maxwell Anderson.  
 \* Shavings; Joseph C. Lincoln.  
 Shining Hour, The; Keith Winter.  
 Signal, The; J. S. Coyne.  
 Silver King, The; Henry Arthur Jones.  
 Smoke Screen; Robert Keston.  
 Some Day; Irwin Shaw.  
 Sowing the Wind; Sidney Grundy.  
 \* Stage Door; Edna Ferber and George S. Kaufman.

Straw, The; Eugene O'Neill.  
 Susan and God; Rachel Crothers.  
 Sweethearts; Victor Herbert.

T

Tamburlane; Christopher Marlowe.  
 \* Taming of the Shrew; William Shakespeare.  
 Tell Tale Heart, The; Edgar Allen Poe.  
 \* Tempest, The; William Shakespeare.  
 Testing of Oliver Bean; Burgess Meredith.  
 \* There's Always Juliet; John Van Druten.  
 They Came Like Swallows; William Maxwell (adaptation by R. Scudder).  
 \* Third Angle, The; Florence Ryerson.  
 \* This Was a Man; Noel Coward.  
 Time and the Conways; J. B. Priestley.  
 Times Square; Cornelia Otis Skinner (?).  
 Traveler, The; Marc Connelly.  
 \* Trial by Jury; Gilbert and Sullivan.  
 Truth Game, The; Ivor Novello.  
 \* Twelfth Night; William Shakespeare.  
 \* Twentieth Century; Ben Hecht and Charles McArthur.

U

Under Two Flags; Louise de la Ramee.  
 \* Up Pops the Devil; Frances Goodrich and Albert Hackett.

V

\* Vagabond King; Rudolf Friml.  
 \* Valiant, The; H. Hall and R. Middlemass.  
 \* Valley Forge; Maxwell Anderson.  
 Vanity and Love Gambler; O. Henry.  
 \* Victoria Regina; L. Housman.

W

War Gardens; no author given and none listed in the indices.  
 \* What Every Woman Knows; James M. Barrie.  
 \* What Happened to Jones; George Broadhurst.  
 Where the Cross Is Made; Eugene O'Neill.  
 Where the Golden Apples Grow; Henry Herman.  
 White Carnations, The; John L. Greene. (Hilliard Booth?).  
 \* Within the Law; Bayard Veiller.  
 \* Women, The; Clare Booth.  
 Women of the World; Frank Gill.  
 Women With Wings; no author given and none listed in the indices.  
 \* World and His Wife, The; Charles F. Nirdlinger from the verse "El Grau Galeoto," by Jose Echegaray.

Y

Yellow Jack; Sidney Howard (from Paul de Kruif's book).  
 \* Young Madame Conti; Bruno Frank.  
 \* Young Woodley; John Van Druten.

## FEDERAL THEATRE RADIO DIVISION ADAPTATIONS

The following adaptations of standard legitimate plays were made by the Federal Theatre Radio Division and used in broadcasting during the past year.

### A

**All for Love**; John Dryden.  
**Anniversary, The**; Anton Chekhov.

### B

**Blood of the Martyrs**; Percival Wilde.  
**Boor, The**; Anton Chekhov.  
**Bourgeois Gentleman, Le**; Jean Moliere.

### C

**Camille**; Alexander Dumas ( *fils*).  
**Christmas Carol, A**; Charles Dickens.  
**Coriolanus**; William Shakespeare.  
**Country Slicker, The**; Howard Buermann.  
**Cyrano de Bergerac**; Edmond Rostand.

### D

**David, King of Israel**.  
**Dear Departing, The**; Andreyev.  
**Doll's House, A**; Henrik Ibsen.  
**Duchess of Padua, The**; Oscar Wilde.

### E

**Enemy of the People**; Henrik Ibsen.  
**Esmerelda (The Deformed of Notre Dame)**;  
Edward Fitzball.  
**Everyman**; Anonymous.

### F

**Frankincense and Myrrh**; Heywood Broun.

### G

**Ghosts**; Henrik Ibsen.  
**Girl from Arles, The**; Alphonse Daudet.  
**Great Dark, The**; Dan Totheroh.

### H

**Hamlet**; William Shakespeare.  
**He Saw Tomorrow**; Joel Hammil.  
**Hedda Gabler**; Henrik Ibsen.  
**Henry VIII (Act III, scene 2)**; William Shakespeare.

### I

**Ideal Husband, An**; Oscar Wilde.  
**Importance of Being Earnest**; Oscar Wilde.  
**Inspector-General, The**; Nicolai Gogol.  
**Isle of the Dead**; Lewis Moyer.

### J

**John Gabriel Borkman**; Henrik Ibsen.  
**Julius Caesar**; William Shakespeare.

### K

**King Lear**; William Shakespeare.

### L

**Lady from the Sea**; Henrik Ibsen.  
**Lady Inger of Ostrad**; Henrik Ibsen.  
**Lady Windermere's Fan**; Oscar Wilde.  
**L'Arlesienne**; Alphonse Daudet.  
**Little Eyolf**; Henrik Ibsen.  
**Lower Depths**; Maxim Gorki.

### M

**Macbeth**; William Shakespeare.  
**Marshal**; Ferenc Molnar.  
**Master Builder**; Henrik Ibsen.  
**Merchant of Venice**; William Shakespeare.  
**Midsummer Night's Dream, A**; William Shakespeare.  
**Miss Marlow at Play**; A. A. Milne.  
**Mistress of the Inn**; Carlo Goldoni.

### O

**Oedipus Rex**; Sophocles.  
**Othello**; William Shakespeare.

### P

**Peer Gynt**; Henrik Ibsen.  
**Pericles**; William Shakespeare.  
**Picture of Dorian Gray**; Oscar Wilde.  
**Pillars of Society**; Henrik Ibsen.  
**Pipe in the Fields, The**; T. C. Murray.  
**Proposal, The**; Anton Chekhov.  
**Pygmalion and Galatea**; W. S. Gilbert.

### R

**R.U.R.**; Karel Capek.  
**Richard III**; William Shakespeare.  
**Romeo and Juliet (balcony scene)**; William Shakespeare.  
**Rosmersholm**; Henrik Ibsen.  
**Ruy Blas**; Victor Hugo.

### S

**Salome**; Oscar Wilde.  
**Scheherazade (Tales from "Arabian Nights")**.  
**Secret, The**; Ramon Sender.  
**She Stoops to Conquer**; Oliver Goldsmith.  
**Sire de Malatroit's Door**; Robert Louis Stevenson.  
**Sunday Costs Five Pesos**; Josephine Niggli.

### T

**Tartuffe**; Jean Moliere.  
**Till the Day I Die**; Clifford Odets.

### W

**Waiting for Lefty**; Clifford Odets.  
**Wild Duck, The**; Henrik Ibsen.

# RESEARCH ORGANIZATIONS

(These firms gather data on advertising media)

- AMERICAN MARKETING ASSOCIATION**, 485 Madison Ave., New York, N. Y. (Wickersham 2-2000). *Executives:* Fred E. Clark, Northwestern University, Evanston, Ill., president; John J. Karol, CBS, New York, treasurer.
- ANDERSON, NICHOLS, ASSOCIATES**, 330 West 42nd St., New York, N. Y. (Bryant 9-2278). *Executives:* E. R. Anderson, president; H. B. Nichols, secretary and treasurer; P. W. Stewart, director, marketing and research. *Branch office:* 718-60 State St., Boston, Mass. (Hubbard 5427); James Jackson, director.
- BOOZ-FRY-ALLEN & HAMILTON**, 135 S. LaSalle St., Chicago, Ill. (State 8344). *Executives:* W. B. Ricketts, manager, Market Surveys Division. *Branch office:* 285 Madison Ave., New York (Caledonia 5-1223); Mark Cresap, manager.
- BENSON & RUBY**, Princeton, N. J. (712). *Partners:* Lawrence E. Benson (Princeton), Prof. Emery Ruby (Drake U.).
- WALTER P. BURN & ASSOCIATES**, 7 West 44th St., New York, N. Y. (Murray Hill 2-7462). *Executives:* Walter P. Burn, Dorr M. Depew, Lee McNab-Miller, Burnett Murphey, R. C. Burn.
- PAUL T. CHERINGTON**, 9 Rockefeller Plaza, New York, N. Y. (Circle 6-0926).
- CROSSLEY, INC.**, 330 West 42nd St., New York, N. Y. (Bryant 9-5462). *President and Treasurer:* Archibald M. Crossley. *Branch office:* Princeton, N. J.
- FACTS, INC.**, 420 Lexington Ave., New York, N. Y. (Mohawk 4-2669).
- HOOPER-HOLMES BUREAU, INC., THE**, 102 Maiden Lane, New York, N. Y. (Beekman 3-5500). *Executives:* John J. King, president; Clarence P. Bryant, vice-president; Edward King, secretary and treasurer; Miss E. C. Pond, executive secretary; Chester E. Haring, director, market research division; J. Charles King, director of sales; David G. Fenelon, supervisor. *Branch offices:* Offices in 80 cities in the U. S. and Canada.
- WALTER MANN & STAFF**, 350 Madison Ave., New York, N. Y. (Murray Hill 2-3479). *Executives:* Walter Whittselsey Mann, president; Homer J. Bueckelmuller and Colin Campbell, account executives; Thodora Van Doorn, chief, editorial department.
- MARKET DATA SERVICE, INC.** (formerly Hurd Advertising Agency), 59 Cannon St., Bridgeport, Conn. (5-3218). *Executives:* Ralph G. Hurd, general manager; E. J. Benedict, sales manager.
- MARKET RESEARCH CORPORATION OF AMERICA**, 1250 Sixth Ave., New York, N. Y. (Circle 7-1655). *Executives:* Percival White, president; Pauline Arnold, vice-president; Richmond L. Watson, vice-president; J. E. Graham, secretary and treasurer. *Branch office:* 120 S. LaSalle St., Chicago (Central 2520); C. Hawley Sumner, manager.
- MEDIA RECORDS, INC.**, 354 Fourth Ave., New York, N. Y. (Murray Hill 5-9376). *President:* Charles Rock. *Branch offices:* Daily News Bldg., Chicago; 174 E. Long St., Columbus; 25 Kearny St., San Francisco.
- A. C. NIELSEN CO.**, 2101 Howard St., Chicago, Ill. (Hollycourt 6100). *President:* A. C. Nielsen.
- R. L. POLK & CO.** (Market Research Division), 431 Howard St., Detroit, Mich. (Cadillac 9470). *Manager:* H. H. Geddes. *Branch offices:* 354 Fourth Ave., New York; 401 N. Broad St., Phila.; 4300 Euclid Ave., Cleveland; 367 W. Adams, Chicago; 411 N. 10th St., St. Louis.
- PSYCHOLOGICAL CORP.**, 522 Fifth Ave., New York, N. Y. (Vanderbilt 3-9356). *Executives:* Paul S. Achilles, managing director.
- PUBLISHERS' INFORMATION BUREAU, INC., NATIONAL ADVERTISING RECORDS**, 799 Broadway, New York, N. Y. (Stuyvesant 9-7334). *Executives:* Anne R. Edgerly, president; Mrs. S. E. Barnes, vice-president; Mrs. Mae B. Irbing, treasurer. *Branch office:* 333 N. Michigan Ave., Chicago (Randolph 3442).
- ELMO ROPER**, 30 Rockefeller Plaza, New York, N. Y. (Circle 6-7164). *Executives:* Elmo Roper, Robert Williams, Arthur B. Chivvis, Carolyn Crusius, Ruth Wetter.
- ROSS FEDERAL RESEARCH CORP.**, 6 East 45th St., New York, N. Y. (Murray Hill 2-6221). *Executives:* H. A. Ross, president and treasurer; C. B. Ross, D. A. Ross and R. E. Ross, vice-presidents; F. X. Miske, secretary; W. I. Brown, district manager; H. C. Lund, district manager; W. O. Anderson, district manager. *Branches:* In principal U. S. cities.
- ELSIE N. RUSHMORE**, 551 Fifth Ave., New York, N. Y. (Murray Hill 2-3053). *Executives:* Elsie N. Rushmore, William Meigs, Jr.
- DANIEL STARCH**, 420 Lexington Ave., New York, N. Y. (Mohawk 4-6624).

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*Press associations and other sources supplying news for radio broadcast are listed herewith with full particulars.*

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**CHRISTIAN SCIENCE MONITOR**, 1 Norway St., Boston, Mass. *Phone:* Commonwealth 4330. *Executives:* Volney D. Hurd, director of broadcasting. *Services:* The Monitor Views the News, supplied to U. S. and foreign radio stations, free of charge.

**INTERNATIONAL NEWS SERVICE**, 235 East 45th St., New York, N. Y. *Phone:* Murray Hill 2-0131. *Executives:* Joseph V. Connolly, president; Barry Faris, Editor-in-Chief. *Branch offices:* Bureaus and staff correspondents are maintained in all principal cities of the U. S. and foreign countries. *Services:* In addition to complete day and night wire service to clients, the following daily supplementary printed news copy is delivered by mail: Fast Mail; Sports Service; Radio News-Script.

**PRESS-RADIO BUREAU**, 551 Fifth Ave., New York, N. Y. *Phone:* Murray Hill 2-5670. *Executives:* James W. Barrett, editor. (Note: This is a non-profit service maintained through the co-operation of newspapers, broadcasters and press associations. *Services:* Daily news bulletin furnished stations.

**TRANSRADIO PRESS SERVICE, INC.**, 342 Madison Ave., New York, N. Y. *Phone:* Murray Hill 2-4050; 4053; 4054. *Executives:* Herbert Moore, president; W. G.

Quisenberry, vice-president, general news manager; Dixon Stewart, vice-president; J. S. MacElveen, secretary; Alma Chesnut, editor of women's news. *Branch offices:* Bureaus in Chicago, San Francisco, Washington, D. C., Atlanta, Boston, Detroit, New Orleans, Seattle, Los Angeles, Baltimore, Minneapolis, Austin, Tulsa, Denver; staff correspondents are also maintained in the principal cities of the U. S. and foreign countries. *Services:* Flash and bulletin news supplied clients 18-hours-a-day, every day; complete sports results; specialized news features.

**UNITED PRESS ASSOCIATIONS**, News Building, 220 East 42nd St., New York, N. Y. *Phone:* Murray Hill 2-0400. *Executives:* Hugh Baillie, president; Edwin Moss Williams, general sales manager; Clem J. Randau, general business manager; Earl J. Johnson, general news manager; A. F. Harrison, radio sales manager; Webb Artz, radio editor; LeRoy Keller, radio sales and production. *Branch offices:* Bureaus and staff correspondents are maintained in the principal cities of the U. S. and foreign countries. *Services:* Daily news service; Feature Service (including sports); Baseball Service, inning-by-inning; Weekly Feature Service; all services are by special wire.

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*(Firms marked with an asterisk are MPPA licensees)*

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tions, Inc., program producers (q.v.) have the same officers and directors as this organization, but are separate companies inasmuch as there is no interchange of stock.)

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## TRANSCRIPTION PRODUCERS—Continued

Voeller, sales director. *Type of transcriptions manufactured:* Lateral cut; all types of wax and instantaneous recordings. *Library service:* None.

**ALSO RADIO RECORDING, INC.,** 29 West 57th St., New York, N. Y. *Phone:* Eldorado 5-0780. *Executive:* Carleton W. Alsop, president. *Type of transcriptions manufactured:* Lateral cut. *Library service:* None.

**ASSOCIATED BROADCASTING CO., LTD.,** Hermant Bldg., Toronto, Ont., Canada. *Phone:* Elgin 3345. *Executives:* E. A. Byworth, president; D. H. Copeland, vice-president; J. C. Tobin, transcription manager; Frederick Helson, traffic manager; Stan. Francis, production manager; A. S. R. Toby, recording engineer. *Branch office:* Dominion Square Bldg., Montreal, Que. (Belair 3325); M. Maxwell, vice-president; W. A. Eversfield, secretary-treasurer; B. J. Cossman, script director. *Type of transcriptions manufactured:* Lateral cut, on acetate, for both syndicate and custom recordings. *Library service:* None.

**\*ASSOCIATED MUSIC PUBLISHERS, INC.,** 25 West 45th Street, New York, N. Y. *Phone:* Bryant 9-0847. *Executives:* M. E. Tompkins, president; Griffith B. Thompson, sales manager; Loren Watson, in charge of station relations. *Type of transcriptions manufactured:* Any type, both vertical and lateral cut; licensed by ERPI to manufacture Western Electric wide-range recordings. *Library service:* Two separate musical services maintained, all selections vertical cut—(1) Associated Recorded Program Service, containing 2,000 basic selections with 1½ hours of continuous playing time a month; (2) Associated Library A, containing 900 selections with 1 hour continuous playing time a month.

**\*ATLAS RADIO DISTRIBUTING CORP.,** 333 N. Michigan Ave., Chicago, Ill. *Phone:* Franklin 5390. *Executives:* Herbert R. Ebenstein, president; Claude C. Ezell, vice-president; Harold C. Hopper, secretary and treasurer; L. Daniel Blank, manager. *Branch offices:* 60 East 42nd St., New York (Vanderbilt 3-4750); Harold A. Stretch, manager; 2011 Jackson St., Dallas (Direct 71791); William G. Underwood, manager; 6253 Hollywood Blvd., Hollywood (Granite 1211); Ray Coffin, manager. *Type of transcriptions manufactured:* Feature productions (dra-

matic, musical, comedy, variety, novelty). *Library service:* None.

**BALDWIN RECORDING STUDIOS, INC.,** 1043 Madison Ave., New York, N. Y. *Phone:* Rhinelander 4-6960. *Executives:* C. Paul Baldwin, president; Paul P. Wrigley, vice-president, treasurer. *Type of transcriptions manufactured:* All type lateral cut recordings. *Library service:* None.

**E. V. BRINCKERHOFF & CO., INC.,** 29 West 57th St., New York, N. Y. *Phone:* Plaza 3-3015. *Executives:* E. V. Brinckerhoff, president; F. V. Meeker, secretary; E. P. Kampf, in charge of engineering. *Type of transcriptions manufactured:* All types of transcriptions, in own studios for regulation reproducing tables, or by remote control through permanent wires. *Library service:* None, as such, but are the recorders to the National Association of Broadcasters, Bureau of Copyrights station library.

**\*COLUMBIA TRANSCRIPTION SERVICE** (Division of American Record Corp.), 1776 Broadway, New York, N. Y. *Phone:* Circle 7-6224. *Executives:* William G. Monroe, officer in charge. *Branch offices:* 952 N. Michigan Blvd., Chicago; Girard D. Ellis, manager. *Type of transcriptions manufactured:* Lateral cut, for regulation reproducing table; processing and pressings for independent recorders. *Library service:* None.

**\*DECCA RECORDS, INC.,** 50 West 57th Street, New York, N. Y. *Phone:* Columbus 5-5662. *Executives:* C. D. MacKinnon, manager of transcription division. *Branch offices:* 22-24 W. Hubbard St., Chicago; Sellman C. Schulz, manager. *Type of transcriptions manufactured:* lateral cut, for regulation reproducing table (33 1/3 R.P.M.). *Library service:* None.

**\*GENNETT RECORDS** (Division of Starr Piano Co.), Richmond, Ind. *Phone:* 1117. *Branch offices:* 729 Seventh Avenue, New York; Thomas J. Valentino, manager. 1344 S. Flower Street, Los Angeles; Harry Gennett, Jr. *Type of transcriptions manufactured:* Any type in 10, 12 and 16-inch sizes, either at 33½ or 78 RPM; Gennett Sound Effects and transcriptions for chapels and skating rinks are recorded on 10-inch records at 78 RPM. *Library service:* None. (Note: Starr Piano Co. of California, owned by the same interests, but operating as a separate corporation, also manufactures same type transcriptions.)



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all over the map**

## TRANSCRIPTION PRODUCERS—Continued

- \***JEAN V. GROMBACH, INC.**, 113 West 57th St., New York, N. Y. *Phone:* Circle 6-6540. *Executives:* Capt. Jean V. Grombach, president; D. L. Provost, treasurer; Chester Boggs, chief engineer; T. Sills, in charge of production. *Type of transcriptions manufactured:* Both lateral and vertical cut, 33 1/3 and 78 RPM; both studio recording and remote control from permanent lines. *Library service:* None. (Advertisers' Recording Service, Inc., transcription manufacturers (q.v.) and Grombach Productions, Inc., program producers (q.v.) have the same officers and directors as this organization, but are separate companies inasmuch as there is no interchange of stock).
- \***C. P. MacGREGOR** (formerly MacGregor & Sollie, Inc.), 729 S. Western Avenue, Hollywood, Calif. *Phone:* Fitzroy 4191. *Executives:* C. P. MacGregor, president; Paul Quan, treasurer; M. J. Mara, sales manager. *Type of transcriptions manufactured:* Lateral cut, for regulation reproducing table. *Library service:* Two separate services maintained—(1) a musical library consisting of 700 basic selections, plus 40 new selections a month, 48 strips of continuity a week, and merchandising helps; (2) a dramatic library consisting of 24 quarter-hour programs a week, plus merchandising helps.
- \***MERTENS & PRICE, INC.**, 1240 South Main St., Los Angeles, Calif. *Phone:* Prospect 2840. *Executives:* Fred C. Mertens, president, in charge of sales; George Logan Price, secretary-treasurer, in charge of production and promotion; B. M. Fink, service manager; Charles E. Meredith, national sales executive. *Representatives:* Charles Michelson, 545 Fifth Ave., New York (Murray Hill 2-3376); Coughlin & Co., 505 N. Michigan Ave., Chicago; Gene Goldbach, Richardson Bldg., Toledo; C. N. Mullican, Realty Bldg., Louisville; Harold S. Chamberlin, 681 Endicott Bldg., St. Paul (Garfield 4895); Rene Denman, 54th and Brookside, Kansas City (JA-6076, HI-4100); R. T. Harris, 1014 First National Bank Bldg., Salt Lake City (Wasatch 1373); W. Dewey De Flon, 132 E. Willamette Ave., Colorado Springs; All-Canada Radio Facilities, Ltd., Southam Bldg., Calgary (F. W. Cannon, manager), Victory Bldg., Toronto (M. Anne McLean, manager), 923 Dominion Square Bldg., Montreal (Burt Hall, manager); Broadcasting - Programme - Service, 12 Rue Abel - Ferry, Paris, France; American Radio Transcription Agencies, Savoy House, 29 Bligh St., Sydney, N. S. W., Australia. *Type of transcriptions manufactured:* Lateral cut waxes produced in own studios. *Library service:* The Sunday Players Bible Dramas, 52 half-hour programs; Wade Lane's Home Folks, 52 quarter-hour programs; International Conference Kitchen, 52 quarter-hour programs.
- \***MID-WEST RECORDINGS, INC.**, 24 South 7th Street, Minneapolis, Minn. *Phone:* Atlantic 4461. *Executives:* Harold D. Field, president; D. E. Field, treasurer; L. M. Knopp, secretary and general manager. *Type of transcriptions manufactured:* Lateral cut at 33 1/3 or 78 RPM, for regulation reproducing table. *Library service:* None.
- \***NATIONAL BROADCASTING COMPANY, INC.**, RCA Building, Radio City, New York, N. Y. *Phone:* Circle 7-8300. *Executives:* C. Lloyd Egner, manager; Frank E. Chizzini, assistant manager; Reginald Thomas, program director. *Branch offices:* Merchandise Mart, Chicago; Maurice Wetzel, manager. *Type of transcription manufactured:* NBC Thesaurus Service, syndicated series, reference recordings; all lateral cut, for any standard make equipment. *Library service:* NBC Thesaurus, with 2,600 basic selections, 52 monthly selections, 20¾ hours of continuity a week, plus sales promotion material.
- PAN AMERICAN RADIO PRODUCTIONS, INC.**, 6305 Yucca St., Hollywood, Calif. *Phone:* Hi. 4027. *Executives:* Lucio Villegas, president, in charge of production; Ivan Hiler, secretary-treasurer. *Branch office:* 545 Fifth Ave., New York, N. Y. (Murray Hill 2-3376); Charles Michelson, in charge. *Type of transcriptions manufactured:* Lateral cut Spanish recordings. *Library service:* None.
- \***RCA MANUFACTURING COMPANY, INC.**, 155 East 24th Street, New York, N. Y. *Phone:* Bogardus 4-6200. *Executives:* Frank B. Walker, manager of activities throughout the country and in charge of recording studios in New York. *Branch offices:* 445 Lake Shore Drive, Chicago; Edwin G. Foreman, Jr., manager, 1016 North Sycamore Avenue, Hollywood; Harry A. Meyerson, manager. *Type of transcriptions manufactured:* Vertical or lateral cut, the latter for regulation reproducing table. *Library service:* None, as such, but act as recorders and manufacturers for NBC Thesaurus, Standard Radio, Inc., and Lang-Worth libraries.
- \***RADIO & FILM METHODS CORP.**, 101 Park Ave., New York, N. Y. *Phone:*

## TRANSCRIPTION PRODUCERS—Continued

- Caledonia 5-7530; 7531; 7533. *Executives:* Frank L. Dyer, chairman; A. Ralph Steinberg, president and general manager. *Type of transcriptions manufactured:* All types, licensed under the Dyer patents. *Library service:* At press time, such a service was being compiled.
- \*RADIO FEATURES, INC.,** 6404 Hollywood Blvd., Hollywood, Calif. *Phone:* Hillside 0188. *Executives:* J. S. Glenn, president; M. M. Blink, vice-president; Gerald King, secretary-treasurer; Don Allen, production manager. *Eastern representative:* Charles Michelson, 345 Fifth Ave., New York City. *Type of transcriptions manufactured:* Syndicated musical shows. *Library service:* None.
- \*RADIO RECORDERS, INC.,** 932 North Western Ave., Hollywood, Calif. *Phone:* Hollywood 3917. *Executives:* F. H. Winter, president; J. C. Brundage, vice-president; E. F. Dummel, treasurer; Darrell Minkler, secretary; J. Joseph Sameth, sales and production manager. *Type of transcriptions manufactured:* Lateral cut. *Library service:* None.
- \*RADIO TRANSCRIPTION CO. OF AMERICA, LTD.,** 1509 N. Vine Street, Hollywood, Calif. *Phone:* Hollywood 3545. *Executives:* Charles C. Pyle, officer in charge; Lindsay MacHarrie, production manager; Clyde L. Wood, station relations manager; Stuart MacHarrie, H. C. Webber, Jos. G. Corey, W. H. Schaeffer, field managers. *Branch office:* 666 Lake Shore Drive, Chicago; J. M. Hayes, sales manager; Esther L. Donnan, office manager. *Type of transcriptions manufactured:* Quarter-hour programs. *Library service:* None.
- \*RECORDINGS, INC.,** 5505 Melrose Ave., Hollywood, Calif. *Phone:* Hillside 6138. *Executives:* Elmer Avery, president and vice-president; L. H. Pfeiffer, secretary and treasurer. *Type of transcriptions manufactured:* Any type. *Library service:* None.
- \*STANDARD RADIO,** 6404 Hollywood Blvd., Hollywood, Calif. *Phone:* Hillside 0188. *Executives:* Gerald King, general manager; Don Allen, production manager. *Branch office:* 180 N. Michigan Ave., Chicago; M. M. Blink, general manager; Alex Sherwood, sales manager. *Type of transcriptions manufactured:* Lateral cut, made by RCA Mfg. Co.; 12 and 16-inch records at 33 1/3 RPM, sound effects at 78 RPM. *Library service:* Standard Program Library Service, for domestic and foreign stations.
- TIME ABROAD, LTD.,** 29 West 57th St., New York, N. Y. *Phone:* Plaza 3-3015. *Executive in charge:* F. V. Meaker. *Type of transcriptions manufactured:* Both lateral and vertical cut recordings, in own studios or by remote control through permanent lines. *Library service:* Maintain musical library.
- TITAN PRODUCTION CO., INC.,** 1040 Geary St., San Francisco, Calif. *Phone:* Ordway 3671. Affiliated recording studios in Los Angeles. *Branch offices:* New York, Chicago, Los Angeles. *Type of transcriptions manufactured:* Lateral cut, for regulation reproducing table; acetate direct recordings; recording equipment. *Library service:* Consisting of Public Domain numbers only. Program service of mystery serials, comedies and special features.
- \*TRANSAMERICAN BROADCASTING & TELEVISION CORP.,** 521 Fifth Ave., New York, N. Y. *Phone:* Murray Hill 6-2370. *Executives:* John L. Clark, president; E. J. Rosenberg, vice-president. *Branch offices:* 333 N. Michigan Ave., Chicago (State 0366); Virgil Reiter, vice-president in charge. 5833 Fernwood Ave., Hollywood (Hollywood 5315); William Ray in charge. *Type of transcriptions manufactured:* Both lateral and vertical cut. *Library service:* None.
- TWENTIETH CENTURY RADIO PRODUCTIONS,** 1611 Cosmo Street, Hollywood, Calif. *Phone:* Hillside 7211. *Executive:* Archie Josephson, manager. *Type of transcriptions manufactured:* Lateral cut recordings. *Library service:* None.
- \*WOR ELECTRICAL TRANSCRIPTION & RECORDING SERVICE,** 1440 Broadway, New York, N. Y. *Phone:* Pennsylvania 6-8383. *Executive:* Ray S. Lyon, manager. *Type of transcriptions manufactured:* Lateral cut at 33 1/3 and 78 RPM; master records and low surface noise pressings. Also offer complete distribution service. *Library service:* None.
- \*WORLD BROADCASTING SYSTEM,** 711 Fifth Avenue, New York, N. Y. *Phone:* Wickersham 2-2100. *Executives:* P. L. Deutsch, president. *Branch offices:* 301 E. Erie St., Chicago; A. J. Kendrick, manager. Wardman Park Hotel, Washington, D. C.; H. A. LaFount, manager. 1000 North Sewart St., Hollywood, Cal.; Pat Campbell, manager. 1050 Howard St., San Francisco; C. C. Langevin, manager. Mortgage Guarantee Bldg., Atlanta; John Pitts, manager. *Type of transcriptions manufactured:* Vertical and lateral cut at 33 1/3 RPM. *Library service:* World Program Service, with 2,500 musical selections recorded by the vertical method; special Wide Range reproducing equipment installed by World at each station subscribing to service.

# MONEY

## TOTAL RADIO REVENUE 1937, 1936, 1935

Due to the fact that the National Association of Broadcasters last summer began revising the collection of broadcast revenue statistics, no acceptable figure for the year 1937 is available. Various estimates diverge by as much as \$15,000,000. Most of these estimates take the N.A.B. figures for the first six months of 1937 (the N.A.B. collected figures through the half-year) and project outward from that point. Without adequate geographical or calendar distribution, however, these figures lack accuracy. They are simply extremes between which the unknown, the actual figure, may lie. The VARIETY RADIO DIRECTORY hereby quotes no single figure, but indicates simply the possible high-low limits of revenue.

	1937.	1936.	1935.
Total revenue.....	{ \$125,000,000 (?)	\$107,550,886	\$87,523,848
	{ 140,000,000 (?)		
Network revenue (actual figure).	69,612,480	59,671,244	50,067,686

## CBS CLIENT REVENUE: 1937 AND 1936

	1937	1936
Lever Brothers Company.....	\$2,182,223	\$1,242,222
Colgate-Palmolive-Peet Co. ....	1,880,870	1,555,397
Liggett and Myers Tobacco Co.....	1,806,541	1,095,810
Ford Motor Company.....	1,649,309	1,528,898
American Tobacco Company.....	1,562,480	572,615
William Wrigley Jr. Company.....	1,241,054	1,017,456
General Mills, Inc.....	1,238,912	854,496
Campbell Soup Company.....	1,166,128	1,294,854
American Home Products.....	1,144,318	18,170
Chrysler Sales Corporation.....	911,051	494,847
General Motors Corporation.....	864,460	196,035
Philco Radio and Television Corp.....	790,805	745,020
R. J. Reynolds Tobacco Company.....	790,315	954,149
H. J. Heinz Company.....	730,633	306,006
Continental Baking Company.....	620,209	639,572
Lehn and Fink Products Company.....	583,003	372,769
The Texas Company.....	558,045	163,740
Pet Milk Sales Corporation.....	537,094	287,671
Nash-Kelvinator Corporation.....	534,673	*89,790
Gillette Safety Razor Corp.....	507,815	286,939
General Foods Corporation.....	432,751	.....
U. S. Tobacco Company.....	388,905	374,670
Stewart Warner Corporation.....	381,282	336,735
E. I. DuPont de Nemours and Co., Inc.....	367,205	314,759
Philip Morris and Co., Ltd.....	357,735	.....
Gulf Refining Company.....	352,710	359,974
Vick Chemical Company.....	323,320	134,960
Lady Esther Company.....	316,180	349,428
Great A and P Tea Company.....	275,275	566,060
Atlantic Refining Company.....	274,810	291,162
Coca Cola Company.....	265,170	171,025
Cudahy Packing Company.....	220,378	42,090

\* Nash only.

CBS REVENUE—Continued

	1937.	1936.
Group of American Banks.....	201,865	43,501
R. B. Davis Company.....	195,690	60,630
Beneficial Management Corp.....	190,509	56,508
Time, Incorporated.....	158,235	70,660
General Baking Company.....	151,856	175,370
Hudson Motor Car Company.....	147,690	.....
Sinclair Refining Company.....	141,700	.....
Fels and Company.....	139,211	28,001
Phillips Petroleum Corp.....	136,700	22,760
National Biscuit Company.....	135,110	.....
Sterling Products, Inc.....	119,339	.....
Servel Sales, Incorporated.....	117,265	.....
Carborundum Company.....	114,690	82,365
National Ice Advertising, Inc.....	104,850	217,330
P. Lorillard Company.....	103,490	.....
Corn Products Refining Company.....	92,505	242,265
Wheatena Corporation.....	89,625	183,345
Phillips Packing Company.....	85,500	.....
F and F Laboratories.....	85,315	.....
International Silver Company.....	79,325	.....
Swift and Company.....	75,125	73,659
Barnsdall Refining Co.....	69,740	4,045
Knox Gelatine Company.....	68,950	37,665
Bank of America.....	54,120	.....
Ward Baking Company.....	52,303	212,242
Chesebrough Manufacturing Company.....	50,760	.....
J. B. Ford Company.....	47,950	.....
Manhattan Soap Company.....	44,775	.....
Florida Citrus Commission.....	40,225	.....
Durkee's Famous Foods, Ltd.....	37,295	2,700
Zenith Radio Corporation.....	33,420	.....
Brown and Williamson Tobacco Co.....	30,870	6,930
Skelly Oil Company.....	29,220	.....
Tidewater Associated Oil Company.....	26,752	.....
A. J. Krank Company.....	24,240	.....
Lambert Pharmacal Company.....	23,780	.....
Thomas Cook and Son.....	22,960	5,740
Noxzema Chemical Company.....	17,610	.....
Rio Grande Oil Company.....	17,610	.....
Los Angeles Soap Company.....	14,526	.....
Raymonds, Inc.....	14,300	.....
Illinois Central RR Company.....	11,795	10,110
Homemaker's Council.....	11,040	.....
Marjorie Mills.....	9,386	.....
Geo. A. Hormel Company.....	9,205	58,518
Elgin National Watch Company.....	6,370	85,884
Sylmar Packing Company.....	5,681	.....
Gilmore Oil Company.....	4,320	480
Holland Furnace Company.....	4,308	.....
Table Products, Inc.....	4,290	.....
Burdett College.....	3,960	.....
Pennsylvania Publicity Commission.....	3,775	.....
Atchison, Topeka and Sante Fe RR.....	1,843	.....
Roma Wine Company.....	1,485	.....
Oregon State Highway Commission.....	1,110	.....
Euclid Candy Company.....	990	.....
<b>TOTAL</b> .....	<b>\$28,722,118</b>	.....
<b>AVERAGE EXPENDITURE (1937)</b> .....	<b>\$326,388</b>	.....
<b>MEDIAN EXPENDITURE (1937)</b> .....	<b>115,978</b>	.....

## MUTUAL CLIENT REVENUE: 1937

Gordon Baking Co.....	\$ 193,882.71	Grove Laboratories.....	16,610.00
Hecker Products Corp (total)	166,647.90	Pure Milk Cheese Co.....	16,080.00
Silver Dust.....	\$86,207.90	W. A. Sheaffer Pen Co.....	12,720.00
H-O Cereals.....	\$78,440.00	Consolidated Drug Trade Products	12,511.99
Gospel Broadcasting Assn.....	96,556.05	.....	12,398.00
Admiracion Laboratories.....	91,774.00	Rabin Co.....	12,003.75
Journal of Living.....	81,618.00	American Chicle Co.....	10,926.67
Varady of Vienna, Inc.....	79,027.50	Little Crow Milling Co.....	10,436.00
Macfadden Publications.....	72,755.00	Skol, Inc.....	9,815.00
Wander Co.....	69,655.50	No. American Acc. Ins. Co....	9,760.50
Lutheran Laymen's League...	69,063.90	McKesson & Robbins, Inc.....	7,858.32
Libby, McNeil & Libby.....	67,727.00	Humphreys Medicine Co.....	7,643.75
Mennen Co.....	63,817.56	Campbell Cereal Co.....	7,200.00
Sterling Products Co.....	61,610.20	Health Aids.....	6,360.00
Fels & Co.....	57,902.40	Fresh Milk Industry.....	5,600.00
Musterole Co. & E. W. Rose Co.	57,309.30	American Tobacco Co.....	5,072.00
Health Products.....	56,265.00	Democratic State Committee..	4,814.00
Social Justice Pub. Co.....	54,731.00	Cortlandt Baking Co.....	4,745.00
Wasey Products.....	54,388.50	Parker Watch Co.....	4,284.00
Procter & Gamble Co.....	49,535.00	Lovely Lady.....	4,277.50
Willys-Overland Auto. Co.....	47,635.25	Katro-Lek Laboratories, Inc...	4,100.00
Western Bakeries.....	46,410.66	Chicago Engineering Works, Inc.	4,050.00
Cudahy Packing Co.....	40,030.80	.....	3,744.00
Owens-Illinois Glass Co.....	37,550.00	F. Fougera & Co.....	3,496.50
S.S. Company.....	35,700.00	American Bird Products.....	3,288.00
Lehn and Fink.....	34,916.00	Elizabeth Arden.....	3,120.00
Crown Overall Co.....	33,462.00	Rocke News Syndicated Program	2,283.00
Local Cooperative Campaign..	32,466.00	.....	1,440.00
Crazy Water Hotel Co.....	30,815.00	Wallace Biscuit Co.....	1,224.00
H. Fendrich.....	26,652.00	Crusaders.....	600.00
D. L. & W. Coal Co.....	26,166.00	Delv, Ltd.....	\$2,239,076.54
Maine Development Co.....	25,532.00	National Silver Co.....	32,450.39
Commentator Magazine.....	25,090.00	Saratoga Assn. for Improvement of Horses	18,270.00
Barbasol Co.....	23,796.25	.....	
Duart Sales Co.....	20,811.00		
Local Department Stores.....	19,632.10		
General Mills.....	18,270.00		
Olsen Rug Co.....	18,005.00		
Murine Co.....	17,451.00		
Kellogg Co.....	16,720.00		
		TOTAL .....	\$2,239,076.54
		AVERAGE EXPENDITURE...	32,450.39
		MEDIAN EXPENDITURE....	18,270.00

## NBC CLIENT REVENUE: 1937 AND 1936

	1937.	1936.
Procter & Gamble Co. (total).....	\$4,456,525	\$3,303,673
1. Camay.....	\$583,997	
2. Chipso.....	356,427	
3. Crisco.....	655,369	
4. Dreft.....	31,325	
5. Drene.....	368,919	
6. Ivory Flakes.....	532,778	
7. Ivory Snow.....	61,086	
8. Ivory Soap.....	830,653	
9. Oxydol.....	626,848	
10. White Naptha Soap.....	409,123	
Standard Brands, Inc. (total).....	2,508,139	2,273,783
1. Chase & Sanborn Coffee.....	\$788,440	
2. Fleischmann's Yeast for Bread.....	295,350	
3. Fleischmann's Yeast for Health.....	157,518	
4. Royal Desserts.....	762,901	
5. Tenderleaf Tea.....	303,930	

NBC REVENUE—Continued

	1937.	1936.
General Foods Corp. (total).....	2,332,193	1,501,945
1. Calumet Baking Powder.....	111,986	
2. Diamond Crystal Salt.....	59,121	
3. Grape Nuts.....	376,540	
4. Huskies.....	205,071	
5. Jell-O.....	522,574	
6. Log Cabin Syrup.....	148,620	
7. Maxwell House Coffee.....	780,557	
8. Minute Tapioca.....	68,972	
9. Sanka Coffee.....	58,752	
Sterling Products, Inc (total).....	2,169,836	1,621,051
1. Bayer Aspirin.....	453,702	
2. Dr. Lyon's Toothpowder.....	793,688	
3. Phillips—Facial Cream.....	288,618	
4. Phillips—Milk of Magnesia.....	225,792	
5. Phillips—M. of M. Tablets.....	142,074	
6. Phillips—M. of M. Toothpaste.....	265,962	
Miles Laboratories.....	1,457,470	1,289,764
American Home Products Co. (total).....	1,403,496	762,984
1. Anacin.....	413,656	
2. Bi-So-Dol.....	208,070	
3. Edna Wallace Hopper Cosmetics.....	28,652	
4. Fly-Ded.....	47,837	
5. Hill's Cold Tablets.....	39,373	
6. Kolynos.....	146,125	
7. Louis Philippe Cosmetics.....	290,177	
8. Old English Floor Wax.....	197,552	
9. Three-In-One-Oil.....	32,054	
National Dairy Products Corp. (total).....	1,275,202	888,004
1. Kraft.....	794,406	
2. Sealtest.....	480,796	
Pepsodent Co.....	1,269,158	1,352,064
Radio Corp. of America.....	1,153,585	586,790
General Motors Corp. (total).....	953,831	1,027,073
1. Buick.....	46,825	
2. Institutional.....	446,026	
3. LaSalle.....	14,952	
4. Oldsmobile.....	142,451	
5. Pontiac.....	303,577	
Jergens-Woodbury Sales Corp. (total).....	841,457	596,018
1. Jergens Lotion.....	169,339	
2. Woodbury Soaps & Cosmetics.....	672,118	
American Tobacco Co. (total).....	772,374	936,089
1. Lucky Strike.....	676,546	
2. Pall Mall.....	95,828	
Bristol-Myers Co.....	762,200	738,520
Packard Motor Car Co.....	757,820	260,774
Lady Esther Co.....	683,860	674,568
Campana Sales Co. (total).....	583,123	369,024
1. Dreskin.....	60,471	
2. Italian Balm.....	509,292	
3. Moon Glow Cosmetics.....	13,360	
Cities Service Co.....	575,603	536,641
Sun Oil Co.....	567,409	523,882
Kellogg Co.....	563,373	562,203
Firestone Tire & Rubber Co.....	537,634	511,506
Horlick's Malted Milk Corp.....	519,200	545,379
Pillsbury Flour Mills Co.....	504,521	476,130
Morris, Philip, & Co., Ltd.....	465,992	430,264
Carnation Co. (total).....	462,168	387,060
1. Alber Brothers Milling.....	40,152	
2. Carnation Milk.....	422,016	
Johnson, S. C., & Son, Inc. (total).....	455,744	333,935
1. Auto Polish & Wax.....	227,872	
2. Floor Wax.....	227,872	
Babbitt, B. T., Inc.....	385,032	329,480
General Electric Co.....	372,635	67,904
Ralston-Purina Co. (total).....	367,484	284,608
1. Cereal.....	178,448	
2. Ry-Krisp.....	189,036	



## NBC REVENUE—Continued

	1937.	1936.
American Can Co. ....	344,659	411,784
Brown & Williamson Tobacco Co. ....	322,534	47,736
Sherwin Williams Co. (total) .....	321,295	131,448
1. Acme .....	154,171	
2. Sherwin Williams .....	167,124	
Cummer Products (total) .....	320,988	*217,139
1. Energine .....	37,825	
2. Molle Shaving Cream .....	283,163	
Wander Co. ....	317,330	391,296
Lewis-Howe Co. ....	312,548	19,078
General Mills, Inc. (total) .....	293,713	394,556
1. Sperry Institutional .....	140,913	
2. Wheaties .....	152,800	
Lamont Corliss & Co. (total) .....	290,664	56,652
1. Danya Hand Lotion .....	4,964	
2. Pond's Cosmetics .....	285,700	
Macfadden Publications, Inc. ....	283,476	248,976
Shell Union Oil Co. ....	283,110	†550,435
Pacific Coast Borax Co. ....	278,236	248,810
Fitch, F. W., Co. ....	257,462	275,416
Household Finance Corp. ....	244,348	239,002
Wasey Products Co. (total) .....	233,484	505,890
1. Barbasol .....	36,492	
2. Bost .....	36,492	
3. Various drug products .....	160,500	
Quaker Oats Co. (total) .....	222,426	124,660
1. Aunt Jemima Pancake Flour .....	57,352	
2. Cereal .....	165,074	
Richfield Oil Co. of California .....	214,124	175,408
Welch Grape Juice Co. ....	191,788	165,946
Grove Laboratories, Inc. ....	172,464	
Bowey's, Inc. ....	159,432	86,784
Cycle Trades of America, Inc. ....	156,356	
Griffin Mfg. Co., Inc. ....	155,232	
Packer's Tar Soap, Inc. ....	148,902	41,544
Loose-Wiles Biscuit Co. ....	144,720	67,600
American Radiator & S. S. Co. ....	144,104	132,588
National Ice Advertising, Inc. ....	143,836	
Warner, William R., & Co. ....	136,134	178,580
Princess Pat., Ltd. ....	133,674	136,568
Studebaker Corp. ....	130,692	248,088
Ford Motor Co. ....	118,976	553,766
Zenith Radio Corp. ....	118,772	
Axton-Fisher Tobacco Co. ....	116,868	42,000
Washington, G., Coffee Refining Co. ....	112,096	27,015
International Cellulocotton Products Co. ....	108,360	138,896
Regional Advertisers, Inc. ....	107,248	80,870
Mueller, C. F., Co. ....	102,336	
National Biscuit Co. ....	101,320	121,345
Gruen Watch Co. ....	92,040	
Tastyeast, Inc. ....	89,488	107,226
Marrow, J. W., Mfg. Co. ....	84,542	121,582
Standard Oil of California .....	84,508	81,290
Group of American Banks .....	75,919	
Arden, Elizabeth .....	72,546	
Smart, David A., Publisher .....	71,570	
Drackett Co. ....	70,856	
Manhattan Soap Co. (total) .....	70,044	68,936
1. Sweetheart Soap .....	36,140	
2. Sweetheart Soap Flakes .....	33,904	
Time, Inc. ....	68,328	
Real Silk Hosiery Mills, Inc. ....	64,688	201,345
Duart Mfg. Co., Ltd. ....	64,360	19,136
International Silver Co. ....	61,620	35,988
Lambert Co. ....	58,344	
Smith Bros. ....	55,848	69,042
Union Oil Co. of California .....	53,436	

\* Molle Co. † Shell Eastern Petroleum.

## NBC REVENUE—Continued

	1937.	1936.
Swift & Co. (total).....	53,130	171,056
1. Institutional .....	2,814	
2. Sunbrite Cleanser.....	50,316	
Allegheny Steel Co.....	50,216	12,632
Signal Oil & Gas Co.....	49,512	*5,040
Morrell, John & Co., Inc.....	47,304	47,420
Emerson Drug Co.....	44,408	16,992
Iodent Chemical Co.....	43,520	20,448
Wesson Oil & Snowdrift Sales Co., Inc.....	42,072	45,288
American Rolling Mill Co.....	41,669	75,788
Fendrich, H., Inc.....	38,870	
Sussman, Wormser & Co.....	38,528	
Peppereil Mfg. Co.....	36,720	
Luden's, Inc.....	36,036	46,780
Gilmore Oil Co.....	35,796	
Langendorf United Bakeries, Inc.....	35,144	50,637
Cardinet Candy Co.....	33,200	8,704
Moore, Benjamin, & Co.....	33,044	35,900
Falstaff Brewing Corp.....	30,228	
Maybelline Co.....	29,988	27,604
Krueger, G., Brewing Co.....	27,792	28,800
United Drug, Inc. (Owl Drug).....	24,403	
Hudson Coal Co.....	24,192	24,066
Tidewater-Associated Oil Co.....	23,638	
Gallenkamp Stores Co.....	22,578	
Modern Food Process Co.....	20,580	14,120
Occidental Life Insurance Co.....	19,200	40,016
California Conserving Co.....	18,720	5,440
Humphrey's Homeopathic Medicine Co.....	15,920	24,560
Bank of America, N. T. & S. Assn.....	15,888	9,504
Koppers Coke Co., Inc.....	13,422	
Duff-Norton Mfg. Co.....	13,344	
Scott Paper Co.....	13,312	
California Chain Store Assn.....	12,220	
Tillamook County Creamery Assn.....	10,924	9,728
Adam Hat Stores, Inc.....	10,476	
Modern Magazines, Inc.....	9,900	11,700
Stewart-Warner Corp. (total).....	8,480	
1. Alemite .....	2,826	
2. Radios .....	2,827	
3. Refrigerators .....	2,827	
Jel-Sert Co.....	7,946	13,036
Consolidated Oil Corp. (Sinclair).....	7,375	+517,231
International Shoe Co. (Peters Division).....	7,332	
Griswold Mfg. Co.....	7,240	
Best Foods, Inc.....	7,092	40,672
Better Speech Institute of America.....	5,868	96,180
Globe Grain & Milling Co.....	5,360	
Local Loan Co.....	5,136	
Caswell, George W., & Co.....	4,608	16,202
Cook, Thomas & Son—Wagon Lits, Inc.....	4,590	16,704
Radio Guide, Inc.....	4,272	48,324
American Oil Co.....	3,722	2,073
Pro-Ker Laboratories.....	3,354	
Ferry-Morse Seed Co.....	3,328	
Kay Jewelry Co.....	3,096	
Vocational Service, Inc.....	3,072	
Oxo, Ltd.....	2,744	
Pacific Guano Co.....	1,872	
<b>TOTAL</b> .....	<b>\$38,651,286</b>	
<b>AVERAGE EXPENDITURE (1937)</b> .....	<b>288,442</b>	
<b>MEDIAN EXPENDITURE (1937)</b> .....	<b>84,525</b>	

\* Signal Oil Co.      † Sinclair Refining Co.

# NBC—CBS 1937 REVENUE BY INDUSTRY CLASSIFICATION

## NBC 1937 REVENUE BY INDUSTRIES

Classification	Total Gross Expenditures	Number of Advertisers	% of Total	% Change Over 1936
Automotive .....	\$2,726,825	6	7.06%	— 6.15%
Building materials.....	235,989	3	.61	— 6.08
Cigars, cigarettes and tobacco.....	1,716,638	5	4.44	+ 10.81
Clothing and dry goods.....	75,164	2	.19	— 62.67
Confectionery and soft drinks.....	122,688	2	.32	— 38.17
Drugs and toilet goods.....	13,322,990	32	34.47	+ 19.29
Financial and insurance.....	360,491	5	.93	+ 10.95
Foods and food beverages.....	11,008,762	29	28.48	+ 13.42
Garden and field.....	5,200	2	.01	.....
House furniture and furnishings.....	190,623	4	.49	+ 14.56
Jewelry and silverware.....	156,756	3	.41	+ 7.16
Lubricants and petroleum products.....	2,045,918	15	5.29	— 24.00
Machinery, farm equipment and mechanical supplies.....	13,344	1	.04	.....
Office equipment.....	.....	.....	.....	.....
Paints and hardware.....	354,339	2	.92	+ 10.11
Radios, phonographs and musical instruments.....	1,275,184	3	3.30	+117.32
Schools and correspondence courses.....	8,940	2	.02	— 90.70
Shoes and leather goods.....	185,142	3	.48	+118.78
Laundry soaps and cleaners.....	3,392,383	10	8.78	+ 53.40
Sporting goods.....	156,356	1	.41	.....
Stationery and publishers.....	437,546	5	1.13	+ 41.60
Travel and hotels.....	4,590	1	.01	— 82.77
Wines, beers and liquors.....	58,020	2	.15	+ 39.06
Miscellaneous .....	797,398	5	2.06	— 43.19
Containers .....	\$344,659			
Dog food.....	67,884			
Others .....	384,855			
<b>TOTAL .....</b>	<b>\$38,651,286</b>	<b>*134</b>	<b>100.00%</b>	<b>+ 11.95%</b>

## CBS 1937 REVENUE BY INDUSTRIES

Automotive .....	\$3,907,343
Building materials.....	4,308
Cigars, cigarettes, tobacco.....	5,040,336
Confectionery and soft drinks.....	1,507,214
Drugs and toilet goods.....	5,114,454
Financial and insurance.....	446,494
Foods and food beverages.....	6,437,273
House furniture and furnishings.....	422,555
Jewelry and silverware.....	85,695
Lubricants and fuel.....	1,992,889
Machinery .....	114,690
Radios .....	824,225
Schools .....	3,960
Soaps and housekeepers supplies.....	2,233,933
Stationery and publishers.....	158,235
Travel and amusement.....	37,708
Miscellaneous .....	390,806
<b>TOTAL .....</b>	<b>\$28,722,118</b>

\*This column totals to more than 134 because the products of a few advertisers fall into two or more classifications.



## COMPARISON BETWEEN MAJOR MEDIA: 1937, 1936, 1935

	1937.	1936.	1935.
Radio Broadcasting.....	\$125,000,000 (?)	\$107,550,886	\$87,523,848
	} 140,000,000 (?)		
National Magazines.....	165,710,000	143,790,669	123,093,289
Newspapers .....	630,000,000	568,593,000	517,513,000

### WHAT READER-LISTENERS PAID FOR RADIO, MAGAZINES, NEWSPAPERS, AND FARM PAPERS DURING 1937

Total money spent by readers in the purchase of magazine subscriptions and single-copy sales.....	\$161,701,000
Total money spent by readers in the purchase of morning, evening and Sunday newspapers.....	\$526,322,636
Total money spent by readers in the purchase of farm papers.....	\$11,179,000
Total money spent by listeners in the purchase, operation, repair and upkeep of radio sets.....	\$700,000,000

To the suggestion that radio is free to the public, the above statistics offer an emphatically negative rejoinder. The figures are—and, of course, can only be—a rough approximation to reality. But taking them for what they are worth, it appears that radio annually costs the public as much as newspapers and magazines combined. (These figures do not include the cost of advertising passed on to the consumer in the retail price of products.) To those interested in the method whereby these compilations were made, the following explanation is offered:

The magazine subscription and single-copy totals were compiled by the VARIETY RADIO DIRECTORY after separate tabulations on 383 *general* magazines and eight group publications. No trade, technical or farm papers were included. The last ABC six-months' average was used as base. Thence mail subscriptions and single copy sales were separately computed and added together to cover a year.

The newspaper total was obtained with the courteous help of *Editor & Publisher*. The latter publication asserted that the aggregate, average daily circulation of morning and evening papers came to 40,218,900 for every day of publication; and that the Sunday figure came to 29,750,000. At the suggestion of the ANPA, it was assumed that a morning or evening paper sells for an average of 3c, and that a Sunday paper sells for an average of 10c. At 3c per copy, 308 days a year (Sundays and five holidays subtracted from 365), the reader-price of daily papers totalled \$371,622,636 during 1937. Similarly the Sunday figure (52 Sundays; 10c per copy) came to \$154,700,000. These two totals aggregate the figure quoted in the chart above.

The farm paper total, based on 138 publications, was computed by the same method as the magazine total.

In the case of the radio figure, some arbitrary juggling had to be performed. *Radio Today* furnished the DIRECTORY with the following figures: New set sales for 1937 (retail prices), \$450,000,000; repair services, \$60,000,000; use of electricity and cost of batteries, \$150,000,000; parts and supplies used in the repair of sets, \$47,000,000; tubes, \$40,000,000. This made a total of \$747,000,000. However, *Radio Retailing* (McGraw-Hill) showed, according to its computations, that new set sales brought a retail price total of \$404,457,150 in 1937, and tube sales came to \$38,282,400. This is a divergence of nearly \$50,000,000 in the figures issued by the two publications. While the divergence fails to be extremely large, because of the extremely high figure involved, it nonetheless calls for a margin of error. So the DIRECTORY, arbitrarily, and bearing in mind the roughness of the figure, sets radio's 1937 bill to the listener down as \$700,000,000.

BILLINGS TO CLIENTS BY TYPE OF MEDIA  
FROM CENSUS OF BUSINESS - 1935  
BILLINGS REPRESENT 918 AGENCIES

NEWSPAPERS



MAGAZINES



TRADE PAPERS ETC.



RADIO



OUTDOOR ADVERTISING ETC.



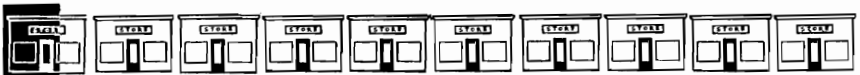
DIRECT MAIL



ART & MECHANICAL



STORE DISPLAY ETC.



SCALE: 5% = ONE FIGURE

# MAJOR 1937 ADVERTISERS' EXPENDITURES BY MEDIA

The original of this list was first issued by *Printers' Ink* to whom acknowledgment is hereby made for basic copyrights. Acknowledgment is also made to the following for use of their work and records: Publishers' Information Bureau (for magazine and farm paper research); Media Records, Inc. (for the original newspaper lineage figures); and the Market Research Division of the Columbia Broadcasting System (for converting the Media Records' lineage figures into dollars at a conversion rate of 30c per line).

The 30c per line conversion rate was suggested by the American Newspaper Publishers' Association as a suitable yardstick. It should be noted, however, that it is *only* a conversion yardstick, and not a 100% exact measurement.

Advertiser	Network Radio	Magazines and Farm Papers	Newspapers	Total
Adam Hat Stores.....	\$10,476			\$10,476
Addressograph—Multigraph .....		\$150,136		150,136
Adlerika Co.....		75,686	\$96,800	172,486
Admiracion Laboratories.....	43,082			43,082
Allegheny Steel.....	50,216			50,216
Allis Chalmers Mfg.....		111,027		111,027
All Year Club of So. Cal.....		164,729		164,729
Aluminum Co. of America.....		543,832	68,500	612,332
Aluminum Cooking Utensil.....			51,800	51,800
American Airlines .....		26,138	107,800	133,938
American Auto Insurance.....			46,200	46,200
American Bakeries .....			81,000	81,000
American Bird Products.....	1,932			1,932
American Brass.....		102,243		102,243
American Can.....	344,659	33,550	216,200	594,409
American Chain & Cable.....		147,181		147,181
American Chicle .....	6,504	305,164	92,800	404,468
American Cranberry Exchange....		9,211	82,700	91,911
American Distilling.....		9,305	107,700	117,005
American Express.....		96,714	123,700	220,414
American Gas Association.....		353,325		353,325
American Home Products.....	2,547,814	264,958	137,500	2,950,272
American Oil.....	3,722	5,020	259,000	267,742
American Radiator.....	144,104	345,412	228,900	718,416
American Rolling Mill.....	41,669	95,606		137,275
American Safety Razor.....		253,303	139,700	393,003
American Stove.....		153,630		153,630
American Sugar Refining.....			108,100	108,100
American Tel. & Tel.....		1,306,256		1,306,256
American Tobacco.....	2,339,849	2,119,934	2,232,500	6,692,283
Anheuser Busch.....		160,257	118,200	278,457
Arden, Elizabeth.....	75,579	155,097		230,676
Armin-Varady .....	40,284			40,284
Armour & Co.....		621,751	485,000	1,106,751
Armstrong Cork.....		629,815	62,600	692,415
Assn. of American Railroads.....		715,637		715,637
Assn. of Pacific Fisheries.....		238,317		238,317
Atlantic Coast Line.....		8,242	66,300	74,542
Atlantic, Gulf & West Indies.....		970	149,900	150,870
Atlantic Refining.....	274,810	5,023	121,200	401,033
Atchison, Topeka & Sante Fe.....	1,843	59,850	254,800	316,493
Axton Fisher.....	116,868		64,400	181,268
Babbitt, B. T.....	385,032	8,347	85,200	478,579
Ballantine's .....		7,500	198,000	205,500
Baltimore & Ohio RR.....		1,629	166,200	167,829
Bank of America.....	70,008	5,040		75,048
Barnsdall Refining.....	69,740			69,740
Bayuk Cigars.....			465,700	465,700

## MAJOR 1937 EXPENDITURES—Continued

Advertiser	Network Radio	Magazines and Farm Papers	Newspapers	Total
B. C. Remedy Co.....		1,658	112,600	114,258
Beech-Nut Packing.....		494,780	214,100	708,880
Bel-ans.....			63,200	63,200
Bell Telephone of Pa.....			124,600	124,600
Ben Burke.....		169,375	138,600	307,975
Bendix Aviation.....		142,040		142,040
Beneficial Management.....	190,509			190,509
Best Foods.....	7,092	350,825	112,000	469,917
Better Speech Institute.....	5,868			5,868
Beverwyck Breweries.....			67,000	67,000
Bigelow Sanford.....		368,735		368,735
Bissell Carpet.....		107,863		107,863
Blatz Brewing.....			122,600	122,600
Block Drug.....		9,264	340,700	349,964
Bon Ami.....		477,295		477,295
Book of the Month Club.....		123,971		123,971
Borden Co.....		110,925	324,600	435,525
Bourjois Sales.....		218,132	46,500	264,632
Boways, Inc.....	159,432			159,432
Bristol-Myers.....	762,200	2,741,318	473,300	3,976,818
Brown-Forman Distilling.....		35,490	370,300	405,790
Brown-Vintners.....		57,202	451,400	508,602
Brown and Williamson Tobacco.....	353,404	513,462	133,000	999,866
Bryant, Lane.....		101,428		101,428
Buckingham Corp.....			69,300	69,300
Budd, E. G., Mfg.....		243,885		243,885
Burdett College.....	3,960			3,960
Calif. Canning Peach Industry.....		199,355		199,355
Calif. Chain Store.....	12,220			12,220
Calif. Conserving.....	18,720			18,720
Calif. Fruit Growers Exchange.....		235,289		235,289
Calif. Packing.....		753,109		753,109
Calif. Walnut Growers.....		129,050		129,050
Calotabs.....		7,979	47,000	54,979
Campana Sales.....	583,123	178,951		762,074
Campbell Cereal.....	7,544	1,224		8,768
Campbell Soup.....	1,166,128	1,813,543	255,100	3,234,771
Canada Dry Ginger Ale.....		382,880	381,400	764,280
Canada SS Lines.....		9,323	81,800	91,123
Canadian National RR.....		48,783	142,600	191,383
Canadian Pacific.....		227,791	256,600	484,391
Cannon Mills.....		393,613		393,613
Capudine Chemical.....			59,100	59,100
Carborundum Co.....	114,690	16,951		131,641
Cardinet Candy.....	33,200			33,200
Carleton & Hovey.....			91,600	91,600
Carnation Co.....	462,168	14,613		476,781
Carrier Corp.....		126,795		126,795
Carter's Medicine.....		97,991	195,200	293,191
Caswell, G. W., Coffee.....	4,608			4,608
Caterpillar Tractor.....		227,566		227,566
Celotex.....		134,853		134,853
Century Distilling.....			140,800	140,800
Champagne Velvet Products.....			65,800	65,800
Champion Spark Plug.....		366,926	100,500	467,426
Chattanooga Medicine.....		2,547	54,900	57,447
Chesapeake & Ohio RR.....		106,145		106,145
Chesapeake & Potomac Tel.....			76,300	76,300
Chesebrough Mfg.....	50,760	156,642	176,100	383,502
Chicago, Burlington & Quincy.....		42,439	137,700	180,139
Chicago Engineering Works.....	2,813			2,813
Chicago Flexible Shaft.....		106,682	59,900	166,582
Chicago, Milwaukee & St. Paul.....		23,792	131,900	155,692



## MAJOR 1937 EXPENDITURES—Continued

Advertiser	Network Radio	Magazines and Farm Papers	Newspapers	Total
Chicago, Northwestern .....		842	63,300	64,142
Chicago, N. W. & Union Pacific.....		3,746	220,000	223,746
Chicago, Rock Island and Pacific..			76,700	76,700
Chicago Tribune.....		14,413	144,500	158,913
Chrysler Sales.....	911,051	3,807,365	2,582,100	7,300,516
Church & Dwight.....		110,929		110,929
Cities Service.....	575,603	17,116	66,700	659,419
Clements Co.....			162,900	162,900
Climalene Co.....		21,535	198,400	219,935
Clorox Chemical Co.....		123,975	140,400	264,375
Cluett Peabody.....		451,005		451,005
Coca Cola.....	265,170	867,325	592,800	1,725,295
Colgate-Palmolive-Peet.....	1,880,870	2,009,690	1,335,000	5,225,560
Commentator.....	24,338			24,338
Commercial Credit.....		172,662		172,662
Congoleum Nairn.....		667,365		667,365
Congress Cigar.....			154,700	154,700
Consolidated Cigar.....		4,200	225,400	229,600
Consolidated Drug Trade Products..	7,803			7,803
Continental Baking.....	620,209		390,300	1,010,509
Continental Can.....		460	46,000	46,460
Continental Distilling.....		180,053	477,400	657,453
Continental Oil.....		186,427	413,100	599,527
Cook, Thomas and Son.....	27,550	70		27,620
Coors, Adolph.....			72,400	72,400
Corning Glass Works.....		210,068		210,068
Corn Products Refining.....	92,505	701,262	137,700	931,467
Cosmopolitan Pictures.....			94,500	94,500
Coty, Inc.....		295,091	109,300	404,391
Coughlin, Father.....	27,424			27,424
Cranberry Cannery.....		70,350	56,500	126,850
Crane Co.....		96,150	126,200	222,350
Crazy Water Hotel.....	14,018	1,524		15,542
Cream of Wheat.....		407,105	115,000	522,105
Creomulsion Co.....			209,600	209,600
Crosley Radio.....		241,547	56,300	297,847
Crowell Publishing.....		110,560		110,560
Crown Overall.....	28,797			28,797
Crusaders, Inc.....	1,434			1,434
Cudahy Packing.....	254,963	588,843	58,200	902,006
Cummer Products.....	320,988	8,531		329,319
Cunard-White Star Line.....		164,641	124,700	289,341
Curtis Publishing.....		49,408	561,100	610,508
Curtis Candy.....		50,227	82,800	133,027
Cutler-Hammer.....		114,530		114,530
Cycle Trades of America.....	156,356	22,098		178,454
Davis, R. B.....	195,690	100,684	96,300	392,674
Dearborn Supply.....		95,378	61,700	157,078
Deer, John and Co.....		201,084		201,084
D. L. & W. Coal.....	17,697		45,100	62,797
Democratic State Committee.....	1,480			1,480
DeVoe and Reynolds.....		106,735		106,735
Dick, A. B.....		240,655		240,655
Drackett Chemical.....	70,856	230,950		301,806
Drake Bakeries.....			48,400	48,400
Duart Mfg.....	81,814	24,540		106,354
Duff Norton.....	13,344			13,344
Dunn and McCarthy.....		113,517		113,517
DuPont, E. I., de Nemours.....	367,205	786,605	89,200	1,243,010
Eastman Kodak.....		729,505	489,400	1,218,905
Electric Auto Lite.....		116,768		116,768
Electric Storage Battery.....		143,885		143,885
Elgin National Watch.....	6,370	313,033	49,100	368,503
Emerson Drug.....	44,408	247,740	270,200	562,348

## MAJOR 1937 EXPENDITURES—Continued

Advertiser	Network Radio	Magazines and Farm Papers	Newspapers	Total
Eno, J. C.....		57,280	49,100	106,380
Equitable Life Assurance.....		214,175		214,175
Euclid Candy.....	990			990
Ex Lax Mfg.....		340,371		340,371
F and F Laboratories.....	83,315			83,315
Fairbanks-Morse.....		132,890	59,700	192,590
Falstaff Brewing.....	30,228		100,500	130,728
Fasteeth, Inc.....		19,884	80,600	100,484
Feigenspan Brewing.....		2,953	72,900	75,853
Fels and Co.....	184,666	324,660	233,000	742,326
Feminine Products.....		19,479	102,000	121,479
Fendrich, H.....	53,943			53,943
Ferry Morse Seed.....	3,328	30,333		33,661
Firestone Tire and Rubber.....	537,634	729,038	533,500	1,800,172
Fisk Tire.....		159,581		159,581
Fitch, F. W.....	257,462	202,910		460,372
Florence Stove.....		67,195	56,400	123,595
Florida Citrus Commission.....	40,225	169,769	273,000	482,994
Florsheim Shoe.....		201,110		201,110
Folger, J. A.....			87,100	87,100
Ford Motor.....	1,768,285	1,898,463	2,914,300	6,581,048
Ford, J. B.....	47,950			47,950
Foster Milburn.....		65,762	175,300	241,062
Fougera, E.....	4,050	18,389		22,439
Frankfort Distilleries.....		1,047,840	667,500	1,715,340
French Lick Springs Hotel.....		66,436	57,300	123,736
French Line.....		82,843	90,800	173,643
French, R. T.....		128,062		128,062
Fresh Milk Industry.....	3,763			3,763
Furness Bermuda.....		12,442	88,800	101,242
Gallenkamp Shoe Stores.....	22,578			22,578
General Baking.....	151,856		243,500	395,356
General Cigar.....			752,600	752,600
General Electric.....	372,635	2,198,860	1,198,700	3,770,195
General Foods.....	2,764,944	1,969,340	1,459,500	6,193,784
General Mills.....	1,541,697	793,432	97,300	2,432,429
General Motors.....	1,818,291	7,646,814	6,673,900	16,139,005
General Shoe.....		112,800		112,800
General Tire & Rubber.....		365,665		365,665
Gerber Products.....		113,052		113,052
G. H. P. Cigars.....			246,400	246,400
Gillette Safety Razor.....	507,815	714,663	112,300	1,034,778
Gilmore Oil.....	40,116		61,700	101,816
Glenmore Distilleries.....		166,992	314,200	481,192
Glidden Co. (Durkees).....	37,295	160,508		197,803
Globe Grain & Milling.....	5,360	2,716		8,076
Goodrich, B. F., Tire.....		1,229,304	405,600	1,634,904
Goodyear Tire & Rubber.....		1,393,403	1,212,100	2,605,503
Gordon Baking.....	137,327			137,327
Gorton-Pew Fisheries.....			61,500	61,500
Gospel Broadcasters.....	42,022			42,022
Grace Line.....		273,179		273,179
Graham Paige Motors.....		108,726	191,600	300,326
Grant, W. T.....		162,000		162,000
Great A & P Tea.....	275,275	3,611		278,886
Great Northern.....		62,948	97,200	160,148
Greater Texas and Pan American Exposition.....		11,880	55,400	67,280
Greyhound Management.....		283,401	344,800	628,201
Griffin Mfg.....	155,232	11,172		166,404
Griswold Mfg.....	7,240			7,240

## MAJOR 1937 EXPENDITURES—Continued

Group of American Banks.....	277,784	.....	.....	277,784
Grove Laboratories.....	180,987	198,630	265,500	645,117
Gruen Watch.....	92,040	140,130	.....	232,170
Gulden, Charles.....	.....	.....	66,300	66,300
Gulf Refining.....	352,710	267,905	397,700	1,018,315
Haffenreffer & Co.....	.....	.....	69,400	69,400
Hamburg American Line.....	.....	73,634	200,300	273,934
Hamilton Watch..	.....	141,715	.....	141,715
Hammermill Paper....	.....	177,485	.....	177,485
Hancock, J., Insurance.....	.....	138,125	.....	138,125
Hanes Knitting.....	.....	19,782	125,200	144,982
Hanley, James, Co.....	.....	.....	84,800	84,800
Hart, Schaffner & Marx.....	.....	103,310	.....	103,310
Harvard Brewing.....	.....	.....	59,300	59,300
Hawaiian Pineapple.....	.....	182,238	.....	182,238
Health Products.....	42,708	208,944	58,500	310,152
Hearst Publications.....	.....	7,300	255,300	262,600
Hecker H-O.....	97,396	207,352	281,400	586,148
Heinz, H. J.....	730,633	1,558,099	890,000	3,178,732
Heublein, G. F. & Bros.....	.....	185,998	60,400	246,398
Hill's Bros.....	.....	.....	253,000	253,000
Hires, Charles E.....	.....	91,345	80,400	171,745
Holland Furnace.....	4,308	34,495	.....	38,803
Homemaker's Council.....	11,040	.....	.....	11,040
Hoover Co.....	.....	180,660	.....	180,660
Horlick's Malted Milk.....	519,200	417	.....	519,617
Hormel, G. A.....	9,205	69,895	.....	79,100
Houbigant Sales.....	.....	108,360	46,100	154,460
Household Finance.....	244,348	14,894	.....	259,242
Hudnut, Richard.....	.....	465,023	.....	465,023
Hudson Coal.....	24,192	.....	.....	24,192
Hudson Motor Car.....	147,690	693,447	660,600	1,507,737
Humphreys Homeopathic Medicine	20,384	.....	.....	20,384
Hygienic Products.....	.....	244,860	53,500	298,360
I. E. S. Lamps.....	.....	67,015	103,200	170,215
Illinois Bell Telephone.....	.....	.....	53,300	53,300
Illinois Central RR.....	11,795	.....	92,200	103,995
Imperial Paper.....	.....	120,606	.....	120,606
Institutional Insurance.....	.....	.....	79,900	79,900
International Cellucotton.....	108,360	1,004,497	61,400	1,174,257
International Harvester.....	.....	1,045,323	130,600	1,175,923
International Mercantile & Marine.	.....	116,460	74,700	191,160
International Nickle.....	.....	184,867	.....	184,867
International Shoe.....	7,332	123,232	.....	130,564
International Silver.....	140,945	325,713	.....	466,658
International Textbook.....	.....	149,417	.....	149,417
Investor's Syndicate.....	.....	118,155	.....	118,155
Iodent Chemical.....	43,520	.....	.....	43,520
Iron Fireman.....	.....	126,756	67,900	194,656
Ironized Yeast.....	.....	195,814	71,400	267,214
Italian Line.....	.....	118,967	84,800	203,767
Italian Tourist Information Office..	.....	109,389	.....	109,389
Jel-sert.....	7,946	.....	.....	7,946
Jenney Oil.....	.....	.....	76,400	76,400
Jergens-Woodbury.....	841,457	776,354	118,100	1,735,911
Johns-Manville.....	.....	225,389	.....	225,389
Johnson, S. C., & Son.....	455,744	117,900	140,200	713,844
Johnson & Johnson.....	.....	858,468	113,000	971,468
Journal of Living Publications.....	47,691	.....	.....	47,691
Kalamazoo Stove.....	.....	216,635	.....	216,635
Katro-Lex.....	3,033	.....	.....	3,033

## MAJOR 1937 EXPENDITURES—Continued

Advertiser	Network Radio	Magazines and Farm Papers	Newspapers	Total
Kaufman Bros. & Bondy.....	116,749	83,400	200,149	
Kay Jewelry.....	3,096	8,000	11,096	
Kellogg Co.....	577,237	460,685	782,800	1,820,722
Kelly Springfield Tire.....	123,632	123,632	123,632	
Kendall Co.....	244,575	194,600	439,175	
Kleinert Rubber.....	119,971	119,971	119,971	
Knox Co.....	48,346	206,600	254,946	
Knox Gelatine.....	68,950	131,361	200,311	
Knox Hat.....	110,269	110,269	110,269	
Koppers Coke.....	13,422	57,700	71,122	
Krank, A. J.....	24,240	24,240	24,240	
Kroehler Mfg.....	151,400	151,400	151,400	
Kreuger Brewing.....	27,792	27,792	27,792	
Lady Esther Co.....	1,000,040	462,574	53,900	1,516,514
Lambert Pharmacal.....	82,124	2,188,526	85,100	2,355,750
Lamont Corliss.....	290,664	1,070,952	99,800	1,461,416
Langendorf Bakeries.....	35,144	35,144	35,144	
LaSalle Extension University.....	154,823	154,823	154,823	
Leeming, Thomas.....	69,537	104,800	174,337	
Lehn and Fink Products.....	609,326	818,301	1,427,627	
Lesoine, Marcus.....	56,200	56,200	56,200	
Lever Brothers.....	2,182,123	1,634,640	2,564,500	6,381,263
Lewis Howe.....	312,548	143,176	455,724	
Libby, McNeill and Libby.....	57,139	412,583	174,900	644,622
Libby-Owens-Ford.....	233,090	233,090	233,090	
Liberty Mutual.....	101,296	101,296	101,296	
Liebmann Breweries.....	7,150	54,300	111,450	
Life Savers.....	32,300	81,500	113,800	
Liggett and Myers Tobacco.....	1,806,541	2,606,027	4,446,700	8,859,268
Lipton, Thomas J.....	56,861	113,900	170,761	
Literary Guild of America.....	116,873	116,873	116,873	
Little Crow Milling.....	5,996	5,996	5,996	
Local Cooperative Campaign.....	15,763	15,763	15,763	
Local Department Stores.....	6,118	6,118	6,118	
Local Loan.....	5,136	5,136	5,136	
Look, Inc.....	210,900	210,900	210,900	
Loose-Wiles Biscuit.....	144,720	102,042	79,100	325,862
Lorillard, P.....	103,490	610,848	3,079,400	3,793,738
Los Angeles Soap.....	14,526	3,213	51,900	69,639
Louisville and Nashville.....	126,700	126,700	126,700	
Lovely Lady.....	2,340	28,164	30,504	
Ludens, Inc.....	36,036	43,808	76,900	156,744
Luft, G. W.....	219,070	219,070	219,070	
Lutheran Church.....	14,956	14,956	14,956	
Lutheran Laymen.....	6,851	6,851	6,851	
McCormick Sales.....	5,166	73,400	78,566	
McGraw Electric.....	253,818	253,818	253,818	
McKesson and Robbins.....	7,034	314,510	412,300	733,844
Macfadden Publications.....	351,825	11,360	363,185	
MacMillan.....	41,886	71,400	113,286	
Maine Development Commission.....	16,686	15,750	32,436	
Manhattan Soap.....	114,819	114,819	114,819	
Marrow, J. W.....	84,542	84,542	84,542	
Maryland Pharmacal.....	47,600	47,600	47,600	
Masonite.....	101,124	101,124	101,124	
Matson Navigation.....	185,267	72,500	257,767	
Maybelline.....	29,988	211,487	241,475	
Maytag.....	82,093	88,200	170,293	
Mennen Co.....	58,510	152,667	211,177	
Mentholatum Co.....	71,481	130,300	201,781	
Metro-Goldwyn-Mayer.....	238,433	238,433	238,433	
Metropolitan Life Insurance.....	1,048,036	74,100	1,122,136	
Mid-Continent Petroleum.....	71,100	71,100	71,100	
Miles, Dr., Laboratories.....	1,457,470	254,165	1,711,635	

## MAJOR 1937 EXPENDITURES—Continued

Advertiser	Network Radio	Magazines and Farm Papers	Newspapers	Total
Mills, Marjorie.....	9,386			9,386
Minn. Valley Canning.....		176,875		176,875
M. J. B. Co.....			142,300	142,300
Modern Food.....	20,580			20,580
Modern Magazine.....	9,900			9,900
Moore, Benjamin.....	33,044			33,044
Monroe Calculating.....		117,520		117,520
Monticello Drug.....			68,700	68,700
Morrell, John.....	47,304	50,248		97,552
Morris, Philip, and Co.....	823,727	169,726		993,453
Morton Salt.....		146,672		146,672
Mountain Valley Springs.....			46,100	46,100
Mueller, C. F.....	102,336			102,336
Murine.....	16,138	30,370		46,508
Nash-Kelvinator.....	534,673	1,004,327	884,600	2,423,600
National Biscuit.....	236,430	631,606	444,100	1,312,136
National Carbon.....			95,400	95,400
National Dairy.....	1,275,202	843,837	544,400	2,663,439
National Distillers.....		601,816	2,345,600	2,947,416
National Ice Advertising.....	248,686	141,685		390,371
National Lead.....		325,833		325,833
National Silver.....	1,200	6,688		7,888
National Sugar Refining.....			140,900	140,900
Natural Gas.....			120,900	120,900
Nehi, Inc.....		10,375	53,300	63,695
New England Tel. and Tel.....			104,800	104,800
New York Bureau of Milk Publicity.....			54,800	54,800
New York Central RR.....		87,485	149,700	237,185
New York Herald Tribune.....		23,800	48,600	72,400
New York Life Insurance.....		186,279		186,279
N. Y., N. H. and Hartford RR.....		26,655	76,400	103,055
New York Sun.....		40,455	84,400	124,855
New York Telephone.....			292,300	292,300
New York Times.....		1,650	97,300	98,950
Niagara Hudson Power.....		375	173,600	173,975
Noblitt-Sparks.....		169,510		169,510
Norge Corp.....		554,287	740,900	1,295,187
North American Accident Insurance.....	9,487	12,770		22,257
Northern Pacific.....		38,206	74,500	112,706
Northern Paper Mills.....			46,800	46,800
Northwestern Bell Tel.....			69,500	69,500
Northwestern Mutual Life.....		123,770		123,770
Northwestern Yeast.....		198,358		198,358
Norwich Pharmacal.....		247,787	84,900	332,687
Noxzema Chemical.....	17,610	1,939	145,000	164,549
Nurito Co.....		12,464	46,300	58,764
Occidental Life Insurance.....	19,200			19,200
Ohio Bell Telephone.....			117,200	117,200
Oldtyme Distilleries.....		41,575	138,300	179,875
Oliver Farm Equipment.....		115,066		115,066
Olson Rug.....	11,317	221,138		232,455
Oneida, Ltd.....		305,605		305,605
Oregon State Highway.....	1,110	39,280		40,390
Owens-Illinois Glass.....	24,351	49,962		74,313
Oxo, Ltd.....		2,744		2,744
Pacific Coast Borax.....	278,236	102,835		381,071
Pacific Gas and Electric.....		5,019	106,100	111,119
Pacific Guano.....	1,872	740		2,612
Pacific Tel and Tel.....			105,100	105,100
Packard Motor Car.....	757,820	716,526	490,500	1,964,846
Packer's Tar Soap.....	148,902			148,902
Paramount Publix.....		212,530		212,530
Park and Tilford.....		280,335	440,800	721,135
Parkay Oleomargarine.....			65,700	65,700

## MAJOR 1937 EXPENDITURES—Continued

Advertiser	Network Radio	Magazines and Farm Papers	Newspapers	Total
Parke, Davis.....		172,634		172,634
Parker Pen.....		393,564	111,000	504,564
Parker Watch.....	4,692			4,692
Penick and Ford.....		129,412		129,412
Penn. Anthracite Coal.....			119,000	119,000
Penn. Grade Crude Oil.....		133,220		133,220
Penn. Publicity Commission.....	3,775			3,775
Pennsylvania RR.....		2,234	196,400	198,634
Pennzoil Co.....		421,769		421,769
Pepper, Dr., Beverages.....		11,200	73,100	84,300
Pepperell Mfg.....	36,720	112,905		149,625
Pepsi-Cola.....			329,800	329,800
Pepsodent Co.....	1,269,158	458,209	577,800	2,305,167
Pequot Mills.....		126,600		126,600
Perfect Circle.....		196,433		196,433
Perfection Stove.....		257,751	45,600	303,351
Perfolastic Co.....		120,412		120,412
Personal Products.....		221,000		221,000
Pet Milk Sales.....	537,094			537,094
Philadelphia Bulletin.....		12,350	75,200	87,550
Philadelphia Inquirer.....		4,350	74,800	79,150
Philco Radio and Television.....	790,805	631,767	636,800	2,059,372
Phillips Packing.....	85,500	62,355		147,855
Phillips Petroleum.....	136,700		222,000	358,700
Pictorial Review-Delineator.....		63	172,600	172,663
Pillsbury Flour Mills.....	504,521	353,186	117,100	974,807
Pineapple Producers.....		255,625		255,625
Pinex Co.....		25,008	141,600	166,608
Pinkham, Lydia.....	4,461	198,943	117,900	321,304
Pittsburgh Plate Glass.....		375,187		375,187
Plate Glass Mfg. of America.....		116,950		116,950
Plough, Inc.....		11,375	358,500	369,875
Polk Miller Products.....		105,019		105,019
Portland Cement.....		154,666	105,400	260,066
Potter Drug and Chemical.....		41,106	283,300	324,406
Premier Pabst.....		247,929	311,400	559,329
Prescott, J. L.....			62,100	62,100
Princess Pat.....	133,674	34,840		168,514
Procter and Gamble.....	4,496,067	2,376,866	2,267,900	9,140,833
Progress Corp.....		165,431		165,431
Pro-ker Labs.....	3,354			3,354
Prudential Life Insurance.....		120,154	104,600	224,754
Public Service of N. J.....			93,000	93,000
Pullman.....		499,957		499,957
Pure Milk Cheese.....	13,408			13,408
Purity Bakeries.....			87,900	87,900
Quaker Oats.....	222,426	532,186	781,500	1,536,112
Quaker State Oil.....		236,689		236,689
Rabin.....	12,028			12,028
R C A Mfg.....	1,153,585	515,881	445,100	2,114,566
Radio Guide.....	4,272			4,272
Railway Express.....		57,750	99,400	157,150
Rainier Brewing.....			62,800	62,800
Raladam.....			128,000	128,000
Ralston Purina.....	367,484	196,177	228,000	791,661
Raymonds, Inc.....	14,300			14,300
Real Silk Hosiery.....	64,688	217,586		282,274
Red Top Malt.....			59,600	59,600
Regensburg, E. and Son.....		700	50,400	51,100
Regional Advertisers.....	107,248			107,248
Remington Rand.....		152,442		152,442
Republic Steel.....		103,082		103,082
Resinol Chemical.....		96,487	113,000	209,487

## MAJOR 1937 EXPENDITURES—Continued

Advertiser	Network Radio	Magazines and Farm Papers	Newspapers	Total
Reynolds, R. J., Tobacco.....	790,315	3,407,457	4,626,900	8,824,672
Richfield Oil of Calif.....	214,124	.....	291,400	505,524
Rio Grand Oil.....	17,610	.....	.....	17,610
Rocke News Syndicate.....	2,574	.....	.....	2,574
Roma Wine Co.....	1,485	.....	.....	1,485
Royal Typewriter.....	.....	228,889	76,200	305,089
Ruppert, Jacob.....	.....	7,500	85,900	93,400
Salada Tea.....	.....	.....	267,800	267,800
Sales Affiliates.....	.....	4,780	54,800	59,580
Sante Fe RR.....	.....	136,537	.....	136,537
Saratoga Association.....	600	.....	.....	600
Schaefer Brewing.....	.....	14,800	52,300	67,100
Schenley Products.....	.....	824,400	2,359,300	3,183,700
Schering Corp.....	.....	172,730	.....	172,730
Schick Razor.....	.....	395,209	98,400	493,609
Schieffelin.....	.....	311,329	149,700	461,029
Schilling, A.....	.....	2,466	89,400	91,866
Schlitz Brewing.....	.....	161,239	207,400	368,639
Scholl Mfg.....	.....	157,896	147,600	305,496
Scott and Bowne.....	.....	.....	78,800	78,800
Scott Paper.....	13,312	578,857	84,400	676,569
Scull, Williams S.....	.....	3,415	84,200	87,615
Seaboard Airline.....	.....	1,438	57,800	59,238
Seagrams, Ltd.....	.....	801,268	2,364,500	3,165,768
Sealed Power.....	.....	133,280	.....	133,280
Sears, Roebuck.....	.....	105,465	.....	105,465
Seedol Labs.....	.....	75,384	74,500	149,884
Seiberling Rubber.....	.....	102,193	.....	102,193
Selby Shoe.....	.....	127,489	.....	127,489
Servel Sales (Electrolux).....	117,265	552,821	292,000	962,086
Seven Up Bottling.....	.....	.....	72,100	72,100
Schaeffer Pen.....	12,360	257,600	83,400	353,360
Shell Oil.....	283,110	701,587	678,200	1,662,897
Sherwin Williams.....	321,295	254,653	63,600	639,548
Signal Oil.....	49,512	.....	.....	49,512
Simmons Co.....	.....	286,515	.....	286,515
Simmoniz Mfg.....	.....	252,729	.....	252,729
Simon and Shuster.....	.....	84,765	56,000	140,765
Sinclair Refining.....	149,072	162,600	67,700	379,372
Singer Sewing Machine.....	.....	183,445	.....	183,445
Siroil.....	.....	12,223	67,800	80,023
Skelly Oil.....	29,220	.....	64,100	93,320
Skol Products.....	8,167	4,009	.....	12,176
Sloan, W. and J.....	.....	305,828	.....	305,828
Smart, D. A.....	71,570	.....	75,700	147,270
Smith Brothers.....	55,848	73,727	124,700	254,275
Smith, L. C.....	.....	182,166	73,800	255,966
Socony Vacuum Oil.....	.....	1,378,131	761,300	2,139,431
Somerset Importers.....	.....	129,956	577,700	707,656
S O S Co.....	.....	217,989	.....	217,989
Southern Bell Tel and Tel.....	.....	.....	58,600	58,600
Southern Dairies.....	.....	.....	88,600	88,600
Southern Pacific.....	.....	122,117	365,200	487,317
Southwestern Bell.....	.....	.....	160,700	160,700
Spencer Corset.....	.....	115,250	.....	115,250
Squibb, E. R.....	.....	849,454	100,700	950,154
S S S Co.....	25,592	52,235	296,400	374,227
Standard Brands.....	2,508,139	1,759,119	1,542,000	5,809,258
Standard Oil of Calif.....	84,508	25,960	405,000	515,468
Standard Oil of Indiana.....	.....	127,139	599,900	727,039
Standard Oil of Louisiana.....	.....	.....	46,200	46,200
Standard Oil of New Jersey.....	.....	371,251	364,600	735,851
Standard Oil of Ohio.....	.....	3,217	422,600	425,817

## MAJOR 1937 EXPENDITURES—Continued

Advertiser	Network Radio	Magazines and Farm Papers	Newspapers	Total
Stein, A.....		157,455		157,455
Stephano Brothers.....			164,800	164,800
Sterling Products.....	2,331,014	1,076,552	1,312,600	4,720,166
Stern Newspapers.....		1,400	73,000	74,400
St. Louis and San Francisco RR.....			63,900	63,900
Stewart Warner.....	389,762	124,602	59,000	573,364
Stokely Brothers.....		258,039		258,039
Stromberg Carlson.....		91,172	46,100	137,272
Studebaker Sales.....	130,692	829,605	910,900	1,871,197
Sun Oil.....	567,409	9,099	659,600	1,236,108
Sussman Wormser.....	38,528			38,528
Swift and Co.....	128,255	635,334	349,600	1,113,189
Sylmar Packing.....	5,681			5,681
Table Products.....	4,290			4,290
Talon Fastener.....		355,098		355,098
Tastyeast.....	89,488			89,488
Taylor, W. A.....		80,152	70,300	150,452
Tea Market Expansion.....		53,910	434,000	487,910
Tenn. Electric Power.....			82,800	82,800
Texas Co.....	558,045	977,971	101,400	1,637,416
Texas and Pacific.....			51,300	51,300
Tidewater Associated Oil.....	50,390	182,425	473,100	705,915
Tillamook.....	10,924	2,148		13,072
Time, Inc.....	226,563	59,750		285,313
Travelers Insurance.....		153,689		153,689
T W A.....		51,081	85,500	136,581
Twentieth Century-Fox.....		100,611		100,611
Underwood-Elliott-Fisher.....		188,015	47,700	235,715
Underwood, William.....		116,696		116,696
Union Carbide.....		476,771		476,771
Union Oil.....	53,436	14,610	149,500	217,546
Union Pacific.....		171,327	241,000	412,327
United Airlines.....		94,149	90,300	184,449
United Artists.....		104,957		104,957
United Drug.....	24,403			24,403
United Fruit.....		48,413	114,400	162,813
U. S. Rubber.....		603,119	242,000	845,119
U. S. Shoe.....		111,610		111,610
U. S. Steel.....		789,072		789,072
U. S. Tobacco.....	388,905			388,905
U. S. Treasury.....		388,340		388,340
Van Camp Sea Food.....		41,625	102,300	143,925
Van Patten Pharmacal.....		3,769	50,500	54,269
Van Tage Medicine.....			282,200	282,200
Vick Chemical.....	323,320	442,436	577,400	1,343,156
Vocational Service.....	3,072			3,072
Wabash RR.....			60,900	60,900
Wahl Co.....		120,450		120,450
Waitt and Bond.....		2,855	56,100	58,955
Walker, Hiram, and Son.....		589,425	703,100	1,292,525
Wander Co.....	355,241	383,496	291,400	1,030,137
Ward Baking.....	52,303			52,303
Warner Brothers.....		113,661		113,661
Warner, William R.....	136,134	7,172		143,306
Warren, Northam.....		756,592		756,592
Wasey Products.....	325,662	642,617	257,500	1,225,779
Washington State Apples.....		17,300	48,200	65,500
Washington, G., Coffee.....	112,096	900		112,996
Weco Products.....		202,377		202,377
Welch Grape Juice.....	191,788	37,582	147,000	376,370
Wellington Sears.....		136,000		136,000
Wesson Oil and Snowdrift.....	42,072	152,900	174,800	369,772
Western Bakeries.....	29,857			29,857



## MAJOR 1937 EXPENDITURES—Continued

Advertiser	Network	Magazines and		Newspapers	Total
	Radio	Farm Papers			
Western Cartridge.....			172,920		172,920
Western Clock.....			165,650		165,650
Westinghouse Electric.....			940,396	450,700	1,391,096
Wheatena Corp.....	89,625		63,020	54,700	207,345
Wheeling Steel.....			208,320		208,320
Whitcomb, Raymond.....			57,378	53,000	110,378
White Rock Mineral.....			136,345		136,345
Whitman, S. F. and Sons.....			183,451		183,451
Wildroot Co.....			83,123	51,900	135,023
Willard Storage Battery.....			252,350		252,350
Williams, J. B.....			214,907	112,800	327,707
Williamson Candy.....			9,368	57,100	66,468
Willyms Overland.....	21,645		53,505	267,400	342,550
Wilson and Co.....			25,850	159,500	185,350
Wohl Shoe.....			107,328		107,328
Worcester Salt.....			4,870	49,300	54,170
World's Dispensary Medicine.....			4,832	95,600	100,432
William Wrigley, Jr.....	1,241,054		234,943	50,500	1,526,497
Yardley and Co.....			220,058	51,000	271,058
Young, W. F.....			409,370		409,370
Zenith Radio.....	152,192		186,815	245,400	584,407

## NETWORK GROSS CLIENT EXPENDITURES

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

	NBC	CBS	Mutual
1927.....	\$3,760,010	.....	....
1928.....	8,780,333	\$1,447,398	....
1929.....	14,310,382	4,785,981	....
1930.....	20,088,887	7,605,203	....
1931.....	25,607,041	11,895,039	....
1932.....	26,504,891	12,601,885	....
1933.....	21,452,732	10,063,566	....
1934.....	27,833,616	14,825,845	....
1935.....	31,148,931	17,637,804	*\$1,293,103
1936.....	34,523,950	23,168,148	*1,987,573
1937.....	38,651,286	28,722,118	2,239,076

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





**THE VAST PROGRAM FACILITIES OF TRANS-AMERICAN MAKE IT POSSIBLE TO REVIEW AT ONE TIME ANY NUMBER OF EXCELLENT PROGRAMS.**

**MANY OF THESE ARE STATION TESTED.**

**ALL OF THEM ARE FLEXIBLE ENOUGH FOR ADAPTATION TO YOUR SPECIFIC REQUIREMENTS.**

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**TRANSAMERICAN BROADCASTING AND  
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521 FIFTH AVENUE  
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**CHICAGO  
333 NORTH MICHIGAN AVENUE  
STate 0366**

**HOLLYWOOD  
5833 FERNWOOD AVENUE  
HOLlywood 5315**

# PRODUCTION

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## COOPERATIVE ANALYSIS OF BROADCASTING [WHAT IT IS AND DOES]

Over a million seven hundred thousand interviews have been made by the Co-operative Analysis of Broadcasting since its founding in March, 1930. This is the largest number of consumer interviews ever made by one organization. The C.A.B. is an out-growth of the 1929 activities of the Association of National Advertisers' Radio Committee.

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

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

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

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

In addition, the committee is constantly studying various ways in which to improve its reports and service and has spent about \$20,000 in the last three and one-half years on experimental studies.

During the past two years the C.A.B. has made two thorough-going studies of rural listening habits. Each of these surveys has consisted of over 20,000 interviews with set-owners—9,800 among farmers, 10,700 among residents of small towns whose average population is about 700.

Currently the C.A.B. is making completed calls at the rate of 509,000 per year. These are made by 53 investigators in 33 cities, from Boston to San Francisco and New Orleans to Minneapolis. The calls are carefully distributed by income levels to parallel the distribution of radio sets among economic groups. Also they are distributed by geographical sections to correspond closely to the distribution of radio homes. The number made in each city varies according to the size of the city; for example, in New York and Chicago between 40,000 and 41,000 calls are completed each year, while in Spokane only about 5,400.

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

From time to time the C.A.B. issues special reports and ratings on important events, such as King Edward VIII's farewell address, the Louis-Braddock fight, political speeches, baseball games, etc.

Another interesting and valuable service is the complete program history of all the

## COOPERATIVE ANALYSIS OF BROADCASTING—Continued

talent that has been on any commercial network program since March, 1930. More and more, those who are responsible for radio expenditures are calling on the C.A.B. for the records of past performances of radio artists.

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

1. To determine the best day and hour to select whenever a choice of radio time is offered.
2. To follow the popularity trend of various types of programs and discover when a given type is improving or wearing thin.
3. To purchase talent advantageously by comparing the performers on different programs.
4. To decide whether a given season should be included or dropped.
5. To make comparisons between daytime and evening programs.
6. To compare the difference in program audiences by sections of the country, population groups, income levels, etc.
7. To discern by studies of the leaders and laggards what makes a good radio program.
8. To check where the least competition is and find the most desirable time to buy.

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

## SPECIAL EVENTS RATINGS

### TAKEN FROM C.A.B. RECORDS

From time to time the Cooperative Analysis of Broadcasting compiles ratings of public events of outstanding importance or significance. Those recorded during the past two years are herewith listed.

*This material may not be reproduced without permission from the C.A.B.*

Louis-Braddock Fight.....	June 22, 1937.....	57.6
Louis-Schmeling Fight.....	June 19, 1936.....	57.6
King Edward VIII's Valedictory.....	Dec. 11, 1936.....	45.0
Braddock-Farr Fight.....	Jan. 22, 1938.....	35.9
President Roosevelt's Fireside Chat.....	March 9, 1937.....	30.1
Gov. Landon's Acceptance Speech.....	July 23, 1936.....	28.5
Four World Series Games.....	Oct. 6-9, 1937.....	25.3
President Roosevelt.....	Oct. 10, 1936.....	24.6
President Roosevelt.....	Oct. 21, 1936.....	24.4
Keynote Speech, Democratic National Convention.....	June 23, 1936.....	22.7
President Roosevelt's Victory Dinner.....	March 4, 1937.....	19.4
All-Star Baseball Game.....	July 7, 1937.....	18.2
Testimonial Dinner to Postmaster Farley.....	Feb. 15, 1937.....	17.2
Governor Landon.....	Oct. 27, 1936.....	16.7
Governor Landon.....	Oct. 9, 1936.....	14.9
Ex-Gov. Al Smith.....	Oct. 22, 1936.....	14.9
Governor Landon.....	Oct. 15, 1936.....	14.2
Kentucky Derby.....	May 8, 1937.....	14.0
Governor Landon.....	Oct. 26, 1936.....	13.3
Ex-Gov. Al Smith.....	Oct. 8, 1936.....	13.1
Governor Landon.....	Sept. 22, 1936.....	12.2
President Roosevelt.....	Oct. 23, 1936.....	11.1
Governor Landon.....	Oct. 12, 1936.....	10.8
Governor Landon.....	Sept. 26, 1936.....	10.7
Governor Landon.....	Sept. 24, 1936.....	10.3
Ex-Gov. Al Smith.....	Oct. 24, 1936.....	9.6
Governor Landon.....	Oct. 24, 1936.....	9.1
Sec. Harold Ickes.....	Oct. 9, 1936.....	5.6

# TWENTY-FIVE LEADING EVENING PROGRAMS OCTOBER 1937—APRIL 1938

FROM COOPERATIVE ANALYSIS OF BROADCASTING RECORDS

Rank.	Average.	High		Low		Months on air during period.
		Month.	Rating.	Month.	Rating.	
1. Chase & Sanborn.....	40.4	Feb.	45.8	Oct.	32.5	7
2. Jack Benny (Jello-O).....	35.5	Feb.	41.0	Oct.	30.2	7
3. Kraft Music Hall (Bing Crosby) .	27.5	Apr.	32.1	Oct.	22.0	7
4. Lux Radio Theatre.....	25.7	Apr.	31.0	Oct.	20.9	7
5. Eddie Cantor.....	24.5	Mar.	25.2	Oct.	21.9	7
6. Burns and Allen (Gen. Foods)...	23.3	Mar.	25.1	Oct.	18.4	7
7. Major Bowes (Chrysler).....	23.2	Nov.	25.3	Apr.	21.5	7
8. Royal Gelatin (Rudy Vallee)....	22.9	Apr.	24.3	Nov.	21.4	7
9. Town Hall Tonight (Fred Allen)	22.5	Apr.	22.4	Oct.	17.0	7
10. Al Jolson (Rinso).....	21.4	Feb.	26.7	Oct.	15.7	7
11. Hollywood Hotel (Campbell)....	19.5	Mar.	22.9	Oct.	15.8	7
12. Good News (Metro-Maxwell)....	18.2	Feb.	21.6	Dec.	14.2	6
13. Phil Baker (Gulf).....	18.0	Oct.	20.1	Nov.	15.4	7
14. One Man's Family (Stan. Brands)	17.7	Apr.	20.8	Oct.	14.0	7
15. Gang Busters (Colgate).....	17.3	Apr.	19.6	Oct.	14.6	7
16. Ford Sunday Evening Hour.....	17.1	Jan.	14.6	Oct.	10.1	7
17. First Nighter (Campana).....	16.9	Mar.	19.3	Jan.	13.0	7
18. Al Pearce and His Gang (Ford) .	16.5	Feb.	20.6	Oct.	10.9	7
19. Big Town (Edw. G. Robinson) .	15.6	Mar.	20.0	Nov.	8.1	6
20. Hollywood Mardi Gras (Packard)	15.2	Feb.	16.2	Dec.	14.0	5
21. Kate Smith Hour (Gen. Foods) .	15.0	Feb.	18.2	Nov.	11.6	7
22. Joe Penner (Cocomalt).....	14.1	Feb.	16.7	Oct.	10.4	7
23. Amos 'n' Andy.....	13.7	Feb.	15.5	{ Oct. }	11.7	7
				{ Dec. }		
24. Fibber McGee & Molly (Johnson)	13.3	Jan.	16.5	Nov.	11.0	7
25. Professor Quiz (Nash).....	13.3	Feb.	14.8	Oct.	9.8	7

# TEN LEADING DAYTIME PROGRAMS OCTOBER 1937—APRIL 1938

FROM COOPERATIVE ANALYSIS OF BROADCASTING RECORDS

Rank.	Average.	High		Low		Months on air during period.
		Month.	Rating.	Month.	Rating.	
1. Guy Lombardo (Gen. Baking)....	10.5	Mar.	13.1	Oct.	9.2	7
2. Today's Children (Pillsbury)....	7.8	Nov.	8.0	Oct.	7.6	3
3. The Woman in White (Pillsbury)	7.8	Mar.	8.3	Jan.	7.4	4
4. Ma Perkins (P. & G.).....	7.3	Feb.	8.0	{ Dec. }	6.7	7
				{ Apr. }		
5. Vic and Sade (P. & G.).....	7.0	Feb.	8.1	Dec.	6.1	7
6. Big Sister (Lever Bros.).....	7.0	{ Jan. }	7.6	Oct.	4.9	7
		{ Feb. }				
7. David Harum (B. T. Babbitt)...	6.5	Mar.	7.3	Dec.	5.9	7
8. Pepper Young's Family (P. & G.)	6.4	Feb.	7.4	Dec.	5.4	7
9. Just Plain Bill (Am. Home Prods.)	6.1	{ Feb. }	6.6	Dec.	5.5	7
		{ Mar. }				
10. Aunt Jenny's Real Life Stories (Lever Bros.)	6.0	Mar.	7.1	{ Oct. }	4.8	7
				{ Dec. }		

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RADIO

SCREEN

STAGE

# VARIETY

Published Weekly at 134 West 46th Street, New York, N. Y., by Variety, Inc. Annual subscription, \$5. Single copies, 15 cents. Received as second-class matter December 22, 1925, at the Post Office at New York, N. Y., under 1st act of March 3, 1879. COPYRIGHT, 1937, BY VARIETY, INC. ALL RIGHTS RESERVED.

NEW YORK CITY

## SHOWMANSHIP AWARDS

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

### RECOGNITION IN SPECIAL GROUPS

### Showmanship's Meaning and Relation To the Problems of Station Operation

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

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

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

### SURVEY CROSS-CHECKED THROUGH TIME-BUYERS

Showmanship is largely a matter of good judgment and presupposes a fair among its practitioners. So does a good motion picture, a good advertising campaign or a good book. By the same token VARIETY must necessarily undertake a certain arbitrary element of choice in its showmanship surveys and awards.

However, VARIETY has not relied upon its own information and judgment alone, but has drawn upon the intimate knowledge of local radio stations possessed by various persons within leading advertising agencies and upon spot broadcasting experts.

These experts cannot, for obvious reasons, be named. Their courtesy to VARIETY has been acknowledged anonymously, though staunchly.

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

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

Realization of the role played by showmanship in broadcast advertising has perhaps been nicely summed up in the question "What is the circulation of a dull program on a 50,000-watt station?" People listen to programs not to signals.

### Statistics

Statistics are a valued source of information in radio. But they are judged by the statistician that gathered the data and by the faith of the trade in its credibility. Coverage must have been frequently criticized.

Again—reverting to the missing element not quantitatively demonstrable—showmanship.

### 'ECCENTRICITY' IS DISCOUNTED

Showmanship in its best sense is apt to be synonymous with prestige. VARIETY's annual survey and these supplemental citations particularly disregard anything that might be considered irresponsible publicity-seeking.

Showmanship is a calculated aspect of smart station management. It has nothing to do with eccentric exuberance or exaggerated and impractical ideas.

Annual Follow-up to City-By-City Rankings Designates Leading Examples of Station Showmanship Under Various Types of Station

### DATA

Each year for some time VARIETY has published a survey of community showmanship by radio stations. To this has been added, supplemental to the survey, a series of special citations to individual stations.

Granting of awards has not been practical in the showmanship survey itself because of the large number of ties for first place. Instead this has seemed useful and desirable to attempt special recognition within certain specified groups of outstanding examples each year of station showmanship. Such awards are largely based on data extracted from the showmanship survey, but do not necessarily coincide with the exact terms or limitations of the community rankings.

### Signal Strength

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

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

### ALL STATIONS ARE ELIGIBLE

All commercial radio stations in the United States and Canada are eligible to receive special citations that is to say VARIETY will not narrow the field of its possible selections to the natural limitations of the showmanship survey proper.

Where exceptional performance is noted on the part of stations without immediate competition and therefore not included in the annual analysis there will be due consideration given.

Showmanship, seemingly vague and allusive as a mere term, in actuality is the day-to-day effort of the local station to create a multiplicity of interlocking interests with community thought and action within the meaning of public interest, convenience and necessity as laid down by the Federal Communications Commission.

The growing number of advertisers who are prepared to sponsor local programs or to deal with individual markets on a basis of the idiosyncrasies and characteristics of stations and communities creates a sponsor interest in the showmanship phase of station operation.

Reduced to an ultimate realistic basis, showmanship is a competitive lever which a station—regardless of size or facilities—fights for audiences and of course business. No incisive indication of this lever is found in standard coverage surveys or rate cards and thus all the more emphasizes the need of a showmanship survey.

### AFFIRMATIVE REPLY TO 'ARE WE IN SHOW BIZ?'

Showmanship is not the whole problem nor a universal panacea in broadcast management. But the question "are we in show business" is more generally answered in the affirmative by those who once found the suggestion repugnant. Emotional values was once attacked by competitive media and sheepishly depreciated by radio itself. This has been reversed. Emotional values are now acknowledged to be that which makes radio important. It becomes therefore primarily a question of how to understand, discipline and manipulate showmanship.

Advertising agencies have steadily manifested keen interest in VARIETY's showmanship survey and their encouragement has been a prime reason for continuing and constantly expanding the service. VARIETY aims only to evaluate enterprise along showmanship lines and in so doing tries to eliminate purely mechanical and physical factor that may have a direct and important bearing on station popularity and prosperity but may have little relation to showmanship itself.

Each individual station faces a problem more or less unique to itself. Yet all radio stations from the smallest to the largest, tend to follow broad principles which time has verified as sound and useful. Naturally showmanship is judged in radio as elsewhere in relation to the boundaries implicit in race, social, economic and racial factors. Show business proper functions on a variety of levels. So, too, with the American broadcasting stations. Variations adapted to needs and facilities make it possible to use a single idea of times at all levels. Showmanship is the measure of fitness in the adaptations.

*Special Citation*  
for  
**1937 AWARD**  
to

## VARIETY SHOWMANSHIP PLAQUES

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

An outgrowth of the surveys is the newer annual award of showmanship plaques (see facing page for facsimile reproduction) which were presented in 1936 and 1937 to the stations and under the categories listed below:

### Program Originating Station

1937—WXYZ, Detroit

1936—WLW, Cincinnati

### Prestige Subsidiary Station

1937—WOW, Omaha, and KSL,  
Salt Lake City (in duplicate)

1936—WHAM, Rochester, and  
WHAS, Louisville (in duplicate)

### Farm Service Station

1937—KMMJ, Clay Center, Neb.,  
and WDAY, Fargo, N. Dak. (in  
duplicate)

1936—WHO, Des Moines, and  
WLS, Chicago (in duplicate)

### Network-Owned Station

1937—WBT, Charlotte, N. C.,  
and KHJ, Los Angeles (in dupli-  
cate)

1936—KMOX, St. Louis

### Newspaper-Owned Station

1937—WDBJ, Roanoke, Va.,  
and WFAA, Dallas (in duplicate)

1936—WKY, Oklahoma City

### Part-Time Station

1937—No award

1936—WHB, Kansas City

### Foreign-Language Station

1937—CKAC, Montreal

1936—WBNX, New York City

### Social Service Station

1937—KSTP, St. Paul, and  
WSMB, New Orleans (in duplicate)

1936—WEVD, New York City

### Sports Station

1937—No award

1936—WIND, Gary, Ind.

### Nationally Exploited Station

1937—No award

1936—WCKY, Cincinnati

### Community Exploited Station

1937—KWK, St. Louis, and  
WGN, Chicago (in duplicate)

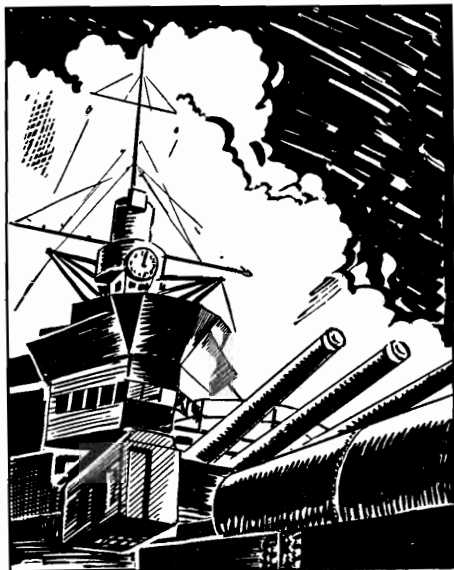
1936—KFPY, Spokane

### Canadian Station

1937—No award

1936—CFRB, Toronto

# RADIO'S RANGE FINDER



—Timely,  
pertinent  
certified  
**RESEARCH!**

ies of audience location,  
size, listening habits; and  
sales effectiveness of pro-  
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What better Range Finder  
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**S** PONSORS supply the am-  
munition. Radio stations are  
the big guns. But you can't  
hit a sales target without  
the range!

It takes a Range Finder to  
locate your prospective  
customer. That's the pur-  
pose of timely, pertinent,  
certified radio research—to  
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every phase of radio re-  
search. Our coast-to-coast  
network of 31 branch offices  
and 3700 bonded field rep-  
resentatives is something to  
remember the next time you  
want the range on listening  
consumers.

Isn't that next time now?

**ROSS FEDERAL RESEARCH CORPORATION**  
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# PROGRAM POPULARITY POLLS

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

**FOURTH ANNUAL RADIO GUIDE POPULARITY POLL.** Conducted by *Radio Guide* magazine among its readers by ballot and announced in July, 1937. Winners, ranked according to popularity in each classification:

## *Star of Stars*

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

## *Dramatic Programs*

1. One Man's Family.
2. Radio Theatre (Lux).
3. First Nighter.
4. Gang Busters.
5. Bachelor's Children.
6. Bambi.
7. Today's Children.
8. Mary Marlin.
9. March of Time.
10. Follow the Moon.
11. Hollywood Hotel.
12. Grand Hotel.

## *Musical Programs*

1. Show Boat.
2. Nelson Eddy's Open House.
3. Bing Crosby's Music Hall (Kraft).
4. Rudy Vallee's Variety Hour.
5. Hit Parade.
6. WLS Barn Dance.
7. Hollywood Hotel.
8. Wayne King's programs.
9. Studebaker Champions.
10. Breakfast Club.
11. Sunday Evening Hour (Ford).
12. Beauty Box Theatre.

## *Male Singers of Popular Songs*

1. Bing Crosby.
2. Lanny Ross.
3. Kenny Baker.
4. Nelson Eddy.
5. Frank Parker.
6. Ray Heatherton.
7. Rudy Vallee.
8. Buddy Clark.

9. Dick Powell.
10. Tony Martin.
11. Ralph Kirbery.
12. Frank Munn.

## *Female Singers of Popular Songs*

1. Frances Langford.
2. Kate Smith.
3. Jessica Dragonette.
4. Harriet Hilliard.
5. Deanna Durbin.
6. Gale Page.
7. Martha Raye.
8. Annette Hanshaw.
9. Dolly Dawn.
10. Doris Kerr.
11. Margaret Speaks.
12. Edith Dick.

## *Comedians or Comedy Acts*

1. Jack Benny.
2. Eddie Cantor.
3. Milton Berle.
4. Lum & Abner.
5. Fibber McGee & Molly.
6. Bob Burns.
7. Fred Allen.
8. Burns & Allen.
9. Pick & Pat.
10. Amon 'n' Andy.
11. Charlie Butterworth.
12. Phil Baker.

## *Sports Announcers*

1. Ted Husing.
2. Graham McNamee.
3. Bob Elson.
4. Ed Thorgerson.
5. Clem McCarthy.
6. Pat Flanagan.
7. Tom Manning.
8. Hal Totten.
9. Bob Newhall.
10. Bill Slater.
11. Don Wilson.
12. Stan Lomax.

## *Promising Stars*

1. Deanna Durbin.
2. Bobby Breen.
3. Edgar Bergen.
4. Kenny Baker.
5. Martha Raye.
6. Nadine Conner.
7. Fred MacMurray.
8. Lucille Manners.
9. Helen Jepson.

## POPULARITY POLLS—Continued

10. Jack Baker.
11. Doris Kerr.
12. Mary Martin.

### *Singers of Operatic or Classical Songs*

1. Nelson Eddy.
2. Lanny Ross.
3. Grace Moore.
4. Deanna Durbin.
5. Lily Pons.
5. Jessica Dragonette.
7. Gladys Swarthout.
8. Richard Crooks.
9. Lawrence Tibbett.
10. Nino Martini.
11. Margaret Spears.
12. Jeanette MacDonald.

### *Announcers*

1. Don Wilson.
2. Tiny Ruffner.
3. Jimmy Wallington.
4. Ken Carpenter.
5. Milton Cross.
6. Harry von Zell.
7. Ken Niles.
8. Bob Brown.
9. Graham McNamee.
10. Andre Baruch.
11. Phil Stewart.
12. Don McNeill.

### *Commentators*

1. Boake Carter.
2. Lowell Thomas.
3. Walter Winchell.
4. Jimmie Fidler.
5. Edwin C. Hill.
6. Paul Sullivan.
7. Julian Bentley.
8. Gabriel Heatter.
9. Alexander Woolcott.
10. John B. Kennedy.
11. Floyd Gibbons.
12. H. V. Kaltenborn.

### *Actors*

1. Don Ameche.
2. Nelson Eddy.
3. Lanny Ross.
4. Jack Benny.
5. Michael Raffetto.
6. Robert Taylor.
7. Bing Crosby.
8. Fred MacMurray.
9. Clark Gable.
10. Lester Tremayne.
11. Dick Powell.
12. Leslie Howard.

### *Actresses*

1. Helen Hayes.
2. Jeanette MacDonald.
3. Joan Blaine.
4. Rosaline Greene.
5. Anne Seymour.
6. Elsie Hitz.
7. Barbara Luddy.

8. Myrna Loy.
9. Joan Crawford.
10. Irene Rich.
11. Betty Winkler.
12. Jean Arthur.

### *Dance Orchestras*

1. Wayne King.
2. Guy Lombardo.
3. Shep Fields.
4. Horace Heidt.
5. Rudy Vallee.
6. Al Goodman.
7. Richard Himber.
8. Ben Bernie.
9. Benny Goodman.
10. Hal Kemp.
11. Jimmy Dorsey.
12. Eddy Duchin.

### *Children's Programs*

1. Singing Lady.
2. Kaltenmeyer's Kindergarten.
3. Orphan Annie.
4. Coast to Coast on a Bus.
5. Popeye.
6. Lone Ranger.
7. Jack Armstrong.
8. Let's Pretend.
9. Horn & Hardart.
10. Dick Tracy.
11. Malcolm Claire.
12. Wilderness Road.

**NEW YORK UNIVERSITY VARIETIES  
RADIO POPULARITY POLL.** Conducted by ballot among students by the university's undergraduate publication *Varieties*, and announced in November, 1937. Winners, ranked according to number of votes received:

### *Comedians*

1. Jack Benny.....	941
2. Fred Allen.....	779
3. Charlie McCarthy.....	469
4. Eddie Cantor.....	312
5. Joe Penner.....	204
6. Burns and Allen.....	188
7. Bob Burns.....	154
8. Phil Baker.....	131
9. Ken Murray.....	82
10. Tim and Irene.....	60
11. Stoopnagle and Budd.....	39
12. Fibber McGee and Molly.....	17

### *Orchestra Leaders*

1. Mark Warnow.....	884
2. Horace Heidt.....	707
3. Benny Goodman.....	635
4. Guy Lombardo.....	402
5. Hal Kemp.....	314
6. Glen Gray.....	191
7. Tommy Dorsey.....	178
8. Andre Kostelanetz.....	41
9. Jimmy Lunceford.....	12

**POPULARITY POLLS—Continued**

10. Jimmy Dorsey.....	4
11. Shep Fields.....	2
12. Emery Deutsch.....	1

*Actors*

1. Don Ameche.....	643
2. Edward Robinson.....	548
3. Edward Arnold.....	486
4. Walter Huston.....	459
5. Orson Welles.....	337
6. Franklin D. Roosevelt.....	298
7. Tyrone Power.....	177
8. Amos 'n' Andy.....	149
9. W. C. Fields.....	98
10. Al Jolson.....	57
11. Ronald Colman.....	44
12. Dick Powell.....	29
13. Harold Vermilyea.....	24
14. Oswald.....	18
15. Father Coughlin.....	9

*Actresses*

1. Helen Hayes.....	941
2. Claudette Colbert.....	720
3. Helen Menken.....	634
4. Gertrude Berg.....	487
5. Bess Johnson.....	229
6. Mary Livingstone.....	143
7. Elsie Hitz.....	82
8. Kate Smith.....	47
9. Sheila Barrett.....	39
10. Bette Davis.....	33
11. Beatrice Lillie.....	14
12. Mrs. Franklin D. Roosevelt.....	7

*Singers*

1. Bing Crosby.....	1,004
2. Kenny Baker.....	671
3. Frances Langford.....	588
4. Lily Pons.....	313
5. Rudy Vallee.....	264
6. Buddy Clark.....	203
7. Skinny Ennis.....	117
8. Tony Martin.....	81
9. Jerry Cooper.....	53
10. Kenny Sargent.....	39
11. Virginia Verrill.....	27
12. Mildred Bailey.....	11
13. Hollace Shaw.....	3
14. Dolly Dawn.....	2

*Announcers*

1. Harry von Zell.....	672
2. Martin Block.....	601
3. Paul Douglas.....	548
4. Ted Husing.....	423
5. David Ross.....	366
6. Ben Grauer.....	271
7. Milton Cross.....	197
8. James Wallington.....	158
9. Don Wilson.....	78
10. Andre Baruch.....	39
11. Bill Goodwin.....	12
12. Frank Gallup.....	8
13. John Reed King.....	3

*Script Writers*

1. Harry Conn.....	714
2. Fred Allen.....	668

3. Jack Benny.....	497
4. Amos 'n' Andy.....	321
5. Gertrude Berg.....	246
6. Edgar Bergen.....	112
7. Phillips Lord.....	89
8. Carleton Morse.....	33
9. George Jessel.....	19
10. Frank Fay.....	6
11. Walter O'Keefe.....	6

*Children's Programs*

1. Funny Things.....	462
2. Uncle Don.....	219
3. Popeye.....	73
4. Renfrew.....	29
5. Singing Lady.....	14
6. Orphan Annie.....	7
7. Dick Tracy.....	6

**FORTUNE'S QUARTERLY SURVEY ON RADIO FAVORITES.\***

Conducted by *Fortune Magazine* and announced in the January, 1938, issue, this survey is based on 5,000 personal interviews. Distribution of interviews considered factors of sex, age, economic level, geographic division and size of place. Winners, with ranking by percentage:

<i>Favorite Programs</i>	
1. Jell-O (Jack Benny).....	8.7
2. Major Bowes.....	6.9
3. News broadcasts.....	6.6
4. Chase & Sanborn (Charlie McCarthy).....	5.8
5. Ford Sunday Evening Hour.....	4.3
6. One Man's Family.....	4.2
7. Lux Theatre.....	3.5
8. Kraft Music Hall.....	3.3
9. Amos 'n' Andy.....	3.0
10. Gang Busters.....	2.5
11. Fibber McGee and Molly.....	2.4
12. Lum and Abner.....	2.3
13. Texaco (Eddie Cantor).....	1.9
14. Lucky Strike Hit Parade.....	1.8
15. All others.....	42.8

<i>Favorite Personality</i>	
1. Jack Benny.....	10.7
2. Boake Carter.....	7.1
3. Lowell Thomas.....	5.9
4. Eddie Cantor.....	5.5
5. Bing Crosby.....	5.4
6. Major Bowes.....	4.6
7. Bob Burns.....	4.3
8. Nelson Eddy.....	4.0
9. Edwin C. Hill.....	3.5
10. Charlie McCarthy.....	3.0
11. President Roosevelt.....	2.7
12. Gracie Allen.....	1.9
13. Fred Allen.....	1.4
14. Edgar Bergen.....	1.3
15. Lum and Abner.....	1.0
16. Rudy Vallee.....	.9
All others.....	36.8

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## POPULARITY POLLS—Continued

Coincident with its foregoing survey of radio favorites, *Fortune* published a survey of Favorite Recreations. Rankings, by percentage:

	Total	Men	Women
1. Listening to the radio .....	18.8	15.3	22.4
2. Going to the movies .....	17.3	11.3	23.5
3. Reading magazines and books .....	13.8	8.6	19.2
4. Hunting or fishing .....	11.0	18.1	3.7
5. Watching sporting events....	10.4	16.2	4.4
6. Reading newspapers .....	7.1	8.6	5.5
7. Playing outdoor games .....	6.6	9.3	3.8
8. Playing cards and indoor games .....	5.3	4.6	6.1
9. Legitimate theatre .....	3.7	2.4	5.0
10. All others.....	3.5	3.2	3.8
11. Don't know.....	2.5	2.4	2.6

**NEW YORK DAILY NEWS FAVORITE RADIO PERFORMER POLL.** Conducted by the *New York Daily News* among its readers and readers of co-operating newspapers in key cities of the United States and Canada, and announced January 9, 1938. Votes were tabulated on the basis of 3 points for each reader's first choice, 2 for the second, and 1 for the third. Winners, ranked according to popularity by number of points received:

1. Charlie McCarthy (and Edgar Bergen) .....	36,696
2. Jack Benny and Mary Livingstone .....	29,669
3. Bing Crosby.....	22,034
4. Don Ameche.....	19,534
5. Eddie Cantor.....	17,258
6. Jeanette MacDonald.....	9,705
7. Burns and Allen.....	9,199
8. Fred Allen.....	6,810
9. Kate Smith.....	6,334
10. Nelson Eddy.....	5,708

**SEVENTH ANNUAL NEW YORK WORLD-TELEGRAM NEWSPAPER EDITORS RADIO POLL.** Conducted by Alton Cook, radio editor of the *New York World-Telegram*, among 211 radio editors in the United States and Canada, and announced January 29, 1938. Votes were tabulated on the basis of 3 points for each editor's first choice, 2 for the second and

1 for the third. Winners, ranked according to popularity in each classification with number of votes received:

### Favorite Programs

1. Charlie McCarthy, Eddy & Co... 277
2. Jack Benny..... 245
3. Bing Crosby Hour..... 146
4. Fred Allen..... 127
5. Rudy Vallee Hour..... 104
6. Radio Theatre..... 70
7. Toscanini Concerts..... 56
8. Philharmonic-Symphony..... 45
9. Detroit Symphony..... 33
10. March of Time..... 32
11. Fibber McGee and Molly..... 27
12.-13. Kostelanetz program and One Man's Family..... 24
14. Burns and Allen..... 23
15. Lanny Ross Hour..... 22

### Comedians and Comedy Acts

1. Jack Benny..... 392
2. Charlie McCarthy..... 329
3. Fred Allen..... 220
4. Fibber McGee and Molly..... 59
5. Burns and Allen..... 58
6. Bob Burns..... 38
7. Eddie Cantor..... 22
8.-9. Walter O'Keefe and Amos 'n' Andy..... 20
10. Charles Butterworth..... 18
11. Phil Baker..... 17
12. Stoopnagle and Budd..... 15

### Light Orchestras

1. Guy Lombardo..... 235
2. Benny Goodman..... 154
3. Andre Kostelanetz..... 133
4. Wayne King..... 116
5. Horace Heidt..... 96
6. Hal Kemp..... 61
7. Tommy Dorsey..... 58
8. Paul Whiteman..... 40
9. Richard Himber..... 39
10. Eddie Duchin..... 32
11. Rudy Vallee..... 27
12. Shep Fields..... 26
13. Casa Loma..... 23

### Popular Male Singers

1. Bing Crosby..... 441
2. Kenny Baker..... 231
3. Lanny Ross..... 115
4. Nelson Eddy..... 75
5. Dick Powell..... 51
6-7. Frank Parker and Buddy Clark..... 42
8. Rudy Vallee..... 41
9. Tony Martin..... 26
10. Jerry Cooper..... 22
11. Frank Munn..... 18
12. Jack Fulton..... 17

### Female Singers of Popular Songs

1. Kate Smith..... 242
2. Frances Langford..... 224

## POPULARITY POLLS—Continued

3. Connie Boswell.....	97	4. Ken Carpenter.....	45
4. Dorothy Lamour.....	81	5-6. David Ross and Paul Douglas...	30
5. Alice Faye.....	71	7. Jimmy Wallington.....	27
6-7. Harriet Hilliard and Jane Fro- man .....	43	8-9. Graham McNamee and Truman Bradley .....	15
8. Gertrude Niesen.....	37	10. Ben Grauer.....	12
9. Jeanette MacDonald.....	35	<i>Instrumental Soloists</i>	
10. Deanna Durbin.....	25	1. Jose Iturbi.....	194
<i>Popular Vocal Groups</i>			
1. Revelers .....	138	2. Jascha Heifetz.....	173
2. Paul Taylor Choir.....	135	3. Yehudi Menuhin.....	109
3. Spitalny Girl Chorus.....	58	4. Albert Spalding.....	106
4. Town Hall Quartet.....	51	5. Rubinoff.....	67
5-6-7. Kay Thompson Singers, Lynn Murray Choir, Eton Boys.....	25	6. Mischa Elman.....	52
<i>Dramatic Programs</i>			
1. Radio Theatre.....	361	7. Joseph Hofmann.....	22
2. One Man's Family.....	164	8. Fritz Kreisler.....	20
3. First Nighter.....	117	9. Georges Enesco.....	15
4. March of Time.....	99	<i>Commentators</i>	
5. Gang Busters.....	68	1. Boake Carter.....	177
6. Big Town.....	62	2. Lowell Thomas.....	111
7. Columbia Workshop.....	57	3. Edwin C. Hill.....	93
8. Cavalcade of America.....	29	4. General Hugh S. Johnson.....	32
9. Tyrone Power.....	27	5.-6. Dorothy Thompson and Gabriel Heatter .....	27
<i>Classical Singers</i>			
1. Lawrence Tibbett.....	199	7. H. V. Kaltenborn.....	26
2. Nelson Eddy.....	194	8. Alexander Woollcott.....	24
3. Lily Pons.....	167	9. Walter Winchell.....	20
4. Kirsten Flagstad.....	108	10. Paul Sullivan.....	18
5. Richard Crooks.....	104	<i>Children's Programs</i>	
6. Grace Moore.....	86	1. Singing Lady.....	245
7. Jeanette MacDonald.....	72	2. Little Orphan Annie.....	62
8. John Charles Thomas.....	59	3. Mickey Mouse.....	57
9. Gladys Swarthout.....	34	4. Let's Pretend.....	49
10. Lauritz Melchior.....	31	5. Dear Teacher.....	42
11. Jessica Dragonette.....	28	6. American School of the Air.....	36
12. Lucille Manners.....	26	7. Jack Armstrong.....	35
<i>Symphonic Conductors</i>			
1. Arturo Toscanini.....	398	8. Dick Tracy.....	34
2. Leopold Stokowski.....	230	9-10. White Rabbitt Line (Milton Cross) and Kaltenmeyer's Kin- dergarten .....	30
3. Frank Black.....	81	<i>Women's Programs</i>	
4. John Barbirolli.....	73	1. Magazine of the Air.....	54
5. Erno Rapee.....	68	2. Betty Crocker.....	42
6. Eugene Ormandy.....	60	3-4-5. Martha Deane (Mary Margaret McBride), Mystery Chef and Homemakers' Exchange.....	30
7. Andre Kostelanetz.....	56	6. Mary Lee Taylor.....	21
8. Artur Rodzinski.....	56	7. Wife Saver.....	18
9. Jose Iturbi.....	36	<hr/>	
10. Fritz Reiner.....	27	<b>SECOND ANNUAL HEARST NEWS- PAPER RADIO EDITORS POLL.</b> Con- ducted by J. ("Dinty") Doyle, radio editor of the <i>New York Journal and American</i> , among radio editors of 28 Hearst news- papers and announced January 30, 1938. Winners, ranked according to popularity in each classification:	
<i>Sports Announcers</i>			
1. Ted Husing.....	489	<i>Award to "Forgotten Man"</i>	
2. Clem McCarthy.....	158	Edgar Bergen.	
3. Bill Stern.....	85	<i>Best Variety Program</i>	
4. Don Wilson.....	84	1. Bing Crosby Hour.	
5. Graham McNamee.....	53	2. Charlie McCarthy Hour.	
6. Bill Slater.....	40	3. Hollywood Hotel.	
7. Red Barber.....	30		
8. Tom Manning.....	26		
9-10. Bob Elson and Paul Douglas...	23		
<i>Program Announcers</i>			
1. Don Wilson.....	150		
2. Harry von Zell.....	69		
3. Milton Cross.....	57		

POPULARITY POLLS—Continued

*Best Drama Program*

1. DeMille Radio Theatre.
2. Hollywood Hotel.
3. Columbia Workshop.

*Best Classical Music*

1. Sunday Nights at Carnegie Hall.
2. Sunday Evening Hour.
3. N. Y. Philharmonic Hour.

*Best Swing Orchestra*

1. Benny Goodman.
2. Glen Gray.
3. Tommy Dorsey.

*Best Sweet Orchestra*

1. Guy Lombardo.
2. Wayne King.
3. Richard Himber.

*Master of Ceremonies*

1. Major Edward Bowes.
2. Bing Crosby.
3. Don Ameche.

*Leading Comedian*

1. Fred Allen.
2. Jack Benny.
3. Edgar Bergen.

*Leading Comedienne*

1. Gracie Allen.
2. Marian Jordan (Molly).
3. Fanny Brice.

*Female Vocalist (Popular)*

1. Kate Smith.
2. Frances Langford.
3. Connie Boswell.

*Female Vocalist (Concert)*

1. Grace Moore.
2. Lily Pons.
3. Jeanette MacDonald.

*Male Vocalist (Popular)*

1. Bing Crosby.
2. Tony Martin.
3. Kenny Baker.

*Male Vocalist (Concert)*

1. Lawrence Tibbett.
2. Nelson Eddy.
3. Richard Crooks.

*Best Comedy Team*

1. Burns and Allen.
2. Fibber McGee and Molly.
3. Jack Benny and Mary Livingstone.

*Best Children's Program*

1. Irene Wicker (Singing Lady).
2. "The Lone Ranger."
3. Dorothy Gordon.

*Best Night-Time Serial*

1. "One Man's Family."
2. Amos 'n' Andy.
3. The Easy Aces.

*Best Day-Time Serial*

1. Vic and Sade.
2. The Goldbergs.
3. Today's Children.

*Best Sports Announcer*

1. Ted Husing.

2. Clem McCarthy.
3. Bill Stern.

*All-Around Announcer*

1. Harry von Zell.
2. Don Wilson.
3. Ken Carpenter.

*All-Around Musical Show*

1. Andre Kostelanetz.
2. Saturday Swing Club.
3. American Album.

*Best Commentator*

1. Edwin C. Hill.
2. Lowell Thomas.
3. Boake Carter.

*Best Commentator (Movies)*

1. Walter Winchell.
2. Jimmy Fidler.
3. Elza Schallert.

*Outstanding Star of '37*

"Charlie McCarthy."

*Outstanding Program Idea*

"Hobby Lobby."

*Most Impressive Broadcast*

Midwest flood reports.

*Best Educational Hour*

Columbia School of the Air.

*Outstanding Non-Professional*

Mrs. Eleanor Roosevelt.

**FOURTH ANNUAL AWARDS OF THE WOMEN'S NATIONAL RADIO COMMITTEE.** Based on polls conducted by the WNRC and cooperating organizations and announced May 4, 1938.

*Best Programs of Serious Music*

Ford Sunday Evening Hour.  
Rising Musical Stars.

*Best Light Music*

Hour of Charm.

*Best Sustaining Programs (Serious Music)*

New York Philharmonic.  
Arturo Toscanini.  
Wallenstein's Sinfonietta.

*Best Dramatic Program*

Lux Radio Theatre.

*Best Serial Dramatic Program*

One Man's Family.

*Best Variety Program*

Good News of 1938.

*Best Children's Program*

Singing Lady.

*Best Radio Comedian*

Charlie McCarthy.

*Best Comedy Team*

Jack Benny and Mary Livingstone.

*Best Master of Ceremonies*

Don Ameche.

*Good Taste in Commercials*

General Foods' Jell-O Program.

## POPULARITY POLLS—Continued

*Best Children's Programs (Educational)*  
Cavalcade of America.  
Epic of America.  
Music for Fun.

*Best Adult Educational Program*  
America's Town Meeting of the Air.

*Best News Program*  
March of Time.

*Best News Service*  
Transradio Press.

*Special Mention*  
Walter Damrosch's Music Appreciation Hour.  
American School of the Air.

*Special Award*  
America's Town Meeting of the Air (for "distinguished service to radio").

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## NETWORK COMMERCIAL PROGRAM TYPES: SEASONS OF '36-37 AND '37-38

*(This material may not be reproduced without permission)*

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

In the following pages (316-319) the VARIETY RADIO DIRECTORY presents, in chart form, a two-season comparison of *commercial* program types, figured by special methods and procedures.

### Program "Types"

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

### The "Station Hour"

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

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

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

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

# NETWORK COMMERCIAL PROGRAMS EVENING

JUNE 1, 1936, TO JUNE 1, 1937

Type of Program	Number of Programs	Station Hours Per Week
1. Variety .....	59.....	1774.5
2. Popular Music .....	30.....	537.75
3. Drama .....	29.....	493.75
4. Semi-Classical Music.....	11.....	336
5. Audience Participation..	7.....	230.5
6. Sports .....	3.....	213.25
7. Classical Music.....	3.....	163.50
8. Comedy Teams.....	4.....	115.75
9. Familiar Music.....	11.....	33.75
10. Talks .....	3.....	64.25
11. News Commentators....	3.....	60.75
12. Popular Religion.....	1.....	44.25
13. Band Music.....	2.....	22
<hr/>		
Children's Programs.....	12.....	249.75



# NETWORK COMMERCIAL PROGRAMS EVENING

JUNE 1, 1937 TO MAY 1, 1938

Type of Program	Number of Programs	Station Hours Per Week
1. Variety .....	50.....	1613
2. Popular Music .....	29.....	756
3. Drama .....	40.....	589.25
4. Audience Participation..	13.....	338.5
5. Semi-Classical Music....	9.....	254.5
6. Classical Music .....	5.....	207
7. News Commentators ....	3.....	180.5
8. Talks .....	13.....	183.25
9. Familiar Music.....	5.....	180
10. Comedy Teams .....	6.....	164.75
11. Sports .....	5.....	111.5
12. Religion .....	1.....	35
13. Brass, or Wind, Bands..	1.....	9
<hr/>		
Children's Programs....	10....	154.75

# NETWORK COMMERCIAL PROGRAMS DAYTIME

JUNE 1, 1936, TO JUNE 1, 1937

Type of Program	Number of Programs	Station Hours Per Week
1. Drama and Serials.....	45.....	1344.75
2. Talks and Instruction....	24.....	412.50
3. Classical Music.....	3.....	274.5
4. Variety .....	3.....	263
5. News Commentators....	4.....	202.25
6. Popular Music.....	15.....	111.75
7. Hymns .....	2.....	66.35
8. Song-Patter Teams.....	4.....	30.75
9. Familiar Music.....	2.....	14.5

# NETWORK COMMERCIAL PROGRAMS DAYTIME

JUNE 1, 1937 TO MAY 1, 1938

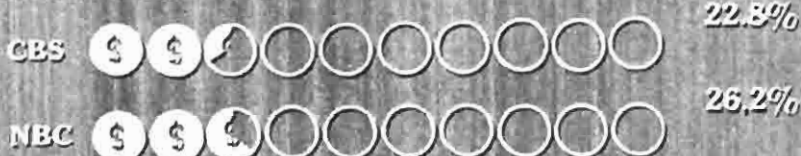
Type of Program	Number of Programs	Station Hours Per Week
1. Serials and Drama.....	53.....	2117.5
2. Talks and Instruction...30.....	30.....	475.75
3. Variety .....	7.....	204.5
4. News Commentators.... 3.....	3.....	169.75
5. Familiar Music .....	4.....	55
6. Hymns .....	2.....	39.75
7. Popular Music .....	9.....	39
8. Religion .....	1.....	31
9. Song-Patter Teams .....	3.....	27.25
10. Novelty .....	3.....	14.75
11. Brass, or Wind, Bands... 1.....	1.....	12.5
12. Classical Music .....	1.....	4.5

# SPONSOR EXPENDITURES FOR NETWORK PROGRAMS ORIGINATING FROM:

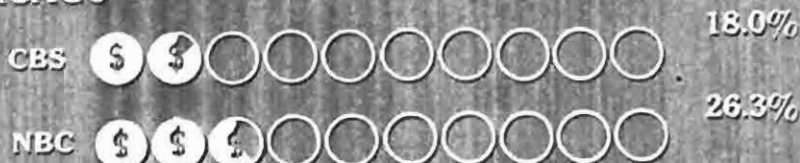
## NEW YORK



## HOLLYWOOD



## CHICAGO



## ALL OTHERS



Note: These breakdowns are based on time sales for a typical month at the height of the past winter radio season—November, 1937. CBS revenue for November: \$2,654,473. NBC revenue: \$3,381,346.

# WHERE NETWORK COMMERCIAL PROGRAMS ORIGINATED: JUNE 1, 1937, TO MAY 1, 1938

In the following charts all network programs billed on the books of CBS, Mutual and NBC are indicated by origination points. If, during the course of the year, a program originated from two points, it is credited to both. Thus "Town Hall Tonight" will be found under both Hollywood and New York.

The division between daytime and evening time is 6 p.m. on weekdays and 5 p.m. on Sundays. By "station hour" is meant one hour over one station one time. A program running a half-hour per week on 50 stations is thus figured as consuming 25 station hours per week.

Inasmuch as these records are cumulative, the "station hours per week" figure is a cumulative figure. That is, it does not indicate any single week of the season, but a composite week made up of elements from the entire season.

## CBS, FROM BOSTON, EVENING

(2 programs; 4.25 stations hours per week)  
Atlantic Sportscast.....Atlantic Refining  
Neal O'Hara's Radio Gazette,  
Brown & Williamson

## CBS, FROM CANADA, DAYTIME

(1 program; 20.25 station hours per week)  
Dr. Allen Roy Dafeo.....Lehn & Fink

## CBS, FROM CHICAGO, EVENING

(7 programs; 226.5 station hours per week)  
Court of Missing Heirs.....Skelly Oil  
Double Everything.....Wm. Wrigley  
It Can Be Done.....Household Finance  
(With Edgar Guest)  
Just Entertainment.....Wm. Wrigley  
Lady Esther Serenade.....Lady Esther  
Poetic Melodies.....Wm. Wrigley  
Zenith Foundation.....Zenith Radio

## CBS, FROM CHICAGO, DAYTIME

(10 programs; 296.75 station hours per week)  
Arnold Grimm's Daughter..General Mills  
Bachelor's Children.....Cudahy Packing  
Betty and Bob.....General Mills  
Betty Crocker.....General Mills  
Hymns of All Churches....General Mills  
Jenny Peabody.....F. & F. Laboratories  
Kitty Keene, Inc.....Procter & Gamble  
Ma Perkins.....Procter & Gamble  
Romance of Helen Trent,  
Affiliated Products  
Stepmother .....Colgate-Palmolive-Peet

## CBS, FROM DETROIT, EVENING

(1 program; 89 station hours per week)  
Ford Sunday Evening Hour.....Ford

## CBS, FROM HOLLYWOOD, EVENING

(21 programs; 668.75 station hours per week)  
Big Town.....Lever Bros.

Calling All Cars.....Rio Grande Oil  
Cantor's Camel Caravan...R. J. Reynolds  
Chesterfield Program...Liggett & Myers  
Hollywood Hotel.....Campbell  
Hollywood Screen Scoops....P. Lorillard  
Jack Oakie's College.....R. J. Reynolds  
Ken Murray and Oswald.....Campbell  
Lum and Abner.....General Foods  
Lux Radio Theatre.....Lever Bros.  
Man to Man Sports....American Tobacco  
Music from Hollywood...Liggett & Myers  
Nash Show.....Nash-Kelvinator  
Newstime with Sam Hayes,  
Bank of America Natl.  
Trust & Savings Assn.  
Park Ave. Penners.....R. B. Davis  
Phil Baker.....Gulf Oil  
Rinso Program.....Lever Bros.  
(Starring Al Jolson)  
Scattergood Baines.....Wm. Wrigley  
Silver Theatre.....International Silver  
Texaco Town.....Texas Co.  
Vick's Open House.....Vick Chemical

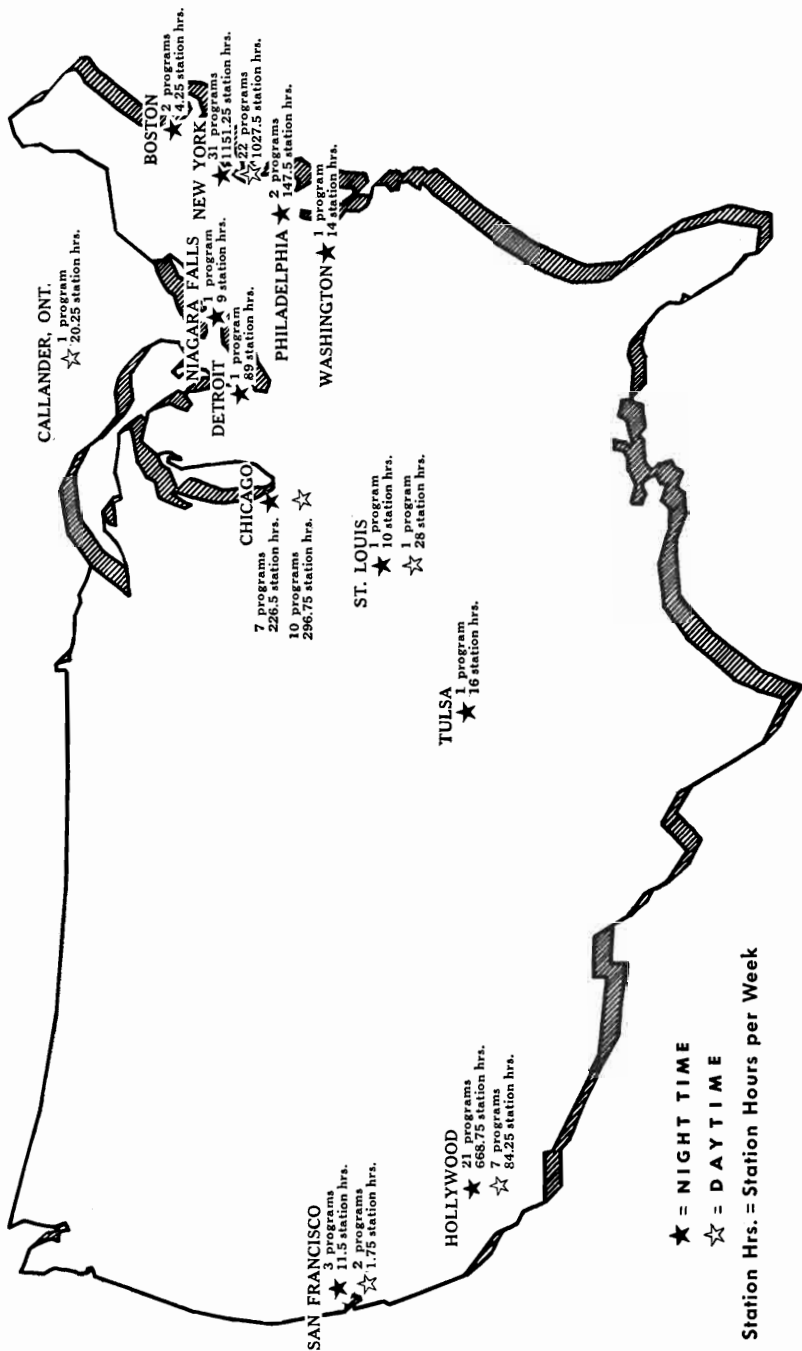
## CBS, FROM HOLLYWOOD, DAYTIME

(7 programs; 84.25 stations hours per week)  
Dr. Christian.....Chesebrough Mfg.  
Fray and Braggiotti.....Saks Affiliates  
Hawaiian Moon Casino.....Lehn & Fink  
Headlines on Parade.....Euclid Candy  
Hollywood in Person.....General Mills  
Lloyd Pantages Covers Hollywood,  
Raymonds, Inc.  
Newlyweds .....Lambert

## CBS, FROM NEW YORK, EVENING

(31 programs; 1151.25 station hours  
per week)  
Ben Bernie and All the Lads,  
U. S. Tire Dealers Mutual  
Benny Goodman's Swing School,  
R. J. Reynolds  
Cantor's Camel Caravan...R. J. Reynolds  
Cavalcade of America.....du Pont

# C. B. S. Commercial Programs by Origination



★ = NIGHT TIME  
☆ = DAY TIME

Station Hrs. = Station Hours per Week

## ORIGINATION OF CBS COMMERCIALS—Continued

Chesterfield Presents....Liggett & Myers  
 Chesterfield Program....Liggett & Myers  
 Chesterfield Sports Resume,

Liggett & Myers

Famous Actors Guild...Sterling Products  
 Gang Busters.....Colgate-Palmolive-Peet  
 Guy Lombardo and His Orchestra,

General Baking

Hammerstein Music Hall,  
 American Home Products

Heinz Magazine.....H. J. Heinz  
 Hobby Lobby.....Hudson Motors  
 Horace Heidt's Brigadiers,

Stewart-Warner

Johnny Presents.....Philip Morris  
 Kate Smith's Bandwagon...General Foods  
 Major Bowes' Amateur Hour...Chrysler  
 Monday Night Show,

Brewers' Radio Show Assn.

Palmolive Beauty Box Theatre,  
 Colgate-Palmolive-Peet

Phil Baker.....Gulf Oil  
 Pick and Pat.....U. S. Tobacco  
 Prof. Quiz.....Nash-Kelvinator  
 Romantic Rhythms.....Chevrolet  
 Saturday Night Serenade..Pet Milk Sales  
 Song Shop.....Coca Cola  
 Summer Stars.....Gulf Oil  
 Time to Shine.....Griffin Mfg. Co.  
 Watch the Fun Go By.....Ford  
 We, the People...General Foods  
 Your Hit Parade.....American Tobacco  
 Your Unseen Friend,

Beneficial Management

### **CBS, FROM NEW YORK, DAYTIME** (22 programs; 1027.5 station hours per week)

Aunt Jenny's Real Life Stories.Lever Bros.  
 Big Sister.....Lever Bros.  
 Carol Kennedy's Romance...H. J. Heinz  
 Emily Post.....Florida Citrus  
 Follow the Moon.....Lehn & Fink  
 Goldbergs, The.....Procter & Gamble  
 Heinz Magazine.....H. J. Heinz  
 Hilltop House.....Colgate-Palmolive-Peet  
 Jack and Loretta.....Kirkman & Son  
 Jack Berch and His Boys....Fels Naptha  
 Life of Mary Sothern.....Lehn & Fink  
 Mary Margaret McBride...General Foods  
 Myrt and Marge..Colgate-Palmolive-Peet  
 News Through a Woman's Eyes,

Pontiac Motors

O'Neills, The.....Procter & Gamble  
 Our Gal Sunday,

American Home Products

Petticoat of the Air.....J. B. Ford  
 Pretty Kitty Kelly.....Continental Baking  
 Road of Life.....Procter & Gamble  
 Tony Wons and His Scrapbook,

Vick Chemical

Valiant Lady.....General Mills  
 Your News Parade....American Tobacco

### **CBS, FROM NIAGARA FALLS, EVENING**

(1 program; 9 station hours per week)  
 Voice of Niagara.....Carborundum Co.

### **CBS, FROM PHILADELPHIA, EVENING**

(2 programs; 147.5 station hours per week)  
 Boake Carter.....Philco  
 Boake Carter.....General Foods

### **CBS, FROM ST. LOUIS, EVENING**

(1 program; 10 station hours per week)  
 Phillips Poly Follies...Phillips Petroleum

### **CBS, FROM ST. LOUIS, DAYTIME**

(1 program; 28 station hours per week)  
 Pet Milky Way.....Pet Milk Sales

### **CBS, FROM SAN FRANCISCO, EVENING**

(3 programs; 11.5 station hours per week)  
 Good Afternoon Neighbors,  
 Durkee Famous Foods  
 My Secret Ambition,  
 Durkee Famous Foods  
 Toast to the Town.....Roma Wine

### **CBS, FROM SAN FRANCISCO, DAYTIME**

(2 programs; 1.75 station hours per week)  
 Party Bureau.....George W. Caswell  
 Woman's Page of the Air,  
 Tea Garden Products

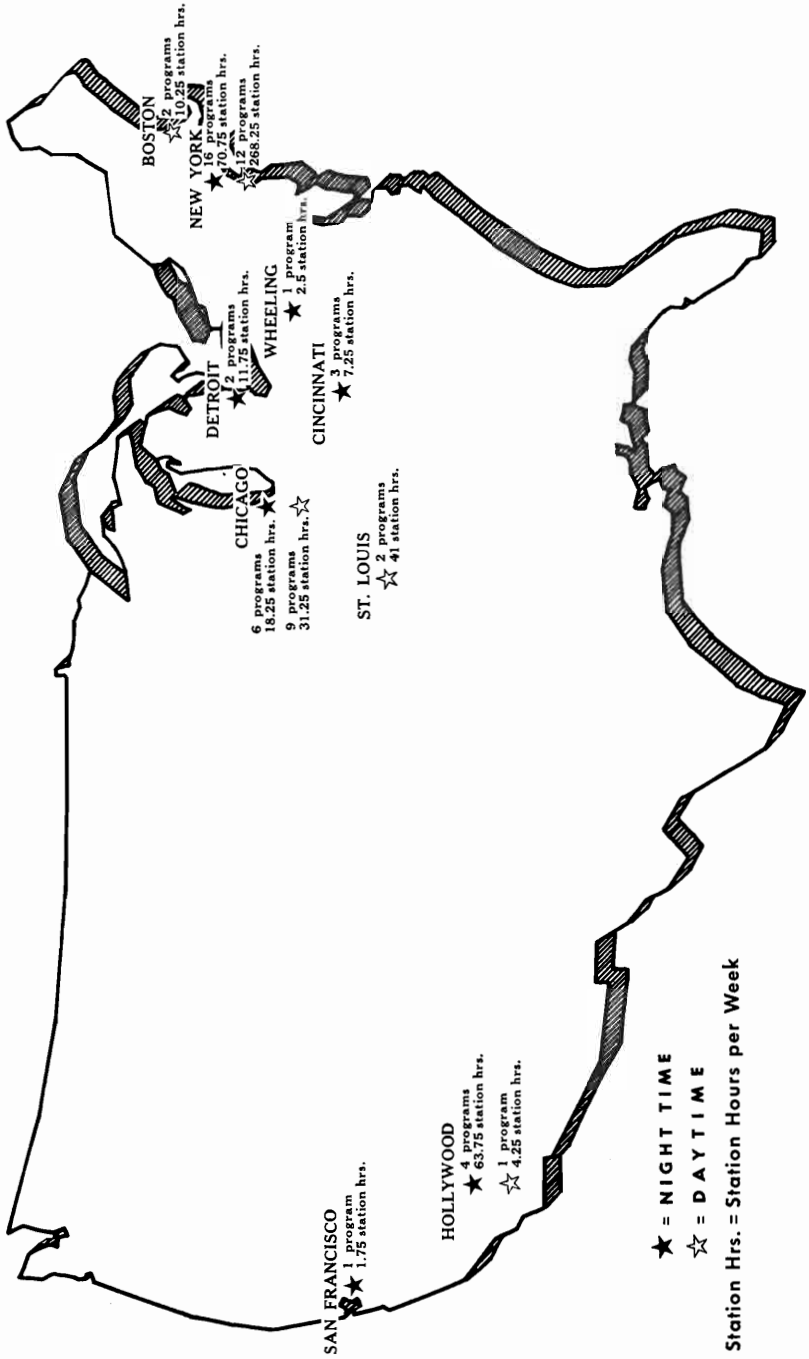
### **CBS, FROM TULSA, DAYTIME**

(1 program; 16 station hours per week)  
 Fun Bug.....Barnsdall Refining

### **CBS, FROM WASHINGTON, D. C., EVENING**

(1 program; 14 station hours per week)  
 Arthur Godfrey.....Barbasol Co.

# Mutual Commercial Programs by Origination





**MUTUAL, FROM BOSTON,  
DAYTIME**

(2 programs; 10.25 station hours per week)  
Marjorie Mills,  
Maine Development Commission  
Polish Melodies...Katro-Lek Laboratories

**MUTUAL, FROM CHICAGO,  
EVENING**

(6 programs; 18.25 station hours per week)  
Harold Stokes' Orchestra,  
W. A. Sheaffer Pen  
Jolly Joe.....Little Crown Milling  
Kay Kyser's Musical Class and Dance,  
American Tobacco  
Rube Appleberry.....Campbell Cereal  
Surprise Party.....Willys Overland\*  
Your Parlor Playhouse,  
Lovely Lady Cosmetics

\* And various points outside Chicago.

**MUTUAL, FROM CHICAGO,  
DAYTIME**

(9 programs; 31.25 station hours per week)  
American Radio Warblers,  
American Bird Products  
Bachelor's Children.....Cudahy Packing  
Couple Next Door.....Procter & Gamble  
Get Thin to Music.....General Mills  
Get Thin to Music.....Wallace Biscuit  
Sunday Matinee.....Varady of Vienna  
Ted Weems' Orchestra..Varady of Vienna  
Tom, Dick and Harry.....Fels and Co.  
We Are Four.....Libby, McNeill & Libby

**MUTUAL, FROM CINCINNATI,  
EVENING**

(3 programs; 7.25 station hours per week)  
Famous Jury Trials.....Mennen Co.  
Renfro Barn Dance...Allis Chalmers Mfg.  
True Detective Mysteries.....Lambert

**MUTUAL, FROM DETROIT,  
EVENING**

(2 programs; 11.75 station hours per week)  
Lone Ranger.....Weber Baking  
Lone Ranger.....Gordon Bakeries

**MUTUAL, FROM HOLLYWOOD,  
EVENING**

(4 programs; 63.75 station hours per week)  
Arden Hour of Charm...Elizabeth Arden  
Thirty Minutes in Hollywood,  
Local sponsors  
Old Fashioned Revival,  
Gospel Broadcasting  
Passing Parade.....Duart Sales

**MUTUAL, FROM HOLLYWOOD,  
DAYTIME**

(1 program; 4.25 station hours per week)  
Hollywood Sunshine Girls..Skol Products

**MUTUAL, FROM NEW YORK,  
EVENING**

(16 programs; 70.75 station hours per week)  
Arden Hour of Charm...Elizabeth Arden  
Arthur Godfrey.....Barbasol Co.  
Commentators' Forum,  
Commentator Magazine  
Design for Happiness..American Tobacco  
Famous Fortunes.....Richland Shoe  
Good Will Hour.....Macfadden  
Headlines .....Local sponsors  
Johnny Presents "What's My Name,"  
Philip Morris  
Just Between Us.....Rabin Cosmetics  
Let's Play Games.....E. Fougera  
Lou Little Football Forecast,  
American Chicle  
Mary Jane Walsh.....Barbasol Co.  
Melody Puzzles.....American Tobacco  
Singing Lady Music Plays.....Kellogg  
Tim and Irene.....Admiracion Labs.  
True or False.....J. B. Williams

**MUTUAL, FROM NEW YORK,  
DAYTIME**

(12 programs; 268.25 station hours per week)  
Beatrice Fairfax.....Hecker Corp.  
Carson Robison and His Buckaroos,  
E. W. Rose  
Couple Next Door.....Procter & Gamble  
Court of Human Relations..Vadscio Sales  
Hecker's Information Service,  
Hecker Products  
Jack Berch.....Wasey Products  
Martha and Hal,  
Humphrey's Homeopathic  
Myra Kingsley.....Heckers H-O  
Shadow, The.....D., L. & W. Coal  
Sunday Morning Quarterback,  
Parker Watch  
Victor H. Lindlahr.....Journal of Living  
Voice of Experience..Lydia E. Pinkham\*

\* On special network devised by Mutual.

**MUTUAL, FROM SAN FRANCISCO,  
EVENING**

(1 program; 1.75 station hours per week)  
Passing Parade.....Duart Sales

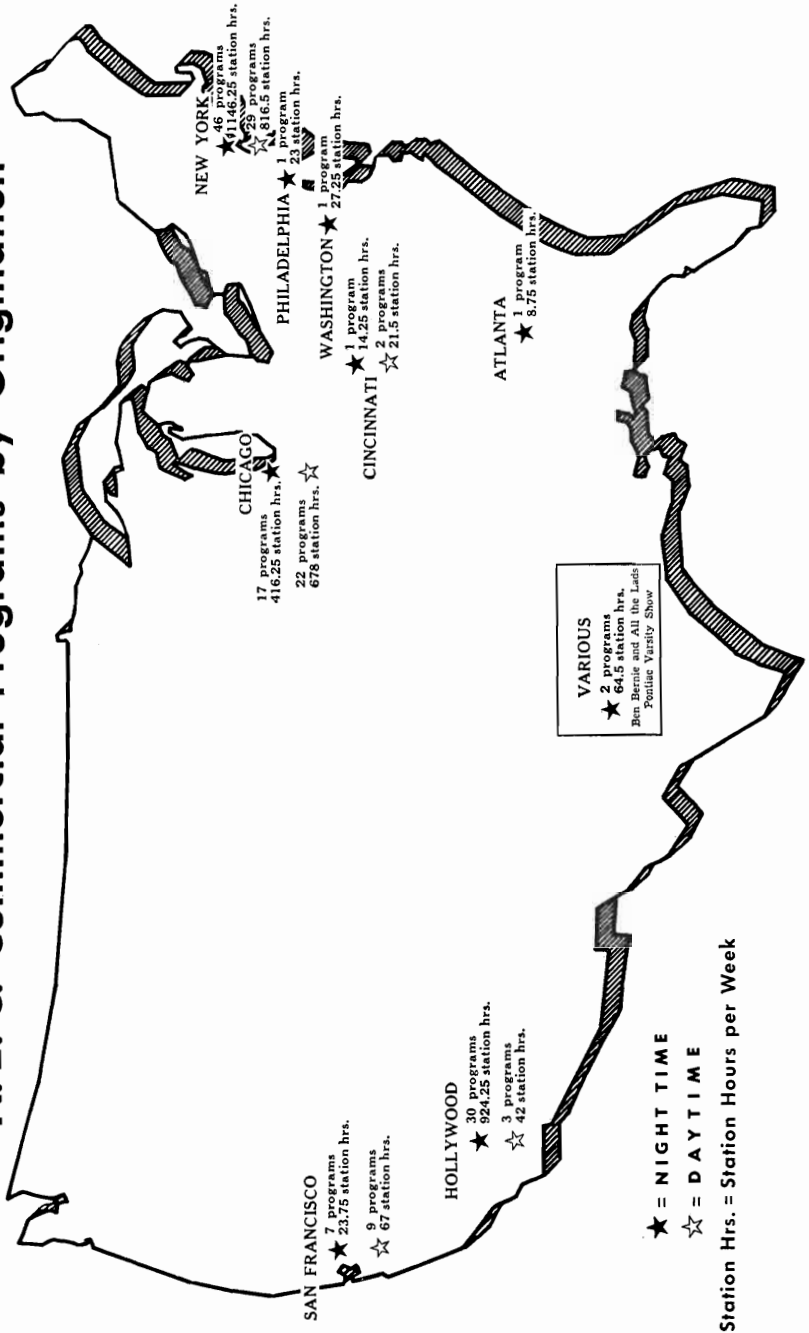
**MUTUAL, FROM ST. LOUIS,  
DAYTIME**

(2 programs; 41 station hours per week)  
Charley Stookey's Mountain Minstrels,  
Consolidated Drug  
Lutheran Hour,  
Lutheran Laymen's League

**MUTUAL, FROM WHEELING,  
EVENING**

(1 program; 2.5 station hours per week)  
Musical Steelmakers.....Wheeling Steel

# N. B. C. Commercial Programs by Origination



**NBC, FROM ATLANTA, EVENING**

(1 program; 8.75 station hours per week)  
Dr. Karl Reiland.....Pepperell Mfg.

**NBC, FROM CHICAGO, EVENING**

(17 programs; 416.25 station hours per week)

Amos 'n' Andy.....Pepsodent  
Contented Hour.....Carnation Milk  
Dr. Dollar.....Vocational Service  
Fibber McGee and Molly...S. C. Johnson  
First Nighter.....Campana Sales  
Grand Hotel.....Campana Sales  
Interesting Neighbors.....F. W. Fitch  
It Can Be Done.....Household Finance  
Lady Esther Serenade.....Lady Esther  
Lum and Abner...Horlick's Malted Milk  
National Barn Dance...Miles Laboratories  
Public Hero No. 1.....Falstaff Brewing  
Tale of Today.....Princess Pat  
There Was a Woman.

Glass Container Assn.

Uncle Ezra.....Miles Laboratories  
Vanity Fair.....Campana Sales  
Zenith Foundation.....Zenith Radio

**NBC, FROM CHICAGO, DAYTIME**

(22 programs; 678 station hours per week)

Adventures of Dari Dan...Bowey's, Inc.  
Attorney-at-Law.....S. C. Johnson  
Aunt Jemima's Cabin at the Crossroads,  
Quaker Oats  
Bob Becker.....John Morrell  
Dan Harding's Wife.....National Biscuit  
Girl Alone.....Kellogg  
Guiding Light.....Procter & Gamble  
Henry Busse and His Orchestra,

J. W. Marrow

Jack Armstrong.....General Mills  
Junior Nurse Corps.....Swift  
Kaltenmeyer's Kindergarten.Quaker Oats  
Kitty Keene, Inc.....Procter & Gamble  
Little Orphan Annie.....Wander Co.  
Ma Perkins.....Procter & Gamble  
Margot of Castlewood.....Quaker Oats  
Story of Mary Marlin...Procter & Gamble  
Sunday Afternoon with

Smilin' Ed McConnell.Acme White Lead

Today's Children.....Pillsbury

Tom Mix and His Ralston

Straight Shooters.....Ralston Purina

Vic and Sade.....Procter & Gamble

While the City Sleeps.....Bowey's

Woman in White.....Pillsbury

**NBC, FROM CINCINNATI, EVENING**

(1 program; 14.25 station hours per week)  
Vocal Varieties.....Lewis-Howe

**NBC, FROM CINCINNATI, DAYTIME**

(2 programs; 21.5 station hours per week)  
Armco Iron Master.American Rolling Mills  
Smoke Dreams.....H. Fendrich, Inc.

**NBC, FROM HOLLYWOOD, EVENING**

(30 programs; 924.25 station hours per week)

Amos 'n' Andy.....Campbell  
Baker's Broadcast.....Standard Brands  
Burns and Allen.....General Foods  
Chase and Sanborn Program,

Standard Brands

Fibber McGee and Molly...S. C. Johnson

Gilmore Circus.....Gilmore Oil

Good News of 1938.....General Foods

Hollywood Mardi Gras.....Packard

Hollywood News.....Emerson Drug

Jell-O Program Starring Jack Benny,

General Foods

Jimmy Fidler.....Procter & Gamble

Kraft Music Hall.....Kraft-Phenix

Log Cabin Jamboree.....General Foods

Lum and Abner...Horlick's Malted Milk

Mickey Mouse Theatre.....Pepsodent

One Man's Family.....Standard Brands

Passing Parade.....Union Oil Co.

Royal Gelatin Hour...Standard Brands

Richfield Reporter.....Richfield Oil

Ry-Krisp Presents Marion Talley,

Ralston Purina

Signal Carnival.....Signal Oil

Sid Skolsky.....Emerson Drug

Those We Love.....Lamont Corliss

Thrills.....Union Oil

Town Hall Tonight.....Bristol-Myers

Vanity Fair.....Campana Sales

Walter Winchell.....Andrew Jergens

Welch Presents Irene Rich,

Welch Grape Juice

Woodbury's Hollywood Playhouse,

Jergens-Woodbury

Your Hollywood Parade,

American Tobacco

**NBC, FROM HOLLYWOOD, DAYTIME**

(3 programs; 42 station hours per week)

Best of the week..Globe Grain and Milling

Candid Woman.....Pepsodent

How to Be Charming....Sterling Products

**NBC, FROM NEW YORK, EVENING**

(46 programs; 1146.25 station hours per week)

Alias Jimmy Valentine.....Larus & Bro.

American Album of Familiar Music,

Sterling Products

Arden Hour of Charm...Elizabeth Arden

Behind Prison Bars.....Wm. R. Warner

Believe It or Not.....General Foods

Cheer Up, America.....Mennen Co.

Chesterfield Daily Sports Column,

Liggett & Myers

Cities Service Concert.....Cities Service

Dale Carnegie....Colgate-Palmolive-Peet

Death Valley Days....Pacific Coast Borax

## ORIGINATION OF NBC COMMERCIALS—Continued

<p>Dorothy Thompson,              American Cigarette &amp; Cigar          Dorothy Thompson—With People in              the News..American Cigarette &amp; Cigar          Easy Aces.....American Home Products          Fireside Recitals.....American Radiator          For Men Only.....Bristol-Myers          General Electric Hour of Charm,              General Electric          General Motors Concerts..General Motors          Grand Central Station.....Lambert          Horace Heidt and His Brigadiers,              Stewart-Warner          Husbands and Wives.....Lamont Corliss          Jello-O Summer Show....General Foods          Jim McWilliams' Question Bee,              G. Washington Coffee          Johnny Presents.....Philip Morris          Lowell Thomas.....Sun Oil          Kay Kyser's Musical Class and Dance,              American Tobacco          Manhattan After Dark....Emerson Drug          Manhattan Merry-Go-Round,              Sterling Products          March of Time..Time, Inc., and Servel, Inc.          Melody Puzzles.....American Tobacco          Metropolitan Opera Auditions              of the Air.....Sherwin-Williams          Mr. Keen, Tracer of Lost Persons,              American Home Products          Royal Crown Revue...Royal Crown Cola          Royal Gelatin Hour.....Standard Brands          Sealtest Rising Musical Stars....Sealtest          Sunday Night Party.....Sealtest          Sweetest Love Songs Ever Sung,              Sterling Products          Time of Your Life.....Gruen Watch          Time to Shine.....Griffin Mfg. Co.          Tommy Dorsey's Orchestra,              Brown &amp; Williamson          Town Hall Tonight.....Bristol-Myers          True Story Court of Human Relations,              Macfadden          Voice of Firestone.....Firestone          Vox Pop.....Cummer Products          Walter Winchell.....Andrew Jergens          Waltz Time.....Sterling Products          Your Hit Parade.....American Tobacco</p>	<p>Just Plain Bill and Nancy,              American Home Products          Kitchen Cavalcade.....C. F. Mueller          Lorenzo Jones.....Sterling Products          Magic Key of RCA.....Radio Corp.          Mrs. Wiggs of the Cabbage Patch,              American Home Products          Mystery Chef.....Regional Advertisers          O'Neills, The.....Procter &amp; Gamble          On Broadway.....General Foods          Pepper Young's Family..Procter &amp; Gamble          Radio Newsreel.....Cummer Products          Road of Life.....Procter &amp; Gamble          Singing Lady.....Kellogg          Terry and the Pirates.....Bowey's          Thatcher Colt Mysteries,              Packer's Tar Soap          There Was a Woman,              Glass Container Assn.          Travel Talks by Malcolm La Prade,              Thomas Cook          Wife Saver.....Manhattan Soap          Your Family and Mine.....Sealtest</p>
<p><b>NBC, FROM PHILADELPHIA,          EVENING</b>          (1 program; 23 station hours per week)          Philadelphia Orchestra...Group of Banks</p>	
<p><b>NBC, FROM SAN FRANCISCO,          EVENING</b>          (7 programs; 23.75 station hours per week)          Good Morning Tonight,              Alber Bros. Milling          Hawthorne House.....Wesson Oil          I Want a Divorce.....Sussman Wormser          Night Editor.....Cardinet Candy          Signal Carnival.....Signal Oil          Standard Symphony..Standard Oil of Cal.          Treasure Island.....Owl Drug</p>	
<p><b>NBC, FROM SAN FRANCISCO,          DAYTIME</b>          (9 programs; 67 station hours per week)          Dr. Kate.....Sperry Flour          Garden Guide.....Pacific Guano          Hughesreel.....Borden Co.          Mrs. Garrie Griswold and              The Vaquero.....Oxo, Ltd.          Peter's Surprise Party...Peters Shoe Co.          Prof. Puzzlewit.....Gallenkamp Stores          Sperry Daytime Specials..Sperry Flour Co.          Standard School Broadcast,              Standard Oil of Cal.          Woman's Magazine of the Air,              Lamont Corliss</p>	
<p><b>NBC, FROM WASHINGTON, D. C.,          EVENING</b>          (1 program; 27.25 station hours per week)          Gen. Hugh S. Johnson,              Grove Laboratories</p>	
<p><b>NBC, FROM NEW YORK, DAYTIME</b>          (29 programs; 816.5 station hours              per week)          Backstage Wife.....Sterling Products          Benjamin Moore Triangle Club,              Benjamin Moore          Bicycle Party.....Cycle Trades          David Harum.....B. T. Babbitt          Dick Tracy.....Quaker Oats          Dog Heroes.....Modern Food Process          Goldbergs, The.....Procter &amp; Gamble          Gospel Singer.....Procter &amp; Gamble          Hello, Peggy.....Drackett          Homemakers Exchange,              National Ice Advertising          John's Other Wife,              American Home Products</p>	

# COMMERCIAL NETWORK PROGRAMS

## SEASON OF 1937-1938

All programs included in this listing were broadcast at some time between June 1, 1937, and May 1, 1938. Data pertains solely to that interval. It has been checked with networks and agencies.

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

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

1. All time is Eastern Time unless otherwise noted.
2. In the cross-references, sponsors are filed by the usual procedure; but players are filed by **FIRST NAMES**. This is similar to the methodology employed in the "Program Titles" section. This method is used because it has been found to simplify the cross-references, and also give full weight to actors' full names. Thus, Bing Crosby will be found under "B" and not under "C."
3. The commercial programs of the NBC Red and Blue, Columbia, and Mutual are included. No regional network programs are listed, unless they are found on the books and account sheets of the three major chains.

### A

**Acme White Lead & Color Works**  
(See "Sunday Afternoon with Smilin'  
Ed McConnell")

**Admiracion Laboratories, Inc.**  
(See "Tim and Irene")

#### Adventures of Dari Dan

**Sponsor:** Bowey's, Inc. (Dari-Rich Chocolate Flavored Milk).

**Agency:** Russell C. Comer Advertising Co.  
**Origination:** Chicago.

**Air Time:** Monday, Wednesday and Friday, 5:15 to 5:30 p.m. (repeat from 5:45 to 6 p.m.).

**Network:** NBC Red; 17 stations.

**Production:** E. Marshall.

**Script Writer:** Finney Briggs.

**Talent:** Finney Briggs, Cecil Ray, Forrest Lewis.

**Agency Director:** R. A. Sorensen.

**Announcer:** Fort Pearson.

**Length of Run:** March 1, 1936, to Nov. 1, 1937 (replaced by "Terry and the Pirates").

#### Agnes Moorehead

(See "Ben Bernie and All the Lads")

(See "Big Sister")

(See "March of Time")

(See "Monday Night Show")

(See "The Shadow")

(See "Terry and the Pirates")

(See "There Was a Woman")

#### Al Jolson

(See "Rinso Program Starring Al Jolson")

#### Al Pearce

(See "Watch the Fun Go By")

#### Alan Prescott

(See "The Wife Saver")

#### A. L. Alexander

(See "True Story Court of Human Relations")

#### Alber Bros. Milling Co.

(See "Good Morning Tonight")

#### Alexander Smallens

(See "Sealtest Rising Musical Stars")

#### Alfred Wallenstein

(See "The Voice of Firestone")

#### Alias Jimmy Valentine

**Sponsor:** Larus & Brother Co. (Edgeworth Tobacco).

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

**Origination:** New York.

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

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

**Production:** Frank and Anne Hummert.

**Script Writers:** Frank and Anne Hummert.

**Talent:** Bert Lytell, Elizabeth Day, Helene Dumas, Lester Jay, P. Nugent, J. McBride, M. Herman, E. Lattimer, L. Curley.

## NETWORK COMMERCIALS—Continued

**Agency Director:** Martha Atwell.  
**Announcer:** Ford Bond.  
**Conductor:** Al Rickey.  
**Length of Run:** Started Jan. 18, 1938.

### Alice Faye

(See "Music from Hollywood")

### Alice Frost

(See "On Broadway")

### Alice Lowe Miles

(See "Husbands and Wives")

### Allis Chalmers Mfg. Co.

(See "Renfro Barn Dance")

### American Album of Familiar Music

**Sponsor:** Bayer Aspirin.  
**Agency:** Blackett-Sample-Hummert, Inc.  
**Origination:** New York.  
**Air Time:** Sunday, 9:30 to 10 p.m.  
**Network:** NBC Red; 57 stations.  
**Production:** Frank Hummert.  
**Script Writer:** Frank Hummert.  
**Talent:** Jean Dickenson, Frank Munn, Louise Florea, Arden and Arden, Bertrand Hirsch (violinist), Gus Haenschen's Orchestra.  
**Agency Director:** Frank Hummert.  
**Announcer:** Howard Claney.  
**Conductor:** Gus Haenschen.  
**Length of Run:** Started Oct. 11, 1931.

### American Bird Products

(See "American Radio Warblers")

### American Can Co.

(See "Ben Bernie and All the Lads")

### American Chicle Co.

(See "Lou Little Football Forecast")

### American Cigarette & Cigar Co. (Pall Mall)

(See "Dorothy Thompson")  
(See "Dorothy Thompson—With People in the News")

### American Radiator Co.

(See "Fireside Recitals")

### American Radio Warblers

**Sponsor:** American Bird Products.  
**Agency:** Weston-Barnett, Inc.  
**Origination:** WGN, Chicago.  
**Air Time:** Sunday, 11:45 to 12 noon (repeat from 2:15 to 2:30 p.m.).

**Network:** Mutual; WGN, Chicago; WHKC, Columbus; KFEL, Denver; (WCLE, Cleveland; KWK, St. Louis; WTCN, Minneapolis and KTRH, Houston, on repeat show).

**Length of Run:** Oct. 10, 1937 to May 8, 1938.

### American Rolling Mills Co.

(See "Armco Iron Master")

### American Tobacco (Lucky Strike)

(See "Design for Happiness")

(See "Kay Kyser's Musical Class and Dance")

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

(See "Melody Puzzles")

(See "Your Hit Parade")

(See "Your Hollywood Parade")

(See "Your News Parade")

### Amos 'n' Andy

**Sponsor:** The Pepsodent Co. (Pepsodent Toothpaste, Antiseptic).  
**Agency:** Lord & Thomas, Inc.  
**Origination:** Hollywood (and Chicago).  
**Air Time:** Monday through Friday, 7 to 7:15 pm. (repeat from 11 to 11:15 p.m.).  
**Network:** NBC Red; 41 stations.  
**Production:** Carl Stanton.  
**Script Writers:** Freeman Gosden, Charles Correll.  
**Talent:** Freeman Gosden (Amos) and Charles Correll (Andy).  
**Agency Director:** Basil Loughrane.  
**Announcer:** Bill Hay.  
**Conductor:** Joseph Gallicchio.  
**Length of Run:** Aug. 19, 1929, to Dec. 31, 1937.

### Amos 'n' Andy

**Sponsor:** Campbell Soup Co.  
**Agency:** Ward Wheelock Co.  
**Origination:** Hollywood.  
**Air Time:** Monday through Friday, 7 to 7:15 p.m. (repeat from 11 to 11:15 p.m.).  
**Network:** NBC Red; 43 stations.  
**Production:** Diana Bourbon (of the agency).  
**Script Writers:** Freeman Gosden, Charles Correll.  
**Talent:** Freeman Gosden (Amos), Charles Correll (Andy).  
**Agency Director:** Diana Bourbon.  
**Announcer:** Bill Hay.  
**Conductor:** Gaylord Garter (organist).  
**Length of Run:** Started Jan. 3, 1938.

## NETWORK COMMERCIALS—Continued

### Anacin Co.

(See "Easy Aces")

(See "Hammerstein Music Hall")

(See "Just Plain Bill and Nancy")

(See "Our Gal Sunday")

### Andre Kostelanetz

(See "Chesterfield Presents")

### Angelus Lipstick and Rouge

(See "John's Other Wife")

### Anne Jamison

(See "Hollywood Hotel")

### Arden, Elizabeth

(See "Arden Hour of Charm")

### Arden Hour of Charm

**Sponsor:** Elizabeth Arden.

**Agency:** Cecil, Warwick & Legler, Inc.

**Origination:** New York.

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

**Network:** NBC Blue; 33 stations.

**Talent:** Eddie Duchin's Orchestra, Stuart Allen, Lisa Sergio (Voice of Elizabeth Arden).

**Conductor:** Eddy Duchin.

**Length of Run:** Sept. 29, 1937, to Dec. 22, 1937.

### Arden Hour of Charm

**Sponsor:** Elizabeth Arden.

**Agency:** Cecil, Warwick & Legler, Inc.

**Origination:** KHJ, Hollywood and WOR, New York.

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

**Network:** Mutual; 32 stations.

**Production:** Howard Barnes (Mutual), Preston Pumphrey (of the agency), Ward Byron (on the Coast).

**Talent:** Eddie Duchin Orchestra, Del Casino.

**Agency Director:** Preston Pumphrey; Ward Byron (on the Coast).

**Announcer:** William Perry.

**Conductor:** Eddy Duchin.

**Length of Run:** Dec. 28, 1937, to March 22, 1938.

### Armco Iron Master Program

**Sponsor:** American Rolling Mills Co.

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

**Origination:** WLW, Cincinnati.

**Air Time:** Sunday, 3:30 to 4 p.m.

**Network:** NBC Blue; 25 stations.

**Production:** John Prosser, Gordon Waltz.

**Script Writers:** Harry Hartwick, Dave Gudebrod.

**Talent:** Dr. Frank Simon and band.

**Agency Director:** John Prosser.

**Announcer:** Douglas Browning.

**Conductor:** Dr. Frank Simon.

**Length of Run:** Contract started Oct. 28,

1935; present series began Jan. 2, 1938.

### Arnold Grimm's Daughter

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

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

**Origination:** Chicago.

**Air Time:** Monday through Friday, 1:30 to 1:45 p.m.

**Network:** CBS; 32 stations.

**Script Writer:** Margaret Sangster.

**Talent:** Margaret Shanna, Verne Smith, Jeanne Juvelier, Jeanne Dixon, Mento Everitt, Butler Manderville, Genelle Gibbs, Don Merrifield, Gertrude Bondhill, Florence Ravenal, Orin Brandon.

**Agency Director:** Ed Morse.

**Announcer:** J. Simms.

**Length of Run:** Started July 5, 1937.

### Arthur Godfrey

**Sponsor:** The Barbasol Co.

**Agency:** Erwin Wasey Co.

**Origination:** WJSV, Washington.

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

**Network:** CBS; 24 stations on Monday, 32 stations on Friday.

**Production:** Erwin Wasey Co.

**Talent:** Arthur Godfrey, John Salb.

**Agency Director:** John Schultz.

**Length of Run:** Started Jan. 24, 1938.

### Arthur Godfrey

**Sponsor:** The Barbasol Co.

**Agency:** Erwin Wasey Co.

**Origination:** WOR, New York.

**Air Time:** Friday, 7:45 to 8 p.m.

**Network:** Mutual; 41 stations.

**Production:** Erwin Wasey Co.

**Talent:** Arthur Godfrey, John Salb.

**Agency Director:** John Schultz.

**Length of Run:** Oct. 29, 1937, to Jan. 21, 1938.

### Atlantic Sportcast

**Sponsor:** Atlantic Refining Co.

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

**Origination:** WEEL, Boston.

**Air Time:** Friday, 6:15 to 6:30 p.m.

**Network:** CBS; 5 stations.

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

**Script Writer:** Al Helfer.

**Talent:** Al Helfer.

**Agency Directors:** Robert Burlen and Les Quailey.

**Announcer:** Al Helfer.

**Length of Run:** Sept. 25, 1937, to Dec. 14, 1937.

## NETWORK COMMERCIALS—Continued

### Attorney-at-Law

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

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

**Origination:** Chicago.

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

**Network:** NBC Blue; 14 stations.

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

**Script Writer:** Jim Pease (later John Young).

**Talent:** Jim Ameche, Frances Carlon, June Meredith, Lucy Gilman, Fred Sullivan, Grace Lockwood Bailey, Margaret Fuller (replaced by Betty Lou Gerson), Ethel Owen.

**Agency Director:** Helen Wing.

**Announcer:** Fort Pearson.

**Length of Run:** Started Jan. 3, 1938.

### Aunt Jemima's Cabin at the Crossroads

**Sponsor:** Quaker Oats Co.

**Agency:** Lord & Thomas, Inc.

**Origination:** Chicago.

**Air Time:** Monday through Friday, 10:15 to 10:30 a.m. (rebroadcast 11:15 to 11:30 a.m.) (change of time March 14, 1938, to 10 to 10:15 a.m. with rebroadcast from 11 to 11:15 a.m.).

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

**Production:** Gil Gibbons.

**Script Writer:** L. T. Weinrott.

**Talent:** Harriett Widmer, Roy Brower, Forrest Lewis, Vance McCune, Noble Cain's Chorus, Etta Moten, Sammy Williams' Instrumental Trio.

**Agency Director:** Basil Loughrane.

**Announcer:** Charles Lyon.

**Conductor:** Noble Cain.

**Length of Run:** Started Aug. 31, 1937.

### Aunt Jenny's Real Life Stories

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

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

**Origination:** New York.

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

**Network:** CBS; 56 stations.

**Production:** Handled by the agency.

**Script Writers:** Various free lance.

**Talent:** Edith Spencer, Elsie Thompson, organist, and dramatic cast.

**Agency Director:** John Loveton.

**Announcer:** Dan Seymour.

**Conductor:** Elsie Thompson (organist).

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

## B

### Babbit, B. T. (Bab-O)

(See "David Harum")

### Bachelor's Children

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

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

**Origination:** Chicago.

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

**Network:** CBS; 18 stations.

**Production:** Russ Young.

**Script Writer:** Bess Flynn.

**Talent:** Hugh Studebaker, Olan E. Soule, Patricia Dunlap, Milton Charles, Paula McClain, Marie Nelson, Marjorie Hannan.

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

**Announcer:** Russ Young.

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

### Bachelor's Children

**Sponsor:** Cudahy Packing Co.

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

**Origination:** WGN, Chicago.

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

**Network:** Mutual; WGN, Chicago and WHB, Kansas City.

**Production:** Russ Young.

**Script Writer:** Bess Flynn.

**Talent:** Hugh Studebaker, Marjorie Hannan, Patricia Dunlap, Marie Nelson, Olan E. Soule.

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

**Announcer:** Russ Young.

**Length of Run:** Started Sept. 9, 1935.

### Backstage Wife

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

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

**Origination:** New York.

**Air Time:** Monday through Friday, 11:15 to 11:30 a.m. (April 25, 1938, time changed to 4 p.m.).

**Network:** NBC Red; 25 stations.

**Production:** Anne and Frank Hummert.

**Script Writers:** Anne and Frank Hummert (script supervisors).

**Talent:** Vivian Fridell, Ken Griffen.

**Agency Director:** Blair Walliser.

**Length of Run:** Present series started Sept. 14, 1936.

### Baker's Broadcast, The

**Sponsor:** Standard Brands, Inc. (Yeast).

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

**Origination:** Hollywood.

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

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



## NETWORK COMMERCIALS—Continued

**Production:** J. Walter Thompson Co.  
**Script Writer:** Lynne McManus.  
**Talent:** Harriet Hilliard, Feg Murray, Ozzie Nelson's Orchestra, guests.  
**Agency Director:** John Christ.  
**Announcer:** John Hiestand.  
**Conductor:** Ozzie Nelson.  
**Length of Run:** Started Oct. 6, 1935.

### Bank of America Natl. Trust & Savings Assn.

(See "Newstime with Sam Hayes")

#### Barbara Luddy

(See "First Nighter")

#### Barbasol Co.

(See "Arthur Godfrey")

(See "Mary Jane Walsh")

#### Barnsdall Refining Corp.

(See "Fun Bug")

#### Barry McKinley

(See "Romantic Rhythms")

(See "Time to Shine")

#### Bayer Aspirin

(See "American Album of Familiar Music")

(See "Famous Actors' Guild Presents 'Second Husband'")

#### Beatrice de Sylvara

(See "How to Be Charming")

#### Beatrice Fairfax

**Sponsor:** Hecker Corp. (Silver Dust and Gold Dust).

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

**Origination:** WOR, New York.

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

**Network:** Mutual; 32 stations.

**Production:** Johnny Martin (of the agency).

**Script Writers:** Beatrice Fairfax, Johnny Martin.

**Talent:** Beatrice Fairfax, Lee Cronican, dramatic cast.

**Agency Director:** Johnny Martin.

**Announcer:** Lee Cronican.

**Length of Run:** Aug. 31, 1937 to Feb. 25, 1938.

#### Behind Prison Bars

**Sponsor:** William R. Warner Co. (Sloan's Liniment).

**Agency:** Cecil, Warwick & Legler, Inc.

**Origination:** New York.

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

**Network:** NBC Blue; 31 stations.

**Production:** Howard Nussbaum.

**Script Writer:** Edward Hale Bierstadt.

**Talent:** Warden Lewis E. Lawes, dramatic cast.

**Agency Director:** Preston Pumphrey.

**Announcer:** Ben Grauer.

**Length of Run:** Original contract started January, 1933; present series began Oct. 18, 1937, replacing "20,000 Years in Sing Sing," and ended April 11, 1938.

#### Believe It or Not

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

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

**Origination:** New York.

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

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

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

**Talent:** Robert L. Ripley, B. A. Rolfe's Orchestra, dramatic cast, guests.

**Agency Director:** Kenneth MacGregor.

**Announcer:** Ford Bond.

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

**Length of Run:** Started July 16, 1937.

#### Ben Bernie and All the Lads

**Sponsor:** American Can Co.

**Agency:** Fuller & Smith & Ross, Inc.

**Origination:** Various points.

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

**Network:** NBC Blue; 57 stations.

**Production:** Harry Weiler.

**Script Writer:** Harry Weiler.

**Talent:** Ben Bernie Orchestra, guests.

**Agency Director:** Harry Weiler.

**Announcer:** Various announcers.

**Conductor:** Ben Bernie.

**Length of Run:** Oct. 29, 1935 to Oct. 19, 1937.

#### Ben Bernie and All the Lads

**Sponsor:** U. S. Tire Dealers Mutual Corporation.

**Agency:** Campbell-Ewald Co. of New York, Inc.

**Origination:** New York.

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

**Network:** CBS; 80 stations.

**Production:** Henry Souvaine (for the agency).

**Script Writers:** Park Levy, Alan Lipscomb, Al Miller.

**Talent:** Ben Bernie, Lew Lehr, Buddy Clark, Agnes Moorehead, orchestra and double quartet.

**Agency Director:** R. F. Field.

**Announcer:** Ralph Edwards.

**Conductor:** Al Evans.

**Length of Run:** Started Jan. 12, 1938; present contract runs to July 6, 1938.

## NETWORK COMMERCIALS—Continued

### Beneficial Management Co.

(See "Your Unseen Friend")

### Benjamin Moore Triangle Club

**Sponsor:** Benjamin Moore & Co.  
**Agency:** None.  
**Origination:** New York.  
**Air Time:** Monday, 11:45 a.m. to noon.  
**Network:** NBC Red; 33 stations.  
**Production:** Aldo Ghisalbert (NBC).  
**Script Writers:** Betty Moore, Virginia Young.  
**Talent:** Betty Moore, Robert S. Keller, organist.  
**Agency Director:** Fred Thrower (NBC).  
**Announcer:** Hjerluf Provensen.  
**Length of Run:** Original contract started May 8, 1929; present contract started Jan. 3, 1938.

### Benny Friedman

(See "Sunday Morning Quarterback")

### Benny Goodman's Swing School

**Sponsor:** R. J. Reynolds Tobacco Co. (Camel Cigarettes, Prince Albert Smoking Tobacco).  
**Agency:** William Esty & Co.  
**Origination:** New York.  
**Air Time:** Tuesday, 10 to 10:30 p.m. (beginning March 29, 1938, 9:30 to 10 p.m.).  
**Network:** CBS; 84 (later 92) stations.  
**Production:** Handled by the agency.  
**Script Writer:** James Bloodworth.  
**Talent:** Benny Goodman Orchestra and Martha Tilton (vocalist).  
**Agency Director:** Harry Holcombe.  
**Announcer:** Dan Seymour.  
**Conductor:** Benny Goodman.  
**Length of Run:** Started Dec. 29, 1936.

### Bert Gordon

(See "Cantor's Camel Caravan")

(See "Texaco Town")

### Best of the Week, The

**Sponsor:** Globe Grain & Milling Co.  
**Agency:** Dan B. Miner Co., Inc.  
**Origination:** Hollywood.  
**Air Time:** Wednesday and Friday, 11:45 a.m. to noon PST.  
**Network:** NBC Red; 7 stations.  
**Production:** NBC.  
**Script Writers:** Clinton Twiss, Joe Parker.  
**Talent:** Clinton Twiss, Joe Parker.  
**Length of Run:** Started Oct. 17, 1937.

### Betty and Bob

**Sponsor:** General Mills, Inc. (Wheaties).  
**Agency:** Blackett-Sample-Hummert, Inc.  
**Origination:** Chicago.

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

**Network:** CBS; 32 stations.

**Production:** Courtenay Savage.

**Script Writer:** Knowles Entrikin.

**Talent:** Alice Hill (Betty), Spencer Bentley (Bob), Edith Davis, Cornelius Peoples.

**Agency Director:** Courtenay Savage.

**Announcer:** Don Hancock.

**Length of Run:** Started Oct. 10, 1932.

### Betty Crocker

**Sponsor:** General Mills, Inc. (Softasilk, and Kitchen Tested Flour).

**Agency:** Knox Reeves, Inc.

**Origination:** Chicago.

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

**Network:** CBS; 33 stations.

**Production:** CBS.

**Talent:** Betty Crocker.

**Agency Director:** Helen A. Brown.

**Announcer:** Dick Post.

**Length of Run:** Started June 1, 1936.

### Bicycle Party

**Sponsor:** Cycle Trades of America, Inc.

**Agency:** Campbell-Ewald Co. of New York, Inc.

**Origination:** New York.

**Air Time:** Sunday, 3:30 to 4 p.m.

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

**Production:** Henry Souvaine, Inc. (for the agency).

**Script Writers:** Henry Souvaine, Inc.

**Talent:** Bill Slater, Bert Whaley, Swor and Lubin, Hugo Mariani's Orchestra, guests.

**Agency Director:** Russell Wilks.

**Conductor:** Hugo Mariani.

**Length of Run:** Sept. 26, 1937, to Dec. 19, 1937.

### Big Sister

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

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

**Origination:** New York.

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

**Network:** CBS; 64 stations.

**Production:** Handled by the agency.

**Script Writer:** Lilian Lauferty.

**Talent:** Alice Frost, Junior O'Day, Heila Stoddard, Martin Gabel, Bill Johnstone, Agnes Moorehead, Teddy Bergman, Alfred Swenson.

**Agency Director:** Herschel Williams.

**Announcer:** Fred Uttal.

**Conductor:** Organist, varies.

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

## NETWORK COMMERCIALS—Continued

### Big Town

**Sponsor:** Lever Brothers Co. (Rinso).  
**Agency:** Ruthrauff & Ryan, Inc.  
**Origination:** Hollywood.  
**Air Time:** Friday, 8 to 8:30 p.m. (rebroadcast from 12:30 to 1 a.m.).  
**Network:** CBS; 60 stations.  
**Production:** Handled by agency.  
**Script Writers:** Ray Buffum (chief); also Ed Verdier, Harry Kronman and Paul Schofield.  
**Talent:** Edward G. Robinson, Claire Trevor, dramatic cast.  
**Agency Director:** Clark Andrews.  
**Announcer:** Carlton Kadell.  
**Conductor:** Phil Ohman.  
**Length of Run:** Started Oct. 19, 1937.

### Bing Crosby

(See "Kraft Music Hall")

### Bi-So-Dol

(See "Just Plain Bill and Nancy")  
(See "Mr. Keen, Tracer of Lost Persons")

### Boake Carter

**Sponsor:** Philco Radio & Television Corp.  
**Agency:** Hutchins Advertising Co.  
**Origination:** WCAU, Philadelphia.  
**Air Time:** Monday, Wednesday and Friday, 7:45 to 8 p.m. (repeat from 11:15 to 11:30 p.m.).  
**Network:** CBS; 60 stations.  
**Production:** M. S. Hutchins (of the agency).  
**Script Writer:** Boake Carter.  
**Talent:** Boake Carter.  
**Length of Run:** Jan. 2, 1933, to Feb. 18, 1938.

### Boake Carter Program

**Sponsor:** General Foods (Post Toasties and Huskies).  
**Agency:** Benton & Bowles, Inc.  
**Origination:** Philadelphia.  
**Air Time:** Monday through Friday, 6:30 to 6:45 p.m. (repeat from 8:45 to 9 p.m.).  
**Network:** CBS; 82 stations.  
**Script Writer:** Boake Carter.  
**Talent:** Boake Carter.  
**Agency Director:** Chester MacCracken.  
**Announcer:** Erik Rolf.  
**Length of Run:** Started Feb. 28, 1938.

### Bob Baker

(See "Hollywood in Person")

### Bob Becker

**Sponsor:** John Morrell & Co.  
**Agency:** Henri, Hurst & McDonald, Inc.  
**Origination:** Chicago.  
**Air Time:** Sunday, 2 to 2:15 p.m.  
**Network:** NBC Red; 19 stations.

**Production:** Blair Walliser.  
**Script Writers:** Bob Becker, Marguerite Lyon.  
**Talent:** Bob Becker, David Dole, Irma Glen, dramatic cast.  
**Agency Director:** Frank W. Ferrin.  
**Announcer:** Pierre Andre.  
**Length of Run:** Jan. 9, 1938, to April 3, 1938.

### Bob Burns

(See "Kraft Music Hall")

### Borden Co.

(See "Hughesreel")

### Bowey's, Inc.

(See "Adventures of Dari Dan")  
(See "Terry and the Pirates")  
(See "While the City Sleeps")

### Boyle, A. S., Co. (Old English Floor Wax)

(See "Mrs. Wiggs of the Cabbage Patch")  
(See "Romance of Helen Trent")

### Brewers' Radio Show Assn.

(See "Monday Night Show")

### Bristol-Myers Co.

(See "For Men Only" for Vitalis)  
(See "Town Hall Tonight" for Ipana and Sal Hepatica)

### Brown & Williamson (Raleigh; Kool)

(See "Neal O'Hara's Radio Gazette")  
(See "Tommy Dorsey's Orchestra")

### Budd Hulick

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

### Buddy Clark

(See "Ben Bernie and All the Lads")  
(See "Design for Happiness")

### Burns and Allen

**Sponsor:** General Foods Corp. (Grape-nuts).  
**Agency:** Young & Rubicam, Inc.  
**Origination:** Hollywood.  
**Air Time:** Monday, 8 to 8:30 p.m. (repeat from 10:30 to 11 p.m.).  
**Network:** NBC Red; 71 stations.  
**Production:** Everard Meade (of the agency).  
**Script Writers:** John Medbury, Willie Burns.  
**Talent:** George Burns, Gracie Allen, Tony Martin, John Conte, Ray Noble's Orchestra (Jan Garber's Orchestra after April 4, 1938).

## NETWORK COMMERCIALS—Continued

**Agency Director:** Everard Meade.  
**Announcer:** John Conte.  
**Conductor:** Ray Noble (Jan Garber after April 4, 1938).  
**Length of Run:** Series started April 12, 1937.

### C

#### Calling All Cars

**Sponsor:** Rio Grande Oil, Inc.  
**Agency:** Hixson-O'Donnell, Inc.  
**Origination:** Hollywood.  
**Air Time:** Tuesday, 7:30 to 8 p.m. PST.  
**Network:** CBS; 3 stations.  
**Production:** Mel Williamson.  
**Script Writer:** Mel Williamson.  
**Talent:** Varies.  
**Agency Director:** Robert M. Hixson.  
**Announcer:** Charles Frederick Lindsley.  
**Conductor:** Wilbur Hatch.  
**Length of Run:** Started Nov. 29, 1933.

#### Campana Sales Co.

(See "First Nighter" for Italian Balm)  
(See "Grand Hotel")  
(See "Vanity Fair")

#### Campbell Cereal Co.

(See "Rube Appleberry")

#### Campbell Soup Co.

(See "Amos 'n' Andy")  
(See "Hollywood Hotel")  
(See "Ken Murray and Oswald")

#### Cantor's Camel Caravan

**Sponsor:** R. J. Reynolds Tobacco Co. (Camels, Prince Albert).  
**Agency:** William Esty & Co., Inc.  
**Origination:** New York (Hollywood after April 18, 1938).  
**Air Time:** Monday, 7:30 to 8:00 p.m. (repeat from 10:30 to 11 p.m.).  
**Network:** CBS; 93 stations.  
**Production:** Vic Knight.  
**Script Writers:** Harry Conn, Sidney Fields.  
**Talent:** Eddie Cantor, Bert Gordon (the Mad Russian), Edgar Fairchild's Orchestra, Fairchild & Carroll, Benny Goodman's Quartet, Walter Wolfe King, guests.  
**Agency Director:** Joe C. Donohue.  
**Announcer:** Walter Wolfe King.  
**Conductor:** Edgar Fairchild.  
**Length of Run:** Started March 28, 1938.

#### Candid Woman

**Sponsor:** Pepsodent Co. (Antiseptic).  
**Agency:** Lord & Thomas, Inc.  
**Origination:** Hollywood.  
**Air Time:** Monday through Friday, 3:15 to

3:30 p.m.; after April 25, 1938, from 2:15 to 2:30 p.m.

**Network:** NBC Red; 5 stations.  
**Production:** Ted Sherdeman (NBC), Jack Runyon (agency).  
**Script Writer:** Ted Sherdeman.  
**Talent:** Ann Stone, Fred Shields, Verna Felton, Cliff Arquette, Wally Maher.  
**Agency Director:** Jack Runyon.  
**Announcer:** John Frazier.  
**Length of Run:** Started March 21, 1938.

#### Carborundum Co.

(See "The Voice of Niagara")

#### Cardinet Candy Co.

(See "Night Editor")

#### Carnation Milk Co.

(See "Contented Hour")

#### Carol Kennedy's Romance

**Sponsor:** H. J. Heinz Co.  
**Agency:** Maxon, Inc.  
**Origination:** New York.  
**Air Time:** Monday through Friday, 11:15 to 11:30 a.m.  
**Network:** CBS; 51 stations.  
**Production:** Robert S. Allison, Jr. (of the agency).  
**Script Writer:** Victor Whitman.  
**Talent:** Gretchen Davidson, Carleton Young, Mitzi Gould, Gene Morgan, Joan Madison.  
**Agency Director:** R. C. Wilson, Jr.  
**Announcers:** Bill Adams, John Reed King.  
**Length of Run:** Aug. 31, 1937, to March 22, 1938.

#### Carson Robison and His Buckaroos

**Sponsor:** E. W. Rose & Co. (for Musterole and Zemo).  
**Agency:** Erwin Wasey Co.  
**Origination:** WOR, New York.  
**Air Time:** Monday, Wednesday and Friday, 11:30 to 11:45 a.m. (repeat from 1:15 to 1:30 p.m.).  
**Network:** Mutual; 48 stations.  
**Production:** Erwin Wasey Co.  
**Script Writer:** Carson Robison.  
**Talent:** Carson Robison, Pearl Mitchell, Bill Mitchell, John Mitchell, Frank Novak.  
**Agency Director:** Innes Harris.  
**Announcer:** Dick Willard.  
**Length of Run:** Started Oct. 4, 1937.

#### Caswell, George W., Co.

(See "Party Bureau")

#### Cavalcade of America

**Sponsor:** E. I. du Pont de Nemours.  
**Agency:** Batten, Barton, Durstine & Osborn, Inc.

## NETWORK COMMERCIALS—Continued

**Origination:** New York.  
**Air Time:** Wednesday, 8 to 8:30 p.m. (repeat from 12 to 12:30 a.m.).  
**Network:** CBS; 45 stations.  
**Production:** Kenneth Webb (of the agency).  
**Script Writers:** Kenneth Webb and staff.  
**Talent:** Don Vorhees' Orchestra, dramatic cast, Dwight Weist (narrator).  
**Agency Director:** Kenneth Webb.  
**Announcer:** Frank Singiser.  
**Conductor:** Don Vorhees.  
**Length of Run:** Started Oct. 9, 1935.

### Channing Pollack

(See "Heinz Magazine of the Air")

### Charles Butterworth

(See "Hollywood Mardi Gras")

### Charles Kullmann

(See "Palmolive Beauty Box Theatre")

### Charley Stookey's Mountain Minstrels

**Sponsor:** Consolidated Drug Trades.  
**Agency:** Benson and Dall, Inc.  
**Origination:** St. Louis.  
**Air Time:** Monday through Friday, 5 to 6 p.m.  
**Network:** Mutual; KWK, St. Louis, WGN, Chicago.  
**Talent:** Charley Stookey, Sunrise Twins, Sleepy Joe, Bill, Joe and Gene.  
**Announcers:** Charley Stookey, Bill McTigue.  
**Conductor:** Charley Stookey.  
**Length of Run:** Nov. 8 to Nov. 26, 1937.

### Chase and Sanborn Program, The

**Sponsor:** Standard Brands, Inc. (Chase and Sanborn Coffee).  
**Agency:** J. Walter Thompson Co.  
**Origination:** Hollywood.  
**Air Time:** Sunday, 8 to 9 p.m.  
**Network:** NBC Red; 62 stations.  
**Production:** J. Walter Thompson Co.  
**Talent:** Don Ameche, Dorothy Lamour, Edgar Bergen, Stroud Twins, Nelson Eddy (replaced by John Carter, Feb. 6, 1938), Robert Armbruster's Orchestra, guests.  
**Announcer:** Wendall Niles.  
**Conductor:** Robert Armbruster.  
**Length of Run:** Contract started Sept. 9, 1928; present program began May 9, 1937.

### Cheer Up, America

**Sponsor:** Mennen Co.  
**Agency:** H. W. Kieswetter Adv. Agency.

**Origination:** New York.  
**Air Time:** Wednesday, 7:45 to 8 p.m.  
**Network:** NBC Red; 5 stations (repeat Thursday from 7:45 to 8 p.m. on WLW only).  
**Production:** H. W. Kieswetter Adv. Agency.  
**Script Writers:** Samm S. Baker, Henry Burbig.  
**Talent:** Henry Burbig, Eugene Conrad, The Funnyboners (trio), Frank Novak's Orchestra, Kay Renwich.  
**Agency Director:** Samm S. Baker, and Adam J. Young, Jr.  
**Announcer:** John Holbrook.  
**Conductor:** Frank Novak.  
**Length of Run:** Jan. 19, 1938, to April 13, 1938.

### Chesebrough Mfg. Co. (Vaseline)

(See "Dr. Christian")

### Chesterfield Daily Sports Column

**Sponsor:** Liggett & Myers Tobacco Co. (Chesterfield).  
**Agency:** Newell-Emmett Co.  
**Origination:** New York.  
**Air Time:** Monday through Saturday, 6:30 to 6:45 p.m.  
**Network:** NBC Red and Blue combination; 50 stations.  
**Production:** Al Williams.  
**Script Writer:** Paul Douglas.  
**Talent:** Paul Douglas.  
**Agency Director:** Donald Langan.  
**Announcers:** Paul Douglas assisted by staff announcer.  
**Length of Run:** Started April 18, 1938; will run to Oct. 2, 1938.

### Chesterfield Presents

**Sponsor:** Liggett & Myers Tobacco Co.  
**Agency:** Newell-Emmett Co.  
**Origination:** New York.  
**Air Time:** Wednesday, 9 to 9:30 p.m.  
**Network:** CBS; 90 stations.  
**Production:** Douglas Coulter (CBS).  
**Script Writers:** Deems Taylor (writes own comment), Paul Douglas (writes opening and closing announcements).  
**Talent:** Andre Kostelanetz's Orchestra, Deems Taylor (commentator), Paul Douglas, guests, Lawrence Tibbett (Dec. 29, 1937, to March 23, 1938), Grace Moore (after March 30, 1938).  
**Agency Director:** Donald Langan.  
**Announcer:** Paul Douglas.  
**Conductor:** Andre Kostelanetz.  
**Length of Run:** Present series started July 6, 1937.

### Chesterfield Program

**Sponsor:** Liggett & Myers Tobacco Co.  
**Agency:** Newell-Emmett Co.

## NETWORK COMMERCIALS—Continued

**Origination:** New York (Hollywood prior to Feb. 4, 1938).

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

**Network:** CBS; 93 stations.

**Production:** Douglas Coulter (CBS).

**Script Writers:** Al Lewis Hank Garson, Tom Langan.

**Talent:** Paul Whiteman and Orchestra, Oliver Wakefield (until March 25, 1938), Joan Edwards, guests.

**Agency Director:** Donald Langan.

**Announcer:** Carlton Kadell (Paul Douglas after Feb. 4, 1938).

**Conductor:** Paul Whiteman.

**Length of Run:** Started Dec. 31, 1937, replacing the Hal Kemp program.

### Chesterfield Sports Resume

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

**Agency:** Newell-Emmett Co.

**Origination:** New York.

**Air Time:** Thursday and Saturday, 6:30 to 6:45 p.m. (repeat from 8:30 to 8:45 p.m.).

**Network:** CBS; 60 stations.

**Production:** Douglas Coulter (CBS).

**Script Writers:** Eddie Dooley, Paul Douglas.

**Talent:** Eddie Dooley, Paul Douglas.

**Agency Director:** Donald Langan.

**Announcer:** Paul Douglas.

**Length of Run:** Sept. 16, 1937, to Dec. 11, 1937.

### Chevrolet Motor Division

(See "Romantic Rhythms")

### Chrysler Corp.

(See "Major Bowes' Amateur Hour")

### Cities Service Concert

**Sponsor:** Cities Service Co.

**Agency:** Lord & Thomas, Inc.

**Origination:** New York.

**Air Time:** Friday, 8 to 9 p.m.

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

**Production:** Lord & Thomas, Inc.

**Talent:** Lucille Manners, Robert Simons, Ross Graham, The Revelers, Rosario Bourdon's Orchestra (latter two groups replaced by Cities Service Singers and Frank Black on Feb. 4, 1938).

**Agency Director:** Edgar G. Sisson, Jr.

**Announcer:** Ford Bond.

**Conductor:** Rosario Bourdon (later Frank Black).

**Length of Run:** Original contract started Feb. 18, 1927.

### Claire Trevor

(See "Big Town")

### Coca-Cola Co.

(See "The Songshop")

### Col. Norman Schwarzkopf

(See "Gang Busters")

### Colgate-Palmolive-Peet

(See "Dale Carnegie, How to Win Friends and Influence People" for Shave Cream)

(See "Gang Busters" for Shave Cream)

(See "Hiltop House" for Palmolive Soap)

(See "Myrt and Marge" for Super Suds)

(See "Palmolive Beauty Box Theatre" for Palmolive Soap)

(See "Stepmother" for Colgate Tooth-powder)

### Commentator's Forum

**Sponsor:** Commentator Magazine.

**Agency:** Cecil, Warwick & Legler, Inc.

**Origination:** WOR, New York.

**Air Time:** Sunday, 9:30 to 9:45 p.m.; Thursday, 10 to 10:15 p.m.

**Network:** Mutual; 12 stations.

**Production:** Preston H. Pumphrey.

**Talent:** Charles Payson, guests.

**Agency Director:** Preston H. Pumphrey.

**Announcer:** Arthur Whiteside.

**Length of Run:** Sept. 17, 1937, to Dec. 19, 1937.

### Commentator Magazine

(See "Commentator's Forum")

### Conrad Nagel

(See "The Silver Theatre")

### Consolidated Drug Trades

(See "Charley Stookey's Mountain Minstrels")

### Contented Hour

**Sponsor:** Carnation Milk. Co.

**Agency:** Erwin Wasey & Co.

**Origination:** Chicago.

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

**Network:** NBC Red; 68 stations.

**Script Writer:** Charles Lewis.

**Talent:** Lullaby Lady, Continental's Quartet, Marek Weber's Orchestra (replacing Dr. Frank Black, Jan. 3, 1938).

**Agency Director:** Holland Engle.

**Announcer:** Vincent Pelletier.

**Conductor:** Marek Weber.

**Length of Run:** Original contract started January 4, 1932.

### Continental Baking Co.

(See "Pretty Kitty Kelly")

### Cook, Thomas, & Son

(See "Travel Talks by Malcolm La Prade")

## NETWORK COMMERCIALS—Continued

### Couple Next Door

**Sponsor:** Procter & Gamble Co.  
**Agency:** Blackett-Sample-Hummert, Inc.  
**Origination:** WGN, Chicago, until Aug. 23, 1937; WOR, New York, beginning Aug. 30, 1937.  
**Air Time:** Monday through Friday, 10:45 to 11 a.m.; beginning Aug. 30, 1937, changed to Monday through Thursday, 2 to 2:15 p.m.  
**Network:** Mutual; WGN, Chicago; WLW, Cincinnati; WOR, New York (beginning Aug. 30, 1937).  
**Script Writer:** Thompson Buchanan.  
**Talent:** Dorothy Gish, Harold Vermilyea.  
**Length of Run:** April 12 to Sept. 16, 1937.

### Court of Human Relations

**Sponsor:** Vadsco Sales Corp.  
**Agency:** Albert M. Ross, Inc.  
**Origination:** WOR, New York.  
**Air Time:** Sunday, 4 to 4:30 p.m.  
**Network:** Mutual; 21 stations.  
**Production:** Ruth Roberts Ross.  
**Script Writer:** Letters from listeners comprise script.  
**Talent:** Wilmer Walter, Wilfred Lytell, Edith Spence, Barbara Weeks, James Meighan, Andy Donnelly, Erik Rolf, Adelaide Klein, Betty Worth, Elizabeth Day.  
**Agency Director:** Ruth Roberts Ross.  
**Announcer:** Tom Slater.  
**Length of Run:** Started Jan. 9, 1938.

### Court of Missing Heirs

**Sponsor:** Skelly Oil Co.  
**Agency:** Blackett-Sample-Hummert, Inc.  
**Origination:** Chicago.  
**Air Time:** Sunday, 10:30 to 11 p.m.  
**Network:** CBS; 19 stations.  
**Production:** Fritz Blocki.  
**Script Writers:** Al Shebel, James Waters.  
**Talent:** Burton Wright, Burr Lee, Dick Wells, dramatic cast.  
**Agency Director:** Mr. Wehmeyer.  
**Announcer:** Tom Shirley.  
**Conductor:** Peter A. Cavallo, Jr.  
**Length of Run:** Started Oct. 11, 1937.

### Crosby Gaige

(See "Kitchen Cavalcade")

### Cudahy Packing Co. (Old Dutch)

(See "Bachelor's Children")

### Cummer Products Co.

(See "Radio Newsreel" for Energine)  
 (See "Vox Pop" for Molle Shaving Cream)

### Cycle Trades of America, Inc.

(See "Bicycle Party")

## D

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

**Sponsor:** Colgate-Palmolive-Peet Co. (Colgate Shave Cream).  
**Agency:** Benton & Bowles of Chicago, Inc.  
**Origination:** New York.  
**Air Time:** Tuesday, 10:45 to 11 p.m.  
**Network:** NBC Red; 30 stations.  
**Production:** Douglas Storer.  
**Script Writer:** Dale Carnegie.  
**Talent:** Dale Carnegie, dramatic cast.  
**Agency Director:** Ed Aleshire.  
**Announcer:** Ben Grauer.  
**Length of Run:** Started Jan. 11, 1938.

### Dan Harding's Wife

**Sponsor:** National Biscuit Co.  
**Agency:** McCann-Erickson, Inc.  
**Origination:** Chicago.  
**Air Time:** Monday through Friday, 9:45 to 10:00 a.m. (change of time on April 25, 1938 to noon to 12:15 p.m.).  
**Network:** NBC Red; 13 stations.  
**Production:** Clinton Stanley.  
**Script Writer:** Ken Robinson.  
**Talent:** Isabel Randolph, Merrill Fugit, Loretta Poynton, Betty Winkler, Pat Murphy.  
**Agency Director:** C. P. Tyler.  
**Announcer:** Les Griffith.  
**Length of Run:** Started January 3, 1938.

### Dave Elman

(See "Hobby Lobby")

### David Harum

**Sponsor:** B. T. Babbitt, Inc. (Bab-O Cleanser).  
**Agency:** Blackett-Sample-Hummert, Inc.  
**Origination:** New York.  
**Air Time:** Monday through Friday, 11 to 11:15 a.m.  
**Network:** NBC Red; 23 stations.  
**Production:** Anne Hummert.  
**Script Writers:** Agency staff writers.  
**Talent:** Wilmer Walter, P. Stewart, Peggy Allenby, James Meighan.  
**Agency Director:** Lester Vail.  
**Announcer:** Ford Bond.  
**Length of Run:** Started Jan. 27, 1936.

### Davis, R. B. (Cocomalt)

(See "Park Ave. Penners")

### Deanna Durbin

(See "Texaco Town")

### Death Valley Days

**Sponsor:** Pacific Coast Borax Co. (Twenty Mule Team Borax).  
**Agency:** McCann-Erickson, Inc.

## NETWORK COMMERCIALS—Continued

**Origination:** New York.  
**Air Time:** Friday, 8:30 to 9 p.m.  
**Network:** NBC Blue; 23 stations.  
**Production:** McCann-Erickson and Edwin Whitney (NBC).  
**Script Writer:** Ruth Cornwall Woodman.  
**Talent:** Harry Humphrey (The Old Ranger), Jean King, Jack MacBryde, Milton C. Herman, James J. VanDyke, Frank Butler, Paul Nugent, Richard Barrows, Geoffrey Bryant.  
**Agency Director:** Dorothy Barstow.  
**Announcer:** George Hicks.  
**Conductor:** Josef Bonime.  
**Length of Run:** Started Sept. 30, 1930.

### Deems Taylor

(See "Chesterfield Presents")

### Delaware, Lackawanna & Western Coal Co. (Blue Coal)

(See "The Shadow")

### Design for Happiness

**Sponsor:** American Tobacco Company.  
**Agency:** Lord & Thomas, Inc.  
**Origination:** New York.  
**Air Time:** Monday, Wednesday, Friday, 6:45 to 7 p.m.  
**Network:** Mutual; 2 stations.  
**Production:** George McGarrett.  
**Script Writer:** John Battle.  
**Talent:** Buddy Clark, Frank Novak's Orchestra.  
**Agency Director:** George McGarrett.  
**Announcer:** Dick Willard.  
**Conductor:** Frank Novak.  
**Length of Run:** Started April 11, 1938.

### Detroit Symphony

(See "Ford Sunday Evening Hour")

### Dick Powell

(See "Your Hollywood Parade")

### Dick Tracy

**Sponsor:** Quaker Oats Co.  
**Agency:** Sherman K. Ellis & Co., Inc. (formerly Fletcher & Ellis, Inc.).  
**Origination:** New York.  
**Air Time:** Monday through Friday, 5 to 5:15 p.m.  
**Network:** NBC Red; 11 stations.  
**Production:** Himan Brown (supervised by Lawrence Holcomb of the agency).  
**Script Writer:** George Lowther.  
**Talent:** Ned Wever, Walter Kinsella, Andy Donnelly, Ed Jerome, Lawson Zerbe, Howard Smith.  
**Agency Director:** Lawrence Holcomb.  
**Announcer:** Howard Claney.  
**Length of Run:** Started Jan. 3, 1938.

### Dr. Allen Roy Dafoe

**Sponsor:** Lehn & Fink (Lysol).  
**Agency:** Lennen & Mitchell, Inc.  
**Origination:** Callander, Ontario, Canada, and WABC, New York.  
**Air Time:** Monday, Wednesday and Friday, 4:45 to 5 p.m.  
**Network:** CBS; 27 stations.  
**Production:** Elizabeth Ready (of the agency).  
**Script Writers:** Frazier Hunt (for Dr. Dafoe), Elizabeth Ready.  
**Talent:** Dr. Allen Roy Dafoe, Hazel Glenn, Betty Garde, Lindsay McPhail's Orchestra.  
**Agency Director:** Elizabeth Ready.  
**Announcer:** John Allen Wolf.  
**Conductor:** Lindsay McPhail.  
**Length of Run:** Oct. 5, 1936, to April 1, 1938.

### Dr. Christian

**Sponsor:** Chesebrough Manufacturing Co. ("Vaseline" Preparations).  
**Agency:** McCann-Erickson, Inc.  
**Origination:** KNX, Hollywood.  
**Air Time:** Sunday, 2:30 to 3 p.m. (repeat from 11:30 to noon).  
**Network:** CBS; 61 stations.  
**Production:** McCann-Erickson, Inc.  
**Script Writer:** Jack Hasty (free lance).  
**Talent:** Jean Hersholt, Rosemary De Camp, Gale Gordon.  
**Agency Director:** Dorothy Barstow (in Hollywood).  
**Announcer:** Arthur Gilmore.  
**Conductor:** Wilbur Hatch.  
**Length of Run:** Nov. 7, 1937, to April 25, 1938.

### Dr. Dollar

**Sponsor:** Vocational Service, Inc.  
**Agency:** Critchfield & Co.  
**Origination:** Chicago.  
**Air Time:** Tuesday, 7:45 to 8 p.m.  
**Network:** NBC Red; 2 stations.  
**Production:** NBC.  
**Script Writer:** Wm. Meredith.  
**Talent:** Carlton Breckert (Dr. Dollar), MacDonald Carey, Sidney Elstrom, Templeton Fox, Mercedes McCambridge, Pat Murphy.  
**Announcer:** Fort Pearson.  
**Length of Run:** Started Dec. 7, 1937.

### Dr. Frank Black

(See "Cities Service Concert")  
(See "Contented Hour")

### Dr. Frank Simon Band

(See "Armco Iron Master")



## NETWORK COMMERCIALS—Continued

### Dr. Kate

**Sponsor:** Sperry Flour Co.  
**Agency:** Westco Advertising Agency.  
**Origination:** San Francisco.  
**Air Time:** Monday through Friday, 1:30 to 1:45 p.m. PST.  
**Network:** NBC Red; 6 stations.  
**Production:** Hal Burdick.  
**Script Writer:** Hal Burdick.  
**Talent:** Cornelia Burdick, Montgomery Mohn, Charles MacAlister, Helen Kleeb and extras.  
**Agency Director:** E. E. Sylvestre.  
**Announcers:** Sam Moore, Archie Presby.  
**Length of Run:** Started Jan. 31, 1938.

### Dr. Karl Reiland

**Sponsor:** Pepperell Manufacturing Co.  
**Agency:** Batten, Barton, Durstine & Osborn, Inc.  
**Origination:** WSB, Atlanta.  
**Air Time:** Friday, 7:15 to 7:30 p.m.  
**Network:** NBC Blue; 35 stations.  
**Production:** Arthur Pryor, Jr.  
**Script Writer:** Dr. Karl Reiland.  
**Talent:** Dr. Karl Reiland.  
**Agency Director:** Arthur Pryor, Jr.  
**Length of Run:** Nov. 5, 1937, to Jan. 28, 1938.

### Dr. Lyon's

(See "Backstage Wife")  
(See "Manhattan-Merry-Go-Round")

### Dog Heroes

**Sponsor:** Modern Food Process Co.  
**Agency:** The Clements Co.  
**Origination:** New York.  
**Air Time:** Sunday, 4:45 to 5 p.m.  
**Network:** NBC Blue; 7 stations.  
**Script Writers:** Robert H. Smith, E. D. Masterman.  
**Talent:** Harry Swan, Effie Palmer, Jeanne Parillo, Stanley Schier, George Crook.  
**Agency Director:** Robert H. Smith.  
**Announcer:** Pat Kelly.  
**Length of Run:** October 6, 1936, to May 25, 1937; resumed Oct. 17, 1937, to April 10, 1938.

### Don Ameche

(See "Chase and Sanborn Program")

### Don Ross

(See "Jell-O Summer Show")

### Donald Dickson

(See "General Motors Concerts")  
(See "Sunday Night Party")

### Dorothy Lamour

(See "Chase and Sanborn Program")

### Dorothy Thompson

**Sponsor:** American Cigarette & Cigar Co. (Pall Mall).  
**Agency:** Compton Advertising, Inc.  
**Origination:** New York.  
**Air Time:** Friday, 10:45 to 11 p.m.  
**Network:** NBC Red; 30 stations.  
**Production:** Norman Dicken.  
**Script Writer:** Dorothy Thompson.  
**Talent:** Dorothy Thompson.  
**Agency Director:** John E. McMillen.  
**Announcer:** Nelson Case.  
**Length of Run:** Started Aug. 6, 1937.

### Dorothy Thompson—With People in the News

**Sponsor:** American Cigarette & Cigar Co. (Pall Mall).  
**Agency:** Compton Advertising, Inc.  
**Origination:** New York.  
**Air Time:** Tuesday, 7:30 to 7:45 p.m.  
**Network:** NBC Blue; 8 stations.  
**Production:** Norman Dicken.  
**Script Writer:** Dorothy Thompson.  
**Talent:** Dorothy Thompson.  
**Agency Manager:** John E. McMillen.  
**Announcer:** Nelson Case.  
**Length of Run:** Started Jan. 4, 1938.

### Double Everything

**Sponsor:** William Wrigley, Jr., Co.  
**Agency:** Frances Hooper Adv. Agency.  
**Origination:** Chicago.  
**Air Time:** Sunday, 6:30 to 7 p.m.  
**Network:** CBS; 66 stations.  
**Production:** Frances Hooper Adv. Agency.  
**Script Writer:** Robert Hafter (CBS).  
**Talent:** Carl Hohengarten's Orchestra, Shaw & Lee, Grenadier Double Quartet, Betty and Jean, Sutton and Bliss.  
**Announcers:** George Watson, George Bailey.  
**Conductor:** Carl Hohengarten.  
**Length of Run:** Started Dec. 26, 1937 (replacing "Romantic Rhythms").

### Drackett Co. (Drano and Windex)

(See "Hello Peggy")

### Duart Sales Co.

(See "Passing Parade")

### DuPont de Nemours, E. I.

(See "Cavalcade of America")

### Durkee Famous Foods, Inc.

(See "Good Afternoon, Neighbors")  
(See "My Secret Ambition")

## NETWORK COMMERCIALS—Continued

### E

#### Easy Aces

**Sponsor:** Anacin Co.  
**Agency:** Blackett-Sample-Hummert, Inc.  
**Origination:** New York.  
**Air Time:** Tuesday, Wednesday, Thursday, 7 to 7:15 p.m.  
**Network:** NBC Blue; 22 stations.  
**Production:** Frank Hummert.  
**Script Writer:** Goodman Ace.  
**Talent:** Mr. and Mrs. Goodman Ace.  
**Agency Director:** Frank Hummert.  
**Announcer:** Ford Bond.  
**Length of Run:** Started Feb. 4, 1935.

#### Ed McConnell

(See "Sunday Afternoon with Smilin' Ed McConnell")

#### Eddie Cantor

(See "Cantor's Camel Caravan")  
 (See "Texaco Town")

#### Eddie Dooley

(See "Chesterfield Sports Resume")

#### Eddy Duchin

(See "Arden Hour of Charm")

#### Edgar Bergen

(See "Chase and Sanborn Program")

#### Edgar Fairchild

(See "Cantor's Camel Caravan")

#### Edgar Guest

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

#### Edward MacHugh

(See "Gospel Singer")

#### Edwin C. Hill

(See "Your News Parade")

#### Edward G. Robinson

(See "Big Town")

#### Edwin I. Reeser

(See "Fun Bug")

#### Eleanor Howe

(See "Homemakers' Exchange")

#### Elsie Hitz

(See "Follow the Moon")

#### Emerson Drug Co.

(See "Hollywood News")

(See "Sid Skolsky—Hollywood News" for Bromo Seltzer)

### Emily Post

**Sponsor:** Florida Citrus Commission.  
**Agency:** Ruthrauff & Ryan, Inc.  
**Origination:** New York.  
**Air Time:** Tuesday and Thursday, 10:30 to 10:45 a.m.  
**Network:** CBS; 38 stations.  
**Production:** Handled by the agency.  
**Script Writer:** Gracia Wood.  
**Talent:** Emily Post, dramatic cast.  
**Agency Director:** George Nobbs.  
**Announcer:** Ralph Edwards.  
**Conductor:** Elsie Thompson.  
**Length of Run:** Started Oct. 21, 1937.

### Erno Rapee

(See "General Motors Concerts")

### Euclid Candy Co. of California

(See "Headlines on Parade")

### F

#### F. & F. Laboratories

(See "Jenny Peabody")

#### Falstaff Brewing Corp.

(See "Public Hero No. 1")

#### Famous Actors' Guild Presents 'Second Husband'

**Sponsor:** Bayer Aspirin.  
**Agency:** Blackett-Sample-Hummert, Inc.  
**Origination:** New York.  
**Air Time:** Tuesday, 7:30 to 8 p.m.  
**Network:** CBS; 31 stations.  
**Production:** Frank and Anne Hummert (of the agency).  
**Script Writers:** Frank and Anne Hummert.  
**Talent:** Helen Menken, dramatic cast.  
**Agency Director:** Lester Vail.  
**Announcer:** Art Millett.  
**Conductor:** Bertrand Hirsch.  
**Length of Run:** Renewed Oct 7, 1937.

#### Famous Fortunes

**Sponsor:** Richland Shoe Co., Division of General Shoe Corp.  
**Agency:** Badger, Browning & Hersey, Inc.  
**Origination:** New York.  
**Air Time:** Tuesday, 7:45 to 8 p.m.  
**Network:** Mutual; 11 stations.  
**Production:** John W. Bates, Jr.  
**Script Writer:** Mrs. Marjorie de Mott.  
**Talent:** Mark Hawley (narrator), Neill O'Malley, Jean Colbert, Raye Wright.  
**Agency Director:** Mrs. Marjorie de Mott.  
**Announcer:** Sidney Walton.  
**Conductor:** Bob Stanley.  
**Length of Run:** Feb. 8, 1938, to May 3, 1938.

## NETWORK COMMERCIALS—Continued

### Famous Jury Trials

**Sponsor:** Mennen Co.  
**Agency:** H. W. Kiesewetter Adv. Agency.  
**Origination:** WLW, Cincinnati.  
**Air Time:** Monday, 10 to 10:45 p.m.  
**Network:** Mutual; WLW, Cincinnati; WGN, Chicago; WOR, New York; WAAB, Boston; WFIL, Philadelphia; KWK, St. Louis.  
**Production:** Robert Carr (WLW).  
**Script Writer:** Samm S. Baker.  
**Talent:** Richard Keith, Sidney Slone, Charles Dameron, Luise Squires, Harry Lang.  
**Agency Director:** Samm S. Baker.  
**Announcer:** Peter Grant.  
**Length of Run:** Sept. 26, 1936, to May 10, 1937; resumed Sept. 28, 1937, to Dec. 20, 1937.

### Fannie Brice

(See "Good News of 1938")

### Featuring Marjorie Mills

**Sponsor:** Maine Development Commission.  
**Agency:** Brooke, Smith, French & Dorrance, Inc.  
**Origination:** WNAC, Boston.  
**Air Time:** Tuesday and Thursday, 1:45 to 2 p.m.  
**Network:** Mutual; 15 stations.  
**Talent:** Marjorie Mills.  
**Agency Director:** Lewis R. Amis.  
**Length of Run:** Sept. 21, 1937, to Dec. 23, 1937.

### Feg Murray

(See "Baker's Broadcast")

### Fels & Co.

(See "Jack Berch and His Boys")  
(See "Tom, Dick and Harry")

### Fendrich, H., Co.

(See "Smoke Dreams")

### Fibber McGee and Molly

**Sponsor:** S. C. Johnson & Son, Inc.  
**Agency:** Needham, Louis & Brorby, Inc.  
**Origination:** Chicago and Hollywood.  
**Air Time:** Monday, 9 to 9:30 p.m. (repeat from midnight to 12:30 a.m.) (changed to Tuesday 9:30 to 10 p.m. on March 15, 1938, with no repeat; repeat added with Daylight Saving Time).  
**Network:** NBC Red; 58 stations.  
**Production:** Cecil Underwood.  
**Script Writer:** Don Quinn.  
**Talent:** Marion Jordan (off since Nov., 1937), Jim Jordan, Harlow Wilcox, Betty Winkler, Bill Thompson, Hugh Studebaker, Harold Perry, Ted Weems' Orchestra (replaced by Billy Mills' Orchestra on Jan. 17, 1938).

**Agency Director:** Cecil Underwood.  
**Announcer:** Harlow Wilcox.  
**Conductor:** Billy Mills (originally Ted Weems).  
**Length of Run:** Started April 16, 1935.

### Finney Briggs

(See "Adventures of Dari Dan")

### Fireside Recitals

**Sponsor:** American Radiator Co.  
**Agency:** Blaker Advertising Agency.  
**Origination:** New York.  
**Air Time:** Sunday, 7:30 to 7:45 p.m.  
**Network:** NBC Red; 20 stations.  
**Production:** James Haupt (NBC).  
**Talent:** Helen Marshall, Arco Piano Quintet, Sigurd Nilssen, Frank St. Leger's Orchestra.  
**Agency Director:** Sidney Sundell.  
**Announcer:** Charles Field.  
**Conductor:** Frank St. Leger.  
**Length of Run:** Sept. 16, 1934, to Jan. 2, 1938.

### Firestone Tire & Rubber Co.

(See "The Voice of Firestone")

### First Nighter, The

**Sponsor:** Campana Sales Co. (Italian Balm).  
**Agency:** Aubrey, Moore & Wallace, Inc.  
**Origination:** Chicago.  
**Air Time:** Friday, 10 to 10:30 p.m.  
**Network:** NBC Red; 45 stations.  
**Script Writers:** Various free lance.  
**Talent:** Lester Tremayne, Barbara Luddy, Eric Sagerquist's Orchestra.  
**Agency Director:** Joe Ainley.  
**Announcer:** Bret Morrison.  
**Conductor:** Eric Sagerquist.  
**Length of Run:** Started Nov. 27, 1930.

### Fitch, F. W., Co.

(See "Interesting Neighbors")

### Fleurette McDonald

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

### Florida Citrus Commission

(See "Emily Post")

### Follow the Moon

**Sponsor:** Lehn & Fink (Pebeco).  
**Agency:** Lennen & Mitchell, Inc.  
**Origination:** New York.  
**Air Time:** Monday through Friday, 5 to 5:15 p.m.  
**Network:** CBS; 20 stations.  
**Production:** Blayne Butcher.  
**Script Writer:** John Tucker Battle.  
**Talent:** Elsie Hitz, Nick Dawson and variable dramatic cast.

## NETWORK COMMERCIALS—Continued

**Agency Director:** Blayne Butcher.  
**Announcer:** Ralph Edwards.  
**Conductor:** Abe Goldman, organist.  
**Length of Run:** Oct. 4, 1937, to April 1, 1938.

### For Men Only

**Sponsor:** Bristol-Myers Co. (Vitalis).  
**Agency:** Pedlar & Ryan, Inc.  
**Origination:** New York.  
**Air Time:** Monday, 10:30 to 11 p.m.  
**Network:** NBC Red; 6 stations.  
**Production:** Pedlar & Ryan, Inc.  
**Script Writers:** John Archer Carter, Finis Farr, Robert J. Mann.  
**Talent:** Peg La Centra, Peter Van Steeden's Orchestra, guests.  
**Agency Director:** Gregory Williamson.  
**Announcer:** Fred Uttal.  
**Conductor:** Peter Van Steeden.  
**Length of Run:** Started Jan. 10, 1938.

**Ford, J. B., Co. (Wyandotte Cleanser)**  
(See "Petticoat of the Air, News Behind the Headlines")

### Ford & Lincoln Motor Co.

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

### Ford Sunday Evening Hour

**Sponsor:** Ford & Lincoln Motor Co.  
**Agency:** N. W. Ayer & Son, Inc.  
**Origination:** Masonic Temple Auditorium, WJR, Detroit.  
**Air Time:** Sunday, 9 to 10 p.m.  
**Network:** CBS; 87 U. S. and 2 Canadian stations.  
**Production:** William J. Reddick (of the agency).  
**Script Writer:** G. David Gudebrod.  
**Talent:** Detroit Symphony Orchestra, W. J. Cameron, guest conductors and artists.  
**Agency Director:** William J. Reddick.  
**Announcer:** Truman Bradley.  
**Conductor:** Guest conductors.  
**Length of Run:** Present series started Sept. 12, 1937.

### Fougera, E., & Co.

(See "Let's Play Games")

### Frances Langford

(See "Hollywood Hotel")

### Frank Crumit

(See "Heinz Magazine of the Air")  
(See "The Song Shop")

### Frank Morgan

(See "Good News of 1938")

### Frank Munn

(See "American Album of Familiar Music")  
(See "Sweetest Love Songs Ever Sung")  
(See "Waltz Time")

### Fray and Braggiotti

**Sponsor:** Sales Affiliates, Inc. (Loxol Oil Shampoo Tint).  
**Agency:** Milton Weinberg Advertising Co.  
**Origination:** Hollywood.  
**Air Time:** Wednesday and Friday, 11:15 to 11:30 a.m. PST (previous to daylight saving time, this program went on at 1:30 p.m. PST).  
**Network:** CBS, 2 stations.  
**Production:** Roger White.  
**Script Writer:** W. H. Krauch.  
**Talent:** Jacques Fray and Mario Braggiotti (piano team).  
**Agency Director:** Bernard Weinberg.  
**Announcer:** Frank Graham.  
**Length of Run:** Started Feb. 7, 1938.

### Fred Allen

(See "Town Hall Tonight")

### Fredda Gibson

(See "Melody Puzzles")  
(See "Royal Crown Revue")

### Fun Bug, The

**Sponsor:** Barnsdall Refining Corp.  
**Agency:** Edwin I. Reeser (formerly Co-operative Advertising Agency).  
**Origination:** Tulsa.  
**Air Time:** Sunday, 2 to 2:30 p.m.  
**Network:** CBS; 32 stations.  
**Production:** Handled by the agency.  
**Script Writer:** Edwin I. Reeser.  
**Talent:** Edwin I. Reeser (comedian; owner of the advertising agency), Margaret King, Tom Lockney, guests.  
**Agency Director:** Edwin I. Reeser.  
**Announcer:** Eddie Coontz.  
**Conductor:** Michael Cooles (orchestra), Harry Evans (chorus).  
**Length of Run:** Sept. 2, 1937, to Dec. 26, 1937.

## G

### Gabriel Heatter

(See "We, The People")

### Gallenkamp Stores Co.

(See "Professor Puzzlewit")

### Gang Busters

**Sponsor:** Colgate - Palmolive - Peet Co. (Palmolive shave cream).

## NETWORK COMMERCIALS—Continued

**Agency:** Benton & Bowles, Inc.  
**Origination:** New York.  
**Air Time:** Wednesday, 10 to 10:30 p.m.  
**Network:** CBS; 59 stations.  
**Production:** Benton & Bowles, Inc.  
**Script Writers:** Phillips H. Lord and staff.  
**Talent:** Phillips H. Lord (replaced by Col. Norman Schwarzkopf, Jan. 12, 1938), Alice Reinheart, Fred Lewis, Bill Johnstone, Averill Harriss, Joseph Yarnish, Kenneth Dargneau, Ted De Corsia, others.  
**Director:** Chester MacCracken.  
**Announcer:** Frank Gallop.  
**Length of Run:** Started Jan. 15, 1936.

### Garden Guide

**Sponsor:** Pacific Guano Co.  
**Agency:** Tomaschke-Elliott, Inc.  
**Origination:** San Francisco.  
**Air Time:** Sunday, 10 to 10:15 a.m. PST.  
**Network:** NBC Red; 2 stations.  
**Production:** NBC.  
**Script Writer:** J. A. McDonald.  
**Talent:** Charles McAlister.  
**Agency Director:** Wallace F. Elliott.  
**Announcer:** Frank Barton.  
**Length of Run:** Jan. 30, 1938, to April 24, 1938.

### Gene Austin

(See "Park Avenue Penners")

### General Baking (Bond Bread)

(See "Guy Lombardo and His Orchestra")

### General Electric Hour of Charm

**Sponsor:** General Electric Co.  
**Agency:** Maxon, Inc.  
**Origination:** New York.  
**Air Time:** Monday, 9:30 to 10 p.m. (March 14, 1938, time changed to 9 p.m.; on April 24, 1938, time changed to Sundays, 10 p.m.).  
**Network:** NBC Red; 55 stations.  
**Production:** Robert S. Allison, Jr. (for the agency).  
**Talent:** Phil Spitalny's All Girl Orchestra, Evelyn and Her Magic Violin, Three Little Words (trio), Maxine, Mary Ann Bock (beginning Dec. 6, 1937).  
**Agency Director:** Robert C. Wilson, Jr.  
**Announcer:** Nelson Case.  
**Conductor:** Phil Spitalny.  
**Length of Run:** Started Nov. 2, 1936.

### General Foods Corp.

(See "Believe It or Not" for Post's Bran Flakes)  
(See "Boake Carter Program" for Huskies and Post Toasties)  
(See "Burns and Allen" for Grape-Nuts)  
(See "Good News of 1938" for Maxwell House Coffee)

(See "Jell-O Program Starring Jack Benny" for Jell-O)  
(See "Jell-O Summer Show" for Jell-O Ice Cream Powder and Mix)  
(See "Kate Smith's Bandwagon" for Swans Down and Calumet)  
(See "Log Cabin Jamboree" for Log Cabin Syrup)  
(See "Lum & Abner" for Postum)  
(See "Mary Margaret McBride" for Minute Tapioca)  
(See "Maxwell House Showboat" for Maxwell House Coffee)  
(See "On Broadway" for Diamond Crystal Salt)  
(See "We, The People," for Sanka Coffee)

### General Hugh S. Johnson

**Sponsor:** Grove Laboratories, Inc.  
**Agency:** Stack-Goble Adv. Agency.  
**Origination:** Washington.  
**Air Time:** Monday and Thursday, 8 to 8:15 p.m.; Tuesday and Wednesday, 10 to 10:15 p.m.  
**Network:** NBC Blue; 21 stations on Monday, 34 stations on Tuesday, 31 stations on Wednesday, 22 stations on Thursday.  
**Talent:** General Hugh S. Johnson.  
**Length of Run:** Started Sept. 27, 1937; Monday show off Jan. 3, 1938, and Thursday show off Jan. 20, 1938; rest of series ended Feb. 16, 1938.

### General Mills, Inc.

(See "Arnold Grimm's Daughter" for Softasilk)  
(See "Betty and Bob" for Wheaties)  
(See "Betty Crocker" for Softasilk and Kitchen Tested Flour)  
(See "Get Thin to Music with Wallace" for Wheaties)  
(See "Hymns of All Churches" for Softasilk and Kitchen Tested Flour)  
(See "Jack Armstrong" for Wheaties)  
(See "Hollywood in Person")  
(See "Valiant Lady" for Bisquick)

### General Motors Concerts

**Sponsor:** General Motors Corp.  
**Agency:** Campbell-Ewald Co. of New York, Inc.  
**Origination:** New York.  
**Air Time:** Sunday, 8 to 9 p.m.  
**Network:** NBC Blue; 58 stations.  
**Production:** Henry Souvaine, Inc. (for the agency).  
**Script Writers:** Henry Souvaine, Inc., and R. F. Field.  
**Talent:** Helen Jepson, Erno Rapee's Orchestra, Jussi Bjoerling, Grace Moore, Richard Tauber, Donald Dickson, Maria Jeritza, Erna Sack, Joseph Schmidt, John B. Kennedy (commentator).

## NETWORK COMMERCIALS—Continued

**Agency Director:** R. F. Field.  
**Announcer:** Milton J. Cross.  
**Conductor:** Erno Rapee.  
**Length of Run:** Present series ran Oct. 6, 1937, to Dec. 26, 1937.

### George Jessel

(See "Thirty Minutes in Hollywood")

### George McCall

(See "Hollywood Screenscoops")

### George Olson

(See "Royal Crown Revue")

### Gertrude Berg

(See "Goldbergs")

### Get Thin to Music With Wallace

**Sponsor:** General Mills, Inc. (Wheaties).  
**Agency:** Blackett-Sample-Hummert, Inc.  
**Origination:** Chicago.  
**Air Time:** Monday through Saturday, 9:30 to 9:45 a.m.  
**Network:** Mutual; 2 stations.  
**Production:** Mr. Wallace.  
**Script Writer:** Mr. Wallace (full name not given).  
**Talent:** Mr. Wallace.  
**Agency Director:** Mix Dancer.  
**Announcer:** Jim Fleming.  
**Length of Run:** Started March 28, 1938.

### Get Thin to Music

**Sponsor:** Wallace Biscuit Co.  
**Agency:** Reincke-Ellis-Younggreen & Finn, Inc.  
**Origination:** WGN, Chicago.  
**Air Time:** Monday through Saturday, 10:30 to 10:45 a.m.  
**Network:** Mutual; WGN, Chicago, and WHB, Kansas City.  
**Length of Run:** Sept. 27, 1937, to Dec. 25, 1937.

### Gilmore Circus

**Sponsor:** Gilmore Oil.  
**Agency:** Botsford, Constantine & Gardner.  
**Origination:** Hollywood.  
**Air Time:** Friday, 9 to 9:30 p.m. PST.  
**Network:** NBC Red; 6 stations.  
**Length of Run:** Started Feb. 18, 1938.

### Girl Alone

**Sponsor:** Kellogg Co.  
**Agency:** N. W. Ayer & Son, Inc.  
**Origination:** Chicago.  
**Air Time:** Monday through Friday, 12 to 12:15 p.m.  
**Network:** NBC Red; 8 stations.  
**Production:** Howard Keegen.  
**Script Writer:** Fayette Krum.

**Talent:** Betty Winkler, Pat Murphy, Willard Waterman, Bob Guilbert, Raymond Johnson, Joan Winter, Edith Adams, Ruth Bailey, Judith Lowry, Sidney Pareese.

**Agency Director:** Burke Herrick.

**Announcers:** Les Griffith, Monday through Thursday, Bob Brown on Friday.

**Length of Run:** July 13, 1936, to April 8, 1938.

### Glass Containers Assn. of America

(See "There Was a Woman")

### Globe Grain & Milling Co.

(See "Best of the Week")

### Gold Medal Hour

(See "Betty and Bob," "Hymns of All Churches," "Betty Crocker," "Arnold Grimm's Daughter," "Hollywood in Person" and "Valiant Lady")

### Goldbergs, The

**Sponsor:** Procter & Gamble (Oxydol).  
**Agency:** Blackett-Sample-Hummert, Inc.  
**Origination:** New York.  
**Air Time:** Monday through Friday, 12:15 to 12:30 p.m.  
**Network:** NBC Red; 10 stations.  
**Production:** Gertrude Berg.  
**Script Writer:** Gertrude Berg.  
**Talent:** Gertrude Berg, Everett Sloane, Rosalyn Silber, James Waters.  
**Agency Director:** Leslie Daniels.  
**Length of Run:** Sept. 13, 1937, to Dec. 31, 1937.

### Goldbergs, The

**Sponsor:** Procter & Gamble Co.  
**Agency:** Blackett-Sample-Hummert, Inc.  
**Origination:** New York.  
**Air Time:** Monday through Friday, 4:30 to 4:45 p.m.  
**Network:** CBS; 12 stations.  
**Production:** Gertrude Berg.  
**Script Writer:** Gertrude Berg.  
**Talent:** Gertrude Berg, James Waters, Rosalyn Silber, Everett Sloane.  
**Agency Director:** Mr. Milligan.  
**Announcer:** Ray Saunders.  
**Length of Run:** Started Jan. 3, 1938.

### Good Afternoon, Neighbors

**Sponsor:** Durkee Famous Foods, Inc.  
**Agency:** Botsford, Constantine & Gardner.  
**Origination:** San Francisco.  
**Air Time:** Sunday, 7:30 to 8 p.m. PST.  
**Network:** CBS; 11 stations.  
**Production:** Caryl Coleman (of the agency).  
**Script Writer:** Caryl Coleman.

## NETWORK COMMERCIALS—Continued

**Talent:** Tom Brenneman (m.c.), Bob Saunders, cast of seven actors or more.  
**Announcers:** Allan Sheppard, Jack Moyles.  
**Length of Run:** Started Dec. 26, 1937.

### Good Morning Tonight

**Sponsor:** Alber Bros. Milling Co.  
**Agency:** Erwin Wasey & Co.  
**Origination:** San Francisco.  
**Air Time:** Tuesday, 9:30 to 10 p.m. PST.  
**Network:** NBC Red; 5 stations.  
**Production:** Marigold Cassin (of the agency); assisted by John Lyman (of NBC).

**Script Writer:** Marigold Cassin.  
**Talent:** Gyula Ormay and Albers Concert Orchestra, Singing Ensemble (Edwin Imhaus, Gwynfi Jones, Marsden Argall, Oliver Jones, Margaret O'Dea, Myrtle Claire Donnelly, Elsa Trautner), and occasional guests.

**Agency Director:** Marigold Cassin.  
**Announcers:** Cliff Engle, Grant Pollock.  
**Conductor:** Gyula Ormay.  
**Length of Run:** Started Sept. 29, 1937.

### Good News of 1938

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

**Agency:** Benton & Bowles, Inc.  
**Origination:** KFI, Hollywood.  
**Air Time:** Thursday, 9 to 10 p.m.  
**Network:** NBC Red; 72 stations.  
**Production:** Benton & Bowles.  
**Script Writers:** Metro - Goldwyn - Mayer writers.

**Talent:** Metro-Goldwyn-Mayer contract players, authors, directors, stars and other personnel, Meredith Willson's Orchestra; Fannie Brice, Frank Morgan, Robert Taylor.

**Agency Director:** Don Cope.  
**Announcer:** Ted Pearson.  
**Conductor:** Meredith Willson.  
**Length of Run:** Started Nov. 4, 1937; actual contract began Oct. 6, 1932, for "Maxwell House Showboat."

### Good Will Hour

**Sponsor:** Macfadden Publications.  
**Agency:** Ruthrauff & Ryan, Inc.  
**Origination:** WMCA, New York.  
**Air Time:** Sunday, 10 to 10:30 p.m. (Mutual), 10 to 11 p.m. (Inter-City).  
**Network:** Mutual; WOR, New York; WLW, Cincinnati; WGN, Chicago; CKLW, Windsor; plus 10 stations on Inter-City Network.  
**Script Writer:** Litigants speak themselves.

**Talent:** John J. Anthony and litigants.  
**Agency Director:** John Loveton.  
**Announcer:** Bob Carter.  
**Length of Run:** July 25, 1937, to Jan. 16, 1938.

### Good Will Hour

**Sponsor:** Ironized Yeast Co.  
**Agency:** Ruthrauff & Ryan, Inc.  
**Origination:** WMCA, New York.  
**Air Time:** Sunday, 10 to 10:30 p.m. (Mutual), 10 to 11 p.m. (Inter-City).  
**Network:** Mutual; WOR, New York; WLW, Cincinnati; WGN, Chicago; CKLW, Windsor; plus 10 stations on Inter-City Network.  
**Script Writer:** Litigants speak themselves.  
**Talent:** John J. Anthony and litigants.  
**Agency Director:** John Loveton.  
**Announcer:** Bob Carter.  
**Length of Run:** Started Jan. 23, 1938.

### Gordon Bakeries

(See "Lone Ranger")

### Gospel Broadcasting Assn.

(See "Old-Fashioned Revival")

### Gospel Singer, The

**Sponsor:** Procter & Gamble (Ivory Soap).  
**Agency:** Compton Advertising, Inc.  
**Origination:** New York.  
**Air Time:** Monday through Friday, 11:45 a.m. to 12 noon.  
**Network:** NBC Blue; 12 stations.  
**Production:** James Haupt (NBC).  
**Talent:** Edward MacHugh, William Meeder, organist.  
**Agency Manager:** Mary Louise Anglin.  
**Announcer:** Jack Fraser.  
**Conductor:** William Meeder (organist).  
**Length of Run:** Started July 6, 1936.

### Grace Moore

(See "Chesterfield Presents")  
(See "General Motors Concerts")  
(See "Nash Show")

### Graham McNamee

(See "Royal Crown Revue")  
(See "The Time of Your Life")

### Grand Central Station

**Sponsor:** The Lambert Pharmacal Company (Listerine).  
**Agency:** Lambert & Feasley, Inc.  
**Origination:** New York.  
**Air Time:** Friday, 8 to 8:30 p.m.  
**Network:** NBC Blue; 22 stations.  
**Production:** Himan Brown (free lance).  
**Script Writers:** Free lance, week to week.  
**Talent:** Varies weekly.  
**Agency Director:** Martin Horrell, Himan Brown (free lance).  
**Announcer:** Ben Grauer.  
**Length of Run:** Oct. 8, 1937, to April 15, 1938; shifted to CBS on April 24, 1938, Sundays 10 to 10:30 p.m.

## NETWORK COMMERCIALS—Continued

### Grand Hotel

**Sponsor:** Campana Sales Co.  
**Agency:** Aubrey, Moore & Wallace, Inc.  
**Origination:** Chicago.  
**Air Time:** Monday, 8:30 to 9 p.m.  
**Network:** NBC Blue; 31 stations.  
**Script Writers:** Free lance.  
**Talent:** Betty Lou Gerson, Jim Ameche, dramatic cast.  
**Agency Director:** Joseph T. Ainley.  
**Announcer:** Bret Morrison.  
**Conductor:** Eric Sagerquist.  
**Length of Run:** Nov. 8, 1937 (replacing the "Vanity Fair" program), to April 8, 1938.

### Griffin Manufacturing Co.

(See "Time to Shine")

### Group of American Banks

(See "Philadelphia Orchestra")

### Grove Laboratories, Inc.

(See "General Hugh S. Johnson")

### Gruen Watch Co.

(See "The Time of Your Life")

### Guiding Light, The

**Sponsor:** Procter & Gamble (White Naptha Soap).  
**Agency:** Compton Advertising, Inc.  
**Origination:** Chicago.  
**Air Time:** Monday through Friday, 3:45 to 4 p.m.  
**Network:** NBC Red; 54 stations.  
**Production:** Howard Keegan.  
**Script Writer:** Irna Phillips.  
**Talent:** Arthur Peterson, Ray Johnson, Mercedes McCambridge, Ed Prentice.  
**Agency Manager:** John Taylor.  
**Announcer:** Fort Pearson.  
**Length of Run:** Started Jan. 25, 1937.

### Gulf Oil Corp.

(See "Phil Baker")

(See "Summer Stars")

### Guy Lombardo and His Orchestra

**Sponsor:** General Baking Co. (Bond Bread).  
**Agency:** Batten, Barton, Durstine & Osborn, Inc.  
**Origination:** New York.  
**Air Time:** Sunday, 5:30 to 6 p.m.  
**Network:** CBS; 27 stations.  
**Production:** David White (of the agency).  
**Script Writer:** David White.  
**Talent:** Guy Lombardo's Orchestra, Carmen and Leibert Lombardo, commercial cast.

**Agency Director:** David White.  
**Announcer:** Del Sharbutt.  
**Conductor:** Guy Lombardo.  
**Length of Run:** Started Sept. 6, 1936.

## H

### Hal Kemp

(See "Music from Hollywood")  
(See "Time to Shine")

### Hammerstein Music Hall

**Sponsor:** Anacin Co.  
**Agency:** Blackett-Sample-Hummert, Inc.  
**Origination:** WABC Playhouse No. 2, New York.  
**Air Time:** Friday, 8 to 8:30 p. m.  
**Network:** CBS; 44 stations.  
**Production:** Frank and Anne Hummert.  
**Script Writers:** Frank and Anne Hummert, Charlotte Geer.  
**Talent:** Ted Hammerstein, Jerry Mann, Charles Magnante, guests.  
**Agency Director:** Mildred Fenton.  
**Announcer:** Art Millett (Bert Parks since Oct. 12, 1937)  
**Conductor:** Al Rickey.  
**Length of Run:** Sept. 30, 1935, to March 18, 1938.

### Harold Stokes' Orchestra

**Sponsor:** W. A. Sheaffer Pen Co.  
**Agency:** Russell M. Seeds Co., Inc.  
**Origination:** WGN, Chicago.  
**Air Time:** Friday, 8:15 to 8:30 p. m.  
**Network:** Mutual; WGN, Chicago, WOR, New York, CKLW, Windsor.  
**Talent:** Harold Stokes' Orchestra.  
**Length of Run:** Aug. 27, 1937, to Dec. 11, 1937.

### Harriet Hilliard

(See "Baker's Broadcast")

### Harriet Parsons

(See "Hollywood News")

### Harry Einstein (Parkyakarkus)

(See "Rinso Program Starring Al Jolson")

### Hawaiian Moon Casino

**Sponsor:** Lehn & Fink Products Co. (Tussy Cosmetics).  
**Agency:** William Esty & Co.  
**Origination:** Hollywood.  
**Air Time:** Monday, Wednesday and Friday, 5:30 to 5:45 p. m. PST (on renewal, Jan. 17, 1938, switched to Monday and Friday, 9:45 to 10 p. m.).  
**Network:** CBS; 2 stations.  
**Production:** Bill Goodwin.



## NETWORK COMMERCIALS—Continued

**Script Writers:** CBS.

**Talent:** Ray Hendricks and orchestra.

**Agency Director:** Bill Goodwin.

**Announcer:** Thomas Freebairn-Smith.

**Length of Run:** Sept. 27, 1937, to Dec. 24, 1937; resumed Jan. 17, 1938, to March 3, 1938.

### Hawthorne House

**Sponsor:** Wesson Oil & Snowdrift Sales Co., Inc.

**Agency:** Fitzgerald Advertising Agency, Inc.

**Origination:** San Francisco.

**Air Time:** Wednesday, 8:30 to 9 p. m. PST. (Monday, 9 to 9:30 p.m. PST. after April 25, 1938).

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

**Production:** NBC.

**Script Writers:** Ted Maxwell; Roy M. Schwarz of the agency writes the dramatized commercials.

**Talent:** Dramatic cast.

**Agency Director:** Joe L. Killeen.

**Announcers:** NBC staff announcers.

**Length of Run:** Started Oct. 28, 1935.

### Headlines

**Sponsor:** Locally sponsored.

**Agency:** Rocke Productions.

**Origination:** WOR, New York.

**Air Time:** Tuesday and Thursday, 7:30 to 7:45 p. m.

**Network:** Mutual; WOR, New York, and WMT, Cedar Rapids.

**Production:** Ernest Chappell (of Rocke Productions).

**Script Writer:** Ernest Chappell.

**Talent:** Dramatic cast changes weekly.

**Director:** Ernest Chappell.

**Announcer:** Local announcers.

**Length of Run:** Started Dec. 14, 1937.

### Headlines on Parade

#### (Knox Manning)

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

**Agency:** Sidney Garfinkel Advertising Agency.

**Origination:** Hollywood.

**Air Time:** Tuesday, 5:30 to 5:45 p. m. PST.

**Network:** CBS; 6 stations.

**Production:** Don Forbes.

**Script Writer:** Knox Manning.

**Talent:** Knox Manning, guests.

**Agency Director:** Sidney Garfinkel.

**Announcer:** Don Forbes.

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

### Hecker Corp. (Silver-Gold Dust)

(See "Beatrice Fairfax")

### Hecker's Information Service

**Sponsor:** Hecker Products Corp.

**Agency:** Erwin Wasey Co.

**Origination:** New York.

**Air Time:** Monday through Friday, 11:45 to 12 noon (repeat, 1:30 to 1:45 p. m.).

**Network:** Mutual; 37 stations.

**Production:** Gager Wasey.

**Script Writer:** Stella Unger.

**Talent:** Jean Paul King, news commentator; Myra Kingsley, astrologist, and Amy Sedell, telephone operator, are daily cast. Following are heard on days specified: Alice Hughes, Monday; Helen Rowland, Tuesday; Dorothy Draper, Wednesday; Eve Ve Verka, Thursday; Isabella Beach, Friday.

**Agency Director:** Gager Wasey.

**Announcer:** Varies.

**Length of Run:** September 7, 1937, to March 7, 1938.

### Heckers H-O Products

(See "Myra Kingsley")

### Heinz, H. J., Co.

(See "Carol Kennedy's Romance")

(See "Heinz Magazine of the Air")

### Heinz Magazine of the Air

**Sponsor:** H. J. Heinz Co.

**Agency:** Maxon, Inc.

**Origination:** New York.

**Air Time:** Monday, Wednesday, Friday, 11 to 11:30 a.m. with repeat at 3 p.m. (Sept. 2, 1936, to Aug. 31, 1937); "Carol Kennedy's Romance" (q.v.) ran Monday, Tuesday and Thursday, 11:15 to 11:30 a.m. with repeat at 3:15 p.m. (Aug. 31, 1937, to Nov. 26, 1937); Wednesday and Friday, 11 to 11:30 a.m. with repeat at 3 p.m. (Aug. 31, 1937, to Nov. 26, 1937); Monday through Friday, 11:15 to 11:30 a.m. with repeat at 3:15 p.m. (Nov. 29, 1937, to Dec. 10, 1937); Thursday 11:15 a.m. to 11:30 a.m. (Dec. 2, 1937, to Dec. 30, 1937); entire show switched to Thursday, 3:30 to 4 p.m. from Dec. 2, 1937, to Dec. 30, 1937.

**Network:** CBS; 57 stations.

**Production:** Wilson, Powell & Hayward, Inc. (independent producers).

**Script Writers:** Henry Hayward, Marie Blizard (sketch).

**Talent:** B. A. Rolfe's Orchestra (to Nov. 26, 1937), Bill Adams, Reed Kennedy (to Aug. 30, 1937), Delmar Edmundson (to Aug. 30, 1937), Giersdorf Sisters and Male Quartet (to Aug. 30, 1937), Frank Crumit and Julia Sanderson (to Nov. 26, 1937); new cast thereafter, which see under "Heinz Magazine of the Air" below; for cast of "Carol Kennedy's Romance," see listing under that title.

**Agency Director:** R. C. Wilson, Jr.

**Announcer:** Bill Adams.

**Conductor:** B. A. Rolfe; Mark Warnow (under new setup).

## NETWORK COMMERCIALS—Continued

**Length of Run:** Started Sept. 2, 1936; series was split into new parts in December, 1937.

### Heinz Magazine of The Air

**Sponsor:** H. J. Heinz Co.  
**Agency:** Maxon, Inc.  
**Origination:** New York.  
**Air Time:** Sunday, 5 to 5:30 p. m.  
**Network:** CBS; 58 stations.  
**Production:** Robert C. Wilson, Jr. (of the agency).  
**Script Writer:** Channing Pollack.  
**Talent:** Mark Warnow's Orchestra, Heinz Male Choir, Channing Pollack, Morton Bowe, Bill Adams, guests.  
**Agency Director:** Robert C. Wilson, Jr.  
**Announcers:** Bill Adams, John Reed King.  
**Conductor:** Mark Warnow.  
**Length of Run:** Contract started Sept. 2, 1936; present series began Dec. 2, 1937.

### Helen Jepson

(See "General Motors Concerts")

### Helen Marshall

(See "Fireside Recitals")

### Helen Menken

(See "Famous Actors' Guild Presents 'Second Husband'")

### Hello Peggy

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

### Henry Busse and His Orchestra

**Sponsor:** J. W. Marrow Manufacturing Co.  
**Agency:** Baggaley, Horton & Hoyt, Inc.  
**Origination:** Chicago.  
**Air Time:** Sunday, 1:15 to 1:30 p. m.  
**Network:** NBC Red; 25 stations.  
**Talent:** Henry Busse and Orchestra.  
**Announcer:** Vincent Pelletier.  
**Conductor:** Henry Busse.  
**Length of Run:** Sept. 9, 1936, to Nov. 28, 1937; resumed Jan. 16, 1938.

### Hilltop House

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

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

**Origination:** New York.

**Air Time:** Monday through Friday, 10:30 to 10:45 a.m. (repeat from 4:30 to 4:45 p.m.).

**Network:** CBS; 57 stations.

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

**Script Writers:** Addy Richton, Lynn Stone.

**Talent:** Bess Johnson, Irene Hubbard, John Moore, Alfred Swenson, Carleton Young, Janice Gilbert, Jimmy Donnelly.

**Agency Director:** Ed Mead.

**Announcer:** Frank Gallop.

**Conductor:** Abe Goldman, organist.

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

### Hill's Cold Tablets

(See "Mrs. Wiggs of the Cabbage Patch")

### Hobby Lobby

**Sponsor:** Hudson Motor Car Co.

**Agency:** Brooke, Smith & French, Inc.

**Origination:** New York.

**Air Time:** Wednesday, 7:15 to 7:45 p. m. (repeat from 10:30 to 11 p. m.).

**Network:** CBS; 77 stations.

**Script Writer:** Dave Elman.

**Talent:** Dave Elman, Harry Salter's Orchestra, guests, Stuart Allen (beginning Oct. 20, 1937).

**Agency Director:** Lewis R. Amis.

**Announcer:** Del Sharbutt.

**Conductor:** Harry Salter.

**Length of Run:** Oct. 6, 1937, to Mar. 30, 1938.

### Hollywood Hotel

**Sponsor:** Campbell Soup Co.

**Agency:** Ward Wheelock Co.

**Origination:** KNX, Hollywood.

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

**Network:** CBS; 73 stations

**Production:** Brewster Morgan.

**Script Writers:** Brewster Morgan and Willis Cooper.

**Talent:** Jerry Cooper (replaced by Frank Parker), Anne Jamison, Ken Murray and "Oswald" (Tony Labriola), Igor Gorin, Louella Parsons, Frances Langford, Raymond Paige's Orchestra, guests.

**Agency Director:** Diana Bourbon.

**Announcer:** Kenneth Niles.

**Conductor:** Raymond Paige.

**Length of Run:** Started Oct. 5, 1934.

### Hollywood in Person

**Sponsor:** General Mills, Inc.

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

**Origination:** Hollywood.

\* The Russel M. Seeds Co. reports that it was interested in the production of this program. Network books show that Knox Reeves was billed for time.

## NETWORK COMMERCIALS—Continued

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

**Network:** CBS; 32 stations.

**Script Writers:** Lee Cooley, Jack Keifer, Arthur Stowe, Edward Lynn, Forrest Barnes, Bob Brilmayer, Margaret McKay, Jack Grant, others.

**Talent:** Bob Baker, guest.

**Length of Run:** July 19, 1937, to March 5, 1938.

### Hollywood Mardi Gras

**Sponsor:** Packard Motor Car Co.

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

**Origination:** KFI, Hollywood.

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

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

**Production:** J. van Nostrand (of the agency).

**Script Writers:** Austin Peterson, Jess Oppenheimer, Frank Gill, Jr., William Demling, Carl Herzinger, Hal Block.

**Talent:** Lanny Ross, Charles Butterworth, Jane Rhodes, Walter O'Keefe (since Jan. 4, 1938), Raymond Paige's Orchestra, guests.

**Agency Director:** J. van Nostrand, Carroll O'Meara, Murray Bolen.

**Announcer:** Ken Carpenter.

**Conductor:** Raymond Paige.

**Length of Run:** Contract started Sept. 8, 1936; current series started Sept. 7, 1937, replacing the Fred Astaire program, and terminated March 1, 1938.

### Hollywood News

**Sponsor:** Emerson Drug Co. (Bromo Seltzer).

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

**Origination:** Hollywood.

**Air Time:** Wednesday, 8:30 to 8:45 p.m.

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

**Production:** Handled by the agency.

**Script Writer:** Whitin Badger.

**Talent:** Harriet Parsons.

**Agency Director:** John Christ.

**Announcer:** Joy Storm.

**Length of Run:** Started Jan. 19, 1938.

### Hollywood Screenscoops

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

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

**Origination:** KNX, Hollywood.

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

**Network:** CBS; 61 stations.

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

**Script Writer:** George McCall.

**Talent:** George McCall.

**Agency Director:** Mann Holiner.

**Length of Run:** Started Nov.16, 1937.

### Hollywood Sunshine Girls

**Sponsor:** Skol Products.

**Agency:** Peck Advertising Agency, Inc.

**Origination:** KHJ, Los Angeles.

**Air Time:** Tuesday, 12:15 to 12:30 p.m.

**Network:** Mutual; 17 stations.

**Talent:** Vivian Edwards, Pauline Dugart, Hope Huntingdon.

**Length of Run:** July 6, 1937, to Aug. 3, 1937.

### Homemakers' Exchange

**Sponsor:** National Ice Advertising.

**Agency:** Donahue & Coe, Inc.

**Origination:** New York.

**Air Time:** Tuesday and Thursday, 11:30 to 11:45 a.m. (repeat from 12:45 to 1 p.m.).

**Network:** NBC Red; 55 stations.

**Production:** Eileen Douglas (of the agency).

**Script Writers:** Agency staff writers.

**Talent:** Eleanor Howe.

**Agency Director:** Eileen Douglas.

**Announcer:** Hal Moore.

**Length of Run:** Started Nov. 30, 1937.

### Hopper, Edna Wallace

(See "John's Other Wife")

(See "Romance of Helen Trent")

### Horace Heidt and His Brigadiers

**Sponsor:** Stewart-Warner Corp.

**Agency:** Hays MacFarland & Co.

**Origination:** New York.

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

**Network:** NBC Blue; 47 stations.

**Production:** Handled by the agency.

**Script Writers:** Horace Heidt and staff.

**Talent:** Horace Heidt and His Brigadiers.

**Announcer:** Howard Claney.

**Conductor:** Horace Heidt.

**Length of Run:** Started Dec. 28, 1937.

### Horace Heidt's Brigadiers

**Sponsor:** Stewart-Warner Corp.

**Agency:** Hays MacFarland & Co.

**Origination:** New York.

**Air Time:** Monday, 8 to 8:30 p.m. (repeat from 12 to 12:30 a.m.).

**Network:** CBS; 47 stations.

**Production:** Handled by agency.

**Script Writers:** Horace Heidt and staff.

**Talent:** Horace Heidt's Brigadiers, Dorothy

Russell, Jerry Bowne, Lysbeth Hughes,

Art Thorsen, Bob McCoy, 4 King Sisters,

Alvino Rey.

**Agency Director:** Mr. Slowe.

**Announcer:** Ralph Edwards.

**Conductor:** Horace Heidt.

**Length of Run:** May 2, 1935, to Dec. 27, 1937.

### Horlick's Malted Milk Corp.

(See "Lum and Abner")

## NETWORK COMMERCIALS—Continued

### Household Finance Corp.

(See "It Can Be Done, With Edgar Guest")

#### How to Be Charming

**Sponsor:** Sterling Products, Inc. (Charles H. Phillip Co.; Milk of Magnesia Creams).

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

**Origination:** Hollywood.

**Air Time:** Monday, Wednesday and Friday, 11:30 to 11:45 a.m. (repeat from 2:30 to 2:45 p.m.).

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

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

**Talent:** Beatrice de Sylvara.

**Director:** Beatrice de Sylvara.

**Length of Run:** Present series started Sept. 14, 1936.

### Hudson Motor Car Co.

(See "Hobby Lobby")

#### Hughesreel

**Sponsor:** The Borden Co.

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

**Origination:** San Francisco.

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

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

**Script Writer:** Rush Hughes.

**Talent:** Rush Hughes.

**Agency Director:** Charles Flesher.

**Announcer:** Dresser Dahlstead.

**Length of Run:** Started Jan. 31, 1938.

### Humphrey's Homeopathic Medicine Company

(See "Martha and Hal")

#### Husbands and Wives

**Sponsor:** Lamont Corliss & Co.

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

**Origination:** New York.

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

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

**Production:** A. K. Spencer (of the agency).

**Script Writers:** Material used from letters sent in by listeners.

**Talent:** Mrs. Alice Lowe Miles, Sedley Brown.

**Agency Director:** A. K. Spencer.

**Announcer:** Edward Herlihy.

**Length of Run:** Oct. 6, 1936, to Dec. 28, 1937 (replaced by "Those We Love").

#### Hymns of All Churches

**Sponsor:** General Mills, Inc. (Softasilk, and Kitchen Tested Flour).

**Agency:** Knox Reeves, Inc.

**Origination:** Chicago.

**Air Time:** Monday, Tuesday and Thursday, 1:15 to 1:30 p.m.

**Network:** CBS; 33 stations.

**Production:** Fred Jacky.

**Talent:** Joe Emerson, Betty Pietsch, Edna Thompson, Betty Huston, Harriett Brewer, Kenneth Stevens, Russell Pyle, John Naher, Jack Law.

**Agency Director:** Helen A. Brown.

**Announcer:** George Thorndyke.

**Conductor:** Fred Jacky (choir); Eric Sagerquist (orchestra).

**Length of Run:** Started June 1, 1936.

## I

#### I Want a Divorce

**Sponsor:** Sussman Wormser & Co.

**Agency:** Emil Brisacher and Staff.

**Origination:** San Francisco.

**Air Time:** Sunday, 8:15 to 8:30 p.m.; Wednesday, 9:15 to 9:30 p.m., PST.

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

**Script Writers:** Peter B. Kyne, Hugh Wiley, Donald Henderson Clarke, Van Fleming, Rex Rivers, Elsie Robinson.

**Talent:** Vicky Vola, Lou Tobin, and dramatic cast.

**Agency Director:** Emil Brisacher and Staff's Radio Committee; Emil Brisacher, Walton Purdom, Weston Settlemier.

**Announcers:** Archie Presby, Hal Gibney.

**Conductor:** Van Fleming.

**Length of Run:** Sunday contract started Oct. 17, 1937; Wednesday contract started Oct. 20, 1937.

#### Igor Gorin

(See "Hollywood Hotel")

#### Interesting Neighbors

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

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

**Origination:** Chicago and various points.

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

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

**Production:** G. E. Bischoff.

**Talent:** Jerry Belcher, Roy Shield's Orchestra.

**Agency Director:** E. G. Naeckel.

**Announcer:** Fort Pearson.

**Conductor:** Roy Shields.

**Length of Run:** Started Sept. 26, 1937.

#### International Silver Co.

(See "The Silver Theatre")

#### Irene Wicker

(See "Singing Lady")

(See "Singing Lady Music Plays")

#### Irene Rich

(See "Welch Presents Irene Rich")

NETWORK COMMERCIALS—Continued

**Ironized Yeast Co.**

(See "Good Will Hour")

**Isabelle Manning Hewson**

(See "Petticoat of the Air, News Behind the Headlines")

**It Can Be Done (With Edgar Guest)**

**Sponsor:** Household Finance Corp.  
**Agency:** Batten, Barton, Durstine & Osborn, Inc.  
**Origination:** Chicago  
**Air Time:** Tuesday, 8:30 to 9 p.m.  
**Network:** NBC Blue; 23 stations.  
**Production:** Handled by the agency.  
**Script Writer:** Edgar Guest.  
**Talent:** Edgar Guest, Marion Francis, Frankie Masters' Orchestra.  
**Agency Director:** Harry Klein.  
**Announcer:** Eugene Pelletier.  
**Conductor:** Frankie Masters.  
**Length of Run:** Jan. 6, 1931, to March 29, 1938; switched to CBS April 6, 1938, 32 stations, Wednesday, 10:30 to 11 p.m.

**J**

**Jack and Loretta**

**Sponsor:** Kirkman & Son (soap).  
**Agency:** N. W. Ayer & Son, Inc.  
**Origination:** New York.  
**Air Time:** Monday through Friday, 2:15 to 2:30 p.m.  
**Network:** CBS; 8 stations.  
**Production:** Nicholas Keesley.  
**Script Writer:** Miss Hume Derr Mahin.  
**Talent:** Jack and Loretta Clemens.  
**Agency Director:** Robert Burlen.  
**Announcer:** John Allen Wolf.  
**Length of Run:** Jan. 4, 1937, to Oct. 29, 1937.

**Jack Armstrong**

**Sponsor:** General Mills, Inc. (Wheaties).  
**Agency:** Blackett-Sample-Hummert, Inc.  
**Origination:** Chicago.  
**Air Time:** Monday through Friday, 5:30 to 5:45 p.m.  
**Network:** NBC Red; 15 stations.  
**Production:** Edwin H. Morse.  
**Script Writer:** Talbot Munday.  
**Talent:** Jim Ameche, Sara Jane Wells, John Gannon.  
**Agency Director:** Leslie Daniels.  
**Announcer:** Tom Shirley.  
**Length of Run:** Started July 31, 1933.

**Jack Benny**

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

**Jack Berch**

**Sponsor:** Wasey Products Corp.  
**Agency:** Erwin Wasey Co.  
**Origination:** WOR, New York.  
**Air Time:** Monday, Wednesday and Friday, 9:45 to 10 a.m.  
**Network:** Mutual; WOR, New York, and WEAN, Providence.  
**Talent:** Jack Berch.  
**Agency Director:** Lew Amis.  
**Announcer:** Joe Bier.  
**Length of Run:** April 9, 1936, to July 9, 1937.

**Jack Berch and His Boys**

**Sponsor:** Fels Naptha Co. (soap).  
**Agency:** Young & Rubicam, Inc.  
**Origination:** New York.  
**Air Time:** Monday, Wednesday and Friday, 9:30 to 9:45 a.m.  
**Network:** CBS; 19 stations.  
**Production:** Handled by the agency.  
**Script Writer:** Jack Berch.  
**Talent:** Jack Berch, Mark Warnow's Orchestra.  
**Agency Director:** William Rousseau.  
**Announcer:** John Reed King.  
**Conductor:** Mark Warnow.  
**Length of Run:** Jan. 19, 1937, to July 15, 1937; renewed July 19, 1937, to Oct. 15, 1937.

**Jack Haley**

(See "Log Cabin Jamboree")

**Jack Oakie's College**

**Sponsor:** R. J. Reynolds Tobacco Co. (Camel Cigarettes, Prince Albert Smoking Tobacco).  
**Agency:** William Esty & Co.  
**Origination:** KNX, Hollywood.  
**Air Time:** Tuesday, 9:30 to 10 p.m.  
**Network:** CBS; 84 stations.  
**Production:** William Esty & Co.  
**Script Writers:** Milt Gross, Hugh Wedlock, Howard Snyder.  
**Talent:** Jack Oakie, Stuart Erwin, Raymond Hatton, Georgie Stoll's Orchestra.  
**Agency Director:** Savington Crampton.  
**Announcer:** Bill Goodwin.  
**Conductor:** Georgie Stoll.  
**Length of Run:** Dec. 29, 1936 to March 22, 1938.

**James Melton**

(See "Sunday Night Party")

**James Wallington**

(See "Texaco Town")

**Jane Froman**

(See "Jell-O Summer Show")

## NETWORK COMMERCIALS—Continued

**Jane Martin**

(See "Let's Play Games")

**Jean Dickinson**

(See "American Album of Familiar Music")

**Jean Hersholt**

(See "Dr. Christian")

**Jeanette MacDonald**

(See "Vick's Open House")

### **Jell-O Program, Starring Jack Benny**

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

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

**Origination:** Hollywood.

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

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

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

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

**Talent:** Jack Benny, Mary Livingstone, Kenny Baker, Andy Devine, Don Wilson, Sam Hearn, Phil Harris' Orchestra.

**Agency Director:** Tom Harrington.

**Announcer:** Don Wilson.

**Conductor:** Phil Harris.

**Length of Run:** Contract began Oct. 14, 1934.

### **Jell-O Summer Show**

**Sponsor:** General Foods Corp. (Jell-O Ice Cream Powder, Jell-O Ice Cream Mix).

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

**Origination:** New York.

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

**Network:** NBC Red; 79 stations.

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

**Talent:** Don Ross, Jane Froman, Jell-O

Tune Twisters, D'Artega's Orchestra.

**Agency Director:** Tom Lewis.

**Announcer:** Stuart Metz.

**Conductor:** D'Artega.  
**Length of Run:** July 5, 1937, to Sept. 26, 1937.

### **Jenny Peabody**

**Sponsor:** F. & F. Laboratories, Inc. (cough drops).

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

**Origination:** Chicago.

**Air Time:** Monday, Wednesday and Friday, 3:30 to 3:45 p.m.

**Network:** CBS; 44 stations.

**Production:** Jack Hurdle.

**Script Writer:** Aileen Neff.

**Talent:** Mento Everitt, Ginger Jones, Edith Adams, Gertrude Bondhill, Olan E. Soule, Marie Nelson, Dolly Day, Dan Hosmer.

**Agency Director:** Mr. Crowell.

**Announcer:** Don Gordon.

**Length of Run:** Oct. 18, 1937 to Jan. 14, 1938.

**Jergens, Andrew, Co.**

(Jergens' Lotion)

(See "Walter Winchell")

**Jergens-Woodbury Sales Corp.**

(Woodbury Soap)

(See "Woodbury's Hollywood Playhouse")

**Jerry Belcher**

(See "Interesting Neighbors")

**Jerry Cooper**

(See "Hollywood Hotel")

**Jerry Mann**

(See "Hammerstein Music Hall")

**Jessica Dragonette**

(See "Palmolive Beauty Box Theatre")

**Jim McWilliams Question Bee**

**Sponsor:** G. Washington Coffee Refining Co.

**Agency:** Cecil, Warwick & Legler, Inc.

**Origination:** New York.

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

**Network:** NBC Blue; 7 stations.

**Production:** Preston H. Pumphrey (of the agency).

**Script Writers:** Material used from letters sent in by listeners.

**Talent:** Jim McWilliams and members of the studio audience.

**Agency Director:** Preston H. Pumphrey.

**Announcer:** Joseph Bell.

**Length of Run:** Started Sept. 26, 1936.

**Jimmy Fidler**

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

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

**Origination:** Hollywood.

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

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

**Script Writer:** Jimmy Fidler.

**Talent:** Jimmy Fidler.

**Agency Director:** Gordon Cooke.

**Announcer:** Bob Sherwood.

**Length of Run:** Tuesday contract started March 16, 1937; Friday contract started May 21, 1937.

**Joachim, M. H. H.**

(See "Your Unseen Friend")

## NETWORK COMMERCIALS—Continued

### Joe Emerson

(See "Hymns of All Churches")

### Joe Penner

(See "Park Avenue Penners")

### John J. Anthony

(See "Good Will Hour")

### John Carter

(See "Chase and Sanborn Program")

### John Held, Jr.

(See "Pontiac Varsity Show")

### John Nesbitt

(See "Passing Parade")

### John's Other Wife

**Sponsor:** Affiliated Products, Inc., Louis Phillipe, Angelus Lipstick and Rouge, Edna Wallace Hopper White Youth Pack.

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

**Origination:** New York.

**Air Time:** Monday through Friday, 10:15 to 10:30 p.m. (repeat from 1:30 to 1:45 p.m.).

**Network:** NBC Red; 31 stations.

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

**Script Writer:** Anne Hummert (script supervisor).

**Talent:** Matt Crowley (replaced by Richard Kollmar, Nov. 11, 1937), Adele Ronson, Phyllis Welch, Irene Hubbard, Milo Bolton, Ethel Blume, Ruth Yorke, Alan Bunce.

**Agency Director:** Lester Vail.

**Announcer:** Robert Waldrop.

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

### Johnny Presents

**Sponsor:** Philip Morris & Co., Ltd.

**Agency:** The Biow Company.

**Origination:** New York.

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

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

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

**Script Writers:** Milton H. Biow, Jack Johnstone.

**Talent:** Beverly Freeland, Swing Fourteen, Genevieve Rowe, Floyd Sherman, Glenn Cross, Three Harmonics (trio), Russ Morgan's Orchestra, guests.

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

**Announcer:** Charles O'Connor.

**Conductor:** Russ Morgan.

**Length of Run:** Started April 17, 1933.

### Johnny Presents

**Sponsor:** Philip Morris & Co., Ltd.

**Agency:** The Biow Co.

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

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

**Network:** CBS; 56 stations.

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

**Script Writers:** Milton Biow, Jack Johnstone.

**Talent:** Genevieve Rowe, Swing Fourteen, Beverly Freeland, Floyd Sherman, Glenn Cross, Three Harmonics (trio), Russ Morgan's Orchestra, guests.

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

**Announcer:** Charles O'Connor.

**Conductor:** Russ Morgan.

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

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

**Sponsor:** Philip Morris & Company, Ltd.

**Agency:** Biow Company, Inc.

**Origination:** WOR, New York.

**Air Time:** Friday, 8:00 to 8:30 p.m.

**Network:** Mutual; three stations.

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

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

**Talent:** Budd Hulick, Arlene Francis, Ray Block's Orchestra.

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

**Announcer:** Charles O'Connor.

**Conductor:** Ray Block.

**Length of Run:** Started March 25, 1938.

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

(See "Fibber McGee and Molly")

(See "Attorney-at-Law")

### Jolly Joe

**Sponsor:** Little Crown Milling Co.

**Agency:** Rogers & Smith Advertising Agency.

**Origination:** WGN, Chicago.

**Air Time:** Friday, 6 to 6:15 p.m.

**Network:** Mutual; WGN, Chicago, WCAE, Pittsburgh.

**Script Writer:** Joe Kelly.

**Talent:** Joe Kelly.

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

### Joseph Schmidt

(See "General Motors Concerts")

### Journal of Living

(See "Victor H. Lindlahr")

### Julia Sanderson

(See "Heinz Magazine of the Air")

## NETWORK COMMERCIALS—Continued

### Junior Nurse Corps

**Sponsor:** Swift & Co. (Sunbrite Cleanser).  
**Agency:** Stack-Goble Adv. Agency.  
**Origination:** Chicago.  
**Air Time:** Monday through Friday, 5 to 5:15 p.m.  
**Network:** NBC Blue; 6 stations.  
**Script Writer:** Jean Lee Latham.  
**Talent:** Debroh Keith, Ken Christie, William Amsdell, Lucy Gilman, Helena Ray, Tom Collins, Donald Weeks.  
**Announcer:** Everett Mitchell.  
**Length of Run:** Started Sept. 27, 1937.

### Jussi Bjoerling

(See "General Motors Concerts")

### Just Between Us

**Sponsor:** Rabin Cosmetic Co.  
**Agency:** Hays MacFarland & Co.  
**Origination:** WOR, New York.  
**Air Time:** Sunday, 11:15 to 11:30 p.m.  
**Network:** Mutual; WOR, New York; WAAB, Boston; WLW, Cincinnati; WGN, Chicago.  
**Script Writer:** Pat Barnes.  
**Talent:** Pat Barnes, Brick Holden, Nat Brusiloff's Orchestra.  
**Conductor:** Nat Brusiloff.  
**Length of Run:** May 2, 1937, to July 25, 1937.

### Just Entertainment

**Sponsor:** William Wrigley, Jr., Co. (Wrigley's Gum).  
**Agency:** Neisser-Meyerhoff, Inc.  
**Origination:** Chicago.  
**Air Time:** Monday through Friday, 7 to 7:15 p.m. (repeat from 11 to 11:15 p.m.).  
**Network:** CBS; 50 stations.  
**Production:** Neisser-Meyerhoff, Inc.  
**Talent:** Jack Fulton, Andrews Sisters, Al Hohengarten's Orchestra.  
**Agency Director:** M. Chon.  
**Announcer:** Don Hancock.  
**Conductor:** Carl Hohengarten.  
**Length of Run:** Started March 21, 1938.

### Just Plain Bill and Nancy

**Sponsor:** Anacin, Bi-So-Dol, Kolynos.  
**Agency:** Blakett-Sample-Hummert, Inc.  
**Origination:** New York.  
**Air Time:** Monday through Friday, 10:30 to 10:45 a.m. (repeat from 1:45 to 2 p.m.).  
**Network:** NBC Red; 31 stations.  
**Production:** Anne and Frank Hummert.  
**Script Writers:** Anne and Frank Hummert (script supervisors).  
**Talent:** Arthur Hughes, Ruth Russell, Tess Sabhan.  
**Agency Director:** Martha Atwell.  
**Announcer:** Bill Bailey.  
**Length of Run:** Started Sept. 14, 1936.

## K

### Kaltenmeyer's Kindergarten

**Sponsor:** Quaker Oats Co.  
**Agency:** Lord & Thomas, Inc.  
**Origination:** Chicago.  
**Air Time:** Saturday, 5:30 to 6 p.m.  
**Network:** NBC Red; 47 stations.  
**Production:** Herbert A. Butterfield.  
**Script Writer:** Harry Lawrence.  
**Talent:** Bruce Kamman, Johnny Wolf Thor Ericson, Merrill Fugit, Billy White, Cecil Roy, Harry Kogen's Orchestra.  
**Agency Director:** Basil Loughrane.  
**Announcer:** Charles Lyon.  
**Conductor:** Harry Kogen.  
**Length of Run:** Jan. 4, 1936 to Dec. 25, 1937.

### Kate Smith's Bandwagon

**Sponsor:** General Foods Corp. (Swans Down Cake Flour, Calumet Baking Powder).  
**Agency:** Young & Rubicam, Inc.  
**Origination:** New York.  
**Air Time:** Thursday, 8 to 9 p.m. (repeat from 11:15 p.m. to 12:15 a.m.).  
**Network:** CBS; 80 stations.  
**Production:** Ted Collins (Kate Smith's manager), and Tom Lewis (of the agency).  
**Script Writers:** Paul Munroe, Sylvan Taplinger, Tom Lewis, Bob Welch.  
**Talent:** Kate Smith, Ted Collins, Jim Crowley (Oct. 7 to Dec. 9, 1937), Henry Youngman, Jack Miller's Orchestra, guests, Ted Straeter's Chorus, Ambassadors (trio, beginning Oct. 7, 1937).  
**Agency Director:** Ted Collins (for the agency), Bob Welch, Tom Lewis.  
**Announcer:** Andre Baruch.  
**Conductor:** Jack Miller.  
**Length of Run:** Started Sept. 30, 1937.

### Kathryn Cravens

(See "News Through a Woman's Eyes")

### Katro-Lek Labs., Inc.

(See "Polish Melodies")

### Kay Kyser

(See "Kay Kyser's Musical Class and Dance")

(See "Surprise Party")

### Kay Kyser's Musical Class and Dance

**Sponsor:** American Tobacco Co. (Lucky Strike).  
**Agency:** Lord & Thomas, Inc.



## NETWORK COMMERCIALS—Continued

**Origination:** WGN, Chicago.  
**Air Time:** Tuesdays, 8 to 8:45 p.m.; after Feb. 2, 1938, from 8 to 9 p.m.  
**Network:** Mutual; two stations.  
**Talent:** Kay Kyser, Harry Babbitt, Virginia Simms, Sully Mason.  
**Agency Director:** T. D. Welles.  
**Announcers:** Pierre Andre, Russ Russell, Harlow Wilcox.  
**Conductor:** Kay Kyser.  
**Length of Run:** Feb. 1, 1938, to March 22, 1938.

### Kay Kyser's Musical Class and Dance

**Sponsor:** American Tobacco Co.  
**Agency:** Lord & Thomas, Inc.  
**Origination:** New York.  
**Air Time:** Wednesday, 10 to 11:00 p.m.  
**Network:** NBC Red; 82 stations.  
**Production:** Handled by agency.  
**Script Writer:** Frank Wilson.  
**Talent:** Kay Kyser's Orchestra, Virginia Sims, Harry Babbitt, Sully Mason.  
**Agency Director:** George McGarrett.  
**Announcer:** Fred Uttal.  
**Conductor:** Kay Kyser.  
**Length of Run:** Started March 30, 1938 (replacing "Your Hollywood Parade").

### Kay Thompson

(See "Monday Night Show")

### Kellogg Co.

(See "Girl Alone")  
(See "Singing Lady")  
(See "Singing Lady Music Plays")

### Ken Murray

(See "Hollywood Hotel")  
(See "Ken Murray and Oswald")

### Ken Murray and "Oswald"

**Sponsor:** Campbell Soup Co.  
**Agency:** F. Wallis Armstrong Co.  
**Origination:** KNX, Hollywood.  
**Air Time:** Wednesday, 8:30 to 9 p.m. (repeat from 11:30 p.m. to 12 midnight).  
**Network:** CBS; 72 stations.  
**Production:** F. Wallis Armstrong Co.  
**Script Writers:** Ken Murray, Royal Foster.  
**Talent:** Ken Murray, Tony Labriola ("Oswald"), Lud Gluskin's Orchestra, Shirley Ross (from March 31, 1937, to June 23, 1937), Marylyn Stuart (from June 30, 1937, to Sept. 22, 1937), guests.  
**Agency Director:** Diana Bourbon.  
**Announcer:** Kenneth Niles.  
**Conductor:** Lud Gluskin.  
**Length of Run:** March 31, 1937, to Sept. 22, 1937.

### Kirkman & Son

(See "Jack and Loretta")

### Kitchen Cavalcade

**Sponsor:** C. F. Mueller Co. (Macaroni).  
**Agency:** Kenyon & Eckhardt, Inc.  
**Origination:** New York.  
**Air Time:** Monday through Friday, 10:45 to 11 a.m.  
**Network:** NBC Blue; 7 stations.  
**Production:** Tyler Davis and Grombach Productions (independent producers).  
**Script Writer:** Earl Sparling.  
**Talent:** Crosby Gaige, Charlie Cantor, Ruth Yorke, Peter Donald, Mitzi Gould, Carl Eastman, Joe Biviano, accordionist.  
**Agency Director:** Tyler Davis.  
**Announcer:** Bill Ferran.  
**Length of Run:** Feb. 27, 1937, to June 4, 1937; renewed Sept. 18, 1937.

### Kitty Carlisle

(See "The Song Shop")

### Kitty Keene, Inc.

**Sponsor:** Procter & Gamble Co. (Dreft).  
**Agency:** Blakett-Sample-Hummert, Inc.  
**Origination:** Chicago.  
**Air Time:** Monday through Friday, 4:30 to 4:45 p.m.  
**Network:** CBS; 17 stations.  
**Production:** Courtenay Savage.  
**Script Writer:** Day Keene.  
**Talent:** Frances Carlon, Joan Kay, Ken Griffin, Reese Taylor, Francis Schuster, Malcolm Meacham.  
**Agency Director:** Courtenay Savage.  
**Announcer:** Jack Brinkley.  
**Length of Run:** Started Sept. 20, 1937.

### Knox Manning

(See "Headlines on Parade")

### Kolyns

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

### Kraft Music Hall

**Sponsor:** Kraft-Phenix Cheese Corp.  
**Agency:** J. Walter Thompson Co.  
**Origination:** Hollywood.  
**Air Time:** Thursday, 10 to 11 p.m.  
**Network:** NBC Red; 57 stations.  
**Production:** J. Walter Thompson Co.  
**Script Writers:** Carroll Carroll (for Crosby and Burns).  
**Talent:** Bing Crosby, Bob Burns, Paul Taylor Choristers, Johnny Trotter's Orchestra, guests.  
**Agency Director:** H. Calvin Kuhl.  
**Announcer:** Ken Carpenter.

## NETWORK COMMERCIALS—Continued

**Conductor:** Johnny Trotter.  
**Length of Run:** Contract started June 26, 1933; new cast with Bing Crosby started Jan. 2, 1936.

**Kraft-Phenix Cheese Corp.**  
(See "Kraft Music Hall")

### L

#### Lady Esther Serenade

**Sponsor:** Lady Esther, Ltd.  
**Agency:** Lord & Thomas, Inc.  
**Origination:** Chicago (usually).  
**Air Time:** Tuesday and Wednesday, 8:30 to 9 p.m. (last Wednesday broadcast was Jan. 26, 1938).  
**Network:** NBC Red; 41 stations.  
**Production:** Jules Herbevaux.  
**Talent:** Wayne King Orchestra.  
**Agency Director:** Basil Loughrane.  
**Announcer:** Phil Stewart.  
**Conductor:** Wayne King.  
**Length of Run:** Started Sept. 27, 1931.

#### Lady Esther Serenade

**Sponsor:** Lady Esther Co.  
**Agency:** Lord & Thomas, Inc. (Stack-Goble prior to Sept. 1, 1937).  
**Origination:** Chicago and various other points.  
**Air Time:** Monday, 10 to 10:30 p.m.  
**Network:** CBS; 36 stations.  
**Production:** Lord & Thomas, Inc.  
**Talent:** Wayne King's Orchestra, Bess Johnson ("Lady Esther") (left program Oct. 27, 1937), Basil Loughrane after Nov. 1, 1937.  
**Agency Director:** Basil Loughrane.  
**Announcer:** Phil Stewart.  
**Conductor:** Wayne King.  
**Length of Run:** Started Feb. 24, 1935.

#### Lambert Pharmacal Co.

(See "Grand Central Station")  
(See "Newlyweds")  
(See "True Detective Mysteries")

#### Lamont Corliss & Co.

(See "Husbands and Wives")  
(See "Those We Love")  
(See "Woman's Magazine of the Air")

#### Lanny Ross

(See "Hollywood Mardi Gras")

#### Larus & Brother Co.

(See "Alias Jimmy Valentine")

#### Lawrence Tibbett

(See "Chesterfield Presents")

#### Lehn & Fink

(See "Dr. Allen Roy Dafoe" for Lysol)  
(See "Follow the Moon" for Pebeco)  
(See "Hawaiian Moon Casino" for Tussy Cosmetics)  
(See "Life of Mary Sothern" for Hind's)

#### Lester Tremayne

(See "First Nighter")

#### Let's Play Games

**Sponsor:** E. Fougera & Co.  
**Agency:** Small & Seiffer, Inc.  
**Origination:** WOR, New York.  
**Air Time:** Friday, 9 to 9:15 p.m.  
**Network:** Mutual; WOR, New York; WAAB, Boston; WGN, Chicago.  
**Production:** Jane Martin.  
**Script Writer:** Marvin Small.  
**Talent:** Jane Martin and members of the studio audience.  
**Agency Director:** Marvin Small.  
**Length of Run:** Started Oct. 8, 1937.

#### Lever Bros. Co.

(See "Aunt Jenny's Real Life Stories" for Spry)  
(See "Big Sister" for Rinso)  
(See "Big Town" for Rinso)  
(See "Lux Radio Theatre" for Lux)  
(See "Rinso Program Starring Al Jolson" for Rinso)

#### Lew Lehr

(See "Ben Bernie and All the Lads")

#### Lewis-Howe Co. (Tums)

(See "Vocal Varieties")

#### Libby, McNeill & Libby

(See "We Are Four")

#### Life of Mary Sothern

**Sponsor:** Lehn & Fink (Hind's Honey and Almond Cream).  
**Agency:** William Esty & Co.  
**Origination:** New York.  
**Air Time:** Monday through Friday, 5:15 to 5:30 p.m.  
**Network:** CBS; 19 stations.  
**Production:** Don Becker (free lance).  
**Script Writer:** Don Becker.  
**Talent:** Minnabelle Abbott, Jay Jostyn, Jerry Lesser, Joseph Julian, Charles Seel, Florence Golden, Grace Valentine, Charles Webster.  
**Director:** Chick Vincent (for Don Becker).  
**Announcer:** Ken Roberts.  
**Conductor:** Elsie Thompson, organist.  
**Length of Run:** Oct. 4, 1937, to April 1, 1938.

## NETWORK COMMERCIALS—Continued

### Liggett & Myers Tobacco

(See "Chesterfield Daily Sports Column")  
 (See "Chesterfield Presents")  
 (See "Chesterfield Program")  
 (See "Chesterfield Sports Resume")  
 (See "Music from Hollywood")

### Little Crown Milling Co.

(See "Jolly Joe")

### Little Orphan Annie

**Sponsor:** The Wander Co. (Ovaltine).  
**Agency:** Blackett-Sample-Hummert, Inc.  
**Origination:** Chicago.  
**Air Time:** Monday through Friday, 5:45 to 6 p.m. (repeat from 6:45 to 7 p.m.).  
**Network:** NBC Red; 24 stations and WGN.  
**Production:** Alan Wallace.  
**Script Writer:** Ferrin Fraser.  
**Talent:** Shirley Bell (Little Orphan Annie), Francis Derby, Henry Saxe, E. Sprague, Henrietta Tedro, Al Halus.  
**Agency Director:** Mr. Bremner.  
**Announcer:** Pierre Andre.  
**Length of Run:** Started Nov. 13, 1931.

### Lloyd Pantages Covers Hollywood

**Sponsor:** Raymonds, Inc.  
**Agency:** Milton Weinberg Adv. Co.  
**Origination:** Hollywood.  
**Air Time:** Sunday, 1:45 to 2 p.m. (repeat from 11 to 11:15 p.m.) PST.  
**Network:** CBS; 19 stations.  
**Talent:** Lloyd Pantages.  
**Length of Run:** Oct. 17, 1937, to Nov. 21, 1937.

### Log Cabin Jamboree

**Sponsor:** General Foods Corp. (Log Cabin Syrup).  
**Agency:** Benton & Bowles, Inc.  
**Origination:** KFI, Hollywood.  
**Air Time:** Saturday, 8:30 to 9 p.m. (repeat from 12:30 to 1 a.m.).  
**Network:** NBC Red; 54 stations.  
**Production:** Benton & Bowles, Inc.  
**Script Writers:** Various.  
**Talent:** Jack Haley, Virginia Verri'l, Wendy Barrie, Warren Hull, Jack Smart, Ted Fio Rito's Orchestra, Three Little Sugars.  
**Agency Director:** Don Cope.  
**Announcer:** Warren Hull.  
**Conductor:** Ted Fio Rito.  
**Length of Run:** Oct. 9, 1937 to April 2, 1938.

### Lone Ranger

**Sponsor:** Gordon Bakeries.  
**Agency:** Young & Rubicam, Inc.  
**Origination:** WXYZ, Detroit.  
**Air Time:** Monday, Wednesday and Friday,

7:30 to 8 p.m. (repeat from 8:30 to 9 p.m. on WGN, Chicago).

**Network:** Mutual; 4 stations.  
**Production:** Harry Ackerman (of the agency), James Jewell, Charles Livingstone (WXYZ).  
**Script Writer:** Fran Striker.  
**Talent:** John Todd, Charles Livingstone, Jack Petruzzi, Bud Michaels, Ruth Rickaby, Herschell Mayal.  
**Agency Director:** Harry Ackerman.  
**Announcer:** Al Chance.  
**Conductor:** Ted Robertson.  
**Length of Run:** Started Nov., 1933.

### Lone Ranger

**Sponsor:** Weber Baking Co.  
**Agency:** Scholts Adv. Service.  
**Origination:** WXYZ, Detroit.  
**Air Time:** Monday, Wednesday and Friday, 10:30 to 11 p.m. (not heard in New York).  
**Network:** Mutual; 11 stations.  
**Production:** James Jewell.  
**Script Writer:** Fran Striker.  
**Talent:** John Todd, Charles Livingstone, Jack Petruzzi, Bud Michaels, Ruth Rickaby, Herschell Mayal.  
**Agency Director:** Tom Scholts.  
**Announcers:** Al Chance, Ted Bliss.  
**Conductor:** Ted Robertson.  
**Length of Run:** Started Jan. 18, 1937.

### Lorenzo Jones

**Sponsor:** Charles H. Phillips Chemical Co., Phillips' Magnesia Toothpaste and Milk of Magnesia Tablets.  
**Agency:** Blackett-Sample-Hummert, Inc.  
**Origination:** New York.  
**Air Time:** Monday through Friday, 4 to 4:15 p.m. (starting April 25, 1938, time changed to 11:15 a.m.).  
**Network:** NBC Red; 22 stations.  
**Production:** Frank Hummert.  
**Script Writers:** Frank and Anne Hummert.  
**Talent:** Carl Swenson, Betty Garde.  
**Agency Director:** Lloyd Rosamund.  
**Announcer:** William Farren.  
**Length of Run:** Started April 26, 1937.

### Lorillard, P. (Old Gold)

(See "Hollywood Screenscoops")

### Lou Holtz

(See "Monday Night Show")

### Lou Little Football Forecast

**Sponsor:** American Chicle Co.  
**Agency:** Badger, Browning & Hersey, Inc.  
**Origination:** WOR, New York.  
**Air Time:** Friday, 7:30 to 7:45 p.m.  
**Network:** Mutual; 10 stations.  
**Talent:** Lou Little.  
**Length of Run:** Oct. 22, 1937, to Dec. 3, 1937.

## NETWORK COMMERCIALS—Continued

### Louella Parsons

(See "Hollywood Hotel")

### Lovely Lady Cosmetics

(See "Your Parlor Playhouse")

### Lowell Thomas

**Sponsor:** Sun Oil Co.

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

**Origination:** New York.

**Air Time:** Monday through Friday, 6:45 to 7 p.m.

**Network:** NBC Blue; 20 stations.

**Script Writer:** Lowell Thomas.

**Talent:** Lowell Thomas, Ed Thorgersen (briefly in Oct., 1937, only).

**Announcer:** Neel B. Enslin (replaced by Hugh James).

**Length of Run:** Started June 13, 1932.

### Lucille Manners

(See "Cities Service Concert")

### Lum and Abner

**Sponsor:** Horlick's Malted Milk Corp.

**Agency:** Lord & Thomas, Inc.

**Origination:** Hollywood (originally Chicago).

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

**Network:** NBC Blue; 18 stations.

**Production:** Carl Stanton.

**Script Writers:** Chester Lauck, Norris Goff.

**Talent:** Chester Lauck (Lum), Norris Goff (Abner).

**Agency Director:** Basil Loughrane.

**Announcer:** Carlton Brickert.

**Conductor:** Dean Fossler.

**Length of Run:** Sept. 9, 1935, to Feb. 25, 1938.

### Lum and Abner

**Sponsor:** General Foods (Postum).

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

**Origination:** Hollywood.

**Air Time:** Monday, Wednesday, Friday, 6:45 to 7:00 p.m. (repeat from 11:15 to 11:30 p.m.).

**Network:** CBS; 50 stations.

**Production:** Murray Bolen.

**Script Writers:** Chester Lauck, Norris Goff.

**Talent:** Chester Lauck (Lum), Norris Goff (Abner).

**Agency Director:** Murray Bolen.

**Announcer:** Lou Crosby.

**Length of Run:** Started March 7, 1938.

### Lutheran Hour

**Sponsor:** Lutheran Laymen's League.

**Agency:** Kelly, Stuhlman & Zahrndt, Inc.

**Origination:** KFYO, St. Louis.

**Air Time:** Sunday, 4:30 to 5 p.m.

**Network:** Mutual; 62 stations.

**Script Writers:** Virgil A. Kelly, Charles F. Kelly, Jr.

**Talent:** Dr. Walter A. Maier, Lutheran Hour Chorus, St. Louis A'Cappella Choir, Ft. Wayne (Ind.) Choral Society.

**Agency Director:** W. W. Zahrndt.

**Announcer:** R. W. Janetzke.

**Conductors:** Prof. William B. Heyne, assisted by Norman Gienapp.

**Length of Run:** Oct. 4, 1936, to March 28, 1937; Oct. 24, 1937 to April 17, 1938.

### Lutheran Laymen's League

(See "Lutheran Hour")

### Lux Radio Theatre, The

**Sponsor:** Lever Brothers Co. (Lux Toilet Soap).

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

**Origination:** Music Box Theatre via KNX, Hollywood.

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

**Network:** CBS; 57 U. S. stations.

**Production:** J. Walter Thompson Co.

**Script Writer:** George Wells.

**Talent:** Cecil B. De Mille, Louis Silvers' Orchestra, guests.

**Agency Director:** Frank Woodruff.

**Announcer:** Melville Ruick.

**Conductor:** Louis Silvers.

**Length of Run:** Last contract renewal was on Sept. 13, 1937.

## M

### Ma Perkins

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

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

**Origination:** Chicago.

**Air Time:** Monday through Friday, 3:15 to 3:30 p.m.

**Network:** NBC Red; 51 stations.

**Production:** George Fogle.

**Script Writer:** Lee Gebhart.

**Talent:** Virginia Payne, Charles Egelston, and dramatic cast.

**Agency Director:** Mr. Hauser.

**Announcer:** Dick Wells.

**Length of Run:** Started Dec. 4, 1933.

### Ma Perkins

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

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

**Origination:** Chicago.

**Air Time:** Monday through Friday, 10:45 to 11 a.m.

**Network:** CBS; 28 stations.

**Production:** George Fogle.

## NETWORK COMMERCIALS—Continued

**Script Writer:** Lee Gebhart.  
**Talent:** Virginia Payne, Charles Egelston, Gilbert Faust, Hazel Dopheide, Cecil Roy, Murray Forbes, Billy Lee.  
**Agency Director:** Mr. Hauser.  
**Announcer:** Dick Wells.  
**Length of Run:** Started Jan. 3, 1938.

### Macfadden Publications

(See "Good Will Hour")  
(See "True Story Court of Human Relations")

### Magic Key of RCA

**Sponsor:** Radio Corp. of America.  
**Agency:** None.  
**Origination:** New York (with worldwide pickups).  
**Air Time:** Sunday, 2 to 3 p.m.  
**Network:** NBC Blue; 107 stations.  
**Production:** Howard Wiley (NBC) and a special committee headed by Bertha Brainard, NBC Commercial Program Manager.  
**Script Writer:** Welbourn Kelley.  
**Talent:** Dr. Frank Black, Magic Key Orchestra, Linton Wells, guests.  
**Announcers:** Milton Cross, Ben Grauer.  
**Conductor:** Dr. Frank Black.  
**Length of Run:** Started Sept. 29, 1935.

### Maine Development Commission

(See "Featuring Marjorie Mills")

### Major Bowes' Amateur Hour

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

### Man to Man Sports

**Sponsor:** American Tobacco Co. (Roi-Tan Cigars).  
**Agency:** Lawrence C. Gumbinner Agency.  
**Origination:** Hollywood.  
**Air Time:** Thursday, 7 to 7:15, p.m., PST.  
**Network:** CBS; 5 stations.  
**Production:** Bernard Weinberg and W. H. Krauch (of Milton Weinberg Advertising Co.; latter states they handle talent and production for this program).  
**Talent:** Mark Kelly.  
**Announcer:** Tom Hanlon.  
**Length of Run:** Started Nov. 17, 1937.

### Manhattan Merry-Go-Round

**Sponsor:** R. L. Watkins Co.; Dr. Lyon's Toothpowder.  
**Agency:** Blackett-Sample-Hummert, Inc.  
**Origination:** New York.  
**Air Time:** Sunday, 9 to 9:30 p.m.  
**Network:** NBC Red; 53 stations.  
**Production:** Blackett-Sample-Hummert, Inc.  
**Script Writer:** Anne Hummert.  
**Talent:** Men About Town (trio), Pierre Le Kreun, Rachael Carlay, Don Donnie's Orchestra.  
**Agency Director:** Anne Hummert.  
**Announcer:** Ford Bond.  
**Conductor:** Don Donnie.  
**Length of Run:** Started Nov. 6, 1932.

### Manhattan Soap Co.

(See "The Wife Saver")

### March of Time

**Sponsor:** Time, Inc.; Servel, Inc., after April 7, 1938.  
**Agency:** Batten, Barton, Durstine & Osborn, Inc.  
**Origination:** New York.  
**Air Time:** Thursday, 8 to 8:30 p.m.  
**Network:** NBC Blue; 40 stations.  
**Production:** Homer Fickett, William Spier.  
**Script Writer:** William Geer.  
**Talent:** Red de Corsica, Edwin Jerome, Dwight Weist, C. Westbrook Van Voorhis, Ted Jewett, William Johnstone, Frank Readick, Agnes Moorehead, William Adams, Adelaide Klein, Paul Stewart, Patricia Reardon.  
**Agency Director:** Arthur Pryor, Jr.  
**Announcer:** C. Westbrook Van Voorhis.  
**Conductor:** Howard Barlow.  
**Length of Run:** Started Oct. 14, 1937.

### Margaret Speaks

(See "The Voice of Firestone")

### Margot of Castlewood

**Sponsor:** Quaker Oats Co.  
**Agency:** Lord & Thomas, Inc.  
**Origination:** Chicago.  
**Air Time:** Monday through Friday, 10 to 10:15 a.m. (rebroadcast from 11 to 11:15 a.m.) (time changed on March 14, 1938, to 10:15 to 10:30 a.m.; rebroadcast 11:15 to 11:30 a.m.).  
**Network:** NBC Blue; 50 stations.  
**Production:** Herbert Butterfield.  
**Script Writers:** Les Weinrott, Sherwood King.  
**Talent:** Barbara Luddy, Ethel Owen, Herbert Butterfield, Basil Loughrane.  
**Agency Director:** Basil Loughrane.  
**Announcer:** Charles Lyon.  
**Conductor:** Noble Cain.  
**Length of Run:** Started Jan. 3, 1938.

## NETWORK COMMERCIALS—Continued

### Maria Jeritza

(See "General Motors Concerts")

### Marion Talley

(See "Ry-Krisp Presents Marion Talley")

### Marjorie Mills

(See "Featuring Marjorie Mills")

### Mark Warnow

(See "Heinz Magazine of the Air")

(See "Jack Berch and His Boys")

(See "We, The People")

### Marrow, J. W., Mfg. Co.

(See "Henry Busse and His Orchestra")

### Martha and Hal

**Sponsor:** Humphrey's Homeopathic Medicine Co.

**Agency:** The Biow Co.

**Origination:** WOR, New York.

**Air Time:** Sunday, 11:15 to 11:30 a.m.;

Monday and Wednesday, 9:45 to 10 a.m.

**Network:** Mutual; 8 stations.

**Production:** Walter Tibbals.

**Script Writers:** Martha Lawrence and Hal Bogg.

**Talent:** Martha Lawrence and Hal Bogg, Andy Sannella's Orchestra.

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

**Announcer:** Bill Tuttle.

**Conductor:** Andy Sannella.

**Length of Run:** Nov. 23, 1937, to Feb. 25, 1938.

### Martha Raye

(See "Rinso Program Starring Al Jolson")

### Mary Eastman

(See "Saturday Night Serenade")

### Mary Jane Walsh

**Sponsor:** The Barbasol Co.

**Agency:** Erwin Wasey Co.

**Origination:** WOR, New York.

**Air Time:** Friday, 7:45 to 8 p.m. (repeat from 8 to 8:15 p.m.).

**Network:** Mutual; 8 stations.

**Talent:** Mary Jane Walsh, Ross Graham, Nat Brusiloff's Orchestra.

**Conductor:** Nat Brusiloff.

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

### Mary Lee Taylor

(See "Pet Milky Way")

### Mary Margaret McBride

**Sponsor:** General Foods Corp. (Minute Tapioca).

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

**Origination:** New York.

**Air Time:** Monday, Wednesday and Friday, 12 to 12:15 p.m.

**Network:** CBS; 47 stations.

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

**Script Writer:** Mary Margaret McBride.

**Talent:** Mary Margaret McBride, Milt Krass, pianist.

**Agency Director:** Carol Irwin.

**Announcer:** Ken Roberts.

**Conductor:** Milt Krass, pianist.

**Length of Run:** Started Oct. 4, 1937. (Mon. to Fri. 12-12:15 after Jan. 3, 1938).

### Maxwell House Show Boat

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

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

**Origination:** Hollywood.

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

**Network:** NBC Red; 68 stations.

**Talent:** Charles Winninger, Alma Kruger, Patricia Wilder, Virginia Verrill, Warren Hull, Eddie Green, Meredith Willson's Orchestra.

**Announcer:** Warren Hull.

**Conductor:** Meredith Willson.

**Length of Run:** Oct. 6, 1932, to Oct. 21, 1937.

### Melody Puzzles

**Sponsor:** American Tobacco Co. (Lucky Strike).

**Agency:** Lord & Thomas, Inc.

**Origination:** WOR, New York.

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

**Network:** Mutual; WOR, New York and WNBF, Binghamton.

**Production:** Karl Schullinger (of the agency).

**Talent:** Richard Humber's Orchestra, Stuart Allen, Fredda Gibson.

**Agency Director:** Edgar G. Sisson, Jr.

**Announcer:** Fred Uttal.

**Conductor:** Richard Humber.

**Length of Run:** Nov. 2, 1937, to Jan. 25, 1938.

### Melody Puzzles

**Sponsor:** American Tobacco Co. (Lucky Strike Cigarettes).

**Agency:** Lord & Thomas, Inc.

**Origination:** New York.

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

**Network:** NBC Blue; 63 stations.

**Production:** Lord & Thomas, Inc.

**Script Writer:** Lord & Thomas, Inc.

**Talent:** Harry Salter's Orchestra, Buddy Clark, Fredda Gibson, Songsmith Quartette, Fred Uttal (m.c.).

**Announcer:** Ed Herlihy.

**Conductor:** Harry Salter.

**Length of Run:** Jan. 10, 1938, to April 4, 1938.

## NETWORK COMMERCIALS—Continued

### Mennen Co.

(See "Cheer Up, America")  
(See "Famous Jury Trials")

### Metro-Goldwyn-Mayer

(See "Good News of 1938")

### Metropolitan Opera Auditions of the Air

**Sponsor:** Sherwin-Williams Co. (paints).  
**Agency:** Cecil, Warwick & Legler.  
**Origination:** New York.  
**Air Time:** Sunday, 5 to 5:30 p.m.  
**Network:** NBC Blue; 64 stations.  
**Production:** James Haupt (NBC).  
**Script Writer:** Helen Slater.  
**Talent:** Wilfred Pelletier's Orchestra, guests.  
**Agency Director:** Preston Pumphrey.  
**Announcer:** Howard Claney.  
**Conductor:** Wilfred Pelletier.  
**Length of Run:** Oct. 18, 1935, to March 27, 1938.

### Mickey Mouse Theatre of the Air

**Sponsor:** Pepsodent Co.  
**Agency:** Lord & Thomas, Inc.  
**Origination:** Hollywood.  
**Air Time:** Sunday, 5:30 to 6 p.m.  
**Network:** NBC Red; 53 stations.  
**Production:** Thomas A. McAvity (of the agency).  
**Script Writers:** William Demling, Glen Hirsch, Dick Creedon, Sue Oshorn.  
**Talent:** Joe Twerp (Mickey), Thelma Hubbard (Minnie), Clarence Nash (Duck), Florence Gill (Clara Duck), William Demling (Goofy).  
**Agency Directors:** Thomas A. McAvity, Carl Stanton.  
**Announcer:** John Hiestand.  
**Conductor:** Felix Mills.  
**Length of Run:** Started Jan. 2, 1938.

### Miles Laboratories

(See "National Barn Dance")  
(See "Uncle Ezra")

### Mr. Keen, Tracer of Lost Persons

**Sponsor:** Bi-So-Dol.  
**Agency:** Blackett-Sample-Hummert, Inc.  
**Origination:** New York.  
**Air Time:** Tuesday, Wednesday, Thursday, 7:15 to 7:30 p.m.  
**Network:** NBC Blue; 22 stations.  
**Production:** Blackett-Sample-Hummert, Inc.  
**Script Writer:** Anne Hummert.  
**Talent:** Bennett Kilpack, Florence Malone, Helen Walpole, Ed McDonald, Ed Jerome, James Meighan.

**Agency Director:** Martha Atwell.  
**Announcer:** Ben Grauer.  
**Length of Run:** Started Oct. 12, 1937.

### Mrs. Garrie Griswold and the Vaquero

**Sponsor:** Oxo, Ltd.  
**Agency:** Doremus & Co.  
**Origination:** San Francisco.  
**Air Time:** Tuesday and Friday, 9:30 to 9:45 a.m. PST.  
**Network:** NBC Red; 4 stations.  
**Production:** Ned Tollinger and Peter Ebenheim (NBC).  
**Script Writer:** Lucrezia Kemper.  
**Talent:** Mrs. Garrie Griswold, Clarence Hayes (tenor).  
**Agency Director:** Lucrezia Kemper.  
**Announcer:** Burton Bennett.  
**Length of Run:** Nov. 16, 1937, to Feb. 25, 1938.

### Mrs. Wiggs of the Cabbage Patch

**Sponsor:** Hill's Cold Tablets on Monday and Tuesday; A. S. Boyle Co.'s Old English Floor Wax on Wednesday, Thursday and Friday.  
**Agency:** Blackett-Sample-Hummert, Inc.  
**Origination:** New York.  
**Air Time:** Monday through Friday, 10 to 10:15 a.m. (repeat from 1:15 to 1:30 p.m.).  
**Network:** NBC Red; 31 stations.  
**Production:** Anne and Frank Hummert.  
**Script Writers:** Anne and Frank Hummert (script supervisors).  
**Talent:** Betty Garde, Agnes Young, John McGovern, Andy Donnelly, Peg Calvert.  
**Agency Director:** Martha Atwell.  
**Announcer:** George Ansbro.  
**Length of Run:** Started Sept. 14, 1936.

### Modern Food Process Co.

(See "Dog Heroes")

### Monday Night Show

(Also called "You Said It")

**Sponsor:** The Brewers' Radio Show Assn.  
**Agency:** U. S. Advertising Corp.  
**Origination:** New York.  
**Air Time:** Monday, 8 to 8:30 p.m.  
**Network:** CBS; 34 stations.  
**Production:** Handled by the agency.  
**Script Writers:** Billy K. Wells (Lou Holtz's material), (replaced by Al Lewis and Hank Garson).  
**Talent:** Lou Holtz (until April 11, 1938), Ted Husing, Kay Thompson and Trio, Connie Boswell, Agnes Moorehead (Aunt Agnes), "Cecelia" (trained seal), Richard Himber's Orchestra, guests.  
**Agency Director:** Frederick Mayer.  
**Announcer:** Dan Seymour.  
**Conductor:** Richard Himber.  
**Length of Run:** Started March 7, 1938.

## NETWORK COMMERCIALS—Continued

### Moore, Benjamin & Co.

(See "Benjamin Moore Triangle Club")

### Morrell, John & Co.

(See "Bob Becker")

### Morton Bowe

(See "Heinz Magazine of the Air")

### Mueller, C. F., Co.

(See "Kitchen Cavalcade")

### Music From Hollywood

**Sponsor:** Liggett & Myers Tobacco Co. (Chesterfields).

**Agency:** Newell-Emmett Co.

**Origination:** Hollywood.

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

**Network:** CBS; 90 stations.

**Production:** Harry Ommerle (CBS).

**Script Writer:** Nat Wolff (free lance).

**Talent:** Alice Faye, Four Esquires, Bob Allen, Hal Kemp's Orchestra.

**Agency Director:** Donald Langan.

**Announcer:** Carlton Kadell.

**Conductor:** Hal Kemp.

**Length of Run:** Jan. 1, 1937, to Dec. 24, 1937 (on a contract dating back to a renewal on Sept. 30, 1936).

### Musical Steelmakers, The

**Sponsor:** Wheeling Steel Corp.

**Agency:** Critchfield & Co.

**Origination:** WWVA, Wheeling.

**Air Time:** Sunday, 5 to 5:30 p.m.

**Network:** Mutual; 5 stations.

**Production:** J. L. Grimes, Walter S. Patterson.

**Script Writers:** J. L. Grimes, Walter S. Patterson.

**Talent:** Earl Summers' Orchestra, Sara Rehm, John Winchcoll, The Singing Millmen (quartet).

**Agency Directors:** R. C. Schrymiger, J. V. Rawlings.

**Announcer:** Walter S. Patterson.

**Conductor:** Earl Summers.

**Length of Run:** Started Jan. 2, 1938.

### My Secret Ambition

**Sponsor:** Durkee Famous Foods, Inc.

**Agency:** Botsford, Constantine & Gardner.

**Origination:** San Francisco.

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

**Network:** CBS; 11 stations.

**Production:** Caryl Coleman (of the agency).

**Script Writer:** Caryl Coleman.

**Talent:** Dramatic cast of seven or more actors, Tom Brenneman and Orchestra.

**Announcers:** Allan Sheppard, Jack Moyles.

**Length of Run:** Started Dec. 26, 1937.

### Myra Kingsley

**Sponsor:** Heckers H-O Products.

**Agency:** Erwin Wasey Co.

**Origination:** WOR, New York.

**Air Time:** Monday through Friday, 11:45 to 12 noon. (repeat from 1:30 to 1:45 p.m.).

**Network:** Mutual; 13 stations on morning broadcast (23 stations on repeat broadcast).

**Production:** Handled by agency.

**Script Writer:** Stella Unger.

**Talent:** Myra Kingsley, Jean Paul King, Helen Rowland, Alice Hughes, Eve Ve Verka, Dorothy Draper, Isabella Beach, Amy Sedell.

**Agency Director:** Gager Wasey.

**Announcers:** Joseph Bier, Ray Winters.

**Length of Run:** Started Sept. 7, 1937.

### Myrt and Marge

**Sponsor:** Colgate-Palmolive-Peet Co. (Concentrated Super Suds).

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

**Origination:** New York.

**Air Time:** Monday through Friday, 10:15 to 10:30 a.m. (repeat from 4 to 4:15 p.m.).

**Network:** CBS; 58 stations.

**Production:** Jack Mullen (of the agency)

**Script Writer:** Myrtle Vail.

**Talent:** Myrtle Vail, Donna Damerel, Gene Morgan, Ray Hedge, Edith Evanson, Santos Ortega, Leo Curley, Linda Carlon.

**Agency Director:** Jack Mullen.

**Announcer:** Jean Paul King.

**Length of Run:** Started Jan. 4, 1937.

### Mystery Chef, The

**Sponsor:** Regional Advertisers.

**Agency:** McCann-Erickson, Inc.

**Origination:** New York.

**Air Time:** Tuesday and Thursday, 11:45 to 12 noon (repeat from 2:45 to 3 p.m.).

**Network:** NBC Red; 17 stations.

**Script Writer:** John Macpherson.

**Talent:** John Macpherson.

**Agency Director:** A. J. Perry.

**Announcer:** Ben Grauer.

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

## N

### Nash-Kelvinator Corp.

(See "Nash Show")

(See "Professor Quiz")

### Nash Show, The

**Sponsor:** Nash-Kelvinator Corp.

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

**Origination:** New York (Hollywood last few weeks).

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



## NETWORK COMMERCIALS—Continued

**Network:** CBS; 65 stations.  
**Production:** Whitman Badger.  
**Script Writer:** Whitman Badger.  
**Talent:** Grace Moore, Vincent Lopez.  
**Agency Directors:** Whitman Badger, Dwight Cooke.  
**Announcer:** Don Forbes.  
**Conductor:** Vincent Lopez.  
**Length of Run:** Oct. 3, 1936, to June 26, 1937.

### National Barn Dance

**Sponsor:** Miles Laboratories, Inc. (Alka-Seltzer).  
**Agency:** Wade Advertising Agency.  
**Origination:** Chicago.  
**Air Time:** Saturday, 9 to 10 p.m. (repeat from 11 p.m. to midnight).  
**Network:** NBC Blue; 68 stations.  
**Production:** William E. Jones.  
**Script Writers:** P. C. Lund, A. R. Rice.  
**Talent:** Joe Kelly (m.c.), Henry Burr, Lulu Belle, Hoosier Hot Shots, Novelodeons, Joe Parsons, Pat Barrett, Maple City Four, Skyland Scotty, Lucille Long, Arkie, the Arkansas Wood Chopper.  
**Agency Director:** W. A. Wade.  
**Announcer:** Jack Holden.  
**Conductor:** Glen Welty.  
**Length of Run:** Started July 15, 1933.

### National Biscuit Co.

(See "Dan Harding's Wife")

### National Ice Advertising

(See "Homemakers' Exchange")

### Neal O'Hara's Radio Gazette

**Sponsor:** Brown & Williamson Tobacco Co.  
**Agency:** Batten, Barton, Durstine & Osborn, Inc.  
**Origination:** Boston.  
**Air Time:** Monday and Friday, 7:30 to 7:45 p.m.  
**Network:** CBS; 6 stations.  
**Script Writer:** Neal O'Hara.  
**Talent:** Neal O'Hara, Joe Toye, Edson Smith, J. Wesley.  
**Agency Director:** Kenneth Fickett.  
**Announcer:** Edson Smith.  
**Length of Run:** June 28, 1937, to Dec. 6, 1937.

### Nelson Eddy

(See "Chase and Sanborn Program")

### Newlyweds, The

**Sponsor:** Lambert Pharmacal Co.  
**Agency:** Lambert & Feasley, Inc.  
**Origination:** Hollywood.

**Air Time:** Monday, Tuesday, Wednesday and Friday, 12:45 to 1 p.m. PST.  
**Network:** CBS; 5 stations.  
**Production:** Howard Swart.  
**Script Writer:** Howard Swart.  
**Talent:** Howard Swart, Mary Lansing.  
**Announcer:** Don Forbes.  
**Length of Run:** Sept. 30, 1937, to Feb. 25, 1938.

### News Through a Woman's Eyes

**Sponsor:** Pontiac Motor Co.  
**Agency:** MacManus, John & Adams, Inc.  
**Origination:** New York.  
**Air Time:** Monday, Wednesday and Friday, 2 to 2:15 p.m. (repeat from 5:30 to 5:45 p.m.).  
**Network:** CBS; 66 stations.  
**Production:** Kathryn Cravens.  
**Script Writer:** Kathryn Cravens.  
**Talent:** Kathryn Cravens, Fred Feibel, organist.  
**Announcer:** Frank Gallop.  
**Conductor:** Fred Feibel, organist.  
**Length of Run:** Oct. 2, 1936, to April 8, 1938.

### Newstime with Sam Hayes

**Sponsor:** Bank of America National Trust & Savings Assn.  
**Agency:** Chas. R. Stuart.  
**Origination:** Hollywood.  
**Air Time:** Sunday through Friday, 10 to 10:15 p.m. PST.  
**Network:** CBS; 2 stations.  
**Script Writer:** Fred Yates.  
**Talent:** Sam Hayes.  
**Agency Director:** Charles P. Johnson.  
**Announcers:** Staff announcers.  
**Length of Run:** Oct. 5, 1937, for 26 weeks.

### Nick Dawson

(See "Follow the Moon")

### Night Editor

**Sponsor:** Cardinet Candy Co.  
**Agency:** Tomaschke-Elliott, Inc.  
**Origination:** San Francisco.  
**Air Time:** Sunday, 9 to 9:15 p.m. PST.  
**Network:** NBC Red; 11 stations.  
**Production:** John Ribbe (NBC) on network broadcasts; agency on transcriptions.  
**Script Writer:** Harold P. Burdick.  
**Talent:** Hal Burdick, Jack Moyles.  
**Agency Director:** Wallace F. Elliott.  
**Announcer:** Larry Keating.  
**Length of Run:** Started Sept. 12, 1934.

### Norma Talmadge

(See "Thirty Minutes in Hollywood")

## NETWORK COMMERCIALS—Continued

O

### Old-Fashioned Revival

**Sponsor:** Gospel Broadcasting Assn.  
**Agency:** R. H. Alber Co.  
**Origination:** KHJ, Los Angeles.  
**Air Time:** Sunday, 10:30 to 11:30 p.m.  
**Network:** Mutual; 35 stations.  
**Talent:** Speaker and Choir.  
**Length of Run:** Started April 4, 1937.

### Oliver Wakefield

(See "Chesterfield Program")

### On Broadway

**Sponsor:** General Foods Corp. (Diamond Crystal Shaker Salt).  
**Agency:** Benton & Bowles, Inc.  
**Origination:** New York.  
**Air Time:** Sunday, 3 to 3:30 p.m.  
**Network:** NBC Blue; 13 stations.  
**Production:** Benton & Bowles, Inc.  
**Script Writers:** Various free lance.  
**Talent:** Alice Frost, John Brown, dramatic cast.  
**Agency Director:** Jack Mullen.  
**Announcer:** Jean Paul King.  
**Conductor:** John Winters, organist.  
**Length of Run:** Oct. 3, 1937, to March 27, 1938.

### O'Neills, The

**Sponsor:** Procter & Gamble (Ivory Flakes).  
**Agency:** Compton Advertising, Inc.  
**Origination:** New York.  
**Air Time and Network:** Monday through Friday, 3:45 to 4 p.m., until Jan. 3, 1938, when it switched to 12:15 to 12:30 p.m. (NBC Red; 26 stations), and Monday through Friday, 11 to 11:15 a.m. (NBC Blue; 13 stations).  
**Production:** Carlo De Angelo.  
**Script Writer:** Jane West.  
**Talent:** Kate McComb, James Tansey, Janice Gilbert, Jack West, Jack Rubin, Arline Blackburn, Violet Dunn, Chester Stratton, Alfred Swenson, Jimmy Donnelly, Roy Fant.  
**Agency Manager:** John Taylor.  
**Announcer:** Howard Petrie.  
**Length of Run:** Started Oct. 8, 1935 (on the Red), and Nov. 16, 1936 (on the Blue, from which it was dropped Dec. 31, 1937); remains on the Red.

### O'Neills, The

**Sponsor:** Procter & Gamble Co. (Ivory Soap).  
**Agency:** Compton Advertising, Inc.  
**Origination:** New York.  
**Air Time:** Monday through Friday, 2:15 to 2:30 p.m.

**Network:** CBS; 42 stations.

**Production:** Carlo De Angelo.

**Script Writer:** Jane West.

**Talent:** Kate McComb, Chester Stratton, Jimmy Tansey, Violet Dunn, Arline Blackburn, Al Swenson, Jimmy Donnelly, Janice Gilbert, Jane West, Jack Rubin, Roy Fant.

**Agency Manager:** John Taylor.

**Announcer:** Howard Petrie.

**Length of Run:** Started Jan. 3, 1938.

### One Man's Family

**Sponsor:** Standard Brands, Inc. (Tender Leaf Tea).  
**Agency:** J. Walter Thompson Co.  
**Origination:** Hollywood.  
**Air Time:** Wednesday, 8 to 8:30 p.m. (repeat, Sunday, 9:30-10:00 p.m.).  
**Network:** NBC Red; 58 stations.  
**Production:** J. Walter Thompson Co.  
**Script Writer:** Carlton Morse.  
**Talent:** J. Anthony Smythe, Minetta Ellen, Page Gilman, Michael Rafetto, Kathleen Wilson, Winifred Wolfe, Helen Musselman, Barton Yarborough, Bernice Bernum, Walter Patterson.  
**Announcer:** Ken Carpenter.  
**Length of Run:** Started April 3, 1935.

### Our Gal Sunday

**Sponsor:** Anacin on Monday, Tuesday, Wednesday; Kolynos Toothpaste on Thursday and Friday.  
**Agency:** Blackett-Sample-Hummert, Inc.  
**Origination:** New York.  
**Air Time:** Monday through Friday, 12:15 to 12:30 p.m.  
**Network:** CBS; 31 stations.  
**Production:** Anne Hummert.  
**Script Writer:** Anne Hummert.  
**Talent:** Dorothy Lowell ("Sunday"), Robert Strauss, Jay Jostyn, Carleton Young, Karl Swenson, Irene Hubbard.  
**Agency Director:** Lloyd Rosamund.  
**Announcer:** Art Millett.  
**Conductor:** Fred Feibel, organist.  
**Length of Run:** Started March 29, 1937.

### Owl Drug Co.

(See "Treasure Island")

### Oxo, Ltd.

(See "Mrs. Garrie Griswold and the Vaquero")

### Ozzie Nelson Orchestra

(See "Baker's Broadcast")

P

### Pacific Coast Borax

(See "Death Valley Days")

## NETWORK COMMERCIALS—Continued

**Pacific Guano Co.**  
(See "Garden Guide")

**Packard Motor Car Co.**  
(See "Hollywood Mardi Gras")

**Packer's Tar Soap, Inc.**  
(See "Thatcher Colt Mysteries")

### **Palmolive Beauty Box Theatre**

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

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

**Origination:** WABC Playhouse No. 1, New York.

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

**Network:** CBS; 67 stations.

**Production:** Don Cope (of the agency).

**Script Writers:** Various free lance writers.

**Talent:** Jessica Dragonette, Charles Kullmann, Al Goodman's Orchestra, and cast.

**Agency Director:** Don Cope.

**Announcer:** Jean Paul King.

**Conductor:** Al Goodman.

**Length of Run:** Jan. 13, 1937, to Oct. 6, 1937.

### **Park Avenue Penners, The**

**Sponsor:** R. B. Davis Co. (Cocomalt).

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

**Origination:** KNX, Hollywood.

**Air Time:** Sunday, 6 to 6:30 p.m. (repeat from 11 to 11:30 p.m.).

**Network:** CBS; 50 stations.

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

**Script Writers:** Don Prindle, Roswell Rogers.

**Talent:** Joe Penner, Gene Austin, Margaret Brayton, Roy Atwill, Dick Ryan, Phil Kramer, Julie Gibson, Jimmy Grier's Orchestra (replaced by Paula Gayle and Ben Pollock's Orchestra).

**Agency Director:** Nathan Tufts.

**Announcer:** John Conte (later Jackson Wheeler).

**Conductor:** Jimmy Grier (replaced by Ben Pollock).

**Length of Run:** Started Oct. 4, 1936.

### **Parker Watch Co.**

(See "Sunday Morning Quarterback")

### **Parks Johnson**

(See "Radio Newsreel")

(See "Vox Pop")

### **Party Bureau**

**Sponsor:** George W. Caswell Co.

**Agency:** Long Advertising Service.

**Origination:** San Francisco.

**Air Time:** Tuesday, 2:30 to 2:45 p.m., PST.  
**Network:** CBS; 2 stations.

**Production:** Carl Nielsen (of the agency).

**Script Writer:** Kay Hilliard (of CBS).

**Talent:** Elma Latta Hackett, Flora McDonald.

**Agency Director:** Hassel W. Smith.

**Length of Run:** Jan. 4, 1938, for 13 weeks.

### **Passing Parade**

**Sponsor:** Union Oil Co.

**Agency:** Lord & Thomas, Inc.

**Origination:** Hollywood.

**Air Time:** Monday, 8 to 8:30 p.m. PST.

**Network:** NBC Red; 11 stations.

**Production:** Jack Runyon.

**Script Writer:** Paul Dudley.

**Talent:** Commentator and music.

**Agency Director:** Jack Runyon.

**Announcer:** Carlton Kadell.

**Conductor:** David Brockman.

**Length of Run:** Started April 25, 1938.

### **Passing Parade, The**

**Sponsor:** Duart Sales Co.

**Agency:** Placed direct.

**Origination:** KFRC, San Francisco.

**Air Time:** Sunday, 9 to 9:15 p.m.

**Network:** Mutual; 7 stations.

**Talent:** John Nesbitt.

**Length of Run:** Sept. 12, 1937, to Dec. 5, 1937.

### **Pat Barnes**

(See "Just Between Us")

### **Pat Barrett**

(See "Uncle Ezra")

### **Paul Douglas**

(See "Chesterfield Daily Sports Column")

### **Paul Whiteman**

(See "Chesterfield Program")

### **Peg La Centra**

(See "For Men Only")

### **Pepper Young's Family**

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

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

**Origination:** New York.

**Air Time:** Monday through Friday, 3 to 3:15 p.m. (NBC Red; 48 stations) and Monday through Friday, 11:15 to 11:30 a.m. (NBC Blue; 9 stations).

**Production:** Ed Wolfe (NBC).

**Script Writer:** Elaine Sterne Carrington.

**Talent:** Betty Wragge, Curtis Arnall, Marion Barney, Jack Roseleigh, Johnny Kane, Jean Sothern, Eunice Howard, Ed Wolfe, Jimmy McCallion, Eric Dressler, Laddie Seaman.

## NETWORK COMMERCIALS—Continued

**Agency Director:** Elizabeth Howard.  
**Announcer:** Stuart Metz.  
**Length of Run:** Started Jan. 13, 1936 (on the Red); Aug. 31, 1936 (on the Blue).

### Pepperell Mfg. Co.

(See "Dr. Karl Reiland")

### Pepsodent Co.

(See "Amos 'n' Andy")

(See "Candid Woman")

(See "Mickey Mouse Theatre of the Air")

### Pet Milk Sales Corp.

(See "Pet Milky Way")

(See "Saturday Night Serenade")

### Pet Milky Way

**Sponsor:** Pet Milk Sales Corp.  
**Agency:** Gardner Advertising Co.  
**Origination:** Experimental Kitchen, Gardner Adv. Co., St. Louis.  
**Air Time:** Tuesday and Thursday, 11 to 11:15 a.m. (repeat from 3 to 3:15 p.m.).  
**Network:** CBS; 56 stations.  
**Production:** Arthur Casey (KMOX).  
**Script Writer:** Mrs. Erma Proetz.  
**Talent:** Mary Lee Taylor.  
**Agency Director:** Mrs. Erma Proetz.  
**Announcer:** John Cole.  
**Length of Run:** Started Nov. 7, 1933.

### Peter's Surprise Party

**Sponsor:** Peters Shoe Co.  
**Agency:** Long Advertising Service.  
**Origination:** San Francisco.  
**Air Time:** Sunday, 3:45 to 4 p.m. PST.  
**Network:** NBC Red; 2 stations.  
**Production:** John Ribbe.  
**Script Writer:** Curtis W. Roberts.  
**Talent:** Leo Cleary (Sandy McFrolic), Ira Blue, Ray Harrington's musical group.  
**Agency Director:** Curtis W. Roberts.  
**Announcer:** James Matthews.  
**Conductor:** Ray Harrington.  
**Length of Run:** Feb. 28, 1938, for 13 weeks.

### Petticoat of the Air

(News Behind the Headlines)

**Sponsor:** J. B. Ford Co. (Wyandotte Cleansing Products).  
**Agency:** N. W. Ayer & Son, Inc.  
**Origination:** New York.  
**Air Time:** Tuesday and Thursday, 2 to 2:15 p.m.  
**Network:** CBS; 13 stations.  
**Production:** John Prosser (of the agency).  
**Script Writer:** Isabelle Manning Hewson.  
**Talent:** Isabelle Manning Hewson.  
**Agency Director:** John Prosser.  
**Announcer:** John Prosser.  
**Conductor:** Lew White, organist.  
**Length of Run:** Sept. 14, 1937, to Dec. 9, 1937.

### Phil Baker

**Sponsor:** Gulf Oil Corp.  
**Agency:** Young & Rubicam, Inc.  
**Origination:** Hollywood and New York.  
**Air Time:** Sunday, 7:30 to 8 p.m.  
**Network:** CBS; 60 stations.  
**Production:** Young & Rubicam, Inc.  
**Script Writers:** Sam Perrin, Arthur Phillips, Hal Block (for Baker).  
**Talent:** Phil Baker, Ward Wilson (Beetle), Harry McNaughton (Bottle), Al Garr, Oscar Bradley's Orchestra, occasional guests.  
**Agency Director:** Glenhall Taylor.  
**Announcer:** Harry von Zell.  
**Conductor:** Oscar Bradley.  
**Length of Run:** Contract started Sept. 29, 1935.

### Phil Spitalny

(See "General Electric Hour of Charm")

### Philadelphia Orchestra

**Sponsor:** Group of American Banks.  
**Agency:** The Wessel Co.  
**Origination:** Academy of Music, Philadelphia.  
**Air Time:** Monday, 9 to 10 p.m.  
**Network:** NBC Blue; 23 stations.  
**Production:** James E. Sauter.  
**Script Writer:** Norris West.  
**Talent:** Eugene Ormandy, Philadelphia Orchestra, guests.  
**Agency Director:** S. L. Wessel.  
**Announcer:** Lyle Van.  
**Conductors:** Eugene Ormandy and Leopold Stokowski.  
**Length of Run:** Started Oct. 18, 1937.

### Philco

(See "Boake Carter")

### Philip Morris & Co.

(See "Johnny Presents")

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

### Phillipe, Louis Co.

(See "John's Other Wife")

### Phillips H. Lord

(See "Gang Busters")

### Phillips, Charles H., Chemical Co.

(See "Lorenzo Jones" for Magnesia Tablets and Magnesia Toothpaste)  
 (See "Sweetest Love Songs Ever Sung" for Milk of Magnesia)  
 (See "Waltz Time" for Milk of Magnesia)

### Phillips Poly Follies

**Sponsor:** Phillips Petroleum Co.  
**Agency:** Lambert & Feasley, Inc.

## NETWORK COMMERCIALS—Continued

**Origination:** St. Louis.  
**Air Time:** Tuesday, 10:30 to 11 p.m.  
**Network:** CBS; 20 stations.  
**Production:** Handled by the agency.  
**Script Writer:** Paul Phillips (KMOX).  
**Talent:** Al Cameron, Joe Karnes, Lorraine Grimm, Tom Baker, Elmira Roessler, Ben Feld's Orchestra.  
**Agency Director:** Martin Horrell (New York).  
**Announcers:** Maurice Cliffer, Marvin Mueller.  
**Conductor:** Ben Feld.  
**Length of Run:** Started Nov. 10, 1936.

### Pick and Pat

**Sponsor:** U. S. Tobacco Co. (Model).  
**Agency:** Arthur Kudner, Inc.  
**Origination:** New York.  
**Air Time:** Monday, 8:30 to 9 p.m. (repeat from 11:30 to midnight).  
**Network:** CBS; 48 stations.  
**Production:** Frank McMahon (free lance).  
**Script Writers:** Mort Lewis (replaced by Dale Jackson and Harry Pepper, Jan. 17, 1938).  
**Talent:** Pick Malone, Pat Padgett, Ed Roecker, Benny Krueger's Orchestra.  
**Agency Director:** Frank McMahon (free lance).  
**Announcer:** Mel Allen.  
**Conductor:** Benny Krueger.  
**Length of Run:** Started June 3, 1935.

### Pillsbury Flour Mills Co.

(See "Today's Children")  
(See "Woman in White")

### Pinkham Medicine Co., Lydia E.

(See "Voice of Experience")

### Pinky Tomlin

(See "Texaco Town")

### Poetic Melodies

**Sponsor:** William Wrigley, Jr., Co. (Wrigley's Gum).  
**Agency:** Neisser-Meyerhoff, Inc.  
**Origination:** Chicago.  
**Air Time:** Monday through Friday, 7 to 7:15 p.m. (repeat from 11 to 11:15 p.m.).  
**Network:** CBS; 50 stations.  
**Production:** Neisser-Meyerhoff, Inc.  
**Talent:** Jack Fulton, Andrews Sisters, Al Hohengarten's Orchestra.  
**Agency Director:** M. Chon.  
**Announcer:** Don Hancock.  
**Conductor:** Carl Hohengarten.  
**Length of Run:** Started Nov. 9, 1936; was replaced by "Just Entertainment" on March 21, 1938.

### Polish Melodies

**Sponsor:** Katro-Lek Laboratories, Inc.  
**Agency:** Chambers & Wiswell, Inc.  
**Origination:** Boston.  
**Air Time:** Sunday, 12:15 to 12:30 p.m.  
**Network:** Mutual; 11 stations.  
**Production:** Fred Bishop.  
**Script Writers:** Guild Copeland, Jane Day.  
**Talent:** Anthony Baldyga.  
**Agency Director:** Charles H. Bradley, Jr.  
**Announcer:** Henry Morgan.  
**Conductor:** Charles Rosen.  
**Length of Run:** Oct. 17 to Nov. 14, 1937.

### Pontiac Motor Co.

(See "News Through a Woman's Eyes")  
(See "Pontiac Varsity Show")

### Pontiac Varsity Show

**Sponsor:** Pontiac Motor Co.  
**Agency:** MacManus, John & Adams, Inc.  
**Origination:** Various college campuses.  
**Air Time:** Friday, 9 to 9:30 p.m.  
**Network:** NBC Blue; 72 stations.  
**Production:** Henry Souvaine, Inc. (for the agency).  
**Script Writers:** Henry Souvaine, Inc. (for the agency).  
**Talent:** John Held, Jr. (replaced by Paul Dumont, Oct. 1, 1937), and complete cast from college campuses.  
**Announcers:** College students.  
**Length of Run:** Jan. 22, 1937, to May 14, 1937; renewed Oct. 1, 1937, to Dec. 31, 1937.

### Portland Hoffa

(See "Town Hall Tonight")

### Pretty Kitty Kelly

**Sponsor:** Continental Baking Co. (Wonder Bread, Hostess Cakes).  
**Agency:** Benton & Bowles, Inc.  
**Origination:** New York.  
**Air Time:** Monday through Friday, 10 to 10:15 a.m. (repeat from 4:15 to 4:30 p.m.).  
**Network:** CBS; 41 stations.  
**Production:** Benton & Bowles, Inc.  
**Script Writer:** Frank Dahm.  
**Talent:** Arline Blackburn, Clayton Collyer, Alfred Swenson, Charne Allen, Helen Choat.  
**Agency Director:** Kenneth MacGregor.  
**Announcers:** Andrew Stanton, Matt Crowley.  
**Conductor:** Ann Leaf, organist.  
**Length of Run:** Started March 8, 1937.

### Princess Pat, Ltd.

(See "Tale of Today")

## NETWORK COMMERCIALS—Continued

### Procter & Gamble

(See "Couple Next Door")  
 (See "Goldbergs" for Oxydol)  
 (See "Gospel Singer" for Ivory Soap)  
 (See "Guiding Light" for White Naptha Soap)  
 (See "Jimmy Fidler" for Drene)  
 (See "Kitty Keen, Inc.," for Drest)  
 (See "Ma Perkins" for Oxydol)  
 (See "O'Neills" for Ivory Flakes)  
 (See "Pepper Young's Family" for Camay)  
 (See "Road of Life" for Chipso)  
 (See "Story of Mary Marlin" for Ivory Soap and Flakes)  
 (See "Vic and Sade" for Crisco)

### Professor Puzzlewit

**Sponsor:** Gallenkamp Stores Co.  
**Agency:** Long Advertising Service.  
**Origination:** San Francisco.  
**Air Time:** Sunday; 4 to 4:30 p.m.  
**Network:** NBC Red; 4 stations.  
**Production:** Arnold Marquis (of NBC).  
**Script Writer:** Gertrude Murphy (of the agency).  
**Talent:** Larry Keating, three dramatic characters (changed weekly).  
**Agency Director:** Hassel W. Smith.  
**Announcer:** Burton Bennett.  
**Length of Run:** Started March 19, 1937; renewals to March, 1939.

### Professor Quiz

**Sponsor:** Nash-Kelvinator Corp. (Nash Motors division).  
**Agency:** Geyer, Cornell & Newell, Inc.  
**Origination:** New York.  
**Air Time:** Saturday, 9 to 9:30 p.m. (repeat from midnight to 12:30 a.m.).  
**Network:** CBS; 70 stations.  
**Production:** Leonard Hole (CBS).  
**Script Writers:** Craig Earl and staff.  
**Talent:** Craig Earl (Prof. Quiz), Bob Trout, audience participation.  
**Agency Director:** E. L. Larsen.  
**Announcer:** Bob Trout.  
**Length of Run:** Started March 6, 1937.

### Public Hero No. 1

**Sponsor:** Falstaff Brewing Corp.  
**Agency:** Gardner Advertising Company.  
**Origination:** Chicago.  
**Air Time:** Monday, 10:30 to 11 p.m.  
**Network:** NBC Red; 17 stations.  
**Production:** Melvin P. Wambolt and Jack Holden.  
**Script Writer:** Melvin P. Wambolt.  
**Talent:** Sydney Elstrom, Forest Lewis, Edward Davison, Gilbert Faust, Murray Forbes, Bernardine Flynn, Templeton Fox, Robert Griffin, Raymond Johnson, Willard Waterman.

**Agency Directors:** Charles Claggett and Melvin P. Wambolt.  
**Announcer:** Charles Lyon.  
**Length of Run:** Started Oct. 18, 1937.

## Q

### Quaker Oats Co.

(See "Aunt Jemima's Cabin at the Crossroads")  
 (See "Dick Tracy")  
 (See "Kaltenmeyer's Kindergarten")  
 (See "Margot of Castlewood")

## R

### Rabin Cosmetic Co.

(See "Just Between Us")

### Radio Corp. of America

(See "Magic Key of RCA")

### Radio Newsreel, The

**Sponsor:** Cummmer Products Co. (Ener-gine).  
**Agency:** Stack-Goble Advertising Agency.  
**Origination:** New York.  
**Air Time:** Sunday, 3 to 3:30 p. m.  
**Network:** NBC Red; 23 stations.  
**Production:** Stack-Goble Advertising Agency.  
**Talent:** Wallace Butterworth, Parks Johnson.  
**Agency Director:** R. A. Porter.  
**Announcer:** Wallace Butterworth.  
**Length of Run:** Started Oct. 24, 1937.

### Ralston Purina Co.

(See "Ry-Krisp Presents Marion Talley")  
 (See "Tom Mix and His Ralston Straight Shooters")

### Ray Hendricks' Orchestra

(See "Hawaiian Moon Casino")

### Raymonds, Inc.

(See "Lloyd Pantages Covers Hollywood")

### Regional Advertisers

(See "Mystery Chef")

### Renfro Barn Dance

**Sponsor:** Allis Chalmers Mfg. Co.  
**Agency:** Russell M. Seeds Co.  
**Origination:** Cincinnati.  
**Air Time:** Saturday, 7 to 7:30 p. m.  
**Network:** Mutual; 4 stations.  
**Production:** John Lair.  
**Script Writer:** John Lair.

## NETWORK COMMERCIALS—Continued

**Talent:** Red Foley, Girls of the Golden West, Whitey Ford, Brown County Revelers, Harvest Hands.  
**Agency Director:** John Lair.  
**Announcer:** Eugene Trace.  
**Length of Run:** Started Feb. 19, 1938.

### R. J. Reynolds Tobacco

(See "Benny Goodman's Swing School" for Camels)  
 (See "Cantor's Camel Caravan" for Camels and Prince Albert)  
 (See "Jack Oakie's College" for Camels and Prince Albert)

### Richard Crooks

(See "The Voice of Firestone")

### Richard Humber Orch.

(See "Monday Night Show")

### Richard Tauber

(See "General Motors Concerts")

### Richfield Reporter, The

**Sponsor:** Richfield Oil Corp.  
**Agency:** Hixson-O'Donnell Adv., Inc.  
**Origination:** Hollywood.  
**Air Time:** Monday through Friday, 10 to 10:15 p.m. PST.  
**Network:** NBC Red; 7 stations.  
**Script Writers:** Wayne Miller, John Wald, Ken Barton.  
**Talent:** John Wald, Ken Barton.  
**Agency Director:** G. K. Breitenstein.  
**Announcers:** John Wald, Ken Barton.  
**Length of Run:** Started Aug. 1, 1932.

### Richland Shoe Co.

(See "Famous Fortunes")

### Rinso Program. Starring Al Jolson

**Sponsor:** Lever Brothers Co. (Rinso).  
**Agency:** Ruthrauff & Ryan, Inc.  
**Origination:** Hollywood.  
**Air Time:** Tuesday, 8:30 to 9 p. m. (repeat from 11:30 to midnight).  
**Network:** CBS; 60 stations.  
**Production:** Ruthrauff & Ryan, Inc.  
**Script Writers:** Red Corcoran, Bob Marko, Ed Ettinger, Alex Gottlieb.  
**Talent:** Al Jolson, Martha Raye, Harry Einstein, Victor Young's Orchestra, guests.  
**Agency Director:** G. Bennett Larson.  
**Announcer:** Tiny Ruffner.  
**Conductor:** Victor Young.  
**Length of Run:** Started Dec. 22, 1936.

### Rio Grande Oil

(See "Calling All Cars")

### Road of Life, The

**Sponsor:** Procter & Gamble Co. (Chipso).  
**Agency:** Pedlar & Ryan, Inc.  
**Origination:** New York.  
**Air Time:** Monday through Friday, 9:30 to 9:45 a. m.  
**Network:** CBS, 21 stations.  
**Production:** Elisabeth Howard (of the agency).  
**Script Writer:** Irna Phillips.  
**Talent:** Matt Crowley, Effie Palmer, Joseph Latham, Dale Burch, Jack Roseleigh, Peggy Allenby, John Anthony.  
**Agency Director:** Elisabeth Howard.  
**Announcer:** Stuart Metz.  
**Length of Run:** Started Jan. 3, 1938.

### Road of Life, The

**Sponsor:** Procter & Gamble Co. (Chipso).  
**Agency:** Pedlar & Ryan, Inc.  
**Origination:** New York.  
**Air Time:** Monday through Friday, 4:45 to 5 p.m.  
**Network:** NBC Red; 21 stations.  
**Production:** Ed Wolfe.  
**Script Writer:** Irna Phillips.  
**Talent:** Matt Crowley, Effie Palmer, Joseph Latham, Dale Burch, Jack Roseleigh, Peggy Allenby, John Anthony.  
**Agency Director:** Elisabeth Howard.  
**Announcer:** Stuart Metz.  
**Length of Run:** Started Sept. 13, 1937.

### Robert L. Ripley

(See "Believe It or Not")

### Robert Taylor

(See "Good News of 1938")

### Roma Wine Co.

(See "Toast to the Town")

### Romance of Helen Trent

**Sponsor:** Edna Wallace Hopper and Old English Floor Wax.  
**Agency:** Blackett-Sample-Hummert, Inc.  
**Origination:** Chicago.  
**Air Time:** Monday through Friday, 12:30 to 12:45 p. m.  
**Network:** CBS; 31 stations.  
**Production:** Anne Hummert.  
**Script Writers:** Frank and Anne Hummert (script supervisors).  
**Talent:** Virginia Clark and dramatic cast.  
**Agency Director:** Blair Walliser.  
**Announcer:** Paul Luther.  
**Length of Run:** Started July 24, 1933.

### Romantic Rhythms

**Sponsor:** Chevrolet Motor Division.  
**Agency:** Campbell-Ewald Co. of Detroit, Inc.

## NETWORK COMMERCIALS—Continued

**Origination:** New York.  
**Air Time:** Sunday, 6:30 to 7 p. m.  
**Network:** CBS; 103 stations.  
**Production:** Walter Craig office (independent producer).  
**Script Writer:** Howard Miller.  
**Talent:** Sally Nelson, Barry McKinley, Seymour Simons' Orchestra.  
**Agency Director:** J. H. Neebe.  
**Announcer:** Basil Ruysdael.  
**Conductor:** Seymour Simons.  
**Length of Run:** Sept. 26, 1937, to Dec. 19, 1937.

**Rose, E. W., & Co. (Musterole; Zemo)**  
(See "Carson Robison and His Buckaroos")

**Rosemary De Camp**  
(See "Dr. Christian")

**Rosemary Lane**  
(See "Your Hollywood Parade")

**Royal Crown Revue**  
**Sponsor:** Royal Crown Cola.  
**Agency:** James A. Greene & Co.  
**Origination:** New York.  
**Air Time:** Friday, 9:00 to 9:30 p.m.  
**Network:** NBC Blue; 46 stations.  
**Production:** Lester O'Keefe (NBC).  
**Script Writers:** Bud Pearson, Les White.  
**Talent:** Tim and Irene, George Olson's Orchestra, Graham McNamee, Ted Bergman (Uncle Happy), Fredda Gibson, The Golden Gate Quartette.  
**Announcer:** Graham McNamee.  
**Conductor:** George Olson.  
**Length of Run:** Started March 11, 1938.

**Royal Gelatin Hour, The**  
**Sponsor:** Standard Brands, Inc. (Royal Gelatin).  
**Agency:** J. Walter Thompson Co.  
**Origination:** New York and Hollywood.  
**Air Time:** Thursday, 8 to 9 p. m.  
**Network:** NBC Red; 59 stations.  
**Production:** Anthony Stanford (of the agency).  
**Script Writer:** George Faulkner.  
**Talent:** Rudy Vallee and Orchestra, guests.  
**Agency Director:** Anthony Stanford.  
**Announcer:** Graham McNamee.  
**Conductor:** Rudy Vallee.  
**Length of Run:** Started Oct. 24, 1929.

**Rube Appleberry**  
**Sponsor:** Campbell Cereal Co.  
**Agency:** Mitchell-Faust Adv. Co.  
**Origination:** WGN, Chicago.  
**Air Time:** Tuesday, Thursday and Saturday, 7:45 to 8 p. m.  
**Network:** Mutual; WGN, Chicago, and CKLW, Windsor.

**Production:** George Thorndyke (of Productions, Inc., independent program producers).  
**Script Writers:** Paul Fogarty, Edith Lloyd.  
**Talent:** Lawrence Read, Paul Fogarty, Gordon Sprague, Mildred Barrick, Connie Wells, Charles Calvert, Seymour Young.  
**Agency Directors:** P. H. Faust, D. L. Parsons.  
**Announcer:** Jess Kirkpatrick.  
**Length of Run:** Sept. 27, 1937, to Dec. 24, 1937.

**Rudy Vallee**  
(See "The Royal Gelatin Hour")

**Rush Hughes**  
(See "Hughesreel")

**Russ Morgan**  
(See "Johnny Presents")

**Ry-Krisp Presents Marion Talley**  
**Sponsor:** Ralston Purina Company.  
**Agency:** Gardner Advertising Company.  
**Origination:** Hollywood.  
**Air Time:** Sunday, 5 to 5:30 p. m.  
**Network:** NBC Red; 34 stations.  
**Production:** Roland Martini and Marvin Young.  
**Script Writer:** Roland Martini.  
**Talent:** Marion Talley, Paul Taylor Choisters, Josef Koestner's Orchestra.  
**Agency Director:** Roland Martini.  
**Announcer:** Ken Carpenter.  
**Conductor:** Josef Koestner.  
**Length of Run:** Present series began Sept. 26, 1937.

## S

**Sales Affiliates**  
(See "Fray and Braggiotti")

**Sam Hayes**  
(See "Newstime with Sam Hayes")

**Saturday Night Serenade**  
**Sponsor:** Pet Milk Sales Corp.  
**Agency:** Gardner Advertising Co.  
**Origination:** New York.  
**Air Time:** Saturday, 9:30 to 10 p.m.  
**Network:** CBS; 55 stations.  
**Production:** Roland Martini.  
**Script Writer:** Mrs. Erma Proetz.  
**Talent:** Mary Eastman, Bill Perry, The Serenaders, Gus Haenschen's Orchestra.  
**Agency Director:** Roland Martini.  
**Announcer:** Frank Gallop.  
**Conductor:** Gus Haenschen.  
**Length of Run:** Oct. 5, 1936, to June 26, 1937; renewed Oct. 2, 1937.



## NETWORK COMMERCIALS—Continued

### Scattergood Baines

**Sponsor:** Wm. Wrigley, Jr., Co.  
**Agency:** Neiser-Meyerhoff, Inc.  
**Origination:** Hollywood.  
**Air Time:** Monday through Friday, 8 to 8:15 p.m. PST.  
**Network:** CBS; 7 stations.  
**Length of Run:** Started Feb. 22, 1937.

### Sealtest, Inc.

(See "Sealtest Rising Musical Stars")  
(See "Your Family and Mine")

### Sealtest Rising Musical Stars

**Sponsor:** Sealtest, Inc.  
**Agency:** McKee, Albright & Ivey, Inc.  
**Origination:** New York.  
**Air Time:** Sunday, 10 to 10:30 p.m.  
**Network:** NBC Red; 41 stations.  
**Production:** Wadsworth & Wood, Inc. (for the agency).  
**Talent:** Sealtest Orchestra under direction of Alexander Smallens, Sealtest chorus of 60 voices.  
**Announcers:** Alois Havrilla, Ben Grauer.  
**Conductor:** Alexander Smallens.  
**Length of Run:** Started Oct. 17, 1937, replacing "Sunday Night Party" program.

### Sedley Brown

(See "Husbands and Wives")

### Servel, Inc.

(See "March of Time")

### Shadow, The

**Sponsor:** Delaware, Lackawanna & Western Coal Co. (Blue Coal).  
**Agency:** Ruthrauff & Ryan, Inc.  
**Origination:** WOR, New York.  
**Air Time:** Sunday, 4 to 4:30 p.m. (repeat from 5:30 to 6 p.m.).  
**Network:** Mutual; 20 stations.  
**Production:** Handled by the agency.  
**Script Writers:** Jerry McGill, Burr Cook, Ernest Shenkin.  
**Talent:** Orson Welles, Agnes Moorehead, Everett Sloane, Ed McDonald, Thomas Coffin Cook, Alan Deriatt, Bennett Kilpack.  
**Agency Director:** F. Bourne Ruthrauff.  
**Announcer:** Kenneth Roberts.  
**Length of Run:** Sept. 26, 1937, to March 20, 1938.

### Shaw & Lee

(See "Double Everything")

### Sheaffer Pen Co.

(See "Harold Stokes' Orchestra")

### Sheila Barrett

(See "The Time of Your Life")

### Sherwin-Williams Co.

(See "Metropolitan Opera Auditions of the Air")

### Sid Skolsky—Hollywood News

**Sponsor:** Emerson Drug Co. (Bromo Seltzer).  
**Agency:** J. Walter Thompson Co.  
**Origination:** Hollywood.  
**Air Time:** Wednesday, 8:30 to 8:45 p.m.  
**Network:** NBC Blue; 31 stations.  
**Script Writer:** Sid Skolsky.  
**Talent:** Sid Skolsky.  
**Length of Run:** Oct. 6, 1937, to Jan. 5, 1938; replaced by "Hollywood News."

### Signal Carnival

**Sponsor:** Signal Oil Co.  
**Agency:** Logan & Stebbins.  
**Origination:** Hollywood (originally San Francisco).  
**Air Time:** Sunday, 7 to 7:30 p.m. PST.  
**Network:** NBC Red; 11 stations.  
**Production:** Bob Redd.  
**Script Writers:** Bob Redd, Marvin Fisher.  
**Talent:** Vera Vague, Charley Marshall and His Mavericks, Ben Alexander (m.c.), Beryl Carew, Guardsmen Quartet.  
**Agency Director:** Barton A. Stebbins.  
**Announcer:** John Frazer.  
**Conductor:** Meredith Willson.  
**Length of Run:** Started Oct. 14, 1936.

### Sigurd Nilssen

(See "Fireside Recitals")

### Silver Theatre, The

**Sponsor:** International Silver Co. (1847 Rogers Division).  
**Agency:** Young & Rubicam, Inc.  
**Origination:** KNX, Hollywood.  
**Air Time:** Sunday, 5 to 5:30 p.m.  
**Network:** CBS; 45 stations.  
**Production:** Young & Rubicam, Inc.  
**Script Writers:** True Boardman and noted authors.  
**Talent:** Conrad Nagel, Mills' Orchestra, guest artists.  
**Agency Directors:** Glenhall Taylor, Everard Meade.  
**Announcers:** John Conte with Conrad Nagel.  
**Conductor:** Felix Mills.  
**Length of Run:** Oct. 3, 1937, to Dec. 26, 1937.

### Singing Lady

**Sponsor:** Kellogg Co.  
**Agency:** N. W. Ayer & Son, Inc.  
**Origination:** New York.  
**Air Time:** Monday through Thursday, 5:30 to 5:45 p.m.  
**Network:** NBC Blue; 13 stations.

## NETWORK COMMERCIALS—Continued

**Production:** Ireene Wicker.  
**Script Writer:** Ireene Wicker.  
**Talent:** Ireene Wicker.  
**Agency Director:** Robert Burlen.  
**Announcer:** Milton J. Cross.  
**Conductor:** Milton Rettenberg.  
**Length of Run:** Started Jan. 11, 1932.

### Singing Lady Music Plays

**Sponsor:** Kellogg Co.  
**Agency:** N. W. Ayer & Son, Inc.  
**Origination:** WOR, New York.  
**Air Time:** Sunday, 5 to 5:30 p.m.  
**Network:** Mutual; WOR, New York; WLW, Cincinnati; WGN, Chicago.  
**Production:** Jay Hanna, Ireene Wicker, Charles Warburton.  
**Script Writer:** Ireene Wicker.  
**Talent:** Ireene Wicker, James Meighan, Florence Malone, Charles Warburton, John Brewster, String Trio, Singing Lady's Children's Chorus.  
**Agency Director:** Jay Hanna.  
**Announcer:** Frank Knight.  
**Conductor:** Milton Rettenberg.  
**Length of Run:** Oct. 3, 1937, to Dec. 26, 1937.

### Skelly Oil Co.

(See "Court of Missing Heirs")

### Skol Products

(See "Hollywood Sunshine Girls")

### Smoke Dreams

**Sponsor:** H. Fendrich, Inc.  
**Agency:** Ruthrauff & Ryan, Inc.  
**Origination:** Cincinnati.  
**Air Time:** Sunday, 1:30 to 2 p.m.  
**Network:** NBC Red; 18 stations.  
**Production:** Harold Carr.  
**Script Writer:** W. Trask.  
**Talent:** William Green, Vicki Chase, Angelo Raffelli, Chorus (Flora Patterson, Kressup Erion, Helen Nugent, Steve Merrill, Franklin Bens, Herbert Spiekerman, Harry Mumma).  
**Agency Director:** A. K. Bucholz.  
**Announcer:** Charles Woods.  
**Conductor:** Virginia Marucci.  
**Length of Run:** Sept. 26, 1937, to March 30, 1938.

### Song Shop, The

**Sponsor:** The Coca-Cola Co.  
**Agency:** D'Arcy Advertising Co.  
**Origination:** New York.  
**Air Time:** Friday, 10 to 10:45 p.m.  
**Network:** CBS; 94 stations.  
**Production:** Felix Coste.  
**Script Writers:** Walter Craig, Ken Burton (free lance).

**Talent:** Kitty Carlisle, Frank Crumit (replaced by Del Sharbutt, m.c.), Reed Kennedy, Alice Cornett, Songshop Quartet, Gus Haenschen's Orchestra, occasional guests.

**Directors:** Walter Craig, Ken Burton (free lance).

**Announcer:** Del Sharbutt.

**Conductor:** Gus Haenschen.

**Length of Run:** Started Sept. 10, 1937.

### Sperry Daytime Specials

**Sponsor:** Sperry Flour Co.  
**Agency:** Westco Advertising Agency.  
**Origination:** San Francisco.  
**Air Time:** Monday through Friday, 1:45 to 2 p.m. PST.  
**Network:** NBC Red; 6 stations.  
**Talent:** Monday show was called "Blues Chasers" and consisted of amateur performers; Tuesdays and Thursdays comprised songs by Hazel Warner, contralto; on Wednesdays and Fridays Martha Meade gave home recipes.  
**Agency Director:** E. E. Sylvestre.  
**Length of Run:** Feb. 7, 1937, to Jan. 28, 1938.

### Sperry Flour Co.

(See "Dr. Kate")

(See "Sperry Daytime Specials")

### Standard Brands, Inc.

(See "Baker's Broadcast" for Yeast)  
(See "Chase and Sanborn Program" for Chase & Sanborn Coffee)  
(See "One Man's Family" for Tender Leaf Tea)  
(See "Royal Gelatin Hour" for Royal Gelatin)

### Standard School Broadcast

**Sponsor:** Standard Oil Co. of California.  
**Agency:** McCann-Erickson, Inc.  
**Origination:** San Francisco.  
**Air Time:** Thursday, 11 to 11:45 a.m. PST.  
**Network:** NBC Red; 6 stations.  
**Script Writers:** Arthur Garbett, Adrian F. Michaelis.  
**Talent:** Standard Ensemble arrangement of 10 pieces.  
**Agency Directors:** C. E. Persons, Leland Peck.  
**Announcer:** Dresser Dahlstead.  
**Conductor:** NBC music director.  
**Length of Run:** Throughout each school season since September, 1928.

### Standard Symphony

**Sponsor:** Standard Oil Co. of California.  
**Agency:** McCann-Erickson, Inc.  
**Origination:** San Francisco.  
**Air Time:** Thursday, 8:15 to 9:15 p.m. PST.  
**Network:** NBC Red; 5 stations.

## NETWORK COMMERCIALS—Continued

**Talent:** Standard Symphony Orchestra and the San Francisco Symphony Orchestra, Los Angeles Philharmonic, with Portland and Seattle Symphony Orchestras in season.

**Agency Director:** C. E. Persons.

**Announcer:** Hal Gibney.

**Conductor:** Pierre Monteux for the Standard Symphony Orchestra, with guest conductors.

**Length of Run:** Since September, 1927.

### Stepmother

**Sponsor:** Colgate - Palmolive - Peet Co. (toothpowder).

**Agency:** Benton & Bowles of Chicago, Inc.  
**Origination:** Chicago.

**Air Time:** Monday through Friday, 5:30 to 5:45 p.m. (10:45 to 11 a.m. after April 25, 1938).

**Network:** CBS; 17 stations.

**Production:** Les Weinrott.

**Script Writers:** Joclyn Gerry, Les Weinrott.

**Talent:** Francis X. Bushman, Sunda Love, Peggy Wall, Cornelius Peoples, Edith Davis, Bret Morrison.

**Agency Director:** Edward Aleshire.

**Announcer:** Don Hancock.

**Length of Run:** Started Jan. 17, 1938.

### Stewart-Warner Corp.

(See "Horace Heidt and His Brigadiers")

### Story of Mary Marlin

**Sponsor:** Procter & Gamble (Ivory Soap and Flakes).

**Agency:** Compton Advertising, Inc.

**Origination:** Chicago.

**Air Time:** Monday through Friday, 4:15 to 4:30 p.m. (NBC Red; 30 stations) and Monday through Friday, 11 to 11:15 a.m. (NBC Blue; 12 stations).

**Production:** Gordon Hughes.

**Script Writer:** Jane Cruisberry.

**Talent:** Anne Seymour, Isabel Randolph, Robert Griffin, Judith Lowry, June Meredith, Frances Carlon, Carlton Brickert, Ethel Owen, Frank Pacelli.

**Agency Manager:** John Taylor.

**Announcer:** Bob Brown.

**Length of Run:** Began March 29, 1937.

### Stroud Twins

(See "Chase and Sanborn Program")

### Summer Stars

**Sponsor:** Gulf Oil Corp.

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

**Origination:** New York.

**Air Time:** Sunday, 7:30 to 8:00 p.m.

**Network:** CBS; 60 stations.

**Production:** Harry von Zell.

**Script Writer:** Harry von Zell.

**Talent:** Oscar Bradley Orchestra, Harry Von Zell, guests.

**Announcer:** Harry von Zell.

**Conductor:** Oscar Bradley.

**Length of Run:** July 4, 1937, to Sept. 26, 1937.

### Sun Oil Co.

(See "Lowell Thomas")

### Sunday Afternoon with Smilin' Ed McConnell

**Sponsor:** Acme White Lead & Color Works.

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

**Origination:** Chicago.

**Air Time:** Sunday, 3:30 to 3:45 p.m.

**Network:** NBC Blue; 25 stations.

**Talent:** Ed McConnell, Irma Glen, Bob Trendler.

**Agency Director:** F. W. Ferrin.

**Length of Run:** Aug. 30, 1936, to July 4, 1937; resumed Aug. 29, 1937.

### Sunday Matinee

**Sponsor:** Varady of Vienna.

**Agency:** Baggaley, Horton & Hoyt, Inc.

**Origination:** Chicago.

**Air Time:** Sunday, 1:30 to 1:45 p.m.

**Network:** Mutual; 11 stations.

**Production:** Louis Jackobson.

**Script Writer:** Jack Wilder.

**Talent:** Ted Weems' orchestra (Bernie Cummins orchestra first two weeks).

**Agency Director:** Steve Horton.

**Announcer:** Pierre Andre.

**Conductor:** Ted Weems (Bernie Cummins first two weeks).

**Length of Run:** Started Feb. 20, 1938.

### Sunday Morning Quarterback

**Sponsor:** Parker Watch Co.

**Agency:** The de Garmo Corp.

**Origination:** WOR, New York.

**Air Time:** Sunday, 11:30 to 11:45 a.m.

**Network:** Mutual; WOR, New York, and WGN, Chicago.

**Production:** Louis de Garmo.

**Script Writer:** Benny Friedman.

**Talent:** Benny Friedman.

**Agency Director:** Louis de Garmo.

**Announcer:** Ray Winters.

**Length of Run:** Sept. 12, 1937, to Dec. 5, 1937.

### Sunday Night Party

**Sponsor:** Sealtest, Inc.

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

**Origination:** New York.

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

**Network:** NBC Red; 41 stations.

## NETWORK COMMERCIALS—Continued

**Production:** Edwin Dunham (NBC).  
**Script Writers:** Various.  
**Talent:** James Melton, Donald Dickson, Tom Howard, George Shelton, Lynn Murray's New Yorker's Chorus, Robert Emmet Dolan's Orchestra.  
**Agency Director:** Ted Pearson.  
**Announcer:** Ben Grauer.  
**Conductor:** Robert Emmett Dolan.  
**Length of Run:** Oct. 17, 1936, to Oct. 10, 1937.

### Surprise Party

**Sponsor:** Willys Overland Co.  
**Agency:** U. S. Advertising Corp.  
**Origination:** WGN, Chicago.  
**Air Time:** Sunday, 10 to 10:30 p.m.  
**Network:** Mutual; 25 stations.  
**Production:** Fred Mayer.  
**Talent:** Kay Kyser's Orchestra.  
**Agency Director:** Ed Wade.  
**Announcer:** Pierre Andre.  
**Conductor:** Kay Kyser.  
**Length of Run:** May 2, 1937, to July 25, 1937.

### Sussman Wormser & Co.

(See "I Want a Divorce")

### Sweetest Love Songs Ever Sung

**Sponsor:** Phillips' Milk of Magnesia.  
**Agency:** Blackett-Sample-Hummert, Inc.  
**Air Time:** Tuesday, 9:30 to 10 p.m.  
**Network:** NBC Blue; 32 stations.  
**Production:** Frank and Anne Hummert.  
**Script Writers:** Frank and Anne Hummert.  
**Talent:** Frank Munn, Victor Arden's Orchestra (replaced by Gus Haenschen's Orchestra).  
**Announcer:** Howard Clanev.  
**Conductor:** Victor Arden (replaced by Gus Haenschen).  
**Length of Run:** May 25, 1936, to Aug. 3, 1937.

### Swift & Co. (Sunbrite)

(See "Junior Nurse Corps")

### Swor & Lubin

(See "Bicycle Party")

## T

### Tale of Today. A

**Sponsor:** Princess Pat, Ltd.  
**Agency:** McJunkin Advertising Co.  
**Origination:** Chicago.  
**Air Time:** Sunday, 6:30 to 7 p. m.  
**Network:** NBC Red; 14 stations.  
**Production:** Howard Keegan.  
**Script Writer:** Gordon St. Clair.  
**Talent:** Carleton Brickert, Ray Johnson,

Ed Prentiss, Isabel Randolph, Betty Caine, Harriett Widmer, Laurette Fillbrandt, William Farnum, Frank Pacelli.  
**Agency Director:** Frank R. Steel.  
**Announcer:** Verne Smith.  
**Length of Run:** Started Jan. 7, 1934.

### Tea Garden Products Co.

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

### Ted Bergman

(See "Royal Crown Revue")  
(See "Tim and Irene")  
(See "Valiant Lady")

### Ted Hammerstein

(See "Hammerstein Music Hall")

### Ted Husing

(See "Monday Night Show")

### Ted Weems' Orchestra

(See also "Sunday Matinee")

**Sponsor:** Varady of Vienna (cosmetics).  
**Agency:** Baggaley, Horton & Hoyt, Inc.  
**Origination:** WGN, Chicago.  
**Air Time:** Sunday, 1:30 to 2 p. m.  
**Network:** Mutual; 9 stations.  
**Talent:** Ted Weems' Orchestra.  
**Conductor:** Ted Weems.  
**Length of Run:** Started April 25, 1937.

### Terry and the Pirates

**Sponsor:** Bowey's, Inc.  
**Agency:** Stack-Goble Advertising Agency.  
**Origination:** New York.  
**Air Time:** Monday, Tuesday and Wednesday, 5:15 to 5:30 p. m.  
**Network:** NBC Red; 16 stations.  
**Production:** Himan Brown.  
**Script Writer:** George Lowther.  
**Talent:** Charles Cantor, Jackie Kelk, Peter Donald, Clayton Collyer, William Podmore (replaced by Agnes Moorehead).  
**Agency Director:** Himan Brown.  
**Announcer:** Wallace Butterworth.  
**Length of Run:** Started Nov. 1, 1937.

### Texas Co.

(See "Texaco Town")

### Texaco Town

**Sponsor:** The Texas Co.  
**Agency:** Buchanan Co.  
**Origination:** KNX, Hollywood.  
**Air Time:** Wednesday, 8:30 to 9 p. m. (repeat from 11:30 p. m. to midnight).  
**Network:** CBS; 89 stations.  
**Production:** Vick Knight.  
**Script Writers:** Sam Kurtzman, John Rapp, Bob Ross.

## NETWORK COMMERCIALS—Continued

**Talent:** Eddie Cantor, Deanna Durbin, Pinky Tomlin, Bert Gordon, James Wallington, Sidney Fields, Vyola Vonn, Jacques Renard's Orchestra.

**Agency Directors:** Louis A. Witten, Vick Knight (of Cantor staff).

**Announcer:** James Wallington.

**Conductor:** Jacques Renard.

**Length of Run:** Sept. 20, 1936, to March 23, 1938.

### Thatcher Colt Mysteries

**Sponsor:** Packer's Tar Soap, Inc.

**Agency:** Stack-Goble Advertising Agency.

**Origination:** New York.

**Air Time:** Sunday, 2:30 to 3 p. m.

**Network:** NBC Red, 33 stations.

**Production:** Himan Brown.

**Script Writers:** Various writers.

**Talent:** Richard Gordon, John Brown, Wilmer Walter.

**Agency Director:** Himan Brown.

**Announcer:** Wallace Butterworth.

**Length of Run:** Sept. 27, 1936, to Sept. 26, 1937; resumed Jan. 9, 1938.

### There Was a Woman

**Sponsor:** Glass Containers Association of America.

**Agency:** United States Advertising Corp.

**Origination:** New York (from Chicago after April 10, 1938, from 5 to 5:30 p.m.).

**Air Time:** Sunday, 1:30 to 2 p. m.

**Network:** NBC Blue; 6 stations.

**Production:** Fred Uttal.

**Script Writer:** Leslie Edgley.

**Talent:** Ed Jerome, Betty Garde, Carl Swenson, Bill Johnstone, Agnes Moorehead, Arlene Francis, Graham Harris' Orchestra.

**Agency Director:** Frederick Mayer.

**Announcer:** Del Sharbutt.

**Conductor:** Graham Harris.

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

### Thirty Minutes in Hollywood

**Sponsor:** Local sponsors in each city.

**Agency:** Redfield-Johnstone, Inc.

**Origination:** KHJ, Hollywood.

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

**Network:** Mutual; 22 stations.

**Production:** Rocke Productions (for the agency).

**Script Writer:** Sam Carleton (for George Jessel).

**Talent:** George Jessel, Dorothy McNulty, Amy Arnell, Tommy Tucker Trio, Jack Raymond, Epy Persons, Josephine Starr, Norma Talmadge, Tommy Tucker's Orchestra.

**Agency Director:** Norman S. Livingston.

**Announcers:** Local announcers.

**Conductor:** Tommy Tucker.

**Length of Run:** Started Oct. 10, 1937.

### Those We Love

**Sponsor:** Lamont Corliss & Co. (Pond's Cream).

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

**Origination:** Hollywood.

**Air Time:** Tuesday, 8 to 8:30 p.m. (Monday, 8 to 8:30 p.m., after April 4, 1938).

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

**Script Writer:** Agnes Ridgway.

**Talent:** Nan Grey, Richard Cromwell, Pedro de Cordoba, Alma Kruger, Victor Rodman, Donald Woods, Owen Davis, Jr., Alma Sale, others.

**Agency Directors:** H. Calvin Kuhl, Robert Brewster.

**Length of Run:** Started Jan. 4, 1938 (replacing "Husbands and Wives").

### Thrills

**Sponsor:** Union Oil Co.

**Agency:** Lord & Thomas, Inc.

**Origination:** Hollywood.

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

**Network:** NBC Red; 11 stations.

**Production:** Jack Runyon.

**Script Writer:** Forrest Barnes.

**Talent:** David Brockman and Orchestra, Jayne Whitman, dramatic cast.

**Agency Director:** Jack Runyon.

**Announcer:** Carlton Kadell.

**Conductor:** David Brockman.

**Length of Run:** Jan. 17, 1937, to April 20, 1938.

### Tim and Irene

(See "Royal Crown Revue")

(See "Tim and Irene")

### Tim and Irene

**Sponsor:** Admiracion Laboratories, Inc.

**Agency:** Charles Dallas Reach Co.

**Origination:** WOR, New York.

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

**Network:** Mutual; 19 stations.

**Production:** Charles Gaines.

**Script Writers:** Les White, Buddy Pierson.

**Talent:** Tim Ryan, Irene Noblette, Hal Gordon, Teddy Bergman, D'Artega's Orchestra.

**Agency Director:** Charles Dallas Reach.

**Announcer:** Del Sharbutt.

**Conductor:** D'Artega.

**Length of Run:** April 18, 1937, to Jan. 9, 1938.

### Time, Inc.

(See "March of Time")

### Time of Your Life, The

**Sponsor:** Gruen Watch Co.

**Agency:** McCann-Erickson, Inc.

**Origination:** New York.

**Air Time:** Sunday, 5:30 to 6 p. m.

## NETWORK COMMERCIALS—Continued

**Network:** NBC Red; 44 stations.  
**Production:** McCann-Erickson and Lester O'Keefe (NBC).  
**Script Writer:** John Eugene Hasty.  
**Talent:** Sheila Barrett, Graham McNamee, Roy Campbell's Royalists, Joe Rines' Orchestra.  
**Agency Director:** A. J. Perry.  
**Announcers:** Graham McNamee, George Hicks.  
**Conductor:** Joe Rines.  
**Length of Run:** Oct. 3, 1937, to Dec. 26, 1937.

### Time to Shine

**Sponsor:** Griffin Manufacturing Co. (Griffin Allwite).  
**Agency:** Birmingham, Castleman & Pierce, Inc.  
**Origination:** New York.  
**Air Time:** Tuesday, 10:00 to 10:30 p.m.  
**Network:** CBS; 37 stations.  
**Production:** S. Cashman.  
**Script Writer:** Jack Rose.  
**Talent:** Hal Kemp's Orchestra, Judy Starr, Bob Allen, Saxy Dowell.  
**Agency Directors:** Arch Birmingham, Stuart Wark.  
**Announcer:** David Ross.  
**Conductor:** Hal Kemp.  
**Length of Run:** Started April 19, 1938.

### Time to Shine

**Sponsor:** Griffin Manufacturing Co.  
**Agency:** Birmingham, Castleman & Pierce, Inc.  
**Origination:** New York.  
**Air Time:** Monday, 7 to 7:30 p. m.  
**Network:** NBC Blue; 45 stations.  
**Production:** Austin Johnson (NBC).  
**Script Writer:** Frank Wilson.  
**Talent:** Barry McKinley, John B. Gambling, Lynn Murray's Griffin Chorus, Lloyd Schaffer's Orchestra.  
**Agency Director:** Arch Birmingham.  
**Announcer:** John B. Gambling.  
**Conductor:** Lloyd Schaffer.  
**Length of Run:** May 17, 1937, to Nov. 8, 1937.

### Toast to the Town

**Sponsor:** Roma Wine Co., Inc.  
**Agency:** James Houlihan, Inc.  
**Origination:** San Francisco.  
**Air Time:** Friday, 9:15 to 9:45 p.m. PST.  
**Network:** CBS; 2 stations.  
**Production:** Handled by the agency.  
**Script:** By the agency.  
**Talent:** Walter Guild, Bill Davidson, Byron Meilberg, Francis Dale, Chester Smith and Orchestra.  
**Agency Director:** Renzo Cesana.  
**Announcers:** Bill Davidson, Jack Murphy.  
**Conductor:** Chester Smith.  
**Length of Run:** Started March 11, 1938.

### Today's Children

**Sponsor:** Pillsbury Flour Mills Co.  
**Agency:** Hutchinson Advertising Co.  
**Origination:** Chicago.  
**Air Time:** Monday through Friday, 10:45 to 11 a. m.  
**Network:** NBC Red; 35 stations.  
**Production:** Bucky Harris (NBC).  
**Script Writer:** Irna Phillips.  
**Talent:** Irna Phillips, Raymond Johnson, Fred Von Ammon, Jean McGregor, Bess Johnson.  
**Agency Directors:** H. K. Painter, Bucky Harris (NBC).  
**Announcer:** Louis Roen.  
**Length of Run:** Sept. 11, 1933, to Jan. 3, 1938; replaced by "Woman in White."

### Tom, Dick and Harry

**Sponsor:** Fels & Co.  
**Agency:** Young & Rubicam, Inc.  
**Origination:** WGN, Chicago.  
**Air Time:** Monday, Wednesday and Friday, 1:15 to 1:30 p. m.  
**Network:** Mutual; 15 stations.  
**Talent:** Gordon Vandover, Bud Vandover, Carl Hoefle, Ed Allen.  
**Length of Run:** July 19, 1937, to Oct. 15, 1937.

### Tom Mix and His Ralston

#### Straight Shooters

**Sponsor:** Ralston Purina Co.  
**Agency:** Gardner Advertising Co.  
**Origination:** Chicago.  
**Air Time:** Monday through Friday, 5:45 to 6 p. m. (repeat from 6:45 to 7 p. m.).  
**Network:** NBC Blue; 19 stations.  
**Production:** Charles Claggett, Roland Martini.  
**Script Writer:** Jack Holden.  
**Talent:** Jack Holden, Percy Hemus, Harold Peary, Ranch Boys, Jane Webb, Hugh Rowlands, Templeton Fox.  
**Agency Directors:** Charles Claggett and Melvin P. Wambolt.  
**Length of Run:** Original contract began Sept. 25, 1933; current contract, Sept. 27, 1937, to Mar. 25, 1938..

### Tommy Dorsey's Orchestra

**Sponsor:** Brown & Williamson Tobacco Co. (Raleigh and Kool cigarettes).  
**Agency:** Batten, Barton, Durstine & Osborn, Inc.  
**Origination:** New York.  
**Air Time:** Friday, 9:30 to 10 p. m. (beginning Feb. 2, 1938, heard on Wednesday, 8:30 to 9 p. m.).  
**Network:** NBC Blue; 56 stations.  
**Production:** Herbert Sanford.  
**Script Writers:** Herbert Sanford, Frank Orvis, Kirk Alexander.

## NETWORK COMMERCIALS—Continued

**Talent:** Tommy Dorsey's Orchestra, Jack Leonard, Edythe Wright, Three Esquires, Paul Stewart, (m. c.), Neal O'Hara.  
**Agency Director:** Herbert Sanford.  
**Announcers:** Paul Stewart, Dwight Weist, John Holbrook.  
**Conductor:** Tommy Dorsey.  
**Length of Run:** Started November 9, 1936.

### Tony Labriola (Oswald)

(See "Hollywood Hotel")  
(See "Ken Murray and Oswald")

### Tony Wons and His Scrapbook

**Sponsor:** Vick Chemical Co. (VapoRub, Va-tro-nol).  
**Agency:** Morse International, Inc.  
**Origination:** New York.  
**Air Time:** Monday, Wednesday and Friday, 10:30 to 10:45 a. m.  
**Network:** CBS; 36 stations.  
**Production:** Richard Nicholls (of the agency).  
**Script Writer:** Tony Wons.  
**Talent:** Tony Wons, Ann Leaf.  
**Agency Director:** Richard Nicholls.  
**Announcer:** Ralph Edwards.  
**Conductor:** Ann Leaf.  
**Length of Run:** Started Sept. 27, 1937.

### Town Hall Tonight

**Sponsor:** Bristol-Myers Co. (Ipana, Sal Hepatica).  
**Agency:** Young & Rubicam, Inc.  
**Origination:** New York (originally Hollywood).  
**Air Time:** Wednesday, 9 to 10 p.m. (repeat from midnight to 1 a. m.).  
**Network:** NBC Red; 57 stations.  
**Production:** George McGarrett and William Rousseau (for the agency).  
**Script Writers:** Fred Allen, assisted by Arnold Auerbach and Herman Wouk.  
**Talent:** Fred Allen, Portland Hoffa, Peter Van Steeden's Orchestra.  
**Agency Directors:** George McGarrett, William Rousseau.  
**Announcer:** Harry von Zell.  
**Conductor:** Peter Van Steeden.  
**Length of Run:** Started Jan. 3, 1934.

### Travel Talks by Malcolm La Prade

**Sponsor:** Thomas Cook & Son.  
**Agency:** L. D. Wertheimer Co.  
**Origination:** New York.  
**Air Time:** Sunday, 2:15 to 2:30 p. m.  
**Network:** NBC Red; 14 stations.  
**Script Writer:** Malcolm La Prade.  
**Talent:** Malcolm La Prade, Lew White (organist).  
**Announcer:** Dan Russell.  
**Conductor:** Lew White, organist.  
**Length of Run:** Dec. 12, 1937, to March 6, 1938.

### Treasure Island

**Sponsor:** The Owl Drug Co.  
**Agency:** D'Evelyn & Wadsworth, Inc.  
**Origination:** San Francisco.  
**Air Time:** Sunday, 9:15 to 9:30 p. m. PST.  
**Network:** NBC Red; 5 stations.  
**Production:** Dave Drummond.  
**Script Writers:** Claudia Engle, with special assistants for special subject matter.  
**Talent:** Cliff Engle (narrator), Male Quartet (John Teel, George Nickson, Roland Drayer, Henry Schnetz), occasional dramatic cast and guests.  
**Agency Director:** Leland L. Levinger.  
**Announcer:** Paul Gates.  
**Conductor:** Dave Stretch.  
**Length of Run:** Feb. 2, 1937, to Jan. 30, 1938.

### True Detective Mysteries

**Sponsor:** Lambert Pharmacal Company (Listerine).  
**Agency:** Lambert & Feasley.  
**Origination:** WLW, Cincinnati.  
**Air Time:** Tuesday, 10 to 10:15 p.m.  
**Network:** Mutual; 3 stations.  
**Production:** WLW.  
**Script Writer:** Felix Jager.  
**Talent:** Varied dramatic cast.  
**Agency Director:** Martin Horrell.  
**Length of Run:** Started April 5, 1938.

### True or False

**Sponsor:** J. B. Williams Co. (Shaving Cream).  
**Agency:** J. Walter Thompson Co.  
**Origination:** WOR, New York.  
**Air Time:** Monday, 10 to 10:30 p. m.  
**Network:** Mutual; WOR, New York; WGN, Chicago; WLW, Cincinnati.  
**Talent:** Dr. Harry Hagen and two competing teams each week.  
**Announcer:** Tom Slater.  
**Length of Run:** Started Jan. 3, 1938.

### True Story Court of Human Relations

**Sponsor:** Macfadden Publications, Inc. (True Story Magazine).  
**Agency:** Arthur Kudner, Inc.  
**Origination:** New York.  
**Air Time:** Friday, 9:30 to 10 p. m. (repeat from 11:30 to midnight) (repeat terminated Feb. 25, 1938).  
**Network:** NBC Red; 22 stations.  
**Production:** Adrian Samish (later Hendrick Booraem, Jr.).  
**Script Writer:** William Sweets.  
**Talent:** Varying dramatic cast; after Dec. 3, 1937, A. L. Alexander and litigants.  
**Agency Director:** Charles F. Gannon.  
**Announcer:** Charles O'Connor (later Nelson Case).  
**Length of Run:** Contract started Jan. 1, 1934.

## NETWORK COMMERCIALS—Continued

### Tyrone Power

(See "Woodbury's Hollywood Playhouse")

## U

### Uncle Ezra

**Sponsor:** Miles Laboratories, Inc.  
**Agency:** Wade Advertising Agency.  
**Origination:** Chicago.  
**Air Time:** Monday, Wednesday and Friday, 7:15 to 7:30 p.m.  
**Network:** NBC Red; 44 stations.  
**Production:** P. C. Lund.  
**Script Writer:** Pat Barrett.  
**Talent:** Pat Barrett (Uncle Ezra), Carleton Guy, Nora Gunneen, Henry Burr, Lucille Long, Cornelius Peeples, Charles Egelston.  
**Agency Director:** W. A. Wade.  
**Announcer:** Jack Holden.  
**Length of Run:** Started Oct. 17, 1934.

### Union Oil Co.

(See "Passing Parade")  
(See "Thrills")

### U. S. Tire Dealers Mutual Corp.

(See "Ben Bernie and All the Lads")

### U. S. Tobacco Co. (Model)

(See "Pick and Pat")

## V

### Vadsco Sales Corp.

(See "Court of Human Relations")

### Valiant Lady

**Sponsor:** General Mills, Inc. (Bisquick).  
**Agencies:** Knox Reeves Advertising, Inc.; Westco Advertising Agency.  
**Origination:** New York.  
**Air Time:** Monday through Friday, 1:45 to 2 p.m.  
**Network:** CBS; 33 stations.  
**Production:** Charles A. Schenk, Jr.  
**Script Writer:** Bayard Veiller.  
**Talent:** Joan Blaine, Richard Gordon, Judith Lowry, Mike Herman, Teddy Bergman.  
**Agency Director:** John H. Sarles.  
**Announcer:** Art Millett.  
**Length of Run:** Since March 7, 1938.

### Vanity Fair

**Sponsor:** Campana Sales Co.  
**Agency:** Aubrey, Moore & Wallace, Inc.  
**Origination:** Chicago and Hollywood.  
**Air Time:** Monday, 8:30 to 9 p.m.  
**Network:** NBC Blue; 31 stations.  
**Script Writers:** Frank Moss, Cal Tinney, Howard Blake.

**Talent:** Cal Tinney, Sheila Graham, Bob Trendler, Douglas Wilson, Larry Duncan.  
**Agency Director:** Joe Ainley.  
**Announcer:** Bret Morrison.  
**Conductor:** Bob Trendler.  
**Length of Run:** Sept. 20, 1936, to Nov. 1, 1937; replaced by "Grand Hotel."

### Varady of Vienna

(See "Ted Weems' Orchestra")  
(See "Sunday Matinee")

### Vic and Sade

**Sponsor:** Procter & Gamble (Crisco).  
**Agency:** Compton Advertising, Inc.  
**Origination:** Chicago.  
**Air Time:** Monday through Friday, 3:30 to 3:45 p.m. (NBC Red; 55 stations) and Monday through Friday, 11:30 to 11:45 a.m. (NBC Blue; 15 stations).  
**Production:** Clint Stanley.  
**Script Writer:** Paul Rhymer.  
**Talent:** Art Van Harvey, Bernardine Flynn, Billy Idelson.  
**Agency Director:** John Taylor.  
**Announcer:** Bob Brown.  
**Length of Run:** Started Nov. 5, 1934.

### Vick Chemical Co.

#### (VapoRub; Va-Tro-Nol)

(See "Tony Wons and His Scrapbook")  
(See "Vick's Open House")

### Vick's Open House

**Sponsor:** Vick Chemical Co. (VapoRub, Va-tro-nol).  
**Agency:** Morse International, Inc.  
**Origination:** KNX, Hollywood.  
**Air Time:** Sunday, 7 to 7:30 p.m.  
**Network:** CBS; 51 stations.  
**Production:** J. L. Rawlinson (of the agency).  
**Script Writers:** J. L. Rawlinson and agency staff.  
**Talent:** Josef Pasternack's Orchestra, Jeanette MacDonald, Wilbur Evans (starting Oct. 10, 1937), guests.  
**Agency Director:** J. L. Rawlinson.  
**Announcer:** Thomas Freebairn-Smith.  
**Conductor:** Josef Pasternack.  
**Length of Run:** Started Sept. 26, 1937.

### Victor H. Lindlahr

**Sponsor:** Journal of Living.  
**Agency:** Franklin Bruck Advertising Corp.  
**Origination:** WOR, New York.  
**Air Time:** Tuesday, 12 to 12:30 p.m.  
**Network:** Mutual; 6 stations.  
**Script Writer:** Victor H. Lindlahr.  
**Talent:** Victor H. Lindlahr.  
**Announcer:** Jeff Sparkes.  
**Length of Run:** Started Jan. 25, 1937.



## NETWORK COMMERCIALS—Continued

### Vincent Lopez

(See "Nash Show")

### Vocal Varieties

**Sponsor:** Lewis-Howe Co. (Tums).  
**Agency:** H. W. Kastor & Sons Adv. Co., Inc.  
**Origination:** Cincinnati.  
**Air Time:** Tuesday and Thursday, 7:15 to 7:30 p.m. (repeat Tuesday from 11:15 to 11:30 p.m.).  
**Network:** NBC Red; 32 stations on Tuesday; 25 stations on Thursday.  
**Talent:** The Smoothies, De Vore Sisters, The 8 Men, Lynn Cole, Ellis Frakes, Deon Craddock, William Stoess' Orchestra.  
**Director:** Jack Edmunds.  
**Agency Director:** Gordon Cooke.  
**Announcer:** James Leonard.  
**Conductor:** William Stoess.  
**Length of Run:** Started April 6, 1936.

### Vocational Service

(See "Dr. Dollar")

### Voice of Experience

**Sponsor:** Lydia E. Pinkham Medicine Co.  
**Agency:** Erwin Wasey Co.  
**Origination:** WOR, New York (WHN, New York, prior to Dec. 24, 1937).  
**Air Time:** Monday through Friday, 1:45 to 2 p.m. (1:30 to 1:45 p.m. with a repeat at 2 p.m. prior to Dec. 24, 1937).  
**Network:** Mutual; 59 stations (22 stations prior to Dec. 24, 1937).  
**Production:** Erwin Wasey Co.  
**Script Writer:** Voice of Experience (Dr. Marion Sayle Taylor).  
**Talent:** Voice of Experience (Dr. Marion Sayle Taylor).  
**Agency Director:** Tim Gibson.  
**Announcer:** William Shapard.  
**Length of Run:** Started Dec. 27, 1937 (previous contract ran from Sept. 13, 1937 to Dec. 24, 1937).

### Voice of Firestone, The

**Sponsor:** Firestone Tire & Rubber Co.  
**Agency:** Sweeney & James Co.  
**Origination:** New York.  
**Air Time:** Monday, 8:30 to 9 p.m. (repeat from 11:30 to midnight).  
**Network:** NBC Red; 71 stations.  
**Talent:** Alfred Wallenstein, Margaret Speaks, Richard Crooks.  
**Agency Director:** Frank G. James.  
**Announcer:** Howard Clanev.  
**Conductor:** Alfred Wallenstein.  
**Length of Run:** Dec. 4, 1933, was the starting date of the last continuous series.

### Voice of Niagara, The

**Sponsor:** The Carborundum Co.  
**Agency:** Batten, Barton, Durstine & Osborn, Inc.  
**Origination:** Niagara Falls, New York.  
**Air Time:** Saturday, 7:30 to 8 p.m.  
**Network:** CBS; 18 stations.  
**Production:** Francis Bowman.  
**Script Writer:** Francis Bowman.  
**Talent:** Francis Bowman (commentator), Edward D'Anna and band.  
**Agency Director:** Francis Bowman.  
**Announcer:** Francis Bowman.  
**Conductor:** Edward D'Anna.  
**Length of Run:** Original contract started Oct. 16, 1937.

### Vox Pop

**Sponsor:** Cummer Products Co. (Molle Shaving Cream).  
**Agency:** Stack-Goble Adv. Agency.  
**Origination:** New York.  
**Air Time:** Tuesday, 9 to 9:30 p.m. (repeat from 12:30 to 1 a.m.).  
**Network:** NBC Red; 29 stations.  
**Production:** Stack-Goble.  
**Talent:** Parks Johnson, Wallace Butterworth (in sidewalk interviews).  
**Agency Director:** R. A. Porter.  
**Announcer:** Wallace Butterworth.  
**Length of Run:** Original contract started Feb. 7, 1935; present series began Jan. 19, 1937.

## W

### Wallace Biscuit Co.

(See "Get Thin to Music")

### Wallace Butterworth

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

### Walter O'Keefe

(See "Hollywood Mardi Gras")

### Walter Winchell

**Sponsor:** Andrew Jergens Co. (Jergens Lotion).  
**Agency:** Lennen & Mitchell, Inc.  
**Origination:** Hollywood and New York.  
**Air Time:** Sunday, 9:30 to 9:45 p.m. (repeat from 11:15 to 11:30 p.m.; 11 to 11:15 p.m. after Jan. 9, 1938).  
**Network:** NBC Blue; 57 stations.  
**Production:** Blayne Butcher.  
**Script Writer:** Walter Winchell.  
**Talent:** Walter Winchell (George Fisher substituted for Winchell from Sept. 19, 1937, to Nov. 7, 1937).  
**Agency Director:** Blayne Butcher  
**Announcers:** Ben Grauer (N. Y.), Buddy Twiss (Hollywood).  
**Length of Run:** Started Dec. 4, 1932.

## NETWORK COMMERCIALS—Continued

### Walter Wolfe King

(See "Cantor's Camel Caravan")

### Waltz Time

**Sponsor:** Charles H. Phillips Chemical Co.; Phillips' Milk of Magnesia.

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

**Origination:** New York.

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

**Network:** NBC Red; 21 stations.

**Production:** Frank Hummert.

**Script Writer:** Frank Hummert.

**Talent:** Frank Munn, Abe Lyman's Orchestra.

**Agency Director:** Frank Hummert.

**Announcer:** Howard Claney.

**Conductor:** Abe Lyman.

**Length of Run:** Started Sept. 27, 1933.

### Wander Co. (Ovaltine)

(See "Little Orphan Annie")

### Warden Lewis E. Lawes

(See "Behind Prison Bars")

### William R. Warner Co. (Sloan's)

(See "Behind Prison Bars")

### Wasey Products Corp.

(See "Jack Berch")

### G. Washington Coffee Refining Co.

(See "Jim McWilliams Question Bee")

### Watch the Fun Go By

**Sponsor:** Ford Motor Co.

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

**Origination:** New York (Hollywood in July and Aug., 1937).

**Air Time:** Tuesday, 9 to 9:30 p.m. (repeat from 12 to 12:30 a.m.).

**Network:** CBS; 87 stations.

**Production:** Bradford Browne.

**Script Writers:** Monroe Upton, Thomas K. Carpenter, Jr.

**Talent:** Al Pearce, Arlene Harris, Bill Comstock, Monroe Upton, Carl Hoff's Orchestra, guests.

**Agency Director:** Bradford Browne.

**Announcer:** Ken Roberts.

**Conductor:** Carl Hoff.

**Length of Run:** Started Jan. 5, 1937.

### Watkins, R. L.

(See "Backstage Wife" for Dr. Lyon's Toothpowder)

(See "Manhattan Merry-Go-Round" for Dr. Lyon's Toothpowder)

### Wayne King

(See "Lady Esther Serenade")

### We Are Four

**Sponsor:** Libby, McNeill & Libby.

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

**Origination:** WGN, Chicago.

**Air Time:** Monday, 3:45 to 4 p.m.

**Network:** Mutual; WGN, Chicago, WOR, New York.

**Production:** Edward Smith, Mary Afflick.

**Script Writer:** Bess Flynn.

**Talent:** Sally Smith, Majorie Hannan,

Alice Hill, Olan E. Soule, Charles Flynn.

**Agency Director:** Richard Marvin.

**Announcer:** Russ Young.

**Length of Run:** March 1, 1937, to Dec. 4, 1937.

### We, The People

**Sponsor:** General Foods, Corp. (Sanka Coffee).

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

**Origination:** New York.

**Air Time:** Thursday, 7:30 to 8 p.m. (repeat from 10:30 to 11 p.m.).

**Network:** CBS; 54 stations.

**Production:** Adrian Samish.

**Script Writers:** Various.

**Talent:** Gabriel Heatter and guests, Mark Warnow's Orchestra.

**Agency Director:** Hubbell Robinson, Jr.

**Announcer:** Harry von Zell.

**Conductor:** Mark Warnow.

**Length of Run:** Oct. 7, 1937, to May 12, 1938.

### Weber Baking Co.

(See "Lone Ranger")

### Welch Presents Irene Rich

**Sponsor:** Welch Grape Juice Co.

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

**Origination:** Hollywood.

**Air Time:** Sunday, 9:45 to 10 p.m. (repeat from 11:15 to 11:30 p.m.).

**Network:** NBC Blue; 42 stations.

**Script Writer:** Frank Phares.

**Talent:** Irene Rich, dramatic cast.

**Agency Director:** Gordon Cooke.

**Announcer:** Bob Sherwood.

**Length of Run:** Started Oct. 4, 1933.

### Wesson Oil & Snowdrift Sales Co.

(See "Hawthorne House")

### Wheeling Steel Corp.

(See "Musical Steelmakers")

### While the City Sleeps

**Sponsor:** Bowey's Inc.

**Agency:** Stack-Goble Adv. Agency.

**Origination:** Chicago.

**Air Time:** Monday, Wednesday and Friday, 5:15 to 5:30 p.m. (repeat from 6:15 to 6:30 p.m.).

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

## NETWORK COMMERCIALS—Continued

**Script Writer:** Finney Briggs.  
**Talent:** Finney Briggs, dramatic cast.  
**Length of Run:** March 1, 1936, to Nov. 14, 1937.

### Wife Saver, The

**Sponsor:** Manhattan Soap Co.  
**Agency:** Peck Advertising Agency.  
**Origination:** New York.  
**Air Time:** Tuesday and Thursday, 11:45 to 12 noon.  
**Network:** NBC Red; 21 stations.  
**Production:** Arthur Sinsheimer (of the agency).  
**Script Writer:** Alan Prescott.  
**Talent:** Alan Prescott, Irving Miller.  
**Agency Director:** Arthur Sinsheimer.  
**Announcer:** Donald H. Lowe.  
**Length of Run:** June 3, 1936, to Aug. 26, 1937.

### Williams, J. B., Co.

(See "True or False")

### Willys-Overland Co.

(See "Surprise Party")

### Woman in White, The

**Sponsor:** Pillsbury Flour Mills Co.  
**Agency:** Hutchinson Advertising Co.  
**Origination:** Chicago.  
**Air Time:** Monday through Friday, 10:45 to 11 a.m.  
**Network:** NBC Red; 35 stations.  
**Production:** Howard Keegan (of Carl Wester & Co.).  
**Script Writer:** Irna Phillips.  
**Talent:** Luise Barclay, Toni Gilman, Ruth Bailey, Carey Macdonald, Willard Farnum, Catherine Card, Herbert Nelson, Sara Jane Wells, Arthur Peterson, Edith Davis, Frank Behrens, Dave Gothard.  
**Agency Director:** H. K. Painter.  
**Announcers:** Louis Roen; Brett Morrison.  
**Length of Run:** Original contract began Sept. 11, 1933; present series started Jan. 3, 1938, replacing "Today's Children."

### Woman's Magazine of the Air

**Sponsor:** Lamont Corliss & Co.  
**Agency:** J. Walter Thompson Co.  
**Origination:** San Francisco.  
**Air Time:** Wednesday and Friday, 3:30 to 3:45 p.m. PST.  
**Network:** NBC Red; 5 stations.  
**Length of Run:** Started Dec. 3, 1937.

### Woman's Page of the Air

**Sponsor:** Tea Garden Products Co.  
**Agency:** Botsford, Constantine & Gardner.  
**Origination:** San Francisco.  
**Air Time:** Thursday, 1:45 to 2 p.m. PST.  
**Network:** CBS; 5 stations.  
**Production:** Edith Abbot (of the agency).

**Script Writer:** Edith Abbot.  
**Talent:** Fleurette McDonald.  
**Announcer:** Allan Sheppard.  
**Length of Run:** Jan. 13, 1938, to March 10, 1938.

### Woodbury's Hollywood Playhouse

**Sponsor:** Jergens-Woodbury Sales Corp. (Woodbury Soap).  
**Agency:** Lennen & Mitchell, Inc.  
**Origination:** Hollywood.  
**Air Time:** Sunday, 9 to 9:30 p.m. (repeat 11:30 p.m. to midnight; 10:30 to 11 p.m. after Jan. 9, 1938).  
**Network:** NBC Blue; 57 stations.  
**Production:** Mann Holiner.  
**Script Writers:** Various.  
**Talent:** Tyrone Power, Harry Sosnick's Orchestra, guests.  
**Agency Director:** Mann Holiner.  
**Announcer:** Lew Crosby.  
**Conductor:** Harry Sosnick.  
**Length of Run:** Original contract began January 5, 1936; present series started Oct. 3, 1937, replacing the "Rippling Rhythm Revue."

### Wrigley, Wm., Jr., Co.

(See "Double Everything")  
 (See "Just Entertainment")  
 (See "Poetic Melodies")  
 (See "Scattergood Baines")

## Y

### Your Family and Mine

**Sponsor:** Sealtest, Inc.  
**Agency:** McKee, Albright & Ivey.  
**Origination:** New York.  
**Air Time:** Monday through Friday, 5:30 to 5:45 p.m.  
**Network:** NBC Red; 34 stations.  
**Production:** Henry Souvaine, Inc. (for the agency).  
**Script Writer:** Lilian Lauferty.  
**Talent:** Bill Adams, Joan Tompkins, Lucielle Wall, Mary Preston.  
**Announcer:** Ford Bond.  
**Length of Run:** Started April 25, 1938.

### Your Hit Parade

**Sponsor:** American Tobacco Co. (Lucky Strike Cigarettes).  
**Agency:** Lord & Thomas, Inc.  
**Origination:** New York.  
**Air Time:** Wednesday, 10 to 10:45 p.m.  
**Network:** NBC Red; 74 stations.  
**Production:** Karl W. Schullinger (of the agency).  
**Talent:** Orchestras have included the Mark Warnow, Leo Reisman, Richard Humber and Harry Salter groups and other guest conductors and artists.

## NETWORK COMMERCIALS—Continued

**Agency Director:** Edgar G. Sisson, Jr.  
**Announcers:** Ben Grauer, Basil Ruysdael.  
**Length of Run:** March 11, 1936, to Dec. 1, 1937 (replaced by "Your Hollywood Parade").

### Your Hit Parade

**Sponsor:** American Tobacco Co. (Lucky Strike Cigarettes).  
**Agency:** Lord & Thomas, Inc.  
**Origination:** New York.  
**Air Time:** Saturday, 10 to 10:45 p.m.  
**Network:** CBS; 95 stations.  
**Production:** Karl W. Schullinger (of the agency).  
**Talent:** Guest conductors and guest soloists.  
**Agency Director:** Edgar G. Sisson, Jr.  
**Announcers:** Andre Baruch, Basil Ruysdael.  
**Length of Run:** Started April 20, 1935.

### Your Hollywood Parade

**Sponsor:** American Tobacco Co. (Lucky Strike Cigarettes).  
**Agency:** Lord & Thomas, Inc.  
**Origination:** Hollywood.  
**Air Time:** Wednesday, 10 to 11 p.m.  
**Network:** NBC Red; 76 stations.  
**Script Writers:** Frank Gill, Arch Oboler, Robert Teuder.  
**Talent:** Dick Powell, Rosemary Lane, Al Goodman's Orchestra, guests.  
**Agency Director:** Thomas A. McAvity, Paul Munroe.  
**Announcer:** Bob Sherwood.  
**Conductor:** Al Goodman.  
**Length of Run:** Started Dec. 8, 1937, replacing "Your Hit Parade" program; ended March 23, 1938.

### Your News Parade

**Sponsor:** American Tobacco Co. (Lucky Strike Cigarettes).  
**Agency:** Lord & Thomas, Inc.  
**Origination:** New York.  
**Air Time:** Monday through Friday, 12:15 to 12:30 p.m.  
**Network:** CBS; 95 stations.  
**Production:** Lord & Thomas, Inc.  
**Script Writer:** Edwin C. Hill.  
**Talent:** Edwin C. Hill, F. E. Boone, L. A. Riggs (and various other auctioneers).  
**Agency Director:** T. D. Wells.  
**Announcer:** Andre Baruch.  
**Length of Run:** April 5, 1937, to April 1, 1938.

### Your Parlor Playhouse

**Sponsor:** Lovely Lady Cosmetics.  
**Agency:** Kirtland-Engel Co.  
**Origination:** WGN, Chicago.  
**Air Time:** Sunday, 10:30 to 11 p.m.  
**Network:** Mutual; WGN, Chicago, and WGAR, Cleveland.  
**Production:** M. M. Mendelsohn.  
**Script Writers:** Elmore Gailey, M. M. Mendelsohn.  
**Talent:** Norman Ross, Robert Trendler's Orchestra, Rowena Williams, Guenther Decker, Earl Wilkie, Phil Culkin, Wayne Van Dyne, dramatic cast.  
**Agency Director:** M. M. Mendelsohn.  
**Announcers:** Russ Russell, Norman Ross, Lassie Zor.  
**Conductor:** Robert Trendler.  
**Length of Run:** May 9, 1937, to June 17, 1937.

### Your Unseen Friend

**Sponsor:** Beneficial Management Co.  
**Agency:** Albert Frank-Guenther Law, Inc.  
**Origination:** New York.  
**Air Time:** Saturday, 8 to 8:30 p.m.  
**Network:** CBS; 44 stations.  
**Production:** R. J. Herts (of the agency), assisted by Neff-Rogow.  
**Script Writer:** M. H. H. Joachim.  
**Talent:** M. H. H. Joachim, Stuart Allen, Harry Salter's Orchestra.  
**Director:** M. H. H. Joachim.  
**Announcer:** Mark Hawley.  
**Conductor:** Harry Salter.  
**Length of Run:** Oct. 4, 1936, to Jan. 1, 1938.

## Z

### Zenith Radio Foundation

**Sponsor:** Zenith Radio Corp.  
**Agency:** J. Walter Thompson Co.  
**Origination:** Chicago.  
**Air Time:** Sunday, 10 to 10:30 p.m.  
**Network:** CBS; 50 stations.  
**Production:** Dick Marvin.  
**Script Writer:** James Whipple.  
**Talent:** Olan Soule and approximately 40 others; Soule only permanent cast member.  
**Agency Director:** Dick Marvin.  
**Announcer:** Olan Soule.  
**Conductor:** Louis Adrian.  
**Length of Run:** Started Sept. 5, 1937, on 68 NBC Blue stations; on CBS after Nov. 28, 1937.

# PROGRAM TITLES

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## 20,000 NAMES OF PROGRAM SERIES

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Including 12,000 Titles on Record

Prior to May, 1937;

And

8,000 New Titles Added Since

May, 1937

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This list of program titles is a composite of three lists: (1) a repeat of 12,000 titles issued in Vol. I of the VARIETY RADIO DIRECTORY; (2) a list of titles culled from the program review files of VARIETY (there are about 800 of these marked with an asterisk); and (3) about 8,000 new titles sent in by stations, networks, and transcription producers since May, 1937.

By "program titles" are meant the designations via which program series are, or were, known (as distinct from individual "single-shot" programs). And in presenting them, the object is two-fold:

(1) To create a reference list which may aid in avoiding over-frequent duplication—and hence, confusion—in program titles. And (2) to give an index of program types, insofar as types can be identified from program names alone.

Symbols in parentheses following the actual titles represent the user, or users, of that title at some time or other. This use may have been sustaining, or it may have been commercial.

Ordinarily it is assumed that the symbols are station call letters. In the following instances, however, special symbols are employed:

**CBS:** Columbia Broadcasting System. **IBS:** Iowa Broadcasting System. **MacG:** C. P. MacGregor (transcriptions). **MWR:** Mid-West Recordings, Inc. **NBC:** National Broadcasting Co. **NCBS:** Northern California Broadcasting System. **RRI:** Radio Recorders, Inc. **SR:** Standard Radio. **TH:** NBC Thesaurus. **TPC:** Titan Production Co., Inc. **UP:** United Press. **JVG:** Jean V. Grombach. **NYBS:** New York Broadcasting System. **WBS:** World Broadcasting System. **FTRD:** Federal Theatre Radio Division. **CRS:** California Radio System.

In using this list, the following caution should be kept in mind as regards indexing: when a program title begins with the name of a radio artist, it is filed under that artist's first name (**not last name**). Thus "Andy & Virginia Mansfield," to cite an example, is filed under "A" and not under "M." This departure from ordinary indexing methods was observed here due to the familiarity—and importance—of artists' given names.

PROGRAM TITLES—Continued

# A

- A & S Choral Society (NBC)  
A.A.U. Sports Parade (WRVA)  
ABC Juniors (WIND)\*  
ABC of NBC, The (NBC)  
ABC Revue (KMBC)  
A.B.C. Spelling Bee (KCMO)  
A la Carte (KGO-KPO)  
A Montmartre (CHRC)  
A Recreo (KDKA)  
Aberdeen Civic Association Program (KABR)  
Abide with Me (CJRM)  
Abie and Sandy (CKY)  
Abilene Abroad (KRBC)  
Abilene Goes Forward (KRBC)  
Abner Pinfeathers (KGFF)  
About Town (WAAT, WHN)  
About Town Program (WCOL)  
About Town with Sue (KROY)  
Abram Chasins—Piano Pictures (CBS)  
Aboard of the Times (WMCA)  
Academy of Medicine (WLW)  
Academy Theatre (KFWB)  
Accent on Science (WNYC)  
Accident News (WAVE)  
According to the Accordion (KLOS)  
Accordion Band, Larry Yester's (WAPI)  
Accordion Capers (KSUB, KROC)  
Accordion Echoes (CFCO)  
Accordiona (KGO-KPO, KFXJ, WBIG, WCLE)  
Accordioniers, The (WSAU)  
Accordion on Parade (KVI)  
Accordion School of the Air (WGRC)  
Accordion Styles (KTOK)  
Ace Tunes of the Air (WNOX)  
Aces High (WLW)  
Aces of the Air (WIL)  
Aces Up (WHN)  
Acrobatic Songsters, The (WDAY)  
Across the Breakfast Table (KMBC)  
Across the Bridge Table (WNYC)  
Across the Desk (WFBM)  
Across the Dinner Table (WBBM)  
Across the Footlights (CJCA)  
Across the Keyboard (KFJZ)  
Across the Music Counter (KGO-KPO)  
Acts and Actors (WBZ-A)  
Acts from Broadway Plays (NBC)  
Ad and Lib (KTOK)  
Ad Club Gleeman (KOIN)\*  
Ad-Lib (WIP)  
Ad Lib Club (WDNC)  
Ad-Lib Frolic (KONO)  
Ad-Liner, The (WDRC)  
Ad Shop (WGY)  
Adam and Eve (KOA)  
Adam 'n' Eve (KROY)  
Addressed to R.F.D. (WCBS)  
Adhesive Pontoon (MacG)  
Adohr Opera, The (KFI, KECA)  
Adolph and Denny (KGCX)  
Adolph's Bohemians (WOAI)\*  
Adrian Hour, The (KFIZ)  
Adult Amateur Programs (WTNJ)  
Adult Education Series (NBC)  
Adult Recreation Program (WORL)  
Adventure Club (KMBC, KSL)  
Adventure Land, Wanda Jim's (WNYC)  
Adventure of Santos Vegas (WMCA)  
Adventure Reporter, The (WHBC)  
Adventures, The (CBS)  
Adventurer's Club (WOR)\*  
Adventurers Club, The Elgin (NBC)  
Adventures Abroad (WGN)\*  
Adventures & Discoveries in Literature (NBC)  
Adventures in Exploration (CBS)  
Adventures in Health (NBC)  
Adventures in Melody (CBL)  
Adventures in Navajo Land (KAWM)  
Adventures in Philanthropy (NBC)  
Adventures in Verse (KLZ)  
Adventures in Words (CBS)  
Adventures of Ace Williams (WOWO)\*  
Adventures of Betty and Bob, The (KPLT)  
Adventures of Bud Morton (WMIN)  
Adventures of Captain Diamond (NBC)  
Adventures of Colonel Powell at the Back of Beyond (CBS)  
Adventures of Dick & Sam, The (NBC)  
Adventures of Don Quick (CBS)  
Adventures of Donald Ayer (WOR)\*  
Adventures of Great Merchants (WCAE)  
Adventures of Green Hornet (WXYZ)\*  
Adventures of Helen and Mary (CBS)  
Adventures of Ito (KECA)\*  
Adventures of Jimmie Baxter (WTMJ)  
Adventures of Little Gwendolyn (WCSC)  
Adventures of Major King (CKWX)  
Adventures of Polly Preston (NBC)  
Adventures of Putty Pete (WINS)\*  
Adventures of Sally and Ann (WJAR)  
Adventures of Scoutland (WTMJ)  
Adventures of Sherlock Holmes (NBC)  
Adventures of Swanee Shore (KVOD)  
Adventures of Tom Mix—Ralston Purina Co. (NBC)  
Adventures of Tom Sawyer (KHJ)  
Adventures of Tony & Gus (NBC)  
Adventures with Aunt Helen (KQV)  
Adventures with Major Campbell (WPHR)  
Advertising Pays (WLW)  
Advice on Living (WMCA)\*  
Aeolian Trio (KHQ)  
Aeronautical Notes (WJW)  
Aeroplane, The (WWL)  
Aesop's Fables (KGO-KPO)  
Affaires D'Armour, Les (WTCN)

## PROGRAM TITLES—Continued

- Affairs of the Hemingways** (WNAC, WINS)  
**Afield with Ranger Mac** (WHA)  
**African Adventures** (WOR)\*  
**African Ripples** (CKCL)  
**African Tales** (KFOR)  
**Afro-America Speaks** (WKY)  
**After Breakfast Club** (WTMV)  
**After Dinner Revue** (WEEL)\*  
**After Dinner Varieties** (WDBJ)  
**After Twilight** (CJCA)  
**Afterglow** (WTAM)  
**Afternoon Concert** (KGO-KPO)  
**Afternoon Edition** (KSTP, WLW)  
**Afternoon Floor Show** (KNEL)  
**Afternoon Melodies** (KVOO, WLAC)  
**Afternoon Mixup** (WBLK)  
**Afternoon Musicale** (KGO, WBZ-A, WJAY)  
**Afternoon News** (WJAG)  
**Afternoon News, Jack Ingersoll** (WINS)  
**Afternoon News Review, Harris Brown's** (WTJS)  
**Afternoon Recess** (WMT)  
**Afternoon Review** (WSAU)  
**Afternoon Serenade** (WDWS, WRVA)  
**Afternoon Shopper** (WCAM)  
**Afternoon Show, The** (WTCN)  
**Afternoon Siesta** (WTMV)  
**Afternoon Swing Party** (KFXR)  
**Afternoon Tea, Pond's** (NBC)  
**Afternoon Varieties** (KPDN, WIL, WGAR, WTMV, WOAI, WDRG)  
**Afternoon Visitor** (WMBD)  
**Afternoon's Biggest News Story** (KICA)  
**Age of Progress, The** (KONO)  
**Agony Column of the Air** (WFIL)  
**Agricultural Bulletin** (KGO-KPO)  
**Agricultural Daily** (KQW)  
**Agricultural Extension Service** (WOI)  
**Agriculture in the News** (KFYR, WDAY, WLW)  
**Agriculture—Then and Now** (WHA)  
**Agriculture Today** (KGO-KPO)  
**Ah Ha Club** (WOAI)  
**Ahead of the News** (WMAQ)
- Ahoo & Wahoo, the Medicine Men** (WALA)  
**Air Adventures of Jimmy Allen** (KGO-KPO, WBS)  
**Air Burlesque** (KXBY)  
**Air Cadets, The** (WDAE)  
**Air Castle Melodies** (WWVA)  
**Air Castles** (WFTC)  
**Air Circus, The** (KGVO)  
**Air College** (WNYC)\*  
**Air Exchange** (WOMT)  
**Air Finds** (WHN)  
**Air Forum** (WFLA)  
**Air Gliders** (KMOX)  
**Air Hostess** (KMPC)  
**Air Is Yours, The** (WHO)  
**Air Juniors** (WENR)\*  
**Air Lane Reveries** (KABC)  
**Air Lanes to Home Making** (WHA)  
**Air News** (KMTR)  
**Air-O-Model Club** (WWSW)  
**Air Parade, The** (WABI, WIBU)  
**Air Raiders** (KMPC)  
**Air-Scoops with Elinor Smith** (NBC)  
**Air Shopping** (KOIN)  
**Air Show Time** (KONO)  
**Air Theatre, The** (WFAS) (WFAS)  
**Air Traveler Airs His Views** (WLAC)  
**Air Wave Theatre** (KDKA)  
**Air Your Peeve** (WWJ)  
**Airbreaks** (CFRN)  
**Aircyclopedia** (NBC)  
**Airfinds** (WHN)  
**Airflow Harmonies** (WBBM)  
**Airialto** (KABR)  
**Airlanes** (WCAU)\*  
**Airline News** (WTAD)  
**Airwave Airplanes** (WTMV)  
**Airway News** (WKZO)  
**Airv Fairy Singer, The** (CBS)  
**Aisle Seat, An** (WIRE)  
**Al and Agnes** (KTUL)  
**Al and Dutch** (WKY)  
**Al and Johnnie** (WHEB)  
**Al and Molly** (KFOX)  
**Al and Pete** (NBC)  
**Al Crocker and Eddy Shar-ratt** (WDAF)  
**Al Davis' Hawaiians** (WLNH)  
**Al Dutton & Piano Capers** (KGCU)  
**Al Eldridge** (CRS)  
**Al Jolson** (NBC)  
**Al Pearce and His Gang** (KGO-KPO)  
**Al Roth and His Orchestra** (NBC)  
**Al White Presents** (WDRG)  
**Alabama Boys, The** (KGFF)  
**Alabama College Hour** (WAPI)  
**Alabama Farm and Family Bureau** (WAPI)
- Alabama in the News** (WAPI)  
**Alabama Radio Minstrels** (WGY)  
**Alabama Tea Party** (WAPI)  
**Alabama Trio** (WMCA)  
**Aladdin and His Lamp** (WHO)  
**Aladdin Family** (KMBC)  
**Alamo, The** (NBC)  
**Alamo Bank Quartet** (WOAI)  
**Alan Werner** (WLW)  
**Alarm Clock** (KWTN, CJOC)  
**Alarm Clock, The Hyde Park** (KWOS)  
**Alarm Clock Club** (CKCK)  
**Alarm Clock Frolic** (WPTF)  
**Alarm Clock Hour** (CFCT)  
**Alarm Clock Program** (KFJB)  
**Alarm Clock Revue** (WBRG)  
**Alarm Clock Salute** (WNAC)  
**Alarmclock Serenade** (WICC)  
**Alarm Klock Klub** (KIEV, KJBS)  
**Albany at the World** (WOKO)  
**Albany on Parade** (WGY)  
**Album Leaves Quartet** (WKBZ)  
**Album of Dreams** (CJOC)  
**Album of Familiar Jewish Music** (WBBC)  
**Album of Familiar Music** (KBIX)  
**Album of Life** (RRI, WIND)  
**Album of Love** (WOV)  
**Album of Melody, The** (WRJN)  
**Album of Old Family Music** (NBC)  
**Album of Song** (WSAU)  
**Album of Songs** (WHN)  
**Albuquerque High School Hour** (KOB)  
**Alexander Views the News** (WMC)  
**Alexander's Vagabonds** (WOKO)\*  
**Alfred Gus Karger** (WLW)  
**Alfred Wallenstein's Sinfonietta** (WOR)  
**Algonquin Luncheons** (WOR)\*  
**Ali Baba's Knights** (WHBQ)  
**Alias Edward Tailor** (NBC)  
**Alias Jimmy Valentine** (WBS)  
**Alibi Airings** (KDAL)  
**Alice in Orchestralia** (NBC)  
**Alice in Wonderland** (CBM, NBC)  
**Alice Marie Meyn, Songstress** (WREN)  
**Alice Remsen** (NBC)  
**Alistair Cooke** (NBC)

## PROGRAM TITLES—Continued

- All Aboard (KNX)  
 All Aboard for Shoppers Special (KFVS)  
 All About You (CBS)  
 All American Football Show (CBS)  
 All American Hawaiians (WKY)  
 All American Sports Review (WCLO)  
 All Around the Town (CBS)  
 All Ashore (WHN)  
 All Church Hour (KGNC, KSAL)  
 All Concordia Hour (KFUO)  
 All-Electric Kitchen (KTUL)  
 All for You (KWOS)  
 All-Girl Minstrels, Bob Kent's (KFH)  
 All Hands on Deck (KMOX)  
 All in a Day's Work (KFOR)  
 All Nighter, The (KRE)  
 All Request (WGRC)  
 All Request-All Swing (WVFW)  
 All Request Club (WFAS)  
 All Request Feature (WOPI)  
 All Request Hour (KVOL, KGDE)  
 All Sports Forum (WGAR)  
 All-Sports Review (WCKY)  
 All Sports' Review, The (WBNY) (WBNY)  
 All-Star Dance Revue (KELD)  
 All Star Revue (KELO)  
 All Star Roundup (WBS)  
 All Stringers, The (WSBT-WFAM)  
 All the Best (KMTR)  
 All-Weather Club of the Air, The Goodyear (KOCA)  
 All Westchester Interscholastic Football Round-up (WFAS)  
 Allan Clark and His Orchestra (WKY)  
 Allen Family, The (WQDM, WSYB)  
 Allen Franklin (WLW)  
 Allen Trio (NBC)  
 Alligator Musicale (KYW)\*  
 Alma Hispana (KDB)  
 Alma White College Band (WAWZ)  
 Alma White College Chapel Exercises (WAWZ)  
 Alma White College Chorus (WAWZ)  
 Alma White College Instrumental Ensemble (WAWZ)  
 Alma White College Literary Programs (WAWZ)  
 Alma White College Orchestra (WAWZ)
- Almanac, The Boston (WORL)  
 Almanac, The Grapico (WBRC)  
 Almanac of the Air (CHSJ, MWR)  
 Almond Club, The (KOY)  
 A-Loaf Bakers Present Judy and Frank (KOB)  
 Aloha, California (KEHE)  
 Aloha Land (KIUP)  
 Aloha Sunset Land (CKCD)  
 Along Dance Avenue (WCOP)  
 Along Gypsy Trails (CBL)  
 Along King's Highway (KOA)  
 Along Melody Boulevard (KGMB)  
 Along Melody Lane (KTAT)  
 Along Radio Row (WIP)  
 Along Rialto Row (CBS)  
 Along Sweet Music Avenue (KANS)  
 Along the Airways (WHP)  
 Along the Avenue (KLZ)  
 Along the Banks of the Volga (CFRN)  
 Along the C. & E. I. Trail (WBBM)\*  
 Along the Danube (CBM)  
 Along the Sidelines (WRUF)  
 Along the Volga (CHAB)  
 Alphabetical Antics (CJOC)  
 Alpine Apartments (WOKO)  
 Alpine Inn, The (KSO)\*  
 Altar Bound (WGAR)  
 Amanda Snow (NBC)  
 Amateur Announcers (WABI)  
 Amateur Announcers' Contest (KANS)  
 Amateur Announcer's Hour, The WLVA (WLVA)  
 Amateur Authors (KFWB)  
 Amateur Cameraddicts (KDYL)  
 Amateur Chef, The (WFLA)  
 Amateur Cooking School of the Air (NBC)  
 Amateur Dramatic Hour (WNEW)  
 Amateur Gardener, The (KLZ, KMTR)  
 Amateur Hour (WCAO, WSAI)  
 Amateur Hour, The WFLA (WFLA)  
 Amateur Hour from Fox Brooklyn Theatre (WMCA)  
 Amateur Night, The KDLR (KDLR)  
 Amateur Night in Harlem (WMCA)  
 Amateur Night on Beale Street (WNBR)  
 Amateur Review (WCPO)
- Amateur Script Writers Hour (WBNX)  
 Amateur Show of the Air, Johnnie Marvin's (WKY)  
 Amateur Song Writers (WOR)\*  
 Amateur Song Writers' Hour (WBNX)  
 Amateur Songwriters' Opportunity Contest (WMCA)  
 Amateur Variety Hour (CKCH)  
 Amati Concert Trio (WBTM)  
 Ambassador Coconut Grove (KFI)  
 Ambassador of Knowledge, The (WCPO)  
 Ambassador of Song (KFVS)  
 Ambassador of the Air (KMPC)  
 Ambassadors (CBS)  
 Ambassadors of Song (CJOC)  
 Ambassadors of Style (CJRC)  
 Ambitious Amateurs (CFAC)  
 America At Work (NBC)  
 America Dances (CBS)  
 America Dances Tonight (KONO)  
 America Goes Bowling (NBC)  
 America in Action (KFRU, WTJS)  
 America in Music (NBC)  
 America in Peace (WFAM)  
 America in Review (NBC)  
 America Speaks (WWJ)  
 America's Debutante Star (WBBM)\*  
 America's Flag Abroad (WSM)  
 America's Grub Street Speaks (CBS)  
 America's Hour (CBS)  
 America's Little House (CBS)  
 America's Melody (WRUF)  
 America's Miracle Man (KGB)  
 America's Music (WHK)  
 America's Oldest Radio Singer (WENR)  
 America's Sweetheart (NBC)  
 America's Town Meeting of the Air (NBC)  
 America's Yesterdays (WNYC)  
 American Abroad (KMTR)  
 American Adventure (NBC)  
 American Album of Familiar Music (NBC)  
 American Authors (WHA)  
 American Beauty Album (KIDW)  
 American Caravan (KFWB)



## PROGRAM TITLES—Continued

- American Citizenship Series (NBC)  
 American Composers (KHJ)  
 American Education Forum (NBC)  
 American Families, Inc. (WHO)  
 American Family (KFWB)\*  
 American Family Robinson, The (WCB, WBS, KFIZ)  
 American Fellowship Program (KGO-KPO)  
 American Fireside, An (NBC)  
 American Golfer (NBC)  
 American Heroes in Art (WCAP)  
 American Institutions (WBAA)  
 American Legion Hour (WGRC)  
 American Legion Program (KRKD)  
 American Life and Books (WHA)  
 American Music Festival (WJZ)\*  
 American O'pry House (WMCA)  
 American Pageant of Youth, The (NBC)  
 American Parade (KMPC)  
 American Pianists' Series (WQXR)  
 American Portraits (NBC)  
 American Progressive (KFVD)  
 American Radio Warblers (WTCN)\*  
 American Revue (WXYZ)  
 American Salutes (WMCA)  
 American Scene (WORL)  
 American School of the Air (CBS)  
 American Singers, The (CBS)  
 American Symphonettes (KSRO)  
 American Trapshooters' Meet (WHIO)  
 American Trio (WGY)  
 Americana (WBS)  
 Americans Abroad (KMTR)  
 Among My Souvenirs (CKAC)  
 Among Neighbors (KABR)  
 Among Our Souvenirs (KDYL)  
 Among the Classics (CFLC)  
 Among the Music Masters (WHBF)  
 Among Us Girls (WLLH)  
 Amos 'n' Andy (NBC)  
 Amusement Bulletin (KCRJ)  
 Amusement Guide (KOOS, WXYZ)  
 Anaesthetic & Cerebellum (KGU)\*  
 Analects of Confucius (CJCA)  
 Ancient Dance (CBS)  
 Ancient World Thru Modern Eyes, The (WHA)  
 And It Came to Pass (CBM)  
 And Others (KOY)  
 And So the World Goes On (CFCF)  
 And So to Bed (KXBY)  
 And Sudden Death (KHJ)\*  
 Anderson First (WAIM)  
 Anderson Gospel Tabernacle (WHBU)  
 Anderson Sisters, The (WTJS)  
 Andy & Virginia Mansfield (KHJ)  
 Andy Gump Family (WGN)\*  
 Angel Face (WWL)  
 Angela in the Cathedral (WAPI)  
 Angelo Ferdinando & Orchestra (NBC)  
 Angelus, The (WMBD)  
 Angelus Hour, The (KHSL)  
 Angelus Singers (CJIC)  
 Angler and Hunter (NBC)  
 Angler of the Air (WNEW)  
 Animal Kingdom, The (WBBC)  
 Animal News Club (NBC)  
 Animals in the News (WBZ)\*  
 Ann Campbell Poetry (WXYZ)  
 Ann Leslie Scrapbook (WISN)  
 Ann Livingston (WSAZ)  
 Ann Livingston—Fashions (WSAZ)  
 Ann Russell, Home Economist (KVOR)  
 Ann Warner's Chats (KGO-KPO)  
 Ann Worth—Housewife (WXYZ)  
 Anne Anderson's Home-making Hints (WTJS)  
 Anne Campbell (WWJ)  
 Anne Wyman and Her Home Decoration (WCAZ)  
 Anniversary Book, The (CKWX)  
 Anniversary Varieties (CJCA)  
 An Nounce Er' Fun (WEEI)  
 Announcer's Choice (KPDN)  
 Announcer's Day Off (KMTR)  
 Announcer's Doghouse (KFOR)\*  
 Announcer's Life Is Not a Happy One (CBS)  
 Announcer's Revel (WQAM)  
 Announcers and Oratorical Contest (WLAW)  
 Announcers' Confessions (NBC)  
 Announcers' Court (KYDL, WOL)  
 Announcers' Forum (KARK)  
 Announcers' Holiday (WCHV, WRGA)  
 Announcers in Ambush (KDYL)  
 Announcers on a Rampage (WKOK)  
 Announcers' Opportunity Contest (KUJ)  
 Announcers' School (WJAG)  
 Annual Christmas Party, The (KGNF, KGNF)  
 Annual Spelling Contest, The (KGNF, KGNF)  
 Annual Spring Dandelion Party, The (KGNF, KGNF)  
 Anonymous Chef, The (WHDL)  
 Another Generation Speaks (KWSC)  
 Another Racket (WOR)  
 Answer (WBAL, CKLW)  
 Answer Machine (KMPC)  
 Answer Man (KGO-KPO, KFXM, KDYL, KLL, WOR, WDAY, WAAF)  
 Answer Me This (WIP, KOBH, WSBT)  
 Anthony Frome, the Poet Prince (NBC)  
 Antique Shop, The (WSAI)  
 Anti-Sleep Society (KGO-KPO)  
 Antobal's Cubans (WEAF)\*  
 Any Woman's Day (WHB)  
 Anyone Family, The (KMOX)  
 Anything Can Happen (TPC)  
 Anything Goes (CFCJ, KABR)  
 Aeolian Pastels (CRS)  
 Aeolian Singers (WBTM)  
 Aeolian Trio, The (WBBM)  
 Apartment Hunter, The (WTMV)  
 Aperitif (WIP)\*  
 Apothecary, The (WBAA)  
 Appearances Count (WNAC)  
 Apple Center Gossip (WWSW)  
 Apple Creek News, The (WJSV)  
 Apple Crick (KFEQ)  
 Applesauce Revue (WAAW)  
 Applied Psychology (WHA)  
 Appraisal of America, An (NBC)  
 Apron String Boys (KLZ)  
 Apron Strings (WFMB)  
 Arabesque (CBS)  
 Arabian Nights (WBBC)  
 A-rafting on the Mississippi (WHBF)  
 Arcadia String Ensemble (WIP)\*  
 Arch Air Troubadours, The (WBA-A)

## PROGRAM TITLES—Continued

- Archie's Morning Melodies (CKCL)  
 Arcolian, The Arco (WEBC)  
 Arctic Expedition, The MacGregor (NBC)  
 Arctic Kings (CJRM)  
 Are You Listening (KOTN, WSB)  
 Are You Positive? (KYOS)  
 Argentine Tea Party (WDAS)  
 Argentine Trio (KGO-KPO)  
 Arion Trio (KGO-KPO)  
 Ariosa Vocal Trio (KYA)  
 Aristocrats (MacG, WTMJ, KFH)  
 Arizona Dude Ranch (KOY)  
 Arizona Gloom Chasers (KOY)  
 Arizona News Dramas (KOY)  
 Arizona Ranch Riders (WLW)  
 Arizona Sunrise Hour (KOY)  
 Arizona Sunshine Hour (KOY)  
 Arizona Trail Riders, The (WJTS)  
 Arkansas Razorbacks (WKZO)  
 Arkansas Travelers (KMMJ, KTHS)  
 Arkansasawyers, The (WKY)  
 Arlene Jackson & Green Bros. (NBC)  
 Armchair Adventures (KNX)  
 Armchair Chat (WISN)  
 Armchair Chats (WGY)  
 Armchair Cruise Along the Waterfront (KOL)  
 Arm Chair Driver (KDKA)  
 Armchair Fancies (KFPY)  
 Armchair Melodies (KANS, WGN, WWSW)  
 Armchair Playhouse (KFWB)  
 Armchair Quartet (NBC)  
 Arm Chair Traveler (WBS)  
 Arnold Grimm's Daughter (WGN)\*  
 Arnold's Dinner Club (WMCA)  
 Around a Gypsy Campfire (WHN)  
 Around Omaha (KOIL)  
 Around the Bandstands (CKTB)  
 Around the Breakfast Table (WBAL, WDBO, WTAD)  
 Around the Breakfast Table with Henry Carey (KGNO)  
 Around the Clock (WCHV, WPTF, WVFW)  
 Around the Clock with the Good Morning Man (WATL)  
 Around the Cracker Barrel (KPDN, WHP, WOWO, WGL, WCAE, WHP)  
 Around the Dinner Table (WBAL, WTMJ)  
 Around the Fair (WMAQ)\*  
 Around the Festive Board (CBS)  
 Around the Fireside (KGVO)  
 Around the Globe (KFIO)  
 Around the Mikes (WHBB)  
 Around the Network (KGO-KPO)  
 Around the Ranch House (WSGN)  
 Around the Samovar (CBS)  
 Around the Shops with Mike Rafone (WSPA)  
 Around the Sports Dial (KTOK)  
 Around the Theatre (WCAU)\*  
 Around the Town (KGMB, WDNC, WJNO, WPEN, WRAK, WTMJ, KMPC, WKY, WDAF, KMOX, CFCF)  
 Around the Town with Ann Ginn (WTCN)  
 Around the Town with Camille Brown (WSFA)  
 Around the Town with Tom and Helen (KFVS)  
 Around the World (WCAU)\*  
 Around the World Cooking School (CBS)  
 Around the World in a Giant Amphibian (KGY)\*  
 Around the World in Fifteen Minutes (WQV)  
 Around the World in New York (WMCA)  
 Around the World in Song (WHN)  
 Around the World with Betty Ross (NBC)  
 Around the World with Boake Carter (WBS)  
 Around the World with Dr. Mecklenberg (WTCN)  
 Around the World with Libby (NBC)  
 Around the World with Numbers (CKWX)  
 Around the World with Santa Claus (WEEL)\*  
 Around the World with Transradio Press (CFCY)  
 Around Town (WQXR)  
 Around Town with Martha (KNOW)  
 Arrow Head Review (WFDF)  
 Art and Music (KGO-KPO)  
 Art Appreciation (NBC)  
 Art Club of the Air, The (WWSW)  
 Art Haines and His Rag-time Rascals (KGFF)  
 Art of Conversation (KNX)  
 Art of Living (WJJD)  
 Art Review (KGO-KPO)  
 Artistry of Homemaking (WTIC)  
 Artists' Bureau Presents, The KONO (KONO)  
 Artists on Parade (WSGN)  
 Artists' Recital (CBO, WQXR)  
 Artists' Recital, The WHEC (WHEC)  
 Artists' Review, The KONO (KONO)  
 Artist's Review, The San Antonio (KONO)  
 Artz Trio (WOAI)  
 Arzen Melody Time (KGO-KPO)  
 As I See It (KLPM, WBLK)  
 As One Man Sees It (WMBH)  
 As Others See You (WESG, KTUL)  
 As the Globe Turns (KWSC)  
 As the Moments Fly (CFRC)  
 As the Nuts Have It (KGVO)  
 As the Psychologist Sees You (WNYC)  
 As Thousands Cheer (CBS)  
 As We Grow (WMC)  
 As We Journey Through Life (KDAL)  
 As Woman to Woman (KGO-KPO)  
 As You Like It (KLO, WCMI, WRGA, WMSD, WSAU)  
 Ashcroft Journal (CFCJ)  
 Asher and Little Jimmy (WHAS)\*  
 Asher Sizemore and Little Jimmy (WCKY)  
 Ask Me Another (WMBD, KFUE, WHO, KDYL, WTMV)  
 Ask Mr. Jones (KYA)  
 Ask the Ladies (KOIL)  
 Assembly Programs (WTNJ)  
 Assembly Sideshow (WRVA)  
 Associated Spotlight Revue (KGO-KPO)  
 Astronomer, The (KMPC)  
 At Close of Day (WGN)  
 At Eight Thirty (WCAE)  
 At End o' Day (WHBQ)  
 At Home and Abroad (WBZ-A)  
 At Home with Carolina Rawls (KARK)  
 At Home with Janet Wilson (WMCA)  
 At Home with Miss Van (WCBS)  
 At Home with Mrs. Chapman (KSL)  
 At Home with the Ladies (WROK)  
 At Home with the Masters (CBS)

PROGRAM TITLES—Continued

- At Home with the Mortons (WBNS)  
 At Home with the Stars (KMPC)  
 At Our Home (WJW)  
 At Our House (WSAY)  
 At the Baldwin (NBC)  
 At the Captain's Table (NBC)  
 At the Console (WBAL, WBTM)  
 At the Crossroads (WSYR)  
 At the End of the Day (KMBC)  
 At the Fair Grounds (WFLA)  
 At the Feet of the Master (KFUO)  
 At the Grands (CJRC)  
 At the Legislative Keyhole (KHJ)  
 At the Opera (KGO-KPO)  
 At the Organ Console (WRR)  
 At the Park (WDZ)  
 At the Piano (KGO-KPO)  
 At the Post (KEHE)  
 At the Theatres (WSGN)  
 At the Twilight Hour (WSPA)  
 At Thirty (WAAT)  
 At 1210 Kilocycles (KVOS)  
 At Your Command (KIDO, KORE)  
 At Your Request (WHLB, WTJS)  
 Athletic League (WBAL)  
 Atlanta Forum of the Air (WSB)  
 Atlantic City Entertains (WPG)  
 Attention, Men (KRGV)  
 Attic Treasures (WMBD)  
 Attorney-at-Law (WLS)\*  
 Au Bal Musette (CHRC)  
 Au Jour Le Jour (CBM)  
 Aubade Ensemble (WAAT)  
 Aubade for Strings (CBS)  
 Auction Block, The (KGGH)  
 Auction Bridge Game (NBC)  
 Auctionair (WBAL)  
 Audience Decides, The (MacG)  
 Aulience Speaks, The (WHK)  
 Audiografs (WWSW)  
 Audition (KDYL, KNX)  
 Audition Hour, The (WDRG)  
 Audition Hour, The (WLBZ)  
 Audition Time (WELI, WQAM)  
 Auditions on the Air (WCOA, WFIL, WLAW, WTMV)  
 Auditor Sings, An (WTMV)  
 Audrey Ann Dancing Class (WHJB)  
 Aunt Claire (CHRC)  
 Aunt Elizabeth, the Story Lady (KWKH)  
 Aunt Harriet's Children's Hour (WEEL)  
 Aunt Harriet's Family (WHBQ)  
 Aunt Jemima on the Air (WMAQ)\*  
 Aunt Jemima Songs (CBS)  
 Aunt Jemima's Cabin at the Crossroads (NBC)  
 Aunt Jenny's Real Life Stories (CBS)  
 Aunt Jerusha (WTHT)  
 Aunt Jimmie and Her Tottenville Tots (CBS)  
 Aunt Kit's Children's Party (WGAL)\*  
 Aunt Kitty Corner Club (CFGO)  
 Aunt Lulu's Adventures (NBC)  
 Aunt Martha and Mary (WELL)
- Aunt Martha's Kiddies (WWRL)  
 Aunt Mary (WGR, WLW)  
 Aunt Peggy (KGAR)  
 Aunt Sally (WOW)  
 Aunt Sally and Betty (WLS)\*  
 Aunt Sammy (KDFN)  
 Aunt Sammy and Her Scrap Book (KOY)  
 Aunt Susan (WKY)  
 Aunt Susan Cooking School of the Air (WKY)  
 Aunt Zelena (CBS)  
 Auntie Bliss Entertains (KCKN)  
 Authors' Round Table (KDB)  
 Auto Auction (KMTR)  
 Auto Previews on the Air (WCKY)  
 Auto Show Gossip (WBBM)  
 Automobile Question Box (KRE)  
 Autumn Serenade (WAVE)  
 Autumn Song (KDYL)  
 Aux Feux de la Rampe (CRCK)  
 Avalon Boys (KGO-KPO)  
 Ave Maria Hour (WMCA)  
 Ave Maria Novena Services (WMCA)  
 Aventures d'Ursine, Les (CBF)  
 Avenue Chosen Singers (KWKH)  
 Average Family (KMTR)\* (WMCA)  
 Aviation Activities—Heroes of Aviation (CBS)  
 Avionettes (WGAL)\*  
 Avondale Mills Bands on Review (WAPI)  
 Awakening, The (WEVD)  
 Away Down South in Old Virginia (WRVA)

**B**

- BBC Varieties (WKBW)  
 BKTA (Be Kind to Animals) Club (KFOX)  
 Babe Ruth's Boys Club (NBC)  
 Babes in Hollywood (NBC)  
 Babies' Club of Mt. Sinai Hospital (WDAS)  
 Babies, Just Babies (WACO)  
 Babs and Betty (KFAB)  
 Baby Broadway (WMBD)  
 Baby Clinic of the Air (KFSD)  
 Baby Grand Opera (WSM)  
 Baby Jane in Fairyland (WSVA)  
 Baby Rose Marie (NBC)  
 Bachelor Poet—Norman Pearce (WMAQ)  
 Bachelor's Children (WGN)  
 Back Fence (CBS)  
 Back Home Hour (WRR, WELL, WOPI, KROC, KRE)  
 Back Home Hour From Buffalo (CBS)  
 Back in the Book Corner (KDB)  
 Back of the News in Washington (NBC)  
 Back of the News of the World (NBC)  
 Back Seat Driver (KGO-KPO, WMBD)  
 Back Stage at a Radio Station (WMCA)

## PROGRAM TITLES—Continued

- Back Stage at Casa Manana (KTAT)  
 Back Stage Chatter (KGO-KPO)  
 Back Stage in Radio (CBS)  
 Back Stage in Welfare (WMCA)  
 Back Stage Interviews (WDOD, FTRD)  
 Back Stage Wife (NBC)  
 Back Stage with Dorothy Knapp (NBC)  
 Back Stage with John Pickard (KGO-KPO)  
 Back to Bible (KFUO)  
 Back to Business (WNEW, FTRD)  
 Back to Calvary (CFCJ)  
 Back to Good Times (KGO-KPO)  
 Back to Life (KWSC)  
 Back Yard Astronomer (CRS)  
 Back Yard Gossip (KSAC)  
 Backbone of the Nation (WBS)  
 Backgammon & Camelot (NBC)  
 Badger Radio Safety Club (WHA)  
 Bag and Baggage (WHY)  
 Bagdad Nights (CKCK)  
 Baker-Boys, The (KHQ)  
 Baker Boys, Freihofers' (WGY)  
 Bakers Broadcast (NBC)  
 Bakers Dozen, The (CFCY)  
 Balboa Hilarities (KFWB)\*  
 Baldwin Book of Musical Notes (KDFN)  
 Balkan Mountain Men (NBC)  
 Ballad Hour (CBS)  
 Ballad Time (KLPM)  
 Balladeers, The (WBNS, WHB)  
 Ballades and Romance (CHRC)  
 Balladettes (KGO-KPO)  
 Balladiers (KFXJ)  
 KMPC, KORE)  
 Ballads by Binder (WKRC)  
 Ballads by Bradley (KLZ)  
 Ballads of the Plains (KWBG)  
 Ballet Music (KGO-KPO)  
 Ballroom, Don Kerr's (WMCA)  
 Ballroom Make Believe (KGVO)  
 Ballroom of Romance (WMC)  
 Ballyhoo Hour (KMTR)\*  
 Baltimore in Review (WFBR)  
 Baltimore Memories (WBAL)\*  
 Banco-Opera (WCCO)  
 Band Box, The (KDYL, WIND)  
 Band Goes to Town (NBC)  
 Band Parade (CJCS)  
 Band Plays On (WOR)\*  
 Band Revue (WRGA)  
 Band Shell, The (WRUF)
- Band Wagon (KGAR, WIP)  
 Band Wagon, The Edgeworth (WRVA)  
 Bandmaster, The (CFRN, WPTF)  
 Bandmaster, The G. E. (KOMA, WBS)  
 Bands Across the Sea (WHB)  
 Bandstand, The (KGB, WQXR)  
 Bandwagon (CFCY, WHA, WBBC, WCAU, WWSW)  
 Bandwagon, The WBBM (WBBM)  
 Bandwagon Bargains (WDZ)  
 Banjo Chix (WCCO)  
 Banjo Jubileers, The (WSPR)  
 Banjokers (WESG)  
 Banjoleers (WGY)  
 Banjolity (CJRM)  
 Bank of a Thousand Melodies (NBC)  
 Bank with the Clock (WDEV)  
 Banner of Adventure (KPDN)  
 Baptist Hour, The (WEBQ)  
 Baptist Steeple Chimes (WQAM)  
 Bar B Q Ranch (WSIX)  
 Bar-N Frolic (WLS)  
 Bar O Ranch (WMCA)  
 Bar V Bev (WMCA)  
 Bar X Cowboys (KTRH)  
 Bar X Days and Nights (JVG)  
 Bar-X Ranch (NBC)  
 Barbara Dale Charm Matinee (KGO-KPO)  
 Barbara Gould (NBC)  
 Barbara King's Kitchen (WREN)  
 Barbara Maro (KFI)\*  
 Barbara Maurel—with New World Symphony (CBS)  
 Barbara Wayne (WIBO)\*  
 Barbary Coast Nights (KGO-KPO)  
 Barber's Interviews (WSAI)  
 Barber's Sports Resume (WSAI)  
 Barbers, The Barbasol (WABC)\*  
 Barbershop Harmony (KGCX)  
 Bard of Erin (CBS)  
 Bard of Paradise Valley, The (KGER)  
 Bard of the Byways (KGO-KPO)  
 Bards of Baltimore (WBAL)  
 Barefoot Trail (WOR)\*  
 Bargain Bob (WXYZ)\*  
 Bargain Counter (WMBD)  
 Bargain Prices (WBBM)  
 Bargain Theatre of the Air (KABC)  
 Bargains of the Day (KFRO)
- Baritone Balladier (KGW-KEX)  
 Baritone Bowen's Ballads (CKSO)  
 Barn Dance (NBC)  
 Barn Dance and Variety Show, The KTHS (KTHS)  
 Barn Dance Frolic, The KSAL (KSAL)  
 Barn Dance Jamboree (KMOX, KWTN)  
 Barn Dance Melodies (WGPC)  
 Barn Dance, The Alka-Seltzer (NBC)  
 Barn Dance, The Hudson Valley (WFAS)  
 Barn Dance, The Renfro Valley (WLW)\*  
 Barn Dance, The WBZ (WBZ-A)  
 Barn Dance, The WDRG (WDRG)  
 Barn Dance, The WHDL (WHDL)  
 Barnacle Bill (WMCA)  
 Barnstormers, The (KMPC, WOR)  
 Barnstormers, The WSPR (WSPR)  
 Barnum Was Right (KGO-KPO)  
 Barnyard Boys, The (KTOK)  
 Barnyard Follies (KMOX, WCCO)  
 Barnyard Frolics (WTMJ, KMOX)  
 Barnyard Jamboree (WLS)  
 Barnyard Serenade (KDAL, WWVA)  
 Barnyard Symphony (WCCO)  
 Baron of the Ivories (WDBO)  
 Baron's Studio Party (WAAT)  
 Barrett Outfit, The (KOA)  
 Bar-rump (KOL)  
 Barter Block, The (CFCO)  
 Barton Rees Pogue's Scrapbook (WLW)  
 Baseball Chatter (WTCN)  
 Baseball Extra (WFDF, WXYZ)  
 Baseball Game Descriptions (WINS)  
 Baseball Hi-Lites (WOAI)  
 Baseball Hot Shots (KRE)  
 Baseball Recreation (KEX)\*  
 Baseball Resumes (NBC)  
 Baseball Roundup (KFRU)  
 Baseball School of the Air (KIRO)  
 Baseball Talks and Predictions by Babe Ruth (CBS)  
 Baseball Thrillers (KIRO)

## PROGRAM TITLES—Continued

- Bases of Piano Literature (CBS)  
 Basin Street Band, The (WWSW)  
 Basketball Highlights (WCBS)  
 Bass Notes (WESG)  
 Bassonology (WIRE)  
 Batchelors, The (WHB)  
 Bateeste Heemself (WBZ-A)  
 Bath Club, The (CBS)  
 Bathmat Revue (KGB)  
 Bathmat Revue (WBBM)\*  
 Bats in the Belfry (KFSO)  
 Battalion Is Formed, The (KOH)  
 Battalion Memories (CJRM)  
 Battalion of Prayer (WBBC)  
 Batter-Up (WXYZ)  
 Battle of Hillbillies, The (WRDW)  
 Battle of Melody, The (CKSO)  
 Battle of the Bands (WDZ)  
 Battle of Wits (WRJN)  
 Battle of Words, The (KWKH)  
 Battling with Bill (WMT)  
 Bavarian Ensemble (WMAQ)\*  
 Baxter and Son (WTIC)  
 Bay City Melodies (KFUO)  
 Bazaar of the Air (KFH)  
 Be a Better Buyer (WCAE)  
 Be Beautiful (WDGY)  
 Be Beautiful at Breakfast (NBC)  
 Be Emily Posted (NBC)  
 Be Happy, Go Lucky (WHBQ)  
 Be of Good Cheer (KFUO)  
 Beach Club (WLBZ)  
 Beachcomber, The (WJR)  
 Beachside Afternoon (WTMV)  
 Beale Jamboree (WNBR)  
 Beale Street Boys (CBS)  
 Beale Street Nights (NBC)  
 Beals at the Baldwin (KVG B)  
 Beatrice Mabie (NBC)  
 Beau Bachelor (CBS)  
 Beau Brummel and the Coquettes (WCCO)  
 Beau Brummel of the Air (CBS)  
 Beau Brummel Recalls (CJCA)  
 Beau Brummels (WAAT)  
 Beau Night (WNEW)\*  
 Beateous Ballads (NBC)  
 Beautiful Thoughts (KVG B)  
 Beautiful Thoughts in Words and Sweet Music (WWL)  
 Beautiful Women of the Ages (KSL)  
 Beauty and Charm (KEHE)  
 Beauty and Health (WBZ-A)
- Beauty and You (WDGY)  
 Beauty as a Profession (WDSW)  
 Beauty Box Theatre, The Palmolive (CBS)  
 Beauty Builders (CBS)  
 Beauty for Sale (WMCA)  
 Beauty Forum (WMCA)\*  
 Beauty Hints from Hollywood Stars (KPO)  
 Beauty in Words and Music (WJSV)  
 Beauty News and Hints (WTIC)  
 Beauty Parades, The Outdoor Girl (WABC)\*  
 Beauty Question Box (KLZ)  
 Beauty Rules the Airwaves (KXBY)  
 Beauty That Endures (WOAI)  
 Beauty Theatre of the Air, The Palmolive (NBC)  
 Beauty's Court (WHN)  
 Beauvais Orchestra (CFCL)  
 Beaux Art Trio (KGO-KPO)  
 Bedside Talks (WDZ)  
 Bedtime Stories (KFUO)  
 Bedtime Stories for the Smaller Children (KHSL)  
 Bee, The (WHBF)  
 Bee Master, The (CKTB)  
 Beech Street Bluebird (KIDW)  
 Beef Hour, The (KGVO)  
 Before Midnight (KGVO)  
 Before the Game (WHBQ)  
 Before the Kickoff (KFAB, WTCN)  
 Beggar's Bowl (WOR)\*  
 Behind Nebraska Headlines (KFAB)  
 Behind Page One (WELI)  
 Behind Prison Bars (NBC)  
 Behind the Cartoons (WINS)\*  
 Behind the Curtain (KFWB)  
 Behind the Dial (WNEW)  
 Behind the "Eight-Ball" (KABR, WDRC)  
 Behind the Footlights (KGO-KPO, WDNC)  
 Behind the Headlines (KCKN, WKY)  
 Behind the Law (KDKA)  
 Behind the Lens (WHN)  
 Behind the Looking Glass (KFSSO)  
 Behind the Microphone (WBS, WRUF, WDNC, CFCY)  
 Behind the Microphone with the Copywriter (KBIX)  
 Behind the Mike (WCAZ, WTMJ)  
 Behind the Mikes (WMC)  
 Behind the News (KMTR)  
 Behind the Scenes (KMTR, WADC, WTIC)  
 Behind the Scenes in Europe (KWSC)
- Behind the Scenes in Hollywood (WTNJ)  
 Behind the Scenes in Radio (KWKH)  
 Behind the Scenes of Radio (WHP)  
 Behind the Title Page (WMBO)  
 Believe It or Not (NBC)  
 Believe You Me (CBS)  
 Bell Boys, The (KTUL, WKY)  
 Bell Ringers Club (KROY)  
 Belle and Martha (RRI)  
 Belle Geste de Musique (WTAM)  
 Belles of the 'Nineties (NBC)  
 Bellmen Choir (WICC)  
 Bellon Ballads (KIDO)  
 Beloved Friend Program (WQXR)  
 Below Freezing Program, The (KGIR)  
 Below the Rio Grande (KMOX)  
 Below-Zero Club (WSYR)  
 Bem's Little Symphony (CRS)  
 Ben and Helen (CBS)  
 Ben Bernie and All the Lads (NBC)  
 Ben Bolt and His Nuts (WLTH)  
 Ben Franklin Says (WAVE)  
 Benay Venuta's Program (WOR)  
 Beneath the Surface (NBC)  
 Benedicts, The (WAAF)\*  
 Bensonairs, the (WBIG)  
 Bensons, The (CKCL)  
 Bermuda Sketches (WABC)\*  
 Bertie Sees the World (NBC)  
 Beside the Bookcase (KYOS)  
 Beside the Shalimar (KGW-KEX)  
 Best Bets (KDYL)  
 Best Sellers (NBC)  
 Best Wishes (WSAU)  
 Bethany Girls (WDRC)  
 Bethel Tabernacle Church (KHSL)  
 Betrie & Betty (WJZ)\*  
 Betsy's Chatter (KRQA)  
 Better Homes (KFVS)  
 Better Homes Program (WMCA)  
 Better Music Hour (KMPC)  
 Better Speech (WHA)  
 Better Speech Program, The YMCA (WDNC)  
 Betty and Ben (WDNC)  
 Betty and Bob (CBS)  
 Betty and Frank (CKY)  
 Betty & Her Neighbor Boys (WBBM)\*  
 Betty Ann Quarter Hour (KMMJ)  
 Betty Baker (KOOS)  
 Betty Boop (NBC)

## PROGRAM TITLES—Continued

- Betty Crocker (WDAF)  
 Betty Gay (KMBC)  
 Betty Gay's Dancing Parties (WHB)  
 Betty Hartley, Your Stylist (WBNS)  
 Betty Lee (WOAI)  
 Betty Lee's Boy Friend (WOAI)  
 Betty Lennox (WGY)  
 Betty Marlow and Her Orchestra (NBC)  
 Betty Moore (NBC)  
 Between Beats (KHUB)  
 Between Editions (WAVE)  
 Between Ourselves (CKY)  
 Between the Bookends (KMBC, WGAR)  
 Between the Deadlines (KMO)  
 Between the Halves (KFAB)  
 Between the Lines (KNOW)  
 Between the Rows (KMA)  
 Between War and Peace (WMCA)  
 Between You and Me (WFAS, KGFF)  
 Beverly Hill Billies (KMPC)  
 Beyond the Traffic Lights (KIRO)  
 Bible Brevities (WDBO)  
 Bible Broadcast, The (WEBQ)  
 Bible Broadcaster (WTMV)  
 Bible Class (KFUO)  
 Bible Class, The Morgan (WNOX)  
 Bible Drama (KGO-KPO, KFUO)  
 Bible Expositor and Bible Student, The (KFUO)  
 Bible House Presents (WQXR)  
 Bible in Song and Story, The (WNEW)  
 Bible Lesson (WDAF)  
 Bible Lyceum (WSGN)  
 Bible Mysteries (WRJN)  
 Bible Pictures (WMCA)  
 Bible Reading (KFUO)  
 Bible Stories (KHSL, KFUO)  
 Bible Stories for Children (WAAF)  
 Bible Story Narrator (KHSL)  
 Biblical Dramas (WGY)  
 Bicycle Party (NBC)  
 Bicycle Traffic Court (WRJN)  
 Bidin' My Time (WHAM)  
 Big Apple-Sauce, The (WHBQ)  
 Big Apple Swing Club (WKBO)  
 Big Broadcast (WCLO)  
 Big Broadcast of 1936 (WPHR)  
 Big Brother Club (KGGM, KMBC)
- Big Brother Jim (KOY)  
 Big Brothers Bible Class (WSFA)  
 Big Brother's Children Hour (KTRH)  
 Big City Broadcast (WOW)\*  
 Big Eight, Baird's (KIDO)  
 Big Five, The (WDNC)  
 Big Four, The (KDYL)  
 Big Freddy Miller (WXYZ)  
 Big Game in North America (NBC)  
 Big Guns (NBC)  
 Big House Reviews, The (WCLS)  
 Big League Special (WFDF)  
 Big Leaguers & Bushers (WGN)\*  
 Big Little Things of Life (KFIO)  
 Big Man From the South, The (CFLC)  
 Big Sandy Folks (WCMI)  
 Big Sandy Music Hall (WHBQ)  
 Big Show, The (KFWB)\*  
 Big Sister (WRJN)  
 Big Six of the Air, The Chevrolet (NBC)  
 Big Store News (WBNS)  
 Big Ten, The (KGO-KPO)  
 Big Ten Hits (NCBS)  
 Big Ten Review (WTCN)  
 Big Time (NBC)  
 Bit Top, The (KOA)  
 Big Top Revue with Dippy Dramas (CFRN)  
 Big Town (CBS)  
 Big Yank (WCAO)\*  
 Big Yank Mavericks (KGO-KPO)  
 Biggest Little Program on the Air (WEAU)  
 Bill & Eileen (WJZ)\*  
 Bill & Ginger (WABC)\*  
 Bill and Helen (KGNF)  
 Bill and Henry (NBC)  
 Bill and Mary (KFEQ)  
 Bill and Phil (WHB)  
 Bill and Ralph (WAPI)  
 Bill Boyd and His Cowboy Ramblers (WRR)  
 Bill Brown, the Movie Man (WMT)  
 Bill, Mac & Jimmy (KNX)\*  
 Bill Perrin (KGFF)  
 Bill Pitts Passes By (WBEN)  
 Bill the Barber (WMAQ)\*  
 Bill the Fisherman (WAAT)\*  
 Bill, the Timekeeper (WIOD)  
 Billboard of the Air (WOWO-WGL)  
 Billy and Betty (NBC)  
 Billy Brown's Brevities (CKWX)  
 Billy Glason's Fun Fest (WMCA)
- Billy Hill's Hillbillies (WKY)  
 Billy Isaac's Commanders (WCAO)  
 Billy Mills and Company (WBEM)  
 Bing Crosby Time (KIEV)  
 Bing Sings (CKCL)  
 Bing Time (WDNC)  
 Biographer of the Air (WBBC)  
 Biographies (KFUO)  
 Bird and Vash (CBS)  
 Bird of Paradise (WEAF)\*  
 Bird Songs at Eventide (KFPY, WHB)  
 Birds of a Feather (RRI)  
 Birth of the News (WLNH)  
 Birthday Bells (KDLR, WDAF, WIL)  
 Birthday Bill (KECA)  
 Birthday Club (WROK, KPDN)  
 Birthday Club, The Banner (KRBC)  
 Birthday Club, The KFOR (KFOR)  
 Birthday Club of the Air (KGFV)  
 Birthday Club with Old Pappy, The KPLT (KPLT)  
 Birthday Greeters, The (WEST)  
 Birthday Greeters, Gene and Bud (WEST)  
 Birthday Man (WHEB)  
 Birthday Parade, The (WNBR)  
 Birthday Parties, The Baker University (WDAF)  
 Birthday Party (WFBM, WDEV, WJZ, KGAR, KMCA, WPG)  
 Birthday Party, The Arco (NBC)  
 Birthday Party, The WLNH (WLNH)  
 Birthday Salute (WHN)  
 Bishop & the Gargoyle, The (NBC)  
 Bit o' Cheer and Sunshine (KFBI)  
 Bit o' Livin', A (WRR)  
 Bit o' Philosophy (WRGA)  
 Bit o' Swing (WFTC)  
 Bit of Blighy, A (CJOC)  
 Bit of This and That, A (WABI)  
 Bits from Hits (CKCL)  
 Bits of Hits (WAAW, WTMV)  
 Bits of Life (RRI)  
 Bits of Melody (KGO-KPO)  
 Bits of Rhythm (WAVE, WMSD)  
 Bits of the Theatre (NBC)  
 Bits of This and That (WADC)  
 Bits of Wit (KABC)  
 Bittersweet Melodies (WBEM, WCFL)

## PROGRAM TITLES—Continued

- Black & Blue, Detekatifs (KHJ)  
 Black and Gold Ensemble (WTMJ)  
 Black and White Keyboard Boys (WBRE)  
 Black & White Rhapsody (WBOW)  
 Black and White Varieties (CBL)  
 Black Cat Mvsteries (WMBC)  
 Black Chamber, The (NBC)  
 Black Chapel (KNX)  
 Black Diamonds (KGO-KPO)  
 Black Feather, The (WDRC)  
 Black Ghost (KGO-KPO, MacG)  
 Black Hills Romance (KSOO)  
 Black Horse Tavern (CKOC)  
 Black Keys and White (CHAB, WSAU)  
 Black Magic (MacG)  
 Black Mask Players (KGNC)  
 Black Moon Mystery (WFBR)\*  
 Black Night (WBAP)  
 Black on White (WCLE)  
 Black Rhapsody (KHJ)\*  
 Blackbirds (KONO)  
 Blackfriar Radio Players (WJRD)  
 Blackstone Plantation (NBC)  
 Blair Cut Ups (WBZ-A)  
 Blaisdell Woodwind Ensemble (NBC)  
 Bleecker Street Jamboree (WIBX)  
 Blended Harmony (WHDL)  
 Blessed Evtener, The (WWSW)  
 Blighty Program, The (CKCK)  
 Blind Ambassador to the Court of Good Cheer, The (WGBI)  
 Blind Artists Bureau (WMCA)  
 Blind Dates (WNEW)  
 Blind Quintette (WCHV)  
 Blind Tenor, Edmund Denny, The (WIBW)  
 Blood and Thunder (WMCA)  
 Blooming Bill (WADC)  
 Blue and Gold Hour (WBZ-A)  
 Blue Belles and Their Beaux (WKY)  
 Blue Bird Melodies (KGO-KPO)  
 Blue Blazers (WAAT)  
 Blue Bonnet Time (KRLD)  
 Blue Book, The (WFBR)  
 Blue Book of the Air (WMFJ)  
 Blue Flames (CBS)  
 Blue Four, The (WNAJ)  
 Blue Hangover (WDNC)  
 Blue Hawaii (KOB)  
 Blue Heaven (KTUL, WMBO)  
 Blue Horizons (KFVD)  
 Blue Hours (KRLD)  
 Blue Jam (WEST)  
 Blue Jays (KGO-KPO)  
 Blue Madonna (KFWB)  
 Blue Monday (WBZ-A)  
 Blue Monday Club (WDBO)  
 Blue Monday Express (WREN)  
 Blue Monday Gloom Chasers (CBS)  
 Blue Monday Jamboree (KHJ, KFRC, KTUL)  
 Blue Monday Melodies (KONO)  
 Blue Moon Kuku's (NBC)  
 Blue Moonlight (KGO-KPO)  
 Blue Plate Special (KHJ)  
 Blue Prelude (WHB, KGO-KPO)  
 Blue Rhythms (KMBC)  
 Blue Ribbon Melodies (WFBM)  
 Blue Ridge Mountain Boys (KYA)  
 Blue Ridge Mountaineers (KIUN)  
 Blue Room, The (KGLD)  
 Blue Room Echoes (WTIC)  
 Blue Shadows (WPAY, KFPY, KYOS)  
 Blue Skies (WINS, WKRC)  
 Blue Star Revue (KGIN)  
 Blue Streaks (WBST-WFAM)  
 Blue Strings (WMAL)  
 Blue Triangle Hour (KSAC)  
 Blue Valley Homestead (NBC)  
 Blue Velvet Orchestra (CBS)  
 Bluebelles and Their Beaux (WKY)  
 Bluebirds (CBS)  
 Bluebonnet Girls, The (WFAA)  
 Blues (CBS)  
 Blues Chasers, The (WMSD, KONO, WJBY, WVVV)  
 Blues Chasers and Sleepy, The (KOOS)  
 Bluettes (KGO-KPO)  
 Blue-Noters, The (WCMI)  
 Bo Jazz (KTUL)  
 Board of the Aldermen Talk (WINS)  
 Boardin' House (WPAY)  
 Boardwalk Interviews (WCAP)  
 Boat of Romance, The (CHRC)  
 Boatmen's Program (WGCM)  
 Bob Albright, the Oklahoma Cowboy (WXYZ)  
 Bob and Betty (KGVO)  
 Bob Becker (NBC)  
 Bob Becker's Fireside Chats about Dogs (NBC)  
 Bob Buck (WBS)  
 Bob Crosby and His Orchestra (NBC)  
 Bob Darling (KFOR)\*  
 Bob Grooters (KOA)  
 Bob Hecker's Outdoor Tales (CBS)  
 Bob Jerry and Company (KMBC)  
 Bob Jones College Prayer Hour (WSFA)  
 Bob Lithchfield at the Organ (WPHR)  
 Bob Neighbor (KIRO)  
 Bob Newhall, Sports (WLW)  
 Bob Nolan San Felicians (NBC)  
 Bob-O-Link Sideshow (WMAQ)\*  
 Bob Pierce and Company (WHAM)  
 Bob White (WTMV)  
 Bobby and Betty (KFOX)  
 Bobby and Betty and Their Magic Boots (KFOX)  
 Bobbv Benson & Polly (WABC)\*  
 Bobby the Bachelor (KCMO)  
 Bobette and Her Curlyques (KTUL)  
 Bob's Tagger Rag Hour (WCAZ)  
 Bohemian Brevities (KTEM)  
 Bohemian Hour, The (WPHR)  
 Bohemian Night Club (KHQ)  
 Bohemian Program (WJAG)  
 Bohemian Varieties (WJAY)  
 Bohemians (KGO-KPO, WBAP, WFBM)  
 Bolek Musicale (WCAO)  
 Bon Bons (CBS)  
 Bon Voyage (KGHL)  
 Bonaventure News-Reel (WHDL)  
 Boners' Court (KLZ)  
 Bonjour, Madame (CKAC)  
 Bonjour Paris, Bonsoir! (CBM, CBF)  
 Bonnie Airs (WCOL)  
 Bono & Co. (WKWB)  
 Booby Hatch, The (KGVO)  
 Book and the Reader, The (WHBQ)  
 Book Bag, The (WFBR)  
 Book Chat (WAAF, KFIZ)  
 Book Club Chatter (WBT)  
 Book Club of the Air (WGY)  
 Book Lore (WMCA)  
 Book of Fantastic Facts (WBTM)

PROGRAM TITLES—Continued

- Book of Life (KHQ, KOIN)  
 Book of Melodies (WMCA)  
 Book of Memories (KHQ)  
 Book of People (WLW)  
 Book of the People (WMCA)  
 Book Parade (KGO-KPO)  
 Book Report, The (NBC)  
 Book Review (KGNC, KIEM, KMTR, KSAL)  
 Book Review—Peter Quince (WRVA)  
 Book Revue, The WPHR (WPHR)  
 Book Shelf, The (KHSL)  
 Book Shop, The (WLS)\*  
 Book Sketches (CKX)  
 Book Theatre, The (WCOP)  
 Book Theatre of the Air (WCOP)  
 Bookcase, Grant Merrill's (KOL)  
 Bookman, The (KHSL, WDEV, WSBT-WFAM)  
 Books & Booklore (CFRN)  
 Books and Music (WBRY)  
 Books and Their Authors (KFUO)  
 Books, Authors and People (WJBK)  
 Books for Children (KGO-KPO)  
 Books in the Limelight (NBC)  
 Books in the News (WQXR)  
 Books in Review (KGEZ)  
 Books People Like (WABI)  
 Books, The Best of the Month (NBC)  
 Books, Today, Yesterday and Tomorrow (WXYZ)  
 Bookshelf (WJAY, KFUO, WCHS)  
 Bookshelf, My (CKY)  
 Bookshelf, The Northwestern University (WBBM)  
 Bookworm, The (WJR, WTHT)  
 Boos and Bouquets (KGVO)  
 Boos and Hisses (WESG)  
 Boost the Blues (KXBY)  
 Booster Club (WTMV)  
 Boos and Bachelors (WKBW)  
 Boos and His Buddies (KONO)  
 Border Buckaroos (KNEL)  
 Border Varieties (CKLW)\*  
 Bordertown Barbecue (WBS)  
 Bosch Symphony Hour (WQXR)  
 Boston Almanac, The (WORL)  
 Boston Entertains (CBS)  
 Boston Hour (WEEI)  
 Boston Petite Symphonies (CBS)  
 Boston Variety Hour (CBS)  
 Bottle Boys (WEAF)\*  
 Boulbee Safety Specialties (CKWX)
- Bouquet for Today, The (KPDN)  
 Bouquet for Today, Burdine's (WQAM)  
 Bouquet of Melodies (KGB, KGO-KPO, WDGY, WATR)  
 Bouquets of Ballads (CFAC, KOIN)  
 Bourdon, Conducting (WFBC)  
 Bow Ballads (WIBX)  
 Bower of Roses (KMPC)  
 Bowery Mission (WHN)\*  
 Bowler's News (WHBF)  
 Bowling Bletherings (KMO)  
 Bowling Briefs (WFBR)  
 Bowling Bystanders (KDYL)  
 Bowling Congress (WINS)  
 Bowmasters, The (KTUL)  
 Boy and a Girl, A (KALE)\*  
 Boy and Dog Club, The (CJRM)  
 Boy Detective (KFOX)  
 Boy from Alabama (WWL)  
 Boy from Songland (WHK)  
 Boy Meets Girl (WHK)  
 Boy of Yesterday, The (WNEW)  
 Boy Reporter—Jerry Nelson (KFOX)  
 Boy Scout Dramas (WSOC)  
 Boy Scout Meeting of the Air (CHNC)  
 Boy Scout Parade (WSYB)  
 Boy Scout Pow-Wow (WBRB)  
 Boy Scout Round Table (WCAP)  
 Boy Scout Troop of the Air, The WBBM (WBBM)  
 Boy Scouts (CRS)  
 Boys and Girls Safety Club (WDBJ)  
 Boys Club of the Air (WIP)\*  
 Boys in Blue (WJR)  
 Boys of the Golden West (KIUL)  
 Boys of the World (NBC)  
 Bradley Kincaid's House Party (WGY)  
 Bradshaw Safety Club of the Air (WJTN)  
 Brain Teasers (KMJ, WMBD, WMBR)  
 Brain Trust, The (KTKC)  
 Brain Twisters (WSBT-WFAM, WHEC)  
 Brains and Bright Hope (KVOO)  
 Brains in the Barnyard (NBC)  
 Brainstormers (WHB)  
 Brass Button Review (NBC)  
 Brass in the Air (KELO)  
 Brave New World (CBS)  
 Bravest of the Brave (NBC)
- Brazilian Nightingale (NBC)  
 Bread and Jelly Time (WFDF)  
 Bread of Life (CJRM)  
 Bread Winners (KFYR)  
 Breadtwisters, The (WSAU)  
 Breadwinner (WHN)  
 Break O'Day (KMPC)  
 Breakfast Ballads (WSAZ)  
 Breakfast Bell (KRQA, WMIN)  
 Breakfast Brevities (KFYO, WHP, WOAL, CJCA)  
 Breakfast Briefies (WHP)  
 Breakfast Brigade (KMOX)  
 Breakfast Business (WHAS)  
 Breakfast Cabaret (KLUF, KWKH)  
 Breakfast Club (CJOC, KFNF, KVGB, WISN, KLO, WJAY, KFBB, WIL)  
 Breakfast Club, The L.A.A.C. (KRKD)  
 Breakfast Club, The WOPI (WOPI)  
 Breakfast Club Express (WIL)  
 Breakfast Club Roundup (KFNF)  
 Breakfast Club with the Musical Chefs (WHIS)  
 Breakfast Concert (KPDN)  
 Breakfast Dance (WAIM)  
 Breakfast Express (WAAF, WAAW, WDAS, WJBK)  
 Breakfast Four (WBZ-A)  
 Breakfast Gossip and Music (WELI)  
 Breakfast Guest (KLZ)  
 Breakfast in Dixie (WDOD)  
 Breakfast Melodies (KRE, WMBD)  
 Breakfast News Edition (WIBA)  
 Breakfast Party (KGO-KPO, KVOO, WCAX)  
 Breakfast Reporter (WAAT)  
 Breakfast Serenade (WRUF, WDBO)  
 Breakfast Special (WCLO)  
 Breakfast Time Table (KLZ)  
 Breakfast Time Tunes (WAAT)  
 Breakfast Time with Plain Jane and Jim (CKWX)  
 Breakfast with Folger (KGO-KPO)  
 Breath of South Africa, The (CFCF)  
 Breath of the Avenue (KSL)  
 Breck's Garden Talk (WEEI)  
 Breen & de Rose (NBC)



## PROGRAM TITLES—Continued

- Breeze, The (KTUL)  
 Breezy Brevities (KXBY)  
 Breviated Oddities (KGDE)  
 Brevities, The WJAR (WJAR)\*  
 Breyer-Leaf Boys (NBC)  
 Briarcliff Reveries (WSB)  
 Briarhopper Boys—Ham and Sam (WBT)  
 Brickbats & Bouquets (KGA)  
 Brickstones, The (WEBC)  
 Bride and Groom Serenade (WDAE)  
 Bride's House, The (WMCA)  
 Bridge Briefs (WBRB)  
 Bridge Builders (KFWB)  
 Bridge Club, The KFI (KFI)  
 Bridge Deck (WINS)  
 Bridge Forum (WDAE)  
 Bridge Quiz (WMCA)  
 Bridge Table, The (WSYR)  
 Bridge to Dreamland (KGO-KPO)  
 Bridget and Pat (CKY)  
 Brief Drama (WMBH)  
 Bright Lights Revue (CBS)  
 Bright Spot, The (WLAW, WSIX)  
 Bright Spot, The Bab-O (WBBM)  
 Bright Spots (KTHS)  
 Brighter Smile Program (KMAC)  
 Brilliantly Beautiful Melodies (KSD)  
 Bring 'Em Back Alive with Lifeguards (KGHL)  
 Bringing Up John and Mary (KGVO)  
 British Empire Program (CKMO)  
 Broadcast Bulletin (CKY)  
 Broadcast Rhymsters (WBBM)  
 Broadcasting and the American Public (CBS)  
 Broadcasting Broadway (NBC)  
 Broadway Bandwagon (KDYL)  
 Broadway Bill (KGB)  
 Broadway Billboard (WBZA)  
 Broadway Bill's Race Reviews (WMCA)  
 Broadway Cinderella (WGN)\*  
 Broadway Echoes (WRUF)  
 Broadway Matinee (KWJJ)  
 Broadway Melodies (WMCA)  
 Broadway Melody Hour (WHN)  
 Broadway Merry Go Round (NBC)  
 Broadway Newsreel (WMCA)  
 Broadway Nights (KOIN)  
 Broadway Opportunity Hour (WNEW)
- Broadway Parade (KFSS)  
 Broadway Portraits (WHN)  
 Broadway Review (WSGN)  
 Broadway Talks (KMO)  
 Broadway to Hollywood (WIP)  
 Broadway Varieties (CBS)  
 Broadwayites (WAAAT)  
 Broadway's Greatest Thrills (CBS)  
 Broer Family at Home (KSLM)  
 Broken Circle X Ranch, The (KFVS)  
 Broken Record, The (KFYO, WLNH)  
 Broncho Busters Barn Dance (CHAB)  
 Bronx Harmonizers (WHN)\*  
 Bronx Marriage Bureau (WOR)\*  
 Brooklyn Foreign Affairs Forum (WLTH)  
 Brooklyn Woman's Court Alliance (WMCA)  
 Brother Ben (WTMV)  
 Brother Bill (WIP)\*  
 Brother, Can You Spare a Job? (KARK)  
 Brother Dave and His Kid-die Club (WTJS)  
 Brothers of the Broom (WMBH)  
 Brown County Revelers (WLW, WSAI)  
 Brown Derby Quiz (WGAL)\*  
 Brown Dynamite of the Ivories (WSPA)  
 Brown-Eyed Blues Girl and Her Blue-Eyed Boy Friends (KGBX)  
 Brown Family (MacG, KFUO)  
 Brown Sisters, The (KHJ)  
 Brownies, The (KDLR)  
 Brownies Request (KDLR)  
 Brownsviller Zeide (WLTH)  
 Browsing Among Books (CBS)  
 Bruin Broadcast (KFVD)  
 Brush Creek Folks (WSPD)  
 Brush Creek Follies (KMBC)  
 Bryn Mortenson (WDGY)  
 Bubble Up Brevities (KCMO)  
 Bubbles (CBS)  
 Buccaneers (CBS)  
 Buccaneers Quartet, The (WTAG)  
 Buck and Jerry (WSOC)  
 Buck and Shot (WRJN)  
 Buck Boys (WBAP)  
 Buck Brand Program (WBAP)  
 Buck Rogers (CHRC)  
 Buck Rogers in the 20th Century (CBS)
- Buckaroos (KGO-KPO)  
 Bucket Syrup Programs (MWR)  
 Buckeye Barnstorming (WOWO-WGL)  
 Buckeye Buckaroos (WAAW)  
 Buckle Busters (WAAW)  
 Bud and the Musical Blossoms (WWVA)  
 Bud Percy (KFIZ)  
 Bud Shaver Sports Talks (WXYZ)  
 Buddy Hyde and His Popular Request Program (KVOD)  
 Buddies (RRI)  
 Buddy and Ginger (MWR)  
 Budget Honeymoon (WOR)\*  
 Bughouse Rhythm (KGO-KPO)  
 Bugle Call, The (WCMI)  
 Bugle Call Revue (WCAU)  
 Build a Home (KOL)  
 Builder of Dreams (KFAC)  
 Builder-Upper, The (KXBY)  
 Builders, The (WGBI, WROK)  
 Builders of America (KVOR, WIND)  
 Builders of Clovis (KICA)  
 Builders of Happiness (WBBM)  
 Building Better Citizens (WLS)  
 Building Industry Forum (NBC)  
 Building Southern California (KHJ)\*  
 Bulletin Board, The (KTUL, WSAU, WDBJ, WCAO, KTAT)  
 Bulletin Board of the Air (WCOA)  
 Bulletin Board of the Air, The Chamber of Commerce (WQAM)  
 Bulletin of the Air (KGB)  
 Bumble Bees, The (WFAA)  
 Bunch of Loons, A (CHRC)  
 Bungalow Ballroom (KEX)\*  
 Bunk House Nights (WHO)  
 Bunkhouse Buddies (KYOS)  
 Burbig's Syncopated History (CBS)  
 Bureau of Beauty, CKBI (CKBI)  
 Bureau of Missing Persons (WWJ)  
 Buried Gold (NBC)  
 Burn Balladier (CFRN)  
 Burning Questions (KFOX)  
 Burns & Allen (NBC)  
 Burton and Dutton, Studio Goldfish (KYW)  
 Bus Broadcaster (WCBS)

**PROGRAM TITLES—Continued**

Bus Smith & His Silver String Band (WCHV)	Business Review (KGO-KPO)	Buyers' Guide (KFVS)
Bush Brevities (CFRN)	Bust o' Dawn (WDOD)	Buyer's Guide Club (WCBS)
Bushwhackers, The (KPDN)	Bust o' Dawn Society (KVOL)	Buyers' Parade (KALE)
Business and Pleasure (KHQ)	Busta Dawn (WRDW)	Buzz Davis Sports (WDAS)
Business Biographies (KGA)	Buster Brown (WWL)	By Candlelight (KEHE, KYW)
Business Builders, The (WRR)	But Women Have Brains (NBC)	By Popular Request (KRE)
Business Forum (WGRC)	Butternut Twins (KDFN)	By Request (KVSO)
Business Men's Bible Class (WRVA)	Button Family, The (KGB)	By the Blue Danube (CJRM)
Business Parade, The (WHBH)	Buy American (WINS)	By the Fireside (CKCL, CKCH, KWSC, WHN)
	Buy in Selma (WHBB)	By the Right, Quick March! (CKCL)
	Buy Locally (KFVS)	
	Buy Olyphant Revue (WGBI)	
	Buyers' Bus (WTMV)	

**C**

CCC Choristers, The (WTJS)	Calendar of Events for the Day (KABR)	Calling All Stars (WBAL)
CCC Review (WFMD)	Calendar of Memories (WGN)*	Calling All Sweethearts (NBC)
CCCs in the News (WHDL)	Calendar of the Week (KSUB)	Calling All Tourist Cars (KVOO)
Caballeros, The (WCAU)	California Concert (KGO-KPO)	Calling Hollywood (WORL)
Cabaret Matinee (CJOC)	California Dons (KGO-KPO)	Calling on the Neighbors (WCAE)
Cabbages and Kings (WMBC, WHN)	California Melodies (KHJ)	Calling Warren (WJTN)
Cabin at the Crossroads (WLS)*	California Trio (KGO-KPO)	Callippe & Miss Kath'rine (NBC)
Cabin in the Cotton (NBC)	Californians on Parade (KGO-KPO)	Calvert Milchcopaters (KVSO)
Cabin in the Hollow (WJW)	California's Hour (KGO-KPO, KHJ)	Cambridge Is Calling (WALR)
Cabinet of Melody (CHNS)	Caliwailians' Music (KRKD)	Cameo Coal Cwiz (WKOK)
Cackle Club, The (KFEQ)	Call Boy, The (KTUL, CFRN)	Cameo of Modern Song, The (KSD)
Cactus Blossoms (KPDN)	Call of the North (WCCO)	Cameo Quiz (WRAK)
Cactus Charlie (WBZ-A)	Call to Church (WCOP)	Cameos (KPG, WBBM)
Cactus Kate (WGN)*	Call to Worship (WAPI, WSB, WOAI)	Camera Catches Rockford High (WROK)
Cadence and Romance (CKCV)	Call to Youth, The (NBC)	Camera Clicks (WCPO)
Cadets, The (CBS)	Callin' on the Neighbors (WCAE)	Camera Club (WBAL)
Cadets, The Pepper (WFAA)	Calling All Cars (CJCA, KHJ)	Camera Club of the Air (KFSS, WHAM)
Cafe Budapest (CBS)	Calling All Citizens to Safety (WBBC)	Camera Man, The (KRSC)
Cafe Continental (KMTR, WHBQ)	Calling All Drivers (WGRC)	Camera, Please (WBAL)*
Cafe Franz Josef (CFAC, CKCK)	Calling All Men (WJNO)	Camera Shots (WGAR)
Cafe Noir (WRUF, WTBO)	Calling All Parties (WHN)	Camp Comments (WGAR)
Cafe of the Red Dagger (WOR)*	Calling All Sportsmen (WKY)	Camp Meetin' (KGO-KPO)
Cahil-Logues (NBC)	Calling All Stamp Collectors (NBC)	Camp Meeting of the Air (WBIG)
Cakes and Coffee (WKY)		Camp Talks (NBC)
Calendar for Men, Hibbs' (KSL)		Campbelleers, The (WHB)
Calendar Man (WCHV)		Campfire (KHSL)
Calendar of Events (KIDO)		Campfire Boys, The (WBZ-A)
		Camp Fire Girls' Pow-wow (KIEM)

PROGRAM TITLES—Continued

- Campfire Melodies (KHSL)  
 Campus, The (NBC)  
 Campus Capers (KYW, KANS, WEW, WRUF)  
 Campus Chatter (WSAI)  
 Campus Coeds (WDAY)  
 Campus Comedians (KGO-KPO)  
 Campus Echoes (WAAW, WTMV)  
 Campus Highlights (WMMN)  
 Campus Hour, The Illinois (WILL)  
 Campus Reporter (KGVO)  
 Campus Review, The (KLZ)  
 Campus Scenes (WIRE)  
 Campus Theatre of the Air (WSM)  
 Camrose Mailman (CFRN)  
 Can It Be Done? (WQXR)  
 Can They Return? (KTBS)  
 Can You Pronounce It? (WBAA)  
 Can You Solve It? (WOAI)  
 Can You Spare a Job? (KYOS)  
 Can You Stump Susie? (WTMV)  
 Can You Take It? (KGFV)  
 Can You Write a Song? (KFWB)\*  
 Canada, 1937 (CFCF)  
 Canada, 1938 (CBM, CFCF)  
 Canadian Capers (WQDM)  
 Canadian Club Reporter (CKLW)  
 Canadian Institute of International Affairs (CJRC)  
 Canadian Mosaic (CBL)  
 Canal Days (WSAI)  
 Canary Amateur Hour (WMCA)  
 Canary Concert (WGES)  
 Candid Camera Chats (WDNC)  
 Candid Camera of Radio (KWK)  
 Candid Microphone, The (WIOD)  
 Candid Mike, The (KYOS)  
 Candid Radio Camera (WOL)  
 Candidly Speaking (WBNX)  
 Candlelight Singers (CBS)  
 Canned Heat (KORE)  
 Cannibal King of the Keyboard (KYOS)  
 Cannin' Time (KGO-KPO)  
 Canning School of the Air (KTUL)  
 Canny Cook (NBC)  
 Cantata Group, The (WPHR)  
 Cantaur-Pages of Romances (NBC)  
 Canzonetta (KGO-KPO)  
 Cap Marble and His BKTA Program (KGO-KPO)  
 Cape Diamond Light (NBC)  
 Capitol Comment (WGN)  
 Capitol Hill (WTHT)  
 Capitol Speaks, The (KSTP)  
 Captain and the Organ, The (KFVS)  
 Captain Argus (KYA)  
 Captain Bill and Lieutenant Hal (KYA)  
 Captain Bill and Little Gertie (WJAY)  
 Capt. Bill's Rod and Gun Club (WINS)\*  
 Capt. Boyle and Sam (WAAT)  
 Capt. Bud's Hobby Club (KCMO)  
 Captain Diamond's Adventures (WJZ)\*  
 Captain Dobbise's Ship of Joy (NBC)  
 Captain Dobbs (KGO-KPO)  
 Captain Dobbs, Retired (KGO-KPO)  
 Capt. Don & Radio Scouts (WIBO)\*  
 Cap'n Hawkins and His Jolly Crew (KMBC)  
 Captain Jack (CBS)  
 Capt. Jack, the Tune Pirate (WHBQ)  
 Capt. Jimmy's Show Boat (CFLC)  
 Captain Jolly and His Crew (WFAA)  
 Captain of the Keyboard (WWVA)  
 Captain Ozie and the Colorado Rangers (KLZ)  
 Captain Salt and Jim (WHA)  
 Captains of Industry (RRI)  
 Captivators (CBS)  
 Car Gazing (KFOX)  
 Cara Lynn (KFJZ)  
 Caravan (WWL)  
 Caravan, The Dromedary (NBC)  
 Caravan of Dreams (WHIS)  
 Caravan of Melody (WKBO)  
 Caravan of Song (WTHT)  
 Caravan of Truth, The (NBC)  
 Carbondale Carnival (WGBI)  
 Cardinal Highlights (KMOX)  
 Care and Feeding of Hobby Horses (CBS)  
 Care and Feeding of Husbands (CBS)  
 Career Girl (WHN)\*  
 Carefree Carnival (KGO-KPO)  
 Carefree Cruisers (NBC)  
 Careless Loves (NBC)  
 Caribbeans, The (CBS)  
 Cariboo Cowboys (CJOR)  
 Carioca Rhythm (WHAS)  
 Carl Fenton's Orchestra (WMCA)  
 Carl Freed & Harmonica Lads (WSAI)  
 Carl Freed's Harmonica Lads (WLW)  
 Carnival (KMBC)  
 Carnival, Cain's Coffee (WKY)  
 Carnival, The Cleo Cola (KCMO)  
 Carnival Hour (KOL)  
 Carnival of Champions (WJZ)\*  
 Carnival of Music (WMCA)  
 Carnival of Nations (NBC)  
 Carol Kennedy's Romance (WABC)\*  
 Carol Ross Varieties (WPHR)  
 Carol Weyman (WENR)  
 Carolina Chats (WPTF)  
 Carolina Hillbillies (WBIG)  
 Carolina Jamboree (WBIG)  
 Carolina Ramblers (WRDW)  
 Carolina Reporter, Lina C. Harrill (WBT)  
 Carolina Serenaders (WMFD)  
 Caroline Cabot's Shopping Service (WEEI)  
 Carolyn Gay (WIS)  
 Carolyn Kern (KERN)  
 Carolyn's Chorus (WHBQ)  
 Carpenter String Ensemble (KFIZ)  
 Carpet Magician, The (WGCP)  
 Carrie and the Boys (WBIG)  
 Carrie Lillie's Goody Goody Club (WMCA)  
 Carrie Lillie's Kiddie Club (WMCA)  
 Carrier Party, The (WGSN)  
 Carrousel de la Gaiete, Le (CKAC)  
 Carson Cocktail (KGO-KPO)  
 Carson Robison's Buckaroos (WGY)\*  
 Carsten's Corners (KOMO)\*  
 Carter's Twilight Memories (KOCA)  
 Carthage Air Theatre (WMBH)  
 Cartoon Class (KGB)  
 Cartoon Club of the Air (WNEW)  
 Cartoonist & Columnists (NBC)  
 Cartwright Family (WTMJ)  
 Cascade Hillbillies (KRKO)  
 Casey at the Mike (KOA)  
 Casey Jones Engineers (KIUN)  
 Casino, The Coolerator (KLUP)  
 Casino de Paris (CRS, KYA)  
 Casino Parisienne (WMAQ)  
 Cassandra (KHJ)  
 Cassidy Singers (WJAY)  
 Cast Off Moorings (WKY)

## PROGRAM TITLES—Continued

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| <p>Castanets and Shawls (KLZ)<br/>         Castilian Cadence (WTMV)<br/>         Castilian Gardens (KOIN)<br/>         Castillions (WFAA, KOIN)<br/>         Castle Club Orchestra (WKY)<br/>         Castles of Romance (NBC)<br/>         Castles in the Air (WBBC)<br/>         Castles of the Wind (WOKO)<br/>         Castles-on-the-Air (WAAT)<br/>         Casual Observer, The (WCBM)*<br/>         Cat and the Fiddle, The (WATL)<br/>         Cat Club, The (WIS)<br/>         Cat's Claw, The (KMPC)<br/>         Catalina Paradise (KERN)<br/>         Catch-As-Catch-Can (KFRU)<br/>         Catch Questions (KFUO)<br/>         Catch the Announcer (KDAL)<br/>         Catechism Plays (KFUO)<br/>         Caterpillar Crew, The (WDAF)<br/>         Cathedral Chimes (KROY, WSPA)<br/>         Cathedral Echoes (WHA, WGY, WSPR)<br/>         Cathedral Hour (CBS)<br/>         Cathedral Melodies (WBZ-A)<br/>         Cathedral Novena (KSO)<br/>         Cathedral of the Ozarks (KUOA)<br/>         Cathedral of the Underworld (WMCA)<br/>         Cathedral Vespers, The (WCBM)<br/>         Catherine the Great (CBS)<br/>         Catholic Hour (NBC)<br/>         Causes of Crime (WWJ)<br/>         Causerie (CKY)<br/>         Cavalcade (KGMB)<br/>         Cavalcade of America (CBS)<br/>         Cavalcade of Builders, Arizona's (KTAR)<br/>         Cavalcade of Covered Wagon Days (KSL)<br/>         Cavalcade of Melody (KDB, KDYL)<br/>         Cavalcade of Music (KLZ)<br/>         Cavalcade of News (WBIG)<br/>         Cavalier Cavalcade (WBNS)<br/>         Cavaliers (CFCF, KGO-KPO, WPHR)<br/>         Cavaliers de la Salle, Les (CBM)<br/>         Cecelians (KGO-KPO)<br/>         Cecil and Sally (MacG, KGO-KPO)<br/>         Cedar Valley Hillbillies (IBS)<br/>         Celebrity Club (WFAS)<br/>         Celebrity Night, Dr. West's (NBC)<br/>         Celebrity Parade (WNEW)<br/>         Celestial Singers (KABR)</p> | <p>Celia Gamba, Violin Stylist (NBC)<br/>         Cello Knights (CBS)<br/>         Cello Quartette (CFCF)<br/>         Celluloid Rhythm (CJIC)<br/>         Central Singers (WTAG)<br/>         Century Blue Jackets (WBBM)*<br/>         Century of Commerce (KGO-KPO)<br/>         Century of Progress in Science (NBC)<br/>         Cesare Sodero Directs (WOR)<br/>         Chained Before Marriage (NBC)<br/>         Chaland qui Passe, Le (CKCV)<br/>         Challenge of Education (NBC)<br/>         Chamber Music (CBM)<br/>         Chamber Music Concerts (NBC)<br/>         Chamber of Commerce's Salutes (WOAI)<br/>         Chamber Vibrations (WATR)<br/>         Champs Corner, The (WBZ-A)<br/>         Chancellor of the Air (WSYR)<br/>         Chandler Chats (WLW)<br/>         Chandler Goldthwaite Ensemble (NBC)<br/>         Chandu the Magician (WBS)<br/>         Chanson Express, La (CKAC)<br/>         Chansonette (CFCF)<br/>         Chansonettes (KGO-KPO)<br/>         Chanticleer Club (WBOW)<br/>         Chantons en Choeur (CKAC)<br/>         Chaparral Club (KECA)<br/>         Chapel Chanson (CJCA)<br/>         Chapel Chimes (CKOC, CFAC, KHQ, KORE)<br/>         Chapel Echoes (KPDN, WICC)<br/>         Chapel Hour, The (KMTR, KPMC, KWTN)<br/>         Chapel of Cheer (KFXM)<br/>         Chapel of the Air (WHDL, KFXJ)<br/>         Chapel Serenade (WALR)<br/>         Chapel Singer, The (WSOC)<br/>         Chapel Singers (CKY)<br/>         Chapel Window (KFUO, WBNX)<br/>         Chapters from History of Music (WCBM)<br/>         Character Building, Forum on (NBC)<br/>         Character Education (CBS)<br/>         Character Sketches (KFUO)<br/>         Characters in the News (CFCF)<br/>         Charioteers (WBS)<br/>         Charis Players with Dorothy Chase (NBC)</p> | <p>Charles Mitchell and His Magic Melodies (KWKH)<br/>         Charley and Marge (KROC)<br/>         Charley Hamp (CRS)<br/>         Charlie and Jane Entertain (WSAI)<br/>         Charlie Craft's Discoveries (KMTR)<br/>         Charlie Hector's Music (WEEI)<br/>         Charlie Kent and His Ad-lerikans (MWR)<br/>         Charlie on the Spot (WMAQ)<br/>         Charm Chats (KGB, WCLO)<br/>         Charm for You (WHEC)<br/>         Charm Hour, The (WJAY)<br/>         Charm in Women (WMCA)<br/>         Charm School (KROY, KSL)<br/>         Charm School, Dr. West's (KCMO)<br/>         Chase Minstrels (WDAF)<br/>         Chasin' the Blues (KGMB)<br/>         Chasing Rackets (WKBW)*<br/>         Chasins Music Series (WMAQ)<br/>         Chat Awhile with Betty (KVOE)<br/>         Chateau Bell Club, Le (WDAY)<br/>         Chats, The Philco (KVI)<br/>         Chats Between the Acts (NBC)<br/>         Chats with Labor (WGRC)<br/>         Chats with Peggy Winthrop (NBC)<br/>         Chats with Your University Faculty (WJBO)<br/>         Chatter Box (KDFN, WTCN)<br/>         Chatter School—Jack Hamilton (WIBX)<br/>         Chatter Time (KASA)<br/>         Chatterbox Hour, The (WRAC)<br/>         Chattering with Ida Bailey Allen (CBS)<br/>         Chatting with Phyllis Foster (WDAS)<br/>         Check and Double Check (WPHR)<br/>         Checkerboard Program (WEEI)<br/>         Cheek to Cheek (WHDL)<br/>         Cheer Club (KHJ)*<br/>         Cheer Program, The (WGBI)<br/>         Cheer-Up Club, The (KOB)<br/>         Cheer-up-o-dist—Christopher Layman (WBRY)<br/>         Cheer Up Program (WIND)<br/>         Cheerful Chore Club (WSBT-WFAM)<br/>         Cheerful Confessions (KFUO)<br/>         Cheerful Givers, The (WRDW, WRDW)<br/>         Cheerful Home Chats (WMBH)</p> |
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## PROGRAM TITLES—Continued

- Cheerie Melodies (WJAS)  
 Cheerio (NBC)  
 Cheerio Club (KHSL)  
 Cheerio Crew (KOL)  
 Cheerio Musical Mosaics (NBC)  
 Cheerio Time (CFAR)  
 Cheerleaders (KGO-KPO)  
 Cheerology (WIOD)  
 Cheery Berry's Almanac (WGH)  
 Cheery Chatter (KQV)  
 Chef, The (KWKH)  
 Chemistry of Today (WAAB)  
 Chester and Millicent (MWR)  
 Chestnut Time (KRE)  
 Chestnuts of Melody (KGVO)  
 Chet & Sleepy (KOOS)  
 Chez Paree (WENR)  
 Chic Hood & His Melodiers (KYA)  
 Chicago Hour, The (WBBM)  
 Chicago Knights (WBBM)  
 Chicago Parade (CBS)  
 Chicago Serenade (NBC)  
 Chicago Varieties (WBBM)  
 Chicagoans, The (WBBM)  
 Chick and His Happy Ramblers (WCAX)  
 Chick Chats (KGNF, WMT)  
 Chick Chick Fun (CBS)  
 Chick Webb Orchestra (WENR)  
 Chickasaw Debating Council (WMC)  
 Chicken Bill (KFBI)  
 Chicken Chat (KMA)  
 Chickie (WBBM)\*  
 Chick's Chatter (CJCS)  
 Chico and His Guitar (WAAT)  
 Chief Gumbo (WLS)  
 Chiffon Jazz (KGO-KPO)  
 Child Grows Up, The (NBC)  
 Child Guidance Clinic (WLTH)  
 Child Study (NBC)  
 Child Study Club (WOI)  
 Childhood in the Making (NBC)  
 Children of Bethlehem (NBC)  
 Children on Parade (WDBJ)  
 Children's Amateurs (WHEC)  
 Children's Birthday Hour (KFQD)  
 Children's Birthday Party (WPTF)  
 Children's Caravan (WLNH)  
 Children's Circle (KFUO)  
 Children's Clinic of the Air (KFSSO)  
 Children's Community Sing (WLBZ)  
 Children's Concerts (WQXR)  
 Children's Corner (KGO-KPO)  
 Children's Hit Parade (KMTR)  
 Children's Hour, The (KLZ, WBAL, KGO-KPO, WFBM, WPHR, WABI, WCAU, KABC, WSYB)  
 Children's Musicomedy (WHEC)  
 Children's Opportunity Program (WMCA)  
 Children's Parade, The (CKMO)  
 Children's Party (KDYL, KMPC)  
 Children's Program, The (WJAR) (WJAR)  
 Children's Programs (WTNJ)  
 Children's Question Box (KFUO)  
 Children's Recess (WHEC)  
 Children's Songfest (WHEC)  
 Children's Story Hour (KABR)  
 Children's Story Party (KGVO)  
 Children's Theatre, The (WFBL) (WFBL)  
 Children's Theatre of the Air (KFVD, WGY, WXYZ, WLTH, KSFO)  
 Children's Variety Hour (KFUO)  
 Child's Melody Meal (WOR)\*  
 Childway's Counselor (KOIN)  
 Chili Beaners (WCCO)  
 Chimes of Sunset (WHK)  
 Chimney Corner, The (WFBR)  
 Chinatown Mission (WMCA)  
 Chinatown Squad (KGO-KPO)  
 Chloe—Ragdoll of the Organ (WAPI)  
 Choir and Strings (WRUF)  
 Choir Invisible (WTAM)  
 Choir Loft (WINS)  
 Choir Loft, The (WAAB)  
 Choir Loft, John Metcalf's (WCAZ)  
 Choix du Connaisseur, Le (CKCV)  
 Choose Your Announcer (KFVS)  
 Choral Contrasts (FTRD)  
 Choral Echoes (WHK, WLW)  
 Choral Orchestra, The Chase & Sanborn (NBC)  
 Choral Program, The Swedish American (WTAG)  
 Choral Reveries (CBS)  
 Chorostra, The KFI-KECA (KFI-KECA)  
 Choristers (KIRO)  
 Chorus Quest (CBS)  
 Christian Business Men's Committee (KIRO)  
 Christian Doctrine (KFUO)  
 Christian Fellowship Hour (KROY)  
 Christian Science Program (WCAO)  
 Christian Science Programme (WORL)  
 Christmas Choral Singers (WTAG)  
 Christmas Club Contest—Melba Ryder Lindgren (WORL)  
 Christmas in Pine Glen (CKLW)  
 Christmas Lady (KVOR)  
 Christmas Shopper, The (WPHR, WSAY)  
 Christmas Shoppers' Guide (WKBO)  
 Christmas Tree Club (KFVS)  
 Christmas Tree Grove (WTAG)  
 Christmas Tree in the Window (WMCA)  
 Christmas Tree Lady (KFVS)  
 Chromos (KGO-KPO)  
 Chronicle Comics (KGO-KPO)  
 Chronicle News Highlites (KTRH)  
 Chronicle of Events (KFYO)  
 Chronicleles of Memphis (WMC)  
 Chronicleles of the Presidents (WMC)  
 Chronique Bibliographique, La (CRCK)  
 Chuck and Mary (KWTO)  
 Chuck Wagon, The (WGST, WFBM)  
 Chuck Wagon Boys (WFBC)  
 Chuck Wagon Gang (WBAP)  
 Chuck Wagon Opera (KLZ, KROY)  
 Chuck Wagon Riders, The (WCAX)  
 Chuckle Clinic (KDKA, WHB)  
 Chuckles and Oddities in the News (WOAI)  
 Chukker, The (KMTR)  
 Church by the Sea (WPG)  
 Church by the Side of the Road (WLW)  
 Church Calendar, The (WCOP, WHBQ)  
 Church Chimes (WOPI, WSAY, KRBC)

PROGRAM TITLES—Continued

- Church Directory (KFUO)  
 Church Editor of the Air (WSAY)  
 Church Forum (WSAI, WLW)  
 Church in the Dale (WREN)  
 Church in the World Today, The (NBC)  
 Church Invisible (WCOP)  
 Church Music Appreciation Hour (WTCN)  
 Church News (KFUO)  
 Church of All Nations, The Morgan Memorial (WORL)  
 Church of the Air (CKNX, WBRB, WCSC)  
 Church of the Wildwood (KVOE)  
 Church on the Hillside (WJJD)  
 Church Reporter, The (KSEI (KSEI))  
 Church Songs of Long Ago (WCAM)  
 Church Vespers (WDAF)  
 Churches, Brief History of (KFUO)  
 Chy and His Hot Shots (KGCX)  
 Cigarette Girl, The (CKCD)  
 Cincinnati Girl (WCKY, WKRC)  
 Cincinnati Sings (WSAI)  
 Cinderella Story, The (KGHL)  
 Cinema Chatter (WHIO)  
 Cinema Comment (WQXR)  
 Cinema Lady, The (WWSW)  
 Cinema Memories (WGH)  
 Cinema Sidelights (WQAM)  
 Cinema Theatre, The NBC (NBC)  
 Cinemania (WAAT)  
 Cinemelodies (WEW)  
 Circle, The (CJRC)  
 Circle of Romance (WJZ)\*  
 Circle X Cowboy's Round-up (WTJS)  
 Circus, The Gilmore (KFI)  
 Circus, The Steffen's Ice Cream (WKY)  
 Circus Adventures of Clyde Beatty (KMBC)  
 Circus Court (KXBY, KGW)  
 Circus Days (NBC)  
 Circus Night in Silvertown (NBC)  
 Circus of Life (WBT)\*  
 Circus of the Air (KMBC)  
 Circus Saints and Sinners (NBC)  
 Circus Side Show of the Air (KIDO)  
 Circus Tommy (KFOX)  
 Citadel Sunshine Hour (WFDF)
- Citizens' Forum (WMCA, WNEW)  
 Citizens Forum—With Baxter Pickering (WNEW)  
 Citizenship Questionnaire (WBNX)  
 City Consumer's Guide (CBS)  
 City Council Sessions (WBT)\*  
 City Desk (NBC)  
 City Editor's Secrets (WFIL)\*  
 City Fellers (KMPC)  
 City Mission (WJAY)  
 City of Tomorrow, The (NBC)  
 City Safety Chats (WDBO)  
 City Salute (KNX)  
 City Speaks, The (WFIL)  
 City Voices (KGO-KPO)  
 City Within Itself (KRBC)  
 City Within Itself Orchestra, A (KRBC)  
 Civic Calendar (WFBR, WOW)  
 Civic Club, The Coca-Cola (WCKY-WBIG)  
 Civic Club, The WBIG (WBIG)  
 Civic Crusader (WHEB)  
 Civic Forum, the (WJSV)  
 Civic Hour (KUOA)  
 Civic News (WJEJ)  
 Civic Salute (WCBM, WINS)  
 Civic Service Period (WIL)  
 Civic Service Period—Mr. Fixit (WIL)  
 Civic Talks (KPMC)  
 Civic Theatre of the Air (KGW-KEX)  
 Civil War in Spain, The (WCAD)  
 Clambake (WAVE)  
 Clara Dawes (KFIZ)  
 Clara, Lu 'n' Em (NBC)  
 Clarence Rice Comments (KCKN)  
 Clark Home Service School of the Air, The (WJTN)  
 Clark Household Counselor, The (WJTN)  
 Class in Agriculture (WOI)  
 Classic Cameos (WRUF)  
 Classic Four (WBZ-A)  
 Classic Hour (KMBC, KECA, KMTR)  
 Classic Interlude (KABC)  
 Classic Matinee (KGCX)  
 Classic Nocturne (KOIN)  
 Classic Strings (WRUF, KOIN, KPDN)  
 Classical Fragments (CFRN)  
 Classical Gems (CKWX)  
 Classical Hour, The Jewish (KFVD)  
 Classical Matinee (KGVO)  
 Classical Moments (WOAI)  
 Classics a la Moderne (CHRC)  
 Classics in Cameo (CTRM)
- Classics in Music (KOB)  
 Classics in Swing (WOMT)  
 Classified Ads of the Air (KUJ)  
 Classified Cal (WSMK)  
 Classified Capers (CFRN)  
 Classified Column of the Air (KRNR, WMBO)  
 Classified Directory (KFXM)  
 Classified Edition of the Air (KMED)  
 Classified Page of the Air (WAAW, WRJN)  
 Classified Section of News (WFIL)  
 Classified Section of the Air (KIDO)  
 Classroom Echoes (KWSC)  
 Classroom Whispers (KCKN)  
 Clate Hazelwood, The Gift Shop (WORL)  
 Claudine MacDonald Says (NBC)  
 Clean-up Program (WCOL)  
 Clearinghouse of the Air, The KCRJ (KCRJ)  
 Clef Dwellers (KGO-KPO)  
 Clem and Hezzy (KGNO)  
 Clem Morgan and Guitar (KIUL)  
 Clem Park and His Cowpunchers (WFDF)  
 Clifford Herzer & Jascha Zayde (WQXR)  
 Clinic of the Air, The (KMA, KOL)  
 Clippings (CKNX, KRLH)  
 Clo & Alberta (WAPI)  
 Cloister Bells, (WMAQ, WENR)  
 Cloister Echoes (KRE)  
 Cloister, In the (CBS)  
 Close-ups (CBS)  
 Closing Market Prices (CBS)  
 Clothes Are Different This Spring (NBC)  
 Clouds of Joy (KYOS)  
 Clover Tossers, The (CJRM)  
 Cloverdale Limelights (NBC)  
 Clown Court (KSTP)\*  
 Clown of the Air (WBOW)  
 Clowns and Frowns (CKLW)  
 Club and Civic Period (WTMV)  
 Club Augila (WOAI)  
 Club Bulletin of the Air (KHQ)  
 Club Cabana (MacG)  
 Club Calendar of the Air (KGVO)  
 Club Car Revue (WMCA)  
 Club Celebrity (WWSW)  
 Club Columbia (CBS)  
 Club Cosmo (WGRC)  
 Club de la Gaité (CKCV)  
 Club de la Mascotte (CKCV)

## PROGRAM TITLES—Continued

- Club Diary (CFAC)  
 Club Matinee (NBC)  
 Club Oldsmobile (KQV)  
 Club Program (KMBC)  
 Club Radio (WBAL)  
 Club Reporter, The (WPHR)  
 Club Rhythm (KFJB)  
 Club Romance (CBS)  
 Club Sandwich (WLBZ)  
 Club 13 (CFAC)  
 Club 1370 (WDAS)  
 Club Valspar (NBC)  
 Clubhouse Party (WJJD)  
 Coast to Coast (MWR)  
 Coast-to-Coast on a Bus (WMAQ, WENR)  
 Coastal Hawaiians (WMFD)  
 Cobbs Creek Cabin Boys (WSAL)  
 Cobwebs and Cadenzas (WTAM)  
 Cobwebs & Nuts (KEX)\*  
 Cocktail Calendar (WESG)  
 Cocktail Capers (KGHI)  
 Cocktail Hour (KGW-KEX, WWSW, KVOR, CFCF)  
 Cocktail Lounge (WHN)  
 Cocktail Party (KFWB)  
 Cocktail Party, The Blue Label (WOR)\*  
 Cocktail Revue (WMCA)  
 Cocktail Time (KMTR)  
 Cocktails for Two (WIP, WOR)  
 Codolban—His Violin and His Music (NBC)  
 Co-ed High (WBAL)  
 Co-Eds, The (CBS)  
 Coffee and Doughnut Party (WBAL)  
 Coffee and Doughnuts (WDNC)  
 Coffee Boys, The (KMMJ)  
 Coffee Carnival (KTUL)  
 Coffee Club (KFNF, KTUL)  
 Coffee Club, Cain's (WKY)  
 Coffee Club Carnival (WLAW)  
 Coffee Club Revue (WAGF)  
 Coffee Cup Capers (KDYL)  
 Coffee Cup News (WIRE)  
 Coffee Cup Review (KMO)  
 Coffee for Two (WEAF)\*  
 Coffee Matinee (KGO-KPO)  
 Coffee Pot, The (CJOC)  
 Coffee Pot Inn (WHO)  
 Coffee Pot Parade (WBTM)  
 Coffee Time (KMBC)  
 Cohen and Clancy (WBZ-A)  
 College, 1938 (WJJD)  
 College Cross Sections (KSAC)  
 College Daze (KGO-KPO)  
 College Duo, The (WBIG)
- College Memories (NBC)  
 College News (KHQ, WCAO)  
 College Nights (WFAA)  
 College of Musical Knowledge, Kayser's (WGN)  
 College of Patterson Presents (WNEW)  
 College of the Air (KSAC)  
 College of the Air, The Wisconsin (WHA)  
 College Prom, The Kellogg (NBC)  
 College Rhythm (WFMB)  
 College Time (WAPI, JVG)  
 College to Community (CJRC)  
 College Views and News (KQV)  
 Collegian Pictorial (KRE)  
 Collegiana (KGU, WRUF)  
 Collegians, The (KMBC, WMAQ, WRUF)  
 Collegians Hour, The (KIUL)  
 Collegiate Carrousel (WRUF)  
 Collegiate Cowboy, The (KHJ)  
 Collegiate Educational Series, The WBAP (WBAP)  
 Collegiate Episodes (WIND)  
 Collegiate Varieties (WRUF, WMCA)  
 Collegiettes, The (WPTF)  
 Collier Brothers (WCHV)  
 Colonel Aloysius Kumquatt (WMFG)  
 Colonel Bill (WFIL, WIP)  
 Col. Brinkley's Breakfast Club (WHDL)  
 Colonel Courtesy (KTUL)  
 Col. Cross' Examinations (WHBQ)  
 Colonel Kennel (WJNO)  
 Colonel Kent and Hezekiah Carter (KFH)  
 Colonel Kent's Dog Album (KFH)  
 Colonel Kingston Stories (WBRC)  
 Col. Louis McHenry Howe (NBC)  
 Colonel Tallstory (WTIC)  
 Colonel Zeke from Goose Creek and His First Timers (WCSC)  
 Colonial Beacon Lights (NBC)  
 Colonial Days (WDAF)  
 Colonial Playhouse (WAAD)  
 Colonial Puzzle Man (KTUL)  
 Colonial Robinhood and His Orchestra (WCMI)  
 Colonial Trio (WTAM)  
 Color Harmonies (KRNT)  
 Color Harmony (KGMB)
- Colorado College Program (KVOR)  
 Colorado Hillbillies (KCRJ)  
 Colour Moods at the Keyboard (CFAR)  
 Colts of Pegasus (KTAT)  
 Columbia Almanac (KNX)  
 Columbia Artists Recital (CBS)  
 Columbia Camp Concerts (CBS)  
 Columbia County Quartet (KWKH)  
 Columbia Dramatic Guild (CBS)  
 Columbia Ensemble (CBS)  
 Columbia Experimental Laboratory (CBS)  
 Columbia Grenadiers Quartet (CBS)  
 Columbia Guest Review (CBS)  
 Columbia Junior Bugle (CBS)  
 Columbia Little Symphony (CBS)  
 Columbia Male Chorus (CBS)  
 Columbia on Wax (KNX)  
 Columbia Players (CBS)  
 Columbia Public Affairs (CBS)  
 Columbia Radio Column (CBS)  
 Columbia Revue (CBS)  
 Columbia Salon Orchestra (CBS)  
 Columbia Santa Claus (NBC)  
 Columbia Siboney Orchestra (WFLA)  
 Columbia Square Parade (WIBX)  
 Columbia String Quartet (CBS)  
 Columbia String Symphony (CBS)  
 Columbia Variety Hour (KYA)  
 Columbian Presents the Play of the Week, The (KGVO)  
 Columbians, The (CBS)  
 Columbia's Commentator—Dr. Charles Fleischer (CBS)  
 Columbus, A Modern (NBC)  
 Columbus Automotive Program (WCOL)  
 Columbus Negro Speaks, The (WCOL)  
 Column of the Air (WDAS)  
 Column of the Air, with Leonard Matt (WDAS)  
 Colvin's Top o' the Mornin' (WCLO)  
 Combing the Spanish Mair (WFLA)

PROGRAM TITLES—Continued

Come and Get 'Em (KONO)	Community of the Air (WGRC)	Concert Orchestra, The NBC (NBC)
Come On, Let's Sing (CBS)	Community Radio Bulletin (WEEL)	Concert Orchestra Programs (WTNJ)
Come Out of the Kitchen (CJCA)	Community Service Period (WQAM)	Concert Party (CJRC)
Come Over to Our House (WCKY)	Community Sing (CBS)	Concert Patterns (WRUF)
Come to the Fair (WCCO)	Community Sing, Nashville's Own (WLAC)	Concert Petite (KGO-KPO)
Comedian Harmonists (NBC)	Community Sing Song (CHNS)	Concert Revue, The (WGN)
Comedy Capers (WHB)	Community Singers (KGAR)	Concert Souvenirs (KGCX)
Comedy Stars of Broadway (WBS)	Community Swing (WBIG)	Concert Strings (KGO-KPO)
Comedy Stars of Hollywood (KGO-KPO)	Community Theatre (WFAA)	Concert Time (KFIO)
Comedy Writers' Forum (WMCA)	Commuters, The (CBS)	Concert Trio, The WSPR (WSPR)
Comet Philosopher, Grady Cole (WBT)	Commuters' Club (WICC)	Concert Vignettes (CBS)
Comic Club (WSGN)	Commuters' Express, The (WCBD)	Concertabend (KALE)
Comic Strip (CKCK, KTRH)	Comp's Capers (KPDN)	Concertairs (WMCA)
Comic Strips (WOV)	Compinsky Trio (CBS)	Concertina (KVOR)
Comics Come to Life (KOIL)	Complaint Department (KNX)*	Concerts of the Los Angeles Philharmonic (KFI)
Coming Events (KMOX)	Complete Story Hour (WJJD)	Concion Mexicanos (KFJZ)
Coming Round the Mountain with Al and His Gang (WTAG)	Composers Forum Laboratory (WQXR)	Conclave of Nations (CBS)
Command Appearance (CBS)	Concert, The Caswell Coffee (KGO-KPO)	Confidence Man, The (NBC)
Command Performance (FTRD, KYA)	Concert Airs (KOV)	Confidentially (WFAS)
Comment Court (WLLH)	Concert Album (KGO-KPO)	Confidentially Speaking (WGAR)
Commentator (KOA)	Concert Association, The (WPHR)	Confidentially Speaking with Helen Webster (KGO-KPO)
Commentator—Marietta Vasconcelles (KOA)	Concert at the Console (CJRC)	Conflict (CBS)
Commentator, The (KGOV)	Concert Caravan (CJCA, CKWX)	Kongratulations (KFJB)
Commercial Comment (CBS)	Concert Color (KYOS)	Congress in World Affairs (WMCA)
Commercial Herald (WDAE)	Concert Cruise (CKBI)	Congress of Rhythm (WWVA)
Commissioner's Daughter (KECA)*	Concert Echoes (WFAM)	Congress Speaks (NBC)
Commonwealth Club (KGO-KPO)	Concert Ensemble, Harry Gilbert (NBC)	Congress Today (WOL)
Community Builders (KSUB, WWRL)	Concert Favorites (KRE)	Congressional Opinion (CBS)
Community Bulletin Board (KCKN)	Concert Gems (KGO-KPO, KCRJ)	Congressman's Office Looks at Washington, A (WTMV)
Community Calendar (WHBQ, KFBB)	Concert Hall (WSAU, KFAC)	Conjure & Caroline (NBC)
Community Chest (KABR, KOA)	Concert Hall of the Air (WKZO)	Connie and the Girls (WAVE)
Community Chest Chats (KABR, KOA)	Concert Hawaiianne (KOY)	Conquerors, The (WJZ)*
Community Chorus, The WPA (WDNC)	Concert Hour (WQXR, WCMB, WLW, MacG, KSOO, WTHT)	Conquerors of the Sky (KHJ)*
Community Christmas Tree, The (WHIS)	Concert Hour, The NBC (NBC)	Conservation and Nature Study (KSAC)
Community Church of the Air (KFRU, WMBH)	Concert Hour, The WGRC (WGRC)	Consolaire, The (WDEL)
Community Dentist (WEEL)	Concert in Brass (WHBQ, KRMC)	Consolaires (WOWO-WGL, KSO)
Community Forum (KGO-KPO, KSD)	Concert in Miniature (WJBO)	Consolations (WNOX)
Community Hall (WMCA)	Concert in Rhythm (KGO-KPO)	Consolations by Milan Lambert (KFAB)
Community Hymn Sing (WKBO)	Concert Master, The (KRSC)	Console (KGW-KEX)
Community News and Views (WFBR)	Concert Matinee (WCAX)	Console and Keyboard (CJCA, WDBO, WOR, CJCA)
	Concert Miniatures (KEHE, KRE, KVOA, WMBO, KGO-KPO, WTAM, KLZ)	Console and Strings (WBLK)
		Console Capers (WRJN, WSAU, CHAB, WFIL)
		Console Capers, Organ Encores (WESG)
		Console Caravan (CKCK, CJCA)
		Console Carnival (CJCA)
		Console Gems (WRUF)
		Console Harmonies (WAPI)
		Console Moods (KFYO, KBIX)



## PROGRAM TITLES—Continued

- Console Souvenirs (KFH)  
 Console Sketches (CKBI)  
 Console to Keyboard (WFIL)  
 Consolettes (KFXJ)  
 Constance Carew (NBC)  
 Construction Hour, The Coleman (WFLA)  
 Constructive Review of Current Events (KFUO)  
 Consulting the Psychologist (WNEW)  
 Consumer Facts (WHA)  
 Consumer News (KAST)  
 Consumers Market Service Guide (NBC)  
 Consumers Search-Light (WHA)  
 Contemporary Chats (WFAS)  
 Contemporary Life and Thought (WILL)  
 Contemporary Theatre (FTRD)  
 Contemporary World Affairs (WHA)  
 Contented Hour, The Carnation (KGO-KPO)  
 Contest Hour, The (KFPW)  
 Contests (KFUO)  
 Continental Cafe (CFRN)  
 Continental Caprice (KFI)  
 Continental Entertainers, The (WHBB)  
 Continental Favorites (WGES)  
 Continental Flavor (WAAT)  
 Continental Revue (CJCA, WOR)  
 Continental Revue, Olga Baclanova's (WOR)  
 Continental Rhythms—Spanish Strings (WORL)  
 Continental Serenade (WOV)  
 Continental String Quartet (CBS)  
 Continental Varieties (CKAC, WBIL, WRUF)  
 Continentale (KGB)  
 Continentals (WMCA, WIP)  
 Contract Bridge (NBC)  
 Contract Bridge with Mrs. Charles Geissler (WORL)  
 Contrasts (KFRC, KTHS)  
 Contrasts in Harmony (WIND)  
 Contrasts in Rhythm (WCFL, KFPY)  
 Contrasts in Tempo (WCAX)  
 Control of Crime (NBC)  
 Control Room (WBAL)  
 Conventionalities (KGO-KPO)  
 Conversation (KRNT, WNOX)  
 Conversations (WHK)
- Cook Minstrel Jubilee (WHB)  
 Cook Painter Boys (WHB, WDAF)  
 Cookie and Kitty (WFIL)  
 Cookie Box, The (KELO)  
 Cookoo Club (KOIN)  
 Cook's Column of the Air (WCLO)  
 Cool Clinic (WMBH)  
 Coolidge String Quartet Concert (WQXR)  
 Co-op Capers (KFVS)  
 Cop on the Street (WHBF)  
 Copeland Service Hour (NBC)  
 Coquettes (KGO-KPO)  
 Coral Islanders, the (KDYL, WRJN, WESG)  
 Coral Strands (KSLM)  
 Corn and Its Uses (NBC)  
 Corn Belt Farm Hour (WHO)  
 Corn Club (WALA, WBRC)  
 Corn Cob Pipe Club (WRVA)  
 Corn Cob Pipe of Virginia (NBC)  
 Corn Crib Hoedown, The (WDZ, WDW)  
 Corn Huskers, The (KONO, KMOX, WIP)  
 Corner Cupboard (KSTP)  
 Corner Drug Store (NBC)  
 Cornfield Follies (KDKA)  
 Cornwalk Twilight Hour, The (CFLC)  
 Coronet on the Air (NBC)  
 Correcting Fire Hazards (WTAG)  
 Corriere D'America (WINS)\*  
 Corse Payton's Stock Co. (WOR)\*  
 Cosmopolitan (KGO-KPO)  
 Cosmopolitan Club, The (WPHR)  
 Cosmopolitan Stories (WOR)\*  
 Cosmopolitan Symphonettes (CRS)  
 Cosmopolitans, The (WCAU, CBL)  
 Cost to Your Pocketbook (CBS)  
 Cottage in the Air (WAPI)  
 Cotter's Saturday Night (CJCB)  
 Cotton Blossom Singers (KVOO, WGY)  
 Cotton Carnival (NBC)  
 Cotton Chopper, The (KFYO)  
 Cotton Town Jubilee (WFAA)  
 Cotton's Local News Reporter (KALB)  
 Cottonwood Corners (KMA)  
 Council of Churches (WTNJ)
- Councilman Lem Turner (WHO)  
 Councilor and His Treasure Chest, The (KTUL)  
 Counsellor to Youth (WCCO)\*  
 Counselor and His Treasure Chest, The (KTUL)  
 Count Basie (WHB)  
 Count Numbers (WBAX)  
 Count of Monte Cristo, The (CBM)  
 Counter Chatter (WOWO)  
 Country Church of Hollywood (CBS)  
 Country Club (IBS)  
 Country Club, The Colgate (KGMB)  
 Country Club Boys (WBZ-A)  
 Country Club of the Air, The Goetz (WBS)  
 Country Doctor, The (NBC)  
 Country Edition (KFRU)  
 Country Editor, The (WAPI, KFRC)  
 Country Frolic (KRMC)  
 Country Home (NBC)  
 Country Lawyer (KMBC, WINS)  
 Country Maid and Her Songs, The (KRBC)  
 Country Parade (KXRO)  
 Country School (CHRC, KMA, KMOX)  
 Country Store (KTHS, KBIX, WSIX, WJEJ, KTAT)  
 Country Sunday (WLW)  
 Country Weekly, Al Waynkoop's (WIRE)  
 Country Woman, The (WDEV)  
 County Courier (WLW)  
 County Fair (KMOX)  
 County Roundup, The (KXRO)  
 Couple Next Door (CBS)  
 Couple of Soldiers (WHB)  
 Couple on the Street (WROK)  
 Court Chatter (WOWO-WGL)  
 Court House (KMBC)  
 Court House Interviews (WSAI)  
 Court House Reporter (WJJD)  
 Court Hussey (IBS)  
 Court of Current Events (WBT)  
 Court of Cars (KVOD)  
 Court of Confessions (WAPI)  
 Court of Good Deeds (WBXN)  
 Court of Harmony (WHN)  
 Court of Honor (NBC)  
 Court of Human Relations (WLW)  
 Court of Literary Justice (WINS)

## PROGRAM TITLES—Continued

- Court of Missing Heirs (WBBM, WBS)  
 Court of Musical Inquiry (CHAB)  
 Court of Musical Relations (WTMV)  
 Court of the Air (WMC)  
 Court of the Unknown (WINS)\*  
 Court Reports (KWTN)  
 Courteous Colonels (KTUL)  
 Courtesy Half Hour (CJIC)  
 Cousin Bill's Kiddie Klub (KDKA)  
 Cousin Charlotte and All Her Little Cousins (WEAN)  
 Cousin Henri (CHNC)  
 Cousin Henry, the Answer Man (CHNS)  
 Cousin Peggy's Sunshine Club (WHBF)  
 Cousin Sally (WORC)  
 Covenant Hour (KSAL)  
 Covered Wagon Adventure Trails (WMT)  
 Covered Wagon Broadcast, The (KGIR)  
 Covered Wagon Days (WFAA, KGW-KEX)  
 Cowbell Club (KFSSO)  
 Cowbells, Whistles, Tunes and Time (KDLR)  
 Cowboy Bill and His Radio Rancho (NBC)  
 Cowboy Carnival (WTMV)  
 Cowboy Cavalcade (KQW)  
 Cowboy Jack (WBRB)  
 Cowboy Jamboree, The (KRBC)  
 Cowboy Phil (WHJB)  
 Cowboy Ramblers, The (WRR)  
 Cowboy Talks, The (KFEQ)  
 Cowboy Tom's Roundup (NBC)  
 Cowboy Wakerupper (KGFV)  
 Cowboys, Jewel (CBS)  
 Cowboys, The Cheyenne County (KIDW)  
 Cowhand Serenade (KGW-KEX)  
 Cozy Corner (KALB, IBS)  
 Cozy Corner Club (CJRM)  
 Crack of Dawn Patrol (KCKN)  
 Cracker Barrel Congress (KTM)\*  
 Crackerland Cavaliers (WSB)  
 Cradle Roll (WJAG)  
 Craftsman's Guild (CBS)  
 Craig Court, The (WHBB)  
 Crane Normal Hour of Music (WCAD)  
 Cranium Crackers (WCAD)  
 Crazy Buckaroos (WABC)\*  
 Crazy Court (WDAY)  
 Crazy Crystal Twins (KMBC)  
 Crazy Crystaleers (WJAX)  
 Crazy House, The (WSPA)  
 Crazy Over Music (WMCA)  
 Crazy People (WOR)\*  
 Crazy Quilt (KFIZ, KVGB, WAAW, WFBC, WHB)  
 Crazy Range Ramblers (WMCA)\*  
 Creations in Ivory (WAVE)  
 Crescent Four Quartet (WHEC)  
 Crescent Hour of Music (WHO)  
 Crime (NBC)  
 Crime at 8 (CFRB)  
 Crime Catchers (WCFL)  
 Crime Clinic, The (WBAL)  
 Crime Clinics (NBC)  
 Crime Club, The (CJCA)  
 Crime Club of the Air (KDAL)  
 Crime Clues, The Eno (NBC)  
 Crime Crusade Program (CBS)  
 Crime Doesn't Pay (KFI)  
 Crime in the Haunted House, The (CHRC)  
 Crime Prevention Hour (NBC)  
 Crime Prevention Program (WIBG)  
 Crimecasts (WSBT-WFAM)  
 Criminal Court (WMCA)  
 Criminals at Bay (WMCA)  
 Crimson Trail, The (KGW-KEX)  
 Crinoline Girl, The (WBNX, WCKY)  
 Cripple Creek Woodchoppers (WPHR)  
 Crisp Cracks and Pungent Paragraphs (KWTO-KGBX)  
 Criss Cross Clues (CKCL)  
 Critic and the Lady (KYW)\*  
 Critics & Criticism (NBC)  
 Croatian Memories (WJAY)  
 Crooners, The (WDRC)  
 Crosscuts from the Log of the Day (KGO-KPO)  
 Cross-Eyed Parrot (WFAA)\*  
 Crossroads Counselor, The (KTAT)  
 Crossroads Follies, The (WSB)  
 Crossroads Hall, The (WRVA)  
 Crossroads of History (KCKN)  
 Crossroads of the Nation (KOIL)  
 Crossroads Party (WCCO)  
 Crossroads Store (WWVA)  
 Crossroads Symphony (WRVA)  
 Crossword Melodies (WGN)\*  
 Crossword Puzzle of the Air (WJIM)  
 Crown Corner Postoffice (WLW)  
 Crown Minstrel (WJBJ)  
 Crown Quarter Hour (WHB)  
 Crow's Nest (WMFJ)  
 Cruise of Memories (WLWL)\*  
 Cruiser Trailer Tips (WFBR)  
 Cruising in Traffic (WAVE)  
 Cruising Safety Patrol (WRJN)  
 Cruising with Michigan State Police (WMBC)  
 Crusade Against Crime (WABC)\*  
 Crush Dry Cronies and Old Topper (NBC)  
 Crutch and Crane (WMBC)  
 Crystal Gazers (KMBC)  
 Crystal Strings (WORL)  
 Cub & Scoop (NBC)  
 Cub Reporters (KYA, KGEZ, MacG)  
 Cub Reporters, Junior High School (KIEM)  
 Cubanola (KABC)  
 Cuckoo Carnival (CJOR)  
 Cuckoo Clock, The (KPDN)  
 Cuckoo Clock Club (WMT)  
 Cuckoo Club, The (KVOL)  
 Cuddles & Monty (NBC)  
 Culbertson on Contract (NBC)  
 Cullum Sisters (WOAI)  
 Cultural Conversation (KGO-KPO)  
 Cultural Garden Hour (WGAR)  
 Cultural Institute (WGAR)  
 Cup of Kindness, The (CFCY)  
 Cupbearer, The (KGRC)  
 Cupid Interviews (WJAS)  
 Cupid's Court (IBS, WAAF)  
 Cupid's Interviews (WHJB, WBRB)  
 Curb Chatter (WATR)  
 Curb Club (WNEW)  
 Curb Exchange, The (KOH, KOIL)  
 Curb Stone Chatter (KVGB)  
 Curbstone Cash (WSAY, WWSW)  
 Curbstone Coaches (WOWO-WGL)  
 Curbstone Convention (WJIM)  
 Curbstone Court (WIP)\*  
 Curbstone Forum (WMT)

PROGRAM TITLES—Continued

- Curbstone Quiz (KGW-KEX, WHAM, WDAE, KRKD)  
 Curbstone Reporter (WEOA, WGRG)  
 Curfew (KGO-KPO)  
 Curiosities (KDKA)  
 Curiosity Court (WIP)  
 Curiosity Killed the Cat (KGO)  
 Curiosity Shop (WJAY, KGEZ)  
 Curious Careers (WINS)  
 Curious Questions (KMOX, WDAF)  
 Curliques in the News (KMBC)  
 Curly Fox and Texas Ruby (WAPI)  
 Current Events (NBC)  
 Current Events Bee (WOR)\*  
 Current Events in Jacksonville (WJAX)  
 Current Events in Washington (NBC)  
 Current Events Quiz (WREN)  
 Current History Exams (WEVD, WHN)  
 Current News Forum (KUOA)  
 Current Questions Before Congress (WJSV)  
 Current Views (WHJB)  
 Currently Speaking (WWSW)  
 Curtain Calls (KFWB, CFRB, WHBQ, KWBG, WAAB)  
 Curtain Echoes (WISN)  
 Curtain, Please (WHK)  
 Curtain Rises, The (KDAL)  
 Curtain Time (WIBW, KQW, WGN)  
 Curtain Times (CKLW)  
 Curtain Times with the WIBW Players (WIBW)  
 Curtain Up (WCCO)  
 Curtis Burnley Railing Song & Story (NBC)  
 Cutting the Ice (KYW)  
 Cy and Freckles (WTAD)  
 Cy Hopkins (WGY)  
 Cycle of Time and Men (WOV)  
 Cycling the Kilocycles (NBC)  
 Cynic, The (WJBK)  
 Czech Revels (KTAT)  
 Czecho-Slovak Melodies (WJAY)

D

- D & H Miners (WKY)  
 D.A.R. Forum (WCAP)  
 DX Club (KMTR, KXBY)  
 DX Reporter (WTAR)  
 Dad Differ (KCMO)  
 Dad Hatch's Boarding House (KMA)  
 Daffodils, The (WLBZ)  
 Dafty Dills (WAAT)  
 Dafty Ditties (KYOS)  
 Daftydills, The (WRVA)  
 Daguerreotypes (CBS)  
 Daily Air-e-torial (WHBF)  
 Daily Almanac (WTHT)  
 Daily Bulletin, The (WLAC)  
 Daily Challenge (KYA)\*  
 Daily Devotions (WDEL)  
 Daily Digest (WGAR)  
 Daily Double, The (KSD)  
 Daily Hints to Motorists (WCOL)  
 Daily Informer, The (WKBZ)  
 Daily Maine Farm News (WLBZ)  
 Daily Messenger, The (KSTP)  
 Daily News Revue (WCAX)  
 Daily Newscaster, The (WGN)  
 Daily Record (KWTO-KGBX)  
 Daily Sparks Reporter (KIDW)  
 Daily Sports Review (WFOY)  
 Daily Thoughts for Daily Thinkers (KFUO)  
 Daily Vacation Bible School (KFUO)  
 Dainty Miss—Doris Ord (CJRC)  
 Dakota Days (KABR)  
 Dakota Luncheon Hour (KGCX)  
 Dale Carnegie (NBC)  
 Dale Morgan with the News (IBS)  
 Dale Wimbrow, Songs (NBC)  
 Dalton Norman and Four Dons (WHO)  
 Dalton Norman, the Boy from Georgia (KFAB)  
 Dan and the Boys (WPTF)  
 Dan Cupid in Person (WNBX)  
 Dan Cupid's Interviews (WFBM)\*  
 Dan Harding's Wife (NBC)  
 Dan, The Traveling Man (KLZ)\*  
 Dan Yuter and His Violin (WCHV)  
 Dance-at-Home (KLUP)  
 Dance at the Hacienda (CJRC)  
 Dance Awhile (WCPO)  
 Dance Bands in Review (WCAX)  
 Dance Before Breakfast (WEST)  
 Dance Cavaliers (WDAF)  
 Dance Fancies (KOL)  
 Dance Favorites (WSUN)  
 Dance from the Classics (CBS)  
 Dance Journal (KGO-KPO)  
 Dance Kings (KTUL)  
 Dance Masters (KTUL)  
 Dance Matinee (WCLO, WHB)  
 Dance Miniature (WTAM)  
 Dance Mood (CBL)  
 Dance Nocturne (KLPM)  
 Dance of the Ice Cubes (WABC)\*  
 Dance-O-Mania (WAAT)  
 Dance Parade (KRLD, CFCY, WFAM, WAPI, WTHT)  
 Dance Parade, The WNEW (WNEW)  
 Dance Program, Pond's (NBC)  
 Dance Promenade (WLAC)  
 Dance Rhythms (CBS)  
 Dance School of the Air (WSGN)  
 Dance Serenade (CBS)  
 Dance Time (KFAC, KTOK, WEBQ)  
 Dance Time in Denver (KLZ)\*  
 Dance Topics (KFXR)  
 Dance Tunes of the Day (CFJC)  
 Dance Whirl, The (WSGN)  
 Dance with Champagne (WCOP, WEEL)

PROGRAM TITLES—Continued

Dance with Countess  
D'Orsay (NBC)

Dance with Gamby (NBC)

Dance with WTJS (WTJS)

Danceland (WELI, KFJR)

Danceland Villa, The  
(WGH)

Dancepators (KMOX)

Dancetime in Swingtime  
(WEBQ)

Dancetime Themes (KGFF)

Dancing About the Town  
(WMBH)

Dancing Across the Country  
(NBC)

Dancing Along the Santa  
Fe Trail (WMBH)

Dancing Around the Pied-  
mont (WSPA)

Dancing at Dusk (CJOC)

Dancing at the Old Barn  
(WCLO)

Dancing by Request  
(WSOC)

Dancing by the Sea (CBS)

Dancings Discs (WDNC,  
WINS)

Dancing Echoes (CBS)

Dancing Feet (WJAY,  
KGO-KPO)

Dancing Housewives  
(WGH, WRTD)

Dancing in Lansing  
(WJIM)

Dancing Ivories (CFRB)

Dancing Master (WAAT)

Dancing Melodies (WBZ-A)

Dancing Moments (WOKO,  
KPDN, WIL)

Dancing Moods (WOR,  
KDLR, WJR)

Dancing Party, The S-B  
(WDAE)

Dancing Party, The WAPI  
(WAPI)

Dancing Party, The WFTC  
(WFTC)

Dancing Round the World  
(CBS)

Dancing Shadows (WSB)

Dancing Strings (CBI,  
CJCA)

Dancing Till Dawn  
(WATL)

Dancing Time (KMOX)

Dancing Troubadours  
(CBS)

Dancing with the Duke  
(CKCL)

Dancing Yesterdays (CBS)

Dandies, The (WNAC)

Dandies of Yesterday  
(NBC)

Danger Fighters (NBC)

Danger Lines of History  
(NBC)

Dangerous Paradise (NBC)

Daniel Lieberfeld's Orches-  
tra (WRVA)

Danny Winn's Ridge Run-  
ners (WCAX)

Dans Ma Tasse de The  
(CBF)

Dansant, The (KDAL)

Dansapation, (WIL)

Dark-K-Knights (WBT)\*

Dark Spots of Misfortune  
(CJIC)

Dark-Town Get-Together  
(WMCA)

Darktown Meetin' Society  
(WSAI)

Darktown Strutters (WHN)

Darling and Dearie  
(WOR)\*

Date Book, The (KGO-  
KPO, KMJ)

Date Book of the Air  
(KGM, KDON)

Daughters of the Pioneers  
(KIUP)

Davey Adams (WBBM)\*

David and Goliath (NBC)

David Harum (NBC)

Davidson College Program  
(WBT)

Dawn Breakers, The  
(WQAM)

Dawn Busters (WKZO,  
WWL)

Dawn, Dale and Diane  
(IBS)

Dawn Dispatch (WAPI)

Dawn Express (KDYL)

Dawn Good Music (KYOS)

Dawn of Tomorrow (KLO)

Dawn Patrol (KOL, WIL,  
KMBC, WKRC, WFDL)

Dawn Revue (CJCA)

Dawn Salute (WBBM)

Day at the Races, A  
(WAAW)

Day Before Yesterday  
(CBS)

Day Breakers (KHQ)

Day by Day (WHN)

Day Dreamer, The (IBS)

Day Dreaming (KXBY)

Day Dreaming at the Piano  
(WHB)

Day Dreams (KLO, WRUF,  
KFRU, KRMC, WAPI,  
WESG, WORL, KPDN,  
KGO-KPO, WSAI)

Day Dreams Trio (WAAT)

Day in Review, The  
(WIBX, WXYZ)

Day in Washington  
(KSAL)

Day Is Done (WBNS)

Day Line Movie Pilot  
(NBC)

Daybreak Serenade (KRE)

Daybreakers, The (KHQ)

Daydreamer, The (WSAL)

Daylight Creepers (KVOL)

Day's End (KWBG)

Days of Old Bohemia  
(WEDC)

Day's Worst Accident, The  
(WSGN)

Daytime Time Signals  
(NBC)

Dayton Philharmonic Or-  
chestra (WHIO)

De Molay Open House  
(WAAW)

Deans Radio Carnival  
(WIS)

Dear Audience (CBS)

Dear Columbia (CBS)

Dear Diary (KWK)

Dear KIRO (KIRO)

Dear KSRO (KSRO)

Dear KTEM (KTEM)

Dear Ladies (WJTN)

Dear Listeners (WDOD)

Dear Suzie (WILL)

Dear Teacher (CBS)

Death at the Wheel!  
(KYOS)

Death Fighters (WWJ)

Death of a Friend  
(WABC)\*

Death Rides Again (WHO)

Death Rides the Road  
(WHKC)

Death Stalks the Highways  
(KGGM, KICA)

Death Takes a Ride (KWK)

Death Valley Days (KGO-  
KPO)

Death Watch (KSL)

Debates (KFUO)

Debator's Forum (WJJD)

Debunking the News  
(WWAE)\*

Decibels, The (CBO)

Dedicated to You (WGTM,  
WMFF)

Dedicatory Ditties (KYOS)

Deed-I-Do Club (WHAS)

Deep Purple (WDNC)

Deep River (WPTF)

Deep River Orchestra  
(CBS)

Deep River-Willard Robi-  
son (CBS)

Deep South (CKCL,  
WMFD, WWL)

Deep Trails (KMBC)

Del Delbridge Dance Band  
(WXYZ)

Del Greco Entertains  
(CBL)

Del Lampe's Eversharp  
Orchestra (NBC)

Delta Symphonette  
(WPHR)

Demi Heure (WFIL)

Demi Heure Musicale  
(WFIL)

Demopolis Variety Show  
(WHBB)

Dentists Says, The (WBAA,  
WMCA)

Denver Post News Flashes  
(KOA)

Derby City Rhythm  
(WHAS)

Derby Week at Churchill  
Downs (CBS)

Derbytown Rhythm  
(WHAS)

Descent Into the Sea  
(NBC)

Desert Guns (WJZ)\*

Desert Kid (NBC)

PROGRAM TITLES—Continued

- Design for Beauty (WJR)\*  
Design for Day Dreams (KNX)  
Design for Melody (WMIN)  
Design in Harmony (CBS)  
Designed for Women (WMBC)  
Designs for Day Dreams (KNX)  
Designs in Harmony (KNX)  
Designs in Song (KYOS)  
Dessert Club with Leona (WORL)  
Detect-a-tives Black and Blue (KYW)\*  
Detective Dalt and Zumba (RRI)  
Detroit News Radio Extra (WWJ)  
Deutsche Liederstunde (WGES)  
Deutsche Lieder (WCPO)  
Deutsche Musik Stunde (WHA)  
Devil Bird (WGN)\*  
Devotional Period (KIEM)  
Devotional Program (KFRQ)  
Devotionals (KRE)  
Devotions from Dusty Plains (CKCK)  
Deze, Dem and Doze (KFYR)  
Dial-A-Smile (WOAI)  
Dial Memories (WCKY)  
Dial News, The (WHA)  
Dialers (WTHT)  
Dialers' Digest (KFPY)  
Dialogs (KFUO)  
Diamond City News (WBS)  
Diamond Dust (KWK, WEMP)  
Diamond Horseshoe (KGO-KPO, KDAL)  
Diamond Hour (WDAE)  
Diamond Revue (WTTC)  
Diane & Her Life Savers (WABC)\*  
Diane Dictates (KFRU)  
Diary (KFUO)  
Diary of a Globe Trotter (KGO-KPO)  
Diary of a Music Lover (KNX)  
Diary of Dreams, Jimmy Decker's (WCAZ)  
Dic-A-Doo Cleansers (NBC)  
Dick and Dot (WGY)  
Dick, the Amateur Gardner (CKOC)  
Dick Darling's Adventures (WENR)\*  
Dick Faulkner Edits the News (WSOC)  
Dick Hartman (WBT)  
Dick Jordan, and the Run-away Planet (KFOX)  
Dick Jordan, Soldier of Fortune (KFOX)  
Dick Leibert's Musical Revue (NBC)  
Dick Moore, the Strolling Troubadour (KSAL)  
Dick Steele, the Boy Reporter (NBC)  
Dick Tella Serenades (IBS)  
Dick Tracy (WBS)  
Dictators (CBS)  
Did You Ever Wonder? (WSOC)  
Did You Know? (WFBR, WSAY, WNEW, WFBR, KSD)  
Did You Know That? (WJW, WHBB)  
Did You Like That? (KGW-KEX)  
Did You See? (KGU)  
Diffenderfer Family (WGAL)\*  
Different People's Different Views (WTMV)  
Digest, The (WILL)  
Digest Diversions (CFRN)  
Digest of News (WKRC)  
Digest of the Day's News (KFUO)  
Dilettante, Le (CKCV)  
Dill Pickle Club (CFLC)  
Diminutive Song-Stylist, The (WSPR)  
Din at Eight (WNEW)  
Dinah and Dora (NBC)  
Dine and Dance (WSAU)  
Dingbats (KMBC)  
Dinglebenders, The (KPO)\*  
Dining with George Rector (CBS)  
Dinner at Nine (NBC)  
Dinner at Six (KYA)  
Dinner Bell (CJOC, WNBR)  
Dinner Bell Hour (WBIG)  
Dinnerbell Time (KFRU, WLS)  
Dinner Club (WCPO, WMCA)  
Dinner Concert (WCFL, KWBG, KGO-KPO)  
Dinner Concert and Farm News (KFNF)  
Dinner Dance (CBS)  
Dinner Dance Hour (WDRG)  
Dinner Dance Music (WOPI)  
Dinner Dance Time (WIL)  
Dinner Date (WCKY)  
Dinner Hour Concert, The (WTMJ)  
Dinner Hour Melodies (KSLM, KALE, KVOE)  
Dinner Hour Parade (KDLR)  
Dinner Music (WLAC, WREN)  
Dinner Musicale (KVOR)  
Dinner Party, The (WFDF)  
Dinner Serenade, The (WLVA)  
Dinner Symphony (CBS)  
Dinner Tales of the Air, The (WBRE)  
Dinner Time News (WIRE)  
Dinner Time Revue (WEEI)  
Dinner Time Varieties (KSAL)  
Diplomats, The (KOMA)  
Dipsy Dew Club (WVO)  
Directory of Instruction (WMBH)  
Discord Harmony (KRBC)  
Discoveries of 1938 (KFWB)  
Discussion Forum (WTMV)  
Dishman's Musical Kitchen (WGH)  
Distinctive Voices (KFJZ)  
Diversified Hour (WFLA)  
Diversity (CKX)  
Divertissement (KOL)  
Divots (WHN)  
Dixie Band (WAPI)  
Dixie Belles, The (WBRC)  
Dixie Circus (NBC)  
Dixie Dandies (WFBC)  
Dixie Doin's (KMBC)  
Dixie Early Birds (WSIX)  
Dixie Echoes (CBS)  
Dixie Harmonies (WOL)  
Dixie Hillbilly Jubilee (WPHR)  
Dixie Hot Shots (WRDW)  
Dixie Jubilee (WRUF)  
Dixie Mamouth Minstrels (WBT)  
Dixie Melodears (KGHI)  
Dixie Melodians, The (WTJS)  
Dixie Memories (KGO-KPO)  
Dixie Minstrels (KTUL)  
Dixie Night Club (WBIG)  
Dixie Plowboys, The (WHAM)  
Dixie Program, The (WFLA)  
Dixie Ramblers (WJEJ)  
Dixie Reelers (WIS)  
Dixie Serenaders (CBS)  
Dixie Spiritual Singers (NBC)  
Dixieland Jamboree (KTUL)  
Dixieland Minstrels (CBL)  
Dixielanders (WFMD)  
Dixie's Lumber Jacks (WHB)  
Dixon McMillan Melody Revue (WCSC)  
Dizzy Fingers (KOV, CHAB, WWVA)  
Do Re Mi (CBS)  
Do-Re-Mi Trio, The (CHRC)  
Do You Believe in Ghosts? (KGO-KPO, MacG)  
Do You Believe in Miracles? (KNX)  
Do You Know? (KRKD, KFUO, WFBC)  
Do You Know It's True? (WHO)

## PROGRAM TITLES—Continued

- Do You Remember?  
(KALE, KRBC, KXBY,  
WTAM, WAAF, WBBM,  
WAAT, KAST, WTMJ)
- Do You Want a Job?  
(KTUL, WCKY, WTAR)
- Do You Want Law En-  
forcement? (WHBF)
- Do You Want to Announce?  
(WAPI)
- Do You Want to Be a Radio  
Star? (KGLO)
- Do You Want to Be an  
Actor? (NBC)
- Do You Want to Be an  
Announcer? (WJNO)
- Do You Want to Write?  
(NBC)
- Doc Query (CHML)
- Doc Schneider and His  
Yodeling Cowboys (NBC)
- Doc Sunshine (CFRN)
- Doc Whipple (WMAQ)
- Doctor Dick (KGO-KPO)
- Doctor Easy (KWK)
- Doctor of Family Finance  
(KDYL)
- Dr. Charles M. Courboin-  
Recital Hall (WOR)
- Dr. Coleman's Travelogue  
(KFVD)
- Dr. Copeland's Health Hour  
(CBS)
- Dr. Dollar (NBC)
- Dr. Doolittle (NBC)
- Dr. Fools (KPMC)
- Dr. George Cohen's Pet  
Club (NBC)
- Doctor H (WMCA)
- Dr. Humpertink's Medicine  
Show (WDWS)
- Dr. Karl Reiland (NBC)
- Dr. Loughran (NBC)
- Dr. Luther Little (WBT)
- Dr. Noseall (WFTC)
- Dr. Pepper Energy Club  
(WLVA)
- Dr. Pratt's Breakfast Club  
(WHB)
- Dr. Query (CKY)
- Dr. Rup and Dr. Mup  
(WHBQ)
- Dr. Ruth Wadsworth—  
Health Talks (NBC)
- Dr. Shirley W. Wynne  
(NBC)
- Dr. Sunshine (WLTH)
- Dr. Sunshine and His Radio  
Sunday School (WORL)
- Dr. Thatcher Clark (CBS)
- Dr. Tinker, the Gadgeteer  
(KFPY)
- Dr. Tinkle (WCCO)\*
- Dr. Wickum's Cuckoo  
Clock (WCAZ)
- Doctors Courageous  
(KFAC)\*
- Doctors, Dollars and Dis-  
ease (CBS)
- Doctrinal Discussions  
(KFUO)
- Dodgers and Plymouth  
Playboys (WGBI)
- Dodo Ratchman's Old Time  
Orchestra (KFIZ)
- Dog Chats (WHBF)
- Dog Days (WCCO)
- Dog Daze (WGAR)
- Dog Heroes (NBC)
- Dog House (KGO-KPO,  
KDKA)
- Dog in Your House, The  
(WLAW)
- Dog of the Week (WMBD)
- Dog Show of the Air  
Dog Tales (WBAL)
- Doggin' the Piano (WCHS)
- Dogholler General Store  
(WAAW)
- Doghhouse Court (WTMJ)
- Dogs and Game (WCKY)
- Dogs in the Home (WINS)
- Dog's Tail, A (WINS,  
KGO-KPO)
- Doin' the Town (WAAW,  
WOMT)
- Doings of the Hunt Family  
(KABR)
- Doings of the Legislature  
(WPTF)
- Doings of the State Legis-  
lature (WIS)
- Dollar a Minute, A  
(KTUL)
- Dollar Daze (WJBC)
- Dollar Talks (WADC)
- Dollars and Sense (WBEN)
- Dollars for Answers  
(WFBC)
- Dollars in the Air (WNBF)
- Dolly Dean (WHAS)
- Dominion Male Quartet  
(CBS)
- Domino Dansante (WRVA)
- Domino Orchestra (NBC)
- Domolco Orchestra  
(CHNS)
- Domville Arena, The  
(CFLC)
- Don Alvarados (WTMJ)
- Don Carney Dog Chats  
(NBC)
- Don Freeland's Hillbillies  
(KFVD)
- Don Isham Presents (KOL)
- Don Juan of Song (CKAC)
- Don Quixote (WJZ)\*
- Don Winslow of the Navy  
(NBC)
- Donald McGibeny  
(WMAQ)
- Donna and Rita (KFH)
- Donnie and His Uke  
(KVGB)
- Don't Be Swindled  
(KMOX)
- Don't Let Your Accident  
Happen (WIBX)
- Don't Look Now (WCLE)
- Don't Miss It (KVI)
- Doodlebug, The (KXRO)
- Doodle-Bugs, The (CHAB)
- Door to the Moon (KOIN)
- Door with 88 Keys, The  
(WGBI)
- Doorways to Yesterday  
(KGO-KPO)
- Dootlesockers, The (WJZ)\*
- Dope from the Dugout  
(KMOX, WSAI)
- Doric Quartette (KGO-  
KPO)
- Doring Sisters (WENR)
- Doris Hare, The Piccadilly  
Hill Billy (NBC)
- Dorothy and Don (KTSA)\*
- Dorothy Dix Dramas  
(WHAT)\*
- Dorothy Godwin Reviews  
Books (KMOX)
- Dorothy Melton (WJEJ)
- Dorothy Melvine's Charm  
Mirror (WAAB)
- Dorothy Tells All (WMBR)
- Dot and Dan (KDFN)
- Dot and Dash Club  
(KXBY)
- Dot and Four Dashes  
(KOIN)
- Dot & Jerry (WCAE)\*
- Dot and Pat (KDKA)
- Dot & Will (NBC)
- Dot Hedge's Talks on  
Beauty (WPHR)
- Dot Leach at the Orgatron  
(WFLA)
- Dot's Dashes (KRKD)
- Dot's Musical Dashes  
(WOPI)
- Dottie and Bill, the Married  
Melodists (WGY)
- Doty Didoes (WMIN)
- Double-Barrelled Dinner  
Dance (WIBU)
- Double Everything (CBS)
- Double in Stars (WCFL)
- Double 13 Night Club  
(WBNS)
- Double Trouble (KROY,  
WSBT-WFAM)
- Doubt If You Must (CKBI)
- Doughboys (WBAP)
- Doughnut Danny (WSBT-  
WFAM)
- Douglass Players, The  
(WLTH)
- Down a Country Road  
(WTMJ)
- Down at Grandpa's (WLS)
- Down at Pappy's (KFPY)
- Down at the Ritz (KSFO)
- Down by Emil's (WDWS)
- Down by Hermans (WISN)
- Down Cahokia Trail  
(WTMV)
- Down Happiness Lane  
(KDYL)
- Down Homers (WHB)
- Down in Front (WFBM)
- Down in Possum Hollow  
(KGNO)
- Down Melody Lane  
(KWOS, WSUN, WHAM,  
WGY, WAAW)
- Down Memory Lane  
(WEED, WHJB, WBS,  
WBZ-A)
- Down Old Melody Lane  
(WWL)

PROGRAM TITLES—Continued

- Down on the Farm (WCCO, WFAA, WSAZ, WBZ-A)  
 Down Sisters, The (CFZY)  
 Down South (WRUF)  
 Down Story-Book Lane (WJJD)  
 Down the Bay (WNEW)  
 Down the Fair-way (WOW)  
 Down the Field (WOWO, WGL)  
 Down the Gypsy Trail (WGY)  
 Down the Midway (WSB)  
 Down the Mississippi (KLZ)  
 Down the Trail to Albuquerque (KOB)  
 Down Through the Ages (KXL)\*  
 Downtown Quarterback (KTUL)  
 Doyle Newspaper of the Air (WHAM)  
 Doyle Police Stories (WHAM)  
 Drama Behind the Headlines (KRKD)  
 Drama Group, The Southwestern (KNOW)  
 Drama Guild, The (KDFN)  
 Drama Hour (KGO-KPO)  
 Drama in Rhythm (KFBS)  
 Drama in the News (WTMJ)  
 Drama of Electricity (WSAY)  
 Drama of Life, The (WTOC)  
 Drama of the Highways (WAZL)\*  
 Drama of the Skies (CBS)  
 Drama Thru the Ages—WPA Radio Theatre (WQXR)  
 Dramalogue, The (NBC)  
 Dramas in Ink (WAAT)  
 Dramas of Destiny (WOKO)  
 Dramas of Life (KGEZ, MacG)  
 Dramas of Science (WCAU)  
 Dramatic Club, The (WSVA)  
 Dramatic Episodes (WRUF)  
 Dramatic Fantasies (WHK)  
 Dramatic Guild, The (WGRC)  
 Dramatic Guild, The (WOPI)  
 Dramatic Interlude (KWK)  
 Dramatic League of Radio, The (WBRC)  
 Dramatic Medley (CKWX)  
 Dramatic Moments (WOKO, WWJ, WNYC)  
 Dramatic Moments in History (WHA)  
 Dramatic Secrets (KSO)  
 Dramatic Snapshots (WHN)  
 Dramatization of the States (WGN)\*  
 Dramatized Court Cases (WDAS)  
 Dramelodies (KFRC)  
 Dream Avenue (KMOX)  
 Dream Awhile (WTJS)  
 Dream Awhile with Dorothy and Glenn (KGNF)  
 Dream Boat (CKCK, WHBB, KMBC)  
 Dream Caravan, The (KTFI)  
 Dream Dramas, The Big Ben (NBC)  
 Dream Fantasies (KOL)  
 Dream Girl, The (KOY)  
 Dream House (KOY, WAPI)  
 Dream House, The Hayes-Lucas (KROC)  
 Dream Idylls (WCOL)  
 Dream Journeys (KVOR)  
 Dream Melodies (CHRC)  
 Dream of Love (WSGN)  
 Dream Peddler (WBRB)  
 Dream Pictures (NBC)  
 Dream River (WCLO)  
 Dream Road, The (KFYR)  
 Dream Serenade, The (WHAS, WOMT)  
 Dream Ship (KDKA, WGN, KSTP, KSLM)  
 Dream Singer of the Air (WSAL)  
 Dream Singer with Al and Lee Reiser, The (NBC)  
 Dream Songs (WMBH, WMT)  
 Dream Time (KEHE, KGLO, WTJS)  
 Dream Vendor (KMO, WNLC)  
 Dream Weaver, The (KLZ, KMPC, KWTO)  
 Dream Weaver and His Romantic Violin, The (WBTM)  
 Dreamer, The (CKWX, WCPO, WMCA, KMPC)  
 Dreamer of the Keys (WCOP)  
 Dreamer's Haven (WGBI)  
 Dreamers of Dreams (WWSW)  
 Dreamers' Rendezvous (WBTM)  
 Dreamer's Serenade (WTJS)  
 Dreamin' Time (WGY)  
 Dreaming and Wishing (KPDN)  
 Dreamland (CJAT)  
 Dreamland Adventures (WDBO)  
 Dreammaker's Studio (CBS)  
 Dreams (WCOA, WKY)  
 Dreams Come True (NBC)  
 Dreams for Sale (WWVA)  
 Dreams of Hawaii (WEST)  
 Dreams of Long Ago (NBC)  
 Dreamship, The (WGN)  
 Dress Circle (KGO-KPO)  
 Dress Rehearsal (WJZ)\*  
 Dressing Up the News (WMBD)  
 Drifters, The (KBST, WNEW)  
 Drifting and Dreaming (WVFW)  
 Drifting Pioneers (WLW)  
 Drugstore Cowboys (WBZ-A)  
 Drum Major, The (KIDO)  
 Drum Major Parade (CJRM)  
 Drum Major Presents, The (CKBI)  
 Drums (MWR, KHJ)  
 Drums of Africa (KNX)\*  
 Drums on the Congo (KXBY)  
 Duane and Sally (KOIL)  
 Duane Osborn at the Piano (KVOR)  
 Dude Ranch (KGVO, KNX, WSAI, KTSA)  
 Dude Ranch Jamboree (KQV)  
 Dude Ranch Nights (WHLB)  
 Dude Rancher (KFBI)  
 Dudes of the West (KORE)  
 Dudley Radio Carollers (WAAB)  
 Dugan and Daley (KFWB)  
 Dugout Doings (WISN)  
 Dugout Dope (KROY, WBBM)  
 Dugout Interviews (WTCN)  
 Dugout of the Air (WQAM)  
 Duguet's Orchestra (CFLC)  
 Dukes of the Yukes (WINS)  
 Dunkers' Club, The (WHIO, WJIM, WRDW)  
 Dunker's Delight (WPAY)  
 Dunking Debate (NBC)  
 Dunstedter's Swing Session (KMOX)  
 Durnil's Lady in Blue (KBLX)  
 Dusk in Dixie (WBZ-A)  
 Dustin' the Fiddle (KMA)  
 Dusty Pages (CBS)  
 Dutch Masters (WDAF)  
 Dutch Treat, A (WIBO)\*  
 Dwarfies Jamboree (KMBC)  
 Dwellers in the Desert (KTSM)  
 Dynamic Detroit (WJR)  
 Dynamic Twins (WKY)

PROGRAM TITLES—Continued

# E

- Ear by Ear (WDZ)  
 Ear Tests (MWR)  
 Earaches of 1937 (CBS)  
 Earful of Music (KSOO)  
 Earl and Ray (KVGB)  
 Earl Kahn's Syncopators (WCAO)  
 Early Bird (KFXD, WHN, CKCL)  
 Early Bird Club (KFXM)  
 Early Bird Melodies (KOL, WAAT)  
 Early Bird Musical Clock (WGY)  
 Early Bird Program (WCOL, KFXD)  
 Early Birds (WPAY, KSLM, WFAA, KIDW, WFLA, WSGN, KGQ, KUJ, KONO, KWK, WOAI, KGB, CFCY, KHQ)  
 Early Birds, The KAST (KAST)  
 Early Birds of 1938, The (KFXM)  
 Early Bookworm (CBS)  
 Early Christmas Mailing (WTAG)  
 Early Christmas Program (KFUO)  
 Early Edition (KLZ, KMOX, WTHT)  
 Early Express (WSAI)  
 Early Morning Auctioneer, The (WEBQ)  
 Early Morning Dancing Party (WELI)  
 Early Morning Frolic (CKLW)  
 Early Morning Jamboree (WHAS)  
 Early Morning Time Clock (KDLR)  
 Early Morning Varieties (KIDO)  
 Early Rise, The (WRAK)  
 Early Riser (KRKD, WPTF)  
 Early Risers (WTNJ, WJAX, WJAS, WISN)  
 Early Riser's Breakfast Club (KMA)  
 Early Risers Club (WKY, KFEQ, KLZ, WSBT, WFAM, WEBC, WMCA, WEED, WGTM, WSOC, KLZ)  
 Early Riser's Program (WOPI)  
 Earnest Hauser and His Orchestra (WOAI)  
 Earth Incorporated (NBC)  
 East of Cairo (NBC)
- East Side Entertains (WLTH)  
 Easter Parade (WMCA, WRDW)  
 Easter Sunrise (KFUO)  
 Easter Varieties (KAST)  
 Easy Aces (KMBC)  
 Easy Chair Boys (WESG)  
 Easy Chair Melodies (KBTM)  
 Easy Chair Review (WHB)  
 Easy Home Decoration (KHJ)  
 Easy Hour (WALA, WBRC, WGPC)  
 Easy Melody (KGO-KPO, KDYL)  
 Easy on the Ears (WHBQ)  
 Easy Problem Made Hard (WAAW)  
 Easy Songfest (WDAF)  
 Easy to Remember (KFYR, WDNC)  
 Eat Out Month (KMAC)  
 Eb and Zeb (MacG)  
 Ebenezer Whippletree (CJRC)  
 Ebony and Ivory (WHIO)  
 Ebony and Ivory Studies (KSD)  
 Ebony and White (CKX)  
 Ebony Review (KGVO)  
 Ebony Twins (CBS)  
 Echoes (KTAR)  
 Echoes and Recollections (WFAA)  
 Echoes at Eventide (WOAI)  
 Echoes from Erin (KGVO)  
 Echoes from Foreign Lands (WKOK)  
 Echoes from Hawaii (WCHV)  
 Echoes from Overseas (CFRN)  
 Echoes from Paris (CHRC)  
 Echoes from Sweden (CJOR)  
 Echoes from the Bandstand (WGH)  
 Echoes from the Lorelei (WEBR)  
 Echoes from the Music Room (WBZ-A)  
 Echoes from the Orchestra Pit (KGO-KPO)  
 Echoes from the Pacific (WPHR)  
 Echoes from the Theatre (WBZ-A)  
 Echoes of Erin (WJAY)  
 Echoes of Harlem (WBNX)  
 Echoes of Italy (WJAS)  
 Echoes of Light Opera (KWBG)
- Echoes of New York Town (NBC)  
 Echoes of Poland (WAAT)  
 Echoes of Portugal (WORL)  
 Echoes of the Argentine (WBZ-A)  
 Echoes of the Classics (WIND)  
 Echoes of the Evening (KSD)  
 Echoes of the Gav Nineties (WGH)  
 Echoes of the Islands (KFXX, WFAM)  
 Echoes of the Masters (CBL)  
 Echoes of the Opera (NBC)  
 Echoes of the Organ (KRE)  
 Echoes of the Orient (NBC)  
 Echoes of the Palisades (NBC)  
 Echoes of the Past (KVEC, WCSC, WPG)  
 Echoes of the Screen (KFRO)  
 Echoes of the Stage (KOL, WSB)  
 Echoes of the Twenties (WIP)  
 Echoes of the Valley (KTKC)  
 Echoes of the West (KANS)  
 Echoes on the Trail (WNBF)  
 Eclectic Half Hour (WNEW)  
 Eco de Mexico, El (KFVD)  
 Economic History of the U. S. (WILL)  
 Economy Kitchen (WKRC)  
 Economy Notes (WWVA)  
 Ecstasy (WOR)\*  
 Ed Mason's Office (KFRU)  
 Eddie and Fannie's Grab Bag (WBBM)\*  
 Eddie McKee at the Keys (KTOK)  
 Eddie Younger and His Mountaineers (NBC)  
 Edgar Guest (NBC)  
 Edison Friendly Kitchen (WEEI)  
 Edison Pioneers (NBC)  
 Edith Cooke's Women's Exchange (WMCA)  
 Edith Littlejohn and Her Taps (WSOC)  
 Edition of the News, The (KLO (KLO))  
 Editor of the Air (KFVD, KMTR)  
 Editor Says, The (WHP)



PROGRAM TITLES—Continued

- Editor Speaks, The (WSPD, WMCA, WHP, WPAY)  
 Editorial Comment on the News (WTMV)  
 Editorial Hour (WSB)  
 Editorial Readings (KFUO)  
 Editorially Speaking (WBIL, WOV)  
 Editorials from Illinois Newspapers (WILL)  
 Editorials of the Air (MWR)  
 Editor's Spotlight (WTCN)  
 Edna Hollers Stopper (WHBQ)  
 Edna Wallace Hopper (NBC)  
 Edna's Pin Money Club (KGGC)  
 Education at the Crossroads (KGO-KPO)  
 Education in the News (WFAS)  
 Education Today (KGO-KPO)  
 Educational Forum (WOI)  
 Educational Objectives and Aims (WRVA)  
 Edward Ramblers, The (NBC)  
 Edward Werner's Variety Parade (WXYZ)  
 Edward's Juvenile Hour (WSYR)  
 Edwin C. Hill as the Spectator, Realsilk Program with (NBC)  
 Eight Bells and All's Well (WIP)  
 Eight Men, The (WFAA)  
 Eight o'Clock Revue (WJZ)\*  
 Eight Sons of Eli (CBS)  
 Eight Thirty Revue (WTMV)  
 Eighteenth Street (WAPI)  
 88 Notes in Rhythm (KYW)  
 800 (WAIM)  
 880 Alarm (WGBI)  
 880 Varieties (WGBI)  
 Eileen & Bill (NBC)  
 Eileen Bird and Her Woodchucks (WWL)  
 El Pasco Presents, The (KDB)  
 El Toro Week-End Review (NBC)  
 Elaine Taylor's Organ Melodies (KGVO)  
 Elder Henry and His Congregation (WCHV)  
 Elder Michaux and His Church of God (WJSV)  
 Electric Hour, The (KGMB)  
 Electric Kitchen of the Air (WOW)  
 Electric Organ Moods (KFRO)  
 Electric Organ Specialties (KFRO)  
 Electric Show of the Air (WPHR)  
 Electric Swing (KABC)  
 Elementary School of the Air (WBNX)  
 Elevated Rhythm (CJIC)  
 Eleven O'Clock Players (KMPC)  
 Eleven Years of Progress (WBRC)  
 Eleventh Hour, The (WCSH)  
 Elinor Harbrik (KFIZ)  
 Elizabeth Carrington (WCAO)  
 Elk Stocking Fillers (KVI)  
 Ellinwood Enterprises (KVGB)  
 Elmer Goes Hollywood (KNX)\*  
 Elmira Coal Program (MWR)  
 Elois and Swing Four (KVOO)  
 Em and Clem (KGER)  
 Embarrassing Moments (WNEW)  
 Embassy Club (WHB)  
 Embassy Five Orchestra (WSUN)  
 Embers (WJR)  
 Embers of Friendship (WDAF)  
 Emerald Rhythm Revue (KORE)  
 Emilie Goes to Market (KRE)  
 Emmy and Ezra (WGAL)\*  
 Emory and Hiram (WAPI)  
 Emory Men Who Made History (WSB)  
 Empire Builders (WGAR)  
 Empire Varieties (CJRC)  
 Employment Forum of the Air, The (KRE)  
 En Roulano Ma Boule (CBF, CBM)  
 Enchanted Cottage (WBNX)  
 Enchanted Hour (KCKN)  
 Enchanted Isle (KONO, WEMP)  
 Enchanted Organ, The (CHRC)  
 Enchanted Strings (CKCL)  
 Enchanting Hour, The (WORC)  
 Enchantment (WTAG)  
 Encore of Yesterday (WCAU)  
 Encores (WTIC)  
 Encores and Epitaphs (WNEW)  
 Encores in Poetry (WAAT)  
 Encores of Yesterday (CBS)  
 Endires Hawaiian Music (KFIZ)  
 Engagement Book, The (WELL)  
 English As She Is Spoke (KGO-KPO)  
 English Coronets (KFWB)  
 English Music Hall Revue (CHAB)  
 English Themes (WOI)  
 Englishman Tours America, An (NBC)  
 Enid to the Front (KCRC)  
 Enigmas Policieres (CHCV)  
 Enjoying Your Leisure (WHA)  
 Ensemble, The (CFCF)  
 Ensemble Moods (WESG)  
 Ensemble Symphonique (NBC)  
 Entertainers (KGO-KPO)  
 Entertainers, The R & R (NBC)  
 Entertainment Guide (CFCO)  
 Entre Nous (CBS)  
 Envoys of Melody (WJR)  
 Epic of America, The (WOR)  
 Epicureans (WAAT)  
 Epilogue, The (WBAX)  
 Erev Shabbos (KYA)  
 Erlu Neese, Songs (WBIG)  
 Ernest Kehr (WINS)  
 Ernie Anderson and His Orchestra (KIUP)  
 Ernie Smith's Sportlite (KYA)  
 Eskimo Club (WCAD)  
 Eskimos, The Cliequot Club (NBC)  
 Esmeralda's Home Frolic (WMC)  
 Esmereldy's Party (WMC)  
 Espanol (KYA)  
 Essays from Real Life (WHEB)  
 Essays in Music (CBS)  
 Eta Alpha Programma (WDRG)  
 Etchings (WFAA)  
 Etchings in Black and White (WJJD)  
 Etchings in Ivory (WMT)  
 Eternal Question, The (NBC)  
 Ethel and Ben (WGAR)  
 Etiquints (KGO-KPO)  
 Etude in Swing (KEHE)  
 Eugene O'Neill Play Cycle (NBC)  
 Europe Is a Powder Keg (WNEW)  
 Europe Since 1871 (WILL)  
 Evangel in Song (WHJB)  
 Evelyn and Her Noveleers (WFAA)  
 Evelyn, Jack and Ivan (WFAA)  
 Even as You & I (WISN)  
 Evening (WFAA)  
 Evening Altar (KDKA)  
 Evening at Home (WXYZ, WLW)  
 Evening at the Neighbors, An (KCKN)  
 Evening Bells (WGES)  
 Evening Breeze (KMBC)  
 Evening Concert (KGO-KPO, KANS)

**PROGRAM TITLES—Continued**

- Evening Echoes (KMA, WLVA)  
 Evening Harmonies (WBIG)  
 Evening Hour, The (WPTF)  
 Evening Idyl (WEW)  
 Evening in Naples (WAAT)  
 Evening in Old Virginia (WRVA)  
 Evening Meditations (WTJS)  
 Evening Melodies (KWBG, WHB, WHBC)  
 Evening Melodists (KTUL)  
 Evening Memories (KLO)  
 Evening Moods (WCCO)  
 Evenin', Neighbor (WMAQ)\*  
 Evening Prelude (KGO-KPO, WTAM)  
 Evening Reverie (WRUF)  
 Evening Reveries (KSUB)  
 Evening Revue (WTAG)  
 Evening Salon (KGO-KPO)  
 Evening Serenade (KFH, WBOW, WCFL, WSPA, KMOX, KSFO, WHLB, WRUF, WPHR, IBS, KMBC, WREN, WFIL, KVOO)  
 Evening Sports Review (WDEV)  
 Evening Star (WDBO, CJCA)  
 Evening Stars (CJOC, WDNC)  
 Evening Swing Time Serenade (WGTM)  
 Evening Tatler (WEEI)\*  
 Evening Time Signals (NBC)  
 Evening under the Stars, An (WBRY)  
 Evening Varieties (WMFF)  
 Evenings with Papa Haydn (CBS)  
 Evensong (WHAM, CFRN, WDBO, CRS, KTHS, WCLO)  
 Eventide (KABR)  
 Eventide Echoes (CJRC)  
 Eventide Reflections (KWTO-KGBX)  
 Eventide Serenaders (WWL)  
 Ever as You and I (WISN)  
 Evergreen and Tinsel (KDKA)  
 Evergreen Empire on Parade (KOL)\*  
 Evergreen Program (NBC)  
 Every Man's Palace (KGO-KPO)  
 Every Night at Eight (KONO)  
 Every Nite at Seven (CHSJ)  
 Every Sunday 3-4 p.m. (KGCU)  
 Every Woman (WBBM, WCPO)  
 Every Woman's Hour (KGNC)  
 Everybody Dance (WHN)  
 Everybody Likes Credit (KLZ)  
 Everybody Sing (WHBQ, WAIM, KGO-KPO, KDYL, KGW-KEX)  
 Everybody's Birthday Party (KFBI)  
 Everybody's Hour (KLPM, WLS, WRAK)  
 Everybody's Hymn Sing (WSIX)  
 Everybody's Invited (WFBC)  
 Everybody's Music (CBS)  
 Everybody's Program (CBO)  
 Everyday Beauty (NBC)  
 Everyday Happenings (WMBH)  
 Everyday Heroes (WCAE, WSB)  
 Everyday Religion (KFJB)  
 Everyman's Palace (KPO)  
 Evolution of Economic Thinking (WNYC)  
 Excerpts from the Opera (CJCA)  
 Exchange Bank Presents (WFOY)  
 Exchange Club (KMOX)  
 Exercise and Applesauce (KGO-KPO)  
 Exeter Bell Hops, The (KOL)  
 Exits and Entrances (CBS)  
 Ex-Libris (WDNC)  
 Experience of a Million Men (KFWB)\*  
 Experimental Drama (CBS)  
 Explorers Club (WQXR)  
 Exploring America with Carveth Wells (JVG)  
 Exploring Our Needs (WHA)  
 Exploring the Arts and Sciences (WQXR, FTRD)  
 Exploring the Magazines (WPEN)  
 Exploring the Seven Arts (FTRD)  
 Exposition Previews (KFRC)  
 Express Isle Royale Broadcast (WEBC)  
 Ex-Rays of Trenton (WTNJ)  
 Extra Pair, The (KVI)  
 Eye-Closer (WSJS)  
 Eye Opener, The (WBBC, WHBH, WESG, KGNC, WHN, WSJS, WMBD, WWVA)  
 Eye Opener Program (WBBC)  
 Eye Openers (WEAU, KRGV)  
 Eye Witness of the News (WFBR)  
 Eyes Front (WGAR)  
 Eyes Have It, The (WHEC)  
 Eyes in the Dark (WMBI)\*  
 Eyes of the Community (WCOP)  
 Eyes of the World (KOIN, WIRE)  
 Eyes on Sports (KRBC)  
 Eyesight Dramas (WRR)  
 Ezra and the Bar Nothin' Ranch Boys (WIBW)  
 Ezra Hawkins and Aunt Faye (WIBW)  
 Ezra Martin and the Folks from Pleasant Valley (WBNS)

**F**

- F.H.S. Forum (WFAS)  
 F.O.B. Detroit (WJR)  
 Fables in Music (WTAM)  
 Face the Music (KOL)  
 Faces on the Front Page (WEVD)\*  
 Fact and Fancies (WTAM)  
 Fact and Melody (WTIC)  
 Fact Finder, The (WXYZ, KVI, WDRC)  
 Facts and Errors (WMC)  
 Facts and Fancies (KDKA, WTAM, WJIM, WCOP)  
 Facts and Fashions (WADC)  
 Facts, Foods and Fashions (WTAD)  
 Facts for Inquiring Minds (KFXD)  
 Facts, Not Fables (CHAB)

## PROGRAM TITLES—Continued

- Facts of Life, The (WJEJ)  
 Facts Worth Knowing (KFUO)  
 Facts You Ought to Know (CFRN)  
 Faculty Forum (WACO)  
 Fads and Fancies (WSAY)  
 Failures and Adjustments in Marriage (WBBC)  
 Fair Freight Rate Forum (WAPI)  
 Fair Store (WMAQ)  
 Fair Variety Dance Party (WATL)  
 Fairway Facts (KGB)  
 Fairy Lady, The (KSLM)  
 Fairy Princess (KGNC, WMBO)  
 Fairy Tales (NBC)  
 Fairyland Express (WHN)  
 Faith Tabernacle (WCAO)  
 Faith Temple (WMBR)  
 Falconer's Noon Hour Clock (KCKN)  
 Familiar Favorites (WDAE)  
 Familiar Melodies (CJCA)  
 Familiar Melodies Presentation (KFH)  
 Familiar Songs (KGO-KPO)  
 Family Advisor (CFCO)  
 Family Album (KGO-KPO, WFBR, WWVA, WSAY)  
 Family Album of Music (WHN)  
 Family Album of Song (KMBC)  
 Family Album of Songs (WHN)  
 Family Almanac (WMBD)  
 Family Altar (WHJB, WDGY, IBS, WMFD, KDLR)  
 Family Altar of the Air (WDBO)  
 Family Circle (KFWB, WBZ-A)  
 Family Circle Hour (KGER)  
 Family Club, The Tydol (WGY)  
 Family Cook Book (KGO-KPO)  
 Family Counsellor, The (WMIN)  
 Family Counselor (WOR)\*  
 Family Doctor, The (KIRO, KOL)  
 Family Friend, The (WBIL)  
 Family Frolic, The (WAPI, WFBR)  
 Family Fun (CBS)  
 Family Gathering (KFVS, WNBR)  
 Family Goes Abroad (NBC)  
 Family Guide Post (WAVE)  
 Family Man, The (WTMV)  
 Family Nurse, The (CBS)  
 Family of the Nations (CBS)  
 Family Party (WHJB, KDKA, WMC)
- Family Party, The General Motors (NBC)  
 Family Robinson (KGO)\*  
 Family Theatre, The (CFCF)  
 Famous Actors Guild (NBC)  
 Famous Acts of the American Theatre (NBC)  
 Famous American Women of Yesteryear (WFIL)  
 Famous Artists on the Air (WDRG)  
 Famous Babies (CBS)  
 Famous Ballads (WHO)  
 Famous Composers (WBZ-A)  
 Famous Composers Series (WHN)  
 Famous Dance Bands (WIND)  
 Famous English Composers (CBL)  
 Famous Fallacies of Business (NBC)  
 Famous Fires of History (KVOD)  
 Famous Folk (CBS)  
 Famous Foods Parade (KGO-KPO)  
 Famous Homes of Famous Americans (WQXR)  
 Famous Jury Trials (WLW)  
 Famous Light Operas (CBS)  
 Famous Loves (NBC)  
 Famous Men in History (WTCN)  
 Famous Music (KFSD)  
 Famous Music by Famous Bands (KFOR)  
 Famous Pennsylvania Women of Yesteryears (WFIL)  
 Famous Philadelphia Woman of the Week (WIP)  
 Famous Romances (RRI)  
 Famous Romances of History (KFAC)\*  
 Famous Scenes from Literature (WRUF)  
 Famous Songs and Singers (CKBI)  
 Famous Songs and Their Stories (WMFJ)  
 Famous Violins (NBC)  
 Famous Voices (CJOR)  
 Famous Women (KFUO)  
 Fancy's Fabric (KOL)  
 Fanfare (WLS)  
 Fans and Pans (KXBY)  
 Fantasy (KGO-KPO)  
 Fantasy in Black and White (KTUL)  
 Far Horizons (WFDF)  
 Farm and Family Forum, The Auburn (WAPI)  
 Farm & Home Almanac (CJCS)  
 Farm and Home Builders (WGRC)
- Farm and Home Forum (KRBC)  
 Farm and Home Hour (KABR, WPHR, WMAQ)  
 Farm and Home Hour, The Canadian (CKNX)  
 Farm and Home Hour, The KFAB (KFAB)  
 Farm and Home Program (WHBB)  
 Farm and House Hour (WSPA)  
 Farm Bulletin Program (WBTM)  
 Farm Bureau Forum and News (KRNR)  
 Farm Business Half Hour (KSAC)  
 Farm Community Program (CBS)  
 Farm Dinner Concert (WAAW)  
 Farm Facts and Music (KVOO)  
 Farm Features, The WBT (WBT)  
 Farm Flashes (KGB, WBNX, WSBT, WFAM, KABR, KWTN, KSOO, WGAR)  
 Farm Folks, The Fels (WBOW)  
 Farm Folks Frolic (CHML)  
 Farm Forum, The (WGY, MWR)  
 Farm Friends (WFMD)  
 Farm Frolic, The (KFVS)  
 Farm Front (WQDM)  
 Farm Front News (WOW)  
 Farm Hints (WBAL)  
 Farm Hour (KSAC, KWJJ)  
 Farm Hour, Illinois (WILL)  
 Farm Hour, Northwest's Greatest (WDGY)  
 Farm Hour, The Dane County (WIBA)  
 Farm Hour, The Saskatchewan (CJRM)  
 Farm Life (WCHS)  
 Farm Men Only (KIDO)  
 Farm News (KMOX)  
 Farm News, The WHO (WHO)  
 Farm Paper of the Air, The WGY (WGY)  
 Farm Question Box (KOA, KFDY)  
 Farm Reporter (KSFO)  
 Farm Revue (KFIZ)  
 Farm Rhymes (KFDY)  
 Farm Sales (KFNF)  
 Farm Service Department, The (WIBU)  
 Farm Woman (WJAG)  
 Farmbelt Parade (KMA)  
 Farmer (CJCA)  
 Farmer Bill (KGLO)  
 Farmer in the Dell (WPG)  
 Farmer on His Farm, The (WDZ)  
 Farmer's Digest (KSLM)  
 Farmers' Exchange (WSAU)

## PROGRAM TITLES—Continued

- Farmers' Favorites (CFRN)  
 Farmer's Forum (WSAY)  
 Farmer's Friend (KONO)  
 Farmer's Guide, The  
 (WSPD)  
 Farmers Home Frolic  
 (KVOR)  
 Farmer's Hour (KFBB,  
 WHB, CJCO)  
 Farmers Hour, The West-  
 ern Ontario (CFCO)  
 Farmer's Information Hour  
 (KDFN)  
 Farmers' Saturday Night  
 Frolic (KMA)  
 Farmers' Trading Post  
 (WMBD)  
 Farming in Dixie (WSB)  
 Farnyard Frolics (WTMJ)  
 Fascinating Facts (CBS)  
 Fascinating Melodies  
 (KMOX)  
 Fascinating Rhythm  
 (WRUF)  
 Fashion Chatter (UP)  
 Fashion Corner (WHEC)  
 Fashion Events with Helen  
 Worden (NBC)  
 Fashion Facts of 1931  
 (CBS)  
 Fashion Fancies (WEAU)  
 Fashion Flashes (KGO-  
 KPO, KWK, KGNC)  
 Fashion Forecasts (NBC)  
 Fashion Guild (WAPI)  
 Fashion Parade (KHQ,  
 KFJZ, WTAD, WDRC)  
 Fashion Parade, The Holly-  
 wood (WSBT)  
 Fashion Pointers (WSBT-  
 WFAM)  
 Fashion Quiz (WTCN)  
 Fashion Revue (KSO)  
 Fashion Revue by Caroline  
 Cabot, Chandler's (WEEI)  
 Fashionaires, The (CBL)  
 Fashionette (WIND)  
 Fashions about Town  
 (WHBC)  
 Fashions and Fancies  
 (KORE)  
 Fashions and Figures (NBC)  
 Fashions and Thrift  
 (WGH)  
 Fashions for Your Home  
 (WHBQ)  
 Fashions in Fabric (WDAF)  
 Fashions in Furs (KANS)  
 Fashions in Loveliness  
 (WTCN)  
 Fashions in Melody (KFVS,  
 KGB, KSL, WIBU)  
 Fashions in Melody, Gate-  
 ly's (WJBL)  
 Fashions in Rhythm  
 (WAAB)  
 Fashions in Swing  
 (WMCA)  
 Fashions in Swingtime  
 (WMIN)  
 Fast Stepping (WOR)\*  
 Fate of the Clara Mae  
 (KPDN)
- Father and Son (KSD)  
 Father Knickerbocker  
 (WOKO)  
 Father Reads the News  
 (WHN)  
 Fathers of the Funnies  
 (WINS)  
 Fatty Lewis (WDAF)  
 Favorite Dance Bands  
 (WACO)  
 Favorite Melodies (WHO,  
 WBZ-A, WJR)  
 Favorite Refrains (WQXR)  
 Favorite Stories from the  
 Old Testament (KFUO)  
 Favorites of the Air  
 (WLAC)  
 Favorites of the Console  
 (KELO)  
 Favorites Yours and Mine  
 (WCBS)  
 Fay Entertains (WGRC)  
 Fay Frasers Studio Party  
 (KGO-KPO)  
 Fay Templeton (NBC)  
 Feather for Luck (NBC)  
 Feather Your Nest,  
 Schewel's (WBTM)  
 Feather Your Nest Hour  
 (WLVA)  
 Feature Page, The KXBY  
 (KXBY)  
 Feature Parade (KWK)  
 Feature Time (CBS)  
 Featuring Tomorrow's  
 Features (WKY)  
 Federal Housing Adminis-  
 tration (CBS)  
 Federal Radio Drama  
 (KRKD)  
 Federal Show Window  
 (WOL)  
 Federal Theatre of the Air  
 (KRKD)  
 Federal Theatre Players  
 (KYA)  
 Feed Facts (KPDN)  
 Feeding a City (NBC)  
 Feeling the Public Pulse  
 (CBS)  
 Fehr's Players (WOAI)  
 Fellowship Club (KGDE)  
 Fellowship Haven (KWJJ)  
 Fellowship Hour (WHDL,  
 KFBI, WINS)  
 Fellowship Program  
 (CJRM)  
 Femina (CBF)  
 Feminine Angle, The  
 (KFJZ)  
 Feminine Domain (KSLM)  
 Feminine Fancies (KHJ,  
 Feminine Forum (KIRO)  
 CHAB, KFRC, WGBI,  
 KCKN)  
 Feminine Hour Glass  
 (WTOC)  
 Feminine Newsflashes  
 (WCCO)  
 Feminine Viewpoints  
 (WJAS)  
 Feminine World (CKAC)  
 Fender Benders (WCCO)\*
- Ferris Wheel, The  
 (WTCN)  
 Festival of Lights (KGO-  
 KPO)  
 Festive Board, Around the  
 (CBS)  
 Peter Scholom's Kinder-  
 vinkle (WLTH)  
 Fiat Funsters (KGU)  
 Fibber McGee and Molly  
 (NBC)  
 Fiddiliana (CJRC)  
 Fiddle Talks (KGO-KPO)  
 Fiddlers Fancy (CBS)  
 Fiddlers Three, The  
 (KFYR)  
 Fiddlin' Around (KYA)  
 Fiddlin' Joe (WTMV)  
 Fidelity Family (KCKN)  
 Fields and Hall (NBC)  
 Fiesta (WRUF, KOB)  
 Fiesta at Rancho Pancho  
 (KNX)  
 15 Good-Will Minutes  
 (WVFW)  
 1500 Kilocycle Dance  
 Parade (KDB)  
 15-Minute Mysteries  
 (WOR)\*  
 Fifteen Minutes Between  
 Two Good Programs  
 (KASA)  
 Fifteen Minutes in the  
 Nation's Capitol (NBC)  
 Fifteen Minutes of Fun  
 (NBC)  
 Fifteen Minutes with Maga-  
 zine Readers (KRE)  
 Fifth Avenue Fashions  
 (NBC)  
 Fifth Avenue Gossip  
 (KRMG)  
 Fifth Ave. Knights (NBC)  
 Fifty Flying Fingers  
 (KFOR)  
 Fifty Years a Chambermaid  
 (NBC)  
 Fighting Crime (CBS)  
 Fights and Fighters of  
 Yesteryear (WMCA)\*  
 Figure Facts (WMBC)  
 Fiji Hour (KVOR)  
 Files of Melody, The (KSD)  
 Film Facts (WXYZ)  
 Film Favorites (WHB)  
 Final Edition (IBS, KGIW)  
 Final Edition with Tex De  
 Weese, The (KPDN)  
 Final News Edition  
 (WIBA)  
 Financial Helps (WMCA)  
 Financial Service (KGO-  
 KPO)  
 Find the Woman (KSRO)  
 Fine and Dandy (KDYL)  
 Fine Art Series (WAAB)  
 Finger Fantasies (CKBI)  
 Fingers and Keys (WSAZ)  
 Finicky Program (KGDE)  
 Finn and Hattie (CKLW)\*  
 Finwald (WMBC)  
 Fire (WBZ-A)

PROGRAM TITLES—Continued

- Fire Chief's Uncle (WEAF)\*  
 Firelight Fantasy (KGCX)  
 Fireman Club, The (WKRC)  
 Fireside and Home (KGHI)  
 Fireside Bible Study (KORE)  
 Fireside Chats (KFXD)  
 Fireside Circle (WLLH)  
 Fireside Concert, The (KGEZ)  
 Fireside Dramas (KRE)  
 Fireside Fancies (WBAX)  
 Fireside Fantasies (KABR, WMT)  
 Fireside Fantasy (KGO-KPO)  
 Fireside Frolic (WIBU)  
 Fireside Group, The (WELL)  
 Fireside Hour (KGW-KEX, WBOW, KABC, KMA)  
 Fireside Hour, Huntley's (WBIG)  
 Fireside Informalities (KELO)  
 Fireside Interviews (WADC)  
 Fireside Legends (NBC)  
 Fireside Melodies (KSL, WOMT)  
 Fireside Memory Hour (WWSW)  
 Fireside Party (WLS)  
 Fireside Philosopher (WHIO, WJAX)  
 Fireside Program (CKAC)  
 Fireside Quartette, The (WTMJ)  
 Fireside Recitals (NBC)  
 Fireside Reflections (WPAY)  
 Fireside Reveries (WGH)  
 Fireside Trio (KOVC)  
 Fireside Varieties (KOVC, KVOR)  
 Fireside Verse (CHNC)  
 Firms You Should Know (WGRC)  
 First Call for Breakfast (WQAM)  
 First Frontiers (FTRD)  
 First Impressions and Second Thoughts (WHAM)  
 First in Atlanta with the News (WATL)  
 First Lady of Swing (KWK)  
 First Nighter, The (NBC)  
 First Offender, The (WELI)  
 First on Your Dial (WQAM)  
 First Prize Jamboree (WOR)\*  
 First Prize Kitchen Studio, The (WGY)  
 First Prize Time Keeper (WGY)  
 First Radio Parish Church of America (WCOP)  
 First Radio Parish Church of America Hour of Worship (WCSH)  
 First Radio Parish of Aroostook (WAGM)  
 1st Section Shoppers' Special (KCRC)  
 First Timers (WWVA, KMBC)  
 First Timers Broadcast (WCSC)  
 Fish and Game (WMCA)  
 Fish Facts and Fancies (WJAX)  
 Fish Jugglers (WALA)  
 Fish Pond (CBS)  
 Fish Tales (WBBM)\*  
 Fisherman's Friend (WQAM)  
 Fishing Fantasies (WISN)  
 Fishing Fool (KFSS)  
 Fishing Pals (KMTR)  
 Fishing Reporter, The (CFCF)  
 Fishing Time (WORL)  
 Fishing Time with the Metropolitan Angler (WORL)  
 Five Aces, The (KWKH)  
 Five Arts (CBS)  
 Five Cards (KGO-KPO)  
 5 Chefs, The (KMPC)  
 Five Hours Back (NBC)  
 560 Club (WIS)  
 Five Jokers of Jazz (WKY)  
 Five-Minute Bible Test (KFUO)  
 Five Minute Mysteries (TH)  
 Five Minutes (KTSM, WEAU)  
 Five Minutes in Hollywood (WQDM)  
 Five Minutes with Radio Stars (WDRG)  
 Five O'Clock Fun (KXBY)  
 Five O'Clock Revue (WMBC)  
 Five O'Clock Rhythm (WTHT)  
 Five O'Clock Rhythms (WTHT)  
 Five O'Clock Sweethearts (CBS)  
 Five Soul Stirrers (KRKD)  
 Five Spirits of Rhythm (CBS)  
 Five Star Final (KMOX, WMCA, WRJN, WSAU)  
 Five Star Final Sports Parade (WMC)  
 Five Star Jones (NBC)  
 Five Star Revue (KMOX, WTAR)  
 Five Star Theatre (NBC)  
 Five Strings, The (WBIG)  
 Five Texans (CKCR)  
 5:30 Club (WAAT)  
 Five-Thirty Request Club (WAAT)  
 Flagship, the Justrite (WLVA)  
 Flame Fighters (WHN)  
 Flanagrams (WBBM)  
 Flapperettes (WHB)  
 Flash Gordon (WBS)  
 Flash News from Yesterday's Press (KGU)  
 Flashbacks of History (WOWO-WGL)  
 Flashes of Fashion (WAPI)  
 Flashes of Life (WMIN)  
 Flax Schutchers (WHJB)  
 Flight in Swing (WDNC)  
 Flint Today (WFDF)  
 Flirtations (KGO-KPO)  
 Floor Show (KYA, CRS)  
 Floral Patterns (WAPI)  
 Florence George (WENR)  
 Florence Rangers (WBZ-A)  
 Florence Trio (WAAT)  
 Florida Cowboys (WDBO)  
 Florida Cowboys, Norman Beasley's (WDBO)  
 Florida Facts (WRUF)  
 Florida Farm Hour (WRUF)  
 Florida Fishing (WIOD, WJAX)  
 Florida Fruits and Flowers (WFLA)  
 Florida Home Neighbor (WRUF)  
 Florida, The Garden Beautiful (WRUF)  
 Florida's Original Cowgirl (WJNO)  
 Flower & Garden Man (WHB)  
 Flower Club of the Air (KFXR)  
 Flower Girl, The (WATL)  
 Flower Lady (KFNF)  
 Flowers for Madame (WMBH)  
 Flowers for the Living (WMBH)  
 Flowers You May Grow (KTAR)  
 Floyd Gibbons (NBC)  
 Flufferettes (WNAC)  
 Fly Dope (KANS)  
 Fly Swatters, The (KMMJ)  
 Flychasers, The Flyosan (NBC)  
 Flyin' High (KGHF)  
 Flying Americans (KTAT)  
 Flying Arrow Ranch Bunkhouse Jamboree (WDAY)  
 Flying Club, The Newhio (WHIO)  
 Flying Dutchmen (WLW)  
 Flying Family, The (NBC)  
 Flying Feather Ranch (KTSA)  
 Flying Fingers (WTAM, KGO-KPO, WKRC)  
 Flying Fingers—Louis Bray (WORL)

## PROGRAM TITLES—Continued

- Flying Reporters, The (WMBC, KPPC)  
 Flying School of the Air (WORL)  
 Flying Time (WENR)  
 Fo'cstl Melodies (KHJ)  
 Folgeria (KHJ)  
 Folio of Facts (KFVS)  
 Folk Festival Dance Party (WLTH)  
 Folk Music of the South (NBC)  
 Folk Song Lady (WIP)  
 Folklore (NBC)  
 Folks from Dixie (NBC)  
 Folks from Neighborville (KFAB)  
 Follies, The Crosley (WLW)  
 Follies of the Air (CBS)  
 Follow the Cardinals (KGHI)  
 Follow the Moon (NBC)  
 Following Congress (WHA)  
 Following Huskers with Link Lyman (KFOR)  
 Following the Eagle (WBRC)  
 Following the Flickers (CHML)  
 Following the News (WQXR)  
 Following the Reds (WSAI)  
 Fond du Lac Hour (KFIZ)  
 Food Facts (WMBC)  
 Food for Thought (KAST, KFUD, KPND, WPAY)  
 Food Forum, Mrs. Chapman's (KSL)  
 Food Fundamentals (CBS)  
 Food Magician (KGO-KPO, WAAB)  
 Food Parade (KGNC)  
 Food Scout, The (WMBH)  
 Foolish Fables (WFAA)  
 Foolish Questions (WAAF)  
 Foot Health Clinic, The Swan (WDAY)  
 Foot Parade (WRDW)  
 Foot Specialist (CJRC)  
 Football Dope (WBBM)  
 Football Flashes (WOAI)  
 Football Forecasts (CBS)  
 Football Hi-Lites (WOAI)  
 Football in Rhyme (WATL)  
 Football Jamboree (CBS)  
 Football News (WDRC)  
 Football Parade (CBS)  
 Football Poll, The Pure Oil (WDNC)  
 Football Previewer, The WHO (WHO)  
 Football Prophet (WAAW)  
 Football Rallies (WBAL)  
 Football Rally (KGO-KPO)  
 Football Reporter, The (CBS)  
 Football Reporter, The Atlantic (WATL)  
 Football Results and Predictions (CBS)
- Football Review (KGO-KPO)  
 Football Round-Up, The (WAAW, WBNS, WCKY, WHBQ, WJIM)  
 Football School (KGVO)  
 Football Scoreboard (KGO)  
 Football Scoreboard of the Air (WHO)  
 Football Souvenir Program (CBS)  
 Football Special (KGO-KPO)  
 Football Sweepstakes (KGB)  
 Footballs Frolic (CFAC)  
 Footlight Excerpts (WHN)  
 Footlight Fancies (WBZ-A)  
 Footlight Fantasies (KGO-KPO)  
 Footlight Fantasy (KOIN)  
 Footlight Flashes (WBZ-A)  
 Footlight Follies (KYOS)  
 Footlight Footnotes (WHP)  
 Footlight Melodies (WDAE)  
 Footlight Miniatures (WMCA)  
 Footlights and Stardust (WWSW)  
 Footlights on Parade (WNBF)  
 Footlites, The Brownbilt (NBC)  
 Footnotes (WESG)  
 Footnotes on Headlines (NBC)  
 Footnotes on the Headlines (WBAA)  
 For Alle Skandanavia (CFRN)  
 For Better Hearing (WHDL)  
 For Better or for Worse (KWK)  
 For Boys and Girls Only (KSFO)  
 For Dancers Only (WHJB)  
 For Dancing Only (WAAW)  
 For Farm Folk (CFPL)  
 For Friends of Music (CBL)  
 For Gentlemen Only (WOAI)  
 For Girls and Boys Only (KGO-KPO)  
 For Ladies Only (WNBX, WGTN, WCOP, WHBF, WSPA, WSGN, WMFD)  
 For Men (WNBX)  
 For Men Only (WJAY, WHN, WOW, KFWD, WLW)  
 For Mother and Dad (KGHI, KFWD, WHJB)  
 For Novelties' Sake (KWTO)  
 For People Only (WLS)  
 For Sportsmen (WSAL)  
 For the Ladies (KCMO, KDON, WABI, WTCN, WTJS)
- For the Ladies—By the Ladies (CKSO)  
 For the Mr. & Mrs. at Home (KGO-KPO)  
 For the Moment (WDAE)  
 For the Piano (WCPO)  
 For the Shut-Ins (KGB)  
 For Us the Living (WRJN)  
 For Women Only (KTUL, WCKY, WFBM, WFLA, WNEW)  
 For Women Only, Maxine's (WFLA)  
 For Worriers Only (WMCA)  
 For You (KTUL, WCLE, WCBS, WHBC, WGRC, WPAY)  
 For You Alone (KWSC)  
 For You and Me (WATR)  
 For You, Madame (CJRC)  
 For You Today (WQAM)  
 For Your Criticism (CFRB)  
 For Your Health's Sake (WDBJ, WMBR)  
 For Your Information (WDNC, WJAS)  
 Ford Perry Presents (KLPN)  
 Forecast School of Cookery (NBC)  
 Forecasting 1937 (CBS)  
 Foreign Affairs Forum (WMCA)  
 Foreign Language Courses (KFI)  
 Foreign Language Half Hour (KFUD)  
 Foreign News of the Week (WGAR)  
 Foreign Series (WMFG)  
 Foremost Favorites (KGHF)  
 Foremost Safety Club (WMBR)  
 Foresome, The Fels Naphtha (WCCO)  
 Forever Young (NBC)  
 Forget-Me-Not, The (KFBI, KGO-KPO)  
 Forging Ahead with Old Dorge (WGBI)  
 Forgotten Canadians (CKY)  
 Forgotten Favorites (CJOC)  
 Forgotten Headlines (WDAY)  
 Fort San Program (CHAB)  
 Fortune Calls (WISN)  
 Fortune Stories (NBC)  
 Fortune's Wheel (KDYL)  
 Forty-Five Minutes from Broadway (KGO-KPO)  
 Forty Flying Fingers (CBS)  
 Forty-Niners, The (WEBC)  
 Forum of Liberty (WABC)\*  
 Forum of Public Opinion, The (WKBO)  
 Forum of the Air, The WHN (WHN)\*

PROGRAM TITLES—Continued

- Forum of the South (WAPI)  
 Forum on Character Building (NBC)  
 Forum String Quartette (WQDM)  
 Forum, The New York Herald Tribune (NBC)  
 Forum, The WOR (WOR)  
 Forward America (WINS)  
 Forward Hour, The (WEVD)  
 Forward March (KABC)  
 Forward Peoria (WMBD)  
 Forward with Indianapolis (WIRE)  
 Forward with Lake Charles (KPLC)  
 Founding a Nation (NBC)  
 Fountain of Song (NBC)  
 Four Aces, The (KMBC, KVOL, WELL)  
 Four Arts Forum (FTRD)  
 Four Barbers (CBS)  
 Four Blackbirds, The (WORL)  
 Four Clubmen (CBS)  
 Four Deuces, The (WRVA)  
 Four Dodgers, The (CJCA)  
 Four Dots (WMAL)  
 Four Eleven Alarm (WSBT-WFAM)  
 Four Esquires, The (KVI)  
 Four Eye Club, The (WSB)  
 Four Firemen (WKY)  
 Four Flats (KMPC)  
 4 H Program (KSAC)  
 Four Hand Piano Recitals (WCAD)  
 Four Hits and a Miss (KDB)  
 Four Horsemen (WCCO)  
 Four Houses of Harmony (WHB)  
 Four Ink Spots (NBC)  
 Four Jolly Bakers (KFVS)  
 Four Midshipmen, The (WCMI)  
 Four Minors, The (WHBF)  
 Four Modernaires (WLW)  
 419 Lilac Lane (KRKD)  
 Four O'Clock Story Lady (WEST)  
 Four of Us, The (WBZ-WBZA)  
 Four Pals (KOA)  
 Four Provinces Irish Program (WDAS)  
 Four Queens, The (WEBR)  
 Four Southern Knights (WDRG)  
 Four Star Frolic (CKLW)  
 Four Star Hits (WTIC)  
 Four Star Melodies (KDB)  
 Four Star Revue, The (KMOX)  
 Four Strings to Four (WNYC)  
 Four Studio Jamboree (WDZ)  
 Four Thousand Leagues under the Sea (MWR)  
 Four White Mules (WOAI)
- 4 X Presentation, The (CKCD)  
 Foursome, The (WDBJ)  
 Fourth Clue, The (KSFO)  
 Fox Fancies (KFVD)  
 Foxes of Flatbush (NBC)  
 Foxy Grandpa Club (KFVS)  
 Frame of Hits (WHBF)  
 Fran Frey's Frolic (WOR)\*  
 Francaise (WINS)  
 Frances Alda & Frank Le Forge—Boscul Program (NBC)  
 Frances Lee Barton (NBC)  
 Frank and Ernest (KWK)  
 Frank and Flo (WICC)\*  
 Frank and Gene (WGY)  
 Frank Buck Program (NBC)  
 Frank Crumit and the New Englanders (NBC)  
 Frank Fay Calling (NBC)  
 Frank, The Wrangler (KVGB)  
 Frank Watanabe (WMAQ)  
 Frankie and Johnnie (WPHR)  
 Franklin Dessert Time (WDAF)  
 Frankly Speaking (WFBR, WTOG)  
 Fraternity Frolic (WIP)  
 Fraternity House (KFAC)  
 Fred and Max, Harmonizers (WFAS)  
 Fred Astaire (NBC)  
 Fred Farnum (KOBH)  
 Fred Kent and His Gang (WBIG)  
 Fred Kirby (WBT)  
 Fred Morell's Ramblers (CFLC)  
 Fred Parker, Organist (WIS)  
 Fred Waring and His Pennsylvanians (NBC)  
 Freddie and Freda (KVOD)  
 Free Chatter (WFAB)  
 Free for All (NBC)  
 French Lessons (WMBC)  
 French Trio (CBS)  
 Friday Evening Concerts (NBC)  
 Friday Frolic (WDOD, WJIM)  
 Friday Frolic, Borden's (KFRC)  
 Friday Frolics (WOR)\*  
 Friday Melody Revue (WBBM)  
 Friday Morning Musicale (WFLA)  
 Friday Night Club of the Air (CKTB)  
 Friday Smoker, The (WMT)  
 Friend in Need (WPAY)  
 Friend of Friends (WPAY)  
 Friend of the Family (CBS)
- Friend of Youth (WCAU)  
 Friendly Adviser (KFUO)  
 Friendly Builders (WOAI)\*  
 Friendly Circle (KSAL, KFXX, KSLM)  
 Friendly Circle Hour (KFXX)  
 Friendly Circle Program (KFXX)  
 Friendly Club, The (WRJN)  
 Friendly Counselor, The (WDAF, WBNS, KOL)  
 Friendly Cowboy, The (CJRM)  
 Friendly Debates (KFUO)  
 Friendly Driver, The (WGY)\*  
 Friendly Enemies (WMCA)\*  
 Friendly Five Footnotes (NBC)  
 Friendly Folks (WICC)  
 Friendly Forum (WFIL, WMBD)  
 Friendly Freemans, The (WRTD)  
 Friendly Health Advisor (WCOP)  
 Friendly Homemaker, The (KSFO)  
 Friendly Hour, The (KONO, KVI, WDOD, WKY)  
 Friendly Hour with O. Henry, The (KSEI)  
 Friendly Kitchen, The Edison (WEEL)  
 Friendly Motorist, The (KGNC)  
 Friendly Mountaineer (WDRG)  
 Friendly Muse (KMBC)  
 Friendly Music (CBL)  
 Friendly Musical Neighbors (WWVA)  
 Friendly Nabor (KTSA)  
 Friendly Neighbor, The (KXBY)  
 Friendly Neighbors (WTRC, WTCN)  
 Friendly Neighbors, KMA's (KMA)  
 Friendly Observer, The (WNBC)  
 Friendly Philosopher, The (KSL, WBBM, KCMO)  
 Friendly Poet (KIUN)  
 Friendly Quarter Hour, The (KWG)  
 Friendly Shopping Hour (WWVA)  
 Friendly Sing, Dr. Ross Stover's (WDAS)  
 Friendly Store, The (KFOX)  
 Friendly Thoughts and Songs (WDRG)  
 Friendly Time (WAVE)  
 Friendly Tips (KWJJ)  
 Friendly Troubador, The (KFAB, WSB)

PROGRAM TITLES—Continued

- Friendly Voice, The  
(KAND, WVFW, WMBR,  
WSOC, WHAM, KMPC)
- Friendly Voice of the Mari-  
times, The (CFCY)
- Friends and Neighbors  
(WSAY, WSM)
- Friend's Exchange with  
Cort Treat (WORL)
- Friends o' Mine (KDYL)
- Friends of Libraries (KOB)
- Friends of Yours (WHB)
- Friendship Circle, The  
(WBTM, WPTF, WTMJ)
- Friendship Circle Hour  
(KMED)
- Friendship Corners  
(WFAA)
- Friendship Time (WFTC)
- Friendship Town (WJZ)\*
- Friendship Village (NBC)
- Frigidairions (KWTN)
- Frim Sisters (WLW)
- Fritz and the Major  
(WAVE)\*
- Fritz und His German  
Band (KONO)
- Frivolities (KYA, KCKN)
- Frohne Sisters, The  
(WXYZ)
- Frollic, The Florsheim  
(NBC)
- Frollic Makers, The  
(WCOP)
- Frollic Time (KMOX)
- Frollicmakers Club  
(WCOP)
- Frollics, Charlie Brock's  
(WBNX)
- Frollics, The Frigidaire  
(KFVS)
- Frollics, The Fro-Joy  
(WGY)\*
- From a Book of Poems  
(WHBC)
- From Berlin to Brahms  
(WGAR)
- From Cotton Fields to  
Harlem (WHK)
- From Headquarters (WSAI)
- From Him to You  
(KMTR)\*
- From Hollywood to You  
(CKCL)
- From Me to You (CKBI)
- From Old Vienna (CBS)
- From Studio "A" (KSOO)
- From Symphony to Swing  
—From Beethoven to  
Bing (KGU)
- From Tee to Green  
(WCOP)
- From the Album of Melody  
(WJR)
- From the Bookcase to You  
(KYOS)
- From the Bookshelf  
(KUOA, WABI, WAIM,  
CKY)
- From the Ends of the  
Earth (WGN)\*
- From the Gridiron Today  
(KEX)
- From the Heart of the  
Empire (CBM)
- From the Horizon (CJRM)
- From the Mayor's Office  
(WAAB)
- From the Music Box  
(WRUF)
- From the Music Room  
(WFAA)
- From the Outside Looking  
In (WIRE)
- From the Patio (WOAI)
- From the Picture of the  
Same Name (WNLC)
- From the St. Lawrence  
Hilltop (WCAD)
- From—to— (WNBH)
- From Treasured Volumes  
(WHA)
- From Yesterday (KFXR)
- Front Page (WAGA, WTIC,  
WHBQ, KGIW)
- Front Page, The WMBH  
(WMBH)
- Front Page Drama (WINS)
- Front Page Heroes  
(WICC)\*
- Front Page News (WKRC)
- Front Page of the Air  
(WLAC)
- Front Page Parade  
(KGLO)
- Front Page Patrol (KMOX)
- Front-Page People (KQV)
- Front Page Personalities  
(CBS)
- Front Page Varieties  
(WNBC)
- Front Row, Center (WRC)
- Frontier Days (NBC)
- Frontier Game, The  
(WEBR)
- Frontier Reporter, The  
(WGR)
- Frosty Tunes (WHB)
- Frothy Frolics (WHN)\*
- Frozen Flame (WHB)
- Fu Manchu Mystery (CBS)
- Fugitive from Justice  
(WMC)
- Fugitive Melodies (CBL)
- Fulco's Tangos (WWL)
- Full Gospel Hour (WTMV)
- Full Gospel Singers  
(KNOW)
- Full Speed Ahead (CBS)
- Fuller Man (NBC)
- Fun and Foolishness  
(WFBC)
- Fun and Foolishness  
(WAAW)
- Fun and Philosophy  
(WBT)\*
- Fun Bug, The (KTUL)\*
- Fun Factory, The KFI  
(KFI)\*
- Fun Fest (KROY)
- Fun Festers (WDGY)\*
- Fun for the Family (NBC)
- Fun in Music (NBC)
- Fun in Studio "A" (KRGV)
- Fun on Skates (WBLK)
- Fun Quiz, Bob Hawk's  
(WMAQ)
- Fun Shoppe (WMCA)
- Fun with Music (WTHT,  
WBBM)
- Funfest (WHB, WAVE)
- Funnies on Parade  
(WORC)
- Funny Bone Follies (WGN)
- Funny Paper Club (WTJS)
- Funny Paper Man (KMBC,  
WAAW)
- Funny Things (CBS)
- Funnybone Follies (WGN)
- Funnyboners (CBS)
- Funster's Club (WAYX)
- Fur Trappers, the Fox  
(NBC)
- Fureurs d'un Puriste, Les  
(CBM)
- Furniture Facts (KFVS,  
KFVD)
- Furtown Follies (WJAS)
- Futura (KXBY)
- Future All-American Club  
(WCAE)
- Future All-Americans  
(WCAE)
- Future Citizen, The  
(WJJD)
- Future Farmers and Their  
Friends (WSFA)
- Future Favorites (WKRC)
- Future Men, Tulsa's  
(KTUL)
- Future Stars (WCPO)
- Futuristic Rhythm (KGO-  
KPO)
- Fuzzy and Ralph (KGNF)



PROGRAM TITLES—Continued

# G

- G-G Men's Club (CJOR)  
 G-Men (WEAF)\*  
 Gabby Dames (WDAF)  
 Gadabout, The (KVOR)  
 Gadabout and Her Boy  
 Friend (WKY)  
 Gadabout and Her Gang  
 (WHB)  
 Gadabouts (WHIO)  
 Gadgets and Doodads Shop  
 (WGH)  
 Gael Howard and Her  
 Secretary (KWBG)  
 Gaiete Parisienne, La  
 (CHRC)  
 Gaieties of 1933 (KFI)\*  
 Gaiety and Romance  
 (CBL)  
 Gail Northe (WFAA)  
 Gaites du Regiments, Les  
 (CKCV)  
 Gal on the Avenue  
 (KROY)  
 Gala Hour, The (WOV)  
 Gala Humoristique et Mu-  
 sical (CKAC)  
 Galaxy and Verse (WLTH)  
 Galaxy of Stars (NBC)  
 Gallery of Favorites  
 (KHJ)\*  
 Galloping Gallions (KPO)  
 Galloping Housewives  
 (WHB)  
 Gamboleers (MWR)  
 Games of Airyclopedia,  
 The (NBC)  
 Gandy and Borodkin  
 (CJRC)  
 Gang Busters (CBS)  
 Gang from Gorman's  
 (WHB)  
 Gang Plank, The WMCA  
 (WMCA)  
 Gangplank Gossip (WBBM)  
 Gang's All Here, The  
 (WKRC)  
 Gangs & Gangsters (NBC)  
 Garden and Home Program  
 (WLAC)  
 Garden Club, The (KFEQ,  
 WPHR, WLS)  
 Garden Gossip (WBZ-A)  
 Garden Guide (KGO-KPO)  
 Garden Melodies (NBC)  
 Garden of Melody (WFLA,  
 KGEZ, MacG)  
 Garden of Melody Party  
 (NBC)  
 Garden of Memories  
 (WCAP, KLO)  
 Garden of Memory (WOW)  
 Garden of Song (WFAS,  
 WSAU)  
 Garden of Thoughts (WHN)  
 Garden of Tomorrow  
 (CKCD)  
 Garden of Tomorrow, The  
 Loma (WGY)\*  
 Garden Party, The  
 (KWOS)  
 Garden Party, The Swift  
 (NBC)  
 Garden Program, The Swift  
 (NBC)  
 Garden Roundup (KFEQ)  
 Garden School of the Air  
 (KGER)  
 Gardens (NBC)  
 Gardens of the Nations,  
 The (NBC)  
 Garland of Memories  
 (CFRN)  
 Garland of Old Fashioned  
 Roses (WMBD)  
 Gary News Review  
 (WIND)  
 Gary Police Blotter  
 (WIND)  
 Gaslight Harmonies (WBS)  
 Gaslight Theatre (WMCA)  
 Gaspé Hour, The (CHRC)  
 Gateway to Loveliness  
 (WNBC)  
 Gateway to Opera (WQXR)  
 Gateway to Professional  
 Hall of Fame (KRKD)  
 Gator Night Club (WRUF)  
 Gauchos, The (CBS)  
 Gay and Marie (WSAU)  
 Gay Fashionette (WAVE)  
 Gay Nineties (WTAM)  
 Gay Nineties, The (WDAF)  
 Gay 90's Amateur Hour  
 (WSAI)  
 Gay 90's Review (KGGC)  
 Gay Time Melodies  
 (WBBM)  
 Gay Vienna (NBC)  
 Gem City Entertains, The  
 (WHIO)  
 Gems from Broadway  
 (WHB)  
 Gems from Grand Opera  
 (WTAG)  
 Gems from the Musical  
 Comedies (WRUF)  
 Gems from the Poet's  
 Corner (WMBD)  
 Gems in Meter (WCBA-  
 WSAU)  
 Gems of Color (NBC)  
 Gems of Gloaming (KORE)  
 Gems of Life (WMBH)  
 Gems of Light Opera  
 (NBC)  
 Gems of Literature  
 (WROL, WHA)  
 Gems of Melody (WBS,  
 WBZ-A, KHQ, KHSL)  
 Gems of Rhythm (KSO)  
 Gems of Romance (CKAC,  
 KLZ)  
 Gems of Song (KRE,  
 KTFI)  
 Gems of the Orchestra  
 (WHDL)  
 Gems of Time (WMC)  
 Gems of Truth (KRE)  
 Gemutlichkeit Hour, The  
 (WIBU)  
 Gene and Glenn (WHO,  
 MWR)  
 General Gershelman  
 (WLTH)  
 General Hugh Johnson  
 (NBC)  
 General Motors Concerts  
 (NBC)  
 General Store (RRI,  
 WHBB)  
 Generals on Parade  
 (WDNC)  
 Genial Host (KFOX)  
 Gentle Reader, The  
 (WDAF)  
 Gentleman from the South  
 (KWK)  
 Gentleman Jim (CKY)  
 Gentlemen Be Seated  
 (WFBC)  
 Gentlemen of the Press  
 (WBZ-A)  
 Gentlemen Preferred  
 (KFRU)  
 Geographical Travelogue.  
 (KGW-KEX)  
 George and Elmer (KGNF)  
 George and Jennie (WOAI)  
 George Chappell and His  
 Merry Islanders (CFCY)  
 George Chappell and His  
 Oldtime Merrymakers  
 (CFCY)  
 George Shackley at the Or-  
 gan (WQXR)  
 George Watkins (KGFF)  
 Georgia Crackers, The  
 (WHKC)  
 Georgia Garden Pilgrimage  
 (WSB)  
 Georgia Jamboree (WSB)  
 Georgia Minstrel Boys  
 (WGY)  
 Georgia Progress Program  
 (WSB)  
 Georgia Wildcats (WAVE)\*  
 German-American Band  
 (KYA)  
 German Band (WSAU)  
 German Band, The WOC  
 (WOC)

PROGRAM TITLES—Continued

- German Hour, The (WTMJ)  
 German Hours (WISN)  
 German Lieder (CBS)  
 German Program (WJAG)  
 German Radio Clubs  
 (WBNX)  
 German Radio Revue  
 (WWRL)  
 Gerry and Gus (CKCD)  
 Gertie and Elmer (WGRC)  
 Gertrude Lewis and Her  
 Musical Newsettes  
 (WDGY)  
 Get Acquainted Audition  
 (KFEQ)  
 Get Going! (WCAU)  
 Get Going Hour (KFRO)  
 Get Happy Time (KRSC)  
 Get Thin to Music (WGN)  
 Get Together, The Gunther  
 (WJSV)  
 Getter-Upper, The  
 (WNOX)  
 Getting Along in Life  
 (CKCO)  
 Getting Some Fun out of  
 Life (WJEJ)  
 Getting the Most out of  
 Life (WNAC)  
 Ghost Club, The (KDYL)  
 Ghost Corps, The (RRI)  
 Ghost in the Garret, The  
 (KWTO)  
 Ghost Piano Player, The  
 (KOY)  
 Ghost Stories (CBS)  
 Ghost Town (KGO-KPO)  
 Ghost Walks, The (WCHV)  
 Ghosts (KVOX, KXBY)  
 Ghosts Walk (CBS)  
 Giant Radio Party, Loft's  
 (WFAS)  
 Gibson Family (NBC)  
 Gift Choosing Made Easy  
 (WDAF)  
 Gift of Gab (WMCA)  
 Gilbert & Sullivan Gems  
 (NBC)  
 Gilbert & Sullivan Hour  
 (WQXR)  
 Gilbert Seldes (NBC)  
 Gilberts, The (NBC)  
 Gilo (WCOA)  
 Ginger and His Buffalo  
 Boys (WSOC)  
 Gioia Radio Musicale  
 (WHAM)  
 Girl about Town (NBC)  
 Girl Alone (NBC)  
 Girl at the Music Counter,  
 The (KFEQ)  
 Girl behind the Counter,  
 The (WHN)  
 Girl Friends (KGO-KPO,  
 WBZ-A, WXYZ)  
 Girl from Aguila, The  
 (WPHR)  
 Girl from Gimbel's, The  
 (WTMJ)  
 Girl from Indiana (WGRC)  
 Girl in the Moon (WGR)  
 Girl in the Music Counter  
 (KFWB)  
 Girl in Violet, The (WTAG)  
 Girl Meets Boy (WCLE)  
 Girl Next Door, The  
 (KIUL)  
 Girl of My Dreams (KMA)  
 Girl of the Golden West  
 (NBC)  
 Girl on the Corner, The  
 (WPHR)  
 Girl Reporter (WEOA,  
 WOAI)  
 Girl Who Lives Next Door  
 (NBC)  
 Girls from the Golden West  
 (NBC)  
 Girls of the Kitchen  
 (WGBI)  
 Git (WGRC)  
 Gitten Up Gang (KFYO)  
 Giuseppe Verdi Forty Nov-  
 elty Strings (WOV)  
 Give Us the Funnies (NBC)  
 Gladys Swarthout (NBC)  
 Glance at the Stars, A  
 (WTAR)  
 Glee Club, L'Orpheon  
 Franchere (WTAG)  
 Gleeful Notes (WPHR)  
 Gleggarians, The (CKCD)  
 Glimpses of Grand Opera  
 (WTMV)  
 Globe Al Headlines (KHJ)  
 Globe News from Round  
 the Globe (KGNO)  
 Globe Reporter, The  
 (KGBI)  
 Globe Trotter (KGO-KPO,  
 WENR)  
 Globe Trotters, The  
 (WMIN)  
 Globe Trotting Troubadour  
 (WMCA)  
 Globetrotter, J. Knox  
 Gibble (WINS)  
 Gloom Busters (WESG,  
 CJCA)  
 Gloom Chasers (WWSW,  
 WOV)  
 Gloom Chasers, The  
 (KWKH)  
 Gloom Dodgers (WBBM)\*  
 Gloom Swatters, The  
 (KMBC)  
 Gloomy Gus (WKY)  
 Gloria Dale (MWR)  
 Gloria Gay's Affairs (NBC)  
 Glorious Figures of Cana-  
 dian History (CHRC)  
 Glory Bound Train, The  
 (KFXM)  
 Gloyne Reviews the News  
 (KFOR)  
 Go to Church (WAIM,  
 WSYR, CKCL)  
 Go to Church Sunday  
 (CKCL)  
 God Behind the Headlines  
 (WNEW)  
 Godfrey's Gazette (WJSV)  
 God's Half Hour (KFOX,  
 KUOA)  
 God's Quarter Hour  
 (WOL)  
 Goebel Quartette (MWR)  
 Goin' Down to Rio (KLO)  
 Goin' Places (KGW-KEX)  
 Goin' to Town (WCMI)  
 Going Forward with  
 Shreveport (KWKH)  
 Going Gypsy (WAPI)  
 Going Hollywood (WOL)  
 Going Home for Christmas  
 (KGO-KPO)  
 Going Through Life with  
 Betty and Bob (CBS)  
 Going to Press (CBS)  
 Going to Town (WCMI,  
 WTHT)  
 Gold Buckle Buccaneers  
 (CKBI)  
 Gold Coast Express  
 (WEAU)  
 Gold Coast Parade (WJNO)  
 Gold Medal Express (NBC)  
 Gold Rush (WJZ)\*  
 Gold Star Final (WOWO-  
 WGL)  
 Goldbergs, The (NBC)  
 Golden Age of Song  
 (WBNX)  
 Golden Arrow Ensemble  
 (WAAT)  
 Golden Blossoms (NBC)  
 Golden Chalice (KBIX)  
 Golden Dawn Melodies  
 (WBAL)  
 Golden Days (KRE)  
 Golden Dreams (WSPA)  
 Golden Empire Trio  
 (KHSL)  
 Golden Era of Boxing  
 (KTBS)  
 Golden Gate Jubilee Quar-  
 tette (WIS)  
 Golden Gems (NBC)  
 Golden Half Hour (WJW)  
 Golden Hour, The (KDYL,  
 KSTP, WTHT, KOIL,  
 WKBZ)  
 Golden Hour of Music  
 (WBOW, WGTM)  
 Golden Journeys (CBL)  
 Golden Keys (WSAZ)  
 Golden Keys to Your Heart  
 (WBRC)  
 Golden Legends (KGO-  
 KPO)  
 Golden Lute (WMCA)  
 Golden Melodies (KGO-  
 KPO, KOA, CFCC, WIP)  
 Golden Memories (KPDN)  
 Golden Music (WCAU)  
 Golden Nugget (NBC)  
 Golden Quarter Hour, The  
 (WBIG, WSJS)  
 Golden Rule Service  
 (KFNF)  
 Golden Rule Sunday Pro-  
 gram (NBC)  
 Golden State Family Robin-  
 son (KGO-KPO)  
 Golden State Menu  
 Flashes (KGO-KPO)  
 Golden Strings (WTAM)  
 Golden Thoughts (WSUN,  
 WMBC)

## PROGRAM TITLES—Continued

- Golden Thoughts—Ben and Bob (KFUO)  
 Golden Treasures (KJBS)  
 Golden Treasury, The (WCBA-WSAN)  
 Golden Tunes (CHAB)  
 Golden West Cowbells (KMTR)  
 Goldman Band Concerts (NBC)  
 Golf Airway (KMO)  
 Golf Clinic, The (NBC) (WENR)  
 Golf Nuts, The (WBZ-A)  
 Golf Tips (KGNC)  
 Gondoliers, The (WXYZ)  
 Gondoliers, The Conti (NBC)  
 Good Afternoon, Neighbor (WCAO)  
 Good Cheer Club (WCLO)  
 Good Cheer Service (WORL)  
 Good Coffee Boys (WDOD)  
 Good Deed Club, The (CKOC)  
 Good Evening Orchestra (WKZO)  
 Good Evening Time (WHO)  
 Good Gulf Gang (KIUN)  
 Good Mornin' (WSAU)  
 Good Morning (KGO-KPO, WDEV, KVOR, CJCA, WSAU)  
 Good Morning Club (WJAG)  
 Good Morning Family (KWBG)  
 Good Morning Farm Hour (CFCO)  
 Good Mornin' Farmer (CFCO)  
 Good Morning from Cleveland (WCLE)  
 Good Morning Hour, The (KSTP)  
 Good Morning, Judge (WMBR, KSL)  
 Good Morning Man (WCOA, WJNO)  
 Good Morning March (KOBH)  
 Good Morning Melodies (WTAD)  
 Good Morning, Mrs. Home-maker (WHBB)  
 Good Morning Neighbor (KUMA, WCMI, WIBU, KPMC)  
 Good Morning Neighbors (KFPY, KGNC)  
 Good Morning Review (WOV)  
 Good Morning Rhythms (WDAE)  
 Good Morning Time (WHO)  
 Good Morning Tonight (KGO-KPO)  
 Good Morning to You (KFAB, KFXR)  
 Good Neighbor, The (WHP, WMBD)  
 Good Neighbor League (CBS)  
 Good Neighbor Parade (WWSW)  
 Good Neighbor Programs (WHIO)  
 Good Neighbors (CKLW, WNOX)  
 Good Neighbors of Hollywood (KMTR)  
 Good News (KLPM, KGB)  
 Good News! (WJW)  
 Good News Half-Hour (WCLO)  
 Good News in Song (WMIN)  
 Good News Magazine (KDKA)  
 Good News of 1938 (WHN)  
 Good News Program (KLPM)  
 Good News Tunes (WIND)  
 Good Old Days, The (NBC)  
 Good Old Timers (WFAA, KABC)  
 Good Samaritan, The (WSB)  
 Good Ship Treasure Chest (WIS)  
 Good Time Grab Bag (WTMV)  
 Good Time Society (WENR)  
 Good Will Ambassador (WHB, WJR)  
 Good Will Court (WMCA)  
 Good Will Family (KWTO)  
 Good Will Forum, The (WSPR)  
 Good Will Half Hour (KFOR)  
 Good Will Hour (WMCA)  
 Good Will Industries (KOA)  
 Good Will Program (WAVE)  
 Good Will Union Programs (WINS)  
 Goodwill Entertains (WGRC)  
 Goodwill Hour, The Adams (WADC)  
 Goodwill Tenor (WGRC)  
 Goofies, The (CKCL)  
 Goofs (WEEI)  
 Goofus Club (KONO)  
 Goofus Gang, The (WRVA)  
 Goofy Club (WALA, WCOA)  
 Goofy Tone Follies (KXBY)  
 Goopy Geer (KMBC)  
 Goose Creek Parson (CBS)  
 Gopher Bulletin (WTCN)  
 Goshen Hour (WTRC)  
 Gospel Call, The (WEED)  
 Gospel Duo (KGNF)  
 Gosnel Fireside Hour (CJRC)  
 Gospel Hour (KVOA, KFUE, KHSL, WDEV)  
 Gospel Hour, The Farmer-Stockman (WKY)  
 Gospel in Song (KFUE)  
 Gospel Joy Bringers (CKCR)  
 Gospel Meditation (WHJB)  
 Gospel Meditations (KROY)  
 Gospel Melodies (WHBB, CKCR)  
 Gospel Melody Hour, Byron's (WHEB)  
 Gospel Mint (WEXL)  
 Gospel Pianist (WMBR)  
 Gospel Rhythm Makers (WSPA)  
 Gospel Singer, The (WBZ-A)  
 Gospel Singer, The Holsum (KFPW)  
 Gospel Singer, Pennsylvania's (WRAC)  
 Gospel Singers (KFUE, WJAG, WCAP, WSAU)  
 Gospel Sunshine Hour (WTRC)  
 Gospel Thought Hour (KGCX)  
 Gospel Train, The (KRE)  
 Gospel Trio, The (KVID)  
 Gospelsaire, The (WDEL)  
 Gospelsaires, The (WFTC)  
 Gossip Behind the Microphone (CBS)  
 Gossip of the Stars (WWJ)\*  
 Gossipers, The (KMOX)  
 Gotham String Quartet, The (WOR)  
 Gothamares, The (CBS)  
 Gothic Echoes (NBC)  
 Government and Home (CBS)  
 Government Club (NBC)  
 Governor's Time, The (KIDO)  
 Grab Bag (KDKA, KGNC, WTNJ, KFNF, KGO-KPO, KONO, CHWK)  
 Grab Bag Program (KFNF)  
 Grace and Eddie Albert (NBC)  
 Grace Fresh (WCAO)  
 Grace Notes (CBS)  
 Grady Cole (WBT)  
 Gramophone Echoes (WSBT-WFAM)  
 Grand Canyon Program (NBC)  
 Grand Central Station (NBC)  
 Grand Hotel (NBC)  
 Grand Junction (WAPI)  
 Grand Moments from Great Music (WOMT)  
 Grand Ol' Opry (WSM)  
 Grand Old Singin' Convention, The (WBRC)  
 Grand Ole "Finalie," The (WHBB)  
 Grand Opera, American Radiator (NBC)  
 Grand Opera Concert (CBS)  
 Grand Opera Miniatures (CBS)

PROGRAM TITLES—Continued

- Grand Piano Boys (CBS)**  
**Grand Piano Tunes (WMMN)**  
**Grand Prize Eurekas, The (NBC)**  
**Grand Rapids Matinee (WEBC)**  
**Grand Stand and Band Stand (WMCA)**  
**Grandfather's Clock (WWSW)**  
**Grandma Dances (CKCL)**  
**Grandma Goes Modern (WCAU)**  
**Grandma's Grammer (WHBQ)**  
**Grandma's Night Out (WMCA)**  
**Grandma's Night to Howl (WEST)**  
**Grandmother's Trunk (NBC)**  
**Grandpa and Snuggins (WCAU)**  
**Grandpa Burton (NBC)**  
**Grandpap and His Barn Dance (WSVA)**  
**Grandstand, The (WKY)**  
**Grandstand Gossip (KXBY)**  
**Graney's Sport Review (WJAY)**  
**Granges on Parade (KFIO)**  
**Grangeville Folks (WDAS)**  
**Granny Stubbins (CHAB)**  
**Granny's Stories (CHRC)**  
**Grant Park Concerts (NBC)**  
**Grant Snooper, The (KBIX)**  
**Grasso Choral Group, The (WFLA)**  
**Great American Tourist (CBS)**  
**Great Americans (WBIL)**  
**Great Artists (WCLE)**  
**Great Birthdays of History (WDR)**  
**Great Guns (KFI)\***  
**Great Inventions (CKY)**  
**Great Lakes Revue (CBS)**  
**Great Lakes Spelling Bee (WJAY)**  
**Great Masters Come to Life, The (WSPD)**  
**Great Men and Great Moments (WOKO)**  
**Great Men in Great Crises (KFUO)**  
**Great Moments in History (KGW-KEX)**  
**Great Moments in Science (NBC)**  
**Great Moments of History (NBC)**  
**Great Names in Washington History (WOL)**  
**Great Old Songs (KONO)**  
**Great Personalities (NBC)**  
**Great Plays (NBC)**  
**Great Waltz (NBC)**
- Great Western Chefs (WDAF)**  
**Greater Boston High School Radio News Service (WCOP)**  
**Greater Louisville Hour (WHAS)**  
**Greater Vox Pop (KTRH)\***  
**Greatest Hymns in the Light of the Greatest Book (KFUO)**  
**Greek Athenian (WMBC)**  
**Green Bottle Tavern (WSAI)**  
**Green Hornet, The (WXYZ)**  
**Green Joker, The (RRI)**  
**Green Mansions (KSFO)**  
**Green Mountain Boys (NBC)**  
**Green Mountain Time (WEBQ)**  
**Green Room (WBRB)**  
**Green Room Echoes (WORLD)**  
**Green Valley Ranch Boys (CKMO)**  
**Greenfield Village Chapel (CBS)**  
**Greetings from Old Kentucky (WHAS)**  
**Grenadiers, The Grant (KDYL)**  
**Grey Velvet Moods (KMBC)**  
**Greyhound Gus (WDBO)**  
**Grid Gags (KTAT)**  
**Gridiron Echoes (WQAM)**  
**Gridiron Four (WCCO)**  
**Gridiron Glimpses (WHAS)**  
**Gridiron Guesses (KGB)**  
**Gridiron Review (KGMB, WTMJ)**  
**Gridiron Smoker (WHN)**  
**Grimshaw Concert Party, The (CFLC)**  
**Gringola (WIND)**  
**Grits and Gravy (KWKH)**  
**Grocery Clerks, The (KTAT)**  
**Grocery Puzzles (KGNC)**  
**Grouch Club (KFVD)**  
**Grouch Club Convention (KFWB)**  
**Growin' Up (KFWB)\***  
**Grummits, The (NBC)**  
**Guardians of the Highway (WHO)**  
**Guardsman's Chorus (WCCO)**  
**Guardsmen (KGO-KPO)**  
**Guess Again (CKBI, WHBF)**  
**Guess Artist (WCBS)**  
**Guess Night (WGES)**  
**Guess the Orchestra (WAAW)**  
**Guess Time (KLS, WFBC)**
- Guess What? (KLPM)**  
**Guess What Program (KGCX)**  
**Guess Who? (CJCA, WKY, WTMJ, WWSW, KGNO, WDR)**  
**Guessing Games (KABR)**  
**Guest Artists, WTJS (WTJS)**  
**Guest of the Evening (KGW-KEX)**  
**Guest Program (WQDM)**  
**Guest Stars (CJRC)**  
**Guide, Richmans' (KMTR)**  
**Guide to Happiness (WGAR)**  
**Guide to Health (WAPI)**  
**Guiding Light, The (NBC)**  
**Guitars Strumming (CHRC)**  
**Gulf Coast Harmony Moments (WGCM)**  
**Gulf Stream Fishermen, The (WBRC)**  
**Gumps, The (CBS)**  
**Gun Smoke Law (NBC)**  
**Gunn's Sport Shots (WCSC)**  
**Gunsmoke Trail (KIRO)**  
**Gus Clark Review (WXYZ)**  
**Gus Edwards' School Days of the Air (KFWB)**  
**Gus Haenschen's Parade of Melody (NBC)**  
**Gus Van—the Keds Man (NBC)**  
**Guy Hedlund and His Playhouse (WTIC)**  
**Guy in the Gutter, The (KXBY)**  
**Guy Windrom Edits the News (WTJS)**  
**Gwen McCleary (IBS)**  
**Gwendolyn Farrell (WBIG)**  
**Gypsiana (KGO, KPO, WFBL)**  
**Gypsies, The A & P (NBC)**  
**Gypsies of Hungary (WJAY)**  
**Gypsy Airs (WFIL)**  
**Gypsy Camp (CBS)**  
**Gypsy Caravan (CKCD)**  
**Gypsy Ensemble (WDR)**  
**Gypsy Fiddles (KGO-KPO)**  
**Gypsy Jack and Tina (WOW)**  
**Gypsy Moods (WHK, WRUF)**  
**Gypsy Music Makers (CBS)**  
**Gypsy Revels (KYW)**  
**Gypsy Serenade (CKAC, KGVO)**  
**Gypsy Serenaders (WHIO)**  
**Gypsy Stardust (KXBY)**  
**Gypsy Strings (KFPY)**  
**Gypsy Trail (WKOK)**  
**Gypsy Trails (KMTR)**

PROGRAM TITLES—Continued

# H

- Hacienda Fiesta, El (KYOS)  
 Hacienda Melodies (NBC)  
 Hadassah Programs (NBC)  
 Hagan Family (WPHR)  
 Hail West Virginia (WMMN)  
 Hal Nichols and His Bad Pennies (KFOX)  
 Hal Nichols' School Kids (KFOX)  
 Hal Totten on Sports (NBC)  
 Hal Wants to Know (WIBU)  
 Hal Warner, The Talent Scout (WDAS)  
 Half Century Club, The (WCMI)  
 Half-Forgotten Americans (KHJ)\*  
 Half Hour Abroad, A (CJRM)  
 Half Hour for Men (NBC)  
 Half Hour in Good Taste (KOAC)\*  
 Half Hour in the Nation's Capitol (NBC)  
 Half Hour in ¼ Time (WOR)\*  
 Half Hour Organ Recitals (KFUO)  
 Half Hour with My Bible (KMMJ)  
 Half Hour with the Poets (WBZ-A)  
 Half Past Eleven (WGY)  
 Half Remembered Rhymes (WHAM)  
 Half Ton of Rhythm (WPAY)  
 Half-Wit Hotel (WMBH)  
 Hall of Fame (WTIC)  
 Hall of Fame, The Connecticut (WERY)  
 Hallelujah Hour (KHJ)  
 Haller Harmonie Honeys (WJAS)  
 Halligan Demitasse, The (WMT)  
 Hall's Whos'it Hour (KFH)  
 Ham 'n' Eggers (KROY)  
 Hamilton Brown Sketch Book (NBC)  
 Hammerstein Music Hall (CBS)  
 Hammond Harmonies (CKBI, WCBS)  
 Hammond Shopper (WIND)  
 Hammond Tunes in Black and White (KFBI)  
 Hamond Hi Lites (KSOO)  
 Hanakoa Hawaiians (CKTB)  
 Hancock Ensemble (KHJ)  
 Hand of Friendship (KMPC)  
 Hands Up (WMBC)  
 Handball Hand-Book, The (WHBQ)  
 Handicap Hour (WJW)  
 Hands Across the Table (CFAR)  
 Handwriting Sherlock (KLZ)  
 Handy Ads (KSUB, WMBH)  
 Handy Man (KTSA)  
 Hangar Chats (KMPC)  
 Hank and Herb (WHAM)  
 Hank and His Guitar (KVGB)  
 Hank and Slim (WBT)\*  
 Hank Keene's Connecticut Hillbillies (WTIC)  
 Hank Simmons Show Boat (CBS)  
 Hank, the Yodeling Ranger (CHNS)  
 Hank's Hay Barn (KFEQ)  
 Hans and Syd (WOV)  
 Hap Tulliver (NBC)  
 Happier Lives (WBZ-A)  
 Happily Ever After (WFBR)  
 Happiness Ahead (KMBC, KVOS)  
 Happiness Boys (NBC)  
 Happiness Circle (WMCA)  
 Happiness Express (WTMV)  
 Happiness Herald (WTMV)  
 Happiness Hour (WEBQ, WATR, WTMV)  
 Happiness House (KABC, WXYZ, KXBY)  
 Happiness Review (WIND)  
 Happiness Village (WBRB)  
 Happy and His Accordion (KTUL)  
 Happy Bachelors (CKWX)  
 Happy Birthday to You (CKBI, WEED)  
 Happy Chappies (KMPC, IBS)  
 Happy Days (WNBH)  
 Happy Days in Dixie (WCKY)  
 Happy Feet (WSUN)  
 Happy Footmen, The (WSBT-WFAM)  
 Happy Four, The (KVOL, WGBI)  
 Happy Gang, The (CRCY)  
 Happy-Go-Lucky Hour (KFRC, KHJ)  
 Happy-Go-Lucky Time (WJJD)  
 Happy Half Hour (WDEV)  
 Happy Hal's Barn Dance (WMCA)  
 Happy Hank (WGY)  
 Happy Harmonies (KMTR, WIND, WJJD, WJBO)  
 Happy Harmonizers (KFXR)  
 Happy Harmony Four (CFLC)  
 Happy Hayseeds (KGDM)  
 Happy Herb (KMOX)  
 Happy Hollow (KMBC)  
 Happy Hollow Barn Dance Varieties (KMBC)  
 Happy Home Reporter (WBBM)\*  
 Happy Home Revue (WPHR)  
 Happy Homemakers (KFVS)  
 Happy Homemaking (WTIC)  
 Happy Homes (KHJ)  
 Happy Hopkins Family (KOA)  
 Happy Hour, The (WBRC)  
 Happy Hour, Whalen's (WVFW)  
 Happy Hour Club (WMBC)  
 Happy Hunters (KMOX)  
 Happy Irving Kaufman (WHN)  
 Happy Jack (WENR)  
 Happy Jack and Sourpuss (WIBX)  
 Happy Jack Smith (WORL)  
 Happy Joe's Quiz (CKLW)  
 Happy Johnny and His Radio Gang (WBAL)  
 Happy Kitchen (KMBC)  
 Happy Landing (CJCA)  
 Happy Larry (WHKC)  
 Happy Laundryman, The (WKY)  
 Happy Mammy Jinny (KGER)  
 Happy Minstrel (CKTB)  
 Happy Moments (WCBS)  
 Happy Rangers, The (WINS)  
 Happy Repairmen (KYA)  
 Happy Rhythm (WXYZ)  
 Happy Sally (KGDE)  
 Happy Scandinavians (WLTH)  
 Happy Tho Married (WLTH)

PROGRAM TITLES—Continued

- Happy Time, The Del Monte (KGO-KPO)  
 Happy-Timers (KFRC)  
 Happy Times (WLW)  
 Happy Train (WMBD)  
 Happy Tunes (KGO-KPO)  
 Happy Vacation (WBBM)  
 Happy Valley (WCAU)  
 Happy Wonder Bakers (NBC)  
 Happyland (KHSL)  
 Happytime Hoedown (KYOS)  
 Harbor Lights (CHNS, KGO-KPO)  
 Harbor of Harmony (KGCX, KUOA)  
 Harbor of Hope (KMPC)  
 Harbor of Memories (KMPC)  
 Harbour Lights (CHNS)  
 Hardware Hints (KPDN)  
 Hardwick Court (WLVA)  
 Haring Sisters (KFIZ)  
 Harlem Family (WMCA)  
 Harlem Frolics (NBC)  
 Harlem Harmonies (WRUF, KFPY)  
 Harlem Prayer Meeting (WBNX)  
 Harlem Review (KFVD)  
 Harlem Revue (NBC)  
 Harlem Rhythm (WIL)  
 Harlem Serenade (CBS)  
 Harlem Specialties (KFJZ)  
 Harlem Swingsters (WAAW)  
 Harlem Varieties (WMCA)  
 Harlemania (KWTO)  
 Harmanias (WESG)  
 Harmonaires (WKOK)  
 Harmonicers (WFAM, WBZ-A)  
 Harmonettes (WDEV, WAAT)  
 Harmonic Beats (KELO)  
 Harmonica Rogues (KFIZ)  
 Harmonies (WTJS)  
 Harmonies and Contracts (CBS)  
 Harmonium Harmonies (KYOS)  
 Harmony and Discord (KGVO)  
 Harmony Boys (WDR, WMBG)  
 Harmony Cottage (WAAT)  
 Harmony Court (KSL)  
 Harmony Four (WRGA)  
 Harmony Girls (WDR)  
 Harmony Hall (CJRC)  
 Harmony Halos (WWVA)  
 Harmony Handicap (KGLO)  
 Harmony Harbor (KGU)  
 Harmony Highways (WKRC)  
 Harmony Hits (WBNF)  
 Harmony Hodge Podge (KGVO)  
 Harmony Hotel (WHB)  
 Harmony House (KNX, WBZ-A)  
 Harmony Isle (WEMP)  
 Harmony Lane (KGO-KPO)  
 Harmony Road (WBNX, WDNC)  
 Harmony Sisters (WAGM)  
 Harmony Trails (WFIL)  
 Harmony Twins (KIUL, WGY)  
 Harold Dana in Your Songs and His (KGO-KPO)  
 Harp Old Timers (KGFF)  
 Harpstrings (WTAM)  
 Harriet Hans (KCKN)  
 Harriette Holmes (WLVA)  
 Harriman Says (WNBH)  
 Harrison Jubilee Choir (WMCA)  
 Harry T. Burleigh Singers (WPHR)  
 Harry Cool and the Harmonettes (KMOX)  
 Harry Horlick and His A & P Gypsies (NBC)  
 Harry Kogen Orchestra (WENR)  
 Hartford Entertains (WTHT)  
 Hartford on the Air (WTIC)  
 Hartford Public Schools Program (WDR)  
 Hartford School of the Air (WDR)  
 Hartford Speaks (WTHT)  
 Hart School of Music Program (WDR)  
 Harv and Esther (WABC)\*  
 Harvester Harmony (KGVO)  
 Harvesters, The (WMBG)  
 Harvey Hays (WMAQ)  
 Haskin Questions (KFIZ)  
 Hat Box (WCHS)  
 Hatchery Boys (WAAW)  
 Hats Off (WHBF)  
 Haunted House (CBS)  
 Havana Nights (WHN)  
 Have You a Job? (WATR)  
 Have You Had Your Swing Today? (WSUN)  
 Have You Heard? (KSL, WTAG, KVI, KOL)  
 Have Women Made Good in Government (NBC)  
 Haven McQuarrie Presents (NBC)  
 Haven of Rest (KECA)  
 Haverty's Swingtime (WCSG)  
 Hawaii Calls (KGMB)  
 Hawaii Serenades (KGMB)  
 Hawaii—the Land of Make Believe (WDOD)  
 Hawaiian Echoes (WRUF, WRGA, KRKO, WHIO, WJJD, KEPY, WAYX)  
 Hawaiian Harmonies (KABC, KFJZ)  
 Hawaiian Harmony (KGVO)  
 Hawaiian Holiday (CJCA)  
 Hawaiian Magic (WHBB)  
 Hawaiian Melodies (KHSL)  
 Hawaiian Moods (KLO)  
 Hawaiian Moon (KNX)\*  
 Hawaiian Revelers (WMCA)  
 Hawaiian Reveries (KVOA)  
 Hawaiian Serenade (WIND)  
 Hawaiian Serenade, The Heinz (KGMB)  
 Hawaiian Serenaders (WRDW, WDBO)  
 Hawaiian Shadows (CBS)  
 Hawaiian Strings (WHEB)  
 Hawaiian Troubadors, The (WRR)  
 Hawaiianeers (WROL)  
 Hawaiians, The Hopele (CJRC)  
 Hawaiians, The Kelvinator (WGY)  
 Hawk, The (KGEZ, Mac G)  
 Hawthorne House (KGO-KPO)  
 Hawtrey of the Mounted (WGY)  
 Hay Balers (CKCR)  
 Hay Ride, The (WBRC, WCPO)  
 Hayden Planetarium Talk (WINS)  
 Hayden's Noon-day Varieties (WOW)  
 Hayloft, The (WFAS)  
 Hayloft Hi-Jinks (WEBQ)  
 Hayloft Hoosiers (KTUL)  
 Hayloft Jamboree (WAPL, WCAX, WSBT-WFAM)  
 Hayride, The (WJRD)  
 Hayriders (KFVS)  
 Hazel and The Rhythm Rogues, with Guest (WSUN)  
 Hazel Johnson's Memory Program (KFYR)  
 He, She and They (CBS)  
 Headin' South (NBC)  
 Headline Analyzer—William Winter (WBT)  
 Headline Flashes (WTCN)  
 Headline Heroes (WLW)  
 Headline Highlights (KMOX, WGY)  
 Headline News (KRSC, WGAR, WIRE, WJR)  
 Headline of the Day, The (WTOC)  
 Headline Parade (CHML)  
 Headline Personalities (KERN, WSPR)  
 Headliner, The (WBBM)  
 Headliners—1937 (KOL)

PROGRAM TITLES—Continued

- Headlines (KFNF, WGR)  
 Headlines, The Hormel (MWR)  
 Headlines, The KERN (KERN)  
 Headlines, The KFRU (KFRU)  
 Headlines, The KFNF (KFNF)  
 Headlines, The WINS (WINS)\*  
 Headlines and Bylines (CBS)  
 Headlines and Harmony (WIND)  
 Headlines for the Housewives (WIP)  
 Headlines for Tomorrow (WBNS)  
 Headlines from Home (KFI, KECA)  
 Headlines from the Past (WKY)  
 Headlines in the Making (WBT)  
 Headlines in the News (WHO, WPTF, WWVA)  
 Headlines of Other Days (WGN, WTCN)  
 Headlines of the Air (WIL)  
 Headlines of the Week (KMOX, WDAF)  
 Headlines of Yesterday (WBNS, KFOR, KOY)  
 Headlines of Yesteryear (WCKY)  
 Headlines on Parade (WKBW)  
 Healanl of the South Seas (NBC)  
 Health and Beauty (KTUL)  
 Health and Happiness (WFLA)  
 Health Express (KGA)  
 Health Hunters (WGY)  
 Health Parade, The (KGNC)  
 Health Reporters (CJRC)  
 Health Review (CKY)  
 Health Spot (WROL)  
 Health Tales—Madeline Meredith (WSAZ)  
 Health Talk (WFIZ)  
 Health Talks (WSBT)  
 Health Talks by the Matron (CFCF)  
 Health Winners (WHA)  
 Healthcaster (WMCA)  
 Hearing America (WOR)\*  
 Hearing the Symphonies (CJIC)  
 Heart and Hearth (KFUO)  
 Heart and Home Harmonies (CJRC)  
 Heart Beats of Atlanta (WSB)  
 Heart of Illinois News (WMBD)  
 Heart of the News (WBBM)\*  
 Heart Song (WMBC)  
 Heart Songs (CHNS, RRI, WAPI)  
 Heart Throbs (KFUO)  
 Heart to Heart (KGB)  
 Heart to Heart Club (WGN)\*  
 Heart to Heart Talk (KG CX)  
 Heart to Heart with You (KFUO)  
 Heartache Harbor (WKBW)  
 Hearth and Home (KFUO, WMIN)  
 Hearth and Home Hour (KBTM)  
 Hearth Harmonies (KYOS)  
 Hearts Adrift—The Friendship Mart (WCOP)  
 Hearts in the Hills (WTMV)  
 Hearts Up (WAGF)  
 Heartstring Tugs (WSAI)  
 Heat Wave (WISN)  
 Heaven and Home Hour (WCB D)  
 Hecklers Paradise (WHBQ)  
 Heck's Bike Shop (KFOQ)  
 Hector Sage, State Crossroads News Correspondent (WHDL)  
 Heel Hugger Harmonies (NBC)  
 Heidelberg Grenadiers (KMAC)  
 Heinie and Carl (WOW)  
 Heinie and His Grenadiers (WTMJ)  
 Hektor—the Scotch Heating Engineer (WADC)  
 Held for Ransom (WOR)\*  
 Helen Hayes (NBC)  
 Helen Jane Behike (WMAQ)  
 Helen Nugent (WLW)  
 Helen's Home (WBAP)  
 Hellenic Catholic Hour, The New England (WORL)  
 Hellenic Dawn (WORL)  
 Hello from Hollywood (KRGV)  
 Hello Gang (WGRC)  
 Hello, Hello, Sportsmen! (CKAC)  
 Hello Hollywood (KFAC)\*  
 Hello, Housewife (WFBR)  
 Hello, Ladies! (KDYL)  
 Hello Marie (WCFL)\*  
 Hello, Michiana (WSBT-WFAM)  
 Hello, Neighbor (WCAE, KABC)  
 Hello, Ohio (WBNS)  
 Hello, Peggy (WBS)  
 Hello, The North (CJCA)  
 Hello, There (WCLE)  
 Hello, World (KLZ)  
 Hell's Kitchen (WMCA)  
 Help the Needy (WMBR)  
 Help Thy Neighbor (KHJ, WCHS)  
 Help Your Neighbor (WSYR)  
 Helpful Harry (CHRC)  
 Helpful Harry's Household Hints (WBS, KGO-KPO)  
 Helpful Hints (KGO-KPO)  
 Helpful Hints Exchange (WTAG)  
 Helping Hand, The (WMCA)  
 Helpless Hal, the String Saver (WNBC)  
 Hemenway's Headlines (KALB)  
 Hemingways, The (WNAC)\*  
 Hemlock Tree, The (KGW-KEN)  
 Hencacklers (WPAY)  
 Henning Sisters (KGF'W)  
 Henri and the Kids (WCSC)  
 Henry and Jerome (WHB)  
 Henry Burbig in Musical Varieties (NBC)  
 Henry Busse and Orchestra (NBC)  
 Henry Morgan's House Party (WNAC)  
 Henry M. Neely—Garden Talk (NBC)  
 Herald Headlines (WGCM)  
 Herb Cook and Three Little Words (WHB)  
 Herb Dana on Football (KGO-KPO)  
 Herbert Claytor and Company (WPHR)  
 Here and There (KFUO)  
 Here and There Happenings (WVFW)  
 Here and There in Music (KGVO)  
 Here and There in Radio (KARK)  
 Here and There in the Headlines (WOAD)  
 Here and There in the News in North Iowa (KGLO)  
 Here Come the British (KONO)  
 Here Comes the Band (WAVE, WCAX)  
 Here Comes the Bunny (WQAM)  
 Here, There, and Everywhere (KTUL)  
 Here's Health (KFOR)  
 Here's Luck (KTAT)  
 Here's to Dancing (WHLB)  
 Here's to You (KYOS)  
 Here's to You—News (WBRC)  
 Herman and Banta (NBC)  
 Herman and Peggy KFVS)  
 Hermit's Cave (WJR)\*  
 Hermosa Harmony (KIUP)  
 Heroes and Patriots (NBC)  
 Heroes Meet When (CBS)  
 Heroes of Health (NBC)  
 Heroes of History (WHA)

PROGRAM TITLES—Continued

Heroes of the Church (CBS)  
 Heroes of Today (WJR)  
 Heroes on Parade (WSPD)  
 Herr Fritz (KFVS)  
 Hershfield's Laugh Parade (WMCA)  
 Hessenbergers (NBC)  
 Heure Provinciale (CKAC)  
 Heward's Orchestra (CFLC)  
 Hey, Mr. Motorist (WOWO, WGL)  
 Hi-Boys (WGY)  
 Hi-Grade Melodies (KMBC)  
 Hi-Hilarities (MacG)  
 Hi-Jinks, The Franco (KFWB)\*  
 Hi-Lites in the News (WEBQ)  
 Hi, Neighbor (WJR, WSPA, WAIM)  
 Hi Perkins Barn Dance (WDAY)  
 Hi-Plane Pilots, The (WRVA)  
 Hi, Professor (WAVE)  
 Hi-School Hi-Lights (WAVE)  
 Hi-School Hour, The Albuquerque (KOB)  
 Hi Sucker (K TSA)  
 Hi There, Audience (WOR)  
 Hi-Toots (KGHL, WT NJ)  
 Hi 'Y' All (WHBQ)  
 Hickey Ree Nuts (WGAR)  
 Hickey and His Hickory Nuts (WWL)  
 Hics from the Sticks (KMO)  
 Hickville Nuts (WSBT-WFAM)  
 Hidden Treasures (KFUO)  
 High and Low (IBS)  
 High-Flyers, The (KFIZ, WTMJ)  
 High Gear (CBS)  
 High Jinx (KGA)  
 High Lights of the Week's News in Review, The (WGTM)  
 High Noon Heat Wave (WIND)  
 High Noon Hi Jinks (WBAL)  
 High Priests of Harmony (WGY)  
 High Rock Jamboree (WFMD)  
 High School Amateur Hour (WMCA)  
 High School Amateur Program (WTAR)  
 High School Drama, The (WTAG)  
 High School Football Forum (WNEW)  
 High School Forum (WBRB)  
 High School High Lights (WAVE)  
 High School Hour (KGO-KPO, WFBM)  
 High School News Reporter (KVI)  
 Highschool of the Air (WFIL)  
 High School Opportunity Club (WMCA)  
 High School Reporter (K VGB, WMCA)  
 High School Students Fountain Hour (WSAI)  
 High School Students Solo Singing Contest (NBC)  
 High School Varieties (WCAP)  
 Highland Park (KFVD)  
 Highlander Hillbillies (KGVO)  
 Higher Octanes (WBAP)  
 Highlighting Your Radio Day (WMBH)  
 Highlights (CJRC, KIDW)  
 Highlights, The Hammond (KELO)  
 Highlights and Harmonies (NBC)  
 Highlights and Headlines (WRC)  
 Highlights and Oddities in the News (WDRC)  
 Highlights from Latin America (NBC)  
 Highlights from the World of Sport (CJRM)  
 Highlights in Civic Pride (WPHR)  
 Highlights in Connecticut Sports (WDRC)  
 Highlights in Music (WRR)  
 Highlights in the Headlines (WGRC)  
 Highlights in the State Legislature (WMCA)  
 Highlights of Sport (KMBC, WPHR)  
 Highlights of the Day's News (KFVS)  
 Highlights of the Headlines (WACO)  
 Highlights of the News (WCHV)  
 Highlights of the Week (KDYL)  
 Highlites, The Fisk (WDNC)  
 Highroad of Adventure (NBC)  
 Highway of Melody (CKWX)  
 Highway Parade (WSAU)  
 Highway Patrol, The (KLO)  
 Highway Safety (WDRC)  
 Highway Safety Clinic (WAAB)\*  
 Highways and Speedways (WMCA)  
 Highways of Rhythm (WISN)  
 Highways to Happiness (KMPC)  
 Hiking Thru the British Isles (CFRN)  
 Hilda King (WCAO)  
 Hill & Dale (KOL)  
 Hill Billie Flappers (KTUL)  
 Hillbillies (KGO-KPO)  
 Hill Billy Amateur Contest, The (WLVA)  
 Hillbilly Band (WSPA)  
 Hillbilly Boys (WBAP, WOAI)  
 Hilly Billy Follies of 1939 (WCOA)  
 Hill Billy Harmonies (WTJS)  
 Hill Billy Harmony (KGVO)  
 Hill Billy Heart Throbs (NBC)  
 Hillbilly Highlights (WROL)  
 Hill Billy Hi-Jinks (KFPY)  
 Hillbilly Hilda (WICC)  
 Hillbilly Hulabaloo (WCPO)  
 Hillbilly Jamboree (KFRO, WLNH)  
 Hill Billy Plumber (WTMV)  
 Hill Billy Ramblers (WDNC)  
 Hill Billy Rell (KFBI)  
 Hillbilly Roundup (KFRO)  
 Hill-Billy Round-Up, The (WCAX)  
 Hill Billy Swing Session, The (KTOK)  
 Hill Billy Tryouts (WLW)  
 Hill Billy Twins (WMFD)  
 Hillbilly Valley (CHWK)  
 Hill Country Harmonies (WELI)  
 Hills and Plains (WOAI)  
 Hills of Home (WRUF)  
 Hilltop House (CBS)  
 Hilltop Players (KOIL)  
 Hill-Top Rambler (WDEL)  
 Hilton Hints (KFVD)  
 Hinky Dinks Program, The (WLVA)  
 Hints for Ailing Houses (CBS)  
 Hints to Housewives (KGW, KEX)  
 Hints to the Homemaker (KONO)  
 Hiram Horn's Store in Splintersville (KFEQ)  
 Hired Hands, The (WCFL)  
 Hired Hands, Webb's (KMMJ)  
 Hired Help Skylark (WSB)  
 His Father's Brother (WAIM)  
 His Majesty, the Baby (KGNC, WDAY, WMBD, WBT, WHBF, WISN)  
 Historic Headlines (WGN)\*  
 Historic Voices (WNYC)



## PROGRAM TITLES—Continued

- Historical Highlights (WTAG)  
 Historical Sketches (KGO-KPO)  
 History Behind the Headlines (CBS)  
 History Comes to Life (CKNX)  
 History in Action (WHN, FTRD)  
 History in the Headlines (WTIC)  
 History in the Making (WBBM)  
 History in the News (WBT)  
 History Is Made (WFBC)  
 History of Art (CJRM)  
 History of Medicine (NBC)  
 History of the Near East (WILL)  
 History Period (KFUO)  
 History Repeating Itself (WHN)  
 History Was Made Where You Live (WGY)  
 Hit of the Day, The (CKSO, WHAM, WKZO, CKWX, WIP)  
 Hit Parade (WCBS)  
 Hit Parade, The (WLNH) (WLNH)  
 Hit Revue (KFVS, KMTR, WSPD)  
 Hit-Tune-Parade, The (Cline-Vick (WEBQ)  
 Hit Tune Parade, The (Variety (WEBQ)  
 Hit Tunes of the Week (WVVA)  
 Hit Wits (KEX)  
 Hitch Hikers (NBC)  
 Hitching Your Hobby (WMCA)  
 Hits and Bits (KSOO, WATR)  
 Hits and Encores (CJRC, CKCL, WFBC, KXBY, WBS, CHSJ)  
 Hits and Headlines (WAAT, WJIM)  
 Hits by the Tea-Timers (WCHV)  
 Hits for You (WSAU)  
 Hits from Broadway (WGY)  
 Hits from Hollywood (WHB, WAAW)  
 Hits from Shows (WGY)  
 Hits from the Operettas (WCAE)  
 Hits from the Show (WBZ-A)  
 Hits from the Shows (WGY)  
 Hits from Today's Movies (WCAZ)  
 Hits in Review (KTUL, MacG)  
 Hits, Misses, and Hisses (KIRO)  
 Hits of Phonograph Days (WCLO)  
 Hits of the Day (KFXR, WDAS)
- Hits of the Gramophone Days (WCLO)  
 Hits of the Week (WBZ-A, WSAI)  
 Hits of the Weeks (CKNX)  
 Hits of Today and Tomorrow (KTKC)  
 Hits on Parade (KTUL)  
 Hits You're Humming (KROC)  
 Hitwits, The (KGW-KEX)  
 Ho Hum (KFI)  
 Hobbies, Everybody's (WNYC)  
 Hobbies for the Larger Leisure (NBC)  
 Hobby Club (CHNS)  
 Hobby Club, Captain Budds' (KCMO)  
 Hobby Club, The (KLS) (KLS)  
 Hobby Club of the Air  
 Hobby House (WTIC, WHAM)  
 Hobby Hunter (WPAY)  
 Hobby Hunting (WBT)  
 Hobby Lobby (KOBH, WOR)  
 Hobby Man (WGY)  
 Hobby Rider (WGY)  
 Hobnobbers, The (WHKC)  
 Hobos of Harmony (KYOS)  
 Hockey, Imperial Tobacco (CHNS)  
 Hockey School of the Air, The (CBM)  
 Hocus County Headlight, The (KVOD)  
 Hodge Podge (WEXL, WTHT)  
 Hodge Podge Lodge (KHJ, KFRG)  
 Hodge Podge Serenade (KONO)  
 Hodges Harmony Hawaiians (WCHV)  
 Hoisington Revue (KVGB)  
 Holiday Hodge Podge (WOAI)  
 Hollisters, The (WOR)\*  
 Hollyhock Lane (WOWO, WGL)  
 Hollywood Adventures (WTMJ)  
 Hollywood Answer Man (KPMC)  
 Hollywood Barn Dance (KNX)  
 Hollywood Boarding House (KFVD)  
 Hollywood Bowl Concerts (KFI)  
 Hollywood Brevities (WJAS)  
 Hollywood Casting Hour Bureau (KMPC)  
 Hollywood Charm Counselor (KHJ)  
 Hollywood Chatter Box (WIP, KANS)  
 Hollywood Chatterbox, The (KFXR, KMTR)  
 Hollywood Closeups (KFRU, WMBH)
- Hollywood Commentator—Radie Harris (WOR)  
 Hollywood Extra on the Air (KFI)  
 Hollywood Extras on the Air (KECA)  
 Hollywood Fanfares (KWSC)  
 Hollywood Fashions (KSAL)  
 Hollywood Girl (KXBY)  
 Hollywood Gossip (KMTR, WMBC)  
 Hollywood Gossip Club, Jimmie Hall's (WKY)  
 Hollywood Hams (KNX)\*  
 Hollywood Headlights on the Air (WSMK)  
 Hollywood High Hatters (WMAQ, WENR)  
 Hollywood Highlights (WFBM, WNBH, WCHS, WHN)  
 Hollywood Highspots (WTMV)  
 Hollywood Hilites (WFMD)  
 Hollywood Hillybilly (WFTC)  
 Hollywood Hits (WRGA)  
 Hollywood Hotel (CBS)  
 Hollywood Impressions (KTUL, WEBR, WBEN, MacG)  
 Hollywood in Person (KFI)\*  
 Hollywood Lowdown (WDRG, WFBM)  
 Hollywood Mardi Gras (NBC)  
 Hollywood Matinee (KFWB, WISN)  
 Hollywood Melody Shop (KNX)  
 Hollywood News (KHSL)  
 Hollywood News and Previews (WFBC)  
 Hollywood News Flashes (KGW-KEX)  
 Hollywood Newsboy (CBS)  
 Hollywood Newsletter (KGLO)  
 Hollywood Newsreel (CRS)  
 Hollywood Nights (NBC)  
 Hollywood on Parade (KFOR, WBS)  
 Hollywood on the Air (KOBH, WFBC)  
 Hollywood Parade (WISN)  
 Hollywood Playhouse (NBC)  
 Hollywood Premieres (NBC)  
 Hollywood Question Box (KEHE)  
 Hollywood Reporter (WSAI, WIL, KGO-KPO, KTUL)  
 Hollywood Revue (WJAY)  
 Hollywood Room Recipes (WOR)\*  
 Hollywood Roundup (KFIZ)

PROGRAM TITLES—Continued

- Hollywood Scrap Book (KEHE)  
 Hollywood Screenscoops (CBS)  
 Hollywood Serenade (KHJ)  
 Hollywood Showcase (KNX)  
 Hollywood Show Shopper, The (WWSW)  
 Hollywood Speaks (KECA, WWSW)  
 Hollywood Sports Camera (KFWB)  
 Hollywood Stand-In (KNX)  
 Hollywood Star Dust (WCOP)\*  
 Hollywood Talent Parade (KFI)\*  
 Hollywood Taxi (KNX)  
 Hollywood Varieties (KGO-KPO, WMCA)  
 Hollywood Whispers (KHJ)  
 Holy Mountains (KFUO)  
 Home and Style Forum (KYA)  
 Home Beautifier (WQAM)  
 Home Beautiful (WJEJ, WMCA, WSAR, KLO, CKLW, WLNH)  
 Home Beautiful Hour, The (KTAR)  
 Home Coming Hour, The (KALE)  
 Home Counsellor (WISN)  
 Home Decorating (CBS)  
 Home Decoration (WFAS)  
 Home Decorator, The (WEBQ)  
 Home Demonstrator, The (KGEZ)  
 Home Economics Talk (NBC)  
 Home Economies (WJR)  
 Home Economist—Ann Russell (KVOR)  
 Home Economist and Stylist—Mary Lang (KGGM)  
 Home Efficiency (CBS)  
 Home Folks (MacG, WOAI, WFAA, WSAU)  
 Home Folks Counsellor (WKY)  
 Home Folks Farm Frolic, The (WPAY)  
 Home Folks' Frolic, The (WPHR)  
 Home Folks Hour (KMOX, WBBM, WCBS, WLVA)  
 Home Folks Hymn Hour (KGAR, WDZ)  
 Home Folks Program (WSVA)  
 Home Folks Rhythm Hour (WDZ)  
 Home Forum, The (CFCY, KFJB, WHIO, KGNO)  
 Home Forum, The KDKA (KDKA)  
 Home Forum Cooking School (WBZ-A)  
 Home Harmonies (NBC)  
 Home Harmonizers (WTMJ)  
 Home Hour (WCSH, WJAX, KGGF, WPG)  
 Home Hour, The Alden (WFAS)  
 Home Hour, The WSFA (WSFA)  
 Home Institute (KGW-KEX, KTUL)  
 Home Lover's Chat (WSOC)  
 Home Lovers' Corner (KTHS)  
 Home Lovers' Program (CJRM)  
 Home Makers' Chat (KGFV)  
 Home Making in the School and Community (KTFI)  
 Home Making Neighbors (WHBF)  
 Home Management (WGN)  
 Home Music Lessons (NBC)  
 Home on the Range (WMFG, KGU)  
 Home Period (KFUO)  
 Home Philosopher (WBRB)  
 Home Planning Series (NBC)  
 Home Rejuvenation Clinic (KTSA)  
 Home Service (KFVS)  
 Home Service Bureau (KHQ)  
 Home Service Director (WSGN)  
 Home Songs (WFMD)  
 Home Speaks, The (WNEW)  
 Home Spun Songs, Old and New (WLNH)  
 Home, Sweet, Home (KFJZ, WSAU, WHJB, WJAX, WHB, KFVS, KGEZ, KOA)  
 Home Symphony, The (NBC)  
 Home Time (WWVA)  
 Home Town Assignment (WHEB)  
 Home Town Boys (WOR)\*  
 Home Town Editor (WBAL)  
 Home Town Forum (WBRB)  
 Home Town Interviews (WBRB)  
 Home Town News (KEHE)  
 Home Town Newspaper (WKZO)  
 Home Towners, The (NBC)  
 Home with Aunt Jane (WINS)  
 Home with Jean Holmes (WINS)  
 Home with the Housewife, At (WJIM)  
 Homecraft Hour (WTHT)  
 Homehelper, The (KDYL)  
 Homeland Hour (WBNX)  
 Homely Philosopher (KFVS, KWKH)  
 Homemade Rhythm (CBS)  
 Homemakers (KMOX, KGB)  
 Homemakers (WESG)  
 Homemakers' Chats (WBZ-A)  
 Homemakers' Chit-Chat (KHSL)  
 Homemaker's Club (KOL)  
 Homemaker's Club of the Air (WOW)  
 Homemakers' Exchange (CBS)  
 Homemakers' Forum (WJIM)  
 Homemakers' Guild, The (WWRL)  
 Homemakers' Half Hour (WOI)  
 Homemaker's Hour (KLZ, WLS, WOPI, WSL)  
 Homemakers, Ltd. (KTAT)  
 Homemakers of the Air (WHN)  
 Homemaker's Ork (WAAT)  
 Homemakers' Pay Days (WJBC)  
 Homemakers' Program (WCOL)  
 Home-Makers' Studio (WTMJ)  
 Homemaking (WBBC)  
 Homemaking Neighbors (WHBF)  
 Homer and Happy (WJEJ)  
 Homespun (WROK)  
 Homespun David and His Sons (KCKN)  
 Homespun Harmonies (WRUF)  
 Homespun Philosopher (WMBR)  
 Homespun Poet, The (WFBR)  
 Homespun Religion (WJBC)  
 Homespun Verse (WSBT-WFAM)  
 Homespun Views on Current News (KFAB)  
 Homestead Harmonies (WFMD)  
 Homesteaders (KIUL)  
 Hometown (NBC)  
 Hometown Dramas (WCCO)  
 Hometown Headlines (KMBC)  
 Hometown Memories (WLS)  
 Hometown Minstrels (KFH)  
 Hometown News, The (KFAB)

PROGRAM TITLES—Continued

- Hometown Newspaper (KTUL)  
Hometown Philosopher (WCAO, WFBR)  
Hometown Reporter (WDAY)  
Hometown Sketches (RRI)  
Homeways to Happiness (WAPI)  
Honey Philosopher (WQDM)  
Homicide Squad (KGW-KEX)  
Honey and Bill (WEAU, WDAF)  
Honey Gal (WHBF)  
Honey Hollow Mountaineers (WFAS)  
Honeyboy and Sassafras (WOAI)  
Honeymoon Travels Into the World of Music (WWL)  
Honeymooners, The (NBC)  
Honk Tonk Revue (KTAT)  
Honky-tonk Review (K TSA)  
Honolulu Messengers (WELL)  
Honolulu Strollers (WBT)  
Honolulu Troopers (WFTC)  
Honoluluans (CBS)  
Honor the Law (RRI)  
Hook, Line and Sinkers (WBT)  
Hoopin' Holler Dude Ranch (KFPY)  
Hoosier Boy (WGRC)  
Hoosier Editor (CBS)  
Hoosier Hop (CBS)  
Hoosier Housewarming (WLW)\*  
Hoosier News Review (WIRE)  
Hoosier Observer (WIND)  
Hoosier Philosopher (WAAF)  
Hoosier Schoolmaster, The (WBAA)  
Hoosier Town Hall (WBAA)  
Hoot Owl Frolic (WOAI)  
Hope Alden's Romance (KBIX)  
Hora Estrella (KONO)  
Hora Portuguesa (WORLD)  
Horace Heidt and His Brigadiers (NBC)  
Horas Felices (WDAE)  
Horicon Handshake, The (WIBU)  
Horror Parade, The (WSYR)  
Horoscope, The (WPG)  
Horse Dealer, The (WDEV)  
Horse d'Oeuvres (CKCL)  
Horse Sense Philosopher (CRS)  
Horse Sense Philosophy (WGY)  
Horton Radio Bridge Party (WCSC)  
Horton Rhyme Time (WQAM)  
Hoskins Family, The (KASA)  
Hospital Broadcast, The (Miami Valley (WHIO)  
Hospital Highlights (WTMV)  
Hospital Register (WMBH)  
Hospital Reports (WJAG)  
Hospitality House (KLZ)  
Hostess Counsel Program (CBS)  
Hostess Hour (KMBC)  
Hostess Hour, The Moxie (NBC)  
Hostess of the Air (WBBC, WCAP)  
Hosts of the Air, Frazers' (KGNO)  
Hot Cake Headlines (KOH)  
Hot Club, The—Ted Locke (WORLD)  
Hot Dates in History (WBS)  
Hot Dates in Music (WJR)\*  
Hot from Hollywood (CBS)  
Hot Off the Press (KONO)  
Hot Peppers (WOWO)\*  
Hot Shots (KDB)  
Hot Spell (WFAM)  
Hot Spot Revue (CKCL)  
Hot Stove League (KMOX, CKCL, WHAM)  
Hot Stove League of the Air (WIP)  
Hot Stove Musicale (WSAI)  
Hot Town (WSAZ)  
Hotel Fantasy (KYA)  
Hotel KoKo (WBRV)  
Hotel Ko-Ko Head (WBRV)  
Hots and Headlines (WGAR)  
Hotshot Varieties (KIDW)  
Hour of Champions (WHN)  
Hour of Charm (NBC)  
Hour of Cheer (WTIC, WICC)  
Hour of Comfort (WSAI)  
Hour of Drama (WHA)  
Hour of Dreams, The (KTOK, WXYZ)  
Hour of Evensong, The (WGN)  
Hour of Friendship (WCFL)  
Hour Glass, The (WPRO, WEEL)  
Hour Glass, Hanley's (WEEL)  
Hour of Good Cheer (CHSJ)  
Hour of Hope (WNEW)  
Hour of Living Art (WFAS)  
Hour of Meditation (KRLD)  
Hour of Memories (WMAQ)  
Hour of Peace (WLBC)  
Hour of Remembrance (KSLM)  
Hour of Romance (KSFO)  
Hour of Smiles (KFJB, WHO)  
Hour of the Nations (WINS)  
Hour of Worship (WGAR)  
Hour That Is Worth While, The (KFBI)  
Hour, The Ideal Fuel (KUOA)  
Hour, The Royal Gelatin (NBC)  
Hour with Shakespeare (NBC)  
Hour with Sigmund Romberg, An (NBC)  
Hour with the Masters (WRUF)  
Hours Ahead, The (KGLO)  
Hours of Great Music (KWSC)  
House Beautiful (WFBM, WHB)  
House Beside the Road (WABC)\*  
House by the Side of the Road, The (WWL, WCBA-WSAN, WROK)  
House Detective, The (NBC)  
House Divided (WABC)\*  
House-Friend, The (WBBC)  
House in the Stars (KGB)  
House of a Thousand Eyes (WBS)  
House of Dreams (KOD, WBZ-A)  
House of Friendship, The (WSJS)  
House of Glass (WJZ)\*  
House of Happiness (WFAA, WWVA, WMC)  
House of Harmony (KRE)  
House of Knowledge, The (CFCY)  
House of Melody, The (KGO-KPO, KDYL)  
House of Music (WHBF, WMCA)  
House of Peter MacGregor (MacG, KGEZ)  
House of Reflections (CFCF)  
House of Song (WAVE)  
House of the Dead (KOL)  
House on the Hill (CBS)  
House of the Philosopher, The (WLAC)  
House of Treasure (KGR)  
House Party (WWJ, WGY)  
House Party, The Colgate (NBC)  
House Party, The WHIO (WHIO)  
House That Jack Built (WNAC, KSL)  
House That Jack and Jill Built, The (KXRO)  
House Undivided (KHJ)  
Houseboat Hannah (WBS)  
Household Chats (WDAF, WGY)  
Household Club (WHB, KSD)

PROGRAM TITLES—Continued

- Household Commentator (WAVE)  
 Household Harmony (KROC)  
 Household Hints (WMCA)  
 Household Hour (WCKY)  
 Household Magazine of the Air (WHEB)  
 Household Music Box (WCAU)\*  
 Householders' Guide (WNAC)  
 Housekeepers Club of the Air (KAWM)  
 Housemakers' Program (WHA)  
 Housewarming (KFRC)  
 Housewives' Chit Chat (KHSL)  
 Housewives' Half Hour (KSAC)  
 Housewives' Hour (WFAS)  
 Housewives' Matinee (WFBR)  
 Housewives' Radio Exchange (WJAR)  
 Housewife's Scrapbook (KFXR)  
 Housewives' Serenade (WRUF, WIBU)  
 How About It? (WHN, WOR)  
 How About Music? (WORL)  
 How Are You? (CFRN)  
 How Can We Stay Out of War? (CBS)  
 How Did You Meet Your Husband? (WKY)  
 How Do You Say It? (WACO)  
 How He Lied to Her Husband (NBC)  
 How I Met My Better Half (KRLD)  
 How Programs Begin (WTJS)  
 How Smart Are You? (WQAM)  
 How Songs Were Born (WHN)\*  
 How the Other Half Lives (WKY)  
 How to Be Charming (NBC)  
 How to Get a Job (KTUL)  
 How to Get the Most Out of Life (CBS)  
 How to Hold a Husband (WMCA)  
 How to Know Your Child (NBC)  
 How to Live (WBBC)
- How to Open a Shop (NBC)  
 How, When and Where to Go in and Around Albuquerque (KOB)  
 How Will You Vote? (WHIO)  
 How Would You Say It? (WEMP)  
 Howard Dandies (WMCA)  
 Howard Ely at the Organ (KMBC)  
 Howard Hale's Musical Snowflakes (WKY)  
 Howard Lanin's Swing Kings (WFIL)  
 Howdy, Judge (WSM)  
 Howdy, Neighbor (KFAB)  
 Howdy, Neighbors (WMBO, KWOS, WMMN, WSAZ)  
 How's Business? (WJR)  
 How's Your Memory? (WHBQ)  
 Hub City Herald (KVID)  
 Huffman Harmonies (KLZ)  
 Hugh Cross and His Radio Pals (WLW)  
 Hughesreels (KGEZ, MacG)  
 Hula Moon (KGU)  
 Hum and Strum Boys (WGY)  
 Human Distortions (WLBC)  
 Human Interest (KIDW)  
 Human Nature (NBC)  
 Human Relations Forum (CBS)  
 Human Side of Art (KCLW)  
 Human Side of Banking (WDNC)  
 Human Side of Music, The (WJAY, WBS)  
 Human Side of Poetry (CKCO)  
 Human Side of Science (KSRO)  
 Human Side of the News, The (NBC)  
 Human Touch, The (KXBY)  
 Human Understanding (KFI)  
 Human Values (WKBW)  
 Humanitarian Hour (WBEN, WHO)  
 Humber Lugs (KYOS)  
 Humdingers (CBL)  
 Humming Bird (WELL)  
 Humor in the News (CKTB)
- Humorous Side of the News (WTCN, WJSV)  
 Humour & Serieux (CKCV)  
 Humpty Dumpty Animal Circus (WHKC)  
 Hungarian Brass Band Concerts (WAWZ)  
 Hungarian Hour (WTMV)  
 Hungarian News (WTNJ)  
 Hungarian Romance (WGES)  
 Hunting Valley Club (WGAR)\*  
 Hurdy Gurdy Man (WGRC)  
 Hurricane Jones (WHN)  
 Hurricanes and Earthquakes (NBC)  
 Husbands and Wives (NBC)  
 Huskin' Bee, The (KTUL)  
 Husky Hall of Fame (KOL)  
 Hutton Corners (WHKC)  
 Hyacinths and Home-making (WHBF)  
 Hyland Echoes (KFXD)  
 Hymn Book, The (WBNX, WRR, WCAZ)  
 Hymn Book of Melody (KYOS)  
 Hymn Harmony (WAPI)  
 Hymn Singer, The (WDAY)  
 Hymn Singing Time (WDNC)  
 Hymn Singin' Time (WPTF)  
 Hymn Talks (KFUO)  
 Hymn Time (KROY, WGRC, WMBD, WTJS, WAIM)  
 Hymn Time at Aunt Mary's (WMFD)  
 Hymner, The (KHUB)  
 Hymnfest (KIDW)  
 Hymnology (WBNX)  
 Hymns and Their History (WHIO)  
 Hymns by Charles Lee (WDOD)  
 Hymns of All Churches (CBS)  
 Hymns of Cheer (WOW)  
 Hymns of Memory (CKCD)  
 Hymns of the Churches (KFXD)  
 Hymns You Love (WGH)  
 Hysterical History (WHO, WKY)

PROGRAM TITLES—Continued

I

- I. Q. Bee (KTAT)  
 I. Q. Kollege (KANS)  
 I. Q. Program, The McCutcheon (WSUN)  
 I Am Not a Candidate (WCOF)  
 I Bring a Love Song (CFCJ)  
 I Cover Monterey (KDON)  
 I Hate Women (WNEW)  
 I Knew Him When (KMO)  
 I Love You from Coast to Coast (NBC)  
 I Made the Front Page (WINS)\*  
 I Need a Job (WCOL)  
 I Never Knew (WNAX)  
 I Pay for My Seat (KHJ)  
 I Want a Divorce (KPO)  
 I Want a Job (WMCA)  
 I Wanta Be an Announcer (WMBH)  
 Ice Carnival (WHB)  
 Ice Cream Sing (KLO)  
 Ice Worms, The (KFQD)  
 Ici l'On Chante (CRCK)  
 Idea Exchange (WHN)  
 Ideal Waltz Time (WOAI)\*  
 Idle Fingus (KFH)  
 Idle Hour, The (WSBT-WFAM)  
 Idle Jesters (WHB)  
 Idol of Millions (JVG)  
 Idyl of the Eagle (KABC)  
 Idylls of Drama (WOR)\*  
 Idylls of the King (KSFO)  
 If I Had My Way (WMBG)  
 If I Were You—with Lady Lillian (WORL)  
 Igmus and Intellic (WBZ-A)  
 Ike and George (WGY)\*  
 Ike and Mike, The Katz Boys (WDAF)  
 Il Tenore Del Bel Canto (WOV)  
 I'll Take Rhythm (WCBS)  
 Illene Trio, The (WDWS)  
 Illinois and Its Mineral Resources (WILL)  
 Illustrious Pen Woman (WTAG)  
 Imagination (KOL)  
 Immortal Dramas (WMAQ)\*  
 Immortal Dreams (NBC)  
 Immortal Melodies (WJR)  
 Immortals of Italy (WOV)  
 Immortals of Science (KMPC)  
 Imperial, The (KGEZ)  
 Imperials, The (CKSO)  
 Imperial Hawaiians (CBS)  
 Imperial Interlude (KTUL)  
 Imperial Serenaders (WRDW)  
 Imperial Singers (KOL)  
 Impersonation Contest (WKOK)  
 Impressions (WOR)  
 Impressions of the American Westlands (KGO-KPO)  
 Impressions on Wax (WAAT)  
 Impromptu (KFWB)  
 Impromptu Interviews (KFYR)  
 Impromptu Serenade (WIOD)  
 Improvisation (WCLE)  
 Improvisations (WIBX)  
 In a Beer Garden (WJZ)\*  
 In a Cathedral (WWSW)  
 In a Clock Store (WBNX)  
 In a Dancing Mood (WCHS)  
 In a French Cafe (KGO-KPO)  
 In a Little Spanish Town (WBZ-A)  
 In a Mist (NBC)  
 In a Rathskeller (WBBC)  
 In a Romantic Mood (CBL)  
 In a Spanish Cafe (WBZ-A)  
 In a Spanish Village (WFAA)  
 In a Tea Room (KDKA)  
 In Between Times (KSL)  
 In Concert Hall (KIUP)  
 In Days of Old (WSB)  
 In Deutscher Sprache (WHA)  
 In Grandmother's Day (KFPY)  
 In His Service (CKTB)  
 In-Laws (KFAC, KHJ)\*  
 In Melodious Mood (KGVO)  
 In Memory's Garden (WHK)  
 In Movieland (UP)  
 In Old Bohemia (WGAR)  
 In Old Brazil (KGO-KPO)  
 In Old Heidelberg (WBZ-A)  
 In Old Vienna (WIP)  
 In Our Music Room (WBZ-A)  
 In Peaceful Valley (WJR)  
 In Palestine (KFUO)  
 In Radioland with the Shut-Ins (WSB)  
 In Recital (CJCA, CKX)  
 In Shadowland (WJR)  
 In That Sentimental Mood (WEW)  
 In the Attic (WEBR)  
 In the Bandstand (WBBC)  
 In the Blue Room (WHN)  
 In the Crimelight (KGEZ, MacG)  
 In the Day's News (KFDY)  
 In the Field (KFUO)  
 In the Future with Biff Baker (KOMA)  
 In the Gloaming (KRE, WFAM, WROK, WINS, KMBC, WTMJ, WSB)  
 In the Good Old Summer-time (WGY)  
 In the Groove (KEHE, WTJS)  
 In the Hermit's Cave (WJR)  
 In the Lamplight (KDYL, WHBQ)  
 In the Lobby (WTJS)  
 In the Mayfair Manner (WRUF)  
 In the Modern Manner (KGGM, WIND)  
 In the Music Room (WFBL, WMCA)  
 In the Name of Humanity (NBC)  
 In the Old Barn Loft (WJSV)\*  
 In the Other Fellow's Shoes (WAAF)  
 In the Popular Mode (WTJS)  
 In the Public Interest (CFCY)  
 In the Spotlight (NBC)  
 In the Sport Spotlight (KGNF, KWK)  
 In the Sportlight (CKNX)  
 In the Sports Spotlight (KTOK)  
 In the Still of the Night (WKBO)  
 In the Swing (KPDN)  
 In the Time of Roses (NBC)  
 In the Valley of the Moon (KCMO)  
 In Town Today (WBAL)  
 In Town Tonight (CKSO)  
 In Town Tonight (KXBY)  
 In Tune with the Times (KFJB, KYOS)  
 In Your Garden (WRVA)  
 Ina Claire Presenting Plays (NBC)  
 Incense and Lotus Blossoms (WFAA)  
 Incidentally (WNEW)  
 Incidents in Montana's History (KGVO)

PROGRAM TITLES—Continued

- Incredible Truth (WOV)  
 Index, The WHJB (WHJB)  
 Indian Good Luck  
 (KFWB)\*  
 Indian Legends (KIUP)  
 Indian Lore (WAPI)  
 Indian Love (KHSL)  
 Indian Trail, The (WBZ-A)  
 Indian Trails (KMTR)  
 Indiana on Parade (WIRE)  
 Indianapolis Motor Sweep-  
 stakes (NBC)  
 Indianapolis Speedway  
 (NBC)  
 Indians All (NBC)  
 Industrial Development  
 (WQDM)  
 Industrial Leaders (NBC)  
 Infallible Pair, The (KLZ)  
 Info (WFBR)  
 Informal Evening at Home  
 (WCOA)  
 Informal Moments (CBL)  
 Information (WJAY)  
 Information Box (WBBC)  
 Information Bureau  
 (WCKY, WIND)  
 Information Desk (WAAW)  
 Information Desk, The  
 KFOR (KFOR)  
 Information, Please  
 (WNOX, WRNL)  
 Informative Religious  
 Talks (KMOX)  
 Inglenook Hour (KGAR)  
 Ink Spots (NBC)  
 Inkpot, The (CFCY)  
 Inquiring Baker, The  
 (KVOR)  
 Inquiring Historian  
 (KRKD)  
 Inquiring Kegler, The  
 (WMBO)  
 Inquiring Microphone  
 (WINS)  
 Inquiring Microscope  
 (WINS)  
 Inquiring Mike (WSGN,  
 WWVA)  
 Inquiring Professor, The  
 (WBAA)  
 Inquiring Reporter (KFVS,  
 WCOL, WHDL, WIL,  
 KPND, WHN, WKY,  
 KLZ)  
 Inquiring Traffic Police-  
 man (WGRC)  
 Inquisitive Baker (WFMD)  
 Inside Angles on Sports  
 (KSL)  
 Inside News (CBS)  
 Inside Story, The  
 (WABC)\*  
 Inside the Books (WILL)  
 Inside the City Hall  
 (KFOR)  
 Insomnia Club (KNX)  
 Insomnia Hour (WMCA)  
 Inspector Keyes (WJIM)  
 Instrument City Four  
 (WSBT-WFAM)  
 Instrumental Lessons for  
 Beginners (WHA)
- Instrumental Trio (CBM)  
 Instrumentalists (CBS)  
 Insurance Forum (WBNX)\*  
 Insurance Problems  
 (WMCA)\*  
 Inter-City Express  
 (WMCA)  
 Intercollegiate Council on  
 Public Affairs (CBS)  
 Intercollegiate Radio De-  
 bate (WFIL)  
 Intercontinental Concerts  
 (NBC)  
 Interesting Facts and Fea-  
 tures (WEBQ)  
 Interesting Neighbors  
 (WGY)\*  
 Interesting People in the  
 Black Hills (KOBH)  
 Interesting Questions and  
 Answers (WSBT-  
 WFAM)  
 Interior Decorating (CBS)  
 Interior Decorators, The  
 Anderson (KCKN)  
 Interlude (KGO-KPO,  
 WLW)  
 Interlude, The Kirkman  
 (NBC)  
 Interlude in Ivory (CKX)  
 Interlude in Melody  
 (KFOX)  
 Interlude in Music (CBS)  
 Interlude of Music and  
 Poetry (KOVV)  
 Intermezzo (WTMV)  
 International Air News  
 (WHBF)  
 International Amalgamated  
 Association of Bath Tub  
 Singers (WDAY)  
 International Cruise  
 (WGAR)  
 International Goodwill  
 Program (KONO)  
 International Hour  
 (WTMV)  
 International Insights  
 (NBC)  
 International Instru-  
 mentalists (WNBf)  
 International Liars Club  
 (WLW)  
 International Looking  
 Glass (WLS)  
 International Melodies  
 (CJRC)  
 International Mirror, The  
 (WBNX)  
 International Problems and  
 Their Solutions (WILL)  
 International Radio Forum  
 (NBC)  
 International Radio News-  
 reel (KMTR)  
 International Review and  
 Dance Parade (KFVD)  
 International Salon (WOR)  
 International Scene  
 (WAPI)  
 International Singers  
 (CBS)  
 International Song Favor-  
 ites (KGMB)
- International Sunday  
 School Lesson (KGNC)  
 International Sunday  
 School Lesson Com-  
 mentary (WTJS)  
 International Turf Re-  
 view (CKCL)  
 Interpreter, The (KGB)  
 Interpreter's House, The  
 (WIRE)\*  
 Interviews (KFUO,  
 WFLA)  
 Interviews in the News  
 (WHBQ)  
 Interviews with the Past  
 (KSL, WGY)  
 Interviewing Visitors  
 (WCAP)  
 Interwoven Pair (NBC)  
 Intimate Glimpses (KHQ)  
 Intimate Glimpses into the  
 Lives of Great Com-  
 posers (WWL)  
 Intimate Glimpses of  
 Animals (WGN)\*  
 Intimate Hour of Music  
 with Major White (CBS)  
 Intimate Interviews with  
 Olaf Soward (KCKN)  
 Intimate Music (WIP)  
 Intimate Revue (NBC)  
 Intimate Review (WCLO)  
 Into Blue Moonlight  
 (KXBY)  
 Into Your Home with the  
 Piano Lady (WCLO)  
 Introducing Albuquerque  
 (KOB)  
 Introducing Mrs. Jones  
 (KQV)  
 Invested Leisure (KEMP)  
 Investigate Before You  
 Invest (WDAF)  
 Invisible Microphone  
 (WOR)\*  
 Invisible Trails (KGO-  
 KPO)  
 Invitation Interviews  
 (CKCL)  
 Invitation to a Dance  
 (WROL)  
 Invitation to a Waltz  
 (KSAL)  
 Invitation to Romance  
 (KYW)  
 Invitation to the Dance  
 (NBC)  
 Ionian Quartet (NBC)  
 Iowa Barn Dance Frolic  
 (WHO)  
 Iowa, Blue Ribbon State  
 (WHO)  
 Iowa Poets' Corner (IBS)  
 Iowa Reviewing Stand  
 (IBS)  
 Iowa Speaks (IBS, WMT,  
 WHO)  
 Ireland on the Air  
 (WVFW)

PROGRAM TITLES—Continued

- Irene Rich, Welch Presents (NBC)  
 Irene's Grab-Bag Program (WMBD)  
 Iridescent Melodies (WWVA)  
 Irish Breakfast Club (WLTH)  
 Irish Echoes (WAAB, WHOM)  
 Irish Guide (WINS)  
 Irish Hour, The Four Provinces' (WDAS)  
 Irish Poetry and Song (NBC)  
 Irish Ramblers Orchestra (WDAS)  
 Irish Show Boat (WHN)\*  
 Irma Glen (WENR)  
 Iron Master Program, The Armo (NBC)  
 Ironing Board Club (WDZ)  
 Irvin Cobb's Paducah Plantation (NBC)  
 Is It True or False? (WHLB)  
 Is Your Tie Straight? (WJBJ)  
 Isla Garcia (WFLA)  
 Island Airs (KGU)  
 Island Echoes (KDAL)  
 Island Harmony (KGGM)  
 Island of Paradise (KGW-KEX)  
 Island of the Pirates (KEX)  
 Island Treasure Hunt, The (KGU)  
 Islanders, The (CBO, KECA, WMCA, WHJB)  
 Isle of Dreams (KLO, KOIN)  
 Isle of Golden Dreams (WMCA)  
 Isle of Romantic Paradise (KOMA)  
 Israel Speaks (KTAT)  
 It Actually Happened (WBBM)  
 It Can Be Done (NBC)  
 It Can't Be Done (KFWB)\*  
 It Can't Happen Here (KMOX)  
 It Can't Happen Today (WKBW)  
 It Could Have Been Avoided (WMC)  
 It Goes Like This (WBNS)  
 It Happened Here (CKOC)  
 It Happened This Week (WAPI)  
 It Happens Here (KVOD)  
 It Happens Every Day (WORL)  
 It Happens to Every Family (KFOX)  
 It Is Strange (WSAI)  
 It Might Happen to You (WWJ, WCBS)  
 It Might Have Been You (WIOD)  
 It Really Happened (WHB)  
 It Seems Like Only Yesterday (WCAE)  
 Italian Favorites (WIBX)  
 Italian Gypsy Program (WCOL)  
 Italian Idylls (KFWB)  
 Italian Intermezzo (WGY)  
 Italian Melody Album, The (WIBX)  
 Italian News (KYA)  
 Italian News Parade (WRAX, WPEN)  
 Italian Novelties (WOV)  
 Italian Request Parade (WLTH)  
 Italian Serenade (WHBC, WIBX)  
 Italian Serenaders, The (WHBQ)  
 Italian Street Songs (WJAY)  
 Italian Theatre of the Air (KGDM)  
 Italics Are Mine, The (WOR)\*  
 It's a Case of Books (KIRO)  
 It's a Date (WWVA)  
 It's a Fact (WCBA-WSAN, KMED)  
 It's a Great Life (KWK)  
 It's a Racket (WJR, KVOO, WOR, WNEW)  
 It's a Risin' Time (WJJD)  
 It's a Woman's World (WMAQ)  
 It's All Yours (KXBY)  
 It's Different (WAAT)  
 It's My Job (KWOS)  
 It's Rhythm (CJRC)  
 It's Smart to Think (WRBR)  
 It's Swingtime (WWVA)  
 It's the Berries (WAPI)  
 It's the Truth (WHB)  
 It's Up to the Women (NBC)  
 It's Variety Time (KTOK)  
 It's Wheeling Steel (WWVA)  
 It's Worth Knowing (KOY)  
 It's Your Own Fault (KTEM)  
 It's Your State—Listen! (KARK)  
 Itty Bitty Kiddie Hour (WHN)  
 Ivan Harrington (KCRC)  
 Ivanhoe Saladiers (WBZ-A)  
 I've Got an Idea (KSTP)  
 I've Got the Tune (CBS)\*  
 Ivories and Ebonies (WDRC)  
 Ivory and Frets (WBNX)  
 Ivory, Ebony and Muted Strings (KONO)  
 Ivory Interlude (WISN)  
 Ivory Melodies (KGLO)  
 Ivory Rhythm (WRUF)  
 Ivory Sketches (KFH)  
 Ivory Tempos (KTOK)  
 Ivory Tower, The (WHN, WOV)

# J

- J. B. and Mae (WBBM)\*  
 Jack and Adele (KFRC)  
 Jack and Earl (WXYZ)  
 Jack and Ethel in Roads to Hollywood (KGO-KPO)  
 Jack and Fritz (WOR)\*  
 Jack and Gill (WJNO)  
 Jack and His Guitar (KGAR)  
 Jack and Jill (KGCX, WDAF)  
 Jack and Jill Club (KIDO)  
 Jack and Loretta (CBS)  
 Jack Armstrong (NBC)  
 Jack Arthur's Blackout (WOR)\*  
 Jack Benny, Jell-O Program Starring (NBC)  
 Jack Benny and Lanny Ross, Jell-O With (NBC)  
 Jack Berch (NBC)  
 Jack Frost's Troubadours (WCAE)  
 Jack Haley's Log Cabin (NBC)  
 Jack in the Band Box (WHEB)  
 Jack Oakie's College (CBS)  
 Jack of All Trades (WNEW)  
 Jack Onslow's Baseball School (WAAB)

## PROGRAM TITLES—Continued

- Jack Pearl (NBC)  
 Jack Pearl as Baron  
   Munchausen (NBC)  
 Jack Says "Ask me An-  
 other" (WTIC)  
 Jack Shilkret's Orchestra  
   with Captain Blackstone  
   (NBC)  
 Jack Starr's Sportcast  
   (KMBC)  
 Jack the Bellboy and His  
   Wax Workshop (KFVD)  
 Jack the Inquisitor (WTIC)  
 Jack Wells (KFAB)  
 Jackpot, The (KIDW,  
   WSGN)  
 Jackson Family, The  
   (WROL)\*  
 Jacksonville Community  
   Sing (WMBR)  
 Jacksonville Morning Or-  
   chestra (WJAX)  
 Jacksonville on Saturday  
   Night (WJAX)  
 Jacques and Jacqueline  
   (CKAC)  
 Jacques-Cartier Mixed  
   Quartet, The (CHRC)  
 Jam Band, Ted Mays'  
   (KONO)  
 Jam Gems (KGW-KEX)  
 Jam for Supper (WCPO)  
 Jam 'n' Jig (WTMV)  
 Jam Session, The (WCFL,  
   WMSD, WTMJ, WFTC,  
   WMCA, WRDW)  
 Jam Session, The WNBX  
   (WNBX)  
 Jam Session in the Old  
   Hayloft, The (WCAZ)  
 Jamboliers, The (WDBO)  
 Jamboree (IBS, WRUF)  
 Jamboree, The Jamesway  
   (KGLO)  
 Jamboree, The NBC (NBC)  
 Jamboree, The WDSW  
   (WDSW)  
 Jameses, The (NBC)  
 Jam-up and His Swamp  
   Angels (KOY)  
 Jane Grey (WSAI)  
 Jane Joy's Funny Paper  
   Show (WTCN)  
 Jane Lee—Woman's Pro-  
   gram (WFLA)  
 Jane Lee's Fashions  
   (WDWS)  
 Janet's Club Calendar  
   (KXBY)  
 Janette, Song Stylist  
   (WSAI)  
 Jangles, The (KFAB,  
   WOW)  
 Jan's Journey (KLS)  
 Jarr Family (WOR)\*  
 Jasper County Medical  
   Forum (WMBH)  
 Jaunt Around Town  
   (WGPC)  
 Java Club (WCSC)  
 Jay Allen's KGNO Gossip  
   Club (KGNO)  
 Jazz a la Harlem (CHRC)
- Jazz Jamboree (CFAC)  
 Jazz Nocturne (WOR)  
 Jazzistory (WTMJ)  
 Jean Clement (CKAC)  
 Jean Colbert-Beauty Talks  
   (NBC)  
 Jeddo Highlanders (NBC)  
 Jefferson City Today and  
   Tomorrow (KWOS)  
 Jellied Jems of the Classics  
   (KROY)  
 Jennie Peabody (WBBM)\*  
 Jerry Cooper (NBC)  
 Jerry Joy and Jubileers  
   (WGY)  
 Jerry Nelson, The News  
   Hawk (KFOX)  
 Jerry Todd and Gang  
   (WHB)  
 Jes-Ges-Who (KELO)  
 Jess Stafford and His Or-  
   chestra (KYA)  
 Jesse James, The Bad Man  
   of Melody (KNOW)  
 Jesse Stafford (CRS)  
 Jest Whitlin' (WDAE)  
 Jesters, The (WBZ-A)  
 Jesters, The Jewett (WJR)  
 Jesters, The Tastyeast  
   (WBZ-A)  
 Jeune Poesie Canadienne,  
   La (CBF, CBM)  
 Jewel Box, The (WIBM,  
   WAVE, KHQ)  
 Jewel Box, Goodman's  
   (WMC)  
 Jewel Box of Melody  
   (WDNC, KOL)  
 Jewels at Eventide (WRC)  
 Jewels of Destiny (NBC)  
 Jewels of the Air (WISN)  
 Jewish Amateur Hour  
   (WLTH)  
 Jewish Art Program (CBS)  
 Jewish Classical Hour  
   (KFVD)  
 Jewish Commentator, Nat  
   Youngelson (WCBM)  
 Jewish Community Players  
   (WOW)  
 Jewish Community Sing  
   (WMCA)  
 Jewish Court of Arbitra-  
   tion (WLTH)  
 Jewish Dramatic Hour  
   (WGES)  
 Jewish Good-Will Hour  
   (WPHR)  
 Jewish Health Food Hour,  
   The (WLTH)  
 Jewish Hour (WMBC)  
 Jewish News of the Week  
   (WCSC)  
 Jewish Philosopher, The  
   (WBBO, WFAB)  
 Jewish Quarter Hour  
   (CJRC)  
 Jewish Society Reporter  
   (WRAX-WPEN)  
 Jig Time (WMFD, KSO)  
 Jill and Judy (NBC)  
 Jim and George (WEDC)  
 Jim and Judy (KGW-KEX)
- Jim Maverick's Talk on  
   Milk (WOAI)  
 Jim McWilliams' Question  
   Bee (NBC)  
 Jimmie Allen's Air Ad-  
   ventures (WDAF)  
 Jimmie and Dave (WTJS)  
 Jimmie and Dick—The  
   Novelty Boys (WEEI)  
 Jimmie and His Wife  
   (WFLA)  
 Jimmie and Janie's Vaga-  
   bonds (WRAX)  
 Jimmie Gallagher Still  
   Hanging On (WORL)  
 Jimmie's Jamboree  
   (WAIM)  
 Jimmy and Babs (WHBF)  
 Jimmy and His Saddle Pals  
   (KRKD)  
 Jimmy Fidler and His  
   Hollywood Gossip (NBC)  
 Jimmy James and His  
   Symphony of Swing  
   (WLW)  
 Jimmy, June and Jack  
   (NBC)  
 Jimmy Legs (WTMJ)  
 Jingle Time (WJNO, KQW,  
   KFJX)  
 Jingleers, The R-C (KTAT)  
 Jingtletown Gazette (KGO-  
   KPO)  
 Jingling Sam (WCCO)  
 Jitter Bugs (KGAR)  
 Jitter Bug Club (KDON)  
 Jitterbugs, The (WDZ)  
 Jitters Jamboree (WAAT)  
 Joan and Jimmie (KCMO)  
 Joan of Arc (NBC)  
 Joan Davies with the  
   Ladies (WJAS)  
 Job Clinic, The (WLAW,  
   WSGN, WOW, WHBQ)  
 Job Clinic, The Florida  
   (WFLA)  
 Job Finder, The (KVOD,  
   WFBR, WCAU)  
 Job Opportunity (WCLE,  
   WHK)  
 Job to Choose, A (KYW)  
 Job Wanted (KSTP)\*  
 Jobs Wanted (KQV)  
 Joe and Al (KMOX)  
 Joe and Bateese (WBZ-A)  
 Joe and Cynthia (RRI)  
 Joe and Eddie (WGY)  
 Joe and Jenny (WAZL)\*  
 Joe Calipari's Kings of  
   Rhythm (CFLC)  
 Joe La Tour and Co.  
   (WGY)\*  
 Joe Miller's Opera House  
   (KECA)  
 Joe Palooka (WABC)\*  
 John and Julius (KFUO)  
 John and Molly Farmer  
   (KGO-KPO)  
 John and Ned (KGO-KPO)  
 John Day Murder Mystery  
   (KYW)\*  
 John Henry (CBS)



## PROGRAM TITLES—Continued

- John Holden Players (CKRC)  
 John Martin, M.D. (KYA)  
 John Sings (WIOD)  
 Johnnie and Joe (WTMV)  
 Johnnie O'Brien and His Harmonica Hi-Hats (KGO)  
 Johnnie Presents (CBS)  
 Johnnie Pursley & the Three Harmonettes (WBTM)  
 Johnny Fielder's Orchestra (KONO)  
 Johnny Hart in Hollywood (WJZ)\*  
 Johnny Marvin's School of the Air (WKY)  
 Johnny on the Spots (KCMO)  
 Johnny Russo's Neptune Beach Band (KYA)  
 John's Other Wife (NBC)  
 Johnson Family, The (WOR, WLW)  
 Johnsons, The (WBAL)\*  
 Join the Parade (KOBH)  
 Joke Book, The (WCAU)\*  
 Jokesters, The (WTMV)  
 Jolly Baker, The (WELL)  
 Jolly Bill & Jane (NBC)  
 Jolly Bill Newsreel for Children (NBC)  
 Jolly Boys (KVOL)  
 Jolly Butcherboy, The (WSAU)  
 Jolly Jim (WXYZ)\*  
 Jolly Joe (WGN)\*  
 Jolly John's Birthday Club (WBZ-A)  
 Jolly Jonathan's Breakfast Club (KRKD)  
 Jolly Journeys (NBC)  
 Jolly Jugglers (CBS)  
 Jolly Junketeers, The (NBC)  
 Jolly Man (WFIL)  
 Jolly Mike (KTAR)  
 Jolly Time (WBT)  
 Jolly Timekeepers (KFRU)  
 Jolly Times Revue (NBC)  
 Jollytimers, The (CBL)  
 Jolton's Jolters (KIDW)  
 Jones Boys, The (KMBC)  
 Jones' Millions (WKY)  
 Jones' Shoppers Revue (WKZO)  
 Joplin's Accident Scoreboard (WMBH)  
 Jordons, The (KGO-KPO)  
 Jose Ramirez and His Argentines (KGO-KPO)  
 Joseph Loffredo's Sketch Book (WOV)  
 Joseph M. Segall's Children's Hour (WHDL)  
 Josephine (WCRW)  
 Josephine and the Minutemen (WCFL)  
 Josephine B. Gibson Food Talk (NBC)  
 Josh Higgins (NBC)  
 Josh Higgins of Finchville (WMT)\*
- Josh Whitcomb of Four Corners (KROC)  
 Journal Carrier Corner (WSB)  
 Journal-Post News Flashes (WHB)  
 Journal Presents! (WCOL)  
 Journal Radio Headlines (WSB)  
 Journalism Today (WBAA)  
 Journeys Behind the News (KLZ)  
 Journeys in Music Land (WHA)  
 Journeys Thru Songland (WQXR)  
 Joy Boy Pet Club (KMA)  
 Joy Boys String Band (KRBC)  
 Joy Club (WHJB)  
 Joy Train (KSOO)  
 Joyce Jordan—Girl Interne (NBC)  
 Joymakers, The (WNEW, CKCD)  
 Juan Hernandez Ensemble (KIUP)  
 Jubilate Girls' Chorus (WAWZ)  
 Jubilesta (KXBY)  
 Judge Stetson's Night Court (KCMO)  
 Judge Tells His Story, The (KVOD)  
 Judging the Stars (WRC)  
 Judy and Jane (WBS)  
 Judy and the Jesters (KMBC)  
 Judy O'Grady and the Colonel's Lady (KABC)  
 Jug O'Melody (KYOS)  
 Jugo-Slav Troubadours (WELL)  
 Julliard Graduate School of Music Concerts (WQXR)  
 Jules Verne Allen and His Cowhands (WQAI)  
 Juliette Kay (WCAO)  
 Jumbo Program, The (KRSC)  
 Junction City (WQAM)  
 June and Jerry (KMOX)  
 June Baker (WGN)  
 June Bride (WKZO)  
 June Bride's Radio Column (KROC)  
 Jungle Explorers (WTMJ)  
 Jungle Jim (KHSL, WMFJ, WINS)  
 Junior Academy of Science (WOI)  
 Junior Amateur Parade (WNEW)  
 Junior Barn Dance Gang (KFIZ)  
 Junior Baseball League News (KRE)  
 Junior Broadcasters (KFWB)  
 Junior Capers (WSJS)  
 Junior Detectives (NBC)  
 Jr. 'G'-Men (KOL)  
 Junior G-Men's Club (CKWX)
- Junior Inspectors' Club (WNYC)  
 Junior League Program (CJRC)  
 Junior Matinee (WXYZ)  
 Junior Merrymakers (WDNC)  
 Junior Misses Program, The (WBRG)  
 Junior Musical Half Hour (CJRC)  
 Junior Music Hall (KGLO)  
 Junior Nurse Corps (CBS)  
 Junior Olympics (WTMV)  
 Junior Operatives (WMBC)  
 Junior Opportunity Revue (WBAL)  
 Junior Question Hall (WCAU)  
 Junior Quiz Bee (WGAR)  
 Junior Radio Club (WJAR)\*  
 Junior Radio Club, The (WBIG, WBIG)  
 Junior Radio Journal (NBC)  
 Junior Radio Newspaper (WSYR)  
 Junior Radio Parade (KMOX)  
 Junior Radio Players (WCAP)  
 Junior Radio Playhouse (WSAI)  
 Junior Reporters Club (WFIL)  
 Junior Revue (WPAY)  
 Junior Revue, Mary Small's (NBC)  
 Junior Round-Up, The (KTAT)  
 Jr. Safety Club (WINS)  
 Junior Show Case (KRKD)  
 Junior Spelling Bee (WIP)  
 Junior Stars (WACO, WLS)  
 Junior Symphony, The (KFWB)  
 Junior Theatre (WMBC)  
 Junior Theatre of the Air (WRAX-WPEN)  
 Junior Varieties (KGO-KPO)  
 Jury of Women, The (WPRO)  
 Jus' Dreamin' (WHB)  
 Jus' Tho'ts (WKRC)  
 Just a Couple of Dogs (WINS)  
 Just a Few Songs (WSJS)  
 Just a Memory (WDRG)  
 Just a Song at Twilight (WHDL)  
 Just a Year Ago Tonight (WBT)  
 Just About Time (WDGY)  
 Just Another Amateur (CBS)  
 Just Around the Corner (KGO-KPO)  
 Just Around the Corner Club (KWK)

**PROGRAM TITLES—Continued**

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|---------------------------------------|----------------------------------|--|
| Just Before Evening<br>(KFPY)         | Just Married—Ten Years<br>(WCAU) | Juvenile Matinee (WHBF)                |
| Just Between Us (WBBC)                | Just Music (WQXR)                | Juvenile Minstrels<br>(WGAR)           |
| Just Between Us Girls<br>(KOMA)       | Just Ordinary Folks<br>(KGNC)    | Juvenile Parade (WORL)                 |
| Just Dropping In (WTJS)               | Just People (CKCL)               | Juvenile Parade, The<br>WLTH (WLTH)    |
| Just Entertainment (CBS)              | Just Plain Bill (NBC)            | Juvenile Players (WHBF)                |
| Just Fifteen Minutes<br>(KVOO)        | Just Relax (KDKA)                | Juvenile Radio Newspaper<br>(WSYR)     |
| Just Folks (KMPC, WELL,<br>KWSC, WRR) | Just Songs (WPHR)                | Juvenile Revue (KHJ,<br>WJIM)          |
| Just for Fun (KWBG, KVI,<br>WKBZ)     | Just S'Posin (CKY)               | Juvenile Stars (KMAC)                  |
| Just for You (WKBZ)                   | Just Think (KSLM)                | Juvenile Talent Parade<br>(KRBC)       |
| Just Home Folks (WWL)                 | Just the Two of Us (WBT)         | Juvenile Theatre, WHBF,<br>WMBD)       |
| Just Imagine (KFPY)                   | Just to Remind You<br>(KFJZ)     | Juvenile Varieties, The<br>WCHV (WCHV) |
| Just Jazz (CBS)                       | Just We Two (KTEM)               | Juveniles (WAAT)                       |
| Just Joan (KCMO)                      | Just Willie (WENR)*              | Juveniles on Review<br>(KSTP)          |
| Just Kids (WBAA, KMPC)                | Just You and I (KONO)            |  |
| Just Kids Club (KLZ)*                 | Juvenile Climbers (WBRB)         |  |
| Just Lazin' Around (KGU)              | Juvenile Concert Hall<br>(WHBF)  |  |
| Just Like That (KGLO)                 | Juvenile Counsellor<br>(WNLC)    |  |
| Just Married (WJAY)                   | Juvenile Hour, Bry's<br>(WMC)    |  |

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|---------------------------------------|--|---|
| K-Circle-Y Radio Rodeo<br>(KOY)       | Kay Dean on Market<br>Square (WFLA)              | Keeping Up with Daughter<br>(NBC)       |
| Kabile Kabaret (WINS)                 | Kay Kyser's Orchestra<br>(SR)                    | Keeping Up with the<br>Joneses (KGVO)   |
| Kadians (KDKA)                        | Kay Troubadour<br>(KGO-KPO)                      | Keepsakes (MacG)                        |
| Kaempfer's (NBC)                      | Kay Worthington Snoop<br>(KGNF)                  | Keese at the Keys (WATL)                |
| Kaffee Klatch (WMIN)                  | Kay Worthington Snoop<br>and the News (KGNF)     | Ken Keese at the Keys<br>(WATL)         |
| Kalamazoo Laundrymen<br>(WKZO)        | Kazoo-Po Safety Club<br>(WKZO)                   | Kenbridge Radio Hour<br>(WPHR)          |
| Kalamazoo Speaks<br>(WKZO)            | Keep Georgia On Your<br>Mind (WSB)               | Kennel Klub (KLZ)                       |
| Kaleidoscope (CKCK,<br>WSAU)          | Keep Smiling (CJRC,<br>WMCA)                     | Kenner Stakes (NBC)                     |
| Kaltenborn Edits the News<br>(CBS)    | Keep Smiling Program,<br>The (KVOE)              | Kentuckiana Salute<br>(WHAS)            |
| Kaltenmeyer's Kinder-<br>garten (NBC) | Keep the Home Fires<br>Burning (KGO-KPO)         | Kentuckiana Sports Chat-<br>ter (WGRC)  |
| Kamaina Trio (KWSC)                   | Keep Thinking (CJRC)                             | Kentucky Clocker<br>(WSAI)*             |
| Kangaroo Club (KDYL)                  | Keep Up with the Stork<br>with Dr. Pepper (KICA) | Kentucky Colonel (WSAI)                 |
| Kansas City Kiddies Revue<br>(WHB)    | Keeper of the Keys, The<br>(KCMO)                | Kentucky Colonel & Uncle<br>Ned (NBC)   |
| Kansas City Melody Boys<br>(WHB)      | Keeping Company (WGH)                            | Kentucky Coon Caller, The<br>(WDZ)      |
| Kansas City Pioneers<br>(WHB)         | Keeping Fit (KMBC)                               | Kentucky Home Hour<br>(WGRC)            |
| Kansas Roundup (KCKN)                 | Keeping Fit in Hollywood<br>(KNX)                | Kentucky Home Memory<br>Melodies (WGRC) |
| Kaptin of the Keyboard<br>(WJAS)      | Keeping House with Betty<br>(WPNR)               | Kentucky News (WSAI)                    |
| Karrot Kids (KTAT)                    | Keeping Sten with the<br>Schools (WTAD)          | Kentucky Orchestra<br>(WAWZ)            |
| Kassie Style Chat (KDFN)              | Keeping Time (KGW)                               | Kentucky Play Party<br>(WHAS)*          |
| Katherine Krug (WLS)*                 |  |   |
| Kath'rine and Calliope<br>(WMCA)      |  |   |

PROGRAM TITLES—Continued

- Kenyon Kapers (KANS)  
Keokianians (CHAB)  
Kessler's Sunshine Hours (WATL)  
Keyboard and Console (KFPY, WHIO)  
Keyboard Fantasies (WHIO)  
Keyboard Harmonies (WAIM)  
Keyboard Harmony (WGPC)  
Keyboard Jester (WBZ-A)  
Keyboard Kapers (WDAY, CFAC, WHB, KGVO, WJJD, WJAS, WJBO, WHJB, WRGA)  
Keyboard Manipulations with Shep at the Piano (WOPI)  
Keyboard Ramblings (WSJS)  
Keyboard Rhythms (WMBC)  
Keyboard Scrapbook (KFH)  
Keyboard Serenade (CBS)  
Keyboard Serenade, Ted Brown's (KONO)  
Keyboard Stylist (KFBI)  
Keyboard Varieties (WRR, KFXJ)  
Keyholing the Movies (WHBQ)  
Keys of Melody—Ella Wilson (WORL)  
Keys to Happiness (NBC)  
Keys to Pianoland (WCLO)  
KFECuties (KFEQ)  
Kiamitchi Mountaineers (WKY)  
Kibitzer, The (KGW-KEX)  
Kickbush Groceries (WSAU)  
Kickoff, The (WCAU)  
Kid Brother (KMBC)  
Kid Mystery (KFSS)  
Kiddie Club Round-Up (KPLT)  
Kiddie Frolic (WSAL)  
Kiddie Hour (KGFF)  
Kiddie Kabaret (WQAM)  
Kiddie Carnival (WXYZ)  
Kiddie Klub (WSVA, KALB, WQAM)  
Kiddie Matinee (KGVO)  
Kiddie Show with Murray Allen, The Paramount (WORL)  
Kiddie Theatre (WWVA)  
Kiddie Theatre of the Air (WWCA, WWVA)  
Kiddies Answer Man, The (CFCF)  
Kiddies Birthday Party (KICA)  
Kiddies Carnival (WMFJ)  
Kiddies Hour (KVGB)  
Kiddies Carnival (WXYZ)  
Kiddies' Klub, The (KDKA)  
Kiddies Klub, The (WGRC)  
Kiddies Crazy Kat Klub (KFIO)  
Kiddies League, The (WFAS)  
Kiddies Matinee, The Paramount (KGNC)  
Kiddies on Parade (WMFJ, KROC)  
Kiddies Party, The Superior Dairies (WFOY)  
Kiddies Request Hour (KRNR)  
Kiddies Revue (KIUL, WMBH)  
Kiddies Revue, The (KLZ)  
Kiddies Safety Club (WAYX)  
Kiddies Show, The Paramount (WORL)  
Kiddies Sing Song (CJRM)  
Kiddies Train (KGA)  
Kiddo Klock (KIDO)  
Kiddy's Dancing Class (WCAO)  
Kids' Carnival (WIBX)  
Kids' Kennel Club (KFOR)  
Kid's Klub Symphony (WMIN)  
Kids' Kourt (KOIL)  
Kids' Program, The (NBC)  
Killed In Action (KGO-KPO)  
Kilocycle Limited (WREN)  
Kilocyclers, The (KDYL)  
Kilocycling on 1420 (WMAS)  
Kilowatt Hour (WTMJ)  
Kind Words (CJRC)  
Kindly Philosopher (KFOX)  
King Arthur, The Swing King of the Organ  
King Arthur's Court (WNEW)  
King (KYW)  
King Coal's Court (WCCO)  
King Coal's Old Timers (CFCO)  
King Coal's Quarter Hour (WTMJ)  
King Cole's Melody Court (WHB)  
King Kole (WEVD)  
King Kong (NBC)  
King Neptune Islanders (WPG)  
King of Hearts (WMAQ, WOV)  
King of the Keys (WGBI, WJAY)  
Kings and Queens of Sport (WBS)  
King's Friendly Trio (WOAI)  
King's Men (KHSL)  
King's Men Quartette (SR)  
King's Music, The (WIL)  
Kings of Swing (RRI)  
Kings of the Keyboard (WSBT, WFAM)  
King's Music, The (WIL)  
Kings, Queens and Pawns (WNYC)  
King's Swinglish, The (KMO)  
Kiss Me Again (WHK)  
Kit Kats, The (KVOD)  
Kitchen, The (KIRO)  
Kitchen Aristocrats (WDNC)  
Kitchen Cavalcade, The (JVG)  
Kitchen Close-Ups (CKBI, WCCO)  
Kitchen Club, The (CHNC)  
Kitchen Cookoos (WTMV)  
Kitchen Gossipers (WGAL)\*  
Kitchen Kapers (KLZ, WNEW, WOW, CJA)  
Kitchen Klatter (KFNF)  
Kitchen Klinik (WFBM)  
Kitchen Klub, The (WGRC)  
Kitchen Comments (WNBX)  
Kitchen Limited (WLTH)  
Kitchen Party, The General Foods (WGY)\*  
Kitchen Serenade (KFJB)  
Kitchen Topics (WSAU)  
Kitcheneer, The (Scot Towel) (WMC)  
Kitchenette (WIND)  
Kitchenette Revue, The (CKCK)  
Kitten Kapers (WROK)  
Kitty Keene, Inc. (WBS)  
Kitty Kelley (WHB)  
Kiwanis Kapers (KDYL)  
Klever Kiddies (KABR, KOY)  
Klock, The (KOOS)  
KLZoo Club (KLZ)  
Knickerbocker Knights (CBS)  
Knickerbocker String Ensemble (WMCA)  
Knickerbockers (KGO-KPO)  
Knighthood of Youth Radio Club (KSL)  
Knights of Gladness (CJCA)  
Knock Knock (KPDN)  
Knot Hole Club (WSAI)  
Knot Hole Gang (WRDW)  
Know Alberta Better (CJCA)  
Know Central Louisiana Better (KALB)  
Know Durham (WDNC)  
Know Florida (WFOY)  
Know Our Schools (KWKH)  
Know Thy Neighbor (CJCA, WATR)  
Know Your Artist (KONO)  
Know Your Bible (KFUO)

PROGRAM TITLES—Continued

Know Your Child (WHA)	Know Your State (KFRC, WMBC)	Kracker Komey Kids (WMBR)
Know Your City (KFVS, WMBC, WSAI)	Know Your University (KSTP)	Krausmeyer and Cohen (WOWO)*
Know Your Dog (KFEQ)	Know Your Washington (WOL)	Krazy Kapers, The KOIN (KOIN)
Know Your Government (WBAL, WBT, WDAF)	Knuckling Down (WSB)	Krazy Limericks (KGW)*
Know Your History (WHJB)	Knutti's Keyboard Cut-Ups (WMMN)	Kremlin Art Quartette (WCLO)
Know Your Library (KTUL)	Koffee Klotch (KTUL)	Kringle Kurls (WTMV)
Know Your Merchants (WGRC)	Koill Komments (KOIL)	Krime Klan (KOIL)
Know Your Michigan (WMBC)	Kollege Knowledge (KGVO)	KSFO Goes to a Party (KSFO)
Know Your Neighbour (CKCK)	Komic Klub of the Air (WSAI)	Kuluva Kut-Ups (KCKN)
Know Your Public Schools (KNOW)	Komiss Kwizz Kontest (WCFL)	Kuluva Presents (KCKN)
Know Your School (KPDN)	Konsole Kapers (WCBS)	Kurbstone Kollege (WHB)
Know Your Schools (KGNC, KLZ)	Konsole Konsolations (KDKA)	Kurt and Klare (WGRC)
	Korner Kwiz (WHEC)	Kut-up Kollege (WTMJ)
		Kuzzin Tom's Kiddie Klub (KWK)
		Kwestionite (WMPS)
		Kwikads (KANS)

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L'Apres Midi (CBS)	Lady Lois Beauty Hour (WKZO)	Lamp Lightin' Time (KFJZ)
L'Heure Exquise (CHRC)	Lady Luck (KOL)	Lamp Post, The (KAWN)
L'Heure Mauve (CBM)	Lady Next Door (KPIC)	Lamplight Time (CIAT)
La Petite Ensemble (WBZ-A)	Lady of the House (KFBI, KMBC)	Lamplighter, The (KFWB, KGMB, WNLC)
La Rosa Program (WINS)	Lady of the Morning (KFXD, WTAM)	Lamplighter's Program, The (KGNC)
LeBoeuf Sketch Book (WBZ-A)	Lady of the Night (CRS)	Lamplighting Time (WHIS, WHO)
Le Boheme (NBC)	Lady of the Week (WPAY)	Lamplit Hour (KGO-KPO, WTMJ)
Le Jazz Hot (IBS)	Lady Paish, Dietetics (CKWX)	Lamplite Time (KROC)
Le Roy Piano Lessons (WHB)	Lady Philosopher, The (WCAO)*	Land o' Dreams (CBS)
Le Trio Charmante (NBC)	Lady Sings, The (KGW-KEX)	Land o' Memories (WLS)
Labor and the Nation (CBS)	Lady Who Swings the Band (WPHR)	Land of Beginning Again, The (WTAM)
Labor on the March (WEVD)	Lady with the Lute (WNEW)	Land of Cotton (WBZ-A)
Labor Parade (WOL)	Ladies' Aid (KLZ)	Land of Enchantment (KRKD)
Labor Speaker (WGRC)	Ladies' Digest, The (CHWK)	Land of Make Believe (CBS)
Labor Speaks (WRJN)	Ladies First (WCCO)	Land of Romance (WOAI)
Lady, The WWL (WWL)	Ladies Health Class (WEW)	Land of Song (KIEV)
Lady About Town (CJCA)	Ladies in the News (NCBS)	Land of Wonder & Fear (NBC)
Lady Beautiful, The (KLO)	Ladies, Listen! (KONO)	Land, Sea and Air (WBNX)
Lady Betty (WGY)*	Ladies' Matinee (KFH)	Land We Live In, The (KMOX)*
Lady Beverwyck (WGY)	Ladies Only (KMOX)	Lands We Love (KOBH)
Lady Called Anne, A (CFPL)	Lady's Baritone (KGHI)	Landscape Gardening (NBC)
Lady Esther Serenade (NBC)	Laff & Swing (NBC)	Landt Trio (NBC)
Lady Fingers (WGY)	Lake Hiawatha Program (NBC)	Landt Trio and White (NBC)
Lady from Town Talk, The (WTAG)	Lake Region Brotherhood (WLNH)	Lane Family, The (WJNO)
Lady in Blue (KMBC)	Lamb and Lamb (WTJS)	
Lady Joy (KMPC)		
Lady Lillian Presents: A Woman's Adaptation of the Man on the Street Interview (WEEL)		

## PROGRAM TITLES—Continued

- Langendorf Pictorial (KGO-KPO)  
 Langer Sisters, The (WJNO)  
 Language Contest, The Linguaphone (WQXR)  
 Language of Music, The (WHA)  
 Lanny Ross and His Log Cabin Orchestra (NBC)  
 Lansing Speaks (WJIM)  
 Larned on Parade (KVGB)  
 Larry & Lila (WDEV)  
 Larry and His Souvenirs (WOPI)  
 Larry and Sue (WLW, WSAI)  
 Larry Clinton's Orchestra (NBC)  
 Lassen Lobby Interviews (KANS)  
 Lasses and Honey (KEHE)\*  
 Last Night in Manhattan (WHB)  
 Last Nighter, The (SR)  
 Last of the Lockwoods (NBC)  
 Last Week's News in Review (KGNF)  
 Last Word, The (WKY)  
 Last Word in Sports (WTMJ)  
 Last Year's Hits (KGO-KPO)  
 Late Complete Sports Review (WJNO)  
 Late News Time with Bill Wigginton (WDGY)  
 Late Night Round Up (WGR)  
 Late Risers Club (WCLO, WOMT)  
 Late Risers' Sunday Morning Club (WCLO)  
 Latin American Rhythms (WRDW)  
 Latin Hour, The (KOB)  
 Latin Rhythm (KGO-KPO)  
 Latin Rhythms (WAAW)  
 Laugh a While (WRDW)  
 Laugh Clinic (KMOX)  
 Laugh Lobby (WCLE)  
 Laughin' at the Funnies (KWK)  
 Laughing at Laughs in the News (UP)  
 Laughing at the World (WOKO)  
 Laughs from Life (NCBS)  
 Laughter and Music (WTJS)  
 Laura Suarez, Brazilian Singer (NBC)  
 Laurentian Mountaineers, The (CHRC)  
 Laurier Rhythmakers, The (CKCH)  
 Lavender and Lunacy (WMCA)  
 Lavender and Lace (CJAT)  
 Lavender and Old Lace (CBS)  
 Law Forum, The (WSBT-WFAM)  
 Lawn Party, The (WBRC)  
 Lawrence School on the Air (WLAW)  
 Lawrence Speaks Its Mind (WLAW)  
 Laws that Safeguard Society (NBC)  
 Lawyer and the Public, The (CBS)  
 Lawyer Bill (WCHV)  
 Lawyer Lincoln (WLS)  
 Lawyer 'Q' (WJNO)  
 Lawyers' Drama (WEBR)\*  
 Laymen's Hour (KFUO)  
 Lazanne Trio (WQXR)  
 Lazy (NBC)  
 Lazy Interlude (KNX)  
 Lazy Jim Day Sings the News (WDZ)  
 Lazy Rhapsodies (WORL)  
 Lazy Rhapsodies with Bob Perry (WORL)  
 Lazytime Tunes (KYOS)  
 Leading Lady, The (WTCN)  
 League of Insurance Women Talk (WINS)  
 League of Western Writers (KGO-KPO)  
 Learn to Dance with Charlotte Kingston (WSPR)  
 Learn to Live (KSFJ)  
 Learning to Swim and Keeping Fit (CBS)  
 Leaves from My Scrapbook (WHDL)  
 Leaves in the Wind (KNX)  
 Lebeathal Opera Hour (WQXR)  
 Lectures on Christian Doctrine (KFUO)  
 Lee Erwin, Organ (WLW)  
 Lee Shannon's Music Box (WHAM)  
 Lee Way Music (KGNC)  
 Lee Wiley Sings (KHJ)  
 Leesburg Salute (WFMD)  
 Lefty and Lucky (WOR)\*  
 Lefty Culpepper (WTMJ)  
 Legal Clinic of the Air (WMAQ)\*  
 Legends of Canada (CHRC)  
 Legends of Hawaii (KGMB)  
 Legends of Palestine (WLTH)  
 Legends of the Opera (WLAW)  
 Legion of Honor (KMBC)  
 Legion of the Lost (NBC)  
 Legislative Highlights (WMCA)  
 Legislative Roundup (WDNC)  
 Leibert Ensemble (NBC)  
 Leisure Gold (WINS)  
 Leisure Hour, The (WIP)  
 Lem Turner and Four Dons (WHO)  
 Lemuel Hopkins (WMFG)  
 Lend a Hand (WNEW)\*  
 Lenten Choir (CBS)  
 Lenten Meditations (WMCA)  
 Leo Kahn's Amateur Program (WMC)  
 Leola and Her Songs (KVGB)  
 Leon Mojica (CRS)  
 Leon Mojica's Orchestra (KYA)  
 Les Hartman (IBS)  
 Lesson in Swing, A (WPHR)  
 Lessons from the News (CKY)  
 Lessons in Living (WRVA)  
 Lessons in Love (KFWB)  
 Lessons in Loveliness (CBS)  
 Lessons in Swing (KTUL)  
 Lest We Forget (WWSW)  
 Lester Green's Tall Tales (WTIC)  
 Lestonaites, The (KSD)  
 Let Freedom Ring (CBS)  
 Let Me Dream (CJCA)  
 Let Yourself Go (WFBR)  
 Letting You In (WHN)\*  
 Let's All Be Merry (CBL)  
 Let's All Go to the Music Hall (CRCY)  
 Let's Be Friends (KFOR)  
 Let's Call It a Day (WKBO)  
 Let's Compare Notes (KMOX, KWK)  
 Let's Dance (CJCA, WAGM, WKBO, WNOX, WRDW, WSPA, WSIX, MacG, CFCF)  
 Let's Dance and Dream (WGH)  
 Let's Dance Awhile (WTJS)  
 Let's Draw (WHA)  
 Let's Dream (WPAY)  
 Let's Get Acquainted (KWG, WHIS, KGIR)  
 Let's Get Friendly (WBT)\*  
 Let's Get Together (WOR)\*  
 Let's Get Up (KIEM)  
 Let's Go-a-Visiting (CKY)  
 Let's Go Calling (KDYL)  
 Let's Go Hollywood (KFWB)\*  
 Let's Go Places (KABC, WBS)  
 Let's Go Places and Do Things (WHB)  
 Let's Go Shopping (WAYX)  
 Let's Go Shopping with Sue (WPHR)  
 Let's Go Stepping (CJRC)  
 Let's Go to College (KMOX)  
 Let's Go to Press (KRNT)  
 Let's Go to the Movies (WDAF, WRVA)  
 Let's Go to Town (WTMV)  
 Let's Go Visit (WKY)  
 Let's Go Visiting (WHBF)

## PROGRAM TITLES—Continued

- Let's Have a Word Together (WTOC)  
 Let's Hear from You (WHJB)  
 Let's Join the Ladies (WHAM)  
 Let's Listen to Harris (NBC)  
 Let's Look at Life (KWK)  
 Let's Look at the Inside Page (WDRG)  
 Let's Look at the Paper (CJIC)  
 Let's Plan Our Garden (WDOD)  
 Let's Play Bridge (CFRN)  
 Let's Play Games (WOR)  
 Let's Pop the Question (WFIL)  
 Let's Pretend (CBS)  
 Let's Remember (KFVS, WFAA)  
 Let's Share the Day (KMPC, CKLW)  
 Let's Sing Again (KFVD, WWSW)  
 Let's Sing with Wilkins (WJAS)  
 Let's Swap (WDOD)  
 Let's Swap Stories (WOKO)\*  
 Let's Swing It (CFAR, WCAX, KSOO KONO, KGO, KPO, WSWA)  
 Let's Take Time Out (KDYL)  
 Let's Talk About Stars (WAAT)  
 Let's Talk About the Weather (WAPI)  
 Let's Talk It Over (KFJB)  
 Let's Talk Music (KELO)  
 Let's Talk Politics (WHB)  
 Let's Talk Sports (KFYO)  
 Let's Talk Turkey! (KYOS)  
 Let's Visit (KNOW, WOR)  
 Let's Visit—Jerry Danzig and Dave Driscoll (WOR)  
 Let's Waltz (WHEB)  
 Letter Basket (KFNF)  
 Letter Box, The (WSPD, KYW)  
 Letter Tower, The (WBAX)  
 Letter Writer (KFUO)  
 Letter Writing (KLZ)  
 Letters (KFUO)  
 Letters from Lydia (WBAL)  
 Letters of the Cartwright Family (WTMJ)  
 Letters to Santa Claus (KCKN, WTJS)  
 Letters to the Editor (CKNX)  
 Levitov Ensemble (NBC)  
 Liar's Club (WDAF, WKZO, KYOS)  
 Libby's Lyrics (WSGN)  
 Liberal Twins (WGRC)  
 Library Book Shelf (KANS)  
 Library in Miniature (KORE, KUJ)  
 Library of Congress Chamber Music Concerts (NBC)  
 Library of Congress Musicales (CBS)  
 Library Period (WOI)  
 Library Service (WOI)  
 Library Taler (WSOC)  
 Lie Detective (WORL)  
 Lieder Singer, The (CBF, CBM)  
 Life & Songs of Stephen Foster (NBC)  
 Life Begins at 8:40 (WMCA)  
 Life Begins at Sixteen (WSAR)  
 Life Building (KRE)  
 Life Insurance Court (WBNX)  
 Life Insurance Facts (KFBI)  
 Life of Mary Southern (WLW)  
 Life of the Party (KNX)  
 Life of the Reillys (KGO-KPO)  
 Life on Red Horse Ranch (WGN)\*  
 Life or Death (WHO)  
 Life Program, The (KTAT)  
 Life Savers, The (WMT)  
 Life Studies (KROY)  
 Lifetime Revue (WMAQ)\*  
 Life's Question Marks (WOV)  
 Light on Life's Way (KFUO)  
 Light on the News (WFBR)  
 Light on the West (KOA)  
 Light Opera Company, The (WBAL)  
 Light Opera Favorites (WHO)  
 Light Opera Gems (CBS)  
 Light Opera Hour (WBZ-A)  
 Lighted Window, The (WBNS)  
 Lighthouse of the Air (WQAM)  
 Lighthouse Programs (NBC)  
 Lighthouse Serenaders (CBS)  
 Lights and Shadows (KASA, WROK)  
 Lights On (KDKA)  
 Lights Out (WMAQ)  
 Lilac Time (CBS)  
 Limey Bill (WGY)  
 Limousine Lady (MacG)  
 Lina Covington Harrell, Reporter (WSOC)  
 Linda Grey (WIS)  
 Linda Fairchild, Stepmother (NBC)  
 Linda's First Love (WBS)  
 Lines for Love (WICC)  
 Linger Awhile (CFCF, WHAM, WEBR, WHK, WIBX)  
 Linger-a-While (WSAL)  
 Link Looks at the News (WBTM)  
 Lions, Tigers & Their Master's Voice (NBC)  
 Listen (KFRC, KFSD)  
 Listen and Learn (KFUC)  
 Listen Awhile (WCLE)  
 Listen Closely (WEBR)  
 Listen In (KGMB)  
 Listen, Ladies (CRS)  
 Listen to Alice (WNAC)  
 Listen to Nissen (WCSH)  
 Listen to the German Band (KFYO)  
 Listen to This (WWL)  
 Listen to Yourself (WIND)  
 Listener, The (CKCL)  
 Listener-Inner (KFI)  
 Listener Listens, The (KWKH)  
 Listener Speaks, The (WLBZ, WOR, WWVA)  
 Listener's Digest, The (KIDO, KFUO)  
 Listeners' League (KUMA)  
 Listeners' Letter Box (CJRM)  
 Listeners' Nightmare, The (WELI)  
 Listener's Scrapbook (WNEW)  
 Listenin' In (WWVA)  
 Listening Inn (WNOX)  
 Literary Digest Topics in Brief (NBC)  
 Literary Forum (WHN, FTRD)  
 Literary Forum, The New York University (WHN)  
 Literary Gems (WHAM)  
 Literary Guild (NBC)  
 Literary Masterpieces (WBEN)  
 Literary Quarter Hour (WCAL)  
 Literature on Parade (KFOX)  
 Lithuanian Balsas (WORL)  
 Lithuanian Hour (WMBC)  
 Little Big Show, The (KTUL)  
 Little Bird Told Me, A (WRTD)  
 Little Bits from Life (WMBD)  
 Little Bits of Movie Lots (WORL)  
 Little Boy Blue (KGW-KEX)  
 Little Broadcasters (WACO)  
 Little Brown Church in the Dell, The (CKOC)  
 Little Brown Church of the Air (WLS)  
 Little Cafe Off Broadway (WNEW)\*  
 Little Chapel of Faith, The (KFOR)

PROGRAM TITLES—Continued

- Little Chapel of the Air (CJRM)  
 Little Church Around the Corner (WMAQ)\*  
 Little Church Family Hour (CBS)  
 Little Church in the Valley (KFJB)  
 Little Church on Sunset Trail (KFJZ)  
 Little Close Harmony, A (WDAF)  
 Little Colleen, The (KGO-KPO)  
 Little Colonel, The (WCKY)  
 Little Concert (KGW-KEX, WDBJ)  
 Little Country Church in Town (WLVA)  
 Little Dan, the Movie Man (WROL)  
 Little Dutch Band, The (WBZ (WBZ-A)  
 Little Garden Series (NBC)  
 Little Gems for Little People (WRAC)  
 Little German Band, WBNY's (WBNY)  
 Little Helps, A (WBAL)  
 Little Home Theatre (KOY)  
 Little Honeymooners (WMCA)\*  
 Little Italy (NBC)  
 Little Jack Little (NBC)  
 Little Jamboree (WSBT)  
 Little Joe (WPHR)  
 Little Joe, the Wrangler (KMBC)  
 Little Johnnie Walker (KCKN)  
 Little Journeys (WWNC)  
 Little Journeys Through Homes of Famous People (WMCA)  
 Little-Known Facts About Well-Known Industries (WTAR)  
 Little Known Works of Great Composers (NBC)  
 Little Lectures (WNBH)  
 Little Lessons in Living (KNEL)  
 Little Man (WOW)  
 Little Messenger (KFUO)  
 Little Miss Bab-O's Surprise Party (NBC)  
 Little Miss Modern (WGPC)  
 Little Miss Nobody from Everywhere (KGBX)  
 Little Moments with Big People (WINS)  
 Little Nell in Paducah (WMFD)  
 Little Night Music (CBS)  
 Little Old Man, The (NBC)  
 Little Old New York (WMCA)\*  
 Little Ole and His Squirrel Dodgers (KROC)  
 Little Orphan Annie (WBS)  
 Little Queen of Pep (WGPC)  
 Little Red Chapel (KGGM)  
 Little Red Riding Hood (WCKY)  
 Little Red Schoolhouse, The (WIND, KMPC, KSD)  
 Little Show (KYA)  
 Little Show, Fahey Brockman's (KOIN)  
 Little Show, Howard's (WGR)  
 Little Show of the Air (MWR)  
 Little Soldiers of Fortune (KVOB)  
 Little Stars (KLPM, CBW)  
 Little Stone Church on the Corner (KRBC)  
 Little Stories of Great Lives (WHA)  
 Little Story Bag (WOW)  
 Little Symphony, WOW's (WOW)  
 Little Theat-Air (KOIL)  
 Little Theat-Aire (WRNJ)  
 Little Theatre (WHBC)  
 Little Theatre of Life (WMCA)  
 Little Theatre of Music (KLZ)  
 Little Theatre of the Air (WRJN, KNOW)  
 Little Theatre of the Air, The (KFYO (KFYO)  
 Little Theatre of the Air, The (KROY (KROY)  
 Little Theatre of the Air, The State College (KFDY)  
 Little Theatre of the Airways (KABR)  
 Little Theatre on the Air (KGLO)  
 Little Things in Life (WNEW)  
 Little Tokyo (KRKD)  
 Little Tom (WHIO)  
 Little Variety Show (WBZ-WBZA)  
 Little White Church (WMBO, KXBY)  
 Little White House, The (WDAF)  
 Little Willie (WRR)  
 Little Woman, The (WHKC)  
 Live and Learn (KFVD, WBIG)  
 Live Wires (KIDW)  
 Lives at Stake (NBC)  
 Lives of Famous Composers (WCBDB)  
 Lives of Stars (KFWB)  
 Lives of the Great (WGBI)  
 Lives of the Saints (KTFI)  
 Lives Relived (KNX)  
 Living American Art (WQXR)  
 Living and Learning (KQW)  
 Living Around the World (WHEB)  
 Living Dramas of the Bible (CBS)  
 Living Each Day (WTOC)  
 Living Headlines (WSBT-WFAM)  
 Living Messages (WHEB)  
 Living Music (WRGA)  
 Living Today (WAVE)  
 Lizabeth Ann (NBC)  
 Lloyd and Thelma (KGFF)  
 Lloyd Pantages Covers Hollywood (CBS)  
 Lobby Loungers (KIDO)  
 Local News (KRNR)  
 Local News Service, Summers' (WAGM)  
 Local Poets (KCKN)  
 Local Police Reports (KFXD)  
 Loew Down on Hollywood (KFAS)  
 Log Cabin Boys (WORL)  
 Log Cabin Dude Ranch (NBC)  
 Log Cabin Musical Gems (KHSL)  
 Log Cabin Revue, The (NBC)  
 Log of the Hell Ship (KMTR)\*  
 Log of Unusual Facts (KIUN)  
 Lois and Eunice (KFUO)  
 Lois and Joe, Sweethearts of the Air (KFBI)  
 Lollipop Parade (WXYZ)  
 Loma (NBC)  
 London Music Hall, A (CJCA)  
 Lone Cowboy and His Hillbillies (WBTM)  
 Lone Ranger, The (WXYZ)  
 Lone Scout Troup Meeting (KIEM)  
 Lone Star Cowboy (WWL)  
 Lone Star Cowboys, The (KWKH)  
 Lone Star Minstrels (WTAR)  
 Lone Star Rangers, The (IBS, WGRC)  
 Lone Star Troubadour (KGW-KEX)  
 Lone Wolf (CBS)  
 Lone Wolf Tribe (CBS)  
 Lonely Gondolier (KFH)  
 Lonely Philosopher (WVFW)  
 Lonely Traveler (NBC)  
 Lonely Troubadour (KWTO-KGBX, WHP)  
 Lonesome Cowboy (KVG, WHBB, CHRC)  
 Lonesome Cowboy, Roy Faulkner, The (WIBW)  
 Lonesome Cowgirl (CKCR)  
 Lonesome Georgia Cowboy (WJNO)  
 Lonesome House (CBS)  
 Lonesome Luke (WGRC)  
 Lonesome Rambler (WCHV)  
 Lonesome Singers of the Air (WPHR)

PROGRAM TITLES—Continued

- Long Beach Municipal Band (KGER)  
 Long du Danube, Le (CBM)  
 Long-Haired Swing Session, The (KELD)  
 Long Remember (WNOX)  
 Longhorn Luke and His Cowboys (WOAI)  
 Looie and Lettie (WJAY)  
 Look Out! It's a Racket! (KVOO)  
 Look Who's Here (CFRN)  
 Lookin' Around (WBOW)  
 Looking at Life (CBS)  
 Looking Back (WHN)  
 Looking for a Bride (WEVD)\*  
 Looking for New Faces (WWVA)  
 Looking into the Past (WMBH)  
 Looking on the Bright Side (CKCK, CFAC)  
 Looking Out on the World (WGBF)  
 Looking Through the Windshield (WICC)\*  
 Looking Thru Your Window (KVEC)  
 Looks at Books (WBTM)  
 Lora Lane's Club Notes (KOL)  
 Lord Baltimore Ginger Boys (WFBR)  
 Lord Fitznoodle and Ole Swenson (KYA)  
 Lorenzo Jones (NBC)  
 Los Amigos (WLW)  
 Los Caballeros (WTMJ)  
 Los Espanalitos (WDAE)  
 Lost—a Dog (KTAT)  
 Lost and Found (WHBB)  
 Lost and Found Bureau, The (WMCA)  
 Lost and Found Bureau of the Air (KPDN)  
 Lost and Found Column (WLAC)  
 Lost and Found Column of the Air (KLZ, KTUL, WGTM, KOMA, KANS, WDFD)  
 Lost and Found of the Air (WDOD)  
 Lost and Found Program (KTSM, WALA)  
 Lost and Found Want Ad Program (KDFN)  
 Lost Legions, The (CBS)  
 Lost Personalities (WCOP)\*  
 Lost Pet Column (KIEV)  
 Lotus Land (CBL, WJAY)  
 Lou and Ruth at Studio Organ (WHB)  
 Lou and Stan—with Comics for the Little Man (WJRD)  
 Louis Buch, Harpist (KFIZ)  
 Louisiana Hayride (WWSW, KHJ)  
 Louisville Loons (CBS)  
 Lovable Liars, The (WBBM)\*  
 Lovable Music (WENR)\*  
 Love & Learn (NBC)  
 Love-Bug Program, The (WCAZ)  
 Love Cycles in Song (NBC)  
 Love Letters in the Air (WOAI)  
 Love, Live and Laugh (KWSC)  
 Love Lyrics (CJRM, WHN)  
 Love Me, Love My Dog (WTMV)  
 Love Nest (KYW)\*  
 Love of Joan Christopher (WOR)\*  
 Love Racketeer, The (WOR)\*  
 Love Sit-Down Strike (WDAF)  
 Love Songs (WOR, WGN)  
 Love Songs & Waltzes (NBC)  
 Love Songs at Twilight by Rosemary (WHEB)  
 Love Stories of Opera Heroines (NBC)  
 Love Thy Neighbor (WTMV, KGBX, KMOX, KWTO)  
 Lovely Ladies (WAAF, WCAE, WCAU, KYW)  
 Lovely Lady (WBOW, KDFN, WNOX)  
 Lovely Lady Hour (KROY)  
 Lovely to Look At (WAVE)  
 Love's Old Sweet Song (WBTM)  
 Lowell Thomas (NBC)  
 Luana (NBC)  
 Lucky (CHSJ)  
 Lucky Dollar (WTNJ)  
 Lucky Doorbell (KOL)  
 Lucky Family, The (WBBC)  
 Lucky Girl (WGN)\*  
 Lucky Gypsie (WEAU)  
 Lucky Kids Program (CBS)  
 Lucky Melodies (KJBS)  
 Lucky Seven, Daly's (KIEM)  
 Lucky Smith (JVG)  
 Lucky Three (WHB)  
 Luke and Limber (KFEQ)  
 Lukins Family, The (KFH)  
 Lullaby Hour (WDAF)  
 Lullaby Lady (WINS)\*  
 Lullaby Lagoon (CBL)  
 Lullaby Land (KGVO)  
 Lullaby Lane (KGVO)  
 Lullaby Time (WSIX, WSAY, WGY, WLS)  
 Lullabye (KGO-KPO)  
 Lullabye Lane (CJOC)  
 Lulu and Leander (WXYZ)  
 Lum and Abner (NBC)  
 Lumberjack (WSAU)  
 Lumberjack, The Wausau (WSAU)  
 Lumberjacks, The (WCAE)  
 Luncheon Club (WEW, WWVA)  
 Luncheon Club of the Air (KFRO)  
 Luncheon Concert (KGO-KPO)  
 Luncheon Dance Melodies (WEBQ)  
 Luncheon Dance Music (KPDN)  
 Luncheon Dance Revue (KFRO)  
 Luncheon Five (NBC)  
 Luncheon Hour, The (KGEZ, KGEZ)  
 Luncheon Lyrics (KMBC, KPDN, WKRC, KLZ)  
 Luncheon Matinee (WAVE)  
 Luncheon Melodies (KLZ)  
 Luncheon Musicale (KONO)  
 Luncheon Serenade (KTOK)  
 Luncheon Serenaders (KTOK)  
 Luncheon Song Review (WJR)  
 Luncheon Swing (WGRC)  
 Luncheon Threesome (WBZ-A)  
 Luncheon Time Table (WNBC)  
 Luncheonettes (WKOK)  
 Lure of Desert (KIEV)  
 Lure of the Topics (NBC)  
 Lute 'n' Lem (WDEV)  
 Lutheran Hour (KFUC)  
 Lutina Quintet (WDRG)  
 Lying Fishermen, Bob and Art (WBAP)  
 Lyle and Milan (KFAB)  
 Lynchburg Marbles Tournament (WLVA)  
 Lyon Family, The (WLS)\*  
 Lyric Lady, The (WFAA)  
 Lyric Serenade (CBS)  
 Lyric Trio (CBS)  
 Lyrical Adventures (WGAR)  
 Lyrical Ladies (WSBT-WFAM)  
 Lyrical Lassie (KWTO-KGBX)  
 Lyrical Lymeric (KYOS)



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- M-1 Reporter, The (WORL)  
 Ma and Pa (WEEL)  
 Ma Brown's Patch Quilt (WGN)\*  
 Ma Frasier's Boarding House (WGY)  
 Ma Perkins (WBS)  
 Mac and His Three-Piece Orchestra (KOOS)  
 Macaroni Mac (KGBX)  
 Machine Age Housekeeping (CBS)  
 Mack at the Keyboard (KIUL)  
 Macy and Her Man (WLW)  
 Mad Cargo (KGO-KPO)  
 Mad Hatterfields, The (WLW)  
 Madame Sylvia—Ry-Krisp (NBC)  
 Made in America Club (WBAL)  
 Madeline Meredith (WSAZ)  
 Madhouse Rhythms (KSFO)  
 Madison Ensemble (CBS)  
 Madison Singers (CBS)  
 Madison String Ensemble (CBS)  
 Madrigal Singers (FTRD)  
 Maestros of Modern Rhythm (CJRC)  
 Maestros of Modern Music (CJRC)  
 Maestros on Parade (KANS)  
 Maestro's on Parade (WLNH)  
 Magasin General, Le (CBF)  
 Magavox Symphonic Concert (WQXR)  
 Magawunkapog Centre (WICC)  
 Magazine, The Mobil (KHJ)\*  
 Magazine Briefs (CFRN)  
 Magazine Man, The (KGB, KHJ)  
 Magazine of the Air (KFUO, WWJ, WCAE, WRJN, WAAW)  
 Magazine of the Air, The KMBC (KMBC)  
 Magazine of the Air, The KOB (KOB)  
 Magazine of the Air, The Modern Screen (KNX)\*  
 Magee's Sports Review (KFOR)  
 Maggo del Aria (WHOM)  
 Magic Baton (KOL)  
 Magic Box at Half After Five, The (WBZ-A)  
 Magic Carpet (KGMB, KGW-KEX, KSUB, WMC)  
 Magic Carpet Melodies (KTUL)  
 Magic Carpet of the Air (WFIL)  
 Magic City Melodies (KTUL)  
 Magic City Revels (WBRC)  
 Magic City Varieties (WDBJ)  
 Magic Clipper Story Hour (KELD)  
 Magic Console, The (WCLE, WHK)  
 Magic Dial (WTMV)  
 Magic Dial, The KOBH (KOBH)  
 Magic Empire Mirror (KTUL)  
 Magic Garden, A (CHUB)  
 Magic Hour (KNEL, KGO-KPO, KJBS)  
 Magic in the Air (WTAD)  
 Magic Island (WMFJ-RR1)  
 Magic Key (NBC)  
 Magic Keys (KCRJ)  
 Magic Keyboard, The (WCBS)  
 Magic Kitchen (WCOP, WMBH, WMT, KMÖX, IBS, WHB)  
 Magic Kitchen, Martha Lane's (WCAZ)  
 Magic Kitchen of the Air (WCOP)  
 Magic Melodies (WKRC)  
 Magic Microphone (WMCA)\*  
 Magic Mirror (KOIN)  
 Magic Moments (KGO-KPO)  
 Magic Night Club, The (KTOK)  
 Magic Numbers (WBBM)  
 Magic of a Voice (CBS)  
 Magic of Melody (KGCX)  
 Magic of Music (WATR, WHN)  
 Magic of Service, The (WHO)  
 Magic of Speech (NBC)  
 Magic Piano Twins (CBS)  
 Magic Recipes (KGO-KPO)  
 Magic Spotlight (WEBQ)  
 Magic Stories (WRVA)  
 Magic Story Lady (WRVA)  
 Magic Swing, The (WAAT)  
 Magic Telescope (WLTH)  
 Magic Violin, The (KHQ)  
 Magic Voice (NBC)  
 Magic Words (KGB)  
 Magic Xylophone, The (CHRC)  
 Magical Isles (KMTR)  
 Magical Journeys (KHQ)  
 Magical Merry--Go-Round (WDSW)  
 Magical Music (WAAT)  
 Magnolia and Sunflower (WGY)  
 Magnolia Blossoms (WSM)  
 Magnolia Minstrels (KGO-KPO)  
 Mahraj (WOR)\*  
 Maid and a Man, A (WMBR)  
 Maid, Man, and Music, A (KOL)  
 Maid of Melody (WPAY)  
 Maids and Mistresses (KSTP)\*  
 Mail Bag (WJAG, WWVA, WPHR)  
 Mail Bag, The WLW (WLW)  
 Mailbag of the Air, The (WMBC)  
 Mail Bag Request Program (KCRJ)  
 Mail Box, The (KFVS, WDEV)  
 Mailman, The (KMBC)  
 Main Street Crusader (WCHI)\*  
 Main Street Opinions (WADC)  
 Main Street Parade (WHO)  
 Maine Historical Sketches (WCSH)  
 Maison Hantee, La (CKCV)  
 Maitres de la Musique, Les (CBF, CBM)  
 Majesty of Song (WTCN)  
 Majical Merry-Go-Round (WDWS)  
 Major and Minor (KMPC, WHAM)  
 Major Baker's Tales of the Jungle (WGY)  
 Major Bill (CBM)  
 Major Bowes and His Capitol Family (NBC)  
 Major Guess (KWSC)  
 Major I Q Rating (KGGC)  
 Major McGonigle's Stock Co. (WBBM)\*  
 Major, Minor and Stuff (WGST)  
 Majorie Mills' New England Kitchen of the Air (WEEL)  
 Make Believe (WROK)

PROGRAM TITLES—Continued

- Make Believe Ballroom (KFAC, WNEW, WMBH, KLZ, KMTR)  
 Make Believe Danceland (WCFL)  
 Make Believe Follies (WCAU)  
 Make Believe Night Club (WCFL)  
 Make Harrisburg Beautiful (WKBO)  
 Makers of Dreams (KFYO)  
 Making Headlines (WELL)  
 Making Over Mother (CBS)  
 Making the Deadline (WBBM)  
 Making the Movies (NBC)  
 Makin's Melody Mixers (WKY)  
 Malcolm Claire (NBC)  
 Mama's Little Helper (WSYR)  
 Mammoth Carolina Jam-boree (WBIG)  
 Mammoth Melody Maid (KGFF)  
 Mammy's Menus (WGRC)  
 Man About the Campus (WDSW)  
 Man About Town (KMPC, KWTO-KGBX, WDEV, WSUN, MacG, WALA, WBR, WPHR, KMBC, KSD, WIP, WCLS, WTNJ)  
 Man at the Fair (WDBO)  
 Man at the Hotel, The (WLBC)  
 Man-at-the-Mill (WIND)  
 Man at the Transom, The (WMT)  
 Man at the Wheel (WHB)  
 Man Behind the Cartoon, The (WINS)  
 Man Behind the Job, The (WELI)  
 Man-Behind-the-Wheel (WBAA)  
 Man Behind Your Pen, The (WMIN)  
 Man for the Job, The (WTAD)  
 Man from Cook's, The (WJZ)\*  
 Man from the South, The (NBC)  
 Man in the Front Row, The (CBS)  
 Man in the Grandstand (WIRE)  
 Man in the Hall (KMOX, WSAI)  
 Man in the Lobby, The (KIDO, WCOP, KRBC)  
 Man in the Lobby Speaks His Mind, The (WCHV)  
 Man in the Stands (KWK)  
 Man in the Street, The (KXRO)  
 Man in the Studio (WFTC)  
 Man in the Tower (WSBT)  
 Man in Your Neighborhood (WSAI)\*  
 Man o' the House, The (KGB)  
 Man of a Thousand Melodies, The (KGMB)  
 Man of Good Taste (WOKO)  
 Man of the Hour (WHN, WIP)  
 Man of the House, The (KMBC)  
 Man of the 1,000 Melodies (KGMB)  
 Man of the Week, The (WTAR, WEAN)  
 Man of Your Heart (WHN)  
 Man on the Campus (WCAD, WLBC)  
 Man on the Farm (WLS)  
 Man on the Street, The (KOL, WTAG, KFV), WSMK, WSAU, WDEV, WHBB, WMBD, KFWE, WJBY, WJEJ, KHQ, WROK, KFAB, WBBM, KOCA, KXBY, WDBO, WTNJ, WKZO)  
 Man on the Street, Schemel's (WBTM)  
 Man on the Street Broadcasts (CKWX)  
 Man on the Telephone, The (KFI, KECA)  
 Man on the Train (WDZ)  
 Man to Man News (WBRG)  
 Man Under the Marquee (WTJS)  
 Man Under the Table (WSOC)  
 Man vs. Woman (WJSV)  
 Man Who Knows (KFWB)\*  
 Man Who Laughs, The (KGO-KPO)  
 Man with the Cane, The (WCBS)  
 Mandoliers, The (CJRM)  
 Manhattan After Dark (NBC)  
 Manhattan Choir (CBS)  
 Manhattan Guardsmen (NBC)  
 Manhattan Male Chorus (CBS)  
 Manhattan Matinee (WRIIF)  
 Manhattan Melodies (WROL)  
 Manhattan Merry-Go-Round (WBS)  
 Manhattan Moods (WNBC)  
 Manhattan Mother (WBBM)  
 Manhattan Serenade (KABC)  
 Manhattan Serenaders (KGO-KPO)  
 Manhunters (WXYZ)  
 Maniac Club (WSGN)  
 Maniacs, The (WHIS)  
 Manitou News Notes (WCAL)  
 Man's Best Friend (WCHS)  
 Man's Fight to Live (WSM)  
 Man's Questions and God's Answers (KFUC)  
 Man's Thoughts and a Pipe Organ, A (WELI)  
 Mansions of Dreams (WHO)  
 Manuel and Williamson Harpsichord Ensemble (NBC)  
 Many Happy Returns of the Day (WDAY, WRDO)  
 Marandy Program (WFLA)  
 March of Entertainment (KMED)  
 March of Events (WMCA)  
 March of Fashions (KOMA)  
 March of Food (WLNH)  
 March of Labor (WEVD)\*  
 March of Minnesota, The (WCCO)  
 March of Movieland (KTCK)  
 March of Progress (KGO-KPO, WAIM)  
 March of Rhyme, The (CKBI)  
 March of Sports (KFNF)  
 March of Talent (KMTR)\*  
 March of Tempo (KROY)  
 March of the States (KXBY)  
 March of Time (CBS)  
 March of Transportation (NBC)  
 March of Youth (WTMV)  
 March Parade (WISN)  
 March Through Life (NBC)  
 Marching Along (WBOW, WHP)  
 Marching Melodies (CKBI)  
 Marching Through (KGO-KPO)  
 Mardi Gras (CBS)  
 Margaret Carpenters (KFIZ)  
 Margaret Lawrence, The Life Story of (KMBC)  
 Margaret Livingstone at the Piano (WFAS)  
 Marge, the Shopper (WGAR)  
 Margie, the Steno (NBC)  
 Margot of Castlewood (WLS)\*  
 Marguerite Menselle and Her Harp (KVOO)  
 Maria Tom Presents— (WJDX)  
 Marie Davenport (WBT)  
 Marimba Melodies (KFRO)  
 Marimba Moods (WEAU)  
 Marine Trio (WPG)  
 Marines Tell It to You (KHJ)\*  
 Marion and Reggie (RRI)  
 Marion Talley, Ry-Krisp Presents (NBC)  
 Marionettes (NBC)

PROGRAM TITLES—Continued

- Maritime Parade, The (CFCY)  
 Maritimers, The (CKMO)  
 Mark Time (KIDW)  
 Market Basket, The (WGY)  
 Market Basket of the Air (WOMT)  
 Market Basket Program, The (KYOS)  
 Market Basket Review (WSAU)  
 Market Men (WAAT)  
 Market Place of the Multitude (WHTT)  
 Market Spotlight News (KTUL)  
 Market Square (WFLA)  
 Market with Mabel (KMPC)  
 Marketeers, The (NBC)  
 Markets (KGEZ)  
 Marko (KIDW)  
 Marlowe and Lyon (WENR)  
 MarmaLade (KGO-KPO)  
 Marriage Clinic (WOR)  
 Marriage, History of (NBC)  
 Marriage License Bureau (WGN)\*  
 Marriage License Reporter (WMBH)  
 Marriage License Romances (WGN)  
 Marriage Proposals (WMCA)  
 Married Melodists (WGY)\*  
 Marselm's Popular Concert (WTCN)  
 Marshall Mavericks (KGO-KPO)  
 Marston of the Mounted (CKCD)  
 Mart Reporter, The (WTAG)  
 Martha Meade and Hazel Warner (KGO-KPO)  
 Martha Meade Society (KGO-KPO)  
 Martha Meade's Household Headlines (KGO-KPO)  
 Martha Phillips' Garden Class (KGO-KPO)  
 Martial Arts (WMBH)  
 Martie May (CBS)  
 Martin's Corner (WRTD)  
 Marvelous Melodies (KTUL)  
 Marvels of Eyesight (WHAM)  
 Marven's Scrapbook (CHNS)  
 Mary Alcott (WSAI)  
 Mary and Bill (WEAF)  
 Mary and Dorothy (WMBO)  
 Mary and Her Moods in Music (WOPI)  
 Mary and John (KSL)  
 Mary and Johnny (WOKO)  
 Mary Ann Presents (WISN)  
 Mary Baker's Shopping News (WTMJ)  
 Mary Dixon (WEBR)  
 Mary Hale Martin's Household Period (NBC)  
 Mary Kitchen (MacG)  
 Mary Lee, Your Shopper (WEBC)  
 Mary Lou Morris (WPHR)  
 Mary of the Movies (KFAC)\*  
 Mary Paxton (WSAI)  
 Mary Rogers (KWK)  
 Mary Tucker's Smiles (WFAA)  
 Maryland Inter-Collegiate Debate (WCBM)  
 Marilyn and Her Merry Men (WBNS)  
 Masked Caballero (WJSV)  
 Mason and Dixon (WMCA)  
 Masquerade (WFAA)  
 Massachusetts Federation of Music Clubs (WORL)  
 Massachusetts State Federation of Woman's Clubs (WORL)  
 Massie Ann, Sage of Sometown (KNOW)  
 Master Builder, The (NBC)  
 Master Gardener, The (NBC)  
 Master Library (KGO-KPO)  
 Master Mechanic, The (KCKN (KCKN)  
 Master Melodies (KHSL)  
 Master Mind, The (WIRE)  
 Master Music Room (WGES)  
 Master of Mystery Story (WAAB)\*  
 Master Pieces (KGO-KPO)  
 Master Singers (KFAB)  
 Master Violins (CBS)  
 Master Works (WOI)  
 Mastering the Ceremonies (CKY)  
 Masterpieces in Music (KALE)  
 Masterpieces of Melody (KECA)\*  
 Masters, The (KXBY)  
 Master's Music Room (WMBC)  
 Masters of Classics (WTMJ)  
 Masters of Literature (KDON)  
 Masters of Melody (WRUF)  
 Masters of Rhythm (WTMJ)  
 Masters of Science (WGN)  
 Masterwork Hour (WNYC)  
 Matching Jobs and Men (KFEQ)  
 Matching Men and Jobs (WMBH)  
 Matching Minds (WBAL)  
 Matinee (KMBC)  
 Matinee, The KOOS (KOOS)  
 Matinee Club (WHJR)  
 Matinee Ensemble (WDAF)  
 Matinee Dance (KVOD)  
 Matinee Dance Party (WSGN)  
 Matinee Frolic (WINS)  
 Matinee Gems (NBC)  
 Matinee Hour (KGO-KPO)  
 Matinee Hour, Kate Smith's (CBS)  
 Matinee Manor (KOL)  
 Matinee Melodies (WBZ-A. WIL, KGVO, WEBQ, WMBD)  
 Matinee Memories (WHK. WRUF)  
 Matinee Musical (WCAZ)  
 Matinee Musicals (KSL, WRUF, WDBO, KRE)  
 Matinee of Modern Music Makers (WCAX)  
 Matinee of the Air (WTMV)  
 Matinee of the Air, The KCRJ (KCRJ)  
 Matinee of the Air, The WLNH (WLNH)  
 Matinee Varieties (WIRE)  
 Matrimonial Bureau (KMBC)  
 Matrimonial Marathon (KGO-KPO)  
 Matt Clemens, the Melody Master (NBC)  
 Matters Musical (WHAM)  
 Matters of Moment to Young Men (NBC)  
 Mattinta (NBC)  
 Maud & Cousin Bill (NBC)  
 Maureen of Merritt Crest (KFRU)  
 Maverick Jim (WOR)\*  
 Mawnin', Folks (WHBQ)  
 Maxine at the Orgatron (WFLA)  
 Maxine's Piano Sketches (WFLA)  
 May I Have the Floor? (KFUO)  
 May Madison (WCAO)  
 May We Introduce? (WATR)  
 May We Present? (CFCF)  
 Mayfair Melodies (CBS)  
 Mayfair Singers (CBS)  
 Mayor Reports, The (WQAM)  
 Maytime (WINS)  
 Me and Mike (WGR)\*  
 Me and My Dad (WLTH)  
 Me and My Job (WFBL)  
 Me and My Shadow (KGW-KEX)  
 Meddlers Club (WCSH)\*  
 Medical Debunker, The (WCPO)  
 Medical Information (WGRG)  
 Medicine Show (KGO-KPO)  
 Meditation (KSAC, WCBS. (WWVA, WJR)  
 Meditation Hour (CJOC. WBT, WHK)

PROGRAM TITLES—Continued

- Meditation in Psalms (WMCA)  
 Meditation Moments (WQAM, WCBD)  
 Meditation Period (WMFD)  
 Meditations (KUOA, WJR, WOV, WSYR)  
 Meditations, Meadowbrook (WLAW)  
 Meditations in Melody (KTUL)  
 Mediterranean Hour (WGES)  
 Mediterraneans, The (KSD)  
**Meet Mr. Wise (WIBX)**  
**Meet My Musicians (WIP)**  
 Meet Myrene (WCBS)  
 Meet Some People (KHJ)  
 Meet the Announcer (KIRO)  
 Meet the Artist (CBS)  
 Meet the Author (KMPC)  
 Meet the Comics (WGR)  
 Meet the Editor (KIRO)  
 Meet the Family (WORL)  
 Meet the Folks (WFAA, WLS)  
 Meet the Girl Friends (KGO-KPO)  
 Meet the Inventor (KFWB)  
 Meet the Lady (KNOW)  
 Meet the Maestro (WIBU, WRNL)  
 Meet the Missus (WBBM, WJR, WJAS)  
**Meet the Orchestra** (WWVA, KGO-KPO)  
 Meet the Professor (WHAM, WHDL)  
 Meet the Staff (WPTF)  
 Meet the Stars (WEEI)  
 Meet the Visitor (KTAT)  
**Meet Your Announcer** (KWKH)  
 Meet Your Favorites (WPHR)  
 Meet Your Neighbor (KGO, WFBC, KFPY)  
 Meet Yourself (WIP, WPEN)  
 Meeting at the Crossroads (WSYR)  
**Meeting of the Music Makers** (WRDW)  
 Meisinger Radio Club (KSLM)  
**Meistersingers, The** (WLAW)  
 Meller Drammer (WGRC)  
 Meller Drammers (WHN)  
 Mello Cello (WTMJ)  
 Mello Melodies (WFBM)  
 Mellow Console Moments (WIL)  
 Mellow Mandoliers (WESG)  
 Mellow Melodies (NBC)  
**Mellow Memories** (KOMA)  
 Mellow Moments (CBS)  
**Mellow Moods** (KDYL)  
 Mellowed Songs (CFRN)  
 Melly-drama (WNEW)  
 Melo-Clarions (NBC)  
 Melo-Defrosters (WESG)  
 Melo-Rhythm (WOV)  
 Melodee Canary Concert (WDAF)  
 Melodeers, The (KOL)  
 Melodeers, The Gulden (NBC)  
 Melodettes, The (KRKO, WHBF)  
 Melodi-Men (WOW)  
 Melodiana (KGO-KPO, WRUF)  
 Melodians (KALB)  
 Melodic Contrasts (WJZ)\*  
 Melodic Echoes (WIP)  
 Melodic Ensemble (WBZ-A)  
 Melodic Fancies (WCAX)  
 Melodic Gems (WOMT)  
 Melodic Gold (KHQ)  
 Melodic Impromptu (CFCF)  
 Melodic Interlude (WDNC, WWSA)  
 Melodic Measures (KTOK)  
 Melodic Meditations (WAAW)  
 Melodic Melodies (WEXL)  
 Melodic Mementoes (KSD)  
 Melodic Memories (KGB)  
 Melodic Memories in the Modern Manner (WHIO)  
 Melodic Moments (KFPW, KTUL, WBAP, WGPC, WGY)  
 Melodic Moods (KFPY, WGAR)  
 Melodic Musings (KFXR, WEW)  
 Melodic Panorama, The Abrahamson-Bigelow (WJTN)  
 Melodic Rhythms (WSAI, WISN)  
 Melodic Serenade (WTAM)  
 Melodic Strings (CBL, KFH)  
 Melodic Styles (CKCL)  
 Melodic Teasers (KVEC)  
 Melodic Time (WBBM)  
 Melodie Contrasts (KFRO)  
 Melodie Gems (KFRO)  
 Melodiers, The (WSAU)  
 Melodies, The Enna Jett'ck (NBC)  
 Melodies All for You (KDB)  
 Melodies and Memories (CBS)  
**Melodies at Eventide** (WGY, WHP, WHDL)  
 Melodies by Maryland (KOMA)  
 Melodies de France (NBC)  
 Melodies for Madam (WHB)  
 Melodies for Two (WAAW)  
 Melodies from Aladdin's Magic Lamp (KGVO)  
 Melodies from Home (WHAS)  
 Melodies from Painterville (WHB)  
 Melodies from the Family Album (WHP)  
 Melodies from the Sky (WGN, WHJB, WROK, WGPC, WHBB)  
 Melodies in Song (WRUF)  
 Melodies in the Modern Manner (WSAY)  
 Melodies in the Rain (WBRC)  
 Melodies l'Argentine (KGVO)  
 Melodies of Home (WHAS)  
 Melodies of Manhattan (KMOX)  
 Melodies of the Moment (KRBC, WORL)  
 Melodies of the Night (WIL)  
 Melodies of the South (KFIO)  
 Melodies of Yesterday (WBBM, KFAB)  
 Melodies of Yesteryear (WRUF, CFCF)  
 Melodies Soft and Sweet (WKBZ)  
 Melodies Sweet and Lovely (KALB)  
 Melodies that Endure (WJJD)  
 Melodies That Linger (KTKC)  
 Melodies That Linger On (WHN)  
 Melodies That Never Grow Old (WHB)  
 Melodies Under Blue Skies (WBRV)  
 Melodies with Margie (KOMA)  
 Melodigram (WINS)  
 Melodious Measures (WKRC)  
 Melodious Melodies (KGVO)  
 Melodious Moments (KHQ)  
 Melodious Rhapsodies (CJRM)  
 Melodoscope (WMCA)  
 Melody (KHJ)  
 Melody Album, The (KRE, WFTC)  
 Melody and Harmony (CJRC)  
 Melody and Mystery (WPTF)  
 Melody and Romance (WMBH)  
 Melody and Rhythm (WJR)  
 Melody and Rhyme (WTAM)  
 Melody and Verse (CJRM, CKSO)  
 Melody at Bat (NBC)  
 Melody Bakers (KDYL)  
 Melody Bakers, The But-ternut (KGNC)

PROGRAM TITLES—Continued

- Melody Boulevard (KGMB)  
 Melody Boys (WBZ-A, WCHV)  
 Melody Canary Concert (WMCA)  
 Melody Caravan (WROL)  
 Melody Carnival (WCBS)  
 Melody Cascade of Song (CJCA)  
 Melody Chest (CBS)  
 Melody Clock (WMBO)  
 Melody Cruise (WTAM, WBBM, KSFO, WGAR, KONO)  
 Melody Express (WIP, WMAS, WBRE)  
 Melody Farm (WAGA)  
 Melody Favorites (WKZO)  
 Melody for Milady (KGW, KEX)  
 Melody for Readers (WLBC)  
 Melody for Two (WQAM)  
 Melody Garden (KDYL)  
 Melody Graphic (CBS)  
 Melody Grove (WLW)  
 Melody Headlines (WCLO)  
 Melody Highway (WXYZ)  
 Melody Home (KRSC)  
 Melody Hour (NBC)  
 Melody in Song and Story (WRVA)  
 Melody in Spring (CJCA)  
 Melody in Three-Quarter Time (WBIL, KGW-KEX)  
 Melody Kitchen (WDNC)  
 Melody Lady, The (WGRC)  
 Melody Land (WBZ-A)  
 Melody Lane (KGO-KPO, CBL, CJCA, KRNR, KABC, WPHR, KMBC, KFEQ, WBZ-A, CKCD)  
 Melody Lane of the Air (WMBH)  
 Melody Limited (KFRO)  
 Melody Lingers On (CKLW, KGO-KPO)  
 Melody Magazine (KDB)  
 Melody Magic (WDNC, WGAR)  
 Melody Maids (KGNC, WMBC)  
 Melody Maker, The (KMBC)  
 Melody Makers, The (WCHS)  
 Melody Man (WFIL, KGW-KEX)  
 Melody Man, The O' Cedar (NBC)  
 Melody Marches On! (KARK)  
 Melody Masquerade (KGO-KPO)  
 Melody Master (KOA, WFBM)  
 Melody Masterpieces (CBS)  
 Melody Masters (WSAU)  
 Melody Matinee (KGO-KPO, WCCO, KOY, WMBC, WOV)  
 Melody Medley (WIL)  
 Melody Melange (KDYL, WEST)  
 Melody Memoirs (KGW-KEX)  
 Melody Memories (WIRE)  
 Melody Memory Contest (WSAR)  
 Melody Men, The (CBW, KLZ, WJAY, WNOX)  
 Melody Merchandise Parade (KTUL)  
 Melody Merry-Go-Round (WJBO-WWSW)  
 Melody Mike and His Mountaineers (WHB)  
 Melody Milkman, The (WGY)\*  
 Melody Mill (KGMB)  
 Melody Miniature (WMBD)  
 Melody Mixers (KGO-KPO)  
 Melody Moderne (KVEC)  
 Melody Moments (WMBO)  
 Melody Moods (WGAR, KSD, WTBO, CJCA)  
 Melody Muse (KHJ)  
 Melody Musings (CBS)  
 Melody Musketeers (NBC)  
 Melody Notes (WCCO)  
 Melody of Romance (NBC)  
 Melody of the Morning, The (KFYO)  
 Melody of Words (KPND)  
 Melody on Parade (WHEB)  
 Melody Parade (KGKY, WIL, KMA, WSAY, WSUN, WDAF, KHSL, WBZ-A, CKAC, CKCL, WHBC, WLS)  
 Melody Parade, Ward's (KDAL)  
 Melody Parade, The Pluto (WBS)  
 Melody Perculator (WMCA)  
 Melody, Poem and a Song (KGVO)  
 Melody Pot Pouri (KOMA)  
 Melody Previews (KNX)  
 Melody Puzzles (WOR)\*  
 Melody Quizz (WNBX)  
 Melody Review (KGO-KPO)  
 Melody Romance (WOV)  
 Melody Serenade (KALE, KHQ)  
 Melody Series (WLWL)\*  
 Melody Shop, The (KGHI)  
 Melody Souvenirs (WFAA)  
 Melody Speaks (WMBC)  
 Melody Special (KTUL)  
 Melody Strings (WAAB)  
 Melody Sweethearts (WINS, WAAB)  
 Melody Swingsters, The (CFLC)  
 Melody Thru the Ages—Roy Harris (WQXR)  
 Melody Time (WDAS, KGLO)  
 Melody Trail (WDAY)  
 Melody Train (KGO-KPO, WMCA, WGBI, WHB)  
 Melody Treasure Hunt (WOR)\*  
 Melody Weavers (CBL, WCCO, WRJN, WBBM)  
 Melody Window (WTMJ)  
 Melody with Grace (WOV)  
 Melograin Orchestra (CKCD)  
 Melomaniacs (CBS)  
 Melotone Melodies (KWTN)  
 Melting Pot, The (KAWM)  
 Melvin and Merciful (KOIN)  
 Melwood's Book-o-scope (KPND)  
 Memo Pad, The (CJOC)  
 Memoirs of a Concert Master (WBS)  
 Memoirs of Dr. J. O. Lambert (CHRC)  
 Memorial Hospital Tours (KTRH)  
 Memories (KMTR, KTUL, WCAP)  
 Memories and Melodies (WLS)  
 Memories at Twilight (WBIG, WRUF)  
 Memories Garden (CBS)  
 Memories in Melody (CBS)  
 Memories in Music (WRR)  
 Memories of England (CJRC)  
 Memories of Hawaii (WQDM, RRI)  
 Memories of Portugal (KROY)  
 Memories of Romance (WAVE)  
 Memories of the Old Opr'y House (WKY)  
 Memories of Yesterday (KRSC)  
 Memories of Yesteryear (KOY, WTJS)  
 Memories of You (KMBC)  
 Memories That Endure (KOB, MacG)  
 Memory Baseball (KWKH, WSGN)  
 Memory Book of Melodies (CKSO)  
 Memory Bouquet (WLW)  
 Memory Chest (KHJ)  
 Memory Contest (KWTN, WFDF)  
 Memory Game, The (KSD)  
 Memory Garden (KSL, KFEL)  
 Memory Lane (CBL, KRGV, KVGB, KWKH, WEW, WFAS, WFBL, WKBO, WQDM, WRDW, WDAY, KGO-KPO, KVSQ, WCBS, CJRN, WRNL)  
 Memory Lane Trio (WFMD)

PROGRAM TITLES—Continued

- Memory Man, The (KGNC)
- Memory Melodies (WJW, KSD, WAML, WABI, WAWZ, KABC, WWVA)
- Memory Minstrel (WJIM)
- Memory Music (KGNF)
- Memory Music of the Aristocrats, The (WTJS)
- Memory Pals (WJW)
- Memory Parade (WESG)
- Memory Room (KGMB)
- Memory Singer (KLZ)
- Memory Song Man (WICC)\*
- Memory Songs (WOR)\*
- Memory Teasers (KSLM)
- Memory Tester, The (KMAC)
- Memory Time (KFRO)
- Memory Time in Caroline (WFTC)
- Memory's Album (WFAM)
- Memory's Concert Hall (WINS)
- Memory-Timekeeper (KALE)
- Memos on the Maestros (WHBC)
- Memo-Scopics (WESG)
- Memphis Five (NBC)
- Memphis Original Amateur Show (WHBQ)
- Men about Town (KRNR)
- Men Against Death (KIRO)
- Men and Manners on the Air (WDRC)
- Men and Their Messages (WACO)
- Men and Women Who Made History (WBEN)
- Men behind the Classics (KFIZ)
- Men behind the Mike (NBC)
- Men in the News (WHA)
- Men of Art (WHN)
- Men of Daring (NBC)
- Men of Destiny (WGN)
- Men of Manhattan (CBS)
- Men of Notes (WEBC)
- Men of the Skylanes (WBNS)
- Men of the West (KOA, WMAQ)
- Men of Tomorrow (WGBI)
- Men of Zest (WBBM)
- Men on the March (CJOC)
- Men Who Have Achieved (KDYL)
- Men Who Made America (NBC)
- Men Who Made History (WMAQ)
- Mend Your Speech (WBAX)
- Mendelsohn's Organology (WBX)
- Mennen Men (NBC)
- Men's School for Fashion (WSPR)
- Men's Style Talk (WSPA)
- Mental Confusion (WMBC)
- Mental Detective, The (CKMO)
- Mental Meanderings (WSBT-WFAM)
- Menu Club (CBS)
- Menus and Recipes, Sniders' (NBC)
- Merchandise Party (WBAX)
- Merchandising Melodies (KGNO)
- Merchant's Business Birthday Parties (KGNF)
- Merchants' Calendar (WCAM)
- Merchant's Clipper (WNLC)
- Merchant's Express (WWL)
- Merchant's Hour, The (WBAL)
- Merchants in Melody (WMCA)
- Merchants' Matinee Program (KFXR)
- Merchants' News Review (KIUL)
- Merchants on Parade (WAIM)
- Merchant's Parade (KCRJ, WAYX, WMFJ)
- Merchants' Review (KFIZ, WAGM)
- Merchants Service Bureau (WEBQ)
- Meredith Sacred Hour (WRDW)
- Merely Anne (CKCL)
- Meridians (CBS)
- Merly Personality Perfumes (NBC)
- Merrie Melodies (WBRB)
- Merrie Men of Windsor (WFMD)
- Merrily Yours (WAAT)
- Merrimaids (WWJ)
- Merrimen, Antkow's (WHEB)
- Merry Country Boys, The (CHNC)
- Merry Gardens (WMAQ)
- Merry Gentlemen (WMCA)
- Merry-Go-Round, The (KGMB, KXRO, WCPO, WPHR, WJR)
- Merry-Go-Round, The (WLS)
- Merry-Go-Round, The Bolmgren (WTCN)
- Merry-Go-Round, The Lin-X (WNAC)\*
- Merry-Go-Round, The Minnesota (KSTP)\*
- Merry-Go-Round, The Motor City (WXYZ)\*
- Merry-Go-Round, Damsky's (WVFW)
- Merry-Go-Round, Junior (WDAS)
- Merry-Go-Round, Senior (WDAS)
- Merry Go Round of the Air (KOIN)
- Merry-Go-Round Mike's Opportunity Program (CKMO)
- Merry-Go-Round-Up (WTMJ)
- Merry Madcaps, The (WTIC)
- Merry Makers (WFTC, KHJ, CJIC, WLW)
- Merry Makers, The Beatty (CKCR)
- Merry Marriage Mill, The (KMO)
- Merry Melodies (CBS)
- Merry Men, The (KOL)
- Merry Minstrel Men (WGAL)\*
- Merry Minstrels, The Molle (NBC)
- Merry Mountaineers (WAAT)
- Merrytime Siesta (WRDW)
- Message of Israel (NBC)
- Messenger (WMCA)
- Messengers of Melody (CFCF)
- Messiah, The (IBS)
- Meter Miser Quizzer (KFH)
- Metro Brass Quartet (WFMD)
- Metropolis (RRI)
- Metropolitan Echoes (NBC)
- Metropolitan Matinee (KDAL)
- Metropolitan on Parade (WRUF)
- Metropolitan Opera Auditions (NBC)
- Metropolitan Opera Guild (NBC)
- Metropolitan Opera Series (NBC)
- Metropolitan Operas (NBC)
- Metropolitan Players (WDRC)
- Metropolitan Skyline (CBL)
- Metropolitan Travelogue (WMCA)
- Metropolitans (KGO-KPO)
- Mexican Marimba Orchestra (NBC)
- Mexican Minstrels (WHBQ)
- Mexican Musical Tours (NBC)
- Mexican Players (WOAI)
- Meyer, the Buyer (CBS)
- Miami Daily News of the Air (WIOD)\*
- Michael Strange, Disease (NBC)
- Michigan Boulevardians (WBBM)
- Michigan Junior Safety Club (WMBC)
- Michigan Radio Revival, The (WIBM)
- Michigan Speaks (WJR)
- Mickey and His Music (KGO-KPO)

## PROGRAM TITLES—Continued

- Mickey Mouse Club (WBRC, WIS)  
 Mickey Mouse Theatre of the Air (NBC)  
 Mickey of the Circus (CBS)  
 Microbats (CJRM)  
 Microbes and Mice (KMPC)  
 Micronews (WSBT-WFAM)  
 Microphobians (KYA)  
 Microphonians (WBZ-A)  
 Micromancing (KYOS)  
 Microphone in the Sky (WOR)  
 Micropinions (KRNT)  
 Mid-Afternoon Matinee (KVOO)  
 Mid-afternoon Musicale (KGO-KPO)  
 Midday Devotional, The (WAPI, WSGN)  
 Mid-Day Frolic (KFRO)  
 Midday in a Madhouse (WAAT)  
 Midday Melodies (CHWK, WAIM, WPTF, WOW, KDKA)  
 Midday Melody Parade (WPG)  
 Mid-day Merry-Go-Round (CJCA, WDBO, WNOX, WATL, WCAE, CRS)  
 Midday Message (WMCA)  
 Midday Musical Notes (KGO-KPO)  
 Midday Musicale (KGO-KPO, WHB)  
 Midday Roundup (KTAT, WJJD)  
 Midday Serenade (KFRO, WSGN)  
 Midday Service, The (WGN)  
 Middle-name Club (KELD)  
 Midland Melodic Choir (KMBC)  
 Mid-morning Melodies (WTMV, KG CX, WCAX)  
 Mid-Morning Musical Revue (KFVS)  
 Mid-Morning Musicale (WRGA)  
 Midnight Dancing Party (CHML)  
 Midnight Dancing Party, The WBT (WBT)  
 Midnight Extra (WHN)  
 Midnight Fliers (WSBT-WFAM)  
 Midnight Frolic (WWVA)  
 Midnight Frolic, The KFI (KFI)  
 Midnight in Manhattan (WOR)\*  
 Midnight in Mayfair (NBC)  
 Midnight Jamboree (KWJJ, WWVA)  
 Midnight Melodies (KGO-KPO, WKOK)  
 Midnight Merry Makers (KWK)  
 Midnight Moods (KFPY, KOL)  
 Midnight Musings (KFPY)  
 Midnight Organ Reveries (KFOR)  
 Midnight Rendezvous, The (WWRL)  
 Midnight Reporter (WMIN)  
 Midnight Reveries (WOW)  
 Midnight Review (KDON)  
 Midnight Serenade (KOIN)  
 Midnight Vespers (WBEN)  
 Midnite Clambake (KRE)  
 Midnite Matinee (KOL)  
 Mid-Pacific Melody (KYOS)  
 Mid-South Dinner Time (WMPS)  
 Midway Melodies (KFAB)  
 Mid-Week Bible Stories (KTBS)  
 Mid-week Forum (WMCA)  
 Mid-week Jubilee (KOL)  
 Mid-week Vesper Service (KFUO)  
 Mid-Week Vespers (WBRB)  
 Midwest on Parade (WLS, WCFL)  
 Midwestern Stars (NBC)  
 Midwesterners, The (KMBC)  
 Mighty WCAZ Staff Artists Players (WCAZ)  
 Mike and Aireo (KSFO)  
 Mike Hanapi's Ilma Islanders (WTIC)  
 Mike Mites (KDKA)  
 Milady of Melody (WHAM, WLAW)  
 Milady's Day (WMBH)  
 Milady's Hour (WTMV)  
 Milady's Matinee (NBC)  
 Milady's Mirror (CBS)  
 Milady's Moments (KVOE)  
 Milady's Serenade (KCMO)  
 Mildred Boyer's Program (KSFN)  
 Mile a Minute Revue, The (WMT)  
 Mile Hi Melodies (KVOD)  
 Miles Away (KWOS)  
 Miles of Smiles (KPDN, KTEM, WHBF)  
 Miles of Smiles Revue, The (WPTF)  
 Milestones (CBS)  
 Military Classics (CJOC)  
 Military Commentator, Walter P. M. Young (WHIO)  
 Milk Bottles (WAVE)  
 Milk White Morning Matinee (KSL)  
 Milking Time (WCCO)  
 Milkman's Club (WTCN)  
 Milkman's Matinee (KWK, WIND, WMBH, KRE, WNEW)  
 Mlle. Nadia Boulander (NBC)  
 Mill Shavings (KYOS)  
 Miller of St. Lawrence, The (CHRC)  
 Miller's Melody Makers (WBIG)  
 Millie and Tillie (WOW)  
 Milligan and Mulligan (WGN)\*  
 Million Dollar Smiles (KHJ)\*  
 Millwood Silver Cornet Band (WKZO)  
 Mimics' Hour, The (KFI, KECA)  
 Mind Your Business (WHDL)  
 Mind Your Manners (NBC)  
 Mindways (KGO-KPO)  
 Miniature Concert (KONO, WAAF)  
 Miniature Magazine (KMTR)  
 Miniature Minstrels (WHEC)  
 Miniature Monday Revue (KTUL)  
 Miniature Musicale (KOL)  
 Miniature Playhouse (KMPC)  
 Miniature School of the Air (CJBC)  
 Miniature Theatre (WJAY)  
 Ministers' Question Box (WDFD)  
 Ministral Association, The Stafford County (KVG B)  
 Minit Interviews (WAVE)  
 Minnesota Poets (WTCN)  
 Minnesota's News and Views (KROC)  
 Minnie and Maud (NBC)  
 Minstrel Gems (WCAM)  
 Minstrel Maids, The (WMC)  
 Minstrel Show, The (KF EQ)  
 Minstrel Show, The NBC (NBC)  
 Minstrel Show, The Ford (WDAF)  
 Minstrel Singer, The (WQDM)  
 Minstrels, The Dutch Masters (NBC)  
 Minstrels, The KFBI (KFBI)  
 Minute Interviews (WGAR)  
 Minute Man (KTUL, WSIX)  
 Minute Man and Canaries (WSFA)  
 Minute Manners (WBS)  
 Minute Manners with Mrs. Riley (WGY)\*  
 Minute Melodies (CRS)  
 Minute Men (KDYL)  
 Minute Men of America (NBC)  
 Minute Mysteries (WBBM)  
 Minute Mysteries, The Colgate (WOR)\*  
 Minute Parade, The A & P (WHB)

## PROGRAM TITLES—Continued

- Minutes and Melodies (KGFF)  
 Minutes on Mountain Peaks (WJIM)  
 Miracle Man (WJBC)  
 Miracle Mirage (WOAI)  
 Miracles of Magnolia (NBC)  
 Miracles of Sport (TPC, KHSL)  
 Mirandy's Kitchen (KMBC)  
 Mirandy's Mixin's (WMC)  
 Mirror of Events (WGES)  
 Mirror of Life, The (WRAX-WPEN, WFAB)  
 Mirror of Melody (WFB)  
 Mirror of Music (WAPI)  
 Mirror Reflections (WMCA)  
 Mirrors of Beauty (CBS)  
 Mirrors of Manhattan (WBNX)  
 Mirth and Melody (KANS)  
 Mirth and Music (WTJS)  
 Miscellaneous Talks (NBC)  
 Misco Entertains (WTAG)  
 Miss Ann's Comic Club (WSGN)  
 Miss Chatterbox (WWVA)  
 Miss Kaye and Lilac (WHBF)  
 Miss King Presents (KFRU)  
 Miss Lizabeth (KSL)  
 Miss Mack (KCKN)  
 Miss Marion (WEBC)  
 Miss Preview (WEVD)  
 Miss Robinhood (WHN)  
 Missing Persons Bureau (KTRH)  
 Mission of the Air, The (CKCL)  
 Mission Period (KFUO)  
 Mission Players (WSAI)  
 Missionary Letters (KFUO)  
 Mississippi Memories (WTMV)  
 Mississippi Minstrel (CBS)  
 Mississippi Minstrel, Dale Wimbrow (NBC)  
 Mississippi Syncopators (KMOX)  
 Missouri Amateur Night (KMOX)  
 Missouri Calendar (KFRU)  
 Missouri Slope Review (KFYR)  
 Missus Goes to Market (WBBM)  
 Mistaken Romance (WOAI)  
 Mr. and Mrs. (KLZ, WGY)  
 Mr. and Mrs. Detective (KDKA)  
 Mr. and Mrs. Fairway (WMAQ)\*  
 Mr. and Mrs. News (WPAY)  
 Mr. & Mrs. Powerpenny (KPDN)  
 Mr. and Mrs. Pumpernickle (WBBC)  
 Mr. and Mrs. Reader (WINS)  
 Mr. and Mrs. Shopper (WGRC)  
 Mr. and Mrs. Smith (KHJ)\*  
 Mr. & Mrs. Valspar (NBC)  
 Mr. & Mrs. Wisepenny (WBS)  
 Mr. Average Man (WTMV)  
 Mr. Brain Teaser (KERN)  
 Mr. Bones & Company (NBC)  
 Mr. Business Man (WAIM)  
 Mr. Chairman (CFCF)  
 Mr. E. (WMCA)  
 Mr. Editor (KSTP)  
 Mr. Fixit (WFBL, WIL)  
 Mr. Fox Hunter and Watson (WSVA)  
 Mr. Goldstein and Mr. Bernstein (WMCA)\*  
 Mr. Hollywood Pops the Question (KFWB)  
 Mr. Keene, Tracer of Lost Persons (NBC)  
 Mr. Matter O' Fact (KTEM)  
 Mr. Prosper (WTMV)  
 Mr. Right & Mr. Wrong (NBC)  
 Mr. Sloughfoot (WTMV)  
 Mr. Settle (NBC)  
 Mr. "T" (WKBO)  
 Mr. Thrifty Figures (WBAX)  
 Mr. Twister (WJZ)\*  
 Mr. Van's Caravan Store Notes (WFIL)  
 Mr. Versus Mrs. (KLZ)  
 Mr. Yes 'n' No (KFOR)  
 Mrs. A. M. Goudiss-Rumford (NBC)  
 Mrs. Bee Cheseborough (KFAB)\*  
 Mrs. Blake's Radio Column (NBC)  
 Mrs. Cupid (WJW)  
 Mrs. Ely Culbertson (NBC)  
 Mrs. Emmons Blaine (NBC)  
 Mrs. Haddocks' Family (WHBQ)  
 Mrs. Miller's Boarding House (MWR)  
 Mrs. Nagsby (NBC)  
 Mrs. Neighbor (KOMA)  
 Mrs. O'Brien's Boarding House (KWK)  
 Mrs. Sampson's Market Basket (WRVA)  
 Mrs. Shopper (WOPI)  
 Mrs. Thrifty Buyer (WHAM)  
 Mrs. Wiggs of the Cabbage Patch (WBS)  
 Mistress Mary (WSGN)  
 Mistress of Melodie (KWTN)  
 Mixing Bowl (CFCY, WEAU, WTIC, WBNS)  
 Mixing Bowl, Beth Barton's (KOY)  
 Mixing Spoon, The (WDAY)  
 Mixing Spoon of the Air (WXYZ)  
 Mo and Jo (KELD)  
 Mocking Birds, The (CFJC, WESG)  
 Model Aircraft League (CJRM)  
 Model Builder, The (WHJB)  
 Model Kitchen, The (KANS, KCKN, WCBS)  
 Model Laundry Singers (WSOC)  
 Model Plane Meet (WSGN)  
 Modene Merrymakers (WBZ-A)  
 Moderate Melodies (WFAM)  
 Modern and Melodic (WAVE)  
 Modern Beauty Highlights (WIBU)  
 Modern Cadenzas (WDNC)  
 Modern Choir (WFAA)  
 Modern Cinderella (WCBA-WSAN)  
 Modern Detective Science (NBC)  
 Modern Ensemble, The (CBS)  
 Modern Fairy Stories (KMBC)  
 Modern Girl's Romance, A (KOMA, CBS, WINS)  
 Modern Grecian Melodies (WELL)  
 Modern Harmonics (WBZ-A)  
 Modern Home Forum (WOWO-WGL)  
 Modern Homemakers (WFAA)  
 Modern Lady, The (NBC)  
 Modern Love Story (CBS)  
 Modern Male Chorus (CBS)  
 Modern Marco Polo (WROK)  
 Modern Masters (CBS)  
 Modern Medicine Show (KTSA)  
 Modern Melodeers, The (CKBI)  
 Modern Melodies (KLO, WGY, WORC, KGO-KPO, KDKA, WGY)  
 Modern Minstrels (CBS)  
 Modern Miracles (KOL)  
 Modern Modes (KPMC)  
 Modern Mountaineers (KWKH, KTRH)  
 Modern Music Box (KGGM, WDAF)  
 Modern Music Hour (WQXR)  
 Modern Music Makers (KGO-KPO)  
 Modern Musical (KSFO)  
 Modern Musical Treats (WFBM)  
 Modern Parallels to Bible Parables (KFUO)  
 Modern Pianist, The (CHRC)  
 Modern Players (WORL)



## PROGRAM TITLES—Continued

- Modern Rhythm (WSAU)  
 Modern Rhythms (KGKY)  
 Modern Romances (NBC)  
 Modern Serenade (KTUL)  
 Modern Song Stylists  
 (WSUN)  
 Modern Songsters (WKBW)  
 Modern String Ensemble  
 (WHN)  
 Modern Strings (KOIN)  
 Modern Symphonies  
 (CBS)  
 Modern Tempos (WRUF)  
 Modern Varieties (CHRC)  
 Modern Woman, The  
 (WMCA)  
 Modern Woman at Home  
 (KGO-KPO)  
 Modernaires, The (WBZ-A)  
 Modernettes (WDRG)  
 Modernistic High Jinks  
 (KOIN)  
 Modernistic Melodies  
 (CBS)  
 Modes and Moods (WTAM)  
 Modulations (CBS)  
 Moffit & Peipho Hour of  
 Peace (WLBC)  
 Mohawk Powwow  
 (WFBM)  
 Mohawk Treasures Chest  
 (NBC)  
 Mohawk Valley Trails  
 (WIBX)  
 Mollie Halstead's Home  
 Forum (WSAI)  
 Molly Kennedy Mysteries  
 (WOR)\*  
 Mom and Lilly (WOAI)  
 Moment Musicale (NBC)  
 Moment with the Moderns,  
 A (KOL)  
 Moments Musical (WCAM)  
 Moments Musicale (WOV,  
 WTAD)  
 Moments of Adventure  
 (NBC)  
 Moments of Comfort  
 (KFUO)  
 Moments of Life (WRJN)  
 Moments of Meditation  
 (CKX, WGH)  
 Moments of Melody  
 (WNOX, TH, WCHS)  
 Moments of Music (WSAU)  
 Moments of the Masters  
 (CFCO)  
 Moments with the Masters  
 (WPTF)  
 Moments with the Old  
 Masters (KFUO)  
 Moments You Never For-  
 get (WBS)  
 Moments You'll Never  
 Forget (WRVA)\*  
 Mon Oncle (CBF)  
 Monabits (KWBG)  
 Monday and Thursday  
 Bridge Club (WLAW)  
 Monday at Home (KTUL)  
 Monday Blues (KGO-KPO)
- Monday Blues Chasers Club  
 (KOMA)  
 Monday Blues Cure (CBS)  
 Monday Evening Quarter-  
 Back (WJR)\*  
 Monday Matinee (KGO-  
 KPO, WAIM, WHN)  
 Monday Merrymakers  
 (KYW)  
 Monday Morning Revue  
 (CBS)  
 Monday Parade (KFSD)  
 Money, Magic and Music  
 (KMBC)  
 Money Talks (WBS,  
 WMAQ)  
 Monitor Children's Pro-  
 gram (KHSL)  
 Monitor Views the News,  
 The (KIEM, WORL,  
 WSAU, KHSL)  
 Monkey Business (KELD)  
 Monkey Cleaner's Program  
 (WDAF)  
 Monkey Club (WKZO,  
 WBOW)  
 Monogram Community  
 Calendar (WRVA)  
 Monologues (KFUO)  
 Montague's Millions, Mrs.  
 (NBC)  
 Montana Mountaineers,  
 The (KGCX)  
 Montana Cowgirls (KRKD)  
 Montana Pete (WEBC)  
 Montana Radio Forum  
 (KGIR)  
 Monte Magee-Voice of the  
 Southland (WOAI)  
 Months in Review, The  
 (KFPY)  
 Monticello Party Line  
 (KHJ)  
 Monticello String Band  
 (WCHV)  
 Montparnasse (WCFL)  
 Montrealers, The (CBS)  
 Moo Club, The (WELL)  
 Mood Classique (KFWB)  
 Mood Ebony (WAAT)  
 Mood Magic (WGAR)  
 Mood Neapolitan (CBS)  
 Mood Oriental (WTAM)  
 Moods (WTAM)  
 Moods and Fancies (CBS)  
 (WHA, KFVS, KFWB,  
 WHA)  
 Moods and Memories  
 (NBC)  
 Moods and Music (WMBO)  
 Moods in Blue (KMBC,  
 WTJS)  
 Moods in Ivory (WATL)  
 Moods in Melody (KFPY,  
 WWVA, KGDM)  
 Moods in Music (KIEV,  
 WHBC, WHOM, WMCA,  
 WJR)  
 Moods in Rhythm (WAPI,  
 WFTC)  
 Moods in Song (WSJS)
- Moods in Song at the Con-  
 sole (WIBW)  
 Moods Musical (MacG)  
 Moods Musicale (KTUL)  
 Moon Dial (WJSV)  
 Moon Magic (NBC)  
 Moon of My Delight  
 (CJRM)  
 Moon Over Africa (RRI)  
 Moon Patterns (KFBB)  
 Moon Ripples (CJRM)  
 Moon River (WLW)  
 Moonbeams (WDBO)  
 Moonbeams and Music  
 (WFIL)  
 Moonettes, The (WBIG)  
 Moonglow (CBS)  
 Moonlight and Shadows  
 (WTMJ)  
 Moonlight and Stardust  
 (WHN)  
 Moonlight Cruise on the  
 Good Ship Rhythm  
 (WGPC)  
 Moonlight Meditation  
 (CKCL)  
 Moonlight Melodies  
 (KABC, KLPM)  
 Moonlight Musicale  
 (KCMO)  
 Moonlight Reveries  
 (WFTC)  
 Moonlight Rhythms, Ray  
 Sinatra's (WOR)  
 Moonlight Serenade  
 (WWSW)  
 Moonlight Srenader  
 (WEAU)  
 Moonlight Stars (KVOL)  
 Moonshine & Honeysuckle  
 (NBC)  
 Moonshine and Sawdust  
 (WABC)\*  
 Moore Dance Music  
 (WEBQ)  
 Moorish Tales (NBC)  
 More Power to You  
 (WEBQ)  
 More Truth Than Poetry  
 (NBC)  
 Morning-After (KWK,  
 WHAM)  
 Morning Alarm Clock  
 (WSPD)\*  
 Morning Almanac (WHIO)  
 Morning Almanac, The  
 (Grapico (WBRG))  
 Morning Bible Lesson  
 (WDAF)  
 Morning Bulletin (WCHS)  
 Morning Bulletin Board  
 with Norman Rogers  
 (KFXR)  
 Morning Choreboy (KFOR)  
 Morning Chanticleer  
 (KGO-KPO)  
 Morning Cheer (KDKA)  
 Morning Dance Musicale  
 (WIND)  
 Morning Dance Parade  
 (KPDN)

PROGRAM TITLES—Continued

- Morning Devotion (KTUL, WSAU, WGRG)  
 Morning Devotional (KRGV, WBRC, WGTM, WSPA)  
 Morning Devotional Service (KIDO)  
 Morning Devotionals (KVOR)  
 Morning Devotions (WCHV, WHO, WIBX, WLNH, WLS, WDBJ, WNOX)  
 Morning Devotions, The (WHO (WHO))  
 Morning Edition (WJIM)  
 Morning Express (WCAE, WGAR)  
 Morning Eye Opener (KGO-KPO)  
 Morning Fellowship (WBBC)  
 Morning Glee Club (NBC)  
 Morning Glories (KHSL, WHB, KOBH)  
 Morning Greetings, WEAF (NBC)  
 Morning Headlines (WAPI, WGAR)  
 Morning Health Class (KSAC)  
 Morning Highlighters (KFAB)  
 Morning Highlights (KOIL)  
 Morning Hit Revue (WFAS)  
 Morning Housewife (KORE)  
 Morning in May, A (CJCA)  
 Morning in Miami Police Court (WQAM)  
 Morning in Rocky Hollow (CBS)  
 Morning Jamboree (WLS)  
 Morning Jubilee (WFTC)  
 Morning Interlude (WSAU)  
 Morning Lyrics (WBT)  
 Morning Mail (WQAM)  
 Morning March Time (WHLB)  
 Morning Market Basket (KGGM)  
 Morning Matinee (WAAT, WPG, WBIG, KFVS)  
 Morning Meditations (CJCA, KCMO, KFUO, WFBL, CKY, KDON, WNEW, KSLM, WAAT)  
 Morning Meeting House (WNBX)  
 Morning Melodies (CKY, KRGV, KSUB, WFLA, WORC, WSAZ, KGHF, KOL)  
 Morning Melody Parade (WSJS)  
 Morning Memoranda (KIRO)  
 Morning Memories (KGFV)  
 Morning Merry-Go-Round (KICA, WSB)  
 Morning Merry-makers (KFRC)  
 Morning Minstrels (CBS)  
 Morning Mirror (WJNO)  
 Morning Mixing Bowl (WJW)  
 Morning Moods (KONO, WQAM, WBZ-A, WMFD, WRDW)  
 Morning Music Hour (WDAS)  
 Morning Musical Clock (WCAO)  
 Morning Musical Varieties (WAPI)  
 Morning Musicale (WHB, WHLB, KFUO)  
 Morning News (WCAP)  
 Morning News, Jack Ingersoll (WINS)  
 Morning Newspaper of the Air, The (KFYO)  
 Morning on Broadway (CBS)  
 Morning Parade (WTMJ, KDKA, WFDF, WTAG)  
 Morning Percolator (WMCA)  
 Morning Philosopher (KFXD)  
 Morning Pick-Up (WAVE)  
 Morning Prayer, The (CHRC)  
 Morning Program, The (Hoffman (NBC))  
 Morning Radio Roundup (WAAT)  
 Morning Rendezvous (WOAI)  
 Morning Revelries (CHRC)  
 Morning Reveries (KFAB)  
 Morning Revue, The (WOV, WORC)  
 Morning Round-Up (WCKY, WLS, WOWO-WGL, WWL)  
 Morning Salute (WDEV)  
 Morning Serenade (CKAC, WHN, CHSJ, KRGV, KTUL)  
 Morning Serenaders (WTAM)  
 Morning Song (KFAB, WFAA)  
 Morning Stars (WBZ-A)  
 Morning Stroll (KDKA)  
 Morning Sun Dial (WSAI, WFBL)  
 Morning Symphony Program (WBTM)  
 Morning Tempos (WMBC)  
 Morning Varieties (KFXJ, KRGV, WIL, KVI, CJCA, CKCL, WSAU, WESG)  
 Morning Varieties, Chevrolet's (WBRC)  
 Morning Variety (CBS)  
 Morning Variety Show (WHB)  
 Morning Visitor, The (WIBM)  
 Morning Watch (WAAB, WORC)  
 Morning Watch, The (WTIC)  
 Morning Worship (KFNF)  
 Morning's Biggest News Story (KICA)  
 Morris and Esther (WHN)\*  
 Morris Chair of the Air (WNBH)  
 Morris L. Nelson's Variety Hour (WJBY)  
 Mortimer Gooch (WBBM)  
 Mortimer Marlowe (WKBW)  
 Morton Downey (NBC)  
 Morton Gould's Orchestra (WOR)  
 Mosaics (KFH)  
 Mose and Pete (CFLC)  
 Moses Cleaveland's Album (WGAR)  
 Most Popular Tunes-of-the-Week (WEBQ)  
 Most Unusual Thing in Town, The (KWG)  
 Mother and Son (WBNX)  
 Mother Hubbard (WHO)  
 Mother Hubbard's Melody Cupboard (KDAL)  
 Mother Machree (WTMV)  
 Mother Randall's Open House (WHO)  
 Mothers' Album (WJR)  
 Mother's Music Album (CFRN, WQDM)  
 Mother's Program, The (Walker Gordon (NBC))  
 Mothers Radio Round Table (NBC)  
 Mother's Sacrifice (WEVD)  
 Motion Picture Monitor (CFAC)  
 Motor Drama (WBBM)  
 Motor City (CBS)  
 Motor City Melodies (WJR)  
 Motor Parade (KTUL)  
 Motorcade of Melody (WNOX)  
 Motoring Mike, The (WATL)  
 Motoring Thru Europe (KGO-KPO)  
 Mountain-air (WAPI)  
 Mountain Kid (WCHV)  
 Mountain Melodies (KSL, WDOD)  
 Mountain Music (KFXJ, KAST)  
 Mountain Music Hour (WRGA)  
 Mountain Rhythms (WMSD)  
 Mountain Williams (WDOD)  
 Mountain William Revue (WSJS)  
 Mountaineers (WDRG, KMA)  
 Mountaineers, The (CFLC (CFLC))  
 Mountaineers, The Rex Cole (NBC)  
 Mournful Minstrel, The (CFLC)

PROGRAM TITLES—Continued

Mouth Health (NBC)	Music and Flowers (CKCL, WCB D)	Music Festival (NBC)
Movie Art (WCLE)	Music and Kind Thoughts (WRDW)	Music Festival Association Presents, The Pasadena (KPPC)
Movie Boner Detective (WLTH)	Music and Marriage (WJJD)	Music for an Hour (WKBW)*
Movie Chat (WISN)	Music and Mirth (CKCD)	Music for Dancing (WOR)
Movie Commentator—Dot Meyberg (KRKD)	Music and Musicians (CFRN)	Music for Everybody (WBNX, WPTF, CFRN)
Movie Fanfare (WKY)	Music and Musings (KTUL)	Music for Everyone (WTIC)
Movie Go-Round (WCOP)	Music and Mystery (KANS)	Music for Fun (CBS)
Movie Gossip (WJBY)	Music and Poetry (WCB D)	Music for "Hims" (KTUL)
Movie Man (WCHV, WDBO)	Music and Song (WACO)	Music for Madam (WCLE)
Movie Musicale, The (KSD)	Music and Steel (WOAI)	Music for Madame (KMBC, KSL, KLZ, KTUL)
Movie Mutterings (CKCL)	Music and Stuff (CFRN)	Music for Men (KTUL, KVOO)
Movie Odds and Ends (WMBO)	Music and the Muse (WMC, WMCA)	Music for Miladi (CJOC)
Movie Parade (WEBC)	Music and You (WOR)	Music for Moderns (KYW, CHML, KELD)
Movie Review (WLVA)	Music Appreciation (KFUO, KSAC)	Music for the Family (WLW)
Movie Review, The International (WBNX)	Music Appreciation Hour, The NBC (NBC)	Music for Music Lovers (CFAR)
Movie Shots—Betty Addison (WORL)	Music Appreciation Hour for Adults (WCAD)	Music for Today (WOR)
Movie Star Review (KMBC)	Music Appreciation Hour for Rural School Children (WCAD)	Music for Two Pianos (WRUF)
Movie Starr Dust (WMCA)	Music Appreciation Program (WSVA)	Music for You (WATR, WLAW)
Movie Swingtime (WDZ)	Music Around the World (WBIL)	Music for Younger Children (WHA)
Movieland (WSAU)	Music as an International Language (WORL)	Music from Budapest (WJAY)
Movieland Glances (KELO)	Music as You Like It (WLAW)	Music from Eiselstein's (WDBO)
Movieland on Parade (KIEM)	Music at Eight (CJCA)	Music from Paradise (CFJC, KGU)
Movies Man, The (WINS)	Music at Midnight (KGB, WCAE, KMTR)	Music from the Blues (KOV C)
Movies on Parade (KABC)	Music at Nine (FTRD)	Music from the Gold Coast (WBBM)
Movietime, Bob Edwards' (KSL)	Music at Noon (WLTH)	Music from the Movies (KTUL)
Moving Stories of Life (MacG, RRI)	Music at Twilight (WQXR)	Music from the Shores of Sunny Italy (WGES)
Mozart Quartet (WAPI)	Music Box (KLPM, WAVE, KGO-KPO, KVI, KMBC, KLZ, KTUL, CKNX, KCRJ, KHUB, WHN, WHBF)	Music Garden (KGO-KPO)
Mud Caves, The (KGO-KPO)	Music Box, Bostwick's (WCLO)	Music Goes 'Round (WHIO, WHBC)
Mugford Again (WSPA)	Music Box Concert (KGO-KPO)	Music Goes Round and Round, The (WHBC)
Mueller Warmsters (WTMJ)	Music Box Melodies (WLNH)	Music Guild, The NBC (NBC)
Mummers, The (WJR)	Music Box Memories (WRJN, WMCA)	Music Hall (NBC)
Municipal Court (WHIO)	Music Box Parade (WLNH)	Music Hall, The Kraft (NBC)
Municipal Government Activities (KGO-KPO)	Music Box Revue (KFVS, WFIL)	Music Hall, The WQDM (WQDM)
Murder on Schedule (KOIL)	Music Boxers (WGRC)	Music Hall Memories (KVSO)
Murder on the Highways (WGRC)	Music By . . . (WOR)	Music Hath Charms—Ferinand Strack (WORL)
Murmuring Melodies (WNLC)	Music By—(name of composer) (CJCA)	Music Hour, The CBC (CBL)
Muscle Man (WJJD)	Music by Moonlight (KSL)	Music Hour, The Evening Ledger (WDAS)
Muse and Music (WAAT)	Music by Request (WCAP, WQXR)	Music in a Sentimental Mood (WBS)
Muse-Art String Quartet (KHJ)	Music Cabs (WMCA)	Music in Gotham (WQXR)
Museum Club, The (WBT)	Music Cavalcade (KELO)	Music in Many Moods (WOV)
Museum of Music (WELI)	Music Chest (WRJN, WSAU)	
Museum of the Air (WDR C)	Music Doctor (KGO-KPO)	
Music a la Carte (WAAW)	Music Everlasting (KONO)	
Music a la Mode (KYOS)	Music Debonair (WBRY)	
Music Album (WJNO)		
Music and American Youth (NBC)		
Music and Ballet (WQXR)		
Music and Banter (WJJD)		
Music and Blab (KFVD)		
Music and Charm (WHK)		
Music and Fashions (KONO)		

PROGRAM TITLES--Continued

- Music in Pastel Shades (KTUL)  
 Music in Review (KWBG)  
 Music in the Air (WHB, WPTF, KOL, WHA)  
 Music in the English Manner (KMTR)  
 Music in the Modern Manner (KABC)  
 Music in the Modern Manner, with Little Miss Modern (WGPC)  
 Music in the Morning (WXYZ)  
 Music in the Night (KTUL)  
 Music in the Peggy Morgan Manner (WPEN)  
 Music in the Tempo of Today (WEED)  
 Music in the Waldorf Way (WMBO)  
 Music in Three-Quarter Time (WJBY)  
 Music in Waltz Time (CFJC)  
 Music Intime (WTIC)  
 Music Is Magic (WRNL)  
 Music Is My Hobby (NBC)  
 Music Lady, The (WSYB)  
 Music Lovers (WBZ-A)  
 Music Lovers' Corner (CFAC, CKCK, CKX)  
 Music Magazine (WCBS)  
 Music Magic Auditorium (WAAT)  
 Music Magnificent (KYOS)  
 Music Maker, The (KLO)  
 Music Makers, McKenzie's (WWVA)  
 Music Mart, The (WRR)  
 Music Master (KWKH, WHDL)  
 Music Masters (WHK, CJAT, KGVO)  
 Music Master's Matinee (KABR)  
 Music Mellowed by Time (KYOS)  
 Music Memory Contest (KFOR)  
 Music Mixer, The (KXBY)  
 Music Mixers (KWOS)  
 Music Moderne (KFXJ)  
 Music Moods (WDAE)  
 Music of Memory (CFAC)  
 Music of the Ages (WFTC, WSB)  
 Music of the Day (WSUN)  
 Music of the Gridiron (WFAA)  
 Music of the Masters (WCOP, WDAS, WKBO, WSAY, WHB, KGO-KPO, WRR, WJJD, KRE)  
 Music of the Moment (WTAM)  
 Music of the Nations (CJIC)  
 Music of the Night (KTUL)  
 Music of the Old Southwest (KOB)  
 Music of the Opera (WHK)  
 Music of the South (KGO-KPO)  
 Music of the Spheres (WQXR)  
 Music of the Theatre (CBS)  
 Music on El Rancho (KYOS)  
 Music on Parade (WGH)  
 Music on the Air (NBC)  
 Music on the Sentimental Side (KABR)  
 Music Parade, The (WFAA)  
 Music Period (KFUO)  
 Music Room (KGO-KPO, KDLR, WHLB)  
 Music Shop (WOI)  
 Music Series, The Chasins (NBC)  
 Music Smooth as Velvet (WCAX)  
 Music Styles (WFDF)  
 Music Sweet and Swing (WBEN)  
 Music Teasers (WNEW)  
 Music That Lives (CJRC)  
 Music That Makes America Dance (KGMB)  
 Music That Shook the World (KGW-KEX)  
 Music That Satisfies (WCLS)  
 Music That Words Make (WSGN)  
 Music--Then and Now (KDON)  
 Music Time (CBL)  
 Music to Read By (WHN)  
 Music Treasure Box (NBC)  
 Music Under the Elms (WBRY)  
 Music Weavers (WGY)  
 Music with Our Compliments (CFCF)  
 Music with the Masters (WGH)  
 Music with the Stars (WHBB)  
 Music with a Song and a Smile (WMFF)  
 Music with Time (KTOK)  
 Music without Words (KTRO, KMOX, WNYC)  
 Music You Like to Hear (WAVE)  
 Music You Love (WBS)  
 Music You Remember (WBS)  
 Music You Want (KCMO)  
 Musical Adventures (NBC)  
 Musical Air Pictures (KOMA)  
 Musical Album (CBS)  
 Musical Album (WLNH)  
 Musical Album, Krueger's (NBC)  
 Musical Album of Sacred Songs (WDBJ)  
 Musical Almanac (KWTN, KSD, WBS)  
 Musical Alphabet (CBS)  
 Musical Americana (CBS)  
 Musical Answer Man (WTMJ)  
 Musical Antique Shop (WMBH)  
 Musical Appetizers (KYOS, WGH)  
 Musical Appreciation (CFLC)  
 Musical Art Quartet (NBC)  
 Musical Auctioneer, The (KUJ)  
 Musical Bakers, The (KGNC)  
 Musical Barbers (KMBC)  
 Musical Barometer (CJCA)  
 Musical Bazaar (WESG)  
 Musical Biographies (KOL)  
 Musical Blossoms (WWVA)  
 Musical Bouquet (WAAT)  
 Musical Boys (WCHV)  
 Musical Brevities (WDAE, KTUL, KGNC, KABC)  
 Musical Brevities, with Footnotes on Safety (KTAT)  
 Musical Briefs (WRGA)  
 Musical Brownies, The (KTAT)  
 Musical Buds (WLTH)  
 Musical Calendar (KFVS, WHAS)  
 Musical Cameos (KHSL)  
 Musical Camera (NBC)  
 Musical Camera, Josef Cherniavsky's (WAAB)  
 Musical Cameraman (NBC)  
 Musical Capers (KGO-KPO)  
 Musical Caravan (CFRB, WWL, CRS, CHRC)  
 Musical Cartoons, Victor Erwin's (WOR)  
 Musical Cavalcade, The Philco (KMOX)  
 Musical Chatterbox (KVI)  
 Musical Chef, The (WWVA)  
 Musical Christmas Card (KUJ)  
 Musical Christmas Tree (KTUL)  
 Musical Classroom (WRAX-WPEN)  
 Musical Clinic (KCRJ)  
 Musical Clock (WLVA, KOMA, KTRH, KGO-KPO, WIBM, KFOR, WJAX, KDFN, WDAF, WJAG, WMFJ, WTO, WINS, WBBM, WBIX, WEBG, WDBJ, WSAU, CHSJ, KLZ)  
 Musical Clock Hour (KVOA, CKPR, KGAR)  
 Musical Clock, The (KSAL, KSAL)  
 Musical Clock Review (WDAF)  
 Musical Cocktail (KONO)  
 Musical Cocktails (WCAX, WMBH)

PROGRAM TITLES—Continued

- Musical Comedy Echoes (WIP)  
 Musical Comedy Excerpts (WQXR)  
 Musical Comedy Gems (CJRC)  
 Musical Comedy Hits (WGY)  
 Musical Comedy Memories (CFRC, WDBO)  
 Musical Comedy Moments (KMTR)  
 Musical Comedy Playhouse (KGMB)  
 Musical Comedy Review (NBC)  
 Musical Comedy Time (CFJC, KGMB)  
 Musical Commemorations to the Masters (KXBY)  
 Musical Corral (KABC)  
 Musical Cruise with Spear-mint Crew (NBC)  
 Musical Crumbles (WADC)  
 Musical Crusaders, The Canadian Pacific (NBC)  
 Musical Day Dreams (WHO)  
 Musical Diary (NBC)  
 Musical Discoveries (WOAI)  
 Musical Doctors, The Vapex (NBC)  
 Musical Dreams, The Tangee (NBC)  
 Musical Echoes (KGO-KPO, CKLW)  
 Musical Encores (KDAL)  
 Musical Episodes (CBS)  
 Musical Esquire (KGO-KPO)  
 Musical Essays (WNYC)  
 Musical Etchings (WIL, WBNF, WJR)  
 Musical Events—Ann Truesdale (WQXR)  
 Musical Excellence (WJJD)  
 Musical Explorer (CKWX)  
 Musical Fantasy (CFCF, KPDN)  
 Musical Fashionplates (WMCA)  
 Musical Favorites (KSD)  
 Musical Filling Station (WMCA)  
 Musical Fishermen, Bob and Art, The (WBAP)  
 Musical Footnotes (WDAS, WIP, WWVA)  
 Musical Footnotes with Joe Breen (WDAS)  
 Musical Forget-Me-Nots (KFRC)\*  
 Musical Foursome (CBS)  
 Musical Gazette (CBS)  
 Musical Gems (CKBI, CKMO, KTUL, KGVO, WINS, WDGY, WJAG, KSD)  
 Musical Gems, Koppe's (KGHL)  
 Musical Geography (WHB)  
 Musical Gestures (KSD)  
 Musical Globe Trotters (WIL)  
 Musical Gondolier (WAAB)  
 Musical Grab Bag (KGO-KPO, WRR, KHSL, KALB, WRGA, WDBJ, WKOK, KOBH)  
 Musical Greetings (KLZ, WHBC)  
 Musical Greetings Club (WSPA)  
 Musical Gridiron (KDKA)  
 Musical Grocers (KMBC)  
 Musical Grocery Home (NBC)  
 Musical Guild, The (CFCO)  
 Musical Half-Hour (KWOS)  
 Musical Hall of Fame (WCAX)  
 Musical Headlines (WELL, KTUL, KWK, WCAE)  
 Musical Highlights (KGO-KPO, KFYO)  
 Musical History (WKY)  
 Musical Hodge Podge (CHNS)  
 Musical Homemakers (WGR)  
 Musical Horizons (CBL)  
 Musical Horoscope (KFI, KTAT)  
 Musical Hotel (WPRO)  
 Musical House-Keepers Chat (WEST)  
 Musical Importations (KGB)  
 Musical Interludes (KHSL, KRKO)  
 Musical Intonations (KVOO)  
 Musical Jamboree (KPDN, WHB)  
 Musical Jaunt Around the Town (WGPC)  
 Musical Jewelers (WAAT)  
 Musical Kaleidoscope (WGY)  
 Musical Kitchen, Dishman's (WGH)  
 Musical Kitchen with Janie and Weston (WMFD)  
 Musical Librarian, The (KXBY)  
 Musical Love Letters (WSYR)  
 Musical Mac (WBNF)  
 Musical Magazine, The McKesson (NBC)  
 Musical Magic (KRBC)  
 Musical Mailbox, The (WMT)  
 Musical Mailman (WDAE)  
 Musical Maniacs, The (WTAD)  
 Musical Manners (KTOK)  
 Musical Map (WFMD)  
 Musical Mardi Gras (CBL)  
 Musical Market Basket, The (KTUL, WIBU, WTBO)  
 Musical Marmalade (KTEM)  
 Musical Masterpieces (WJAG)  
 Musical Masterworks (KLO)  
 Musical Matinee (KVI, WDAF, WJBY, KMOX, CKWX, KGLO, WRDW, WSGN)  
 Musical Mechanics (KERN)  
 Musical Meditations (CFCO, KGBX)  
 Musical Melange (WHAS, WTBO, KTAT, KGCX)  
 Musical Memories (KGHF, WOPI, KGLO, KRGV, KGW-KEX, WMIN, WSGN, WOPI, KVI, KGKB, IBS)  
 Musical Memories Revue (WNAX)  
 Musical Memory Book (WPHR, WKRC)  
 Musical Memory Contest (WCBD, WQXR)  
 Musical Memory Game (WAVE)  
 Musical Menu (WCPO, WJBK, WEXL)  
 Musical Menu, James Cafe (WEBQ)  
 Musical Merry Go Round (KGO-KPO, WRGA, WSUN)  
 Musical Mildredettes (WDGY)  
 Musical Milkman (KGA)  
 Musical Millers of Hearts Delight (WOAI)  
 Musical Miniatures (KGLO, WJMS)  
 Musical Mirage (KSL)  
 Musical Mirror (WTMV, KCMO)  
 Musical Missionaries of Goodwill (WOAI)  
 Musical Mix-Up (KRBC)  
 Musical Modes (KARK)  
 Musical Moments (WBS)  
 Musical Moods (KLO, KSL, KALE)  
 Musical Mysteries (CFCO, WMFG)  
 Musical News (WKBW)  
 Musical News Reel (KROC)  
 Musical Newsettes (WDGY)  
 Musical Newsy (KFVB)  
 Musical Nick Nacks (KMOX)  
 Musical Nightcap (WIL)  
 Musical Notebook (WDAF, KSOO, WCLO)  
 Musical Notes (WJAX, KFVS)  
 Musical Notes, McKesson's (KFVS)  
 Musical Novelties (NBC)  
 Musical Numerology (WORL)

PROGRAM TITLES—Continued

- Musical Oddities (WQXR)  
 Musical Open House, The (KRE)  
 Musical Parade (WBZ-A, KGNC)  
 Musical Pastels (WOV)  
 Musical Personalities (KOB)  
 Musical Pilgrimage (KECA)  
 Musical Portfolio (WAAT)  
 Musical Portraits (WBZ-A, KHSL, WMBH)  
 Musical Postman (CBS)  
 Musical Potpourri (KGVO, WCBD)  
 Musical Powder Box (WABC)\*  
 Musical Preferences (WHEB)  
 Musical Premieres (NBC)  
 Musical Prescription (CJCA)  
 Musical Prevues (WDNC)  
 Musical Queries (CFAR)  
 Musical Rainbow (WBS, WMFF)  
 Musical Rainbows (KFIZ)  
 Musical Reflections (KFVD)  
 Musical Reveries (CBS)  
 Musical Review, The Charis (NBC)  
 Musical Rogues (WNAC)  
 Musical Romance (WKY, CFRB, WDBO)  
 Musical Roulette (WJAG)  
 Musical Roundup (KMA, WLS, WNAC)  
 Musical Salesmen (KMBC)  
 Musical Scales (KYA)  
 Musical Scrapbook (KFVS, WHBB, KHSL, KMTR, WCAZ)  
 Musical Service Station (WJMS)  
 Musical Shopping Guide (KMTR, KHSL, WLNH)  
 Musical Show, The Royal Yeast (CHNS)  
 Musical Silhouette (WMCA)  
 Musical Silhouettes (CKOC)  
 Musical Sketchbook (WAVE)  
 Musical Sketches (KGO-KPO)  
 Musical Sleigh Ride (KTUL)  
 Musical Snapshots (WHEB, WMCA)  
 Musical Snuff Box (CKAC, WOV)  
 Musical Speedway (KGNF)  
 Musical Spell-Down, The (WTMJ)  
 Musical Spelling Bee (WIRE)  
 Musical Sports Review (KQV)  
 Musical Steeplechase (WLW)
- Musical Story Lady, The (WOC)  
 Musical Sunbeams (WDRG)  
 Musical Sundial (WGST)  
 Musical Surprises (WBZ-A)  
 Musical Sweethearts (WKBW)  
 Musical Tailors (KMBC)  
 Musical Tete a Tete (WGY)  
 Musical Tidbits (CFCO, WAAT, KONO)  
 Musical Tintypes (WENR)\*  
 Musical Toast (CBS)  
 Musical Tours (CBL)  
 Musical Trails, The Keystone (WJTN)  
 Musical Train (KLO)  
 Musical Travelogue (WBZ-A, WHN)  
 Musical Treasure Chest (KGO-KPO, KFAB, WOV)  
 Musical Tricks and Treats (WEAF)\*  
 Musical Trip-Ups (CJRM)  
 Musical Vagabonds (WBZ-A, WCCO)  
 Musical Valentines (WMBH)  
 Musical Variations (KCRJ)  
 Musical Varieties (KFPY, CKWX, KGKY, WGY, WFIL)  
 Musical Varieties, The Gulf (WSUN)  
 Musical Vespers (CBS)  
 Musical Vignettes (KSL)  
 Musical Watchman, The (NBC)  
 Musical Weather Man (WBBM)  
 Musical Wheel (WSGN)  
 Musical Wizards, The (WTJS)  
 Musicale, The Findlay College (WJAY)  
 Musicale, The Jayness (KWKH)  
 Musicale, The Southerncal (KGB)  
 Musicale Billboard (WDBO)  
 Musicale Moderne (WAAF, WTAG)  
 Musicale Portraits (KGDM)  
 Musicalities (KGO-KPO)  
 Musicana, St. Joseph's (WOV)  
 Musicians Workshop (WEVD)  
 Musicomedy Special (WTMV)  
 Musing Time (WKY)  
 Musing with Music (WDAS)  
 Musings (CJRM)  
 Musings, The Morris Plan (WOAI)  
 Musketeers, The Royal Dutch (WFAS)
- Muted Strings (WGY)  
 Mutual Moments (WICC)  
 My Battle with Life (NBC)  
 My Boy (WEVD)  
 My Childhood Scrapbook (KFUO)  
 My Diary (WBBM)  
 My Escape from Devils Island (KWK)\*  
 My Hobby Is (WSOC)  
 My Job (WFIL)  
 My Message to You (KFUO)  
 My Mother's Scrapbook (CKX)  
 My Mother's Songs (KOL)  
 My Oklahoma (WKY)  
 My Piano and Me (KHQ)  
 My Portrait Gallery of Famous Britons (NBC)  
 My Time and Your Time (WHJB)  
 Myriad Voices (WRC)  
 Myrt and Marge (CBS)  
 Mysteries in Paris (CBS)  
 Mysterioso (KRGV)  
 Mysterious Island (NBC)  
 Mysterious Mr. Mac (WMCA)  
 Mystery Chef (NBC)  
 Mystery Chief (CBS)  
 Mystery Dramas (KGEZ)  
 Mystery Girl (KMJ)  
 Mystery Girl, The Gobel (NBC)  
 Mystery Hour, The (KFSO)  
 Mystery House (WSPD)  
 Mystery Melody Program KOY, WALR, WCOL, KGAR)  
 Mystery Melody Time (WKY)  
 Mystery Melodies (KMJ, KTUL, WDBJ, WCA)  
 Mystery Organist (KDYL)  
 Mystery Poet (WCBS)  
 Mystery Singers (WBZ-A, WSA)  
 Mystery Voice (WAAT, KVOL)  
 Mystery with Music (WPTF)  
 Mystery's Mansion (CBS)  
 Mystic Melodies (KVI, KSLM, KANS)  
 Mythical Ballroom (WJBY, WDGY)  
 Mythical Horse Race (WAVE)  
 Mythical Man on the Street (KABR)  
 Mythical Night Club (KTUL)  
 Mythical Race Track (WJNO)  
 Mythical Symphony Hall of the Air (WCAZ)  
 Mythical Theatre, The (WALR, WALR)

Mc

- McAleer Twins, Mac and Al, The (WOAI)  
 McEntee Time (WKY)

# N

- Name the Band (KFOR)  
 Name the Tune (WOWO)  
 Name Your Mood (WAIM)  
 Name Your Number  
 (WGY)  
 Names and Faces (KPO)  
 Names in the News (KSL,  
 WDAY)  
 Names Make News  
 (WEBR)  
 Names That Live Forever  
 (CJOR)  
 Nancy and Ned (KCKN)  
 Nancy Clancy, Piano Patter  
 (WINS)  
 Nancy Dennis, Piano Patter  
 (WINS)  
 Nancy Lee's Shopping Tour  
 (WFOY)  
 Nancy Nash (WAPI)  
 Nappanee Hour (WTRC)  
 Narratives on Bible Truths  
 (KFUO)  
 Nat Brusiloff Presents  
 (WMCA)  
 Nation Dances, The  
 (KPDN)  
 National Affairs (KSAC)  
 National Amateur Night  
 (CBS)  
 National Barn Dance  
 (WLS)  
 National Catholic Radio  
 Hour (WOL)  
 National Concert (KGO-  
 KPO)  
 National Dairy Productions  
 (NBC)  
 National Dairy Virtuosos  
 (NBC)  
 National Democratic Club  
 Forum (CBS)  
 National Farm & Home  
 Hour (NBC)  
 National Home Hour  
 (NBC)  
 National Labor Scene, The  
 (WEVD)  
 National Music Camp  
 (NBC)  
 National Notes (WTMV)  
 National Players (KGO-  
 KPO)  
 National Radio Forum  
 (NBC)  
 National Security League  
 (CBS)  
 National Spelling Bee  
 (WMCA)  
 National Student Federation  
 of America (CBS)
- National Sunday Forum  
 (NBC)  
 National Vespers (WENR)  
 National Vespers—Dr.  
 Fosdick (NBC)  
 National Youth Administra-  
 tion (WBT)  
 Natrona County High  
 School Program (KDFN)  
 Natural Bridge Music-  
 makers (NBC)  
 Natural Singers, The  
 (KFEQ)  
 Naturals (CBS)  
 Nature Lore Program  
 (WDRC)  
 Nature Studies (WJNO)  
 Nature Tales (WHA)  
 Nature Trails (KGW-KEX)  
 Nature's Noble Naturalist  
 (WWVA)  
 Navy Flashes (KFOX)  
 Navy in Review (KGB)  
 Neapolitan Echoes (KGO-  
 KPO, WWSW)  
 Neapolitan Melodies  
 (WSAY)  
 Neapolitan Nights (WGES)  
 Neapolitan Serenade  
 (WIBX, WSAY)  
 Neapolitans (CBS)  
 Near-to-Midnight Gospel  
 Hour (KFUO)  
 'Neath Western Skies  
 (KFH)  
 Needlepoint Revue  
 (WAAT)  
 Negro Achievement Hour  
 (CBS)  
 Negro Art Singers (FTRD)  
 Negro Melody Singers  
 (FTRD)  
 Negro Spirituals (WDRC)  
 Neighbor Ann (KVGB)  
 Neighbor Bill (KVGB)  
 Neighbor Nell (WGY)\*  
 Neighborhood Hour (WIL)  
 Neighborhood Hour (WIL)  
 Neighborhood Program  
 (WIL)  
 Neighboring Cities (WJAX)  
 Neighborly Visit (WSAY)  
 Neighbors (WCKY,  
 WCLE)  
 Neighbors, Incorporated  
 (KWKH)  
 Neighbors' Noon Hour  
 (WHKC)  
 Nell and Don (KRBC)  
 Nell Vinick (WBS)  
 Nellie Revell (NBC)  
 Nellie Revell at Large  
 (NBC)
- Nellie Revell Interviews  
 (NBC)  
 Nemesis, Inc. (RRI)  
 Nero and Rome (WRDW)  
 Nertsy Rhymes (CKY)  
 Nerves of Steel (KFOR)  
 Nest Egg (KIDO)  
 Nettie Needle-Nert (RRI)  
 New Angles in the News  
 (KELD)  
 New Bedford Speaks  
 (WNBH)  
 New Brunswick (N. J.)  
 Public Schools (WAWZ)  
 New Business World  
 (NBC)  
 New Deal for Artists  
 (NBC)  
 New Deal on Main Street  
 (WOR)\*  
 New Education, The  
 (WCAU)  
 New England Agriculture  
 (WBZ-A)  
 New England Authors  
 (WBZ-A)  
 New English Singers (CBS)  
 New Friends on the Book-  
 shelf (WDBO)  
 New Horizons (KNX)\*  
 New Ideas (WINS)  
 New Kitchen Secrets  
 (KGO-KPO)  
 New Leadership (WORL)  
 New Mexico Home and  
 Farm Hour (KOB)  
 New Mother Hubbard  
 (CBS)  
 New Names (WHK)  
 New Past (CBS)  
 New Plays & Players  
 (NBC)  
 New Start in Life, A  
 (WBS)  
 New Sunshine Swing Club  
 (WAPI)  
 New Talent Scout, The  
 Emerson (WFAS)  
 New Tunes (WHO)  
 New Voices (WEEL, WGR)  
 New Voices on Parade  
 (WEVD)  
 New World (KGO-KPO)  
 New World Symphony  
 (CBS)  
 New York American Com-  
 ics (WINS)  
 New York Goes to the Auto  
 Show (CBS)  
 New York Hour (WINS)  
 New York on Parade  
 (NBC)

## PROGRAM TITLES—Continued

- N. Y.-Pa. Express (WESG)  
 New York Philharmonic  
     Symphony Concerts  
     (CBS)  
 New York Reporter  
     (WINS)  
 New York State Police Co.  
     (WGY)\*  
 New York Town (WHN)  
 New York University De-  
     bates (WHN)  
 New Yorkers, The (CBS)  
 Newlyweds, The (WCBS)  
 Newlyweds of the Air  
     (KDKA)  
 News, The Sterling Super  
     Bru (WGRC)  
 News and Views (KGGF)  
 News and Views by the  
     Breakfast Table Report-  
     ers (WMMFJ)  
 News and Views of South  
     America (NBC)  
 News and Views of Sports  
     (KTAT)  
 News Behind the News  
     (KFWB)  
 News—Bob McIntosh  
     (WGRC)  
 News Bureau (WJAG)  
 News Butcher, The  
     (CKCK)  
 News by Air (CRS)  
 News by Hughes (KMTR)  
 News Comes to Life  
     (WINS, WJR)  
 News Direct from Wash-  
     ington (KFUO)  
 News Distorter (WIOD)  
 News Editor (KTHS)  
 News Events in Social  
     Work (WIL)  
 News-Fax (WMBC)  
 News Flashes (KGEZ)  
 News Flashes, The Fire  
     Chief (KGHL)  
 News for Breakfast  
     (KUOA)  
 News for Everyone  
     (WNEW)  
 News for Executives  
     (WCKY)  
 News for the Ladies  
     (KARK)  
 News for Women (KPMC,  
     WCFL)  
 News for Women Only  
     (WMBG)  
 News from Capitol Hill  
     (KFYR)  
 News from Life (WIND)  
 News from the Churches  
     (WDAF)  
 News from the Weeklies  
     (KWSC)  
 News from the Woman's  
     Point of View (WIBU)  
 News from the 'Y' (WGPC)  
 News Hunters (WMBC)  
 News in a Nutshell  
     (WKRC)  
 News in Review (WHEB,  
     WREN)  
 News in Spanish (WLW)
- News Index (WTAR)  
 News Is on Parade (WJRD)  
 News Jester, The (KMBC)  
 News Leader Current  
     Events (WRVA)  
 News Leader History of  
     Old Virginia (WRVA)  
 News Magazine of the Air  
     (WBS)  
 News, Music, Interviews  
     (KTUL)  
 News 'n' Notes (KYOS)  
 News Oddities (KFIZ,  
     WBT, CJCA, WLNH)  
 News Oddities of the  
     World (KONO)  
 News of Spring (WHO)  
 News of the Air, The Alka  
     Selzer (KNX)\*  
 News-of-the-Day-in-  
     Italian (WHOM)  
 News of the G-Men  
     (KFEQ)  
 News of the Hour (WDEV)  
 News of the Hour on the  
     Hour (WCBS)  
 News of the Hour, on the  
     Hour, Every Hour  
     (WORL)  
 News of the Mississippi  
     Valley (WHBF)  
 News of the Moment  
     (CFAC)  
 News of the Road (WCAE)  
 News of the Veterans  
     (WBRC)  
 News of the Week (KABC,  
     WCMI)  
 News of the Week in Re-  
     view (WSBT-WFAM,  
     KVOR)  
 News of the Week on  
     Parade (WIS)  
 News of the World (WJAS,  
     WLTH)  
 News of Women for  
     Women (WDGY)  
 News of Yester Year  
     (WJRD)  
 News of Yesteryear  
     (WDNC)  
 News of Your Neighbor  
     (WDZ)  
 News of Youth (CBS)  
 News Quiz, The Birming-  
     ham (WSGN)  
 News Parade (KGIW,  
     WCAE)  
 News Parade, Al Grobe  
     (WINS)  
 News—Paul Sullivan  
     (WLW, WSAI)  
 News—Peter Grant (WLW)  
 News Reel, The (WHDL)  
 News Reporter—Charles  
     Woods (WSAI)  
 News Reporter, The Arrow  
     (WCAU)  
 News Reporter, The Calu-  
     met (WIND)  
 News Reporter, The Esso  
     (NBC)  
 News Reporter, The  
     Phillips (KGNC)
- News Review (KSLM)  
 News Review, The Duke  
     (WDNC)  
 News Room (WSAU,  
     WAPI)  
 News Scoops and Melodies  
     (WLAC)  
 News Show (WJAS)  
 News Summary, The KDFN  
     (KDFN)  
 News Tester, The (KMBC)  
 News That's News (WAPI)  
 News Thru a Woman's  
     Eyes (KMOX)  
 News to You (WMAQ)  
 News Today—History  
     Tomorrow (WHAM)  
 News Tower, The WOW  
     (WOW)  
 News under Today's Head-  
     lines (WSFA)  
 News Voices of 1938  
     (CFCO)  
 News While It's News  
     (WKY)  
 News with a Kick (WIP)\*  
 News with Music (WBBM)  
 News X-Ray (WCCO)  
 Newsgrams (KROY)  
 Newscaster, The Gulf  
     (WDAE)  
 Newscaster, The KOB  
     (KOB)  
 Newscaster, The Sunoco  
     (WGY)  
 Newscasts (KVSQ, WOAT)  
 Newscast Sunshine (KGO-  
     KPO)  
 Newsings with Hy Fox  
     (WFAS)  
 Newsman, The CKY (CKY)  
 Newsman Reviews the  
     News, A (WPTF)  
 Newspaper Adventures  
     (WMCA)\*  
 Newspaper of the Air  
     (KABR, KPQ, WCLO,  
     WELI, WHIO)  
 Newspaper of the Air, The  
     KGEZ (KGEZ)  
 Newsreel (KIRO)  
 Newsreel, The Energine  
     (NBC)  
 Newsstand Novelties  
     (CJCA)  
 Newstime (IBS, KTHS)  
 Newsy Jigsaw, The  
     (CKX)  
 Newsy News (KMA)  
 Newsy Notes (WCBA-  
     WSAN)  
 Newsy Notes from Holly-  
     wood (WBTM)  
 Newt's Gang (KFEQ)  
 Nice Work if You Can Get  
     It (KFYO)  
 Nick and His Cornhuskers  
     (WFDF)  
 Nickel Belt Birthdays  
     (CKSO)  
 Nickel Club (CJOR)



PROGRAM TITLES—Continued

- Nickel Harness Makers (WNAX)  
 Nickel in the Slot (KONO)  
 Nickelodeon (NBC)  
 Nickie Norge (WOAI)  
 Niela Goodelle, Cutex Presents (NBC)  
 Nifty Novelties (CJCA)  
 Night at the Club, A (KMBC)  
 Night at the Inn (WCAE)  
 Night at the Opera, A (WRJN)  
 Night at the Theatre, A (WINS)\*  
 Night Boat, The (KSL)  
 Night-Cap Newsreel (WKRC)  
 Night Carpet Capers (KTOK)  
 Night Club, The NBC (NBC)  
 Night Club Extravaganzas (KMBC)  
 Night Club of the Air (WHB, WCAE, WSGN, WPEN)  
 Night Club Parade (WFBL)  
 Night Club Romance (CBS)  
 Night Court (KGO-KPO, WHBQ, KUJ, WHO)  
 Night Desk News (WMCA)\*  
 Night Dream Hour, The (NBC)  
 Night Editor (KGO-KPO)  
 Night Hawk Fiddlers (WPHR)  
 Night Hawks' Club (KYA)  
 Night Herders (KFIZ)  
 Night in Manhattan (WHN)  
 Night in Venice (KOIN)  
 Night on the Prairie (KGNC)  
 Night Owl (KFBR)  
 Night-Owl News (WIRE)  
 Night Owl Radio News (KTAR)  
 Night Owls (WEBC)  
 Night Patrol (WHK)  
 Night Pilot, The (WRC)  
 Night Rider (KOIN)  
 Night Riders, George B. German's (WNAX)  
 Night School (WTMJ)  
 Night Singer (CBS)  
 Night Time on the Trail (KMBC)  
 Night Watch (WIND)  
 Night Watchman, The (KGW-KEX)  
 Night Winds (KMBC)  
 Nightcap Newscast (WROL)  
 Nighthawk Frolic (WDAF)  
 Nighttime in Old Samoa (KGU)  
 Nill and Null (RRI)  
 Nimble Fingers (WAIM)  
 Nine-Forty-Five Editor (WIND)  
 Nine O'Clock Family (KTBS)
- Nine o'Clock Headlines (WBRC)  
 Nine O'Clockers, The (WRAC)  
 1938 Ohio Review (WTAM)  
 1938 Prosperity Program (KMTR)  
 19th Hole Golf News (KRE)  
 920 Club, The (WPEN)  
 Nine to Five (NBC)  
 92 Dance Party (WRDW)  
 92 News (WBRC)  
 90 Days of Time (KOL)\*  
 Ninety Days of Time (KRSC)  
 Nini and Lee (WRTD)  
 Nip and Tuck (KFWB)  
 Nit Wit Hour (CBS)  
 Nite Club, The Silvertown (WBRC)\*  
 Nite on the Prairie (KGNC)  
 Nite Owls, The (WBNS)  
 Nite-Watch (WIND)  
 Nitwit Serenade (WRUF)  
 Nitwits (WPAY)  
 Nixson Denton in Second Thoughts (WSAI)  
 No Mournful Numbers (CKY)  
 Noble Cain and A-Capella Choir (WENR)  
 Noble Romans (WIBX)  
 Nobody Home (KGO-KPO)  
 Nocturnal Fantasy (WBLK)  
 Nocturnal Serenade (WHP)  
 Nocturnal Singers (WSYR)  
 Nocturnal Soliloquy (KARK)  
 Nocturne (CKWX, WBBM, WCAO, KMBC, KRBC, WHEC)  
 Nocturne in Music (WFAS)  
 Nogalitas Heights Serenaders (WOAI)  
 Nomads (KGO-KPO)  
 Non-Sectarian Morning Devotional Program (KDFN)  
 None of Your Business (WAIM)  
 Noon Day Forum (WORL)  
 Noon Day Serenade (WELI)  
 Noon Day Variety (WFLA)  
 Noon Extra (KRNT)  
 Noon Highlights (KGCX)  
 Noon Hi-Lites (WCCO)  
 Noon Hour Clock (KCKN)  
 Noon-Hour Clock, The (KANS (KANS)  
 Noon Hour Novelties (KGHF)  
 Noon Hour Varieties (WRR)  
 Noon News, Al Grobe (WINS)  
 Noon News Edition (WIBA)
- Noon Revue, The (WJAY)  
 Noon Time Melodies (WTMV)  
 Noon Time Memories in Words and Music (WNEW)  
 Noon Time Variety Show, The (WCAX)  
 Noon-Timers Revue, The (KSD)  
 Noonday Classified Program (WBCM)  
 Noonday Frolic (KCRC)  
 Noon-day Headlines (WIRE)  
 Noonday Musicale (WSAU)  
 Noonday Nocturne (WGH)  
 Noonday Novelties (KGVO)  
 Noonday Organ Melodies (KFRO)  
 Noonday Program of Popular Recordings (KRE)  
 Noonday Revue (WTAG)  
 Noonday Rhythm (WSAI)  
 Noonday Roundup (WADC)  
 Noonday Talks (KFUO)  
 Noonday Varieties (WMBO, WEAU, WTJS)  
 Noontime Memories in Words and Music (KORE)  
 Noontime Parade (CFAC)  
 Noontimers (WCAO)  
 Norma Alaj (WPHR)  
 Norma and Her Violin (KVOO)  
 Norman Cloutier Presents (NBC)  
 Norman Smith and Orchestra (KGFF)  
 North Iowa Public Forum (KGLO)  
 North Lansing against the World (WJIM)  
 North River Docks (NBC)  
 Northern Lighters, The (KFQD)  
 Northern Lights (WTAM, KOIN)  
 Northern Naturals (WOW)  
 Northern Ramblers, The (CKSO)  
 Northernaires (CJIC)  
 Northside Municipal Court (WHB)  
 Northwest Artists (WEBC)  
 Northwest on Parade (KGA, KHQ)  
 Northwest Top Tunes (KSOO)  
 Northwestern Neighbors (KOIN)  
 Norway (NBC)  
 Nosey Reporter (KVSO)  
 Not a Word (WNBH)  
 Not for Ladies (NBC)  
 Not So Long Ago (WBBM)  
 Notables in the News (KVOD)  
 Notebook of Song (KYOS)  
 Notebusters (WFMD)  
 Notes (WSBT)

**PROGRAM TITLES—Continued**

Notes and Lyrics (WKBO)	Novel Nuggets (WHEB)	Now It's My Turn (KVOO)
Notes and News (WKRC)	Novelesque (WSIX)	Now You Decide (WHN)
Notes and Nonsense (KFRU, KGVO)	Novelette (WTAM)	Nuggets of Gold (KROC)
Notes and Notes (WNBH)	Novelettes (KGO-KPO)	Number, Please (KCKN, WRJN)
Notes in Rhythm (WJAY)	Novelodians (WHAM)	Numbers (WCBS)
Notes of Harmony (WHBF)	Noveltees (CBS)	Nnmerology (WSGN)
Notes to You (KXBY)	Noveltees, The (WBT)	Nursery Rhymes (WEAF)*
Nothin' Special (WFBC)	Novelty Boys (KMOX)	Nut Factory, The (WMFJ)
Nothing but the Truth (WCFL, WMAQ, WHB)	Novelty Boys, Jimmie and Dick, The (WEEL)	Nut Farm, The (WFBM)
Nothing Today (KYA)	Novelty Broadcasts (NBC)	Nut Meets (KMBC)
Obituary Column of the Nourishine Varieties (KGO-KPO)	Novelty Grab Bag (CJCA)	Nutmeggers, The (WDRG)
Novel Half Hour (WTMJ)	Novelty Hour (WADC)	Nuts and Bolts (KGO-KPO)
Novel in Review (WHA)	Novelty Revue (WHB)	Nutty Club, The WBBM (WBBM)
	Now and Then (CKX, WHEB, CJRC)	Nutty News (WMCA)



O-Susannah (KGW-KEX)	Odds and Ends of the Day (CBS)	Old Anthology, The (WALR)
Oatville Barbershop (WJJD)*	Oedipus Rex (NBC)	Old Bachelor, The (KGER)
Obediah Simpkins (CJRC)	Odyssey of Youth, The (WWSW)	Old Baker Bill (WHEB)
Obit of Swing (WGAR)	O'er the Radio Sports Desk (WIOD)	Old Barn Theatre (KTUL)
Obituary Column of the Air (WAIM)	Of All Things (KSTP)	Old Camp Meeting (WRR, KRE)
Object Matrimony (NBC)	Of Interest to Women (WOV)	Old Captain, The (WDRG)
Obligato (WBBM)	Of the People, By the People, For the People (CBS)	Old Chestnuts (WDAY)
O'Brien's Ghosts (CJOR)	Off the Beaten Track (CJIC)	Old Circuit Rider, The (KQV)
Observations (KSAC)	Off the Record (KARK, WAAT)	Old Citizen, The (KGBX, KWTO)
Observatory Hour (KSL)	Office Workers on the Air (WEVD)*	Old Colonel and his Friends (KHQ)
Occidental Duo (WJEJ)	O'Flynn, The (CBS)	Old Colonel and His Saddle Pals (KMTR)
Ocean Steamship (NBC)	Og, Son of Fire (CBS)	Old Colonel South (WSB)
Octopus, The (WABC)*	Oh! Ya! Ya! (KGO-KPO)	Old Country Store, The (CHRC)
Odd But True (WHBQ)	Ohio River Showboat (WCOL)	Old Cracker Barrel, The (WGAR)
Odd Facts About Alabama (WAPI)	Ohio School of the Air (WLW)	Old Cronies (WCAM)
Odd Job Interviews (NBC)	Ohio Valley News (WCMI)	Old Curiosity Shop, The (WQAM)
Odd Quirks in the News (KWKH)	Oil News of the Illinois Oil Basin (WDZ)	Old Cynic, The (WPCH)*
Oddities from the Scrap- book of Life (KGB)	Oklahoma and the Cultural Arts (WKY)	Old Dixie School (WLAC)
Oddities in Rhythm (KFYO, KMTR)	Oklahoma Cotton Pickers (KFBI)	Old Doc Easy (KWK)*
Oddities in the News (WAPI, WSAI, KABR)	Oklahoma Gassers (KVSO)	Old Doc Peeve (KIT)
Oddities in the News Re- porter, Burnette's (KNOW)	Oklahoma Pioneers (KBIX)	Old Doc Pleezem (WQAM)
Oddities of the World (KTUL)	Oklahoma Slicers (WMCA)*	Old Doc Pleezem and His Medicine Show (WQAM)
Oddles of Oddities (KGVO)	Oklahomans, The (WKY)	Old Doc Rhythm (KYOS)
Olds and Ends (WJW, KROC, KRNR, KORE, KFOX, KGCC, WEXL, KFBC)	Old and the New, The (WHO)	Old Doctor Jim (NBC)
Odds and Ends of Music (KRMG)		Old Family Album (KANS)
		Old Family Almanac, The (KFOX)
		Old Farm Hour (WCHS)
		Old-Fashioned Barn Dance, The Greater (KMOX)

PROGRAM TITLES—Continued

- Old Fashioned Dance Band (NBC)  
 Old Fashioned Garden (WKRC)  
 Old Fashioned Girl (WLW)  
 Old Fashioned Githerin' (WNBX)  
 Old Fashioned Songman (CKTB)  
 Old Fashioned Spelling Bee (WMMN)  
 Old Fashioned Sweethearts (KWTO)  
 Old Favorite Tunes (WBS)  
 Old Favorites (WAAW, WAPI, WLNH)  
 Old Fiddle Face (KMMJ)  
 Old Fiddler, The (CHRC)  
 Old Fire Chief, The (WDRC)  
 Old Frougie (KTUL)  
 Old Game Warden, The (WSPD)  
 Old Gardener (KHJ, MWR, KFEQ, WOAI)  
 Old Gentleman from the Sand Hills at the Baldwin Grand, The (KGNF)  
 Old Gondolier (KMPC)  
 Old Governor (WOAI)  
 Old Habitant, The (CKSO)  
 Old Hayride, The (KFVS)  
 Old Hayride in the Morning (WKBZ)  
 Old Heidelberg (KMBC)  
 Old Home, The (CHRC)  
 Old Home Town, The (WPTF)  
 Old Home Safety Patrol (WCBM)  
 Old Home Singers (WSVA)  
 Old Homestead (WENR)  
 Old Hometown, The (KMBC)  
 Old Hymn Sing (WHEB)  
 Old Hymnal Revived (WTMV)  
 Old Jim Bridger (NBC)  
 Old Kitchen Kettle (WLS)  
 Old King Cole (NBC)  
 Old Lamplighter, The (WDGY)  
 Old Left-Hander (WDNC)  
 Old Love Letters (WHAS)  
 Old Man from the Sandhills (KGNF)  
 Old Man of the Mountain (NBC)  
 Old Man Ohio (WHKC)  
 Old Man Sunshine (KGNC, WGY, WALA, CKOC, WSAY)  
 Old Masters Live Again (WDRC)  
 Old Meetin' House, The (WIBM)  
 Old Memory Box (KGO-KPO)  
 Old Music Book, The (WCBM)  
 Old Music Cabinet, The (KFVS)  
 Old Music Chest (WLS)  
 Old Music Master, The (KMBC)  
 Old Narrator (WALA)  
 Old Neighbor (KOMA)  
 Old Neighborhood, The (WOR)\*  
 Old Night Watchman, The (WFDF, WJR)  
 Old Opera House, The (KROC)  
 Old Opery House, The (WMBC, KMBC)  
 Old Opry House Days (KPDN)  
 Old Organ Doctor, The (WKOK, WPEN)  
 Old Painter, The (WMAQ)  
 Old Pedagog, The (WSB)  
 Old Philosopher, The (KHSL, WSGN, KWK, WCBS, KWSC)  
 Old Philosopher and His Scrap Book, The (KPLT)  
 Old Pine Trio, The (KFVS)  
 Old Pioneer, The (WHO)  
 Old Pop (WJAY)  
 Old Prairie Schooner, The (KGNO)  
 Old Professor, The (KMBC)  
 Old Proofreader's Hour (KFUO)  
 Old Prospector (KHQ)  
 Old Puppet Maker, The (NBC)  
 Old Range Round Up (WDRC)  
 Old Ranger, The (WLBC)  
 Old Reporter, The (KBNS)  
 Old Red Hill of Georgia (WSB)  
 Old Refrains (WTAM)  
 Old St. Louis (KSD)  
 Old Salt, The (WFIL)\*  
 Old Scrap Book, The (KOBH)  
 Old Sea Captain, The (KLZ)  
 Old Sergeant, The (WBZ-A)  
 Old Settler, The (KMOX)  
 Old Settlers, The (KGNO)  
 Old Shepherd and Jane (WBT)  
 Old Singing Master, The (NBC)  
 Old Skipper, The (WOKO)  
 Old Skipper and His Radio Gang, The (NBC)  
 Old Song Book, The (WDRC, WHO)  
 Old Song Contest (WDEL)  
 Old Song Shop, The (WTMJ, WROK)  
 Old Song Shoppe, The (WHBQ)  
 Old Songs, The (KSUB)  
 Old Songs at Twilight (KGNC)  
 Old Songs for New (KDYL, WEED)  
 Old Songs of the Church (WDBJ, WCBD)  
 Old South, The (KTAT)  
 Old South Narrative (NBC)  
 Old Spinning Wheel (WKBZ, KLO)  
 Old Sportsman, The (WTAD)  
 Old Stager's Memories (NBC)  
 Old Stanbacker, The (WBRC)  
 Old Storekeeper, The (KFEQ, KFVS)  
 Old Talking Machine (WKOK)  
 Old Testament Hour (KFUO)  
 Old Theatre (WMCA)  
 Old Time Camp Meeting (CKCL)  
 Old Time Fiddles (WDBO)  
 Old Time Gospel Hour (KTOK)  
 Old Time Hayshakers (WCOL)  
 Old Time Melodramas (WBBM)  
 Old Time Party (KHQ)  
 Old Time Songs (WCHS)  
 Old Time Spelling Bee (KTAT)  
 Old Time Tunes (KGVO)  
 Old Timer, The (WCAP, MWR, KXRO, KCMO, WJW, WIOD)  
 Old Timers (KOY, WLS, KFIO)  
 Old Timers, The (KGW-KEX)  
 Old Timers' Convention (KWTO)  
 Old Timers' Drive (WBS)  
 Old Timers' Frolic (WHBQ)  
 Old Timers' Midnight Jollification (WRVA)  
 Old Timers' Night (WEEI)  
 Old Timers' Trio, The (CFCY)  
 Old Times Are New Times (KGEZ)  
 Old Topper, The (NBC)  
 Old Town Drama (WEDC)  
 Old Trading Post (CKLW WMMN)  
 Old Trapper, The (WHAM)  
 Old Traveler, The (WHK)  
 Old Travelers Tales (WMAQ)  
 Old Treasure Chest (KWBG)  
 Old Tyme Barn Dance (CJCO)  
 Old Union Sports Review (KGHI)  
 Old Vienna, From (CBS)  
 Old Village Choir, The (WWSW)  
 Old Violin Shop (WBZ-A)  
 Old Virtuoso and the Ten Digits, The (KELD)  
 Old Wagon Tongue (KOA)

PROGRAM TITLES—Continued

- Old Wayside (WSOC)  
 Old Witches (NBC)  
 Old Words to New Music (NBC)  
 Old World Music (KGO-KPO)  
 Old World Serenaders (KGO-KPO)  
 Ole and Marge (KFAB)  
 Ole King Cole (WFIL)  
 Ole King Cole's Ork (WAAT)  
 Ole Timers, The (WAIM)  
 Oleanders, The (CBS)  
 Ole's Paul Bunyon Stories (WEBC)  
 Oliver Towne (KSL)  
 Oliver's Ensemble (CBS)  
 Olson Oddities (WBT, WHO)  
 Olympians (KGO, KPO)  
 Omar Khayyam (CBS)  
 Omar's Basket of Melody (WTMJ)  
 On Broadway (NBC)  
 On Parade (CBO, WHEB, WIP, KGO, KPO, KOL, WINS)  
 On Pins and Needles (NBC)  
 On Review (CKLW)  
 On Southwestern College Campus (WFAA)  
 On Strings of Songs (KFPY)  
 On Time with the News (WDRC)  
 On Twelfth Street (KMBC)  
 On Wings of Melody (CJRM)  
 On Wings of Music (KGO-KPO, WBZ-A)  
 On Wings of Song (KANS, WNAC, KRQA, WHAM, CJOC, CKX, WDBJ, WMBG, WDRJ, CJAT, KGGM, KWOS)  
 On Wisconsin (WBBM)  
 On With the Show (KYA)  
 On a Sunday Afternoon (WHN)  
 On the Air (KNX, WBAL)  
 On the Air Today (WSAL)  
 On the Air with Lud Gluskin (KNX)  
 On the Avenue (KMO, WCAU)  
 On the Campus (KSAC)  
 On the Continent (WATR)  
 On the Down Beat (KSRO, WIP)  
 On the Farm (KMMJ)  
 On the 5:15 (WKBO)  
 On the Front Porch (CBS)  
 On the Mall (KGEZ)  
 On the March (WIND)  
 On the Midway (WTJS)  
 On the Mississippi (WHBF)  
 On the 9:15 (WISN)  
 On the Outside Looking In (WIRE)  
 On the Road to Romance (WRUF)  
 On the Set (KFVD)  
 On the Sidewalks of Five Points (KLZ)  
 On the Sunset Trail (NBC)  
 On the Trail of Captain Kid (KNX)  
 On the Trail to Albuquerque (KOB)  
 On the Trail With the Minnesota 400 (KROC)  
 On the Trap Line (CKY)  
 On the Volga (CBW)  
 On the Village Green (CBS)  
 On to Adventure (WBBM)  
 On Your Dial (KELO)  
 Once Upon a Time (KGO-KPO, SR. KOA, KSAI, KGVO)  
 One Day Painters (WBS)  
 One Every Minute (KMOX)  
 One Fifteen Airmail (CFRN)  
 One Girl in a Million (WBS)  
 One Happy Family, Her-  
 rington Quartette (KNOW)  
 One Hour with You (CJCA)  
 100 Will Die (WHK)  
 120 Minutes of Sunshine (KMPC)  
 One Little Girl in Blue (WGRC)  
 One Man Accordion Band (WDRC)  
 One Man Minstrel (WMCA)  
 One Man Minstrel Show (CBS)  
 One Man Show, The (WHBQ)  
 One Man's Family (KGO-KPO)  
 One Man's Opinion (WMBO, WMCA)  
 One Minute Sermons (KDKA)  
 One-Night Stand (CKCK)  
 One on the Aisle (WSBT-WFAM)  
 One o'Clock Revue, The (KJBS)  
 One Person to Another (KGA)  
 ¼ Hour in ¾ Time (KFXD, KABR, WHN)  
 One Quarter Hour of Romance (WBBM)  
 ¼ of ¾ (waltz time) (WGPC)  
 One Thousand Men and a Girl (WWVA)  
 One Woman's Opinion (KMOX)  
 1,001 Vacations (WENR)\*  
 O'Neills, The (WBS)  
 Only Yesterday (KMTR)  
 Open Air Theatre (KTAT)  
 Open Bible Hour (KGNC)  
 Open Book, The (WGY)\*  
 Open Club Meetings of the Air (WNEW)  
 Open Door, The (WISN)  
 Open Forum of the Air (KGNC)  
 Open House (WQAM)  
 Open House, Drewry's (WJIM)  
 Open House, The WSAI (WSAI)  
 Open Mike, The (WBAL)  
 Open Road, The (NBC)  
 Open Road Cowboys (WOAI)  
 Open Road Navigator (WORLD)  
 Open Road to Success (WAPI)  
 Opera Airs (WSAU)  
 Opera Aires (WSAU)  
 Opera Briefs (WQXR)  
 Opera Gems (WQXR)  
 Opera Hours (WPHR)  
 Opera House, The (CKBI)  
 Opera House Tonight (WTAM)  
 Opera in Miniature (KTUL)  
 Opera Mirror (CRS, KYA)  
 Operas, Great Moments from Great (NBC)  
 Operatic Echoes (CBS)  
 Operatic Fantasia (CBL)  
 Operatic Gems (WBIL, WRDW)  
 Operative Steele (WMBC)\*  
 Operative 13-13 (WPCH)\*  
 Operators Opry, The (WIBU)  
 Operetta (WLW)  
 Operetta in Miniature (CBS)  
 Operetta Memories (FTRD, WMCA)  
 Operetta Music Series (CBS)  
 Operetta Snapshots (KDKA)  
 Operette (CFRN)  
 Operettes (WQXR)  
 Opory House, The (KOA, WBNX)  
 Opportunities (WXYZ)  
 Opportunity Hour (WIL, KTUL, WRDW)  
 Opportunity Kitchen (NBC)  
 Opportunity Knocks (WRJN)  
 Opportunity Lane (CFRB)  
 Opportunity Matinee (WFMD)  
 Opportunity Night (WBIG, KGNC, WMBG, WRVA)  
 Opportunity Parade (KGO KPO)  
 Opportunity Program (WIL, WOPI)

PROGRAM TITLES—Continued

- Opportunity Time (CJIC, WMC)  
 Opry House (NBC)  
 Opry House Tonight (WCAE)  
 Optimistic Mrs. Jones, The (NBC)  
 Oral Lorgnettes (KMPC)  
 Orange County Medical Association (WDBO)  
 Orange Grace String Band (WRUF)  
 Orange Lantern (NBC)  
 Orchestra, The (KGO-KPO)  
 Orchestra Pit, The (WAAF)  
 Orchids to You (WCOP)  
 Oregon on Parade (KOIN)  
 Oregon Rangers (WHEB)  
 Organ Aires (KBIX)  
 Organ All Request Program (WSPA)  
 Organ Chats (WFAA)  
 Organ Chimes (WRUF)  
 Organ Echoes (KOY)  
 Organ Encores (WESG)  
 Organ Fancies (KGDM)  
 Organ Fantasy (CJAT)  
 Organ Grinder (KGHI)  
 Organ Grinder's Swing (KYOS)  
 Organ Hour, The (WKBO)  
 Organ Interlude (CHSJ, KONO)  
 Organ Luncheon Music (CBS)  
 Organ Lyrics (CHNS)  
 Organ Magic (WHAS)  
 Organ Meditations (WHJB)  
 Organ Melodies (WJEJ, KDB, KFBI, WSAU)  
 Organ Memories (KDB, WTJS)  
 Organ Midnight Symphony (KRE)  
 Organ Moments (KVOO)  
 Organ Moods (KBTM, WAAW)  
 Organ Musings (WHLB)  
 Organ Novelties (KERN, KPDN)  
 Organ Odes (KFIO)  
 Organ of Dreams, The (CHRC)  
 Organ Overtones (CJRC)  
 Organ Poems (WMFG)  
 Organ Poetry (WTOC)  
 Organ Reflections (KOL)  
 Organ Reveille (WMBH, KFPY)  
 Organ Reveille, KFBB's (KFBB)  
 Organ Reveries (WBZ-A, WCHV, KMPC, KFVS, KPDN, WCLO)  
 Organ Reville (WKY)  
 Organ Rhapsody (KXBY, WFBM)  
 Organ Round Up (WFLA)  
 Organ Serenade (WPHR)  
 Organ Souvenirs (KFRO)  
 Organ Speaks, The (WRJN)  
 Organ Swing (KIUL, WINS)  
 Organ Symphony (KGO-KPO)  
 Organ Tones (WRDW)  
 Organ Treasures (SR, KHSL)  
 Organ Varieties (KGDM)  
 Organ Vespers (KROY)  
 Organade (KFIZ, WSGN)  
 Organalities (KIUL, KVSO, WHP, WIL, KMBC, KOVC, CFAC, KVGB)  
 Organantics (CKY)  
 Organettes (WDZ)  
 Organology (WCLO)  
 Organesque (WIND, WHAS, KRGV)  
 Organ-izing (KMO)  
 Organocturne (KFRO, KWTO-KGBX)  
 Organtide (KABR)  
 Orgets in the Air (NBC)  
 Oriental (WIL)  
 Oriental Wise Man (WAAT)  
 Orientale (CKCD)  
 Origin of Names (WHB)  
 Origin of Strange Superstitions (WHB)  
 Original Amateur Hour, The WHN (WHN)  
 Original Bavarians, The (KMOX)  
 Original Chippewas, The (WHO)  
 Original Microphone Plays (NBC)  
 Original Nut Club (WAAT)  
 Originalities (WEW)  
 Orlando High School Dramatizations (WDBO)  
 Ormsby's Race Program (WOAI)  
 Orphan Annie (WGN)  
 Orphans of the Ether (WSYR)  
 Orville Foster's Holy Week Programs (IBS)  
 Oscar and Elmer (SR)  
 Oscar and the Old Timers (KVGVB)  
 Oscar's Country Villagers (KRKD)  
 Other Americas, The (NBC)  
 Other Day, The (KHQ)  
 Other Fellow, The (KGO-KPO)  
 Other Fellows Job, The (KGA, WAPI)  
 Other Man's Job, The (KDAL, KFJB)  
 Other Men's Jobs (WDAY)  
 Other Side of the World, The (KXBY)  
 Otto Gray and His Oklahoma Cowboys (NBC)  
 Ould Scotch Melody Hour (CJRM)  
 Our American Neighbors (CBS)  
 Our American Schools (NBC)  
 Our Baltimore (WBAL)  
 Our Baltimore Schools (WBAL)  
 Our Barn (WMAQ)  
 Our Book (WOAI)  
 Our Book Shelf (CBS)  
 Our Changing World (CBS)  
 Our Children (WMCA)  
 Our City Beautiful (WHBQ)  
 Our Composers (WILL)  
 Our Daily Bread (KGVO)  
 Our Daily Food (NBC)  
 Our Family (WCAE)  
 Our Famous Contemporaries (WBZ-A)  
 Our Father's Hour (CJRM)  
 Our Federal Government—How It Works (WOL)  
 Our Friends (WINS)  
 Our Gal Sunday (CBS)  
 Our Gentlemen of Rhythm (WHBQ)  
 Our Government (NBC)  
 Our Government, Sen. Arthur Capper (CBS)  
 Our Hollywood Gossip (CKMO)  
 Our Legal Profession (WDBO)  
 Our Little Playhouse (CBS)  
 Our Lives (WHOM)  
 Our Neighbors (WBIG, WGTM, WENR)  
 Our Neighbors Speak (KHQ)  
 Our Next Door Neighbors (WICC)  
 Our Own Birthday Train (CJIC)  
 Our Poet's Corner (KHSL)  
 Our Quarter Hour (KUOA)  
 Our Radio Columnist (CKMO)  
 Our Romantic Ancestors (CBS)  
 Our San Antonio (KTSA)  
 Our South American Neighbors (CBS)\*  
 Our Speech (WHA)  
 Ourselves and the World We Live In (CFCF)  
 Our Town (WGAR)  
 Out for an Airing (KOVC)  
 Out of the Blue (WFMD)  
 Out of the Dusk (WRJN)  
 Out of the Dusk to You (WEBC)  
 Out of the East (KGO-KPO)  
 Out of the Night (KFI)  
 Out of the Nite to You (WOW)  
 Out of the Past (WBZ-A, MacG)  
 Out of Space (WTJS)  
 Out Today! (CKCL)

**PROGRAM TITLES—Continued**

Out Where the West Begins (KMBC)	Over the Ball (WHJB)	Overtones of the News (WQXR)
Outaouais Little Theatre, The (CKCH)	Over the Breakfast Table (KEX)	Owatonna Radio Hour (KROC)
Outdoor Reporter (KFWB)	Over the Coffee (WHBF)	Owl, The (KJBS)
Outdoor Review (WMBH)	Over the Coffee Cup (WAIM, WEST)	Own Ma Perkins, Oxydol's (NBC)
Outdoor Wisconsin (WIBA)	Over the Coffee Cups (KDKA, WDAF, WDWS, WJNO)	Own Meteorologist, WEEI's (WEEI)
Outlaws, The (KFJZ)	Over the Footlights (KRE, WTIC)	Oxford String Quartet (WQXR)
Outports Hour, The (CFCY)	Over the Garden Gate (KGB)	Ozark Carnival (KMOX)
Outstanding Musical Program, The NBC (NBC)	Over the Heather (NBC)	Ozark Matinee (KMOX)
Over a Cup of Tea (NBC)	Over the Tea Cups (WJNO)	Ozark Melodies (CBS)
Over at Hal's House (KFOX)	Over the Transom (WMT)	Ozark Mountaineers (KMOX, KWJJ)
Over at Our House (WHA)	Over the Waves (CKY)	Ozark Open House (KFRU)
Over Jordan (NBC)	Overtime Period (WTCN)	Ozark Opera (KXBY)
Over the Back Fence (KGOV)		Ozark Varieties (KMOX)
		Ozarkana Corners (KWTO)

**P**

P. D. Q. Railroad (KFWB)	Pages from Life's Sketchbook (WFAS)	Pan American Serenade, The (KONO)
PTA on the Air (WBT)	Pages from the Press (WHEB)	Pan-Americana (KSRO)
Pa and Ma McCormick (WLW)	Pages of History (KSTP, KMOX)	Pan and Buck (WOWO-WGL)
Pa and Ma Smithers (WLS)	Pages of Life from Life (KNX)	Panacea Pat (KMO)
Pa Perkins and His Boys (KFBI)	Paging Mr. Traveler (WMCA)	Pancake Puzzles (WIBU)
Pacemakers (WADC)	Paging Mrs. Memphis (WHBQ)	Pancho Villa Passes (KPDN)
Pacific Conference Football Seasons (KFI)	Paint Parade (WBS, KFVS)	Pandoleers (KGNC)
Pacific Echoes (KSOO)	Paint Parade, The duPont (KWTN)	Pandora's Box (CJIC)
Pacific Feature Hour (KGO-KPO, KFI)	Paint Splashes, The Glidden (KGMB)	Pandora's Music Box (WHN)
Pacific on Parade (KGO-KPO)	Painted Dreams (WGN)	Panhandle Cowboy (KGNC)
Pacific Paradise (KGHI, WJIM)	Painted Rock (NBC)	Panhandle Historical Society (KGNC)
Pacific Poems (CJRM)	Pair of Jacks, A (CBL)	Panhandle Salute (KGNC)
Pacific Serenaders (KGO-KPO)	Pair of Pianos (KGO-KPO)	Panorama, The (CFRB, WINS)
Pacific Vagabonds (NBC)	Palace of Swing (WCAZ)	Pansy Family Party, The (WBRC)
Padded Fists (KYW)*	Palm Beach Jubilee Singers (WJNO)	Pantry of the Air (WMCA)
Paddock Flashes (KRKD)	Palm Beach Radio Program (CBS)	Pantry Party (WBBM)
Padres, Gringos and Gold (KYA)	Palmetto Ensemble (WIS)	Pantry Party Preview (WBBM)
Padre's Vespers (KXRO)	Pals (WBNX)	Paper Moon (MacG)
Page One—News of the Day (WAAW)	Pampa Personalities (KPDN)	Pappy and His Washboard Band (KMMJ)
Page One Pageant (UP)	Pan American (KGO-KPO, WRUF, KFXJ)	Pappy, Ezra and Zeke (WMCA)*
Page One Personalities (KMBC)	Pan American Melodies (KFRO)	Pappy Meter-Miser and the Ice Cube Boys (WIOD)
Pageant of Industry (KIRO)	Pan American Programs (NBC)	Pappy Pinson (WCMI)
Pageant of Melody (CHAB, WGN)		Pappy's Barn Dance Jamboree (KMOX)
Pageant of Youth, The (KPPC)		Pappy's Matinee (WHO)

## PROGRAM TITLES—Continued

- Pappy's Pepper Box Revue (KFEL)  
 Parade, The Grunow (WDEV)  
 Parade, The Nash (WLS)\*  
 Parade of Advertisers (WEAU)  
 Parade of Churches, Enid's (KCRC)  
 Parade of Dance Melodies (KGCX)  
 Parade of Events (WOKO)  
 Parade of Famous Detectives (WDAF)  
 Parade of Famous Names (CFRN)  
 Parade of Features (IBS)  
 Parade of Hits (WPHR)  
 Parade of Hits, Old and New, The Shell (WEBQ)  
 Parade of Life, The (WBT)  
 Parade of Melodies (KHQ, WDEL, KOA)  
 Parade of Motordom (CBS)  
 Parade of Music (WAVE)  
 Parade of Odd Facts (WVFW)  
 Parade of Popular Melody (KVOL)  
 Parade of Presidents (WHN)  
 Parade of Progress (KFXR, KTUL, WJW)  
 Parade of Schools (WCKY)  
 Parade of Science (KSLM)  
 Parade of Song (WQDM)  
 Parade of Stars (WMBC, KTUL, WRGA)  
 Parade of the Air (KFVS)  
 Parade of the Bands (KGVO)  
 Parade of the Dance Bands (KALB)  
 Parade of the Hits (WEBQ)  
 Parade of the Maestros (CBS)  
 Parade of the Masters (WHDL)  
 Parade of the Orchestras (WGBI)  
 Parade of the Pioneers (KGGM)  
 Parade of the Sponsors (KGVO, KGFV)  
 Parade of the Stars (WWVA, WIL)  
 Parade of the Talent (KMMJ)  
 Parade of Trade (WEBQ)  
 Parade of Values (KGKB, KFVS)  
 Paradise Isle (KMTR)\*  
 Paradise Tonight (KFVD)  
 Paramount on Parade (NBC)  
 Parent Education Study Group (KRBC)  
 Parent-Teacher Forum (WILL)  
 Parent Teachers Association (WOI)  
 Parent Teachers Council Program (WSOC)
- Parent Teachers Forum (WILL, WSYB)  
 Parent-Teachers Radio Forum (KRBC)  
 Parents and Teachers (WWVA)  
 Parents Club of the Air (WOR)\*  
 Parents' Forum (KLZ, WMBC)  
 Parent's Magazine, The (WPHR)  
 Parent's Magazine of the Air (WOR)  
 Parent's Question Box (WHA)  
 Parents Should Know (KSL)  
 Paris Night Life (NBC)  
 Parish Hall Tonight (CKAC)  
 Parisian Echoes (NBC)  
 Parisian Parade (WBNX)  
 Parisian Potpourri (WTMV)  
 Park Avenue Hill-Billies (WTMJ)  
 Park Avenue Promenade (WHN)  
 Park Bench Philosopher (WWSW)  
 Park Central Homeseekers (NBC)  
 Park Concert (CRS)  
 Park Your Car Here (WLVA)  
 Parkinson Presents (WBNS)  
 Parmi Nos Souvenirs (CKCV)  
 Parnassus Trio (NBC)  
 Parties Around Town (WGH)  
 Parties at Pickfair (CBS)  
 Party, The Philco (KGNC)  
 Party Bureau (KSFO)  
 Party Hour, The (WSGN)  
 Party House (CBS)  
 Party Issues (CBS)  
 Party Lady, The (WCCO)  
 Party Line, The (WMT, KAWM)  
 Party Night (CHAB)  
 Party Time (KSL)  
 Party Time, The Mellow-maid (KANS)  
 Pass of the North, The (KTSM)  
 Passing By—With Emerton Court (CKWX)  
 Passing Parade, The (KGO-KPO)  
 Passing Review (KWSC)  
 Passing Show (KSOO)  
 Passing Strange (KXBY)  
 Past Dance Hits (KELD)  
 Past Masters (CBS)  
 Pastel Harmonies (KMBC)  
 Pastels (KGO-KPO)  
 Pastorale (NBC)  
 Pastor's Call, The (KSLM)  
 Pastor's Scrap-Book, The (WHEB)
- Pat and Boy Friends (WGN)\*  
 Pat and Hank (WMAQ, WENR)  
 Pat and Mike (CFAC)  
 Pat Barnes and His Barnstormers (WOR)  
 Pat Barnes in Person (NBC)  
 Pat Barnes' Opera House (WOR)  
 Pat Barnes Variety Show (WINS)  
 Pat Dunn, Baritone (WDAF)  
 Pat Stanton Looks at the Movies (WDAS)  
 Pat, the Song Man (WWVA)  
 Patchwork Pageant of Melody (WCAZ)  
 Patchwork Quilt (CBS)  
 Patent Pending (WKY)  
 Pathfinders of Medicine (KTSM)  
 Paths of Memory (WHBQ)  
 Paths to Prosperity (NBC)  
 Pathways to Power (WGAR)  
 Pattern of the Stars (KMPC)  
 Patterns in Harmony (CBS)  
 Patterns in Organdy (WWVA)  
 Patterns in Prints (CBS)  
 Patterns in Rhythm (WAAT)  
 Paul and Arkie (KVGB)  
 Paul & Gayle—Piano and Songs (WFLA)  
 Paul and His Piano (KNOW)  
 Paul Carson (KGO-KPO)  
 Paul Martin and His Music (WENR)  
 Paul Pendarvis (CRS)  
 Paul Pry, Bargain Detective (KDIO)  
 Paul Sabin's Orchestra (NBC)  
 Paul Whiteman's Dance Party (NBC)  
 Paul Whiteman's Musical Varieties (NBC)  
 Paul Whiteman's Orchestra (NBC)  
 Paul Whiteman's Painters (NBC)  
 Paul Wing, The Story Man (TH)  
 Paula Plans (KPDN)  
 Paulette and Renne (KSD)  
 Pauline's Pantry (KEHE)  
 Paul's Piano Improvizations (KWTO)  
 Pause That Refreshes on the Air, The (WEAF)\*  
 Pause with the Poets (WCAL)  
 Pauvre Papa (CKAC)  
 Paw and His Son (KMTR)  
 Pay Day Review (WJBC)  
 Peace Action (KFOR)

PROGRAM TITLES—Continued

- Peace Action Council (CKTB)  
 Peace Counsel, Newburyport (WHEB)  
 Peace in the News (WGAR)  
 Peaceful Haven (WHDH)\*  
 Peaceful Valley (WJR, WKY)  
 Peaceful Valley Choir (WHAM)  
 Peachtree Parade, The (WSB)  
 Peacock Ball (NBC)  
 Peacock Court (KGEZ, MacG)  
 Pearl of the Purple Sage (KIUL)  
 Peck's Bad Boy (WHB)  
 Peck's on the Air (WDAF)  
 Pecora Blue Mountain, Songs (WINS)  
 Pecos Slim, Cowboy Singer (KIUN)  
 Pedro Tavora and His Sere-naders (KSAL)  
 Pee Gee Varieties (WBS)  
 Peekers in the Pantry (WCFL)  
 Peepin' Tom and George (WGY)  
 Peerless Dance Program, The (KGEZ)  
 Peerless Millers (KGNC)  
 Pee-wee and Windy—The Hickok Program (NBC)  
 Peg and Her Pals (KMTR)  
 Peg and Reg (WFBL)  
 Peg Longon's Orchestra (KONO)  
 Peggy and Bill (KSL)  
 Peggy and Buddy (WMCA)\*  
 Peggy and Her Pals (KSL)  
 Peggy and Pat (WFMD)  
 Peggy Penn's Radio Col-umn (KHSL)  
 Peggy Wood Calling (NBC)  
 Peggy's Doctor (NBC)  
 Peggy's Point of View (CJRC)  
 Pelican Club (CJOR, CFRN)  
 Pencil Club (KMBC)  
 Pendulum, The (CKLW)  
 Penitentiary Broadcasts (WLAC)  
 Penrod (NBC)  
 Pentecostal Church of God (WCAO)  
 Pentecostal Singers (KFNF)  
 Penthouse Party (CBS)  
 Penthouse Serenade (WMCA, WRUF, WWVA)  
 Penwomen's Program (WFLA)  
 People and Places (WFAA)  
 People in the Headlines (WOW)  
 People in the News (NBC)  
 People Make News (KCMO)  
 People vs. Murder (KSFO)  
 People You Know (WMC)  
 People's Business (WBOW, WJR)  
 People's Choice, The (WJBC, WMBH, WIBM, WHB, KNX)  
 People's Counsel (WHEB)  
 People's Forum of the Air (WNYC)  
 People's Lobby (NBC)  
 People's Medical League (WOV)  
 People's Panel (WMCA)  
 People's Theatre (FTRD)  
 People You Know (WEAN)\*  
 Pep Parade (WLVA)  
 Pep Unlimited Club (WFBM, WNBR, KDB)  
 Pep Up Parade (KWK)  
 Pepper Box (KMBC)  
 Pepper Pot, The (KXBY)  
 Pepper Rhymes the News (WCAU)  
 Pepper-Uppers, The (WFAA)  
 Pepper Upper's Dance Pa-rade (WDAF)  
 Pepper Young's Family (NBC)  
 Perchance to Dream (WGAR)  
 Periscope of the News (WSBT)  
 Perk-Uppers, The (WLW)  
 Perkins Boys, The (WBZ-A)  
 Person to Person (NBC)  
 Personal Adviser (WFAA)  
 Personal Closeups (KGO-KPO)  
 Personal Column of the Air (NBC)  
 Personal Development (WSAI)  
 Personal Interviews (WAIM, WTMJ)  
 Personal Problem Clinic (WNEW)  
 Personal Shopper (KVOR, WGBI)  
 Personal Shopper—Florence Chamberlain (KVOR)  
 Personalities (KMOX)  
 Personalities Behind the Mike (WAPI)  
 Personalities in Melody (KTUL)  
 Personalities in the News (NBC)  
 Personalities of a Half Cen-tury (WAPI)  
 Personalities on Parade (WKRC)  
 Personality Parade (KTUI.)  
 Personality Plus (CBS)  
 Personality Revue (WCCO)  
 Personality Sketches (KQV)  
 Pertinent Paragraphs (CRS)  
 Pessimist's Club (WOW)  
 Pest, The (KROC)  
 Pet Clinic of the Air (WOR)\*  
 Pet Club, The (WOR)  
 Pet Club, The KCKN (KCKN)  
 Pet Corner (WMBD)  
 Pet Lovers Program (WMBH)  
 Pet Pals Club (WLS)  
 Pet Peeve Club (WSGN)  
 Pet Peeves (CPRC, KY, WMCA)  
 Pete and Repeat (WTAG)  
 Pete Mack's Moosickers (NBC)  
 Pete, Peg and Piffle (KPDN)  
 Pete writing Views the Sporting News (WGPC)  
 Peter Absolute (NBC)  
 Peter and Lulu Belle (KHJ)\*  
 Peter Frant, News (WLW)  
 Peter Quince Book Review (WRVA)  
 Peter the Great (CBS)  
 Peterkins, The (CKY)  
 Petit Musicale (KPDN)  
 Petite Bourgeois, Les (CKCV)  
 Petite Musicale (WFIL)  
 Petite Symphonie de Radio-Canada, La (CRCK)  
 Petroleum Reporter (WOAI)  
 Petticoat Ghost (WJZ)\*  
 Petticoat on the Air (WFIL)  
 Petticoat Parade (WMBD)  
 Petticoat Patter (WJNO)  
 Petticoat Philosopher (WFIL)  
 Petunia and Theodore (KMBC)  
 Phantom, The (WMBC, WHP)  
 Phantom and the Shadow (WBZ-A)  
 Phantom Announcer, The (WJR)  
 Phantom Ballroom (KDAL)  
 Phantom Caravan (NBC)  
 Phantom Dancer, The (WNEW)  
 Phantom Fingers (WJSV)  
 Phantom of Crestwood, The (NBC)  
 Phantom Organist (WMCA)  
 Phantom Pianist, The (WHBQ)  
 Phantom Pilot (KFRC, KHJ)  
 Phantom Rhapsodists (WHBQ)  
 Phantom Shopper (KIDW)  
 Phantom Strings (WRUF)  
 Phantom Violin (KOIN, WTMV)



PROGRAM TITLES—Continued

- Phenomenon—Electrifying History (KMBC)  
 Phil and Ed—Gentlemen from the South (WOAI)  
 Phil Cook—Quaker Oats Man (NBC)  
 Phil Cook's Show Shop Revue (NBC)  
 Phil-Harmonia (KECA)  
 Philadelphia Orchestra (NBC)  
 Philadelphia Parade of Events (WIP)  
 Philharmonic Notes (WHIO)  
 Philharmonic Symphony Society of New York (CBS)  
 Phillistine, The (KGO-KPO, WNAC)  
 Phillip Courtneidge Mysteries (KOBH)  
 Philippine Nights (WBZ-A)  
 Phillips Family (WMBC)  
 Phillips Lord Calling on You (NBC)  
 Phillis Vance, Style Sleuth (KWK)  
 Philosopher Dixie (WBS)  
 Philosopher of Sight (WOKO)  
 Phlubb Clubb Kangaroo Court (WMBD)  
 Phone in, Folks (KFOX)  
 Phoneside Chats (KGKB)  
 Phono (WTMV)  
 Photo Hobby (WHBC)  
 Photographs in Tone (KTUL)  
 Photography for the Amateur (WBEN)  
 Phun Quiz (WGR)\*  
 Phyl Coe Mysteries (WOR)\*  
 Phyllis Foster Women's Program (WDAS)  
 Physical Education (CJOR)  
 Pianarimba Twins (KFH)  
 Pianist Capers (WBZ-A)  
 Pianistic Moods (WVFW)  
 Pianistic Panorama (WDEL)  
 Piano and Cabbages and Kings (KFPY)  
 Piano and I (WDRC)  
 Piano and Poetry (CFAC)  
 Piano Antics (WBRY)  
 Piano Business (WAVE)  
 Piano by Request (WMFG)  
 Piano Capers (KGO-KPO)  
 Piano Carnival (KTUL)  
 Piano Club of the Air, Phil Saltman's (WEEL)  
 Piano Contrasts (KGO-KPO, KMBC)  
 Piano Etchings (WBZ-A)  
 Piano Fantasies (WDAF)  
 Piano Hints (KWBG)  
 Piano Impressions (KBST, KOVC)  
 Piano Keys (KHJ)  
 Piano Man and His Pal (KTUL)  
 Piano Melodies (WTJS)  
 Piano Memories (KOVC)  
 Piano Minuet (KTUL)  
 Piano Moderne (KCMO, WJBK)  
 Piano Modernistic (WKBO)  
 Piano Moods (KUOA, WEBQ, WGRC, WKY, KOOS, KLZ, KTUL, WSAU, WBZ-A, WPHR, KROC, KGXC, KOL)  
 Piano Notes (KTUL)  
 Piano Paintings (KFWB)  
 Piano Pals (KSLM, WGY, WRR, KGO-KPO, WISN)  
 Piano Pals and Lang Sisters (NBC)  
 Piano Party (KYOS)  
 Piano Patchwork (CKBI)  
 Piano Patter (KGO, KNOW)  
 Piano Pettin' (KVOO)  
 Piano Pictures (KVOR, KGO-KPO, KABR)  
 Piano Pleasantries (KFPY)  
 Piano Poetry (WPAY)  
 Piano Pointers (CBS)  
 Piano Portraits (KWK)  
 Piano Quartette, The California (KSFO)  
 Piano Ramblings (CKMO, WDBO, WIBW, KCKN, WMFD)  
 Piano Reflections (WJJD, WSGN)  
 Piano Request (WAAW)  
 Piano Request Program (WQDM)  
 Piano Reveries (KGVO)  
 Piano Rhapsody (WKBO)  
 Piano Shorts (KGEZ)  
 Piano Soliloquies (KGVO)  
 Piano Specials (WHB)  
 Piano Styles of the Future (WBRY)  
 Piano Stylist, The (WCKY)  
 Piano Stylist—Rosa Linda (NBC)  
 Piano Surprises (KGW-KEX)  
 Piano Symphonic (WIBG)  
 Piano Thoughts (KSLM)  
 Piano Time (NBC)  
 Piano Twins (KOA, WGY, WFBM, KLO)  
 Piano Vignettes (KGO-KPO)  
 Pianoettes (CJRM, CKSO)  
 Pianograms (WSFA)  
 Pianola (CKX)  
 Pianoland (WIBU, KFIZ)  
 Pianoland, with Dr. Rudolph (WCBD)  
 Pianologue (WFTC, KFXJ, CKAC)  
 Pianology (WATR, WHB)  
 Pianotone (KOL)  
 Piccadilly Music Hall (WENR)\*  
 Pick a Number (WHBC)  
 Pick a Winner (WOAI)  
 Pick and Pat (CBS)  
 Pick of the Hits (KABC)  
 Pick of the Pictures (CRS)  
 Pickard Family (NBC)  
 Picked Favorite (WHEB)  
 Pickin' the Winners (WBIG)  
 Pickwick Papers (NBC)  
 Pickwick Travelers, The (KMBC)  
 Pictorial, The Primo (KGMB)  
 Pictorial Parade (KMTR)  
 Pictorials, The Pickmoor (KTUL)  
 Picture Time (WLW)  
 Pictures in Melody (CJRM)  
 Pictures of Yesterday (KMO)  
 Pieces of Eight (KNX)\*  
 Pieces You Like to Hear (NBC)  
 Pied Piper (WOL)  
 Pied Piper Club (KTUL)  
 Pied Piper Show Club (WKY)  
 Pied Pipers, The (WTMJ)  
 Piedmont Personalities (KRE)  
 Pietro, the Hurdy-Gurdy Man (WJSV)  
 Pigskin on Parade (WNEW)  
 Pigskin Parade (KDYL, KTAT, KVOD, WHIO, WJIM)  
 Pigskin Parade, Dr. Pepper's (WBTM)  
 Pigskin Post-Mortems (WPTF)  
 Pigskin Preview (WPTF)  
 Pigskin Prophet (KIDO)  
 Pigskin Romances (KGO-KPO)  
 Pilgrim, The (NBC)  
 Pilgrim Services (KFUO)  
 Pilgrim's Period, The (WBIG)  
 Pillar of Fire Church Services (WAWZ)  
 Pilots Quarter Hour (KOOS)  
 Pine Mountain Merry-makers (WLS)  
 Pine State Playboys (WBTM)  
 Pink Elephant Club (CFRN)  
 Pinky Hunter Sings (WCLE, WHK)  
 Pinky Lee (NBC)  
 Pioneer Day's Round-Up (KLO)  
 Pioneer Melodies (WRNL)  
 Pioneer Playboys (KPDN)  
 Pioneer Prevues (KIDW)  
 Pioneer Stories (WBS)

**PROGRAM TITLES—Continued**

- Pioneer Theatre Program (KIDW)  
 Pioneer Trails (KSL)  
 Pioneer Voice of Kansas, The (KFBI)  
 Pioneers, The Fairmont (KMMJ)  
 Pioneers, The Kelvinator (KELD)  
 Pioneers and Progress (KIUP)  
 Pioneers of Science (WHN, KTRD)  
 Pip and Rabbitt (WHBB)  
 Pipe Club, The (WHJB)  
 Pipe Dreams (KGO-KPO, WBZ-A, WWVA, KOIN, KTUL)  
 Pipes and Strings (WKY)  
 Pipes of Pan (WTAM)  
 Piping in the Haggis (NBC)  
 Pirate Club (WFBM, WCPO)  
 Pirate Prince, The (NBC)  
 Pistol Pete's Cowboys (WHP)  
 Pitchmen on Parade (WMCA)  
 Pittsburgh Backstage (WJAS, WCAE)  
 Pittsburgh by Night (KQV)  
 Pittsburgh Today (KQV)  
 Pittsburgh Symphony Orchestra (NBC)  
 Pittsburgh Varieties (KDKA)  
 Pittsburghers, The (WJAS)  
 Pittsburghesque of the Air (WCAE)  
 Pittston on Parade (WGBI)  
 Pix and Things (WSGN)  
 Places to Go (KGHL)  
 Plain Jane Looks Around (CKWX)  
 Plain People (KFWB)\*  
 Plain Talk (WDRG)  
 Plainsmen, The (WFAA)  
 Planned Recovery (NBC)  
 Planning Your Career (WWSW)  
 Plantation (KGO-KPO)  
 Plantation Boys (KONO)  
 Plantation Days (KWBG, WJJD)  
 Plantation Echoes (WWVA)  
 Plantation Melodies (KGMB)  
 Plantation Memories (WRUF)  
 Plantation Moods (WSAI)  
 Plantation Rhythm (WIL)  
 Plastic Arts Series (NBC)  
 Play Awhile (KFDY)  
 Play Ball with Yale (KGHL)  
 Play Boys (NBC)  
 Play Boys, The K.V.G.B. (KVG B)  
 Play Days (WBBM)  
 Play of the Month, The (CBS)
- Play Prosperity (WMIN)  
 Play Shop, The (WCPO)  
 Playboy of Song, The (WDAS)  
 Playboys' Quartet (WINS)  
 Playbox Theatre, The (WMT)  
 Players Guild of the Air Program (KPFC)  
 Players, The KIDW (KIDW)  
 Players, The WBNS (WBNS)  
 Players, The WGY (WGY)  
 Players Present (WHBB)  
 Playgoer (WMCA)  
 Playground Highlights (WPG)  
 Playhouse (WTIC, WHBQ)  
 Playhouse, The WHO (WHO)  
 Playhouse, The WHN (WHN)  
 Playhouse, The Home Pride (WICC)\*  
 Playhouse of the Air (WSAR)  
 Playing Around (KYOS)  
 Playing the Game (WHJB)  
 Playmates (WAAW)  
 Play's the Thing, The (WDAF, WMIN)  
 Playshop of the Air (WSBT-WFAM)  
 Playtime Lady (KFWB)  
 Plaza 4900 (WBAL)  
 Plaza Quizzer (KVGB)  
 Pleasant Valley Frolics (WLW)  
 Pleasant Valley Trio (WKY)  
 Please Tell Me (NBC)  
 Pleasure Bound (KGO-KPO, KDYL)  
 Pleasure Cruise, The Socony (WHAM)  
 Pleasure Hour, The Camel (NBC)  
 Plough Jockeys, The (WDZ)  
 Pluckett Family (KSLM)  
 Plus Beaux Poemes du Monde, Les (CKCV)  
 Poacher, The (WJZ)\*  
 Pocket Minstrels, The (WRJN)  
 Poem, a Melody, and a Song, A (KGVO)  
 Poem for Today, A (KFOR)  
 Poem Vender (WMPJ)  
 Poems and Reveries (CKCH)  
 Poems and Melody (KRBC)  
 Poems in Song (NBC)  
 Poems of the Bookshelf (WCOP)  
 Poems of Yesteryear (WRGA)  
 Poe's Tales (WFIL)  
 Poet and the Organ, The (WGBI, KLO)  
 Poet Baritone (WESG)
- Poetic Album (WSPA)  
 Poetic Dreams (WHAZ)  
 Poetic Interlude (WEBR)  
 Poetic License (WQXR)\*  
 Poetic Melodies (WBBM)  
 Poetic Memories (WFLL)  
 Poetic Memories by the Old Poet (KTFFI)  
 Poetic Musicale (WSOC)  
 Poetic Musings (WBTM)  
 Poetic Nocturne (WAGA)  
 Poetic Paradise (KSL)  
 Poetic Phil (WSAI)  
 Poetic Serenade (WSVA)  
 Poetic Silhouettes (KSUB)  
 Poetic Strings (CKBI, WIND)  
 Poetic Tones (WGRC)  
 Poetry and an Organ (WELI)  
 Poetry and Songs (WHAZ)  
 Poetry Corner (WSAY)  
 Poetry in Motion (KCMO)  
 Poetry in Music (KVOR)  
 Poetry Parade (KWSC)  
 Poetry Scrapbook, Elmo Russ' (WVFW)  
 Poetry with Pauses (WHDL)  
 Poet's Armchair (CKTB,, WMMN)  
 Poet's Corner (WJEJ, KFUO, WPHR, KELD, WEMP, WHBB, KVSO, KWTO, WGPC, WHEB, WIP, WSPD)  
 Poet's Dream (WRGA)  
 Poet's Gold (CRS, KG CX, KVOE)  
 Poets, Harold Hunts (KWJJ)  
 Poet's Nook, The (KGEZ)  
 Poets of Harmony (CBS)  
 Poet's Memories, The (WTJS)  
 Poets of Our Time (WGN)\*  
 Poet's Pages (WHP)  
 Poet's Reverie (WBAX)  
 Pointer Parade (IBS)  
 Pola-Lola (WGES)  
 Poland on Parade (WJAY)  
 Polar Bears, The (WNAC)  
 Police Court of the Air (WOW)  
 Police Honor Men (WHN)  
 Police Program (WINS)  
 Police Records on the Air (WTMV)  
 Police Reports (WHB)  
 Polish Echoes (WIBX)  
 Polish Early Birds (WGES)  
 Polish Hour (WTMV)  
 Polish Merrymakers (WISN)  
 Polish Music (WINS)  
 Polish Varieties (WELI)  
 Political Opinions (WJW)  
 Political Talks (WINS)  
 Political Scene, The (WELI)  
 Political Situation in Washington Tonight (NBC)  
 Polkadots, The (WFBM)

## PROGRAM TITLES—Continued

- Polly and Her Pals (WBZ-A)  
 Polly and Olly (KGNO)  
 Polly Entertains (WCAE)  
 Polly of the Range (WMBD)  
 Polly Pretends (WOWO)  
 Polly Preston, Adventures of (NBC)  
 Polly the Shopper (KSTP)\*  
 Pollyanna (CHNS)  
 Pollyanna Club (WJAG)  
 Poly Follies, The Phillips (KMOX)  
 Polyphonic Singers, The (WORL)  
 Pony Boy (WPAY)  
 Bony Boys, The (WDEV)  
 Pony Express Boys (KWK)  
 Poosh-em-up Tony Cabooch (WHO)  
 Pop Concert (WHLB, WINS, WQXR)  
 Pop Concert of the Air (KOB)  
 Pop Concerts (KHJ, WBS)  
 Pop Dayton Community Program (WHIO)  
 Pop Moore's Oklahomans (KOMA)  
 Pop Martin and the Coys (WEBR)  
 Pop Tunes (WAAW)  
 "Pop" Wilson's Crossroads Store (WKY)  
 Pop Your Pet Peeve (WWSW)  
 Popeye Club (CFRN, WSGN, KLUP, WDNC)  
 Popeye Program (WAML)  
 Popeye, The Sailor (NBC)  
 Popeye, The Sailor Man (CBS)  
 Pop's Pirate Club (NBC)  
 Popular Bits (NBC)  
 Popular Classics (NBC)  
 Popular Concert Gems (WHB)  
 Popular Concert Hour (KGO-KPO)  
 Popular Concert Time (WHB)  
 Popular Echoes (KSOO)  
 Popular Ho-Dee-Ho (KGVO)  
 Popular Law Series (WAAB)\*  
 Popular Melodies Program (KABR)  
 Popular Melody Time (WMBC)  
 Popular Parade (WSAU)  
 Popular Song Revue (KPDN)  
 Popular Varieties (KGNC)  
 Popularity Parade (KVOD)  
 Popularity Program, The (WHEB) (WHEB)  
 Port of Poets (KVOO)  
 Porter Lorains (WOAI)  
 Portrait Miniatures (KRE)  
 Portrait of Song (KRKD)  
 Portraits Canadians (CBM)  
 Portraits in Black and White (KYOS, KFPY)  
 Portraits in Harmony (NBC)  
 Portraits in Music (KRE)  
 Portraits in Oil (FTRD)  
 Portraits in Rhythm (WKBZ)  
 Portraits in Song (WRVA)  
 Portraits of Beauty (KRMC)  
 Portraits of Great Characters (WMCA)\*  
 Portraits of Thinkers (WCAD)  
 Ports of Call (RRI)  
 Ports of Romance (WMCA)  
 Posey Playlets (KGW-KEX)  
 Post Luncheon Re-Former (WHBF)  
 Post Office Dramas (WISN)  
 Post Office, The Pinex (WLW)  
 Post Time (WORC)  
 Postal Oddities (WHIO)  
 Postal Program (CRS)  
 Postmortems (WESG)  
 Pot Luck (KRQA)  
 Pot of Gold (CBS)  
 Potash and Pearlmutter (NBC)  
 Potato Diggers (WOKO)\*  
 Potpourri (CKCK, KIDW, WFAM, WKOK)  
 Poultry Chats (KVG B)  
 Poultry-Parley (KWTO)  
 Poultry Service Time (WLS)  
 Poultry Shop Talks (KFAB)  
 Powder Puff Review (KGO-KPO)  
 Power of the Word of God in the Lives of Eminent Men of God (KFUO)  
 Power Parade (WHB, WBR C)  
 Practical Economies (WHA)  
 Prairie Birthday Party (CJRM)  
 Prairie Lullabye (KGMB)  
 Prairie Melodies (KF XD)  
 Prairie Nocturne (WFAA)  
 Prairie Pals (WCMI)  
 Prairie Parade (CJRM)  
 Prairie Pioneers (KMBC)  
 Prairie President, The (WLS)  
 Prairie Ramblers (WQAM)  
 Prairie Schooner, The (KF EQ)  
 Prairie Show Wagon (WLW)\*  
 Prairie Stomp (WFAA)  
 Pratt & McNeill Unlimited (NBC)  
 Prayer Meeting Time (WSBT-WFAM)  
 Prehistoric Game Trails (NBC)  
 Prelude to Midnight (CJRC, KNX)  
 Prelude to Peace (WHN)  
 Prelude to Summer (CBL)  
 Prelude to the Mass (WGES)  
 Premier (KGW-KEX)  
 Premier Performances (WJBO)  
 Premiere of a Premiere (WCSC)  
 Prep Sports (WBBM)  
 Preparedness for Peace (WHA)  
 Prescriptions in Rhythm (KSL)  
 Presenting for Milady (KBIX)  
 Presenting Helen Watts Schreiber (WHO)  
 Presenting Ken Wright (WKY)  
 Presenting Virginia Dare (WHO)  
 Presidential Forum of the Air (WNEW)  
 Press Agents' Paradise (WDAS, WNEW)  
 Press Club of the Air, Nissen's (WKY)  
 Press Passes (WESG)  
 Press Room Echoes (WHBF)  
 Preston Trio (WFAA)  
 Pretty Kitty Kelly (CBS)  
 Preview Hour, The (KFSA)  
 Preview Tonight (KECA)  
 Previews and Encores (KSRO)  
 Previews and Premieres (NBC)  
 Prevue (KGW-KEX)  
 Prevue Moderne (WIOD)  
 Price Talker, The (KFYO)  
 Primitive Rhythm (KOIN)  
 Prince and Princess of Song, The (WTMJ)  
 Prince of Song (WSYR)  
 Prince of the Ivories (CKTB)  
 Princess Begonia (KFEQ)  
 Princess Charming (KFYO)  
 Princess Obolensky Youth Matinee (NBC)  
 Princess Peggy (WELL)  
 Princess Shu Shu (WKY)  
 Principles of Economies (WILL)  
 Principles of Singing (WBNX)  
 Priscilla and Her Piano (WJJD)  
 Priscilla Wayne (IBS)  
 Priskey and Pat (WJNO)  
 Private Affairs of the Jones Family (KYW)\*  
 Private Detectives Incorporated (WHBF)  
 Private Lives (KSRO)  
 Private Moments in Public Lives (KNX)  
 Prize Bag (WPG)  
 Prize Takers, The (KTUL)

PROGRAM TITLES--Continued

Pro Bono Publico (WWL)	Prof. X (WTNJ)	Psychology Clinic of the
Problemair Sketch	Professor Yes 'n' No	Air (WEVD)*
(WMCA)*	(WWSW)	Psychology Talks (NBC)
Problems of Peace (KERN)	Professors Off Record	Psychopathic Hour
Production Hits (KVEC)	(KVOO)	(KFXJ)
Professional Parade	Program Builders Contest	Public Affairs Council
(TRD. WENR)	(KUJ)	(NBC)
Professionals on Parade	Program Colorful (KIDO)	Public Calendar (KVOO)
(WINS)*	Program Director's Little	Public Education Forum
Professor, The (CBS)	Black Book, The (KMO)	(WILL)
Professor Beetlebrow	Program for Farmers and	Public Enemies (WHAM)
(KFWB)	Gardeners (CKPR)	Public Health Series (CBS)
Professor Camp and His	Program Hi-Lights	Public Hero Number One
Swing School (WDEV)	(WSAU)	(NBC)
Professor Crankcase	Program Is Yours, The	Public Hour of Music
(CFRN)	(KFVS)	(WORC)
Professor Elmer J. Crank-	Program Parade, The	Public Inquest (KNX)
case (CFRN)	(KOIL)	Public Opinion, (WFIL,
Professor Faxon Figures	Program Pointers (WCBS)	WHBF)
(WJR)	Program Preludes (WHB)	Public Pulse (WGN)*
Professor Fiddle Dee Dee	Program Previews	Public Relations Bureau
(WJZ)*	(WDAY)	(WENX)
Professor Fox and His	Program Teasers (KLZ)	Public School Music Ac-
Question Box (WEBQ)	Program to Admiral Byrd	tivities (WDAS)
Professor Goosepinkle	(WDAF)	Public Service Forum
(CFRN)	Programbles (WAVE)	(WBIL)
Professor Herman and	Progress in the World of	Public Service and Public
Swiftly (WHN)*	Sports (WKY)	Servants (WWRL)
Professor Hoffenpopper	Promenade Concert	Public Speaks, The (WCAU,
(KCKN)	(WHN)	WPHR, WCBM)
Professor I. Q. (WHB)	Prominent People Series	Publicity Pups, The
Professor Minnovitch	(WWRL)	(KMBC)
(KVOD)	Prominent Women in	Pulpit Highlights (KGB)
Prof. Omta and Dr. Kuka	Washington Official Life	Pulse of Buffalo, The
(WSBT-WFAM)	(NBC)	(WBNW)
Professor Puzzlewit (KPO)	Pronunciation Bee (NBC)	Pulse of the City, The
Professor Quiz and His	Proroguing Morning Slum-	(KMOX)
Brain Busters (WJSV)	bers (WHBF)	Pumpkin Hollow Gang
Professor Sauerkraut and	Prosperity Limited	(WDAS)
His Little German Band	(WFAA)*	Punkin Center Revel
(KFYR)	Prouty Family, The	(KMJ)
Professor Speaks, The	(KOIN)	Punkin Valley (KFNF)
(WHDL)	Prowlin' Mike (WWVA)	Pupils on Parade
Professor Stewart and	Prudy's Party (WMBC)	(WMCA)
Buck (WEAU)	Pruitt's Country Boys	Pure Food Forum (WGAR)
Professor Stewart and Buck	(KBIX)	Purple Ray, The (KJR)*
Warner (KTSM)	Psalms of Faith (KFUO)	Putting Out the Lights
Professor Toc, Le (CKCV)	Psycho-Sensory (KVGB)	(WCAP)
Professor Tripp (WCOA)	Psychologist Delves, The	Puzzle Man, The Colonial
Professor Twigleaf (KFYO)	(WATR)	(KTUL)
Professor Twigleaf's School		Fazzlers, The Pepsodent
of the Drama (KGNC)		(WHAM)

Q

Q S T (WOKO)	Quaker Tunes (CKNX)	Quality Hour of Music
Quackerbox, The (KSTP)	Quakers, The Armstrong	(WMBH)
Quaiiff Hillbilly Family	(NBC)	Quality Music Hour
(WPHR)	Quakertown Meeting	(WQXR)
Quaker Players, The	(WFIL)	Quality of Mercy (KHJ)*
(KANS)	Quality Court (KYOS)	Quality Street (WHOM)

PROGRAM TITLES—Continued

Quality Twins (CBS)  
 Quand La Brise Vagabonde  
 (CBF, CBM)  
 Quarterback Club (KSL)  
 Quarter Hour, The Prince  
 Albert (NBC)  
 Quarter-Hour in Three-  
 Quarter Time (KELO,  
 CFCO, KHQ)  
 Quartermaster (WJNO)  
 Quartet, The Barbasol  
 (WHAM)  
 Quartet Time (KGO-KPO)  
 Quebec on Parade (CHRC)  
 Queen City Revue (WABI)  
 Queen of the Ivories  
 (WJAY)  
 Queen's Favorites (KMOX)  
 Queens Goes to Press  
 (WWRM)  
 Queen's Minstrel (WLW)  
 Queriology (WATR)  
 Query Court (CFAR)  
 Question Airs (WBNX)  
 Question and Answer Man  
 (KICA)  
 Question Bee, The (WQXR)

Question Box (KFUO,  
 WHIO, WJAS, CJCS,  
 KGMB, WHP, WTAG,  
 WWNC, WPHR, WALA)  
 Question Man, The (KROY,  
 WBAA, WPHR, WALA)  
 Question Man, The Kolynos  
 (KGMB)  
 Question Mark (WAAT)  
 Question Master, The  
 (WMCA)  
 Question Night (WNBR)  
 Questionmark Hittenmark  
 (WRC)  
 Questionnaire, Rhodes'  
 (WRDW)  
 Questionnaire, The (WBBC,  
 WBOW)  
 Questions in the Air  
 (WLTH)  
 Questions That Should Be  
 Answered (WLBC)  
 Quest of the Perfect  
 Woman, The (NBC)  
 Quickies, The (WJR)  
 Quiet Harmonies (CBS)

Quiet Hour, The (KGW-  
 KEX, KROY, WFAS,  
 KGMB)  
 Quiet Reveries (KALB)  
 Quiet Sanctuary (CKLW)  
 Quiet Thoughts and Music  
 (CFRN)  
 Quiet Time (WGBF)  
 Quik Quiz (WESG, WOKO,  
 WNBF)  
 Quincy Marches On  
 (WTAD)  
 Quiz, The Victor Coffee  
 (WORL)  
 Quiz Bee (WHK)  
 Quizcasters (WAAT)  
 Quizdom Court (WMCA)  
 Quizzer Court (KCKN)  
 Quizzer Twins, The (KSL)  
 Quizzers (WTMJ)  
 Quizzical Quiz (WHB)  
 Quizzing Bee (WAVE)  
 Quizzo (WWSW)  
 Quizzology (CKCO)  
 Quote-A-Day (WDEV)  
 Quote-a-Day, National Life  
 (WDEV)

R

R. & R. Entertainers  
 (NBC)  
 R. F. D. Hour (WLW)  
 R. F. D. Programs (WHB)  
 R. S. V. P. (CBS)  
 Racing Matinee (WAAB)  
 Racket by the Racketeers  
 (KFXR)  
 Racket Chasers (WKBW)  
 Racket Crackers (WGRC)  
 Racketeers. The (KFXR,  
 KMBC)  
 Rackets (WBNX)  
 Rackets of Today (KECA)  
 Rackets Through the Ages  
 (NBC)  
 Radio Aces (CHNC)  
 Radio Almanac (FTRD,  
 WEEI)  
 Radio and School Series  
 (WAAB)  
 Radio at Random (WFIL)  
 Radio Auction (WHIO,  
 KFJZ)  
 Radio Audition, The WDRG  
 (WDRG)  
 Radio Baby Clinic (KFSS)  
 Radio Band Wagon  
 (WBRB)

Radio Bandwagon (KWTO)  
 Radio Bank, WBTM's  
 (WBTM)  
 Radio Bible Class (KTAT)  
 Radio Bible School (KRE)  
 Radio Billboard (WBZ-A)  
 Radio Billboards (MWR)  
 Radio-Bingo (CKAC)  
 Radio Boners, The  
 (WHBQ)  
 Radio Book Review  
 (WBBC)  
 Radio Bugs Frolic (KOL)  
 Radio Bureau of Missing  
 Persons (KMTR)  
 Radio Cabaret (KABC)  
 Radio Calendar (KFUO)  
 Radio Calendar, The KFAB  
 (KFAB)  
 Radio Camera Club  
 (WFDF)  
 Radio Campus (KHJ)  
 Radio-Canada Symphony  
 Hour (CBM)  
 Radio Chapel (KGLO)  
 Radio Charades (NBC)  
 Radio Chatter (KOVG)  
 Radio Church of America  
 (KLS)

Radio Church Services  
 (WIL)  
 Radio Cinema Review  
 (CKAC)  
 Radio Circus (KDYL)  
 Radio City Matinee (NBC)  
 Radio City Music Hall  
 Program (NBC)  
 Radio City Party (NBC)  
 Radio Clinic (WBNX)  
 Radio Column of the Air  
 (CHNS)  
 Radio Column, Florence  
 Hale's (NBC)  
 Radio Concert Hall Sunday  
 Pops (WFAS)  
 Radio Cooking School  
 (CKCL)  
 Radio Counsel of Women's  
 Clubs (WIBX)  
 Radio Court (KFOX)  
 Radio Cowboys (WGSN)  
 Radio Debates (WCAD)  
 Radio Debuts (WCAU)  
 Radio Detective (WJAG)  
 Radio Devotional Hour  
 (KHSL)  
 Radio Doctor (WESG)

## PROGRAM TITLES—Continued

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| <p>Radio Doghouse Club (WCOP)</p> <p>Radio Drama Guild Presents, The (WCHS)</p> <p>Radio Encyclopedia (CFCF, CKAC)</p> <p>Radio Explorers Club (NBC)</p> <p>Radio Extra, The Detroit News (WWJ)</p> <p>Radio Family (WJAG)</p> <p>Radio-Film (WCAU)</p> <p>Radio Flirtations (KGO-KPO)</p> <p>Radio Floor Show (WIL)</p> <p>Radio Forum (WISN)</p> <p>Radio Forum, The Baltimore (WBAL)</p> <p>Radio Forum Hour KDFN, WAWZ)</p> <p>Radio Four (WGY)</p> <p>Radio Fun Club (KROC)</p> <p>Radio Game (CJRC)</p> <p>Radio Garden Club (WSGN)</p> <p>Radio Gazette, Neal O'Hara's (WEEL, WDRC)</p> <p>Radio Gems of Twenty Guesses (KFUO)</p> <p>Radio Goes to College (WBIG)</p> <p>Radio Goes to School (WEED)</p> <p>Radio Gossip Club, The (WBBM, KMBC)</p> <p>Radio Gossipier, The (WWVA)</p> <p>Radio Guest (CJRM)</p> <p>Radio Guild (WESG)</p> <p>Radio Headlines (KTSM, WBBM)</p> <p>Radio Health Club (WAVE)</p> <p>Radio Health Education Dramas (WAPI)</p> <p>Radio Hi Lites (KMJ)</p> <p>Radio Home of the Opera (KWSC)</p> <p>Radio Hour, Colliers' (NBC)</p> <p>Radio Hour of Famous Composers (CBS)</p> <p>Radio Household Institute (NBC)</p> <p>Radio John's Stores (KSOO)</p> <p>Radio Kiddies (WCAP)</p> <p>Radio Kitchen, The Best-veit (WKZO)</p> <p>Radio Lane (WCAU)</p> <p>Radio Lost and Found Bureau (WMCA)</p> <p>Radio Luminaries (WJZ)*</p> <p>Radio Matinee, The Bon Ami (NBC)</p> <p>Radio Matinee, The Detroit News (WWJ)</p> <p>Radio-Melomanie (CKAC)</p> <p>Radio Morning Glory, The (WNBH)</p> <p>Radio Movie Club (WHN)</p> <p>Radio Music Hall (WCAE)</p> <p>Radio Nature League (WBZ-A)</p> | <p>Radio News (KFUO)</p> <p>Radio News Extra (WHP)</p> <p>Radio News Service, The Aroostook (WAGM)</p> <p>Radio Newsreel, The (NBC)</p> <p>Radio Night Club (WEBQ)</p> <p>Radio Night Club of the Air (KDKA)</p> <p>Radio Optimist, The (KRE)</p> <p>Radio Oracle (WBT)*</p> <p>Radio Orchestral Hall (WCOP)</p> <p>Radio Page Feminine (CKAC)</p> <p>Radio Parade (CJCA, WOPI)</p> <p>Radio Parties, The George W. Loft (WFAS)</p> <p>Radio Party, The Rexall (NBC)</p> <p>Radio Play Bill (NBC)</p> <p>Radio Playhouse (KSL, WNYC)</p> <p>Radio Poets Club (KFVD)</p> <p>Radio Press and What's News (WENR)</p> <p>Radio Press Bureau, The Philco (WAPI)</p> <p>Radio Prince (WAAT)</p> <p>Radio Program Perfect (WSAI)</p> <p>Radio Pulpit (NBC)</p> <p>Radio-Puzzle (CKAC)</p> <p>Radio Question Box (WBNX, WDAF, WBT)</p> <p>Radio QuestionAIRE (KFPW)</p> <p>Radio Ramblers (WFLA)</p> <p>Radio Ranch (KQV, WHJB)</p> <p>Radio Rascals (CJOR)</p> <p>Radio Readings (CKY)</p> <p>Radio Realities (WJR)</p> <p>Radio Religious Forum (WBRY)</p> <p>Radio Rendezvous (KGEZ)</p> <p>Radio Repairmen (WAAT)</p> <p>Radio Reporter (CKAC, KGB, KGO-KPO, WNBH)</p> <p>Radio Revels of 1938 (WFBL)</p> <p>Radio Review of the Month (WOAI)</p> <p>Radio Review (WRDW)</p> <p>Radio Review, The WGY (WGY)</p> <p>Radio Revellers (WSAR)</p> <p>Radio Revelries (WRUF)</p> <p>Radio Revival (WBRC, WRGA)</p> <p>Radio Revival, The WNOX (WNOX)</p> <p>Radio Revue (WTMV)</p> <p>Radio Rhythmeeting (WATR)</p> <p>Radio Rhythms (WAVE)</p> <p>Radio Riddles (KLZ)</p> <p>Radio Rides the Range (KTAR)</p> <p>Radio Rooftop (WGH)</p> <p>Radio Rose (WICC)</p> <p>Radio Round-a-Butter (WKBO)</p> | <p>Radio Round Table Group (CHNS)</p> <p>Radio Roundup (KSFO, WJBY, KPND)</p> <p>Radio Salutes (WTMV)</p> <p>Radio Sandman Organ (KYA)</p> <p>Radio School of the Air (CKY)</p> <p>Radio Scrap Book (WWNC)</p> <p>Radio Short Stories (WHB)</p> <p>Radio Show Window (WAVE, WEBC, KGW-KEX)</p> <p>Radio Sleuth (WSAI)</p> <p>Radio Soap Box (WMBH, WJR)</p> <p>Radio Souvenirs (KWJJ)</p> <p>Radio Speakers' Club (WSPR)</p> <p>Radio Stage, The (WBAA)</p> <p>Radio Stamp Club (CJRM)</p> <p>Radio Stars of Tomorrow (WBRY)</p> <p>Radio Stars of the Future (KWKH)</p> <p>Radio Stars on Parade (WWSW)</p> <p>Radio Stars Revue (KTUL)</p> <p>Radio Success Story (KPND)</p> <p>Radio Swaps (WWSW)</p> <p>Radio Sweethearts (WGY)</p> <p>Radio Synagogue of America (WFAS)</p> <p>Radio Talent Shop (KOH)</p> <p>Radio Talks (NBC)</p> <p>Radio Temple (KWKH)</p> <p>Radio Theatre (CKAC)</p> <p>Radio Theatre of the Air (CBS)</p> <p>Radio Theatre of Youth (KPPC)</p> <p>Radio Tidbits (WMCA)*</p> <p>Radio Tips (WSYR)</p> <p>Radio Town Meeting (KDKA)</p> <p>Radio Traffic Court (KOY)</p> <p>Radio Traffic Forum (KFOR)</p> <p>Radio Train, The (CKX)</p> <p>Radio Twins Revue (WSPA)</p> <p>Radio University (KFRC, KHJ)</p> <p>Radio Varieties (WBZ-A)</p> <p>Radio Variety Show (WGBF)</p> <p>Radio Voice of Religion (WDRC)</p> <p>Radio World Events (WHEB)</p> <p>Radiobits (KWTO)</p> <p>Radioddities (KRE)</p> <p>Radiofilms (WCAU)</p> <p>Radiograms (KMPC, WHAM)</p> <p>Radiolia (KFI)</p> <p>Radiolites (WDAS)</p> <p>Radiophone Reporter (WHIO)</p> <p>Radio's Best Seller (KOL)</p> <p>Radio's Experimental Theatre (KFWB)</p> |
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PROGRAM TITLES—Continued

- Radio's Future Stars (KANS)  
 Radio's Rolling Stone (WHO)  
 Radiotrials (KGVO, KFXJ)  
 Radiowens (WGY)  
 Raffles—Sherlock Holmes (CBS)  
 Raffles, The Amateur Cracksman (CBS)  
 Rag Darling Parade (KFJZ)  
 Ragamuffins (CJRC)  
 Ragdoll at the Organ (WAPI)  
 Ragtime Opera (CHAB)  
 Ragtime Rhythm (KFWB)  
 Railroad Stories (CJOR)  
 Rails of the Air (WTMV)  
 Rain and Sunshine (NBC)  
 Rainbow Court (WMAQ)\*  
 Rainbow Harmony (KGO-KPO)  
 Rainbow House (WOR)  
 Rainbow of the Air (KMPC)  
 Rainbow Rhythm (CJRC)  
 Rainbow Rhythms (CKCK)  
 Rainbow Ridge (WSAI, WSAZ)  
 Rainbow Road (KOL)  
 Rainbow Room, The (WIL)  
 Rainbow Singer, The (WABI)  
 Rainbow's End (WICC, KOIN)  
 Raising Junior (NBC)  
 Raising Your Parents (NBC)  
 Raleigh Review (NBC)  
 Ralph Hubbell's Sport-O-Scope (WBNY)  
 Ralph Nyland (WLW)  
 Ramble in Rhythm (WATL)  
 Ramble in Rhythm with Earl Pudney (WATL)  
 Rambler, The (WHAM)  
 Rambler and His Scrapbook, The (WHBB)  
 Ramblers (KGO-KPO, KMOX)  
 Ramblers, The (WBAP)  
 Ramblers, The Blueridge (WELL)  
 Ramblers, The Dakota (KOVG)  
 Ramblers, Dr. Scholl's Foot Comfort (NBC)  
 Rambles in Britain (CFPL)  
 Rambles in Rhythm (WAIM, WCPO)  
 Rambles in Romance (WICC)  
 Ramblin' Cowboys (WOAI)  
 Rambling Accordionist, The (CHRC)  
 Rambling Bob's Yodeling Hour (KDFN)  
 Rambling Rangers (WHEB)  
 Rambling Reporter, The Rialto (KDFN)  
 Rambling Rhythm (KTAR)  
 Rambling 'Round the Dial (CFAC)  
 Rambling Through the Night Club of N. Y. (CBS)  
 Rambling with Rogers (WCOA)  
 Ramesses Program (NBC)  
 Ramona (KGO-KPO)  
 Ranch Boys (KRKD)  
 Ranch Boys, Sickie's (WCAP)  
 Ranch House Round-Up, Silver Spur Boys (WESG)  
 Ranch Melodies (KOB)  
 Ranchers and Ranchettes, The (WRAK)  
 Random Rhapsody (KGHF)  
 Range Revels (WMFG)  
 Range Riders (KWK, KWKH, WIBW, WREN)  
 Ranger Reminiscences (CBL)  
 Ranger Revue, The Ford (KOA)  
 Rangers (WLS)\*  
 Rangers, The Wonderloaf (KFYR)  
 Rangers Frolic, The Gogebic (WJMS)  
 Ranger's Scrapbook (WGCM)  
 Rangers, The KIUL (KIUL)  
 Rapid-Ads (KWK)  
 Rapid Reviews of Today's News (WIRE)  
 Ray and Geer, The Sunday Serenade (WBNS)  
 Ray Knight's Cuckoo Clock (NBC)  
 Raybestos Twins (NBC)  
 Raymond Bonnell & His Songs (WCHV)  
 Rayne-Bo Ramblers (KVOL)  
 Rays of Hope (WMC)  
 Rays of Sunshine (KFUO, WHJB)  
 Razzing the News (WAAT)  
 Read and Head, The Want Ads (WDAF)  
 Reader, The (KFUO)  
 Reader's Guide (KGO-KPO)  
 Readers' Review (WSTW, WFAM)  
 Readers' Spotlight, The (WHA)  
 Readin' and Writin' (WDRG)  
 Readin' & Writin' with Bob Provan (WDRG)  
 Readin' the Funnies (KVOO)  
 Reading Between the Lines (WRVA)  
 Reading Circle (KFUO)  
 Reading Club (WMFG)  
 Reading of Vital Portions of the Bible (KFUO)  
 Reading Room, The (WSYR)  
 Reading the Funnies (WMFJ)  
 Real Folks (NBC)  
 Real George Washington, The (NBC)  
 Real Honest to Goodness for True Santa Claus (WWL)  
 Real Life Dramas (WMBD, WINS)  
 Real Mucoy, The (KGHL)  
 Realities of Romans (NBC)  
 Realm of Reminiscence (CJRC)  
 Realm of Terpsichore (KGO-KPO)  
 Realty House (WHAM)  
 Reason Why, The (WTJS)  
 Recess (KMBC)  
 Recess, The WHO (WHO)  
 Recess Club, The (KIBX)  
 Recipe Book, Ruth Chilton's (WSYR)  
 Recipes from Mother's Old Cook Book (KLPM)  
 Recital Hall (WOR)  
 Recital with Cyra Van Gordon, The Djer Kiss (NBC)  
 Recitalists, The (NBC)  
 Recollections (KGO-KPO, WSBT)  
 Recollections of Yesterday (CBL)  
 Record Funny Paper Party (WFOY)  
 Record Shop, The (KFYR)  
 Recorded Encores (WHB)  
 Recorded for You (WAAT)  
 Recorded Recital (CJRM)  
 Records by Request (WGH)  
 Recreation Ramblings (WDEJ)  
 Recreation with the Playground (WBAL)  
 Recreative Hour (CKAC)  
 Red Aasen Devotional Service (KGDE)  
 Red and Black Revue (WOR)\*  
 Red and Tag (KOA)  
 Red and White Social Calendar (KGNC)  
 Red Empire Trio (KSRO)  
 Red Gap Social (CKCK)  
 Red Davis (NBC)  
 Red Goose (WMAQ)\*  
 Red Grange (NBC)  
 Red Hawks, The (WBAP)  
 Red Head Club, The (WSB)  
 Red Hill Hillbillies (KCRC)  
 Red Hoover's Orchestra (WFLA)  
 Red Horse Ranch (WBS)  
 Red Horse Ranch, Life on (KMBC)  
 Red Hot and Blue (KYOS, WCAU)  
 Red Hot and Happy (WPTF)  
 Red, Hot and Low Down (WAAF)

PROGRAM TITLES—Continued

- Red Hot and Rhythmic (KFXR)  
 Red Hot Stove League (WGAR)  
 Red Lacquer and Jade (WOR)  
 Red Ledger, The (CFCF)  
 Red Letter Days (KHJ)\*  
 Red Lights in the Forties (WSPR)  
 Red Man's Trail, The (WHAM)  
 Red Pepper Melodies (WBNS)  
 Red Poppy (NBC)  
 Red River Boys (WKY)  
 Red Robin Boys (WCBD)  
 Red Steele (WTMV)  
 Red Top Dancing Party (WATL, WSOC)  
 Red Trails (NBC)  
 Reddy Kilowatt Presents the Devano Trio (WKY)  
 Reddy Kilowatts, with Russell McIntyre (WBT)  
 Redhot and Lowdown (KFOR)  
 Redman's Roman Garden Orchestra (CFLC)  
 Reds' Baseball Games (WSAI)  
 Redwood Reveries (KGO-KPO)  
 Redwood Strings (KSRO)  
 Reeds and Rhymes (KDKA)  
 Reeds and Strings (WAPI)  
 Reefer's No-Moth (NBC)  
 Reel Hi-Lites (WHB)  
 Referee's Review (KEHE)  
 Reflections (KGO-KPO, CMB, WJNO, WIRE, WHK, CKLW, WISN)  
 Reflections in the Water (KMA, IBS)  
 Reflections of Romance (WJAY)  
 Reflets Melodiques, Les (CKCV)  
 Reflets Romanesques (CKCV)  
 Refrain Revue (NBC)  
 Refreshment Melodies (CBM)  
 Refreshment Time (CKAC)  
 Refreshment Time with Singin' Sam (WBS)  
 Reg Clay and His Serenaders (CKWX)  
 Rehearsal (KSFO)  
 Relax and Remember (WCBM)  
 Relax with Rhythm (WHOM)  
 Religion and Today (WHDL)  
 Religion in Action (WBIL)  
 Religion in Life (WAVE)  
 Religion in the News (NBC)  
 Religious Essays (KFUO)  
 Religious Hour, The (WMBH)  
 Religious News and Views (WCKY)  
 Religious Round-a-Butter (WKBO)  
 Religious Side of the News, The (KRBC)  
 Rembrandt Trio (KGO-KPO)  
 Remember Me (WMBG)  
 Remember This One? (WTJS)  
 Remember These? (KTEM, KOL)  
 Remember Way Back (WGBI)  
 Remember When? (KTUL, WNAX)  
 Remembering (WHAS)  
 Reminiscences (KGO-KPO)  
 Reminiscences of a G-Man (WIP)\*  
 Reminiscences of the Old West (KOA)\*  
 Reminiscing (WCLE, WJR, KFXJ, WHBB, CKLW, KOL)  
 Reminiscing in Melody (KFRO)  
 Reminiscing in Tempo (WRGA)  
 Reminiscing with George Sisler (KWK)  
 Renaissance Ensemble (NBC)  
 Renaissance Quartet (NBC)  
 Rendezvous (KXBY, WMCA, WISN, KGO-KPO)  
 Rendezvous, Life-Savers' (NBC)  
 Rendezvous Rhythms (WIP)  
 Rendezvous with Rhythm (KYOS)  
 Rendezvous with Romance (WMBH)  
 Renfrew of the Mounted (CBS)  
 Renfro Valley Barn Dance (WSAI)  
 Reno Wedding Rings (KOH)  
 Renovatin' Rhythm (WIL)  
 Renter's Guide, The (KTSM)  
 Renuart Lumberjacks (WQAM)  
 Repertory Guild (WCBS)  
 Repertory Theatre of the Air (WBZ-A, FTRD)  
 Reporter, Kay's (WEBR)  
 Reporter, The Richfield (KFI, KECA)  
 Reporter of Odd Facts, The (WEAN)  
 Request Club (WXYZ)  
 Request Hour (KGEZ, KDFN)  
 Request Program, The Gant Hardware (KDFN)  
 Request Programs (WMFD)  
 Rescue Mission Hour (WHOM)  
 Resort Reporter (KFWB)  
 Responsive Reading (KFUO)  
 Rest-A-While Inn (KGVO)  
 Rest Hour (WMFD)  
 Rest of Your Life, The (KFYO)  
 Restful Hour (KGO-KPO)  
 Restful Music (CHAB)  
 Restless Road, The (WRC)  
 Retail Merchants' Program (CFCO)  
 Return of P. T. Barnum, The (NBC)  
 Reuben Spinach (CKY)  
 Reunion of the States (KHJ, KNX)  
 Rev. Downe and Jubilee Choir (WIS)  
 Rev. Herbert Spough (WBT)  
 Reveille (WTIC)  
 Reveille Rhythm (WAPI)  
 Reveille Rhythms (WRUF)  
 Revelers, The Morris Plan (WDAF)  
 Revelry on the Rails (KMOX)  
 Revels in Rhythm (WFBC)  
 Revenge with Music (WABC)\*  
 Reverie (KGO-KPO, KLZ, WOAI)  
 Reverie—Medolie—Fantaisie (CKCV)  
 Reveries (KGO-KPO, WIND WCLE, WHK, WSAU)  
 Reveries at Eventide (CBL)  
 Reveries in Ivory (WGBI)  
 Review, The WHK (WHK)  
 Review and Preview (KOB)  
 Review of Revues (CBS)  
 Review of the Day (WSAI)  
 Review of the Month (KOIL)  
 Reviews of the News (CKMO)  
 Review of the Year, The Drake (WHO)  
 Revista Roque (WMCA)  
 Revival of Music (WMBH)  
 Revival of the Air (KFXR)  
 Revival of the Air with Dr. E. C. Webber (KFXR)  
 Revolving Revue (KCMO)  
 Revolving Stage (WTMJ)  
 Revue, The Rapidry (WHB)  
 Revue, The Royal Crown (WBC)  
 Revue de Paris (NBC)  
 Revue des Revues, La (CRCK)  
 Revue in Swing (KTUL)  
 Revue Internationale (KONO)  
 Revue of Stars (WHB)  
 Revuedeville (CFAC)  
 Rex Gang (KORE)  
 Rex Griffith (WSAI)  
 Rex Kelley and Girl of Golden West (WHB)



## PROGRAM TITLES—Continued

- Reynolds Sisters, The (WORL)  
 Rhapsodies in Blue (WRUF)  
 Rhapsodies in Swing (WGPC)  
 Rhapsody in Brass (WHN)  
 Rhapsody in Red (KGMB)  
 Rhapsody in Wax (KFJB, KHJ)  
 Rhode Island Historian (WJAR)  
 Rhode Island State College Program (WJAR)  
 Rhode Islanders, The (WEAN)  
 Rhumba, La (KMTR)  
 Rhumba Beat, The (WAAF)  
 Rhumba Kings (WOAI)  
 Rhumba Rhythm (WHN, WHB)  
 Rhumba Time (KFRO)  
 Rhyme Rendezvous (KOL)  
 Rhymes and Cadences (WBZ-A)  
 Rhyming Optimist (CFRN)  
 Rhymster, The (WHAM)  
 Rhyming Times (KIRO)  
 Rhythm Aces (WIND, KGO-KPO)  
 Rhythm Almanac (WESG)  
 Rhythm and Games (WHA)  
 Rhythm and Rhyme (KYA, WTMJ)  
 Rhythm and Rhymes (WRDW)  
 Rhythm and Romance (WHB, CRS, WWVA, KGO-KPO, WBS, WWSW, CJRC, KGO, WAAW, WGN, WOPI)  
 Rhythm and Stuff (WMCA)  
 Rhythm and Sweet Melodies (KSD)  
 Rhythm and Time (WSUN)  
 Rhythm at 8 (WEAF)\*  
 Rhythm at Noon (KMOX)  
 Rhythm Band, Hy Allen's (WMBC)  
 Rhythm Bandbox (CBS)  
 Rhythm before Three (WROK)  
 Rhythm Boys, The (KVOL)  
 Rhythm by Request (KVEC, WPTF)  
 Rhythm Caravan (WAVE)  
 Rhythm Carnival (KADA)  
 Rhythm Chasers (KTOK)  
 Rhythm Chateau (KFSO)  
 Rhythm Choristers (CBS)  
 Rhythm Club (KFYR, WMBH, WJBO, WHLB, WHB)  
 Rhythm Cocktails (KFRO, WHB)  
 Rhythm Console (WBBM)  
 Rhythm Encores (CJRC)  
 Rhythm Ensemble (KGFF)  
 Rhythm Favorites (WAVE)  
 Rhythm Five (KFH)  
 Rhythm from Harlem (WLBC)  
 Rhythm Flyers, The (KGNF)  
 Rhythm for Two (WMAL, WIND)  
 Rhythm Girls, The (WBZ-A, KGFF)  
 Rhythm Griddle (WHB)  
 Rhythm Highlights (WHB)  
 Rhythm in Rhyme (KGHF, KMBC)  
 Rhythm in Romance (WBNS, WKZO)  
 Rhythm in the Home (KSD)  
 Rhythm Jug Band, The Tampa (WFLA)  
 Rhythm Kings (WGAR)  
 Rhythm Lullaby (WAVE)  
 Rhythm Maids, The (KYA)  
 Rhythm Makers (WSBT, WFAM)  
 Rhythm Man (KTUL)  
 Rhythm Masters (KFRO)  
 Rhythm Melody Revue (KWK)  
 Rhythm 'n Rhyme (WHN)  
 Rhythm Night-Caps (WTMJ)  
 Rhythm Octette (WGY)  
 Rhythm of the Day (WTIC)  
 Rhythm of the Rain (WMBH)  
 Rhythm of the Range (CJOC)  
 Rhythm of the Road (WMBH)  
 Rhythm of Today (CJAT)  
 Rhythm on El Rancho Grande (KYOS)  
 Rhythm Pals (KSRO)  
 Rhythm Parade (WTJS, WAVE, WNBX, WTAM, WRVA)  
 Rhythm Parade, Millard's (WCAZ)  
 Rhythm Ramble (WKZO)  
 Rhythm Ramblings (KRE, WMCA)  
 Rhythm Rangers (WDOD, WGAR, WWVA)  
 Rhythm Rascals (WTMJ, KGO-KPO, WGPC, WMCA)  
 Rhythm Reception (KCKN)  
 Rhythm Rendezvous (WBIL, WFIL)  
 Rhythm Review (WSAU, WMBO, KFIO, KJBS, WCLO)  
 Rhythm Revised (KJBS)  
 Rhythm Revue (WEEI)  
 Rhythm Rhapsody (KTUL, WSAY, WSPD)  
 Rhythm Riddles (KLZ)  
 Rhythm-Ride, The (WICC)  
 Rhythm Rogues (WFBM)  
 Rhythm Rompers, The (KPDN)  
 Rhythm Roundup (WAAT, WAVE, WNEW)  
 Rhythm Roundup, Odie's (KGBX)  
 Rhythm Rowdies, The (WFAA)  
 Rhythm Rufians (WRUF)  
 Rhythm Rustlers (KFRU)  
 Rhythm Salute (CBS)  
 Rhythm Serenade (WGAR, KRE)  
 Rhythm Shop (WCHV)  
 Rhythm Sing and Swing (WACO)  
 Rhythm Strummer (WEXL)  
 Rhythm Stylist (KHQ)  
 Rhythm Stylists (WPTF)  
 Rhythm Symphonv (WSM)  
 Rhythm Time (KPDN, WSBT, WPHR)  
 Rhythm Times (WWNC)  
 Rhythm Varieties (CBL)  
 Rhythm Vendors (KGO-KPO)  
 Rhythm Without Reason (KYOS)  
 Rhythm Wranglers (CJOR)  
 Rhythmagicians (KCKN)  
 Rhythmania (WIND, WTB0)  
 Rhythmaries (WKOK, KMBC, WHB)  
 Rhythmasters and Their Melody Men (KRBC)  
 Rhythmatic (KABC)  
 Rhythmaties (WRC)  
 Rhythmette Review (KFXR)  
 Rhythmic Capers (CJRM)  
 Rhythmic Interlude (KVOD)  
 Rhythmic Melodies (WAAT)  
 Rhythmic Melody (WBBM)  
 Rhythmic Moods (WIL)  
 Rhythmic Ramblers (WBZ-A)  
 Rhythmic Rambling of a Nitwit Nature (KXBY)  
 Rhythmic Relics (CJRM)  
 Rhythmic Revue (WWSW)  
 Rhythmic Rhapsody (WMCA)\*  
 Rhythmic Ripples (WBZ-A)  
 Rhythmic Serenade (KYFR)  
 Rhythmic Shadows (KGO-KPO)  
 Rhythmic Ticks (WIRE)  
 Rhythmic Tid Bits (KVEC)  
 Rhythmic Varieties (KRBC)  
 Rhythmites, The (WRVA)  
 Rhythmiticians, The (WTJS)

PROGRAM TITLES—Continued

- Rhythmizers, The (WIL)  
 Rhythms (WBZ-A)\*  
 Rhythms at Noon  
 (WBBM)  
 Rhythms of Latin-America  
 (WTJS)  
 Rhythms of Romance  
 (WDRG)  
 Rialto Row, Along (CBS)  
 Ribber Shannon (WSAI)  
 Ricardo and His Cabal-  
 leros (KGO-KPO)  
 Ricardo and His Violin  
 (KGO-KPO)  
 Rice Hope Plantation, The  
 (WHAM)  
 Rice String Quartet  
 (WGY)  
 Rich-Con Varieties  
 (WDAF)  
 Rich Man's Darling (CBS)  
 Richard the Lion Heart  
 (TH)  
 Richfield Country Club  
 (NBC)  
 Richters Ramblers (WOAI)  
 Riddle Man, The (WAIM,  
 WMAZ)  
 Riddle Man, The Castle-  
 berry (WMAZ, WSOC)  
 Riddle Me This (WSYR)  
 Riddle Rhythms (WNBC)  
 Riddles in Rhapsody and  
 Rhythm (KRKD)  
 Riddles in Rhythm (WHJB)  
 Riddles 'n' Rhythm  
 (KABR)  
 Ride About Town (WHBQ)  
 Riders of the Range  
 (KDYL)  
 Riders of the Rio Grande  
 (KFPY)  
 Ridge Jumpers (KFH)  
 Ridge Speaks, The (WDBO)  
 Ridin' and Swingin' Gang,  
 The (WDZ)  
 Ridin' High (CJCA)  
 Ridin' Round Town  
 (WGRC)  
 Riding with the Texas  
 Rangers (WFAA)  
 Right or Wrong (WHJB)  
 Right Thinking (KMPC)  
 Right Time Riley  
 (WABC)\*  
 Rime and Reason (KVOR)  
 Rimettes et Chansonnettes  
 (CKAC)  
 Rin-Tin-Tin Thrillers  
 (NBC)  
 Ring and the Book, The  
 (KSFO)  
 Ringside Interviews  
 (WPEN)  
 Rio Grande Serenaders  
 (WHB)  
 Rions Ensemble (CBF)  
 Ripples (KELO)  
 Ripples in Sports (WKRC)  
 Rippling Rhythm Revue  
 (NBC)\*  
 Rise and Shine (KMOX,  
 CJCA, KHJ, WSUN,  
 CKY, WSGN)  
 Rise and Shine Club (CKY,  
 WFDF)  
 Rise 'n' Shine (KGO-KPO,  
 KDYL)  
 Rise 'n' Shine Time  
 (WJBL)  
 Rise of the Goldbergs  
 (NBC)  
 Rise of the Sun, The (NBC)  
 Rise, Shine and Save  
 (KGHL)  
 Rising Musical Star Pro-  
 gram, The Sealtest (NBC)  
 Rising Stars (NBC)  
 Rising Stars, Saxon's  
 (WSGN)  
 Rising Tide, The Voice of  
 America Awake (WORL)  
 Rita Murray in the Holly-  
 wood Parade (KGO-  
 KPO)  
 Rite-Way Special (WHO)  
 Rittenhouse Trio, The  
 (WTAG)  
 Ritzy Rhythms (KCKN)  
 River of Dreams (KMPC)  
 River King, The (KHJ)  
 River Revelers (WWL)  
 River Shadows (CBL)  
 Riverside on Parade  
 (KFXM)  
 Riverside Ramblers, Ward's  
 (KVOL)  
 Road Ahead, The (WBRY)  
 Road Builders Present  
 (WMBC)  
 Road of Life (NBC)  
 Road Reporter (WSYR)  
 Road-Runners (WFAA)  
 Road Show (KGO-KPO)  
 Road to Adventure  
 (WJAX)  
 Road to Anywhere (KOY)  
 Road to Dreamland  
 (KTSA)\*  
 Road to Dreams, The  
 (KYA)  
 Road to Fame (WMCA)  
 Road to Glory (KNX)  
 Road to Happiness, The  
 (WCBA-WSUN)  
 Road to Health (KABC)  
 Road to Paradise (KOY)  
 Road to Romance (CJRM,  
 CKSO)  
 Road to Romany (NBC)  
 Roadbuilder (NBC)  
 Roadhouse Rhythms  
 (WBAL)  
 Roads in the Dawn (NBC)  
 Roads of Romance (WLS)\*  
 Roadway Alibis (WOWO-  
 WGL)  
 Roadways of Pleasure  
 (CBS)  
 Roadways to Romance  
 (CBS)  
 Roamin' Through the Rock-  
 ies (KLZ)  
 Roaming Mike (KFXM)  
 Roaming Reporter  
 (WQAM)  
 Roaming the World (KFXJ,  
 CJRC)  
 Roberta and Her Piano  
 (WFAA)  
 Robbins Rhythm Revue  
 (WJIM)  
 Robin Cook and Her Songs  
 (WOAI)  
 Robin Hood Rangers  
 (CFCL)  
 Robinhood Rangers  
 (CFCO)  
 Robinson Crusoe, Jr.  
 (WBS)  
 Rochester Folks in the  
 News (WHAM)  
 Rochester School of the  
 Air (WHAM)  
 Rochester Speaks (KROC,  
 WSAY)  
 Rock & Rye (KIUL)  
 Rock Crushers (KRBC)  
 Rocket Club (WBZ-A)  
 Rockin' Rhythm (WJAY)  
 Rocking Chair Program  
 (WHO)  
 Rocky Clark, Country  
 Courier (WICC)  
 Rocky Mountain Roundup  
 (KLZ)  
 Rocky Mountaineers  
 (KIUL)  
 Rod and Cherie (CFJC)  
 Rod and His News Reel  
 (WDAE)  
 Rod Arkel—Philosopher  
 (WFLA)  
 Rodeheaver Sing (NBC)  
 Rodgers Sunshine Boys  
 (WBTM)  
 Roemer's Homers (WMCA)  
 Rogers Majestic (CHNS)  
 Rogers Musical Trio (NBC)  
 Rogozinski and Austin  
 (WHO)  
 Rogue Song, The (NBC)  
 Roll Out of Bed with a  
 Smile (WBT)  
 Roll Up the Rugs (WATL)  
 Rollickers, The (KMOX)  
 Rollickers Quartet (NBC)  
 Rollin' Home (CKCL)  
 Rolling Rhythm (KTSA)  
 Rolling Rhythms (KRNT)  
 Rolling Stones, The (KSD)  
 Rollini Trio (NBC)  
 Rollins College on the Air  
 (WDBO)  
 Romance (CBS)  
 Romance and Melody (TH)  
 Romance and Music (KHQ)  
 Romance Backstage-  
 (WCAE)  
 Romance Exchange, Hind's  
 (NBC)  
 Romance in Business  
 (KTUL, WOWO, WGL)  
 Romance in Education  
 (WFAA)  
 Romance in Industry  
 (CJRM, CKSO)  
 Romance in Melody  
 (KFWB)

## PROGRAM TITLES—Continued

- Romance in Rhythm (KOL, WOR, KMBC)  
 Romance in Riting (WICC)  
 Romance in the Air (KSD)  
 Romance, Inc. (NBC)\*  
 Romance Melodies (NBC)  
 Romance of Achievement (KHQ)  
 Romance of American Industry (CBS)  
 Romance of Coal (WSYR)  
 Romance of Color (WATR)  
 Romance of Dan and Sylvia (NBC)  
 Romance of Helen Trent (CBS)  
 Romance of Hot Springs (NBC)  
 Romance of Manhattan (WYNC)  
 Romance of Meat (NBC)\*  
 Romance of Merchandise, The (WAPI)  
 Romance of Mining (KWSC)  
 Romance of Money (KMOX)  
 Romance of Old Indian Days (WHAM)  
 Romance of Rubber (WRVA)  
 Romance of '75 (WENR)  
 Romance of Song (KMPC)  
 Romance of Sonoma Valley (KYA)  
 Romance of the Flowers (WJJD)\*  
 Romance of the Highways (KGO-KPO)  
 Romance of the Thoroughbred (WGY)  
 Romance of Youth (WORL)  
 Romance of Transportation (KFI)  
 Romance Singer (WPAY)  
 Romance Time (WHAS, KOMO-KJR)  
 Romance vs. Rhythm (WDOD)  
 Romancer, The (KTUL)  
 Romancers, The (KGO-KPO, WKY, WHB, WMCA, WRAK)  
 Romances, The (CBS)  
 Romances, The Fitch (NBC)  
 Romancing with Rosa Lee (WWVA)  
 Romantic Bachelor (WSAI, WTIC)  
 Romantic Caballero (WHN)  
 Romantic Cycles (KLZ, WHN)  
 Romantic History of Our Presidents (KMTR)\*  
 Romantic Interlude (KTAT)  
 Romantic Melodies (KANS)  
 Romantic Mexico (KOY)  
 Romantic Music (CBS)
- Romantic Musing (IBS)  
 Romantic Rhythm (KTEM)  
 Romantic Serenader, The (WORL)  
 Romantic Singer, The (CHRC)  
 Romantic Strings (KVOO)  
 Romany Harmony (WHP)  
 Romany Moods (WESG)  
 Romany Patter (CBS)  
 Romany Tales (WRUF)  
 Romany Trails (KGO-KPO)  
 Romaine at the Organ (WHDL)  
 Room Over the Gate (WGAR)  
 Room Recipes (KDYL)  
 Rooster Crows, The (WRTD)  
 Rooster Gazette (NBC)  
 Rooster Roster (KDAL)  
 Rose Ann Carr (WDAF)  
 Rose Bowl and Tournament of Roses (KFI)  
 Rose Petals (WJAX)  
 Rose Room Melodies (WTMV)  
 Rose Talks (NBC)  
 Roses and Drums (CBS)  
 Roses to a Lady (WOWO-WGL)  
 Rosewood and Ivory (WBT, WBNS)  
 Rosie and Her Guitar (KGO-KPO)  
 Rotary Ramblers (WKY)  
 Roulette Wheel, The (CKWX)  
 Rough and Reddy (KSTP)\*  
 Round and Round Society (WGAR)  
 'Round Copley Square (WORL)  
 Round Our Town (CBS)  
 Round Robin Review (WBNS)  
 Round Rochester with Roberta (WSAY)  
 Round Table (WFAA, KXBY)  
 Round Table, The Omaha University (WOW)  
 Round Table Conference (KRKD)  
 Round the Breakfast Table (WFLA)  
 Round the Loop (KFXD)  
 Round the Town (WSGN, WAVE)  
 Round the Town Dancing Party (WRGA)  
 Round the Town Parade (WMCA)  
 Round the Town Review (WOR)\*  
 Round the Town with Nancy Turner (WFBR)\*  
 Round the Town with the WBBM Air Theatre (WBBM)  
 Round the Town with Virginia Rounds (WEEI)
- 'Round the World (WJW)  
 Round the World Cooking School (WBS)  
 'Round the World in Five Minutes (WAPI)  
 Round the World in New York (WNEW)\*  
 Round Towners and Their Men of Melody (CBS)  
 Round Towners Quartet (CBS)  
 Rounders, The (KTOK)  
 Roundsman's Hour (WOWO-WGL)  
 Roundtable, The Drake (WHO)  
 Roundtable of Discussion (WHBC)  
 Roundup (KGEZ, KABC, KSLM, WQDM)  
 Roundup The Barbasol (WEAF)\*  
 Round-up, The Reno (KOH)  
 Roundup, The KVSO (KVSO)  
 Round-up Strollers, The (WIS)  
 Roundup Trail (KFWB)\*  
 Roustabouts, The (CBS)  
 Royal Road to Happiness, The (CKX)  
 Rovin' Cowboys (KOB)  
 Roving Cowboys, The (WTAD)  
 Roving Hill Billie & Slim (KFBB)  
 Roving Neighbor, Gerke's (WDZ)  
 Roving Ranger, The (KOA)  
 Roving Reporter (WGAR)  
 Roving Reporters (WMCA)  
 Row Along, The Rialto (CBS)  
 Roxy and His Gang (NBC)  
 Roy Campbell's Royalists (NBC)  
 Roy Shield Revue (WENR)  
 Roy Weiss of Paris Store (WTMV)  
 Roy White's Piano Meditations (KDFN)  
 Royal Alexandrians, Harold Green's (CJRC)  
 Royal Anniversary Chords (WGRC)  
 Royal Echoes (KWK)  
 Royal Masters of Melody (CFCF)  
 Royal Rhythm Club, The (KSD)  
 Royal Scot (NBC)  
 Royal Vagabonds (NBC)  
 Royal York Dance Orchestra (NBC)  
 Roy's Radio Column of the Air (WOPI)  
 Rubberneck, The (WJAX)  
 Rubberneck Tour (WRC)  
 Rudolph Bocheo (NBC)  
 Rudy Kilian's Kadets (WCAO)

PROGRAM TITLES—Continued

Rufus and Rastus (WRR)\*  
 Rug Rollers (WTBO)  
 Rumba Hour, The (WFLA)  
 Rumba Rhythms and Tango  
 Tunes (RRI)  
 Rumpus Room (KFI)  
 Run of '89, The (WKY)  
 Runnin' Wild (KFJZ)  
 Rural Jamboree (WMSD)  
 Rural Life Review (WILL)  
 Rural Ramblers (WBNS)  
 Rural Rhythm (WHP,  
 WWSA, WHLB)  
 Rural Rhythm Boys,  
 Rootin', Tootin' Singers  
 of Sunny Songs (KNOW)  
 Rural Rhythms (WRUF)  
 Rural Roundup (WLW)

Rural Salute (WSAI)  
 Rural School Music  
 Program (WDZ)  
 Ruraltown (WBZ-A)  
 Rush Amateur Hour  
 (KALB)  
 Russ Chuckles (KFAB)  
 Russ Columbo and Orches-  
 tra (NBC)  
 Russ Morgan's Melodies  
 (WXYZ)  
 Russell School Orchestra  
 (WDBO)  
 Russia of Yesterday and  
 Today (NBC)  
 Russian Rhapsody (KGO-  
 KPO)

Russian Village, In a (CBS)  
 Rustic Reelers, The (CKBI)  
 Rustic Rhapsodies (WRUF)  
 Rustic Rhythmic Trio  
 (CBS)  
 Rut Farm Bureau Forum  
 (WSYB)  
 Ruth and Jack (KOMA)  
 Ruth Goes Shopping  
 (WADC)  
 Ruth Nagle at the Organ  
 (WSUN)  
 Ruthie's Birthday Party  
 (WDZ)  
 Rutland City Board (WSYB)  
 Rutland School Series  
 (WSYB)

S

S.R.O. (Standing Room  
 Only) (WBNX)  
 S. S. All in Fun (WPEN)\*  
 S. S. Fun for All (WDAS)  
 S. S. Novelette (KDYL)  
 S. S. Santa (KDYL)  
 S. and W. Junior News  
 (KGO-KPO)  
 Sabbath Pastorale (CFAC)  
 Sabbath Reveries (NBC)  
 Sacred Flame, The  
 (WCAU)  
 Sacred Hour (KFUO,  
 CFCY, WDBJ)  
 Sacred Melodies (CFJC)  
 Sacred Singer, The  
 (KPDN)  
 Sacred Songster (CKCR)  
 Sacred Waters (KFUO)  
 Safeguardians (WJAX)  
 Safeguarding Investments  
 (WMCA)  
 Safeguarding Your Food  
 and Drug Supply (NBC)  
 Safety Club, The Ho-Po-Ne  
 (WIRE)  
 Safety Club, The Michigan  
 (WMBC)  
 Safety Club, The Seven-Up  
 (WSOC)  
 Safety Court (WBNX)  
 Safety Cruise (WMC)  
 Safety Crusaders (WBZ-A)  
 Safety First (WDAF,  
 WSGN, KGO-KPO)  
 Safety First Program  
 (KABR)  
 Safety Forum (WJNS)  
 Safety Lane (KQW)\*

Safety League Chats  
 (WDBO)  
 Safety Legion (WEAU)  
 Safety Legion Hour, The  
 (KTSM)  
 Safety Musketeers (FTRD)  
 Safety on the Air Lanes  
 (KFYR)  
 Safety on the Highways  
 (WILL)  
 Safety, Or Else (KLZ,  
 WKY)  
 Safety Patrol (WKBW)\*  
 Safety Patrol, The Socony  
 (WHAM)  
 Safety Pays (KVOR)  
 Safety Program (KFRO)  
 Safety Programs (NBC)  
 Safety Sam (WAAW)  
 Safety Soldiers, The Seven-  
 Up (KNOW)  
 Safety Talk (KIEI, WBAL,  
 WDAF)  
 Safeway Square (KFI)\*  
 Safeway to Happiness  
 (KGO-KPO)  
 Sagas of the Sea (KYA)  
 Sage Brush Static Club  
 (KDFN)  
 Sage Riders, The Armour  
 (KMMJ)  
 Sagebrush Syncopators  
 (WFAA)  
 Sage's Album (WMCA)  
 Sailing the Airwaves  
 (WCAE)  
 Sailing the Waves (WIND)  
 Sailing with Saylor's  
 (KGO-KPO)

Sailor Boys Orchestra  
 (WFAS)  
 Sailortown (WBZ-A)  
 St. Clair Sam (WMTV)  
 St. John Program (KVG B)  
 St. Louis Blues (KMOX)  
 St. Louis Municipal Opera  
 Revue (KSD)  
 St. Louis on Parade  
 (KMOX)  
 St. Louis Serenade  
 (KMOX, WHN)  
 Saints Speak, The (WBIL)  
 Saki Get Rich (NBC)  
 Sal Pace and His Swingmen  
 (WFAS)  
 Salada Community Players  
 (KDON)  
 Salebration (KFYO)  
 Salesman's Party, The  
 Carrier (IBS)  
 Sallies from Silas (WJIM)  
 Sally and Sam (WAAT)  
 Sally at the Switchboard  
 (WGAR)  
 Sally of the Talkies  
 (WMAQ)\*  
 Sally Sample (WWVA)  
 Sally Sothern's Ship o'  
 Dreams (WRVA)  
 Sally the Shopper (KROC)  
 Sally Work (WBEN)  
 Sally's Kitchen Hints  
 (MWR)  
 Sally's Movieland Revue  
 (WHN)  
 Salodent Singers (WOAI)  
 Salon Ensemble (WBZ-A)  
 Salon Hour (KRE)  
 Salon Matinee (WSAU)

PROGRAM TITLES—Continued

Salon Moderne (KABC, WDNC, KFRC, KHJ)  
 Salon Musicale (KLZ)  
 Salon Serenade (KABC)  
 Salon Serenades (KGNC)  
 Salon Souvenirs (KVOA)  
 Salon Strings (WQXR)  
 Salon Trio (CBS)  
 Salonaires, The (WBAL)  
 Salonesque (KMBC)  
 Salt and Pepper (WSBT-WFAM, WCLO)  
 Salt Lake Tabernacle Choir and Organ (KSL)  
 Salt Water Program (KGO-KPO)  
 Salty Sam (NBC)  
 Salty Sam the Sailor (CBS)  
 Salute, The Mayflower School (WFAS)  
 Salute, The Westinghouse (NBC)  
 Salute to Advertisers (KIDO)  
 Salute to Cities (WLW)  
 Salute to El Paso Industry, A (WEAU)  
 Salute to Industry (CJOR)  
 Salute to Mothers, A (WBEN)  
 Salutes, The WJRD (WJRD)  
 Salutes, The News-Sentinel (WNOX)  
 Salutes, The Stewart Warner (WHB)  
 Salutes to Living Americans (WMCA)  
 Salvation Army Crusaders (WGRC)  
 Salvation Army Territorial Staff Band (CBS)  
 Salvatore Santaella (CRS)  
 Sam and Joe (WRVA)\*  
 Samaritan (WCLE)  
 Sammy Spring's Barn Dance (WTIC)  
 Sampler, The (KONO)  
 San Antonio Medicine Show of the Air (WOAI)  
 San Antonio Review (KONO)  
 San Bernardino on Parade (KFXM)  
 San Francisco Community Sing (KGO-KPO)  
 San Francisco Radio Guild (KSFO)  
 San Francisco Souvenir (KSFO)  
 San Francisco Today (KSFO)  
 San Juan Altar Hour (KIUP)  
 San Juan Rangers (KIUP)  
 San Parade (WHBC)  
 Sanctuary Hour (WHP)  
 Sander's Serenaders (WTMJ)  
 Sandlot Scores (WGAR)  
 Sandlotters, The (WXYZ)  
 Sandman, The (WDBO)  
 Sandman Express (KTUL)  
 Sandman Sandy (KGB)  
 Sandman Serenade (KSFO)  
 Sandman Soldiers (WFAA)  
 Sandman Syncopation (KTUL)  
 Sandman's Serenade (WCAP)  
 Sandra and Her Serenade (CKBI)  
 Sandy Valley Express (WSAZ)  
 Santa Barbara Shopper (KDB)  
 Santa Claus and Martha Nancy (WAVE)  
 Santa Claus in Toyland (WIOD)  
 Santa Claus Program (WCAO)  
 Santa Claus Revue (KRKD)  
 Santa Claus Speaks (WNBR)  
 Santa Claus Workshop (KMOX)  
 Santa Fe Trailers, The (KROY)  
 Santaella's Strings (KMTR)  
 Sara Lockwood Williams' Scrapbook (KSD)  
 Sara Serenades (WWVA)  
 Sara, Susan and Sid (KFAB)\*  
 Sarah Collier (KOOS)  
 Sargent Salutes (KMA)  
 Sari 'n' Elmer (WOWO-WGL)  
 Sassafras and Juniper (CFLC)  
 Satan Presents (KRKD)  
 Satisfied Customer Speaks, A (WTMV)  
 Saturday Afternoon Amateur Hour (WOPI)  
 Saturday Afternoon Jamboree (WMFD)  
 Saturday Afternoon Matinee (WOPI)  
 Saturday Afternoon Talent Round-Up (KPLT)  
 Saturday Concert (KGO-KPO)  
 Saturday Evening Frolic (CBS)  
 Saturday Jubilee (WFMD)  
 Saturday Matinee (WBNX)  
 Saturday Melodies (NBC)  
 Saturday Morning Jamboree (WACO)  
 Saturday Morning Moods (7SVA)  
 Saturday Morning Musicale (WINS)  
 Saturday Morning Round-Up (WJBL)  
 Saturday Morning Varieties (KFXX)  
 Saturday Musicale (CBS)  
 Saturday Musketeers, The (WRVA)  
 Saturday Night at Sheepfold (KSL)  
 Saturday Night Barn Dance (CKNX, KDLR)  
 Saturday Night Broom Dance (WSB)  
 Saturday Night Bunch of Boys (WADC)  
 Saturday Night Club, The (NBC)  
 Saturday Night Dancing Party, The (NBC)  
 Saturday Night Feature Programs (NBC)  
 Saturday Night Fiesta (CJRC)  
 Saturday Night Function (KYOS)  
 Saturday Night Hot Club (KMOX)  
 Saturday Night in Sheepfold (KSL)  
 Saturday Night Jam Session (WAGM)  
 Saturday Night Jamboree (WOPI, KDYL, WTRC)  
 Saturday Night Party (NBC)  
 Saturday Night Revue (KSFO)  
 Saturday Night Round Up (WIBW, WWNC, WDBJ)  
 Saturday Night Shindig (WHIS)  
 Saturday Night Special (WOAI)  
 Saturday Night Studio Party (WHIS)  
 Saturday Night Swing Club (CBS)  
 Saturday Nite Club (KMOX)  
 Saturday Nite Party (NBC)  
 Saturday Party (KGO-KPO)  
 Saturday Pep Rally (WSGN)  
 Saturday Revue (CBS)  
 Saturday Round-Up (WFAA)  
 Saturday Serenade (WFBM)  
 Saturday Shoppers Review (WBBM)  
 Saturday Shoppers' Revue (WBBM)  
 Saturday Show, The Majestic (WOAI)  
 Saturday Smile Club (WSPD)  
 Saturday Special (KDYL)  
 Saturday Specials (WEBQ)  
 Saturday Street Parade (KGCX)  
 Saturday Sumpasim (WOAI)  
 Saturday Swing (WHB)  
 Saturday Swing Session (WDAY)  
 Saturday Syncopated Swing (KFXX)  
 Saturday Syncopators (CBS)  
 Sausage Serenade (WAIM)  
 Savage Serenade (WKBW)

PROGRAM TITLES—Continued

- Savannah Liners Orchestra (NBC)  
 Save a Life Club (KOIN)\*  
 Save-a-Nickel (KIDW)  
 Save the Baby (WGY)\*  
 Saving With Sam (KYOS)  
 Savino Tone Pictures (CBS)  
 Savitt Serenade (KYW)  
 Savoir Faire (WMC)  
 Savory Kitchen Program (NBC)  
 Saw Horse Wranglers, The (KIUL)  
 Sax Appeal (KGO-KPO)  
 Sax Sextet (WJAS)  
 Saxaphobia (WCMI)  
 Saxoncopation (WMCA)  
 Saxo-Phoneys, The (WHBQ)  
 Saxotunes (KGO-KPO)  
 Say It with Music (WGRC, WHB)  
 Scales and Measures (CBS)  
 Scarlet and Jade (WDAE)  
 Scarlet Serenaders (WCAD)  
 Scattergood Baines (KNX)\*  
 Scattergood Club (WBAL)  
 Scattering Sunshine (KMTR)  
 Scavenger Hunt, The (WBAL)  
 Scene Changes, The (KHQ)  
 Scene of Action (KNX)  
 Scenes from Great Plays (KWSC)  
 Scenes from the Opera (WHEB)  
 Scenes in Harmony (WJR)  
 Schloima Fagin (WLTH)  
 Schnitzelbankers, The (KWOS)  
 School Bells (WFBL)  
 School Days (WFIL, KFOX)  
 School Daze (WBRY)  
 School for Taxpayers (WJJD)  
 School of Dramatics (WKBO)  
 School of Swing (WHBQ)  
 School of the Air (WDAF, WNYC)  
 School of the Air, The Katz (WDAF)  
 School of the Air, The Nation's (WLW)  
 School Parade (WJEJ)  
 School Program (WELL)  
 School Sketches (WFBM)  
 School Time (WLS)  
 Schoolday Stars (WJW)  
 Schoolmen of Northern California—Education Marches On (KHSL)  
 Schubert String Quartet (CBS)  
 Schuyler Corn Heads (WCHV)  
 Schuyler Square (KOL)  
 Science at Work (WHA)  
 Science Forum, The (WGY)  
 Science in the News (WMAQ)  
 Science on the March (NBC)  
 Science Programs (NBC)  
 Science Service Series (CBS)  
 Science Speaks (NBC)  
 Science Versus Crime (NBC)  
 Scientific Wonders (WCAU)  
 Scintillating Syncopation (KOL)  
 Scissors and Paste (WGY)  
 Score-Master (WIND)  
 Scotch Echoes (WMBC)  
 Scotch Lassie (CJCB)  
 Scotch Stories (WJAG)  
 Scottish Favorites, The (CKCD)  
 Scotty Views the News (IBS)  
 Scouring the Town (CBS)  
 Scouting Comes to Town (WCAZ)  
 Scrambled Eggs (CHAB)  
 Scrambled Words (KDYL)  
 Scrap Book (KDFN, KIDW, KFUE, WMBH)  
 Scrap Book Club, Sheffield Farms' (NBC)  
 Scrap Book of Dreams (KEHE)  
 Scrap-Book of Musical Memories (KROY)  
 Scrapbook in the Lamplight, The (WHBQ)  
 Scrapbook Stories (KFRC)  
 Scrappo (WISN)  
 Screen and Stage (KGO-KPO)  
 Screen Children's Guild (KMTR)  
 Screen Door Sammy (KXBY)  
 Screen Plays and Players with Mordaunt Hall (NBC)  
 Screen Week, The (KFI)  
 Screwball Limited, The (WIBX)  
 Scripts and Scraps (KTHS)  
 Script Teasers (KHJ)\*  
 Scripture Truth Hour (WCBD)  
 Sea Pirates (WSAI)  
 Search for Talent (WPTF)  
 Search for Talent, The (KTFI) (KTFI)  
 Search Party (KCKN)  
 Searchers of the Unknown (CBS)  
 Searchlight on the News (KRE)  
 Sears Jubileers (KCRC)  
 Seattle Speaks (KEEN)  
 Seattle Streets (KOL)  
 Second Avenue (WLTH)  
 Second Avenue Parade (KFH)  
 Second Bethel Quartet (WSUN)  
 Second Guessers (NBC)  
 Second Husband, Famous Actors Guild Presents Helen Menken in (CBS)  
 Second Section Shoppers' Special (WDRG)  
 Secret Cases, National Surety's (NBC)  
 Secret Three (WGN)\*  
 Secret Unemployment Interviews (WTMV)  
 Secrets of Happiness (WBS, WMC)  
 Secrets of Success (KHJ)\*  
 Secrets of the Narcotic Squad (KTAT)  
 Security for All (WNBF)  
 Security Vanguards, The (WEBC)  
 See America (WSGN)  
 See America First (WSGN)  
 See Yourself (KFSD)  
 Seeing Kansas City (WDAF)  
 Seeing Pictures (CRCY)  
 Seeing School of the Air, The (WHIS)  
 Seeing the Town (WHB)  
 Seeing Things (WBXN)  
 Seeing Your Child the Right Way (WCAP)  
 Sego Milky Way (KSL)  
 Sekatary Hawkins (NBC)  
 Selections from Light Opera (CBS)  
 Self-Help Program (CJOR)  
 Selma Spiritual Four (WBBB)  
 Selmar and Soprani (KLPM)  
 Seminary of the Air (KFUE)  
 Semler's Scrapbook (KOIN)  
 Senator Blowhard Whiffendooffe (KFEQ)  
 Senator Fishface and Professor Figsbottle (NBC)  
 Senator Whiffendooffe (KFEQ)  
 Send a Boat (WHAS)  
 Sense and Nonsense (WICC)\*  
 Sensible Fashions (KGO-KPO)  
 Sentenced Men (WJJD)  
 Sentimental Moods (KFBI)  
 Sentimental Music (KPMC, WESG)  
 Sentimental Time (WACO, WSVA)  
 Sentimental Tunes (KROY)  
 Sentinels of the Republic (NBC)  
 Sepia Serenade (WTJS)  
 Serbian Melodies (WJAY)  
 Serenade (WBZ-A)  
 Serenade, Sawyer's Seafood (KNOW)  
 Serenade, Summer's (WWVA)

## PROGRAM TITLES—Continued

- Serenade, The Folger (WDAF)  
 Serenade, The Gamble (WCCO)\*  
 Serenade, The Pan American's (KONO)  
 Serenade at Eight (WMCA)  
 Serenade at Nine (WMCA)  
 Serenade at Seven (WLLH)  
 Serenade at Sundown (WNLC)  
 Serenade for Strings (CJRC)  
 Serenade for You (WDRG)  
 Serenade in Syncopation (WNBF)  
 Serenade in the Night (WDNC, WGY, WHN)  
 Serenade Intime (CFCF)  
 Serenade to Loveliness (WFAM)  
 Serenade to Spring (CBL)  
 Serenader, The (KGEZ, MacG)  
 Serenaders (WBZ-A, WELL, FTRD)  
 Serenaders, The Koloa (WDNC)  
 Serenaders, The Sendol (WKY)  
 Serenaders, The Servel (WAAW)  
 Serenades (WQDM)  
 Serenades of the World (KMPC)  
 Serenading Strings (WTIC)  
 Serenata (KGO-KPO)  
 Sermon Hearts (WSAZ)  
 Sermon in Song (WMBR)  
 Sermonette and Hymn Time (WSAI)  
 Sermonette and Song (KFUO)  
 Service League (WISN)  
 Service Serenade (WMCB)  
 Serving You (KADA)  
 Serv-u Snooper (KYOS)  
 Seth Parker (NBC)  
 Seth Parker's Old-Fashioned Singing School (WTIC)  
 Seth Parker's Saturday Night Sing (KDRL)  
 Settin' Room Frolics (WBMM)  
 Setting the Pace (WHN)  
 Seven Cheers, The (WCSH)  
 Seven Days on the Forty Acres (KNOW)  
 Seven-Fifteen, The (KCKN)  
 7:15 Gazette (WROL)  
 Seven Seas (KGO-KPO)  
 7 Seas (KMTR)  
 Seven Star Headlines (WCAE)\*  
 Seven Star Review (KMOX)  
 Seven-Thirty Swing Time (WCOL)
- Seven Serenaders (WBNS)  
 Seven-Up Safety Club (WSOC)  
 Sewanee Syncopators (WSPA)  
 Sewing Circle (CBS)  
 Sextet Acquadilliano (WLTH)  
 Sextette of Harmony (CKCL)  
 Sez Aunt Hettie (WAAT)  
 Shades of Black and White (WHB)  
 Shades of Blue (KTEM)  
 Shades of the South (WHN)  
 Shades of Vienna (CJAT)  
 Shadow, The (NBC)  
 Shadow Sound (CFRN)  
 Shadowland (WAAF)  
 Shadows and Sunbeams (WQAM)  
 Shadows on the Clock (CKLW)  
 Shakespeare Streamlined Festival (NBC)  
 Shakesperian Plays (KGO-KPO)  
 Shall We Dance? (KELO, WCAX, WEW)  
 Shamrocks (RRI)  
 Shannon Shamrocks (KVOO)  
 Shanty Lights (WCSH)  
 Share Your Blessings (WTMV)  
 Sharp and Flat (WRJN)  
 Sharpe and Dohme—Dr. Haggard (NBC)  
 Sharps and Flats (KGO-KPO)  
 Shawnee News Flashes (KGFF)  
 She Shall Have Music (KTUL, CFRN, WOWO-WGL)  
 Shell Husking Bee (WHO)  
 Shelton Brother, The (KWKH)  
 Shelves of Success (WCPO)  
 Shepherd and His Range Riders (WNAX)  
 Shepherd of the Hills (WIBW)  
 Sheriff's Broadcast (KDFN)  
 Sherlock Holmes (NBC)  
 Sherrill's Scrapbook (KIDW)  
 Shilling's Humdingers (KELD)  
 Shine Program (KFIO)  
 Shindig, The KIUL (KIUL)  
 Ship Ahoy (KGO-KPO, WBZ-A, WPG)  
 Ship-O-Dreams (KVOO)  
 Ship of Joy (CRS, KGO-KPO, KYA)  
 Ship of Youth (IBS)  
 Shipwreck Kelly (WHB)  
 Shipwrecked (KGO-KPO)
- Shirley Temple Club (WNEW)\*  
 Shoe Doctors (WSBT-WFAM)  
 Shoe Shine Boys (WIL)  
 Shoemaker, The (KTUL)  
 Shoestring Varieties (KIDO)  
 Sholom Aleichem (WMCA)  
 Shop Foremen, The (CFAC)  
 Shop in Gorham (KVGB)  
 Shop with Us (WADC)  
 Shop with Violet (KFVD)  
 Shopper, The K-M (KGEZ)  
 Shoppers, The Sears' (WIS)  
 Shopper's Bazaar (WNLC)  
 Shopper's Guide, The (KOCA, KGNF, KSD, WCHS, WATR, KWOS)  
 Shopper's Guide and Variety Hour (WOPI)  
 Shopper's Lane (KSOO)  
 Shoppers' Matinee (WBNS)  
 Shoppers' Serenade (KMBC)  
 Shoppers' Service (KSAL)  
 Shoppers' Special (WDRG, WAPI)  
 Shoppers' Surprise Program (KDON)  
 Shopping About (WBZ-A)  
 Shopping Basket, The (WHO)  
 Shopping by Short Wave (KTUL)  
 Shopping Circle (KDKA)  
 Shopping for Wives (WCAE)  
 Shopping Guide (KXRO)  
 Shopping Highlights (KFVD)  
 Shopping News (KFXJ, WSAU)  
 Shopping News from Yowell-Drew's (WMFJ)  
 Shopping Reporter, The (WOC)  
 Shopping Tour (KGVO, WKOK)  
 Shopping with Betty (WBTM)  
 Shopping with Buttrey's (KFBB)  
 Shopping with Jane Ford (WCOP)  
 Shopping with Millicent (WFAS)  
 Shopping with Polly (KOIL)  
 Shopping with Rhythm (KFXJ)  
 Shopping with Sue (KPDN)  
 Shopping with Susan (WTIC)  
 Shore Dinner (RRI)  
 Short and Sweet (WFLA)  
 Short Short Stories (WIBO)\*

PROGRAM TITLES—Continued

- Short Short Story (WHN)  
 Short Shorts (KFWB)  
 Short Stories of the Air (WKY)  
 Short Stories on Wealth (NBC)  
 Short Story Playhouse, The (KFI, KÉCA)  
 Short Story Writing (NBC)  
 Shorthand Contest of the Air (KICA)  
 Shorly Miller, The Lone Cowboy (KDON)  
 Shots from the Gagsters (KXBY, KVOX)  
 Shout Hallelujah (KFWB)  
 Show Boat, The Maxwell House (NBC)  
 Show Folks (CBS)  
 Show Is On, The (WIBX)  
 Show Must Go On, The (WHDH)\*  
 Show on Wheels (WJZ)\*  
 Show Parade, The (KGMB)  
 Show Shop, The KDAL (KDAL)  
 Show Time (WBRC)  
 Show Times (WGBI)  
 Show Tunes (KONO)  
 Show Window (WISN, KGW-KEX)  
 Show World, The (KMOX)\*  
 Show World Broadcast (KMOX)  
 Showboat, The WLS (WLS)  
 Showboat Matinee (NBC)  
 Showdown Revue (WLW)  
 Shower of Melody (WHB)  
 Showman Speaks (WHP)  
 Showup, The (KGO-KPO)  
 Shut-Eye Train (KIUN)  
 Shut-in Hour, The (WSJS, KFUO, WTMV, KFBI, KDON)  
 Shut-In Program, The WTMV. WBTM)  
 Shut-ins' Church Hour (KFIZ)  
 Shut Out Hour, The (WTMV)  
 Si and Ezra (WBOW)  
 Si and Melissi (WHAS)  
 Si Westbrook, The Strolling Songster (KOA)  
 Sib and His Gilford Choristers (WLNH)  
 Sick-a-Bed Children (NBC)  
 Side Glances (WNBC)  
 Side Show, The (WFBC)  
 Side Show, The Sealed Power (NBC)  
 Side Show of the Air (KGVO)  
 Sidelights in the News (WFAM)  
 Sidelights on the News of the Week (KHQ)  
 Sidelights of the News (KWK)  
 Sideline Chatter (WIND)  
 Sidewalk Forum (WMPS)  
 Sidewalk Interviews (WDAS, WHJB, WSPD, CHNS, KOY, WIS)  
 Sidewalk Melodies (WBBM)  
 Sidewalk Opinions (WMBC)  
 Sidewalk Question Box (WBT)\*  
 Sidewalk Reporter, The (KSFO, WHOM, KFXM, WTMJ)  
 Sidewalk Reporter, Creaghe's (KIDO)  
 Sidewalk Reporter, Gate-ly's (WEBC)  
 Sidewalk Sidelights (WJBO)  
 Sidewalk Sideshow (WBT)  
 Sidewalk Snooper (KCMO, WROL)  
 Sidewalk Snoopers (KFYO)  
 Sidewalk Snoopers—Frankie and Johnnie (WGST)  
 Sidewalks of New York (WMCA)  
 Siesta (WAIM, WCCO, WHDL, WAVE)  
 Siesta at 2 (WCCO)  
 Siesta in Song (KYOS)  
 Siesta Serenade (CFRN, KABC)  
 Siesta Time (KWK)  
 Sightseeing Bus, The (WDAS (WDAS)  
 Sign of the Shell (NBC)  
 Sign on Club (WIOD)  
 Sign-Post, The (WNLC)  
 Signal Days (KHJ)\*  
 Signposts of Improvements (NBC)  
 Signs of Safety (WPHR)  
 Signs of the Times (WNLC)  
 Sigurd the Viking (CBS)  
 Silas and Lem (WJR)  
 Silhouette Doctor, The (WCBS)  
 Silhouettes (KGO-KPO, KFSO, WJR, WDBO, WJNO)  
 Silhouettes of Beauty (KRKD)  
 Silhouettes of Life (WKY)  
 Silken Strings (NBC)  
 Silly Salesmen (WHJB)  
 Silo Symphonies (CJRM)  
 Silver Bell of Radio, The (WMCA)\*  
 Silver Bow Ensemble, The (KGIR)  
 Silver Clouds (KFYR)  
 Silver Dust Twins, The (WHP)  
 Silver Flute (NBC)  
 Silver Hair League (WNOX)  
 Silver Linings (WHK WBBC)  
 Silver Notes (WAAF)  
 Silver Roundup, The (KAWM)  
 Silver Sails (WHB)  
 Silver Savings (WRGA)  
 Silver Serenade (KFVS)  
 Silver Serenade with Peggy Tudor (WBS)  
 Silver Service Ham-A-teur Hour (KFYO)  
 Silver Shadows (WFIL)  
 Silver Shears (WCPO)  
 Silver Souvenirs (CKOC)  
 Silver Strains (KGO-KPO, WJAY, KOIN, KOB)  
 Silver Streak (MWR)  
 Silver Streak News (WDNC)  
 Silver Strings (CFCF, CKAC, WHN, WRUF)  
 Silver Theatre (CBS)  
 Simpson Boys of Spruce-head Bay (NBC)  
 Simpsons Social Calendar (KFVS)  
 Simpy and Glawdys (KGO-KPO)  
 Sinatra Serenade (WFAM)  
 Sincerely, KVOR (KVOR)  
 Sinfonietta (WOR)  
 Sing and Swing (KGO-KPO, WBBM, KFJR, WHEB, KLZ)  
 Sing and Swing Time (CBS)  
 Sing Before Breakfast (WQAM)  
 Sing, It's Good for You (WBT)  
 Sing, Neighbor, Sing (WMR)  
 Sing, Sing, Sing! (KELO)  
 Sing Talk (KMBC)  
 Sing Time (WLW)  
 Sing Time, Ed Lowry's (KHJ)  
 Sing to Me (WGH)  
 Singable Songs (KGO-KPO)  
 Singer at the Crossroads (WIND)\*  
 Singer Farmer, The (KGCX)  
 Singer of Dreams (WFMD)  
 Singer of the Gospel, The (WKY)  
 Singers of Israel (WRAX-WPEN)  
 Singin' and Swingin' (WMBH)  
 Singin' Piano Man (WMBD)  
 Singin' Policeman (KWBG)  
 Singin' Sam (WLW)  
 Singing Baker (WCCO)  
 Singing Balladeer, The (WHDL)  
 Singing Barber, The (WQAM)  
 Singing Bee, The (KMBC)  
 Singing Cabman, The (CKCL)



PROGRAM TITLES—Continued

- Singing Cadets, The (WHBQ)  
 Singing Canaries (WBBM)  
 Singing Cello (WJAY)  
 Singing Chef (CBS)  
 Singing Circle (WBNX)\*  
 Singing Clerk, The (KFYO)  
 Singing Coed (KRLD)  
 Singing Colonels (WAVE)  
 Singing Convention (KASA)  
 Singing Convention of the Air (KRLD)  
 Singing Cowboy (WEOA)  
 Singing Cowboys (KWTO-KGBX)  
 Singing Dolls (CHRC)  
 Singing Farmer, The (KMBC)  
 Singing Gauchos (KMOX, KMAC)  
 Singing Grocery Boy (WGY)\*  
 Singing Guitar (WJJD)  
 Singing Guitars, The (WSJS)  
 Singing Hatters (WAAT)  
 Singing Housewives (KFVS)  
 Singing Jewel, The (WSJS)  
 Singing Lady (WGN, WJNO, WQDM)  
 Singing Lumberjack, The (CFCY)  
 Singing Milkman (WSYR)  
 Singing Newsboy (WAAT)  
 Singing Painter, The Seidlitz (MWR)  
 Singing Painters, The (CHRC)  
 Singing Parson, The (WPEN, WCAU, WBNX)  
 Singing Party, The WEAN (WEAN)  
 Singing Poet, The (WFAB)  
 Singing Redheads (WXYZ)\*  
 Singing Salesman, The (KGO-KPO, KFAB, KTOK)  
 Singing Scouts (KIDO)  
 Singing Secretary (WHK, KHQ)  
 Singing Seven (KDKA)  
 Singing Shoe Salesman (WSFA)  
 Singing Society (WXYZ)\*  
 Singing Songsmith (KHUB)  
 Singing Stars (KWTV, WRDW, KABC, CJCA)  
 Singing Stranger (WJZ)\*  
 Singing String (KCRJ)  
 Singing Strings (WPAY, CJOC, KDKA, WJBY, WPHR, KFRO, KGVO, WTMJ, KPDN, WGRC, MWR, WAAW, KFAB)  
 Singing Strings—Bobby Norris (WAAB)  
 Singing Symphony (NBC)  
 Singing the Blues (WBZ-A)  
 Singing the Old Songs (WHOM)\*  
 Singing—The Well Spring of Music (NBC)  
 Singing Troubadour, The (WTAG)  
 Singing Vagabond (CBS)  
 Singing Vagabonds (WRR, WKZO)  
 Singing Violins (WSAI, WRC, WOW)  
 Singing Waiter, The (WMSD)  
 Singing Waiters (CBS)  
 Singing Weatherman (WDZ)  
 Singtime (KDYL, KHJ)  
 Sinosaur Hunters (NBC)  
 Sir Alfred's Party (WCAU)  
 Sir Leon Bloom & His Knights of the Song Table (KHJ)\*  
 Sis Mirandy (KMBC)  
 Sisters in the Kitchen (KWOS)  
 Sisters of the Skillet (NBC)  
 Sisters Three (WAAW)  
 Sitting on Top of the World (NBC)  
 Six Double O Ranch (WMT)  
 680 Club, The (WPTF)  
 Six Ford-Sons, The (KFVS)  
 Six-Gun Justice (CBS)  
 Six Icemen, The (KFVS)  
 6 Little Ijits (KMTR)  
 Six Men and a Girl (WCSH)  
 Six o'Clock Jamboree (KSEI, WSPR)  
 Six Star Revue (WMCA)  
 Six-to-Niners (WCPO)  
 Sixteen-Fingered Phillips (KIDW)  
 Sixteen Singers (NBC)  
 Sizzlers, The (NBC)  
 Sizzling Syncopation (WIL)  
 Skating Time (WHB)  
 Skeeter's Adventure Club (KMBC)  
 Sketch Book, The (WHBB, WTAG)  
 Sketches, The Soconyland (NBC)  
 Sketches from Life (WXYZ, WHAM)  
 Sketches in Melody (KABC, KGEZ, MacG, KRLD)  
 Sketches in Paint (WPTF)  
 Sketches in Swing (KCMO)  
 Ski Meister Comes to Vermont, The (WDEV)  
 Skip, Step and Happyanna (WGY)  
 Skipper, The (WKY, WJSV, KTAT)  
 Skipper Jim (WMCA)  
 Skipper Scans the News (CJOR)  
 Skippy (NBC)  
 Skultery Skits (WCCO)  
 Sky Pilot, The (KGNC)  
 Sky Reporter (KXBY)  
 Sky Riders (KWK, KFH)  
 Sky Sketches (NBC)  
 Skylights (CBS)  
 Skyliners, The (NBC)  
 Skyride (KSOO)  
 Skyriders, The (KFH)  
 Skyscraper (NBC)  
 Skyway News with Joseph Brunell (WDAS)  
 Skyways Reporter ((WNEW)  
 Slavonic Serenade (NBC)  
 Sled Derby (KDYL)  
 Sleep Producing Girl (NBC)  
 Sleep Scoffers Club (WDBO)  
 Sleep That Dreams (WMBH)  
 Sleep Tomorrow Club (WFBM)  
 Sleepwalkers' Club (WBNS)  
 Sleepwalkers' Night Club (WBNS)  
 Sleepy and the Blues Chaser (KOOS)  
 Sleepy Hollow Program (WBRE)  
 Sleepy Time Girl (KOY)  
 Sleepy Town Express, The (CFCY)  
 Sleepy Valley (CKLW)  
 Sleepyhead Serenade (WCSC)  
 Sleepyhead's Serenade (WAPI)  
 Sleepytime Storyteller, The (CHNC)  
 Slices of Life (KFI)\*  
 Slim and Snookums (KGBX)  
 Slim Gym Girl (KFRC)  
 Slim Jim and His Rough Riders (WDGY)  
 Slim Jim and the Vagabond Kid (WDGY)  
 Slim, Smoky and the Senator (KWTO)  
 Slips That Pass in the Mike (KGNC)  
 Slovak Songs (WJAY)  
 Slow and Sleepy (KNEL)  
 Slumber Boat (KOIN, WSB, KGVO)  
 Slumber Dreams (WBBC)  
 Slumber Hour (KGO-KPO, WDRG, KGLO)  
 Slumber Hour, The Kaffee Ha<sup>o</sup> (NBC)  
 Slumber Music (NBC)  
 Slumber On (KDYL)  
 Slumber Song (CJCA)  
 Slumbertime (KFWB)  
 Smackout (NBC)  
 Small Town Hotel (KFOX)  
 Smalltown Hotel (KFOX)  
 Smart Places for Smart People (WCOP)

PROGRAM TITLES—Continued

- Smart Shoppers Guide (KGDE)  
 Smart Talk (KVOA)  
 Smart Topics in Verse (KTUL)  
 Smile-a-While (KYA)  
 Smile a While Time (WLS)  
 Smile Club, The (WCMI, WCPO, WSPD)  
 Smile Club Kiddies' Hour (CFLC)  
 Smile Market, The (WLS)  
 Smile Philosopher, The (WVFW)  
 Smile Time (KANS)  
 Smilers, The (WFAA)  
 Smiles and Stretches (KLS)  
 Smilin' Artie (WDNC)  
 Smilin' Dan (KWBG)  
 Smilin' Rangers (WBTM)  
 Smilin' Through (CBW, KWSC, WESG)  
 Smilin' Thru (WJIM)  
 Smiling Cowboy, The (KBIX)  
 Smiling Hillbilly, The (WSPA)  
 Smiling Ray Saunders (KQV)  
 Smiling Thru (CFRN)  
 Smiling Twins (CBS)  
 Smith Brothers, Trade and Mark (NBC)  
 Smith Family (WMAQ)\*  
 Smith Sisters (WIS)  
 Smoke Dreams (CKX, KOL, WLW)  
 Smoke Rings (KSFO, WIL, KDKA)  
 Smoke Rings, with Leonard Woolen (WIBA)  
 Smoky and Poky (WRVA)  
 Smoky Mountain Boys (WNAX)  
 Smooth Sailing (WNAX, WIL)  
 Smoothies, The (CBL, WLW)  
 Smuggler's Luck (WFAS)  
 Snappy Rhythms (CKCL)  
 Snapshots (KGO-KPO)  
 Snapshots in Rhythm and Sports (WWSW)  
 Snapshots of Rhythm (WVVA)  
 Sneak Pre-Views (WQAM)  
 Sneaks, The (KTUL)  
 Snoop and Peep (NBC)  
 Snoop and Sneak (KGW)\*  
 Snooper, The (KOVV)  
 Snow Village Sketches (NBC)  
 Snow White Parade (WRDW)  
 Snowball and Sunshine (CBS)  
 Snowbirds, The Frigidaire (KFVS)  
 So Goes the World (KJR)\*  
 So This Is Love (WOR)\*  
 So This Is New York (KSFO)  
 So You Haven't the Time (WQXR)  
 So What? (CKCK)  
 Soap Box of the Air (KGMB)  
 Soap Creek Corners (WWAE)\*  
 Soap-Suds Serenaders (WTMJ)  
 Sob Ballads of the Gay Nineties (WGY)  
 Sociable, The NBC (WENR)  
 Social and Civic Jottings (WLAW)  
 Social Calendar, The (WIBM)  
 Social Calendar, This Week's (KGNF)  
 Social Correspondent (KFIO)  
 Social Problems (NBC)  
 Social Register (WCAM, WSYR, WIBX)  
 Social Secretary (WKZO)  
 Social Secretary of the Air (KMPC)  
 Social Security Talk (WINS)  
 Social Service in a Changing World (NBC)  
 Social Shopper (WSYR)  
 Social Sidelights (KPDN)  
 Social Whirl, The (WBNS)  
 Society Column of the Air (WMFG, WBLK)  
 Society Editor (KHJ)  
 Society for Ethical Culture (WQXR)  
 Society Reporter (WFBM, WDR, WADC)  
 Society Sidelights (KGO-KPO)  
 Society Sleuth (WHN)  
 Society-ing with Sarah Lou (KICA)  
 Sod Busters, The Saskatchewan (CTRM)  
 Sodbusters Old Time (CKCR)  
 Soft Lights and Sweet Music (WLNH)  
 Soil Science (KFDY)  
 Solay and His Violin (WJR)  
 Soldiers of Fortune (WBS)  
 Soliloque (CRCK)  
 Soliloquy (WHN)  
 Solitude (WHBF)  
 Solos for Three (WNYC)  
 Solos in Swingtime (WHN)  
 Sol's Sport Slant (WDAE)  
 Somebody's Birthday (WESG)  
 Somebody's Favorites of Yesterday (KRQA)  
 Somebody's Son (WCAU)  
 Something Different (CKY)  
 Something Else (KQV)  
 Something for All (WABC)\*  
 Something for Everybody (WHEB)  
 Something for Everyone (KALB, WIND)  
 Something for You, Madam (CKWX)  
 Something New (KVOD)  
 Something of Interest (KFVD)  
 Something Old and Something New (WOAI)  
 Something Old, Something New (KJBS)  
 Something Simple (KGO-KPO)  
 Something to Talk About (WLS)  
 Something to Think About (KFUO)  
 Somno Melodies (WBZ-A)  
 Sonata Recital (KGO-KPO)  
 Song, The (WTMV)  
 Song-a-Day Songfellow, The (KFEL)  
 Song a Minute (WJR, WELL)  
 Song-A-Minute-Song-Test, The (WNBC)  
 Song Album (KGO-KPO)  
 Song and Dance (WGH, WAVE)  
 Song and Rhythm (CKTB)  
 Song and Story Man (WGY)  
 Song at Twilight (CJOC)  
 Song Bag, The (KLZ)  
 Song Chest (WGES)  
 Song Contest (WINS)  
 Song Contrasts (WESG)  
 Song Dramas (KLZ WHN)  
 Song Dramatists (WDBO)  
 Song Fashioners (WMCA)  
 Song Fest, The WDAY (WDAY)  
 Song Fiesta, The (WFBC)  
 Song Girl (WDRG)  
 Song Hit of the Day (KOIL)  
 Song Hits of 1935 (WHB)  
 Song Hits of Popular Composers (WHB)  
 Song Hits of the Century (WHB)  
 Song Hits of Yesteryear (WPTF)  
 Song Is Yours, The (CJRC)  
 Song Kitchen (WMC)  
 Song Makers (WOR)\*  
 Song Master (KLZ)  
 Song Matinee (WDAF, WHB)  
 Song Merchants, The (WHJB)  
 Song Nuggets (KGO-KPO)  
 Song of the City (NBC)  
 Song of the Flame (KDAL)  
 Song of the Strings (WSBT, WFAA)  
 Song of Today (KWTO)  
 Song Parade, The (WGAR, KANS)  
 Song Pedlar, The (CKWX)  
 Song Personalities (KGO-KPO)  
 Song Pictures (WBZ-A, WNAC)

PROGRAM TITLES—Continued

- Song Pluggers on Parade (WNEW)  
 Song Portraits (NBC)  
 Song Recital (KHJ)  
 Song Reporter (CBS)  
 Song Romancer (WIRE)  
 Song Serenade (WHEB)  
 Song Session (KGO-KPO)  
 Song Shop, The (WDBO, WJAY, WXYZ, KFBI, CKSO, WSAY)  
 Song Shop, Tod Russell's (CKOC)  
 Song Siesta (KYOS)  
 Song Smiths, The (KMBC)  
 Song Stories (WHAM, KOL)  
 Song Story, The (KMBC)  
 Song Styles (KTUL, WOPI, WFDL)  
 Song Stylist (WMIN, WPAY)  
 Song Stylist—Rose Marie (NBC)  
 Song Stylists (WOMT)  
 Song Stylists on Revue (WHB)  
 Song Thoughts (KGO-KPO)  
 Song Time (WABC)\*  
 Song Time for Carolyn (KTUL)  
 Song Title Contest (WMCA)  
 Song Title Contest, Scott Furriers' (WCOP)  
 Song Varieties (WMCA)  
 Song Weavers (KTUL)  
 Song Weavers, Pray's (WEEI)  
 Songbag, The (KFRO)  
 Songalogue (NBC)  
 Songcopators (WHB)  
 Songfellow, The (KOA)  
 Songfellows, The (WHO)  
 Songfest (KVOD, WCLO)  
 Songland (KGO-KPO, WHEB)  
 Songographs (CFAR)  
 Songology (WIOD)  
 Songs All for You (KBST)  
 Songs and Patters (CBL)  
 Songs and Singers (CFLC)  
 Songs and Smiles (WRR)  
 Songs and Sonnets (WGBI, WNBX)  
 Songs at Eventide (WBRB, KVOE, KMOX, KGW-KEX)  
 Songs at 14 (KTUL)  
 Songs at the Piano (WBZ-A)  
 Songs at Twilight (WCAE, WPEN)  
 Songs Before the Noon Hour (WBRC)  
 Songs by Alberta (WAPI)  
 Songs by Faye (WGRC)  
 Songs by Marjorie (WFIL)  
 Songs by Southern (WSJS)  
 Songs by the Kitchen Sink (KGO-KPO)  
 Songs for Everyone (WCKY)  
 Songs for Sale (WIBO, WWVA)  
 Songs for You (KGW-KEX, KSL)  
 Songs from the Shows (CKCK, CFAC)  
 Songs in Drama (WHOM)  
 Songs in My Heart (WPAY)  
 Songs in Strings (WGRC)  
 Songs in the Night (WQAM, KFUE, KRLD)  
 Songs Moderne (KMPC)  
 Songs My Mother Sang (KDKA)  
 Songs My Mother Taught Me (WTMV, WGY)  
 Songs My Mother Used to Sing (CBS)  
 Songs of a Lifetime (WMAL)  
 Songs of All Nations (WFBR)\*  
 Songs of All of Us, The (WWVA)  
 Songs of Araby (CJRM)  
 Songs of Hearth and Home (WMT)  
 Songs of Hill and Plain (NBC)  
 Songs of Home Sweet Home (NBC)  
 Songs of Ireland (WDRG)  
 Songs of Israel (WMCA)  
 Songs of Long Ago (WCAX, WHEC, WDRG, KGWV)  
 Songs of Memory (NBC)  
 Songs of Old (KFPY)  
 Songs of Out of Doors (CBS)  
 Songs of Pioneers (KCRJ)  
 Songs of Prague (WGAR)  
 Songs of Romance (WCBS, NCBS, WDAF)  
 Songs of Russia (CBS)  
 Songs of Saddle and Sage (CJRM)  
 Songs of Swanee (WHBQ)  
 Songs of the Church (KFOX)  
 Songs of the Day (WBZ-A)  
 Songs of the Homeland (NBC)  
 Songs of the Island (CFCY)  
 Songs of the Islands (WRDW)  
 Songs of the Maritimes (CFCY)  
 Songs of the Nations (KSUB)  
 Songs of the North (WCAL)  
 Songs of the Open Road (KRMC)  
 Songs of the Open Trail (KGO-KPO)  
 Songs of the Prairie (KMOX)  
 Songs of the Range (WSAY)  
 Songs of the Season (NBC)  
 Songs of the South (WBZ-A)  
 Songs of the Stars (WTJS)  
 Songs of the Strings (KQVO)  
 Songs of the Sunset Trail (KANS)  
 Songs of the Ukraine (CHAB)  
 Songs of the Violin (WDRG)  
 Songs of the West (RRI)  
 Songs of Yesterday (KFJB, KMOX)  
 Songs of Yesterday and Today (KFYR)  
 Songs of Yesteryear (KALE, KCRJ, KGW-KEX, KIEM, WHB)  
 Songs of Yore (CHRC)  
 Songs Salesmen (WHN)  
 Songs That Are Old (KONO)  
 Songs That Live (CFCF)  
 Songs That Live Forever (WHBB)  
 Songs That Never Grow Old (KGO-KPO, CKX)  
 Songs That Never Had a Chance (WHBF)  
 Songs the Old Folks Knew (WCAZ)  
 Songs the Whole World Loves (WWVA)  
 Songs to Remember (WFAA)  
 Songs to Today (WWVA)  
 Songs We All Enjoy (WPEN)  
 Songs We Love (KXBY)  
 Songs with Martha Gowan (WTJS)  
 Songs with Val Morse (WTJS)  
 Songs Without Words (RRI, WGPC)  
 Songs You Forgot to Remember (KBST)  
 Songs You Like to Hear (WHN)  
 Songs You Love (WHBQ)  
 Songs You Love to Hear (WRUF)  
 Songs You Remember (WDBO)  
 Songs You'll Like (WEBR)  
 Songshop of the Air (WMCA)  
 Songster's Spotlight (CJOC)  
 Songtime in Songland (CJIC)  
 Songwriters' Opportunity Contest (WMCA)  
 Sons o' Guns (WWVA)  
 Sons of the Pioneers (KFWB, KHSL, SR, KVOO)  
 Sons of the Prairie (KMOX)

## PROGRAM TITLES—Continued

- Sons of the Saddle, The (KPDN)  
 Sons of the Sun (KRQA)  
 Sons of the West (KGNC)  
 Sooner Pepsters, The (KTOK)  
 Sophisticated Harmonies (KMBC)  
 Sophisticated Ladies (WCAE)  
 Sophisticated Lady (CBS)  
 Sophisticated Swing (KDYL, WHIO, WCAZ, WDAF)  
 Sophisticates, The (KGNC)  
 Sophisticates of Melody (KTUL)  
 Sophisticates Trio, The (WTJS)  
 Sophomore Selector, The (WQAM)  
 Sophomores, The (WFAA)  
 Sororitie Shop Syncopations (KVOE)  
 Sorrento Serenaders (CBS)  
 Soul of the Organ (WTJS)  
 Sound Effects Man (WOR)\*  
 Sound Stage (WHN)  
 Sound Stage Number Seven (KNX)  
 Sound Track (WNEW)  
 Sounds of Industry (WAIM)  
 Sounds of Silence (CBS)  
 Soup to Nuts (CFRC, WHDL)  
 Sourwood Mountain (WJZ)\*  
 South American Echoes (KVOO)  
 South Americans (MacG)  
 South Carolina Economic Assn. (WBT)  
 South Carolina School of the Air (WIS)  
 South Dakota Education Association (KSOO)  
 South Georgia Barn Dance (WGPC)  
 South of the Rio Grande (KOB)  
 South Sea Boys (KRKD)  
 South Sea Islanders (NBC)  
 South Sea Serenaders (CJRM)  
 South Sea Shadows (WCCO)\*  
 South Sea Strains (WGH)  
 South Seas, From the (CKCL)  
 South Winds Quartet (WMCA)  
 Southeast on Parade (KMTR)  
 Southeast Serenade (KDYL)  
 Southeastern Revue (NBC)  
 Southern College Program (WFLA)  
 Southern Echoes (WGH)  
 Southern Harmony Four (KGO-KPO)  
 Southern Heroes (WSB)  
 Southern Hospitality (WCPO)  
 Southern Jubilee Quartet (WGY)  
 Southern Melody Boys (WELL)  
 Southern Oklahoma Entertainers (KVSO)  
 Southern Reveries (WBZ-A)  
 Southern Rhapsody (KTHS)  
 Southern Roses (WPHR)  
 Southern Rubes, Arty Hall's (NBC)  
 Southern Selectors (KTAT)  
 Southern Serenaders (WDNC, KGHI)  
 Southern String Ensemble (WBTM)  
 Southern Symphonies (WCKY)  
 Southern Syncopated Minstrels (KTUL)  
 Southernaires (WENR)  
 Southernaires, Stamp's (WAPI)  
 Southland Echoes (WPTF)  
 Southland Melodies (WHB)  
 Southland Singers (WHBF)  
 Southland Sketches (NBC)  
 Southland Soliloquy (WTJS)  
 Southlanders, The (WJAY)  
 Southwest on Review (KFYO)  
 Southwestern Artists' Hour (WFAA)  
 Southwestern Players (WMC)  
 Southwestern Serenaders (KOB)  
 Souvenir (CBS)  
 Souvenirs (WCBS, WWL, WWJ, WRAK, WSAU, KGO-KPO)  
 Souvenirs from Shows (WJBO)  
 Souvenirs of Melody (WGY)  
 Souvenirs of Song (WJAY)  
 Souvenirs of Yesteryear (CHRC)  
 Spanish Cavalier, Emanuel Gonzales, The (KGNO)  
 Spanish Dreams (NBC)  
 Spanish Garden, In a (CBS)  
 Spanish Hour in the Spanish Tongue (KCRJ)  
 Spanish Idyls (NBC)  
 Spanish Newscast (KONO)  
 Spanish Relief (WINS)  
 Spanish Rhythms (WDAE)  
 Spanish School and Theatre of the Air, The (KOB)  
 Spanish Serenade (WIDW)  
 Spanish Serenades (KPDN)  
 Spanish String Ensemble (CBS)  
 Spanish Strings (WCCO)  
 Spanning the World (CBS)  
 Spareribs (WLS)\*  
 Sparklers (KGO-KPO, WIL)  
 Sparklets (KGO-KPO, WNOX)  
 Spartan Quartet, The (WXYZ)  
 Spartan Spotlight (KDFN)  
 Spartan Triolians (NBC)  
 Speak Easy (WRJN)  
 Speakers' Forum of the Air (WQXR)  
 Speaking of Charm (WAPI)  
 Speaking of Sports (KGW-KEX)  
 Spec and Etty (KFNF)  
 Special Agent 5 (WEAF)\*  
 Special Delivery (NBC)  
 Special DX Programs (KFUO)  
 Special Edition, The Borden (NBC)  
 Special Request Program (KABR)  
 Specialties of the Air, The (KSD)  
 Spectacle of Life, The (CKCO)  
 Spectator, The (WCPO, WHKC)  
 Speech, Our (WRUF)  
 Speech Clinic, The (WIP)  
 Speech Improvement (WINS)  
 Speed Demon of the Ivories (WROL)  
 Speed, Incorporated (KOIN)  
 Speed Show, The Nash (CBS)  
 Spell Master, The (WBRY)  
 Spell-to-Win (WIBX)  
 Spell Your Name (WAIM)  
 Spelling Bee (KFVS, WHEB, WTNJ, CJCS, KUJ)  
 Spelling Bee, Dr. Harry Aiken's (WMCA)\*  
 Spelling Bee of the Air (WJIM)  
 Spelling Bee, Engle's (WKOK)  
 Spelling Bee, The ABC (KCMO)  
 Spelling Bee, The Akron-Canton (WADC)  
 Spelling Bee, The KTFI (KTFI)  
 Spelling Bee, The Monarch (WDNC)  
 Spelling Bee, The WEAN (WEAN)  
 Spelling Bee, Ye Olde (WHP)  
 Spic and Span (WSAI)  
 Spice of Life (KDYL, KYOS)  
 Spindrift (KFWB)  
 Spirit of Athletics (WOW)  
 Spirit of the Pioneers (KVOR)  
 Spirits of Rhythm, Five (CBS)  
 Spiritual Fantasy (KGO-KPO)

## PROGRAM TITLES—Continued

- Spiritual Interlude (WISN)  
 Split Seconds in History (KHJ)\*  
 Spokane Sings (KFPY)  
 Spokane Streets (KGA)  
 Sponsor Speaks, The (KYOS)  
 Spoonerisms (KDKA)  
 Sport Chat, Arthur Morrison's (CJRC)  
 Sport Column of the Air (CBS)  
 Sport Headliners (KGO-KPO)  
 Sport Highlights (KDON, WSAU)  
 Sport Mike (WHK)  
 Sport-o-Grams (WBZ-A)  
 Sport Page, The (WCBS)  
 Sport Page of the Air (KSFO, CKSO, KMOX, KOMA)  
 Sport Parade with Thornton Fisher, The Briggs (NBC)  
 Sport Review, Wheaties (KFXR)  
 Sport Scraps, Bill Stern's (NBC)  
 Sport Shorts (WAAF)  
 Sport Sketches (WCLO)  
 Sport Slants (KFWB)  
 Sport Sparks (WIL)  
 Sport Spotlight, The (WRR)  
 Sport Trail, The (WCLE)  
 Sport Trail of the Air (WHBF)  
 Sportatorial (CFCT, KVOR)  
 Sportcast (WSAU, CFCO, KVSO)  
 Sportcast, The Kendall (WHAM)  
 Sportcaster (CKLN)  
 Sportcasts, Don Riley's (WBAL)  
 Sportcycle (CFAC)  
 Sporting Duchess (WINS)\*  
 Sporting Extra (WCAU, CKCK)  
 Sporting Horizon, The (KSD)  
 Sporting Life, Ed Place (WORL)  
 Sporting News (WOAI)  
 Sporting Review (KWSC, KGO-KPO)  
 Sporting Spotlite (KVOX)  
 Sportlights (WHBQ)  
 Sportlites (WMBC)  
 Sporttopics (KHUB)  
 Sportscope (WNEW)  
 Sportraits (WHAS)  
 Sports Across the Breakfast Table (KFAB)  
 Sports Alley of the Air (WINS)  
 Sports Briefs (WEAN, KTSM)  
 Sports Broadcast, Jay Wesley's (WEEI)  
 Sports Bullseyes (KHJ)  
 Sports by Bentley (KFOR)  
 Sports Chatter (WCBS)  
 Sports Column of the Air (WKBO)  
 Sports Desk, The (WTCN)  
 Sports Dramas (KGO-KPO)  
 Sports Edition (WJJD)  
 Sports Facts (WCBA-WSAN)  
 Sports Fare, The (WJW (WJW))  
 Sports Final Edition (WTMV)  
 Sports Flashes (WFDF)  
 Sports Forum (KGO-KPO)  
 Sports Gossip (KWSC)  
 Sports Graphic (KPO)  
 Sports Highlights (CKCL, KOIL)  
 Sports Huddle, The (WBBM)  
 Sports Medley (WRR)  
 Sports News (KNEL)  
 Sports of All Sorts (WOWO-WGL, KFIZ)  
 Sports of the Day (KABC)  
 Sports of the Week (WTCN, WTIC)  
 Sports of Today (WLBC)  
 Sports on Parade (WLW)  
 Sports Page of the Air (WDAF, WFAA, KCKN)  
 Sports Page of the Air, The (WJW (WJW))  
 Sports Parade (WDAF, WGBI, WISN, WMFJ, WAAW)  
 Sports Parade, The Pure Oil (WSB)\*  
 Sports Personalities (KFPY)  
 Sports Question Box (WTCN)  
 Sports Question Box, George Higgins' (WTCN)  
 Sports Quiz, Dick Bray's (WSAI)  
 Sports Reel (KDYL)  
 Sports Reel, The Krueger (NBC)  
 Sports Resume (WMCA)  
 Sports Resume, Red Barber's (WSAI)  
 Sports Review (WDRG, KONO, KABR, WJAX, WJSV, WSAI, CFCF, KVOD, WLAC)  
 Sports Review, Fay Brown's (KFYR)  
 Sports Review, Frank Lau's (KMOX)  
 Sports Review—Perry Torbergson (KOL)  
 Sports Review, The (KFXR)  
 Sports Review, The Kellogg (WDAE)  
 Sports Review, The Tydol-Veedol (WEBC)  
 Sports Review, The WAPI (WAPI)  
 Sports Revue (WDAF)  
 Sports Roller Coaster (WTMV)  
 Sports Round Table of the Air (WDAY)  
 Sports Roundup (KTUL, WIS, WHKC, WJW)  
 Sports Roundup, Al Warden's (KLO)  
 Sports Roundup, Fred Hoey's (WNAC)  
 Sports Situation at Noon, The (WSFA)  
 Sports Slants (WCAE)  
 Sports Slants, The Seven-Up (KNOW)  
 Sports Snapshotter, The (WREN)  
 Sports Spell-Down (WTMJ)  
 Sports Spotlight (WQDM)  
 Sports Sputter (KROC)  
 Sports Talk (WINS)  
 Sports Thru the Keyhole (KFYR)  
 Sportscaster (WJAX, WEEI)  
 Sportshots (WTMV)  
 Sportshots, Jay Wesley's (WEEI)  
 Sportslants (CBS)  
 Sportsman, The (KMPC, WFBL, WPAY, WHBC)  
 Sportsman's Corner (KYA)  
 Sportsman's Hour (KTUL)  
 Sportsmen's Forum (WHP)  
 Sportsmen's Hour (KTUL)  
 Sportsmen's Special (WCCO)  
 Sportmentator (WLLH)  
 Sportspot Topics (KGVO)  
 Spot Stories Off the Record (NBC)  
 Spotless Town Gazette, The (NBC)  
 Spotlight (CKTB)  
 Spotlight (KGO-KPO, KHO)  
 Spotlight and Baton (WELL)  
 Spotlight of Hartford (WTIC)  
 Spotlight Memories (NBC)  
 Spotlight on Women (KSAL)  
 Spotlight Parade (KSL, WRVA, CFCF, CHML)  
 Spotlight Program (CJCS)  
 Spotlight Revue (WFBR, WBZ-A, WHB, CFRB, KVOO, WCFL)  
 Spotlight Twins (WHO)  
 Spotlight Varieties (WMCA)  
 Spotlighting NBC Artists (WMBH)  
 Spotlighting Sports (WHDL)  
 Spotlighting the Village (WRR)  
 Spotlighting in Literature and Drama (NBC)  
 Spotlite, The (KROC)  
 Spreading Rhythm Around (WATL)

PROGRAM TITLES--Continued

- Sprechen Sie Deutsch (WHDL)  
 Spring Bouquet (CBL)  
 Spring Capers (WTBO)  
 Spring Hill Bugle (KMTR)  
 Spring Rhythm (CBL)  
 Spring Sports (WINS)  
 Springfield, Your City (WMAS)  
 Springfield Hour of Music (WBZ-A)  
 Springtime (NBC)  
 Springtime and You (WFLA)  
 Springtime in Paris (KGO-KPO)  
 Springtime Jubilee (WLS)  
 Spy at Large, A (NBC)  
 Spying on Sports (KTEM)  
 Squeeze Box Varieties, The (WOPI)  
 Squeezebox Serenade (WJW)  
 Squire, The (WDRG)  
 Squire Help-All (WJDX)  
 Squire's Spelling Bee, The (WHJB)  
 Squirrel Dodgers (KFOR)  
 Squirrelesque Revue (KRKD)  
 Stable Swingsters (WGRC)  
 Staff Frolic (WHB)  
 Staff on Parade (WDAY)  
 Stag Corner (WMMN)  
 Stag Line (WGR)  
 Stag Party (KLZ, KOL)  
 Stage Party, The Bayuk (NBC)  
 Stage and Screen (NBC)  
 Stage at Eve, The (WQXR)  
 Stage Door, The (CKCL)  
 Stage Is Set, The (KEHE)  
 Stairway of Dreams (WEBQ)  
 Stamp Album (WWJ)  
 Stamp Club (WFIL)  
 Stamp Club, The--Capt. Tim Healey (WDRG)  
 Stamp Club of the Air, The Ivory (WBS)  
 Stamp Collector's Club (WIL)  
 Stamp Man, The (WBRB, WDAY, WDRO)  
 Stamp Time (KGO-KPO)  
 Stamping Around with George Hester (WDNC)  
 Stanford University (KGO-KPO)  
 Stand-By (WHP)  
 Standard Briquettes (MWR)  
 Standard on Parade (KGO-KPO)  
 Standard School Broadcast (KGO-KPO)  
 Standard Symphony (KGO-KPO)  
 Star and Style Revue, The (WKY)  
 Star Band Revue (WTMV)  
 Star Books (KGO-KPO)  
 Star Dust (CKWX, KFAB, WRNL)  
 Star Gazer, The (WDAF)  
 Star Gazing (WIND, WNBF)  
 Star Gazing in Hollywood (WDRG)  
 Star Is Born, A (CFRN)  
 Star Musical (KGM)  
 Star Reporter, The (WJSV)  
 Star Sportlite Revue (KFI)  
 Star Suite (WGAR)  
 Starbeams (KWBG)  
 Stardust (WAAT, KFPY, KMOX, WCBS, WTMJ, WROK, KFAB, KOY, CKWX, WKBW, WPTF)  
 Stardust and Stuff (WFBR)  
 Stardust Melodies (KVI, WFBM)  
 Stardust Revue (WOR)  
 Stardust Serenade (WKRC)  
 Stardust Trio (WJW)  
 Stark Mad (WIP)\*  
 Starland Chateau (WTMJ)  
 Starlettes (WSPA)  
 Starlets (KDKA)  
 Starlight and Moonglow (WMCA)  
 Starlight Melodies (KCMO, KFOR)  
 Starlight Review (KFVD)  
 Starlight Serenade (WHK)  
 Starlight Serenaders (KGO-KPO)  
 Starlight Symphony (KIRO)  
 Starlight Trail (WXYZ)  
 Starr Dust with Martin Starr (WMCA)  
 Starry Skies, The (CKY)  
 Stars and Classics (WHN)  
 Stars and Diamonds (WMC)  
 Stars and Fashions (KMBC)  
 Stars in the Making (WGAR)  
 Stars of All-Time (WTJS)  
 Stars of Broadway and Hollywood, The (NBC)  
 Stars of the Future (WLTH)  
 Stars of the Summer Night (NBC)  
 Stars of the West (KGO-KPO)  
 Stars of Today (WTMV, KGW, KEX, KDYI)  
 Stars of Tomorrow (KHSL, WPHR, WMBC, KVI, KSD, KGW, KEX, WCKY)  
 Stars of Rime and Rhythm (KAST)  
 Stars of Songland (WIL)  
 Stars of Tomorrow (CKMO)  
 Stars of Yesteryear (KONO)  
 Stars on Parade (KGO-KPO)  
 Stars Sing, The (WIL)  
 Stars String Trio (WDAF)  
 Start the Day Right (WPAY)  
 Starting the Day Right (WEVD)  
 State Capitol Visits (WHA)  
 State Farm Flashes (KFXD)  
 State League Dugouts (KFAB)  
 State Police Dramas (WHAM)\*  
 Statesman of the Air (KSLM)  
 Statesmen Limited (WSAI)  
 Station IOU (WAAW, WGAR)  
 Station Master, The (KRNR)  
 Station N-U-T-S- (WHO)  
 Steamboat Calliope (WCCO)\*  
 Steamship Radio (WMCA)  
 Stebbins Boys, The (NBC)  
 Steel Pier Minstrels (CBS)  
 Stein and Schuper (WXYZ)  
 Stella Dallas (NBC)  
 Step Lively (WSAU)  
 Stephen Carlisle in Tenor Melodies (WTJS)  
 Stepmother (WBBM)\*  
 Stepping Along (WCHS, WNAC)  
 Sterling Melodies (WDAE)  
 Sterling Young (CRS)  
 Stetson University on the Air (WDBO)  
 Stick to the Finish Club (KWK)  
 Stickney Stuffing Program (NBC)  
 Stickus Club (WPAY)  
 Stock and Market (WHBB)  
 Stock Company of the Air (WRJN, WSBT-WFAM)  
 Stock Exchange Talks (NBC)  
 Stock Market Edition (WOAI)  
 Stolen Moments (WCAE)  
 Stompin' at the Savoy (WWSW)  
 Stone of History (NBC)  
 Stop, Look and Listen (WSUN)  
 Stories by Camera (WMCA)  
 Stories Flowers Tell (WBBM)\*  
 Stories from the Old Testament (KFUO)  
 Stories in Litigation (KVOD)  
 Stories in Melody (KONO)  
 Stories in Song (KOY)  
 Stories in Sports (NBC)  
 Stories of Doctor Kate (KGO-KPO)  
 Stories of Living Great (CBS)  
 Stories of Music and Musicians for Young People (WHP)  
 Stories of the Black Chamber (WEAF)\*

PROGRAM TITLES—Continued

- Stories of the Great Lakes (WGAR)  
 Stories of the Supernatural (KXBY)  
 Stork Report (WSBT-WFAM)  
 Story and Song (KFUO, KTUL, WKY)  
 Story and Song Hour (WHJB)  
 Story Behind the Claim, The (WBS)  
 Story Behind the Headlines (CBS)  
 Story Behind the Song (WHB, KFIZ, WOV)  
 Story Book Castle (KUAO)  
 Story Book Hour (KSAC)  
 Story Book Lady (CBL, WSOC)  
 Story Book Lady from Maybe Land (WTMV)  
 Story Briefs (WQXR)  
 Story Hour (KFUO)  
 Story Hour, John Martin's (NBC)  
 Story Hour, The Medal (WCBM)  
 Story Hour Lady (WCLO)  
 Story in Poetry (KNEL)  
 Story in Song (WBZ-A)  
 Story in a Song (CBS)  
 Story Lady, The (KFVS, WJAG, WOPI)  
 Story League Club (WJW)  
 Story of a Song, The (WVVA, WJJD)  
 Story of a Thousand Dollars (CBS)  
 Story of Business (WENR)  
 Story of India (KECA)  
 Story of Industry (CBS)  
 Story of Man, The (WHA)  
 Story of Man's Destiny (WAPI)  
 Story of Mary Marlin (NBC)  
 Story of Our Song (KSTP)\*  
 Story of the Piano (WWJ)  
 Story of the Submarine (KGW)  
 Story of Women's Names (NBC)  
 Story of Words, The (KRE)  
 Story-tell Lady (WORL)  
 Story Tell Lady, Cara Sprague (WORL)  
 Story Teller (KGO-KPO, KHJ)  
 Story Tellers, The (KWSC)  
 Story Teller's House, The (WOR)  
 Story Telling Lady (KOMA)  
 Story Telling Time (WSAL)  
 Story Time (WLW)  
 Story Time for Little Folks (WHA)  
 Storyland Lady (WTAD)  
 Stouthearted Men (WGAR)  
 Stowers Bulletin Board (KABC)
- Stradivarius String Quartet (NBC)  
 Strands of Beauty (WLW)  
 Strange As It Seems (KHJ)  
 Strange But True (WSGN, CKY)  
 Strange Cases (KGO-KPO)  
 Strange Facts (KOOS, KFUO)  
 Strange Facts, Davidson's (WHO)  
 Strange Interludes (WMBH)  
 Strange Interview (KGO-KPO)  
 Strange Michael Cannon (WSAI)  
 Strange News and Familiar Music (KTSM)  
 Strange Places and Strange People—Annette Freeman (WORL)  
 Strange Truths (KCMO)  
 Stranger Than Fiction (KMBC)  
 Stratosphere Club, The (WHBC)  
 Straw Pushers, The (CHRC)  
 Stray Hollister (KLO)  
 Stream Line News (KFXD)  
 Stream Line Stylist (WTMV)  
 Streamline (CBL, WWSW)  
 Streamline Review (WMCA)\*  
 Streamline Swing (KHJ)  
 Streamlined Book Reviews (WBRY)  
 Streamlined English (WMCA)  
 Streamlined Headlines (KSFO, WJIM)  
 Streamlined Interviews (WLTH)  
 Streamlined Melodies (WCFL)  
 Streamlined News (WNEW)  
 Streamlined Revue (WMCA)  
 Streamlined Rhythms (KFBB)  
 Streamlined Serenade (KVEC)  
 Streamliners (WIND, WSYR, WCCO)  
 Street Forum (WMCA)  
 Street Interviews (WHB)  
 Street Man, Strietman's (WRVA)  
 Street of Dreams (CBL)  
 Street Politics (WMBC)  
 Street Reporter (KSLM)  
 Street Reporter, The Harris-Goar (WIBW)  
 Street Reporter, The Howard (WMFG)  
 Street Reporter, Kay's (KFOX)  
 Street Reporters (KSLM)  
 Street Reporter's Daily News (WINS)
- Street Scene (WEEL, WICC, WAPI)  
 Street Singer (CBS)  
 Street Snooper, The (KYOS, KALE)  
 Streets and Avenues (WHBQ, WGH)  
 Strength on the Way (KFUO)  
 Stretchaway Club (WHB)  
 Strictly Feminine (WEBC)  
 Strictly Masculine (WEBC, WMFG)  
 Strike Up the Band! (CKNX, WCAU)  
 String Classics (WTIC, WQXR)  
 String Fantasy (WDBO)  
 String Moods (WMCA)  
 String Nocturne (KWK)  
 String Rhapsodies (KHJ)  
 String Rhythm (WHAM)  
 String Serenade (KGO-KPO)  
 String Silhouettes (KRSC)  
 String Soliloquies (CJRC)  
 String Song (KOL)  
 String Symphony, The (NBC) (NBC)  
 String Tease (KALB)  
 String Teasers (KTUL)  
 String Time (WSAZ)  
 Stringing Along (KVSO)  
 Stringing Along with Emmett and Charlie (KIDO)  
 Strings and Bows (KGU)  
 Strings and Ivory (CHRC)  
 Strings and Reeds (WJIM)  
 Strings and Styles (KROY)  
 Strings and Woodwinds (WTAM)  
 Strings in A (KSRO)  
 Strings in Harmony (KVOO)  
 Strings in Swingtime (NBC)  
 Strings Moderne (WTBO)  
 Strings 'n' Things (WMAL)  
 Strings of Harmony (WPHR)  
 Strings of Swing (WESG)  
 Stringtime (KGO-KPO)  
 Stringwhackers (KOOS)  
 Stringwood Ensemble (KGO-KPO)  
 Stroll on the Avenue (CBS)  
 Stroller, The (WHBF, WSAR)  
 Strollers' Gossip (WGAR)  
 Stroller's Matinee (KDKA)  
 Strollers Quartet (KWK)  
 Strolling Guitarist (WJBL)  
 Strolling Minstrel, The (WTMJ)  
 Strolling Musicians (WDBO)  
 Strolling Songsters (NBC)  
 Strolling Troubadour (WHAM)

## PROGRAM TITLES—Continued

- Strummin' Time (WSYR)  
 Student Author Story Hour (KSAC)  
 Student Churches (WILL)  
 Student Speaks, The (KMPC)  
 Student Stoogies (WGRC)  
 Student's Chapel Devotion (KFUO)  
 Student's Christian Movement (CJRC)  
 Students Radio Playhouse (KVI)  
 Studies and Sketches in Black and White (CKLW)  
 Studies in Black and White (KFH)  
 Studies in Contrast, Ernie Fiorito's (WOR)  
 Studies in Rhythm (WMBO)  
 Studies with the Masters (WGY)  
 Studio, A (WCAU)  
 Studio Baseball, KGKY's (KGKY)  
 Studio Candid Camera (WAPI)  
 Studio Cat, The (WBNX)  
 Studio Chatter (KGO-KPO)  
 Studio Gang, The (KPLT)  
 Studio Gossip Behind the Mike (KPLT)  
 Studio Jamboree (WSVA)  
 Studio Parade (KHQ)  
 Studio Party (WHAM, WMBC, KFYR)  
 Studio Party, Downey's (WABC)\*  
 Studio Party, Sally's (WMCA)\*  
 Studio Party at Sigmund Romberg's, Swift's (NBC)  
 Studio Presentations (CHNS)  
 Studio Program, The Imperial Oil (CHNS)  
 Studio Reporter, The (KFYR)  
 Studio Revue (WRGA)  
 Studio Schoolroom (KYOS)  
 Studio Sleuth (KGRC)  
 Studio Snapshots (KDYL)  
 Studio Staff Variety Show (WHEC)  
 Studio Stars (WMBC)  
 Studio Strings (CKY)  
 Studio Trio, The (CKWX)  
 Studio Whispers (KFWB)\*  
 Study in Black and White, A (WHAM, WEED, WMMN)  
 Study in Swing (KMTR)  
 Study of Early Man (NBC)  
 Stuff and Nonsense (NBC)  
 Stuff's Sterling Stooges (KMOX)  
 Stump 'em Club (WHBQ)  
 Stump Me (WSAU)
- Stump Me Boys (WISN)  
 Stump Jumpers, The (WFAA)  
 Stump the Artist (KROC)  
 Stumpus Boys (KDYL)  
 Stumpus Club (WAVE)  
 Style and Smile Leaders (WHB)  
 Style Casts (KTUL)  
 Style Court (KYW)  
 Style Flashes (WFAM)  
 Style Garage (WGAR)  
 Style Notes (KGNC)  
 Style Reports (WSPA)  
 Style Review for Men (KEX)\*  
 Style Salon (WTMV)  
 Style Shopping with Harriet St. Claire (KOH)  
 Style Show (KMTR, WCAZ)  
 Stylecraft (WTCN)  
 Styled Music (WFDF)  
 Styled Varieties (WRJN)  
 Styles in Song (KIRO, WTJS)  
 Styles in Streamline (WEAU)  
 Styles in Strings (KGVO)  
 Styles in ¾ Time (CHAB)  
 Stylist, The (WFAM)  
 Stylists, The (WAAT)  
 Sub Debs (KTUL)  
 Submarine G-10 (NBC)  
 Suburban Sally (WCFL)\*  
 Suburban Special (WESG)  
 Subway Boys (WPG)  
 Success Detective (WOKO)  
 Success Doctor (KRKD)  
 Success Stories (WMCA, NCBS)  
 Success Story (WBS)  
 Such Is Wife (KMO)  
 Sue or Settle (WBNX)  
 Sue's Notebook (CJOR)  
 Sugar & Bunny (NBC)  
 Sugar Cane, Songs and Impersonations (NBC)  
 Sugar Cane, Julius Grossman Shoes Present (NBC)  
 Sugar Music (KIUL)  
 Suggestions, KOCA (KOCA)  
 Suicide Club (KNX)  
 Sully's Radio Spotlight (KWTO)  
 Sum Fun (KSO)  
 Summer Cocktails (CBL)  
 Summer Days (CBS)  
 Summer Health Talks (WDRC)  
 Summer Night Revue (CFRB)  
 Summer Rhythm (KMOX)  
 Summer Scrapbook, The (WQAM)  
 Summer Serenade (CJCA)  
 Summer Shadows (WBZ-A)  
 Summer Syncopations (WGY)\*  
 Summer Variety (WFAA)
- Summertime Syncopations (WGY)  
 Sun Bonnet Sue (KFBI)  
 Sun Dial (WJSV, WAAW)  
 Sun Dial Club (KMPC)  
 Sun Dial Program, The (WHIS)  
 Sun Dialers (WPAY)  
 Sun Flame Singer, The (MWR)  
 Sun Flame Singers (WEEL)  
 Sun Up (WHAM)  
 Sun Up Jamboree (WKRC)  
 Sun-Up Parade (WSYR)  
 Sunbeam Safety Hour (WMBH)  
 Sunbeams (KIDW)  
 Sunbirds, The (NBC)  
 Sunbonnet Girls, The (KMBC)  
 Sunburst of Song (KGO-KPO)  
 Sunday Afternoon Frolic (WEAU)  
 Sunday Afternoon Hodge Podge (KOY)  
 Sunday Afternoon Hymn Sing (KTHS)  
 Sunday Afternoon Musicale (KOA)  
 Sunday Afternoon Party (WIBX)  
 Sunday Aff'noon Social (KVOO)  
 Sunday Afternoon Varieties (WPHR)  
 Sunday Afternoon Variety (WJAG)  
 Sunday at Eight (WHLB)  
 Sunday at Lazy X Ranch (WSIX)  
 Sunday at Seth Parker's (NBC)  
 Sunday at Seven (WTMV)  
 Sunday Call, The (WDRC)  
 Sunday Concert (KGO-KPO)  
 Sunday Devotion (WSAU)  
 Sunday Drivers (NBC)  
 Sunday Drivers' Club (WMBD)  
 Sunday Evening at Nine (WHN)  
 Sunday Evening Concert (WDBO)  
 Sunday Evening Devotional Hour (KFUO)  
 Sunday Evening Hour (CBS)  
 Sunday Evening Hymns (KGCX)  
 Sunday Evening Meditations (WSBT)  
 Sunday Evening Newspaper of the Air (WLW)  
 Sunday Evening on Temple Square (KSL)  
 Sunday Evening Playhouse (KOL)  
 Sunday Evening Revue (WKBO)  
 Sunday Evening Song Time (WEBQ)



PROGRAM TITLES—Continued

- Sunday Evening Swing Session (KGFF)  
 Sunday Evenings at Seth Parker's (NBC)  
 Sunday Eye Opener (KHSL)  
 Sunday Feature, Florsheim's (NBC)  
 Sunday Forum (NBC)  
 Sunday Grange Program (KFIO)  
 Sunday Journal Features (WSB)  
 Sunday Matinee (WSOC)  
 Sunday Matinee of the Air (CBS)  
 Sunday Melodies (WESG)  
 Sunday Morning Breakfast Club (WISN)  
 Sunday Morning Forecaster (WEAU, KTSM)  
 Sunday Morning Matinee (KFEQ)  
 Sunday Morning Meeting Time (WTJS)  
 Sunday Morning Prelude (WEEI)  
 Sunday Morning Ramble (KGM B)  
 Sunday Musicale (KOL)  
 Sunday Newspaper of the Air (WCLO)  
 Sunday Night Party (WBBM)  
 Sunday Night Free-For-All (CBS)  
 Sunday Night Frolic (WDAY)  
 Sunday Night Hi Jinks (KFWB)  
 Sunday Night "Pop" Concert (WAAB)  
 Sunday Night Radio Concert (CKCH)  
 Sunday Night Theatre (NBC)  
 Sunday Night Varieties (CBS)  
 Sunday Reverie (WAVE)  
 Sunday School Lesson (WIP)  
 Sunday School of the Air (WDGY, WNB F, KGC V, KGFW)  
 Sunday Serenade (WAVE, WHL B, KOIL, KDAL)  
 Sunday Sermons (WBNX)  
 Sunday Siesta (KTUL)  
 Sunday Sinfonietta (WOV)  
 Sunday Song Service (WTMV)  
 Sunday Songsters (WISN, WFMD)  
 Sunday Special (WXYZ)  
 Sunday Special, The Sperry (KGO-KPO)  
 Sunday Sunshine (WBBM)  
 Sunday Supplement (WHN)  
 Sunday Surprise (WFMD)  
 Sunday Swing Concert (WNEW)  
 Sunday Swing Serenade (KVOR)  
 Sunday Swing Session (WJBO)  
 Sunday Symphonette (WGY)  
 Sunday Symphony (WWSW, WCBS)  
 Sunday Symphony Concert Orchestra, The (NBC)  
 Sunday Variety Show (WSGN)  
 Sundial, The (WPHR)  
 Sundial Bonnie Laddies (NBC)  
 Sundial Serenade (WHB)  
 Sundown Melodies (KOY)  
 Sundown Plantation (WIBW)  
 Sundown Revue (WBOW, WCSC)  
 Sundown Serenade (KFPY, CKCT, WJNO, WHB, WKRC)  
 Sunflowers (KSAC)  
 Sungold Time (WBRC)  
 Sunkist Melodies (KHJ)  
 Sunkist Time (WBS)  
 Sunlite Kitchen (WKZ O)  
 Sunny Boy Club (CFCY)  
 Sunny Jim Dandies (WDAF)  
 Sunny Jim's Radio Pals (WJAS)  
 Sunny Minstrel (WDEL)  
 Sunny Sam (WCFL)  
 Sunny Side, The (WRUF)  
 Sunny Side Up (WCAU)  
 Sunny Singers, The (WXYZ)  
 Sunny Smile Club (WFIL)  
 Sunny Valley (KFWB)  
 Sunnynime (KWK)  
 Sunrise and Music (WBBC)  
 Sunrise Breakfast Club (WXYZ)  
 Sunrise Club (KVI)  
 Sunrise Devotion (WSGN)  
 Sunrise Express (KOL)  
 Sunrise Frolic (WJJD)  
 Sunrise Frolics (WAPI)  
 Sunrise Hour (KOY, WAPI)  
 Sunrise Melodies (WOV)  
 Sunrise Music Hour (WAAW)  
 Sunrise Musicale (WACO)  
 Sunrise News (KRSC)  
 Sunrise Program (CKWX)  
 Sunrise Revue (WKY)  
 Sunrise Roundup (KFRU, WHO)  
 Sunrise Round-Up of the Chore Gang (WHO)  
 Sunrise Salute (WEMP, KNX)  
 Sunrise Serenade (CKCK, KTUL, KSOO, WSYR, KVOO)  
 Sunrise Serenaders (KGO, KPO, WBZ-A)  
 Sunrise Service (KSEI)  
 Sunrise Show (WHB)  
 Sunrise Special (WNAC, WPA Y)  
 Sunset Corners Frolic (WHO)  
 Sunset Corners Minstrels (WHO)  
 Sunset Corners Opry (WHO)  
 Sunset Cruise (WEMP)  
 Sunset Dreams (NBC)  
 Sunset Express (WCLO)  
 Sunset Islanders (WMBH)  
 Sunset Melodies (KGO, KPO, KHSL, WJBY)  
 Sunset News Theatre of the Air, The (WHIS)  
 Sunset Reveries (WGPC)  
 Sunset Revue (WSAY)  
 Sunset Serenade (KMOX, WFTC, WOWO-WGL)  
 Sunset Serenaders (WJR)  
 Sunset Service (KFUO)  
 Sunset Sketches (WOKO)  
 Sunset Soliloquy (KALB, WDNC)  
 Sunshine and Music (WSPA)  
 Sunshine Booster Chorus (WOPI)  
 Sunshine Boy, The (WJR)  
 Sunshine Boys (WDEV, KWKH)  
 Sunshine Circle (NBC)  
 Sunshine Club (WPTF, KYA)  
 Sunshine Club for Shut-Ins (WFTC)  
 Sunshine Corner (CFRB)  
 Sunshine Express (KTUL)  
 Sunshine for Shut-Ins (WHEB)  
 Sunshine Girl (KHSL)  
 Sunshine Gospel Hour, The (KTFI)  
 Sunshine Hour (KGDE, WAGM, WSAL, WRVA, KFVD, WBOW, WFLA, WBRC, KGVO, KFBI, WMAQ, WENR, KF YR, WGES, WINS)  
 Sunshine Hours (KTHS, WSIX)  
 Sunshine House (WCAE)  
 Sunshine in Song (WQAM)  
 Sunshine Joyride (WMCA)  
 Sunshine Kiddies' (KGGF)  
 Sunshine Lady (KDFN, KFNF)  
 Sunshine Man, The (KTUL)  
 Sunshine Melodies (JWJ, MWR)  
 Sunshine Minstrels (KFVS)  
 Sunshine of Life (KVG B)  
 Sunshine Period (WGAL)\*  
 Sunshine Program, The Bond Bread (NBC)  
 Sunshine Serenaders (WIL)

## PROGRAM TITLES—Continued

- Sunshine Service (KFXM) Sweet Melodies (KMOX) Swing for the Smart Set (WWVA)  
 Sunshine Special (KVOA, KPQ, KGGM) Sweet Melodies Old and New (KSUB) Swing High (WAAF)  
 Sunshine Trio, The 1927 (WFBR) Sweet Music (WHB, WHAS, WMBH, KGNC, KGO-KPO, WRNF, WQAM, WIL) Swing High, Swing Low (WEW)  
 Sunshowers (WHBQ) Sweet 'n' Hot (CKCL) Swing High—Swing Low (CBW)  
 Superior Fun-Fare (KFAC) Sweet Shop Revue (WHO) Swing in the Air (KSOO)  
 Supper Club (WHN, WOPI) Sweet Song Styles (KGFF) Swing Is Here to Sway (WEED)  
 Supper Dance (WAPI) Sweet Springtime (KTSA) Swing Is in the Air (WATL)  
 Supper Hour Serenade (CJRC) Sweet Sue (KROY) Swing Is the Thing (KNOW)  
 Supper Serenade (WBTM) Sweet Strings (KMBC, WDEL) Swing It! (KMTR, WSGN, WHIS)  
 Supper Sketches (KOV) Sweet Swing (KGVO, KMBC) Swing Jamboree (WSGN)  
 Supper Snatches (CJCA) Sweet Time (WMSD) Swing Low (WHAS)  
 Suppertime Frolic (WJJD) Sweetest Love Songs (NBC) Swing Matinee (CKTB, WFBL)  
 Suppose It Did Happen (WIBG) Sweetest Voice on the Air, The (WBRC) Swing Moderne (WFAA)  
 Supreme Ranger Serenade (KOA) Sweetheart Days (KYA) Swing Mr. Sarli (KWK)  
 Surf Riders (KGGC) Sweetheart Hour (WDAF) Swing 'n' Stuff (KDYL, WAAT)  
 Surprise (WDNC) Sweetheart of the Air and the Merry Makers, Maine's (WCSH) Swing of It, The (CJRC)  
 Surprise Box (WWL) Sweetheart of the Air-Lanes (WDOD) Swing Rhythm Time (WCAX)  
 Surprise Limited (WPG) Sweetheart Pair (WCCO) Swing Sanitarium (WMT)  
 Surprise Package, The (KWKN) Sweetheart Program (NBC) Swing Serenade (WBZ-WBZA, WIL, WAIM, WAVE)  
 Surprise Party (KFVS, WAVE) Sweethearts (CBS) Swing Session (WMC, WAAW, KRE, WSGN)  
 Susan Agar Chatelaine of the Air (CFRN) Sweethearts of Melody (KOA) Swing Session, LaFrano (KDB)  
 Susan Smart Girl About Town (KVOR) Sweethearts of the Air (WHP) Swing Session, The (WGRC, WGRG)  
 Susie, The Kitchen Cynic (WCCO) Sweethearts on Parade (WHB) Swing Session Is Called, The (KFXR)  
 Susie, The Swapper (KGNF) Sweethearts on the Air (NBC) Swing Sextet (WIL)  
 Susie & Jake (WCBA-WSAN) Sweetheart Rhumbas, William Scott's (NBC) Swing Sextette (WIL)  
 Suwanee Serenade (WRUF) Sweetheart Serenade (KTAT, WEW) Swing Sisters, The (WTAG)  
 Suzanna at the Piano (KIUL) Sweetheart Time (KTUL) Swing Song (CJCA)  
 Swanee Cowboys (KTRB) Sweetness (WHB) Swing Spotlight (KLS)  
 Swanee Melodies (WDNC) Swing Album (WFAM, WSGN) Swing Spree (KYOS)  
 Swanee Minstrels (WRUF) Swing Along (WGAR) Swing Stuff (KGHF)  
 Swanee Serenade (KYOS) Swing-a-Long (WQAM) Swing Styles (KIDW)  
 Swan-Club, Borden's (KGNC) Swing and Sing (WNOX) Swing Stylist (WHN)  
 Swap Program (WALA) Swing and Sway (WEW) Swing Symphony (WAPI)  
 Swap Shop (KCKN, WCFL) Swing and the Classics in Reverse (WSJS) Swing Symphony Swing (WHN)  
 Swappers, The (KGNF) Swing Around the Town, The (WBBM) Swing Time (KGHF, KTOK, WCFL, WDAS, WHP, WIL, WRJN, KIUL, KFXD, WOW, WWVA, KFXJ, WDG, WNBX)  
 Swappers' Corner (WPRO) Swing Around the World, A (KRBC) Swing Time and Smooth Music (WLNH)  
 Swazey Corners (WRJN) Swing Blues (WMCA) Swing Time & Waltz Time (WMCA)  
 Sweepstakes, The (WJJD) Swing Chums (WAPI) Swing Time at Goldman's (WDAF)  
 Sweet and Hot (CKLW, WSBT-WFAM, WIP, CBL, CHML, KTHS) Swing Classic (CFJC) Swing Time Lane (WGTM)  
 Sweet and Lovely (WIP, WMFD) Swing Classics (WIND) Swing Time Tunes (KTUL)  
 Sweet and Low (KLO) Swing Club, The (WSGN) Swing Time Lane (WGTM)  
 Sweet & Low Down (NBC) Swing Concert (KMTR) Swing Time Tunes (KTUL)  
 Sweet and Low Music (WCLE, WHK) Swing Doctor and His Musical Clinic, The (WORL) Swing Time Lane (WGTM)  
 Sweet and Slow (CJOC, WKOK, WAAF) Swing Fancies (WVFW) Swing Time Tunes (KTUL)  
 Sweet and Swing (CJCA, KMTR) Swing Fever (WGRC) Swing Time Tunes (KTUL)  
 Sweet and Swing Serenade (WHBC) Swing Fiesta (WHB) Swing Time Tunes (KTUL)  
 Sweet and Swing Serenade (WHBC) Swing for Sale—Ned French (WORL) Swing Unlimited (CBL)  
 Swing with Carter (WGRC)  
 Swing with the Girl Friend (KMA)  
 Swing with the Strings (WCCO)

## PROGRAM TITLES—Continued

Swing vs. Sweet (WDEV)	Swingtime Court (WEBR)	Symphonic Sketches (CBL)
Swing Your Partner (WBS)	Swingtime in Dixie (WATL)	Symphonic Strings (WOR)
Swinga Majigs (KONO)	Swingtime in the Rockies (KVOR, KGU)	Symphonic Swing (WRUF)
Swingin' in Song (KYOS)	Swingtime Serenade (CHML, WKOK)	Symphonic Tone-Poems (WKOK)
Swingin' on Time (WCBD)	Swingtime Trio (WBZ-WBZA)	Symphonic Variations (WTAM)
Swinging (WAAT)	Swingtimers, The (KFVS)	Symphonies of Style (WNBX)
Swinging a New Song (WTMJ)	Swiss Yodelers, The (KMBC)	Symphonies of the Stars (KMPC)
Swinging Along (CBS)	Switch to Better Living (KOB)	Symphony Chats (WSYR)
Swinging Down the Airlanes (WTAL, WSB)	Sycamore Street (KGB, KHJ)	Symphony Concerts (NBC)
Swinging Down the Lane (WTMJ)	Sylvan Trio (NBC)	Symphony Hall (KLZ, WRUF)
Swinging on the Down Beat, with the 5 Notes (WMAS)	Sylvania Foresters (NBC)	Symphonic in Style (WHN)
Swinging Strings (WSJS)	Sylvester Midnight Program (KFUO)	Symphony of Life (WSB)
Swinging with Fielder (KONO)	Sylvia (MWR)	Symphony of the Stars (KMPC)
Swingapators, The (WBT)	Symphonians, The (KMOX)	Symphony Orchestra, The (NBC)
Swingbillies, The (KTOK, WPTF)	Symphonetta (KTUL)	Symposium on Wax (KMTR)
Swingbillies, Mack's (WMAS)	Symphonette (CFRN, WGN, WGAR, CKAC)	Symposium Opinion (KUJ)
Swingcopators (WIL, WBT, CBW, KOIN)	Symphonettes (KGO-KPO)	Symposiums (NBC)
Swingeroo (WRVA)	Symphonic Band (WCAM)	Synagogue Melodies (WEVD)*
Swingeroo'ers, The (WHBQ)	Symphonic Dramas (FTRD)	Syncopated Brevities (CBL)
Swingology (WWJ)	Symphonic Echoes (WJJD)	Syncopated Riddles (KMO)
Swingopaters (KWK)	Symphonic Hour, The (WAAF, WQXR, WBIL)	Syncopated Silhouettes (CBS)
Swingphonette (WFDF)	Symphonic Interlude (CBS)	Syncopated Sparklers (WEMP)
Swingphonic Hour (KXBY)	Symphonic Jam (WGBI)	Syncopating Sentries (WIL)
Swing's the Thing (IBS)	Symphonic Matinee (WORL)	Syncopation Piece (KMOX)
Swingsters, The (KFPW, WQAM, WTAG, CJCA, WJAY)	Symphonic Moderne ((NBC)	Syncopators (WOW)
Swingsters Frolics, The (KTOK)	Symphonic Moods (WBIL, WOV)	Syncothots (KGO-KPO)
Swingtette, The (CKSO, KSFO)	Symphonic Novelties (WOV)	Syracuse Variety Hour (CBS)
Swingtime (KALB, KWTN)	Symphonic Preview (KRNT)	Syracuse Voices (WFBL)
Swingtime Charlie (WRAK)	Symphonic Serenade (WSPA)	Syrup Symphonies (CFCF)

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T. N. T. (Tunes-Novel-Tempting) (KYOS)	Tablets of Stone (WBAL)	Take a Number (KIDW)
T. N. T. Reviews (WLBC)	Tabloid, The (KTAT, KTAT)	Take It or Leave It (WADC)
TVA Express (WMSD)	Tabloid Theatre of the Air (WEBC)*	Take the Air (KFWB)
Tabernacle Hour (WBIG)	Tabloid Time (KANS)	Take Time to Be Holy (KRE)
Table for Six (KIRO)	Tadpole and Molly (KGER)	Take Time to Be Holy Hour (KFVD)
Table for Two (WBS)	Tailors' Convention, The (WNBX)	Taking Democracy Seriously (WGAR)
Table King Coffee Club (WEBC)	Tailwaggers Club (NBC)	Tale of a Town (WDAY)
Table Talks (KTUL)		
Tables Turn, The (WATR)		

PROGRAM TITLES—Continued

- Tale of Today, A (NBC)  
Talent Contest, The Humko (WMC)  
Talent Detective (WEVD)\*  
Talent in Review (WSAY)  
Talent on Tap (WBAL)\*  
Talent Parade (WIBX, WRDW, KERN, WAPI)  
Talent Program (WCHS)  
Talent Quest (KGB)  
Talent Scout, The (WCAE, WDAS, KROY, WHB)  
Talent Scout Presents (WCFL)  
Talent Scout (WHB)  
Talent Try-Outs (WQAM)  
Talented Musicians (WIRE)  
Tales and Details (KGB)  
Tales at Twilight (CJOR)  
Tales from an Antique Shop (KFRC)  
Tales from Harlem (WMCA)  
Tales from Shakespeare (KGO-KPO)  
Tales of California (KGO-KPO)  
Tales of Courage (NBC)  
Tales of Error (CJOR)  
Tales of Old Virginia (WTAR, WRVA)  
Tales of Opera (WENR)  
Tales of Terror (CJOR)  
Tales of the Emerald Isle (NBC)  
Tales of the Far East (KOMA)  
Tales of the Foreign Legion (CRS)  
Tales of the Frozen North (WGY)\*  
Tales of the Highway Patrol (WKY)  
Tales of the Northwest (WGY)  
Tales of the Oklahoma Highway Patrol (WKY)\*  
Tales of the Seven Seas (WHN)  
Tales of the Supernatural (KXBY)  
Tales of the Titans (NBC)  
Tales of the Tuna Clippers (KGB)  
Talk About Books (WOR)  
Talk It Over (KFUO)  
Talk of the Industry (WHN)  
Talk of the Town (KIDW, KRE, KROY, WFLA, WAPI, WTAR, WJAX, WMBH, WKY, KGO-KPO, WAAT, WSYR)  
Talk of the Town Jamboree (WSAI)  
Talkie, The Rinso (NBC)  
Talkie Picture Time (NBC)  
Talking Drums (MacG)  
Talking Story Book, The (WGPC)  
Talking Things Over (WMIN)  
Talks by Mrs. Roosevelt (NBC)  
Talks to Men—Jack Minton (WLAC)  
Talks to Teachers (WHO)  
Tall Corn Time (IBS)  
Tall Story Club (WLS)  
Tall Tales of the Timber (WMIN)\*  
Tallcorn Jamboree (KFJB)  
Tally Ho (KGO-KPO)  
Talmudic Tales (KCKN)  
Talmudic Tales with David Morantz (KMBC)  
Tango Cabaret (WOV)  
Tango Fantasies (WTJS)  
Tango Serenade, Don Michael's (KONO)  
Tango Talks, The (KYOS)  
Tango Tempo (WFBC)  
Tango Time (WISN, KLO, KONO, WAVE, KVOL, KGVO, KABC)  
Tantalizing Tempters (KFXR)  
Tantalizing Tunes (KLPM)  
Tap Dance Review (KFIO)  
Tapestries of Life (WGBI)  
Tapestry of Melody (NBC)  
Tapping Toes (WJAY)  
Tar Heel Folks (WEED)  
Tarzan (RRI)  
Tarzan of the Apes (WOR)\*  
Tasty Krust Boys (KFBI)  
Taters and Mule (NBC)  
Tate's Cowboy (KGHI)  
Tattered Man (NBC)  
Tattler, The (KMBC)  
Tattler Sports Review, The (KMBC)  
Taubman's Men's Bible Class (KGER)  
Tavern of Tunes (WHBQ)  
Tavern Tunes (WRUF)  
Tax Talk (WINS)  
Taxation in Wisconsin (WHA)  
Taxi (JVG)  
Taxicab Night Club of the Air (WCKY)  
Taximeter Listens (WCAU, WHN)  
Taylor and Kahn (KRKD)  
Tea at the Ritz (CBS)  
Tea Chat (KGO-KPO)  
Tea Dance (WAVE)  
Tea Dansant (KGO-KPO, WCFL)  
Tea Dansante (KGW-KEX)  
Tea for Two (KABC)  
Tea on the Terrace (CJOC)  
Tea Party, The Boston Edison (WEEI)  
Tea Room Trio (WPHR)  
Tea Table Tete-a-Tete (CBS)  
Tea Time (WRGA, WRUF, WNOX)  
Tea Time, The California (KSFO)  
Tea Time at Morrell's (NBC)  
Tea Time Dance Tunes (WEED)  
Tea Time Dansante (WRJN)  
Tea Time Jamboree (KFH)  
Tea-Time Melodies (KPDN, WJR, WHAM)  
Tea Time Serenaders (WBZ-A)  
Tea Time Tabloid (WCBS)  
Tea Time Topics (WQAM, WPG)  
Tea Time Tunes (CJAT, CKY, KTOK, WDAS, WDAY, WTMV, KFYO, WJBY, CJCA, WPHR, KGVO, WHDL, WFIL, WHB, WKBO)  
Tea Time Tunes from Our Turntable Terrace (WCAX)  
Tea Timers (KGO-KPO, WEED)  
Teacup Tunes (KGO-KPO)  
Teatime Troubadours (CBS)  
Teachers College on the Air (KFVS)  
Teachers Holiday (KGO-KPO)  
Team Mates (KGO-KPO)  
Tear It Down (KONO)  
Tech Tattler (KFYO)  
Ted and Bobby (KMMJ)  
Ted and His Gang (WNAC)  
Ted Bateman at the Piano (WCHV)  
Ted Brown at the Console (KONO)  
Ted Fio-Rito (CBS)  
Ted Hiron's Sportscast (WFLA)  
Ted Hiron's Sports Parade (WFLA)  
Ted's Newspaper Adventures (KCMO)  
Teddy Lane of the Air Lanes (WJAS)  
Tee-Off (KOL)  
Teen Age Follies (WJBK)\*  
Teeny, Tiny and Tack (WIS)  
Tek Music (NBC)  
Telatunes Requests (KSD)  
Telechats (WTMV)  
Telegram Topics (WESG)  
Telephone Reporter, The (WRVA)  
Telephone Troubadours (WAAT)  
Telephone Tunes (WATR)  
Tele-Talks (KYOS)  
Tele-Topics (KYOS)  
Television Flashes (KXBY)  
Tell Me a Story (WFAS)  
Tell Me a Story Lady (WDAF)  
Tell Mrs. Griggs (WTMJ)  
Tell Tale Tavern (WGBI)  
Tell Us Your Story (CBS)  
Teller of Curious Tales (KHSL)  
Teller of Strange Tales (CKCL)  
Telling the World (NBC)

## PROGRAM TITLES—Continued

- Temple Bells (KMOX)  
 Temple of Sacred Songs (WHP)  
 Temple of Song (WFMD)  
 Temple Reveries (WBOW)  
 Tempo Capers (WDNC)  
 Tempo Changes, The (KARK)  
 Tempo Chango (KIDW)  
 Tempo di Modernage (KORE)  
 Tempo for Youth (KEX)  
 Tempo of Today (CJCA)  
 Tempo Tempest (KYOS)  
 Tempo Time and More Time (WLAW)  
 Tempo Trio (CKBI)  
 Tempos Tea Timers (WBZ-A)  
 Tempter Detective (WDAF)  
 Tempters Three, The (KTOK)  
 Ten Best Sellers (WHN)  
 Ten Commandments (WOV)  
 Ten Hundred Melodies (WDAF)  
 Ten Minute Topics (WQDM)  
 Ten o'Clock Melody Market (WTMJ)  
 Ten o'Clock Scholars (WHK)  
 10 o'Clock Tunes (WJAY)  
 Ten Pin Man, The (WHBF)  
 10:30 Sports Revue (WSB)  
 Ten-Thirty Telegram (CJCA)  
 Ten Torrid Tunes (KRE)  
 Ten-Twent-Thirt (NBC)  
 Ten Years Ago Today (WHP)  
 Tena and Tim (MWR)  
 Tennessee Playboys Band (WPHR)  
 Tennessee, The Song Stylist (KSD)  
 Tennessee Yodeler, The (WBTM)  
 Tenor and Baritone (CJCA)  
 Tenpin Tattler, The (WCFL)  
 Tenth Inning (WTCN, WBBM, KMOX)  
 Terhune Dog Drama (KGO-KPO)  
 Terrible Two (WDBO)  
 Terror by Night (CBS)  
 Terry and Ted (WBS)  
 Terry and the Pirates (NBC)  
 Terry Regan, Attorney-at-Law (NBC)  
 Terse Tales (KFUO)  
 Test of Time (WSGN)  
 Testimony Broadcast (WTMV)  
 Tex and Ginger (KQV)  
 Tex Owens (KMBC)  
 Tex Terie (WSBT-WFAM)  
 Texans (WHEB, WOAI)  
 Texas Broncho Buster (WPHR)  
 Texas Cowboy, The (WDRG)  
 Texas Dates and Places (KTSA)  
 Texas Drifters (KFXR)  
 Texas Fire-Chief (CBS)  
 Texas History Sketches (WOAI)  
 Texas Kid, The (KFYO)  
 Texas Plainsman, The (WTJS)  
 Texas Play Boys (WEXL)  
 Texas Ramblers (WOAI)  
 Texas Rangers, The (KMBC)  
 Texas Roundup (WJW)  
 Texas Toby (KVGb)  
 Texas Treasures (WOAI)  
 Texas Weekly, The (WOAI)  
 Texas Wonders (KVOL)  
 Texcomo Forum (KLUP)  
 Thanks for the Memory (KOIN)  
 That Couple Next Door (KDON)  
 That Morning Bugle (WSBT-WFAM)  
 That Radio Man (KGMB)  
 Thatcher Colt (NBC)  
 That's Life (NBC)  
 That's My Job (WHAM, WRC)  
 That's Odd! (KTAT)  
 That's Paris (CBS)  
 That's What You Think (CFRN)  
 Theat-aire, The (WHBF, WHBF)  
 Theatre Brightlights (KROC)  
 Theatre Calendar of the Air (WNOX)  
 Theatre Chez Soi (CKCV)  
 Theatre Digest (WLW)  
 Theatre Forum (NBC)  
 Theatre Guide, The (WINS)  
 Theatre Guild (WINS)  
 Theatre Guild Mystery Plays (WJNO)  
 Theatre Matinee (CBS)  
 Theatre of Romance, The Luxor (WMAQ)\*  
 Theatre of the Air (KTUL, WBAL)  
 Theatre of the Air, The (WFLA, WFLA)  
 Theatre of Today (CBS)  
 Theatre of Youth (KPPC)  
 Theatre Presents, The (WEAF)\*  
 Theatre Programs (NBC)  
 Theatre Review, The (WRR)  
 Theatre Revue (CFCJ)  
 Theatre Row (WOL)  
 Theatre Spotlight (CJRC, KOIL)  
 Theatre Time (CFCF, WRDW)  
 Theatrical Revue (KOL)  
 Theatrical Scrapbook (NBC)  
 Their Greatest Stories (FTRD)  
 Their Majesties, The Babies (KGAR, WDJ)  
 Theme and a Song, A (CJRC)  
 Theme of Love, The (WFBR)  
 Then and Now (WJAX)  
 There Are Smiles (KGAR, WDJ)  
 There Was a Time (CJRC)  
 There Was a Woman (NBC)  
 There'min Ether Wave Music, RCA (NBC)  
 There's Something in the Air (WKZO)  
 These Are Our Neighbors (UP)  
 These—Our Children (KGW-KEX)  
 These Plains of Ours (CJRM)  
 These Valiant (WJJD)  
 They Build a City (KMOX)  
 They Live Again (WNEW)  
 They Made Headline (UP)  
 They Said It Today (WLBC)  
 They Who Dare (WHEB)  
 They're Off (WHN)  
 They're Saying in England (NBC)  
 Thigpen Family (WOAI)  
 Thimble Revue (WAVE)  
 Things and Stuff (WKOK)  
 Things I Shouldn't Tell (NBC)  
 Things That Happen, Good and Otherwise (WHEB)  
 Things Worthwhile (KPMC)  
 Think It Over (WTJS)  
 Thinking Aloud (WSPA)  
 Thinking Club, The (WMCA)\*  
 Thinking Fellow, The (WCBS)  
 Thirteen Moon (WHAM)  
 1370 Club, The (WDAS, WCBM)  
 Thirteen Strings (KIUP)  
 Thirteen Tenners (WROL)  
 13th Hour, The (WHBQ)  
 30 and 73 (WLBC)  
 Thirty Below (KGB)  
 Thirty Fingers (WVVA)  
 Thirty Minute Men (CBS)  
 30 Minutes in Hollywood (KHJ)  
 Thirty Minutes with Hank (WGBI)  
 30 Minutes with the Classics (KGAR)  
 30 Musical Moments (WBZ-A)  
 This and That (WHBB, KOIN, WCMI, KDB, WQAM, WJIM, KYOS, KFXR, CFCO, KGU, KGVO, WHJB, WRGA)

PROGRAM TITLES--Continued

- This Business of Music (WBNX)  
 This Curious World (WJJD)  
 This Evening's Guest (WTCN)  
 This Farming Business (WLS)  
 This Is My Story (WJR)  
 This Is Our Age (KONO)  
 This Is Your Program (CBS)  
 This Modern World (WNAX)  
 This Morning in Sports (WSFA)  
 This Rhythmic Age (KTUL, NCBS)  
 This, That, and the Other (WHEB)  
 This Thing Called Swing (WCAU)  
 This Thing Success (KFOR)  
 This Was News (FTRD)  
 This Week and Next (CJCA)  
 This Week in History (KFAC)  
 This Week in Nature (WESG)  
 This Week in New Haven (WELI)  
 This Week in Review (WJR)  
 This Week in Washington (WMCA)  
 This Week Looks Back (KRE)  
 This Week's Social Calendar (KGNF)  
 This Woman's World (KWK, KOMA)  
 This Wonderful World (WOR)  
 Thomas Lee Presents (KHJ)  
 Those Four Boys (WHJB)  
 Those We Love (NBC)  
 Thought (KICA)  
 Thought for Today, A (WLW)  
 Thoughtful Moments (WJNO)  
 Thoughts and Melody (KSLM)  
 Thoughts at Eventide (WKBO)  
 Thoughts at Random with Just Me (KTFI)  
 Thoughts for the Day (WEED)  
 Thoughts for Today (CHSJ, KDYL)  
 Thoughts for You and Me (KTEM)  
 Thoughts in Rhyme (KFJZ)  
 Thoughts of Gold (WSAZ)  
 Thousands Cheered (CBS)  
 Threads of Happiness (CBS)  
 Three Aces (WJR)  
 Three Aristocrats of Swing (WIBW)  
 Three B's, The (KLZ)  
 Three Bachelors (WICC)  
 Three Bakers (NBC)  
 Three Blind Mice (KORE)  
 Three Blue Chips (WMCA)  
 Three Blue Notes (WADC, WFMD)  
 Three Buckaroos, The (WTAG)  
 Three Cheers (KGO-KPO)  
 Three Cornered Moon (WJZ)\*  
 Three Doctors, The (WBRC)  
 Three Fair Damsels (KCMO)  
 Three Flats (CBS)  
 Three Flights Up (WCAU)  
 Three for Tea (KYW)  
 Three Freshmen, The (WSB)  
 Three G's (WMCA)  
 Three Gems (WAAT)  
 Three Gentlemen, The (WCAU)  
 Three Girls (WDRC)  
 Three Girls and a Boy (WNAC)  
 Three Girls from Gramling (WSPA)  
 Three Girls in a Room (WSB)  
 Three Harmaniacs, The (WKY)  
 Three Hits and a Miss (KDB)  
 3 in 1 Theatre (WBAL)  
 Three J's (WMCA)  
 Three Jacks, The (KTAT)  
 Three Jigglers, The (WORL)  
 Three Keys (CBS)  
 Three Keyboards (CFRB)  
 Three Kings and Their Jester (WHJB)  
 Three Knights and an Evening Star (KNX)  
 Three Little Funsters (WMCA)  
 Three Little Girls in Blue (WCHS)  
 Three Little Maids (NBC)  
 Three Little Maids from School (WINS)  
 Three Little Pigs (WSGN)  
 Three Little Pigs, Zeigler's (WBRC)  
 Three Little Words (WHB, WIRE)  
 Three Lucky Notes, The (KDB)  
 Three Maids and a Man (WNOX)  
 Three Maids and a Mike (WMAL, WJSV)  
 Three Maids and Their Mike (WOW)  
 Three Marks-Men, The (WQAM)  
 Three Meals a Day (KGO)  
 Three Men and a Guitar (WFMD)  
 Three Men in a Tub (CBS)  
 Three Men on a Chorus (WGBI)  
 Three Merry Men, The (KROC)  
 Three Minute Club (WBRC)\*  
 Three-Minute Men (WELL)  
 Three Modern Maids (CBS)  
 Three Music Masters (KASA)  
 Three Musketeers (KGO-KPO)  
 Three Naturals (CBS)  
 Three Notes (WOW)  
 Three o'Clock Mirthquake (KMOX)  
 Three of a Kind (KGO-KPO)  
 Three of 'Em, The (WJAY)  
 Three of Us (WHBQ, WHAM, CKLW, WSPD)  
 Three on a Mike (WHBQ)  
 Three on a Song (WHB)  
 Three Orphans (WEAF)\*  
 Three Pals, The (KGW-KEX)  
 Three Pictures of Health (WJAX)  
 Three Pineapples, The (KTOK)  
 Three Playgirls (WJW)  
 Three-Quarter Tempo (KRMC)  
 Three-Quarter Time (KYW)  
 Three Queens and a Jack (CBS)  
 Three R's, The (KGCX)  
 Three R's (Rhyme, Rhythm, Romance) (WHIO)  
 Three Rancheros (WENR)  
 Three Red Heads, The (CHRC)  
 Three "S" Boys—Singing Songs of Swing, The (WRAK)  
 Three Saymen (KWK)  
 Three Schoolmaids (WGY)  
 Three Score and Ten (KWK)  
 Three Shades of Blue (WGY, WCCO, WALA)  
 Three Sharps (WDEV)  
 Three Smart Boys, The (WFAA)  
 Three Spades (WSAI)  
 Three Spinners (WBT)\*  
 Three Spirits of Rhythm, The (WBTM)  
 Three Spots, The (WKZO)  
 Three Star Final (WOWO)  
 Three Star Revue (WLTH)  
 Three Stars, The (CBS)  
 Three Swingsters (KOOS)  
 Three T's (WHLB)  
 Three Texans, The (WXYZ)  
 Three Tones (KFOR)  
 Three V's (WHJB)  
 Three Victors (WFBM)

PROGRAM TITLES—Continued

- Three Violins in Harmony (CKCT)  
 Three Wise Doctors (WABC)  
 Three Wise Owls (WTMV)  
 Thrift Guild (WPG)  
 Thrill Hunter (MacG)  
 Thrillers (NBC)  
 Thrilling Detective Dramas (WMCA)  
 Thrills (KFI)\*  
 Thrills and Spills (KTUL)  
 Thrills Behind the Story (WOR)\*  
 Thrills of Sport, The (KMBC)  
 Thrills of Tomorrow (NBC)  
 Thrivo-dogs (NBC)  
 Throbs of the Music Clef (NBC)  
 Through a Marble Lattice (WJZ)\*  
 Through Lighted Windows (NBC)  
 Through My Study Window with Rabbi Goodman (KNOW)  
 Through Other Eyes (KNX)  
 Through the Art World (FTRD)  
 Through the Classics (CJRM)  
 Through the Eyes of Youth (KMPC)  
 Through the Hollywood Lens (MacG)  
 Through the Jeweler's Window (WTIC)  
 Through the Looking Glass with Frances Ingram (NBC)  
 Through the Opera Glasses (WHN)  
 Through the Stage Door (WMCA)  
 Through the Symphony Orchestra (KMBC)  
 Through the Years (KLZ, WTJS, WCAE)  
 Through Travelers' Eyes (WHA)  
 Thru Stained Glass Windows (WHK)  
 Thru the Hollywood Lens (KGEZ)  
 Thru the Hollywood Looking Glass (WBS)  
 Thru the Looking Glass (KCMO)  
 Thru the Opera Glass (NBC)  
 Thumbing the New Books (KTUL)  
 Thumbnail Sports Sketches (WTCN)  
 Thumbnail Theatre, The (WMT)  
 Thursday and Saturday Night Club (KFRU)  
 Thursday at Three (WFIL)  
 Thursday Nite Club (KFRU)  
 Thursday Show, The (KGW-KEX)  
 Tic Toc Revue (NBC)  
 Tic Toc Tunes (WGAR)  
 Tick Talk (KXBY)  
 Tick Tock Revue (KMOX)  
 Tick Tock—7 o'Clock (WCKY)  
 Tick Tock Topics (KROC)  
 Tick Tocks (WGAR)  
 Tickling the Ivories (KVSO)  
 Tickling the Keys (KGO-KPO)  
 Tidbits (KELD)  
 Tidbits From the News (KMTR)  
 Tidbitt (KGO-KPO)  
 Tie-the-Titles (KGVO)  
 Tiffin (CBS)  
 Tillicum Club (CKCD)  
 Tilton's Tappers (WJAY)  
 Tim and Irene (KGO-KPO)  
 Tim Healey as News Commentator (NBC)  
 Tim Ryan's Night Club (KGO-KPO)  
 Tim Sinn Sings (WFMD)  
 Time, The (WDAY)  
 Time and Tunes (KMBC)  
 Time n' Tunes (CFRN, KFAB)  
 Time Clock (KOL)  
 Time for Dancing, The (WRAX)  
 Time for Tea (KSRO)  
 Time for Thought (NBC)  
 Time for Tunes (KTOK)  
 Time Marches Back! (KYOS)  
 Time of Your Life, The (NBC)  
 Time Out for Christmas (KGW-KEX)  
 Time Smiths (WEW)  
 Time Table Meals (CBS)  
 Time to Relax (KGO-KPO, WBS)  
 Time to Shine (WAPI)  
 Time to Trade (KTAT)  
 Time, Tunes and Topics (KTUL)  
 Time Turns Back (WMBC)  
 Timekeeper (WSYR)  
 Timely Tempos (WKRC)  
 Timely Tips (KFIO)  
 Timely Topics (WCBM, WSAL, CJCB, WCAP)  
 Timely Tunes (KCMO, KFEQ, WSAY, KGO-KPO, KOVC, KGVO)  
 Times' Family, The (KWKH)  
 Times Previews (WDAE)  
 Timothy Makepeace (NBC)  
 Tin Pan Alley (CJOC, KGU, WFDF, KMOX)  
 Tin Pan Alley Birthday Party (WMCA)  
 Tin-Pan Alley Creations (CKCR)  
 Tin Pan Alley Hall of Fame (WHN)  
 Tin Pan Alley Parade (KDAL)  
 Tin Type Tenor (NBC)  
 Tinker Kids and Liza (WINS)\*  
 Tinkling Tunes (CJRM)  
 Tino Rossi (NBC)  
 Tintypes and Snapshots (KMBC)  
 Tiny Tots Tea Time (WEAU)  
 Tiny Town Revue (WICC)  
 Tiny Trouper Review (WHAM)  
 Tiny Troupers (KRMCM, WSPD)  
 Tiny Tunes (KFPY)  
 Tip and Top (WAGM)  
 Tip for You, A (WMCA)  
 Tip Top School House (WBZ-A)  
 Tip Top Toppers (WJW)  
 Tip Top Tunes (KVID)  
 Tips and Tinkles (KMBC)  
 Tipster, The Travis (KTSA)  
 Tippy Tunes (CJCA)  
 Tish (KYW)\*  
 Titans of Science (WGN)  
 Title Tunes (KABR)  
 To Arms for Peace (CBS)  
 To Be Continued (KNX)  
 To Live 24 Hours (WMCA)  
 To Madame (KMTR)  
 To Our Friends, the Farmers (WDZ)  
 To Our Mothers (WMCA)  
 To Paradise and Back (KWJJ)  
 To Sing a While (WRR)  
 To the Best of Their Ability (KGO-KPO)  
 To the Lady Listener (WCBS)  
 To the Ladies (CHML, KJBS, WDEL, WHN, WIP, KGB, KMED)  
 To the Lovely Ladies (KMOX)\*  
 To the Rescue (KHJ)\*  
 To Whom It May Concern (CKCK)  
 To Your Health (KVI)  
 Toast and Coffee (WHKC)  
 Toast and Marmalade (CFAC)  
 Toast and Tea of Society (WPRO)\*  
 Toast of the Town (KOIN)  
 Toast to the Bride, A (CKCK)  
 Toast to the Town (KFRC, KSFO)  
 Toasted Rolls (WGH)  
 Toastmaster, The (WJJD)  
 Toastmasters Club (WCBS)  
 Tobys' Bugtussle News (WMT)  
 Toby's Happy Hour (KTOK)  
 Today (KTAT)  
 Today Abroad (WMC)  
 Today and Tomorrow in Kansas City (KCMO)

PROGRAM TITLES—Continued

- Today and Yesterday (KGNC)  
 Today at the Legislature (CRS)  
 Today at Two (KWK)  
 Today I Am a Poet (WHN)  
 Today in Hollywood (WGRC)  
 Today in Sports (WCAX, WROK)  
 Today on KOB (KOB)  
 Today on 1420 (WMAS)  
 Today on the Calendar (KDLR)  
 Today with Aesop (NBC)  
 Today's Almanac (WHBQ, WBS, WJAY, WSAI)  
 Today's Anniversary (WWNC)  
 Today's Ball Game (WIND)  
 Today's Baseball (WMCA)  
 Today's Best Bets (KIRO)  
 Today's Best Sellers (WMIN)  
 Today's Children (NBC)  
 Today's Doings (WMCA)  
 Today's Events (WGRC)  
 Today's Features (WCLO)  
 Today's Front Page (KMOX, WIBA, KXBY)  
 Today's Game (KONO)  
 Today's Highlights (WCHS)  
 Today's Hit Tune (WFDF)  
 Today's Home (KPDN)  
 Today's Music (WMBC)  
 Today's News (KGO, WGRC)  
 Today's News—Tomorrow's History (KIRO)  
 Today's Pioneer Women (CBS)  
 Today's Sermons (WHB)  
 Today's Short Story (KRE)  
 Today's Specials (WQAM)  
 Today's Sports (KSD)  
 Today's Sport Parade (KGNF)  
 Today's Styles (WIL)  
 Today's Thought (WBBM)  
 Today's Topics (WBAL)  
 Today's Travelers (WMCA)  
 Today's Tribute (WHK)  
 Today's Tunes (WCLO)  
 Today's Winners (WIL)  
 Toddle Tales (CKY)  
 Toddle with Todd (KGHL)  
 Toddy Party (NBC)  
 Toe Teasing Tunes (KFXR)  
 Toe Ticklers (KALB)  
 Toe Tickling Tempo (WELL)  
 Told by Toley (KGW-KEX)  
 Tom and Dan Dialogues (KFUO)  
 Tom and Don (WHAM)  
 Tom and Dud (KGO-KPO)  
 Tom and Jerry (KQV)  
 Tom Barber's Column (WGAL)\*  
 Tom Collins Mirth Parade (WHB)  
 Tom, Dick and Harry (WGN)  
 Tom Mix and His Ralston Straight Shooters (NBC)  
 Tom Morton Interviews (WFLA)  
 Tom Powers Program (NBC)  
 Tom Quiz and the Professor (WHO)  
 Tom Slater, Flash Reporter (WSAI)  
 Tomahawk Trail (WBBM)  
 Tombs (WPHR)  
 Tommy Dorsey, Raleigh and Kool Show with (NBC)  
 Tommy Maxwell (WHB)  
 Tommy McLaughlin and Orchestra (NBC)  
 Tomorrow Morning's Headlines (KMOX)  
 Tomorrow's Baby (CBS)  
 Tomorrow's Headliners (WMCA, WHP)  
 Tomorrow's Headlines (WSGN, WXYZ, WABI, WNBH)  
 Tomorrow's News (WNEW)  
 Tomorrow's News Tonight (WATL)  
 Tomorrow's Newspaper (KGB)  
 Tomorrow's Rhythms (WCPO)  
 Tomorrow's Stars (WHN)  
 Tomorrow's Sunday School Lesson (WBRC)  
 Tomorrow's Winners (WSM)\*  
 Tompkins Center (WICC)  
 "Tone" Family, The (WRAK)  
 Tone Photographs (WKY)  
 Tone Pictures (WBZ-A)  
 Tone Poems (KFXR, KLZ, WQAM)  
 Tone Portraits (KGO-KPO)  
 Tone Sketches (WAPI)\*  
 Tones and Semi-Tones (CKX)  
 Tones in Black and White (WGPC)  
 Tonic Tunes (WGPC, WBS, WLW)  
 Tonic Tunes, Lynch's (KVGB)  
 Tonight in Tulsa (KTUL)  
 Tonight's Movies (WROL)  
 Tonight's Song Star (CKCL)  
 Tony and Alan (CJOR)\*  
 Tony and Babe (KOIL)  
 Tony and Gus (NBC)  
 Tony Audio (WQAM)  
 Tony Audio and His Musical Family (WQAM)  
 Tony, Bill and Johnnie (KFYR)  
 Tony McBride's Musical Wonders (CFLC)  
 Tony, The Piano Girl (WBTM)  
 Tony Wons (NBC)  
 Tony Wons' Scrapbook (WLS)  
 Tony's Eye-Opener Program (WJMS)  
 Tony's Revue (WHK)  
 Too Young to Vote (KOA)  
 Toole Tours (KGHL)  
 Top Bands (KIRO)  
 Top Hat (CJCA)  
 Top Hat Revue (KROY)  
 Top Hat Revues (WIP)  
 Top Hats in Rhythm (WWVA)  
 Top Hatters, The (CBL, WMAQ)  
 Top Hatters, The KYW (KYW)  
 Top Hits (CKCL)  
 Top Kick, The (WRVA)  
 Top o' the Dial (KFYR)  
 Top o' the Mornin' (KWK, WTMJ, KGFF, WTAG, WLW, WCFL, WBBQ)  
 Top o' the Morning (WLW, KVOO, WCLO, WEBQ, WHK)  
 Top o' the Morning Club (WABI, WQAM)  
 Top o' the World Night Club (KHJ)  
 Top of the Dial Varieties (KMTR)  
 Top of the Ladder (WMCA)  
 Top of the Morning (WTAM, WGY, KRKD, WEEI, WAAF, WFBL, WQDM, KVI)  
 Top Tunes (KRE, KLO, KGKY)  
 Top Tunes of Hawaii (KGMB)  
 Top Tunes of the Day (MacG)  
 Top Tunes of the Month (KMOX)  
 Top Tunes of the Week (KGNC)  
 Top Tunes of Today (KTEM)  
 Top Tunes Parade (WSIX, KTHS)  
 Topaz Trio (CBS)  
 Topaze Room (WOR)\*  
 Topic Tune Time (WLAC)  
 Topic Tunes (KFXJ)  
 Topical Topics (CFCF)  
 Topics in Brief (NBC)  
 Topics in Season (WCAU)  
 Topics of the Day (WLBZ)  
 Topline Tune (WGAR)  
 Topnotchers (KWTO-KGBX)  
 Topping Times and Shopping Topics (WLAW)  
 Topsy Turv-- Time (WMAQ)\*  
 Torch (KFWB)  
 Torchlight Brigade (CBS)  
 Toreadors (KGO-KPO, WJBC)  
 Torrid Tunes (WIND)



PROGRAM TITLES—Continued

- Tots and Tunes (WNLC)  
 Totten on Sports (WENR)  
 Touchdown (KGO-KPO)  
 Touchdown Parade (KGW)  
 Tour for Talent (WMIN)  
 Tour of Northern Alberta  
 (CJCA)  
 Tour Through Tuneland  
 (WKRC)  
 Tourbillon, Le (CKCV)  
 Touring Downtown Tulsa  
 (KTUL)  
 Touring Microphone, The  
 (WAPI)  
 Touring the Old Dominion  
 (WTAR)  
 Touring Tips (WMCA)  
 Tourist Adventures, The  
 Conoc (NBC)\*  
 Tourist Interviews  
 (CKLW)\*  
 Tourist Time, The Arrow-  
 head (KDAL)  
 Tourist's Guide, The  
 (CHRC)  
 Tournament of Torrid  
 Tunes (WJBC)  
 Tours in Music (WLTH)  
 Tours in Tone (CBS)  
 Tower Clock Program  
 (WHAM)  
 Tower Health Exercises  
 (NBC)  
 Tower Topics (KLZ)  
 Tower Town Tempos  
 (WBBM)  
 Tower Watchman, The  
 (WTIC)  
 Town Crier (WCHS, KBIX,  
 WMBD, WSIX, KOL,  
 WKZO, CJCB, WMBD,  
 WSGN)  
 Town Forum (WHJB)  
 Town Hall Tonight (NBC)  
 Town Market Melodies  
 (WDGY)  
 Town Meeting of the Air,  
 America's (NBC)  
 Town Stories (WOR)\*  
 Town Talk (KQV, WGTM,  
 WJBL, WXYZ, KTUL,  
 WBRC, KTAT)  
 Town Talk Children's Hour  
 (WJAS)  
 Town Talk Varieties  
 (WTAG)  
 Town Talker (WEBQ,  
 KFH)  
 Town Talkers (WQAM)  
 Town Talks, The (WBRC)  
 Town Tattler (KFH)  
 Town Topics (KOIN,  
 KERN, WGPC, KTUL,  
 WFOY, WDBO, WKZO,  
 CJCA)  
 Townne Talks (CBS)  
 Townsend Murder Mystery,  
 The (WJZ)\*  
 Townsend Plan Talks  
 (KHJ)  
 Toy Band (WLW)  
 Toy Symphony (KECA)  
 Toyland Express, The  
 (WPTF, KOIN)
- Tractor Time, The Allis-  
 Chalmers (WEBQ)  
 Trade-Away Program  
 (KABR)  
 Trade at Sikeston (KFVS)  
 Trade Breezes (WJAR)  
 Trade Winds (WDAE)  
 Trades on Parade (WOR)\*  
 Trading Center (KGVO)  
 Trading Post (KGAR,  
 WMBD, WJW, KTAT,  
 KGFF, WCBS, KMBC)  
 Trading Post Floorwalker  
 (WIND)  
 Trading Post of the Air  
 (KFEL)  
 Traffic Court (KTRH,  
 WTAR)  
 Traffic Cop (KRBC)  
 Traffic Greeter (WQAM)  
 Traffic Lights (WJW)  
 Traffic Safety Digest  
 (KDYL)  
 Traffic School of the Air  
 (WGRC)  
 Traffic Squad (KOIL)  
 Tragedy of Man (WQXR,  
 FTRD)  
 Tragic Chapters of Jewish  
 History (WRAX-WPEN)  
 Trail Blazers, The  
 (WVVA)  
 Trail of Dreams (WBTM)  
 Trail of Mystery (WGAL)\*  
 Trailer Dan (WIOD)  
 Trailer Talks (WADC)  
 Trailer Travels (WHA)  
 Trailfinder, The (NBC)  
 Trailin' Along (KGW-  
 KEX, KLO)  
 Trailing News Round the  
 World (KWSC)  
 Trailing the Stars (WFBR)  
 Trails of Yankee Trade  
 (KHJ)  
 Train Time (WBBM,  
 WMPS, WNBR)  
 Train's Baby Chick  
 Express (KCKN)  
 Trainload of Ideas  
 (WMBH)  
 Tramp of Youth (NBC)  
 Tramp, Tramp, Tramp  
 (CBS)  
 Trapper's Trio (KMA,  
 WNAX)  
 Travel Club, Lyman Cooley  
 (WHO)  
 Travel Club of the Air  
 (WGAR)  
 Travel Hour (WHEB)  
 Travel Lady (KWJJ)  
 Travel Man, The (WNEW,  
 WHB)  
 Travel Studies (KHSL)  
 Travel Talk, Jack Robert-  
 son's (WGRC)  
 Travel Talks (NBC)  
 Travel Talks, Malcolm  
 La Prade (NBC)  
 Travel with Captain Adams  
 (KFYR)  
 Travel With Us (CJIC)
- Travelers, The (KFUO)  
 Travelers Hour, The  
 (WTIC)  
 Travelling Troubadours  
 (WHEC)  
 Travelog, The KHSL  
 (KHSL)  
 Travelogue (KHUB)  
 Travelogue (KMOX,  
 KFUO)  
 Travelogues (WJAX)  
 Travelogues, Cook's (NBC)  
 Travelore (WBNS)  
 Travels in Toyland  
 (WFMD)  
 Travels of Mary Ward  
 (WBS)  
 Travel's Radio Review  
 (WMBO)  
 Travelyrics (WELI)  
 Treadin' the Town  
 (WBNX)  
 Treasure Adventures of  
 Jack Masters (CBS)  
 Treasure Box (WCOP)  
 Treasure Chest (WDBO,  
 WKZO, WBAA, KONO,  
 WKRC, WIS)  
 Treasure Chest of Dance  
 Memories (WELI)  
 Treasure Chest of Melody  
 (KFRC, CJOC)  
 Treasure Chest of Mem-  
 ories (WATR)  
 Treasure Gold (WFAA)  
 Treasure House (WDRC)  
 Treasure Hunt, The Cremo  
 (WBAL)  
 Treasure Hunt of the Air,  
 WTHT (WTHT)  
 Treasure in the Wind  
 (KNX)  
 Treasure Island (KGO-  
 KPO, KFVO)  
 Treasure Shelves (WRD)  
 Treasure Ship, The Steffen's  
 (WKY)  
 Treasure Trails (NBC)  
 Treasure Trove of Music  
 (CJCA)  
 Treasured Memories  
 (KLZ)  
 Treasures Next Door  
 (WWSW)  
 Treasures of Song (KALE)  
 Treasury of Music  
 (WQXR)  
 Tree of Knowledge  
 (KNX)\*  
 Tree Surgical Hour (NBC)  
 Tree Talks (NBC)  
 Trend of the Times  
 (WHAS)  
 Trends in Education  
 (KGDM)  
 Tri-City Employment  
 Barometer (WHBF)  
 Tri-City Interviews  
 (WADC)  
 Tri-State Farm and Home  
 Hour (WVVA)

PROGRAM TITLES-- Continued

- Tri-State Farmers' Forum (WMC)  
 Tri-State Salute (WWVA)  
 Tri-Topics (WOWO-WGL)  
 Tri-Varieties (KTUL)  
 Trial by Music (WJAY)  
 Trial of Delores Devine (NBC)  
 Trial of Vivian Ware (KOIL)  
 Triangle Club, Nick Ken-ny's (WMCA)\*  
 Triangle of a Successful Home, The (NBC)  
 Tribe of Yessir (WOW)  
 Trinity Chimes (WGRC)  
 Trio, The WBZ (WBZ-A)  
 Trio Celeste (KYA)  
 Trio Moderne (CJRC)  
 Trio Without a Name (WINS)\*  
 Triottes (KDKA)  
 Trip Around Town (WRDW)  
 Trip to Hot Town, A (KFXR)  
 Triple Trios (WCCO)  
 Trips to Wonderland (WCAE)  
 Troopers, The (CBS)  
 Tropic Serenade (WHP)  
 Tropic Trails (KGW-KEX)  
 Tropical Fruits and Plants Program (WFLA)  
 Tropical Strings (WJNO)  
 Trotter and Fitzgerald (WBIG)  
 Troubadour, The (WJAY, KOIL, WAAW)  
 Troubadour, The Hellman (NBC)  
 Troubadour of the Moon (NBC)  
 Troubadours, The (KTUL, WBZ-A)  
 Trouble Ahead (WSAI)  
 Trouble Chasers, The (WIBW)  
 Trouble Shooters, The (WHIO, WHKC)  
 Troupers, The (WWJ)\*  
 Trout Flashes (WFDF)  
 Troy Martin and the Vir-ginians (WBTM)  
 True Adventures (CBS)  
 True Air Adventures (KGB)  
 True Confessions (WMCA)  
 True Detective Mysteries (KMOX, WLW)  
 True Dog Stories (KMBC, WWJ)  
 True Engineering Stories (NBC)  
 True Fish Tales (WFLA)  
 True Life Dramas (WNBF)  
 True Life Stories (WDAF)  
 True Marriage Proposals (WMCA)  
 True or False (WOR)\*  
 True Railroad Adventures, The Lionel (NBC)  
 True Stories of New York State Police (WHAM)  
 True Stories of Real Scouts (KTFI)  
 True Stories of the Sea (WOR)\*  
 True Story Court (NBC)  
 True Story Court of Human Relations (NBC)  
 True Story Hour (NBC)  
 True Success Stories (MWR)  
 True Tales of Buried Treas-ure (KHJ)  
 Truly American (WLW)  
 Truly Rural (WHN)  
 Truth Barlow (WBS)  
 Truth Behind the News, The (WMCA)  
 Truth Behind the News as I See It, The (WMCA)  
 Truth Hour (KFUO)  
 Truth in Advertising (NBC)  
 Truth Is Stranger Than Fiction (WDBO)  
 Truthful Deacon Brown (KGO-KPO)  
 Try and Stump Us (WSMK)  
 Try 'n' Stump Us (WCLE)  
 Try Our Hour (WCAU)  
 Try to Stump Me (KMOX)  
 Tuesday Jamboree (CBS)  
 Tuesday Morning Music Club (WNOX)  
 Tulsa's Future Men (KTUL)  
 Tune a Day (WDZ)  
 Tune-A-Minute (WSIX)  
 Tune Appetizers (KMMJ)  
 Tune Blenders, The Max-well House (NBC)  
 Tune Corral, The (KFRU)  
 Tune Detective (NBC)  
 Tune Furnishers (WTMJ)  
 Tune Guessing (WSJS)  
 Tune Guessing Time (KFOX)  
 Tune Hits of the Day (WACO)  
 Tune in and Hear Yourself (WTMV)  
 Tune Smiths, The (KTUL, WTMJ)  
 Tune Teasers (CBL, WCFL)  
 Tune Time (CBL, WSAU)  
 Tune Time, The Philco (KFVS)  
 Tune Tinkers (WDEL, WIL)  
 Tune Topics (KFXJ, KGLO)  
 Tune Toppers, The (WKRC)  
 Tune Triplets (WJAY)  
 Tune Tusslers, The (KFYO)  
 Tune Twisters (NBC)  
 Tune Types (KGO-KPO)  
 Tune Up Test (WBRY)  
 Tune Wranglers (KTSA, KELD)  
 Tuneful Huntsman, The (KGNC)  
 Tuneful Sketches (KHSL)  
 Tuneful Tailors (WAAT)  
 Tuneful Tid-Bits (WRGA)  
 Tuneful Times (NBC)  
 Tuneful Tips (KFVS)  
 Tuneful Topics (KYA, WEBQ)  
 Tuneful Topics of the Town (CBS)  
 Tuneful Trends (WSAY)  
 Tuneful Tunes (WAAW)  
 Tuneful Varieties (WACO)  
 Tunefully Yours (CJRC, CHML)  
 Tunes and Flowers (KMMJ)  
 Tunes and Topics (KAST)  
 Tunes at Ten (WAAT)  
 Tunes at Two (WAIM)  
 Tunes for Today (KLZ)  
 Tunes for Two (KNX, WNAC)  
 Tunes from Bohemia (WJAY)  
 Tunes from Tango Land (KRE)  
 Tunes, New and Old (KALB)  
 Tunes of the Day (WTJS-KONO)  
 Tunes of the Times (KGO-KPO)  
 Tunes of Today (WCLO)  
 Tunes of Yesteryear (KLO, KVOL)  
 Tunes That Hit (WGRC)  
 Tunes While You Wait (WPRO)\*  
 Tunes You Forgot to Re-member (CFJC)  
 Tunes You Remember (WEBQ)  
 Tunemsmiths (KOL)  
 Tunesters, The (WFAA)  
 Tunetypes of Memory (KYOS)  
 Turf Topics (WRR)  
 Turkey in the Straw (KLPM)  
 Turkey Time (WPHR)  
 Turkey Trot Bill (KGCU)  
 Turn Back the Clock (WLLH)  
 Turn Back the Years (WTJS)  
 Turn 'Em Over (KMTR)  
 Turning on the Heat (WTMJ)  
 Turning Over New Leaves (WIND)  
 Turning Points in Famous Lives (KRKD)  
 Turning the Leaves (KOMA)  
 Turning the Pages (WTMV)  
 Turntable Tid Bits (WCAE)  
 Turquoise Bear, The (KSFO)  
 Tuscarora Hillbillies (WDAS)

## PROGRAM TITLES—Continued

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| <p>"Tween Age Matinee (WFMD)<br/>         1200 Luncheon Club (WEST)<br/>         12:15, The (WJAY)<br/>         1260 Friendly Street (KUAO)<br/>         Twelve Crowded Months (CBS)<br/>         Twelve o'Clock Show, The St. Paul (WTCN)*<br/>         Twelve o'Clock Trio (NBC)<br/>         12 to 1 Club (KIDO)<br/>         Twentieth Century Marvels (KALE)<br/>         20th Century Players (WJAR)*<br/>         Twentieth Century Serenade (KLZ, WOWO)<br/>         20th Century Styles (WLNH)<br/>         Twenty Diligent Digits (KROY)<br/>         Twenty Fingers (KVI, WJEJ)<br/>         20 Fingers and 2 Grands (WHIO)<br/>         Twenty Fingers of Harmony (WAAT)<br/>         20 Fingers of Melody (WISN)<br/>         Twenty Fingers of Rhythm (KTUL)<br/>         Twenty Fingers of Sweetness (KDKA, WISN)<br/>         Twenty-Five Years Ago (TPC)<br/>         25 Years Ago This Week (WQXR, WKY)<br/>         Twenty-Five Years Ago Today (TPC, KSD)<br/>         Twenty Flying Fingers (WCCO)<br/>         24 Hours Review (WLW)<br/>         Twenty Minutes of Harmony (WEAF)*<br/>         20 Radio Brain Dusters (KOY)<br/>         Twenty Sizzling Fingers (WATL)<br/>         Twenty Years After (KGO-KPO)<br/>         Twenty Years Ago and Today (WOR)<br/>         Twenty Years Ago Today (WRJN)<br/>         20,000 Years in Sing Sing (NBC)<br/>         Twilight Black and White (KFOR)<br/>         Twilight Circle Within My Garden Wall (NBC)<br/>         Twilight Concert (WSAU)</p> | <p>Twilight Dance Tunes (WORL)<br/>         Twilight Echoes (CBL, KFPY)<br/>         Twilight Ensemble (CFCF)<br/>         Twilight Harmoniers (WJBL)<br/>         Twilight Hour, The (WTAD, KRE, WHB)<br/>         Twilight Hour, The General Electric (NBC)<br/>         Twilight Interlude (WEW)<br/>         Twilight Lyrics (KLPM)<br/>         Twilight Meditation (WALR, WJAY)<br/>         Twilight Melodies (KOBH, KIDW, WJNO, WRDW, WQAM, KDKA)<br/>         Twilight Memories (KMBC)<br/>         Twilight Moods (KFXJ)<br/>         Twilight Musicale (WBBM)<br/>         Twilight Organ Melodies (WJAX)<br/>         Twilight Reverie (WWVA)<br/>         Twilight Reveries (KLO, KFI, WBZ-A, WGES, WHAM, WOW, WCMI, WEED, WJBC, WMBH, KG CX, KRBC, WSAU)<br/>         Twilight Round Table (CBS)<br/>         Twilight Serenade (CKNX, KFPY, WELL, WHEC, KIUL, WFBM, KSD)<br/>         Twilight Shadows (KORE)<br/>         Twilight Silhouettes (WPEN)<br/>         Twilight Sonata (WFIL)<br/>         Twilight Songs (WFMD)<br/>         Twilight Sweetheart (KFJB)<br/>         Twilight Symphonette (KTUL)<br/>         Twilight Tales with Tinka (WRTD)<br/>         Twilight Time (KSTP)<br/>         Twilight Trails (WEAU)<br/>         Twilight Trio (KTUL, WDAE)<br/>         Twilight Troubadours (CBS)<br/>         Twilight Vesper (WSAU)<br/>         Twilight Vespers (WSGN)<br/>         Twilite Favorites (WFLA)<br/>         Twilite Melodies (WOAI)<br/>         Twilite Reveries (KOL)<br/>         Twilite Shadow Request Hour (KIDO)<br/>         Twin Cantors, The (WBNX)<br/>         Twin City Foresome (WCCO)<br/>         Twin City Spelling Bee (KOL)</p> | <p>Twin Harmony (KOVG)<br/>         Twin Hosts, The (KTAR)<br/>         Twin Hours of Melody (KFOR)<br/>         Twin Pianos (WOW)<br/>         Twin Powers—At Your Service (WHAS)<br/>         Twin Stars (NBC)<br/>         Twin Winners (WBBM)<br/>         Twins, The Pesi-Cola (WGH)<br/>         Twisting the Dial (WHB)<br/>         Two and a Co-Ed (KYA)<br/>         Two Around Town (WNEW)<br/>         Two Boys and a Piano (WHB)<br/>         2:55 Express (KALE)<br/>         Two Gals and a Pal (WTJS)<br/>         Two Girls and a Boy (WBZ-A)<br/>         Two Guitars (WKY)<br/>         Two Hearts in Three-Quarter Time (KNX)<br/>         200 Meters and Down (WMAQ)<br/>         Two Jacks and a Queen (WCMI)<br/>         Two Jews from Missouri (WLTH)<br/>         Two Keyboards and a Console (WKY)<br/>         Two Little Girls in Blue (CKCY, WROK)<br/>         Two Loose Nuts (WFAA)<br/>         Two o'Clock Tunes (WHB)<br/>         Two o'Clock Variety Show (WMCA)<br/>         Two of a Kind (WJJD, WIND)<br/>         Two Old Friends (WGY)*<br/>         Two Piano Team (CFCF)<br/>         Two Professors (KMTR)*<br/>         Two Public Enemies (WABC)*<br/>         Two Seats at the Opera (CKCL)<br/>         Two Seats in the Balcony (NBC)<br/>         Two Seats in the Orchestra (KELO)<br/>         Two Seats on the Aisle (WIP)<br/>         Two Smart Girls (KOL)<br/>         Two Swell Tunes (WQAM)<br/>         Two-Thirty Tunes (WFBM, WJMS)<br/>         Two (Three) Consoles (CBS)<br/>         Two Troupers (NBC)<br/>         Two Way Harmonies (WSBT-WFAM)<br/>         Typewriter Reflections (KSAC)<br/>         Tyroleans (WWL)</p> |
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PROGRAM TITLES—Continued

# U

- U Tell Me and Children's Birthday Club (KGFV)  
 Ugly Duckling Amateur Hour (WMCA)  
 Ugly Duckling Club, The (WBIG)  
 Ukelele Sue (WAAT)  
 Ukrainian Program (WMBC)  
 Umbrella Court (KSTP)\*  
 Unaccustomed As I Am (WABI)  
 Unauthorized Versions of American History (WMBD)  
 Unbelievable, The (WBS)  
 Unbroken Melodies (KWTN, WLW, KABR)  
 Unbroken Organ Melodies (WCAZ)  
 Uncle Arnold (WBBC)  
 Uncle Ben Tells a Story (KFRU)  
 Uncle Ben's Club of the Air (WBEN)  
 Uncle Ben's Funny Paper Hour (WKY)  
 Uncle Bernie (WESG)  
 Uncle Bill and His Funnies (KTUL)  
 Uncle Bill and Snowball (WCAO)  
 Uncle Bill and the Twins (WBZ-A)  
 Uncle Bill of Sweet Meadows (WBZ-A)  
 Uncle Bill Reads the Funnies (IBS)  
 Uncle Bill's Gramophone (WBBF)  
 Uncle Billy's Collie Club (CKCD)  
 Uncle Billy's Safety Campaign (CKCD)  
 Uncle Bob and His Funnies (KHSL)  
 Uncle Bob and Plain Jim (WTBO)  
 Uncle Bob and Scrappy (WDAF)  
 Uncle Bob and the Funnypapers (KPDN)  
 Uncle Bob's Funny Paper Hour (KVOR)  
 Uncle Bud's Bargain Boys (KTEM)  
 Uncle Charlie and Little Ann (KFEQ)  
 Uncle Charlie's Book Shelf (WCAZ)  
 Uncle Charlie's Pet Club (KYA)  
 Uncle Charlie's Tent Show (WEAF)\*  
 Uncle Charley and Company (KFAB)  
 Uncle David (KMTR)  
 Uncle David and Abe (NBC)  
 Uncle Don (WOR)  
 Uncle Don Reads the Funnies (KOIL, WCHS)  
 Uncle Ed and Little Willie (WRR)  
 Uncle Eddy and Uncle Lee (WBRC)  
 Uncle Elmer and His Song Circle (WEEI)  
 Uncle Elmer's Children's Hour (WJAS)  
 Uncle Elmer's Song Circle (WEEI)  
 Uncle Eph and His Philosophy (SVA)  
 Uncle Esso (WAIM)  
 Uncle Ezra (NBC)  
 Uncle Ezra's Ramblings (KMBC)  
 Uncle Feeze & His Virginia Mountaineers (KWK)\*  
 Uncle George (KMTR)  
 Uncle Gene's Funnies (KRBC)  
 Uncle Harry Matinee (KYA)  
 Uncle Harry Reads the Funnies (WATR)  
 Uncle Henry's Harvesters (WMBC)  
 Uncle Henry's Treasure Club (KTAT)  
 Uncle Herman's Toy Shop (WPTF)  
 Uncle Howdy's Kiddies Jamboree (WJIM)  
 Uncle Jack Reads the Funnies (WPHR)  
 Uncle Jack's Club (WBAL)  
 Uncle Jerry (MacG)  
 Uncle Jerry and Peter Rabbit (KDFN, KGVO)  
 Uncle Jerry's Big Time Club (KSD)  
 Uncle Jim (WFIL)  
 Uncle Jim and Highpockets (WOAI)  
 Uncle Jimmy's Pleasure Cruise (KMTR)\*  
 Uncle Joe and His Sunshine Quartet (KFVD)  
 Uncle John (KROY)  
 Uncle John and Aunt Minerva (KMMJ)  
 Uncle John and Billy (WCAE)  
 Uncle John and Pappy (KMMJ)  
 Uncle John's Prophetic News Flashes (WCBF)  
 Uncle Ken's Kiddie Klub (WDAY)  
 Uncle Lee's Home Folks (WRR)  
 Uncle Leo (WKY)  
 Uncle Leo at the Zoo (WKY)  
 Uncle Luke's Old Home Town (WNBX)  
 Uncle Mack (WQAM)  
 Uncle Mel (CHNS)  
 Uncle Mose (KGHI)  
 Uncle Nate's Kiddies Revue (WALR)  
 Uncle Neal's WFAS Kiddie League (WFAS)  
 Uncle Ned (NBC)  
 Uncle Ned's Variety Show (WORL)  
 Uncle Nick's Children's Parade (WMCA)  
 Uncle Olie and His Gang (CBS)  
 Uncle Pete and Louise (WNEW)  
 Uncle Peter (CKY)  
 Uncle Peters and the Peterskin Club (CKY)  
 Uncle Pete's Kiddie Revue (WCOL)  
 Uncle Phil (WHB)  
 Uncle Quin's Scalawags (WGN)  
 Uncle Red's ABC Club (WEAN)  
 Uncle Remus (WGN)\*  
 Uncle Sam at Work (WSB)  
 Uncle Sam's G-Men (WSGN)  
 Uncle Tobe (WBT)\*  
 Uncle Tom and the Sunday Funnies (KSL)  
 Uncle Tom's Play House (WOW)  
 Uncle Verne (WCOA)  
 Uncle Walt and His Pop-eye Club (WJTN)  
 Uncle Weisenheimer (KFIZ)  
 Uncle WIP (WIP)  
 Uncle Wip's Hall of Fame (WIP)  
 Uncle Wip's Round Table (WIP)  
 Uncle Wonderland (KFOX)  
 Uncle Zeb (KDYL)  
 Under an Argentine Moon (KOY)  
 Under Castillian Skies (KYOS)

PROGRAM TITLES—Continued

Under God the People Rule (KOBH)	Universal Fun and Frolic (WWVA)	Unsolved Mysteries, The Ken-Rad (WLW)
Under Italian Skies (WOL)	Universal Milling Review (WEBC)	Unspoken Inspiration (KOBH)
Under the Baton (CJRC)	Universal Rhythm (NBC)	Unsung Heroes (KTUL)
Under the Capitol Dome (KFOR-UP)	University Bible Class (WRUF)	Untold Jewish Legends (WRAX-WPEN)
Under the Circus Bigtop (WJAY)	University Club Party (WCOL)	Untold Tales of Our National Parks (WSB)
Under the Jolly Roger (NBC)	University Club Round Table (WIBA)	Unusual Interviews (WTOC)
Under the Marquee (WCBS)	University Clubmen (WRUF)	Unusual Jury Trials (WHIO)
Under the Western Skies (KDKA)	University Doings (WCCO)*	Unusual Lawsuits (WCPO)
Undercurrents of the News (WEVD)	University Explorer (KGO-KPO-KHJ)	Unusual People (WMCA)
Understanding Music (CBS)	University International Club (WIBA)	Up and at 'Em (CJOC)
Understanding Opera (CBS)	University Music Hour (CJRC)	Up-to-the-Minute (CKCK)
Unecda Car Boys (KPDN)	University of New Mexico Spelling Bee (KOB)	Upright and Grand (WSJS)
Unemployment Forum (KTRH)	University of the Air (KRBC, KUOA, WOW)	Ups and Downs of the Waistline (WEAF)*
Unforgotten Melodies (CFRN)	University of the Air, The WEVD (WEVD)	Upstarts, The (WKRC)
Unhitchin' Time (KFRU)	University of the Air, Creighton (WOW)	Upstaters (WGY)
Union Assembly The (WEVD)	University School for Workers (WIBA)	Uptown Community Daily (KONO)
Union Family Gathering (WMBC)	University Series (KGVO)	Uptown-Downtown (WMCA)
Union Station (KWK)	Unmasking the Rackets (KHJ)	Uptowners, The (WOWO)*
Union University Educational Series (WTJS)	Unorganized Cheerful Givers, The (WSB)	Uptowner's Quartet (WORL)
United Choral Singers (CBS)	Unsolved Mysteries (KWTN)	Us on a Bus (KVOX, WMBH)
United Salon Orchestra (CBS)		Used Car Race (WHB)
United States Cabinet Series (CBS)		Utah Slim and His Sunset Riders (KDKA)

V

V-8 Revue, The Ford (WBS)	Vagabond Pianist, The (WDRG)	Valley Events (CHWK)
Vac Caps, The (WBZ-A)	Vagabond Quartet (KGO-KPO)	Valley Hour (WBOW)
Vacation Days (KRE)	Vagabond Singers (WHB)	Valley Radio Chapel (KRGV)
Vacation Guide, The (NCBS)	Vagabond Strings (WCCO)	Valleyford Hillbillies (KFIO)
Vacation Roads (CBS)	Vagabond Tour (CJCA)	Vallis Trio (WOAI)
Vacation Vagaries (WHK)	Vagabond Verse (KFBL)	Value Varieties, The (KYOS)
Vacation Varieties (KLZ, WCCO, WGY)	Vagabonds (WGY)	Van Teeters, The (RRI)
Vacationeers (NBC)	Vagabonds Napolitains, Les (CKCV)	Vanilla and Chocolate Drop (WTJS)
Vacationists, The (CBS)	Vagabonds of the Prairies (TPC)	Vanished Voices (CBS)
Vagabond Adventures (WOR)*	Val and Ed (WTJS)	Vanishing New Yorkers (WMCA)
Vagabond Dreamer (KOIL)	Val Morse and His Singing Guitar (WTJS)	Vanities of the Air (WHB)
Vagabond Mike (WIOD)	Valencia (WAPI)	Vanity Box (WHKC)
Vagabond of Song (KMBC)	Valley Echo Program (CJRM)	Vanity Fair (NBC)
Vagabond of the Air, The (WSPR)		

PROGRAM TITLES—Continued

- Variations in Rhythm (WROK)  
 Varied Voices (WMCA)  
 Varieties (KFIZ, WCAO, WOMET)  
 Varieties, Carrier's (IBS)  
 Varieties, The WBIG (WBIG)  
 Varieties, The Colorado College (KVOR)  
 Varieties, The RCA Radio-tron (NBC)  
 Varieties, Westinghouse (KIEM)  
 Varieties Revue (KSLM)  
 Variety Brevities (KIUP)  
 Variety Features (KSD)  
 Variety Headlines (KEHE)\*  
 Variety Half Hour (WOPI)  
 Variety Hour (WAPI, WHO, KFUE, WSPA, KFNF, WOR)  
 Variety Hour, The Palladium (WEAF)\*  
 Variety Hour, The WFLA (WFLA)  
 Variety Matinee (KOIN)  
 Variety Musical Parade (WRUF)  
 Variety Night (KTUL)  
 Variety Parade (WCLO)  
 Variety Revue (WHB)  
 Variety Shop—Judy Jene (KFPW)  
 Variety Show (CFCY, CHAB, CJAT, KRNR, WHB, WOW)  
 Variety Show, Harry Musgrave's (KTFI)  
 Variety Show, WHBB's (WHBB)  
 Variety Show of the Air (KRNR)  
 Variety Time (KFJB, KFXR)  
 Variety Times (WRUF, WLW)  
 Variety Trio, The (CKWX)  
 Variety with Vares (WEDC)  
 Variety Workshop (CBS)  
 Varioteers (WNOX)  
 Varneys, The (WCAO)  
 Varsiteer's Quartet (KDKA)  
 Varsity Hour (WRUF)  
 Varsity Show, The Pontiac (NBC)  
 Varsity Varieties (CRS)  
 Varsity Vespers (WDAS)  
 Vass Family (WMAQ)  
 Vassar Chocolates Girl (KOA)  
 Vaudeville of the Air (WRJN)  
 Vaudeville Theatre, The (WAAF)  
 Vaudeville Varieties (CFCN)  
 Vaughn de Leath (NBC)  
 Vedettes de la Chanson Francaise (CBM)  
 Velvet Tones (WBOW)  
 Velvet Varieties (KMOX)  
 Velvet Violins (KLZ)  
 Velvet Voice, The (WSJS)  
 Velvet Voices (NBC)  
 Velvetveers (WTAM)  
 Velvo Melodies (WBZ-A)  
 Vender o' Poems (KOY)  
 Venetian Vagabond (KMPC)  
 Venetians (WTAM)  
 Venida Program, The (NBC)  
 Vermont Lumber Jacks (NBC)  
 Vermont Symphony Orchestra (WSYB)  
 Versatillians (KFAB)  
 Verse-Speaking Chorus (WJZ)\*  
 Verse, Violin and Voice (WSPA)  
 Very Truly Yours (KSRO)  
 Vesper Chorale (WICC)  
 Vesper Hour (KRE, WCBS, KANS)  
 Vesper Meditation (WKZO)  
 Vesper Melodies (KLZ)  
 Vesper Psalmist, The (KFVD)  
 Vesper Reveries (KGNF)  
 Vesper Service for Dutch Listeners (WAWZ)  
 Vesper Service from Hollywood (CBS)  
 Vesper Services (WCHV)  
 Vesper Singers, The (WCMI)  
 Vesper Voices (KLZ)  
 Vespers (KHSL)  
 Vespers, Vickland's (WMBD)  
 Vespertide (KOL)  
 Vest Pocket Varieties (KGO-KPO)  
 Vestradramas (WCAM)  
 Veterans Campfire (WNEW)  
 Veterans' Forum (WHO)  
 Veteran's Jubilee (KGW-KEX)  
 Vi 'n' Tony (CKOC)  
 Vibraphobia (KONO)  
 Vibraphone Melodies (CFCN)  
 Vic and Sade (NBC)  
 Victor Herbert Opera Series (NBC)  
 Victorian Ensemble (WTMJ)  
 Vie Francais, Le (KFJZ)  
 Vienna Dreams (WTMV)  
 Viennese (WSYR)  
 Viennese Echoes (KGO-KPO)  
 Viennese Ensemble (WENR, WTAM)  
 Viennese Melody (KOL)  
 Viennese Sextet (CBL)  
 Views and Interviews (CBS)  
 Views and Reviews from the Bookshelf (WCAAX)  
 Views of the News (WMCA)  
 Views on the News (KMOX)  
 Vigilantes Ride Again, The (KGIR)  
 Vignettes of Romance (WQAM)  
 Village Boys, The (CHRC)  
 Village Choir (KFRU, WSYR, KMBC)  
 Village Crier (WWNC)  
 Village Green, On the (CBS)  
 Village Nutsmith, The (WBZ-A)  
 Village Parson, The (WBIG)  
 Village Pastor (CKAC)  
 Village Strollers (WSAY)  
 Village Vignettes (WFIL)  
 Villeros Allegros (KRQA)  
 Vince "Blue" Mondl—One-Man Band (WINS)  
 Vindicators (WENR)\*  
 Viocellano (KTUL)  
 Violin Encores (WQXR)  
 Violin in the Night (WTAM)  
 Violin Miniatures (WILL)  
 Violin Reveries (CBO)  
 Violin Virtuoso, The (WPHR)  
 Virginia Aces, The (WRVA)  
 Virginia Dare Hour Party (WHO)  
 Virginia Farm and Home Hour (WRVA)  
 Virginia in the Arts (WRVA)  
 Virginia Lee and Sunshine (NBC)  
 Virginia Legislative Forum (WRVA)  
 Virginia Players (WCHV)  
 Virginia Vagabonds, The (WPHR)  
 Virginians, The (WSAI, WLW)  
 Visibility Unlimited (MWR)  
 Visions of Italy (WHOM)  
 Visit to Aunt Kate's Cottage, A (WFOY)  
 Visit to Poland (WFBL)  
 Visiting Microphone (CKY)  
 Visiting the In-Laws (WNYC)  
 Visiting with Captain Dobbs (KGO-KPO)  
 Visiting with the Famous (WMAL)  
 Visiting with Uncle Bill (WAAW)  
 Visitor Looks at America (CBS)  
 Vita Gold Gang, The (KNOW)  
 Vital Statistics (KWTO)  
 Vital Vegetables (CBS)  
 Vitality (WABC)\*  
 Vitamin Varieties (CFAC, CJCA)

PROGRAM TITLES--Continued

Viva Juvenile Parade (WCOP)  
 Vivian Vorden's All-Girl Orch. (KONO)  
 Vocal Art Trio (CBS)  
 Vocal Contrasts (CJCA)  
 Vocal Gems (WTAG, KHSL)  
 Vocal Harmonies (KALB)  
 Vocal Parade (WVFW)  
 Vocal Symphonies (WHB)  
 Vocal Symphony (KARK)  
 Vocal Variations (WCAX, WTHT)  
 Vocal Varieties (CJCA, KCRJ, WLW, KIDW, WVFW, WMBO, KWTO, WHB, WLW)  
 Vocal Vignettes (CKBI)  
 Vocal Visions of Yesterday (KYOS)  
 Vocaleers (KRBC)  
 Vocelettes (WKBW)  
 Vocalites (CRCY, KFYO)  
 Vocalizations (WTJS)  
 Vocally Speaking (CFAC)  
 Vocational Agriculture (KGO-KPO)  
 Vocational Guidance (KMBC)  
 Vocational Guidance Series (WOI)  
 Vocational Opportunities (NBC)  
 Vocational Problems (KFDY)  
 Voce Italica, La (WEDC)  
 Vogues and Vagaries (WGH)  
 Vogues in Vocalisms (WFAA)  
 Voice and a Violin, A (CJRM)  
 Voice and the Organ, The (KMA)  
 Voice Behind the Mike (KHQ)  
 Voice in the Old Village Choir, The (WABI)  
 Voice in the Wilderness (WPHR)  
 Voice of American Women (KWJJ)  
 Voice of Ann Hoyes, The (KCMO)  
 Voice of Columbia (CBS)  
 Voice of Carelessness (WBBM, WBS, WMAQ, WWJ)  
 Voice of Cookery (WCFL)  
 Voice of Experience (NBC)  
 Voice of Firestone (NBC)  
 Voice of Gold (KFOR)  
 Voice of Government (KRKD)  
 Voice of Greece, The (WORL)  
 Voice of Health (WIP)  
 Voice of Heart (WMBC)  
 Voice of Hollywood, The (KNX)  
 Voice of India, The (KTUL)  
 Voice of Inspiration, The (CKY)  
 Voice of Iowa, The (WMT)  
 Voice of Jerusalem (WMCA)  
 Voice of Jewish Knowledge, The (WRAX-WPEN)  
 Voice of Kansas City (WHB)  
 Voice of Labor (KWJJ)  
 Voice of Love (WBBM)\*  
 Voice of Masonry (WSOC)  
 Voice of Methodism (WTCN)  
 Voice of Montecatini (WOV)  
 Voice of Motordom (KFI)  
 Voice of Music (CJRC)  
 Voice of Ohio (WGAR)  
 Voice of Opportunity (KFVD)  
 Voice of Organized Labor (KIEM)  
 Voice of Pan (KGO-KPO)  
 Voice of Pimlico (WFBR)  
 Voice of Public Opinion, The (KVOD)  
 Voices of Praise (WDEL)  
 Voice of Progress (WGRC)  
 Voice of Romance (WAIM, JVG)  
 Voice of St. Louis, The (KMOX)  
 Voice of Safety (WHB)  
 Voice of Santa Anita (KFWB)  
 Voice of Scriptures (WOL)  
 Voice of Stamps (KSFO)  
 Voice of the Apothecary (WNAC)  
 Voice of the C.C.C., The (WPHR)  
 Voice of the City (WHN)  
 Voice of the Community, The (WNAC, WCOP)  
 Voice of the Consumer (WDRC)  
 Voice of the Crusader (CBS)  
 Voice of the Exposition (KSFO)  
 Voice of the Feedlot (WLS)  
 Voice of the Future (WFMD)  
 Voice of the Heart, The (WHOM)  
 Voice of the Kitchen, The (KFEQ)  
 Voice of the Legion (WSYR)  
 Voice of the Library (WFBL)  
 Voice of the Market Place (CJIC)  
 Voice of the Motor City (WJR)  
 Voice of the Motorist (WHP)  
 Voice of the News (KLZ)  
 Voice of the Night (WEOA, KYW)  
 Voice of the North Iowa Press (KGLO)  
 Voice of the Organ (WBZ-A)  
 Voice of the People (WRR, KWTN)  
 Voice of the Public Schools (KFRO, KRBC)  
 Voice of the Soul, The (WRAX-WPEN)  
 Voice of the Southland (WRR)  
 Voice of the Stars, The (WJBC)  
 Voice of the Street (WJAG)  
 Voice of the Strings (WSPA)  
 Voice of 1,000 Shades (CBS)  
 Voice of the Trapline (KMMJ)  
 Voice of the Trumpet (WHEB)  
 Voice of the Violin (WCHV)  
 Voice of Today, The (KTSM, WEAU)  
 Voice of Wisconsin (WHA)  
 Voice of Wisdom, The (KMPC)  
 Voice of Yesterday (KFPY)  
 Voice of Your Advisor (WFAS)  
 Voice of Youth (WCBA-WSAN)  
 Voices (NBC)  
 Voices from Other Lands (WNEW)  
 Voices of Hot Springs (KTHS)  
 Voices of the Past (WQXR)  
 Voices of the Street (WLTH)  
 Voices Out of the Sky (WHN)  
 Voices You Know (CHML)  
 Volunteer Organist (WMCA)  
 Voters' Service (NBC)  
 Vox Etheria (WSB)  
 Vox Pop (KTRH)  
 Vox Pop, The Detroit (WJBK)\*  
 Vox Pop Junior (WGAR)

PROGRAM TITLES—Continued

# W

- WBNY's Kiddies' Carnival (WBNY)  
 WCLO Rhythm Review (WCLO)  
 WDAE's Church of the Air (WDAE)  
 WEEI Goes to a Party (WEEI)  
 WELI Does the Town (WELI)  
 WFDF Blues Chasers (WFDF)  
 WFDF Musical Clock (WFDF)  
 WGST Tea Party, The (WGST)  
 WHAM and Egg Club (WHAM)  
 WHAM Billies (WHAM)  
 WHAM Light Opera Company (WHAM)  
 WHB Better Housing Programs (WHB)  
 WHB Musical Clock (WHB)  
 WHB Sunrise Show (WHB)  
 WHEC Presents (WHEC)  
 WIP Homemakers' Club (WIP)  
 WJR Presents (WJR)  
 WLW Mail Bag (WLW)  
 WMFG Stock Company (WMFG)  
 WRJN Presents (WRJN)  
 WSAI Openers (WSAI)  
 WSAI Revue (WSAI)  
 WSB on Wheels (WSB)  
 Wadsworth Program (NBC)  
 Wagon Wheels (CJCA)  
 Wagons West! (KFAC)  
 Waikiki Islanders (WCAX)  
 Waikiki Swing, Don Carr's (WSPR)  
 Wake Up (KOA)  
 Wake Up and Laugh (WSAY)  
 Wake Up and Listen (KABR, KDON, WKBZ, WDOO)  
 Wake Up and Live (WORL, WTRC)  
 Wake Up and Live Broadcast (WTMV)  
 Wake Up and Shine (WTBO)  
 Wake Up and Sing (WSAY, CFJC, CKCL, CKX, KVOO, WCAX, WJR, WTAM)  
 Wake Up and Sing Club (WMCA)  
 Wake Up and Smile (WCAU)  
 Wake Up and Swing (WCLE, WHB, WCAZ)  
 Wake-Up Melodies (KVOR)  
 Wake-Uppers, The (KMOX)  
 Waker-Upper Program (KGGM)  
 Waker Uppers (KFJZ, KPDN)  
 Walberg Brown String Quartet (NBC)  
 Walk of Life (WBIG)  
 Walker Family, The (IBS)  
 Walker-Over Cavaliers (WDAF)  
 Walkover Girl (WFLA)  
 Walks and Talks with Masters of Music (KQW)\*  
 Wallace Silversmiths (NBC)  
 Wallen Players, The (WDAS)  
 Walter B. Pitkin Interview (WINS)  
 Walter Dawley's Organ Melodies (WTIC)  
 Walter Kimble at the Console (WDBO)  
 Walter Logan's Musicale (WTAM)  
 Walter Winchell (NBC)  
 Walther League Forum (KFUO)  
 Walther League Messenger Pre-view (KFUO)  
 Walther League News Review (KFUO)  
 Waltz! (WLNH)  
 Waltz Album, The (WCAZ)  
 Waltz Awhile (WTJS)  
 Waltz Dreams (CBS)  
 Waltz Favorites (NBC)  
 Waltz in Springtime (KDYL)  
 Waltz in Swingtime (KMTR)  
 Waltz Interlude (KGO)  
 Waltz Is On, The (WGY)  
 Waltz Serenade (WTIC)  
 Waltz Time (KGO-KPO, WDGY, KABC, WPHR, KHSL, WFIL, WMFD, WISN, WHB, KFXJ, WEAN, KGVO, KLZ, WSAU, KOL)  
 Waltz Troubadours (WFAA)  
 Waltzers, The (WIL)  
 Waltzes from the Past (KRE)  
 Waltzes from Vienna (WRUF)  
 Waltzes of the World (CBS)  
 Waltzing Strings (WDBO)  
 Waltzing with Wayne (CKCL)  
 Wanderer, The (KIRO, WOW, KOIN, KFWB, WGBI, WVFW)  
 Wanderers, The (WBZ-A)  
 Wandering Around Little Old Broadway (NBC)  
 Wandering Bard, The (NBC)  
 Wandering Boy (CBS)  
 Wandering Cowboy (KVI)  
 Wandering Gypsy, The (WORL)  
 Wandering Melody Man (WHEB)  
 Wandering Microphone (KFNF)  
 Wandering Minstrel, The (WBAL, WWVA, WCCO, KGO-KPO)  
 Wandering Minstrel, The Windex (WCCO)  
 Wandering Troubador (KPND)  
 Wandering Troubadour (WBRB)  
 Wandering Vagabond, The (WELL)  
 Wandering Vagabonds, The (WXYZ)  
 Wanna Club (WSAZ)  
 Want a Job? (WSAU)  
 Want Ad Sketch (WWJ)  
 Want Ad Spotlight (IBS)  
 Wanta Write a Play? (KVOD)  
 Wanted—A Job (KDYL)  
 War Games Series (NBC)  
 War Propaganda Exposed (IBS)  
 Ward's Native Hawaiians (WTJS)  
 Ward's Popular Serenaders (WTJS)  
 Warning Signals (WMCA)\*  
 Washboard Band (KMPC)  
 Washington Letter (WJAG)  
 Washington Merry-go-round (WOR)\*  
 Washington Speaks (WOL)  
 Washington Speaks (Man on Street) (WOL)  
 Washington Woman's Radio Hour (KOL)  
 Waste of Time, The (WBRY)  
 Wastebasket, The (WJAS)  
 Watch the Clock (KTOK)  
 Watch the Fun Go By (CBS)



## PROGRAM TITLES—Continued

- Watch Tower Service, The (CKMO)  
 Watch Your Time (KLZ)  
 Watching the Clock (WHBB)  
 Watching the World (WMCA)\*  
 Waterfront Reporter (KGB)  
 Waterfront Wayside (WLW)  
 Watson Sewing Circle (WMBH)  
 Wattle, the Magnificent (WHN)  
 Watt's the Answer? (WMMN)  
 Waves of Melody (NBC)  
 Waves of Romance (NBC)  
 Way Back When (KGO-KPO, KVOR)  
 Way Down East (WBS)  
 Way Down Home (NBC)  
 Way of Living, A (WATR)  
 Way of Things (WHN)  
 Way Out West (KONO)  
 Way to a Man's Heart, The (NBC)  
 Wayfaring Men (WABC)\*  
 Ways with Webster (KAST)  
 Wayside Chapel (WMBD)  
 Wayside Cottage (CBS)  
 Wayside Inn (NBC)  
 Wayside Theatre, The (WWSW)  
 We Americans (CBS)  
 We and Our Government (WEVD)  
 We Are Four (WGN)  
 We Are in the Money (KFRO)  
 We Can Prove It (KMOX)  
 We Heard (KGAR)  
 We Like Mountain Music (WDOD)  
 We Live Again (WLW)  
 We Live to Learn (KTUL)  
 We Old-Timers (WWJ)  
 We Play 'Em, You Guess 'Em (WMBC)  
 We Present Another (WCKY)  
 We Salute You (KFVS)  
 We, the Kids, Derby (KTSA)  
 We, the People (NBC)  
 We, the Students (KAND)  
 We, the Women (KFAB)  
 We Three (KFEQ, WOWO-WGL)  
 Wealth of Harmony (CJOC)  
 Weather Eye, The (WINS)\*  
 Weather Man Speaks, The (KONO)  
 Weather Master, The (WTCN)  
 Weather Prophet, The (KSL)  
 Weatherman (WHB)  
 Weaver of Dreams (KFAC, KMPC, WTMJ)  
 Weaver of Tales (WHN)\*  
 Weavers of Melody (KOA)  
 Web of Dreams (KCKN)  
 Weber and Fields—Webster Program (NBC)  
 Wedding Anniversary Program (WDAF)  
 Wedding Bells (WHB)  
 Wedding Bells and Blessed Events (WSYR)  
 Wednesday Matinee, The (WPEN)  
 Wednesday Midnighter (WSM)  
 Wednesday Night at Ten (KGMB)  
 Week in Review, The (CKSO, WAPI, WBAL, WSAI, WKY)  
 Week in Reviews (KPDN)  
 Week in the Theatre, The (WQXR)  
 Weekend Dancing Party (KGB)  
 Week-End Frolics (WMCA)  
 Weekend News Review with Gabriel Heater (NBC)  
 Weekend News Reviews (UP)  
 Weekend Potpourri (WBBM)  
 Weekend Review, El Toro (NBC)  
 Weekend Revue (WBTM, WENR)  
 Week-End Serenade (KLZ)  
 Weekend Special (CBS)  
 Weekenders (CBS)  
 Weekly 4-H Club Review (KFDY)  
 Weekly News Digest, The Rhodes (WHO)  
 Weekly Newspaper for Boys and Girls, The (KFYR (KFYR))  
 Weekly Reviewing Stand (WBRY)  
 Weekly Song Sheet (CBM)  
 Weekly Sports Review (CFCY)  
 Week's News in Review, The (WBT)  
 Weibels Health Club (KCRK)  
 Weinie Schnitzel and His Pretzel Benders (CKNX)  
 Welcome Lewis (WABC)\*  
 Welcome, Neighbor (WSAU)  
 Welcome Singer, The (WORLD)  
 Welcome, Stranger (KAWN, WBT, WMBG, WMBD, WMT)  
 Welcome Sunday (WKRC)  
 Welcome to Anderson (WAIM)  
 Welcome to Tulsa (KTUL)  
 Welfare Reporter (WINS)  
 Well Babies and Children (CBS)  
 Well Dressed Woman (KGO-KPO)  
 Well Groomed Men (NBC)  
 Wells of Music (KOA)  
 Wenda Ware (WPHR)  
 Wendall Hall, the Red-Headed Music Maker (NBC)  
 We're Glad You're Here! (WSPA)  
 Werewolf (WMCA)  
 Wesley Pruden's Little Country Church (KGHI)  
 West String Ensemble (KOIL)  
 West Virginia Mountain Boy (WHJB)  
 Westchester Remembers When (WFAS)  
 Western Agriculture (KGO-KPO)  
 Western Artist Series (KGO-KPO)  
 Western Drifters (KWBG)  
 Western Education Forum (KGO)  
 Western Farm and Home Hour (KGO-KPO)  
 Western Frontiers (KRE)  
 Western Music (KHSL)  
 Western Ramblers (WGRC)  
 WESTERN Round-Up (WEST)  
 Western Singers (WGR)  
 Western Wizards (WSPA)  
 Western You (WORLD)  
 Westernaires, The (KOA)  
 Westerner, The (KUNO)  
 Westerners, The (KMBC)  
 Westinghouse Salute (NBC)  
 Westward Ho! (KFOR, KLO, KFAC)  
 We've a Date for... (CFRN)  
 We've Got Your Number (WHBC)  
 What Are You Reading? (WELI)  
 What Can You Do? (WSAL)  
 What Congress Did Today (CBS)  
 What Do You Know? (WIRE)  
 What Do You Think? (WOAL, WGAR, WABI, KFEQ, WMFJ, WBBM)  
 What Do You Want to Know? (NBC)  
 What Does Your Hand Say? (KHJ)  
 What Every Woman Wants to Know (WSB)  
 What Happened at the State House Today (WHDH)\*  
 What Happened Where and When with William Ware (WCAU)  
 What I Am Trying to Do (CBS)

PROGRAM TITLES—Continued

- What I Would Do with the World (NBC)  
 What Is This Thing Called Love? (WFBL)  
 What Is Truth? (WSPA)  
 What Lane County Thinks (KORE)  
 What Next? (WGAR, WSAI)  
 What? No Santa Claus (WICC)  
 What Price Government (WWSW)  
 What Price Loyalty (CKOC)  
 What Radio Needs (WNEW)  
 What the Books Say (WDAF)  
 What the Credit Men Say (WGRC)  
 What the Sponsor Thinks (KFSS)  
 What the Stars Are Wearing This Week (WMCA)  
 What They Think (NBC)\*  
 What to Do Tonight (CJRM)  
 What Was That You Said? (WATR)  
 What Would You Do? (MacG, WCAU, WCFI)  
 What Would You Say? (KFUO, WRC, KXBY)  
 What You Should Know (KASA)  
 What's Happening in Southern Oklahoma (KVSO)  
 What's in a Name? (MWB)  
 What's in the H (air) (WGRC)  
 What's in the Paper (KTUL)  
 What's in Your Name? (CBS)  
 What's New? (WEEL, CKCL, WSAU, KGO-KPO, WJAY, KVI)  
 What's New in Fort Smith—Judy Jene (KFPW)  
 What's New in Milwaukee (WTMJ)  
 What's New in Music (KFRO)  
 What's New in Radio (NBC)  
 What's New in Science (WPHR)  
 What's New in the World (KSAC)  
 What's New in the World News (KELD)  
 What's New Today (WFAA)  
 What's Next? (CJIC)  
 What's on the Air (WTJS)  
 What's on the Air Tonight? (WRVA)  
 What's on Your Mind? (WJSV)  
 What's That? (KELD)  
 What's the Answer? (WMMN, WGAR)  
 What's the Big Idea? (WLW)  
 What's the Name of That Song? (KBST, WDNC, WFAA, CJRC)  
 What's the Name of the Song? (WDNC)  
 What's the News? (WENR)\*  
 What's the Odds? (WBIG)  
 What's What in Feminine Circles (KSL)  
 What's Wrong with You? (KGMB)  
 What's Your Hobby? (KDYL)  
 What's Your Name? (WSAZ)  
 What's Your Number? (WELI)  
 What's Your Opinion? (CJCS)  
 Wheat Capital Sidelights (KCRC)  
 Wheatonville (NBC)  
 Wheatworth Program (NBC)  
 Wheel of Chance (CKLW)  
 Wheeler Family (CHAB)  
 Wheels of Justice (WBNX)  
 When Day Is Done (KMOX, WGY, WHB, WSYR)  
 When Horses Meet (CBS)  
 When I Grow Up (WMTV)  
 When Justice Dreams (WHN)  
 When Lights Are Low (WAPI)  
 When NBC Goes on a Jam-boree (KGU)  
 When Song Is Sweet (CFCF)  
 When There's a Moon (WHN)  
 When Twilight Comes (WJR)  
 Whence Came the Red Man? (KMBC)  
 Where My Caravan Has Rested (WWSW)  
 Where Old Friends Meet (KGO-KPO)  
 Where Strangers Meet (KFEQ)  
 Where the Fun Begins (KTAT)  
 Where to Go (KLZ)  
 Where to Go and What to Do (WMBD)  
 Where to Go This Week (WVVA)  
 Where to Go to Church (WVVA)  
 Where to Go Tonight (KSD, KMAC, WELL)  
 Whiddon's Choristers (WJAX)  
 While the City Sleeps (NBC)  
 While the Horses Rest (WROK)  
 While the Kettle Boils (WAAT)  
 Whims (KGO-KPO)  
 Whipple Barracks Request Program (KCRJ)  
 Whirl Around Town, The (WCAU)  
 Whirl Around the Town—with Powers Gouraud (WCAU)  
 Whirl of the Waltz, The (CJRC)  
 Whirligig (NBC)  
 Whirly Gigs, The (KYA)  
 Whispering Guitars (WKOK)  
 Whispering Jack Smith (NBC)  
 Whispering Pianist, The (WOAI)  
 Whispering Reeds (KFUO)  
 Whispering Song Stylist—Ida Belle Earp (WBTM)  
 Whispering Strings (WDRC, MacG)  
 Whispers in the Dark (CJRC)  
 Whistler and His Dog (WDOD)  
 Whistling Joe (WCHV)  
 Whistling Salesman, The (KGNC)  
 Whistling Tenor (KHQ)  
 Whistling with Painter (WBRB)  
 White Eagle (KLO)  
 White Eagle Braves (WDAF)  
 White Fires (KNX)  
 White Heat (KXBY)  
 White Mountaineers (WHEB)  
 White Rolls Music Box (WRVA)  
 White Spot Wranglers (KORE)  
 Whiteman's Pontiac Chieftains (NBC)  
 Whiteman's Protoges (WHB)  
 Whither Britain (CBS)  
 Whither Music (NBC)  
 Whitie and Rye (WJAS)  
 Whitney Ensemble (NBC)  
 Whittall Stradivarius Series (NBC)  
 Who? (KFWB)\*  
 Who Am I? (KGVO, KGO-KPO, KFJZ)  
 Who and What in Radio (CJIC)  
 Who Cares Hour (KOL, KGU)  
 Who's Behind the Name, by Edwin Alger (NBC)  
 Who's News Today (WAPI, WGAR)  
 Who's There (WKZO)  
 Who's Who (WSAY)  
 Who's Who and What's What in Radio (WDAY)

PROGRAM TITLES—Continued

- Who's Who in Kansas City (KMBC)  
 Who's Who in Queens (WWRL)  
 Who's Who in Racing (WCKY)\*  
 Who's Who in Radio (WRR)  
 Who's Who in Sports (WCKY)  
 Who's Who in the News (CBS)  
 Who's Who in the Zoo (KTAT)  
 Who's Who in Your Family (WBLK)  
 Who's Zoo in Africa (NBC)  
 Whoa Bill Club (KFAC)  
 Whoa Pincus (KMOX)  
 Whole Town's Talking, The (WBS)  
 Whole Truth, The (KSAL)  
 Whoopee, Les Malloy's (KGGC)  
 Whoopers (WEBC)  
 Whoops Sisters, The (CBS)  
 WHOot Owls (WHO)  
 Whopper Club, The (WHBF)  
 Why Crime Does Not Pay (WMBR)  
 Widow and Angel (WJZ)\*  
 Widow's Sons, The (NBC)  
 Wife vs. Secretary (WBS)  
 Wife Saver—Alan Prescott (NBC)  
 Wig Wagging with Ralph Wagner (WOW)  
 Wilbur and Ezra (WLS)\*  
 Wilbur Coon Players (NBC)  
 Wild Life Series (NBC)  
 Wild West Revue (KSFO)  
 Wilderness Road (WGRC)  
 Wilderness Stone (NBC)  
 Will-o-the-Wisp (WOWO-WGL)  
 Will Rushing, Builder of Harmony (WBRC)  
 Will Warren Mystery Dramas (WGY)\*  
 Will You Live Again? (KROY)  
 William H. McMasters Talks It Over (WORL)  
 William Primrose—Viola Virtuoso (NBC)  
 Williams Oil-O-Matics (NBC)  
 Willowdale Quartet (WKY)  
 Wimbrow Presents (WXYZ)  
 Win or Lose (WADC, WBNS)  
 Wind Up Your Gramophone (CHAB)  
 Window Shopper (WMBD, KFIO)  
 Window Shoppers, The (KBIX, KMOX)  
 Window Shopping (KFOX, WCCO)  
 Window Shopping with the Sunshine Girl (WOPI)  
 Wine and the Perfect Host (WTCN)  
 Wings of Fortune (WMIN)  
 Wings of the Dragoon (RRI)  
 Wings Over America (KGB)  
 Wings Over Jordan (WGAR)  
 Winnie-the-Pooh (NBC)  
 Winning the West (KGO-KPO)  
 Winter Serenade (WSGN)  
 Winter Wonderland (WINS, WMBH)  
 Winthrop College Program (WBT)  
 Wisconsin College of the Air (WHA)  
 Wisconsin Legislative Series (WHA)  
 Wisconsin Political Forum (WHA)  
 Wisconsin School of the Air (WHA)  
 Wisconsin Taxpayers' Alliance (KFIZ)  
 Wisconsin Territorial Days (WHA)  
 Wisdom and Song (CKMO)  
 Wisdom of the Ages (NBC)  
 Wise Crackers (WBS)  
 Wise Man, The (NBC)  
 Wishing Hour, The (WRVA)  
 Wishing Ring (WXYZ)\*  
 Wishing Well, The (WRVA)  
 Witch Woman, Kykunkor (NBC)  
 Witches and Goblins (WFAA)  
 Witching Hour (KGO-KPO, WKRC, KXBY, WBS, WIBM, CBM, KLZ)  
 Witch's Tale, The (WOR)  
 Witch's Tales (KHJ)  
 With a Senator's Wife in Washington (NBC)  
 With Canada's Mounted (NBC)  
 With Local Poets (WHBF)  
 With My Guitar and You (CKBI)  
 With Other People's Money (WBBM)  
 With Our Public (WWSW)  
 With the Astronomer (WATR)  
 With the Classics (WBBM)  
 With the Great Masters (CHRC)  
 With the Masters (CJCA, WHP, WHLB)  
 With the Muses (WBAX)  
 With the Poets (WCBM, WDAF)  
 With the Shut-ins (WBZ-A)  
 With Them It's Different (KIRO)  
 With Your County Agent (KDLR, KGEZ)  
 Within the Pages (KTBS)  
 Without a Name (WDRC)  
 Without Further Comment (CHWK)  
 Wizard of Oz (NBC)  
 Wolf Point Herald of the Air (KGCX)  
 Woman in the Store (KMBC)  
 Woman in White, The (WMAQ)\*  
 Woman Looks at the News, A (KGU, KYW)  
 Woman of Tomorrow, The (NBC)  
 Woman of Tomorrow—Presented by Elizabeth Hart (WORL)  
 Woman on the Train, The (WDZ)  
 Woman Reporter, The (KYW)  
 Woman Speaks, The (WEEL, WPRO, WTIC)  
 Woman Views the News, A (WKRC)  
 Woman's Calendar (WCCO)  
 Woman's Club (WJAG)  
 Woman's Forum (WBRB)  
 Woman's Home Companion Shopper (WEEL)  
 Woman's Hour (KFUO, KGDE, CHSJ)  
 Woman's Hour, with Mary Landis (WBAL)  
 Woman's Magazine of the Air (WPTF)  
 Woman's Matinee (WWNC)  
 Woman's Outlook (WMIN)  
 Woman's Page (CKLW, KVI)  
 Woman's Page—Ruth Paige (WGR)  
 Woman's Page of the Air (WDAS, KGLO, KSFO)  
 Woman's Place (CBS)  
 Woman's Quarter Hour (WCHV)  
 Woman's Radio Bazaar (WTIC)  
 Woman's Radio Hour, The (CHNS)  
 Woman's Radio Review (NBC)  
 Woman's Radio Roundtable (KTAT)  
 Woman's Side of the News, A (WTMV, WJSV)  
 Woman's Tiffin Hour (KDYL)  
 Woman's Viewpoint, A (KGVO)  
 Woman's Viewpoint of the News (KTAT)  
 Woman's Way, The (WLAW)  
 Woman's World (CBO, WWNC, KPQ)

## PROGRAM TITLES—Continued

- Woman's World Review (WQXR)  
 Women and News (NBC)  
 Women at Home Hour (CFCY)  
 Women in the Headlines (KDYL, WBBM)  
 Women in the News (KSL, KTUL, WMBC, WSAU, WHN, WXZY, KDFN, KOIL, UP, WDAY, WHO, WIBX)  
 Women in Today's News (KPMC)  
 Women in Washington (WMCA)  
 Women Make News (WBT)  
 Women of Central Illinois (WMBD)  
 Women of the Hour (WROK)  
 Women of the New Age (WFOY)  
 Women of the World (KHJ, WTAD)  
 Women of Today (WMBD)  
 Women Only (KYA, WHAM, WDAY)  
 Women to Women Hour (NBC)  
 Women's Aviation Hour (CBS)  
 Women's Club Forum (WGAR)  
 Women's Club of the Air (WMBO, WCAE)  
 Women's Club Reporter (KLO)  
 Women's Column of the Air (WEW)  
 Women's Corner, The (KTKC)  
 Women's Federated Club Program (WOI)  
 Women's Hour, The (CHNC, WHN, CKPR)  
 Women's Magazine of the Air (KGO-KPO)  
 Women's News Parade (KHJ)  
 Women's News Review (UP, WBY, WJAX)  
 Women's Newspaper of the Air (WFBL)\*  
 Women's Page (CBS)  
 Women's Press Association, The New England (WORL)  
 Women's Radio Bazaar, The (WTIC) (WTIC)  
 Women's Radio Edition (KFRU)  
 Women's Varieties (WTAD)  
 Women's Variety Revue (WKZO)  
 Women's World (KSOO)  
 Wonder Children, The (WLTH)  
 Wonder Dog, The (NBC)  
 Wonder Kitchen, The (WSAI) (WSAI)
- Wonder Waltz (KWTN)  
 Wonder-Waltz Program (KWTN)  
 Wonderful Women of the World (KMPC)  
 Wonderland of Music (WELI)  
 Wonders of Nature (KFUO)  
 Wonders of the Earth (KGO-KPO)  
 Wonders of the Heavens (WBBM)  
 Wonders of the Sky (KGO-KPO)  
 Woodland Echoes (CJCA)  
 Woodsman, The (KGO-KPO)  
 Woody and Lefty Lou (KFVD)  
 Word a Day (WJAG)  
 Word and Song (KFUO)  
 Word Bout, The (KGVO)  
 Word Clinic (KTAR)  
 Word for Rhythm (KSFO)  
 Word King, The (WOW)  
 Word Man, The (CKWX, WFBR, KDYL, KSL, WFAS)  
 Word of Truth, The (WCBD)  
 Word to the Wives, A (KFOX, IBS)  
 Wordology (WMBR)  
 Words About Words (KHSL)  
 Words and Music (CKX, WAYZ, WSAU, WSVA, KFPY, WCAU, WTBO, WSBT, WFAM)  
 Words and Music for Women (KTUL)  
 Words of Life (WBIG)  
 Work of Great Composers (NBC)  
 Work Pays America (WMBC)  
 Workers' Changing World, The (WHA)  
 Works of the Masters (WFTC)  
 Workshop (CBS)  
 World Adventures with Floyd Gibbons (NBC)  
 World Affairs (KHJ)  
 World Affairs Forum (WIP)  
 World at Large, The (WFLA)  
 World at Work—The World at Play, The (CFCF)  
 World at Work and World at Play (CKCO)  
 World Book Man (WOPI)  
 World Bookman, The (KGEZ)  
 World Business Clinic (NBC)  
 World Dances (WBS, WSUN)  
 World Entertains (WBS)
- World Events in Review (WRR)  
 World Goes By, The (KGW)  
 World Headlines (WGAR)  
 World in Music, The (NBC)  
 World in Review, The (KONO, WINS, WATR)  
 World International Program (WINS)  
 World Is Yours, The (FTRD)  
 World Matinee (CKWX)  
 World News, The (WGRC) (WGRC)  
 World News About Women (NBC)  
 World News Parade (KSOO)  
 World of Fashion (WHB)  
 World of Missions (WMCA)  
 World of Science (NBC)  
 World of Sport (WBIL)  
 World Radio Congregation (WOW)  
 World Spotlight (WDZ)  
 World Through a Windshield, The (NBC)  
 World Today (WOW, WJAY, WHK, KGDM)  
 World Varieties (WBS)  
 World-Wide Facts (KSLM)  
 World's Business (CBS)  
 World's Going On, The (NBC)  
 World's Great Music, The (WTHT)  
 World's Greatest Artists (WOI)  
 World's Largest Chorus (KMBC)  
 Worry Clinic (CBS)  
 Would You Believe It (KYA)  
 Wozzeck (NBC)  
 Wrangling with Words (WWNC)  
 Wrestling Interview (CJOR, KGHI)  
 Wrightville Clarion, The (WTIC)  
 Write Your Name on the Air (WIOD)  
 Writers and Readers (KVOO)  
 Wyoming Ranch Life (NBC)  
 Wythe Williams' Foreign News Forum (WMCA)

### X

- X Bar Ranch (KFJZ)  
 Xmas Shopper, Ann Sterling, The (WDZ)  
 Xmas Shopping Lady (WHB)  
 Xylophone Capers (CFCN)  
 Xylophonics (KRGV)

PROGRAM TITLES—Continued

**Y**

- YMCA Boys' Hobbies Talks (CBS)  
 YMCA Devotional Hour (WINS)  
 YMCA Open House (WHIO)  
 Ya Gotta Get Up (WCFL)  
 Yacht Club, The (WBRC)  
 Yankee Minute Men (WNAC)  
 Yankee Philharmonic Chorus (WNAC)  
 Yankee Singers (WNAC)  
 Yankee Singing Strings (WNAC)  
 Yankee Yarns (WNAC)\*  
 Yarn Spinner (KFOR)\*  
 Yarnspinner (WOL)  
 Yawn Patrol (WMBD, WNLC)  
 Yawns and Stretches (CFAC)  
 Ye Merry Minstrels of Olde (WWJ)  
 Ye Old Song Shoppe (KIUL)  
 Ye Old Town Crier (WBNY)  
 Ye Olde English Tea Shoppe (WBZ-A)  
 Ye Olde Music Room (WRVA)  
 Ye Olde Nitte Witte (WHBQ)  
 Ye Olde Time Music (WOAI)  
 Year Ago Today, A (KOY)  
 Year Gone By, A (WGY)  
 Yellow Blank Salute (WHAS)  
 Yellow Cab Welcome (WNBR)  
 Yellow Fang, The (WTAD)  
 Yellow Jackets (WAAT)  
 Yes and No (WGRC)  
 Yes or No (WIRE)  
 Yesterday and Today (WHIO)  
 Yesterday Meets Today (KGB)  
 Yesterday-Today (KNX)  
 Yesterday's Favorites (KRE)  
 Yesterday's Front Page (WDAF)  
 Yesterday's Games (WTCN)  
 Yesterday's Headlines (WHAM)  
 Yesterday's Hit Parade (CHAB, KDYL)  
 Yesterday's Hit Tunes (KLO)  
 Yesterday's Music (KGO-KPO)  
 Yesterday's Songs Today (WVFW)  
 Yesterthoughts (WHAM)\*  
 Yesteryear's Big Time (KONO)  
 Yiddish Bais-Din Hasholom (WBBC)  
 Yodelers, The Dixie (WFTC)  
 Yodelers, The Overall (WFTC)  
 Yodeling Cowboy (KHQ, WORL)  
 Yodeling Cowgirl—Georgia May (WORL)  
 Yodeling Sweetheart, The (WJBL)  
 Yodeling Trail Rider—Tex Cochrane (CFCY)  
 Yogi Yorgesson (RRI)  
 You and Your City (NBC)  
 You and Your County Government (KGIR)  
 You and Your Child (WBAA)  
 You and Your Garden (WSPR)  
 You and Your Government (KGO-KPO)  
 You and Your Happiness (CBS)  
 You and Your Lawyer (WAAT)  
 You and Your Money (KGNC)  
 You and Your Radio (WFBR)  
 You and Your State Government (KGIR)  
 You Asked for It (KTSM)  
 You Be the Judge (NCBC)  
 You Can Have Music (WWSW)  
 You Can't Stump Clarence (WBT)  
 You Don't Say (WMCA)  
 You Guess the Tunes (WCOP)  
 You, I, and the Other Fellow (KROC)  
 You Name It! (KARK, KGHF, KLO, KGO-KPO)  
 You Name It Party (WFAS)  
 You Name the Tune (WOWO-WGL)  
 You Shall Have Music (WACO)  
 You Shall Have Rhythm (WACO)  
 You Tell Me (KGFV)  
 You'll Want to Dance (KALE)  
 You're in the Money (KTUL)  
 You're Next (WMAL)  
 You're Singing, Neighbor (KMOX)  
 You're Telling Me! (CJCA, WMIN)  
 You're Welcome (WBIG)  
 You've Got Something There (WBEN)  
 You've Never Kept a Budget! (WATR)  
 Your Adventure with Floyd Gibbons (CBS)  
 Your Album and Mine (KWBG)  
 Your Announcer Presents (WMMN)  
 Your Baby (WABI)  
 Your Bible and You (WMCA)  
 Your Birthday Party (WSAZ)  
 Your Boy's Future (KGO-KPO)  
 Your Branch Library (WJAY)  
 Your Brother's Safety Club (KOMA)  
 Your Building Dollar (WRJN)  
 Your Child (NBC)  
 Your Children and Mine (KDAL)  
 Your Church and Mine (WAGM)  
 Your City and Mine (KSL)  
 Your City Government (WPHR)  
 Your Civic Affairs (WHDL)  
 Your Coffee Maker (WGY)  
 Your Community (WEBR)  
 Your Confidential Counselor (WMCA)  
 Your Congressman Says (KFOR)  
 Your Constitution (WBT)  
 Your Dance Parade (KFRO)  
 Your Dance Time (WACO)  
 Your Danceland Ballroom (WELI)  
 Your Devotional Hour (WACO)  
 Your Diet (CBS)  
 Your Dinner Table (WSAU)  
 Your Dog and Mine (KTSA)

PROGRAM TITLES--Continued

Your Electric Servant (KRBC)  
 Your English (WFBR)  
 Your Eyes (NBC)  
 Your Family Counselor (WQAM)  
 Your Favorite Songstress (KOB)  
 Your Favorites (WAML)  
 Your Fellow Man's Opinion (KHJ)\*  
 Your Foods and You (CBS)  
 Your Friend (WDNC)  
 Your Friend and Mine (KPLT)  
 Your Friend, the Philosopher (WCOP)  
 Your Friendly Advisor (KFUO)  
 Your Friendly Counselor (KHJ)  
 Your Friends, Two Pianos (CKCH)  
 Your Garden (WHEB)  
 Your Garden and Mine (KYW)  
 Your Garden of Memories (WHEB)  
 Your Girl Friend at the Movies (WMCA)  
 Your Good Health (WBAL, WINS)  
 Your Good Neighbor (KGU)  
 Your Government at Your Service (KGO-KPO)  
 Your Government Speaks (CJRM)  
 Your Guide (WGAR)  
 Your Handwriting Is You (WFAS)  
 Your Health (WHA, WISN, WFAS, WSGN)  
 Your Health Advisor (WCOP)  
 Your Hollywood Reporter (KROC)  
 Your Hollywood Parade (NBC)  
 Your Home (WHBF, WBS)  
 Your Home and Mine (KYOS, WEAU, WEBC)  
 Your Home and You (WSAR)  
 Your Home Beautiful (WHO)  
 Your Home Program (WQDM)  
 Your Horoscope (WSAZ)  
 Your Host Is Buffalo (WBEN)  
 Your Hostess (CBS)  
 Your Hut (KDFN)  
 Your Hymns & Mine (CHNS, RRI)  
 Your Ideal Race (WQAM)  
 Your Invention (WMCA)  
 Your Inventions (WHN)  
 Your Invisible Host (WBNX)  
 Your Job (WIP)  
 Your Job and Mine (WDWS)

Your Kitchen Reporter (WCAX)  
 Your Land and My Land (WIBG)  
 Your Legislators (WFBL)  
 Your Library (WATR)  
 Your Los Angeles (KFWB)  
 Your Lover (WBS)  
 Your Lucky Number (WSAR)  
 Your Market Basket (WWVA)  
 Your Matinee (WKRC)  
 Your Melody Hostess (WDEV)  
 Your Melody Man (KQV)  
 Your Money Talks (WJJD)  
 Your Morning Air Mail (WFBR)  
 Your Morning Bulletin Board (WTJS)  
 Your Morning Minstrel (WTIC)  
 Your Morning Paper (WHDL)  
 Your Morning Reporter (WBBM)  
 Your Morning Show (KONO)  
 Your Mother and Mine (KOIN)\*  
 Your Music (WMC)  
 Your Musical Doctor (WCAX)  
 Your Name (WCOP)  
 Your Neck o' the Woods (CBS)  
 Your Negro Neighbors (KLZ)  
 Your Neighborhood Choir (KTAT)  
 Your Neighborhood Reporter (KCKN)  
 Your Neighbors (KGNC, WJAY)  
 Your News Courier (WBIG)  
 Your Next Door Neighbor (WAIM, KBIX)  
 Your Next Door Neighbors (WIS)  
 Your O G & E Program (WKY)  
 Your Old New Yorker (WQXR)  
 Your Organization (WBBC)  
 Your Parlor Playhouse (WGN)\*  
 Your Personal Shopper (KBIX, WQAM, KLZ)  
 Your Poetry and Mine (WIP, FTRD)  
 Your Problem and Mine (KXBY)  
 Your Problems and Mine (WAAT)  
 Your Program (KGO-KPO, KVOR)  
 Your Pronouncer (KFWB)  
 Your Public Schools (WCAO)  
 Your Radio (WSOC)  
 Your Radio Dial (WFBC)  
 Your Radio Pastor (KRE)

Your Radio Reporter (WHAM)  
 Your Radio Review (KGW-KEX)  
 Your Radio Sportsgraph (KERN)  
 Your Request Program (WHDL)  
 Your Romance (KMTR)  
 Your Safety Friend (WACO)  
 Your Say-So (KWTO)  
 Your School Parade (WSVA)  
 Your Showtime Topics (WTJS)  
 Your Silent Partner (WAPI)  
 Your Six Servants (WNOX)  
 Your Social Calendar (CFCN)  
 Your Social Secretary (WTMJ)  
 Your Song for the Day (KROC)  
 Your Song Stylist (KDBO)  
 Your Songs (CHNS)  
 Your Songs and Mine (KFJB)  
 Your Sports Review (WWNC)  
 Your Star Reporter (WFMJ)  
 Your State Library (KOL)  
 Your Stroller on the Street of Dreams (WTJS)  
 Your Sunday Serenade (WKY)  
 Your Swing Session (WCAX)  
 Your Telephone Reporter (WRVA)  
 Your Timekeeper (WRC)  
 Your Town (WGAR)  
 Your True Adventures (CBS)  
 Your Unseen Friend (CBS)  
 Your Voice (WCOP)  
 Your Wisconsin (WHA)  
 Your Witness (KNX)  
 Your World and Mine (KMPC)  
 Yours for the Asking (KYOS)  
 Yours Fraternaly (WBBC)  
 Yours Sincerely (KNX)  
 Yours Truly, Mr. Dooley (WOW, WHB)  
 Young America (WCAU, WJW)  
 Young America Sings (WQXR)  
 Young Americans on the Air (WBT)\*  
 Young Artists' Club (WHK)  
 Young Artists' Light Opera Series (NBC)  
 Young Artists' Series (WDGY)  
 Young Artists' Trio (NBC)  
 Young Cincinnatus at School (WSAI)

## PROGRAM TITLES—Continued

Young Folks Program (WDRC)	Young People's Program (KFUO)	Youth Forum (WBRB)
Young Forty-Niners (WENR)*	Young Rochester (WSAY)	Youth Hour (WRDW)
Young Hickory (NBC)	Young Stars of Tomorrow (WCHS)	Youth Looks Ahead (WHA)
Young Ideas (WCLE, WDGY)	Young Thespians, The (WDAF)	Youth in the Modern World (KLZ)
Young Man's Fancy, A (CBL)	Young Washington (WOL)	Youth Intervenes (CRCY)
Young Men's Section (CJRC)	Young Widder Jones (WBS)	Youth of the World (NBC)
Young Mother, The (CBS)	Youngbloods of Beaver Bend (CKY)	Youth on Wings of Song, Rochester (WHAM)
Young New Yorkers, The (NBC)	Younger Generation (WLTH)	Youth Parade (WGY)*
Young People's Church of the Air (WMCA)	Youngster Speaks, The (WFAS)	Youth 'Round the World (WCFL)
Young People's Concert (WQXR)	Youngsters, The (WFAA)	Youth Sketches (KFUO)
Young People's Conference (WMCA)	Youth and Crime (WMCA)	Youth Speaks (WJR)
Young People's Hour (CKTB)	Youth and Experience (WTAM)	Youths' Opportunity Pro- gram (WEAN)
	Youth Bible Forum (WKBO)	Youth's Round Table of Current Events (KTFI)
	Youth Court of Character (WBRY)	Youth's Science Parade (WBNS)
		Yvonne and the Off Beats (WBNS)

# Z

Zac and Zeb (KROC)	Zeke Manners' Gang (WMCA)	Zig and Zag (KOL)
Zada—Pet's Brown Mule (WOPI)	Zeke Smart (WJAY)	Zion Four (KRBC)
Zampecini Concerta (WDEV)	Zeke's Gazette (WJAY)	Zionist Program (WINS)
Zarephath Bible Seminary Chorus (WAWZ)	Zephyrs (CBS)	Zip and Old Timer (KTUL)
Zeb Turner's Mountain Men (WJIM)	Zero Hour, The (IBS, WPG)	Zip Bentley's Zippers (WDRC)
Zeke and Zeb (WJRD)	Ziegfeld Follies of the Air (CBS)*	Zither Tunes (WJAX)
		Zollie Gand (KSLM)

# V

## 125 MOST-USED KEY TITLE WORDS

*In the program titles culled prior to May, 1937, one hundred twenty-five words are used more frequently than any others. (It has not been possible to count titles subsequent to May, 1937, into this breakdown, because the new list was in a state of flux until press time, receiving continual additions and revisions.)*

*Of the 125 words, 19 tower above their companions. In order of importance they are:*

- |           |                   |            |             |
|-----------|-------------------|------------|-------------|
| 1. Music. | 5. Melody.        | 10. Three. | 12. Voice.  |
| 2. Old.   | 6. You (or your). | Uncle.     | Singing.    |
| 3. Radio. | 7. Rhythm.        | 11. News.  | 13. Sunday. |
| 4. Songs. | 8. Home.          | Happy.     | 14. Little. |
|           | 9. Morning.       | Sports.    | 15. Piano.  |

*Words, in order to classify for this list, were counted only if they were "key" words—i. e., if they started the title, or were the most prominent word in it:*

<p><b>A</b></p> <p>Adventure. Amateur. American.</p> <p><b>B</b></p> <p>Big. Blue.</p> <p><b>C</b></p> <p>Child (children). Concert. Court.</p> <p><b>D</b></p> <p>Dance (dancing, etc.). Dinner. Dixie. Doc (doctor). Down. Drama (dramatic, etc.). Dream (dreamer, etc.).</p> <p><b>E</b></p> <p>Early. Echoes. Evening. Every (everyday, etc.).</p> <p><b>F</b></p> <p>Family. Famous. Farm (farmer, etc.). Fire (fireside, etc.). Five. For. Four. Friend (friendly, etc.).</p> <p><b>G</b></p> <p>Girl. Gold. Great. Gypsy.</p> <p><b>H</b></p> <p>Happy (happiness, etc.). Harmony. Hawaiian. Headlines. High (highway, etc.). Hill (hillbilly, etc.). Hit. Hollywood.</p>	<p>Home. Hour. House (housewife, etc.).</p> <p><b>I</b></p> <p>In.</p> <p><b>J</b></p> <p>Junior. Just.</p> <p><b>K</b></p> <p>Kids.</p> <p><b>L</b></p> <p>Lady. Let's. Little. Lone (lonesome, etc.). Love (lovely, etc.).</p> <p><b>M</b></p> <p>Magic (magical, etc.). Man. Master. Melody. Memory. Merry. Midnight. Mr. (or Mrs.). Modern. Mood. Moon (moonlight, etc.). Morning. Movie. Musical. Mystery (mysterious, etc.).</p> <p><b>N</b></p> <p>National. New. News. Night. Noon (noontime, etc.).</p> <p><b>O</b></p> <p>Old. One. On. Organ. Our.</p> <p><b>P</b></p> <p>Parade. Piano. Poet (poetry).</p>	<p><b>R</b></p> <p>Radio. Reading. Red. Rhythm. Road (roadway, etc.). Romance.</p> <p><b>S</b></p> <p>Safety. Saturday. Shopping. Silver. Singing. Songs. South (southland, etc.). Sports (sportsman, etc.). Star (stardust, etc.). Story. Strings. Sunday. Sunrise. Sunset. Sunshine. Sweetheart. Swing (swinging, etc.). Symphony (symphonic, etc.)</p> <p><b>T</b></p> <p>Tales. Tea. Theatre. Three. Today. Top. Travel. True (truthful, etc.). Tune (tuneful, etc.). Twilight. Two.</p> <p><b>U</b></p> <p>Uncle.</p> <p><b>V</b></p> <p>Variety. Voice.</p> <p><b>W</b></p> <p>What (what's). Who (who's). Women. World.</p> <p><b>Y</b></p> <p>You (your). Young (youth).</p>
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# LAW

## RADIO ARTISTS AND SOCIAL SECURITY TAXES

By ISAAC WATLINGTON DIGGES

Of the New York and Virginia Bars

*Editor's note: Significantly no clear-cut explanation or solution of the Social Security tax problem, as it affects radio artists, has heretofore been put in the hands of the people who must deal with the matter. There has been many a hejira to Washington, many a legal consultation, and many a plea for clarification; but the problem is such that its ramifications conjure up a host of specters not pleasant to deal with. And so the situation has largely remained what it started out to be—a problem.*

*In the ensuing article, Isaac Watlington Digges has assembled more than a year's research into compact form. So far as is known, this is the first complete digest of the radio artists social security situation.*

*As was repeatedly stated in Vol. I of the VARIETY RADIO DIRECTORY, articles dealing with law in these pages cannot presume to equip the reader with enough legal formulæ to step into court and defend himself. What they can do, however, is disclose certain broad concepts, in lay form, as tools in a field in which all members of the broadcasting industry are concerned.*

ISAAC WATLINGTON DIGGES is a member of the New York and Virginia Bars, head of his own law firm, and author of "The Law in Regard to Defamation, Lotteries, and 'Property Rights in News'" (VARIETY RADIO DIRECTORY, Vol. I). During the past year he has made a special study of social security tax legislation for his clients, most of whom are intimately concerned in the matter, one way or another.

### I

#### The Problem

Taxes are uninteresting but important. Social security taxes are particularly uninteresting but of great importance. The application of social security taxes to the structure of advertising may mildly be described as a *tour de force*, the most nerve-wracking aspect of which is determining the question as to who is obligated to pay the tax on radio artists performing on sponsored programs. That question is an eminently practical one, which cannot be treated with academic aloofness. Provided the artist is an employee and not an independent contractor, some one *must* pay the tax; some one *must* collect the employee's share thereof.

Any approach to a solution necessarily involves four groups: program directors\*, broadcasting instrumentalities, advertising agents, and advertisers (both local and national). Each of the groups affected, most naturally, is anxious to know where responsibility for the tax lies, and it is not surprising that confusion a-plenty is the disorder of the day.

The purpose of this article is an attempt to set forth the governing criteria as distinguished from the fictional concepts. This is important for reasons that go

\* Note: As used in this article, the term "program director" means the person who exercises immediate control over the personnel and performance of a broadcast, whether he be performing star, band or choir leader, etc., or a professional hired producer who puts the entertainment together. It is not intended to mean the person in an advertising agency who is in charge of a radio program which the agency handles.

## ARTISTS' SOCIAL SECURITY TAXES—Continued

beyond the mere incidence of taxes under social security legislation. Two such reasons are paramount:

(1) If A pays a tax which is the proper responsibility of B, B cannot excuse himself by pleading A's payment. B, in that case, will in all likelihood be advised by the tax collector that over-payment by A does not inure to B's benefit in regard to his obligation under the law.

(2) Determination of who is the employer in a given situation, resolves the question of liability for the salaries of the various persons connected with the production of a broadcast, and liability for libel, literary piracy, violation of the right of privacy, and other liabilities arising out of the broadcast and the relationships of the various parties connected therewith.

## II

### Application of the Statute

As the tax base is the employer-employee relationship, the basic test to be applied in determining the incidence of the tax is whether the performing artist is an independent contractor or an employee; and if the latter, which of the persons falling within one of the four groups before mentioned is the employer.

Regulations of the Bureau of Internal Revenue define an independent contractor in these words:

"In general, if an individual is subject to the control or direction of another *merely as to the result* to be accomplished by the work and not as to the means and methods for accomplishing the result, he is an independent contractor. An individual performing services as an independent contractor is not as to such services an employee." (Italics by author.)

The general test of the employee relationship is described by the Treasury Department as follows:

"Generally such relationship exists when the person for whom services are performed has the right to *control* and *direct* the individual who performs the services, *not only as to the result* to be accomplished by the work *but also as to the details and means* by which that result is to be accomplished. That is an employee is subject to the will and control of the employer not only as to *what* shall be done but *how* it shall be done." (Italics by author.)

These definitions seem clear until we realize that the broadcasting station, program director, advertising agency and sponsor may all have some control over the *results, details* and *means*. The question, therefore, is *how much* control is necessary to constitute one of them the employer in a given situation.

Factors taken into consideration in determining whether there is an employer-employee or independent contractor relationship, are:

1. Terms of payment (whether by the hour, piece or job);
2. Furnishing of supplies, materials, tools;
3. Right to hire and fire;
4. Right to control time and place of work;
5. Providing of place to work;
6. Right to hire assistants, and responsibility for their payment;
7. Whether the work is part of the usual course of business of the person for whom service is performed;
8. Whether the person performing is customarily engaged in an independently established trade or business doing this type of work.

## ARTISTS' SOCIAL SECURITY TAXES—Continued

None of these tests taken singly is determinative of the problem in a given situation; nor is the result reached by weighing the control actually exercised, as it is the right to control, not its exercise, which is decisive.

A clear illustration of an employee would be a person who, at the advertiser's place of business, and subject to his instructions, produces script, "copy," or programs for the promotion of the advertiser's business, and is paid on the basis of time expended. Such a person is an employee of the advertiser, whether he works full or part time, and whether he hires an assistant or not.

Who is an employer?

As is set forth in the legislation, he is any one who employs the services of employees in an employment within the United States. This definition encompasses those engaged in intrastate as well as those engaged in interstate commerce, those in the professions as well as those in the trades and crafts. An employer may be an individual, partnership, corporation, trust or estate, joint stock company, incorporated association, syndicate, group, pool, joint venture, or unincorporated association. An employer likewise may be a person acting in a fiduciary capacity, or in behalf of another, such as a guardian, trustee, committee, executor or administrator, trustee in bankruptcy, assignee for the benefit of creditors, or conservator.

Let us examine a few typical cases of relationships in radio advertising, applying the criteria given above to determine where control lies for the purpose of determining liability for social security taxes.

Under the terms of the contract with his sponsor, a program director is given a certain sum for, say, twenty-six programs. Out of this he must pay all artists and script writers, and buy all materials. He must also provide a place to rehearse, hire assistants, and be responsible for arranging the program. So far he would seem to be an independent contractor. He has sole and complete control. He is not engaged in the business of the sponsor, and it can be said he is following his own independent trade of contracting to deliver a certain entertainment result. But now let us add that in the contract there is a provision that any script must be approved by the sponsor before broadcast. Some control of the details is now in the sponsor, although it may not yet be enough to make the sponsor an employer. Now suppose, additionally, that not only the script, but the program as presented, must be approved by the advertiser, with the collateral right to require rehearsals and to change the program until it is satisfactory to him. By these changes so much control is vested in the sponsor, that even if in fact no interference was actually undertaken, the sponsor clearly would be the employer.

Let us take another example. A sponsor acquires a former sustaining program, consisting of a five piece "hill billy" band. All arrangements are made between the station and the advertiser, and they are to the effect that the station undertakes to prepare and broadcast a complete program of "hill billy" music, to conduct the rehearsals, tend to all details and pay the entertainers. The station is to receive, in return, a lump sum. This is frequently referred to by the trade as a "complete package program." No change results in the payment, rehearsals or other elements of the work of the artists, nor is any right to change them given to the sponsor. In such a case it is clear that the station remains the employer of the performers. The advertiser has contracted only for a complete program, a result. If the station has also agreed that the band

## ARTISTS' SOCIAL SECURITY TAXES—Continued

will sing a commercial tune twice in the half hour, as submitted by the advertiser, the latter has a very small amount of control over the details of the program, but this would not appear to be sufficient to make him the employer.

The many programs which consist of only one or two persons, such as news commentators, singers, or comedians, present a difficult problem. Some of these programs are conceived by the performer, without supervision. If a news commentator prepares his own script, and is subject to no restriction or censorship, it would seem that he is an independent contractor. The sponsor has only a right to so many minutes of comment. But if the advertising agency or sponsor has a staff which writes the substance of the program, and the commentator must read this prepared material, he would seem to be an employee, since the sponsor has control over the details of the program.

Another illustration of an independent contractor relationship would be that between a sponsor and the leader of an orchestra with a famous name, the latter contracting to furnish the musicians, conduct rehearsals, arrange the score, and to pay all costs (except station cost) out of the gross sum received by him—in other words, to deliver a result for a stated sum. In such a case the Bureau of Internal Revenue has held that the sponsor is not concerned with social security taxes, as the leader is not an employee but an independent contractor, and since the leader has complete control over the musicians, they are his employees and he must collect and pay the taxes due on their salaries.

The mere adoption of a name will not place an orchestra under the "name" rule. The Bureau of Internal Revenue has indicated that the permanency of the organization, fixity of personnel, liability of the leader for salaries, and his control of hiring and firing are each important factors. However, whether or not an orchestra is fixed in its personnel, or organization, does not appear to be the correct criterion in determining liability for social security taxes. Permanency has no bearing on control, except perhaps as evidence of what the underlying relationship may be. It is common procedure for an agency, acting for a sponsor, to engage an orchestra leader at a flat sum. The leader secures musicians through a so-called "contractor," who hires the musicians through the union at fixed wages, and often plays himself. A musician so employed may play on several of such programs. The Bureau of Internal Revenue has held that in such a situation the sponsor is the employer of the leader, musicians and contractor. The apparent reason is that no evidence of lack of control was submitted, hence it probably appeared that either the advertiser or the agency had potential control. It appeared that the leader and "contractor" acted as agents of the sponsor, and though they hired, fired and paid the personnel, they did so in behalf of the sponsor or agency, where the ultimate control resided. If, however, there was in fact no control over such a program in the sponsor or agency, no distinction could be made between this relation and that of other independent contractors.

*Definitions in contracts must conform to the facts, for it is the legal relation to which the act applies, not to what the parties choose to call themselves. The nominal designation of a person as a partner, agent, or independent contractor is immaterial, if the employer-employee relation actually exists. Responsibility for the collection of social security taxes must be determined by the facts in each case.*

A basic social security tax is due the Federal Government by every employer for every employee. An additional assessment (which the employer alone pays)

## ARTISTS' SOCIAL SECURITY TAXES—Continued

is due the Federal Government only if the employer employs eight or more, but against this a 90% credit is allowed him for taxes paid into a state unemployment fund. It is, therefore, important that the correct State be paid. Tests relied on by the Social Security Board are: the place of employment; the base of operations; or if they are not applicable, the office from which the employee is controlled; and if none of those is applicable, the employee's residence. Some States have adopted these tests by statute, and the trend toward uniformity is strong. Provisions are made in many States for reciprocal agreements to determine the place of employment.

An employer should take an interest not only in the payment of the tax, but in the method and manner of the payment of benefits under the acts. These are usually paid only in proportion to the wages earned in a specified period of time prior to unemployment. There now exists in some States, and in other States plans have been projected for, large reductions to the employer on the basis of benefit experience.

### III

#### General Considerations

Although it cannot be too strongly urged that each case involving responsibility for the collection or payment of the social security taxes must be determined on its own particular facts, the following general considerations are pertinent to many sponsored programs.

The program director, be he the performing star, the orchestra leader, or the off-stage manager, has a large degree of control over the actual delivery of the finished program.

The instrumentality of broadcast, i.e., the broadcast station, exercises a control over the editorial or artistic content of the program. That control, in the first instance, is required of it by law, for it is a condition of its Federal license that the station shall operate in the "public interest, convenience and necessity," which of course implies a control over the text or sounds emitted from the station. The second phase of its control may be said to be an aspect of self-government. The station exercises the right to refuse to broadcast words or sounds which are at war with its internally established policies. The type of control here exercised by the station is not of *persons* but of *context*. The broadcast station may be an independent contractor with the advertiser or agency, and an employer of the persons connected with the program, if it contracts to furnish a complete program for a sponsor, since in such instances it has the largest degree of control.

The advertising agency often exercises an actual or potential control of the means and method of the broadcast, as well as the result. Its power to control, however, concerns itself more with the effectiveness of the program as an advertising vehicle than it does with the personality or identity of the actors.

In many cases, the advertiser possesses the same character of actual or potential control as does the advertising agent, except that, in respect of means and method, the advertiser's control is more remote, but in respect of the resulting sale of the products advertised his interest is real and tangible. If the relationship of an advertising agency to its client is that of an independent contractor, then the sponsor will not be the employer of the personnel producing a radio

program.\* The agency in such a case would be the employer if it exercised sufficient control over the means or method. When the agency acts merely as an intermediary for the advertiser, all control in the agency is potential control in the advertiser, so that a decision as to whether or not in such a situation the sponsor is an employer rests on the sum total of the control of client and agency.

In brief, the advertiser has a commodity to sell, the agency and artist sell services, the broadcast station sells time, and each in self protection may wish to exercise some control over the program.

## IV

### Conclusions

The first conclusion is an obvious one. Contracts calling for the services of radio artists should not be made without providing for obligations under the social security acts, either in express words or by clear implication. *All such contracts should be in writing, and should include the entire agreement between the parties.* This consideration is important because a written agreement is the best evidence of what the parties have agreed to do. Likewise, in the event of a court test, the written instrument is *prima facie* evidence of the relationship between the parties, and the burden of proving that some other relationship exists is upon the Government.

Second, each such contract should expressly define by its terms the exact understanding as to control over means and methods, degree and extent of control, and the persons who are to exercise such control as to means and methods. It may well be, in this connection, that prevailing practices in the advertising process should be slightly modified, in order to make for certainty in the resulting legal relation.

Third, an effort should be made by the interested groups, particularly broadcasting chains, advertising agents, and advertisers, to agree upon a standard form of contract, or a series of standard forms, which would simplify current practices and relieve the instant uncertainty.

Fourth, persons desiring departmental interpretations should not submit their questions without full knowledge of prior rulings. Their requests should be framed in such a way that the officials of the Government clearly understand the processes peculiar to the profession of advertising, and thus avoid the possibility of adverse rulings which might affect detrimentally the entire advertising structure.

The essential elements which must be covered in a contract for a complete package program might be treated as follows:†

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\* Note: There is in some States a provision which makes an employer liable for the social security taxes of employees of a sub-contractor, when the latter is engaged in work which is part of the employer's usual trade or business. While advertising is essential to the widespread sale of a product or service, it is not part of the usual trade, and hence such a provision does not render a sponsor liable for social security taxes of persons engaged in advertising its products, in the absence of potential or actual control over their work.

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† Note: The sample provisions of the three agreements following are skeletonized, and many provisions necessary for a complete understanding between the parties are omitted, because not pertinent to the immediate problem. The contracts should include such points as liability for libel and literary piracy, (continued at foot of next page)

## ARTISTS' SOCIAL SECURITY TAXES—Continued

### As to Broadcaster

1. Broadcaster agrees to furnish and broadcast a program conforming to an annexed written description, at stated times, over specified stations.

2. Broadcaster agrees to assume full control over all facilities and persons necessary to the preparation, production, rehearsing, performance and broadcast of the said program.

3. Broadcaster agrees to cause the broadcast of commercial announcements of Advertiser's product as furnished by Advertiser, not to exceed \_\_\_\_\_ minutes per program.

### As to Agency

4. Agency agrees to pay Broadcaster a total sum for the program, in full payment of all charges relating to the said radio advertising program, and the broadcast thereof, including compensation of all persons employed by broadcaster and all literary and other materials and facilities used in the preparation, production and broadcast of same.

5. Agency agrees that neither it nor advertiser will interfere with the preparation, production or broadcast of the program.

### As to Both Parties

6. It is agreed that Advertiser and Agency are purchasers of the services of an independent contractor, and are to have no actual or potential control over the preparation, production or broadcast of the program.

7. Broadcaster accepts exclusive responsibility for the collection and payment of all employer and employee contributions and taxes under Federal and State Social Security Laws, with regard to all persons employed in the performance by it of the contract.

The essential elements to be included in establishing an independent contractor relationship between a sponsor or its advertising agency, and a program director (whether performing himself or not), might be treated somewhat as follows:

### As to Program Director

1. Program Director agrees to prepare and perform for broadcast a program conforming to an annexed written description, at certain stated times.

2. Program Director agrees to accept sole responsibility for the planning, preparation, production and broadcast of the said program, including the employment at Program Director's expense of all persons to appear thereon or rendering any services in connec-

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(continued from preceding page) cancellation privilege on notice, title to subject matter of broadcast, waiver of right of privacy in use of names and pictures of performers, rights in case of elimination of broadcast by station, artist or sponsor. Provisions for such matters are included in complete contracts, but vary in content with the particular situation.

## ARTISTS' SOCIAL SECURITY TAXES—Continued

tion therewith, as well as the procurement of all literary property and copyright privileges, at no additional cost to Agency or Advertiser.

3. Program Director will broadcast commercial announcements during the program as approved or furnished by Advertiser.

4. Agency agrees to pay Program Director a certain sum in full for all charges relating to the said radio program, including compensation of all persons, and expenses of all equipment, script, and rehearsals, except the cost of the broadcast facilities.

5. Agency agrees that neither it nor Advertiser will interfere with the preparation, production, rehearsal or broadcast of the program.

6. Agency agrees that Program Director shall have sole decision as to persons and number of persons used in connection with the program; and Program Director agrees to pay all salaries and other charges for the services of such persons.

7. In construing this contract, it is agreed that Advertiser and Agency are purchasers of the services of an independent contractor, and have no actual or potential control over the production of the program.

8. Program Director accepts exclusive responsibility for the collection and payment of all employer and employee contributions and taxes under Federal and State Social Security Laws, with regard to all persons selected by him in the performance of the contract.

If the Advertiser or Agency wish to control the program, an employee type of contract should be entered into, and such control provided for. In such cases the employer-employee relationship should be clearly recognized, and full use made of its advantages. Sample provisions to define the relation clearly might be as follows:

1. Agency hereby engages the services of Artist to appear in a radio broadcast program, to be broadcast from \_\_\_\_\_, over a period of \_\_\_\_\_ weeks, on \_\_\_\_\_ of each week, at \_\_\_\_\_ each broadcast to last \_\_\_\_\_ minutes, over \_\_\_\_\_ stations.

2. Agency agrees to pay Artist \$\_\_\_\_\_ per week for his services.

3. Artist agrees to appear on the said program and to perform such services in connection therewith as may be required of him by Advertiser or Agency and in accordance with their directions.

4. Artist agrees to attend all rehearsals deemed advisable by Agency, but in no event shall be required to attend rehearsals of more than \_\_\_\_\_ hours per week.

Advertisers and advertising agents have a common interest in the problem. Broadly speaking, it is to their interest that all mediums of advertising expression be equally competitive on a common footing, and that the medium of radio not be handicapped because of an impediment that has nothing to do with its merits as an instrumentality for profitable publicity. The broadcast chains, by the same token, do not wish to have the merits of their service as an advertising medium confused by extraneous considerations.



# DEVELOPMENTS IN FEDERAL REGULATION OF BROADCASTING

By LOUIS G. CALDWELL

Member of the District of Columbia and Illinois Bars

*Editor's Note: For Vol. I of the VARIETY RADIO DIRECTORY (see pages 269-303) Louis G. Caldwell undertook an extensive survey of "Regulation of Broadcasting by the Federal Government." His new writing, presented herewith, largely carries on where the forerunner left off.*

*It should be noted that the final sections—dealing with inter-continental and world-wide radio communications regulations—are much more extensively treated than previously. This is directly in line with recent attempts at creating wave-band order out of virtual chaos. While this section is both important enough and new enough to warrant segregation into a separate article, it is hereby left intact as part of the major thesis because the author's bridge from U. S. regulations to international regulations was too subtle to be disturbed.*

*Of his writing the author says: "The study, as was that of last year, is offered with the hope that the reader will pursue it further by recourse directly to the statute, the court decisions and the Federal Communications Commission's publications, pronouncements, and regulations."*

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LOUIS GOLDSBOROUGH CALDWELL is a member of the District of Columbia and State of Illinois Bars. He was the first president of the Federal Communications Bar Association. His past writings and achievements are too numerous (and well-known) to require any further mention.

At this time, however, VARIETY RADIO DIRECTORY should like to point out to readers one of the author's most recent tracts, deemed by the editors as worthy of extended perusal. This writing is: "Legal Restrictions on the Contents of Broadcast Programs in the United States"—a report to the Second International Congress on Comparative Law (The Hague, August 4-10, 1937). This writing is deemed to merit this (somewhat extraordinary) mention because: (a) the description of Federal powers such as enjoyed by the FCC is clearly outlined; and (b) because it is one of the very few documents that to date has attempted to broach a philosophy of law as regards radio regulation.

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In my article written for the VARIETY RADIO DIRECTORY last year I attempted to summarize the law bearing on Federal regulation of broadcasting. This article will be devoted to a discussion of important developments during the past year, omitting sub-headings which do not require further comment, but following as closely as practicable the same order of treatment.

## I. CHANGES IN ORGANIZATION OF THE COMMISSION

The Commission has undergone extensive changes in its internal organization during the past year, following the appointment of Frank R. McNinch as Chairman to succeed Anning S. Prall, who died July 23, 1937, and Lt. Commdr. T. A. M. Craven, Chief Engineer of the Commission, as a member to succeed Dr. Irvin Stewart, who declined reappointment.

Effective November 15, 1937, the three-fold division of the Commission into Broadcast, Telegraph and Telephone Divisions was abolished, all business thereafter to be handled by the full Commission. This entailed considerable reorganization of the Commission's subordinate bureaus which theretofore had largely been subdivided in a manner corresponding to the three divisions, and a certain amount of revision of the Commission's procedural regulations.

On December 1, an entirely new procedure of rotation of duties among

## FEDERAL RADIO REGULATION—Continued

the Commissioners was inaugurated. Routine and non-policy-making activities were divided into six classes and each of these classes was henceforth assigned to individual Commissioners for a month at a time. Certain miscellaneous matters were delegated to the Secretary and the Chief Engineer on a permanent basis. The Secretary was authorized to act upon all applications for operators' licenses and for amateur and ship stations. The Chief Engineer was authorized to determine a number of matters of a technical character, having principally to do with transmitter equipment and its operation. The purpose of the new procedure was to promote prompt and efficient action upon matters of a routine, engineering or emergency character.

### II. REVISION OF RULES AND REGULATIONS

As pointed out in last year's article, the Commission has exceedingly broad legislative powers, that is, powers to promulgate rules and regulations having the force and effect of law. While no developments of importance have occurred so far this past year, events are at present (May, 1938) rapidly moving forward to the most thorough-going revision of the Commission's Broadcasting regulations that has occurred since 1928, when the existing scheme of allocation was established.

Since the revision is subject to hearing and, in all probability, will not become effective until some time after this article has been published, it is impossible to describe with certainty the regulations that will be in force during the coming year. Yet the subject matter of the revision is so important, and the probability that most of its important features will be adopted is so great, that an account of its present status and a summary of the major proposed changes are hereby included.

**TECHNICAL AND ALLOCATION REGULATIONS.** Early in July, 1936 the Commission gave general notice that beginning October 5, 1936 it would hold an informal hearing

“for the purpose of determining what principles should guide the Commission in matters relating to or affecting the allocation of frequencies and the prevention of interference in the band 500-1600 kc., and, in particular, what changes, if any, should be made in the Commission's existing regulations or in the standards heretofore applied by it and its Engineering Department in order to give effect to those principles.”

The notice expressed a desire

“to obtain the most complete information available with respect to this broad subject of allocation, not only in its engineering, but also in its corollary social and economic phases.”

It invited proposals and evidence for or against such proposals on a wide variety of subjects.

An extended hearing was held during a period of over two weeks, in the course of which all important elements in the industry appeared, made proposals, and gave testimony. While a number of controversial issues developed, those which emerged as of major significance had to do with:

1. In general, whether and to what extent the channels in the broadcast band (now assumed to be 550-1600 kc.) should be reclassified, and in particular, whether and to what extent the number of clear channels should be reduced from the total of 40 designated in the Com-

## FEDERAL RADIO REGULATION—Continued

mission's Regulations to a smaller number and the remainder to be subject to nighttime duplication, and

2. Whether and to what extent the maximum power requirement on clear channels should be increased or removed.

There was fairly general agreement that the maximum power requirements as to all other classes of stations should be increased (from 1 kw. to 5 kw. in the case of regional stations, and from 100 watts to 250 watts in the case of local stations) but the proposal that the maximum power limitation on clear channel stations (now 50 kw.) should be increased to 500 kw. or removed entirely met with vigorous opposition from groups composed of regional and local stations. This opposition was based principally on apprehension of economic injury which might result to smaller stations if their audiences should be diverted by satisfactory reception from more distant clear channel stations.

On January 11, 1937, Commander T. A. M. Craven, then Chief Engineer of the Commission, made a preliminary engineering report to the Commission in which he recommended reclassification of broadcast stations into six classes (instead of four as at present). One of these, Class A, was to correspond to the present conception of a clear channel station, that is, only one such station is to use the channel after sunset, with substantial power, in order to afford reception to rural and sparsely settled areas and to small towns and cities having no stations of their own. It was recommended that there be not less than 25 channels assigned to Class A stations, such stations to have night power of "not less than 50 kw." The remainder of the present 40 clear channels were recommended for duplicated use with power not to exceed 50 kw. The night power on 30 of the present 40 regional channels was to be increased to 5 kw. and the remainder to be limited to 1 kw. The night power of local stations was to be increased to 250 watts. Other details may be passed over.

The report qualified its recommendations as to Class A stations, however, by stating:

"While we believe that powers in excess of 50 kw. on clear channels are technically sound and are in accord with scientific progress, we recognize that social and economic factors involved in the use of 500 kw. may outweigh in importance engineering considerations, and request instructions from the Division as to its desires with respect to regulations on the question of super-power. We feel that, in the matter of super-power, the Commission should give full consideration to our report summarizing the economic testimony in the October 5 hearing prior to making a decision."

At the time this preliminary report was made, it was expected that a report having to do with social and economic factors would shortly be called for and accepted by the Broadcast Division; that thereafter the Broadcast Division would instruct the Engineering Department to prepare regulations; and that such new regulations, after being approved

## FEDERAL RADIO REGULATION—Continued

by the Broadcast Division, would be issued tentatively sometime in the early spring of 1937, subject to hearing of objections by parties adversely affected. A number of events intervened to delay this program, with the result that regulations pursuant to or resulting from the Engineering Department's recommendations were not promulgated until early in May, 1938, and then only in tentative form, subject to a hearing to be held June 6, 1938. Among other factors causing delay was the preliminary conference held at Havana in March, 1937 and the final conference held beginning November 1, 1937, resulting in the North American Regional Broadcasting Agreement (hereinafter summarized) signed December 13, 1937.

On July 1, 1937 the Engineering Department submitted its "Report on Social and Economic Data," a bulky document comprising 132 pages of text and several hundred pages of appendices. This report was not released, however, until January 24, 1938. Limitations of space make it impracticable to discuss the document in detail. On the whole it is a thoughtful and well-considered contribution to the subject. On one of the two principal controversial questions, the number of clear channels, the report justified its recommendations that there should be at least 25 clear channel stations, properly distributed throughout the nation, as "the minimum which is capable of rendering service to remote areas, if these remote areas are to be adequate program service at night" and that such stations should employ power of at least 50 kw. On the other issue, the use of power above 50 kw. on clear channels, the report stated that the Engineering Department saw

"no logical reason for an arbitrary defensive regulation which would prevent the future use of power in excess of 50 kw. in the event that evidence and data should show conclusively that such power in certain individual cases is in the interests of the public."

It recommended that the Commission should consider each individual application on the basis of the evidence presented and should proceed with caution to the end that the broad social and economic effects might be taken into account.

In the meantime, the Engineering Department had completed a thorough-going revision of the technical and allocation regulations to conform both with its conclusions resulting from the October 5, 1936 hearing and with the provisions of the North American Regional Broadcasting Agreement. This revision was submitted to the Commission in the early winter of 1938, in the hope that it might be tentatively promulgated by March 1st and that shortly thereafter there might be a hearing for the purpose of passing on objections so that the new regulations might finally become effective before the summer of 1938. This plan, however, became entangled with the obstacles encountered by the Havana Agreement and with growing signs of controversy over the issue of power in excess of 50 kw. on clear channels.

On February 28, 1938, Chairman McNinch announced that a hearing would be held on May 16th to determine whether or not the Commission's Rule 117 (which provides for minimum power of 5 kw. and max-

## FEDERAL RADIO REGULATION—Continued

imum power of 50 kw. on clear channels) should be amended and, in particular, to determine what limit, if any, should be placed upon the power; and that at the same hearing all pending applications for power increases in excess of 50 kw. would be heard. There were, at the time, some 16 applications coming within this description, all of them being for power of 500 kw. (three of which have since been withdrawn). On April 4th the Commission sent out notices of hearing both on the general issue of amendment of the rule and on the particular applications. These notices specified a large number of questions on which evidence was to be presented and findings to be made, including the need for the increased service, possible interference to other stations, economic and social effects upon other stations and the public, geographical distribution of service, alleged duplication of network programs, and the like. A committee consisting of three members of the Commission was designated to conduct these hearings and appointed its own chairman, the Commission chairman to sit as an *ex officio* member of the committee.

In preparation for this hearing the Commission, by order of March 23, 1938, issued a requirement that each licensee of a broadcast station file with the Commission by April 25th information as to earnings and other data as provided in an elaborate questionnaire, to cover the year 1937. This was followed by questionnaire calling for data on employment and programs. The information thus provided is expected to assist in determining the economic and social effects which increase of power of clear channel stations may have on the earnings of other stations, as well as information pertinent to other subjects of interest to the Commission in the exercise of its regulatory powers. At first there was some thought of requiring all stations to adopt a uniform system of accounts but this was abandoned as too likely to savor of laying a basis for rate-regulation of broadcasting. Even the questionnaires have aroused widespread apprehension as indicating a conscious or unconscious trend in this direction. At present writing the Commission's staff is busily engaged in summarizing and analyzing the data thus received for use at the impending hearing.

Having become apparent that the hearing could not be held on the date originally scheduled (May 16th) because of lack of time for preparation, the Commission granted the petition of one of the groups of stations affected, and postponed the general hearing on Rule 117 until June 6th. It also postponed hearings on all the individual applications for 500 kw. (except one that involved merely an extension of an authorization to use this power experimentally) indefinitely until the question of amendment of the rule should be determined. In the meantime, it was seen that the Engineering Department's revision of the regulations was closely related to the issues raised by Rule 117. Consequently, on the same date (April 27th) the Commission decided to broaden the scope of the June 6th hearing to include the entire revision and to permit all parties having objections to any provision therein to be heard. The proposed revision was mimeographed and circulated to the entire industry on May 3rd. This was followed by circulation of a further document entitled "Standards of Good Engineering Practice Concerning Standard Broadcast Stations (550-1600 kc.)." Both documents are exceedingly bulky affairs. It is practi-

## FEDERAL RADIO REGULATION—Continued

cable only to summarize the outstanding features of the proposed new regulations.

**CLASSIFICATION OF CHANNELS AND STATIONS.** Existing regulations divide channels in the broadcast band into four classes: clear, high-power regional, regional, and local. The proposed revision substitutes a three-fold classification of clear, regional and local, the high-power regional group having been absorbed into the clear channel class.

Generally speaking, the existing classification of stations follows the classification of channels. This is also true of the revision. Stations are divided into four classes.

A Class I station is "a dominant station operating on a clear channel and designed to render primary and secondary service over an extended area and at relatively long distances." This class is sub-divided into Class I-A and Class I-B stations. For a complete explanation of the distinction between the two sub-classes, recourse to the "Standards of Good Engineering Practice," accompanied by considerable technical details, is necessary. For practical purposes, however, the distinction is that a Class I-A station is to have exclusive use of a clear channel after sunset, while two or more Class I-B stations may operate simultaneously full time on the same channel. Under the proposed regulations, a Class I-A station is to have power of 50 kw. (the question of power in excess of this amount being as yet undetermined) while a Class I-B station is to have power from 10 kw. to 50 kw. Under the Havana Agreement, this distinction is carried out internationally so that a Class I-A station is, in a measure, protected throughout the whole country, while a Class I-B station is protected only over the area in which it delivers a signal of a specified strength.

A Class II station is described as "a secondary station which operates on a clear channel." When operating on a channel occupied by a Class I-A station, a Class II station may operate only until sunset or during hours not used by the dominant Class I-A station. If the channel is occupied by a Class I-B station, the Class II station may operate full time, provided it takes measures to protect the Class I-B station or stations on the same channel from interference.

Class III stations correspond to what are now known as regional stations. Such a station is described as one "which operates on a regional channel and is designed to render service primarily to a metropolitan district and the rural area contiguous thereto." This class is divided into two sub-classes, Class III-A and Class III-B. The distinctions between the two sub-classes are that the former may have power as high as 5 kw. at night with a higher degree of protection against interference, while the latter's power is limited to 1 kw. at night, with an inferior degree of protection. Both may operate with 5 kw. in the daytime. Any regional channel may be occupied by stations of either or both sub-classes. The principal change which would be effected by the proposed revision is the permission to Class III-A stations to use power in excess of 1 kw. at night.

A Class IV station corresponds to what is now known as a local station, being defined as one "operating on a local channel and designed to

## FEDERAL RADIO REGULATION—Continued

render service primarily to a city or town and the suburban or rural areas contiguous thereto." Its nighttime power may be as high as 250 w. and it has a relatively inferior degree of protection against interference, corresponding generally to that accorded to a Class III-B station. The principal change effected by the proposed revision is the increase of maximum nighttime power from 100 to 250 w.

Of the available frequencies, the proposed revision will designate 25 for Class I-A stations, 19 (including the existing 4 high-power regional channels) for Class I-B stations, 42 for Class III-A and Class III-B stations, and 6 for Class IV stations. Only two frequencies in the band 1510-1600 kc. are designated at all, the rest of this band being reserved in order to comply with the requirements of the Havana Agreement.

**SPECIAL EXPERIMENTAL AUTHORIZATIONS.** The proposed revision, if adopted, will bring about a drastic change in the attitude of the Commission toward what have been called "special experimental authorizations." Heretofore the term has been used partly to describe licenses for *bona fide* experimental work involving a program of research, but just as often such authorizations have been employed as a cover for departures from the letter of the Commission's regulations. For example, stations have been licensed to use power in excess of the maximum specified by the regulations for the type of channel on which the station is operated. Others have been authorized to operate simultaneously at night on clear channels, whereas the regulations contemplate exclusive use of a clear channel by only one station at night. Stations enjoying these "experimental" privileges have been permitted to operate in the same fashion as if regularly authorized, and to reap full commercial advantage therefrom. Under the revision, such authorizations are, in general, to be limited to applicants who have a genuine program of experimentation, and the deriving of commercial profit from such privileges is to be prohibited.

**SHOWING TO BE MADE IN SUPPORT OF APPLICATIONS.** The portion of the revision coming within this description is only partly technical. In order, however, to avoid piece-meal treatment, it will be summarized at this juncture. It specifies that an authorization for a new station, or for an increase in the facilities of an existing station (which would include increase in power, increase in hours of operation, improvement in frequency, etc.) will be issued only after a satisfactory showing has been made in regard to eight enumerated matters. The first is of such significance that it is quoted *verbatim*:

"(1) That the proposed programs are of such standard as to provide a meritorious service, *including such cultural programs as may be required*, to the listening public; that there is a need for such service; and that the necessary program material is available to provide such service." (Italics supplied.)

By the foregoing, the Commission has for the first time indicated its intention to invade the field of program censorship by *formal regulation* although, as pointed out in last year's article, it has been arriving at the same result in applying the standard of "public interest, convenience or necessity" to the granting or denying of applications.

The other seven requirements are that the proposed assignment will

## FEDERAL RADIO REGULATION—Continued

tend to effect a fair, efficient and equitable distribution of radio service; that objectionable interference will not be caused to existing stations or to the proposed station; that the applicant is financially qualified and that there will be adequate support for the station; that the applicant is legally and otherwise qualified; that the technical features of the application are satisfactory; that the facilities sought are subject to assignment as requested under existing international agreements and the Commission's regulations; and that public interest, convenience and necessity will be served.

The detailed language in which these requirements are phrased contains formal expression of three principles which the Commission has recognized from time to time in its decisions on particular applications, although not with any great amount of uniformity. The first of these is that objectionable interference will be tolerated in a particular case if "the need for the proposed service outweighs the need for the service which will be lost by reason of such interference." Such a principle, of course, leaves open the door for disregard of the Engineering Department's "Standard of Good Engineering Practice." A second principle is that where the station is to be supported by sponsored programs, a showing must be made "that adequate commercial support is available for the station" whereas, if the station is to be supported in other manner, it must be shown that "adequate finances are available to support such service." The third principle applies solely to Class IV stations and is to the effect that the applicant (or the persons in control of an applicant corporation) must be "a resident in, and familiar with the needs of, the community to be served."

Opposition to several of the provisions described under this sub-heading has already developed, particularly with regard to the censorship provisions and the limitations placed on applicants for Class IV stations, and it may be that these provisions will be eliminated from the regulations as finally adopted.

**MISCELLANEOUS.** The revision includes many other provisions of an important character but, for the most part, technical in nature. No attempt will be made to summarize them. They include greatly improved definitions, and requirements as to location of studios, license periods, technical characteristics and operation of equipment, limitation on hours of operation, maintenance of program and operating logs, the use of licensed operators, identification announcements, the announcements of mechanical records, reproductions, and other matters. Perhaps the most important feature of the revision is that it continues the present practice of limiting broadcast licenses to six months, although the Communications Act of 1934 authorizes the Commission to grant broadcast licenses for a period as long as three years.

**STANDARDS OF GOOD ENGINEERING PRACTICE.** Even the most thorough knowledge of the Commission's formal regulations has not heretofore been sufficient to afford an understanding of the principles actually applied by the Commission in granting or denying applications. On the technical side this has been primarily because most of the important principles applied have been in the form of "standards" or "recommendations" of the Commission's Engineering Department. These have



## FEDERAL RADIO REGULATION—Continued

been regularly testified to in practically every hearing and are to be found scattered through annual reports of the present Commission and of its predecessor, the Federal Radio Commission, and in miscellaneous mimeographed releases. The fault has not been with the standards or requirements for, in general, they have been sound, practical and susceptible of uniform application with satisfactory results. The trouble has been that the Commission has at times followed them and almost as often has not, so that it has been impossible to foresee whether or not they would be applied in any particular case.

Under the proposed revision it seems to be contemplated that this situation will continue to obtain, although perhaps not to so great a degree. One distinct improvement is that the standards are now, for the first time, published (in tentative form) in one document. This has the advantage not only of greater accessibility and more orderly arrangement, but also of many improvements in detail. A description of its contents would be beyond the proper scope of this article. Like the proposed revision of the regulations, the proposed standards are subject to the June 6th hearing.

**SPECIAL REGULATIONS ON CHAIN BROADCASTING.** Section 303 (i) of the Communications Act of 1934 confers authority upon the Commission "to make special regulations applicable to radio stations engaged in chain broadcasting." The Radio Act of 1927 contained an identical provision. No use has yet been made of this authority by either the Federal Radio Commission or the Federal Communications Commission, but current developments suggest that regulations of this character may be adopted in the near future.

On September 8, 1928 the Federal Radio Commission adopted an order to the effect that, in general, clear channel stations might not duplicate programs if separated from each other by a distance of 300 miles or less. This order was adopted in connection with, and to accompany, an order which established the allocation which went into effect November 11, 1928 in which, for the first time, provision was made for 40 clear channels. The order with respect to duplicating of programs, however, never became effective, having been postponed from time to time until repealed on December 20, 1929.

Agitation for the adoption of regulations governing network broadcasting never died down entirely and, during 1936 and 1937, broke out with renewed vigor, particularly in both Houses of Congress, where the Commission's failure to adopt such regulations was frequently urged as a reason for investigation of both the Commission and the industry. The subject was specifically mentioned in a resolution which was reported favorably by the Senate Committee on August 11, 1937 and which narrowly escaped being passed. The basis for the agitation included not only so-called duplication of network programs, but also alleged undesirable features of contracts between network companies and affiliated stations, alleged excessive acquisition of ownership of control of stations by network companies, and other features. It was to be expected, therefore, that the reorganized Commission would regard the subject as one calling for its attention.

Nothing, however, occurred until March 18, 1938, when the Commis-

## FEDERAL RADIO REGULATION—Continued

sion adopted an order for the immediate undertaking of an investigation to determine what special regulations should be adopted applicable to radio stations engaged in chain or other broadcasting, the investigation to cover 13 specific matters, including contracts between networks and their affiliates, the nature and extent of network program duplication by stations serving the same area, program policies of networks, competitive practices, and the extent and effects of concentration of control of stations in the same, or affiliated, interests. The order further provided that hearings be held in connection with the investigation. On April 6th the Commission created a committee consisting of three of its members, the Chairman of the Commission to serve *ex officio*.

The first steps taken on this investigation have been the sending out of questionnaires to all networks, calling for a report in detail on a variety of subjects, including financial operations during the year 1937, and the giving of directions to the Commission's staff to study, analyze and summarize information in the Commission's files bearing on network broadcasting, and particularly contracts between networks and affiliated stations. The questionnaire sent out to all stations, mentioned under the previous heading, also requires information pertinent to this investigation. There have been indefinite indications that there may be a hearing about the middle of June, but at present writing, no hearing date has been scheduled, and probably the matter will go over until fall.

**ALLOCATION OF ULTRA-HIGH FREQUENCIES.** Frequencies above 30,000 kc. are commonly referred to as the "ultra-high frequencies." They have a tendency to be limited in range by the horizon, somewhat (but not entirely) after the manner of light rays, although freak performances at great distances have occasionally been observed. Use of these frequencies has just been emerging from the laboratory during the past few years. They have shown themselves likely to be extremely useful for service over limited areas. In June, 1936, the Commission held an extensive hearing to determine, among other things, how these frequencies should be allocated to services.

On October 18, 1937, after more than a year of study and analysis, the Commission announced its regulations covering this allocation and staked off the range from 30,000 kc. to 300,000 kc. for particular types of operation. Included in the allocations were a total of 19 channels, each 6,000 kc. in width, reserved for television, together with accompanying channels for sound broadcasting. Another 75 channels were allocated for sound broadcasting. If use of these frequencies in practice measures up to what is expected of them, they may make possible the licensing of hundreds of local broadcast stations, each to serve a relatively small area.

In addition to these allocations, the regulations in question made provision for various other types of fixed and mobile services, including a large allotment for military and other needs of the United States Government.

A number of protests were filed, however, and a hearing is to be held on June 20, 1938, to determine whether or not these regulations should be modified or revised. Until this hearing is held and determined, the regulations cannot be said to represent an accomplished fact.

## FEDERAL RADIO REGULATION—Continued

**FACSIMILE.** Another development of importance during the past year has been in the use of facsimile. Provision was made for the use of facsimile by regular broadcast stations by order of the Commission on September 7, 1937. A broadcast station may install apparatus for the transmission of facsimile and may use its regular channel for this purpose between the hours when its sound broadcasting signs off at night and the hour when it is resumed in the morning. So far, a total of 12 broadcast stations have been authorized to install such apparatus and several applications for similar privileges are pending. Those who are more optimistic over facsimile foresee the distribution of daily newspapers by radio to the "listening public."

### III. THE COMMISSION'S JUDICIAL POWERS—PUBLIC INTEREST, CONVENIENCE AND NECESSITY

**ELIGIBILITY FOR A LICENSE.** In last year's article two matters relating to the subject of eligibility for a license were mentioned as having taken on substantial importance but not having been the subject of definite decision or other pronouncement by the Commission. One had to do with the acquisition of stations by persons already having one or more existing stations. The other had to do with the acquisition of stations by newspaper publishers. During the past year fairly definite decisions have been announced by the Commission on both subjects.

On the first subject the Commission, in a decision rendered January 12, 1938, denying an application for a second station in New Orleans by a corporation which already had a station in that city, said:

"The available frequencies in the broadcast band are limited and the Commission is loath to grant facilities for an additional broadcast station to one who already holds a license for a station in the same community unless it is clearly shown that the public convenience, interest, or necessity would be served thereby. Other things being equal, it would appear that if there were a need for an additional local broadcast station in a community and if there were a frequency available for this service, the facilities should be granted to someone who does not already hold a broadcast license for an unlimited time station in that community."

Since then it has rendered other decisions following the same principle. How far it means to carry it is as yet uncertain. There are many instances of ownership of two stations in the same community by the same person or corporation, including cases where two large clear channel stations are owned by the same network company in the same city. There has not yet been any indication that the Commission means to apply the principle retroactively. Whether it intends to formulate an analagous principle against ownership of two or more stations in different communities also remains to be seen. The further acquisition of stations by network companies, whether by purchase or lease, is one of the issues covered in the pending investigation of networks.

On the other subject, ownership of stations by newspaper publishers, there has been an equally definite pronouncement. In a decision rendered

## FEDERAL RADIO REGULATION—Continued

March 16, 1938, the United States Court of Appeals for the District of Columbia said, by way of dictum:

“We know of no provision of statute or rule of law, and are cited to none, which forbids broadcasting by the owner of a newspaper.”

Shortly thereafter, on March 30th, the issue was settled by the Commission in a case in which it approved the transfer and sale of a broadcast station to a corporation which was a subsidiary of a newspaper publishing company in Canton, Ohio, although the station is the only broadcasting station in the community and the publishing corporation publishes the only daily newspaper there. These facts constitute the most extreme case of newspaper ownership from the point of view of alleged monopoly by means of mass communication. It therefore seems unlikely that henceforth newspaper publishers will be considered at any disadvantage in applying for or acquiring broadcast stations, although it is possible that Congress will interest itself in the question.

On a third subject, so-called absentee ownership, the Commission's point of view has been uncertain and vacillating throughout the year. It has rendered decisions containing a strong implication that local ownership and management better serve public interest, convenience or necessity and absentee ownership or control is implied to be a disadvantage, if not a disqualification. In the main, such pronouncements have been made on applications for the smaller classes of stations. Contrasted with these implications have been the many existing instances of complete absentee ownership, the principal illustrations of which have been stations owned by the large network companies. As already pointed out, the proposed revision of the Commission's Regulations would apply the principle solely to Class IV (local) stations, but there is evidence of strong opposition in the industry to this provision. In a decision rendered by the Court of Appeals (on May 9, 1938) the Court said:

“This particular ground of refusal has never been presented to us before, but we know from the published reports of the Commission's decisions that on the question of the propriety of confining grants of a local nature to local people the Commission has not given any indication of the adoption of a fixed and definite policy. If the contrary of this were true, we should be slow to say that the establishment of such a policy would be either arbitrary or capricious. But the policy should be applied with substantial uniformity, and the lack of that uniformity in the past convinces us that the Commission has not sought to lay down a hard and fast rule.\*\*\*\* If the Commission should be of opinion, upon reconsideration, that the application ought not to be granted because a stranger to Pottsville has the controlling financial interest in the applicant corporation, and should announce a policy with relation to the grant of local station licenses, confining them to local people, we should not suggest the substitution of another view. But in saying this we are not unmindful of the obvious fact that such a rule might seriously hamper the development of backward and outlying areas.”

The matter of financial responsibility of applicants has received increasing attention due to the fact that it has been the subject of close scrutiny

## FEDERAL RADIO REGULATION—Continued

by the United States Court of Appeals in reviewing decisions of the Commission. In one of these cases the Court, in holding that the finding was not supported by the evidence, stated that lack of financial qualification is not shown merely by the fact that the applicant proposes to use borrowed money for the purpose of construction and operation, even though the loan is not covered by sufficient collateral or other security to insure the station against lien, foreclosure or seizure. The Court said:

“In answering this question we look first for some measure of financial qualification to guide us. We are referred to no rule or regulation of the Commission suggesting such a rigid standard. On such an important question we think the public is entitled to have the statute implemented by a regulation setting out clearly and concisely just what the Commission regards as a minimum standard of financial responsibility. Evidently Congress had the same intent.\*\*\*”

**NEED FOR SERVICE AND GEOGRAPHICAL DISTRIBUTION OF STATIONS.** Repeatedly over the years the Commission's examiners have made recommendations, and the Commission has made decisions, granting or denying an application, based in part or in whole upon findings as to whether a need for the proposed service existed. A reading of the Examiner's reports and Commission decisions indicates that the word “need” has been used in a variety of senses. Sometimes it has referred to the lack of sufficient broadcasting service in a physical sense, that is, in terms of number of stations delivering a satisfactory signal strength to the community. Sometimes it has been in a relative sense, depending on comparison of the community with others of like population or wealth. On still other occasions the word “need” has seemed to depend on a variety of other factors, including whether or not there exists sufficient advertising support or commercial demand for the station, whether the civic, philanthropic, educational and other institutions of the community have had their needs and demands sufficiently met by existing stations whether the existing stations adequately respond to the program needs of the community with respect either to network programs, local programs, educational programs or other types of program, and whether the proposed new station will offer some program service not already available. There has been a tendency to base a denial of an application for a new station on a finding that the applicant does not propose a program service different from the sort already provided the community by existing stations. Just what this means is impossible to say since nearly all stations follow somewhat the same pattern of program service and there are cities in which 12, 15 or 18 stations are now in licensed operation, most of them differing only in details rather than in the general character of service. The reports and decisions may be searched in vain for any indication of rules or principles susceptible of uniform application. Page after page is devoted to an unadorned recital of facts shown by the record, without any attempt to interpret or to measure the facts by any standard or criterion. No effort has been made, for example, to determine what is an adequate or reasonable choice of programs to provide for the listening public, either generally or in proportion to population density or any other factor. Since the repeal of the Davis Amendment in 1936 there have been no rules fol-

## FEDERAL RADIO REGULATION—Continued

lowed by the Commission for the purpose of providing the "fair, efficient and equitable distribution" of broadcast facilities required by the statute.

The subject of need for service is one which calls for implementation by regulations to which applicants and existing stations may refer as a guide in determining whether there is a reasonable prospect of success in making or opposing an application, either for a new station or an improvement in the facilities of an existing station.

**ECONOMIC CONSIDERATIONS.** Economic considerations have become of constantly increasing importance in Commission decisions although there are still no standards or criteria to govern their significance in a particular case.

In a decision rendered December 6, 1937, the Court of Appeals said:

" . . . We are by no means in agreement with the contention frequently urged upon us that evidence showing economic injury to an existing station through the establishment of an additional station is too vague and uncertain a subject to furnish proper grounds of contest. On the contrary, we think it is a necessary part of the problem submitted to the Commission in the application for broadcasting facilities. In any case were it is shown that the effect of granting a new license will be to defeat the ability of the holder of the old license to carry on in the public interest, the application should be denied unless there are overweighing reasons of a public nature for granting it. And it is obviously a stronger case where neither licensee will be financially able to render adequate service . . . "

The attention which the Commission is paying to economic considerations needs no more convincing demonstration than the issues which it has set for itself to determine in connection with the use of power greater than 50 kw. on clear channels (already discussed under a previous heading). A further demonstration is afforded by the provision in the proposed revision of the Commission's Regulations specifying the showing that must be made in support of an application.

The development is a curious one. When the Radio Act of 1927 was enacted and the phrase "public interest, convenience or necessity" first became the standard to govern the licensing of broadcast stations, broadcasting was not yet on a widespread commercial basis and few persons foresaw the extent of its future development in this direction. There is virtually nothing in the legislative history of the Act to indicate that Congress meant to give the Commission any authority over the economic aspects of broadcasting. As late as 1934, when the Communications Act was enacted, Congress took care to state expressly that a broadcast station is not to be considered a common carrier and, therefore, not subject to rate-regulation and the other types of economic regulation which the Commission is authorized to exercise over wire and wireless, telegraph and telephone companies. Nevertheless, the present regulation of these economic aspects of broadcasting is playing a role in the Commission's deliberations fully as important as, and frequently more important than, its technical regulation.

The subject of "economic considerations," if it is to be taken into account by the Commission, is, like "need for service," deplorably in need of

## FEDERAL RADIO REGULATION—Continued

clarification by definite and detailed regulations instead of being left to a hit-or-miss process of hearings built on undigested accumulations of arid statistics and meaningless conjectures.

**PROGRAM SERVICE.** No development in the regulation of broadcasting is of greater portent than the seemingly increasing tendency on the part of the Commission, directly or indirectly, to regulate the contents of broadcast programs. The extent to which it has already gone is astounding in view of the express provision in the statute forbidding it to exercise censorship, and the fact that the original sponsor of the legislation in the Senate said:

“The bill does not give to the Commission the power to censor programs, but instead there is a provision in the bill which specifically prohibits the Commission from censoring programs in any way,”

while the sponsor of the bill in the House said that the bill gave the licensing authority “no power at all” of interfering with freedom of speech in any degree in considering a license or the revocation of a license. Nevertheless, elaborate showings of past program service by existing stations and of proposed program service by applicants for new stations continue to constitute a large part of the hearings held on applications, and to play a large role in the reports of Examiners and decisions of the Commission on these applications. A number of general words and phrases are used to commend, or comment adversely on, past or future program services. A program service is said to be “well-balanced,” “diversified,” “meritorious,” or their opposites. No standards or criteria have been established to give any meaning to any of these terms, which are simply applied to aggregations of facts which happen to be shown by the evidence. As already pointed out, the proposed revision of the Commission’s regulations, if adopted, will give formal expression to the same conception of power over programs.

An outstanding example of the tendency toward censorship was furnished by the now widely publicized Mae West incident. On December 12, 1937, Mae West performed a skit over a large national network of some 60 stations. The Commission received a certain number of complaints against the alleged indecent character of the broadcast and, on December 18th, the Chairman of the Commission wrote to the President of the network company, directing him to furnish an exact copy of the feature, and the names and locations of the stations which carried the program feature. Later, on January 14, 1938, the Chairman wrote the network executive, stating that the Commission had carefully considered the transcript and, among other things, said the following:

“ . . . It is our considered opinion that both of these features were far below even the minimum standards which should control in the selection and production of broadcast programs.

\* \* \*

“In our present system and the statute under which the Federal Communications Commission functions, the Commission has no power of censorship but this power and responsibility rests squarely and unavoidably upon the licensee. The right to continue operation under a license can be justified only so long as public convenience and necessity

## FEDERAL RADIO REGULATION—Continued

are served through programs broadcast to the listeners. Licenses are granted without any compensation by the licensee to the Government and solely for the purpose of serving the public interest and, hence, the broadcaster must accept, along with the privilege granted, a definite inescapable and high public trust in the use of the facilities licensed.

\* \* \*

“The Commission notes that, while the features above referred to were originated by your company, these features were broadcast over fifty-nine stations over your network, and, while the primary responsibility for this program rests with your company, the stations that carried it cannot be excused for carrying this program on the ground that such program was received over the network under a contract for program service. Each licensee carries his own definite responsibility for the character of programs broadcast and he must be and will be held to account regardless of the origin of the program. All who are interested should, therefore, take notice that trespasses against the public interest will be charged against every station engaging in such trespass.

“In view of your recognition of the objectionable character of the program in question and of your assurance that greater care and caution will be exercised in the future, the Commission has decided to take no further action at this time than the writing of this letter in condemnation of the program. However, upon application for renewal of the licenses of the stations carrying this broadcast, the Commission will take under consideration this incident along with all other evidence tending to show whether or not a particular licensee has conducted his station in the public interest.”

In other words, even the stations merely affiliated with the network, the owners of which had no opportunity to examine or pass upon the skit in advance, are threatened with possible refusal to renew their licenses, if the Commission chooses, at the end of their present license periods. Other illustrations of the same attitude on the part of the Commission, less striking perhaps, but no less significant, might be cited.

If this is not censorship of the most effective and dangerous sort, it is difficult to know what the word means. Whether Mae West's particular skit was broadcast is not very important. It certainly provoked considerable criticism. But what is important is the extent of the power of censorship claimed and exercised by a Federal government agency over one of the most important means of mass communication, a power which on other occasions might easily lend itself to abuses which interfere with the cornerstone of American Constitutional guarantees, namely, liberty of expression. The Commission, both directly and through its law department, has frequently conceded that the prohibition against censorship prevents it from adopting *regulations* as to what programs may or may not contain. Yet it claims and exercises the vastly more dangerous power of *ex post facto* regulation of programs, thus depriving licensees of any opportunity to know in advance what rules they are expected to follow.

Another alarming development has been in the handling of complaints against station programs. This subject is not new. On the contrary, it has had a constantly recurring importance for years.



## FEDERAL RADIO REGULATION—Continued

Practically ever since the establishment of the Federal Radio Commission in 1927, complaints have been received in increasing volume but, as is natural, the bulk of them proceed from irresponsible persons and frequently from cranks. For a considerable period prior to the early part of 1938, no steps were taken pursuant to the complaints until they had been investigated. The Commission, however, suddenly departed from this procedure and began informing each station of every complaint against a particular program or action of the station, placing it on notice that further action might be taken against the station at the time it applied for renewal of license. In many instances a copy of the continuity complained of was requested.

During recent weeks, a number of stations have, without warning, been given only temporary license renewals as a result of these complaints. Some of the complaints have involved palmistry, astrological and fortune-telling programs; others have been received from C.I.O. locals because of refusal of stations to allot them commercial time; still others have been against stations which carried the series of talks by a Rev. Gerald L. K. Smith, who undertook to form a "Committee of One Million."

On March 9, 1938, the Commission appointed a committee to study procedure on complaints filed in the future, and an improved procedure is indicated.

**SALE AND LEASE OF BROADCAST STATIONS.** A large number of cases are pending before the Commission involving applications for the Commission's approval of the sale (or lease) and transfer of licenses of a broadcast station from one person to another, or the sale of a controlling interest in the stock of a licensee corporation. Beginning in November, these cases were argued in increasing quantity before the Commission, one after another, and a veritable library of briefs has been filed. The principal questions remain as indicated in last year's article. Does the Commission have power to base approval or disapproval of such an application upon its views as to the propriety of the purchase price? If it has such power, what should be the test? Should the price be limited to the value of the physical assets? May it be based on a capitalization of expected earnings? May an allowance be made for going-concern value or good will, or may past pioneering and development expenses be taken into consideration? These questions are all unanswered. It is said that there are at least three different points of view held by different members of the Commission. In the meantime, action on applications which have been pending for many months has been delayed.

On April 13, 1938, the Commission did, however, render a decision approving an application for authority to transfer control of a station at Fort Worth, Texas, to Mrs. Elliott Roosevelt. The Commission's statement is completely silent with respect to the principles under which the transfer was approved, although it is clear from the facts that the purchase price was substantially in excess of the value of the physical assets and that recourse had to be had to intangible "assets" such as money which had been invested in building the station to a going concern and another large item representing the estimated value of contracts which had been procured for the sale of time on the station. Another recent

## FEDERAL RADIO REGULATION—Continued

case in which the Commission approved a transfer is that already mentioned where the transferee is a subsidiary of a newspaper publisher in Canton, Ohio. Here, again, no principles were announced to explain the Commission's approval so far as the price was concerned. Further recent decisions have approved transfers at prices greatly in excess of tangible values without any disclosure of the Commission's policy, while a number of cases remain undecided.

The most complicated and difficult situation arises out of the practice, followed on a number of occasions by licensees of stations, of "leasing" a station to another for an extended period of time in return for payment of a rental. These leases have been for periods as long as five or ten years, sometimes accompanied by an option to renew for a further period, or to purchase. The annual rental has frequently been as much as, or more than, the value of the physical assets constituting the property leased. In some instances the physical property has not been used at all by the lessee, who has replaced it with improved equipment.

A case involving such a situation has been pending before the Commission for many months undecided, on the report of an Examiner recommending that the application for approval of the arrangement be denied. The questions presented are intriguing. Manifestly, the lessor expects the return of the license to him at the end of the period which may be, and usually is, many times as long as the period of the six months' license. The lessee is obviously paying a large portion, if not all, of the rental for the license and not for the property. Just what the lessor has during the period of the lease (beyond the ownership of whatever tangible property may be involved) is difficult to express in words. In a recent case, the lessor of a station at Washington, D. C. was a corporation and the owners of all the stock in the corporation desired to sell the stock to a newspaper in that city during the period of a lease. The price to be paid was many times the value of the physical assets. On April 20, 1938, the Commission held that it had no jurisdiction over this transaction but indicated at the same time that the lessor had no right to have the license or any rights therein revert to it at the expiration of the lease. If the Commission really carries out the principle indicated in this pronouncement, it will badly upset the expectations of a number of lessors of existing stations looking to reacquisition of the stations (or further leasing of them) when their respective leases terminate.

### IV. THE COMMISSION'S PRACTICE AND PROCEDURE

Revised regulations governing the Commission's practice and procedure have been under consideration for months but, with the exception of regulations necessitated by changes in the Commission's internal organization, no revision has appeared. There are a number of respects in which the existing procedural regulations are unnecessarily harsh and impracticable and bring about inequitable results and useless expense. Some of these have been called to the Commission's attention by the Federal Communications Bar Association. A particularly controversial subject is involved in the Commission's present regulation which forbids any of the attorneys in its employ to practice before it for a period of two years after leaving the employ.

## FEDERAL RADIO REGULATION—Continued

### V. APPEALS FROM THE COMMISSION'S DECISIONS

During the past year (\*) there have been nine (†) opinions handed down by the United States Court of Appeals for the District of Columbia on appeals from decisions of the Federal Communications Commission on broadcast applications. These opinions reveal a far-reaching change in attitude on the part of the Court. Whereas, until the past year, the Commission had been rarely reversed by the Court, and since 1930 there had been no tendency to question any findings of the Commission, the Court reversed the Commission outright in four of the nine cases, held it had acted erroneously in a fifth case but not to an extent justifying reversal, and in a sixth case affirmed the Commission's decision with one of the Justices vigorously dissenting. In several of the opinions trenchant criticism of the Commission's practices and findings was expressed.

In so far as these opinions have to do with substantive principles of law, sufficient reference to them has already been made in the discussion of the Commission's judicial powers. Under this heading I shall confine myself largely to what may be described as procedural questions.

Several important points which had been the subject of controversy and uncertainty for years were decided. The most important had to do with the obligation of the Commission to make findings of fact to accompany and support its decisions in granting or refusing applications. The Communications Act is not any too clear upon this point and required interpretation. The Commission's position was that in making a decision it need recite only that "public interest, convenience or necessity" would be served by granting or denying an application and that it need not make any statement of the facts or of the grounds for its decision, unless an appeal were taken, and even then not until sixty days after the aggrieved party had taken the appeal. In actual practice the Commission had not usually gone to this extreme length. What usually happened was that the Commission (or, in those days, the Broadcast Division, acting for the Commission) would decide in executive session to grant or deny an application and would announce this decision publicly, specifying some future date several weeks off as "the effective date" of the decision. It would then

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\*To May 9, 1938.

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†Eastland Company v. Federal Communications Commission, decided June 28, 1937, 92 F (2d) 467; Missouri Broadcasting Corporation v. Federal Communications Commission, decided December 6, 1937, 94 F (2d) 623; Pulitzer Publishing Company v. Federal Communications Commission, decided December 6, 1937, 94 F (2d) 249; Great Western Broadcasting Association, Inc. v. Federal Communications Commission, decided December 6, 1937, 94 F (2d) 244; Heitmeyer v. Federal Communications Commission, decided December 27, 1937, 95 F (2d) 91; Saginaw Broadcasting Company v. Federal Communications Commission, decided March 16, 1938, — F (2d) —; Tri-State Broadcasting Company, Inc. v. Federal Communications Commission, decided March 16, 1938, — F (2d) —; petition for rehearing denied April 7, 1938, — F (2d) —; Red River Broadcasting Co., Inc. v. Federal Communications Commission, decided May 2, 1938, — F (2d) —; and Pottsville Broadcasting Company v. Federal Communications Commission, decided May 9, 1938, — F (2d) —. There was a tenth opinion rendered on an appeal of Mackay Radio & Telegraph Company, Inc. from a decision denying its application for radiotelegraph licenses in point-to-point service in which the decision of the Commission was affirmed. Since the case does not have to do with broadcasting, consideration of it has been omitted.

## FEDERAL RADIO REGULATION—Continued

instruct its Law Department to prepare a statement of facts and grounds for decision. This statement, when prepared, would be submitted to the Commission and after being approved or modified would be issued as the Commission's statement, usually on or just before the "effective date" of the decision. In one case which was appealed to the Court, however, the Commission had gone further and had not adopted or published its statement until after the effective date.

The Court held that the Commission's interpretation of the statute was erroneous and "manifestly unfair" and that it must include in its original order

"a succinct statement of facts and grounds therefor, since necessarily in every case the Commission will know why it is deciding as it is."

In other cases the Court took the Commission to task for making findings not supported by substantial evidence or contrary to the evidence, and for failing to make findings of basic facts in support of general findings. In one of these cases the finding criticized had to do with the financial ability of the applicant to construct and operate a station, the Commission having found that the applicant had not made sufficient showing, presumably because he had arranged for a loan for the purpose. In another case, the finding criticized was a general conclusion that "the needs of the area" were such as to require the granting of a certain application, without setting forth the facts from which the Commission drew this inference. In a third case a similar finding "that there is a public need for said proposed station" was found insufficient in the absence of any indication of the basic facts upon which the conclusion rested.

Another point of importance had to do with the right of an applicant or other interested party before the Commission *both* to a rehearing and to an appeal, without having to choose between them. Because of certain ambiguous language in the statute, the Commission took the position that a party dissatisfied with a decision of the Commission (or one of its divisions) had to choose between these remedies and could not have both; that is, he must petition the Commission for rehearing within twenty days of the effective date of the decision complained of, or he must take an appeal within the same period. This interpretation left all parties in a perplexing dilemma. For example, an applicant whose application had been denied by the Broadcast Division would file a petition for rehearing within twenty days as permitted by the statute. The Commission would fail to act upon the petition during this period and the applicant, in order not to hazard the loss of the right to appeal, would file his appeal by the 20th day, whereupon the Commission held that it had no further jurisdiction over the petition for rehearing and dismissed it. Or, if the applicant chose the other course, and waited until the petition for rehearing was acted upon before taking an appeal, the Commission would move to dismiss the appeal on the ground that it had not been taken within the twenty-day period required by statute. Again the Court held that the Commission's interpretation was erroneous and that the filing of a petition for rehearing automatically suspended the running of the appeal period. The Court now has pending before it the question whether, if the party has petitioned the

## FEDERAL RADIO REGULATION—Continued

Commission for rehearing and has appealed before the Commission has acted on the petition, the Court has any jurisdiction to entertain the appeal at all, although it has previously exercised jurisdiction in several such cases.

In another case there had been a hearing before the Broadcast Division of the Commission, consisting of three members, one of whom resigned shortly afterwards and another of whom was later assigned to the Telegraph Division, both being replaced by other Commissioners. The decision of the Commission, rendered over 18 months later, was attacked on the ground that the parties were entitled to have their case passed upon by the identical members of the Commission who sat at the presentation of the evidence, whereas two of the members who joined in the decision had not heard the evidence. Four members of the Court held that this shift in personnel did not invalidate the Commission's decision, but one of the Justices rendered a dissenting opinion expressing the contrary view in forceful language.

The nine cases contain further holdings on miscellaneous points, only a few of which need be mentioned. The Court apparently held that where there are two competing applicants for a facility in a given community, one of the applicants being a newcomer and the other applicant being the licensee of an existing station with an established record of service, seeking to improve its assignment, the Commission need not give any weight to the factor of established service and, therefore, need not apply the rule which is usually given effect in public utility legislation. In another case the Court also ruled upon a practice which had theretofore been fairly generally followed in hearings before the Commission and its Examiners, of permitting applicants to testify as to the results of investigation conducted with third parties as to the need for a station in the community. The Court held the testimony incompetent as being clearly "hearsay." In a third case it held that a party not notified by the Commission of a pending application and of a hearing thereon but having actual knowledge of the decision in time to permit a petition for rehearing has no standing to appeal, because of failure "to exhaust all its remedies before the Commission." In a fourth case, the Court refused to reverse a Commission decision on the ground that the Commission had received and considered confidential memoranda from its subordinate bureaus, because of a positive assurance given it by the Commission that such memoranda had not been considered in connection with the application.

Other important questions are now pending before the Court for decision. The question whether the Commission's practice of receiving confidential memoranda from its Engineering, Law and Examining Departments with regard to a case pending before it, and to take such memoranda into consideration in arriving at its decision, is pending in other cases. The immediate future gives promise of a number of further appeals because of the likelihood that, as a result of the pending and proposed hearings, investigations and revision of regulations, a number of licensees will consider themselves adversely affected and will have recourse to the Court. It is expected that the Court's decisions on these appeals will further clarify obscure points in the law and doubtful questions as to the Commission's powers.

## VI. INTERNATIONAL RADIO REGULATIONS

The past year has been an unusually eventful period in the field of international radio regulation, with regard not only to broadcasting but to other communications services. There has just been concluded the International Telecommunications Conference, which began at Cairo, February 1, 1938. It was called for the purpose of discussing and revising the various sets of international regulations having to do with radio, telegraph and telephone which are annexed to the International Telecommunications Convention signed at Madrid, December 9, 1932. The Convention itself was not subject to revision at this conference but, since most matters of importance are covered in the Regulations, this does not detract from the importance of the conference. The next such conference is to be held at Rome in 1943.

Of even greater importance to the United States, and particularly to broadcasting, was a conference held at Havana beginning November 1, 1937, and adjourning December 13, 1937, resulting in three agreements and a number of resolutions. Two of the agreements apply to all the nations in the Western Hemisphere, and one is a North American Regional Broadcasting Agreement between the United States, Canada, Newfoundland, Mexico, Cuba, Haiti and the Dominican Republic. This conference was held as sequel of a preliminary conference held in March, 1937, at Havana, in which the North American nations participated, the South American nations having previously held a conference of their own.

An attempt will be made briefly to summarize the accomplishments and results of these conferences.

### A. THE INTERNATIONAL TELECOMMUNICATIONS CONFERENCE AT CAIRO

Some 73 nations signed the International Telecommunications Convention at Madrid in 1932. The signing of at least one of the three principal sets of regulations was made obligatory by the Convention. The United States signed both the Convention and the Radio Regulations and the Senate thereafter duly ratified both. Canada, Cuba and Mexico have also ratified these documents. Some of the nations which signed did not, however, ratify and claim not to be bound by the obligations which are imposed by these documents.

Much that is contained in the Convention and the Regulations is not of direct importance or interest to broadcasting. The principal and all-important feature of the Radio Regulations is the division of the frequency spectrum (the total band of wave-lengths used for radiocommunication) into smaller bands and the allocation of these bands to different sorts and types of radio service, including point-to-point radio telegraph and radiotelephony, services in connection with ships at sea and aircraft, amateurs, broadcasting, and others.

Since 1927, the band 550 kc. to 1500 kc. has been allocated to broadcasting all over the world. Under the Regulations annexed to the Convention which was signed at Washington that year, however, European nations

## FEDERAL RADIO REGULATION—Continued

also obtained for broadcasting the use of a very substantial band in the lower frequencies, 160 kc. to 224 kc. These frequencies are capable of much greater coverage for a given amount of power than are the frequencies in the regular broadcast band, particularly in countries in the temperate and northern zones, and are highly prized by those countries which have obtained their use. The prevailing voice which Army and Navy officials have heretofore regularly had in the councils of the United States were chiefly responsible for preventing North America and countries elsewhere in the world from gaining similar privileges for broadcasting.

Between 1927 and 1932 the increased needs of broadcasting in Europe led to rather widespread disregard of the limitations of the Washington Regulations, so that by the time the Madrid Conference convened there was an urgent demand for a larger allocation of lower frequencies to broadcasting. This was successful to the extent that broadcasting was given the use of the band 160 kc. to 265 kc. in Europe, Australia, and New Zealand and special concessions were made to certain countries, particularly Russia, in the band between 285 kc. and 420 kc. An attempt to obtain an extension of the broadcast band into the lower frequencies for North America was made by Canada, Cuba and Mexico and was favored by the American delegates individually, but was blocked by the United States Government Departments, principally the Army and Navy in Washington. Even the enlarged band available in Europe did not prove sufficient and there were frequent departures from the letter of the Regulations in the period following 1932. At Cairo a further enlargement of the low frequency allocations to broadcasting was urged, but unsuccessfully.

In the meantime, an extension of broadcasting into other bands of frequencies became increasingly important. The Madrid Radio Regulations had assigned certain bands of high frequencies to broadcasting, namely, 6,000-6,150 kc., 9,500-9,600 kc., 11,700-11,900 kc., 15,100-15,350 kc., 17,750-17,800 kc., 21,450-21,550 kc., and 25,600-26,600 kc. These are in the range known as "high frequencies" and, except for the two higher bands, are useful for communication over tremendous distances. They are not useful for communication to the particular area in which the transmitter is located since they exhibit a phenomenon known as "skip-distance," which renders the signal imperceptible or unintelligible over an intervening area varying in width. This type of frequency is used in international broadcasting, a service that is now familiar to all owners of short wave (high frequency) sets.

During the period following 1932 these bands became deplorably insufficient to accommodate the many new stations established and operated in increasing numbers all over the world. Because of the distant range of these frequencies, generally speaking, only one station may operate at a time on any one of them anywhere in the world. Their use cannot be safely crowded together more closely than on a separation of 10 kc. and even that is a considerable compromise with good reception, particularly in the higher frequencies. There were two factors making for their increased use. One factor was the pressure for use in international broadcasting, that is, the attempt by a station in one country to reach listeners in other countries, particularly those in other continents. Another factor was pressure for use of these same frequencies in tropical countries where, because of the heavy natural static, frequencies in the broadcast band were not regarded as satis-

## FEDERAL RADIO REGULATION—Continued

factory, the higher frequencies being much less susceptible to this sort of interference. Frequencies in the band 1,500-6,000 kc., and particularly in the upper portion of this band, would have served almost equally well to meet this second factor, but the Madrid Regulations had not made any provision for broadcasting in this band. Consequently, far too many stations crowded their way into the ether and not only filled the assigned bands beyond their capacity but trespassed and overflowed into bands assigned to other services. This was particularly true of stations in the tropical portions of Central and South America and the West Indies.

At Cairo the most important and most difficult radio problem was to meet the pressure for the allocation of new bands of frequencies to broadcasting in the range below 6,000 kc. and to enlarge the bands above 6,000 kc. In the meantime, other services were making increased demands, particularly aviation. The result reached at Cairo cannot be regarded as final or conclusive. No bands were assigned to broadcasting below 6,000 kc. (except for the band 1,500-1,600 kc.) and, while there were four enlargements of the bands above 6,000 kc. (6,000-6,200 kc., 9,500-9,700 kc., 17,750-17,850 kc., and 21,450-21,850 kc.), the enlargements are obviously not enough to meet present emergent needs of stations actually in operation throughout the world. It seems safe to prophesy that the resulting Regulations will be honored more in the breach than in the observance.

Neither the International Telecommunications Convention nor the Radio Regulations annexed thereto attempt to allocate frequencies or channels to particular countries or stations. They seem to recognize priority of service. For example, Article 35 of the Convention provides, in part, that

“all stations, regardless of their purpose, must, so far as possible, be established and operated in such a manner as not to interfere with the radio services or communications of either the other contracting governments or the private operating agencies recognized by these contracting governments or of other duly authorized operating agencies which carry on radio-communication service.”

The precise boundaries of this obligation have not been determined but, in general, it may be construed as obliging each country not to establish, or allow to be established, any new station which operates in such manner as to interfere with the service carried on by an existing station in another country.

Even this obligation is of no avail against countries which have not ratified the Convention, and little or no regard has been had for it by some countries that have ratified, notably Mexico and Cuba.

### **B. THE HAVANA CONFERENCE AND THE NORTH AMERICAN REGIONAL BROADCASTING AGREEMENT**

Until recently there has been, in the files of the Department of State, a North American Regional Broadcasting Agreement, signed at Havana by the United States, Canada, Mexico, Cuba, Haiti and the Dominican Republic.\*

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\*The Agreement extends to and includes Newfoundland which, however, did not become a formal party because it does not have the status of an independent state in international law. Article VII of the Agreement provides that it “shall be open to adherence in the name of Newfoundland.”



## FEDERAL RADIO REGULATION—Continued

The Agreement was submitted to the United States Senate for ratification on May 13, 1938. This is necessary before it becomes binding upon the United States and, because of a combination of political factors in which the Agreement seems to have become enmeshed and because of probable adjournment of Congress in June, it may not be acted upon for some time to come.

In order to appreciate the significance of its provisions, the accomplishments which it represents, and the importance of its eventual ratification, we must review briefly its historical background.

Until the signing of the Havana Agreement, there had never been a treaty among the North American nations covering their respective rights in use of the standard broadcast band, 550-1500 kc. There had been informal agreements between the United States and Canada which, in general, were respected by both countries, but there had been no understanding between either country and any of the others except such as is implied from the general obligations of the Madrid Convention.

Broadcasting was established earlier, and moved forward at a much more rapid pace, in the United States, than in the rest of North America, with the result that by 1923 the United States had allocated to its own stations practically every frequency then open for broadcasting. So far as Canada was concerned, this unsatisfactory state of affairs was relieved in October, 1924, when the United States Department of Commerce (then the radio licensing authority) agreed to regard six frequencies as assigned exclusively to Canada and certain other frequencies as subject to shared use in Canada. This arrangement was never reduced to writing, although later attempts were made from time to time, and particularly in 1927, to arrive at a more definite arrangement. Finally, on May 5, 1932, an informal agreement was negotiated between the two countries in the form of an exchange of letters between the Canadian Minister in Washington and the Acting Secretary of State. This agreement has been subject to varying interpretations. Without pausing to resolve some of its ambiguous features, we may say that generally it recognized Canada's right to frequencies sufficient to accommodate nine 50 kw. stations, including exclusive use of the six frequencies which it already enjoyed, the shared use of two other frequencies which had theretofore been clear channels in the United States, and to 540 kc., just below the lower limit of the broadcast band. It also recognized Canada's right to the shared use of certain other frequencies with stations of smaller power. Except in minor respects, the provisions of this informal agreement were faithfully adhered to by both countries and would have satisfactorily resolved all difficulties between them had it not been for developments to the south.

In Mexico and Cuba the development of radio had been tardy and by the time it had progressed to the point where stations of substantial power were contemplated, all frequencies in the broadcast band were in use in the United States and Canada. What happened, under the circumstances, was only what was to have been expected. First Mexico, and then Cuba, proceeded to establish stations of substantial power either on the same frequencies as those used by their northern neighbors or so close to them as to cause disastrous interference. A complicating factor was the inauguration of the so-called border stations in Mexico, stations operated just

## FEDERAL RADIO REGULATION—Continued

across the boundary of Texas and California, and designed not to serve Mexicans, but residents of the United States. Eleven such stations are now in operation, including several of power higher than is used by any but one station in the United States. Citizens of this country who had previously been deprived of licenses to operate stations in the United States by the Federal Radio Commission because of misconduct of their stations are identified or connected with some of the more powerful of these stations.

Development in Cuba was even tardier, but no less disastrous. At the last count some 33 stations are operating in Havana alone, a city having a population comparable to that of Washington, D. C., where only four stations are permitted to operate. The Havana stations are undergoing rapid and substantial increases of power, encouraged by the Cuban Government.

In choosing the frequencies on which to operate, the Mexican and Cuban broadcasters have naturally attempted to select those on which the least interference will be caused to their own stations. They have squatted on the Canadian exclusive frequencies and, since on the whole Canada has not made very adequate use of her exclusive channels and is still using them for stations of inadequate power and efficiency, the Canadian stations have suffered widespread interference as a result. In addition, Mexican and Cuban stations have been placed on every type of channel used by stations in the United States, clear, regional and local. The recent tendency has been to place the high power stations on frequencies used by regional and local stations in the United States since the latter, having less power, will cause correspondingly less interference to the Mexican and Cuban stations. Clear channels, however, have not escaped, and several of the important 50 kw. stations in the United States have suffered, and are suffering, interference up to within a few miles of their transmitters, with the result that their large rural audiences have been partly or wholly cut off from reception.

An attempt to bring order out of the impending chaos was made at a conference held at Mexico City in the summer of 1933. It completely failed, largely because of the demands made by Mexico to accommodate its border stations. No further efforts of substantial character were made to solve the problem until 1937, with the calling of the first Havana Conference in March.

No agreement of a formal character resulted from this first Havana Conference but progress beyond all expectation was made in reaching a tentative understanding as to technical and allocation principles. It was still believed impossible, however, that a formal agreement could be negotiated.

Nevertheless, at the final Havana Conference commencing November 1, 1937, after over six weeks of continuous discussion and debate, during which a successful result seemed hopeless on many occasions, the unexpected was accomplished and the delegates emerged with an agreement actually signed by all the North American nations. Credit for this accomplishment is generally agreed to belong chiefly to the head of the American Delegation, Lt. Commdr. T. A. M. Craven, a member of the Federal Com-

## FEDERAL RADIO REGULATION—Continued

munications Commission, whose tireless efforts and able diplomacy made the result possible.

The provisions of the Agreement may be summarized only briefly. We must pass over very important and extensive provisions having to do with technical engineering standards to which the countries agreed for the purpose of avoiding interference and insuring effective operation of their stations and confine ourselves to the provisions having to do with allocation of facilities between the nations.

The battle ground centered almost entirely on the allocation of clear channels, that is, channels used by stations of substantial power and cleared of objectionable interference so as to permit those stations to give service over wide areas. Generally speaking, there is no other means of affording broadcast service to small cities and towns and rural or sparsely-settled areas not in the immediate vicinity of a broadcast station.

The demands made by the several nations at the start of the Conference gave little promise or hope of a satisfactory agreement. It was apparent that at the most there were only 59 channels which could be used or called clear channels, even though the upper end of the broadcast band be extended from 1,500 to 1,600 kc. (the nations having agreed to this extension). On these 59 clear channels, approximately 105 full time stations had to be accommodated, many of them being of such power and at such locations that no other country in North America could use the same channel at night. For example, Mexico wanted positions for 15 stations of substantial power, 7 of which were to have power in excess of 50 kw. up to as high as 500 kw. and Canada's claim was substantially the same. At the start even Cuba asked for positions for at least 10 stations of substantial power. The United States was already using 44 of these channels and, on about 31 of them, had only one station operating at night.

The result was a compromise reached by sub-classifying clear channel stations broadly into two classes. The first, known as Class I-A, would have virtually exclusive use of a frequency at night and would be authorized to use power of 50 kw. or more. The other, Class I-B, would be subject to duplication under conditions designed to avoid interference, with power of from 10 kw. to 50 kw. Mexico was given the right to establish Class I-A stations on 6 specified frequencies, Canada on 6 and Cuba on 1. The United States was given the right to determine what use it would make of 32 frequencies and its right to assign Class I-A stations to at least 25 of them was expressly recognized. The remaining "clear channels" were assigned for use by Class I-B stations, each in two or more of the countries.

Of the remaining channels, 41 were designed as regional channels, to be used by stations with a maximum power of 5 kw., and 6 as local channels, to be used by stations with a maximum power of 250 watts. The right of each country to use any of these regional and local channels was recognized, so long as certain distance separations and other precautions to avoid interference are observed. The numbers of these two classes of channels correspond, in general, with what has already been in effect in the United States since the Federal Radio Commission's allocation of November 11, 1928, with minor modifications which may be passed over.

To accommodate the Class I-A stations which the other countries are

## FEDERAL RADIO REGULATION—Continued

given the right to establish, necessitated certain adjustments in the existing allocation in the United States. Wherever a channel is assigned to use by a Class I-A station in Mexico, for example, all stations now using frequencies above that channel are to be required to shift frequency by a corresponding amount of 10 kc. The net effect of the agreement is that all existing stations in the United States, beginning with the stations on 740 kc., must shift their frequencies upward 10, 20 or 30 kc., depending on their position in the band. There are a few instances of shifts as much as 40 kc. In general, however, the burden of bearing the sacrifice necessary to make the agreement successful was distributed as evenly as humanly possible over the broadcasting industry in the United States, including clear channel, regional and local stations. The only stations escaping any shift under the Treaty are the regional stations now assigned to the frequencies from 550 to 630 kc. and the clear channel stations assigned to frequencies from 640 kc. to 720 kc. In return for the comparatively slight sacrifice involved, all stations are to be freed of the menace of interference from stations in other countries. What is even more remarkable is that the Mexican border station problem completely disappears since the locations of Mexico's clear channel stations are all specified.

To be valid, the Agreement must be ratified by Canada, Cuba, Mexico and the United States (although there is provision for the situation arising if three of them ratify and the fourth signifies its readiness to do so). The Agreement does not become effective until one year after it has been ratified by the fourth of these governments. Cuba ratified shortly after the signing of the Agreement. Under Mexico's Constitution, it cannot ratify until December, 1938, or later. There is every indication that Canada will ratify. Unfortunately, in the United States the Agreement is meeting with a number of obstacles, due chiefly to a misconception of its provisions. It is being said that the Agreement calls upon or permits the United States to establish at least 25 stations with power of 50 kw. or more. This is inexact. Without the Agreement there is no limit whatsoever to the number or power of the stations which the United States may establish on *any* of the channels which it is now using. The Treaty does not grant a *privilege* in this respect; it imposes a *limitation*. It recognizes that the United States may establish stations of power of 50 kw. or more on at least 25 of 32 specified frequencies. Most of these frequencies are already used by stations of 50 kw. in the United States and one by a station of 500 kw. The United States remains perfectly free, as it already is, to increase or reduce the power of these stations; there is no obligation under the Agreement which restricts its action in this respect. Until May 13 the Department of State withheld submission of the Agreement to the Senate for reasons that have not been made public.

Other important agreements were negotiated at Havana, one of them being a Treaty between all the American nations on certain general aspects of communications and another being an administrative agreement bearing on technical radio matters other than broadcasting. Probably the most interesting feature from the point of view of broadcasting is that under the Treaty the Western Hemisphere is divided into three zones for the purpose of regional agreements on such matters as broadcast

## FEDERAL RADIO REGULATION—Continued

allocation. The Northern Zone extends to the southern boundary of Mexico and includes Haiti and the Dominican Republic. The Central Zone extends from the southern boundary of Mexico 5 degrees south latitude, cutting across Brazil and Peru. The Southern Zone includes the rest of South America south of this latitude. It was felt unnecessary and, in any event, impracticable to attempt to reach an agreement on allocation of the broadcast band between all the countries in all three zones. In general, there are no serious interference problems in use of the standard broadcast band between North America and South America, both because of the distances involved and because of the fact that South America lies almost entirely to the east of North America and therefore in entirely different time zones. The tendency in the Central Zone, which is of a tropical character, is to use higher frequencies because of static.

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## THE "WARING CASE"

*Questions of Property Rights in Phonograph Recordings of Artistic Performances Considered. Is the Use of a Phonograph Recording for Broadcast Purposes an Invasion of the Right of Privacy?*

By FRANCIS GILBERT

Member of the Bar of the State of New York

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*Editor's Note: One of the most important legal cases, as regards intellectual properties, is the recent Fred Waring vs. WDAS litigation. In this case the orchestra leader obtained an injunction against the broadcasting company restraining the defendant from playing records of his musical renditions over the air. Three points of law were enunciated by the judges of the Pennsylvania Supreme Court: (1) the "interpretive" right of the artist; (2) the right of privacy, and (3) unfair competition.*

*Subsequently a great flurry of speculation has arisen in view of the vast implications of the Pennsylvania decision. In this article Francis Gilbert threads through these implications and comments on the decision.*

*Possibly the reader would do well to read the last chapter of Mr. Gilbert's article first. It is to be emphatically impressed on the reader that this writing holds no brief for any parties interested in the fray. It is solely intended by the author and by the VARIETY RADIO DIRECTORY as a survey of the terrain and an analysis of the points of law involved.*

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*FRANCIS GILBERT is a member of the Bar of the State of New York and a principal in the law firm of Gilbert & Gilbert. Over a period of years he has been in intimate contact with all legal phases of intellectual property and has figured prominently in numerous court cases in this domain. He is the author of "Copyright: A Panorama of the Law" (VARIETY RADIO DIRECTORY, Vol. I, pages 304-314).*

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All human institutions are subject to growth, change and decay. This is particularly true of the complicated structure of laws, regulations and ordinances which govern and control every action of our daily lives. Since the dawn of history an incessant war has been waged for the better protection of those who labor with their minds rather than with their hands. One of the great battles in this war is now being waged. In a general way the combatants may be described as:

- (1) The proprietors of copyrights affecting musical compositions;
- (2) The manufacturers of phonograph records, upon which copyrighted compositions are recorded, and by means of which they may be reproduced;
- (3) The artists who are engaged to perform the copyrighted musical compositions for the purpose of making the phonograph records; and finally
- (4) The broadcasting companies and stations which find it convenient to use the phonograph records in giving public performances for profit of the musical works recorded thereon.

Although the copyright proprietors, the manufacturers of phonograph records and the interpretive artists are not allies waging the war for their common benefit against the broadcasters, nonetheless they each have the same objective, namely, to establish a property right in the phonograph recording which may be

## THE WARING CASE—Continued

enforced against the purchaser of such recording (the broadcasting station) by preventing the use of such recording for the purpose of a public performance for profit.

The first skirmish in what would appear to be a long drawn out war has been fought. This skirmish took the form of a litigation instituted by Fred Waring, the nationally known musical director, against WDAS Broadcasting Station, Inc. The action was commenced in the courts of Pennsylvania, and in October of last year the Supreme Court of the State of Pennsylvania (the court of last appeal) rendered its decision in favor of Mr. Waring.

The novelty of the doctrine announced by this decision has aroused considerable interest, not only among those who are directly affected, but also among all students of the law. Particularly in the broadcasting field has this decision been productive of much discussion. It accordingly justifies a careful examination of the philosophy and reasoning thereof.

### Facts in the Waring Case

The facts of the case were simple. The plaintiff, Fred Waring, was the owner of substantially all of the shares of the stock of a corporation known as Fred Waring's Pennsylvanians, Inc., through the medium of which he commercialized the performances of his orchestra. Pursuant to contract with the Victor Talking Machine Company, the orchestra made phonograph records of two songs. These songs were protected by United States copyrights, and the copyright proprietors had licensed the manufacture by the Victor Talking Machine Company of said phonograph records. Before Mr. Waring consented to the performance by his orchestra essential to the recording, he agreed with the phonograph company that a label should be placed upon the records reading "Not licensed for radio broadcast." The records thus made and bearing such label were sold in the ordinary course of business, and one of such records was purchased by the defendant broadcasting station. The broadcasting station had been licensed by the American Society of Composers, Authors and Publishers to give public performances of the songs thus recorded. The defendant broadcasting station used one of the said records as part of its sustaining program. The playing of the record was accompanied by the customary announcement over the radio that the performance was given by means of a mechanical reproduction of the orchestra's rendition. The questions involved in the action were stated by the Court as follows:

1. Have performers—in this case an orchestra—any enforceable property rights in their artistic interpretation of the work of a composer?
2. If so, to what extent can such rights be reserved at the time of, what the law designates as, "publication"?
3. As ancillary to such rights, under what circumstances can performers be afforded equitable relief on the ground of unfair competition?

### Decision in the Waring Case

Three judges heard the case. Judge Stern, who wrote the principal opinion for the Court, answered the three questions in favor of Mr. Waring's contentions. In other words, he held that the interpretive artist had an enforceable property right in his artistic interpretation of the work of a composer; that such right with respect to a phonograph recording can be reserved by affixing a label

## THE WARING CASE—Continued

to the phonograph record stating "Not licensed for radio broadcast." He also held that the interpretive artist is entitled to an injunction restraining a broadcasting station from using a phonograph recording of the artist's performance upon the ground that such use was a form of unfair competition.

Judge Maxey, who wrote a separate opinion, expressed emphatic disagreement with Judge Stern's reasoning, but stated that he would vote to support Judge Stern's conclusion, that the artist was entitled to the Court's injunction restraining the use of the record by the broadcasting station.

Judge Maxey insisted, however, that the principles of law discussed by Judge Stern in arriving at his conclusion had no application to the facts. He contended that the only principle of law that could be applied to the situation was the so-called "right of privacy."

The purpose of this article is an attempt to present not only a close-up view of the first skirmish, which calls for a detailed study of the reasoning employed by both Justices Stern and Maxey, but also to present a panoramic view of the larger war area.

At the outset it is to be noted that both Judges agree that neither the copyright law nor any statute law of either the United States or of the State of Pennsylvania has any application to the dispute. In referring to the copyright law, Judge Stern states that this law does not recognize any right of a performing artist "in his interpretive rendition of a musical composition or in the acting of a play composed by another." He therefore has recourse to the common law in his endeavor to find a principle of jurisprudence which might be applied for protecting the plaintiff's claim of property right.

Before presenting our analysis of the opinions, it is well to consider the territorial area in which the court's opinion is effective.

### Territorial Area of the Common Law

The highest court of each state has the exclusive power to declare the common law of that state. Therefore, although the Supreme Court of Pennsylvania may have found that Mr. Waring was entitled to protection under the common law of the State of Pennsylvania, it does not necessarily follow that the courts of other states will arrive at the same decision. While, to be sure, a decision of the highest court of one state is considered with great respect by the courts of a sister state, nevertheless, there is no compulsion so to do. As a matter of fact, there is hardly a question of law concerning which a sharp division of opinion does not exist, with the courts of one group of states taking one view and the courts of another group of states taking another view.

Indeed, at the time this article is in preparation, cases involving the same questions are awaiting the consideration of the courts of the State of New York, and speculation is rife as to whether or not the courts of New York will follow the decision of the Pennsylvania Court.

Finally, it is to be remembered that not all of the states have incorporated into their basic law the common law of England. Some of the states, namely those which, prior to their entrance into the Union were not subject to the laws of England, do not follow the common law; as for example, the States of Louisiana, Florida and Texas, whose jurisprudence was founded upon and derived from a system entirely different from that of the original thirteen states.

The courts of such states may or may not follow the lead of Pennsylvania, but if they do, they will have to justify their conclusions by reasoning entirely different from that heretofore employed.



### Conflicting Opinions on Interpretive Rights

The first of Judge Stern's legal conclusions is, that by the common law the interpretive artist is a creator and, by reason thereof, he is entitled to the protection of the law with respect to that which he created. He states:

"A musical composition in itself is an incomplete work; the written page evidences only one of the creative acts which are necessary for its enjoyment; it is the performer who must consummate the work by transforming it into sound. If, in so doing, he contributes by his interpretation *something of novel, intellectual or artistic value*, he has undoubtedly participated in the creation of a product in which he is entitled to a right of property, which in no way overlaps or duplicates that of the author in the musical composition."

Judge Maxey emphatically disagrees. He states:

"The majority opinion's purport is that plaintiff's interpretation of musical compositions constitutes 'a product of such novel and artistic creation as to invest him with property right therein' and that since 'ordinary musicians' do 'nothing more than render articulate the silent composition of the author' they do not have a property right in their interpretations and therefore would not be entitled to such relief as the plaintiff herein sought."

He continues:

"I do not agree that a plaintiff's right to such protection in a court of equity depends on whether his production constitutes 'a novel and artistic creation' which 'elevates interpretations to the realm of independent works of art.'"

In substance, Judge Maxey states that if a property right is to be given to the interpretation of a musical composition, then the property right should be given irrespective of the quality or artistic value of the interpretation; or rather he contends that if a property right cannot be recognized in a commonplace interpretation, it cannot be recognized in one no matter how great its artistic value.

We repeat Judge Stern's statement:

"A musical composition in itself is an incomplete work; the written page evidences only one of the creative acts which are necessary for its enjoyment; it is the performer who must consummate the work by transforming it into sound."

Authors and composers will certainly express affirmative objection to this statement. Can it be said that the immortal works of Brahms, Beethoven, Mozart and Wagner are all incomplete and require the addition of the artistry of an orchestra leader before such works can be considered an entirety? We make this observation not by way of gentle irony, but because the decision in this case will necessarily open up a vast field of litigation and it is essential in considering the enunciation of a new principle of law to take into account the effect which will necessarily follow.

### Speculative Implications of the Decision

If Judge Stern is correct in his statement that a musical composition is incomplete until it is transformed into sound by the interpretive artist, would it not necessarily follow that the same principle must apply to the case of a book or a play or a poem. Many people cannot enjoy or fully comprehend the impli-

## THE WARING CASE—Continued

cations intended by the author of a play, by reading the play—they must see and hear it performed on the stage. The same is true, possibly to a lesser extent, with respect to books and poems. Psychologists tell us that many people find it difficult to fully comprehend the written page. This is particularly true of young people to whom stories must be read. It is also true of many adults who read aloud for their own edification and for their better understanding. In other words, their minds function better through the sense of hearing than through the sense of sight.

Is the Court then prepared to hold as matter of law that in every instance where it is necessary, or convenient, or advantageous, to transform the written page into sound, that the one who does so is entitled to a property right in his rendition?

Moreover, it must be remembered that many of our competent musicians can read a musical score with the same facility as the ordinary person can read the written page. The competent musician does not require a musical composition to be played by an interpretive artist in order to “hear it.” He hears it with the aid of his mental processes, similar to those employed when he reads a book or a play.

While the reaction of a court to a given state of facts is always a subject concerning which it is dangerous to speculate, nevertheless, we feel justified in expressing doubt that the courts of any other state will accept the foregoing statement of Judge Stern.

### Unfair Competition Point

The next important point made by Judge Stern is with respect to the application of the principle of unfair competition to the facts as presented to him. He states:

“It remains to point out an additional ground upon which defendant may rely for the protection of such rights against invasion and abuse by defendant, namely, that of ‘unfair competition.’”

Judge Stern cites as the principal support for his argument the decision of the United States Supreme Court in *Associated Press vs. International News Service*, 248 U. S. 215. As to this statement, Judge Maxey expresses emphatic dissent. He states:

“I do not accept the reasoning of the majority opinion on the subject of ‘unfair competition’ and I do not think the case at bar is ruled by the cited case of *International News Service vs. The Associated Press*.”

Judge Maxey presented a careful analysis of the decision in the Associated Press case and pointed out that the respective parties in that case were “competitors in business,” while in this case the plaintiff was described as an “orchestra conductor” and the defendant was described as the “owner of a radio station.” Judge Maxey emphasizes that the essential element in unfair competition was deception, and that there was no element of deception presented in the case. He states:

“One can conceive of a situation where a broadcaster of phonograph disks might conduct his business in such a manner that there would be either an express or implied representation to the public that it was listening to a broadcast not of a disk but of the talent which made the disk, and thus

## THE WARING CASE—Continued

be guilty of unfair competition, but the record before us does not in its present state present any such case."

### "Right of Privacy"

Finally, Judge Maxey having disagreed with Judge Stern on the two fundamental principles urged by him, offers his own solution to the problem. Judge Maxey states:

"I think plaintiff's right which was invaded by the defendant was his right to privacy and this is a broader right than a mere right of property. A man may object to *any* invasion of his right to privacy or to an *unlimited* invasion of that right. He may choose to render interpretations to an audience of one person in a private home or to an audience in a great amphitheatre.\* \* \*

"It requires but little argument to show that since a man has a right to withhold from *all dissemination*, his thoughts, sentiments and emotions, no matter what their media of expression, he has a right to restrict or limit this dissemination."

He considers the action of the broadcaster in using the phonograph recording of an artist without the artist's consent, to be a form of "eavesdropping" or a form of illicit tapping of telephone wires for the purpose of "listening in." By applying the rules of the common law which condemn such invasions of the privacy of the individual, he approves of the granting of the injunction for the protection of Mr. Waring, because his right of privacy has been invaded.

To the layman there can be no comparison between the act of the eavesdropper or one who taps a telephone wire, and the action of a broadcasting station which attempts to publicly use a phonograph record which it has purchased. How the right of privacy can be found to exist with respect to an article which is publicly offered for sale, presents a problem rather difficult for the layman and for most lawyers to comprehend. In any event, however, it appears that Judge Maxey's opinion was not accepted by Judge Stern or by Judge Linn, the third member of the Court. They refused to accept his reasoning just as Judge Maxey refused to accept theirs.

In the face of this conflict of opinion, it would not be surprising, to say the least, to find that the courts of other states decline to accept either line of reasoning.

The attitude which the Court of Appeals of the State of New York took in a similar, though not identical, situation may indicate the probability of its attitude if the situation now under discussion is presented to it.

### The Robinson Case

Thirty-five years ago, the Court of Appeals of the State of New York was called upon to consider the complaint of a young lady whose photograph had been used by a manufacturer of flour by affixing copies of the photograph to the packages containing flour sold by it. Over the portrait there were printed the words "Flour of the Family." This case is well known to lawyers as the Roberson case.

The plaintiff in that case asked that the defendant be enjoined from making, printing, publishing, circulating or using in any manner any likeness of the plaintiff in any form whatever. The plaintiff had not consented to any publication of her photograph, not even to a restricted publication, as appears to have been the case with respect to the phonograph record involved in the Waring case. The lower court sustained the plaintiff's claim and held that the publication of

## THE WARING CASE—Continued

the photograph without her consent was an invasion of her "right of privacy"—an invasion of her "right to be let alone."

Although it denied relief, nevertheless the Court of Appeals in its opinion of reversal recognized the justice of the plaintiff's claim and sympathized with the declared object of the litigation stating:

"The so-called right of privacy is, as the phrase suggests, founded upon the claim that a man has the right to pass through this world, if he wills, without having his picture published, his business enterprises discussed, his successful experiments written up for the benefit of others, or his eccentricities commented upon either in handbills, circulars, catalogs, periodicals or newspapers, and, necessarily, that the things which may not be written and published of him must not be spoken of him by his neighbors, whether the comment be favorable or otherwise."

The decision is not only one of historical importance, but is one of vital interest to lawyers and laymen alike, because of the nature of the dispute involved, the human approach of the Court to the problem, and the wisdom of the juridical philosophy announced.

After pointing out the principle of law sought to be established, the Court stated:

"If such a principle be incorporated into the body of the law through the instrumentality of a court of equity, the attempts to logically apply the principle will necessarily result, not only in a vast amount of litigation, but in litigation bordering upon the absurd, for the right of privacy, once established as a legal doctrine, cannot be confined to the restraint of the publication of a likeness but must necessarily embrace as well the publication of a word-picture, a comment upon one's looks, conduct, domestic relations or habits."

It may be said with equal force, that if the principle contended for by the interpretive artist and sustained by the Pennsylvania court be followed in all of the other states of the United States, a vast amount of litigation will follow, a substantial amount of which will be bordering upon the absurd. As Judge Maxey pointed out, if an interpretive artist is entitled to a property right in his artistic creation, then an ordinary musician is also entitled to a property in his interpretation though not artistic. Each individual in the orchestra might be entitled to a property right in his contribution to the artistic rendition of the ensemble. The most humble member of the cast of a successful motion picture production may claim to be entitled to a property right in his interpretive rendition of the part assigned to him. Illustrations are readily at hand to justify the prediction of the possibility of endless litigation resulting from such finding. And, for example, to whom would the property right belong in the case of the rendition of a violin concerto by Beethoven performed by Fritz Kreisler, as soloist, accompanied by the Philadelphia Symphony Orchestra under the direction of Leopold Stokowski?

Moreover, although it is to be noted that Justices Stern and Maxey base their arguments upon the common law, nevertheless, in neither opinion can be found any reference of any case decided by any Court declaring that the common law specifically recognized the right sought to be made the subject of the protection of the Court's injunction.

## THE WARING CASE—Continued

### Courts Not Legislative Bodies

In the Roberson case the Court of Appeals commented with respect to such a situation. It was recognized that in the early days of the chancery jurisdiction in England

“the chancellors were accustomed to deliver their judgments without regard to principles or procedure and in that way the process of building up the system of equity went on.”

\* \* \*

“In their work the chancellors were guided not only by what they regarded as the eternal principles of absolute right, but also by their individual consciences.”

The Court emphasized, however, that when this period of infancy was passed, an orderly system of principles, doctrines and rules was developed and that today the courts of equity no longer follow their individual consciences, but feel bound by the rules and principles long since established. The Court stated:

“The importance of observing the spirit of this rule cannot be over-estimated, for, while justice in a given case may be worked out by a decision of the court according to the notions of right which govern the individual judge or body of judges comprising the court, the mischief which will finally result may be almost incalculable under our system which makes a decision in one case a precedent for decisions in all future cases which are akin to it in the essential facts.”

It would appear that these observations apply with equal force to every aspect of the Waring case, and accordingly, notwithstanding the sense of justice of the individual judge, the opinion of the court must be predicated not upon such individual opinions, but upon a principle of law or equity established and recognized by the law: or as the Court in the Roberson case expressed it,

“in a case like the one before us, which is concededly new to this court, it is important that the Court should have in mind the effect upon future litigation and upon the development of the law which would necessarily result from a step so far outside of the beaten paths of both common law and equity,”

We wish to emphasize that we refer to the Roberson case not only insofar as it discusses the right of privacy but for the purpose of showing the hesitancy of the courts to ingraft upon the jurisprudence of the community a new principle of law which cannot find a real and substantial foundation in the past.

The courts invariably state that the enunciation of such a new rule is within the power of the Legislature and that an aggrieved person must resort to the Legislative Department of the Government for protection and not to the Judicial Department. As the court expressed it:

“An examination of the authorities leads us to the conclusion that the so-called ‘right of privacy,’ has not as yet found an abiding place in our jurisprudence, and, as we view it, the doctrine cannot now be incorporated without doing violence to settled principles of law by which the profession and the public have long been guided.”

As a result of this decision, the Legislature of the State of New York at its next session adopted an amendment to the Civil Rights Law which thereafter

## THE WARING CASE—Continued

gave to individuals the so-called "right of privacy" and provided remedies for any invasion thereof.

The situation presented by the Waring case is substantially identical with that presented by the Roberson case insofar as the discussion of legal principles is concerned. We point therefore to the possibility that the Court of Appeals of the State of New York may say with respect to the Waring case, if it ever reaches that court, what it said with respect to the Roberson case, namely:

"We do not wish to be understood as belittling the complaint. We have no reason to doubt the feeling of annoyance alleged. Indeed, we sympathize with it, and marvel at the impertinence which does not respect it. We can only say that it is one of the ills that under the law cannot be redressed."

It may be that, under the provisions of the New York State Civil Rights Act, the interpretive artist may be able to enjoin a broadcasting station from announcing his name in connection with the broadcast of a record made by him. This question, however, was not presented to the court in the Waring case.

### The Approaching Conflict

Nothing but rumblings of the approaching conflict have as yet been heard from the manufacturers of the phonograph records and from the copyright proprietors of the musical works involved. In due course, the assertion of their demands will probably develop into open hostilities. All that we can do at this time is to briefly outline their respective positions.

### Positions of Conflicting Parties

The phonograph record manufacturer claims that the phonograph record manufactured by him embodies a high degree of skill and labor and is a unique combination of artistic and of scientific and mechanical expertness, which makes the phonograph record of such peculiar value as to entitle the manufacturer to protection against any unauthorized use thereof. The phonograph manufacturer recognizes that his device is not protected by the copyright law, but he urges that in some of its features, it is protected by the patent law. He refers to the cases already decided by our Federal courts which hold that a phonograph record or a player piano roll may not be copied even though they are not protected by copyright. He also refers to the cases decided under the patent laws to the effect that a patented article may be burdened with a limitation as to its use which binds a purchaser of the article, irrespective of whether the purchase was made with or without knowledge of the limitation. The manufacturer of the phonograph record may urge, therefore, if he has not already done so, that he has the legal right to sell phonograph records for private use only, and that if he does so, a record thus sold may not be used by a broadcasting station for public performance for profit without his consent.

The copyright proprietor stands in the offing with his arguments all marshalled for the fray. He takes the position that no one but the creator is entitled to the protection of the law. He cites many cases which hold that so far as the Federal jurisdiction is concerned, Congress is without power to grant protection of the kind now under discussion other than to an inventor with respect to his inventions and to an author with respect to his *writings*. Congress has frequently been urged to extend the protection of the copyright law to phonograph records, but on each occasion has refused to do so pointing to the provision of the constitution which limits the power of Congress to grant protection only with respect to the *writings* of an author. The sound track on a phonograph record has never been deemed to be a writing. In fact, the United States Supreme Court refused

## THE WARING CASE—Continued

to hold that the phonograph record or the player roll record is a copy of the musical work which it is designed to reproduce. The court held that phonograph records and player piano rolls

“are parts of a machine which, when duly applied and properly operated in connection with the mechanism to which they are adapted, produce musical tones in harmonious combination. But we cannot think that they are copies within the meaning of the copyright act.”

The copyright proprietor urges that the composition, is the writing, which is entitled to the protection of the law, and contends that irrespective of whatever the interpretive artist does in connection with performing the composition for recording, and irrespective of whatever the phonograph record manufacturer does in making the record, their rights if any there be, must all be subordinated to the superior rights of the copyright proprietor. The copyright proprietor also points to the copyright statute as proof of his authority to limit the use of phonograph records which serve to reproduce his recorded works. He refers particularly to Section 1 of the United States copyright act which provides for the automatic licensing of the manufacture of phonograph recordings of copyrighted works and particularly to that portion which, after providing for the royalty to be paid, states :

“The payment of the royalty provided for by this section shall free the articles or devices for which such royalty has been paid from further contribution to the copyright *except in case of public performance for profit.*”

He further points out the absurdity of the conclusion which would follow were the contentions of the interpretive artist and the phonograph record manufacturer to be sustained; because as he points out the copyrighted work can be performed by the recording artist and a record of that performance can be manufactured under the compulsory license provisions of the copyright act, without his affirmative consent. Although the interpretive artist has thus utilized the copyrighted work for his own financial profit and without the consent of the copyright proprietor, he now urges that by so doing he has acquired a property right in the recording, pursuant to which he can prevent that recording from being used for public performance even though the copyright proprietor is willing that it should be so used.

Finally, the copyright proprietor states that by reason of his copyright, he is the owner of the exclusive right to “arrange” the composition. He claims that in the popular field, the directors of the deservedly popular orchestras have each sought to create an individuality with respect to their renditions, and that this uniqueness has been accomplished in substantial part by having the copyrighted work arranged for the particular tonal effect sought to be achieved. He admits that the personality of the director does have something to do with the performance, but with respect to the performances given of the so-called popular songs he claims that the uniqueness or individuality of the performance depends in major part upon the arrangement which is an aspect of, or one of the rights comprised in the copyright, and therefore that phonograph records of such arrangements should be subject only to his control.

### Conclusion

This article is not intended to indicate the writer's advocacy of one or another of the views expressed. As we have stated, the purpose of the article is to present a panorama of the conflict in the hope that all of the contending parties

## THE WARING CASE—Continued

may, by a fuller appreciation of the principles of law involved, more rapidly approach a solution which will be satisfactory to all and which will be beneficial to the entire industry. History has shown that it is out of such travail that principles of law emerge which bring to future generations ever more adequate and complete protection to their creations.

It is undoubtedly because of the incentive which Congress gives to creators and inventors by means of the protection afforded by our Copyright and Patent laws that the United States is more prolific with respect to inventions and literary and musical creations than is any other country in the world. Every extension of property right and of the legal protection thereof, if based upon sound principles of law and of justice can only redound to the greater prosperity of the country; and so may it be in the present case.

**V**  
**R D**



# FEDERAL COMMUNICATIONS COMMISSION

## COMMISSIONERS

**McNINCH, FRANK R.** Nominated chairman of the FCC (to fill the unexpired term of the late Anning S. Prall) August 17, 1937. **Political party:** Democrat. **Length of appointment:** to July 1, 1942. **Previously:** lawyer; member, North Carolina House of Representatives, 1905; mayor and commissioner of finance of Charlotte, N. C., 1917 to 1921; member, Federal Power Commission, 1930 to 1933; chairman, Federal Power Commission, 1933 to 1937. **Born:** April 27, 1873, in Charlotte, N. C.

**CRAVEN, COMMANDER T. A. M.** Became member of the FCC in August, 1937. **Political party:** Democrat. **Length of appointment:** to July 1, 1944. **Previously:** radio officer on USS Delaware, 1913 to 1915; fleet radio officer, U. S. Asiatic Fleet, 1915 to 1917; in charge U. S. Naval Coastal and Transoceanic Operations, 1917 to 1920; battleship force radio officer, 1921; fleet radio officer, U. S. Atlantic fleet, 1921 to 1922; fleet radio officer, United States fleet, 1922 to 1923; in charge of radio research and design section, Bureau of Engineering, 1923 to 1926; private consulting radio engineer, 1930 to 1935; appointed chief engineer to the FCC on Nov. 20, 1935. **Born:** Jan. 31, 1893, in Philadelphia, Pa.

**PAYNE, GEORGE HENRY.** Became FCC member July 11, 1934. **Political party:** Republican. **Length of appointment:** to July 1, 1943. **Previously:** exchange editor and editorial writer, *Commercial Advertiser*, 1895 to 1896; associate editor, *Criterion Magazine*, 1896 to 1899; musical and dramatic critic, *New York Evening Telegram*, 1903 to 1907; member, New York County Republican Committee, 1906 to 1907; candidate for Assembly, 1908; political writer, *New York Evening Post*, 1909 to 1912; manager literary bureau for Henry L. Stimson, Republican candidate for governor, 1910; one of the New York campaign managers during presidential campaign of Theodore Roosevelt, 1912; manager, campaign for George McAneny, president Board of Aldermen, 1913; lecturer on history and development of American journalism, Cooper Union, 1915; delegate, Republican National Convention (floor manager for General Wood) in Chicago, 1920; candidate for U. S. Senator, 1920; one-time tax commissioner,

New York City; one-time president Bronx National Bank; author, playwright. **Born:** Aug. 13, 1876, in New York City.

**SYKES, JUDGE EUGENE OCTAVE.** Became member of the Federal Radio Commission in March, 1927. **Political party:** Democrat. **Length of appointment:** to July 1, 1941. **Previously:** lawyer; Democratic presidential elector-at-large from Mississippi, 1904; Justice of the Supreme Court of Mississippi, 1916 to 1925 (when he voluntarily retired); resumed law practice until March, 1927, when he was named vice-chairman of the Federal Radio Commission; elected chairman of the Federal Radio Commission March, 1933, retaining this position until the FCC was created. **Born:** July 16, 1876, in Aberdeen, Miss.

**BROWN, COLONEL THAD H.** Became member of the Federal Radio Commission March 28, 1932. **Political party:** Republican. **Length of appointment:** to July 1, 1940. **Previously:** school teacher; admitted to law practice, 1912; served in the World War as Captain and later Major; appointed member of State Civil Service Commission of Ohio in 1920; Secretary of State of Ohio, 1923 to 1927; president Cleveland Radio Broadcasting Corp. (manager, WJAY), 1927 to 1928; chief counsel, Federal Power Commission, 1929; general counsel, Federal Radio Commission, 1929 to 1932; became Federal Radio Commission member in 1932 and vice-chairman in April, 1933; active in the American Legion in Ohio. **Born:** Jan. 10, 1887, in Lincoln Township, Morrow County, Ohio.

**WALKER, PAUL ATLEE.** Appointed to the FCC July 11, 1934. **Political party:** Democrat. **Length of appointment:** to July 1, 1939. **Previously:** lawyer; one time high school principal, Shawnee, Okla.; one time instructor, University of Oklahoma; counsel and commissioner of the State Corporation Commission of Oklahoma for 15 years; referee for the Supreme Court of Oklahoma, 1919 to 1921; chairman, Committee on Cooperation with the Interstate Commerce Commission in the National Association of Railroad Utilities Commissioners, 1925 to 1934. **Born:** January 11, 1881, in Washington, Pa.

## F. C. C. COMMISSIONERS—Continued

**CASE, NORMAN STANLEY.** Appointed to the FCC in July, 1934. **Political party:** Republican. **Length of appointment:** to July 1, 1938. **Previously:** lawyer; Providence, R. I., City Council member, 1914 to 1918; General Staff Officer during World War; member of the Soldiers Bonus Board of Rhode Island, 1920 to

1922; U. S. Attorney for the District of Rhode Island, 1921 to 1926; elected lieutenant governor of Rhode Island in 1926, succeeding to the governorship in 1928 on the death of Governor Pothier; elected governor in 1928, and again in 1930. **Born:** October 11, 1888, in Providence, R. I.

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1117 Natl. Press Bldg.  
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120 West 42nd St.  
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712 Electric Bldg.  
Indianapolis, Ind.

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1501 Broadway  
New York City

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Union Trust Bldg.  
Washington, D. C.

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30 Rockefeller Plaza  
New York City, N. Y.

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810 Colorado Bldg.  
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Translux Bldg.  
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716 Evans Bldg.  
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908 G St., N. W.  
Washington, D. C.

**Hoshour, Harvey S.**  
195 Broadway  
New York City, N. Y.

**Hurd, George F.**  
52 Broadway  
New York City, N. Y.

**Hurt, Willson**  
30 Rockefeller Plaza  
New York City, N. Y.

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602 Engineers Bldg.  
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**Hyde, H. H.**  
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Washington, D. C.

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Earle Bldg.  
Washington, D. C.

**Kern, Howard L.**  
67 Broad St.  
New York City, N. Y.

**Kerr, William L.**  
Box 190  
Pecos, Texas

**Kimball, Ralph H.**  
60 Hudson St.  
New York City, N. Y.

**Kopietz, Frank M.**  
1326 National Bank Bldg.  
Detroit, Mich.

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921 Tower Bldg.  
Washington, D. C.

**Krizek, Joseph F.**  
722 North Broadway  
Milwaukee, Wis.

**Kurtz, Alvin A.**  
460 North Commercial St.  
Salem, Ore.

**Ladner, Henry**  
30 Rockefeller Plaza  
New York City, N. Y.

**Lamb, William H.**  
1835 Arch St.  
Philadelphia, Pa.

**Landa, Alfons B.**  
815 15th St., N. W.  
Washington, D. C.

**Landon, S. Whitney**  
195 Broadway  
New York City, N. Y.

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**Leahy, William E.**  
Investment Bldg.  
Washington, D. C.

**LeRoy, Howard S.**  
412 Colorado Bldg.  
Washington, D. C.

**Leuschner, Frederick**  
6253 Hollywood Blvd.  
Los Angeles, Calif.

**Levinson, Louis**  
1622 Chestnut St.  
Philadelphia, Pa.

**Levy, Isaac D.**  
1622 Chestnut St.  
Philadelphia, Pa.

**Littlepage, John M.**  
Bowen Bldg.  
Washington, D. C.

**Littlepage, Thomas P.**  
Bowen Bldg.  
Washington, D. C.

**Littlepage, Thomas P., Jr.**  
Bowen Bldg.  
Washington, D. C.

**Lohnes, Horace L.**  
Munsey Bldg.  
Washington, D. C.

**Loucks, Philip G.**  
National Press Bldg.  
Washington, D. C.

**Lovett, Eliot C.**  
729 Fifteenth St., N. W.  
Washington, D. C.

**McCauley, Raymond F.**  
2 Columbus Circle  
New York City, N. Y.

BAR ASSOCIATION—Continued

- McCormick, H. L.**  
 Munsey Bldg.  
 Washington, D. C.
- McDonald, Joseph A.**  
 Merchandise Mart  
 Chicago, Ill.
- Mack, Edwin S.**  
 735 N. Water St.  
 Milwaukee, Wis.
- Marks, Norman L.**  
 10 E. 40th St.  
 New York City, N. Y.
- Martin, Paul L.**  
 524 Omaha National Bank  
 Bldg.  
 Omaha, Neb.
- Masters, Keith**  
 33 North LaSalle St.  
 Chicago, Ill.
- Mather, E. Everett, Jr.**  
 1835 Arch St.  
 Philadelphia, Pa.
- Meyers, Milton H.**  
 182 Grand St.  
 Waterbury, Conn.
- Middleton, J. S.**  
 1035 Pacific Bldg.  
 Portland, Ore.
- Miles, Clarence W.**  
 Baltimore Trust Bldg.  
 Baltimore, Md.
- Miller, Henry**  
 117 North Sixth St.  
 Camden, N. J.
- Milligan, Jacob L.**  
 617 Commerce Bldg.  
 Kansas City, Mo.
- Milne, T. Baxter**  
 725 Thirteenth St., N. W.  
 Washington, D. C.
- Morrow, Henry B.**  
 1331 G St., N. W.  
 Washington, D. C.
- Mullen, Arthur F.**  
 931 Tower Bldg.  
 Washington, D. C.
- Myers, Robert P.**  
 30 Rockefeller Plaza  
 New York City, N. Y.
- Neal (Miss), Annie Perry**  
 Federal Comm. Comm.  
 Washington, D. C.
- Neyman (Miss), Fanny**  
 Federal Comm. Comm.  
 Washington, D. C.
- O'Brien, Arthur A.**  
 625 Henry Bldg.  
 Washington, D. C.
- O'Brien, Seymour**  
 2406 Baltimore Trust Bldg.  
 Baltimore, Md.
- O'Ryan, John**  
 120 Broadway  
 New York City, N. Y.
- Oehler, Karl F.**  
 1365 Cass Ave.  
 Detroit, Mich.
- Oliver, Fred N.**  
 519 Investment Bldg.  
 Washington, D. C.
- Patrick, Duke M.**  
 810 Colorado Bldg.  
 Washington, D. C.
- Peck, Herbert M.**  
 500 North Broadway  
 Oklahoma City, Okla.
- Perry, David R.**  
 Altoona Trust Bldg.  
 Altoona, Pa.
- Peycke, Tracy J.**  
 Telephone Bldg.  
 Omaha, Neb.
- Plock, Richard H.**  
 406 Tama Bldg.  
 Burlington, Ia.
- Porter, George B.**  
 Federal Comm. Comm.  
 Washington, D. C.
- Porter, Paul A.**  
 Earle Bldg.  
 Washington, D. C.
- Porter, William A.**  
 Bowen Bldg.  
 Washington, D. C.
- Powell, Garland**  
 Radio Station WRUF  
 Gainesville, Fla.
- Pratt, Elmer W.**  
 1031 Tower Bldg.  
 Washington, D. C.
- Price, T. Brooke**  
 195 Broadway  
 New York City, N. Y.
- Prime, E. Gardner**  
 30 Rockefeller Plaza  
 New York City, N. Y.
- Proffitt, James L.**  
 1050 National Press Bldg.  
 Washington, D. C.
- Pryor, J. C.**  
 Union Station  
 Burlington, Ia.
- Quigley, Frank**  
 195 Broadway  
 New York City, N. Y.
- Rainey, Garnet C.**  
 650 S. Grand Ave.  
 Los Angeles, Calif.
- Randall, Cuthbert P.**  
 Telephone Bldg.  
 Omaha, Neb.
- Randall, Frank E.**  
 Telephone Bldg.  
 Omaha, Neb.
- Ray, John H.**  
 195 Broadway  
 New York City, N. Y.
- Ream, Joseph H.**  
 485 Madison Ave.  
 New York City, N. Y.
- Roberson, Frank**  
 920 National Press Bldg.  
 Washington, D. C.
- Roberts, Glenn D.**  
 1 West Main St.  
 Madison, Wis.
- Rollo, Reed T.**  
 National Press Bldg.  
 Washington, D. C.
- Ronon, Gerald**  
 1907 Packard Bldg.  
 Philadelphia, Pa.
- Rosenthal, Isador Stanley**  
 50 Court St.  
 Brooklyn, N. Y.
- Rosenzweig, Manheim**  
 2 Columbus Circle  
 New York City, N. Y.
- Russell, Charles T.**  
 140 West St.  
 New York City, N. Y.
- Russell, Percy H., Jr.**  
 914 National Press Bldg.  
 Washington, D. C.
- Ryan, William**  
 122 West Washington Ave.  
 Madison, Wis.
- St. Clair, Orla**  
 311 California St.  
 San Francisco, Calif.
- Sammond, Frederic**  
 First Wisconsin National  
 Bank Bldg.  
 Milwaukee, Wis.

## BAR ASSOCIATION—Continued

- Scharfeld, Arthur W.**  
750 National Press Bldg.  
Washington, D. C.
- Schroeder, Arthur H.**  
1030 National Press Bldg.  
Washington, D. C.
- Scott, Frank D.**  
215-217 Munsey Bldg.  
Washington, D. C.
- Seeman, Bernard J.**  
705 First Natl. Bank Bldg.  
Denver, Colo.
- Segal, Paul M.**  
Woodward Bldg.  
Washington, D. C.
- Senneff, John A., Jr.**  
Northwest Savings Bank  
Bldg.  
Mason City, Iowa
- Shea, George F.**  
931 Tower Bldg.  
Washington, D. C.
- Sherley, Swagar**  
American Security Bldg.  
Washington, D. C.
- Smith, Miss Elizabeth**  
Federal Comm. Comm.  
Washington, D. C.
- Smith, George S.**  
Woodward Bldg.  
Washington, D. C.
- Smith, Karl A.**  
810 Colorado Bldg.  
Washington, D. C.
- Smith, Milton**  
931 14th St.  
Denver, Colo.
- Smith, William Montgomery**  
739 Shoreham Bldg.  
Washington, D. C.
- Smith, William P.**  
409 Metropolitan Bank Bldg.  
Washington, D. C.
- Socolow, A. Walter**  
580 Fifth Ave.  
New York City, N. Y.
- Spearman, Paul D. P.**  
903 National Press Bldg.  
Washington, D. C.
- Sprague, E. Stuart**  
117 Liberty St.  
New York City, N. Y.
- Stevens, Richard K.**  
1907 Packard Bldg.  
Philadelphia, Pa.
- Stollenwerck, Frank**  
National Press Bldg.  
Washington, D. C.
- Sullivan, Francis C.**  
Alworth Bldg.  
Duluth, Minn.
- Sutton, George O.**  
1030 National Press Bldg.  
Washington, D. C.
- Temin, Henry**  
1420 Walnut St.  
Philadelphia, Pa.
- Tyler, Varro E.**  
109 South Ninth St.  
Nebraska City, Neb.
- Van Allen, John W.**  
1008 Liberty Bank Bldg.  
Buffalo, N. Y.
- Van Den Berg, George,**  
Evans Bldg.  
Washington, D. C.
- Van Orsdel, Ralph A.**  
725 Thirteenth St., N. W.  
Washington, D. C.
- Vesey, Howard W.**  
914 National Press Bldg.  
Washington, D. C.
- Walker, Henry B.**  
Old National Bank  
Evansville, Ind.
- Walker, Ralph**  
Federal Comm. Comm.  
Washington, D. C.
- Wallace, Howard E.**  
530 Judge Bldg.  
Salt Lake City, Utah
- Warner, Harry P.**  
Woodward Bldg.  
Washington, D. C.
- Wayland, Charles V.**  
Earle Bldg.  
Washington, D. C.
- Webster, Bethuel M.**  
15 Broad St.  
New York City, N. Y.
- Welch, Francis X.**  
1038 Munsey Bldg.  
Washington, D. C.
- Wharton, John H.**  
67 Broad St.  
New York City, N. Y.
- Whissell, George B.**  
2305 Telephone Bldg.  
St. Louis, Mo.
- Wiggin, Chester H.**  
30 Rockefeller Plaza  
New York City, N. Y.
- Willebrandt (Miss), Mabel  
Walker**  
739 Shoreham Bldg.  
Washington, D. C.
- Williams, A. Rea**  
627 Union Trust Bldg.  
Washington, D. C.
- Wing, John Edwin**  
72 West Adams St.  
Chicago, Ill.
- Wozencraft, Frank W.**  
30 Rockefeller Plaza  
New York City, N. Y.
- Wright, James Warren**  
Bureau of Engineering, Navy  
Dept.  
Washington, D. C.

## REGULATIONS FOR CANADIAN BROADCASTING STATIONS

*Because of the increased traffic in broadcasting between the U. S. and Canada, this set of regulations is herewith reproduced from a booklet issued by the Canadian Broadcasting Corporation to stations in Canada. These regulations have been in effect since Nov. 1, 1937. Prior to that time no such clear-cut regulations existed.*

*It should also be called to the attention of the reader that Item 20 of these rules may need some background explanation. Unlike the U. S. system of chain broadcasting, the*

## CANADIAN REGULATIONS—Continued

*Canadian system does not involve contracts for wires between private stations and private telephone companies. In Canada a radio station requiring a wire for chain broadcasting gets such a wire from the Canadian Broadcasting Corp. The latter, in turn, has obtained this wire on a lease from the telephone and telegraph companies, and is thus more or less a go-between the stations and the wire companies. The CBC lease of broadcasting wires run from noon to midnight each day. Some 13,000 miles of single wire are used. In short, the CBC has control of the chain wires, which accounts for the CBC's authority to promulgate Item 20.*

The attached regulations, numbered 1 to 23, were passed at a meeting of the Canadian Broadcasting Corporation held at Toronto, in the Province of Ontario, on the 8th day of September, 1937, as and for the regulations of the Canadian Broadcasting Corporation, and were made under authority of subsection one of section twenty-two of The Canadian Broadcasting Act, chapter twenty-four of the Statutes of 1936, which reads as follows:

“The Corporation may make regulations

- (a) to control the establishment and operation of chains or networks of stations in Canada;
- (b) to prescribe the periods to be reserved periodically by any private station for the broadcasting of programs of the Corporation;
- (c) to control the character of any and all programs broadcast by Corporation or private stations;
- (d) to determine the proportion of time which may be devoted to advertising in any programs broadcast by the stations of the Corporation or by private stations and to control the character of such advertising;
- (e) to prescribe the proportion of time which may be devoted to political broadcasts by the stations of the Corporation and by private stations, and to assign such time on an equitable basis to all parties and rival candidates.”

1. In these regulations, unless the context otherwise requires, Definitions

- (a) The “Act” means The Canadian Broadcasting Act, chapter twenty-four of the Statutes of 1936;
- (b) “Corporation” means the Canadian Broadcasting Corporation;
- (c) “license” means a license issued to a broadcasting station under the Radiotelegraph Act; and “licensee” means the holder of such license;
- (d) “private station” means any broadcasting station licensed to a person other than the Corporation;
- (e) “regulations” means these regulations;
- (f) “representatives of the Corporation” means the General Manager of the Corporation, the Assistant General Manager of the Corporation or persons authorized in writing by the General Manager of the Corporation;
- (g) “station” refers to stations owned or operated by the Corporation as well as by others and it may also refer to the owner or licensee of a station.

## CANADIAN REGULATIONS—Continued

Scope of  
Regula-  
tions.

2. These regulations apply to all stations in Canada and to all matter broadcast by such stations.

Program  
Log

3. (1) Each station shall maintain a program log in a form acceptable to the Corporation and shall cause entries to be made therein as follows:

- (a) date, call letters, location, frequency;
- (b) the time at which each station identification announcement is made;
- (c) the title and brief description of each program broadcast, with the time of the beginning and ending so as to give a continuous record of each day's broadcast. If a mechanical reproduction is used, that fact shall be noted, together with a statement whether or not announcement thereof was made. In the case of a talk or speech, the name of the speaker and the auspices under which the talk or speech was given shall be entered. If the speech is made by a political candidate or on behalf of a political candidate or political party, the political affiliation of the candidate or party shall also be entered;
- (d) the duration of each spot or other similar announcement and the broadcast hour during which it was transmitted;
- (e) the name of the sponsor of any program or announcement for which the station is paid.

(2) Key letters or abbreviations may be used if the explanation of each is plainly given in the log. The logs shall be produced for the inspection of the representatives of the Corporation upon the request of such representatives.

(3) Each station shall keep on file a copy of

- (a) the continuity used for any program;
- (b) all program or other announcements containing advertising matter;
- (c) the manuscript of addresses or talks.

(4) In the case of chain broadcasts these records shall be kept by the originating station.

(5) Such records shall be retained by the station for a period of one year and shall be open for inspection by representatives of the Corporation upon request of such representatives.

Time

4. The time mentioned in all program logs and contracts used in connection with broadcasting shall be local standard time (or local daylight-saving time if that is in force) unless otherwise specified or agreed.

Program  
Schedules

5. Each station shall, each week, file with the Corporation in a form acceptable to the Corporation an advance copy of its program schedule for the following week, showing the exact hours and how they are to be occupied each day.

Station  
Identifica-  
tion

6. Each station shall announce its call letters not less than once nor more than four times an hour, during hours of operation.



- \*7. No one shall broadcast
- (a) Anything contrary to law;
  - (b) the actual proceeding at any trial in a Canadian Court;
  - (c) abusive comment on any race, religion or creed;
  - (d) obscene, indecent or profane language;
  - (e) malicious, scandalous, or defamatory matter;
  - (f) advertising matter containing false or deceptive statements;
  - (g) false or misleading news;
  - (h) upon the subject of birth control;
  - (i) upon the subject of venereal disease, or other subjects relating to public health which the Corporation may from time to time designate, unless such subjects be presented in a manner and at a time approved by the General Manager as appropriate to the medium of broadcasting;
  - (j) (i) programs presenting a person who claims supernatural or psychic powers, or a fortune-teller, character analyst, crystal-gazer or the like, or programs which lead or may lead the listening public to believe that the person presented claims to possess or possesses supernatural or psychic powers or is or claims to be a fortune-teller, character analyst, crystal-gazer or the like.
  - (ii) programs in which a person answers or solves or purports to answer or solve questions or problems submitted by listeners or members of the public unless such programs prior to being broadcast shall have been approved in writing by a representative of the Corporation.

8. (1) Political broadcasts are governed by subsections (3), (4) and (5) of section 22 of The Canadian Broadcasting Act, 1936, which read as follows:

Political  
Broadcasts

“(3) Dramatized political broadcasts are prohibited.

“(4) The names of the sponsor or sponsors and the political party, if any, upon whose behalf any political speech or address is broadcast shall be announced immediately preceding and immediately after such broadcasts.

“(5) Political broadcasts on any Dominion, Provincial or Municipal election day and on the two days immediately preceding any such election day are prohibited.”

(2) Each station shall allocate time for political broadcasts as fairly as possible between the different parties or candidates desiring to purchase or obtain time for such broadcasts.

9. (1) The advertising content of any program shall not exceed in time ten per cent of any program period.

Advertising  
Content

\* Note to Section 7. It is not the intention of the Corporation to restrict freedom of speech nor the fair presentation of controversial material. On the contrary, the policy of the Corporation is to encourage the fair presentation of controversial questions. At the same time, it should be realized that the message of broadcasting is received at the fireside in the relatively unguarded atmosphere of the home, reaching old and young alike. Certain subjects, while meriting discussion elsewhere in the public interest are not necessarily suitable for this intimate medium.

## CANADIAN REGULATIONS—Continued

(2) Notwithstanding the provisions of subsection (1) any station shall upon instruction in writing from the Corporation reduce the total daily advertising content of its programs if the said total daily advertising content in the opinion of the Corporation occupies an undue proportion of the daily broadcast time.

(3) Upon notice in writing from the Corporation any station shall change the quality or nature of its advertising broadcasts.

10. Notwithstanding the provisions of these regulations the Corporation may, upon satisfactory evidence being submitted to it of a contract or contracts for the use of mechanical reproductions outstanding on November 1, 1937, which contain more than the advertising content prescribed in section 9 (1) or which relate to the subjects mentioned in section 7 (j) permit the continued use of the said mechanical reproductions until, but not beyond December 31, 1937.

### Advertising programs in general

11. (1) In any program no one shall advertise

- (a) any act or thing prohibited by law ;
- (b) the prices of goods or services, except the prices of publications auxiliary to the information services of the Corporation ;
- (c) any insurance corporation not registered to do business in Canada ;
- (d) bonds, shares, or other securities or mining or oil properties or royalties or other interests in mining or oil properties other than the securities of the Dominion or Provincial governments or municipalities or other public authorities, provided nothing herein shall prevent anyone from sponsoring a program giving quotations of market prices without comment ;
- (e) spirituous liquors ;
- (f) wine and beer in any province of Canada wherein the provincial law prohibits the direct advertisement of wine and beer, nor in any other province unless immediately prior to the coming into force of these Regulations wine and beer have in fact been directly advertised in such province through the facilities of radio.

(2) Whenever wine and beer are advertised through radio facilities, the following special regulations shall apply :—

- (a) no spot announcements shall be used for the direct or indirect advertisement of wine or beer ;
- (b) all continuities in programs directly or indirectly advertising wine or beer shall, prior to their broadcast, be approved by the Corporation as to the continuity and the form, quantity and quality of the advertising content thereof.

### Spot Announcements

12. (1) "Spot" announcements shall not exceed two minutes for each broadcasting hour, subject always to the provisions of subsection (2) of this regulation.

## CANADIAN REGULATIONS—Continued

(2) No "spot" announcement shall be broadcast on week-days between 7:30 p.m. and 11 p.m. nor on Sundays at any time, provided that where exceptional conditions prevail owing to the geographical situation stations may be given permission by the Corporation to broadcast "spot" announcements on week-days during the hours prohibited in this section.

(3) Subsections (1) and (2) of this regulation shall not apply to time signals or weather reports, provided that no advertising other than the name of the sponsor is mentioned.

13. (1) No continuity advertising an article marketed under the Proprietary or Patent Medicine Act or the Food and Drugs Act may be broadcast until it has been approved by the Department of Pensions and National Health. Continuities submitted for approval shall be forwarded, in duplicate, to the Canadian Broadcasting Corporation, Ottawa, at least two weeks in advance of intended use. The formula for any article bearing a distinctive or trade name distinguishing it from any other product, and marketed under the Food and Drugs Act, shall be submitted with each pertinent continuity.

**Foods and  
Drugs;  
Proprietary  
or Patent  
Medicines**

(2) No electrical transcription advertising an article marketed under the Proprietary or Patent Medicine Act or the Food and Drugs Act shall be broadcast by any station unless certified by an affidavit that the advertising continuity has been approved by the Department of Pensions and National Health.

(3) No announcer may broadcast any statement concerning any article marketed under the Food and Drugs Act or the Proprietary or Patent Medicine Act that is not contained in the continuity approved by the Department of Pensions and National Health.

(4) Testimonials referring to an article marketed under the Food and Drugs Act or the Proprietary or Patent Medicine Act shall be regarded as constituting a part of the advertising continuity.

(5) No continuity recommending any treatment for any ailment shall be broadcast until it has been approved by the Department of Pensions and National Health.

(6) Inspectors of Food and Drugs, Department of Pensions and National Health, are authorized to act as representatives of the Corporation for the purpose of enforcing this regulation.

14. Stations shall not transmit any news or information of any kind published in any newspaper or obtained, collected, collated, or co-ordinated by any newspaper or association of newspapers or any news agency or service, except the following:

**News  
Broadcasts**

- (a) Such news bulletins as are released regularly from the various bureaus of The Canadian Press for the express use of broadcasting stations in Canada;
- (b) Local news under arrangements to be made by each station individually with its local newspaper or newspapers, or such news as it may collect through its own employees;

## CANADIAN REGULATIONS—Continued

(c) News from sources other than those provided for in subsections (a) and (b) herein, shall not be broadcast unless the express permission in writing of the Corporation through its General Manager is secured in advance.

Material to be submitted

15. Representatives of the Corporation may require the production of material to be broadcast before any broadcast is arranged to take place.

Corporation Programs

16. Time reserved for the Broadcasting of Corporation programs shall be used only for such programs unless approval to the contrary has been received in writing from the Corporation in each specific case.

Priority for Programs

17. Stations shall upon request of the Corporation give right of way to such Corporation or other programs as the Corporation shall designate. In such event neither the station nor the Corporation shall incur any liability for compensation or damages.

Re-broadcasting of programs

18. No station shall "pick up" and re-broadcast any program unless permission in writing has first been obtained from the Corporation.

Mechanical Reproductions

19. (1) No station shall use a mechanical reproduction (except when its use is merely incidental as for an identification or background) between the hours of 7:30 p.m. and 11:00 p.m. except with the previous consent of the Corporation in writing.

(2) A mechanical reproduction shall be announced as such immediately before and after the program concerned, except when its use is merely incidental as for an identification or background. The exact form of announcement is not prescribed, but the language shall be clear and in terms commonly used and understood. The following are examples of statements sufficient for the purpose:

(a) "This is a recorded program."

(b) "This is a program of electrical transcription."

(3) No program of mechanical reproductions shall contain any reference to the name of any person, firm or corporation connected with the manufacture, sale, hire or ownership of the said mechanical reproductions used in the said program.

Chain Broadcasting

\*20. Unless permission in writing is first obtained from the Corporation

(a) no station shall continue to be a part or shall form a part of a chain or network originating outside of Canada;

(b) no chain or network of two or more stations shall continue to be operated within Canada or shall be set up or operated within Canada;

(c) no station shall continue to be or become an outlet for any station, chain or network existing or originating outside of Canada;

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\* Note: See italic foreword for further information concerning Item 20.

## CANADIAN REGULATIONS—Continued

(d) no station shall continue to be or become an associate station of or with any station, chain or network existing or originating outside of Canada.

21. Every station shall file with the Corporation a copy of the forms of contract used by it and a statement of its charges. Every such contract shall expressly make the enjoyment of the privilege to broadcast conditional upon the observance of these regulations. The licensee of each station shall see that a copy of these regulations is available at the station and that the station employees and persons broadcasting are familiar with them. Station  
Contracts

22. The Corporation may send a written or telegraph notice to the licensee of any station informing him of any alleged violation of these regulations and he shall have a delay of six days within which to answer in writing, giving in full his reply to the notice. The Corporation may make such investigation of the facts as it shall consider appropriate and for this purpose its representatives may examine the records and question the employees of any station. Violation  
of Regula-  
tions

23. These regulations shall have full force and effect as of the 1st day of November, 1937, and on and after that date all regulations inconsistent therewith shall be deemed to have been repealed. Repeal

Note: The penalty for violation of these regulations is provided for under section 22 (6) of the Act which reads:

“(6) In case of any violation or non-observance by a private station of the regulations made by the Corporation under this section, the Corporation may order that the license of such private station be suspended for a period not exceeding three months and any such order shall be forwarded to the Minister who shall forthwith communicate the same to the licensee of the station and shall take such steps as may be necessary to carry out the terms of such order.”

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## CANADIAN BROADCASTING CORPORATION OFFICERS:

General Manager—W. E. Gladstone Murray.....Ottawa, Ontario  
Asst. General Manager—Augustin Frigon.....Keefer Building, Montreal, P. Q.  
Chief Executive Asst.—Donald Manson.....Ottawa, Ontario  
General Supervisor of Programs—E. L. Bushnell. 341 Church St., Toronto, Ontario  
Chief Engineer—G. W. Olive.....Keefer Building, Montreal, P. Q.  
Secretary—R. P. Landry .....Ottawa, Ontario  
Treasurer—Harry Baldwin .....Ottawa, Ontario  
Commercial Manager—E. A. Weir.....1 Hayter Street, Toronto, Ontario  
Traffic Manager—E. W. Jackson.....1 Hayter Street, Toronto, Ontario  
Supervisor of Station Relations—H. N. Stovin.....341 Church St., Toronto, Ontario  
Acting Publicity Manager—F. H. Wooding.....341 Church St., Toronto, Ontario

# FEDERAL TRADE COMMISSION

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Functions of the Federal Trade Commission cut directly across the field of radio and radio advertising. The duties of this body are the following:

1. To prevent unfair methods of competition in interstate commerce. 2. To make investigations at the direction of the Congress, the President, the Attorney General, or upon its own initiative. 3. To report facts in regard to alleged violations of the anti-trust laws. 4. To prevent price discriminations, exclusive dealing contracts, capital stock acquisitions, and interlocking directorates in violation of the Clayton Act. 5. To prevent unfair methods of competition in export trade.

The following article describes the Commission's functions with regard to detecting false and misleading advertising (construed as unfair competition when commodities are sold in interstate commerce). This description is a condensed excerpt from the Commission's Annual Report.

*(Note: If a complaint to the FTC is sustained, and violation of the law is established, a "cease and desist" order may be issued. This means exactly what the term implies. A "cease and desist" order carries no penalties as such, but a respondent to whom it is directed is required within a specified time, usually 60 days, to report in writing the manner in which the order is being obeyed. If the respondent fails to obey an order, the Commission may apply to a United States Circuit Court of Appeals for enforcement, and failure to obey the court's enforcement order may result in the respondent being held for contempt of court.)*

*An alternative to the Commission's formal complaint procedure in legal cases is the "stipulation procedure" which is made available in a large number of cases. It provides an opportunity for a respondent to voluntarily cease and desist from an unfair practice by signing a stipulation to that effect).*

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## SPECIAL F. T. C. PROCEDURE IN CERTAIN TYPES OF ADVERTISING CASES

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False and misleading advertising matter as published in newspapers and magazines and as broadcast over the radio is surveyed and studied by a special board set up by the Federal Trade Commission in 1929. This board, known as the Special Board of Investigation, consists of three Commission attorneys designated to conduct hearings and specialize in this class of cases.

Misrepresentation of commodities sold in interstate commerce is a type of unfair competition with which the Commission has dealt under authority of the Federal Trade Commission Act since its organization. By 1929, it had become apparent that misrepresentations embodied in false and misleading advertising in the periodical field was of such volume that it should receive specialized attention from the Commission.

Since that time the Commission, through its special board, has examined the advertising columns of newspapers and magazines, and since 1934 commercial advertising continuities broadcast by radio. It has noted any misleading representations appearing in this material, and has also received from the public complaints of false and misleading advertising. **Each representation so noted and each complaint received from the public is carefully investigated, and, where the facts warrant, and informal procedure does not result in the prompt elimination of misleading claims and representations, formal procedure is instituted.** While a number of orders have been issued requiring the respondents to cease and desist from advertising practices complained of, in a majority of cases the matters have been adjusted by means of the respondent signing a stipulation agreeing to abandon the unfair practices.

### *I. Radio Advertising*

Beginning with September 1934, quarterly calls have been issued to individual radio stations according to their licensed power and location in the five radio zones established by the Federal Communications Commission. These returns cover specified 15-day periods.

## F.T.C. PROCEDURE—Continued

National and regional networks, however, respond on a continuous weekly basis, submitting copies of commercial continuities for all programs wherein linked hook-ups are used involving two or more affiliated or member stations.

Producers of electrical transcription recordings submit regular weekly and monthly returns of type copies of the commercial portions of all recordings manufactured by them for radio broadcast. As the actual broadcast of a commercial recording is not always known to the manufacturer of a commodity being advertised, the Commission's knowledge of current transcription programs is supplemented by special reports from individual stations from time to time, listing the programs of recorded transcriptions with essential data as to the names of the advertisers, and the articles sponsored.

The combined material received from the individual stations for specified periods, from the weekly returns on regional and national network broadcasts, and from the special transcription reports, furnishes the Commission with representative and specific data on the character of radio advertising which has proven of great value in its efforts to curb false and misleading trade representations.

During the fiscal year of 1936, the special board received copies of 299,334 commercial broadcasts by individual radio stations and 38,109 commercial broadcasts by networks, or chain originating key stations. The broadcasts from the independent stations averaged 1½ pages each and from the networks 10 pages each.

The special board and its staff read and marked about 947,000 pages of typewritten copies during the year, an average of 3,105 pages every working day. Of these, 19,572 commercial broadcasts were marked as containing representations that appeared to be false or misleading. These broadcasts were assembled in 1,314 prospective cases for further review and procedure in instances that appeared to require it.

In its examination of advertising, the Commission's purpose is to prevent false and misleading representations. It does not undertake to dictate what an advertiser shall say, but rather indicates what he may not say. Jurisdiction is limited to cases which have a public interest as distinguished from a mere private controversy, and which involve practices held to be unfair to competitors in interstate commerce.

### *II. Methods of Procedure*

If a periodical or radio advertisement appears on its face to be misleading, the Commission sends a questionnaire to the advertiser, requesting a sample of his product, if this is practicable, and a quantitative formula, if the product is a compound, and also requests copies of all advertisements published during the year, together with copies of all booklets, folders, circulars, form letters, and other advertising literature used. Upon receipt of this data, the claims, sample, and formula are referred to an appropriate technical agency of the Government for scientific opinion. Upon receipt of this opinion, the advertising is carefully studied, and a list of numbered excerpts made that appear to require justification or explanation. A copy of this numbered list and a copy of the opinions received are sent to the advertiser, who may then submit such evidence as he thinks may justify or explain the representations in his advertising.

An advertiser may answer by correspondence, or upon request, may confer in person with the special board.

Should the advertiser justify the representations that have been questioned, the board reports the matter to the Commission with the recommendation that the case be closed without prejudice to the right of the Commission to reopen it should it become necessary. Should he be unable to justify any material statement in his advertising which the board has reason to believe is false or misleading, the board reports the matter to the Commission with recommendation that the case be docketed, and the entire matter referred back to the board for negotiation of a stipulation or agreement to abandon the unfair representations alleged, providing the advertiser desires to dispose of the matter in that manner.

If the Commission approves such recommendations, the board then prepares a stipulation and forwards it to the advertiser for execution. If the advertiser objects to any of the provisions of the stipulation, he may negotiate further by mail or in person, and when a stipulation has been agreed to and signed by the advertiser, the matter is again reported to the Commission with recommendation that the stipulation be accepted and the case closed.

Experience has shown that the elimination of unfair methods of competition can be accomplished not only by cease and desist orders but by stipulation. Not only is the stipulation method effective and speedy, but it is also inexpensive for both the Government and the respondent.

## F.T.C. PROCEDURE—Continued

### *III. Number of Cases Handled*

During the fiscal year of 1936, the Commission, through its special board, instituted the stipulation procedure in 823 cases, negotiated 247 stipulations, and settled and closed by it various methods of procedure a total of 883 cases. The board recommended that complaints be issued in 35 cases for failure to execute stipulations and in nine cases for violating stipulations. In eight cases the board recommended that complaints be issued without giving the advertisers an opportunity to stipulate because of gross deception or danger to the public involved in the practices in which they were engaged.

In 584 cases the board recommended filing the assembled data and closing the cases without prejudice to the right of the Commission to reopen them at any time the facts warranted. A few of these cases were closed because the Post Office Department had issued fraud orders against the respondents concerned. Others were closed because the parties respondent had discontinued advertising or selling without intent to resume, and others because the advertisers were able to justify their claims.

At the beginning of the fiscal year of 1937, 344 cases were pending before the special board, and at the end of the year 284 cases were pending.

### *Access to Scientific Services*

Effective cooperation continued throughout the year with other departments of the Government. The Commission has access to the laboratories, libraries, etc., of various agencies of the Federal Government, including the Bureau of Standards, the Public Health Service, and the Food and Drug Administration of the Department of Agriculture, to which it refers matters for scientific opinion. In addition, the Commission obtains medical and other scientific information and opinions from hospitals, clinics, and laboratories when necessary. In this manner the Commission is able to arrive at unprejudiced judgments in matters coming before it.





# NETWORKS

## NATIONAL CHAINS

*Information on the three major networks, delivering nationwide service, is presented here via two methods:*

- (1) Maps which indicate the call letters and locations of affiliated stations.*
- (2) Personnel lists, wherein the locations of branch offices are also noted.*

*No effort has been made to give specific information on rate cards, hook-ups, etc. This material is so easily obtainable from the networks themselves, and so subject to change, that inclusion here might lead to confusion and even misinformation.*

## COLUMBIA BROADCASTING SYSTEM

*485 Madison Avenue, New York City  
(Telephone number, Wickersham 2-2000)*

### BOARD OF DIRECTORS

Paley, William S.	Bush, Prescott S.
Levy, Leon	Swope, Herbert Bayard
Louchheim, Jerome H.	Levy, Isaac D.
Paley, Samuel	Iglehart, J. A. W.
Paley, Jacob	Richardson, Dorsay
Colin, Ralph F.	Runyon, Mefford R.
Klauber, Edward	Kesten, Paul W.

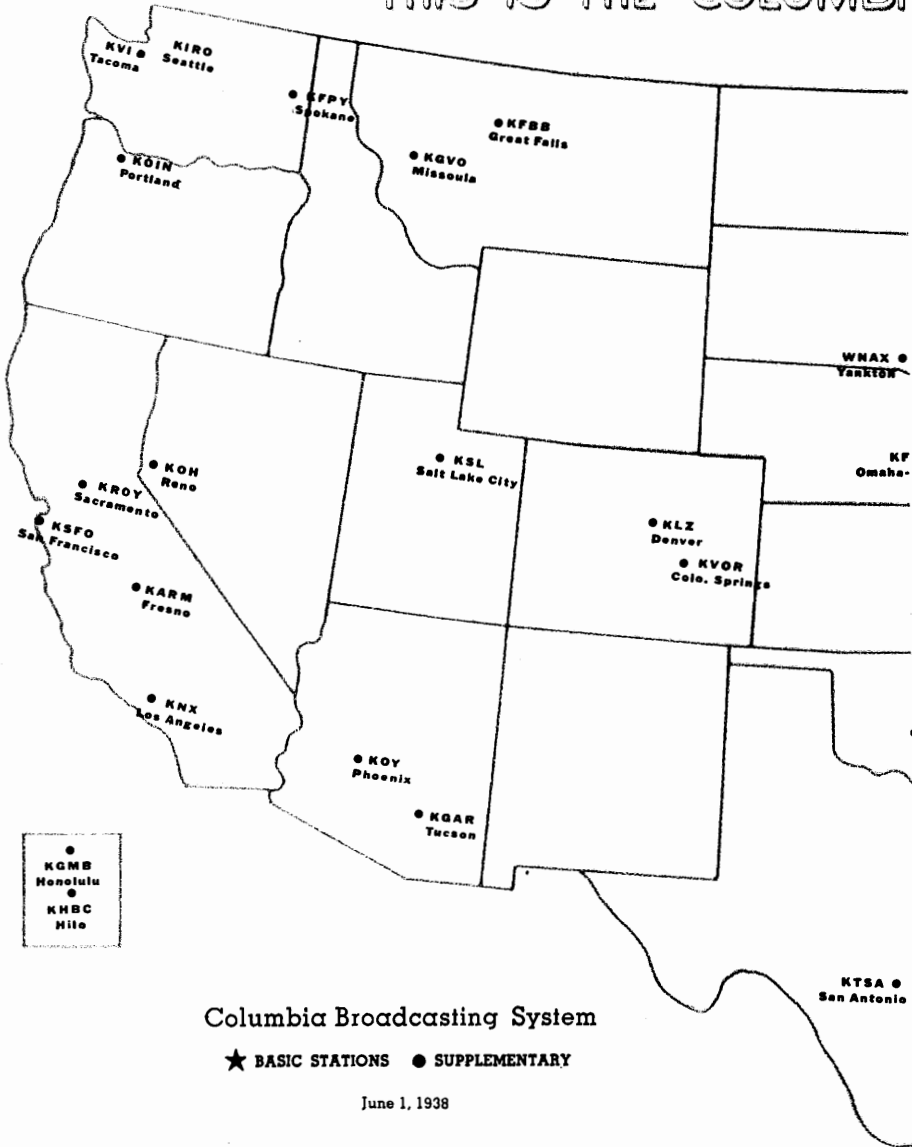
### OFFICERS

Paley, William S.	President
Klauber, Edward	Executive Vice-President
Kesten, Paul W.	Vice-President (Television and Public Relations)
Runyon, M. R.	Vice-President and Director
Lowman, Lawrence W.	Vice-President in Charge of Operations
Boice, H. K.	Vice-President in Charge of Sales
Akerberg, H. V.	Vice-President in Charge of Station Relations
Pickard, Sam	Vice-President
Lewis, W. B.	Vice-President in Charge of Programs
White, Frank K.	Treasurer
Willis, F. A.	Assistant to the President
Dean, Samuel R.	Assistant Treasurer
Seward, James M.	Assistant Treasurer
Ream, Jos. H.	General Attorney
Gittinger, William C.	Sales Manager

### STAFF

Ensign, William H.	Assistant Sales Manager
Prockter, B. J.	Manager of Sales Service
Ratner, Victor M.	Director of Sales Promotion Department
Karol, J. J.	Director of Research
Stanton, Frank N.	Manager of Research Division
Churchill, J. K.	Chief Statistician
Carlile, John S.	Production Manager
Gude, J. G.	Station Relations Manager

# THIS IS THE COLUMBI





**CBS PERSONNEL—Continued**

Cowham, Hugh A. . . . . Commercial Engineer  
 Cohan, Edwin King . . . . . Director of General Engineering  
 Chamberlain, A. B. . . . . Chief Engineer  
 Goldmark, Peter G. . . . . Chief Television Engineer  
 Reid, Luther . . . . . Acting Director of Publicity  
 McElliott, Jos. . . . . Manager of Photographic Division  
 Coulter, Douglas . . . . . Assistant Director of Broadcasts  
 Maulsby, Gerald . . . . . Assistant Director of Program Operations  
 Wylie, Max . . . . . Director of Script Division  
 White, Paul W. . . . . Director of Public Events and Special Features  
 Taylor, Davidson . . . . . Director of Music Division  
 Schimek, Jan . . . . . Director of Copyright Division  
 Mattfeld, Julius . . . . . Music Librarian  
 Fisher, Sterling . . . . . Director of Radio Talks  
 Hole, Leonard H. . . . . Manager of Program Service  
 Hess, Harriet . . . . . Manager of Typing Division  
 Law, Agnes . . . . . Manager of Program Reference File  
 Rosenthal, H. I. . . . . Manager Columbia Artists, Inc.  
 Pierson, Walter R. . . . . Manager of Sound Effects Division  
 Gray, Gilson B. . . . . Commercial Editor  
 Burgess, Jos. H., Jr. . . . . Personnel Manager  
 Bryant, Albert H. . . . . Manager of Mail and Files  
 Forsander, John E. . . . . Purchasing Agent  
 Boydston, C. C. . . . . Chief Accountant  
 Padgett, Arthur S. . . . . Chief Auditor  
 Smith, J. Kelly . . . . . Manager of Radio Sales  
 Joscelyn, A. E. . . . . Eastern Sales Manager Radio Sales  
 Becker, I. S. . . . . Business Manager of Columbia Artists, Inc.  
 McAllister, G. Stanley . . . . . Manager of Construction and Building Operations  
 Grossman, Henry . . . . . Eastern Division Operations Engineer  
 Seldes, Gilbert . . . . . Director Television Programs  
 Tucker, Elizabeth . . . . . Director Short Wave Programs  
 Burke, James . . . . . Assistant to Vice-President in Charge of Programs  
 Fox, John . . . . . Promotion Production Manager  
 Tyler, James S. . . . . Director Trade News Division

**CHICAGO PERSONNEL**

Atlass, H. Leslie . . . . . Vice-President in Charge of Western Territory  
 Van Volkenburg, J. L. . . . . Assistant to Mr. Atlass  
 King, J. J. . . . . Assistant to Mr. Atlass  
 Erikson, L. F. . . . . Western Sales Manager  
 Smith, Harry Mason . . . . . Chicago Sales Manager  
 Rand, Frank . . . . . Publicity Manager  
 Wilson, Paul S. . . . . Western Manager Radio Sales  
 Falknor, Frank B. . . . . Chief Engineer  
 Weaver, J. Oren . . . . . News Editor  
 Brown, Robert N. . . . . Program Director  
 Hafter, Robert . . . . . Production Manager  
 Johnson, Urban . . . . . Sound Effects Manager  
 Grinstead, Wayde . . . . . Sales Promotion Director  
 McLoughlin, J. V. . . . . Accountant

**WASHINGTON PERSONNEL**

Butcher, Harry C. . . . . Vice-President  
 Willard, A. D., Jr. . . . . Station Manager WJSV  
 Murdock, Wm., D. . . . . Sales Manager WJSV  
 Hunt, Clyde . . . . . Chief Engineer  
 Crow, Harry R. . . . . Accountant  
 Long, Frederick A. . . . . Program Director

## CBS PERSONNEL—Continued

Gillis, Ann..... Publicity Director  
Porter, Paul A..... Attorney

### CINCINNATI PERSONNEL

Schuddt, William A., Jr..... Manager of Station WKRC  
Dieringer, Frank..... Chief Engineer  
Lyons, Ruth Reeves..... Program Director  
Maloney, Margaret..... Publicity Director  
Williamson, William J..... Sales Manager

### CHARLOTTE PERSONNEL

Dellar, Lincoln..... Manager of Station WBT  
Carpenter, Robert W..... Accountant  
Beloungy, James..... Chief Engineer  
Crutchfield, Chas. H..... Program Director  
Penny, Royal..... Sales Manager

### MINNEAPOLIS PERSONNEL

Gammons, Earl H..... Manager of Station WCCO  
McCormick, John..... Assistant Manager  
Brinley, Ruth M..... Accountant  
McCartney, H. S..... Chief Engineer  
Cavanor, Hayle C..... Program Director  
Sheehan, Alvin B..... Manager of Artists Bureau  
Burkland, Carl..... Sales Manager

### ST. LOUIS PERSONNEL

Jones, Merle S..... Manager of Station KMOX  
Tevis, G. L..... Chief Engineer  
Gillingham, R. S..... Accountant  
Renier, C. G..... Program Director  
Hoekstra, Jerry..... Publicity Director  
Church, K. W..... Sales Manager  
Johnson, James S..... Sales Promotion Director

### HOLLYWOOD PERSONNEL

Thornburgh, D. W..... Vice-President and Manager of KNX  
Dolph, John M..... Assistant to Vice-President  
Ryder, Charles D., Jr..... Accountant  
Bowman, Lester..... Western Division Operations Engineer  
Pringle, Nelson G..... News Editor  
Vanda, Charles..... Program Director  
Johnston, Russ..... Continuity Chief  
Case, Fox..... Director of Special Events  
Todesca, Edith S..... Production Manager  
Rorke, Hal..... Publicity Manager  
Witt, Harry W..... Sales Manager, Los Angeles  
Jackson, Henry M..... Sales Manager, San Francisco  
Buckalew, Edwin W..... Director of Sales Promotion  
Cormack, Alan..... Traffic Manager

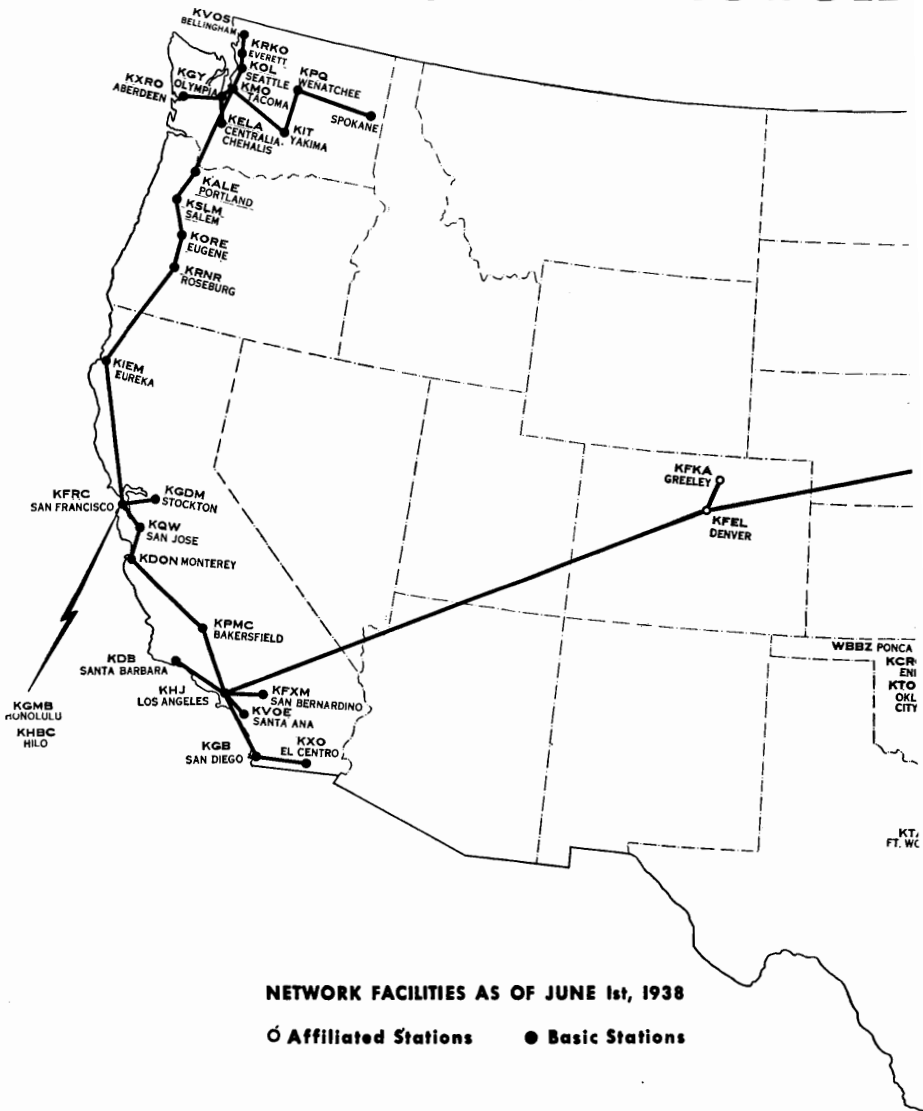
### BOSTON PERSONNEL

Fellows, Harold E..... Manager of Station WEEI  
Murray, John J..... Accountant  
Baldwin, Philip K..... Chief Engineer  
del Castillo, Lloyd G..... Production Manager and Musical Director  
Whitcomb, Lewis S..... Publicity Director and Assistant Station Manager  
Marks, H. Roy..... Sales Manager

### DETROIT PERSONNEL

Taylor, Webster H..... Sales Manager

# THIS IS THE MUTUA





**CBS PERSONNEL—Continued**

Carlborg, Herbert A. . . . . Manager Radio Sales

**EUROPEAN PERSONNEL**

Murrow, E. R. . . . . European Representative—London  
Shirer, William L. . . . . Central European Representative—Vienna

**MUTUAL BROADCASTING SYSTEM**

*Chicago: Chicago Tribune Tower. Superior 0100  
New York: 1440 Broadway. Pennsylvania 6-9602*

**MUTUAL PERSONNEL**

McCosker, Alfred J. . . . . Chairman of the Board  
Macfarlane, W. E. . . . . President  
Streibert, T. C. . . . . Vice-President  
Antrim, E. M. . . . . Secretary-Treasurer  
Weber, Fred. . . . . General Manager  
Hult, Ade. . . . . Sales Representative  
Peterson, M. H. . . . . Sales Representative  
Allen, Sidney P. . . . . Sales Representative  
Overall, John R. . . . . Sales Representative  
Glick, Clifford H. . . . . Sales Representative  
Gottlieb, Lester. . . . . Publicity Coordinator  
Schmid, Robert A. . . . . Sales Promotion Manager  
Poole, Andrew L. . . . . Traffic Manager  
Opfinger, Adolph. . . . . Program Coordinator  
Lamphiear, Miles E. . . . . Auditor  
Pontius, Don. . . . . Midwestern Program Coordinator  
Steele, John. . . . . London and Foreign Representative

**BRANCH OFFICES**

Los Angeles: Don Lee Building, Seventh and Bixel Street. Van Dyke 7117.  
Boston: 21 Brookline Avenue. Commonwealth 0800.  
Detroit: Union Guardian Building. Cadillac 7200.  
San Francisco: 1000 Van Ness Avenue. Prospect 0100.  
Cincinnati: 1329 Arlington Street. Kirby 4800.  
Cleveland: 1311 Terminal Tower. Prospect 5800.  
England: Underdowns, Chaldon Way, Coulsdon, Surrey.

*Other Offices Are Located in Affiliated Stations Throughout the Country.*

**NATIONAL BROADCASTING COMPANY, INC**

*30 Rockefeller Plaza, New York City  
(Telephone number, Circle 7-8300)  
Registered Telegraphic Address:  
NATBROCAST NEW YORK*

**BOARD OF DIRECTORS**

Angell, James Rowland, Jr.      Harden, Edward W.  
Bliss, Cornelius N.              Lohr, Lenox R.  
Braun, Arthur E.                Millhauser, DeWitt  
Dawes, General Charles G.      Nally, Edward J.  
Dunn, Gano                        Sarnoff, David  
Harbord, James G.                Sheffield, James R.  
Throckmorton, George K.



## NBC PERSONNEL—Continued

### OFFICERS

Sarnoff, David	Chairman of the Board
Lohr, Lenox R.	President
Ashby, A. L.	Vice-President and General Counsel
Engles, George	Vice-President
Gilman, Don E.	Vice-President
Hanson, O. B.	Vice-President
Hedges, William S.	Vice-President
Mason, Frank E.	Vice-President
Royal, John F.	Vice-President
Russell, Frank M.	Vice-President
Trammell, Niles	Vice-President
Witmer, Roy C.	Vice-President
Woods, Mark	Vice-President and Treasurer
Teichner, R. J.	Assistant Treasurer
MacConnach, Lewis	Secretary
Woods, Mark	Assistant Secretary
Pfautz, C. E.	Assistant Secretary

### PRESIDENT'S OFFICE

Lohr, Lenox R.	President
Almonte, J. de Jara	Assistant to President
Angell, James Rowland	Educational Counsellor
Farrier, Clarence	Television Coordinator
Mason, Frank E.	Vice-President and Assistant to President
McGrew, Martha	Assistant to President

### ARTISTS SERVICE DEPARTMENT

Engles, George	Vice-President and Managing Director
Bottorff, O. O.	Vice-President of Civic Concert Service, Inc. (subsidiary of NBC)
King, Frances Rockefeller	Manager of NBC Private Entertainment
Levine, Marks	Manager of Concert Division
Tuthill, Daniel S.	Assistant Managing Director

### CONTINUITY ACCEPTANCE

MacRorie, Janet	Editor
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### ELECTRICAL TRANSCRIPTION DEPARTMENT

Egner, C. Lloyd	Manager
Chizzini, Frank E.	Assistant Manager
Thomas, Reginald	Program Director

### ENGINEERING DEPARTMENT

Hanson, O. B.	Vice-President in Charge of Engineering
Gilcher, V. J.	Manager of Technical Services
Guy, R. F.	Radio Facilities Engineer
McElrath, George	Operating Engineer
Milne, George O.	Eastern Division Engineer
Morris, Robert M.	Development Engineer
Rackey, C. A.	Audio Facilities Engineer

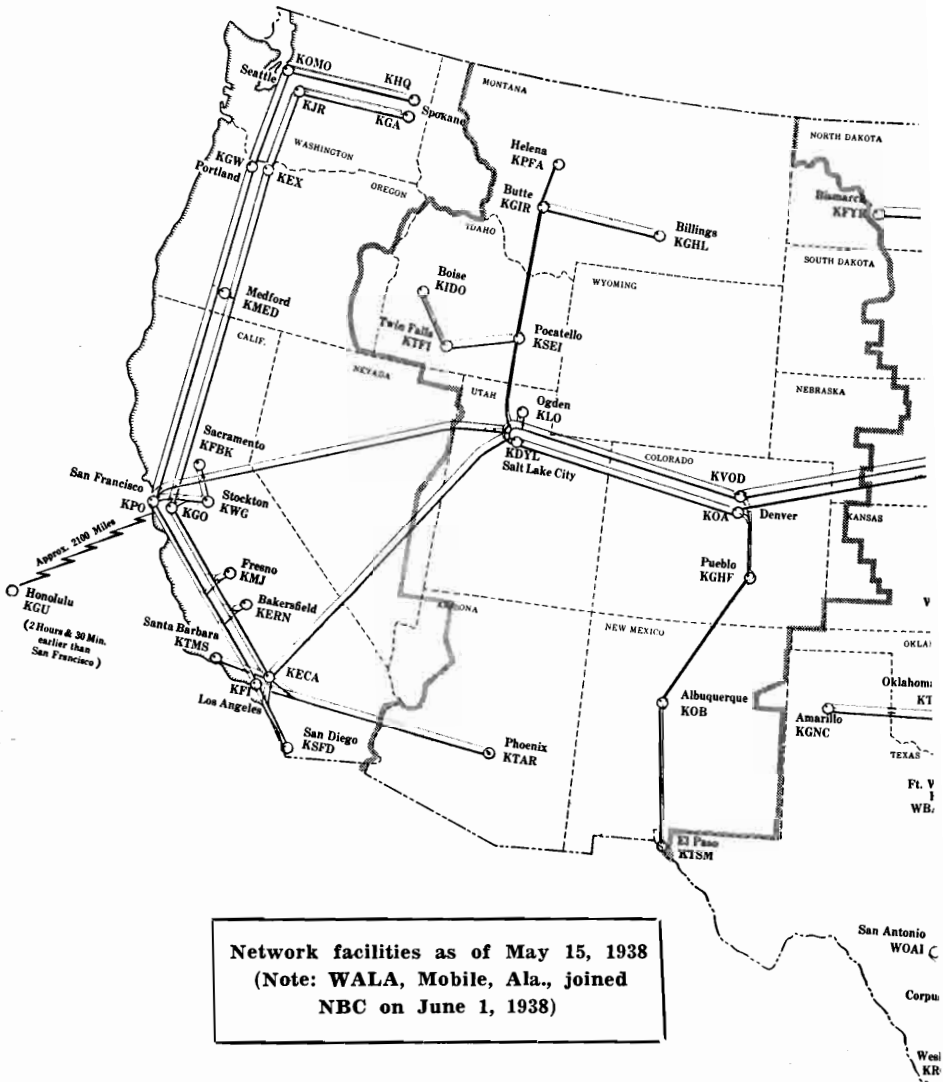
### GENERAL SERVICE DEPARTMENT

Preston, Walter G., Jr.	Director of General Service
Lowell, Edward M.	Manager Office Services Division
Van Houten, D. B.	Manager, Building Maintenance Division
Thurman, Charles H.	Manager, Guest Relations Division
Wallace, Dwight G.	Personnel Manager

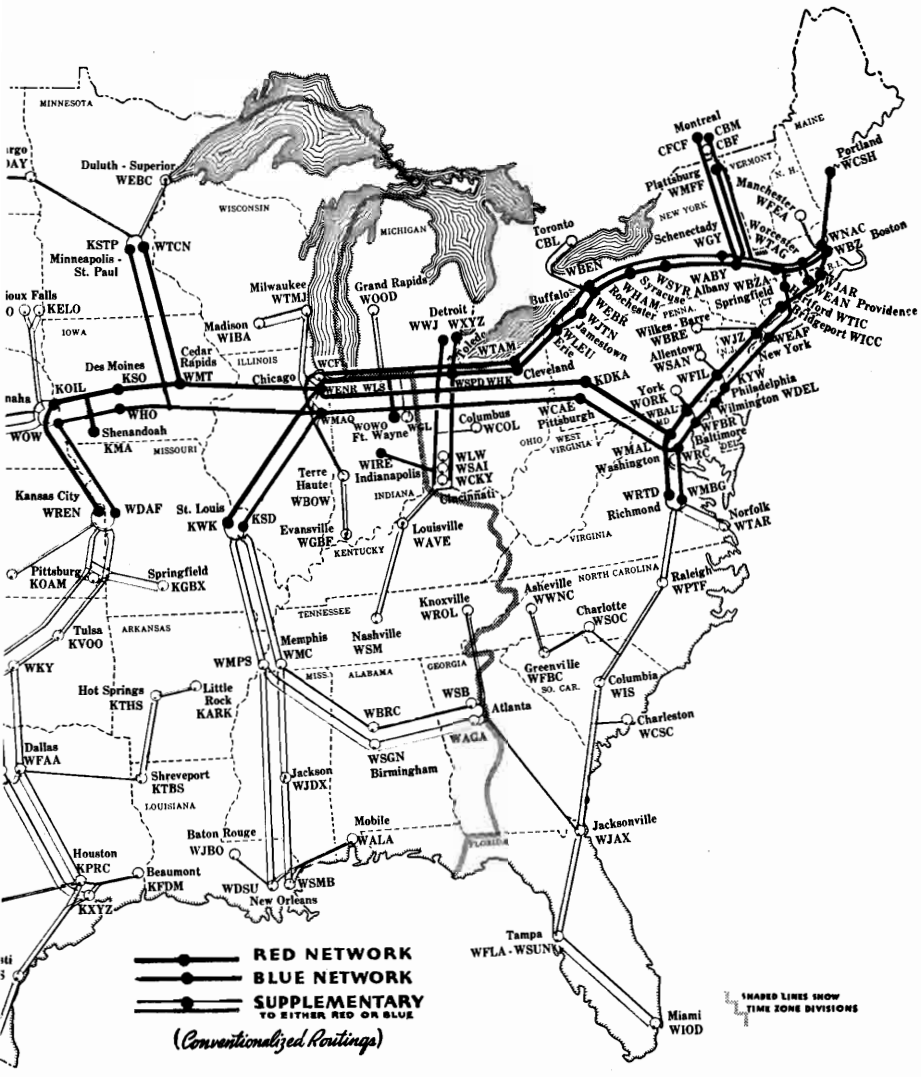
### LEGAL DEPARTMENT

Ashby, A. L.	Vice-President and General Counsel
Grimshaw, I. L.	Attorney

# This is the National



# Broadcasting Company



## NBC PERSONNEL—Continued

Hennessey, P. J., Jr. . . . . Attorney (Washington)  
Ladner, Henry . . . . . Attorney  
Leuschner, Frederick . . . . . Attorney (Hollywood)  
McDonald, J. A. . . . . Attorney (Chicago)  
Myers, R. P. . . . . Attorney  
Prime, E. G. . . . . Attorney

### OPERATED STATIONS DEPARTMENT

Morton, A. H. . . . . Manager  
Wailles, Lee B. . . . . Assistant to Manager

### PROGRAM DEPARTMENT

Royal, John F. . . . . Vice-President in Charge of Programs  
Belviso, Thomas H. . . . . Manager, Music Division  
Black, Frank . . . . . General Music Director  
Brainard, Bertha . . . . . Manager, Commercial Program Division  
Carlin, Phillips . . . . . Manager, Sustaining Program Division  
Cuthbert, Margaret . . . . . Director, Women's and Children's Program Division  
Dillon, Zale . . . . . Supervisor, Sound Effects Section  
Dunham, Franklin . . . . . Educational Director  
Fitch, C. W. . . . . Business Manager  
Hutchinson, Thomas H. . . . . Manager, Television Program Division  
Kelly, Patrick J. . . . . Supervisor, Announcing Division  
Kelly, N. Ray . . . . . Manager, Sound Effects—Development and Maintenance  
La Prade, Ernest . . . . . Director, Music Research  
Meservey, Douglas W. . . . .  
Miller, William Burke . . . . . Evening Program Manager  
Rainey, William S. . . . . Production Division Manager  
Schechter, A. A. . . . . Head of News and Special Events  
Titterton, Lewis H. . . . . Manager, Script Division

### PUBLICITY DEPARTMENT

Morgan, Clay . . . . . Director of Public Relations  
Randall, Wayne L. . . . . Director of Publicity  
Babb, J. Vance . . . . . Manager, Press Division  
James, E. P. H. . . . . Manager, Advertising and Sales Promotion  
Braddock, Leonard W. . . . . Head of Information Division

### RELATIONS WITH STATIONS DEPARTMENT

Hedges, William S. . . . . Vice-President in Charge of Station Relations  
Kiggins, Keith . . . . . Manager, Station Relations Division  
McClancy, B. F. . . . . Manager, Traffic Division

### RESEARCH AND DEVELOPMENT

Horn, C. W. . . . . Director

### SALES DEPARTMENT

Witmer, Roy C. . . . . Vice-President in Charge of Sales  
Boyd, Maurice M.,  
    Manager, National Spot Sales Division of the Eastern Sales Department  
Dyke, Ken R. . . . . Eastern Sales Manager  
Greene, F. Melville . . . . . Sales Traffic Manager  
McConnell, James V. . . . . Assistant to Sales Vice-President  
Showerman, Irving Edward . . . . . Assistant Sales Manager, Eastern Division  
Van der Linde, Victor . . . . . General Sales Counsel

### TREASURY DEPARTMENT

Woods, Mark . . . . . Vice-President, Treasurer and Assistant Secretary  
Beville, H. M., Jr. . . . . Chief Statistician

## NBC PERSONNEL—Continued

Bloxham, William H. ....	Purchasing Agent
Kelly, Harold M. ....	Assistant Auditor
MacDonald, John H. ....	Budget Director
McKeon, Harry F. ....	Auditor
Payne, Glenn W. ....	Commercial Engineer
Teichner, R. J. ....	Assistant Treasurer
Wall, C. A. ....	Assistant to Treasurer

### CENTRAL DIVISION—CHICAGO

Trammell, Niles. Vice-President in Charge of Central Division (WMAQ & WENR)	
Carpenter, Kenneth. ....	Sales Manager, Central Division
Kaney, A. W. ....	Assistant to Vice-President
Luttgens, Howard C. ....	Central Division Engineer
McDonald, J. A. ....	Attorney
Menser, Clarence L. ....	Production Manager
Ray, William B. ....	Manager, Press Division
Robb, Alex S. ....	Manager, Artists Service
Stockmar, Edward. ....	Traffic Supervisor
Strotz, Sidney. ....	Program Manager, Central Division
Whalley, John F. ....	Office Manager

### WESTERN DIVISION—HOLLYWOOD

Gilman, Don E. ....	Vice-President in Charge of Western Division
Bock, Harold. ....	Manager of Press Relations of Western Division
Dellett, F. V. ....	Auditor, Western Division
DeWolf, Donald A. ....	Engineer in Charge
Dixon, Sydney L. ....	Sales Manager, Western Division
Frost, Lewis. ....	Assistant to Vice-President
Harshbarger, Dema Elaine. ....	Artists Service
Leuschner, Frederick. ....	Attorney
Saxton, A. H. ....	Western Division Engineer
Swallow, John. ....	Program Manager, Western Division

### WESTERN DIVISION—SAN FRANCISCO

Yoder, Lloyd. ....	Manager, San Francisco Office (KPO & KGO)
Dolberg, Glenn. ....	Program Manager
Dorais, S. P. ....	Auditor
Gale, Paul B. ....	Traffic Supervisor
Peck, Curtis D. ....	Engineer in Charge
Samuel, Milton. ....	Manager of Press Division

### WASHINGTON, D. C.

Russell, Frank M. ....	Vice-President in Charge
Berkeley, Kenneth H. ....	General Manager WRC and WMAL
Hennessey, P. J., Jr. ....	Attorney
Johnson, Albert E. ....	Engineer in Charge

### FOREIGN REPRESENTATIVES

Bate, Fred. ....	England
Jordan, Max. ....	Switzerland

### STATION MANAGERS

Berkeley, Kenneth H. ....	Manager, WRC and WMAL, Washington, D. C.
Hager, Kolin. ....	Manager, WGY, Schenectady, N. Y.
Holman, John A. ....	Manager, WBZ, Boston, and WBZA, Springfield, Mass.
Joy, Leslie W. ....	Manager, KYW, Philadelphia, Pa.
Nelson, A. E. ....	Manager, KDKA, Pittsburgh, Pa.
Owen, R. H. ....	Manager, KOA, Denver, Colo.
Pribble, Vernon H. ....	Manager, WTAM, Cleveland, O.



# WALKER \$5.99 CASTLE DOLLAR

WALKER  
CASTLE  
DOLLAR



NY

# REGIONAL NETWORKS

(Networks with sectional—as opposed to national—coverage)

## ARIZONA NETWORK

Address: 836 N. Central Ave., Phoenix, Ariz. Stations: KOY, Phoenix; KGAR, Tucson; KSUN, Bisbee-Douglas. Operating schedule: 6:30 a.m. to 11:45 p.m. Type of lines used: Class C. Founded: Sept. 26, 1937; KSUN added Jan. 17, 1938. Base rate: \$150.

Manager: Fred A. Palmer.

Rep: International Radio Sales.

Merchandising: Offer direct mail service. Publicity: Daily schedules in daily papers; publicity to trade magazines and papers. Foreign language programs: Accept Spanish programs, one currently being broadcast from 6:30 to 7 a.m.

Copy restrictions: Accept transcriptions; no hard liquor, but accept beer and wine advertising in late evening hours; all patent medicine copy subject to approval by Pure Food and Drug.

## CALIFORNIA RADIO SYSTEM

Address: McClatchy Broadcasting Co., Sacramento, Calif. Stations: KFBK, Sacramento; KFVB, Los Angeles; KYA, San Francisco; KMJ, Fresno; KWG, Stockton; KERN, Bakersfield. Operating schedule: 8 a.m. to 12 midnight. Stock: Held entirely by the McClatchy Broadcasting Co. Founded: 1936. Base rate: Basic stations—KFBK, KFVB, KYA, KMJ—\$648; optional stations—KWG, KERN—\$40.

General manager: Howard Lane.

Rep: Transamerican Broadcasting & Television Corp.

Merchandising: Arrangements may be made for any service requested. Publicity: Listings in all major newspapers of California through affiliation with the McClatchy and Hearst papers. Foreign language programs: Not accepted.

Copy restrictions: Accept transcriptions for beer, wine and patent medicines, with copy subject to approval in advance; no hard liquor advertising.

## THE COLONIAL NETWORK

Address: 21 Brookline Ave., Boston, Mass. Stations: WAAB, Boston; WEAN, Providence; WICC, Bridgeport; WSAR, Fall River; WSPR, Springfield; WLBZ, Bangor; WFEA, Manchester; WTHH, Hartford; WNBH, New Bedford; WBRY, Waterbury; WLLH, Lowell and Lawrence; WLNH, Laconia; WRDO, Augusta; WNLC,

New London; WHAI, Greenfield. Operating schedule: 10 a.m. to 2 a.m. Founded: September, 1936. Base rate: Total 14 stations, \$1,660.

President: John Shepard, III. Assistant to president: Roy Harlow. Production manager: Linus Travers. Sales manager: William Warner. Public relations: Gerald Harrison. Controller: Robert Ide. Technical director: Paul deMars. Chief engineer: Irving Robinson. Editor, Colonial Network News Service: Leland Bickford. Promotional director: James Bonner. Publicity director: A. J. Stephenson.

Rep: Edward Petry & Co., Inc.

Merchandising: Following services performed on a minimum of a 13-week contract or its equivalent—contact key jobbers, wholesalers and chain store distributors of New England, informing them of new accounts; supply mailing lists for the leading retail classifications, and send out standard "radiograms" for cost of postage (special mailings at actual cost); conduct surveys on the movement of merchandise for specific accounts; arrange for distribution of sales literature by recognized distributing organizations, at cost; give auditions for advertiser's sales representatives. Publicity: Daily releases and program news to over 100 newspapers, radio stations, advertising agencies, etc., throughout New England; close personal contact is maintained with six local dailies and one local magazine; pictures and mats supplied to local papers and sent on request to outside papers; weekly programs mailed to over 260 papers, stations, agencies. Foreign language programs: Accepted, with certain restrictions.

Copy restrictions: Accept beer and wine on announcement basis; hard liquor on program basis only; patent medicine advertising accepted providing it is approved by Boston Better Business Bureau and conforms to all Pure Food and Drug Laws.

## DON LEE BROADCASTING SYSTEM

Address: Don Lee Bldg., 7th and Bixel Sts., Los Angeles. Stations: (California) KHJ, Los Angeles; KGB, San Diego; KFXM, San Bernardino; KDON, Monterey; KXO, El Centro; KFRC, San Francisco; KDB, Santa Barbara; KPMC, Bakersfield; KVOE, Santa Ana; KGDM, Stockton (operates daytime only); KIEM, Eureka; KQW, San Jose; (Oregon) KRNR, Roseburg; KALE, Portland; KSLM, Salem;



## REGIONAL NETWORKS—Continued

KORE, Eugene; (Washington) KMO, Tacoma; KIT, Yakima, KPQ, Wenatchee; KVOS, Bellingham; KXRO, Aberdeen; KOL, Seattle; Spokane (station to be announced); KGY, Olympia; KELA, Centralia; KRKO, Everett (operates daytime only). *Operating schedule:* 8 a.m. to 12 midnight P.S.T.\* *Type of lines used:* Class A. *Founded:* 1928. *Base rate:* \$1,600.

*President:* Thomas Lee. *General manager:* Lewis Allen Weiss. *Assistant manager:* Willet H. Brown. *Production manager:* Theodore Bliss. *Program director:* Jack Joy. *Director special events and network operations:* Van C. Newkirk. *Continuity editor:* Z. Wayne Griffin. *Manager, Thomas Lee Artists Service:* Max Schall.

*Rep:* John Blair & Co.

*Merchandising:* Limited service offered. *Publicity:* Daily releases to 150 trade publications and newspapers; supply pictures, mats. *Foreign language programs:* Accepted at specified times.

*Copy restrictions:* Accept transcriptions, beer, wine, liquor and patent medicines, providing copy is truthful and conforms to standards of good taste.

### INTER-CITY BROADCASTING SYSTEM

*Address:* 1657 Broadway, New York, N. Y. *Stations:* WMCA, New York; WIP, Philadelphia; WDEL, Wilmington; WCBM, Baltimore; WOL, Washington; WMEX, Boston; WPRO, Providence; WGAL, Lancaster, Pa.; WORK, York, Pa.; KQV, Pittsburgh, Pa.; WLAW, Lawrence, Mass. *Operating schedule:* 7:00 a.m. to 1:15 a.m. *Type of lines:* Class C. *Founded:* 1935. *Base rate:* \$1,704.

*President:* Donald Flamm. *Director of sales:* Bertram Lebharr, Jr.

*Rep:* Ray Linton, Chicago.

*Merchandising:* Individual stations cooperate in extending various services to advertisers. *Publicity:* Head publicity office prepares news for over 700 newspapers and trade journals in the radio and other fields, and submits stories to the publicity departments of the individual stations for local placement. *Foreign language programs:* Not accepted.

*Copy restrictions:* Accept beer, wine, liquor, patent medicine advertising and transcriptions; all copy subject to station approval and FCC rules and regulations.

### THE IOWA NETWORK

*Address:* Des Moines Register and Tribune Bldg., Des Moines. *Stations:* WMT, Cedar Rapids-Waterloo; KRNT, Des Moines;

\* Some individual stations have operating schedule from 6 a.m. to 1 a.m.

KSO, Des Moines. *Operating schedule:* 5:30 a.m. to 1 a.m. *Type of lines:* Class C. *Founded:* 1935. *Base rate:* \$330 (two network hookups available—WMT linked with KSO or with KRNT).

*President:* Gardner Cowles, Jr. *Vice-presidents:* John Cowles, Sumner Qarton. *Vice-president, treasurer:* Luther L. Hill. *Secretary:* Fred Little. *Commercial manager (KSO, KRNT):* Craig Lawrence. *Commercial manager (WMT):* William Qarton. *Program director (KSO, KRNT):* Ranny Daly. *Program director (WMT):* Douglas Grant.

*Rep:* The Katz Agency.

*Merchandising:* Feature items, pictures and program listings in the morning Register, evening Tribune and Sunday Register; cards on the rear of Des Moines streetcars; window displays in the network's reception lobbies; merchandising bulletins mailed every two weeks to leading grocers and druggists; personal calls on leading retail and wholesale grocers and druggists in Des Moines, Cedar Rapids and Waterloo. *Publicity:* See merchandising. *Foreign language programs:* No set rules; occasion has never arisen, as foreign population is very small.

*Copy restrictions:* No beer, wine or liquor advertising accepted; patent medicines must be approved by Iowa Network Medical Advisory Committee.

### MASON-DIXON RADIO GROUP

*Address:* 8 W. King St., Lancaster, Pa. *Stations:* WORK, York, Pa.; WDEL, Wilmington, Del.; WGAL, Lancaster, Pa.; WAZL, Hazleton, Pa.; WEST, Easton, Pa. *Base rate:* \$360.

*General manager:* Clair McCollough.

*Rep:* Paul H. Raymer Co.

No further information available.

### MICHIGAN RADIO NETWORK

*Address:* 300 Madison Theatre Bldg., Detroit. *Stations:* WXYZ, Detroit (key station); WELL, Battle Creek; WIBM, Jackson; WKZO, Kalamazoo; WFDF, Flint; WOOD-WASH, Grand Rapids; WBCM, Bay City; WJIM, Lansing. *Operating schedule:* 8:30 a.m. to 12:30 a.m. weekdays, 9 to 12:30 a.m. Sundays (WKZO signs off at sundown). *Type of lines:* Class A. *Founded:* Jan. 31, 1933. *Base rate:* \$600.

*President:* George W. Trendle. *Treasurer and general manager:* H. Allen Campbell. *Sales manager:* Arch Shawd. *Program director:* James Riddell. *Chief engineer:* Lynne C. Smeby. *Musical director:* Benny Kyte. *Advertising and sales promotion manager:* Charles C. Hicks. *Assistant to*

## REGIONAL NETWORKS—Continued

*general manager and production manager:* Harry Sutton, Jr. *Publicity director:* Felix C. Holt.

*Rep:* The Paul H. Raymer Co.

*Merchandising:* Complete service offered to advertisers using five evening quarter-hours per week; varying amount of co-operation given advertisers using less time; all services are rendered free. *Publicity:* News releases and program schedules sent to newspapers in territory. *Foreign language programs:* Not accepted.

*Copy restrictions:* Accept beer and wine, but restricted in accordance with state and federal regulations, and all copy is subject to station approval. No offensive patent medicine copy, and none that tends to arouse religious, political and racial strife; all copy must conform to FCC rules and regulations.

### NEW ENGLAND NETWORK

*Address:* c/o WELI, New Haven, Conn. *Stations:* WELI, New Haven; WNBC, New Britain; WATR, Waterbury; WSPR, Springfield; WCOP, Boston. *Base rate:* Each station sells itself separately; see individual stations' rates.

*Merchandising:* Local sales force co-operates with advertisers in merchandising products for small fee. *Publicity:* Sent to 20 newspapers and 6 magazines. *Foreign language programs:* Will accept.

*Copy restrictions:* Accept transcriptions, beer, wine and patent medicines; no hard liquor.

### NORTH CENTRAL BROADCASTING SYSTEM, INC.

*Address:* Empire National Bank Bldg., St. Paul, Minn. *Stations:* WEBC, Duluth; WHLB, Virginia; WMFG, Hibbing; KVOX, Moorhead; WTCN, Minneapolis; KSTP, St. Paul; KATE, Albert Lea (operates daytime only); KROC, Rochester; KWNO, Winona (operates daytime only); WSAU, Wausau; WEAU, Eau Claire; KGLO, Mason City; WKBH, La Crosse; KABR, Aberdeen; KWTN, Watertown; KRMC, Jamestown; KDLR, Devils Lake. *Base rate:* \$1,538.

*General manager:* John W. Boler.

No further information available.

### NORTHERN CALIFORNIA BROADCASTING SYSTEM

*Address:* 1470 Pine St., San Francisco, Calif. *Stations:* KJBS, San Francisco; KQW, San Francisco. *Operating schedule:* 8 a.m. to 12 midnight. *Founded:* 1934. *Base rate:* \$120.

*General manager:* Ralph R. Brunton.

*Merchandising:* Complete, syndicated service available to all advertisers, in-

cludes theatre trailers, spot announcements from three to seven days before start of new program, advertisements on the radio page of daily newspapers; specially prepared display cards are issued to advertisers, calling attention to programs and items featured on broadcast. *Publicity:* Releases sent to 20 daily regional newspapers and 24 trade publications and fan magazines. *Foreign language programs:* Not accepted.

*Copy restrictions:* Accept transcriptions for beer and wine, but no hard liquor or patent medicine accounts; all copy must be approved by production head.

### THE OKLAHOMA NETWORK, INC.

*Address:* KTOK Bldg., 1800 W. Main, Oklahoma City. *Stations:* WBBZ, Ponca City; KCRC, Enid; KTOK, Oklahoma City; KBIX, Muskogee; KGFF, Shawnee; KADA, Ada; KVSQ, Ardmore. *Operating schedule:* 6 a.m. to 12 midnight. *Type of lines:* Class A. *Stock:* Held by the member stations. *Founded:* April 1, 1937. *Base rate:* \$420.

*President:* Ross U. Porter. *Vice-president:* Tams Bixby, Jr. *Treasurer:* Albert Reison. *Secretary and managing director:* Joseph W. Lee.

*Rep:* Joseph Hershey McGillvra.

*Merchandising:* Cooperate with advertisers by contacting dealers by mail and personal calls, with department to work out any reasonable ideas directly. *Publicity:* Four of the stations—KCRC, KGFF, KVSQ and KBIX—are newspaper owned, and supply publicity through their own papers; the others release news and schedules to local papers. *Foreign language programs:* No set rules; none requested to date, as foreign population is very small.

*Copy restrictions:* Beer advertising accepted by all stations except KADA; hard liquor prohibited by state laws; accept transcriptions.

### PACIFIC NORTHWEST COVERAGE GROUP

*Address:* P. O. Box 1956, Butte, Mont. *Stations:* KGIR, Butte; KPFA, Helena; KXL, Portland; KRSC, Seattle; KFPY, Spokane. *Base rate:* \$164 (half-hour).

*Manager:* E. B. Craney.

No further information available.

### QUAKER NETWORK

*General sales offices:* Widener Bldg., Philadelphia, Pa.; 48 West 48th St., New York, N. Y. *Stations:* WFIL, Philadelphia key station; WWSW, Pittsburgh key station, when available. (Note: Other stations also appear to be available from information sent by these stations to the VARIETY RADIO DIRECTORY).

## REGIONAL NETWORKS—Continued

Rates (include all charges and apply to non-political advertisers only): One hour, before 6 p.m. weekdays, \$1,220; after 6 p.m., \$1,930; Sundays, before 12 noon, \$1,295; after 12 noon, \$2,220. Half-hour, before 6 p.m. weekdays, \$830; after 6 p.m., \$1,220; Sundays, before 12 noon, \$875; after 12 noon, \$1,400. Quarter-hour, before 6 p.m. weekdays, \$590; after 6 p.m., \$830; Sundays, before 12 noon, \$625; after 12 noon, \$950.

No further information available.

### TEXAS QUALITY NETWORK

Address: c/o WFAA, Dallas. Stations: WFAA, Dallas; WBAP, Fort Worth; WOAI, San Antonio; KPRC, Houston. Operating schedule: 6 a.m. to 12 midnight. Type of lines: Class C. Founded: Sept. 10, 1934. Base rate: \$595 (half-hour).

Officers: None; network is not incorporated; each station acts as sales agent for all others.

Rep: Edward Petry & Co., Inc.

Merchandising: Separate departments are maintained by the individual stations. Publicity: Releases are sent to newspapers in Texas and adjoining states. Foreign language programs: Not accepted.

Copy restrictions: Accept beer, but no other alcoholic beverages.

### VIRGINIA BROADCASTING SYSTEM, INC.

Address: East Main St., Charlottesville. Stations: WCHV, Charlottesville; WBTM, Danville; WGH, Newport News; WRNL, Petersburg; WLVA, Lynchburg. Type of lines: Class C. Founded: January, 1936. Base rate: \$300.

President: Earl Sowers. Executive vice-president: Hugh M. Curtler. Secretary-treasurer: S. C. Ondarcho.

Rep: J. J. Devine & Associates, Inc.

Merchandising: Contact wholesalers and retailers, mail advertising matter to the trade, distribute displays, etc., gratis; special services are rendered at actual cost. Publicity: Through J. J. Devine & Associates, Inc. Foreign language programs: Not accepted.

Copy restrictions: Accept beer and wine, but no hard liquor; copy subject to network approval and government regulations.

### WASHINGTON-OREGON NET

Address: c/o KFPY, Spokane, Wash. Stations: KRSC, Seattle; KFPY, Spokane; KXL, Portland. Base rate: \$130.50 (half-hour).

Rep: Joseph Hershey McGillvra.

No further information available.

### WEST TEXAS BROADCASTING SYSTEM

Address: Care of KGKL, San Angelo, Texas. Stations: KGKL, San Angelo; KIUN, Pecos; KNEL, Brady; KRLH, Midland. Base rate: \$190.

Managing director: J. Bert Mitchell, Jr., KGKL, San Angelo.

No further information available.

### WEST VIRGINIA NETWORK

Address: West Virginia Network Bldg., Lee St., Charleston, W. Va. Stations: WCHS, Charleston; WPAR, Parkersburg; WBLK, Clarksburg. Operating schedule: 5 a.m. to 12 midnight. Type of lines: CBS, Class A; West Virginia Network, Class B. Founded: February, 1937. Base rate: \$270.

President, general manager: John A. Kennedy. Assistant general manager: Howard L. Chernoff. Program director: Nicholas Pagliara. Chief engineer: Odes Robinson.

Rep: The Branham Co.

Merchandising: Complete service available at actual cost. Publicity: One of the stations, WBLK, is owned by the Daily Exponent, and supplies publicity in that paper; through special cooperation in Charleston, WCHS carries spot radio news, pictures, etc., in the local papers; releases are also sent to 74 daily and weekly newspapers by the network. Foreign language programs: Will accept, but restrictions are such they are rarely carried.

Copy restrictions: Accept transcriptions; accept beer, wine and patent medicines, providing copy conforms to network standards, but no hard liquor; all copy must be received 24 hours in advance of broadcast and is subject to the rules governing good taste and public service established by the network.

### WISCONSIN RADIO NETWORK

Address: c/o KFIZ, Fond du Lac, Wis. Stations: KFIZ, Fond du Lac; WHBY, Green Bay; WIBU, Poynette. Base rate: \$165.

No further information available.

### THE YANKEE NETWORK, INC.

Address: 21 Brookline Ave., Boston, Mass. Stations: WNAC, Boston; WTIC, Hartford; WEAN, Providence; WTAG, Worcester; WICC, Bridgeport; WCSH, Portland; WLBZ, Bangor; WFEA, Manchester; WSAR, Fall River; WNBH, New Bedford; WLLH, Lowell and Lawrence; WLNH, Laconia; WRDO, Augusta; WNLC, New London; WHAI, Greenfield. Operating schedule: 9 a.m. to 12 midnight. Founded: Nov. 18, 1932. Base rate: \$2,220.

## REGIONAL NETWORKS—Continued

*President:* John Shepard, III. *Assistant to president:* Roy Harlow. *Production manager:* Linus Travers. *Sales manager:* Charles W. Phelan. *Public relations:* Gerald Harrison. *Controller:* Robert Ide. *Technical director:* Paul deMars. *Chief engineer:* Irving Robinson. *Editor, Yankee Network News Service:* Leland Bickford. *Promotional director:* Carleton McVarish. *Publicity director:* A. J. Stephenson.

*Rep:* Edward Petry & Co., Inc.

*Merchandising:* Following services performed on a minimum of a 13-week contract or its equivalent—contact key jobbers, wholesalers and chain store distributors of New England, informing them of new accounts; supply mailing lists for the leading retail classifications, and send out standard “radiograms” for cost of postage (special mailings at actual cost); conduct surveys on the movement of merchandise for specific accounts; arrange for distribution of sales literature by recognized distributing organizations, at cost; give auditions for advertiser’s sales representa-

tives. *Publicity:* Daily releases and program news to over 100 newspapers, radio stations, advertising agencies, etc., throughout New England; close personal contact maintained with six local dailies and one local magazine; pictures and mats supplied to local papers and sent on request to outside papers; weekly programs mailed to over 260 papers, stations, agencies. *Foreign language programs:* Not accepted.

*Copy restrictions:* Accept beer and wine on announcement basis; hard liquor on program basis only, and with certain copy restrictions; patent medicine advertising accepted providing it is approved by the Boston Better Business Bureau and conforms to all Pure Food and Drug Laws.

### Z NET

*Address:* P. O. Box 1956, Butte, Montana. *Stations:* KGIR, Butte; KPFA Helena. *Base rate:* \$60 (half-hour).

*Managing director:* Ed Craney.

*Rep:* Gene Ferguson & Co.

No further information available.



# STATIONS

*U. S. and Canada*

## U. S. STATIONS CLASSIFIED BY WATTAGE

In the accompanying lists, all U. S. radio stations, and all proposed radio stations (i.e., those having a construction permit only), are classified according to their power output. This classification was made from Federal Communications Commission records dated May 1, 1938.

The reader should note that the wattage assigned to certain stations is necessarily not always the wattage with which those stations are currently operating. Deviations occur where the F.C.C. has assigned a construction permit for higher wattage. In such instances the assigned higher wattage is credited to the station, although construction of equipment may as yet not be completed. Thus WGAR, Cleveland, is credited with 5,000 watts daytime and 1,000 watts nighttime because the station had an F.C.C. construction grant to that effect; actually, however, at the time this list was made, WGAR was operating on 1,000 and 500 watts.

This breakdown of wattage results in the following totals for each power category:

500,000 watts	1 station
50,000 watts	34 stations
25,000 watts	1 station
25,000 and 10,000 watts	1 station
20,000 watts	1 station
10,000 watts	11 stations
7,500 watts	1 station
5,000 watts	27 stations
5,000 and 1,000 watts	94 stations
5,000 and 500 watts	1 station
2,500 watts	2 stations
2,500 and 1,000 watts	6 stations
2,500 and 500 watts	3 stations
1,000 watts	90 stations
1,000 and 750 watts	1 station
1,000 and 500 watts	37 stations
1,000 and 250 watts	4 stations
500 watts	50 stations
500 and 250 watts	2 stations
250 watts	51 stations
250 and 100 watts	158 stations
200 watts	2 stations
100 watts	152 stations
50 watts	3 stations
<b>Total (24 categories)</b>	<b>733 stations</b>

Of these 733 stations, 39 were non-commercial stations and 42 were proposed stations (i.e., had construction permits only). (Figures as of May 1, 1938, F.C.C. records)

## U. S. STATIONS BY WATTAGE—Continued

### 500.000 WATTS

WLW, Cincinnati, O.

### 50.000 WATTS

KDKA, Pittsburgh, Pa.  
KFI, Los Angeles, Calif.  
KMOX, St. Louis, Mo.  
KNX, Los Angeles, Calif.  
KOA, Denver, Colo.  
KPO, San Francisco, Calif.  
KSL, Salt Lake City, Utah.  
WABC, New York, N. Y.  
WBBM, Chicago, Ill.  
WBT, Charlotte, N. C.  
WBZ, Boston, Mass.  
WCAU, Philadelphia, Pa.

WCCO, Minneapolis-St.  
Paul, Minn.  
WEAF, New York, N. Y.  
WENR, Chicago, Ill.  
WFAA-WBAP, Dallas-Ft.  
Worth, Tex.  
WGN, Chicago, Ill.  
WGY, Schenectady, N. Y.  
WHAM, Rochester, N. Y.  
WHAS, Louisville, Ky.  
WHO, Des Moines, Ia.  
WJR, Detroit, Mich.

WJZ, New York, N. Y.  
WLS, Chicago, Ill.  
WMAQ, Chicago, Ill.  
WOAI, San Antonio, Tex.  
WOR, New York, N. Y.  
WRVA, Richmond, Va.  
WSB, Atlanta, Ga.  
WSM, Nashville, Tenn.  
WTAM, Cleveland, O.  
WTIC, Hartford, Conn.  
WWL, New Orleans, La.

### 25.000 WATTS

KVOO, Tulsa, Okla.

### 25.000 WATTS DAYTIME AND 10.000 WATTS NIGHTTIME

KSTP, Minneapolis-St.  
Paul, Minn.

### 20.000 WATTS

WJJD, Chicago, Ill.

### 10.000 WATTS

KFAB, Lincoln, Nebr.  
KFBK, Sacramento, Calif.  
KOB, Albuquerque, N. Mex.  
KRLD, Dallas, Tex.

KTHS, Hot Springs, Ark.  
KWKH, Shreveport, La.  
KYW, Philadelphia, Pa.  
WBAL, Baltimore, Md.

WKCY, Cincinnati, O.  
WJSV, Washington, D. C.  
WOWO, Ft. Wayne, Ind.

### 7.500 WATTS

KGO, San Francisco, Calif.

### 5.000 WATTS

KEX, Portland, Ore.  
KFBI, Abilene, Kans.  
KGA, Spokane, Wash.  
KJR, Seattle, Wash.  
KOMA, Oklahoma City,  
Okla.  
KPRC, Houston, Tex.  
KSOO, Sioux Falls, S. Dak.  
KUOA, Siloam Springs,  
Ark.  
KWTO, Springfield, Mo.

WAPI, Birmingham, Ala.  
WBIL, New York, N. Y.  
WCAL, Northfield, Minn.  
WCBF, Chicago, Ill.  
WCFL, Chicago, Ill.  
WHA, Madison, Wis.  
WHIP, Hammond, Ind.  
WKBW, Buffalo, N. Y.  
WLAC, Nashville, Tenn.  
WLB, Minneapolis-St. Paul,  
Minn.

WLBL, Stevens Point, Wis.  
WMBI, Chicago, Ill.  
WOI, Ames, Ia.  
WPG, Atlantic City, N. J.  
WPTF, Raleigh, N. C.  
WRUF, Gainesville, Fla.  
WWJ, Detroit, Mich.  
WWVA, Wheeling, W. Va.

### 5.000 WATTS DAYTIME AND 1.000 WATTS NIGHTTIME

KDYL, Salt Lake City,  
Utah.  
KECA, Los Angeles, Calif.  
KEHE, Los Angeles, Calif.  
KFBB, Great Falls, Mont.  
KFH, Wichita, Kans.  
KFKU, Lawrence, Kans.  
KFNF, Shenandoah, Ia.

KFOX, Long Beach, Calif.  
KFPY, Spokane, Wash.  
KFRC, San Francisco, Calif.  
KFWB, Los Angeles, Calif.  
KFYR, Bismarck, N. Dak.  
KGHL, Billings, Mont.  
KGKO, Wichita Falls, Tex.  
KGVO, Missoula, Mont.

KGW, Portland, Ore.  
KHJ, Los Angeles, Calif.  
KHQ, Spokane, Wash.  
KIDO, Boise, Idaho.  
KLRA, Little Rock, Ark.  
KLZ, Denver, Colo.  
KMA, Shenandoah, Ia.  
KMBC, Kansas City, Mo.

## U. S. STATIONS BY WATTAGE—Continued

KOIL, Omaha, Nebr.	WDBO, Orlando, Fla.	WJAX, Jacksonville, Fla.
KOIN, Portland, Ore.	WDGY, Minneapolis-St. Paul, Minn.	WJDX, Jackson, Miss.
KOL, Seattle, Wash.	WDOD, Chattanooga, Tenn.	WKRC, Cincinnati, O.
KOMO, Seattle, Wash.	WDRC, Hartford, Conn.	WKY, Oklahoma City, Okla.
KRNT, Des Moines, Ia.	WEAN, Providence, R. I.	WMAZ, Macon, Ga.
KSCJ, Sioux City, Ia.	WEBC, Duluth, Minn.	WMBD, Peoria, Ill.
KSD, St. Louis, Mo.	WEEI, Boston, Mass.	WMC, Memphis, Tenn.
KSFO, San Francisco, Calif.	WFBC, Greenville, S. C.	WMMN, Fairmount, W. Va.
KTRH, Houston, Tex.	WFBL, Syracuse, N. Y.	WMT, Cedar Rapids, Ia.
KTSA, San Antonio, Tex.	WFBM, Indianapolis, Ind.	WNAC, Boston, Mass.
KTUL, Tulsa, Okla.	WFBR, Baltimore, Md.	WNAX, Yankton, S. Dak.
KVI, Tacoma, Wash.	WFLA, Tampa, Fla.	WNOX, Knoxville, Tenn.
KWK, St. Louis, Mo.	WGAR, Cleveland, O.	WOW, Omaha, Nebr.
KWSC, Pullman, Wash.	WGR, Buffalo, N. Y.	WRC, Washington, D. C.
KYA, San Francisco, Calif.	WGST, Atlanta, Ga.	WREC, Memphis, Tenn.
WADC, Akron, O.	WHIO, Dayton, O.	WREN, Lawrence, Kans.
WBEN, Buffalo, N. Y.	WHN, New York, N. Y.	WSAI, Cincinnati, O.
WBNS, Columbus, O.	WIBA, Madison, Wis.	WSMB, New Orleans, La.
WBRC, Birmingham, Ala.	WIBW, Topeka, Kans.	WSPD, Toledo, O.
WCAE, Pittsburgh, Pa.	WIND, Gary, Ind.	WSUN, St. Petersburg, Fla.
WDAE, Tampa, Fla.	WIRE, Indianapolis, Ind.	WTCN, Minneapolis-St. Paul, Minn.
WDAF, Kansas City, Mo.	WIS, Columbia, S. C.	WTMJ, Milwaukee, Wis.
WDAY, Fargo, N. Dak.	WJAR, Providence, R. I.	WTOC, Savannah, Ga.
WDBJ, Roanoke, Va.	WJAS, Pittsburgh, Pa.	

### 5,000 WATTS DAYTIME AND 500 WATTS NIGHTTIME

KID, Idaho Falls, Idaho.

### 2,500 WATTS

KFEQ, St. Joseph, Mo.                      KGU, Honolulu, Hawaii

### 2,500 WATTS DAYTIME AND 1,000 WATTS NIGHTTIME

KGIR, Butte, Mont.                      WCSH, Portland, Me.                      WHK, Cleveland, O.  
 KGNC, Amarillo, Tex.                      WHBI, Newark, N. J.                      WNEW, New York, N. Y.

### 2,500 WATTS DAYTIME AND 500 WATTS NIGHTTIME

KFSG, Los Angeles, Calif.                      KRKD, Los Angeles, Calif.                      KSO, Des Moines, Oa.

### 1,000 WATTS

KALE, Portland, Ore.	KMTR, Los Angeles, Calif.	KXOK, St. Louis, Mo.
KFAC, Los Angeles, Calif.	KOAC, Corvallis, Ore.	KXYZ, Houston, Tex.
KFDY, Brookings, S. Dak.	KOAM, Pittsburg, Kans.	WAAF, Chicago, Ill.
KFSD, San Diego, Calif.	KOY, Phoenix, Ariz.	WAVE, Louisville, Ky.
KFVD, Los Angeles, Mont.	KPMC, Bakersfield, Calif.	WAWZ, Zarephath, N. J.
KGB, San Diego, Calif.	KPOF, Denver, Colo.	WBBR, New York, N. Y.
KGBU, Ketchikan, Alaska.	KQW, San Jose, Calif.	WBIG, Greensboro, N. C.
KGCX, Wolf Point, Mont.	KRGV, Weslaco, Tex.	WBNX, New York, N. Y.
KGDM, Stockton, Calif.	KROW, Oakland, Calif.	WBRY, Waterbury, Conn.
KGER, Long Beach, Calif.	KTAR, Phoenix, Ariz.	WBZA, Boston, Mass.
KGGF, Coffeyville, Kans.	KTAT, Fort Worth, Tex.	WCOC, Meridian, Miss.
KGGM, Albuquerque, N. Mex.	KTBC, Austin, Tex.	WDSU, New Orleans, La.
KGMB, Honolulu, Hawaii	KTBS, Shreveport, La.	WEAU, Eau Claire, Wis.
KGNF, North Platte, Nebr.	KTFI, Twin Falls, Idaho.	WEEU, Reading, Pa.
KIRO, Seattle, Wash.	KTW, Seattle, Wash.	WESG, Elmira, N. Y.
KLX, Oakland, Calif.	KVOA, Tucson, Ariz.	WEVD, New York, N. Y.
KMJ, Fresno, Calif.	KVOR, Colorado Springs, Colo.	WEW, St. Louis, Mo.
KMMJ, Clay Center, Nebr.	KXA, Seattle, Wash.	WFAB, New York, N. Y.
KMO, Tacoma, Wash.	KXBY, Kansas City, Mo.	WFIL, Philadelphia, Pa.
		WGVA, Indianapolis, Ind.

## U. S. STATIONS BY WATTAGE—Continued

WHAZ, Troy, N. Y.	WMCA, New York, N. Y.	WSAR, Fall River, Mass.
WHB, Kansas City, Mo.	WNAD, Norman, Okla.	WSAZ, Huntington, W. Va.
WHDH, Boston, Mass.	WNYC, New York, N. Y.	WSPA, Spartanburg, S. C.
WILL, Urbana, Ill.	WOL, Washington, D. C.	WSYR-WSYU, Syracuse, N. Y.
WINS, New York, N. Y.	WORK, York, Pa.	WTAD, Quincy, Ill.
WIP, Philadelphia, Pa.	WOV, New York, N. Y.	WTAG, Worcester, Mass.
WIOD, Miami, Fla.	WPEN, Philadelphia, Pa.	WTAQ, Green Bay, Wis.
WJAG, Norfolk, Nebr.	WQAM, Miami, Fla.	WTAR, Norfolk, Va.
WKAR, East Lansing, Mich.	WQBC, Vicksburg, Miss.	WWNC, Asheville, N. C.
WKBH, La Crosse, Wis.	WQDM, St. Albans, Vt.	WXYZ, Detroit, Mich.
WLAW, Lawrence, Mass.	WQXR, New York, N. Y.	

### 1,000 WATTS DAYTIME AND 750 WATTS NIGHTTIME

WOSU, Columbus, O.

### 1,000 WATTS DAYTIME AND 500 WATTS NIGHTTIME

KABR, Aberdeen, S. Dak.	WAGA, Atlanta, Ga.	WHIS, Bluefield, W. Va.
KARK, Little Rock, Ark.	WALA, Mobile, Ala.	WHP, Harrisburg, Pa.
KFDM, Beaumont, Tex.	WBAA, W. Lafayette, Ind.	WICC, Bridgeport, Conn.
KFJM, Grand Forks, N. Dak.	WBCM, Bay City, Mich.	WLBZ, Bangor, Me.
KFKA, Greeley, Colo.	WCAO, Baltimore, Md.	WMPS, Memphis, Tenn.
KFRU, Columbia, Mo.	WCHS, Charleston, W. Va.	WNBX, Springfield, Vt.
KFUO, Clayton, Mo.	WCOA, Pensacola, Fla.	WOKO, Albany, N. Y.
KIEM, Eureka, Calif.	WCSC, Charleston, S. C.	WPRO, Providence, R. I.
KIT, Yakima, Wash.	WFEA, Manchester, N. H.	WQAN, Scranton, Pa.
KLPM, Minot, N. Dak.	WGBF, Evansville, Ind.	WROK, Rockford, Ill.
KSAC, Manhattan, Kans.	WGBI, Scranton, Pa.	WSFA, Montgomery, Ala.
WAAB, Boston, Mass.	WGES, Chicago, Ill.	WSUI, Iowa City, Ia.
	WHEC, Rochester, N. Y.	

### 1,000 WATTS DAYTIME AND 250 WATTS NIGHTTIME

KSEI, Pocatello, Idaho.	WKZO, Kalamazoo, Mich.	WNBC, New Britain, Conn.
WISN, Milwaukee, Wis.		

### 500 WATTS

KDFN, Casper, Wyo.	KVOD, Denver, Colo.	WJBO, Baton Rouge, La.
KDTH, Dubuque, Ia.	KWJJ, Portland, Ore.	WKBN, Youngstown, Ohio.
KELA, Centralia, Wash.	WAAT, Jersey City, N. J.	WLTH, New York, N. Y.
KFEL, Denver, Colo.	WAAW, Omaha, Neb.	WMBG, Richmond, Va.
KFUD, Clayton, Mo.	WARD, New York, N. Y.	WOOD-WASH, Grand Rapids, Mich.
KGBX, Springfield, Mo.	WBBC, New York, N. Y.	WORC, Worcester, Mass.
KGHF, Pueblo, Colo.	WCAD, Canton, N. Y.	WORL, Boston, Mass.
KJBS, San Francisco, Calif.	WCAM, Camden, N. J.	'WRNL, Richmond, Va.
KLO, Ogden, Utah.	WCAP, Asbury Park, N. J.	WRR, Dallas, Texas.
KMPC, Beverly Hills, Calif.	WCBA, Allentown, Pa.	WSAN, Allentown, Pa.
KOH, Reno, Nev.	WCLE, Cleveland, Ohio.	WSBT, South Bend, Ind.
KPAC, Port Arthur, Texas.	WCOP, Boston, Mass.	WSPR, Springfield, Mass.
KQV, Pittsburgh, Pa.	WDEV, Waterbury, Vt.	WSVA, Harrisonburg, Va.
KRIS, Corpus Christi, Texas.	WELI, New Haven, Conn.	WTAW, College Station, Texas.
KTMS, Santa Barbara, Calif.	WFMD, Frederick, Md.	WTNJ, Trenton, N. J.
KUSD, Vermillion, S. D.	WGAN, Portland, Me.	WVFW, New York, N. Y.
	WHAL, Saginaw, Mich.	
	WHKC, Columbus, Ohio.	

### 500 WATTS DAYTIME AND 250 WATTS NIGHTTIME

WDEL, Wilmington, Del.	WMAL, Washington, D. C.
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## U. S. STATIONS BY WATTAGE—Continued

### 250 WATTS

KAND, Corsicana, Tex.	KRRV, Sherman, Texas.	WGIL, Galesburg, Ill.
KATE, Albert Lea, Minn.	KRSC, Seattle, Wash.	WGRC, New Albany, Ind.
KCRC, Enid, Okla.	KSRO, Santa Rosa, Calif.	WHAI, Greenfield, Mass.
KFQD, Anchorage, Alaska.	KTEM, Temple, Texas.	WHBL, Sheboygan, Wis.
KFRO, Longview, Texas.	KTKC, Visalia, Calif.	WHDL, Olean, N. Y.
KGCU, Mandan, N. D.	KTRB, Modesto, Calif.	WHEB, Portsmouth, N. H.
KGDY, Huron, S. D.	KVEC, San Louis Obispo, Calif.	WHJB, Greensburg, Pa.
KGNO, Dodge City, Kans.	KWLK, Longview, Wash.	WHLS, Port Huron, Mich.
KHBC, Hilo, Hawaii	KWNO, Winona, Minn.	WHOM, Jersey City, N. J.
KHSL, Chico, Calif.	KYOS, Merced, Calif.	WICA, Ashtabula, Ohio.
KHUB, Watsonville, Calif.	WAGF, Dothan, Ala.	WJMC, Rice Lake, Wis.
KIEV, Glendale, Calif.	WAIR, Winston-Salem, N. C.	WJRD, Tuscaloosa, Ala.
KINY, Juneau, Alaska.	WATR, Waterbury, Conn.	WKST, New Castle, Pa.
KLS, Oakland, Calif.	WDAN, Danville, Ill.	WMBS, Uniontown, Pa.
KMED, Medford, Ore.	WDZ, Tuscola, Ill.	WPIC, Sharon, Pa.
KNEL, Brady, Texas.	WENY, Elmira, N. Y.	WSAL, Salisbury, Md.
KPLT, Paris, Texas.		WTBO, Cumberland, Md.
KRLC, Lewiston, Idaho.		

### 250 WATTS DAYTIME AND 100 WATTS NIGHTTIME

KABC, San Antonio, Tex.	KPAB, Laredo, Texas	WCNW, New York City.
KALB, Alexandria, La.	KPFA, Helena, Mont.	WCPO, Cincinnati, O.
KAWM, Gallup, N. Mex.	KPLC, Lake Charles, La.	WDAH, El Paso, Tex.
KCMC, Texarkana, Tex.	KPQ, Wenatchee, Wash.	WDAS, Philadelphia, Pa.
KCRJ, Jerome, Ariz.	KRBC, Abilene, Tex.	WDWS, Champaign, Ill.
KDB, Santa Barbara, Calif.	KRBM, Bozeman, Mont.	WEBQ, Harrisburg, Ill.
KDNC, Lewiston, Mont.	KRE, Berkeley, Cal.	WEBR, Buffalo, N. Y.
KFAM, St. Cloud, Minn.	KRMC, Jamestown, N. D.	WEED, Rocky Mount, N. C.
KFJB, Marshalltown, Ia.	KRMD, Shreveport, La.	WEOA, Evansville, Ind.
KFJZ, Fort Worth, Tex.	KRNR, Roseburg, Ore.	WEST, Easton, Pa.
KFOR, Lincoln, Neb.	KROC, Rochester, Minn.	WFOY, St. Augustine, Fla.
KFPL, Dublin, Neb.	KSAL, Salina, Kans.	WFTC, Kingston, N. C.
KFVS, Cape Girardeau, Mo.	KSUN, Lowell, Ariz.	WGAL, Lancaster, Pa.
KFXD, Nampa, Idaho.	KTRI, Sioux City, Ia.	WGAU, Athens, Ga.
KFFX, Grand Junction, Colo.	KTSM, El Paso, Tex.	WGCM, Mississippi City, Miss.
KFFXR, Oklahoma City, Okla.	KVOX, Moorhead, Minn.	WGH, Newport News, Va.
KFYO, Lubbock, Tex.	KVRS, Rock Springs, Wyo.	WGL, Fort Wayne, Ind.
KGAR, Tucson, Ariz.	KVSO, Ardmore, Okla.	WHBC, Canton, O.
KGDE, Fergus Falls, Minn.	KWJB, Globe, Ariz.	WHBF, Rock Island, Ill.
KGFF, Shawnee, Okla.	KWYO, Sheridan, Wyo.	WHBU, Anderson, Ind.
KGFI, Brownsville, Tex.	KXL, Portland, Ore.	WHBY, Green Bay, Wis.
KGFW, Kearney, Neb.	KYRO, Aberdeen, Wash.	WHDF, Calumet, Mich.
KGHI, Little Rock, Ark.	KYSM, Mankato, Minn.	WHEF, Kosciusko, Miss.
KGKB, Tyler, Tex.	WABI, Bangor, Me.	WHFC, Cicero, Ill.
KGKL, San Angelo, Tex.	WABY, Albany, N. Y.	WHLB, Virginia, Minn.
KGKY, Scottsbluff, Neb.	WAML, Laurel, Miss.	WIBM, Jackson, Mich.
KGLO, Mason City, Ia.	WAPO, Chattanooga, Tenn.	WIBU, Poynette, Wis.
KGLU, Safford, Ariz.	WATL, Atlanta, Ga.	WIBX, Utica, N. Y.
KLAH, Carlsbad, N. M.	WAYX, Waycross, Ga.	WIL, St. Louis, Mo.
KLBM, La Grande, Ore.	WBBZ, Ponca City, Okla.	WJAC, Johnstown, Pa.
KMAC, San Antonio, Tex.	WBNY, Buffalo, N. Y.	WJBC, Bloomington, Ill.
KMLB, Monroe, La.	WBOW, Terre Haute, Ind.	WJBK, Detroit, Mich.
KNOW, Austin, Tex.	WBRK, Pittsfield, Mass.	WJBY, Gadsden, Ala.
KOBH, Rapid City, S. D.	WBTM, Danville, Va.	WJIM, Lansing, Mich.
KOCA, Kilgore, Tex.	WCAX, Burlington, Vt.	WJNO, West Palm Beach, Fla.
KONO, San Antonio, Tex.	WCBM, Baltimore, Md.	WJTN, Jamestown, N. Y.
KOOS, Marshfield, Ore.	WCBS, Springfield, Ill.	WJW, Akron, O.
KOVC, Valley City, N. D.	WCHV, Charlottesville, Va.	WKBB, Dubuque, Ia.
	WCLO, Janesville, Wis.	
	WCMI, Ashland, Ky.	

## U. S. STATIONS BY WATTAGE—Continued

WKBO, Harrisburg, Pa. WKBZ, Muskegon, Mich. WLAP, Lexington, Ky. WLBC, Muncie, Ind. WLEU, Erie, Pa. WLLH, Lowell, Mass. WLMU, Middlesboro, Ky. WLVA, Lynchburg, Va. WMAS, Springfield, Mass. WMBC, Detroit, Mich. WMBH, Joplin, Mo. WMBO, Auburn, N. Y. WMBR, Jacksonville, Fla. WMEX, Boston, Mass. WMEF, Plattsburg, N. Y.	WMFG, Hibbing, Minn. WMIN, Minneapolis-St. Paul, Minn. WMPC, Lapeer, Mich. WNBF, Binghamton, N. Y. WNBH, New Bedford, Mass. WOC, Davenport, Ia. WOMI, Owensboro, Ky. WPAD, Paducah, Ky. WRAK, Williamsport, Pa. WRBL, Columbus, Ga. WRDW, Augusta, Ga. WRGA, Rome, Ga. WRJN, Racine, Wis.	WROL, Knoxville, Tenn. WSAU, Wausau, Wis. WSAY, Rochester, N. Y. WSBC, Chicago, Ill. WSGN, Birmingham, Ala. WSIX, Nashville, Tenn. WSLI, Jackson, Miss. WSOC, Charlotte, N. C. WTAL, Tallahassee, Fla. WTJS, Jackson, Tenn. WTMV, East St. Louis, Ill. WTRC, Elkhart, Ind. WWRL, New York City. WWSW, Pittsburgh, Pa.
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### 200 WATTS

KGFY, Pierre, S. D.	WSMK, Dayton, O.
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### 100 WATTS

KADA, Ada, Okla. KANS, Wichita, Kans. KARM, Fresno, Cal. KASA, Elk City, Okla. KAST, Astoria, Ore. KBIX, Muskogee, Okla. KBPS, Portland, Ore. KBST, Big Spring, Texas. KBTM, Jonesboro, Ark. KCKN, Kansas City, Kans. KCMO, Kansas City, Mo. KDAL, Duluth, Minn. KDLR, Devils Lake, N. D. KDNT, Denton, Texas. KDON, Monterey, Calif. KEEN, Seattle, Wash. KELD, El Dorado, Ark. KELO, Sioux Falls, S. D. KERN, Bakersfield, Calif. KEUB, Price, Utah. KFGQ, Boone, Ia. KFIO, Spokane, Wash. KFIZ, Fond du Lac, Wis. KFJI, Klamath Falls, Ore. KFPW, Fort Smith, Ark. KFXM, San Bernardino, Calif. KGCA, Decorah, Ia. KGCI, Coeur d'Alene, Idaho. KGEK, Sterling, Colo. KGEZ, Kalispell, Mont. KGFJ, Los Angeles, Calif. KGFY, Roswell, N. Mex. KGGC, San Francisco, Calif. KGIW, Alamosa, Calif. KGVL, Greenville, Texas. KGY, Olympia, Wash. KHGB, Okmulgee, Okla. KICA, Clovis, N. Mex. KIDW, Lamar, Colo.	KIUL, Garden City, Kans. KIUN, Pecos, Tex. KIUP, Durango, Colo. KLCN, Blytheville, Ark. KLUF, Galveston, Texas KNET, Palestine, Texas KOKO, La Junta, Colo. KORE, Eugene, Ore. KOTN, Pine Bluff, Ark. KPDN, Pampa, Texas KPCC, Pasadena, Calif. KRBA, Lufkin, Texas. KRIC, Beaumont, Texas. KRLH, Midland, Texas KROD, El Paso, Texas. KROY, Sacramento, Calif. KRQA, Santa Fe, N. Mex. KSLM, Salem, Ore. KSUB, Cedar City, Utah. KTOK, Oklahoma City, Okla. KUJ, Walla Walla, Wash. KUMA, Yuma, Ariz. KUTA, Salt Lake City, Utah. KVCV, Redding, Calif. KVGB, Great Bend, Kans. KVNU, Logan, Utah. KVOE, Santa Ana, Calif. KVOL, Lafayette, La. KVOS, Bellingham, Wash. KWBG, Hutchinson, Kans. KWEW, Hobbs, N. Mex. KWG, Stockton, Calif. KWLC, Decorah, Ia. KWOC, Poplar Bluff, Mo. KWOS, Jefferson City, Mo. KWTN, Watertown, S. D. KXO, El Centro, Calif. WACO, Waco, Texas WAGM, Presque Isle, Me.	WAIM, Anderson, S. C. WALR, Zanesville, O. WAZL, Hazleton, Pa. WBAX, Wilkes-Barre, Pa. WBBL, Richmond, Va. WBEO, Marquette, Mich. WBHP, Huntsville, Ala. WBLK, Clarksburg, W. Va. WBLY, Lima, O. WBNO, New Orleans, La. WBRB, Red Bank, N. J. WBRE, Wilkes-Barre, Pa. WCAT, Rapid City, S. D. WCAZ, Carthage, Ill. WCLS, Joliet, Ill. WCOL, Columbus, O. WCRW, Chicago, Ill. WDNC, Durham, N. C. WDSM, Superior, Wis. WEDC, Chicago, Ill. WELL, Battle Creek, Mich. WEMP, Milwaukee, Wis. WFAM, South Bend, Ind. WFAS, White Plains, N. Y. WFBG, Altoona, Pa. WFDF, Flint, Mich. WFMJ, Youngstown, O. WFOR, Hattiesburg, Miss. WGBE, Freeport, N. Y. WGNV, Newburgh, N. Y. WGFC, Albany, Ga. WGRM, Grenada, Miss. WGTM, Wilson, N. C. WHAT, Philadelphia, Pa. WHBB, Selma, Ala. WHBQ, Memphis, Tenn. WIBG, Glenside, Pa. WILM, Wilmington, Del. WJBL, Decatur, Ill. WJBW, New Orleans, La. WJEJ, Hagerstown, Md. WJMS, Ironwood, Mich.
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## U. S. STATIONS BY WATTAGE—Continued

WKAT, Miami Beach, Fla.	WMSD, Sheffield, Ala.	WRDO, Augusta, Me.
WKBV, Richmond, Ind.	WNBZ, Saranac Lake, N. Y.	WRTD, Richmond, Va.
WKEU, Griffin, Ga.	WNLC, New London, Conn.	WSAJ, Grove City, Pa.
WKOK, Sunbury, Pa.	WOLS, Florence, S. C.	WSJS, Winston-Salem, N. C.
WLAJ, Lakeland, Fla.	WOMT, Manitowoc, Wis.	WSNJ, Bridgeton, N. J.
WLNH, Laconia, N. H.	WOPI, Bristol, Tenn.	WSYB, Rutland, Vt.
WMBQ, New York, N. Y.	WPAR, Parkersburg, W. Va.	WTAX, Springfield, Ill.
WMFD, Wilmington, N. C.	WPAX, Thomasville, Ga.	WTEL, Philadelphia, Pa.
WMFJ, Daytona Beach, Fla.	WPAY, Portsmouth, O.	WTHT, Hartford, Conn.
WMFO, Decatur, Ala.	WRAW, Reading, Pa.	WTOL, Toledo, O.
WMFR, High Point, N. C.		WWAE, Hammond, Ind.

### 50 WATTS

KRKO, Everett, Wash.	WEXL, Royal Oak, Mich.	WSVS, Buffalo, N. Y.
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## U. S. RADIO STATIONS

*(With Location and Pertinent Data in Capsule Form)*

The following list may be used to find the location of any station when the call letters are known. Certain other particulars, such as are most needed in research work, are also listed in tabular form for quick addition or compilation.

In the column headed "aggregate seating facilities," the figures represent the combined total facilities for seating a studio audience. Thus, if a station has a studio seating 50, an auditorium seating 750, and remote facilities for 200, the figure set down in this column would be 1,000.

Under merchandising, a free service is indicated by "F." A service for which a charge of any kind is made is represented by "C." Both symbols may also appear in combination. When it is not clear whether the station charges for its services, or renders them gratis, an "X" appears.

An artists bureau (i. e., an organization having talent under contract) is marked "X." When the setup is nominal—i. e., supplies talent without having talent under contract, or functioning only part of the time—an "N" is set down. When the setup supplies performers without any further services, "SP" is used as symbol.

Acceptance of foreign language programs is indicated by an "X." When the station has no policy for or against such programs, the symbol "NP" is employed.

Acceptance of beer, wines, and hard liquor is indicated by "B," "W," "L." When any of these symbols appear in parentheses accompanied by an asterisk (\*), this means that some type of restriction is placed on acceptance. For further details in all cases, consult the information given in detail further on in this section.

	Aggre- gate Seating Facili- ties	Merchan- dising	Artists Bureau	Foreign Language Acceptance	Copy Restrictions
CKLW ..... Detroit, Mich.	200	C	SP	....	....
KABC ..... San Antonio, Tex.	80	F & C	N	X	B, W
KABR ..... Aberdeen, S. Dak.	50	F	X	?	....

U. S. STATIONS—Continued

	Aggre- gate Seating Facili- ties	Merchan- dising	Artists Bureau	Foreign Language Acceptance	Copy Restrictions
<b>KADA</b> ..... Ada, Okla.	?	F	....	....	....
<b>KALB</b> ..... Alexandria, La.	300	....	....	....	B, W, L
<b>KALE</b> ..... Portland, Ore.	...	F	....	X	(B*)
<b>KAND</b> ..... Corsicana, Tex.	30	F	....	NP	B
<b>KANS</b> ..... Wichita, Kans.	25	F	N	X	B
<b>KARK</b> ..... Little Rock, Ark.	200	F	....	X	B, W (L*)
<b>KARM</b> ..... Fresno, Calif.	200	F	....	NP	B, W, L
<b>KASA</b> ..... Elk City, Okla.	300	F	N	NP	3.2% only
<b>KAST</b> ..... Astoria, Ore.	...	F	....	X	(B, W, L*)
<b>KATE</b> ..... Albert Lea, Minn.	?	?	?	?	?
<b>KAWM</b> ..... Gallup, N. Mex.	70	F	....	X	B, W
<b>KBIX</b> ..... Muskogee, Okla.	50	?	....	NP	B, W, L
<b>KBPS</b> ..... Portland, Ore.				Non-Commercial	
<b>KBST</b> ..... Big Spring, Tex.	250	F	X	X	....
<b>KBTM</b> ..... Jonesboro, Ark.	50	F	X	....	B
<b>KCKN</b> ..... Kansas City, Kans.	200	F	N	X	....
<b>KCMC</b> ..... Texarkana, Tex.	1,525	F & C	N	....	B, W
<b>KCMO</b> ..... Kansas City, Mo.	100	F	....	X	B, W
<b>KCRC</b> ..... Enid, Okla.	250	F	X	NP	B, W
<b>KCRJ</b> ..... Jerome, Ariz.	?	?	?	?	?
<b>KDAL</b> ..... Duluth, Minn.	75	F & C	....	X	B, W
<b>KDB</b> ..... Santa Barbara, Calif.	25	F	....	X	B, W (L*)
<b>KDFN</b> ..... Casper, Wyo.	1,850	F	....	NP	B, W
<b>KDKA</b> ..... Pittsburgh, Pa.	330	....	X	....	B
<b>KDLR</b> ..... Devils Lake, N. Dak.	990	F & C	....	X	B
<b>KDNC</b> ..... Lewiston, Idaho				Not yet in operation	
<b>KDNT</b> ..... Denton, Tex.				Not yet in operation	

U. S. STATIONS—Continued

	Aggre- gate Seating Facili- ties	Merchan- dising	Artists Bureau	Foreign Language Acceptance	Copy Restrictions
KDON Monterey, Calif.	480	F (?)	....	X	B, W
KDTH Dubuque, Iowa			Not yet in operation		
KDYL Salt Lake City, Utah	2,550	F	X	....	B
KECA Los Angeles, Calif.	300	F	....	....	B, W
KEEN Seattle, Wash.	15	?	....	?	B
KEHE Los Angeles, Calif.	300	F	....	?	B, W, L
KELA Centralia, Wash.	?	?	?	?	?
KELD Eldorado, Ark.	50	F	N	....	B, W
KELO Sioux Falls, S. Dak.	See KSOO	F	....	....	B
KERN Bakersfield, Calif.	400	F	....	....	B, W
KEUB Price, Utah	25	....	....	X	B, W
KEX Portland, Ore.	275	F	....	....	(B & W*)
KFAB Lincoln, Neb.	950	F	....	X	B
KFAC Los Angeles, Calif.	300	F	N	....	....
KFAM St. Cloud, Minn.			Not yet in operation		
KFBB Great Falls, Mont.	...	F	....	....	B
KFBI Abilene, Kans.	100	F & C	....	X	....
KFBK Sacramento, Calif.	300	F	....	....	B, W
KFDM Beaumont, Tex.	50	F	....	X	B, W
KFDY Brookings, S. Dak.			Non-Commercial		
KFEL Denver, Colo.	1,350	F	....	X	B, W (L*)
KFEQ St. Joseph, Mo.	50	F & C	....	NP	B
KFGQ Boone, Iowa			Non-Commercial		
KFH Wichita, Kans.	75	F	....	X	B
KFI Los Angeles, Calif.	See KECA	F	....	....	B, W
KFIO Spokane, Wash.	750	....	....	....	B, W

U. S. STATIONS—Continued

	Aggre- gate Seating Facili- ties	Merchan- dising	Artists Bureau	Foreign Language Acceptance	Copy Restrictions
KFIZ .....	25	....	....	X	B, W, L
Fond du Lac, Wis.					
KFJB .....	2,300	F & C	....	X	....
Marshalltown, Iowa					
KFJI .....	?	?	?	?	?
Klamath Falls, Ore.					
KFJM .....	35	F & C	....	X	B, W
Grand Forks, N. Dak.					
KFJZ .....	50	F	....	....	B, W
Fort Worth, Tex.					
KFKA .....	?	?	?	?	?
Greeley, Colo.					
KFKU .....			Non-Commercial		
Lawrence, Kan.					
KFNF .....	300	F & C	X	X	....
Shenandoah, Iowa					
KFOR .....	950	F	....	X	B
Lincoln, Nebr.					
KFOX .....	...	C	....	....	(B & W*)
Long Beach, Calif.					
KFPL .....	?	?	?	?	?
Dublin, Tex.					
KFPW .....	580	F & C	....	NP	B
Ft. Smith, Ark.					
KFPY .....	500	C	....	....	B, W
Spokane, Wash.					
KFQD .....	100	F	....	....	B, W, L
Anchorage, Alaska					
KFRC .....	350	F	X	....	B, W
San Francisco, Calif.					
KFRO .....	50	F	X	NP	B, W
Longview, Tex.					
KFRU .....	...	C	X	X	B, W
Columbia, Mo.					
KFSD .....	100	F & C	....	....	B, W
San Diego, Calif.					
KFSG .....			Non-Commercial		
Los Angeles, Calif.					
KFUO .....			Non-Commercial		
Clayton, Mo.					
KFVD .....	200	....	....	....	....
Los Angeles, Calif.					
KFVS .....	100	C	....	....	B, W
Cape Girardeau, Mo.					
KFWB .....	530	?	....	?	B, W
Los Angeles, Calif.					
KFXD .....	40	F	....	NP	....
Nampa, Idaho					
KFXJ .....	250	F	....	NP	B, W
Grand Junction, Colo.					
KFXM .....	300	F	....	X	B, W
San Bernardino, Calif.					
KFXR .....	?	?	X	X	B, W
Oklahoma City, Okla.					

**U. S. STATIONS—Continued**

	Aggre- gate Seating Facili- ties	Merchan- dising	Artists Bureau	Foreign Language Acceptance	Copy Restrictions
KFYO .....		F	SP	X	....
Lubbock, Tex.					
KFYB .....		F	....	X	B
Bismarck, N. Dak.					
KGA .....	100	F & C	X	X	B, W
Spokane, Wash.					
KGAR .....	35	....	....	X	B, W, L
Tuscon, Ariz.					
KGB .....	?	F	....	....	B, W
San Diego, Calif.					
KGBU .....	?	?	?	?	?
Ketchikan, Alaska					
KGBX .....	100	....	X	NP	B
Springfield, Mo.					
KGCA .....	?	?	?	?	?
Decorah, Iowa					
KGCI .....			Not yet in operation		
Couer d'Alene, Idaho					
KGCU .....	200	F & C	SP	X	B
Mandan, N. Dak.					
KG CX .....	10	F	....	NP	B
Wolf Point, Mont.					
KGDE .....	100	F	X	X	3.2% only
Fergus Falls, Minn.					
KGDM .....	130	?	....	X	B, W, L
Stockton, Calif.					
KG DY .....	?	?	?	?	?
Huron, S. Dak.					
KG EK .....		?	....	?	B, W, L
Sterling, Colo.					
KG ER .....	175	F	....	X	B, W, L
Long Beach, Calif.					
KG EZ .....		F	....	X	B
Kalispell, Mont.					
KG FF .....	3,000	....	....	N P	B
Shawnee, Okla.					
KG FI .....	?	?	?	?	?
Brownsville, Tex.					
KG FJ .....	1,500	?	....	X	B, W
Los Angeles, Calif.					
KG FL .....	?	?	?	?	?
Roswell, N. Mex.					
KG FW .....	25	....	....	X	....
Kearney, Nebr.					
KG FX .....	?	?	?	?	?
Pierre, S. Dak.					
KG GC .....	?	F	....	X	....
San Francisco, Calif.					
KG GF .....	96	F	....	X	....
Coffeyville, Kans.					
KG GM .....	100	?	....	X	B, W
Albuquerque, N. Mex.					
KG HF .....	100	F	....	X	B
Pueblo, Colo.					

## U. S. STATIONS—Continued

	Aggre- gate Seating Facili- ties	Merchan- dising	Artists Bureau	Foreign Language Acceptance	Copy Restrictions
KGHI .....	300	?	N	....	B, W
Little Rock, Ark.					
KGHL .....	...	F	....	X	B, W
Billings, Mont.					
KGIR .....	200	C	N	?	B, W, L
Butte, Mont.					
KGIW .....	...	X	....	?	B, W, L
Alamosa, Colo.					
KGKB .....	100	?	....	?	B
Tyler, Tex.					
KGKL .....	?	F	....	X	B, W
San Angelo, Tex.					
KGKO .....	?	?	?	?	?
{ Wichita Falls, Tex.					
{ Fort Worth, Tex.					
KGKY .....	35	F	....	X	B, W, L
Scottsbluff, Nebr.					
KGLO .....	60	F	....	....	B
Mason City, Iowa					
KGLU .....			Not yet in operation		
Safford, Ariz.					
KGMB .....	3,200	F	SP	X	B, W
Honolulu, Hawaii					
KGNC .....	100	F & C	....	....	B
Amarillo, Tex.					
KGNF .....	50	F	....	X	B
North Platte, Nebr.					
KGNO .....	50	F	....	X	....
Dodgè City, Kans.					
KGO .....	...	....	....	....	B
San Francisco, Calif.					
KGU .....	650	F	....	X	B, W (L*)
Honolulu, Hawaii					
KGVL .....			Not yet in operation		
Greenville, Tex.					
KGVO .....	100	F	....	NP	B, W
Missoula, Mont.					
KGW .....	See KEX	F	....	....	(B & W*)
Portland, Ore.					
KGY .....	?	?	?	?	?
Olympia, Wash.					
KHBC .....	See KGMB	F	SP	X	B, W
Hilo, Hawaii					
KHBG .....	?	?	?	?	?
Okmulgee, Okla.					
KHJ .....	900	F	X	NP	B, W
Los Angeles, Calif.					
KHQ .....	See KGA	F & C	X	X	B, W
Spokane, Wash.					
KHSL .....	100	F	....	....	....
Chico, Calif.					
KHUB .....	?	....	....	X	B, W
Watsonville, Calif.					
KICA .....	350	F	....	X	B, W, L
Clovis, N. Mex.					



U. S. STATIONS—Continued

	Aggregate Seating Facilities	Merchandising	Artists Bureau	Foreign Language Acceptance	Copy Restrictions
KID Idaho Falls, Idaho	?	?	?	?	?
KIDO Boise, Idaho	300	F	N	....	W, B, L
KIDW Lamar, Colo.	?	F	....	X	B
KIEM Eureka, Calif.	100	F	....	NP	B, W
KIEV Glendale, Calif.	?	....	....	X	B, W, L
KINY Juneau, Alaska	650	F (?)	....	....	B, W
KIRO Seattle, Wash.	?	F	....	X	B, W
KIT Yakima, Wash.	250	F & C	....	X	B, W
KIUL Garden City, Kans.	100	F	....	X	B
KIUN Pecos, Tex.	100	F	N	X	B, W
KIUP Durango, Colo.	...	C	....	X	B, W, L
KJBS San Francisco, Calif.	75	F & C	....	....	B, W
KJR Seattle, Wash.	300	?	....	X	B, W
KLAH Carlsbad, N. Mex.	25	F	....	X	B, W
KLBM La Grande, Ore.					Not yet in operation
KLCN Blytheville, Ark.	?	?	?	?	?
KLO Ogden, Utah	1,050	F & C	....	NP	B
KLPM Minot, N. Dak.	100	F	N	X	B, W
KLRA Little Rock, Ark.	?	X	?	?	B, W, L (?)
KLS Oakland, Calif.	450	C	....	X	B, W
KLUF Galveston, Tex.	80	F & C	....	X	B, W, L
KLX Oakland, Calif.	...	....	....	....	B, W
KLZ Denver, Colo.	1,550	F	SP	....	B
KMA Shenandoah, Iowa	900	F	....	NP	B*
KMAC San Antonio, Tex.	300	F	....	....	B, W, L
KMBC Kansas City, Mo.	50	F & C	X	NP	....
KMED Medford, Ore.	50	F	....	....	B, W

U. S. STATIONS—Continued

	Aggre- gate Seating Facili- ties	Merchan- dising	Artists Bureau	Foreign Language Acceptance	Copy Restrictions
KMJ ..... Fresno, Calif.	300	F	....	....	B, W
KMLB ..... Monroe, La.	50	?	N	?	B, W
KMMJ ..... Clay Center, Nebr.	400	F & C	N	X	B
KMO ..... Tacoma, Wash.	...	F	....	X	B, W
KMOX ..... St. Louis, Mo.	400	F & C	....	X	CBS program policies
KMPC ..... Beverly Hills, Calif.	150	F & C	....	....	B, W
KMTR ..... Los Angeles, Calif.	200	F	X	X	B, W
KNEL ..... Brady, Tex.	?	F	....	X	B, W, L
KNET ..... Palestine, Tex.	?	?	?	?	?
KNOW ..... Austin, Tex.	...	C	....	N P	B (W & L*)
KNX ..... Los Angeles, Calif.	1,468	C	X	....	CBS program policies
KOA ..... Denver, Colo.	475	F & C	X	X	B
KOAC ..... Corvallis, Ore.				Non-Commercial	
KOAM ..... Pittsburg, Kans.	?	?	?	?	?
KOB ..... Albuquerque, N. Mex.	150	C	....	X	B, W
KOBH ..... Rapid City, S. Dak.	50	F	X	....	B, W
KOCA ..... Kilgore, Tex.	50	....	N	....	B, W
KOH ..... Reno, Nev.	...	X	....	?	B, W
KOIL ..... Omaha, Nebr.	350	F	....	NP	B
KOIN ..... Portland, Ore.	50	F	X	X	(B*)
KOKO ..... La Junta, Colo.	?	?	?	?	?
KOL ..... Seattle, Wash.	100	?	?	....	B, W
KOMA ..... Oklahoma City, Okla.	100	C	N	NP	B, W
KOMO ..... Seattle, Wash.	See KJR	?	....	....	B, W
KONO ..... San Antonio, Tex.	300	F & C	X	X	B, W
KOOS ..... Marshfield, Ore.	...	F	X	X	....
KORE ..... Eugene, Ore.	200	F	....	NP	B, W, L

## U. S. STATIONS—Continued

	Aggregate Seating Facilities	Merchan- dising	Artists Bureau	Foreign Language Acceptance	Copy Restrictions
KOTN Pine Bluff, Ark. ....	50	F	....	....	B, W
KOVC Valley City, N. Dak. ....	1,000	F	N	X	B
KOY Phoenix, Ariz. ....	40	F	N	X	B, W
KPAB Laredo, Tex. ....			Not yet in operation		
KPAC Port Arthur, Tex. ....	1,900	F & C	N	X	....
KPDN Pampa, Tex. ....	100	F	X	....	B, W
KPFA Helena, Mont. ....	?	?	?	?	?
KPLC Lake Charles, La. ....	15	F	....	X	B, W, L
KPLT Paris, Tex. ....	100	F & C	....	X	B, W
KPMC Bakersfield, Calif. ....	75	F	N	....	B, W
KPO San Francisco, Calif. ....		....	....	....	B
KPOF Denver, Colo. ....			Non-Commercial		
KPPC Pasadena, Calif. ....			Non-Commercial		
KPQ Wenatchee, Wash. ....		F	....	X	B, W
KPRC Houston, Tex. ....	250	?	....	?	B, W
KQV Pittsburgh, Pa. ....	1,200	F	....	X	B (W*)
KQW San Jose, Calif. ....	?	F & C	....	X	B, W
KRBA Lufkin, Tex. ....			Not yet in operation		
KRBC Abilene, Tex. ....	120	F & C	X	X	....
KRBM Bozeman, Mont. ....			Not yet in operation		
KRE Berkeley, Calif. ....		F	....	X	B, W
KRGV Weslaco, Tex. ....	50	F	....	X	B
KRIC Beaumont, Tex. ....			Not yet in operation		
KRIS Corpus Christi, Tex. ....	?	?	?	?	?
KRKD Los Angeles, Calif. ....	100	F & C (?)	....	X	B, W, L
KRKO Everett, Wash. ....	75	F	N	X	....
KRLC Lewiston, Idaho ....		C	....	X	....

## U. S. STATIONS—Continued

	Aggregate Seating Facilities	Merchan- dising	Artists Bureau	Foreign Language Acceptance	Copy Restrictions
KRLD Dallas, Tex.	120	F	....	X	B, W
KRLH Midland, Tex.	200	F	....	NP	....
KRMC Jamestown, N. Dak.	1,750	F	SP	X	B, W
KRMD Shreveport, La.	75	?	....	?	B, W, L
KRNR Roseburg, Ore.	200	F	....	....	B, W
KRNT Des Moines, Iowa	350	F	X	X	....
KROC Rochester, Minn.	250	F	X	X	B
KROD El Paso, Tex.			Not yet in operation		
KROW Oakland, Calif.	?	?	?	?	?
KROY Sacramento, Calif.	100	F	....	X	B, W
KRQA Santa Fe, N. Mex.	...	F	X	X	B, W, L
KRRV Sherman, Tex.	?	?	?	?	?
KRSC Seattle, Wash.	...	F	....	....	....
KSAC Manhattan, Kans.			Non-Commercial		
KSAL Salina, Kans.	...	F	....	NP	....
KSCJ Sioux City, Iowa	150	F	....	....	B, W
KSD St. Louis, Mo.	30	X	....	X	B
KSEI Pocatello, Idaho	...	C	X	X	B
KSFO San Francisco, Calif.	1,500	C	....	....	B, W
KSL Salt Lake City, Utah	800	F	X	NP	B
KSLM Salem, Ore.	100	....	....	....	(B, W*)
KSO Des Moines, Iowa	See KRNT	F	X	X	....
KSOO Sioux Falls, S. Dak.	5,525	F	....	....	B
KSRO Santa Rosa, Calif.	75	F & C	X	X	B, W
KSTP Minneapolis-St. Paul, Minn.	400	F & C	SP	NP	(B, W, L*)
KSUB Cedar City, Utah	...	....	....	NP	....
KSUN Lowell, Ariz.	?	?	?	?	?

U. S. STATIONS—Continued

	Aggregate Seating Facilities	Merchandising	Artists Bureau	Foreign Language Acceptance	Copy Restrictions
KTAR ..... Phoenix, Ariz.	2,590	F & C	X	X	B
KTAT ..... Fort Worth, Tex.	650	C	N	NP	B, W
KTBC ..... Austin, Tex.				Not yet in operation	
KTBS ..... Shreveport, La.	75	F & C	N	NP	B, W, L
KTEM ..... Temple, Tex.	500	F	SP	X	B, W
KTFI ..... Twin Falls, Idaho	500	F	X	NP	B (W*)
KTHS ..... Hot Springs, Ark.	1,600	F	SP	....	B, W
KTKC ..... Visalia, Calif.	75	F	....	X	B, W
KTMS ..... Santa Barbara, Calif.	?	?	?	?	?
KTOK ..... Oklahoma City, Okla.	50	F (?)	N	NP	B
KTRB ..... Modesto, Calif.	150	....	....	X	B, W
KTRI ..... Sioux City, Iowa				Not yet in operation	
KTRH ..... Houston, Tex.	2,000	F	....	X	B, W
KTSA ..... San Antonio, Tex.	1,625	C	....	....	B, W (L*)
KTSM ..... El Paso, Tex.	50	F	X	....	B, W
KTUL ..... Tulsa, Okla.	2,300	F	SP	....	B
KTW ..... Seattle, Wash.				Non-Commercial	
KUJ ..... Walla Walla, Wash.	?	F & C	....	X	....
KUMA ..... Yuma, Ariz.	...	....	....	X	B, W
KUOA ..... Siloam Springs, Ark.	...	C	....	....	....
KUSD ..... Vermillion, S. Dak.				Non-Commercial	
KUTA ..... Salt Lake City, Utah				Not yet in operation	
KVCV ..... Redding, Calif.	?	?	?	?	?
KVEC ..... San Luis Obispo, Calif.	500	F	....	X	B, W, L
KVGB ..... Great Bend, Kans.	75	F	....	X	B
KVI ..... Tacoma, Wash.	1,800	C	....	....	B, W
KVNU ..... Logan, Utah				Not yet in operation	

## U. S. STATIONS—Continued

	Aggre- gate Seating Facili- ties	Merchan- dising	Artists Bureau	Foreign Language Acceptance	Copy Restrictions
<b>KVOA</b> .....	...	F	....	X	B
Tucson, Ariz.					
<b>KVOD</b> .....	500	F & C	....	....	B, W
Denver, Colo.					
<b>KVOE</b> .....	150	F & C	....	?	....
Santa Ana, Calif.					
<b>KVOL</b> .....	50	F	....	X	B, W, L
Lafayette, La.					
<b>KVOO</b> .....	1,630	F	X	NP	B, W
Tulsa, Okla.					
<b>KVOR</b> .....	900	F	....	....	B
Colorado Springs, Colo.					
<b>KVOS</b> .....	?	X	....	X	B, W
Bellingham, Wash.					
<b>KVOX</b> .....	...	....	....	X	B, W, L
Moorhead, Minn.					
<b>KVRS</b> .....			Not yet in operation		
Rock Springs, Wyo.					
<b>KVSO</b> .....	100	F	N	NP	B, W
Ardmore, Okla.					
<b>KWBG</b> .....	...	....	....	....	B
Hutchinson, Kans.					
<b>KWEW</b> .....			Not yet in operation		
Hobbs, N. Mex.					
<b>KWG</b> .....	300	F	....	....	B, W
Stockton, Calif.					
<b>KWJB</b> .....			Not yet in operation		
Globe, Ariz.					
<b>KWJJ</b> .....	500	F	SP	X	(B & W*)
Portland, Ore.					
<b>KWK</b> .....	19,000	....	N	X	B, W
St. Louis, Mo.					
<b>KWKH</b> .....	See KTBS	F & C	N	NP	B, W, L
Shreveport, La.					
<b>KWLC</b> .....			Non-Commercial		
Decorah, Iowa					
<b>KWLK</b> .....			Not yet in operation		
Longview, Wash.					
<b>KWNO</b> .....	?	?	?	?	?
Winona, Minn.					
<b>KWOC</b> .....			Not yet in operation		
Poplar Bluff, Mo.					
<b>KWOS</b> .....	40	F	N	?	B, W, L
Jefferson City, Mo.					
<b>KWSC</b> .....			Non-Commercial		
Pullman, Wash.					
<b>KWTN</b> .....	100	?	N	?	B, W, L
Watertown, S. Dak.					
<b>KWTO</b> .....	6,230	....	X	NP	B
Springfield, Mo.					
<b>KWYO</b> .....	...	F	N	X	B
Sheridan, Wyo.					

## U. S. STATIONS—Continued

	Aggre- gate Seating Facili- ties	Merchan- dising	Artists Bureau	Foreign Language Acceptance	Copy Restrictions
KXA ..... Seattle, Wash.	....	....	....	X	B
KXBY ..... Kansas City, Mo.	30	F	....	NP	B (W & L*)
KXL ..... Portland, Ore.	?	....	....	....	?
KXO ..... El Centro, Calif.	....	F	....	X	....
KXOK ..... St. Louis, Mo.			Not yet in operation		
KXRO ..... Aberdeen, Wash.	600	F	N	X	B, W
KXYZ ..... Houston, Tex.	?	?	?	?	?
KYA ..... San Francisco, Calif.	100	C	....	NP	B, W (L*)
KYOS ..... Merced, Calif.	50	F	....	X	B, W
KYSM ..... Mankato, Minn.			Not yet in operation		
KYW ..... Philadelphia, Pa.	200	C	....	....	B
WAAB ..... Boston, Mass.	100	F & C	X	X	B, W
WAAF ..... Chicago, Ill.	....	F	N	....	B, W
WAAT ..... Jersey City, N. J.	700	....	X	....	B, W
WAAW ..... Omaha, Nebr.	?	C	N	X	B, W
WABC ..... New York City			CBS key station		
WABI ..... Bangor, Me.	100	....	SP	X	B, W (L*)
WABY ..... Albany, N. Y.	25	F	....	X	B, W, L
WACO ..... Waco, Tex.	75	C	....	NP	B, W (L*)
WADC ..... Akron, Ohio	1,000	F	N	X	B, W, L
WAGA ..... Atlanta, Ga.	?	F	....	NP	B, W
WAGF ..... Dothan, Ala.	?	....	....	....	B, W, L
WAGM ..... Presque Isle, Me.	750	F	X	X	B, W, L
WAIM ..... Anderson, S. C.	50	F	X	....	B
WAIR ..... Winston-Salem, N. C.	150	F	N	....	B, W (?)
WALA ..... Mobile, Ala.	?	F	....	X	B, W, L
WALR ..... Zanesville, Ohio.	1,000	C	N	....	B, W

**U. S. STATIONS—Continued**

	Aggre- gate Seating Facili- ties	Merchan- dising	Artists Bureau	Foreign Language Acceptance	Copy Restrictions
<b>WAML</b> .....		....	....	NP	B
Laurel, Miss.					
<b>WAPI</b> .....	5,200	F	SP	....	CBS program policies
Birmingham, Ala.					
<b>WAPO</b> .....	?	?	?	?	?
Chattanooga, Tenn.					
<b>WARD</b> .....	50	F	SP	X	B
New York City					
<b>WASH</b> .....	20	F	....	....	B, W
Grand Rapids, Mich.					
<b>WATL</b> .....	150	F	....	X	B, W
Atlanta, Ga.					
<b>WATR</b> .....	150	?	X	X	B, W, L
Waterbury, Conn.					
<b>WAVE</b> .....	75	F	N	NP	B
Louisville, Ky.					
<b>WAWZ</b> .....			Non-Commercial		
Zarephath, N. J.					
<b>WAYX</b> .....	50	F	....	X	(B, W*)
Waycross, Ga.					
<b>WAZL</b> .....	....	F	N	X	B, W, L
Hazelton, Pa.					
<b>WBAA</b> .....			Non-Commercial		
West Lafayette, Ind.					
<b>WBAL</b> .....	750	C	....	....	B, W
Baltimore, Md.					
<b>WBAP</b> .....	200	F (?)	....	....	B, W (?)
Fort Worth, Tex.					
<b>WBAX</b> .....	2,500	....	X	X	B, W, L
Wilkes-Barre, Pa.					
<b>WBBC</b> .....	50	F	X	X	B (W*)
New York City					
<b>WBBL</b> .....			Non-Commercial		
Richmond, Va.					
<b>WBBM</b> .....	300*	C	X	....	CBS program policies
Chicago, Ill.					
<b>WBBR</b> .....			Non-Commercial		
Brooklyn, N. Y.					
<b>WBBZ</b> .....	?	F	....	X	B, W, L
Ponca City, Okla.					
<b>WBCM</b> .....	....	....	....	NP	B, W, L
Bay City, Mich.					
<b>WBEN</b> .....	2,400	C	....	....	B
Buffalo, N. Y.					
<b>WBEO</b> .....	?	?	?	?	?
Marquette, Mich.					
<b>WBHP</b> .....	?	?	?	?	?
Huntsville, Ala.					
<b>WBIG</b> .....	1,000	F	X	NP	B
Greensboro, N. C.					
<b>WBIL</b> .....	....	?	N	X	B, W
New York City					

\*In studios only; others not included.



U. S. STATIONS—Continued

	Aggre- gate Seating Facili- ties	Merchan- dising	Artists Bureau	Foreign Language Acceptance	Copy Restrictions
WBLK ..... Clarksburg, W. Va.	...	F	....	X	B, W
WBLY ..... Lima, Ohio	?	?	?	?	?
WBNO ..... New Orleans, La.	?	?	?	?	?
WBNS ..... Columbus, Ohio	...	F	....	X	B
WBNX ..... New York City	100	F	....	X	B, W, L (?)
WBNY ..... Buffalo, N. Y.	25	F	....	X	B, W (L*)
WBOW ..... Terre Haute, Ind.	100	F	N	....	B
WBRB ..... Red Bank, N. J.	...	F	....	....	B, W
WBRC ..... Birmingham, Ala.	1,550	F	....	NP	B, W
WBRE ..... Wilkes-Barre, Pa.	780	....	X	X	B, W, L
WBRK ..... Pittsfield, Mass.	300	F	SP	X	B, W
WBRY ..... Waterbury, Conn.	150	F	....	X	B, W, L
WBT ..... Charlotte, N. C.	5,200	C	SP	....	CBS program policies
WBTM ..... Danville, Va.	100	F	N	X	B, W
WBZ ..... Boston, Mass.	2,500	....	....	....	B
WBZA ..... Boston, Mass.					For details see WBZ
WCAD ..... Canton, N. Y.					Non-Commercial
WCAE ..... Pittsburgh, Pa.	25	C	....	....	B, W
WCAL ..... Northfield, Minn.					Non-Commercial
WCAM ..... Camden, N. J.	35	F	....	X	B, W, L
WCAO ..... Baltimore, Md.	200	....	....	....	B, (W & L*)
WCAP ..... Asbury Park, N. J.	5,000	....	SP	....	B, W
WCAT ..... Rapid City, S. Dak.					Non-Commercial
WCAU ..... Philadelphia, Pa.	260	F	SP	....	B, W
WCAX ..... Burlington, Vt.	2,500	F	SP	X	B
WCAZ ..... Carthage, Ill.	100	X	N	X	B, W, L
WCBA ..... Allentown, Pa.					See WSAN for details

## U. S. STATIONS—Continued

	Aggre- gate Seating Facili- ties	Merchan- dising	Artists Bureau	Foreign Language Acceptance	Copy Restrictions
WCBD .....					
Chicago, Ill.					
WCBM .....	50	....	....	X	B, W
Baltimore, Md.					
WCBS .....	...	F	SP	NP	?
Springfield, Ill.					
WCCO .....	?	F & C (?)	X	....	CBS program policies
Minneapolis-St. Paul, Minn.					
WCFL .....	250	F & C	....	....	B
Chicago, Ill.					
WCHS .....	3,000	C	N	X	B, W, L
Charleston, W. Va.					
WCHV .....	30	F	N	....	B, W
Charlottesville, Va.					
WCKY .....	75	F	....	....	B, W
Cincinnati, Ohio					
WCLE .....	400	F & C	X	X	B, W
Cleveland, Ohio					
WCLO .....	210	F	....	NP	B
Janesville, Wis.					
WCLS .....	75	F	N	X	B, W
Joliet, Ill.					
WCMI .....	2,000	F	X	X	B, W
Ashland, Ky.					
WCNW .....	?	?	?	?	?
New York City					
WCOA .....	2,800	F	X	....	B, W
Pensacola, Fla.					
WCOC .....	?	F	X	?	B
Meridian, Miss.					
WCOL .....	640	F	SP	....	B, (W & L*)
Columbus, Ohio					
WCOP .....	2,000	F	X	X	B, W
Boston, Mass.					
WCPO .....	75	F	X	X	....
Cincinnati, Ohio					
WCRW .....	...	....	....	....	B, W, L
Chicago, Ill.					
WCSC .....	75	F	....	....	B, W
Charleston, S. C.					
WCSH .....	...	....	SP	X	B, W
Portland, Me.					
WDAE .....	40	F	....	X	B, W
Tampa, Fla.					
WDAF .....	...	C	....	....	....
Kansas City, Mo.					
WDAH .....					
El Paso, Tex.					
WDAN .....					
Danville, Ill.					
WDAS .....	175	F	SP	?	B, W
Philadelphia, Pa.					
WDAY .....	150	F	X	X	B, W, L
Fargo, N. Dak.					

See WGES for details

Non-Commercial

Not yet in operation

## U. S. STATIONS—Continued

	Aggre- gate Seating Facili- ties	Merchan- dising	Artists Bureau	Foreign Language Acceptance	Copy Restrictions
WDBJ ..... Roanoke, Va.	125	F	X	X	B, W
WDBO ..... Orlando, Fla.	?	C	X	X	B, W
WDSM ..... Superior, Wis.			Not yet in operation		
WDEL ..... Wilmington, Del.	...	F	N	X	B, W, L
WDEV ..... Waterbury, Vt.	30	....	X	X	....
WDGY ..... Minneapolis-St. Paul, Minn.	75	F	X	X	(B, W*)
WDNC ..... Durham, N. C.	?	F	X	....	B, W
WDOO ..... Chattanooga, Tenn.	650	F	X	....	B
WDRG ..... Hartford, Conn.	50	C	....	....	B
WDSU ..... New Orleans, La.	?	?	....	?	(B, W, L*)
WDWS ..... Champaign, Ill.	50	C	....	NP	B, W
WDZ ..... Tuscola, Ill.	...	F	SP	NP	B
WEAF ..... New York City			NBC Red key station		
WEAN ..... Providence, R. I.	2,040	C	X	X	B, W, L
WEAU ..... Eau Claire, Wis.	...	....	....	X	B, W, L
WEBC ..... Duluth, Minn.	100	F	....	X	(B, W, L*)
WEBQ ..... Harrisburg, Ill.	50	....	X	X	B, W
WEBR ..... Buffalo, N. Y.	...	?	....	X	B, W
WEDC ..... Chicago, Ill.	...	F	X	X	B, W, L
WEED ..... Rocky Mount, N. C.	...	....	X	....	B, W
WEEL ..... Boston, Mass.	3,300	C	SP	....	See CBS
WEEU ..... Reading, Pa.	?	?	?	?	B, W
WELI ..... New Haven, Conn.	?	C	N	X	B, W
WELL ..... Battle Creek, Mich.	30	F	SP	NP	B, W
WEMP ..... Milwaukee, Wis.	...	F	SP	X	B, W, L
WENR ..... Chicago, Ill.	800	F & C	X	....	B
WENY ..... Elmira, N. Y.			Not yet in operation		

**U. S. STATIONS—Continued**

	Aggre- gate Seating Facili- ties	Merchan- dising	Artists Bureau	Foreign Language Acceptance	Copy Restrictions
WEOA ..... Evansville, Ind.	3,400	F & C	....	NP	B (W & L*)
WESG ..... Elmira, N. Y.	245	F	X	X	....
WEST ..... Easton, Pa.	...	F	N	X	B, W, L
WEVD ..... New York City	30	....	....	X	B, W, L
WEW ..... St. Louis, Mo.	1,200	C	SP	NP	B
WEXL ..... Royal Oak, Mich.	...	....	....	X	B, W
WFAA ..... Dallas, Tex.	4,300	F & C	....	NP	B
WFAB ..... New York City	?	?	?	?	B, W, L
WFAM ..... South Bend, Ind.	...	F	N	X	B
WFAS ..... White Plains, N. Y.	300	F & C	X	X	B, W, L
WFBC ..... Greenville, S. C.	100	F	X	....	B, W
WFBG ..... Altoona, Pa.	?	?	?	?	?
WFBL ..... Syracuse, N. Y.	1,850	F	....	NP	B, W, L
WFBM ..... Indianapolis, Ind.	...	....	....	NP	B
WFBR ..... Baltimore, Md.	700	F & C	N	X	B, W
WFDF ..... Flint, Mich.	75	F & C	....	....	B, W
WFEA ..... Manchester, N. H.	35	F	....	X	B, W
WFIL ..... Philadelphia, Pa.	1,200	F	....	....	B, W
WFLA ..... Tampa, Fla.	100	F	X	....	B, W, I
WFMD ..... Frederick, Md.	500	....	SP	X	B, W
WFMJ ..... Youngstown, Ohio			Not yet in operation		
WFOR ..... Hattiesburg, Miss.	?	?	?	?	?
WFOY ..... St. Augustine, Fla.	50	C	....	NP	B, W
WFTC ..... Kinston, N. C.	60	C	....	X	B, W
WGAL ..... Lancaster, Pa.	250	F	....	X	B, W, L
WGAN ..... Portland, Me.	?	?	?	?	?
WGAR ..... Cleveland, Ohio	19,075	F & C	X	X	E (W & L*)

**U. S. STATIONS—Continued**

	Aggre- gate Seating Facili- ties	Merchan- dising	Artists Bureau	Foreign Language Acceptance	Copy Restrictions
<b>WGAU</b> .....			Not yet in operation		
Athens, Ga.					
<b>WGBB</b> .....	?	?	?	?	?
Freeport, N. Y.					
<b>WGBF</b> .....	See WEOA	F & C	N	NP	B (W & L*)
Evansville, Ind.					
<b>WGBI</b> .....		F	....	X	B, W, L
Scranton, Pa.					
<b>WGCM</b> .....		....	....	....	B, W, L
Mississippi City, Miss.					
<b>WGES</b> .....	50	F & C (?)	N	X	B, W
Chicago, Ill.					
<b>WGH</b> .....	800	F	X	X	B, W
Newport News, Va.					
<b>WGIL</b> .....			Not yet in operation		
Galesburg, Ill.					
<b>WGL</b> .....	200	F	....	NP	B
Ft. Wayne, Ind.					
<b>WGN</b> .....	1,000	....	....	....	B
Chicago, Ill.					
<b>WGNV</b> .....	?	?	?	?	?
Newburgh, N. Y.					
<b>WGPC</b> .....	100	F	....	....	B, W
Albany, Ga.					
<b>WGR</b> .....	250	C	?	?	B, W, L
Buffalo, N. Y.					
<b>WGRC</b> .....	2,200	F	X	X	B
{New Albany, Ind.					
{Louisville, Ky.					
<b>WGRM</b> .....	?	?	?	?	?
Grenada, Miss.					
<b>WGST</b> .....		F	....	NP	B, W
Atlanta, Ga.					
<b>WGTM</b> .....	30	F	SP	NP	B, W
Wilson, N. C.					
<b>WGVA</b> .....			Not yet in operation		
Indianapolis, Ind.					
<b>WGY</b> .....	240	....	X	....	B
Schenectady, N. Y.					
<b>WHA</b> .....			Non-Commercial		
Madison, Wis.					
<b>WHAI</b> .....			Not yet in operation		
Greenfield, Mass.					
<b>WHAL</b> .....			Not yet in operation		
Saginaw, Mich.					
<b>WHAM</b> .....	300	F & C	....	X	....
Rochester, N. Y.					
<b>WHAS</b> .....	100	F & C	X	....	B (W & L*)
Louisville, Ky.					
<b>WHAT</b> .....	175	F	....	X	B, W, L
Philadelphia, Pa.					
<b>WHAZ</b> .....		....	....	....	....
Troy, N. Y.					
<b>WHB</b> .....	18,780	F	X	X	....
Kansas City, Mo.					

U. S. STATIONS—Continued

	Aggre- gate Seating Facili- ties	Merchan- dising	Artists Bureau	Foreign Language Acceptance	Copy Restrictions
WHBB ..... Selma, Ala.	...	....	X	....	B, W, L
WHBC ..... Canton, Ohio	...	C	N	X	B, W
WHBF ..... Rock Island, Ill.	500 (?)	F	X	X	B
WHBI ..... Newark, N. J.	?	?	?	?	?
WHBL ..... Sheboygan, Wis.	40	F	X	X	B, W, L
WHBQ ..... Memphis, Tenn.	850	F	N	X	B, W
WHBU ..... Anderson, Ind.	...	C	....	X	B
WHBY ..... Green Bay, Wis.	?	?	?	?	?
WHDF ..... Calumet, Mich.	?	?	?	?	?
WHDH ..... Boston, Mass.	?	?	?	?	?
WHDL ..... Olean, N. Y.	150	F	....	....	....
WHEB ..... Portsmouth, N. H.	...	....	N	X	....
WHEC ..... Rochester, N. Y.	200	F	X	X	.... (?)
WHEF ..... Kosciusko, Miss.	340	?	?	?	B, W
WHFC ..... Cicero, Ill.	?	?	?	?	?
WHIO ..... Dayton, Ohio	500	F	....	....	B
WHIP ..... Hammond, Ind.	?	?	?	?	?
WHIS ..... Bluefield, W. Va.	...	F	X	X	B
WHJB ..... Greensburg, Pa.	180	....	....	X	B, W, L
WHK ..... Cleveland, Ohio	See WCLE	F & C	X	X	B, W
WHKC ..... Columbus, Ohio	...	F & C	....	X	B, W
WHLB ..... Virginia, Minn.	100	....	....	NP	B, W, L
WHLS ..... Port Huron, Mich.			Not yet in operation		
WHN ..... New York City	400	....	X	NP	B, W, L
WHO ..... Des Moines, Iowa	4,850	F	X	NP	B*
WHOM ..... Jersey City, N. J.	...	....	X	X	B, W
WHP ..... Harrisburg, Pa.	5,800	F	SP	....	B (W & L*)

## U. S. STATIONS—Continued

	Aggregate Seating Facilities	Merchan- dising	Artists Bureau	Foreign Language Acceptance	Copy Restrictions
WIBA .....		?	....	?	B, W
Madison, Wis.					
WIBG .....	?	....	....	X	B, W
Glenside, Pa.					
WIBM .....	100	F	X	X	B (W & L*)
Jackson, Mich.					
WIBU .....	?	F	....	NP	B, W, L
Poynette, Wis.					
WIBW .....	75	F & C	....	X	....
Topeka, Kans.					
WIBX .....	1,650	F	....	X	B, W, L
Utica, N. Y.					
WICA .....	?	?	?	?	?
Ashtabula, Ohio					
WICC .....	190	F & C	See WNAC	X	B, W, L
Bridgeport, Conn.					
WIL .....	300	....	....	....	B
St. Louis, Mo.					
WILL .....			Non-Commercial		
Urbana, Ill.					
WILM .....	...	F	....	X	B, W, L
Wilmington, Del.					
WIND .....	...	....	N	X	B, W, L
{ Gary, Ind.					
{ Chicago, Ill.					
WINS .....	50	C	....	....	B, W
New York City					
WIOD .....	300	C	X	X	B, W
Miami, Fla.					
WIP .....	1,350	F	....	....	B, W, L
Philadelphia, Pa.					
WIRE .....	?	F	....	NP	B, W
Indianapolis, Ind.					
WIS .....	100	F	X	....	B, W
Columbus, S. C.					
WISN .....	50	F	X	X	B, W (L*)
Milwaukee, Wis.					
WJAC .....	?	?	?	?	?
Johnstown, Pa.					
WJAG .....	...	F & C	....	....	(B, W, L*)
Norfolk, Nebr.					
WJAR .....	250	C	X	....	B, W
Providence, R. I.					
WJAS .....	1,200	X	....	X	B (W*)
Pittsburgh, Pa.					
WJAX .....	100	F & C	....	....	B, W
Jacksonville, Fla.					
WJBC .....	50	F & C	....	....	....
Bloomington, Ill.					
WJBK .....	...	F	....	X	B, W, (L*)
Detroit, Mich.					
WJBL .....	?	?	....	?	B
Decatur, Ill.					
WJBO .....	75	?	....	?	B, W
Baton Rouge, La.					

U. S. STATIONS—Continued

	Aggre- gate Seating Facili- ties	Merchan- dising	Artists Bureau	Foreign Language Acceptance	Copy Restrictions
WJBW .....	?	?	?	?	?
New Orleans, La.					
WJBY .....		F	....	....	B, W
Gadsden, Ala.					
WJDX .....	1,400	F & C	....	X	B
Jackson, Miss.					
WJEJ .....	600	?	N	?	B, W, L
Hagerstown, Md.					
WJIM .....	...	....	....	....	B, W
Lansing, Mich.					
WJJD .....	250	....	....	....	B, W, L
Chicago, Ill.					
WJMC .....			Not yet in operation		
Rice Lake, Wis.					
WJMS .....	...	F	....	X	B, W, L
Ironwood, Mich.					
WJNO .....	15	F	....	....	B, W
West Palm Beach, Fla.					
WJR .....	80	?	....	....	B
Detroit, Mich.					
WJRD .....	100	F	N	X	B, W, L
Tuscaloosa, Ala.					
WJSV .....	1,200	F & C	SP	NP	CBS program policies
Washington, D. C.					
WJTN .....	1,600	F	X	X	B, W
Jamestown, N. Y.					
WJW .....	3,750	F	SP	X	(B, W, L*)
Akron, Ohio					
WJZ .....			NBC Blue Key Station		
New York City					
WKAR .....			Non-Commercial		
East Lansing, Mich.					
WKAT .....	?	?	?	?	?
Miami Beach, Fla.					
WKBB .....	300	F	....	NP	B, W
Dubuque, Iowa					
WKBH .....	...	F	....	X	....
La Crosse, Wis.					
WKBN .....	300	F	?	X	(B, W, L*?)
Youngstown, Ohio					
WKBO .....	2,200	....	X	X	B, W
Harrisburg, Pa.					
WKBV .....	?	?	?	?	?
Richmond, Ind.					
WKBW .....	See WGR	C	?	?	B, W, L
Buffalo, N. Y.					
WKBZ .....	...	X	N	X	B
Muskegon, Mich.					
WKEU .....	?	?	....	?	?
Griffin, Ga.					
WKOK .....	...	....	SP	X	B, W, L
Sunbury, Pa.					
WKBC .....	125	F & C	....	NP	CBS program policies
Cincinnati, Ohio					



U. S. STATIONS—Continued

	Aggregate Seating Facilities	Merchandising	Artists Bureau	Foreign Language Acceptance	Copy Restrictions
WKST				Not yet in operation	
New Castle, Pa.					
WKY	1,750	F & C	X	NP	B
Oklahoma City, Okla.					
WKZO		F	X	?	B, W, L
Kalamazoo, Mich.					
WLAC		F & C	....	?	B, W
Nashville, Tenn.					
WLAK	50	F	....	....	B, W
Lakeland, Fla.					
WLAP	125	....	X	NP	B, W
Lexington, Ky.					
WLAW	200	F	....	X	B, W, L (?)
Lawrence, Mass.					
WLB				Non-Commercial	
Minneapolis-St. Paul, Minn.					
WLBC	30	F	X	....	B
Muncie, Ind.					
WLBL				Non-Commercial	
Stevens Point, Wis.					
WLBZ	145	F	....	....	B, W
Bangor, Me.					
WLEU	50	F	....	X	B, W (L <sup>*</sup> )
Erie, Pa.					
WLLH	2,470	F	....	X	B, W, L
Lowell, Mass.					
WLMU				Not yet in operation	
Middlesboro, Ky.					
WLNH	100	F & C	....	X	B, W, L
Laconia, N. H.					
WLS	1,250	F	X	....	B, W
Chicago, Ill.					
WLTH	100	F	....	X	B, W, L
New York City					
WLVA		F	....	....	B, W
Lynchburg, Va.					
WLW	2,600	F	X	?	B
Cincinnati, Ohio					
WMAL	300	F	....	....	B
Washington, D. C.					
WMAQ	See WENR	C	X	....	B
Chicago, Ill.					
WMAS	35	F	N	X	B, W, L
Springfield, Mass.					
WMAZ	4,000	C	....	....	B, W
Macon, Ga.					
WMBC	150	F	....	X	B, W
Detroit, Mich.					
WMBD	150	F	SP	NP	B
Peoria, Ill.					
WMBG	310	F	X	?	B, W
Richmond, Va.					
WMBH	6,685	F & C	....	X	B
Joplin, Mo.					
WMBI				Non-Commercial	
Chicago, Ill.					

## U. S. STATIONS—Continued

	Aggre- gate Seating Facili- ties	Merchan- dising	Artists Bureau	Foreign Language Acceptance	Copy Restrictions
WMBO .....	50	F & C	X	X	B, W
Auburn, N. Y.					
WMBQ .....	?	?	?	?	?
New York City					
WMBS .....	?	?	?	?	?
Uniontown, Pa.					
WMBR .....	100	F	X	NP	B, W
Jacksonville, Fla.					
WMC .....	400	F & C	....	X	B, W
Memphis, Tenn.					
WMCA .....	300	F	X	....	B, W
New York City					
WMEX .....	150	....	N	X	B, W
Boston, Mass.					
WMFD .....	...	....	....	....	B, W
Wilmington, N. C.					
WMFF .....	...	C	X	X	B, W, L
Plattsburg, N. Y.					
WMFG .....	...	F	....	X	B (W & L*)
Hibbing, Minn.					
WMFJ .....	...	F	X	X	B, W
Daytona Beach, Fla.					
WMFO .....	?	?	X	?	B, W
Decatur, Ala.					
WMFR .....	40	F & C	N	NP	B, W
High Point, N. C.					
WMIN .....	50	F	X	X	(B, W, L*)
Minneapolis-St. Paul, Minn.					
WMMN .....	1,150	F	X	X	B (W & L*)
Fairmont, W. Va.					
WMPC .....	.....	Non-Commercial			
Lapeer, Mich.					
WMPS .....	?	F & C	....	NP	B, W
Memphis, Tenn.					
WMSD .....	100	?	?	?	B, W, L
Sheffield, Ala.					
WMT .....	200	F	....	NP	....
Cedar Rapids, Iowa					
WNAC .....	100	F & C	X	....	B, W
Boston, Mass.					
WNAD .....	.....	Non-Commercial			
Norman, Okla.					
WNAX .....	275	F	N	....	B
Yankton, S. Dak.					
WNBC .....	100	C	SP	X	B, W, L
New Britain, Conn.					
WNBF .....	...	F & C	....	X	B
Binghamton, N. Y.					
WNBH .....	...	F	N	X	B, W
New Bedford, Mass.					
WNBX .....	60	F	SP	X	B, W
Springfield, Vt.					
WNBZ .....	?	?	?	?	?
Saranac Lake, N. Y.					

## U. S. STATIONS—Continued

	Aggregate Seating Facilities	Merchan- dising	Artists Bureau	Foreign Language Acceptance	Copy Restrictions
WNEW New York City	200	F & C (?)	X	....	B, W
WNLC New London, Conn.	40	F	....	X	B, W, L
WNOX Knoxville, Tenn.	800	F	X	....	B
WNYC New York City			Non-Commercial		
WOAI San Antonio, Tex.	500	F	....	X	B, W
WOC Davenport, Iowa	580	F	....	?	B, W
WOI Ames, Iowa			Non-Commercial		
WOKO Albany, N. Y.	See WABY	F	....	X	B, W
WOL Washington, D. C.	200	F & C	....	X	(B, W, L*)
WOLS Florence, S. C.	?	?	?	?	?
WOMI Owensboro, Ky.	?	F	N	....	B, W, L
WOMT Manitowoc, Wis.	...	....	N	....	B, W, L
WOOD Grand Rapids, Mich.	See WASH	F	....	....	B, W
WOPI Bristol, Tenn.	350	F	....	NP	B, W
WOR New York City	850	....	....	X	B, W
WORC Worcester, Mass.	50	C	....	....	B, W
WORK York, Pa.	...	F	N	X	B, W
WORL Boston, Mass.	?	F	X	X	B, W (?)
WOSU Columbus, Ohio			Non-Commercial		
WOV New York City	...	F	....	X	B, W
WOW Omaha, Nebr.	50*	F & C	SP	....	B
WOWO Ft. Wayne, Ind.	See WGL	F	....	NP	B
WPAD Paducah, Ky.	?	?	?	?	?
WPAR Parkersburg, W. Va.	?	?	?	?	B, W, L
WPAX Thomasville, Ga.	?	?	?	?	?

\* Plus others not mentioned.

U. S. STATIONS—Continued

	Aggre- gate Seating Facili- ties	Merchan- dising	Artists Bureau	Foreign Language Acceptance	Copy Restrictions
WPAY ..... Portsmouth, Ohio	100	F	N	X	....
WPEN ..... Philadelphia, Pa.	550	F (?)	X	?	B, W, L
WPG ..... Atlantic City, N. J.	360	F	....	X	B, W, L
WPIC ..... Sharon, Pa.					Not yet in operation
WPRO ..... Providence, R. I.	3,400	F & C	....	X	B, W
WPTF ..... Raleigh, N. C.	40	F	....	NP	B
WQAM ..... Miami, Fla.	50	F	SP	X	....
WQAN ..... Scranton, Pa.					Non-Commercial
WQBC ..... Vicksburg, Miss.	?	?	?	?	?
WQDM ..... St. Albans, Vt.	60	F	....	X	B, W, L
WQXR ..... New York City	50	C	....	....	B, W
WRAK ..... Williamsport, Pa.	150	F	....	....	....
WRAW ..... Reading, Pa.	?	?	?	?	B, W (L*)
WRAX ..... Philadelphia, Pa.					For details see WPEN
WRBL ..... Columbus, Ga.	100	C	....	....	B, W
WRC ..... Washington, D. C.	See WMAL	F	....	....	B
WRDO ..... Augusta, Me.	...	F	....	X	B, W
WRDW ..... Augusta, Ga.	100	F	SP	NP	B, W
WREC ..... Memphis, Tenn.	1,000	C	....	NP	B, W, L
WREN ..... Lawrence-Kansas City, Kans.	150	C	....	....	B, W
WRGA ..... Rome, Ga.	2,000	....	....	....	B, W
WRJN ..... Racine, Wis.	150	F	....	X	B, W (L*)
WRNL ..... Richmond, Va.	200	C	X	X	B, W
WROK ..... Rockford, Ill.	75	F	X	X	B, W
WROL ..... Knoxville, Tenn.	...	F	....	....	B
WRR ..... Dallas, Tex.	250	....	....	X	B, W, L

U. S. STATIONS—Continued

	Aggregate Seating Facilities	Merchandising	Artists Bureau	Foreign Language Acceptance	Copy Restrictions
WRTD Richmond, Va.	?	F	....	X	B, W
WRUF Gainesville, Fla.	2,000	....	....	....	....
WEVA Richmond, Va.	1,100	F & C	X	....	....
WSAI Cincinnati, Ohio	See WLW	F	X	?	B
WSAJ Grove City, Pa.			Non-Commercial		
WSAL Salisbury, Md.	...	C	....	....	B, W
WSAN Allentown, Pa.	100	F (?)	X	X	B, W
WSAR Fall River, Mass.	100 (?)	F & C	X	X	B, W, L
WSAU Wausau, Wis.	435	F	....	X	B, W, L
WSAY Rochester, N. Y.	100	C	X	X	B, W
WSAZ Huntington, W. Va.	100	C	X	X	B, W
WSB Atlanta, Ga.	950	C	....	X	B
WSBC Chicago, Ill.			See WGES for details		
WSBT South Bend, Ind.	...	F	N	X	B
WSFA Montgomery, Ala.	1,000	F	....	....	B, W, L
WSGN Birmingham, Ala.	1,150	F & C	SP	X	B, W
WSIX Nashville, Tenn.	1,100	C	....	....	B
WSJS Winston-Salem, N. C.	40	F	....	NP	B, W
WSLI Jackson, Miss.			Not yet in operation		
WSM Nashville, Tenn.	2,900	F & C	X	NP	B, W
WSMB New Orleans, La.	1,300	C	SP	X	B, W (L*)
WSMK Dayton, Ohio	200	F	N	X	B
WSNJ Bridgeton, N. J.	...	F & C	....	X	B, W
WSOC Charlotte, N. C.	100	F	X	....	B, W
WSPA Spartanburg, S. C.	400	F	....	X	B
WSPD Toledo, Ohio	50	F & C	N	X	B, W (L*)
WSPR Springfield, Mass.	200	F	N	X	B, W

**U. S. STATIONS—Continued**

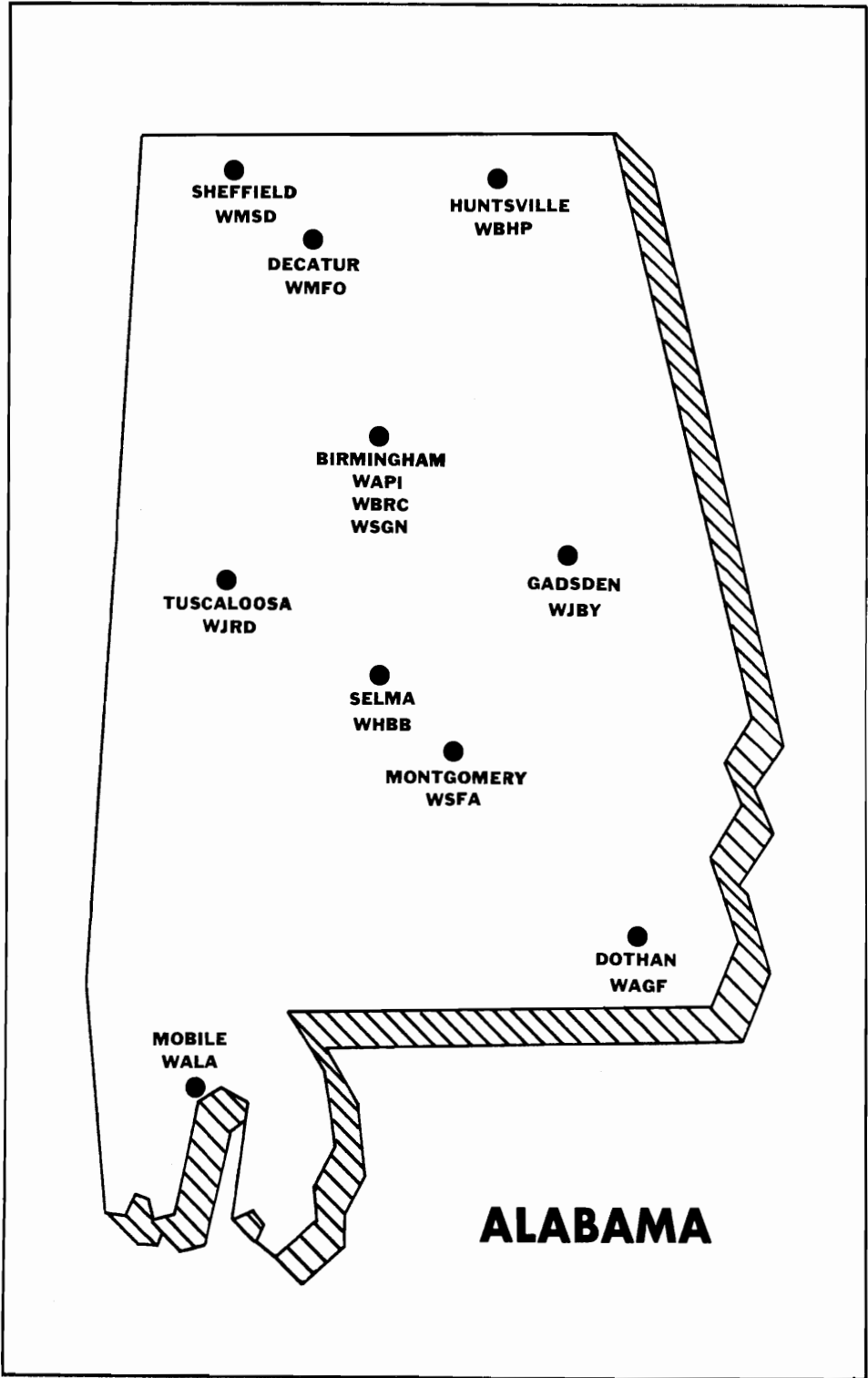
	Aggre- gate Seating Facili- ties	Merchan- dising	Artists Bureau	Foreign Language Acceptance	Copy Restrictions
<b>WSUI</b> .....			Non-Commercial		
Iowa City, Iowa					
<b>WSUN</b> .....	3,200	F	....	....	B, W
St. Petersburg, Fla.					
<b>WSVA</b> .....	925	....	....	....	B
Harrisonburg, Va.					
<b>WSVS</b> .....			Non-Commercial		
Buffalo, N. Y.					
<b>WSYB</b> .....		?	....	?	B
Rutland, Vt.					
<b>WSYR-WSYU</b> .....	1,500	F & C	X	X	B, W
Syracuse, N. Y.					
<b>WTAD</b> .....	200	F	SP	....	B, W, L
Quincy, Ill.					
<b>WTAG</b> .....	75	....	....	....	B, W
Worcester, Mass.					
<b>WTAL</b> .....		F	....	NP	B, W
Tallahassee, Fla.					
<b>WTAM</b> .....	500	....	X	....	B
Cleveland, Ohio					
<b>WTAQ</b> .....		?	?	?	?
Green Bay, Wis.					
<b>WTAR</b> .....	100	F	....	X	B, W
Norfolk, Va.					
<b>WTAW</b> .....			Non-Commercial		
College Station, Tex.					
<b>WTAX</b> .....		?	....	?	B, W (L*)
Springfield, Ill.					
<b>WTBO</b> .....	75	F	....	X	B, W, L
Cumberland, Md.					
<b>WTCN</b> .....		F & C	....	X	B, W (L*)
Minneapolis-St. Paul, Minn.					
<b>WTEL</b> .....	50	C	....	X	B, W
Philadelphia, Pa.					
<b>WTHT</b> .....	300	F	....	X	....
Hartford, Conn.					
<b>WTIC</b> .....	200	C	....	X	B, W
Hartford, Conn.					
<b>WTJS</b> .....	100	F	X	NP	B
Jackson, Tenn.					
<b>WTMJ</b> .....		C	....	NP	B
Milwaukee, Wis.					
<b>WTMV</b> .....	1,000	F	X	X	B, (W & L*)
E. St. Louis, Ill.					
<b>WTNJ</b> .....	2,000	F	....	X	B, W, L
Trenton, N. J.					
<b>WTOC</b> .....		F	X	....	B, W
Savannah, Ga.					
<b>WTOL</b> .....	55	....	....	X	?
Toledo, Ohio					
<b>WTRC</b> .....		F & C	....	X	B
Elkhart, Ind.					

\*Audiences limited to 25 per program.

## U. S. STATIONS—Continued

	Aggre- gate Seating Facili- ties	Merchan- dising	Artists Bureau	Foreign Language Acceptance	Copy Restrictions
WVFW ..... New York City	50	F & C	....	X	B, W
WWAE ..... Hammond, Ind.	?	?	?	?	?
WWJ ..... Detroit, Mich.	350	....	....	NP	B, W
WWL ..... New Orleans, La.	600	C	....	....	B, W
WWNC ..... Asheville, N. C.	...	F & C	....	NP	B
WWRL ..... New York City	...	F	....	X	B, W
WWSW ..... Pittsburgh, Pa.	100	F (?)	N	X	B, W, L
WWVA ..... Wheeling, W. Va.	2,000	F	N & SP	X	6% B
WXYZ ..... Detroit, Mich.	...	F	X	....	B, W (L*)







# ALABAMA

(375,200 radio homes)

## Radio Homes by Counties\*

Autauga .....	2,380	Dallas .....	8,450	Marion .....	2,770
Baldwin .....	3,830	DeKalb .....	4,350	Marshall .....	4,580
Barbour .....	4,080	Elmore .....	3,850	Mobile .....	21,880
Bibb .....	2,680	Escambia .....	3,480	Monroe .....	3,370
Blount .....	3,070	Etowah .....	9,700	Montgomery .....	18,520
Bullock .....	2,570	Fayette .....	2,050	Morgan .....	6,790
Butler .....	3,730	Franklin .....	2,920	Perry .....	3,130
Calhoun .....	8,370	Geneva .....	3,340	Pickens .....	2,810
Chambers .....	4,730	Greene .....	2,500	Pike .....	4,170
Cherokee .....	2,090	Hale .....	3,150	Randolph .....	3,110
Chilton .....	2,800	Henry .....	2,480	Russell .....	3,420
Choctaw .....	2,430	Houston .....	6,250	St. Clair .....	2,980
Clarke .....	3,200	Jackson .....	4,080	Shelby .....	3,440
Clay .....	1,910	Jefferson .....	85,710	Sumter .....	3,220
Cleburne .....	1,390	Lamar .....	1,930	Talladega .....	5,570
Coffee .....	3,730	Lauderdale .....	5,480	Tallapoosa .....	3,800
Colbert .....	4,420	Lawrence .....	2,860	Tuscaloosa .....	9,000
Conecuh .....	2,920	Lee .....	5,270	Walker .....	7,850
Coosa .....	1,330	Limestone .....	4,270	Washington .....	1,910
Covington .....	5,160	Lowndes .....	2,700	Wilcox .....	2,970
Crenshaw .....	2,750	Macon .....	3,230	Winston .....	1,660
Cullman .....	4,500	Madison .....	8,530		
Dale .....	2,820	Marengo .....	4,780		

### WAPI, BIRMINGHAM

*Operator:* Voice of Alabama, Inc., Protective Life Bldg. *Phones:* 3-8116, 7, 8. *Power:* 5,000 watts on 1140 kc. *Affiliation:* CBS. *Opened:* 1922. (Note: this station is owned by Alabama College, the Alabama Polytechnic Institute and the University of Alabama; "Voice of Alabama" is the lessee, with a minority of the stock being held by the Columbia Broadcasting System, Inc.).

*President, merchandising director:* Thad Holt. *Treasurer, business manager:* H. H. Holtshouser. *National sales representative:* Dewey H. Long (Southern Office, Radio Sales). *Program and musical director:* Dick Faulkner. *Publicity director:* Clint Blakely.

*Rep:* Radio Sales. *News:* UP. *Seating facilities:* Cathedral Studio seats 200; city auditorium, capacity 5,000, may be obtained. *Merchandising:* Publicity on accounts and products, window displays, etc. *Foreign language programs:* Not accepted. *Artists bureau:* No regular set-up; can furnish talent, however. *Base rate:* \$200.

*Program policies:* CBS program policies.

### WBRC, BIRMINGHAM

*Operator:* Birmingham Broadcasting Co., Inc., Bankhead Hotel. *Phone:* 3-9293.

*Power:* 5,000 and 1,000 watts on 930 kc. *Affiliation:* NBC Southcentral Group. *Opened:* May 18, 1925.

*President:* K. G. Marshall. *Vice-president:* J. C. Bell. *Secretary-treasurer:* Mrs. H. P. Hanna. *Assistant manager:* John Connolly.

*Rep:* Paul H. Raymer. *News:* INS. *Seating facilities:* Studio, 50; limited arrangement with Pickwick Club, local night club, seating 1,500. *Merchandising:* Build up programs via Birmingham Post, Southern Radio News and various Alabama weeklies (trade-out proposition with the Post); plug programs on resume broadcasts. *Foreign language programs:* Will consider such programs. *Artists bureau:* None. *Stock:* Owned by Mrs. H. P. Hanna, K. G. Marshall, and J. C. Bell. *Base rate:* \$96 (half-hour.)

*Copy restrictions:* Accept light wines and beer on national rate; no hard liquors; accept patent medicines approved by Federal Trade Commission; words pertaining to certain bodily functions not allowed.

### WSGN, BIRMINGHAM

*Operator:* Birmingham News Company, Tutwiler Hotel. *Phone:* 4-3434. *Power:* 250 and 100 watts on 1310 kc. *Affiliation:* NBC Blue Southern Group. *Opened:* 1926. (Note: This station is newspaper-operated)

\* Joint Committee on Radio Research Estimate for Jan. 1, 1938.

## ALABAMA STATIONS—Continued

by the Birmingham News and Age-Herald.)

*Vice-president, general manager:* Henry P. Johnston. *Program director:* Robert McRaney. *Chief engineer:* Paul B. Cram.

*Rep:* Kelly-Smith Co. *News:* INS. *Seating facilities:* Studio, seating 150 persons; local night club, seating 1,000. *Merchandising:* Publicity news, listings, new program advertisements; window displays, store-to-store and house-to-house surveys, etc., carried out at actual cost. *Foreign language programs:* Will accept; translation must be furnished in advance for approval. *Artists bureau:* None, as such, but maintain clearing house for talent through program department. *Base rate:* \$100.

*Copy restrictions:* Beer and wine accepted; only recognized patent medicines accepted.

### WMFO, DECATUR

*Operator:* James R. Doss, Jr., 418½ Second Ave. *Phone:* Decatur 802. *Power:* 100 watts on 1370 kc. (daytime). *Affiliation:* Alabama Network. *Opened:* June 26, 1935. (Note: James R. Doss, Jr. also operates WJRD, Tuscaloosa.)

*Owner:* James R. Doss, Jr. *Station manager and chief engineer:* Ted R. Woodward. *Commercial manager:* Robert H. Allbright. *Program director:* Harold Russey.

*Rep:* J. J. Devine & Associates, Inc. *News:* UP. *Seating facilities:* "limited audiences"—no capacity given. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* Yes, lists about 10 groups, orchestras, etc. *Base rate:* \$40.

*Copy restrictions:* Beer and wine accepted; no hard liquors; no religious programs unless passed by local ministerial alliance.

### WAGF, DOTHAN

*Operator:* Dothan Broadcasting Co., Box 25 (Martin Hotel). *Phone:* 1430. *Power:* 250 watts on 1370 kc (to local sunset). *Affiliation:* None. *Opened:* Dec. 14, 1933.

*Station manager:* Julian C. Smith. *Commercial manager:* Fred C. Moseley. *Program director:* Samuel Hall. *Chief engineer:* John T. Hubbard. *Publicity director:* Bill Spencer.

*Rep:* J. J. Devine & Associates, Inc. *News:* Transradio. *Seating facilities:* Limited. *Merchandising:* None. *Foreign language programs:* Not accepted; no foreign element in this territory. *Artists bureau:* None. *Base rate:* \$30.

*Copy restrictions:* Beer, wine and liquor

accepted; no patent medicine advertising; all copy subject to station approval.

### WJBY, GADSDEN

*Operator:* Gadsden Broadcasting Co., Inc., 108 Broad St. *Phone:* 88. *Power:* 250 and 100 watts on 1210 kc. *Affiliation:* None. *Opened:* May, 1928.

*President:* B. H. Hopson. *Commercial manager:* J. W. Buttram. *Studio and production director:* Beatrice Tate Benton. *Chief engineer:* Vernon Storey. *Publicity director:* Sam Benton.

*Rep:* Sears & Ayer. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Sales staff calls on dealers, urging display of advertised goods; mail house organ "Radiograms" to wholesalers and retailers; new commercial programs accorded publicity in "Southern Radio News," weekly radio publication circulated in the South. *Foreign language programs:* Not accepted; such population very meager. *Artists bureau:* None. *Base rate:* \$60.

*Copy restrictions:* Accept beer and wine; all copy must meet requirements of Federal Trade Commission.

### WBHP, HUNTSVILLE

*Operator:* Wilton Harvey Pollard, Times Bldg. *Power:* 100 watts on 1200 kc. *Affiliation:* None. *Opened:* 1937.

*General manager:* Wilton Harvey Pollard. *Rep:* J. J. Devine & Associates, Inc. *Base rate:* \$28 (½ hr.).

No further information available after repeated requests.

### WALA, MOBILE

*Operator:* Pape Broadcasting Co., Alabama-Tennessee & Northern R. R. Bldg. *Phone:* Dexter 5893. *Power:* 1,000 and 500 watts on 1380 kc. *Affiliation:* NBC Supplementary Red and Blue Southern Groups. *Opened:* Feb. 7, 1930.

*General manager:* W. O. Pape. *Assistant manager:* J. H. Hunt, Jr. *Commercial and advertising manager:* H. K. Martin. *Program director:* Hubert Grant. *Chief engineer:* R. M. Cole. *Musical director:* Agnes Griffin Purtle. *Publicity director:* J. H. Hunt, Jr.

*Rep:* None. *News:* None. *Seating facilities:* Yes; capacity not listed. *Merchandising:* Yes; obtains clerk cooperation and displays in all stores where product is handled; other assistance rendered. *Foreign language programs:* Would not refuse; foreign population, however, very low. *Artists bureau:* None. *Stock:* Held entirely by W. O. Pape. *Base rate:* \$120.

*Copy restrictions:* Alcoholic beverages accepted; objectionable wording must be omitted in patent medicine advertising.

## ALABAMA STATIONS—Continued

### WSFA, MONTGOMERY

*Operator:* Montgomery Broadcasting Co., Inc., Jefferson Davis Hotel. *Phone:* Cedar 5880. *Power:* 1,000 and 500 watts on 1410 kc. *Affiliation:* CBS. *Opened:* March 31, 1930.

*Treasurer, general manager, national advertising manager:* Howard E. Pill. *Local advertising manager:* John B. De Motte. *Program director, musical director:* Caldwell Stewart. *Chief engineer:* Paul B. Duncan. *Publicity director:* M. E. Price.

*Rep:* Not yet announced. *News:* INS. *Seating facilities:* Can use local Shrine Temple, capacity 1,000. *Merchandising:* Offer "reasonable assistance"; pre-plug programs. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$50 (½ hr.).

*Copy restrictions:* Accept beer, wine and hard liquors; patent medicine copy subject to station approval; no further restrictions except adherence to laws of "good taste."

### WHBB, SELMA

*Operator:* Selma Broadcasting Co., Inc., 30 Edgewood. *Phone:* 1233. *Power:* 100 watts on 1500 kc. *Affiliation:* None. *Opened:* Nov. 11, 1935. (Note: WHBB rebroadcasts a number of programs from WLW, Cincinnati, and WSM, Nashville).

*Station manager:* W. J. Reynolds, Jr. *Program director:* Ward A. Coleman. *Chief engineer:* Homer R. Johnson.

*Rep:* John H. Reagin, Atlanta. *News:* rebroadcasts WSM news. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* Not accepted. *Artists bureau:* Yes; lists about 20 artists, bands, etc. *Base rate:* \$20 (½ hr.).

*Copy restrictions:* Accept beer, wines, alcoholic beverages of any type; reserve

right to cancel any programs of objectionable character.

### WMSD, SHEFFIELD

*Operator:* Muscle Shoals Broadcasting Corp., Sheffield Hotel. *Phone:* 821. *Power:* 100 watts on 1420 kc. *Affiliation:* None. *Opened:* November, 1933.

*Station manager:* Joe Van Sandt. *Program director, artists bureau head:* James Connolly. *Chief engineer:* Bill Atkinson.

*Rep:* J. J. Devine & Associates, Inc. *News:* UP. *Seating facilities:* About 100 persons. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* Setup nominal only. *Base rate:* \$35.

*Copy restrictions:* Beer, wine and whiskey advertising accepted; patent medicines accepted, providing they meet government inspection.

### WJRD, TUSCALOOSA

*Operator:* James R. Doss, Jr., First National Bank Bldg. *Phone:* 1401; 1022. *Power:* 250 watts on 1200 kc. (daytime only). *Affiliation:* none. *Opened:* Oct. 6, 1936. (Note: James R. Doss, Jr. also operates WMFO, Decatur.)

*Director:* James R. Doss, Jr. *Commercial manager:* J. Leslie Doss. *Chief engineer:* Ellis H. Eudy. *Program and production director:* Wilhelmina Quarles.

*Rep:* J. J. Devine & Associates. *News:* Transradio. *Seating facilities:* About 100 persons. *Merchandising:* Partial service; carried on by local salesmen. *Foreign language programs:* Jewish only accepted. *Artists bureau:* Setup nominal only. *Base rate:* \$40.

*Copy restrictions:* Take beer, wines and alcoholic beverages; no patent medicines; copy must be submitted previous to broadcast, and station reserves right to cut objectionable matter.

## ARIZONA

(79,600 radio homes)

### Radio Homes by Counties

Apache .....	2,240	Greenlee .....	1,640	Pinal .....	3,510
Cochise .....	7,790	Maricopa .....	28,060	Santa Cruz.....	1,780
Coconino .....	2,350	Mohave .....	1,140	Yavapai .....	5,480
Gila .....	5,930	Navajo .....	3,360	Yuma .....	3,500
Graham .....	1,580	Pima .....	11,240		

### KWJB, GLOBE

*Operator:* Sims Broadcasting Co. (Bartley T. Sims, manager). *Power:* 250 and 100 watts on 1210 kc.

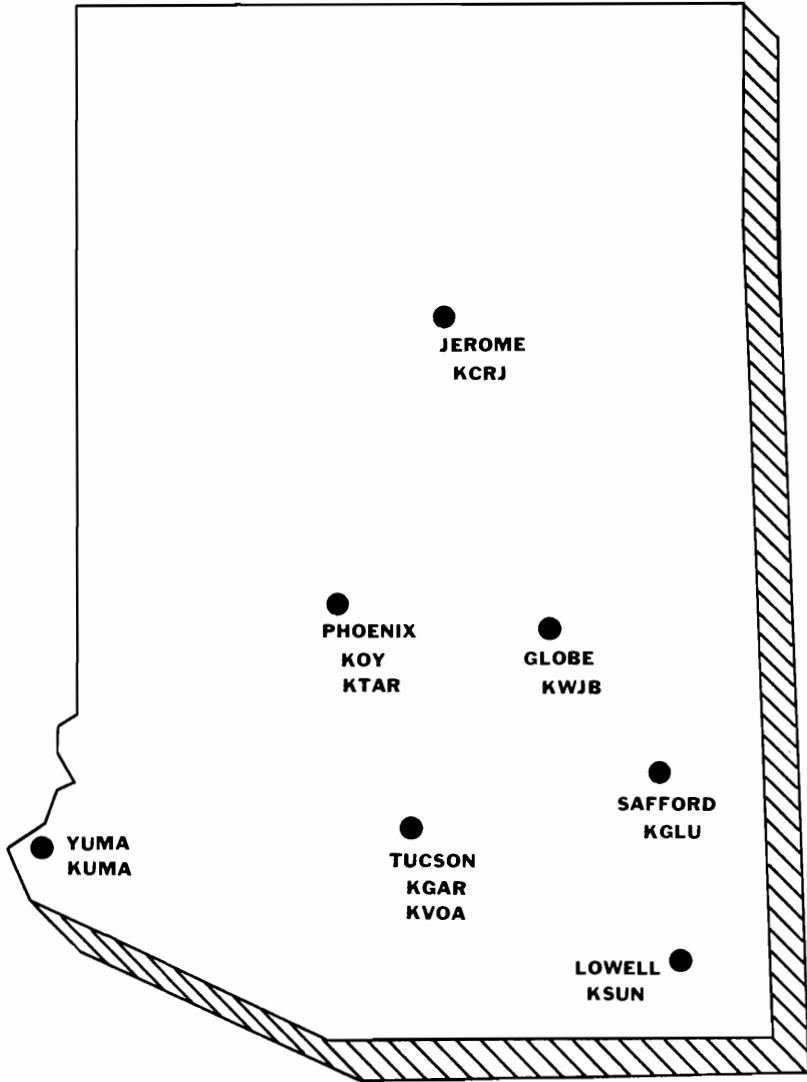
*At press time this station had a construction permit only.*

### KCRJ, JEROME

*Operator:* Charles C. Robinson (owner), Clinkscale Building. *Power:* 250 and 100 watts on 1310 kc. *Affiliation:* None. *Opened:* 1930.

*Rep:* None. *Foreign language programs:*

# ARIZONA



## ARIZONA STATIONS—Continued

Apparently accepted according to rate-card information; no other data available. *Base rate:* \$20.

### **KSUN, LOWELL**

*Operator:* Copper Electric Co. *Power:* 250 and 100 watts on 1200 kc. *Affiliation:* Arizona Network. *Opened:* 1933.

*Manager:* Carleton W. Morris. *Commercial manager:* Robert B. Thompson.

*Base rate:* \$40.

No other information available after repeated requests.

### **KOY, PHOENIX**

*Operator:* Salt River Valley Broadcasting Co., 836 North Central Ave. *Phone:* 44144. *Power:* 1,000 watts on 1390 kc. *Affiliation:* CBS; Arizona Network. *Opened:* 1922. (Note: This station is affiliated with the Prairie Farmer, which controls and operates WLS, Chicago).

*President:* Wm. A. Baldwin. *Vice-president, general manager:* Fred A. Palmer. *Program director, artists bureau head, musical director:* Jack R. Williams. *Chief engineer:* Wm. Schmitz. *Publicity director:* Lucille Brain.

*Rep:* International Radio Sales. *News:* Transradio. *Seating facilities:* Audience room, 40. *Merchandising:* Furnish market statistics; testimonial letters; mail reports. *Foreign language programs:* Accepted; copy must be submitted 24 hours in advance and comply with station policies. *Artists bureau:* Setup is nominal only. *Base rate:* \$90.

*Copy restrictions:* Accept beer and wine advertising; also patent medicines.

### **KTAR, PHOENIX**

*Operator:* KTAR Broadcasting Company, Heard Bldg. *Phone:* 4-4161. *Power:* 1,000 watts on 620 kc. *Affiliation:* NBC Supplementary Pacific Red or Blue. *Opened:* June 21, 1922. (Note: This station is newspaper-affiliated with the Arizona Republic (morning), Phoenix Gazette (evening), and the Arizona Weekly Gazette.)

*General manager:* Richard O. Lewis. *Commercial manager:* J. Richard Heath. *Program director, artists bureau head:* J. Howard Pyle. *Chief engineer:* Arthur C. Anderson. *Publicity director:* Hal Roach.

*Rep:* The Katz Agency, Inc. *News:* UP. *Seating facilities:* Two studios seating 90 persons; outside auditorium seating 2,500. *Merchandising:* Announcements several days prior to start of program; mention of clients and programs on the air in daily program resume several times before program is presented; paid newspaper listings,

covering sponsor's name and program title in black face type, in Arizona Republic (morning) and Phoenix Gazette (evening) newspapers; weekly advance listing of all programs in Arizona Weekly Gazette; personal contact, telephone call or letter informing distributors and larger dealers of advertising campaign, suggesting their co-operation in window displays, etc.; mailing out of advance program schedules to select group of advertising agencies, representatives, clients, local distributors, dealers and business organizations; sending out of direct mail material to listeners and others where it will prove effective in the interests of client; mailing material to be furnished by client; prepared to take care of any other merchandising service advertiser desires on a cost basis. *Foreign language programs:* Accepted. *Artists bureau:* Yes. *Base rate:* \$150.

*Copy restrictions:* Accept beer; no wine or hard liquor; no misleading or fraudulent advertising; no "cure-alls," fortune tellers, lotteries, etc.; no mail order advertising competitive to local merchants; all copy is subject to station approval and government regulations.

### **KGLU, SAFFORD**

*Operator:* Gila Broadcasting Co. *Power:* 250 and 100 watts on 1420 kc.

*At press time this station had a construction permit only.*

### **KGAR, TUCSON**

*Operator:* Tucson Motor Service Co., 142 S. 6th Avenue. *Phone:* 2929. *Power:* 250 and 100 watts on 1370 kc. *Affiliation:* CBS; Arizona Network with KOY, Phoenix, KSUN, Lowell. *Opened:* March 29, 1929.

*President, general and station manager:* Frank Z. Howe. *Commercial manager:* Victor Gillard. *Chief engineer:* Clifford Livingston. *Studio manager:* Dick Johnson.

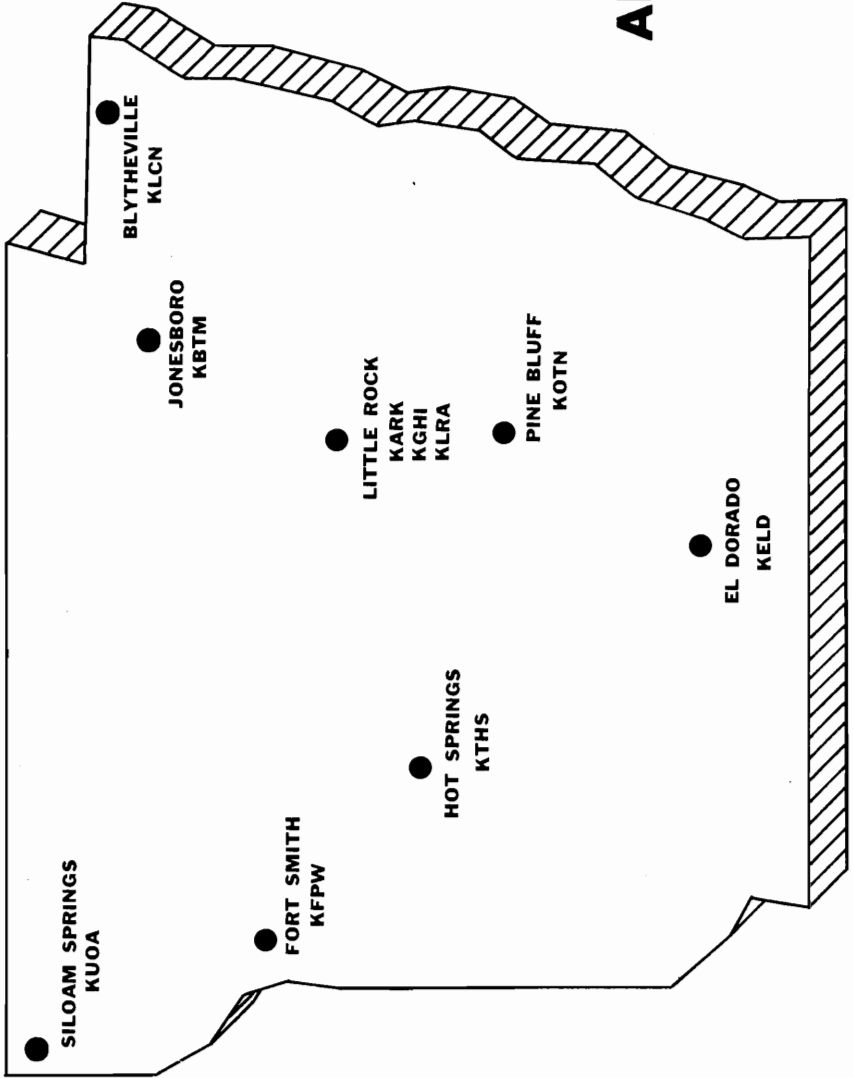
*Rep:* Walter Biddick Co. (Pacific Coast). *News:* Christian Science Monitor. *Seating facilities:* 35 persons. *Merchandising:* None. *Foreign language programs:* Accept Spanish and French programs. *Artists bureau:* None. *Base rate:* \$40.

*Copy restrictions:* Accept beer, wine, hard liquor and patent medicines, provided products are legitimate.

### **KVOA, TUCSON**

*Operator:* Arizona Broadcasting Co., Inc., Box 2888. *Phone:* 3703-3704. *Power:* 1,000

# ARKANSAS



## ARIZONA STATIONS—Continued

watts on 1260 kc. *Affiliation:* None. *Opened* May, 1929.

*President:* Harold Steinfeld. *Station manager, commercial manager:* R. B. Williams. *Program director:* Gil Meynier. *Chief engineer:* Leonard L. Nalley.

*Rep:* The Katz Agency. *News:* AP. *Seating facilities:* None. *Merchandising:* Complete service offered; no charge unless special services are wanted. *Foreign language programs:* No restrictions on acceptance. *Artists bureau:* None. *Base rate:* \$80.

*Copy restrictions:* Advertising of alcoholic beverages not accepted, with the exception of beer.

### KUMA, YUMA

*Operator:* Silver Crest Theatres, Lee Hotel Bldg. *Phone:* Yuma 88. *Power:* 100 watts on 1420 kc. (operates specified hours). *Affiliation:* None. *Opened:* 1932.

*Lessee:* E. B. Sturdivant. *General manager and program director:* E. N. Sturdivant. *Chief engineer:* Ted Kieling.

*Rep:* Walter Biddick Co. *News:* Christian Science Monitor. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* Spanish programs and announcements encouraged at rate card prices. Mexican population large. *Artists bureau:* None. *Base rate:* \$25.

*Copy restrictions:* Beer and wine accepted; no other alcoholic beverages.

## ARKANSAS

(254,800 radio homes)

### Radio Homes by Counties

Arkansas	3,180	Garland	6,930	Newton	1,020
Ashley	3,060	Grant	1,050	Ouachita	4,240
Baxter	1,110	Greene	3,310	Perry	820
Benton	5,000	Hempstead	3,940	Phillips	6,740
Boone	2,110	Hot Spring	2,480	Pike	1,420
Bradley	2,240	Howard	2,050	Poinsett	3,600
Calhoun	1,010	Independence	3,030	Polk	2,020
Carroll	1,990	Izard	1,390	Pope	3,440
Chicot	3,260	Jackson	3,320	Prairie	1,790
Clark	3,110	Jefferson	10,280	Pulaski	28,430
Clay	3,150	Johnson	2,430	Randolph	1,850
Cleburne	1,280	Lafayette	2,220	St. Francis	4,310
Cleveland	1,310	Lawrence	2,470	Saline	2,110
Columbia	3,220	Lee	3,610	Scott	1,340
Conway	2,580	Lincoln	2,420	Searcy	1,160
Craighead	5,780	Little River	1,860	Sebastian	10,250
Crawford	3,050	Logan	2,860	Sevier	2,100
Crittenden	5,080	Lonoke	3,790	Sharp	1,200
Cross	3,270	Madison	1,410	Stone	800
Dallas	1,850	Marion	950	Union	8,910
Desha	3,160	Miller	4,740	Van Buren	1,220
Drew	2,520	Mississippi	9,050	Washington	5,820
Faulkner	3,450	Monroe	2,790	White	4,600
Franklin	1,780	Montgomery	1,210	Woodruff	2,550
Fulton	1,150	Nevada	2,430	Yell	2,340

### KLCN, BLYTHEVILLE

*Operator:* Charles Leo Lintzenich. *Power:* 100 watts on 1290 kc. (daytime).  
No other information available.

### KELD, EL DORADO

*Operator:* Radio Enterprises, Inc., Box 610. *Phone:* 1313. *Power:* 100 watts on

1370 kc. *Affiliation:* None. *Opened:* Oct. 5, 1935. (Note: This station is affiliated with the Arkansas Farmer and Pulaski Weekly Herald, Little Rock.)

*President:* R. E. Meinert. *Vice-president, general manager:* G. E. Zimmerman. *Station manager:* F. E. Bolts. *Commercial manager:* T. P. Thompson. *Program director:* Rodney Smith. *Chief engineer:*

## ARKANSAS STATIONS—Continued

Charles Mathis. *Artists bureau head, musical director:* Rodney Smith. *Publicity director, assistant manager:* Leon Sipes.

*Rep:* None. *News:* Transradio. *Seating facilities:* Reception room, 50 persons. *Merchandising:* Various services rendered by staff; regular issues of KELD house organ contain merchandising data relative to firms' products advertised over KELD; house organ is distributed widely. *Foreign language programs:* Not accepted. *Artists bureau:* Setup is nominal; does not function as booking organization. *Base rate:* \$37.50 (½ hr.).

*Copy restrictions:* No hard liquors; accept patent medicines "of proper worth and good standing"; copy must comply with rules of "decency, proper form and truth."

### KFPW, FORT SMITH

*Operator:* Southwestern Hotel Co., 1213 Garrison Ave. *Phones:* 4106 (station); 7069 (advertising department). *Power:* 100 watts on 1210 kc. *Affiliation:* None. *Opened:* July 27, 1930.

*President, general manager:* John A. England. *Station manager, program and musical director:* Dorothy Gibson. *Commercial manager, publicity director:* Jimmy Barry. *Chief engineer:* Willard Doan.

*Rep:* None. *News:* UP. *Seating facilities:* Hotel ballroom, 300 persons; main dining room, 250; station reception room, 30. *Merchandising:* Complete service available; make contacts with wholesale distributors free; contacts with retail trade made at actual cost. *Foreign language programs:* No policy; no foreign population. *Artists bureau:* None. *Stock:* Closed corporation, stockholders in which are John A. England, Sarah McC Mowan, J. E. Reynolds, John Witherspoon, W. J. Echols, Jr., and the estate of W. R. Martin. *Base rate:* \$25 (½ hr.).

*Copy restrictions:* Beer accepted, but no wines or hard liquors; recognized patent medicines accepted, but no others.

### KTHS, HOT SPRINGS

*Operator:* Hot Springs Chamber of Commerce, 135 Benton St. *Phone:* 212. *Power:* 10,000 watts on 1060 kc. (specified hours nighttime). *Affiliation:* NBC Southwestern service. *Opened:* Dec. 20, 1924.

*Manager:* S. A. Cisler. *Commercial manager:* Howard A. Shuman. *Chief engineer:* J. C. Norman.

*Rep:* John Blair. *News:* AP; Transradio. *Seating facilities:* Studio, 100 persons; city auditorium, 1,500. *Merchandising:* Contact, either personally or by mail, dealers in territory in regard to new programs or

campaigns; check sales; pre-announcements gratis on programs. *Foreign language programs:* None. *Artists bureau:* Staff talent booked by program director. *Base rate:* \$130.

*Copy restrictions:* Commercial copy must be kept at, or below, 10% of program time; beer and wines okay; no hard liquor; medicines must pass local Medical Committee; very few proprietary medicines accepted.

### KBTM, JONESBORO

*Operator:* Beard's Temple of Music, 104½ W. Washington Ave. *Phone:* 433. *Power:* 100 watts on 1200 kc. (daytime). *Affiliation:* None. *Opened:* March, 1930.

*Manager, commercial manager:* Jay P. Beard. *Program director:* Martha Jean Booker. *Chief engineer:* J. C. Warren. *Merchandising director:* Phil Williams. *Continuity and publicity director:* David Banks.

*Rep:* None. *News:* Transradio. *Seating facilities:* 50 persons. *Merchandising:* Offered to accounts spending \$100 or more per month; 500 trade bulletins mailed per month, calling attention to program, for cost of postage; contacts personally made with trade over a radius of 25 miles at least once during life of contract if at least 6 months' contract is secured. *Foreign language programs:* Not accepted. *Artists bureau:* Yes; list orchestras, ensembles, actors, announcers, etc. *Base rate:* \$25.

*Copy restrictions:* Announcements must be limited to 100 words; beer accepted; no other alcoholic beverages.

### KARK, LITTLE ROCK

*Operator:* Arkansas Radio and Equipment Co., 212 Center Street. *Phones:* LD-224; 2-1841. *Power:* 1,000 and 500 watts on 890 kc. *Affiliation:* NBC Southwestern Group. *Opened:* 1931. (Note: This station is newspaper-affiliated with the Arkansas Farmer).

*Vice-president, general manager:* G. E. Zimmerman. *Station manager:* Larry Meinert. *Commercial manager:* C. K. Beaver. *Program and publicity director:* Jack Lewis. *Chief engineer:* D. L. Winn.

*Rep:* Edward Petry & Co., Inc. *News:* INS. *Seating facilities:* Can accommodate 200 persons. *Merchandising:* Full cooperation with advertisers when "cost is within reason." *Foreign language programs:* Will accept; governed by same rules as other advertising. *Artists bureau:* None. *Base rate:* \$120.

*Copy restrictions:* Beer and wine accepted any time; liquor only after 9 p.m.;



## ARKANSAS STATIONS—Continued

no restrictions on copy other than those of "good judgment."

### KGHI, LITTLE ROCK

*Operator:* Arkansas Broadcasting Co., Gazette Bldg. *Phone:* 9166. *Power:* 250 and 100 watts on 1200 kc. *Affiliation:* None. *Opened:* 1927.

*President and owner:* A. L. Chilton. *Station and commercial manager:* R. G. Terrill. *Program director:* Henry Frick. *Chief engineer:* Arthur Beem. *Artists bureau head:* Henry Frick. *Musical director:* Ruth Lawrence. *Publicity director:* Bill Barnes.

*Rep:* None. *News:* None. *Seating facilities:* About 300. *Merchandising:* No information given. *Foreign language programs:* None. *Artists bureau:* Setup nominal only. *Base rate:* \$40.

*Copy restrictions:* Accept beer and wine and some patent medicines; no hard liquor advertising.

### KLRA, LITTLE ROCK

*Operator:* Arkansas Broadcasting Co., Gazette Bldg. *Power:* 5,000 and 1,000 watts on 1390 kc. *Affiliation:* CBS. *Opened:* 1927.

*General manager:* S. C. Vinsonhaler.

*Rep:* The Katz Agency. *News:* Transradio. *Merchandising:* Certain amount is offered to sponsor; details not defined. *Base rate:* \$100.

*Copy restrictions:* Beer, wine and liquor advertising accepted, according to the best available information (not supplied by the station).

### KOTN, PINE BLUFF

*Operator:* Universal Broadcasting Corp., 505½ Main St. *Phone:* 464. *Power:* 100 watts on 1500 kc (daytime). *Affiliation:* None. *Opened:* March 12, 1934.

*Station and commercial manager:* B. J. Parrish. *Program director:* Lucille Grubbs. *Chief engineer:* J. R. Whitworth.

*Rep:* Cox and Tanz. *News:* No service listed. *Seating facilities:* Can accommodate 50 persons. *Merchandising:* "Reasonable amount" of service offered free. *Foreign language programs:* Not accepted. *Artists bureau:* None listed. *Base rate:* \$37.50.

*Copy restrictions:* Beer and wine advertising accepted; no hard liquors; all advertising must be in "good taste"; acceptance of patent medicine copy is subject to approval of the station manager.

### KUAO, SILOAM SPRINGS

*Operator:* KUAO, Inc., Siloam Springs. *Phone:* 170-77. *Power:* 5,000 watts on 1260 kc. (daytime). *Affiliation:* None. *Opened:* 1922. (Note: This station is owned by John Brown University).

*Owner:* John Brown University. *Commercial manager:* Storm Whaley. *Chief engineer:* J. L. Miller.

*Rep:* Howard H. Wilson Co. *News:* UP. *Seating facilities:* None. *Merchandising:* Limited services rendered at actual cost. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Stock:* Principally held by John Brown University. *Base rate:* \$62.50.

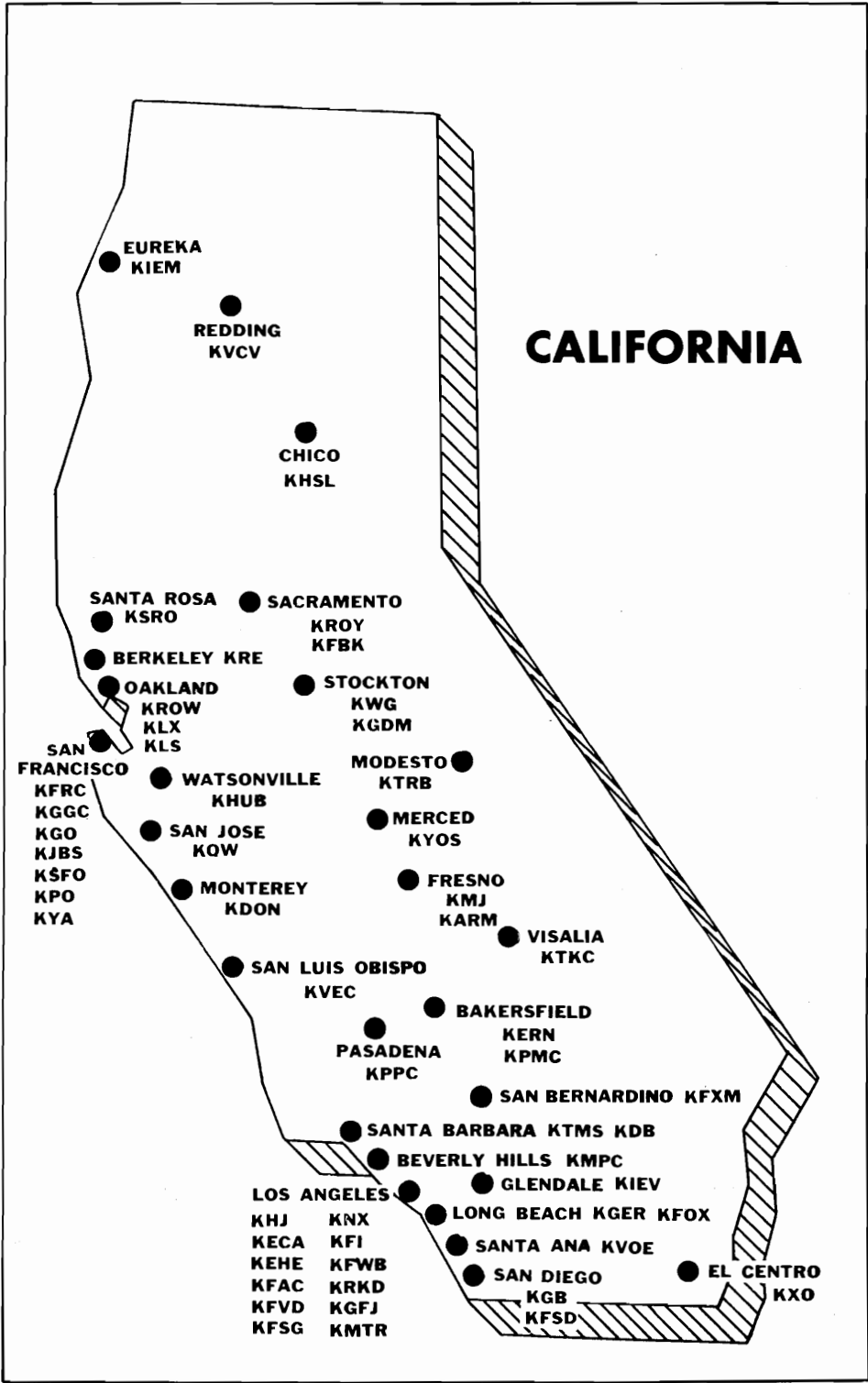
*Copy restrictions:* No alcoholic beverages accepted; all copy subject to station approval and government regulations.

## CALIFORNIA

(1,719,800 radio homes)

### Radio Homes by Counties

Alameda .....	145,680	Lake .....	2,520	Riverside .....	24,310
Alpine .....	70	Lassen .....	3,340	Sacramento .....	38,400
Amador .....	2,170	Los Angeles.....	694,810	San Benito .....	3,170
Butte .....	10,800	Madera .....	4,590	San Bernardino....	39,600
Calaveras .....	1,970	Marin .....	11,350	San Diego.....	67,530
Colusa .....	2,910	Mariposa .....	1,270	San Francisco.....	189,470
Contra Costa.....	22,250	Mendocino .....	6,780	San Joaquin.....	27,690
Del Norte.....	1,540	Merced .....	9,820	San Luis Obispo....	9,010
Eldorado .....	2,910	Modoc .....	2,320	San Mateo.....	22,250
Fresno .....	40,820	Mono .....	390	Santa Barbara.....	18,630
Glenn .....	3,370	Monterey .....	14,510	Santa Clara.....	42,960
Humboldt .....	12,790	Napa .....	6,160	Santa Cruz.....	12,410
Imperial .....	15,960	Nevada .....	3,440	Shasta .....	4,410
Inyo .....	2,260	Orange .....	36,130	Sierra .....	820
Kern .....	24,030	Placer .....	7,250	Siskiyou .....	7,720
Kings .....	7,000	Plumas .....	2,310	Solano .....	11,800



## CALIFORNIA STATIONS—Continued

Sonoma .....	19,660	Trinity .....	980	Ventura .....	15,820
Stanislaus .....	16,570	Tulare .....	21,800	Yolo .....	6,550
Sutter .....	4,110	Tuolumne .....	2,890	Yuba .....	3,380
Tehama .....	4,340				

### KERN, BAKERSFIELD

*Operator:* McClatchy Broadcasting Co., Elks Club. *Phone:* 5-700. *Power:* 100 watts on 1370 kc. *Affiliation:* NBC California Supplementary Group; California Radio System. *Opened:* Jan. 29, 1932. (Note: This station is not directly newspaper-operated, but is owned by the McClatchy newspapers.)

*Station head:* Howard Lane (business manager, McClatchy Broadcasting Co.). *Station manager, program director:* Robert L. Stoddard. *Commercial manager, publicity director:* Phil McHugh. *Chief engineer:* Verne Shatto.

*Rep:* Paul H. Raymer Co. *News:* INS. *Seating facilities:* Auditorium, capacity 400. *Merchandising:* Service includes newspaper publicity, air publicity, distribution of circulars, dealer calls, displays, etc. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$40.

*Copy restrictions:* Wine and beer accepted; no other alcoholic beverages; no lotteries, etc.; no medicinal advertising.

### KPMC, BAKERSFIELD

*Operator:* Pioneer Mercantile Co., 20th and Eye Sts. *Phone:* 4500. *Power:* 1,000 watts on 1550 kc. *Affiliation:* Mutual Broadcasting System; Don Lee Broadcasting System. *Opened:* Feb. 13, 1935.

*President:* Frank Schamblin. *Station manager:* Leo Schamblin. *Commercial manager:* E. McCaffrey. *Program director:* Curtis Sturm. *Chief engineer:* Leo Jarvis. *Publicity director:* R. W. Hetrick.

*Rep:* John Blair & Co. *News:* UP. *Seating facilities:* 75 persons. *Merchandising:* Commercial department renders a service; supply data on market conditions and distribution. *Foreign language programs:* None on station currently. *Artists bureau:* Maintained nominally only. *Base rate:* \$50.

*Copy restrictions:* Wine and beer accepted; no other alcoholic beverages; copy must be "ethical in every respect."

### KRE, BERKELEY

*Operator:* Central California Broadcasters, Inc., 2337 Shattuck Ave. *Phone:* Berkeley 7713. *Power:* 250 and 100 watts on 1370 kc. *Affiliation:* None. *Opened:* 1922.

*Director, station manager:* Arthur Westlund. *Program director:* M. Donald Hamblly. *Chief engineer:* K. Gordon Morrison.

*Musical director:* Harold S. Hawley. *Sales manager:* Fred Macpherson.

*Rep:* None. *News:* INS. *Seating facilities:* None. *Merchandising:* Dealer contacts, window displays, newspaper tie-ins, photographs gratis; special services charged for. *Foreign language programs:* Semi-restricted; occasional Italian and Portuguese programs; foreign language business not solicited generally. *Artists bureau:* None. *Base rate:* \$62.75.

*Copy restrictions:* Average single commercial restricted by management to about 1 minute; beer and wines accepted; no hard liquor; patent medicines and health services accepted only at discretion of the management.

### KMPC, BEVERLY HILLS

*Operator:* KMPC, The Station of the Stars, Inc., 9631 Wilshire Blvd. *Phone:* Oxford 6211. *Power:* 500 watts on 710 kc (limited time with WOR). *Affiliation:* Southern California Network. *Opened:* Feb. 19, 1927.

*President:* G. A. Richards. *Vice-president, general manager:* Leo B. Tyson. *Program director:* Arthur E. Sutton. *Chief engineer:* Roger Love. *Publicity director:* Lois Cowan.

*Rep:* None listed. *News:* United Press. *Seating facilities:* Studio, 150 persons. *Merchandising:* Mail 100 letters free of charge; other services, as desired by sponsor, rendered at actual cost. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Stock:* Entirely owned by G. A. Richards (WJR, Detroit; WGAR, Cleveland). *Base rate:* \$45.

*Copy restrictions:* Commercial announcements limited to 100 words; time signals limited to 75 words; not over 15% of any program period may be occupied by advertising; accept beer and wines; no hard liquors.

### KHSL, CHICO

*Operator:* Golden Empire Broadcasting Co., Golden Empire Bldg. *Phone:* Chico 237. *Power:* 250 watts on 1260 kc. *Affiliation:* None. *Opened:* April 17, 1935. (Note: Same operator controls KVCV, Reading.)

*President, general manager, commercial manager, program director, publicity:* Harold Smithson. *Chief engineer:* Robert Songstad.

*Rep:* None. *News:* INS. *Seating facilities:*

*For Complete Coverage  
of the  
Pacific Coast*

*use*

**DON LEE**

*The Nation's Greatest Regional  
Network*

*LEWIS ALLEN WEISS, General Manager  
1076 West Seventh Street  
Los Angeles, California*

*Affiliated with  
MUTUAL*

*Represented by  
JOHN BLAIR & CO.*

For Tops in Hollywood Talent . . . Contact

**THOMAS LEE  
ARTISTS BUREAU**

**Max Schall  
W. Carroll Tornroth  
Marty Martyn**

6253 Hollywood Boulevard, Hollywood, California

## CALIFORNIA STATIONS—Continued

ties: Studio, 100 persons. *Merchandising*: Contact dealers; arrange displays; distribute samples, etc. *Foreign language programs*: Not accepted. *Artists bureau*: None. *Stock*: Principal holders are Harold Smithson, William Schield, and Sydney R. Lewis. *Base rate*: \$55.

*Copy restrictions*: No beer, wines or other alcoholic beverages; no patent medicine advertising accepted; no announcements on Sundays; all copy subject to station manager's approval.

### KXO, EL CENTRO

*Operator*: E. R. Ireby and F. M. Bowles, 793 Main St. *Phone*: 1100. *Power*: 100 watts on 1500 kc. *Affiliation*: Mutual; Don Lee Broadcasting System. *Opened*: January, 1927.

*Owner, station manager*: F. M. Bowles. *Commercial manager*: Belle Hovey. *Chief engineer*: Stillman Badger, Jr.

*Rep*: None. *News*: None. *Seating facilities*: None. *Merchandising*: Make personal calls on sponsor's local representatives or outlets. *Foreign language programs*: Accepted; Spanish program current. *Artists bureau*: None. *Base rate*: \$25.

*Copy restrictions*: Do not accept beer, wine or hard liquor advertising; no contracts allowed calling for payment of station time on a percentage of sales.

### KIEM, EUREKA

*Operator*: Redwood Broadcasting Co., Inc., Vance Hotel. *Phone*: 93. *Power*: 1,000 and 500 watts on 1450 kc. *Affiliation*: Mutual, Don Lee Broadcasting System. *Opened*: May, 1933.

*General manager, chief engineer*: Wm. B. Smullin. *Engineers*: Charles Baker, Alvor Olson. *Program director*: Dean Metcalf. *Local advertising manager*: Hugh Gilmore. *Educational director*: Earl Roberts. *Religious director*: Charles Hudson.

*Rep*: John Blair. *News*: UP. *Seating facilities*: 100 persons. *Merchandising*: Complete service offered in the case of sustained campaigns. *Foreign language programs*: Accept Portuguese and Italian programs. *Artists bureau*: None. *Stock*: Principally held by H. H. Hanseth and William B. Smullin. *Base rate*: \$37.50.

*Copy restrictions*: Accept beer and wine; no hard liquor or patent medicines; no announcements longer than 100 words; all copy subject to station approval.

### KARM, FRESNO

*Operator*: George Harm, 1333 Van Ness Ave. *Phone*: 24151. *Power*: 100 watts on

1310 kc. *Affiliation*: CBS. *Opened*: Jan. 15, 1938.

*Owner*: George Harm. *Station and commercial manager*: Lou Keplinger. *Program director*: Dick Wegener. *Chief engineer*: John Scales. *Publicity director*: E. Robertson.

*Rep*: Joseph Hershey McGillvra; Walter Biddick Co. (Coast). *News*: INS. *Seating facilities*: Large studio, 175 persons; smaller studio accommodates 25. *Merchandising*: Give complete service to sponsors desiring merchandising, at no extra cost. *Foreign language programs*: "Not accepted, normally." *Artists bureau*: None. *Base rate*: \$65.

*Copy restrictions*: No rules beyond that "all advertising must be strictly in good taste."

### KMJ, FRESNO

*Operator*: McClatchy Broadcasting Co., Fresno Bee Bldg. *Phone*: 2-8817. *Power*: 1,000 watts on 580 kc. *Affiliation*: NBC California Supplementary Group; California Radio System. *Opened*: 1922. (Note: This station is owned and operated by the McClatchy newspapers, the Fresno Bee representing the McClatchy newspaper property in Fresno.)

*Station and commercial manager*: Keith B. Collins. *Program and musical director*: Coyle Chambers. *Chief engineer*: Irvin E. Dickinson. *Publicity director*: Frank Wilbur.

*Rep*: Paul H. Raymer Co. *News*: UP. *Seating facilities*: Auditorium seats 300. *Merchandising*: Offer distribution of window displays, surveys, and cooperation in newspaper publicity. *Foreign language programs*: Not accepted. *Artists bureau*: None. *Base rate*: \$126.

*Copy restrictions*: Beer and wine accepted; no patent medicines or hard liquor; 50 word announcements accepted on station breaks; 100 word announcements accepted on transcribed periods.

### KIEV, GLENDALE

*Operator*: Cannon System, Ltd., 701 E. Broadway. *Phones*: Omaha 34191; Douglas 3010. *Power*: 250 watts on 850 kc. (daytime). *Affiliation*: None. *Opened*: 1933.

*General and station manager*: L. W. Peters. *Program director*: Wally MacLain. *Chief engineer*: George Neff. *Musical director*: Robert Greene. *Publicity director*: "Pat" Patrick.

*Rep*: None. *News*: None. *Seating facilities*: Very small facilities; no number given; station says its programs are mostly transcriptions. *Merchandising*: None. *Foreign language programs*: Accepted, providing there be no talks, speeches or lectures, and that 90% of the programs be

# STOP—

*Wondering About Southern California!*

## KFI

50,000 WATTS  
NBC RED NETWORK

DOMINATES THE NATION'S  
FOURTH MARKET!

•

## KECA

5,000 WATTS (1,000 WATTS NIGHT)  
NBC BLUE NETWORK

CONCENTRATED COVERAGE  
OF LOS ANGELES COUNTY AND  
ITS 3,000,000 PEOPLE

•

*Barle C. Anthony, Inc.*

RADIO DIVISION  
LOS ANGELES • CALIFORNIA

EDWARD PETRY & CO.  
National Sales Representatives

## CALIFORNIA STATIONS—Continued

music. Artists bureau: None. Base rate: \$25.

Copy restrictions: "We conform with state and federal laws and leave the rest to good judgment."

### KFOX, LONG BEACH

Operator: Nichols & Warinner, Inc., 220 E. Anaheim St. Phone: 672-81. Power: 1,000 watts on 1250 kc. (construction permit for 5,000 watts daytime). Affiliation: California Radio System. Opened: 1924.

Owner & president, program director: Hal G. Nichols. Commercial manager, chief engineer: Lawrence W. McDowell.

Rep: Joseph Hershey McGillvra and Walter Biddick Co. (Coast). News: INS. Seating facilities: None. Merchandising: Retains National Research Bureau, Inc. Foreign language programs: Not accepted. Artists bureau: None. Stock: Held by Hal G. Nichols. Base rate: \$87.

Copy restrictions: Beer and light wines only accepted, providing programs do not come between 5 and 8:30 p.m.; commercial copy can't exceed 25% of program time; if copy is in excess, time-and-a-half rates are charged.

### KGER, LONG BEACH

Operator: Consolidated Broadcasting Corp., Ltd., 435 Pine Ave. Phone: 660-41. Power: 1,000 watts on 1360 kc. Affiliation: None. Opened: December, 1925.

President, station manager: C. Merwin Dobyns. Commercial manager: John A. Dobyns. Business manager: Tom Hunter. Program director: Helene Smith. Production manager: Les Mawhinney. Chief engineer: Jay Tapp. Publicity director: Lee Wynne.

Rep: Howard H. Wilson Co. News: Transradio; also gather news locally. Seating facilities: Long Beach Studios, 150 persons; Los Angeles Studios, 25. Merchandising: Service worked out with each individual sponsor. Foreign language programs: Will accept, if musical numbers are also announced in English and commercials kept to minimum. Artists bureau: None. Stock: Owned entirely by C. Merwin Dobyns. Base rate: \$85.

Copy restrictions: Beer and wine accepted; liquor advertising subject to approval; approved patent medicines okay; copy restricted to not more than 25% of program time.

### KECA, LOS ANGELES

Operator: Earle C. Anthony, 1000 S. Hope Street. Phone: Richmond 6111. Power: 5,000 and 1,000 watts on 1430 kc.

Affiliation: NBC Pacific Coast Blue. Opened: November 15, 1929. (Note: Same operator also owns KFI, Los Angeles.)

President: Earle C. Anthony. Station manager: Harrison Holliway. Commercial manager: Carl Haverlin. Program director: Kelly Anthony. Musical director: Earl Towner. Production manager: John Edwards. Educational director: Jose Rodriguez. Promotion manager: Karl Kellogg. Chief engineers: H. L. Batterman, Curtis W. Mason. Publicity director: Bernard Smith.

Rep: Edward Petry & Co., Inc. News: UP. Seating facilities: 300 persons (shared with KFI, same ownership). Merchandising: 100 pre-announcement letters sent to trade, gratis, when requested by advertiser; dealers contacted by sales department. Foreign language programs: Not accepted. Artists bureau: None. Stock: Principally held by Earle C. Anthony. Base rate: \$250.

Copy restrictions: Beer and wine accepted; patent medicines investigated for effectiveness, and copy checked for truthfulness and good taste; commercials limited to 150 words per quarter-hour; spot announcements limited to 50 syllables.

### KEHE, LOS ANGELES\*

Operator: Hearst Radio, Inc., 141 N. Vermont Avenue. Phone: Exposition 1341. Power: 5,000 and 1,000 watts on 780 kc. Affiliation: None. Opened: May 1, 1925. (Note: This station is newspaper-affiliated with the Los Angeles Herald-Express.)

Station manager: Jack O. Gross. National sales manager: John Livingston. Program director: Al Poska. Chief engineer: Fred Ragsdale. Musical director: Claude Sweeten. Publicity director: Lewis Paterson.

Rep: International Radio Sales. News: INS. Seating facilities: Studio theatre, seating 300 persons. Merchandising: Offer complete service. Foreign language programs: No information given. Artists bureau: None. Base rate: \$170.

Copy restrictions: Advertising of alcoholic beverages accepted; all copy subject to station approval or revision.

### KFAC, LOS ANGELES

Operator: Los Angeles Broadcasting Co., Inc., 3443 Wilshire Blvd. Phone: Fitzroy

\*Note: Earle C. Anthony (KFI, KECA) has an application before the FCC to purchase KEHE. At press time the FCC had not yet passed on this application.

Are you demanding  
**R E S U L T S ?**

National and local advertisers alike have found that KFWB is the **best buy** in Los Angeles—because it gets the **most results** for each dollar spent.

That is why so many national accounts are selecting KFWB to **get results** for them in the nation's highly concentrated fourth market.

“IN THE HEART OF HOLLYWOOD”

**K F W B**

Warner Bros. Broadcasting Corp.  
Los Angeles, California

Key Station of the California Radio System

National Representatives

Transamerican Broadcasting and Television Corp.

New York

::

Chicago

::

Hollywood



## CALIFORNIA STATIONS—Continued

1231. *Power:* 1,000 watts on 1300 kc. *Affiliation:* None. *Opened:* 1931.

*Vice-president, general manager:* Calvin J. Smith. *Program director, artists bureau head:* Robert W. Swan. *Chief engineer:* H. W. Andersen. *Musical director:* Gino Severi. *Publicity director:* Lucile Dinsmore.

*Rep:* None. *News:* Locally from Times newspaper. *Seating facilities:* Audience rooms, seating 250 to 300 persons. *Merchandising:* No set procedure; service varies with individual cases. *Foreign language programs:* Not accepted. *Artists bureau:* Setup nominal only. *Stock:* Entirely held by E. L. Cord. *Base rate:* \$75.

*Copy restrictions:* No alcoholic beverages or medicines of any kind; copy carefully checked by station.

### KFI, LOS ANGELES

*Operator:* Earle C. Anthony, 1000 S. Hope Street. *Phone:* Richmond 6111. *Power:* 50,000 watts on 640 kc. *Affiliation:* NBC Pacific Coast Red. *Opened:* April 16, 1922. (Note: Same operator also owns KECA, Los Angeles.)

*President:* Earle C. Anthony. *Station manager:* Harrison Holliday. *Commercial manager:* Carl Haverlin. *Program director:* Kelly Anthony. *Musical director:* Earl Towner. *Production manager:* John Edwards. *Educational director:* Jose Rodriguez. *Promotion manager:* Karl Kellogg. *Chief engineers:* H. L. Blatterman, Curtis W. Mason. *Publicity director:* Bernard Smith.

*Rep:* Edward Petry & Co., Inc. *News:* UP.

*Seating facilities:* 300 persons (facilities shared with KECA, same ownership). *Merchandising:* 100 pre-announcement letters sent to trade, gratis, when requested by advertiser; dealers contacted by sales department. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Stock:* Principally held by Earle C. Anthony. *Base rate:* \$660.

*Copy restrictions:* Beer and wine accepted; patent medicines investigated for effectiveness and copy checked for truthfulness and good taste; commercials limited to 150 words per quarter-hour; spot announcements limited to 50 syllables.

### KFSG, LOS ANGELES

*Operator:* Echo Park Evangelistic Association.

*Power:* 2,500 and 500 watts on 1120 kc (divides time with KRKD).

**This station does not sell time; church-owned.**

### KFVD, LOS ANGELES

*Operator:* Standard Broadcasting Company, 338 S. Western Ave. *Phone:* Drexel 2391. *Power:* 1,000 watts on 1000 kc (limited time with WHO). *Affiliation:* None. *Opened:* 1925.

*General and station manager:* J. Frank Burke, Jr. *Commercial manager:* C. E. Watts. *Chief engineer:* John Smithson. *Musical director:* J. Newton Yates. *Publicity director:* Byron Dunham.

*Rep:* None. *News:* UP. *Seating facilities:* 200 persons. *Merchandising:* None. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$40.

*Copy restrictions:* No beer, wine, liquor or patent medicine advertising; all copy subject to station standards and government regulations.

### KFWB, LOS ANGELES

*Operator:* Warner Brothers Broadcasting Corp., 5833 Fernwood Ave. *Phone:* Hempstead 5151. *Power:* 5,000 and 1,000 watts on 950 kc. *Affiliation:* California Radio System and Southern California Network. *Opened:* March 4, 1925.

*General and station manager:* Harry Maizlish. *Commercial manager:* Chester Mittendorf. *Program director:* Manning Ostroff. *Chief engineer:* Harry Myers. *Musical director:* Leon Leonardi. *Publicity director:* Earl Ferris Agency. *Sales promotion manager:* William Ray.

*Rep:* Transamerican Broadcasting & Television Corp. *News:* INS. *Seating facilities:* Broadcasting theatre, seating 530 persons. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* \$225.

*Copy restrictions:* Accept beer and wine any time; no hard liquors; accept certain patent medicines, such as cough syrups, etc.; spot announcements limited to 100 words during daytime hours, 60 words during evening hours; all copy subject to station standards and government regulations.

### KGFJ, LOS ANGELES

*Operator:* Ben S. McGlashan, 1417 S. Figueroa Street. *Phone:* Prospect 2434. *Power:* 100 watts on 1200 kc. *Affiliation:* None. *Opened:* December, 1926.

*Owner, general and station manager:* Ben S. McGlashan. *Assistant manager, commercial manager:* H. Duke Hancock. *Program director:* Al Weinert. *Chief engineer:* Charles Whitney. *Publicity director:* Thelma Kirchner.

*Rep:* Cox & Tanz. *News:* INS. *Seating*

# 'Workshop' in the west.....

The new home of Los Angeles' most popular radio station – KNX – the station that covers the *entire* Southern California wholesale trading area *by day*; and seven western states *by night*.



**KNX**  
50,000 WATTS



LOS ANGELES, owned and operated by the Columbia Broadcasting System. Represented by RADIO SALES: New York, Chicago, Detroit, Birmingham, San Francisco, Los Angeles

## CALIFORNIA STATIONS—Continued

*facilities:* Facilities for 1,500 persons available when necessary. *Merchandising:* "No definite policy." *Foreign language programs:* Spanish and Italian programs current. *Artists bureau:* None. *Base rate:* \$30.

*Copy restrictions:* Accept beer and wine, but no hard liquor or patent medicine advertising; commercials limited to 1 minute per 10-minute program, 2 minutes per quarter-hour, 3 minutes per half-hour, 5 minutes per hour; all copy subject to approval of local Better Business Bureau.

### KHJ, LOS ANGELES

*Operator:* Don Lee Broadcasting System, 1076 W. 7th St. *Phone:* Vandike 7111. *Power:* 5,000 and 1,000 watts on 900 kc. *Affiliation:* Mutual Broadcasting System; Don Lee Broadcasting System. *Opened:* April 13, 1922.

*President:* Thomas S. Lee. *General and station manager:* Lewis Allen Weiss. *Assistant manager:* Willet H. Brown. *Commercial manager:* Thayer Ridgway. *Chief engineer:* Frank Kennedy. *Artists bureau head:* Max Schall. *Musical directors:* Guest conductors. *Publicity director:* Bud Rutherford.

*Rep:* John Blair & Co. *News:* INS. *Seating facilities:* Studio auditorium, seating 300 persons; Filmarte Theatre, seating 600. *Merchandising:* Limited service includes check of retail outlets, publicity releases to all newspapers and trade publications. *Foreign language programs:* No set rules; acceptance would depend on product and program, and time of broadcast would be restricted. *Artists bureau:* KHJ uses the Thomas Lee Artists Service. *Base rate:* \$300.

*Copy restrictions:* Beer and wine accounts accepted under supervision; no hard liquor; accept some patent medicines; all copy subject to station standards and government regulations.

### KMTR, LOS ANGELES

*Operator:* KMTR Radio Corp., 1000 Cahuenga Blvd. *Phone:* Hillside 1161. *Power:* 1,000 watts on 570 kc. *Affiliation:* None. *Opened:* 1924.

*President:* Victor E. Dalton. *Station manager:* Kenneth O. Tinkham. *Program director:* Al Jarvis. *Chief engineer:* Carrol Hauser. *Musical director:* Salvatore Santaella. *Publicity director:* Constance Stevenson. *Traffic manager:* Corinne Stengel.

*Rep:* J. J. Devine & Associates, Inc. *News:* 20th Century International Radio Newsreel. *Seating facilities:* 200 persons. *Merchandising:* Publicity service given. *Foreign language programs:* Accepted.

*Artists bureau:* Maintains complete artist staff. *Base rate:* \$125.

*Copy restrictions:* Beer and wine advertising accepted; no advertising medicos, lotteries, fortune tellers or astrology; all copy checked with station's attorney.

### KNX, LOS ANGELES

*Operator:* Columbia Broadcasting System, Inc., Columbia Square (Sunset Blvd. and Gower St.), Hollywood. *Phone:* Hollywood 2484. *Power:* 50,000 watts on 1050 kc. *Affiliation:* CBS. *Opened:* Oct. 10, 1924.

*Vice-president, general manager:* Donald W. Thornburgh. *Assistant to vice-president:* John M. Dolph. *Sales manager:* Harry W. Witt. *Comptroller:* Charles D. Ryder. *Chief engineer:* Lester H. Bowman. *Program director:* Charles Vanda. *Assistant program director:* Benjamin Paley. *Musical director (Western Division):* Lud Gluskin. *Musical director (KNX):* Wilbur Hatch. *Production manager:* Edith Todesca. *Sales promotion manager:* Edwin W. Buckalew. *Publicity director:* Hal B. Rorke. *Public affairs director:* Fox Case. *Traffic manager:* Alan N. Cormack.

*Rep:* Radio Sales. *News:* UP. *Seating facilities:* Columbia Square Playhouse, seating 918 persons; Studio 1, seating 200; Studio 2, seating 200; Studio 3, seating 75; Studio 4, seating 75. *Merchandising:* Maintains, on non-profit basis, complete promotion and publicity departments. *Foreign language programs:* Not accepted. *Artists bureau:* Columbia Management of California, Inc. *Base rate:* \$500.

*Copy restrictions:* CBS Program Policies.

### KRKD, LOS ANGELES

*Operator:* Radio Broadcasters, Inc., 312 Spring Arcade Bldg. *Phone:* Madison 2281. *Power:* 2,500 and 500 watts on 1120 kc. (divides time with KFSG). *Affiliation:* None. *Opened:* Jan. 10, 1927. (Note: Station has tie-ups, but not cross-ownership, with Los Angeles Evening News and Los Angeles Illustrated Daily News.)

*President:* Frank P. Doherty. *General manager:* John Austin Driscoll. *Assistant secretary and treasurer:* Hazel Ryan Jones. *Program director and studio manager:* Howard R. Bell. *Chief engineer:* Willis O. Freitag. *Publicity director and continuity chief:* Joe Micciche. *Assistant publicity director:* Ruth A. Pritchard.

*Rep:* None. *News:* UP. *Seating facilities:* Studio A, 100 persons. *Merchandising:* Have specialized merchandising department for direct-sales campaigns. *Foreign language programs:* Will accept, with certain restrictions. *Artists bureau:* None. *Stock:* Prin-

## CALIFORNIA STATIONS—Continued

cial holder is Frank P. Doherty. *Base rate*: \$50.

*Copy restrictions*: Not more than three minutes of commercial copy in every quarter-hour, nor over four-and-a-half minutes in a half-hour, nor over nine minutes per hour; patent medicine copy must be within scope of law.

### KYOS, MERCED

*Operator*: Merced Star Publishing Company, P. O. Box 662. *Phone*: 1430. *Power*: 250 watts on 1040 kc. (daytime). *Affiliation*: None. *Opened*: October 13, 1936. (Note: This station is newspaper-owned by the Merced Sun-Star.)

*President*: Ray McClung. *Station and commercial manager*: John W. Crews. *Program director*: Donald Young. *Chief engineer*: Morton Weibers.

*Rep*: Walter Biddick Co., Pacific Coast. *News*: UP. *Seating facilities*: About 50. *Merchandising*: Regional accounts merchandised within radius of 50 miles; service is free. *Foreign language programs*: Will accept, with restrictions; translation must be furnished in advance. *Artists bureau*: None. *Base rate*: \$30.

*Copy restrictions*: Accept beer and wine, but no hard liquor; commercial copy limited to 14 minutes per hour program, 7 minutes per half-hour, 3½ minutes per quarter-hour and 100 words per 5-minute program.

### KTRB, MODESTO

*Operator*: Central California Broadcasting Co., P. O. Box 405. *Phone*: 774. *Power*: 250 watts on 740 kc. (operates daytime). *Affiliation*: None. *Opened*: June 11, 1934.

*General manager*: T. R. McTammany.

*Rep*: Walter Biddick Co.; Cox and Tanz. *News*: Local only. *Seating facilities*: About 150 persons. *Merchandising*: No service listed. *Foreign language programs*: Accepted if complying with rules and regulations of FCC. *Artists bureau*: None. *Base rate*: \$40.

*Copy restrictions*: Beer and wine accepted; no hard liquors; patent medicines subject to approval of Medical Assn. of California; all copy must be passed by manager before going on air.

### KDON, MONTEREY

*Operator*: Monterey Peninsula Broadcasting Co., 275 Pearl St. *Phone*: Monterey 8111. *Power*: 100 watts on 1210 kc. *Affiliation*: Mutual; Don Lee Broadcasting System. *Opened*: Nov. 9, 1935. (Note: This station is affiliated with the Monterey

Peninsula Herald of Monterey, and the Salinas Newspapers, Inc., of Salinas.)

*Station and commercial manager*: Howard V. Walters. *Chief engineer*: William A. Crabbe. *Musical director*: Jack Ellassen.

*Rep*: John Blair & Co. *News*: UP. *Seating facilities*: Monterey Studio, 30; Salinas Studio, 50; Santa Cruz Studio, 400. *Merchandising*: Newspaper publicity; aids in securing window and counter displays; nine film theatre trailer outlets. *Foreign language programs*: Portuguese program current; will accept no other at present. *Artists bureau*: None. *Stock*: Held by Allen Griffin and Salinas Newspapers, Inc. *Base rate*: \$35.

*Copy restrictions*: Beer and wine accepted; no hard liquor; all copy subject to station approval and government regulations.

### KLS, OAKLAND

*Operator*: E. N. and S. W. Warner doing business as Warner Bros., 327 21st St. *Phone*: Higate 1212. *Power*: 250 watts on 1280 kc. *Affiliation*: None. *Opened*: 1921.

*Station manager*: S. W. Warner. *Commercial manager*: F. Wellington Morse. *Program director*: Jan Kenyon. *Chief engineer*: Russell Butler.

*Rep*: None. *News*: INS. *Seating facilities*: Main studio, 100; studio B, 50; radio court of Warner Bros. Radio Village, 300 persons. *Merchandising*: Have display windows in the Radio Village which are available for a nominal fee. *Foreign language programs*: Accepted; Portuguese and Italian programs current. *Artists bureau*: None. *Base rate*: \$43.20.

*Copy restrictions*: Beer and wine copy acceptable; no hard liquors; station reserves right to refuse or discontinue any contract.

### KLX, OAKLAND

*Operator*: Tribune Building Co., Tribune Tower. *Phone*: Lakeside 6000. *Power*: 1,000 watts on 880 kc. *Affiliation*: None. *Opened*: 1922. (Note: This station is newspaper-affiliated with the Oakland Tribune.)

*President* (Tribune Building Co.): J. R. Knowland, Jr. *Station manager, commercial manager*: Preston D. Allen. *Program director*: Charles Loyd. *Chief engineer*: R. S. Smith.

*Rep*: None. *News*: AP. *Seating facilities*: None. *Merchandising*: None. *Foreign language programs*: None. *Artists bureau*: None. *Base rate*: \$70.

*Copy restrictions*: Beer and wine advertising accepted; no hard liquors.

## CALIFORNIA STATIONS—Continued

### KROW, OAKLAND

*Operator:* Educational Broadcasting Corp. *Power:* 1,000 watts on 930 kc. *Affiliation:* None.

No other data available after repeated requests.

### KPPC, PASADENA

*Operator:* Pasadena Presbyterian Church, 585 E. Colorado St. *Phone:* Terrace 2193. *Power:* 100 watts on 1210 kc (shares time with KFXM).

**This station is non-commercial; church-owned.**

### KVCV, REDDING

*Operator:* Golden Empire Broadcasting Co. *Power:* 100 watts on 1200 kc. *Affiliation:* None.

*Rep:* None. *Base rate:* \$45.

No other information available after repeated requests.

### KFBK, SACRAMENTO

*Operator:* The McClatchy Broadcasting Co., 708 Eye St. *Phone:* Main 5000. *Power:* 10,000 watts on 1490 kc. *Affiliation:* NBC California Supplementary Group; California Radio System. *Opened:* 1921. (Note: This station is newspaper-owned by the Sacramento Bee, a McClatchy newspaper.)

*General manager:* G. C. Hamilton. *Station and commercial manager:* Howard Lane. *Program and musical director:* George Breece. *Chief engineer:* Norman D. Webster. *Publicity director:* Henry Jacobsen.

*Rep:* Paul H. Raymer Co. *News:* UP. *Seating facilities:* Auditorium studio, seating 300 persons. *Merchandising:* Complete service available; includes retail and wholesale dealer contacts, window displays and special publicity. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$168.

*Copy restrictions:* Accept beer and wine; no hard liquor; patent medicine advertising subject to copy acceptance.

### KROY, SACRAMENTO

*Operator:* Royal Miller, Sacramento Hotel. *Phone:* Main 666. *Power:* 100 watts on 1210 kc. (daytime). *Affiliation:* CBS. *Opened:* March 15, 1937.

*Station head:* Royal Miller. *Station and commercial manager:* Will Thompson, Jr. *Chief engineer:* Milton Cooper. *Program director:* Fred Becker.

*Rep:* Joseph Hershey McGillvra; Walter Biddick Co. (Coast). *News:* INS; also gather own news locally. *Seating facilities:* Studio seats 50 persons; reception room, 50. *Merchandising:* All forms of

merchandising surveys made for national advertisers free. *Foreign language programs:* Will accept. *Artists bureau:* None. *Base rate:* \$46.25.

*Copy restrictions:* Accept beer and wine; no liquor advertising; other rules and regulations as per Federal Trade Commission and N.A.B. Code of Ethics.

### KFXM, SAN BERNARDINO

*Operator:* Lee Bros. Broadcasting Co., 512 Fifth St. *Phone:* 4761. *Power:* 100 watts on 1210 kc (shares certain hours with KPPC). *Affiliation:* Mutual Broadcasting System; Don Lee. *Opened:* Oct. 29, 1929.

*Station manager:* J. Clifford Lee. *Commercial manager:* Gene W. Lee. *Program director:* Howard Baichly. *Chief engineer:* Richard F. Lewis. *Musical director:* Maury Vroman. *Publicity director:* E. W. Lee.

*Rep:* John Blair & Co. *News:* UP. *Seating facilities:* Main studio accommodates 200; audience room adjacent to studio accommodates 100. *Merchandising:* Pre-plug programs, place window displays, mail circulars to dealers and distributors, send publicity to newspapers. *Foreign language programs:* English translation of such programs must be submitted in advance, and the programs must be non-controversial; have Spanish staff announcers; acceptance of other languages subject to securing announcers versed in the tongue wanted. *Artists bureau:* None. *Stock:* Company is a partnership of J. C. and E. W. Lee. *Base rate:* \$50.

*Copy restrictions:* Accept beer and wine copy, but not "general run" of liquors; accept medicines "of known merit only," but do not encourage this type of account; all copy subject to local and Federal laws.

### KFSD, SAN DIEGO

*Operator:* Airfan Radio Corp., Ltd., 326 Broadway. *Phone:* Franklin 6353. *Power:* 1000 watts on 600 kc. *Affiliation:* NBC Pacific Coast Blue. *Opened:* March, 1926.

*President, station manager:* Thomas E. Sharp. *Commercial manager:* John Babcock. *Program and publicity director:* Leah McMahon. *Chief engineer:* Hal Hasenbeck.

*Rep:* National Broadcasting Co.; Walter Biddick Co. (Coast). *News:* UP. *Seating facilities:* Reception room available, seating 100 persons. *Merchandising:* Pre-plug programs with announcements; send publicity to local papers and 35 other papers and magazines in the station area; at request will make a "reasonable" number of phone calls to local wholesale and retail outlets, and distribute at cost a "reasonable" number of letters to such outlets; will handle any other service at

# Advertiser Acceptance

Among the outstanding national advertisers who, since the first of the year, have chosen the California Radio System to sell their products in California are:

**GRUEN WATCH CO.**  
**GENERAL MILLS**  
**PROCTER & GAMBLE**  
**BORDEN'S ASSOCIATED DAIRIES**  
**COLGATE—PALMOLIVE—PEET COMPANY**  
**LIBBY, McNEILL & LIBBY**  
**TIDEWATER ASSOCIATED OIL CO.**  
**PROGRESSIVE OPTICAL SYSTEM**  
**E. GRIFFITH HUGHES, Inc.**

If you want solid, intensive coverage of 94.2% of California's total population, you'll choose

## The California Radio System

**McCLATCHY BROADCASTING CO.**

**SACRAMENTO**

**KFBK • KYA • KFVB • KMJ • KERN • KWG • KFOX • KTMS**  
Sacramento San Francisco Hollywood Fresno Bakersfield Stockton Long Beach Santa Barbara  
Represented Nationally by Transamerican Broadcasting & Television Corp.

## CALIFORNIA STATIONS—Continued

cost; surveys (personal, not phone) generally are conducted on the basis of 15c per call within the city limits. *Foreign language programs*: Not accepted. *Artists bureau*: None. *Base rate*: \$70.

*Copy restrictions*: Beer and wine accepted; no hard liquors; all copy subject to approval of the station.

### KGB, SAN DIEGO

*Operator*: Don Lee Broadcasting System, 1012 First Ave. *Phone*: Franklin 6151. *Power*: 1,000 watts on 1330 kc. *Affiliation*: Don Lee Broadcasting System; Mutual Broadcasting System. *Opened*: May, 1931.

*General manager*: Lewis Allen Weiss. *Station manager*: S. W. Fuller. *Commercial manager*: D. J. Donnelly. *Program director*: David R. Young. *Chief engineer*: Milam Cater.

*Rep*: John Blair & Co. *News*: INS; Transradio; San Diego (local). *Seating facilities*: Yes; "limited audience." *Merchandising*: Contact dealers; arrange window displays; ads in San Diego Shopping News. *Foreign language programs*: Not accepted. *Artists bureau*: None. *Base rate*: \$80.

*Copy restrictions*: Beer and wine accepted; no liquor or patent medicine advertising; no stock-selling, advertising medicos or dentists; no lotteries, fortune tellers, astrologists.

### KFRC, SAN FRANCISCO

*Operator*: The Don Lee Broadcasting System, 1000 Van Ness Ave. *Phone*: Prospect 0100. *Power*: 5,000 and 1,000 watts on 610 kc. *Affiliation*: Mutual; Don Lee Broadcasting System. *Opened*: 1924

*Station manager*: Wilbur Eickelberg. *Commercial manager*: Ward Ingram. *Program director*: William Pabst. *Chief engineer*: Ernest Underwood. *Artists bureau head*: Harold Moore. *Musical director*: Chester Smith. *Publicity director*: Pat Kelly.

*Rep*: John Blair & Co. *News*: INS. *Seating facilities*: Studio, 350 persons. *Merchandising*: Limited service, including check of retail outlets, publicity releases to newspapers and trade publications. *Foreign language programs*: None accepted. *Artists bureau*: Operated as branch of the Thomas Lee Artists' Bureau; has a roster of about 10 artists. *Base rate*: \$250.

*Copy restrictions*: Standards of "good taste" carefully observed; beer and wine accepted; no other alcoholic beverages; patent medicines subject to their general standing and the copy they wish to use.

### KGGC, SAN FRANCISCO

*Operator*: Golden Gate Broadcasting Co., 1335 Market St. *Phone*: Ordway 8963-4-5. *Power*: 100 watts on 1420 kc. *Affiliation*: None. *Opened*: 1923.

*Station manager*: S. H. Patterson. *Program director*: Gordon Willis. *Chief engineer*: William Grove. *Publicity director*: Les Malloy.

*Rep*: Howard H. Wilson Co. *News*: INS. *Seating facilities*: Have remote line to downtown theatre; no facilities at studios. *Merchandising*: Publicity and notices on programs; throw-aways, etc.; theatre trailers. *Foreign language programs*: Accepted; specified hours for same. *Artists bureau*: None. *Base rate*: \$40.

*Copy restrictions*: Beer, wines, whiskey and patent medicines not acceptable.

### KGO, SAN FRANCISCO

*Operator*: National Broadcasting Co. (owned by the General Electric Company), 111 Sutter St. *Phone*: Sutter 1920. *Power*: 7,500 watts on 790 kc. *Affiliation*: NBC Pacific Coast Blue Network. *Opened*: 1924; under NBC operation since Oct. 1, 1929.

*Personnel*: See KPO, San Francisco.

*Rep, news, merchandising, foreign language programs, artists bureau*: See KPO, San Francisco. *Base rate*: \$280.

*Copy restrictions*: See KPO, San Francisco.

### KJBS, SAN FRANCISCO

*Operator*: Julius Brunton & Sons Co., 1470 Pine St. *Phone*: Ordway 4148. *Power*: 500 watts on 1070 kc. (Operates from 10:01 p. m. to sunset following day). *Affiliation*: Northern California Broadcasting System. *Opened*: Jan. 3, 1925.

*Owner*: Ralph R. Brunton. *Operations manager*: E. P. Franklin.

*Rep*: Walter Biddick Co. (Coast). *News*: UP.

*Seating facilities*: About 75 persons. *Merchandising*: Theatre trailers calling attention to KJBS programs; pre-program announcements; advertisements on radio page of newspapers; display cards issued by station; syndicated merchandising service available. *Foreign language programs*: Not accepted. *Artists bureau*: None. *Base rate*: \$60.

*Copy restrictions*: Beer and wine accepted; no hard liquors; no patent medicines; announcements can't exceed 100 words—excess words charged for on proportional basis; all commercial continuities must be passed upon by production head of the station as to content and number of words.

## CALIFORNIA STATIONS—Continued

### KPO, SAN FRANCISCO

*Operator:* National Broadcasting Co., 111 Sutter St. *Power:* 50,000 watts on 680 kc. *Affiliation:* NBC Pacific Coast Red Network. *Opened:* 1922; operated by NBC since July 1, 1932.

*Manager:* Lloyd E. Yoder. *Sales manager:* W. B. Ryan. *Program manager:* Glenn Roeberg. *Chief engineer:* Curtis Peck. *Publicity director:* Milton Samuel.

*Rep:* National Broadcasting Co. *News:* INS; Press-Radio. *Seating facilities:* None; outside theatre space is rented when occasion demands; no admission charged for witnessing any programs thus staged. *Merchandising:* None listed. *Foreign language programs:* None listed. *Artists bureau:* None listed. *Base rate:* \$380.

*Copy restrictions:* Lectures and educational talks not accepted between 6 p.m. and midnight except by special arrangement; time of broadcast subject to change to other periods on 28 days' notice to accommodate network broadcasts, excepting in the case of independent announcements which may be moved to other periods if available, and as arranged by station manager on 24 hours' notice; closing date is two weeks in advance of initial program, and program material must be arranged one week in advance of broadcast date—no change within two days preceding broadcast; all programs subject to station approval; beer is accepted; no other alcoholic beverages; all copy subject to NBC program policies.

### KSFO, SAN FRANCISCO

*Operator:* Associated Broadcasters, Inc., Russ Bldg. *Phone:* Garfield 4700. *Power:* 5,000 and 1,000 watts on 560 kc. *Affiliation:* CBS. *Opened:* 1925.

*President:* Wesley I. Dumm. *Vice-president and general manager:* Philip G. Lasky. *Program director:* J. C. Morgan. *Chief engineer:* R. V. Howard. *Musical director:* Albert White. *Publicity director:* Harry Elliott.

*Rep:* Free & Peters, Inc. *News:* UP. *Seating facilities:* Two studios seating 150 persons each; also have two playhouses, seating 600 apiece, available. *Merchandising:* Will carry out any plans desired by advertiser for cost of production and labor. *Foreign language programs:* Do not accept. *Artists bureau:* None. *Base rate:* \$275.

*Copy restrictions:* No false or unwarranted claims; no infringement on another advertiser's rights, programs, or ideas; no disparagement of competitors; no lotteries; no vulgarity or offensiveness in any manner; no ambiguous statements that

may mislead the listeners; no appeals for funds; no testimonials which cannot be authenticated; no continuity which repellently describes internal bodily functions or symptomatic results of internal disturbances, and no reference to matters which are not considered acceptable topics in social groups; no use of broadcasting time except for advertising of the advertiser's goods; no advertising matter which may, in the opinion of the station, be injurious or prejudicial to the interests of the public, the station, and/or its affiliated stations, or honest advertising and reputable business in general; beer and wines okay; no hard liquors accepted; no controversial talks.

### KYA, SAN FRANCISCO

*Operator:* Hearst Radio, Inc., Hearst Bldg. *Phone:* Douglas 2536. *Power:* 5,000 and 1,000 watts on 1230 kc. *Affiliation:* California Radio System. *Opened:* December, 1926. (Note: This station is affiliated with the San Francisco Examiner.)

*Station and commercial manager:* Clarence B. Juneau. *Program director:* Reiland Quinn. *Chief engineer:* Paul Schulz. *Musical director:* Walter Rudolph. *Publicity director:* J. Clarence Myers.

*Rep:* International Radio Sales. *News:* INS. *Seating facilities:* Studio A, seating 100 persons. *Merchandising:* Offer complete service at actual cost. *Foreign language programs:* No set rules; do not encourage such programs. *Artists bureau:* None. *Base rate:* \$170.

*Copy restrictions:* Beer and wine accepted any time; liquor advertising after 10 p.m., and must be live talent show; all copy subject to station approval or revision.

### KQW, SAN JOSE

*Operator:* Pacific Agricultural Foundation, Ltd., 87 E. San Antonio St. *Phone:* Ballard 2616. *Power:* 1,000 watts on 1010 kc. *Affiliation:* Mutual; Don Lee Broadcasting System. *Opened:* 1909 for experimental voice communication; established, 1912.

*President:* Ralph R. Brunton. *General manager:* C. L. McCarthy. *Commercial manager:* C. S. Harper. *Program and publicity director:* Vann Connors. *Chief engineer:* C. V. Davey.

*Rep:* John Blair & Co. *News:* UP; also from San Jose Mercury Herald. *Seating facilities:* None; can arrange for local theatres and civic auditorium. *Merchandising:* Fox West Coast theatre trailers in 16 houses may be used by sponsor for cost of trailers; limited newspaper display for program promotion free; other services at



## CALIFORNIA STATIONS—Continued

cost. *Foreign language programs:* Participating Portuguese program, 6:30 to 7 a. m. daily, and one Italian program, 7 to 7:15 a.m. daily; both are news broadcasts and under station control; no others allowed. *Artists bureau:* None. *Stock:* Held by Ralph R., Sherwood B., and Mott Q. Brunton. *Base rate:* \$60.

*Copy restrictions:* No whiskey or hard liquor copy accepted; beer, wine and patent medicine advertising accepted subject to copy limitations determined in each instance after investigation through state and federal regulatory agencies.

### KVEC, SAN LUIS OBISPO

*Operator:* Valley Electric Co., Mt. View and Hill Sts. *Phone:* 134. *Power:* 250 watts on 1200 kc. (daytime). *Affiliation:* None. *Opened:* May 8, 1937.

*Owner:* Christina Jacobson. *Station manager:* Les Hacker. *Commercial manager:* John C. Clifton. *Program director:* Overton Wilkinson. *Chief engineer:* Earl Travis.

*Rep:* Joseph Hershey McGillvra; Walter Biddick Co. (Coast). *News:* INS. *Seating facilities:* Can arrange special remotes from Radio Playhouse, seating 500. *Merchandising:* Service—"if kept within reason"—is included gratis in station time. *Foreign language programs:* Accepted only on transcriptions. *Artists bureau:* None. *Base rate:* \$35.

*Copy restrictions:* Spot announcements limited to 50 and 100 words; straight announcements running longer than one minute not accepted; five and 10-minute periods furnished only if available without breaking longer periods.

### KVOE, SANTA ANA

*Operator:* The Voice of the Orange Empire, Inc., Ltd., Walter Moore Bldg. *Phone:* 4900; 4901-R. *Power:* 100 watts on 1500 kc. *Affiliation:* Mutual Broadcasting System; Don Lee Broadcasting System. *Opened:* January, 1929.

*President, station manager:* Ernest L. Spencer. *Commercial manager:* Ernest L. Spencer. *Program director, chief engineer:* Wallace S. Wiggins.

*Rep:* John Blair & Co. *News:* AP; local. *Seating facilities:* Studio, capacity 150. *Merchandising:* Will arrange for window displays gratis; direct mail, broadsides, etc., billed at actual cost. *Foreign language programs:* None listed. *Artists bureau:* None. *Base rate:* \$35.

*Copy restrictions:* No beer, wine or liquor advertising accepted; spot announcements limited to 50 words; no disparagement of competitors or their products; nothing that would offend children,

religious and fraternal beliefs, etc.; all copy must be in good taste and is subject to station approval.

### KDB, SANTA BARBARA

*Operator:* Santa Barbara Broadcasters, Ltd., 17 E. Haley St. *Phone:* 21427. *Power:* 250 and 100 watts on 1500 kc. *Affiliation:* Mutual Broadcasting System; Don Lee Broadcasting System. *Opened:* 1924. (Note: KDB is owned by the Don Lee Broadcasting System.)

*Manager:* Earl M. Pollock. *Commercial manager:* Bill A. Skaggs. *Program director:* Tony Lafrano. *Chief engineer:* Robert Arne.

*Rep:* John Blair & Co. *News:* Transradio. *Seating facilities:* Studio, 25 person limit. *Merchandising:* Render any reasonable service, specifically store calls and checks on purchases. *Foreign language programs:* Accepted providing copy is submitted in English in advance. *Artists bureau:* None. *Base rate:* \$50.

*Copy restrictions:* Accept beer, wine, and hard liquors (latter only after 10:30 p.m.); will accept some patent medicines, depending on product.

### KTMS, SANTA BARBARA

*Operator:* The News Press Publishing Co. *Power:* 500 watts on 1220 kc. (Note: Licensee is publisher of the Santa Barbara News and Press.)

*Base rate:* \$120.

No further information available after repeated requests.

### KSRO, SANTA ROSA

*Operator:* Press - Democrat Publishing Co., 427 Mendocino Ave. *Phone:* 110. *Power:* 250 watts on 1310 kc. (daytime). *Affiliation:* None. *Opened:* Sept. 19, 1937. (Note: This station is newspaper owned and operated by the Press-Democrat Publishing Co.)

*Owner:* E. L. Finley. *Station manager:* Russell Biorn. *Commercial manager:* Don Avery. *Program and musical director, artists bureau head:* Andy Potter. *Chief engineer:* Jack van Groos. *Publicity director:* Mike Pardee.

*Rep:* None. *News:* UP, AP. *Seating facilities:* Audience room seats 75. *Merchandising:* Publicity in newspaper affiliates gratis; surveys, business analyses, etc., on a cost basis. *Foreign language programs:* Accept Italian programs; announcements, acceptable in any language, must be preceded by English version. *Artists bureau:* Yes. *Base rate:* \$54.

*Copy restrictions:* Accept beer and wine; no hard liquor or patent medicines; com-

## CALIFORNIA STATIONS—Continued

mercials limited to 50 words in time signals and weather reports; 130 words in 5-minute program; two minutes in 10-minute program; three minutes in quarter-hour program.

### KGDM, STOCKTON

*Operator:* E. F. Pepper, 42 S. California St. *Phone:* 795. *Power:* 1,000 watts on 1100 kc (daytime). *Affiliation:* Mutual Broadcasting System; Don Lee Broadcasting System. *Opened:* February, 1927.

*Owner:* E. F. Pepper. *Station and commercial manager:* A. H. Green. *Chief engineer:* Weyland Worden. *Musical director:* Lillian Best Parkin.

*Rep:* John Blair & Co. *News:* INS. *Seating facilities:* Two studios, one seating 100 persons, the other 30. *Merchandising:* No information given. *Foreign language programs:* Italian, Spanish and Portuguese. *Artists bureau:* None. *Base rate:* \$35.

*Copy restrictions:* Accept beer, wine, liquor and patent medicine advertising, with copy subject to station approval.

### KWG, STOCKTON

*Operator:* The McClatchy Broadcasting Co., Hotel Wolf. *Phone:* 580-J; 580-M. *Power:* 100 watts on 1200 kc. *Affiliation:* NBC California Supplementary Group; The California Radio System. *Opened:* October, 1921. (Note: This station is newspaper-owned; McClatchy papers.)

*Business manager:* Howard Lane. *Station manager, commercial manager:* George Ross. *Program director:* Deane Banta. *Chief engineer:* Russell Bennett. *Publicity director:* June Warner.

*Rep:* Paul H. Raymer Co. *News:* UP. *Seating facilities:* Studio, about 300 persons. *Merchandising:* Contact dealers by phone or letter; make personal contacts with dealers and wholesalers; write letters to trade if advertiser pays for postage and stationery; distribute posters. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$40.

*Copy restrictions:* Beer and wine accepted; no hard liquor; no laxatives; patent medicines subject to strict censorship.

### KTKC, VISALIA

*Operator:* Tulare-Kings Counties Radio Associates, Box 511. *Phone:* 575. *Power:* 250 watts on 1190 kc. (daytime). *Affiliation:* None. *Opened:* July 18, 1937. (Note: Owners of this station also own, severally, the Visalia Times-Delta, the Porterville Recorder, the Tulare Advance-Record and Times, and the Hanford Sentinel and Journal).

*General manager:* Charles A. Whitmore. *Station manager, program and musical director:* Charles P. Scott. *Commercial manager:* Millard Kibbe. *Chief engineer:* Bert Williamson.

*Rep:* Cox and Tanz; Walter Biddick Co. (Coast). *News:* UP. *Seating facilities:* Can accommodate 75 persons. *Merchandising:* Yes; no details listed. *Foreign language programs:* Accepted. *Artists bureau:* None. *Stock:* Held by Charles A. Whitmore, Percy M. Whiteside, Homer W. Wood, J. E. Richmond and M. M. Maddox. *Base rate:* \$32.50.

*Copy restrictions:* Beer and wine advertising accepted; no hard liquors; patent medicines must be "reputable" to be accepted.

### KHUB, WATSONVILLE

*Operator:* Mrs. Anna Atkinson, Santa Cruz Highway. *Phone:* 1700. *Power:* 250 watts on 1310 kc (daytime). *Affiliation:* None. *Opened:* March 19, 1937.

*Owner:* Mrs. Anna Atkinson. *Station and commercial manager:* John H. Bennett. *Program director:* Jack Wagner. *Chief engineer:* Taubner George Hamma. *Musical director:* Harold Platt. *Publicity director:* Alice-May Atkinson.

*Rep:* None. *News:* AP. *Seating facilities:* Yes; number not given. *Merchandising:* None listed. *Foreign language programs:* Accepted; translation must be submitted 24 hours in advance of broadcast. *Artists bureau:* None. *Base rate:* \$25.

*Copy restrictions:* No hard liquor or patent medicines; beer and wines accepted subject to strict supervision; all programs and announcements subject to owners' approval and FCC regulations; owners reserve the right to refuse, discontinue or cancel any contract for advertising, for reasons sufficient unto themselves.

# COLORADO

(233,500 radio homes)

## Radio Homes by Counties

Adams	3,660	Fremont	4,000	Montrose	2,180
Alamosa	1,830	Garfield	2,010	Morgan	3,370
Arapahoe	5,210	Gilpin	350	Otero	5,090
Archuleta	590	Grand	490	Ouray	450
Baca	1,760	Gunnison	1,240	Park	470
Bent	1,620	Hinsdale	130	Phillips	1,100
Boulder	7,980	Huerfano	3,330	Pitkin	430
Chaffee	1,800	Jackson	290	Prowers	2,810
Cheyenne	670	Jefferson	4,600	Pueblo	14,800
Clear Creek	640	Kiowa	690	Rio Blanco	570
Conejos	1,540	Kit Carson	1,660	Rio Grande	1,910
Costilla	970	Lake	1,220	Routt	2,000
Crowley	1,070	La Plata	2,680	Saguache	1,200
Custer	460	Larimer	7,480	San Juan	380
Delta	2,770	Las Animas	7,150	San Miguel	480
Denver	78,500	Lincoln	1,440	Sedgwick	1,000
Dolores	300	Logan	3,640	Summit	280
Douglas	720	Mesa	5,430	Teller	1,150
Eagle	800	Mineral	180	Washington	1,590
Elbert	1,180	Moffat	1,040	Weld	12,090
El Paso	13,190	Montezuma	1,420	Yuma	2,420

## SALES EYE VIEW OF

## Colorado

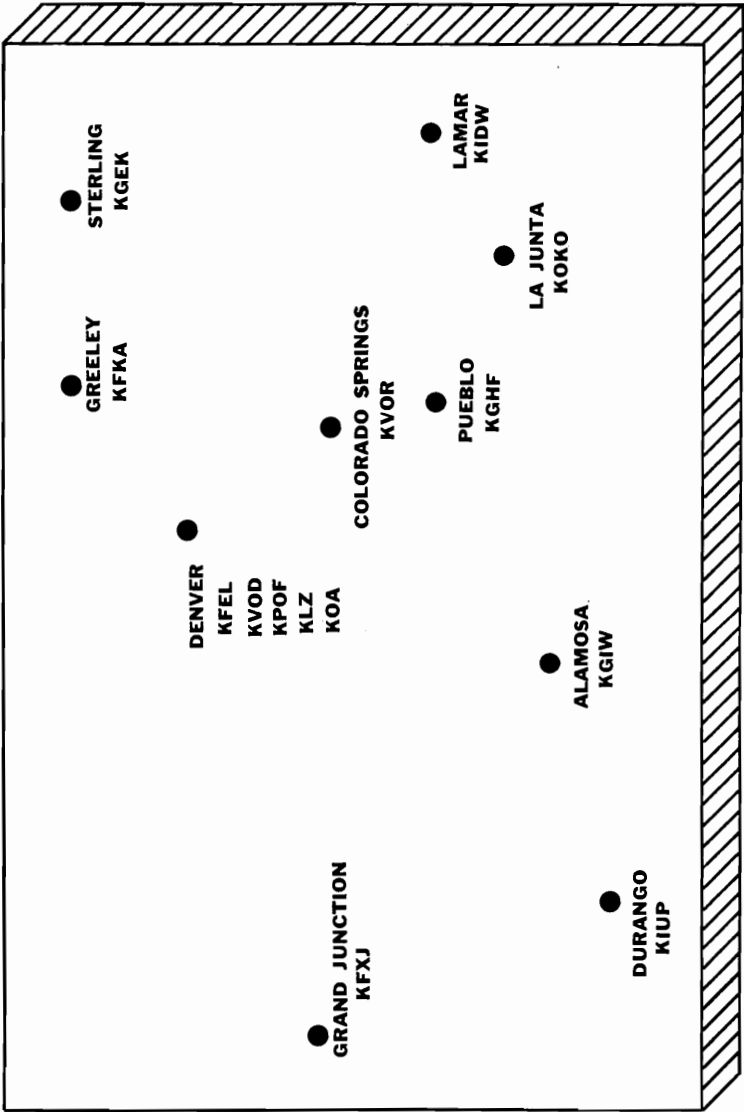


• The listening area of KLZ embraces more than 80% of Colorado's most densely populated section, measured not in potentials but in actual listeners. CBS' Fourth Listening Area Study accurately outlines the coverage of this powerful selling influence.

In planning sales campaigns for the Denver-Rocky Mountain region let Colorado's most active station sell Colorado's most active market for you.

AFFILIATED WITH WKY, OKLAHOMA CITY, AND THE OKLAHOMA PUBLISHING COMPANY

# COLORADO



## COLORADO STATIONS—Continued

### KGIW, ALAMOSA

*Operator:* Leonard E. Wilson, P. O. Box 26. *Phone:* 26. *Power:* 100 watts on 1420 kc. (operates specified hours with KIDW). *Affiliation:* None. *Opened:* 1926; moved to Alamosa in 1933.

*Manager:* D. E. Bennett. *Chief engineer:* W. M. Thomas.

*Rep:* Cox and Tanz. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Facilities—not described—are offered to national advertisers. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* \$15 (½ hr.).

*Copy restrictions:* All copy subject to NAB Code of Ethics; no other restrictions listed.

### KVOR, COLORADO SPRINGS

*Operator:* Out West Broadcasting Co., Antlers Hotel. *Phone:* Main 278. *Power:* 1,000 watts on 1270 kc. *Affiliation:* CBS. *Opened:* 1922. (Note: this station is affiliated with the Colorado Springs Gazette-Telegraph; it is under the same ownership as KLZ, Denver, WKY, Oklahoma City, and the Oklahoma Publishing Co.)

*President:* E. K. Gaylord. *Station manager:* Hugh B. Terry. *Commercial manager:* Fred C. Mueller. *Program director, publicity director:* Wauhillau La Hay. *Chief engineer:* H. C. Strang. *Musical director:* Arbor Fuller.

*Rep:* The Katz Agency. *News:* AP; also local news. *Seating facilities:* Two studios, 50 each; auditorium, 800. *Merchandising:* Provide information on market routes, product distribution, etc.; get dealer cooperation, distribute window displays, notify dealers of new programs, and other "reasonable" services. *Foreign language programs:* None; not suited to market. *Artists bureau:* None. *Base rate:* \$72.

*Copy restrictions:* Beer okay; no wines or hard liquors; patent medicines turned down except in rare cases, when copy is carefully censored.

### KFEL, DENVER

*Operator:* Eugene P. O'Fallon, Inc., Albany Hotel. *Phone:* Keystone 0178. *Power:* 500 watts on 920 kc (divides time with KVOD). *Affiliation:* Mutual Broadcasting System. *Opened:* 1923.

*Station head, sales manager:* Gene O'Fallon. *Assistant station manager:* Frank Bishop. *Local commercial manager:* Holly Moyer. *Program director:* Williams S. Wales. *Chief engineer:* J. P. Veatch. *Publicity director:* Dick Crosswhite. *Traffic manager:* E. Dillon.

*Rep:* John Blair and Co. *News:* Transradio. *Seating facilities:* Albany Hotel Cathedral Ballroom, seating 1,350 persons.

*Merchandising:* Complete service offered to local, spot and national accounts; details not listed. *Foreign language programs:* Will accept, but foreign population is described as very small. *Artists bureau:* None. *Stock:* Principally held by Gene O'Fallon. *Base rate:* \$120.

*Copy restrictions:* Beer and wine accepted any time; hard liquor only after 9 p.m.; all copy subject to station approval and government regulations.

### KLZ, DENVER

*Operator:* KLZ Broadcasting Co., Inc., Shirley - Savoy Hotel. *Phone:* Main 4271. *Power:* 5,000 and 1,000 watts on 560 kc. *Affiliation:* CBS. *Opened:* June, 1920. (Note: This station, originally operated by the Reynolds Radio Co., was sold Aug. 1, 1935, to the interests controlling the Oklahoma Publishing Co., WKY in Oklahoma City, and KVOR, Colorado Springs.)

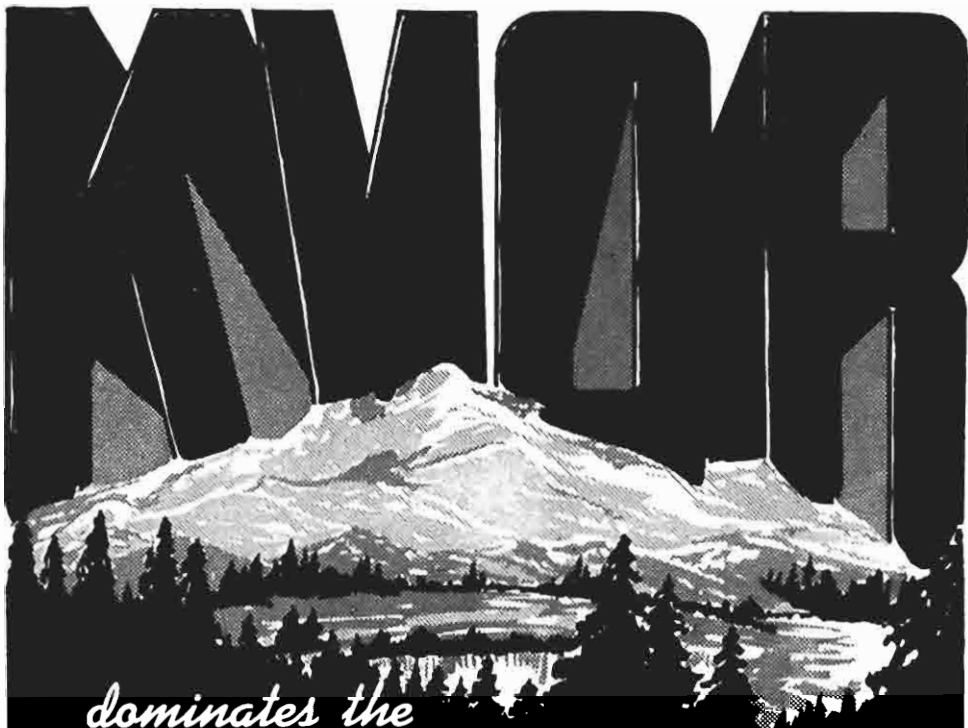
*Station manager:* F. W. Meyer. *Sales manager:* Frank Quinn. *Program director:* Arthur Wuth. *Chief engineer:* T. A. McClelland. *Production manager:* Howard R. Chamberlain.

*Rep:* The Katz Agency, Inc. *News:* INS. *Seating facilities:* Largest studio accommodates 150; auditorium with capacity of 1,400 available; three theatres of the Fox chain available when necessary. *Merchandising:* Prior to beginning of program KLZ writes dealer letters, assists in preparing dealer and jobber advertising material, prepares addresses for sales meetings, and plugs the program via trailers, releases, posters, etc.; after program is on the air KLZ assists in similar fashion; tie-up with Colorado Press Association permits stories and program listings across the state; all costs borne by station except in large mailings or where more personnel is needed. *Foreign language programs:* Not accepted. *Artists bureau:* None; but production department can arrange for artists. *Base rate:* \$180.

*Copy restrictions:* Copy on announcements limited to 25 words between 6 and 10:30 p.m., on chain breaks, 50 words between all sustainers, and 100 words on all participating programs; on regular-length programs copy is limited to 10% of program time at night, 15% daytimes, except where such copy has news or entertainment value; beer accepted, but no wines or hard liquors; patent medicines accepted if copy is free from "offensive statements" or "untruthful claims."

### KOA, DENVER

*Operator:* National Broadcasting Co., Inc. (General Electric Co. is licensee).



*dominates the*

## **PIKES PEAK REGION AND SOUTHERN COLORADO**

1000 Watts full time with both CBS and KVOR-made programs that attract and hold listeners.

The largest and most complete studios of any city of its size in the United States.

A market that spends each year more for automobiles and automotive supplies, foods and drugs than most cities from two to three times its size.

**KVOR** *Colorado Springs*  
CBS Network — Full Time

Representative — The Katz Agency, Inc.

AFFILIATED WITH WKY, OKLAHOMA CITY, AND THE OKLAHOMA PUBLISHING CO.

## COLORADO STATIONS—Continued

1625 California St. Phone: Main 6211. Power: 50,000 watts on 830 kc. Affiliation: NBC Red Mountain Group. Opened: Dec. 15, 1924.

General manager, commercial manager: R. H. Owen. Program director: C. C. Moore. Chief engineer: C. A. Peregrine. Artists bureau head: Duncan McColl. Musical director: Milton Shrednik. Publicity director: Jas. MacPherson.

Rep: National Broadcasting Co., Inc. News: Denver Post; four broadcasts daily. Seating facilities: Studio A, 325; studio B, 150; admission by courtesy tickets. Merchandising: Window display space provided in the KOA building lobby; letters sent to dealers when new programs are scheduled (postage paid by advertiser). Foreign language programs: Would accept, subject to approval of continuities; but 98% of population is English-speaking. Artists bureau: Yes; complete roster of announcers, conductors, writers, producers, directors, and players. Base rate: \$240.

Copy restrictions: Lectures and educational talks not accepted between 6 p.m. and midnight, except by special arrangement; time of broadcast subject to change to other periods on 28 days' notice to accommodate network broadcasts, excepting in the case of independent announcements, which may be moved to other periods if available, and as arranged by station manager on 24 hours' notice; closing date is two weeks in advance of initial program and program material must be arranged one week in advance of broadcast date—no change within two days preceding broadcast; all programs subject to station approval; beer is accepted; no other alcoholic beverages; no patent medicines except well known proprietaries, or those acceptable to the American Medical Association, and then only if the copy meets complete station approval.

### KPOF, DENVER

Operator: Pillar of Fire, 1845 Champa St. Power: 1,000 watts on 880 kc (shares time with KFKA). Opened: 1928.

This station is non-commercial; church-owned.

### KVOD, DENVER

Operator: Colorado Radio Corp., Continental Oil Bldg. Phone: Tabor 2291. Power: 500 watts on 920 kc. (divides time with KFEL). Affiliation: NBC Blue Mountain Group. Opened: 1925.

President: William D. Pyle. Station manager: Thomas C. Ekrem. Commercial manager: N. F. Schroeder. Program director, production manager: J. E. Finch.

Dramatic director: Jay Daniels. Chief engineers: W. D. Pyle, T. C. Ekrem. Publicity director: Ben H. Stanton.

Rep: Edward Petry & Co., Inc. News: UP. Seating facilities: Studio, 50 persons; adjacent auditorium, 450. Merchandising: Can be handled through a local agency; station lists publicity in mailed programs and newspapers and in pre-announcements over the station. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$120.

Copy restrictions: Beer and wines accepted; each piece of copy "handled separately as to truth and basic ethics."

### KIUP, DURANGO

Operator: The San Juan Broadcasting Co., Inc., 2800 Main Avenue. Phone: 117. Power: 100 watts on 1370 kc. Affiliation: None. Opened: December 10, 1935.

President: C. Guy Shepard. Station and commercial manager, program director: Raymond M. Beckner. Chief engineer: Mel Williams.

Rep: None. News: Transradio. Seating facilities: None. Merchandising: Advance publicity; dealer tie-ins and window display services; rates upon request. Foreign language programs: Will accept, governed by same rules as regular advertising; Spanish is predominate foreign language in territory. Artists bureau: None. Base rate: \$30.

Copy restrictions: Beer, wine and liquor advertising accepted; all copy subject to station approval; reserve right to refuse all announcements which do not "maintain a level of quality and character creditable alike to station and advertiser."

### KFXJ, GRAND JUNCTION

Operator: Western Slope Broadcasting Co., La Court Hotel. Phone: 126. Power: 250 and 100 watts on 1200 kc. Affiliation: Mutual; Colorado Network. Opened: May 1, 1925.

General and station manager: Rex Howell. Commercial manager: Charles Howell. Chief engineer: Fred Mendenhall. Production and publicity director: Alice Barber. Radio Press Bureau: Cecil Caves.

Rep: None. News: Transradio; RNA. Seating facilities: Studio A accommodates audience of about 250 persons. Merchandising: Send out advance publicity releases and news stories, gratis, augmented by articles, pictures, etc., in house organ; cooperate in placing show cards, lobby displays, and in making dealer contacts, surveys and summaries both before and after campaign. Foreign language programs: No set rules; as foreign population is very

## COLORADO STATIONS—Continued

small, question has never arisen, though sustaining programs in Spanish and German have been presented. *Artists bureau:* None. *Stock:* Equally held by Charles and R. G. Howell. *Base rate:* \$40.

*Copy restrictions:* Beer and wine accepted; no hard liquor; no expression of superlative qualities; no false or misleading statements; commercial copy restricted to maximum of 300 words per quarter-hour.

### KFKA, GREELEY

*Operator:* The Mid-Western Radio Corp. *Power:* 1,000 and 500 watts on 880 kc. (shares time with KPOF). *Affiliation:* Mutual Broadcasting System.

*Rep:* None. *Base rate:* \$70.

After repeated requests, no other information available.

### KOKO, LA JUNTA

*Operator:* Southwest Broadcasting Co. *Power:* 100 watts on 1370 kc. *Affiliation:* None. *Opened:* 1937.

*Base rate:* \$15 (½ hr.).

No other information available after repeated requests.

### KIDW, LAMAR

*Operator:* Southwest Broadcasting Co. 129 W. Elm St. *Phone:* 16. *Power:* 100 watts on 1420 kc. (7 a.m. to 6 p.m.; 9:30 p.m. to midnight). *Affiliation:* None. *Opened:* Aug. 1, 1932.

*Owner, publicity director:* Leonard E. Wilson. *General manager:* George Holbert.

*Rep:* Cox and Tanz. *News:* RNA (Transradio). *Seating facilities:* Lounge with view of studio. *Merchandising:* Service rendered gratis. *Foreign language programs:* Accepted. *Artists bureau:* None. *Base rate:* \$15 (½ hr.).

*Copy restrictions:* Beer announcements only accepted; no hard liquors; all other copy subject to censorship for exaggeration or conflict with pure food laws.

### KGHF, PUEBLO

*Operator:* Curtis P. Ritchie, 113 Broadway. *Phone:* 3877. *Power:* 500 watts on 1320 kc. *Affiliation:* NBC Red and Blue South Mountain Group. *Opened:* January, 1928.

*Owner:* Curtis P. Ritchie. *Station manager, commercial manager:* J. H. McGill. *Program director, musical director, publicity:* F. L. Amos. *Chief engineer:* George Ikelman.

*Rep:* None. *News:* AP from Pueblo Star-Journal and Chieftain. *Seating facilities:* Reception room, seats about 100. *Merchandising:* No specific service listed; "try to be of service to clients in promoting the



**GENE O'FALLON**

MANAGER

ALBANY HOTEL

DENVER



Represented Nationally By

**JOHN BLAIR & CO.**



## COLORADO STATIONS—Continued

sale of their products." *Foreign language programs:* Accepted—only occasional announcements with no long term contracts; very little foreign language advertising in this area. *Artists bureau:* None. *Base rate:* \$120.

*Copy restrictions:* Beer accepted; no wines or hard liquors; patent medicines accepted "if proven to be okay."

### KGEK, STERLING

*Operator:* Elmer G. Beehler, Fleming Road. *Phone:* 679. *Power:* 100 watts on

1200 kc (specified hours). *Affiliation:* None. *Opened:* December, 1925.

*General and station manager, chief engineer, publicity director:* Elmer G. Beehler. *Program director:* Percy H. Shea.

*Rep:* None. *News:* AP. *Seating facilities:* None listed. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* \$30.

*Copy restrictions:* Accept alcoholic beverages, if usual standards of good taste are observed in program and copy.

## CONNECTICUT

(402,100 radio homes)

### Radio Homes by Counties

Fairfield .....	97,620	Middlesex .....	12,410	Tolland .....	7,340
Hartford .....	104,450	New Haven .....	115,870	Windham .....	13,760
Litchfield .....	21,060	New London .....	29,590		

### WICC, BRIDGEPORT

*Operator:* The Yankee Network, Inc., Stratfield Hotel, Bridgeport; also 1110 Chapel St., New Haven. *Phones:* Bridgeport 6-1121; New Haven 7-2266. *Power:* 1,000 and 500 watts on 600 kc. *Affiliation:* NBC Basic Blue; Yankee Network; Colonial Network; Mutual. *Opened:* Aug. 2, 1926.

*President:* John Shepard III. *Station manager:* Joseph Lopez. *Commercial manager:* Fred L. Rowe. *Program and publicity director:* Judson La Haye. *Chief engineer:* Garo W. Ray. *Sales production:* Richard Voynow.

*Rep:* Edward Petry & Co., Inc. *News:* Yankee Network News Service. *Seating facilities:* Bridgeport, 35 or 40; broadcasts with larger audience allowed when outside facilities are rented; New Haven, about 150. *Merchandising:* Supplies lists of potential dealers; cooperates in any other merchandising service at cost. *Foreign language programs:* Based entirely on individual merit of each program and client. *Artists bureau:* Works through bureau of Yankee Network (see WNAC, Boston). *Base rate:* \$160.

*Copy restrictions:* Commercials must conform to ethics of good broadcasting; all continuity on patent medicines submitted to Proprietary Association; liquor advertising accepted when it conforms to laws of city and state.

### WDRG, HARTFORD

*Operator:* WDRG, Inc., 750 Main St. *Phone:* 7-1188. *Power:* 5,000 and 1,000 watts on 1330 kc. *Affiliation:* CBS. *Opened:* 1922.

*General manager, station manager:* Franklin M. Doolittle. *Commercial manager:* William F. Malo. *Studio manager:* Walter Haase. *Chief engineer:* Italo Martino. *Program director:* Sterling V. Couch. *Publicity director:* Harvey Olson.

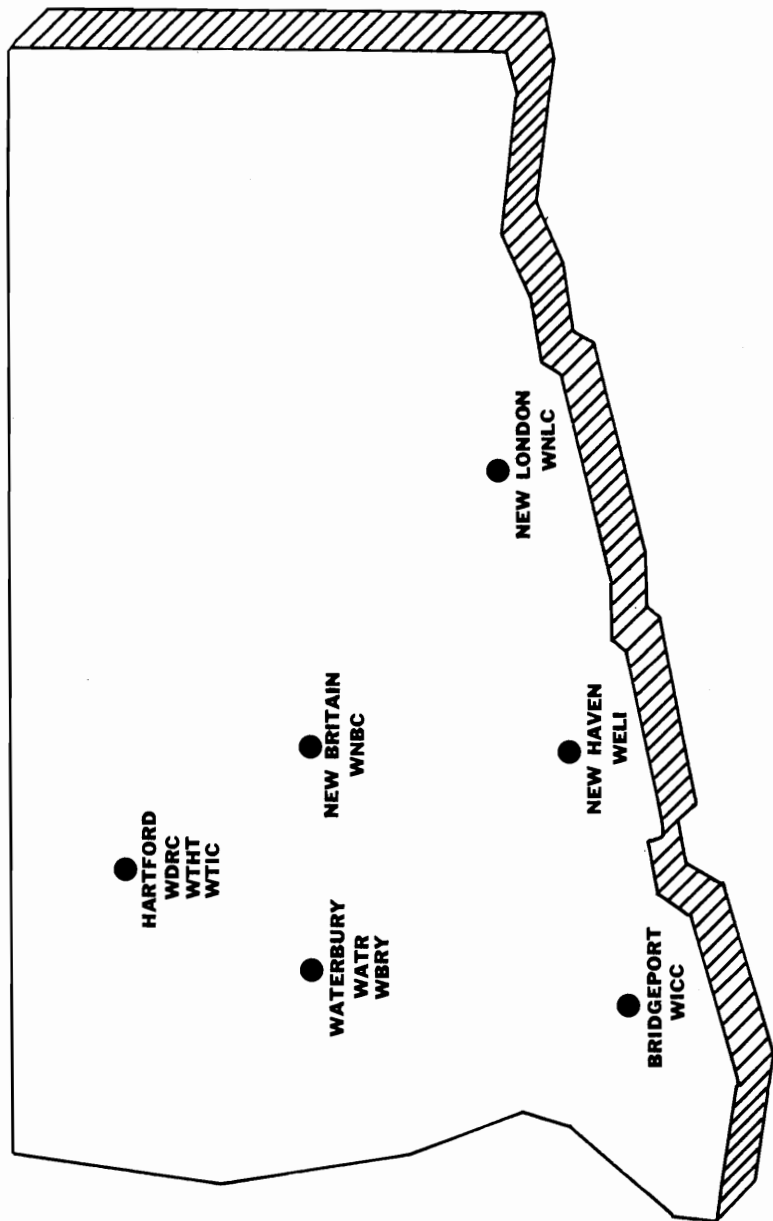
*Rep:* International Radio Sales. *News:* UP. *Seating facilities:* 50 persons. *Merchandising:* Package service available to advertisers at cost; includes letters, display cards, display windows, personal contact, publicity via station and fan papers, research; minimum of 13 weeks must be used to be eligible for this service; station reserves right to decline service where air time is deemed insufficient. *Foreign language programs:* None accepted. *Artists bureau:* None. *Base rate:* \$175.

*Copy restrictions:* No hard liquor or wines; beer accepted if program is musical and copy institutional; beer sponsorship limited to brewers only, and not distributors or retail outlets; all other copy subject to station approval.

### WTHT, HARTFORD

*Operator:* The Hartford Times, Inc., 983 Main Street. *Phone:* 7-6481. *Power:* 100

# CONNECTICUT



## CONNECTICUT STATIONS—Continued

watts on 1200 kc. *Affiliation:* Mutual Broadcasting System; Colonial and Yankee Networks. *Opened:* August 12, 1936. (Note: This station is newspaper owned by the Hartford Times).

*Station head:* Francis S. Murphy, head and general manager of the Hartford Times. *Station manager:* Cedric W. Foster. *Commercial manager:* Norbert O'Brien. *Chief engineer:* Richard K. Blackburn. *Program director:* Laureat H. Martineau.

*Rep:* J. P. McKinney & Son. *News:* AP. *Seating facilities:* About 300 persons. *Merchandising:* Publicity and listings offered in Hartford Times. *Foreign language programs:* Will accept. *Artists bureau:* None. *Base rate:* \$100.

*Copy restrictions:* no beer, wine or liquor advertising accepted; all copy subject to station approval and government regulations.

### WTIC, HARTFORD

*Operator:* The Travelers Broadcasting Service Corp., 26 Grove St. *Phone:* 2-3181. *Power:* 50,000 watts on 1040 kc. *Affiliation:* NBC Basic Red; Yankee Network. *Opened:* Feb. 10, 1925.

*Station manager:* Paul W. Morency. *Commercial manager:* James F. Clancy. *Program manager:* Thomas C. McCray. *Musical director:* Moshe Paranov. *Chief engineer:* J. Clayton Randall. *Publicity:* George Malcolm-Smith.

*Rep:* Weed & Co. *News:* Yankee Network News Service. *Seating facilities:* Observation room, 200 capacity. *Merchandising:* Rendered at cost to client. *Foreign language programs:* No set rules; currently has dance program in Polish from the Polish National Home. *Artists bureau:* None. *Base rate:* \$360.

*Copy restrictions:* Contracts and manuscripts must be submitted a week in advance subject to station or government regulation; beer and wines, as well as certain patent medicines, accepted in the past; no hard liquor.

### WNBC, NEW BRITAIN

*Operator:* State Broadcasting Corp., 147 Main St. *Phone:* 240. *Power:* 250 watts on 1380 kc (daytime). (Have construction permit for 1,000 and 250 watts). *Affiliation:* Regional network, with WOV, New York; WELI, New Haven; WCOP, Boston,

# W D R C

"THE ADVERTISING TEST STATION  
IN THE ADVERTISING TEST CITY"

HARTFORD, CONN.

## "WDR C sells for me!"

More than twice as many local advertisers are on WDR C than any other station in Hartford's major market. Local advertisers depend entirely upon immediate sales! Since the proof of good advertising is in the results, they continue to use WDR C.

There's no question about it—  
WDR C leads the field!

CONNECTICUT'S PIONEER BROADCASTER

Est. 1922

BASIC STATION OF COLUMBIA BROADCASTING  
SYSTEM SINCE 1930



# *A Smooth Path*

## **TO THIS BILLION DOLLAR MARKET**

The smoothest path to Southern New England's billion dollar market is also the surest—through the 50,000 Watts of Station WTIC. Ross Federal's survey shows that WTIC outranks its field in popularity to the tune of 60% of the families in the Hartford area, compared to 24% who listen to the number-two station at any time.

As for WTIC's popularity with advertisers—based on its record as a business builder, consider this impressive record of Southern New England's number-one station—

**FIRST** In Number of Network Advertisers

In Number of National Spot Advertisers

In Number of Local Advertisers

*Write today for our interesting 32-page brochure giving full details in the Ross Federal Survey and facts about the WTIC billion dollar market.*

# **WTIC**

## **50,000 WATTS HARTFORD, CONN.**

**THE TRAVELERS BROADCASTING SERVICE CORPORATION  
MEMBER NBC RED NETWORK AND YANKEE NETWORK**

Paul W. Morency, General Manager  
Representatives: Weed & Co.

James F. Clancy, Business Manager  
New York Detroit Chicago San Francisco

## CONNECTICUT STATIONS—Continued

and WPEN, Philadelphia. *Opened:* July 15, 1935.

*General manager:* Richard W. Davis. *Program director, musical director:* H. L. Goodwin. *Chief engineer:* Rogers B. Holt. *Publicity director:* M. Berkowitz.

*Rep:* None. *News:* Transradio. *Seating facilities:* Studios, 100 persons. *Merchandising:* Arrangements made at cost for all types of merchandising and tie-up service; station has tie-ups with local theatres. *Foreign language programs:* Accepted. *Artists bureau:* None; station talent available, however. *Base rate:* \$60.

*Copy restrictions:* Accept beer, wine and hard liquor; all copy subject to station approval and government regulation.

### WELL, NEW HAVEN

*Operator:* City Broadcasting Corp., 221 Orange St. *Phone:* 8-1133. *Power:* 500 watts on 900 kc. (to local sunset). *Affiliation:* Connecticut Broadcasting System. *Opened:* Oct. 10, 1935.

*General manager, station manager, commercial manager:* James T. Milne. *Program director:* Charles Wright. *Chief engineer:* J. Gordon Keyworth. *Artists bureau head, musical director:* Miss Marion Reynolds. *Publicity director:* Charles Wright.

*Rep:* Gene Furgason & Co. *News:* Transradio; also local. *Seating facilities:* Arrangements can be made with Hotel Taft for ballroom; also local theatres. *Merchandising:* Assist in distributing merchandise to local stores for about 50c. a call; notify merchants of new programs, either by phone or mail; other services rendered at slight additional charge. *Foreign language programs:* Accepted; scripts must be submitted in advance for translation and approval; talent must be live talent, and if instrumental must belong to Musicians' Union; Italian programs currently carried. *Artists bureau:* Setup nominal only. *Stock:* Closed corporation, principal stockholder being Patrick J. Goode. *Base rate:* \$125.

*Copy restrictions:* Beer and wine accepted; no hard liquor; copy must be submitted week in advance and conform to NAB Code of Ethics.

### WNLC, NEW LONDON

*Operator:* Thames Broadcasting Corp., Mohican Hotel. *Phone:* 3353. *Power:* 100 watts on 1500 kc. (daytime). *Affiliation:* Mutual; Yankee Network and Colonial Network. *Opened:* Sept. 13, 1936.

*President:* Roderick L. Morey. *Station manager:* Gerald J. Morey. *Program director, artists bureau head:* Paul R. Swimelar. *Chief engineer:* Neil Spencer. *Mu-*

*sical director:* Richard Benvenuti. *Publicity director:* Edwin J. Morey.

*Rep:* None. *News:* UP; Yankee Network News Service; local. *Seating facilities:* Two studios, seating 20 persons each. *Merchandising:* Limited mailing to merchants and distribution of window cards and sales data; listings in printed programs, distributed weekly. *Foreign language programs:* Yes; announcements not accepted in a foreign language unless a part of a foreign language program. *Artists bureau:* Setup nominal only. *Stock:* Principally held by Roderick L. Morey. *Base rate:* \$38.

*Copy restrictions:* None, other than that copy be in good taste and not of an "objectionable nature."

### WATR, WATERBURY

*Operator:* WATR Co., Inc., 47 Grand Street. *Phone:* 3-5161. *Power:* 100 watts on 1190 kc (operates on limited time schedule; has construction permit for 250 watts on 1290 kc unlimited time). *Affiliation:* Connecticut Broadcasting System. *Opened:* June 15, 1934.

*General and station manager:* Harold Thomas. *Business manager:* Samuel Elman. *Program director, artists bureau head:* James Parker. *Chief engineer:* Carl Stromwell. *Publicity director:* Charles Cutler.

*Rep:* Sears & Ayer (New York). *News:* Transradio. *Seating facilities:* 150 persons. *Merchandising:* No information given. *Foreign language programs:* Has Italian, Lithuanian and Polish programs. *Artists bureau:* Yes; lists about 50 artists. *Base rate:* \$75.

*Copy restrictions:* Accept beer, wine and liquor; patent medicines must meet approved standards.

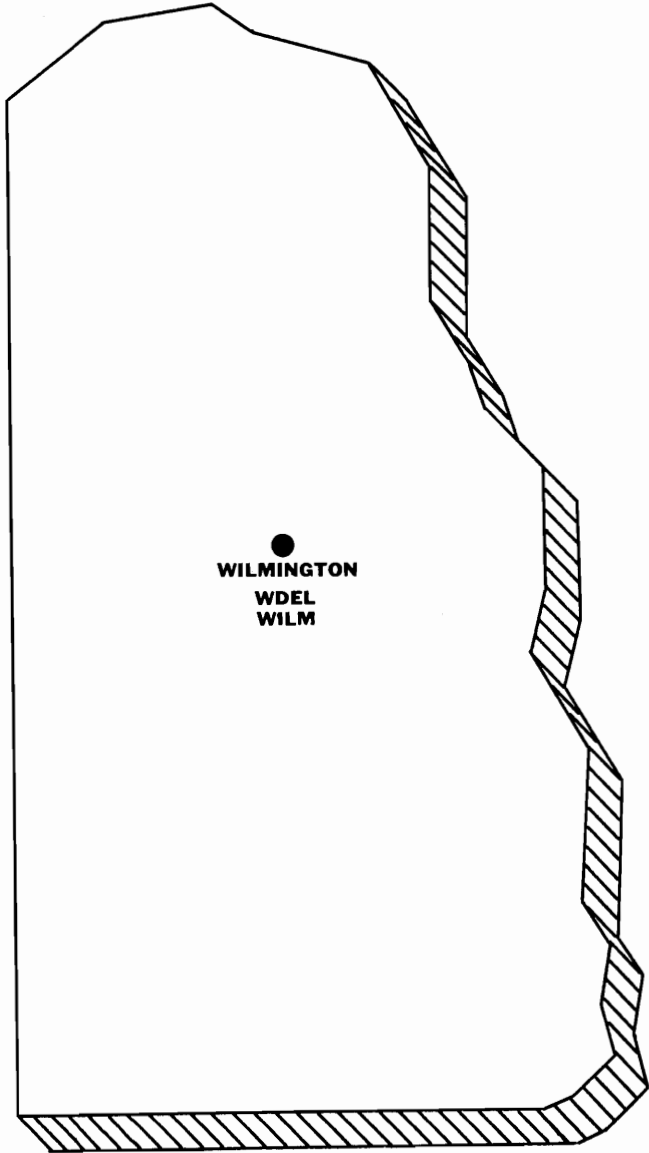
### WBRY, WATERBURY

*Operator:* American Republican, Inc., 136 Grand St. (New Haven, Conn., address: 152 Temple St.). *Phone:* 3-1125; (New Haven: 7-1243). *Power:* 1,000 watts on 1530 kc. *Affiliation:* Colonial Network; Mutual Broadcasting System. *Opened:* Nov. 3, 1934. (Note: WBRY is newspaper owned and operated; American and Republican.)

*President:* William J. Pape. *Business manager:* Erwin J. Frey. *Commercial manager:* Murray L. Grossman. *Studio director:* David Hale Halpern. *Chief engineer:* Sidney Warner. *Musical director:* Waldo S. Newbury. *Publicity director:* E. Christy Erk.

*Rep:* Joseph Hershey McGillvra. *News:* UP, AP. *Seating facilities:* Theatre room,

# DELAWARE



## CONNECTICUT STATIONS—Continued

capacity 150. *Merchandising:* Advice on copy, and type of program; show cards and newspaper ads to satisfaction of client. *Foreign language programs:* Accepted; have Italian, Lithuanian and Polish live talent series. *Artists bureau:* None. *Base rate:* \$100.

*Copy restrictions:* Accept beer, wines, and whiskey, with copy subject to good taste; patent medicine copy watched carefully; other restrictions not specific, other than demanding that "grade A" requirements be observed.

## DELAWARE

(57,600 radio homes)

### Radio Homes by Counties

Kent ..... 7,990    New Castle ..... 38,260    Sussex ..... 11,350

### WDEL, WILMINGTON

*Operator:* WDEL, Inc., 10th & King Sts. *Phone:* 7268. *Power:* 500 and 250 watts on 1120 kc. *Affiliation:* NBC Basic Red; Inter-City Broadcasting System; Mason-Dixon Radio Group. *Opened:* May 1, 1922.

*President:* Clair R. McCollough. *Station and commercial manager:* J. Gorman Walsh. *Chief engineer:* J. E. Mathiot. *Artists bureau head:* Irene Barry. *Musical director:* Victor Caille. *Publicity director:* Lonny Starr.

*Rep:* Paul H. Raymer Co. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Usual services offered, including publicity and listings through newspaper affiliates. *Foreign language programs:* Will accept. *Artists bureau:* Setup nominal only. *Base rate:* \$125.

*Copy restrictions:* Beer, wine and liquor advertising accepted; all copy must conform to station standards.

### WILM, WILMINGTON

*Operator:* Delaware Broadcasting Co., Inc., 10th & King Sts. *Phone:* 7268. *Power:* 100 watts on 1420 kc. (shares time with WAZL). *Affiliation:* Mason-Dixon Radio Group. *Opened:* 1922.

*President:* Clair R. McCollough. *Station and commercial manager:* J. Gorman Walsh. *Program director:* John Hartman. *Chief engineer:* J. E. Mathiot.

*Rep:* Paul H. Raymer Co. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Offer usual services, including publicity and listings through newspaper affiliates. *Foreign language programs:* Will accept. *Artists bureau:* None. *Base rate:* \$100.

*Copy restrictions:* Beer, wine and liquor advertising accepted; all copy subject to station approval.

## DISTRICT OF COLUMBIA

(152,900 radio homes)

### WJSV, WASHINGTON

*Operator:* Columbia Broadcasting System, Earle Bldg., 13th and E Streets, N.W. *Phone:* Metropolitan 3200. *Power:* 10,000 watts on 1460 kc. *Affiliation:* CBS. *Opened:* October 20, 1932.

*Vice-president:* Harry C. Butcher. *General manager:* A. D. Willard, Jr. *Program director:* F. A. Long. *Sales manager:* William D. Murdock. *Chief engineer:* Clyde Hunt. *Publicity director:* Ann Gillis. *Musical director:* Leon Brusiloff.

*Rep:* Radio Sales. *News:* UP. *Seating facilities:* Audiences from 100 to 1,200

can be seated. *Merchandising:* Services of publicity department offered without charge; letters to distributors, dealers or groups of individuals at cost of multi-graphing, stamping, addressing and mailing; contact dealers by personal calls or phone at cost; research service among dealers, distributors or general public at cost.

*Foreign language programs:* No rules; no demand for same, as foreign population is very small. *Artists bureau:* None, as such, but has contracts with artists appearing regularly on station. *Base rate:* \$300.

## DISTRICT OF COLUMBIA STATIONS—Continued

*Copy restrictions:* CBS program policies.

### WMAL, WASHINGTON

*Operator:* National Broadcasting Co., Inc. (owned by M. A. Leese Radio Corp.), Trans-Lux Bldg. *Phone:* District 0300. *Power:* 500 and 250 watts on 630 kc. *Affiliation:* NBC Basic Blue. *Opened:* 1926.

*Vice-president:* Frank M. Russell. *Manager:* Kenneth H. Berkeley. *Commercial manager:* John Dodge. *Program director:* Carleton Smith. *Chief engineer:* A. E. Johnson. *Publicity director:* Marion Gale.

*Rep:* National Broadcasting Co. *News:* UP. *Seating facilities:* One studio can accommodate 200 persons; two others have 100 capacity combined. *Merchandising:* Advisory service only. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$200.

*Copy restrictions:* Lectures and educational talks not accepted between 6 p.m. and midnight except by special arrangement; time of broadcast subject to change to other periods on 28 days' notice to accommodate network broadcasts, excepting in the case of independent announcements which may be moved to other periods if available, and as arranged by station manager on 24 hours' notice; closing date is two weeks in advance of initial program and the program material must be arranged one week in advance of broadcast date—no change within two days preceding broadcast; all programs subject to station approval; beer is accepted; no other alcoholic beverages; other policies conform to NBC Program Policies.

### WOL, WASHINGTON

*Operator:* American Broadcasting Company, Heurich Bldg., 1627 K St., N. W. *Phone:* Metropolitan 0012. *Power:* 100 watts on 1310 kc. (Have construction permit for 1,000 watts on 1230 kc.) *Affiliation:* Mutual Broadcasting System; Inter-City Broadcasting System. *Opened:* December 10, 1924.

*President:* LeRoy Mark. *Station Manager:* William B. Dolph. *Commercial manager:* H. V. Seay. *Program and publicity*

*director:* Madeline Ensign. *Chief engineer:* H. H. Lyon. *Musical director:* Art Brown.

*Rep:* None. *News:* Transradio. *Seating facilities:* 200 persons. *Merchandising:* Supply lists of retailers and wholesalers; mail out limited number of letters or printed matter, with advertiser paying postage and furnishing printed matter, station furnishing letter heads and labor; introduce salesmen to key buyers; arrange audition of program for important local outlets, advertiser to pay for talent; personal calls informing chain stores, etc., of campaign. *Foreign language programs:* Will accept; literal translation must be furnished in advance. *Artists bureau:* None. *Base rate:* \$120.

*Copy restrictions:* Beer, wine and liquor advertising accepted weekdays only; patent medicine copy subject to station approval and regulations of FCC, Federal Trade Commission and Better Business Bureau; spot announcements limited to 100 words, chain breaks to 40 words; commercial continuity on day and night quarter-hours limited to 425 words; no false or misleading advertising, disparagement of competitors; no violation of good taste; no fortune telling, numerology, etc.

### WRC, WASHINGTON

*Operator:* National Broadcasting Co., Inc. (owner and operator), Trans-Lux Bldg. *Phone:* District 0300. *Power:* 5,000 and 1,000 watts on 950 kc. *Affiliation:* NBC Basic Red. *Opened:* Aug. 1, 1923.

*Vice-president:* Frank M. Russell. *Manager:* Kenneth H. Berkeley. *Commercial manager:* John Dodge. *Program director:* Fred Shawn. *Chief engineer:* A. E. Johnson. *Publicity director:* Marion Gale.

*Rep:* National Broadcasting Co. *News:* UP. *Seating facilities:* About 200 persons can be accommodated in one studio; about 100 in two other studios, combined. *Merchandising:* Advisory service only. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$200.

*Copy restrictions:* Same as National Broadcasting Co. (NBC Program Policies); also see WMAL, Washington, D. C.

V  
RD



# FLORIDA

(297,900 radio homes)

## Radio Homes by Counties

Alachua .....	5,660	Hamilton .....	1,270	Okeechobee .....	670
Baker .....	870	Hardee .....	1,640	Orange .....	11,730
Bay .....	2,120	Hendry .....	600	Osceola .....	2,220
Bradford .....	1,260	Hernando .....	800	Palm Beach .....	12,250
Brevard .....	2,670	Highlands .....	2,010	Pasco .....	1,910
Broward .....	4,530	Hillsborough .....	32,990	Pinellas .....	17,420
Calhoun .....	970	Holmes .....	1,480	Polk .....	14,230
Charlotte .....	780	Indian River .....	1,210	Putnam .....	3,420
Citrus .....	930	Jackson .....	4,050	St. Johns .....	3,910
Clay .....	1,150	Jefferson .....	1,960	St. Lucie .....	1,470
Collier .....	430	Lafayette .....	620	Santa Rosa .....	1,900
Columbia .....	2,250	Lake .....	4,560	Sarasota .....	2,720
Dade .....	38,000	Lee .....	3,190	Seminole .....	3,760
De Soto .....	1,480	Leon .....	3,960	Sumter .....	1,570
Dixie .....	1,100	Levy .....	1,880	Suwannee .....	2,140
Duval .....	36,730	Liberty .....	610	Taylor .....	2,120
Escambia .....	10,110	Madison .....	2,050	Union .....	790
Flagler .....	430	Manatee .....	4,490	Volusia .....	10,340
Franklin .....	1,190	Marion .....	4,920	Wakulla .....	800
Gadsden .....	3,870	Martin .....	980	Walton .....	1,990
Gilchrist .....	520	Monroe .....	2,810	Washington .....	1,590
Glades .....	430	Nassau .....	1,520		
Gulf .....	520	Okaloosa .....	1,350		

### WMFJ, DAYTONA BEACH

*Operator:* W. Wright Esch, 126½ Magnolia Ave. *Phone:* 91. *Power:* 100 watts on 1420 kc. *Affiliation:* None. *Opened:* April, 1935.

*Owner-manager:* W. W. Esch. *Commercial manager, artists bureau head, publicity director:* Ed Sims. *Program director:* Billie B. Esch. *Chief engineer:* Webster Ellenwood.

*Rep:* None listed. *News:* Transradio; also local. *Seating facilities:* None listed. *Merchandising:* Complete service offered. *Foreign language programs:* Accepted if in French, Jewish, German or Spanish. *Artists bureau:* Yes; have about half a dozen orchestras, vocalists, actors, announcers. *Stock:* Owned by W. W. Esch. *Base rate:* \$75.

*Copy restrictions:* No hard liquor; copy should "not offend ordinary good taste."

### WRUF, GAINESVILLE

*Operator:* State and University of Florida, University of Florida. *Phone:* University 55. *Power:* 5,000 watts on 830 kc. (to sunset in Denver). *Affiliation:* None. *Opened:* August, 1928.

*Director:* Garland W. Powell. *Assistant director:* Russell McCaughen. *Chief engineer:* Joseph Weil. *Chief operator:* F. B. Duncan.

*Rep:* None. *News:* AP. *Seating facilities:*

*ties:* University auditorium, capacity 2,000. *Merchandising:* None. *Foreign language programs:* None; no need for them in this community. *Artists bureau:* None; staff composed entirely of non-pro artists. *Stock:* Entirely state-owned. *Base rate:* \$75.

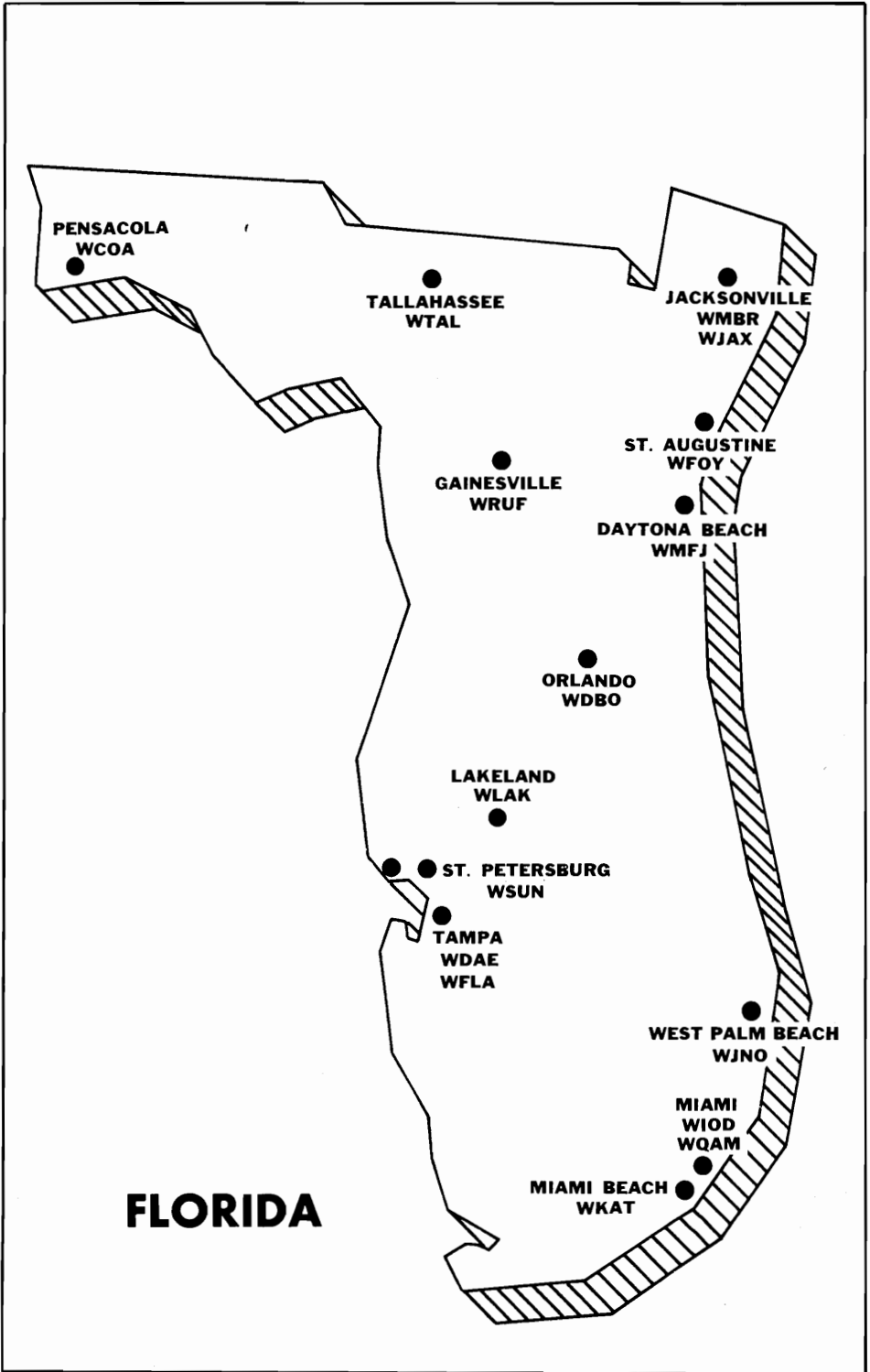
*Copy restrictions:* No alcoholic beverage or patent medicine accounts of any kind; political speeches not accepted; all programs subject to approval by station management, rules and regulations of state and federal government, and policies of the Board of Control of Higher Learning of Florida; no business on a "per inquiry" basis.

### WJAX, JACKSONVILLE

*Operator:* City of Jacksonville, 1 Broadcast Place. *Phone:* 5-5821. *Power:* 5,000 and 1,000 watts on 900 kc. *Affiliation:* NBC Red and Blue Florida Groups. *Opened:* Nov. 25, 1925. (Note: This station is owned and operated by the City of Jacksonville).

*Station and commercial manager, chief engineer:* John T. Hopkins III.

*Rep:* John Blair & Co. *News:* None. *Seating facilities:* 100 persons. *Merchandising:* Complete service offered on contracts which "warrant" it at no charge other than actual cost of stamps, letter-



## FLORIDA STATIONS—Continued

heads, etc.; install window displays, contact dealers by phone or personal calls, mail out circulars, etc. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$190.

*Copy restrictions:* Beer and wine accepted; no hard liquor; some patent medicines accepted; all copy subject to station approval.

### WMBR, JACKSONVILLE

*Operator:* Florida Broadcasting Co., 118 W. Adams St. *Phone:* 5-4387. *Power:* 250 and 100 watts on 1370 kc. *Affiliation:* CBS. *Opened:* 1927.

*President, general manager, commercial manager:* Frank King. *Production manager, secretary, treasurer:* Glenn Marshall, Jr. *Program director, musical director:* Marie Elliott. *Chief engineer:* H. B. Greene.

*Rep:* Paul H. Raymer Co. *News:* UP. *Seating facilities:* Studio, seating 100 persons. *Merchandising:* Contact distributors; conduct monthly cross-section survey of food and drug outlets. *Foreign language programs:* Never any occasion for such programs to date; probably would take, after investigation of company and check of translated copy. *Artists bureau:* Yes, lists about 30 artists. *Base rate:* \$125.

*Copy restrictions:* Accept beer and wine; no liquor advertising; all commercial copy checked for good taste and truthfulness and must not exceed 3 minutes per quarter-hour.

### WLAK, LAKELEND

*Operator:* Lake Region Broadcasting Co., New Florida Hotel. *Phone:* 2128. *Power:* 100 watts on 1310 kc. *Affiliation:* None. *Opened:* May 15, 1936.

*Station manager:* Joseph F. Smiley. *Commercial manager:* D. M. Brown. *Program director:* G. G. Fletcher. *Chief engineer:* W. P. Hunter. *Musical director:* L. Van Wilson.

*Rep:* None. *News:* Transradio. *Seating facilities:* Two studios, about 25 persons each. *Merchandising:* Cooperation by sales and publicity department when requested; suitable merchandising setup maintained. *Foreign language programs:* None listed. *Artists bureau:* None. *Stock:* Principally held by J. P. Marchant. *Base rate:* \$40.

*Copy restrictions:* Beer and wine copy accepted; no hard liquors; patent medicines subject to rigid inspection of continuity; no copy that would "antagonize the listener."

### WIOD, MIAMI

*Operator:* Isle of Dreams Broadcasting Corp., News Tower, 600 Biscayne Blvd.

*Phone:* 36444. *Power:* 1,000 watts on 610 kc. *Affiliation:* NBC Red and Blue. *Opened:* January, 1926. (Note: This station is newspaper-owned by the Miami Daily News.)

*Vice-president, general manager:* Hal Leyshon. *Station manager, program director:* Martin S. Wales. *Commercial manager:* S. A. Vetter. *Chief engineer:* Milton C. Scott, Jr. *Musical director:* Earle B. Hanson. *Publicity director:* Boorman Byrd.

*Rep:* George P. Hollingbery, Chicago. *News:* INS; UP. *Seating facilities:* Studio, seating 200 persons; spectators' gallery, 100. *Merchandising:* Cooperate, upon request, in supplying newspaper and other publicity, window displays, etc.; all services rendered at actual cost. *Foreign language programs:* Accepted, but must be accompanied by English translation. *Artists bureau:* Yes. *Stock:* Principally held by Metropolis Publishing Co. *Base rate:* \$150.

*Copy restrictions:* Beer, wine and certain types of patent medicines accepted; no liquor advertising; all copy must be in good taste and present "true picture of product advertised."

### WQAM, MIAMI

*Operator:* Miami Broadcasting Co., Postal Bldg. *Phone:* 26121. *Power:* 1,000 watts on 560 kc. *Affiliation:* CBS. *Opened:* 1921.

*President:* Fred W. Borton. *Station manager:* Fred Mizer. *Commercial manager, program director:* Norman MacKay. *Chief engineer:* Ralph Nulsen. *Artists bureau head:* Hazel McGuire. *Musical director:* Jack Thurston. *Publicity director:* Leslie Harris.

*Rep:* John Blair & Co. *News:* UP, Transradio. *Seating facilities:* Studio, 50 persons. *Merchandising:* Write and mail dealer letters; conduct phone and personal call surveys; place reasonable number of displays; publicity; pre-views of air shows; supply studio facilities for dealer meetings. *Foreign language programs:* Accept announcements on programs in Spanish, if accompanied by English version simultaneously (this is mostly for transmission to Cuba). *Artists bureau:* None; can supply artists, however. *Stock:* Held closely by Miami Broadcasting Co., F. W. Borton, president, and W. W. Luce, vice-president. *Base rate:* \$150.

*Copy restrictions:* Commercials cannot exceed three minutes in 15; no hard liquors; all patent medicine copy first submitted to governmental agencies for examination before broadcast.

### WKAT, MIAMI BEACH

*Operator:* A. Frank Katzentine. *Power:* 100 watts on 1500 kc.

## FLORIDA STATIONS—Continued

No further information available after repeated requests.

### WDBO, ORLANDO

*Operator:* Orlando Broadcasting Company, Inc., Fort Gatlin Hotel, 563 N. Orange Ave. *Phone:* 6181. *Power:* 5,000 and 1,000 watts on 580 kc. *Affiliation:* CBS. *Opened:* May 10, 1924.

*President:* Colonel George C. Johnston. *Station and commercial manager:* Harold P. Danforth. *Program director:* E. M. Beckett. *Chief engineer:* J. E. Yarbrough. *Studio director:* W. G. McBride. *Musical director:* Walter Kimble. *Publicity director:* G. Burnett. *Manager Extension Studio in Deland and Sanford:* Jas. H. Knox.

*Rep:* Paul H. Raymer Co. *News service:* UP. *Seating facilities:* Studios and large reception room; capacities not listed. *Merchandising:* Complete service offered at actual cost. *Foreign language programs:* Will accept, but requests are rare as foreign population is very small. *Artists bureau:* Yes; lists about 20 artists. *Base rate:* \$100.

*Copy restrictions:* Beer and wine accepted; no liquor advertising; all copy subject to station approval.

### WCOA, PENSACOLA

*Operator:* Pensacola Broadcasting Company, San Carlos Hotel. *Phone:* 2159. *Power:* 1,000 and 500 watts on 1,340 kc. *Affiliation:* CBS. *Opened:* February, 1926. (Note: This station is newspaper-owned by the Pensacola Journal and News.)

*General and station manager:* Henry G. Wells, Jr. *Commercial manager:* R. R. Powell. *Program and publicity director:* John J. Gray. *Chief engineer:* Beecher Hayford. *Musical director:* Ray Rogers.

*Rep:* John H. Perry Associates. *News:* Press-Radio through CBS. *Seating facilities:* studios, seating over 100 persons; also have weekly shows from two local theatres, seating about 2,000; auditorium available seating 700. *Merchandising:* Maintain contacts with wholesalers; supply program listings and publicity for local and out-of-town papers. *Foreign language programs:* Not accepted. *Artists bureau:* Yes; number of artists not given. *Base rate:* \$75.

*Copy restrictions:* Beer and wine accepted; hard liquor advertising not accepted; spot announcements limited to 100 words; chain breaks may not exceed 40 words.

W I O D 6 1 0 K C . . . . . M I A M I

C O V E R A G E

P R E F E R E N C E

# W I O D

N E T W O R K S

N E T W O R K S

## FLORIDA STATIONS—Continued

### WFOY, ST. AUGUSTINE

*Operator:* Fountain of Youth Properties, Inc., Fountain of Youth Park. *Phone:* 1400. *Power:* 250 and 100 watts on 1210 kc. *Affiliation:* None. *Opened:* February 11, 1937.

*President:* Walter B. Fraser. *Station manager:* R. M. Tigert. *Commercial manager:* John Cummins. *Program director:* Ruth Loring Tanksley. *Chief engineer:* Bradley H. Overton.

*Rep:* None. *News:* Transradio. *Seating facilities:* 50 persons. *Merchandising:* Complete service offered; rates vary according to amount of cooperation desired by advertiser. *Foreign language programs:* No rules, as such programs have not been requested to date. *Artists bureau:* None. *Stock:* Principally held by Walter B. Fraser and Adeline Fraser. *Base rate:* \$35.

*Copy restrictions:* Accept beer and wine; no hard liquor; patent medicines accepted if approved by local Medical Association; all concerns investigated to insure authentic statements in commercials.

### WSUN, ST. PETERSBURG

*Operator:* St. Petersburg Chamber of Commerce, Municipal Pier. *Phone:* 4747. *Power:* 5,000 and 1,000 watts on 620 kc. (shares transmitter and hours of operation with WFLA). *Affiliation:* NBC South-eastern Group. *Opened:* 1927. (Note: This station is municipally owned.)

*General, station and commercial manager:* Harold H. Meyer. *Program director:* Maurice F. Hayes. *Engineers:* Louis J. Link, chief engineer; Joseph Mitchell, consulting engineer. *Sales manager:* Jerry Wigley.

*Rep:* Transamerican Broadcasting and Television Corp. *News:* INS. *Seating facilities:* Studio seats 200 persons, auditorium, 3,000. *Merchandising:* Use street car cards; dealer contacts; general publicity; service is gratis. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$120.

*Copy restrictions:* Beer and wine accepted; no hard liquor advertising; patent medicines subject to station approval; all commercial copy must be in "absolute good taste."

### WTAL, TALLAHASSEE

*Operator:* Florida Capitol Broadcasters, Inc., Thomasville Highway. *Phone:* 1310-R. *Power:* 250 and 100 watts on 1310 kc. *Affiliation:* None. *Opened:* Oct. 7, 1935. (Note: Gilbert Freeman, major stockholder in this station, is also major stockholder in three weekly newspapers: Highlands

County Pilot, Scenic Highlands Sun, and Lake Placid News.)

*President:* Gilbert Freeman. *Station and commercial manager:* Richard Kingston. *Chief engineer:* J. H. Bailey. *Musical director:* Lillian Kalil.

*Rep:* World Broadcasting System. *News:* UP. *Seating facilities:* Small reception room; no number given. *Merchandising:* Have tie-up with Florida State News (local morning daily). *Foreign language programs:* No set rules on acceptance. *Artists bureau:* None. *Stock:* Principal holders are Gilbert and Vera Freeman. *Base rate:* \$58.

*Copy restrictions:* Beer and wines accepted; no hard liquor; all copy and continuity subject to inspection and censorship of station.

### WDAE, TAMPA

*Operator:* Tampa Times Company, Tampa Terrace Hotel. *Phone:* M-1818. *Power:* 5,000 and 1,000 watts on 1220 kc. *Affiliation:* CBS. *Opened:* May 17, 1922. (Note: This station is newspaper-owned by the Tampa Times.)

*President:* David E. Smiley. *Station and commercial manager:* L. S. Mitchell. *Program director:* Kenneth W. Skelton. *Chief engineer:* William Pharr Moore. *Musical director:* M. E. Plattner. *Publicity director:* Virginia James.

*Rep:* The Katz Agency. *News:* Transradio. *Seating facilities:* Can accommodate about 40 persons. *Merchandising:* Dealer contacts by person or phone; placing of show case and window cards; promotional letters. *Foreign language programs:* Accept Spanish programs; same rules as apply to regular commercials, with interpretation to be done by staff Spanish announcer. *Artists bureau:* None. *Base rate:* \$100.

*Copy restrictions:* Beer and wine accepted; no hard liquor; no specific rules govern copy.

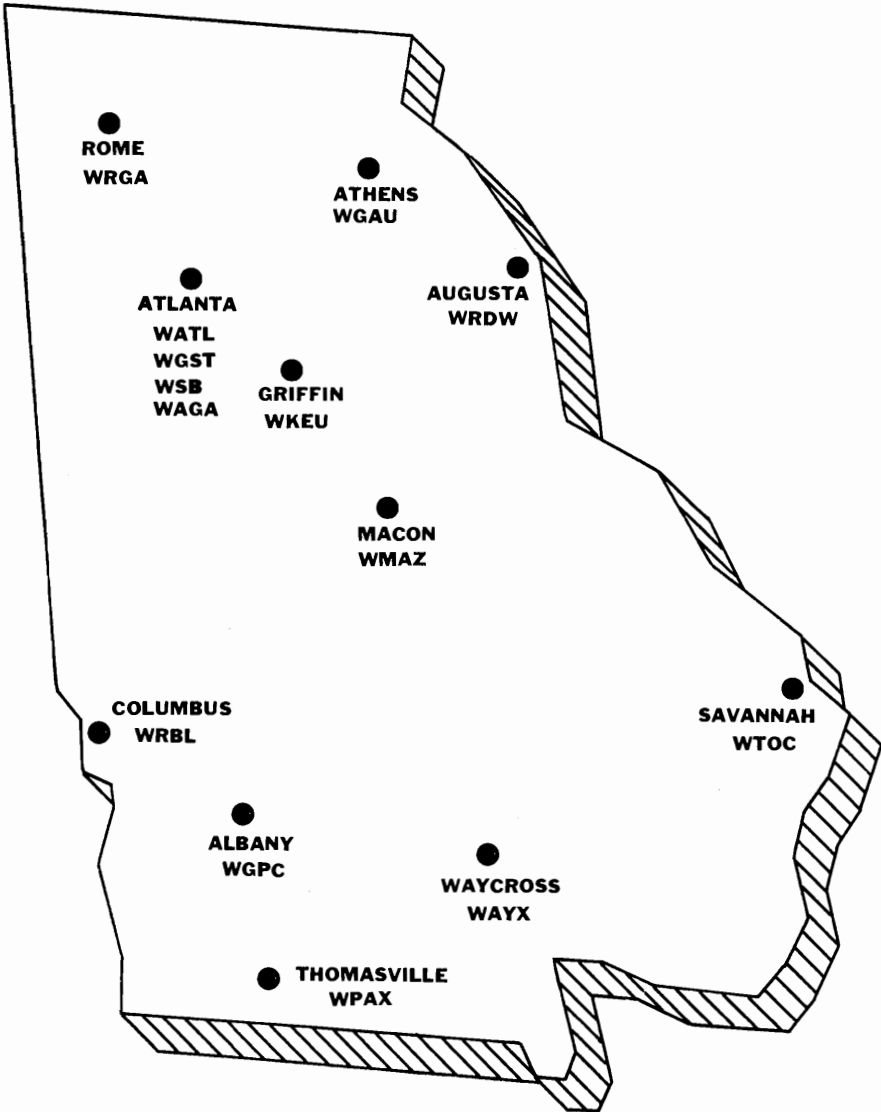
### WFLA, TAMPA-CLEARWATER

*Operator:* Florida West Coast Broadcasting Co., Inc., Tarr Building, Tampa. *Phone:* Tampa: H 1828; Clearwater: 2753. *Power:* 5,000 and 1,000 watts on 620 kc. (Note: WSUN and WFLA share transmitter and hours of operation.) *Affiliation:* NBC Red and Blue Florida Groups. *Opened:* November, 1925.

*General manager, station manager, commercial manager:* W. Walter Tison. *Program director:* Mardi Liles. *Chief engineer:* Joe H. Mitchell. *Artists bureau head:* Ollie Reihl. *Musical director:* Paul Jones. *Publicity director:* Don Bell.

*Rep:* John Blair & Co. *News:* Press-Radio. *Seating facilities:* About 100 per-

# GEORGIA



## FLORIDA STATIONS—Continued

sons. *Merchandising*: Reasonable service offered; cover Tampa, Clearwater, St. Petersburg, Plant City, Lakeland, Bradenton and Sarasota with surveys; contact trades people personally in proportion to size of account; mail contacts; letters. *Foreign language programs*: Not accepted generally. *Artists bureau*: Yes; have about a dozen artists under contract. *Base rate*: \$120.

*Copy restrictions*: Accept alcoholic beverage advertising if in "good taste"; all copy must comply with rules of FCC and the Federal Trade Commission; station reserves power of censorship at all times.

### WJNO, WEST PALM BEACH

*Operator*: WJNO, Inc., P. O. Box 189.  
*Phone*: 5157. *Power*: 250 and 100 watts on

1200 kc. *Affiliation*: CBS. *Opened*: July 31, 1936.

*President, station and commercial manager*: George A. Hazelwood. *Chief engineer*: Francis G. Carroll. *Program director*: Connie Abbott. *Publicity director*: Margaret Lightner.

*Rep*: Weed & Co., New York. *News*: UP.

*Seating facilities*: 15 persons. *Merchandising*: Complete cooperation with advertiser. *Foreign language programs*: None. *Artists bureau*: None. *Base rate*: \$70.

*Copy restrictions*: Beer and wine accepted; no liquor advertising; all copy subject to station approval and government regulations.

## GEORGIA

(370,800 radio homes)

### Radio Homes by Counties

Appling .....	1,270	Crisp .....	2,220	Jasper .....	920
Atkinson .....	720	Dade .....	400	Jeff Davis .....	770
Bacon .....	640	Dawson .....	280	Jefferson .....	1,980
Baker .....	690	Decatur .....	2,790	Jenkins .....	1,330
Baldwin .....	2,090	De Kalb .....	12,600	Johnson .....	1,210
Banks .....	750	Dodge .....	2,100	Jones .....	780
Barrow .....	1,360	Dooly .....	1,670	Lamar .....	1,140
Bartow .....	2,730	Dougherty .....	3,920	Lanier .....	530
Ben Hill .....	1,820	Douglas .....	890	Laurens .....	3,360
Berrien .....	1,320	Early .....	1,720	Lee .....	870
Bibb .....	13,860	Echols .....	330	Liberty .....	810
Bleckley .....	880	Effingham .....	1,130	Lincoln .....	600
Brantley .....	700	Elbert .....	1,980	Long .....	430
Brooks .....	2,120	Emanuel .....	2,220	Lowndes .....	4,110
Bryan .....	660	Evans .....	670	Lumpkin .....	450
Bulloch .....	2,500	Fannin .....	1,240	McDuffie .....	930
Burke .....	3,180	Fayette .....	730	McIntosh .....	810
Butts .....	980	Floyd .....	6,570	Macon .....	1,730
Calhoun .....	1,110	Forsyth .....	860	Madison .....	1,290
Camden .....	750	Franklin .....	1,380	Marion .....	650
Campbell .... (See Fulton)		Fulton with Camp-		Meriwether .....	2,330
Candler .....	770	bell and Milton...	67,230	Miller .....	800
Carroll .....	3,360	Gilmer .....	620	Milton .... (See Fulton)	
Catoosa .....	930	Glascocock .....	400	Mitchell .....	2,320
Charlton .....	510	Glynn .....	3,410	Monroe .....	1,180
Chatham .....	21,150	Gordon .....	1,610	Montgomery .....	880
Chattahoochee .....	580	Grady .....	1,860	Morgan .....	1,350
Chattooga .....	1,550	Greene .....	1,360	Murray .....	770
Cherokee .....	1,980	Gwinnett .....	2,760	Musogee .....	10,050
Clarke .....	4,230	Habersham .....	1,300	Newton .....	1,940
Clay .....	690	Hall .....	3,540	Oconee .....	710
Clayton .....	1,010	Hancock .....	1,140	Oglethorpe .....	1,150
Clinch .....	940	Haralson .....	1,250	Paulding .....	1,050
Cobb .....	4,420	Harris .....	1,100	Peach .....	1,320
Coffee .....	1,870	Hart .....	1,260	Pickens .....	980
Colquitt .....	3,150	Heard .....	710	Pierce .....	1,180
Columbia .....	810	Henry .....	1,440	Pike .....	950
Cook .....	1,120	Houston .....	1,100	Polk .....	2,940
Coweta .....	2,940	Irwin .....	1,040	Pulaski .....	950
Crawford .....	580	Jackson .....	2,100	Putnam .....	860

## GEORGIA STATIONS—Continued

Quitman .....	340	Tattnall .....	1,420	Walker .....	3,040
Rabun .....	610	Taylor .....	1,010	Walton .....	2,150
Randolph .....	1,850	Telfair .....	1,470	Ware .....	4,150
Richmond .....	13,300	Terrell .....	1,990	Warren .....	990
Rockdale .....	750	Thomas .....	4,210	Washington .....	2,500
Schley .....	470	Tift .....	1,890	Wayne .....	1,390
Screven .....	1,870	Toombs .....	1,710	Webster .....	430
Seminole .....	670	Towns .....	350	Wheeler .....	780
Spalding .....	3,250	Treutlen .....	640	White .....	520
Stephens .....	1,280	Troup .....	4,780	Whitfield .....	2,460
Stewart .....	1,120	Turner .....	1,080	Wilcox .....	1,220
Sumter .....	3,390	Twiggs .....	730	Wilkes .....	1,720
Talbot .....	850	Union .....	480	Wilkinson .....	1,150
Taliaferro .....	580	Upton .....	2,220	Worth .....	1,930

### WGPC, ALBANY

*Operator:* Americus Broadcasting Corp., 125½ N. Jackson St. *Phone:* 1370. *Power:* 100 watts on 1420 kc. *Affiliation:* None. *Opened:* July 1, 1934.

*President:* J. W. Woodruff. *Station manager:* Robert L. Finch, Jr. *Program director:* Louis B. Poole. *Musical director:* Mildred Jones. *Chief engineer:* Randolph C. Hallett.

*Rep:* J. J. Devine & Associates, Inc. *News:* Locally gathered. *Seating facilities:* Studio, 100 persons. *Merchandising:* Letters to trade, dealer contacts, etc. *Foreign language programs:* None accepted (population less than 1% foreign). *Artists bureau:* None. *Base rate:* \$20 (½ hr.).

*Copy restrictions:* Adheres to NAB code on commercial copy; beer and wines accepted; no hard liquor; patent medicines acceptable if approved by the FTC.

### WGAU, ATHENS

*Operator:* J. K. Patrick, Earl B. Braswell, Tate Wright, C. A. Rowland and A. Lynne Brannen, doing business as J. K. Patrick and Co. *Power:* 250 and 100 watts on 1310 kc.

**At press time this station had a construction permit only.**

### WAGA, ATLANTA

*Operator:* Liberty Broadcasting Co. is licensee; Atlanta Journal, owner and operator of WSB, same city, operates this station; Western Union Bldg. *Phone:* Main 5101. *Power:* 1,000 and 500 watts on 1450 kc. *Affiliation:* NBC Blue Southern Group. *Opened:* Aug. 1, 1937 (in Atlanta; previously it operated in Athens, Ga., as WTFI).

*Executive director:* Lambdin Kay. *General manager:* Jess Swicegood. *Program director:* Earle Pudney. *Chief engineer:* Cliff Hanson. *Musical director:* Joan Norman.

*Rep:* Edward Petry & Co., Inc. *News:* UP. *Seating facilities:* Have observation

room; no capacity given. *Merchandising:* Newspaper publicity accorded sponsors. *Foreign language programs:* No occasion for same has arisen; audience of this type is small in the station's coverage area. *Artists bureau:* None. *Base rate:* \$180.

*Copy restrictions:* No hard liquor accounts accepted; copy must be "in good taste."

### WATL, ATLANTA

*Operator:* The Atlanta Broadcasting Co., Henry Grady Bldg. *Phone:* Walnut 4377. *Power:* 250 and 100 watts on 1370 kc. *Affiliation:* None. *Opened:* 1931.

*Owner:* J. W. Woodruff. *Station manager:* Maurice C. Coleman. *Program director:* Ken Keese. *Chief engineer:* James Comer. *Musical director:* Ken Keese.

*Rep:* None. *News:* INS. *Seating facilities:* 150 persons. *Merchandising:* Carry on direct mail campaigns—blotters, brochures, etc. *Foreign language programs:* Accept programs or announcements, copy subject to usual scrutiny. *Artists bureau:* None. *Base rate:* \$160.

*Copy restrictions:* All copy subject to acceptance by management; will not accept chiropractors; accept beer and wines; no hard liquors; accept cough remedies, headache powders, etc.

### WGST, ATLANTA

*Operator:* Southern Broadcasting Stations, Inc., Ansley Hotel. *Phone:* Walnut 8441. *Power:* 5,000 and 1,000 watts on 890 kc. *Affiliation:* CBS. *Opened:* 1929. (Note: This station is owned, but not operated, by Georgia School of Technology).

*President:* Dr. M. L. Brittain. *Station manager:* W. H. Summerville. *Commercial manager:* Frank Gaither. *Program director:* John Fulton. *Chief engineer:* Ben Akerman. *Musical director:* Lola Allen Wallace. *Publicity director:* Dan Hornsby.

*Rep:* The Katz Agency. *News:* Transradio. *Seating facilities:* None. *Merchandising:*



## GEORGIA STATIONS—Continued

Complete service offered free of charge. *Foreign language programs*: No rules, as no requests have been received to date. *Artists bureau*: None. *Base rate*: \$200.

*Copy restrictions*: Accept beer and wine; no hard liquor; all copy subject to approval of program department.

### WSB, ATLANTA

*Operator*: The Atlanta Journal Company, Atlanta Biltmore Hotel. *Phones*: Hemlock 5200; Walnut 5050. *Power*: 50,000 watts on 740 kc. *Affiliation*: NBC Red Southcentral Group. *Opened*: March 15, 1922. (Note: This station is newspaper-owned by the Atlanta Journal.)

*General and station manager*: Lambdin Kay. *Advertising manager*: John M. Outler, Jr. *Program director*: Roy McMillan. *Chief engineer*: C. F. Daugherty. *Musical director*: Marcus Bartlett. *Publicity director*: Ernest Rogers.

*Rep*: Edward Petry & Co., Inc. *News*: AP.

*Seating facilities*: Studio reception parlor, seating 200 persons; can use Biltmore Hotel auditoriums, seating 750. *Merchandising*: None offered free; will cooperate with advertisers on request. *Foreign language programs*: Will accept, but no demand in this territory. *Artists bureau*: None. *Base rate*: \$240 (½ hr.).

*Copy restrictions*: Beer and patent medicines accepted at discretion of station; no wine or liquor advertising; reserves right to edit all commercial copy.

### WRDW, AUGUSTA

*Operator*: Augusta Broadcasting Co., Tenth and Broad Sts. *Phones*: 2976-7-8. *Power*: 250 and 100 watts on 1500 kc. *Affiliation*: CBS. *Opened*: July 7, 1930.

*Station manager*: W. R. Ringson. *Commercial manager*: Thurston Bennett. *Program director, artists bureau head*: James A. Davenport. *Chief engineer*: Harvey Aderhold.

*Rep*: J. J. Devine & Associates, Inc. *News*: UP. *Seating facilities*: Can accommodate about 100 persons. *Merchandising*: Distribute postal cards, window cards and blotters; make personal phone calls; send out direct mail; all services gratis. *Foreign language programs*: No rules for or against listed. *Artists bureau*: Maintain service bureau placing artists without charge to the artist. *Base rate*: \$90 (portable remote or shortwave equipment at special rates).

*Copy restrictions*: Do not accept liquor advertising.

### WRBL, COLUMBUS

*Operator*: Columbus Broadcasting Co., Inc., 1420 Second Avenue. *Phone*: 4300-4301; *Power*: 250 and 100 watts on 1200 kc. *Affiliation*: None. *Opened*: 1927.

*Owner*: J. W. Woodruff. *General and commercial manager*: J. W. Woodruff, Jr. *Program, musical and publicity director*: Leo "Bill" Dougherty. *Chief engineer*: Oliver Heely.

*Rep*: J. J. Devine and Associates. *News*: INS. *Seating facilities*: 100 persons. *Merchandising*: Maintain a limited service, which is rendered at actual cost. *Foreign language programs*: Not accepted. *Artists bureau*: None. *Base rate*: \$114.40.

*Copy restrictions*: Accept beer and wine, but no liquor advertising; all copy subject to station approval and government regulations.

### WKEU, GRIFFIN

*Operator*: Radio Station WKEU, Griffin Hotel. *Phone*: 1137. *Power*: 100 watts on 1500 kc (daytime). *Affiliation*: None. *Opened*: July 4, 1933.

*President, station manager, chief engineer*: A. W. Marshall, Jr. *Commercial manager*: Joe Carter. *Program director*: Muriel Shackelford.

*Rep*: None. *News*: None. *Seating facilities*: No information given. *Merchandising*: No information given. *Foreign language programs*: No information given. *Artists bureau*: None. *Base rate*: \$30.

*Copy restrictions*: No information given. Rate card contains standard clauses.

### WMAZ, MACON

*Operator*: Southeastern Broadcasting Co., Inc., 211 Cotton Avenue. *Phone*: 3131. *Power*: 5,000 and 1,000 watts on 1180 kc (with KEX and KOB). *Affiliation*: CBS. *Opened*: October 30, 1922.

*President, general and station manager*: Edward K. Cargill. *Commercial manager*: Frank Crowther. *Program director*: Allie V. Williams. *Chief engineer*: George P. Rankin, Jr. *Publicity director*: Wilton E. Cobb.

*Rep*: J. J. Devine and Associates, Inc. *News*: AP. *Seating facilities*: Use Municipal Auditorium, seating 4,000, when necessary. *Merchandising*: Contact local dealers at actual cost. *Foreign language programs*: Not accepted. *Artists bureau*: None. *Stock*: Held entirely by E. K. Cargill, George P. Rankin, Jr., Wilton E. Cobb and Wallace Miller. *Base rate*: \$100.

*Copy restrictions*: Beer and wine accepted without restrictions; no hard liquor; 100-word announcements made only on participating programs.

## GEORGIA STATIONS—Continued

### WRGA, ROME

*Operator:* Rome Broadcasting Corp., National City Bank Bldg. *Phone:* 1995. *Power:* 250 and 100 watts on 1500 kc. *Affiliation:* None. *Opened:* May 5, 1930.

*President:* John W. Quarles. *Station manager, commercial manager:* J. (Happy) Quarles. *Program director, publicity director:* Jimmy Kirby. *Chief engineer:* Frank Murphree.

*Rep:* J. J. Devine & Associates. *News:* Local and UP. *Merchandising:* None. *Foreign language programs:* Not accepted; percentage of foreign population too small. *Artists bureau:* None. *Base rate:* \$60.

*Copy restrictions:* Whiskey not accepted; beer and wine okay.

### WTOC, SAVANNAH

*Operator:* Savannah Broadcasting Co., Inc., DeSoto Hotel. *Phone:* 2-0127. *Power:* 1,000 watts on 1260 kc (has construction permit for 5,000 watts daytime, 1,000 watts nighttime). *Affiliation:* CBS. *Opened:* October, 1929.

*President:* W. T. Knight, Jr. *National sales director:* C. D. Taylor. *Local sales manager:* Robert R. Feagin. *Program director:* Fred P. Pfahler, Jr. *Promotion and merchandising manager:* William B. Smart. *Chief engineer:* Laws L. Meador. *Continuity director:* Esther Shearouse. *Traffic manager:* Marion Griffin. *Transcription manager:* Dennis Brown.

*Rep:* Paul Raymer Co. *News:* UP. *Seating facilities:* Yes; capacity not listed. *Merchandising:* Send out regular bulletins to the trade; contact dealers and distributors; supply Embosograf signs for store windows, calling attention to advertiser's program; send letters and bulletins to customers and dealers; pre-plug programs; signs on station shortwave truck. *Foreign language programs:* Accepted if certified

translation is furnished for station scrutiny. *Artists bureau:* Yes; no details given. *Base rate:* \$100.

*Copy restrictions:* Accept beer and wine, but no hard liquor; all copy subject to station approval and government regulations.

### WPAX, THOMASVILLE

*Operator:* H. Wimpy. *Power:* 100 watts on 1210 kc. (daytime). *Affiliation:* None. *Opened:* 1934.

*Base rate:* \$45.

No further information available after repeated requests.

### WAYX, WAYCROSS

*Operator:* S. F. and E. F. Sapp, doing business as the Waycross Broadcasting Co., 620 Plant Ave. *Phone:* 965. *Power:* 250 and 100 watts on 1200 kc. *Affiliation:* None. *Opened:* Oct. 12, 1936. (Note: This station is under option of sale to Jack Williams, owner of the Waycross Journal-Herald, subject to FCC approval).

*Station head:* S. F. Sapp. *Station manager, chief engineer:* John J. Tobola. *Commercial manager:* Jack Murray. *Program director:* G. L. Winters.

*Rep:* J. J. Devine & Associates, Inc. *News:* UP. *Seating facilities:* Reception room, seats 50. *Merchandising:* Newspaper publicity and window displays offered gratis. *Foreign language programs:* Accepted, subject to the approval of the management. *Artists bureau:* None. *Base rate:* \$60.

*Copy restrictions:* Beer and wines accepted weekdays, but not on Sunday; no hard liquors; patent medicine copy subject to approval of Federal Trade Commission; station reserves the right to censor or reject any material which, in the opinion of the management, does not conform to "good taste."



# IDAHO

(98,700 radio homes)

## Radio Homes by Counties

Ada .....	9,690	Cassia .....	2,470	Lewis .....	1,150
Adams .....	640	Clark .....	220	Lincoln .....	660
Bannock .....	7,060	Clearwater .....	1,350	Madison .....	1,540
Bear Lake .....	1,500	Custer .....	740	Minidoka .....	1,660
Benewah .....	1,500	Elmore .....	1,120	Nez Perce .....	4,320
Bingham .....	3,460	Franklin .....	1,700	Oneida .....	1,090
Blaine .....	860	Fremont .....	1,870	Owyhee .....	860
Boise .....	450	Gem .....	1,590	Payette .....	1,720
Bonner .....	3,190	Gooding .....	1,520	Power .....	940
Bonneville .....	3,990	Idaho .....	2,260	Shoshone .....	4,640
Boundary .....	1,100	Jefferson .....	1,740	Teton .....	630
Butte .....	430	Jerome .....	1,630	Twin Falls .....	6,660
Camas .....	320	Kootenai .....	4,910	Valley .....	810
Canyon .....	7,160	Latah .....	4,100	Washington .....	1,870
Caribou .....	430	Lemhi .....	1,150		

### KIDO, BOISE

*Operator:* C. G. Phillips and Frank L. Hill, doing business as Boise Broadcast Station, Hotel Boise. *Phone:* 660. *Power:* 2,500 and 1,000 watts on 1350 kc (have construction permit for 5,000 watts daytime). *Affiliation:* NBC North Mountain Optional Group. *Opened:* Nov. 5, 1928. (Note: C. G. Phillips and Frank L. Hill also own KORE, Eugene, Ore.)

*Manager:* C. G. Phillips. *Commercial manager:* Bonnie Scotland. *Sales manager:* W. E. Weaver. *Program director:* W. T. Phillips. *Chief engineer:* Harold Toedemeier. *Station promotion:* Leroy Cville. *Traffic manager:* Catherine Scotland. *Publicity director:* Vern Moore.

*Rep:* John Blair & Co. *News:* UP, AP. *Seating facilities:* About 300 persons. *Merchandising:* Complete cooperation with national advertisers. *Foreign language programs:* None. *Artists bureau:* Setup nominal only. *Base rate:* \$120.

*Copy restrictions:* Copy must conform to Federal Trade Commission rules; wine, beer, liquors accepted.

### KGCI, COEUR D'ALENE

*Operator:* Clarence A. Berger and Saul S. Freeman. *Power:* 100 watts on 1200 kc. (daytime).

At press time this station had a construction permit only.

### KID, IDAHO FALLS

*Operator:* KID Broadcasting Co. *Power:* 1,000 and 500 watts on 1320 kc. (has construction permit for 5,000 watts daytime). *Affiliation:* None.

*President:* Jack W. Duckworth.

*Base rate:* \$90.

No other information available after repeated requests.

### KRLC, LEWISTON

*Operator:* H. E. Studebaker, Lewis-Clark Hotel Bldg. *Phone:* 1950. *Power:* 250 watts on 1390 kc. *Affiliation:* None; has a commercial arrangement with KUJ, Walla Walla, Wash. *Opened:* March, 1935.

*Owner:* H. E. Studebaker. *Station manager:* Donald A. Wike. *Commercial manager:* Arthur Q. Moore.

*Rep:* Walter Biddick Co. (Coast); Sears and Ayer (Chicago); Cox and Tanz (East). *News:* UP; Transradio. *Seating facilities:* None, except on remotes from local auditoriums. *Merchandising:* Service to the extent desired by the client rendered at cost. *Foreign language programs:* Accepted; same rules apply as for ordinary broadcasts. *Artists bureau:* None. *Base rate:* \$25 (half-hour).

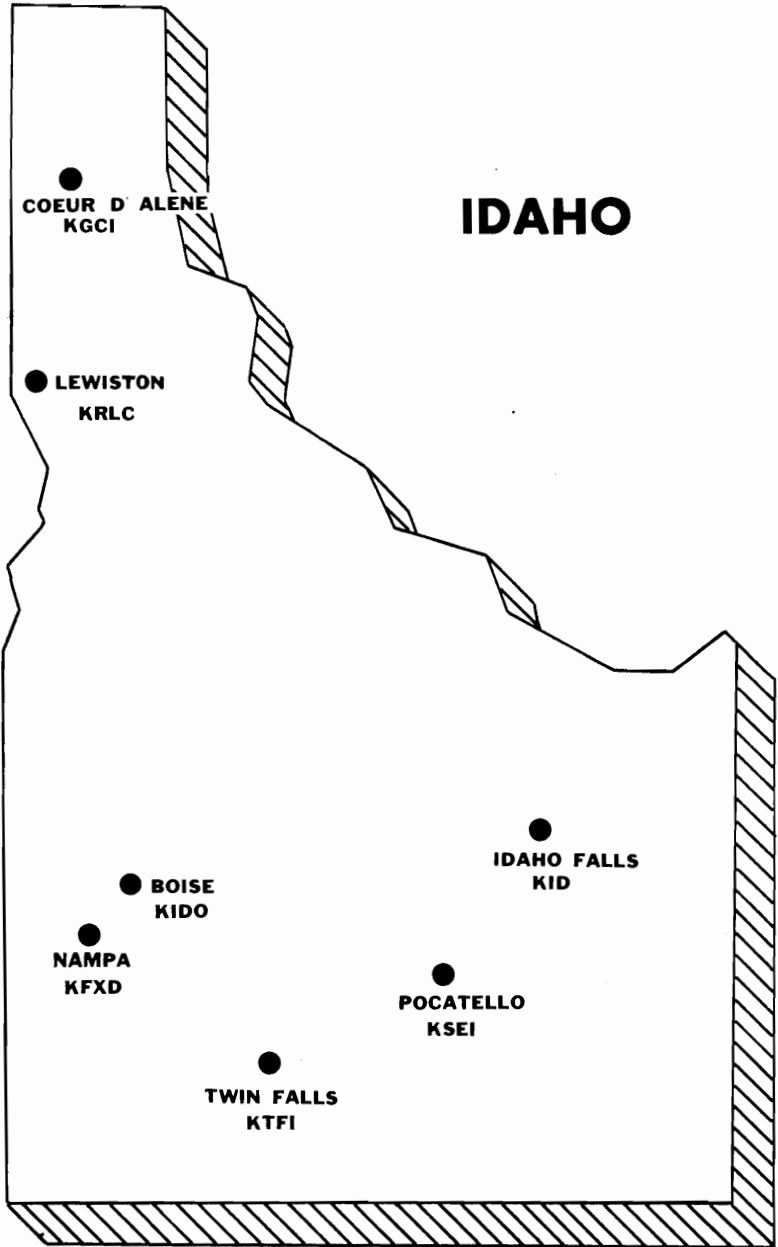
*Copy restrictions:* No beer, wine or other alcoholic beverage advertising accepted; station reserves the right to reject any copy deemed to "be in bad taste for the community served."

### KFXD, NAMPA

*Operator:* Frank E. Hurt, 1024 12th Avenue, S. *Phone:* 1200. *Power:* 250 and 100 watts on 1200 kc. *Affiliation:* None. *Opened:* October, 1924.

*Station manager:* Frank E. Hurt. *Commercial manager:* Doyle Cain. *Program and musical director:* Maxine Hurt. *Chief engineer:* Eddie Hurt.

*Rep:* None. *News:* UP. *Seating facilities:* 40 persons. *Merchandising:* Services



## IDAHO STATIONS—Continued

of contact man within a radius of 70 miles of station. *Foreign language programs:* No set rules; foreign population very small. *Artists bureau:* None. *Base rate:* \$15 (½ hr.).

*Copy restrictions:* No beer, wine, liquor or patent medicine advertising; all copy subject to manager's approval.

### KSEI, POCATELLO

*Operator:* Radio Service Corporation of Idaho, Pocatello. *Phone:* 960. *Power:* 1,000 and 250 watts on 900 kc. *Affiliation:* NEC Red and Blue with Mountain Group. *Opened:* August, 1926.

*General manager:* Henry H. Fletcher. *Program director:* Ruthe A. Fletcher. *Chief engineer:* James E. Mitchell. *Musical director:* Julian H. Boone. *Publicity director:* Robert E. Lee.

*Rep:* Bryant, Griffith & Brunson, Inc. *News:* UP; INS; Transradio. *Seating facilities:* None. *Merchandising:* Service rendered at cost. *Foreign language programs:* Accepted.

*Artists bureau:* Yes; lists about 35 artists. *Base rate:* \$75.

*Copy restrictions:* Accept beer; no wine or hard liquor; all copy must conform to station standards and NAB Code of Ethics.

### KTFI, TWIN FALLS

*Operator:* Radio Broadcasting Corp., Radio Center Bldg. *Phone:* 30. *Power:* 1,000 watts on 1240 kc. *Affiliation:* NBC Red and Blue North Mountain Group. *Opened:* October, 1928.

*President:* O. P. Soule. *Vice-president, general and commercial manager:* John E. Gardner. *Program and publicity director:* F. M. Soule. *Musical director, production manager:* Charles Crabtree. *Chief engineer:* F. V. Cox.

*Rep:* Bryant, Griffith & Brunson, Inc. *News:* Transradio. *Seating facilities:* KTFI Concert Hall, capacity 500. *Merchandising:* Send circular letters calling attention to programs among dealers and distributors; arrange for newspaper space and publicity; courtesy announcements preceding start of "outstanding talent programs"; distribute publicity material for advertiser; any other reasonable cooperation desired. *Foreign language programs:* No call for these. *Artists bureau:* Partial service; information and prices on request. *Base rate:* \$75.

*Copy restrictions:* Beer accepted; limited acceptance of wine; no other alcoholic beverages; commercial copy limited to 300 words per quarter-hour; patent medicines subject to prior audition and approval of copy; all copy subject to approval of Federal Trade Commission.

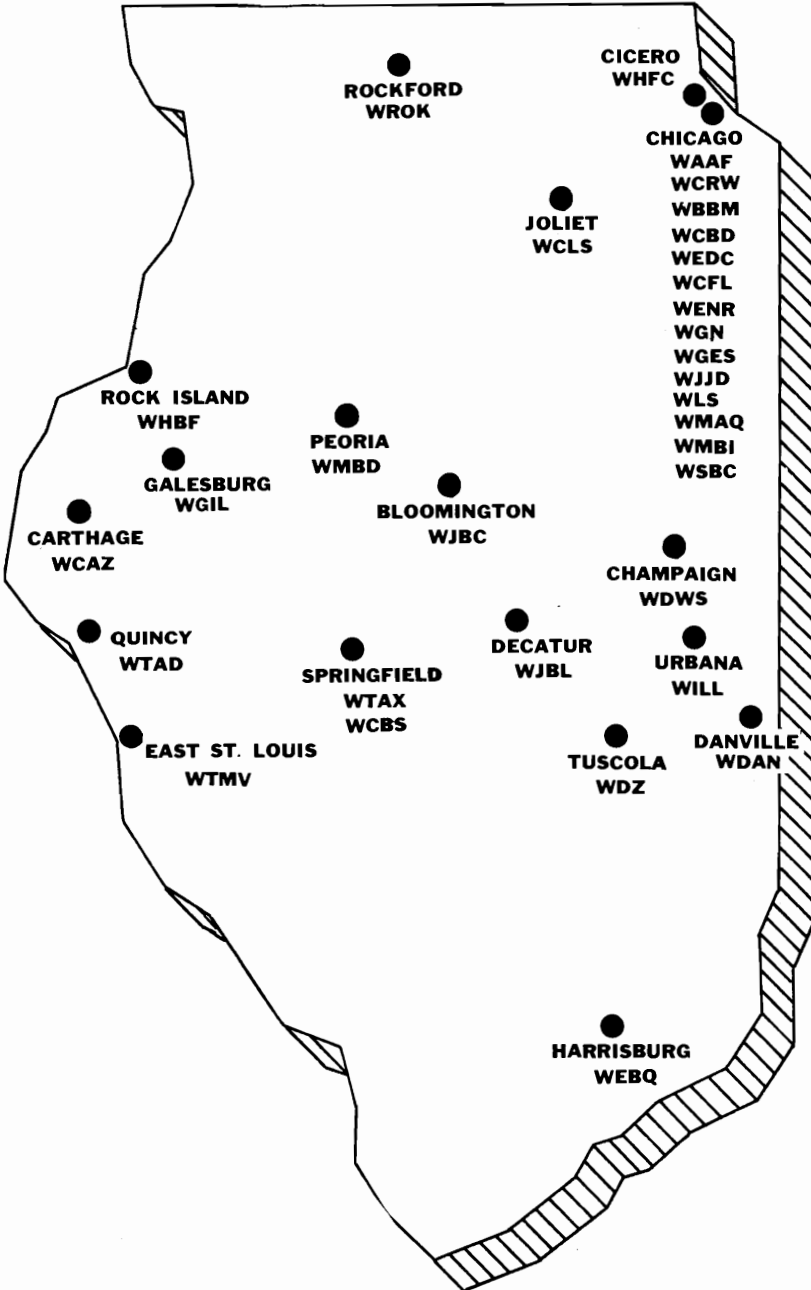
## ILLINOIS

(1,857,100 radio homes)

### Radio Homes by Counties

Adams .....	15,900	Ford .....	3,680	Livingston .....	8,460
Alexander .....	5,360	Franklin .....	13,220	Logan .....	6,230
Bond .....	3,460	Fulton .....	10,740	McDonough .....	6,890
Boone .....	3,730	Gallatin .....	2,130	McHenry .....	8,170
Brown .....	1,960	Greene .....	4,730	McLean .....	17,740
Bureau .....	9,060	Grundy .....	4,160	Macon .....	20,370
Calhoun .....	1,630	Hamilton .....	2,780	Macoupin .....	11,710
Carroll .....	4,630	Hancock .....	6,630	Madison .....	34,190
Cass .....	4,000	Hardin .....	1,440	Marion .....	8,640
Champaign .....	15,790	Henderson .....	2,010	Marshall .....	3,060
Christian .....	8,800	Henry .....	10,850	Mason .....	3,690
Clark .....	4,250	Iroquois .....	7,340	Massac .....	3,170
Clay .....	3,640	Jackson .....	8,020	Menard .....	2,480
Clinton .....	4,530	Jasper .....	2,810	Mercer .....	3,960
Coles .....	9,120	Jefferson .....	7,160	Monroe .....	2,730
Cook .....	996,480	Jersey .....	2,870	Montgomery .....	8,400
Crawford .....	4,940	Jo Daviess .....	4,880	Morgan .....	7,460
Cumberland .....	2,370	Johnson .....	2,110	Moultrie .....	2,880
De Kalb .....	8,120	Kane .....	30,150	Ogle .....	6,700
De Witt .....	4,430	Kankakee .....	10,720	Peoria .....	33,880
Douglas .....	4,160	Kendall .....	2,400	Perry .....	5,240
Du Page .....	22,660	Knox .....	13,170	Piatt .....	3,480
Edgar .....	6,000	Lake .....	23,920	Pike .....	5,740
Edwards .....	2,060	La Salle .....	22,770	Pope .....	1,660
Effingham .....	4,150	Lawrence .....	4,910	Pulaski .....	3,250
Fayette .....	5,140	Lee .....	7,060	Putnam .....	1,160

# ILLINOIS



## ILLINOIS STATIONS—Continued

Randolph .....	6,070	Shelby .....	5,990	Washington .....	3,560
Richland .....	3,370	Stark .....	2,100	Wayne .....	4,110
Rock Island.....	24,700	Stephenson .....	9,920	White .....	4,090
St. Clair.....	39,010	Tazewell .....	10,780	Whiteside .....	9,430
Saline .....	8,160	Union .....	3,860	Will .....	24,550
Sangamon .....	27,410	Vermilion .....	21,040	Williamson .....	12,300
Schuyler .....	2,700	Wabash .....	3,130	Winnebago .....	28,940
Scott .....	2,020	Warren .....	5,300	Woodford .....	4,190

### WJBC, BLOOMINGTON

*Operator:* Kaskaskia Broadcasting Company, Bloomington. *Phone:* 535. *Power:* 250 and 100 watts on 1200 kc (divides time with WJBL). *Affiliation:* None. *Opened:* September, 1934.

*Station head and manager:* A. M. McGregor. *Commercial manager, publicity director:* Hugh L. Gately. *Program director:* Harold Livingston. *Chief engineer:* Marshall Seacrist. *Musical director:* Riley Jackson.

*Rep:* Sears & Ayer. *News:* INS. *Seating facilities:* 50 persons. *Merchandising:* All programs with a contest or premium angle are handled without cost through Contest Editor, who answers all fan mail, etc.; window displays, placards, direct mail, supplied at actual cost. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$75.

*Copy restrictions:* No beer, wine or hard liquor advertising; only such patent medicines as are recommended by reputable local dealers; commercials limited to 500 words per quarter-hour program, spot announcements to 100 words; all copy checked for conformity to accepted standards of good taste.

### WCAZ, CARTHAGE

*Operator:* Superior Broadcasting Co., Inc., 502 Wabash Ave. *Phone:* 520. *Power:* 100 watts on 1070 kc (daytime). *Affiliation:* None. *Opened:* October, 1922.

*President, station manager:* Robert Compton. *Commercial manager, publicity director:* John Palmer. *Program director, artists bureau head:* Doris Bennett. *Chief engineer:* Allan Louis Doyle. *Musical director:* Antoinette Palmer.

*Rep:* None. *News:* None. *Seating facilities:* Reception room can accommodate 100 persons. *Merchandising:* Service rendered "for special accounts." *Foreign language programs:* Accepted; have regular German and Spanish programs. *Artists bureau:* Setup nominal only. *Base rate:* \$45.

*Copy restrictions:* Have accepted beer, wines, liquor and patent medicines, but do not solicit this type of business.

### WDWS, CHAMPAIGN

*Operator:* Champaign News Gazette, 48 Main St. *Phone:* 6-1855. *Power:* 250 and 100 watts on 1370 kc. *Affiliations:* None. *Opened:* Jan. 25, 1937. (Note: This station is newspaper-owned by the Champaign News Gazette).

*Station manager:* L. G. Collison. *Commercial manager:* George Gilmer. *Program director:* Paul Fahnestock. *Chief engineer:* Jack Waincott.

*Rep:* Sears & Ayer. *News:* UP. *Seating facilities:* About 50 persons. *Merchandising:* Merchandising service maintained to perform services at cost; supply publicity, work out window displays, etc. *Foreign language programs:* No rules; no call for these programs. *Artists bureau:* None. *Base rate:* \$50.

*Copy restrictions:* Beer and wine accepted. No hard liquor or patent medicines allowed.

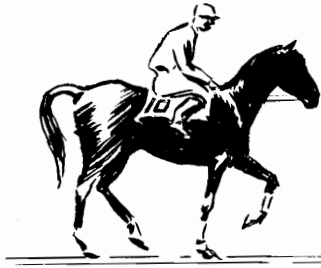
### WAAF, CHICAGO

*Operator:* Drovers Journal Publishing Co., Palmer House. *Phone:* Randolph 1932. *Power:* 1,000 watts on 920 kc (operates daytime only). *Affiliation:* None. *Opened:* May, 1932. (Note: This station is owned by the Chicago Daily Drovers Journal).

*President:* Ward A. Neff. *Station manager:* W. E. Hutchinson. *Commercial manager:* Arthur Harre. *Program director:* John Odell. *Chief engineer:* Carl W. Ulrich. *Production:* Merwyn Love. *Musical director:* James Kozak. *Continuity and publicity:* Virgil Irvin.

*Rep:* George P. Hollingbery Co. *News:* Drovers Journal. *Seating facilities:* None. *Merchandising:* Publicity; window displays, etc., gratis. *Foreign language programs:* Not accepted. *Artists bureau:* Setup nominal only. *Base rate:* \$172.50.

*Copy restrictions:* Accept beer and wine; no hard liquor; patent medicines subject



# *RACE HORSE* **or Radio**

*I*N a horse race or a radio program—you want your coin riding on a winner. Some buyers of radio depend only on surveys as the yardsticks to measure station acceptance. To their sorrow these radio buyers often find radio survey information as unreliable as a track tout's morning line selections.

Successful race horse owners always use a variety of information before making their selections. Breeding and past performances are major considerations when thoroughbreds race thoroughbreds.

Breeding (*station standing*) and past performances (*sales results for advertisers*) must be taken into consideration when you handicap the radio field before making your advertising investment. W-G-N's standing in the middle-west is unquestioned, its facilities unequalled, and its success stories of sales results are the pay-offs to prove it.

## **W-G-N**

50,000 WATTS ON A CLEAR CHANNEL

ESTABLISHED IN 1924

MEMBER OF THE MUTUAL BROADCASTING SYSTEM



## ILLINOIS STATIONS—Continued

to investigation and strict copy censorship.

### **WBBM, CHICAGO**

*Operator:* Columbia Broadcasting System, Inc., 410 N. Michigan Ave. *Phone:* Whitehall 6000. *Power:* 50,000 watts on 770 kc. *Affiliation:* CBS. *Opened:* 1923.

*Vice-president and manager:* H. Leslie Atlas. *Assistant manager:* J. L. Van Volkenburg. *Commercial manager:* J. Kelly Smith. *Program director:* Bobby Brown. *Artists bureau head:* Stan Thompson. *Chief engineer:* Frank B. Falknor. *Musical director:* Carl Hohengarten. *Publicity director:* Hal Burnett.

*Rep:* Radio Sales. *News:* UP; INS; Universal. *Seating facilities:* WBBM Air Theatre, seating 300 persons; occasionally use Goodman Theatre, Civic Theatre, Medinah Club. *Merchandising:* Contact retailers by mail; arrange special window displays, etc.; all services rendered at actual cost. *Foreign language programs:* Not accepted. *Artists bureau:* Yes; lists about 40 artists. *Base rate:* \$750.

*Copy restrictions:* CBS program policies.

### **WCBD, CHICAGO**

*Operator:* WCBD, Inc., 2400 West Madison St. *Phone:* Seeley 8066. *Power:* 5,000 watts on 1080 kc (divides time with WMBI). *Affiliation:* None. (Note: WCBD, WGES and WSBC, all Chicago, are operated by Gene T. Dyer.)

*Station and commercial manager:* Gene T. Dyer. *Program director:* Ed Roberts. *Artists bureau head:* Minerva Clemens. *Musical director:* Joseph Rudolph. *Chief engineer:* Edward W. Jacker. *Publicity director:* Dick Cross.

*Rep:* None. *News:* None. *Seating facilities:* Visitors' gallery for 50 persons. *Merchandising:* Complete division maintained; specific services not listed. *Foreign language programs:* Accepted; all copy must be submitted in advance in native tongue and English. *Artists bureau:* Setup nominal only. *Base rate:* \$130.

*Copy restrictions:* All alcoholic beverages accepted; medical accounts must have approval of Food and Drugs administration as to product and copy.

### **WCFL, CHICAGO**

*Operator:* Chicago Federation of Labor, 666 Lake Shore Drive. *Phone:* Superior 5300. *Power:* 5,000 watts on 970 kc. *Affiliation:* NBC Blue (alternate station). *Opened:* June, 1926.

*General manager:* Maynard Marquardt.

*Commercial manager:* Melvin B. Wolens.

*Rep:* The Katz Agency. *News:* Transradio. *Seating facilities:* 250 persons. *Merchandising:* Dealer contacts; promotion to union membership—approximately 450,000 in station area; additional services rendered at cost. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$250.

*Copy restrictions:* Copy subject to station approval and existing regulations.

### **WCRW, CHICAGO**

*Operator:* Clinton R. White, 2756 Pine Grove Ave. *Phone:* DIVERsey 4440. *Power:* 100 watts on 1210 kc (divides time with WSBC and WEDC). *Affiliation:* None. *Opened:* July, 1926.

*Owner, station head:* Clinton R. White.

*Rep; news; merchandising; seating facilities; foreign language programs; artists bureau:* None. *Base rate:* \$10 (10 minutes, 30 time rate).

*Copy restrictions:* Do not accept fortune tellers, lotteries, etc.

### **WEDC, CHICAGO**

*Operator:* Emil Denmark, Inc., 3860 Ogden Ave. *Phone:* Crawford 4100. *Power:* 100 watts on 1210 kc (shares time with WCRW and WSBC). *Affiliation:* None. *Opened:* Nov. 26, 1926.

*General manager:* Emil Denmark. *Station and commercial manager:* Frank J. Kotnour. *Program director:* Paul Gerard. *Chief engineer:* H. V. Fitzcharles. *Artists bureau head:* George Vares. *Musical director:* William Brady.

*Rep:* None. *News:* Foreign News Service. *Seating facilities:* None. *Merchandising:* New programs publicized through foreign language newspapers, and via a sound truck and handbills. *Foreign language programs:* Station specializes in these; have Polish, Bohemian, Jewish, Italian, Ukrainian, Russian, Lithuanian, Mexican and Greek. *Artists bureau:* Yes; list several musical and dramatic artists. *Base rate:* No rates whatsoever given.

*Copy restrictions:* Patent medicines are restricted; extent of this restriction, or others, not mentioned.

### **WENR, CHICAGO**

*Operator:* National Broadcasting Co., Inc. (owner and operator), Merchandise Mart. *Phone:* Superior 8300. *Power:* 50,000 watts on 870 kc. (WENR divides time with, and uses the same transmitter as WLS, Chicago). *Affiliation:* NBC Basic Blue. *Opened:* March 19, 1925.

*Vice-president in charge of Central Division:* Niles Trammell. *Sales manager:*

REPRINTED FROM

# VARIETY

WEDNESDAY, FEBRUARY 16, 1938

## New Bands, WIND Get Unexpected Buildups in Chi Due to Major Stations' Service Fee Forcing Hotels Off Air

Chicago, Feb. 15.

In the three weeks since the hotels and several nite clubs went off the radio out of Chicago due to stations' insistence on a \$100 weekly service fee, Chicago has witnessed the climb of several previously unknown bands to comparative popularity, the hesitancy of name orchestras to accept jobs in the local hotel niteries unless they are assured radio outlets, and the build-up of WIND, the Ralph Atlass indie, into a top evening station due to the grab-off of the Andrew Karzas Aragon and Trianon stations from WGN.

In the Karzas deal, WIND picks up the Aragon and Trianon for a full hour starting at 11 p.m. nitely, with an added 60 minutes for a supper plug every Sunday. With Karzas playing the top orchestra names of the country, and the Aragon-Trianon time having a six-year record of tremendous listener pull, it has brought over a flock of new listeners to the Atlass station.

## CASH IN

on the  
listeners'  
swing to

## W-I-N-D

For

rates, time and features  
available phone or write

W - I - N - D

Advertising Office

201 North Wells Street  
CHICAGO, ILL.

Phone State 4176

## ILLINOIS STATIONS—Continued

W. W. Smith. *Program director*: S. N. Strotz. *Chief engineer*: H. C. Luttgens. *Artists bureau head*: S. N. Strotz. *Musical director*: Roy Shield. *Publicity director*: William Ray.

*Rep*: National Broadcasting Co. *News*: Press-Radio. *Seating facilities*: Studio A, 400; studio D, 200; studio E, 200. *Merchandising*: Promotion department will cooperate in preparing advertising plans; will send letters, in any amount, on company stationery with advertiser paying costs, including stationery costs. *Foreign language programs*: Not accepted. *Artists bureau*: Yes; has complete roster of talent. *Base rate*: \$720.

*Copy restrictions*: Accept beer; no other alcoholic beverages; no patent medicines; adheres to NBC Program Policies; see also WMAQ, Chicago.

### WGES, CHICAGO

*Operator*: Oak Leaves Broadcasting, Inc., 2400 W. Madison St. *Phone*: Seeley 8066. *Power*: 500 watts weekdays, 1,000 Sundays, on 1360 kc (divides time with WSBT). *Affiliation*: None. *Opened*: Oct. 10, 1923.

*Station and commercial manager*: Gene T. Dyer. *Program and publicity director*: Dick Cross. *Artists bureau head*: Minerva Clemens. *Musical director*: John Van. *Technical advisor*: Edward W. Jacker.

*Rep*: None. *News*: None. *Seating facilities*: Visitors' gallery seating 50 persons. *Merchandising*: Complete division maintained; specific services not listed. *Foreign language programs*: Accepted; copy must be submitted, with translation, in advance. *Artists bureau*: Set-up nominal only. *Base rate*: \$110.

*Copy restrictions*: Do not accept alcoholic beverages; all medicinal accounts, products and copy must be approved by Food & Drug Administration.

### WGN, CHICAGO

*Operator*: WGN, Inc., 441 No. Michigan. *Phone*: Superior 0100. *Power*: 50,000 watts on 720 kc. *Affiliation*: Mutual Broadcasting System. *Opened*: June 1, 1924.

*Managing director*: W. E. Macfarlane. *Station manager, program director*: Quin A. Ryan. *Commercial manager*: E. W. Wood, Jr. *Chief engineer*: C. J. Meyers. *Musical directors*: Harold Stokes; Henry Weber. *Publicity director*: F. P. Schreiber.

*Rep*: Maintains own offices in New York; Edward S. Townsend (Coast). *News*: Press Radio. *Seating facilities*: Studio A, 600 persons; six other studios vary in capacity from 20 to 150 persons. *Merchandising*: None. *Foreign language programs*: None accepted; also no announcements. *Artists bureau*: None. *Base rate*: \$750.

*Copy restrictions*: No laxatives, depilatories, mortuaries, cemeteries, or real estate developments; no advertising matter which does not comply with Pure Food & Drug Act; comparative prices not allowed in commercials; no wine or hard liquor; beer accepted; station reserves right to cut copy, change, or eliminate any objectionable matter.

### WIND, GARY (IND.)

*Operator*: Johnson-Kennedy Radio Corp., 504 Broadway. *Phone*: 9191. *Power*: 5,000 and 1,000 watts on 560 kc. *Affiliation*: None. *Opened*: Aug. 15, 1927. (Note: WIND and WJJD, Chicago, are under the same ownership.)

*President, commercial manager*: Ralph L. Atlass. *Station manager*: E. S. Mitten-dorf. *Program director*: Ned L. Reglein. *Chief engineer*: Kenneth C. Shirk. *Artists bureau head*: Boyd Gaugh. *Musical director*: C. Phillip Hughes. *Publicity director*: Al Hollender.

*Rep*: None. *News*: INS. *Seating facilities*: None. *Merchandising*: None. *Foreign language programs*: Carrying Swedish, German, Italian, Lithuanian, Hungarian, Roumanian; will accept no more foreign advertising; commercials limited to 35% of program time. *Artists bureau*: Nominally maintained. *Stock*: 899 shares outstanding, owned by Public Service Broadcasting Corp. *Base rate*: \$175.

*Copy restrictions*: Beer, wines, alcoholic beverages accepted; strict scrutiny of patent medicines; advertising cannot exceed 30% of time purchased, but average on current programs is reported much lower.

### WJJD, CHICAGO

*Operator*: WJJD, Inc., 201 N. Wells St. *Phone*: State 5466. *Power*: 20,000 watts on 1130 kc. (operates to sunset in Salt Lake City). *Affiliation*: None. *Opened*: 1923.

*President*: Ralph L. Atlass. *Sales manager*: Herbert P. Sherman. *Program director*: J. L. Allabough. *Chief engineer*: W. J. Gunther. *Musical director*: Ben Kanter. *Publicity director*: Al Hollender.

*Rep*: Paul H. Raymer Co. *News*: INS. *Seating facilities*: Studio, 250 persons. *Merchandising*: None. *Foreign language programs*: Not accepted. *Artists bureau*: None. *Stock*: Privately held by Public Service Broadcasting Co.; there are 15,900 shares. *Base rate*: \$220.

*Copy restrictions*: Beer, wine, alcoholic beverages okay; patent medicine copy strictly watched; commercial copy may take a maximum of 30% of air time, but the average is reported as lower in actuality.

**WJJD**

**PROOF of LISTENER**

# Coverage!

**178,092**  
**LETTERS**  
from **40 STATES** and  
**CANADA** in **3 WEEKS!**\*

*These sensational results, in response to a free sample offer, again prove that WJJD provides the largest audience per dollar spent in the Chicago market.*

Let us give you the details of this smashing success for one WJJD advertiser. This and many other outstanding examples will convince you that when buying radio in Chicago —

You can't afford to overlook CHICAGO'S LARGEST INDEPENDENT RADIO STATION.

*Cost*  
PER INQUIRY  
TO  
THIS ADVERTISER  
UNDER 4/5 OF  
ONE CENT!

20,000 Watts    **WJJD**    201 N. Wells Street  
1130 Kilocycles    Chicago, Illinois

NATIONAL REPRESENTATIVES: THE PAUL H. RAYMER CO.

## ILLINOIS STATIONS—Continued

### WLS, CHICAGO

*Operator:* Agricultural Broadcasting Co., 1230 West Washington Blvd. *Phone:* Haymarket 7500. *Power:* 50,000 watts on 870 kc. (divides time with WENR). *Affiliation:* NBC Basic Blue Network. *Opened:* April 12, 1924. (Note: Owned by the Prairie Farmer, a weekly).

*President:* Burrige D. Butler. *Station manager:* Glenn Snyder. *Sales manager:* William R. Cline. *Program director:* Harold A. Stafford. *Chief engineer:* Thomas L. Rowe. *Artists bureau head:* Earl Kurtze. *Promotion director:* George C. Biggar.

*Rep:* International Radio Sales. *News:* UP; Transradio. *Seating facilities:* Studio seating 50 persons, no admission; use local theatre, seating 1,200, every Saturday night, admission 75c. *Merchandising:* Co-operate in furnishing publicity, making dealer contacts, etc.; services rendered gratis. *Foreign language programs:* Not accepted. *Artists bureau:* Yes; handles bookings of all WLS acts. *Base rate:* \$750 (evening); \$450 (daytime).

*Copy restrictions:* Advertising of alcoholic beverages not accepted; all copy subject to station and government regulations.

### WMAQ, CHICAGO

*Operator:* National Broadcasting Co., Inc. (owner and operator), Merchandise Mart. *Phone:* Superior 8300. *Power:* 50,000 watts on 670 kc. *Affiliation:* NBC Basic Red. *Opened:* March, 1922.

*Vice-president in charge of Central Division:* Niles Trammell. *Sales manager:* W. W. Smith. *Program director:* S. N. Strotz. *Chief engineer:* H. C. Luttgens. *Artists bureau head:* S. N. Strotz. *Musical director:* Roy Shield. *Publicity director:* William Ray.

*Rep:* National Broadcasting Co. *News:* Press-Radio; UP. *Seating facilities:* Studio A, 400; studio D, 200; studio E, 200. *Merchandising:* Advisory service; will send out letters to any size list on WMAQ stationery, but the advertiser must bear all expense, including cost of stationery. *Foreign language programs:* Not accepted. *Artists bureau:* Yes; lists a complete roster of talent. *Base rate:* \$720.

*Copy restrictions:* Lectures and educational talks not accepted between 6 p.m. and midnight except by special arrangement; time of broadcast subject to change to other periods on 28 days' notice to accommodate network broadcasts, excepting in the case of independent announcements which may be moved to other periods if available, and as arranged by the station manager on 24 hours' notice; closing date is two weeks in advance of initial program

and the program material must be arranged one week in advance of broadcast date—no change within two days preceding broadcast; beer is accepted; no other alcoholic beverages; adheres to NBC Program Policies.

### WMBI, CHICAGO

*Operator:* Moody Bible Institute, 153 Institute Place. *Power:* 5,000 watts on 1080 kc (shares time with WCBD). *Opened:* 1926.

**This station is non-commercial; church-owned.**

### WSBC, CHICAGO

*Operator:* WSBC, Inc., 2400 W. Madison St. *Phone:* Seeley 8066. *Power:* 250 and 100 watts on 1210 kc (divides time with WEDC and WCRW). *Affiliation:* None. *Opened:* 1924. (Note: WSBC, WGES and WCBD, all Chicago, are operated by Gene T. Dyer).

*Supervisor:* Gene T. Dyer. *Station and commercial manager:* Frank A. Stanford. *Program director:* Sally Shulman. *Musical director:* Dean Remick. *Publicity director:* Richard Harding. *Technical advisor:* Edward W. Jacker.

*Rep:* None. *News:* None. *Seating facilities:* About 50 persons. *Merchandising:* Complete division maintained; specific services not listed. *Foreign language programs:* Accepted; copy and translation must be submitted in advance. *Artists bureau:* Setup nominal only. *Stock:* Principally held by Gene T. Dyer and Evelyn Dyer. *Base rate:* \$100.

*Copy restrictions:* Accept alcoholic beverages; medical accounts must have approval of Food and Drug Administration as to product and copy.

### WHFC, CICERO

*Operator:* WHFC, Inc. *Power:* 250 and 100 watts on 1420 kc. *Affiliation:* None.

*Rep:* None. *Base rate:* \$80.

No other information available after repeated requests.

### WDAN, DANVILLE

*Operator:* Northwestern Publishing Co. *Power:* 250 watts on 1500 kc (daytime).

**At press time this station had a construction permit only.**

### WJBL, DECATUR

*Operator:* Commodore Broadcasting, Inc., 357 N. Main St. *Phone:* 5371. *Power:* 100 watts on 1200 kc. (shares time with WJBC). *Affiliation:* None. *Opened:* 1925. (Note:



**672,562 PEOPLE  
447,747 DOLLARS**

ON March 19th, WLS starts its 7th consecutive year of broadcasting of the WLS National Barn Dance before a paid audience (adults, 75c), at the Eighth Street Theatre in Chicago.

In the 6 years just completed, 672,562 WLS listeners have paid \$447,747.72 to see this broadcast performance. In the last year, visitors have come from every part of North America and several foreign countries—farmers, storekeepers, attorneys, baseball players, business executives—children and grown-ups.

The WLS National Barn Dance has been a WLS feature for 14 years. Every Saturday night, two shows—7 till midnight—with a waiting list of sponsors. Yet, after all these years, we still have to tell many listeners "SOLD OUT."

**WLS**

**GETS RESULTS!**

The Prairie Farmer Station, Chicago



# 4364 BOOKINGS 1,501,137 DOLLARS

IN the past six years, WLS entertainers have made 4364 personal appearances for a box office gross of 1,501,137 dollars. They have a record for breaking previous highs in almost every theatre where they have played.

All this is in addition to the six years they have played to a paid audience at the Eighth Street Theatre. The demand for these personal appearances is definite proof of the popularity of the WLS talent. Whenever a WLS personal appearance is scheduled, you may be sure of an "OVERFLOWING CROWD." The same is true of the audience for your sponsored broadcast, when you use WLS talent that has become personally known to thousands of listeners in this area.

# WLS

## GETS RESULTS!

New York

National Representatives  
Chicago

BURRIDGE D. RUTLER, *President*  
INTERNATIONAL RADIO SALES  
Detroit

GLENN SNYDER, *Manager*  
INTERNATIONAL RADIO SALES  
San Francisco  
Los Angeles

## ILLINOIS STATIONS—Continued

This station is affiliated with the Decatur Herald and Review).

*President, station manager, commercial manager:* Charles R. Cook. *Program director:* Nate Egnor. *Chief engineer:* Glenn C. Becker.

*Rep:* J. J. Devine & Associates, Inc. *News:* INS. *Seating facilities:* No information given. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Stock:* Held by Charles R. Cook, Decatur Newspapers, Inc. *Base rate:* \$75.

*Copy restrictions:* Beer accepted; no further restrictions listed.

### WTMV, EAST ST. LOUIS

See St. Louis, Missouri.

### WGIL, GALESBURG

*Operator:* Galesburg Broadcasting Co. *Power:* 250 watts on 1500 kc. (daytime).

*At press time this station had a construction permit only.*

### WEBQ, HARRISBURG

*Operator:* Harrisburg Broadcasting Co., 100 E. Poplar St. *Phone:* 28. *Power:* 250 and 100 watts on 1210 kc (divides time with KFVS). *Affiliation:* None. *Opened:* September, 1923.

*Station manager:* Inglis M. Taylor. *Program director:* Virginia Crane. *Chief engineer:* Joseph R. Tate. *Artists bureau head:* Eddie Wise.

*Rep:* None. *News:* None. *Seating facilities:* About 50 persons. *Merchandising:* None. *Foreign language programs:* Accepted. *Artists bureau:* Yes; lists about 20 announcers, orchestras, string bands, individual artists, and groups. *Stock:* Held by First Trust Association (First Trust & Savings Bank). *Base rate:* \$40.

*Copy restrictions:* Beer and wines accepted; no hard liquors; all contracts subject to approval of the management.

### WCLS, JOLIET

*Operator:* WCLS, Inc., Joliet National Bank Bldg. *Phone:* 5656. *Power:* 100 watts on 1310 kc. (unlimited daytime; specified hours nighttime). *Affiliation:* None. *Opened:* May 1, 1931.

*Owner:* R. W. Hoffman. *Station manager:* M. E. Clifford. *Commercial manager:* Ray Fay. *Program director:* Will Morrall. *Chief engineer:* E. Hayes. *Artists bureau head:* Mike Faletti. *Musical director:* John Steadman. *Publicity director:* Winifred O'Connor.

*Rep:* None. *News:* Transradio. *Seating facilities:* For about 75 persons. *Merchan-*



## Top Salesman in the Tri-Cities

"They say Radio is an infant industry" . . . Write for your copy of "The Liveliest Radio Youngster in the Middle West."

\* ONE metropolitan city of 150,000 people, larger than any Illinois city outside Chicago and located 180 miles from either Chicago or Des Moines. You cannot afford to neglect such a market—where WHBF is first in listeners, first in dealer influence and first in actual results! Ask for the records.

# WHBF

ROCK ISLAND - DAVENPORT - MOLINE  
One metropolitan center of 150,000 population

GENE FURGASON & CO., National Representatives

700



## ILLINOIS STATIONS—Continued

*dising*: None, except when a national advertiser ties up with local merchants. *Foreign language programs*: Not accepted currently; plan to do so soon. *Artists bureau*: Setup nominal only. *Base rate*: \$60.

*Copy restrictions*: Beer and wine advertising accepted, providing it does not attempt to convey the impression that drinking is beneficial to the audience; all beer and wine copy carefully checked against Federal Trade Commission regulations before it is broadcast; no medical advertising of any kind unless approved by the American Medical Association and the local Better Business Bureau.

### WMBD, PEORIA

*Operator*: Peoria Broadcasting Co., 200 Alliance Life Bldg. *Phone*: 7133. *Power*: 5,000 and 1,000 watts on 1440 kc. *Affiliation*: CBS. *Opened*: 1927 (to present management, July 1, 1931).

*President, station manager*: Edgar L. Bill. *Commercial manager*: Charles Caley. *Assistant manager*: Gomer Bath. *Program director*: Harold Bean. *Chief engineer*: Ted Giles. *Artists bureau head*: Milton Budd. *Musical director*: Jack Lyon. *Publicity director*: Brooks Watson.

*Rep*: Free, Johns and Field, Inc. *News*: UP; local. *Seating facilities*: Studio, 150 persons. *Merchandising*: Members of sales staff cooperate in creating and executing plans for advertisers. *Foreign language programs*: Never requested to date. *Artists bureau*: Setup nominal only. *Base rate*: \$85.

*Copy restrictions*: Accept beer, but copy must not seek to induce non-drinkers to drink; no wine or liquor advertising; no false or misleading statements, disparagement of competitors or their products, fortune telling, violation of good taste or Federal Trade Commission regulations; patent medicines must be approved by various government bureaus.

### WTAD, QUINCY

*Operator*: Illinois Broadcasting Corp., W. C. U. Bldg. *Phone*: 364; 56. *Power*: 1,000 watts on 900 kc (daytime). *Affiliation*: None. *Opened*: December, 1926. (Note: Station also maintains studios in the Orpheum Theatre, Hannibal, Mo.).

*President*: W. Emery Lancaster. *Business manager*: R. H. Malcomson. *Commercial manager*: W. J. Rothschild. *Program director*: Will H. Sohm. *Chief engineer*: Stanley Jones.

*Rep*: None. *News*: UP. *Seating facilities*: Auditorium, seating 200 persons. *Merchandising*: Complete point-of-sale merchandising available to clients. *Foreign language programs*: Not accepted.

*Artists bureau*: Program department supplies talent. *Base rate*: \$85.

*Copy restrictions*: Station reserves right to edit all copy; latter must conform to FCC and FTC requirements.

### WROK, ROCKFORD

*Operator*: Rockford Broadcasters, Inc., Rockford News Tower. *Phone*: Main 5632. *Power*: 1,000 and 500 watts on 1410 kc. *Affiliation*: None. *Opened*: November, 1924. (Note: this station is affiliated with, but not predominantly owned by the Morning Star and Register Republic.)

*President and general manager*: Lloyd C. Thomas. *Sales manager*: Walter Koessler. *Program director, musical director and artists bureau head*: John C. McClov. *Chief engineer*: Thomas C. Cameron. *Publicity director*: Allen O. Brophy.

*Rep*: Kelly-Smith Co. *News*: AP, UP, INS. *Seating facilities*: Studio, 75; also from remotes on occasion. *Merchandising*: Contact dealers; publicize program and product; surveys; special mailing to merchants. *Foreign language programs*: Accepted; Swedish, Swiss, German, Italian. *Artists bureau*: Yes; has complete roster of 30 or more artists. *Base rate*: \$85.

*Copy restrictions*: Accept beer and wine; no hard liquors; patent medicines submitted to county medical society; all commercial copy subject to approval of program manager.

### WHBF, ROCK ISLAND

*Operator*: Rock Island Broadcasting Co., Safety Bldg. (Rock Island); also 5th Avenue Bldg., Moline; also Orpheum theatre, Davenport (Ia.). *Phones*: Rock Island 918; Moline 611; Davenport 3-2179. *Power*: 250 and 100 watts on 1210 kc. *Affiliation*: None. *Opened*: Nov. 23, 1932. (Note: Station first began operating under management of W. H. Beardsley in 1925, being taken over in 1932 by the John W. Potter Publishing Co.; it is a newspaper-owned station—Rock Island Argus.)

*Owner, station manager*: John W. Potter. *Commercial manager*: Maurice Corken. *National sales manager*: Clair Heyer. *Program director*: Ivan Streed. *Chief engineer*: J. E. Gray. *Artists bureau head*: Lois McDermand. *Musical director*: Lucia Thompson. *Traffic director*: Margaret Schmach.

*Rep*: Gene Furgason & Co. *News*: UP; own local and rural news. *Seating facilities*: Three studios; also Fort Armstrong Hotel ballroom, capacity 500. *Merchandising*: Complete service; dealer contacts by personal calls and mail; studio displays and distribution of samples; preparation and distribution of supplementary advertising;

## ILLINOIS STATIONS—Continued

route lists and photographic services available; complete program listing in Rock Island Argus; market research; instantaneous recording facilities; when possible national advertisers are requested to furnish 45 samples of product for distribution to station's 45 rural news correspondents who assist merchandising in their communities. *Foreign language programs:* Mainly Swedish and German; if broadcasts are of political or controversial character, they are checked by the language instructor at Augustana College. *Artists bureau:* Yes; maintains roster of about 40 artists. *Stock:* 3,200 shares of common, 50 shares preferred, all privately held by station people—Marguerite F. Potter, John W. Potter and Ben H. Potter; same stockholders own Rock Island Argus. *Base rate:* \$80.

*Copy restrictions:* Wines, liquors, beverages of high alcoholic content not accepted; beer taken if commercials concern only manufacture, quality, taste; patent medicines okay if recognized, and cleared through a national agency; commercial copy checked for exaggerations, false statements, references to lotteries, or any other subject frowned on by the FCC.

### WCBS, SPRINGFIELD

*Operator:* WCBS, Inc., 208½ S. Fifth St. *Phone:* Main 8228. *Power:* 250 and 100 watts on 1420 kc. *Affiliation:* None. *Opened:* October, 1926. (Note: Under contract agreement with Illinois State Journal, station is known as WCBS, the Illinois State Journal Station.)

*President:* Harold L. Dewing. *Vice-president:* A. W. Shipton. *Secretary:* L. G. Pfefferle. *Commercial manager:* C. L. Jefry. *Program director:* John J. Corrigan. *Chief engineer:* Dick Ashenfelter. *Artists bureau head, musical director:* William Nelms.

*Rep:* Sears and Ayer, Chicago and New York. *News:* INS. *Seating facilities:* None listed. *Merchandising:* Cooperative venture arranged with the Illinois State Journal; displays; handbills; surveys. *Foreign language programs:* No rules; no call for these programs. *Artists bureau:* Setup supplies talent, but has not a roster of artists directly under contract. *Base rate:* \$60.

*Copy restrictions:* No set rules whatsoever.

### WTAX, SPRINGFIELD

*Operator:* WTAX, Inc., Reisch Bldg. *Phone:* Main 1600. *Power:* 100 watts on 1210 kc. *Affiliation:* None. *Opened:* October, 1930.

*President, station and commercial manager:* Jay A. Johnson. *Program director:* Lovina Jones. *Chief engineer:* Edward Ring.

*Rep:* Howard H. Wilson Co. *News:* INS. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* \$90.

*Copy restrictions:* Accept beer and wine anytime; hard liquor after 9 p.m., and copy must be institutional; patent medicine advertising rigidly censored for exaggerated claims; all copy subject to station approval.

### WDZ, TUSCOLA

*Operator:* WDZ Broadcasting Co., Star Bldg. *Phone:* 98. *Power:* 250 watts on 1020 kc (operates daytime). *Affiliation:* None. *Opened:* March 14, 1921.

*President:* Edgar L. Bill. *Station manager, commercial manager:* Clair B. Hull. *Chief engineer:* Mark Spies.

*Rep:* C. C. Caley (Peoria, Ill.). *News:* UP. *Seating facilities:* None. *Merchandising:* Partial service; furnish window cards with broadcast data (four-color); contact work. *Foreign language programs:* No rules; have never had a call for them. *Artists bureau:* Yes. *Base rate:* \$50.

*Copy restrictions:* Wines, liquors not accepted; patent medicines accepted at discretion of station and depending on product.

### WILL, URBANA

*Operator:* University of Illinois, 400 S. Wright St. *Phone:* 7-2616. *Power:* 1,000 watts on 580 kc. (daytime). *Opened:* 1922.

*News:* AP. *Seating facilities:* About 30 persons. *Artists bureau:* Talent consists of students in dramatics and music.

**This station is non-commercial; university-owned.**

# INDIANA

(816,800 radio homes)

## Radio Homes by Counties

Adams .....	4,430	Hendricks .....	4,890	Pike .....	3,950
Allen .....	36,680	Henry .....	8,940	Porter .....	5,790
Bartholomew .....	6,330	Howard .....	11,900	Posey .....	4,300
Benton .....	2,760	Huntington .....	7,430	Pulaski .....	2,550
Blackford .....	3,410	Jackson .....	5,680	Putnam .....	5,050
Boone .....	5,720	Jasper .....	3,000	Randolph .....	6,590
Brown .....	1,150	Jay .....	5,190	Ripley .....	4,320
Carroll .....	3,930	Jefferson .....	4,540	Rush .....	4,830
Cass .....	8,820	Jennings .....	2,770	St. Joseph .....	39,710
Clark .....	7,570	Johnson .....	5,520	Scott .....	1,620
Clay .....	6,530	Knox .....	10,500	Shelby .....	6,930
Clinton .....	7,200	Kosciusko .....	7,140	Spencer .....	3,820
Crawford .....	2,280	Lagrange .....	3,280	Starke .....	2,580
Daviess .....	5,860	Lake .....	61,110	Steuben .....	3,620
Dearborn .....	5,210	La Porte .....	14,530	Sullivan .....	6,870
Decatur .....	4,490	Lawrence .....	8,490	Switzerland .....	2,060
De Kalb .....	6,460	Madison .....	21,110	Tiptecanoe .....	12,300
Delaware .....	17,590	Marion .....	115,670	Tipton .....	3,800
Dubois .....	4,520	Marshall .....	6,180	Union .....	1,560
Elkhart .....	18,110	Martin .....	2,180	Vanderburg .....	28,860
Fayette .....	4,930	Miami .....	7,500	Vermillion .....	6,060
Floyd .....	9,050	Monroe .....	8,800	Vigo .....	26,350
Fountain .....	4,650	Montgomery .....	7,170	Wabash .....	6,530
Franklin .....	3,330	Morgan .....	4,930	Warren .....	2,210
Fulton .....	3,900	Newton .....	2,420	Warrick .....	4,270
Gibson .....	7,070	Noble .....	5,830	Washington .....	3,810
Grant .....	13,090	Ohio .....	970	Wayne .....	14,330
Greene .....	7,660	Orange .....	4,060	Wells .....	4,570
Hamilton .....	6,210	Owen .....	2,830	White .....	3,970
Hancock .....	4,460	Parke .....	4,160	Whitley .....	4,010
Harrison .....	3,790	Perry .....	3,670		

### WHBU, ANDERSON

*Operator:* Anderson Broadcasting Corp., Citizens Bank Bldg. *Phone:* 234. *Power:* 250 and 100 watts on 1210 kc. *Affiliation:* None. *Opened:* 1924.

*President, general and station manager:* L. M. Kennett. *Commercial manager:* L. Podhaski. *Program director:* Sig Roush. *Chief engineer:* R. F. Fulwider.

*Rep:* J. J. Devine & Associates, Inc. *News:* INS.

*Seating facilities:* None. *Merchandising:* Mail out letters to the trade and contact dealers at actual cost. *Foreign language programs:* Will accept, though occasion has never arisen as foreign population is very small. *Artists bureau:* None. *Base rate:* \$60.

*Copy restrictions:* Accept beer; no other alcoholic beverages; patent medicine copy carefully checked before acceptance; commercial copy limited to one and a half minutes per quarter-hour program and three minutes per half-hour program.

### WTRC, ELKHART

*Operator:* Truth Publishing Co., Inc., Hotel Elkhart. *Phone:* 948. *Power:* 250 and 100 watts on 1310 kc. *Affiliation:* None. *Opened:* Nov. 19, 1931. (Note: This station is newspaper-owned: Elkhart Daily Truth.)

*Manager:* R. R. Baker. *Program director:* Carl Schrock. *Chief engineer:* Kenneth Singleton. *Musical director:* Ethel Geiss.

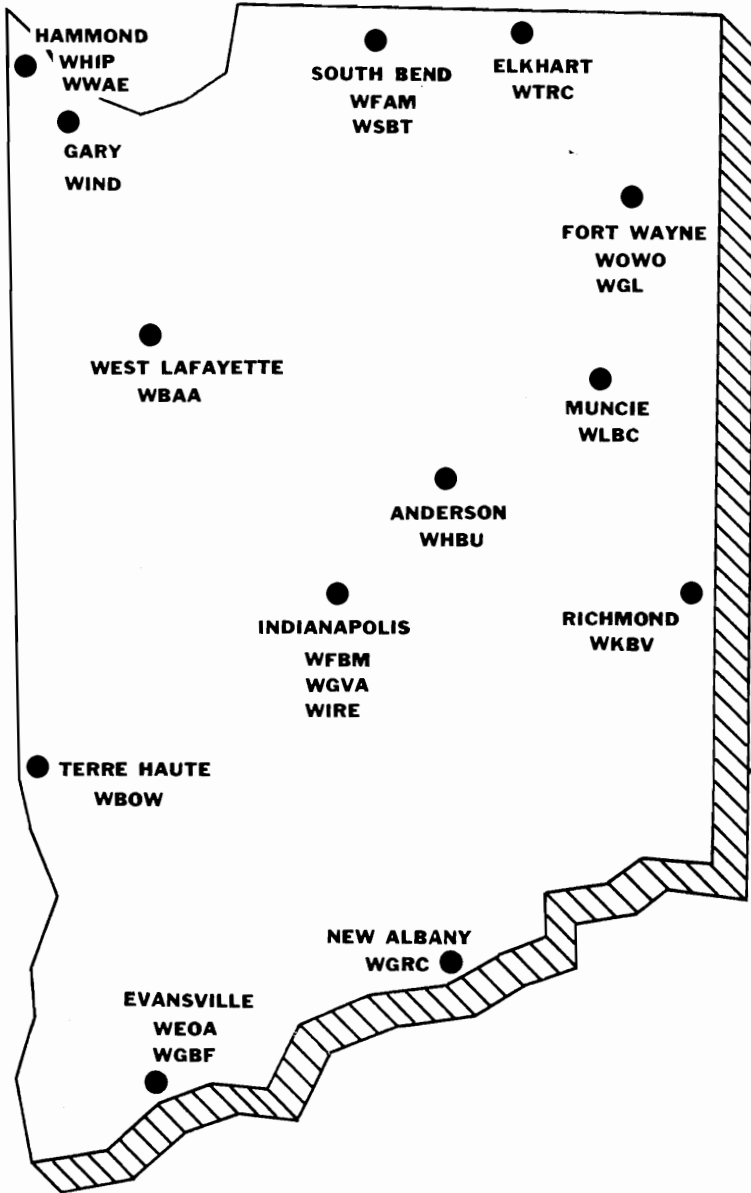
*Rep:* Tenney, Woodward & Co. *News:* UP. *Seating facilities:* None. *Merchandising:* Complete service locally at no charge; 5% charged for work outside county. *Foreign language programs:* Accepted, subject to station approval. *Artists bureau:* None. *Base rate:* \$60.

*Copy restrictions:* Accept beer; no hard liquors or wines; commercial copy should be "authentic" and complying with "home standards"; patent medicines accepted.

### WEOA, EVANSVILLE

*Operator:* Evansville on the Air, Inc., 519 Vine Street. *Phone:* 2-1171. *Power:*

# INDIANA



## INDIANA STATIONS—Continued

250 and 100 watts on 1370 kc. *Affiliation:* CBS. *Opened:* 1936. (Note: Same ownership controls WGBF, also of Evansville.)

*General and station manager:* Martin Leich. *Commercial manager, publicity director:* Clarence Leich. *Program director:* Pat Roper. *Chief engineer:* John Caraway, Jr.

*Rep:* Gene Furgason & Co. *News:* None. *Seating facilities:* Auditorium, seating 400 persons; Memorial Coliseum, seating 3,000; admission 10c. (facilities shared with WGBF). *Merchandising:* Cooperate in making surveys, dealer contacts, promotion and publicity, free of charge; special services are rendered at actual cost. *Foreign language programs:* No set rules; probably would accept. *Artists bureau:* None. *Base rate:* \$100.

*Copy restrictions:* Accept beer anytime; other alcoholic beverages after 9:30 p.m.; patent medicine advertising subject to station censorship; all copy must conform to accepted standards of good taste.

### WGBF, EVANSVILLE

*Operator:* Evansville on the Air, Inc., 519 Vine Street. *Phone:* 2-1171. *Power:* 1,000 and 500 watts on 630 kc (shares night-time with KFRU). *Affiliation:* NBC Optional Basic Service, Red or Blue. *Opened:* 1923. (Note: Same ownership controls WEOA, also of Evansville.)

*Secretary, station and commercial manager, publicity director:* Clarence Leich. *Program and musical director, artists bureau head:* Pat Roper. *Chief engineer:* Fay Gehres.

*Rep:* Gene Furgason & Co. *News:* Local. *Seating facilities:* Auditorium, seating 400 persons; Memorial Coliseum, seating 3,000; admission 10c. (facilities shared with WEOA). *Merchandising:* Cooperate in surveys, dealer contacts, promotion and publicity, free of charge; special services rendered at actual cost. *Foreign language programs:* No set rules; probably would accept. *Artists bureau:* Setup nominal only. *Base rate:* \$150.

*Copy restrictions:* Accept beer anytime; other alcoholic beverages after 9:30 p.m.; patent medicine advertising subject to station censorship; all copy must conform to accepted standards of good taste.

### WGL, FORT WAYNE

*Operator:* Westinghouse Radio Stations, Inc., Westinghouse Bldg. *Phone:* Anthony 2136. *Power:* 250 and 100 watts on 1370 kc. *Affiliation:* NBC Supplementary Basic Service. *Opened:* 1927. (Note: WOWO, same city, is under the same ownership as WGL.)

*General manager:* Walter Evans. *Sta-*

*tion manager:* W. C. Swartley. *Commercial manager:* W. Ward Dorrell. *Program director:* Franklin Tooke. *Chief engineer:* Fred Fischer. *Musical director:* Jeane Brown. *Publicity director:* Russell Sparks.

*Rep:* Free & Peters, Inc. *News:* UP. *Seating facilities:* Studio observation auditorium, seating 100; studio B, 50; Test Kitchen studio, 50. *Merchandising:* Send publicity to newspapers; have a full page of radio news in each issue of "Indiana Farmer's Guide" wherein publicity of clients is made available; will run three small ads in Fort Wayne Journal Gazette at no expense to the client, calling listeners' attention to his program; plug program on the air; prepare and mail letters to wholesale outlets; supply market information; distribute window displays and counter cards within city limits; make surveys and mail analyses; help manufacturer's salesman or his jobbers; all services free except for postage. *Foreign language programs:* Not considered feasible in this area. *Artists bureau:* None. *Stock:* Held by Westinghouse Radio Stations, Inc., wholly owned subsidiary of Westinghouse Electric & Manufacturing Co. *Base rate:* \$100.

*Copy restrictions:* Beer advertising okay except on Sunday; no wine or hard liquor; all time sold in network optional periods is subject to change; time of announcements is not guaranteed, but advertisers' desires are respected; station reserves the right to delete exaggerated copy claims or remove objectionable and controversial copy; contests allowed only when conforming to Federal Trade Commission stipulations; copy regulation is carried on in cooperation with the Fort Wayne Better Business Bureau.

### WOWO, FORT WAYNE

*Operator:* Westinghouse Radio Stations, Inc., Westinghouse Bldg. *Phone:* Anthony 2136. *Power:* 10,000 watts on 1160 kc (divides night-time with WWVA). *Affiliation:* NBC Basic Blue. *Opened:* May 25 1925. (Note: WGL, Ft. Wayne, is under the same ownership as WOWO.)

*General manager:* Walter Evans. *Station manager:* W. C. Swartley. *Commercial manager:* W. Ward Dorrell. *Program director:* Franklin Tooke. *Chief engineer:* Fred Fischer. *Musical director:* Jeane Brown. *Publicity director:* Russell Sparks.

*Rep:* Free & Peters, Inc. *News:* UP. *Seating facilities:* Studio observation auditorium, seating 100; studio B, 50; Test Kitchen studio, 50. *Merchandising:* Send publicity to newspapers; have a full page of radio news in each issue of "Indiana Farmer's Guide" wherein publicity on

## INDIANA STATIONS—Continued

clients is made available; will run three small ads in Fort Wayne Journal Gazette at no expense to the client, calling listeners' attention to his program; plug program on the air; prepare and mail letters to wholesale outlets; supply market information; distribute window displays and counter cards within city limits; make surveys and mail analyses; help manufacturer's salesman or his jobbers; all services free except for postage. *Foreign language programs:* Not considered feasible in this area. *Artists bureau:* None. *Stock:* Held by Westinghouse Radio Stations, Inc. wholly owned subsidiary of Westinghouse Electric & Manufacturing Co. *Base rate:* \$250.

*Copy restrictions:* Beer advertising taken except on Sunday; no wine or hard liquor; all time sold in network optional periods is subject to change; time of announcements is not guaranteed, but advertisers' desires are respected; station reserves the right to delete exaggerated copy claims or remove objectionable and controversial copy; contests allowed only when conforming to Federal Trade Commission stipulations; copy regulation is carried on in cooperation with the Fort Wayne Better Business Bureau.

### WIND, GARY

For data pertaining to this station see Chicago, Illinois, where it has been placed for logical reasons.

### WHIP, HAMMOND

*Operator:* Hammond-Calumet Broadcasting Co. *Power:* 5,000 watts on 1480 kc. (operates until local sunset in Buffalo). *Affiliation:* None. (Note: Same owners operate WWAE, also of Hammond.)

*Base rate:* \$125.

No further information available.

### WWAE, HAMMOND

*Operator:* Hammond-Calumet Broadcasting Corp. *Power:* 100 watts on 1200 kc. (operates unlimited daytime; shares hours with WFAM nighttime). *Affiliation:* None.

*President:* George F. Courier.

*Rep:* None. *Base rate:* \$70.

No other information available.

### WFBM, INDIANAPOLIS

*Operator:* Indianapolis Power & Light Co., 48 Monument Circle. *Phone:* Lincoln 8506. *Power:* 5,000 and 1,000 watts on 1230 kc. *Affiliation:* CBS. *Opened:* Nov., 1924.

*General manager, station manager, commercial manager:* R. E. Blossom. *Program director:* F. O. Sharp. *Chief engineer:* M. R. Williams. *Musical director:* W. H. Reuleaux. *Publicity:* W. F. Kiley.

*Rep:* Edward Petry & Co., Inc. *News:* INS; Universal. *Seating facilities:* None. *Merchandising:* No service maintained. *Foreign language programs:* No rules; such population reported as very small. *Artists bureau:* None. *Base rate:* \$135 (½ hr.).

*Copy restrictions:* No set rules; beer accepted, but no hard liquor; do not accept copy in any manner "questionable."

### WGVA, INDIANAPOLIS

*Operator:* Glenn Van Auken, 516 Board of Trade Bldg. *Phone:* Lincoln 6161. *Power:* 1,000 watts on 1050 kc. (daytime).

*At press time this station's construction permit had not been covered by a license.*

### WIRE, INDIANAPOLIS

*Operator:* Indianapolis Broadcasting, Inc., 540 N. Meridian Street. *Phone:* Riley 4471. *Power:* 5,000 and 1,000 watts on 1400 kc. *Affiliation:* NBC Basic Red and Mutual. *Opened:* July 26, 1929. (Note: The stock of Indianapolis Broadcasting, Inc., is owned by Central Newspapers, Inc.)

*President, station manager:* Eugene C. Pulliam. *Business manager:* R. E. Bausman. *Chief engineer:* Earl Lewis. *Musical director:* Harry Bason.

*Rep:* William G. Rambeau Co. *News:* UP. *Seating facilities:* Large auditorium; capacity not listed. *Merchandising:* Advertisers offered use of window in front of station offices; publicity department services several state and out-of-state and all Indianapolis papers; conduct surveys, aid in distribution, etc.; no charge except for "unusual" services. *Foreign language programs:* No set rules; foreign population very small. *Artists bureau:* None. *Base rate:* \$225.

*Copy restrictions:* All copy must conform to station standards and government regulations.

### WLBC, MUNCIE

*Operator:* Donald A. Burton, Anthony Bldg. *Phone:* 5411. *Power:* 250 and 100 watts on 1310 kc. *Affiliation:* None. *Opened:* Nov. 11, 1926.

*Owner, station manager:* Donald A. Burton. *Commercial manager:* Wm. Craig. *Program director:* Carl Noble. *Artists bureau head:* Don Russell. *Chief engineer:* Maurice Crane. *Merchandising director:* Fred Ayer.

*Rep:* Sears & Ayer, New York; H. K. Conover, Chicago. *News:* Transradio; INS. *Seating facilities:* Studio A. seating 30. *Merchandising:* Service rendered on request; window displays, placards, newspaper tie-ups. *Foreign language pro-*

## INDIANA STATIONS—Continued

grams: Not accepted. *Artists bureau:* Yes; have roster of announcers and continuity writers. *Base rate:* \$80.

*Copy restrictions:* Beer okay; no other alcoholic beverages; mention of prices in commercial copy acceptable.

### WGRC, NEW ALBANY

See Louisville, Kentucky, for data.

### WKBV, RICHMOND

*Operator:* Knox Radio Corp. *Power:* 100 watts on 1500 kc. (specified hours). *Affiliation:* None.

*Rep:* None. *Base rate:* No rate card sent. No other information available.

### WFAM, SOUTH BEND

*Operator:* South Bend Tribune, 223 W. Colfax. *Phone:* 3-6161. *Power:* 100 watts on 1200 kc (divides time with WWAE; operates 8 a.m. to 5 p.m. Sundays; 7 a.m. to noon, and 3:30 p.m. to 8 p.m. weekdays). *Affiliation:* CBS. *Opened:* 1931. (Note: This is a newspaper-owned station; WSBT, South Bend, under same ownership.)

*Station manager:* F. D. Schurz. *Commercial manager:* R. H. Swintz. *Program director, artists bureau head:* Bob Drain. *Chief engineer:* H. G. Cole. *Musical director:* Harlan Hogan. *Publicity director:* Mary Stockdale.

*Rep:* Paul H. Raymer Co. *News:* UP. *Seating facilities:* None. *Merchandising:* Commercial production department takes care of merchandising; any ordinary campaign handled; contacts maintained with major outlets in Northern Indiana and Southern Michigan. *Foreign language programs:* Yes; carries Polish and Hungarian programs currently; special rates apply. *Artists bureau:* Nominally maintained. *Base rate:* \$75.

*Copy restrictions:* Beer is only alcoholic beverage allowed; patent medicines must have approval of FCC as well as local management; five "air appearances" maximum daily per advertiser for straight commercial announcements.

### WSBT, SOUTH BEND

*Operator:* South Bend Tribune, 223 W. Colfax. *Phone:* 3-6161. *Power:* 500 watts on 1360 kc. (divides time with WGES; operates Sundays 5 p.m. to 11 p.m., weekdays 12 noon to 3:30 p.m. and 8 p.m. to midnight). *Affiliation:* CBS. *Opened:* 1922. (Note: This station is newspaper-owned; WFAM, South Bend, is under same ownership.)

*Station manager:* F. D. Schurz. *Com-*

*mercial manager:* R. H. Swintz. *Program director, artists bureau head:* Bob Drain. *Chief engineer:* H. G. Cole. *Musical director:* Harlan Hogan. *Publicity director:* Mary Stockdale.

*Rep:* Paul H. Raymer Co. *News:* UP. *Seating facilities:* None. *Merchandising:* Commercial production department takes care of merchandising; any ordinary campaign handled; contacts maintained with major outlets in Northern Indiana and Southern Michigan. *Foreign language programs:* Yes; carries Polish and Hungarian programs currently; special rates apply. *Artists bureau:* Nominally maintained. *Base rate:* \$100.

*Copy restrictions:* Beer is only alcoholic beverage allowed; patent medicines must have approval of the FCC as well as local management; five "air appearances" maximum daily per advertiser for straight commercial announcements.

### WBOW, TERRE HAUTE

*Operator:* Banks of Wabash, Inc., Sixth and Poplar Sts. *Phone:* Crawford 3394. *Power:* 250 and 100 watts on 1310 kc. *Affiliation:* NBC Basic Supplementary Group. *Opened:* 1926. (Note: WBOW is under the same ownership as WEOA and WGBF, Evansville, Ind.)

*Vice-president, station manager:* W. W. Behrman. *Program director:* Horace Capps. *Chief engineer:* Stokes Gresham, Jr. *Musical director:* Leo Baxter. *Publicity director:* George Jackson.

*Rep:* Gene Furgason & Co. *News:* None. *Seating facilities:* About 100 persons. *Merchandising:* Contact dealers, wholesalers; write letters; secure displays; hold sales meetings; also stunts and timely tie-ups; no service rendered to accounts using less than 13 half-hours. *Foreign language programs:* Not accepted. *Artists bureau:* Set-up nominal only. *Base rate:* \$100.

*Copy restrictions:* Beer accepted; no wine or hard liquors; patent medicines accepted provided no excessive mention of diseases, etc., is made.

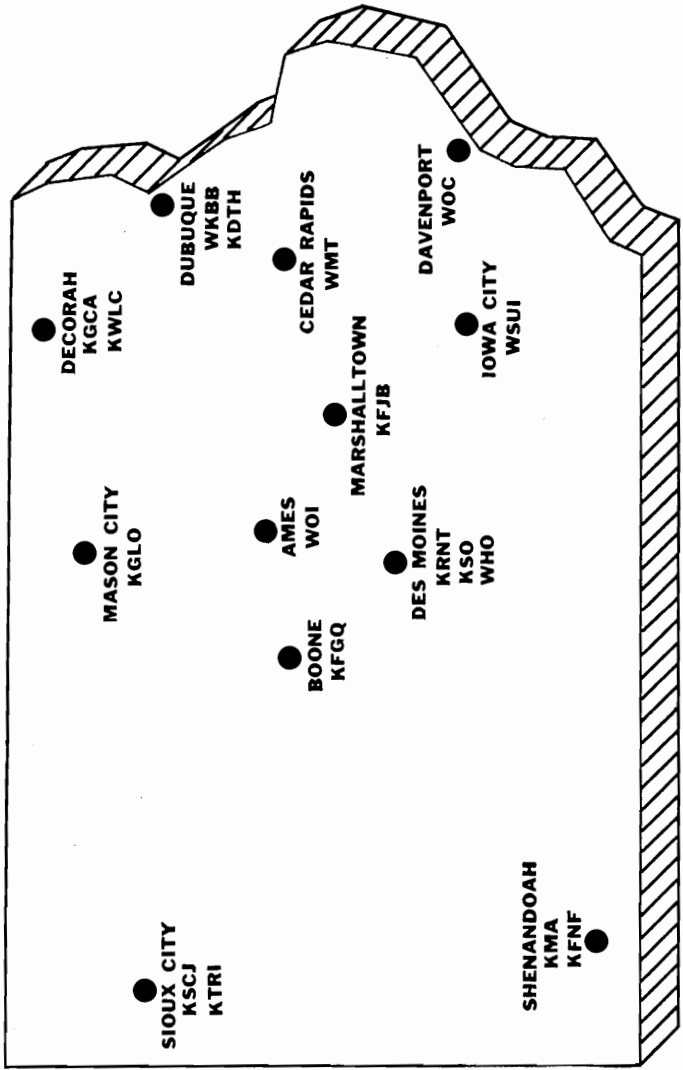
### WBAA, WEST LAFAYETTE

*Operator:* Purdue University. *Phone:* 6076. *Power:* 1,000 and 500 watts on 890 kc (specified hours). *Opened:* 1919 on temporary license; permanent license since April 4, 1922.

*Seating facilities:* Studio, 200 persons. *News:* Purdue University News Bureau.

**This station is non-commercial; university-owned.**

# IOWA





# IOWA

(577,800 radio homes)

## Radio Homes by Counties

Adair .....	3,110	Floyd .....	4,800	Monona .....	3,820
Adams .....	2,320	Franklin .....	3,540	Monroe .....	3,370
Allamakee .....	3,610	Fremont .....	3,380	Montgomery .....	4,060
Appanoose .....	5,950	Greene .....	3,690	Muscatine .....	7,740
Audubon .....	2,550	Grundy .....	2,940	O'Brien .....	4,120
Benton .....	5,290	Guthrie .....	3,910	Osceola .....	1,990
Black Hawk .....	17,130	Hamilton .....	4,520	Page .....	5,860
Boone .....	6,740	Hancock .....	2,950	Palo Alto .....	3,110
Bremer .....	3,920	Hardin .....	5,360	Plymouth .....	4,980
Buchanan .....	4,210	Harrison .....	5,450	Pocahontas .....	3,190
Buena Vista .....	4,220	Henry .....	4,020	Polk .....	45,010
Butler .....	3,880	Howard .....	2,880	Pottawattamie .....	16,640
Calhoun .....	3,890	Humboldt .....	2,780	Poweshiek .....	4,460
Carroll .....	4,650	Ida .....	2,520	Ringgold .....	2,760
Cass .....	4,640	Iowa .....	3,960	Sac .....	3,890
Cedar .....	3,860	Jackson .....	4,320	Scott .....	20,210
Cerro Gordo .....	9,050	Jasper .....	7,690	Shelby .....	3,510
Cherokee .....	3,730	Jefferson .....	4,020	Sioux .....	5,240
Chickasaw .....	3,170	Johnson .....	7,420	Story .....	7,440
Clarke .....	2,470	Jones .....	4,020	Tama .....	5,120
Clay .....	3,620	Keokuk .....	4,660	Taylor .....	3,540
Clayton .....	5,460	Kossuth .....	5,010	Union .....	4,360
Clinton .....	10,990	Lee .....	10,380	Van Buren .....	3,100
Crawford .....	4,500	Linn .....	21,480	Wapello .....	10,190
Dallas .....	6,080	Louisa .....	2,680	Warren .....	4,220
Davis .....	2,580	Lucas .....	3,590	Washington .....	4,740
Decatur .....	3,340	Lyon .....	2,950	Wayne .....	3,370
Delaware .....	3,960	Madison .....	3,380	Webster .....	9,500
Des Moines .....	10,050	Mahaska .....	6,290	Winnebago .....	2,580
Dickinson .....	2,350	Marion .....	5,990	Winneshiek .....	4,640
Dubuque .....	14,010	Marshall .....	8,070	Woodbury .....	24,390
Emmet .....	2,780	Mills .....	3,160	Worth .....	2,290
Fayette .....	6,780	Mitchell .....	3,170	Wright .....	4,490

### WOI, AMES

*Operator:* Iowa State College of Agriculture and Mechanic Arts. *Phone:* 2210; 228. *Power:* 5,000 watts on 640 kc (daytime). *Opened:* April, 1922.

*News:* UP. *Seating facilities:* 15 to 20 persons.

**This station is non-commercial; college-owned.**

### KFGQ, BOONE

*Operator:* Boone Biblical College. *Power:* 100 watts on 1370 kc. (operates specified hours daytime).

**This station is non-commercial.**

### WMT, CEDAR RAPIDS

*Operator:* Iowa Broadcasting Co., Paramount Theatre Bldg., in Cedar Rapids; Russell-Lawson Hotel in Waterloo. *Phone:* 6127. *Power:* 5,000 and 1,000 watts on 600 kc. *Affiliation:* NBC Basic Blue; Iowa Broadcasting System; Mutual Broadcasting Sys-

tem. (Note: WMT is affiliated with the Des Moines Register & Tribune.)

*Vice-president, general manager:* Sumner D. Quarton. *Commercial manager:* W. B. Quarton (Cedar Rapids); Don Inman (Waterloo). *Program director:* Douglas B. Grant. *Chief engineer:* Charles F. Quentin. *Musical director:* Eleanor Gough. *Merchandising director:* Leo F. Cole. *Continuity editor:* Chauncey Fay. *Publicity director:* Ray Cox.

*Rep:* The Katz Agency. *News:* UP. *Seating facilities:* Studio, 100 persons; Roosevelt ballroom, 100 or over. *Merchandising:* Complete service at no extra charge; link program, display and product in a comprehensive campaign; listings in Des Moines Register & Tribune with sponsor named. *Foreign language programs:* No set policy; occasional Bohemian programs. *Artists bureau:* None. *Base rate:* \$230.

*Copy restrictions:* No beer, wines, or whiskey; all patent medicine advertising

# FLASH



IOWA NET ANNOUNCERS  
AGAIN TOP ANNUAL  
IOWA RADIO POPULARITY  
POLL WITH 4 TO 1 LEAD...

Latest Tabulations  
Show Listening  
Preference of 1,400  
Iowa Women . . . .

WRITE TODAY FOR FREE BROCHURE  
GIVING COMPLETE RETURNS

# THE IOWA NETWORK

*Maximum Coverage  
at Minimum Cost Per Thousand Families in the State*



Des Moines

Cedar Rapids-Waterloo

Des Moines

*Radio Stations of the Des Moines Register and Tribune*

## IOWA STATIONS—Continued

must be approved by laboratory test before acceptance.

### WOC, DAVENPORT

*Operator:* Tri-City Broadcasting Co., 1000 Brady St. *Phone:* 2-3521. *Power:* 250 and 100 watts on 1370 kc. *Affiliation:* CBS. *Opened:* March, 1921. (Note: WHO, Des Moines, and WOC are under cross-ownership; the original WOC operated synchronously with WHO until early 1933; on April 22 of that year both were combined into one 50,000-watt under the call letters WHO; in 1934 a new WOC was set up and affiliated with CBS.)

*Manager, commercial manager:* Clark A. Luther. *Program director, publicity director:* J. Neil Reagan. *Chief engineer:* Harold Higby.

*Rep:* Free & Peters, Inc. *News:* UP. *Seating facilities:* Auditorium, 500 persons; studio A, 50; studio B, 30. *Merchandising:* Render every service desired, except that advertisers are asked to pay postage costs. *Foreign language programs:* No information given. *Artists bureau:* None. *Stock:* Principally held by Dr. B. J. Palmer and family (Palmer School of Chiropractic). *Base rate:* \$108 (when an advertiser uses WHO, Des Moines, and adds WOC, a 25% discount on general rates—but not spot announcements—is tendered.)

*Copy restrictions:* Accept beer and wines; no hard liquor; patent medicines accepted as long as they remain within bounds of good taste; copy subject to approval of management.

### KGCA, DECORAH

*Operator:* Charles Walter Greenley. *Power:* 100 watts on 1270 kc. (daytime; shares hours with KWLC).

No other information available.

### KWLC, DECORAH

*Operator:* Luther College, 600 Leiv Eiriksson Drive. *Phone:* 690. *Power:* 100 watts on 1270 kc (daytime; shares hours with KGCA). *Opened:* December, 1926.

*Station head:* Dr. O. J. H. Preus (president, Luther College). *Station manager, chief engineer:* O. M. Eittrheim. *Program director:* Dr. W. L. Strunk. *Musical director:* Prof. Th. Nickel.

This station is non-commercial; church-college owned.

### KRNT, DES MOINES

*Operator:* Iowa Broadcasting Co., Register and Tribune Bldg. *Phone:* 3-2111. *Power:* 5,000 and 1,000 watts on 1320 kc. *Affiliation:* CBS; Iowa Network. *Opened:* March, 1935. (Note: KRNT is owned by the Des Moines Register and Tribune, as is

KSO, Des Moines, and WMT, Cedar Rapids.)

*President:* Gardner Cowles, Jr. *Station manager:* Luther Hill. *Commercial manager:* Craig Lawrence. *Program director, artists bureau head:* Ranny Daly. *Chief engineer:* Paul Huntsinger. *Traffic manager, music librarian:* Dick Teela. *Merchandising promotion manager:* G. Phender Greenburg. *Musical director:* Orville Foster. *Publicity director:* Dave Nowinson.

*Rep:* The Katz Agency. *News:* UP, INS; Register and Tribune state correspondents. *Seating facilities:* Studio and lobby seat 250; standing room for an additional 100 persons. *Merchandising:* Stories and pictures regularly, as well as daily listings in Register (m) 3 columns daily, Tribune (e) 3 columns daily, and Sunday Register (full page), 100 cuts used weekly in these papers. *Foreign language programs:* Acceptance subject to board of approval; none current. *Artists bureau:* Yes; lists a roster of about 40 artists. *Base rate:* \$200.

*Copy restrictions:* No beer, wine or liquor advertising; no laxatives during dinner or luncheon periods; patent medicines must be approved by the KRNT Medical Advisory Committee; other rules and regulations as per N.A.B. Code of Ethics.

### KSO, DES MOINES

*Operator:* Iowa Broadcasting Co., Register and Tribune Bldg. *Phone:* 3-2111. *Power:* 2,500 and 500 watts on 1430 kc. *Affiliation:* NBC Basic Blue, Mutual, Iowa Network. *Opened:* Nov. 5, 1932. (Note: This station is owned by the Des Moines Register and Tribune, as is KRNT and WMT, Cedar Rapids.)

*President:* Gardner Cowles, Jr. *Station manager:* Luther Hill. *Commercial manager:* Craig Lawrence. *Program director, artists bureau head:* Ranny Daly. *Chief engineer:* Paul Huntsinger. *Traffic manager, music librarian:* Dick Teela. *Merchandising promotion manager:* G. Phender Greenburg. *Musical director:* Orville Foster. *Publicity director:* Dave Nowinson.

*Rep:* The Katz Agency. *News:* UP, INS; Register and Tribune state correspondents. *Seating facilities:* Studio and lobby seat 250; standing room for additional 100 persons. *Merchandising:* Stories and pictures regularly, as well as daily listings in Register (m) 3 columns daily, Tribune (e) 3 columns daily and Sunday Register (full page), 100 cuts used weekly in these papers. *Foreign language programs:* Acceptance subject to board of approval; none current. *Artists bureau:* Yes; lists about 40 artists. *Base rate:* \$160.

*Copy restrictions:* No beer, wine or

## IOWA STATIONS—Continued

liquor advertising; no laxatives during dinner or luncheon periods; patent medicines must be approved by the KSO Medical Advisory Committee; other rules and regulations as per N.A.B. Code of Ethics.

### WHO, DES MOINES

*Operator:* Central Broadcasting Co., 914 Walnut St. *Phone:* 3-7147. *Power:* 50,000 watts on 1000 kc. *Affiliation:* NBC Basic Red. *Opened:* April 10, 1924. (Note: WHO is the result of a merger between WHO, established in 1924, and WOC, Davenport; from 1930 to 1933 both stations operated synchronously; on April 22, 1933, both were combined into one 50,000-watter, with studios and transmitter at Des Moines; subsequently, in 1934, a new WOC was set up in Davenport and affiliated with CBS; the new WOC is under cross-ownership with WHO.)

*Vice-president and manager:* J. O. Maland. *Sales manager:* Hale Bondurant. *Program director, musical director:* Harold Fair. *Traffic manager:* Fred A. Reed. *Chief engineer:* Paul Loyet. *Artists bureau manager:* Irving H. Grossman. *Publicity director:* Wilfred Woody Woods.

*Rep:* Free & Peters, Inc. *News:* UP; Transradio. *Seating facilities:* Studio A, 100 seats; studio B, 50; studio D, 100; reception room, 100 seats and open to the public; Sunset Corners Frolic is held in the Shrine Auditorium, seating 4,500, with a 26c. and 10c. admission charge. *Merchandising:* Services of the station staff will be furnished without additional charge, except for cash expenditures (postage, etc.), which are paid by the advertiser; this pertains only to spot advertising, and not to network-fed advertising. *Foreign language programs:* Station has no rules on this matter. *Artists bureau:* Yes; complete roster; also sight acts for fairs, etc. *Stock:* Principal holders are Col. (Dr.) B. J. Palmer, president; D. D. Palmer, vice-president and treasurer; Mabel Palmer; J. O. Maland, vice-president and manager; P. A. Loyet, technical director; Wm. M. Brandon, secretary. *Base rate:* \$425.

*Copy restrictions:* Commercial copy up to 175 words for five minutes (should include entertainment or educational features); 350 words per quarter-hour; 700 words per half-hour; 1400 words per hour; beer advertising accepted after 10:30 p.m.; no wines or hard liquors; patent medicine copy subject to scrutiny of continuity director, legal department, food and drug commission, while product is subject to chemical analysis.

### KDTH, DUBUQUE

*Operator:* Telegraph Herald. *Power:* 500 watts on 1340 kc. (daytime).

At press time this station had a construction permit only; additionally, issues were being determined by the Court of Appeals, District of Columbia.

### WKBB, DUBUQUE

*Operator:* Sanders Brothers Radio Station, Julien Hotel. *Phone:* 572. *Power:* 250 and 100 watts on 1500 kc. *Affiliation:* CBS. *Opened:* October, 1933. (Note: This station is licensed for East Dubuque, Ill., but its offices and studios are in Dubuque, Ia.)

*President:* Walter E. Klauer. *Station manager, commercial manager:* J. D. Carpenter. *Chief engineer:* L. Carlson.

*Rep:* None. *News:* Transradio. *Seating facilities:* 300 persons. *Merchandising:* Dealer contacts, personal and by mail. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* \$80.

*Copy restrictions:* Accept beer and wines; no hard liquor.

### WSUI, IOWA CITY

*Operator:* State University of Iowa. *Power:* 1,000 and 500 watts on 880 kc.

This station does not sell time; university-owned.

### KFJB, MARSHALLTOWN

*Operator:* Marshall Electric Co., 1603 W. Main St. *Phone:* 2515. *Power:* 250 and 100 watts on 1200 kc. *Affiliation:* None. *Opened:* June, 1923.

*President, station manager:* E. N. Peak. *Chief engineer:* Warren D. Bailey.

*News:* UP. *Seating facilities:* Memorial Coliseum, capacity 2,300. *Merchandising:* Contact dealers and distributors; other services rendered at actual cost. *Foreign language programs:* Will accept if occasion arises, but foreign population is very small. *Artists bureau:* None. *Base rate:* \$75.

*Copy restrictions:* No wine, beer, liquor or patent medicine advertising; all copy must be in good taste and is subject to approval of management.

### KGLO, MASON CITY

*Operator:* Mason City Globe Gazette Co., Hanford Hotel. *Phone:* 2800. *Power:* 250 and 100 watts on 1210 kc. *Affiliation:* CBS. *Opened:* Jan. 17, 1937. (Note: This station is owned by the Mason City Globe-Gazette.)

*General manager:* F. C. Eighmey. *Commercial manager:* Virgil Hicks. *Program director:* John J. Price. *Chief engineer:* Leo W. Born. *Production manager:* Nic Scheel. *Merchandising director:* George Milloy. *Publicity director:* Henry Hook.

## IOWA STATIONS—Continued

*Rep:* Weed & Co. *News:* UP. *Seating facilities:* 60 persons. *Merchandising:* Complete program log daily in Mason City Globe-Gazette; regular bulletins to leading grocers and druggists in 19 Iowa and 5 Minnesota counties; dealer calls and confidential surveys. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$80.

*Copy restrictions:* Accept beer; no wine or liquor advertising.

### KFNF, SHENANDOAH

*Operator:* KFNF, Inc., 407 Sycamore St. *Phone:* No. 1. *Power:* 1,000 and 500 watts on 890 kc. (Has construction permit for 5,000 and 1,000 watts on 890 kc.) (shares time with KUSD in a ratio of  $\frac{7}{8}$  to  $\frac{1}{8}$ ). *Affiliation:* None. *Opened,* February, 1924.

*President, station manager:* Henry Field. *Program director:* William E. MacDonald. *Chief engineer:* Wiley D. Wenger. *Musical director:* Gretta Bellamy.

*Rep:* None. *News:* INS. *Seating facilities:* Studio auditorium, 300. *Merchandising:* Special mailings in territory gratis; other services at cost. *Foreign language programs:* Bohemian, Swedish, German, Polish, Danish. *Artists bureau:* Being established. *Stock:* Principally held by Henry Field and John W. Nicolson; 400 shares outstanding. *Base rate:* \$70.

*Copy restrictions:* No beer, wine or liquor advertising accepted; patent medicines accepted subject to censorship.

### KMA, SHENANDOAH

*Operator:* Earl E. May Seed Co., Lowell and Elm Sts. *Phone:* 193. *Power:* 5,000 and 1,000 watts on 930 kc. *Affiliation:* None; occasionally ties in with Iowa Broadcasting System. *Opened:* Aug. 25, 1925.

*President:* Earl E. May. *Station manager:* J. "Cy" Rapp. *Commercial manager:*

Ken Marsh. *Program director:* Fred D. Greenlee.

*Rep:* Howard H. Wilson Co. *News:* UP. *Seating facilities:* Studio on stage of auditorium, seating 900. *Merchandising:* Has merchandising men to service advertisers, help salesmen make contacts; circularize dealers; assist in getting displays. *Foreign language programs:* Would accept, but area is virtually 100% English-speaking. *Artists bureau:* None. *Base rate:* \$125.

*Copy restrictions:* Commercials limited to four minutes per quarter-hour; beer accepted after 9 p.m.; no wines or hard liquors; medicinals subject to FTC okay.

### KSCJ, SIOUX CITY

*Operator:* Perkins Brothers Company, 415 Douglas St. *Phone:* 5-7993. *Power:* 5,000 and 1,000 watts on 1330 kc. *Affiliation:* CBS. *Opened:* April 4, 1927. (Note: This station is newspaper-owned by the Sioux City Journal.)

*General, station and commercial manager:* C. W. Corkhill. *Program director:* Ruth Marie Fachman. *Chief engineer:* Stephen Dier. *Musical director:* Bertha Reese. *Publicity director:* Roberta Deany.

*Rep:* George P. Hollingbery Co. *News:* Sioux City Journal (local). *Seating facilities:* Studio audience hall, seating 150 persons. *Merchandising:* Newspaper publicity; theatre screen ads. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$175.

*Copy restrictions:* Beer and wine accepted; no hard liquor; all copy, commercial or otherwise, subject to station approval.

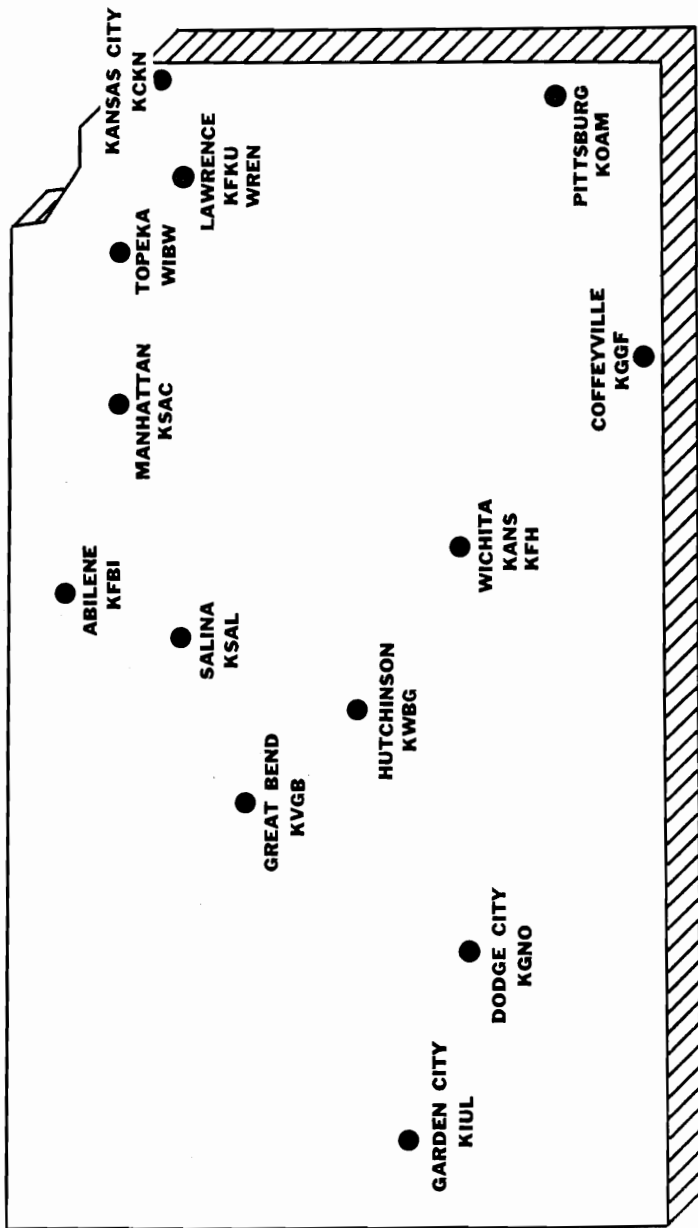
### KTRI, SIOUX CITY

*Operator:* Sioux City Broadcasting Co. *Power:* 250 and 100 watts on 1420 kc.

*At press time this station had a construction permit only.*

V  
RD

# KANSAS



# KANSAS

(367,800 radio homes)

## Radio Homes by Counties

Allen	4,510	Greeley	270	Osborne	1,910
Anderson	2,420	Greenwood	3,540	Ottawa	1,770
Atchison	4,950	Hamilton	540	Pawnee	1,770
Barber	1,730	Harper	2,330	Phillips	1,980
Barton	3,730	Harvey	4,510	Pottawatomie	2,560
Bourbon	4,540	Haskell	390	Pratt	2,590
Brown	3,890	Hodgeman	570	Rawlin	1,060
Butler	7,130	Jackson	2,580	Reno	9,910
Chase	1,150	Jefferson	2,350	Republic	2,490
Chautauqua	1,820	Jewell	2,360	Rice	2,640
Cherokee	6,280	Johnson	5,290	Riley	4,200
Cheyenne	950	Kearney	490	Rooks	1,530
Clark	760	Kingman	1,980	Rush	1,340
Clay	2,790	Kiowa	930	Russell	1,730
Cloud	3,420	Labette	6,470	Saline	6,400
Coffey	2,340	Lane	500	Scott	640
Comanche	840	Leavenworth	7,060	Sedgwick	32,850
Cowley	8,860	Lincoln	1,460	Seward	1,550
Crawford	10,490	Linn	2,290	Shawnee	19,960
Decatur	1,410	Logan	650	Sheridan	800
Dickinson	5,050	Lyon	5,990	Sherman	1,400
Doniphan	2,210	McPherson	4,280	Smith	2,200
Douglas	5,750	Marion	3,380	Stafford	1,690
Edwards	1,260	Marshall	4,100	Stanton	310
Elk	1,570	Meade	1,050	Steven	680
Ellis	2,260	Miami	3,940	Sumner	5,470
Ellsworth	1,630	Mitchell	2,320	Thomas	1,200
Finney	2,040	Montgomery	11,820	Trego	870
Ford	4,010	Morris	2,040	Wabaunsee	1,700
Franklin	4,560	Morton	650	Wallace	430
Geary	2,830	Nemaha	2,890	Washington	2,760
Gove	760	Neosho	4,640	Wichita	340
Graham	1,090	Ness	1,190	Wilson	3,650
Grant	480	Norton	2,000	Woodson	1,430
Gray	850	Osage	3,040	Wyandotte	33,740

### KFBI, ABILENE

*Operator:* Farmers and Bankers Broadcasting Corp. *Phone:* 1200. *Power:* 5,000 watts on 1050 kc (operates full daytime, limited nighttime, with KNX). *Affiliation:* None. *Opened:* 1924. (Note: Also maintains studios in Salina, Kans., in charge of Clarence Rupp.)

*Director, station manager:* K. W. Pyle. *Program director:* Harry Peck. *Chief engineer:* C. H. Johnston. *Musical director:* Marie Gunzelman.

*Rep:* Howard H. Wilson Co. *News:* Transradio; AP. *Seating facilities:* Studio, 100. *Merchandising:* Will make calls in Abilene and Salina; will send out mailings at cost. *Foreign language programs:* Will accept; currently has Bohemian and Swedish series. *Artists bureau:* None. *Stock:* Entirely held by Farmers and Bankers Life Insurance Co. *Base rate:* \$50 (½ hr.).

*Copy restrictions:* Commercials must be "short"; no liquor, wine or beer accounts; medical accounts only after okay by medical director of Farmers and Bankers Life Insurance Co.

### KGGF, COFFEYVILLE

*Operator:* Powell & Platz, Journal Bldg., 8th & Elm Sts. *Phone:* 147. *Power:* 1,000 watts on 1010 kc (shares time with WNAD). *Affiliation:* Mutual Broadcasting System. *Opened:* Oct. 20, 1930. (Note: This station is owned and operated by the Coffeyville Daily Journal.)

*Senior partner, station manager:* Hugh J. Powell. *Commercial manager:* W. B. Darrah. *Program director:* Melvin Drake. *Chief engineer:* J. Fred Case. *Musical director:* Clair Foster.

*Rep:* The Katz Agency. *News:* AP. *Seating facilities:* 96 persons. *Merchandising:* Publicity service and window displays in the Journal building are given; no charges except where postage and expensive printing are involved. *Foreign language programs:* Accepted from "responsible sources"; usually must be auditioned beforehand. *Artists bureau:* None. *Base rate:* \$75.

*Copy restrictions:* No alcoholic beverages accepted; all copy must conform to station standards and government regulations.

## KANSAS STATIONS—Continued

### KGNO, DODGE CITY

**Operator:** Dodge City Broadcasting Co., Inc., First National Bank Bldg. **Phone:** 1340. **Power:** 250 watts on 1340 kc. **Affiliation:** None. **Opened:** 1930. (Note: This station is newspaper-affiliated with the Dodge City Daily Globe.)

**President:** J. C. Denious. **Business manager:** N. C. Petersen. **Station director:** John C. Drake. **Commercial director:** Vaughn Kimball. **Program director:** Fay Ljungdahl. **Chief engineer:** Emil Doane. **News and sports:** Jay Allen.

**Rep:** None. **News:** AP. **Seating facilities:** Auditorium seating 30 persons, with standing room for 20 more; remote facilities available via banquet room-dance hall of Lora Locke Hotel. **Merchandising:** In charge of Vaughn Kimball; will render services as requested; publicity in newspaper affiliate. **Foreign language programs:** Accepted on request; foreign population very minor, however. **Artists bureau:** None. **Base rate:** \$40.

**Copy restrictions:** No alcoholic beverages accepted including beer; all copy must conform to station standards and government regulations.

### KIUL, GARDEN CITY

**Operator:** Garden City Broadcasting Co., 404 N. Main Street. **Phone:** 666. **Power:** 100 watts on 1210 kc. **Affiliation:** None. **Opened:** June 20, 1935.

**Station manager:** Clem Morgan. **Commercial manager:** Quincy Holmes. **Program director:** Keith M. Case. **Chief engineer:** Chester Fouguet. **Musical director:** George Goulding.

**Rep:** Cox and Tanz. **News:** Transradio. **Seating facilities:** Reception room, seating 100 persons. **Merchandising:** Complete services, rendered free. **Foreign language programs:** Will accept if approved by program director. **Artists bureau:** None. **Stock:** Held entirely by F. D. Conard and Associates. **Base rate:** \$40.

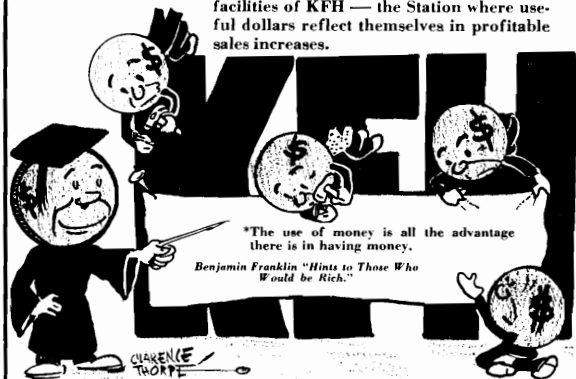
**Copy restrictions:** Accept beer; no wine or hard liquor; patent medicines accepted if approved by management; all copy subject to station approval.

### KVGB, GREAT BEND

**Operator:** Ernest Edward Ruehlen, Cork Bldg. **Phone:** 1080. **Power:** 100 watts on 1370 kc. **Affiliation:** None. **Opened:** March 10, 1937.

### THERE ARE NO IDLE DOLLARS ON KFH

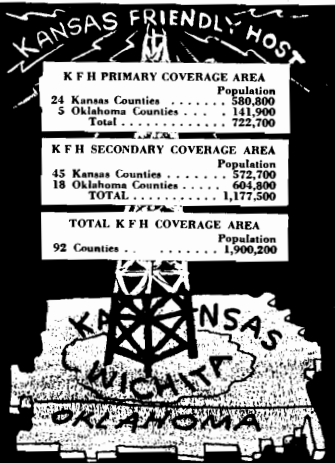
\*There is no better way to "Use Advertising Money" in the rich Wichita Market than by using the complete market coverage facilities of KFH — the Station where useful dollars reflect themselves in profitable sales increases.



<b>KFH PRIMARY AREA</b>	• Retail Dollar Volume . . . . .	\$143,717,000
	• Spendable Income . . . . .	\$343,885,000
	• Bank Deposits . . . . .	\$160,300,000

<b>KFH SECONDARY AREA</b>	• Retail Dollar Volume . . . . .	\$194,002,000
	• Spendable Income . . . . .	\$472,667,000
	• Bank Deposits . . . . .	\$209,800,000

<b>KFH TOTAL AREA</b>	• Retail Dollar Volume . . . . .	\$337,719,000
	• Spendable Income . . . . .	\$816,552,000
	• Bank Deposits . . . . .	\$370,100,000



Basic Supplementary, CBS



1300 Kilocycles

5000 Watts Day  
1000 Watts Night

National Representatives, Edward Petry & Co.



## KANSAS STATIONS—Continued

*Owner:* Ernest Edward Ruehlen. *Station manager:* M. E. Bybee. *Commercial manager:* Don Bybee. *Program and musical director:* Ray Beals. *Chief engineer:* Leo Legleiter. *Publicity director:* Dave Wilson.

*Rep:* None. *News:* Transradio. *Seating facilities:* Can accommodate about 75 persons. *Merchandising:* Service can be arranged. *Foreign language programs:* Accepted; English translations must be furnished in advance; special rates apply. *Artists bureau:* None. *Base rate:* \$30.

*Copy restrictions:* Beer copy accepted; no wines or hard liquors; all advertising must be "legitimate."

### KWBG, HUTCHINSON

*Operator:* Nation's Center Broadcasting Co., Inc., 101 East Avenue A. *Phone:* 5202. *Power:* 100 watts on 1420 kc. *Affiliation:* None. *Opened:* May 28, 1935.

*President, station and commercial manager, publicity director:* W. B. Greenwald. *Program director:* Mary Winner. *Chief engineer:* Harold Bourell. *Musical director:* Willie Ganz.

*Rep:* None. *News:* UP. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$35 (½ hr.).

*Copy restrictions:* Beer accepted; no wine, liquor or patent medicine advertising; commercials limited to 100 words at opening and close of programs.

### KCKN, KANSAS CITY

*Operator:* The KCKN Broadcasting Co., 901 North Eighth St. *Phone:* Drexel 4300. *Power:* 100 watts on 1310 kc. *Affiliation:* Kansas Network (KCKN and WIBW, Topeka, both Capper-owned, comprise this network). *Opened:* Nov. 1, 1925. (Note: This station is newspaper-owned, Kansas City Kansan—a Capper Publication.) (Call letters were originally WLBF.)

*President:* W. A. Bailey. *Station manager:* Ellis Atteberry. *Commercial manager:* Owen Balch. *Program director:* Ralph Nelson. *Chief engineer:* Clark B. Smith. *Director of special events:* Ralph Nelson and Owen Balch. *Artists bureau head, musical director:* Ruth Royal. *Publicity director:* Ruth Kendall.

*Rep:* Capper Publications. *News:* UP. *Seating facilities:* Exhibition Hall Studio, 200. *Merchandising:* Newspaper publicity; window displays, point of purchase tie-ups; direct mail. *Foreign language programs:* No rules against such broadcasts, except that interpreters selected by the station may scan the copy; no such broadcasts running, however. *Artists bureau:* Setup is nominal

only. *Base rate:* \$45. (25% discount to clients using a minimum of 10 inches per week in the Kansas City Kansan, applies only to programs, not announcements.)

*Copy restrictions:* No beer, wine, or other alcoholic beverages.

### KFKU, LAWRENCE

*Operator:* University of Kansas. *Power:* 5,000 and 1,000 watts on 1220 kc. (shares time with WREN).

**This station is non-commercial; university-owned.**

### WREN, LAWRENCE-KANSAS CITY

*Operator:* The WREN Broadcasting Co., Inc., WREN Bldg., Lawrence, Kans. *Phone:* 110. *Power:* 5,000 and 1,000 watts on 1220 kc. (shares time with KFKU; latter takes up about a half-hour on weekday afternoons). *Affiliation:* NBC Basic Blue. *Opened:* 1927.

*President, station manager:* Vernon H. Smith. *Commercial manager:* Ernest Pontius. *Program and musical director:* Verl Bratton. *Chief engineer:* C. Laverne Omer. *Publicity director:* I. W. Geiler.

*Rep:* George P. Hollingbery Co. *News:* INS. *Seating facilities:* Studio, seating about 150; also observation lobby. *Merchandising:* Have staff to distribute window cards, make contacts, etc.; actual cost of merchandising is basis of charge. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$200.

*Copy restrictions:* Do not accept hard liquors.

### KSAC, MANHATTAN

*Operator:* Kansas State College of Agriculture and Applied Science. *Phone:* 2236. *Power:* 1,000 and 500 watts on 580 kc (shares time with WIBW). *Affiliation:* None. *Opened:* Dec. 1, 1924.

*News:* College Press Bureau. *Seating facilities:* Studio, 50 persons.

**This station is non-commercial; college-owned.**

### KOAM, PITTSBURG

*Operator:* A. Staneart Graham, E. V. Baxter and Norman Baxter, doing business as the Pittsburg Broadcasting Co. *Power:* 1,000 watts on 790 kc. (daytime). *Affiliation:* NBC Red and Blue Southwestern Groups. *Opened:* 1937.

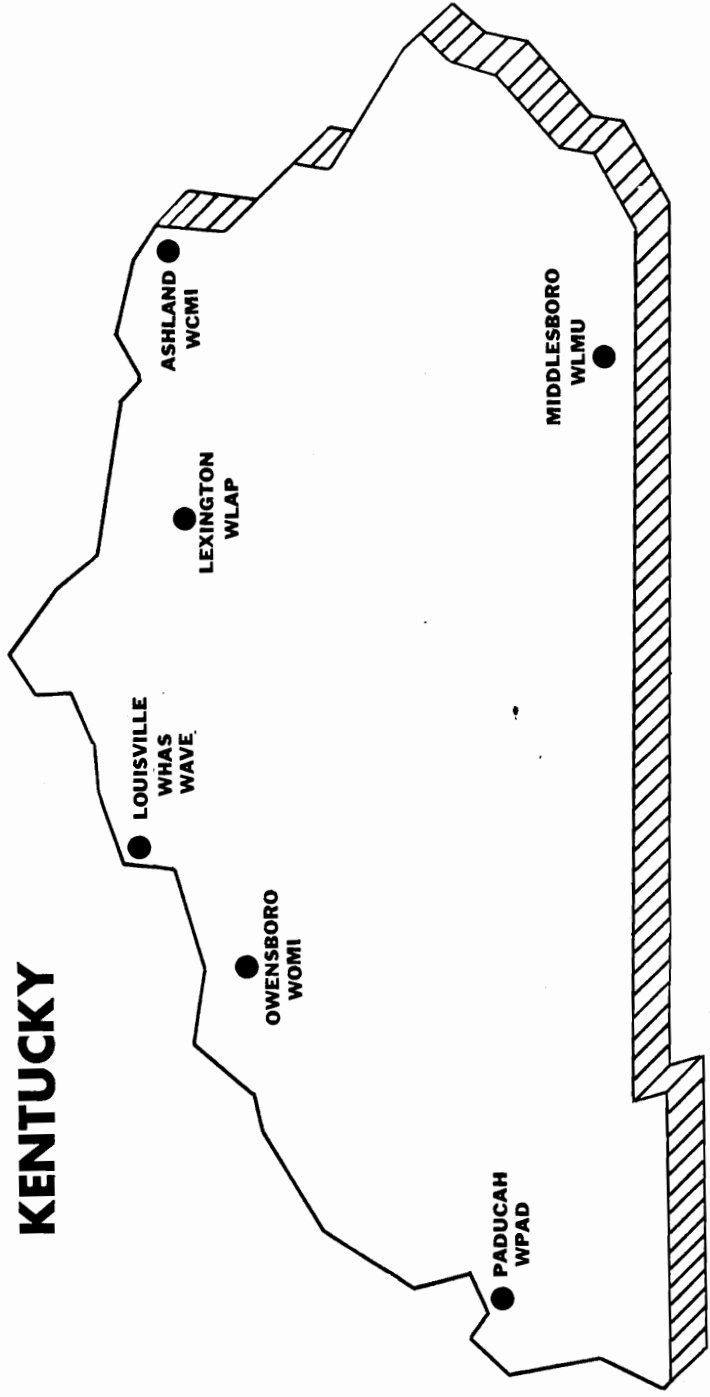
*Base rate:* \$75.

No further information available.

### KSAL, SALINA

*Operator:* R. J. Laubengayer, Journal Bldg. *Phone:* 100. *Power:* 250 and 100 watts on 1500 kc. *Affiliation:* None.

# KENTUCKY



## KANSAS STATIONS—Continued

*Opened:* May 27, 1937. (Note: Station operator also owns the Salina Journal and has interest in the Hays Daily News, Goodland Daily News, and Hill City Times.)

(Pending changes in staff at press time do not allow listing of KSAL's personnel.)

*Rep:* The Katz Agency, Inc. *News:* AP. *Seating facilities:* two studios, seating about 50 persons each; also available is the Municipal Auditorium, seating 3,000. *Merchandising:* Stories and highlights of programs carried in Salina Journal with names of sponsors mentioned. *Foreign language programs:* Accepted; currently running an Italian educational program and a Swedish religious service. *Artists bureau:* None. *Stock:* Held by R. J. Laubengayer. *Base rate:* \$56.

*Copy restrictions:* No alcoholic beverages or patent medicines accepted; rule of "good taste" is copy criterion.

### WIBW, TOPEKA

*Operator:* Topeka Broadcasting Assn., Inc., 1035 Topeka Blvd. *Phone:* 3-2377. *Power:* 5,000 and 1,000 watts on 580 kc. (shares time with KSAC). *Affiliation:* CBS. *Opened:* 1927. (Note: This station is newspaper-affiliated with the Topeka Daily Capital, a Capper Publication.)

*General manager:* Ben Ludy. *Program director, musical director:* Maude Shreffler. *Chief engineer:* Karl Troeglen. *Publicity director:* Charles Hill.

*Rep:* Capper Publications. *News:* UP; AP. *Seating facilities:* About 75 persons. *Merchandising:* Publicity in Capper Publications; contact retailers; send letters to distributors and dealers; have exclusive use of downtown windows for displays; services rendered free except for postage, which is billed at cost. *Foreign language programs:* No objections to such programs, but the foreign population is small. *Artists bureau:* None. *Base rate:* \$100.

*Copy restrictions:* No alcoholic beverage advertising accepted; copy must be "discreet, tasteful and truthful."

### KANS, WICHITA

*Operator:* The KANS Broadcasting Co., Hotel Lassen. *Phone:* 4-2387. *Power:* 100 watts on 1210 kc. *Affiliation:* NBC Supplementary Basic Service. *Opened:* September 19, 1936.

*General, station and commercial manager, chief engineer:* Herb Hollister. *Assistant manager, program director:* Jack Todd. *Promotion and merchandising manager:* Phil McKnight. *Musical director:* Raymond Shelley.

*Rep:* The Katz Agency. *News:* UP. *Seating facilities:* 25 persons. *Merchandising:* Supply publicity, work out window displays, and perform any other reasonable service requested at no additional cost. *Foreign language programs:* Would accept, though occasion has not arisen to date. *Artists bureau:* Setup nominal only. *Base rate:* \$120.

*Copy restrictions:* Accept beer, but no wine or hard liquor; all copy must conform to station standards and Federal, State and Municipal rules and regulations.

### KFH, WICHITA

*Operator:* The Radio Station KFH Co., Inc., York Rite Temple Bldg. *Phone:* 3-5254. *Power:* 5,000 and 1,000 watts on 1300 kc. *Affiliation:* CBS. *Opened:* 1925. (Note: This station is newspaper-affiliated with the Wichita Eagle.)

*Station manager:* G. B. McDermott. *Sales promotion and production manager:* Milton M. Mendelsohn. *Chief engineer:* A. C. Dadisman. *Musical director:* Guy Snyder.

*Rep:* Edward Petry & Co., Inc. *News:* UP. *Seating facilities:* 75 persons. *Merchandising:* Maintain special department; no charge made for usual services. *Foreign language programs:* Will accept. *Artists bureau:* None. *Base rate:* \$200.

*Copy restrictions:* Accept beer; no wine, or hard liquor; all copy subject to station approval.

## KENTUCKY

(494,900 radio homes)

### Radio Homes by Counties

Adair .....	2,540	Boyle .....	3,380	Carroll .....	1,570
Allen .....	2,590	Bracken .....	1,790	Carter .....	3,380
Anderson .....	1,550	Breathitt .....	2,660	Casey .....	2,340
Ballard .....	1,740	Breckinridge .....	2,980	Christian .....	6,330
Barren .....	4,520	Bullitt .....	1,540	Clark .....	3,780
Bath .....	1,820	Butler .....	1,960	Clay .....	2,310
Bell .....	6,280	Caldwell .....	2,670	Clinton .....	1,290
Boone .....	1,880	Calloway .....	3,100	Crittenden .....	2,080
Bourbon .....	3,790	Campbell .....	19,760	Cumberland .....	1,470
Boyd .....	9,690	Carlisle .....	1,330	Daviess .....	9,020



**THEM  
HILLS  
ARE  
PURTY,  
BUT—**

If you like beautiful scenery, you'd enjoy the views down around our Kentucky hills. But you wouldn't get rich with a sales kit down there because there aren't many sales to make! . . . The WAVE listening area (which doesn't extend that far) contains *twice* the number of income-tax payers found in the remaining 93 Kentucky counties . . . also 67% more wired homes, and 59% more passenger cars! Use WAVE and get the important *Louisville* market—at less cost!

An N. B. C. Outlet

NATIONAL REPRESENTATIVES: FREE & PETERS, INC.



**STATION  
WAVE**

INCORPORATED

**LOUISVILLE, KY.**

**1000 WATTS . . . 940 K. C.**

## KENTUCKY STATIONS—Continued

Edmondson .....	1,680	Knox .....	3,890	Nicholas .....	1,630
Elliott .....	940	Larue .....	1,520	Ohio .....	4,270
Estill .....	2,690	Laurel .....	3,010	Oldham .....	1,400
Fayette .....	16,360	Lawrence .....	2,300	Owen .....	1,910
Fleming .....	2,360	Lee .....	1,380	Owsley .....	960
Floyd .....	6,180	Leslie .....	1,270	Pendleton .....	2,000
Franklin .....	3,820	Letcher .....	5,290	Perry .....	6,280
Fulton .....	2,850	Lewis .....	2,250	Pike .....	8,980
Gallatin .....	850	Lincoln .....	2,910	Powell .....	850
Garrard .....	1,920	Livingston .....	1,460	Pulaski .....	5,550
Grant .....	1,900	Logan .....	3,970	Robertson .....	610
Graves .....	5,700	Lyon .....	1,240	Rockcastle .....	2,170
Grayson .....	2,760	McCracken .....	10,470	Rowan .....	1,580
Green .....	1,860	McCreary .....	2,110	Russell .....	1,670
Greenup .....	3,640	McLean .....	1,950	Scott .....	2,950
Hancock .....	1,100	Madison .....	4,970	Shelby .....	3,400
Hardin .....	3,690	Magoffin .....	2,100	Simpson .....	2,120
Harlan .....	10,220	Marion .....	2,510	Spencer .....	1,070
Harrison .....	3,050	Marshall .....	2,160	Taylor .....	2,050
Hart .....	2,630	Martin .....	1,080	Todd .....	2,430
Henderson .....	5,240	Mason .....	3,960	Trigg .....	1,960
Henry .....	2,410	Meade .....	1,300	Trimble .....	900
Hickman .....	1,490	Menifee .....	650	Union .....	3,100
Hopkins .....	7,470	Mercer .....	2,760	Warren .....	6,710
Jackson .....	1,400	Metcalfe .....	1,500	Washington .....	1,920
Jefferson .....	91,040	Monroe .....	1,950	Wayne .....	2,250
Jessamine .....	2,380	Montgomery .....	2,350	Webster .....	4,100
Johnson .....	3,300	Morgan .....	2,050	Whitley .....	4,810
Kenton .....	24,660	Muhlenberg .....	6,590	Wolfe .....	1,080
Knott .....	1,830	Nelson .....	2,600	Woodford .....	2,080

### WCMI, ASHLAND

*Operator:* Ashland Broadcasting Co., Inc., WCMI Bldg., Radio Block. *Phone:* 363. *Power:* 250 and 100 watts on 1310 kc. *Affiliation:* None. *Opened:* April 29, 1935. (Note: WCMI is affiliated with The Ashland Independent newspaper, but run under a separate corporation.)

*Managing director:* Jas. F. Kyler. *Commercial manager:* Jack Bell. *Program director:* Hester Kyler. *Chief engineer:* Paul Holton. *Artists bureau head:* Hester Kyler. *Musical director:* Lew Stubman. *Publicity director:* Paul Ruhle, Jr.

*Rep:* J. J. Devine & Associates. *News:* AP. *Seating facilities:* Main studio, 300 persons; Paramount Theatre available, seating capacity, 1,700; two shows currently originating from the theatre, with a slight charge made to the audience for one of them (amateur program). *Merchandising:* yes, handle newspaper and other tie-ups; distribute samples, etc.; have a campaign for virtually every product advertised. *Foreign language programs:* Accepted. *Artists bureau:* Yes; list a score of announcers, musicians, orchestras. *Base rate:* \$120.

*Copy restrictions:* Accept light wines and beer, no hard liquor; announcements limited to 100 words or less and only broadcast on station breaks (every 15 minutes).

### WLAP, LEXINGTON

*Operator:* American Broadcasting Corporation of Kentucky, Walton Bldg. *Phone:* 1721; 1722. *Power:* 250 and 100 watts on 1420 kc. *Affiliation:* None. *Opened:* March 17, 1934.

*Secretary, station and general manager:* Winston L. Clark. *Program director:* Ted Grizzard. *Chief engineer:* Sanford Helt. *Artists bureau head:* Miller Welch. *Musical director:* Mary Nugent.

*Rep:* J. J. Devine & Associates, Inc. *News:* UP. *Seating facilities:* 125. *Merchandising:* None listed. *Foreign language programs:* No set rules; question has never arisen as foreign population is very small. *Artists bureau:* Yes; lists about 20 artists. *Base rate:* \$100.

*Copy restrictions:* Accept beer and wine any time; accept patent medicine advertising provided it meets with approval of the State Pharmacy Board and Federal regulations; all copy subject to station approval and government regulations.

### WAVE, LOUISVILLE

*Operator:* WAVE, Inc., Brown Hotel. *Phone:* Jackson 8391. *Power:* 1,000 watts on 940 kc. *Affiliation:* NBC Red and Blue Midsouth Groups. *Opened:* Dec. 30, 1933. *Owner, station head:* George W. Norton.



*We Offer  
10 Million  
Cocked Ears*

## **Tickle 'Em With Good Shows and Their Owners Will Pay You Well**

**Nationally  
Cleared  
Channel**

**820 Kilocycles  
CBS Outlet**

**EDWARD PETRY  
& COMPANY  
National  
Representatives**

**W**ITH its brand new 50,000-watt broadcast transmitter assuring a marked increase in coverage and much greater clarity at all times, WHAS enables you to strut your stuff and tell your sales story more satisfactorily than ever to some 5,000,000 population in the Heart of the Rich Ohio Valley. One of the world's pioneer commercial stations, WHAS leads in prestige, programs and popularity in its Primary Listening Area.

# **WHAS**

**COURIER-JOURNAL & LOUISVILLE TIMES STATION**

## KENTUCKY STATIONS—Continued

*Jr. Station manager:* Nathan Lord. *Commercial manager:* James F. Cox. *Program director:* George Patterson. *Chief engineer:* Wilbur Hudson. *Artists bureau head, musical director:* Earl Keller. *Publicity director:* Virginia Strader.

*Rep:* Free & Peters, Inc. *News:* INS. *Seating facilities:* Main studio, 75 persons. *Merchandising:* Cooperate in any service relating to the program itself, i.e., publicizing program by various means. *Foreign language programs:* No rules; such programs never requested as foreign population is very small. *Artists bureau:* Setup nominal only. *Base rate:* \$220.

*Copy restrictions:* Accept beer and patent medicine accounts, provided they comply with Federal Trade Commission regulations; all copy must be in good taste and is subject to station approval.

### WGRC, NEW ALBANY (IND.)

*Operator:* Northside Broadcasting Corp., Indiana Theatre Bldg. *Phone:* 150. *Power:* 250 watts on 1370 kc (to local sunset). *Affiliation:* None. *Opened:* Oct. 23, 1936. (Note: WGRC maintains studios in Louisville in the Kentucky Home Life Bldg., phone: Wabash 3343; also in Jeffersonville in the Jefferson High School, phone: Jeffersonville 141.)

*President:* Charles Lee Harris. *General and commercial manager:* George M. Kuhn. *Program and publicity director, production manager, artists bureau head:* Robert J. McIntosh. *Musical director:* Rosalind Brown. *Traffic and studio manager:* Bill Sherman. *Chief engineer:* Jack Gardner. *Manager continuity department:* Charlotte Falkner.

*Rep:* H. K. Conover. *News:* INS. *Seating facilities:* Have access to two theatres, capacity, 1,100 apiece. *Merchandising:* Maintains a department; contacts jobbers and distributors (also on foreign advertising); assist in all types of sales promotion. *Foreign language programs:* Accepted after approval by general manager. *Artists bureau:* Yes; has roster of about 30 or more artists, conductors, etc. *Base rate:* \$45.

*Copy restrictions:* All copy subject to general manager's approval; accept beer only; patent medicines accepted if they pass FCC approval.

### WHAS, LOUISVILLE

*Operator:* Louisville Times Company, Courier Journal & Times Bldg. *Phone:* Wabash 2211. *Power:* 50,000 watts on 820 kc. *Affiliation:* CBS. *Opened:* July 18, 1922. (Note: This station is newspaper-owned by the Louisville Courier-Journal and Times.)

*Owner:* Barry Bingham. *Station direc-*

*tor:* Credo Fitch Harris. *Executive manager:* W. L. Coulson. *Program director:* Joe Eaton. *Technical director:* Orrin W. Towner. *Artists bureau head:* Bob Drake. *Musical director:* Robert Hutsell. *Publicity director:* Dolly Sullivan.

*Rep:* Edward Petry & Co., Inc. *News:* UP. *Seating facilities:* 100 persons. *Merchandising:* Supply daily listings, pictures and highlights in Courier-Journal and Times, plus publicity in magazines and trade journals; contact dealers, retailers, neighborhood groups, etc., by telephone and mail; surveys and window displays are handled by Montgomery Associates at a small cost to the advertiser. *Foreign language programs:* Not accepted. *Artists bureau:* Yes; lists all artists appearing on WHAS programs. *Base rate:* \$450.

*Copy restrictions:* Accept beer any time; wine and hard liquor only during late evening hours; commercials for alcoholic accounts must be institutional and are subject to stringent regulations; patent medicine advertising must conform to Federal Trade Commission regulations and station standards.

### WLUM, MIDDLESBORO

*Operator:* Lincoln Memorial University. *Power:* 250 and 100 watts on 1210 kc.

*At press time this station had a construction permit only.*

### WOMI, OWENSBORO

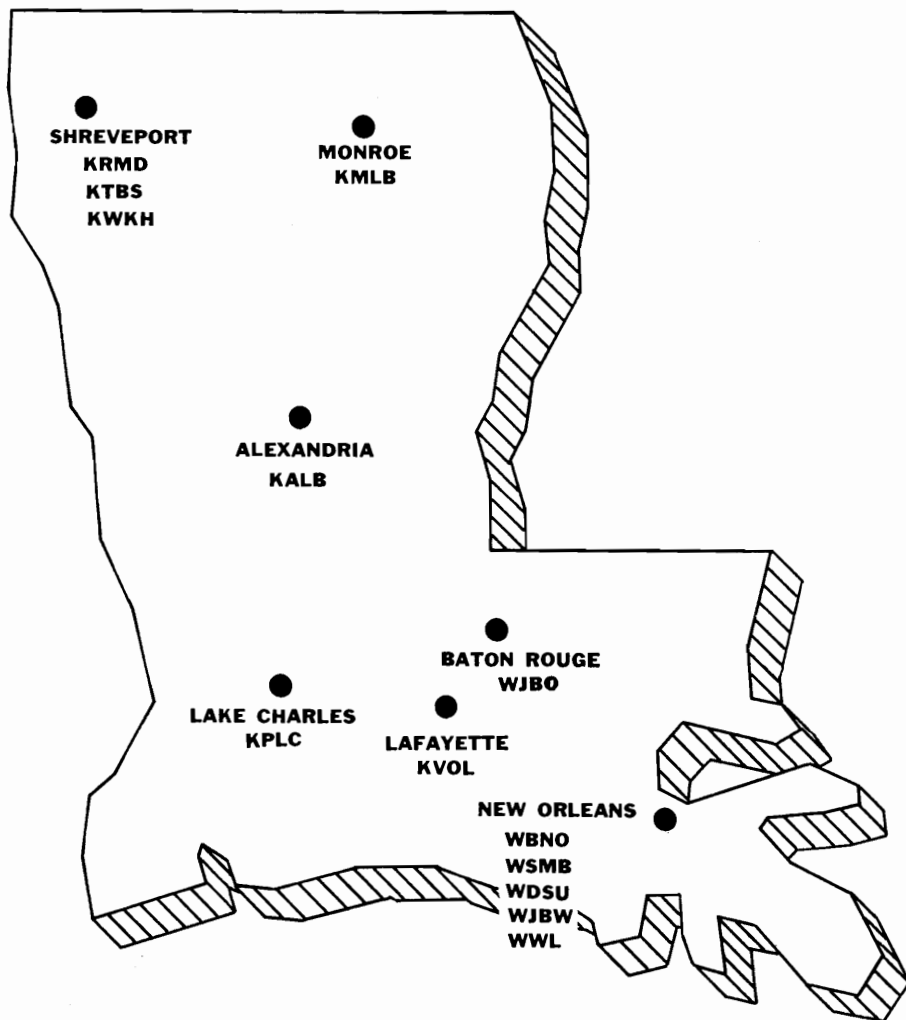
*Operator:* Owensboro Broadcasting Co., Owensboro. *Phone:* 420. *Power:* 250 and 100 watts on 1500 kc. *Affiliation:* None. *Opened:* Feb. 7, 1938. (Note: This station is newspaper-owned by the Owensboro Messenger and Inquirer).

*President:* Lawrence W. Hager. *Station manager:* Lyell L. Ludwig. *Commercial manager:* George Blackwell. *Program director:* Bob Clayton. *Chief engineer:* Earl Jagoe. *Artists bureau head:* Virginia Lee. *Musical director:* Edna May Brown. *Publicity director:* LeRoy Woodward.

*Rep:* None. *News:* AP. *Seating facilities:* Have such facilities; can accommodate "small number," but no figure given. *Merchandising:* Tie in with the newspaper for publicity. *Foreign language programs:* Not accepted. *Artists bureau:* Setup nominal only. *Stock:* Held by Owensboro Publishing Co., Lawrence W. Hager, W. B. Hager, and G. M. Fuqua. *Base rate:* No card sent.

*Copy restrictions:* Beer, wine, and liquor accepted; also patent medicines; all copy subject to station approval and to all laws.

# LOUISIANA





## KENTUCKY STATIONS—Continued

### WPAD, PADUCAH

Base rate: \$40. Rep: None listed.

Operator: Paducah Broadcasting Co., Inc. No other information available after  
Ninth & Terrell Sts. Power: 250 and 100 repeated requests.  
watts on 1420 kc.

## LOUISIANA

(297,400 radio homes)

### Radio Homes by Counties

Acadia .....	4,430	Iberia .....	3,310	St. Charles.....	1,390
Allen .....	1,790	Iberville .....	3,080	St. Helena.....	740
Ascension .....	2,120	Jackson .....	1,400	St. James.....	1,740
Asumption .....	1,730	Jefferson .....	5,500	St. John the Baptist.	1,560
Avoyelles .....	3,430	Jefferson Davis .....	2,280	St. Landry.....	6,050
Beauregard .....	1,790	Lafayette .....	4,680	St. Martin.....	2,080
Bienville .....	2,370	Lafourche .....	3,230	St. Mary.....	3,570
Bosier .....	3,310	La Salle .....	1,340	St. Tammany.....	2,760
Caddo .....	22,060	Lincoln .....	2,520	Tangipahoa .....	5,270
Calcasieu .....	5,980	Livingston .....	1,730	Tensas .....	1,810
Caldwell .....	1,050	Madison .....	1,870	Terrebonne .....	3,310
Cameron .....	580	Morehouse .....	2,930	Union .....	2,020
Catahoula .....	1,270	Natchitoches .....	4,120	Vermilion .....	3,400
Claiborne .....	3,470	Orleans .....	98,660	Vernon .....	2,180
Concordia .....	1,700	Ouachita .....	8,970	Washington .....	3,940
De Soto .....	3,430	Plaquemines .....	1,010	Webster .....	3,470
East Baton Rouge...	10,550	Pointe Coupee .....	2,270	West Baton Rouge..	1,200
East Carroll .....	2,070	Rapides .....	8,650	West Carroll.....	1,350
East Feliciana .....	1,510	Red River .....	1,670	West Feliciana.....	990
Evangeline .....	2,530	Richland .....	2,760	Winn .....	1,680
Franklin .....	3,040	Sabine .....	2,330		
Grant .....	1,670	St. Bernard.....	700		

### KALB, ALEXANDRIA

Operator: Alexandria Broadcasting Co., Inc., 3d and Jackson Sts. Phones: 55 (commercial); 65 (public). Power: 250 and 100 watts on 1210 kc. Affiliation: Southern Broadcasting Network. Opened: Sept. 21, 1935.

General manager: W. L. Waltman. Commercial manager: I. F. Welch. Program director: Virgil G. Evans. Chief engineer: James Manship.

Rep: None. News: Transradio. Seating facilities: Reception room for 300. Merchandising: None. Foreign language programs: None needed in this area. Artists bureau: None. Stock: Privately held by W. H. Allen, president; J. B. Nachman, vice-president; E. Levy, secretary-treasurer. Base rate: \$50.

Copy restrictions: None.

### WJBO, BATON ROUGE

Operator: Baton Rouge Broadcasting Co., Inc., Magnolia and Fifth Sts. Phone: 3647. Power: 500 watts on 1120 kc., unlimited, except 8 to 9 p.m. Monday evenings. Affiliation: NBC Blue Southern Group. Opened: 1924 (in New Orleans; in Baton Rouge since Dec. 12, 1934). (Note: This

station is newspaper-affiliated with the Baton Rouge State-Times and Morning Advocate.)

Vice-president and general manager: H. Vernon Anderson. Commercial manager: Roy Dabadie. Program director: Paul Goldman. Chief engineer: Wilbur Golson. Musical director: Oliver Manning. Publicity director: Edly Rogers.

Rep: None. News: AP. Seating facilities: About 75 persons. Merchandising: No information given. Foreign language programs: No information given. Artists bureau: None. Stock: Principally held by Chas. P. Manship, Sr. and Chas. P. Manship, Jr. Base rate: \$120.

Copy restrictions: Beer and light wines accepted; no hard liquors; all copy must conform to Federal Trade Commission rules.

### KVOL, LAFAYETTE

Operator: Evangeline Broadcasting Co., Inc., 300 Jefferson St. Phone: 336. Power: 100 watts on 1310 kc. Affiliation: Louisiana Network. Opened: July 29, 1935. (Note: This station is affiliated with the Louisiana Daily Advertiser.)

President: Morgan Murphy. Station manager: George H. Thomas. Commercial

## LOUISIANA STATIONS—Continued

*manager:* Robert A. Escudier. *Chief engineer:* James G. Cooper. *Publicity director:* Mrs. Hazel Guilbeau.

*Rep:* None. *News:* AP. *Seating facilities:* 50 persons. *Merchandising:* Window displays. *Foreign language programs:* Accept French programs. *Artists bureau:* None. *Base rate:* \$35.

*Copy restrictions:* Accept beer, wine, liquor, and some patent medicine advertising; all copy must conform to station's standards and government regulations.

### KPLC, LAKE CHARLES

*Operator:* Calcasieu Broadcasting Company, Majestic Hotel. *Phone:* 82. *Power:* 250 and 100 watts on 1500 kc. *Affiliation:* None. *Opened:* April 26, 1935.

*General manager:* L. M. Sepaugh. *Station manager:* C. R. Porter. *Commercial manager:* Frank Carroll. *Program director:* Kenneth McDaniel. *Chief engineer:* E. C. Moses.

*Rep:* J. J. Devine & Associates. *News:* Transradio. *Seating facilities:* Reception room, seating 15 persons. *Merchandising:* Reasonable services offered free of charge. *Foreign language programs:* Accept French

programs only, and these are restricted to a certain period of the day. *Artists bureau:* None. *Base rate:* \$45.

*Copy restrictions:* Beer, wine and liquor advertising accepted; all copy must conform to station standards.

### KMLB, MONROE

*Operator:* Liner's Broadcasting Station, Inc., Frances Hotel. *Phone:* 4321. *Power:* 250 and 100 watts on 1200 kc. *Affiliation:* None. *Opened:* July 1, 1930.

*Vice-president, commercial manager, publicity director:* J. C. Liner, Jr. *Station manager:* J. C. Liner, Sr. *Program director, artists bureau head, musical director:* Don Breitenmoser. *Chief engineer:* O. L. Morgan.

*Rep:* None. *News:* United Press. *Seating facilities:* About 50 persons. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* Setup nominal only. *Base rate:* \$50.

*Copy restrictions:* Light wines and beer advertising accepted at any time; all copy must be in good taste in the opinion of the station management.

## WSMB, NEW ORLEANS

... New Orleans' most popular station  
for thirteen years.

In 1938 the Women's National Radio Committee lists more outstanding programs in WSMB than any other New Orleans station. This includes Transradio Press, an exclusive WSMB service.

*Technical improvements during 1937-38 include an increase to 5,000 watts—a new transmitter—new high-efficiency antenna—new ground system and program amplifier.*

**All of which insures maximum efficiency  
plus best program service!**

## LOUISIANA STATIONS--Continued

### WBNO, NEW ORLEANS

*Operator:* The Coliseum Place Baptist Church, 720 Common St. *Power:* 100 watts on 1200 kc. (shares time with WJBW). *Affiliation:* None.

*Rep:* Cox and Tanz. *Base rate:* \$25 (½ hr.).

*Copy restrictions:* No alcoholic beverage advertising accepted.

### WDSU, NEW ORLEANS

*Operator:* WDSU, Inc., Hotel Monteleone. *Phone:* Raymond 7135. *Power:* 1,000 watts on 1250 kc. *Affiliation:* NBC Blue. *Opened:* July 23, 1923.

*President:* J. H. Uhalt. *Vice-president, commercial manager:* P. K. Ewing. *Program director:* Earl H. Smith. *Chief engineer:* Fred Fabre. *Musical director:* Albert A. Hodges.

*Rep:* John Blair & Co. *News:* Transradio; RNA. *Seating facilities:* No information given. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* \$180.

*Copy restrictions:* Rate card states "advertising of alcoholic beverages accepted, but program must be in the late hours"; all copy must conform to government regulations and station approval.

### WJBW, NEW ORLEANS

*Operator:* C. C. Carlson, Godchaux Bldg. *Power:* 100 watts on 1200 kc. (shares time with WBNO). *Affiliation:* None.

*Rep:* None. *Base rate:* \$26 (½ hr.).

No other information available after repeated requests.

### WSMB, NEW ORLEANS

*Operator:* WSMB, Inc., Maison Blanche Bldg. *Phone:* Main 5920. *Power:* 5,000 and 1,000 watts on 1320 kc. *Affiliation:* NBC South-central Group. *Opened:* April, 1925. (Note: Newspapers, churches, schools and municipality may all use this station with moderation, at no cost; station is affiliated with the Maison Blanche department store and Saenger Theatre Corp.)

*President:* E. V. Richards. *General manager:* H. Wheelahan. *Commercial manager:* T. J. Fontelieu. *Program director, artists bureau head:* W. J. Brengel. *Chief engineer:* H. G. Nebe. *Musical director:* None listed; duties assumed by various persons. *Publicity director:* Harry Arthur.

*Rep:* Edward Petry & Co., Inc. *News:* Transradio. *Seating facilities:* Lobby, 300 capacity; also Maison Blanche Auditorium, capacity 1,000. *Merchandising:* Any reasonable service rendered, but cost must be borne by advertiser. *Foreign language*

*programs:* None on station currently; French and Italian could be used. *Artists bureau:* Acts as supply house for talent, rather than contractor of permanent artists; picks performers from Local Union Musicians and Little Theatre, offering them a chance on the air on a rotating basis. *Base rate:* \$125 (half hour).

*Copy restrictions:* Beer and wines accepted; hard liquor only after 10 p.m.; copy restricted as to number of words, truthfulness and good taste; some patent medicines barred, as well as all cure-alls.

### WWL, NEW ORLEANS

*Operator:* Loyola University, WWL Development Co., Roosevelt Hotel. *Phone:* Raymond 2196. *Power:* 50,000 watts on 850 kc. *Affiliation:* CBS. *Opened:* March 30, 1922.

*Faculty director:* Rev. F. A. Cavey, S.J. *Station manager:* Vincent F. Callahan. *Program director:* James Willson. *Chief engineer:* J. D. Bloom, Jr. *Musical director:* Irvin Vidacovich. *Special events director:* Henry Dupre.

*Rep:* The Katz Agency. *News:* UP. *Seating facilities:* University Room, 600 persons. *Merchandising:* Charge for services; circular letters, up to 300, \$4.50, plus postage; local telephone calls, 10c. apiece; local personal calls, 50c. apiece. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Stock:* Station is wholly owned by Loyola University. *Base rate:* \$150 (half hour).

*Copy restrictions:* Beer and wine accepted; proprietaries must conform to station standards of public decency.

### KRMD, SHREVEPORT

*Operator:* Radio Station KRMD, Inc., New Jefferson Hotel. *Phone:* 6171. *Power:* 250 and 100 watts on 1310 kc. *Affiliation:* None. *Opened:* January, 1927.

*Station head:* L. M. Sepaugh. *Station and commercial manager:* G. V. Wilson. *Program and publicity director:* Margaret Barnett. *Chief engineer:* R. M. Dean.

*Rep:* J. J. Devine & Associates. *News:* Transradio. *Seating facilities:* 75 persons. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* \$30 (half hour).

*Copy restrictions:* None listed.

### KTBS, SHREVEPORT

*Operator:* Tri-State Broadcasting System, Inc., Commercial Bldg. *Phone:* 4171. *Power:* 1,000 watts on 1450 kc. *Affiliation:* NBC Southwestern Group. *Opened:* 1928.

## LOUISIANA STATIONS—Continued

(Note: This station is newspaper-owned by the Shreveport Times as is KWKH of the same city.)

*President:* John D. Ewing. *Station manager:* John C. McCormack. *Local advertising manager:* J. A. Oswald. *Program and musical director, artists bureau head:* B. G. Robertson. *Chief engineer:* C. H. Maddox. *Publicity director:* Ewing Canaday.

*Rep:* The Branham Co. *News:* UP. *Seating facilities:* 75 persons (studios shared with KWKH). *Merchandising:* Complete service rendered at actual cost, excepting sales letters and bulletins which are mailed to retailers gratis. *Foreign language programs:* No rules, as such programs have never been requested; foreign population nil in this territory. *Artists bureau:* Setup nominal only. *Stock:* Principally held by the Times Publishing Co., Ltd. *Base rate:* \$90 (½ hr.).

*Copy restrictions:* Accept beer, wine and liquor advertising; medical accounts accepted only on approval of management; all copy subject to station approval and Federal Trade Commission rules and regulations.

### KWKH, SHREVEPORT

*Operator:* International Broadcasting Corp., Commercial Bldg. *Phone:* 4171. *Power:* 10,000 watts on 1100 kc. *Affiliation:* CBS. *Opened:* 1925. (Note: This station is newspaper-owned by the Shreveport Times as is KTBS of the same city.)

*President:* John D. Ewing. *Station manager:* John C. McCormack. *Local advertising manager:* J. A. Oswald. *Program and musical director, artists bureau head:* Fred Ohl. *Chief engineer:* William E. Antony. *Publicity director:* Ewing Canaday.

*Rep:* The Branham Co. *News:* UP. *Seating facilities:* 75 persons (shared with KTBS). *Merchandising:* Complete service rendered at actual cost, excepting sales letters and bulletins which are mailed to retailers gratis. *Foreign language programs:* No rules, as such programs have never been requested; foreign population nil in this territory. *Artists bureau:* Setup nominal only. *Stock:* Principally held by Times Publishing Co., Ltd. *Base rate:* \$200.

*Copy restrictions:* Accept beer, wine and liquor advertising; medical accounts accepted only on approval of management; all copy subject to station approval and FTC rules and regulations.



ON AND AFTER SEPTEMBER 1\*

**STATION WWL**

*Affiliated with Columbia Broadcasting System and Completely Covering the Rich New Orleans and Surrounding Market*

WILL OPERATE ON

**50,000**

**WATTS**  
(Clear Channel)



**WWL DEVELOPMENT COMPANY, Inc.**  
ROOSEVELT HOTEL NEW ORLEANS, LA.

\* Approximately

# MAINE

(201,100 radio homes)

## Radio Homes by Counties

Androscoggin . . . . .	17,720	Knox . . . . .	8,160	Somerset . . . . .	10,060
Aroostook . . . . .	17,320	Lincoln . . . . .	4,630	Waldo . . . . .	5,600
Cumberland . . . . .	34,650	Oxford . . . . .	10,430	Washington . . . . .	9,650
Franklin . . . . .	5,290	Penobscot . . . . .	22,670	York . . . . .	19,260
Hancock . . . . .	8,830	Piscataquis . . . . .	4,920		
Kennebec . . . . .	17,290	Sagadahoc . . . . .	4,620		

### WRDO, AUGUSTA

*Operator:* WRDO, Inc., 1 Commercial St. *Phone:* 2285. *Power:* 100 watts on 1370 kc. *Affiliation:* Colonial, Yankee, Mutual, Maine Broadcasting Systems. *Opened:* Feb. 23, 1932.

*Station manager:* Conrad E. Kennison. *Chief engineer:* Harold Dinsmore.

*Rep:* None. *News:* Yankee Network News Service; Maine News Service (local). *Seating facilities:* None. *Merchandising:* Contact dealers and prospective dealers in region, personally or by mail. *Foreign language programs:* Accepted. *Artists bureau:* None. *Base rate:* \$50.

*Copy restrictions:* Accept beer and wine; no hard liquor advertising; patent medicines accepted subject to station approval; commercials must conform to station standards.

### WABI, BANGOR

*Operator:* Community Broadcasting Co., State St. *Phone:* 6658. *Power:* 250 and 100 watts on 1200 kc. *Affiliation:* None. *Opened:* June 30, 1923.

*General manager:* F. B. Simpson. *Station manager:* R. M. Wallace. *Program director:* Maurice Dolbier. *Chief engineer:* Nelson Lawson.

*Rep:* None. *News:* AP through affiliation with Bangor Daily Commercial. *Seating facilities:* Approximately 100. *Merchandising:* None. *Foreign language programs:* Accept both programs and announcements. *Artists bureau:* No talent listed as being under contract; bureau will, however, supply artists for advertiser at cost. *Stock:* Closed corporation, principals being F. B. Simpson, R. M. Wallace and B. M. Havey. *Base rate:* \$50.

*Copy restrictions:* Copy passed at discretion of program director; beer and wines spotted at any desired time; hard liquors only after 8 p.m.

### WLBZ, BANGOR

*Operator:* Maine Broadcasting Co., Inc., 100 Main St. *Phone:* 6023; 9808. *Power:* 1,000 and 500 watts on 620 kc. *Affiliation:* CBS; Yankee Network; Colonial; Mutual.

*Opened:* 1926; operated as 1-EE previously (1921).

*Manager-director, publicity:* Thompson L. Guernsey. *Commercial manager:* Edward Guernsey. *Program director:* Jack Atwood. *Chief engineer:* Bernard Kellom. *Musical director:* Norman Lambert.

*Rep:* Weed & Co. *News:* Yankee Network News Service; own local reporting. *Seating facilities:* Studio, 120; observation room, 25. *Merchandising:* Contact dealers; distribute publicity and promotional material to wholesalers. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Stock:* Principal holder is Thompson L. Guernsey. *Base rate:* \$100.

*Copy restrictions:* Beer and wine accepted; no hard liquor; wordage of commercials must conform generally to that of the networks; all spot copy is sold on a word limit rate.

### WCSH, PORTLAND

*Operator:* Congress Square Hotel Co., 579 Congress St. *Phone:* 3-9667. *Power:* 2,500 and 1,000 watts on 940 kc. *Affiliation:* NBC Basic Red; Yankee Network. *Opened:* June 25, 1925.

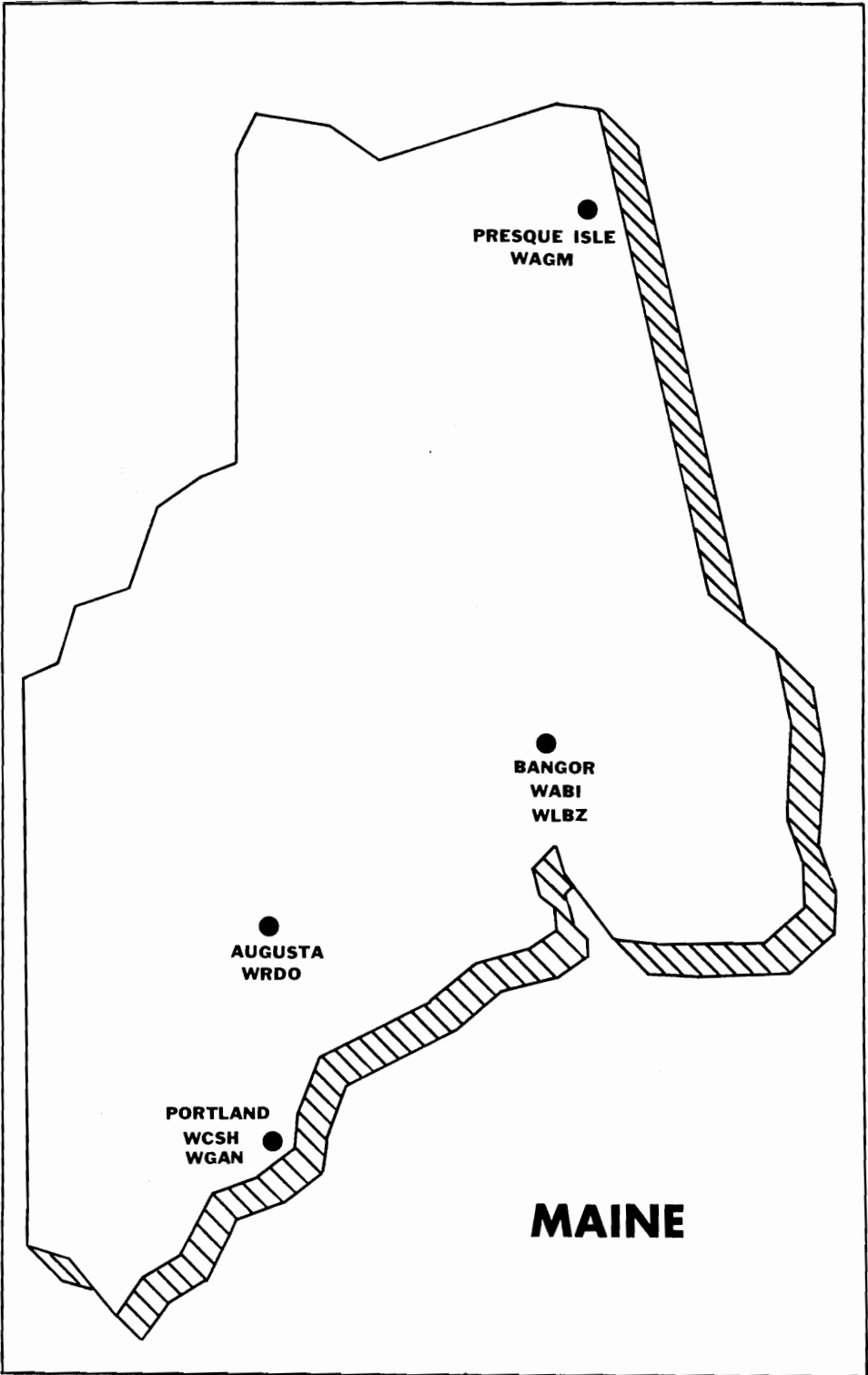
*President:* Henry P. Rines. *Director:* George F. Kelley, Jr. *Commercial manager:* Linwood T. Pitman. *Program director:* Albert Willard Smith. *Chief engineer:* Fred Crandon. *Musical director:* Arthur F. Kendall.

*Rep:* Weed & Co. *News:* Yankee Network News Service. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* French language broadcasts occasionally accepted, but not invited. *Artists bureau:* Nominally maintained to pick artists from available supply in city. *Base rate:* \$160.

*Copy restrictions:* Accept beer, ale, light wines; no hard liquor advertising; on half-hour programs, commercial copy must not exceed 500 words; quarter-hours, 300 words; five minutes, 200 words; one-minute announcements, 100 words.

### WGAN, PORTLAND

*Operator:* Portland Broadcasting System, Inc. *Power:* 500 watts on 640 kc. (operates



## MAINE STATIONS—Continued

limited hours with dominant station on its channel—KFI). *Affiliation:* None. (Note: this station is newspaper affiliated with the Portland Press Herald and the Portland Express—Gannett papers.)

No other information available.

### WAGM, PRESQUE ISLE

*Operator:* Aroostook Broadcasting Corp., National Bank Bldg. *Phone:* 60. *Power:* 100 watts on 1420 kc (specified hours). *Affiliation:* None. *Opened:* January, 1930.

*General and station manager:* R. W. MacIntosh. *Commercial manager, chief engineer:* L. E. Hughes. *Program and*

*publicity director:* Ted Coffin. *Artists bureau head:* Bill Davis. *Musical director:* Ted Davis.

*Rep:* None. *News:* Transradio; also gathers news locally. *Seating facilities:* main studio seat 50; auditorium studio available seating up to 700. *Merchandising:* Air build-ups at opening of series gratis. *Foreign language programs:* Accept French and Swedish; programs of this type limited to 15 minutes per week per sponsor. *Artists bureau:* Yes; details not given. *Base rate:* \$40.

*Copy restrictions:* Only such promulgations as are made by the Federal Trade Commission.

## MARYLAND

(355,100 radio homes)

### Radio Homes by Counties

Allegany .....	16,220	Charles .....	2,830	Prince Georges .....	12,120
Anne Arundel.....	10,300	Dorchester .....	5,470	Queen Annes.....	3,090
Baltimore .....	24,050	Frederick .....	11,170	St. Marys.....	2,590
Baltimore City.....	187,770	Garrett .....	3,610	Somerset .....	4,940
Calvert .....	1,770	Harford .....	6,330	Talbot .....	4,180
Caroline .....	3,860	Howard .....	3,120	Washington .....	14,160
Carroll .....	7,290	Kent .....	3,120	Wicomico .....	6,830
Cecil .....	5,150	Montgomery .....	10,490	Worcester .....	4,640

### WBAL, BALTIMORE

*Operator:* WBAL Broadcasting Company, Lexington Bldg. *Phone:* Plaza 4900. *Power:* 10,000 watts on 1060 kc (after 9 p.m., 2,500 watts on 760 kc. synchronized with WJZ, New York). *Affiliation:* NBC Basic Blue; Mutual. *Opened:* November 2, 1925.

(Note: This station is a subsidiary of Hearst Radio and is affiliated with the Baltimore News-Post and American.)

*Station and commercial manager:* H. C. Burke. *Program director:* Paul Girard. *Chief engineer:* Gerald W. Cooke. *Musical director:* Bob Iula.

*Rep:* International Radio Sales. *News:* INS; UP. *Seating facilities:* Studio A, 100 persons; WBAL Radio Playhouse, 650 persons. *Merchandising:* Complete service offered at actual cost. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$340.

*Copy restrictions:* Beer and wine accepted; no liquor advertising; no dual sponsorship of programs; all copy subject to station approval.

### WCAO, BALTIMORE

*Operator:* The Monumental Radio Co., 811 W. Lanvale St. *Phone:* Madison 7222. *Power:* 1,000 and 500 watts on 600 kc. *Affiliation:* CBS. *Opened:* May, 1922.

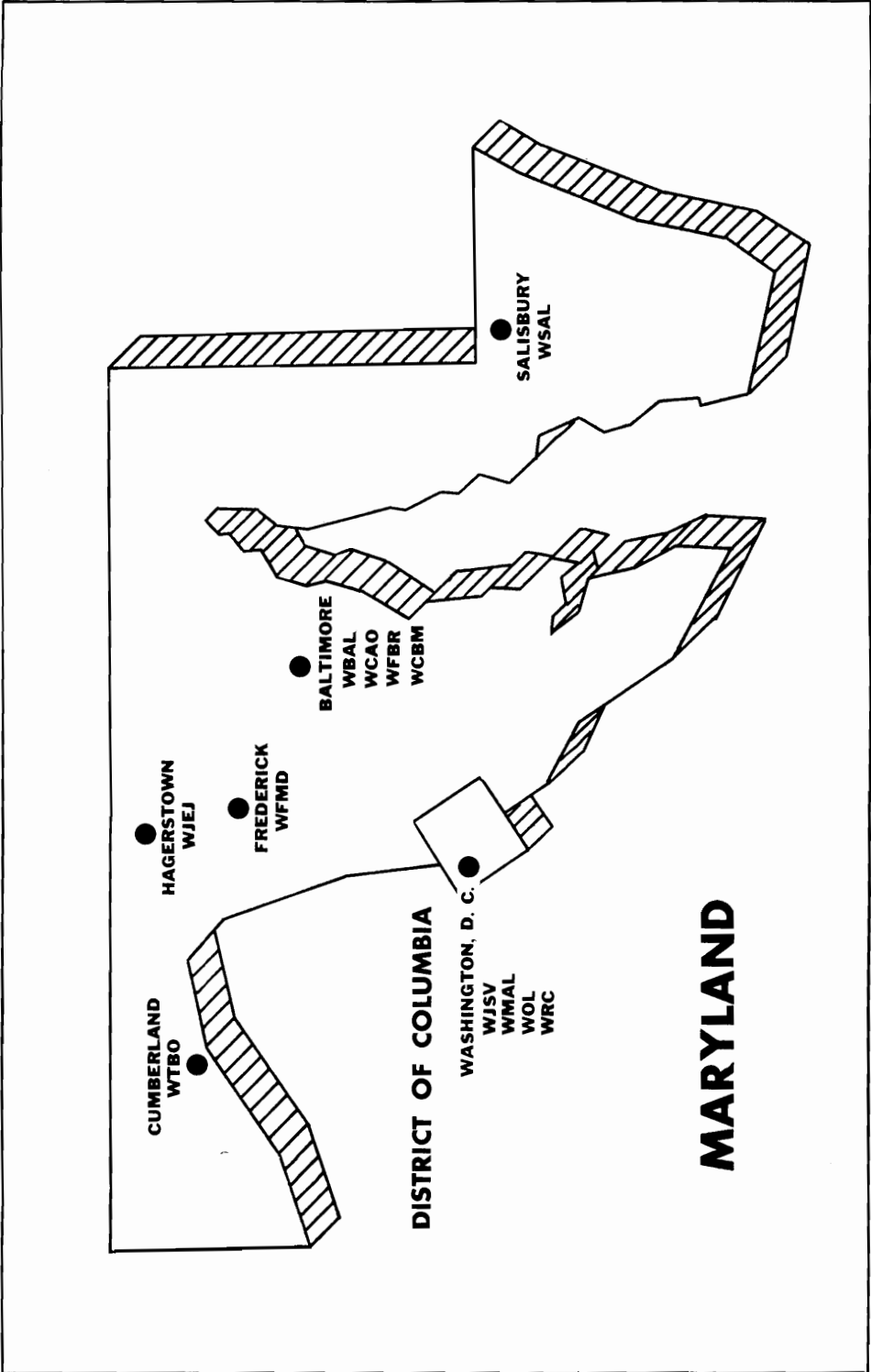
*Executive vice-president, station manager, commercial manager:* J. Thomas Lyons. *Program director, publicity director:* Gordon A. Scheihing. *Chief engineer:* Martin L. Jones.

*Rep:* Transamerican Broadcasting & Television Corp. *News:* INS. *Seating facilities:* Three studios; studio A, 100 persons; others, 25 to 50 persons apiece. *Merchandising:* None. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Stock:* 47,500 shares held in voting trust, The First National Bank of Baltimore, trustee; no information concerning holders of certificates. *Base rate:* \$300.

*Copy restrictions:* Price comparisons discouraged—advertisers should not state that the public can now purchase merchandise at such-and-such a price which is higher, or lower, than a previous price; beer accepted, but number of sponsors limited; other alcoholic beverages accepted only after 10 p.m.; limit the number of patent medicine advertisers.

### WCBM, BALTIMORE

*Operator:* Baltimore Broadcasting Corp., 114 W. Lexington St. *Phone:* Plaza 5350. *Power:* 250 and 100 watts on 1370 kc. *Affiliation:* Inter-City Broadcasting System. *Opened:* 1924.



CUMBERLAND  
WTBO

HAGERSTOWN  
WJEJ

FREDERICK  
WFMD

BALTIMORE  
WBAL  
WCAO  
WFBR  
WCBM

DISTRICT OF COLUMBIA  
WASHINGTON, D. C.  
WJSV  
WMAL  
WOL  
WRC

SALISBURY  
WSAL

# MARYLAND



## MARYLAND STATIONS—Continued

*President and commercial manager:* John Elmer. *Station manager:* George Roeder. *Chief engineer:* G. Porter Houston.

*Rep:* None. *News:* INS, Universal. *Seating facilities:* 50 persons. *Merchandising:* None. *Foreign language programs:* Accepted; governed by same rules as regular announcements. *Artists bureau:* None. *Base rate:* \$120.

*Copy restrictions:* Beer and wine accepted; no liquor advertising; programs considered individually, but all must conform to federal and state laws, FCC regulations and Pure Food & Drug Act.

### WFBR, BALTIMORE

*Operator:* The Baltimore Radio Show, Inc., 7 St. Paul St. *Phone:* Plaza 6030. *Power:* 1,000 and 500 watts on 1270 kc (has construction permit for 5,000 and 1,000 watts on 1270 kc). *Affiliation:* NBC Basic Red. *Opened:* June 4, 1922.

*President:* Robert S. Maslin, Sr. *Executive vice-president:* Hope H. Barroll, Jr. *Commercial manager:* Purnell H. Gould. *Program director:* Bert Hanauer. *Chief engineer:* William Q. Ranft. *Artists bureau head, musical director:* Joseph Imbroglio. *Publicity director:* Robert S. Maslin, Jr.

*Rep:* Edward Petry & Co., Inc. *News:* Transradio. *Seating facilities:* Studio, 200 persons; also main ballroom of Lord Baltimore Hotel, 500. *Merchandising:* Have department; send letters to dealers; pre-program announcements; stage dealer meetings; furnish sponsor with route lists; display client's wares in studios; check response to programs among dealers and consumers (former by phone, latter by mail); will mail 50 letters or make 50 calls free in any phase of merchandising service—further service billed at cost; tie-up with seven county newspapers and one Baltimore daily in addition to screen trailers used for free advertising for spot program advertisers. *Foreign language programs:* Accepted at restricted time. *Artists bureau:* Setup nominal. *Base rate:* \$300.

*Copy restrictions:* Not over four minutes of commercial in a 15-minute program; no comparative price mentions; will take beer and wine programs, but not announcements only; no hard liquor advertising; no laxative announcements after 6 p.m.; station is associate member of the Proprietary Association.

### WTBO, CUMBERLAND

*Operator:* Associated Broadcasting Corp., 31 Frederick St. *Phone:* Cumberland 299. *Power:* 250 watts on 800 kc. (to sunset in Dallas, Texas). *Affiliation:* Quaker Net-

work; Maryland Network. *Opened:* October, 1929.

*Treasurer, general manager:* H. B. McNaughton. *Program director:* Robert Roasmond. *Chief engineer:* George Lennert.

*Rep:* Joseph Hershey McGillvra. *News service:* Transradio. *Seating facilities:* About 75 persons. *Merchandising:* Dealer contacts, trade and consumer publicity gratis. *Foreign language programs:* Accepted; German only foreign language of value in this area. *Artists bureau:* None. *Stock:* Principally held by Roger W. Clipp, president, and Frank Becker, vice-president. *Base rate:* \$86.25.

*Copy restrictions:* Copy must conform to station standards and FCC rules and regulations.

### WFMD, FREDERICK

*Operator:* Monocacy Broadcasting Co., Winchester Hall, Frederick; Hippodrome Theater Bldg., Baltimore. *Phone:* Frederick 1466. *Power:* 500 watts on 900 kc (to local sunset). *Affiliation:* None. *Opened:* Jan. 1, 1936.

*Vice-president, general manager, commercial manager:* A. V. Tidmore. *Program director, artists bureau head:* R. L. Longstreet. *Chief engineer:* John A. Fels. *Musical director:* Winston C. Shipley. *Publicity director:* Hugh F. Ferguson.

*Rep:* None. *News:* Transradio. *Seating facilities:* Winchester Hall Auditorium, 500. *Merchandising:* None formulated as yet; clients largely local. *Foreign language programs:* Would accept, but population doesn't warrant such programs. *Artists bureau:* Books talent, but has no talent contracts; purpose of bureau is described as "to prevent exploitation for too many benefit performances." *Base rate:* \$60 (one hour, 13 times).

*Copy restrictions:* Will accept beer and wine; no hard liquor; all copy subject to U. S. and FCC regulations.

### WJEW, HAGERSTOWN

*Operator:* Hagerstown Broadcasting Co., Franklin Court Bldg. *Phone:* 2323. *Power:* 100 watts on 1210 kc. *Affiliation:* None. *Opened:* Oct. 29, 1932.

*General manager:* Grover C. Crilley. *Advertising manager, national representative:* Edythe Fern Melrose. *Commercial manager:* C. H. Myers. *Program director:* Amos Harper. *Chief engineer:* Harold Brewer.

*Rep:* None. *News:* Transradio. *Seating facilities:* Auditorium arrangements for presenting public shows; capacity 600; admission to be charged, if any, is optional with the sponsor. *Merchandising:* Information, on request. *Foreign language programs:*

# BALTIMORE'S NO. 1 SHOWMANSHIP STATION

## WFBR EXCLUSIVES:

- ★ Broadcasts Pimlico Futurity and Preakness
- ★ Broadcasts Preakness Ball ("Life Goes to A Party")
- ★ Broadcasts Maryland Hunt Cup Race
- ★ Sponsors WFBR Handicap Race at Pimlico
- ★ First *Mobile* Radio Station in U. S. to be completely equipped with studio and control room
- ★ "Community News and Views"—first program to make radio advertising available to community merchants
- ★ Exclusive broadcasts of Automobile and Food Shows
- ★ Appointed Official Broadcasting Station for Independent Retail Grocers and Meat Dealers Assn. of Balto.
- ★ Broadcast Bermuda Interviews, via Bermuda Clipper
- ★ Broadcasts Maryland State Fair
- ★ Broadcasts Chesapeake Bay Fishing Fair
- ★ Devotes more than one-third of its time to civic, cultural and educational features!

**FLASH:** F. C. C. GRANTS WFBR C. P. FOR  
5000 WATTS DAYTIME; 1000 WATTS NIGHTTIME.

IN BALTIMORE  
THEY LISTEN TO -



# WFBR

INTERNATIONAL BROADCASTING STATION  
BASIC N.B.C. RED NETWORK

## MARYLAND STATIONS—Continued

No information given. *Artists bureau:* Set-up nominal only. *Base rate:* \$60.

*Copy restrictions:* Accept beer, wines and hard liquors; patent medicines must stand scrutiny of Food & Drug Administration; all copy must conform with government regulations.

### WSAL, SALISBURY

*Operator:* Frank M. Stearns, 315 E. Main St. *Phones:* 1540; 1541; 729. *Power:* 250 watts on 1200 kc. (daytime). *Affiliation:* None. *Opened:* Nov. 17, 1937.

*Owner:* Frank M. Stearns. *Program director:* Deane S. Long. *Chief engineer:*

Richard W. Bullers. *Musical director:* H. Fulton Brewington.

*Rep:* Weed & Co. *News:* UP. *Seating facilities:* None in the plant; use local theatre on Saturdays for Kiddies Show, and on Sundays (when the theatre is otherwise closed) for an amateur hour. *Merchandising:* Can render services on request. *Foreign language programs:* Station claims no foreign languages are used in the area. *Artists bureau:* None. *Base rate:* \$45.

*Copy restrictions:* Beer and wine okay; no hard liquor; "we make every possible effort to keep commercials to within six minutes of every 15."

## MASSACHUSETTS

(1,019,200 radio homes)

### Radio Homes by Counties

Barnstable .....	9,550	Franklin .....	12,840	Norfolk .....	73,210
Berkshire .....	29,990	Hampden .....	81,090	Plymouth .....	42,530
Bristol .....	87,060	Hampshire .....	16,730	Suffolk .....	200,230
Dukes .....	1,510	Middlesex .....	223,760	Worcester .....	116,080
Essex .....	123,560	Nantucket .....	1,060		

### WAAB, BOSTON

*Operator:* The Yankee Network, Inc., 21 Brookline Ave. *Phone:* Commonwealth 0800. *Power:* 1,000 and 500 watts on 1410 kc. *Affiliation:* Colonial Network, Mutual Broadcasting System. *Opened:* April 20, 1931.

*President:* John Shepard III. *Assistant to the president:* R. L. Harlow. *Commercial manager:* William Warner. *Program director:* Linus Travers. *Chief engineer:* Paul A. deMars. *Sales promotion:* James V. Bonner. *Artists bureau head:* Van D. Sheldon. *Director of public relations:* Gerald Harrison. *Publicity director:* A. Stephenson.

*Rep:* Edward Petry & Co., Inc. *News:* Yankee Network News Service. *Seating facilities:* Studio, 100 persons. *Merchandising:* Supplies coverage and market data; will aid in buyer contacts and cooperate in further merchandising plans on a cost basis. *Foreign language programs:* Accepts certain types; acceptance depends on merit as public entertainment. *Artists bureau:* Yes; has complete roster of talent. *Base rate:* \$200.

*Copy restrictions:* Accept beer and wines; Better Business Bureau and Proprietary Association consulted.

### WBZ-WBZA, BOSTON

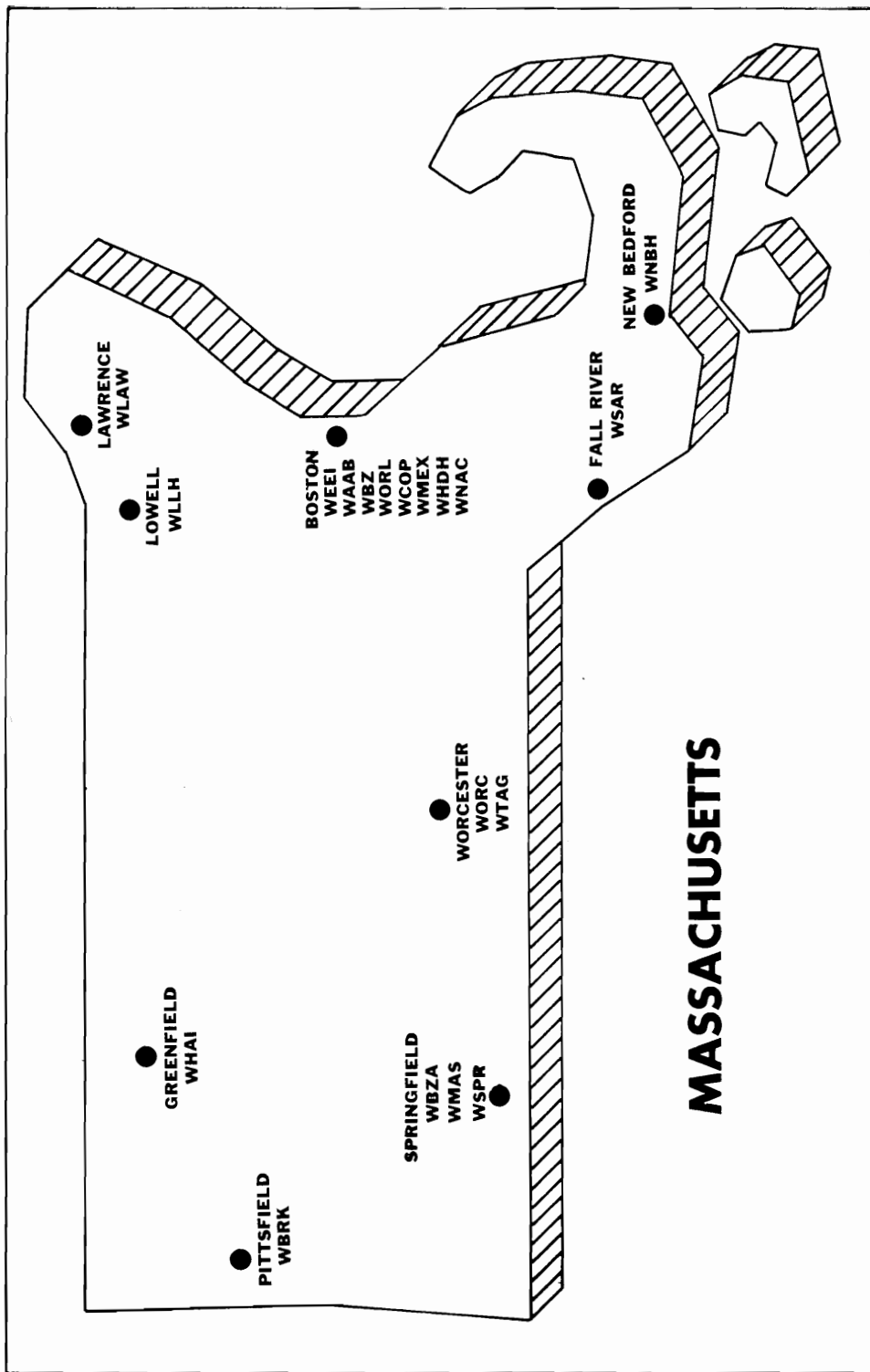
*Operator:* Owned and operated by Westinghouse Electric and Mfg. Co.; pro-

grammed by the National Broadcasting Co., Inc. *WBZ:* Hotel Bradford, Boston. *WBZA:* Hotel Kimball, Springfield. *Phone:* *WBZ:* Hancock 4261; *WBZA:* Springfield 6-8336. *Power:* *WBZ:* 50,000 watts on 990 kc; *WBZA:* 1,000 on 990 kc. (Note: both stations operate simultaneously and in synchronism on the same frequency and wavelength.) *Affiliation:* NBC Basic Blue. *Opened:* *WBZ:* Sept. 15, 1921; *WBZA:* Nov. 15, 1924.

*General manager:* John A. Holman. *Commercial manager:* Frank R. Bowes. *Program director:* John F. McNamara. *Chief engineer:* (WBZ), Dwight A. Myer; (WBZA), H. E. Randol. *Musical director:* John H. Wright. *Sales promotion manager:* George A. Harder.

*Rep:* National Broadcasting Co. *News:* UP; Press-Radio. *Seating facilities:* Studio A, 250; studio B, 250; Hotel Bradford Auditorium, 2,000. *Merchandising:* None listed. *Foreign language programs:* None listed. *Artists bureau:* None listed. *Base rate:* \$400.

*Copy restrictions:* Lectures and educational talks not accepted between 6 p.m. and midnight except by special arrangement; time of broadcast subject to change to other periods on 28 days' notice to accommodate network broadcasts, excepting in the case of independent announcements which may be moved to other periods if available, and as arranged by the station manager on 24 hours' notice; closing date



## MASSACHUSETTS STATIONS—Continued

is two weeks in advance of initial program and program material must be arranged one week in advance of broadcast date—no change within two days preceding broadcast; all programs subject to station approval; beer is accepted; patent medicines subject to NBC acceptance rules.

### WCOP, BOSTON

*Operator:* Massachusetts Broadcasting Corp., Copley Plaza Hotel. *Phone:* Commonwealth 1717. *Power:* 500 watts on 1120 kc (operates daytime). *Affiliation:* Regional Group. *Opened:* Aug. 26, 1935.

*President:* Harold A. Lafount. *Station manager:* Gerard H. Slattery. *Chief engineer:* Whitman Hall. *Publicity director:* Ed Pearson.

*Rep:* International Broadcasting Corp., New York. *News:* Transradio. *Seating facilities:* Public function rooms of Copley Plaza Hotel, capacity 2,000. *Merchandising:* Dealer contacts; distribution of all promotion material; breakdown and tabulation of sponsor mail. *Foreign language programs:* Accepted. *Artists bureau:* Supplies talent. *Base rate:* \$75.

*Copy restrictions:* Accept beer and wine; commercial copy "carefully edited and must comply with station regulations."

### WEEL, BOSTON

*Operator:* Columbia Broadcasting System, Inc., 182 Tremont St. *Phone:* Hubbard 2323. *Power:* 5,000 and 1,000 watts on 590 kc. *Affiliation:* CBS. *Opened:* Sept. 29, 1924.

*Station manager:* Harold E. Fellows. *Commercial manager:* Roy Marks. *Program director:* Arthur F. Edes. *Chief engineer:* Phillip K. Baldwin. *Production manager, musical director:* Lloyd G. Del Castillo. *Publicity director:* L. S. Whitcomb.

*Rep:* Radio Sales. *News:* UP, Herald-Traveler (local). *Seating facilities:* Studio A, seating 100 persons; Salle Moderne, Hotel Statler, seating 500; Grand Ball Room, Hotel Statler, seating 1,200. *Merchandising:* Services rendered at actual cost. *Foreign language programs:* Not accepted. *Artists bureau:* None; can supply talent, however. *Stock:* Owned by Edison Electric Illuminating Company of Boston; station is leased and operated by CBS. *Base rate:* \$425.

*Copy restrictions:* CBS program policies.

### WHDH, BOSTON

*Operator:* Matheson Radio Co., Inc., Hotel Touraine. *Power:* 1,000 watts on 830 kc.

(daytime). *Affiliation:* None. *Opened:* 1929.

*General manager:* R. G. Matheson.

*Base rate:* \$100.

No further information available after several requests.

### WMEX, BOSTON

*Operator:* Northern Corporation, 70 Brookline Ave. *Phone:* Commonwealth 3900. *Power:* 250 and 100 watts on 1500 kc. *Affiliation:* Inter-City Broadcasting System. *Opened:* October 18, 1934.

*Managing director, station manager, chief engineer:* Alfred J. Pote. *Commercial manager:* S. Alfred Wasser. *Program director, artists bureau head:* John E. Reilly. *Musical director:* John F. Kiley. *Publicity director:* Vivienne M. Cameron.

*Rep:* George P. Hollingbery Co. *News:* Christian Science Monitor. *Seating facilities:* Studio A, 100 persons; Studio B, 50. *Merchandising:* None. *Foreign language programs:* Accept Italian programs. *Artists bureau:* Setup nominal only. *Stock:* Principally held by A. M. Iovanna, M. E. Gorman and Josephine Cunningham. *Base rate:* \$120.

*Copy restrictions:* Accept beer and wine, but no hard liquor or patent medicines; commercials limited to 150 words, with overboard wordage and all direct comparison deleted by station.

### WNAC, BOSTON

*Operator:* The Yankee Network, Inc., 21 Brookline Ave. *Phone:* Commonwealth 0800. *Power:* 5,000 and 1,000 watts on 1230 kc. *Affiliation:* NBC Basic Red, The Yankee Network. *Opened:* July 31, 1922.

*President:* John Shepard III. *Assistant to the president:* R. L. Harlow. *Commercial manager:* C. W. Phelan. *Program director:* Linus Travers. *Chief engineer:* Paul A. deMars. *Sales promotion:* Carleton McVarish (manager), Robert C. Taylor. *Artists bureau head:* Van D. Sheldon. *Director of public relations:* Gerald Harrison. *Publicity director:* A. J. Stephenson.

*Rep:* Edward Petry & Co., Inc. *News:* The Yankee Network News Service. *Seating facilities:* Studio, 100 persons. *Merchandising:* Supplies coverage and market data; will aid in buyer contacts; will cooperate in further plans at cost. *Foreign language programs:* Does not accept. *Artists bureau:* Yes; complete talent roster. *Base rate:* \$400.

*Copy restrictions:* Beer and wines accepted; copy on all programs must conform to Better Business Bureau standards; patent medicines subject to Proprietary Association copy rules.

# WHAT TO *Buy*— TO *Sell* NEW ENGLAND

- **WNAC—Boston**

Key station of the Yankee Network, and NBC Red Network outlet in Boston. Blankets the 80 cities and towns of the Metropolitan Boston area, serving a population of 2,307,897. Long recognized as leading all Boston stations in all-day average of listeners.

- **WEAN—Providence**

The dominant station in its territory for the past 16 years. An essential factor in covering Rhode Island's densely populated, highly industrious, traditionally prosperous market.

- **WICC—Bridgeport, New Haven**

Giving complete coverage of Fairfield and New Haven counties where more than half of Connecticut's population, taxable property and radio homes are situated. An area of intensive industry, large payrolls. Primary coverage includes greater part of Long Island.

- **WAAB—Boston**

Key station of The Colonial Network. Mutual Broadcasting System's Boston outlet. New England's outstanding sports and public events station. Holding a tremendous local audience, larger than that of any other local station, exclusive of major network stations.

- **THE YANKEE NETWORK**

Providing direct, coordinated and complete coverage of fourteen great market areas. A proven and vitally important sales producing factor throughout the entire New England territory.

- **THE COLONIAL NETWORK**

A regional network of unrivalled value to the advertiser desiring economical coverage of New England's leading market regions. Combining 14 popular local stations, each located in a rich urban shopping center.

**THE YANKEE NETWORK, INC.** 21 BROOKLINE AVENUE  
BOSTON, MASSACHUSETTS  
EDWARD PETRY & CO., Inc., Exclusive National Representatives

## MASSACHUSETTS STATIONS—Continued

### WORL, BOSTON

*Operator:* Broadcasting Service Organization, Inc., 610 Beacon St. *Phone:* Commonwealth 5100. *Power:* 500 watts on 920 kc (daytime). *Affiliation:* None. *Opened:* 1926 (as WBSO; call letters changed in 1936).

*President:* Harold A. Lafount. *Station manager, commercial manager:* W. Cort Treat. *Program director:* Richard Bates. *Musical director:* Robert Perry. *Artists bureau heads:* James Carmody and Eddie Urquhart. *Chief engineer:* Ervin Crandell. *Publicity director:* Marjorie L. Spriggs.

*Rep:* J. J. Devine & Associates, Inc. *News:* Transradio; Christian Science Monitor; Boston Evening Transcript. *Merchandising:* Complete service, including market surveys, dealer notifications, distributor's analyses, publicity, etc. *Foreign language programs:* Accepted; translation must be furnished in advance. *Artists bureau:* Yes. *Base rate:* \$75.

*Copy restrictions:* Advertising of intoxicating beverages not accepted: all copy subject to station approval.

### WSAR, FALL RIVER

*Operator:* Doughty & Welch Electric Co., Inc., Academy of Music Bldg., South Main St. *Phones:* 450-451. *Power:* 1,000 watts on 1450 kc. *Affiliation:* Mutual Broadcasting System; Yankee Network; Colonial Network. *Opened:* 1921.

*President, treasurer, station manager:* William T. Welch. *Commercial manager:* Leonard C. Cox. *Program director, artists bureau head:* Josephine Y. Welch. *Chief engineer:* John C. Pavao. *Musical director:* Harry W. Craig. *Publicity director:* Francis J. McLaughlin, Jr.

*Rep:* Gordon H. Bryant. *News:* Yankee Network and WSAR News Service. *Seating facilities:* Two studios, largest one seating 100 persons. *Merchandising:* Publicity, coverage and market data offered free; tie-ins, displays and special features of other types rendered at actual cost. *Foreign language programs:* Accepted; French, Italian, Portuguese and Polish programs current; copy subject to station approval or revision. *Artists bureau:* Setup nominal only. *Base rate:* \$120.

*Copy restrictions:* Accept beer, wine and liquor; no restrictions other than those of the FCC.

### WHAI, GREENFIELD

*Operator:* John W. Haigis. *Power:* 250 watts on 1210 kc. (daytime).

*At press time this station had a construction permit only.*

### WLAW, LAWRENCE

*Operator:* Hildreth & Rogers Co., 278 Essex St. *Phone:* 4107. *Power:* 1,000 watts on 680 kc. (daytime). *Affiliation:* Inter-City Broadcasting System. *Opened:* Dec. 19, 1937. (Note: this station is newspaper-owned by the Lawrence Eagle and Tribune.)

*President, treasurer:* A. H. Rogers. *Station manager:* Irving E. Rogers. *Commercial manager:* David M. Kimel. *Program and musical director:* Stanley N. Schultz. *Chief engineer:* George R. Luckey. *Artists bureau head:* J. H. Harrison Flint. *Publicity director:* Frederic A. Sullivan.

*Rep:* Weed & Co. *News:* AP. *Seating facilities:* Studio A can accommodate 150 people; 50 more can view studio through glass partition. *Merchandising:* Newspaper publicity on programs and artists in the two newspapers affiliated with the station. *Foreign language programs:* Accepted, but with restrictions. *Artists bureau:* Setup nominal only. *Base rate:* \$60.

*Copy restrictions:* None listed other than that station retains right to reject any copy for reasons sufficient unto itself.

### WLLH, LOWELL (AND LAWRENCE)

*Operator:* Merrimac Broadcasting Co., Inc., 39 Kearney Square. *Phone:* Lowell 2121; Lawrence 22148. *Power:* 250 and 100 watts on 1370 kc (Lowell); 100 watts on 1370 kc (Lawrence). *Affiliation:* Mutual; Yankee Network; Colonial Network. *Opened:* Oct. 10, 1934 (Lowell); Dec. 1, 1937 (Lawrence). (Note: WLLH has special temporary authorization to operate a satellite station at Lawrence, Mass., unlimited synchronously with WLLH.)

*President:* A. S. Moffat.\* *Station manager, program director:* Robert F. Donahue. *Commercial manager:* Haskell Bloomberg. *Chief engineer:* William MacDonald.

*Rep:* Edward Petry & Co., Inc. *News:* The Yankee Network News Service; also own local news service. *Seating facilities:* Auditorium, 2,300 persons; studio A, 100; studio B, 50; studio C, 20. *Merchandising:* Give air plugs, as well as publicity in the Lawrence Telegram, with which station has reciprocal agreement. *Foreign language programs:* Have French, Italian, Portuguese, Greek and Polish; no English announcements allowed during these programs. *Artists bureau:* None. *Base rate:* \$120.

*Copy restrictions:* Take wine, beer, hard liquors, but copy must not tend to encourage their use; other copy must conform to "commonly accepted standards."

\* Also president of WMAS, Springfield.

## MASSACHUSETTS STATIONS—Continued

### WNBH, NEW BEDFORD

*Operator:* E. Anthony & Sons, Inc., 251 Union St. *Phone:* 5533. *Power:* 250 and 100 watts on 1310 kc. *Affiliation:* Yankee Network; Colonial Network; Mutual Broadcasting System. *Opened:* May, 1921, as WDAU; later changed to WBBG; as WNBH since 1925. (Note: This station is newspaper-owned: Mercury and Standard-Times.)

*General manager:* Irving Vermilya. *Commercial manager, program director:* Sol Chain. *Chief engineer:* Clyde Pierce.

*Rep:* None. *News:* INS. *Seating facilities:* None. *Merchandising:* Any reasonable service rendered; newspaper display advertising given at start of sponsored program; letters mailed to merchants and listeners for cost of postage; products introduced to retailers by station solicitors when desired; theatre tie-ups arranged; station telephones available to sponsor for telephone orders. *Foreign language programs:* Accepted at any time under same rules as English programs. *Artists bureau:* Setup nominal only. *Base rate:* \$100.

*Copy restrictions:* Laxative advertising not accepted; beer and light wines okay; no hard liquor; no Beano, Bingo or Bank Nights.

### WBRK, PITTSFIELD

*Operator:* Harold Thomas, 8 Bank Row. *Phone:* 2-1553. *Power:* 250 and 100 watts on 1310 kc. *Affiliation:* CBS. *Opened:* Feb. 20, 1938.

*President:* Harold Thomas. *Commercial manager:* Bruff W. Olin. *Program director:* Walcott A. Wyllie. *Chief engineer:* Norman Blake. *Publicity director:* Robert Burbank.

*Rep:* Sears & Ayer. *News:* Transradio. *Seating facilities:* Studio A seats 50; WBRK Radio Playhouse, 250 (has stage, lighting, and lobby display space). *Merchandising:* Provide lobby space for displays; supply publicity material when possible; do some direct mail work; will display and distribute merchandise publicity when furnished by the client. *Foreign language programs:* Not accepted. *Artists bureau:* Service bureau operates without charge to talent. *Base rate:* \$100.

*Copy restrictions:* Beer and wines okay; no hard liquor copy accepted; all accounts subject to individual consideration.

### WMAS, SPRINGFIELD

*Operator:* WMAS, Inc., Hotel Charles. *Phone:* 7-1414. *Power:* 250 and 100 watts on 1420 kc. *Affiliation:* CBS. *Opened:* Sept. 1, 1932.

*President:* A. S. Moffat. \* *Station manager:* A. W. Marlin. *Commercial manager:*

Gordon B. Ewing. *Program director, artists bureau head:* F. Turner Cooke. *Chief engineer:* James L. Spates. *Musical director:* Paul Pelletier. *Publicity director:* Colton G. Morris.

*Rep:* Edward Petry & Co., Inc. *News:* Tra. radio. *Seating facilities:* Three studios, accommodate about 35 persons. *Merchandising:* Service rendered to sponsor in accordance with needs. *Foreign language programs:* Acceptable; English copy must be submitted in advance; announcements carefully edited; carrying Polish and French programs. *Artists bureau:* Setup maintained nominally only. *Base rate:* \$125.

*Copy restrictions:* Accept beer, wine and liquors, subject to strict supervision; patent medicine advertising restricted; all copy subject to station approval.

### WSPR, SPRINGFIELD

*Operator:* Connecticut Valley Broadcasting Co., 63 Chestnut St. *Phone:* 6-2757. *Power:* 500 watts on 1140 kc. (operates to 1 hour after sunset). *Affiliation:* Mutual Broadcasting System; Colonial Network; Yankee Network. *Opened:* June 3, 1936.

*President, station manager:* Quincy A. Brackett. *Commercial manager:* Milton W. Stoughton. *Program and musical director:* Wayne H. Latham. *Artists bureau head:* Elwin N. Tacy. *Chief engineer:* Hillis W. Holt. *Publicity director:* Howard S. Keefe.

*Rep:* Sears & Ayer, New York and Chicago; James F. Fay, Boston. *News:* Transradio. *Seating facilities:* Reception room, capacity not listed; local theatre, 200 persons. *Merchandising:* Supply coverage and market data; comprehensive information and suggestions for merchandising; cooperate in any plans worked out by sponsor. *Foreign language programs:* Will accept, but endeavor to keep them down to a minimum. *Artists bureau:* Setup nominal only. *Base rate:* \$90.

*Copy restrictions:* Beer, wine and well-known patent medicines accepted; no liquor advertising; no standard rules restricting copy, as each case is considered individually.

### WORC, WORCESTER

*Operator:* Alfred F. Kleindienst, 65 Elm St. *Phone:* 5-3101. *Power:* 500 watts on 1280 kc. *Affiliation:* CBS. *Opened:* February, 1925.

*Owner, operator:* Alfred F. Kleindienst. *Station manager:* E. E. Hill. *Commercial manager:* W. R. Moran. *Musical director:* Maurice Diamond.

*Rep:* International Radio Sales. *News:* Transradio. *Seating facilities:* Studio, 50

\* Also president of WLLH, Lowell.



## MASSACHUSETTS STATIONS—Continued

persons. *Merchandising:* Any type of merchandising is provided at actual cost. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$150.

*Copy restrictions:* Total commercial copy may not exceed 20% of total time purchased; will accept beer and wines.

### WTAG, WORCESTER

*Operator:* Worcester Telegram Publishing Co., Inc., Franklin St. *Phone:* 5-4321. *Power:* 1,000 watts on 580 kc. *Affiliation:* NBC Basic Red; Yankee Network. *Opened:* May 1, 1924. (Note: Newspaper owned; Worcester Telegram and Gazette.

*Managing director:* John J. Storey. *Commercial manager:* Howard J. Perry. *Program director, musical director:* Lillian Moynihan. *Chief engineer:* Prof. Hobart H. Newell. *Publicity director:* Dorothy Mattison.

*Rep:* Weed and Co. *News:* Use news from the parent papers five times daily. *Seating facilities:* Studio A, 50 persons; studio B, 25 persons. *Merchandising:* None. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$160.

*Copy restrictions:* Accept beer, wines and patent medicines subject to station approval; no hard liquors.

## MICHIGAN

(1,122,200 radio homes)

### Radio Homes by Counties

Alcona .....	1,050	Gratiot .....	7,150	Missoukee .....	1,490
Alger .....	1,680	Hillsdale .....	7,240	Monroe .....	11,970
Allegan .....	9,510	Houghton .....	10,740	Montcalm .....	7,000
Alpena .....	3,910	Huron .....	6,620	Montmorency .....	610
Antrim .....	2,350	Ingham .....	28,860	Muskegon .....	19,860
Arenac .....	1,690	Ionia .....	8,350	Newaygo .....	4,060
Baraga .....	1,810	Iosco .....	1,760	Oakland .....	49,310
Barry .....	5,520	Iron .....	4,100	Oceana .....	3,340
Bay .....	15,200	Isabella .....	4,620	Ogemaw .....	1,480
Benzie .....	1,660	Jackson .....	22,360	Ontonagon .....	2,200
Berrien .....	20,200	Kalamazoo .....	22,250	Osceola .....	2,980
Branch .....	6,370	Kalkaska .....	920	Oscoda .....	360
Calhoun .....	21,980	Kent .....	59,010	Otsego .....	1,160
Cass .....	5,400	Keweenaw .....	1,020	Ottawa .....	12,770
Charlevoix .....	2,760	Lake .....	1,020	Presque Isle .....	2,140
Cheboygan .....	2,560	Lapeer .....	5,920	Roscommon .....	540
Chippewa .....	5,140	Leelanau .....	1,740	Saginaw .....	27,570
Clare .....	1,680	Lenawee .....	12,720	St. Clair .....	16,290
Clinton .....	5,790	Livingston .....	4,710	St. Joseph .....	8,230
Crawford .....	730	Luce .....	1,040	Sanilac .....	6,360
Delta .....	6,740	Mackinac .....	1,880	Schoolcraft .....	1,760
Dickinson .....	6,210	Macomb .....	17,660	Shiawassee .....	9,600
Eaton .....	8,320	Manistee .....	4,140	Tuscola .....	7,330
Emmet .....	3,490	Marquette .....	9,280	Van Buren .....	8,640
Genesee .....	49,020	Mason .....	4,380	Washtenaw .....	17,130
Gladwin .....	1,570	Mecosta .....	3,800	Wayne .....	428,960
Gogebic .....	6,040	Menominee .....	4,970	Wexford .....	3,910
Grand Traverse .....	4,370	Midland .....	4,140		

### WELL, BATTLE CREEK

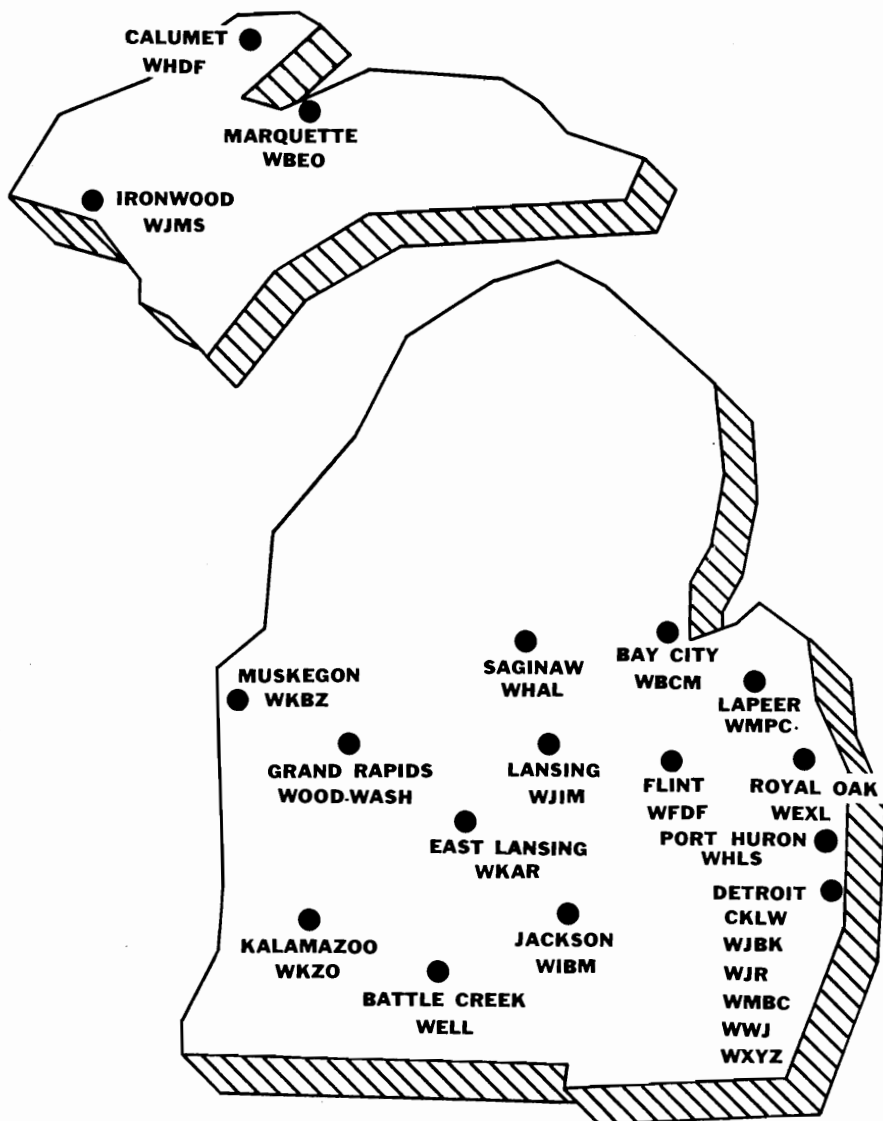
*Operator:* Enquirer and News Co., 1 W. Michigan Ave. *Phones:* 5655; 7166. *Power:* 100 watts on 1420 kc. *Affiliation:* Michigan Radio Network; Canadian Broadcasting Corp.; NBC Blue (sustaining features only). *Opened:* September, 1925. (Note: This station is newspaper owned.)

*Owner:* A. L. Miller. *Station manager:* Dan E. Jayne. *Commercial manager:* Forrest Flagg Owen. *Chief engineer:* Raymond B. Roof. *Artist bureau head:* Hub Jackson. *Publicity director:* Alden Haight.

*Rep:* J. J. Devine & Associates, Inc. *News:* AP (through newspaper). *Seating facilities:* Studio, capacity 30. *Merchandising:* No regular service; salesmen, however, help with servicing; plugs over the air, in newspapers, or by display cards. *Foreign language programs:* No rules; no call for such programs. *Artists bureau:* No regular setup; maintain file of available local talent. *Base rate:* \$60.

*Copy restrictions:* Beer and wine accepted; no hard liquor; all contracts subject to government regulations and station approval; reserve right to refuse or dis-

# MICHIGAN



## MICHIGAN STATIONS—Continued

continue any advertising program for reasons satisfactory to station; all programs and announcements subject to change of time to conform to network schedule.

### WBCM, BAY CITY

*Operator:* Bay Broadcasting Co., Inc., Hotel Wenonah. *Phone:* 4212-3. *Power:* 1,000 and 500 watts on 1410 kc. *Affiliation:* Michigan Radio Network. *Opened:* Dec. 8, 1928, as successor to WSKC, which opened June 5, 1925.

*Program director:* Lester Mitchell. *Musical director:* Lionel H. DeRemer. *Chief engineer:* Ralph H. Carpenter.

*Rep:* Howard H. Wilson Co. *News:* UP. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* German program current. *Base rate:* \$115.

*Copy restrictions:* Beer, wines, alcoholic beverages accepted if properly presented; announcements on patent medicines have to be passed on by the N.A.B.

### WHDF, CALUMET

*Operator:* Upper Michigan Broadcasting Co. *Power:* 250 and 100 watts on 1370 kc. (specified hours). *Affiliation:* None.

*Base rate:* \$45.

No other information available.

### CKLW, DETROIT

*Operator:* Western Ontario Broadcasting Co., Union Guardian Bldg., Detroit. *Phone:* Cadillac 7200. *Studios:* Guaranty Trust Bldg., Windsor. *Phone:* 4-1155. (American Company; Essex Broadcasters, Inc. Studios are maintained in Windsor and Detroit. Station license is issued by Canada.) *Power:* 5,000 watts on 1030 kc. *Affiliation:* Mutual Broadcasting System. *Opened:* May 31, 1932.

*Vice-president, managing director:* Frank Ryan. *Office manager:* M. W. Kempthorne. *Station manager:* J. E. Campeau. *Commercial manager:* L. J. DuMahaut. *Program director:* John Gordon. *Chief engineer:* W. J. Carter. *Production manager:* Gordon Castle. *Publicity director:* Billie Blum.

*Rep:* Station has branch offices at 360 N. Michigan Ave., Chicago, Ill.; and 9 Rockefeller Plaza, New York City. *News:* UP. *Seating facilities:* 200 persons. *Merchandising:* Staff of statisticians and demonstrators check window and counter displays; contact retailers; house-to-house canvass to check consumer acceptance; store canvass to check retailer acceptance; announcements of new programs sent to 1,000 retail outlets on request; supply market data; talent available for personal appearances; make coincidental telephone surveys; de-

sign and layout direct mail, window and counter cards, announcements, publicity, etc., at actual cost. *Foreign language programs:* Not accepted. *Artists bureau:* None; supplies talent, however. *Base rate:* \$320.

*Copy restrictions:* Provincial Statute prohibits beer, wine and liquor advertising; copy for patent medicines must be submitted to Department of Health at Ottawa; all accounts subject to rules of Canadian Broadcasting Corporation.

### WJBK, DETROIT

*Operator:* James F. Hopkins, Inc., 6559 Hamilton Ave. *Phone:* TR 2-2000. *Power:* 250 and 100 watts on 1500 kc. *Affiliation:* None. *Opened:* August, 1928.

*President, station manager:* James F. Hopkins. *Commercial manager:* Paul Y. Clark. *Program director:* Sybil Krieghoff. *Chief engineer:* Paul Frincke. *Musical director:* Herbert Mertz. *Publicity director:* Robert Longwell.

*Rep:* Howard H. Wilson Co.; Northwest Radio Advertising Co. (in Seattle). *News:* Transradio. *Seating facilities:* None in studios; occasionally use ballroom, but capacity not listed. *Merchandising:* Separate department maintained to contact dealers, etc., for clients using a certain amount of time per week over 13-week period. *Foreign language programs:* Accept; currently have Polish, German, Jewish, Italian, Hungarian, Ukrainian and Arabian programs. *Artists bureau:* None. *Base rate:* \$125.

*Copy restrictions:* No restrictions on beer and wine; liquor advertising after 10 p.m. only; patent medicines accepted if claims are reasonable; commercial copy must conform to good advertising practices and standards of good taste.

### WJR, DETROIT

*Operator:* WJR, The Goodwill Station, Inc., 2103 Fisher Bldg. *Phone:* Madison 4440. *Power:* 50,000 watts on 750 kc. *Affiliation:* CBS. *Opened:* 1922.

*President:* G. A. Richards. *Vice-president, general manager:* Leo Fitzpatrick. *Secretary-treasurer:* P. M. Thomas. *Sales manager:* Owen F. Uridge. *Chief engineer:* M. R. Mitchell.

*Rep:* Edward Petry & Co., Inc. *News:* INS. *Seating facilities:* 80 persons. *Merchandising:* No information given. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Stock:* Majority held by G. A. Richards, P. M. Thomas, Leo J. Fitzpatrick. *Base rate:* \$625.

*Copy restrictions:* Accept beer, but no other alcoholic beverages; all copy subject to station approval and government regulations.

**GEORGE O. HACKETT**  
 Market Analysis & Consumer Research  
 535 NEW CENTER BUILDING  
 DETROIT, MICHIGAN  
 March 15, 1938

Radio Station WWJ.  
 Detroit News,  
 Detroit, Michigan.

Gentlemen:

On Monday through Friday of last week (March 7 through 11) we conducted by telephone a coincidental survey of radio listeners in metropolitan Detroit to learn which program was heard by the most listeners from 12:30 to 12:45 p.m., and 6:30 to 6:45 p.m. on those days. Our findings, on a basis of 200 phone calls at the noon hour and 800 calls at the evening hour, are reported below, by stations:

<u>Total, both periods</u>		<u>Excluding non-listeners</u>	
WWJ.....	453.....45.3%	WWJ.....	73.4%
WJR.....	85.....8.5	WJR.....	13.9
WIXZ.....	51.....5.1	WIXZ.....	8.2
CKLW.....	15.....1.5	CKLW.....	2.3
WKLM.....	10.....1.0	WMBC.....	1.6
WMBC.....	1......1	WJFK.....	.2
WJFK.....	1......1	WEEK.....	.2
WEEK.....	1......1	Outside.....	.2
Outside.....	1......1	TOTAL.....	100.0%
Not listening.....	383.....38.3		
TOTAL CALLS 1000.....	100.0%		

I trust that this data will give you the information you desire, and that we may have the privilege of handling another assignment from you in the near future.

Sincerely,

*George O. Hackett*  
 GEORGE O. HACKETT

goh/hw

*There's  
 No Doubt  
 About It—*



By Actual Survey, 73.4%  
 of Detroit's Radio Listeners  
 were Tuned to WWJ!

## WWJ Is First in Listener Interest

**D**URING the week of March 7, 1938, WWJ authorized George O. Hackett, independent market analyst, to make a telephone survey of a cross section of Detroit's radio listeners. Of the 1,000 calls made, 200 were during the noon hour; 800 in the early evening. The purpose was to determine the popularity of "Broadcast", a twice-daily news feature by C. C. Bradner, originating in the studios

of WWJ. The findings were astonishing. More than half the people called were listening to their radios, and of ALL those listening 73.4% were tuned to WWJ! Such great preference for WWJ as revealed by this survey\* is nothing short of phenomenal, and proves again that the radio advertiser wishing to cover the Detroit market must employ WWJ.

\*WWJ invites any advertising agency to conduct a similar survey at the Station's expense.

**WWJ**

National Representatives

George P. Hollingbery Company

New York : Chicago : Detroit : Kansas City  
 San Francisco : Jacksonville

## MICHIGAN STATIONS—Continued

### WMBC, DETROIT

*Operator:* Michigan Broadcasting Co., 7310 Woodward Ave. *Phone:* Madison 9100. *Power:* 250 and 100 watts on 1420 kc. *Affiliation:* None. *Opened:* Nov. 1, 1925.

*President:* E. J. Hunt. *General manager:* H. M. Steed. *Vice-president, treasurer:* E. A. Wooten. *Program director:* William J. Jory. *Commercial manager:* H. M. Steed. *Chief engineer:* E. H. Clark. *Musical director:* John Skalaki.

*Rep:* None. *News:* Transradio. *Seating facilities:* Studio A, 100 persons; studio B, 50. *Merchandising:* Have complete service for grocery and allied consumer lines; maintain staff of salesmen and contact men; close tie affected with grocery stores. *Foreign language programs:* Director of Polish programs is Valentine Yarosz; two Polish programs daily; Ukrainian programs directed by Nicolas Shustakovich; Lithuanian period on Saturday; Jewish hour, directed by Hyman Altman, on Sundays. *Artists bureau:* None. *Stock:* Principal holders are E. J. Hunt and E. A. Wooten. *Base rate:* \$120.

*Copy restrictions:* Will accept beer or wine announcements or programs; no whiskey advertising; commercial announcements must be limited to 100 words; commercial programs of 15 minutes cannot contain more than three 100-word announcements; half-hour programs limited to four 100-word announcements.

### WWJ, DETROIT

*Operator:* The Evening News Association, 626 Lafayette Blvd. *Phone:* Randolph 2000. *Power:* 5,000 and 1,000 watts on 920 kc. *Affiliation:* NBC Basic Red. *Opened:* August 20, 1920. (Note: This station is owned by the Detroit News.)

*Manager:* W. J. Scripps. *Commercial manager:* Harry Bannister. *Program director:* Wynn Wright. *Chief engineer:* Walter Hoffman. *Musical director:* Mischa Kottler.

*Rep:* George P. Hollingbery Co. *News:* None. *Seating facilities:* Auditorium studio, seating 350. *Merchandising:* None. *Foreign language programs:* No set rules; such accounts have never been solicited. *Artists bureau:* None. *Base rate:* \$475.

*Copy restrictions:* Beer and light wines accepted; no liquor advertising; "certain types" of patent medicines not accepted; all copy subject to station standards and governmental regulations.

### WXYZ, DETROIT

*Operator:* King-Trendle Broadcasting Corp., Stroh Building (executive offices); Maccabees Bldg. (studios). *Phone:* Cherry 8321. *Power:* 1,000 watts on 1240 kc. *Affiliation:* NBC Basic Blue; key station Michigan Radio Network; Canadian Broadcasting Corp.; also originates some programs for Mutual Broadcasting System and the Don Lee Broadcasting System. *Opened:* 1925 as WGHP; May, 1930, became WXYZ.

*President:* George W. Trendle. *General manager, treasurer:* H. Allen Campbell. *Commercial manager:* Arch Shawd. *Studio and production manager:* Russell Neff. *Sales promotion and advertising manager:* Charles C. Hicks. *Assistant to general manager:* Harry Sutton, Jr. *Manager Merchandising department:* Harold Christian. *Program director:* James Riddell. *Chief engineer:* Lynne C. Smeby. *Musical director:* Benny Kyte. *Publicity director:* Felix C. Holt.

*Rep:* Paul H. Raymer Co. *News:* UP. *Seating facilities:* None in studios; broadcasts from theatres at regular admission prices. *Merchandising:* Complete service from market surveys to securing dealers, distributors, jobbers; place store and window displays; conduct store demonstrations and direct sampling crews. *Foreign language programs:* None. *Artists bureau:* Yes; Russell Wood, director. *Base rate:* \$375.

*Copy restrictions:* Beer and wines accepted providing copy does not enhance further use of these beverages or be deemed harmful for children; hard liquor accepted after 10 p.m. on same rules as for beer and wines; all copy censored that forthrightly offends by blatant phrases relating to medicines, proprietary and patent remedies; "thrill" copy not accepted, and all statements must be in conformity to regulations of FCC.

### WKAR, EAST LANSING

*Operator:* Michigan State College. *Phone:* 59113-ext. 398. *Power:* 1,000 watts on 850 kc (daytime). *Opened:* 1922.

**This station is non-commercial; college-owned.**

### WFDF, FLINT

*Operator:* Flint Broadcasting Company, Union Industrial Bldg. *Phone:* 2-7158. *Power:* 100 watts on 1310 kc. *Affiliation:* Mutual Broadcasting System; Michigan Radio Network; Canadian Broadcasting Corp.; NBC Blue (sustainers). *Opened:* May 25, 1922.

*Station manager:* Howard M. Loeb. *Commercial manager:* Frederick S. Loeb. *Program director:* Adrian R. Cooper. *Chief engineer:* Frank D. Fallain. *Musical director:* William Geyer. *Publicity director:* R. V. Osgood.

*Rep:* None. *News:* Transradio; WFDF

# RADIO ADVERTISING SUCCESS



## PROGRAM:

### "The Green Hornet"

Half hour drama portraying a newspaperman's singlehanded fight against "law breakers within the law". Modern in plot; played by WXYZ's professional radio artists. Time of Broadcast: 7:30 to 8:00 P.M. Tues. & Thurs. (fall & winter schedule) After time change: 6:30 to 7:00 P.M. Tues. & Thurs. (spring & summer schedule)

## FACILITIES:

### Michigan Radio Network

The ONE network in ONE state, dominating Michigan's EIGHT major markets at ONE low cost. Exclusive state coverage that combines thriving manufacturing centers with the big metropolitan market of Greater Detroit.

## AGENCY:

### N.W. Ayer & Son, Inc.

Selected "The Green Hornet" as appropriate for the big job of selling MORE Premium Quality milk to MORE people in Michigan. The conclusion is that the agency, the "show" and the facilities deserve equal sharing of the glorious accomplishment.

# MICHIGAN RADIO NETWORK

WXYZ  
KEY STATION



DETROIT  
MICHIGAN

The Paul H. Raymer Co., Representative

## MICHIGAN STATIONS—Continued

News Bureau. *Seating facilities:* 75 persons. *Merchandising:* Supply publicity, suggestions for promotional tie-ins, etc., gratis; any additional services, such as direct mail, rendered at actual cost. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$125.

*Copy restrictions:* Accept beer and wine; no hard liquor; patent medicine advertising must be "factual and conservative and in accordance with regulations of the FTC. Post Office Department, and Pure Food and Drug Acts"; no competitive or "provocative" copy; no exaggeration or false testimonials.

### WOOD-WASH, GRAND RAPIDS

*Operator:* King-Trendle Broadcasting Corp. (lessee), Grand Rapids National Bank Bldg. *Phone:* 9-4211. *Power:* 500 watts on 1270 kc. *Affiliation:* NBC Optional Basic Service; Michigan Radio Network *Opened:* WASH, March 13, 1925; WOOD, October, 1924. (Note: WOOD-WASH are the same station, using WASH as call letters until noon, and WOOD thereafter; the King-Trendle Broadcasting Corp., lessee, also owns and operates WXYZ, Detroit, key station of the Michigan Radio Network for which King-Trendle holds all contracts.)

*President:* George W. Trendle. *General manager:* H. Allen Campbell. *Station manager:* Stanley W. Barnett. *Commercial manager:* David H. Harris. *Program director, musical director:* Sandy Meek. *Chief engineer:* Fred W. Russell. *Publicity director:* T. Wilcox Putnam.

*Rep:* Paul H. Raymer Co. *News:* No service of own; uses NBC and Michigan Radio Network. *Seating facilities:* About 20 persons. *Merchandising:* Local cooperation with wholesalers and retailers; also Michigan Radio Network service. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$125.

*Copy restrictions:* Accept beer and wine; apply good taste and government regulations; each case considered individually.

### WJMS, IRONWOOD

*Operator:* WJMS, Inc., St. James Hotel Annex. *Phone:* 20. *Power:* 100 watts on 1420 kc. *Affiliation:* None. *Opened:* Nov. 1, 1931.

*General manager:* N. C. Ruddell. *Program director:* Harry Wills. *Chief engineer:* R. L. Johnson.

*Rep:* Mitchell & Ruddell, Inc. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Get out letters to the retail trade advising them of forthcoming sponsor schedule; will cooperate "to any reasonable" extent in promoting program and

announcement schedules. *Foreign language programs:* Accepted, providing that the material and the announcer meet with station approval. *Artists bureau:* None. *Stock:* 1,687 shares outstanding; held by Wm. L. Johnson and N. C. Ruddell as majority stockholders. *Base rate:* \$45.

*Copy restrictions:* Beer, wine and liquor advertising accepted if it conforms to rules of propriety and good taste; patent medicines subject to approval of the Federal Trade Commission; all copy must conform to regulations of government agencies and approval of the station.

### WIBM, JACKSON

*Operator:* WIBM, Inc., Radio Block. *Phone:* 6121. *Power:* 250 and 100 watts on 1370 kc. *Affiliation:* Michigan Radio Network; Canadian Broadcasting Corp. *Opened:* Nov. 20, 1927.

*President:* Herman Radner. *Station manager:* Roy Radner. *Program director, artists bureau head:* William Cizek. *Chief engineer:* C. W. Wirtanen. *Musical director:* Larry Payne. *Publicity director:* Walter H. Johnson.

*Rep:* None. *News:* Received locally and from Michigan Radio Network. *Seating facilities:* About 100 persons. *Merchandising:* Service available to clients; also a large display window which sponsor may use for one week at no cost, except that he furnish decorations. *Foreign language programs:* Accepted at certain periods of the day; have very little call for these programs, however, inasmuch as the population is 90% English-speaking. *Artists bureau:* Yes; small service maintained; but call for it is limited. *Base rate:* \$75.

*Copy restrictions:* Beer accepted at any time; alcoholic beverages only after 9 p.m.; commercial copy must be good clean copy, in plain English; price mentions are allowed.

### WKZO, KALAMAZOO

*Operator:* WKZO, Inc., 124 W. Michigan Ave. *Phone:* 3-1223. *Power:* 1,000 watts on 590 kc. (daytime; has construction permit for 1,000 watts daytime and 250 watts nighttime, unlimited). *Affiliation:* Michigan Radio Network. *Opened:* 1930.

*President and general manager:* John E. Fetzer. *Commercial manager:* Guy T. Stewart. *Program director:* Merlin Stonehouse. *Chief engineer:* Edwin Rector. *Artists bureau head, publicity director:* Dorothy Tuttle.

*Rep:* Howard H. Wilson Co. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Complete service rendered; have outside man contacting retail outlets. *Foreign language programs:* No information

## MICHIGAN STATIONS—Continued

given. *Artists bureau:* Yes; lists a roster of about 75. *Base rate:* \$125.

*Copy restrictions:* Beer and wine accepted; hard liquors accepted subject to strict supervision; allow no exorbitant claims and investigate all statements from advertisers; adhere to NAB code of ethics.

### WJIM, LANSING

*Operator:* Harold F. Gross, City National Bldg. *Phone:* 2-1333. *Power:* 250 and 100 watts on 1210 kc. *Affiliation:* Michigan Radio Network (Canadian Broadcasting Corp. and NBC Blue on sustaining). *Opened:* Aug. 22, 1934.

*General manager:* Harold F. Gross. *Commercial manager:* Fred Wagenvoord, Jr. *Program director:* Omri St. Clair Jones. *Chief engineer:* H. W. Titherington. *Musical director:* Earle Parchman. *Promotion manager:* Bob Inness. *Production manager:* Howard Finch.

*Rep:* J. J. Devine & Associates, Inc. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Local and state coverage via the merchandising bureau of the Michigan Radio Network; no service of own. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$75.

*Copy restrictions:* Accept beer and wine; hard liquor copy accepted, but subject to strict censorship; all other copy should comply to rulings of truthful and ethical advertising, and regulations of FCC and Federal Trade Commission.

### WMPC, LAPEER

*Operator:* First Methodist Protestant Church of Lapeer. *Power:* 250 and 100 watts on 1200 kc. (operates on specified hours).

**This station is non-commercial; church-owned.**

### WBEO, MARQUETTE

*Operator:* Lake Superior Broadcasting Company, Inc., Mining Journal Bldg. *Power:* 100 watts on 1310 kc. (specified hours).

*Rep:* J. J. Devine & Associates, Inc. *Base rate:* \$37.50.

No other information available after repeated requests.

### WKBZ, MUSKEGON

*Operator:* Ashbacker Radio Corp., Michigan Theatre Bldg. *Phone:* 22-651. *Power:*

250 and 100 watts on 1500 kc. *Affiliation:* None. *Opened:* Nov. 3, 1926. (Note: this station was removed from Ludington, Mich., to Muskegon on Sept. 10, 1934; it opened in Ludington in 1926.)

*Vice-president, general manager:* Grant F. Ashbacker. *Commercial manager:* Philip E. Sanford. *Program director, artists bureau head:* Rolland Van Wyck. *Chief engineer:* George Krivitsky. *Musical director:* Rolland Van Wyck. *Publicity director:* Hilliard Gudelsky.

*Rep:* J. J. Devine & Associates, Inc. *News:* UP. *Seating facilities:* None. *Merchandising:* Have a merchandising department; services not listed. *Foreign language programs:* Accepted. *Artists bureau:* Setup is nominal only. *Base rate:* \$75.

*Copy restrictions:* Accept beer.

### WHLS, PORT HURON

*Operator:* Harmon Leroy Stevens and Herman Leroy Stevens, doing business as the Port Huron Broadcasting Co. *Power:* 250 watts on 1370 kc. (daytime).

**At press time this station had a construction permit only.**

### WEXL, ROYAL OAK

*Operator:* Royal Oak Broadcasting Co., 212 W. Sixth St. *Phone:* Royal Oak 0815; Elmhurst 6524 (in Detroit). *Power:* 50 watts on 1310 kc. *Affiliation:* None. *Opened:* As WAGM in November, 1925; as WEXL in 1929.

*President:* George B. Hartrick. *Station and Commercial manager:* Ellis C. Thompson. *Program and publicity director:* Kirk Knight. *Chief engineer:* Luther McFarland.

*Rep:* None. *News:* None. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* Accepted; three Polish programs currently running. *Artists bureau:* None. *Base rate:* \$40.

*Copy restrictions:* No whiskey, laxatives, deodorants, depilatories, tonics, reducing or flesh compounds, patent medicines, or any compounds or preparations of a general medicinal nature that are to be taken internally.

### WHAL, SAGINAW

*Operator:* Harold F. Gross and Edmund C. Shields. *Power:* 500 watts on 950 kc. (daytime).

**At press time this station had a construction permit only.**



# MINNESOTA

(556,900 radio homes)

## Radio Homes by Counties

Aitkin .....	2,960	Isanti .....	2,360	Pipestone .....	2,520
Anoka .....	3,790	Itasca .....	5,340	Polk .....	6,850
Becker .....	4,260	Jackson .....	2,950	Pope .....	2,490
Beltrami .....	4,180	Kanabec .....	1,650	Ramsey .....	71,650
Benton .....	2,770	Kandiyohi .....	4,530	Red Lake .....	1,170
Big Stone .....	1,890	Kittson .....	1,770	Redwood .....	3,970
Blue Earth .....	7,540	Koochiching .....	2,990	Renville .....	4,470
Brown .....	5,030	Lac qui Parle .....	2,790	Rice .....	6,120
Carlton .....	4,310	Lake .....	1,720	Rock .....	2,190
Carver .....	3,400	Lake of the Woods ..	900	Roseau .....	2,300
Cass .....	3,070	Le Seuer .....	4,010	St. Louis .....	45,600
Chippewa .....	3,120	Lincoln .....	2,050	Scott .....	2,820
Chisago .....	2,810	Lyon .....	3,880	Sherburne .....	1,710
Clay .....	4,640	McLeod .....	4,290	Sibley .....	3,070
Clearwater .....	1,790	Mahnomen .....	1,060	Stearns .....	11,230
Cook .....	520	Marshall .....	3,070	Steele .....	3,940
Cottonwood .....	2,810	Martin .....	4,610	Stevens .....	1,860
Crow Wing .....	5,600	Meeker .....	3,550	Swift .....	2,740
Dakota .....	7,250	Mille Lacs .....	2,890	Todd .....	4,980
Dodge .....	2,500	Morrison .....	4,650	Traverse .....	1,530
Douglas .....	3,850	Mower .....	6,150	Wabasha .....	3,810
Faribault .....	4,460	Murray .....	2,450	Wadena .....	2,160
Fillmore .....	5,350	Nicollet .....	3,090	Waseca .....	3,030
Freeborn .....	6,010	Nobles .....	3,610	Washington .....	5,440
Goodhue .....	6,820	Norman .....	2,600	Watonwan .....	2,660
Grant .....	1,800	Olmsted .....	7,360	Wilkin .....	1,800
Hennepin .....	128,770	Otter Tail .....	9,380	Wiona .....	8,390
Houston .....	2,830	Pennington .....	2,100	Wright .....	5,470
Hubbard .....	1,960	Pine .....	3,940	Yellow Medicine .....	3,100

### KATE, ALBERT LEA

*Operator:* Albert Lea Broadcasting Co.  
*Power:* 250 watts on 1420 kc. (daytime).  
*Affiliation:* None. *Opened:* 1937.

*Base rate:* \$84.

No further information available.

### KDAL, DULUTH

*Operator:* Red River Broadcasting Co., Inc., 218 Bradley Bldg. *Phone:* Melrose 2230. *Power:* 100 watts on 1500 kc. *Affiliation:* CBS. *Opened:* Nov. 22, 1936.

*Station manager:* Dalton A. LeMasurier.  
*Commercial manager:* A. H. Flaten. *Program director:* Gilbert Fawcett. *Chief engineer:* R. A. Dettman. *Publicity director:* Sam L. Levitan.

*Rep:* None listed. *News:* Transradio. *Seating facilities:* Studio, seating 75 persons. *Merchandising:* Complete service rendered without charge; but outside work at cost. *Foreign language programs:* Accept programs and announcements; translation must be submitted in advance. *Artists bureau:* None. *Base rate:* \$77.50.

*Copy restrictions:* Accept beer and wine only; any merchandise or service advertised must be "absolutely bona fide with

respect to its announced merits, description, quality, prices or discounts from the price thereof . . ."

### WEBC, DULUTH

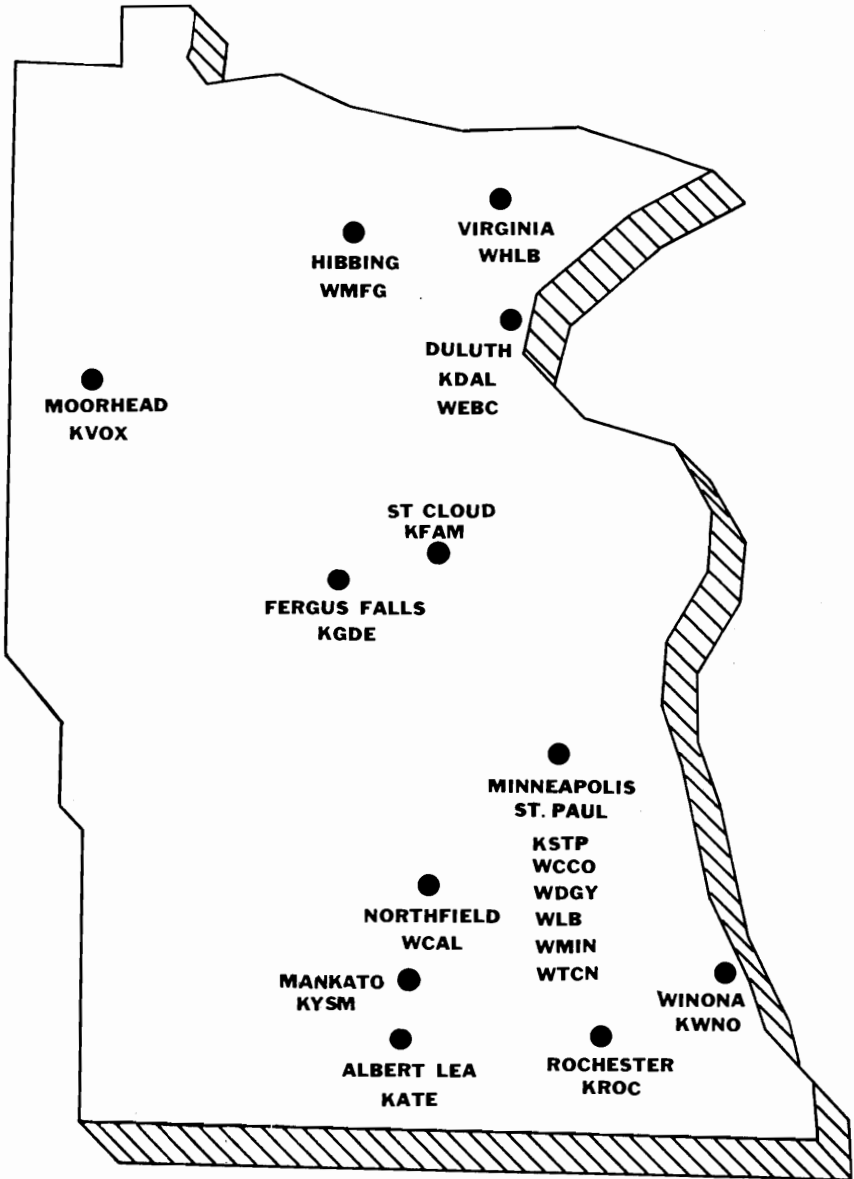
*Operator:* Head of the Lakes Broadcasting Co., WEBC Building. *Phone:* MEL 1537. *Power:* 5,000 and 1,000 watts on 1290 kc. *Affiliation:* NBC Supplementary Basic. *Opened:* June, 1924. (Note: This station is affiliated with the Superior, Wis., Telegram; same operator also controls WMFG, Hibbing, and WHLB, Virginia, Minn.)

*Vice-president, general and station manager:* W. C. Bridges. *Commercial manager:* T. W. Gavin. *Chief engineer:* C. Persons. *Publicity director:* Earl Almquist.

*Rep:* George P. Hollingbery Co. *News:* UP; AP. *Seating facilities:* About 100. *Merchandising:* Contact dealers and retailers, by mail or personal calls. *Foreign language programs:* Will accept. *Artists bureau:* None. *Base rate:* \$200. (Arrow-head network.)

*Copy restrictions:* Beer, wine and liquor advertising accepted for night broadcasting to reach adult audience only, and copy

# MINNESOTA



## MINNESOTA STATIONS—Continued

must not tend to induce non-drinkers to drink; patent medicines accepted with restrictions on mention of guaranteed cures; all copy must be honest, in good taste, free from exaggeration; no price mentions permitted.

### KGDE, FERGUS FALLS

*Operator:* Charles L. Jaren. *Phone:* 898. *Power:* 250 and 100 watts on 1200 kc. *Affiliation:* None. *Opened:* 1926.

*Station manager:* C. L. Jaren. *Program director, musical director:* A. Woodard. *Chief engineer:* Gordon Clark.

*Rep:* J. J. Devine & Associates. *News:* None listed. *Seating facilities:* 100. *Merchandising:* Window trims; dealer contacts. *Foreign language programs:* Accepted; must be accompanied by English copy for censorship by station. *Artists bureau:* Yes; number of artists not given. *Base rate:* \$50.

*Copy restrictions:* Accept 3.2% beer only; no other restrictions so long as copy is in "good sense and not repulsive."

### WMFG, HIBBING

*Operator:* Head of the Lakes Broadcasting Co., Androy Hotel. *Phone:* 1150. *Power:* 250 and 100 watts on 1210 kc. *Affiliation:* CBS. *Opened:* Sept. 4, 1935. (Note: This station is newspaper-affiliated with the Superior (Wis.) Telegram; same ownership has WHLB, Virginia, and WEBC, Duluth.

*General manager:* W. C. Bridges. *Station manager:* H. S. Hyett. *Program director:* Kenneth Fagerlin. *Chief engineer:* C. B. Persons.

*Rep:* George P. Hollingbery Co. *News:* No service listed. *Seating facilities:* None. *Merchandising:* Suitable service rendered without cost. *Foreign language programs:* Accepted for daytime periods; none during evening. *Artists bureau:* None. *Base rate:* \$60.

*Copy restrictions:* Beer advertising accepted at any time; other alcoholic beverages restricted to periods after 9 p.m. and must be programs, not merely spot announcements; patent medicines accepted unless obviously fakes.

### KYSM, MANKATO

*Operator:* F. B. Clements & Co., a partnership consisting of F. B. Clements, Clara D. Clements and C. C. Clements doing business as the Southern Minnesota Supply Co. *Power:* 250 and 100 watts on 1500 kc.

*At press time this station had a construction permit only.*

### KSTP, MINNEAPOLIS-ST. PAUL

*Operator:* National Battery Broadcasting Co., St. Paul Hotel (St. Paul), Radisson Hotel (Minneapolis). *Phones:* Cedar 5511 (St. Paul); Bridgeport 3222 (Minneapolis). *Power:* 25,000 and 10,000 watts on 1460 kc. *Affiliation:* NBC Basic Red. *Opened:* April 1, 1928.

*President:* Stanley E. Hubbard. *Station manager:* Kenneth M. Hance. *Commercial manager:* Ray Jenkins. *Program director:* Corinne Jordan. *Chief engineer:* Hector Skifter. *Artists bureau head:* Violet Murphy. *Musical director:* Leonard Leigh. *Publicity director:* Joe Meyers.

*Rep:* Edward Petry & Co., Inc. *News:* UP. *Seating facilities:* In Minneapolis, 150 persons; in St. Paul, 250. *Merchandising:* Gives market information and temporary headquarters for out-of-town executives and salesmen free of charge; announcement, publicity, special surveys, posters, and distribution or sampling service is rendered for a fee. *Foreign language programs:* No rules; station has never been approached on this matter. *Artists bureau:* Functions only with respect to non-radio matters—conventions, meetings, etc.; station's regular talent is not under this bureau. *Base rate:* \$240 (½ hr.).

*Copy restrictions:* Accept wine, beer and hard liquors, but not before 10:30 p.m.; other restrictions—as to copy length, honesty, etc.—are "standard."

### WCCO, MINNEAPOLIS-ST. PAUL

*Operator:* Columbia Broadcasting System, 7th St. and 2nd Ave. So. *Phone:* Main 1202. *Power:* 50,000 watts on 810 kc. *Affiliation:* CBS. *Opened:* Sept. 1, 1924.

*General manager, station manager:* Earl H. Gammons. *Commercial manager:* Carl J. Burkland. *Program director:* Hayle C. Cavanor. *Chief engineer:* Hugh S. McCartney. *Artists bureau head:* Al Sheehan. *Publicity director:* Arthur H. Lund.

*Rep:* Radio Sales. *News:* UP; Minneapolis Star. *Seating facilities:* None listed. *Merchandising:* Yes; maintains facilities. *Foreign language programs:* None accepted. *Artists bureau:* Yes; has over 50 performers available; plus regular list of 50 performers, announcers, orchestra leaders, writers, producers. *Stock:* Completely held by CBS. *Base rate:* \$475.

*Copy restrictions:* Same as Columbia Broadcasting System.

### WDGY, MINNEAPOLIS-ST. PAUL

*Operator:* Dr. Geo. W. Young, Hotel Nicolle. *Phone:* Br. 7930. *Power:* 5,000 and 1,000 watts on 1180 kc. (operating



**KSTP**  
*Northwest's Leading Radio Station*

# FIRST AGAIN!

FIRST in showmanship and service to the community is an enviable distinction. For the past ten years every authentic survey in the Twin Cities area has shown KSTP with over 50% of the listening audience. During the same time KSTP has been the preferred station by local and national advertisers. And now official recognition of leadership.

**THE NATION'S CHOICE IN THE GREAT NORTHWEST**

**SAINT PAUL                      MINNEAPOLIS**

STANLEY E. HUBBARD, President and General Manager

**25,000 WATTS**

For Rates and Schedules, Address Ray C. Jenkins, General Sales Manager, KSTP, Minneapolis — Saint Paul, Minnesota, or our National Representatives: In New York, Chicago, Detroit and San Francisco—Edward Petry & Co., Inc.

## MINNESOTA STATIONS—Continued

time is to local sunset). *Affiliation:* Mutual Broadcasting System. *Opened:* Dec. 23, 1923.

*General manager:* Dr. Geo. W. Young. *Assistant general manager:* Edward P. Shurick. *Chief engineer:* G. W. Young. *Office manager:* Gertrude Faue. *Publicity director:* Paul Presbrey.

*Rep:* Howard H. Wilson Co. *News:* Transradio. *Seating facilities:* 75 persons. *Merchandising:* Service directed by Edward P. Shurick; displays, window and counter cards; mailing lists; direct mail follow-ups; surveys of the Twin Cities conducted by special group of University students in any field. *Foreign language programs:* Accepted if English translation is sent with copy for scrutiny; regular rates apply. *Artists bureau:* Yes; number of artists under contract. *Base rate:* \$187.

*Copy restrictions:* Governed by NAB code of ethics; beer and wines accepted weekdays, but not Sundays, with no mentions of prices or prizes.

### WLB, MINNEAPOLIS-ST. PAUL

*Operator:* University of Minnesota. *Power:* 5,000 watts on 760 kc (shares 2-3 day time with WCAL).

**This station is non-commercial.**

### WMIN, MINNEAPOLIS-ST. PAUL

*Operator:* WMIN Broadcasting Co., 1287 St. Anthony Ave., St. Paul. *Phone:* Nestor 6501. *Power:* 250 and 100 watts on 1370 kc. *Affiliation:* None. *Opened:* Oct. 8, 1936.

*General, station and commercial manager:* Edward Hoffman. *Program and publicity director:* Frank Devaney. *Chief engineer:* Mat Walz. *Musical director:* Marjorie Garretson.

*Rep:* None. *News:* INS. *Seating facilities:* Main studio accommodates 50 persons. *Merchandising:* Arrangement with Twin City shopping papers affords program publicity in these publications; also use direct mail and window display cards; service rendered gratis. *Foreign language programs:* Accepted. *Artists bureau:* Can supply free lance artists on call. *Base rate:* \$60.

*Copy restrictions:* Beer, wine and hard liquors taken after 9 p.m., patent medicine copy must pass inspection of station's attorney before acceptance.

### WTCN, MINNEAPOLIS-ST. PAUL

*Operator:* Minnesota Broadcasting Corp., Wesley Temple Bldg., Minneapolis; Minnesota Bldg., St. Paul. *Phones:* Ma 6562 (Minneapolis); Cedar 3606 (St. Paul). *Power:* 5,000 and 1,000 watts on 1250 kc. *Affilia-*

*tion:* NBC Basic Blue. *Opened:* 1928; present owners bought it on June 1, 1934, and changed call letters from WRHM to WTCN. Station is newspaper-owned; Minneapolis Tribune and St. Paul Dispatch-Pioneer Press.

*General manager:* Clarence T. Hagman. *Commercial manager:* Lee Whiting. *Production manager:* Hal Lansing. *Technical director:* John Sherman. *Musical director:* Frank Zdarsky.

*Rep:* Free & Peters, Inc. *News:* AP; INS. *Seating facilities:* None. *Merchandising:* Through St. Paul Dispatch-Pioneer Press, St. Paul Daily News and Minneapolis Tribune, with a staff of 23; supply market data; route lists; mail notifications to trade for cost of postage; distribute posters, etc.; supply audition facilities so sponsor can acquaint trade with his programs; printing of broadsides, inserts, etc. at advertiser's expense. *Foreign language programs:* Accepted; practically none at present, however. *Artists bureau:* None. *Base rate:* \$200.

*Copy restrictions:* Alcoholic beverages accepted, but not before 10 p.m.; all copy subject to government regulations.

### KVOX, MOORHEAD

*Operator:* KVOX Broadcasting Co., Inc., Comstock Hotel. *Phone:* 1232. *Power:* 250 and 100 watts on 1310 kc. *Affiliation:* None. *Opened:* Nov. 26, 1937.

*President:* R. K. Herbst. *Station and commercial manager:* M. M. Marget. *Program director:* E. Durand Hausen. *Chief engineer:* Robert F. Schulz.

*Rep:* None. *News:* UP. *Seating facilities:* None. *Merchandising:* None listed. *Foreign language programs:* Swedish or Norwegian acceptable. *Artists bureau:* None. *Stock:* Held principally by R. H. Herbst, M. M. Marget, and G. M. Arneson. *Base rate:* \$50.

*Copy restrictions:* Full compliance with Federal Trade Commission rules; no further restrictions listed.

### WCAL, NORTHFIELD

*Operator:* St. Olaf College. *Phone:* 731-J. *Power:* 5,000 watts on 760 kc (shares ½ daytime with WLB). *Opened:* In 1918 as 9AMH; in 1920 as 9YAJ; in 1922 as WCAL. *Seating facilities:* Planning extension of studios for considerable audience.

**This station is non-commercial.**

### KROC, ROCHESTER

*Operator:* Southern Minnesota Broadcasting Company, Hotel Martin. *Phones:* 3924; 2727. *Power:* 250 and 100 watts on

## MINNESOTA STATIONS—Continued

1310 kc. *Affiliation:* None. *Opened:* October 1, 1935.

*Owner, station manager:* Gregory P. Gentling. *Commercial manager:* Howard H. Holton. *Program director:* Peter Lyman. *Studio director:* Gerald Wing. *Chief engineer:* Fred C. Clarke.

*Rep:* None. *News:* UP. *Seating facilities:* 250 persons. *Merchandising:* Service includes dealer contacts, window cards, newspaper advertisements and publicity in local trade publications. *Foreign language programs:* Accept transcriptions only. *Artists bureau:* Yes; lists 50 artists and 6 orchestras. *Base rate:* \$85.

*Copy restrictions:* Accept beer; no wine, hard liquor or patent medicines. Standard length of announcements, 125 words.

### KFAM, ST. CLOUD

*Operator:* The Times Publishing Co. *Power:* 250 and 100 watts on 1420 kc.

*At press time this station had a construction permit only.*

### WHLB, VIRGINIA

*Operator:* Head of the Lakes Broadcasting Co., Virginia, Minn. *Phone:* 2000. *Power:* 250 and 100 watts on 1370 kc.

*Affiliation:* CBS and Arrowhead Network (WHLB and WMFG, Hibbing). *Opened:* Oct. 12, 1936. (Note: WHLB—as well as WMFG, Hibbing—are under the same ownership as WEBC, Duluth; WEBC is affiliated with the Superior (Wis.) Telegram.)

*Manager:* Walter C. Bridges. *Commercial manager:* Barney Irwin. *Program director, publicity:* Gleason Kistler. *Chief engineer:* C. B. Persons.

*Rep:* None. *News:* AP; UP. *Seating facilities:* Visitors' lounge, about 100 persons. *Merchandising:* None. *Foreign language programs:* Daily except Sunday, 11 to 11:30 a.m. *Artists bureau:* None. *Base rate:* \$48.

*Copy restrictions:* Beer advertising fully accepted; other alcoholic beverages accepted only if they use programs—no announcements.

### KWNO, WINONA

*Operator:* Harry Dahl, Otto M. Schlabach, Maxwell H. White and Herman R. Wiecking, doing business as the Winona Radio Service. *Power:* 250 watts on 1200 kc (daytime). *Affiliation:* None. *Opened:* 1938.

*Base rate:* \$50.

No further information available.

MINNEAPOLIS  
TRIBUNE

IN THE SPOTLIGHT

ST. PAUL  
DISPATCH-  
PIONEER  
PRESS

A spotlight serves to dominate attention, dramatize action. WTCN, alone of the Twin Cities major radio stations, receives the full spotlight of continuous publicity through its newspaper ownership by the Northwest's two leading metropolitan dailies. The attention of over 300,000 Minneapolis Tribune-St. Paul Dispatch-Pioneer Press readers, plus 42% of Minnesota's 2,563,953 population is already focused on your product and your message when you choose

# WTCN

"IN THE TWIN CITIES"  
NBC BLUE NETWORK

OWNED AND OPERATED BY  
MINNEAPOLIS TRIBUNE-ST. PAUL DISPATCH-PIONEER PRESS  
FREE AND PETERS, INC., NATIONAL REPRESENTATIVES

# MISSISSIPPI

(207,000 radio homes)

## Radio Homes by Counties

Adams .....	3,580	Itawamba .....	1,380	Pike .....	3,770
Alcorn .....	2,660	Jackson .....	2,050	Pontotoc .....	1,780
Amite .....	1,540	Jasper .....	1,390	Prentiss .....	1,540
Attala .....	2,380	Jefferson .....	1,280	Quitman .....	2,200
Benton .....	750	Jefferson Davis .....	1,040	Rankin .....	1,740
Bolivar .....	7,250	Jones .....	5,040	Scott .....	1,770
Calhoun .....	1,490	Kemper .....	1,700	Sharkey .....	1,360
Carroll .....	1,530	Lafayette .....	1,910	Simpson .....	1,760
Chickasaw .....	1,810	Lamar .....	1,230	Smith .....	1,400
Choctaw .....	970	Lauderdale .....	7,840	Stone .....	530
Claiborne .....	1,180	Lawrence .....	980	Sunflower .....	6,040
Clarke .....	1,770	Leake .....	1,700	Tallahatchie .....	3,150
Clay .....	1,940	Lee .....	3,720	Tate .....	1,490
Coahoma .....	5,600	Leflore .....	6,090	Tippah .....	1,470
Copiah .....	2,810	Lincoln .....	2,610	Tishomingo .....	1,370
Covington .....	1,160	Lowndes .....	3,800	Tunica .....	2,030
De Soto .....	2,120	Madison .....	3,380	Union .....	2,000
Forrest .....	4,650	Marion .....	1,920	Walthall .....	990
Franklin .....	1,130	Marshall .....	2,080	Warren .....	6,340
George .....	620	Monroe .....	3,680	Washington .....	7,070
Greene .....	980	Montgomery .....	1,510	Wayne .....	1,220
Grenada .....	1,840	Neshoba .....	2,260	Webster .....	990
Hancock .....	1,390	Newton .....	1,880	Wilkinson .....	1,250
Harrison .....	7,040	Noxubee .....	2,220	Winston .....	1,880
Hinds .....	12,510	Oktibbeha .....	1,830	Yalobusha .....	1,870
Holmes .....	3,710	Panola .....	2,550	Yazoo .....	2,610
Humphreys .....	2,520	Pearl River .....	2,100		
Issaquena .....	550	Perry .....	730		

### WGRM, GRENADA

Operator: P. K. Ewing, Grenada. Power: 100 watts on 1210 kc. Affiliation: None; ties in with WHEF, Kosciusko. Opened: 1938.

Station manager: J. E. Richards. Chief engineer: C. F. Perkins. Program director: Ralph Rogers. (Note: This staff also operates WHEF, Kosciusko).

No further details available. Station has only recently been put into operation.

### WFOR, HATTIESBURG

Operator: Forrest Broadcasting Co., Inc. 109 Walnut St. Power: 100 watts on 1370 kc. Affiliation: None.

Base rate: \$50.

No other information available.

### WJDX, JACKSON

Operator: Lamar Life Insurance Co., Lamar Life Bldg. Phone: STU 7416. Power: 5,000 and 1,000 watts on 1270 kc. Affiliation: NBC Red Southcentral Service. Opened: December 7, 1929.

Station manager: Wiley P. Harris. Program director: Maurice Thompson. Chief

engineer: P. G. Root. Publicity director: Jack Simpson.

Rep: George P. Hollingbery Co. News: Transradio. Seating facilities: Studio, seating 100 persons; local hotel roof garden, seating 300; local theatre, seating 1,000. Merchandising: Program publicity given free by advance announcement; and through official publication; all other services rendered at actual cost. Foreign language programs: Will accept; copy subject to station approval. Artists bureau: None. Base rate: \$140.

Copy restrictions: Accept beer; no wine or hard liquor; patent medicine advertising must comply with Federal Trade Commission regulations; all copy must be submitted in advance for station approval.

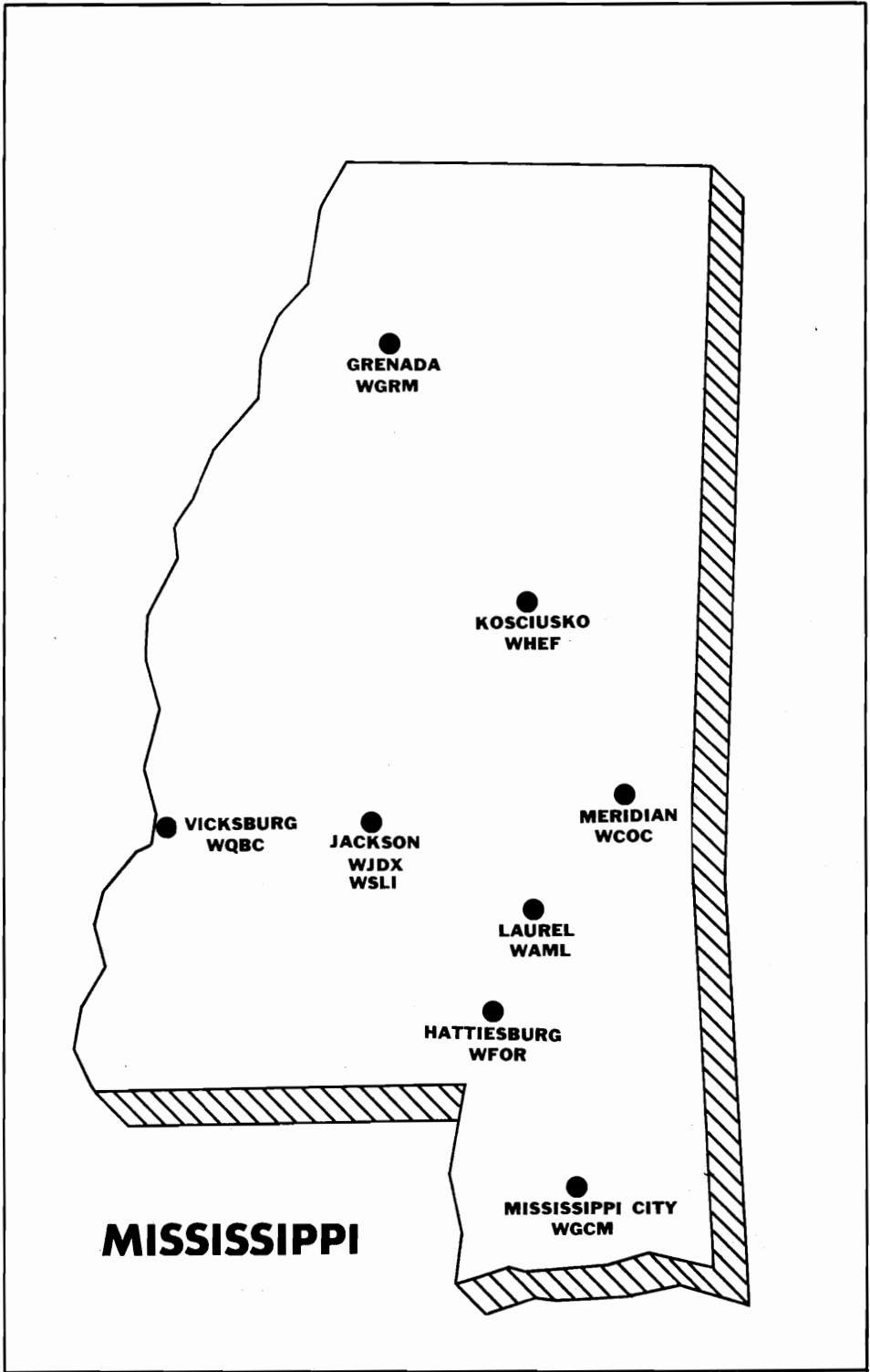
### WSLI, JACKSON

Operator: Standard Life Insurance Co. of the South. Power: 250 and 100 watts on 1420 kc.

At press time this station had a construction permit only.

### WHEF, KOSCIUSKO

Operator: Attala Broadcasting Corp., 511 Fairground St. (also studios in the Heidel-





## MISSISSIPPI STATIONS—Continued

berg Hotel, Jackson, Miss.). *Phone* 173. *Power*: 250 and 100 watts on 1500 kc. *Affiliation*: None; ties in with WGRM, Grenada. *Opened*: Aug. 24, 1934.

*President*: Roy L. Heidelberg. *Vice-president, general manager*: J. E. Richards. *secretary, treasurer*: J. M. McCormick. *Station director*: Knubby Richardson. *Program director*: Ralph Rogers. *Chief engineer*: C. F. Perkins.

*Rep*: J. J. Devine & Associates, Inc. *News*: Transradio. *Seating facilities*: In Kosciusko, capacity of 15; in Jackson, capacity of 25; church auditorium, 300. *Merchandising*: No information given. *Foreign language programs*: No information given. *Artists bureau*: No information given. *Base rate*: \$55.

*Copy restrictions*: Beer and wine accepted; no hard liquor.

### WAML, LAUREL

*Operator*: New Laurel Radio Station, Inc., Central Ave. *Phone*: 288. *Power*: 250 and 100 watts on 1310 kc. *Affiliation*: None. *Opened*: Oct. 15, 1935.

*President*: D. A. Matison. *Station manager*: R. V. De Gruy. *Program director*: Walter Kuchler. *Chief engineer*: A. A. Touchstone.

*Rep*: J. J. Devine and Associates, Inc. *News*: Transradio. *Seating facilities*: None. *Merchandising*: None. *Foreign language programs*: No call for these; foreign population too low. *Artists bureau*: None. *Base rate*: \$30.

*Copy restrictions*: Commercial copy must be limited to two minutes; beer accepted; no other alcoholic beverages; patent medicines accepted if manufactured by "reputable company."

### WCOC, MERIDIAN

*Operator*: Mississippi Broadcasting Co., Inc., Strand Bldg. *Phone*: 1042. *Power*: 1,000

watts on 880 kc. *Affiliation*: CBS. (Note: Owners of this station also own the Clark County Tribune, of Quitman, Miss., a weekly paper.)

*Manager*: D. W. Gavin.

*Rep*: None. *News*: Local and Press-Radio. *Seating facilities*: None listed. *Merchandising*: Set up to handle any merchandising or special exploitation required by sponsor. *Foreign language programs*: No policy indicated. *Artists bureau*: Yes; number of artists not listed. *Base rate*: \$76.50.

*Copy restrictions*: Beer accepted; no other alcoholic beverages.

### WGCM, MISSISSIPPI CITY-GULFPORT-BILOXI

*Operator*: WGCM, Inc., Box 207, Gulfport. *Phone*: 1111. *Power*: 250 and 100 watts on 1210 kc. *Affiliation*: None. *Opened*: 1929.

*President*: P. K. Ewing. *Station and commercial manager*: F. C. Ewing. *Program director*: Billy Tracy. *Chief engineer*: C. E. Davidson. *Artists bureau head*: C. W. Schmidt. *Musical director*: D. M. Wink. *Publicity director*: B. J. Williams.

*Rep*: None. *News*: Transradio. *Seating facilities*: None. *Merchandising*: None. *Foreign language programs*: No policy indicated. *Artists bureau*: Setup nominal only. *Stock*: 284 shares outstanding held by P. K. Ewing, F. C. Ewing and M. M. Ewing. *Base rate*: \$40.

*Copy restrictions*: None listed.

### WQBC, VICKSBURG

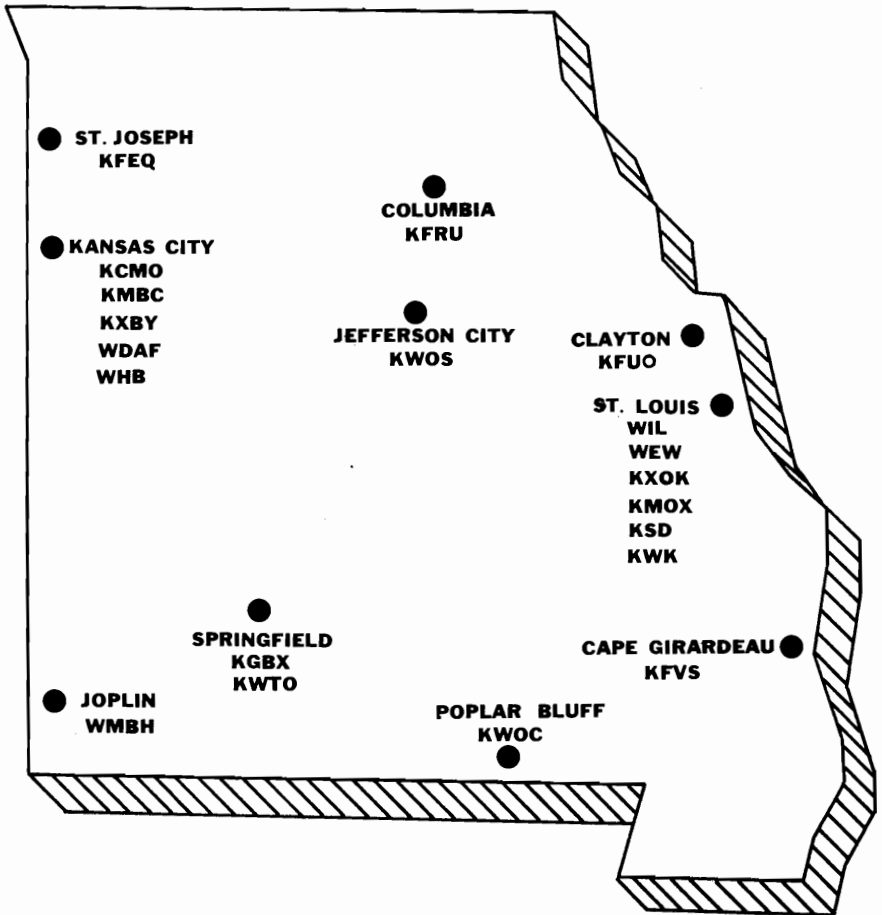
*Operator*: Delta Broadcasting Co., Inc. *Power*: 1,000 watts on 1360 kc. (daytime). *Affiliation*: None. (Note: This station is newspaper-owned by the Vicksburg Herald and Vicksburg Evening Post).

*Rep*: None. *Base rate*: \$60.

No other data available.



# MISSOURI



# MISSOURI

(822,800 radio homes)

## Radio Homes by Counties

Adair	4,290	Grundy	3,630	Perry	2,130
Andrew	2,420	Harrison	3,110	Pettis	8,140
Atchison	2,280	Henry	4,840	Phelps	2,800
Audrain	4,910	Hickory	1,060	Pike	3,970
Barry	3,910	Holt	2,350	Platte	2,540
Barton	2,700	Howard	2,750	Polk	3,010
Bates	4,270	Howell	3,400	Pulaski	1,770
Benton	1,970	Iron	1,570	Putnam	1,970
Bollinger	1,690	Jackson	131,600	Ralls	1,910
Boone	7,340	Jasper	18,860	Randolph	6,580
Buchanan	25,550	Jefferson	5,630	Ray	3,950
Butler	4,330	Johnson	4,550	Reynolds	1,230
Caldwell	2,480	Knox	1,800	Ripley	1,620
Callaway	3,370	Laclede	2,800	St. Charles	4,970
Camden	1,360	Lafayette	5,890	St. Clair	2,300
Cape Girardeau	6,750	Lawrence	4,480	St. Francois	6,720
Carroll	3,930	Lewis	2,500	St. Louis	49,150
Carter	820	Lincoln	2,610	St. Louis City	230,130
Cass	4,110	Linn	5,250	Ste Genevieve	1,720
Cedar	1,990	Livingston	3,840	Saline	6,300
Chariton	3,360	McDonald	2,210	Schuyler	1,350
Christian	2,050	Macon	4,700	Scotland	1,670
Clark	2,000	Madison	1,660	Scott	4,500
Clay	6,330	Maries	1,150	Shannon	1,570
Clinton	2,970	Marion	8,280	Shelby	2,380
Cole	6,060	Mercer	1,600	Stoddard	4,140
Cooper	3,850	Miller	2,900	Stone	1,700
Crawford	1,750	Mississippi	2,570	Sullivan	2,600
Dade	2,030	Moniteau	2,220	Taney	1,450
Dallas	1,540	Monroe	2,620	Texas	2,740
Daviess	2,650	Montgomery	2,500	Vernon	4,920
De Kalb	1,900	Morgan	1,790	Warren	1,380
Dent	1,680	New Madrid	4,400	Washington	2,310
Douglas	1,860	Newton	4,950	Wayne	1,790
Dunklin	5,470	Nodaway	5,170	Webster	2,500
Franklin	5,820	Oregon	1,800	Worth	1,160
Gasconade	2,210	Osage	1,770	Wright	2,590
Gentry	2,740	Ozark	1,230		
Greene	20,610	Pemiscot	5,750		

### KFVS, CAPE GIRARDEAU

Operator: Oscar C. Hirsch, Hotel Marquette. Phone: 2104. Power: 250 and 100 watts on 1210 kc (divides time with WEBQ). Affiliation: None. Opened: May, 1925.

Owner, station and commercial manager, publicity director: Oscar C. Hirsch. Program and musical director: Virginia Bahn. Chief engineer: Ralph L. Hirsch.

Rep: None. News: Transradio. Seating facilities: 100 persons. Merchandising: No services offered free; will cooperate with advertisers on request. Foreign language programs: Not accepted. Artists bureau: None. Base rate: \$35.

Copy restrictions: Beer and wine accepted; no hard liquor; commercials

limited to not more than 20% of program time; all copy must conform to station standards, government regulations and NAB Code of Ethics.

### KFUO, CLAYTON

Operator: Evangelical Lutheran Synod of Missouri, Ohio and Other States, 801 De Mun. Phone: Cabany 2499. Power: 1,000 and 500 watts on 550 kc. (shares time with KSD). Opened Dec. 14, 1924.

This station is non-commercial; church-owned.

### KFRU, COLUMBIA

Operator: KFRU, Inc., 9th and Elm Sts. Phone: 4141. Power: 1,000 and 500 watts on 630 kc. (shares night time with WGBF)

# At-A-Glance Account of a DRAMATIC SUCCESS STORY



... a story headed "Achievement" in new program standards for radio... recorded in welcome black on the ledger of advertisers... written by an alert staff of quick-thinkin people... a story whose sequel is showmanship and moder merchandising. A "best seller" with two million loyal listeners in the KMBC Market, and on leading station of the country!

**ARTHUR B. CHURCH, Pres., KMBC Success Story Authc**

**GEORGE E. HALLEY**  
Director National Program Sales

**FRAN HEYSER**  
Production Director



"TEXAS RANGERS"—Long time all-family favorites, now on coast-to-coast CBS network Sunday afternoons. Songs the people love, folk music dear to the hearts of millions.



"TEX OWENS, The Texas Ranger"—Singing one-man show with more friend than any other living radio personality. Now in sixth year with same sponsor.



"LIFE ON RED HORSE RANCH"—Transcribed music-dramatic series with a record of two successful sponsorships behind it. A sure bet for the all-family audience.



"ACROSS THE BREAKFAST TABLE"—Early morning show that steals the audience for the sales story of any product the family buys. Now on the air nationally for Ivory (P & G).



"HAPPY HOLLOW"—A first in hearts of millions, for months top sustaining mail puller on CBS. An all-family program, one of the first of its kind, still "first" in audience popularity.

"PHENOMENON—Electrifying History"—Starring Claude Rains, Hugh Conrad World's most romantic adventure story load-builder for power and light industry. Written and produced by KMB staff members.



The  
Program  
BUILDING  
and  
TESTING  
Station

**OF KANSAS CITY**

[www.americanradiohistory.com](http://www.americanradiohistory.com)

## MISSOURI STATIONS—Continued

*Affiliation:* None. *Opened:* Oct. 25, 1925. (Note: This station is newspaper-owned; St. Louis Star-Times.)

*President:* Elzey Roberts. *Station manager:* C. L. Thomas. *Commercial manager:* Walter Weiler. *Program director, artists bureau head:* George Guyan. *Chief engineer:* Arthur F. Rekart. *Musical director:* Wm. Haley, Jr. *Publicity director:* Dave Frederick.

*Rep:* None listed. *News:* United Press. *Seating facilities:* None. *Merchandising:* Services rendered at cost; equipped to do complete work. *Foreign language programs:* None running currently; no ruling against these broadcasts, however. *Artists bureau:* Yes, lists about 10 announcers, singers, orchestras. *Base rate:* \$100.

*Copy restrictions:* No hard liquor accepted; some patent medicines taken; copy must conform with "good taste."

### KWOS, JEFFERSON CITY

*Operator:* Tribune Printing Company, Adams and Capitol Avenues. *Phone:* 4000. *Power:* 100 watts on 1310 kc (daytime). *Affiliation:* None. *Opened:* January 30, 1937. (Note: This station is newspaper-owned by the Jefferson City Capital-News and Post-Tribune.)

*President and manager:* R. C. Goshorn. *Commercial manager:* R. L. Rose. *Program director:* William Cook. *Chief engineer:* James C. Haynes.

*Rep:* Weed & Co. *News:* None. *Seating facilities:* Reception room, seating 40 persons. *Merchandising:* Publicity through Capital-News and Post-Tribune, including daily program listings, display advertisements and Sunday radio column. *Artists bureau:* Setup nominal only. *Base rate:* \$40.

*Copy restrictions:* Beer, wine and liquor advertising accepted; all copy must conform to station standards and FCC rules and regulations.

### WMBH, JOPLIN

*Operator:* Joplin Broadcasting Co., Keystone Hotel. *Phone:* 330. *Power:* 250 and 100 watts on 1420 kc. *Affiliation:* None. *Opened:* 1926. (Note: Part of station stock is owned by Joplin Globe Publishing Co.)

*President, station manager:* D. J. Poynor. *Assistant manager:* E. Smart. *Program director:* Stella Lukens. *Chief engineer:* Robert Stark. *Artists bureau head:* Charles McIntire. *Musical director:* Stella Lukens. *Publicity director:* H. D. Robards.

*Rep:* Sears and Ayer. *News:* UP. *Seating facilities:* Studio, 60 persons. Others available: First Community Church, 700; High School Auditorium, 1,200; High School

Gymnasium, 500; Memorial Hall, 3,200; Connor Empire Room, 300; Connor Bal Moderne, 500; Connor Gold Room and Colonial Room, 225. *Merchandising:* Will contact dealers; arrange window displays and tie-ups; hold sales conferences; contact jobbers; mail broadsides to trade when costs are paid; mail station letters to trade for cost of postage; make surveys. *Foreign language programs:* Accepted. *Artists bureau:* None. *Stock:* 210 shares held by D. J. Poynor and the Joplin Globe Publishing Co. *Base rate:* \$60.

*Copy restrictions:* Copy must not cause any embarrassment to audience; beer advertising accepted; no other alcoholic beverages; patent medicines accepted if meeting "standards of better advertising."

### KCMO, KANSAS CITY

*Operator:* KCMO Broadcasting Co., Commerce Trust Bldg. *Phone:* Victor 0900. *Power:* 100 watts on 1370 kc. *Affiliation:* None. *Opened:* 1925 (note: in February, 1936, this station was purchased by the present management, and the call letters changed from KWKC to KCMO).

*President:* T. L. Evans. *General manager:* Larry Sherwood. *Sales manager:* Jack Neil. *Production director:* Lee Roberts. *Chief engineer:* L. C. Sigmen. *Musical director:* Bert Buhrman. *Continuity editor:* Bob Grey. *Special events and public features director:* Tom Kelly.

*Rep:* None. *News:* UP. *Seating facilities:* Can accommodate 100 persons at the studios. *Merchandising:* Complete service available. *Foreign language programs:* Accepted, subject to approval of the management. *Artists bureau:* None. *Base rate:* \$70.

*Copy restrictions:* Hard liquor advertisements not accepted.

### KMBC, KANSAS CITY

*Operator:* Midland Broadcasting Co. Pickwick Hotel. *Phone:* Harrison 2654. *Power:* 5,000 and 1,000 watts on 950 kc. *Affiliation:* CBS. *Opened:* 1921 as WPE; 1922 became KFIX; 1924 as KLDS; 1928 as KMBC.

*President, general manager:* Arthur Burdette Church. *Director of national program sales:* George E. Halley (Chicago). *Program director:* Fran Heyser. *Chief engineer:* Ray Moler. *Studio director:* Kenneth Krahl. *Musical director:* P. Hans Flath. *Research director:* Mark N. Smith. *Artists bureau head:* James W. McConnell. *Publicity director:* Milton F. Allison. *News editor:* Erle H. Smith.

*Rep:* Free & Peters, Inc. *News:* Transradio. (Kansas City bureau of Transradio housed at KMBC). *Seating facilities:* Studio A, 50 persons. *Merchan-*

And WHB Clients Smile, Too!



**WHB**

**DON DAVIS**  
President

**JOHN SCHILLING**  
General Manager

**KANSAS CITY, MISSOURI**  
*"This is the Mutual Broadcasting System"*

**WHB DISTAFF STAFF**  
Penthouse Marine Deck

## MISSOURI STATIONS—Continued

*dising*: Mail letters to jobbers and brokers; letters and cards to retailers with sponsor sharing expense; help sponsor lay out special tie-ins; program schedules mailed out; surveys; furnish art work and plates for sponsors wishing to advertise their program in papers; publicity department sends releases to 200 papers; merchandising help, in general, is given commensurate with money spent on station; publicity help tendered to all sponsors. *Foreign language programs*: No rules; percentage of foreign population very small. *Artists bureau*: Yes. *Base rate*: \$200 (½ hr.)

*Copy restriction*: No beer, wines, or liquors of any kind accepted; offers must conform to all city, state, and federal laws; patent medicines must conform to all laws and the Pure Food and Drug Act.

### KXBY, KANSAS CITY

*Operator*: First National Television, Inc., Fidelity Bldg. *Phone*: Harrison 5818. *Power*: 1,000 watts on 1530 kc. *Affiliation*: None. *Opened*: Dec. 31, 1934.

*President, commercial manager*: Richard K. Phelps. *Station manager, chief engineer*: C. E. Salzer.

*Rep*: None. *News*: UP. *Seating facilities*: Studio, 30 persons. *Merchandising*: Work with dealers and distributors; distribute advertising matter; station promotes commercial programs in local newspaper advertising. *Foreign language programs*: No set policy. *Artists bureau*: None. *Stock*: Held by Leslie Herman and Sam Pickard (parent company is First National Television, Inc., which also owns and operates a training school for television and radio engineers; also experimental television station W9XAL). *Base rate*: \$100.

*Copy restrictions*: Accept beer, wines and liquor, with hours on the latter two restricted; patent medicines must conform with Federal Trade Commission and other federal regulations; copy must be approved and judged by station management on medicines.

### WDAF, KANSAS CITY

*Operator*: Kansas City Star Company, 1729 Grand Avenue. *Phone*: Harrison 1200. *Power*: 5,000 and 1,000 watts on 610 kc. *Affiliation*: NBC Basic Red. *Opened*: June 5, 1922. (Note: This station is newspaper-owned by the Kansas City Star.)

*General and station manager*: H. Dear Fitzer. *Assistant station manager, publicity director*: V. S. Batton. *Sales director*: R. Gardner Reames. *Program and musical director*: Harry J. Kaufmann. *Chief engineer*: Joseph A. Flaherty.

*Rep*: Edward Petry & Co., Inc. *News*: AP; Kansas City Star. *Seating facilities*: None. *Merchandising*: Services vary according to individual account, but all are rendered at actual cost. *Foreign language programs*: Not accepted. *Artists bureau*: None. *Base rate*: \$360.

*Copy restrictions*: No beer, wine or liquor advertising; some patent medicines accepted, with copy subject to station approval; all copy must conform to accepted standards of "good taste" and be passed on by WDAF 24 hours in advance of broadcast.

### WHB, KANSAS CITY

*Operator*: WHB Broadcasting Company, Scarritt Bldg., 9th and Grand Avenue. *Phone*: Harrison 1161. *Power*: 1,000 watts on 860 kc (to sunset). *Affiliation*: Mutual Broadcasting System. *Opened*: April 15, 1922.

*President, commercial manager*: Donald Dwight Davis. *Station manager*: John T. Schilling. *Program director*: Nelson Rupard. *Chief engineer*: Henry Goldenberg. *Artists bureau head*: Charles Lee Adams. *Musical director*: Sol Bobrov. *Client service manager*: M. H. Straight. *Merchandising and promotion manager*: Louis C. Nelson. *Publicity director*: Frank Barhydt.

*Rep*: None. *News*: UP. *Seating facilities*: Studio A, 10 persons; Studio B, 50; Studio C, 20; Little Theatre, 1,100; Music Hall, 2,600; Municipal Auditorium Arena, 15,000. *Merchandising*: For every dollar of station time purchased, advertiser is offered one unit of merchandising service; types of services, with unit values—supply wholesale and retail dealer lists of specific classifications, 50 units per list; mail out letters or printed matter, supplying letterheads, mimeographing, sealing, stamping, while advertiser pays postage and furnishes printed matter, one unit per piece; make cross section surveys, checking sale, distribution and standing of advertiser's product against competitors' products in local trading areas (advertiser to pay traveling expenses if more than 20 miles), 5 units per personal call, 2 units per telephone call; introduce salesmen to key buyers, 50 units per call; window displays, 25 units per display placed; counter displays and cards, 25 units per display distributed; personal calls on jobbers, chain store buyers, department store buyers, etc., 10 units per call; arrange audition of program for important local outlets (advertiser to pay talent cost), 10 units per person attending audition. *Foreign language programs*: Acceptable. *Artists bureau*: Yes; lists about 30 artists. *Base rate*: \$120.

*Copy restrictions*: Some patent medicines accepted; no beer, wine, or hard

## MISSOURI STATIONS—Continued

liquor; no false or misleading claims; no disparagement of competitors or their products; no lotteries, appeals for funds (other than generally accepted worthy causes); no testimonials which cannot be authenticated; no advertising matter in bad taste, or which station deems injurious or prejudicial to interests of public; commercial copy must not exceed 10½ minutes in an hour program, 7½ minutes in three-quarter hour, 5½ minutes in half-hour, 3½ minutes in a quarter-hour.

### KWOC, POPLAR BLUFF

*Operator:* Don M. Lidenton and A. L. McCarthy. *Power:* 100 watts on 1310 kc. (daytime).

**At press time this station had a construction permit only.**

### KFEQ, ST. JOSEPH

*Operator:* KFEQ, Inc., Schneider Bldg., 7th & Felix. *Phone:* 6-1314. *Power:* 2,500 watts on 680 kc (operates from 6 a.m. to approximately 6 p.m.). *Affiliation:* None. *Opened:* 1924.

*Treasurer, station manager:* B. Pitts. *Local advertising manager:* J. Ted Branson. *National advertising manager:* Glenn Griswold. *Program director:* Lynn Butcher. *Chief engineer:* Wesley Koch. *Musical director:* Lawrence Parker.

*Rep:* Kelly-Smith Co. *News:* AP. *Seating facilities:* Studio, 50 persons. *Merchandising:* Yes; no set rules; call on retail and wholesale accounts; distribution surveys; work with salesmen; letters to trade for cost of postage and mimeographing; special requests given consideration. *Foreign language programs:* No rules; foreign-born population too small for such fare. *Artists bureau:* None. *Base rate:* \$78.

*Copy restrictions:* Beer accepted; no other alcoholic beverages; patent medicines subject to approval of station management; all copy must comply with FCC regulations.

### KMOX, ST. LOUIS

*Operator:* Columbia Broadcasting System, Inc., Mart Bldg. *Phone:* Central 8240. *Power:* 50,000 watts on 1090 kc. *Affiliation:* CBS. *Opened:* Dec. 25, 1925.

*General and station manager:* Merle S. Jones. *Commercial manager:* Kenneth W. Church. *Program director:* C. G. Renier. *Chief engineer:* Graham L. Tevis. *Musical director:* Ben Feld. *Promotion director:* J. Soulard Johnson.

*Rep:* Radio Sales. *News:* UP; Western Union sports ticker. *Seating facilities:* Columbia Playhouse, seating 400. *Merchandising:* Studio window displays;

mobile unit on the street calling on retail stores and making instantaneous recordings; trade mailings; newspaper publicity service; any additional services are rendered upon request at actual cost. *Foreign language programs:* Accepted; German program current. *Artists bureau:* None. *Base rate:* \$500.

*Copy restrictions:* CBS program policies.

### KSD, ST. LOUIS

*Operator:* Pulitzer Publishing Company, Post-Dispatch Bldg., 12th & Olive Sts. *Phone:* Main 1111. *Power:* 5,000 and 1,000 watts on 550 kc. (divides time with KFUE, Clayton, a non-commercial station). *Affiliation:* NBC Basic Red. *Opened:* March 9, 1922. (Note: this station is newspaper-operated—Post-Dispatch.)

*General manager, station manager:* George M. Burbach. *Commercial manager:* Edward W. Hamlin. *Program director, publicity director:* Frank Eschen. *Chief engineer:* Robert L. Coe. *Musical director:* Russell David.

*Rep:* Free & Peters, Inc. *News:* AP. *Seating facilities:* 30 persons. *Merchandising:* Accounts given every service through the merchandising and marketing research departments of the St. Louis Post-Dispatch. *Foreign language programs:* Will accept; also announcements. *Artists bureau:* None. *Base rate:* \$333.

*Copy restrictions:* Strict censorship; station broadcasts daily announcements to this effect; beer accepted, but no other alcoholic beverages; no medical products whatsoever accepted.

### KWK, ST. LOUIS

*Operator:* Thomas Patrick, Inc., Hotel Chase. *Phone:* Rosedale 3210. *Power:* 5,000 and 1,000 watts on 1350 kc. *Affiliation:* NBC Basic Blue; Mutual Broadcasting System. *Opened:* March 17, 1927.

*President:* Robert T. Convey. *General manager:* C. G. Cosby. *Program director:* Sterling Harkins. *Chief engineer:* James Burke. *Studio supervisor:* Ray Dady. *Continuity chief:* Claire M. Harrison. *Musical director:* Al Sarli. *Public relations:* Eugene Kemper.

*Rep:* Paul H. Raymer Co. *News:* UP. *Seating facilities:* Assembly Hall, 1,400 persons; Opera House, 3,600; Convention Hall, 14,000. *Merchandising:* No special service; station has tie-up with St. Louis Globe-Democrat (daily) and three neighborhood journals (weekly), in which clients' programs are publicized. *Foreign language programs:* Will accept. *Artists bureau:* Setup nominal only. *Base rate:* \$350.



## MISSOURI STATIONS—Continued

*Copy restrictions:* Accept beer and wine; no hard liquor; station reserves right to delete objectionable copy or reject material in conflict with federal or state laws.

### KXOK, ST. LOUIS

*Operator:* Star-Times Publishing Co. *Power:* 1,000 watts on 1250 kc.

*At press time this station had a construction permit only.*

### WEW, ST. LOUIS

*Operator:* St. Louis University, 3642 Lindell Blvd. *Phone:* Franklin 5665. *Power:* 1,000 watts on 760 kc. (daytime). *Affiliation:* None. *Opened:* April 26, 1921. (Note: Prior to Sept. 12, 1937, this station was non-commercial.)

*Faculty director:* Father W. A. Burke. *Station manager:* A. S. Foster. *Commercial manager:* R. Fleming. *Program director:* Arthur T. Jones. *Chief engineer:* G. S. Rueppel. *Musical director:* Ralph Stein. *Publicity director:* J. S. Harris.

*Rep:* None. *News:* INS. *Seating facilities:* Studio auditorium, seating 1,200. *Merchandising:* Staff is capable of rendering such service at special rates. *Foreign language programs:* No rules; "Germania Broadcast" now running half-hour week days and full hour Sundays. *Artists bureau:* No regular setup, but can supply talent. *Base rate:* \$70.40.

*Copy restrictions:* No patent medicines, wines or whiskey; copy must be truthful and "not exceed the bounds of good taste in length."

### WIL, ST. LOUIS

*Operator:* Missouri Broadcasting Corp., Melbourne Hotel. *Phone:* Jefferson 8403. *Power:* 250 and 100 watts on 1200 kc. *Affiliation:* None. *Opened:* Feb. 9, 1922.

*President, general manager:* Lester A. Benson. *Vice-president in charge of sales:* Clarence W. Benson. *Commercial manager:* Edgar P. Shutz. *Program director:* Neil Norman. *Chief engineer:* Chal Stoup. *Musical director:* Allister Wylie. *Public relations:* Bill Durney. *Publicity director:* Bart Slattery.

*Rep:* Small and Brewer, Inc. *News:* Transradio. *Seating facilities:* Melbourne auditorium, 300 persons. *Merchandising:* None listed. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$150.

*Copy restrictions:* Commercial wordage limit on quarter-hours is 400 words; spot announcements can't exceed 100 words; beer accepted; no hard liquors; patent medicines must comply with Federal Trade

Commission regulations; all copy subject to editing by management.

### WTMV, EAST ST. LOUIS (ILL.)

*Operator:* Mississippi Valley Broadcasting Co., Inc., Hotel Broadview. *Phones:* Bridge 3424; East 4390. *Power:* 250 and 100 watts on 1500 kc. *Affiliation:* None. *Opened:* May 19, 1935.

*President:* Lester E. Cox. *Station manager:* William H. West. *Commercial manager:* Woody Klose. *Program director, artists bureau head, musical director:* Paul Godt. *Chief engineer:* Thomas R. McLean. *Station promotion and publicity director:* Thomas J. Connelly.

*Rep:* None. *News:* INS; also local news staff. *Seating facilities:* Broadview Hotel Ballroom, 1,000. *Merchandising:* Run ads in community papers for sponsors spending minimum of \$150 per week; send mail to dealers, service men, and occasionally to general public; also supply envelope stuffers, and store display layouts, etc.

*Foreign language programs:* Any type accepted; currently has Polish, German, Hungarian. *Artists bureau:* Yes; has about 75 artists. *Base rate:* \$100.

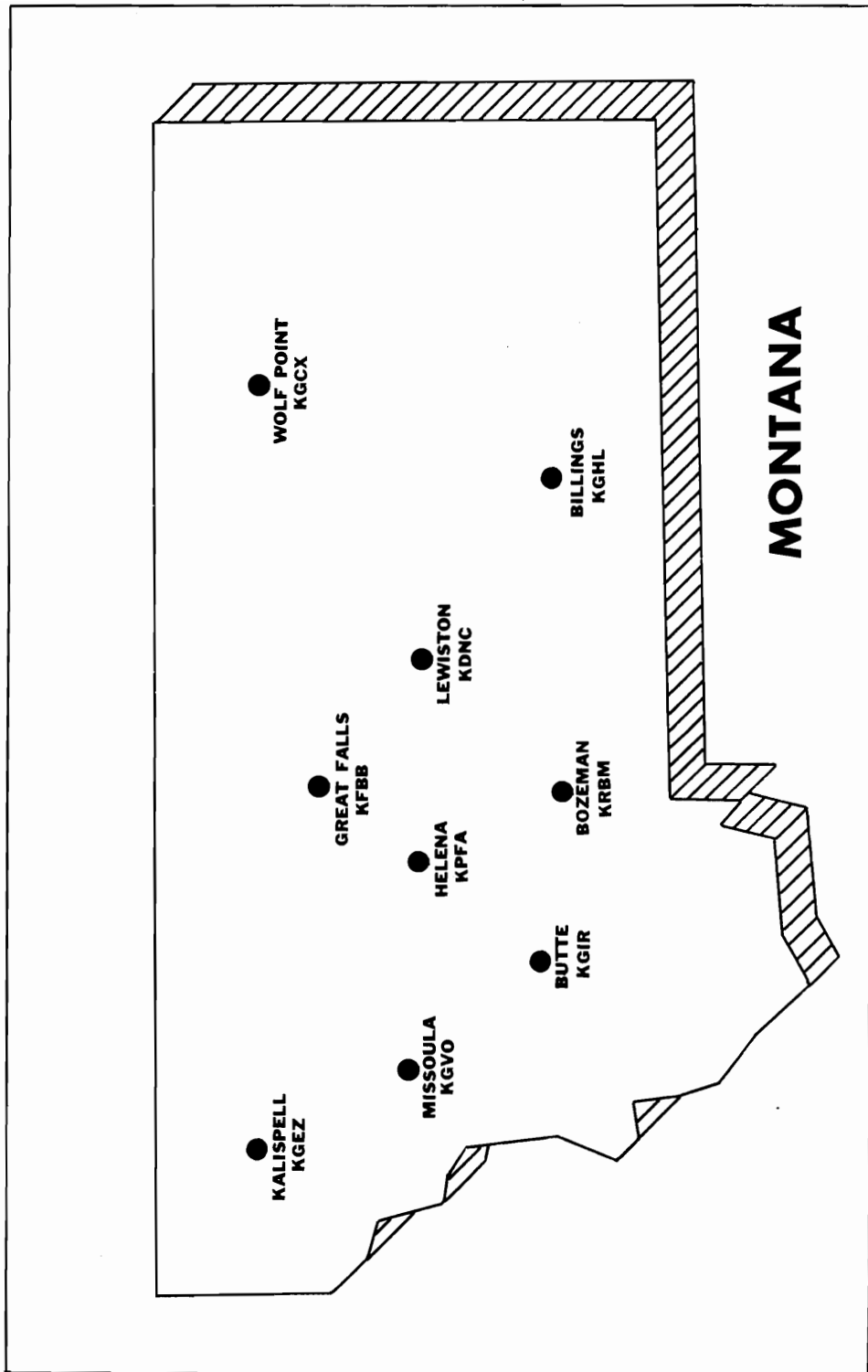
*Copy restrictions:* Amount of commercial copy restricted to 15% of time bought; exaggerations, falsehoods, and untruths barred; patent medicines okay if approved by Better Business Bureau; wines and liquors accepted only after nine o'clock at night.

### KGBX, SPRINGFIELD

*Operator:* Springfield Broadcasting Co., 508 St. Louis Street. *Phone:* 1360. *Power:* 500 watts on 1230 kc. *Affiliation:* NBC Southwestern Optional Group. *Opened:* 1924 in St. Joseph, Mo., present ownership dates from 1926, and Springfield transfer came in 1931. (Note: This station, like KWTO of the same city, is affiliated with the Springfield Newspapers, Inc. through cross ownership; papers include the Evening Leader and Press, Morning Daily News, and the Sunday News and Leader.)

*President:* Lester E. Cox. *Station manager:* Ralph Foster. *Business manager:* Art Johnson. *Sales manager:* John Pearson. *Program director:* Terry Moss. *Chief engineer:* Fritz Bauer. *Artists bureau head:* George Earle Wilson. *Promotion and merchandising director:* Carl Ward.

*Rep:* Howard H. Wilson Co. *News:* UP. *Seating facilities:* About 100. *Merchandising:* Service of National Research Bureau available. *Foreign language programs:* No rules; population does not warrant such programs. *Artists bureau:* Yes;



●  
WOLF POINT  
KGCX

●  
BILLINGS  
KGHL

●  
LEWISTON  
KDNC

●  
GREAT FALLS  
KFBB

●  
BOZEMAN  
KRBM

●  
HELENA  
KPFA

●  
BUTTE  
KGIR

●  
KALISPELL  
KGEZ

●  
MISSOULA  
KGVO

**MONTANA**

## MISSOURI STATIONS—Continued

has roster of acts, vocalists, announcers, juvenile artists, and so forth. *Base rate:* \$150.

*Copy restrictions:* Allow only beer; no other set copy rules.

### KWTO, SPRINGFIELD

*Operator:* The Ozarks Broadcasting Co., 508 St. Louis St. *Phone:* 1360. *Power:* 5,000 watts on 560 kc. (to local sunset). *Affiliation:* None. *Opened:* Dec. 25, 1933. (Note: KWTO is affiliated, via part ownership, with the Springfield Newspapers, Inc.—Evening Leader and Press; Morning Daily News and the Sunday News and Leader.)

*President, station manager:* Ralph D. Foster. *Business manager:* C. Art Johnson. *Sales manager:* John Pearson. *Pro-*

*gram director, artists bureau head:* George Earle Wilson. *Chief engineer:* Fritz Bauer. *Musical director:* Bill Ring. *Promotion and merchandising director:* Carl Ward.

*Rep:* Howard H. Wilson Co. *News:* UP. *Seating facilities:* Studio, capacity 30; also Shrine Mosque, 5,000; American Legion Home, 1,200. *Merchandising:* Service of National Research Bureau available. *Foreign language programs:* No rules; population does not warrant such programs. *Artists bureau:* Yes; has roster of acts, vocalists, announcers, juvenile artists, etc. *Base rate:* \$100.

*Copy restrictions:* Beer accepted; no other alcoholic beverage advertising is taken; manuscripts required in advance on all health products.

## MONTANA

(114,600 radio homes)

### Radio Homes by Counties

Beaverhead .....	1,340	Hill .....	2,880	Ravalli .....	2,170
Big Horn .....	1,580	Jefferson .....	860	Richland .....	1,720
Blaine .....	1,720	Judith Basin .....	990	Roosevelt .....	2,010
Broadwater .....	600	Lake .....	1,940	Rosebud .....	1,420
Carbon .....	2,510	Lewis and Clark .....	4,440	Sanders .....	1,330
Carter .....	800	Liberty .....	490	Sheridan .....	1,740
Cascade .....	9,340	Lincoln .....	1,510	Silver Bow .....	13,170
Chouteau .....	1,820	McCone .....	910	Stillwater .....	1,200
Custer .....	2,490	Madison .....	1,280	Sweet Grass .....	780
Daniels .....	1,040	Meagher .....	530	Teton .....	1,240
Dawson .....	1,930	Mineral .....	410	Toole .....	1,490
Deer Lodge .....	3,420	Missoula .....	5,030	Treasure .....	310
Fallon .....	830	Musselshell .....	1,510	Valley .....	2,160
Fergus .....	3,550	Park .....	2,520	Wheatland .....	780
Flathead .....	4,300	Petroleum .....	440	Wibaux .....	520
Gallatin .....	3,580	Phillips .....	1,700	Yellowstone .....	6,900
Garfield .....	940	Pondera .....	1,370	Yellowstone	
Glacier .....	1,100	Powder River .....	770	National Park .....	10
Golden Valley .....	440	Powell .....	1,330		
Granite .....	750	Prairie .....	660		

### KGHL, BILLINGS

*Operator:* Northwestern Auto Supply Co., Inc., 420 North Broadway. *Phone:* 3121. *Power:* 5,000 and 1,000 watts on 780 kc. *Affiliation:* NBC North Mountain Group, Red and Blue. *Opened:* June 8, 1928.

*President, general manager:* C. O. Campbell. *Station and commercial manager:* Ed Yocum. *Program and musical director:* Julia Richards. *Chief engineer:* Jeff Kiichli. *Publicity director:* Lear Mucoy.

*Rep:* The Katz Agency. *News:* UP. *Seating facilities:* None. *Merchandising:* Supply publicity and co-operate with advertisers in arranging window displays; services rendered gratis. *Foreign lan-*

*guage programs:* Will accept. *Artists bureau:* None. *Base rate:* \$100.

*Copy restrictions:* Accept beer and wine, but no hard liquor; spot announcements limited to 100 words; all time sold subject to change for NBC or outstanding local civic programs, with courtesy announcement to be made in case of change.

### KRBM, BOZEMAN

*Operator:* Roberts McNab Co. (Arthur L. Roberts, R. B. McNab; A. J. Breitbach, general manager). *Power:* 250 and 100 watts on 1420 kc.

*At press time this station had a construction permit only.*

## MONTANA STATIONS—Continued

### KGIR, BUTTE

*Operator:* KGIR, Inc., Butte. *Phones:* 23; 44. *Power:* 2,500 and 1,000 watts on 1340 kc. *Affiliation:* NBC North Mountain Group. *Opened:* Jan. 31, 1929.

*Manager:* E. B. Craney. *Commercial manager:* Leo McMullen. *Program director:* Fred Ruegg. *Chief engineer:* Jack Nicholas. *Artists bureau head, musical director:* B. R. Sprague.

*Rep:* Gene Furgason & Co. *News:* Transradio. *Seating facilities:* About 200 persons. *Merchandising:* Any service desired rendered at cost. *Foreign language programs:* No information given. *Artists bureau:* Setup nominal only. *Base rate:* Station sold only as part of the Z Net, which see.

*Copy restrictions:* Beer, wines and alcoholic beverages accepted if copy passes inspection; no patent medicines accepted; no announcements may exceed 100 words; no two announcements are ever run together; locally, only 13-minute programs are sold, allowing room for a 100-word announcement on either end; otherwise only 30-word chainbreak announcements are sold.

### KFBB, GREAT FALLS

*Operator:* Buttrey Broadcast, Inc., 300 Central Avenue. *Phone:* 4377. *Power:* 5,000 and 1,000 watts on 1280 kc. *Affiliation:* CBS. *Opened:* October 31, 1922. (Note: This station is newspaper-affiliated with the Great Falls Tribune).

*President:* F. A. Buttrey. *General manager:* J. Jacobsen. *Commercial manager:* Joe Wilkins. *Chief engineer:* Wilbur Myhre.

*Rep:* Weed & Co. (East and San Francisco); Walter Biddick Co. (Los Angeles and Seattle). *News:* Great Falls Tribune (local). *Seating facilities:* None. *Merchandising:* Service includes letters to the trade, arranging for window displays, contacting merchants in immediate area, mailing out of premiums. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Stock:* Principally held by F. A. Buttrey, Great Falls Tribune, and J. Jacobsen. *Base rate:* \$100.

*Copy restrictions:* Accept beer; no wine or hard liquor; spot announcements limited to 100 words; all copy subject to station approval and government regulations.

### KPFA, HELENA

*Operator:* People's Forum of the Air. *Power:* 250 and 100 watts on 1210 kc. *Affiliation:* Pacific Northwest Group; also sold in combination with KGIR, Butte. *Opened:* 1937.

No further data available after repeated requests.

### KGEZ, KALISPELL

*Operator:* Don Treloar, 203 First Ave. E. *Phone:* 32-332. *Power:* 100 watts on 1310 kc. *Affiliation:* None. *Opened:* January, 1927.

*Manager:* Don Treloar. *Commercial manager:* F. J. Robischop. *Program director:* O. J. Hockley. *Chief engineer:* Don Gorman.

*Rep:* None. *News:* United Press. *Seating facilities:* None. *Merchandising:* Window display; newspaper listings. *Foreign language programs:* Accepted subject to station approval. *Artists bureau:* None. *Base rate:* \$20.

*Copy restrictions:* Announcements must not exceed 100 words; no patent medicines; beer accepted; no other alcoholic beverages; all scripts are subject to station approval.

### KDNC, LEWISTON

*Operator:* Democrat News Co., Inc. *Power:* 250 and 100 watts on 1200 kc.

At press time this station had a construction permit only.

### KGVO, MISSOULA

*Operator:* Mosby's, Inc., 240 N. Higgins Ave. *Phone:* 2155. *Power:* 1,000 watts on 1260 kc (has construction permit for 5,000 and 1,000 watts). *Affiliation:* CBS. *Opened:* Jan. 18, 1931.

*Station manager:* A. J. Mosby. *Program director:* James Alden Barber. *Chief engineer:* Tom E. Atherstone. *Publicity:* L. E. Nash.

*Rep:* None. *News:* Transradio. *Seating facilities:* Studio, 100 people. *Merchandising:* Assists in distribution and placing of window displays; other general helps. *Foreign language programs:* Population is less than 2% foreign; only program now is a sustainer (educational). *Artists bureau:* None. *Base rate:* \$72.

*Copy restrictions:* Commercial copy restricted to 20% of program period; all copy must be in "good taste"; beer and wines accepted; no patent medicines unless they have "a national standard acceptance."

### KGCX, WOLF POINT

*Operator:* E. E. Krebsbach, 2nd Street and Assiniboine Avenue. *Phone:* 102. *Power:* 1,000 watts on 1450 kc. *Affiliation:* None. *Opened:* 1926.

*Owner and operator:* E. E. Krebsbach. *Station and commercial manager:* Milton J. Severson. *Program and publicity director:* A. E. Richmond. *Chief engineer:* Harold Klimpel. *Musical director:* Adolph Jystad.

*Rep:* None. *News:* Transradio. *Seating facilities:* Studio, seating 10 persons. *Mer-*

## MONTANA STATIONS—Continued

*chandising:* Publicity in local papers. *Foreign language programs:* No rules; no requests for same. *Artists bureau:* None. *Stock:* All held by E. E. Krebsbach. *Base rate:* \$60.

*Copy restrictions:* Beer accepted; no wine, liquor or patent medicine advertising accepted; no advertising of "questionable character."

## NEBRASKA

(284,100 radio homes)

### Radio Homes by Counties

Adams .....	5,480	Frontier .....	1,510	Nance .....	1,600
Antelope .....	2,770	Furnas .....	2,470	Nemaha .....	2,640
Arthur .....	210	Gage .....	6,370	Nuckolls .....	2,560
Banner .....	280	Garden .....	930	Otoe .....	4,210
Blaine .....	280	Garfield .....	630	Pawnee .....	1,860
Boone .....	2,640	Gosper .....	760	Perkins .....	1,020
Box Butte .....	2,560	Grant .....	290	Phelps .....	2,060
Boyd .....	1,280	Greeley .....	1,410	Pierce .....	1,970
Brown .....	1,110	Hall .....	6,120	Platte .....	3,880
Buffalo .....	5,240	Hamilton .....	2,470	Polk .....	1,960
Burt .....	2,500	Harlan .....	1,720	Redwillow .....	2,890
Butler .....	2,780	Hayes .....	610	Richardson .....	4,080
Cass .....	3,750	Hitchcock .....	1,350	Rock .....	590
Cedar .....	2,830	Holt .....	2,910	Saline .....	3,630
Chase .....	980	Hooker .....	230	Sarpy .....	1,900
Cherry .....	1,920	Howard .....	1,890	Saunders .....	4,090
Cheyenne .....	1,970	Jefferson .....	3,540	Scotts Bluff .....	5,400
Clay .....	2,810	Johnson .....	1,850	Seward .....	3,150
Colfax .....	2,350	Kearney .....	1,590	Sheridan .....	2,010
Cuming .....	2,510	Keith .....	1,290	Sherman .....	1,620
Custer .....	4,850	Keyapaha .....	550	Sioux .....	790
Dakota .....	1,850	Kimball .....	870	Stanton .....	1,380
Dawes .....	2,350	Knox .....	3,380	Thayer .....	2,680
Dawson .....	3,540	Lancaster .....	23,500	Thomas .....	290
Deuel .....	730	Lincoln .....	5,040	Thurston .....	1,720
Dixon .....	2,090	Logan .....	340	Valley .....	1,820
Dodge .....	5,660	Loup .....	300	Washington .....	2,420
Douglas .....	55,840	McPherson .....	250	Wayne .....	1,960
Dundy .....	1,000	Madison .....	5,350	Webster .....	2,040
Fillmore .....	2,640	Merrick .....	2,120	Wheeler .....	370
Franklin .....	1,830	Morrill .....	1,680	York .....	3,560

### KMMJ, CLAY CENTER

*Operator:* KMMJ Inc., Radio Bldg. *Phones:* 207; LD 14. *Power:* 1,000 watts on 730 kc (daytime). *Affiliation:* None. *Opened:* September, 1925. (Note: Owners of this station also operate the Clay County Sun, a weekly newspaper.)

*President:* Don Searle. *Station manager, publicity director:* Randall Ryan. *Program and musical director:* Mott Johnson. *Chief engineer:* Marvin Price. *Artists bureau head:* Verne Wilson.

*Rep:* Gene Furgason & Co. *News:* UP. *Seating facilities:* Auditorium, capacity 400. *Merchandising:* Send letters to dealers and salesmen, charging advertiser only for postage or special printing. *Foreign language programs:* Accepted. *Artists bureau:* Setup nominal only. *Stock:* Principally held by Don, Helen, and Harry

Searle, and Herb Hollister. *Base rate:* \$80.

*Copy restrictions:* Beer accepted, but no wines or hard liquors; patent medicines must comply with FTC regulations; all copy subject to approval of the station management.

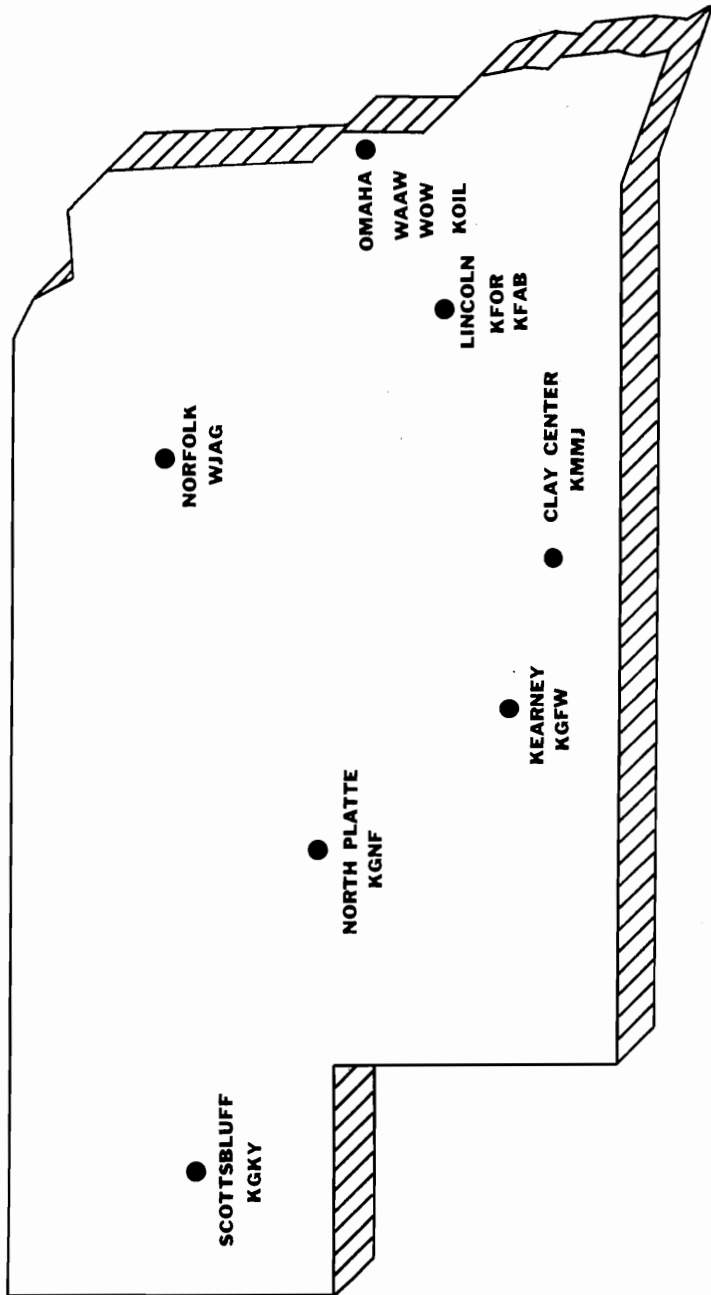
### KGFW, KEARNEY

*Operator:* Central Nebraska Broadcasting Corp., Box 14. *Phone:* 31551. *Power:* 250 and 100 watts on 1310 kc. *Affiliation:* None.

*Manager, president, station manager:* Clark Standiford. *Commercial manager:* William A. Baker. *Chief engineer:* N. B. Weisenberger. *Program director:* J. Harley Hubbard.

*Rep:* Walter Biddick Co. *News:* Service not yet announced. *Seating facilities:* About 25 persons. *Merchandising:* No serv-

# NEBRASKA



## NEBRASKA STATIONS—Continued

ices listed. *Foreign language programs:* Will accept. *Artists bureau:* None. *Base rate:* \$40.

*Copy restrictions:* No alcoholic beverages; all programs and announcements subject to FCC approval.

### KFAB, LINCOLN

*Operator:* Central States Broadcasting System, Hotel Lincoln (Lincoln) 17th and Farnam (Omaha). *Phone:* Jackson 7626 (Omaha). *Power:* 10,000 watts on 770 kc. *Affiliation:* CBS. *Opened:* 1924. (Note: KFAB is a member of the Central States Broadcasting System, with KOIL and KFOR, and is affiliated with the Lincoln Star and State Journal.)

*General manager:* Don Searle. *Lincoln manager:* Ed Canniff. *Commercial manager:* Paul Hamman. *Program director:* Jiggs Miller. *Technical director:* Mark Bullock.

*Rep:* The Katz Agency. *News:* INS. *Seating facilities:* Studios, 300 persons; Hotel Lincoln ballroom, 650 capacity. *Merchandising:* Complete service department maintained. *Foreign language programs:* Accepted. *Artists bureau:* None. *Base rate:* \$300.

*Copy restrictions:* Accept beer; no wines or hard liquors; patent medicines are carefully scrutinized before they are accepted.

### KFOR, LINCOLN

*Operator:* Central States Broadcasting System, Hotel Lincoln. *Phone:* B 3214. *Power:* 250 and 100 watts on 1210 kc. *Affiliation:* Mutual Broadcasting System. *Opened:* 1927. (Note: KFOR is affiliated with the State Journal and Lincoln Star and, with KFAB and KOIL, is a member of the Central States Broadcasting System.)

*General manager:* Don Searle. *Lincoln manager:* Ed Canniff. *Commercial manager:* Paul Hamman. *Program director:* Jack Hansen. *Technical director:* Mark Bullock.

*Rep:* The Katz Agency. *News:* INS. *Seating facilities:* Studios, 300; Hotel Lincoln Ballroom, 650 capacity. *Merchandising:* Complete service department maintained. *Foreign language programs:* Accepted. *Artists bureau:* None. *Base rate:* \$75.

*Copy restrictions:* Accept beer; no wines or hard liquors; patent medicines carefully checked.

### WJAG, NORFOLK

*Operator:* Norfolk Daily News, 116 N. Fourth St. *Phone:* 20. *Power:* 1,000 watts on 1060 kc. (daytime). *Affiliation:* None. *Opened:* July 15, 1922.

*President:* Gene Huse. *Chief engineer:* Frank Weidenbach. *Musical director:* Russell Jensen. *Manager:* Art Thomas.

*Rep:* Howard H. Wilson Co. *News:* UP. *Seating facilities:* None. *Merchandising:* Free in Norfolk; at cost elsewhere. *Base rate:* \$60.

*Copy restrictions:* No announcements with sound effects; no announcements between news items; competitive announcements and programs to be separated by at least three minutes; cannot guarantee reading of announcements at any particular minute—10 minute leeway necessary; beer and liquor advertising not accepted Sunday, noons or close to children's and devotional programs; do not mention programs of other stations on air at same time as WJAG; announcements must be written in the third person (never the first person); announcements must conform with FCC rules and NAB code of ethics; no announcements accepted which begin with "S.O.S." or "Calling all Cars," etc.; announcements not accepted from advertisers under investigation by the FTC, Food and Drug Administration, or Post Office Dept.; announcements "objectionable to listeners while eating" not accepted at noon or between 6 and 7 p.m.

### KGNF, NORTH PLATTE

*Operator:* Great Plains Broadcasting Co., 1521 W. 12th St. *Phone:* 132. *Power:* 1,000 watts on 1430 kc. (operates to sunset). *Affiliation:* None. *Opened:* July 5, 1930.

*President, station manager:* W. I. Le Barron. *Commercial manager:* Ralph Jones. *Program director:* John Alexander. *Chief engineer:* J. B. Eaves. *Publicity director:* V. J. LeBarron.

*Rep:* None. *News:* UP. *Seating facilities:* Small auditorium, seats 50. *Merchandising:* Yes; partial service. *Foreign language programs:* Will accept on same basis as English programs. *Artists bureau:* None. *Stock:* Principal holders are W. I. LeBarron and V. J. LeBarron. *Base rate:* \$55.

*Copy restrictions:* "Good taste" mandatory; beer accepted; medicines of all kinds must have Federal Trade Commission approval.

### KOIL, OMAHA

*Operator:* Central States Broadcasting Co., 17th and Farnum. *Phone:* Jackson 7626. *Power:* 5,000 and 1,000 watts on 1260 kc. *Affiliation:* NBC Basic Blue; Mutual Broadcasting System. *Opened:* July 5, 1925. (Note: KOIL, with KFAB and KFOR, forms the Central States Broadcasting System; affiliation with Lincoln Star and State Journal.)

## *"The White Spot"*



### **Nebraska Has Money to Spend**

It is the only state with NO income tax, NO sales tax, and NO luxury taxes. Nebraska is debt-free, has reduced its taxes and observes a policy of "No new forms of taxation."

The pioneer's word was as good as gold and in Nebraska the spoken word has always carried the assurance of a legal document. Today the spoken word of radio advertising is received into thousands of Nebraska homes, with the same respect that bound the old timers in their contracts.

Yes, Nebraskans are responsive to the spoken word, but more than that they have the wealth with which to respond. The spirit of the thrifty farmers has built Nebraska production in hay, live stock, meat, corn, butter, rye, and oats to a dominant place among the productive states of the nation. The Nebraska market, with 1-1/3 million people is most easily and most economically reached by radio.

For market and station coverage details write to any member station.

## **Nebraska Broadcasters Assoc.**

**KFAB, LINCOLN  
KFOR, LINCOLN  
KGFW, KEARNEY**

**KGKY, SCOTTSBLUFF  
KGNF, NORTH PLATTE  
KMMJ, CLAY CENTER  
KOIL, OMAHA**

**WAAW, OMAHA  
WJAG, NORFOLK  
WOW, OMAHA**



## NEBRASKA STATIONS—Continued

*General manager:* Don Searle. *Commercial manager:* Paul Hamman. *Program director:* Harold Hughes. *Technical director:* Mark Bullock.

*Rep:* The Katz Agency. *News:* INS. *Seating facilities:* Studios, 350 persons. *Merchandising:* Complete service department maintained. *Foreign language programs:* No set policy; depends on program, time of day, etc., for acceptance. *Artists bureau:* None. *Base rate:* \$225.

*Copy restrictions:* Beer accepted; no wines and liquors; patent medicine commercials carefully checked.

### WAAW, OMAHA

*Operator:* Omaha Grain Exchange, Grain Exchange Bldg., 19th and Harney Sts. *Phone:* Atlantic 2228. *Power:* 500 watts on 660 kc. (operates to local sunset). *Affiliation:* None. *Opened:* 1922.

*Co-managers:* Frank E. Shopen and Walter Myers. *Program manager:* William Goodrich. *Chief engineer:* Walter Myers.

*Rep:* None listed. *News:* United Press. *Seating facilities:* Limited audience; capacity not listed. *Merchandising:* Supply publicity, window displays, dealer tie-ups, etc., at cost. *Foreign language programs:* Accepted; English translation must be fur-

nished. *Artists bureau:* Setup nominal only. *Base rate:* \$65.

*Copy restrictions:* Accept beer and light wines; no hard liquor; medical accounts subject to station approval.

### WOW, OMAHA

*Operator:* Woodmen of the World Life Insurance Society. *Phone:* Jackson 6844. *Power:* 5,000 and 1,000 watts on 590 kc. *Affiliation:* NBC Basic Red. *Opened:* April 2, 1923. (Note: Woodmen of the World is a fraternal insurance society.)

*Personnel director:* William Ruess. *General manager:* John J. Gillin, Jr. *Sales and promotion manager:* Howard O. Peterson. *Program manager:* Harry Burke. *Chief engineer:* Wm. J. Kotera. *Production manager:* Lyle DeMoss. *Musical director:* Freddie Ebener. *Continuity director:* Jettabee Ann Hopkins. *Publicity director:* Bill Wiseman.

*Rep:* John Blair & Co. *News:* UP. *Seating facilities:* Studio, 50 persons; auditoriums and theatres with bigger capacities available. *Merchandising:* Have publication, Radio News Tower; assist in sales meetings; letters to dealers; in case of counter cards and similar activities, service is rendered at cost. *Foreign language*

RESULTS COME FROM SERVICE

# OMAHA'S OWN STATION



## GIVES ITS LISTENERS SERVICE

LISTENERS DEMAND SERVICE

**NEWS PERIODS**

**ROAD REPORTS**

**MARKET REPORTS DAILY**

**UNITED PRESS NEWS SERVICE**

**WEATHER FORECASTS**

**NEWS BULLETINS ON THE HOUR**

**TIME EVERY 1/4 HOUR**

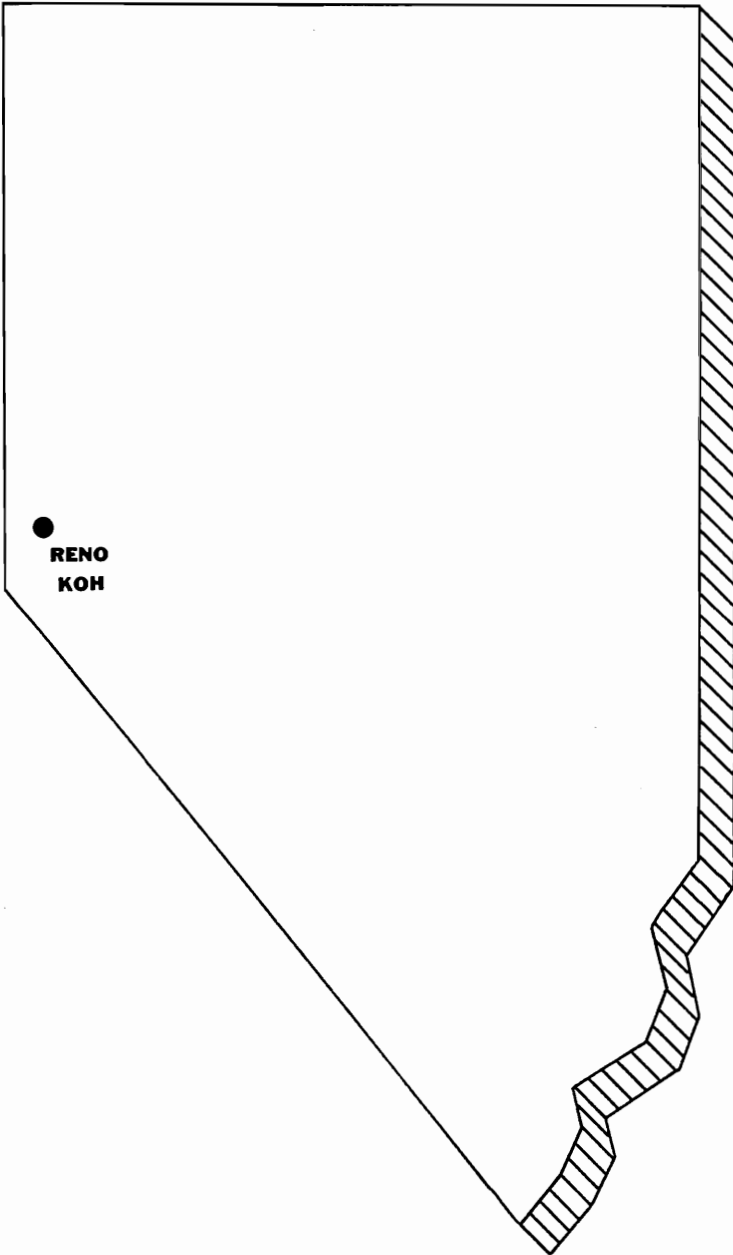
**TEMPERATURE EVERY 30 MINUTES**

**COMPLETE SPORT SCORES DAILY**

**FAVORABLE FREQUENCY**

660
"IN THE WHITE SPOT OF THE NATION"
KC

# NEVADA



## NEBRASKA STATIONS—Continued

*programs:* Not accepted. *Artists bureau:* None; can, however, supply talent, latter receiving actual price charged by station. *Base rate:* \$320.

*Copy restrictions:* Beer accepted; no wines or hard liquors; patent medicines subject to thorough examination of product and copy; "good taste" demanded, with three days' cancellation notice on violations.

### KGKY, SCOTTSBLUFF

*Operator:* Hilliard Co., Inc., 1517½ Broadway. *Phone:* 856. *Power:* 250 and 100 watts on 1500 kc. *Affiliation:* None. *Opened:* March 15, 1930.

*General and station manager:* L. L. Hilliard. *Commercial manager:* R. M. Stewart. *Program and musical director:* Allen Mehling. *Chief engineer:* Harland Morrison.

*Rep:* None. *News:* Transradio. *Seating facilities:* Can accommodate 35 persons. *Merchandising:* Full cooperation rendered gratis. *Foreign language programs:* Accepted. *Artists bureau:* None. *Stock:* Entirely held by L. L. and Ruth K. Hilliard. *Base rate:* \$30.

*Copy restrictions:* Accept beer, wine and hard liquors "if presented in such a way as not to be objectionable"; station reserves right to censor all copy.

## NEVADA

(28,500 radio homes)

### Radio Homes by Counties

Churchill .....	1,600	Humboldt .....	1,270	Ormsby .....	680
Clark .....	2,880	Lander .....	710	Pershing .....	810
Douglas .....	500	Lincoln .....	980	Storey .....	280
Elko .....	2,880	Lyon .....	1,180	Washoe .....	8,050
Esmeralda .....	520	Mineral .....	720	White Pine.....	3,300
Eureka .....	430	Nye .....	1,710		

### KOH, RENO

*Operator:* The Bee, Inc., 440 N. Virginia Street. *Power:* 500 watts on 1380 kc. *Affiliation:* CBS. *Opened:* 1928. (Note: KOH is owned by the McClatchy Newspapers.)

*Manager:* Wallie D. Warren.

*Rep:* Paul H. Raymer Co. *News:* UP.

*Seating facilities:* None listed. *Merchandising:* Full service available. *Foreign language programs:* No information given. *Artists bureau:* None listed. *Base rate:* \$78.

*Copy restrictions:* Accept beer and wine, but no hard liquor advertising; all copy subject to station approval.

## NEW HAMPSHIRE

(124,400 radio homes)

### Radio Homes by Counties

Belknap .....	6,290	Grafton .....	11,890	Stafford .....	10,170
Carroll .....	4,340	Hillsborough .....	36,360	Sullivan .....	6,510
Cheshire .....	9,200	Merrimack .....	15,070		
Coos .....	9,320	Rockingham .....	15,250		

### WLNH, LACONIA

*Operator:* Northern Broadcasting Co., Masonic Temple Bldg. *Phone:* Lac 501. *Power:* 100 watts on 1310 kc. *Affiliation:* Yankee Network; Colonial Network; Mutual Broadcasting System. *Opened:* 1922.

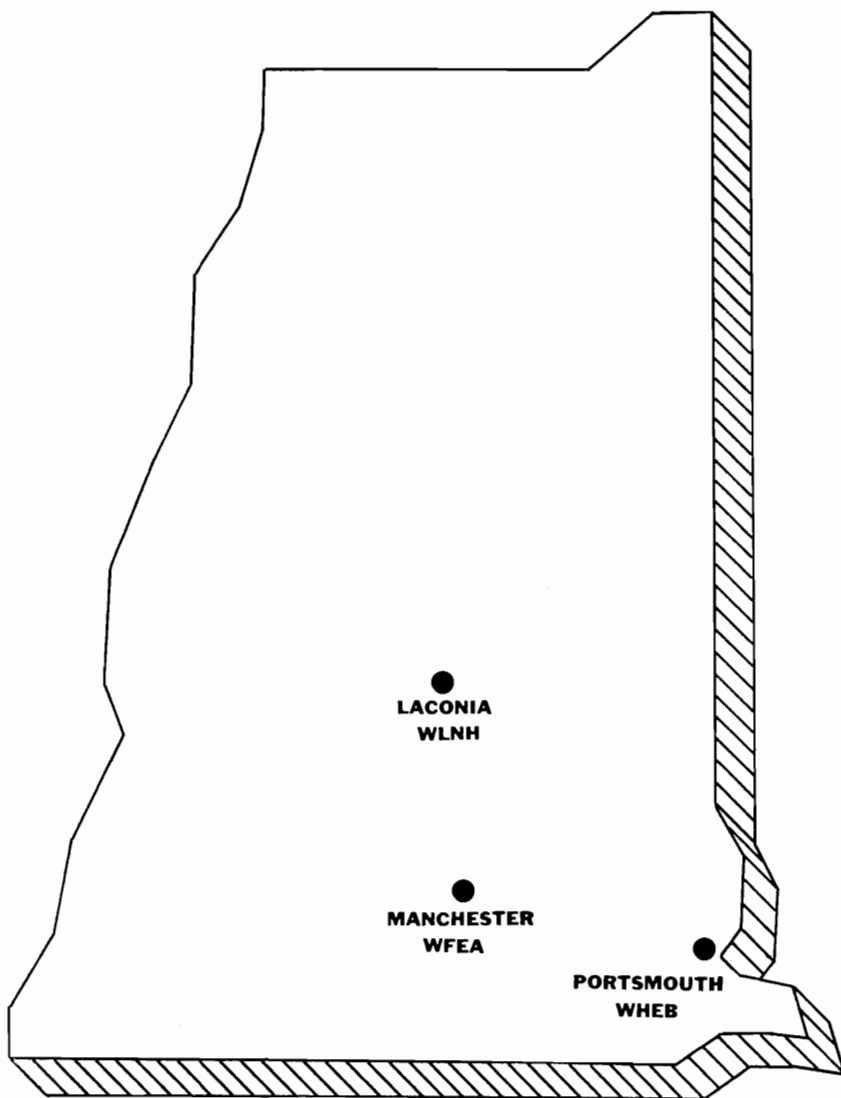
*Owners:* Charles S. and Malcolm Jenney. *General manager and musical director:* Edward J. Lord. *Program director:* Martin Avery. *Sales manager:* Al Tyler. *Production director:* Sherwin Greenlaw. *Chief engineer:* Ken Taylor.

*Rep:* Weed & Co. *News:* Yankee Network News Service. *Seating facilities:*

About 100 persons. *Merchandising:* Local cooperation with wholesalers and retailers; will supply market and coverage data, suggestions for promotional tie-ins, publicity, etc., gratis; additional services rendered at actual cost. *Foreign language programs:* French accepted, provided announcements are also given in English. *Artists bureau:* None; Yankee Artists Bureau available. *Base rate:* \$60.

*Copy restrictions:* Beer, wine and liquors accepted; copy subject to approval of New Hampshire State Liquor Commission. Patent medicine must conform to all laws and copy is subject to station approval.

# NEW HAMPSHIRE



## NEW HAMPSHIRE STATIONS—Continued

### WFEA, MANCHESTER

*Operator:* New Hampshire Broadcasting Co., Carpenter Hotel. *Power:* 1,000 and 500 watts on 1340 kc. *Affiliation:* NBC Supplementary Basic Service; Yankee Network; Colonial Network; Mutual Broadcasting System. *Opened:* 1932. (Note: This station is under the same ownership as WCSH, Portland.)

*Owner:* Henry Rines. *Manager:* Charles Evans.

*Rep:* Weed & Co. *News:* Yankee Network News Service. *Seating facilities:* Largest studio has a capacity of about 35. *Merchandising:* Send letters to the trade and make personal calls on wholesalers. *Foreign language programs:* Accepted, but in French only. *Artists bureau:* None. *Base rate:* \$120.

*Copy restrictions:* Accept wine and beer advertising; no hard liquors.

(Note: While this information was not furnished by the station, it comes from authentic sources.)

### WHEB, PORTSMOUTH

*Operator:* Granite State Broadcasting Co., 39 Congress St., P. O. Box 746. *Phone:* 2670-1. *Power:* 250 watts on 740 kc (8 a.m. to sunset at Atlanta, Georgia; no Sunday schedule). *Affiliation:* None. *Opened:* Aug. 8, 1932. (Note: WHEB operates on a non-profit basis, serving charitable, fraternal and benevolent societies without charge; carries four to six devotional programs daily; never carries commercials on Sunday, acting as radio pulpit at that time.)

*President, station manager, commercial manager:* H. J. Wilson. *Program director, artists bureau head:* V. E. Bennett. *Chief engineer:* G. E. Knightly. *Musical director:* D. R. Stevens. *Publicity director:* H. C. Wilson.

*Rep:* Cox and Tanz. *News:* AP; also gathers local news. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* Accepted. *Artists bureau:* No talent listed, though setup is nominally maintained by station. *Base rate:* \$60.

*Copy restrictions:* No alcoholic beverages, beer or wines.

## NEW JERSEY

(1,022,500 radio homes)

### Radio Homes by Counties

Atlantic .....	33,120	Gloucester .....	18,140	Ocean .....	9,450
Bergen .....	96,620	Hudson .....	170,920	Passaic .....	77,660
Burlington .....	23,350	Hunterdon .....	9,410	Salem .....	9,320
Camden .....	63,410	Mercer .....	43,710	Somerset .....	15,580
Cape May .....	8,500	Middlesex .....	49,230	Sussex .....	7,270
Cumberland .....	18,340	Monmouth .....	40,070	Union .....	75,800
Essex .....	212,560	Morris .....	27,020	Warren .....	13,020

### WCAP, ASBURY PARK

*Operator:* Radio Industries Broadcast Co., Convention Hall. *Phone:* 1911. *Power:* 500 watts on 1280 kc (divides time with WCAM and WTNJ). *Affiliation:* None. *Opened:* 1927.

*Technical advisor:* Thomas F. Burley, Jr. *Station manager:* V. N. Scholes. *Chief engineer:* Ernest Ruckle. *Artists bureau head:* D. Johanson.

*Rep:* None. *News:* None. *Seating facilities:* Convention Hall, seating 4,500 persons; Berkeley Carteret Hotel Crystal Room, seating 500. *Merchandising:* None listed. *Foreign language programs:* Not accepted. *Artists bureau:* Set-up nominal only. *Base rate:* \$100.

*Copy restrictions:* Beer and wine accepted; no hard liquor advertising; all copy must conform to station standards and FCC regulations.

### WPG, ATLANTIC CITY

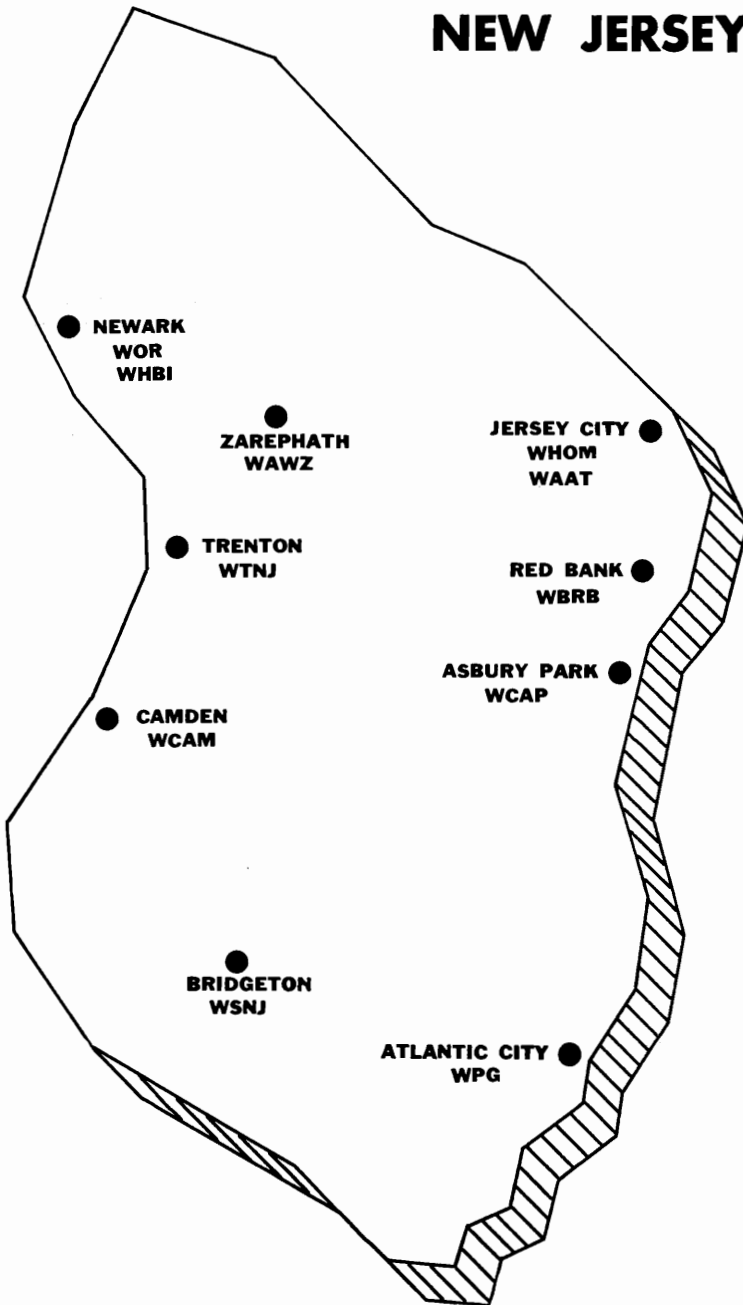
*Operator:* City of Atlantic City, Convention Hall. *Phone:* 4-6538. *Power:* 5,000 watts on 1100 kc (divides time with WBIL). *Affiliation:* CBS. *Opened:* January, 1925.

*Station head:* Mayor Charles D. White. *Station manager:* Norman Reed. *Commercial manager:* Wm. H. Appleby. *Program director:* Margaret Keever. *Chief engineer:* Earle Godfrey.

*Rep:* None. *News:* UP. *Seating facilities:* Two studios; larger seats 300; smaller accommodates 60. *Merchandising:* Arranges displays for sponsors on the Atlantic City boardwalk and in the pier studios. *Foreign language programs:* Carries Italian and Jewish programs currently; English translation must be submitted in advance. *Artists bureau:* None. *Base rate:* \$125.

*Copy restrictions:* Copy must be free of

# NEW JERSEY



## NEW JERSEY STATIONS—Continued

objectionable references, or extravagant claims, and subject to editing by station; wine, beer, liquor okay; medicines must pass scrutiny of local medical society.

### WSNJ, BRIDGETON

*Operator:* Eastern States Broadcasting Corp., Bridgeton. *Phone:* 1600. *Power:* 100 watts on 1210 kc (daytime). *Affiliation:* None. *Opened:* Aug. 23, 1937.

*President:* Howard S. Frazier. *Station manager, program director:* Paul Alger. *Commercial manager:* Burt McKinnie. *Chief engineer:* Russel Ely. *Musical director:* Lowell Ayars. *Publicity director:* Fred M. Wood.

*Rep:* Wellman Service. *News:* INS. *Seating facilities:* None. *Merchandising:* Have arrangements with local stores for introduction of new products; complete merchandising service gratis; station also runs a weekly called *Radio Press*, containing news anent radio (network and local), in which sponsors may buy advertising space. *Foreign language programs:* Italian program currently running. *Artists bureau:* None. *Stock:* Principally held by Howard S. Frazier. *Base rate:* \$50.

*Copy restrictions:* Beer and wine advertising accepted; no hard liquors.

### WCAM, CAMDEN

*Operator:* City of Camden, City Hall. *Phone:* 9000. *Power:* 500 watts on 1280 kc (divides time with WTNJ and WCAP). *Affiliation:* None. *Opened:* October, 1926. (Note: the licensee for this station is the City of Camden; supervisor of the station is Mayor George E. Brunner.)

*Station manager:* Frederick S. Caperoon. *Program director:* Betty Bowen. *Chief operator:* C. E. Onens. *Musical director:* Edward N. Layman. *Publicity director:* Bob Horn.

*Rep:* None. *News:* Transradio. *Seating facilities:* Studio, 35. *Merchandising:* Co-operative city and county newspaper advertising; billboards; trailers. *Foreign language programs:* Time for these broadcasts is limited to 2 hours weekly. *Artists bureau:* None. *Base rate:* \$120.

*Copy restrictions:* Beer, wines, alcoholic beverages and patent medicines must meet laws of state and conform to Federal Trade Commission rulings; no advertising contrary to any government regulations or which is not "in the best interests of the station or the public"; city will not assume any liability for statements made by the advertiser.

### WAAT, JERSEY CITY

*Operator:* Bremer Broadcasting Corp., 50 Journal Square. *Phones:* Journal Square

2-0716; Rector 2-5878; Market 3-0383. *Power:* 500 watts on 940 kc. (daytime). *Affiliation:* None. *Opened:* November, 1926.

*President, station and commercial manager:* Paul H. La Stayo. *Program director, artists bureau head:* Gabrielle C. Haas. *Chief engineer:* Anthony Castellani. *Musical director:* Fabian Nicholson.

*Rep:* J. J. Devine & Associates, Inc. *News:* UP. *Seating facilities:* Use hotel ballroom for audience programs; capacity about 700. *Merchandising:* None. *Foreign language programs:* Not accepted. *Artists bureau:* Yes; lists about 35 artists. *Stock:* Principally held by A. H. Pollack and Paul H. La Stayo. *Base rate:* \$210.

*Copy restrictions:* Accept beer and wine; no liquor; all copy subject to station approval.

### WHOM, JERSEY CITY

*Operator:* New Jersey Broadcasting Corp., 2866 Hudson Blvd. *Phone:* Journal Square 2-2929. *Power:* 250 watts on 1450 kc. *Affiliation:* None. *Opened:* 1930. (Note: This station also has studios in New York City at 29 W. 57th St.)

*President, station manager:* Paul F. Harron. *Commercial manager:* Joseph Lang. *Program and publicity director:* West W. Willcox. *Chief engineer:* Allison W. Burnham. *Musical director:* Guiseppe De Luca.

*Rep:* None. *News:* None. *Seating facilities:* None listed. *Merchandising:* None. *Foreign language programs:* Station specializes in same; currently carrying German, Jewish, Polish, Greek, Italian, Lithuanian and Irish programs; translation must be submitted in advance. *Artists bureau:* Yes; artists not listed. *Base rate:* \$90.

*Copy restrictions:* Accept beer and wine; all copy must be approved by management and conform to state and federal laws.

### WHBI, NEWARK

*Operator:* May Radio Broadcast Corp. *Power:* 2,500 and 1,000 watts on 1250 kc (shares hours with WNEW). *Affiliation:* None.

*Base rate:* \$175.

No other data available after repeated requests.

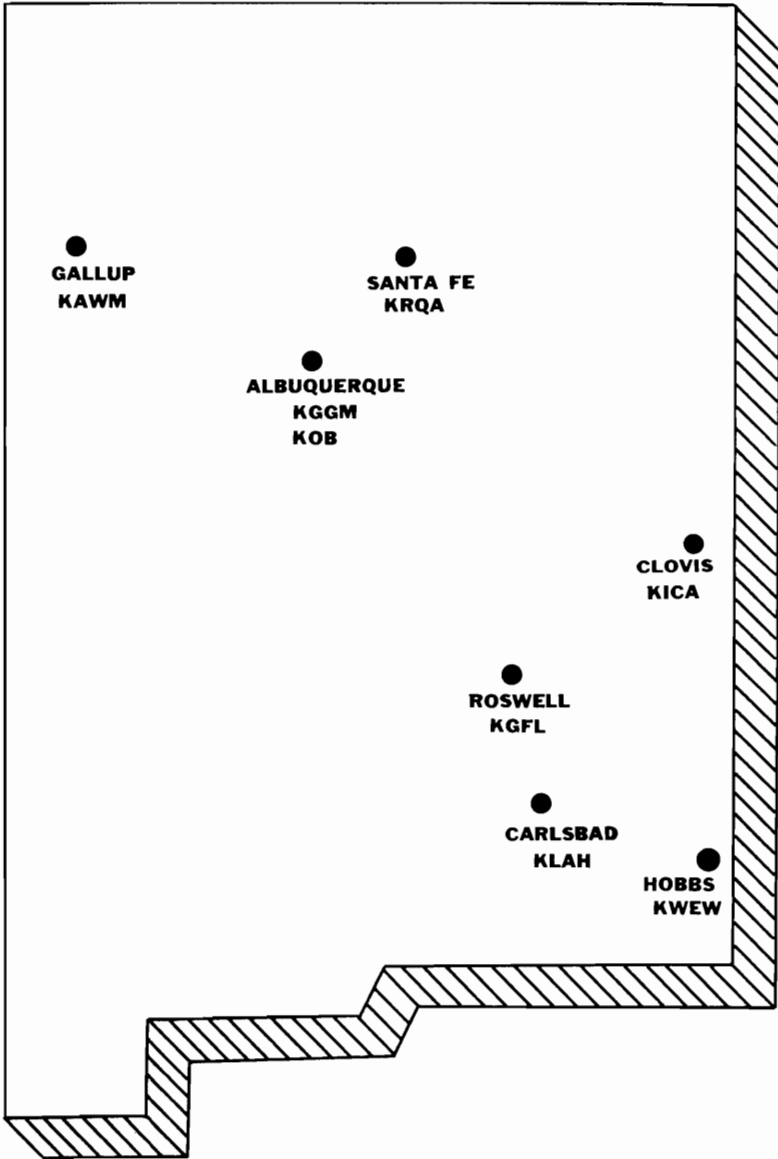
### WOR, NEWARK

For information on this station, see New York City. Although WOR is licensed for Newark, N. J., it maintains studios and general offices in New York City through its affiliation with the Radio Quality Group Service.

### WBRB, RED BANK

*Operator:* Monmouth Broadcasting Company, Inc., 63-65 Broad Street. *Phone:*

# NEW MEXICO





## NEW JERSEY STATIONS—Continued

980. *Power:* 100 watts on 1210 kc (divides time with WGBB, WGNV, and WFAS). *Affiliation:* None. *Opened:* October, 1925.

*Station manager:* V. N. Scholes. *Commercial manager:* A. W. Mayhew. *Program director:* Lillian Mayhew. *Chief engineer:* Robert Johnson.

*Rep:* None. *News:* None. *Seating facilities:* None. *Merchandising:* Supply some publicity, free. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$80.

*Copy restrictions:* Beer and wine accepted; no hard liquor; all copy subject to station approval and FCC rules and regulations.

### WTNJ, TRENTON

*Operator:* WOAX, Inc., Commonwealth Bldg. *Phones:* 8140-8149. *Power:* 500 watts on 1280 kc (divides time with WCAM and WCAP). *Affiliation:* None. *Opened:* 1923.

*Vice-president and manager:* F. J. Wolff. *Commercial manager:* Jan Musselman.

*Program director:* H. M. Gebert. *Chief engineer:* Edward P. Knowles. *Publicity director:* "80" Adams.

*Rep:* None. *News:* UP. *Seating facilities:* War Memorial Auditorium, seating 2,000. *Merchandising:* Advance spot announcements, display publicity, etc. *Foreign language programs:* Will accept; Polish, German and Hungarian programs current. *Artists bureau:* None. *Base rate:* \$75.

*Copy restrictions:* All copy subject to station standards and government regulations.

### WAWZ, ZAREPHATH

*Operator:* Pillar of Fire. *Phone:* Bound Brook 223. *Power:* 1,000 and 500 watts on 1350 kc. (divides time with WBNX) (has construction permit for 1,000 watts day and night).

**This is a non-commercial station; church and school-owned by Pillar of Fire, Alma White College, and Zarephath Bible Seminary.**

## NEW MEXICO

(62,300 radio homes)

### Radio Homes by Counties

Bernalillo .....	8,780	Hidalgo .....	670	San Juan .....	1,660
Catron .....	440	Lea .....	850	San Miguel .....	3,520
Chaves .....	3,560	Lincoln .....	880	Santa Fe .....	3,390
Colfax .....	2,980	Luna .....	1,160	Sierra .....	710
Curry .....	2,700	McKinley .....	3,030	Socorro .....	1,260
De Baca .....	380	Mora .....	1,120	Taos .....	1,740
Dona Ana .....	3,730	Otero .....	1,500	Torrance .....	1,200
Eddy .....	2,280	Quay .....	1,680	Union .....	1,510
Grant .....	2,880	Rio Arriba .....	2,520	Valencia .....	2,020
Guadalupe .....	870	Roosevelt .....	1,450		
Harding .....	520	Sandoval .....	1,310		

### KGGM, ALBUQUERQUE

*Operator:* New Mexico Broadcasting Co., Inc., Kimo Bldg. *Phone:* 929. *Power:* 1,000 watts on 1230 kc. *Affiliation:* None. *Opened:* No date given.

*Station manager, commercial manager:* Mike Hollander. *Program director:* Elmer Fondren. *Musical director:* J. B. Matthews. *Chief engineer:* Leonard Dodds.

*Rep:* Howard H. Wilson Co. *News:* Christian Science Monitor. *Seating facilities:* About 100 persons. *Merchandising:* No information given. *Foreign language programs:* Accepted at regular station rates; bi-lingual announcer available at no extra cost; Spanish-English and Italian-English programs current. *Artists bureau:* None. *Stock:* Principally held by A. R. Hebenstreit and S. P. Vidal. *Base rate:* \$90.

*Copy restrictions:* Accept beer and wine

copy; no hard liquors; patent medicines subject to Federal Trade Commission regulations.

### KOB, ALBUQUERQUE

*Operator:* Albuquerque Broadcasting Co., 424 West Gold Ave. *Phone:* 1180. *Power:* 10,000 watts on 1180 kc. (up to 9 p.m.; divides time with KEX thereafter). *Affiliation:* NBC Red or Blue South Mountain Group. *Opened:* June 3, 1920. (Note: Prior to August, 1936, KOB was owned by the New Mexico College of Agriculture and Mechanical Arts; subsequently it has become a commercial station.)

*President:* T. M. Pepperday. *Commercial manager, program director:* J. C. McGrane. *Chief engineer:* George S. Johnson. *Musical director:* Mary Hickox.

*Rep:* John Blair & Co. *News:* Transradio.

## NEW MEXICO STATIONS—Continued

*Seating facilities:* None; planned studios call for 150 capacity. *Merchandising:* Any service desired is rendered at cost. *Foreign language programs:* Announcements and programs taken in Spanish; additional charge made for announcer. *Artists bureau:* None. *Base rate:* \$120.

*Copy restrictions:* Beer and wine accepted; no hard liquors; only restrictions on copy are that copy must be within the law, and "in good taste."

### KLAH, CARLSBAD

*Operator:* Carlsbad Broadcasting Co., Crawford Hotel. *Phone:* 244. *Power:* 250 and 100 watts on 1210 kc. *Affiliation:* None. *Opened:* December 20, 1936. (Note: This station is newspaper affiliated with the Pecos, Tex., Enterprise).

*Station manager:* Jack Hawkins. *Commercial manager:* Lucille Neilson. *Program director:* Gene Colley. *Chief engineer:* Harry Boehnemann.

*Rep:* None. *News:* Transradio. *Seating facilities:* About 25. *Merchandising:* Furnish window displays, publicity; contact dealers and retailers. *Foreign language programs:* Accept Spanish programs; script subject to station approval. *Artists bureau:* None. *Stock:* Station is a partnership of Barney Hubbs, A. J. Crawford, Jack Hawkins and Harold Miller. *Base rate:* \$35.

*Copy restrictions:* Accept beer, wine and patent medicines; no hard liquor; all copy subject to station approval and FCC rules and regulations.

### KICA, CLOVIS

*Operator:* Western Broadcasters, Inc., 419 Pile St. *Phone:* 3. *Power:* 100 watts on 1370 kc (unlimited day; specified night hours 7:30 to 12:00 with KGFL). *Affiliation:* None. *Opened:* 1929.

*General manager:* Charles C. Alsup. *Commercial manager:* Leon Womack. *Program director:* Ed Safford, Jr. *Chief engineer:* Ralph DuBois. *Musical director:* Mrs. J. E. Alsup.

*Rep:* Cox & Tanz. *News:* RNA (Transradio). *Seating facilities:* Rainbow Ballroom, Clovis Hotel, seating 350 persons. *Merchandising:* Contact merchants throughout entire trade territory; cooperate in arranging window displays and promotional material; no charge on "reasonable contract." *Foreign language programs:* Accept Spanish programs. *Artists bureau:* None. *Base rate:* \$35.00.

*Copy restrictions:* Accept beer, wine and liquor advertising; all copy subject to FCC rules and regulations.

### KAWM, GALLUP

*Operator:* A. W. Mills, 1100 E. Aztec Ave. *Phone:* 19. *Power:* 100 watts on 1500 kc. (has construction permit for 250 and 100 watts). *Affiliation:* None. *Opened:* April 10, 1937.

*Owner, station manager:* A. W. Mills. *Commercial manager:* Don Mills. *Program director:* Elmo Darrah. *Chief engineer:* R. T. Sampson. *Musical director:* Don S. Bowles.

*Rep:* None. *News:* None. *Seating facilities:* Studio auditorium, 70 persons. *Merchandising:* Window cards and banners used on occasion; distribution of novelties, etc., undertaken; in cases of "special events" tie-up with merchants provides radio sets in the streets for passers-by; all services gratis. *Foreign language programs:* Accepted; 29 nationalities live in the area. *Artists bureau:* None. *Base rate:* \$25.

*Copy restrictions:* Beer and wines okay; no hard liquors; patent medicine copy must bear approval of local medical society; copy subject to station approval.

### KWEW, HOBBS

*Operator:* W. E. Whitmore. *Power:* 100 watts on 1500 kc. (daytime). (Note: W. E. Whitmore is also listed as manager of KGFL, Roswell.)

*At press time this station had a construction permit only.*

### KGFL, ROSWELL

*Operator:* KGFL, Inc. *Power:* 100 watts on 1370 kc. (specified hours with KICA).

*Base rate:* \$35.

No other data available.

### KRQA, SANTA FE

*Operator:* Sunshine Broadcasting System, 759 Cerrillos Road. *Phone:* 1456. *Power:* 100 watts on 1310 kc. *Affiliation:* None. *Opened:* December, 1934.

*General, station and commercial manager, publicity director:* J. Laurance Martin. *Chief engineer:* J. Laurance Martin. *Spanish program director:* T. R. Rivera.

*Rep:* None listed. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Dealer cooperation and promotion supplied.

*Foreign language programs:* Spanish programs daily except Sunday. *Artists bureau:* Yes. *Base rate:* \$35.

*Copy restrictions:* Accept beer, wine and hard liquor; all copy subject to station standards and government regulations.

# NEW YORK

(3,132,300 radio homes)

## Radio Homes by Counties

Albany .....	55,630	Herkimer .....	16,020	Richmond .....	35,970
Alleghany .....	10,190	Jefferson .....	21,680	Rockland .....	13,550
Bronx .....	326,360	Kings .....	620,000	St. Lawrence .....	21,220
Broome .....	35,550	Lewis .....	5,610	Saratoga .....	16,110
Cattaraugus .....	18,270	Livingston .....	8,890	Schenectady .....	31,630
Cayuga .....	16,620	Madison .....	10,720	Schoharie .....	5,460
Chautauqua .....	32,920	Monroe .....	106,720	Schuyler .....	3,500
Chemung .....	19,210	Montgomery .....	14,810	Seneca .....	5,880
Chenango .....	9,350	Nassau .....	75,450	Steuben .....	21,800
Clinton .....	9,780	New York .....	461,300	Suffolk .....	37,740
Columbia .....	10,650	Niagara .....	35,030	Sullivan .....	9,290
Cortland .....	8,460	Oneida .....	47,740	Tioga .....	6,930
Delaware .....	10,660	Onondaga .....	72,790	Tompkins .....	11,140
Dutchess .....	24,790	Ontario .....	13,810	Ulster .....	21,150
Erie .....	182,850	Orange .....	32,120	Warren .....	9,150
Essex .....	7,790	Orleans .....	7,550	Washington .....	11,510
Franklin .....	10,170	Oswego .....	17,610	Wayne .....	13,440
Fulton .....	12,900	Otsego .....	12,930	Westchester .....	124,110
Genesee .....	10,740	Putnam .....	3,350	Wyoming .....	7,430
Greene .....	7,230	Queens .....	284,480	Yates .....	4,640
Hamilton .....	970	Rensselaer .....	30,950		

### WABY, ALBANY

*Operator:* Adirondack Broadcasting Co., Inc., 110 N. Pearl St. (also studio in Hotel Troy, Troy, N. Y.). *Phone:* 4-4194. *Power:* 250 and 100 watts on 1370 kc. *Affiliation:* NBC Supplementary Basic Service; Mutual Broadcasting System. *Opened:* 1934. (Note: WABY is affiliated with, but not controlled by, the Albany Knickerbocker News.)

*President and general manager:* Harold E. Smith.

*Rep:* Weed and Co. *News:* UP. *Seating facilities:* Studio, 25; also arrangement with Strand Theatre, Warner Bros., for programs from stage; no admission charge. *Merchandising:* Spot announcements to build up program; cooperation in obtaining newspaper publicity; letters in limited quantities to dealers and distributors. *Foreign language programs:* No restrictions against acceptance. *Artists bureau:* None. *Base rate:* \$120.

*Copy restrictions:* Accept alcoholic beverages, beer, wines, liquors, patent medicines subject to investigation of product and strict supervision of copy; exaggerated claims or mis-statements not tolerated.

### WOKO, ALBANY

*Operator:* WOKO, Inc., Hotel Ten Eyck (also studio in Hotel Troy, Troy, N. Y.). *Phone:* 4-4193. *Power:* 1,000 and 500 watts on 1430 kc. *Affiliation:* CBS. *Opened:* 1924. (Note: WOKO is affiliated with, but

not controlled by, The Albany Knickerbocker News.)

*General manager:* Harold E. Smith.

*Rep:* John Blair & Co. *News:* UP. *Seating facilities:* Studio, 25 persons; also arrangements with Warner Bros. Strand and Madison theatres; no admission charge. *Merchandising:* Courtesy announcements to build up program; letters to a limited number of dealers and distributors; attempts to obtain newspaper publicity. *Foreign language programs:* Accepted. *Artists bureau:* None. *Base rate:* \$175.

*Copy restrictions:* Beer and wines accepted; no hard liquors; no superlatives or exaggerated claims; patent medicines subject to investigation.

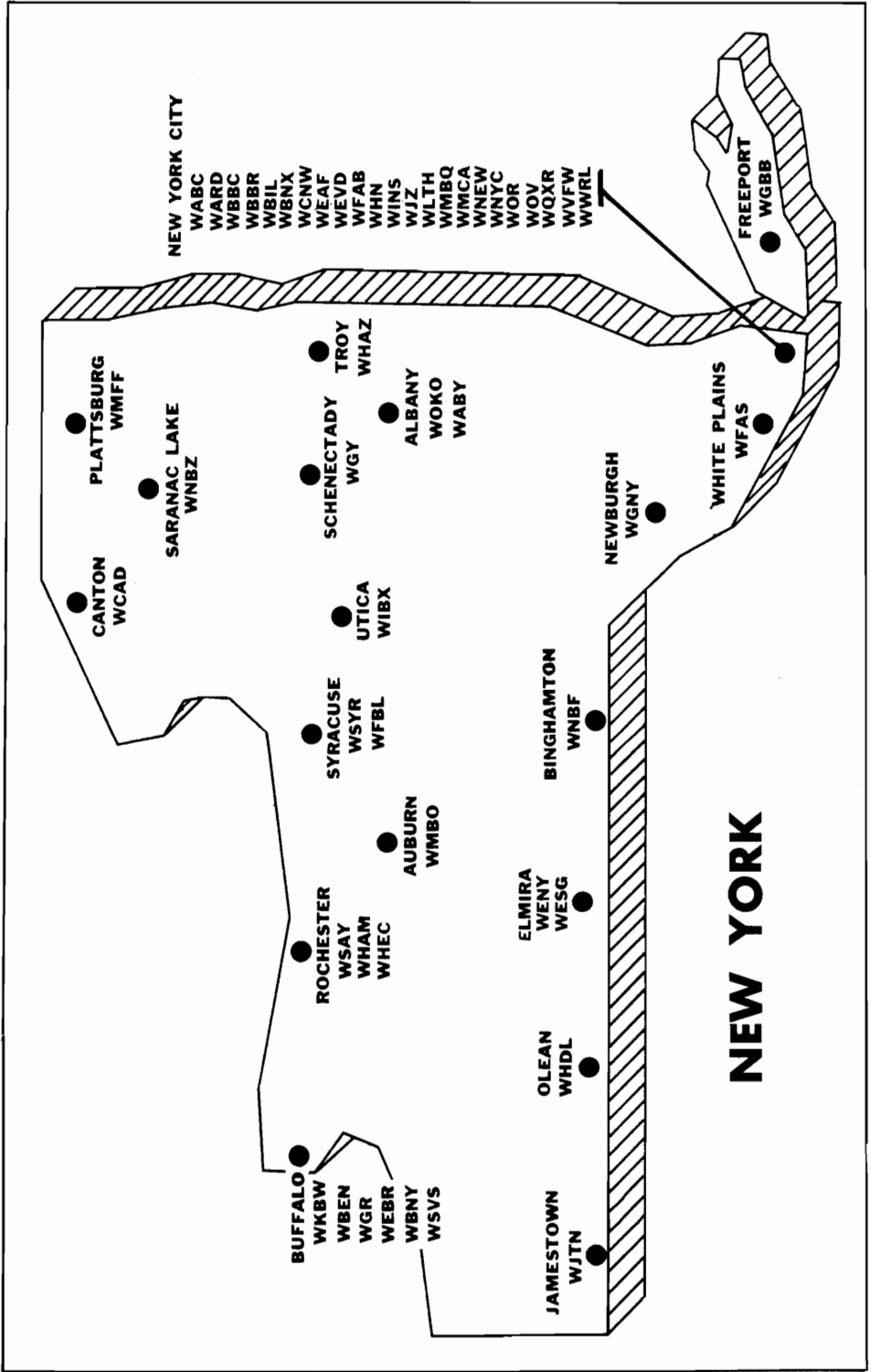
### WMBO, AUBURN

*Operator:* WMBO, Inc., Metcalf Bldg., 141 Genesee Street. *Phone:* 433. *Power:* 250 and 100 watts on 1310 kc. *Affiliation:* None. *Opened:* January, 1926.

*President:* Roy L. Albertson.\* *Station and commercial manager:* Frederick L. Keesee. *Program director:* Edward Campbell. *Chief engineer:* Herbert House. *Publicity director:* Dorothy Bolin.

*Rep:* None. *News:* Obtained locally. *Seating facilities:* 50 persons. *Merchandising:* Supply publicity gratis; rates upon request for special services. *Foreign language programs:* Will accept; translation must be furnished two days prior to

\* Also operator of WBNY, Buffalo.



## NEW YORK STATIONS—Continued

broadcast. *Artists bureau:* Yes. *Base rate:* \$70.

*Copy restrictions:* Accept beer and wine, no hard liquor; patent medicines accepted if approved by Food & Drug Act; all copy subject to station approval and government regulations.

### WNBF, BINGHAMTON

*Operator:* Howitt-Wood Radio Co., Inc., 136 Chenango Street. *Phone:* 2-3461. *Power:* 250 and 100 watts on 1500 kc. *Affiliation:* CBS. *Opened:* February 7, 1927.

*President:* John C. Clark. *Station manager:* Cecil D. Mastin. *Commercial manager:* Harry Trenner. *Program director:* Elizabeth Lamb. *Chief engineer:* Lester H. Gilbert. *Publicity director:* Fred Dodge.

*Rep:* Own office at 366 Madison Ave., New York City. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Supply lists of wholesalers and retailers, supervise distribution of window and show cards, mail letters to retail outlets advising of new program, free of charge; mailing pieces to local distributors at cost of postage; personally conducted or coincidental telephone surveys at actual cost. *Foreign language programs:* Accept Slavic programs; for eight months of the

year carry three such commercial programs. *Artists bureau:* None. *Base rate:* \$125.

*Copy restrictions:* Accept limited number of beer accounts; no wine or hard liquor; limited number of patent medicines accepted after strict investigation; all copy subject to station approval and government regulations.

### WBEN, BUFFALO

*Operator:* WBEN, Inc., Hotel Statler. *Phone:* Cleveland 6400. *Power:* 5,000 and 1,000 watts on 900 kc. *Affiliation:* NBC Basic Red. *Opened:* Sept. 8, 1930. (Note: This station is owned by the same stockholders owning the Buffalo Evening News; also WEBR, Buffalo.)

*President:* Edward H. Butler. *Vice-president:* A. H. Kirchhofer. *Station manager, program director:* Edgar H. Twamley. *Commercial manager:* Clifford M. Taylor. *Chief engineer:* Ralph J. Kingsley. *Musical director:* Erwin Glucksman. *Publicity director:* Joe Haeffner.

*Rep:* Edward Petry & Co., Inc. *News:* UP; and locally from Buffalo Evening News. *Seating facilities:* 400 in one room; 2,000 in the Hotel Statler ballroom; 3,000 in the Court St. Theatre. *Merchandising:*

# WOKO

ALBANY, N. Y.

• Tell your sales story where the money is *all year . . .* in the heart of "The State that Has Everything."

HAROLD E. SMITH  
General Manager

JOHN BLAIR & CO.  
National Representatives

Station **WOKO** Albany, N.Y.

## MORE POWER WHERE IT TELLS . . .

★ WABY, now stepped up to 250 watts daytime, covers the *whole rich Capital District, solidly prosperous all year.*

HAROLD E. SMITH  
General Manager

STATION  
**WABY**  
Hotel Ten Eyck, Albany, N.Y.

# 'MIKEMANSHIP' and BUFFALO

## What Is 'Mikemanship'?

*It's a flair for the spectacular. It's the dressing that makes ordinary things unusual. It's zip. It's timing. It's shading. It's tempo. It's the thing that means the difference between the program that listeners forget and the broadcast they talk about for weeks.*

## What Is 'Mikemanship' In Buffalo?

*It's the programming that sends WGR-WKBW announcers and technicians to the waterfront to greet the year's first ship after a day's dramatic battle with an ice-jammed harbor. It's the thing that puts microphones in legislative halls when the lid is blown from local politics.*

## WGR and WKBW Mean 'Mikemanship'

*Smart advertisers know that "mikemanship" has started Buffalo dials spinning to WGR and WKBW. They know that more and more listeners are tuning first to these stations in the knowledge that if something exciting is happening BBC will have it.*

**WGR**...The Ends of the Dial...**WKBW**

National Representatives—FREE & PETERS, Inc.

## NEW YORK STATIONS—Continued

At cost. *Foreign language programs:* None. *Artists bureau:* None. *Base rate:* \$180 (½ hr.)

*Copy restrictions:* No announcements accepted on beer, wine or liquor; full-length programs accepted for beer, but not for wine or liquor.

### WBNY, BUFFALO

*Operator:* Roy L. Albertson, 485 Main Street. *Phone:* Cleveland 3365. *Power:* 250 and 100 watts on 1370 kc. *Affiliation:* New York Broadcasting System. *Opened:* March 4, 1936.

*General, station and commercial manager:* Roy L. Albertson. *Program director:* John A. McLean. *Chief engineer:* Thomas L. Vines. *Musical director:* Art Crossen.

*Rep:* None. *News:* Transradio. *Seating facilities:* 25 persons. *Merchandising:* Complete service; no charge except for special and costly services. *Foreign language programs:* Accept, with no restrictions; daily Polish and German programs current. *Artists bureau:* None. *Base rate:* \$100.

*Copy restrictions:* Accept beer and wine any time; hard liquor after 10 p.m. only; drug and medicinal advertising must comply with FCC and Federal Trade Commission rules and regulations, and all copy is subject to station approval or revision; use of word "free" prohibited except where samples of a product are offered gratis.

### WEBR, BUFFALO

*Operator:* WEBR, Inc., 23 North St. *Phone:* Lincoln 7133. *Power:* 250 and 100 watts on 1310 kc. *Affiliation:* NBC Basic Blue. *Opened:* Oct. 14, 1924. (Note: This station is newspaper-owned by the Buffalo Evening News; same stockholders own WBEN, also of Buffalo.)

*President:* Edward H. Butler. *Station manager:* Hervey C. Carter. *Commercial manager:* William Doerr, Jr. *Chief engineer:* Lawrence Bailey. *Musical director:* Erwin Glucksman. *Publicity director:* Albert Zink.

*Rep:* Edward Petry & Co., Inc. *News:* Supplied by Buffalo Evening News. *Seating facilities:* None. *Merchandising:* No information given. *Foreign language programs:* Polish and Italian programs current. *Artists bureau:* None. *Base rate:* \$72 (½ hr.).

*Copy restrictions:* Beer and wine accepted; no hard liquors; copy must comply with FCC and Federal Trade Commission regulations and be in good taste.

### WGR, BUFFALO

*Operator:* Buffalo Broadcasting Corp., Rand Bldg. *Phone:* WA 3100. *Power:* 5,000 and 1,000 watts on 550 kc. *Affiliation:* CBS. *Opened:* 1922. (Note: Same owners control WKBW, also of Buffalo.)

*President:* H. W. Deyo. *Executive vice-president, station manager:* I. R. Lounsberry. *Commercial manager:* L. H. Avery. *Program director:* H. C. Rice. *Technical director:* K. B. Hoffman. *Publicity director:* A. F. Busch.

*Rep:* Free & Peters, Inc. *News:* UP; local. *Seating facilities:* 250 persons (shared with WKBW). *Merchandising:* Complete service available at actual cost. *Foreign language programs:* No information given. *Artists bureau:* No information given. *Base rate:* \$300.

*Copy restrictions:* All copy subject to station approval.

### WKBW, BUFFALO

*Operator:* Buffalo Broadcasting Corp., Rand Bldg. *Phone:* WA 3100. *Power:* 5,000 watts on 1480 kc. *Affiliation:* CBS. *Opened:* 1925. (Note: Same owners control WGR, also of Buffalo.)

*President:* H. W. Deyo. *Executive vice-president, station manager:* I. R. Lounsberry. *Commercial manager:* L. H. Avery. *Program director:* H. C. Rice. *Technical director:* K. B. Hoffman. *Publicity director:* A. F. Busch.

*Rep:* Free & Peters, Inc. *News:* UP; local. *Seating facilities:* 250 persons (shared with WGR). *Merchandising:* Complete service available at actual cost. *Foreign language programs:* No information given. *Artists bureau:* No information given. *Base rate:* \$300.

*Copy restrictions:* All copy subject to station approval.

### WSVS, BUFFALO

*Operator:* Seneca Vocational High School (Elmer S. Pierce, principal). *Power:* 50 watts on 1370 kc (operates specified hours; shares daytime with WBNY).

This station is non-commercial.

### WCAD, CANTON

*Operator:* St. Lawrence University. *Phone:* Canton 276. *Power:* 500 watts on 1220 kc (specified hours; daytime). *Opened:* Experimentally in 1922; first test programs in 1923; officially opened Jan. 15, 1924.

This station is non-commercial; university-owned.

## NEW YORK STATIONS—Continued

### WENY, ELMIRA

Operator: Elmira Star-Gazette. Power: 250 watts on 1200 kc. (daytime).

At press time this station had a construction permit only.

### WESG, ELMIRA

Operator: Elmira Star-Gazette, Inc., Mark Twain Hotel. Phones: 5959; 5181. Power: 1,000 watts on 850 kc (daytime). Affiliation: CBS. Opened: 1921; present operation since Oct. 2, 1932. (Note: This station is operated commercially under lease by the Elmira Star-Gazette; it is owned by Cornell University, and there are additional studios in Ithaca on the University campus.)

Station manager: Dale L. Taylor. Program director: Harold M. Wagner. Chief engineer: True McLane. Musical director: Harry Springer. Publicity director: Glenn Williams.

Rep: J. P. McKinney & Son. News: UP. Seating facilities: Studio, 45 persons; Mark Twain Hotel ballroom, 200. Merchandising: Make personal calls; direct mail; newspaper cooperation. Foreign language programs: None currently carried; acceptable with limitations. Artists bureau: Yes; have several bands, string groups, vocalists and other musicians. Base rate: \$100.

Copy restrictions: No copy advertising products aiding bodily functions; no beer, wines or alcoholic beverages; no promotion schemes, astrological, or fortune-telling programs.

### WGBB, FREEPORT

Operator: Harry H. Carman. Power: 100 watts on 1210 kc. (shares time with WBRB, WFAS, and WGNV). Affiliation: None. Opened: 1924.

Rep: None. Base rate: \$60.

No other data available after several requests.

### WJTN, JAMESTOWN

Operator: James Broadcasting Co., Inc., Wellman Bldg. Phones: 7-151; 7-152. Power: 250 and 100 watts on 1210 kc. Affiliation: NBC Supplementary Basic Service. Opened: 1924. (Note: in October, 1936, this station was purchased by H. C. Wilder of WSYR, Syracuse).

President: H. C. Wilder. Station manager: Basil F. Blizzard. Program director: Gardner Smith. Chief engineer: H. K. Kratzert.

Rep: Paul H. Raymer Co. News: UP. Seating facilities: 1,600 in an auditorium by remote. Merchandising: Complete service available. Foreign language programs:

Accepted. Artists bureau: Yes; has complete list of talent on hand. Base rate: \$120.

Copy restrictions: Station reserves right to censor copy in accordance with "good practice"; accept beer and wine; patent medicines restricted in accordance with Federal Trade Commission procedure.

### WGNV, NEWBURGH

Operator: Peter Goelet. Power: 100 watts on 1210 kc (shares time with WBRB, WFAS, and WGBB). Affiliation: None.

Director: Peter Goelet.

Rep: None. Base rate: \$40.

### WABC, NEW YORK CITY

Operator: Columbia Broadcasting System, Inc., 485 Madison Ave. Phone: Wickersham 2-2000. Power: 50,000 watts on 860 kc. Affiliation: This is the key station of the Columbia Broadcasting System. (Note: On the FCC records this station is listed as WABC-WBOQ).

### WARD, NEW YORK CITY

Operator: United States Broadcasting Corp., 427 Fulton St. Phone: Triangle 5-3300. Power: 500 watts on 1400 kc. (divides time with WBBC, WVFW, WLTH). Affiliation: None. Opened: 1926.

Secretary, treasurer, station manager: Aaron Kronenberg. Commercial manager: Oscar Kronenberg. Chief engineer: A. Haas. Program director: Franklin H. Small. Director of Irish programs: James A. Hayden. Director of Spanish programs: Pasquale Quintana. Director of Yiddish programs: Misha Rappel. Musical director: Sam Modeff.

Rep: None. News: Have Irish, Spanish and Yiddish news periods; service not listed.

Seating facilities: 50. Merchandising: Maintains sales promotion department; mailing lists of 25,000 available; keep close contact with grocery organizations. Foreign language programs: WARD specializes in this type of program; has Yiddish, Spanish and Irish programs; translation of programs must be furnished in advance. Artists bureau: Yes; has talent available. Base rate: \$200.

Copy restrictions: Accept beer; no other alcoholic beverages.

### WBBC, NEW YORK CITY

Operator: Brooklyn Broadcasting Corp. 554 Atlantic Avenue. Phone: Triangle 5-6690. Power: 500 watts on 1400 kc. (shares time with WARD, WLTH, WVFW). Affiliation: None. Opened: 1926.



## NEW YORK STATIONS—Continued

*Managing director:* Peter Testan. *Commercial manager, artists bureau head:* Arnold J. Jaffe. *Program and publicity director:* Bert Child. *Musical director:* Dave Tarras.

*Rep:* None. *News:* None. *Seating facilities:* 50 persons. *Merchandising:* Maintain publicity service department; sales department will advise and co-operate in dealer promotional campaigns and any other form of merchandising desired. *Foreign language programs:* Accept Italian, Jewish, German, Polish, Scandinavian and Irish programs; rates on application. *Artists bureau:* Yes. *Base rate:* \$190.

*Copy restrictions:* Accept beer any time; wine for sacramental purposes only; no liquor advertising; patent medicines accepted if approved by Medical Society of Kings County; all copy subject to station approval and FCC rules and regulations.

### WBBR, NEW YORK CITY

*Operator:* Peoples Pulpit Assn. *Power:* 1,000 watts on 1300 kc (shares time with WHAZ, WFAB and WEVD).

*This station does not sell time; church-owned.*

### WBIL, NEW YORK CITY

*Operator:* Arde Bulova, 132 W. 43rd St. *Phone:* Bryant 9-6080. *Power:* 5,000 watts on 1100 kc (shares certain hours with WPG). *Affiliation:* None; originates programs for hookups with other stations, however. *Opened:* June, 1937 (as WBIL; prior to purchase by Arde Bulova this station was WLWL, non-commercial).

*General manager:* Hyla Kiczales (also general manager of WOV, New York City). *Commercial manager:* Ralph Nardella. *Program director:* John C. Schramm. *Chief engineer:* Robert E. Study. *Artists bureau head:* Sydney Leipzig. *Musical director:* Anthony Esposito. *Publicity director:* Edward Dukoff.

*Rep:* None. *News:* None. *Seating facilities:* None. *Merchandising:* No information given. *Foreign language programs:* Italian only accepted. *Artists bureau:* Nominal setup. *Base rate:* \$300.

*Copy restrictions:* Hard liquors not accepted.

### WBNX, NEW YORK CITY

*Operator:* WBNX Broadcasting Corp., 260 E. 161st St. *Phone:* Melrose 5-0333. *Power:* 1,000 watts on 1350 kc (divides time with WAWZ). *Affiliation:* None. *Opened:* 1927.

*Vice-president, general manager:* W. C. Alcorn. *Commercial manager:* S. W. Caul-

field. *Assistant commercial manager:* William I. Moore. *Program director:* Ned Ervin. *Studio and publicity director:* Frank Johnson. *Musical director:* Arno Arriga.

*Rep:* None. *News:* None. *Seating facilities:* 100. *Merchandising:* No regular service; helps with production of foreign language programs; offers information on buying habits, and statistics. *Foreign language programs:* Specializes in these. *Artists bureau:* None. *Base rate:* \$225.

*Copy restrictions:* No set rules.

### WCNW, NEW YORK CITY

*Operator:* Arthur Faske. *Power:* 250 and 100 watts on 1500 kc. (shares hours with WMBQ and WWRL). *Affiliation:* None.

*Base rate:* \$160.

No other data available.

### WEAF, NEW YORK CITY

*Operator:* The National Broadcasting Co., Inc., 30 Rockefeller Plaza. *Phone:* Circle 7-8300. *Power:* 50,000 watts on 660 kc. *Affiliation:* NBC Basic Red—key station.

### WEVD, NEW YORK CITY

*Operator:* Debs Memorial Radio Fund, Inc., 160 W. 44th St. *Phone:* Bryant 9-2360. *Power:* 1,000 watts on 1300 kc (shares time with WBBR, WFAB, WHAZ). *Affiliation:* None. *Opened:* July, 1931 (reorganized).

*Managing director:* Henry Greenfield. *Director of programs and publicity:* George Field. *Musical director:* Nicholas L. Saslowsky.

*Rep:* None. *News:* None. *Seating facilities:* About 30 persons. *Merchandising:* None.

*Foreign language programs:* Will accept; commercials limited to 100 words for any one announcement; medical copy subject to approval of Academy of Medicine; such copy also checked for "good taste." *Artists bureau:* None. *Base rate:* \$200.

*Copy restrictions:* No set rules; prefer announcements to be limited to one minute and kept within "realm of good taste."

### WFAB, NEW YORK CITY

*Operator:* Fifth Avenue Broadcasting Corp. *Power:* 1,000 watts on 1300 kc. (shares time with WBBR, WEVD, and WHAZ). *Affiliation:* None.

*Director:* Joseph Lang.

*Rep:* None. *Base rate:* \$200.

*Copy restrictions:* Accept beer, wine and hard liquors.

# Discover A NEW MARKET —THE ITALIAN MARKET

*complete, economical coverage through*



**T**H**ERE** exists within one hundred miles from New York City a separate market of two and a half million steady consumers —the Italian Market. There also exists a compact, positive, economical means of reaching these two and a half million steady customers through WOV, WBIL in New York, and WPEN in Philadelphia. We are at your disposal to discuss and study your problem in reference to the possibilities of the Italian Market. We are in a position to facilitate and solve the distribution problem, if there is such a problem, for your product. We can supply an estimate on time and talent. The cost is economical. No obligation on your part.

**INTERNATIONAL BROADCASTING CORPORATION** • 132 West 43rd Street, New York, N. Y., Telephone **BRyant 9-6080**

## NEW YORK STATIONS—Continued

### WHN, NEW YORK CITY

*Operator:* Marcus Loew Booking Agency, 1540 Broadway. *Phone:* Bryant 9-7800. *Power:* 5,000 and 1,000 watts on 1010 kc. *Affiliation:* Yankee Network; Colonial Network; WLW Line; New York Broadcasting System. *Opened:* March 18, 1922.

*Managing director:* Louis K. Sidney. *Associate director, commercial manager:* Herbert L. Pettey. *Station manager:* Frank Roehrenbeck. *Program director:* Fred Raphael. *Chief engineer:* Gordon Windham. *Artists bureau head:* Leo Cohen. *Musical directors:* Don Albert, Irving Aaronson. *Production manager:* Gene Ford. *Publicity director:* Abraham L. Simon.

*Rep:* None. *News:* UP. *Seating facilities:* Studio A, 150; Studio B, 100; Studio C, 100; Studio No. 1403, 50. *Merchandising:* None.

*Foreign language programs:* No policy indicated. *Artists bureau:* Complete service; artists booked directly while there are booking tie-ups through Loew's Theatres and Metro-Goldwyn-Mayer pictures. *Stock:* WHN has no outstanding stock; it is affiliated with the Metro-Goldwyn-Mayer interests including Loew's Theatres, Marcus Loew Booking Agency, etc. *Base rate:* \$400.

*Copy restrictions:* Commercials restricted to three minutes per quarter-hour of broadcast; will accept alcoholic beverages and patent medicines, acceptance depending on approval of product and copy.

### WINS, NEW YORK CITY

*Operator:* Hearst Radio, Inc., 110 East 58th Street. *Phone:* Eldorado 5-6100. *Power:* 1,000 watts on 1180 kc (operates to two hours after sunset). *Affiliation:* None. *Opened:* 1924.

*Station manager:* Albert A. Cormier. *Commercial manager:* Al Schillin. *Program director:* A. A. Grobe. *Chief engineer:* Bob Cotton. *Musical director:* Louis Katzman. *Publicity director:* Sylvia Press.

*Rep:* International Radio Sales. *News:* INS.

*Seating facilities:* 50 persons. *Merchandising:* Complete service available at actual cost. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$250.

*Copy restrictions:* Accept beer and wine, but no hard liquors; all copy subject to station approval and government regulations.

### WJZ, NEW YORK CITY

*Operator:* National Broadcasting Co., Inc. *Phone:* Circle 7-8300. *Power:* 50,000

watts on 760 kc. *Affiliation:* NBC Basic Blue—key station.

### WLTH, NEW YORK CITY

*Operator:* Voice of Brooklyn, Inc., 105 Second Ave., New York City. *Phone:* Orchard 4-1203. *Power:* 500 watts on 1400 kc (divides time with WBBC, WARD, WVFW) (Issues being determined by Court of Appeals). *Affiliation:* None. *Opened:* September, 1925.

*President, commercial manager:* Samuel Gellard. *Program director:* Norman H. Warembud. *Chief engineer:* John Temple. *Musical director:* Sholom Secunda. *Merchandising manager:* William J. Zalis.

*Rep:* None. *News:* None. *Seating facilities:* WLTH Radio Theatre seats 100. *Merchandising:* Station has organized Jewish dairies, groceries and delicatessen stores into a group known as the WLTH Radio Foodstores to aid advertisers in merchandising; market survey by Ross Federal Research Corp. available. *Foreign language programs:* Specialize in Jewish programs; Italian and Scandinavian available. *Artists bureau:* None. *Base rate:* \$220.

*Copy restrictions:* Beer, wines, liquor, patent medicines accepted if copy does not violate code of ethics of NAB; with patent medicines, copy and hour of broadcast is also supervised by station.

### WMBQ, NEW YORK CITY

*Operator:* Metropolitan Broadcasting Corp., special temporary authorization authorized to Joseph Husid, receiver for the Metropolitan Broadcasting Corp. *Power:* 100 watts on 1500 kc. (shares hours with WCNW and WWRL).

No other data available.

### WMCA, NEW YORK CITY

*Operator:* Knickerbocker Broadcasting Co., 1657 Broadway. *Phone:* Circle 6-2200. *Power:* 1,000 watts on 570 kc. *Affiliation:* Inter-City Broadcasting System. *Opened:* Feb. 6, 1925.

*President, station manager:* Donald Flamm. *Commercial manager:* Bertram Lehar, Jr. *Program director:* Alfred A. Hall. *Chief engineer:* Frank Marx. *Artists bureau head:* Charles Wilshin. *Musical director:* Nat Brusiloff. *Publicity director:* Leon Goldstein.

*Rep:* Ray Linton (Chicago). *News:* INS. *Seating facilities:* Theatre studio seats 300 persons. *Merchandising:* Sales promotion department prepares copy for posters, displays, signs, advertisements, etc. *Foreign language programs:* No. *Artists bureau:* Yes;

**serving New York  
and New Jersey  
24 hours a day**

**1250 KILOCYCLES**

**WNEW**

**NEW YORK**

## NEW YORK STATIONS—Continued

complete roster with about 65 artists available for booking. *Base rate:* \$550.

*Copy restrictions:* Beer and wine accepted, subject to rules of Federal Control Board; patent medicines subject to rules of Federal Trade Commission; advertiser must agree to indemnify Knickerbocker from any and all liability suits, damages, costs, expenses and lawyers' fees.

### WNEW, NEW YORK CITY

*Operator:* WODAAW Corp. is licensee, while WBO Broadcasting Co. is operating company; 501 Madison Ave. *Phone:* Plaza 3-3300. *Power:* 2,500 and 1,000 watts on 1250 kc. (shares time with WHBI on Sunday and Monday). *Affiliation:* None. *Opened:* Feb. 13, 1934.

*President:* Milton H. Biow. *Station manager, artists bureau head:* Bernice Judis. *Commercial manager:* Herman Bess. *Program director:* Has a program board. *Chief engineer:* M. J. Weiner. *Musical director:* Merle Pitt. *Publicity director:* Larry Nixon.

*Rep:* William G. Rambeau Co. *News:* Press-Radio; (also tie-ups with N. Y. Journal-American and Newark Ledger). *Seating facilities:* Studios, 200 persons. *Merchandising:* Maintains such a department. *Foreign language programs:* None. *Artists bureau:* Yes; has about 45 artists. *Base rate:* \$350.

*Copy restrictions:* Accepts beer, wine and patent medicines; rejects laxatives, reducing medicines, diathermy and radio schools; reasonable advertising liberties allowed to all others; guided by code of ethics of FCC.

### WNYC, NEW YORK CITY

*Operator:* City of New York, 2500 Municipal Bldg. *Phone:* Worth 2-4740. *Power:* 1,000 watts on 810 kc. *Opened:* July 2, 1924.

*News:* Press-Radio. *Seating facilities:* Studio, 100 persons; Brooklyn Museum auditorium, 2,000; American Museum of Natural History auditorium, 2,000. *Artists bureau:* Currently being launched.

**This station is non-commercial.**

### WOR, NEW YORK CITY

*Operator:* Bamberger Broadcasting Service, Inc., 1440 Broadway. *Phone:* Pennsylvania 6-8383. *Power:* 50,000 watts on 710 kc. *Affiliation:* Mutual Broadcasting System. *Opened:* February 22, 1922. (Note: This station is licensed as Newark, N. J., but through its affiliation with Radio Quality Group Service maintains studios and general offices in New York City.)

*President:* Alfred J. McCosker. *Vice-*

*president, general manager:* Theodore C. Streibert. *Vice-president in charge of sales:* Frank Braucher. *Sales manager:* Eugene S. Thomas. *Director of program operations:* Julius F. Seebach, Jr. *Chief engineer:* Jack R. Poppele. *Artists bureau head:* Nat Abramson. *Musical director:* Alfred Wallenstein. *Director of public relations and special features:* G. W. Johnstone.

*Rep:* Maintain own offices in Chicago and Boston; Edward S. Townsend is representative in San Francisco. *News:* Transradio. *Seating facilities:* Two studios, seating 75 persons; WOR-Mutual Playhouse also available to clients for slight extra charge. *Merchandising:* None. *Foreign language programs:* Not accepted. *Artists bureau:* WOR Artists Service. *Base rate:* \$1,100.

*Copy restrictions:* Accept beer and wine; minimum length of period—5 minutes; announcements accepted, but cannot be sponsored by drug manufacturers, nor can they mention contests or offers; reserve right to eliminate all or parts of programs considered contrary to policy or interest, without notice or consent.

### WOV, NEW YORK CITY

*Operator:* International Broadcasting Corp., 132 W. 43d St. *Phone:* Bryant 9-6080. *Power:* 1,000 watts on 1130 kc. (to 6 p.m.). *Affiliation:* None; has had occasional hookups with WAAB, WICC, WEAN, WSPR, WNBC, WELI, WCOP, WABY, WEAN, WIBX, WSAY, WSYR, WEBR. *Opened:* December, 1926.

*General manager:* Hyla Kiezales. *Commercial manager:* Ralph Nardella. *Program director:* John Schramm. *Chief engineer:* Robert E. Study. *Musical director:* Julio Occhiboi. *Publicity director:* Ed Dukoff.

*Rep:* None. *News:* None. *Seating facilities:* None. *Merchandising:* Regular department; give clients ideas and suggestions for promotional campaigns. *Foreign language programs:* Accept Italian only; own staff of announcers writes copy. *Artists bureau:* None. *Base rate:* \$200.

*Copy restrictions:* Only supportable copy claims allowed; competitive products cannot be criticized; beers and wines accepted; no hard liquors.

### WQXR, NEW YORK CITY

*Operator:* Interstate Broadcasting Co., Inc., 730 Fifth Ave. *Phone:* Columbus 5-6366. *Power:* 1,000 watts on 1550 kc. *Affiliation:* None. *Opened:* 1934.

*President:* John V. L. Hogan. *Station manager, commercial manager:* Elliott M,

## NEW YORK STATIONS—Continued

**Sanger.** *Chief engineer:* Russell Valentine. *Musical director:* Eddy Brown. *Publicity director:* Dorothea Beckman.

*Rep:* None. *News:* Press-Radio. *Seating facilities:* Studio, 50 persons. *Merchandising:* Services rendered at cost. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$250.

*Copy restrictions:* All programs must appeal to "quality" audience; accounts are solicited on this basis, and the station reserves the right to refuse, discontinue, or modify any sponsored programs conflicting with this policy; accept beer and wines; patent medicines accepted if approved by medical authorities; no hard liquors.

### WVFW, NEW YORK CITY

*Operator:* Paramount Broadcasting Corp., 1 Nevins St., Brooklyn. *Phones:* Triangle 5-0313; Cumberland 6-8253. *Power:* 500 watts on 1400 kc. (shares time with WARD, WBBC, and WLTH; granted, but not effective, to share time with WBBC alone; issue being determined by the Court of Appeals, D. C.). *Affiliation:* None.

*Managing director:* Salvatore D'Angelo.

*Rep:* None. *News:* None. *Seating facilities:* Can accommodate 50 persons. *Merchandising:* Available if requested; co-

operative agreement on charges. *Foreign language programs:* Take any foreign language except Oriental; program and translation must be submitted 24 hours in advance of broadcast. *Artists bureau:* None. *Stock:* Principally held by Salvatore D'Angelo. *Base rate:* \$175.

*Copy restrictions:* No hard liquors and no patent medicines; beer and wine okay; commercial copy must be submitted 24 hours prior to broadcast.

### WWRL, NEW YORK CITY

*Operator:* Long Island Broadcasting Corp., 41-30 58th Street. *Phone:* Newtown 9-3300. *Power:* 250 and 100 watts on 1500 kc (divides time with WMBQ and WCNW). *Affiliation:* None. *Opened:* August, 1926.

*President, general and station manager, chief engineer:* W. H. Reuman. *Commercial manager:* Frank R. Clarke. *Program director:* Lou Cole. *Musical director:* Edward Feimer. *Publicity director:* Edith Dick.

*Rep:* None. *News:* Local. *Seating facilities:* None. *Merchandising:* Cooperate in any service requested, free of charge. *Foreign language programs:* Will accept; German, Polish, Czechoslovak, Hungarian, Italian and Greek programs current;

50,000  
WATTS

# WHAM

1150  
KILOCYCLES

## EXPANDS

Its new 450-foot vertical radiator means better broadcasting facilities and better reception for WHAM listeners—reception as near perfection as money and science can provide.

Represented by  
**GEORGE P. HOLLINGBERY CO.**  
New York, Chicago

**"THE STROMBERG-CARLSON STATION"**  
ROCHESTER, NEW YORK

## NEW YORK STATIONS—Continued

translation must be furnished in advance for station approval. *Artists bureau:* None. *Base rate:* \$70.

*Copy restrictions:* Accept beer and wine, no hard liquor; recognized patent medicines accepted if copy conforms to station standards; all copy subject to approval of management.

### WHDL, OLEAN

*Operator:* WHDL, Inc., Exchange National Bank Bldg. *Phone:* 3300. *Power:* 250 watts on 1400 kc. (daytime). *Affiliation:* None. *Opened:* Nov. 4, 1934.

*Note:* station has studios in Bradford, Pa., and St. Bonaventure College.

*Station manager:* Leonard L. Hofmann. *Program director:* Tom Brown. *Chief engineer:* Hubert M. Hathaway.

*Rep:* Wellman Service. *News:* Supplied by Olean Times-Herald from editorial room; UP. *Seating facilities:* Have studios in both Olean, N. Y., and Bradford, Pa.; capacity of about 150. *Merchandising:* Have a maintenance merchandising department. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$60.

*Copy restrictions:* Do not accept beer, wine or hard liquors; no laxatives.

### WMFF, PLATTSBURG

*Operator:* Plattsburg Broadcasting Corp., Hotel Cumberland. *Phone:* 802. *Power:* 250 and 100 watts on 1310 kc. *Affiliation:* NBC Optional Blue; Champlain Valley Broadcasting System. *Opened:* Feb. 3, 1935.

*Treasurer, station manager:* George F. Bissell. *Assistant manager, chief of production:* F. Maynall Learned. *Commercial manager:* Al Dreyfuss. *Program director:* Carl Mattison. *Chief engineer:* Jack Nazzak. *Artists bureau head:* Thomas Bates. *Musical director:* Kenneth Bell. *News and publicity director:* Lyle Bosley.

*Rep:* None. *News:* UP. *Seating facilities:* None. *Merchandising:* Letters to trade on stationery at cost plus postage and fee for typist; moderate charge for personal calls on dealers and distributors in city; no calls made outside of city. *Foreign language programs:* Will accept. *Artists bureau:* Yes; lists about 30 artists. *Base rate:* \$75.

### WHAM, ROCHESTER

*Operator:* Stromberg-Carlson Telephone Mfg. Co., Sagamore Hotel. *Phone:* Stone 1862. *Power:* 50,000 watts on 1150 kc. *Affiliation:* NBC Basic Blue. *Opened:* 1922.

*General manager:* William Fay. *Studio*

*manager:* John Lee. *Commercial manager:* J. W. Kennedy, Jr. *Program director:* Charles Siverson. *Chief engineer:* John J. Long. *Musical director:* Charles Siverson. *Publicity director:* Art Kelly.

*Rep:* George P. Hollingbery Co. *News:* UP. *Seating facilities:* Auditorium studio, 300 capacity. *Merchandising:* Give pre-announcements, mail dealer letters, and direct program publicity; other services rendered by outside organizations at cost. *Foreign language programs:* No announcements accepted; programs accepted if talent passes muster and if announcements are short, with repeats in English. *Artists bureau:* None. *Base rate:* \$360.

*Copy restrictions:* No beer, wine, whiskeys or other alcoholic beverages; all copy must pass requirements of good taste, truthfulness and "public good."

### WHEC, ROCHESTER

*Operator:* WHEC, Inc., 40 Franklin St. *Phone:* Stone 1320. *Power:* 1,000 and 500 watts on 1430 kc. *Affiliation:* CBS. *Opened:* Feb. 1, 1922. (*Note:* WHEC is affiliated with, but not completely owned by, the Rochester Democrat and Chronicle, and the Rochester Times-Union—Gannett.)

*Vice-president:* Clarence Wheeler. *Station manager:* Gunnar O. Wiig. *Commercial manager:* LeMoine C. Wheeler. *Program director:* Morden Buck. *Chief engineer:* Maurice H. Clarke. *Musical director:* Kenneth Sparnon. *Publicity director:* Ross Woodbridge.

*Rep:* Paul H. Raymer Co. *News:* INS. *Seating facilities:* Studio A, 150; Studio B, 50. *Merchandising:* Has column appearing in Rochester Times Union and Democrat and Chronicle highlighting programs, with sponsors named; special announcements ament new programs; secures cooperation from dealers, many groups of which have been given time over the station without charge to publicize their type of industry. *Foreign language programs:* Accept, though few features of this type are carried; must submit English translation in advance. *Artists bureau:* Yes; has a score of artists under contract. *Base rate:* \$175.

*Copy restrictions:* Alcoholic beverages of any kind not accepted; all programs dealing with internal products or proprietaries will be judged on the basis of good taste and public value; maximum of three and a half minutes of copy in a quarter-hour program; five minute maximum for half-hours; one minute announcements limited to 120 words, or, if transcribed, to 55 seconds playing time; flash announcements can't exceed 35 words; all programs must be in keeping with ethical standards.

## NEW YORK STATIONS—Continued

### WSAY, ROCHESTER

*Operator:* Brown Radio Service and Laboratory, Taylor Bldg. *Phone:* Stone 702. *Power:* 250 and 100 watts on 1210 kc. *Affiliation:* None. *Opened:* Sept. 26, 1936.

*General manager, chief engineer:* Gordon P. Brown. *Commercial manager:* E. K. Johnson. *Production manager:* Mort Nusbaum.

*Rep:* None. *News:* None. *Seating facilities:* Studio, seats about 100 persons. *Merchandising:* Service, as desired by the sponsor, is rendered at cost. *Foreign language programs:* Accepted, providing that copy is in two days in advance, and that any material broadcast in a foreign language be immediately followed by the English translation. *Artists bureau:* Yes. *Base rate:* \$140.

*Copy restrictions:* Beer and wines accepted; no hard liquors; programs subject to approval of management; foreign language programs subject to translation and mandatory charge.

### WNBZ, SARANAC LAKE

*Operator:* Upstate Broadcasting Co.

*Power:* 100 watts on 1290 kc. (daytime). *Base rate:* \$25.

No further data available.

### WGY, SCHENECTADY

*Operator:* Programmed by the National Broadcasting Co., Inc. (owned by the General Electric Co.), 1 River Road. *Phone:* 3-2121. *Power:* 50,000 watts on 790 kc. *Affiliation:* NBC Basic Red. *Opened:* Feb. 20, 1922.

*Station manager:* Kolin Hager. *Program director:* A. O. Coggeshall. *Chief engineer:* W. J. Purcell. *Artists bureau head:* Kolin Hager. *Musical director:* Gordon Randall. *Publicity director:* W. T. Meenam.

*Rep:* National Broadcasting Co., Inc. *News:* UP. *Seating facilities:* Studio A. 200; Albany studio, 40. *Merchandising:* None listed. *Foreign language programs:* None listed. *Artists bureau:* Yes; complete roster of artists available. *Base rate:* \$400.

*Copy restrictions:* Lectures and educational talks not accepted between 6 p.m. and midnight, except by special arrangement; time of broadcast subject to change to other periods on 28 days' notice to ac-

## IN SYRACUSE

# WFBL

## Has the PULLING Programs

It's programs that make a station! That's why WFBL leads in listener interest in Syracuse. Make a check and see for yourself that WFBL carries *more* network programs, *more* sports features, *more* short wave broadcasts, *more* national and local special features, *more* of the better types of programs of all kinds. And that explains why WFBL advertisers are ahead in results-per-dollar spent.

WFBL is recognized among national advertisers as the high-coverage station in one of the best markets in the country. Syracuse, 221,785 population, has 56 separate industries, none dominating the city. Located in the heart of a great and fertile agricultural region, Syracuse is an ideal testing point for a new product or new merchandising plan. And WFBL is the recognized way to cover that market.

For full details about WFBL programs and coverage of the Syracuse market, phone or write to

### ONONDAGA RADIO BROADCASTING CORP.

Syracuse, New York

MEMBER BASIC NETWORK COLUMBIA BROADCASTING SYSTEM

National Representatives, Free & Peters, Inc.

247 Park Avenue  
NEW YORK CITY

180 North Michigan Avenue  
CHICAGO

403 New Center Bldg.  
DETROIT

111 Sutter Street  
SAN FRANCISCO

Chamber of Commerce Bldg.  
LOS ANGELES



## NEW YORK STATIONS—Continued

commodate network broadcasts, excepting in the case of independent announcements, which may be moved to other periods if available, and as arranged by station manager on 24 hours' notice; closing date is two weeks in advance of initial program and program material must be arranged one week in advance of broadcast date—no change within two days preceding broadcast; all programs subject to station approval; beer is accepted; no other alcoholic beverages; no patent medicines except well known proprietaries, or those acceptable to the American Medical Association, and then only if the copy meets complete station approval.

### WFBL, SYRACUSE

*Operator:* Onondaga Radio Broadcasting Corp., Onondaga Hotel. *Phone:* 2-1147. *Power:* 5,000 and 1,000 watts on 1360 kc. *Affiliation:* CBS. *Opened:* January, 1922.

*President:* Samuel H. Cook. *Station manager:* Samuel Woodworth. *Commercial manager:* Charles F. Phillips. *Program director, artists bureau head:* George M. Perkins. *Musical director:* Thelma MacNeil Curren. *Publicity director:* Carolyn Briggs.

*Rep:* Free & Peters, Inc. *News:* INS. *Seating facilities:* Roof garden, seating 350 persons; ballroom, 1,500; two theatres also available for certain hours. *Merchandising:* Maintain centrally located display window for use of advertisers for one week periods; standard display for pictures, sales messages, for store counters; invitation previews and broadcasts for retailers; monthly cards to retailers; newspaper publicity, theatre trailers, pre-announcement letters; direct mail and general promotion schemes. *Foreign language programs:* No rules. *Artists bureau:* None. *Stock:* Principally held by Samuel H. Cook, Oscar F. Soule, Robert G. Soule, Frank C. Soule, Samuel Woodworth and Charles H. Sanford, Jr. *Base rate:* \$175.

*Copy restrictions:* All copy for beer, wine, liquor and patent medicines subject to approval and government regulations.

### WSYR, SYRACUSE

*Operator:* Central New York Broadcasting Corp., Starrett Syracuse Bldg., 204 Harrison St. *Phone:* 3-0158. *Power:* 1,000 watts on 570 kc. *Affiliation:* NBC Basic Blue. *Opened:* 1923.

*President:* H. C. Wilder. *Commercial*

**SURVEYS — RESEARCH — TESTS**  
— SALES RESULTS —  
COMBINE TO PROVE THAT  
**W S Y R**  
NOW LEADS IN  
POPULARITY  
AND  
COVERAGE  
IN THE RICH SYRACUSE AREA



UNDER SAME MANAGEMENT—WNBX, SPRINGFIELD, VT.—WJTN, JAMESTOWN, N. Y.

## NEW YORK STATIONS—Continued

*manager:* Charles Denny. *Program director:* Fred R. Ripley. *Chief engineer:* Armand Belle Isle. *Artists bureau head:* Fred Jeske. *Musical director:* Victor Miller.

*Rep:* Paul H. Raymer Co. *News:* UP. *Seating facilities:* Studio, seating 100 persons; also have use of two auditoriums, one seating 900, the other 500. *Merchandising:* Sponsors are automatically, and without charge, accorded letters and personal calls on dealers, news items and program listings in papers, follow-up surveys, pre-program announcements, and listing of drug products in a folder distributed by druggists; by request, and also without charge, a sponsor may obtain salesmen's presentations, route lists, use of studios for dealer meetings, guest tickets for broadcasts, market data, display and promotion aids, two-week window display in the Hotel Syracuse Building; for a minimum expense the sponsor may obtain personal appearance of talent, handling and mailing of give-aways and premiums, counter and window display distribution, telegraphic promotion, distribution of 5,000 or more circulars, house to house canvas, mail notices to listeners and trade, display ads in newspapers, periodical calls on all retailers in his market, and repeating announcements on program in other spots. *Foreign language programs:* Will accept, with restrictions. *Artists bureau:* Yes, lists about 25 artists. *Base rate:* \$220.

*Copy restrictions:* Accept beer and wine programs (no announcements); no hard liquor; abides by rules of Syracuse Advertiser's Association, NAB Code of Ethics and recommendations of Proprietary Association.

### WSYU, SYRACUSE

(Note: This station is owned and operated by WSYR for the exclusive broadcasting of Syracuse University programs; operates one to two hours weekly on a non-commercial basis.)

### WHAZ, TROY

*Operator:* Rensselaer Polytechnic Institute, 110 Eighth St. *Phone:* 6810. *Power:* 1,000 watts on 1300 kc. (divides time with WBBR, WFAB and WEVD). *Affiliation:* None. *Opened:* August, 1922. (Note: This station is college-owned—Rensselaer Polytechnic Institute.)

*Professor of Communication Engineering, station manager:* W. J. Williams. *Program and musical director:* A. O. Niles. *Chief engineer:* H. D. Harris. *Publicity director:* F. Tiff.

*Rep:* None. *News:* None. *Seating facili-*

*ties:* None. *Merchandising:* None. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$85.

*Copy restrictions:* Beer, wine, liquor and patent medicine advertising not accepted; all copy must conform to station standards.

### WIBX, UTICA

*Operator:* WIBX, Inc., 187 Genesee Street. *Phone:* 2-2101. *Power:* 250 and 100 watts on 1200 kc. *Affiliation:* CBS. *Opened:* 1925.

*President:* Scott Howe Bowen. *Station manager:* Dale Robertson. *Commercial manager:* A. W. Triggs. *Program director:* Elliott Stewart. *Chief engineer:* David Foote. *Musical director:* Walter Griswold. *Merchandising director:* John Garfield. *Publicity director:* Mason Taylor.

*Rep:* John Blair & Co. *News:* UP. *Seating facilities:* Hotel ballroom, 1,500; Y. M. C. A. auditorium, 150. *Merchandising:* Cooperate in arranging window displays, counter displays, distribution of window cards, letters to the trade; personal calls on jobbers and retailers; all services rendered at actual cost. *Foreign language programs:* Will accept; subject to station standards. *Artists bureau:* None. *Base rate:* \$105.

*Copy restrictions:* All copy subject to station approval.

### WFAS, WHITE PLAINS

*Operator:* Westchester Broadcasting Corp., Hotel Roger Smith. *Phone:* White Plains 8352. *Power:* 100 watts on 1210 kc (divides time with WGBB, WGNV, WBRB). *Affiliation:* None. *Opened:* Aug. 11, 1932.

*President, program director, artists bureau head, publicity:* Frank A. Seitz. *Station manager:* Selma Seitz. *Commercial manager:* B. M. Middleton. *Chief engineer:* H. C. Laubenstein. *Musical director:* Randall Kaler.

*Rep:* Associated Broadcasting Adv. Co. in Greater New York (I. T. Porter, mgr., 152 W. 42nd St.); Cox and Tanz; Northwest Radio Advertising (Seattle). *News:* Christian Science Monitor. *Seating facilities:* About 300; studio audiences not encouraged for general run of programs. *Merchandising:* Furnish lists at \$5 per thousand names; make lay-outs for client's display material; mailings for cost of printing, postage and stationery. *Foreign language programs:* limited acceptance; have German hour currently; plan no expansion. *Artists bureau:* Yes; complete roster. *Base rate:* \$100.

*Copy restrictions:* Take beer, wines and hard liquors; copy must be in "good usage and truthful."

# NORTH CAROLINA

(408,600 radio homes)

## Radio Homes by Counties

Alamance	5,650	Franklin	3,030	Pamlico	1,120
Alexander	1,320	Gaston	10,400	Pasquotank	3,030
Alleghany	790	Gates	1,060	Pender	1,670
Anson	3,160	Graham	580	Perquimans	1,180
Ashe	2,100	Granville	3,150	Person	2,280
Avery	1,180	Greene	1,720	Pitt	6,430
Beaufort	4,430	Guilford	22,740	Polk	1,190
Bertie	2,580	Halifax	5,710	Randolph	4,380
Bladen	2,330	Harnett	4,110	Richmond	4,250
Brunswick	1,830	Haywood	3,540	Robeson	7,120
Buncombe	16,660	Henderson	3,140	Rockingham	6,060
Burke	3,230	Hertford	1,770	Rowan	8,250
Cabarrus	5,500	Hoke	1,340	Rutherford	4,670
Caldwell	3,330	Hyde	920	Sampson	4,190
Camden	610	Iredell	6,260	Scotland	2,350
Carteret	2,430	Jackson	1,820	Stanly	3,570
Caswell	1,660	Johnston	6,030	Stokes	2,200
Catawba	5,680	Jones	990	Surry	4,640
Chatham	2,570	Lee	2,130	Swain	1,230
Cherokee	1,670	Lenoir	4,640	Transylvania	1,190
Chowan	1,470	Lincoln	2,580	Tyrrell	570
Clay	550	McDowell	2,280	Union	4,650
Cleveland	6,340	Macon	1,460	Vance	3,250
Columbus	3,980	Madison	2,060	Wake	13,650
Craven	4,440	Martin	2,500	Warren	2,240
Cumberland	5,630	Mecklenburg	23,520	Washington	1,270
Currituck	800	Mitchell	1,440	Watauga	1,560
Dare	710	Montgomery	1,780	Wayne	6,850
Davidson	6,390	Moore	3,360	Wilkes	3,720
Davie	1,590	Nash	6,370	Wilson	5,800
Duplin	3,720	New Hanover	8,330	Yadkin	1,890
Durham	12,550	Northampton	2,690	Yancey	1,470
Edgecombe	6,170	Onslow	1,570		
Forsyth	20,020	Orange	2,590		

### WWNC, ASHEVILLE

**Operator:** Asheville Citizen-Times Company, Battery Park Place. **Phones:** 6240; 850. **Power:** 1,000 watts on 570 kc. **Affiliation:** NBC Optional Southeastern Service. **Opened:** February 22, 1927. (Note: This station is newspaper-owned by the Asheville Citizen and Times.)

**Vice-president, general and station director:** Don S. Elias. **Commercial manager:** J. W. McIver. **Program and musical director:** Ezra McIntosh. **Chief engineer:** Cecil B. Hoskins. **Production manager:** Bob Bingham.

**Rep:** The Branham Co. **News:** UP; AP. **Seating facilities:** None. **Merchandising:** Cooperate in usual services, including listings and publicity in the Citizen and Times, free of charge; special services rendered at actual cost. **Foreign language programs:** No set rules; requests have never been received, as foreign population is very

small. **Artists bureau:** None. **Base rate:** \$125.

**Copy restrictions:** Accept beer; no wine or hard liquor; abide by NAB Code of Ethics and Federal Trade Commission regulations.

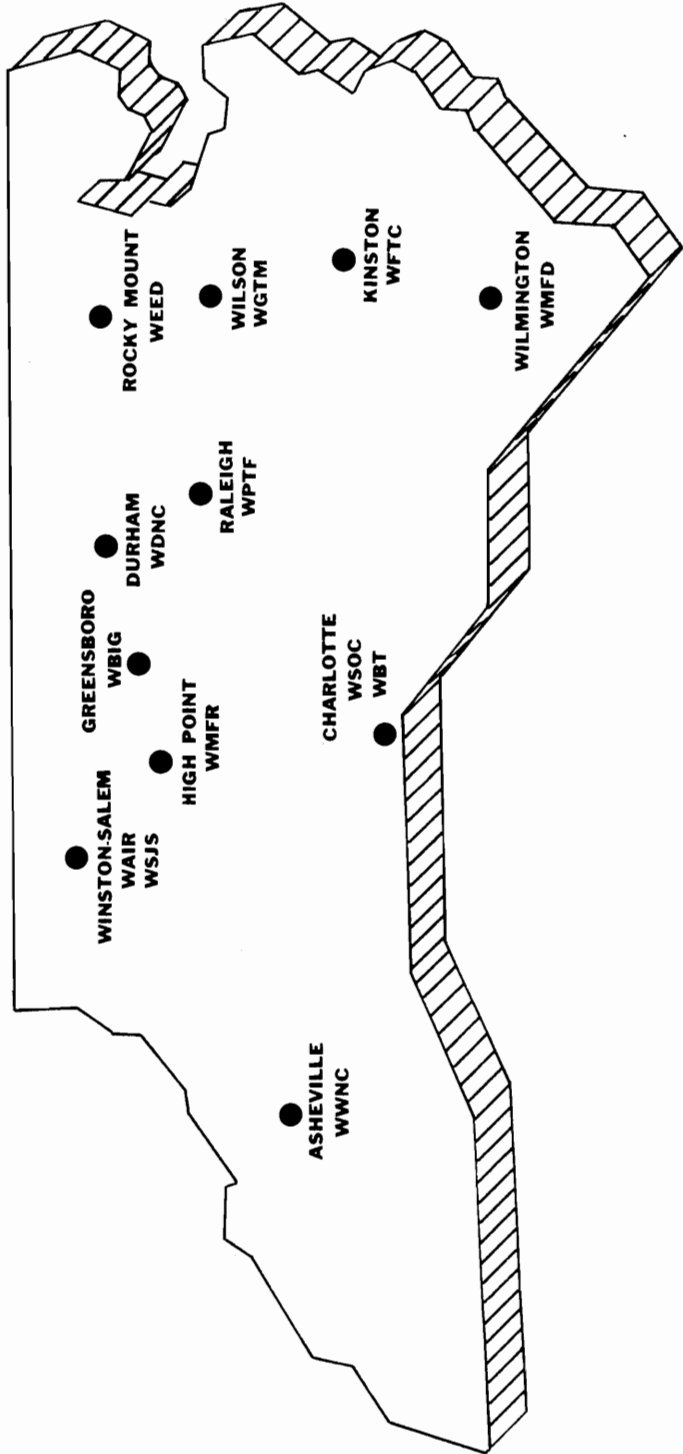
### WBT, CHARLOTTE

**Operator:** Columbia Broadcasting System, Inc., Wilder Bldg. **Phone:** 3-7107. **Power:** 50,000 watts on 1080 kc. **Affiliation:** CBS. **Opened:** 1921.

**General manager:** Lincoln Dellar. **Sales manager:** Royal E. Penny. **Program director:** C. H. Crutchfield. **Chief engineer:** J. J. Beloungy.

**Rep:** Radio Sales. **News:** UP. **Seating facilities:** Studio, 200; can secure Charlotte City Auditorium, capacity 5,000. **Merchandising:** Same as Columbia Broadcasting System, Inc. **Foreign language programs:** Not accepted. **Artists bureau:** None; however, agreements have been made with 60 artists and musicians for service to the

# NORTH CAROLINA



## NORTH CAROLINA STATIONS—Continued

sponsor. *Stock:* Station is wholly owned by CBS, Inc. *Base rate:* \$300.

*Copy restrictions:* Rules of Columbia Broadcasting System.

### WSOC, CHARLOTTE

*Operator:* WSOC, Inc., Mecklenburg Hotel. *Phones:* 7130, 7139, 6655. *Power:* 250 and 100 watts on 1210 kc. *Affiliation:* NBC Optional Southeastern Service. *Opened:* Oct. 14, 1933.

*President, general manager:* Earl J. Gluck. *Commercial manager:* W. C. Irwin. *Sales promotion manager, publicity director:* Paul W. Norris. *Program director:* Charles G. Hicks. *Musical director:* Boe Norris. *Artists bureau head, assistant program director:* Ron Jenkins.

*Rep:* Sears & Ayer. *News:* Transradio. *Seating facilities:* 100 persons. *Merchandising:* Build-up announcements, dealer contacts, dealer mailings, wholesaler contacts and mailings, publicity, sales and distribution surveys, coincidental telephone surveys, displays (within city limits), and theatre tie-ins offered gratis except for cost of postage; regular rate for coincidental phone surveys if made by local branch of the Ross Federal firm; displays placed outside city limits are billed at

5c per mile travel expenses; department will handle any other type of merchandising campaign submitted by client. *Foreign language programs.* Do not accept. *Artists bureau:* Yes; lists about 75 artists. *Base rate:* \$120.

*Copy restrictions:* Beer and wine accepted; no liquor advertising; questionable copy submitted through attorney to Federal Trade Commission and FCC for approval or rejection.

### WDNC, DURHAM

*Operator:* Durham Radio Corp., Washington Duke Hotel. *Phone:* J-1001. *Power:* 100 watts on 1500 kc. *Affiliation:* CBS. *Opened:* April 9, 1934. (Note: This station is newspaper-owned by the Durham Morning Herald and Sun.)

*President:* C. C. Council. *Station manager:* J. Frank Jarman, Jr. *Commercial manager:* Woody Woodhouse. *Program and publicity director, artists bureau head:* George T. Case. *Chief engineer:* R. A. Dalton. *Musical director:* Lee E. Vickers.

*Rep:* The Katz Agency. *News:* AP. *Seating facilities:* Two studios for small audience; specific capacity not given. *Merchandising:* Weekly publicity and program releases; annual remote studios at

# 1000 WATTS • NITE AND DAY

## MEMBER OF COLUMBIA BROADCASTING SYSTEM

People—  
Not Geography—  
Buy Merchandise



# ALWAYS A GOOD SHOW!

Programs—  
Not Wattage—  
Sell Merchandise

**WBIG** GREENSBORO  
NORTH  
CAROLINA  
EDNEY RIDGE  
DIRECTOR  
George P. Hollingbery Co. Nat'l Reps.



“THE FAVORITE STATION IN THE FAVORED REGION”



**B**riefly, WBT, at Charlotte, is plumb in the middle of things. It serves more people, within 100 miles, than are in the city of Detroit. A population of 2 million *customers*. And it's the Showmanship Station of the Nation!'

**WBT**

A CBS KEY STATION

Charlotte, North Carolina. 50,000 watts. A CBS owned and operated station, represented by RADIO SALES: New York, Chicago, Detroit, Birmingham, San Francisco, Los Angeles.

## NORTH CAROLINA STATIONS—Continued

local expositions; other services through The Katz Agency. *Foreign language programs:* Not accepted. *Artists bureau:* Yes; lists about 40 artists. *Base rate:* \$70.

*Copy restrictions:* Beer and wine accepted; no liquor advertising; "discretionary restrictions" on commercial copy.

### WBIG, GREENSBORO

*Operator:* North Carolina Broadcasting Co., Inc., O. Henry Hotel. *Phones:* 6125-6. *Power:* 1,000 watts on 1440 kc. *Affiliation:* CBS. *Opened:* May 26, 1926.

*Station director, manager, commercial manager:* Edney Ridge. *Program director, artist bureau head:* Ernie Smith. *Chief engineer:* Earl Allison. *Musical director:* Margaret Banks. *Publicity:* Virginia Wilson McKinney.

*Rep:* George P. Hollingbery Co. *News:* Transradio. *Seating facilities:* Sportrena—capacity, 1,000; admission 20c. on current program. *Merchandising:* Contact distributors and jobbers; contact retail outlets; furnish letters to trade; arrange window displays and check placements; place counter cards; arrange route lists for salesmen; furnish market surveys; house organ. *Artists bureau:* Yes; has 50 under contract. *Base rate:* \$100.

*Copy restrictions:* No alcoholic beverages except beer; no products presenting question of "good taste"; after 6 p.m. commercials may consume 10% of total time, with allowance of additional 40 seconds on 15-minute programs; daytime programs allowed 15% commercial leeway, with 40 extra seconds for 15-minute periods.

### WMFR, HIGH POINT

*Operator:* Radio Station WMFR, Inc., 156½ S. Main St. *Phone:* 4593. *Power:* 100 watts on 1200 kc. (daytime). *Affiliation:* None; rebroadcasts WLW programs. *Opened:* Jan. 8, 1936.

*President, general and station manager:* Wayne M. Nelson. *Commercial manager, publicity director:* E. Z. Jones. *Program and musical director, artists bureau head:* Gary C. Davis. *Chief engineer:* E. J. Day.

*Rep:* None. *News:* UP. *Seating facilities:* Guest room, seating 40 persons. *Merchandising:* Reception room display window furnished in rotation to sponsors in two-week periods without charge; Commercial Service Department cooperates with advertisers in calling on the trade jointly with their representative; direct mail handled at actual cost. *Foreign language programs:* No request for such to date; foreign population less than 1%. *Artists bureau:* Setup nominal only. *Stock:*

Principally held by Wayne M. Nelson & E. Z. Jones. *Base rate:* \$35.

*Copy restrictions:* Accept beer and wine (no hard liquor; dry county) and patent medicines; commercials must not exceed 20% of program time.

### WFTC, KINSTON

*Operator:* Jonas Weiland, Kinston. *Phone:* 1200. *Power:* 250 and 100 watts on 1200 kc. *Affiliation:* None. *Opened:* March 1, 1937.

*Owner and station manager:* Jonas Weiland. *Commercial manager:* Robert Wasdon. *Program director:* Jimmy Barber. *Chief engineer:* Harry E. Layman. *Musical and publicity director:* Frank Harden.

*Rep:* None. *News:* United Press. *Seating facilities:* Studio, 60 persons. *Merchandising:* Services rendered; window card displays handled at cost. *Foreign language programs:* Will accept, though such programs are not advised; foreign population very small. *Artists bureau:* None. *Stock:* Entirely held by Jonas Weiland. *Base rate:* \$65.

*Copy restrictions:* Accept beer and wine, but no hard liquor; station reserves right to edit all scripts.

### WPTF, RALEIGH

*Operator:* WPTF Radio Co., 324 Fayetteville St. *Phone:* 3007. *Power:* 5,000 watts on 680 kc. *Affiliation:* NBC Southeastern Group. *Opened:* 1922.

*President:* J. R. Weatherspoon. *Station manager:* Richard H. Mason. *Commercial manager:* Jack Fields. *Program director:* Graham B. Poyner; *Production manager:* Wesley Wallace. *Chief engineer:* Henry Hulick. *Musical director:* Donald Ebaugh. *Publicity director:* J. B. Clark.

*Rep:* Free, Johns & Field. *News:* UP, Transradio. *Seating facilities:* 40 persons. *Merchandising:* Limited service offered; letters to dealers, use of studio window display, and personal calls on dealers. *Foreign language programs:* Foreign population so small that no rules were ever set. *Artists bureau:* None. *Base rate:* \$160.

*Copy restrictions:* Copy must be in good taste and brief; beer accepted; no other alcoholic beverages; all medical accounts subject to approval of medical director.

### WEED, ROCKY MOUNT

*Operator:* W. Avera Wynne, Box 221. *Phone:* 1420. *Power:* 250 and 100 watts on 1,420 kc. (shares night time with WCHV). *Affiliation:* None. *Opened:* September, 1933.

*Station head:* W. Avera Wynne. *Station and commercial manager:* B. W. Frank. *Program director:* Don O'Connor. *Chief engineer:* Isaac Murphrey. *Artists bureau*

## NORTH CAROLINA STATIONS—Continued

*head:* Carl McKinney. *Musical director:* Wally Williams. *Production manager:* Bernard Proctor.

*Rep:* None. *News:* None. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* Not accepted. *Artists bureau:* Yes; list about 20 artists. *Base rate:* \$45.

*Copy restrictions:* Beer and wine accepted; no liquor advertising; patent medicine copy subject to station censorship.

### WMFD, WILMINGTON

*Operator:* R. A. Dunlea, Hotel Wilmington. *Phone:* 3. *Power:* 100 watts on 1370 kc (daytime). *Affiliation:* None. *Opened:* April 18, 1935.

*Station manager:* R. A. Dunlea. *Commercial manager:* Sol Sternberger. *Program director:* H. W. Lee. *Chief engineer:* R. A. Plank.

*Rep:* J. J. Devine & Associates, Inc. *News:* Transradio. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* Not accepted; population is 98% native born. *Artists bureau:* None. *Base rate:* \$30.

*Copy restrictions:* Accept beer and wine; no hard liquor.

### WGTM, WILSON

*Operator:* H. W. Wilson and Ben Farmer, 115 W. Nash St. *Phone:* 2188. *Power:* 100 watts on 1310 kc (daytime). *Affiliation:* None. *Opened:* July 18, 1937.

*General manager:* H. W. Wilson. *Commercial manager:* Allen Wannamaker. *Program director:* Billy Steadman. *Chief engineer:* Ben Farmer. *Publicity director:* Mina Church.

*Rep:* Bryant, Griffith & Brunson, Inc. *News:* UP. *Seating facilities:* Main studio, seating 30 persons. *Merchandising:* Mail letters to dealers advising them of new programs; furnish window cards, and "other suitable merchandising plans." *Foreign language programs:* No rules; foreign population very small. *Artists bureau:* None, as such; supply advertisers with list of available local talent. *Base rate:* \$30.

*Copy restrictions:* Accept beer, wine and

patent medicines "recognized by the medical profession"; no hard liquor; all copy subject to station censorship.

### WAIR, WINSTON-SALEM

*Operator:* C. G. Hill, George D. Walker, and S. H. Walker, Robert E. Lee Hotel. *Phone:* 21133. *Power:* 250 watts on 1250 kc (daytime). *Affiliation:* None. *Opened:* March 24, 1937.

*Station and promotion manager:* George D. Walker. *Commercial manager:* C. G. Hill. *Program and musical director, artists bureau head:* Charles Keaton. *Chief engineer:* Earl F. Downey.

*Rep:* None. *News:* Transradio. *Seating facilities:* About 150 persons. *Merchandising:* Complete service; do mimeographing, mailings, window card distribution, etc.; service is gratis except for postage. *Foreign language programs:* Not accepted. *Artists bureau:* Setup nominal only. *Base rate:* \$70.

*Copy restrictions:* No alcoholic beverage accounts taken; medicine accounts subject to inspection by medical adviser; all copy subject to station approval.

### WSJS, WINSTON-SALEM

*Operator:* Piedmont Publishing Co., 416-420 N. Marshall St. *Phone:* 4141. *Power:* 100 watts on 1310 kc. *Affiliation:* CBS. *Opened:* April 17, 1930. (Note: This station is newspaper-owned by the Piedmont Publishing Co.)

*General, station and commercial manager:* Norris L. O'Neil. *Program director:* John Miller. *Chief engineer:* Douglas J. Lee. *Musical director:* Elsie C. Tuttle. *Publicity director:* John Miller.

*Rep:* Kelly-Smith Co. *News:* UP. *Seating facilities:* 40 persons. *Merchandising:* Complete free service including publicity through affiliated newspapers; regular sales surveys. *Foreign language programs:* Policy has been not to accept; but no set policy against such programs. *Artists bureau:* None. *Base rate:* \$100.

*Copy restrictions:* Accept beer and wine; no hard liquor advertising permissible under state laws.





# NORTH DAKOTA

(119,600 radio homes)

## Radio Homes by Counties

Adams .....	1,080	Grant .....	1,590	Ransom .....	1,900
Barnes .....	3,570	Griggs .....	1,160	Renville .....	1,290
Benson .....	2,290	Hettinger .....	1,370	Richland .....	3,740
Billings .....	480	Kidder .....	1,250	Rolette .....	1,710
Bottineau .....	2,610	La Moure .....	1,930	Sargent .....	1,630
Bowman .....	930	Logan .....	1,190	Sheridan .....	1,140
Burke .....	1,710	McHenry .....	2,600	Sioux .....	750
Burleigh .....	3,830	McIntosh .....	1,450	Slope .....	740
Cass .....	10,030	McKenzie .....	1,730	Stark .....	2,620
Cavalier .....	2,380	McLean .....	2,950	Steele .....	1,140
Dickey .....	1,840	Mercer .....	1,450	Stutsman .....	4,600
Divide .....	1,670	Morton .....	3,420	Towner .....	1,390
Dunn .....	1,440	Mountrail .....	2,390	Traill .....	2,130
Eddy .....	1,030	Nelson .....	1,690	Walsh .....	3,400
Emmons .....	1,830	Oliver .....	650	Ward .....	6,620
Foster .....	1,090	Pembina .....	2,540	Wells .....	2,190
Golden Valley .....	760	Pierce .....	1,440	Williams .....	3,690
Grand Forks .....	6,570	Ramsey .....	2,980		

### KFYR, BISMARCK

*Operator:* Meyer Broadcasting Co., 320 Broadway. *Phone:* 19. *Power:* 5,000 and 1,000 watts on 550 kc. *Affiliation:* NBC Northwestern Group. *Opened:* September, 1925.

*President:* P. J. Meyer. *Station manager, commercial manager:* F. E. Fitzsimonds. *Program director, musical director:* R. E. Burris. *Chief engineer:* Ivar Nelson.

*Rep:* Gene Furgason & Co. *News:* Transradio. *Seating facilities:* None in studio; have access to city auditorium. *Merchandising:* Window displays; call on sponsor's dealers wherever possible; notify wholesalers by mail of new programs; length of contract governs amount of merchandising. *Foreign language programs:* Accepted provided they are accompanied by an English translation. *Artists bureau:* None. *Base rate:* \$200.

*Copy restrictions:* Beer advertising accepted; no other alcoholic beverages; accept restricted list of patent medicines; copy on all commercials must be in accord "with sound broadcasting practices."

### KDLR, DEVILS LAKE

*Operator:* KDLR, Inc., 1025 Third St. *Phone:* 1090. *Power:* 100 watts on 1210 kc. *Affiliation:* None. *Opened:* Jan. 25, 1925.

*Director, station manager:* Bert Wick. *Program director:* C. W. Crewe. *Chief engineer:* Richard Moritz.

*Rep:* Cox and Tanz (Philadelphia and Chicago). *News:* United Press. *Seating facilities:* Theatre seating 990 persons; 25c.

*admission. Merchandising:* Service offered at cost plus 10% for card distribution; tie-in trailers at theatres at cost plus 10%; window displays and general publicity included when available at no extra cost. *Foreign language programs:* Accepted; copy in English must be submitted, and program conform to standards of good taste. *Artists bureau:* None. *Stock:* Principally held by Bert Wick and Hildur Marie Wick. *Base rate:* \$20 (half-hour).

*Copy restrictions:* Accept beer; no wine or liquor advertising; no "cure-all;" copy must be in good taste and conform to station standards.

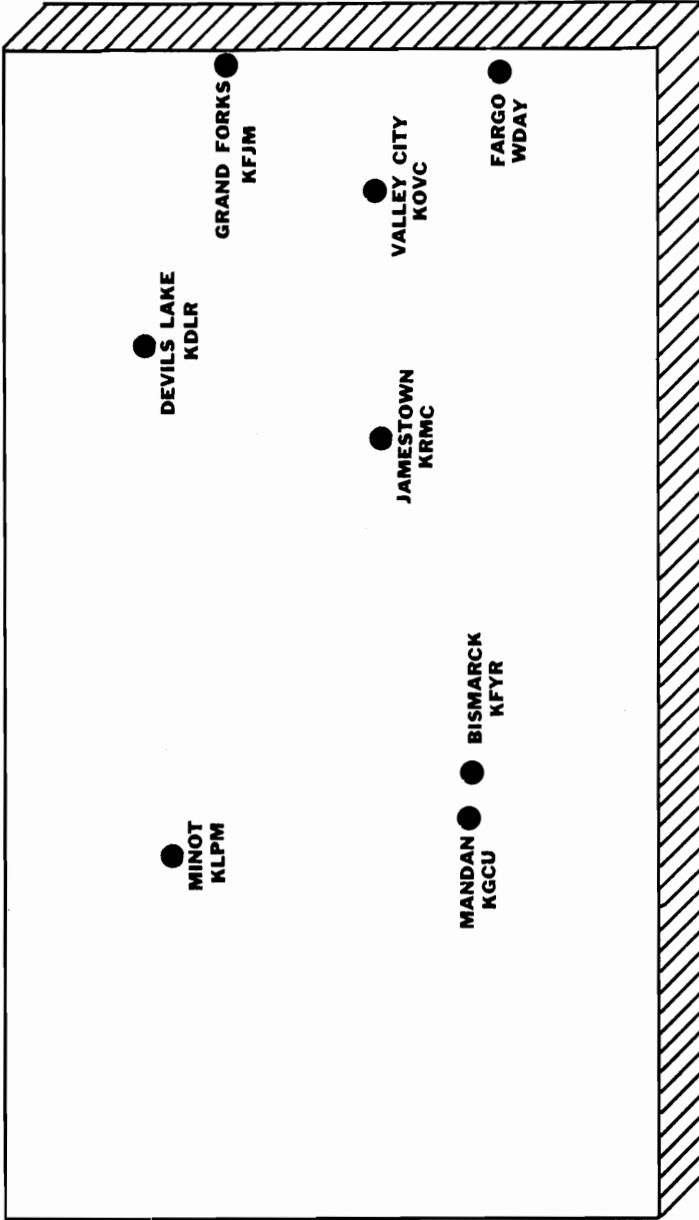
### WDAY, FARGO

*Operator:* WDAY, Inc., Black Bldg. *Phone:* 6800. *Power:* 5,000 and 1,000 watts on 940 kc. *Affiliation:* NBC (Northwest). *Opened:* May 22, 1922. (Note: station is affiliated with the Fargo Forum.)

*President, station manager:* E. C. Reineke. *Commercial manager:* Barney J. Lavin. *Program director:* Ken Kennedy. *Chief engineer:* Julius Hetland. *Publicity director:* Dave Henley.

*Rep:* Free & Peters, Inc. *News:* UP; Transradio. *Seating facilities:* Studio, 150 persons. *Merchandising:* Yes; pre-announce new programs, plus ads in Fargo Forum and an air preview; notify all Fargo and Moorhead dealers of program; have signs on buses in Moorhead and Fargo. *Foreign language programs:* Will accept one-minute transcribed announcements in Scandinavian languages. *Artists bureau:* Yes. *Stock:* Principal holders are E. C. Reineke,

# NORTH DAKOTA



## NORTH DAKOTA STATIONS—Continued

C. H. Reineke, Jenny C. Black, Norman D. Black, H. D. Paulson. *Base rate:* \$160.

*Copy restrictions:* Take wine, beer, liquor; minute and 100 word announcements.

### KFJM, GRAND FORKS

*Operator:* University of North Dakota, First National Bank Bldg. *Phone:* 1200. *Power:* 1,000 and 500 watts on 1410 kc. *Affiliation:* None. *Opened:* 1923. (Note: This station is owned and operated by the University of North Dakota.)

*General and station manager:* Dalton Le Masurier. *Commercial manager:* Elmer Hanson. *Program director:* Helen A. La Velle. *Chief engineer:* Elwin J. O'Brien.

*Rep:* None. *News:* Transradio. *Seating facilities:* 35 persons. *Merchandising:* Publicity dealer contacts and checks of window and counter displays and stocks carried out free; out-of-town contacts and surveys, mailing lists and mailings available at actual cost. *Foreign language programs:* Will accept, with no specific restrictions; Scandinavian, Polish and German programs recommended for territory. *Artists bureau:* None. *Base rate:* \$24 (½ hr.).

*Copy restrictions:* Beer and light wines accepted; no hard liquor or patent medicine advertising; only restriction on copy is that it be in good taste.

### KRMC, JAMESTOWN

*Operator:* Roberts-McNab Co., 418 Front St. *Phone:* 100. *Powers* 250 and 100 watts on 1370 kc. *Affiliation:* None. *Opened:* March 14, 1937.

*General manager:* A. J. Breitbach. *Station manager, chief engineer:* Don F. Holaday. *Commercial manager:* George Foster. *Program director:* Victor V. Bell. *Publicity director:* Ray Stough.

*Rep:* Walter Biddick Co. (Coast). *News:* Transradio. *Seating facilities:* Dining room available seating 300; also theatre (mornings) seating 650; also armory seating 800 (25c. admission). *Merchandising:* Cards, window displays, truck banners, space in weekly paper, etc. given sponsor; up to 10% of card rate will be spent by station for such promotion without extra charge to sponsor. *Foreign language programs:* Accepted; German and Scandinavian would be most suitable. *Artists bureau:* Station books orchestras, but does not have them under contract. *Stock:* Principally held by

# KEYR

With the highest narrow base self-supporting radiator in the world, 704 feet, KEYR is serving the great Northwest more efficiently than ever.

**MEYER BROADCASTING COMPANY**

BISMARCK, N. D.

FURGASTON & ASTON, National Representatives

## NORTH DAKOTA STATIONS—Continued

A. L. Roberts, R. B. McNab, and A. J. Breitbach. *Base rate:* \$40.

*Copy restrictions:* Accept wine and beer; no hard liquors; patent medicines allowed, but not encouraged; all copy must meet FCC requirements and be subject to editing for grammatical errors.

### KGCU, MANDAN

*Operator:* Mandan Radio Association, Inc., 111 First Ave., N. W. *Phone:* 631. *Power:* 250 watts on 1240 kc (divides time with KLPM; has construction permit for unlimited time operation). *Affiliation:* None. *Opened:* 1925.

*General manager:* J. K. Kennelly. *Program director:* Morton Wiebers. *Chief engineer:* James E. Gilfof.

*Rep:* None listed. *News:* AP. *Seating facilities:* Visitors' Room, seating 200 persons. *Merchandising:* Reasonable services rendered free of charge; special services at cost, plus 10%. *Foreign language programs:* Will accept; translation must be furnished in advance. *Artists bureau:* None, as such, but maintain register of 6 orchestras and 56 entertainers for convenience of advertisers. *Base rate:* \$30.

*Copy restrictions:* Accept beer, but no wine or hard liquor; announcements limited to 100 words; all copy subject to station approval.

### KLPM, MINOT

*Operator:* John B. Cooley, Fair Block. *Phone:* 1267. *Power:* 1,000 and 500 watts on 1360 kc. *Affiliation:* None. *Opened:* October 1, 1929.

*General and commercial manager:* E. H. Cooley. *Station manager, publicity director:* R. J. Schmidt. *Program director:* Helen Burnstad. *Chief engineer:* C. W. Baker. *Artists bureau head:* J. A. Solga. *Musical director:* J. B. Cooley.

*Rep:* Transamerican Broadcasting and Television Corp. *News:* Transradio. *Seating facilities:* 100 persons. *Merchandising:* Cooperate with advertisers upon request; services worked out between station and individual accounts. *Foreign language programs:* Accept Norwegian, German and Russian programs. *Artists bureau:* Setup nominal only. *Base rate:* \$30 (½ hr.).

*Copy restrictions:* Beer and wine accepted; no liquor or patent medicine advertising; copy censored for misleading claims, and commercials restricted to maximum of 3 minutes.

### KOVC, VALLEY CITY

*Operator:* KOVC, Inc., 312 Fifth Ave. *Phone:* 408. *Power:* 250 and 100 watts on 1500 kc. *Affiliation:* None. *Opened:* Oct. 19, 1936.

*Station and program director:* Robert E. Ingstad. *Commercial director:* Jack Carter. *Chief engineer:* Leonard Duba. *Publicity director:* Thomas P. Elliot.

*Rep:* Cox and Tanz. *News:* Transradio. *Seating facilities:* 1,000 persons. *Merchandising:* Partial; has two display windows for sponsor use. *Foreign language programs:* No restrictions on this type of business. *Artists bureau:* Nominally maintained. *Base rate:* \$40.

*Copy restrictions:* Will accept beer; no wines or other alcoholic beverages.



# OHIO

(1,641,500 radio homes)

## Radio Homes by Counties

Adams .....	4,990	Hamilton .....	153,830	Noble .....	3,660
Allen .....	17,460	Hancock .....	10,760	Ottawa .....	6,160
Ashland .....	7,320	Hardin .....	7,190	Paulding .....	3,770
Ashtabula .....	17,230	Harrison .....	4,710	Perry .....	7,440
Athens .....	10,230	Henry .....	5,530	Pickaway .....	5,960
Auglaize .....	7,060	Highland .....	6,900	Pike .....	3,040
Belmont .....	21,880	Hocking .....	4,780	Portage .....	10,600
Brown .....	5,330	Holmes .....	3,940	Preble .....	5,990
Butler .....	27,530	Huron .....	8,920	Putnam .....	5,780
Carroll .....	3,990	Jackson .....	5,870	Richland .....	16,270
Champaign .....	6,460	Jefferson .....	19,760	Ross .....	10,460
Clark .....	22,890	Knox .....	7,880	Sandusky .....	10,290
Clermont .....	7,960	Lake .....	10,320	Scioto .....	18,440
Clinton .....	5,870	Lawrence .....	9,710	Seneca .....	11,700
Columbiana .....	21,580	Licking .....	16,010	Shelby .....	6,070
Coshocton .....	7,380	Logan .....	7,750	Stark .....	53,510
Crawford .....	9,250	Lorain .....	25,670	Summit .....	82,210
Cuyahoga .....	295,030	Lucas .....	85,940	Trumbull .....	27,960
Darke .....	9,690	Madison .....	4,760	Tuscarawas .....	17,040
Defiance .....	5,720	Mahoning .....	52,780	Union .....	4,990
Delaware .....	6,700	Marion .....	11,640	Van Wert .....	6,670
Erie .....	10,850	Medina .....	7,540	Vinton .....	2,370
Fairfield .....	10,830	Meigs .....	5,910	Warren .....	6,770
Fayette .....	5,320	Mercer .....	5,670	Washington .....	10,810
Franklin .....	90,880	Miami .....	13,460	Wayne .....	11,850
Fulton .....	5,950	Monroe .....	4,320	Williams .....	6,530
Gallia .....	4,980	Montgomery .....	68,570	Wood .....	12,660
Geauga .....	3,790	Morgan .....	3,490	Wyandot .....	4,890
Greene .....	8,300	Morrow .....	3,980		
Guernsey .....	10,150	Muskingum .....	17,420		

### WADC, AKRON

Operator: Allen T. Simmons, P. O. Box 830. Phones: Hemlock 5151-2-3. Power: 5,000 and 1,000 watts on 1320 kc. Affiliation: CBS. Opened: April 8, 1925.

Owner, general manager, station manager: Allen T. Simmons. Promotion, publicity director: E. A. Marshal. Program director, musical director: H. L. Hageman. Chief engineer: John Aitkenhead, Jr. Artists bureau head: R. B. Wilson.

Rep: None. News: Transradio. Seating facilities: O'Neil's Auditorium—seats 1,000. Merchandising: Complete service; also devotes certain space in local paper under WADC signature relative to advertisers' programs. Foreign language programs: No restrictions on acceptance. Artists bureau: No talent listed, though nominally there is an artists setup. Base rate: \$195.

Copy restrictions: Federal Trade Commission rulings and regulations observed; copy must be in "good taste"; alcoholic beverages accepted.

### WJW, AKRON

Operator: WJW, Inc., 41 S. High St. Phones: Jefferson 6111; Franklin 1111; Hemlock 1000. Power: 250 and 100 watts on

1210 kc. Affiliation: None. Opened: October, 1932.

President: John F. Weimer. Station and commercial manager: S. W. Townsend. Program director, artists bureau head, musical director: Arthur W. Graham. Chief engineer: Gerald Roberts. Publicity director: Len Taylor.

Rep: None. News: None. Seating facilities: Akron Armory, 3,500 persons; Rudick's Auditorium, 250. Merchandising: Complete service; also devotes space in local paper to new clients. Foreign language programs: Accepts announcements; extra charge of \$1 per announcement if station announcer is used. Artists bureau: No talent listed, although a setup is nominally maintained. Stock: Held by John F. Weimer, W. F. Jones, S. L. Townsend. Base rate: \$93.75.

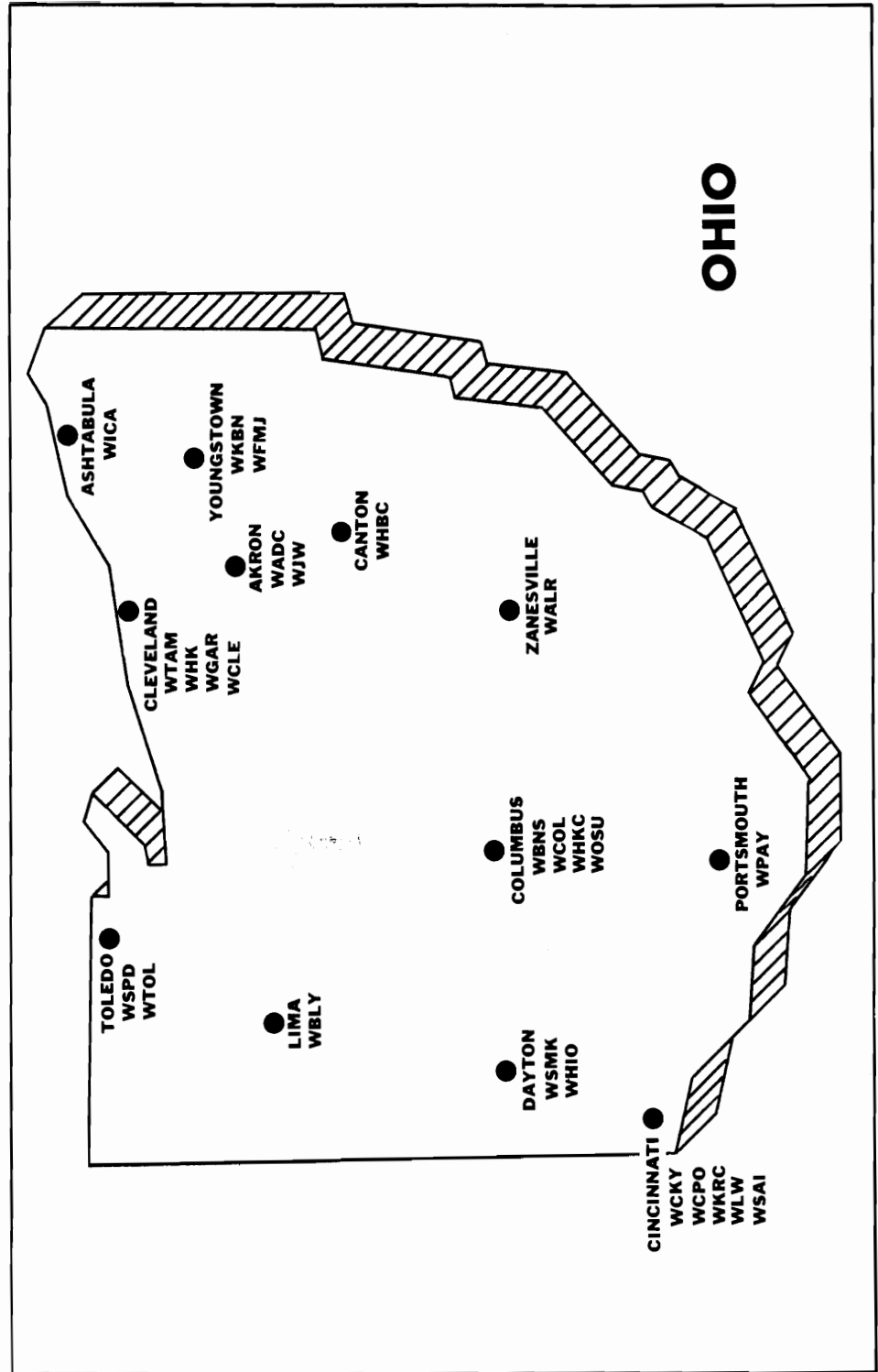
Copy restrictions: Commercials for beer, wines and alcoholic beverages accepted only after 9 p.m.

### WICA, ASHTABULA

Operator: C. A. Rowler. Power: 250 watts on 940 kc. (daytime). Affiliation: None. Opened: 1937.

Base rate: \$60.

No further information available.



## OHIO STATIONS—Continued

### WHBC, CANTON

*Operator:* The Ohio Broadcasting Co., 319 W. Tuscarawa Street. *Phone:* 5385. *Power:* 100 watts on 1200 kc (construction permit for 250 and 100 watts on 1200 kc). *Affiliation:* None. *Opened:* May 1, 1925.

*General manager:* S. A. Spilker. *Commercial manager:* Ralph H. Bruce. *Program director:* S. T. Mayers. *Chief engineer:* Kenneth Sliker. *Publicity director:* Tom McClowry.

*Rep:* None. *News:* None. *Seating facilities:* None. *Merchandising:* Complete service rendered at actual cost. *Foreign language programs:* Will accept; translation must be submitted for approval. *Artists bureau:* Setup nominal only. *Base rate:* \$27.50 (½ hr.).

*Copy restrictions:* Beer and wine accepted; no hard liquor; patent medicine copy must be worded in a manner acceptable to average listener, and is subject to station approval.

### WCKY, CINCINNATI

*Operator:* L. B. Wilson, Inc., Sixth and Madison, Covington, Ky.; sales offices, Hotel Gibson, Cincinnati; studios, Netherland-Plaza Hotel, Cincinnati. *Phone:* Hemlock 7655. *Power:* 10,000 watts on 1490 kc. *Affiliation:* NBC Red and Blue Supplementary Basic Service. *Opened:* Sept. 16, 1929. (Note: FCC license issued for Covington, Ky.)

*President, general manager, station manager:* L. B. Wilson. *Director of sales and merchandising:* Lloyd George Venard. *Commercial manager:* G. H. Moore. *Chief engineer:* Charles Topmiller. *Production and promotion director:* Mendel Jones. *Musical director:* Eli Chalfie. *Publicity director:* Elmer H. Dressman.

*Rep:* Free & Peters, Inc. *News:* Transradio. *Seating facilities:* Studio, 75 persons. *Merchandising:* Meetings with wholesaler and jobber salesmen, chain store employees, broker salesmen and manufacturers' representatives; WCKY is a member of the Cincinnati Association of Manufacturers' Representatives (food), Cincinnati Retail Grocers and Meat Dealers' Association and the Ohio Valley Druggists Association; maintain active contact with these men; personal calls on buyers for wholesale and chain trade to inform them of programs; call on retail dealers to place display and report on stock, competitive stock, copy of which report is forwarded to company and agency; also car cards, taxicab signs and publicity department activity furnished without charge; notify dealers and jobbers by mail; make com-

parative surveys before and during contracts; merchandising service available at no cost to clients using 26 or more programs. *Foreign language programs:* No. *Artists bureau:* None. *Base rate:* \$440.

*Copy restrictions:* All commercial copy must be okayed by continuity department; accept beer and wine; no whiskey; medical copy passed on by continuity department.

### WCPO, CINCINNATI

*Operator:* Scripps-Howard Radio, Inc., B. F. Keith Bldg. *Phone:* Main 3314. *Power:* 250 and 100 watts on 1200 kc. *Affiliation:* None. *Opened:* Oct. 1, 1935. (Note: operator is a division of the Scripps-Howard Newspapers; local S-H paper is The Cincinnati Post.)

*General manager:* M. C. Watters.

*Rep:* None. *News:* 14 periods daily. *Seating facilities:* Three studios, capacity about 75. *Merchandising:* Maintains complete department, including large street studio with display windows; also ties in with merchandising facilities of The Cincinnati Post. *Foreign language programs:* Accepted; no controversial subjects allowed. *Artists bureau:* Yes. *Base rate:* \$100 (WCPO is also sold in combination with WNOX and WMPS).

*Copy restrictions:* All continuity subject to station approval; beer and wine advertising not accepted.

### WKRC, CINCINNATI

*Operator:* Columbia Broadcasting System, Inc., Hotel Alms. *Phone:* Woodburn 0550. *Power:* 5,000 and 1,000 watts on 550 kc. *Affiliation:* CBS. *Opened:* May 5, 1924.

*General manager:* Wm. A. Schudt, Jr. *Commercial manager:* Wm. J. Williamson. *Program and musical director:* Ruth Lyons. *Chief engineer:* Frank Dieringer. *Publicity director:* Margaret Maloney. *Special events director:* Cecil Carmichael.

*Rep:* Radio Sales. *News:* UP. *Seating facilities:* Auditorium studio seating 125 persons. *Merchandising:* No special service; sales department will contact dealers by mail, if advertiser pays postage. *Foreign language programs:* No rules. *Artists bureau:* None. *Base rate:* \$300.

*Copy restrictions:* CBS program policies.

### WLW, CINCINNATI

*Operator:* Crosley Radio Corp., 1329 Arlington St. *Phone:* Kirby 4800. *Power:* 500,000 watts on 700 kc. *Affiliation:* NBC

# PROVED AGAIN!

**WKRC IS CINCINNATI'S DOMINANT LOCAL STATION**



WKRC

When Starch surveyed Cincinnati, WKRC received far and away more votes for regular listening—night and day—than any other local station.

In food advertising, WKRC leads with more quarter hours than the other local network stations combined (and WKRC leads, too, in local sponsored quarter hours for all classifications).

Now, more decisive proof: the Cincinnati Retail Grocers Association asked their members "What radio station would you prefer to have used by food advertisers in Cincinnati?" WKRC received more than 49% of all votes cast for any local network station!

The station food advertisers prefer is the station food merchants prefer. Natural enough—because it's the local station that Cincinnati listeners prefer.

WKRC—on every count—is Cincinnati's dominant local station; owned and operated by CBS.

**WKRC**  
A CBS STATION

**CINCINNATI'S DOMINANT LOCAL STATION**  
550 kilocycles—5000 watts daytime—1000 watts evening.  
Owned and operated by Columbia Broadcasting System.  
Represented by RADIO SALES: New York, Chicago, Detroit,  
Milwaukee, Birmingham, Los Angeles, San Francisco



## OHIO STATIONS—Continued

Red and Blue Supplementary Basic Service; Mutual Broadcasting System. *Opened:* 1921.

*President:* Powel Crosley, Jr. *Vice-president in charge of broadcasting:* James D. Shouse. *Vice-president, general sales manager:* Robert G. Jennings. *Program director:* Eldon A. Park. *Chief engineer:* R. J. Rockwell. *Artists bureau head:* Alvin R. Plough. *Associate musical directors:* William Stoess; Josef Cherniavsky. *Continuity director:* Lee House. *Sales promotion manager:* John Kuelling Koepf. *Publicity director:* Bill Bailey.

*Rep:* Transamerican Broadcasting & Television Corp.; J. Ralph Corbett, Inc., in local, home territory. *News:* INS, UP. *Seating facilities:* Auditorium studio, seating 400 (shared with WSAD); second auditorium, seating 2,200, available on special arrangement. *Merchandising:* Publicity supplied to 2,910 newspapers, daily and weekly, radio publications and fan magazines in the WLW territory, plus trade journals. *Foreign language programs:* No policy mentioned. *Base rate:* \$1,200.

*Copy restrictions:* Beer accepted; no other alcoholic beverages; proprietary remedies subject to specific approval of the management; length of commercial copy subject to time of day, length of program, and station restrictions.

### WSAI, CINCINNATI

*Operator:* Crosley Radio Corp., 1329 Arlington St. *Phone:* Kirby 4800. *Power:* 5,000 and 1,000 watts on 1330 kc. *Affiliation:* NBC Red and Blue Supplementary Basic Service; Mutual Broadcasting System. *Opened:* 1921. (Note: This station is under the same ownership as WLW, Cincinnati).

*President:* Powel Crosley, Jr. *Vice-president in charge of broadcasting:* James D. Shouse. *General manager:* R. E. Dunville. *Program director:* Eldon A. Park. *Sales promotion manager:* John Kuelling Koepf. *Chief engineer:* R. J. Rockwell. *Artists bureau head:* Alvin R. Plough. *Musical directors:* William Stoess; Josef Cherniavsky. *Special events director:* Herbert Flaig. *Research director:* Meredith Runck. *Continuity director:* Lee House. *Publicity director:* Bill Bailey.

*Rep:* Transamerican Broadcasting & Television Corp. *News:* INS; UP. *Seating facilities:* See WLW. *Merchandising:* Dealer tie-ins, letters, personal calls, and publicity supplied. *Foreign language programs:* No policy mentioned. *Artists bureau:* Yes. *Base rate:* \$240.

*Copy restrictions:* Accept beer, but no other alcoholic beverages; some patent medicines accepted after investigation of

products; commercials most conform to standards of good taste.

### WCLE, CLEVELAND

*Operator:* Cleveland Radio Broadcasting Corp., 1311 Terminal Tower. *Phone:* Prospect 5800. *Power:* 500 watts on 610 kc. (to local sunset). *Affiliation:* Mutual Broadcasting System. *Opened:* Jan. 1, 1927 as WJAY. (Note: WCLE is newspaper-owned: The Cleveland Plain Dealer.)

*Vice-president, general manager:* H. K. Carpenter. *Commercial manager:* K. K. Hackathorn. *Advertising manager:* John T. Vorpe. *Program director:* Russell Richmond. *Chief engineer:* E. L. Gove. *Musical director:* Louis Rich. *Publicity director:* Neil Collins.

*Rep:* Free & Peters, Inc. *News:* UP. *Seating facilities:* Two largest studios seat 350-400 apiece. *Merchandising:* See description of WHK, Cleveland. *Foreign language programs:* See WHK, Cleveland. *Artists bureau:* See WHK, Cleveland. *Stock:* See WHK, Cleveland. *Base rate:* \$150.

*Copy restrictions:* Spot announcements limited to 100 words; chain breaks limited to 40 words; commercial continuity on daytime quarter-hours is limited to 550 words; daytime half-hours, 800 words; daytime hours, 1350 words; evening quarter-hours, 425 words; evening half-hours, 700 words; evening hours, 900 words; no false or misleading advertising (cooperate with Better Business Bureau); no disparagement of competitors or their products; no words such as "halitosis, poisonous, or body odor," or any violation of good taste; no fortune telling, numerology, etc.; beer and wines okay if copy does not intend to spread further use of these beverages; no hard liquors.

### WGAR, CLEVELAND

*Operator:* WGAR Broadcasting Co., Hotel Statler. *Phone:* Prospect 0200. *Power:* 1,000 and 500 watts on 1450 kc. (has construction permit for 5,000 and 1,000 watts). *Affiliation:* CBS. *Opened:* Dec. 15, 1930.

*President:* G. A. Richards. *General manager:* John F. Patt. *Assistant manager:* Eugene Carr. *Commercial manager:* Ellis Vanderpyl. *Program director, artists bureau head:* Worth Kramer. *Production manager:* Carl George. *Chief engineer:* R. Morris Pierce. *Musical director:* Walberg Brown. *Publicity director:* Maurice Condon.

*Rep:* Edward Petry & Co., Inc. *News:* INS; Universal. *Seating facilities:* Ballroom Hotel Statler, 1,000; studio A, 100; studio B, 75; Carnegie Hall auditorium,



# voluntary choice

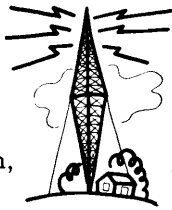
WSAI is now carrying 57.8% more LOCAL and NATIONAL SPOT quarter-hour units in Cincinnati than local network station A, and 136.8% more than local network station B. Every one of these units represents a *voluntary choice* by an advertiser who decided in his own mind — without restrictions — what to buy and where to buy it.

And in the food field, which is even more significant because competition is fierce — margin of profit is small — and every penny of the advertising dollar must bring results, we find WSAI is carrying 10% more LOCAL and NATIONAL SPOT quarter - hour units than the other two network stations *combined*.

## WSAI ★ CINCINNATI

● NATIONAL SPOT REPRESENTATIVE  
TRANSAMERICAN  
NEW YORK    CHICAGO    HOLLYWOOD


---




A radio station, just like a newspaper, is as good as the quality of its service . . . . . For example, WLW

news reports are attentively followed because both **UP** and **INS**

leased wires are edited for radio broadcasting by a staff of six news


writers  under the direction of a department head with

thirty years newspaper experience and four years of editing radio

news . . . . . Our dramatic organization  of sixteen

full-time staff artists has been hand-picked by a director qualified

by a background of twenty-two years in the theatre and eight years

in radio . . . . . The musical department,  with its

fifty-three members, owes much of its success to the many years

of experience of its directors  in radio, theatre and

moving pictures . . . . . The eighteen WLW vocalists are greater

artists because of the vocal director's background in this specialized

work . . . . . This high type of service based on experience is, we

think, a large part of the story of **WLW** the Nation's Station.

## OHIO STATIONS—Continued

400; Public Auditorium, 15,000; Music Hall, Public Auditorium, 2,500. *Merchandising*: Complete service; keep lists and mail announcements of new air campaigns; circularize retail outlets for cost; send speakers to sales meetings; help introduce products; check product sales; for cost of printing, will deliver street cars cards and get them placed; send talent for retail store gatherings; preview air shows for dealers; etc. *Foreign language programs*: Will accept without restrictions as to day or evening hours; also announcements. *Artists bureau*: Yes; with complete talent roster. *Stock*: Privately held by G. A. Richards, Leo Fitzpatrick, P. M. Thomas, and John F. Patt. *Base rate*: \$300.

*Copy restrictions*: Beer accepted at any time; liquor and wine taken only after 10 p.m., with commercials limited to brand name and manufacturer; patent medicine acceptance limited insofar as restricted by government agencies; all copy subject to station approval and governmental regulations.

### WHK, CLEVELAND

*Operator*: Radio Air Service Corp., 1311 Terminal Tower. *Phone*: Prospect 5800. *Power*: 2,500 and 1,000 watts on 1390 kc.

*Affiliation*: NBC Basic Blue; Mutual Broadcasting System. *Opened*: July 26, 1921 as 8ACS; March 5, 1922 as WHK. (Note: WHK is newspaper-owned: The Cleveland Plain Dealer.)

*Vice-president, general manager*: H. K. Carpenter. *Commercial manager*: K. K. Hackathorn. *Advertising manager*: John T. Vorpe. *Chief engineer*: E. L. Gove. *Program director*: Russell Richmond. *Musical director*: Louis Rich. *Publicity director*: Neil Collins.

*Rep*: Free & Peters, Inc. *News*: UP. *Seating facilities*: Two largest studios seat 350-400 apiece. *Merchandising*: Supply lists of retailers and wholesalers; mail out letters and/or printed matter, station to furnish letter heads and labor, advertiser paying for postage and furnished printing matter; make surveys by phone or personal contact (advertiser to pay traveling expense on personal calls if more than 20 miles from station); introduce salesmen to key buyers; arrange for window display space; distribute displays; arrange audition of program for important local outlets (advertiser to pay for talent); personal calls informing dealers, etc. of campaign. *Foreign language programs*: Accepted provided literal English translation is fur-



## OHIO STATIONS—Continued

nished in advance to Stanley Altschuler, foreign program director. *Artists bureau:* Yes; all station personalities under its control for outside appearance. *Stock:* All stock held by the United Broadcasting Co.; this company also holds all stock of WCLE, Cleveland; WHK holds all stock of WHKC, Columbus; WKBN, Youngstown, is a UBC affiliate. *Base rate:* \$340.

*Copy restrictions:* Spot announcements limited to 100 words; chain breaks limited to 40 words; commercial continuity on daytime quarter-hours is limited to 550 words; daytime half-hours, 800 words; daytime hours, 1350 words; evening quarter-hours, 425 words; evening half-hours, 700 words; evening hours, 900 words; no false or misleading advertising (cooperate with Better Business Bureau); no disparagement of competitors or their products; no words such as "halitosis, poisonous, or body odor," or any violation of good taste; no fortune telling, etc; beer and wines okay if copy does not encourage further use of these beverages; no hard liquors.

### WTAM, CLEVELAND

*Operator:* Owned and operated by National Broadcasting Co., NBC Building, 815 Superior Ave., N. E. *Phone:* Cherry 0942.

*Power:* 50,000 watts on 1070 kc. *Affiliation:* NBC Basic Red. *Opened:* September, 1923.

*Station manager:* Vernon H. Pribble. *Program director:* Hal Metzger. *Chief engineer:* S. E. Leonard. *Sales manager:* Howard Barton. *Artists bureau head:* E. Alcott. *Musical director:* Walter Logan. *Publicity director:* Bob Dailey.

*Rep:* National Broadcasting Co. *News:* UP. *Seating facilities:* Studio A, 150 persons; Studio B, 150. *Merchandising:* None listed. *Foreign language programs:* None listed. *Artists bureau:* Yes; complete roster of talent is listed. *Base rate:* \$400.

*Copy restrictions:* Lectures and educational talks not accepted between 6 p.m. and midnight except by special arrangement; time of broadcast subject to change to other periods on 28 days' notice to accommodate network broadcasts, excepting in the case of independent announcements which may be moved to other periods if available, and as arranged by station manager on 24 hours' notice; closing date is two weeks in advance of initial program and program material must be arranged one week in advance of broadcast date—no change within two days preceding broadcast; all programs subject to station approval; beer is accepted; no other alco-

The **NEW..GREATER** and **MORE POWERFUL..**

# WUCKY

To an AUDIENCE OF MORE  
THAN TWO MILLION  
LISTENERS IN THE  
RICH OHIO VALLEY

# 10,000 watts

# FIRST IN CLEVELAND

*- And here's how!*

1. **BEST** of NBC Blue and Mutual Network shows.
2. **GUARANTEED** time which cannot be offered by any other Cleveland stations.
3. **LOCAL** and public interest programs given more attention.
4. **EXCLUSIVE BASEBALL** broadcasts in Cleveland since 1932.
5. **LARGEST** and best staff of entertainers in Cleveland.
6. **PIONEER** in educational, "stunts", short-wave and facsimile broadcasting.
7. **COVERAGE** greater than nearest competition whether based on mail analysis or field strength.
8. **ACTIVE** and co-operative merchandising plus intelligent publicity efforts.
9. **FINEST** studios and most modern technical equipment.



H. K. Carpenter, Vice Pres. and Gen. Mgr.

K. K. Hackathorn, Sales Mgr.

FREE & PETERS, Inc. - National Representatives  
New York - Chicago - Detroit

## OHIO STATIONS—Continued

holic beverages; patent medicines subject to NBC rules.

### WBNS, COLUMBUS

*Operator:* WBNS, Inc., 33 N. High St. *Phone:* Adams 8265. *Power:* 5,000 and 1,000 watts on 1430 kc. *Affiliation:* CBS. *Opened:* 1921. (Note: affiliated with the Columbus Dispatch.)

*General manager, station manager:* Richard A. Borel. *Commercial manager:* W. I. Orr. *Program director:* Jack Price. *Chief engineer:* Lester Nafzger. *Musical director:* Lowell Riley. *Promotion director:* Jim Yerian.

*Rep:* John Blair & Co. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Have working agreement with Columbus Dispatch giving WBNS and clients access to news and radio columns with frequent editorials on public service rendered; full-time merchandising staff; installation of window posters and counter displays; call letters and time stickers supplied by station; mails informative letters on new programs, contests, etc., to distributors; tear-sheet service, complete exploitation files maintained; personal contacts; special efforts advised by clients will be made. *Foreign language programs:* Will accept; but has none running currently. *Artists bureau:* None. *Base rate:* \$175.

*Copy restrictions:* Beer advertising accepted; no wines or alcoholic beverages; patent medicine ads accepted only after station approves copy; no rules in print; "good taste angle carefully guarded."

### WCOL, COLUMBUS

*Operator:* WCOL, Inc., 33 North High St. *Phone:* Main 4581. *Power:* 100 watts on 1210 kc. *Affiliation:* NBC (Red and Blue). *Opened:* September, 1934. (Note: original call letters were WMAN; in 1929 the station was sold, and the letters changed to WSEN; another change was made in 1934.)

*President:* Kenneth B. Johnston. *Station manager:* C. Robert Thompson. *Commercial manager:* Neal A. Smith. *National sales manager:* Jack Kelly. *Program director:* Bob Seal. *Production director:* William W. Beavers. *Continuity and promotion manager:* Ed Bronson. *Chief engineer:* James E. Jowe.

*Rep:* George P. Hollingbery Company. *News:* INS. *Seating facilities:* 40 persons; remote to Columbus Woman's Club, 600 persons, available on request. *Merchandising:* Merchandising assistance to all accounts; up to 500 postal cards announcing new programs mailed free; newspaper advertising and publicity. *Foreign language programs:* None. *Artists bureau:* None;

talent available through program department. *Base rate:* \$125.

*Copy restrictions:* Must comply with FCC restrictions; Better Business Bureau of Columbus consulted on copy claims; beer acceptable any time; wines and liquors only after 10 p.m.

### WHKC, COLUMBUS

*Operator:* Associated Radiocasting Corp., 22 E. Gay Street. *Phone:* Adams 1101. *Power:* 500 watts on 640 kc. (to sunset in Los Angeles). *Affiliation:* Mutual Broadcasting System. *Opened:* 1921. (Note: This station is owned by the Cleveland Plain Dealer; also owners of WHK and WCLE, Cleveland, and WKBN, Youngstown.)

*General and station manager:* Carl M. Everson. *Commercial manager:* Harry H. Hoessly. *Program and publicity director:* Robert S. French. *Chief engineer:* J. E. Anderson. *Musical director:* John K. Agnew.

*Rep:* Free & Peters, Inc. *News:* UP. *Seating facilities:* None. *Merchandising:* Newspaper ads on new programs for two-week period, gratis; work out direct mail campaigns, window cards, truck posters, window displays, at actual cost; distribution is handled free. *Foreign language programs:* Will accept, but seldom requested as foreign element is very small; translation must accompany copy. *Artists bureau:* None. *Stock:* Owned entirely by Radio Air Service Corp., Cleveland. *Base rate:* \$110.

*Copy restrictions:* Beer and wine accepted; no hard liquor; medical copy must meet specifications of Federal Trade Commission and all copy is subject to station approval.

### WOSU, COLUMBUS

*Operator:* Ohio State University. *Power:* 1,000 and 750 watts on 570 kc. (shares time with WKBN).

**This station is non-commercial; university-owned.**

### WHIO, DAYTON

*Operator:* Miami Valley Broadcasting Corp., 39 S. Ludlow. *Phone:* Adams 2261. *Power:* 5,000 and 1,000 watts on 1260 kc. *Affiliation:* CBS. *Opened:* Feb. 9, 1935. (Note: this station is newspaper owned—The Dayton Daily News, which also owns the Springfield News and Sun.)

*President:* J. M. Cox, Jr. *Station manager:* J. Leonard Reinsch. *Commercial manager:* D. A. Brown. *Program director:* Lester Spencer. *Production manager:* A. H. Robb. *Chief engineer:* Ernest L. Adams. *Musical director:* Robert Bowman.

## OHIO STATIONS—Continued

*Rep:* George P. Hollingbery Co. *News:* AP; UP. *Seating facilities:* Can handle audiences up to 500. *Merchandising:* Contacts with wholesale and retail trade; check sales; promotional displays; have available window display space fronting the WHIO building. *Foreign language programs:* None. *Artists bureau:* None. *Base rate:* \$180.

*Copy restrictions:* No wines or alcoholic beverages, but will take beer advertising; patent medicines carefully checked; all copy must be in "good taste."

### WSMK, DAYTON

*Operator:* WSMK, Inc., Loew's Theatre Bldg. *Phone:* AD 3288. *Power:* 200 watts on 1380 kc; does not operate between 7:30 p.m. and 10 p.m. *Affiliation:* None. *Opened:* 1922. (Note: This station is newspaper-affiliated with, but not owned by, the Dayton Herald and Journal).

*President, station manager:* S. M. Krohn, Jr. *Commercial manager:* Chester Hinkle. *Program director:* Helen Blue. *Chief engineer:* Paul Braden. *Artists bureau head, publicity director:* Sid Ten Eyck. *Musical directors:* Helen Blue, Henry Sange.

*Rep:* None. *News:* Transradio. *Seating facilities:* 200 persons. *Merchandising:* No

specific set-up; salesmen act as merchandising advisers. *Foreign language programs:* Would accept, though none have been requested to date. *Artists bureau:* Setup nominal only. *Stock:* Principally held by S. M. Krohn, Sr., S. M. Krohn, Jr., and Sidney Ten Eyck; 20% of shares outstanding. *Base rate:* \$90.

*Copy restrictions:* Accept beer, and patent medicines of long standing; no wine or hard liquor; commercials strictly limited to "reasonable" length, and are subject to station standards.

### WBLY, LIMA

*Operator:* Herbert Lee Blye, 1424 Rice Ave. *Phone:* Main 4632. *Power:* 100 watts on 1210 kc. (daytime). *Affiliation:* None. *Opened:* Dec. 15, 1936.

*Owner:* Herbert Lee Blye. *Commercial manager:* J. R. Payne. *Program director, publicity director:* Nellie Pollack. *Chief engineer:* Andrew L. Shaffer.

*Rep:* None. *News:* INS; also local. *Base rate:* \$39.

No other data available.

### WPAY, PORTSMOUTH

*Operator:* Vee Bee Corp., 1009 Gallia St. *Phone:* 1010. *Power:* 100 watts on 1370 kc.

It's...

# WSPD

IN TOLEDO, NORTHWESTERN OHIO  
AND SOUTHERN MICHIGAN

In an unbiased check-up WSPD was voted most popular for seven days a week—morning—afternoon and night—cold proof that WSPD dominates in popularity—and by a BIG margin.

JOHN BLAIR CO., National Representative

5000 Night  
1000 Day

# WSPD

Toledo's  
NBC Outlet



## OHIO STATIONS—Continued

**Affiliation:** Buckeye Network. **Opened:** April 15, 1935.

**Managing director, commercial manager:** Marie Vandegrift. **Program director:** Orville E. Fields. **Chief engineer:** Maurice Meyers. **Assistant manager:** Gwen Fields.

**Rep:** None. **News:** UP. **Seating facilities:** Studio can accommodate 100 visitors. **Merchandising:** No set service; have sent cards to dealers and made telephone contacts with them for clients. **Foreign language programs:** Accepted, though such business is not solicited. **Artists bureau:** None; there is a nominal setup for procuring talent, however. **Stock:** M. F. Rubin is president of the Vee Bee Corp. **Base rate:** \$75.

**Copy restrictions:** No beer, wine, or other alcoholic beverage advertising; nationally advertised proprietaries accepted.

### WSPD, TOLEDO

**Operator:** The Fort Industry Co., Commodore Perry Hotel. **Phone:** Adams 3175. **Power:** 5,000 and 1,000 watts on 1340 kc. **Affiliation:** NBC Basic Blue. **Opened:** April 15, 1921.

**President:** George B. Storer. **Vice-president, general manager:** J. Harold Ryan. **Commercial manager:** Edward Y. Flanigan. **Program director, artists bureau head:** Russell A. Gohring. **Chief engineer:** Vern C. Alston. **Publicity director:** Gene Williams.

**Rep:** John Blair & Co. **News:** UP. **Seating facilities:** Studio, 50 persons. **Merchandising:** Any reasonable assistance rendered; market surveys, wholesaler and dealer contacts, distribution of displays, letters to merchants, etc.; other special services rendered at cost. **Foreign language programs:** Accepted, if run during daytime. **Artists bureau:** Setup maintained nominally only. **Stock:** Principal holders are George B. Storer, Mary P. Storer, Mabel M. Storer, J. Harold Ryan, and Frances S. Ryan; stock denotes ownership also in subsidiaries and minority interests. **Base rate:** \$220.

**Copy restrictions:** Beer and light wines at all times; hard liquors only after 10:30 p.m.; patent medicines carefully checked.

### WTOL, TOLEDO

**Operator:** Community Broadcasting Co., Bell Bldg. **Phone:** Adams 3291. **Power:** 100 watts on 1200 kc (daytime). **Affiliation:** None. **Opened:** Feb. 27, 1938.

**President:** Frazier Reams. **Station and commercial manager, program director:** Michael E. Kent. **Chief engineer:** William Siegman. **Musical director:** Harold McMorgan. **Publicity director:** George Yakobian.

**Rep:** Joseph Hershey McGillvra. **News:** Transradio. **Seating facilities:** Two studios, larger seating 40, and the smaller 15. **Merchandising:** None. **Foreign language programs:** Have Polish program. **Artists bureau:** None. **Stock:** Stockholders are Frazier Reams, Morton Neipp (attorney), Thomas Bretherton (attorney), and Glenn Reams. **Base rate:** \$60.

**Copy restrictions:** Do not encourage beer, wine, liquor, or any type of alcoholic beverage; all commercial copy subject to station approval.

### WFMJ, YOUNGSTOWN

**Operator:** William F. Maag, Jr. **Power:** 100 watts on 1420 kc (daytime).

**At press time this station had a construction permit only.**

### WKBN, YOUNGSTOWN

**Operator:** WKBN Broadcasting Corp., 17 N. Champion St. **Power:** 500 watts on 570 kc (operates specified hours with WOSU). **Affiliation:** CBS. **Opened:** 1926. (Note: This station is newspaper-affiliated with the Cleveland Plain Dealer.)

**President:** W. P. Williamson, Jr. **Sales manager:** E. E. Evans.

**Rep:** Free & Peters, Inc. **News:** Transradio. **Seating facilities:** 300. **Foreign language programs:** Accepted if copy is limited. **Merchandising:** Complete service. **Base rate:** \$160.

**Copy restrictions:** Alcoholic beverage advertising accepted, if not broadcast earlier than 10 p.m., while programs must not be of less than five minutes' duration, nor plug anything but institutional angles and brand names.

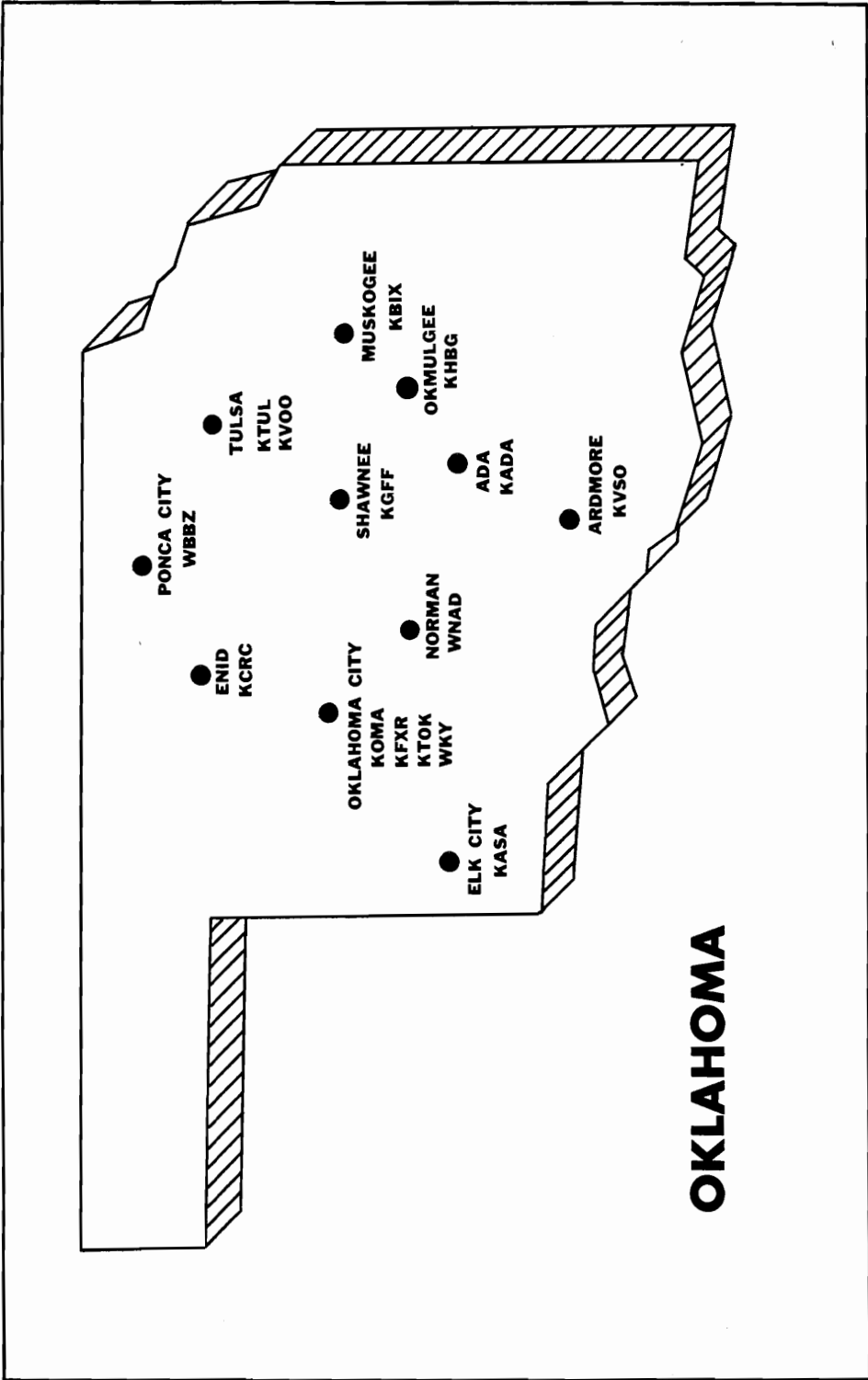
### WALR, ZANESVILLE

**Operator:** WALR Broadcasting Corp., 17 South 4th Street. **Phone:** Main 5044. **Power:** 100 watts on 1210 kc. **Affiliation:** Have permanent line to WWVA, Wheeling. **Opened:** April, 1924.

**Vice-president and general manager:** Ronald B. Woodyard. **Program and production director:** Louis R. Bennett. **Chief engineer:** William Hunt. **Musical director:** Louise Prior.

**Rep:** Weed & Co. **News:** UP. **Seating facilities:** 1,000 persons. **Merchandising:** Offer complete service, including publicity, window displays, etc.; cost varies with contract. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Stock:** 250 shares outstanding; principal holders, Fort Industry Co., Frazier Reams and Ronald B. Woodyard. **Base rate:** \$60.

**Copy restrictions:** Beer, wine and patent medicines accepted; liquor not accepted.



# OKLAHOMA

# OKLAHOMA

(454,300 radio homes)

## Radio Homes by Counties

Adair .....	2,170	Grant .....	2,660	Nowata .....	2,380
Alfalfa .....	2,710	Greer .....	3,410	Okfuskee .....	4,680
Atoka .....	2,240	Harmon .....	2,240	Oklahoma .....	54,080
Beaver .....	1,890	Harper .....	1,350	Okmulgee .....	10,690
Beckham .....	5,230	Haskell .....	2,400	Osage .....	8,940
Blaine .....	3,430	Hughes .....	5,090	Ottawa .....	7,500
Bryan .....	5,290	Jackson .....	5,180	Pawnee .....	3,610
Caddo .....	8,360	Jefferson .....	2,820	Payne .....	7,630
Canadian .....	5,340	Johnston .....	2,100	Pittsburg .....	8,460
Carter .....	7,980	Kay .....	11,040	Pontotoc .....	5,770
Cherokee .....	2,630	Kingfisher .....	2,990	Pottawatomie .....	13,240
Choctaw .....	3,970	Kiowa .....	5,160	Pushmataha .....	2,400
Cimarron .....	950	Latimer .....	1,790	Roger Mills .....	2,200
Cleveland .....	4,580	Le Flore .....	6,860	Rogers .....	3,220
Coal .....	1,860	Lincoln .....	5,710	Seminole .....	15,090
Comanche .....	6,300	Logan .....	5,560	Sequoyah .....	2,890
Cotton .....	2,490	Love .....	1,510	Stephens .....	6,030
Craig .....	2,860	McClain .....	3,260	Texas .....	2,450
Creek .....	12,130	McCurtain .....	5,450	Tillman .....	4,340
Custer .....	4,960	McIntosh .....	3,650	Tulsa .....	45,550
Delaware .....	2,300	Major .....	2,090	Wagoner .....	3,510
Dewey .....	2,240	Marshall .....	1,740	Washington .....	6,170
Ellis .....	1,870	Mayes .....	2,770	Washita .....	4,820
Garfield .....	10,330	Murray .....	2,240	Woods .....	3,400
Garvin .....	4,990	Muskogee .....	12,960	Woodward .....	2,900
Grady .....	8,270	Noble .....	2,950		

### KADA, ADA

*Operator:* C. C. Morris, 115½ S. Rennie. *Phone:* 1212. *Power:* 100 watts on 1200 kc. *Affiliation:* Mutual Broadcasting System; Oklahoma Network. *Opened:* Sept. 26, 1934.

*Owner, station head:* C. C. Morris. *Station and commercial manager:* John M. Whitney. *Program director:* Russell Miller. *Chief engineer:* J. Leiland Seay.

*Rep:* Joseph Hershey McGillvra. *News:* Transradio. *Seating facilities:* Limited; capacity not listed. *Merchandising:* Yes; offer publicity, personal contacts, displays, etc. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$45.

*Copy restrictions:* No beer, wine or hard liquor advertising; no (local) commercials accepted for Sunday broadcasting.

### KVSO, ARDMORE

*Operator:* Ardmoreite Publishing Company, Chickasaw & Northwest Blvd. *Phone:* 3030. *Power:* 250 and 100 watts on 1210 kc. *Affiliation:* Mutual Broadcasting System; Oklahoma Network. *Opened:* August 4, 1935. (Note: This station is newspaper-owned by the Ardmore Daily Ardmoreite.)

*General manager:* Albert Riesen. *Sta-*

*tion manager:* James Griffith. *Program director:* Dolly Dutton. *Chief engineer:* Paul Ross. *Artists bureau head:* Paul Duncan. *Commercial manager:* Eugene Baker.

*Rep:* Joseph Hershey McGillvra. *News:* Four broadcasts daily; service not listed. *Seating facilities:* 100 persons. *Merchandising:* Publicity in Sunday radio page in Daily Ardmoreite, features on both local and national advertisers also run daily in connection with program schedule; direct mail, dealer reports. *Foreign language programs:* No rules; such programs have never been requested. *Artists bureau:* Setup nominal only. *Base rate:* \$60.

*Copy restrictions:* Beer and wine accepted; no liquor advertising; no soliciting of funds; all copy must be approved by station and conform to government regulations.

### KASA, ELK CITY

*Operator:* E. M. Woody, Casa Grande Hotel. *Phone:* 730. *Power:* 100 watts on 1210 kc. *Affiliation:* None. *Opened:* Oct. 18, 1932. (Note: Station carries, via rebroadcast and special wire, programs of WKY, Oklahoma City, excepting NBC programs).

## OKLAHOMA STATIONS—Continued

*Owner:* E. M. Woody. *Station and commercial manager, publicity director:* F. E. Mayhew. *Program director, artists bureau head:* Lyman Brown. *Chief engineer:* G. M. Patterson. *Musical director:* Frank Kennedy.

*Rep:* None. *News:* Transradio. *Seating facilities:* Reception room seats 300. *Merchandising:* Have a "KASA Radio Review" running in one daily and three weekly papers; newspaper publicity; employ sign writer to work up window displays; representative in each town in coverage area makes dealer contacts. *Foreign language programs:* None have been broadcast; no restrictions against them, however. *Artists bureau:* Setup nominal only. *Base rate:* \$45.

*Copy restrictions:* No alcoholic beverages of more than 3.2% content; no misleading copy; patent medicines thoroughly investigated.

### KCRC, ENID

*Operators:* Enid Radiophone Co., Tower Studios. *Phone:* 447. *Power:* 250 watts on 1360 kc. *Affiliation:* Oklahoma Network; Mutual Broadcasting System. *Opened:* April 1, 1928. (Note: Station is interlocked

in ownership with Enid News & Eagle.)

*Managing-director:* Milton B. Garber. *Commercial manager:* H. P. Hale. *Program director:* Ralph Rogers. *Chief engineer:* A. B. Clopton.

*Rep:* Joseph Hershey McGillvra. *News:* AP; Christian Science Monitor. *Seating facilities:* Two studios, capacity 250. *Merchandising:* Supply dealer contacts throughout territory, direct mail, stories in both Enid dailies, etc. *Foreign language programs:* No rules; German programs would best fit foreign audience and would be accepted. *Artists bureau:* Yes; number of artists not listed. *Stock:* Closed corporation; only stockholders are Wm. Taylor, president; M. B. Garber, vice-president; Lucy Garber, secretary. *Base rate:* \$60.

*Copy restrictions:* Beer and wine accepted; no hard liquors; only approved patent medicines accepted.

### KBIX, MUSKOGEE

*Operator:* Oklahoma Press Publishing Co., Barnes Bldg. *Phone:* 303. *Power:* 100 watts on 1500 kc. *Affiliation:* Mutual Broadcasting System. *Opened:* May 1, 1936. (Note: This station is newspaper-

# WKY RINGS UP MORE SALES



... because it rings more door-bells and encompasses a greater sales area than any other station in Oklahoma.

Translated into figures, this means that within WKY's .5 Mv. contour (daytime) you will find 62.88% of Oklahoma's radio homes and 64.1% of the state's retail sales.

Use WKY to influence more listeners, more dealers and more sales in Oklahoma.



**WKY** Oklahoma City  
 Affiliated With The Oklahoma Publishing Co.  
 REPRESENTATIVE — THE KATZ AGENCY, Inc.

## OKLAHOMA STATIONS—Continued

owned by the Muskogee Daily Phoenix and Times-Democrat.)

*Vice-president:* Tams Bixby, Jr. *General manager:* W. K. Bailey. *Sales manager:* Frank Rough. *Program director:* Duane Gaither.

*Rep:* The Branham Co. *News:* AP. *Seating facilities:* Reception room, seating 50 persons. *Merchandising:* Offered through Radiad Service, Radio Merchandising Service and Vincent Edwards & Co. *Foreign language programs:* No set rules; none currently on station. *Artists bureau:* None. *Base rate:* \$55.

*Copy restrictions:* Accept beer, wine, liquor and some patent medicine advertising; all copy must conform to station standards, federal and state regulations.

### WNAD, NORMAN

*Operator:* University of Oklahoma. *Phone:* 900, stations 123 and 124. *Power:* 1,000 watts on 1010 kc (specified hours; divides time with KGGF). *Opened:* 1922.

**This station is non-commercial; university-owned.**

### KFXR, OKLAHOMA CITY

*Operator:* Plaza Court Broadcasting Co. Hightower Bldg. *Phones:* 3-1775, 3-4333; 3-0419. *Power:* 250 and 100 watts on 1310 kc. *Affiliation:* None. *Opened:* 1925. (Note: This station is church-owned.)

*Manager:* B. C. Thomason. *Commercial manager:* Bob Elliston. *Program director:* Mary Louise Thomason. *Chief engineer:* Tom Banks, Jr. *Artists bureau heads:* Velma Evans and F. A. Godsoe. *Musical director:* Loretta Miller. *Publicity director:* Harold Sparks.

*Rep:* Cox and Tanz. *News:* No service listed. *Seating facilities:* No specific information given, although station notes that it has several hundred visitors daily. *Merchandising:* No information given. *Foreign language programs:* Accepted when accompanied by full English translation. *Artists bureau:* Yes; lists several orchestras and singers. *Base rate:* \$75.

*Copy restrictions:* Beer and wine accepted; no hard liquor; patent medicines taken only if recognized nationally.

### KOMA, OKLAHOMA CITY

*Operator:* Hearst Radio, Inc., Oklahoma Biltmore Hotel. *Phone:* 2-3291. *Power:* 5,000 watts on 1480 kc. *Affiliation:* CBS. *Opened:* 1923. (Note: This station is owned and operated by Hearst Radio.)

*Station manager:* Neal Barrett. *Program director:* Waymond Ramsey. *Production manager, publicity director:* W. S. Lucken-

bill. *Chief engineer:* M. W. Thomas. *Musical director:* Herman C. Chaney. *Musical librarian:* Marjorie Speer.

*Rep:* International Radio Sales. *News:* INS. *Seating facilities:* 100 persons. *Merchandising:* Offer complete service at actual cost. *Foreign language programs:* No set rules; do not encourage such programs. *Artists bureau:* Setup nominal only. *Base rate:* \$250.

*Copy restrictions:* Beer and light wines accepted; no liquor advertising; all copy subject to station approval or revision.

### KTOK, OKLAHOMA CITY

*Operator:* Oklahoma Broadcasting Co., 1800 W. Main St. *Phones:* 3-8352-3. *Power:* 100 watts on 1370 kc. *Affiliation:* NBC Blue Southwestern Group; Mutual; Oklahoma Network. *Opened:* March 15, 1937 (as KTOK; station itself has been in operation since 1927). (Note: Major stockholder in the operating company is Harold V. Hough of Fort Worth.)

*President:* Harold V. Hough. *Station manager:* Joseph W. Lee. *Commercial manager:* Tom Johnson. *Program director, artists bureau head:* Paul Hughes. *Merchandising and promotion director:* Paul H. Buenning. *Chief engineer:* Bernard Tullius. *Continuity editor:* Harold Shreve.

*Rep:* Joseph Hershey McGillvra. *News:* UP; local. *Seating facilities:* Studio A, 50 persons. *Merchandising:* Complete service available. *Foreign language programs:* No demand for such programs in this territory. *Artists bureau:* Setup nominal only. *Base rate:* \$120.

*Copy restrictions:* Beer advertising accepted; no wine or hard liquors.

### WKY, OKLAHOMA CITY

*Operator:* WKY Radiophone Co., Skirvin Tower Hotel. *Phone:* 3-4306. *Power:* 5,000 and 1,000 watts on 900 kc. *Affiliation:* NBC Southwestern Group. *Opened:* 1920 (present company since Nov. 11, 1928). (Note: WKY is affiliated with the Oklahoma Publishing Co. under the Gaylord interests; same owners control K LZ, Denver, and KVOR, Colorado Springs.)

*Secretary-treasurer:* Edgar T. Bell. *Station manager:* Gayle V. Grubb. *Commercial manager:* M. H. Bonebrake. *Production manager, musical director:* Allar Clark. *Traffic manager:* Daryl McAllister. *Continuity chief:* George Hammacher.

*Rep:* The Katz Agency. *News:* AP. *Seating facilities:* Main studio, 275; studio B, 100; Studio C, 75; Radio Kitchen, 100; auditorium, 1,200. *Merchandising:* Call on "reasonable" amount of tradesmen; assist in distributing sponsor's merchandising material; send out special letters to mail-

## OKLAHOMA STATIONS—Continued

ing list for cost of package or postage; station has a column in the Daily Oklahoman and Oklahoma City Times and Farmer-Stockman (weekly); two pages of advertising in Saturday afternoon's Times and Sunday's Oklahoman, featuring several programs each issue. *Foreign language programs:* No demand for these in this section. *Artists bureau:* Arrange for club, theatre or private bookings of WKY artists. *Base rate:* \$240.

*Copy restrictions:* Beer advertising accepted; no wines or hard liquors; "old established patent medicines, with copy edited by station, can be accepted."

### KHGB, OKMULGEE

*Operator:* Okmulgee Broadcasting Corp. *Power:* 100 watts on 1210 kc. (daytime). *Affiliation:* None. *Opened:* 1937.

*Base rate:* \$50.

No other information available.

### WBBZ, PONCA CITY

*Operator:* Adelaide L. Carrell (representative of C. L. Carrell Estate), 615 W. Grand Avenue. *Phone:* 2300. *Power:* 250 and 100 watts on 1200 kc. *Affiliation:* Mutual Broadcasting System; Oklahoma Network. *Opened:* 1927.

*Managing director, station manager:* Adelaide L. Carrell. *Program director:* W. L. Stevens. *Chief engineer:* Don Mitchell.

*Rep:* Joseph Hershey McGillvra. *News:* None. *Seating facilities:* Small studio; capacity not listed. *Merchandising:* Supply publicity and window displays, distribute mailing pieces gratis. *Foreign language programs:* Will accept. *Artists bureau:* None. *Base rate:* \$50.

*Copy restrictions:* Accept beer, wine and liquor advertising; no patent medicines accepted; short, concise copy demanded; all copy is subject to station approval.

### KGFF, SHAWNEE

*Operator:* KGFF Broadcasting Co., Inc., Aldridge Hotel. *Phone:* 4390. *Power:* 250 and 100 watts on 1420 kc. *Affiliation:* Oklahoma Network; Mutual Broadcasting System. *Opened:* Dec. 10, 1930. (Note: Station has interlocking control with the Shawnee News and Star newspaper.)

*Vice-president, manager:* Ross Porter. *Program director:* Maxine Eddy. *Chief engineer:* John Molloy.

*Rep:* Joseph Hershey McGillvra. *News:*

# LISTENERS AND ADVERTISERS

SAY:

"Yes!"

TO

# KTUL TULSA



## OKLAHOMA STATIONS—Continued

AP; UP. *Seating facilities:* Shawnee municipal auditorium, capacity 3,000. *Merchandising:* None. *Foreign language programs:* No rules against such programs, but no demand due to low percentage of foreign born population in trade area. *Artists bureau:* None. *Stock:* Held by Stauffer Publication Co., Arkansas City, Kansas. *Base rate:* \$50.

*Copy restrictions:* Beer accepted; no wines or hard liquors; copy considered "in bad taste" or "repulsive" is refused.

### KTUL, TULSA

*Operator:* Tulsa Broadcasting Co., National Bank of Tulsa Bldg. *Phone:* 4-8188. *Power:* 1,000 and 500 watts on 1400 kc. (has construction permit for 5,000 and 1,000 watts). *Affiliation:* CBS. *Opened:* Jan. 22, 1934.

*Vice-president:* William C. Gillespie. *Director of advertising:* Buryl Lottridge. *Program director:* Fenton Jeffers. *Merchandising and publicity director:* John Esau. *Production manager:* Ken Linn. *Musical director:* Wade Hamilton. *Local advertising manager:* Lawson Taylor. *Chief engineer:* Nathan Wilcox. *News director:* Erv Lewis.

*Rep:* Free & Peters, Inc. *News:* UP. *Seating facilities:* Radio theatre at Akdar Temple seats 2,300. *Merchandising:* Maintains a sales and promotion department offering merchandising services; assists in obtaining publicity, window displays, dealer tie-ups; conduct surveys; exploit merchandising "in every possible manner." *Foreign language programs:* None; no population of this type. *Artists bureau:* Supply talent through station. *Stock:*

Principal holders are J. T. Griffin, Bryan Mathes, and William C. Gillespie; the stock is cross-owned with that of the J. T. Griffin Wholesale Grocery Co. *Base rate:* \$75 (½ hr.).

*Copy restrictions:* Allow three minutes of commercial copy per quarter-hour; five minutes per half-hour; beer accepted; no other alcoholic beverages.

### KVOO, TULSA

*Operator:* Southwestern Sales Corp., Philtower Bldg. *Phone:* 2-2254. *Power:* 25,000 watts on 1140 kc. *Affiliation:* NBC Southwestern Group. *Opened:* Jan. 15, 1925

*General and station manager:* William B. Way. *Commercial manager:* W. D. Egolff. *Program director and artists bureau head:* J. O. Mitchell. *Chief engineer:* L. W. Stinson. *Musical director:* Wm. H. Brooks. *Publicity director:* F. M. Hart.

*Rep:* Edward Petry & Co., Inc. *News:* INS; Transradio; RNA. *Seating facilities:* Two studios seating, respectively, 30 and 100 persons; also one remote studio seating 1,500. *Merchandising:* Complete service including letters, bulletins, window and counter displays, personal contacts, and telephone surveys; no charge for the service except postage on letters numbering more than 100. *Foreign language programs:* No policy indicated. *Artists bureau:* Yes; lists about 40 artists, musicians, orchestra leaders, writers, producers and announcers. *Stock:* Principally held by W. G. Skelly. *Base rate:* \$260.

*Copy restrictions:* No advertising of alcoholic beverages accepted; all copy must comply with station policy.

## OREGON

(285,400 radio homes)

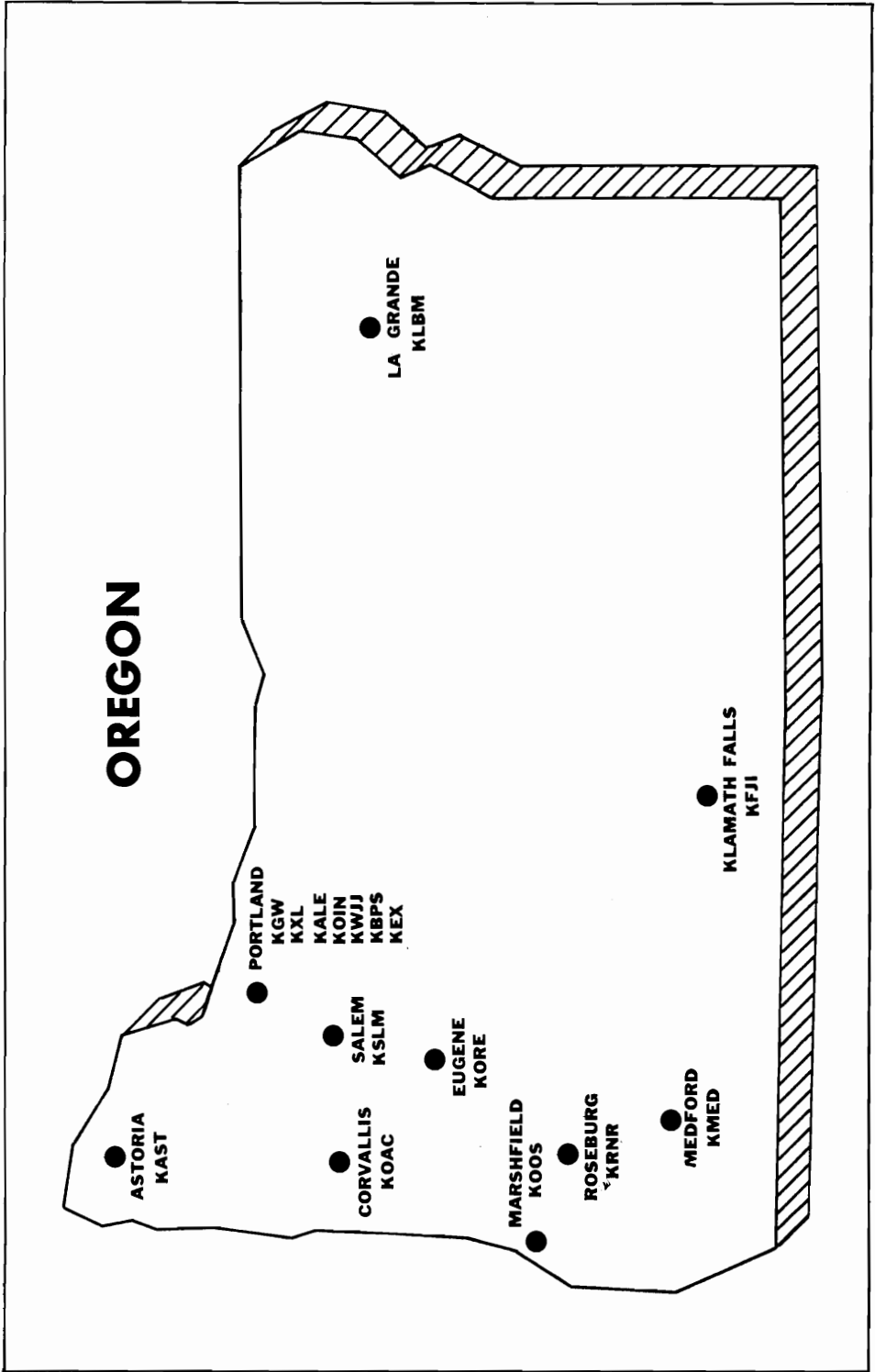
### Radio Homes by Counties

Baker .....	4,930	Harney .....	1,780	Morrow .....	1,400
Benton .....	4,820	Hood River.....	2,650	Multnomah .....	102,890
Clackamas .....	14,530	Jackson .....	10,230	Polk .....	4,960
Clatsop .....	6,000	Jefferson .....	630	Sherman .....	810
Columbia .....	5,840	Josephine .....	3,680	Tillamook .....	3,500
Coos .....	8,600	Klamath .....	9,180	Umatilla .....	6,840
Crook .....	950	Lake .....	1,410	Union .....	5,050
Curry .....	1,070	Lane .....	16,330	Wallowa .....	2,180
Deschutes .....	4,340	Lincoln .....	3,060	Wasco .....	3,760
Douglas .....	6,960	Linn .....	7,610	Washington .....	9,210
Gilliam .....	950	Malheur .....	3,130	Wheeler .....	710
Grant .....	1,830	Marior. ....	16,830	Yamhill .....	6,750

### KAST, ASTORIA

*Operator:* Astoria Broadcasting Co., Astoria Hotel. *Phone:* 95. *Power:* 100 watts

on 1370 kc (daytime). *Affiliation:* None. *Opened:* July 1, 1935. (Note: The Astoria Broadcasting Company is controlled by the





## OREGON STATIONS—Continued

Astorian-Budget Publishing Company, publishers of the Astorian-Budget).

*Manager:* James C. Wallace. *Commercial manager:* Laurence R. Kirk. *Chief engineer:* Lawrence King.

*Rep:* Walter Biddick Co.; Cox and Tanz. *News:* UP. *Seating facilities:* None. *Merchandising:* Window displays; contact wholesalers and dealers; affiliation with Astorian-Budget affords newspaper publicity. *Foreign language programs:* Accepted; copy on announcements or programs must be submitted in English, 48 hours in advance; region has 6,000 Finnish-speaking people. *Artists bureau:* None. *Base rate:* \$25.

*Copy restrictions:* No beer, wine or whiskey except after 10 p.m. Patent medicine accepted if copy, product and advertising claims meet station approval.

### KOAC, CORVALLIS

*Operator:* Oregon State Agricultural College. *Power:* 1,000 watts on 550 kc.

**This station is non-commercial.**

### KORE, EUGENE

*Operator:* Frank L. Hill and C. G. Phillips doing business as the Eugene Broadcast Station, Kore Bldg. *Phone:* 3. *Power:* 100 watts on 1420 kc. *Affiliation:* Mutual; Don Lee Broadcasting System. *Opened:* 1927. (Note: Frank L. Hill and C. G. Phillips also own KIDO, Boise. KORE has "friendly connections," but no cross-ownership with the Eugene Register Guard).

*Proprietor:* Frank L. Hill. *Station manager, commercial manager:* Glenn E. McCormick. *Program director, publicity:* Day Foster. *Chief engineer:* Harold Gander.

*Rep:* John Blair & Co. *News:* Transradio; UP. *Seating facilities:* Glass-encased reception room, 200 persons. *Merchandising:* Yes, maintains such a service; details do not conform to any set policy. *Foreign language programs:* Never had any; probably very little demand for. *Artists bureau:* None. *Base rate:* \$40.

*Copy restrictions:* Take wine, beer, whiskey and patent medicines if "legitimate" and conforming to FCC regulations.

### KFJI, KLAMATH FALLS

*Operator:* KFJI Broadcasters, Inc. *Power:* 100 watts on 1210 kc. *Affiliation:* None.

*Rep:* Cox and Tanz. *Base rate:* \$25.

No further information available after repeated requests.

### KLBM, LA GRANDE

*Operator:* Harold M. Finlay and Mrs. Eloise Finlay. *Power:* 250 and 100 watts on 1420 kc.

**At press time this station had a construction permit only.**

### KOOS, MARSHFIELD

*Operator:* Pacific Radio Corp., Hall Building. *Phone:* 432. *Power:* 250 and 100 watts on 1200 kc. *Affiliation:* Have wires for hookup with Don Lee Broadcasting System and Mutual. *Opened:* July, 1928. (Note: Also maintains studios in North Bend; affiliated with Coos Bay Times.)

*President-manager, station manager, publicity director:* Walter L. Read. *Commercial manager:* Ben E. Stone. *Program director, artists bureau head, musical director:* Chester B. Wheeler. *Chief engineer:* Paul Spargo.

*Rep:* Walter Biddick Co. *News:* UP. *Seating facilities:* None (can use local theatre when need arises). *Merchandising:* Full service rendered through commercial department. *Foreign language programs:* Will accept. *Artists bureau:* Yes, but no talent currently listed. *Base rate:* \$40.

*Copy restrictions:* All material subject to Federal Trade Commission and FCC regulations; alcoholic beverages not accepted.

### KMED, MEDFORD

*Operator;* Mrs. W. J. Virgin, Sparta Bldg. *Phone:* 305. *Power:* 250 watts on 1410 kc. *Affiliation:* NBC Red and Blue Pacific Coast Supplementary Group. *Opened:* September, 1932.

*Owner:* Mrs. W. J. Virgin. *Commercial manager:* L. P. Bishop. *Sales manager:* A. A. Adler. *Program director:* Gladys La Marr. *Chief engineer:* D. H. Rees.

*Rep:* Walter Biddick Co. (Pacific Coast); Free & Peters, Inc. (New York). *News:* Transradio. *Seating facilities:* Main studio, 50 persons. *Merchandising:* Help manufacturers and distributors in securing local tie-ins and new retail outlets for their products. *Foreign language programs:* Not accepted; population less than 2% foreign. *Artists bureau:* None. *Base rate:* \$120.

*Copy restrictions:* Beer and light wines accepted; no hard liquors; all proprietary copy with a "personal" angle is closely edited; all copy subject to management approval.

### KALE, PORTLAND

*Operator:* KALE, Inc., New Heathman Hotel. *Phone:* Atwater 7209. *Power:* 1,000 watts on 1300 kc. *Affiliation:* Mutual; Don Lee Broadcasting System. (Note: KALE is not owned by, but affiliated with, the Oregon Journal, through stock ownership as is KOIN of the same city.)

*President:* C. Roy Hunt. *Station manager:*

## OREGON STATIONS—Continued

Ted Kooreman. *Sales manager:* Charles E. Couche. *Production manager:* Johnnie Walker. *Program director:* Henry B. Swartwood, Jr. *Technical director:* Louis S. Bookwalter. *Publicity director:* Lester Halpin.

*Rep:* Free & Peters, Inc. *News:* INS; UP. *Seating facilities:* None. *Merchandising:* Give new programs publicity in the "Radio Advertiser," which is circulated to 5,000 retail stores; also advertise new programs in the Oregon Journal. *Foreign language programs:* Subject to restrictions which practically prohibit; controversial subjects not allowed. *Artists bureau:* None. *Stock:* Principally held by C. Roy Hunt, C. W. Myers and The Oregon Journal. *Base rate:* \$60 (half hour).

*Copy restrictions:* Liquor and medicinal spot advertising not accepted; no beer advertising before 10 p.m. or on Sundays.

### KBPS, PORTLAND

*Operator:* Benson Polytechnic School, R. T. Stephens, agent. *Power:* 100 watts on 1420 kc (shares time with KXL).

**This station is non-commercial.**

### KEX, PORTLAND

*Operator:* Oregonian Publishing Co., Oregonian Bldg. *Phone:* Atwater 2121.

*Power:* 5,000 watts on 1180 kc. (divides time with KOB). *Affiliation:* NBC Pacific Coast Blue. *Opened:* 1931. (Note: This station is newspaper-owned by the Portland Oregonian, also owners of KGW, Portland.)

*General and station manager:* W. Carey Jennings. *Program director:* Barney Miller. *Chief engineer:* Harold Singleton. *Musical director:* Abe Bercovitz. *Publicity director:* H. Q. Cox.

*Rep:* Edward Petry & Co., Inc. *News:* INS; Transradio. *Seating facilities:* Studio A, seating 150 persons; studio C, 125 (facilities shared with KGW). *Merchandising:* Publicity, information, through newspaper affiliate. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$93.75.

*Copy restrictions:* Beer and light wine accepted weekdays after 10 p.m. only; no liquor advertising; patent medicines accepted if approved by station management; copy must not exceed 100 words in each five minutes of program.

### KGW, PORTLAND

*Operator:* Oregonian Publishing Co., Oregonian Bldg. *Phone:* Atwater 2121.

# *FIRST in Oregon's RADIO MARKET of MILLIONS KGW-KEX*

Radio Stations of The Oregonian, Portland, Oregon

Here TIME BUYERS get what they want . . . what they must have . . .

## COVERAGE—SHOWMANSHIP—RESULTS

\*KEX is Oregon's most Powerful Radio Station.

\*KGW is Oregon's Pioneer Radio Station.

Preferred Stations of Local and National Radio Advertisers.

**Results Have Made Contract Renewals a Habit!**

## KGW

NBC Red  
620 KC

Radio Stations of The Oregonian  
Portland, Oregon

Representatives: Edward Petry & Co., Inc.  
New York, Chicago, Detroit, San Francisco.

## KEX

NBC Blue  
1180 KC

## OREGON STATIONS—Continued

*Power:* 5,000 and 1,000 on 620 kc. *Affiliation:* NBC Pacific Coast Red. *Opened:* March 25, 1922. (Note: This station is newspaper-owned by the Portland Oregonian, which also owns KEX, Portland.)

*General and station manager:* W. Carey Jennings. *Program director:* Barney Miller. *Chief engineer:* Harold Singleton. *Musical director:* Abe Bercovitz. *Publicity director:* H. Q. Cox.

*Rep:* Edward Petry & Co., Inc. *News:* INS; Transradio. *Seating facilities:* Studio A, seating 150 persons; studio C, seating 125 (these studios shared with KEX). *Merchandising:* Publicity and listings through newspaper affiliate. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$165.

*Copy restrictions:* Beer and light wine accepted weekdays after 10 p.m. only; no liquor advertising; patent medicines accepted if approved by station management; copy must not exceed 100 words in each five minutes of program.

### KOIN, PORTLAND

*Operator:* KOIN, Inc., New Heathman Hotel. *Phone:* Atwater 3333. *Power:* 5,000 and 1,000 watts on 940 kc. *Affiliation:* CBS. *Opened:* 1924. (Note: Affiliated with

Oregon Journal as is KALE of the same city.)

*President:* Charles W. Myers. *General manager and treasurer:* C. Roy Hunt. *Sales manager:* Charles E. Couche, *Production manager, artists bureau head:* Johnnie Walker. *Program director:* Henry B. Swartwood, Jr. *Technical director:* Louis S. Bookwalter. *Musical director:* Joseph Sampietro. *Vocal director:* Jimmie Riddell. *Publicity director:* Lester Halpin.

*Rep:* Free & Peters, Inc. *News:* INS, UP. *Seating facilities:* About 50 persons. *Merchandising:* Publishes "Radio Advertiser" and circulates the publication to 5,000 retail stores; Oregon Journal lists programs with sponsor names. *Foreign language programs:* Acceptance rules strict to the point of prohibition; none currently on station; English translation must be submitted in advance when applying for foreign language time. *Artists bureau:* Yes; has about 20 artists on roster. *Stock:* Control held by C. W. Myers; the Oregon Journal, and C. Roy Hunt hold the balance. *Base rate:* \$100 (half hour).

*Copy restrictions:* Commercial continuity limited to network standards of CBS; no medical advertising accepted; no alcoholic

# TYRO PRODUCTIONS

1697 Broadway

New York City

## OREGON STATIONS—Continued

beverages, except beer and then after 10 p.m. on weekdays only.

### KWJJ, PORTLAND

*Operator:* KWJJ Broadcast Co., Inc., 622 S. W. Salmon St. *Phone:* AT 4393-94-95. *Power:* 500 watts on 1040 kc (unlimited except between local sunset and 9 p.m.; stations resumes broadcasting at 9 p.m. and runs to 3 a.m.). *Affiliation:* None. *Opened:* 1927.

*General and station manager:* John C. Egan. *Commercial manager:* L. D. Henderson. *Program director:* G. E. Speestra. *Chief engineer:* W. J. Jerman. *Artists bureau head, publicity director:* Sammy Taylor. *Musical director:* Art Morey.

*Rep:* None. *News:* None listed. *Seating facilities:* Can accommodate about 500 persons. *Merchandising:* Have connection with amusement park for various exploitations; give out souvenir portraits; also newspaper publicity. *Foreign language programs:* Accepted if "of good character." *Stocks:* Held by John C. Egan and Wilbur J. Jerman. *Base rate:* \$25 (½ hr.).

*Copy restrictions:* No patent medicines and no hard liquors; beer and wines accepted between 10 p.m. and 1 a.m. except Sundays; spot announcements limited to 100 words.

### KXXL, PORTLAND

*Operator:* KXXL Broadcasters, KXXL Building. *Phone:* Broadway 6451. *Power:* 250 and 100 watts on 1420 kc. (divides time with KBPS—three hours daytime only). *Affiliation:* with KFPY and KGIR. *Opened:* 1926.

*President, station and commercial manager:* T. W. Symons, Jr.

*Rep:* Gene Furgason & Co. *News:* UP. *Seating facilities:* Yes; capacity not listed. *Merchandising:* None. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Stock:* Held by T. W. Symons, Jr., and E. B. Craney. *Base rate:* \$30 (one-half hour).

*Copy restrictions:* Commercial copy may not be over 15% of program time.

### KRNR, ROSEBURG

*Operator:* News-Review Co., Umpqua Hotel. *Phone:* 4. *Power:* 250 and 100 watts on 1500 kc. *Affiliation:* Mutual; Don Lee Broadcasting System. *Opened:* December, 1935. (Note: This station is newspaper-owned by the Roseburg News Review).

*Manager, chief engineer:* J. B. Toles. *Commercial manager:* Marshall Pengra.

*Rep:* John Blair & Co. *News:* AP. *Seating facilities:* 200 persons. *Merchandising:* Complete service offered, including dealer contacts, publicity and listings through newspaper affiliate. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$30.

*Copy restrictions:* Beer and wine accepted; no liquor advertising; patent medicines of "high standing" accepted; guided by "rules of common decency and expediency" in checking copy.

### KSLM, SALEM

*Operator:* Oregon Radio, Inc., 343 Court St. *Phone:* 6131. *Power:* 100 watts on 1370 kc. *Affiliation:* Mutual; Don Lee Broadcasting System. *Opened:* Nov. 1, 1934.

*President, manager:* H. B. Read. *Commercial and production manager:* D. Tommy Hoxie. *Program director:* Herb Johnston. *Chief engineer:* Clyde Wiegand.

*Rep:* John Blair & Co. *News:* UP. *Seating facilities:* Main studio, 75 persons; 25 in auxiliary studio. *Merchandising:* None. *Foreign language programs:* Not accepted; population 97% American. *Artists bureau:* None. *Stock:* Entirely held by H. B. Read. *Base rate:* \$35.

*Copy restrictions:* Beer and wines not accepted before 10 p.m. or on Sunday; no hard liquors; 15% of program time is maximum allowed for commercial use. Copy subject to approval of management.



# PENNSYLVANIA

(2,206,400 radio homes)

## Radio Homes by Counties

Adams .....	8,500	Elk .....	6,900	Montour .....	2,940
Allegheny .....	315,590	Erie .....	43,330	Northampton .....	39,710
Armstrong .....	17,030	Fayette .....	40,030	Northumberland ....	28,780
Beaver .....	32,850	Forest .....	1,230	Perry .....	5,190
Bedford .....	8,050	Franklin .....	14,790	Philadelphia .....	467,940
Berks .....	56,240	Fulton .....	1,960	Pike .....	1,990
Blair .....	32,900	Greene .....	9,030	Potter .....	4,240
Bradford .....	12,210	Huntingdon .....	8,350	Schuylkill .....	49,570
Bucks .....	22,520	Indiana .....	15,350	Snyder .....	4,450
Butler .....	17,970	Jefferson .....	11,230	Somerset .....	16,030
Cambria .....	40,550	Juniata .....	3,320	Sullivan .....	1,620
Cameron .....	1,220	Lackawanna .....	66,850	Susquehanna .....	7,850
Carbon .....	13,420	Lancaster .....	46,910	Tioga .....	7,930
Centre .....	10,210	Lawrence .....	22,250	Union .....	4,170
Chester .....	28,420	Lebanon .....	15,850	Venango .....	14,960
Clarion .....	7,810	Lehigh .....	41,710	Warren .....	9,930
Clearfield .....	18,010	Luzerne .....	92,070	Washington .....	43,140
Clinton .....	7,480	Lycoming .....	23,490	Wayne .....	6,630
Columbia .....	11,180	McKean .....	13,370	Westmoreland .....	62,460
Crawford .....	16,040	Mercer .....	23,010	Wyoming .....	3,750
Cumberland .....	17,260	Mifflin .....	8,990	York .....	41,130
Dauphin .....	40,890	Monroe .....	6,950		
Delaware .....	67,990	Montgomery .....	60,680		

### WCBA, ALLENTOWN

This station is owned and operated by B. Bryan Musselman and is affiliated with WSAN of the same city. For all data, see WSAN.

### WSAN, ALLENTOWN

*Operator:* WSAN, Inc., 39-41 N. Tenth St. *Phone:* 9511. *Power:* 500 watts on 1440 kc. *Affiliation:* NBC Optional Basic Service. *Opened:* 1925. (Note: This station is newspaper-owned by the Allentown Call; WCBA, of the same city, is affiliated with WSAN).

*President:* Major J. C. Shumberger. *Station manager:* B. Bryan Musselman. *Program director, artists bureau head, musical director:* George Y. Snyder. *Chief engineer:* William McCutcheon. *Publicity director:* Walter Frank.

*Rep:* None. *News:* UP. *Seating facilities:* Studio, 100 persons. *Merchandising:* Maintains a merchandising department; details not listed. *Foreign language programs:* Accepted; complete English translation must be furnished to the station. *Artists bureau:* Yes; lists about 25 on its roster. *Base rate:* \$120.

*Copy restrictions:* Beer and wine accepted; no hard liquor; patent medicines carefully investigated; "sponsors are urged to act upon advice of station continuity director."

### WFBG, ALTOONA

*Operator:* The Gable Broadcasting Co. (lessee). *Power:* 100 watts on 1310 kc. (shares time with WJAC).

*Base rate:* \$86.

No further information available after repeated requests.

### WEST, EASTON

*Operator:* Associated Broadcasters, Inc., 516 Northampton St. *Phone:* 8001. *Power:* 250 and 100 watts on 1200 kc (divides nighttime with WKBO). *Affiliation:* Mason-Dixon Radio Group. *Opened:* 1936.

*President:* Clair R. McCollough. *Station and commercial manager:* Elwood Anderson. *Program director:* Wilburt Markle. *Chief engineer:* J. E. Mathiot. *Artists bureau head:* Beula Edinger. *Musical director:* Eugene Bethman. *Publicity director:* Richard West.

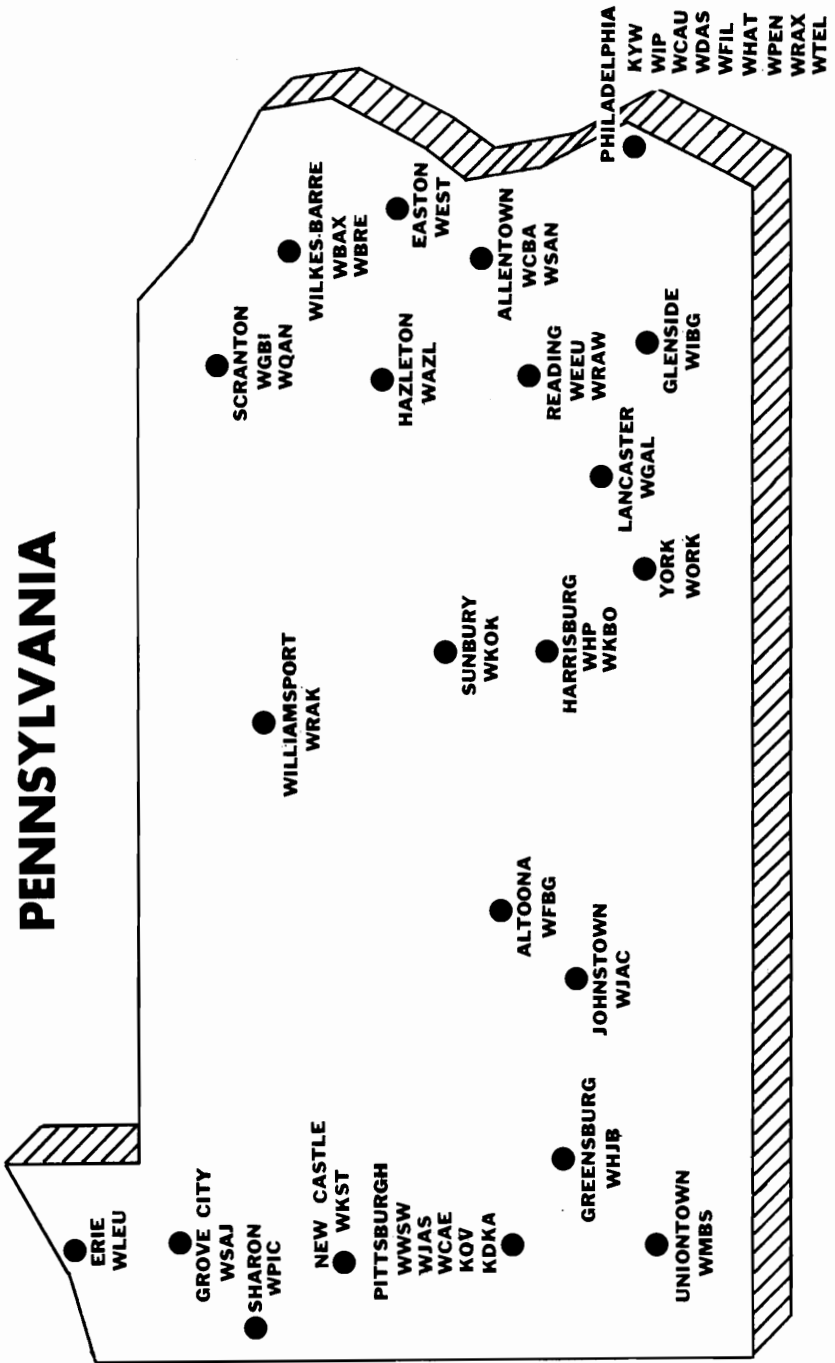
*Rep:* Paul H. Raymer Co. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Offer usual services, including publicity and listings through newspaper affiliates. *Foreign language programs:* Will accept. *Artists bureau:* Setup nominal only. *Base rate:* \$85.

*Copy restrictions:* Beer, wine and liquor advertising accepted; all copy must conform to station standards.

### WLEU, ERIE

*Operator:* Leo J. Omelian, Commerce Bldg., 12th and State Streets. *Phone:*

# PENNSYLVANIA



## PENNSYLVANIA STATIONS—Continued

22-129. *Power:* 250 and 100 watts on 1420 kc. *Affiliation:* NBC Optional Basic Blue. *Opened:* April 21, 1935.

*Owner:* Leo J. Omelian. *Station and commercial manager:* V. Hamilton Weir. *Program director:* James Hamilton. *Chief engineer:* Harold Roess. *Musical director:* James O'Shea.

*Rep:* None listed. *News:* Transradio. *Seating facilities:* 50 persons. *Merchandising:* Programs given publicity on the air through the "Merchandise Cooperative Program." *Foreign language programs:* Will accept; special rates apply, given on request. *Artists bureau:* None. *Base rate:* \$100.

*Copy restrictions:* Beer, wine and patent medicines accepted any time; hard liquor only after 10 p.m.; no set rules regarding copy, other than that it conform with Federal Trade Commission regulations.

### WIBG, GLENSIDE

*Operator:* Seaboard Radio Broadcasting Corp., Easton Road and Mt. Carmel Ave. *Phone:* Ogontz 3100. *Power:* 100 watts on 970 kc. (daytime). *Affiliation:* None. *Opened:* 1924.

*President, station manager:* Joseph M. Nassau. *Commercial manager:* T. G. Tinsley. *Program and musical director:* Margaret R. Collins. *Chief engineer:* John H. Henninger. *Publicity director:* James A. Nassau.

*Rep:* None. *News:* UP. *Seating facilities:* Yes; capacity not listed. *Merchandising:* None listed. *Foreign language programs:* Accepted. *Artists bureau:* None. *Base rate:* \$50.

*Copy restrictions:* Beer and wine accepted; no hard liquor.

### WHJB, GREENSBURG

*Operator:* Pittsburgh Radio Supply House, Penn Albert Hotel. *Phone:* Greensburg 3740. *Power:* 250 watts on 620 kc (operates to sunset). *Affiliation:* None. *Opened:* Oct. 28, 1934.

*Station manager:* Roy H. Verret. *Program director:* Carolyn Castracane. *Chief engineer:* Lyle Allen. *Publicity director:* L. B. Clawson.

*Rep:* Gene Furgason & Co. *News:* None. *Seating facilities:* Auditorium studio seats 180. *Merchandising:* None. *Foreign language programs:* Have Slovak and Polish programs; each case treated on individual merits. *Artists bureau:* None. *Base rate:* \$76.

*Copy restrictions:* All copy subject to owners' approval and FCC regulations; no restrictions mentioned against beer, wines, liquors and patent medicines other than referred to above.

### WSAJ, GROVE CITY

*Operator:* Grove City College. *Power:* 100 watts on 1310 kc. (operates specified hours).

**This station is non-commercial; college-owned.**

### WHP, HARRISBURG

*Operator:* WHP, Inc., Telegraph Bldg. *Phone:* 43211. *Power:* 1,000 and 500 watts on 1430 kc. *Affiliation:* CBS. *Opened:* 1924. (Note: This station is affiliated with the Harrisburg Telegraph.)

*President:* E. J. Stackpole, Jr. *Station manager:* A. K. Redmond. *Sales director:* C. L. Bailey. *Production director:* E. K. Smith. *Chief engineer:* Richard Duncan. *Musical director:* David Shoop. *Promotion and publicity director:* Dick Redmond.

*Rep:* None. *News:* Transradio. *Seating facilities:* Shriner's Zembo Mosque, 3,000 capacity; State Forum, 1,800; Majestic Theatre, 1,000. *Merchandising:* Write letters to dealers informing them of new programs and plugging the product; audition shows for sales organizations, etc.; distribute counter display cards supplied by advertiser; if program runs long enough, station makes showcards; if program has picture stars, tie-ups with theatres, and sometimes trailers, are arranged; publicity given in the Harrisburg Telegraph. *Foreign language programs:* Not accepted. *Artists bureau:* No booking arrangements, but can contact talent for the sponsor. *Base rate:* \$125.

*Copy restrictions:* Beer accepted, providing commercials are in "good taste"; liquors only after 11 p.m.; station reserves right to censor misrepresentations, or products not conforming to federal laws.

### WKBO, HARRISBURG

*Operator:* Keystone Broadcasting Corp., Penn Harris Hotel. *Phone:* 4-0191. *Power:* 250 and 100 watts on 1200 kc (shares time with WEST). *Affiliation:* None. *Opened:* 1927 (as WCOD; changed to WKBO in 1933). (Note: This station is newspaper-owned by the Harrisburg Telegraph.)

*President:* A. H. Stackpole. *Station manager, publicity director:* C. G. Moss. *Commercial manager:* George C. Smith. *Program director, artists bureau head, musical director:* Clyde Moser. *Chief engineer:* Charles G. Myers.

*Rep:* None listed. *News:* UP. *Seating facilities:* Victoria Theatre, 1,700; occasional broadcasts from the Chestnut Street Auditorium, 500. *Merchandising:* None. *Foreign language programs:* Accepted. *Artists bureau:* Lists about 45 artists, directors, orchestras, and announcers. *Base rate:* \$95.

## PENNSYLVANIA STATIONS—Continued

*Copy restrictions:* Beer and wines accepted; patent medicines must meet requirements of the Federal Trade Commission; all copy subject to government rules and station approval.

### WAZL, HAZELTON

*Operator:* Hazelton Broadcasting Service, Inc., Broad & Laurel Sts. *Phone:* 1488. *Power:* 100 watts on 1420 kc. *Affiliation:* Mason-Dixon Radio Group. *Opened:* 1932.

*President:* Clair McCollough. *Station and commercial manager:* Victor C. Diehm. *Program director:* Thomas Tito. *Chief engineer:* J. E. Mathiot. *Artists bureau head:* Kathryn Kahler. *Musical director:* Henry Cohn. *Publicity director:* James Peiser.

*Rep:* Paul H. Raymer Co. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Offer usual services, including publicity and listings through newspaper affiliates. *Foreign language programs:* Specialize in such programs. *Artists bureau:* Setup nominal only. *Base rate:* \$85.

*Copy restrictions:* Accept beer, wine and liquor advertising; all copy must conform to station standards.

### WJAC, JOHNSTOWN

*Operator:* WJAC, Inc. *Power:* 250 and 100 watts on 1310 kc. (shares time with WFBG). *Affiliation:* None.

*Base rate:* \$85.

No further information available after repeated requests.

### WGAL, LANCASTER

*Operator:* WGAL, Inc., 8 W. King St. *Phone:* 5252. *Power:* 250 and 100 watts on 1500 kc. *Affiliation:* Mason-Dixon Radio Group; Inter-City Broadcasting System. *Opened:* 1922.

*Vice-president:* Clair R. McCollough. *Station and commercial manager:* Walter O. Miller. *Program and musical director:* Ernest Stanziola. *President, chief engineer:* J. E. Mathiot. *Publicity director:* Paul Rodenhauser.

*Rep:* Paul H. Raymer Co. *News:* Transradio. *Seating facilities:* 250 persons. *Merchandising:* Offer usual services, including publicity and listings in newspaper affiliates. *Foreign language programs:* Will accept. *Artists bureau:* None. *Base rate:* \$100.

*Copy restrictions:* Beer, wine and liquor advertising accepted; all copy must conform to station standards.

### WKST, NEW CASTLE

*Operator:* Keystone Broadcasting Co. *Power:* 250 watts on 1250 kc. (daytime).

**At press time this station had a construction permit only.**

### KYW, PHILADELPHIA

*Operator:* Owned and operated by Westinghouse Electric and Mfg. Co.; programmed by the National Broadcasting Co., Inc., 1619 Walnut St. *Phone:* Locust 3760. *Power:* 10,000 watts on 1020 kc. *Affiliation:* NBC Basic Red. *Opened:* 1921 (in Chicago); moved to Philadelphia in 1934.

*Station manager:* Leslie W. Joy. *Program manager:* James P. Begley. *Plant engineer:* Ernest H. Gager. *Sales manager:* J. S. K. Hammann. *Sales promotion manager:* Lambert Beeuwkes. *Musical director:* Jan Saviett. *Publicity director:* Jas. A. Aull.

*Rep:* National Broadcasting Co. *News:* UP.

*Seating facilities:* Auditorium, 200 persons; admission by ticket. *Merchandising:* Services rendered to clients at cost. *Foreign language programs:* Not accepted. *Artists bureau:* None listed. *Base rate:* \$440.

*Copy restrictions:* Lectures and educational talks not accepted between 6 p.m. and midnight, except by special arrangement; time of broadcast subject to change to other periods on 28 days' notice to accommodate network broadcasts, excepting in the case of independent announcements, which may be moved to other periods if available, and as arranged by the station manager on 24 hours' notice; closing date is two weeks in advance of initial program and program material must be arranged one week in advance of broadcast date—no change within two days preceding broadcast; all programs subject to station approval; beer is accepted; no other alcoholic beverages; patent medicine acceptance dependent on the approval of NBC program and continuity censorship departments.

### WCAU, PHILADELPHIA

*Operator:* WCAU Broadcasting Co., 1622 Chestnut St.; New York office, 485 Madison Ave. *Phone:* Locust 7700. *Power:* 50,000 watts on 1170 kc. *Affiliation:* CBS. *Opened:* 1921. (Note: Also operates short wave W3XAU.)

*President, station manager:* Dr. Leon Levy. *Commercial manager:* Robert A. Street. *Program director:* Stan Lee Broza. *Chief engineer:* John G. Leitch. *Publicity director:* Kenneth W. Stowman.

*Rep:* Transamerican Broadcasting & Television Corp. (Chicago only). *News:* Transradio Press. *Seating facilities:* Auditorium-studio, capacity 260 (has stage and modern kitchen). *Merchandising:* Sales.



## PENNSYLVANIA STATIONS—Continued

promotion and research department conduct surveys at various times; radio habits checked. *Foreign language programs:* Not accepted. *Artists bureau:* None, but talent can be furnished for sponsors. *Stock:* 1,000 shares; held by Dr. Leon Levy and I. D. Levy. *Base rate:* \$500.

*Copy restrictions:* Nothing offensive to the ear; no "intimate" products, such as laxatives, feminine hygiene, bedbug powders, etc.; no product accepted that contains harmful ingredients such as thyroid in weight reducing tablets, or opium in cold remedies; no grossly exaggerated claims; no non-specific copy, such as claiming that a powder "will cure all headaches," etc.; five-minute periods cannot have more than a 100-word commercial before and after program; before 6 p.m., quarter-hours can't have more than three minutes of copy, half-hours more than five minutes, and hours more than eight minutes; after 6 p.m., quarter-hours can't have more than three minutes of commercial, half-hours more than four and one-half minutes, and hours more than six and one-half minutes; beer and light wines okay; no hard liquors.

### WDAS, PHILADELPHIA

*Operator:* WDAS Broadcasting Station, Inc., 1211 Chestnut St. *Phone:* Locust 7400. *Power:* 250 and 100 watts on 1370 kc. *Affiliation:* None. *Opened:* 1922.

*President:* Alexander W. Dannenbaum. *Vice-President and station manager:* P. J. Stanton. *Commercial manager:* A. W. Dannenbaum, Jr. *Program director:* Harold Davis. *Chief engineer:* Frank Unterberger. *Musical director:* Joseph Schreiberman. *Publicity:* Jerry Stone.

*Rep:* None. *News:* INS. *Seating facilities:* Studios; capacity 175. *Merchandising:* Under direction of A. W. Dannenbaum, Jr.; foreign language merchandising directed by Nathan Fleischer; no charge for service, which includes tie-ins with direct mail, newspapers and radio; also surveys. *Artists bureau:* None (program department, however, places artists elsewhere). *Stock:* Privately held by A. W. Dannenbaum and the estate of W. Maurice Steppacher. *Base rate:* \$75.

*Copy restrictions:* Copy should be "in good taste"; station reserves right to censor all spoken matter; will accept wine and beer advertising; patent medicines accepted providing they meet with station policy and are subject to analysis.

### WFIL, PHILADELPHIA

*Operator:* WFIL Broadcasting Co., Widener Bldg. *Phone:* Rittenhouse 6900. *Power:* 1,000 watts on 560 kc. *Affiliation:* NBC Basic Blue; Mutual Broadcasting

System; Quaker Network. *Opened:* 1932.

*President:* Samuel R. Rosenbaum. *General manager:* Donald Withycomb. *National sales manager:* Jack Stewart. *Local sales manager:* George W. Jaspert. *Business manager:* Roger W. Clipp. *Chief engineer:* Frank V. Becker. *Production manager:* Margaret Schaefer. *Publicity manager:* Joe Connolly. *Promotion manager:* Jerry Moore.

*Rep:* Edward Petry & Co., Inc. *News:* INS. *Seating facilities:* Use Manufacturers Club, capacity 1,200. *Merchandising:* Procure free advertisement for program via time-trading arrangement with the Record, Inquirer and Evening Ledger; arrange window displays and other tie-in media; exploitation; help devise program; push institutional angle. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$240 (half-hour).

*Copy restrictions:* Beer and wines accepted; no hard liquors; no patent medicines; "common sense" rules apply at all times.

### WHAT, PHILADELPHIA

*Operator:* Independence Broadcasting Co., Inc., 872 Public Ledger Bldg. *Phones:* Lombard 2390 (Bell system); Main 2000, extension 359 (Keystone system). *Power:* 100 watts on 1310 kc (divides time with WTEL). *Affiliation:* None. *Opened:* March 30, 1930. (Note: the Independence Broadcasting Co. is a subsidiary of the Philadelphia Public Ledger.)

*President, general and station manager:* W. Porter Ogelsby, Jr. *Program, musical and publicity director:* Milton Laughlin. *Chief engineer:* J. C. Geise.

*Rep:* None. *News:* None. *Seating facilities:* Studio 1, about 100; studio 2, about 75. *Merchandising:* Arrange for window cards and have 500 lines of newspaper space per week. *Foreign language programs:* Accepted, providing that the time is not resold, and that no unethical cut-rate, commission, or similar schemes be attempted. *Artists bureau:* None. *Base rate:* \$60.

*Copy restrictions:* Accept beer, wine and other alcoholic beverage copy; station reserves the right to refuse or discontinue any advertising; all contracts subject to state and federal laws, and the rules of "good taste and propriety."

### WIP, PHILADELPHIA

*Operator:* Pennsylvania Broadcasting Co., 35 S. Ninth St. *Phone:* Walnut 6800. *Power:* 1,000 watts on 610 kc. *Affiliation:* Inter-City Broadcasting System. *Opened:* March 16, 1922.

*President:* Benedict Gimbel, Jr. *Sales*

★ *TOPS*  
*IN*  
*PHILADELPHIA*

\* Ross Federal Survey March, 1938



NEW YORK OFFICE:  
48 WEST 48TH STREET  
BRYANT 9-9390

NBC Blue Network  
Mutual Broadcasting System

## PENNSYLVANIA STATIONS—Continued

*director:* Edward A. Davies. *Program director:* James Allan. *Chief engineer:* Clifford Harris. *Musical director:* Clarence Fuhrman. *Publicity director:* Murray Arnold.

*Rep:* None. *News:* Transradio. *Seating facilities:* Studio A, 150 persons; auditorium, 1,200 persons. *Merchandising:* Uses 1,500 lines weekly in the Philadelphia Inquirer, Philadelphia Record, and Public Ledger, for free sponsor plugs. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$234.50.

*Copy restrictions:* Accept beer, wine, hard liquors; rigid supervision over all copy.

### WPEN, PHILADELPHIA

*Operator:* William Penn Broadcasting Co., 22nd & Walnut Sts. *Phone:* Rittenhouse 4140. *Power:* 1,000 watts on 920 kc. *Affiliation:* International Broadcasting Corp. on direct wire to New York City. *Opened:* 1929. (Note: WPEN formerly shared time with WRAX, which was under the same ownership; WRAX is no longer in operation.)

*General manager:* Hyla Kiczales (also general manager of WOV, New York). *Station manager:* Dwight E. Rorer. *Commercial manager:* George Lasker. *Program director:* Thomas B. Smith. *Chief engineer:* Charles Burtis.

*Rep:* WOV in New York. *News:* Broadcast foreign language news in Italian, Polish and Jewish; no service listed. *Seating facilities:* Auditorium, accommodating 550 persons. *Merchandising:* Have such a department; details on request. *Foreign language programs:* Italian, Polish and Jewish; all programs must be introduced and signed off in English and comply with state and federal laws. *Artists bureau:* No information given. *Base rate:* \$180.

*Copy restrictions:* Copy must conform to all state and federal laws and station standards; no other restrictions listed.

### WTEL, PHILADELPHIA

*Operator:* Foulkrod Radio Engineering Co., Inc., 4212-14 N. Broad St. *Phones:* Gladstone 1310 (Bell); North 1031 (Key-stone). *Power:* 100 watts on 1310 kc. (shares time with WHAT). *Affiliation:* None. *Opened:* Nov. 15, 1925.

*President, program director:* E. Douglas Hibbs. *Station and commercial manager:* Henry N. Cocker. *Chief engineer:* L. M. Biederman.

*Rep:* None. *News:* Christian Science Monitor. *Seating facilities:* Studio C, 50 persons. *Merchandising:* Services rendered at cost. *Foreign language programs:* Pol-

ish and German programs current. *Artists bureau:* None. *Base rate:* \$75.

*Copy restrictions:* Accept beer, wine, liquor and patent medicines; copy must conform to FCC and FTC rules and regulations.

### KDKA, PITTSBURGH

*Operator:* Westinghouse Electric & Mfg. Co., Grant Bldg. (station is programmed by NBC). *Phone:* Grant 4200. *Power:* 50,000 watts on 980 kc. *Affiliation:* NBC Basic Blue. *Opened:* Nov. 2, 1920.

*Station manager:* A. E. Nelson. *Commercial manager:* W. E. Jackson. *Program managers:* Derby Sproul on commercials, Clarence M. Pettit on sustaining programs. *Chief engineer:* Joseph E. Baudino. *Artists bureau head:* E. J. Calahan. *Musical director:* Maurice Spitalny. *Publicity director:* Kay Barr.

*Rep:* National Broadcasting Co. *News:* UP. *Seating facilities:* Two studio observation rooms, 40 persons apiece; if and when guests are admitted to studios, the capacity is increased 125 per studio. *Merchandising:* None listed. *Foreign language programs:* None listed. *Artists bureau:* Yes; lists complete roster of talent. *Base rate:* \$500.

*Copy restrictions:* Lectures and educational talks not accepted between 6 p.m. and midnight except by special arrangement; time of broadcast subject to change to other periods on 28 days' notice to accommodate network broadcasts, excepting in the case of independent announcements which may be moved to other periods if available, and as arranged by station manager on 24 hours' notice; closing date is two weeks in advance of initial program and program material must be arranged one week in advance of broadcast date—no change within two days preceding broadcast; all programs subject to station approval; beer is accepted; no other alcoholic beverages; no patent medicines except well known proprietaries, or those acceptable to the American Medical Association, and then only if the copy meets with NBC approval.

### KQV, PITTSBURGH

*Operator:* KQV Broadcasting Company, Chamber of Commerce Bldg. *Phone:* Grant 4860. *Power:* 500 watts on 1380 kc. *Affiliation:* Inter-City Broadcasting System. *Opened:* 1919.

*President:* H. J. Brennan. *Station manager:* John J. Laux. *Commercial manager:* Robert M. Thompson, Sr. *Program and musical director:* Chris Christenson. *Chief engineer:* Walter McCoy. *Publicity director:* Joe Villella.

*Rep:* Gene Furgason & Co., Inc. *News:*

# WJAS

**has the Shows  
that get  
the Attention  
of the  
4½ Million People  
in the  
Pittsburgh area**

**5,000 WATTS . . . BASIC COLUMBIA NETWORK**

**REPRESENTATIVES:**

**GENE FURGASON & CO.**

**TRANSAMERICAN BROADCASTING & TELEVISION CORP.**

## PENNSYLVANIA STATIONS—Continued

Transradio. *Seating facilities:* Playhouse, capacity 1,200. *Merchandising:* Station publicity and key distributor contacts. *Foreign language programs:* Accept subject to station approval. *Artists bureau:* None. *Base rate:* \$250.

*Copy restrictions:* Accept beer anytime; wine only after 10 p.m.; no liquor; patent medicine copy must be approved by legal department; all copy checked for good taste and truthfulness.

### WCAE, PITTSBURGH

*Operator:* WCAE, Inc., Hotel William Penn. *Phone:* Atlantic 6900. *Power:* 5,000 and 1,000 watts on 1220 kc. *Affiliation:* NBC Basic Red. *Opened:* May 3, 1922. (Note: This station is affiliated with the Pittsburgh Sun-Telegraph.)

*Station manager:* Leonard Kapner. *Program director:* R. C. Daniel. *Chief engineer:* James Schultz. *Musical director:* Earl Truxell. *Publicity director:* James Murray.

*Rep:* Hearst Radio. *News:* INS. *Seating facilities:* Observation room, seating 25 persons. *Merchandising:* Offer complete service at actual cost. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$475.

*Copy restrictions:* Beer and light wines accepted; patent medicines must be approved by Federal Trade Commission; station break announcements limited to 30 words; all copy subject to station approval or revision.

### WJAS, PITTSBURGH

*Operator:* Pittsburgh Radio Supply House, 411 Seventh Ave. *Phone:* Grant 4860. *Power:* 5,000 and 1,000 watts on 1290 kc. *Affiliation:* CBS. *Opened:* Aug. 4, 1922.

*President and general manager:* H. J. Brennen. *Commercial manager:* Robert M. Thompson, Sr. *Program director:* James Hughes. *Chief engineer:* Walter McCoy. *Musical director:* Luke Riley. *Publicity director:* Marcella Deverson.

*Rep:* Gene Furgason & Co.; Transamerican. *News:* Transradio. *Seating facilities:* Playhouse, 1,200. *Merchandising:* Station publicity; key dealer contacts. *Foreign language programs:* Accepted, subject to station's approval. *Artists bureau:* None. *Base rate:* \$384.

*Copy restrictions:* Wine programs taken after 10:30 p.m.; no liquors; all continuity governed by FCC regulations.

### WWSW, PITTSBURGH

*Operator:* Walker & Downing Radio Corp., Hotel Keystone. *Phone:* Grant 5200. *Power:* 250 and 100 watts on 1500 kc. *Af-*

*iliation:* Quaker Network. *Opened:* May 31, 1931. (Note: This station is newspaper-owned by the Pittsburgh Post-Gazette.)

*Station manager:* Frank R. Smith, Jr. *Program and musical director, artists bureau head:* Walter E. Sickles. *Chief engineer:* Ancil A. Lewis. *Publicity director:* Kieran Balfe.

*Rep:* None. *News:* INS; also Pittsburgh Post-Gazette. *Seating facilities:* 100 persons. *Merchandising:* Complete service available; details and estimates upon request. *Foreign language programs:* Will accept. *Artists bureau:* Setup nominal only. *Base rate:* \$125.

*Copy restrictions:* Beer, wine and liquor advertising accepted "with restrictions"; all copy must conform to station standards and government regulations.

### WEEU, READING

*Operator:* Berks Broadcasting Co. *Power:* 1,000 watts on 830 kc. (daytime). *Affiliation:* None.

*Base rate:* \$100.

*Copy restrictions:* Rate card states "advertising of alcoholic beverages not accepted, excepting beer and wine. Only one price quotation permitted. Station reserves the right to decline to broadcast any price mention which it deems to be contrary to the best interests of the public and the advertiser."

No further information available.

### WRAW, READING

*Operator:* Reading Broadcasting Co. *Power:* 100 watts on 1310 kc. *Affiliation:* None.

*Rep:* None. *Base rate:* \$90.

*Copy restrictions:* Rate card states "advertising of alcoholic beverages accepted, but liquor advertising permitted only after 10 p.m."

No further information available after repeated requests.

### WGBI, SCRANTON

*Operator:* Scranton Broadcasters, Inc., 1000 Wyoming Ave. *Phone:* 6296. *Power:* 1,000 and 500 watts on 880 kc (divides time with WQAN). *Affiliation:* CBS. *Opened:* Jan. 12, 1925.

*President:* Frank Megargee. *General manager:* George D. Coleman. *Station manager:* R. E. McDowell. *Chief engineer:* K. R. Cooke.

*Rep:* John Blair & Co. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Letters to dealers; dealer contacts; pre-program announcement. *Foreign language programs:* Accepted; must give audition and review of the script; all copy must comply with the NAB Code of

## PENNSYLVANIA STATIONS—Continued

Ethics. *Artists bureau:* None. *Base rate:* \$118.75.

*Copy restrictions:* Accept beer, wine, liquors; all copy must comply with the NAB Code of Ethics and rulings of the Federal Trade Commission.

### WQAN, SCRANTON

*Operator:* The Scranton Times in co-partnership with E. J., Wm. R., and Elizabeth R. Lynett; also Edward J. Lynett, Jr. *Power:* 1,000 and 500 watts on 880 kc. (divides time with WGBI).

**This station is non-commercial.**

### WPIC, SHARON

*Operator:* Sharon Herald Publishing Co. *Power:* 250 watts on 780 kc (daytime).

**At press time this station had a construction permit only.**

### WKOK, SUNBURY

*Operator:* Sunbury Broadcasting Corp., 1150 N. Front St. *Phone:* 1326. *Power:* 100 watts on 1210 kc (specified hours). *Affiliation:* Quaker Network. *Opened:* Sept. 1, 1933. (Note: This station is owned by individuals also owning the Sunbury Item.)

*President:* H. H. Haddon. *General manager:* B. A. Beck. *Station manager, com-*

*mercial manager:* Melvin Lahr. *Program director:* Paul L. Miller. *Chief engineer:* Clifford Kerstetter.

*Rep:* Cox and Tanz. *News:* UP. *Seating facilities:* None. *Merchandising:* No information given. *Foreign language programs:* Accept Polish, Russian, Italian and German. *Artists bureau:* Setup nominal only. *Base rate:* \$60.

*Copy restrictions:* Copy is acceptable if it conforms to FCC regulations.

### WMBS, UNIONTOWN

*Operator:* Fayette Broadcasting Corp. *Power:* 250 watts on 1420 kc. (daytime). *Affiliation:* None. *Opened:* 1937.

*Base rate:* \$65.

No further information available.

### WBAX, WILKES-BARRE

*Operator:* John H. Stenger, Jr., 141 S. Main St. *Phone:* 30196. *Power:* 100 watts on 1210 kc. *Affiliation:* Mutual. *Opened:* May 10, 1922.

*Owner, chief engineer:* John H. Stenger, Jr. *Station manager, commercial manager, publicity director:* Hal Seville. *Program director:* Richard E. Mawson. *Musical director:* William Herbert.

*Rep:* None. *News:* UP. *Seating facilities:* Orondo Ballroom, 2,000; Grant Dancing

# ASSOCIATED RADIO PRODUCTIONS

Offering Radio Programs of distinction . . . Created and produced by well-known authors and directors.

*Each a "Custom-Built" Production*

**From Coast-to-Coast**

**540 N. Michigan Ave.  
Chicago**

## PENNSYLVANIA STATIONS—Continued

School, 500. *Merchandising*: None. *Foreign language programs*: Accepted; English copy must be submitted. *Artists bureau*: Yes. *Base rate*: \$75.25.

*Copy restrictions*: Advertising must be in "good taste"; wine, beer, liquor accepted; patent medicines carefully checked.

### **WBRE, WILKES-BARRE**

*Operator*: Louis G. Baltimore, 16 N. Main Street. *Phone*: 3-3101. *Power*: 100 watts on 1310 kc. *Affiliation*: NBC Red and Blue Supplementary Basic Service. *Opened*: 1924.

*General and station manager*: Louis G. Baltimore. *Commercial manager*: S. R. Baltimore. *Program and publicity director*: Franklin D. Coslett. *Chief engineer*: Charles Sakoski. *Artists bureau head*: Jerry Butler. *Musical director*: Louis Savitt.

*Rep*: None. *News*: Transradio. *Seating facilities*: Two studios, seating 80 persons; reception room, seating 200; outside auditorium, seating 500. *Merchandising*: None. *Foreign language programs*: Will accept, but must be limited to as few words as possible; Polish and Italian programs current. *Artists bureau*: Yes; lists about 55 artists. *Base rate*: \$95.

*Copy restrictions*: Accept beer, wine, liquor and legitimate patent medicine ad-

vertising; cooperate with "Truth in Advertising" department of local Chamber of Commerce in censoring copy.

### **WRAK, WILLIAMSPORT**

*Operator*: WRAK, Inc., 244 W. Fourth St. *Phone*: 2-6116. *Power*: 250 and 100 watts on 1370 kc. *Affiliation*: Quaker Network. *Opened*: April 16, 1930. (Note: Majority of stock in this station is held by publishers of Williamsport Gazette & Bulletin and Williamsport Sun).

*President*: Ernest M. Case. *Station manager*: George E. Joy. *Commercial manager*: T. M. Metzger. *Program director*: O. M. Linn. *Chief engineer*: Louis N. Persio. *Artists bureau head*: P. M. Breining. *Musical director*: I. R. Berndt. *Publicity director*: J. W. Mackey.

*Rep*: J. P. McKinney & Son. *News*: Transradio. *Seating facilities*: Can accommodate 150 persons (admission by card only). *Merchandising*: Complete service rendered, including window cards, newspaper and poster advertising, and other promotional features. *Foreign language programs*: None on station. *Artists bureau*: Setup nominal only. *Stock*: Principally held by the Sun-Gazette Co. *Base rate*: \$75.25.

*Copy restrictions*: No wine, beer or hard liquor accepted.

# FRITZ BLOCKI

EXPRESSES THANKS TO

## BLACKETT-SAMPLE-HUMMERT

FOR OPPORTUNITY OF PRODUCING AND DIRECTING

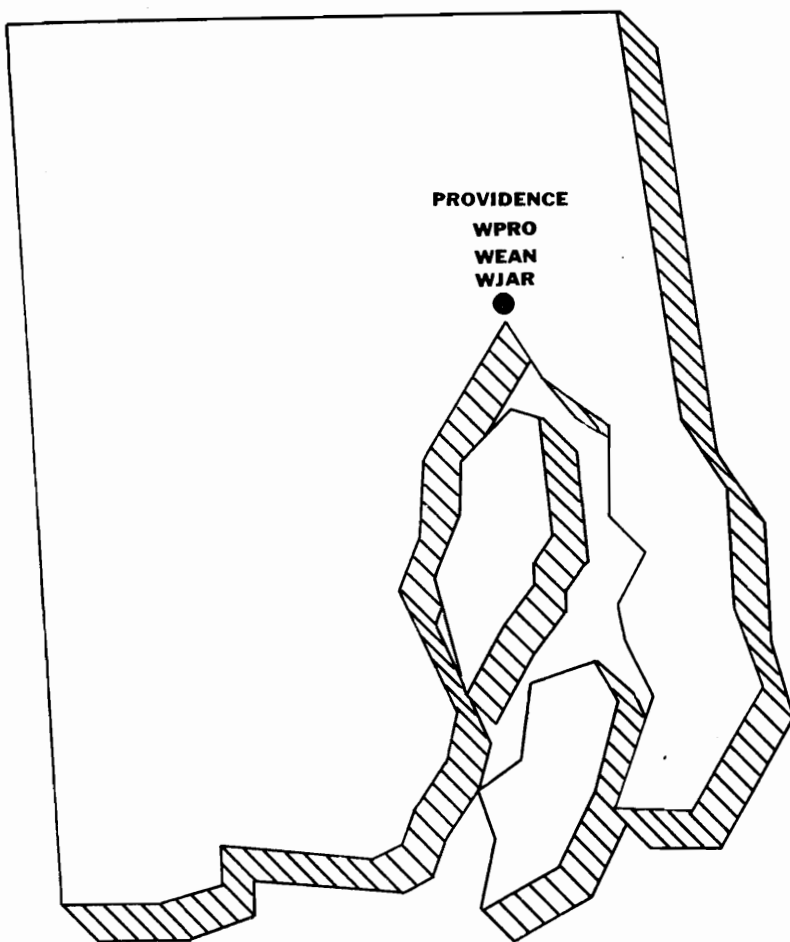
"THE COURT OF MISSING HEIRS"

## RADIO PRODUCER-DIRECTOR-WRITER

OVER 12 YEARS EXPERIENCE IN ALL PHASES OF RADIO,  
THEATRICAL, NEWSPAPER AND PUBLICITY BUSINESS

FRITZ BLOCKI, BLACKETT-SAMPLE-HUMMERT, INC., CHICAGO  
STATE LAKE THEATRE, CHICAGO

# RHODE ISLAND





## PENNSYLVANIA STATIONS—Continued

### WORK, YORK

*Operator:* York Broadcasting Co., Inc., 13 S. Beaver St. *Phone:* 6629. *Power:* 1,000 watts on 1320 kc. *Affiliation:* Mason-Dixon Radio Group; NBC Supplementary Basic Service; Inter-City Broadcasting System. *Opened:* March 21, 1932.

*President:* Clair R. McCollough. *Station and commercial manager:* J. Robert Gulick. *Program director:* Harold Miller. *Chief engineer:* J. E. Mathiot. *Artists bureau head:* Wilhelmina Hollinger. *Musical di-*

*rector:* Frank Renaut. *Publicity director:* John Neff.

*Rep:* Paul H. Raymer Co. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Offer usual services, including publicity and listings through newspaper affiliates. *Foreign language programs:* Will accept. *Artists bureau:* Setup nominal only. *Base rate:* \$125.

*Copy restrictions:* Beer and wine accepted; no liquor advertising; all copy must conform to station standards.

## RHODE ISLAND

(155,500 radio homes)

### Radio Homes by Counties

Bristol .....	5,360	Newport .....	9,670	Washington .....	7,200
Kent .....	11,820	Providence .....	121,450		

### WEAN, PROVIDENCE

*Operator:* The Yankee Network, Inc., The Crown Hotel. *Phone:* Dexter 1500. *Power:* 5,000 and 1,000 watts on 780 kc. *Affiliation:* NBC Basic Blue; Yankee; Colonial; Mutual. *Opened:* June 5, 1932.

*President:* John Shepard III. *Station manager, program director:* James S. Jenkinson. *Commercial manager:* Richard F. Voynow. *Chief engineer:* Harry H. Tilley. *Publicity director:* Carlton McVarish.

*Rep:* Edward Petry & Co., Inc. *News:*

# BASIC COLUMBIA STATION

Both National Audience Surveys  
indicate WPRO audience leadership

... WPRO used by more Providence  
local advertisers than any other station

# WPRO

NATIONAL REPRESENTATIVES:

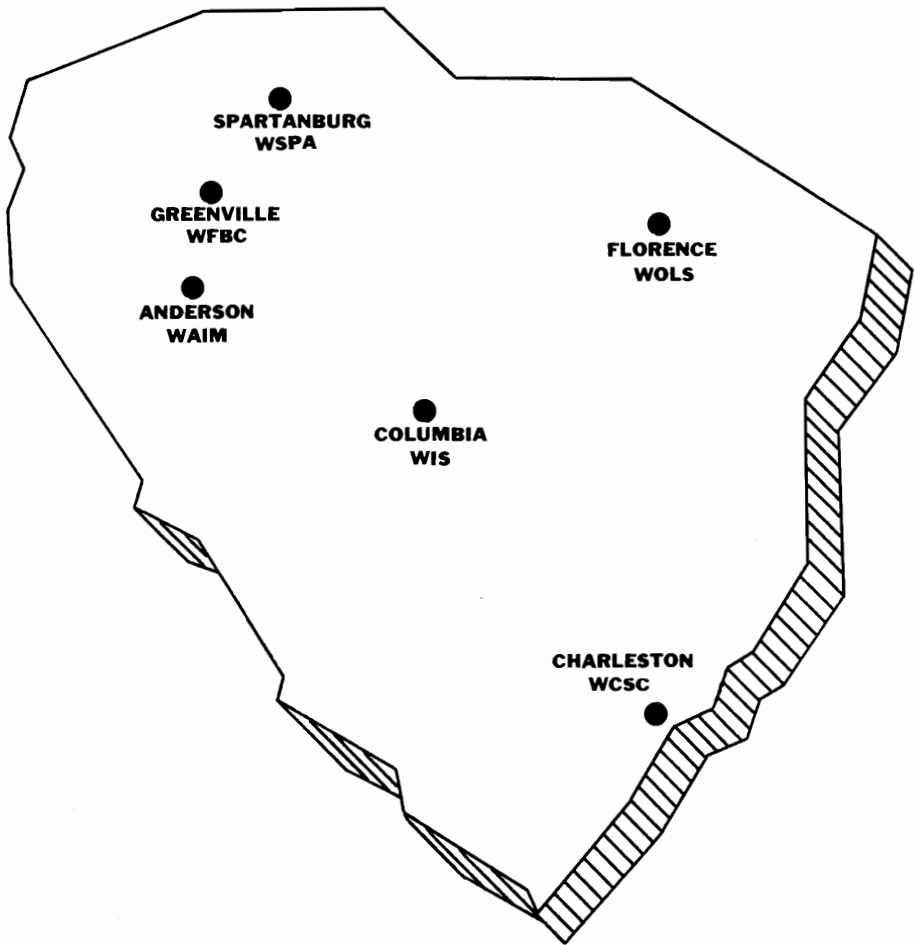
**PAUL H. RAYMER  
COMPANY**

NEW YORK CHICAGO  
DETROIT SAN FRANCISCO

**630 KILOCYCLES**

**in Providence**

# SOUTH CAROLINA



## RHODE ISLAND STATIONS—Continued

Yankee Network News Service. *Seating facilities:* Studio, 40; can supply outside points with capacity up to 2,000, at cost. *Merchandising:* Any "reasonable" activity supplied at cost; will send out notices to trade on new programs, cooperate in making buyer contacts, and supply coverage and market data. *Foreign language programs:* No. *Artists bureau:* Through the Yankee Network Artists Bureau (Van D. Sheldon) in Boston. *Base rate:* \$200.

*Copy restrictions:* Alcoholic beverages accepted if copy does not encourage use, but calls attention to name, purity, etc.; patent medicine copy submitted to Proprietary Assn.

### WJAR, PROVIDENCE

*Operator:* The Outlet Company (Department Store), Weybosset St. *Phone:* Gaspee 1071. *Power:* 5,000 and 1,000 watts on 890 kc. *Affiliation:* NBC Basic Red. *Opened:* Sept. 6, 1922.

*Station and commercial manager:* John J. Boyle. *Chief engineer:* Thomas Prior. *Musical director, artists bureau head:* Earl Shean.

*Rep:* Weed & Co. *News:* Providence Journal and Evening Bulletin. *Seating facilities:* Studio, 250 persons. *Merchandising:* Mail out letters to the trade; distribute window cards; arrange for window displays; charge depends on amount of

service required. *Foreign language programs:* Not accepted. *Artists bureau:* Yes; lists about 20 artists. *Base rate:* \$200.

*Copy restrictions:* Accept beer and wine; no hard liquor or patent medicines.

### WPRO, PROVIDENCE

*Operator:* Cherry and Webb Broadcasting Co., 15 Chestnut St. *Phone:* Plantations 9776. *Power:* 1,000 and 500 watts on 630 kc. *Affiliation:* CBS. *Opened:* As WLSI in 1919; as WPAW in 1924.

*President:* William S. Cherry, Jr. *Station manager:* S. P. Willis. *Commercial manager:* W. T. Bush. *Program director:* H. W. Koster. *Chief engineer:* H. W. Thornley. *Publicity director:* A. C. Rider.

*Rep:* Paul H. Raymer Co. *News:* UP. *Seating facilities:* Theatre, 3,400. *Merchandising:* Newspaper listings, publicity, and letters acknowledging contracts to company salesmen or distributor salesmen given free; any additional services can be handled at cost. *Foreign language programs:* Accepted Mondays through Fridays, 8:30 to 9 a.m. and 3:30 to 4:30 p.m.; programs must be approved by station, and must be musical programs. *Artists bureau:* None. *Base rate:* \$200.

*Copy restrictions:* No hard liquor; otherwise the station has adopted copy restrictions of CBS.

## SOUTH CAROLINA

(207,300 radio homes)

### Radio Homes by Counties

Abbeville .....	2,610	Dillon .....	2,580	McCormick .....	1,110
Aiken .....	5,790	Dorchester .....	2,140	Marion .....	3,160
Allendale .....	1,460	Edgefield .....	1,930	Marlboro .....	3,340
Anderson .....	9,400	Fairfield .....	2,250	Newberry .....	4,120
Bamberg .....	1,980	Florence .....	7,050	Oconee .....	3,330
Barnwell .....	2,350	Georgetown .....	2,840	Orangeburg .....	7,120
Beaufort .....	2,780	Greenville .....	15,870	Pickens .....	3,610
Berkeley .....	2,300	Greenwood .....	4,540	Richland .....	13,520
Calhoun .....	1,680	Hampton .....	1,910	Saluda .....	1,710
Charleston .....	18,510	Horry .....	3,590	Spartanburg .....	14,700
Cherokee .....	3,580	Jasper .....	1,090	Sumter .....	5,510
Chester .....	3,640	Kershaw .....	3,370	Union .....	3,570
Chesterfield .....	3,480	Lancaster .....	2,860	Williamsburg .....	3,060
Clarendon .....	2,840	Laurens .....	4,680	York .....	6,330
Colleton .....	2,750	Lee .....	2,430		
Darlington .....	4,690	Lexington .....	4,140		

### WAIM, ANDERSON

*Operator:* Wilton E. Hall, Anderson College. *Phone:* 800. *Power:* 100 watts on 1200 kc. *Affiliation:* CBS. *Opened:* April 8, 1935. (Note: this station is owned by the publisher of the Anderson Independent and Daily Mail.)

*Owner:* Wilton E. Hall. *Station and commercial manager:* Ennis Bray. *Program and musical director:* James A. Bulleit. *Chief engineer:* John E. Peoples. *Artists bureau head:* Edith Hall. *Publicity director:* G. Paul Browne.

*Rep:* None. *News:* Transradio. *Seating*

## SOUTH CAROLINA STATIONS—Continued

*facilities:* 50 persons. *Merchandising:* Complete service, including sound car, publicity and listings in Anderson Independent and Daily Mail. *Foreign language programs:* Not accepted. *Artists bureau:* Yes; lists about 20 artists. *Base rate:* \$125.

*Copy restrictions:* Beer accepted; no wine or liquor advertising; patent medicines must be approved by Federal Trade Commission.

### WCSC, CHARLESTON

*Operator:* South Carolina Broadcasting Co., Inc., Francis Marion Hotel. *Phone:* 344. *Power:* 1,000 and 500 watts on 1360 kc. *Affiliation:* NBC Southeastern Service. *Opened:* 1930.

*President, station manager:* John M. Rivers. *Vice-president:* G. Richard Shafto. *Commercial manager, publicity director:* Roland Weeks. *Program director:* Edmund C. Bunker, Jr. *Chief engineer:* John B. Fuqua.

*Rep:* Free & Peters, Inc. *News:* INS. *Seating facilities:* Reception room; capacity 75 persons. *Merchandising:* "General services" offered. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$100.

*Copy restrictions:* Accept beer and wine, but no hard liquor; all copy subject to station approval and government regulations.

### WIS, COLUMBIA

*Operator:* WIS, Inc., 1811 Main St. *Phones:* 2-2135, 2-2136. *Power:* 5,000 and 1,000 watts on 560 kc. *Affiliation:* NBC Southeastern Group. *Opened:* June, 1930.

*Station manager:* G. Richard Shafto. *Commercial manager:* J. D. Saumenig. *Program director:* James Young. *Chief engineer:* Scott Helt. *Chief control operator:* R. D. Lambert. *Musical director:* Bev. Dean. *Publicity director:* Floyd D. Rodgers, Jr.

*Rep:* Free & Peters, Inc. *News:* UP. *Seating facilities:* Studio, 100 persons. *Merchandising:* Supply station letterheads and envelopes for dealer letters (sponsor charged for postage); surveys made gratis within city limits; counter displays set up within city limits; programs scheduled for minimum of 13 weeks allowed up to six no-charge preannouncements; program listings, with name of sponsor, published daily in 13-inch display ad in the Columbia State. *Foreign language programs:* None; population less than 1% foreign born. *Artists bureau:* Yes; lists about 10 artists. *Base rate:* \$130.

*Copy restrictions:* Adheres strictly to

NAB code; no alcoholic beverages except beer and wine; patent medicine advertising is accepted on the condition that it is "in good taste, and merchandise of reliable manufacture."

### WOLS, FLORENCE

*Operator:* O. Lee Stone. *Power:* 100 watts on 1200 kc. (daytime).

*Base rate:* \$60.

No other details available.

### WFBC, GREENVILLE

*Operator:* Greenville News-Piedmont Co., Hotel Greenville. *Phone:* 363. *Power:* 5,000 and 1,000 watts on 1300 kc. *Affiliation:* NBC Southeastern Service. *Opened:* May 20, 1933. (Note: This station is newspaper-owned—News and Piedmont.)

*President:* B. H. Peace, Jr. *Station manager:* B. T. Whitmire. *Commercial manager:* W. S. Lindsay. *Program director, artists bureau head:* Charles Batson. *Chief engineer:* W. C. Etheridge. *Musical director:* Eber Lineberger. *Publicity director:* Dan Crosland.

*Rep:* Bryant, Griffith & Brunson, Inc. *News:* UP; AP. *Seating facilities:* Large studio, 50; outer lobby to same, 50. *Merchandising:* Display placards and advertising material of sponsors in the studios. *Foreign language programs:* Not accepted. *Artists bureau:* Yes; lists about a dozen singers and announcers. *Base rate:* \$120.

*Copy restrictions:* Accept wine and beer; no hard liquor; not more than 10% of program time may be devoted to sponsor's product.

### WSPA, SPARTANBURG

*Operator:* Virgil V. Evans, Radio Center. *Phone:* 2900. *Power:* 1,000 watts on 920 kc (daytime). *Affiliation:* None. *Opened:* February 17, 1930.

*Station head and manager:* Virgil V. Evans. *Commercial manager:* Jack Hammette. *Program director:* James D. Mufford. *Chief engineer:* Charles Boggs. *Publicity director:* Richard Pattison.

*Rep:* Cox & Tanz. *News:* Transradio. *Seating facilities:* 400 persons. *Merchandising:* Contact dealers, work out window displays; suggest publicity tie-ins, etc.; all services rendered free. *Foreign language programs:* Would accept if requests were ever received; however, foreign population is practically non-existent. *Artists bureau:* None. *Base rate:* \$74.

*Copy restrictions:* Accept beer; no other alcoholic beverages; patent medicine advertising subject to station censorship, as is all other copy.

# SOUTH DAKOTA

(132,900 radio homes)

## Radio Homes by Counties

Armstrong .....	10	Fall River .....	1,760	Meade .....	2,190
Aurora .....	1,310	Faulk .....	1,290	Mellette .....	890
Beadle .....	4,720	Grant .....	1,950	Miner .....	1,530
Bennett .....	800	Gregory .....	2,070	Minnehaha .....	11,050
Bon Homme .....	2,200	Haakon .....	940	Moody .....	1,770
Brookings .....	3,260	Hamlin .....	1,480	Pennington .....	4,500
Brown .....	6,610	Hand .....	1,660	Perkins .....	1,570
Brule .....	1,400	Hanson .....	1,100	Potter .....	1,080
Buffalo .....	340	Harding .....	700	Roberts .....	2,760
Butte .....	1,670	Hughes .....	1,560	Sanborn .....	1,390
Campbell .....	910	Hutchinson .....	2,450	Shannon .....	730
Charles Mix .....	2,840	Hyde .....	680	Spink .....	2,900
Clark .....	2,010	Jackson .....	510	Stanley .....	490
Clay .....	2,000	Jerauld .....	1,110	Sully .....	680
Codington .....	3,610	Jones .....	610	Todd .....	980
Corson .....	1,650	Kingsbury .....	2,360	Tripp .....	2,280
Custer .....	1,090	Lake .....	2,460	Turner .....	2,870
Davison .....	3,620	Lawrence .....	3,290	Union .....	2,190
Day .....	2,600	Lincoln .....	2,640	Walworth .....	1,710
Deuel .....	1,500	Lyman .....	1,220	Washabaugh .....	440
Dewey .....	1,180	McCook .....	1,890	Washington .....	300
Douglas .....	1,290	McPherson .....	1,430	Yankton .....	2,950
Edmunds .....	1,460	Marshall .....	1,670	Ziebach .....	740

### KABR, ABERDEEN

*Operator:* Aberdeen Broadcast Co., Radio Bldg. *Phone:* 4626. *Power:* 1,000 and 500 watts on 1390 kc. *Affiliation:* North Central Broadcasting System. *Opened:* Jan. 21, 1935.

*President:* H. C. Jewett, Jr. *Station manager:* A. A. Fahy. *Program director:* W. L. Dean. *Chief engineer:* Delbert Hunt. *Sales and merchandising director:* F. E. Painter.

*Rep:* Transamerican Broadcasting and Television Corp. and North Central Broadcasting System. *News:* Transradio. *Seating facilities:* Can accommodate about 50 persons. *Merchandising:* Worked out with sponsor according to individual circumstances. *Foreign language programs:* Not generally accepted. *Artists bureau:* Can supply local talent or work through North Central Broadcasting Co. *Base rate:* \$100.

*Copy restrictions:* No liquor, beer, wines; all other copy checked by station according to FCC and Federal Trade Commission standards; no religious programs except by remote control from recognized places of worship.

### KFDY, BROOKINGS

*Operator:* South Dakota State College. *Phone:* 702 K. *Power:* 1,000 watts on 780 kc (specified hours; daytime). *Opened:* April 23, 1923.

**This station is non-commercial.**

### KGDY, HURON

*Operator:* Voice of South Dakota. *Power:* 250 watts on 1340 kc. (daytime). *Affiliation:* None.

No further information available after repeated requests.

### KGFX, PIERRE

*Operator:* Ida A. McNeil, administratrix, estate of Dana McNeil, deceased. *Power:* 200 watts on 630 kc. (operates specified hours daytime).

No further information available.

### KOBH, RAPID CITY

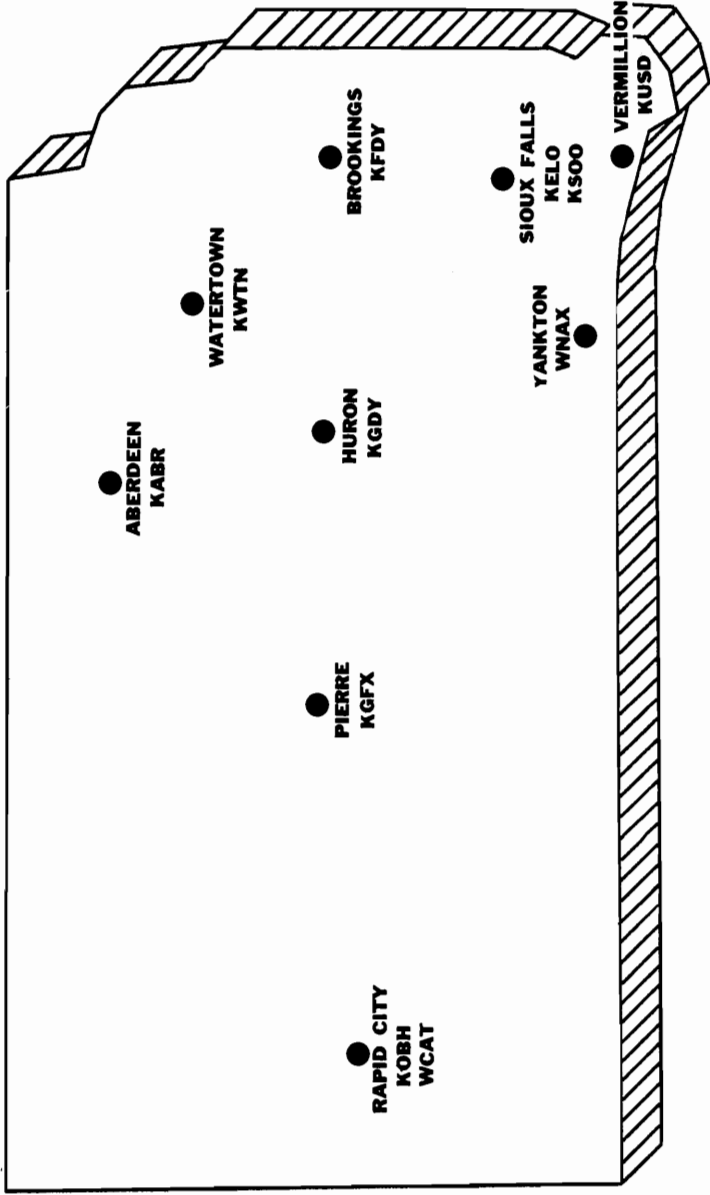
*Operator:* Black Hills Broadcast Co., Alex Johnson Hotel. *Phone:* 2000. *Power:* 250 and 100 watts on 1370 kc. *Affiliation:* None. *Opened:* December, 1936.

*Director, station manager:* Robert Dean. *Business manager:* G. E. Bruntlett. *Program director:* William E. Welch. *Chief engineer:* Earl H. Carter. *Artists bureau head, musical director:* Katherine Walpole. *Publicity director:* Martin Tobin.

*Rep:* None. *News:* Transradio. *Seating facilities:* 50 persons. *Merchandising:* No specific services; place dealer displays sent on transcription tie-up. *Foreign language programs:* Not accepted. *Artists bureau:* Yes, lists about 45 artists. *Base rate:* \$97.50.

*Copy restrictions:* Beer and wine accept-

# SOUTH DAKOTA



## SOUTH DAKOTA STATIONS—Continued

ed; no liquor or patent medicine advertising; all copy subject to review by the management.

### WCAT, RAPID CITY

*Operator:* South Dakota State School of Mines. *Power:* 100 watts on 1200 kc. (operates specified hours daytime).

*This station is non-commercial; college-owned.*

### KELO, SIOUX FALLS

*Operator:* Sioux Falls Broadcast Association, Inc., 317 S. Phillips Ave. *Phone:* 575. *Power:* 100 watts on 1200 kc. *Affiliation:* NBC Red and Blue Supplementary Service. *Opened:* Sept. 9, 1937. (Note: Sioux Falls Broadcast Association also owns KSOO, Sioux Falls.)

*President, station manager:* Joseph Henkin. *Vice-president, treasurer, publicity director:* Sam C. Fantle, Jr. *Commercial manager:* George Hahn. *Merchandising manager:* Wallace E. Stone. *Chief engineer:* Max Staley. *Program and musical director:* Morton Henkin.

*Rep:* Paul H. Raymer Co. *News:* UP. *Seating facilities:* Studio A, 75 persons; local theatre, 450; coliseum, 5,000 (shared with KSOO). *Merchandising:* Maintains separate department; services rendered on per unit basis. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Stock:* Principally held by Joseph Henkin, Sam C. Fantle, Jr., Tabitha and Morton Henkin. *Base rate:* \$70.

*Copy restrictions:* Accept beer; no wine or hard liquor; all programs must be in English, and are subject to federal, state and local rules and regulations.

### KSOO, SIOUX FALLS

*Operator:* Sioux Falls Broadcast Association, Inc., 317 S. Phillips Ave. *Phone:* 757. *Power:* 2,500 watts on 1110 kc (limited time with WRVA). (Have construction permit for 5,000 watts.) *Affiliation:* Basic NBC Red or Blue Optional. *Opened:* Dec. 1, 1926. (Note: This company also owns KELO, Sioux Falls.)

*President, station manager:* Joseph Henkin. *Vice-president, treasurer, publicity director:* Sam C. Fantle, Jr. *Commercial manager:* George R. Hahn. *Merchandising manager:* Wallace E. Stone. *Chief engineer:* Max Staley. *Program and musical director:* Morton Henkin.

*Rep:* Paul H. Raymer. *News:* UP. *Seating facilities:* Studio A, seating 75 persons; theatre, 450 persons; coliseum, 5,000 (shared with KELO). *Merchandising:* Maintains separate department; services

rendered on per unit basis. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$90.

*Copy restrictions:* Accept beer; no wine or hard liquor; all copy must be in English and is subject to federal, state and local rules and regulations.

### KUSD, VERMILLION

*Operator:* University of South Dakota. *Power:* 500 watts on 890 kc. (shares time with KFNF).

*This station is non-commercial; university-owned.*

### KWTN, WATERTOWN

*Operator:* Greater Kampeska Radio Corp., Midland National Bldg. *Phone:* 5050. *Power:* 100 watts on 1210 kc. *Affiliation:* None. *Opened:* August, 1928.

*President:* Dr. F. Koren. *Station and commercial manager:* M. W. Plowman. *Program director:* Norman Schmeling. *Chief engineer:* E. A. Blackburn. *Musical director:* Aileen Johnson. *Sales manager:* Morris Wisott. *Assistant program director, studio technician:* William Coddling.

*Rep:* Cox and Tanz. *News:* No service listed. *Seating facilities:* Reception room, seating 100 persons. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* Setup nominal only. *Base rate:* \$45.

*Copy restrictions:* Accept beer, wine, liquor and patent medicines; all copy subject to station approval and government regulations.

### WNAX, YANKTON

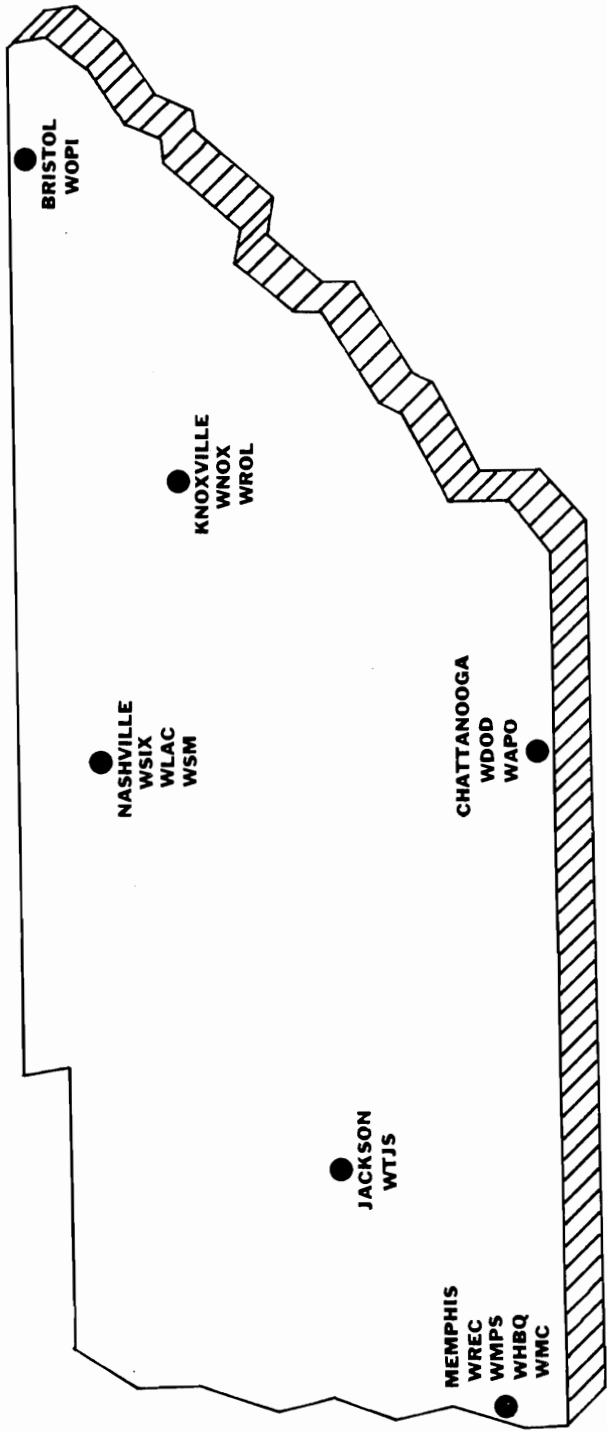
*Operator:* WNAX Broadcasting Co., 2nd and Capitol Sts. *Phone:* 443. *Power:* 5,000 and 1,000 watts on 570 kc. *Affiliation:* CBS. *Opened:* April 4, 1927.

*Secretary, treasurer:* Charles Gurney. *Station manager, commercial manager:* Ted Matthews. *Program director, artists bureau head:* Rex Hayes. *Chief engineer:* Clifton Todd. *Musical director:* Eddie Texel. *Publicity director:* Ted Matthews.

*Rep:* Howard H. Wilson Co. *News:* UP. *Seating facilities:* Studio auditorium, 275 persons. *Merchandising:* Do contact work through jobbers, distributors and wholesale men. *Foreign language programs:* Not accepted. *Artists bureau:* Setup is nominal only. *Base rate:* \$120.

*Copy restrictions:* Beer accepted; no wines or hard liquors; no specific guarantee copy allowed; patent medicines must comply with all Federal Trade Commission rulings.

# TENNESSEE





# TENNESSEE

(459,900 radio homes)

## Radio Homes by Counties

Anderson . . . . .	3,050	Hamilton . . . . .	35,170	Morgan . . . . .	1,910
Bedford . . . . .	3,570	Hancock . . . . .	1,170	Obion . . . . .	5,010
Benton . . . . .	1,690	Hardeman . . . . .	3,070	Overton . . . . .	2,300
Bledsoe . . . . .	900	Hardin . . . . .	2,300	Perry . . . . .	1,020
Blount . . . . .	5,470	Hawkins . . . . .	3,380	Pickett . . . . .	710
Bradley . . . . .	3,790	Haywood . . . . .	3,700	Polk . . . . .	2,240
Campbell . . . . .	4,280	Henderson . . . . .	2,510	Putnam . . . . .	3,450
Cannon . . . . .	1,290	Henry . . . . .	4,350	Rhea . . . . .	2,130
Carroll . . . . .	4,180	Hickman . . . . .	2,030	Roane . . . . .	3,860
Carter . . . . .	4,330	Houston . . . . .	830	Robertson . . . . .	4,540
Cheatham . . . . .	1,310	Humphreys . . . . .	1,840	Rutherford . . . . .	5,200
Chester . . . . .	1,530	Jackson . . . . .	1,770	Scott . . . . .	2,100
Clairborne . . . . .	3,330	Jefferson . . . . .	2,520	Sequatchie . . . . .	570
Clay . . . . .	1,290	Johnson . . . . .	1,590	Sevier . . . . .	2,650
Cocke . . . . .	3,060	Knox . . . . .	31,370	Shelby . . . . .	72,140
Coffee . . . . .	2,670	Lake . . . . .	1,790	Smith . . . . .	2,400
Crockett . . . . .	2,600	Lauderdale . . . . .	3,610	Stewart . . . . .	1,830
Cumberland . . . . .	1,660	Lawrence . . . . .	3,670	Sullivan . . . . .	8,790
Davidson . . . . .	48,810	Lewis . . . . .	840	Sumner . . . . .	4,570
Decatur . . . . .	1,450	Lincoln . . . . .	3,850	Tipton . . . . .	3,930
De Kalb . . . . .	2,050	Loudon . . . . .	2,720	Trousdale . . . . .	880
Dickson . . . . .	2,890	McMinn . . . . .	4,700	Unicoi . . . . .	1,980
Dyer . . . . .	5,170	McNairy . . . . .	2,820	Union . . . . .	1,380
Fayette . . . . .	3,830	Macon . . . . .	2,020	Van Buren . . . . .	490
Fentress . . . . .	1,520	Madison . . . . .	9,820	Warren . . . . .	3,190
Franklin . . . . .	3,350	Marion . . . . .	2,880	Washington . . . . .	7,860
Gibson . . . . .	7,550	Marshall . . . . .	2,680	Wayne . . . . .	1,720
Giles . . . . .	4,240	Mauzy . . . . .	6,060	Weakley . . . . .	4,850
Grainger . . . . .	1,780	Meigs . . . . .	770	White . . . . .	2,280
Greene . . . . .	4,980	Monroe . . . . .	2,910	Williamson . . . . .	3,460
Grundy . . . . .	1,630	Montgomery . . . . .	5,090	Wilson . . . . .	4,030
Hamblen . . . . .	2,760	Moore . . . . .	590		

### WOPI, BRISTOL

*Operator:* Radiophone Broadcasting Station WOPI, Inc., 410 State St. *Phone:* WOPI. *Power:* 100 watts on 1500 kc. *Affiliation:* None. *Opened:* June 15, 1929. (Note: WOPI rebroadcasts WLW, Cincinnati, and WSM, Nashville, programs at specific times.)

*President-treasurer:* W. A. Wilson. *Commercial manager:* C. D. Moore. *Chief engineer:* R. H. Smith. *Continuity director:* Harry S. Hudson. *Musical director:* Fey Rogers.

*Rep:* Cox and Tanz. *News:* Transradio. *Seating facilities:* Large reception room; also Radiatorium, capacity 350, with admission charge for stage performances varying according to type of broadcast. *Merchandising:* Window cards; canvass distributors and larger merchants for proper display of merchandise, cooperation, etc. *Foreign language programs:* No rules. *Base rate:* \$36.

*Copy restrictions:* Accept wine and beer; no hard liquor.

### WAPO, CHATTANOOGA

*Operator:* W. A. Patterson. *Power:* 250 and 100 watts on 1420 kc. *Affiliation:* None. *Opened:* 1937.

*Base rate:* \$80.

No further information available after repeated requests.

### WDOD, CHATTANOOGA

*Operator:* WDOD Broadcasting Corp., Patten Hotel. *Phone:* 6-5117. *Power:* 5,000 and 1,000 watts on 1280 kc. *Affiliation:* CBS. *Opened:* April 13, 1925.

*Station manager:* Frank S. Lane. *Commercial manager:* Carter Parham. *Program director:* Tom Dailey. *Artists bureau head:* Dorothy W. McCurdy. *Chief engineer:* J. R. Donovan. *Musical director:* Earl Van Arsdale.

*Rep:* Paul H. Raymer Co. *News:* UP. *Seating facilities:* WDOD Radio Playhouse, capacity 650; admission to shows noonday and evenings average 20c. *Merchandising:* Yes; policy varies in ac-

## TENNESSEE STATIONS—Continued

cordance with sponsor request; do all that is required. *Foreign language programs:* None. *Artists bureau:* Yes; has about 40 artists on hand. *Base rate:* \$125.

*Copy restrictions:* Accept beer; also patent medicines.

### WTJS, JACKSON

*Operator:* Sun Publishing Co., Inc., Market and Baltimore Sts. *Phone:* 3340. *Power:* 250 and 100 watts on 1310 kc. *Affiliation:* None. *Opened:* Sept. 29, 1931. (Note: This is a newspaper station—The Jackson Sun.)

*Vice-president:* Albert A. Stone. *Station manager, commercial manager:* A. B. Robinson. *Studio manager:* Leslie Brooks. *Chief engineer:* B. C. Brummel. *Artists bureau head:* Bill Reeves. *Musical director:* James Allen. *Publicity director:* Val Morse.

*Rep:* The Branham Co. *News:* No outside service indicated; station operates its own weather bureau. *Seating facilities:* 100 persons. *Merchandising:* Complete service; publicity in affiliated paper; advance distribution surveys; letters to trade; window displays; monthly sales surveys; will help plan cooperative efforts if desired. *Foreign language programs:* None indicated. *Artists bureau:* Entertainment

bureau has available musical units and other talent. *Base rate:* \$40.

*Copy restrictions:* Beer accepted, patent medicine copy must have station scrutiny and approval before acceptance.

### WNOX, KNOXVILLE

*Operator:* Scripps-Howard Radio, Inc. (Scripps-Howard Newspapers), 110-112 S. Gay St. *Phone:* 3-3171. *Power:* 5,000 and 1,000 watts on 1010 kc. *Affiliation:* CBS. *Opened:* 1921; taken over by present owners Jan. 1, 1936. (Note: This station is newspaper-owned by Scripps-Howard; the local S-H paper is the Knoxville News-Sentinel).

*Manager:* R. B. Westergaard. *Commercial manager:* R. B. Westergaard. *Program director, artists bureau head:* Lowell Blanchard. *Chief engineer:* J. B. Epperson. *Musical director:* Jerry Collins. *Publicity director:* C. B. Davis.

*Rep:* The Katz Agency. *News:* UP. *Seating facilities:* Auditorium, seats 800; also street-front studios; admission ranges from 10c. to 35c.; average of 12 paid shows weekly. *Merchandising:* Complete service including calls on dealers anent window displays; also billboards, film trailers, publicity in the News-Sentinel, window dis-

# W M C

the *Only* COMPLETE  
RADIO STATION IN THE MID-SOUTH

5,000 WATTS—DAY  
1,000 WATTS—NIGHT



- ✓ THE *Only* HALF WAVE VERTICAL ANTENNA
- ✓ THE *Only* MOBILE TRANSMITTER
- ✓ THE *Only* SHORT WAVE PORTABLE TRANSMITTER
- ✓ THE *Only* SHORT WAVE "PACK-SET"
- ✓ THE *Only* COMPLETE RECORDING SERVICE

NATIONAL REPRESENTATIVE:  
THE BRANHAM COMPANY

**W M C**  
MEMPHIS

Owned and Operated by  
THE COMMERCIAL APPEAL

RESULTS PROVE WMC SELLS THE MID-SOUTH

## TENNESSEE STATIONS—Continued

plays in street-front studios, displays on auditorium stage, and announcement plugs on the air; specified amount of money must be spent with station to receive all this cooperation. *Foreign language programs*: Not accepted. *Artists bureau*: Yes; lists a roster of 34. *Base rate*: \$120.

*Copy restrictions*: Accept beer; no wine or liquor; patent medicines accepted.

### WROL, KNOXVILLE

*Operator*: Stuart Broadcasting Corp., 520 S. Gay St. *Phone*: 2-7112. *Power*: 250 and 100 watts on 1310 kc. *Affiliation*: NBC Supplementary Red Southcentral Group and Blue Southern Group; rebroadcasts WLW and WSM programs. *Opened*: 1927.

*President*: S. E. Adcock. *General and commercial manager*: C. H. Frazier. *Program, musical, publicity director, promotion and traffic manager*: John Reese. *Chief engineer*: Joseph Wofford.

*Rep*: John Blair. *News*: None listed. *Seating facilities*: None. *Merchandising*: Cooperation with local theatres and newspapers; window displays in Knoxville stores. *Foreign language programs*: Not accepted. *Artists bureau*: None. *Base rate*: \$120.

*Copy restrictions*: Beer accepted; no wines or hard liquors; patent medicines accepted; all copy subject to station approval.

### WHBQ, MEMPHIS

*Operator*: Broadcasting Station WHBQ, Inc., Hotel Claridge. *Phone*: 6-3838. *Power*: 100 watts on 1370 kc. *Affiliation*: None. *Opened*: March, 1925.

*General Manager*: E. A. Alburty. *Commercial manager*: Eugene Pournelle. *Program director*: Emmet McMurray, Jr. *Chief engineer*: Weldon T. Roy. *Musical director*: Jimmy Klaer. *Publicity director*: Reg Ferguson.

*Rep*: None. *News*: None. *Seating facilities*: Auditorium studio, 850. *Merchandising*: Contact wholesalers and retailers; arrange counter and window displays; distribute sponsor's printed material; periodic check-ups on effectiveness of program, sales, repeat orders, etc. *Foreign language programs*: Accepted, but only for specified time periods. *Artists bureau*: Setup is nominal only. *Base rate*: \$60.

*Copy restrictions*: Commercial copy may take a maximum of 15% of sponsored time; beer and wines accepted; no hard liquors; proprietary accounts subject to rigid investigation.

### WMC, MEMPHIS

*Operator*: Memphis Commercial Appeal Co., Hotel Gayoso. *Phone*: 87464. *Power*: 5,000 and 1,000 watts on 780 kc. *Affiliation*:

NBC Red Southcentral Group. *Opened*: Jan. 23, 1923. (Note: This station is newspaper-owned: The Commercial Appeal; Scripps-Howard interests similarly control WMPS of the same city.)

*General manager*: H. W. Slavick. *Commercial manager*: J. C. Eggleston. *Program director*: John Cleghorn. *Chief engineer*: Clyde E. Baker. *Merchandising and production manager*: W. H. Fielding. *Publicity director*: Robert M. Gray.

*Rep*: The Branham Co. *News*: AP. *Seating facilities*: Reception room and mezzanine studio, 400 capacity. *Merchandising*: Furnish route lists and maps; special surveys conducted at actual cost; provide general market data; will mail, without cost, 200 letters to acquaint trade with new programs; additional letters at cost; distribute counter cards or window displays at 10c. per location; will make reasonable air announcements anent new campaigns; list programs in The Commercial Appeal. *Foreign language programs*: Will accept; must be repeated in English; foreign population is limited. *Artists bureau*: None. *Base rate*: \$200.

*Copy restrictions*: Beer and wine accepted; all copy must conform to Federal Trade Commission requirements.

### WMPS, MEMPHIS

*Operator*: Scripps-Howard Radio, Inc., Columbian Tower. *Phone*: 5-2721. *Power*: 1,000 and 500 watts on 1430 kc. *Affiliation*: NBC Blue. *Opened*: 1925. (Note: This station is newspaper-owned by the Memphis Commercial Appeal, as is WMC of the same city.)

*Program director*: George Engelter. *Commercial manager*: W. A. Kirkendale. *Chief engineer*: Joe Epperson.

*Rep*: None. *News*: None. *Merchandising*: Full service rendered, subject to charge against the sponsor; in cases of "very good advertising contracts" no charges are made. *Foreign language programs*: No rules; very little call for such programs. *Artists bureau*: None. *Stock*: 200 shares held entirely by the Memphis Commercial Appeal Co. *Base rate*: \$120.

*Copy restrictions*: "Rule of reason governs commercial copy"; beer and wine advertising accepted at any time; hard liquors not accepted; patent medicines are accepted providing the "copy is clean."

### WREC, MEMPHIS

*Operator*: WREC, Inc., Hotel Peabody. *Phone*: 5-1313. *Power*: 5,000 and 1,000 watts on 600 kc. *Affiliation*: CBS. *Opened*: 1922.

*President and owner*: Hoyt B. Wooten. *Station manager*: Hollis Wooten. *Program director*: Bill Trotter. *Chief en-*



## TENNESSEE STATIONS—Continued

*gineer:* S. D. Wooten, Jr. *Publicity director:* Charlie Maughan.

*Rep:* The Katz Agency. *News:* UP. *Seating facilities:* About 1,000. *Merchandising:* Amount and kind of service depends on importance of account; generally rendered at actual cost. *Foreign language programs:* No set rules; no requests received to date. *Artists bureau:* None. *Base rate:* \$200.

*Copy restrictions:* Beer, wine, liquor and patent medicine advertising classify as acceptable.

### WLAC, NASHVILLE

*Operator:* WLAC, Inc., 2421 West End Ave. *Phone:* 7-3425. *Power:* 5,000 watts on 1470 kc. *Affiliation:* CBS. *Opened:* November, 1926.

*President:* J. T. Ward. *Station manager, commercial manager, musical director:* F. C. Sowell. *Production manager:* Tim Sanders. *Chief engineer:* F. D. Binns. *Merchandising and publicity director:* Edwin Gleaves.

*Rep:* Paul H. Raymer Co. *News:* Trans-radio. *Seating facilities:* None. *Merchandising:* Spot pre-program announcements calling attention to a forthcoming series; get out letters to the trade advising of the

series; follow up with calls on the trade; help salesmen working in the territory for the sponsor; publicity stories arranged for the newspapers; mailing pieces are sent out for cost of postage and material; displays delivered to the trade for a charge of \$5 per day for one man's time (it takes about five days to cover the metropolitan grocery trade, and three days for the drug trade); displays built for minimum charges; will furnish a man for any sort of survey, calls, promotional work, and on occasion, actual sales work at a cost of \$5 per day.

*Foreign language programs:* No information given. *Artists bureau:* None. *Stock:* 100 shares principally held by J. T. Ward.

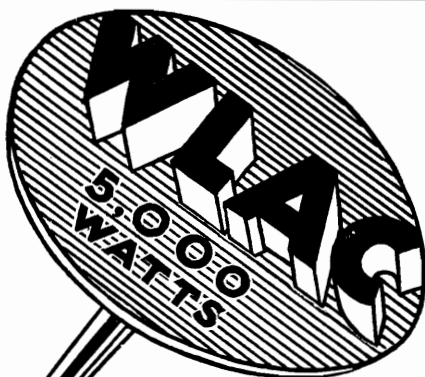
*Base rate:* \$225.

*Copy restrictions:* Beer and wine accepted; no hard liquor; certain nationally known or well established medicinal remedies are accepted.

### WSIX, NASHVILLE

*Operator:* WSIX, Inc., Andrew Jackson Hotel. *Phones:* 5-5431. *Power:* 250 and 100 watts on 1210 kc. *Affiliation:* None. *Opened:* 1927; moved from Springfield, Tenn., to Nashville on Sept. 10, 1936.

**NASHVILLE  
COVERAGE FOR  
NATIONAL  
ADVERTISERS**



**MEMBER STATION C. B. S.**

**J. T. WARD, PRESIDENT**

**F. C. SOWELL, V. P. & GEN. MGR.**

**PAUL H. RAYMER & CO.,**

**NATIONAL REPRESENTATIVES**

## TENNESSEE STATIONS—Continued

*President:* Jack M. Darughon. *Chief engineer:* Bascom Porter.

*Rep:* Sears & Ayer. *News:* None. *Seating facilities:* Hotel Andrew Jackson auditorium, 300; Medical Arts Auditorium, 800; no admission charged as yet. *Merchandising:* Services rendered at cost. *Foreign language programs:* None. *Artists bureau:* None. *Base rate:* \$80.

*Copy restrictions:* Beer accepted; no other alcoholic beverages; spot announcements can not exceed 125 words.

### WSM, NASHVILLE

*Operator:* National Life & Accident Insurance Co., National Bldg. *Phone:* 6-7181. *Power:* 50,000 watts on 650 kc. *Affiliation:* NBC Red and Blue Midsouth Group; Mutual. *Opened:* Oct. 5, 1925.

*Vice-president:* E. W. Craig. *Station manager:* Harry Stone. *Commercial manager:* Harben Daniel. *Chief engineer:* J. H.

DeWitt, Jr. *Artists bureau head:* George D. Hay. *Musical director:* Peter Brescia. *Publicity director:* Jack Harris.

*Rep:* Edward Petry & Co., Inc. *News:* INS. *Seating facilities:* Auditorium studio seating 400; lease on outside auditorium seating 2,500 persons. *Merchandising:* Complete service, including mailing pieces to the trade, point-of-sale displays, sales surveys, etc., at actual cost; programs are also merchandised by 3,500 field representatives of National Life & Accident Insurance Co., calling on thousands of homes in 21 states daily. *Foreign language programs:* Never requested to date; foreign population small. *Artists bureau:* Yes; lists about 75 artists. *Base rate:* \$360.

*Copy restrictions:* Accept beer and wine; no hard liquor advertising; medical accounts subject to approval of WSM Executive Committee; commercial copy must be of reasonable length and conform to established standards of good taste.

## TEXAS

(1,033,500 radio homes)

### Radio Homes by Counties

Anderson .....	5,520	Chambers .....	850	El Paso .....	25,430
Andrews .....	130	Cherokee .....	6,100	Erath .....	3,370
Angelina .....	4,380	Childress .....	2,780	Falls .....	5,490
Aransas .....	360	Clay .....	2,100	Fannin .....	6,320
Archer .....	1,550	Cochran .....	260	Fayette .....	4,360
Armstrong .....	490	Coke .....	740	Fisher .....	1,830
Atascosa .....	2,040	Coleman .....	3,750	Floyd .....	1,930
Austin .....	2,860	Collin .....	7,150	Foard .....	950
Bailey .....	670	Collingsworth .....	2,220	Fort Bend .....	4,060
Bandera .....	580	Colorado .....	3,040	Franklin .....	1,150
Bastrop .....	3,560	Comal .....	2,380	Freestone .....	3,340
Baylor .....	1,180	Comanche .....	2,810	Frio .....	1,380
Bee .....	2,420	Concho .....	1,060	Gaines .....	370
Bell .....	8,560	Cooke .....	4,070	Galveston .....	15,280
Bexar .....	61,820	Coryell .....	2,790	Garza .....	790
Blanco .....	530	Cottle .....	1,420	Gillespie .....	1,670
Borden .....	180	Crane .....	570	Glasscock .....	180
Bosque .....	2,330	Crockett .....	490	Goliad .....	1,330
Bowie .....	8,130	Crosby .....	1,540	Gonzales .....	3,930
Brazoria .....	3,520	Culberson .....	230	Gray .....	4,550
Brazos .....	3,780	Dallam .....	1,590	Grayson .....	12,340
Brewster .....	1,190	Dallas .....	76,570	Gregg .....	2,660
Briscoe .....	760	Dawson .....	2,010	Grimes .....	3,450
Brooks .....	780	Deaf Smith .....	930	Guadalupe .....	4,130
Brown .....	5,000	Delta .....	1,810	Hale .....	3,600
Burleson .....	2,870	Denton .....	5,480	Hall .....	2,660
Burnet .....	1,560	De Witt .....	4,390	Hamilton .....	2,000
Caldwell .....	4,890	Dickens .....	1,190	Hansford .....	560
Calhoun .....	750	Dimmit .....	1,200	Hardeman .....	2,400
Callahan .....	1,950	Donley .....	1,630	Hardin .....	2,400
Cameron .....	13,120	Duval .....	1,560	Harris .....	85,110
Camp .....	1,500	Eastland .....	6,410	Harrison .....	7,760
Carson .....	1,290	Ector .....	690	Hartley .....	340
Cass .....	3,890	Edwards .....	440	Haskell .....	2,480
Castro .....	640	Ellis .....	9,180	Hays .....	2,380

## TEXAS STATIONS—Continued

Hemphill	700	McMullen	190	San Saba	1,480
Henderson	4,240	Madison	1,620	Schleicher	480
Hidalgo	12,410	Marion	1,500	Scurry	1,780
Hill	6,640	Martin	760	Shackelford	1,130
Hockley	1,220	Mason	840	Shelby	3,960
Hood	890	Matagorda	2,960	Sherman	380
Hopkins	4,300	Maverick	1,040	Smith	8,460
Houston	4,110	Medina	1,980	Somervell	470
Howard	4,590	Menard	730	Starr	1,440
Hudspeth	550	Midland	1,600	Stephens	3,050
Hunt	8,250	Milam	5,440	Sterling	240
Hutchinson	2,960	Mills	1,190	Stonewall	750
Irion	340	Mitchell	2,250	Sutton	440
Jack	1,370	Montague	3,160	Swisher	1,080
Jackson	1,470	Montgomery	2,330	Tarrant	46,660
Jasper	2,530	Moore	230	Taylor	8,120
Jeff Davis	290	Morris	1,350	Terrell	460
Jefferson	29,450	Motley	940	Terry	1,160
Jim Hogg	670	Nacogdoches	4,400	Throckmorton	770
Jim Wells	1,970	Navarro	9,630	Titus	2,360
Johnson	5,850	Newton	1,830	Tom Green	7,620
Jones	3,790	Nolan	3,840	Travis	14,840
Karnes	2,970	Nueces	9,380	Trinity	1,970
Kaufman	5,820	Ochiltree	1,010	Tyler	1,730
Kendall	820	Oldham	220	Upshur	2,930
Kenedy	100	Orange	2,770	Upton	1,280
Kent	500	Palo Pinto	3,150	Uvalde	2,160
Kerr	1,880	Panola	3,100	Val Verde	2,700
Kimble	650	Parker	3,110	Van Zandt	4,390
King	150	Parmer	800	Victoria	3,370
Kinney	570	Pecos	1,370	Walker	2,680
Kleberg	2,090	Polk	2,510	Waller	1,620
Knox	1,550	Potter	11,050	Ward	810
Lamar	7,910	Presidio	1,490	Washington	4,010
Lamb	2,420	Rains	900	Webb	6,990
Lampasas	1,580	Randall	1,390	Wharton	4,430
La Salle	1,170	Reagan	610	Wheeler	2,430
Lavaca	4,130	Real	340	Wichita	16,030
Lee	1,760	Red River	4,290	Wilbarger	4,210
Leon	2,830	Reeves	1,190	Willacy	1,490
Liberty	3,040	Refugio	1,140	Williamson	7,090
Limestone	6,000	Roberts	240	Wilson	2,240
Lipscomb	690	Robertson	3,920	Winkler	1,580
Live Oak	1,150	Rockwall	1,210	Wise	2,950
Llano	870	Runnels	3,440	Wood	3,490
Loving	40	Rusk	4,260	Yoakum	150
Lubbock	7,470	Sabine	1,730	Young	3,490
Lynn	1,630	San Augustine	1,650	Zapata	380
McCulloch	2,110	San Jacinto	1,360	Zavala	1,410
McLennan	18,910	San Patricio	3,330		

### KRBC, ABILENE

Operator: Reporter Broadcasting Company, Hilton Hotel. Phone: 6255. Power: 250 and 100 watts on 1420 kc. Affiliation: None. Opened: October 1, 1936. (Note: This station is newspaper-affiliated with the Abilene Reporter and News and various other Texas papers.)

President: M. Bernard Hanks. Station manager: Max Bentley. Commercial manager: Poole Robertson. Program director: Douglas Doan. Chief engineer: W. W. Robertson, Jr. Musical director: A. D. Whise-

nant. Production manager: Jack Wallace. Publicity director: Bro Mingus.

Rep: Not yet announced. News: AP; UP. Seating facilities: Reception room seating 120. Merchandising: Services of this and the publicity department included in all contracts; extra services, when requested, rendered at actual cost. Foreign language programs: Would accept, though occasion has not arisen to date; would require that announcements be given in English as well as foreign language. Artists bureau: Newly established;





## TEXAS STATIONS—Continued

artists furnished on commercial programs at set rate. *Base rate:* \$60.

*Copy restrictions:* No beer, wine or liquor accepted; patent medicine copy strictly censored; commercials limited to 25 per cent of program time, announcements to 100 words.

### KGNC, AMARILLO

*Operator:* Plains Radio Broadcasting Company, Eighth & Harrison Sts. *Phone:* 4242. *Power:* 2,500 and 1,000 watts on 1410 kc. *Affiliation:* NBC Southwestern Group. *Opened:* June 1, 1935. (Note: This station is newspaper-affiliated with the Amarillo Globe and News, and various other Texas, Kansas and Nebraska papers.)

*President, general manager:* O. L. (Ted) Taylor. *Assistant general manager:* John Ballard. *Chief engineer:* W. S. Bledsoe. *Merchandising manager:* Raymond Hollingsworth. *Musical Director:* Eddie Bauml.

*Rep:* Howard H. Wilson Co. *News:* UP. *Seating facilities:* 100 persons. *Merchandising:* Complete service offered free, except such as involves printed matter, for which advertiser is billed at actual cost; service includes letters to trade, market surveys, contacts with distributors and jobbers, window and store displays, personal calls, etc.; special services at cost. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$120.

*Copy restrictions:* Beer accepted; no wine or hard liquor; price quoting permitted, but all copy checked for truthful representation of product.

### KNOW, AUSTIN

*Operator:* KUT Broadcasting Company, 1312 Norwood Bldg. *Phone:* 26213. *Power:* 250 and 100 watts on 1500 kc. *Affiliations:* CBS. *Opened:* 1929. (Note: This station is a subsidiary of Hearst Radio, Inc.)

*Station manager:* James W. Pate. *Commercial manager:* Paul Forchheimer. *Program and publicity director, artists bureau supervisor:* Brice Dickson.

*Rep:* International Radio Sales. *News:* INS.

*Seating facilities:* 250 persons (two studios). *Merchandising:* Offer complete service at actual cost. *Foreign language programs:* No set rules; do not encourage such programs. *Artists bureau:* Yes. *Base rate:* \$60.

*Copy restrictions:* Beer accepted any time; wine and liquor advertising after 10:30 p.m., and must have 15-minute program with no direct encouragement to use beverage advertised; all copy subject to station approval or revision.

### KTBC, AUSTIN

*Operator:* State Capitol Broadcasting Assn. (R. B. Anderson, president). *Power:* 1,000 watts on 1120 kc. (specified hours daytime with WTAW).

*At press time this station had a construction permit only.*

### KFDM, BEAUMONT

*Operator:* Sabine Broadcasting Co., Inc., Box 2950. *Phone:* 3882. *Power:* 1,000 and 500 watts on 560 kc. *Affiliation:* NBC Supplementary to the Southern Blue or Southwestern Red and Blue. *Opened:* October, 1924.

*President:* J. M. Gilliam. *Station manager, publicity director:* George William Caldwell. *Commercial manager:* W. F. Adams. *Program director:* A. B. Carroll. *Chief engineer:* W. C. Douglas. *Musical director:* Clifton Bruner.

*Rep:* John Blair & Co. *News:* No service; broadcast NBC news. *Seating facilities:* None currently; new setup being contracted for will accommodate about 50 persons. *Merchandising:* Sales surveys; cooperate with wholesalers and their salesmen; work with manufacturers and their representatives; all services gratis. *Foreign language programs:* None to date; would accept if programs did not violate station "policies and principles." *Artists bureau:* None. *Stock:* Principal holders are J. M. Gilliam, Mrs. J. M. Gilliam and W. F. Adams. *Base rate:* \$60 (½ hr.).

*Copy restrictions:* No hard liquor; no copy with exaggerated claims; accept beer, wines and patent medicines.

### KRIC, BEAUMONT

*Operator:* Beaumont Broadcasting Assn. (B. A. Steinhagen, president). *Power:* 100 watts on 1420 kc.

*At press time this station had a construction permit only.*

### KBST, BIG SPRING

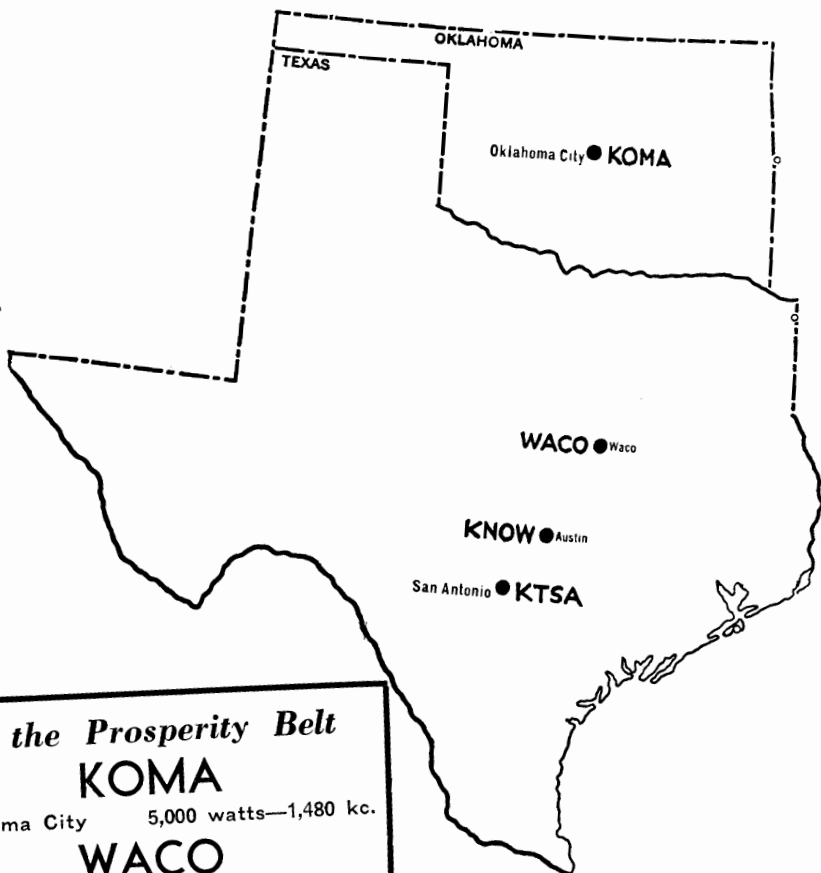
*Operator:* Big Spring Herald Broadcasting Co., Crawford Hotel. *Phone:* 1500. *Power:* 100 watts on 1500 kc. *Affiliation:* None. *Opened:* Dec. 15, 1936. (Note: This station is newspaper-affiliated with the Big Spring Herald.)

*President:* Joe C. Galbraith. *Station manager, publicity director:* Howard Barrett. *Commercial manager:* C. M. Garnes. *Program and musical director, artists bureau head:* Mary V. Keneaster. *Chief engineer:* John B. Casey.

*Rep:* Graham A. Robertson. *News:* AP. *Seating facilities:* Can accommodate 50 persons for smaller programs; for larger programs facilities in the Crawford hotel

# Serving 4 Great Markets

*In the Great Southwest*



## *In the Prosperity Belt*

**KOMA**

Oklahoma City 5,000 watts—1,480 kc.

**WACO**

Waco 250 watts—1,420 kc.

**KNOW**

Austin 100 watts—1,500 kc.

**KTSA**

San Antonio 5,000 watts day, 1,000 night  
550 kc.

THE SEAL OF SUPREMACY  
NATIONAL REPRESENTATION BY  
INTERNATIONAL RADIO SALES  
NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO

## TEXAS STATIONS—Continued

will accommodate 200. *Merchandising:* Distribute window cards, publicize programs in the Big Spring Herald, etc.; all services gratis unless special work is wanted. *Foreign language programs:* Accept only transcribed foreign language programs, which must be accompanied by an English script. *Artists bureau:* Being formed. *Stock:* Held by Joe C. Galbraith (publisher of Big Spring Herald), M. Bernard Hanks (stockholder in KRBC, Abilene, and stockholder in various newspapers), Houston Harte (stockholder in KGKL, San Angelo, KRBC, Abilene, and in various newspapers), and Howard Barrett. *Base rate:* \$40.

*Copy restrictions:* No beer, wines or hard liquors; patent medicines rigidly censored; adhere to NAB Code of Ethics; commercial copy limited to 20% of program time; spot announcements limited to 100 words; transcribed announcements limited to one minute; no programs may be shorter than five minutes.

### **KNEL, BRADY**

*Operator:* G. L. Burns. *Phone:* 77. *Power:* 250 watts on 1500 kc (daytime). *Affiliation:* None. *Opened:* Nov. 7, 1935.

*Managing director:* J. S. Sloane. *Commercial manager:* C. N. Newlin. *Program director:* Forrest Cox. *Chief engineer:* Marion Crawford. *Musical director:* Cecil Streigler.

*Rep:* None. *News:* Furnished by San Angelo Times & Standard. *Seating facilities:* Small reception room. *Merchandising:* Yes; department available to contact retail outlets, furnish letters to trade, arrange window displays, counter cards, route lists, market surveys, etc; newspaper cooperation on programs. *Foreign language programs:* Spanish programs currently on station; all announcements subject to strict supervision of station. *Artists bureau:* Setup maintained nominally only. *Base rate:* \$50.

*Copy restrictions:* No announcements may be over 100 words in length.

### **KGFI, BROWNSVILLE**

*Operator:* Eagle Broadcasting Co., Inc. *Power:* 250 and 100 watts on 1500 kc. *Affiliation:* None.

*Base rate:* \$30 (½ hr.).

No further information available after repeated requests.

### **WTAW, COLLEGE STATION**

*Operator:* Agricultural and Mechanical College of Texas. *Power:* 500 watts on 1120 kc. (operates specified hours).

**This station is non-commercial; college-owned.**

### **KRIS, CORPUS CHRISTI**

*Operator:* Gulf Coast Broadcasting Co. *Power:* 500 watts on 1330 kc. *Affiliation:* NBC Southwestern supplementary service. *Opened:* 1937. (Note: This station is affiliated with the Corpus Christi Caller-Times.)

*Base rate:* \$120.

No further information available.

### **KAND, CORSICANA**

*Operator:* Navarro Broadcasting Assn., State National Bank Bldg. *Phone:* 30. *Power:* 100 watts on 1310 kc. (daytime); has construction permit for 250 watts). *Affiliation:* None. *Opened:* May 16, 1937.

*Rep:* None. *News:* UP. *Seating facilities:* No information given. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* \$45.

*Copy restrictions:* Copy "must be in no way misleading."

### **KRLD, DALLAS**

*Operator:* KRLD Radio Corp., Adolphus Hotel. *Phone:* 2-6811. *Power:* 10,000 watts on 1040 kc. *Affiliation:* CBS. *Opened:* 1926. (Note: This station is newspaper-owned by the Dallas Times-Herald.)

*Managing director:* John W. Runyon. *Station and commercial manager:* Clyde W. Rembert. *Program director:* Ruth Clem. *Chief engineer:* Roy M. Flynn. *Musical director:* Hyman Charninsky. *Publicity director:* Douglas Hawley.

*Rep:* The Branham Co. *News:* INS. *Seating facilities:* Observation room seating 100 persons; studio seating 20. *Merchandising:* Complete service includes daily listings and general publicity, daily and Sunday display advertisements in Times-Herald. *Foreign language programs:* Will accept, with reservations. *Artists bureau:* None. *Base rate:* \$150 (½ hr.)

*Copy restrictions:* Accept beer and wine, but no hard liquors; reserves right to censor all copy not meeting station standards.

### **WFAA, DALLAS**

*Operator:* A. H. Belo Corp., Baker Hotel. *Phone:* 7-9631. *Power:* 50,000 watts on 800 kc. (Note: WFAA and WBAP, Fort Worth, use the same transmitter sharing continuous operation). *Affiliation:* NBC Southwestern Group; Texas Quality Network. *Opened:* June 26, 1922. (Note: This station is newspaper-owned—Dallas News and Dallas Journal.)

*Station manager:* Martin B. Campbell. *Regional sales manager:* Alexander Keese. *Program director:* Ralph W. Nimmons.

# WFAA-WBAP

Voice of the brightest spot  
on the Nation's business  
review maps.....



Practically all recognized business analysts, with practiced fingers on the pulse of the nation's retail activities, are indicating that the best market in the United States today is in Texas, and the best current and future business prospects are in the area for which Dallas-Fort Worth is the trading center.

Wholesalers, retailers, district managers, listeners will tell you that WFAA-WBAP is their personal favorite and the standout station in the Southwest.

These two simple statements of fact add up to one inescapable conclusion . . . now is the time to concentrate your advertising in "America's Fastest Growing Market," and you can do it most effectively through

50,000 Watts



Clear Channel

NBC

# WFAA - WBAP

TQN

MARTIN CAMPBELL, Gen. Mgr. WFAA, National Sales Mgr. WFAA-WBAP

National Representatives: EDWARD PETRY & CO., Inc.

## TEXAS STATIONS—Continued

*Chief engineer:* Raymond Collins. *Merchandising manager:* Irvin Gross. *Musical director:* Karl Lambert. *Publicity director:* Dick Jordan.

*Rep:* Edward Petry & Co., Inc. *News:* UP. *Seating facilities:* Ballrooms of Baker Hotel and Adolphus Hotel. *Merchandising:* Maintains close contact with chains, wholesale houses, and distributing firms; advisory service; limited cooperation in making personal contacts and surveys without charge; all other services rendered at actual net cost to station. *Foreign language programs:* Never any request for, either by sponsors or listeners. *Artists bureau:* None. *Base rate:* \$250 (½ hr.).

*Copy restrictions:* Must be "in good taste"; beer accepted; no wines or other alcoholic beverages.

### WRB, DALLAS

*Operator:* City of Dallas, Southland Life Insurance Co. Bldg. *Phone:* 2-1411. *Power:* 500 watts on 1280 kc. *Affiliation:* Mutual Broadcasting System. *Opened:* 1920. (Note: This is a municipally-owned station.)

*Chairman municipal radio commission:* A. J. Balcom. *Station manager, commercial manager:* John Thorwald. *Program director, artists bureau head:* Chas. B. Jordan. *Chief engineer:* V. R. Simpson. *Musical director:* Murray Lambert. *Publicity director:* Ben M. McCleskey.

*Rep:* Edw. S. Townsend Co. (Pacific Coast). *News:* Transradio. *Seating facilities:* About 250 persons. *Merchandising:* No service rendered as part of regular broadcast rates; special arrangements can be made for outside sources to conduct a campaign of merchandising. *Foreign language programs:* Accepted, provided that commercial copy be read in both the foreign language and English; foreign-born population not large. *Artists bureau:* Inactive at present time. *Base rate:* \$65 (½ hr.).

*Copy restrictions:* Accept beer, wines, and alcoholic beverages; are "not favorable" to patent medicines, though they are not barred; no hard-and-fast rules beyond good taste.

### KDNT, DENTON

*Operator:* Harwell V. Shepard. *Power:* 100 watts on 1420 kc (daytime).

At press time this station had a construction permit only.

### KFPL, DUBLIN

*Operator:* C. C. Baxter. *Power:* 250 and 100 watts on 1310 kc. *Affiliation:* None.

*Rep:* None. *Base rate:* \$7.50.

No further information available after repeated requests.

### KROD, EL PASO

*Operator:* Dorrance D. Roderick.

At press time this station had a construction permit only; additionally, issues were being determined by the Court of Appeals, District of Columbia.

### KTSM, EL PASO

*Operator:* Tri-State Broadcasting Co., Inc., Hotel Paso del Norte. *Phones:* Main 46-47-48. *Power:* 250 and 100 watts on 1310 kc (divides time with WDAH and has permanent authority to carry WDAI schedule). *Affiliation:* NBC Red and Blue South Mountain Group. *Opened:* August, 1929.

*Vice-president and general manager:* Karl O. Wyler. *Program director:* Roy T. Chapman. *Chief engineer:* E. L. Gemoets. *Artists bureau head:* Conrey Bryson. *Musical director:* Merrill Averill.

*Rep:* George P. Hollingbery Co. *News:* UP. *Seating facilities:* 50 persons. *Merchandising:* All services offered gratis. *Foreign language programs:* Not accepted. *Artists bureau:* Yes; lists about 15 artists. *Stock:* Principally held by Mrs. L. E. Bredberg, Karl O. Wyler, F. L. Koons and W. C. Bailey. *Base rate:* \$120.

*Copy restrictions:* Accept beer and wine; no hard liquor; acceptance of patent medicines restricted to certain types; all copy must be in good taste.

### WDAH, EL PASO

*Operator:* Tri-State Broadcasting Co., Inc. *Power:* 250 and 100 watts on 1310 kc. (shares time with KTSM).

This station is non-commercial.

### KFJZ, FORT WORTH

*Operator:* Fort Worth Broadcasters, Inc., Trinity Life Bldg. *Phone:* 3-3474. *Power:* 250 and 100 watts on 1370 kc. *Affiliation:* None. *Opened:* 1927.

*President:* Elliott Roosevelt. *General manager:* H. A. Hutchinson. *Commercial manager:* Leonard Coe. *Program director:* Roy Duffy. *Chief engineer:* Truett Kimzey.

*Rep:* None. *News:* UP. *Seating facilities:* About 50 persons. *Merchandising:* Furnished on request. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Stock:* Owned 99¼% by Ruth G. and Elliott Roosevelt. *Base rate:* \$48.

*Copy restrictions:* Beer and wines accepted; no hard liquors; copy must adhere to contracted wordage on spot announce-

## TEXAS STATIONS—Continued

ments; no more than one-quarter of the contracted time on programs may be used for commercials.

### KTAT, FORT WORTH

*Operator:* Tarrant Broadcasting Co., Inc., Hotel Texas. *Phone:* 31381. *Power:* 1,000 watts on 1240 kc. *Affiliation:* Mutual Broadcasting System. *Opened:* 1922.

*President:* Raymond E. Buck. *Station manager, commercial manager:* Sam H. Bennett. *Program director, artists bureau head:* Spencer Allen. *Chief engineer:* Joe B. Haigh. *Musical director:* Robert McComb. *Publicity director:* Len Finger.

*Rep:* Free & Peters, Inc. *News:* INS. *Seating facilities:* Hotel Texas auditorium, capacity 500 to 650; station also has theatre tie-ups with seven houses. *Merchandising:* Every service rendered at cost; no charge for time or work of employees. *Foreign language programs:* No rules; population does not warrant such programs. *Artists bureau:* Set-up is nominal only; books sustaining talent for outside engagements. *Stock:* Principal holder is Raymond Buck. *Base rate:* \$125.

*Copy restrictions:* Accept wine and beer; no other alcoholic beverages; counsel in-

vestigates patent medicines before copy is accepted; abides by NAB code of ethics; nothing questionable taken.

### WBAP, FORT WORTH

*Operator:* Carter Publications, Inc., Blackstone Hotel. *Phone:* 3-2301. *Power:* 50,000 watts on 800 kc (note: WBAP and WFAA, Dallas, use the same transmitter, sharing continuous operation). *Affiliation:* NBC Southwestern Group; Texas Quality Network. *Opened:* May 2, 1922. (Note: This station is newspaper-owned—The Fort Worth Star-Telegram.)

*President:* Amon G. Carter. *General manager:* Harold V. Hough. *Commercial manager and director:* George Cranston. *Chief engineer:* A. M. Woodford. *Musical director:* Eugene Baugh. *Publicity director:* Elbert Haling.

*Rep:* Edward Petry & Co., Inc. *News:* None. *Seating facilities:* Audience hall, capacity 200; also Blackstone Hotel ballroom. *Merchandising:* Maintains a service. *Foreign language programs:* No. *Artists bureau:* None. *Base rate:* \$420.

*Copy restrictions:* Governed by code of NAB; no alcoholic beverages accepted.



**KTAT** *Covers the*  
**FORT WORTH MARKET**  
*at a LOWER COST than*  
*any other Radio Station!*

MEMBER MUTUAL BROADCASTING SYSTEM

1000 Watts -:- Full Time

RAYMOND BUCK, President

SAM H. BENNETT, General Manager

National Representatives:

**Free & Peters, Inc.** New York Chicago  
 Detroit Atlanta  
 Los Angeles San Francisco

## TEXAS STATIONS—Continued

### KLUF, GALVESTON

*Operator:* George Roy Clough, 1225 23d St. *Phone:* 760. *Power:* 100 watts on 1370 kc. *Affiliation:* None. *Opened:* No date given.

*Owner:* George Roy Clough. *Station manager:* Lawrence Yates. *Program director:* Charles L. Whittier. *Chief engineer:* John Taylor.

*Rep:* None nationally; R. Terry in Tyler, Texas. *News:* Transradio. *Seating facilities:* About 80 persons. *Merchandising:* Assist sponsors in securing dealerships in territory, and provide general publicity; service is free unless it involves special expenses; in the latter instance the advertiser is billed at cost. *Foreign language programs:* Accepted when ratio of speech to music is such that station is protected against loss of regular listeners. *Artists bureau:* None. *Base rate:* \$55.

*Copy restrictions:* Only restrictions cited are as to good taste, and FCC regulations.

### KGVL, GREENVILLE

*Operator:* Hunt Broadcasting Assn. (Fred Horton, president). *Power:* 100 watts on 1200 kc. (daytime).

**At press time this station had a construction permit only.**

### KPRC, HOUSTON

*Operator:* Houston Printing Corporation, Lamar Hotel. *Phone:* Fairfax 7101. *Power:* 5,000 watts on 920 kc. *Affiliation:* NBC Supplementary Red or Blue; Texas Quality Network. *Opened:* May, 1925. (Note: This station is newspaper-affiliated with the Houston Post.)

*Station manager:* Kern Tips. *Program director:* Alfred Daniel. *Chief engineer:* Harvey Wheeler. *Musical director:* Bert Sloan. *Publicity director:* Edith Riley.

*Rep:* Edward Petry & Co., Inc. *News:* Several services, not listed. *Seating facilities:* 250 persons. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* \$250.

*Copy restrictions:* Accept beer and wine; no hard liquor; all copy subject to station approval.

### KTRH, HOUSTON

*Operator:* KTRH Broadcasting Co., Rice Hotel. *Phone:* Preston 4361. *Power:* 5,000 and 1,000 watts on 1290 kc. *Affiliation:* CBS. *Opened:* March 25, 1930. (Note: This station is newspaper-owned by the Houston Chronicle.)

*Supervisor, station manager:* B. F. Orr. *Commercial manager:* Ray E. Bright. *Pro-*

*gram and publicity director:* Harry Grier. *Chief engineer:* T. L. Hiner. *Musical director:* Edward Fritsch.

*Rep:* John Blair & Co. *News:* Chronicle bulletins; Press-Radio. *Seating facilities:* KTRH Radio Theatre, seating 2,000 persons. *Merchandising:* Complete service offered. *Foreign language programs:* Accepted, providing they "conform with a high standard." *Artists bureau:* None. *Base rate:* \$250.

*Copy restrictions:* Beer and wine accepted; no liquor advertising; maintains same standards as CBS relative to amount of copy and patent medicines (see CBS program policies).

### KXYZ, HOUSTON

*Operator:* Harris County Broadcast Co. *Power:* 1,000 watts on 1440 kc. *Affiliation:* NBC Southern Blue. (Note: This station is newspaper-affiliated with the Houston Chronicle and the Houston Post.)

*Base rate:* \$200.

No other information available after repeated dequests.

### KOCA, KILGORE

*Operator:* Oil Capitol Broadcasting Association, Main & Rusk Streets. *Phone:* 616. *Power:* 250 and 100 watts on 1210 kc. *Affiliation:* East Texas Broadcasting System. *Opened:* December 23, 1936. (Note: this station is affiliated with the Kilgore Daily News.)

*General manager:* Roy G. Terry. *Station and commercial manager, publicity director:* H. A. Degner. *Program and musical director, artists bureau head:* Charles Tigner. *Chief engineer:* H. C. Slife.

*Rep:* None. *News:* UP. *Seating facilities:* 50 persons. *Merchandising:* None. *Foreign language programs:* Not accepted. *Artists bureau:* Setup nominal only. *Base rate:* \$55.

*Copy restrictions:* Beer, wine and patent medicines accepted; no liquor advertising; no restrictions on copy other than those of "common-sense rules of decency."

### KPAB, LAREDO

*Operator:* Mervel M. Valentine. *Power:* 250 and 100 watts on 1500 kc.

**At press time this station had a construction permit only.**

### KFRO, LONGVIEW

*Operator:* Voice of Longview, Glover Crim Bldg. *Phone:* 411. *Power:* 250 watts on 1370 kc (operates weekdays, 6 a. m. to sundown; Sundays, 7 a. m. to 9 p. m.). *Affiliation:* None. *Opened:* January, 1935.

*President:* James R. Curtis.

*Rep:* Radio Time Agency (Chicago);

## TEXAS STATIONS—Continued

Radio Advertising Associates (Atlanta); Walter Biddick Co. (Coast). *News*: Transradio. *Seating facilities*: About 50 persons. *Merchandising*: Supply route sheets; dealer lists; mail letters; newspaper publicity; price markers; other helps. *Foreign language programs*: None; market is 99% English speaking. *Artists bureau*: Yes; has several orchestras and other musical talent. *Stock*: Entirely held by James R. Curtis. *Base rate*: \$87.50.

*Copy restrictions*: Beer and wines okay; no hard liquors; no lotteries, gift enterprises, or gambles allowed; no mentions of competitors directly or indirectly by company name, individual name or brand name; reserves right to cut off any program failing to conform to rules of management, FCC or Federal Trade Commission; false statements and obscene or libelous matter will be eliminated; testimonials must "reflect genuine experiences"; no per inquiry or contingent accounts.

### KFYO, LUBBOCK

*Operator*: Plains Radio Broadcasting Co., 914 Avenue J. *Phone*: 1700. *Power*: 250 and 100 watts on 1310 kc. *Affiliation*: None. *Opened*: 1927. (Note: Station is newspaper-owned; Amarillo Globe, Amarillo News, Lubbock Avalanche, Lubbock Journal, Dalhart Texan, Shamrock Texan, Atchison (Kans.) Globe and Falls City (Neb.) Journal; also station KGNC, Amarillo.)

*President*: O. L. Taylor. *Station manager*: De Witt Landis. *Commercial manager*: De Witt Landis. *Sales and promotion*: Q. F. Parker. *Program director*: Ollie Cook. *Chief engineer*: William Torrey. *Artists bureau head*: Wesley Youngblood. *Musical director*: R. B. McAlister. *Publicity director*: Bruce Collier.

*Rep*: Howard H. Wilson Co. *News*: UP. *Seating facilities*: None. *Merchandising*: Furnish personal contacts, mail, newspaper publicity displays. *Foreign language programs*: No restrictions on announcements or programs. *Artists bureau*: Has supply of local talent which is put directly under contract to advertiser on commercial programs. *Base rate*: \$60.

*Copy restrictions*: Follows Federal Trade Commission recommendations; no "sensationalism," controversy or propaganda; no alcoholic advertising (county is dry).

### KRBA, LUFKIN

*Operator*: Red Lands Broadcasting Assn. (Ben T. Wilson, president). *Power*: 100 watts on 1310 kc. (daytime).

**At press time this station had a construction permit only.**

### KRLH, MIDLAND

*Operator*: Clarence Scharbauer, 117 S. Loraine St. *Phone*: 1070. *Power*: 100 watts on 1420 kc (daytime). *Affiliation*: West Texas Broadcasting System. *Opened*: December 20, 1935.

*Owner*: Clarence Scharbauer. *Station manager*: Thomas K. Betzel. *Program director*: Charles Roark. *Chief engineer*: Robert Harmon. *Musical director*: Pete Gates. *Publicity director*: Russ Lamb.

*Rep*: Southwestern Broadcasters. *News*: Transradio. *Seating facilities*: 200 persons. *Merchandising*: Personal contacts, direct mail, window displays offered. *Foreign language programs*: No rules; no demand for same, as foreign population is very small. *Artists bureau*: None. *Base rate*: \$50.

*Copy restrictions*: No liquor, laxatives or "cure-all" advertising; all copy must conform to station standards and FCC rules and regulations.

### KNET, PALESTINE

*Operators*: John Calvin Welch, Wm. M. Keller and Bonner Frizzell, doing business as the Palestine Broadcasting Assn. *Power*: 100 watts on 1420 kc. (daytime). *Affiliation*: None.

*Base rate*: \$55.

No further information available after repeated requests.

### KPDN, PAMPA

*Operator*: R. C. Hoiles, 212½ N. Ballard St. *Phone*: 1100. *Power*: 100 watts on 1310 kc. (to local sunset). *Affiliation*: None. *Opened*: April 12, 1936. (Note: This station is owned by the Pampa Daily News.)

*General and station manager*: Sidney L. Patterson. *Program and publicity director*, *artists bureau head*: John Sullivan. *Chief engineer*: Herman Kreiger. *Musical director*: Ray Monday. *Continuity editor*: Betty Dunbar.

*Rep*: None. *News*: Transradio. *Seating facilities*: Studio and reception lounge seating 100 persons. *Merchandising*: Posters; displays; publicity and listings in Pampa Daily News. *Foreign language programs*: Not accepted. *Artists bureau*: Yes; lists about 45 artists. *Base rate*: \$45.

*Copy restrictions*: Beer and wine accepted; no liquor advertising; patent medicines must be approved by Pure Food & Drug Commission; copy must conform to station standards.

### KPLT, PARIS

*Operator*: North Texas Broadcasting Co., corner South Main and Austin. *Phone*: 1124. *Power*: 250 watts on 1500 kc (day-



## TEXAS STATIONS—Continued

time). *Affiliation:* None. *Opened:* Dec. 15, 1936. (Note: this station is newspaper-owned by the Paris News).

*Commercial manager:* Lonnie Preston. *Program and publicity director:* Richard Schlaudroff. *Chief engineer:* Weldon Jeffus. *Office secretary:* Mary Jo Mayse.

*Rep:* None. *News:* Associated Press. *Seating facilities:* Capacity of 100 persons in mezzanine foyer. *Merchandising:* Regular type of service offered gratis; extra services billed at net cost. *Foreign language programs:* Would accept if wanted; not considered feasible in this area, however. *Artists bureau:* None. *Stock:* Held by Houston Harte, A. G. Pat Mayse, and Bernard Hanks. *Base rate:* \$45.

*Copy restrictions:* Beer and light wine advertising accepted; patent medicine copy subject to censorship which will make it "suitable for presentation in the home"; adhere to NAB Code of Ethics.

### KIUN, PECOS

*Operator:* Jack W. Hawkins and Barney H. Hubbs, KIUN Bldg. *Phone:* 21. *Power:* 100 watts on 1420 kc. *Affiliation:* None. *Opened:* Sept. 22, 1935. (Note: this station is newspaper-affiliated with the Pecos Enterprise.)

*General and station manager:* Jack Hawkins. *Commercial manager:* Lloyd Hutchins Parks. *Chief engineer:* Tommy Hubbard. *Artists bureau head:* Sid Parks. *Program and musical director:* Dick Jay. *Publicity director:* Barney Hubbs.

*Rep:* None. *News:* Transradio. *Seating facilities:* About 100. *Merchandising:* Contact dealers; supply publicity and listings in Pecos Enterprise; arrange talent appearances. *Foreign language programs:* Accept Spanish programs only. *Artists bureau:* Set-up nominal only. *Base rate:* \$35.

*Copy restrictions:* Beer and wine accepted; no liquor advertising; patent medicines must be approved by Federal Trade Commission; all copy must conform to FCC rules and regulations.

### KPAC, PORT ARTHUR

*Operator:* Port Arthur College, 1500 Procter Street. *Phone:* 3320. *Power:* 500 watts on 1260 kc (daytime). *Affiliation:* None. *Opened:* August 24, 1933. (Note: This station is owned and operated by the Port Arthur College, Carl Vaughan, president.)

*Director, station and commercial manager:* Glenn Hewitt. *Program director:* Gabbert Stevens. *Chief engineer:* Joe Walters. *Artists bureau head:* Marjorie Vickers.

*Rep:* None. *News:* Transradio. *Seating facilities:* Studio in Hotel Sabine, seating

700 persons; also studio in Port Arthur College, seating 1,200. *Merchandising:* Letters and pamphlets to dealers; advisory service; supply sound truck and live talent for personal appearances at cost. *Foreign language programs:* Accepted if English script is supplied. *Artists bureau:* Setup nominal only. *Base rate:* \$110.

*Copy restrictions:* Do not accept alcoholic beverages of any kind; all copy subject to station approval.

### KGKL, SAN ANGELO

*Operator:* KGKL, Inc., St. Angelus Hotel. *Phones:* 6715; 6716; 5516. *Power:* 250 and 100 watts on 1370 kc. *Affiliation:* None. *Opened:* Sept. 28, 1928. (Note: Houston Harte, one of the stockholders in this station, is publisher of the San Angelo Standard and San Angelo Times; same stockholder also holds stock in KRBC, Abilene).

*President:* H. C. Ragsdale. *Station and commercial manager:* J. Bert Mitchell, Jr. *Program director:* Lynn Bigler. *Chief engineer:* Frank M. Jones.

*Rep:* None. *News:* AP. *Seating facilities:* Two studios, seating about 50 persons each. *Merchandising:* Distribute window cards, and contact dealers personally, by phone, and by letter; obtain information of sale of a sponsor's product, etc.; service rendered gratis. *Foreign language programs:* Spanish only accepted. *Artists bureau:* None. *Stock:* Principally held by H. C. Ragsdale, Houston Harte, Frank M. Jones, G. J. Bailey, and Mrs. H. C. Ragsdale. *Base rate:* \$50.

*Copy restrictions:* Beer and wine copy accepted; no hard liquors; no fraudulent claims permitted by patent medicines; abide by NAB Code of Ethics and Texas Broadcasters Association Code.

### KABC, SAN ANTONIO

*Operator:* Alamo Broadcasting Co., Inc., Milam Bldg. *Phone:* Garfield 4241. *Power:* 250 and 100 watts on 1420 kc. *Affiliation:* None. *Opened:* September, 1926.

*President:* Henry Lee Taylor. *General manager:* William McCabe. *Program and musical director, studio manager;* Charles L. Belfi. *Chief engineer:* G. P. Rumble. *Publicity director:* Pearl Sohn.

*Rep:* None. *News:* Transradio. *Seating facilities:* Studio, 80 persons. *Merchandising:* Local outlets contacted personally and advised of programs; send letters to retail outlets, calling attention to program and advertiser's product; credit checks, surveys and listings on wholesalers and retailers supplied; demonstrations arranged at cost. *Foreign language programs:* Accepted; commercials must be limited and an English translation supplied in advance.

## TEXAS STATIONS—Continued

*Artists bureau:* Set-up maintained nominally only. *Stock:* Principal owners are Henry Lee Taylor, president; Thurman Barrett, R. E. Willson. *Base rate:* \$20 (half hour).

*Copy restrictions:* Beer and wines accepted; no whiskey or hard liquors; copy subject to station approval and F.C.C. regulations.

### KMAC, SAN ANTONIO

*Operator:* Walmac Co., Smith Young Tower. *Phone:* Cathedral 6211. *Power:* 250 and 100 watts on 1370 kc (shares time with KONO). *Affiliation:* None. *Opened:* July 28, 1930 (station was once known as KGCI).

*President:* W. W. McAllister. *Station and commercial manager:* Howard W. Davis. *Program director:* A. S. Bessan. *Chief engineer:* R. R. Hayes. *Publicity director:* W. P. Smythe.

*Rep:* Cox and Tanz. *News:* None. *Seating facilities:* Visitors gallery, adjacent to main studio and available for broadcasts, seats 300. *Merchandising:* Maintain contact with food, drug and beverage retail outlets; make personal calls; send out letters and other material supplied by advertisers; all service gratis. *Foreign language*

*programs:* Not accepted "because we believe the broadcasting of foreign language programs does not encourage the assimilation of racial groups." *Artists bureau:* None. *Stock:* Station is a partnership of W. W. McAllister and Howard W. Davis. *Base rate:* \$60.

*Copy restrictions:* Accept beverage and patent medicine advertising if it conforms with standards of the Bexar County Medical Assn., Better Business Bureau and San Antonio Chamber of Commerce; station reserves the right to edit, change or reject announcements not in keeping with policy, and to refuse or discontinue any copy for reasons satisfactory to itself.

### KONO, SAN ANTONIO

*Operator:* Mission Broadcasting Co., Milam Bldg. *Phone:* F. 1371. *Power:* 100 watts on 1370 kc (divides time with KMAC; has construction permit for 250 and 100 watts). *Affiliation:* None. *Opened:* Jan. 28, 1927.

*Owner and general manager:* Eugene J. Roth. *Commercial manager:* James M. Brown. *Program director, artists bureau head, publicity:* Gerald Morgan. *Chief en-*

# DOMINANT

IN

COVERAGE

PROGRAM POPULARITY

MAIL RESPONSE

DEALER PREFERENCE

50,000 WATTS

# W O A I

CLEARED CHANNEL

## SAN ANTONIO, TEXAS

AFFILIATE

REPRESENTED NATIONALLY BY

MEMBER

NBC

EDWARD PETRY & CO.

TQN

## TEXAS STATIONS—Continued

*gineer*: George Ing. *Musical director*: Ted Brown.

*Rep*: Cox and Tanz. *News*: None. *Seating facilities*: Studio, 150; can seat as high as 300 with reception room and studio combined. *Merchandising*: Publicity tie-ups, stunts, artists appearances, etc.; any other service at actual cost. *Foreign language programs*: Programs and spot announcements in Spanish accepted; must be placed on the nightly two-hour "International Goodwill Program." *Artists bureau*: Yes; lists a complete roster. *Base rate*: \$25 (half hour.)

*Copy restrictions*: Beer and wine accepted; no hard liquors; no patent medicines; product and copy must conform to "public welfare" and not be in violation of any laws.

### KTSA, SAN ANTONIO

*Operator*: KTSA Broadcasting Co., Gunther Hotel. *Phone*: Garfield 1251. *Power*: 5,000 and 1,000 watts on 550 kc. *Affiliation*: CBS. *Opened*: 1928. (Note: This station is affiliated with the San Antonio Light. It also owns WACO, Waco.)

*Station manager*: George W. Johnson. *Program director*: Paul Girard. *Chief engineer*: W. G. Egerton.

*Rep*: International Radio Sales. *News*: INS. *Seating facilities*: Rose Room Studio, 1,500 persons; Studio A, 100; Studio B, 25. *Merchandising*: Complete service offered at actual cost. *Foreign language programs*: None. *Artists bureau*: None. *Base rate*: \$165.

*Copy restrictions*: Beer and wine accepted any time; liquor advertising after 10 p.m.; all copy subject to station approval or revision.

### WOAI, SAN ANTONIO

*Operator*: Southland Industries, Inc., WOAI Bldg. *Phone*: Garfield 4221. *Power*: 50,000 watts on 1190 kc. *Affiliation*: NBC Southwestern Group; Texas Quality Network. *Opened*: 1922.

*President*: Hugh A. L. Half. *General manager*: Beeman Fisher. *Program director*: Low Valentine. *Sales promotion and merchandising*: Carl A. Doty. *Chief engineer*: Fred Sterling. *News editor*: Ken McClure.

*Rep*: Edward Petry & Co., Inc. *News*: UP. *Seating facilities*: About 500 persons. *Merchandising*: Complete service offered. *Foreign language programs*: Accepted, subject to availability of an English translation and acceptance of copy. *Artists bureau*: None. *Base rate*: \$275.

*Copy restrictions*: Beer and wines accepted; no hard liquors; strict censorship on patent medicines, with very few accepted; abide by NAB Code of Ethics, and FCC regulations.

### KRRV, SHERMAN

*Operator*: Red River Valley Broadcasting Co. *Power*: 250 watts on 1310 kc. (day time).

*Base rate*: \$35.

No other information available.

### KTEM, TEMPLE

*Operator*: Bell Broadcasting Co., Kyle Hotel Tower. *Phone*: 4646. *Power*: 250 watts on 1370 kc (operates to local sunset). *Affiliation*: None. *Opened*: Dec. 1, 1936. (Note: Owner is a commercial stock company.)

*General manager*: Frank W. Mayborn. *Station manager*: Burt Bishop. *Program director, musical director*: Edwin Callaway. *Chief engineer*: Rupert Bogan. *Artists bureau head*: Kirby Gunn.

*Rep*: Graham A. Robertson (New York and Dallas); H. K. Conover (Chicago); Walter Biddick Co. (Coast). *News*: UP. *Seating facilities*: Studio-auditorium, 500 persons. *Merchandising*: Complete merchandising and promotion service. *Foreign language programs*: German, Czechoslovakian, Mexican, Bohemian, Slavic languages acceptable. *Artists bureau*: Run for booking purposes only. *Stock*: Privately held by Mrs. Ruth Mayborn, J. C. Mitchell, Walter Humphrey. *Base rate*: \$45.

*Copy restrictions*: Dry county, but will take beer and wines; patent medicines accepted; price quoting permitted.

### KCMC, TEXARKANA

*Operator*: KCMC, Inc., 317 Pine Street. *Phone*: 958. *Power*: 250 and 100 watts on 1420 kc. *Affiliation*: None. *Opened*: September, 1932. (Note: This station is newspaper owned by the Texarkana Gazette and Daily News.)

*General, station and commercial manager, publicity director*: Foster W. Fort. *Program director, artists bureau head*: Tom Dillahunty. *Chief engineer*: Harvey Robertson. *Musical director*: Dorothy Moore.

*Rep*: Radio Time Agency. *News*: UP. *Seating facilities*: Studio, seating 25 persons; City Auditorium, seating 1,500. *Merchandising*: Front page listings and other publicity in Gazette and Daily News; contact local outlets by personal calls, retail stores by mail, advising of new campaigns and urging use of special window cards, displays and demonstrations; credit checks, surveys and listings on wholesalers and retailers furnished to national accounts on request; demonstrations arranged at actual cost. *Foreign language programs*: Not accepted. *Artists bureau*: Setup nominal only. *Base rate*: \$50.

*Copy restrictions*: Beer and wine accepted;

## TEXAS STATIONS—Continued

liquor advertising not accepted; all drug and food products checked with Federal departments concerned; copy subject to station censorship for exaggerated claims, excess wordage and anything offensive to any member of a family, regardless of race, creed or age.

### KGKB, TYLER

*Operator:* East Texas Broadcasting Co., Tyler Commercial College Bldg. *Phone:* 1106. *Power:* 250 and 100 watts on 1500 kc. *Affiliation:* None. *Opened:* April, 1931.

*Operator:* James G. Ulmer. *Station and commercial manager, program and publicity director:* M. E. Danbom, *Chief engineer:* John B. Sheppard.

*Rep:* None. *News:* Transradio. *Seating facilities:* Reception room, capacity of about 100. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* \$55.

*Copy restrictions:* Beer advertising accepted; no hard liquors; some patent medicines accepted.

### WACO, WACO

*Operator:* KTSA Broadcasting Co., Amicable Bldg. *Phone:* 2700. *Power:* 100 watts on 1420 kc. *Affiliation:* CBS. *Opened:* July, 1922. (Note: This station is owned by Hearst Radio).

*Vice-president, general manager:* Neal Barrett. *Station manager:* J. W. Pate. *Commercial manager:* R. E. Lee Glasgow. *Musical director:* Pat Adelman. *Chief engineer:* L. H. Appleman.

*Rep:* International Radio Sales. *News:* INS. *Seating facilities:* About 75 persons. *Merchandising:* Send out circulars, dodgers, placards, and direct mail aids. *Foreign language programs:* No set rules; do not encourage such programs. *Artists bureau:* None. *Base rate:* \$60.

*Copy restrictions:* Liquor programs only

after 10:30 p.m., running no less than a quarter-hour, and produced in the station's studio in a "dignified character"; proprietaries subject to station approval.

### KRGV, WESLACO

*Operator:* KRGV, Inc., P. O. Box 5. *Phones:* 375; 376; 118. *Power:* 1,000 watts on 1260 kc. *Affiliation:* NBC Southwestern Supplementary Group. *Opened:* Sept. 6, 1926.

*President:* M. S. Niles. *Station manager:* Ken Lowell Sibson. *Commercial manager:* I. S. Roberts. *Program and musical director:* Dick Watkins. *Chief engineer:* Neal McNaughton. *Publicity director:* Betsy Drake.

*Rep:* Howard H. Wilson Co. *News:* Transradio. *Seating facilities:* Can accommodate 50 persons. *Merchandising:* Special department handles display and poster distribution, trade mailings, air build-ups, and sales reports; all services free except where special services are requested by the advertiser. *Foreign language programs:* Have daily Spanish program via which the services of announcers and program directors are tendered without extra charge. *Artists bureau:* None. *Stock:* Held by M. S. Niles. *Base rate:* \$120.

*Copy restrictions:* Beer accepted, but restricted on Sunday; no other alcoholic beverages; patent medicine copy must be "in good taste" and comply with all Federal Trade Commission regulations.

### KGKO, WICHITA FALLS

*Operator:* Wichita Falls Broadcasting Co. *Power:* 1,000 and 250 watts on 570 kc (has construction permit for 5,000 and 1,000 watts). *Affiliation:* CBS. *Opened:* 1928. *Base rate:* \$145 (½ hr).

*At press time this station was moving its facilities to Fort Worth. Changes of various kinds will be made in the general setup.*

V  
RD

# UTAH

(111,000 radio homes)

## Radio Homes by Counties

Beaver .....	1,150	Iron .....	1,560	Sevier .....	2,260
Box Elder.....	3,630	Juab .....	1,890	Summit .....	1,980
Cache .....	5,930	Kane .....	420	Tooele .....	2,060
Carbon .....	3,680	Millard .....	2,050	Uintah .....	1,900
Daggett .....	90	Morgan .....	520	Utah .....	10,060
Davis .....	2,940	Piute .....	400	Wasatch .....	1,150
Duchesne .....	1,630	Rich .....	360	Washington .....	1,490
Emery .....	1,410	Salt Lake.....	44,720	Wayne .....	370
Garfield .....	850	San Juan.....	700	Weber .....	11,980
Grand .....	400	Sanpete .....	3,420		

### KSUB, CEDAR CITY

*Operator:* Harold Johnson and Leland Perry, doing business as Johnson & Perry, El Escalante Hotel. *Phone:* 398. *Power:* 100 watts on 1310 kc. *Affiliation:* None. *Opened:* July 3, 1937.

*Station manager, publicity director:* A. L. Madsen. *Program director:* Claire Bryant. *Chief engineer:* C. R. Miller. *Musical director, artists bureau head:* Inez Corry.

*Rep:* None. *News:* Transradio. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* No information given. *Artists bureau:* Setup nominal only. *Base rate:* \$20.

*Copy restrictions:* None listed.

### KVNU, LOGAN

*Operator:* Cache Valley Broadcasting Co. *Power:* 100 watts on 1200 kc.

*At press time this station had a construction permit only.*

### KLO, OGDEN

*Operator:* Interstate Broadcasting Corp., Hotel Ben Lomond. *Phone:* 84. *Power:* 500 watts on 1400 kc. *Affiliation:* NBC Blue Mountain Group. *Opened:* December, 1926. (Note: this station is affiliated with, but not owned by, the Ogden Standard-Examiner).

*General manager:* Paul R. Heitmeyer. *Commercial manager:* Merrill J. Bunnell. *Program director:* Ethel G. Clark. *Chief engineer:* W. D'Orr Cozzens. *Musical director:* Ed Berry.

*Rep:* Bryant, Griffith & Brunson, Inc.; Walter Biddick Co. (Pacific Coast). *News:* AP. *Seating facilities:* Two auditoriums, one seating 650 persons; the other 400. *Merchandising:* Pre-program announcements, news stories in newspaper affiliate, and one gratis newspaper advertisement—this schedule depending on type of sponsor contract; will issue letters to the trade for exact cost of postage and printing; will

mail promotional material supplied by advertisers for cost of postage. *Foreign language programs:* Never had any; would not be useful in this region. *Artists bureau:* None. *Stock:* Principally held by A. L. Glasmann and Paul R. Heitmeyer. *Base rate:* \$125.

*Copy restrictions:* Beer accepted; no wines or hard liquors; all other advertising matter subject to existing federal, state and municipal regulations.

### KEUB, PRICE

*Operator:* Eastern Utah Broadcasting Co. (Sam G. Weiss), Price. *Phone:* 200. *Power:* 100 watts on 1420 kc. *Affiliation:* None. *Opened:* Oct. 30, 1936.

*Manager, publicity:* Sam G. Weiss. *Commercial manager, program director:* John Richards. *Chief engineer:* Carl E. Busart.

*Rep:* Cox and Tanz. *News:* Transradio. *Seating facilities:* About 25 persons. *Merchandising:* None. *Foreign language programs:* No restrictions against this type of program. *Artists bureau:* None. *Base rate:* \$35.

*Copy restrictions:* Beer and wines accepted; no hard liquors; all contracts subject to government regulations.

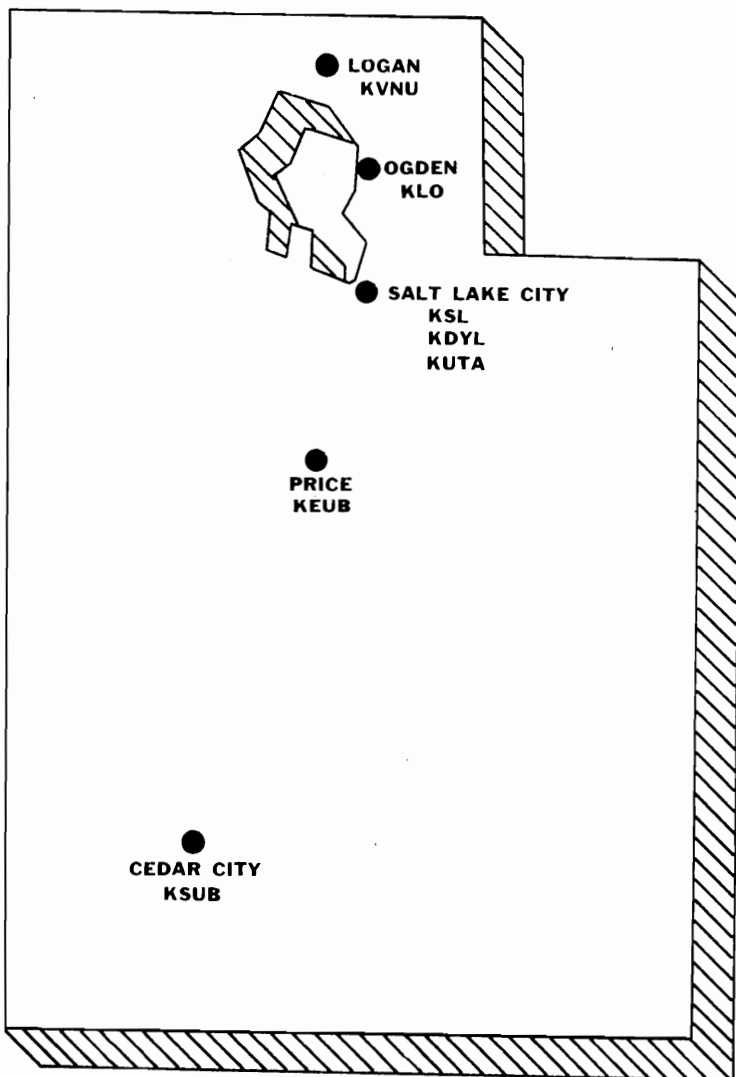
### KDYL, SALT LAKE CITY

*Operator:* Intermountain Broadcasting Corp., Ezra Thompson Bldg. *Phone:* Wasatch 7180. *Power:* 5,000 and 1,000 watts on 1290 kc. *Affiliation:* NBC Red Mountain Group. *Opened:* 1922.

*President, general manager:* S. S. Fox. *Commercial manager:* W. E. Wagstaff. *Production manager, publicity director:* George Snell. *Program director:* Ted Kimball. *Musical director:* B. Woodbury. *Chief engineer:* J. M. Baldwin.

*Rep:* John Blair & Co. *News:* Transradio. *Seating facilities:* Studio A, 50 persons; KDYL Radio Playhouse, 500; KDYL Open Air Theatre in summer (Liberty Park) has capacity for 2,000; no

# UTAH



## UTAH STATIONS—Continued

admission charged. *Merchandising:* Display in KDYL's Radio Playhouse lobby show cases and windows; letters to dealers in certain cases. *Foreign language programs:* Not accepted. *Artists bureau:* Yes; lists half a dozen orchestras, singers, and actors. *Base rate:* \$200.

*Copy restrictions:* Accept beer; no other alcoholic beverage advertising; patent medicines subject to prior audition and approval of copy; all copy subject to approval of Federal Trade Commission.

### KSL, SALT LAKE CITY

*Operator:* Radio Service Corporation of Utah, Union Pacific Bldg. *Phone:* Was. 3900. *Power:* 50,000 watts on 1130 kc. *Affiliation:* CBS. *Opened:* April 20, 1921. (Note: KSL is affiliated with the Salt Lake Tribune, which is one of the station's largest stockholders.)

*President:* Sylvester Q. Cannon. *Station manager:* Earl J. Glade. *Commercial manager:* D. H. Vincent. *Program director:* Lennox Murdoch. *Chief engineer:* Eugene G. Pack. *Artists bureau head:* Irma Felt Bitner. *Musical director:* Albert J. Southwick. *Publicity director:* Thomas H. Axelsen.

*Rep:* Edward Petry & Co., Inc. *News:* INS; UP. *Seating facilities:* KSL Concert Hall, capacity 800. *Merchandising:* Circular letters calling attention to program sent to dealers and distributors; arrange for newspaper space and publicity; issue courtesy spot announcements pre-plugging the programs; contact dealers, distributors, etc.; arrange display cards in studios; any other cooperation, deemed reasonable, will be offered. *Foreign language programs:* No call for these in view of the population's high (99%) English-speaking character. *Artists bureau:* Yes; complete roster of talent, including 50 or more artists, producers, musicians, etc. *Stock:* Principal holders are the Latter Day Saints Church, The Salt Lake Tribune, and several Salt Lake City citizens. *Base rate:* \$300.

*Copy restrictions:* Commercial copy limited to 300 words per quarter-hour; beer accepted; no other alcoholic beverages; patent medicines not accepted unless approved by the American Medical Association.

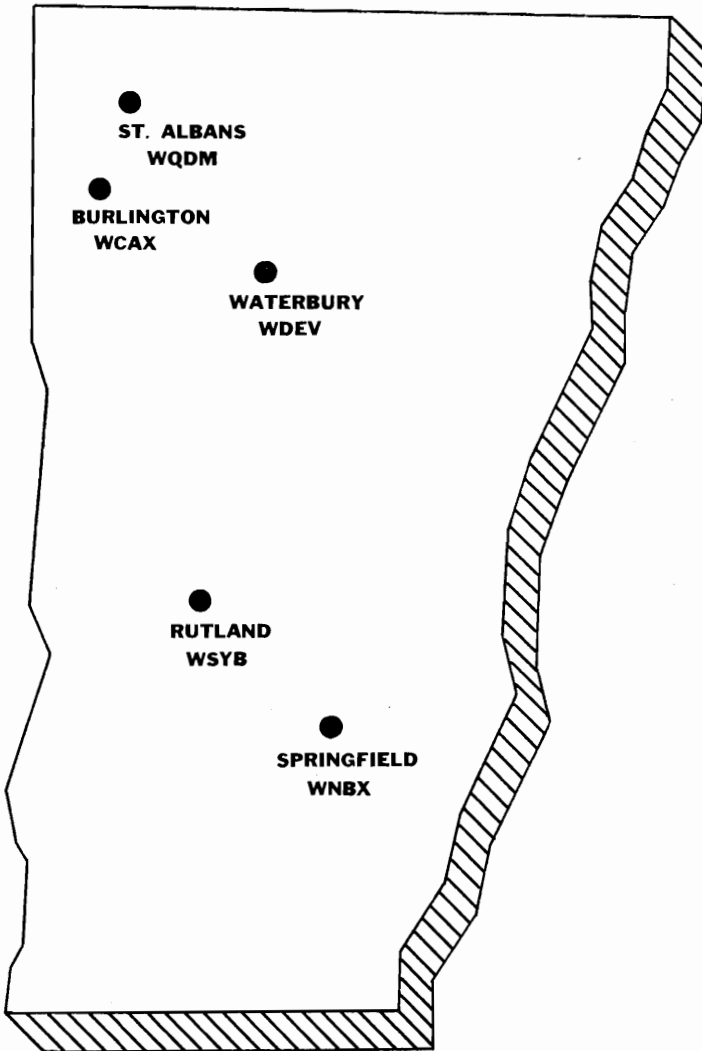
### KUTA, SALT LAKE CITY

*Operator:* Utah Broadcasting Co. *Power:* 100 watts on 1500 kc.

WHEN listeners in the Salt Lake  
City Market Area tune in, they  
listen FIRST to KSL, the Voice  
of the West.

Nationally Represented by  
EDWARD PETRY & COMPANY

# VERMONT





## UTAH STATIONS—Continued

*Station manager, chief engineer:* Frank C. Carman. *Commercial manager:* Jack Lee Powers. *Program director:* David G. Smith.

*Stock:* Principally held by Frank C. Car-

man, David G. Smith, Jack Lee Powers, Grant R. Wrathall.

**Note:** At press time this station had a construction permit only; will open during summer, 1938.

## VERMONT

(88,600 radio homes)

### Radio Homes by Counties

Addison .....	4,460	Franklin .....	6,990	Rutland .....	11,930
Bennington .....	5,850	Grand Isle.....	900	Washington .....	10,200
Caledonia .....	6,670	Lamoille .....	2,700	Windham .....	6,860
Chittenden .....	11,150	Orange .....	4,250	Windsor .....	9,490
Essex .....	1,690	Orleans .....	5,460		

### WCAX, BURLINGTON

*Operator:* The Burlington Daily News, Inc., 203 College St. *Phones:* 306; 373; 134. *Power:* 250 and 100 watts on 1200 kc. (specified hours). *Affiliation:* None. *Opened:* November 4, 1931. (Note: This station is newspaper-owned by the Burlington Daily News.)

*Owner:* Burlington Daily News, Inc. *President:* Col. H. Nelson Jackson. *General manager:* John A. Cellar. *Commercial manager:* William J. Kennedy. *Program and publicity director:* Jack Tierney. *Chief engineer:* James W. Tierney.

*Rep:* None. *News:* AP; "flashes" of importance, sustaining; UP for commercials, news and sports. *Seating facilities:* Memorial Auditorium, seating 2,500 persons; City Hall Auditorium; University of Vermont Gymnasium; Hotel Vermont Dining Room; Sherwood Hotel Grill; Municipal Band Hall. *Merchandising:* Supply publicity, gratis, in Burlington Daily News via listings in WCAX News Flasher; individual write-ups also given various programs from time to time. *Foreign language programs:* Will accept, but none current; large French population in territory. *Artists bureau:* None, as such, but maintains WCAX Entertainment Service which arranges dates for sustaining programs within a radius of 50 miles without commission or charge. *Base rate:* \$50.

*Copy restrictions:* Accept beer, but no other alcoholic beverages; patent medicine copy censored for dubious or misleading statements; all copy must conform to station standards and government regulations.

### WSYB, RUTLAND

*Operator:* Philip Weiss Music Co., 80 West Street. *Phone:* 1247. *Power:* 100 watts on 1500 kc. *Affiliation:* None. *Opened:* December 7, 1930.

*President, publicity director:* P. Weiss. *Station manager:* J. H. Weiss. *Chief engineer:* M. R. Francis.

*Rep:* None. *News:* Transradio. *Seating facilities:* None. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* \$25 (one hour, 13 times).

*Copy restrictions:* Accept beer; no other alcoholic beverages; some patent medicines accepted after investigation of products.

### WQDM, ST. ALBANS

*Operators:* E. J. Regan and F. Arthur Bostwick, doing business as Regan and Bostwick, 32 N. Main St. *Phone:* 126. *Power:* 1,000 watts on 1390 kc. (daytime). *Affiliation:* None. *Opened:* 1928. (Note: G. S. Wasser and Glenn D. Gillett have an application before the FCC for purchase of this station.)

*General manager:* G. S. Wasser. *Chief engineer:* E. J. Regan. *Studio manager:* F. Arthur Bostwick.

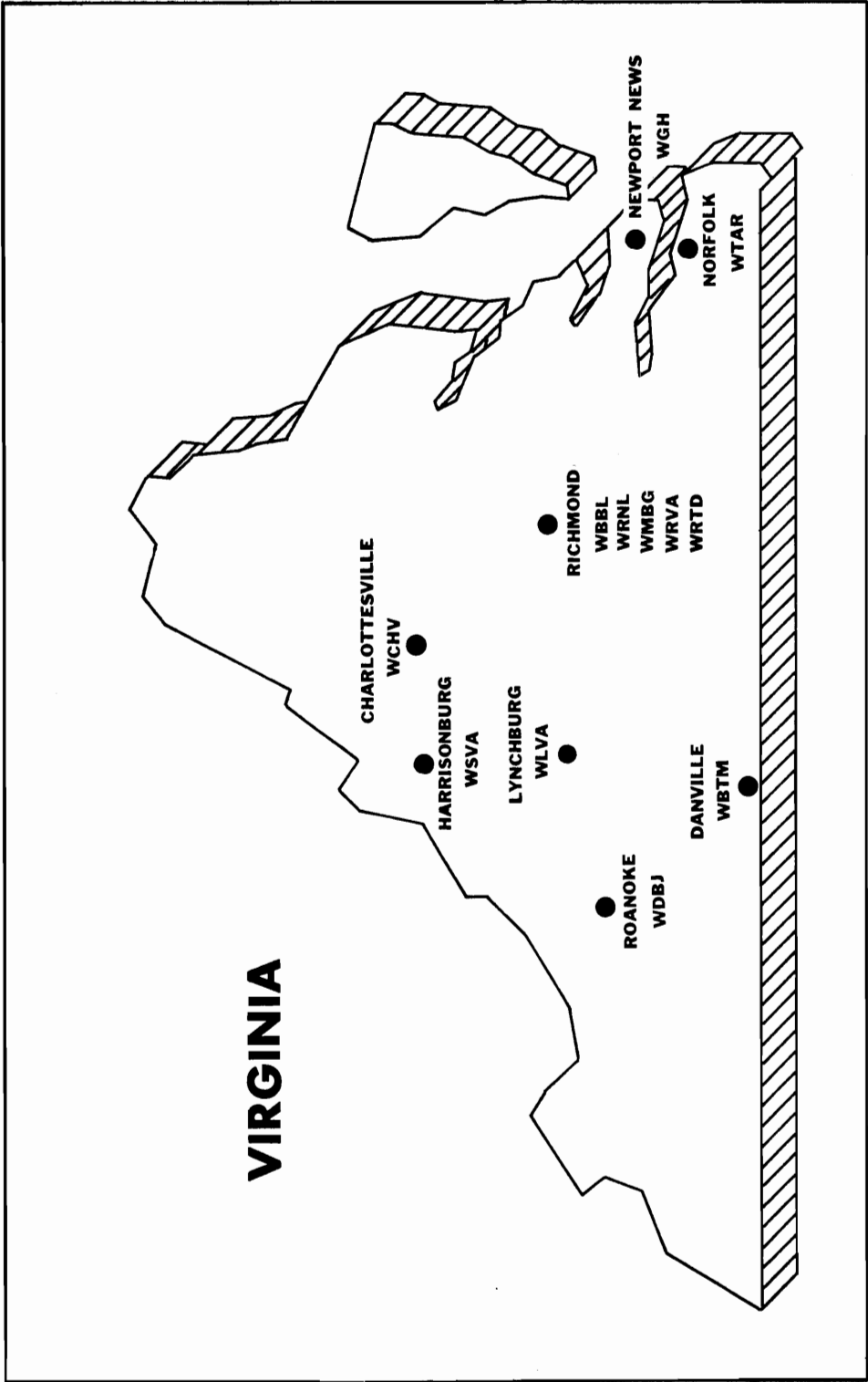
*Rep:* Weed & Co. *News:* UP. *Seating facilities:* Remote facilities from three theatres available. *Merchandising:* Check merchandise for sponsor; distribute posters, etc. *Foreign language programs:* French acceptable. *Artists bureau:* None. *Base rate:* \$50.

*Copy restrictions:* Take beer and wine; no other restrictions listed.

### WNBX, SPRINGFIELD

*Operator:* Twin State Broadcasting Corp. Woolson Block. *Phone:* 663. *Power:* 1,000 and 500 watts on 1260 kc. *Affiliation:* CBS. *Opened:* Oct. 29, 1933.

*Manager:* Phil Hoffman. *Chief engineer:* Charles Doe. *Musical director:* Grace



## VERMONT STATIONS—Continued

Cross. *Program director:* Lansing Lindquist. *Publicity director:* Nick Carter.

*Rep:* Paul H. Raymer Co. *News:* UP. *Seating facilities:* About 60 persons. *Merchandising:* Make regular coverage of the market. *Foreign language programs:* Accepted; are scheduled at certain times when foreign news and music are featured; mostly Polish and Russian. *Artists bureau:* Set-up nominal only. *Base rate:* \$125.

*Copy restrictions:* Accept beer and wines; no hard liquors; accept all advertising legal in the state of Vermont.

### WDEV, WATERBURY

*Operator:* Charles B. Adams, administrator of Harry C. Whitehill estate and executor of Mary M. Whitehill estate. *Phone:* Waterbury 13 and 240; Montpelier 200. *Power:* 500 watts on 550 kc. (daytime). *Affiliation:* Champlain Valley Network.

*Opened:* July, 1931. (Note: Mary M. Whitehill is executive of the estate of Harry C. Whitehill, owner of the Waterbury Record.)

*General and station manager:* Lloyd E. Squier. *Commercial manager, publicity director:* William G. Ricker. *Program director:* Ted Nelson. *Chief engineer:* Melvin H. Stickle. *Musical director:* Del Camp.

*Rep:* None. *News:* UP. *Seating facilities:* Montpelier studio, seating 30 persons. *Merchandising:* Make recommendations only; actual plans must be carried out by the sponsor. *Foreign language programs:* Will accept, but do not encourage or solicit same. *Artists bureau:* Yes. *Base rate:* \$60.

*Copy restrictions:* Beer, wine and liquor advertising not accepted; copy must not consume more than 10% of program time and must conform to FCC rules and regulations.

## VIRGINIA

(400,200 radio homes)

### Radio Homes by Counties

Accomac .....	6,140	Frederick .....	4,550	Orange .....	1,800
Albemarle .....	7,150	Giles .....	1,660	Page .....	2,190
Alleghany .....	4,640	Gloucester .....	1,630	Patrick .....	1,840
Amelia .....	1,110	Goochland .....	970	Pittsylvania .....	12,120
Amherst .....	2,350	Grayson .....	2,610	Powhatan .....	730
Appomattox .....	1,060	Greene .....	710	Prince Edward .....	2,100
Arlington .....	10,960	Greensville .....	1,790	Prince George .....	3,680
Augusta .....	7,870	Halifax .....	5,090	Prince William .....	1,990
Bath .....	1,090	Hanover .....	2,310	Princess Anne .....	2,440
Bedford .....	3,930	Henrico .....	49,810	Pulaski .....	3,080
Bland .....	750	Henry .....	3,750	Rappahannock .....	970
Botetourt .....	2,170	Highland .....	580	Richmond .....	890
Brunswick .....	2,440	Isle of Wight .....	1,890	Roanoke .....	22,120
Buchanan .....	1,730	James City .....	1,120	Rockbridge .....	3,900
Buckingham .....	1,730	King and Queen .....	920	Rockingham .....	5,800
Campbell .....	11,660	King George .....	750	Russell .....	3,290
Caroline .....	1,880	King William .....	1,110	Scott .....	2,940
Carroll .....	2,820	Lancaster .....	1,330	Shenandoah .....	3,290
Charles City .....	640	Lee .....	4,010	Smyth .....	3,350
Charlotte .....	1,950	Loudoun .....	3,060	Southampton .....	3,400
Chesterfield .....	3,860	Louisa .....	1,950	Spotsylvania .....	2,810
Clarke .....	1,030	Lunenburg .....	1,800	Stafford .....	1,120
Craig .....	510	Madison .....	1,140	Surry .....	1,030
Culpeper .....	1,900	Mathews .....	1,200	Sussex .....	1,620
Cumberland .....	950	Mecklenburg .....	4,010	Tazewell .....	4,540
Dickenson .....	1,870	Middlesex .....	1,100	Warren .....	1,270
Dinwiddie .....	8,210	Montgomery .....	4,230	Warwick .....	9,120
Elizabeth City .....	4,720	Nansemond .....	5,220	Washington .....	6,440
Essex .....	930	Nelson .....	2,080	Westmoreland .....	1,180
Fairfax .....	3,930	New Kent .....	620	Wise .....	7,260
Fauquier .....	2,940	Norfolk .....	47,910	Wythe .....	2,900
Floyd .....	1,450	Northampton .....	2,910	York .....	1,250
Fluvanna .....	990	Northumberland .....	1,560		
Franklin .....	2,910	Nottoway .....	2,090		

## VIRGINIA STATIONS—Continued

### WCHV, CHARLOTTESVILLE

**Operator:** Community Broadcasting Corp., 4th and E. Market Sts. **Phone:** 444. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** Virginia Broadcasting System. **Opened:** Aug. 28, 1933. (Note: Station gives time to charitable, religious and educational institutions.)

**General manager:** Hugh M. Curtler. **Program director:** Edward W. Hase. **Chief engineer:** W. W. Gray.

**Rep:** J. J. Devine & Associates, Inc. **News:** Transradio. **Seating facilities:** Studio, 30 persons. **Merchandising:** Newspaper space in two papers at station's expense; contacts with dealers to increase sale of goods, obtain orders, and obtain display space; distribute pamphlets and samples from house-to-house. **Foreign language programs:** Not accepted. **Artists bureau:** Set-up is nominal only. **Base rate:** \$60.

**Copy restrictions:** Beer, wine, accepted.

### WBTM, DANVILLE

**Operator:** Piedmont Broadcasting Corp., 427 Main Street. **Phone:** 2350. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** Virginia Broadcasting System. **Opened:** May 24, 1930.

**President:** L. N. Dibrell. **Station manager:**

**S. C. Ondarcho.** **Program director, artists bureau head:** W. P. Heffernan. **Chief engineer:** Phil Briggs.

**Rep:** J. J. Devine & Associates, Inc. **News:** Transradio. **Seating facilities:** 100 persons. **Merchandising:** Co-operate with advertiser in any way; complete service now being developed. **Foreign language programs:** Will accept, but advise advertisers against such programs as foreign population very small. **Artists bureau:** Set-up nominal only. **Stock:** Principally held by L. N. Dibrell, president; S. C. Ondarcho, vice-president, general manager; W. P. Heffernan, treasurer; H. W. Spencer. (Par value of stock, \$100 per share.) **Base rate:** \$75.

**Copy restrictions:** Beer and wine accepted; no liquor advertising; patent medicine copy subject to local censorship; no fixed rules for copy, other than that it conform to accepted standards of good taste.

### WSVA, HARRISONBURG

**Operator:** Shenandoah Valley Broadcasting Corp., Main and Market Sts. (Staunton, Va., business office: Professional Bldg. **Phones:** 875; in Staunton, 647. **Power:** 500 watts on 550 kc. (daytime) **Affiliation:** Virginia Broadcasting System. **Opened:** June 9, 1935.

**General and commercial manager:**

# WMBG • Richmond, Va.

- WMBG ranks first with the listeners in Virginia's richest industrial and agricultural section.
- WMBG has gained and held its large responsive audience because it has served the cultural, civic and religious interests of the Richmond area with the best NBC Red programs and skillfully produced local presentations.
- Your product or service presented over WMBG will cash in on our popularity. It's the quick, sure, economical way to reach those people in our good service area where annual retail sales exceed \$233,500,000.
- We don't say follow the leader—but the local merchants and jobbers prefer WMBG—they've checked results.



**WMBG can be purchased as an NBC Red Basic Supplementary Station**

## VIRGINIA STATIONS—Continued

Charles P. Blackley. *Program director:* Wendell Siler. *Chief engineer:* U. L. Lynch.

*Rep:* None. *News:* Transradio. *Seating facilities:* Auditorium, County Court House, 275 with 10c. and 20c. admission; State Theatre, 650 with 10c. and 20c. admission. *Merchandising:* No merchandising service; will render certain types of cooperation, however. *Foreign language programs:* Not accepted; foreign population very small. *Artists bureau:* None. *Base rate:* \$40.

*Copy restrictions:* Beer advertising accepted; no wines or hard liquors; patent medicine copy subject to station approval.

### WLVA, LYNCHBURG

*Operator:* Lynchburg Broadcasting Corp., Allied Arts Bldg. *Phone:* 3030. *Power:* 250 and 100 watts on 1200 kc. *Affiliation:* Virginia Broadcasting System. *Opened:* April 21, 1930.

*President:* Edward A. Allen. *Station manager:* Philip P. Allen. *Commercial manager:* Glenn E. Jackson. *Program director:* James H. Moore. *Chief engineer:* Albert E. Heiser. *Musical director:* William Kyle. *Publicity and production director:* James L. Howe.

*Rep:* Horace Hagedorn. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Maintains a merchandising and production department. *Foreign language programs:* None. *Artists bureau:* None. *Base rate:* \$60.

*Copy restrictions:* Beer and wine accepted; no hard liquors; FCC rulings cover other commercial copy.

### WGH, NEWPORT NEWS

*Operator:* Hampton Roads Broadcasting Corp., Melson Bldg., Newport News; Bankers Trust Bldg., Norfolk; American National Bank Bldg., Portsmouth; Chadwick Theatre, Suffolk. *Phones:* Newport News 2297, 3691; Norfolk, 44319; Portsmouth 991. *Power:* 250 and 100 watts on 1310 kc. *Affiliation:* Virginia Broadcasting System; optional programs from CBS. *Opened:* Dec., 1928.

*President, general manager:* Edward E. Bishop. *Commercial manager:* Edward E. Edgar. *Program director:* Irving Waugh. *Chief engineer:* Raymond P. Aylor, Jr. *Artists bureau head:* Joel Wahlberg. *Musical director:* Wilby Goff. *Publicity director:* Gene Stratton.

*Rep:* J. J. Devine & Associates, Inc. *News:* Transradio; Christian Science Monitor. *Seating facilities:* Newport News, 250; Norfolk, 25; Portsmouth, 25; Suffolk, 50. *Merchandising:* Contact dealers; will utilize newspapers and give programs publicity in advance. *Foreign language programs:*

Would be acceptable if public interest in them were apparent, and if text conformed to station policies. *Artists bureau:* Yes; has about 20 performers under contract. *Base rate:* \$60.

*Copy restrictions:* All copy must conform to AAAA standards; wine and beer acceptable under rules of Virginia Alcoholic Beverage Board; other beverages and patent medicines not accepted.

### WTAR, NORFOLK

*Operator:* WTAR Radio Corp., National Bank of Commerce Bldg. *Phone:* 25671. *Power:* 1,000 watts on 780 kc. *Affiliation:* NBC Southeastern Group. *Opened:* Sept. 21, 1923. (Note: WTAR Radio Corp. is a subsidiary of the Norfolk Newspapers, Inc.—Ledger-Dispatch and Virginian-Pilot.)

*General manager:* Campbell Arnoux. *Sales manager:* John W. New. *Program director:* Shirley Hosier. *Chief engineer:* J. L. Grether. *Musical director:* Henry Cowles Whitehead. *Sales promotion director:* Ralph S. Hatcher.

*Rep:* Edward Petry & Co., Inc. *News:* UP. *Seating facilities:* Studio, 75-100 persons. *Merchandising:* Advance courtesy announcements; dealer and distributor contacts; sales and market analyses, etc. *Foreign language programs:* Will accept so long as the complete contents are made clear and are acceptable to the standards of the station. *Artists bureau:* None. *Base rate:* \$150.

*Copy restrictions:* Beer and wine accepted; no hard liquors; patent medicines must meet station requirements.

### WBBL, RICHMOND

*Operator:* Grace Covenant Presbyterian Church (M. A. Sitton, Agent). *Power:* 100 watts on 1210 kc (specified hours).

**This station is non-commercial; church-owned.**

### WMBG, RICHMOND

*Operator:* Havens and Martin, Inc., 914 W. Broad St. *Phone:* 3-6776. *Power:* 500 watts on 1350 kc. *Affiliation:* NBC Supplementary Basic Service. *Opened:* October, 1926.

*President and general manager:* Wilbur M. Havens. *Commercial manager:* Robert Mitchell. *Program director, musical director:* Garnet Tate. *Chief engineer:* Wilfred Wood. *Artists bureau head:* Jack Hooper. *Publicity director:* Courtney Quicke.

*Rep:* Not yet announced. *News:* Transradio. *Seating facilities:* New studio building, when completed, will have an auditorium capacity of 250, as well as a reception room with a view of the studios,

## VIRGINIA STATIONS—Continued

seating 60. *Merchandising:* Yes; service is rendered; diversified as to product exploited. *Foreign language programs:* No policy listed. *Artists bureau:* Yes; lists about 100 artists, teams, etc. *Base rate:* \$150.

*Copy restrictions:* Beer and wine accepted if copy conforms to policies of the Virginia Alcoholic Beverage Control Board; no hard liquor; all copy must conform to rules and regulations of the FCC.

### WENL, RICHMOND

*Operator:* WLBG, Inc., News Leader Square. *Phone:* 3-4242. *Power:* 500 watts on 880 kc (operates to sunset). *Affiliation:* Virginia Broadcasting System. *Opened:* 1927. (Note: This station previously was listed as WPHR, Petersburg; it is affiliated with the Richmond News Leader.)

*Managing director, publicity director:* Earl Sowers. *Commercial manager:* Charles Alden Baker. *Program director, artists bureau head:* Bill Stell. *Chief engineer:* Walter Royal Selden. *Musical director:* Marynelle Gutridge. *Production manager:* William Hamilton.

*Rep:* None. *News:* UP. *Seating facilities:* Studio, 200 persons. *Merchandising:* Yes; service available; rates on application. *Foreign language programs:* Accepted on same rates as other business. *Artists bureau:* Maintains a complete roster of about 40 artists. *Stock:* No stock outstanding; privately held shares are entirely in the hands of John Stewart Bryan, president of the Richmond News Leader, and president of William & Mary College; Tennant Bryan, vice-president of the Richmond News Leader, and Douglas S. Freeman, editor of the Richmond News Leader and president of the board of trustees of the University of Richmond. *Base rate:* \$60.

*Copy restrictions:* Spot announcements limited to 100 words; no whiskey advertising; beer and wines okay; patent medicines accepted if complying with Pure Food & Drug Act, and approved by the Virginia State Pharmaceutical Board.

### WRTD, RICHMOND

*Operator:* The Times Dispatch Radio Corp., State Planters Bldg. *Phone:* 3-7471. *Power:* 100 watts on 1500 kc. *Affiliation:* NBC Supplementary Basic Service. *Opened:*

# DOMINANCE IN RICHMOND, VA.

In 1936 over 75% of the radio homes in this rich market expressed a preference for WRVA.

During the first three months of 1938 over 73% said WRVA. Yet—Richmond has two new radio stations and WRVA has a new network—all during the last six months!

All the way—with WRVA—for best results!

5,000\* WATTS - DAY AND NIGHT  
NATIONAL CLEAR CHANNEL  
COLUMBIA AND MUTUAL SERVICE

\*APPLICATION PENDING FOR 50,000 WATTS.

# WRVA

## VIRGINIA STATIONS—Continued

June 27, 1937. (Note: This station is owned and operated by the Richmond Times Dispatch.)

*Manager:* Ovelton Maxey. *Program director:* Peco Gleason. *Chief engineer:* David Bain. *Publicity director:* Robert W. Ehrman.

*Rep:* Edward Petry & Co., Inc. *News:* None. *Merchandising:* Supply advance courtesy announcements, sales and market analyses; contact dealers and distributors, etc. *Foreign language programs:* Will accept, provided copy conforms to station standards. *Artists bureau:* None. *Base rate:* \$105.00.

*Copy restrictions:* Accept beer and wine, but no hard liquor; patent medicines must be approved by station.

### WRVA, RICHMOND

*Operator:* Larus and Brother Co., Hotel Richmond. *Phone:* 3-6633. *Power:* 5,000 watts on 1110 kc (has construction permit for 50,000 watts). *Affiliation:* CBS; Mutual Broadcasting System. *Opened:* Nov. 2, 1925.

*General manager:* C. T. Lucy. *Business manager:* Barron Howard. *Public relations, publicity:* Walter R. Bishop. *Production manager:* Irvin G. Abeloff. *Traffic manager:* Burt T. Repine. *Supervisor of technical department:* H. S. Lucy. *Musical director:* Edward D. Naff.

*Rep:* Paul H. Raymer Co. *News:* UP. *Seating facilities:* Studio D. about 100 persons; also reception room and smaller studios; Hotel Richmond Ballroom, 1,000. *Merchandising:* No department; will direct a campaign for an advertiser and furnish stationery for mailings; if personnel is otherwise involved, a charge is made. *Foreign language programs:* Not accepted gen-

erally. *Artists bureau:* Yes. *Base rate:* \$250.

*Copy restrictions:* No beer, wines or hard liquors at any time; no laxatives after 6 p.m.; no reducing preparations under any conditions; in all other copy, rules of good taste to be observed.

### WDBJ, ROANOKE

*Operator:* Times-World Corp., 124 West Kirk Ave. *Phone:* 8131. *Power:* 5,000 and 1,000 watts on 930 kc. *Affiliation:* CBS. *Opened:* June 20, 1924. (Note: WDBJ is newspaper-owned — The Roanoke Times and The Roanoke World-News.)

*President:* Junius P. Fishburn, president, The Times-World Corp. *Station manager, program director:* Ray P. Jordan. *Commercial manager:* Frank D. Kesler. *Chief engineer:* Robert D. Avery. *Artists bureau head, musical director:* Mary A. Henson. *Publicity director:* Marvin Naff.

*Rep:* Free & Peters, Inc. *News:* AP. *Seating facilities:* Studio A, 100 persons; studio B, 25. *Merchandising:* Write letters to dealers and distributors; free announcements regarding new programs; limited personal calls; window and displays in stores of leading dealers; displays in own studio building show windows; publicity with pictures in radio pages of own two newspapers. *Foreign language programs:* No rule against acceptance; but not recommended, since population is only 2% foreign born. *Artists bureau:* Yes; have about 40 singers and musicians under contract. *Base rate:* \$100.

*Copy restrictions:* Beer and wines accepted; no hard liquors; accept "limited number of the highest type of patent medicines"; otherwise, rules are approximately the same as those used by the Co-

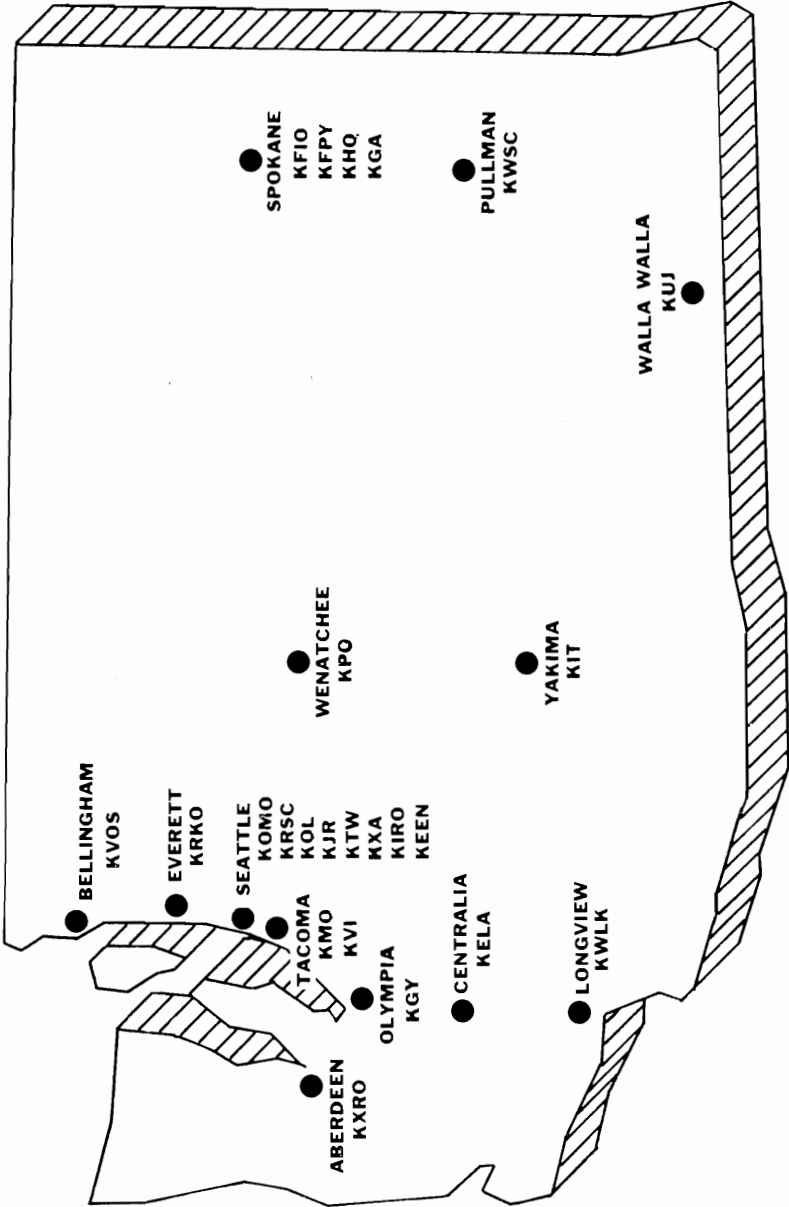
## WASHINGTON

(443,300 radio homes)

### Radio Homes by Counties

Adams .....	1,950	Grays Harbor .....	16,380	Pierce .....	46,940
Asotin .....	2,320	Island .....	1,780	San Juan .....	1,040
Benton .....	3,120	Jefferson .....	2,390	Skagit .....	9,600
Chelan .....	8,730	King .....	134,090	Skamania .....	880
Callam .....	5,670	Kitsap .....	9,270	Snomish .....	22,990
Clark .....	11,360	Kittitas .....	4,680	Spokane .....	42,220
Columbia .....	1,530	Klickitat .....	2,840	Stevens .....	5,310
Cowlitz .....	8,650	Lewis .....	11,150	Thurston .....	9,030
Douglas .....	2,230	Lincoln .....	3,280	Wahkiakum .....	1,060
Ferry .....	1,310	Mason .....	2,780	Walla Walla .....	7,460
Franklin .....	1,630	Okanogan .....	5,260	Whatcom .....	16,730
Garfield .....	970	Pacific .....	4,200	Whitman .....	7,500
Grant .....	1,610	Pend Oreille .....	2,040	Yakima .....	21,320

# WASHINGTON





## WASHINGTON STATIONS—Continued

### **KXRO, ABERDEEN**

*Operator:* KXRO, Inc., 207 E. Market St. *Phone:* Aberdeen 4098. *Power:* 250 and 100 watts on 1310 kc. *Affiliation:* Mutual; Don Lee Broadcasting Systems. *Opened:* May 28, 1928.

*General and station manager:* Harry R. Spence. *Commercial manager:* Fred G. Goddard. *Program director, artists bureau head:* Ben K. Weatherwax. *Chief engineer:* W. M. McGoffin. *Musical director:* Stan Spiegle. *Publicity director:* E. J. Alexander.

*Rep:* John Blair & Co. *News:* Transradio. *Seating facilities:* Remote hall, seating 600 persons. *Merchandising:* Have such a service; supply publicity and work out window displays. *Foreign language programs:* Accepted if "in the public interest." *Artists bureau:* Setup nominal only. *Base rate:* \$35.

*Copy restrictions:* Accept beer and wine; no hard liquor; 100-word limit on commercials except with special dispensation.

### **KVOS, BELLINGHAM**

*Operator:* KVOS, Inc., 115 Magnolia St. *Phone:* 4200. *Power:* 100 watts on 1200 kc. *Affiliation:* Mutual; Don Lee Broadcasting System. *Opened:* 1927.

*Station director:* Rogan Jones.

*Rep:* John Blair & Co. *News:* Transradio. *Seating facilities:* Small facilities at studios (no number given); have access to outside facilities. *Merchandising:* Subject to arrangement with each account. *Foreign language programs:* Accepted; station runs regular Scandinavian program. *Artists bureau:* None. *Stock:* Principally held by Rogan Jones, Tom Shafer and Cole Wylie. *Base rate:* \$35.

*Copy restrictions:* Accept beer and wine; no hard liquor; rules of "good taste" prevail.

### **KELA, CENTRALIA**

*Operator:* Central Broadcasting Corp. *Power:* 500 watts on 1440 kc. *Affiliation:* Don Lee Broadcasting System. *Opened:* 1937.

*Rep:* John Blair & Co. *Base rate:* \$35. No other information available.

### **KRKO, EVERETT**

*Operator:* Lee E. Mudgett, 300 Clarke Bldg. *Phone:* Main 526. *Power:* 50 watts on 1370 kc (divides time with KEEN). *Affiliation:* None. *Opened:* Jan., 1922.

*Manager:* W. F. Knehr. *Commercial manager:* Dave Wells. *Program director, artists bureau head:* W. M. Schutt. *Musical director:* Roy Mack. *Publicity and continuity director:* Mary Kosher.

*Rep:* None. *News:* Transradio. *Seating facilities:* Lobby, 50 to 75 persons capacity. *Merchandising:* Render any reasonable service; conduct surveys if desired. *Foreign language programs:* Accepted. *Artists bureau:* Setup nominal only. *Base rate:* \$25.

*Copy restrictions:* No beer, wines or hard liquors; patent medicines must be approved by the Federal Trade Commission.

### **KWLK, LONGVIEW**

*Operator:* Twin City Broadcasting Corp. *Power:* 250 watts on 780 kc. (daytime).

**At press time this station had a construction permit only.**

### **KGY, OLYMPIA**

*Operator:* KGY, Inc. *Power:* 100 watts on 1210 kc. (unlimited, except when KTW is operating). *Affiliation:* Mutual; Don Lee Broadcasting System.

*Base rate:* \$30

No other information available after repeated requests.

### **KWSC, PULLMAN**

*Operator:* State College of Washington. *Phone:* 376 M. *Power:* 5,000 and 1,000 watts on 1220 kc (divides time with KTW). *Opened:* Dec. 11, 1922.

*Seating facilities:* 200 persons.

**This station is non-commercial; college-owned.**

### **KEEN, SEATTLE**

*Operator:* KVL, Inc., L. C. Smith Tower. *Power:* 100 watts on 1370 kc. (shares time with KRKO). *Affiliation:* None.

*President and manager:* Arthur C. Dailey. *Secretary and treasurer:* Ervin F. Dailey.

*Rep:* None. *News service:* No information given. *Seating facilities:* About a dozen persons. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Stock:* held, 33-1/3% apiece, by Arthur C. Dailey, Ervin F. Dailey, and Mary C. Dailey. *Base rate:* \$25.

*Copy restrictions:* Will take beer advertising, but don't solicit this type of business.

### **KIRO, SEATTLE**

*Operator:* Queen City Broadcasting Co., 66 Cobb Bldg. *Phone:* Eliot 3933. *Power:* 1,000 watts on 710 kc. *Affiliation:* CBS. *Opened:* Oct. 15, 1935.

*President:* Louis K. Lear. *Station manager:* H. J. Quilliam. *Commercial manager:* Loren B. Stone. *Program director:*

## WASHINGTON STATIONS—Continued

Tommy Thomas. *Chief engineer*; James Hatfield. *Publicity director*: Vera Jedlick.

*Rep*: The Katz Agency. *News*: INS. *Seating facilities*: Yes, but capacity not listed. *Merchandising*: Direct mail; window displays and posters. *Foreign language programs*: Accept; currently broadcasting Swedish program. *Artists bureau*: None. *Base rate*: \$185.

*Copy restrictions*: Beer and wine accepted; no liquor advertising; observe NAB and CBS policies generally.

### KJR, SEATTLE

*Operator*: Fisher's Blend Station, Inc., Skinner Bldg. *Phone*: Elliott 5890. *Power*: 5,000 watts on 970 kc. *Affiliation*: NBC Pacific Coast Blue. *Opened*: 1923. (Note: This station is owned by the National Broadcasting Co., Inc. The lessee, Fisher's Blend Station, Inc., also operates KOMO, same city.)

*General and station manager*: Birt Fisher. *Commercial manager*: H. M. Feltis. *Program director*: Willard Warren. *Chief engineer*: Francis Brott. *Publicity director*: Bob Ackerley.

*Rep*: Edward Petry & Co., Inc. *News*: UP. *Seating facilities*: 300 persons. *Merchandising*: No information given. *Foreign language programs*: Scandinavian only. *Artists bureau*: None. *Base rate*: \$200.

*Copy restrictions*: Spiritous liquor advertising not accepted.

### KOL, SEATTLE

*Operator*: Seattle Broadcasting Co., Inc., Northern Life Tower. *Phone*: Main 2312. *Power*: 5,000 and 1,000 watts on 1270 kc. *Affiliation*: Mutual; Don Lee Broadcasting System. *Opened*: 1922.

*Vice-president*: Archie Taft. *Station manager, commercial manager*: Elmer D. Pederson. *Production manager*: Dudley E. Williamson. *Chief engineer*: A. L. Henderson. *Musical director*: Don Isham. *Publicity director*: Margaret Emahiser.

*Rep*: John Blair & Co. *News*: Transradio. *Seating facilities*: About 100 persons. *Merchandising*: No information given. *Foreign language programs*: No information given. *Artists bureau*: None. *Stock*: Principally held by Archie Taft and Louis Wasmer. *Base rate*: \$150.

*Copy restrictions*: Wine and beer advertising accepted; no hard liquors; some patent medicines acceptable; strict supervision of copy for propriety and good taste.

### KOMO, SEATTLE

*Operator*: Fisher's Blend Station, Inc., Skinner Bldg. *Phone*: Elliott 5890. *Power*:

5,000 and 1,000 watts on 920 kc. *Affiliation*: NBC Pacific Coast Red. *Opened*: 1925. (Note: KJR, same city, is also under control of Fisher's Blend Station, Inc.)

*General and station manager*: Birt Fisher. *Commercial manager*: H. M. Feltis. *Program director*: Willard Warren. *Chief engineer*: Francis Brott. *Publicity director*: Bob Ackerley.

*Rep*: Edward Petry & Co., Inc. *News*: None. *Seating facilities*: 300 persons. *Merchandising*: No information given. *Foreign language programs*: None. *Artists bureau*: None. *Base rate*: \$240.

*Copy restrictions*: Spiritous liquor advertising not accepted.

### KRSC, SEATTLE

*Operator*: Radio Sales Corp., 819 Fairview Place. *Phone*: Main 0110. *Power*: 250 watts on 1120 kc. *Affiliation*: Pacific Northwest Coverage Group. *Opened*: November, 1926.

*President*: P. K. Leberman. *Manager*: Robt. E. Priebe. *Commercial manager*: Romig C. Fuller. *Program director*: Ted Bell. *Chief engineer*: George Freeman. *Musical director*: Robert McCaw. *Publicity director*: Eddie Rivers.

*Rep*: Gene Furgason & Co. *News*: Transradio. *Seating facilities*: None. *Merchandising*: Support advertisers with ads in 15 local and community newspapers; ads occupy 12 inches; account must furnish mats. *Foreign language programs*: None. *Artists bureau*: None. *Stock*: Principal holders are P. K. Leberman and R. E. Priebe. *Base rate*: \$30 (half hour).

*Copy restrictions*: No alcoholic beverages of any kind; no patent medicines, doctors or dentists; commercial announcements must not exceed 100 words.

### KTW, SEATTLE

*Operator*: The First Presbyterian Church of Seattle, Washington. *Power*: 1,000 watts on 1220 kc. (shares time with KWSC).

**This station is non-commercial; church-owned.**

### KXA, SEATTLE

*Operator*: American Radio Telephone Co., 312 Bigelow Bldg. *Phone*: Seneca 1000. *Power*: 500 and 250 watts on 760 kc (limited evening time with WJZ, New York; have construction permit for 1,000 watts). *Affiliation*: None. *Opened*: May 1, 1928.

*President, general manager*: R. F. Meggee. *Station manager*: Florence Wallace. *Program director*: Jackson Latham. *Chief engineer*: Maurice M. McMullen.

*Rep*: Spot Broadcasting Bureau (Chi-

## WASHINGTON STATIONS—Continued

ago); Cox and Tanz (Philadelphia). *News:* None. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* Will accept; translation must accompany copy. *Artists bureau:* None. *Base rate:* \$48.

*Copy restrictions:* Accept beer; no wine, liquor or patent medicine advertising.

### KFIO, SPOKANE

*Operator:* Spokane Broadcasting Corp., 526 Riverside Ave. *Phone:* Main 3400. *Power:* 100 watts on 1120 kc (to local sunset). *Affiliation:* None. *Opened:* 1922.

*President, station manager:* A. L. Smith. *Program director, chief engineer:* C. T. Strong. *Musical director:* G. Longmeier.

*Rep:* None. *News:* Local. *Seating facilities:* Studio, 50 persons; two theatres, seating 350 each. *Merchandising:* None. *Foreign language programs:* None on station. *Artists bureau:* None. *Stock:* Owned by Arthur L. Smith. *Base rate:* \$25.

*Copy restrictions:* Beer and wine accepted; no alcoholic beverages of any other kind; no medicinal accounts.

### KFPY, SPOKANE

*Operator:* Symons Broadcasting Co., Symons Bldg. *Phone:* Main 1218. *Power:* 5,000 and 1,000 watts on 890 kc. *Affiliation:* CBS. *Opened:* Oct. 22, 1922.

*President:* T. W. Symons, Jr. *Vice-president, commercial manager:* Arthur L. Bright. *Program director:* R. W. Brazeal. *Chief engineer:* George Langford. *Musical director:* James B. Clark.

*Rep:* Gene Furgason & Co., Walter Bid-dick Co. (Coast). *News:* UP; local. *Seating facilities:* "Golden Concert Studio," capacity 500. *Merchandising:* No free service; all services rendered at cost. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$85 (half-hour).

*Copy restrictions:* Beer and wine acceptable; no hard liquors; patent medicine accounts not invited.

### KGA, SPOKANE

*Operator:* Louis Wasmer, Inc., Radio Central Bldg. *Phone:* M-5383. *Power:* 5,000 watts on 1470 kc. *Affiliation:* NBC Pacific Coast Blue; Northwest Triangle Network. *Opened:* 1926. (Note: Same owner also has KHQ, Spokane.)

*President:* Louis Wasmer. *Station and commercial manager, program director:* Harvey Wixson. *Chief engineer:* Alger Sparling. *Technical director:* Burton Cole. *Musical director:* Earl Shinkoskey. *Publicity director, traffic manager:* Jessie McGrew.

*Rep:* Edward Petry & Co., Inc. *News:*

*United Press. Seating facilities:* 100 persons. *Merchandising:* Broadcast advance plugs on new programs and special features of programs gratis; other services rendered at actual cost. *Foreign language programs:* Will accept, but occasion rarely arises, as foreign population is very small. *Artists bureau:* Yes; lists about 50 artists. *Base rate:* \$90 (½ hr.).

*Copy restrictions:* Beer and wine accepted; no hard liquor; all copy subject to station approval and FCC rules and regulations.

### KHQ, SPOKANE

*Operator:* Louis Wasmer, Inc., Radio Central Bldg. *Phone:* M-5383. *Power:* 5,000 and 1,000 watts on 590 kc. *Affiliation:* NBC Pacific Coast Red; Northwest Triangle Network. *Opened:* 1920.

*President:* Louis Wasmer. *Station manager, program director, artists bureau head:* Harvey Wixson. *Chief engineer:* A. G. Sparling. *Technical director:* Burton Cole. *Commercial manager:* Earl Trumble. *Musical director:* Earl Shinkoskey. *Publicity director, traffic manager:* Jessie McGrew.

*Rep:* Edward Petry and Co., Inc. *News:* United Press. *Seating facilities:* 100 persons. *Merchandising:* Give pre-program announcements, or announce special features to be incorporated into programs; all other services billed at actual cost. *Foreign language programs:* Will accept on occasion; audience small, however, for this type of material. *Artists bureau:* Yes; lists several dozen artists, musicians and writers. *Base rate:* \$115 (½ hr.).

*Copy restrictions:* Beer and wine accepted; no hard liquor advertising.

### KMO, TACOMA

*Operator:* KMO, Inc., 914½ Broadway. *Phone:* Main 4144. *Power:* 1,000 watts on 1330 kc. *Affiliation:* Mutual; Don Lee Broadcasting System. *Opened:* Aug. 26, 1926.

*General manager, station manager:* Carl E. Haymond. *Assistant general and commercial manager:* Jack Buchanan. *Program director:* Larry Huseby. *Chief engineer:* Joe Kolesar. *Musical director:* Arnold Leverenz. *News editor and publicity director:* Roscoe Smith.

*Rep:* John Blair & Co. *News:* United Press. *Seating facilities:* None. *Merchandising:* Yes; limited policy. *Foreign language programs:* Accept; must be accompanied by strict English translation. *Artists bureau:* None. *Stock:* 99% held by Carl E. Haymond. *Base rate:* \$75.

*Copy restrictions:* No patent medicine or alcoholic beverage advertising accepted; all copy strictly censored.

## WASHINGTON STATIONS—Continued

### KVI, TACOMA

*Operator:* Puget Sound Broadcasting Co., Inc., Rust Bldg., Tacoma (Business office); Olympic Hotel, Seattle, and Rust Bldg., Tacoma (studios). *Phones:* Broadway 4211 (Tacoma); Main 1171 (Seattle). *Power:* 5,000 and 1,000 watts on 570 kc. *Affiliation:* CBS. *Opened:* February, 1929.

*President, general manager:* Mrs. Vernice Doernbecher Boulianne. *Assistant manager, publicity director:* Dorothy Doernbecher. *Commercial manager:* E. J. Jansen. *Promotion director:* Elvin E. Evans. *Program director:* George Jennings. *Production manager:* James Petersen. *Chief engineer:* James W. Wallace. *Musical director:* Gunnar Anderson.

*Rep:* Free & Peters, Inc. *News:* AP; local. *Seating facilities:* Studios in both Seattle and Tacoma seating 100 persons; outside auditorium in Seattle seating 1,600. *Merchandising:* All services rendered at cost. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$125 (½ hr.).

*Copy restrictions:* Accept beer and light wines; no hard liquor; patent medicines accepted after investigation by legal and medical advisers; conform generally to CBS program policies.

### KUJ, WALLA WALLA

*Operator:* KUJ, Inc., Marcus Whitman Hotel Bldg., Second and Rose Sts. *Phone:* 1230. *Power:* 100 watts on 1370 kc. *Affiliation:* No network; is affiliated with KRLC, Lewiston, Idaho. *Opened:* 1928.

*President, general manager:* H. E. Studebaker. *Station director:* M. F. Jensen. *Commercial manager:* Norval Armes. *Program director, musical director:* Roderick Klise. *Chief engineer:* Milton McLafferty.

*Rep:* Walter Biddick; Sears & Ayer; Cox and Tanz. *News:* Transradio. *Seating facilities:* Studio, small number. *Merchandising:* Surveys; contacts; letters to trade; other services at cost. *Foreign language programs:* Accepted if sufficient residents of that tongue are in station area. *Artists bureau:* None. *Stock:* Entirely owned by H. E. Studebaker. *Base rate:* \$25 (half hour).

*Copy restrictions:* No beer, wine or alcoholic beverages of any kind; no "questionable" patent medicines; no stock-selling, oil, mining, real estate accepted unless meeting all state and federal legislation; no spiritualists, mind-readers, soothsayers, etc.; all copy must comply with NAB code of ethics and station standards.

# KVI

*Gives you*

★ MORE THAN **SEATTLE!**

★ MORE THAN **TACOMA!**

**ACTUALLY 10 Markets for the Price of One**

● KVI, pioneer Columbia Station in the Pacific Northwest, covers Bellingham, Everett, Centralia-Chehalis, Olympia, Aberdeen-Hoquiam, Yakima, Wenatchee and Bremerton. Studios, Tacoma and Seattle. **National Representatives**

**FREE and PETERS** ●

## WASHINGTON STATIONS—Continued

### KPQ, WENATCHEE

*Operator:* Westcoast Broadcasting Co., KPQ Bldg. *Phone:* 45. *Power:* 250 and 100 watts on 1500 kc. *Affiliation:* Don Lee Broadcasting System; Mutual Broadcasting System.

*Opened:* 1929. (Note: KPQ is affiliated with KVOS, Bellingham.)

*President:* Rogan Jones. *Station manager:* Cole E. Wylie. *Commercial manager:* John Dykeman. *Program director:* Marc Bowman. *Chief engineer:* Gordon Capps. *Musical director:* Dorothy Lee.

*Rep:* John Blair & Co. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Assist advertisers in distributing promotional matter of all kinds; expect to have location for window displays soon. *Foreign language programs:* Will accept if programs comply with FCC rules. *Artists bureau:* None. *Stock:* Owned principally by Rogan Jones and Cole E. Wylie. *Base rate:* \$35.

*Copy restrictions:* Beer and wines accepted; no hard liquors; patent medicines accepted subject to FCC regulations.

### KIT, YAKIMA

*Operator:* Carl E. Haymond, 109½ E. Yakima Ave. *Phone:* 8115. *Power:* 500 and 200 watts on 1250 kc (has construction permit for 1,000 and 500 watts). *Affiliation:* Mutual; Don Lee Broadcasting System. *Opened:* April 9, 1929.

*General manager:* Carl E. Haymond. *Station and commercial manager:* J. A. Murphy. *Program director:* Chestine Pearson. *Chief engineer:* H. B. Murphy. *Musical director:* Harrison Miller. *Publicity director:* P. N. Wick.

*Rep:* John Blair & Co. *News:* Transradio. *Seating facilities:* Have accommodations for 250 in the Donnelly Hotel. *Merchandising:* Gratis service rendered within city limits; direct mail within 60 miles of Yakima handled for cost of paper, multigraphing and stamps. *Foreign language programs:* Swedish, Norwegian and French accepted. *Artists bureau:* None. *Stock:* Held by Carl E. Haymond. *Base rate:* \$45 (half-hour).

*Copy restrictions:* Beer and wine copy accepted; no hard liquor; all copy and programs subject to station approval.

## WEST VIRGINIA

(348,300 radio homes)

### Radio Homes by Counties

Barbour .....	3,920	Kanawha .....	32,280	Preston .....	5,740
Berkeley .....	5,840	Lewis .....	4,350	Putnam .....	3,190
Boone .....	4,530	Lincoln .....	3,240	Raleigh .....	12,440
Braxton .....	4,060	Logan .....	10,870	Randolph .....	4,720
Brooke .....	5,300	McDowell .....	16,380	Ritchie .....	3,290
Cabell .....	20,680	Marion .....	14,530	Roane .....	3,470
Calhoun .....	1,900	Marshall .....	8,290	Summers .....	3,780
Clay .....	2,280	Mason .....	4,190	Taylor .....	4,060
Doddridge .....	2,136	Mercer .....	11,830	Tucker .....	2,520
Fayette .....	13,660	Mineral .....	4,170	Tyler .....	2,820
Gilmer .....	2,010	Mingo .....	6,960	Upshur .....	3,680
Grant .....	1,610	Monongalia .....	10,960	Wayne .....	5,640
Greenbrier .....	6,790	Monroe .....	2,300	Webster .....	2,480
Hampshire .....	2,420	Morgan .....	1,790	Wetzel .....	4,520
Hancock .....	5,790	Nicholas .....	3,540	Wirt .....	1,270
Hardy .....	1,850	Ohio .....	17,760	Wood .....	13,470
Harrison .....	16,850	Pendleton .....	1,700	Wyoming .....	3,800
Jackson .....	3,190	Pleasants .....	1,410		
Jefferson .....	3,400	Pocahontas .....	2,650		

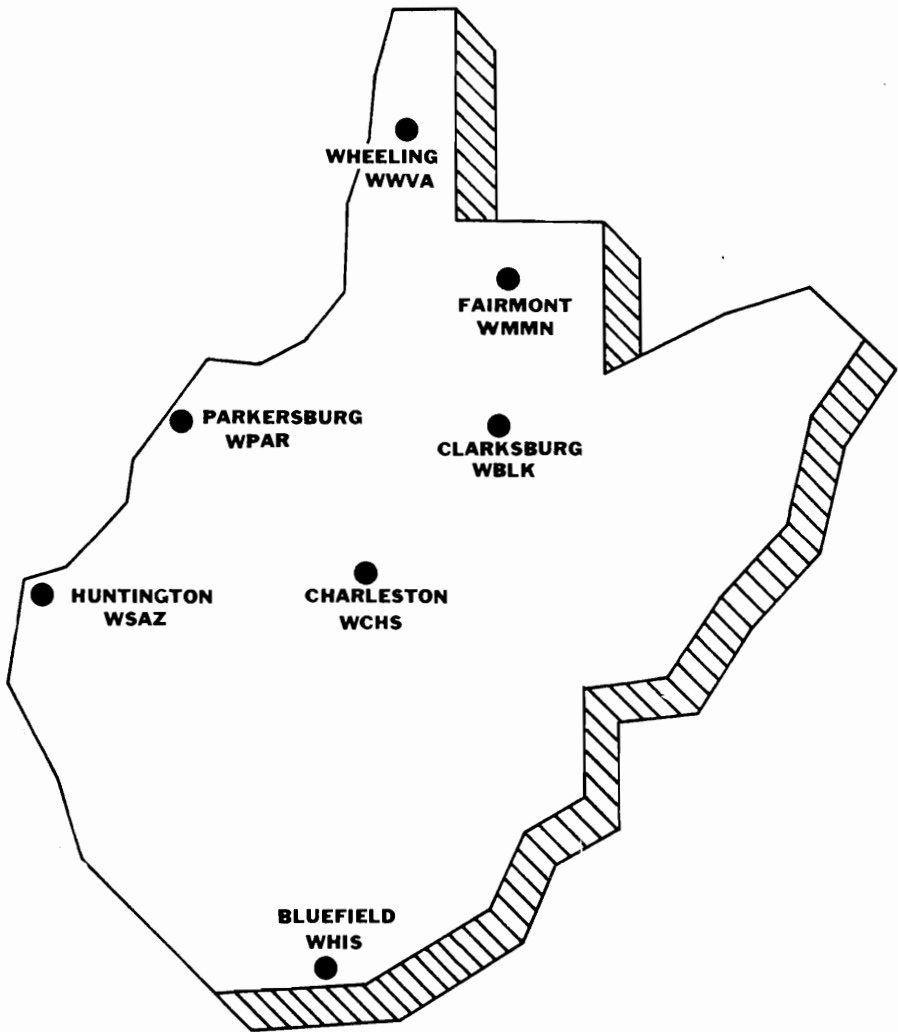
### WHIS, BLUEFIELD

*Operator:* Daily Telegraph Printing Co., Bodell Bldg. *Phones:* 2618, 2400. *Power:* 1,000 and 500 watts on 1410 kc. *Affiliation:* None. *Opened:* May, 1928. (Note: This station is newspaper-owned: Telegraph and Sunset News).

*President:* H. I. Shott. *Station manager, commercial manager:* C. H. Murphey, Jr. *Program director, musical director:* W. G. Saunders. *Chief engineer:* P. T. Flanagan. *Publicity director:* E. B. Jarrett.

*Rep:* The Katz Agency. *News:* AP. *Seating facilities:* None. *Merchandising:*

# WEST VIRGINIA



**WEST VIRGINIA STATIONS—Continued**

Plug programs in columns of the Telegraph and Sunset News. *Foreign language programs:* Yes, have Hungarian, Polish, Italian. *Artists bureau:* Complete setup. *Stock:* All stock in WHIS, as well as the newspapers, is owned by H. I. Shott. *Base rate:* \$70.

*Copy restrictions:* Beer accepted; no wines or whiskeys.

**WCHS, CHARLESTON**

*Operator:* Charleston Broadcasting Co., West Virginia Network Bldg. *Phones:* 28-131. *Power:* 1,000 and 500 watts on 580 kc. *Affiliation:* CBS; West Virginia Network. *Opened:* February, 1935. (Note: This station is newspaper-owned by the Clarksburg Exponent, also owners of WLBK, Clarksburg, and WPAR, Parkersburg.)

*President, general manager:* John A. Kennedy. *Assistant general manager:* Howard Chernoff. *Program director:* Nicholas Pagliara. *Chief engineer:* Odes Robinson. *Artists bureau head:* Flem Evans. *Publicity director:* Beatrice Lohman.

*Rep:* The Branham Co. *News:* UP *Seating facilities:* WCHS Auditorium seating 3,000 persons; admission varies with performances. *Merchandising:* Com-

plete service available, rendered at actual cost. *Foreign language programs:* Will accept, but restrictions are such they are rarely carried. *Artists bureau:* Setup nominal only. *Base rate:* \$150.

*Copy restrictions:* Alcoholic beverage advertising accepted; patent medicines accepted with restrictions according to public acceptance.

**WBLK, CLARKSBURG**

*Operator:* The Exponent Co., Robinson Grand Theatre Bldg. *Phone:* 3040. *Power:* 100 watts on 1370 kc. *Affiliation:* West Virginia Network. *Opened:* April 12, 1937. (Note: this station is newspaper-owned by the Clarksburg Exponent.)

*President, general and station manager, program director:* John A. Kennedy. *Commercial manager:* Mike Laymon. *Chief engineer:* W. P. Heitzman. *Musical director:* Don McWhorter.

*Rep:* The Branham Co. *News:* UP. *Seating facilities:* None. *Merchandising:* Tie-ups of various kinds arranged for the advertiser. *Foreign language programs:* Accepted. *Artists bureau:* None. *Base rate:* \$75.

*Copy restrictions:* Beer, wines and patent medicines accepted pending approval and restrictions of the station.

**Put Your OK on  
West Virginia's Best!**

**WWVA**

**WHEELING**

"The Friendly Voice from Out of  
the Hills of West Virginia"

Eleven-Sixty

**WMMN**

**FAIRMONT**

"Columbia's Station for the  
Monongahela Valley"

Eight-Ninety

**TOPS IN RESULTS**

**FIGURES PROVE IT**

**Separately Managed — Each Catering to Its Own Responsive Group  
of Listeners**

## WEST VIRGINIA STATIONS—Continued

### WMMN, FAIRMONT

*Operator:* Monongahela Valley Broadcasting Co., 208 Main St. *Phone:* 3100. *Power:* 1,000 and 500 watts on 890 kc (has construction permit for 5,000 and 1,000 watts). *Affiliation:* CBS. *Opened:* Dec. 22, 1928.

*Managing director, commercial manager:* O. J. Kelchner. *Program director, artists bureau head:* Murrell Poor. *Chief engineer:* James R. Heck.

*Rep:* John Blair & Co. *News:* UP. *Seating facilities:* Station mentions an old fashioned "Square Dance" held in the Armory, with attendance up to 1,150. *Merchandising:* Full cooperation rendered at no extra cost. *Foreign language programs:* Accepted, providing exact English translation is furnished. *Artists bureau:* yes; lists half a dozen units. *Base rate:* \$75.

*Copy restrictions:* Accept beer advertising any time; other alcoholic beverage advertising only after 10:30 p.m.; patent medicines subject to thorough investigation.

### WSAZ, HUNTINGTON

*Operator:* WSAZ, Inc., Keith-Albee Theatre Bldg. *Phone:* 4106. *Power:* 1,000 watts on 1190 kc (limited time with WOAI). *Affiliation:* None. *Opened:* April 5, 1927. (Note: This station is newspaper-affiliated—Huntington Advertiser and Herald-Dispatch.)

*President, station manager:* W. C. McKellar. *Commercial manager:* J. L. Henry. *Program director:* Fred Burns. *Chief engineer:* Glenn E. Chase. *Artists bureau head:* Harold McWhurter. *Musical director:* Larry Dodds. *Publicity director:* Vernon Bailey.

*Rep:* None. *News:* Local. *Seating facilities:* 100 persons. *Merchandising:* Services to suit needs of advertiser furnished at cost. *Foreign language programs:* Accepted when accompanied by translation in English. *Artists bureau:* Yes; has several an-

nouncers, writers, and musicians on the roster. *Base rate:* \$100.

*Copy restrictions:* Commercial copy must be truthful, contain no superlatives, or make invidious comparisons; beer and wine accepted; no hard liquors; patent medicines accepted if not conflicting with the Federal Trade Commission.

### WPAR, PARKERSBURG

*Operator:* Ohio Valley Broadcasting Corp. *Power:* 100 watts on 1420 kc. *Affiliation:* CBS; West Virginia Network.

*Base rate:* \$75.

*Copy restrictions:* Advertising of alcoholic beverages accepted.

No further information available.

### WWVA, WHEELING

*Operator:* West Virginia Broadcasting Corp., Hawley Bldg. *Phone:* Wheeling 5383. *Power:* 5,000 watts on 1160 kc. (divides time with WOWO). *Affiliation:* CBS. *Opened:* Dec. 16, 1926.

*President:* George B. Storer. *Vice-president, general manager:* J. H. Ryan. *Station manager, commercial manager:* George W. Smith. *Production manager, publicity director:* Paul J. Miller. *Program director, artists bureau head, musical director:* Wayne Sanders. *Chief engineer:* Glenn Boundy.

*Rep:* John Blair & Co. *News:* UP. *Seating facilities:* Wheeling Municipal Auditorium, capacity 2,000; admission 25c. *Merchandising:* No regular department; co-operation given as desired. *Foreign language programs:* Accepted; English translation must be submitted in advance. *Artists bureau:* Nominally maintained with a supply of talent, though no commission is exacted from talent; feature acts booked for personal appearances. *Base rate:* \$150.

*Copy restrictions:* Accept beer not over 6% in alcoholic content; no hard liquor; FCC rules adhered to strictly.





# WISCONSIN

(612,700 radio homes)

## Radio Homes by Counties

Adams .....	1,470	Iowa .....	3,860	Portage .....	5,950
Ashland .....	4,010	Iron .....	1,750	Price .....	2,990
Barron .....	6,100	Jackson .....	2,830	Racine .....	20,470
Bayfield .....	2,660	Jefferson .....	8,270	Richland .....	3,610
Brown .....	14,030	Juneau .....	3,320	Rock .....	17,340
Buffalo .....	2,730	Kenosha .....	14,040	Rush .....	2,760
Burnett .....	1,820	Kewaunee .....	2,880	St. Croix .....	4,660
Calumet .....	2,940	La Crosse .....	11,970	Sauk .....	6,610
Chippewa .....	6,460	Lafayette .....	3,500	Sawyer .....	1,570
Clark .....	5,700	Langlade .....	3,940	Shawano .....	5,580
Columbia .....	6,540	Lincoln .....	4,140	Sheboygan .....	15,920
Crawford .....	3,080	Manitowoc .....	12,000	Taylor .....	2,800
Dane .....	24,700	Marathon .....	12,580	Trempealeau .....	4,140
Dodge .....	10,490	Marinette .....	6,260	Vernon .....	5,050
Door .....	3,360	Marquette .....	1,820	Vilas .....	1,360
Douglas .....	10,120	Milwaukee .....	170,490	Walworth .....	6,980
Dunn .....	5,000	Monroe .....	5,370	Washburn .....	1,980
Eau Claire .....	8,950	Oconto .....	4,460	Washington .....	5,140
Florence .....	670	Oneida .....	3,200	Waukesha .....	10,630
Fond du Lac .....	12,690	Outagamie .....	12,630	Waupaca .....	6,600
Forest .....	1,790	Ozaukee .....	3,440	Waushara .....	2,690
Grant .....	7,720	Pepin .....	1,390	Winnebago .....	17,220
Green .....	4,680	Pierce .....	3,940	Wood .....	7,290
Green Lake .....	3,010	Polk .....	4,560		

### WEAU, EAU CLAIRE

*Operator:* Central Broadcasting Company, 203 S. Barstow Street. *Phone:* 5312. *Power:* 1,000 watts on 1050 kc. (daytime). *Affiliation:* None. *Opened:* April 19, 1937. (Note: This station is newspaper-affiliated with the Eau Claire Telegram and Leader, and the Superior Telegram.)

*General, station and commercial manager:* John J. Stack. *Engineer:* T. Jorgenson.

*Rep:* George P. Hollingbery Co. *News:* UP. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* None at present, but would accept with same restrictions as other advertising. *Artists bureau:* None. *Base rate:* \$50.

*Copy restrictions:* Accept beer, wine, liquor and patent medicines; all copy subject to station approval and government regulations.

### KFIZ, FOND DU LAC

*Operator:* Reporter Printing Co., 18 W. First St. *Phone:* 356. *Power:* 100 watts on 1420 kc. *Affiliation:* Wisconsin Radio Network. *Opened:* 1922. (Note: This station is newspaper owned by the Fond du Lac Commonwealth Reporter.)

*President:* A. H. Lange. *Station manager:* Lynn N. Fairbanks. *Program di-*

*rector:* Lucille Fairbanks. *Chief engineer:* Wendell S. Meyers.

*Rep:* Small & Brewer, Inc. *News:* UP. *Seating facilities:* 25 persons. *Merchandising:* None. *Foreign language programs:* Will accept. *Artists bureau:* None. *Base rate:* \$60.

*Copy restrictions:* Beer, wine and liquor advertising accepted; will not accept outside advertising competitive to local merchants; all copy must conform to station policies and government regulations.

### WHBY, GREEN BAY

*Operator:* WHBY, Inc., Bellin Bldg. *Power:* 250 and 100 watts on 1200 kc.

*Rep:* Small & Brewer, Inc. *Base rate:* \$70. No other information available after repeated requests.

### WTAQ, GREEN BAY

*Operator:* WHBY, Inc., Bellin Bldg. *Power:* 1,000 watts on 1330 kc. *Affiliation:* CBS.

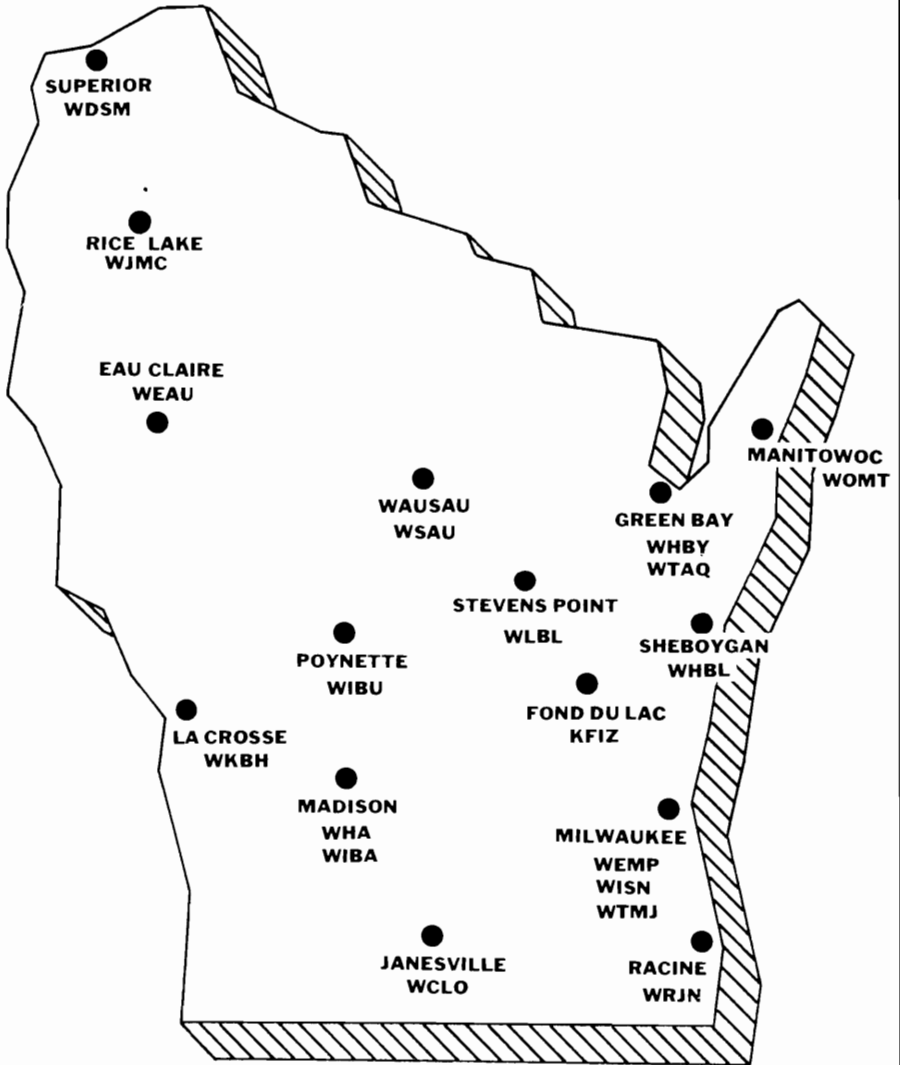
*Rep:* Small & Brewer, Inc. *Base rate:* \$140.

No other information available after repeated requests.

### WCLO, JANESVILLE

*Operator:* Gazette Printing Company, 200 E. Milwaukee Street. *Phone:* 2500.

# WISCONSIN



## WISCONSIN STATIONS—Continued

*Power:* 250 and 100 watts on 1200 kc. *Affiliation:* None. *Opened:* August 1, 1930. (Note: This station is newspaper-owned by the Janesville Daily Gazette).

*General and station manager:* Sidney H. Bliss. *Commercial manager:* Valentine Weber. *Program director:* John Dixon. *Chief engineer:* Charles Brannen. *Musical director:* Jean Weirick. *Publicity director:* Villette DuCray.

*Rep:* Small & Brewer, Inc. *News:* Transradio. *Seating facilities:* Studios A and B, seating 30 persons each; observation reception room, seating 150. *Merchandising:* Complete service offered, including publicity in Janesville Daily Gazette and Beloit Weekly, window displays, inside show cards, personnel promotion and direct mail; weekly drug and grocery bulletins are issued throughout territory. *Foreign language programs:* No rules; foreign population very small, and no requests for such programs have been received to date. *Artists bureau:* None. *Base rate:* \$55.

*Copy restrictions:* Beer accepted; no hard liquors; patent medicines thoroughly investigated before being accepted; no copy that would be offensive if heard by an "ordinary social group," and no exaggerated claims; commercials, alone or as part of a program, limited to 100 words each.

### WKBH, LA CROSSE

*Operator:* WKBH, Inc., Radio Building. *Phone:* 450. *Power:* 1,000 watts on 1380 kc. *Affiliation:* CBS. *Opened:* 1923.

*President, station manager:* Otto M. Schlabach. *Commercial manager:* Charles F. Callaway. *Program director:* Berneice Callaway. *Chief engineer:* Al Leeman.

*Rep:* Small & Brewer, Inc. *News:* Transradio. *Seating facilities:* Not listed. *Merchandising:* Salesmen call on the trade locally, while letters are written to dealers outside the city. *Foreign language programs:* Accepted under regular commercial regulations. *Artists bureau:* None. *Base rate:* \$95.

*Copy restrictions:* None indicated aside from standard rate card clauses.

### WHA, MADISON

*Operator:* University of Wisconsin, State of Wisconsin, at Radio Hall. *Phone:* University 779. *Power:* 5,000 watts on 940 kc (to local sunset). *Opened:* March-April, 1917.

**This station is non-commercial; state-university owned.**

### WIBA, MADISON

*Operator:* Badger Broadcasting Co., Inc., 111 King St. *Phone:* Fairchild 8800. *Power:*

5,000 and 1,000 watts on 1280 kc. *Affiliation:* NBC Northcentral Group. *Opened:* 1924. (Note: This station is newspaper-owned—Madison Capital-Times and Wisconsin State Journal.)

*President:* William T. Evjue. *Station manager, commercial manager:* W. E. Walker. *Program director, publicity director:* K. F. Schmitt. *Chief engineer:* M. F. Chapin.

*Rep:* Small & Brewer, Inc. *News:* UP. *Seating facilities:* None. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* \$150.

*Copy restrictions:* Beer and wine accepted; no hard liquors. Continuity must be furnished 24 hours in advance for political and controversial talks. Other copy restrictions upon application.

### WOMT, MANITOWOC

*Operator:* Francis M. Kadow, 1110 Washington St. *Phone:* 167. *Power:* 100 watts on 1210 kc. *Affiliation:* Wisconsin Radio Network. *Opened:* 1926.

*Station manager, publicity director:* Francis M. Kadow. *Commercial manager:* Albert Gale. *Program director, artists bureau head:* Norman Pierce. *Chief engineer:* Wincel Dubin.

*Rep:* None. *News:* UP. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* Not accepted. *Artists bureau:* Setup nominal only. *Base rate:* \$60.

*Copy restrictions:* None listed.

### WEMP, MILWAUKEE

*Operator:* Milwaukee Broadcasting Company, 711 Empire Bldg. *Phone:* Marquette 7722. *Power:* 100 watts on 1310 kc (daytime). *Affiliation:* None. *Opened:* October 15, 1935.

*General and station manager:* C. J. Lanphier. *Commercial manager:* Gene T. Dyer\*. *Program director:* Charles LaForce. *Chief engineer:* E. W. Jacker. *Artists bureau head:* Florence Kelly. *Musical director:* Arnold Kreuger. *Publicity director:* Alfred Meltzer.

*Rep:* Weston, Frykman & Allen. *News:* UP. *Seating facilities:* None. *Merchandising:* Special division maintained; no specific services listed. *Foreign language programs:* Will accept, provided translation is furnished in advance and program is broadcast in English as well as foreign

\* Gene T. Dyer operates WCBF, WGES and WSBC in Chicago as well.

## WISCONSIN STATIONS—Continued

language. *Artists bureau:* Setup nominal only. *Base rate:* \$85.

*Copy restrictions:* All copy subject to station approval and governmental regulations.

### WISN, MILWAUKEE

*Operator:* Hearst Radio, Inc., 123 W. Michigan Street. *Phone:* Daly 3900. *Power:* 1,000 and 250 watts on 1120 kc. *Affiliation:* CBS. *Opened:* July, 1922. (Note: This station is affiliated with the Milwaukee News and Milwaukee Sentinel).

*Station manager:* G. W. Grignon. *Commercial manager:* R. N. Weil. *Program director:* Woods Dreyfus. *Chief engineer:* D. A. Weller. *Artists bureau head, musical director:* Elmer Krebs. *Publicity director:* Evelyn Williams.

*Rep:* International Radio Sales. *News:* INS. *Seating facilities:* 50 persons. *Merchandising:* Publicity and promotion ads in newspapers, blotters introducing new long-term programs. *Foreign language programs:* One Polish and two German participation programs produced by station. *Artists bureau:* Yes; lists about 15 artists. *Base rate:* \$200.

*Copy restrictions:* Beer and wine accepted any time; liquor advertising after 10:30 p.m., and must be live talent show.

### WTMJ, MILWAUKEE

*Operator:* The Journal Co., 333 W. State St. *Phone:* Marquette 6000. *Power:* 5,000 and 1,000 watts on 620 kc. *Affiliation:* NBC Northcentral Group. *Opened:* July 25, 1927. (Note: WTMJ is owned by The Milwaukee Journal.)

*Station head:* Walter J. Damm (public relations manager of The Milwaukee Journal). *Station manager:* D. B. Abert. *Assistant station manager:* R. G. Winnie. *Commercial manager:* W. F. Dittmann. *Program director:* R. G. Winnie. *Chief engineer:* D. W. Gellerup. *Musical director:* W. J. Benning. *Continuity director:* Russ Tolg. *Publicity director:* Harry Eldred.

*Rep:* Edward Petry and Co., Inc. *News:* UP. *Seating facilities:* Audiences are limited to 25 persons. *Merchandising:* Work undertaken for client at cost. *Foreign language programs:* No announcements; no others as a rule, "only when the content is of genuine public interest." *Artists bureau:* None; musical units on personal appearance tours do so on own contracts. *Base rate:* \$320.

*Copy restrictions:* Beer accepted; no hard liquor; internal medicines accepted only on approval of management; no copy with comparative prices, disparaging of other products, superlatives or exaggerated claims, personal endorsements by an-

nouncers, or simulating news style with "flash," "bulletin," etc.; no vulgarity or suggestiveness, discussion of certain bodily functions, controversial topics, or fortunetelling, etc.; 5-minute programs have 150-word commercial maximum; 10-minutes, 225 words; 15-minutes, 300 words; 30-minutes, 500 words; 60-minutes, 750 words.

### WIBU, POYNETTE

*Operator:* William C. Forrest, Poynette. *Phone:* 97 R 5. *Power:* 250 and 100 watts on 1210 kc. *Affiliation:* Wisconsin Radio Network. *Opened:* July 10, 1925. (Note: WIBU maintains studios at 114 N. Carroll St., Madison, Wis., in charge of Ralph O'Connor; in the First National Bank Bldg., Portage, Wis., in charge of M. A. Hayes; in the Baraboo News-Republic office, Baraboo, Wis., in charge of H. K. Page, and in Mayr's Seed and Feed Bldg., Beaver Dam, Wis., in charge of Bruce Beichl).

*Owner, station and commercial manager:* William C. Forrest. *Program director:* Don S. Zook. *Chief engineer:* Leonard Doese.

*Rep:* None. *News:* Transradio. *Seating facilities:* No special facilities, though all studios could accommodate an unspecified number of program-viewers. *Merchandising:* Will distribute window cards and tie-up posters in five cities (see list of studios above) without cost; other services at cost on application. *Foreign language programs:* No set policy indicated; such programs not needed in this area. *Artists bureau:* None. *Base rate:* \$35.

*Copy restrictions:* "Good taste" and station approval are the only restrictions mentioned.

### WRJN, RACINE

*Operator:* Racine Broadcasting Corp., American Bank Bldg. *Phone:* Jackson 290. *Power:* 250 and 100 watts on 1370 kc. *Affiliation:* None. *Opened:* December, 1926. (Note: This station is newspaper-owned by the Racine Journal-Times; also maintains studios in Kenosha, South Milwaukee and Burlington, Wis.)

*General manager:* Harold J. Newcomb. *Commercial manager:* Robert G. Venn. *Program director:* Richard Conrad. *Chief engineer:* F. Lee Dechant. *Publicity director:* Kenneth Hegard.

*Rep:* Spot Broadcasting, Inc. *News:* Transradio. *Seating facilities:* 150 persons. *Merchandising:* Assist in distribution, letters to dealers and wholesalers; publicity and listings through Journal-Times. *Foreign language programs:* Broadcast Danish, German, Italian, Polish and Czechoslovakian programs; Racine sometimes called

## WISCONSIN STATIONS—Continued

Danish Capital of America, and program in that language has been aired weekly since 1927. *Artists bureau:* None. *Base rate:* \$80.

*Copy restrictions:* Beer and wine accepted any time; liquor advertising after 9 p.m.; patent medicines subject to federal regulations; commercial copy limited to 3½ minutes per half-hour show.

### WJMC, RICE LAKE

*Operator:* Walter H. McGenty. *Power:* 250 watts on 1210 kc (daytime).

**At press time this station had a construction permit only.**

### WHBL, SHEBOYGAN

*Operator:* The Press Publishing Company, The Press Bldg. *Phone:* 1900. *Power:* 250 watts on 1300 kc. *Affiliation:* None. *Opened:* 1924. (Note: This station is newspaper-owned by the Sheboygan Press).

*Station director:* Harold Furstenau. *Program director:* Mona J. Pape. *Chief engineer:* Herbert Mayer. *Publicity director:* Ethel Max.

*Rep:* Weed & Co. *News:* UP. *Seating facilities:* 40 persons. *Merchandising:* Complete service, operating in conjunction with Sheboygan Press. *Foreign language programs:* Will accept; news broadcast in German current. *Artists bureau:* Currently being organized. *Base rate:* \$60.

*Copy restrictions:* Beer, wine and liquor advertising accepted; latter must be part of one 15-minute program weekly, two 10-minute programs or five 5-minute

programs weekly, after 9 p.m.; all copy subject to station approval and governmental regulations.

### WLBL, STEVENS POINT

*Operator:* State of Wisconsin Department of Agriculture and Markets.

*Power:* 5,000 watts on 900 kc. (day time).

**This station is non-commercial; owned by the state.**

### WDSM, SUPERIOR

*Operator:* Fred A. Baxter. *Power:* 100 watts on 1200 kc.

**At press time this station had a construction permit only.**

### WSAU, WAUSAU

*Operator:* Northern Broadcasting Company, 113-115 Third St. *Phone:* 6521. *Power:* 250 and 100 watts on 1370 kc. *Affiliation:* None. *Opened:* January 30, 1937.

*Station and commercial manager:* W. W. Cribb. *Program director:* Donald R. Burt. *Chief engineer:* R. W. Richard.

*Rep:* Small & Brewer. *News:* UP. *Seating facilities:* Main studio, seating 35; "special occasions" studio in another building seats nearly 400. *Merchandising:* Complete service offered to all advertisers. *Foreign language programs:* Will accept; copy must have written approval of station management. *Artists bureau:* None. *Base rate:* \$70.

*Copy restrictions:* Beer, wine, liquor and patent medicines accepted if copy gains written approval of station management

## WYOMING

(49,800 radio homes)

### Radio Homes by Counties

Albany .....	2,950	Johnson .....	1,010	Sweetwater .....	4,350
Big Horn .....	2,180	Laramie .....	5,950	Teton .....	390
Campbell .....	1,350	Lincoln .....	2,180	Uinta .....	1,290
Carbon .....	2,620	Natrona .....	6,380	Washakie .....	790
Converse .....	1,500	Niobrara .....	1,010	Weston .....	990
Crook .....	1,020	Park .....	1,800	Yellowstone National	
Fremont .....	2,310	Platte .....	1,890	Park .....	60
Goshen .....	2,180	Sheridan .....	3,850		
Hot Springs .....	1,370	Sublette .....	380		

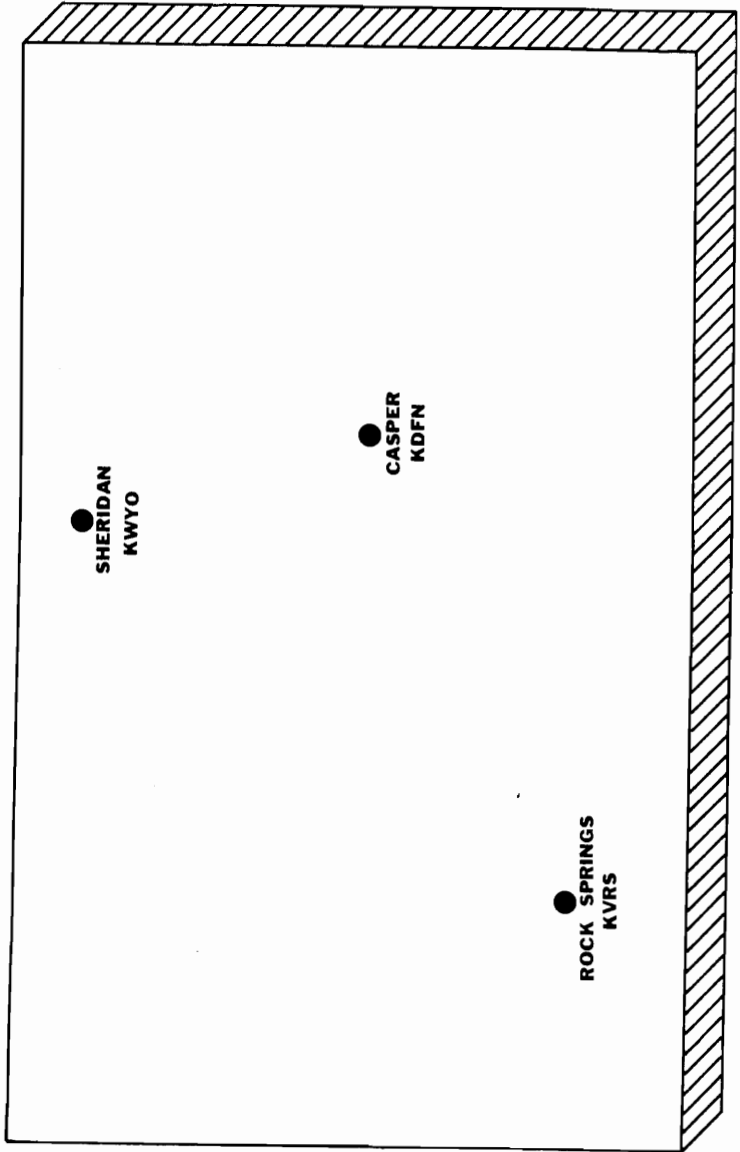
### KDFN, CASPER

*Operator:* Donald L. Hathaway, First & Lennox. *Phone:* 407. *Power:* 500 watts on 1440 kc. *Affiliations:* None. *Opened:* Jan. 2, 1930.

*Owner-manager:* Donald L. Hathaway.  
*Rep:* Walter Biddick Co. (Pacific Coast);

Sears and Ayer (Chicago); George P. Hollingbery Co. (New York). *News:* Transradio; RNA. *Seating facilities:* Studio, 50 persons; auditorium seating 1,800 available. *Merchandising:* Service is "equipped to carry advertising programs through the dealer"; but no consumer merchandising.

# WYOMING



## WYOMING STATIONS—Continued

*Foreign language programs:* Can be handled; population, however, is less than 1% foreign. *Artists bureau:* None. *Base rate:* \$40.

*Copy restrictions:* Beer and wines accepted; no hard liquors; patent medicines accepted at discretion of station; FCC and Federal Trade Commission rules govern in restriction of copy; price mentions permitted.

### KVRS, ROCK SPRINGS

*Operator:* Wyoming Broadcasting Co. *Power:* 250 and 100 watts on 1370 kc.

*At press time this station had a construction permit only.*

### KWYO, SHERIDAN

*Operator:* Big Horn Broadcasting Co., 340 N. Main Street. *Phone:* 601. *Power:* 250

and 100 watts on 1370 kc. *Affiliation:* None. *Opened:* July 9, 1934.

*President, station manager:* R. E. Carroll. *Commercial manager, artists bureau head:* B. H. Middleton. *Program, musical and publicity director:* Herb W. Siebert. *Chief engineer:* Eli Daniels.

*Rep:* Walter Biddick; Cox and Tanz. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Supply publicity, work out window displays, etc.; all services rendered free. *Foreign language programs:* Will accept, but reserve right to refuse or discontinue any program for reasons satisfactory to the station; very large foreign audience in territory includes Poles, Bohemians, Germans, Italians, etc. *Artists bureau:* Setup nominal only. *Base rate:* \$36 (½ hr.).

*Copy restrictions:* Accept beer; no other alcoholic beverages; all copy subject to station approval or revision.

## ALASKA

### KFQD, ANCHORAGE

*Operator:* Anchorage Radio Club, Inc., Anchorage. *Phone:* 143 Y; 226 R. *Power:* 250 watts on 780 kc (operates nighttime only). *Affiliation:* None. *Opened:* May 27, 1924.

*General and station manager, publicity director:* R. E. McDonald. *Program and musical director:* Ken Laughlin. *Chief engineer:* W. J. Wagner.

*Rep:* Walter Biddick Co. *News:* Local and Transradio. *Seating facilities:* 100 persons. *Merchandising:* Service furnished on request. *Foreign language programs:* None. *Artists bureau:* None. *Stock:* principally held by R. E. McDonald. *Base rate:* \$30.

*Copy restrictions:* Advertising of alcoholic beverages accepted on approval; all copy is subject to station standards.

### KINY, JUNEAU

*Operator:* Edwin A. Kraft, Juneau, Alaska. *Power:* 100 watts on 1310 kc. (construction permit for 250 watts on 1430 kc.). *Affiliation:* None; occasional tie-up with NBC Red via shortwave. *Opened:* June 1, 1935.

*Owner:* Edwin A. Kraft. *Station manager:* C. B. Arnold. *Chief operator:* Fred Heister. *Consulting engineer:* Vincent I. Kraft.

*Rep:* Northwest Radio Advertising Co., Inc. (Seattle); Pan-American Broadcasting (New York). *News:* AP; Transradio. *Seating facilities:* Studio accommodates about 150; auditorium seating 500 available. *Merchandising:* Complete service; call on trade, assist in distribution, arrange for display cards, etc. *Foreign language programs:* Not accepted. *Artists bureau:* No information given. *Base rate:* \$20 (half-hour).

*Copy restrictions:* No liquor advertising accepted.

### KGBU, KETCHIKAN

*Operator:* Alaska Radio & Service Co., Inc., 107-111 Front St. *Power:* 500 watts on 900 kc. (has construction permit for 1,000 watts).

*Base rate:* \$60.

No other information available after repeated requests.

# HAWAII

## KHBC, HILO

*Operator:* Honolulu Broadcasting Co., Ltd., 1129 Kapiolani Blvd. *Phone:* 2323. *Power:* 250 watts on 1400 kc. *Affiliation:* CBS; Mutual Broadcasting System. *Opened:* March 15, 1930. (Note: This station is sold in combination with KGMB, Honolulu; both under same operator).

*President, general manager:* Fred J. Hart. *Station manager:* Webley Edwards. *Business manager:* J. Howard Worrall. *Program director:* Leo Rumsey. *Chief engineer:* Eugene L. Goldrup. *Production manager:* Bob Stanley. *Publicity director:* Henry C. Putnam.

*Rep:* Conquest Alliance Co., New York, Chicago. *News:* UP. *Seating facilities:* Studio, seating 200 persons; Princess Theatre, seating 1,800, Hawaii Theatre, seating 1,200 (both available for use after regular theatre performances) (these facilities are shared with KGMB). *Merchandising:* contact dealers by phone and personal calls; follow-up work and co-operation in complete merchandising program. *Foreign language programs:* Accept limited number of announcements for participating Japanese, Chinese and Filipino programs. *Artists bureau:* None, as such, but maintain local clearing house for talent, listing all local Hawaiian musicians, orchestras, etc. *Base rate:* \$36; with KGMB, \$90.

*Copy restrictions:* Accept beer and light wines, but no hard liquor; accept certain patent medicines, subject to advice of station attorneys; forbid excessive claims, such as use of the words "the best"; forbid use of "guaranteed" unless inspection bears out guaranty; no mail order or "per piece" advertising; all copy must conform to NAB Code of Ethics and Federal Trade Commission rules and regulations.

## KGMB, HONOLULU

*Operator:* Honolulu Broadcasting Co., Ltd., 1129 Kapiolani Blvd. *Phone:* 2323. *Power:* 1,000 watts on 1320 kc. *Affiliation:* CBS; Mutual Broadcasting System. *Opened:* March 15, 1930. (Note: KHBC, Hilo, is under same operator.)

*President, general manager:* Fred J. Hart. *Station manager:* Webley Edwards. *Business manager:* J. Howard Worrall. *Program director:* Leo Rumsey. *Chief engineer:* Eugene L. Goldrup. *Production manager:* Bob Stanley. *Publicity director:* Henry C. Putnam.

*Rep:* Conquest Alliance Co., New York.

Chicago; C. P. MacGregor, Los Angeles; KGMB, San Francisco office, Hotel Californian. *News:* UP. *Seating facilities:* main studio, seating 200 persons; Princess Theatre, 1,800; Hawaii Theatre, 1,200 (used after regular performances). *Merchandising:* dealer contacts by personal call (phone); follow-up work and co-operation in complete merchandising program. *Foreign language programs:* Accept limited number of announcements for participating Japanese, Chinese and Filipino programs. *Artists bureau:* Operate a clearing house for local talent, but have no artists under contract. *Base rate:* \$67.50; with KHBC, \$90.

*Copy restrictions:* beer and wine accepted; no liquor advertising; accept certain patent medicines, subject to advice of station attorneys; no mail order or "per piece" advertising; forbid excessive claims, such as "the best" and use of "guaranteed" unless inspection bears out guaranty; all copy must conform to NAB and Federal Trade Commission regulations.

## KGU, HONOLULU

*Operator:* Advertiser Publishing Co., Ltd., Kapiolani Blvd. and South Street. *Phone:* 2311. *Power:* 2,500 watts on 750 kc. *Affiliation:* Special NBC Hawaiian service, available for use with NBC Pacific Coast Red or Blue. *Opened:* May 11, 1922. (Note: This station is newspaper-owned by the Honolulu Advertiser).

*Station head and manager, chief engineer:* M. A. Mulrony. *Assistant manager:* Donald O. Crozier. *Program manager:* Don Fitzgerald. *Musical director:* Verne W. Thompson.

*Rep:* The Katz Agency; Walter Biddick Co., Pacific Coast. *News:* Transradio. *Seating facilities:* Studio 1, seating 50 persons; Studio 2, seating 100; Auditorium, seating 500. *Merchandising:* Complete news and merchandising service offered in co-operation with the Honolulu Advertiser. *Foreign language programs:* Accept at regular rate card rates plus a 40c or 75c translation charge for each announcement depending on its length; limited number of Japanese, Filipino and Chinese programs current. *Artists bureau:* None. *Base rate:* \$75.

*Copy restrictions:* Accept beer and wine and a limited amount of liquor and patent medicine advertising; all copy subject to station approval and FCC rules and regulations.



# CANADA

## ALBERTA

### CFAC, CALGARY

*Operator:* Taylor, Pearson & Carson Broadcasting Co., Ltd., Southam Bldg. *Phone:* R 1036. *Power:* 1,000 watts on 930 kc. *Affiliation:* Canadian Broadcasting Corp.; Foothills Network. *Opened:* May 12, 1922. (Note: This station is newspaper-owned by the Calgary Herald.)

*General manager:* H. R. Carson. *Station manager:* Gordon S. Henry. *Program director:* T. Tweed. *Chief engineer:* Earle C. Connor. *Musical director:* Cecil B. Cappey. *Publicity director:* Frank E. Fleming. *Commercial manager:* Ian B. MacDonald.

*Rep:* All-Canada Radio Facilities, Ltd., Toronto; Weed & Co., U. S. News; Canadian Press. *Seating facilities:* None. *Merchandising:* Newspaper and magazine publicity, window displays, display cards, etc.; all services rendered free. *Foreign language programs:* No rules; requests for commercial programs have never been made, though sustaining features have been presented. *Artists bureau:* None, as such, but maintains talent register; no charge made for registration; talent charged to accounts at cost. *Base rate:* \$90.

*Copy restrictions:* No beer, wine or liquor accepted; no price mentions permitted; spot announcements restricted to 100 words and not accepted after 7:30 p.m.

### CFCN, CALGARY

*Operator:* The Voice of the Prairies, Ltd., Toronto General Trusts Bldg. *Phone:* M-1161. *Power:* 10,000 watts on 1030 kc. *Affiliation:* Alberta Educational Network. *Opened:* 1922

*President:* H. G. Love. *Commercial manager:* E. H. McGuire. *Chief engineer:* P. B. McCaffery.

*Rep:* Joseph Hershey McGillvra (U. S.) *News:* Transradio. *Seating facilities:* 75 persons. *Merchandising:* Services rendered at actual cost. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$120.

*Copy restrictions:* Advertising of beer, wine or liquor prohibited by government;

patent medicines accepted if approved by government Department of Health; all copy subject to station approval and regulations of the Canadian Broadcasting Corp.

### CJ CJ, CALGARY

*Operator:* Albertan Publishing Co., Ltd., Ninth Ave., W. *Phone:* M 5858. *Power:* 100 watts on 690 kc. *Affiliation:* Dominion Broadcasting Co. *Opened:* No date given. (Note: This station is newspaper-owned by the Calgary Albertan.)

*President:* Gordon Bell. *Station manager:* H. A. Webster. *Commercial manager:* F. Shaw. *Chief engineer:* R. Henderson.

*Rep:* None. *News:* Canadian Press. *Seating facilities:* None listed. *Merchandising:* Services being developed; no more specific data available. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* \$40.

*Copy restrictions:* Conform to rules and regulations of Canadian Broadcasting Corp.

### CFRN, EDMONTON

*Operator:* Sunwapta Broadcasting Co., Ltd., C.P.R. Bldg. *Phone:* 23561. *Power:* 100 watts on 960 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* Nov. 1, 1934.

*Station manager:* G. R. A. Rice. *Business manager:* H. F. Nielsen. *Program directors:* David Hill, S. Lancaster. *Chief engineer:* F. C. Makepeace. *Musical director:* R. Wright. *Publicity director:* D. E. Neale.

*Rep:* Joseph Hershey McGillvra. *News:* Canadian Press; Edmonton Bulletin. *Seating facilities:* Studio, about 50 persons. *Merchandising:* Mailings to dealers; contacts, etc.; services at cost. *Foreign language programs:* Accepted; must be accompanied by certified English translation. *Artists bureau:* None. *Base rate:* \$50.

*Copy restrictions:* No alcoholic beverages of any type; all patent medicine copy must be checked by Dept. of Health, Ottawa; no defamatory or highly exaggerated statements; no price quotations; spot announcements limited to 100 words and not accepted after 7:30 p.m.



## CANADIAN STATIONS—Continued

### CJCA, EDMONTON

*Operator:* Taylor & Pearson Broadcasting Co., Ltd., Birk's Bldg. *Phone:* 26131. *Power:* 1,000 watts on 730 kc. *Affiliation:* Canadian Broadcasting Corp.; Foothills Network. *Opened:* May 1, 1922. (Note: this station is owned by the *Edmonton Journal*, but operated by the above-named firm).

*Station manager:* F. H. Elphicke. *Commercial manager:* W. T. Cranston. *Production manager, artists bureau head:* N. Botterill. *Chief engineer:* H. McMahon. *Publicity director:* W. Dales.

*Rep:* Weed & Co. (U.S.); All-Canada Radio Facilities, Ltd. (Canada). *News:* Canadian Press. *Seating facilities:* Observation room accommodates about 100. *Merchandising:* Direct mail, personal contact work, window and outdoor displays, and publicity to 15 newspapers on contracts of 26 or more programs. *Foreign language programs:* Station carries two such programs. *Artists bureau:* Yes; lists 30 artists, script writers, orchestras, producers and announcers. *Base rate:* \$90.

*Copy restrictions:* See regulations of the Canadian Broadcasting Corp.

### CKUA, EDMONTON

*Operator:* University of Alberta. *Power:* 500 watts on 580 kc.

**This station does not sell time—university-owned.**

### CFGP, GRANDE PRAIRIE

*Operator:* Northern Broadcasting Corp., Ltd. *Power:* 100 watts on 1200 kc. *Opened:* 1937.

*Base rate:* \$20.

No further information available.

### CJOC, LETHBRIDGE

*Operator:* Lethbridge Broadcasting, Ltd., Marquis Hotel Bldg. *Phone:* 3872. *Power:* 100 watts on 950 kc. *Affiliation:* Canadian Broadcasting Corp.; Foothills Network. *Opened:* May 28, 1928.

*President:* J. G. Hutchings. *Station manager:* Gerald Gaetz. *Commercial manager:* Arthur H. Nicholl. *Program director:* Robert Buss. *Chief engineer:* Robert Reagh. *Publicity director:* Cameron Perry.

*Rep:* All-Canadian Radio Facilities, Ltd. (Canada); Weed & Co. (U. S.). *News:* Canadian Press. *Seating facilities:* 15 persons. *Merchandising:* Limited service offered by sales department. *Foreign language programs:* Accepted if transcribed and authorized by C.B.C. *Artists bureau:* None. *Stock:* Principally held by H. R. Carson, Ltd. *Base rate:* \$40.

*Copy restrictions:* Beer, wine or liquor advertising not permitted by Provincial Government; patent medicine copy must be approved by CBC.; all copy must conform to station standards and Canadian Broadcasting Corp. rules and regulations.

## BRITISH COLUMBIA

### CHWK, CHILLIWACK

*Operator:* Chilliwack Broadcasting Co., Ltd., 16 Wellington Avenue. *Phone:* 6106. *Power:* 100 watts on 780 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* July, 1927.

*Managing director, station and commercial manager, publicity director:* C. Casey Wells. *Program director:* Ronald G. Wells. *Chief engineer:* Jack Pilling. *Artists bureau head, musical director:* Bertram Turvey.

*Rep:* H. K. Conover (Chicago, Milwaukee, Detroit); Niles-Richman (New York); All-Canada Radio Facilities, Ltd. (Canada). *News:* CBC; local. *Seating facilities:* None. *Merchandising:* "Full cooperation" offered. *Foreign language programs:* Not accepted. *Artists bureau:* Setup nominal only. *Base rate:* \$20.

*Copy restrictions:* No beer, wine or liquor advertising; no contracts accepted for mail order houses, chain stores, taverns, Sunday

sports or amusements; all copy must conform to Canadian Broadcasting Corp. or other government regulations and is subject to station approval or revision.

### CFJC, KAMLOOPS

*Operator:* Kamloops Sentinel, Ltd., 209 Victoria St. *Phones:* 1018; 1000; 1001. *Power:* 1,000 watts on 880 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* 1926. (Note: this station is newspaper-operated by the Kamloops Sentinel.)

*Managing director:* R. E. White. *Station and commercial manager:* D. Homersham. *Program director:* R. Desmono. *Chief engineer:* G. Henderson. *Musical director:* J. Harling. *Publicity director:* L. Irvine.

*Rep:* Joseph Hershey McGillvra (U.S.). *News:* Canadian Press. *Seating facilities:* None. *Merchandising:* Merchandising arrangements furnished on request. *Foreign language program:* Subject to CBC ap-

**These  
Stations  
Offer  
You  
Blanket  
Coverage  
in  
Western  
Canada  
Without  
Waste  
or  
Duplication**

**JOSEPH  
HERSHEY  
McGILLVRA**

**National  
Representative**

**NEW YORK  
CHICAGO  
TORONTO  
LOS ANGELES  
SAN FRANCISCO**

**In VANCOUVER, choose CJOR**

—covering 85% of British Columbia's radio homes, population, buying power. Good coverage, sufficient power without waste.

**In CALGARY, choose CFCN**

—blanketing lower Alberta and South-eastern British Columbia, day and night. A MUST buy in a prosperous territory.

**In EDMONTON, choose CFRN**

—serving the concentrated population of Greater Edmonton, avoiding the poorly populated bush territory. Priced right for its market.

**In REGINA, choose CJRM**

—offering the finest day and night coverage of any station of its power on the entire continent. Tailored to the far-flung prairie farm market.

**In SASKATOON, choose CFQC**

—reaching a territory served by no other broadcaster. One of Canada's oldest and most progressive stations.

**In YORKTON, choose CJGX**

—concentrating in one of Saskatchewan's steadiest markets. Worth considering in any western campaign. Worth USING in ANY campaign.

**In WINNIPEG, choose CJRC**

—delivering 95% of all radio homes in Manitoba, day and night—followed consistently as Manitoba's favorite broadcaster.

## CANADIAN STATIONS—Continued

proval. *Artists bureau:* None. *Base rate:* \$20.

*Copy restrictions:* See CBC regulations.

### CKOV, KELOWNA

*Operators:* Okanagan Broadcasters, Ltd., Mill Ave. *Phone:* 200. *Power:* 100 watts on 630 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* Nov. 4, 1931.

*Managing director, program director, chief engineer:* J. H. B. Browne. *Commercial manager, publicity director:* H. A. Lethbridge.

*Base rate:* \$30. *Copy restrictions:* See CBC regulations.

(Note: At press time this station was preparing for an increase in wattage to 1000 watts, effective in September, 1938; all details of operation and service are consequently omitted in this issue of the DIRECTORY, because they are subject to change).

### CKJAT, TRAIL

*Operator:* Kootenay Broadcasting Co., Ltd., 815 Victoria St. *Phone:* 737. *Power:* 1,000 watts on 910 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* January, 1933.

*General and station manager:* T. G. Robinson. *Commercial manager:* W. W. Baggs. *Promotion director:* F. McDowell. *Chief engineer:* Thomas Smally. *Continuity director:* Kay Parkin. *Promotion director:* F. McDowell.

*Rep:* Weed & Co. (U. S.); All-Canada Radio Facilities, Ltd. (Canada). *News:* Canadian Press. *Seating facilities:* 75 persons. *Merchandising:* All services rendered at actual cost. *Foreign language programs:* Accept Italian programs only. *Artists bureau:* None. *Base rate:* \$50.

*Copy restrictions:* Conform to rules and regulations of the Canadian Broadcasting Corp.

### CFPR, PRINCE RUPERT

*Operator:* Felix E. Batt. *Power:* 50 watts on 580 kc.

No other information available.

### CBR, VANCOUVER

*Operator:* Canadian Broadcasting Corp., Canadian National Hotel. *Power:* 5,000 watts on 1100 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* 1925.

*Manager:* J. R. Radford.

*Base rate:* \$110.

*Copy restrictions:* See regulations of the CBC.

No other information available.

### CKJOR, VANCOUVER

*Operator:* G. C. Chandler, 846 Howe St. *Phone:* Trinity 5321. *Power:* 500 watts on 600 kc. *Affiliation:* None. *Opened:* July, 1926.

*Owner, station manager:* G. C. Chandler. *Commercial manager:* D. E. Laws. *Program and musical director:* Dick Diespecker. *Chief engineer:* W. B. Smith. *Artists bureau head:* Stan Catton. *Publicity director:* Rolly Ford.

*Rep:* Joseph Hershey McGillvra. *News:* Transradio; British UP. *Seating facilities:* Can accommodate about 100 in the studio; theatre and auditorium available by direct wire, seating 1,000.

*Merchandising:* Station issues a monthly publication, containing data on nationally advertised products on station, which is sent to dealers; publicity releases sent to 25 papers; window displays, mailings, and special events broadcasts tied in with client's programs; no charge for service, but client or agency is to supply the window cards. *Foreign language programs:* Accepted, if full literal translation is submitted; if a special announcer is required, an added fee is charged. *Artists bureau:* Yes; lists about 10 musicians, actors, orchestras, script writers and announcers. *Base rate:* \$75.

*Copy restrictions:* See regulations of the Canadian Broadcasting Corp.

### CKCD, VANCOUVER

*Operator:* Pacific Broadcasting Co., Ltd., 198 W. Hastings St. *Phone:* Seymour 2750. *Power:* 100 watts on 1010 kc. *Affiliation:* None. *Opened:* No date given. (Note: This station is owned by the Vancouver Daily Province.)

*Station and commercial manager:* W. G. Hassell. *Program director:* Jack Avison. *Chief engineer:* H. G. McCrady. *Musical director:* Geneva Calangis. *Publicity director:* L. F. Hassell.

*Rep:* None. *News:* Local. *Seating facilities:* None listed. *Merchandising:* No information given. *Foreign language programs:* No information given. *Artists bureau:* None. *Base rate:* \$30.

*Copy restrictions:* See CBC regulations.

### CKFC, VANCOUVER

*Operator:* Standard Broadcasting System, Ltd. *Power:* 50 watts on 1410 kc. (divides time with CKMO).

*Rep:* None. *Base rate:* \$30.

No further information after repeated requests.

## CANADIAN STATIONS—Continued

### CKMO, VANCOUVER

*Operator:* British Columbia Broadcasting System, Ltd., 812 Robson Street. *Phone:* SEY. 8778. *Power:* 100 watts on 1410 kc. *Affiliation:* British Columbia Network. *Opened:* 1923.

*President:* R. J. Sprott. *Vice-president:* B. A. Arundel. *Station and commercial manager:* H. M. Cooke. *Program and musical director:* R. E. Misener. *Chief engineer:* E. Rose.

*Rep:* None. *News:* News Herald (local); Canadian Press. *Seating facilities:* 65 persons. *Merchandising:* Complete publicity and merchandise service rendered free. *Foreign language programs:* Will accept; translation must be furnished. *Artists bureau:* None. *Base rate:* \$30.

*Copy restrictions:* Conform to rules and regulations of CBC; no liquor advertising; limited acceptance of patent medicines; no price quoting permitted.

### CKWX, VANCOUVER

*Operator:* Western Broadcasting Co., Ltd., 801 W. Georgia St. *Phone:* Seymour 2288. *Power:* 100 watts on 1010 kc. (station shares time with CKCD). *Opened:* 1923.

*General and station manager:* A. Holstead. *Commercial manager:* Reginald M. Dagg. *Program and musical director:* Fred C. Bass. *Chief engineer:* E. Ross MacIntyre. *Publicity director:* V. L. Reed.

*Rep:* Weed & Co., New York, Chicago. *News:* Vancouver Sun. *Seating facilities:* None. *Merchandising:* Window tie-in material; sales staff cooperates in contacting merchants, creating and carrying out any plans of sponsors; regular publicity items are sent out each week concerning programs and happenings at station, to nine publications. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Stock:* Principally held by A. Holstead and William Hanlon. *Base rate:* \$40.

*Copy restrictions:* Operate under rules of Canadian Broadcasting Corp.; no beer, wine or liquor advertising permitted; patent medicines accepted under government supervision.

### CFCT, VICTORIA

*Operator:* Victoria Broadcasting Association, Radio Center. *Phones:* G 2014; E 2442. *Power:* 500 watts on 1450 kc. *Affiliation:* None. *Opened:* March 24, 1924.

*General and commercial manager:* G. W.



# Western CANADA'S Crack Radio Stations

**CKY** Winnipeg

**CKX** Brandon

**CKCK** Regina

**CJOC** Lethbridge

**CFAC** Calgary

**CJCA** Edmonton

**CJAT** Trail, B.C.

Canadian Representatives

**ALL-CANADA  
RADIO FACILITIES  
LIMITED**

MONTREAL      TORONTO  
WINNIPEG      CALGARY  
VANCOUVER



**WEED & CO.**  
American Representatives

## CANADIAN STATIONS—Continued

Deaville. *Station manager:* Cliff Deaville. *Program and publicity director, artists bureau head:* Clarence Carville. *Chief engineer:* Cliff Deaville. *Musical director:* Wm. Fletcher.

*Rep:* Joseph Hershey McGillvra (U. S.). *News:* Transradio. *Seating facilities:* 200 persons. *Merchandising:* All services ren-

dered at cost. *Foreign language programs:* Not accepted. *Artists bureau;* Setup nominal only. *Base rate:* \$30 (temporary).

*Copy restrictions:* Conform to rules and regulations of CBC; no price quoting permitted; patent medicine copy must be passed by management; all advertising must conform to station code of ethics.

## MANITOBA

### CKX, BRANDON

*Operator:* Manitoba Telephone System, City Hall Square. *Phone:* 4532. *Power:* 1,000 watts on 1120 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* 1928.

*Station manager:* W. F. Seller. *Chief engineer:* C. E. R. Collins. *Publicity director:* D. R. P. Coats.

*Rep:* Weed & Co. (U. S.); All-Canada Radio Facilities, Ltd. (Canada). *News:* Canadian Press. *Seating facilities:* None. *Merchandising:* Window cards and build-up announcements offered. *Foreign language programs:* None running commercially; have Ukranian, Polish and French sustainers. *Artists bureau:* Yes; lists orchestras, continuity writers, commentators, announcers, vocalists, etc. *Base rate:* \$50.

*Copy restriction:* See CBC regulations.

### CFAR, FLIN FLON

*Operator:* Arctic Radio Corp., 120 Main St. *Phone:* 290. *Power:* 100 watts on 1370 kc. *Affiliation:* None. *Opened:* Nov. 7, 1938.

*President:* George W. Bridgman. *Vice-president, program director:* Monty Bridgman. *Business and commercial manager:* J. C. Penson. *Chief engineer:* Harry Heywood. *Musical director:* L. Thorsteinson.

*Rep:* All-Canada Radio Facilities, Ltd.; Weed & Co. *News:* Christian Science Monitor. *Seating facilities:* None. *Merchandising:* Window cards, theatre lobby and window displays, broadsides, billboards; service gratis except for actual cost of materials used. *Foreign language programs:* Accepted. *Artists bureau:* None. *Stock:* Held by George W. and Monty Bridgman. *Base rate:* \$25.

*Copy restrictions:* See regulations of the CBC.

### CJRC, WINNIPEG

*Operator:* James Richardson & Sons, Ltd., Royal Alexandra Hotel. *Phone:* 92266. *Power:* 1,000 and 500 watts on 630 kc. *Affiliation:* Grain Belt Network. *Opened:* February 16, 1934.

*General and station manager:* H. R.

McLaughlin. *Commercial manager:* J. L. C. MacPherson. *Program and promotion manager:* E. H. Houston. *Chief Engineer:* Ken Cameron. *Publicity director:* Norman R. Chamberlin. *Merchandising:* George Titus.

*Rep:* Joseph Hershey McGillvra. *News:* Transradio. *Seating facilities:* None. *Merchandising:* Supply newspaper publicity, market data and coverage; contact dealers; mail announcements; window displays; etc. *Foreign language programs:* Will accept; translation must be furnished in advance and is strictly censored. *Artists bureau:* Yes. *Base rate:* \$80.

*Copy restrictions:* All copy subject to rules and regulations and permission of the CBC.

### CJRO, WINNIPEG (Short Wave)

*Operator:* James Richardson & Sons, Ltd. *Power:* 2,000 watts on 6,150 kc. *Affiliation:* This station is the shortwave outlet for all programs originating in the affiliated longwave broadcast station, CJRC, Winnipeg. *Opened:* April 1, 1929, as VE9CL, April 1, 1934, as CJRO.

*Station manager:* H. McLaughlin (general manager of the radio division of James Richardson and Sons, Ltd.).

### CKY, WINNIPEG

*Operator:* Manitoba Telephone System, Winnipeg. *Phone:* 9291. *Power:* 15,000 watts on 910 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* March 13, 1928. (Note: the same owner also has CKX, Brandon.)

*General and station manager:* W. H. Backhouse. *Commercial manager:* P. H. Gayner. *Program director:* R. H. Roberts. *Chief engineer:* G. H. Mills. *Musical director:* P. H. Richardson. *Publicity and public relations director:* D. R. P. Coats.

*Rep:* Weed & Co. (U. S.); All-Canada Radio Facilities, Ltd. (Canada). *News:* Canadian Press. *Seating facilities:* 100 per-

## CANADIAN STATIONS—Continued

sons. *Merchandising*: Maintain a "travel sign" on one of city's principal streets to advertise selected programs; sign is changed weekly; offer full cooperation to the extent of facilities. *Foreign language programs*: Will accept, but no requests received to date. *Artists bureau*: None. *Base rate*: \$120.

*Copy restrictions*: No liquor advertising; no price quoting.

### CJRX, WINNIPEG (Short Wave)

*Owner and operator*: James Richardson & Sons, Ltd. *Power*: 2,000 watts on 11,720 kc. *Affiliation*: This station is the short-wave outlet for all programs originating in the affiliated longwave broadcast station, CJRC. *Opened*: April 1, 1928.

*Station manager*: H. McLaughlin (general manager of the radio division of James Richardson and Sons, Ltd.).

## NEW BRUNSWICK

### CFNB, FREDERICTON

*Operator*: James S. Neill & Sons, Ltd. *Power*: 1,000 and 500 watts on 550 kc. *Rep*: Joseph Hershey McGillvra. *Base rate*: \$50.

No further information available.

### CKCW, MONCTON

*Operator*: Moncton Broadcasting Co., Ltd., K. of P. Bldg. *Phone*: 1302. *Power*: 100 watts on 1370 kc. *Affiliation*: Canadian Broadcasting Corp. *Opened*: Dec. 17, 1934. (Note: This station is affiliated with the Moncton Times, Moncton Transcript and the New Brunswick Publishing Co.)

*President*: J. L. Black. *Station manager*: F. A. Lynds. *Commercial manager*: B. A. Cooke. *Program and publicity director*, Earl McCarron. *Artists bureau head*: "Whitey" Haines. *Musical director*: S. B. Haines. *Chief engineer*: James White.

*Rep*: Joseph Hershey McGillvra. *News*: Canadian Press. *Seating facilities*: Can accommodate about 600 persons. *Merchandising*: Complete service; window displays, theatre and school tie-ins, posters, etc. *Foreign language programs*: Take English and French programs only. *Artists bureau*: Yes; list five orchestras, six novelty groups, 35 vocalists and assisting artists, three writers, three producers, six announcers. *Base rate*: \$30.

*Copy restrictions*: See CBC regulations.

### CHSJ, SAINT JOHN

*Operator*: New Brunswick Broadcasting Co., Ltd., Admiral Beatty Hotel. *Phone*: 3-2307. *Power*: 100 watts on 1120 kc. *Affiliation*: Canadian Broadcasting Corp. *Opened*: February, 1934. (Note: This station is associated with the St. John Telegraph-Journal and Times-Globe.)

*Station manager, secretary-treasurer*: L. W. Bewick. *Commercial manager*: George Cromwell. *Program director, artists bureau head*: deB. Holly. *Chief engineer*: J. G. Bishop. *Publicity director*: Christine Fewings.

*Rep*: Joseph Hershey McGillvra. *News*: Canadian Press; Telegraph and Times (local). *Seating facilities*: 20 persons; can arrange for 200 if necessary. *Merchandising*: Publicity and listings in Telegraph-Journal and Times-Globe; circular letters to the trade with suggestions for counter and window displays; all services rendered free. *Foreign language programs*: Not accepted. *Artists bureau*: Yes. *Base rate*: \$40.

*Copy restrictions*: Conform to rules and regulations of CBC; spot announcements are limited to 100 words and are not accepted after 7:30 p.m. nor on Sunday; no price quoting permitted; all copy subject to station approval and government regulations.

## NOVA SCOTIA

### CHNS, HALIFAX

*Operator*: Maritime Broadcasting Co., Ltd., Lord Nelson Hotel. *Phone*: B-8319. *Power*: 1,000 watts on 930 kc. *Affiliation*: Maritime Network; Canadian Broadcasting Corp. *Opened*: May 12, 1926. (Note: CHNS is associated with the Halifax Herald and Halifax Mail for news.)

*Director*: William C. Borrett. *Commercial manager*: John L. Redmond. *Program director*: Lionel L. Shatford. *Chief control operator*: Cecil A. Landry. *Chief transmitter operator*: Wm. C. L. Bauld. *Musical director*: Richard L. Fry. *Publicity director*: Fletcher Coates. *Engineer*: Arthur Greig.

*Rep*: Weed & Co. *News*: Canadian Press



## CANADIAN STATIONS—Continued

*Seating facilities:* Auditorium of School for Blind; ballroom of Lord Nelson Hotel; Theatre Arts Guild Playhouse; Casino Theatre; Capitol Theatre; at theatres regular admission charged—other locations admission free. *Merchandising:* Supply information for sponsors; send out a house organ; newspaper schedules printed with sponsor's name. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$55.

*Copy restrictions:* No alcoholic beverage advertising; patent medicines must be approved by Department of Health; abides by Canadian Broadcasting Corp. rules and regulations.

### CJCB and CJCX, SYDNEY

*Operator:* Eastern Broadcasters, Ltd., Radio Bldg. *Phones:* 170-209. *Power:* CJCB has 1,000 watts on 1240 kc; short-wave CJCX has 1,000 watts on 6010 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* February 14, 1929.

*Station manager:* N. Nathanson. *Program and musical director:* H. Dobbs. *Chief engineer:* F. G. O'Brien. *Publicity director:* C. Nunn.

*Rep:* Joseph Hershey McGillvra, New York. *News:* Transradio; British United Press. *Seating facilities:* Limited; no figure given. *Merchandising:* Services, rendered free, include publicity, window displays, etc. *Foreign language programs:* Accepted

between 2 and 4 p.m. weekdays. *Artists bureau:* None. *Base rate:* \$60.

*Copy restrictions:* No alcoholic beverages accepted; all copy subject to station approval and government regulations.

### CKIC, WOLFVILLE

*Operator:* Acadia University. *Power:* 50 watts on 1010 kc.

**This station does not sell time—university-owned.**

### CJLS, YARMOUTH

*Operator:* Laurie L. Smith, Radio Bldg., Main St. *Phone:* 500. *Power:* 100 watts on 1310 kc (operates full time weekdays; 1 p.m. to midnight Sundays). *Affiliation:* Canadian Broadcasting Corp.; Maritime Network. *Opened:* April 6, 1934.

*Station supervisor, chief engineer:* Laurie L. Smith. *Commercial manager:* O. W. Loeb. *Program director (women's programs):* Kaye Colburne. *Publicity director:* Elsie Allen.

*Rep:* All-Canada Radio Facilities, Ltd.; Associated Broadcasting Co., Ltd. *News:* Supplied by local paper. *Seating facilities:* About 50. *Merchandising:* Publicity and program listings in local Nova Scotia and New Brunswick papers. *Foreign language programs:* Continuity and copy subject to approval of the CBC and the station. *Artists bureau:* None. *Base rate:* \$30.

*Copy restrictions:* See CBC regulations.

## ONTARIO

### CKPC, BRANTFORD

*Operator:* Telephone City Broadcast, Ltd. *Power:* 100 watts on 930 kc. *Affiliation:* Dominion Broadcasting Co.

*Base rate:* \$40.

No further information available after repeated requests.

### CFCO, CHATHAM

*Operator:* John Beardall, William Pitt Hotel (operated as Western Ontario's Community Station). *Phone:* 2626. *Power:* 100 watts on 630 kc (licensed to operate fulltime; actual operating schedules: 8 a.m. to 1:30 p.m. and 5:15 to 11 p.m. daily; Sunday, 9:30 a.m. to 10:30 p.m.). *Affiliation:* Canadian Broadcasting Corp. *Opened:* 1925.

*Station head, general manager:* John Beardall. *Commercial manager:* Peter A. Kirkey. *Program director:* Ross Wright. *Chief engineer:* Gordon Brooks.

*Rep:* Associated Broadcasting, Ltd.; All-Canada Radio Facilities, Ltd.; Whitehall Broadcasting. *News:* Have own correspondents; CBC News; Christian Science Monitor. *Seating facilities:* None in studios; have permanent remote wires to 22 points. *Merchandising:* Cooperate in obtaining distribution, window displays and advertisements, newspaper listings; keep local retail merchants posted on what products are being advertised; contact dealers in outlying territories. *Foreign language programs:* Accepted, subject to regulations of CBC. *Artists bureau:* Yes; handles only local non-pro talent. *Base rate:* \$30.

*Copy restrictions:* No alcoholic beverages accepted; all patent medicine accounts must be paid in advance, by the week, unless placed by recognized agency; all advertising matter must conform to governmental regulations.

## CANADIAN STATIONS—Continued

### CKMC, COBALT

*Operator:* R. L. MacAdam. *Power:* 50 watts on 1210 kc.

No further information available.

### CKPR, FORT WILLIAM & PORT ARTHUR

*Operator:* Dougall Motor Car Co., Ltd., Radio Hall. *Phone:* S. 315. *Power:* 100 watts on 730 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* Feb. 27, 1931.

*Station manager:* H. F. Dougall. *Program director:* I. Jones. *Chief engineer:* R. H. Parker. *Advertising director:* J. M. Hughes.

*Rep:* All-Canada Radio Facilities, Ltd.; Weed & Co. (U. S.). *News:* Canadian Press; also own local service. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* Outside the English language, Finnish and Ukrainian would be the only ones useful; will accept. *Artists bureau:* None. *Base rate:* \$50.

*Copy restrictions:* No alcoholic beverage advertising of any kind whatsoever; spot announcements can't exceed 100 words, and will not be accepted after 7:30 p.m.

### CHML, HAMILTON

*Operators:* Maple Leaf Radio Co., Ltd., Pigott Bldg. *Phone:* 7-1539. *Power:* 100 watts on 1010 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* 1927.

*President:* A. C. Hardy. *Station and commercial manager:* Ken Soble. *Program and publicity director, artists bureau head:* Alan Savage. *Chief engineer:* C. R. Snelgrove. *Musical director:* Ilene Baker.

*Rep:* Metropolitan Broadcasting Service. *News:* Transradio; also own local news department. *Seating facilities:* None. *Merchandising:* Pre-plug programs; window cards, special publicity, etc., supplied at cost; newspaper space furnished on request. *Foreign language programs:* Accepted at card rates. *Artists bureau:* Set-up nominal only. *Stock:* Held by A. C. Hardy, D. F. Hardy, A. S. Hardy and F. P. Hardy. *Base rate:* \$40.

*Copy restrictions:* Commercials may not exceed 10% of total program time; provincial ruling prohibits advertising of intoxicating beverages; see CBC regulations.

### CKOC, HAMILTON

*Operator:* Wentworth Radio Broadcasting Co., Ltd., Wentworth Bldg. *Power:* 1,000 and 500 watts on 1120 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* 1922.

*Station manager:* Gordon Anderson. *Chief engineer:* Leslie Horton. *Musical director:* Todd Russell. *Artists bureau*

*head:* Werner Bartmann. *Publicity director:* William Guild.

*Rep:* Weed & Co. (U. S.); All-Canada Radio Facilities, Ltd. (Canada). *News:* Transradio. *Seating facilities:* Studio A, 10 persons; Studio C, 25 persons; concert studio, 150; Royal Connaught Hotel, 500; Capitol Theatre, 3,000. *Merchandising:* Arrange for program listings in newspapers, and advertise feature programs and sponsors in trade magazines; market surveys, sales checks, window displays, gift offerings and commercial tie-ins planned; all services gratis. *Foreign language programs:* Accepted; station reserves the right to limit daily quota. *Artists bureau:* Yes; lists about 25 artists. *Base rate:* \$80.

*Copy restrictions:* No beer, wine or liquor copy accepted; no price quotations; no spot announcements between 7:30 and 11 p.m. or Sundays; spot announcements must not exceed 70 words; see CBC regulations.

### CFRC, KINGSTON

*Operator:* Queen's University, Whig Standard Bldg. *Phone:* 616. *Power:* 100 watts on 1510 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* June 29, 1936. (Note: This station is operated on partnership basis with the Kingston Whig-Standard.)

*Station head, program and advertising director:* James Annand. *Chief engineer:* H. Stewart.

*Rep:* Weed & Co. (U. S.). *News:* Canadian Press. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* No policy formulated. *Artists bureau:* None. *Base rate:* \$35.

*Copy restrictions:* No alcoholic beverage or patent medicine advertising accepted.

### CJKL, KIRKLAND LAKE

*Operator:* Northern Broadcasting Co., Sky Arcade. *Phone:* 27. *Power:* 100 watts on 1310 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* 1933. (Note: This station is under the same operator as CFCH and CKGB; affiliated with the Timmins Press).

*President:* Roy H. Thomson. *Station manager:* Brian Shellon. *Commercial manager:* Arthur Poynter. *Program director:* Dick Irvine. *Chief engineer:* Bill Marks. *Publicity director:* D. L. Bassett.

*Rep:* Jack Cooke (Toronto); Don Bassett (Montreal); Weed & Co. (U. S.) *News:* Transradio; Canadian Press. *Seating facilities:* Arrangements with various halls and theatres for such facilities. *Merchandising:* Complete department; arrange dealer cooperation, window cards, displays,

## CANADIAN STATIONS—Continued

counter displays, special publicity, etc.; small fee is charged. *Foreign language programs*: French accepted; extra charge is made for services of a French announcer.

*Artists bureau*: None. *Base rate*: \$30.

*Copy restrictions*: No alcoholic beverages; see CBC regulations.

### CKCR, KITCHENER

*Operator*: Kitchener & Waterloo Broadcasting Co., Waterloo Trust Bldg., Kitchener. *Phone*: 4360. *Power*: 100 watts on 1510 kc. *Affiliation*: None listed. *Opened*: 1929.

*Station manager*: W. C. Mitchell. *Commercial manager*: G. Liddle. *Program director*: Phil Clayton. *Chief engineer*: Ion Hartman. *Musical director*: Prof. C. F. Thiele.

*Rep*: Ontario-Dominion Broadcasting Co. *News*: Christian Science Monitor. *Seating facilities*: Medium-sized studio; capacity not listed. *Merchandising*: Cooperate with advertisers to "fullest extent." *Foreign language programs*: No requests have ever been received, but German programs would be acceptable in territory. *Artists bureau*: None. *Base rate*: \$35.

*Copy restrictions*: Beer, wine and liquor advertising prohibited by policy of Canadian Broadcasting Corp., by which station operates; accept patent medicines; all copy subject to station approval.

### CFPL, LONDON

*Operator*: London Free Press Publishing Co., 442 Richmond St. *Phone*: Metcalfe 5200. *Power*: 100 watts on 730 kc. *Affiliation*: Canadian Broadcasting Corp. *Opened*: Sept. 26, 1933 (as successor to CJGC, which opened in 1922). (Note: this station is newspaper-owned by the London Free Press.)

*Station manager*: Philip Morris. *Chief engineer*: Lloyd Yorke.

*Rep*: None. *News*: Canadian Press. *Seating facilities*: Can accommodate about 100 persons. *Merchandising*: None. *Foreign language programs*: Will accept at stated times (see CBC regulations). *Artists bureau*: None. *Base rate*: \$45.

*Copy restrictions*: See regulations of the Canadian Broadcasting Corp.

### CFCH, NORTH BAY

*Operator*: Northern Broadcasting Co., Capitol Theatre Bldg. *Phones*: 374; 837. *Power*: 100 watts on 930 kc. *Affiliation*: Canadian Broadcasting Corp. *Opened*: 1931. (Note: This station is under the

same operator as CJKL and CKGB; affiliated with the Timmins Press).

*President*: Roy H. Thomson. *Station manager*: Tom Darling. *Commercial manager*: Victor E. Brooks. *Program director*: C. O. Pickrem. *Chief engineer*: Allan K. Taylor. *Publicity director*: D. L. Bassett.

*Rep*: Jack Cooke (Toronto); Don Bassett (Montreal); Weed & Co. (U.S.). *News*: Transradio; Canadian Press. *Seating facilities*: Arrangements with various halls and theatres for such facilities. *Merchandising*: Complete department; arrange dealer cooperation, window cards, displays, counter displays, special publicity, etc.; small fee is charged. *Foreign language programs*: French accepted; extra charge is made for services of a French announcer. *Artists bureau*: None. *Base rate*: \$30.

*Copy restrictions*: No alcoholic beverages; see CBC regulations.

### CBO, OTTAWA

*Operator*: Canadian Broadcasting Corp., Chateau Laurier Hotel. *Phones*: 2-1151, 2. *Power*: 1,000 watts on 880 kc. *Affiliation*: Canadian Broadcasting Corp. *Opened*: Feb. 27, 1934. (Note: Until recently the call letters of this station were CRCO).

*Acting station managers*: W. C. Anderson and W. E. S. Briggs. *Commercial manager, chief engineer*: W. C. Anderson. *Program director*: W. E. S. Briggs. *Publicity director*: G. F. McPhee.

*Rep*: Canadian Broadcasting Corp. *News*: Canadian Press. *Seating facilities*: None. *Merchandising*: None. *Foreign language programs*: See CBC regulations. *Artists bureau*: None. *Base rate*: \$80.

*Copy restrictions*: See CBC regulations.

### CJCU, OTTAWA

*Operator*: Department of Mines and Resources, Lands, Parks and Forests Branch (Bureau of Northwest Territories and Yukon Affairs). *Power*: 50 watts on 1210 kc.

### CKCO, OTTAWA

*Operator*: G. M. Geldert, M. D., 272 Somerset St., W. *Phones*: 2-3611 and 2-7782. *Power*: 100 watts on 1010 kc. *Affiliation*: Canadian Broadcasting Corp. *Opened*: March 22, 1924.

*Director*: G. M. Geldert, M. D. *Station manager*: A. W. Ryan. *Program director*: R. Marier. *Chief engineer*: I. R. Henderson.

*Rep*: Joseph Hershey McGillvra. *News*: Transradio. *Seating facilities*: None. *Merchandising*: Through Radiad Service. For-

## CANADIAN STATIONS—Continued

*eign language programs:* Not accepted. *Artists bureau:* Setup nominal only. *Base rate:* \$40.

*Copy restrictions:* Abide by rules and regulations of the CBC; accept beer, wine, patent medicines, but no hard liquors; spot announcements limited to 75 words and are not accepted between 7:30 and 11 p.m.; all copy subject to station approval.

### **CFLC, PRESCOTT**

*Operator:* The Radio Association of Prescott, George St. *Phone:* 302. *Power:* 100 watts on 930 kc. *Affiliation:* None. *Opened:* 1925.

*Manager:* A. G. Halliday. *Program director, artists bureau head:* A. M. Halliday. *Chief engineer:* L. F. Knight. *Musical director:* Harold Johnston.

*Rep:* Joseph Hershey McGillyvra. *News:* Canadian Press. *Seating facilities:* Studio, seating 40; two church auditoriums, seating 400 each, 25c admission. *Merchandising:* No information given. *Foreign language programs:* Not accepted. *Artists bureau:* Setup nominal only. *Base rate:* \$75.

*Copy restrictions:* Advertising of any alcoholic beverages and price mentions

prohibited by government; all copy subject to station approval.

### **CKTB, ST. CATHERINES**

*Operator:* The Silver Spire Broadcasting Station, Ltd., 10 King St. *Phone:* 3900. *Power:* 100 watts on 1200 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* Nov. 7, 1933.

*President:* E. T. Sandell. *Station manager:* Pauline Smyth. *Program director:* Bernard Mitchell. *Chief engineer:* W. H. Allen. *Musical director:* W. G. Adamson.

*Rep:* Dominion Broadcasting Co. (in Toronto). *News:* None. *Seating facilities:* About 75 persons. *Merchandising:* Will make surveys, etc. *Foreign language programs:* Accepted; no announcements accepted. *Artists bureau:* None. *Stock:* Held by E. T. Sandell. *Base rate:* \$35.

*Copy restrictions:* All copy subject to approval of the Canadian Radio Corporation; no alcoholic beverages of any type whatsoever; patent medicine continuity subject to approval of the Department of Health.

### **CJIC, SAULT STE. MARIE**

*Operator:* The Hyland Broadcasting Co., Windsor Hotel. *Phone:* 360. *Power:* 100

ONE-THIRD of Canada's Buying Power

Covered Intensively by

**CFRB**

Toronto

Affiliate: Columbia Broadcasting System

National Representative—JOSEPH HERSHEY MCGILLVRA

## CANADIAN STATIONS—Continued

watts on 1,500 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* Oct. 15, 1934.

*Commercial manager:* J. G. Hyland. *Program director:* J. C. Whitby. *Chief engineer:* S. C. Cusack.

*Rep:* Joseph Hershey McGillvra. *News:* RNA (Transradio). *Seating facilities:* None. *Merchandising:* Place photos of artists in windows; telephone follow-ups; tie-ins with theatres on occasion. *Foreign language programs:* Never any inquiries; foreign announcements of 100 words must be paralleled in English. *Artists bureau:* None. *Base rate:* \$35.

*Copy restrictions:* No beer, wines or alcoholic beverages; patent medicines subject to station approval and regulations.

### CJCS, STRATFORD

*Operator:* Central Broadcasting Company, Windsor Hotel. *Phone:* 1675. *Power:* 100 watts on 1210 kc. *Affiliation:* None. *Opened:* 1922.

*General and commercial manager:* F. M. Squires. *Chief engineer:* W. J. Stauffer. *Musical director:* S. E. Tapley.

*Rep:* Weed & Co. *News:* Canadian Press. *Seating facilities:* 100 persons. *Merchandising:* Complete service free. *Foreign language programs:* Accept French programs. *Artists bureau:* None. *Base rate:* \$25.

*Copy restriction:* All copy subject to rules and regulations of Canadian Broadcasting Corp.

### CKSO, SUDBURY

*Operator:* Sudbury Star, Ltd., 21 Elgin St. *Phone:* 280. *Power:* 1,000 watts on 780 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* August, 1935. (Note: This station is newspaper-owned: The Sudbury Star.)

*President:* W. E. Mason. *Station manager, commercial manager:* John D. Kemp. *Program director:* W. J. Woodill. *Chief engineer:* L. C. Parkes.

*Rep:* None. *News:* Canadian Press. *Seating facilities:* Studio, about 50 persons. *Merchandising:* Tie-up with newspaper allows publicity and listing of programs with sponsor's name or product included. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$60.

*Copy restrictions:* Medicinal copy accepted; no liquors or wines.

### CKGB, TIMMINS

*Operator:* Northern Broadcasting Co., Ltd., Daily Press Bldg. *Phone:* 500. *Power:* 100 watts on 1420 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* December 7, 1933. (Note: This station is newspaper-

affiliated with the Timmins Daily Press.)

*President:* R. H. Thomson. *Station manager:* William Wren. *Program director:* Fred Darling. *Chief engineer:* Edgar Ryan. *Publicity director:* Jack Cooke.

*Rep:* Weed & Co. *News:* Canadian Press; Transradio. *Seating facilities:* None. *Merchandising:* Complete merchandising service. *Foreign language programs:* French newscast daily. *Artists bureau:* None. *Base rate:* \$35.

*Copy restrictions:* No liquor advertising permitted in this province; patent medicines must be approved by CBC.

### CBL, TORONTO

*Operator:* Canadian Broadcasting Corp., 805 Davenport Rd. *Phone:* La. 2817. *Power:* 50,000 watts on 840 kc. *Affiliation:* Canadian Broadcasting Corp.; NBC Red and Blue Canadian Group; Mutual. *Opened:* Dec. 25, 1937. (Note: this station supercedes CRCT, which previously occupied the 840 kc. channel.) (Commercial department of the station is located at No. 1 Hayter St.)

*Station manager, program director:* Peter Aylen. *Commercial manager:* E. A. Weir. *Chief engineer:* W. C. Little. *Publicity director:* H. M. Ball (regional CBC publicity representative in the Toronto area).

*Rep:* CBC. *News:* Canadian Press. *Seating facilities:* Limited facilities in present, temporary quarters. *Merchandising:* None as yet developed. *Foreign language programs:* See regulations of the Canadian Broadcasting Corp. *Artists bureau:* None. *Base rate:* \$300.

*Copy restrictions:* See regulations of the Canadian Broadcasting Corp.

### CFRB, TORONTO

*Operator:* Rogers Radio Broadcasting Co., 37 Bloor St., W. *Phone:* Midway 3515. *Power:* 10,000 watts on 690 kc. *Affiliation:* CBS. *Opened:* No date given.

*Managing director:* Harry Sedgwick. *Commercial manager:* Lloyd Moore. *Program director:* Roy Locksley. *Chief engineer:* John Sharpe.

*Rep:* Joseph Hershey McGillvra (U. S.) *News:* Local. *Seating facilities:* 200 persons. *Merchandising:* Services rendered at actual cost. *Foreign language programs:* Not accepted. *Artists bureau:* None. *Base rate:* \$200.

*Copy restrictions:* No alcoholic beverages accepted; patent medicine advertising must be passed by National Board of Health.

### CFRX, TORONTO

*Operator:* Rogers Radio Broadcasting Co., Ltd. *Power:* 1,000 watts on 6070 kc. (Note: This is a shortwave station).

## CANADIAN STATIONS—Continued

### CKCL, TORONTO

*Operator:* Dominion Battery Co., 444 University Ave. *Phone:* Adelaide 1014. *Power:* 100 watts on 580 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* 1923.

*President:* Henry S. Gooderham. *Station manager, commercial manager:* A. E. Leary. *Program director, musical director, artists bureau head, publicity:* Maurice Rapkin. *Chief engineer:* Ernest O. Swan.

*Rep:* None. *News:* Transradio. *Seating facilities:* Century and Lansdowne Theatre tie-ups; both about 1,500 capacity. *Merchandising:* Arrange window displays; newspaper tie-ups; public address system tie-ups (station owned). *Foreign language programs:* Have Jewish program; 76,000 Jews claimed to be in the City of Toronto. *Artists bureau:* Yes; artists available to sponsors; no booking charge leveled against artists. *Base rate:* \$60.

*Copy restrictions:* No alcoholic beverage advertising of any type; abide by rules of CBC; spot announcements limited to 75 words and not accepted between 7:30 and 11 p.m.

### CRCX, TORONTO

*Operator:* Canadian Broadcasting Corp. *Power:* 1,000 watts on 6090 kc.

(Note: This is a shortwave station).

### CRCY, TORONTO

*Operator:* Canadian Broadcasting Corp., 805 Davenport Road. *Phone:* La 2817. *Power:* 100 watts on 960 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* 1935.

*Director:* W. E. Gladstone Murray (general manager of the CBC). *Acting station manager and program director:* Peter Aylen. *Commercial manager:* E. A. Weir. *Chief engineer:* W. C. Little. *Publicity di-*

*rectors:* Harriett M. Ball (regional); F. H. Wooding (in the CBC head office Toronto).

*Rep:* Canadian Broadcasting Corp. *News:* Canadian Press. *Seating facilities:* Very limited; no figure given. *Merchandising:* No service developed as yet. *Foreign language program:* See CBC regulations. *Artists bureau:* None. *Base rate:* No rate card sent.

*Copy restrictions:* See CBC regulations.

### CKCR, WATERLOO

See Kitchener, Ontario.

### CKLW, WINDSOR

See Detroit, Michigan.

### CKNX, WINGHAM

*Operator:* Wingham Radio Club, Wingham, Ont. *Phones:* 158-W; 158-J. *Power:* 100 watts on 1200 kc. *Affiliation:* None. *Opened:* 1926.

*Proprietor, station manager, chief engineer:* W. T. Cruickshank. *Commercial manager, publicity director:* B. Howard Bedford. *Musical director:* C. N. Merkeley.

*Rep:* Joseph Hershey McGillvra. *News:* Have own correspondents in four cities. *Seating facilities:* Main studio, 50; Community Hall, 500; Wingham Armories, 2,000. *Merchandising:* Pre-plug programs and send out newspaper publicity; contact dealers for displays and counter-cards in Huron, Bruce, Grey, Perth and Wellington counties; distribution arranged as feasible; all service gratis, and in charge of Harry J. Boyle, merchandising manager. *Foreign language programs:* German only accepted. *Artists bureau:* Yes; lists several musical units and singers. *Stock:* Owned by W. T. Cruickshank and B. Howard Bedford. *Base rate:* \$30.

*Copy restrictions:* See regulations of the Canadian Broadcasting Corp.

## PRINCE EDWARD ISLAND

### CFCY, CHARLOTTETOWN

*Operator:* Island Radio Broadcasting Co., Ltd., 8-9 Brace Block. *Phones:* 741; 1303. *Power:* 1,000 watts on 630 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* Aug. 15, 1924.

*Managing director:* Lt. Col. Keith S. Rogers. *Commercial manager, program director, artists bureau head, publicity:* L. A. McDonald. *Chief engineer:* J. Q. Adams. *Musical director:* Mrs. K. S. Rogers.

*Rep:* None. *News:* Transradio. *Seat-*

*ing facilities:* 75 persons. *Merchandising:* Contact dealers; place window display and counter material; advise local dealers of the campaign when it is under way, with the client or agency to assume the cost of postage; newspaper publicity; pre-program announcements; service rendered to clients buying programs of five-minute or greater length; spot announcement campaigns are rendered a different service, not described. *Foreign language programs:* Accepted; if programs are not recorded, there is a

## CANADIAN STATIONS—Continued

special announcer's fee. *Artists bureau:* Yes; talent not listed. *Base rate:* \$60.

*Copy restrictions:* No beer, wines or whiskey; no announcements after 7:30 p.m.; patent medicine copy accepted if continuities approved by Dominion authorities; spot announcements limited to 75 words; commercials limited to 250 words per quarter-hour; station reserves right to reject any continuity.

### CHCK, CHARLOTTETOWN

*Operator:* J. A. Gesner. *Power:* 50 watts on 1310 kc.

No other information available.

### CHGS, SUMMERSIDE

*Operator:* R. T. Holman, Ltd., 190 Water Street. *Phone:* 134. *Power:* 50 watts on 1450 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* 1925.

*President:* H. T. Holman. *Station and commercial manager:* R. L. Mollison. *Program director:* J. E. Millman. *Chief engineer:* W. R. Cannon.

*Rep:* None. *News:* CBC; Christian Science Monitor. *Seating facilities:* 50 persons. *Merchandising:* Supply lists of retailers and wholesalers; mail printed matter and make personal calls on dealers at start of new campaign; arrange for window and counter displays. *Foreign language programs:* No rules; audience composed entirely of English-speaking people. *Artists bureau:* None. *Base rate:* \$25.

*Copy restrictions:* No beer, wine or liquor accepted; patent medicine continuity must be approved by the CBC; all copy subject to station and CBC rules and regulations.

## QUEBEC

### CRCS, CHICOUTIMI

*Operator:* Canadian Broadcasting Corp., Chicoutimi, Que. *Power:* 100 watts on 1120 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* Oct. 20, 1933.

*In charge of all departments:* V. Fortin. *Chief engineer:* J. E. Roberts.

*Rep:* Canadian Broadcasting Corp. *News:* From the newspaper *Le Progres du Saguenay*. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* Station uses French almost entirely; English population of area is only about 2%. *Artists bureau:* None. *Stock:* Canadian Marconi Co. owns this station; CBC is operator. *Base rate:* \$25.

*Copy restrictions:* Accept patent medicine advertising, but refuse beer, wines and alcoholic beverages; see regulations of the CBC.

### CKCH, HULL

*Operator:* Hull Broadcasting Co., Ltd., 85 Champlain Ave. *Phone:* Sherwood 1820. *Power:* 100 watts on 1210 kc. *Affiliation:* Canadian Broadcasting Corp.; Provincial Network. *Opened:* June 30, 1932.

*Director:* Alexander Dupont. *Chief engineer:* J. F. Champagne. *Musical director:* Dirk Keetbaas. *Publicity director:* A. W. Monette.

*Rep:* None. *News:* Canadian Press. *Seating facilities:* Laurier Theatre; Imperial and Capitol theatres (Ottawa); seating capacities not listed. *Merchandising:* No service listed. *Foreign language programs:*

Accepted at a slight additional cost to pay for announcer; station is bilingual (French-English). *Artists bureau:* Has complete roster of artists; latter are not under contract to station, however. *Stock:* Principally held by Josaphat Pharand. *Base rate:* \$40.

*Copy restrictions:* Accept advertising for beer, wines and patent medicines; no announcements between 7 and 11 p.m.

### CBF, MONTREAL

*Operator:* Canadian Broadcasting Corp., 1231 St. Catherine St., West. *Phone:* Marquette 5211. *Power:* 50,000 watts on 910 kc. *Affiliation:* Canadian Broadcasting Corp.; NBC Red and Blue Canadian Groups. *Opened:* Dec. 11, 1937.

*Regional program director for the province of Quebec:* Jean Marie Beaudet. *Station manager:* John C. Stadler. *Commercial manager:* J. A. Dupont. *Program director:* H. R. Pelletier. *Chief engineer:* Gilles Sarault. *Publicity director:* Leopold Houle.

*Rep:* Canadian Broadcasting Corp. *News:* Canadian Press. *Seating facilities:* None. *Merchandising:* None. *Foreign language programs:* None. *Artists bureau:* None. *Base rate:* \$250.

*Copy restrictions:* See regulations of the CBC.

### CBM, MONTREAL

*Operator:* Canadian Broadcasting Corp., 1231 St. Catherine St., W. *Phone:* Mar-

## CANADIAN STATIONS—Continued

quette 5211. *Power*: 5,000 watts on 1050 kc. *Affiliation*: Canadian Broadcasting Corp.; NBC Red Canadian Group. *Opened*: November, 1933.

*Station director*: J. M. Beaudet (regional program director). *Station manager*: John C. Stadler. *Commercial manager*: J. Arthur Dupont. *Program director*: Rooney Pelletier. *Chief engineer*: E. D. Roberts. *Musical director*: Dr. J. J. Gagnier. *Publicity director*: Leopold Houle.

*Rep*: Canadian Broadcasting Corp. *News*: Canadian Press. *Seating facilities*: None. *Merchandising*: None. *Foreign language programs*: No rules given. *Artists bureau*: None. *Base rate*: \$150.

*Copy restrictions*: No beer, wines or alcoholic beverages; patent medicines accepted subject to approval of Dominion Health Board; see regulations of the CBC.

### CFCF, MONTREAL

*Operator*: Canadian Marconi Co., Ltd., Mount Royal Hotel. *Phone*: Marquette 7086. *Power*: 500 watts on 600 kc. *Affiliation*: NBC Blue Canadian Group. *Opened*: September, 1918. (Note: This station also operates shortwave CFCX).

*General sales manager*: M. M. Elliott. *Station manager*: V. F. Nielsen. *Program*

*director*: James Shaw. *Chief engineer*: K. R. Paul. *Publicity director*: E. H. Smith.

*Rep*: All-Canada Radio Facilities, Ltd. (Canada); Weed & Co. (U. S.). *News*: Transradio; Canadian Press. *Seating facilities*: Tudor Hall, 250; Knights of Columbus Hall, 1,200; Salle D'Oree in Mount Royal Hotel, 400; York Room in Windsor Hotel, 200. *Merchandising*: Pre-plug programs over the air, release publicity to metropolitan newspapers, and (within certain limits) will contact dealers and distributors on request; window cards are not distributed in this service. *Foreign language programs*: Not accepted. *Artists bureau*: None. *Base rate*: \$125.

*Copy restrictions*: Beer and wine accepted, but not with time signals, and other services, and copy must not tend to promote the further use of such beverages; no hard liquor; spot announcements limited to 75 words and chain breaks to 20 words; see regulations of the CBC.

### CHLP, MONTREAL

*Operator*: LaPatrie. *Power*: 100 watts on 1120 kc. *Affiliation*: None.

*Rep*: None. *Base rate*: \$75.  
No further information available after repeated requests.

# CKAC

—MONTREAL

Canada's  
Busiest  
Station

FIVE THOUSAND WATTS  
EIGHTEEN HOURS

A DAY

CBS Affiliate

# CKCO

—OTTAWA

Best Results,  
Most Consistent  
Audience

CARRYING THE  
LEADING SPOT  
ACCOUNTS

NATIONAL REPRESENTATIVE

JOSEPH HERSHEY McGILLVRA

NEW YORK CHICAGO TORONTO SAN FRANCISCO LOS ANGELES



## CANADIAN STATIONS—Continued

### CKAC, MONTREAL

*Operator:* La Compagnie de Publication de La Presse Limitee, 980 St. Catharine St. West. *Phone:* Marguette 3611. *Power:* 5,000 watts on 730 kc. *Affiliation:* CBS. *Opened:* June, 1922. (Note: This station is newspaper-owned—La Presse.)

*Director:* Phil. Lalonde. *Program director:* Yves Bourassa. *Chief engineer:* Leonard Spencer. *Director of Publicity:* Louis Morisset.

*Rep:* Joseph Hershey McGillvra. *News:* British United Press. *Seating facilities:* Three theatres, 800, 1,100 and 1,500. *Merchandising:* Complete listings in *La Presse* and all papers through publicity department. *Foreign language programs:* Station is bilingual; most announcements are given in French as well as English. *Artists bureau:* No information given. *Base rate:* \$165.

*Copy restrictions:* Advertising limited to 15% of time used; accept beer and wines; no hard liquors; spot announcements limited to 100 words maximum.

### CHNC, NEW CARLISLE

*Operator:* Gaspesian Radio Broadcasting Co., Ltd., New Carlisle. *Phone:* 38. *Power:* 1,000 watts on 960 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* December 23, 1933.

*President:* George M. Kempffer. *Station and commercial manager:* Dr. Charles Houde. *Program director:* C. S. Chapman. *Chief engineer:* J. R. McGough. *Musical director:* L. J. Allard. *Publicity director:* V. Bernard.

*Rep:* Joseph Hershey McGillvra. *News:* Canadian Press; British United Press. *Seating facilities:* None. *Merchandising:* Publicity and listings in various newspapers. *Foreign language programs:* Will accept, provided literal English or French translation is furnished in advance. *Artists bureau:* None. *Base rate:* \$60.

*Copy restrictions:* Beer and wine accepted; no hard liquor; patent medicine copy must be approved by station; all continuities and commercials must conform to station standards and C.B.C. rules and regulations.

### CHRC, QUEBEC

*Operator:* CHRC, Limited, Victoria Hotel. *Phone:* 2-8178. *Power:* 100 watts on 580 kc. *Affiliation:* None. *Opened:* April 1, 1926.

*Director, manager, commercial manager:* J. N. Thivierge. *Program director:* T. H. Burham. *Chief engineer:* Oscar Marcoux. *Artists bureau head:* A. Pelletier. *Musical director:* Gilbert Darisse. *Publicity director:* S. Breton.

*Rep:* Joseph Hershey McGillvra. *News:* Gathered locally by station. *Seating facilities:* Accommodations for 600; admission free; sponsor pays so much rental per show. *Merchandising:* Complete service; surveys; interviews; investigation as to market for product, and competitor lines in both wholesale and retail field. *Foreign language programs:* Territory is bilingual; programs taken in French or English; no other languages. *Artists bureau:* Yes; handle over 100 artists per week. *Stock:* Principal holders are the Hon. Senator L. Moraud, Maj. Ed. Flynn, Emile Fontaine, Capt. J. H. Baribeau and J. N. Thivierge. *Base rate:* \$40.

*Copy restrictions:* Refuse all objectionable drug, toilet or other copy; accept beer and wines; no hard liquor. 1926.

### CKCV, QUEBEC

*Operator:* CKCV, Ltd., 142 St. John St. *Phone:* 2-1585. *Power:* 100 watts on 1310 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* September, 1925.

*President:* H. Baribeau. *Station and commercial manager, publicity director:* Paul Lepage. *Program director:* Jean Nel. *Chief engineer:* Charles Frenette. *Musical director:* Edwin Belanger.

*Rep:* Associated Broadcasting Co. *News:* Canadian Press. *Seating facilities:* 200 persons. *Merchandising:* None. *Foreign language programs:* 90% of programs are given in French. *Artists bureau:* None. *Base rate:* \$40.

*Copy restrictions:* Abide by the rules of Canadian Broadcasting Corp.

### CRCK, QUEBEC

*Operator:* Canadian Broadcasting Corp., Chateau Frontenac. *Phone:* 5658. *Power:* 1,000 watts on 950 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* Sept. 28, 1934.

*Station and commercial manager, program director:* A. H. Houde. *Chief engineer:* Charles Frenette. *Musical director:* J. M. Beaudet. *Publicity director:* L. Houle.

*Rep:* CBC. *News:* Canadian Press. *Seating facilities:* Following facilities in the various public halls of the Chateau Frontenac: Convention Hall, 800; Jacques Cartier Room, 150; Riverview, 300; Dining Room, 175. *Merchandising:* Program schedules and special publicity sent to all newspapers in the area gratis. *Foreign language programs:* Coverage area of station is 96.3% French; see CBC rules. *Artists bureau:* None. *Base rate:* \$70.

*Copy restrictions:* See regulations of the Canadian Broadcasting Corp.

## CANADIAN STATIONS—Continued

### CJBR, RIMOUSKI

Operator: Lower St. Lawrence Power Co. Power: 1,000 watts on 1030 kc. Affiliation: Canadian Broadcasting Corp. Opened: 1937.

Base rate: \$60.

No further information available.

### CHLT, SHERBROOKE

Operator: La Tribune, Ltd., 3 Marquette St. Phone: 2071. Power: 100 watts on 1210 kc. Affiliation: None. Opened: June 27, 1937. (Note: This station is operated by the French-language newspaper *La Tribune*.)

President: J. Nicol. Station and commercial manager, program and publicity director: Marcel Provost. Chief engineer: C. Charlebois.

Rep: None. News: No service listed. Seating facilities: None. Merchandising: None. Foreign language programs: No rules have been formulated by station. Artists bureau: None. Base rate: \$35.

Copy restrictions: See regulations of the Canadian Broadcasting Corp.

### CHLN, THREE RIVERS

Operator: Le Nouvelliste, Ltee. Power: 100 watts on 1420 kc.

No further information available.

## SASKATCHEWAN

### CHAB, MOOSE JAW

Operator: CHAB, Ltd., Grant Hall Hotel. Phone: 2377. Power: 250 and 100 watts on 1200 kc. Affiliation: Canadian Broadcasting Corp. Opened: July 1, 1933.

Station manager: H. C. Buchanan. Commercial manager: L. A. Bourgeois. Program director publicity: J. S. Boyling. Chief engineer: A. E. Jacobson.

Rep: All-Canada Radio Facilities, Ltd. (Canada); Weed & Co. (U. S.). News: Canadian Press. Seating facilities: None. Merchandising: Complete service gratis. Foreign language programs: Will accept; population is overwhelmingly English-speaking, however. Artists bureau: None. Base rate: \$40.

Copy restrictions: No beer, wine or alcoholic beverages of any type; patent medicine copy under supervision of Food and Drug act; commercial copy subject to restrictions of the Canadian Broadcasting Corp.

### CKBI, PRINCE ALBERT

Operator: L. E. Moffat and R. E. Price, Sanderson Block, Central Ave. Phone: 3133. Power: 100 watts on 1210 kc (will be increased to 1,000 watts in fall, 1938). Affiliation: Canadian Broadcasting Corp. Opened: Feb. 1, 1934 (as a commercial station; previously dates back to 1924).

Station and commercial manager: R. E. Price. Program director: W. R. Hart. Chief engineer: L. E. Moffat. Musical director: I. Barrie. Publicity director: G. Prest.

Rep: All-Canada Radio Facilities, Ltd. (Canada); Weed & Co. (U. S.). News: Canadian Press. Seating facilities: Can accommodate about 20 persons. Merchandising: Handle newspaper publicity, advertising space, and arrange and install window

displays for national advertisers. Foreign language programs: Commercials in foreign languages not accepted, though station runs Ukrainian and Norwegian programs. Artists bureau: None; talent is largely non-professional. Base rate: \$30.

Copy restrictions: See regulations of the CBC.

### CJRM, REGINA

Operator: James Richardson & Sons, Ltd., Saskatchewan Life Bldg. Phone: 8424. Power: 1,000 watts on 540 kc. Affiliation: Canadian Broadcasting Corp. Opened: 1926.

Station director: H. R. McLaughlin (manager, James Richardson radio division). Station and commercial manager: F. V. Scanlan. Program and publicity director: D. E. Wright. Chief engineer: A. W. Hooper. Musical director: S. H. Hillier.

Rep: Joseph Hershey McGillvra (U. S. and Canada). News: Transradio. Seating facilities: Studio with capacity of 100 persons. Merchandising: Will supply window cards, posters, blotters, slides, etc.; service carries a charge. Foreign language programs: Accepted; all speeches in a foreign language must also be rendered in English by the station announcer. Artists bureau: None. Base rate: \$80.

Copy restrictions: No beer, wines or alcoholic beverages; all copy subject to regulations of the CBC.

### CKCK, REGINA

Operator: Leader-Post, Ltd., Leader-Post Bldg. Phone: 8525. Power: 1,000 watts on 1010 kc. Affiliation: Canadian Broadcasting Corp. Opened: April, 1922. (Note: This station is owned by the Regina Leader-Post.)

General manager: M. V. Chesnut. Com-

## CANADIAN STATIONS—Continued

*mercian manager:* A. J. Balfour. *Program director, artists bureau head:* W. A. Speers. *Musical director:* A. R. Smith.

*Rep:* Weed & Co. (U.S.); All-Canada Radio Facilities, Ltd. *News:* Canadian Press. *Seating facilities:* 300 persons. *Merchandising:* Supply listings and publicity through Leader-Post; make dealer contacts; cooperate in placing window displays, etc.; all services rendered gratis. *Foreign language programs:* No set rules, as no requests have been received to date. *Artists bureau:* Setup nominal only. *Base rate:* \$80.

*Copy restrictions:* Conform to rules and regulations of Canadian Broadcasting Corp.

### CFQC, SASKATOON

*Operator:* A. A. Murphy & Sons, Ltd., 216 First Avenue, N. *Phones:* 7282; 5374. *Power:* 1,000 watts on 840 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* July, 1923.

*Owner, general and station manager:* A. A. Murphy. *Commercial manager, program director:* Vernon Dallin. *Chief engineer:* S. Clifton. *Musical director:* C. Cairns.

*Rep:* Joseph Hershey McGillvra. *News:* Canadian Press. *Seating facilities:* None listed. *Merchandising:* No information given. *Foreign language programs:* No in-

formation given. *Artists bureau:* None. *Base rate:* \$80.

*Copy restrictions:* Abide by rules and regulations of Canadian Broadcasting Corp.

### CJGX, YORKTON

*Operator:* James Richardson & Sons, Ltd., Yorkton, Sask. *Phone:* 324. *Power:* 100 watts on 1390 kc. *Affiliation:* Canadian Broadcasting Corp. *Opened:* August, 1927. (Note: This station is operated from the studios of CJRC, Winnipeg; special events by remote are covered by the local commercial representative, Archie Olson).

*General manager:* H. R. McLaughlin (general manager of the radio division, James Richardson & Sons, Ltd.). *Commercial manager:* J. L. C. McPherson. *Program and musical director:* Harold Green. *Chief engineer:* Sam Haggerty. *Publicity director:* Norman R. Chamberlin.

*Rep:* Joseph Hershey McGillvra. *News:* Transradio; Canadian Press. *Seating facilities:* Local theatre, 850; Main Dining Room of Yorkton Hotel, 250. *Merchandising:* Contact local merchants and distribute cards; slight charge made for extra expenses. *Foreign language programs:* Not accepted. *Artists bureau:* See CJRC, Winnipeg. *Base rate:* \$35.

*Copy restrictions:* See CBC regulations.

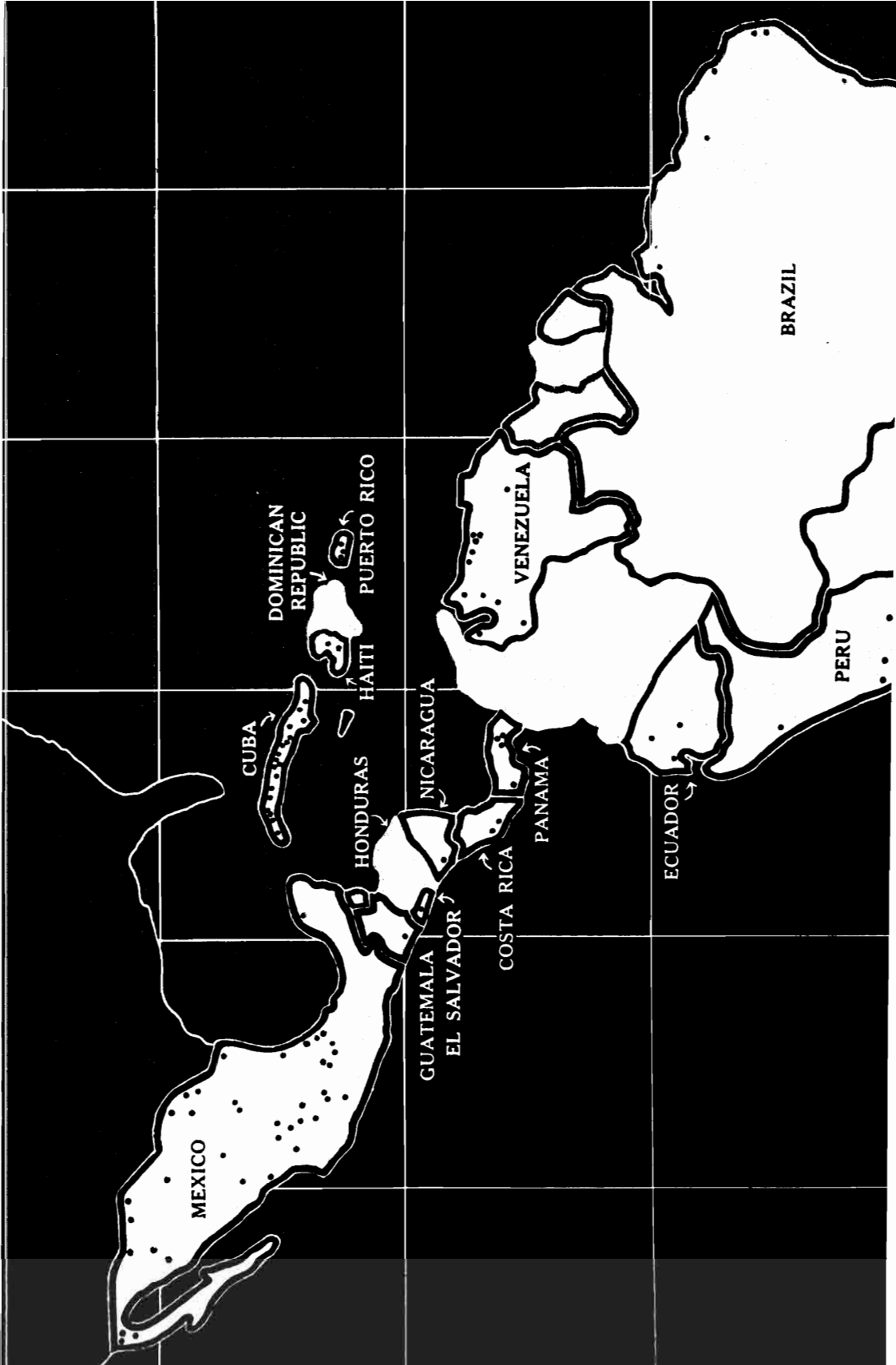
## FOOTNOTE ON CANADA

The total land area of Canada is 3,466,566 square miles; the population is 10,380,000.

Radio sets in Canada are subject to a tax amounting to \$2.50 per annum. As of March 31, 1937, some 1,038,000 taxes were paid. Admittedly, however, this figure does not show the total set ownership of Canada. Reputedly tax collections in some of the agricultural provinces have been incomplete, and in other instances multiple set ownership was not shown in the tax collection statistics. The radio set builders of Canada believe that the ownership is about 1,672,000 sets. There are an estimated 56,000 auto radios.

Continual references are made in the station information (pages 901-919) to "CBC regulations" or "CBC rules." This means that the stations adhere to the rules of conduct laid down by the Canadian Broadcasting Corp. For a *verbatim* copy of these rules, see pages 570-577.







FOR DETAILS ON  
NATIONS, CITIES  
AND INDIVIDUAL  
STATIONS, SEE THE  
INDIVIDUAL MAPS

# SOUTH AND CENTRAL AMERICAN STATIONS

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Compiled Under the Supervision of  
**ELLEN L. DAVIS**  
**VARIETY RADIO DIRECTORY STAFF**

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*(Note: Each dot on the color map on the preceding two pages indicates a city having one or more radio stations.)*

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There are approximately 510 radio stations in South and Central America (as compared to 730-odd U. S. stations and some 85 Canadian stations). No compilation of their rates, facilities, etc., has been available prior to the listing in the following pages. Because the policies of these stations differ widely from accepted U. S. policies, the following should be borne in mind:

## **Wattage**

The given wattage of virtually all stations is subject to change. It seems apparent to the VARIETY RADIO DIRECTORY that the stations do not monitor their wattage as exactly as U. S. stations do, and that transmitter capacity largely determines maximum wattage.

## **Announcements**

Whereas U. S. stations simply classify "spot" announcements as "spot," or "chain-breaks," the South and Central American stations have a multitude of breakdowns. The major divisions in this multitude are as follows: (a) spot announcements in the accepted U. S. sense of the word; and (b) "classified" spot announcements, or announcements strung together verbally in the fashion of a newspaper classified advertising page. Other breakdowns are indicated in the individual station information as best possible.

## **Program Types**

To familiarize the reader with popular program types, each station was asked to submit a list of programs judged most popular on the basis of fan mail. When such lists were returned, the programs are noted in exact order of popularity.

## **Representation**

Exclusive representation, in the U. S. and Canadian sense, is apparently unknown to many Central and South American stations. The representatives designated for these stations are the ones they claim as their official sales people, although the representatives are prone to dispute over the matter.

## **Omissions**

Stations which failed to reply to questionnaires, or whose representatives had no suitable information, are omitted, *except on the maps. These omissions were not made in the interests of conserving space, but because there was a strong suspicion in many cases that the stations were no longer in operation.*

## **Miscellaneous**

Data on languages, area of nations, etc., precedes each nation.

# ARGENTINE

*Official language:* Spanish. *Money:* Peso. *Area:* 1,078,278 square miles. *Population:* 12,561,361. *Estimated number of receiving sets:* 1,000,000. *Tax or registration:* Sets are required to be registered at post office; no tax.

*Duty on transcriptions and records:* On phonograph discs up to 25 centimeters, the official valuation is 6.40 gold pesos per dozen, on which the duty is 25%, plus a surtax of 17%, making a total tax of 42%. On discs up to 30 centimeters, the official valuation is 9.60 gold pesos per dozen, and the rate of duty is the same. On discs over 30 centimeters, the official valuation is 12.80 gold pesos per dozen, rate of duty the same. On blank discs there is a reduction of 50% in the official valuation, making the duty one-half.

## LU2, BAHIA BLANCA

*Operator:* Radio Bahia Blanca. *Address:* Donado 25, Bahia Blanca. *Power:* 6,500 watts on 900 kc. *Affiliation:* Argentine Blue and White Network, including LRI, LRU, LRX, LT5, LU4, LU12, LT9, LV5, LV7, LT3 and LU2 (key station is long-wave LR1, with its affiliated short-wave stations LRU and LRX). *Opened:* Jan. 1, 1929.

*Owner-manager:* Camilo V. Bertorini. *Station manager:* Norberto Parenti. *Commercial manager, publicity director:* Aurelio Sueiro. *Program director:* M. Justiniano. *Musical director, artists bureau head:* Juan L. Cornejo.

*Rep:* Own offices at Florida 229, Buenos Aires. *News:* Obtained by own reporters from radio bulletins. *Merchandising:* Offer space in offices in Bahia Blanca for display purposes, and publicize programs by means of a loudspeaker-equipped automobile; services are free on long-term contracts. *Foreign language programs:* Accept English, French, Italian and German programs.

*Electrical transcriptions:* Have a library of 5,000 records of unspecified make. Turntables take records at 33 1/3 and 78 r.p.m. *Best programs:* Argentine native orchestras, singers of national Argentine songs, international classical orchestras, tenor soloists. *Artists bureau:* Yes; lists 84 artists.

*Rates:* Quarter-hour, 8 to 10 a.m., \$22; 10 to 11 a.m., \$25; 11 a.m. to noon, \$30; noon to 1.30 p.m., \$35; 1.30 to 2 p.m., \$30; 2 to 5 p.m., \$25; 5 to 6 p.m., \$30; 6 to 8 p.m., \$35; 8 to 10 p.m., \$40; 10 to 11 p.m., \$30. Fifteen quarter-hour programs earn 10% discount. Ten sentences of 10 words each, \$350 per month; 5 sentences of 20 words each, \$300; 10 sentences of 20 words each, \$500; 15 sentences of 20 words each, \$650; 20 sentences of 20 words each, \$750. Contracts for 3 or more months earn 10% discount.

*Copy restrictions:* All advertising must adhere strictly to the rules of the Argentine Radio Communication Law.

## LU7, BAHIA BLANCA

*Operator:* Julio & Gennari. *Address:* Sarimento 54, Bahia Blanca. *Power:* 5,000 watts on 1240 kc. *Affiliation:* Argentine Broadcasting Chain. *Opened:* 1932. (Note: The co-proprietor of LU7, D. Enrique Julio, is owner and manager of the newspaper *La Nueva Provincia*.)

*General director:* Nestor E. Julio. *Station manager:* G. Esmoris. *Chief engineer:* Norberto Parenti. *Publicity director:* E. Arguelles.

*Rep:* None. *News:* Taken from local paper, *La Nueva Provincia*. *Merchandising:* None. *Foreign language programs:* Not accepted.

*Electrical transcriptions:* Have RCA Victor and Odeon records; turntables take 33 1/3 and 78 r.p.m. *Best programs:* Popular Argentine music, popular Spanish music, classical music, and dramatic programs. *Artists bureau:* None.

*Rates:* Quarter-hour program, one time, \$25; half-hour, \$50; full hour, \$100. Quarter-hour daily for one month, \$400; half-hour, \$700; full hour, \$1,200. Five daily spot announcements, up to 20 words, \$100 per month; 15 daily spot announcements, \$240; 30 daily spot announcements, \$400; 50 daily spot announcements, \$540.

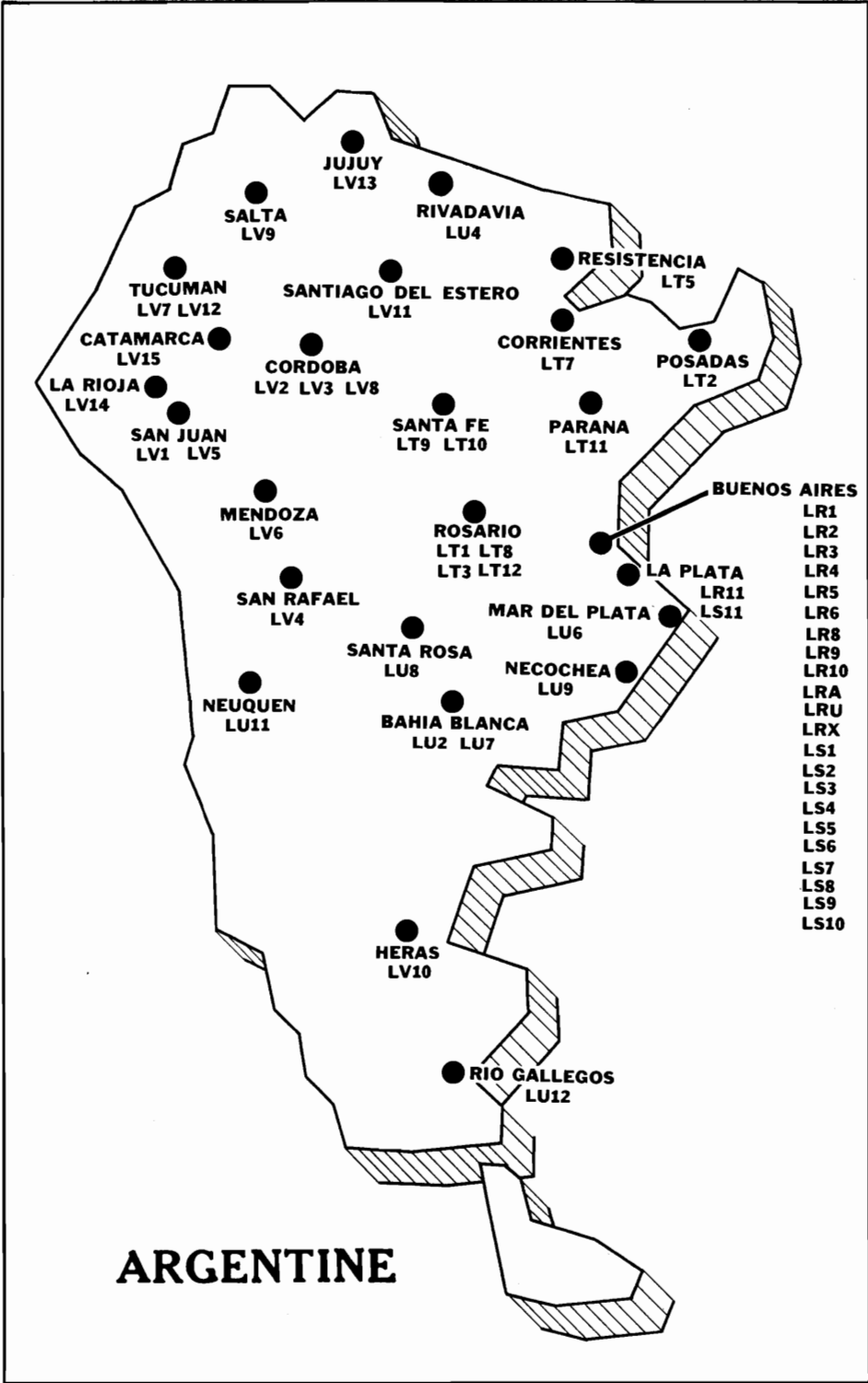
*Copy restrictions:* Commercials must not exceed 100 words.

## LR1-LRX-LRU, BUENOS AIRES

*Operator:* Editorial Haynes, Ltd. *Address:* Maipu 555, Buenos Aires. *Power:* LR1, 60,000 watts on 1070 kc; LRX, 7,000 watts on 9660 kc; LRU, 7,000 watts on 15,280 kc.

*Affiliation:* Cadena Azul y Blanca (the Blue and White Network). *Opened:* Nov. 29, 1935. (Note: Editorial Haynes, Ltd., also publish *El Mundo*, an illustrated daily, and *El Hogar* and *Mundo Argentino*, weeklies.)

**Note: Unless otherwise stated, all rates are in Argentine Pesos.**





## ARGENTINE STATIONS—Continued

*Rep:* Universal Publishers Representatives, Inc., 500 Fifth Ave., New York City; Editorial Haynes, Ltd., Aldwych House, Aldwych, London, W.C.1. *News:* Obtained from newspaper affiliate, *El Mundo*. *Merchandising:* No details given. *Foreign language programs:* Not accepted. (Short announcements in English and occasionally in French are made on opening and closing short-wave transmissions.)

*Electrical transcriptions:* Have turntables and recording equipment but policy is not to accept transcribed programs. *Best programs:* Tango music and singers, humor, radio theatre, musical variety. *Artists bureau:* None.

*Rates:* From 7 to 10:30 p.m. only half-hour programs accepted. Prices cover quarter-hour programs and are for a minimum of 2 programs a week of 15 minutes each, or their equivalent. Orders for programs under that minimum bear an overcharge of 20%. Eight to 11 a.m., \$60; 11 a.m. to 12 noon, \$120; 12 to 12:30 p.m., \$160; 12:30 to 1:30 p.m., \$180; 1:30 p.m. to 2 p.m., \$140; 2 to 2:30 p.m., \$100; 2:30 to 5 p.m., \$80; 5 to 6 p.m., \$120; 6 to 7 p.m., \$140; 7 to 8 p.m., \$160; 8 to 8:30 p.m., \$220; 8:30 to 10 p.m., \$250; 10 to 10:30 p.m., \$220; 10:30 to 11 p.m., \$150; 11 p.m. to midnight, \$100.

Rates quoted are for station time with advertiser's own program or with standard station programs (list of which will be furnished on request). Special charges made for special programs or special artists.

*Copy restrictions:* Accept alcoholic beverages; local regulations prohibit broadcasting medical lectures, advice on health, hygiene, therapeutics or disease prevention, medical or curative prescriptions and medicinal formulae. Between 7 and 10:30 p.m. only half-hour programs are accepted.

### LR2, BUENOS AIRES

*Operator:* Alfredo Schroeder. *Address:* Bolivar 1356. *Power:* 10,000 watts on 910 kc. *Affiliation:* None. *Opened:* 1924. (Note: This station is affiliated with LS2, Buenos Aires, operated by Teodoro Prieto, manager of this station. S. A. Radio Prieto also manufactures receiving sets, transmitters, dry and storage batteries).

*General manager:* Teodoro Prieto. *Commercial and artistic director:* Jose A. Zatzkin. *Chief engineer:* Enrique Windus. *Program director:* Roberto Gil. *Musical director:* Guillermo Bajadoni. *Publicity chief:* Alberto Armengol.

*Rep:* None. *News:* Obtained through own reporters. *Merchandising:* None. *Foreign*

*language programs:* Accept programs in any language.

*Electrical transcriptions:* Have 2,500 records of various make. Turntables take recordings at 33½ and 78 r.p.m. *Best programs:* Popular Argentine music, radio theatre, sports broadcasts. *Artists bureau:* None.

*Rates:* No information given.

*Copy restrictions:* None.

### LR3, BUENOS AIRES

*Operator:* Jaime Yankelevich. *Address:* Belgrano No. 1841, Buenos Aires. *Power:* 50,000 watts on 950 kc. *Affiliation:* Belgrano Network, including stations LT1, Rosario; LV3, Cordoba; LV1, San Juan; LV12, Tucuman; LV4, San Rafael; LU7, Bahia Blanca; LV10, Mendoza; LV11, Santiago del Estero; LT7, Corrientes. *Opened:* 1924.

*Owner, manager:* Jaime Yankelevich. *Station manager, chief engineer:* G. Guntsche. *Commercial manager:* Juan E. Cossio. *Program and musical director:* Raul H. Rosales. *Publicity director:* E. Puzio Rossi.

*Rep:* Fally Markus, 1560 Broadway, New York City. *News:* Andi and Havas agencies. *Merchandising:* None. *Foreign language programs:* Not accepted.

*Electrical transcriptions:* No recorded music broadcast. *Best programs:* Typical national music, radio theatre, jazz and classical music. *Artists bureau:* None.

*Rates:* Fourteen-minute program, one time, 9 to 11 a.m., \$100; one month, \$3,000; 11 a.m. to 12:30 p.m., one time, \$130; one month, \$3,900; 2 to 5 p.m., one time, \$150; one month, \$4,500; 5 to 8 p.m., one time, \$200; one month, \$6,000; 8 to 10:45 p.m., one time, \$350; one month, \$10,500; 10:30 p.m. to 1 a.m., one time, \$200; one month, \$6,000. One 20-word announcement, \$300 per month; 2 announcements, \$600; 3 announcements, \$900; 4 announcements, \$1,200; 5 announcements, \$1,500; 10 announcements, \$3,000 per month. One 10-word announcement, \$200 per month; 2 announcements, \$400; 3 announcements, \$600; 4 announcements, \$800; 5 announcements, \$1,000; 10 announcements, \$2,000. Daily announcement, live or recorded, of not more than 30 seconds, \$500 per month; 2 announcements, \$1,000; 3 announcements, \$1,500; 4 announcements, \$2,000; 5 announcements, \$2,500; 10 announcements, \$5,000 per month. Announcements, live or recorded, of not more than 30 seconds, \$20 each time. Prices quoted are for regular station programs; special programs carry no increased rate, but are subject to station approval and the regulations of the Post Office and Telegraph Department. *Rates for Belgrano Network:* Charges are total of each station's

## ARGENTINE STATIONS—Continued

rates, except during the following time segments, when there is an additional charge of \$150 per quarter-hour—10 to 11 a.m., 12.30 to 2 p.m., 4 to 5 p.m. and 8 to 10.45 p.m.

*Copy restrictions:* All copy must adhere to the regulations of radio communication of the Argentine Republic.

### LR4, BUENOS AIRES

*Operator:* Devoto & Gache, "Radio Splendid." *Address:* Calle Ayacucho 1556, Buenos Aires. *Power:* 15,000 watts on 990 kc. *Affiliation:* Key station of a chain, which operates on occasion, including stations in Rosario, Cordoba and Bahia Blanca. *Opened:* June 9, 1924.

*General managers:* Antonio C. Devoto, Benjamin Gache. *Commercial manager:* Benjamin Gache. *Chief engineer:* Cesar J. Guerrico. *Program director:* Federico Dupuy de Lome. *Musical director:* Miguel Raux-Deledicque. *Publicity director:* Antonio C. Devoto.

*Rep:* Conquest Alliance Co., Inc., New York City. *News:* Obtained from the daily *La Prensa*. *Merchandising:* None. *Foreign language programs:* Accept French, English and German programs, provided a portion of the broadcast is given in Spanish.

*Electrical transcriptions:* Use NBC The-saurus transcriptions when requested by advertiser. Turntables take recordings at 33½ and 78 r.p.m. *Best programs:* No list given. *Artists bureau:* None.

*Rates:* Fourteen minute programs, 8 to 11 a.m. and 3 to 5 p.m., \$70 each; 11 a.m. to 3 p.m. and 5 to 7 p.m., \$100; 7 to 11 p.m., \$200; 11 p.m. to sign off, \$100. Broadcasts with special programs subject to an extra proportional charge. Twenty-word announcements, 8 to 11 a.m. and 3 to 5 p.m., \$10 one time, \$150 per month; 11 a.m. to 3 p.m. and 5 to 7 p.m., \$15 one time, \$200 per month. Spot announcements not accepted after 7:30 p.m.

*Copy restrictions:* Accept alcoholic beverages and patent medicines. All copy must be in good taste.

### LR5, BUENOS AIRES

*Operator:* Radio Excelsior. *Address:* Av. de Mayo 821. *Power:* 33,000 watts on 830 kc. *Affiliation:* None, other than a chain arrangement with its subsidiary station, LT8, in Rosario, Argentine. *Opened:* 1922. (Note: Station is part of an organization exploiting advertising rights of most street car companies in the Argentine.)

*Managing proprietor:* A. B. Dougall. *Station manager:* Ing. Orzabal de la Quin-

tana. *Commercial manager:* E. W. Labbe. *Chief engineer:* David Graziani. *Program director:* J. Callino Rivero. *Musical director:* Ricardo Linares. *Publicity director:* I. Firmat Lamas.

*Rep:* Broadcasting Abroad, Ltd., 119 West 57th St., New York City. *News:* Obtained through local newspaper. *Merchandising:* No special department; assist in placing sponsor's product in local market, and cooperate with independent companies rendering such service. *Foreign language programs:* Programs accepted in any language, but all commercials must be given in Spanish.

*Electrical transcriptions:* Have 10,000 transcriptions and records, chiefly U. S. makes; RCA turntable, adjustable to 33½ and 78 r.p.m. *Best programs:* Tango music, orchestral and semi-classical music. *Artists bureau:* None.

*Rates:* Quarter-hour, 8 to 11 a.m., \$80; 11 a.m. to 12 noon, \$90; noon to 2 p.m., \$120; 2 to 7 p.m., \$90; 7 to 8 p.m., \$120; 8 to 10 p.m., \$200; 10 p.m. to midnight, \$150. (These rates are for LR5 only; rates for LR5 and LT8 in combination are quoted under LT8, Rosario, q.v.)

*Copy restrictions:* Commercials limited to 100 words apiece; no advertising which might reflect upon station's "credit, prestige and good taste."

### LR10, BUENOS AIRES

*Operator:* Radio Cultura Sociedad de Responsabilidad, Ltda. *Address:* Florida 570, Buenos Aires. *Power:* 15,000 watts on 790 kc. *Affiliation:* None. *Opened:* 1922.

*General manager, program and musical director:* G. Del Ponte. *Station manager:* C. Barral. *Commercial manager:* Alfredo L. Gregorio. *Chief engineer:* F. Guntche. *Publicity director:* G. Blanco.

*Rep:* None. *News:* None. *Merchandising:* None. *Foreign language programs:* Accept English, Italian, French and German programs, provided they are authorized by the Radio Communication Department.

*Electrical transcriptions:* Have a library of 5,000 records of unspecified make, and RCA turntable equipment. *Best programs:* Theatrical ensemble, native orchestras, jazz, male and female singers, lyrical singers. *Artists bureau:* None.

*Rates:* Daily quarter-hours, per month (30 broadcasts): 8 to 9 a.m., \$400; 9 to 10 a.m., \$500; 10 to 11 a.m., \$750; 11 a.m. to 12 noon, \$1,000; noon to 1.30 p.m., \$1,500; 1.30 to 2 p.m., \$1,000; 2 to 2.30 p.m., \$900; 2.30 to 5 p.m., \$750; 5 to 6 p.m., \$900; 6 to 6.30 p.m., \$1,000; 6.30 to 7 p.m., \$1,500; 7 to 8 p.m., \$1,700; 8 to 9.30 p.m., \$2,000; 9.30 to 10.30 p.m., \$1,500; 10.30 to 11 p.m., \$1,200; 11 to 11.30 p.m., \$1,000. Daily 10-word announcements, per month: one announce-

**RADIO**

**STAGE**

**SCREEN**

# ***VARIETY***

---

**A Trade Paper of International Reputation**

---

Maintaining its own news-  
gathering organization  
throughout the world

For more than thirty years the acknowledged  
authority of international show business



**\$6 the Year**

**15c the Copy**



**HOLLYWOOD**  
1708 N. Vine St.

**NEW YORK**  
154 W. 46th St.

**CHICAGO**  
54 W. Randolph

**LONDON**  
8 St. Martins Pl., Trafalgar Sq.

# The International Advertising an

For the American Film Colony

## DAILY VARIETY DAILY

NEWS OF THE SHOW WORLD  
Hollywood, California, Wednesday, May 23, 1934

Vol. 19 No. 69

5 Cents



### WB, PARSONS AND FIDLER SUED

#### UGETS FRESH \$1,000,000 BANKROLL—

New York, May 24.—Universal's bankroll was reinforced today with another \$1,000,000 from industry sources in addition to that recently obtained in London and here. The new financing provided for this year's production program. **Continued on page 2**

### WAGE AND HOUR BILL PASSES WITH CHILD FILM ACTORS EXEMPT

Washington, May 24.—Containing the so-called "Sulley" regulation amendment which assures Hollywood that federal regulations will not affect child players, the wage-hour legislation rolled through the house late today.

### PAT O'BRIEN IS CENTER OF 250G ACTION

Warner Brothers Pictures Inc. Pat O'Brien and Jerome Louella O'Parsons and Jerome Fidler are named defendants in a \$250,000 court action. The action is brought by Pat O'Brien's attorney, Sam Taylor. **Continued on page 2**

#### Mendish May Produce Pic Or a Legatee—

New York, May 24.—Burgess Mendish and Paul Lorenz may join in an independent film venture next season. While still in the discussion stage, the idea is fairly well worked out. The idea is also a change that Mendish will join Owen Maltz in producing a leg to be written by Maltz. Mendish is currently working on a European vacation next month for a European vacation next month. **Continued on page 2**

### JUDY GARLAND BADLY HURT IN WILSHIRE BLVD. AUTO CRASH

Judy Garland, Metro moppet singer, currently appearing in 'Love Finds Andy Hardy', received three broken ribs and a bruise on her forehead in an auto accident at Rimpau street in a Metro car driven by a chauffeur. **Continued on page 3**

### J. M. Schenck May Drop Zanuck Party Trick—

New York, May 24.—Joseph M. Schenck probably will not go to the party with the Zanuck party. Schenck is awaiting the arrival of Zanuck, who probably will be in the city after Zanuck's return from the coast after Schenck's return. It is expected that Schenck will be in the city after the arrival of the Metro picture producers. **Continued on page 2**

#### Yokel On Way Here To Make Crime Series—

New York, May 24.—Alex Kraskoff, New York film producer, has left for Hollywood to enter former production with Joe Brandt in Columbia picture and partner in Columbia picture 'Yokel on Way Here' in three weeks. The picture is expected to be released for Columbia release this week. **Continued on page 2**

### RKO REORG SPEED URGED AT MEET—

New York, May 24.—The RKO reorganization meeting was last night called to RKO's general counsel, to discuss the general reorganization of the company. The meeting was held at the RKO headquarters at 400 Madison street. **Continued on page 2**

### PLAN OKLAHOMA EXCHANGE LEVY—

Oklahoma City, May 24.—Council of motion picture exhibitors based in Oklahoma is planning a tax levy on film exchanges operating here. E. Knight, chairman of the council, said that the levy should be based on the value of the stock in the studio office. **Continued on page 2**

#### Myron Selznick Quits Chicago For Coast—

Chicago, May 24.—Myron Selznick left here tonight for the coast to join his brother-in-law, Charles Selznick, in his new production company. Selznick will remain here over the weekend, but will be in Beverly Hills offices by Monday. **Continued on page 2**

### KORDA WILL MAKE 3 QUOTA PICTURES FOR COL IN BRITAIN

London, May 24.—Alexander Korda will make three pictures for Columbia each costing \$300,000 to \$500,000. Arrangements are being conducted between Korda and Joe Selznick. **Continued on page 2**

### Prager Reaches Gotham After MC Contab—

New York, May 24.—Bernard Prager, former general manager for Leo Feist, Inc., succeeding Jack Beep, has returned to the city after being away for several weeks. **Continued on page 2**

#### Yesterday's Hits Big Flop On Release Big—

New York, May 24.—Several picture houses have reported that yesterday's hits were not as successful as expected. **Continued on page 2**

Previewed ALEXANDER'S BACTIME BAND (20th-Fox) Preview on page 3

PUBLISHED IN HOLLYWOOD CAL. AT 1708 NO. VINE STREET

Relationship between radio and television

RADIO SCREEN STAGE

Vol. 120 No. 11

PRICE 15¢

NEW YORK, WEDNESDAY, MAY 25, 1938 66 PAGES

MORE 'N' MORE RADIO GAMES

Nitery-Golf Cocktail Rough; Boosts Jobs

BUT NO. 1 GAME IS: 'WHO WAS FIRST?'

Fascists Ogle Canada Kibocycles As Means for No. American Propaganda

NBC's Jitter Ward

NBC Artists Service has been jitter ward in which...

Stunts and Idea Programs of All Kinds, but Many Carbon Copies—Multiply as the Sustaining Open Season Sets In

Map's Elastic Borders

WMCA, N. Y., is issuing what it terms Johnnie Steel's Map of foreign events...

Deal is reported under consideration whereby the Canadian Government will arrange for a greater number of foreign radio programs...

'BILLIES' IDEAS OF B.O.

That the hillbillies have been recorded since the days of brother Jack, is proof...

CONFLICTIONS

Audience-participating programs stunt, same and novelty shows are becoming so numerous...

SONG COS. SANS PROF'L DEPTS.?

A radical economy idea being talked over by music publishing executives is the elimination of the semi-honored 'professional' departments...

Color Mixing Held Cause for WPA Play Exiting in New York

Federal Theatre in New York has temporarily sidetracked its first production, because of alleged difficulty over color mixing and lighting...

'Mummy Case', Television's Equivalent Of 'Great Train Robbery', Shown in N. Y.

Television Warning

In connection with Variety's review printed here, it is pointed out that the RCA's inclusion of a public television hour...

Mysterious Mummy Case

It is reported that the mysterious mummy case which was found in the Egyptian desert...

Pass the Aspirin

Hollywood, May 24. During the studio stillbirths and American Legion conventions...

Nix Barley by Minsky

Harold Minsky turned down the proposition of putting on a play with middle-class characters...

PUBLISHED IN NEW YORK AT 154 WEST 46TH STREET WEEKLY in combination with the DAILY. \$12 (\$3 Additional for Foreign Postage) \$1 Additional for Foreign Postage



## ARGENTINE STATIONS—Continued

ment daily (30 monthly), \$60. Five daily announcements (150 monthly), \$280; 10 daily announcements (300 monthly), \$550; 15 daily announcements (450 monthly), \$800; 20 daily announcements (600 monthly), \$1,000.

*Copy restrictions:* Commercials must not exceed 100 words, and must be within the moral standards. Patent medicines must be approved by the Buenos Aires Board of Health.

### LS1, BUENOS AIRES

*Operator:* Municipalidad de Buenos Aires. *Address:* Viamonte 1160, Buenos Aires. *Power:* 75,000 watts on 710 kc. *Affiliation:* None. (Note: This station is municipally-owned). *Opened:* Rebuilt March, 1938.

*Director:* Teatro Colon. *Station and commercial manager, publicity director:* Olive-sky Hnos. *Chief engineer:* Raul Orzabal. *Program director:* Floro M. Ugarte. *Musical director:* Adolfo Sauze.

*Rep:* None. *News:* From *La Nacion*, metropolitan daily. *Merchandising:* None. *Foreign language programs:* Accept musical programs in any language, but commercials must be in Spanish.

*Electrical transcriptions:* Use RCA Victor, Odeon, Polydor and other records, have 2,500 records; turntables run at 33½ and 78 r.p.m. Also have a Kalee Indomitable sound-on-film projector. *Best programs:* Typical Argentine music and singers, folklore music, jazz, Viennese and international music, comic sketches, current events and classical music. *Artists bureau:* None.

*Rates:* Quarter-hour program, 8 to 10 a.m., \$50.00; 10 to 11 a.m., \$60.00; 11 a.m. to noon, \$100.00; noon to 12:30 p.m., \$150.00; 12:30 to 1:30 p.m., \$180.00; 1:30 to 2:30, \$130.00; 2:30 to 5 p.m., \$75; 5 to 6:30 p.m., \$100.00; 6:30 p.m. to 8 p.m., \$140.00; 8 to 8:30 p.m., \$220.00; 8:30 to 10 p.m., \$250.00; 10 to 10:30 p.m., \$220.00; 10:30 to 11 p.m., \$140.00; 11 p.m. to midnight, \$90.00; two broadcasts weekly minimum contract for quarter-hour programs; between 8 and 10 p.m. only half-hour broadcasts are taken. Spot announcements of one sentence, \$150.00 per month on an hourly schedule, except between noon and 2 p.m., and 7:30 to 10:30 p.m.

*Copy restrictions:* Accept patent medicines, except those for social diseases; no other restrictions on products or advertising except that it be in good taste, and commercials do not exceed 100 words.

### LS2, BUENOS AIRES

*Operator:* Teodoro Prieto. *Address:* Bolivar, 1356, Buenos Aires. *Power:* 30,000 watts on 1190 kc. *Affiliation:* None.

*Opened:* Dec. 19, 1925. (Note: Teodoro Prieto also manages LR2, Buenos Aires, and engages in the manufacture of receiving sets, transmitters, dry and storage batteries).

*General manager:* Teodoro Prieto. *Commercial and artistic director, artists bureau head:* Jose A. Zatzkin. *Chief engineer:* Enrique Windus. *Program director:* Enrique Schmidt. *Musical director:* Guillermo Bajadoni. *Publicity director:* Alberto Armengol.

*Rep:* None. *News:* Obtained through own reporters. *Merchandising:* None. *Foreign language programs:* Accept programs in any language.

*Electrical transcriptions:* Have 4,500 records of various make. Turntables take recordings at 33½ and 78 r.p.m. *Best programs:* Popular Argentine music, International music, particularly Spanish and Italian, radio theatre. *Artists bureau:* Yes; lists 220 artists.

*Rates:* No information given.

*Copy restrictions:* None.

### LS8, BUENOS AIRES

*Operator:* S. A. Stentor. *Address:* Florida 8, Buenos Aires. *Power:* 20,000 watts on 1230 kc. *Affiliation:* None.

*General manager, publicity director:* C. S. Prats. *Chief engineer:* G. E. Guntche. *Program director:* I. J. Odena. *Musical director:* F. Logiovine.

*Rep:* None. *News:* Obtained through local agency. *Merchandising:* None. *Foreign language programs:* Accept English, French, Italian and German programs.

*Electrical transcriptions:* Use RCA Victor and Odeon records. Turntables take records at 33½ and 78 r.p.m. *Best programs:* Plays adapted from novels, stories, etc., and comedy sketches. *Artists bureau:* None.

*Rates:* Prices quoted are for a quarter-hour, with or without studio program: 9 to 11 a.m., 2 to 6 p.m. and 10:30 p.m. to midnight, \$75; 11 a.m. to 2 p.m. and 6 to 10:30 p.m., \$125.

*Copy restrictions:* All copy must adhere to government rules and regulations.

### LV2, CORDOBA

*Operator:* Luis Maunier. *Address:* San Jeronimo 362. *Power:* 5,000 watts on 960 kc. *Affiliation:* Blue and White Network. formed and operated by Radio El Mundo, and consisting of LR1, LRU and LRX, of Buenos Aires (all owned by Radio El Mundo); LT3, Rosario; LU2, Bahia Blanca; LV7, Tucuman; LV5, San Juan; LT5, Re-

## ARGENTINE STATIONS—Continued

sistencia; LU4, Rivadavia; LU12, Rio Gallegos; LT9, Santa Fe. *Opened:* Oct., 1927.

*Proprietor and director:* Luis Maunier. *Station manager:* Isidoro L. Menta. *Commercial manager:* J. Menta. *Chief engineer:* G. Guntsche. *Program director:* E. Corte. *Musical director:* J. Gonzales Torres. *Publicity director:* E. Manetti.

*Rep:* None in the U. S.; in Buenos Aires: Blue and White Network, Florida 229, Office 616. *News:* Obtained from newspapers *Los Principios, Comercio & Tribunales, of Cordoba; El Mundo and Noticias Graficas, of Buenos Aires. Merchandising:* None. *Foreign language programs:* Not accepted.

*Electrical transcriptions:* None used. *Best programs:* No list available. *Artists bureau:* None.

*Rates:* None available; will be furnished advertisers on request.

*Copy restrictions:* Accept alcoholic beverages; patent medicines subject to approval. No political advertising. Government restrictions prohibit talks on hygiene, medicine, diseases or curative methods, etc.

(*Note:* This information was supplied by Universal Publishers Representatives, Inc., U. S. representative of Radio El Mundo, operators of the Blue and White Network, and not by the station direct.)

### LV3, CORDOBA

*Operator:* Ing. Alberto P. Brouard. *Address:* San Martin 74, Cordoba. *Power:* 2,500 watts on 620 kc. *Affiliation:* First Broadcasting Chain, comprising Radio Belgrano; Radio General San Martin, of Bahia Blanca; Rural Wheat Growers Radio, of Rosario; Radio Norte, of Santiago del Estero; Radio Aconquija, of Tucuman; Radio Roca, of Santa Fe; Radio Cuy, of Mendoza; Radio Atlantica, of Mar del Plata, Radio Chaco, of Chaco, and XXA8, short-wave from Montevideo. *Opened:* October, 1930.

*Owner and chief engineer:* Alberto P. Brouard. *Manager:* Marcelo Brouard. *Program and musical director:* Luis Martinez. *Publicity director:* F. Uranga.

*Rep:* Offices at Diagonal Roque Saenz Pena No. 501 and Federico Lacroze 1976, Buenos Aires, Argentine. *News:* Obtained from daily papers, *La Prensa, of Buenos Aires; La Capital, of Rosario, and Diario Cordoba, of Cordoba. Merchandising:* None. *Foreign language programs:* Not accepted.

*Electrical transcriptions:* Have large library of RCA Victor, Columbia, Polydor, Odeon and other records. Also have RCA turntables for any size record, at 33½ and 78 r.p.m. and Western Electric amplifiers. *Best programs:* Dance music, folklore, operettas, grand opera and concert music. *Artists bureau:* None.

*Rates:* One quarter-hour, \$40; 15 quarter-hours per month, \$550; daily quarter-hours for one month, \$1,000. All rates for larger time segments—half-hour and hour—are in direct proportion. Ten-word announcement, \$1.50 each time. No discounts of any kind—including agency—allowed.

*Copy restrictions:* Accept all alcoholic beverages. Patent medicine copy strictly censored for misleading or untruthful statements. Announcements must not exceed 100 words between musical selections.

### LS11, LA PLATA

*Operator:* Gobierno Provincia de Buenos Aires. *Address:* Pasaje Dardo Rocha, La Plata. *Power:* 30,000 watts on 1310 kc. *Affiliation:* None. *Opened:* 1937.

*Station manager, chief engineer:* Juan Pablo Arnaud.

This station is non-commercial; owned and operated by the provincial government of Buenos Aires.

### LT5, RESISTENCIA

*Operator:* Jose M. Noveri. *Address:* Radio Chaco, Resistencia. *Power:* 5,000 watts on 1080 kc. *Affiliation:* Frequently broadcast programs of El Mundo of Buenos Aires (key station of the Blue and White Network of Argentine), formed and operated by Radio El Mundo, and consisting of LR1, LRU and LRX of Buenos Aires (all owned by Radio El Mundo); LT3 Rosario; LU2, Bahia Blanca; LV7, Tucuman; LV5, San Juan; LU4, Rivadavia; LU12, Rio Gallegos; LT9, Santa Fe; LV2, Cordoba. *Opened:* Feb. 1, 1933. (*Note:* Jose M. Noveri is also a manufacturer.)

*Station head:* Jose M. Noveri. *Station manager:* Hermo Mino. *Commercial manager, publicity director:* Juan B. Sobrado. *Chief engineer:* Emilio Couto. *Program director:* Alberto Echeverria. *Musical director:* Luis Casamayor.

*Rep:* Manuel Valls, Pueyrredon 569, Buenos Aires. *News:* Obtained from local daily, *El Pueblo. Merchandising:* None. *Foreign language programs:* Radio regulations of the country prohibit such programs.

*Electrical transcriptions:* Have 6,000 records of various make, principally RCA Victor. Turntables take recordings at 33½ and 78 r.p.m. *Best programs:* Popular Argentine music, folk music and light classical music of northern Argentine and Paraguayan region, theatrical broadcasts, including singers. *Artists bureau:* None.

*Rates:* Programs at a fixed time: 10 quarter-hours per month, \$280; 20 per month, \$500; 30 per month, \$700. Ten half-hours



## ARGENTINE STATIONS—Continued

per month, \$500; 20 per month, \$900; 30 per month, \$1,200.

Announcements on a rotary schedule: 20 daily announcements of 5 words each, \$350 per month; 10 announcements of 10 words each, \$300; 5 announcements of 20 words each, \$250; 10 announcements of 20 words each, \$400; 15 announcements of 20 words each, \$550; 20 announcements of 20 words each, \$670. For fractions, 20% overcharge. Prices to be agreed upon for rebroadcasts.

*Copy restrictions:* All copy must adhere to the radio regulations of Argentine.

### LU12, RIO GALLEGOS

*Operator:* Cia. Broadcasting de la Patagonia S. A. *Address:* San Martin 50, Buenos Aires. *Power:* Will operate on 680 kc.; wattage not yet assigned. *Affiliation:* Blue and White Network, formed and operated by Radio El Mundo, and consisting of LR1, LRU and LRX, of Buenos Aires (all owned by Radio El Mundo); LT3, Rosario; LU2, Bahia Blanca; LV7, Tucuman; LV5, San Juan; LT5, Resistencia; LV2, Cordoba; LT9, Santa Fe; and LU4, Rivadavia (also owned by Cia. Broadcasting de la Patagonia S. A.).

(Note: At press time, this station had not yet begun to operate, hence no more specific data is available. The information given above was supplied by Universal Publishers Representatives, Inc., the U. S. representative of Radio El Mundo, operators of the Blue and White Network, and not by the station direct.)

### LU4, RIVADAVIA

*Operator:* Cia. Broadcasting de la Patagonia S. A. *Address:* San Martin 50, Buenos Aires. *Power:* Will operate on 640 kc.; wattage not yet assigned. *Affiliation:* Blue and White Network, formed and operated by Radio El Mundo, and consisting of LR1, LRU and LRX, of Buenos Aires (all owned by Radio El Mundo); LT3, Rosario; LU2, Bahia Blanca; LV7, Tucuman; LV5, San Juan; LT5, Resistencia; LT9, Santa Fe; and LU12, Rio Gallegos (also owned by Cia. Broadcasting de la Patagonia S. A.).

(Note: At press time, this station had not yet begun to operate, hence no more specific data is available. The information given above was supplied by Universal Publishers Representatives, Inc., U. S. representative of Radio El Mundo, operators of the Blue and White Network, and not by the station direct.)

### LT1, ROSARIO

*Operator:* Fernando Maliandi. *Address:* Cordoba 1169, Rosario. *Power:* 10,000 watts

on 780 kc. *Affiliation:* "Primera Cadena Argentina de Broadcastings" (First Argentine Broadcasting Chain), consisting of LR3 and CXA8, Buenos Aires; LV3, Cordoba; LU7, Bahia Blanca; LV10, Mendoza; LV1, San Juan; LV11, Santiago del Estero, and LT7, Corrientes. *Opened:* 1932.

*General director:* Fernando Maliandi. *Station manager:* Juven Ron. *Commercial manager:* Ernesto Adrian. *Chief engineer:* Guillermo Guntsche. *Program director:* A. Arias Sanz. *Musical director, artists bureau head:* Amadeo Maliandi. *Publicity director:* P. de Paoli.

*Rep:* None. *News:* Obtained from daily papers, *La Capital*, of Rosario, and *La Razon*, of Buenos Aires. *Merchandising:* None. *Foreign language programs:* Accept English, French, Italian, German and Portuguese programs.

*Electrical transcriptions:* Equipped to handle recordings at 33 $\frac{1}{3}$  and 78 r.p.m. *Best programs:* Radio theatre, symphony orchestra, typical orchestra and popular singers, pianists and instrumentalists. *Artists bureau:* Yes; lists 50 to 60 artists.

*Rates:* Quarter-hour, m\$*n.* 45; one announcement, up to 20 words, every other day, m\$*n.* 3 each time; 2 to 10 announcements, m\$*n.* 2 each. Rates quoted are for usual station programs; prices to be agreed upon for special broadcasts, lectures, etc. For broadcasts at stated hours, add 20%.

*Copy restrictions:* All copy must adhere to the rules and regulations of the General Department of Posts and Telegraphs of the Argentine Republic.

### LT8, ROSARIO

*Operator:* Radio Rosario. *Address:* Cordoba 1825, Rosario. *Power:* 250 watts on 840 kc. *Affiliation:* None, other than a chain arrangement with its affiliate station LR5, in Buenos Aires. *Opened:* Jan. 1, 1938. (Note: This station is part of an organization which exploits the advertising rights of most Argentine street companies.)

*Managing proprietor:* A. B. Dougall. *Station manager:* E. Anolles. *Commercial manager:* E. W. Labbe. *Chief engineer:* D. Graziani. *Program and musical director:* G. Funoll. *Publicity director:* V. Lisandi.

*Rep:* Broadcasting Abroad, Ltd., New York City. *News:* Obtained from local newspaper. *Merchandising:* No special department; assist in placing sponsor's product in local market, and cooperate with independent companies rendering such service. *Foreign language programs:* Accept programs in any language, but all commercials must be given in Spanish.

*Electrical transcriptions:* Have about 10,000 records, chiefly manufactured by U. S. concerns. Turntables take recordings at

## ARGENTINE STATIONS—Continued

33½ and 78 r.p.m. *Best programs:* Tango, orchestral and semi-classical music. *Artists bureau:* None.

*Rates* (for LT8 only): Quarter-hour, 8 to 11 a.m., \$20; 11 a.m. to 12 noon, \$30; noon to 2 p.m., \$50; 2 to 7 p.m., \$40; 7 to 8 p.m., \$50; 8 to 10 p.m., \$60; 10 p.m. to midnight, \$40. Announcements up to 20 words, \$2. For LT8 and LR5 combined: Quarter-hour, 8 to 11 a.m., \$90; 11 a.m. to 12 noon, \$100; noon to 2 p.m., \$160; 2 to 7 p.m., \$140; 7 to 8 p.m., \$160; 8 to 10 p.m., \$250; 10 p.m. to midnight, \$170.

*Copy restrictions:* Commercials limited to 100 words. No advertising which might reflect upon the station's "credit, prestige and good taste."

### LV5, SAN JUAN

*Operator:* Candido Rodriguez Vila & Co., Ltd. *Address:* Laprida 837, San Juan. *Power:* 5,000 watts on 1090 kc. *Affiliation:* Blue and White Network, formed and operated by Radio El Mundo, and consisting of LR1, LRU and LRX, of Buenos Aires (all owned by Radio El Mundo); LT3, Rosario; LU2, Bahia Blanca; LV7, Tucuman; LV2, Cordoba; LT5, Resistencia; LU4, Rivadavia; LU12, Rio Gallegos; LT9, Santa Fe. *Opened:* Aug. 2, 1928.

*Administrator, station manager, program director:* Candido Rodriguez Vila. *Commercial manager, publicity director:* R. Rodriguez. *Chief engineer:* J. Coulter. *Musical director:* Prof. A. Lores.

*Rep:* None in the U. S.; in Buenos Aires: Blue & White Network, Florida 229, Office 616. *News:* Obtained from Grafos Agency, Radio El Mundo and local newspapers. *Merchandising:* None. *Foreign language programs:* Not accepted.

*Electrical transcriptions:* Have 3,000 records of unspecified make; turntables take recordings at 33½ and 78 r.p.m. *Best programs:* No list available. *Artists bureau:* None.

*Rates:* None available; will be furnished advertisers on request.

*Copy restrictions:* Accept alcoholic beverages; patent medicines subject to approval. No political advertising. Government restriction prohibits talks on hygiene, medicine, diseases or curative methods, etc.

(**Note:** This information was supplied by Universal Publishers Representatives, Inc. U. S. representative of Radio El Mundo, operators of the Blue and White Network, and not by the station direct.)

### LT9, SANTA FE

*Operator:* Roca Hermanos & Cia. *Address:* Calle 9 de Julio 2823, Santa Fe. *Power:* 1,000 watts on 1200 kc. *Affiliation:*

Blue and White Network, formed and operated by Radio El Mundo, and consisting of LR1, LRU and LRX, of Buenos Aires (all owned by Radio El Mundo); LT3, Rosario; LV2, Cordoba; LU2, Bahia Blanca; LV7, Tucuman; LV5, San Juan; LT5, Resistencia; LU4, Rivadavia; LU12, Rio Gallegos. *Opened:* June 24, 1924. (Note: Roca & Co. also own a department store in the city of Santa Fe.)

*Co-proprietor and director:* Alfredo F. Roca. *Station manager:* Jose M. Perez. *Commercial manager:* Antonio Romera.

*Rep:* None in the U. S.; in Buenos Aires: Rosario & Parana (Entre Rios). *News:* Obtained from local papers and private news agency. *Merchandising:* None. *Foreign language programs:* Not accepted.

*Electrical transcriptions:* Use transcriptions and RCA Victor, Odeon, Columbia, Parlophon and Nacional records. Turntables take recordings at 33½ and 78 r.p.m. *Best programs:* No list available. *Artists bureau:* None.

*Rates:* None available; will be furnished advertisers on request.

*Copy restrictions:* Accept alcoholic beverages; patent medicines subject to approval. No political advertising. Government restrictions prohibit talks on hygiene, medicine, diseases or curative methods, etc.

(**Note:** This information was supplied by Universal Publishers Representatives, Inc., U. S. representative of Radio El Mundo, operators of the Blue and White Network, and not by the station direct.)

### LT10, SANTA FE

*Operator:* Broadcasting Universitaria Oficial. *Address:* Boulevard Pellegrini 2750. *Power:* 500 watts on 1320 kc. *Affiliation:* None. *Opened:* 1931.

*Station manager:* V. T. Rigonelli.

This station is non-commercial; owned by the National Sea Coast University.

### LV11, SANTIAGO DEL ESTERO

*Operator:* El Liberal Sociedad Anonima. *Address:* Calle Libertad 251. *Power:* 2,000 watts on 1170 kc. *Affiliation:* Belgrano Network, of which LR3, in Buenos Aires, is the key station. *Opened:* August 5, 1937.

(Note: This station is newspaper owned and operated by El Liberal.)

*Director:* Dr. Jose F. L. Castiglione. *Station manager:* Juan Skiba. *Commercial manager:* Sotero Perez. *Chief engineer:* Jose A. Spath. *Program director:* Irma Renzi. *Musical director:* Pedro Cinguerani. *Artists bureau heads:* Segundo Gennero, Frank Botter. *Publicity director:* Jesus M. Suarez.

*Rep:* None in the U. S.; Agencia Andi,

## ARGENTINE STATIONS—Continued

Calle Sarmiento 320, Buenos Aires. *News:* UP, Agencia Andi and own paper, *El Liberal*. *Merchandising:* Services rendered gratis. *Foreign language programs:* Not accepted.

*Electrical transcriptions:* Have RCA Victor, Odeon, Accort and other records. Turntables take recordings at 33½ and 78 r.p.m. *Best programs:* Tangos, folklore, classical music, jazz and waltzes. *Artists bureau:* Yes; lists about 30 artists.

*Rates:* Quarter-hour, on rotary basis, \$20; at fixed hour, \$25. Quarter-hour, daily for one month, on rotary basis, \$300; at fixed hour, \$400. One 20-word announcement daily, on rotary basis, \$40 per month; 2 announcements daily, \$70; 3 announcements daily, \$90; 5 announcements daily, \$120; 10 announcements daily, \$200; One 20-word announcement daily, at fixed hour, \$50 per month; 2 announcements daily, \$80; 3 announcements daily, \$100; 5 announcements daily, \$140; 10 announcements daily, \$240 per month. Single announcements, \$3 to \$5. For announcements up to 10 words, one-half of prices quoted; up to 40 words, double prices quoted. Agency commission, 20%.

*Copy restrictions:* All advertising must abide by the government rules and regulations.

### LV7, TUCUMAN

*Operator:* Munoz y Cia. *Address:* Mendoza 437, Tucuman. *Power:* 2,500 watts on 820 kc. *Affiliation:* Blue and White Net-

work, formed and operated by Radio El Mundo, and consisting of LRI, LRU and LRX, of Buenos Aires (all owned by Radio El Mundo); LT3, Rosario; LU2, Bahia Blanca; LV5, San Juan; LT5, Resistencia; LU4, Rivadavia; LU12, Rio Gallegos; LT9, Santa Fe; LV2, Cordoba. *Opened:* Nov. 25, 1928.

*Station and publicity director:* A. Munoz. *Commercial manager:* Julieta Carrer. *Program director:* A. M. Carrer. *Musical director:* Mario Cognato.

*Rep:* Broadcasting Abroad, Ltd., New York City. *News:* Obtained from daily *El Mundo* and local dailies. *Merchandising:* None. *Foreign language programs:* Accept English and Italian programs.

*Electrical transcriptions:* Have a library of musical records of various make (78 r.p.m.). Turntables take records at 33½ and 78 r.p.m. *Best programs:* Radio Theatre, typical orchestras, classical orchestras, popular singers and commentators. *Artists bureau:* None, but can supply talent on request.

*Rates:* Quarter-hour, 8 to 10 a.m., \$15; 10 to 11 a.m., \$18; 11 a.m. to noon, \$25; noon to 1 p.m., \$30; 4 to 6 p.m., \$15; 6 to 7 p.m., \$25; 7 to 9 p.m., \$30; 9 to 10 p.m., \$40. Price for announcements on rotary schedules (no fixed arrangement made): 30 a month, \$45; 60 a month, \$72; 90 a month, \$99.

*Copy restrictions:* None listed.

## BOLIVIA

*Official language:* Spanish. *Money:* Boliviano. *Area:* 506,467 square miles (subject to revision on settlement of disputed boundary line). *Population:* 3,170,807. *Estimated number of receiving sets:* 20,000. *Tax or registration:* None.

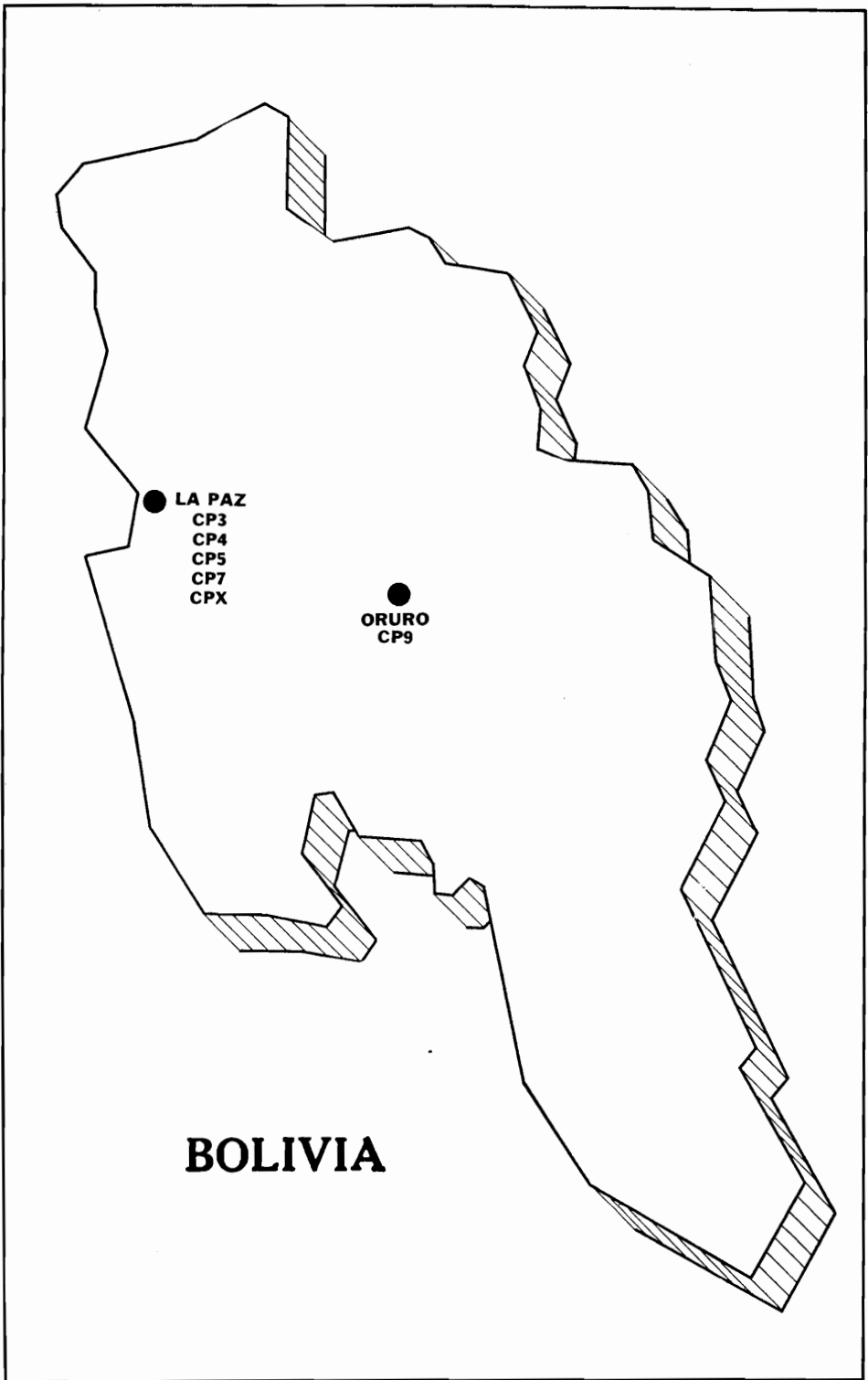
*Duty on transcriptions and records:* Discs, cylinders and other mediums for reproducing sounds on phonographs, talking machines, etc., except those intended for teaching languages, 1.50 bolivianos per legal kilo; surtax, 20% of basic duty; currency depreciation tax, 384% of basic duty. In addition, there is a tax of 10% ad valorem. Discs and cylinders of metal, cut or perforated for automatic or mechanical reproduction of music, 1.25 bolivianos per legal kilo; surtax, 20% of basic duty; currency depreciation tax, 384% of basic duty. Blank cylinders and discs, 10% ad valorem; surtax, 20% of basic duty; currency depreciation tax, 384% of basic duty.

### CPX-CP3, LA PAZ

*Operator:* Radio Nacional de Bolivia. *Address:* Comercio 423 or Casilla 596, La Paz. *Power:* CPX, 5,000 watts on 1350 kc; CP3, 500 watts on 6000 kc. *Affiliation:* None. *Opened:* CPX, 1929; CP3, 1936.

*General managers:* R. and E. Costas. *Station and commercial manager:* Rodolfo Costas. *Chief engineer:* Enrique Costas. *Program and musical director, artists bureau head:* H. Fernandez. *Publicity director:* G. Chavez.

**Note:** Unless otherwise stated, all rates are in Bolivianos.



## BOLIVIA STATIONS—Continued

*Reps:* Conquest Alliance Co., Inc., New York City; Broadcasting Abroad, Ltd., New York City; Pan American Radio Productions, Inc., 306-07 Postal Union Bldg., Hollywood, Calif. *News:* UP. *Merchandising:* None. *Foreign language programs:* Not accepted.

*Electrical transcriptions:* Use transcriptions and records manufactured by RCA, Radio Recordings, Inc., Decca, etc. Turntables take 10, 12 and 16 inch records at 33½ and 78 r.p.m. *Best programs:* Native music, popular songs, semi-classical music, comedy and dance music. *Artists bureau:* Yes; number of artists not listed.

*Rates:* One hour, 12 noon to 1:30 p.m., \$415; half-hour, \$242; quarter-hour, \$130; 5 minutes, \$52; one minute, \$12. One hour,

7 to 10 p.m., \$460; half-hour, \$265; quarter-hour, \$145; 5 minutes, \$57; one minute, \$13.50. One hour, 10 to 11:30 p.m., \$435; half-hour, \$255; quarter-hour, \$137.50; 5 minutes, \$55; one minute, \$12.75. *Discounts:* 5 to 10 times, 5%; 10 to 15, 10%; 15 to 20, 15%; 20 or more times, 20%. Five minutes daily for one month, 12 noon to 1:30 p.m., \$375; 7 to 10 p.m., \$420; 10 to 11:30 p.m., \$395. One minute daily for one month, 12 noon to 1:30 p.m., \$210; 7 to 10 p.m., \$230; 10 to 11:30 p.m., \$220. *Discounts:* More than one month and less than 3 months, 5%; more than 3 and less than 6, 10%; more than 6 and less than a year, 15%. *Agency commission,* 30%.

*Copy restrictions:* None.

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## BRAZIL

*Official language:* Portuguese. *Money:* Milreis. *Area:* 3,285,319 square miles. *Population:* 45,332,660. *Estimated number of receiving sets:* 400,000. *Tax or registration:* Law provides that sets are to be registered at Federal post and telegraph offices and a stamp tax of 2 milreis paid (as no penalty is provided for failure to comply, the law is virtually inoperative).

*Duty on transcriptions and records:* Blank discs, 6.270 milreis per legal kilo; with music on one side, 9.405 milreis; with music on both sides, 15.675 milreis. In addition, there is a surtax of 2% ad valorem, and an internal tax, as follows: Discs up to 20 centimeters, with music on one side, 0.110 milreis each; over 20 and up to 30 centimeters, 0.220 milreis; over 30 and up to 40 centimeters, 0.330 milreis; over 40 centimeters, 0.550 milreis. Discs up to 20 centimeters, with music on both sides, 0.220 milreis; over 20 and up to 30 centimeters, 0.440 milreis; over 30 and up to 40 centimeters, 0.660 milreis; over 40 centimeters, 1.100 milreis.

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### PRA4, BAHÍ (Ciudad do Salvador)

*Operator:* Radio Sociedade da Bahia, S. A. *Address:* Ciudad do Salvador, Bahia. *Power:* 10,000 watts on 740 kc. *Affiliation:* None. *Opened:* May, 1934.

*Manager and general department head:* Wilfred Ferreira. *Artists bureau head:* Pedro Jatoba.

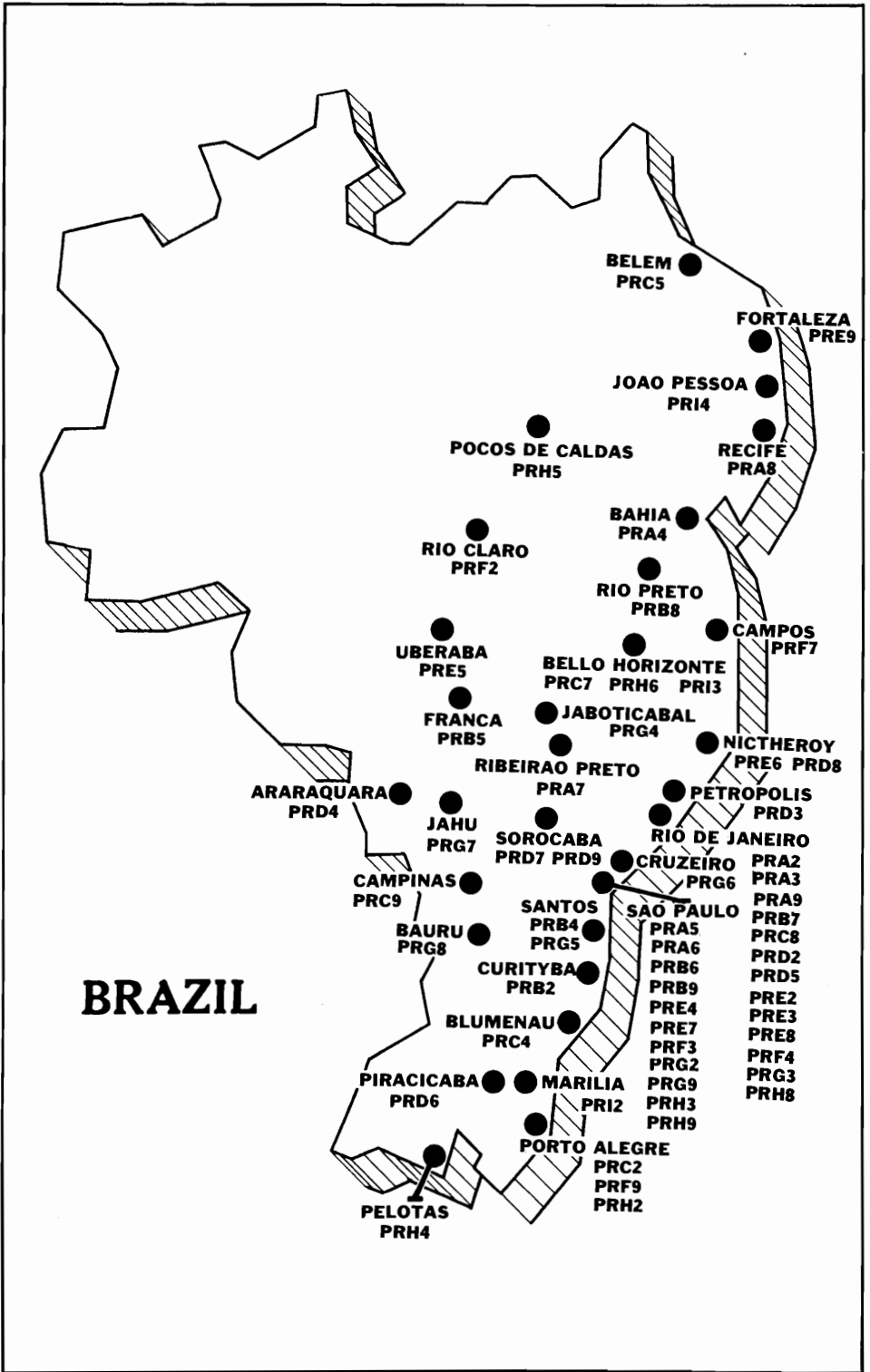
*Rep:* None. *News:* Obtained locally. *Merchandising:* None. *Foreign language programs:* Not accepted.

*Electrical transcriptions:* Have RCA Victor, Odeon, Telefunken and other records. Turntables take recordings at 33 1/3 and 78 r.p.m. *Best programs:* Popular songs and music, Brazilian waltzes, classical music. *Artists bureau:* Yes; lists 25 artists.

*Rates:* One hour, 10 a.m. to 12 noon, 400\$000; half-hour, 200\$000; quarter-hour, 100\$000. One hour, noon to 1 p.m., 600\$000; half-hour, 300\$000; quarter-hour, 150\$000. One hour, 1 to 2 p.m., 400\$000; half-hour, 200\$000; quarter-hour, 100\$000. One hour, 4 to 6 p.m., 600\$000; half-hour, 300\$000; quarter-hour, 150\$000. One hour, 6 to 7.30 p.m., 1:000\$000; half-hour, 500\$000; quarter-hour, 250\$000. One hour, 7.30 to 10.30 p.m., 1:250\$000; half-hour, 650\$000; quarter-hour, 330\$000. Twenty-word announcements 10 a.m. to 12 noon, one to 14 times per month, 10\$000 each time; 15 to 29 times, 9\$000; 30 or more times, 7\$000. Twenty-word announcements, noon to 1 p.m., one to 14 times per month, 15\$000 each time; 15 to 29 times, 14\$000; more than 30 times, 12\$000.

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**Note: Unless otherwise stated, all rates are in Milreis.**



## BRAZIL STATIONS—Continued

Twenty-word announcements, 1 to 2 p.m., one to 14 times, 10\$000; 15 to 29 times, 9\$000; more than 30 times, 7\$000. Twenty-word announcements, 4 to 6 p.m., one to 14 times, 15\$000; 15 to 29 times, 14\$000; more than 30 times, 12\$000. Twenty-word announcements, 6 to 7.30 p.m., one to 14 times, 25\$000; 15 to 29 times, 22\$000; more than 30 times, 20\$000. Twenty-word announcements, 7.30 to 10.30 p.m., one to 14 times, 30\$000; 15 to 29 times, 27\$000; more than 30 times, 24\$000. Twenty-word announcements, 10.30 to 11 p.m., one to 14 times per month, 22\$000 each time; 15 to 29 times, 20\$000; more than 30 times, 18\$000.

*Copy restrictions:* Accept alcoholic beverages and patent medicines; government regulations state that commercials must not exceed 20% of the program time devoted to music.

### PRC5, BELEM

*Operator:* Radio Clube do Para. *Address:* Trav. dos Jurunas, 479, Belem, Para. *Power:* 2,500 watts on 670 kc. *Affiliation:* None. *Opened:* Sept. 7, 1929.

*Station head and broadcast director:* Roberto Camelier. *Commercial manager:* Eriberto Pio Santos. *Program director:* Wandick Amanajas. *Musical director:* M. Guiaes Barros. *Publicity director:* A. Oscar Fernandes.

*Rep:* F. Pereira de Sousa & Filho, Rio de Janeiro, Brazil. *News:* Obtained from office of the Secretary of the State of Para, Department of Propaganda of Brazil. *Merchandising:* None. *Foreign language programs:* Accept programs in any language.

*Electrical transcriptions:* Turntables take records at 33½ and 78 r.p.m. *Best programs:* No list given. *Artists bureau:* None.

*Rates:* One announcement, one time, noon to 1:30 p.m. and 6 to 10 p.m., 10\$000; twice, 15\$000; 3 times, 20\$000. Announcements once in each daily program, noon to 1:30 p.m., 150\$000 per month; 6 to 10 p.m., 200\$000 per month. Announcements once in each program on alternate days, noon to 1:30 p.m., 80\$000 per month; 6 to 10 p.m., 120\$000 per month. Ten or more sentences daily (minimum, ten days), price is calculated at the rate of 3\$500 per sentence; for more than 10 days, at 3\$000 per sentence; both morning and evening hours. One hour, 330\$000; half-hour, 180\$000, quarter-hour, 100\$000. Rates include station time only. Contracts of 6 months or more earn 10% discount.

*Copy restrictions:* None listed.

### PRC9, CAMPINAS

*Operator:* Sociedade Radio Educadora De Campinas. *Address:* Rua Francisco Glycerio, 1316, Campinas. *Power:* 500 watts on 1170 kc. *Affiliation:* With Rede Verde-Amarella, PRB5, PRA7, PRD9, PRB4, PRB6, PRD3, PRD2, PRB3. *Opened:* November, 1933.

*Vice-president, chief engineer:* A. T. Pagano. *Station manager:* A. Nascimento. *Commercial manager:* F. Haddad. *Program director:* A. Sadeira. *Musical director:* M. Tullio. *Publicity director, artists bureau head:* M. B. Almeida.

*Rep:* Have representation in Sao Paulo and Rio de Janeiro. *News:* Carry social news, privately obtained. *Merchandising:* None listed. *Foreign language programs:* Accept English and Portuguese programs only.

*Electrical transcriptions:* Have library of 2,448 records made by Odeon, Victor and Telefunken; turntables take 78 and 33½ r.p.m. *Best programs:* Amateur hours, humor. *Artists bureau:* Yes; lists 24 artists.

*Rates:* One sentence of 15 words, daily, per month, between 10:30 a.m. and 1 p.m., 200\$000; between 5 and 5:30 p.m., 160\$000; between 5:30 and 6 p.m., 180\$000; between 6 and 6:45 p.m., 200\$000; between 7:30 and 9:30 p.m., 250\$000; between 10:30 and 11 p.m., 150\$000; for two sentences on same basis, add 20%; for three sentences on same basis, add 30%; for four sentences, add 40%; for five sentences, add 50%; for more than six sentences, add 60%. Quarter-hour, 10:30 a.m. to 1 p.m., 80\$000; 7:30 and 9:30 p.m., 250\$000; all other times, 50\$000. Three months contract earns 8% discount; six months, 15%; 12 months, 35%.

*Copy restrictions:* None listed.

### PRE9, FORTALEZA

*Operator:* Ceara Radio Club. *Address:* B. de Rio Branco 1172. *Power:* 2,000 watts on 1320 kc. *Affiliation:* None. *Opened:* 1931.

*Rep:* Conquest Alliance Co., Inc., New York City. *News:* No information available. *Merchandising:* No information available.

*Electrical transcriptions:* Equipped to handle recordings at 33½ and 78 r.p.m. *Best programs:* No information available. *Foreign language programs:* No information available.

*Rates:* One hour, 600\$000; half-hour, 350\$000; quarter-hour, 200\$000. Twenty-word announcements, 11:30 a.m. to 12:30 noon, 10\$000; 8 to 10 p.m. (Saturdays to 11 p.m.), 15\$000; 4 to 6 p.m. (Sundays only), 15\$000.

## BRAZIL STATIONS—Continued

*Copy restrictions:* No information available.

(This information was supplied by Conquest Alliance Co., Inc., and not by the station direct.)

### PRG7, JAHU

*Operator:* Radio Sociedade Jahuense. *Address:* Box 3, Jahu, Sao Paulo. *Power:* 500 watts on 1010 kc. *Affiliation:* Rede Verde-Amarella, totalling 13 Brazilian stations. *Opened:* Dec. 19, 1934.

*President:* U. N. Ferreira. *Station manager:* J. Quevedo. *Commercial manager:* J. J. Almeida. *Musical director and artists bureau head:* G. Leanza.

*Rep:* None. *News:* None. *Merchandising:* None. *Foreign language programs:* Accept Portuguese programs only. (Portuguese is national language of Brazil.)

*Electrical transcriptions:* Have 2,000 records of unspecified make. Turntables take standard size records at 33 $\frac{1}{3}$  and 78 r.p.m. *Best programs:* Popular and regional music. *Artists bureau:* Yes; number of artists not given.

*Rates:* Quarter-hour, with records, one time, 100\$000; 10 times, 70\$000 each; 15 times, 60\$000 each; 30 times, 50\$000 each. Half-hour, with records, one time, 180\$000; 10 times, 130\$000 each; 15 times, 110\$000 each; 30 times, 90\$000 each. Programs, with orchestra (national or regional music), add 30% to foregoing prices.

One 20-word announcement, 10\$000; 5 announcements, 40\$000; 10 announcements, 70\$000; 15 announcements, 90\$000. Announcements up to 20 words, on basis of 30 times per month, 4\$500 each; 60 times, 4\$000; 90 times, 3\$700; 120 times, 3\$400; 150 times, 3\$200; 180 times, 3\$000; 300 times, 2\$800; 450 times, 2\$600; 600 times, 2\$400. Words up to 3 letters not counted; announcements up to 10 words, 30% discount. Three-month contracts earn 10% discount; six-month, 20%; one year, 25%.

*Copy restrictions:* None, other than regulations governing political, religious and moral matters.

### PR12, MARILIA

*Operator:* Radio Club de Marilia. *Address:* Caixa Postal 326, Marilia. *Power:* 1,000 watts on 1090 kc. *Affiliation:* None. *Opened:* June 22, 1936.

*Director, commercial manager:* Oscar Moraes Barros. *Station manager and publicity director:* Dr. Sylvio Ache. *Chief engineer:* Leopoldino B. Junior. *Program director:* Raul Brunini Junior. *Musical director:* Joao Amaral.

*Rep:* None. *News:* None. *Merchandising:* None. *Foreign language programs:* Not accepted.

*Electrical transcriptions:* Use RCA Vic-

tor, Columbia, Odeon, Polydor, Telefunken and other records. Turntables take recordings at 33 $\frac{1}{3}$  and 78 r.p.m. *Best programs:* Brazilian and international music, children's programs, chamber music, regional music. *Artists bureau:* None.

*Rates:* Announcements, up to 20 words, 9 a.m. to 2 p.m. and 5 to 11 p.m.—up to 30 times, 4\$000 each time; up to 60 times, 3\$800 each time; up to 90 times, 3\$700 each time; up to 120 times, 3\$600 each time; up to 180 times, 3\$500 each time; up to 300 times, 3\$400 each time; up to 600 times, 3\$334 each time. For announcements at a specified time, add 10%. Quarter-hours, 10.30 a.m. to 1 p.m. and 5 to 11 p.m.—one time, 120\$000; up to 4 times, 110\$000 each time; up to 8 times, 100\$000 each time; up to 12 times, 80\$000 each time; up to 16 times, 70\$000 each time.

*Copy restrictions:* None listed.

### PRC2, PORTO ALEGRE

*Operator:* Sociedade Anonyma. *Address:* Rio Grande do Sul, Porto Alegre. *Power:* 5,000 watts on 680 kc. *Affiliation:* Confederacao Brasileira de Radiodifusao, Rio de Janeiro. *Opened:* 1927.

*Operator:* J. Oswaldo Rentzsch. *Director:* Luiz de Carvalho Bastos.

*Rep:* None. *News:* None. *Merchandising:* None. *Foreign language programs:* Station states a recent decree of Minister of the Interior prohibits such programs.

*Electrical transcriptions:* Use RCA Victor records. Turntables take any type recording. *Best programs:* No list given. *Artists bureau:* Yes; number of artists varies.

*Rates:* Twenty-word announcements, 11 a.m. to 12 noon, 5\$000; noon to 2 p.m., 10\$000; 2 to 6.45 p.m., 5\$000; 7.30 to 11 p.m., 12\$000. Quarter-hour, 11 a.m. to 12 noon, 80\$000; noon to 2 p.m., 120\$000; 2 to 6.45 p.m., 80\$000; 7.30 to 11 p.m., 150\$000. Half-hour, 11 a.m. to 12 noon, 150\$000; noon to 2 p.m., 240\$000; 2 to 6.45 p.m., 150\$000; 7.30 to 11 p.m., 300\$000. Discounts on 10-month contracts up to 5:00\$, 10%; more than 10:00\$, 15%; more than 20:00\$, 20%. Twelve-month contracts for announcements at any hour (no discounts); 5,000 words, 2:500\$000; 10,000 words, 4:500\$000; 20,000 words, 8:000\$000.

*Copy restrictions:* None.

### PRF9, PORTO ALEGRE

*Operator:* Radio Difusora Alegrense. *Address:* Sequeira de Campos 1221, Porto Alegre. *Power:* 5,000 watts on 570 kc. *Affiliation:* None. *Opened:* Oct. 27, 1934.

*President:* Arthur Pizoli. *Station and*



## BRAZIL STATIONS—Continued

*commercial manager, publicity director:* Henrique J. Pereira. *Chief engineer:* Lourival Ancantara. *Program and musical director:* Nelson Lanca.

*Rep:* None. *News:* National Telegraphic Agency. *Merchandising:* Though no such services have been rendered to date, would undertake to do so at actual cost. *Foreign language programs:* Accept Italian and English programs.

*Electrical transcriptions:* None. *Best programs:* Musical programs. *Artists bureau:* None.

*Rates:* No information given.

*Copy restrictions:* None.

### PRAS8, RECIFE

*Operator:* Radio Club Pernambuco. *Address:* Recife. *Power:* 25,000 watts on 730 and 6040 kc. *Affiliation:* None. *Opened:* 1922.

*Rep:* Conquest Alliance Co., Inc., New York City. *News, merchandising and foreign language programs:* No information available.

*Electrical transcriptions:* Equipped to handle recordings at 33½ and 78 r.p.m. *Best programs and artists bureau:* No information available.

*Rates:* One hour, 7 a.m. to 6 p.m., 650\$000; half-hour, 350\$000; quarter-hour, 200\$000. One hour, 6 p.m. to midnight, 1:000\$000; half-hour, 650\$000; quarter-hour, 350\$000. One-minute announcements (100 words) per month: daily, 7 to 11 a.m. and 2 to 5 p.m., 300\$000; alternate days, 225\$000; every other week day, 200\$000. Daily, 11 a.m. to 1 p.m. and 11 p.m. to midnight, 600\$000; alternate days, 450\$000; every other week day, 400\$000. Daily 5 to 7 p.m. and 10 to 11 p.m., 900\$000; alternate days, 675\$000; every other week day, 600\$000. Daily, 7 to 10 p.m., 1:800\$000; alternate days, 1:350\$000; every other week day, 1:200\$000. Artists' services not included in above rates.

*Copy restrictions:* Electrical transcriptions and recorded music must be announced as such. Government regulations stipulates that no more than 10% of program time (quarter-hour or longer) be devoted to commercials; commercials must be distributed throughout the program, and each must not exceed one minute. Continuous repetition of slogans prohibited. All programs and copy subject to station approval.

(This information was supplied by Conquest Alliance Co., Inc., and not by the station direct.)

### PRA7, RIBEIRAO PRETO

*Operator:* Radio Club de Ribeirao Preto. *Address:* Rua Tybirica 26, Ribeirao Preto,

Sao Paulo. *Power:* 1,000 watts on 670 kc. *Affiliation:* Green and Yellow Network. *Opened:* Nov. 10, 1925. (Note: The owners of this station, Louzada, Bueno & Cia., also own stations PRB8, PRG4 and PRH7).

*Director:* J. C. Louzada. *Station manager:* F. Paulo. *Commercial manager:* Accacio Silweira. *Chief engineer:* Jose da Silva Bueno. *Program director, artists bureau head:* Edu Carvallio. *Musical director:* Jose Gumerato. *Publicity director:* Sebastiao Porto.

*Rep:* Have representatives in Rio de Janeiro and Sao Paulo; none in the U. S. *News:* Obtained from various sources. *Merchandising:* None. *Foreign language programs:* Accept English, French and Italian programs.

*Electrical transcriptions:* Have 4,000 records of various make. Turntables take 10 and 12-inch recordings at 33½ and 78 r.p.m. *Best programs:* No list given. *Artists bureau:* Yes; lists 28 artists.

*Rates:* Quarter-hour, one time, 10.30 a.m. to 1 p.m. and 5 to 11 p.m., 140\$000; quarter-hour up to 4 times per month, 130\$000 each time; up to 8 times per month, 120\$000 each time; up to 12 times per month, 100\$000 each time; up to 16 times per month, 90\$000 each time. Twenty-word announcements up to 30 times per month, 10.30 a.m. to 1 p.m. and 5 to 11 p.m., 6\$000 each time; up to 60 times per month, 5\$800; up to 120 times, 5\$4000 each time; up to 150 times, 5\$200 each time; up to 180 times, 5\$000 each time; up to 300 times, 4\$800 each time; up to 450 times, 4\$600 each time; up to 600 times per month, 4\$400 each time. Words up to 3 letters not counted; name of product, place and advertiser counted as one word each. Contracts for 3 months earn 10% discount; 6 months, 20%.

*Copy restrictions:* None.

### PRA3, RIO DE JANEIRO

*Operator:* Radio Club do Brasil. *Address:* R. Bethencourt da Silva, 21-30. *Power:* 10,000 watts on 860 kc. *Affiliation:* None. (Management, co-operating with Conquest Alliance Co. will undertake to organize, at cost, any hookup desired). *Opened:* Jan. 6, 1924.

*President:* Dr. Raul Faria. *Commercial manager:* Isidoro E. Kohn. *Chief engineer:* Major W. A. M. Vasconcellos. *Program director:* Gluckman Arnold. *Publicity director:* O. Forin.

*Rep:* Conquest Alliance Co., Inc., New York City. *News:* None. *Merchandising:*

## BRAZIL STATIONS—Continued

None. *Foreign language programs:* Accept programs in any language.

*Electrical transcriptions:* Have General Electric sound reproducing system, double turntables for recordings at 33½ and 78 r.p.m. *Best programs:* No list given. *Artists bureau:* None; will furnish lists of talent on request.

*Rates:* One hour, 7:30 a.m. to noon, 650\$000; noon to 6 p.m., 800\$000; 6 to 8 p.m., 9 p.m. to midnight, and Sundays, 1:000\$000; 8 to 9 p.m., 1:600\$000. Half-hour, 7:30 a.m. to noon, 350\$000; noon to 6 p.m., 450\$000; 6 to 8 p.m., 9 p.m. to midnight, and Sundays, 600\$000; 8 to 9 p.m., 900\$000. Quarter-hour, 7:30 a.m. to noon, 200\$000; noon to 6 p.m., 250\$000; 6 to 8 p.m., 9 p.m. to midnight, and Sundays, 350\$000; 8 to 9 p.m., 500\$000. One-minute announcements, 7:30 to 10 a.m., 5 or more times, 16\$000; noon to 2 p.m., and 11 p.m. to midnight, 40\$000; 2 to 6 p.m., 20\$000; 6 to 7 p.m. and 10 to 11 p.m., 60\$000; 7 to 7:30 p.m. and 9 to 10 p.m., 80\$000; 8 to 9 p.m., 120\$000. Six-month contract for announcements earns 10% discount. Artists' services not included in above rates. Minimum time sold: 20 words.

*Copy restrictions:* Brazilian law restricts commercials to 10% of contracted time on programs of 15 or more minutes. Commercials must be distributed throughout the program, with each limited to one minute. Continuous repetition of slogans not permitted. All copy subject to station approval.

### PRA9, RIO DE JANEIRO

*Operator:* Radio Sociedade Mayrink Veiga. *Address:* Rua Mayrink Veiga 15, Rio de Janeiro. *Power:* 20,000 watts on 1220 kc. *Affiliation:* None. *Opened:* Jan. 20, 1926.

*President:* A. Mayrink Veiga. *Station and commercial manager:* Edmar Machado. *Chief engineer:* E. B. Lacerda. *Program and musical director, artists bureau head:* Cesar Ladeira.

*Rep:* None. *News:* UP, Agencia Brasileira, Agencia Nacional. *Merchandising:* None. *Foreign language programs:* Not accepted.

*Electrical transcriptions:* Equipped to handle lateral cut recordings at 33½ and 78 r.p.m. *Best programs:* Radio theatre, novelty programs, singers, popular and concert orchestras, commentators, comedy. *Artists bureau:* Yes; lists 63 artists.

*Rates:* Half-hour, up to 6 p.m., 650\$000; after 6 p.m., 1,000\$000. Quarter-hour, up to 6 p.m., 380\$000; after 6 p.m., 600\$000. Twenty-word announcements, up to 6 p.m., 20\$000; after 6 p.m., 50\$000.

*Copy restrictions:* All advertising must be in Portuguese. Commercials limited to

60 seconds each and time devoted to them must not exceed 20% of the program.

### PRCS, RIO DE JANEIRO

*Operator:* Radio Sociedade Guanabara. *Address:* Rua 10 de Marco 123, Rio de Janeiro. *Power:* 75,000 watts on 1360 kc. *Affiliation:* None. *Opened:* 1932.

*President:* G. Manes. *Station and commercial manager, program, musical and publicity director:* Alberto Manes. *Chief engineer:* Guilheme Manes.

*Rep:* None. *News:* None. *Merchandising:* None. *Foreign language programs:* Not accepted.

*Electrical transcriptions:* Equipped to handle recordings at 33½ and 78 r.p.m. *Best programs:* No list given. *Artists bureau:* Yes; number of artists not given.

*Rates:* No information given.

*Copy restrictions:* None.

### PRE2, RIO DE JANEIRO

*Operator:* Radio Vera Cruz, S. A. *Address:* Rua Buenos Aires 168, Rio de Janeiro. *Power:* 5,000 watts on 1430 kc. *Affiliation:* None. *Opened:* June 22, 1937.

*President:* Dr. Placido de Mello. *Commercial manager:* Paulo Rodriguez Alves. *Chief engineer:* Dr. Adherna de C. Joheire. *Program director:* Paulo Bevilsequa. *Publicity director:* Alberto G. de Souza.

*Rep:* None. *News:* None. *Merchandising:* None. *Foreign language programs:* Not accepted.

*Electrical transcriptions:* Equipped to handle recordings at 78 r.p.m. *Best programs:* No list given. *Artists bureau:* None.

*Rates:* No information given.

*Copy restrictions:* None.

### PRH8, RIO DE JANEIRO

*Operator:* Radio Ipanema. *Address:* (office) Av. Rio Branco, 190, Rio de Janeiro. *Power:* 7,500 watts on 1130 kc. *Affiliation:* None. *Opened:* June 4, 1934.

*President:* Francisco Xavier Filho. *Commercial manager:* Jose da Motta E. Silva. *Chief engineer:* N. Xavier de Araujo. *Program director:* Antonio Gomez. *Musical director:* Maestro Gluckman. *Publicity director:* Tullio Gracindo.

*Rep:* None. *News:* Obtained from local papers. *Merchandising:* None. *Foreign language programs:* Accept programs in any language.

*Electrical transcriptions:* Use RCA Victor, Polydor, Telefunken and other records. Turntables take any type recording at 33½ and 78 r.p.m. *Best programs:* Argentine programs (tangos, rancheras, Argentine songs, etc.), orchestral programs. *Artists bureau:* None.

*Rates:* No information given.

*Copy restrictions:* Commercials must not exceed 20% of program time. All copy subject to government regulations.

## BRAZIL STATIONS—Continued

### PRB8, RIO PRETO

*Operator:* Radio Rio Preto, S. A. (Louzada, Bueno & Cia.). *Address:* Rua Siqueira Campos 1308, Rio Preto, S. Paulo. *Power:* 1,000 watts on 690 kc. *Affiliation:* This station is affiliated with PRG4, of Jaboticabal, PRA7 and PRH7, of Ribeirao Preto, also controlled by Louzada, Bueno & Cia. *Opened:* Dec. 1, 1936.

*Station head:* J. C. Louzada. *Station manager:* J. Camargo. *Commercial manager, publicity director:* Andrassy Ribeiro. *Chief engineer:* Jose da Silva Bueno. *Program director, artists bureau head:* Alceu C. Ailveira. *Musical director:* Prof. Ranzini.

*Rep:* None in the U. S.; in Sao Paulo: Nester Macedo, Caica Postal 247, Edificio Mantinelli; in Rio de Janeiro: Alcen N. Fonseca, Caica Postal 3098, Rua Alfandaga 41. *News:* Obtained from domestic and foreign commercial bulletins and exchange reporter. *Merchandising:* None. *Foreign language programs:* Accept Italian, French, Portuguese and English programs.

*Electrical transcriptions:* Have 2,482 records of various make, 10 and 12-inch, at 33½ and 78 r.p.m. *Best programs:* Popular music, humor, national songs. *Artists bureau:* Yes; lists 15 artists.

*Rates:* Quarter-hour, one time, 140\$000; quarter-hour up to 4 times a month, 130\$000 each time; up to 8 times, 120\$000; up to 12 times, 100\$000; up to 16 times, 90\$000. Twenty-word announcements, up to 30 times a month, 6\$000 each time; up to 60 times, 5\$800; up to 90 times, 5\$600; up to 120 times, 5\$400; up to 150 times, 5\$200; up to 180 times, 5\$000; up to 300 times, 4\$800; up to 450 times, 4\$600; up to 600 times, 4\$400. For announcements at stated times, add 10%. Contracts for 3 months earn 10% discount; 6 months, 20% discount.

*Copy restrictions:* None.

### PRG5, SANTOS

*Operator:* Sociedade Radio Atlantica. *Address:* Rua 15 de Novembro N. 10, Santos, Sao Paulo. *Power:* 3,000 watts on 720 kc. *Affiliation:* None. *Opened:* 1934.

*President and chief engineer:* Carlos Baccarat. *Station manager:* J. Mello. *Commercial manager:* J. L. Baccarat. *Program director:* V. Leporace. *Musical director:* Antonio Mazagao. *Artists bureau head:* V. Leporace and Antonio Mazagao. *Publicity director:* E. S. Pinto.

*Rep:* Organizacao Publicitas, Sao Paulo; A. Fonseca, P. O. Box 3098, Rio de Janeiro. *News:* Obtained via local paper, *Tribuna*. *Merchandising:* Distribute pamphlets and samples of advertisers' products, and contact dealers by phone; all services ren-

dered at cost. *Foreign language programs:* Accept programs in any language.

*Electrical transcriptions:* Have 8,000 transcriptions and records of various makes, including RCA, Brunswick, Decca, Perfect, Columbia, English Parlophon, Odeon, Telefunken, etc. Turntables take records up to 24 inches, at 33½ and 78 r.p.m. *Best programs:* Liars Club, Radio Theatre of the Air. *Artists bureau:* Yes; lists 38 artists.

*Rates:* Quarter-hour studio program, before 6 p.m., \$375; after 6 p.m., \$400. Recorded quarter-hour program before 6 p.m., \$300; after 6 p.m., \$375. Spot announcement, 30 words, before 6 p.m., \$20; after 6 p.m., \$35.

*Copy restrictions:* None, other than limiting commercials to 120 seconds during the day, 60 seconds at night.

### PRA5, SAO PAULO

*Operator:* Radio Sao Paulo. *Address:* Rua 7 de Abril 39, Sao Paulo. *Power:* 10,000 watts on 1260 kc. *Affiliation:* State key station for the National Brazilian Hour, broadcast to 25 other stations daily, 6:45 to 7:30 p.m. *Opened:* June, 1924.

*Director:* J. B. Amaral. *Station manager:* A. Toledo Passos. *Commercial manager:* Pedro Santoro. *Chief engineer:* Engo Carlos Monaco. *Program director:* Gabriel Migliore. *Musical director:* Luiz Schiavo. *Artists bureau head:* Theodorico Soares. *Publicity director:* J. F. Fontes.

*Rep:* None. *News:* UP and Havas Agency service from local paper, *O Estado de S. Paulo*. *Merchandising:* None. *Foreign language programs:* Accept French and Italian programs.

*Electrical transcriptions:* Have records only, totalling 14,193 selections, at 33½ and 78 r.p.m. *Best programs:* Dramatic programs, Italian Hour, Alarm Clock programs. *Artists bureau:* Yes; lists 58 artists.

*Rates:* Quarter-hour, 3 to 6 months, 500\$000 for studio program; 400\$000 for recorded program. Quarter-hour, 6 to 12 months, 400\$000 for studio program; 320\$000 for recorded program. Half-hour, 3 to 6 months, 900\$000 for studio program; 720\$000 for recorded program. Half-hour, 6 to 12 months, 720\$000 for studio program; 580\$000 for recorded program. Spot announcement of 25 words: 7 to 11 a.m., 10\$000; 2 to 6 p.m., and 11 p.m. to midnight, 15\$000; 11 a.m. to 2 p.m., and 6 to 7 p.m., 20\$000; 7 to 11 p.m., 30\$000.

*Copy restrictions:* All advertising must adhere to laws of the country which prohibit "broadcasts of immoral subjects."

### PRB9, SAO PAULO

*Operator:* Paulo M. Carvalho. *Address:* Praca da Republica, 15, Sao Paulo. *Power:*

## BRAZIL STATIONS—Continued

20,000 watts on 1000 kc. *Affiliation:* None. *Opened:* June 11, 1932.

*Owner, station manager:* Paulo M. Carvalho. *Commercial manager, publicity director:* Teofilo A. Sa. *Chief engineer:* Nicomedes Oliveira. *Program and musical director:* Otavio Gabus Mendes. *Artists bureau head:* Raul Gama Duarte.

*Rep:* None in the U. S.; Pedro Marinho, Natal Hotel, Rua Alvaro Alvim, in Rio de Janeiro. *News:* Obtained through own reporters. *Merchandising:* No special service; will cooperate with advertisers, if length of contract warrants, without charge. *Foreign language programs:* Accept programs in any language, but commercials must be given in Portuguese.

*Electrical transcriptions:* Have 4 turntables, one at 33½ r.p.m., 3 at 78 r.p.m. *Best programs:* Police serials, humor, Brazilian music, American music, radio theatre, Italian music and sports broadcasts. *Artists bureau:* Yes; lists 12 artists.

*Rates:* Half-hour, 800\$000; quarter-hour, 450\$000. Ten-word announcements, 8:30 to 9:30 a.m., 2 to 10 days a month, 12\$000; more than 10 days a month, 10\$000; for 3 months, 8\$000; 6 months, 5\$000. Ten-word announcements, 11 a.m. to 12 noon, 2 to 10 days a month, 15\$000; more than 10 days a month, 12\$000; for 3 months, 10\$000; 6 months, 8\$000. Ten-word announcements, 12 noon to 6 p.m., 2 to 10 days a month, 20\$000; more than 10 days a month, 18\$000; for 3 months, 15\$000; 6 months, 13\$000. Ten-word announcements, 6 to 11 p.m., 2 to 10 days a month, 30\$000; more than 10 days a month, 27\$000; for 3 months, 24\$000; 6 months, 22\$000. Ten-word announcements, 11 p.m. to 12:30 a.m., 2 to 10 days a month, 17\$000; more than 10 days a month, 15\$000; for 3 months, 12\$000; 6 months, 10\$000. Thirty-word announcements, 8:30 to 9:30 a.m., 2 to 10 days a month, 24\$000; more than 10 days a month, 20\$000; for 3 months, 16\$000; 6 months, 12\$000. Thirty-word announcements, 11 a.m. to 12 noon, 2 to 10 days a month, 25\$000; more than 10 days a month, 24\$000; for 3 months, 20\$000; 6 months, 16\$000. Thirty-word announcements, 12 noon to 6 p.m., 2 to 10 days a month, 35\$000; more than 10 days a month, 31\$000; for 3 months, 27\$000; 6 months, 24\$000. Thirty-word announcements, 6 to 11 p.m., 2 to 10 days a month, 56\$000; more than 10 days a month, 48\$000; for 3 months, 44\$000; 6 months, 38\$000. Thirty-word announcements, 11 p.m. to 12:30 a.m., 2 to 10 days a month, 27\$000; more than 10 days a month, 25\$000; for 3 months, 23\$000; 6 months, 20\$000.

*Copy restrictions:* No religious programs accepted. No advertising offensive to morals or good taste. Only one minute

commercials allowed between 3 or 4 minutes of music.

### PRF3, SAO PAULO

*Operator:* Radio Diffusora Sao Paulo, S. A. *Address:* Viaducto Boa Vista 119, Sao Paulo. *Power:* 15,000 watts on 960 kc. *Affiliation:* None. *Opened:* Nov. 24, 1934.

*President. Dr. Ubiratam Pamplona. Commercial director:* Decio P. Silveira. *General manager:* Manfredo A. Costa. *Chief engineer:* Lauro V. Bacellar. *Musical director:* Leon Kaniefsky. *Publicity director:* Fernando G. Costa.

*Rep:* Conquest Alliance Co., Inc., New York City. *News:* Obtained from Brazilian Telegraphic Agency. *Merchandising:* None. *Foreign language programs:* Not accepted.

*Electrical transcriptions:* Have 8,000 records of unspecified make, and 4 turntables taking records up to 20 inches at 33½ and 78 r.p.m. *Best programs:* Health programs and musical programs. *Artists bureau:* None.

*Rates:* Following prices are quoted for 15-minute periods; longer periods are pro rata. From 10 to 11 a.m., 4 to 6 p.m., and 11 p.m. to 12 midnight, from 4 to 8 times monthly, 100\$000; from 9 to 12 times, 90\$000; from 13 to 16 times, 80\$000; from 17 to 19 times, 70\$000; more than 20 times, 50\$000. From 11 a.m. to 2 p.m., and 6 to 7 p.m., from 4 to 8 times monthly, 150\$000; from 9 to 12 times, 135\$000; from 13 to 16 times, 120\$000; from 17 to 19 times, 105\$000; more than 20 times, 90\$000. From 7 to 11 p.m., from 4 to 8 times monthly, 360\$000; from 9 to 12 times, 340\$000; from 13 to 16 times, 320\$000; from 17 to 19 times, 300\$000; more than 20 times, 280\$000. Artists' services extra. Minimum time sold: 2 words.

*Copy restrictions:* Brazilian Radio Law restricts commercials to 10% of contracted time on programs of 15 minutes or more. Commercials must be distributed throughout program, and each limited to one minute. Continuous repetition of slogans prohibited. All copy subject to station approval.

### PRG2, SAO PAULO

*Operator:* Radio Tupan, S. A. *Address:* Rua 7 de Abril No. 62, Sao Paulo. *Power:* 25,000 watts on 1040 kc. *Affiliation:* None. *Opened:* Sept. 3, 1937.

*Station and commercial manager:* H. D. Menezes. *Chief engineer:* M. Alderighi. *Program and musical director, artists bureau head:* Souza Lima. *Publicity director:* Masarenhas.

## BRAZIL STATIONS—Continued

*Rep:* None. *News:* Obtained from newspaper, *Diario de Sao Paulo*. *Merchandising:* None. *Foreign language programs:* Not accepted.

*Electrical transcriptions:* Equipped to handle recordings at 33 $\frac{1}{3}$  and 78 r.p.m. *Best programs:* Variety programs. *Artists bureau:* Yes; lists 40 artists.

*Rates:* Quarter-hour, 10 to 11 a.m., 2 to 6 p.m., 11 p.m. to midnight, more than 4 times per month, 100\$000; 11 a.m. to 2 p.m. and 6 to 7 p.m., 150\$000; 7 to 11 p.m., 360\$000. Quarter-hour, more than 9 times per month, 10 to 11 a.m., 2 to 6 p.m. and 11 p.m. to midnight, 90\$000; 11 a.m. to 2 p.m. and 6 to 7 p.m., 135\$000; 7 to 11 p.m., 340\$000. Quarter-hour, more than 13 times, 10 to 11 a.m., 2 to 6 p.m. and 11 p.m. to midnight, 80\$000; 11 a.m. to 2 p.m. and 6 to 7 p.m., 120\$000; 7 to 11 p.m., 320\$000. Quarter-hour, more than 17 times, 10 to 11 a.m., 2 to 6 p.m., 11 p.m. to midnight, 70\$000; 11 a.m. to 2 p.m. and 6 to 7 p.m., 105\$000; 7 to 11 p.m., 300\$000. Quarter-hour, more than 20 times per month, 10 to 11 a.m., 2 to 6 p.m. and 11 p.m. to midnight, 50\$000; 11 a.m. to 2 p.m. and 6 to 7 p.m., 90\$000; 7 to 11 p.m., 280\$000. For half-hour programs, double quarter-hour prices; for full hour programs, multiply quarter-hour rates by four. More than 30 announcements per month, 10 to 11 a.m., 2 to 6 p.m. and 11 p.m. to midnight, 6\$500; 11 a.m. to 2 p.m. and 6 to 7 p.m., 8\$500; 7 to 11 p.m., 12\$500. More than 120 announcements per month, 10 to 11 a.m., 2 to 6 p.m. and 11 p.m. to midnight, 5\$600; 11 a.m. to 2 p.m. and 6 to 7 p.m., 7\$400; 7 to 11 p.m., 11\$000. More than 180 announcements per month,

10 to 11 a.m., 2 to 6 p.m. and 11 p.m. to midnight, 5\$200; 11 a.m. to 2 p.m. and 6 to 7 p.m., 6\$800; 7 to 11 p.m., 10\$000. More than 210 announcements per month, 10 to 11 a.m., 2 to 6 p.m. and 11 p.m. to midnight, 5\$000; 11 a.m. to 2 p.m. and 6 to 7 p.m., 6\$500; 7 to 11 p.m., 9\$000. Contracts for 3 months earn 10% discount; 6 months, 15%; 12 months, 20%.

*Copy restrictions:* None.

### PRH9, SAO PAULO

*Operator:* Sociedade Bandeirante de Radio Diffusao. *Address:* 365 S. Bento, Sao Paulo. *Power:* 5,000 watts on 840 kc. *Affiliation:* National government network. *Opened:* June 5, 1937.

*Director:* J. G. Guimaraes. *Commercial manager:* O. F. Camargo, Jr. *Chief engineer:* A. C. Terra Netto. *Program director, artists bureau head:* Ulysses Lelot. *Musical director:* Leo Peracchi.

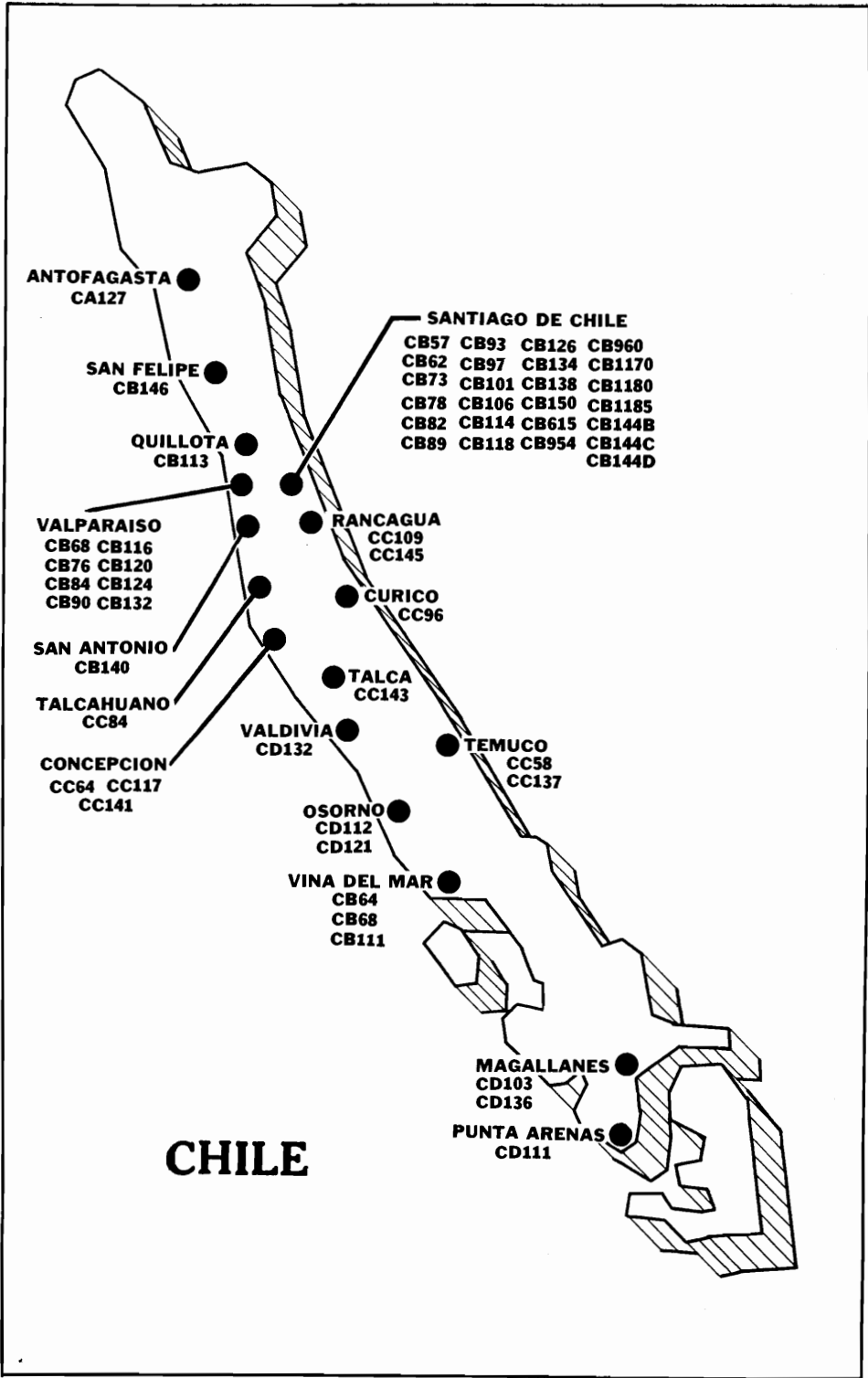
*Rep:* A. N. Fonseca, Rio de Janeiro, Brazil. *News:* None. *Merchandising:* None. *Foreign language programs:* Not accepted.

*Electrical transcriptions:* Have 800 records of various make. Turntables take recordings at 33 $\frac{1}{3}$  and 78 r.p.m. *Best programs:* Popular Brazilian music, jazz and fox trots, orchestras. *Artists bureau:* Yes; lists 23 artists.

*Rates:* One hour, nighttime 1:200\$000; half-hour, 600\$000; quarter-hour, 300\$000. One hour, daytime, 600\$000; half-hour, 300\$000; quarter-hour, 150\$000. Spot announcements (20-word maximum), nighttime, 15\$000; daytime, 9\$000.

*Copy restrictions:* None listed.





## CHILE

*Official language:* Spanish. *Money:* Peso. *Area:* 286,322 square miles. *Population:* 555,872. *Estimated number of receiving sets:* 75,000 to 80,000. *Tax or registration:* None.

*Duty on transcriptions and records:* Finished transcriptions, cylinders and discs for phonographs and similar uses, 80 paper pesos per legal kilo; blank, 20 paper pesos per legal kilo. Sales tax, 5% of duty paid value; statistical tax, 3½%. In addition, there is an internal tax: 0.50 pesos when the price does not exceed one gold peso (4 paper pesos equal one gold peso); 1 pesos when the price is from 5 to 15 gold pesos; 2 pesos when the price is from 15 to 25 gold pesos; 3 pesos when the price is from 25 to 35 gold pesos; when the price is over 35 gold pesos, 0.50 pesos for each 10 pesos or fraction of excess.

### CC64, CONCEPCION

*Operator:* Hucke & Cia. Ltd. *Address:* Barros Arana 902, Concepcion. *Power:* 100 watts on 640 kc. *Affiliation:* No information available. *Opened:* Sept., 1930.

*Rep:* Conquest Alliance Co., Inc., New York City. *News:* No information available. *Merchandising:* No information available. *Foreign language programs:* No information available.

*Electrical transcriptions:* Equipped to handle recordings at 33½ and 78 r.p.m. *Best programs:* No list available. *Artists bureau:* No information available.

*Rates:* One announcement daily, \$70 per month; 2 announcements daily, \$110 per month; 3 announcements daily, \$180 per month. One announcement, after each musical number, during one hour daily, \$300 per month. Quarter-hour daily, \$400 per month; half-hour daily, \$700 per month; three-quarter hour daily, \$1,000 per month; full hour daily, \$1,200 per month. On contracts for 15 days, 25% increase; 8 days, 40% increase. On contracts for 6 months, advertiser will receive one extra month's broadcast gratis.

*Copy restrictions:* No information available.

(This information was supplied by Conquest Alliance Co., Inc., and not by the station direct.)

### CD112, OSORNO

*Operator:* Radio Difusora Cia., "Cervecerias Unidas." *Address:* Casilla 724. *Power:* 250 watts on 1120 kc. *Affiliation:* No network, but station states it is affiliated with a station in Puerto Montt. *Opened:* 1933. (Note: Radio Difusora Cia. "Cervecerias Unidas" also engages in the sale of radio sets and electric lighting systems.)

*Proprietor:* R. E. Riedel. *Chief engineer:* Gust. Geisse. *Program director:* Fdo. Pi-

zarro. *Musical director:* Raul Valewancla.

*Rep:* None. *News:* Obtained from daily papers. *Merchandising:* None. *Foreign language programs:* Accept German programs.

*Electrical transcriptions:* Turntables take recordings at 78 r.p.m. *Best programs:* No list given. *Artists bureau:* None.

*Rates:* Daily quarter-hour, 12:15 to 1 p.m. and 8:30 to 10 p.m., \$240 per month. Quarter-hour, Monday, Wednesday, Friday and Sunday, 1 to 1:45 p.m. and 7:30 to 8:30 p.m., \$200 per month. Quarter-hour, Tuesday, Thursday and Saturday, 1 to 1:45 p.m. and 7:30 to 8:30 p.m., \$160 per month. Three daily announcements in following time segments: 12 noon to 12:15 p.m., 1:45 to 2:30 p.m., 4 to 7:30 p.m., and 10 to 11 p.m., \$80 per month; 6 daily announcements, \$120; 9 daily announcements, \$180 per month. Announcements must not exceed 30 words; additional words, 30% extra.

*Copy restrictions:* None listed.

### CD111, PUNTA ARENAS

*Operator:* Turina y Cia. *Address:* Casilla 206, Punta Arenas. *Power:* 100 watts on 1110 kc. *Affiliation:* None. *Opened:* 1931. (Note: Turina y Cia. also act as forwarding agents in Valparaiso, Natales and Punta Arenas.)

*Station and commercial manager, publicity director:* Victor Turina. *Chief engineer:* Enrique Nielsen. *Program director, artists bureau head:* Esteban de los Hoyos. *Musical director:* Juan Medina.

*Rep:* None in the U. S.; Turina y Cia, in Valparaiso; Abogado Alejandro Markovic, in Santiago. *News:* Havas Agency. *Merchandising:* None. *Foreign language programs:* Not accepted.

*Electrical transcriptions:* Have a library of RCA Victor and Odeon records. Turntables take recordings at 78 r.p.m. *Best programs:* Select music, waltzes, Chilean

Note: Unless otherwise stated, all rates are in Pesos.

## CHILE STATIONS—Continued

popular music, typical Argentine music, classical, chamber and operatic music. *Artists bureau:* Yes; lists 9 artists.

*Rates:* One announcement daily (up to 25 words), noon to 2 p.m., \$75; 4 to 6 p.m., \$30; 8 p.m. to midnight, \$60. Two announcements daily, noon to 2 p.m., \$100; 4 to 6 p.m., \$45; 8 p.m. to midnight, \$75. Three announcements daily, noon to 2 p.m., \$125; 4 to 6 p.m., \$60; 8 p.m. to midnight, \$100. Four announcements daily, noon to 2 p.m., \$150; 4 to 6 p.m., \$100; 8 p.m. to midnight, \$125. For announcements exceeding 25 words, add 10%. Ten minutes, daily, noon to 2 p.m., \$350; 4 to 6 p.m., \$100; 8 p.m. to midnight, \$300. Quarter-hour daily, noon to 2 p.m., \$550; 4 to 6 p.m., \$125; 8 p.m. to midnight, \$500. Twenty minutes daily, noon to 2 p.m., \$850; 4 to 6 p.m., \$200; 8 p.m. to midnight, \$800. Half-hour daily, noon to 2 p.m., \$1,500; 4 to 6 p.m., \$400; 8 p.m. to midnight, \$1,200. One hour, noon to 2 p.m., \$2,000; 4 to 6 p.m., \$700; 8 p.m. to midnight, \$1,500. On Sundays, no advertising accepted during evening hours. Contract advertising is broadcast from 4 to 8 p.m. on weekdays only; programs at stated hours take next highest rate.

*Copy restrictions:* None.

### CB140, SAN ANTONIO

*Operator:* Radiodifusora Onda Azul. *Address:* Casilla 406, San Antonio. *Power:* 1,000 watts on 1400 kc. *Affiliation:* None. *Opened:* March 1, 1938.

*Station head:* S. F. Ayala. *Station manager, artists bureau head:* Enrique Espiro Yanez. *Commercial manager:* Fernando Suarez V. *Chief engineer:* Otto Spitz. *Program director:* Reinaldo Flores. *Musical director:* Miguel Riera. *Publicity director:* Carlos Toral M.

*Rep:* At press time, this station had just organized its business offices, and no representatives had been chosen. *News:* Obtained from local press. *Merchandising:* None. *Foreign language programs:* Not accepted.

*Electrical transcriptions:* Use recordings at 33½ and 78 r.p.m. *Best programs:* Chilean folk songs and tunes, Spanish and American music. *Artists bureau:* At press time had not been completely set up.

*Rates:* Prices for foreign advertising—quarter-hour midday, \$30; afternoon, \$40; nighttime, \$50. One announcement daily, midday, \$10; afternoon, \$15; nighttime, \$20; Two announcements daily, midday, \$15; afternoon, \$20; nighttime, \$25. One announcement in each broadcast (totalling 3 announcements daily), \$35; 2 announcements in each broadcast, \$50. Contracts for 6 months or more earn 10% discount; 12 months or more, 15%.

*Copy restrictions:* Accept alcoholic beverages; patent medicines must be approved by the Board of Health. No political advertising, and none offensive to public morals. Copy must be in Spanish and maximum for commercials is 35 words.

### CB57-CB1180, SANTIAGO DE CHILE

*Operator:* Sociedad de Broadcasting Sociedad Nacional de Agricultura y Cia., Ltda. *Address:* Tenderini 187, Santiago de Chile. *Power:* CB57, 15,000 watts on 570 kc.; CB1180, 2,500 watts on 11,800 kc. *Affiliation:* None. *Opened:* CB57, 1936; CB1180, 1938. (Note: These stations are owned by the National Agricultural Society, a corporation promoting agriculture.)

*Commercial manager, publicity director:* M. Undurraga. *Chief engineer:* F. Caspar. *Program director:* R. Silva. *Musical director, artists bureau head:* F. Ortuzar.

*Rep:* All-American Newspapers' Representatives, New York City. *News:* Maintain own press department. *Merchandising:* Offer full cooperation. *Foreign language programs:* Not accepted.

*Electrical transcriptions:* Use NBC Thesaurus transcriptions. Turntables take recordings at 33½ and 78 r.p.m. *Best programs:* National music, select music by symphonic orchestras, dance music, comedy. *Artists bureau:* Yes; lists 50 artists.

*Rates:* One minute, from 12 noon to 3 p.m., \$50 daily; 3 to 8 p.m., \$25; 8 p.m. to midnight, \$100. Minimum contract, 15 minutes monthly for 6 months.

Four 25-word announcements daily, one from 8 a.m. to 12 noon, one from noon to 5 p.m., one from 5 to 8 p.m. and one from 8 p.m. to midnight, \$850 per month. Each announcement in excess of the foregoing schedule has a rate of: One 25-word announcement, 8 a.m. to 12 noon, \$75 per month; 12 noon to 3 p.m., \$200; 3 to 8 p.m., \$100; 8 p.m. to midnight, \$300. Minimum contract, three months.

Thirteen-minute program, 7 a.m. to 12 noon, \$40 each; noon to 3 p.m., \$100; 3 to 6:30 p.m., \$40; 6:30 to 7:45 p.m., \$60; 8 to 8:45 p.m., \$150; 9 to 10:30 p.m., \$300; 10:45 to 11 p.m., \$200; 11 p.m. to sign-off, \$150. Regular programs, as just quoted, sold only on the basis of a minimum of 13 programs per month.

*Copy restrictions:* Copy must not be offensive to morals, or contain exaggerated or untruthful claims.

### CB78, SANTIAGO

*Operator:* La Cooperativa Vitalicia. *Address:* Casilla No. 37, Valparaiso. *Power:* 5,000 watts on 780 kc. *Affiliation:* None. *Opened:* Feb. 18, 1935. (Note: This company also owns CB76, Valparaiso, with



## CHILE STATIONS—Continued

which it operates simultaneously during certain hours.)

*General and station manager:* M. Fiora del Fabro. *Commercial manager, publicity director:* Luis Baraona. *Chief engineer:* Jorge Wesnakov. *Program and musical director, artists bureau head:* Luis Guzman.

*Rep:* Station states it is represented, in the U. S., by an advertising company, but name is not given. *News:* UP, and the Valparaiso and Santiago daily, *El Mercurio*. *Merchandising:* Services rendered at special charge of 25% of time price. *Foreign language programs:* Not accepted.

*Electrical transcriptions:* Use RCA Victor, Columbia, Viva Tonal and Odeon records. Turntables take recordings at 33½ and 78 r.p.m. *Best programs:* Popular songs, waltzes, operettas, select music, classical music, comedy, dance music. *Artists bureau:* Yes; lists about 70 artists.

*Rates:* CB78 operates simultaneously with CB76 from 9 to 11 p.m., hence rates quoted are for both stations:

One hour daily, \$550; half-hour, \$325; quarter-hour, \$175.

One announcement up to 25 words, \$40; one announcement daily for one month, \$320; 2 daily, \$520; 4 daily, \$975; 6 daily, \$1,365; 8 daily, \$1,820; 10 daily, \$2,275.

Half-hour daily for one month, \$8,550; quarter-hour, \$4,550.

Prices are for regular station programs now current. Special programs arranged by agreement. Six-month contracts earn 7% discount, 12-month, 11%. A legal tax of 2½% is not included in rates quoted. (During the day, and certain hours of the night, this station does not operate. Broadcasts are carried over CB76, and rates are quoted under that station—q.v.).

*Copy restrictions:* Accept alcoholic beverages and patent medicines, provided copy is in good taste and not offensive to public morals.

### CB82, SANTIAGO DE CHILE

*Operator:* Radio El Diario Ilustrado. *Address:* Moneda 1158. *Power:* 1,000 watts on 820 kc. *Affiliation:* Hookup with CB114 and CB960, both of Santiago (their representative, Conquest Alliance Co., of New York, will also undertake to organize, at cost, any hookup desired by advertiser). *Opened:* 1931. (Note: This station is newspaper-owned by *El Diario Ilustrado*, but is operated by Spencer & Vivado, Ltda., owners of CB114, with which it has a network affiliation as noted above.)

*Station head, chief engineer:* Ricardo Vivado O. *Station manager:* Jorje Quintero T. *Program and musical director:* Carlos

Huidobro V. *Publicity director:* O. Morable.

*Rep:* Conquest Alliance Co., Inc., New York City. *News:* Obtained through newspaper affiliate, *El Diario Ilustrado*. *Merchandising:* None. *Foreign language programs:* Will accept; English and French hours current.

*Electrical transcriptions:* Have two turntables for records at 33½ and 78 r.p.m. *Best programs:* Classical music, comedy, dance music and semi-classical music. *Artists bureau:* None.

*Rates:* One hour, one time, 11:30 a.m. to 6 p.m., \$3.42; 13 times, \$3.08; 26 times, \$2.89; 52 times, \$2.74. Half-hour, one time, \$1.85; 13 times, \$1.62; 26 times, \$1.58; 52 times, \$1.48. Quarter-hour, one time, \$1.04; 13 times, \$.93; 26 times, \$.91; 52 times, \$.83. One hour, one time, 6 to 11:30 p.m., \$4.62; 13 times, \$4.17; 26 times, \$3.93; 52 times, \$3.68. Half-hour, one time, \$2.78; 13 times, \$2.50; 26 times, \$2.36; 52 times, \$2.24. Quarter-hour, one time, \$1.67; 13 times, \$1.50; 26 times, \$1.43; 52 times, \$1.34. One-minute announcements daily, \$12 per month; every other week day, \$6 per month. Rates quoted do not include artists' services; electrically transcribed programs, regular time rate. (Note: These prices are in U. S. A. currency.)

*Copy restrictions:* A recent government ruling prohibits the broadcasting of musical programs which may be construed as propaganda, or in which the theme of a song has reference to some definite propaganda.

### CB89-CB1170, SANTIAGO

*Operator:* Sucesora Otto Becker, Ltda. *Address:* Casilla 706, Santiago. *Power:* CB89, 2,000 watts on 890 kc; CB1170, 1,000 watts on 11,700 kc. *Affiliation:* None, but Radio Carve and El Espectador, of Montevideo, and Radio Nacional, of Lima, occasionally rebroadcast programs sent by short-wave station CB1170. *Opened:* Jan. 19, 1934. (Note: Sucesora Otto Becker, Ltda. also engages in the sale of radio sets and musical instruments).

*General, station and commercial manager, publicity director:* Bernardo Becker. *Chief engineer:* Hector Fernandez. *Program and musical director, artists bureau head:* Raul Braun.

*Rep:* None. *News:* Obtained through own reporters and from the daily *La Nacion*. *Merchandising:* None. *Foreign language programs:* Accept German and English programs.

*Electrical transcriptions:* Use RCA Victor, Odeon, Brunswick, Columbia, Electrola, Telefunken, Polydor, Gramophon and other records. Turntables take records at

## CHILE STATIONS—Continued

33 1/3 and 78 r.p.m. *Best programs:* Select music, international dance music, theatre programs, police theatre and serials. *Artists bureau:* Yes; number of artists not given.

*Rates:* No information given.

*Copy restrictions:* All copy must conform to the rulings of the General Electrical Service Administration.

### CB93, SANTIAGO DE CHILE

*Operator:* Orlandini & Raggio, Ltda. *Address:* Av. B. O'Higgins 924, Santiago de Chile. *Power:* 12,000 watts on 930 kc. *Affiliation:* None. *Opened:* 1932.

*Station manager, chief engineer:* Arturo Ried. *Commercial manager:* Aldo Orlandini. *Program director, artists bureau head:* Paul Fiori. *Musical director:* Garcia Schuman. *Publicity director:* Juan Raggio.

*Rep:* None. *News:* Obtained from daily *El Imparcial* and from the Ministry of the Interior. *Merchandising:* None. *Foreign language programs:* Accept programs in any language.

*Electrical transcriptions:* Use RCA Victor, Columbia, Polydor and other records. Turntables take recordings at 33 1/3 and 78 r.p.m. *Best programs:* Comedy, dance music, Chilean music, operettas, Italian music and songs. *Artists bureau:* Yes; lists 18 artists.

*Rates:* No information given.

*Copy restrictions:* None.

### CB114, SANTIAGO DE CHILE

*Operator:* Radio del Pacifico. *Address:* Huerfanos 1153, Santiago. *Power:* 5,000 watts on 1140 kc. *Affiliation:* Hookup with CB82 and CB960, both of Santiago (their representative, Conquest Alliance Co., of New York, will also undertake to organize, at cost, any hookup desired by advertiser). *Opened:* 1934. (Note: Spencer & Vivado, Ltda., owners of this station, also operate but do not own station CB82, with which it has a network hookup shown under *affiliation*, and also engage in the repair of radio sets, manufacture of sound equipment for theatres, talking films and radio transmitters.)

*Co-owner, chief engineer:* Ricardo Vivado O. *Station manager:* Jorje Quintero T. *Program and musical director, artists bureau head:* Donato Roman Heitman. *Publicity director:* O. Morelle.

*Rep:* Conquest Alliance Co., Inc., New York City. *News:* Obtained from *El Diario Ilustrado* (owner of CB82, operated by Spencer & Vivado) and the daily *El Imparcial*. *Merchandising:* None. *Foreign language programs:* Will accept; English and French hours current.

*Electrical transcriptions:* Have 3 turntables for records at 33 1/3 and 78 r.p.m. *Best programs:* Mystery stories, comedy, dance music, semi-classical and classical music. *Artists bureau:* Yes; lists 20 artists.

*Rates:* One hour, one time, 11 a.m. to 6 p.m., \$5.70; 13 times, \$5.13; 26 times, \$4.81; 52 times, \$4.56. Half-hour, one time, \$3.08; 13 times, \$2.70; 26 times, \$2.62; 52 times, \$2.46. Quarter-hour, one time, \$1.73; 13 times, \$1.55; 26 times, \$1.51; 52 times, \$1.38. One hour, one time, 6 to 9 p.m., \$7.70; 13 times, \$6.95; 26 times, \$6.54; 52 times, \$6.12. Half-hour, one time, \$4.62; 13 times, \$4.16; 26 times, \$3.93; 52 times, \$3.72. Quarter-hour, one time, \$2.78; 13 times, \$2.50; 26 times, \$2.37; 52 times, \$2.22. One hour, one time, 9 to 11:30 p.m., \$15.30; 13 times, \$14.70; 26 times, \$14.16; 52 times, \$12.33. Half-hour, one time, \$7.70; 13 times, \$6.93; 26 times, \$6.54; 52 times, \$6.12. Quarter-hour, one time, \$3.75; 13 times, \$3.39; 26 times, \$3.15; 52 times, \$3. One-minute announcements daily, \$15 per month; every other week day, \$7.50 per month. Prices quoted do not include artists' services; electrically transcribed programs, regular time rate. (Note: These prices are in U. S. currency.)

*Copy restrictions:* A recent government ruling prohibits the broadcasting of musical programs which may be construed as propaganda, or in which the theme of the song has reference to some definite propaganda.

### CB138-CB1185, SANTIAGO DE CHILE

*Operator:* Empresa Periodistica "El Mercurio" Compania. *Address:* 1288, Santiago, Santiago de Chile. *Power:* CB138, 10,000 watts on 1380 kc.; CB1185, 2,500 watts on 11,850 kc. (operating on trial). *Affiliation:* None. *Opened:* CB138, May 21, 1925; no date given for CB1185. (Note: This station is newspaper-owned by the daily *El Mercurio*).

*Manager:* L. E. Brain. *Station manager:* M. Bauer. *Commercial manager:* J. Martinez. *Chief engineer:* Jorge Echegoyen. *Program director, artists bureau head:* G. Campana. *Musical director:* Tulio Meneses.

*Rep:* S. S. Koppe & Co., Inc., New York City. *News:* UP and Havas Agency service through affiliate, *El Mercurio*. *Merchandising:* Services have never been rendered, but would be on request. *Foreign language programs:* Accept English, French and German.

*Electrical transcriptions:* Turntables take recordings at 33 1/3 and 78 r.p.m. *Best programs:* Police news, amateur hour, variety. *Artists bureau:* Yes; lists 28 artists.

*Rates:* Quarter-hour, minimum of twice weekly, \$300 per week; half-hour, minimum of twice weekly, \$700 per week. Six-

## CHILE STATIONS—Continued

month contracts earn 5% discount; 12-month, 10%. Minute contracts: \$20 per minute for the first 10 minutes; subsequent time at rate of \$30 per minute. Announcements, minimum of 35 words, 12 noon to 2 p. m., \$250 per month; 7 to 9 p. m., \$300; 9 to 10 p. m., \$350. Six-month contracts earn 5% discount; 12-month, 10%.

*Copy restrictions:* Certain restrictions on political and international news broadcasts; station deletes from commercially sponsored newscasts any item contrary to morals.

### CC143, TALCA

*Operator:* Radio Atlántida. *Address:* Casilla 191, Talca. *Power:* 240 watts on 1430 kc. *Affiliation:* None. *Opened:* Dec. 31, 1930.

*Station head, commercial manager and chief engineer:* Enrique García V. *Station manager:* Oscar Saez. *Musical and publicity director:* V. Rojas. *Program director:* Julio Guerra.

*Rep:* None. *News:* None. *Merchandising:* None. *Foreign language programs:* Not accepted.

*Electrical transcriptions:* Use RCA Victor and Odeon records. Have three turntables at 78 r.p.m. *Best programs:* No list given. *Artists bureau:* None.

*Rates:* One Hour, one time, \$80; half-hour, \$45; quarter-hour, \$25; five minutes, \$10. Half-hour daily for one month, \$35 each; for 3 months, \$30; 6 months, \$25; 12 months, \$20. Quarter-hour daily for one month, \$20 each; 3 months, \$18; 6 months, \$16; 12 months, \$14. Five minutes daily for one month, \$8 each time; 3 months, \$7; 6 months, \$6; 12 months, \$5. Daily announcements up to 20 words, \$100 per month. Daily announcements for 3 months, \$90 per month; 6 months, \$80; 12 months, \$70.

*Copy restrictions:* None.

### CB76, VALPARAISO

*Operator:* La Cooperativa Vitalicia. *Address:* Casilla No. 37, Valparaiso. *Power:* 10,000 watts on 760 kc. *Affiliation:* None. *Opened:* Feb. 18, 1935. (Note: This company also owns CB78, Santiago, with which it operates simultaneously during certain hours.)

*General and station manager:* M. Fiora del Fabro. *Commercial manager, publicity director:* Luis Baraona. *Chief engineer:* Jorge Wesnakov. *Program and musical director, artists bureau head:* Luis Guzman.

*Rep:* Station states it is represented, in the U. S., by an advertising company, but name is not given. *News:* UP and the Valparaiso and Santiago daily, *El Mercurio*.

*Merchandising:* Services rendered at special charge of 25% of time price. *Foreign language programs:* Not accepted.

*Electrical transcriptions:* Use RCA Victor, Columbia, Viva Tonal and Odeon records. Turntables take recordings at 33½ and 78 r.p.m. *Best programs:* Popular songs, waltzes, operettas, select music, classical music, comedy, dance music. *Artists bureau:* Yes; lists about 70 artists.

*Rates:* From 8 to 9.30 a.m., noon to 2 p.m., 4 to 9 p.m. and 11 p.m. to midnight, prices quoted are for CB76 only. From 9 to 11 p.m., CB76 operates simultaneously with its affiliate station, CB78, and prices quoted are for both stations.

One hour daily, 8 to 9.30 a.m. and noon to 2 p.m., \$420; 4 to 8 p.m., \$410; 8 to 9 p.m. and 11 p.m. to midnight, \$420; 9 to 11 p.m. (stations operating together), \$550. Half-hour daily, 8 to 9.30 a.m. and noon to 2 p.m., \$220; 4 to 8 p.m., \$220; 8 to 9 p.m. and 11 p.m. to midnight, \$250; 9 to 11 p.m. (both stations), \$325. Quarter-hour daily, 8 to 9.30 a.m., noon to 2 p.m., and 4 to 8 p.m., \$120; 8 to 9 p.m. and 11 p.m. to midnight, \$135; 9 to 11 p.m. (both stations), \$175.

Announcements from 8 to 9.30 a.m., 12 noon to 2 p.m., 4 to 9 p.m. and 11 p.m. to 12:30 a.m., CB76 only: One announcement up to 25 words, \$25; one daily for one month, \$250; 2 daily, \$400; 4 daily, \$750; 6 daily, \$1,050; 8 daily, \$1,400; 10 daily, \$1,750. Announcements from 9 to 11 p.m., both stations operating simultaneously: One announcement up to 25 words, \$40; one daily for one month, \$320; 2 daily, \$520; 4 daily, \$975; 6 daily, \$1,365; 8 daily, \$1,820; 10 daily, \$2,275.

Half-hour daily for one month, 8 to 9:30 a.m. and noon to 2 p.m., \$4,800; 4 to 8 p.m., \$5,500; 8 to 9 p.m. and 11 p.m. to midnight, \$6,600; 9 to 11 p.m. (both stations), \$8,550. Quarter-hour daily for one month, 8 to 9.30 a.m. and noon to 2 p.m., \$2,500; 4 to 8 p.m., \$2,900; 8 to 9 p.m. and 11 p.m. to midnight, \$3,500; 9 to 11 p.m. (both stations), \$4,550.

Prices for broadcasts are for regular station programs now current. Special programs arranged by agreement. Six-month contracts earn 7% discount; 12-month, 11%. A legal tax of 2½% is not included in rates quoted.

*Copy restrictions:* Accept alcoholic beverages and patent medicines, provided copy is in good taste and not offensive to public morals.

### CB124, VALPARAISO

*Operator:* Radio Vina del Mar. *Address:* Avenida Brasil 2142. *Power:* 5,000 watts (rated) on 1240 kc. *Affiliation:* None.

## CHILE STATIONS—Continued

*Opened:* 1936. (Note: This station also cooperates with all Chilean newspapers and will accept orders for advertising in them.)

*Director and commercial manager:* Ramon Garcia B. *Station manager:* Rafael Garcia B. *Chief engineer:* Ricardo Volkman. *Program director:* Sam Nagel. *Musical director:* Fernando Garcia. *Publicity director and artists bureau head:* Rebelde Valente.

*Rep:* None. *News:* Local papers, *El Mercurio*, *La Hora* and *L'Italia*. *Merchandising:* Complete service rendered at actual cost. *Foreign language programs:* Accept English, German, French and Italian programs, with Italian and German hours current. Suggests that Spanish be used, however, as it is more suitable to the territory.

*Electrical transcriptions:* Have 3,500 RCA Victor and Odeon records, 10 and 12 inches, at 78 r.p.m. *Best programs:* Humorous character sketches, Spanish and Spanish-American folk lore, police serials, theatrical broadcasts, amateur hour and dance music. *Artists bureau:* Yes; lists 23 artists.

*Rates:* Daily daytime musical quarter-hour, \$300.00 per month; nighttime, \$600.00 per month. Combination price of \$400.00 per month is quoted for a daily broadcast in each of the following time segments: Noon to 2:30 p.m.; the "domestic hour" (4 to 5 p.m.); the "popular hour" (7 to 8 p.m.) and "night" (8 p.m. to midnight). Spot announcements of one sentence at each broadcast, \$200.00 per month.

*Copy restrictions:* Any article or product may be advertised, providing copy is in good taste and avoids political allusions or extremist propaganda.

### CB68, VINA DEL MAR

*Operator:* Renard y Garcia Tello, Ltda. *Address:* Casilla 325, Vina del Mar, Valparaiso. *Power:* 5,000 watts on 680 kc. *Affiliation:* None, but exchanges programs with the stations in Santiago, the capitol. *Opened:* Sept. 25, 1936. (Note: Renard y Garcia Tello, Ltda., also engages in the sale and repair of radio sets and construction of radio telephone transmitters).

*Station head, commercial manager, chief engineer:* Raul Renard S. *Program director:* V. Silva C. *Musical director:* Ricardo Braga. *Publicity director:* L. Montecinos.

*Rep:* None. *News:* Obtained through own reporters and the daily *El Mercurio*. *Merchandising:* None. *Foreign language programs:* Not accepted at present due to recommendation by the government that foreign languages be banned in order to avoid dissemination of political propaganda.

*Electrical transcriptions:* Have about 2,000 RCA Victor, Brunswick, Odeon and other records. Also have RCA High Fidelity equipment at 33 1/3 and 78 r.p.m. *Best programs:* Chamber music, operettas, light music, folklore music, jazz, classical music, symphonic music and operatic selections. *Artists bureau:* None; program director can supply talent on request.

*Rates:* No information given.

*Copy restrictions:* Accept alcoholic beverages, but reserve right to censor advertising approach used; political advertising is subject to certain restrictions set forth by the government; no copy must be contrary to the usage and custom of the country.



# COLOMBIA

*Official language:* Spanish. *Money:* Peso. *Area:* 443,985 square miles. *Population:* 8,665,000. *Estimated number of receiving sets:* 50,000. *Tax or registration:* None.

*Duty on transcriptions and records:* Recordings containing commercial announcements, 10 pesos per legal kilo; without commercial announcements, .50 pesos per legal kilo. (These rates were supplied by Conquest Alliance Co., Inc.; those furnished by the Department of Commerce and defined as duty on separate parts of musical instruments, including records, cylinders, etc., are 0.25 pesos per gross kilo under a trade agreement; regular duty, 1.50 pesos per gross kilo.)

## HJ1ABA-HJ1ABB, BARRANQUILLA

*Operator:* La Voz de Barranquilla. *Address:* Apartado 715, Barranquilla, Atlantico. *Power:* HJ1ABA, 500 watts on 1300 kc; HJ1ABB, 300 watts on 6450 kc. *Affiliation:* No information available.

*Station head:* Elias J. Pellet B.

*Rep:* Broadcasting Abroad, Ltd., New York City. *News:* Bulletins broadcast daily; source not specified. *Merchandising:* Distribute circulars, handle fan mail, supply newspaper publicity. *Foreign language programs:* Not accepted.

*Electrical transcriptions:* Equipped to handle recordings at 33 $\frac{1}{3}$  and 78 r.p.m. *Best programs:* No list available. *Artists bureau:* No information available.

*Rates:* One hour, one time, \$15; half-hour, \$9; quarter-hour, \$5; five minutes, \$2.50; one minute, \$1.25. Frequency discounts: 27 to 52 times, 5%; 53 to 104 times, 10%; more than 104 times, 15%. One minute daily, \$25 per month; five minutes daily, \$70. Frequency discounts: 6 months, 5%; 12 months, 10%. (Note: These rates are quoted in U. S. A. currency.)

*Copy restrictions:* Commercials must not exceed 100 words. Patent medicine advertising subject to approval of Department of Health.

(This information was supplied by Broadcasting Abroad, Ltd., and not by the stations direct.)

## HJ1ABH-HJ1ABG, BARRANQUILLA

*Operator:* Emisora Atlantico. *Address:* Apartados Aereo, No. 174, Barranquilla, Atlantico. *Power:* HJ1ABH, 1,000 watts on 1080 kc; HJ1ABG, 1,000 watts on 6040.3 kc. *Affiliation:* None.

*Owner:* M. A. Blanco.

*Rep:* Broadcasting Abroad, Ltd., New York City. *News:* Bulletins broadcast daily; source not specified. *Merchandising:* Distribute circulars, handle fan mail, supply

newspaper publicity. *Foreign language programs:* Not accepted.

*Electrical transcriptions:* Equipped to handle recordings at 33 $\frac{1}{3}$  and 78 r.p.m. *Best programs:* No list available. *Artists bureau:* No information available.

*Rates:* Five minutes, 3 times weekly, for 26 weeks, \$12 per week; for 52 weeks, 10% discount. Five minutes, 6 times weekly for 26 weeks, \$22.80 per week; for 52 weeks, 10% discount.

*Copy restrictions:* Patent medicine advertising subject to approval of Department of Health.

(This information was supplied by Broadcasting Abroad, Ltd., and not by the stations direct.)

## HJ3ABD-HJ3ABB, BOGOTA

*Operator:* Columbia Broadcasting, S. A. *Address:* Carrera 8a, No. 15-91, Bogota. *Power:* HJ3ABD, 1,000 watts on 1105 kc; HJ3ABB, 1,000 watts on 4841 kc. *Affiliation:* None. *Opened:* 1930.

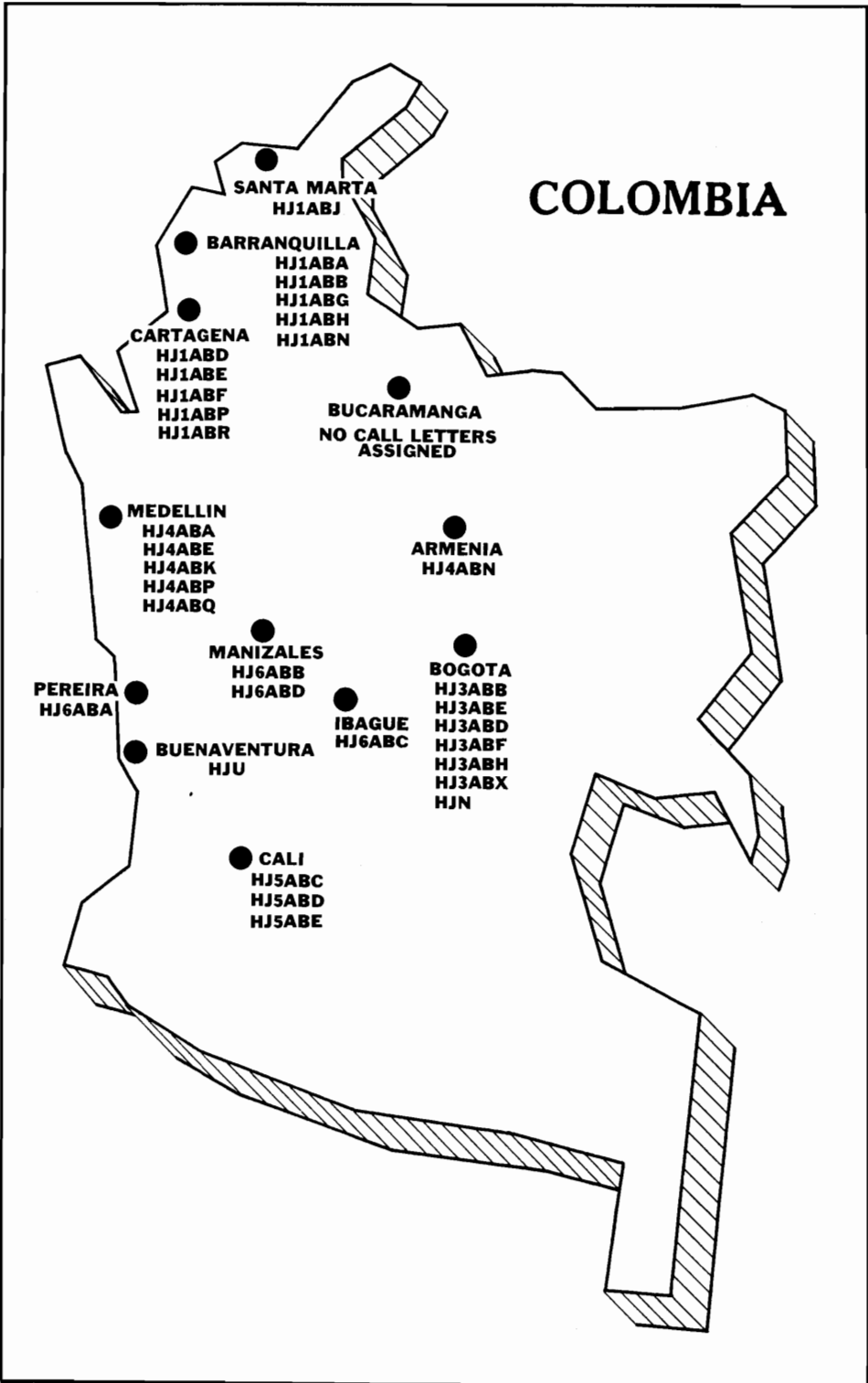
*General manager:* R. Ramirez G. *Station manager:* Jesus Escobar. *Commercial manager:* E. Ramirez G. *Chief engineer:* Jorge Alford. *Program director:* E. Ramirez P. *Musical director:* M. Alberto Rueda. *Artists bureau head:* Jose Roldan Castello. *Publicity director:* A. B. Alford.

*Rep:* None. *News:* UP. *Merchandising:* No special service. *Foreign language programs:* Accept French, English and German programs.

*Electrical transcriptions:* Have over 4,100 RCA Victor, Columbia, Odeon, Perfect, Pathe, Telefunken and other records (all 10 or 12 inches at 78 r.p.m.). Turntables take 10, 12 and 16-inch records at 33 $\frac{1}{3}$  and 78 r.p.m. *Best programs:* Children's hour, program of old and modern musical masterpieces, with explanations and biographies of their composers, popular Colombian music. *Artists bureau:* Yes; lists eight artists.

*Rates:* Quoted for one broadcast daily,

Note: Unless otherwise stated, all rates are in Pesos.



## COLOMBIA STATIONS—Continued

except Sundays, for one month. One hour, 8 to 11 a.m., \$400; 12 noon to 3 p.m., \$600; 5 p.m. to midnight, \$1,000. Half-hour, 8 to 11 a.m., \$200; noon to 3 p.m., \$300; 5 p.m. to midnight, \$500. Quarter-hour, 8 to 11 a.m., \$100; noon to 3 p.m., \$150; 5 p.m. to midnight, \$250. One daily announcement, for one month, up to 50 words, 8 to 11 a.m., \$15; noon to 3 p.m., \$20; 5 p.m. to midnight, \$30. For contracts over 3 months, 10% discount. Special rates may be obtained by using a combination of all Bogota stations.

*Copy restrictions:* None.

### HJ3ABH-HJ3ABI, BOGOTA

*Operator:* Almacenes Victor, Manuel J. Gaitan. *Address:* Carrera 8a No. 10-45, Bogota. *Power:* HJ3ABI, 1,000 watts on 4970 kc; HJ3ABH, 1,000 watts on 1160 kc. *Affiliation:* No network, but station is affiliated with HJ3ABJ. *Opened:* 1933.

(Note: The operators of this station also serve as RCA Victor distributor.)

*Station head:* Manuel J. Gaitan. *Station and commercial manager:* Jesus Maria Garcia. *Chief engineer:* Cesar Estevez Leon. *Program director:* R. Valencia Aguirre. *Musical directors:* R. Valencia Aguirre and Jesus Maria Garcia. *Publicity director:* Ciro Vega A.

*Rep:* Conquest Alliance Co., Inc., New York City. *News:* Obtained through own correspondents and reporters. *Merchandising:* None. *Foreign language programs:* Not accepted.

*Electrical transcriptions:* Use RCA Victor records. Turntables take recordings at 33½ and 78 r.p.m. *Best programs:* Concert orchestra, German orchestra, native music, humor, news bulletins, opera. *Artists bureau:* None; will supply talent on request.

*Rates:* Daily quarter-hour, noon to 6 p.m., \$150 per month; every other day, \$80 per month. Daily quarter-hour, 6 to 7 p.m., \$200 per month; every other day, \$110 per month. Daily quarter-hour, 7 to 10 p.m., \$250 per month; every other day, \$130 per month. Daily quarter-hour, 10 p.m. to midnight, \$150 per month; every other day, \$80 per month. Daytime quarter-hour, one time, \$10; nighttime, \$12.50. Daily fifty-word announcements, 9 a.m. to 12 noon, \$15 per month; noon to 6 p.m., \$20; 6 to 7 p.m., \$25; 7 to 9:30 p.m., \$35; 9:30 to 10 p.m., \$30; 10 p.m. to midnight, \$20 per month.

*Copy restrictions:* No patent medicines of any kind accepted. Commercials must not exceed 15% of program time.

### BUCARAMANGA\*

*Operator:* Santander Broadcasting. *Address:* Apartados Nacional 37, Aereo 3, Bucaramanga. *Power:* 350 watts on 1280 kc. and 750 watts on 4820 kc. *Affiliation:* None.

*Station head:* Hijos de B. Bueno Sues.

*Rep:* Broadcasting Abroad, Ltd., New York City. *News:* Bulletins broadcast; source not available. *Merchandising:* No information available. *Foreign language programs:* No information available.

*Electrical transcriptions:* Equipped to handle recordings at 33½ and 78 r.p.m. *Best programs:* No list available. *Artists bureau:* No information available.

*Rates:* One hour, 11 a.m. to 1 p.m., one time, \$40; per month, \$180; 5 to 8 p.m., one time, \$50; per month, \$500; 8 to 11 p.m., one time, \$60; per month, \$750. Half-hour, 11 a.m. to 1 p.m., one time, \$25; per month, \$100; 5 to 8 p.m., one time, \$30; per month, \$300; 8 to 11 p.m., one time, \$40; per month, \$400. Quarter-hour, 11 a.m. to 1 p.m., one time, \$15; per month, \$60; 5 to 8 p.m., one time, \$25; per month, \$180; 8 to 11 p.m., one time, \$30; per month, \$240. Five minutes, 11 a.m. to 1 p.m., one time, \$8; per month, \$25; 5 to 8 p.m., one time, \$12; per month, \$70; 8 to 11 p.m., one time, \$15; per month, \$100. One minute, 11 a.m. to 1 p.m., one time, \$2; per month, \$6; 5 to 8 p.m., one time, \$3; per month, \$15; 8 to 11 p.m., one time, \$4; per month, \$25. Frequency discounts: three to five broadcasts, 5%; five to eight, 10%; eight to 12, 15%; 12 to 20, 20%; 20 to 30, 25%. One to three months, 5%; three to six, 10%; six to 12, 15%; 12 or more months, 20%. Each 30 broadcasts counted as one month.

*Copy restrictions:* Patent medicines must be approved by the Department of Health.

(This information was supplied by Broadcasting Abroad, Ltd., and not by the station direct.)

### HJU, BUENAVENTURA

*Operator:* Consejo Administrativo F.F. C.C. Nales. *Address:* Ferrocarriles Nacionales, Buenaventura. *Power:* 1,000 watts on 9510 kc. *Affiliation:* None. *Opened:* May, 1935.

*Station manager, chief engineer:* A. Pinzon Neira. *Commercial manager:* Admor. Puerto.

(Note: This station is operated by the Board of Directors of the Ferrocarriles Nacionales (National Railways) and is used exclusively to advertise its railways

\*This station was recently rebuilt; call letters have not yet been assigned.

## COLOMBIA STATIONS—Continued

and to spread a knowledge of the country. Since June, 1937, it has worked only on maritime and domestic radio telegraphy, but plans to begin broadcasting again during 1938.)

### HJ5ABC, CALI

*Operator:* Rafael Angulo. *Address:* Carra 3, No. 14-36, Cali (Valle). *Power:* 300 watts on 1300 kc. *Affiliation:* None. *Opened:* Feb. 1, 1934. (Note: Rafael Angulo is also a distributor for Crosley radios.)

*Owner, director:* Rafael Angulo. *Station manager:* Daniel Benitez. *Chief engineer:* Antonio J. Restrepo. *Artists bureau head:* Alfonso Mesa Vargas.

*Rep:* None. *News:* Obtained from the Sociedad Informativa de Occidente. *Merchandising:* None. *Foreign language programs:* Not accepted.

*Electrical transcriptions:* Turntables take recordings at 33 $\frac{1}{3}$  and 78 r.p.m. *Best programs:* Popular songs, dance music and select music. *Artists bureau:* Yes; lists 14 artists.

*Rates:* Special quarter-hour program each night, \$50 per month. Fifteen-word announcements, every quarter-hour, \$100 per month. Fifteen-word announcements, every half-hour, \$60 per month. Announcements up to 100 words, 4 times daily, \$25 per month. Prices quoted do not include the commission of advertising agencies nor discounts for long-term contracts.

*Copy restrictions:* Certain types of medicines for internal use are prohibited.

### HJ5ABD, CALI

*Operator:* La Voz del Valle. *Address:* Plaza de Cayzedo 324, Cali. *Power:* 500 watts on 1150 kc; 1,250 watts on 6490 kc. *Affiliation:* No information available.

*Operators:* Cordoba & Rivas.

*Rep:* Broadcasting Abroad, Ltd., New York City. *News:* Daily bulletins broadcast; source not specified. *Merchandising:* Distribute circulars, handle fan mail, supply newspaper publicity. *Foreign language programs:* Not accepted.

*Electrical transcriptions:* Equipped to handle recordings at 33 $\frac{1}{3}$  and 78 r.p.m. *Best programs:* No list available. *Artists bureau:* No information available.

*Rates:* One hour, 11 a.m. to 7 p.m., \$20; 7 to 11 p.m., \$25. Half-hour, 11 a.m. to 7 p.m., \$15; 7 to 11 p.m. \$20. Quarter-hour, 11 a.m. to 7 p.m., \$10; 7 to 11 p.m., \$15. Five minutes, 11 a.m. to 7 p.m., \$5; 7 to 11 p.m., \$7.50. One minute, 11 a.m. to 7 p.m., \$2.25; 7 to 11 p.m., \$2.50. Frequency discounts: 53 to 104 times, 5%; 104 to 156 times, 10%; 156 to 260 times, 15%; more than 260 times, 20%.

*Copy restrictions:* Patent medicine advertising subject to approval of Department of Health.

(This information was supplied by Broadcasting Abroad, Ltd., and not by the station direct.)

### HJ5ABE, CALI

*Operator:* Cia. Radiodifusora Colombiana, S. A. *Address:* Apartado No. 50, Cali. *Power:* 1,000 watts on 1090 kc. *Affiliation:* None. *Opened:* Jan. 10, 1933. (Note: Cia. Radiodifusora Colombiana, S. A. also sells radio sets, supplies, etc.)

*General manager and publicity director:* Jose T. Calderon. *Station manager:* E. de Subia. *Commercial manager:* L. C. Hansen. *Chief engineer:* A. Gandini. *Program director:* F. de la Cuesta. *Musical director:* E. Arjona.

*Rep:* Pan American Broadcasting Co., New York City. *News:* International News Service. *Merchandising:* Service available through commercial department of the station; no details given. *Foreign language programs:* Accept any language, but suggest Spanish as most suitable.

*Electrical transcriptions:* Have over 2,000 Columbia records. Also have four turntables which take any size record, two at 33 $\frac{1}{3}$  and two at 78 r.p.m. *Best programs:* Comedy, news, drama and variety. *Artists bureau:* None.

*Rates:* One hour, 12 noon to 2 p.m. and 7 to 9 p.m., \$15. One hour at any other time, \$12. Fractions of hour add 20% to fractional price. One 100-word announcement, \$0.50.

*Copy restrictions:* Accept alcoholic beverages. Patent medicines for social diseases not accepted; all other patent medicines must be approved, and the copy must not be misleading or exaggerated.

### HJ1ABD, CARTAGENA

*Operator:* Ondas de la Heroica. *Address:* Apartado Postal 252—Apartado Aereo 58, Cartagena. *Power:* 100 watts on 7281.55 kc. *Affiliation:* No information available.

*Station head:* Ignacio de Villarreal.

*Rep:* Broadcasting Abroad, Ltd., New York City. *News:* Bulletins broadcast daily; source not specified. *Merchandising:* Distribute circulars, handle fan mail, supply newspaper publicity. *Foreign language programs:* Not accepted.

*Electrical transcriptions:* None. *Best programs:* No list available. *Artists bureau:* No information available.

*Rates:* One hour, \$30; three-quarter hour, \$23; half-hour, \$17.50; quarter-hour, \$10. (Time not available on foregoing rates Monday evening between 7:30 and 8:30 and Wednesday evening between 7:30



## COLOMBIA STATIONS—Continued

and 9 p. m.) One hundred word announcements, \$2.50; 75 words, \$2.25; 50 words, \$1.75; 25 words, \$1. Frequency discounts: 5 to 10 times, 10%; 10 to 20 times, 15%; 20 to 30 times, 20%.

*Copy restrictions:* Patent medicines must be approved by Department of Health.

(This information was supplied by **Broadcasting Abroad, Ltd.**, and not by the station direct.)

### HJ1ABE-HJ1ABF, CARTAGENA

*Operator:* Laboratorios Fuentes, S. A. *Address:* Apartado Aereo No. 91, Cartagena. *Power:* HJ1ABE, 1,000 watts on 4800 kc; HJ1ABF, 500 watts on 1240 kc. *Affiliation:* "Costa a Costa"—(coast-to-coast radio chain) with HJ4ABE, Medellin; HJ3ABD, Bogota; HJ4ABU, Pereira; HJ5ABD, Cali; and HJ7ABD, in Bucaramanga. *Opened:* 1933. (Note: Laboratorios Fuentes, S. A., also manufacture pharmaceuticals.)

*General manager:* Ant. J. Fuentes. *Station manager:* Ramon Mendez V. *Commercial manager:* Rafael Fuentes. *Chief engineer:* Guillermo Llano. *Program director:* R. Simmonds. *Musical director:* Victor Pareja, Jr. *Publicity director:* Julio Cantillo Najera.

*Rep:* Conquest Alliance Co., Inc., New York City. *News:* Obtained from local paper, a news service, and from U. S. and European broadcasts. *Merchandising:* By special arrangement, advertisers may have station handle direct mail, posters and newspaper advertising. *Foreign language programs:* Accept English and French programs.

*Electrical transcriptions:* Have library of U. S. and German transcriptions, and 2 turntables which take 12-inch records at 33½ and 78 r.p.m. *Best programs:* Cuban music with orchestra and singers, Hawaiian music, select orchestral music, guitar music, quita (typical local instrument) music, and U. S. music. *Artists bureau:* None.

*Rates:* One hour once a month, \$15; 5 times a month, \$13; 10 times a month, \$11; 15 times, a month, \$10; 20 times a month, \$8; thirty times a month, \$6. Half-hour once a month, \$10; 5 times a month, \$9; 10 times a month, \$8; 15 times a month, \$7; 20 times a month, \$5; 30 times a month, \$4. Quarter-hour once a month, \$6; 5 times a month, \$5; 10 times a month, \$4; 15 times a month, \$3.50; 20 times a month, \$3; 30 times a month, \$2. One announcement daily, \$15 per month; 2 daily, \$20; 3 daily, \$25; 4 daily, \$30; 6 daily, \$38; 8 daily, \$48; 10 daily, \$57; 12 daily, \$65 per month. All prices are for time only; talent extra.

*Copy restrictions:* Accept alcoholic bev-

verages and patent medicines. Commercials must not exceed one minute each in a quarter-hour program nor total more than four minutes altogether, and all copy must be in good taste.

### HJ1ABP-HJ1ABR, CARTAGENA

*Operator:* Radio Cartagena, S. A. *Address:* P. O. Box 37, Cartagena. *Power:* HJ1ABP, 1,000 watts on 9600 kc; HJ1ABR, 1,000 watts on 1400 kc. *Affiliation:* None. *Opened:* April, 1936. (Note: Operators of these stations also engage in the dairy products and furniture business, being proprietors of Lequerica Hermanos).

*General and commercial manager:* Manuel Lequerica. *Station manager:* Ild. Franco. *Chief engineer:* Roberto Troncoso N. *Program and publicity director, artists bureau head:* J. Balthazar.

*Rep:* None. *News:* Obtained from local daily, *El Figaro*. *Merchandising:* None. *Foreign language programs:* Accept English programs.

*Electrical transcriptions:* Use transcriptions of "various American and German make"; turntables take any type recording at 33½ r.p.m. *Best programs:* Musical programs, with orchestra and singers, amateur hour, American Hour (for English-speaking listeners). *Artists bureau:* Yes; lists 10 artists.

*Rates:* Vary according to type of advertising; minimum charge per month, \$20; maximum, \$120.

*Copy restrictions:* Accept alcoholic beverages and patent medicines; no advertising accepted from saloons, gambling houses, etc.; restrictions are imposed on the number of words in commercials.

### HJ6ABC, IBAGUE

*Operator:* Lamus & Rivera. *Address:* Carrera 2a con calle 11, Ibague. *Power:* 1,000 watts on 4740 kc. *Affiliation:* Cadena Indo-Latina (Indo-Latin Chain). *Opened:* June, 1935.

(Note: Lamus & Rivera are also importers.)

*Rep:* Conquest Alliance Co., Inc., New York City. *News:* No information available. *Merchandising:* No information available. *Foreign language programs:* No information available.

*Electrical transcriptions:* Equipped to handle recordings at 33½ and 78 r.p.m. *Best programs:* No list available. *Artists bureau:* No information available.

*Rates:* Daytime prices: One announcement, every other day, \$15 per month; one announcement daily, \$25 per month. Quarter-hour once a week, \$40 per month; quarter-hour, twice a week, \$70 per month; quarter-hour, 3 times a week, \$90 per

## COLOMBIA STATIONS—Continued

month. Short announcements, 2 or more every day, \$7.50 each. Nighttime prices (7 to 11 p.m.): One announcement, every other day, \$20 per month; one announcement daily, \$30 per month. Quarter-hour once a week, \$80 per month; quarter-hour, twice a week, \$120 per month; quarter-hour, 3 times a week, \$150 per month. Short announcements, 2 or more every day, \$10 each. Three-month contract earns 10% discount; 6 or more months, 15%.

*Copy restrictions:* No information available.

(This information was supplied by Conquest Alliance Co., Inc., and not by the station direct.)

### HJ6ABB-HJ6ABD, MANIZALES

*Operator:* Radio Manizales. *Address:* P. O. Box 175. *Power:* HJ6ABB, 2,500 watts on 6105 kc; HJ6ABD, 1,000 watts on 1390 kc. *Affiliation:* None. *Opened:* 1930.

*Director:* A. Hoyos A. *Commercial manager:* J. Jaramillo C. *Chief engineer:* R. Baena V. *Musical director:* Maestro R. Vargas. *Artists bureau head:* J. Camargo. *Publicity director:* T. Calderon.

*Rep:* Conquest Alliance Co., Inc., New York City. *News:* Obtained from local papers. *Merchandising:* None. *Foreign language programs:* Not accepted.

*Electrical transcriptions:* Have NBC The-saurus transcriptions, and over 4,000 American and European records. Turntables take recordings at 33 $\frac{1}{3}$  and 78 r.p.m. *Best programs:* Latin-American music, semi-classical music, drama and comedy. *Artists bureau:* Yes; lists 20 artists.

*Rates:* One hour, \$25, with artists' services extra. (Note: Price quoted in U. S. currency.)

*Copy restrictions:* Patent medicines for social diseases not accepted.

### HJ4ABA, MEDELLIN

*Operator:* Francisco Cuartas P. *Address:* Cundinam x Av. de Greiff, Medellin. *Power:* 750 watts on 1360 kc. *Affiliation:* None.

*Station head:* Francisco Cuartas.

*Rep:* None. *News:* Obtained from news broadcasts. *Merchandising:* None. *Foreign language programs:* Not accepted.

*Electrical transcriptions:* Equipped to handle recordings at 33 $\frac{1}{3}$  and 78 r.p.m. *Best programs:* Popular Colombian music. *Artists bureau:* None.

*Rates:* One hour, with recorded music up to 6 p.m., \$40. One hour, with live talent musical ensemble, 6 to 11 p.m., \$60. Thirty-word announcements, up to 6 p.m., \$15 per month; after 6 p.m., \$20 per month.

*Copy restrictions:* None listed.

### HJ4ABK-HJ4ABE, MEDELLIN

*Operator:* La Voz de Antioquia. *Address:* Carrera Jurin No. 52-78, Medellin. *Power:* HJ4ABK, 300 watts on 1250 kc.; HJ4ABE, 750 watts on 6097 kc. *Affiliation:* No information available.

*Manager:* Luis Ramos H.

*Rep:* Broadcasting Abroad, Ltd., New York City. *News:* Bulletins broadcast; source not available. *Merchandising:* No information available. *Foreign language programs:* Not accepted.

*Electrical transcriptions:* Equipped to handle recordings at 33 $\frac{1}{3}$  and 78 r.p.m. *Best programs:* No list available. *Artists bureau:* No information available.

*Rates:* One hour, \$40 per broadcast weekly; half-hour, \$25; quarter-hour, \$15. Frequency discounts: Quarter-hour once weekly for 26 weeks, 5%; 52 weeks, 10%. Half-hour once weekly for 13 weeks, 5%; 26 weeks, 10%; 39 weeks, 15%; 52 weeks, 20%. Hour discounts same as those for half-hour periods. In the case of two quarter-hours weekly for 52 weeks, the discount is the same as for half-hours over a similar period (20%). One-minute recorded announcement, daily for a period of 13 weeks, \$70 per month; two-minute announcements, \$100; 3 minutes, \$135; 5 minutes, \$200. Frequency discounts: 26-week contract, 5%; 39 weeks, 10%; 52 weeks, 15%.

*Copy restrictions:* Patent medicines must be registered with the Department of Health.

(This information was supplied by Broadcasting Abroad, Ltd., and not by the stations direct.)

### HJ4ABQ-HJ4ABP, MEDELLIN

*Operator:* Emisora Philco. *Address:* Medellin. *Power:* HJ4ABQ, 500 watts on 1320 kc; HJ4ABP, 1,000 watts on 6030 kc. *Affiliation:* None.

*Station head:* Cristobal Garcia P.

*Rep:* Broadcasting Abroad, Ltd., New York City. *News:* Daily bulletins broadcast; source not specified. *Merchandising:* Distribute circulars, handle fan mail, supply newspaper publicity. *Foreign language programs:* Not accepted.

*Electrical transcriptions:* Equipped to handle recordings at 33 $\frac{1}{3}$  and 78 r.p.m. *Best programs:* No list available. *Artists bureau:* No information available.

*Rates:* One hour, one time, \$55; half-hour, \$30; quarter-hour, \$15. One minute daily, \$55 per month; quarter-hour daily, \$280 per month; quarter-hour, three times weekly, \$145 per month. Contracts for 4 to 6 months earn 5% discount; 6 to 12 months, 10%.

*Copy restrictions:* Patent medicine ad-

## COLOMBIA STATIONS—Continued

vertising must be approved by Department of Health.

(This information was supplied by Broadcasting Abroad, Ltd., and not by the stations direct.)

### HJGABA, PEREIRA

Operator: La Voz de Pereira. Address: Pereira, Caldas. Power: 750 watts on 6054.3 kc. Affiliation: No information available.

Rep: Broadcasting Abroad, Ltd., New York City. News: Bulletins broadcast daily; source not specified. Merchandising: Distribute circulars, handle fan mail, supply newspaper publicity. Foreign language programs: Not accepted.

Electrical transcriptions: Equipped to handle recordings at 33½ and 78 r.p.m. Best programs: No list available. Artists bureau: No information available.

Rates: One hour daily, 7 to 10 p. m., \$1,000 per month; half-hour daily, \$600; quarter-hour daily, \$360; five minutes daily, \$100; one minute daily, \$70 per month. (Thirty broadcasts considered one month).

Copy restrictions: Patent medicine advertising must be approved by Department of Health.

(This information was supplied by Broadcasting Abroad, Ltd., and not by the station direct.)

## COSTA RICA

Official language: Spanish. Money: Colon. Area: 23,000 square miles. Population: 577,833. Estimated number of receiving sets: 10,000. Tax or registration: None.

Duty on transcriptions and records: 1.00 colones per gross kilo, plus a surtax of 4% of basic duty. Wharfage charge, 0.02 per gross kilo; additional wharfage charge, 0.005 per gross kilo. There is a surcharge of 5% of basic duty in the Province of Limon; 2% in San Jose, Cartage, Heredia and Alajuela.

### TIWX-TI4WX, HEREDIA

Operator: La Voz de la Patria. Address: Apartado 48, Heredia. Power: TIWX, 500 watts on 690 kc.; TI4WX, 50 watts on 7200 kc. Affiliation: No information available. Opened: Dec., 1933.

Manager: Marcial Pacheco R.

Rep: Conquest Alliance Co., Inc., New York City. News: No information available. Merchandising: No information available. Foreign language programs: No information available.

Electrical transcriptions: Equipped to handle recordings at 33½ and 78 r.p.m. Best programs: No list available. Artists bureau: No information available.

Rates: Fifty-word announcements: 2 daily, 22.00 Colones per month; 3 daily, 30.00 Colones per month; 6 daily, 43.00 Colones per month; 9 daily, 57.00 Colones per month; 12 daily, 75.00 Colones per month. One-minute announcements: 2 daily, 30.00 Colones per month; 4 daily, 50.00 Colones per month; 6 daily, 65.00 Colones per month; 12 daily, 100.00 Colones per month.

Copy restrictions: No information available.

(This information was supplied by Con-

quest Alliance Co., Inc., and not by the station direct.)

### TIPG, SAN JOSE

Operator: La Voz de la Victor. Address: San Jose. Power: 1,500 watts on 6400 kc. and 4,000 watts on 625 kc. Affiliation: No information available. Opened: 1935.

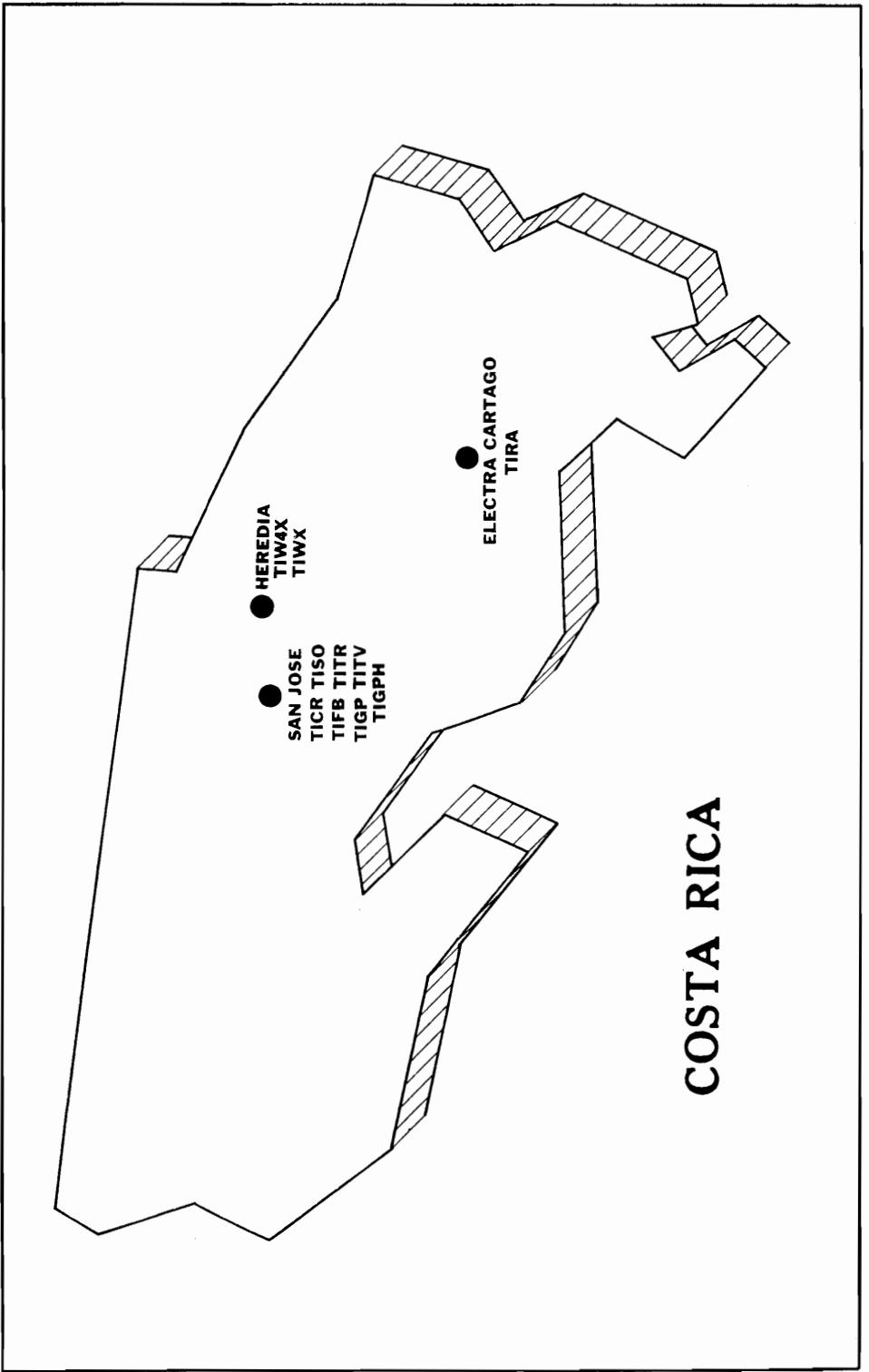
Owner: Perry Girton.

Rep: Conquest Alliance Co., Inc., New York City. News: No information available. Merchandising: No information available. Foreign language programs: No information available.

Electrical transcriptions: Equipped to handle recordings at 33½ and 78 r.p.m. Best programs: No list available. Artists bureau: No information available.

Rates: One hour, \$5; one hour, twice a week, \$4.50; 3 times a week, \$4; 4 times a week, \$3.50; 6 times a week, \$3; 7 times a week, \$2.50. Half-hour, \$3; half-hour, twice a week, \$2.60; 3 times a week, \$2.40; 4 times a week, \$2.10; 6 times a week, \$1.80; 7 times a week, \$1.50. Quarter-hour, \$2; quarter-hour, twice a week, \$1.80; 3 times a week, \$1.60; 4 times a week, \$1.40; 6 times a week, \$1.20; 7 times a week, \$1. One-minute announcements, 7 times a week, \$2.25 per week. Thirteen-week contract

Note: Unless otherwise stated, all rates are in Colones.



● HEREDIA  
TIW4X  
TIWX

● SAN JOSE  
TICR TISO  
TIFB TITR  
TIGP TITV  
TIGPH

● ELECTRA CARTAGO  
TIRA

COSTA RICA

## COSTA RICA STATIONS—Continued

earns 5% discount; 26 weeks, 10%; 39 weeks, 15%; 52 weeks, 20%. (Note: These rates are quoted in U.S. currency.)

*Copy restrictions:* No information available.

(This information was supplied by Conquest Alliance Co., Inc., and not by the station direct.)

### TIGPH, SAN JOSE

*Operator:* Gonzalo Pinto H. (Publicity licensee: Cia. Publicidad Moderne, S.A.—P.F. Saborio). *Address:* Ave. 2 between 20/22. *Power:* 200 watts on 650 kc. and 100 watts on 5830 kc. *Affiliation:* No information available. *Opened:* 1929.

*Manager:* P. F. Saborio.

*Rep:* Conquest Alliance Co., Inc., New York City. *News:* No information available. *Merchandising:* No information avail-

able. *Foreign language programs:* No information available.

*Electrical transcriptions:* Equipped to handle recordings at 33½ and 78 r.p.m. *Best programs:* No list available. *Artists bureau:* No information available.

*Rates:* One hour, 34.00 Colones; one hour, 6 times weekly, 400.00 Colones per month. Half-hour, 17.00 Colones; half-hour, 6 times weekly, 200.00 Colones per month. Quarter-hour, 8.50 Colones; quarter-hour, 6 times weekly, 100.00 Colones per month. Two announcements daily, except Sunday, 100 words or one minute, 40.00 Colones per month.

*Copy restrictions:* No information available.

(This information was supplied by Conquest Alliance Co., Inc., and not by the station direct.)

## CUBA

*Official language:* Spanish. *Money:* Peso. *Area:* 41,325 square miles. *Population:* 3,763,375. *Estimated number of receiving sets:* Estimates vary from 50,000 to 150,000 sets. *Tax or registration:* None.

*Duty on transcriptions and records:* Phonograph discs, \$0.07 each. (This is the rate to the U. S., and is payable in Cuban pesos or U. S. dollars.)

### CMHD, CAIBARIEN

*Operator:* Manuel Alvarez. *Address:* Box 155, Caibarien. *Power:* 250 watts on 1270 kc. *Affiliation:* None. *Opened:* 1922. (Note: Manuel Alvarez also engages in the sale of radio and electrical goods.)

*Station and commercial manager, chief engineer:* Manuel Alvarez. *Program, musical and publicity director, artists bureau head:* Olimpia Casado.

*Rep:* None. *News:* None. *Merchandising:* None. *Foreign language programs:* Accept English programs.

*Electrical transcriptions:* Have a library of popular records. Turntables take recordings at 33½ and 78 r.p.m. *Best programs:* No list given. *Artists bureau:* Yes; number of artists not given.

*Rates:* One hour daily, \$180 per month; half-hour, \$100; quarter-hour, \$50. Special hours, with artists, \$15 per hour; with recorded music, \$6 per hour. Recorded music with announcements, \$10 per month.

*Copy restrictions:* Price mention prohibited.

### CMJA-COJQ, CAMAGUEY

*Operator:* Rafael Valdes Jimenez. *Address:* Maceo No. 1, Camaguey. *Power:*

CMJA, 300 watts on 1010 kc; COJQ, 300 watts on 8665 kc. *Affiliation:* None. (The management, cooperating with Conquest Alliance, will undertake to organize, at cost, any hookup desired by advertiser). *Opened:* 1923.

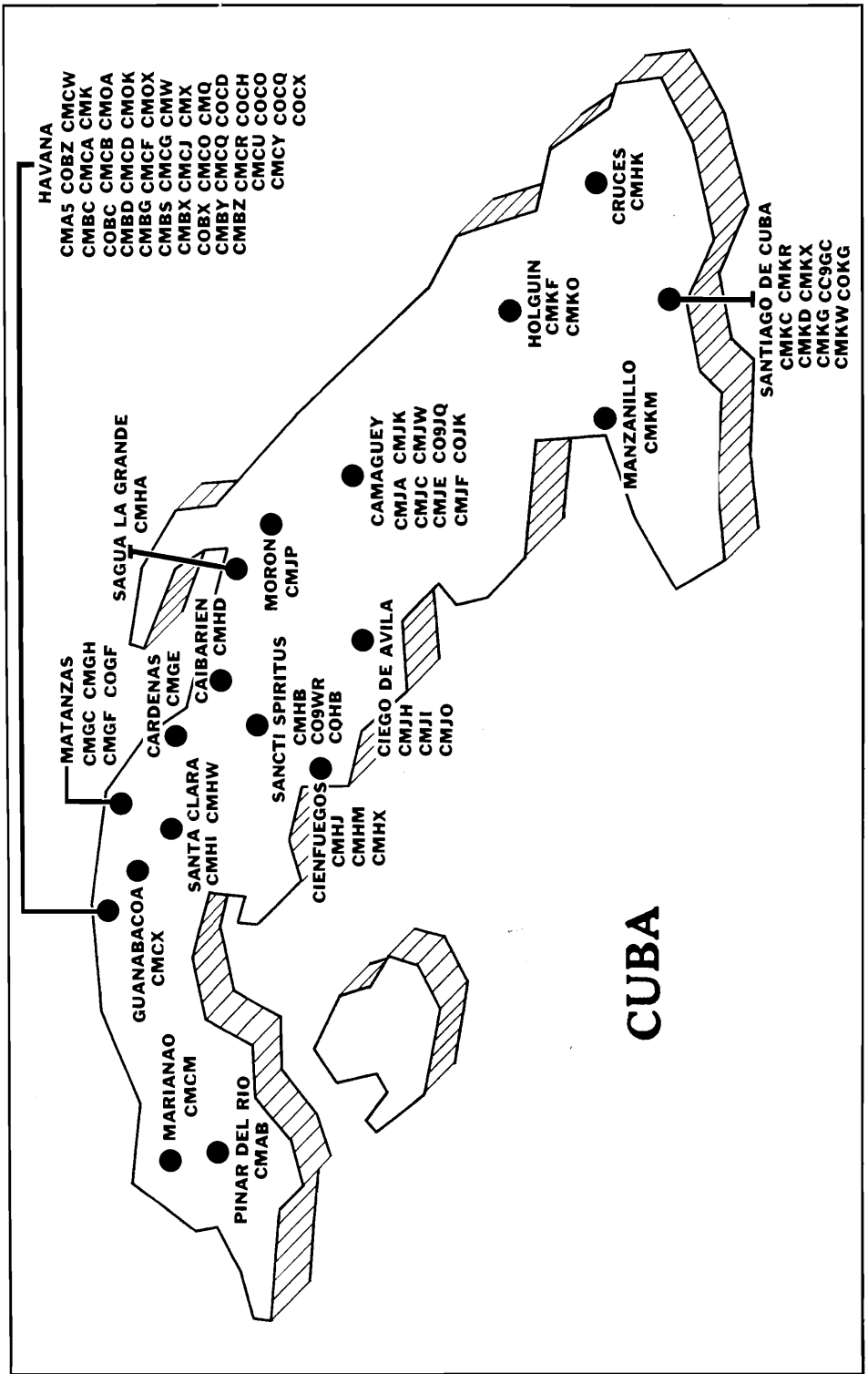
*Owner, station and commercial manager and chief engineer:* Rafael Valdes Jimenez. *Program director:* L. J. Romero. *Musical director:* Victor M. Gonzales. *Artists bureau head:* Pedro Virgili.

*Rep:* Conquest Alliance Co., Inc., New York City. *News:* Obtained through own office in Havana. *Merchandising:* None. *Foreign language programs:* Accept English programs.

*Electrical transcriptions:* Use RCA Victor and Columbia records. Turntables take records up to 16 inches, at 33½ and 78 r.p.m. *Best programs:* News and dance orchestras. *Artists bureau:* Yes; lists 20 artists.

*Rates:* One hour, once weekly, 7 to 10 p.m., \$10; twice weekly, \$8; 3 times weekly, \$7; 6 times weekly, \$5. One hour, once weekly, 8 a.m. to 7 p.m. and 11 p.m. to midnight, \$5; twice weekly, \$4; 3 times weekly, \$3.50; 6 times weekly, \$2.50.

Note: Unless otherwise stated, all rates are in Pesos.



## CUBA STATIONS—Continued

Half-hour, once weekly, 7 to 10 p.m., \$6; twice weekly, \$4.80; 3 times weekly, \$4.20; 6 times weekly, \$3. Half-hour, once weekly, 8 a.m. to 7 p.m. and 11 p.m. to midnight, \$3; twice weekly, \$2.40; 3 times weekly, \$2.10; 6 times weekly, \$1.50. Quarter-hour, once weekly, 7 to 10 p.m., \$4; twice weekly, \$3.20; 3 times weekly, \$2.80; 6 times weekly, \$2. Quarter-hour, once weekly, 8 a.m. to 7 p.m. and 11 p.m. to midnight, \$2; twice weekly, \$1.60; 3 times weekly, \$1.40; 6 times weekly, \$1. One daily announcement, 6 to 10 p.m. (1 minute recorded or 100 words), \$7.20 monthly; 2 daily spots, \$12; 4 daily spots, \$19.20; 8 daily spots, \$36 per month. 26-week contract earns 10% discount, 52-week, 20%. Artists' services are not included in above rates. (Note: These rates are quoted in U. S. A. currency).

*Copy restrictions:* Government regulations prohibit price mention, spot announcements on Sunday and news broadcasts from 11 a.m. Sunday to 11 a.m. Monday. Sunday programs must not be less than a quarter-hour, with announcements at the start and ending, and one during program. All copy subject to station approval.

### CMJF, CAMAGUEY

*Operator:* John L. Stowers. *Address:* Republica, No. 88, Camaguey. *Power:* 500 watts on 1150 kc. *Affiliation:* CMJF is affiliated with CMBG, Havana, both being under the same ownership. (Note: John L. Stowers also manufactures pianos, distributes radios and accessories, phonographs and records, and owns several retail stores.)

*Owner:* John L. Stowers. *Station and commercial manager:* Angel Perez G. *Chief engineer:* Gabriel Barreras. *Program director:* Justo Valees B. *Musical director:* Jesus Fernandez Lopez. *Publicity director:* Juan De La Cruz.

*Rep:* None. *News:* Cuban Transradio. *Merchandising:* None. *Foreign language programs:* Accept English programs.

*Electrical transcriptions:* Use RCA Victor and Columbia records, 12 and 18-inch size; turntables of 33 $\frac{1}{3}$  and 78 r.p.m.; also have a large stock of records. *Best programs:* Popular Cuban music. *Artists bureau:* None.

*Rates:* Daily quarter-hour with orchestra, during daytime periods, \$25; every other day, \$15; daily with recorded music, \$18; every other day, with recorded music, \$10. Daily quarter-hour, nighttime, with orchestra, \$35; every other day, \$20; daily quarter-hour with recorded music, \$22;

every other day, \$15. Daily half-hour with orchestra, daytime, \$45; every other day, \$25; daily, with recorded music, \$32; every other day, \$18. Daily half-hour with orchestra, nighttime, \$65; every other day, \$35; daily with recorded music, \$42; every other day, \$26. Daily hour with orchestra, daytime, \$80; every other day, \$50; daily, with recorded music, \$60; every other day, \$37. Daily hour with orchestra, nighttime, \$120; every other day, \$65; daily, with recorded music, \$80; every other day, \$45. Two-minute announcements, live or recorded, during daytime hours (9 a.m. to 6 p.m.), \$10; during evening hours, \$12.50.

*Copy restrictions:* All copy must be in good taste.

### CMJK-COJK, CAMAGUEY

*Operator:* Jones, Castrillon & Cia. *Address:* Finlay No. 3 (Altos), Camaguey. *Power:* CMJK, 200 watts on 780 kc; COJK, 1,000 watts on 8664 kc. *Affiliation:* None. *Opened:* June 1, 1937 (COJK only; no date given for CMJK.)

*General manager:* Juan B. Castrillon. *Station manager:* Vincent P. Jones. *Chief engineers:* Vincent P. Jones (CMJK); Felix Isaac (COJK).

*Rep:* Pan American Broadcasting Co., New York City; Conquest Alliance Co., Inc., New York City and Havana, Cuba; Export Advertising Agency, Chicago. *News:* Obtained from the newspaper *El Camagueyano*, with which CMJK has a commercial tie-in. *Merchandising:* None. *Foreign language programs:* No information given.

*Electrical transcriptions:* RCA Victor used principally; use two turntables—one crystal pick-up, and one RCA pick-up—both taking 33 $\frac{1}{3}$  and 78 r.p.m. *Best programs:* News, dance music, and musical programs. *Artists bureau:* None.

*Rates:* One quarter-hour per week, \$4; per month, \$16. Two quarter-hours per week, \$4 each; per month, \$32. Three quarter-hours per week, \$4 each; per month, \$48. Six quarter-hours per week, \$4 each; per month, \$96. One 30-word announcement daily, 10 to 11.30 a.m., \$5 per month; three 30-word announcements daily, \$12.50 per month. One 30-word announcement daily, 8 to 11 p.m., \$7.50 per month; three 30-word announcements daily, \$20 per month. One 20-word announcement daily in Select Social Hour, 11.30 to 12.30 p.m., or in the Select Hour, 7 to 8 p.m., \$10 per month; three 20-word announcements daily, \$25 per month. When more than three announcements are desired over several hours of broadcasting, each announcement costs \$0.35. Sunday

## CUBA STATIONS—Continued

and hourly prices not indicated above will be supplied upon request.

*Copy restrictions:* CMJK notes that no mention of prices is allowed.

### CMGE, CARDENAS

*Operator:* Genaro Sabater. *Address:* Cespedes 180 (altos), Cardenas. *Power:* 250 watts on 1370 kc. *Affiliation:* None. *Opened:* 1929.

*Station and commercial manager, program and musical director:* Genaro Sabater. *Chief engineer:* Bernabe de la Torre. *Artists bureau head:* Manuel Lopez. *Publicity director:* J. L. Almeida.

*Rep:* None. *News:* Obtained from private service. *Merchandising:* Service available by special arrangement with advertiser. *Foreign language programs:* Accept English programs.

*Electrical transcriptions:* Have records of unspecified make. Turntables take 10, 12 and 18 inch records at 33 $\frac{1}{3}$  and 78 r.p.m. *Best programs:* Typical Cuban music, jazz, Cuban, Mexican and Argentine trios, Argentine tango music, creole songs and amateurs. *Artists bureau:* Yes; lists about 50 artists.

*Rates:* One hour, \$3; one hour every weekday, \$75 per month. Two daily announcements, up to 40 words, \$3 per month; 4 daily announcements, \$5; 10 daily announcements, \$10; 24 daily announcements, \$20. Add 50% to above rates if sponsor wants to use his own transcriptions.

*Copy restrictions:* Accept any product or article except hard liquor. No price mention is allowed, though percentage may be stated. Commercials must be an average 40 to 50 words.

### CMJH, CIEGO DE AVILA

*Operator:* Luis Marauri Mendoza. *Address:* Honorato Castillo 37, Ciego de Avila. *Power:* 100 watts on 1360 kc. *Affiliation:* National Radio Chain of the Cuban Telephone Co. *Opened:* Sept. 6, 1931.

*Station and general department head:* Luis Marauri Mendoza. *Musical director:* Professor Lombida.

*Rep:* None. *News:* Obtained from newspaper, *El Pueblo*. *Merchandising:* None. *Foreign language programs:* Not accepted.

*Electrical transcriptions:* Use RCA Victor records. Turntables take recordings at 33 $\frac{1}{3}$  and 78 r.p.m. *Best programs:* No list given. *Artists bureau:* None.

*Rates:* No information given.

*Copy restrictions:* None.

### CMJO, CIEGO DE AVILA

*Operator:* Benito Rodrigalvarez y Hermano. *Address:* Cuba 100, Ciego de Avila. *Power:* 100 watts on 1180 kc. *Affiliation:* None. *Opened:* 1928. (Note: Benito Rodrigalvarez y Hermano are proprietors of the book store, Renacimiento, in Ciego de Avila.)

*Station head:* B. Ildefonso. *Station manager:* B. I. Morales. *Commercial manager, publicity director:* Benito Rodrigalvarez. *Chief engineer:* Carlos Andux. *Program director:* D. Rodrigalvarez. *Musical director:* Miguel Riveron. *Artists bureau head:* Raul Canedo.

*Rep:* Conquest Alliance Co., Inc., New York City. *News:* Bulletins are broadcast daily, but source not listed. *Merchandising:* None. *Foreign language programs:* Will accept.

*Electrical transcriptions:* Turntables take records at 33 1/3 and 78 r.p.m. *Best programs:* No list given. *Artists bureau:* Yes; number of artists not given.

*Rates:* One hour, \$30 per month; half-hour, \$18; quarter-hour, \$10. One daily announcement, \$2 per month; 2 daily announcements, \$3.50; 3 daily announcements, \$4; 4 daily announcements, \$4.50; 5 daily announcements, \$5 per month.

*Copy restrictions:* None listed.

### CMHJ, CIENFUEGOS

*Operator:* Romualdo Ugalde. *Address:* P. O. Box 112, Cienfuegos. *Power:* 250 watts on 1160 kc. *Affiliation:* None. *Opened:* 1930.

*Owner:* Romualdo Ugalde. *Station manager and chief engineer:* Ricardo Ugalde. *Commercial manager:* Antonio Mirette. *Program director:* Sergio Anleo. *Musical director:* Osvaldo Allen. *Artists bureau head:* Jose Domec. *Publicity director:* Carlos Garate.

*Rep:* None. *News:* Obtained from local paper, *El Comercio*. *Merchandising:* Services rendered at 30% of contract rate. *Foreign language programs:* Accept English programs.

*Electrical transcriptions:* Have RCA Victor and Oriole records. Turntables take records up to 16 inches, at 33 $\frac{1}{3}$  and 78 r.p.m. *Best programs:* Classical music, popular Cuban and American music, comedy and dance music. *Artists bureau:* Yes; lists 103 artists.

*Rates:* One hour, once a week, 8 to 10 p.m., \$4.00; twice a week, \$3.50; 3 times weekly, \$3.00; 6 times weekly, \$2.50. One hour, once a week, 7 to 8 p.m., \$3.50; twice weekly, \$3.00; 3 times weekly, \$2.50; 4 times weekly, \$2.00. One hour, once a week, 12 noon to 2 p.m., 6 to 7 p.m., and 10 p.m. to midnight, \$3.00; twice weekly, \$2.50; 3



## CUBA STATIONS—Continued

times weekly, \$2.00; 6 times weekly, \$1.50. One hour, once a week, 7 a.m. to 12 noon and 2 to 6 p.m., \$2.50; twice weekly, \$2.00; 3 times weekly, \$1.50; 6 times weekly, \$1. Half-hour program is 60% of hour rate; quarter-hour is 40%. One daily announcement, \$2.50 per month; 12 daily announcements, \$22.80; 20 daily announcements, \$37.50 per month.

*Copy restrictions:* Commercial programs of less than 15 minutes not permitted between 11 a.m. Sunday and 11 a.m. Monday. Commercials must not exceed 2 minutes per quarter-hour.

### CMHM, CIENFUEGOS

*Operator:* Jose Ramon Femenias. *Address:* D'Clouet 33, Cienfuegos. *Power:* 250 watts on 1450 kc. *Affiliation:* None, but occasionally has hookup with local or Havana stations. *Opened:* 1935.

*Station head, chief engineer:* J. R. Femenias, Jr. *Station manager:* J. R. Femenias, Sr. *Commercial manager:* J. Morales. *Program director, artists bureau head:* J. R. Femenias. *Publicity director:* Jovina Garcia.

*Rep:* Mr. Caos, Havana, Cuba. *News:* Obtained through own reporters. *Merchandising:* Offer space on premises for demonstration and display purposes. *Foreign language programs:* English program current.

*Electrical transcriptions:* Use RCA Victor and Pathe 10 and 12 inch records. Turntables take records at 33 1/3 and 78 r.p.m. *Best programs:* Typical dance and tango music. *Artists bureau:* Yes; lists 48 artists.

*Rates:* Exclusive programs range from \$120 to \$500 per month; minimum rate for spots, \$5 each; no rate card.

*Copy restrictions:* No commercial broadcasting permitted on Sunday; no price mentions. Political broadcasts and special campaigns must be paid for in advance.

### CMHK, CRUCES

*Operator:* Virgilio Villanueva Fernandez. *Address:* Apartado 79, Cruces. *Power:* 500 watts on 1330 kc. *Affiliation:* None. (Note: Virgilio Villanueva Fernandez also engages in retail of electrical appliances, hardware, toys and stationery.)

*Proprietor and commercial manager:* Virgilio Villanueva. *Station manager:* Joaquin Hernandez. *Chief engineer:* J. Ventura Montes. *Program director:* Pedro Arango. *Musical director:* Enidio Villanueva. *Publicity director:* I. Villanueva.

*Rep:* Messrs. Humara y Lastra, S. en C., Apartado 508, Havana, Cuba. *News:* Obtained from reporters and newspapers. *Merchandising:* Offer premises for display

purposes; other services also available. *Foreign language programs:* Accept programs in any language required.

*Electrical transcriptions:* Use 10 and 12 inch records, obtained from representative in Havana. Have 3 turntables at 33 1/2 and 78 r.p.m. *Best programs:* Cuban music and songs with guitar and trio accompaniment; singers with orchestra. *Artists bureau:* None.

*Rates:* Two announcements daily, \$5; 4 daily, \$9; 8 daily, \$16; 12 daily, \$20; 20 daily, \$30.

*Copy restrictions:* None.

### CMBC-COBC, HAVANA

*Operator:* El Progreso Cubano. *Address:* Monte 139, Apartado Postal 132, Havana. *Power:* CMBC, 1,700 watts on 950 kc; COBC, 1,700 watts on 9960 kc. *Affiliation:* No information available.

*Director:* Luis Aragon. *Administrator:* Manuel Fernandez.

*Rep:* Broadcasting Abroad Ltd., New York City. *News:* Bulletins broadcast; source not available. *Merchandising:* Offer limited service. *Foreign language programs:* Not accepted.

*Electrical transcriptions:* Equipped to handle recordings at 33 1/2 and 78 r.p.m. *Best programs:* No list available. *Artists bureau:* No information available.

*Rates:* One hour weekly, 8 to 10 a.m., 2 to 5 p.m. and 11 p.m. to midnight, \$8; twice weekly, \$6.60; three times weekly, \$5.50; six times weekly, \$4.50. One hour weekly, 10 to 11 a.m., and 5 to 6 p.m., \$12; twice weekly, \$10; three times weekly, \$8.50; six times weekly, \$7. One hour weekly, 11 a.m. to 2 p.m., 6 to 8 p.m., 10 to 11 p.m., \$22; twice weekly, \$18; three times weekly, \$15; six times weekly, \$12. One hour weekly, 8 to 10 p.m., \$30; twice weekly, \$24; three times weekly, \$20; six times weekly, \$17. Half-hour period, 60% of hour rate; quarter-hour, 40%. Contracts for 13 to 26 weeks earn 5% discount; more than 26 weeks, 10%. Forty-word announcements on a rotative schedule: two daily, \$23.40 per month (30 days); five daily, \$52.50; 10 daily, \$96; 15 daily, \$130.05; 20 daily, \$156; 30 daily, \$216; 40 daily, \$264; 50 daily, \$300. Announcements at fixed times during the day, add 10%; nighttime, add 30%. Announcements with sound effects (not more than 30 seconds), add 30%; with records (not more than one minute), add 50%. Contracts for more than three months earn 5% discount; more than six months, 10%; more than one year, 15%. (Note: These rates are quoted in U.S.A. currency.)

*Copy restrictions:* Accept alcoholic bev-

## CUBA STATIONS—Continued

erages. Patent medicines must be approved by the Department of Health. (This information was supplied by Broadcasting Abroad, Ltd., and not by the stations direct.)

### CMBS, HAVANA

*Operator:* Enrique Artalejo. *Address:* Calzada y H, Vedado, Havana. *Power:* 500 watts on 1170 kc. *Affiliation:* Member of an inter-city chain, which includes most of the stations of Havana.

*Owner and station manager:* Enrique Artalejo. *Commercial manager and publicity director:* A. L. Artalejo. *Chief engineer:* V. J. Montes. *Program and musical director:* A. Parets.

*Rep:* None. *News:* Obtained from reporters. *Merchandising:* None. *Foreign language programs:* Accept programs in any language.

*Electrical transcriptions:* Use records distributed by Cia. Cubana de Fonografos; no further details given. *Best programs:* No list given. *Artists bureau:* None.

*Rates:* \$7 per announcement per month.

*Copy restrictions:* Price mentions not allowed.

### CMBX-COBX, HAVANA

*Operator:* Alberto Alvarez. *Address:* San Miguel, 194, Havana. *Power:* CMBX, 1,000 watts on 1070 kc; COBX, 750 watts on 9200 kc. *Affiliation:* With CMKL, in Bayamo, Province of Oriente. (Note: Alberto Alvarez also manufactures transmitters, transformers, condensers, etc.)

*Manager, chief engineer and publicity director:* Alberto Alvarez. *Station manager:* Vicente Espinosa. *Commercial manager:* Julia Nunez. *Program and musical director:* Ernesto Espinosa.

*Rep:* None. *News:* None listed. *Merchandising:* None listed. *Foreign language programs:* Accept Spanish, English, French, German, Russian and Portuguese programs.

*Electrical transcriptions:* Have RCA Victor and Columbia records, 10 and 12 inches at 33 $\frac{1}{3}$  and 78 r.p.m. *Best programs:* None listed. *Artists bureau:* None.

*Rates:* Quarter-hour live talent program, 8 a.m. to 5 p.m., \$60; recorded program, \$40. Quarter-hour live talent program, nighttime, \$75; recorded program, \$60. Programs over a quarter-hour earn 15% discount on the regular rate progression. These prices are for CMBX, COBX, and affiliate Station CMKL.

*Copy restrictions:* No subversive advertising, nor any which is not in good taste.

### CMBZ-COBZ, HAVANA

*Operator:* Manuel y Guillermo Salas. *Address:* San Rafael 14, altos, Havana. *Power:*

CMBZ, 1,000 watts on 1000 kc.; COBZ, 250 watts on 9030 kc. *Affiliation:* None. *Opened:* 1922.

*Station heads:* Manuel and Guillermo Salas. *Station manager:* Eleuterio Salas. *Commercial manager:* Guillermo Salas. *Chief engineer:* Guillermo Palanes. *Program director:* M. A. Salas. *Musical director:* M. A. Luis Suao.

*Rep:* None. *News:* Through own local reporters. *Merchandising:* None. *Foreign language programs:* Accept programs in any language.

*Electrical transcriptions:* Use RCA Victor records at 33 $\frac{1}{3}$  and 78 r.p.m. *Best programs:* Popular Cuban music. *Artists bureau:* None.

*Rates:* One announcement every commercial hour, 7:45 to 10 a.m., 11 a.m. to 12 noon, 4 to 5 p.m. and 8 to 9 p.m., \$30. One announcement from 4 to 5 p.m. at the commencement of every musical number, \$60; from 11 a.m. to noon, at the commencement of every musical number, \$80; from 8 to 9 p.m., at the commencement of every musical number, \$100. Ten announcements at different times from 7:45 a.m. to 12:30 a.m., \$60; 20 announcements, \$100. One station break from 7:45 a.m. to sign-off, \$175. Two announcements during commercial hours before 12 noon, \$20. Thirty-five announcements at fixed times from 8:15 a.m. to 8:45 p.m., \$250 on 3 month contract. All above prices presume a 3-month contract. Announcements with sound effects, 25% extra.

*Copy restrictions:* Price mentions not permitted.

### CMCF-COCH, HAVANA

*Operator:* General Broadcasting Co. *Address:* P.O. Box 41, Havana. *Power:* CMCF, 5,000 watts on 810 kc.; COCH, 5,000 watts on 9437 kc. *Affiliation:* None. *Opened:* 1924.

*Manager:* Oscar Gutierrez. *Station manager:* Miss M. Madariaga. *Commercial manager:* L. Cano. *Chief engineer and musical director:* A. Z. Bazan. *Program director:* A. Iglesias. *Artists bureau head:* A. Joffre. *Publicity director:* J. Z. Bazan.

*Rep:* None. *News:* Own reporters and News Department of Mendoza & Co. *Merchandising:* Yes, details of service not given. *Foreign language programs:* Accept French and English programs.

*Electrical transcriptions:* Have RCA Victor records, 33 $\frac{1}{3}$  and 78 r.p.m. *Best programs:* Cuban dance music, American dance music, comedy and drama. *Artists bureau:* Yes; number of artists not listed.

*Rates:* Quarter-hour, 8 a.m. to 12 noon, \$15; 12 noon to 2 p.m., \$30; 2 to 5 p.m., \$15; 5 to 7 p.m., \$30; 7 to 10 p.m. \$50; 10 p.m.

## CUBA STATIONS—Continued

to midnight, \$15. One hour, 8 a.m. to 12 noon, \$35; noon to 2 p.m., \$70; 2 to 5 p.m., \$35; 5 to 7 p.m., \$70; 7 to 10 p.m. \$120; 10 p.m. to midnight, \$35 Talent extra. Four 35-word spot announcements, 2 daytime, 2 nighttime, \$70 per month; twenty 35-word announcements, 12 daytime, 8 nighttime, \$270 per month; forty 35-word announcements, 24 daytime, 16 nighttime, \$395 per month.

*Copy restrictions:* None listed.

### CMCD-COCD, HAVANA

*Operator:* La Voz del Aire, S.A. *Address:* 25 and G-Vedado, Havana. *Power:* Stations operate on 960 kc; no wattage given. *Affiliation:* No information available.

*Manager:* J. Benitez.

*Rep:* Conquest Alliance Co., Inc., New York City. *News:* No information available. *Merchandising:* No information available. *Foreign language programs:* No information available.

*Electrical transcriptions:* No information available. *Best programs:* No list available. *Artists bureau:* No information available.

*Rates:* One hour, 8 to 10 p.m., \$18.50; one hour, twice a week, \$13.50; 3 times a week, \$10.50; 6 times a week, \$9. Half-hour, 8 to 10 p.m., \$11.10; twice a week, \$8.10; 3 times a week, \$6.30; 6 times a week, \$5.40. Quarter-hour, 8 to 10 p.m., \$7.40; quarter-hour, twice a week, \$5.40; 3 times a week, \$4.20; 6 times a week, \$3.60. One hour, 7 to 8 p.m., \$13; twice a week, \$10; 3 times a week, \$8; 6 times a week, \$7. Half-hour, 7 to 8 p.m., \$7.80; twice a week, \$6; 3 times a week, \$4.80; 6 times a week, \$4.20. Quarter-hour, 7 to 8 p.m., \$5.20; twice a week, \$4.00; 3 times a week, \$3.20; 6 times a week, \$2.80. One hour, 12 noon to 2 p.m., 6 to 7 p.m. and 10 p.m. to 1 a.m., \$10; twice a week, \$8.50; 3 times a week, \$7; 6 times a week, \$6. Half-hour, \$6; twice a week, \$5.10; 3 times a week, \$4.20; 6 times a week, \$3.60. Quarter-hour, \$4; twice a week, \$3.40; 3 times a week, \$2.80; 6 times a week, \$2.40. One hour, 7 a.m. to 12 noon and 2 to 6 p.m., \$10; twice a week, \$7.50; 3 times a week, \$6; 6 times a week, \$5. Half-hour, \$6; twice a week, \$4.50; 3 times a week, \$3.60; 6 times a week, \$3. Quarter-hour, \$4; twice a week, \$3; 3 times a week, \$2.40; 6 times a week, \$2. Announcements (not exceeding 40 words): 2 daily, one day, one night, \$16 per month; 4 daily, 2 daytime, 2 nighttime, \$29 per month; 6 daily, 4 daytime, 2 nighttime, \$39 per month; 8 daily, 5 daytime, 3 nighttime, \$50 per month; 14 daily, 8 daytime, 6 nighttime, \$78 per month; 20 daily, 12 daytime, 8 nighttime, \$112 per month; 30 daily, 18

daytime and 12 nighttime, \$150 per month; 15 daily, in change of every program, \$120 per month. Announcements (one-minute, recorded or spoken): Four daily, 2 daytime, 2 nighttime, \$50 per month; 6 daily, 4 daytime, 2 nighttime, \$70 per month; 8 daily, 5 daytime, 3 nighttime, \$85 per month; 14 daily, 8 daytime, 6 nighttime, \$140 per month; 20 daily, 12 daytime, 8 nighttime, \$192 per month; 30 daily, 18 daytime, 12 nighttime, \$275 per month; 15 daily, in every program change, \$240 per month.

(Note: These rates are quoted in U.S. currency.)

*Copy restrictions:* No information available.

(This information was supplied by Conquest Alliance Co., Inc., and not by the station direct.)

### CMCQ, HAVANA

*Operator:* Andres Martinez. *Address:* Vista Alegre 269, Havana. *Power:* 2,000 watts on 1410 kc. *Affiliation:* None. *Opened:* Feb. 16, 1929.

*Owner, station manager, program director:* Andres Martinez. *Commercial manager, publicity director:* Bienvenido Martinez. *Chief engineer:* Bonifacio Martinez. *Musical director and artists bureau head:* Filiberto Martinez.

*Rep:* None. *News:* Domestic news obtained from representatives in the chief agencies; foreign news from foreign papers. *Merchandising:* Services rendered at cost. *Foreign language programs:* Accept English, French, German, Italian and Chinese programs.

*Electrical transcriptions:* Have 2,000 records of unspecified make, 10 and 12 inch. Turntables take 33 $\frac{1}{3}$  and 78 r.p.m. *Best programs:* Popular dance music, typical and comic songs, and Argentine music. *Artists bureau:* Setup is nominal only; number of artists not given.

*Rates:* One hour, \$180; half-hour, \$100; quarter-hour, \$50. Spot announcements, \$5 each; 10 times or more, \$4.50 each.

*Copy restrictions:* Price mention not permitted; all copy must be in good taste, and adhere to government regulations and standards of decency.

### CMCR, HAVANA

*Operator:* Juan Gonzales. *Address:* Infanta No. 115 Altos, Havana. *Power:* 250 watts on 1380 kc. *Affiliation:* None.

*Owner, and director of most departments:* Juan Gonzales. *Chief engineer:* Oscar Montenegro.

*Rep:* None. *News:* None. *Merchandising:* Services rendered for a fee, which

## CUBA STATIONS—Continued

is in proportion to contract. *Foreign language programs*: Accept programs in any language.

*Electrical transcriptions*: Have 3,500 to 4,000 records of various make. Turntables take recordings at 33½ and 78 r.p.m. *Best programs*: No list given. *Artists bureau*: None.

*Rates*: No information given.

*Copy restrictions*: None.

### CMCU, HAVANA

*Operator*: J. Garcia Serra. *Address*: E. Palma, No. 63 and 65, Havana. *Power*: 1,000 watts on 1290 kc. *Affiliation*: None. *Opened*: 1928.

*Station head*: J. Garcia Serra. *Station manager*: R. Garcia Serra. *Commercial manager*: Garcia Serra. *Chief engineer*: V. Montes. *Program and musical director*: M. Cambas. *Artists bureau head*: Mario Garcia. *Publicity director*: A. Rivero.

*Rep*: None. *News*: Obtained from reporters of the "Air Press of Cuba." *Merchandising*: Services rendered by special arrangement. *Foreign language programs*: Accept English programs.

*Electrical transcriptions*: Have 3,000 RCA Victor, Columbia and Perfect records, at 33 1/3 and 78 r.p.m. *Best programs*: Popular songs and typical dance music. *Artists bureau*: Yes; number of artists not listed.

*Rates*: No information given.

*Copy restrictions*: Price mention not permitted.

### CMCW, HAVANA

*Operator*: J. Vilarino & Co. *Address*: Malecon No. 54, Havana. *Power*: 500 watts on 1140 kc. *Affiliation*: None. *Opened*: 1938. (Note: J. Vilarino & Co. also owns the Predilecta Furniture Store.)

*Owner*: J. Vilarino. *Station manager, program director*: F. Barinaga. *Commercial manager*: J. Catano. *Chief engineer*: Antonio Santos. *Musical director*: Angel Fernandez. *Artists bureau head*: Gomez Sanchez. *Publicity director*: E. Bombalier.

*Rep*: None. *News*: Obtained through own reporters. *Merchandising*: None. *Foreign language programs*: Accept English and French programs.

*Electrical transcriptions*: Have 500 RCA Victor, Columbia and other records. Use 10 and 12 inch records at 78 r.p.m. (though turntables can also take 33½ r.p.m.). *Best programs*: Cuban and Argentine music, singing troubadours, etc. *Artists bureau*: Yes; number of artists not listed.

*Rates*: Vary according to number of spots, type of advertising desired, etc.; basic price is \$10 per spot announcement,

one each day for a month, with discount allowed on a quantity basis.

*Copy restrictions*: Price mention prohibited by the Cuban government; accept all patent medicines except those for social diseases.

### CMCY, HAVANA

*Operator*: Autran & Carbo, Ltd. *Address*: Ave. de los Presidentes, No. 125, Vedado, Havana. *Power*: 15,000 watts on 570 kc. (station states that it will change to 590 kc., an international clear channel assigned during the first Inter-American Radio Conference). *Affiliation*: None (on completion of its short-wave station, will have a wireless hookup with stations in Matanzas, Santa Clara, Camaguey and Santiago de Cuba).

*General director*: Sergio Carbo. *Station manager*: Alberto Valdes. *Commercial manager, program director, artists bureau head*: Rene Canizares. *Chief engineer*: M. D. Autran. *Musical director*: Jose Zamora.

*Rep*: Conquest Alliance Co., Inc., New York City. *News*: Obtained through own reporters and by cable from World News Service. *Merchandising*: Complete service offered at 20% of contract rate; printing, mailing, etc., rendered at actual cost. *Foreign language programs*: Accept English programs.

*Electrical transcriptions*: Recorded programs used rarely; turntables take recordings up to 16 inches, lateral and vertical cut, at 33½ and 78 r.p.m. *Best programs*: Cuban dance music with singers, news bulletins, variety musical programs with orchestras and guest stars, amateur programs. *Artists bureau*: Yes; lists 18 artists.

*Rates*: One hour once a week, 8 to 10 p.m. (Class "A"), \$22.50; 12 noon to 2 p.m., 6 to 7 p.m., 10 p.m. to 1 a.m. (Class "B"), \$15; 7 a.m. to 12 noon and 2 to 6 p.m. (Class "C"), \$12. Half-hour once a week, Class "A," \$13.50; Class "B," \$9; Class "C," \$7.20. Quarter-hour, once a week, Class "A," \$9; Class "B," \$6; Class "C," \$4.80. Rates diminish when programs are broadcast more than once a week. From 7 to 8 p.m. only spots on the National Radio Forum are sold: One announcement, \$25; 2, \$45; etc. Two regular announcements, one daytime, one nighttime, for 40 broadcasts, \$14; etc. on sliding scale. If a specific hour is desired for a program there is an extra charge of 25%.

*Copy restrictions*: Accept alcoholic beverages; all patent medicines must be approved by the Board of Health; copy subject to station approval.

## CUBA STATIONS—Continued

### CMOX, HAVANA

*Operator:* Perez & Chisholm. *Address:* 10 y 19 Vedado, Havana. *Power:* 500 watts on 1320 kc. *Affiliation:* None. *Opened:* June, 1934.

*Station head and chief engineer:* E. E. Chisholm. *Station manager:* C. Reyes de Perez. *Commercial manager:* R. Perez Diaz. *Program and musical director:* Mario Milian. *Publicity director:* Mario Lorie.

*Rep:* None. *News:* None. *Merchandising:* None. *Foreign language programs:* Accept English programs.

*Electrical transcriptions:* Use RCA Victor records; turntables take recordings at 33 1/3 and 78 r.p.m. *Best programs:* American dance music, Cuban dance music, popular Latin American songs, vocal select music and classical music. *Artists bureau:* None.

*Rates:* No information given.

*Copy restrictions:* No mention of prices, and no political broadcasts permitted.

### CMQ-COCQ, HAVANA

*Operator:* Cambo y Gabriel, S. A. *Address:* Monte y Prado. *Power:* CMQ, 25,000 watts on 600 kc; COCQ, 5,000 watts on 9740 kc. *Affiliation:* None.

*President and publicity director:* Angel Cambo. *Manager:* Miguel Gabriel. *Chief engineer:* Raul Karman. *Program and musical director and artists bureau head:* Emilio Medrano.

*Rep:* Conquest Alliance Co., Inc.; Inter-American Advertising Agency. *News:* Obtained by own reporters. *Merchandising:* None. *Foreign language programs:* Accept programs in any language.

*Electrical transcriptions:* Records own programs or uses those sent to them by advertisers. Have two RCA turntables which take vertical and lateral recordings. *Best programs:* Musical programs and news bulletins. *Artists bureau:* Yes; lists 150 artists.

*Rates:* One hour, once a week, 7 a.m. to 12 noon, 2 to 5 p.m. and 10 p.m. to 1 a.m., \$50.00; 12 noon to 2 p.m. and 5 to 7 p.m., \$100.00; 7 to 10 p.m., \$175.00. Half-hour, once a week, 7 a.m. to 12 noon, 2 to 5 p.m., and 10 p.m. to 1 a.m., \$30; 12 noon to 2 p.m. and 5 to 7 p.m., \$60.00; 7 to 10 p.m., \$105.00. Quarter-hour, once a week, 7 a.m. to 12 noon, 2 to 5 p.m. and 10 p.m. to 1 a.m., \$20.00; 12 noon to 2 p.m. and 5 to 7 p.m., \$40.00; 7 to 10 p.m., \$70.00. Four daily announcements (up to 35 words), 2 daytime, 2 nighttime, \$100.00 per month. Twenty daily announcements, 12 daytime, 8 nighttime, \$380.00 per month. Forty daily announcements, 24 daytime, 16 nighttime, \$560.00 per month. Payment must be made in advance.

*Copy restrictions:* Price mentions prohibited.

### CMW, HAVANA

*Operator:* Cia. Latino-Americana de Radiodifusion, S.A. *Address:* Paseo de Marti, No. 105, Havana. *Power:* 1,000 watts on 600 kc. *Affiliation:* None. *Opened:* 1923.

*Rep:* Conquest Alliance Co., Inc., New York City. *News, merchandising, foreign language programs:* No information available.

*Electrical transcriptions:* Equipped to handle recordings at 33 1/2 and 78 r.p.m. *Best programs and artists bureau:* No information available.

*Rates:* One hour, 8 to 10 p.m., once a week, \$15; twice a week, \$13.50; 3 times a week, \$10; 6 times a week, \$7. One hour, 7 to 8 p.m., once a week, \$8; twice a week, \$7; 3 times a week, \$6; 6 times a week, \$5.50. One hour, 12 noon to 2 p.m., 6 to 7 p.m., and 10 p.m. to 1 a.m., once a week, \$6; twice a week, \$5; 3 times a week, \$3.50; 6 times a week, \$3. One hour, 7 a.m. to 12 noon and 2 to 6 p.m., once a week, \$5; twice a week, \$4; 3 times a week, \$3; 6 times a week, \$2.50. Half-hour, 8 to 10 p.m., once a week, \$9; twice a week, \$8.10; 3 times a week, \$6; 6 times a week, \$4. Half-hour, 7 to 8 p.m., once a week, \$4.80; twice a week, \$4.20; 3 times a week, \$3.60; 6 times a week, \$3.50. Half-hour, 12 noon to 2 p.m., 6 to 7 p.m. and 10 p.m. to 1 a.m., once a week, \$3.60; twice a week, \$3; 3 times a week, \$2.10; 6 times a week, \$1.80. Half-hour, 7 a.m. to 12 noon and 2 to 6 p.m., once a week, \$3; twice a week, \$2.40; 3 times a week, \$1.80; 6 times a week, \$1.50. Quarter-hour, 8 to 10 p.m., once a week, \$6; twice a week, \$5.40; 3 times a week, \$4; 6 times a week, \$2.80. Quarter-hour, 7 to 8 p.m., once a week, \$3.20; twice a week, \$2.80; 3 times a week, \$2.40; 6 times a week, \$2.20. Quarter-hour, 12 noon to 2 p.m., 6 to 7 p.m. and 10 p.m. to 1 a.m., once a week, \$2.40; twice a week, \$2; 3 times a week, \$1.40; 6 times a week, \$1.20. Quarter-hour, 7 a.m. to 12 noon and 2 to 6 p.m., once a week, \$2; twice a week, \$1.60; 3 times a week, \$1.20; 6 times a week, \$1. Announcements up to 40 words: 2 daily, 1 daytime, 1 nighttime, \$12.50 per month; 4 daily, 2 daytime, 2 nighttime, \$22.50 per month; 6 daily, 4 daytime, 2 nighttime, \$30 per month; 8 daily, 5 daytime, 3 nighttime, \$38.50 per month. One-minute recorded announcements: 4 daily, 2 daytime, 2 nighttime, \$45 per month; 6 daily, 4 daytime, 2 nighttime, \$60 per month; 8 daily, 5 daytime, 3 nighttime, \$77 per month. If announcements are desired

## CUBA STATIONS—Continued

at specified hours, there will be a surcharge of 25%. Announcements every other day, deduct 30% of the gross rates. Artists and announcers' services not included in rates quoted. Frequency discounts: more than 13 and less than 26 weeks, 5%; 26 weeks or more, 10%.

(Note: These rates are quoted in U.S.A. currency.)

**Copy restrictions:** Government regulations prohibit price mention, spot announcements on Sunday, news bulletins from 11 a.m. Sunday to 11 a.m. Monday, Sunday programs of less than a quarter-hour. All copy subject to station approval.

(This information was supplied by Conquest Alliance Co., Inc., and not by the station direct.)

### CMX-COCX, HAVANA

**Operator:** Francisco Lavin. **Address:** Ave. Simon Bolivar No. 76, Havana. **Power:** CMX, 1,000 watts on 920 kc; COCX, 1,000 watts on 11,450 kc. **Affiliation:** None. **Opened:** 1930.

**Director:** Dr. Francisco Lavin. **Station manager:** Francisco Lavin, Jr. **Commercial manager:** Gilberto Lavin. **Chief engineer:** Edmundo Recamier. **Program and publicity director:** Mario Viera G. **Musical director and artists bureau head:** Jesus Lopez.

**Rep:** None. **News:** Obtained from papers, *El Pais-Excelsior* and *Crisol*. **Merchandising:** None. **Foreign language programs:** Accept English programs, though occasion is rare.

**Electrical transcriptions:** Have 8,000 RCA Victor records. Turntables take recordings at 33½ and 78 r.p.m. **Best programs:** Typical Cuban music, jazz, Argentine and Spanish music and troubadors. **Artists bureau:** Yes; lists 50 artists.

**Rates:** Two daily announcements, one daytime, one nighttime, \$14 per month. Four daily announcements, 2 daytime, 2 nighttime, \$24.50 per month. Eight daily announcements, 5 daytime, 3 nighttime, \$45.40 per month. Twenty daily announcements, 12 daytime, 8 nighttime, \$91 per month. Thirty daily announcements, 18 daytime, 12 nighttime, \$122.50 per month. Station-break announcements, \$122.50 per month. One daily announcement up to 35 words, \$0.50. Announcements considered to contain no more than 40 words; if specified for broadcast at a stated hour, add 25% to above prices. Transcribed announcements (minimum of 4 daily) add 50% to above prices. Announcements with sound effects, up to 14 times, add 30%; more than 14 times, add 20%.

**Copy restrictions:** Price mentions prohibited. No spot announcements between

11 a.m. Sunday and 11 a.m. Monday, during which time commercials must be a part of quarter, half or full hour programs.

### CMKF, HOLGUIN

**Operator:** Compania Oriental de Radio, S. L. **Address:** Apartado 152, Holguin. **Power:** 250 watts on 1460 kc. **Affiliation:** National Radio Chain. **Opened:** 1930.

**Manager:** M. J. de Gongora. **Station manager and chief engineer:** M. J. de Gongora, Jr. **Commercial manager:** C. de Gongora.

**Rep:** None. **News:** Obtained from broadcasts throughout the world. **Merchandising:** Have available an exhibition room in its office building; arrangements made for rental, decoration, lighting, etc. **Foreign language programs:** Will accept English programs, though Spanish is preferred.

**Electrical transcriptions:** Have standard make records and transcriptions supplied by advertisers. Turntables take any size record, at 33½ and 78 r.p.m. **Best programs:** No list given. **Artists bureau:** None.

**Rates:** One hour, 8 to 11 a.m. and 2 to 5 p.m., \$5; half-hour, \$3; quarter-hour, \$2. One hour, 11 a.m. to 2 p.m. and 5 to 7 p.m., \$10; half hour, \$6; quarter-hour, \$4. One hour, 7 to 10 p.m., \$17.40; half-hour, \$10.50; quarter-hour, \$7. These prices are for one broadcast a week. Three broadcasts a week earn 10% discount; daily for one month, 20%. One 50-word announcement, day or night, \$7 per month; 2 announcements, 1 daytime, 1 nighttime, \$11; 8 announcements, 5 daytime, 3 nighttime, \$19.60; 15 announcements, 10 daytime, 5 nighttime, \$34; 30 announcements, 20 daytime, 10 nighttime, \$57. Seven station-break announcements from 8 a.m. to 10 p.m., \$16 per month; 15 announcements, \$30. Announcements in news bulletins: Once in the morning, \$5 per month; once in the afternoon, \$8; two announcements, one in each edition, \$10; 4 announcements, 2 in each edition, \$16 per month.

**Copy restrictions:** Price mention prohibited by Cuban government; all copy must be in good taste.

### CMKM, MANZANILLO

**Operator:** Raimundo Comas Soler. **Address:** Merchan y P. Figueredo. **Power:** 250 watts on 1120 kc. **Affiliation:** None. **Opened:** Oct. 1, 1932.

**Station manager, co-proprietor:** Raimundo Comas Soler. **Chief engineer, musical, program and publicity director, co-proprietor:** Jesus Armesto Branas. **Artists bureau head:** Professor Julio Gutierrez.

**Rep:** None. **News:** Obtained through other stations. **Merchandising:** Arrange

## CUBA STATIONS—Continued

for poster displays, handle direct mail, etc.; charge varies according to service performed. *Foreign language programs:* Not accepted.

*Electrical transcriptions:* Recorded programs used rarely; have no library. Turntables take records at 33 $\frac{1}{3}$  and 78 r.p.m. *Best programs:* No list given. *Artists bureau:* Yes; lists 32 artists.

*Rates:* Prices quoted are on the basis of a month's continuous run, Sunday excepted. Station operates from 9 a.m. to 12 noon and from 7 to 10 p.m. One hour daily, including music and announcer, \$100; half-hour, \$55; quarter-hour, \$30. One announcement daily, \$3; 2 daily, \$6; 4 daily, \$10; 8 daily, \$18; 12 daily, \$26; 15 daily, \$32; 20 daily, \$42. Programs of station are mainly musical with newscasts interspersed. (Note: These rates are quoted in U.S.A. currency.)

*Copy restrictions:* Price mention prohibited by the Cuban government.

### CMGF-COGF, MATANZAS

*Operator:* Bernabe de la Torre. *Address:* General Betancourt No. 51, Matanzas. *Power:* CMGF, 250 watts on 1120 kc; COGF, 1,000 watts on 11,800 kc. *Affiliation:* None. *Opened:* CMGF, 1928; COGF, May, 1937.

*Owner, station manager and chief engineer:* Bernabe de la Torre. *Commercial manager and program director:* Salvador de la Torre. *Publicity director:* L. Villabella.

*Rep:* None. *News:* Obtained from station COCO in Havana. *Merchandising:* None. *Foreign language programs:* Accept English programs.

*Electrical transcriptions:* Have 5,000 RCA Victor records. One turntable takes records at 33 1/3 r.p.m.; two others take 78 r.p.m. *Best programs:* Typical music, Cuban songs and classical music. *Artists bureau:* None.

*Rates:* No information given.

*Copy restrictions:* None listed.

### CMGH, MATANZAS

*Operator:* Manuel Garcia Alvarez. *Address:* Blanchet No. 25, Matanzas. *Power:* 500 watts on 790 kc. *Affiliation:* None. *Opened:* Jan. 19, 1936. (Note: M. Garcia Alvarez is also owner of the Rialto, a dress factory, and La Estrella, a retail house, in Matanzas, Cuba.)

*Owner, station and commercial manager:* Manuel Garcia Alvarez. *Chief engineer:* Ruben Escobar. *Program and musical director:* Conrado Forte. *Publicity director:* Julio Gonzales.

*Rep:* None. *News:* Obtained by special reporter and editorial service. *Merchandising:* Can arrange with advertiser to organize displays, place posters in the studio

building, etc. *Foreign language programs:* Not accepted.

*Electrical transcriptions:* Have 1,000 RCA Victor records. Turntable with double plate takes records at 78 r.p.m. *Best programs:* Children's programs, orchestra music, Cuban and Spanish programs. *Artists bureau:* None.

*Rates:* Two daily announcements, 6:45 a.m. to 12:30 p.m., 5 to 6 p.m. and 7 to 11 p.m., \$5. Three daily announcements, 1:30 to 4 p.m. and 11 p.m. to midnight, \$5. Eight daily announcements, 6:45 a.m. to 12:30 p.m., 5 to 6 p.m. and 7 to 11 p.m., \$16. Nine daily announcements, 1:30 to 4 p.m. and 11 p.m. to midnight, \$16. Higher frequency of announcements earns rate reductions.

*Copy restrictions:* All advertising must conform to the regulations of the Cuban government.

### CMAB, PINAR DEL RIO

*Operator:* Francisco Martinez. *Address:* Marti y Recreo, Pinar del Rio. *Power:* 300 watts on 1340 kc. *Affiliation:* None. *Opened:* January, 1930.

*Station manager and chief engineer:* F. Martinez. *Commercial manager:* R. Jordan. *Program director:* F. M. Bretau. *Musical director:* L. R. Martinez.

*Rep:* None. *News:* Obtained from newspapers. *Merchandising:* Services offered; charges vary according to type and amount of advertising. *Foreign language programs:* Accept English programs.

*Electrical transcriptions:* Have records of unspecified make, at 33 $\frac{1}{3}$  and 78 r.p.m. *Best programs:* Popular Cuban music, troubadours and dance music. *Artists bureau:* None.

*Rates:* One hour, 6 a.m. to 5 p.m., \$50.00 per month; 5 to 8 p.m. and 10 p.m. to midnight, \$75.00; 8 to 10 p.m., \$150.00. Half-hour program is 60% of these prices, quarter-hour, 40%. Two daily spot announcements up to 40 words, 8 to 10 p.m., \$6.50 per month; 20 daily announcements, 8 to 10 p.m., \$52; 2 daily announcements, 5 to 8 p.m. and 10 p.m. to midnight, \$5 per month; 20 daily announcements, \$42; 2 daily announcements, 6 a.m. to 5 p.m., \$4.00 per month; 20 daily announcements, \$28.00. Prices for participation in Radio Theatre Hour and other special programs "to be agreed upon." Payment must be made in advance.

*Copy restrictions:* Alcoholic beverages not accepted.

### CMHB-CO9WR, SANCTI-SPIRITUS

*Operator:* Weiss & Ramirez. *Address:* Serafin Sanchez 3 altos, Sancti-Spiritus S. C. *Power:* CMHB, 250 watts on 1240

## CUBA STATIONS—Continued

kc; CO9WR, 250 watts on 11,800 kc. *Affiliation:* With COBZ, CMBZ, CMGH, CMHW, CMJA, CMKR, CMQ, COCQ, CMHI, CMHK, CMJK and CMKD. *Opened:* April 1, 1934. (Note: Weiss & Ramirez are also representatives for Neon advertising signs.)

*General director:* Adolfo Rubio. *Station manager and artists bureau head:* Ernesto Gonzalez. *Commercial manager:* Reinaldo Villa. *Chief engineer:* Ortelio Ramirez. *Program director:* Rogelio Mendez. *Musical director:* Rogelio Marin Mir. *Publicity director:* Vicente Weiss.

*Rep:* Conquest Alliance Co., Inc., New York City. *News:* Obtained from own local service. *Merchandising:* Have own display rooms; services rendered vary with amount of advertising. *Foreign language programs:* Accept English and French programs.

*Electrical transcriptions:* Have 2,500 RCA Victor records. Turntables take records up to 16 inches, at 33 $\frac{1}{2}$  and 78 r.p.m. *Best programs:* Typical Cuban music. *Artists bureau:* Yes; lists 120 artists.

*Rates:* For CMHB: One hour, one time, \$10; half-hour, \$6; quarter-hour, \$4. One hour per week for one month, \$20; 2 hours per week, \$30. Daily hour, \$80 per month; half-hour, \$45; quarter-hour, \$25. One announcement, \$3; 2 announcements, \$5; 5 announcements, \$10. For CO9WR: One hour one time, \$20; half-hour, \$15; quarter-hour \$10. One hour per week for one month, \$50; 2 hours per week, \$80. Daily hour, \$150 per month; half-hour, \$85; quarter-hour, \$55. One announcement, \$6; 2 announcements, \$10; 5 announcements, \$20. For both stations combined: one hour, one time, \$25; half-hour, \$18; quarter-hour, \$12. One hour per week for one month, \$60; 2 hours per week, \$100. Daily hour, \$200 per month; half-hour, \$100; quarter-hour, \$60. One announcement, \$8; 2 announcements, \$12; 5 announcements, \$25.

*Copy restrictions:* No price mentions.

### CMHI, SANTA CLARA

*Operator:* Laviz y Paz. *Address:* Independencia 34, Santa Clara. *Power:* 500 watts on 1210 kc. *Affiliation:* None. (Note: Laviz y Paz are also agents for RCA Victor radios, Kodaks and electrical appliances.)

*Station manager:* Juan Laviz. *Chief engineer:* Luis Slanes. *Program director:* Rene Tomen. *Musical director:* Lascadia Laviz. *Publicity director:* Amado Diar.

*Rep:* None. *News:* Obtained by own reporters. *Merchandising:* None. *Foreign language programs:* Not accepted.

*Electrical transcriptions:* Have RCA Victor records, 33 $\frac{1}{2}$  and 78 r.p.m. *Best programs:* Dance music and popular songs. *Artists bureau:* None.

*Rates:* One hour daily, with orchestra, \$250 per month (\$10 one time); half-hour, \$140 per month (\$5.50 one time); quarter-hour, \$75 per month (\$3 one time). One hour transcribed program daily, \$120 per month; half-hour, \$70; quarter-hour, \$40. One hour daily program, baritone with piano accompaniment, \$150 per month; half-hour, \$90; quarter-hour, \$60. One 35-word spot announcement daily, \$5 per month; two announcements daily, \$9; 3 announcements daily, \$12 per month.

*Copy restrictions:* None listed.

### CMHW, SANTA CLARA

*Operator:* Jose R. Domenech Calichs. *Address:* Marta Abreu No. 2, Santa Clara. *Power:* 1,000 watts on 820 kc. *Affiliation:* Cuban Radio Chain (CMHW, CMGH, CMBZ, CMHB, CMHJ, CMJA, CMJW, CMKR, COBZ, COHB, CMCK, COCO, COCH and CMCF).

*Owner, station manager:* Guillermo Domenech Calichs. *Chief engineer:* Carlos Estrada. *Program director:* Cesar Torres Diaz. *Musical director:* Armando Clapera. *Publicity director:* Rafael Domenech Calichs.

*Rep:* None. *News:* Obtained by own reporters, and from daily papers, *El Pais*, *El Mundo*, *La Publicidad* and *Diario de la Marina*. *Merchandising:* Offer direct mail and sample distribution for a fee, plus actual expenses involved. *Foreign language programs:* Accept English, German, French and Chinese programs, at special rates.

*Electrical transcriptions:* Use records manufactured by British-American Productions, Inc., American Record Corp., Oriole and RCA Victor. Turntables take 12, 14 and 16 inch records at 33 $\frac{1}{2}$  and 78 r.p.m. *Best programs:* Typical Cuban and Argentine music, and American jazz music. *Artists bureau:* None.

*Rates:* One announcement daily, \$8 per month; 4 announcements daily, \$26 per month; 8 announcements daily, \$36 per month. One hour live talent musical program, \$20; one hour transcribed program, \$10. Contracts for more than 6 months earn 10% discount. Transcribed commercials are billed at 30% extra. (Note: These rates are quoted in U.S.A. currency.)

*Copy restrictions:* No price mentions.

### CMKC, SANTIAGO DE CUBA

*Operator:* Juan Pinol (on ten-year lease from Medardo Arroyo and Ramon Duran). *Address:* J. A. Saco alta 23 y 25, Apartado 466, Santiago de Cuba. *Power:* 350 watts



## CUBA STATIONS—Continued

on 1250 kc. *Affiliation:* None. *Opened:* March 13, 1931. (Note: Juan Pinol is a member of Pinol Batlle & Co., which own the fur store, La Opera, and the silk store, La Creacion, in Santiago de Cuba).

*Director, commercial manager, program and publicity director:* M. Arroyo Torres. *Station manager and chief engineer:* Ramon Duran.

*Rep:* Conquest Alliance Co., Inc., New York City; Rene Canizares, Edificio Metropolitana, Havana. *News:* Obtained by own reporters. *Merchandising:* Fee for service varies with size of contract; put up posters in the city, contact distributors, etc. *Foreign language programs:* Accept English programs, provided broadcast is not less than one hour.

*Electrical transcriptions:* Have records of unspecified make. Turntables take standard size records at 33½ and 78 r.p.m. *Best programs:* No list given. *Artists bureau:* None.

*Rates:* One daytime hour, one time, \$5; half-hour, \$3; quarter-hour, \$2 (talent extra; evening rates are double). One hour 3 times a week, 8 a.m. to 6 p.m., without artists, \$50 per month; half-hour, \$30; quarter-hour, \$18. One hour 6 times a week, 8 a.m. to 6 p.m., without artists, \$90 per month; half-hour, \$50; quarter-hour, \$30. One hour studio program, \$250 per month; half-hour, \$160; quarter-hour, \$90; 3-month contract earns 10% discount. Half-hour recorded program, \$80 per month; quarter-hour, \$50; 3-month contract earns 10% discount. Two announcements daily, \$10 per month; 4 announcements daily, \$15; 3-month contract of 4 or more daily announcements earns 10% discount. Participation program, \$5 per day.

*Copy restrictions:* Price mentions not permitted.

### CMKD, SANTIAGO DE CUBA

*Operator:* Emisora Oriental CMKD. *Address:* El Edificio Latorre, Santiago de Cuba. *Power:* 1,000 watts on 1050 kc. *Affiliation:* None. *Opened:* 1929.

*Managing Director:* Jose Vias T. *Commercial manager:* Eduardo Caballero. *Chief engineer:* Francisco Meneau. *Program director:* A. Gervet. *Musical director:* Pascual Oliván. *Publicity director:* Suarez Silva.

*Rep:* Matias Vega Aguilera, Infanta 6, Havana, Cuba. *News:* Correspondents in Havana. *Merchandising:* None. *Foreign language programs:* Not accepted.

*Electrical transcriptions:* Have RCA Victor and Radio Records, Inc., transcriptions; two turntables take 33½ r.p.m., two others take 78 r.p.m. *Best programs:* Dance music, popular creole music, Cuban and

Spanish radio theatre, detective, dramatic and comic programs and news bulletins. *Artists bureau:* None.

*Rates:* Quarter-hour before 6 p.m., one time, \$3.00; after 6 p.m., \$4.00; quarter-hour before 6 p.m., 25 times, \$2; after 6 p.m., \$2.65. Talent extra. Spot announcements of 40 words, 4 times a day before 6 p.m., \$20.00 per month; after 6 p.m., \$25.00; spot announcements of 40 words, 25 times a day before 6 p.m., \$100.00 per month; after 6 p.m., \$125.00. Discount of 2% for advance payments. Agency commission: 30%.

*Copy restrictions:* Prohibit advertising of patent medicines for social diseases and price mention of any product.

### CMKG-COKG, SANTIAGO DE CUBA

*Operator:* Hermanos Grau. *Address:* Sagarra Alta No. 26, Santiago de Cuba. *Power:* CMKG, 1,200 watts on 1160 kc.; COKG, 2,400 watts on 8935 kc. *Affiliation:* None.

*General director, station manager and publicity director:* Emilio Grau M. *Chief engineer:* Manuel Grau Medina. *Program director:* Ludia Giro M.

*Rep:* None. *News:* Inter-American news service and local daily paper, *Oriente*. *Merchandising:* None. *Foreign language programs:* English programs accepted on COKG.

*Electrical transcriptions:* Have RCA Victor records of all sizes, 33½ and 78 r.p.m. *Best programs:* Cuban music. *Artists bureau:* None.

*Rates:* Quarter-hour program every weekday, \$45.00 per month; one hour every weekday, \$150.00 per month. Spot announcement every weekday, \$15.00 per month; 6 spot announcements every weekday, \$40.00 per month. CMKG adds 50% to these prices. Talent extra on both stations.

*Copy restrictions:* Do not accept alcoholic beverage advertising. All other copy accepted.

### CMKW, SANTIAGO DE CUBA

*Operator:* Raul Fernandez Rubio. *Address:* Ave. y 13, Vista Alegre, Santiago de Cuba. *Power:* 1,500 watts on 1350 kc. *Affiliation:* Station states it has hookup with El Progreso Cubano, which operates CMBC and COCB in Havana.

*Owner and general manager:* Raul Fernandez Rubio. *Chief engineer:* Raul Rojas. *Program director:* Ricardo Miranda. *Musical director:* Raul Soulyer. *Artists bureau heads:* Ricardo Miranda, D. Balaguer. *Publicity director:* D. Balaguer.

*Rep:* None in the U. S. *News:* Obtained through own reporters. *Merchandising:*

## CUBA STATIONS—Continued

None. *Foreign language programs:* Not accepted.

*Electrical transcriptions:* Use records of unspecified make. Turntables take 8 to 14 inch recordings at 33 $\frac{1}{3}$  and 78 r.p.m. *Best programs:* Popular dance music and singers of popular songs. *Artists bureau:* Yes; lists 35 artists.

*Rates:* One hour, daytime or nighttime, \$100 (special rate of \$70 if broadcast at noon); half-hour, with orchestra, quintet or trio, daytime or nighttime, \$60 (at noon, \$40); quarter-hour daytime or nighttime, \$40 (at noon, \$30). Three announcements daily, \$10; 5 daily, \$12; 8 daily, \$15; 12 daily, \$20; 15 daily, \$25. Announcements at program changes (minimum of 15 daily), \$20 on 3-month contract.

*Copy restrictions:* Commercials limited to 40 words, and price mention prohibited. All copy must adhere to government regulations, and is subject to station approval.

### CMKX, SANTIAGO DE CUBA

*Operator:* Radiodifusion Vidal. *Address:* C. Nro. 3 R. Ensanche Fomento, Santiago de Cuba. *Power:* 250 watts on 1190 kc. *Affiliation:* Eastern Radio Chain, to which most of the stations of the province belong; RCA Victor Chain, with programs originating at CMQ-COCQ, Havana. *Opened:* 1934. (Note: Radiodifusion Vidal is also a publicity and advertising agency).

*Owner, director and chief engineer:* Oscar Vidal Benitez. *Station manager:* Pedro Vidal R. *Commercial manager:* Enrique Munoz C. *Program director:* Maria Pascual L. *Musical director:* Alberto Veloso S. *Publicity director:* Carlos Quintana.

*Rep:* None. *News:* Obtained from the daily *Oriente*. *Merchandising:* Complete service offered at a minimum charge. *Foreign language programs:* Accept English programs.

*Electrical transcriptions:* Use RCA Victor records at 33 $\frac{1}{3}$  and 78 r.p.m. *Best programs:* Dance music with orchestra, songs and tangos, comedy and drama, select music, children's programs, literature and poetry, ancient music, religious broadcasts. *Artists bureau:* None.

*Rates:* One hour program any day except a holiday, \$4; Sunday, \$5; one hour daily for one month, \$60; half-hour, \$35; quarter-hour, \$20; one hour every other day for one month, \$35; half-hour, \$20; quarter-hour, \$13. Two announcements daily for one month, \$10; with records, \$15. Ten announcements daily for one month, \$40; with records, \$45. Twenty announcements daily for one month, \$70; with records, \$78. Prices quoted do not include artists.

*Copy restrictions:* Accept alcoholic beverages and patent medicines; price mention not permitted.

V  
RD

## DOMINICAN REPUBLIC

*Official language:* Spanish. *Money:* U. S. dollars. *Area:* 19,325 square miles. *Population:* 1,478,121. *Estimated number of receiving sets:* 4,500. *Tax or registration:* 50 cents per annum.

*Duty on transcriptions and records:* 15% ad valorem, plus a use and consumption tax, which varies.

### HI6H, TRUJILLO

*Operator:* Luis Prince S. *Address:* Calle General Luperon, Ciudad Trujillo. *Power:* 100 watts on 6600 kc. *Affiliation:* None.

*Station manager:* Luis Prince S. *Commercial manager:* Rafael Gil. *Chief engineer:* Andres Cordero. *Program director:* Jose Henriquez. *Musical director:* Gerson de Marchena.

*Rep:* None. *News:* None. *Merchandising:* None. *Foreign language programs:* Accept programs in any language, but suggests Spanish as being more effective in the territory.

*Electrical transcriptions:* Use RCA Victor and Columbia records. Turntables take 10 and 12 inch records at 33 $\frac{1}{2}$  and 78 r.p.m. *Best programs:* No list given. *Artists bureau:* None.

(Note: This station has suspended operation temporarily, hence no rates are available.)

*Copy restrictions:* None.

### HI6Y, TRUJILLO

*Operator:* Alfonso Cuervo. *Address:* Jose Reyes No. 73, altos, Ciudad Trujillo, Distrito de Santo Domingo. *Power:* 50 watts on 1400 kc. *Affiliation:* None. *Opened:* Jan. 13, 1936.

*Owner and station manager:* Alfonso Cuervo.

*Rep:* None. *News:* Obtained from local paper, *Listin Diario*. *Merchandising:* None. *Foreign language programs:* Not accepted.

*Electrical transcriptions:* Have RCA Victor, Columbia, and other records. *Best programs:* None listed. *Artists bureau:* None.

*Rates:* Forty-word announcements 2 or 3 times daily, \$4 per month; on contracts for several months, \$3.50 per month. Prices to be agreed upon for quarter, half and full hour programs. (Station operates for 3 hours daily—12:30 to 2 p.m. and 7 to 8:30 p.m.).

*Copy restrictions:* Accept alcoholic beverages and patent medicines; no copy restrictions mentioned.

### HI8Q, TRUJILLO

*Operator:* Julio O. Gareia Alardo. *Address:* Wenceslao Alvarez. *Power:* 250

watts on 1475 and 6206 kc. *Affiliation:* None. *Opened:* Aug. 16, 1935.

*Owner and manager:* Julio O. Garcia Alardo. *Station manager:* Goergina Minino G. *Commercial manager:* George O. Mansfield. *Chief engineer:* George Abbes. *Program director:* Rafael R. Polanco. *Musical director and artists bureau head:* Marcos Gomez A. *Publicity director:* Edgar Ettiene.

*Rep:* Ernesto S. Barbosa, Puerto Rico. *News:* Obtained from local paper *La Tribuna*. *Merchandising:* None. *Foreign language programs:* Accept English and French programs.

*Electrical transcriptions:* Have about 5,000 records, made by RCA Victor, Columbia, Decca, Odeon, etc., at 78 r.p.m. *Best programs:* Dominican and Cuban songs and boleros, Argentine tangos and songs, typical Dominican music, and classical symphonic music. *Artists bureau:* Yes; lists 16 artists.

*Rates:* One hour daily, \$120 per month; quarter-hour daily, \$30 per month. Fifty-word announcement, twice a day, \$10 per month.

*Copy restrictions:* Accept any article or product; no restrictions are listed.

### HIG, TRUJILLO

*Operator:* A. Cordero Puella. *Address:* Santiago Rodriguez, 12, Trujillo. *Power:* Long-wave, 200 watts on 900 kc.; short-wave, 300 watts on 6280 kc. *Affiliation:* None. *Opened:* Feb. 12, 1935.

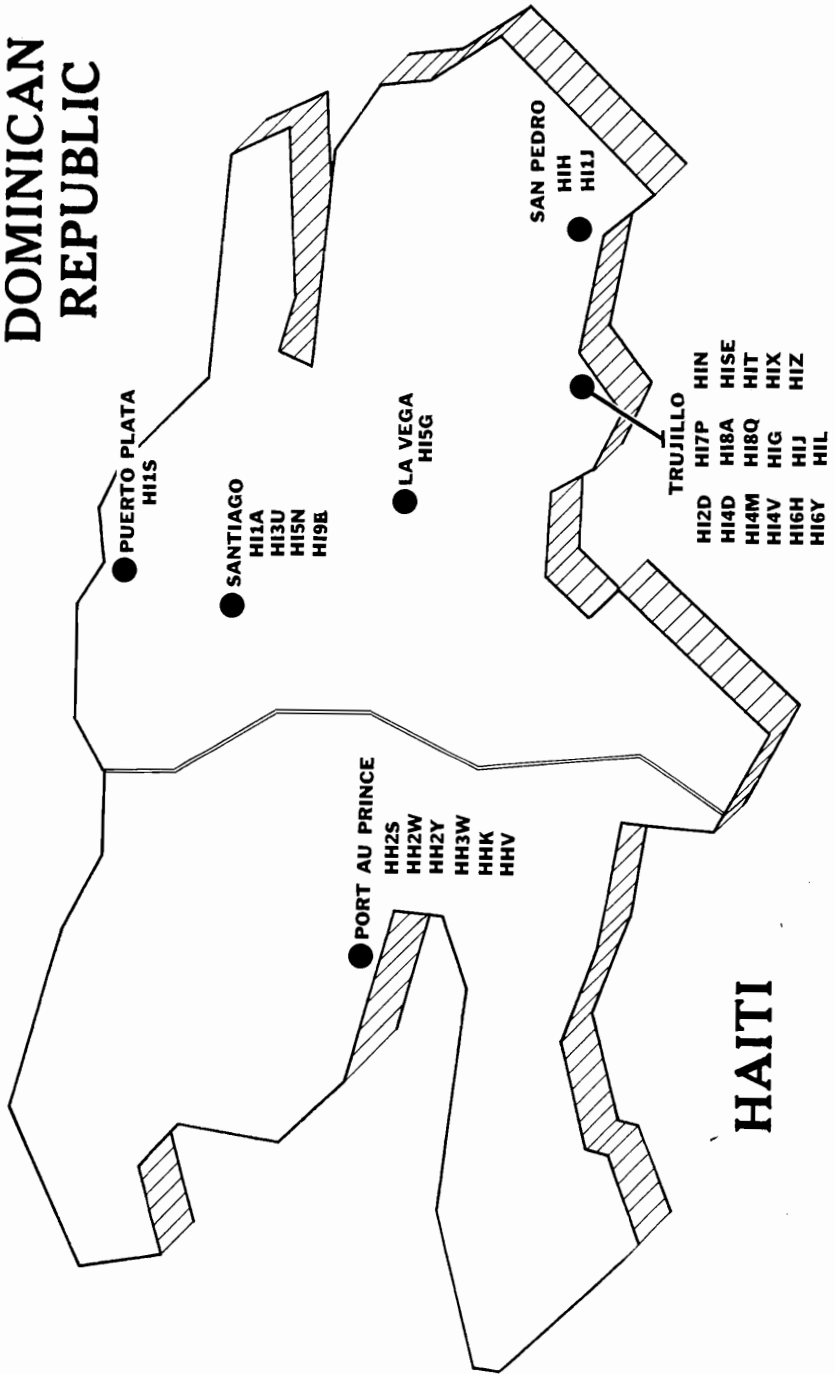
*Owner and chief engineer:* A. Cordero Puella. *Station and commercial manager, publicity director:* G. Saladin. *Program and musical director:* A. Cruzado.

*Rep:* None. *News:* Obtained from local agency. *Merchandising:* None. *Foreign language programs:* Not accepted.

*Electrical transcriptions:* Have 2,000 RCA Victor and Columbia records. Turntables take records up to 16 inches at 33 $\frac{1}{2}$  and 78 r.p.m. *Best programs:* Dance music, chamber music, comedy sketches and recorded music. *Artists bureau:* None, but can supply talent.

*Rates:* One hour, once a week, 12:30 to

# DOMINICAN REPUBLIC



# HAITI

## DOMINICAN REPUBLIC STATIONS—Continued

2 p.m. and 7 to 9 p.m., \$5; half-hour, \$3; quarter-hour, \$1.75. One hour twice a week, \$4; half-hour, \$2.50; quarter-hour, \$1.50. One hour, 3 times weekly, \$3.50; half-hour, \$2; quarter-hour, \$1.25. One hour, 4 to 7 times a week, \$3; half-hour, \$1.75; quarter-hour, \$1.00. One announcement daily, up to 50 words, in programs with artists paid by the station and with popular records, \$5 per month; twice daily, \$9; 4 times, \$16; 6 times, \$23. One-minute announcement (recorded or spoken), once daily, \$15 per month; twice daily, \$25; 4 times, \$40; 6 times, \$50. One hour, once a week, 7 to 9 a.m., 2 to 3 p.m., 4 to 7 p.m. and 9 to 10 p.m., \$4 per week; half-hour, \$2; quarter-hour, \$1.25. One hour, twice weekly, \$2.50; half-hour, \$1.75; quarter-hour, \$1.00. One hour, 3 times weekly, \$2.25; half-hour, \$1.40; quarter-hour, \$0.80. One hour, 4 to 7 times weekly, \$2; half-hour, \$1.25; quarter-hour, \$0.60. One announcement daily, up to 50 words, in programs with artists paid by the station and with popular records, \$3 per month; twice daily, \$5; 4 times, \$10; 6 times, \$15. One-minute announcement (recorded or spoken), once daily, \$10 per month; twice daily, \$15; 4 times, \$20; 6 times, \$23. Prices quoted include station time and announcer; artists' fees for special programs must be paid by advertiser; recorded programs add 25%; when records are supplied by advertiser, add 10%. Saturday night there is an additional charge of 25%. Advertisers desiring one-minute announcements at a definite time, add 25%.

*Copy restrictions:* Commercials must not exceed 75 words.

### HIT, TRUJILLO

*Operator:* F. A. Sanabia. *Address:* Calle Nicolas Ovando No. 14, Trujillo. *Power:* 200 watts on 1050 kc and 6630 kc. *Affiliation:* None. *Opened:* Oct. 3, 1932.

*Owner:* F. A. Sanabia. *Station manager:* Julian Espinal. *Commercial manager:* J. R. Gomez. *Chief engineer:* Efrain Gomez. *Program director and artists bureau head:* Humberto Garcia. *Musical director:* Marcos A. Gomez. *Publicity director:* Rafael Arraiz.

*Rep:* None. *News:* Press Radio Service. *Merchandising:* None. *Foreign language programs:* Not accepted.

*Electrical transcriptions:* Have over 600 records at 33½ and 78 r.p.m. *Best programs:* Dance music, typical music, popular songs, talks, etc. and religious programs. *Artists bureau:* Yes; lists 17 artists.

*Rates:* Daily quarter-hour, \$16 per month; quarter-hour every other day, \$9

per month. Daily half-hour, \$30 per month; half-hour, every other day, \$16 per month. One minute, twice a day, \$5 per month. Live talent musical programs add 100% to foregoing rates. Station operates daily, except Sunday, from 12:30 to 2 p.m. and from 6 to 9 p.m.

*Copy restrictions:* Accept alcoholic beverages and patent medicines, provided copy is in good taste. Commercials must not exceed 75 words, and no comparison may be made between price of advertiser's product and those of competitors.

### HIZ, TRUJILLO

*Operator:* Frank Hutton. *Address:* Trujillo. *Power:* 150 watts on 1370 and 6317 kc. *Affiliation:* None. *Opened:* 1929.

*Owner:* Frank Hutton.

*Rep:* Conquest Alliance Co., Inc., New York City. *News, merchandising and foreign language programs:* No information available.

*Electrical transcriptions:* Equipped to handle recordings at 33½ and 78 r.p.m. *Best programs and artists bureau:* No information available.

*Rates:* One hour, 13 times, 11 a.m. to 11 p.m., \$10.75; 26 times, \$10; 52 times, \$9.50; 104 times, \$9. Half-hour, 13 times, \$5.75; 26 times, \$5.40; 52 times, \$5; 104 times, \$4.75. Quarter-hour, 13 times, \$3; 26 times, \$2.90; 52 times, \$2.70; 104 times, \$2.50. One-minute daily announcements, \$7.50 per month. Artists' services not included in above rates.

*Copy restrictions:* All programs and copy subject to station approval. Electrical transcriptions and recorded music must be announced as such.

**(This information was supplied by Conquest Alliance Co., Inc., and not by the station direct.)**

### HI3U, SANTIAGO

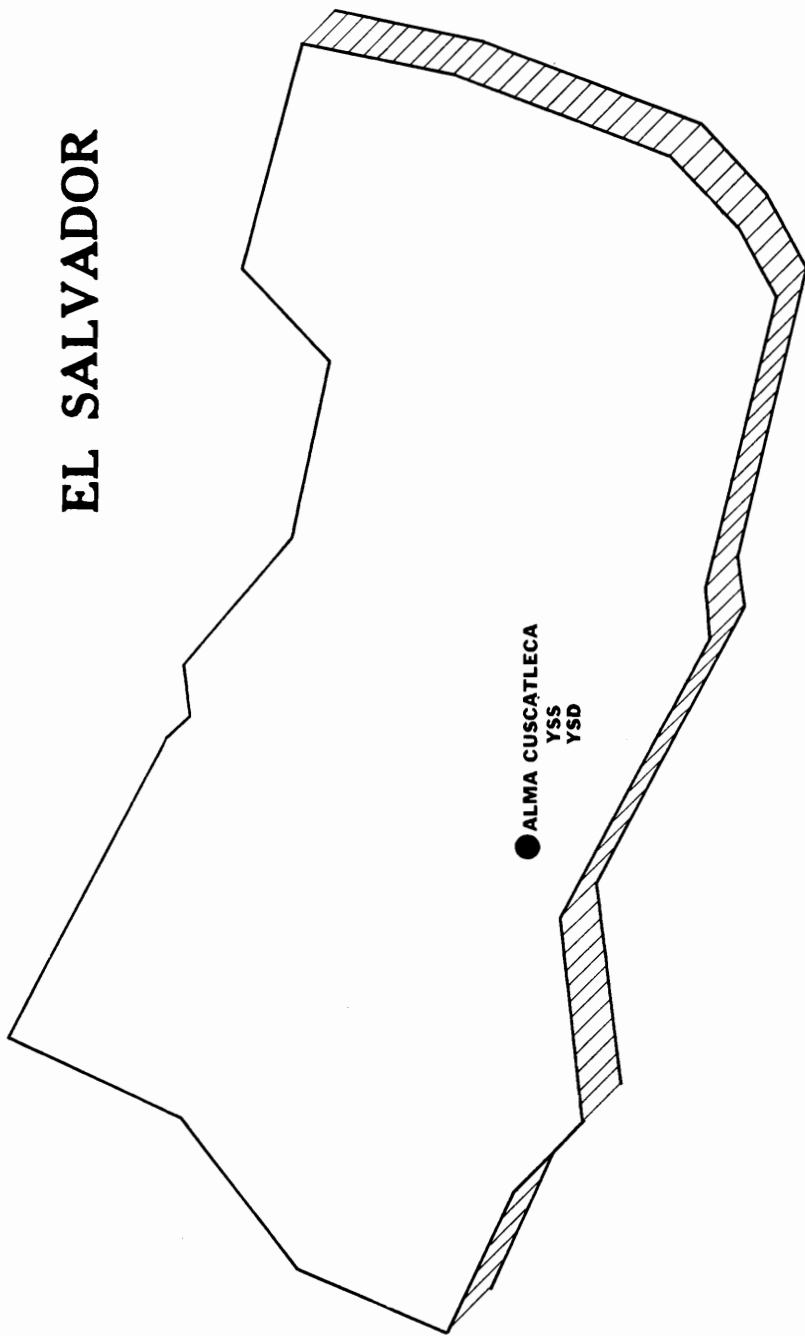
*Operator:* La Voz del Comercio. *Address:* Calle Beller, Santiago de los Caballeros. *Power:* 150 watts on 6015 kc. *Affiliation:* None. *Opened:* Dec. 28, 1935.

*General manager, commercial manager, publicity director:* Moises Franco Franco. *Station manager:* Fernando Bertran Gimeno. *Assistant manager:* Delio Franco Franco. *Chief engineer:* Luis F. Moscoso. *Program director and artists bureau head:* B. Simo Sagredo. *Musical director:* Pablo Campos.

*Rep:* None. *News:* Obtained from news broadcasts in the U. S. and Europe. *Merchandising:* Write commercials and plan programs, if requested. *Foreign language programs:* Not accepted.

*Electrical transcriptions:* Have records of

# EL SALVADOR



## DOMINICAN REPUBLIC STATIONS—Continued

unspecified make, but station broadcasts studio programs almost exclusively. *Best programs:* News bulletins and dance and classical music. *Artists bureau:* Yes; lists 20 artists.

*Rates:* One hour daily, \$70 per month; half-hour daily, \$40; quarter-hour daily, \$25. One announcement a day in El Noticiero del Aire (news program), \$3 per month. One announcement in each of station's broadcasts, \$5 per month. One announcement every quarter-hour, \$15 per month. One announcement at the beginning or end of every musical score, \$40 per month.

*Copy restrictions:* Commercials must not exceed 75 words.

### HI9B, SANTIAGO

*Operator:* Marcial Smester. *Address:* Box 95, Santiago. *Power:* 250 watts on 5885 kc. *Affiliation:* None. *Opened:* January, 1936.

*Station manager:* J. L. Sanchez, Jr. *Commercial manager:* Juan B. Sanchez C. *Chief engineer:* Pedro U. Escobosa. *Musical director:* Luis F. Alberty.

*Rep:* None. *News:* None. *Merchandising:* None. *Foreign language programs:* Accept English programs.

*Electrical transcriptions:* None. *Best programs:* Dance music and classical music. *Artists bureau:* None.

*Rates:* No information given.

*Copy restrictions:* None listed.

## EL SALVADOR

*Official language:* Spanish. *Money:* Colon. *Area:* 13,173 square miles. *Population:* 1,574,495. *Estimated number of receiving sets:* 8,000 to 10,000. *Tax or registration:* 5 colones per annum.

*Duty on transcriptions and records:* Phonograph discs, with music or recitation, 18.60 colones per 100 kilos (treaty rate; regular rate is 75 colones per 100 kilos).

### YSS-YSD, ALMA CUSCATLECA

*Operator:* Owned by the Government; operated by "Fucsina". *Address:* Alma Cuscatleca. *Power:* 500 watts on 660 and 78.94 kc. *Affiliation:* None. *Opened:* Feb. 1, 1922.

*Manager:* F. Albayeros-Sosa.

*Rep:* Conquest Alliance Co., Inc., New York City. *News, merchandising and foreign language programs:* No information available.

*Electrical transcriptions:* Equipped to handle recordings at 33½ and 78 r.p.m. *Best programs and artists bureau:* No information available.

*Rates:* One hour, 13 times, \$30; 26 times,

\$28.50. Half-hour, 13 times, \$16; 26 times, \$15.20. Quarter-hour, 13 times, \$9; 26 times, \$8.55. Five minutes, 13 times, \$4; 26 times, \$3.80. One-minute announcements, 13 times, \$1; 26 times, \$95. Prices are for broadcasts between 7 and 10 p.m. and do not include artists' services. (Note: These rates are quoted in U.S. currency.)

*Copy Restrictions:* Electrical transcriptions and recorded music must be announced as such. All programs and copy subject to station approval.

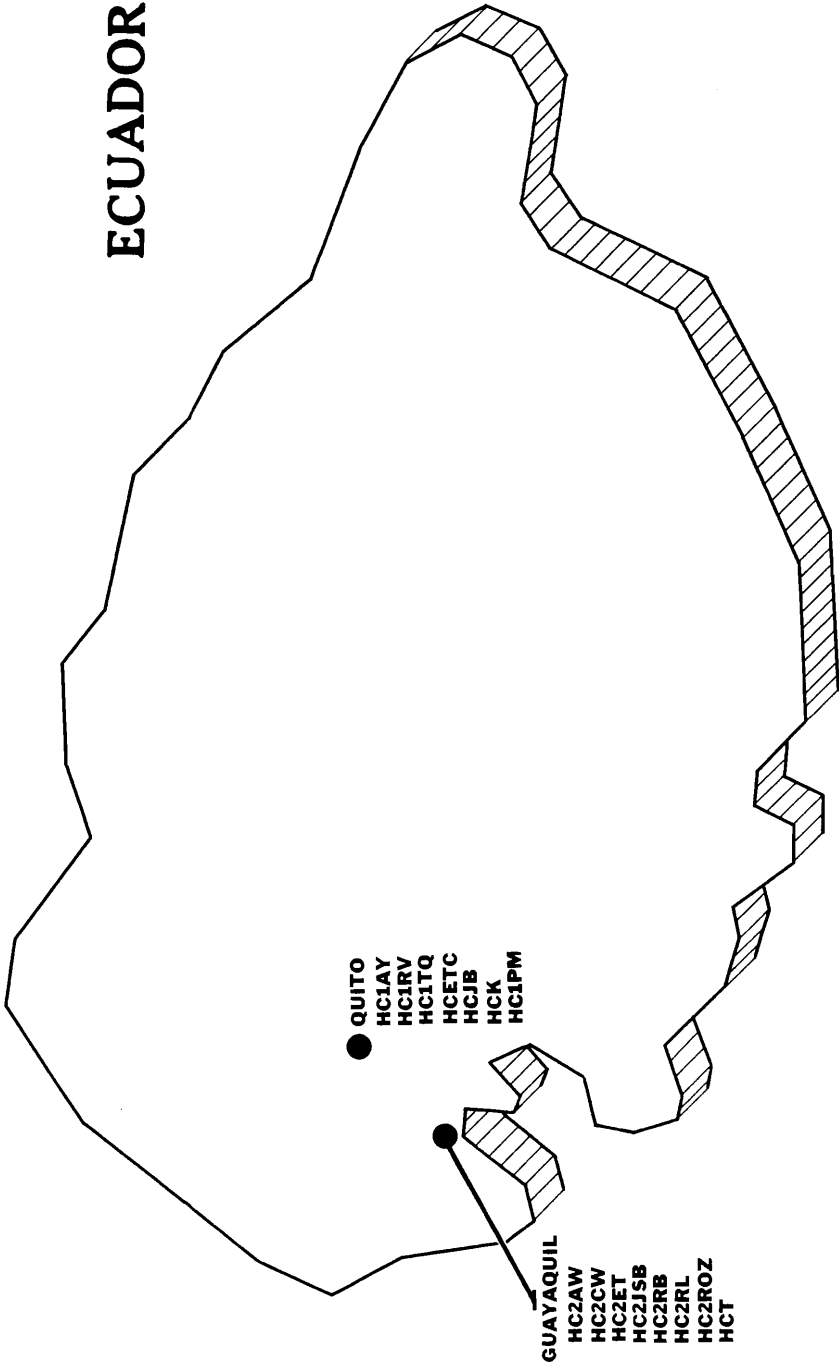
(This information was supplied by Conquest Alliance Co., Inc., and not by the station direct.)

## ECUADOR

*Official language:* Spanish. *Money:* Sucre. *Area:* Estimated at 337,392 square miles (no exact figures available; frontier east of the Upper Amazon is completely unsurveyed, mostly unexplored; claims by Ecuador, Peru, Colombia and Brazil conflict). *Population:* 2,701,662. *Estimated number of receiving sets:* 6,000. *Tax or registration:* 10 sucres per annum.

*Duty on transcriptions and records:* Discs, cylinders and other mediums for reproducing sounds for phonographs and talking machines in general, except those intended for teaching languages: 7.00 sucres per dozen (U. S. preferential rate; regular rate, 10.00 sucres per dozen), plus 7% ad valorem (regular rate, 10%). In addition, there is a surtax of 5% of F.O.B. value at port of export. Import permits required on all items.

# ECUADOR





## ECUADOR STATIONS—Continued

### HC2AW-HC2CW, GUAYAQUIL

*Operator:* A. E. Wilmot & Cia. *Address:* P. O. Box 1166, Guayaquil. *Power:* HC2AW, 200 watts on 1350 kc.; HC2CW, 100 watts on 9300 kc. *Affiliation:* None. *Opened:* August 2, 1936. (Note: A. E. Wilmot & Cia. are also representatives).

*General manager:* A. E. Wilmot. *Program director:* F. Huerta. *Publicity director:* David Huerta. *Chief engineer:* A. E. Wilmot. *Musical director:* Louis Albizury.

*Rep:* None. *News:* AP.

*Merchandising:* Advertising department submits estimates for complete campaigns in various media to be used in conjunction with radio; charge advertiser a fee, and any newspaper used a commission. *Foreign language programs:* Accept English programs.

*Electrical transcriptions:* Use 8, 12 and 24 inch records at 33½ and 78 r.p.m.

*Best programs:* Comedy, national music, foreign dance music, classical music. *Artists bureau:* None, but can supply talent on request.

*Rates:* No information given.

*Copy restrictions:* None.

### HC2ER-HC2JSB, GUAYAQUIL

*Operator:* Ecuador Radio. *Address:* P. O. Box 805, Guayaquil. *Power:* HC2ER, 200 watts on 1100 kc.; HC2JSB, 500 watts on 7854 kc. *Affiliation:* None. *Opened:* July, 1932.

*Station manager and chief engineer:* Juan S. Behr. *Program director:* Edgardo Aguirre. *Musical director and artists bureau head:* Rosendo Pino. *Publicity director:* Ricardo Mejia.

*Rep:* National Export Advertising, Inc., Chrysler Bldg., New York City. *News:* Local news through own reporters and correspondents; foreign by cable from a daily newspaper. *Merchandising:* None. *Foreign language programs:* Not accepted.

*Electrical transcriptions:* Have RCA transcriptions and RCA Victor, Odeon, Columbia and Telefunken records; turntables take 33½ and 78 r.p.m. *Best programs:* Typical national music and dance music. *Artists bureau:* Yes; lists 19 artists.

*Rates:* Quarter-hour daytime program; 3 times a week, S/ 100 per month; 6 times a week, S/ 170 per month. Quarter-hour nighttime program, 3 times a week, S/ 140 per month; 6 times a week, S/ 240 per month. Spot announcement in each quarter-hour program from 11 a.m. to 1:30 p.m., S/ 120 per month; in each quarter-

hour program from 4 p.m. to 11 p.m., S/ 300 per month.

*Copy restrictions:* Accept alcoholic beverages and patent medicine advertising, provided copy is in good taste.

### HC2RB, GUAYAGUIL

*Operator:* Ecuador Broadcasting Co. *Address:* Palacio Municipal. *Power:* 300 watts on 1250 kc. *Affiliation:* None. *Opened:* 1932.

*Director and station manager:* Eric Williams.

*Rep:* Conquest Alliance Co., Inc., New York City and Chicago. *News:* Obtained through own correspondents. *Merchandising:* Distribute booklets by mail, arrange window displays, etc. Fee depends on amount of labor involved and includes actual cost. *Foreign language programs:* Will accept programs in any language, but Spanish is preferable for the territory.

*Electrical transcriptions:* Have about 4,000 RCA Victor, Columbia, Decca and other records. Turntables take recordings at 33½ and 78 r.p.m. *Best programs:* Comedy, drama, Hollywood news, music (jazz, waltzes, rhumbas, tangos and local), opera. *Artists bureau:* Yes; lists 15 to 25 artists.

*Rates:* One hour, \$6; half-hour, \$3; quarter-hour, \$1.50. One-minute announcements, daily, \$3 per month. Prices do not include artists' services; transcribed programs take regular rates. Six-month contracts earn 10% discount.

*Copy restrictions:* No tobacco, wine, beer, liquor, narcotic or political advertising accepted.

(This information was supplied by Conquest Alliance Co., Inc., and not by the station direct.)

### HC2RL, GUAYAQUIL

*Operator:* Quinta Piedad. *Address:* Calle Tomas Martinez 309, Guayaquil. *Power:* 200 watts on 6668 kc. *Affiliation:* None. *Opened:* 1932.

*Manager, chief engineer and program director:* Dr. Roberto Levi. *Musical director:* Mrs. Maria Piedad de Levi.

This station is non-commercial; operates only as a "goodwill station" between Ecuador and other parts of the world. Hours of broadcast: Sunday, 5.45 to 7.45 p.m.; Tuesday, 9.15 to 11.15 p.m., EST.

### HC2ROZ, QUAYAQUIL

*Operator:* Radio-Emisora Ortiz. *Address:* Casilla 1077, Guayaquil. *Power:*

Note: Unless otherwise stated, all rates are in Sucre.

## ECUADOR STATIONS—Continued

250 watts on 900 kc. *Affiliation:* None. *Opened:* Oct. 9, 1935.

*Station head:* Ing. J. Ortiz. *Station and commercial manager:* J. A. Ortiz. *Chief engineer:* A. Megen. *Program director:* A. Cepeda. *Musical director:* Efrain Gonzales. *Publicity director:* R. Ortiz.

*Rep:* None. *News:* Obtained from local daily papers. *Merchandising:* None. *Foreign language programs:* Accept English programs at certain broadcast periods.

*Electrical transcriptions:* Use RCA Victor, Odeon and Decca records. Turntables take any recording at 33½ and 78 r.p.m. *Best programs:* Sports broadcasts and women's programs. *Artists bureau:* Yes; lists 6 artists.

*Rates:* Quarter-hour in morning and afternoon periods, S/ 50.00 per month; during evening periods, S/ 100.00 per month; morning, afternoon and evening, S/ 150.00 per month. One announcement during the morning, S/ 25.00 per month; afternoon, S/ 25.00 per month; evening, S/ 40.00 per month. Three announcements daily. S/ 60.00 per month. Announcements each quarter-hour, in all broadcasts during day, S/ 200.00 per month.

*Copy restrictions:* Patent medicines must be registered with the government; all copy must be in good taste, containing nothing offensive to morals or social standards; restrictions are maintained on political propaganda, domestic and international.

### HCIRV, QUITO

*Operator:* La Voz del Ecuador. *Address:* Caldas 145, 3er piso, Quito. *Power:* 300 watts on 9615 kc. *Affiliation:* Stations in Guayaquil, Cuenca, Esmeraldas, Manta and Bahia, in Ecuador, and various stations in Colombia. *Opened:* 1937.

*Managing director and commercial manager:* J. A. Vizcaino V. *Station manager:* L. Solorzano. *Chief engineer:* N. Zavala. *Program director:* Ezequiel Abad. *Musical director and artists bureau head:* Guillermo Garzon. *Publicity director:* Luis Anda R.

*Rep:* Dr. Eduardo S. Gomez, 2 Rector Street, New York City. *News:* Stressed by station, which describes itself as a "talking daily paper"; obtained through own reporters and correspondents, and through other stations by interchange. *Merchandising:* Complete service offered; charges vary according to amount rendered; partial payment must be made in advance. *Foreign language programs:* Would accept programs in English and German.

*Electrical transcriptions:* Have RCA Victor, Columbia large size, and standard records; RCA Victor turntable,

double plate. *Best programs:* Classical and dance music. *Artists bureau:* Yes; lists 20 artists.

*Rates:* S/ 1.50 per minute for announcements inserted in a series of 30 daily participation programs. S/ 10.00 for 4 minutes once a week; S/ 20.00 for 5 minutes. Talent extra. Payment must be made in advance.

*Copy restrictions:* Accept alcoholic beverages and patent medicines, with copy edited for "honesty, truth and morality"; no international advertising harmful to the country accepted.

### HCJB, QUITO

*Operator:* La Voz de los Andes. *Address:* Casilla 691, Quito. *Power:* 1,000 watts on 8831 kc; 200 watts on 4107 kc; 50 watts on 974 kc. *Affiliation:* No network; have hook-up with HCJB4, in Portoviejo, installed as an experimental station in Oct., 1937. *Opened:* Dec. 25, 1931.

*Director:* C. W. Jones. *Station manager:* Ruben E. Larson. *Commercial manager:* Ing. F. J. Cruz M. *Chief engineer:* Victoriano Salvador. *Program director:* F. Y. Cruz Ch. *Musical director:* Jose Ignacio Canelos. *Publicity director:* Gustavo Coruejo.

*Rep:* Conquest Alliance Co., Inc., New York City; Pan American Broadcasting Co., New York City. *News:* Obtained from local dailies, *El Comercio* and *El Dia*; station is also official organ for the Air College, organized by the Ministry of Education. *Merchandising:* None. *Foreign language programs:* Accept English and French programs.

*Electrical transcriptions:* Use RCA Victor and Columbia records. Turntables take recordings up to 16 inches at 33½ and 78 r.p.m. *Best programs:* Classical music and cultural programs, light music and popular songs (native and foreign), drama, comedy. *Artists bureau:* None, but supply talent on request.

*Rates:* Station states that on foreign contracts Schedule A, as follows, applies: S/ 1.50 per minute of broadcast; minimum nighttime period, 15 minutes. Special broadcasts, S/ 2.00 per minute. Contracts for 5 broadcasts per week include Tuesday to Saturday; 3 times per week, Tuesday, Thursday and Saturday; twice a week, Wednesday and Friday. Rates include services of announcers and musical staff, recorded music of the station or as supplied by the advertiser. Contracts from 3 to 12 months earn 2% discount.

*Copy restrictions:* No beer or other alcoholic beverages, tobacco, drugs, cabaret, motion picture or political advertising.

# GUATEMALA

*Official language:* Spanish. *Money:* Quetzal. *Area:* 45,452 square miles. *Population:* 2,420,273. *Estimated number of receiving sets:* 12,000. *Tax or registration:* Receiving licenses are required; change in ownership of receivers to be reported; applications and notices to be on 10-cent stamped paper. Tax of \$3.00 per annum is levied.

*Duty on transcriptions and records:* 0.50 quetzales per gross kilo.

## TGW-TGWA, GUATEMALA

*Operator:* The Guatemalan Government. *Address:* Guatemala City. *Power:* TGW, 1,000 watts on 1210 kc; TGWA, 10,000 watts on 9,685, 11,760, 15,170 and 17,800 kc. *Affiliation:* No information available.

*Director:* L. Schlesinger Carrera.

*Rep:* Conquest Alliance Co., Inc. *News, merchandising and foreign language programs:* No information available.

*Electrical transcriptions, best programs and artists bureau:* No information available.

*Rates:* TGW only: Class A (12 noon to 2 p.m. and 6:30 to 11 p.m.)—65.00 Quetzales; three-quarter hour, 49.50; half-hour, 33.20; quarter-hour, 17.50; 5 minutes, 6.50. One hour, 26 times, 55.00 Quetzales; three-quarter hour, 42.30; half-hour 28.00; quarter-hour, 14.30; 5 minutes, 5.50. One hour, 104 times, 49.00 Quetzales; three-quarter hour, 37.00; half-hour, 24.70; quarter-hour, 12.30; 5 minutes, 4.90. Class B (2 to 6:30 p.m.), same rates as above, less 15%. Class C (8 a.m. to 12 noon), same rates as above, less 30%. One minute announcements of 120 words, Class A, 26 times, 1.92 Quetzales; 52 times, 1.84; 79 times, 1.76; 104 times, 1.66; 156 times, 1.60. Class B, same rates as above, less 15%; Class C, same rates as above, less 30%. Rates for TGW and TGWA jointly: Class A—One hour, 260.00 Quetzales; three-quarter hour, 198.00; half-hour, 132.80; quarter-hour, 70.00; 5 minutes, 26.00. One hour, 26 times, 220.00 Quetzales; three-quarter hour, 169.20; half-hour, 112.00; quarter-hour, 57.20; 5 minutes, 22.00. One hour, 104 times, 196.00 Quetzales; three-quarter hour, 148.00; half-hour, 98.80; quarter-hour, 49.20; 5 minutes, 19.60. Class B, same rates as above, less 15%; Class C, same rates as above, less 30%. One-minute announcements of 120 words, Class A, 26 times: 7.68 Quetzales; 52 times, 7.36; 79 times, 7.04; 104 times, 6.64; 156 times, 6.40.

*Copy restrictions:* No information available.

(This information was supplied by Conquest Alliance Co., Inc., and not by the station direct.)

## TGX, GUATEMALA

*Operator:* M. A. Mejicano Novales. *Address:* Guatemala. *Power:* 500 watts on 1400 and 6130 kc. *Affiliation:* None.

*Owner:* M. A. Mejicano Novales.

*Rep:* Broadcasting Abroad, Ltd., New York City. *News:* Bulletins broadcast; source not available. *Merchandising:* No information available. *Foreign language programs:* Not accepted.

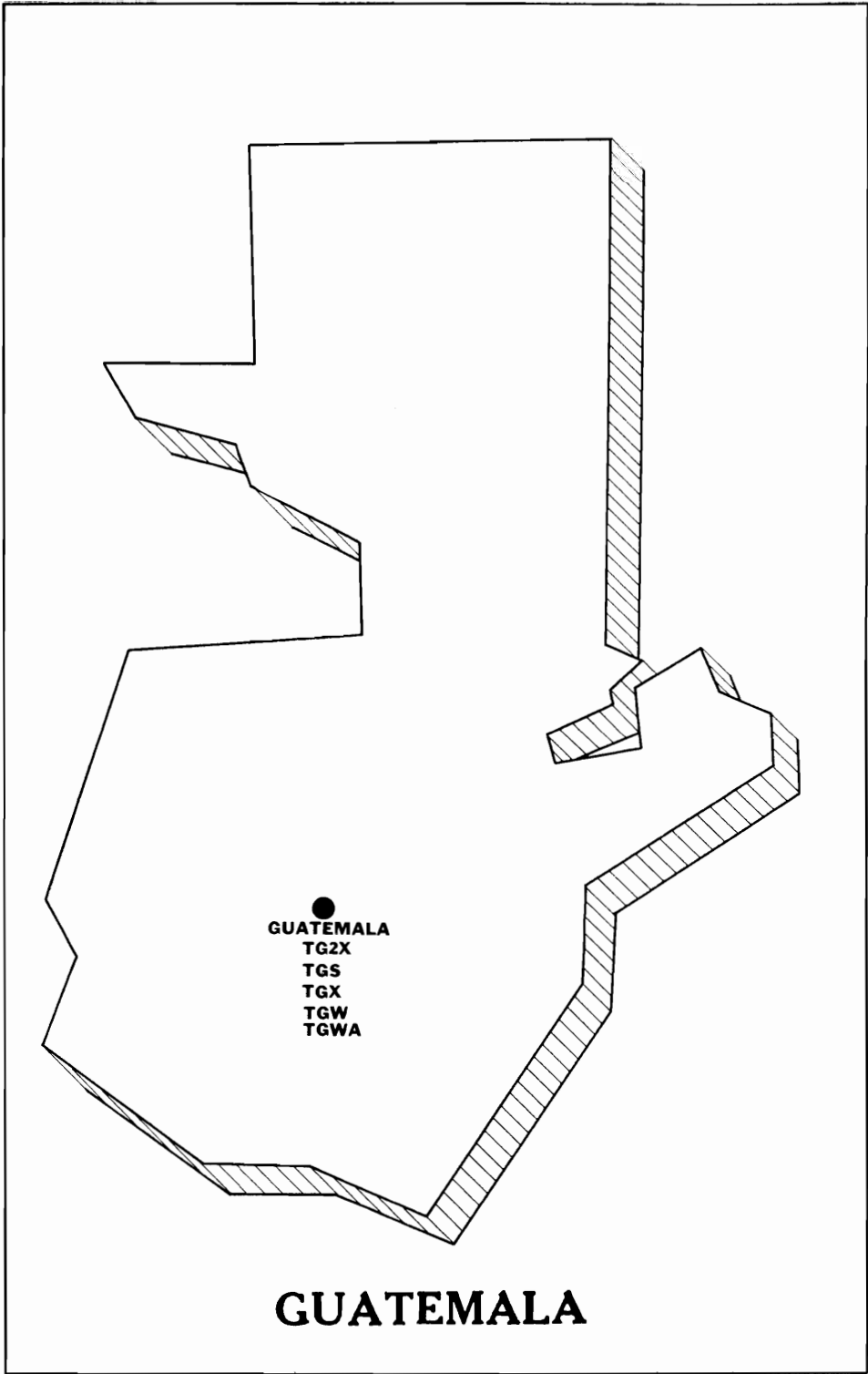
*Electrical transcriptions:* Equipped to handle recordings at 33 $\frac{1}{4}$  and 78 r.p.m. *Best programs:* No list available. *Artists bureau:* No information available.

*Rates:* One hour, 7 to 11 a.m. and 2 to 3 p.m., \$17; half-hour, \$9.25; quarter-hour, \$5; 5 minutes, \$1.75. One hour, 7 to 8 p.m. and 10 to 11 p.m., \$20; half-hour, \$11; quarter-hour, \$6; 5 minutes, \$2.25. One hour, 12 noon to 2 p.m., 8 to 9 p.m. and 9 to 10 p.m., \$25; half-hour, \$13; quarter-hour, \$8; 5 minutes, \$2.50. One hour, Sunday, 1 to 3 p.m. only, \$25; half-hour, \$13; quarter-hour, \$8; 5 minutes, \$2.50. One-minute announcements, 7 to 11 a.m. and 2 to 3 p.m., \$0.50; 7 to 8 p.m. and 10 to 11 p.m., \$0.55; 12 noon to 2 p.m., 8 to 9 p.m., 9 to 10 p.m. and Sunday, \$0.65. Contracts for 14 to 26 times earn 5% discount; 27 to 52 times, 10%; 53 to 104 times, 15%; 105 or more times, 20%. Prices quoted are for station time and announcer only. Prices quoted for announcements apply to spots on a rotative schedule; announcements at a fixed time earn no frequency discount. (Note: These rates are quoted in U.S.A. currency.)

*Copy restrictions:* Accept alcoholic beverages. Patent medicines must be approved by Department of Health. Commercials limited to 120 words in one-minute period; three minutes in five-minute period; four minutes in quarter-hour period; seven minutes in half-hour period, and 13 minutes in full hour. Only one product may be mentioned in a one-minute announcement.

(This information was supplied by Broadcasting Abroad, Ltd., and not by the station direct.)

Note: Unless otherwise stated, all rates are in Quetzales.



●  
**GUATEMALA**  
**TG2X**  
**TGS**  
**TGX**  
**TGW**  
**TGWA**

**GUATEMALA**

## HAITI

*Official language:* French. *Money:* Gourde. *Area:* Approximately 10,200 square miles. *Population:* 3,000,000. *Estimated number of receiving sets:* 3,000. *Tax or registration:* One gourde per annum (those installed in public places, such as cafes and restaurants, are taxed 1.50 gourdes per annum per tube).

*Duty on transcriptions and records:* 30% ad valorem, based on C.I.F. value. *Surtax,* 20% of the duty.

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No stations in Haiti answered questionnaires, or supplied any suitable information. For a map of Haiti, see page 972.

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## HONDURAS

*Official language:* Spanish. *Money:* Lempira. *Area:* Approximately 10,200 square miles. *Population:* 3,000,000. *Estimated number of receiving sets:* 15,000. *Tax or registration:* None.

*Duty on transcriptions and records:* Discs for phonographs, 0.20 lempiras per gross kilo. *Surtax,* 10% of the duty.

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### HRD, LA CEIBA

*Operator:* T. Castaneda y Cia. *Address:* Ave. 14 de Julio, La Ceiba. *Power:* 250 watts on 6235 kc. *Affiliation:* None. *Opened:* March 1, 1936.

*Owner:* Dr. Tulio Castaneda. *Station manager, program and publicity director:* Antonio Redondo. *Commercial manager:* A. Guerrero. *Chief engineer:* Reinhold Walter. *Musical director and artists bureau head:* Tito del Moral.

*Rep:* Has representation in the important cities of Honduras. *News:* Obtained from local weekly paper, *El Pais*; the *Diario Comercial*, of San Pedro Sula; and from the office of the Honduran Press, of Tegucigalpa. *Merchandising:* Service offered to all advertisers, with charges for special services; an exhibition room is also available, gratis. *Foreign language programs:* Accept French and English programs, provided commercials are also given in Spanish.

*Electrical transcriptions:* Use RCA transcriptions; turntables take 33 $\frac{1}{4}$  and 78 r.p.m. *Best programs:* Orchestral music and songs, Marimba dance music, classical and semi-classical music, drama, comedy and romances. *Artists bureau:* Yes; lists 15 artists.

*Rates:* One announcement daily for 4 weeks, L. 30; one announcement 5 times a week for 4 weeks, L. 25; one announcement 4 times a week for 4 weeks, L. 20;

one announcement 3 times a week for 4 weeks, L. 15; one announcement twice a week for 4 weeks, L. 10; one announcement once a week for 4 weeks, L. 5. Prices to be agreed upon for special programs and foreign advertising.

*Copy restrictions:* Accept alcoholic beverages and patent medicine advertising.

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### HRP1, SAN PEDRO SULA

*Operator:* Diaz Zelaya & Cia. *Address:* San Pedro Sula. *Power:* 75 watts on 6351 kc. *Affiliation:* No information available. *Opened:* Aug., 1936.

*Managing director:* Gral. F. Diaz Zelaya. *Station manager:* Manuel Escoto.

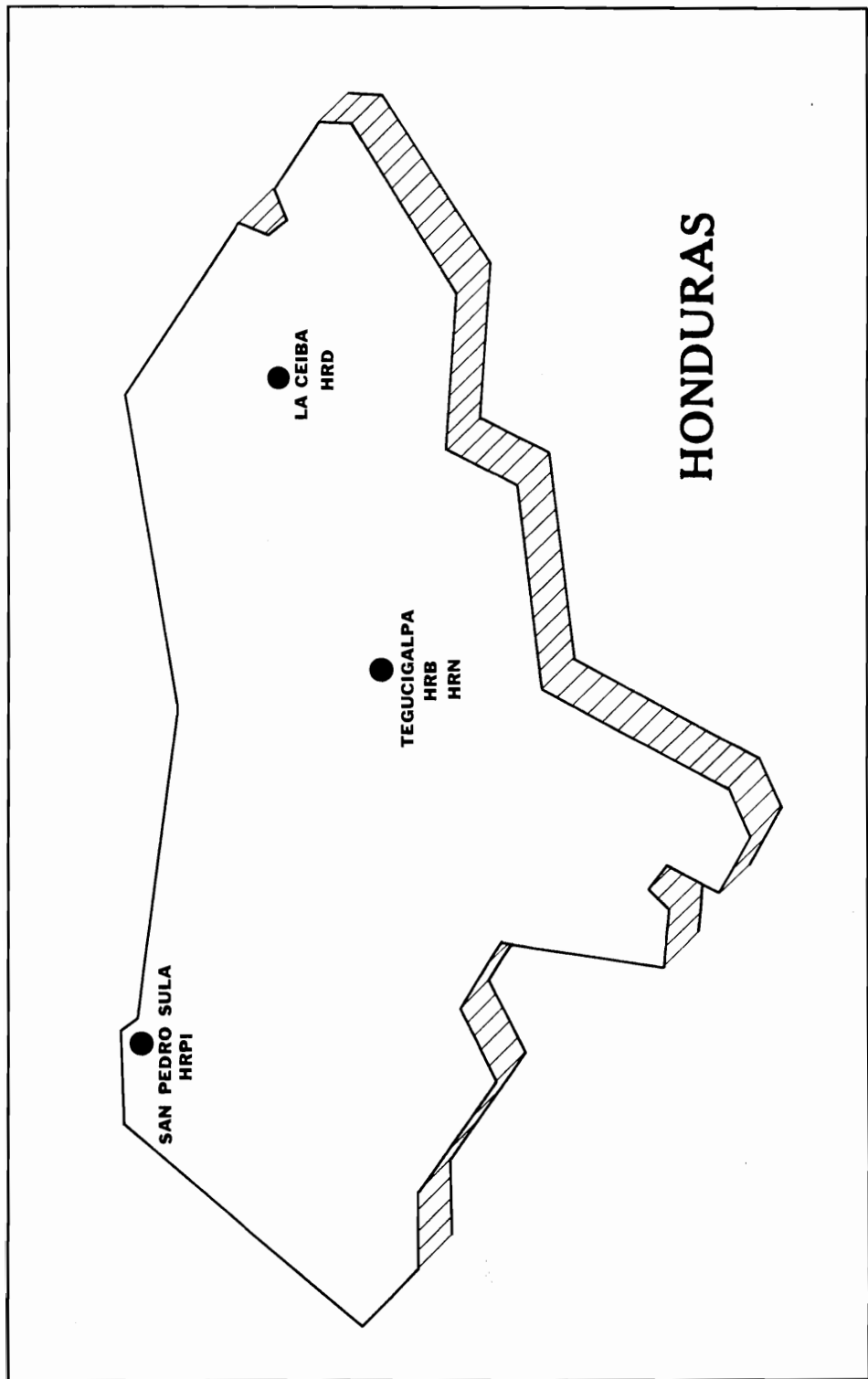
*Rep:* Conquest Alliance Co., Inc., New York City. *News, merchandising and foreign language programs:* No information available.

*Electrical transcriptions, best programs and artists bureau:* No information available.

*Rates:* One-hundred word announcements, one day a week, L. 10.00 per month; once daily, 2 days a week, L. 15.00 per month; once daily, 3 days a week, L. 20.00; once daily, 6 days a week, L. 40.00. Quarter-hour, once a week, L. 40.00; twice a week, L. 75.00; 3 times a week, L. 110.00. One-minute announcements, L. 1.00; 5-

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Note: Unless otherwise stated, all rates are in Lempiras.



## HONDURAS STATIONS—Continued

minute announcements, L. 4.00; 10-minute announcements, L. 7.00.

*Copy restrictions:* No information available.

(This information was supplied by Conquest Alliance Co., Inc., and not by the station direct.)

### HRN, TEGUCIGALPA

*Operator:* Paul John and Rafael Ferrari. *Address:* Tegucigalpa. *Power:* 500 watts on 5875 kc. *Affiliation:* None. *Opened:* Sept. 15, 1932.

*Station and commercial manager, artists bureau head:* Rafael Ferrari. *Chief engineer, program director:* Paul John. *Musical director:* F. R. Diaz Zeleya. *Publicity director:* M. Rusel.

*Rep:* Conquest Alliance Co., Inc., New York City. *News:* Obtained through own correspondents. *Merchandising:* Service rendered at cost. *Foreign language programs:* Station states that "this matter is subject to study."

*Electrical transcriptions:* Have a library of 4,000 records. Turntables take 10, 12 and 18 inch records at 33 $\frac{1}{3}$  and 78 r.p.m. *Best programs:* News, Marimba concerts,

local artists. *Artists bureau:* Yes; states number of artists is variable.

*Rates:* One hour, one week, 40.80 Lempiras; 5 weeks, 37.94; 9 weeks, 35.28; 13 weeks, 32.81; 17 weeks, 30.51; 21 weeks, 28.37; 25 weeks, 26.38. Half hour, one week, 30.60 Lempiras; 5 weeks, 29.45; 9 weeks, 26.39; 13 weeks, 24.67; 17 weeks, 22.92; 21 weeks, 21.32; 25 weeks, 19.82. Quarter-hour, one week, 20.55 Lempiras; 5 weeks, 19.11; 9 weeks, 17.77; 13 weeks, 16.53; 17 weeks, 15.37; 21 weeks, 14.29; 25 weeks, 13.30. These rates are applicable to the number of minutes per week: for example, 60 minutes a week may be divided into two half hours, four quarter hours, 12 five minutes, or any other way suitable to the advertiser. They do not include artists' services. Electrically transcribed programs, regular time rate. Agency commission (on time charges only) 15% to recognized agencies. No cash discount. Time segments of 37, 22, 14 and 7 minutes available.

*Copy restrictions:* No political advertising, except from official sources in Honduras; no exaggerated or unprovable claims; all copy must be in good taste and is subject to station approval, electrical transcriptions and recorded music must be announced as such.

## MEXICO

*Official language:* Spanish. *Money:* Peso. *Area:* 767,198 square miles. *Population:* 16,552,722. *Estimated number of receiving sets:* 500,000. *Tax or registration:* Sets to be registered at post office (not enforced).

*Duty on transcriptions and records:* Blank discs, 0.60 pesos per legal kilo. Phonograph discs, not specified, 1.20 pesos per legal kilo. Phonograph discs recorded in Spanish or with music, intended for use with synchronized film, 25 pesos each; in any language other than Spanish, 50 pesos each. Surtax on all of above, 3% of duty.

### XEBI, AGUASCALIENTES

*Owner and operator:* Pedro C. Rivas. *Address:* Primo Verdad 14, Aguascalientes. *Power:* 25 watts on 1000 kc. *Affiliation:* None. *Opened:* September, 1936.

*Owner and chief engineer:* Pedro C. Rivas. *General director:* A. Rivas Toledo. *Station manager:* Victor M. del Villar. *Commercial manager and publicity director:* Rafael Leal Camarena. *Program director:* R. Armijo Rodriguez. *Musical director and artists bureau head:* Lourdes Rivas.

*Rep:* None. *News:* None. *Merchandising:* None. *Foreign language programs:*

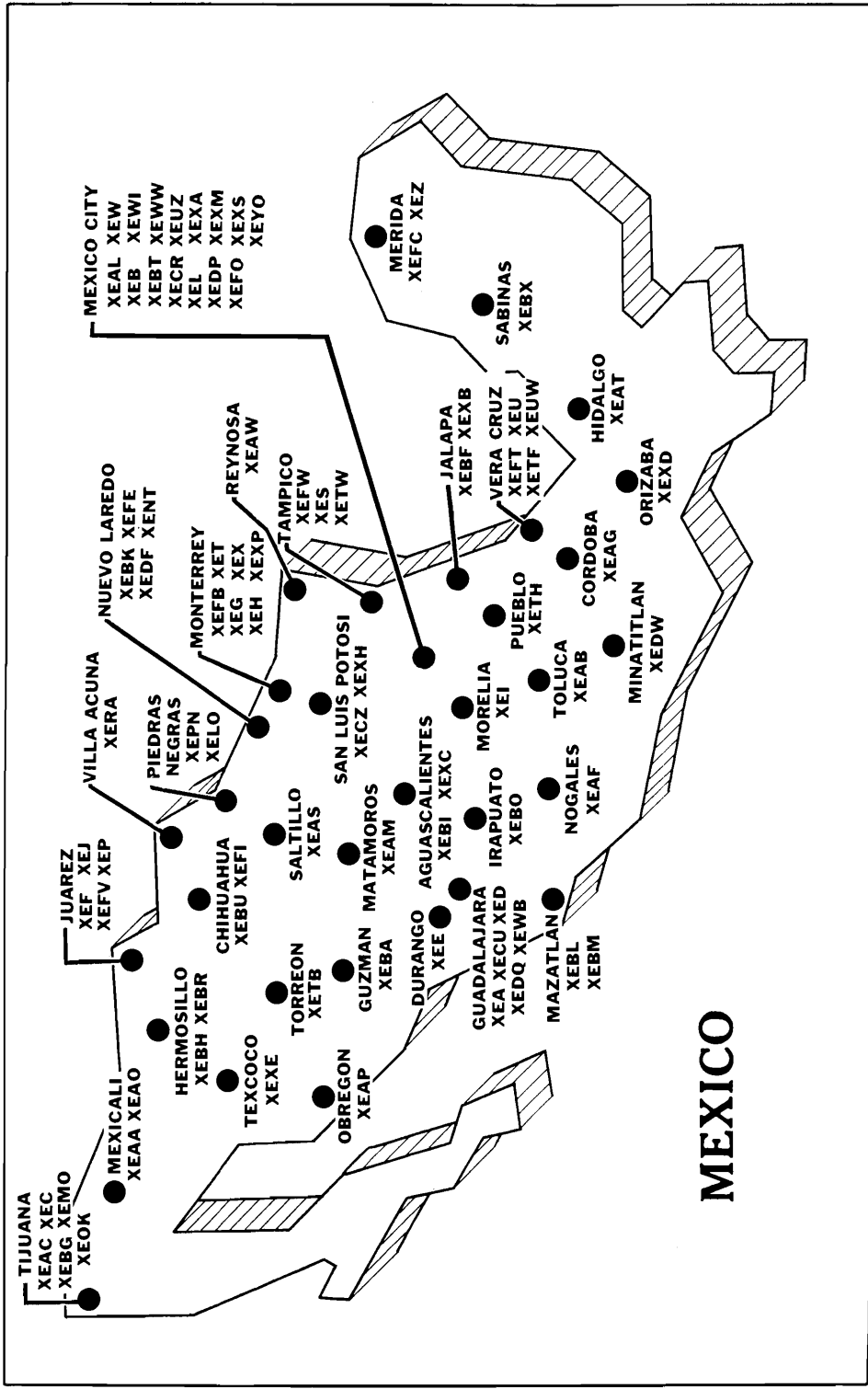
Accept English programs, but translations must also be broadcast.

*Electrical transcriptions:* Turntables take 16 or 18-inch recordings at 33 $\frac{1}{3}$  and 78 r.p.m. *Best programs:* Remote control programs from film house and children's programs with stories. *Artists bureau:* Yes; lists several orchestras and a number of singers.

*Rates:* \$4.00 per quarter-hour program. Sixty cents per spot announcement, up to 50 words. Spot announcements on monthly schedule: \$30.00.

*Copy restrictions:* No wines or alcoholic beverages accepted; no religious or polit-

Note: Unless otherwise stated, all rates are in Pesos.



# MEXICO



## MEXICO STATIONS—Continued

ical broadcasts; patent medicine advertising supervised by the Board of Health.

### XEBU, CHIHUAHUA

*Operator:* F. Lopez Islas. *Address:* Avenida Ocampo No. 2605. *Power:* 100 watts on 1250 kc. *Affiliation:* Frequently operates with XEFI, Chihuahua; XEJ and XEP, of Ciudad Juarez; XEAT, of Parral. *Opened:* Dec. 6, 1936.

*Owner and chief engineer:* F. Lopez Islas. *Station and commercial manager, program and publicity director:* Alf. Garcia D. *Musical director:* Rafael Armendariz.

*Rep:* None in the U. S.; Anuncios, S. A., in Mexico City. *News:* Obtained by own reporters (station states it serves as cable and news correspondent for various local and foreign stations). *Merchandising:* None. *Foreign language programs:* Accept English, French, German and other language programs; government requires that text be given first in Spanish.

*Electrical transcriptions:* Use RCA Victor records. Turntables take 10, 12 and 15-inch recordings at 33½ and 78 r.p.m. *Best programs:* Select music and news. *Artists bureau:* Talent obtained through Sindicato de Filarmónicos (Philharmonic Syndicate).

*Rates:* No information given.

*Copy restrictions:* Accept light wines, but no hard liquor; patent medicines must be registered with the Department of Health. Commercials must not exceed two minutes.

### XEE, DURANGO

*Operator:* Alejandro O. Stevenson. *Address:* Apartado Postal No. 148, Durango. *Power:* 50 watts on 1210 kc. *Affiliation:* Mexican Radio Chain, S. A., 54 Ayuntamiento, Mexico, D. F. *Opened:* June 27, 1934. (Note: Alejandro O. Stevenson is also Zenith Radio representative for the State of Durango.)

*Owner:* Alejandro O. Stevenson. *Station manager:* Roberto Stevenson. *Commercial manager:* Jose Vazquez. *Musical director:* Manuel Paez. *Publicity director:* Jose Corral.

*Rep:* RCA Victor Mexicana, S.A., 196 Calzada Vellalouquin, Mexico, D.F. *News:* Obtained from Station XEW, of Mexico, D.F. *Merchandising:* None. *Foreign language programs:* Not accepted; all programs and commercials must be in Spanish.

*Electrical transcriptions:* Use transcriptions sent them by advertisers. Turntables take 33½ and 78 r.p.m. *Best programs:* Mexican songs, Mexican cowboy songs, Mexican dance music, American dance music, chamber and classical music. *Artists bureau:* None.

*Rates:* Fourteen-minute program once daily except Sunday, before 1 p.m. or after

3.30 p.m., \$60 per month; 3 times a week except Sunday, before 1 p.m. or after 3.30 p.m., \$30; once daily except Sunday, between 1 p.m. and 3.30 p.m., \$90 per month; 3 times a week, except Sunday, before 1 p.m. or after 3.30 p.m., \$50; minimum contract, 3 months. Twenty-eight-minute program once daily except Sunday, before 1 p.m., or after 3.30 p.m., \$120 per month; 3 times a week, before 1 p.m. or after 3.30 p.m., \$60; once daily except Sunday, between 1 and 3.30 p.m., \$180 per month; 3 times a week between 1 and 3.30 p.m., \$90 per month; minimum contract, 3 months. Classified announcements up to 50 words daily except Sunday, before 1 p.m. or after 3.30 p.m., \$10 per month; spot announcements up to 20 words daily except Sunday, between 1 and 3.30 p.m., \$15 per month. One 14-minute program, one time, \$10; one 28-minute program, one time, \$15; one 56-minute program, one time, \$25; one classified announcement, \$1.

*Copy restrictions:* Accept beer and wine only; patent medicines must be approved by Department of Public Health.

### XED-XEDQ, GUADALAJARA

*Operator:* Radiofonografica de Guadalajara, S. A. *Address:* 16 de Septiembre 170, Guadalajara. *Power:* XED, 2,500 watts on 1160 kc; XEDQ, 500 watts on 9520 kc. *Affiliation:* None.

*President:* E. Sauza. *General manager:* Alfredo Levy. *Chief engineer:* Guillermo Johnston. *Program and musical director and artists bureau head:* Jose Suarez Garrido.

*Rep:* None. *News:* None. *Merchandising:* None. *Foreign language programs:* Not accepted.

*Electrical transcriptions:* Have facilities for any type of recording. *Best programs:* Popular and select music. *Artists bureau:* Yes; lists 40 artists.

*Rates:* 14-minute program, 11 a.m. to 1 p.m. and 7 to 8.30 p.m., \$15; 29-minute program, \$30; 59-minute program, \$50. Fourteen-minute program, 1 to 3.30 p.m. and 8.30 to 11 p.m., \$20; 29-minute program, \$35; 59-minute program, \$60. Eighty-word spot announcements, 1 to 10 times, 11 a.m. to 1 p.m. and 7 to 8.30 p.m., \$1.50; 1 to 3.30 p.m. and 8.30 to 11 p.m., \$2. Eighty-word announcements, 11 to 25 times, 11 a.m. to 1 p.m. and 7 to 8.30 p.m., \$1.25; 1 to 3.30 p.m. and 8.30 to 11 p.m., \$1.50. Eighty-word announcements, 26 to 50 times (minimum of two daily), 11 a.m. to 1 p.m. and 7 to 8.30 p.m., \$1; from 1 to 3.30 p.m. and 8.30 to 11 p.m., \$1.25. Eighty-word announcements, 51 to 100 times (minimum of three daily), 11 a.m. to 1 p.m. and 7 to 8.30

## MEXICO STATIONS—Continued

p.m., \$0.85; from 1 to 3.30 p.m. and 8.30 to 11 p.m., \$1. Eighty-word announcements, 101 or more times (minimum of four daily), 11 a.m. to 1 p.m. and 7 to 8.30 p.m., \$0.75; from 1 to 3.30 p.m. and 8.30 to 11 p.m., \$0.85. Announcements between concerts and musical signatures at any hour: 1 daily, \$75 per month; 2 daily, \$120; 3 daily, \$135; 4 daily, \$150; 5 daily, \$165 (to be paid each month). Contracts for 11 to 25 times earn 10% discount; 26 to 50 times, 15%; 51 or more times, 20%, except on spot and signature announcements which earn no discount.

*Copy restrictions:* Accept beer and light wines, but no hard liquor; patent medicines must be approved by the Department of Public Health.

### XEBA, GUZMAN

*Operator:* XEBA Radio Broadcasting. *Address:* Independencia 32, Ciudad Guzman, Jalisco. *Power:* 20 watts on 1080 kc. *Affiliation:* None. *Opened:* June 15, 1934.

*Station head, commercial manager, chief engineer, publicity director:* Xavier Velasco. *Musical director, artists bureau head:* Joaquin Vera.

*Rep:* None. *News:* Obtained from the Mexico City daily, *El Nacional*. *Merchandising:* None. *Foreign language programs:* Not accepted.

*Electrical transcriptions:* Have RCA High Fidelity equipment at 78 r.p.m., and use records of various make. *Best programs:* Native cowboy music, native music of modern composers, national and American dance music, semi-classical and classical music. *Artists bureau:* Setup nominal only; supply talent.

*Rates:* No information given.

*Copy restrictions:* Accept beer and wine, but no hard liquor; patent medicines must be registered at the Mexican Department of Health; all script and commercials must be in Spanish.

### XEBH-XEBR, HERMOSILLO

*Operator:* Radio Difusora de Sonora. *Address:* Hidalgo 23, Hermosillo de Sonora. *Power:* XEBH, 500 watts on 930 kc; XEBR, 150 watts on 11,820 kc. *Affiliation:* None.

*Station head and program director:* Luis Hoeffler. *Station and commercial manager, chief engineer:* Jose Remigio Agraz. *Musical director:* Armando Portugal. *Publicity director:* Jose Gallegos.

*Rep:* Edward Gilbert, 5445 Brynhurst Ave., Los Angeles, Calif. *News:* By special service from Mexico City. *Merchandising:* None. *Foreign language programs:* Accept English and Spanish programs only.

*Electrical transcriptions:* Use RCA Victor, Columbia, Brunswick, Decca, Bluebird, Peerless, Polydor and other records. Turntables take any size records, at 33½ and 78 r.p.m. *Best programs:* Popular Mexican songs, Mexican cowboy songs, chamber music, selected airs, classical music, opera, drama and dialogue. *Artists bureau:* None.

*Rates:* One hour, one time, \$30; half-hour, \$18; quarter-hour, \$10; 10 minutes, \$7.50; 5 minutes, \$5. Thirty-word announcement, once daily, \$18 per month; 4 times daily, \$40; 10 times daily, \$100. Fifty-word announcement, once daily, \$22 per month; 4 times daily, \$45; 10 times daily, \$110. Hundred-word announcement, once daily, \$25 per month; 4 times daily, \$50; 10 times daily, \$120. Local remote control program, \$30, plus time used. Prices do not include artists.

*Copy restrictions:* Accept beer, but no other alcoholic beverages. Patent medicines must be approved by the Department of Health. (Station broadcasts from 12 to 3 and 8 to 11 p.m.)

### XEBO, IRAPUATO

*Operator:* Luis Garciduenas. *Address:* Guerrero No. 26, Irapuato, Gto. *Power:* 50 watts on 1310 kc. *Affiliation:* None. *Opened:* Jan. 16, 1937.

*Station and commercial manager, publicity director:* Alfonso Martinez V. *Chief engineer:* Luis Garciduenas. *Program director:* H. Esparza. *Musical director:* Professor Esteban Almanza.

*Rep:* None. *News:* Obtained from local paper, *Evolucion*. *Merchandising:* Arrange for counter displays, etc.; fee varies according to amount of work and time involved. *Foreign language programs:* Accept English programs.

*Electrical transcriptions:* Use RCA Victor and Peerless records. Turntables take 6 to 25-inch records at 33½ and 78 r.p.m. *Best programs:* Amateurs and musical concerts. *Artists bureau:* None.

*Rates:* One hour, 30 times, noon to 3 p.m. and 7 to 10 p.m., \$150; 15 times, \$110; 9 times, \$65; 4 times, \$32. Three-quarter hour, 30 times, noon to 3 p.m. and 7 to 10 p.m., \$120; 15 times, \$85; 9 times, \$50; 4 times, \$25. Half-hour, 30 times, 12 noon to 3 p.m. and 7 to 10 p.m., \$90; 15 times, \$60; 9 times, \$35; 4 times, \$18. Quarter-hour, 30 times, noon to 3 p.m. and 7 to 10 p.m., \$50; 15 times, \$35; 9 times, \$20; 4 times, \$10. Ten-minute program, 30 times, \$40; five-minute program, 30 times, \$25. One daily classified announcement up to 50 words, \$20 per month. Two-month contract for announcements earns 3% discount; 3 months, 5%; 4 months, 7%; 5

## MEXICO STATIONS—Continued

months, 10%; 6 months, 15%. Prices quoted include announcer and transcribed music; artists, remote control, etc., extra.

*Copy restrictions:* Patent medicines must be approved by the Board of Health, and all copy must comply with government regulations.

### XEF, JUAREZ

*Operator:* Gilberto Gil. *Address:* Apartado 70, Juarez, Chih. *Power:* 100 watts on 1450 kc. *Affiliation:* None.

*General and commercial manager:* J. M. Gil. *Program and publicity director, artists bureau head:* L. C. Trevino. *Musical director:* L. Lechuga.

*Rep:* None. *News:* Through correspondents in Mexico. *Merchandising:* None. *Foreign language programs:* Accept English programs.

*Electrical transcriptions:* Use standard records; no further details given. *Best programs:* Domestic hour, novelty and variety, news bulletins. *Artists bureau:* Yes; lists 11 artists.

*Rates:* One hour, 11 a.m. to 3 p.m., \$7; half-hour, \$3.75; quarter-hour, \$2. One hour, 6 to 8 p.m., \$6; half-hour, \$3.50; quarter-hour, \$2. Contracts from 1 to 3 months (30 programs to the month): Five minutes, \$14 per month; 10 minutes, \$25; 15 minutes, \$37.50; 30 minutes, \$70. Weekly contracts (7 programs a week): Five minutes, \$4 per week; 10 minutes, \$7; 15 minutes, \$10; 30 minutes, \$19. Fifty-word announcements, per month: One daily, \$6; 2 daily, \$10; 3 daily, \$14; 4 daily, \$18. Special discounts earned on 6-month and 1-year contracts.

*Copy restrictions:* Alcoholic beverages not accepted.

### XEFV, JAUREZ

*Operator:* Dario Cordora. *Address:* 814 Maxtla, Ciudad Juarez. *Power:* 100 watts on 1210 kc. *Affiliation:* None. *Opened:* September, 1932.

*General and station manager, program and publicity director:* Dario Cordora. *Commercial manager:* Raul Rodriguez. *Chief engineer and musical director:* Mosteta Olvera.

*Rep:* None. *News:* Trens News Agency. *Merchandising:* Services are available, at prices to be agreed upon. *Foreign language programs:* Accept English programs.

*Electrical transcriptions:* None. *Best programs:* Typical and popular Mexican music. *Artists bureau:* None.

*Rates:* Half-hour, one time, \$5; daily half-hour, \$36 per week; \$60 per fortnight; \$100 per month. Quarter-hour, one time, \$3; daily quarter-hour, \$20 per week; \$35 per fortnight; \$60 per month. One 1-min-

ute announcement, \$1; daily announcement, \$5 per week; \$10 per fortnight; \$15 per month. Two 1-minute announcements, \$1.50; 2 daily announcements, \$7.50 per week; \$15 per fortnight; \$22.50 per month.

*Copy restrictions:* Accept beer and wine, but no hard liquor. Patent medicines must be approved by the Department of Health.

### XEJ, JUAREZ

*Operator:* P. Meneses, Jr. *Address:* 16 de Septiembre, 313, Juarez, Chih. *Power:* 1,250 watts on 1020 kc. *Affiliation:* None; occasionally arranges hookup with XEBU, Chihuahua. *Opened:* 1929.

*Owner, station and commercial manager:* P. Meneses, Jr. *Chief engineer:* J. G. Buttner. *Program director, artists bureau head:* T. Rios. *Musical director:* Humberto Vargas M. *Publicity director:* M. Aragon.

*Rep:* Mithoff & White, El Paso, Tex. *News:* Argos Service, Mexico, D. F.; also use UP news obtained from papers. *Merchandising:* None. *Foreign language programs:* Accept English programs.

*Electrical transcriptions:* Use transcriptions manufactured by C. P. MacGregor, Hollywood, Calif.; Peerless and RCA Victor records. Turntables take recordings up to 16 inches at 33 $\frac{1}{3}$  and 78 r.p.m. *Best programs:* Ancient music, by string orchestras; cowboy singers, with guitar accompaniment; popular Mexican music; music by modern Mexican composers; news; comedy; adventure programs; classical music. *Artists bureau:* Yes; lists 12 artists.

*Rates:* "Economical" announcements (50 words in each language, English and Spanish, between musical selections at any time from sign-on time to 12 noon and from 3 to 6 p.m., daily except Sunday); once daily, \$12.50 per month; twice daily, \$22.50; 3 times daily, \$32; 4 times daily, \$40; 5 times daily, \$45; 6 or more times daily, prices are in proportion.

Quarter-hour, from sign-on to 12 noon, 3 times a week, \$20 per month; half-hour, \$35; full hour, \$60; quarter-hour, daily except Sunday, \$35 per month; half-hour, \$60; full hour, \$90. Quarter-hour, 12 noon to 3 p.m., 3 times a week, \$25 per month; half-hour, \$45; full hour, \$75; quarter-hour, daily except Sunday, \$45 per month; half-hour, \$80; full hour, \$130. Quarter-hour, 6 p.m. to sign-off, 3 times a week, \$40; half-hour, \$75; full hour, \$120; quarter-hour, daily except Sunday, \$75 per month; half-hour, \$130; full hour, \$225.

Prices for Sunday programs (no economical announcements permitted): Quarter-hour, one time, until 12 noon, \$2.50; 4 times, \$9; half-hour, one time, \$4.50; 4 times, \$16.50; full hour, one time, \$9; 4 times, \$30. Quarter-hour, one time, noon to 6 p.m.,

## MEXICO STATIONS—Continued

\$4.50; 4 times, \$16.50; half-hour, one time, \$7; 4 times, \$24; full hour, one time, \$12.50; 4 times, \$40. Quarter-hour, one time, 6 p.m. to sign-off, \$7; 4 times, \$24; half-hour, one time, \$12; 4 times, \$40; full hour, one time, \$20; 4 times, \$60. Two-month contracts earn 5% discount, 3-month, 10%; 6-month, 15%; 9-month, 20%; 12-month, 25%. Cash discount is 2%. (Note: These prices are in U. S. currency.)

**Copy restrictions:** Accept beer and wine, but no hard liquor; patent medicines must be registered with the Board of Health. Fortune telling, magic, astrology, etc., strictly prohibited. All copy subject to station approval and regulations of the Mexican government.

### XEP, JUAREZ

**Operator:** E. Parra. **Address:** 111-16 de Septiembre, Juarez, Chih. **Power:** 500 watts on 1160 kc. **Affiliation:** None. **Opened:** May 10, 1936.

**Owner and station manager:** E. Parra. **Commercial manager:** L. Allande. **Chief engineer:** J. G. Buttner. **Program and musical director:** A. Gardea. **Publicity director:** C. Failliner.

**Rep:** Conquest Alliance Co., Inc., New York City. **News:** Trens News Agency. **Merchandising:** None. **Foreign language programs:** Accept English programs.

**Electrical transcriptions:** Have transcriptions and records of various make. Turntables take 10, 12 and 16-inch records at 33½ and 78 r.p.m. **Best music:** Popular Mexican music, select programs, popular dance music and sketches. **Artists bureau:** None.

**Rates:** Quarter-hour programs, 12 monthly, \$75; 30 monthly, \$150. Half-hour programs, 12 monthly, \$150; 30 monthly, \$225. One minute, 30 times monthly, \$20. One announcement, one time, \$0.50. One announcement daily, \$10 per month; 2 daily, \$17.50; 3 daily, \$25; 4 daily, \$32.50; 5 daily, \$40 per month. Prices are for station time only; artists and transcriptions extra.

**Copy restrictions:** Accept beer and wines, but no hard liquor. Patent medicines accepted, provided they have been registered in Mexico City and a permit obtained. No religious or political broadcasts.

### XEAG, CORDOBA

**Operator:** Diodoro Zuniga. **Address:** Avenida 1, No. 135, Cordoba de Veracruz. **Power:** 10 watts on 1310 kc. **Affiliation:** None, but is a member of the Mexican Association of Commercial Broadcasting Stations. **Opened:** 1935. (Note: Diodoro

Zuniga is also engaged in the jewelry and watch making business.)

**Station and commercial manager:** Diodoro Zuniga. **Program director:** Felix Salmeron. **Musical director, artists bureau head:** Mariano Arcos, Jr. **Publicity director:** Rafael Garcia.

**Rep:** None. **News:** None broadcast. **Merchandising:** None. **Foreign language programs:** Not accepted.

**Electrical transcriptions:** Use RCA Victor, Columbia, Peerless and Polydor records. Turntables take 10, 12 and 16 inch records at 33½ and 78 r.p.m. **Best programs:** Popular sectional music, singers, dance and select music. **Artists bureau:** Yes; lists 18 artists.

**Rates:** One hour, 1 to 3 times, 10 a.m. to 2 p.m. and 7 to 8 p.m., \$10 each; half-hour, \$5.25; quarter-hour, \$2.75; 10 minutes, \$2; 5 minutes, \$1.25. One hour, 4 to 15 times, \$8 each; half-hour, \$4.20; quarter-hour, \$2.20; 10 minutes, \$1.60; 5 minutes, \$1. One hour, 16 to 30 times, \$6 each; half-hour, \$3.15; quarter-hour, \$1.65; 10 minutes, \$1.20; 5 minutes, \$0.75. One hour, 1 to 3 times, 8 to 11 p.m., \$15 each; half-hour, \$8; quarter-hour, \$4.25; 10 minutes, \$3; 5 minutes, \$1.75. One hour, 4 to 15 times, \$12; half-hour, \$6.40; quarter-hour, \$3.40; 10 minutes, \$2.40; 5 minutes, \$1.40. One hour, 16 to 30 times, \$9; half-hour, \$4.80; quarter-hour, \$2.50; 10 minutes, \$1.80; 5 minutes, \$1. Classified advertising of 15 words, 1 to 10 times, \$0.25 each; 40 words, \$0.50; 100 words, \$1; 15 words, 11 to 30 times, \$0.20; 40 words, \$0.40; 100 words, \$0.80; 15 words, 31 or more times, \$0.15; 40 words, \$0.30; 100 words, \$0.60. Thirty-word announcements, 1 to 10 times between 8 and 11 p.m., \$1 each; during other hours, \$0.80; 11 to 30 times, \$0.80 and \$0.65; 31 or more times, \$0.60 and \$0.45. Hundred-word announcements, 1 to 10 times, \$2 each; 11 to 30 times, \$1.60; 31 or more times, \$1.20. Prices do not include artists.

**Copy restrictions:** Accept beer and wine, no hard liquor; patent medicines accepted if approved by the federal public health offices; advertising must abide by regulations issued by the Secretary of Communications and Public Works.

### XEBL, MAZATLAN

**Operator:** Difusora del Pacifico, S. A. **Address:** Apartado 78, Mazatlan de Sinaloa. **Power:** 300 watts on 1220 kc. **Affiliation:** None. **Opened:** 1936.

**Partners:** Jose F. Azcona, Ignacio L. Sais and Manuel Rojo. **General manager:** Jose F. Azcona. **Station manager:** A. Shober.

## MEXICO STATIONS—Continued

*Chief engineer:* Manuel Rojo. *Musical director:* M. de los Palos.

*Rep:* None. *News:* Obtained from Mexican newspapers. *Merchandising:* None. *Foreign language programs:* Accept English programs.

*Electrical transcriptions:* Turntables take records at 33½ and 78 r.p.m. *Best programs:* Popular Mexican music—with orchestra, with singers or on records; select music. *Artists bureau:* None.

*Rates:* Half-hour program with orchestra and ensemble, \$15 one time; daily, including Sunday, \$400 per month. Half-hour, with piano and singers, \$11 one time; \$300 per month. Half-hour with transcribed music, \$8 one time; \$30 per month. Ten announcements a day for one day, \$1; daily for one month, including Sunday, \$30. Special prices for 4-month contracts: Half-hour daily, including Sunday, with orchestra or ensemble, \$350 per month. Half-hour, with piano and singers, \$250 per month. Half-hour of transcribed music, daytime, \$100 per month; nighttime, \$150 per month. For 30 announcements daily, including Sunday, \$60 per month and half-hour a week gratis.

*Copy restrictions:* Accept beer, but no hard liquor; patent medicines must be approved by the Department of Health.

### XEFC, MERIDA

*Operator:* Julio Molina Font. *Address:* 59-517, Merida de Yucatan. *Power:* 250 watts on 550 kc. *Affiliation:* Mexican Broadcasting Chain, Mexico, D. F. *Opened:* 1929. (Note: Station operator is also manager of the commercial house of Julio Molina Font S. en C., of Merida.)

*Operator:* Julio Molina Font. *Station manager:* Rafael Rivas. *Commercial manager:* Felipe Camara Zavala. *Chief engineer:* Gonzalo Marin R. *Program director:* R. Marin. *Musical director and artists bureau head:* A. G. Rosas. *Publicity director:* Felipe Vela C.

*Rep:* Broadcasting Abroad, Ltd., New York City; Conquest Alliance Co., Inc., New York City. *News:* Obtained from local daily, *Periodico Diario del Sureste*. *Merchandising:* Will undertake to render any services requested; handle newspaper, magazine and billboard advertising; distribute pamphlets, etc. *Foreign language programs:* Accept English and Spanish programs only.

*Electrical transcriptions:* Have 6,000 RCA Victor records. Turntables take records at 33½ and 78 r.p.m. *Best programs:* Those from theatres and film houses. *Artists bureau:* Yes; lists two orchestras and five singers.

*Rates:* One hour, 8 a.m. to 5 p.m., \$6;

5 to 10 p.m., \$8; 10 p.m. to midnight, \$3. Half-hour, 8 a.m. to 5 p.m., and 10 p.m. to midnight, \$3.30; 5 to 10 p.m., \$4.40. Quarter-hour, 8 a.m. to 5 p.m. and 10 p.m. to midnight, \$2; 5 to 10 p.m., \$2.50. Five minutes, 8 a.m. to 5 p.m. and 10 p.m. to midnight, \$0.40; 5 to 10 p.m., \$0.50. One-minute, 2 to 5 p.m., \$0.10. Foregoing rates earn these discounts: 14 to 26 times, 5%; 27 to 52 times, 10%; 53 to 104 times, 15%; 105 times or more, 20%. Five minutes daily, 2 to 5 p.m., \$0.25; one-minute daily, 2 to 5 p.m., \$0.05, with following discounts: 61 to 180 times, 5%; 181 to 360 times, 10%; 361 times or more, 15%. Fifteen percent commission to recognized advertising agencies. All prices quoted include station time and announcer. (Note: These rates are in U. S. A. currency.)

*Copy restrictions:* Accept advertising for beer, wines, cognac, champagne and vermouth. Patent medicines must be approved by the Department of Public Health.

### XEAO, MEXICALI

*Operator:* Cia. Castro Chavez. *Address:* Ave. Zuazua No. 22, Mexicali, Baja California. *Power:* 250 watts on 660 kc. *Affiliation:* None. *Opened:* 1932.

*General, station and commercial manager:* Juan C. Chavez. *Chief engineer:* Luis Lopez Castro. *Program director:* P. Castro L. *Musical director, artists bureau head:* Octavio Contreras. *Publicity director:* Sergio Vidaurri V.

*Rep:* None. *News:* Trens News Agency, Mexico. *Merchandising:* None. *Foreign language programs:* Accept English programs.

*Electrical transcriptions:* Use RCA Victor records; turntables take records up to 16 inches, at 33 1/3 r.p.m. *Best programs:* News bulletins. *Artists bureau:* Yes; lists 5 artists.

*Rates:* No information given.

*Copy restrictions:* None indicated.

### XEB-XEBT, MEXICO CITY

*Operator:* El Buen Tono, S. A. *Address:* Calle del Buen Tono No. 6. *Power:* XEB, 10,000 watts on 1030 kc; XEBT, 1,000 watts on 6100 kc. *Affiliation:* No information available.

*Rep:* Broadcasting Abroad, Ltd., New York City. *News:* None. *Merchandising:* No information available. *Foreign language programs:* Not accepted.

*Electrical transcriptions:* Equipped to handle recordings at 33½ and 78 r.p.m. *Best programs:* No list available. *Artists bureau:* No information available.

*Rates:* One hour, 9 a.m. to 12 noon, \$140;

## MEXICO STATIONS—Continued

half-hour, \$80; quarter-hour, \$45; five minutes, \$25; one minute, \$13.25. One hour, 4 to 5 p.m., \$150; half-hour, \$85; quarter-hour, \$47.50; five minutes, \$26.25; one minute, \$14.50. One hour, 12 noon to 1 p.m., 3 to 4 p.m. and 5 to 6 p.m., \$160; half-hour, \$90; quarter-hour, \$50; five minutes, \$27.50; one minute, \$15. One hour, 1 to 3 p.m., \$180; half-hour, \$100; quarter-hour, \$55; five minutes, \$30; one minute, \$16.25. One hour, 6 to 7 p.m., \$200; half-hour, \$110; quarter-hour, \$60; five minutes, \$32.50; one minute, \$17.50. One hour, 7 to 8 p.m., and 11 p.m., to midnight, \$270; half-hour, \$145; quarter-hour, \$77.50; five minutes, \$41.25; one minute, \$22. One hour, 8 to 9 p.m., and 10 to 11 p.m., \$300; half-hour, \$160; quarter-hour, \$85; five minutes, \$45; one minute, \$23.75. One hour, 9 to 10 p.m., \$330; half-hour, \$175; quarter-hour, \$92.50; five minutes, \$48.75; one minute, \$25.75. Frequency discounts: 5 to 11 times, 5%; 11 to 21 times, 10%; 21 to 31 times, 15%; 31 or more times, 20%. Five minutes daily, 9 a.m. to 12 noon, \$610 per month; one minute daily, \$323. Five minutes daily, 4 to 5 p.m., \$641; one minute daily, \$354. Five minutes daily, 12 noon to 1 p.m., 3 to 4 p.m. and 5 to 6 p.m., \$671; one minute daily, \$366. Five minutes daily, 1 to 3 p.m., \$732; one minute daily, \$397. Five minutes daily, 6 to 7 p.m., \$793; one minute daily, \$427. Five minutes daily, 7 to 8 p.m. and 11 p.m. to midnight, \$1,007; one minute daily, \$537; five minutes daily, 8 to 9 p.m. and 10 to 11 p.m., \$1,098; one minute daily, \$580. Five minutes daily, 9 to 10 p.m., \$1,190; one minute daily, \$629 per month. Frequency discounts: more than one and less than three months, 5%; more than three and less than six months, 10%; more than six months, 15%. In addition, there is a government tax of 5% on station time.

*Copy restrictions:* Accept alcoholic beverages. Patent medicines must be approved by the Department of Health. All copy subject to station approval before being broadcast or recorded.

(This information was supplied by **Broadcasting Abroad, Ltd.**, and not by the stations direct.)

### XECR, MEXICO CITY

*Operator:* Information Bureau of the Mexican Government. *Address:* Mexico, D. F. *Power:* 20,000 watts on 7380 kc. (broadcasts only on Sundays between 6 and 7 p.m.)

*Director:* Augustin Arroyo ch. (head of the Independent Department of Press and Publicity). *Station manager, program director:* Guillermo Morales B. *Chief engineer:* Fernando Leon Grajales. *Publicity director:* Quintin Rueda.

This station is non-commercial. Its function is to broadcast news of the international relations between Mexico and other nations, by means of lectures on culture, art and politics.

### XEDP-XEXA, MEXICO CITY

*Operator:* Information Bureau of the Mexican Government. *Address:* Mexico, D. F. *Power:* XEDP, 1,000 watts on 1080 kc.; XEXA, 500 watts on 6130 kc. (simultaneous operation weekdays from 7:30 to 10 a.m., 1:30 to 4:30 p.m., and 6 to 11 p.m.; Sundays, 6 to 11 p.m. only.)

*Director:* Augustin Arroyo Ch. (head of the Independent Department of Press and Publicity). *Station manager, program director:* Guillermo Morales B. *Chief engineer:* Fernando Leon Grajales. *Publicity director:* Quinton Rueda.

These stations are non-commercial. Their function is to inform the people of government work in all branches of public administration.

### XEFO-XEUZ, MEXICO CITY

*Operator:* Partido de la Revolucion Mexicana. *Address:* Av. Cinco de Mayo No. 21, Mexico, D. F. *Power:* XEFO, 5,000 watts on 940 kc; XEUZ, 1,000 watts on 6200 kc. *Affiliation:* None. *Opened:* 1930.

*Managing director:* A. Vargas MacDonald. *Commercial manager:* Guillermo Haro. *Chief engineer:* Enrique Dorsch. *Program director:* Margarita Rodriguez.

*Rep:* None. *News:* Obtained from paper, *El Nacional*. *Merchandising:* None. *Foreign language programs:* Accept programs in any language, provided Spanish translation is also given.

*Electrical transcriptions:* None. *Best programs:* No list given. *Artists bureau:* Yes; no details given.

*Rates:* One hour, 9 a.m. to noon and midnight to 1 a.m., \$75; half-hour, \$40; quarter-hour, \$22.50. One hour, noon to 1:30 p.m., \$100; half-hour, \$55; quarter-hour, \$30. One hour, 3 to 7 p.m., \$110; half-hour, \$60; quarter-hour, \$35. One hour, 11 p.m. to midnight, \$125; half-hour, \$65; quarter-hour, \$35. One hour, 1:30 to 3 p.m., 7 to 8 p.m. and 10 to 11 p.m., \$150; half-hour, \$80; quarter-hour, \$45. One hour, 8 to 10 p.m., \$200; half-hour, \$110; quarter-hour, \$60. Classified announcements, 9 a.m. to 12 noon and midnight to 1 a.m., \$1; 12 noon to 1:30 p.m., \$1.25; 3 to 8 p.m. and 10 p.m. to midnight, \$1.50; 1:30 to 3 p.m., \$2; 8 to 10 p.m., \$2.50. Spot announcements, 9 a.m. to 12 noon, 3 to 7 p.m. and midnight to 1 a.m., \$3; noon to 1:30 p.m. and 11 p.m. to midnight, \$3.50; 1:30 to 3 p.m., 7 to 8 p.m., and 10 to 11 p.m., \$4; 8 to 10 p.m., \$6.

## MEXICO STATIONS—Continued

Prices do not include artists. Rates for remote control programs: Five dollars for transportation, \$30 for equipment.

*Copy restrictions:* Accept alcoholic beverages, provided alcoholic content is not excessive. Patent medicines must be approved by the Department of Health. All commercials must be accompanied by a musical selection.

### XEW-XEWW, MEXICO CITY

*Operator:* Cadena Radiodifusora Mexicana, S. A. *Address:* P. O. Box 2516, Mexico, D.F. *Power:* XEW, 100,000 watts on 890 kc; XEWW (authorized power), 10,000 watts on 9500 kc. and 15160 kc. *Affiliation:* Mexican Radio Chain, totalling 14 stations. *Opened:* 1930.

*President:* E. Azcarraga. *Station and commercial manager:* O. M. Velez. *Chief engineer:* J. de la Herran. *Program and musical director:* W. Rademann. *Artists bureau head:* Emilio Balli. *Publicity director:* L. Samaniego.

*Rep:* V. E. Creighton, P. O. Box 1161, San Antonio, Tex. *News:* AP. *Merchandising:* None. *Foreign language programs:* Programs in languages other than Spanish are accepted, subject to station approval.

*Electrical transcriptions:* Use NBC Thesaurus, World Broadcasting System and Standard transcriptions. RCA turntable takes recordings at 33½ and 78 r.p.m., vertical and lateral cut. *Best programs:* Symphonic Mexican popular music, semi-classical, Cuban and classical music, American popular music and sketches. *Artists bureau:* Yes; lists 150 artists.

*Rates:* 28-minute program, 12.01 a.m. to 2 a.m., \$125.00; 2 a.m. to 12.30 p.m., \$75.00; 12.30 to 1.30 p.m., \$100.00; 1.30 to 3 p.m., \$162.50; 3 to 6 p.m., \$106.25; 6 to 7 p.m., \$137.50; 7 to 7.30 p.m., \$175.00; 7.30 to 8 p.m., \$212.50; 8 to 8.30 p.m., \$262.50; 8.30 to 9 p.m., \$281.25; 9 to 10 p.m., \$312.50; 10 to 10.30 p.m., \$262.50; 10.30 to 11 p.m., \$218.75; 11 p.m. to midnight, \$156.25; thirty-five-word announcements, 12.01 a.m. to 12.30 p.m., \$9.00; 75 words, \$13.50; 150 words, \$18.00; 35-word announcements, 12.45 to 3 p.m., \$21.00; 75 words, \$31.50; 150 words, \$42.00; 35-word announcements, 3.15 to 5.45 p.m., \$12.00; 75 words, \$18.00; 150 words, \$24.00; 35-word announcements, 6 to 6.45 p.m., \$15.00; 75 words, \$21.00; 150 words, \$27.00; 35-word announcements, 7 to 10.30 p.m., \$60.00; 50 words, \$90.00. 35-word announcements, 11 p.m. to midnight, \$27.00; 50 words, \$37.50; 40-word announcements before news bulletin, 12.01 a.m., to 12 noon, \$15.00; after news bulletin, 40-word announcements, \$12.00; 40-word announcements before news bulletin, 12 noon to 6 p.m., \$37.50; after news

bulletin, 40-word announcements, \$30.00; 40-word announcements before and after news bulletin, 6 to 8 p.m., \$60.00; 40-word announcements before news bulletin, 8 p.m. to midnight, \$75.00; 40-word announcements after news bulletin, 8 p.m. to midnight, \$60.00.

*Copy restrictions:* All copy must be approved by the Department of Health; English announcements may only be made with official permission.

### XEWI, MEXICO CITY

*Operator:* Institucion Mundial de la Vida Impersonal. *Address:* Mina 56, Mexico, D.F. *Power:* 450 watts on 11,900 kc. *Affiliation:* None. *Opened:* Aug. 21, 1935.

*General manager:* L. Gonzalez Burns. *Station manager:* Manuel E. Gonzalez. *Chief engineer:* Andres Reynoso. *Artistic director:* Francisco C. Alvarado.

This station is non-commercial; owned and operated by the World Impersonal Life Institute.

### XEFB, MONTERREY

*Operator:* Jesus Quintanilla. *Address:* 5 de Mayo 112 Oriente, Monterrey, Nuevo Leon. *Power:* 200 watts on 870 kc. *Affiliation:* None. *Opened:* 1931.

*General manager:* Jesus Quintanilla. *Station and commercial manager:* Mario Quintanilla. *Chief engineer:* Gilberto Quintanilla. *Program director:* Rodolfo Estrada. *Musical director and artists bureau head:* Humberto Calderon. *Publicity director:* Manuel Rodrigue.

*Rep:* Publicidad Reach, Mexico City; Conquest Alliance Co., Inc., New York City. *News:* Obtained from local daily papers. *Merchandising:* None. *Foreign language programs:* Accept programs in any language.

*Electrical transcriptions:* Have 5,000 transcriptions and records of unspecified make. Turntables take any size record at 33½ and 78 r.p.m. *Best programs:* News, classical music, sports broadcasts, national folklore programs. *Artists bureau:* Yes; lists 50 artists.

*Rates:* One hour, 7 to 11 a.m. and 2 to 6 p.m., \$30; half-hour, \$15; quarter-hour, \$8, 10 minutes, \$6; 5 minutes, \$3. One hour, 11 a.m. to 2 p.m. and 6 p.m. to midnight, \$34; half-hour, \$18; quarter-hour, \$10; 10 minutes, \$8; 5 minutes, \$4. One announcement, 11 a.m. to 2 p.m. and 6 p.m. to midnight, \$2.50; 7 to 11 a.m. and 2 to 8 p.m., \$2.

*Copy restrictions:* Advertising of cabarets and alcoholic beverages not accepted. Patent medicines must be approved by the Board of Health.

## MEXICO STATIONS--Continued

### XET, MONTERREY

*Operator:* El Pregonero del Norte, S. A. *Address:* P. O. Box 203, Monterrey. *Power:* 5,000 watts on 690 kc. *Affiliation:* None. (Note: Also owns and operates short-wave station XET in Mexico City. Rates are the same for both stations).

*President:* Jose F. Muguerza. *Assistant manager:* Gustavo M. de la Garza. *Chief engineer:* Rodolfo Junco. *Program director:* A. Hernandez. *Musical director and artists bureau head:* Jose Sandoval. *Publicity director:* Raul Chapa.

*Rep:* M. Leon de Larrea, San Antonio, Texas; Ruben Loera, Mexico City, Mexico. *News:* Obtained from local papers, *El Porvenir* and *El Sol*. *Merchandising:* None. *Foreign language programs:* Not accepted.

*Electrical transcriptions:* Have 5,000 records—RCA Victor, Vocalion, Columbia, Telefunken, etc. Turntables take 10 and 12-inch records, at 33½ and 78 r.p.m. *Best programs:* Typical Mexican music and comedy. *Artists bureau:* Yes; lists 35 artists.

*Rates:* Twenty-five minute program, 7 to 7:25 p.m. and 11 to 11:25 p.m., \$30.00; 8 to 8:25 p.m. and 10 to 10:25 p.m., \$40.00; 9 to 9:25 p.m., \$50.00. Thirty 25-minute programs within 60 days, \$1,500.00, including artists. Four-minute program, 7:25 to 7:29 p.m. and 11:25 to 11:29 p.m., \$10 without artists, \$15.00 with artists; 8:25 to 8:29 p.m. and 10:25 to 10:29 p.m., \$12.50 without artists, \$18.75 with artists; 9:25 to 9:29 p.m., \$15.00 without artists, \$22.50 with artists. Announcement up to 15 words, 7:29 to 7:30 p.m. and 11:29 to 11:30 p.m., \$3.00; 8:29 to 8:30 p.m. and 10:29 to 10:30 p.m., \$5.00; 9:29 to 9:30 p.m., \$7.50. Cost of artists varies between \$25.00 and \$50.00 per twenty-five minute program.

*Copy restrictions:* Do not accept alcoholic beverages. All commercials must be made in Spanish.

### XEAF, NOGALES

*Operator:* Cia. Radiodifusora Sonorense, S. A. *Address:* Banco de Nogales, Sonora. *Power:* 500 watts on 990 kc. *Affiliation:* None. *Opened:* March 15, 1934.

*Station manager:* Gaston Mascarenas. *Commercial manager:* Rene Mascarenas. *Chief engineer:* Juan Buettner. *Program director:* H. Hambleton. *Musical director, artists bureau head:* Enrique R. Hambleton. *Publicity director:* F. Flores.

*Rep:* Enrique Hambleton, P. O. Box 711, Nogales, Arizona. *News:* Obtained from the Dapp and Trens news agencies in Mexico, D. F., and from the paper, *El Oido del Mundo*. *Merchandising:* None. *Foreign language programs:* Will accept programs in any language.

*Electrical transcriptions:* Use RCA Victor

records. Turntables take recordings at 33½ and 78 r.p.m. *Best programs:* Typical Mexican music, select music, American dance music and Latin songs. *Artists bureau:* Yes; lists 20 artists.

*Rates:* One hour, one to 11 times, 6 p.m. to midnight, \$60 per hour; 12 to 25 times, \$54; 26 to 51 times, \$48; 52 to 103 times, \$42; 104 to 299 times, \$36; 360 or more times, \$30. Half-hour, one to 11 times, \$36; 12 to 25 times, \$32.40; 26 to 51 times, \$28.80; 52 to 103 times, \$25.20; 104 to 299 times, \$21.60; 360 or more times, \$18. Quarter-hour, one to 11 times, \$24; 12 to 25 times, \$21.60; 26 to 51 times, \$19.20; 52 to 103 times, \$16.80; 104 to 299 times, \$14.40; 360 or more times, \$12. One hour, one to 11 times, 11 a.m. to 2 p.m., \$40 per hour; 12 to 25 times, \$36; 26 to 51 times, \$32; 52 to 103 times, \$28; 104 to 299 times, \$24; 360 or more times, \$20. Half-hour, one to 11 times, \$24; 12 to 25 times, \$21.60; 26 to 51 times, \$19.20; 52 to 103 times, \$16.80; 104 to 299 times, \$14.40; 360 or more times, \$12. Quarter-hour, one to 11 times, \$16; 12 to 25 times, \$14.40; 26 to 51 times, \$12.80; 52 to 103 times, \$11.20; 104 to 299 times, \$9.60; 360 or more times, \$8. One hour, one to 11 times, midnight to 11 a.m. and 2 to 6 p.m., \$30; 12 to 25 times, \$27; 26 to 51 times, \$24; 52 to 103 times, \$21; 104 to 299 times, \$18; 360 or more times, \$15. Half-hour, one to 11 times, \$18; 12 to 25 times, \$16.20; 26 to 51 times, \$14.40; 52 to 103 times, \$12.60; 104 to 299 times, \$10.80; 360 or more times, \$9. Quarter-hour, one to 11 times, \$12; 12 to 25 times, \$10.80; 26 to 51 times, \$9.60; 52 to 103 times, \$8.40; 104 to 299 times, \$7.20; 360 or more times, \$6.

Ten-word announcements, one to 10 times, \$0.80; 11 to 30 times, \$0.72; 31 to 90 times, \$0.64; 91 to 108 times, \$0.56; 181 to 360 times, \$0.48; more than 360 times, \$0.40. Twenty-five word announcements, one to 10 times, \$1.80; 11 to 30 times, \$1.62; 31 to 90 times, \$1.44; 91 to 180 times, \$1.26; 181 to 360 times, \$1.08; more than 360 times, \$0.90. Fifty-word announcements, one to 10 times, \$3; 11 to 30 times, \$2.70; 31 to 90 times, \$2.40; 91 to 180 times, \$2.10; 181 to 360 times, \$1.80; more than 360 times, \$1.50. One hundred-word announcements, one to 10 times, \$5; 11 to 30 times, \$4.50; 31 to 90 times, \$4; 91 to 180 times, \$3.50; 181 to 360 times, \$3; more than 360 times, \$2.50. Prices quoted include time and announcer; artists' services extra.

*Copy restrictions:* No liquor or advertising of a political-religious nature accepted. Station reserves right to reject any copy.

### XEDF, NUEVO LAREDO

*Operator:* R. Villarrael. *Address:* Gonzalez 3006. *Power:* 100 watts on 810 kc. *Affiliation:* None.



## MEXICO STATIONS—Continued

*Owner-manager, program director:* R. Villarrael. *Chief engineer:* Florencio Loyo Gomez. *Musical director:* Antonio Lozano. *Publicity director:* R. G. Sanchez.

*Rep:* None. *News:* Obtained from Monterrey newspaper, *El Sol*. *Merchandising:* None. *Foreign language programs:* Accept English programs.

*Electrical transcriptions:* Have 1,238 RCA Victor, Decca, Brunswick and Columbia records. Turntables take records at 33½ and 78 r.p.m. *Best programs:* No list given. *Artists bureau:* None.

*Rates:* Six quarter-hours, 10 a.m. to 7 p.m., \$10; 6 half-hours, \$20; 6 full hours, \$35. One daily announcement for 6 days, \$2.50; 2 daily announcements, \$3.50; 3 daily announcements, \$5; 4 daily announcements, \$6; 6 daily announcements, \$8; 8 daily announcements, \$10. Rates quoted include station time and announcer, but do not include artists' services, remote control, etc.

*Copy restrictions:* Accept table wines, but no hard liquor; no advertising accepted from gambling establishments. No political propaganda, specifically of the war in Spain.

### XEAP, OBREGON

*Operator:* Emilio Manzanilla. *Address:* Veracruz 83, Obregon, Sonora. *Power:* 400 watts on 1340 kc. *Affiliation:* None. (Note: Emilio Manzanilla also owns a radio store and shop, and a women's clothing store).

*Owner:* Emilio Manzanilla. *Station manager:* A. Estrado. *Commercial manager and publicity director:* F. Castillo. *Musical directors:* Pedro Escobar, Jose Roberto Gastelum.

*Rep:* None. *News:* Obtained from newspapers. *Merchandising:* Can handle printed and billboard advertising, charging for the number of copies and the size and cost of the posters. *Foreign language programs:* Accept English and German programs.

*Electrical transcriptions:* Use 10 and 12-inch records of unspecified make, at 33½ and 78 r.p.m. *Best programs:* No list given. *Artists bureau:* None.

*Rates:* One hour, one time, \$50. Half-hour, one time, \$30. One hour daily for one month, \$200. Half-hour daily for one month, \$125. Quarter-hour daily for one month, \$75. Announcements up to 60 words, 16 times a day, \$60 per month. Announcements up to 40 words, 8 times a day, \$40 per month; classified announcements, 4 times a day, \$20; twice a day, \$10. Prices for talks to be arranged. Remote control broadcasts add 20% to prices quoted.

*Copy restrictions:* Accept beer, wines and patent medicines, but no hard liquor.

### XEPN, PIEDRAS NEGRAS

*Operator:* Piedras Negras Broadcasting Co. *Address:* Apartado 3, Piedras Negras, Coah. *Power:* 100,000 watts on 730 kc. *Affiliation:* None. (Note: This company also owns and operates XELO in Tijuana, Baja California, Mexico, and the electric light plant in Piedras Negras.)

*President and chief engineer:* W. E. Branch. *Station and commercial manager:* C. M. Bres. *Program director:* Ted Johnson.

*Rep:* Piedras Negras Broadcasting Co., P. O. Box 360, Eagle Pass, Texas. *News:* None; though news broadcasting may be purchased for regular time charge plus cost of obtaining service. *Merchandising:* Publicity and merchandising service available upon request; special services rendered at cost. *Foreign language programs:* Accept English programs.

*Electrical transcriptions:* Have C. P. MacGregor and Titan Production Co. transcriptions, lateral cut, at 33½ and 78 r.p.m. *Best programs:* Hillbilly music, cowboy singers, Hawaiian, organ and dance music. *Artists bureau:* None.

*Rates:* One hour program, 7 to 11 p.m., \$210; 6 to 7 p.m. and 11 p.m. to midnight, \$157.50; midnight to 6 p.m., \$105; one 2-minute announcement, 7 to 11 p.m., \$30; 6 to 7 p.m. and 11 p.m. to midnight, \$22.50; midnight to 6 p.m., \$15; one 1-minute announcement, 7 to 11 p.m., \$20; 6 to 7 p.m. and 11 p.m. to midnight, \$15; midnight to 6 p.m., \$10.

*Copy restrictions:* Accept beer and light wines, but no other alcoholic beverages; no religious broadcasts; patent medicines and cosmetics must be registered with, and copy approved by, the Department of Public Health of the Mexican Government; all programs subject to station approval and regulations of the Department of Communications of the Mexican National Government; advertisers must also adhere to the Federal Trade and Postal Laws of the U. S.; do not accept announcements on a percentage basis.

### XETH, PUEBLA

*Operator:* Ramon Huerta. *Address:* 2 Oriente No. 3, Puebla de Puebla. *Power:* 250 watts on 1210 kc. *Affiliation:* None. *Opened:* March 6, 1932.

*General, station and commercial manager, chief engineer:* Ramon Huerta. *Musical director and artists bureau head:* Professor Fidel Barragan. *Publicity director:* Luis M. Rueda.

## MEXICO STATIONS—Continued

*Rep:* None. *News:* Obtained from local sources. *Merchandising:* Handle correspondence and distribute folders and samples; fee varies according to amount of service rendered. *Foreign language programs:* Not accepted.

*Electrical transcriptions:* Have 1,850 records and sound effects of various makes. Turntables take records at 33 $\frac{1}{3}$  and 78 r.p.m. *Best programs:* Popular songs, Spanish music, chamber music with ensembles. *Artists bureau:* Yes; lists 22 artists.

*Rates:* One hour, 1 to 6 p.m. and 7 to 11 p.m., \$10; half-hour, \$5; quarter-hour, \$3. Announcements, \$0.02 per word per broadcast.

*Copy restrictions:* No alcoholic beverages; patent medicines, and copy, must be approved by the Board of Health.

### XEBX, SABINAS

*Operator:* Benito Garza Ortegón. *Address:* Ave. Puebla No. 6, Sabinas. *Power:* 250 watts on 640 kc. *Affiliation:* None. *Opened:* October, 1936.

*Station manager, program director:* Oscar Argumedo. *Commercial manager:* Benito Garza Ortegón. *Chief engineer:* Luis Flores. *Musical director:* Francisco Ordorica.

*Rep:* None. *News:* Obtained from station XEW, of Mexico, D. F. *Merchandising:* None. *Foreign language programs:* Not accepted.

*Electrical transcriptions:* No information listed. *Best programs:* No information listed. *Artists bureau:* None.

*Rates:* Quarter-hour between 10 a.m. and 2 p.m. and 4 to 8 p.m., \$6; ten quarter-hours or more earn a price reduction to \$3. Half-hour, same time periods as above, \$12; ten or more half-hours earn a reduction to \$6. Full hour, same time periods as above, \$24; ten or more full hours earn a reduction to \$12. Announcements up to 50 words, \$30 monthly; up to 20 words, \$15 monthly. Announcements up to five words, eight times daily for one month, \$30.

*Copy restrictions:* None listed.

### XEAS, SALTILLO

*Operator:* Radio y Publicidad XEAS. *Address:* Apartado 75, Morelos Sur 125, Saltillo, Coah. *Power:* 100 watts on 1160 kc. *Affiliation:* Mexican National Chain, headed by XEW, Mexico, D.F. *Opened:* Feb. 9, 1934.

*Station and commercial manager, program and publicity director:* P. Froylan Mier Narro. *Chief engineer:* Fernando Barragan. *Musical director:* Professor Antonio Cuavas.

*Rep:* None. *News:* None. *Merchandising:* None. *Foreign language programs:* Not accepted.

*Electrical transcriptions:* Use RCA Victor, Columbia, Peerless, Vocalion, Brunswick, Bluebird, Decca, OK and Electro-Vox records, at 78 r.p.m. *Best programs:* Broadcasts based on contests, old Mexican music, songs and Mexican music in general. *Artists bureau:* None.

*Rates:* Regular station programs—concerts, lectures, etc.—with announcements interposed: One hour, \$10; half-hour, \$5; quarter-hour, \$2.75; ten minutes, \$2; five minutes, \$1.25. Contracts for more than 30 broadcasts earn 10% discount. Classified announcements up to 50 words, 30 times, \$4.40 each time; 90 times, \$35; 120 times, \$30; 300 times, \$25 each time. Four daily announcements, up to 30 words, \$20 per month. Prices quoted include time and announcer; artists and remote control, when desired, must be furnished by advertiser.

*Copy restrictions:* Alcoholic beverages and patent medicines must be registered with the Board of Health of Mexico City. No religious or political propaganda.

### XEFW, TAMPICO

*Operator:* Jose Expedito Martínez. *Address:* Ave. Madero 10, Oriente, Tampico. *Power:* 500 watts on 1310 kc. *Affiliation:* None. *Opened:* 1932. (Note: This station has permanent hookup with short-wave station XETW, and prices quoted under rates are for both stations).

*Operator and general department head:* Jose Expedito Martínez. *Musical director, artists bureau head:* Checo Lopez y Ocampo.

*Rep:* Dr. Luis de la Rosa, Mexico. *News:* Obtained from newspapers of Mexico, D.F. *Merchandising:* None. *Foreign language programs:* Not accepted.

*Electrical transcriptions:* Use transcriptions provided by advertising agency; turntables take recordings at 33  $\frac{1}{3}$  and 78 r.p.m. *Best programs:* Singers and orchestras. *Artists bureau:* Yes; lists 33 artists.

*Rates:* One hour, one to 9 times, \$28; 10 or more times, \$25. Half-hour, one to 9 times, \$15; 10 or more times, \$13. Quarter-hour, one to 9 times, \$10; 10 or more times, \$8. Five minutes, one to 9 times, \$3.50; 10 or more times, \$3. Announcements up to 50 words, one to 9 times, \$1.25 each time; 10 or more times, \$1.10. These prices are for station time and announcer, but do not include artists' service, remote control facilities, etc.

*Copy restrictions:* Accept beer and wine, but no hard liquors; patent medicines must be registered by the government.

## MEXICO STATIONS—Continued

### XES, TAMPICO

*Operator:* Difusora Portena S. de R.L. *Address:* Olmos Sur No. 212, Tampico de Tamaulipas. *Power:* 250 watts on 990 kc. *Affiliation:* None. *Opened:* 1930.

*Partner-manager, station manager:* Clemente Serna Martinez. *Chief engineer:* Felipe Ranero. *Program and musical director, artists bureau head:* Roberto G. Trevino. *Publicity director:* E. Serna Matr.

*Rep:* Export Advertising Agency, Inc., New York City; Broadcasting Abroad, Ltd., New York City. *News:* UP and local service. *Merchandising:* Station also owns the sole advertising agency in the vicinity; will work out merchandising schemes for 10% on the cost of the outlay (apart from commissions obtained from other media which may be used). *Foreign language programs:* Not accepted.

*Electrical transcriptions:* Have 200 records at 33½ r.p.m., and 3,000 at 78 r.p.m. *Best programs:* Popular and classical music, Mexican songs, and children's programs. *Artists bureau:* Yes; lists 18 artists.

*Rates:* 14-minute studio program, \$15; 14-minute transcribed musical program, \$6; with special transcribed music, \$12. 14-minute program, 30 times, at any available time, \$147; 60 times, \$280. Five-minute program, at any available time, \$2.50; at a special time, \$5. Thirty-word announcement, at any available time, \$.80; at a special time, \$1.50. Classified 60-word announcement, at any available time, \$.60.

*Copy restrictions:* No alcoholic beverages; patent medicines must be approved by the Board of Health. Commercials may not exceed 20% of program time, and must be given in Spanish.

### XETW, TAMPICO

*Operator:* Flores y Martinez. *Address:* Ave. Madero 10, Oriente, Tampico. *Power:* 100 watts on 6045 kc. *Affiliation:* None. *Opened:* 1936. (Note: This station has permanent hookup with XEFW, and prices quoted under rates are for both stations).

*Station and commercial managers, publicity directors:* Flores & Martinez. *Chief engineer:* Jose Expedito Martinez. *Musical director, artists bureau head:* Checo Lopez y Ocampo.

*Rep:* Dr. Luis de la Rosa, Mexico. *News:* Obtained from newspapers of Mexico, D.F. *Merchandising:* None. *Foreign language programs:* Not accepted.

*Electrical transcriptions:* Use transcriptions furnished by advertising agency; turntables take recordings at 33 1/3 and 78 r.p.m. *Best programs:* Singers and orchestras. *Artists bureau:* Yes; lists 33 artists.

*Rates:* One hour, one to 9 times, \$28; 10

or more times, \$25. Half-hour, one to 9 times, \$15; 10 or more times, \$13. Quarter-hour, one to 9 times, \$10; 10 or more times, \$8. Five minutes, one to 9 times, \$3.50; 10 or more times, \$3. Announcements up to 50 words, one to 9 times, \$1.25 each time; 10 or more times, \$1.10. These prices are for station time and announcer, but do not include artists' service, remote control facilities, etc.

*Copy restrictions:* Accept beer and wine, but no hard liquor; patent medicines must be registered by the government.

### XEC, TIJUANA

*Operator:* Luis Enrique Enciso. *Address:* Teatro Zaragoza, Tijuana, Baja California. *Power:* 100 watts on 1160 kc. *Affiliation:* None. *Opened:* Sept. 26, 1934.

*Station head, station and commercial manager:* Luis Enrique Enciso. *Chief engineer:* J. R. Luna. *Program director and artists bureau head:* Miguel Angel Penaloza. *Musical director:* B. Serrano. *Publicity director:* G. Rojas Corral.

*Rep:* J. M. Macias, 14th and Market Sts., San Diego, Calif. *News:* Obtained from special correspondents. *Merchandising:* None. *Foreign language programs:* Accept programs in any language, provided commercials are also given in Spanish. (Copy must be approved by a member of the station staff, assigned by the Federal Government.)

*Electrical transcriptions:* Turntables take records of any size, at 33½ and 78 r.p.m. *Best programs:* Humorous dialogue, press reports, radio news, drama and live talent music. *Artists bureau:* Yes, lists 10 artists.

*Rates:* One announcement, up to 90 words, \$0.50.

*Copy restrictions:* Accept beer and wine but no hard liquor. Patent medicines must be approved by, and doctors registered with, the Department of Health, before advertising may be accepted. No political or religious programs.

### XEMO, TIJUANA

*Operator:* Fred Ferreira. *Address:* Apartado Postal No. 60, Tijuana, Lower California. *Power:* 5,000 watts on 860 kc. *Affiliation:* None. *Opened:* 1934.

*Station manager and chief engineer:* Fred Ferreira. *Commercial manager:* Dan Molina, Sr. *Program and publicity director:* Eugenio Carrasco.

*Rep:* None. *News:* Through own advertising department in Mexico City and local newspapers. *Merchandising:* Service available upon request. *Foreign language programs:* Accept programs in any language

## MEXICO STATIONS—Continued

provided Spanish translation is submitted.

*Electrical transcriptions:* Have a library of recorded programs of unspecified make. Turntables take records at 33½ and 78 r.p.m. *Best programs:* Dance music, cowboy songs, folklore and semi-classical music. *Artists bureau:* None. (Program director will supply talent when required.)

*Rates:* No information given. Station states it sends price lists "when required."

*Copy restrictions:* Accept beer and wines but no hard liquor, nor any establishment selling same, such as bars, casinos, cabarets, etc. No religious or political broadcasts. All copy subject to government regulations.

### XETF-XEFT, VERACRUZ

*Operator:* Jose Rodriguez Lopez. *Address:* Independencia No. 28, Veracruz. *Power:* XETF, 12 watts on 1220 kc; XEFT, 12 watts on 9550 kc. *Affiliation:* None. *Opened:* September, 1934. (Note: Jose Rodriguez Lopez also has a store for the sale and repair of radio sets.)

*Owner and commercial manager:* Jose Rodriguez Lopez. *Chief engineer:* Alejandro Melo. *Program director and artists bureau head:* Jesus Cardona. *Musical director:* Esteban Quevedo, Jr. *Publicity director:* Julio S. Carrasco.

*Rep:* None. *News:* Obtained from Station XEB and XEBT, Mexico City, which uses news from the daily *El Universal*. *Merchandising:* None. *Foreign language programs:* Accept programs in any language provided commercials are first given in Spanish.

*Electrical transcriptions:* Have about 5,000 records of unspecified make, at 33½ and 78 r.p.m. *Best programs:* Dance music and typical Mexican songs. *Artists bureau:* Yes; number of artists not given.

*Rates:* One hour, 1 to 11 times, 12 noon to 2 p.m. and 8 to 10 p.m., \$16; 12 to 25 times, \$14.50; 26 to 50 times, \$13; 51 to 100 times, \$12; 101 to 300 times, \$10. Half-hour, 1 to 11 times, 12 noon to 2 p.m. and 8 to 10 p.m., \$10; 12 to 25 times, \$8.50; 26 to 50 times, \$7.50; 51 to 100 times, \$6.75; 101 to 300 times, \$6. Quarter-hour, 1 to 11 times, 12 noon to 2 p.m. and 8 to 10 p.m., \$7; 12 to 25 times, \$6; 26 to 50 times, \$5; 51 to 100 times, \$4.50; 101 to 300 times, \$4. Five minutes, 1 to 11 times, 12 noon to 2 p.m. and 8 to 10 p.m., \$3; 12 to 25 times, \$2.75; 26 to 50 times, \$2.50; 51 to 100 times, \$2; 101 to 300 times, \$1.75. Broadcasts from 7 to 8 p.m. and 10 to 11 p.m., earn 10% discount on foregoing prices; from 10:30

a.m. to 12 noon, 12%. Announcements, to be given in commercial hours from 10:30 a.m. to 12 noon, 2 to 3 p.m., 6:30 to 8 p.m. and 10 to 11 p.m., \$0.03 per word. Contracts for 31 to 90 announcements earn 10%; 91 or more, 15%. Prices for announcements at any fixed time given on request. *Artists' services extra.*

*Copy restrictions:* No alcoholic beverages; no religious or political broadcasts. Patent medicines must be approved by the Board of Health.

### XEU-XEUW, VERACRUZ

*Operator:* Fernando Pazos Sosa y Cia. *Address:* Ave. Independencia 98, Veracruz. *Power:* XEU, 250 watts on 1010 kc; XEUW, 20 watts on 6020 kc. *Affiliation:* None. *Opened:* 1930. (Note: Fernando Pazos Sosa is also head of the radio and hardware store, Casa Pazos.)

*Director and head of all station departments:* Fernando Pazos Sosa.

*Rep:* None. *News:* Obtained from the newspaper, *El Excelsior*. *Merchandising:* Service offered varies according to amount of advertising. *Foreign language programs:* Accept programs in any language, provided Spanish translation is also given.

*Electrical transcriptions:* Have 5,500 RCA Victor records, 10 and 12 inches, at 78 r.p.m. Turntables can also handle recordings up to 16 inches at 33½ r.p.m., if furnished by advertiser. *Best programs:* Tropical music and Mexican songs. *Artists bureau:* Yes; lists 43 artists.

*Rates:* 28-minute program, 7 to 9.30 a.m., 3 to 5.30 p.m. and 11 p.m. to midnight, \$6; 10 to 11.30 a.m. and 6 to 6.30 p.m., \$7; noon to 12.30 p.m., 2 to 2.30 p.m., 7 to 7.30 p.m. and 10 to 10.30 p.m., \$8; 1 to 1.30 p.m. and 8 to 9.30 p.m., \$10. Forty-word announcements, 7 to 9.30 a.m., 3.30 to 5.30 p.m. and 11.30 to midnight, \$0.60; 80 words, \$0.90; 150 words, \$1.20. Forty-word announcements, 10 to 11.30 a.m. and 6 to 6.30 p.m., \$0.70; 80 words, \$1.05; 150 words, \$1.40. Forty-word announcements, noon to 12.30 p.m., 2.30 to 3 p.m., 7 to 7.30 p.m. and 10.30 to 11 p.m., \$0.80; 80 words, \$1.20; 150 words, \$1.60. Forty-word announcements, 1 to 2 p.m. and 8 to 10 p.m., \$1; 80 words, \$1.50; 150 words, \$2. Classified announcements per day: 20 words for \$0.30; 50 words for \$0.60; 100 words for \$1; 150 words for \$1.25.

*Copy restrictions:* All advertising must adhere to the sanitary code and the communication, laws of the Mexican government.

# NICARAGUA

*Official language:* Spanish. *Money:* Cordoba. *Area:* 49,200 square miles. *Population:* 750,000. *Estimated number of receiving sets:* 4,000. *Tax or registration:* None.

*Duty on transcription and records:* 30% ad valorem, plus an additional tax of 0.10 cordobas on each record. *Surtax,* 37½% of duty.

## YNIGG, MANAGUA

*Operator:* Dr. Justo Garcia Zaldana. *Address:* Managua. *Power:* 200 watts on 6535 kc. *Affiliation:* None. *Opened:* Aug. 15, 1937.

*Station head:* Justo Garcia Zaldana. *Station manager, chief engineer:* R. Ernesto Gutierrez U. *Commercial, program and publicity director, artists bureau head:* Manuel Lopez Escobar. *Musical director:* Luis F. Urroz.

*Rep:* Conquest Alliance Co., Inc., New York; National Export Advertising Service, Inc., New York. *News:* Obtained from the daily *La Noticia*. *Merchandising:* None. *Foreign language programs:* Accept English programs.

*Electrical transcriptions:* Use standard type records on turntables of 33½ and 78 r.p.m. *Best programs:* Regional music, songs with guitar accompaniment, dance music and select music by station's orchestra. *Artists bureau:* Yes; lists 14 artists.

*Rates:* One hour, \$20; half-hour, \$12; quarter-hour, \$7; 10 minutes, \$5; 5 minutes, \$3; one minute, \$.60. Announcements 30 times a day, \$30 per month. Hours of broadcast are from 12 noon to 2 p.m. and 7 to 10 p.m. daily, except Sunday. Contracts for 6 months or more earn 10% discount. Prices quoted are gross rates; for net rate subtract 30%. (Note: These prices are in U. S. gold currency.)

*Copy restrictions:* Certain restrictions are placed on political broadcasts.

## YNLG, MANAGUA

*Operator:* Labayo Guerra & Cia. *Address:* 5a Calle Noroeste No. 207. *Power:* 1,000 watts on 6610 kc. *Affiliation:* None. *Opened:* February, 1934. (Note: Labayo Guerra & Cia. also maintain a repair shop for radios and electrical equipment.)

*General and commercial manager, chief engineer:* Benjamin J. Guerra L. *Program director:* Cesar Guerra L. *Musical director, artists bureau head:* Luis A. Delgadillo. *Publicity director:* Manuel Morales F.

*Rep:* Conquest Alliance Co., Inc., New York; Export Advertising Agency, Chicago; Pan American Radio Productions, Hollywood. *News:* Information service, Ecos de

Centro-America. *Merchandising:* None. *Foreign language programs:* Not accepted.

*Electrical transcriptions:* Use RCA Victor, Columbia and Decca records. Turntables take any size recording at 33½ and 78 r.p.m. *Best programs:* Classical music, typical Mexican music, singers, American dance music. *Artists bureau:* Yes; lists 10 artists.

*Rates:* One hour, \$20; half-hour, \$12; quarter-hour, \$7.25; 10 minutes, \$4.75; 5 minutes, \$2.35; one minute, \$.50. (Note: These rates are quoted in U. S. A. currency.)

*Copy restrictions:* All advertising subject to the regulations of the radio control board.

## YNOD, MANAGUA

*Operator:* Octavio Delgado y Francisca v. de Gomez. *Address:* Managua. *Power:* 50 watts on 7206 kc. *Affiliation:* None. *Opened:* Dec. 10, 1935.

*Station manager and general department head:* Octavio Delgado. *Chief engineer:* Humberto Salvo.

*Rep:* None. *News:* Obtained from radio broadcasts, foreign newspapers, etc. *Merchandising:* None. *Foreign language programs:* Not accepted.

*Electrical transcriptions:* None. *Best programs:* Popular songs, poetry, short select prose, scientific news. *Artists bureau:* None.

*Rates:* At press time this station had temporarily suspended operations, hence no rates are available. Plans are under way to "reopen shortly."

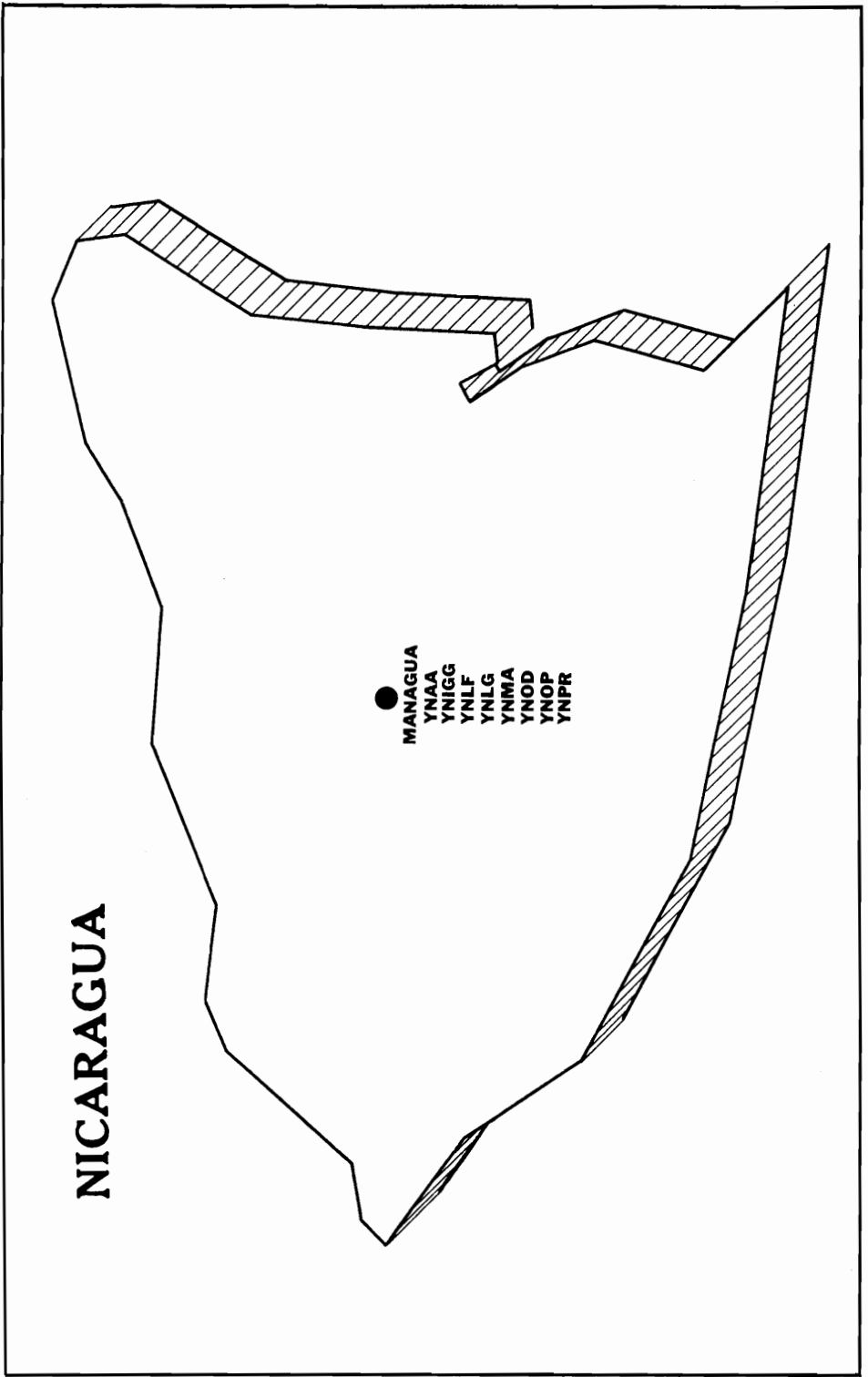
*Copy restrictions:* No political advertising unfavorable to the government and its institutions.

## YNOP, MANAGUA

*Operator:* E. Tefel & E. H. Andreas, "Radiodifusora Bayer." *Address:* Managua. *Power:* 1,000 watts on 5758 kc; 100 watts on 1230 kc. *Affiliation:* None. *Opened:* Sept. 16, 1933.

*Station manager and chief engineer:* E. H. Andreas. *Commercial manager:* E. Tefel. *Program director, artists bureau head:* M. A. Hernandez. *Musical director:* Paco Soto. *Publicity director:* R. Arana.

**Note: All rates for this nation are quoted in U. S. Dollars.**



## NICARAGUA STATIONS—Continued

*Rep:* Broadcasting Abroad, Ltd., New York City. *News:* Obtained from newspaper, *Novedades*, and All-American Cables, Inc. *Merchandising:* None. *Foreign language programs:* Not accepted.

*Electrical transcriptions:* Have RCA Victor and other records. Turntables take recordings at 33½ and 78 r.p.m. *Best programs:* Dance music, amateur hour, children's hour, martial music. *Artists bureau:* Yes; lists 32 artists.

*Rates:* One hour, \$22; half-hour, \$12.50; quarter-hour, \$7; 5 minutes, \$2.50. Frequency discounts: 14 to 26 times, 5%; 27 to 52 times, 10%; 53 to 104 times, 20%. (Note: These rates are quoted in U. S. A. currency.) *Copy restrictions:* None.

### YNPR, MANAGUA

*Operator:* Rod. Sengelmann. *Address:* Managua. *Power:* 500 watts on 8580 kc. *Affiliation:* None.

*Owner:* Rod. Sengelmann. *Station manager:* Ad. Majewsky. *Chief engineer:* Spencer Macy. *Musical director:* Paco Fiallos.

*Rep:* None. *News:* Broadcast local news only. *Merchandising:* None. *Foreign language programs:* Accept English programs.

*Electrical transcriptions:* None. *Best programs:* No list given. *Artists bureau:* Yes; lists an orchestra of 10 members and several singers.

*Rates:* No information given.

*Copy restrictions:* None.

## PANAMA

*Official language:* Spanish. *Money:* Balboa. *Area:* 33,667 square miles. *Population:* 467,459. *Estimated number of receiving sets:* 7,000 to 8,000. *Tax or registration:* None.

*Duty on transcriptions and records:* None. There is, however, a consular fee on duty-free goods, totalling 8% of F.O.B. value at port of export.

### HP50-HP5K, COLON

*Operator:* Jose Jaen J. & Cia, Ltd. *Address:* Apartado 33, Colon. *Power:* HP50, 250 watts on 1440 kc; HP5K, 250 watts on 6005 kc. *Affiliation:* None. *Opened:* July, 1935. (Note: Jose Jaen J. & Cia, is also an electrical supply house.)

*Manager:* Jose Jaen y Jaen.

*Rep:* Station states it has various representatives in the U. S.; no names listed. *News:* Transradio. *Merchandising:* None. *Foreign language programs:* Accept English programs.

*Electrical transcriptions:* Have NBC Thesaurus transcriptions and two RCA turntables. *Best programs:* No list given. *Artists bureau:* None.

*Rates:* One hour, 7 to 9 a.m. and 11:30 a.m. to 1:30 p.m., \$30; 6 to 11 p.m., \$40. Half-hour, 7 to 9 a.m. and 11:30 a.m. to 1:30 p.m., \$17.50; 6 to 11 p.m., \$22.50. Quarter-hour, 7 to 9 a.m. and 11:30 a.m. to 1:30 p.m., \$10; 6 to 11 p.m., \$12.50. Prices are for station time and announcer only. NBC Thesaurus programs: One hour, 7 to 9 a.m. and 11:30 a.m. to 1 p.m., \$40; 6 to 11 p.m., \$50. Half-hour, 7 to 9 a.m. and 11:30 a.m. to 1 p.m., \$22.50; 6 to 11 p.m., \$27.50. Quarter-hour, 7 to 9 a.m. and 11:30 a.m. to 1 p.m., \$12.50; 6 to 11 p.m., \$15. Prices for station time and announcer in Transradio news bulletins: 15 minutes, 7 to 9 a.m. and

11:30 a.m. to 1 p.m., \$15; 6 to 11 p.m., \$20. 10 minutes, 7 to 9 a.m. and 11:30 a.m. to 1 p.m., \$12.50; 6 to 11 p.m., \$17.50. 5 minutes, 7 to 9 a.m. and 11:30 a.m. to 1 p.m., \$10; 6 to 11 p.m., \$15. Daily announcements, once in the morning in English and once at noon in Spanish, \$40 per month; twice morning and noon, \$60 per month. Three-month contracts earn 5%; 6-month, 10%; 12-month, 15%. (Note: These prices are in U. S. currency.)

*Copy restrictions:* Station mentions there are no legal restrictions.

### HP5C-HP5B, PANAMA

*Operator:* Emisora Miramar. *Address:* Apartado 910, Panama. *Power:* HP5C, 100 watts on 730 kc; HP5B, 100 watts on 6030 kc. *Affiliation:* None.

*Station head:* Gmo. Endara P.

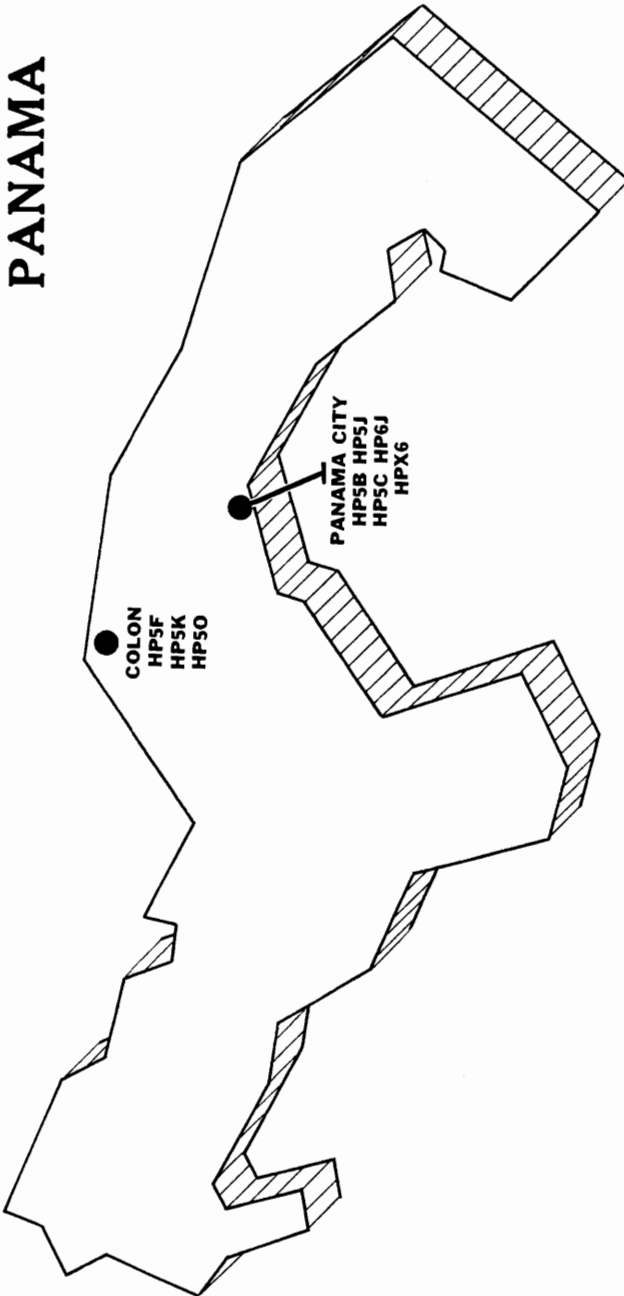
*Rep:* Broadcasting Abroad Ltd., New York City. *News:* Bulletins broadcast; source not available. *Merchandising:* Offer limited service. *Foreign language programs:* Not accepted.

*Electrical transcriptions:* Equipped to handle recordings at 33½ and 78 r.p.m. *Best programs:* No list available. *Artists bureau:* No information available.

*Rates:* one hour, \$40; half-hour, \$25; quarter-hour, \$15; five minutes, \$8; one

Note: All rates for this nation are quoted in U. S. Dollars

# PANAMA





## PANAMA STATIONS—Continued

minute, \$2.50. Frequency discounts: five to 13 times, 5%; 13 to 26 times, 10%; 26 to 52 times, 15%; more than 52 times, 20%. Five-minute spot announcements daily, \$190 per month; one minute daily, \$60. Frequency discounts: one or two months, 5%; three or four months, 10%; five or six months, 15%. (Stations broadcast daily from 7 to 10:45 p.m., Sunday, 10:45 a.m. to 1 p.m. and 8 to 10:45 p.m.). (Note: These rates are quoted in U.S.A. currency.)

*Copy restrictions:* None.

(This information was supplied by **Broadcasting Abroad, Ltd., and not by the stations direct.**)

### HP6J-HP5J, PANAMA

*Operator:* Manuel Diaz Doce. *Address:* Apartado 867. *Power:* HP6J, 100 watts on 1360 kc; HP5J, 100 watts on 9590 kc. *Affiliation:* No information available.

*Owner:* Manuel Diaz Doce.

*Rep:* Broadcasting Abroad Ltd., New

York City. *News:* Bulletins broadcast; source not available. *Merchandising:* Offer limited service. *Foreign language programs:* Not accepted.

*Electrical transcriptions:* Equipped to handle recordings at 33½ and 78 r.p.m. *Best programs:* No list available. *Artists bureau:* No information available.

*Rates:* One hour, \$40; half-hour, \$25; quarter-hour, \$15; five minutes, \$8; one minute, \$2.50. Frequency discounts: five to 13 times, 5%; 13 to 26 times, 10%; 26 to 52 times, 15%; more than 52 times, 20%. Five-minute spot announcements daily, \$190 per month; one minute daily, \$60. Frequency discounts: one or two months, 5%; three or four months, 10%; five or six months, 15%. (Note: These rates are quoted in U.S.A. currency.)

*Copy restrictions:* None.

(This information was supplied by **Broadcasting Abroad, Ltd., and not by the stations direct.**)

## PARAGUAY

*Official language:* Spanish. *Money:* Peso. *Area:* Paraguay proper, 61,647 square miles (claims an additional area of 100,000 square miles, known as the Gran Chaco, part of which is also claimed by Bolivia). *Population:* 926,580 (exclusive of the Chaco region). *Estimated number of receiving sets:* 10,000. *Tax or registration:* None.

*Duty on transcriptions and records:* Discs for phonographs, 1.80 Argentine gold pesos per dozen, plus 15% ad valorem. In addition, there is a surtax of 6.5% ad valorem.

### ZP4, ASUNCION

*Operator:* Isern & Saccarello. *Address:* Coronel Martinez 274, Asuncion. *Power:* 1,000 watts on 720 kc. *Affiliation:* None. (Note: Isern & Saccarello also engage in the sale of radio parts.)

*Proprietor:* A. Isern. *Station manager, publicity director:* Hector Noriega. *Commercial manager:* Oscar Noriega. *Chief engineer:* C. M. Saccarello. *Program director:* Sixto Rodriguez. *Artists bureau head:* Martinez Lema.

*Rep:* None. *News:* Obtained from local papers. *Merchandising:* None. *Foreign language programs:* Accept English, French and Italian programs.

*Electrical transcriptions:* Use RCA Victor, Columbia and Odeon records. Turntables take any size recording, at 33½ and 78 r.p.m. *Best programs:* Typical national songs and music, U. S. music. *Artists bureau:* Yes; lists 16 artists.

*Rates:* No information given.

*Copy restrictions:* None.

### ZP3, ENCARNACION

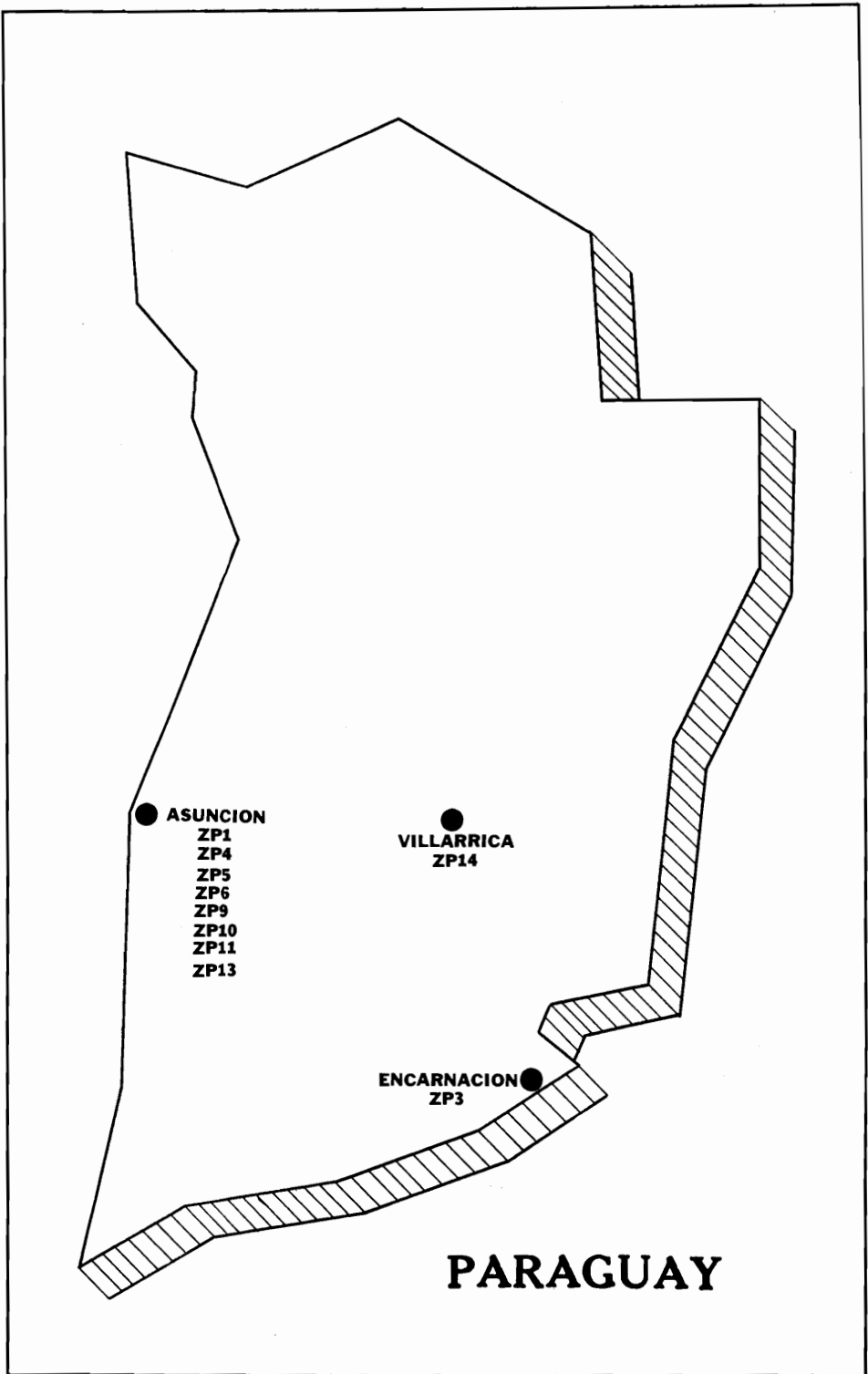
*Operator:* Julio Cormillot e Hijos. *Address:* Radio Bouquet, Encarnacion. *Power:* 250 watts on 900 kc. *Affiliation:* None, but also has a studio in Posadas, Argentine, with which it is connected by lines under the Parana River, and can hook up with all the Americas by means of two telephone lines. *Opened:* Dec. 17, 1935.

*Station head, commercial manager, chief engineer:* Julio Cormillot. *Station manager:* Horacio Cormillot. *Publicity director:* A. Andres Cormillot.

*Rep:* None. *News:* Uses local bulletins only, obtained from northern Argentine. *Merchandising:* None. *Foreign language programs:* Accept programs in any language, if announcer and copy is supplied.

*Electrical transcriptions:* Uses records

**Note: Unless otherwise stated, all rates are in Pesos.**



● **ASUNCION**  
ZP1  
ZP4  
ZP5  
ZP6  
ZP9  
ZP10  
ZP11  
ZP13

● **VILLARRICA**  
ZP14

● **ENCARNACION**  
ZP3

**PARAGUAY**

## PARAGUAY STATIONS—Continued

of all makes sold in Argentine. Have two turntables at 78 r.p.m. *Best programs:* Argentine and Paraguayan regional popular songs. *Artists bureau:* None.

*Rates:* No information given.

*Copy restrictions:* All copy must adhere to government regulations.

### ZP14, VILLARRICA

*Operator:* Friedmann Hnos. *Address:* Villarrica. *Power:* 1,000 watts on 6250 kc. *Affiliation:* None.

*Administrator:* Friedmann Hnos.

*Rep:* None in the U. S.; Hector M. Colonna, Lavalle 1268, Planta abja, Esqr. 31, Buenos Aires, Argentine. *News:* Obtained from the Buenos Aires Agency. *Merchan-*

*dising:* None. *Foreign language programs:* Accept programs in any language, provided advertiser supplies announcer.

*Electrical transcriptions:* Have 6,000 records of unspecified make. Turntables take recordings at 33 $\frac{1}{3}$  and 78 r.p.m. *Best programs:* Paraguayan, Argentinian, Brazilian and U. S. music. *Artists bureau:* None. (Note: These rates are quoted in U. S. A. currency.)

*Rates:* Quarter-hour daily for one month, \$150. Contracts for more than one month, 10% discount; for less than one month, add 10%.

*Copy restrictions:* None, except that commercials be "simple and clear."

## PERU

*Official language:* Spanish. *Money:* Sol. *Area:* 482,133 square miles (official estimate; includes territory which has been in dispute and for which boundaries are undetermined). *Population:* 6,500,000. *Estimated number of receiving sets:* 40,000. *Tax or registration:* None.

*Duty on transcriptions and records:* Finished discs and cylinders for phonographs and similar apparatus, 1.50 soles per gross kilo; blank discs, 0.70 soles per gross kilo. *Surtax:* 2% of import duty at the ports of Pisco, Talara, Chimbote and Paita; 1% at Callao; 1% of C.I.F. value, custom house of entry on all shipments.

### OAX7A, CUZCO

*Operator:* Carlos Lizarraga Fischer. *Address:* Cuzco. *Power:* 200 watts on 6128 kc. *Affiliation:* None. *Opened:* April 11, 1936.

*Owner, chief engineer, artists bureau head:* Carlos Lizarraga Fischer. *Program and publicity director:* Doris Rosenthal. *Musical director:* Baltazar Zegarra.

*Rep:* The Atlas Agency, Lima, Peru. *News:* Obtained from a news service maintained by the government. *Merchandising:* Services rendered free on long-term contracts; charge a fee for placing posters, arranging displays, etc., on limited campaigns. *Foreign language programs:* Government regulations prohibit broadcasts in any language other than Spanish.

*Electrical transcriptions:* Use Columbia records. Turntables take recordings at 33 $\frac{1}{3}$  and 78 r.p.m. *Best programs:* Peruvian Inca music, Peruvian creole music, Spanish, Mexican, classical, Argentine and American music. *Artists bureau:* Yes; lists 40 artists.

*Rates:* One hour, 8 a.m. to 7 p.m., S/ 20; half-hour, S/ 13; quarter-hour, S/ 10. One hour, 7 to 9 p.m., S/ 23; half-hour, S/ 15;

quarter-hour, S/ 11. One hour, 9 p.m. to midnight, S/ 25; half-hour, S/ 16; quarter-hour, S/ 12. Prices quoted include time and announcer only; programs with orchestra or string ensemble of not more than four artists, add S/ 12 per hour.

One daily announcement up to 20 words, 11 a.m. to 1 p.m., S/ 20 per month; one announcement on alternate days, S/ 13 per month. One daily announcement, 7 to 9 p.m., S/ 28 per month; on alternate days, S/ 16 per month. One daily announcement, 9 p.m. to midnight, S/ 30 per month; on alternate days, S/ 22 per month. Contracts for more than one month earn 20% discount for each additional month.

*Copy restrictions:* No advertising which might undermine public morals, and no political propaganda disturbing to public order.

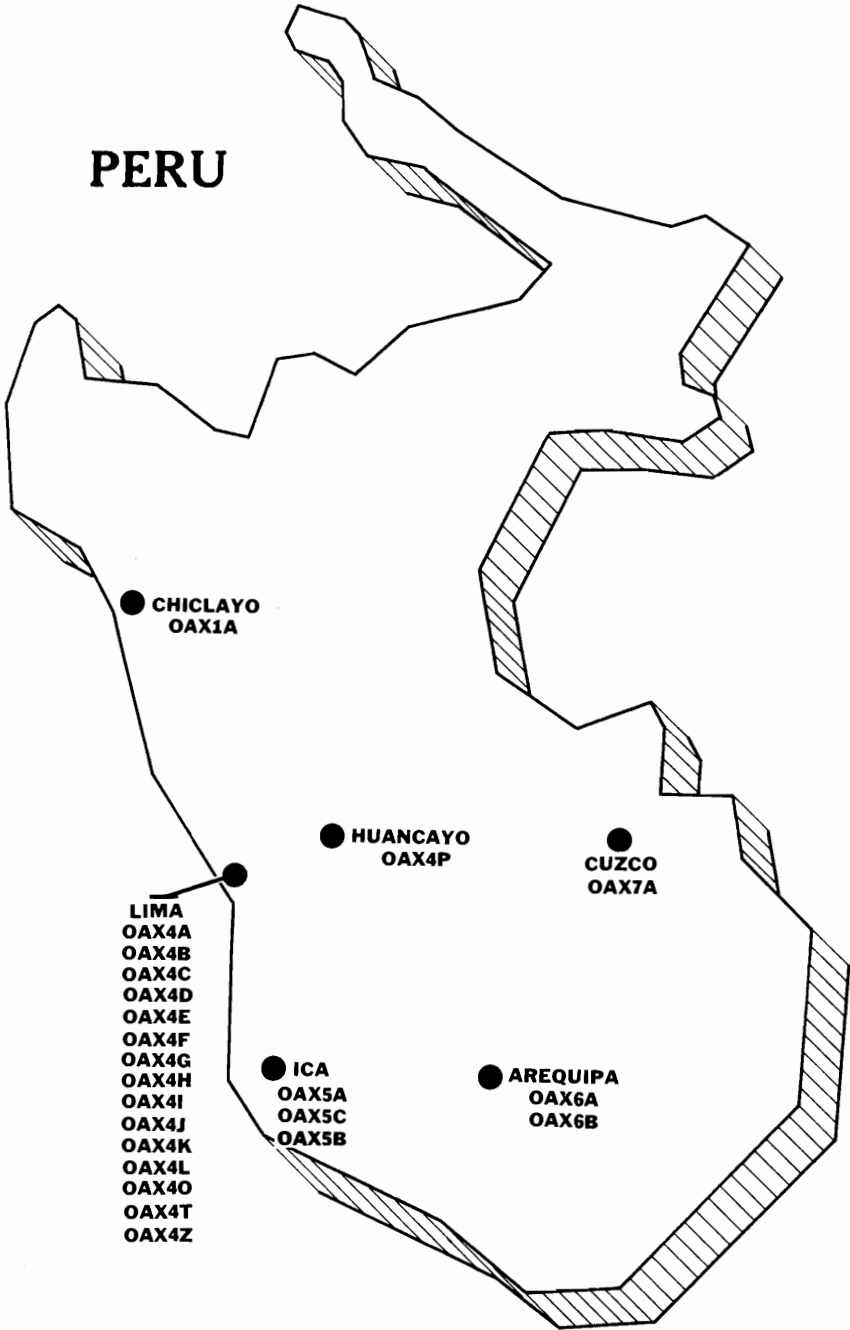
### OAX5B-OAX5C, ICA

*Operator:* Macchiavello & Humbert, Ltd. *Address:* Ica. *Power:* OAX5B, 200 watts on 1280 kc.; OAX5C, 200 watts on 9590 kc. *Affiliation:* No information available.

*Rep:* Conquest Alliance Co., Inc., New York City. *News, merchandising and for-*

Note: Unless otherwise stated, all rates are in Soles.

# PERU



## PERU STATIONS—Continued

*eign language programs:* No information available.

*Electrical transcriptions:* Equipped to handle recordings at 33 $\frac{1}{3}$  and 78 r.p.m. *Best programs and artists bureau:* No information available.

*Rates:* Quarter-hour, \$6.75; half-hour, \$10; full hour, \$15. Frequency discounts: 13 times, 5%; 26 times, 10%. (Note: These rates are quoted in U.S. currency.)

*Copy restrictions:* No information available.

(This information was supplied by Conquest Alliance Co., Inc., and not by the station direct.)

### OAX4A-OAX4T-OAX4Z, LIMA

*Operator:* Radio Nacional Del Peru. *Address:* Avenida Petit Thouars, Lima. *Power:* OAX4A, 10,000 watts on 854 kc; OAX4T, 14,000 watts on 6082 kc; OAX4Z, 12,000 watts on 9562 kc. *Affiliation:* No information available.

*Business manager:* Gmo. Lazart.

*Rep:* Broadcasting Abroad, Ltd., New York City. *News:* Bulletins broadcast; source not available. *Merchandising:* Offer limited service. *Foreign language programs:* Not accepted.

*Electrical transcriptions:* Equipped to handle recordings at 33 $\frac{1}{3}$  and 78 r.p.m. *Best programs:* No list available. *Artists bureau:* No information available.

*Rates:* One hour, 9 p.m. to midnight, \$150; one hour, 13 times, \$142; 26 times, \$135; 52 times, \$127.50; 104 times (within one year), \$120. Half-hour, 9 p.m. to midnight, \$90; half-hour, 13 times, \$85.50; 26 times, \$81; 52 times, \$76.50; 104 times, \$72. Quarter-hour, 9 p.m. to midnight, \$54; quarter-hour, 13 times, \$51.30; 26 times, \$48.60; 52 times, \$45.90; 104 times, \$43.20. One hour, 7 to 9 p.m., \$120; one hour, 13 times, \$114; 26 times, \$108; 52 times, \$102; 104 times (within one year), \$96. Half-hour, 7 to 9 p.m., \$72; half-hour, 13 times, \$68.40; 26 times, \$64.80; 52 times, \$61.20; 104 times, \$57.60. Quarter-hour, 7 to 9 p.m., \$43.20; quarter-hour, 13 times, \$41.05; 26 times, \$38.90; 52 times, \$36.70; 104 times, \$34.55. (Note: These rates are quoted in U. S. A. currency.)

*Copy restrictions:* Patent medicines must be approved by the Department of Health.

(This information was supplied by Broadcasting Abroad, Ltd., and not by the stations direct.)

### OAX4B-OAX4G, LIMA

*Operator:* Radio Grellaud. *Address:* Avenida Abancay 915, Apartado 1242, Lima. *Power:* OAX4B, 1,000 watts on 1200 kc; OAX4G, 400 watts on 6230 kc. *Affiliation:* No information available.

*Manager:* Roberto Grellaud.

*Rep:* Broadcasting Abroad, Ltd., New York City. *News:* Bulletins broadcast; source not available. *Merchandising:* Offer limited service. *Foreign language programs:* Not accepted.

*Electrical transcriptions:* Equipped to handle recordings at 33 $\frac{1}{3}$  and 78 r.p.m. *Best programs:* No list available. *Artists bureau:* No information available.

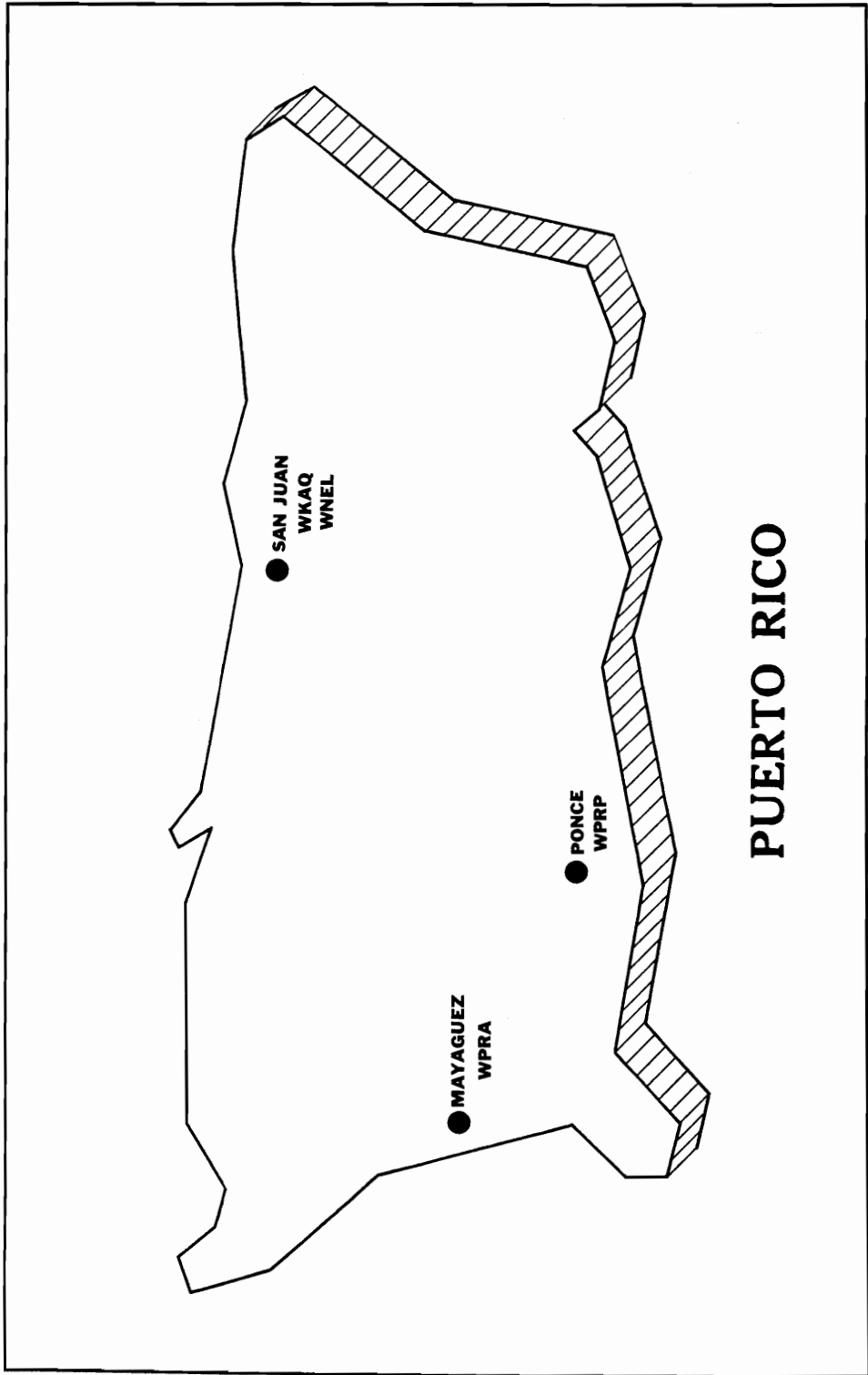
*Rates:* One hour, 11 a.m. to 2 p.m., less than 10 times, \$58; 10 to 19 times, \$56; 20 to 29 times, \$49.50; 30 or more times, \$46.75. One hour, 5 to 11.30 p.m., less than 10 times, \$56; 10 to 19 times, \$62; 20 to 29 times, \$58.50; 30 or more times, \$55. Half-hour, 11 a.m. to 2 p.m., less than 10 times, \$31; 10 to 19 times, \$29; 20 to 29 times, \$27.50; 30 or more times, \$26. Half-hour, 5 to 11.30 p.m., less than 10 times, \$34; 10 to 19 times, \$32.30; 20 to 29 times, \$30.50; more than 30 times, \$28.50. Quarter-hour, 11 a.m. to 2 p.m., less than 10 times, \$16; 10 to 19 times, \$15; 20 to 29 times, \$14.50; 30 or more times, \$13.75. Quarter-hour, 5 to 11.30 p.m., less than 10 times, \$18; 10 to 19 times, \$17; 20 to 29 times, \$16; 30 or more times, \$15.35. Ten minutes, 11 a.m. to 2 p.m., less than 10 times, \$11.50; 10 to 19 times, \$10.40; 20 to 29 times, \$9.75; 30 or more times, \$10.35. Ten minutes, 5 to 11.30 p.m., less than 10 times, \$13; 10 to 19 times, \$11.80; 20 to 29 times, \$11; 30 or more times, \$10.35. Five minutes, 11 a.m. to 2 p.m., less than 10 times, \$5.75; 10 to 19 times, \$5.20; 20 to 29 times, \$4.90; 30 or more times, \$4.60. Five minutes, 5 to 11.30 p.m., less than 10 times, \$6.50; 10 to 19 times, \$5.90; 20 to 29 times, \$5.50; 30 or more times, \$5.25. One minute, 11 a.m. to 2 p.m., less than 10 times, \$1.90; 10 to 19 times, \$1.70; 20 to 29 times, \$1.60; 30 or more times, \$1.55. One minute, 5 to 11.30 p.m., less than 10 times, \$2; 10 to 19 times, \$1.90; 20 to 29 times, \$1.80; 30 or more times, \$1.70. (Note: These rates are quoted in U. S. A. currency.)

*Copy restrictions:* Patent medicines must be approved by the Department of Health.

(This information was supplied by Broadcasting Abroad, Ltd., and not by the stations direct.)

### OAX4J-OAX4I, LIMA

*Operator:* Radio Internacional S. A. *Address:* Minería Bldg., 6th floor, P. O. Box 1166, Lima. *Power:* OAX4J, 500 watts on 1100 kc.; OAX4I, 500 watts on 9520 kc. *Affiliation:* None at present; station states it expects to become affiliated with Radio Agricultura, Santiago, Chile, and Radio Splendid, Buenos Aires, Argentine. *Opened:* June 1, 1935. (Note: Radio Internacional S. A. are also artists' representatives, and



**PUERTO RICO**

● **SAN JUAN**  
WKAQ  
WNEL

● **MAYAGUEZ**  
WPRA

● **PONCE**  
WPRP

## PERU STATIONS—Continued

engage in the sale of records and transcriptions.)

*Managing director:* Antonio Vazquez. *Station manager:* D. Platt. *Commercial manager:* J. Aprile. *Chief engineer:* Alfonso Pereira. *Program director, artists bureau head:* D. Riva. *Musical director:* F. Ormeno. *Publicity director:* M. Venegas.

*Rep:* Conquest Alliance Co., Inc., New York City. *News:* UP, AP, Transocean, British Legation, Peruvian Official news service (maintained by the government), the Havas Agency. *Merchandising:* None. *Foreign language programs:* Accept English, French and Italian programs.

*Electrical transcriptions:* Have large library of records of various make. Also have 4 turntables which take 6 to 18-inch recordings at 33 $\frac{1}{3}$  and 78 r.p.m. *Best programs:* Spanish operettas, Peruvian folklore music, classical music, operas, Spanish comedies, dance music, South American folklore, Central American songs, detective serials. *Artists bureau:* Yes; lists 63 artists.

*Rates:* One daily announcement, noon to 1 a.m. (up to 25 words) \$3; per month, \$30; two daily announcements, \$5.50; per month, \$55; 3 daily announcements, \$7.50; per month, \$75; 4 daily announcements, \$9; per month, \$90; 5 daily announcements, \$10; per month, \$100; 10 daily announcements, \$20; per month, \$200. Ten daily announcements, noon to 1 a.m. (up to 15 words), \$15; per month, \$150; 15 daily announcements, \$21; per month, \$210; 20 daily announcements, \$25; per month, \$250; 30 daily announcements, \$35; per month, \$350. Ten daily announcements, noon to 1 a.m. (up to 10 words), \$12; per month, \$120; 15 daily announcements, \$16; per month, \$160; 20 daily announcements, \$19; per month, \$190; 30 daily announcements, \$27; per month, \$270. Announcements on the above scale.

but broadcast specifically between 5 p.m. and 1 a.m., add 20%; between 7 p.m. and 11 p.m., add 50%. Prices for programs currently on station; minimum period, 15 minutes: Noon to 3 p.m., \$1 per minute; 5 p.m. to 1 a.m., \$1.50 per minute; 7 p.m. to 11 p.m., \$2 per minute; programs at a specific hour, \$3 per minute; programs with special artists, \$1.50 per minute, plus cost of artists' services. All rates are subject to a 10% tax. (Note: These prices are quoted in U.S.A. currency.)

*Copy restrictions:* All patent medicine advertising must be approved by the Department of Health.

### OAX4L, LIMA

*Operator:* Radio Miraflores. *Address:* Manco Capac 347, Miraflores, Lima. *Power:* 250 watts on 1250 kc. *Affiliation:* No network; station states it is affiliated with OAX5B, Radio Universal of Ica. *Opened:* 1935.

*Station head and commercial manager:* Clemente Palma. *Station manager, chief engineer:* Ricardo Palma. *Program director:* Sara Vizcarra. *Musical director:* Clemencia Palma. *Artists bureau head:* George Bullard. *Publicity director:* Jorge Alvarado.

*Rep:* None. *News:* UP. *Merchandising:* None. *Foreign language programs:* Not accepted.

*Electrical transcriptions:* Have a library of 15,000 RCA Victor, Columbia, Decca, Perfect, Odeon, Telefunken and other records. Turntables take 10, 12 and 16-inch recordings at 33 $\frac{1}{3}$  and 78 r.p.m. *Best programs:* Sports broadcasts, American dance music and Hollywood gossip. *Artists bureau:* Yes; lists 50 artists.

*Rates:* No information given.

*Copy restrictions:* Patent medicines must be approved by the Department of Health.

## PUERTO RICO

*Official language:* Spanish widely used; English taught in public schools. *Money:* U. S. dollars. *Area:* 3,435 square miles. *Population:* 1,723,500. *Estimated number of radio sets:* 52,000.

*Duty on transcriptions:* None. There is, however, a 10% ad valorem Internal Revenue Tax. (Note: Stations in this nation are governed by the U. S. Federal Communications Commission; releases on restricted musical selections must be obtained from ASCAP.)

### WPRA, MAYAGUEZ

*Operator:* Puerto Rico Advertising Co., Inc. *Address:* P. O. Box 271, Mayaguez. *Power:* 100 and 250 watts on 1370 kc. *Affiliation:* None. *Opened:* June 15, 1937.

*President, commercial manager, publicity director:* Andres Camara. *Station manager:* P. R. Fermaintt. *Chief engineer:* Ralph P. Perry. *Program and musical director:* Celso Torres.

## PUERTO RICO STATIONS—Continued

*Rep:* None. *News:* Transradio. *Merchandising:* None. *Foreign language programs:* Accept English programs.

*Electrical transcriptions:* Turntables take 10, 12 and 16 inch recordings at 33 1/3 and 78 r.p.m. *Best programs:* Musical, semi-classical and classical programs. *Artists bureau:* None.

*Rates:* One hour, 6 to 11 a.m., \$18; 11 a.m. to 12 noon, \$20; noon to 2 p.m., \$30; 2 to 6 p.m., \$20; 6 p.m. to midnight, \$35. For quarter-hour program, add 20% to hour rates; for half-hour program, add 15% to hour rates. For programs to be broadcast at specified morning hour, add 20%. Contracts (not exceeding one year) for 13 to 25 hours earn 5% discount; 25 to 51 hours, 10%; 52 to 103 hours, 15%; 104 to 311 hours, 20%; 312 hours or more, 25%. Prices quoted include station time and facilities and announcers' services. Additional charges will be made for programs originating outside the station studios. During nighttime periods, commercials must not exceed 225 words per quarter-hour; during daytime, commercials must not exceed 300 words per quarter-hour.

*Copy restrictions:* All copy must adhere to U.S. government rules and regulations.

### WPRP, PONCE

*Operator:* Julio M. Conesa. *Address:* Ponce, Puerto Rico. *Power:* 250 watts on 1420 kc. *Affiliation:* None. *Opened:* 1935.

*Owner, general director and chief engineer:* Julio M. Conesa. *Station manager:* I. Schmidtke. *Commercial manager:* A. Mirabal. *Program director and artists bureau head:* Anto Alfonso. *Publicity director:* Lieban Cordova.

*Rep:* Broadcasting Abroad, Ltd., New York City. *News:* Obtained from Station WNEL, Puerto Rico. *Merchandising:* Services available upon request. *Foreign language programs:* Accept English programs.

*Electrical transcriptions:* Have World Broadcasting System and Langlois & Wentworth, Inc., transcriptions, vertical and lateral cut. *Best programs:* Hollywood news, American dance music with vocals in English, and semi-classical music. *Artists bureau:* Yes; number of artists not given.

*Rates:* Following rates are quoted for quarter-hour periods. Six to 8 p.m., 7 times weekly, \$25 per week; 4 times, \$23; 3 times, \$20; 2 times, \$15; 1 time, \$8. Eight to 11 p.m., quarter-hour, 7 times weekly, \$20 per week; 4 times, \$15; 3 times, \$12; 2 times, \$10; once, \$6. From 11 p.m. to midnight not less than half-

hour periods sold; prices on request. Eleven a.m. to 1 p.m., quarter-hour, 7 times weekly, \$25 per week; 4 times, \$23; 3 times, \$20; 2 times, \$15; once, \$8. From 7:30 to 8:30 a.m. and 11 a.m. to noon, quarter-hour, 7 times weekly, \$20 per week; 4 times, \$15; 3 times, \$12; 2 times, \$10; once, \$6. Half-hour rates multiply by 2 the figures given and deduct 10%; full hour, multiply by 4 and deduct 15%. Prices for announcements by the month run from \$50 to \$150, depending on length of text and number of announcements per day. Station supplies all facilities, including announcer. Frequency discount, 10% after termination of second month.

*Copy restrictions:* Station adheres to the same general regulations as are followed in the U. S.

### WKAQ, SAN JUAN

*Operator:* Radio Corporation of Puerto Rico. *Address:* Calle Tetuan, Esquina Tanca, San Juan. *Power:* 1,000 watts on 1240 kc. *Affiliation:* None.

*Station head:* J. W. G. Ogilvie.

*Rep:* Broadcasting Abroad, Ltd., New York City. *News:* Obtained from newspaper. *Merchandising:* Offer limited service. *Foreign language programs:* Not accepted.

*Electrical transcriptions:* Equipped to handle recordings at 33 1/3 and 78 r.p.m. *Best programs:* No list available. *Artists bureau:* No information available.

*Rates:* One hour, 7 a.m. to 6 p.m., \$25; half-hour, \$12.50; quarter-hour, \$7.50; one-minute, \$2.50. One hour, 6 p.m. to midnight, \$50; half-hour, \$25; quarter-hour, \$15; one minute, \$5. Frequency discounts: 13 to 25 times, 5%; 26 to 51 times, 10%; 52 to 103 times, 15% 104 to 311 times, 20%; 312 or more times, 25%. Fifteen seconds at beginning and at end of program reserved for station announcement. One-minute spots after 6 p.m. sold only on the full hour.

*Copy restrictions:* Since Puerto Rico is a U.S. possession, all copy is subject to the usual FCC and FTC rules and regulations.

**(This information was supplied by Broadcasting Abroad, Ltd., and not by the station direct).**

### WNEL, SAN JUAN

*Operator:* Juan Piza. *Address:* 59 Brau St., San Juan. *Power:* 2,500 and 1,000 watts on 1290 kc. *Affiliation:* None.

*Owner:* Juan Piza. *Chief engineer:* W. N. Greer.

*Rep:* Broadcasting Abroad, Ltd., 119



## PUERTO RICO STATIONS—Continued

West 57th St., New York City. *News:* Radio News Association, Inc. *Merchandising:* None listed. *Foreign language programs:* Take English and Spanish programs.

*Electrical transcriptions:* Have Titan Production Co. and Langlois & Wentworth transcriptions; turntables take 16-inch records at 33½ r.p.m. and 10 or 12 or 18-inch records at 78 r.p.m. *Best programs:* No list given. *Artists bureau:* None.

*Rates:* One hour daytime, \$37.50; nighttime hour, \$75. Daytime half-hour, \$18.75; nighttime half-hour, \$37.50. Daytime quarter-hour, \$10; nighttime quarter-hour, \$20. Five minutes daytime, \$5; five minutes nighttime, \$10. One minute daytime, \$3; one minute nighttime, \$5. Special rate of \$45 for a quarter-hour six times weekly between 7 and 11 a.m.

*Copy restrictions:* All copy subject to U. S. government rules and regulations.

## URUGUAY

*Official language:* Spanish. *Money:* Peso. *Area:* 72,153 square miles. *Population:* 2,020,040. *Estimated number of receiving sets:* 125,000. *Tax or registration:* None.

*Duty on transcriptions and records:* On discs up to 26 centimeters the official valuation is 1.80 pesos per dozen, and tax is 52% of official valuation. On discs up to 31 centimeters the official valuation is 2.30 pesos per dozen, and the tax is also 52%. On discs over 31 centimeters the official valuation is in proportion. In addition, there is a surtax of 0.20 pesos per record. (Duty is collectable 25% in gold pesos. Since there is no gold, additional paper pesos must be paid, increasing the duty about 42%.)

### CW25, DURAZNO

*Operator:* Artola, Evangelisti y Cia. *Address:* R O del Uruguay, Durazno. *Power:* 500 watts on 1430 kc. *Affiliation:* None. *Opened:* June 17, 1933.

*Station head:* L. A. Artola. *Station manager, program and musical director:* R. H. Evangelisti. *Commercial manager, publicity director:* M. Vazquez. *Chief engineer:* Danilo Valverde.

*Rep:* None. *News:* Obtained from local press. *Merchandising:* None. *Foreign language programs:* Not accepted.

*Electrical transcriptions:* Have 4,000 records and transcriptions of various make, at 33½ and 78 r.p.m. *Best programs:* Popular River Plate music (this is sectional music; River Plate flows through territory), male and female singers, comedy and drama. *Artists bureau:* None.

*Rates:* One hour daily, \$120; half-hour, \$60; quarter-hour, \$30. Two announcements daily, \$10 per month; 4 announcements, \$14; 10 announcements, \$25; 20 announcements, \$40.

*Copy restrictions:* None.

### CX4, MONTEVIDEO

*Operator:* Ministerio de Ganaderia y Agricultura, Direccion de Agronomia (Ministry of Cattle-Raising and Agriculture, Department of Farming). *Address:*

Calle Uruguay 821, Montevideo. *Power:* 1,000 watts on 610 kc.

This station is owned and operated by the government, and is non-commercial.

### CX6-CXA4, MONTEVIDEO

*Operator:* Servicio Oficial de Difusion Radio Electrica (S.O.D.R.E.). *Address:* Mercedes 823, Montevideo. *Power:* CX6, 25,000 watts on 650 kc; CXA4, 1,000 watts on 6125 kc. *Affiliation:* No network; operated by the government, which also has the following stations under construction: CXA6, CX38 and CXA (call letters, CXA, not certain).

*President:* Carlos Reyles. *General manager:* Hector M. Laborde. *Technical director:* Dante Tartaglia.

(Note: These stations are non-commercial; owned and operated by the government of Uruguay for cultural purposes.)

### CX12, MONTEVIDEO

*Operator:* Radio Westinghouse. *Address:* Olimar 1364. *Power:* 5,000 watts on 770 kc. *Affiliation:* No information available.

*Station head:* L. A. Artola.

*Rep:* Broadcasting Abroad Ltd., New York City. *News:* Bulletins broadcast; source not available. *Merchandising:* Of-

Note: Unless otherwise stated, all rates are in Pesos.

# URUGUAY

● SALTO  
CW19  
CW23  
CW27  
CW31

● MELO  
CW43

● PAYSANDU  
CW35  
CW39

● DURAZNO  
CW25

● MERCEDES  
CW29

● FLORIDA  
CW33

● COLONIA  
CW37

● SAN JOSE  
CW41

● CANELONES  
CW47

● MONTEVIDEO

CX4	CX20	CX38
CX6	CX22	CX40
CX8	CX24	CX42
CX10	CX26	CX44
CX12	CX28	CX46
CX14	CX30	CX48
CX16	CX32	CXA
CX18	CX34	CXA4
	CX36	CXA6

## URUGUAY STATIONS—Continued

fer limited service. *Foreign language programs*: No information available.

*Electrical transcriptions*: Have 2 turntables, at 33 $\frac{1}{3}$  and 78 r.p.m. *Best programs*: No list available. *Artists bureau*: No information available.

*Rates*: One hour, 8 a.m. to 12 noon, \$60; noon to 2 p.m., \$72; 2 to 5 p.m., \$60; 5 to 8 p.m., \$65; 8 to 10 p.m., \$72; 10 p.m. to midnight, \$65. Half-hour, 8 a.m. to 12 noon, \$33; noon to 2 p.m., \$40; 2 to 5 p.m., \$33; 5 to 8 p.m., \$36; 8 to 10 p.m., \$40; 10 p.m. to midnight, \$36. Quarter-hour, 8 a.m. to 12 noon, \$18; noon to 2 p.m., \$22; 2 to 5 p.m., \$18; 5 to 8 p.m., \$20; 8 to 10 p.m., \$22; 10 p.m. to midnight, \$20. Five minutes, 8 a.m. to 12 noon, \$9; noon to 2 p.m., \$11; 2 to 5 p.m., \$9; 5 to 8 p.m., \$10; 8 to 10 p.m., \$11; 10 p.m. to midnight, \$10. One minute, 8 a.m. to 12 noon, \$2.25; noon to 2 p.m., \$2.75; 2 to 5 p.m., \$2.25; 5 to 8 p.m., \$2.50; 8 to 10 p.m., \$2.75; 10 p.m. to midnight, \$2.50. For less than 13 broadcasts, add 10%. Frequency discounts: 26 to 51 times, 10%; 52 or more times, 15%. Five minutes daily, 8 a.m. to 12 noon, \$225 per month; noon to 2 p.m., \$275; 2 to 5 p.m., \$225; 5 to 8 p.m., \$250; 8 to 10 p.m., \$275; 10 p.m. to midnight, \$250. One minute daily, 8 a.m. to 12 noon, \$60 per month; noon to 2 p.m., \$65; 2 to 5 p.m., \$60; 5 to 8 p.m., \$62.50; 8 to 10 p.m., \$65; 10 p.m. to midnight, \$62.50 per month. Frequency discounts: 2 to 3 months, 5%; 4 to 6 months, 10%; 7 to 12 months, 15%.

*Copy restrictions*: Patent medicine copy must be free of exaggerated or untrue claims.

**(This information was supplied by Broadcasting Abroad, Ltd., and not by the station direct.)**

### CX14-CX18, MONTEVIDEO

*Operator*: Difusoras El Espectador, Ltda. *Address*: Olimar 1364, Montevideo. *Power*: CX14, 10,000 watts on 810 kc; CX18, 10,000 watts on 890 kc. *Affiliation*: None. *Opened*: Nov. 1, 1933. (Note: CX14, "El Espectador," devotes its time chiefly to information and news programs; CX18, "Radio Sport," chiefly to sports activities.)

*Director, commercial manager*: L. F. Balerio Sicco. *Station manager*: Angel Latapie. *Chief engineer*: D. Valverde. *Program director, artists bureau head*: Victor Solino. *Musical director*: Walter Alfaro. *Publicity director*: Salvador Flores.

*Rep*: None. *News*: UP. *Merchandising*: Will offer service upon request. *Foreign language programs*: Accepted in languages for South American, North American and European countries.

*Electrical transcriptions*: Have about 10,000 RCA Victor, Columbia, Brunswick, Polydor, Odeon, National and Telefunken

records. Turntables take records at 33 $\frac{1}{3}$  and 78 r.p.m. *Best programs*: General and sports news, musical programs, and theatrical broadcasts. *Artists bureau*: Yes; lists 15 artists.

*Rates*: **CX14**—One daily announcement, \$15 per month; 3 daily announcements, \$40; 5 daily announcements, \$60; 8 daily announcements, \$85; 10 daily announcements, \$110; 15 daily announcements, \$160; 20 daily announcements, \$190. (Foregoing prices govern announcements without selection of hour; preferred hours from noon to 2.30 p.m. and 7 to 9 p.m., add 20%). One announcement every 30 minutes, \$160 per month; every 20 minutes, \$220; every 15 minutes, \$270. **CX18**—One daily announcement, \$10 per month; 3 daily announcements, \$25; 5 daily announcements, \$40; 8 daily announcements, \$60; 10 daily announcements, \$70; 15 daily announcements, \$100; 20 daily announcements, \$120. (Foregoing prices govern announcements without selection of hour; preferred hours from noon to 2.30 p.m. and 7 to 9 p.m., add 20%). One announcement every 30 minutes, \$90 per month; every 20 minutes, \$140; every 15 minutes, \$170. **Announcements on CX14 and CX18, alternately**: Once daily, \$15 per month; 3 times daily, \$35; 5 times, \$55; 8 times, \$75; 10 times, \$95; 15 times, \$135; 20 times, \$160. (Foregoing prices govern announcements without selection of hour; preferred hours from noon to 2.30 p.m. and 7 to 9 p.m., add 20%). One announcement every 30 minutes, \$130 per month; every 20 minutes, \$190; every 15 minutes, \$230. Announcements on both stations earn 5% discount. Contracts for 3 or more months earn 5% discount; 6 or more months, 10%. **Prices for announcements in local sports events, CX18**: One announcement in each event (10 words, maximum), \$15 per month; 3 announcements, \$36; 5 announcements, \$50; 10 announcements, \$90; 20 announcements, \$160.

*Copy restrictions*: Accept alcoholic beverages and patent medicines; all copy subject to local broadcasting regulations.

### CX26, MONTEVIDEO

*Operator*: Figueira, Canepa & Cia. *Address*: Montevideo. *Power*: 5,000 watts on 1050 kc. *Affiliation*: No network; Figueira, Canepa & Cia. also operate CX34, Montevideo (q.v.). *Opened*: 1927.

*Rep*: Conquest Alliance Co., Inc., New York City. *News, merchandising and foreign language programs*: No information available.

*Electrical transcriptions*: Equipped to handle recordings at 33 $\frac{1}{3}$  and 78 r.p.m. *Best programs and artists bureau*: No information available.

*Rates*: One hour, 13 times, 10 a.m. to

## URUGUAY STATIONS—Continued

6 p.m., \$53.20; 26 times, \$50.40; 52 times, \$47.60; 104 times, \$44.60. Half-hour, 13 times, \$31.90; 26 times, \$30.20; 52 times, \$28.60; 104 times, \$26.90. Quarter-hour, 13 times, \$19.20; 26 times, \$18.10; 52 times, \$17.20; 104 times, \$16.10. One hour, 13 times, 6 to 11 p.m., \$76; 26 times, \$72; 52 times, \$68; 104 times, \$64. Half-hour, 13 times, \$45.60; 26 times, \$43.20; 52 times, \$40.80; 104 times, \$38.40. Quarter-hour, 13 times, \$27.40; 26 times, \$25.90; 52 times, \$24.50; 104 times, \$23. One-minute announcements, daily, \$60 per month. Above rates do not include artists' services.

*Copy restrictions:* Electrical transcriptions and recorded music must be announced as such. All programs and copy subject to station approval.

**(This information was supplied by Conquest Alliance Co., Inc., and not by the station direct.)**

### CX34, MONTEVIDEO

*Operator:* Figueira, Canepa & Cia. *Address:* Montevideo. *Power:* 500 watts on 1210 kc. *Affiliation:* No network; Figueira, Canepa & Cia. also operate CX26, Montevideo (q.v.). *Opened:* 1926.

*Rep:* Conquest Alliance Co., Inc., New York City. *News, merchandising, foreign language programs:* No information available.

*Electrical transcriptions:* Equipped to handle recordings at 33½ and 78 r.p.m. *Best programs and artists bureau:* No information available.

*Rates:* One hour, 13 times, 12 noon to 6 p.m., \$37.30; 26 times, \$35.30; 52 times, \$33.30; 104 times, \$31.40. Half-hour, 13 times, \$22.30; 26 times, \$21.10; 52 times, \$20; 104 times, \$18.80. Quarter-hour, 13 times, \$13.40; 26 times, \$12.70; 52 times, \$12; 104 times, \$11.30. One hour, 13 times, 6 to 11 p.m., \$53.20; 26 times, \$50.40; 52 times, \$47.60; 104 times, \$44.80. Half-hour, 13 times, \$31.90; 26 times, \$30.20; 52 times, \$28.60; 104 times, \$26.90. Quarter-hour, 13 times, \$19.20; 26 times, \$18.10; 52 times, \$17.20; 104 times, \$16.10. One-minute announcements daily, \$40 per month. Above rates do not include artists' services.

*Copy restrictions:* Electrical transcriptions and recorded music must be announced as such. All programs and copy subject to station approval.

**(This information was supplied by Conquest Alliance Co., Inc., and not by the station direct.)**

### CX36, MONTEVIDEO

*Operator:* Radio Centenario. *Address:* Olimar 1364. *Power:* 500 watts on 1250 kc. *Affiliation:* No information available.

*Station heads:* Vazquez & Walder.

*Rep:* Broadcasting Abroad, Ltd., New York City. *News:* Bulletins broadcast; source not available. *Merchandising:* Offer limited service. *Foreign language programs:* No information available.

*Electrical transcriptions:* Equipped to handle recordings at 33½ and 78 r.p.m. *Best programs:* No list available. *Artists bureau:* No information available.

*Rates:* One hour, 8 a.m. to 12 noon, \$37.50; noon to 2 p.m., \$45; 2 to 5 p.m., \$37.50; 5 to 8 p.m., \$40.65; 8 to 10 p.m., \$45; 10 p.m. to midnight, \$40.65. Half-hour, 8 a.m. to 12 noon, \$20.65; noon to 2 p.m., \$25; 2 to 5 p.m., \$20.65; 5 to 8 p.m., \$22.50; 8 to 10 p.m., \$25; 10 p.m. to midnight, \$22.50. Quarter-hour, 8 a.m. to 12 noon, \$11.25; noon to 2 p.m., \$13.75; 2 to 5 p.m., \$11.25; 5 to 8 p.m., \$12.50; 8 to 10 p.m., \$13.75; 10 p.m. to midnight, \$12.50.

Five minutes, 8 a.m. to 12 noon, \$5.65; noon to 2 p.m., \$6.90; 2 to 5 p.m., \$5.65; 5 to 8 p.m., \$6.25; 8 to 10 p.m., \$6.90; 10 p.m. to midnight, \$6.25. One minute, 8 a.m. to 12 noon, \$1.40; noon to 2 p.m., \$1.75; 2 to 5 p.m., \$1.40; 5 to 8 p.m., \$1.55; 8 to 10 p.m., \$1.75; 10 p.m. to midnight, \$1.55. For less than 13 broadcasts add 10%. *Frequency discounts:* 26 to 51 times, 10%; 52 or more times, 15%. Five minutes daily, 8 a.m. to 12 noon, \$140 per month; noon to 2 p.m., \$175; 2 to 5 p.m., \$140; 5 to 8 p.m., \$155; 8 to 10 p.m., \$175; 10 p.m. to midnight, \$155. One minute daily, 8 a.m. to 12 noon, \$37.50 per month; noon to 2 p.m., \$45; 2 to 5 p.m., \$37.50; 5 to 8 p.m., \$39.10; 8 to 10 p.m., \$45; 10 p.m. to midnight, \$39.10. *Frequency discounts:* 2 to 3 months, 5%; 4 to 6 months, 10%; 7 to 12 months, 15%.

*Copy restrictions:* Patent medicine copy must be free of exaggerated or untrue claims.

**(This information was supplied by Broadcasting Abroad, Ltd., and not by the station direct.)**

### CX38, MONTEVIDEO

*Operator:* Servicio Oficial de Difusion Radio Electrica (S.O.D.R.E.). *Address:* Mercedes 823, Montevideo. *Power:* 5,000 watts on 1290 kc. *Affiliation:* No network; owned by the government, as are CX6, CXA4, CXA6 and CXA (the last two are under construction and the call letters, CXA, are uncertain).

*President:* Carlos Reyles. *General manager:* Hector M. Laborde. *Technical director:* Dante Tartaglia.

(Note: This station is under construction by the government of Uruguay, to be operated as a non-commercial station for cultural purposes.)

## URUGUAY STATIONS--Continued

### CXA, MONTEVIDEO

*Operator:* Servicio Oficial de Difusion Radio Electrica (S.O.D.R.E.). *Address:* Mercedes 823, Montevideo. *Power:* 1,000 watts; kilocycles not determined. *Affiliation:* No network; owned by the government, as are CX6, CXA4, CXA6 and CX38 (the last two are under construction).

*President:* Carlos Reyles. *General manager:* Hector M. Laborde. *Technical director:* Dante Tartaglia.

(Note: This station is under construction by the government of Uruguay, to be operated as a non-commercial station for cultural purposes; the call letters CXA are uncertain.)

### CXA6, MONTEVIDEO

*Operator:* Servicio Oficial de Difusion Radio Electrica (S.O.D.R.E.). *Address:* Mercedes 823, Montevideo. *Power:* 20,000 watts on 9550 kc. *Affiliation:* No network; operated by the government, as are CX6, CXA4, CX38 and CXA (the last two are under construction, and the call letters CXA are not certain).

*President:* Carlos Reyles. *General manager:* Hector M. Laborde. *Technical director:* Dante Tartaglia.

(Note: This station is under construction by the government of Uruguay, to be operated as a non-commercial station for cultural purposes.)

### CW35, PAYSANDU

*Operator:* Paysandu Broadcasting. *Address:* 18 de Julio 1044, Paysandu. *Power:* 250 watts on 1240 kc. *Affiliation:* None. *Opened:* 1925. (Note: This station is also owner of the publicity bureau *Mercurio*.)

*Manager, program and publicity director:* Alfonso Ordoqui. *Station and commercial manager:* J. Viola Oreggioni. *Chief engineers:* Miguel Serra, R. Mahler. *Musical director:* Professor Tito Lemes. *Artists bureau head:* Lorenzo Taborda.

*Rep:* None. *News:* Obtained from newspapers and own farming and cattle-raising reports. *Merchandising:* None. *Foreign language programs:* Accept Italian, French, English, Portuguese and German programs.

*Electrical transcriptions:* Have a library of 4,000 RCA Victor, National and Columbia records. Turntables take recordings at 33½ and 78 r.p.m. *Best programs:* Typical or folklore music, radio theatre, sports broadcasts, select music, literature. *Artists bureau:* Yes, lists 12 artists.

*Rates:* Quarter-hour daily, \$35 per month; half-hour daily, \$60 per month; one hour daily, \$100 per month. Four daily announcements, \$8 per month; eight daily, \$15; 10 daily, \$17; 15 daily, \$25; 20 daily, \$30; 30 daily, \$40 per month. Ten-word announcements daily in all broadcasts, except exclusive programs (averaging 60 to 70 announcements daily), \$35 per month.

*Copy restrictions:* All copy must adhere to the regulations of the official radio service of the Republic of Uruguay.

## VENEZUELA

*Official language:* Spanish. *Money:* Bolivar. *Area:* 352,051 square miles. *Population:* 3,414,160. *Estimated number of receiving sets:* 80,000. *Tax or registration:* Sets must be registered; no tax.

*Duty on transcriptions and records:* Accessories for phonographs, including discs, 1.00 bolivares per gross kilo.

### YV3RA-YV3RB-YV3RC, BARQUISIMETO

*Operator:* Sigala & Ramos. *Address:* Barquisimeto. *Power:* YV3RA, 300 watts on 1270 kc; YV3RB, 500 watts on 5880 kc; YV3RC, 500 watts on 9565 kc. *Affiliation:* Stations state they are forming a network, but at the present time plans are not complete. (Note: Hermanos Sigala, one of the operators of these stations, also owns medical laboratories and the Sigala Drug Store.)

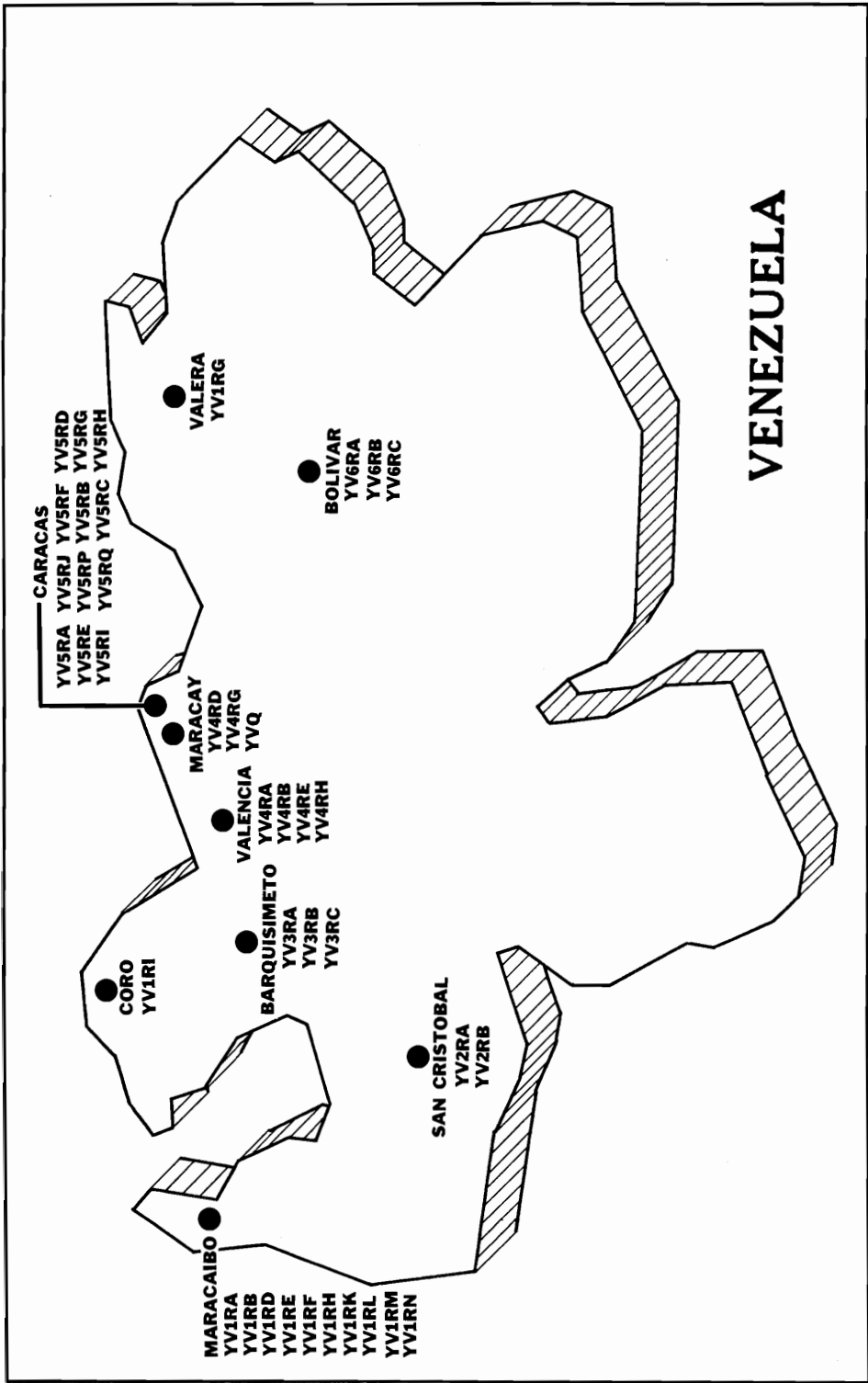
*General manager:* Arturo Ramos Maggi. *Chief engineer:* German Zavarce de Lima.

*Rep:* None listed. *News:* Obtained from local press. *Merchandising:* Assist clients in arranging displays, distributing advertising matter, etc., free of charge. *Foreign language programs:* Not accepted.

*Electrical transcriptions:* Equipped to handle recordings at 33½ and 78 r.p.m. *Best programs:* No list given. *Artists bureau:* No information given.

*Rates:* Quarter-hour with orchestra, Bs. 35 daily; with singers, Bs. 30; with records, Bs. 25. When quarter-hours are broadcast several times a week, there is

Note: Unless otherwise stated, all rates are in Bolivares.



# VENEZUELA

## VENEZUELA STATIONS—Continued

a discount of 20%. One announcement daily, Bs. 60 per month; 3 announcements daily, Bs. 160 per month; 5 announcements daily, Bs. 250 per month. Contracts for three or more months earn 20% discount.

*Copy restrictions:* None listed.

### YV6RA-YV6RB, BOLIVAR

*Operator:* Enrique Torres Valencia. *Address:* Calle Bolivar 32, Apartado No. 34, Ciudad Bolivar. *Power:* YV6RA, 200 watts on 1400 kc; YV6RB, 200 watts on 6545 kc. *Affiliation:* None. *Opened:* March 19, 1936.

*Station head:* Enrique Torres Valencia. *Station manager:* Antonio J. Rivas. *Commercial manager:* Ivan Squerre. *Chief engineer:* Rafael G. Guariguata. *Program director:* Antonio J. Sotillo. *Musical director:* Raquel Torres V. *Artists bureau head:* Maria Helena Benignis. *Publicity director:* Orlando Gomez.

*Rep:* None. *News:* Obtained from national cable and telegraph service. *Merchandising:* None. *Foreign language programs:* Not accepted.

*Electrical transcriptions:* Have two turntables at 33½ and 78 r.p.m. *Best programs:* Creole music, comedy, dialogue, dance music. *Artists bureau:* Yes; lists 12 artists.

*Rates:* One hour, once a month, 120.00 Bolivares; half-hour, 65.00; quarter-hour, 35.00. One hour, 2 to 4 times a month, 114.00 Bolivares; half-hour, 62.00; quarter-hour, 33.00. One hour, 5 to 9 times a month, 108.00 Bolivares; half-hour, 59.00; quarter-hour, 32.00. One hour, 10 to 15 times a month, 102.00 Bolivares; half-hour, 55.00; quarter-hour, 30.00. One hour, 16 to 30 times a month, 96.00 Bolivares; half-hour, 52.00; quarter-hour, 28.00. One hour, 31 or more times a month, 90.00 Bolivares; half-hour, 47.50; quarter-hour, 26.00. Sixty-word announcements, 15 times a month, 60.00 Bolivares; 15 times a month for 3 months, 54.00 per month; for 6 months, 48.00 per month. Sixty-word announcements, 30 times a month, 100.00 Bolivares; 30 times a month for 3 months, 90.00 per month; for 6 months, 80.00 per month.

*Copy restrictions:* None.

### YV5RA-YV5RC, CARACAS

*Operator:* Almacen Americano. *Address:* P. O. Box 2009, Caracas. *Power:* YV5RA, 5,000 watts on 960 kc; YV5RC, 1,000 watts on 6112 kc. *Affiliation:* None. *Opened:* Nov. 12, 1930. (Note: Almacen Americano is also a distributing agency for U. S. firms.)

*Director and station manager:* Ricardo Espina. *Commercial manager:* Alcides Toro. *Chief engineer:* Jose C. Marcano. *Program directors:* Alberto Oyarzabal; Domingo

Hurtado. *Musical directors:* Luis Alfonso Larrain-Angel; Sauce-Geber Hernandez. *Artists bureau head:* Carlos Fernandez. *Publicity directors:* Antonio Castes, Carlos Fernandez.

*Rep:* Conquest Alliance Co., Inc., New York City. *News:* Obtained from local newspapers. *Merchandising:* Cooperation of personnel in arranging and presenting programs available without charge; other services can also be rendered on request. *Foreign language programs:* Not accepted.

*Electrical transcriptions:* Turntables take records at 33½ and 78 r.p.m. (Such programs are the exception, however, as nearly all broadcasts use local talent.) *Best programs:* Comedy, national popular music, mystery, semi-classical and popular music. *Artists bureau:* Yes; lists 23 artists.

*Rates:* One hour, 6 to 11 p.m., Bs. 400; 11 a.m. to 2 p.m. and 4 to 6 p.m., Bs. 300. Half-hour, 6 to 11 p.m., Bs. 220; 11 a.m. to 2 p.m. and 4 to 6 p.m., Bs. 165. Quarter-hour, 6 to 11 p.m., Bs. 120; 11 a.m. to 2 p.m. and 4 to 6 p.m., Bs. 90. Contracts for 13 to 24 times earn 5% discount; 25 to 49 times, 10%; 50 to 99 times, 15%; 100 or more times, 20%. Commission of 15% to recognized advertising agencies on net charges for station time. Additional charges are made for programs originating outside the studios, or requiring special production.

*Copy restrictions:* Accept alcoholic beverages and patent medicines, provided copy is not misleading or exaggerated.

### YV5RB—YV5RD, CARACAS

*Operator:* Degwitz & Siblesz. *Address:* Radiodifusora Venezuela, Caracas. *Power:* YV5RB, 5,000 watts on 1200 kc.; YV5RD, 2,500 watts on 6158 kc. *Affiliation:* None. *Opened:* 1932.

*Station and commercial manager, publicity director:* Hermann Degwitz. *Chief engineer:* Gerardo Siblesz. *Program director:* L. Raymondi. *Musical director:* Maria Luisa Escobar. *Artists bureau head:* P. Pumar.

*Rep:* All-American Newspapers' Representatives, New York City. *News:* Obtained from Venezuelan daily papers. *Merchandising:* Service rendered by special arrangement. *Foreign language programs:* Not accepted.

*Electrical transcriptions:* Have 10,087 lateral cut records. Turntables take recordings at 33½ and 78 r.p.m. *Best programs:* No list given. *Artists bureau:* Yes; lists 40 artists.

*Rates:* Fourteen-minute programs, 13 times over a period of one to 3 consecutive months, 11 a.m. to 5 p.m., \$9.50 each; 5 to 7 p.m., \$10.75; 7 to 9 p.m., \$22.90; 9 to 11 p.m., \$15.75. Twenty-eight minute pro-

## VENEZUELA STATIONS—Continued

grams, 11 a.m. to 5 p.m., \$18.30 each; 5 to 7 p.m., \$21.45; 7 to 9 p.m., \$43; 9 to 11 p.m., \$27.25. Fifty-eight minute programs, 11 a.m. to 5 p.m., \$31.50 each; 5 to 7 p.m., \$41; 7 to 9 p.m., \$85.90; 9 to 11 p.m., \$50.25. Contracts for 26 times, 10% discount. Announcements up to 60 words for one week, 11 a.m. to 5 p.m., \$9.50; 4 weeks, \$34.75; 13 weeks, \$94.50. One week, 5 to 7 p.m. and 9 to 11 p.m., \$10.75; 4 weeks, \$41; 13 weeks, \$113.25. One week, 11 a.m. to 5 p.m., \$9.50; 4 weeks, \$34.75; 13 weeks, \$94.50. Contracts for 26 weeks, 10% discount. (Note: These prices are in U. S. currency.)

*Copy restrictions:* All copy must be in good taste, containing nothing which might be offensive to family groups.

### YV5RE-YV5RF, CARACAS

*Operator:* Ecos de Caribe. *Address:* Oeste 8 Municipal, callej 8, Caracas. *Power:* YV5RE, 500 watts on 1100 kc; YV5RF, 500 watts on 6375. *Affiliation:* None.

*Director:* Federico A. Ponce. *Station manager:* M. A. Barnola R. *Commercial manager:* Jose Jimenez. *Chief engineer:* Antonio Mendez. *Program director:* C. Michelena. *Musical director:* Benjamin Albanez. *Artists bureau head:* Ismael Albanez. *Publicity director:* Pepe Laborda.

*Rep:* None in the U. S.; have representatives in various Venezuelan states. *News:* UP. *Merchandising:* Services rendered gratis. *Foreign language programs:* Not accepted.

*Electrical transcriptions:* Have 280 records of unspecified make, and one turntable. *Best programs:* Comedy, creole music, commentators (gossip), songs and Cuban music. *Artists bureau:* Yes; lists 52 artists.

*Rates:* No information given.

*Copy restrictions:* Stations apparently do not accept alcoholic beverages, since they state they broadcast the anti-alcohol and good health campaign sponsored by the Ministry of Public Health and Social Welfare.

### YV5RI-YV5RJ, CARACAS

*Operator:* Suegart & Co. *Address:* Padre Sierra a Munoz, 3, Caracas. *Power:* YV5RI, 500 watts on 1370 kc; YV5RJ, 1,000 watts on 6250 kc. *Affiliation:* None. *Opened:* May 21, 1937. (Note: Suegart & Co. also owns *La Esfera*, a daily newspaper.)

*General director:* Edmundo Suegart. *Station manager:* Rafael Marquis. *Commercial manager:* M. de Goya. *Chief engineer:* Agustin Espino. *Program director:* Juan Olavarrieta. *Musical director:* Franco Medina. *Artists bureau heads:* Juan Olavarrieta (dramatic); Prof. Franco Medina

(musical). *Publicity director:* F. Carreno Delgado.

*Rep:* Chalmers-Ortega, 516 Fifth Ave., New York City, 919 N. Michigan Ave., Chicago; Comptoir International de Publicite, 9 Rue Tronchet, Paris; S. S. Koppe & Co., Ltd., 30-34 New Bridge St., London. *News:* UP, through newspaper affiliate, *La Esfera*. *Merchandising:* None. *Foreign language programs:* The Telecommunication and the Radio Broadcasting Law of Venezuela prohibit programs in any language other than Spanish.

*Electrical transcriptions:* Have 6,200 RCA Victor, Odeon, Columbia, Decca, Perfect, Excelsius and other records, 33 $\frac{1}{2}$  and 78 r.p.m. *Best programs:* Popular music, creole music with guitar ensemble, dance music, dramatic and children's programs, symphonic and operatic programs. *Artists bureau:* Yes; lists 184 artists.

*Rates:* On occasional broadcasts, one hour or more, 8 a.m. to 6 p.m., Bs. 300; 6 to 11 p.m., Bs. 390. Half-hour, 8 a.m. to 6 p.m., Bs. 165; 6 to 11 p.m., Bs. 214.50. Quarter-hour, 8 a.m. to 6 p.m., Bs. 90; 6 to 11 p.m., Bs. 117. On contract broadcasts (within one year), 13 to 25 hours, 8 a.m. to noon, Bs. 260 per hour; 26 to 50 hours, Bs. 240; 50 to 100 hours, Bs. 220; 13 to 25 hours, 12 noon to 6 p.m., Bs. 300; 26 to 50 hours, Bs. 275; 50 to 100 hours, Bs. 250; 13 to 25 hours, 6 to 11 p.m., Bs. 360; 26 to 50 hours, Bs. 330; 50 to 100 hours, Bs. 300. Special discount of 10% allowed advertisers using the pages of *La Esfera* in conjunction with their radio advertising. Commission to recognized agencies, 10%.

*Copy restrictions:* Accept patent medicines, provided copy is truthful and in good taste; all advertising must be approved by station and adhere to government regulations.

### YV1RA-YV1RB, MARACAIBO

*Operator:* L. Garcia Nebot & Juan Suarez C. *Address:* Apartado Postal 37, Maracaiba. *Power:* YV1RA, 175 watts on 1300 kc; YV1RB, 300 watts on 5850 kc. *Affiliation:* Key station of Venezuela Radio Chain. *Opened:* Feb. 28, 1934.

*Co-owner, program and musical director, artists bureau head:* L. Garcia Nebot. *Co-owner, commercial manager and publicity director:* Juan Suarez C. *Chief engineer:* Manuel A. Arraez.

*Rep:* Jesus Araujo B., Cuartel Viejo a Pineda 46, Caracas, Venezuela. *News:* UP and local paper. *Merchandising:* Arrange for local displays and distribute samples at cost. *Foreign language programs:* Not accepted.

*Electrical transcriptions:* Have 3,500 records of unspecified make. Turn-



## VENEZUELA STATIONS—Continued

tables, manufactured in the U. S., take records at 33½ and 78 r.p.m. *Best programs:* Variety, adventure, comedy and drama, opera and comic-opera music, semi-classical and classical music, symphonic music. *Artists bureau:* Yes; lists about 60 artists.

*Rates:* One hour, Bs. 116; half-hour, Bs. 62; quarter-hour, Bs. 32. Thirteen programs, one weekly for 13 weeks, earn 5% discount; 13 programs, 2 weekly, 7½%; 26 programs, 1 weekly for 26 weeks, 7½%; 52 programs, one weekly for 52 weeks, 12%. One announcement daily except Sunday, Bs. 80 per month. One announcement in News Bulletin, daily except Sunday, Bs. 125 per month; 2 announcements, Bs. 200. Six-month contract earns 5% discount; 12-month, 10%.

*Copy restrictions:* Patent medicine advertising must not be misleading or exaggerated.

### YVIRD-YVIRE, MARACAIBO

*Operator:* Radiodifusora Maracaibo. *Address:* Maracaibo. *Power:* Stations operate on 6070 and 1153 kc.; no wattage given.

*Rates:* One-minute announcements, one time, 4.00 Bolivares; for 15 consecutive days, 45.00; for one month, 75.00. Three-month contracts earn 5% discount; 6-month, 10%; 12-month, 20%. Quarter-hour, once a month, 30.00 Bolivares, 4 times a month, 110.00; 15 times a month, 375.00; every day for one month, 600.00. Half-hour, once a month, 60.00 Bolivares; 4 times a month, 200.00; 15 times a month, 700.00. One hour, once a month, 100.00 Bolivares; 4 times a month, 360.00.

(This information was supplied by Conquest Alliance Co., Inc., and not by the station direct.)

### YVIRF-YVIRH, MARACAIBO

*Operator:* Nicolas Vale Quintero. *Address:* P. O. Box 261, Maracaibo. *Power:* YVIRF, 1000 watts on 1120 kc; YVIRH, 360 watts on 6360 kc. *Affiliation:* None. *Opened:* Oct. 1, 1936.

*Owner and station manager:* Nicolas Vale Quintero. *Commercial manager:* J. A. Garcia. *Chief engineer:* Gustavo Nouel. *Program director and artists bureau head:* O. Riera. *Musical director:* Leopoldo Lugo. *Publicity director:* L. G. Rosales.

*Rep:* Dario Salas De Lima, Curazao; Alberto Vale Quintero, Caracas, Venezuela; Pan-American Broadcasting Co., New York City. *News:* Obtained from local press and cables. *Merchandising:* None. *Foreign language programs:* Accept Spanish programs only.

*Electrical transcriptions:* Have 1,000 records of American and European make. Turntables take records up to 18 inches,

at 33½ and 78 r.p.m. *Best programs:* Classical music, domestic and foreign news, national dance music, Cuban and Argentine music, drama, comedy, sports, American music. *Artists bureau:* Yes; lists 24 artists.

*Rates:* One full hour once a month, Bs. 120; half-hour, Bs. 65; quarter-hour, Bs. 35. Two to 4 full hours a month, Bs. 114 each time; half-hour, Bs. 62; quarter-hour, Bs. 33. Five to 9 full hours a month, Bs. 108 each time; half-hour, Bs. 59; quarter-hour, Bs. 32. Ten to 15 full hours a month, Bs. 102 each time; half-hour, Bs. 55; quarter-hour, Bs. 30. Sixteen to 30 full hours a month, Bs. 96 each time; half-hour, Bs. 52; quarter-hour, Bs. 28. Thirty-one or more full hours a month, Bs. 90 each time; half-hour, Bs. 47.50; quarter-hour, Bs. 26. One announcement once a month, Bs. 4 per month; on 3-month contracts, Bs. 3.60 per month; 6-month contracts, Bs. 3.20 per month. Two announcements a month, Bs. 8 per month; on 3-month contracts, Bs. 7.20 per month; 6-month contracts, Bs. 6.40 per month. Four announcements a month, Bs. 16 per month; on 3-month contracts, Bs. 14.40 per month; 6-month contracts, Bs. 12.80 per month. Eight announcements a month, Bs. 32 per month; 3-month contracts, Bs. 28.80 per month; 6-month contracts, Bs. 25.60 per month. Fifteen announcements a month, Bs. 60 per month; 3-month contracts, Bs. 54 per month; 6-month contracts, Bs. 48 per month. Thirty announcements a month, Bs. 100 per month; 3-month contracts, Bs. 90 per month; 6-month contracts, Bs. 80 per month. (Announcements must not exceed 60 words.)

*Copy restrictions:* Announcements must be in Spanish and only three may be given between musical selections. Accept beer, but no hard liquor. Patent medicines must be approved by the Board of Health.

### YV4RD-YV4RG, MARACAY

*Operator:* Humberto y Oscar Croquer. *Address:* Avenida La Barraca, Maracay. *Power:* YV4RD, 250 watts on 1150 kc; YV4RG, 200 watts on 6300 kc. *Affiliation:* Hookup with YV4RE and YV4RH in Valencia (operated by Luis Croquer). *Opened:* Dec. 19, 1935.

*Station head:* Humberto Croquer. *Station manager:* Oswaldo Paz Castillo. *Commercial manager, publicity director:* Oscar Croquer. *Chief engineer:* Atilio Ormezzana. *Program director:* Tomas R. Pino. *Musical director:* Pepe Croquer. *Artists bureau head:* Jose Eduardo Mendoza.

*Rep:* None. *News:* Obtained from La Voz de Aragua, a radio station, and domestic and foreign newspapers. *Merchandising:* Render services, including placing of posters, distribution of products, etc.,

## VENEZUELA STATIONS—Continued

free of charge on contracts of 6 months or more. *Foreign language programs:* Not accepted.

*Electrical transcriptions:* Use RCA Victor, Columbia, Odeon, Decca and Peerless records. Double turntable takes recordings at 78 r.p.m. *Best programs:* Humor, dramatic, scientific and creole comedy, singers, poetry, typical Venezuelan songs, cowboy ensembles, amateur programs, guitar ensembles, news bulletins, theatre broadcasts and orchestras. *Artists bureau:* Yes; lists 40 artists.

*Rates:* Regular station broadcasts—concerts, lectures, etc.—with announcements interposed: One hour, 12 noon to midnight, \$40 per month; half-hour, \$25; quarter-hour, \$15. Announcements up to 20 words, \$7.50 per month. Prices quoted include time and announcer, but not artists' services. Station states that prices are the "maximum to be charged, but the firm may give lower prices on special arrangement."

*Copy restrictions:* Commercials may not exceed 40 words, and only three commercials may be given in each broadcast.

### YV2RB-YV2RA, SAN CRISTOBAL

*Operator:* Jesus M. Diaz Gonzalez, "La Voz del Tachira." *Address:* Calle Barbula 39 y 41, San Cristobal. *Power:* YV2RB, 1,000 watts on 980 kc; YV2RA, 1,000 watts on 5755 kc. *Affiliation:* None. *Opened:* Nov. 15, 1935. (Note: Jesus M. Diaz Gonzalez is also a radio technician and merchant.)

*Owner, commercial manager, artists bureau head:* Jesus M. Diaz Gonzalez. *Station manager, program director:* Juan Chacon. *Musical director:* Manuel Gomez. *Publicity director:* Elbano Beracierto.

*Rep:* None. *News:* Obtained through local press and broadcasts of foreign stations. *Merchandising:* No special service; will handle advertising in other media if advertiser desires. *Foreign language programs:* Not accepted.

*Electrical transcriptions:* Use Columbia and Odeon records. Turntables take records at 33½ and 78 r.p.m. *Best programs:* News bulletins, band concerts, operatic selections, recorded music. *Artists bureau:* Yes; lists 15 artists.

*Rates:* One hour, one time, Bs. 80; one hour, twice weekly, Bs. 144 per week; 3 times weekly, Bs. 201.60; 4 times weekly, Bs. 253.44; 6 times weekly, Bs. 357.70; daily, Bs. 393.93 per week. Half-hour, one time, Bs. 44; twice weekly, Bs. 79.20 per week; 3 times weekly, Bs. 110.88; 4 times weekly, Bs. 139.40; 6 times weekly, Bs. 196.74; daily, Bs. 216.67 per week. Quarter-hour, one time, Bs. 24.20; twice weekly, Bs. 43.56 per week; 3 times weekly, Bs. 60.99, 4 times weekly, Bs. 76.68; 6 times weekly, Bs. 108.22; daily, Bs. 119.18 per week. One minute,

one time, Bs. 10; one minute, twice weekly, Bs. 18; 3 times weekly, Bs. 25.20; 4 times weekly, Bs. 31.68; 6 times weekly, Bs. 44.72; daily, Bs. 49.25 per week. Prices quoted are for programs between 7 and 9:30 p.m. and include station time and artists' services; for time and announcer, deduct 15%. For time only, deduct 20%. For programs between 11 a.m. and 1 p.m., 5:30 to 7 p.m. and 9:30 to 10:30 p.m., deduct 15%. Contracts for 2 to 13 weeks earn 5% discount; 13 to 26 weeks, 10%; 26 to 39 weeks, 15%; 39 to 52 weeks 20%.

*Copy restrictions:* Commercials limited to 100 words per musical selection; patent medicines must be approved by the local Board of Health; all copy must adhere to National Radio Regulations.

### YV4RB-YV4RA, VALENCIA

*Operator:* La Voz de Carabobo. *Address:* Constitucion 298. *Power:* YV4RB, 1,500 watts on 1350 kc.; YV4RA, 500 watts on 6520 kc. *Affiliation:* No information available.

*Rates:* One-minute announcements, 11 a.m. to 2 p.m., 4.80 Bolivares; 5 to 7 p.m., 6.00; 7 to 10 p.m., 8.40. Quarter-hour, 11 a.m. to 2 p.m., 17.20 Bolivares; 5 to 7 p.m., 21.60; 7 to 10 p.m., 32.40. Half-hour, 11 a.m. to 2 p.m., 28.80 Bolivares; 5 to 7 p.m., 36.00; 7 to 10 p.m., 60.00.

(This information was supplied by Conquest Alliance Co., Inc., and not by the station direct.)

### YVIRG, VALERA

*Operator:* Jorge Luis Febres Jelambi. *Address:* Valera, Edo Trujillo. *Power:* 800 watts on 6230 kc. *Affiliation:* None. *Opened:* Sept. 26, 1936. (Note: Jorge Luis Febres Jelambi also engages in the sale of automobile accessories and spare parts).

*Director:* Jose M. Isaacs Ch. *Station head, program and musical director:* Jorge Luis Febres Jelambi. *Station and commercial manager, publicity director:* Pedro Febres J. *Chief engineer:* Temple Lee.

*Rep:* None. *News:* Obtained from newspapers. *Merchandising:* No such service has been rendered to date; station states it would be willing to cooperate with advertisers, in proportion to length of contract. *Foreign language programs:* Not accepted.

*Electrical transcriptions:* Have library of records of unspecified make; turntables take recordings at 33 1/3 and 78 r.p.m. *Best programs:* String music and local music. *Artists bureau:* None.

*Rates:* No information given.

*Copy restrictions:* Alcoholic beverages must be advertised "moderately," and all programs and commercials must be in Spanish.

# NATIONAL ASSOCIATION OF BROADCASTERS

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On February 14 and 15, 1938, the National Association of Broadcasters, holding its sixteenth annual convention in Washington, D. C., unanimously approved a plan for reorganization, thus climaxing a move that had been discussed and planned for two years in the interests of strengthening the industry's trade association.

Four major changes are effected by the reorganization:

1. Creation of the position of paid president.
2. Creation of a Board of 17 directors, each elected from his own district, plus six directors-at-large chosen by vote of all active N. A. B. members.
3. Creation of an Executive Committee from within the membership of the Board of 23. The Committee's functions are the transaction of business between Board meetings.
4. Creation of a revised system of membership dues.

Revision of the structure of the N. A. B. was in the hands of a committee comprised of Edward A. Allen (WLVA, Lynchburg, Va.), Edwin W. Craig (WSM, Nashville, Tenn.), E. B. Craney (KGIR, Butte, Mont.), Walter J. Damm (WTMJ, Milwaukee, Wis.), John Shepard III (Yankee and Colonial Networks, Boston, Mass.), Mark Ethridge (advisory member; WHAS, Louisville, Ky.), and Phillip G. Loucks, counsel.

Named as new N. A. B. paid president (in June) was Neville Miller, former mayor of Louisville, Ky.

Quoted below are excerpts from the new N. A. B. by-laws outlining the organization's revision. (Note: The excerpts do not follow the same order they occupy in the by-laws):

## I. PRESIDENT

The Board of Directors by a two-thirds vote of the members present shall elect a President... and shall have power to fix (his) term of service, duties and salary, and enter into contracts for such purpose.

The President shall be the executive officer of the Association and shall preside at meetings of the Association and of the Board of Directors and of the Executive Committee, and shall be a member ex-officio, with right to vote, of all committees except the Nominating Committee. He shall also, at the annual meeting of the Association and at such other times as he shall deem proper, communicate to the Association or to the Board of Directors such matters and make such suggestions as may in his opinion tend to promote the welfare and increase the usefulness of the Association, and shall perform such other duties as are necessarily incident to the office of the President of the Association or as may be prescribed by the Board of Directors or the Executive Committee.

## II. DIRECTORS

The business and affairs of the Association shall be managed by and under the direction of a Board of Directors of twenty-three members, to be selected as hereinafter provided, each of whom shall be an Active Member of the Association or a representative actually engaged in the business of an Active Member.

There shall be one Director from each District, referred to hereinafter for purposes of convenience as District Directors. There shall be six additional Directors, referred to hereinafter for purposes of convenience as Directors-at-Large, two of which shall be representative of large stations, two of which shall be representative of medium stations, and two of which shall be representative of small stations, operating power to govern these classifications.

At least sixty days prior to the expiration of any District Director's term of

## NATIONAL ASSN. OF BROADCASTERS—Continued

office, such District Director shall fix a time and place, and give proper notice thereof, for a meeting of all Active Members having their main studios in such District, at which meeting there shall be elected by majority vote one such Active Member as District Director for the ensuing two-year term. Such meeting shall be held at least thirty days prior to the next annual membership meeting.

The name of the Director so elected shall be certified to the Secretary-Treasurer of the Association immediately upon his election. In addition to his duties as a member of the Board of Directors, each District Director shall preside at all meetings of members of his District and report to the Secretary-Treasurer all actions taken at such meetings.

The District Directors shall constitute a Nominating Committee, which Committee shall meet in advance of the annual membership meeting and shall nominate two persons, for each of the six Directors-at-Large. . . Such nominations shall be reported to the membership during the first session of the annual meeting.

Election of Directors-at-Large shall proceed as follows:

A. The President shall appoint an Elections Committee of three persons.

B. The Elections Committee shall prepare ballots upon which there shall be arranged the names of the twelve nominees for Directors-at-Large in six groups of two names each.

C. The Elections Committee shall compile a list of Active Members eligible to vote in the elections.

D. The Elections Committee shall distribute ballots.

E. The Elections Committee shall on the second day of the membership meeting announce a time and place for balloting and shall supervise such balloting.

F. Immediately after the conclusion of balloting, the Elections Committee shall proceed to count ballots and announce the results.

G. The nominee receiving the highest number of votes in each of the six groups shall be declared elected.

All Directors-at-Large shall be elected to hold office until the conclusion of the membership meeting to be held next after their election. District Directors shall assume office at the first meeting of the Board of Directors following the meeting of the membership held after their election, and shall hold office until the close of the second annual meeting after assuming office; provided that: District Directors elected at the 1938 annual membership meeting by District 1, District 3, District 5, District 7, District 9, District 11, District 13, District 15 and District 17, shall serve until the close of the 1939 membership meeting, and that District Directors elected at the 1938 annual membership meeting by District 2, District 4, District 6, District 8, District 10, District 12, District 14, and District 16, shall serve until the close of the 1940 membership meeting.

The Board of Directors shall meet at least three times a year, one of which meetings shall be held immediately following the annual meeting. The President may, when he deems necessary, or the Secretary-Treasurer shall, at the request in writing of seven members of the Board, issue a call for a special meeting of the Board, and only five days' notice shall be required for such special meetings.

The Active Members shall be divided into seventeen groups, which groups shall be designated District 1 to District 17, both inclusive. The seventeen Districts shall include, respectively, those Active Members of the Association having their main studios in the following areas:

*District 1:* Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont.

*District 2:* New York.

*District 3:* Delaware, New Jersey and Pennsylvania.

## NATIONAL ASSN. OF BROADCASTERS—Continued

*District 4:* District of Columbia, Maryland, North Carolina, South Carolina, Virginia and West Virginia.

*District 5:* Alabama, Florida, Georgia and Puerto Rico.

*District 6:* Arkansas, Louisiana, Mississippi and Tennessee.

*District 7:* Kentucky and Ohio.

*District 8:* Indiana and Michigan.

*District 9:* Illinois and Wisconsin.

*District 10:* Iowa, Missouri and Nebraska.

*District 11:* Minnesota, North Dakota and South Dakota.

*District 12:* Kansas and Oklahoma.

*District 13:* Texas.

*District 14:* Colorado, Idaho, Utah, Wyoming and Montana.

*District 15:* California (excluding the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego and Imperial), Nevada and Hawaii.

*District 16:* Arizona, California (including the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego and Imperial), and New Mexico.

*District 17:* Alaska, Oregon and Washington.

### III. EXECUTIVE COMMITTEE

There shall be an Executive Committee composed of the President and six Directors, who shall be elected from and by the Board of Directors at the annual meeting of the Board. The President shall act as Chairman of the Committee and shall preside at all meetings. Vacancies shall be filled as they occur by elections from and by the Board. Two members of the Committee shall be representatives of large stations; two members of medium stations; and two of small stations. Not more than one representative of any one member shall be included in the membership of the Committee at any one time. The Committee shall, in the intervals between meetings of the Board, have and exercise the powers of the Board in the management of the business and affairs of the Association.

### IV. MEMBERSHIP DUES

After March 1, 1938, each active member shall pay dues on net receipts from the sale of time received during the previous calendar year.

Class	Range of Income	Monthly Dues
A.	0- 15,000	\$ 5.00
B.	15,001- 36,000	10.00
C.	36,001- 60,000	15.00
D.	60,001- 80,000	20.00
E.	80,001- 120,000	30.00
F.	120,001- 160,000	40.00
G.	160,001- 200,000	50.00
H.	200,001- 300,000	75.00
I.	300,001- 400,000	100.00
J.	400,001- 500,000	125.00
K.	500,001- 600,000	150.00
L.	600,001- 800,000	200.00
M.	800,001-1,000,000	250.00
N.	1,000,001-2,000,000	400.00
O.	Over 2,000,000	500.00

# N.A.B. DIRECTORS AND COMMITTEES

## *N.A.B. Board of Directors*

**Edward A. Allen, President**

Radio Station WLVA  
Lynchburg, Va.

**Ralph R. Brunton, General Manager**

Radio Station KJBS  
San Francisco, Calif.

**Edwin W. Craig, Vice-President**

Radio Station WSM  
Nashville, Tenn.

**Walter J. Damm, Managing Director**

Radio Station WTMJ  
Milwaukee, Wis.

**John Elmer, President**

Radio Station WCBM  
Baltimore, Md.

**Mark Ethridge**

Radio Station WHAS  
Louisville, Ky.

**John E. Fefzer, President**

Radio Station WKZO  
Kalamazoo, Mich.

**Earl H. Gammons, Vice-President**

Radio Station WCCO  
Minneapolis, Minn.

**John J. Gillin, Jr., Manager**

Radio Station WOW  
Omaha, Neb.

**Herbert Hollister, General Manager**

Radio Station KANS  
Wichita, Kans.

**Harold Hough, General Manager**

Radio Station WBAP  
Fort Worth, Tex.

**Lambdin Kay, Director**

Radio Station WSB  
Atlanta, Ga.

**John A. Kennedy, President**

Radio Station WCHS  
Charleston, W. Va.

**Clair McCollough, General Manager**

Radio Station WGAL  
Lancaster, Pa.

**C. W. Myers, President**

Radio Station KOIN  
Portland, Ore.

**Eugene P. O'Fallon, President**

Radio Station KFEL  
Denver, Colo.

**Elliott Roosevelt, President**

Hearst Radio, Inc.  
New York City

**Frank M. Russell, Vice-President**

Radio Station WRC  
Washington, D. C.

**John Shepard, III, President**

Yankee Network  
Boston, Mass.

**O. L. Taylor, General Manager**

Radio Station KGNC  
Amarillo, Tex.

**Donald W. Thornburgh, Vice-President**

Radio Station KNX  
Los Angeles, Calif.

**W. Walter Tison, Director**

Radio Station WFLA  
Tampa, Fla.

**Harry C. Wilder, President**

Radio Station WSYR  
Syracuse, N. Y.

## *N.A.B. Executive Committee*

**Mark Ethridge**

Radio Station WHAS  
Louisville, Ky.

**Edwin W. Craig, Vice-President**

Radio Station WSM  
Nashville, Tenn.

**Frank M. Russell, Vice-President**

Radio Station WRC  
Washington, D. C.

**Walter J. Damm, Managing Director**

Radio Station WTMJ  
Milwaukee, Wis.

**John Elmer, President**

Radio Station WCBM  
Baltimore, Md.

**Herbert Hollister, General Manager**

Radio Station KANS  
Wichita, Kans.

## *N.A.B. Legislative Committee*

**John Kennedy**

Radio Station WCHS  
Charleston, W. Va.

**Edwin W. Craig**

Radio Station WSM  
Nashville, Tenn.

**Luther Hill**

Radio Stations KRNT—KSO  
Des Moines, Ia.

**William Dolph**

Radio Station WOL  
Washington, D. C.

N. A. B. COMMITTEES—Continued

**E. B. Craney**  
Radio Station KGIR  
Butte, Mont.

**Frank M. Russell**  
Radio Station WRC  
Washington, D. C.

**Harry Butcher**  
Radio Station WJSV  
Washington, D. C.

**Theodore C. Streibert**  
Radio Station WOR  
New York City

**John Elmer**  
Radio Station WCBM  
Baltimore, Md.

*N.A.B. Engineering Committee*

**John V. L. Hogan**  
Radio Station WQXR  
New York City

**John Fetzer**  
Radio Station WKZO  
Kalamazoo, Mich.

**Jack DeWitt**  
Radio Station WSM  
Nashville, Tenn.

**John Schilling**  
Radio Station WHB  
Kansas City, Mo.

**Jack Poppele**  
Radio Station WOR  
New York City

**Paul Loyet**  
Radio Station WHO  
Des Moines, Ia.

**W. G. Egerton**  
Radio Station KTSA  
San Antonio, Tex.

**O. B. Hanson**  
National Broadcasting Co.  
New York City

**E. K. Cohan**  
Columbia Broadcasting System  
New York City

**Carl Meyers**  
Radio Station WGN  
Chicago, Ill.

**Albert E. Heiser**  
Radio Station WLVA  
Lynchburg, Va.

**William H. West**  
Radio Station WTMV  
East St. Louis, Ill.

**Porter Houston**  
Radio Station WCBM  
Baltimore, Md.

**Paul deMars**  
Radio Station WNAC  
Boston, Mass.

**Herbert Hollister**  
Radio Station KANS  
Wichita, Kans.

*N.A.B. Accounting Committee*

**Harry C. Wilder (Committee Head)**  
Radio Station WSYR  
Syracuse, N. Y.

**E. M. Stoers**  
Hearst Radio  
New York City

**Frank White**  
Columbia Broadcasting System  
New York City

**Mark Woods.**  
National Broadcasting Co.  
New York City

**Ted Hill**  
Radio Station WORC  
Worcester, Mass.

**L. A. Benson**  
Radio Station WIL  
St. Louis, Mo.

**Harold Wheelahan**  
Radio Station WSMB  
New Orleans, La.

*N.A.B. Representatives on the Joint  
Committee on Radio Research*

**Arthur B. Church**  
Radio Station KMBC  
Kansas City, Mo.

**H. K. Boice**  
Columbia Broadcasting System  
New York City

**Roy C. Witmer**  
National Broadcasting Co.  
New York City

**J. O. Maland**  
Radio Station WHO  
Des Moines, Ia.

**Philip G. Loucks (N. A. B. Counsel)**  
Washington, D. C.

*N.A.B. Representatives on the Fed-  
eral Radio Education Committee*

**Philip G. Loucks (N. A. B. Counsel)**  
Washington, D. C.

**John F. Royal**  
National Broadcasting Co.  
New York City

## N. A. B. COMMITTEES—Continued

**Fred Willis**  
Columbia Broadcasting System  
New York City

### *N.A.B. Bureau of Copyrights Committee*

**John Elmer**  
Radio Station WCBM  
Baltimore, Md.

**John J. Gillin, Jr.**  
Radio Station WOW  
Omaha, Neb.

**Harold Hough**  
Radio Station WBAP  
Fort Worth, Tex.

### *N.A.B. Committee on Associate Memberships*

**John J. Gillin, Jr.**  
Radio Station WOW  
Omaha, Neb.

**Eugene P. O'Fallon**  
Radio Station KFEL  
Denver, Colo.

**Earl H. Gammons**  
Radio Station WCCO  
Minneapolis, Minn.

### *N.A.B. Labor Committee*

**Samuel R. Rosenbaum**  
Radio Station WFIL  
Philadelphia, Pa.

**Lloyd C. Thomas**  
Radio Station WROK  
Rockford, Ill.

**George W. Norton, Jr.**  
Radio Station WAVE  
Louisville, Ky.

**Ralph R. Brunton**  
Radio Station KJBS  
San Francisco, Calif.

**Earl J. Glade**  
Radio Station KSL  
Salt Lake City, Utah

**Don S. Elias**  
Radio Station WWNC  
Asheville, N. C.

**J. Harold Ryan**  
Radio Station WSPD  
Toledo, O.

### *N.A.B. Sales Managers Committee*

**Lew Avery (Chairman)**  
Radio Stations WGR—WKBW  
Buffalo, N. Y.

**Frank Bishop**  
Radio Station KFEL  
Denver, Colo.

**Charles C. Caley**  
Radio Station WMBD  
Peoria, Ill.

**K. W. Church**  
Radio Station KMOX  
St. Louis, Mo.

**William R. Cline**  
Radio Station WLS  
Chicago, Ill.

**E. Y. Flanigan**  
Radio Station WSPD  
Toledo, O.

**Purnell Gould**  
Radio Station WFBR  
Baltimore, Md.

**Herbert Hollister**  
Radio Station KANS  
Wichita, Kans.

**Craig Lawrence**  
Radio Stations KSO-KRNT  
Des Moines, Ia.

**J. Buryl Lottridge**  
Radio Station KTUL  
Tulsa, Okla.

## N. A. B. PRESIDENTS, 1923-1938

Eugene F. McDonald, Jr. (WJAZ, Chicago, Ill.)	1923-1925
Frank W. Elliot (WHO, Des Moines, Ia.)	1925-1926
Earle C. Anthony (KFI, Los Angeles, Calif.)	1926-1928
William S. Hedges (WMAQ, Chicago, Ill.)	1928-1930
Walter J. Damm (WTMJ, Milwaukee, Wis.)	1930-1931
Harry Shaw (WMT, Cedar Rapids, Ia.)	1931-1932
J. Truman Ward (WLAC, Nashville, Tenn.)	1932-1933



**N. A. B. PRESIDENTS—Continued**

Alfred J. McCosker (WOR, New York City) .....	1933-1935
Leo Fitzpatrick (WJR, Detroit) .....	1935-1936
Charles W. Myers (KOIN, Portland, Ore.) .....	1936-1937
John Elmer (WCBM, Baltimore, Md.) .....	1937-1938
Phillip G. Loucks (counsel) .....	1938-
Mark Ethridge (WHAS, Louisville, Ky.) .....	1938
Neville Miller (ex-mayor, Louisville, Ky.) .....	1938

**N.A.B. CONVENTIONS, 1923-1938**

*Sixteen annual conventions, plus one special session, have been held in the history of the National Association of Broadcasters. Exact dates on the first four are not available from the N.A.B.:*

First annual convention, 1923 .....	Chicago, Ill.
Second annual convention, 1924 .....	New York City
Third annual convention, 1925 .....	New York City
Fourth annual convention, 1926 .....	New York City
Fifth annual convention, Sept. 19-21, 1927 .....	New York City
Sixth annual convention, Oct. 15-17, 1928 .....	Washington, D. C.
Seventh annual convention, Nov. 3-6, 1929 .....	West Baden, Ind.
Eighth annual convention, Nov. 17-19, 1930 .....	Cleveland, O.
Ninth annual convention, Oct. 26-28, 1931 .....	Detroit, Mich.
Tenth annual convention, Nov. 14-16, 1932 .....	St. Louis, Mo.
Eleventh annual convention, Oct. 9-11, 1933 .....	White Sulphur Springs, W. Va.
Twelfth annual convention, Sept. 17-19, 1934 .....	Cincinnati, O.
Thirteenth annual convention, July 8-11, 1935 .....	Colorado Springs, Colo.
Fourteenth annual convention, July 5-8, 1936 .....	Chicago, Ill.
Fifteenth annual convention, June 20-23, 1937 .....	Chicago, Ill.
Special convention, Oct. 12-13, 1937 .....	New York City
Sixteenth annual convention, Feb. 14-15, 1938 .....	Washington, D. C.





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## *Western Electric*

RADIO TELEPHONE BROADCASTING EQUIPMENT

# ENGINEERING

## ENGINEERING-EQUIPMENT MANUFACTURERS

In the lists which follow, manufacturers supplying services, accessories, and products necessary for the physical maintenance of broadcast plants are classified in two ways:

1. Informatively as to their personnel, address, phone number, etc.
2. By the products they manufacture.

The intention in making this listing has been to stay strictly within the limits of products most needed in stations. Any lists aiming at a wider field than the one attempted here would necessitate an entire book of no small dimensions.

**ACME SOUND CO.** (and **VIBRO-MASTER CO.**), 2744 Broadway, New York City. **Phone:** Academy 2-5130. **Executives:** H. N. Broyles, in charge of sales. **Equipment:** Portable and fixed recorders, playbacks. **Trade names:** "Acme," "Vibro-Master."

**AEROVOX CORP.**, 70 Washington St., Brooklyn, N. Y. **Phone:** Cumberland 6-0110. **Executives:** Charles Golenpaul, in charge of sales to the jobbing and servicing trade. **Equipment:** Resistors and condensers (oil, paper, electrolytic, mica, etc.). **Trade name:** "Aerovox."

**ALLIED PHONOGRAPH & RECORD MFG. CO.**, 1041 N. Las Palmas Ave., Hollywood, Cal. **Phone:** Hollywood 5107. **Executives:** Louis I. Goldberg. **Equipment:** Blank records, portable electrical reproducers, public address systems for same. **Trade names:** "Radio-Disc," "Port-Elec."

**ALLIED RADIO CORP.**, 833 W. Jackson Blvd., Chicago, Ill. **Phone:** Haymarket 6800. **Executives:** A. D. Davis, president. **Equipment:** Amplifiers, phono players, transcription reproducers; distribute recording equipment, microphones, phonograph motors and pickups, station chimes, transmitting tubes, communications receivers, transmitting and receiving parts and accessories, relay racks and panels, meters, tools, and hardware. **Trade name:** "Knight."

**ALLIED RECORDING PRODUCTS CO.**, 126 W. 46th St., New York City. **Phone:** Bryant 9-1435. **Executives:** I. H. Goldman and Jacob Strauss, partners. **Equipment:** Blanks for recordings, recording machines, and recording amplifiers. **Trade names:** "Allied Clean-Cut" and "Allied Professional."

**AMERICAN MICROPHONE CO.**, 1915 South Western Ave., Los Angeles, Cal. **Phone:** Parkway 0778. **Branch offices and managers:** D. R. Bittan, 27 Park Place, New York City; A. H. Bruning, 208 N. Wells St., Chicago, Ill.; Wm. Borghoff, 4018 Greer Ave., St. Louis, Mo.; Geo. Norris, 307 Wall St., Seattle, Wash.; R. A. Adams, 9440 Dexter Blvd., Detroit, Mich.; Ronald G. Bowen, Logan, Utah; J. U. McCarthy, 1768 Laurel Ave., St. Paul, Minn.; James Millar, 316 Ninth Ave., N.E., Atlanta, Ga.; H. A. Roes, 2004 Grand Ave., Kansas City, Mo.; A. A. Sinai, 26 Ninth St., San Francisco, Cal.; Royal Smith, 912 Commerce St., Dallas, Tex.; Charles W. Pointon, Queen at Bay Sts., Toronto, Canada; Forrest C. Valentine, Cal-Wayne Bldg., Fort Wayne, Ind. **Equipment:** Dynamic, crystal, carbon and electrostatic microphones and condensers. **Trade name:** "American."

**AMERICAN PIEZO SUPPLY CO.**, 3921 Agnes Ave., Kansas City, Mo. **Phone:** Wabash 0495. **Executives:** Howard F. Hill, manager. **Equipment:** Quartz crystals, crystal mountings of all types. **Trade name:** "Powertype."

**AMERICAN TRANSFORMER CO.**, 178 Emmet St., Newark, N. J. **Phone:** Bigelow 3-4444. **Executives:** T. M. Hunter, president; J. L. Schermerhorn, vice-president; A. A. Emlen, vice-president; F. B. Fauquier, treasurer. **Branch office:** 9 Rockefeller Plaza, New York City. **Equipment:** Audio transformers and reactors, plate transformers and reactors, filament transformers and reactors, modulation transformers and reactors, voltage regulators, and rectifiers. **Trade names:** "AmerTran" and "Transtat."



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# *Broadcast Equipment*

RCA MANUFACTURING CO., INC., CAMDEN, N. J. • A Service of the Radio Corporation of America  
NEW YORK: 1270 SIXTH AVENUE • CHICAGO: 589 E. ILLINOIS STREET • ATLANTA: 490 PEACHTREE STREET, N. E.  
DALLAS: 2211 COMMERCE STREET • SAN FRANCISCO: 170 NINTH STREET • HOLLYWOOD: 1016 N. SYCAMORE AVENUE

## EQUIPMENT MANUFACTURERS—Continued

- AMPEREX ELECTRONIC PRODUCTS, INC.**, 79 Washington St., Brooklyn, N. Y. **Phone:** Cu. 6-4430. **Executives:** A. Goldman, president; S. E. Norris, sales mgr. **Branch offices and officers:** 1623 S. Hill St., Los Angeles, Cal., C. R. Strassner; 3244 Western Ave., Seattle, Wash., Northwestern Agency, R. C. James. **Equipment:** Power transmitting tubes and rectifiers, both air cooled and water cooled. **Trade name:** "Amperex."
- AMPERITE CO.**, 561 Broadway, New York City. **Phone:** Canal 6-1446. **Equipment:** Velocity microphones (contact, hand, lapel, etc.), microphone floor and desk stands, boom stands, pre-amplifiers, input transformers. **Trade name:** "Amperite."
- AMPLIFIER CO. OF AMERICA**, 30 W. 20th St., New York City. **Phone:** Watkins 9-0916. **Executives:** J. J. Sloane, president; C. R. Shaw, vice-president; A. C. Shaney, general manager; J. J. Sloane, export manager; H. S. Manney, treasurer. **Equipment:** Pre-amplifiers, recording amplifiers, voltage amplifiers, power transformers, power amplifiers, audio transformers, modulators, check coils, compressors, equalizers, filters (low-pass, band-pass and high pass), and specialized electronic equipment. **Trade names:** "ACA" and "Gold Medal."
- AMPLION PRODUCTS CORP.**, 38 W. 21st St., New York City. **Phone:** Watkins 9-5524. **Executives:** Dr. I. S. Tanner, president; W. L. Woolf, assistant manager; Albert D. Stern, sales manager. **Equipment:** Recording equipment. **Trade name:** "Amplion."
- ANDREW, VICTOR J.**, 7221 So. Francisco Ave., Chicago, Ill. **Phone:** Prospect 8811. **Executives:** Victor J. Andrew in charge of sales; R. T. Van Niman, chief engineer. **Equipment:** Coaxial cable and fittings, antenna coupling units, coupling equipment for directional antennas, phase monitors for directional antennas, remote indicating antenna ammeters, radiator lighting filters, custom built broadcast and communication equipment. **Trade name:** "Andrew."
- ANSLEY RADIO CORP.**, 240 W. 23rd St., New York City. **Phone:** Chelsea 3-4980. **Executives:** Arthur C. Ansley, president; C. F. Ansley, vice-president; Anne Klein Ansley, secretary and treasurer. **Equipment:** Playback equipment for 16-inch transcriptions. **Trade name:** "Dyna-phone."
- ASTATIC MICROPHONE LABORATORY, INC.**, 830 Market St., Youngstown, O. **Phone:** 3-2115. **Executives:** R. T. Schottenberg, director of sales. **Representatives:** J. Walter Berggren, 2007 S. Michigan Ave., Chicago, Ill. J. M. Cartwright, 1288 Vinton Ave., Memphis, Tenn. R. L. Cooper, 3916 Morrell Ave., Kansas City, Mo. Merton A. Dobbin, 524 S. W. Pine St., Portland, Ore. M. E. Foster, 601 Cedar Lake Rd., Minneapolis, Minn. Hollingsworth & Still, Norris Bldg., Atlanta, Ga. L. H. Jackman, 2043 E. 77th St., Cleveland, O. Roland Moeller, 2105 N. Third St., Milwaukee, Wis. Byron L. Moore, 191 Starin Ave., Buffalo, N. Y. R. W. Mitchell, 2613 Broadway, Apt. 7, Indianapolis, Ind. John O. Olsen, 5314 Beelermont Place, Pittsburgh, Pa. (covers Virginia only). Wesley S. Scharp, 67 W. 44th St., New York City. J. Y. Schoonmaker, 4133 Shenandoah Ave., Dallas, Tex. Conrad R. Strassner, 1623 S. Hill St., Los Angeles, Cal. G. O. Tanner, American Bank Bldg., Pittsburgh, Pa. H. E. Walton, Francis Palms Bldg., Detroit, Mich. (Export), 5716 Euclid Ave., Cleveland, O.; C. O. Brandes, manager. Brush Crystal Products, 145 Wellington St., W., Toronto, Canada. Ditlevsen & Cia, Ltda., Buenos Aires, Argentina. B. R. Rand, Rio de Janeiro, Brazil. Desmaras & Cia, Ltda., Santiago de Chile, Chile. **Equipment:** Crystal microphones and pickups. **Trade name:** "Astatic."
- ATLAS RESISTOR CO.**, 423 Broome St., New York City. **Phone:** Canal 6-1054. **Executives:** William and Ethel Merrill, partners. **Export division:** 100 Varick St., New York City. **Equipment:** Wirewound resistors.
- AUDAK CO., INC.**, 500 Fifth Ave., New York City. **Phone:** Lackawanna, 4-3723. **Executives:** Maximilian Weil, president; George V. Sullivan, vice-president; J. C. Parvey, secretary. **Branch offices:** In all key U. S. cities. **Equipment:** Electrochromatic pickups and cutting heads. **Trade name:** "Audax."
- AUDIO PRODUCTS CO.**, 1017 N. Sycamore, Los Angeles, Cal. **Phone:** HI-2605. **Executives:** A. J. Edgcomb, owner. **Equipment:** Mixer controls, attenuators, potentiometers, V. I. net works, precision resistors, special equipment of all types for broadcast and sound recording; also special instrument work and manufacture of precision equipment.

## EQUIPMENT MANUFACTURERS—Continued

- BALCH & LIPPETT**, 16 N. Carroll St., Madison, Wis. **Phone:** Fairchild 739. **Executives:** Harold C. Balch and Grover H. Lippert, partners. **Services:** Studio design and building engineering.
- JOHN F. BEASLEY CONSTRUCTION CO.**, Manhattan Bldg., P. O. Box 1624, Muskogee, Okla. **Phone:** 4762. **Executives:** John F. Beasley, sole owner. **Equipment:** Erection of radiators (do not manufacture any equipment).
- BELL SOUND SYSTEMS, INC.**, 61 E. Goodale St., Columbus, O. **Phone:** MA 2436. **Executives:** F. W. Bell, president; M. M. Bell, secretary; A. W. Blanchard, vice-president. **Branch offices:** Export office at 308 W. Washington St., Chicago, Ill., J. C. Hill, manager. **Equipment:** Inter-communicating systems, electric phonograph units, amplifiers. **Trade names:** "Bell," "Belfone."
- BLAW-KNOX CO.**, Blawnox, Pittsburgh, Pa. **Phone:** Sterling 2700. **Branch offices:** Farmers Bank Bldg., Pittsburgh, Pa. Brown-Marx Bldg., Birmingham, Ala. Broad Street Station Bldg., Philadelphia, Pa. General Motors Bldg., Detroit, Mich. 1113 17th St., Washington, D. C. 342 Madison Ave., New York City. **Equipment:** Vertical radiators.
- BLILEY ELECTRIC CO.**, Union Station Bldg., Erie, Pa. **Phone:** 23-227. **Executives:** G. E. Wright, sales manager. **Equipment:** Quartz crystals, crystal holders, crystal ovens. **Trade name:** "Bliley Crystals."
- CARL HENRY BOLLER**, 4933 Pasadena Ave. Terrace, Los Angeles, Cal. **Phone:** Cleveland 65961. **Services:** Radio station and auditorium design.
- BOND ELECTRIC CORP.**, P. O. Drawer 906, New Haven, Conn. **Phone:** 6-0101. **Executives:** J. C. Calhoun, sales director. **Branch offices:** 2339 So. La Salle St., Chicago, Ill.; Henry Matthews in charge. 640 Second St., San Francisco, Cal.; C. H. Knight in charge. **Equipment:** "A," "B" and "C" batteries. **Trade name:** "Bond."
- BOONTON RADIO CORP.**, Fanny Road, Boonton, N. J. **Phone:** Boonton 8-0795. **Executives:** W. D. Loughlin, president; W. H. Albert, secretary and treasurer. **Equipment:** Type 100-a Q Meter, 106-a dielectric unit, 110-a QX-checker, 140-a beat frequency generator.
- BRIGHT STAR BATTERY CO.**, 200 Crooks Ave., Clifton, N. J. **Phone:** Lambert 3-3200. **Branch offices:** 1545 So. State St., Chicago, Ill.; L. A. Goodman, manager. 383 Brannam St., San Francisco, Cal.; F. W. Lawson, manager. **Equipment:** "A," "B" and "C" batteries of the dry cell type. **Trade name:** "Bright Star" or "Unedit."
- BRUNO LABORATORIES, INC.**, 30 W. 15th St., New York City. **Phone:** Gramercy 7-2940. **Equipment:** Velocity microphones (magnetic type), no voltage velotrons, voltage velotrons, cable assemblers with connectors, stands. **Trade name:** "Bruno."
- BRUSH DEVELOPMENT CO.**, 3311-25 Perkins Ave., Cleveland, O. **Phone:** Endicott 3315. **Representatives:** Arthur H. Baier, 5209 Euclid Ave., Cleveland, O. Frank Baumgarten, 403 Penn Ave., Pittsburgh, Pa. J. Walter Berggren, 2007 S. Michigan Ave., Chicago, Ill. C. O. Brandes, 5716 Euclid Ave., Cleveland, O. Brush Crystal Products, 145 Wellington St., W., Toronto, Canada. Robert L. Cooper, 3916 Morrell Ave., Kansas City, Mo. Merton A. Dobbin, 524 S. W. Pine St., Portland, Ore. Fred G. Groves, 2317 Third Ave., Richmond, Va. F. E. Harding, 5136 Thomas Ave., S., Minneapolis, Minn. Jack L. Hursch, Continental Oil Bldg., Denver, Col. Gerald B. Miller, 8208 Santa Monica Blvd., Los Angeles, Cal. Ray Perron, 211 Winthrop St., Taunton, Mass. Wm. F. Seeman, 91 North Drive, Buffalo, N. Y. W. S. Scharp, 67 W. 44th St., New York, N. Y. J. Y. Schoonmaker, 4133 Shenandoah Ave., Dallas, Tex. Maitland K. Smith, 635 N. Highland Ave., N.E., Atlanta, Ga. Harold E. Walton, Francis Palms Bldg., Detroit, Mich. (Export) C. O. Brandes, 5716 Euclid Ave., Cleveland, O. **Equipment:** High fidelity crystal headphones, all types crystal sound cell microphones, high fidelity phonograph pickups (both lateral and hill and dale: types PL-12 and PV-12). **Trade Name:** "Brush Piezo Electric Devices."
- BUD RADIO, INC.**, 5205 Cedar Ave., Cleveland, O. **Phone:** Henderson 7166. **Executives:** Max L. Haas, president and general manager. **Equipment:** Transmitting condensers, relay racks, panels, chassis, cabinets, R. F. chokes, sockets and plugs. **Trade name:** "Bud."
- BURGESS BATTERY CO.**, Freeport, Ill. **Phone:** Main 3300. **Executives:** Dr. C. F. Burgess, chairman of the board; D. W. Hirtle, president; O. W. Storey, secretary; D. Teare, treasurer. **Branch offices and officers:** 500 W. Huron St.,

## EQUIPMENT MANUFACTURERS—Continued

Chicago, Ill., D. W. Hirtle; 202 E. 44th St., New York City, L. Moffatt; E. Main St. and Brearly, Madison, Wis., B. S. Reynolds. **Equipment:** Dry cell A, B and C batteries. **Trade names:** "Burgess" and "Power House."

**WM. W. L. BURNETT RADIO LABORATORY**, 4814 Idaho St., San Diego, Cal. **Phone:** Hilcrest 6350-R. **Executives:** Wm. W. L. Burnett, engineer in charge. **Equipment:** All types of Piezo-electric crystals, crystal holders, ovens for crystal oscillator units, crystal oscillator units for frequency controlling devices and monitoring use, frequency measuring service, and laboratory and engineering service.

**CANADIAN MARCONI CO.**, 211 Sacrement St., Montreal, Canada. **Phone:** MA 7081. **Executives:** A. H. Ginman, president; R. M. Brophy, general manager. **Branch offices and officers:** Montreal, M. M. Elliott; Toronto, G. F. Eaton; Halifax, W. F. Souch; Vancouver, L. S. Hawkins; St. John's, J. J. Collins. **Equipment:** Long and short wave broadcast transmitters, R. F. amplifiers, studio amplifier assemblies, portable remote control amplifiers, station monitoring equipment, repeat amplifiers, monitor amplifiers, mixers, and switching panels. **Trade name:** "Marconi."

**C. F. CANNON CO.**, Springwater, N. Y. **Phone:** 53-1. **Executives:** Charles F. Cannon, manager. **Equipment:** Headsets. **Trade name:** "Cannon Ball."

**ALLEN D. CARDWELL MFG. CORP.**, 81 Prospect St., Brooklyn, N. Y. **Phone:** Triangle 5-0464. **Executives:** Allen D. Cardwell, president; James W. Tait, secretary-treasurer. **Representatives:** R. A. Adams, 9440 Dexter Blvd., Detroit, Mich.; Consolidated Sales Co., 742 Merchant St., Los Angeles, Cal.; Arnold Sinai, 26 Ninth St., San Francisco, Cal.; Charles H. Dolfuss, Jr., & Co., Film Exchange Bldg., Cleveland, O.; Hollinsworth & Still, Norris Bldg., Atlanta, Ga.; Instrument Sales Corp., 325 W. Huron St., Chicago, Ill.; Kay Sales Co., P. O. Box 1313, Tulsa, Okla.; K & M Engineering & Sales, 480 E. Jackson Road, Webster Groves, Mo.; A. D. Leban, 27 So. Robinson St., Philadelphia, Pa.; Northwestern Agencies, 3224 Western Ave., Seattle, Wash.; E. K. Seyd, 184 Sigourney St., Hartford, Conn.; Adolph Schwartz, 147-26 Elm Ave., Flushing, N. Y.; J. Earl Smith, P.O. Box 1805, Dallas, Tex.; Charles W. Pointon, Manning Chambers, Toronto, Ont., Can-

ada. **Equipment:** Fixed and variable air and oil dielectric capacitors for any transmitter power. **Trade names:** "Trim-air," "Midway-featherweight," "Standard."

**CELLUTONE RECORD MANUFACTURING CO.**, 1135 W. 42nd St., Los Angeles, Cal. **Phone:** University 2604. **Executives:** Sam W. Hawver. **Branch office:** Hollywood Electric Transcription office, 1512 W. Slauson Ave., Hollywood, Cal.; Fred M. Crandall in charge. **Equipment:** Portable 13½-in. recording outfit, recording heads, reproducing heads, reproducing needles (sapphire and steel), cutting stylii, instantaneous blanks, hold-down rings. **Trade name:** "Cellutone."

**CELOTEX CORP.**, 919 N. Michigan Ave., Chicago, Ill. **Phone:** Whitehall 7010. **Executives:** Bror G. Dahlberg, president; T. B. Monroe, C. G. Muench, O. S. Mansell, G. W. Hawkins and C. G. Rhodes, vice-presidents; W. W. Rogerson, treasurer. **Branch offices and officers:** Park Square Bldg., Boston, Mass., J. D. Keefe; 919 N. Michigan Ave., Chicago, Ill., J. I. Harvey; Hanna Bldg., Cleveland, O., G. Dinges; 837 Gravier St., New Orleans, La., A. C. Williamson; 101 Park Ave., New York City, H. W. Collins; Architects Bldg., Philadelphia, Pa., T. Pelzel; 2737 Washington Blvd., St. Louis, Mo., M. M. Greenwood; 210 S. Ninth St., Minneapolis, Minn., F. D. Casey; Architects Bldg., Los Angeles, Cal., L. J. Hackett. **Equipment:** Structural insulation for walls and ceilings, acoustical materials, and fill insulation for walls and ceilings. **Trade names:** "C-X Texbord," "Vapor-seal," "Promenade Traffic Top," "Traffic Board," "Mil-Flor Traffic Top," "Thermax," "V.L.T.I.," "Acousti-Celotex," "Calicel," "Calistone," "Absorbex," "Vibrafram," "Q-T-Duct-Liner," "Flexcell," and "Cemesto Board."

**CENTRALAB**, 900 E. Keefe Ave., Milwaukee, Wis. **Phone:** Edgewood 9200. **Executives:** H. E. Osmun, vice-president and sales manager. **Equipment:** Variable and fixed resistors, sound projection controls, selector switches. **Trade names:** "Centralab," "Radiohm."

**CINAUDAGRAPH CORP.**, 2 Selleck St., Stamford, Conn. **Phone:** 4-2146. **Executives:** John Sherman Hoyt, president; Sherman Reese Hoyt, H. W. Harwell, vice-presidents; H. C. Seaman, secretary-treasurer; D. P. O'Brien, director of sales. **Equipment:** Loudspeakers, magnet alloy. **Trade names:** "Cinaudagraph," "Magic," "Nipermag."

## EQUIPMENT MANUFACTURERS—Continued

**CLAROSTAT MANUFACTURING CO., INC.**, 285-7 N. Sixth St., Brooklyn, N. Y. **Phone:** Evergreen 8-8770. **Executives:** John Mucher, president; Stephen Mucher, vice-president; Jacob Mucher, treasurer and secretary. **Representatives:** In all principal cities. **Equipment:** Controls for amplifiers, both wire-wound and composition element, fixed resistors, L-pads, T-pads, attenuators. **Trade name:** "Clarostat."

**COLLINS RADIO CO.**, Cedar Rapids, Ia. **Phone:** 8198. **Executives:** Arthur A. Collins, president; M. H. Collins, W. J. Barkley, vice-presidents; Rose Hansen, secretary; R. S. Gates, treasurer. **Branch offices and officers:** 11 W. 42nd St., New York City, W. J. Barkley; Edificio La Nacional, Mexico, D. F., W. E. Houk. **Equipment:** Aircraft transmitters, aeronautical ground station transmitters, marine transmitters, amateur transmitters, portable transmitters, relay broadcast transmitters, broadcast transmitters, H.F. and U.H.F. transmitters, commercial and private point-to-point and emergency transmitters, municipal-state-federal government transmitters, pre-amplifiers, portable remote pick-up amplifiers, bridging amplifiers, power amplifiers, program amplifiers, recording amplifiers, monitoring amplifiers, volume limiting amplifiers, line equalizers, volume indicator panels, power supplies, mixing panels, attenuators, studio control consoles, transmitter control consoles, studio speech input assemblies (rack mounted), transmitter speech input assemblies (rack mounted), contract manufacturing of communication equipment.

**COMMERCIAL RADIO EQUIPMENT CO.**, 7134-36 Main St., Kansas City, Mo. **Phone:** Jackson 5302. **Executives:** Everett L. Dillard, president and general manager; Herbert Steinmetz, assistant manager; Robert Wolfskill, sales manager; Paul Martin, advertising manager. **Equipment:** FC-2 frequency control units, precision frequency measurements, heater ovens, low drift crystals, variable air-gap holders, and metal boxes. **Trade name:** "Tru-Axis."

**COMPO-BOARD CO.**, 4400 Lyndale Ave., No., Minneapolis, Minn. **Phone:** Cherry 2724. **Equipment:** Wall board for studio construction.

**CONQUEST ALLIANCE CO., INC.**, 515 Madison Ave., New York City. **Phone:** Plaza 3-5650. **Executives:** Clarence H. Venner, president; Albert M. Martinez,

vice-president; Leslie Hirstius, secretary. **Branch office:** 203 N. Wabash Ave., Chicago, Ill., Alfred V. Bamford, manager. **Equipment:** Portable audition units, portable radio receivers and playback combinations. **Trade name:** "Conquest."

**CONTINENTAL CARBON, INC.**, 13900 Lorain Ave., Cleveland, O. **Phone:** Clearwater 3962. **Executives:** S. H. Fleming, president. **Branch office:** Continental Carbon of Canada, Ltd., 54 Sumach St., Toronto; S. Roy Paisley in charge. **Equipment:** Carbon resistors ( $\frac{1}{4}$  to 5 watts), precision and semi-precision resistors, paper condensers, interference suppressors, interference filter units, transmitting condensers, and general service capacitors. **Trade name:** "Filternoys."

**CORNELL-DUBILIER ELECTRIC CORP.**, 1000 Hamilton Blvd., South Plainfield, N. J. **Phone:** Plainfield 6-9000. **Executives:** Octave Blake, president; William Dubilier and C. H. Caine, vice-presidents; Haim Beyer, secretary and treasurer; L. F. Geiser, assistant treasurer. **Branch offices and officers:** W. Bert Knight, Inc. (in charge of W. Bert Knight), 115 W. Venice Blvd., Los Angeles, Cal.; Caine Sales Co. (in charge of C. H. Caine), 605 W. Washington St., Chicago, Ill. **Equipment:** Capacitors. **Trade names:** "Cub," "Micadon," "Dykanol," and "Quietone."

**HENRY L. CROWLEY & CO., INC.**, 1 Central Ave., West Orange, N. J. **Phone:** Orange 3-8602. **Executives:** Henry L. Crowley, president. **Equipment:** Ceramic insulation, condensers, resistors, and magicores. **Trade name:** "Crolite."

**CURTIS CONDENSER CORP.**, 3088 W. 106th St., Cleveland, O. **Phone:** Clearwater 1257. **Branch offices:** Represented by various manufacturer's representatives; Continental Carbon of Canada, 54 Sumach St., Toronto; Technical Products International, 135 Liberty St., New York City (export trade). **Equipment:** Electrolytic condensers. **Trade names:** "Curtis," "Marvel," also several private brand names.

**DAVEN CO.**, 158 Summit St., Newark, N. J. **Phone:** Market 2-2468. **Executive:** Lewis Newman, president. **Equipment:** Single and dual potentiometers, special rotary switches, filament rheostats, mixer panels, variable and fixed attenuators, faders, volume indicators, output meters, line equalizers, attenuation boxes, multipliers, laboratory equip-



## EQUIPMENT MANUFACTURERS—Continued

ment, speech input control apparatus, decade resistances, resistances, gain sets, power output meters, special test equipment.

**MICHAEL J. DE ANGELIS**, Investment Bldg., Pittsburgh, Pa. **Executives:** M. J. De Angelis; Mortimer Bacon; Michael LaRose; Herbert Lawrence. **Branch offices:** Chicago and Detroit (no addresses given). **Services:** Studio design, interior designing, and equipment designing.

**TOBE DEUTSCHMANN CORP.**, Canton, Mass. **Phone:** Canton 0650. **Equipment:** paper replacements for electrolytic condensers, capacitors, transmitting condensers, condenser bridges and analyzers, noise and fault locators. **Trade name:** "Tobe," "Pluggin," "Filter-Mite."

**DOOLITTLE & FALKNOR, INC.**, 7421-23 So. Loomis Blvd., Chicago, Ill. **Phone:** Stewart 2809. **Executives:** E. M. Doolittle, officer in charge of home office. **Branch offices:** Doolittle & Falknor, Inc. (export office), 330 So. Wells St., Chicago, Ill., Harry J. Scheel in charge. Frazer & Co., Ltd., 7 Front St., San Francisco, Cal., O. C. Hansen in charge. **Equipment:** Radio transmitters, coaxial cable, frequency measuring devices, frequency controlling devices, modulation meters, field strength meters, antenna coupling equipment.

**DRIVER-HARRIS CO.**, Harrison, N. J. **Branch offices and managers:** 1138 W. Washington Blvd., Chicago, Ill.; K. H. Hobbie, New Center Bldg., Detroit, Mich.; W. E. Blythe, 7016 Euclid Ave., Cleveland, O.; L. V. Prior. **Equipment:** Wire and special alloys. **Trade name:** "Nichrome."

**ALLEN B. DU MONT LABORATORIES, INC.**, 2 Main Ave., Passaic, N. J. **Phone:** Passaic 3-1616. **Executives:** Allen B. Du Mont, president; Thomas T. Goldsmith, director of research. **Export office:** 15 E. 26th St., New York City; J. van der Voort, in charge. **Equipment:** Cathode ray oscillographs, cathode ray tubes, oscillographs. **Trade names:** "Oscillotrons," "Teletrans," "Phasmajectors."

**EASTERN MIKE-STAND CO.**, 56 Christopher Ave., Brooklyn, N. Y. **Phone:** Dickens 2-3538. **Executives:** S. Sherman, manager; Mr. Nestell, sales director. **Branch offices:** Rocke International Electric Corp., 100 Varick St., New York City (South American export). **Equipment:** Microphone stands of all types. **Trade name:** "Eastern."

**EITEL-McCULLOUGH, INC.**, 798 San Mateo Ave., San Bruno, Cal. **Phone:** San Bruno 117. **Executives:** W. W. Eitel and J. A. McCullough. **Equipment:** Grid control rectifiers (types 35T, 100T, 250T, 450T, 750T, 1000 UHF, Ky21), plain rectifiers (type RX21). **Trade name:** "Eimac."

**ELECTRO-VOICE MFG. CO., INC.**, 324 E. Colfax Ave., South Bend, Ind. **Phone:** 3-7764. **Executives:** A. R. Kahn, president; M. L. Kahn, secretary and treasurer. **Equipment:** Microphones, and microphone stands. **Trade name:** "Electro-Voice."

**EMAR INSTRUMENT CORP.**, 12 Marshall St., Caldwell, N. J. **Executives:** M. P. Frutchey, Jr. **Equipment:** Sound recorders for disc recording, reproducers for disc recordings, equalizers, amplifiers, and associated recording equipment.

**EPHPHONE, INC.**, 142 W. 14th St., New York City. **Phone:** Chelsea 2-4408. **Executives:** E. A. Stathopoulos, president; O. A. Stathopoulos, vice-president and treasurer; F. N. Stathopoulos, secretary. **Equipment:** Amplifiers for musical instruments, amplifiers for public address systems, microphones with volume controls on the mike, and electronic musical instruments. **Trade names:** "Electar" and "Ephphone."

**EVANSTON SOUND PROOF DOOR CO.**, 1500 Lincoln St., Evanston, Ill. **Phone:** Greenleaf 1975. **Executive:** Irving Hamlin, inventor, patentee, manufacturer and distributor. **Regional agents:** D. B. Curll Lumber Co., Philadelphia, Pa.; J. F. Haldeman, Century Bldg., Pittsburgh, Pa.; A. L. Oppenheimer, 211 Woodward Ave., Detroit, Mich.; Emil Lecoutour, 4533 Tower Grove Place, St. Louis, Mo.; George S. Nobles, 1 E. 42nd St., New York City. **Equipment:** Sound proof doors.

**FAIRCHILD AERIAL CAMERA CORP.**, 88-06 Van Wyck Blvd., Jamaica, Long Island, N. Y. **Phone:** Jamaica 6-3800. **Executive:** R. H. Lasche, manager sound equipment division. **Equipment:** Portable recording equipment, lateral recording heads, lateral pickups, recording amplifiers.

**JOHN E. FAST & CO.**, 3123 N. Crawford Ave., Chicago, Ill. **Phone:** Pensacola 7160. **Equipment:** Condensers and capacitors (paper type with both oil and wax impregnation). **Trade name:** "Fast."

## EQUIPMENT MANUFACTURERS—Continued

- FEDERAL TELEGRAPH CO.**, 200 Mt. Pleasant Ave., Newark, N. J. **Phone:** Humboldt 2-7000. **Executives:** Admiral L. McNamee, president; St. George Lafitte, vice-president; T. E. Nivision, assistant vice-president; James E. Wallen, comptroller; James C. Phelps, secretary; Charles R. Rimpo, treasurer; W. F. Fischer, assistant comptroller; William J. Pallas, assistant secretary. **Equipment:** Transmitting equipment, transmitting tubes, rectifiers and amplifiers.
- GATES RADIO & SUPPLY CO.**, Quincy, Ill. **Phone:** Main 735. **Executives:** P. S. Gates. **Branch offices:** 5334 Hollywood Blvd., Hollywood, Cal.; Norman B. Neely in charge. 1913 Washington Ave., St. Louis, Mo.; F. J. Bullivant in charge. **Equipment:** Complete studio apparatus, speech input equipment, microphones, remote control apparatus, transcription turntables, monitor systems, audio compressors (type 17B), all types of accessories, including rack cabinets, loud speaker cabinets, transmitting tubes, public address systems, amplifiers, speakers.
- GENERAL COMMUNICATION PRODUCTS, INC.**, 6245 Lexington Ave., Hollywood, Cal. **Phone:** Granite 6181. **Executives:** W. E. Brainard, president; R. B. Walder, vice-president; H. H. Hanseth, secretary-treasurer. **Equipment:** Speech input equipment, recording equipment, oil damped cutting heads, and 24-hour recorders. **Trade name:** "Acoustigraph."
- GENERAL ELECTRIC CO.**, 1 River Road, Schenectady, N. Y. (Branch offices and representatives in all principal U. S. cities.) **Equipment:** Police radio apparatus (medium high-frequency one-way, ultra high-frequency one-way and two-way, and medium high-frequency-ultra-high frequency combination two way), and radio apparatus for all branches of the U. S. Government. **Trade name:** "G. E."
- GENERAL ENGINEERS**, 2241 Garrett Road, Drexel Hill, Pa. **Phone:** Clearbrook 878. **Executives:** Alfred S. Burke; Theodore Leaf. **Equipment:** Remote amplifiers, speech input equipment, transmitters, and all types of special radio equipment custom built.
- GENERAL RADIO CO.**, 30 State St., Cambridge, Mass. **Phone:** Trowbridge 4400. **Executives:** A. E. Thiessen, commercial engineering manager. **Branch offices:** Room 1504, 90 West St., New York City; F. Ireland, manager. 1000 No. Seward St., Los Angeles, Cal.; M. T. Smith, manager. **Equipment:** Frequency monitors, frequency limit monitors (for high-frequency), modulation monitors, distortion and noise meters, oscillators, wave analyzers, volume controls, adjustable transformers for line-voltage control, standard-signal generators (for field-intensity measurements), power level indicators, adjustable attenuators. **Trade names:** "General Radio," "Variac."
- GOULD STORAGE BATTERY CORP.**, 35 Neoga St., Depew, N. Y. **Phones:** Jefferson 7907; Lancaster 322. **Executives:** A. H. Daggett, president; H. J. McKay, vice-president in charge of production; Herbert King, vice-president in charge of sales. **Factory points:** 12th and McKinley Sts., Chicago Heights, Ill.; 1601 Oakland Ave., Kansas City, Mo.; 2678 Lacy St., Los Angeles, Cal.; 955 39th St., North Bergen, N. J.; 4935 Cass St., Dallas, Tex.; 1060 Murphy Ave., S. W., Atlanta, Ga.; 1728 Roblyn Ave., St. Paul, Minn. **Equipment:** Storage batteries of all types.
- GRAYBAR ELECTRIC CO., INC.**, Graybar Bldg., New York City. **Phone:** Mohawk 4-4000. **Offices and managers:** 420 Lexington Ave. (Graybar Bldg.), New York City; A. J. Eaves and G. L. Donnett, managers. 108 Varick St., New York City; F. J. Stahl and J. W. La Marque, managers. 287 Columbus Ave., Boston, Mass.; J. P. Lynch, manager. 910 Cherry St., Philadelphia, Pa.; W. W. Ponsford and A. S. Wise, managers. 6th and Cary Sts., Richmond, Va.; L. E. Walker and F. L. Allman, managers. 167-173 Walton St., N. W., Atlanta, Ga.; D. B. McKey, manager. 1010 Rockwell Ave., Cleveland, O.; L. B. Hathaway, manager. 37 Water St., Pittsburgh, Pa.; W. A. Wayman, manager. 55 W. Canfield Ave., Detroit, Mich.; K. S. Deichman, manager. 310 Elm St., Cincinnati, O.; R. E. Moore, manager. 500 S. Clinton St., Chicago, Ill.; H. S. Taylor, manager. 413-17 So. 4th St., Minneapolis, Minn.; G. E. Brown, manager. 1220 Spruce St., St. Louis, Mo.; W. E. Henges, manager. 1644 Baltimore Ave., Kansas City, Mo.; R. G. McCurdy and J. A. Costelow, managers. Austin and Wood Sts., Dallas, Tex.; Vernon R. Young and Cecil Ross, managers. 9th and Howard Sts., San Francisco, Cal.; W. H. Johnson, manager. 201 Santa Fe Ave., Los Angeles, Cal.; J. H. Ganzenhuber, manager. King and Occidental Sts., Seattle, Wash.; C. A. Marten, manager. **Equipment:** Transmitters, vertical radiators, speech input equipment, micro-

## EQUIPMENT MANUFACTURERS—Continued

phones, tubes of all types, frequency monitors, amplifiers, rectifiers, meters, resistances, transformers, motor generators, and associated apparatus; police equipment. **Trade name:** "Western Electric."

**HAMMARLUND MANUFACTURING CO., INC.,** 424-438 W. 33rd St., New York City. **Phone:** Lackawanna 4-3023. **Representatives:** A. M. Baehr, 1400 W. 25th St., Cleveland, O.; D. H. Burcham, 917 S. W. Oak St., Portland, Ore.; R. M. Campion, P. O. Box 1401, Station "A", Dallas, Tex.; L. G. Cushing, 540 N. Michigan Ave., Chicago, Ill.; B. J. Fitzner, 153 E. Elizabeth St., Detroit, Mich.; Henger-Seltzer, 130 S. Hewitt St., Los Angeles, Cal.; Hodges & Glomb, 1264 Folsom St., San Francisco, Cal.; Murphy & Cota, 291 Peachtree St., N. E., Atlanta, Ga.; E. R. Peel, 154 E. Erie St., Chicago, Ill.; W. S. Trinkle, 1438 N. 13th St., Philadelphia, Pa.; White Radio, Ltd., 41 West Ave., No., Hamilton, Ont., Canada. **Equipment:** Commercial receivers, variable transmitting condensers, transmitting neutralizing condensers (aluminum disc type), coil forms, sockets, radio frequency choke coils, and coil and tube shields. **Trade name:** "Super-Pro."

**HARDWICK, HINDLE, INC.,** 40 Hermon St., Newark, N. J. **Phone:** Market 2-8200. **Executives:** A. H. Hardwick, president. **Equipment:** Fixed resistors, tapped resistors, adjustable resistors, and power rheostats.

**HARTENSTINE-ZANE CO., INC.,** 225 Broadway, New York City. **Phone:** Barclay 7-8390. **Executives:** H. J. Zane, Jr., president and treasurer; Charles J. Hartenstine, vice-president and secretary; M. A. Hartenstine, assistant secretary. **Equipment:** Installation of radio towers, tower erection, tower painting and lighting, and installation of radial ground systems and counterpoise work.

**HEINZ & KAUFMAN, LTD.,** South San Francisco, Cal. **Phones:** South San Francisco 1515; Delaware 7676. **Executives:** W. Noel Eldred, sales engineer. **Equipment:** Gammatron transmitting tubes, compressed gas condensers, concentric transmission lines.

**HIPOWER CRYSTAL CO.,** 2035-49 Charleston St., Chicago, Ill. **Phone:** Armitage 0654. **Executives:** R. W. Groth, Frank Lazarik. **Equipment:** Filter crystals; crystal holders; frequency standard crystals. **Trade name:** "Hipower."

**HOKE VERTICAL RADIATOR CO.,** Petersburg, Va. **Executive:** John J. Hoke. **Equipment:** Vertical radiators (manufacture and erection). **Trade name:** "Hoke."

**IDEAL COMMUTATOR DRESSER CO.,** 1074 Park Ave., Sycamore, Ill. **Phone:** 77. **Executives:** B. E. Holub, sales manager. **Branch offices with officers in charge:** 61 E. 11th St., New York City; R. W. Becker, Fulton Bldg., Pittsburgh, Pa.; R. F. Waldo, 320 S. Jefferson St., Chicago, Ill.; E. L. Jones. **Equipment:** Portable electric blowers, fuse clip clamps, portable electric vacuum cleaners, voltage-current-speed regulators, wire strippers, wire-solderless-tapeless connectors. **Trade names:** "Ideal," "3-in-1."

**INSULINE CORP. OF AMERICA,** 23-25 Park Place, New York City. **Phone:** Barclay 7-4460. **Executives:** S. J. Spector and Ed. J. Cohen, sales directors. **Equipment:** Steel chasses (transmitter, amplifier), steel cabinets, jacks and plugs, bakelite sockets, pencil type test leads, dials, transmitting chokes, stand-off insulators, couples, coil plugs, coil forms, panels. **Trade name:** "ICA."

**INSULITE CO.,** 1100 Builders Exchange Bldg., Minneapolis, Minn. **Phone:** Atlantic 4551. **Executives:** E. H. Batchelder, Jr., senior vice-president; E. W. Morrill, general sales manager. **Branch offices and officers:** E. A. Anderson, 101 Park Ave., New York City; H. S. Cheney, 475 Brannan St., San Francisco, Cal.; A. R. Exiner, 205 W. Wacker Drive, Chicago, Ill.; Frank Barton, Builders Exchange Bldg., Minneapolis, Minn.; C. F. Heym, 1206 S. Vandeventer Ave., St. Louis, Mo. **Equipment:** Building board, lock-joint laths, plaster base, tile board, interior finish planks, acoustical correction materials, hard board products. **Trade names:** "Ins-light," "Graylite," "Bildrite," "Lok-Joint," "Acoustilite."

**INTERNATIONAL DERRICK AND EQUIPMENT CO.,** 875 Michigan Ave., Columbus, O. **Phone:** University 2123. **Executives:** Charles E. Schuler, manager electrical department. **Branch offices and managers:** Beaumont, Tex., R. R. Bloss, Dallas, Tex.; E. H. Eddleman, Houston, Tex.; L. L. Powell, Kilgore, Tex.; J. A. Tidball, Tulsa, Okla.; C. M. Powell, New York City; A. L. Woracek, Los Angeles, Cal.; L. R. Wells, Torrance, Cal.; J. D. McEwen. **Equipment:** Vertical radiators, either self-supporting, or uniform cross-section guyed type.

## EQUIPMENT MANUFACTURERS—Continued

**Trade name:** 'Ideco.' (Note: This firm is a division of the International-Stacey Corp.).

**INTERNATIONAL RESISTANCE CO.,** 401 No. Broad St., Philadelphia, Pa. **Phone:** Walnut 2166. **Executives:** Dan Fairbanks, sales manager, merchandise division. **Branch offices:** George E. Anderson, Santa Fe Bldg., Dallas, Tex. Albert M. Baehr, 1400 W. 25th St., Cleveland, O. Ronald G. Bowen, Logan, Utah. S. B. Darmstader, 520 N. Michigan Ave., Chicago, Ill. B. J. Fitzner, 153 E. Elizabeth St., Detroit, Mich. James P. Hermans Co., 235 Ninth St., San Francisco, Cal. Hollingsworth & Still, 407 Norris Bldg., Atlanta, Ga. H. A. Killam, 131 S. W. Fourth Ave., Portland, Ore. Vernon C. Macnabb, 5105 N. Capital Ave., Indianapolis, Ind. D. N. Marshank, 2022 W. 11th St., Los Angeles, Cal. J. U. McCarthy, 1768 Laurel Ave., St. Paul, Minn. J. E. Muniot, 1006 Carondelet St., New Orleans, La. Ray Perron, 211 Winthrop St., Taunton, Mass. Reid Sales Corp., 310 E. 17th St., Kansas City, Mo. Perry Saftler, 53 Park St., New York City. Harry B. Segar, Elliott Square Bldg., Buffalo, N. Y. George O. Tanner, 600 Grant St., Pittsburgh, Pa. Wood & Anderson, 915 Olive St., St. Louis, Mo. **Equipment:** Insulated metallized resistors, power wire wound resistors, precision resistors, volume controls, resistance analyzers. **Trade name:** "IRC."

**ISOLANITE, INC.,** 343 Cortland St., Belleville, N. J. **Phone:** Belleville 2-1316. **Sales office:** 233 Broadway, New York City; phone Rector 2-9274. **Executives:** R. S. Bicknell, vice-president and general manager; H. G. Beebe in charge of sales office. **Equipment:** Ceramic insulators, coaxial transmission lines, vacuum tube bases. **Trade name:** "Isolanite."

**JACOBS, CHARLES F.,** 270 Lafayette St., New York City. **Phone:** Canal 6-0715. **Executives:** Charles F. Jacobs. **Equipment:** Antenna spreader for 4, 6 or 8 wire cage systems; adjustable separator for construction of two-wire open R. F. feedlines used in connection with Hertz antenna systems.

**JENSEN RADIO MANUFACTURING CO.,** 6601 S. Laramie Ave., Chicago, Ill. **Phone:** Portsmouth 7600. **Executives:** Thomas A. White, sales manager; Jules Cohn, Adolph Friedman, Charles A. Hansen. **Branch offices:** 212 Ninth St., Oakland, Cal.; 220 E. 23rd St., New York

City; 946 S. Flower St., Los Angeles, Cal. **Equipment:** Monitoring and audition loudspeakers. **Trade name:** "Jensen High Fidelity Reproducers."

**E. F. JOHNSON CO.,** Waseca, Minn. **Phone:** Waseca 432. **Executives:** E. F. Johnson. **Export office:** M. Simons & Son Co., Inc., 25 Warren St., New York City; E. F. Gordon. **Equipment:** Antenna coupling equipment, tower lighting chokes, concentric lines, antenna insulators, pressure and air condensers, inductors, radio frequency chokes, stand-off and lead-in insulators.

**KENYON TRANSFORMER CO.,** 840 Barry St., New York City. **Phones:** Intervail 9-7000. **Executives:** F. P. Kenyon, president; W. G. Many, sales manager. **Equipment:** Transformers, and reactors for transmitters. **Trade name:** "Kenyon."

**KROKYN & BROWNE,** 120 Milk St., Boston, Mass. **Phone:** Liberty 6689. **Executives:** J. Frederick Krokyn and Ambrose A. Browne. **Services:** General theatrical designing.

**THOMAS W. LAMB, INC.,** 701 Seventh Ave., New York City. **Phone:** Medallion 3-3756. **Executives:** Thomas W. Lamb, president; R. T. Hoidge, treasurer. **Services:** Architectural designing.

**LAPP INSULATOR CO., INC.,** Le Roy, N. Y. **Phone:** 385. **Executives:** Brent Mills, sales manager. **Equipment:** Radio standoff insulators, dead-end insulators, transmission line insulators, entrance insulators, radio structure insulators (for both guyed and self-supporting masts); also porcelain water coils for cooling transmitter tubes.

**JOHN LATENSER & SONS, INC.,** 1307 Farnam St., Omaha, Neb. **Phone:** Jackson 2394. **Executives:** Frank Latenser, secretary and treasurer. **Services:** All types of architectural work for broadcast stations.

**LEFEBURE CORP.,** 3117 First Ave., Cedar Rapids, Ia. **Phone:** 6541. **Executives:** E. D. Greedy, general manager; L. T. LeFebure, sales manager; R. T. Ackerman, radio equipment sales. **Pacific Coast representative:** Don C. Wallace, 4214 Country Club Drive, Long Beach, Cal. **Equipment:** Steel transmitter and relay rack cabinets, steel and aluminum panels for same, custom built steel equipment for broadcast stations including control desks, transcription-record-

## EQUIPMENT MANUFACTURERS—Continued

ing-sound effects trucks and desks, etc., and accounting systems, engineers' reports, station logs, etc.

**LEHIGH STRUCTURAL STEEL CO., 17** Battery Place, New York City. **Phone:** Whitehall 4-1424. **Executives:** J. F. Neary, head of the radio division. **Equipment:** Vertical radiators and radio towers.

**LIFETIME CORP., 1010-1012** Madison Ave., Toledo, O. **Phone:** Main 5643. **Executives:** Wm. H. Manoff, president; F. L. Church, vice-president and chief engineer. **Equipment:** Carbon, dynamic and velocity microphones, microphone stands and accessories, speakers, trumpets, baffles, portable electric turntables, microphone and power transformers, and cable. **Trade names:** "Lifetime" and "Conversafone."

**JOHN E. LINGO AND SON, INC., 28th** St. and Van Buren Ave., Camden, N. J. **Phone:** Camden 487. **Executives:** A. E. Lingo, president; E. Pitou, vice-president; J. E. Lingo, secretary; H. Davidson, treasurer; Wesley Thompson, engineer. **Equipment:** Vertical radiators, and portable vertical radiators for field use. **Trade name:** "Lingo."

**LITTELFUSE LABORATORIES, 4238** Lincoln Ave., Chicago, Ill. **Phone:** Bittersweet 2333. **Executives:** E. V. Sundt, general manager. **Equipment:** Instrument fuses, aircraft anti-vibration fuses; radio fuses; fuse mountings; Neon test lamps. **Trade names:** "Littelfuse;" "Tattelite."

**LOCKE INSULATOR CORP.,** South Charles and Cromwell Sts., Baltimore, Md. **Phone:** South 2620. **Offices and executives:** Red Rock Bldg., Atlanta, Ga.; G. A. Goddard, Munsey bldg., Baltimore, Md.; J. D. Potts, 201 Devonshire St., Boston, Mass.; C. W. Roberts, 230 So. Clark St., Chicago, Ill.; A. M. Jackson, 1801 No. Lamar St., Dallas, Tex.; C. C. Pilgrim, 1221 Baltimore Ave., Kansas City, Mo.; A. L. Starr, Union Bldg., New Orleans, La.; H. J. Geiger, 570 Lexington Ave., New York City; C. H. Wheeler, Mitten Bldg., Philadelphia, Pa.; J. G. Dellert, 436 7th Ave., Pittsburgh, Pa.; A. H. Burnham, 4518 Grove Ave., Richmond, Va.; Carl Forsythe, 1 River Road, Schenectady, N. Y.; E. C. Vrooman. **Equipment:** Tower base insulators, antenna insulators, guy insulators, lead-in and stand-off insulators, transmission line insulators, special porcelains.

**TRUEMAN E. MARTINIE,** Miners Bank Bldg., Joplin, Mo. **Phone:** 666. **Executives:** Trueman E. Martinie, architect. **Services:** Interior and exterior designing, construction of buildings, and acoustical engineering.

**MICAMOLD RADIO CORP., 1087-1095** Flushing Ave., Brooklyn, N. Y. **Phone:** Stagg 2-9820. **Executives:** E. B. Tyler, sales manager. **Equipment:** Capacitors and resistors. **Trade name:** "Micamold."

**MILES REPRODUCER CO., INC., 812** Broadway, New York City. **Phone:** Gramercy 5-9466. **Executives:** J. M. Kuhlrik, president; S. R. Birnbaum, secretary; H. B. Kuhlrik, treasurer. **Equipment:** Amplifiers, recording machines, microphones, sound-on-film, inter-office communication devices, microphone stands, speakers, voice coils, and baffles. **Trade names:** "Miles," "Privaphone," "Vocaphone," "Filmograph."

**MIRROR RECORD CORP., 58 W. 25th St.,** New York City. **Phone:** Chelsea 3-2222. **Executives:** P. K. Trautwein, president. **Equipment:** Plain aluminum discs, acetate coated blank discs; cutting and playback needles; other recording accessories. **Trade name:** "Mirror."

**NATIONAL BATTERY CO., 1728** Roblyn Ave., St. Paul, Minn. **Phone:** Nestor 6371. **Executives:** A. H. Dagget, president; H. J. McKay, vice-president in charge of production; Herbert King, vice-president in charge of sales. **Sales offices:** 400 W. Madison St., Chicago, Ill.; 369 Lexington Ave., New York City; 170 Russ St., San Francisco, Cal.; 2014 Market St., Denver, Colo. **Factory points:** 12th and McKinley Sts., Chicago Heights, Ill.; 35 Neoga St., Depew, N. Y.; 1601 Oakland Ave., Kansas City, Mo.; 2678 Lacy St., Los Angeles, Cal.; 955 39th St., North Bergen, N. J.; 1728 Roblyn Ave., St. Paul, Minn.; 4935 Cass St., Dallas, Tex.; 1060 Murphy Ave., S. W., Atlanta, Ga. **Equipment:** Storage batteries of all types. **Trade name:** "National."

**NATIONAL UNION RADIO CORP., 570** Lexington Ave., New York City. **Phone:** Wickersham 2-8300. **Executives:** R. H. Van Dusen, assistant general sales manager. **Branch offices and officers:** 540 No. Michigan Ave., Chicago, Ill.; H. H. Kunkler, general sales manager. 1479 W. Adams Blvd., Los Angeles, Cal.; J. W. Marsh, district manager. 367 Fourth St., San Francisco, Cal.; J. W. Marsh, district manager. 440 W. Peachtree St., N.

## EQUIPMENT MANUFACTURERS—Continued

- W. Atlanta, Ga.; M. F. Taylor, regional manager. **Equipment:** Cathode ray tubes, photo electric cells, exciter lamps, panel lamps. **Trade name:** "National Union."
- NEW JERSEY ERECTORS**, 346 Broadway, Newark, N. J. **Phone:** Humboldt 3-9720. **Executives:** B. I. Samuels, manager. **Equipment:** Contract for erection of broadcast antennae, foundations, ground systems, painting and lighting.
- NEWARK TRANSFORMER CO.**, 17 Frel-inghuysen Ave., Newark, N. J. **Phone:** Bigelow 3-3577. **Executives:** M. J. Herold, president; Charles Urban, secretary-treasurer. **Equipment:** Power transformers and reactors.
- NORTHERN ELECTRIC CO., LTD.**, 1261 Shearer St., Montreal, Que., Canada. **Phone:** Wilbank 3131. **Executives:** F. F. Fulton, special products general sales manager. **Branch offices and managers:** 131 Simcoe St., Toronto; W. R. Ostrom, 65 Rorie St., Winnipeg; W. T. Hunt, 150 Robson St., Vancouver; T. C. Clarke, 86 Hollis St., Halifax; F. W. Johnson. **Equipment:** Transmitters, speech input equipment, microphones, vacuum tubes, vertical radiators.
- OAK MANUFACTURING CO.**, 711 W. Lake St., Chicago, Ill. **Phone:** Monroe 6680. **Executives:** Edward F. Bessey, president. **Equipment:** Rotary and push button switches, and synchronous, non-synchronous and split reed type vibrators.
- OPPENHAMER & OBEL**, 110 S. Washington St., Green Bay, Wis. **Phone:** Adams 5342. **Executives:** W. A. Oppenhamer and I. A. Obel. **Branch office:** 610½ Third St., Wausau, Wis. **Services:** All architectural and engineering work for broadcast stations.
- PACENT ENGINEERING CORP.**, 79 Madison Ave., New York City. **Phone:** Ashland 4-1586. **Executives:** L. G. Pacent, president and treasurer; B. W. Wooley, secretary. **Export agents:** Bizelle & Co., 220 W. 42nd St., New York City. **Equipment:** Phono pickups, amplifiers, complete sound system, magnaphone inter-communication systems, high fidelity speaker systems, and high fidelity radio and phono radio combination for monitoring.
- W. L. PEREIRA**, 221 N. La Salle St., Chicago, Ill. **Phone:** Franklin 3920. **Services:** Architecture and interior design.
- PHILCO RADIO & TELEVISION CORP.**, Tioga and C Sts., Philadelphia, Pa. **Executives:** M. W. Heinritz, office manager, battery division. **Branch offices:** Boston, Mass.; New York City; Cleveland, O.; Pittsburgh, Pa.; Atlanta, Ga.; Chicago, Ill.; St. Louis, Mo.; Kansas City, Mo.; San Francisco, Cal.; Los Angeles, Cal.; Portland, Ore.; Seattle, Wash. **Equipment:** Heavy duty glass and rubber jar storage batteries. **Trade name:** "Philco."
- POINSETTA, INC.**, Box 301, Philadelphia, Pa. **Representatives:** Talking Devices Co., 4451 Irving Park Blvd., Chicago, Ill.; C. J. LeBel, 440 Riverside Drive, New York City; Pan-American Studios, 705 S. First St., Louisville, Ky. **Equipment:** Sound recording wax.
- PRECISION APPARATUS CORP.**, 821 E. New York Ave., Brooklyn, N. Y. **Phone:** PR 3-0500. **Executives:** M. Mentzer and S. M. Weingast. **Branch offices and officers:** 831 N. Wabash Ave., Chicago, Ill.; O. P. Smith, 440 Peachtree St., N. W., Atlanta, Ga.; M. F. Taylor, 1623 S. Hill St., Los Angeles, Calif.; C. R. Strasser, 153 E. Elizabeth St., Detroit, Mich.; B. J. Fitzner. **Equipment:** Oscillators, multi-range test equipment, AC-DC volt-ohm-decibel-milliammeters, laboratory test equipment, radio receiving tube testers. **Trade name:** "Precision."
- PRECISION PIEZO SERVICE**, 427 Asia St., Baton Rouge, La. **Phone:** 658. **Executives:** C. E. Pearce, manager. **Equipment:** Quartz crystals, crystal holders, temperature controlled ovens.
- PREMIER CRYSTAL LABORATORIES, INC.**, 53-63 Park Row (Pulitzer Bldg.), New York City. **Phone:** Beekman 3-2514. **Equipment:** Quartz crystals, all types of crystal holders, crystal holders with automatic temperature controls, high frequency inductances and mounting bases, pilot lamp indicators, microdials, visual capacity meters, reactance meters, crystal oscillators and buffer amplifiers with temperature control. **Trade name:** "Premier."
- PRESTO RECORDING CORP.**, 139 W. 19th St., New York City. **Phone:** Chelsea 2-6425. **Executives:** R. C. Powell. **Representatives:** Morris F. Taylor, 440 W. Peachtree St., N. W., Atlanta, Ga.; Henry M. Lane, 350 Lake St., Belmont, Mass.; Brock-Forsythe Co., Michigan Square Bldg., Chicago, Ill.; Ernest P. Scott Sales Co., 1836 Euclid Ave., Cleveland, O.; J. Earl Smith, P. O. Box 1805, Dallas, Tex.;

## EQUIPMENT MANUFACTURERS—Continued

- R. C. Mulnix Sound Systems, 310 Fifteenth St., Denver, Col.; Metropolitan Sound Systems, 4762 Woodward Ave., Detroit, Mich.; Norman B. Neely, 5334 Hollywood Blvd., Hollywood, Cal.; Office Appliance Co., Reliance Bldg., Kansas City, Mo.; A. C. Omberg, Franklin Road, Nashville, Tenn.; George S. Driscoll, 199 Brett Road, Rochester, N. Y.; Spokane Radio Co., 611 First Ave., Spokane, Wash.; Kay Sales Co., Central Bank Bldg., Tulsa, Okla.; U. S. Research Corp., Rialto Theatre Bldg., Washington, D. C.; (foreign) M. Simons & Son Co., Inc., 25 Warren St., New York City; A. M. Clubb & Co., Lt., Sydney, Australia. **Equipment:** Instantaneous recording machines, equalizing amplifiers, transcription turntables, overhead cutting mechanisms, cutting heads, microscopes, TRF radio tuners, cellulose coated discs, cutting and playback needles. **Trade name:** "Presto."
- J. E. O. PRIDMORE**, 109 N. Dearborn St., Chicago, Ill. **Phone:** Dearborn 9898. **Executives:** J. E. O. Pridmore and Herbert Tyson. **Branch office:** 5955 Winthrop Ave., Chicago, Ill. **Services:** Specialize in theatrical designing.
- B. A. PROCTOR CO., INC.**, 17 W. 60th St., New York City. **Phone:** Circle 7-3774. **Executives:** Ferd. C. W. Thiede. **Equipment:** Recording cutter heads, pick-ups, recording turntables, transcription turntables, recording machines. **Trade name:** "Proctor."
- RCA MANUFACTURING CO., INC. (RCA VICTOR DIVISION)**, Front and Cooper Sts., Camden, N. J. **Phone:** Camden 8000. **Executives:** I. R. Baker, manager transmitter sales. **Branch offices and executives:** RKO Bldg., New York City; Benjamin Adler, manager. 1016 N. Sycamore St., Hollywood, Cal.; W. H. Beltz, manager. 170 Ninth St., San Francisco, Cal.; E. Frost, manager. 589 E. Illinois St., Chicago, Ill.; A. R. Hopkins, manager. 492 Peachtree St., Atlanta, Ga.; D. A. Reesor, manager. 2211 Commerce St., Dallas, Tex.; W. M. Witty, manager. **Equipment:** Transmitters, tubes of all types, microphones, speech input equipment and associated apparatus of all types, field intensity meters, frequency monitors, modulation monitors, beat frequency oscillators, cathode ray oscillographs, mica condensers, transcription turntables, laboratory and test equipment, public address systems, faradon condensers, centralized sound systems. **Trade name:** "RCA."
- RCA VICTOR CO., LTD.**, 976 Lacasse St., Montreal, Que., Canada. **Phone:** Wellington 3671. **Executives:** J. A. Bayard, branch manager. **Branch offices and managers:** 1206 Homer St., Vancouver, B. C.; F. A. Boyle, branch manager, and H. S. Walker, sales representative. 537 Eighth Ave., Calgary, Alta.; F. T. Myles. 168 Market Ave., Winnipeg, Man.; E. P. Burns. 36 Breadalbane St., Toronto, Ont.; N. J. Sims. 181 Brunswick St., Halifax, N. S.; C. C. Bowers. **Equipment:** Transmitters, microphones and associated equipment, test and laboratory equipment, faradon condensers, studio equipment.
- RADIO ENGINEERING AND MANUFACTURING CO.**, 26 Journal Square, Newark, N. J. **Phone:** Journal Square 2-2537. **Executives:** Paul A. Girard, sales manager. **Equipment:** Portable transcription reproducers, portable remote amplifiers, portable turntables, portable sound effects equipment, portable transmitting equipment of all types. **Trade name:** "Remco."
- RADIO RECEPTOR CO., INC.**, 251 W. 19th St., New York City. **Phone:** Chelsea 3-1382. **Executives:** Ludwig Arnson, sales manager. **Equipment:** Constant output amplifiers for modulator systems; phase branching equipment and tuning houses for directional broadcasting; remote control equipment; amplifiers; monitoring equipment.
- RADIO SPECIALTIES CO.**, 20th and Figueroa St., Los Angeles, Cal. **Phone:** Prospect 7271. **Executives:** Pat Marinack and Preston Dooley. **Equipment:** Jobbers only; can supply anything used in radio. **Trade name:** "Fidelity."
- RADIO TELEVISION INDUSTRIES CORP.**, 2 Linden St., Reading, Mass. **Phone:** Reading 0440. **Executives:** D. C. Lewis, president; L. E. Dickinson, manager. **Equipment:** Transmitters, studio amplifiers, mixers, control equipment, microphones and microphone stands. **Trade name:** "RTI."
- RADIO TRANSCEIVER LABORATORIES**, 8627 115th St., Richmond Hill, N. Y. **Phone:** Virginia 7-6428. **Executives:** Frank Jacobs, owner and chief engineer. **Branch offices and officers:** 43 E. Ohio St., Chicago, Ill., Fred E. Garner; 4214 Country Club Drive, Long Beach, Cal., Don Wallace; 6030 Christian St., Philadelphia, Pa., Martin Friedman. **Equipment:** Pack transmitters and receivers; master and crystal oscillators for same; power amplifiers for same.

## EQUIPMENT MANUFACTURERS—Continued

- RADIOTONE, INC.**, 6103 Melrose Ave., Hollywood, Cal. **Phone:** Hollywood 3558. **Executives:** W. H. Snow, president-treasurer; R. F. Bellack, vice-president; F. H. Brown, secretary. **Equipment:** Single and dual turntable recording machines, acetate discs, needles, accessories. **Trade name:** "Radiotone."
- RANGERTONE, INC.**, 201 Verona Ave., Newark, N. J. **Phone:** Humboldt 2-0123. **Executives:** R. H. Ranger and E. P. Schmidt, in charge of sales. **Equipment:** Acetate recording needles, recording heads, signature chimes. **Trade names:** "Stelli," "Sapphi," "Recordrite," "Rangertone."
- C. W. & GEO. L. RAPP, INC.**, 230 N. Michigan Ave., Chicago, Ill. **Phone:** Franklin 4800. **Executives:** George L. Rapp, president; D. H. Brush, Jr., vice-president and treasurer; Mason G. Rapp, secretary. **Services:** All types of broadcast station designing.
- RAY-O-VAC CO.**, 2317 Winnebago St., Madison, Wis. **Phone:** Badger 193. **Executives:** L. H. Keller, vice-president and director of sales. **Branch offices:** Ewing St., Lancaster, O.; H. B. Hileman, division manager, 132 Walker St., S. W., Atlanta, Ga.; George A. Shipley, division manager, 601 W. 26th St., New York City; G. H. Barber, division manager, 745 Bryant St., San Francisco, Cal.; A. Hipsham, division manager. **Equipment:** Dry batteries of all types. **Trade name:** "Ray-O-Vac."
- RAYTHEON MANUFACTURING CO.**, 190 Willow St., Waltham, Mass. **Phone:** Waltham 4610. **Executives:** L. K. Marshall, president; G. E. M. Bertram, plant manager. **Branch office:** 420 Lexington Ave., New York City, R. M. Parinton. **Equipment:** High and low voltage rectifiers, voltage stabilizers, dry type transformers, chokes, automatic self-regulating battery chargers. **Trade names:** "Raytheon," "Recti Filter," "Recti ChargeR."
- REA MAGNET WIRE CO., INC.**, East Pontiac St., Fort Wayne, Ind. **Executives:** V. F. Rea, president; A. H. Perfect, vice-president; J. F. Boeshore, secretary-treasurer; E. Snyder, chief engineer; R. L. Whearley, sales manager. **Equipment:** Magnet wire, enameled and cotton and silk insulated. **Trade name:** "REA."
- RECOTON CORP.**, 178 Prince St., New York City. **Phone:** Walker 5-6151. **Executives:** Fritz Behrendt, president; M. W. Markowitz, secretary. **Equipment:** Transcription needles, sapphires for cutting acetate, steel cutting needles for acetate, recording motors, automatic needles dispensers, and grease. **Trade names:** "Recoton," "Superior," "Acoustic," "Simplat," "Saja," "Losimol."
- REMLER CO., LTD.**, 2101 Bryant St., San Francisco, Cal. **Phone:** Valencia 3435. **Executives:** E. G. Danielson, president; R. C. Gray, vice-president; F. G. Hawkinson, sales manager. **Branch office:** 540 N. Michigan Ave., Chicago, Ill., E. D. Peterson. **Equipment:** Speech input equipment, portable broadcast amplifiers, microphones, attenuators, transcription units, connectors, and public address equipment. **Trade name:** "Remler."
- SCIENTIFIC RADIO SERVICE**, 124 Jackson Ave., University Park, Hyattsville, Md. **Phone:** Hyattsville 849. **Executives:** Harry D. Eisenhauer, owner and manager. **Equipment:** Piezo electric crystals and holders for same.
- HECTOR R. SKIFTER**, St. Paul Hotel, St. Paul, Minn. **Phone:** Cedar 4401. **Executives:** Hector R. Skifter. **Equipment:** Speech input and transmitting equipment, antenna designs, field intensity equipment.
- SOUND APPARATUS CO.**, 150 W. 46th St., New York City. **Phone:** Bryant 9-8776. **Executives:** Arthur W. Niemann, owner; M. Filon, sales manager. **Equipment:** Complete wax recording machines; recording machines for direct playbacks; automatic high speed power level recorders; reproducing tables; equalizers and filters; synchronous recording motors; recording amplifiers; disc materials; oil damped cutting heads.
- SPEAK - O - PHONE RECORDING & EQUIPMENT CO.**, 23 W. 60th St., New York City. **Phone:** Columbus 5-1350. **Executives:** C. A. Austin, sales manager. **Representatives:** Woods Recording Studios, 58 W. Randolph St., Chicago, Ill.; Royal Distributing Co., 124 Market St., Philadelphia, Pa.; C. A. Dill, Box 932, Ponca City, Okla.; Chapman Sales Co., 709 So. Ervay St., Dallas, Tex.; Monarch Sales Co., 2920 Seventh Ave., So., Birmingham, Ala.; James C. West, 3908 Olive St., St. Louis, Mo.; American Mat Corp., Toledo, O.; Kentucky Amusement Co., 919-927 W. Jefferson St., Louisville, Ky. **Equipment:** Instantaneous recording equipment for off-the-air work on acetate, high fidelity portable sound re-



## EQUIPMENT MANUFACTURERS—Continued

producers (records from 6 in. to 17 in., both speeds, AC or DC). **Trade name:** "Speak-O-Phone."

**STANDARD TRANSFORMER CORP.**, 850 Blackhawk St., Chicago, Ill. **Phone:** Lincoln 5600. **Executives:** Jerome J. Kahn, general sales manager; Everett E. Gramer, manufacturers' sales; C. L. Pugh, distributors' sales. **Equipment:** Power transformers; filament transformers, audio transformers, filter and swinging chokes. **Trade name:** "Stancor."

**STARCK, SHELDON & SCHNEIDER, INC.**, 8 So. Carroll St., Madison, Wis. **Executives:** H. A. Schneider, secretary and treasurer. **Services:** Building design.

**STROMBERG - CARLSON TELEPHONE MFG. CO.**, 100 Carlson Rd., Rochester, N. Y. **Phone:** Culver 260. **Executive:** D. W. Brown. **Branch offices and managers:** 2017 Grand Ave., Kansas City, Mo.; A. J. Roberts. 564 W. Adams St., Chicago, Ill.; H. T. McCaig. 1355 Market St., San Francisco, Cal.; F. K. Cannon. **Equipment:** Sound systems, cables, amplifiers, keys, plugs, jacks, condensers.

**SUNDT ENGINEERING CO.**, 4238 Lincoln Ave., Chicago, Ill. **Phone:** Bittersweet 2333. **Executives:** E. V. Sundt, general manager. **Equipment:** Neobeam oscilloscopes, public address equipment, neon voltage indicators, pocket testers, sound systems and amplifiers, gaseous discharge tubes. **Trade name:** "Sunco." (Note: This company is an affiliate of Littelfuse Laboratories.)

**SUPREME INSTRUMENTS CORP.**, Greenwood, Miss. **Phone:** Greenwood 1600. **Representatives:** B. O. Burlingame, 130 W. 42nd St., New York City; Henry W. Burwell, 415 Peachtree St., N. E., Atlanta, Ga.; Robert M. Campion, Dallas, Tex.; E. P. Demarest, 1127 Venice Blvd., Los Angeles, Cal.; H. Gerber, 49 Portland St., Boston, Mass.; B. W. Glassman, 235 Ward Pkway., Kansas City, Mo.; Howard P. Hardesty, 3123 E. Jefferson Ave., Detroit, Mich.; F. E. Harding, Dyckman Hotel, Minneapolis, Minn.; Ed. E. Healy, 319 Niagara St., Buffalo, N. Y.; James P. Hermans, 235 Ninth St., San Francisco, Cal.; Dormand S. Hill, 605 W. Washington St., Chicago, Ill.; L. H. Jackman, 2043 E. 77th St., Cleveland, O.; R. C. James, Jr., Northwestern Agencies, Third and Vine Sts., Seattle, Wash.; Joe Muniot, 918 Union St., New Orleans, La.; John O. Olsen, 5314 Beelermont Place, Pittsburgh, Pa.; R. B. Ritter, 612 N. Michigan Ave., Chicago, Ill.; Charles E. Sargeant, 24 W. 69th St., New York City; Charles

W. Pointon, Manning Chambers, Queen at Bay St., Toronto, Canada; Taylor & Pearson, Ltd., Edmonton, Alta., Canada; (foreign) Associated Exporters Co., Inc., 145 W. 45th St., New York City. **Equipment:** Multimeters, analyzers, tube testers, signal generators, cathode ray oscilloscopes. **Trade name:** "Supreme."

**TAYLOR TUBES, INC.**, 2341-43 Wabansia Ave., Chicago, Ill. **Phone:** Armitage 1730. **Executive:** Rex L. Munger, sales manager. **Branch offices:** Royal National Co., 16 W. 61st St., New York City (export sales). **Equipment:** Air-cooled transmitting tubes. **Trade name:** "Taylor."

**THORDARSON ELECTRIC MANUFACTURING CO.**, 500 W. Huron St., Chicago, Ill. **Phone:** Whitehall 6444. **Executive:** C. P. Cushway, general sales manager. **Branch offices:** Have representatives in all principal cities. **Equipment:** Transformers, amplifiers. **Trade names:** "Thordarson," "C.H.T.," "Tru-fidelity."

**TRANSDUCER CORP.**, 30 Rockefeller Plaza, New York City. **Phone:** Circle 7-5895. **Executives:** G. M. Giannini, president; E. Moxham, Jr., treasurer. **Equipment:** Microphones, low capacity cable, and loud speaking telephones. **Trade names:** "Bullet" and "Co-X."

**TRIPLETT ELECTRICAL INSTRUMENT CO.**, Harmon Road, Bluffton, O. **Executives:** R. L. Triplett, president and general manager. **Equipment:** Electrical measuring instruments, instrument relays, volt-ohm-milliammeters, vacuum tube voltmeters, and oscilloscopes. **Trade name:** "Triplett."

**TRUSCON STEEL CO.**, Youngstown, O. **Branch offices with executives in charge:** Albany, N. Y.; H. J. Feehan. Atlanta, Ga.; J. F. Globler. Baltimore, Md.; W. S. Reeves. Birmingham, Ala.; Jack Yaeger. Boston, Mass.; C. H. Watt. Buffalo, N. Y.; E. B. Holdredge. Chattanooga, Tenn.; H. W. Grahl. Cincinnati, O.; J. F. Fink. Cleveland, O.; L. F. Stormont. Columbus, O.; R. D. Kirkwood. Dallas, Tex.; C. B. McGehee. Denver, Col.; C. Romig. Des Moines, Ia.; M. Zeiner. Detroit, Mich.; M. Goldenberg. Greensboro, N. C.; D. R. Haesloop. Indianapolis, Ind.; C. R. Thompson. Jacksonville, Fla.; F. S. Boggs. Kansas City, Mo.; A. E. Duboy. Los Angeles, Cal.; E. B. McClure. Memphis, Tenn.; Ted Sams. Milwaukee, Wis.; C. L. Spatholt. Minneapolis, Minn.; C. E. Lebeck. New Orleans, La.; P. C. Kuhn. New York City; C. D. Loveland. Oklahoma City, Okla.; Harry Smith.

## EQUIPMENT MANUFACTURERS—Continued

- Omaha, Neb.; John R. Rippey. Philadelphia, Pa.; John Bowditch, Jr. Pittsburgh, Pa.; George M. Beveridge. Portland, Ore.; C. W. Anderson. Richmond, Va.; A. P. Long. St. Louis, Mo.; W. H. Stewart. Salt Lake City, U.; Frank M. Allen. San Francisco, Cal.; W. H. London. Washington, D. C.; H. A. Tuke. Youngstown, O.; W. F. Widmer. **Equipment:** Uniform cross-section, guyed type vertical radiators; self-supporting vertical radiators.
- TURNER CO.**, 909 17th St., N. E., Cedar Rapids, Ia. **Phone:** 2-3527. **Representatives:** 234 Boylston St., Boston, Mass.; Nicholas I. Allen. Suite 1507, 1440 Broadway, New York City; Sam M. Harper. Greeley, Co.; Gordon G. Moss. 5807 Buckingham Rd., Detroit, Mich.; Fred J. Stevens. 415 Peachtree St., N. E., Atlanta, Ga.; Arthur M. Calais. 154 E. Erie St., Chicago, Ill.; E. R. Peel. 549 W. Washington Blvd., Chicago, Ill.; G. G. Ryan Co. 4214 Country Club Dr., Long Beach, Cal.; Don C. Wallace. (Export) 116 Broad St., New York City; Ad. Auriema, Inc. (Canada) 635 St. Paul St., W., Montreal, Que.; L. E. Dobrofsky. **Equipment:** All types of crystal microphones, stands and accessories. **Trade name:** "Turner" ("TCO").
- UTAH RADIO PRODUCTS CO.**, 812-20 Orleans St., Chicago, Ill. **Phone:** Superior 8388. **Executives:** O. F. Jester, general sales manager; R. M. Karet, director of sales (wholesale division). **Equipment:** Loudspeakers, volume and tone controls, potentiometers, jacks, switches, plugs.
- UNITED ELECTRONICS CO.**, 42 Spring St., Newark, N. J. **Phone:** Humboldt 2-0577. **Executives:** Charles Eisler, president; R. H. Amberg, vice-president and treasurer. **Branch offices:** 109 Bell St., Seattle, Wash.; 1100 Southwest Ave., Jackson, Mich.; 1811 Masonic Temple, New Orleans, La.; 1101 W. Olympic Blvd., Los Angeles, Cal.; 608 Wainwright Bldg., St. Louis, Mo.; 111 Morningside Ave., Council Bluffs, Ia.; 525 S. Seventh St., Minneapolis, Minn.; 3750 Urban Ave., Dallas, Tex.; 440 W. Peachtree St., Atlanta, Ga.; 600 W. Jackson Blvd., Chicago, Ill. **Equipment:** Broadcasting tubes, mercury vapor rectifiers. **Trade name:** "United."
- UNITED SOUND ENGINEERING CO.**, 2233 University Ave., St. Paul, Minn. **Phone:** Nestor 3106. **Executive:** H. M. Richardson. **Branch offices:** 259 W. 14th St., New York City; Howard F. Smith in charge. (Western Export Division: Frazar & Co., Ltd., 7 Front St., San Francisco, Cal. Eastern Export Division: L. L. Minthorne Co., Inc., 116 Broad St., New York City.) **Equipment:** Audio oscillators, oscillographs, pre-amplifiers.
- UNITED STATES GYPSUM CO.**, 300 W. Adams St., Chicago, Ill. **Phone:** State 6100. **Executives:** O. M. Knode, president (Chicago office); G. L. Bostwick, manager engineering sales division (Chicago office). **Branch office:** 30 Rockefeller Plaza, New York City, C. E. Heintz, Eastern sales manager. **Equipment:** Acoustical construction, acoustical analyses and engineering data, sound absorptive materials, sound insulation for walls, floors, ceilings, etc., and sound insulative bases for machinery. **Trade names:** "Acoustone," "Perfatile," "Quietile," "U.S.G.," "Trembar."
- UNITED TRANSFORMER CORP.**, 72 Spring St., New York City. **Phone:** Canal 6-1080. **Executives:** I. A. Mitchell, president and treasurer; S. L. Baraf, vice-president and secretary. **Branch offices and officers:** 9 S. Clinton St., Chicago, Ill.; F. R. Ellinger. 1957 Templehurst Rd., South Euclid, O.; A. H. Baier. 3224 Western Ave., Seattle, Wash.; Northwestern Agencies. 2320 Griffin St., Dallas, Tex.; J. Y. Schoonmaker. Francis Palms Bldg., Detroit, Mich.; H. E. Walton. 49 Portland St., Boston, Mass.; H. Gerber. 1623 S. Hill St., Los Angeles, Cal.; C. R. Strassner. 600 Grant St., Pittsburgh, Pa.; G. O. Tanner. 19th St. and Branch, St. Louis, Mo.; W. T. McGary. 316 Ninth St., N. E., Atlanta, Ga.; James Miller. Elliott Square Bldg., Buffalo, N. Y.; H. Segar. Charles Bldg., Denver, Colo.; J. W. Van De Grift. 601 Cedar Lake Road, Minneapolis, Minn.; M. E. Foster. **Equipment:** Transformers, reactors, voltage regulators, amplifier kits, transmitter kits, filters, and equalizers. **Trade names:** "UTC," "Varimatch," "Varitran," "Vari-tap," "Varitone."
- UNIVERSAL MICROPHONE CO., LTD.**, 424 Warren Lane, Inglewood, Cal. **Phone:** Inglewood 2150; Thornwall 0600 (Los Angeles). **Executive:** James R. Fouch, manager. **Branch offices:** 259 W. 14th St., New York City; Howard F. Smith, manager. 540 N. Michigan Ave., Chicago, Ill.; L. G. Cushing, manager. (Export) Frazar & Co., 7 Front St., San Francisco, Cal. **Equipment:** Microphones, blank records, recording ma-

## EQUIPMENT MANUFACTURERS--Continued

chines, needles and stylii, amplifiers, inter-communicating phone systems. **Trade name:** "Universal."

**UPCO ENGINEERING LABORATORIES, INC.**, 254 Canal St., New York City. **Phone:** Canal 6-3835. **Executives:** Walter Silber, president; Victor Silber, secretary and treasurer. **Equipment:** Magnetic pick-ups and phonograph reproducers. **Trade name:** "Upco."

**WARD ELECTRIC CO.**, Mount Vernon, N. Y. **Representatives:** Agents in all principal U. S. cities. **Equipment:** Wire wound fixed resistors, heavy duty resistors, adjustable resistors, ring type rheostats, line-voltage reducers, relays for automatic control, and plaque resistors.

**WASHINGTON INSTITUTE OF TECHNOLOGY**, McLachlen Bldg., Washington, D. C. **Phone:** District 1518. **Equipment:** Tuning and phasing equipment for directional and non-directional arrays.

**WEBSTER CO.**, 5622-5708 Bloomingdale Ave., Chicago, Ill. **Phone:** Merrimac 3100. **Executive:** John Erwood, vice-president. **Equipment:** Microphones, loud speakers, sound equipment. **Trade name:** "Webster-Chicago."

**WEBSTER ELECTRIC CO.**, S. W. corner Clark and De Koven Sts., Racine, Wis. **Phone:** Jackson 6776. **Executives:** S. A. Loeb, president; A. C. Kleckner, vice-president; P. G. Crewe, secretary. **Equipment:** Audio amplifiers, magnetic

phonograph pick-ups, crystal phonograph pick-ups, four-position electronic mixers, centralized sound systems, and electronic intercommunication systems. **Trade names:** "Webster Electric," "Symphotone," and "Teletalk."

**WESTINGHOUSE ELECTRIC & MANUFACTURING CO.** **Equipment and factories:** Meters and instruments (Newark, N. J., plant); capacitors, motors, generators and controls (East Pittsburgh, Pa., plant); transformers and reactors (Sharon, Pa., plant); tower lighting equipment and station and studio lighting (Cleveland, O., plant). **Trade name:** "W."

**WESTON ELECTRICAL INSTRUMENT CORP.**, 614 Freylinghuysen Ave., Newark, N. J. **Phone:** Bigelow 3-4700. **Branch offices:** Representatives and manufacturer's representatives in all principal U. S., Canadian and foreign cities. **Equipment:** Tube-checkers, ohmmeters, volt-ohm milliammeters, voltmeters, volt-ohmmeters, capacity meters, test oscillators, pocket-size volt-ohm milliammeters, output meters, power level meters and voltmeters, ohmmeters, volt-ohmmeters, capacity meters, panel instruments. **Trade name:** "Weston."

**WRIGHT'S ELECTRICAL INSTRUMENT LABORATORY**, Reed College, Portland, Ore. **Phone:** Sellwood 1234. **Executives:** John Wright. **Equipment:** Electrical indicating instruments to customer specifications, and instrument repair services.

V  
R.D

EQUIPMENT—Continued  
**AMPLIFYING EQUIPMENT**

*Amplifiers.*

*Compressors.*

*Electric equipment.*

*Equalizers.*

*Inter-communicating systems.*

*Pickups.*

*Public address systems.*

*Remote control equipment.*

*Sound systems.*

*Speech input assemblies.*

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- Allied Phonograph & Record Mfg. Co.** Public address systems for use with this firm's portable electrical reproducers.
- Allied Radio Corp.** Amplifiers.
- Allied Recording Products Co.** Recording amplifiers.
- Amperite Co.** Pre-amplifiers.
- Amplifier Co. of America.** Pre-amplifiers; recording amplifiers; voltage amplifiers; power amplifiers; compressors; equalizers; specialized electronic equipment.
- Bell Sound Systems, Inc.** Inter-communicating systems; amplifiers.
- Canadian Marconi Co.** R.F. amplifiers; studio amplifier assemblies; portable remote control amplifiers; repeat amplifiers; monitor amplifiers.
- Centralab.** Sound projection controls.
- Collins Radio Co.** Pre-amplifiers; portable remote pick-up amplifiers; bridging amplifiers; power amplifiers; program amplifiers; recording amplifiers; monitoring amplifiers; volume limiting amplifiers; line equalizers; studio speech input assemblies (rack mounted); transmitter speech input assemblies (rack mounted); contract manufacture of equipment.
- Daven Co.** Speech input control apparatus; line equalizers.
- Emar Instrument Corp.** Recording amplifiers; equalizers.
- Epiphone, Inc.** Amplifiers for musical instruments; amplifiers for public address systems.
- Fairchild Aerial Camera Corp.** Recording amplifiers.
- Federal Telegraph Co.** Amplifiers.
- Gates Radio & Supply Co.** Remote control equipment; public address systems; speech input equipment; amplifiers; audio compressors (type 17B).
- General Engineers.** Remote amplifiers; speech input equipment.
- Graybar Electric Co.** Amplifiers; speech input equipment.
- Insuline Corp. of America.** Amplifier chasses.
- Miles Reproducer Co., Inc.** Amplifiers; inter-office communication devices.
- Northern Electric Co.** Speech input equipment.
- Pacent Engineering Corp.** Phono pickups; amplifiers; complete sound systems; magnaphone intercommunication systems.
- RCA Manufacturing Co., Inc.** Centralized sound systems; speech input equipment and associated apparatus of all types; public address systems.
- Radio Engineering and Manufacturing Co.** Portable remote amplifiers.
- Radio Receptor Co., Inc.** Remote control equipment; constant output amplifiers for modulator systems; amplifiers.
- Radio Television Industries Corp.** Studio amplifiers.
- Radio Transceiver Laboratories.** Power amplifiers for pack transmitter-receivers.
- Remler Co., Ltd.** Speech input equipment; portable broadcast amplifiers; public address equipment.
- Hector R. Skifter.** Speech input equipment.
- Stromberg-Carlson Telephone Mfg. Co.** Amplifiers; sound systems.
- Sundt Engineering Co.** Public address systems; amplifiers.
- Thordarson Electric Manufacturing Co.** Amplifiers.
- Transducer Corp.** Loud speaking telephones.
- United Sound Engineering Co.** Pre-amplifiers.
- United Transformer Corp.** Amplifier kits; equalizers.
- Universal Microphone Co., Ltd.** Inter-communicating phone systems.
- Upco Engineering Laboratories, Inc.** Magnetic pick-ups.
- Webster Electric Co.** Audio amplifiers; magnetic phonograph pick-ups; crystal phonograph pick-ups; centralized sound systems; electronic inter-communication systems; sound equipment.

## EQUIPMENT—Continued

### ANTENNAS

*Antenna construction.*  
*Antenna design.*  
*Painting and lighting.*

*Radial and counterpoise systems.*  
*Radiators.*  
*Towers.*

**American Bridge Co.** Radio towers.  
**John F. Beasley Construction Co.** Erection of radiators.  
**Blaw-Knox Co.** Vertical radiators.  
**Graybar Electric Co.** Vertical radiators.  
**D. H. Harrell.** Vertical radiators.  
**Hartenstine-Zane Co., Inc.** Installation of radio towers; tower erection; tower painting and lighting; installation of radial ground systems and counterpoise work.  
**Hoke Vertical Radiator Co.** Vertical radiators (manufacture and erection).  
**International Derrick and Equipment Co.** Self-supporting vertical radiators; uniform cross-section guyed type radiators.  
**Lehigh Structural Steel Co.** Vertical radi-

ators; radiator towers.  
**John E. Lingo and Son, Inc.** Vertical radiators; portable vertical radiators for field use.  
**New Jersey Erectors.** Erection of broadcast antennae; foundations; ground systems; painting and lighting.  
**Northern Electric Co., Ltd.** Vertical radiators.  
**Hector R. Skifter.** Antenna designs.  
**Truscon Steel Co.** Uniform cross-section, guyed type vertical radiators; self-supporting vertical radiators.  
**Westinghouse Electric & Manufacturing Co. (Cleveland, O., plant).** Tower lighting equipment.

### ANTENNA SPREADERS

**Charles F. Jacobs.** Antenna spreaders for construction of 4, 6 or 8 wire cage systems.

### ATTENUATORS

**Audio Products Co.** Attenuators.  
**Clarostat Manufacturing Co., Inc.** Attenuators.  
**Collins Radio Co.** Attenuators.

**Daven Co.** Variable and fixed attenuators; attenuation boxes.  
**General Radio Co.** Adjustable attenuators.  
**Remler Co., Ltd.** Attenuators.

### BATTERIES AND CHARGERS

**Bond Electric Corp.** Radio "A," "B" and "C" batteries.  
**Bright Star Battery Co.** "A," "B" and "C" batteries, dry cell type.  
**Burgess Battery Co.** Dry cell "A," "B" and "C" batteries.  
**Gould Storage Battery Corp.** Storage batteries of all types.  
**National Battery Co.** Storage batteries of all types.

**National Carbon Co.** Batteries.  
**Philco Radio & Television Corp.** Heavy duty glass and rubber jar storage batteries.  
**Ray-O-Vac Co.** Dry batteries of all types.  
**Raytheon Manufacturing Co.** Automatic, self-regulating type battery chargers.  
**Universal Battery Co.** Batteries.  
**Willard Storage Battery Co.** Storage batteries.

### CONDENSERS

*Capacitors.*

*Condensers.*

**Aerovox Corp.** Oil, paper, electrolytic, mica, etc., condensers.  
**American Microphone Co.** Condensers.  
**Bud Radio, Inc.** Transmitting condensers.

**Allen D. Cardwell Mfg. Co.** Fixed and variable air and oil dielectric capacitors for any transmitter power.  
**Continental Carbon Co.** Paper condensers;

## EQUIPMENT—Continued

- transmitting condensers; general service capacitors.
- Cornell-Dubilier Electric Corp.** Capacitors.
- Henry E. Crowley & Co., Inc.** Condensers.
- Curtis Condenser Corp.** Electrolytic condensers.
- Tobe Deutschman Corp.** Paper replacements for electrolytic condensers; transmitting condensers; capacitors.
- John E. Fast & Co.** Condensers and capacitors (paper type with both oil and wax impregnation).
- Hammarlund Manufacturing Co., Inc.** Variable transmitting condensers; transmitting neutralizing condensers (aluminum disc type).
- Heintz & Kaufman, Ltd.** Compressed gas condensers.
- E. F. Johnson Co.** Pressure and air condensers.
- RCA Manufacturing Co., Inc.** Mica condensers; faradon condensers.
- RCA Victor Co., Ltd.** Faradon condensers.
- Stromberg-Carlson Telephone Mfg. Co.** Condensers.
- Westinghouse Electric & Manufacturing Co. (East Pittsburgh, Pa., plant).** Capacitors.

## CONTROL EQUIPMENT

### *Controls.*

#### *Line-voltage reducers.*

- American Transformer Co.** Voltage regulators; rectifiers.
- Clarostat Manufacturing Co., Inc.** Controls for amplifiers, both wire-wound and composition element.
- General Radio Co.** Adjustable transformers for line-voltage control; volume controls.
- Ideal Commutator Dresser Co.** Voltage, current and speed regulators.
- International Resistance Co.** Volume controls.

### *Voltage regulators.*

#### *Volume and tone controls.*

- Radio Television Industries Corp.** Control equipment.
- Ward Electric Co.** Line-voltage reducers; relays for automatic control.
- Westinghouse Electric & Manufacturing Co. (East Pittsburgh, Pa., plant).** Control equipment.
- United Transformer Corp.** Voltage regulators.
- Utah Radio Products Co.** Volume and tone controls.

## CRYSTALS

### *Crystals of all types.*

#### *Crystal holders.*

- American Piezo Supply Co.** Quartz crystals and crystal mountings of all types.
- Wm. W. L. Burnett Radio Laboratory.** All types of Piezo-electric crystals; crystal holders; ovens for crystal oscillator units.
- Bliley Electric Co.** Quartz crystals; crystal holders; crystal ovens.
- Commercial Radio Equipment Co.** Heater ovens; low drift crystals; variable air-gap holders; metal boxes.
- Graybar Electric Co.** Crystals.
- Hipower Crystal Co.** Filter crystals; crystal holders; frequency standard crystals.

### *Heater ovens.*

#### *Mountings.*

- Hollister Crystal Co.** Crystals; crystal mountings.
- Precision Piezo Service.** Quartz crystals; crystal holders; temperature controlled ovens.
- Premier Crystal Laboratories, Inc.** High frequency inductances and mounting bases; quartz crystals; all types of crystal holders; crystal holders with automatic temperature controls; crystal oscillators and buffer amplifiers with temperature control.
- RCA Manufacturing Co., Inc.** Crystals.
- Scientific Radio Service.** Piezo electric crystals and holders for same.

## FADERS

**Daven Co.** Faders.

## EQUIPMENT—Continued

### FIELD INTENSITY EQUIPMENT

**General Radio Co.** Standard signal generators for field intensity measurements. **Hector R. Skifter.** Field intensity equipment.  
**RCA Manufacturing Co., Inc.** Meters.

### FUSES

**Littelfuse Laboratories.** Instrument fuses; aircraft anti-vibration fuses; radio fuses; fuse mountings.

### GENERATORS (MOTOR)

**General Electric Co.** Motor generators. **Westinghouse Electric & Manufacturing Co. (East Pittsburgh, Pa., plant).** Motor generators.  
**Graybar Electric Co., Inc.** Motor generators.

### GENERATORS (SIGNAL)

**Clough-Brengle Co.** Signal generators. **RCA Manufacturing Co., Inc.** Signal generators.  
**General Radio Co.** Signal generators.  
**Supreme Instruments Corp.**

### HARDWARE

*Alloy.*  
*Cabinets.*  
*Chasses.*  
*Coil forms.*  
*Connectors.*  
*Dials.*  
*Indicators.*  
*Keys.*  
*Jacks.*  
*Mounting plates.*  
*Panels.*  
*Plugs.*  
*Racks.*  
*Sockets.*  
*Strippers.*  
*Switches.*  
*Tools.*  
*Vibrators.*

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**Allied Radio Corp.** Relay racks; panels; tools; hardware. **Ideal Commutator Dresser Co.** Wire; solderless, tapeless connectors; wire strippers.  
**Bud Radio, Inc.** Relay racks; panels; chasses; cabinets; sockets; plugs. **Insuline Corp. of America.** Jacks; plugs; bakelite sockets; coil plugs; coil forms; dials; panels.  
**Canadian Marconi Co.** Switching panels. **Oak Manufacturing Co.** Rotary and push button switches; synchronous, non-synchronous and split reed type vibrators.  
**Centralab.** Selector switches. **Premier Crystal Laboratories, Inc.** Pilot lamp indicators; micro-dials.  
**Cinaudagraph Corp.** Magnet alloy. **Remler Co., Ltd.** Connectors.  
**Collins Radio Co.** Volume indicator panels; mixing panels. **Stromberg-Carlson Telephone Mfg. Co.** Keys; plugs; jacks.  
**Daven Co.** Special rotary switches; mixer panels. **Utah Radio Products Co.** Switches; jacks; plugs.  
**Graybar Electric Co., Inc.** Keys; plugs; jacks; racks; panels; mounting plates.  
**Hammarlund Manufacturing Co., Inc.** Sockets; coil forms; and coil and tube shields.

## EQUIPMENT—Continued

### HEADPHONES

**Brush Development Co.** High fidelity crystal headphones.

**C. F. Cannon Co.** Headphones.  
**Graybar Electric Co., Inc.** Headphones.

### INDUCTORS AND REACTORS

**General Radio Co.** Inductors.  
**Insuline Corp. of America.** Couplers.  
**E. F. Johnson Co.** Inductors.

**Kenyon Transformer Co.** Reactors for broadcast transmitters.  
**United Transformer Corp.** Reactors.

### INSULATORS

**Corning Glass Works.** Insulators.  
**Henry L. Crowley & Co., Inc.** Ceramic insulation.  
**Insuline Corp. of America.** Stand-off insulators.  
**Isolanite, Inc.** Ceramic insulators.  
**Charles F. Jacobs.** Adjustable separators for construction of two-wire open R.F. feedlines used in connection with Hertz antenna systems.  
**E. F. Johnson Co.** Antenna insulators; stand-off and lead-in insulators.

**Lapp Insulator Co., Inc.** Porcelain water coils for cooling transmitter tubes; radio stand-off insulators; dead-end insulators; transmission line insulators; entrance insulators; radio structure insulators (for both guyed and self-supporting masts).  
**Locke Insulator Corp.** Tower base insulators; antenna insulators; guy insulators; lead-in and stand-off insulators; transmission line insulators; special porcelains.

### LOUD SPEAKERS

**Cinaudagraph Corp.** Loudspeakers.  
**Gates Radio & Supply Co.** Loudspeakers.  
**Jensen Radio Manufacturing Co.** Monitoring and audition loudspeakers.  
**Lifetime Corp.** Speakers; trumpets; baffles.  
**Magnavox Co.** Loudspeakers.

**Miles Reproducer Co., Inc.** Speakers; voice coils; baffles.  
**Pacent Engineering Corp.** High fidelity speaker systems.  
**RCA Manufacturing Co., Inc.** High fidelity broadcast monitoring loudspeakers.  
**Utah Radio Products Co.** Loudspeakers.  
**Webster Co.** Loudspeakers.

### METERS

*Meters of all types.*

*Pocket testers.*

**Allied Radio Corp.** Meters (distribute same, but do not manufacture).  
**Victor J. Andrew.** Remote indicating antenna ammeters.  
**Clough-Brengle Co.** Meters.  
**Daven Co.** Output meters; power output meters; volume indicators.  
**Doolittle & Falknor, Inc.** Modulation meters; field strength meters.  
**General Radio Co.** Distortion and noise meters (for measuring carrier noise and harmonic distortion).  
**Graybar Electric Co., Inc.** Meters.  
**Premier Crystal Laboratories, Inc.** Visual capacity meters; reactance meters.

**Sundt Engineering Co.** Pocket testers.  
**Triplett Electrical Instrument Co.** Volt-ohm milliammeters; vacuum tube voltmeters.  
**Westinghouse Electric & Manufacturing Co. (Newark, N. J., plant).** Meters and instruments.  
**Weston Electrical Instrument Corp.** Panel instruments; ohmmeters; volt-ohm milliammeters; voltmeters; volt-ohm meters; capacity meters; pocket tester volt-ohm milliammeters; output meters; power level meters; volt-meters; ohmmeters; volt-ohmmeters, and capacity meters; testers and meters of all types.



## MICROPHONES AND ACCESSORIES

- Allied Radio Corp.** Microphones (distribute same, but do not manufacture).
- American Microphone Co.** Dynamic, crystal, carbon and electrostatic microphones; microphone accessories.
- Amperite Co.** Velocity microphones (contact, hand, lapel, etc.); microphone stands (desk, floor, boom, etc.).
- Astatic Microphone Laboratory, Inc.** Crystal microphones and pickups.
- Bruno Laboratories, Inc.** Velocity microphones (magnetic type); cable assemblies with connectors; stands; no voltage velotrons; voltage velotrons.
- Brush Development Co.** Crystal sound cell microphones of all types.
- Eastern Mike-stand Co.** Microphone stands of all types.
- Electro-Voice Mfg. Co., Inc.** Microphones; microphone stands.
- Epiphone, Inc.** Microphones with volume controls on the mike.
- Gates Radio & Supply Co.** Microphones.
- Graybar Electric Co., Inc.** Microphones.
- Lifetime Corp.** Carbon, dynamic and velocity microphones; microphone stands and accessories.
- Miles Reproducer Co., Inc.** Microphones; microphone stands.
- RCA Manufacturing Co., Inc.** Microphones.
- RCA Victor Co., Ltd.** Microphones and associated equipment.
- Radio Television Industries Corp.** Microphones; microphone stands.
- Remler Co., Ltd.** Microphones.
- Transducer Corp.** Microphones.
- Turner Co.** All types of crystal microphones; stands and accessories.
- Universal Microphone Co., Ltd.** Microphones.
- Webster Co.** Microphones.

## MIXING EQUIPMENT

- Audio Products Co.** Mixer controls.
- Canadian Marconi Co.** Mixers.
- Collins Radio Co.** Mixing equipment.
- Daven Co.** Mixers.
- Gates Radio & Supply Co.** Mixing equipment.
- Graybar Electric Co., Inc.** Mixing equipment.
- RCA Manufacturing Co., Inc.** Mixing equipment.
- Radio Television Industries Corp.** Mixers.
- Remler Co., Ltd.** Mixing equipment.
- Webster Electric Co.** Four-position electronic mixers.

## MONITORING EQUIPMENT

*Frequency controls and measurements. Phase monitors.*  
*Monitors of all types. Radio and phonos for monitoring.*

- Victor J. Andrew.** Phase monitors for directional antennas.
- Wm. W. L. Burnett Radio Laboratory.** Crystal oscillator units for frequency controlling devices and monitoring use; frequency measuring service.
- Canadian Marconi Co.** Monitoring equipment.
- Commercial Radio Equipment Co.** FC-2 frequency control units; precision frequency measurements.
- Doolittle & Falknor, Inc.** Frequency measuring devices; frequency controlling devices.
- Gates Radio & Supply Co.** Monitor systems.
- General Radio Co.** Broadcast frequency monitors; frequency-limit monitors (for high-frequency broadcasts); modulation monitors; power level indicators.
- Graybar Electric Co., Inc.** Frequency monitors.
- Pacent Engineering Corp.** High fidelity radio and phono radios for monitoring.
- RCA Manufacturing Co., Inc.** Frequency monitors; modulation monitors.
- Radio Receptor Co., Inc.** Monitoring equipment.

## MULTIPLIERS

**Daven Co.** Multipliers.

## OSCILLOSCOPES

- Allen B. Du Mont Laboratories, Inc.** Oscillographs; cathode ray oscillographs.
- RCA Manufacturing Co., Inc.** Cathode ray oscillographs.
- Sundt Engineering Co.** Neobeam oscilloscopes.
- Supreme Instruments Corp.** Cathode ray oscilloscopes.
- Triplett Electrical Instrument Co.** Oscilloscopes.
- United Sound Engineering Co.** Oscilloscopes.

## RECORDING-PLAYBACK EQUIPMENT

- Allied Phonograph & Record Mfg. Co.** Blank records; portable electrical reproducers; public address systems for same.
- Allied Radio Corp.** Phono players; transcription producers. Also distribute recording equipment, phonograph motors and pickups.
- Allied Recording Products Co.** Blanks for recordings; recording machines.
- Amplion Products Corp.** Recording equipment.
- Ansley Radio Corp.** Playback equipment for 16-inch transcriptions.
- Audak Co., Inc.** Electro-chromatic pickups and cutting heads.
- Audio Products Co.** Special equipment for sound recording.
- Bell Sound Systems, Inc.** Electric phonograph units.
- Brush Development Co.** High fidelity phonograph pickups, both lateral and hill-and-dale (types PL-12 and PV-12).
- Cellutone Record Manufacturing Co.** Portable 13½-inch recording outfits; recording heads; reproducing heads; reproducing needles (sapphire and steel); cutting styli; instantaneous blanks; hold-down rings.
- Conquest Alliance Co., Inc.** Portable audition units; portable radio receivers and playback combinations.
- Electrical Research Products, Inc.** Turntables.
- Emar Instrument Corp.** Sound recorders for disc recording; reproducers for disc recording; associated recording equipment.
- Fairchild Aerial Camera Corp.** Portable recording equipment; lateral recording heads; lateral pickups.
- Gates Radio & Supply Co.** Transcription turntables.
- General Communication Products, Inc.** Recording equipment; oil damped cutting heads; 24-hour recorders.
- Lifetime Corp.** Portable electric turntables.
- Miles Reproducer Co., Inc.** Recording machines; sound-on-film.
- Mirror Record Corp.** Plain aluminum discs; acetate coated blank discs; needles; recording accessories.
- Poinsetta, Inc.** Sound recording wax.
- Presto Recording Corp.** Instantaneous recording machines; equalizing amplifiers; transcription turntables; overhead cutting mechanisms; cutting heads; microscopes; TRF radio tuners; cellulose coated discs; cutting and playback needles.
- B. A. Proctor Co.** Recording cutter heads; pickups; recording turntables; transcription turntables; recording machines.
- RCA Manufacturing Co., Inc.** Transcription turntables.
- Radio Engineering and Manufacturing Co.** Portable transcription reproducers; portable turntables; portable sound effects equipment.
- Radiotone, Inc.** Single and dual turntable recording machines; acetate discs; needles; accessories.
- Rangertone, Inc.** Acetate recording needles; recording heads.
- Recoton Corp.** Transcription needles; sapphires for cutting acetate; steel cutting needles for acetate; recording motors; automatic needle dispensers; grease.
- Remler Co., Ltd.** Transcription units.
- Sound Apparatus Co.** Complete wax recording machines; recording machines for direct playbacks; automatic high-speed power level recorders; reproducing tables; equalizers and filters; synchronous recording motors; recording amplifiers; disc materials; oil-damped cutting heads.
- Speak-O-Phone Recording & Equipment Co.** Instantaneous recording equipment for off-the-air work on acetate; high fidelity portable reproducers (records from 6 to 17 inches at both speeds, AC or DC).
- Universal Microphone Co., Ltd.** Blank records; recording machines; needles and styli; amplifiers.
- Upco Engineering Laboratories, Inc.** Phonograph reproducers.

## RESISTORS

*Interference suppressors.*  
*L-pads.*  
*Potentiometers.*

*Resistors of all types.*  
*Rheostats.*  
*T-pads.*

**Aerovox Corp.** Resistors.  
**Allen-Bradley Co.** Resistors; L-pads; T-pads.  
**Atlas Resistor Co.** Wire-wound resistors.  
**Audio Products Co.** Potentiometers; precision resistors.  
**Centralab.** Variable and fixed resistors.  
**Clarostat Manufacturing Co., Inc.** Fixed resistors; L-pads; T-pads.  
**Continental Carbon Co.** Carbon resistors ( $\frac{1}{4}$  to 5 watts); precision and semi-precision resistors; interference suppressors; interference filter units.  
**Henry L. Crowley & Co., Inc.** Resistors; magicores.

**Daven Co.** Decade resistances; resistances; single and dual potentiometers; filament rheostats.  
**Graybar Electric Co., Inc.** Resistors.  
**Hardwick, Hindle, Inc.** Fixed resistors; tapped resistors; adjustable resistors; power rheostats.  
**International Resistance Co.** Insulated metallized resistors; power wire-wound resistors; precision resistors.  
**Micamold Radio Corp.** Resistors.  
**Utah Radio Products Co.** Resistors.  
**Ward Electric Co.** Wire-wound fixed resistors; heavy duty resistors; adjustable resistors; ring type rheostats; plaque resistors.

## STATION ACCESSORIES AND SERVICES

*Acoustical devices and services.*  
*Architectural services.*  
*Cabinets and racks.*  
*Chimes.*  
*Consoles.*

*Doors.*  
*Electronic instruments.*  
*Insulation.*  
*Logs and accounting systems.*  
*Lights.*

**Allied Radio Corp.** Station chimes; communications receivers (distribute same, but do not manufacture).  
**Armstrong Cork Products Co.** Linoleum; cork products.  
**Balch & Lippert.** Studio design and building engineering.  
**Carl Henry Boller.** Radio station and auditorium design.  
**Celotex Corp.** Structural insulation for walls and ceilings; acoustical materials; fill insulation for walls and ceilings.  
**Collins Radio Co.** Transmitter control consoles; studio control consoles.  
**Compo-Board Co.** Wall board.  
**Johns-Manville Co.** Acoustical and insulation materials.  
**Michael J. De Angelis.** Studio design; interior design; equipment designing.  
**Epiphone, Inc.** Electronic musical instruments.  
**Evanston Sound Proof Door Co.** Sound proof doors.  
**Gates Radio & Supply Co.** All apparatus for studio; accessories; rack cabinets, loudspeaker cabinets, etc.  
**Hammarlund Manufacturing Co.** Commercial receivers.

**Ideal Commutator Dresser Co.** Portable electric blowers; portable electric vacuum cleaners.  
**Insuline Corp. of America.** Steel cabinets.  
**Insulite Co.** Building board; lock-joint laths; plaster base; tile board; interior finish planks; acoustical correction materials; hard board products.  
**Krokyn & Browne.** Architectural designing.  
**Thomas W. Lamb, Inc.** Architectural designing.  
**John Latenser & Sons, Inc.** All types of architectural work for broadcast stations.  
**Lefebure Corp.** Steel transmitter and receiver rack cabinets; steel and aluminum panels for same; custom built steel equipment for broadcast stations including control desks, transcription-recording-sound effects trucks and desks, etc.; accounting systems; engineer's reports; station logs, etc.  
**Trueman E. Martinie.** Interior and exterior designing; construction; acoustical engineering.  
**Masonite Corp.** Insulation.

## EQUIPMENT—Continued

- Oppenhamer & Obel.** Architectural and engineering work for broadcast stations.
- W. L. Pereira.** Architecture and interior design.
- J. E. O. Pridmore.** Architectural designing.
- ECA Manufacturing Co., Inc.** Studio construction equipment.
- RCA Victor, Ltd.** Studio construction equipment.
- Rangertone, Inc.** Signal chimes.
- C. W. & George L. Rapp, Inc.** All types of broadcast station designing.
- Starck, Sheldon & Schneider, Inc.** Building design.
- United States Gypsum Co.** Acoustical construction; acoustical analyses and engineering data; sound absorptive materials; sound insulation for walls, floors, ceilings, etc.; sound insulative bases for machinery.
- Westinghouse Electric & Manufacturing Co. (Cleveland, O., plant).** Station and studio lighting equipment.

## TEST AND LABORATORY EQUIPMENT

- Analyzers.*
- Beat frequency generators.*
- Checkers.*
- Condenser bridges.*
- Laboratory, engineering equipment.*
- Laboratory and engineering services.*
- Multimeters.*
- Neon test lamps.*
- Oscillators.*
- Special instruments.*
- Test equipment of all types.*
- Test leads.*

- Audio Products Co.** Special instruments.
- Boonton Radio Corp.** Type 100-a Q meter; 106-a dielectric unit; 110-a QX checker; 140-a beat frequency generator (cabinet or rack mounted).
- Wm. W. L. Burnett Radio Laboratory.** Laboratory and engineering service.
- Clough-Brengle Co.** Oscillators.
- Daven Co.** Gain sets; laboratory equipment; special test equipment.
- Tobe Deutschmann Corp.** Condenser bridges and analyzers.
- General Radio Co.** Wave analyzers for harmonic distortion measurement; all types of oscillators; test equipment.
- Insuline Corp of America.** Pencil type test leads.
- International Resistance Co.** Resistance analyzers.
- Littelfuse Laboratories.** Neon test lamps.
- Precision Apparatus Corp.** Oscillators; multi-range test equipment; AC-DC volt-ohm-decibel-milliammeters; laboratory test equipment; radio receiving tube testers.
- RCA Manufacturing Co., Inc.** Beat frequency oscillators; test and laboratory equipment of all types.
- RCA Victor Co., Ltd.** Laboratory and test equipment of all types.
- Sundt Engineering Co.** Neon voltage indicators.
- Supreme Instruments Corp.** Analyzers; tube checkers; multimeters.
- Triplett Electrical Instrument Co.** Electrical measuring instruments and instrument relays.
- United Sound Engineering Co.** Audio oscillators.
- Weston Electrical Instrument Corp.** Test oscillators; tube checkers.
- Wright's Electrical Instrument Laboratory.** Electrical indicating instruments to customer specifications; instrument repair services.

## TRANSFORMERS AND CHOKES

- Acme Electric & Mfg. Co.** Transformers.
- American Transformer Co.** Audio transformers and reactors; plate transformers and reactors; filament transformers and reactors; modulation transformers and reactors.
- Amperite Co.** Input transformers.
- Amplifier Co. of America.** Power transformers; audio transformers.
- Bud Radio, Inc.** R.F. chokes.
- Ferranti Electric.** Transformers.
- Graybar Electric Co., Inc.** Transformers.
- Hammarlund Mfg. Co., Inc.** Radio frequency choke coils.

## EQUIPMENT—Continued

- Insuline Corp. of America.** Transmitting chokes.
- E. F. Johnson Co.** Tower lighting chokes; radio frequency chokes.
- Kenyon Transformer Co.** Audio and power transformers.
- Lifetime Corp.** Microphone and power transformers.
- Newark Transformer Co.** Power transformers and reactors.
- Raytheon Manufacturing Co.** Transformers; chokes.
- Standard Transformer Corp.** Power transformers; filament transformers; audio transformers; filter and swinging chokes.
- Thordarson Electric Manufacturing Co.** Transformers.
- United Transformer Corp.** Transformers of all types.
- Westinghouse Electric & Manufacturing Co. (Sharon, Pa., plant).** Transformers; reactors.

## TRANSMITTERS

- Allied Radio Corp.** Transmitting parts and accessories (distribute same, but do not manufacture).
- Victor J. Andrew.** Custom built equipment.
- Canadian Marconi Co.** Long and short wave broadcast transmitters.
- Collins Radio Co.** Aircraft, aeronautical ground station, marine, amateur, portable, relay broadcast, broadcast, H. F. and U.H.F., commercial and private point-to-point and emergency, and municipal-federal-state government transmitters.
- Doolittle & Falknor, Inc.** Transmitters.
- Federal Telegraph Co.** Transmitting equipment.
- General Electric Co.** Police radio apparatus (medium high-frequency one-way, ultra-high-frequency one-way and two-way, and medium high-frequency, ultra-high-frequency combination two-way); radio apparatus for all branches of the U. S. government.
- General Engineers.** Transmitters.
- Graybar Electric Co., Inc.** Transmitters.
- Insuline Corp. of America.** Transmitter chasses.
- Northern Electric Co., Ltd.** Transmitters.
- RCA Manufacturing Co., Inc.**
- RCA Victor Co., Ltd.** Transmitters.
- Radio Engineering and Manufacturing Co.** Portable radio transmitting equipment of all types.
- Radio Television Industries Corp.** Transmitters.
- Radio Transceiver Laboratories.** Pack transmitters-receivers, master and crystal oscillators for pack transmitter-receivers.
- Hector R. Skifter.** Transmitting components for broadcast stations.
- United Transformer Corp.** Transmitter kits.

## TRANSMISSION LINE EQUIPMENT

*Antenna coupling units.*  
*Cable of all kinds.*  
*Coaxial cable.*  
*Check coils.*

*Filters.*  
*Modulators.*  
*Phasing and tuning equipment.*  
*Tuning houses.*

- Amplifier Co. of America.** Low-pass, band-pass and high-pass filters; modulators; check coils.
- Victor J. Andrew.** Radiator lighting filters; antenna coupling units; coupling equipment for directional antennas; coaxial cable and fittings.
- Doolittle & Falknor, Inc.** Antenna coupling units; coaxial cable.
- Heintz & Kaufman, Ltd.** Concentric transmission lines.
- Isolanite, Inc.** Coaxial type transmission lines.
- E. F. Johnson Co.** Antenna coupling equipment; concentric lines.
- Lifetime Corp.** Cable.
- Radio Receptor Co., Inc.** Tuning houses for directional broadcasting; phase branching equipment.
- Stromberg-Carlson Telephone Mfg. Co.** Cable.
- Transducer Corp.** Low capacity cable.
- United Transformer Corp.** Filters.
- Washington Institute of Technology.** Phasing and tuning equipment for directional and non-directional arrays.

## EQUIPMENT—Continued

### TUBES

- Allied Radio Corp.** Transmitting tubes (distribute same, but do not manufacture).
- Amperex Electronic Products, Inc.** Power transmitting tubes and rectifiers, both air and water cooled.
- Allen B. Du Mont Laboratories, Inc.** Cathode ray tubes.
- Eitel-McCullough, Inc.** Grid control rectifiers (Ky21), triodes (types 35T, 100T, 250T, 450T, 750T, 1000UFH), plain rectifiers (type RX21).
- Federal Telegraph Co.** Transmitting tubes; rectifiers.
- Gates Radio & Supply Co.** All types of transmitting tubes.
- Graybar Electric Co., Inc.** Tubes of all types; rectifiers.
- Heintz & Kaufman, Ltd.** Gammatron transmitting tubes.
- Isolanite, Inc.** Vacuum tube bases.
- National Union Radio Corp.** Panel lamps; exciter lamps; cathode ray tubes.
- Northern Electric Co., Ltd.** Vacuum tubes.
- RCA Manufacturing Co., Inc.** Tubes of all types.
- Raytheon Manufacturing Co.** High and low voltage rectifiers; voltage stabilizers; transmitting tubes.
- Sundt Engineering Co.** Discharge tubes.
- Taylor Tubes, Inc.** Air-cooled transmitting tubes.
- United Electronics Co.** Broadcasting tubes; mercury vapor tubes.

### WIRE

- Driver-Harris Co.** Wire and various types of special alloys.
- Rea Magnet Wire Co., Inc.** Magnet wire, enameled and cotton and silk insulated.

## EQUIPMENT TRADE NAMES

*(This list identifies the names stamped on various pieces of equipment to distinguish the manufacturer)*

### A

- ACA:** Amplifier Co. of America.
- Absorbex:** Celotex Corp.
- Acme:** Acme Sound Co.
- Acoustic:** Recoton Corp.
- Acousti-Celotex:** Celotex Corp.
- Acoustigraph:** General Communication Products, Inc.
- Acoustillite:** Insulite Co.
- Acoustone:** United States Gypsum Co.
- Aerovox:** Aerovox Corp.
- Allied Clean-Cut:** Allied Recording Products Co.
- Allied Professional:** Allied Recording Products Co.
- American:** American Microphone Co.
- AmerTran:** American Transformer Co.
- Amperex:** Amperex Electronic Products, Inc.
- Amperite:** Amperite Co.
- Amplion:** Amplion Products Corp.
- Astatic:** Astatic Microphone Laboratory, Inc.
- Audax:** Audax Co., Inc.

### B

- Belfone:** Bell Sound Systems, Inc.
- Bell:** Bell Sound Systems, Inc.
- Bildrite:** Insulite Co.
- Bliley Crystals:** Bliley Electric Co.
- Bond:** Bond Electric Corp.
- Bright Star:** Bright Star Battery Co.
- Bruno:** Bruno Laboratories, Inc.
- Brush Piezo Electric Devices:** Brush Development Co.
- Bud:** Bud Radio, Inc.
- Bullet:** Transducer Corp.
- Burgess:** Burgess Battery Co.

### C

- C.H.T.:** Thordarson Electric Manufacturing Co.
- C-X Texboard:** Celotex Corp.
- Calicel:** Celotex Corp.
- Calistone:** Celotex Corp.
- Cannon Ball:** C. F. Cannon Co.

## EQUIPMENT TRADE NAMES—Continued

**Cellutone:** Cellutone Record Manufacturing Co.

**Cemesto Board:** Celotex Corp.

**Cinaudagraph:** Cinaudagraph Corp.

**Clarostat:** Clarostat Manufacturing Co., Inc.

**Co-X:** Transducer Corp.

**Conquest:** Conquest Alliance Co., Inc.

**Conversafone:** Lifetime Corp.

**Crolite:** Henry L. Crowley & Co., Inc.

**Cub:** Cornell-Dubilier Electric Corp.

**Curtis:** Curtis Condenser Corp.

### D

**Dykanol:** Cornell-Dubilier Electric Corp.

**Dynaphone:** Ansley Radio Corp.

### E

**Eastern:** Eastern Mike-Stand Co.

**Eimac:** Eitel-McCullough, Inc.

**Electar:** Epiphone, Inc.

**Electro-Voice:** Electro-Voice Manufacturing Co., Inc.

**Epiphone:** Epiphone, Inc.

### F

**Fast:** John E. Fast & Co.

**Fidelity:** Radio Specialties Co.

**Filmograph:** Miles Reproducer Co., Inc.

**Filter-Mite:** Tobe Deutschmann Corp.

**Filternoys:** Continental Carbon, Inc.

**Flexcell:** Celotex Corp.

### G

**G. E.:** General Electric Co.

**General Radio:** General Radio Co.

**Gold Medal:** Amplifier Co. of America.

**Graylite:** Insulite Co.

### H

**Hipower:** Hipower Crystal Co.

**Hoke:** Hoke Vertical Radiator Co.

### I

**ICA:** Insuline Corp. of America.

**I.R.C.:** International Resistance Co.

**Ideal:** Ideal Commutator Dresser Co.

**Ideco:** International Derrick & Equipment Co.

**Ins-Light:** Insulite Co.

**Isolanite:** Isolanite, Inc.

### J

**Jensen High Fidelity:** Jensen Radio Manufacturing Co.

### K

**Kenyon:** Kenyon Transformer Co.

**Knight:** Allied Radio Corp.

### L

**Lifetime:** Lifetime Corp.

**Lingo:** John E. Lingo and Son, Inc.

**Littelfuse:** Littelfuse Laboratories.

**Lok-Joint:** Insulite Co.

**Losimol:** Recoton Corp.

### M

**Magic:** Cinaudagraph Corp.

**Marconi:** Canadian Marconi Co.

**Marvel:** Curtis Condenser Corp.

**Micadon:** Cornell-Dubilier Electric Corp.

**Micamold:** Micamold Radio Corp.

**Midway-featherweight:** Allen D. Cardwell Mfg. Co.

**Miles:** Miles Reproducer Co., Inc.

**Mil-Flor Traffic Top:** Celotex Corp.

**Mirror:** Mirror Record Corp.

### N

**National:** National Battery Co.

**National Union:** National Union Radio Corp.

**Nichrome:** Driver-Harris Co.

**Nipermag:** Cinaudagraph Corp.

### O

**Oscillotrons:** Allen B. Du Mont Laboratories, Inc.

### P

**Perfatile:** United States Gypsum Co.

**Phasmajectors:** Allen B. Du Mont Laboratories, Inc.

**Philco:** Philco Radio & Television Corp.

**Pluggin:** Tobe Deutschmann Corp.

**Port-Elec:** Allied Phonograph & Record Mfg. Co.

**Power House:** Burgess Battery Co.

**Powertype:** American Piezo Supply Co.

**Precision:** Precision Apparatus Corp.

**Premier:** Premier Crystal Laboratories, Inc.

**Presto:** Presto Recording Corp.

**Privaphone:** Miles Reproducer Co., Inc.

**Proctor:** B. A. Proctor Co.

**Promenade Traffic Top:** Celotex Corp.

### Q

**Q-T-Ductliner:** Celotex Corp.

**Quietile:** United States Gypsum Co.

**Quietone:** Cornell-Dubilier Electric Corp.

### R

**RCA:** RCA Manufacturing Co., Inc.

**RTI:** Radio Television Industries Corp.

## EQUIPMENT TRADE NAMES—Continued

**Radio-Disc:** Allied Phonograph & Record Manufacturing Co.

**Radiohm:** Centralab.

**Radiotone:** Radiotone, Inc.

**Rangertone:** Rangertone, Inc.

**Ray-O-Vac:** Ray-O-Vac Co.

**Raytheon:** Raytheon Manufacturing Co.

**REA:** Rea Magnet Wire Co., Inc.

**Recordrite:** Rangertone, Inc.

**Recoton:** Recoton Corp.

**Recti ChargeR:** Raytheon Manufacturing Co.

**Recti FilteR:** Raytheon Manufacturing Co.

**Remco:** Radio Engineering and Manufacturing Co.

**Remler:** Remler Co., Ltd.

### S

**Saja:** Recoton Corp.

**Sapphi:** Rangertone, Inc.

**Simplat:** Recoton Corp.

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

**Stancor:** Standard Transformer Corp.

**Standard:** Allen D. Cardwell Mfg. Corp.

**Stelli:** Rangertone, Inc.

**Sunco:** Sundt Engineering Co.

**Superior:** Recoton Corp.

**Super-Pro:** Hammerlund Manufacturing Co., Inc.

**Supreme:** Supreme Instruments Corp.

**Symphotone:** Webster Electric Co.

### T

**TCO:** Turner Co.

**Tattelite:** Littelfuse Laboratories

**Taylor:** Taylor Tubes, Inc.

**Teletalk:** Webster Electric Co.

**Teletrons:** Allen B. Du Mont Laboratories, Inc.

**Thermax:** Celotex Corp.

**Thordarson:** Thordarson Electric Manufacturing Co.

**3-in-1:** Ideal Commutator Dresser Co.

**Tobe:** Tobe Deutschmann Corp.

**Traffic Board:** Celotex Corp.

**Transtat:** American Transformer Co.

**Trembar:** United States Gypsum Co.

**Trim-Air:** Allen D. Cardwell Mfg. Corp.

**Triplett:** Triplett Electrical Instrument Co.

**Tru-Axis:** Commercial Radio Equipment Co.

**Tru-fidelity:** Thordarson Electric Manufacturing Co.

**Turner:** Turner Co.

### U

**U.S.G.:** United States Gypsum Co.

**UTC:** United Transformer Corp.

**Unedit:** Bright Star Battery Co.

**United:** United Electronics Co.

**Universal:** Universal Microphone Co., Ltd.

**Upco:** UPCO Engineering Laboratories, Inc.

### V

**V.L.T.I.:** Celotex Corp.

**Vapor-Seal:** Celotex Corp.

**Variac:** General Radio Co.

**Varimatch:** United Transformer Corp.

**Varitap:** United Transformer Corp.

**Varitran:** United Transformer Corp.

**Varitone:** United Transformer Corp.

**Vibrafram:** Celotex Corp.

**Vibro-Master:** Vibro-Master Co. (see Acme Sound Co.).

**Vocaphone:** Miles Reproducer Co., Inc.

### W

**W:** Westinghouse Electric & Manufacturing Co.

**Webster-Chicago:** Webster Co.

**Webster Electric:** Webster Electric Co.

**Western Electric:** Graybar Electric Co., Inc.

**Weston:** Weston Electrical Instrument Corp.

## CONSULTING ENGINEERS

### Appleby & Appleby

Jasper & Winchester Avenues  
Atlantic City, N. J.

### Andrews, Victor J.

7221 S. San Francisco Avenue  
Chicago, Ill.

### Barron, John H.

Earle Building  
Washington, D. C.

### Burnett, Wm. W. L.

Wm. W. L. Burnett Radio Laboratory  
4814 Idaho Street  
San Diego, Calif.



## CONSULTING ENGINEERS—Continued

**Clarke Engineering Service**  
4236 45th Street, N. W.  
Washington, D. C.

**Cohen, Louis (Dr.)**  
4701 Connecticut Avenue  
Washington, D. C.

**Commercial Radio Equipment Co.**  
216 E. 74th Street  
Kansas City, Mo.

**Cullum, A. Earl, Jr.**  
2935 North Henderson Ave.  
Dallas, Texas.

**de Mars, Paul A.**  
21 Brookline Avenue  
Boston, Mass.

**De Witt, J. H.**  
In care of Station WSM  
7th and Union Streets  
Nashville, Tenn.

**Doolittle & Falknor, Inc.**  
1306-08 West 74th Street  
Chicago, Illinois

**Eduards & Martin**  
Union Guardian Bldg.  
Detroit, Mich.

**Everitt, W. L. (E. E., Ph.D.)**  
Communication Laboratory  
The Ohio State University  
Columbus, Ohio

**Feikert, Grant S.**  
Oregon Agricultural College  
Corvallis, Oregon

**Felix, Edgar H.**  
32 Rockland Pl.  
New Rochelle, N. Y.

**Foss, William L.**  
Tower Building  
Washington, D. C.

**Gillett, Glenn D.**  
National Press Building  
Washington, D. C.

**Godley, Paul F.**  
Montclair, New Jersey

**Goldsmith, Dr. Alfred N.**  
444 Madison Avenue  
New York, N. Y.

**Grimwood, Fred O.**  
Evansville, Indiana

**Hilliard, William P.**  
801 Clyde Avenue  
Chicago, Illinois

**Hogan, John V. L.**  
41 Park Row  
New York, New York

**Jansky, C. M., Jr., and Bailey, Stuart L.**  
National Press Building  
Washington, D. C.

**Kiebert, Martin V.**  
66 Cobb Building  
Seattle, Washington

**McCreary, Harold J.**  
Bankers Bldg.  
Chicago, Ill.

**McNary & Chambers**  
National Press Building  
Washington, D. C.

**Marriott, Capt. Robert H.**  
1470 East 18th Street  
Brooklyn, New York

**Mashbir, Col. Sidney F.**  
Washington Institute of Technology  
College Park, Maryland, or  
McLachlen Building  
Washington, D. C.

**Page, E. C., and Davis, Geo. C.**  
1311 Livingston Street  
Evanston, Illinois, or  
Munsey Building  
Washington, D. C.

**Parrish, Robert B.**  
5155 South Grammercy Place  
Pacific Engineering Laboratory Co.  
Los Angeles, Calif.

**Peterkin, Ernest P.**  
Peterkin Radio Laboratories  
13176 Manor Avenue  
Detroit, Michigan

**Pickard, Dr. Greenleaf Whittier**  
Seabrook Beach, N. H.

**Singleton, H. C.**  
In care of Station KGW  
615 Alder Street  
Portland, Oregon

**Skifter, Hector R.**  
St. Paul Hotel  
St. Paul, Minn.

**Steele, W. Arthur**  
56 Sparks Street  
Ottawa, Ont., Canada

**Van Nostrand, W.**  
Van Nostrand Radio Engineering Service,  
P. O. Box 50, Station E  
Atlanta, Georgia

**Wilmotte, Raymond M.**  
3220 Connecticut Ave., N. W.  
Washington, D. C.

**Wilson, H. L. (Dr.)**  
260 East 161st Street  
New York, New York

## TELEVISION: 1938

Developments in visual broadcasting since the appearance of Vol. I of the **VARIETY RADIO DIRECTORY** (see pages 778-784) have been of a type which would primarily interest engineers and research workers. While some changes in apparatus are reported, it cannot be authoritatively stated whether these changes are significant from the viewpoint of permanency. Consequently this volume of the **DIRECTORY** omits a television survey on the grounds that such a survey lacks general usefulness.

Listed below are television licensees in the U. S. as indicated on Federal Communications Commission records. As throughout the rest of the world, television broadcasting in this nation is entirely experimental.

Licensee and Location	Call Letters	Frequency (kc) or Group	Power	
			Visual	Aural
Columbia Broadcasting System, Inc., New York, N. Y.	W2XAX	B, C	50 w C. P. 7500 w	7500w
Don Lee Broadcasting System, Los Angeles, Calif.	W6XAO	B, C	150 w C. P. 1 kw	150w
Farnsworth Television, Incorporated of Pa., Springfield, Pa.	W3XPF	B, C	4 kw (C. P. only)	1 kw
First National Television, Inc., Kansas City, Mo.	W9XAL	B, C	300 w	150 w
General Television Corporation, Boston, Mass.	W1XG	B, C	500 w	
The Journal Company, Milwaukee, Wisconsin	W9XD	B, C	500 w	
Kansas State College of Agriculture and Applied Science, Manhattan, Kansas	W9XAK	A	125 w	125 w
National Broadcasting Co., Inc., New York, N. Y.	W2XBS	B, C	12 kw	15 kw
National Broadcasting Co., Inc., Portable (Camden, N. J., and New York, N. Y.)	W2XBT	D (92,000 and 175,000-180,000)	400 w (C. P. only)	100 w
Philco Radio & Television Corp., Philadelphia, Pa.	W3XE	B, C	10 kw	10 kw
Philco Radio & Television Corp., Philadelphia, Pa.	W3XP	D (204,000-210,000)	15 w (C. P. only)	
Purdue University, West Lafayette, Ind.	W9XG	A	1500 w	
Radio Pictures, Inc., Long Island City, N. Y.	W2XDR	B, C	1 kw	500 w
RCA Manufacturing Co., Inc., Portable (Building No. 8 of Camden Plant)	W3XAD	D (124,000 to 130,000)	500 w	500 w
RCA Manufacturing Co., Inc., Camden, N. J.	W3XEP	B, C	30 kw	30 kw
RCA Manufacturing Co., Inc., Portable-Mobile	W1OXX	B, C	50 w	50 w
The Sparks-Withington Company, Jackson, Michigan	W8XAN	B, C	100 w	100 w
University of Iowa, Iowa City, Iowa	W9XK	A	100 w	
University of Iowa, Iowa City, Iowa	W9XUI	B, C	100 w	
Dr. George W. Young, Minneapolis, Minnesota	W9XAT	B, C	500 w	

**Group A**—2,000 to 2,100 kc.

**Group B**—42,000 to 56,000 kc.

**Group C**—60,000 to 86,000 kc.

**Group D**—Any 6,000 kc frequency band above 110,000 kc excluding 400,000 to 401,000 kc.

# INTERNATIONAL BROADCAST STATIONS IN THE U. S.

Licensee and Location	Call Letters	Frequency (kc)	Power
Chicago Federation of Labor, York Township, Illinois.....	W9XAA	6,080, 11,830, 17,780	500 w
Columbia Broadcasting System, Inc., Near Wayne, New Jersey.....	W2XE	6,120, 11,830, 15,270, 17,760, 21,520, 9,590	10 kw
The Crosley Radio Corp., Mason, Ohio.....	W8XAL	6,060, 9,590	10 kw
General Electric Co., South Schenectady, N. Y.....	W2XAD	15,330, 21,500, 9,550	25 kw C.P.100 kw
General Electric Co., South Schenectady, N. Y.....	W2XAF	9,530	40 kw C.P.100 kw
General Electric Co., Near Belmont, California.....	W6XBE	9,530, 15,330	20 kw C.P. only
Isle of Dreams Broadcasting Corp., Miami, Florida.....	W4XB	6,040	2.5 kw C.P.5 kw
National Broadcasting Co., Inc., Bound Brook, N. J.....	W3XAL	6,100, 17,780	35 kw
National Broadcasting Co., Inc., Downer's Grove, Ill.....	W9XF	6,100, 17,780	10 kw
WCAU Broadcasting Co., Newtown Square, Pa.....	W3XAU	6,060, 9,590, 21,520	10 kw
Westinghouse Electric & Manufacturing Co., Millis, Mass.....	W1XK	9,570	10 kw
Westinghouse Electric & Manufacturing Co., Saxonburg, Pa.....	W8XK	6,140, 9,570, 11,870, 15,210, 17,780, 21,540	40 kw
World Wide Broadcasting Corp., Boston, Mass.....	W1XAL	6,040, 11,790, 15,250, 21,460, 11,730, 15,130	20 kw

## FACSIMILE

Stations dealing experimentally in facsimile broadcasting are of two classes—those using regular (long wave) frequencies; and those using high frequencies (short wave). The latter class has been conducting experiments over a period of years, whereas the experimenters utilizing regular broadcast frequencies have newly arisen since the appearance of Vol. I of the VARIETY RADIO DIRECTORY.

This new type of facsimile station has been given encouragement by the Federal Communications Commission so that it might be determined what public interest there is in the facsimile process. As of May 1, 1938, there were 11 stations in the new regular-frequency class. However, inasmuch as their work is largely a matter of the future, discussion of it will have to be postponed to forthcoming editions.

### FACSIMILE BROADCAST STATIONS USING REGULAR FREQUENCIES

Station	Licensee and Location	Frequency (kc)	Power
KFBK.....	McClatchy Broadcasting Co., Sacramento, Cal.	1490	5 kw
KGW.....	Oregonian Publishing Co., Portland, Ore.	620	1 kw
KMJ.....	McClatchy Broadcasting Co., Fresno, Cal.	580	1 kw
KSD.....	Pulitzer Publishing Co., St. Louis, Mo.	550	1 kw
WGH.....	Hampton Roads B'casting Co., Newport News, Va.	1310	100 w

## FACSIMILE—Continued

Station	License and Location	Frequency (kc)	Power
WGN	WGN, Inc., Chicago, Ill.	720	50 kw
WHK	Radio Air Service Corp., Cleveland, O.	1390	1 kw
WHO	Central Broadcasting Co., Des Moines, Ia.	1000	50 kw
WIND	Johnson-Kennedy Radio Corp., Gary, Ind.	560	1 kw
WOR	Bamberger B'casting Service, Inc., Newark, N. J.	710	5 kw
WSM	Natl. Life and Accident Ins. Co., Nashville, Tenn.	650	50 kw

### FACSIMILE BROADCAST STATIONS USING HIGH FREQUENCIES

Licensee and Location	Call Letters	Frequency (kc)	Power
The Pulitzer Publishing Co., St. Louis, Missouri	W9XZY	31,600, 35,600, 38,600, 41,000	100 w
Radio Pictures, Inc., Long Island City, N. Y.	W2XR	1614, 2012, 2398, 23,100, 41,000, 86,000-400,000	1 kw
The Yankee Network, Inc., Sargents Purchase, New Hampshire	W1XMX	41,000	500 w
Bamberger Broadcasting, Inc., New York City	W2XUP	31,600, 35,600, 38,600, 41,000	110 w
Radio Air Service, Cleveland, Ohio	W8XE	31,600, 35,600, 38,600, 41,000	50 w
Star Times Publishing Co., St. Louis, Mo.	W9XSP	31,600, 35,600, 38,600, 41,000	100 w



# STATION REPRESENTATIVES

Information on the personnel and offices of the various U. S., Canadian, and foreign station representatives is given below.

Those firms, whose names bear a star (\*), also represent newspapers or other printed media as well as radio stations.

It must be borne in mind that no comparisons are made of the relative size of firms can be made from a sheer personnel listing. In the case of newspaper-radio representatives, for instance, the conjoint representation of two media necessitates comparatively more personnel. The purpose of this list in no way is to create any ideas of relative size or efficiency as regards any firm or firms.

**All-Canada Radio Facilities, Ltd.** *Officers:* Dawson Richardson, president; H. R. Carson, managing director; A. R. Gibson, secretary. *Winnipeg office:* 171 McDermot Ave.; Dawson Richardson, president (phone 92 531); P. H. Gayner, c/o Station CKY, representative (phone 92 191). *Calgary office:* Southam Bldg. (R. 2021); F. W. Cannon, manager. *Montreal office:* Dominion Square Bldg. (LA 6400); Burt Hall, manager. *Toronto office:* 305 Victory Bldg. (Elgin 2464); G. F. Herbert, manager. *Vancouver office:* 541 W. Georgia St. (Trinity 1391); J. E. Baldwin, manager. (Note: This firm also serves as Canadian distributors for various American transcription producers, and is an amalgamation of the former All-Canada Broadcasting System and United Broadcast Sales, Ltd.)

**Associated Broadcast Advertising Co.** *Officers:* Irving T. Porter, commercial manager and owner. *New York sales office for Station WFAS:* 152 W. 42nd St. Wisconsin 7-2299). Personnel: Irving T. Porter; Gertrude Baron, Helen Gray.

**Associated Broadcasting Co., Ltd.** *Toronto office:* Hermant Bldg (Elgin 3345); E. A. Byworth, president; D. H. Copeland, vice-president; Frederick Helson, traffic manager. *Montreal office:* Dominion Square Bldg. (Belair 3325); M. Maxwell, vice-president; W. A. Eversfield, secretary-treasurer.

**Walter Biddick Co.** *Officers:* Walter Biddick, general manager. *Los Angeles office:* 568 Chamber of Commerce Bldg. (Richmond 6184). Personnel: James C. McCormick, manager; T. N. Turner, G. M. Biddick, C. A. Burpee. *San Francisco office:* 1358 Russ Bldg. (Sutter 5415). Personnel: Walter Monroe, Jr.,

manager. *Seattle office:* 1038 Exchange Bldg. (Main 6440). Personnel: John C. Kiewel, manager.

**John Blair & Co.** *Officers:* John Blair, president; George W. Bolling, vice-president; Lindsey Spight, vice-president; Blake Blair, treasurer. *Chicago office:* 520 N. Michigan Ave. (Superior 8659). Personnel: John Blair, manager; Gale Blocki, Jr.; Charles F. Dilcher; Charles M. Freeman. *New York office:* 341 Madison Ave. (Murray Hill 9-6084). Personnel: George W. Bolling, manager; Richard D. Buckley, William H. Weldon. *Detroit office:* New Center Bldg. (Madison 7889). Personnel: R. H. Bolling, manager. *San Francisco office:* Russ Bldg. (Douglas 3188). Personnel: Lindsey Spight, manager. *Los Angeles office:* Chamber of Commerce Bldg. (Prospect 3584). Personnel: Carleton Coveny, manager. *Seattle office:* 1411 Fourth Ave. Bldg. (Seneca 2377). Personnel: R. G. McBroom, manager.

**\*The Branham Co.** *Officers:* John Petrie, president. *Chicago office:* 360 N. Michigan Ave. (Central 5726). Personnel: E. F. Corcoran, vice-president; Charles B. Nichols, secretary; H. C. Schomaker, J. B. Guenther, C. B. Peterson, Edwin Charney, J. Timlin, L. S. Greenberg, Carl Sundberg. *New York office:* 230 Park Ave. (Murray Hill 6-1860). Personnel: Fred P. Motz and M. H. Long, vice-presidents; C. W. Mitchell, M. J. Foulon, H. C. Blake, P. E. Johnson, A. J. Marucchi, G. E. Pamental, J. H. Connolly. *Detroit office:* General Motors Bldg. (Trinity 1-0440). Personnel: H. A. Anderson, E. R. Bornman. *St. Louis office:* Arcade Bldg. (Chestnut 6192). Personnel: W. F. Patzlaff. *Kansas City office:*



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#### Exclusive Representatives:

WGR-WKBW	Buffalo
WCKY	Cincinnati
WHK-WCLE	Cleveland
WHKC	Columbus
WOC	Davenport
WHO	Des Moines
WDAY	Fargo
WOWO-WGL	Ft. Wayne
KMBC	Kansas City
WAVE	Louisville
WTCN	Minneapolis-St. Paul
WMBD	Peoria
KSD	St. Louis
WFBL	Syracuse
WKBN	Youngstown
<i>Southeast</i>	
WCSC	Charleston
WIS	Columbia
WPTF	Raleigh
WDBJ	Roanoke
<i>Southwest</i>	
KTAT	Ft. Worth
KTUL	Tulsa
<i>Pacific Coast</i>	
KOIN-KALE	Portland
KSFO	San Francisco
KVI	Seattle-Tacoma

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180 No. Michigan Ave.  
Franklin 6373

**SAN FRANCISCO**  
One Eleven Sutter  
Sutter 4353

**NEW YORK**  
247 Park Ave.  
PLaza 5-4131

**LOS ANGELES**  
C. of C. Bldg.  
Richmond 6184

**DETROIT**  
New Center Bldg.  
TRinity 2-8444

**ATLANTA**  
Bona Allen Bldg..  
Jackson 1678

## STATION REPRESENTATIVES—Continued

- National Fidelity Life Bldg. (Harrison 1023). Personnel: George F. Dillon, Julian Kirk. *Los Angeles office:* 1151 S. Broadway (Prospect 3471). Personnel: W. L. Blythe. *Atlanta office:* Rhodes Haverty Bldg. (Walnut 4851). Personnel: J. B. Keough, H. L. Ralls. *Dallas office:* Mercantile Bldg. (2-8569). Personnel: A. J. Putnam, J. P. Dobbs. *San Francisco office:* 235 Montgomery St. (Garfield 6740). Personnel: Austin B. Fenger. *Seattle office:* 1004 Second Ave. (Seneca 4480). Personnel: Arthur G. Neitz. *Portland office:* 621 S. W. Morrison St. (Beacon 2988). Personnel: G. A. Wellington.
- \*Bryant-Griffith & Brunson, Inc.** *Officers:* Harry C. Griffith, president and treasurer; Fred F. Parsons, vice-president; Harry W. Pollard, vice-president; George Gundling, secretary. *New York office:* 9 E. 41st St. (Murray Hill 2-2174). Personnel: Harry C. Griffith, George Gundling, Arthur F. Altritt, Frank J. Coyle, Edward Peretti, John McDonald. *Chicago office:* 360 N. Michigan Ave. (Anderson 1040). Personnel: Fred F. Parsons, manager; W. W. Sauerberg, Roy Black, John Murphy. *Detroit office:* General Motors Bldg. (Madison 3534). Personnel: Harry W. Pollard, manager. *Atlanta office:* Walton Bldg. (Walnut 1231). Personnel: B. Frank Cook, manager; Pierce W. Cook (working out of Charlotte, N. C.). *Boston office:* 201 Devonshire St. (Liberty 4259). Personnel: Joseph F. Walsh, manager; P. B. Silk. *Salt Lake City office:* 838—24th St. Personnel: J. Wayne Eldredge.
- \*The Capper Publications, Inc.** *Officers:* Arthur Capper, president and publisher; Marco Morrow, vice-president and assistant publisher; H. S. Blake, vice-president and general manager. Ben Ludy, manager WIBW; W. A. Bailey, manager KCKN. *New York office:* 420 Lexington Ave. (Mohawk 4-3280). Personnel: W. L. McKee, Dean Bailey. *Chicago office:* 180 N. Michigan Ave. (Central 5977). *Detroit office:* General Motors Bldg. (Madison 2125). Personnel: Edward McKernon. *Cleveland office:* 1013 Rockwell Ave. (Cherry 5775). *Kansas City (Mo.) office:* 21 W. 10th St. (Harrison 4700). *Kansas City (Kans.) office:* Eighth and Armstrong. *Topeka office:* Eighth and Jackson Ave. *St. Louis office:* 2202 Pine St. (Central 3330). *San Francisco office:* Russ Bldg. (Douglas 5220).
- Conquest Alliance Co., Inc.** *Officers:* C. H. Venner, Jr., president; A. M. Martinez, vice-president; Miss L. Hirstius, secretary. *New York office:* 515 Madison Ave. (Plaza 3-5650). *Chicago office:* 203 N. Wabash Ave. (State 3348). Personnel: A. V. Bamford, manager. *Buenos Aires office:* Sarmiento 559. Personnel: Oscar F. Errecart, manager. *Rio de Janeiro office:* Edificio Odeon, Sala 710. Personnel: Roberto Constantinesco, manager. *Havana office:* Edificio La Metropolitana. Personnel: Rene Canizares, manager.
- J. Ralph Corbett, Inc.** *Officers:* J. Ralph Corbett, president; Chas. B. Meade, vice-president; Florence Nanes, treasurer; Joseph McGhee, secretary. *Cincinnati office:* Carew Tower (Parkway 1463). Personnel: J. Ralph Corbett and Chas. B. Meade. *New York office:* Graybar Bldg. (Mohawk 4-4528). Personnel: Walter H. Freeman, manager. *Chicago office:* 520 N. Michigan Ave. (Delaware 3265). Personnel: George Rooser, manager.
- Cox and Tanz.** *New York office:* 535 Fifth Ave. (Murray Hill 2-8284). Personnel: E. R. Tanz, manager in charge. *Chicago office:* 228 N. LaSalle St. (Franklin 2095). Personnel: A. P. Cox, manager in charge. *Philadelphia office:* Drexel Bldg. (Lombard 1720). Personnel: Joseph Cox, manager in charge.
- \*Allan W. Creel.** *New York office:* 15 E. 40th St. (Lexington 2-4588).
- \*J. J. Devine & Associates, Inc.** *Officers:* J. J. Devine, president; James F. Devine, vice-president; M. F. Devine, secretary. *New York office:* 405 Lexington Ave. (Murray Hill 6-1118). Personnel: J. J. Devine, manager; Harold Winter, D. A. Donahue, R. J. MacColl, Walter P. Burn. *Chicago office:* 307 N. Michigan Ave. (Central 4270). Personnel: James F. Devine, manager; J. A. Toothill. *Detroit office:* 817 New Center Bldg. (Madison 3350). Personnel: D. F. Daubel, manager. *Atlanta office:* 206 Palmer Bldg. (Walnut 3149). Personnel: E. J. Hayes, manager. *Pittsburgh office:* 438 Oliver Bldg. (Atlantic 4723). Personnel: L. H. McCamic, manager.
- James F. Fay.** *Officers:* James F. Fay, president and treasurer; Gertrude Saxe, office manager. *Boston office:* 1011 Statler Bldg. (Hubbard 1225).
- Free & Peters, Inc. (and Free, Johns & Field, Inc.).** *Officers:* James L. Free, president and treasurer; H. Preston Peters, vice-president and secretary; Virginia Weber, assistant secretary and assistant treasurer; J. F. Johns, vice-president Free, Johns & Field, Inc. *Chicago office:* 180 N. Michigan Ave.



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**Gene Furgason & Co. (formerly Furgason & Aston, Inc.).** *Officers*: Gene Furgason, president; C. L. Sleining, secretary-treasurer. *New York office*: 17 East 45th St. (Murray Hill 2-3734). Personnel: Gene Furgason in charge; James M. Wade. *Chicago office*: 221 N. LaSalle St. (State 5241). Personnel: C. L. Sleining in charge; Arch Kerr. *Detroit office*: 1010 Stephenson Bldg. (Trinity 2-0922). Personnel: Sil Aston in charge.

**Horace Hagedorn.** *Officers*: Horace Hagedorn, owner. *New York office*: 551 Fifth Ave. (Murray Hill 6-1230). Personnel: Horace Hagedorn. *Chicago office*: 75 East Wacker Drive (Central 8744). Personnel: Howard Wilson. *Kansas City office*: 1102 Walnut St. (Grand 0810). Personnel: James E. Bingham.

**Hearst Radio.** (See also **International Radio Sales.**) *Officers*: Elliott Roosevelt, president; A. Cormier, vice-president; Neal Barrett, vice-president; M. B. Grabhorn, vice-president; F. E. Hagelberg, treasurer; O. J. Fernsten, assistant treasurer; R. F. McCauley, secretary; W. P. McGoldrick, assistant secretary. *New York office*: International Radio Sales (division of Hearst Radio), 20 East 57th St. (Plaza 8-2600). Personnel: M. B. Grabhorn, Lincoln P. Simonds, Frank Fenton. *Chicago office*: International Radio Sales (division of Hearst Radio), 326 W. Madison St. (Central 6124). Personnel: Naylor Rogers, manager. *Detroit office*: International Radio Sales (division of Hearst Radio), General Motors Bldg. (Trinity 1-1170). Personnel: R. E. Howard, manager. *San Francisco office*: International Radio Sales (division of Hearst Radio), Third and Market Sts. (Douglas 2536). Personnel: J. Leslie Fox, Pacific Coast man-

ager. *Los Angeles office*: 141 N. Vermont Ave. (Exposition 1341). Personnel: John Livingston, manager.

**George P. Hollingbery Co. (formerly Craig & Hollingbery, Inc.).** *Chicago office*: 307 N. Michigan Ave. (State 2898). Personnel: George P. Hollingbery, president. *New York office*: 420 Lexington Ave. (Murray Hill 3-8078). Personnel: F. E. Spencer, Jr., manager. *Detroit office*: Park and Adams Sts. (Cherry 5200). Personnel: Fred F. Hague, manager. *San Francisco office*: 564 Market St. (Garfield 7511). Personnel: J. Leslie Meek, manager. *Atlanta office*: Walton Bldg. (Walnut 4039). Personnel: George Kohn, manager.

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**\*The Katz Agency, Inc.** *Officers*: G. R. Katz, president; S. L. Katz, vice-president; M. J. Beck, treasurer; Eugene Katz, secretary. *New York office*: 500 Fifth Ave. (Longacre 5-4595). Personnel: G. W. Brett, sales manager; G. H. Gunst, A. Doris N. Costello, M. Kellner, S. Rintoul, M. O'Mara. Promotion department: Eugene Katz, D. Denenholz, T. Kruglak, H. R. Goldberg. *Chicago office*: 307 N. Michigan Ave. (Central 4238). Personnel: Paul Ray, manager; S. L. Katz, Lowell Jackson, A. N. Armstrong, Jr., O. R. Whitaker, Stanley Ruelman, Davis Kirby. *Detroit office*: General Motors Bldg. (Trinity 2-7685). Personnel: Ralph Bateman, manager; D. Decker. *Atlanta office*: 22 Marietta St. Bldg. (Walnut 4795). Personnel: Fred M. Bell, manager; Marvin Smith. *Philadelphia office*: 260 S. Broad St. (Kingsley 1950). Personnel: M. J. Flynn, manager. *Kansas City office*: Bryant Bldg. (Victor 7095). Personnel: Carl Slater, manager; Gordon Gray. *San Francisco office*: Monadnock Bldg. (Sutter 7498). Personnel: R. S. Railton, manager. *Dallas office*: Republic Bank Bldg. (2-7936). Personnel: Frank Brimm, manager.



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- \*Kelly-Smith Co.** *Officers:* C. F. Kelly, president and treasurer; F. W. Miller, vice-president and secretary; F. M. Headley, manager. *New York office:* Graybar Bldg. (Mohawk 4-2434). *Personnel:* F. M. Headley, manager; L. Blumenthal. *Chicago office:* 180 N. Michigan Ave. (Franklin 4687). *Personnel:* D. S. Reed, manager. *Detroit office:* New Center Bldg. (Madison 4675). *Personnel:* Robert B. Rains, manager.
- Joseph Hershey McGillvra.** *New York office:* 366 Madison Ave. (Vanderbilt 3-5055). *Personnel:* Joseph H. McGillvra, manager; Robert R. Somerville, Allan Rader. *Chicago office:* 919 N. Michigan Ave. (Superior 3444). *Personnel:* Richard W. Garner, Harlan G. Oakes. *San Francisco office:* 116 New Montgomery St. (Exbrook 1697). *Personnel:* W. H. Van de Grift. *Toronto (Canada) office:* 1713 Metropolitan Bldg. (Adelaide 4429). *Personnel:* N. P. Colwell, manager; W. Wright.
- \*J. P. McKinney & Son.** *New York office:* 30 Rockefeller Plaza (Circle 7-1178). *Chicago office:* 400 N. Michigan Ave. (Superior 9866). *San Francisco office:* 742 Market St.
- \*Mitchell & Ruddell, Inc.** *Kansas City office:* 1004 Baltimore (Victor 1421). *Chicago office:* 180 N. Michigan Ave. (Central 1160). *New York office:* 295 Madison Ave. (Ashland 4-6698). *St. Louis office:* Insurance Exchange Bldg. (Chestnut 1965).
- National Broadcasting Co., Inc.** *Headquarters:* 30 Rockefeller Plaza, New York, N. Y. **National spot sales:** *New York:* 30 Rockefeller Plaza (Circle 7-8300); Maurice M. Boyd, sales manager. *Chicago:* Merchandise Mart (Superior 8300); Oliver Morton, sales manager. *Detroit:* Fisher Bldg. (Trinity 2-7900); Robert H. White. *Cleveland:* 815 Superior Ave., N. E. (Cherry 0942); Donald G. Stratton. *Pittsburgh:* Grant Bldg. (Grant 4200); Albert L. Hasenbalg, sales manager. *San Francisco:* 111 Sutter St. (Sutter 1920); William B. Ryan, sales manager. *Hollywood:* 5515 Melrose Ave. (Hollywood 3631); Sydney Dixon, sales manager. **Local station sales:** *New York:* WEFW and WJZ, 30 Rockefeller Plaza (Circle 7-8300); Maurice M. Boyd, sales manager. *Boston:* WBZ-WBZA, Hotel Bradford (Hancock 4261); Frank R. Bowes, sales manager. *Schenectady:* WGY, 1 River Road (Schenectady 4-2211); Kolin Hager, sales manager. *Philadelphia:* KYW, 1619 Walnut St. (Locust 3760); John S. K. Hammann, sales manager. *Washington:* WRC-WMAL, Trans Lux Bldg. (District 0300); John H. Dodge, sales manager. *Pittsburgh:* KDKA, Grant Bldg. (Grant 4200); William E. Jackson, sales manager. *Cleveland:* WTAM, 815 Superior Ave., N. E. (Cherry 0942); Howard A. Barton, sales manager. *Chicago:* WMAQ-WENR, Merchandise Mart (Superior 8300); W. Webster Smith, sales manager. *Denver:* KOA, 1625 California St. (Main 6211); A. W. Crapsey, sales manager. *San Francisco:* KPO-KGO, 111 Sutter St. (Sutter 1920); William B. Ryan, sales manager.
- Niles, Field & Associates.** *New York office:* 152 W. 42nd St. (Wisconsin 7-3754).
- Northwest Radio Advertising Co., Inc.** *Seattle office:* American Bank Bldg.
- Earl C. Noyes.** *Officers:* Earl C. Noyes, president; C. E. Emmke, treasurer. *Rutland (Vt.) office:* 129 State St. *Personnel:* F. S. Webster, Lloyd W. Melvin and Charles E. Morse.
- Pan American Radio Productions, Inc.,** 6305 Yucca St., Hollywood, Calif. *Phone:* Hi. 4027. *Executives:* Lucio Villegas, president; Ivan Hiler, secretary-treasurer. (Represents Latin-American stations.)
- \*John H. Perry Associates.** *New York office:* 225 W. 39th St. (Bryant 9-3357). *Personnel:* Wm. K. Dorman, manager; W. T. Kelly, Hines Hatchette. *Chicago office:* 122 S. Michigan Ave. (Harrison 8085). *Personnel:* O. J. Ranft in charge. *Detroit office:* 7338 Woodward Ave. (Madison 0790). *Personnel:* J. J. Higgins in charge. *Atlanta office:* 406 Chamber of Commerce Bldg. (Walnut 3443). *Personnel:* R. S. Kendrick in charge. *San Francisco office:* R. J. Bidwell Co., 742 Market St. (Garfield 4917).
- Edward Petry & Co., Inc.** *New York office:* 17 E. 42nd St. (Murray Hill 2-3850). *Chicago office:* 400 N. Michigan Ave. (Delaware 8600). *Detroit office:* General Motors Bldg. (Madison 1035). *San Francisco office:* 111 Sutter St. (Garfield 4010).
- Radio Markets, Inc.** *New York office:* 711 Fifth Ave. (Wickersham 2-2100). *Chicago office:* 301 E. Erie St. (Superior 9114).
- Radio Sales, Inc. (Division of Columbia Broadcasting System).** *Officers:* M. R. Runyon, vice-president in charge; J. Kelly Smith, general sales manager; Arthur Kemp, field representative. *New York office:* 485 Madison Ave. (Wicker-

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sham 2-2000). Personnel: A. E. Joscelyn. Eastern sales manager; Howard S. Meighan, account executive; Stephen L. Fuld, account executive; Kingsley F. Horton, account executive; Howard L. Schreiber. *Chicago office*: 410 N. Michigan Ave. (Whitehall 6000). Personnel: Paul Wilson, western sales manager; E. H. Shomo, account executive. *Detroit office*: Fisher Bldg. (Trinity 2-5500). Personnel: H. A. Carlborg, manager. *Los Angeles office*: 5939 Sunset Blvd. (Hollywood 3101). Personnel: George L. Moskovics. *San Francisco office*: Russ Bldg. (Garfield 4700). Personnel: J. K. Craig. *Birmingham sub-office*: Protective Life Bldg. (3-8116). Personnel: Dewey H. Long. *Boston sub-office*: 182 Tremont St. (Hubbard 2323). Personnel: Harold E. Fellows. *Cincinnati sub-office*: Hotel Alms (Woodburn 0550). Personnel: William J. Williamson. *St. Louis sub-office*: Mart Bldg. (Central 8240). Personnel: John Bohn. *Washington sub-office*: Earle Bldg. (Metropolitan 3200). Personnel: William Murdock.

**Radio Time Agency (formerly H. K. Conover Co.).** *Officers*: Palmer Terhune, manager. *Chicago office*: 360 N. Michigan Ave. (Dearborn 0351).

**William G. Rambeau Co.** *Chicago office*: Tribune Tower (Delaware 3838). Personnel: William Cartwright, in charge. *New York office*: Chanin Bldg. (Caledonia 5-4940). Personnel: William Rambeau, owner, in charge. *Detroit office*: General Motors Bldg. (Madison 6828). *San Francisco*: Russ Bldg. (Garfield 5533).

**Paul H. Raymer Co.** *Officers*: Paul H. Raymer, owner; Fred Brokaw, general manager. *New York office*: 366 Madison Ave. (Murray Hill 2-8690). Personnel: Paul H. Raymer and Fred Brokaw, in charge; Peirce Romaine. *Chicago office*: Tribune Tower (Superior 4473). Personnel: Ed Bowers, manager; George Diefenderfer. *Detroit office*: General Motors Bldg. (Trinity 2-8060). Personnel: H. Mallinson. *San Francisco office*: Russ Bldg. (Douglas 2373). Personnel: Edward S. Townsend, manager; Elmer B. Wynne.

**Sears & Ayer.** *Officers*: A. T. Sears, B. H. Sears, Hibbard Ayer. *Chicago office*: 520 N. Michigan Ave. (Superior 8177). Personnel: B. H. Sears, manager. *New York office*: 350 Madison Ave. (Murray Hill 2-2046), Hibbard Ayer, manager.

**Small & Brewer, Inc.** *Chicago office*: 307 N. Michigan Ave. (State 8152). *New*

*York office*: 250 Park Ave. (Wickersham 2-8383). *Boston office*: 80 Boylston St. (Hancock 1524). *San Francisco office*: 235 Montgomery St. (Garfield 6740). *Los Angeles office*: 1151 S. Broadway (Prospect 3471). (Note: Small & Brewer is a subsidiary of Small, Spencer, Brewer, newspaper representatives.)

**\*Tenney, Woodward & Co.** *Officers*: Walter I. Tenney, president and general manager. *New York office*: 110 E. 42nd Street. (Ashland 4-1025). *Chicago office*: 400 N. Michigan Ave. (Delaware 2107). *Detroit office*: New Center Bldg. (Madison 9136). *Boston office*: Globe Bldg. (Capital 0864). *Atlanta office*: Rhodes-Haverty Bldg. (Walnut 1334). *Kansas City office*: 1012 Baltimore Ave. (Victor 1713). *San Francisco office*: Russ Bldg. (Exbrook 4860). *Los Angeles office*: Chamber of Commerce Bldg. (Prospect 1643).

**Transamerican Broadcasting and Television Corp.** *Officers*: John L. Clark, president (New York); E. J. Rosenberg, vice-president (New York); Virgil Reiter, Jr., vice-president (New York); C. P. Jaeger, vice-president (Chicago). *New York office*: 521 Fifth Ave. (Murray Hill 6-2370). *Chicago office*: 333 N. Michigan Ave. (State 0366). Personnel: C. P. Jaeger, vice-president in charge. *Hollywood office*: 5833 Fernwood Ave. (Hollywood 5315). Personnel: William Ray.

**\*Universal Publishers Representatives, Inc.** *Officers*: Melchor Guzman. *New York office*: 500 Fifth Ave. (Pennsylvania 6-0408). Personnel: Melchor Guzman, manager; staff of four.

**Weed & Co.** *Officers*: Joseph J. Weed, president and treasurer; C. C. Weed, vice-president; Grace Walsh, secretary. *New York office*: 350 Madison Ave. (Vanderbilt 3-6966). Personnel: J. J. Weed, manager; J. C. Lyons, Norman V. Farrell, Paul Frank. *Chicago office*: 203 N. Wabash Ave. (Randolph 7730). Personnel: C. C. Weed, manager; William Reilly. *Detroit office*: Michigan Bldg. (Cadillac 3810). Personnel: M. J. Thoman, manager. *San Francisco office*: 111 Sutter St. (Douglas 6446). Personnel: Roy Frothingham, manager.

**Howard H. Wilson Co. (formerly Wilson-Robertson).** *New York office*: 551 Fifth Ave. (Murray Hill 6-1230). Personnel: Horace Hagedorn in charge. *Chicago office*: 75 East Wacker Drive (Central 8744). Personnel: Howard H. Wilson in charge. *Kansas City office*: National Fidelity Life Bldg. (Grand 0810). Personnel: Stanley Johnson in charge.

# SPORTS

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## COLLEGE SPORTS SYMPOSIUM, 1937-1938

The college sports broadcast records, noted herewith, include the great majority of all institutions of higher learning having a student body of 500 or more members. Information for this section was gathered in March, a fact that should be somewhat underscored because it is possible that a number of the colleges will (or already have) removed the vagueness from their 1938 plans.

Records for the sports are complete insofar as the past *school year* (1937) is concerned. By "1938" is meant the new *school year* which begins with the coming September.

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**ABILENE CHRISTIAN COLLEGE**, Abilene, Tex. Co-ed; 636 students. **1937:** Home football games broadcast over KRBC, Abilene, under sponsorship of Coca Cola. Basketball games broadcast over same station on sustaining basis. Will allow 1938 games to be sponsored, except by tobacco or liquor concerns. To date, no charge has been made for rights.

**AKRON, UNIVERSITY OF**, Akron, O. Co-ed; 3,206 students (1,528 day; 1,678 evening). **1937:** All home football games broadcast over WJW, Akron, on sustaining basis. Contracts have been made for broadcasting privileges of all home games for 1938 football season. Reserves right to endorse any sponsor, to select adequate broadcasting service at the game, and to arrange pre-game broadcasts.

**ALABAMA, UNIVERSITY OF**, Tuscaloosa, Ala. Co-ed; 5,200 students. **1937:** All football games played in Alabama were broadcast over various stations in the state. The Rose Bowl game at Pasadena, Calif., Jan. 1, 1938, was also broadcast. At time of inquiry, university had not announced its policy on broadcasts for the 1938 season.

**ALABAMA POLYTECHNIC INSTITUTE (Auburn)**, Auburn, Ala. Partly co-ed; 2,890 students. **1937:** Football games broadcast by "all stations desiring same except in the city where Auburn was playing." Will allow 1938 games to be broadcast; at time of inquiry definite policy had not been outlined.

**ALBION COLLEGE**, Albion, Mich. Co-ed; 736 students. **1937:** No sports broadcast. None contemplated during 1938, though there are no rules against such broadcasts.

**ALFRED UNIVERSITY**, Alfred, N. Y. Co-ed; 650 students. **1937:** No sports broadcast. Will allow 1938 games to be broadcast commercially; rights for four home games set at \$1,500. No liquor sponsorship permitted.

**ALLEGHENY COLLEGE**, Meadville, Pa. Co-ed; 650 students. **1937:** No sports broadcast. None contemplated during 1938, though no restrictions against such broadcasts are listed.

**AMERICAN UNIVERSITY**, Washington, D. C. Co-ed; 452 students. **1937:** No sports broadcast. Would allow commercial sponsorship of 1938 games.

**AMHERST COLLEGE**, Amherst, Mass. Male; 850 students. **1937:** No sports broadcast. Would allow commercial broadcasts of any sports in 1938, provided product advertised is approved by the dean of the college.

**ARIZONA, UNIVERSITY OF**, Tucson, Ariz. Co-ed; 2,900 students (resident). **1937:** Two football games broadcast on sustaining basis by local stations. None contemplated during 1938; no regular policy, but have allowed broadcasts to be made from stadium only on several occasions in past few years.

**ARKANSAS, UNIVERSITY OF**, Fayetteville, Ark. Co-ed; 2,300 students. **1937:** All football games of the Southwest Conference, of which Arkansas is a member, were broadcast over a Texas network that varied weekly, under sponsorship of Humble Oil & Refining Co. Other football games (non-conference) broadcast under sponsorship of Lion Oil, of El Dorado, Ark. Rights of Southwest Conference 1938 games have also been taken by Humble Oil.

## COLLEGE SPORTS—Continued

**ARMOUR INSTITUTE OF TECHNOLOGY**, Chicago, Ill. Male; 3,100 students (1,100 day; 2,000 evening). 1937: No sports broadcast. Institute has no football team, but is interested in commercial broadcasts of basketball during the winter of 1938 and the spring of 1939.

**BALDWIN WALLACE COLLEGE**, Berea, O. Co-ed; 750 students. 1937: Football game with Akron was broadcast. There are no restrictions against commercial sponsorship of 1938 games.

**BATES COLLEGE**, Lewiston, Me. Co-ed; 650 students. 1937: No sports broadcast. No definite policy has been arranged for 1938 games, as there has been no occasion to date for any rules.

**BAYLOR UNIVERSITY**, Waco, Tex. Co-ed; 2,083 students. 1937: Football games broadcast regularly under sponsorship of Humble Oil & Refining Co., over a Texas Network that varied weekly. Baylor-Texas game was also carried by CBS on sustaining. Rights of Southwest Conference 1938 games have also been taken by Humble Oil.

**BELOIT COLLEGE**, Beloit, Wis. Co-ed; 600 students. 1937: Football games broadcast over WCLO, Janesville, and WROK, Rock Island, under sponsorship of local merchants. Will allow 1938 games to be broadcast; at time of inquiry prices had not been set.

**BOSTON COLLEGE**, Chestnut Hill, Mass. Male; 1,400 students. 1937: Football broadcast over WBZ, Boston, under sponsorship of Atlantic Refining. Will permit 1938 games to be broadcast commercially, provided sponsor is approved by college authorities.

**BOSTON UNIVERSITY**, Boston, Mass. Co-ed; 12,000 students. 1937: Football games with Boston College and Villanova broadcast under sponsorship of Atlantic Refining, through arrangement with opponents. Game with Washington U. was carried by two St. Louis stations, on sustaining. Will allow commercial sponsorship of 1938 games; details to be decided by Dr. John M. Harmon, director of athletics.

**BOWDOIN COLLEGE**, Brunswick, Me. Male; 610 students. 1937: No sports broadcast. None contemplated during 1938. College has no formal policy, but there would probably be no objection to such broadcasts.

**BRADLEY POLYTECHNIC INSTITUTE**, Peoria, Ill. Co-ed; 1,800 students. 1937:

Five home football games broadcast over WMBD, Peoria, under sponsorship of Alliance Life Insurance Co. Two out-of-town games, with Iowa and Washington, also broadcast. Basketball game with Northwestern broadcast over WMBD, under sponsorship of Alliance Life Insurance; out-of-town game with Temple carried by the same station under sponsorship of Caterpillar Tractor Co. Will allow 1938 games to be broadcast commercially. No fee asked for rights and only regulation is that Bradley be "fairly represented to the audience." WMBD will undoubtedly carry home games, though at time of inquiry, no definite arrangements have been made.

**BRIGHAM YOUNG UNIVERSITY**, Provo, Utah. Co-ed; 2,400 students. 1937: No sports broadcast. Would allow any 1938 sports to be broadcast commercially; prices to be set when and if inquiries are received.

**BROOKLYN, POLYTECHNIC INSTITUTE OF**, Brooklyn, N. Y. Male; 505 students (day), 1,467 (evening), 414 (graduate). 1937: No sports broadcast. None contemplated during 1938, though apparently there are no rules against such broadcasts.

**BUCKNELL UNIVERSITY**, Lewisburg, Pa. Co-ed; 1,280 students. 1937: Bucknell-Temple football game broadcast over WIP, Philadelphia, under sponsorship of Atlantic Refining. Three out-of-town games were also broadcast. No fixed policy on broadcasts of athletic events, except that requests for sponsorship be passed on by Athletic Council. At time of inquiry, no prices had been fixed or games signed for 1938 season. Each individual request is considered as it is made.

**CALIFORNIA, UNIVERSITY OF**, Berkeley, Calif. Co-ed; 14,694 students. 1937: Football and basketball games, crew, track, rugby and other sports events broadcast under sponsorship of Associated Oil. Same sponsor has contract to broadcast 1938 sports.

**CALIFORNIA, UNIVERSITY OF, AT LOS ANGELES**, Los Angeles, Calif. Co-ed; 7,200 students. 1937: Football games broadcast over NBC and CBS under sponsorship of Associated Oil. Mutual Broadcasting System; KFAC and KRKD, Los Angeles, also carried games on sustaining. Big 10-Pacific Coast Conference track meet broadcast coast-to-coast by Mutual, sustaining basis. Basketball

## COLLEGE SPORTS—Continued

games broadcast over KFAC, Los Angeles. Associated Oil will also sponsor 1938 football. University allows three Los Angeles chain stations—KFI, KHJ and KNX—and any newspaper affiliated station to carry sports broadcasts.

**CALIFORNIA INSTITUTE OF TECHNOLOGY**, Pasadena, Calif. Male; 625 students. 1937: Football broadcast over KMPC, Beverly Hills, under sponsorship of Associated Oil. Only broadcasts of sports are those arranged for by opponents in out-of-town games; no local contests have been broadcast in recent years.

**CANISIUS COLLEGE**, Buffalo, N. Y. Male; 725 students. 1937: Basketball games broadcast over WGR and WBNY, Buffalo, on sustaining basis. College has broadcasts of 1938 home football games under consideration, but at time of inquiry, no decision had been reached.

**CAPITAL UNIVERSITY**, Columbus, O. Co-ed; 725 students. 1937: No sports broadcast. Will permit 1938 games to be broadcast commercially, except by liquor or tobacco concerns. Rights tentatively set at \$1,000 per game; line connections are installed.

**CARLETON COLLEGE**, Northfield, Minn. Co-ed; 800 students. 1937: No sports broadcast. None contemplated in 1938, though there are no restrictions against such broadcasts.

**CARNEGIE INSTITUTE OF TECHNOLOGY**, Pittsburgh, Pa. Co-ed; 2,167 (day courses). 1937: Football games broadcast under sponsorship of Atlantic Refining. Same company will sponsor 1938 games.

**CARROLL COLLEGE**, Waukesha, Wis. Co-ed; 600 students. 1937: No sports broadcast. None contemplated during 1938, though no rules against such broadcasts are listed.

**CENTENARY COLLEGE**, Shreveport, La. Co-ed; 720 students. 1937: Football games broadcast over KWKH, KTBS and KRMD, Shreveport, under sponsorship of local merchant. Basketball and boxing broadcast on sustaining basis. Will permit 1938 sports to be broadcast commercially, except by liquor sponsor.

**CENTRAL COLLEGE**, Fayette, Mo. Co-ed; 650 students. 1937: No sports broadcast. Sports will probably be broadcast during 1938. In general, hard liquor and tobacco sponsorship is rejected, but

each individual case is considered on its own merits.

**CENTRE COLLEGE**, Danville, Ky. Male and co-ed divisions separate; 350 students. 1937: Football game with Transylvania broadcast over WLAP, Lexington; game with Marshall over WSAZ, Huntington. Will permit 1938 sports to be broadcast; prices subject to negotiation.

**CHATTANOOGA, UNIVERSITY OF**, Chattanooga, Tenn. Co-ed; 600 students. 1937: Two out-of-town football games broadcast and sponsored by station WDOH, Chattanooga. Will allow 1938 out-of-town games to be sponsored, except by alcoholic beverage or patent medicine concerns.

**CHICAGO, UNIVERSITY OF**, Chicago, Ill. Co-ed; 6,000 students. 1937: Football game with Princeton broadcast over WOR, New York; game with Ohio State over WHK, Cleveland; WHKC, Columbus; WADC, Akron, and WKBH, Youngstown. Sponsored by Atlantic Refining. Home games were carried by WHIP, Hammond, Ind., on sustaining. Will allow 1938 games to be broadcast; prefer sustaining programs, but would consider commercial sponsors (with exception of liquor concerns) at 1.3 times the rate card fee on stations outside the Chicago area.

**CINCINNATI, UNIVERSITY OF**, Cincinnati, O. Co-ed; 10,500 students. 1937: All football games broadcast over WSAI, and WCPO, Cincinnati; some games over WKRC, Cincinnati. Will broadcast 1938 games if remuneration is received for rights; price will probably be determined by highest bid offered.

**CITADEL, THE (MILITARY COLLEGE OF SOUTH CAROLINA)**, Charleston, S. C. Male; 987 students. 1937: All home football and several basketball games broadcast. Sports will again be broadcast during 1938. State law makes it obligatory to permit such broadcasts gratis; college requests that stations do not accord excessive publicity to schedules broadcasts.

**CLARKSON COLLEGE**, Potsdam, N. Y. Male; 400 students. 1937: No sports broadcast. None contemplated during 1938, though there are no rules against such broadcasts.

**CLEMSON COLLEGE**, Clemson, S. C. Male; 1,890 students. 1937: Two football



## COLLEGE SPORTS—Continued

- games broadcast over WFBC, Greenville, and WAIM, Anderson. State law requires that all state institutions allow sports broadcasts without remuneration; radio stations may sell the broadcasts to sponsors. WFBC and WAIM will again carry football games in 1938.
- COE COLLEGE**, Cedar Rapids, Ia. Co-ed; 650 students. 1937: No sports broadcast. None planned for 1938, though there are no rules against such broadcasts.
- COLBY COLLEGE**, Waterville, Me. Co-ed; 600 students. 1937: Football and basketball broadcast over WLBZ, Bangor. Plans for 1938 not complete at time of inquiry; policy prohibits sponsorship by liquor concerns.
- COLGATE UNIVERSITY**, Hamilton, N. Y. Male; 1,000 students. 1937: Football games sponsored by Atlantic Refining included those with Cornell, Tulane, Duke, Holy Cross and Syracuse. Will have commercial broadcasts of 1938 games.
- COLORADO COLLEGE**, Colorado Springs, Colo. Co-ed; 600 students. 1937: Five football games broadcast over KVOR, Colorado Springs. Permission has been given to KVOR to broadcast 1938 football, but it is not exclusive. Conference rules that if there is any sponsored broadcasting it be agreeable to management of both teams.
- COLORADO SCHOOL OF MINES**, Golden, Colo. Male; 700 students. 1937: Football game with Colorado College broadcast over KVOR, Colorado Springs. Will allow 1938 games to be broadcast for nominal fee.
- COLORADO STATE COLLEGE**, Fort Collins, Colo. Co-ed; 1,700 students. 1937: No sports broadcast. Would consider broadcasting two 1938 football games, with consent of opposing team. No price set.
- COLORADO, UNIVERSITY OF**, Boulder, Colo. Co-ed; 4,000 students. 1937: Football games broadcast on sustaining basis; three over KLZ, Denver; one over KVOR, Colorado Springs; Rice-Colorado game over KLZ; KVOR; KOA, Denver; WFAA, Dallas, and the Texas Quality Network, plus 115 CBS stations. To date have preferred sustaining broadcast, but may sell rights for 1938 home games as requests have been received from sponsors and stations. Reserve right to pass on sponsor; prefer no cigarette concern, but would definitely reject any liquor sponsorship.
- COLUMBIA UNIVERSITY**, New York, N. Y. Co-ed; 31,000 students (total of all schools, day, evening, etc.; 2,000 undergraduates). 1937: All home football games broadcast over WNYC and WNEW on sustaining basis. At time of inquiry, no decision had been reached on 1938 policy.
- CONNECTICUT STATE COLLEGE**, Storrs, Conn. Co-ed; 850 students. 1937: Out-of-town game with Broad broadcast. No home games will be broadcast during 1938, though there are no rules against such broadcasts.
- CORNELL UNIVERSITY**, Ithaca, N. Y. Co-ed; 6,100 students. 1937: Football games with Penn State, Colgate, Syracuse and Columbia broadcast under sponsorship of Atlantic Refining. Same company will sponsor 1938 games. No restrictions on sports broadcasts provided they are approved by the president of the university.
- CREIGHTON UNIVERSITY**, Omaha, Nebr. Co-ed; 2,465 students. 1937: Two football games broadcast over WAAW, Omaha, under sponsorship of Uncle Sam Breakfast Food Co. Same company will sponsor 1938 games over WAAW, but rights are not exclusive and other sponsors may secure broadcast rights over other stations. Price asked is about \$500 for entire season of five home games.
- DARTMOUTH COLLEGE**, Hanover, N. H. Male; 2,500 students. 1937: Dartmouth-Cornell football game broadcast over NBC under sponsorship of Atlantic Refining; two other games were on sustaining basis, one of them over WNAC, Boston. Will allow commercial broadcasts during 1938 season.
- DAVIDSON COLLEGE**, Davidson, N. C. Male; 700 students. 1937: Football games broadcast over WBT and WSOC, Charlotte, under sponsorship of Atlantic Refining. Will allow 1938 games to be broadcast, with sponsor to be approved by college authorities. At time of inquiry, no contracts had been made.
- DAYTON, UNIVERSITY OF**, Dayton, O. Co-ed; 1,171 students. 1937: All but one home football game broadcast, one over WHIO, Dayton, under sponsorship of Coca Cola; others sustaining. Football games will probably be broadcast in 1938; no prices had been set at time of inquiry.
- DE PAUL UNIVERSITY**, Chicago, Ill. Co-ed; 6,005 students. 1937: Football games

## COLLEGE SPORTS—Continued

- sent by direct wire to a station in Kansas, which carried them for four sponsors. Basketball game with Loyola carried by WGN, Chicago, on sustaining. At time of inquiry, no plans had been made or prices set for 1938 games.
- DELAWARE, UNIVERSITY OF**, Newark, Del. Male; 475 students. 1937: Football game broadcast over WDEL, Wilmington, under sponsorship of Atlantic Refining. Same company will sponsor 1938 games.
- DENISON UNIVERSITY**, Granville, O. Co-ed; 891 students. 1937: No sports broadcast. None contemplated during 1938, though there are no rules against such broadcasts.
- DENVER, UNIVERSITY OF**, Denver, Colo. Co-ed; 4,000 students. 1937: Football games broadcast over KLZ, Denver, under sponsorship of Kellogg. Will allow 1938 games to be broadcast if agreeable to other institutions involved.
- DETROIT INSTITUTE OF TECHNOLOGY**, Detroit, Mich. Male; 2,800 students. 1937: No sports broadcast. Institute "would consider proposal" for broadcasts of 1938 sports.
- DETROIT, UNIVERSITY OF**, Detroit, Mich. Co-ed; 3,000 students. 1937: Football games broadcast throughout season over WJBK, Detroit, under sponsorship of Michigan Auto Club. Basketball games broadcast over same station. Will allow 1938 games to be broadcast commercially.
- DICKINSON COLLEGE**, Carlisle, Pa. Co-ed; 570 students. 1937: Season's football games broadcast over WDEL, Wilmington, and WKBO, Harrisburg; latter station also carried home basketball games. Football will probably be broadcast again in 1938; no beer or liquor sponsor considered.
- DRAKE UNIVERSITY**, Des Moines, Ia. Co-ed; 1,500 students. 1937: Drake-Tulsa football game broadcast over KSO, Des Moines, and KVOO, Tulsa; game with Notre Dame over NBC Blue; game with Iowa State over KRNT, Des Moines, Ia., and WOI, Ames, Ia. Drake-Kansas Cross Country track meet broadcast over KRNT; Drake Relays in April, 1938, over NBC, CBS, Mutual and regional networks. Various basketball games over Iowa Broadcasting System and WOI. All broadcasts were on sustaining basis. 1938 sports of general interest will again be broadcast during 1938; schedule will probably be comparable to that of 1937.
- DREXEL INSTITUTE OF TECHNOLOGY**, Philadelphia, Pa. Co-ed; 1,750 students. 1937: Football games broadcast on sustaining basis over WDAS, Philadelphia, and WDEL, Wilmington, Del. During 1938 will allow rights to any station free of charge and will furnish power lines, etc.
- DUKE UNIVERSITY**, Durham, N. C. Co-ed; 3,400 students. 1937: All football games broadcast under sponsorship of Atlantic Refining, and also carried independently by WPTF, Raleigh. Basketball games broadcast over WPTF and local station WDNC. At time of inquiry, 1938 plans were not announced.
- DUQUESNE UNIVERSITY**, Pittsburgh, Pa. Co-ed; 3,048 students. 1937: Football games at Pittsburgh Stadium with Carnegie Tech and Pitt, and out-of-town games with Texas Tech and Mississippi State broadcast. University has no restrictions against commercial broadcasts, but owner of Forbes Field (Pittsburgh Pirate Baseball Club), at which all home games are played prohibits broadcasts from that field.
- FLORIDA, UNIVERSITY OF**, Gainesville, Fla. Male; 3,278 (co-ed during summer session only). 1937: Football games broadcast under sponsorship of Atlantic Refining. Baseball, basketball, track and tennis broadcast on sustaining basis. Will permit 1938 games to be broadcast commercially. Any sports event may be carried by a station, on sustaining basis, on payment of line charges.
- FORDHAM UNIVERSITY**, New York, N. Y. Co-ed; 6,144 students. 1937: football games sponsored by Kellogg over WINS, New York. 1938 games will also be broadcast by sponsor meeting approval of university authorities; price asked, \$15,000.
- FORT HAYS KANSAS STATE COLLEGE**, Hays, Kans. Co-ed; 850 students. 1937: No sports broadcast. Will allow 1938 sports to be broadcast, though at time of inquiry no definite plans had been made.
- FURMAN UNIVERSITY**, Greenville, S. C. Co-ed; 940 students. 1937: Football games broadcast over WFBC, Greenville; WIS, Columbia, and WAIM, Anderson, under sponsorship of Coca Cola Bottling Co. 1938 football will probably be broadcast by the same sponsor. University receives no fee for rights, and has no restrictions on broadcasts other

## COLLEGE SPORTS—Continued

than those prohibiting advertising of alcoholic beverages.

**GENEVA COLLEGE**, Beaver Falls, Pa. Co-ed; 450 students. 1937: Out-of-town football games with Albright and Franklin & Marshall broadcast under sponsorship of Atlantic Refining. Will permit 1938 games to be broadcast commercially.

**GEORGE WASHINGTON UNIVERSITY**, Washington, D. C. Co-ed; 7,500 students. 1937: Football games with North Dakota State, Arkansas and West Virginia broadcast over WJSV, Washington, under sponsorship of General Mills for Wheaties. Game with Alabama broadcast commercially over WAPI and WSGN, Birmingham, with arrangements made by opponents. No money has been accepted for commercial sponsorship. Will permit 1938 out-of-town games to be carried commercially or on sustaining basis. Will not permit broadcasts of major home games "unless sponsor would pay what we believe would make up for loss at gate caused by such broadcasts."

**GEORGETOWN UNIVERSITY**, Washington, D. C. Male; 3,000 students. 1937: Football games broadcast during November over WBAL, Baltimore, under sponsorship of Atlantic Refining. Will allow 1938 games to be broadcast commercially; price set is \$500 per game.

**GETTYSBURG COLLEGE**, Gettysburg, Pa. Co-ed; 150 students. 1937: Football game with Lafayette broadcast. Will allow 1938 football to be broadcast commercially.

**HAMLIN UNIVERSITY**, St. Paul, Minn. Co-ed; 618 students. 1937: Basketball games broadcast by WMIN, Minneapolis-St. Paul, under sponsorship of local clothing concern. Plans for 1938 indefinite at time of inquiry; no liquor or tobacco sponsorship considered.

**HAMPTON INSTITUTE**, Hampton, Va. Co-ed; 1,000 students. (Note: This school is for Negroes only.) 1937: No sports broadcast. None planned for 1938, though there are no rules against such broadcasts.

**HARVARD UNIVERSITY**, Cambridge, Mass. Male; 8,263 students. 1937: Sports broadcasts were on sustaining basis and included the Harvard-Yale football game (carried by NBC, CBS and Yankee Network), one basketball game, one

swimming meet, three track meets and the Harvard-Yale baseball game. Broadcasts of 1938 sports will also be on sustaining.

**HOLY CROSS COLLEGE**, Worcester, Mass. Male; 1,500 students. 1937: All home football games broadcast. Will allow 1938 games to be sponsored; commercials must be dignified and avoid excessive wordage.

**HOWARD COLLEGE**, Birmingham, Ala. Co-ed; 700 students. 1937: No sports broadcast. None contemplated during 1938; Dixie Conference prohibits broadcasting home games.

**HOWARD PAYNE COLLEGE**, Brownwood, Tex. Co-ed; 1,230 students. 1937: No sports broadcast. None signed for 1938, though there are no rules against commercial broadcasts.

**HOWARD UNIVERSITY**, Washington, D. C. Co-ed; 1,890 students. 1937: Football game with Hampton Institute broadcast from Howard University Stadium on sustaining basis. Will permit 1938 games to be commercially sponsored.

**IDAHO UNIVERSITY OF**, Moscow, Idaho. Co-ed; 3,076 students. 1937: Idaho-Oregon State football game broadcast over KFPY, Spokane, and KOIN, Portland; 10 home basketball games, two each with Oregon, Oregon State, Washington, Washington State and Montana, over KRLC, Lewiston; KXL, Portland; KRSC, Seattle, and KFIO, Spokane. All under sponsorship of Tide Water Associated Oil, which also holds rights for all Idaho athletic events during 1938.

**ILLINOIS UNIVERSITY OF**, Urbana, Ill. Co-ed; 16,865 (resident) students. 1937: Football games broadcast over KMOX, St. Louis, under sponsorship of Chrysler Corp.; WMBD, Peoria, under sponsorship of Alliance Life Insurance Co.; WFAM, South Bend, and WDWS, Campaign, under sponsorship of local merchants; over WLW, Cincinnati; WGN, Chicago; WMAQ, Chicago; WWJ, Detroit; WHIP, Hammond, and WILL, Urbana (non-commercial station owned by the university) on sustaining basis. Basketball games were also broadcast over WILL. Sports broadcasts will be permitted during 1938, but at time of inquiry policy regarding commercial sponsorship had not been determined. In the past, sponsorship by tobacco, patent medicine, beer or liquor concerns has been prohibited.

## COLLEGE SPORTS—Continued

- INDIANA UNIVERSITY**, Bloomington, Ind. Co-ed; 5,700 students. 1937: Football broadcast over WFBM and WIRE, Indianapolis; WBOW, Terre Haute; WGBF, Evansville; and WIND, Gary, under sponsorship of local merchant and Station WFBM. Basketball broadcast over WIRE on sustaining. To date, no charges have been made for sustaining programs. On commercials, 50-50 split of net proceeds of advertising rate (after deduction of long distance wire charges). Reserves right to pass on sponsor; no liquor concerns considered.
- IOWA STATE COLLEGE**, Ames, Ia. Co-ed; 5,600 students. 1937: All home and majority of out-of-town football games broadcast over WOI, Ames, KMA, Shenandoah; KRNT and WHO, Des Moines, also carried some of the games. All broadcasts were sustaining. Will allow 1938 sports to be broadcast commercially, except by cigarette, tobacco or liquor sponsor.
- IOWA, STATE UNIVERSITY OF**, Iowa City, Ia. Co-ed; 6,500 students. 1937: Football games broadcast over WHO, Des Moines, under sponsorship of Brown & Williamson Tobacco Corp. KSO, Des Moines, WMT, Waterloo, and WOC, Davenport, also carried games on sustaining (paying 150% of their regular time charges for the privilege). Other sports broadcast over WSUI, Iowa City, non-commercial station owned by the university. 1938 football games may be broadcast commercially; sponsor and product must be approved by Board in control of Athletics and State Board of Education.
- JOHNS HOPKINS UNIVERSITY**, Baltimore, Md. Male; 880 students. 1937: No sports broadcast. None contemplated during 1938. Though there are no set rules prohibiting such broadcast, Johns Hopkins has a policy of no admission charges to games and has attempted to eliminate all commercial aspects.
- KANSAS, UNIVERSITY OF**, Lawrence, Kans. Co-ed; 5,000 students. 1937: Football broadcast on sustaining basis; games with Iowa State and Kansas State over KFKU, Lawrence; game with U. of Missouri over KFKU, Lawrence, and WDAF, KMBC and WHB, Kansas City. During 1938 season will probably follow last year's policy which prohibited alcoholic, cigarette or patent medicine sponsorship; charges to stations for rights, \$100 a game.
- KANSAS STATE COLLEGE**, Manhattan, Kans. Co-ed; 3,875 students. 1937: All four home football games broadcast over KSAC, Manhattan. Will allow 1938 games to be broadcast commercially, with sponsor to be approved by Athletic Council. Straight charge of \$100 each game to each station (not exclusive).
- KENT STATE UNIVERSITY**, Kent, O. Co-ed; 2,000 students. 1937: No sports broadcast. Would allow commercial sponsorship of 1938 sports.
- KENTUCKY, UNIVERSITY OF**, Lexington, Ky. Co-ed; 3,600 students. 1937: Various basketball games broadcast over WLAP, Lexington, under sponsorship of local merchants. State basketball tournament in March, 1938, broadcast commercially over WHAS, Louisville (name of sponsor not given). At time of inquiry no further arrangements or commitments had been made for 1938 events. An agreed amount must be paid for any sponsored programs from campus, with entire contents of broadcast subject to approval of university's radio director. No liquor, beer or cigarette sponsorship considered.
- KNOX COLLEGE**, Galesburg, Ill. Co-ed; 650 students. 1937: No sports broadcast. None contemplated during 1938, though there are no rules against such broadcasts.
- LAFAYETTE COLLEGE**, Easton, Pa. Male; 925 students. 1937: All home football games broadcast over WEST, Easton, under sponsorship of Atlantic Refining; 3 out-of-town games were also broadcast. Atlantic Refining will again sponsor games during 1938.
- LAWRENCE COLLEGE**, Appleton, Wis. Co-ed; 1,000 students. 1937: St. Norbert-Lawrence basketball broadcast over WHBY, Green Bay, on sustaining. No restrictions against commercial broadcasts of 1938 sports.
- LEHIGH UNIVERSITY**, Bethlehem, Pa. Male; 1,736 students. 1937: Lehigh-Lafayette football game broadcast over WEST, Easton, Pa. Athletic department would be interested in having 1938 games broadcast commercially; no whiskey concerns considered.
- LINFIELD COLLEGE**, McMinnville, Ore. Co-ed; 600 students. 1937: One football game broadcast from Tacoma, Wash. Will allow 1938 games to be sponsored, except by a liquor or cigarette concern.

## COLLEGE SPORTS—Continued

- LONG ISLAND UNIVERSITY**, Brooklyn, N. Y. Co-ed; 904 students. 1937: No sports broadcast. None contemplated during 1938, though there are no rules against such broadcasts.
- LOUISIANA STATE UNIVERSITY**, Baton Rouge, La. Co-ed; 8,045 students. 1937: All football games broadcast under sponsorship of Coca-Cola. State-wide network used included WJBO, Baton Rouge; WDSU, New Orleans; KRMD, Shreveport; KMLB, Monroe; KVOL, Lafayette; KPLC, Lake Charles; KALB, Alexandria. Will allow 1938 football to be broadcast; price for rights to depend on number of stations carrying games.
- LOUISVILLE, UNIVERSITY OF**, Louisville, Ky. Co-ed; 3,200 students. 1937: No sports broadcast. Will allow 1938 games to be broadcast commercially; at time of inquiry no sponsor had been signed.
- LOYOLA UNIVERSITY**, Chicago, Ill. Co-ed; 6,000 students. 1937: Several basketball games broadcast over WGN, Chicago. Will allow 1938 sports to be broadcast commercially.
- LOYOLA UNIVERSITY OF THE SOUTH**, New Orleans, La. Co-ed (in the arts only); 1,800 students. 1937: Two out-of-town football games broadcast on sustaining basis over WWL, New Orleans, owned and operated (commercially) by the university. At time of inquiry plans for 1938 had not been decided. There are no conference restrictions.
- MACALESTER COLLEGE**, St. Paul, Minn. Co-ed; 700 students. 1937: No sports broadcast. Will permit 1938 games to be broadcast, either on sustaining or commercial basis.
- MAINE, UNIVERSITY OF**, Orono, Me. Co-ed; 1,700 students. 1937: No sports broadcast. At time of inquiry, no games had been signed for broadcasting during 1938. Present policy would require clearance through radio committee as well as Board of Trustees, if sponsorship is desired; faculty manager of athletics may grant permission to broadcast any sport on a sustaining basis.
- MANHATTAN COLLEGE**, New York, N. Y. Male; 1,250 students. 1937: One football game broadcast over WINS, New York City, under sponsorship of Kellogg's Cornflakes; another over WNYC, New York City, on sustaining. Will permit 1938 broadcasts provided new administration does not effect a change in policy. Prices vary with each game, and products promoted must be approved by college authorities.
- MARQUETTE UNIVERSITY**, Milwaukee, Wis. Co-ed; 3,000 students. 1937: All at home and out-of-town football games broadcast over WISN, Milwaukee, under sponsorship of Wadham's Oil Co.; Marquette-Wisconsin basketball game over WTMJ, Milwaukee, under same sponsorship. 1938 games will be available to any station, without charge, provided sponsor is approved by the athletic board. At time of inquiry, negotiation had not been completed, but Wadham's Oil will probably again sponsor games over WISN.
- MARYLAND, UNIVERSITY OF**, College Park, Md. Co-ed; 2,400 students. 1937: Football games broadcast under sponsorship of Atlantic Refining; one game under sponsorship of Kellogg. Agreement has been made for broadcasts of 1938 games. Script subject to approval of university authorities; commercials limited to periods between halves and time out.
- MARYVILLE COLLEGE**, Maryville, Tenn. Co-ed; 800 students. 1937: No sports broadcast. Will permit 1938 sports to be broadcast, either on sustaining or commercial basis.
- MIAMI, UNIVERSITY OF**, Coral Gables, Fla. Co-ed; 1,150 students. 1937: One football game a week broadcast from Oct. to Dec. over WQAM, Miami, under local sponsorship. At time of inquiry policy for 1938 was undecided.
- MIAMI UNIVERSITY**, Oxford, O. Co-ed; 3,000 students. 1937: One football game broadcast over WLW, Cincinnati, on sustaining. Will allow 1938 games to be broadcast commercially, except by a liquor concern.
- MICHIGAN STATE COLLEGE**, East Lansing, Mich. Co-ed; 5,000 students. 1937: All football games broadcast over WKAR (owned by the college) on sustaining basis; games also sent over Michigan Radio Network under sponsorship of Oldsmobile. Baseball, track and tennis home games broadcast over WKAR. 1938 football will be broadcast on same basis as 1937 games, one being taken by Oldsmobile. WKAR must broadcast all games before other stations or commercial sponsors are considered and latter must be approved by the college.

## COLLEGE SPORTS—Continued

**MICHIGAN, UNIVERSITY OF**, Ann Arbor, Mich. Co-ed; 11,000 students. 1937: Home and out-of-town football games broadcast on commercial and sustaining basis over WWJ, Detroit; WKAR, East Lansing; WJIM, Lansing, and various networks. Principal sponsors: Olds Motor Works, Atlantic Refining. Basketball games carried by WJBK, Detroit, on sustaining; hockey games on same basis by WMBC, Detroit. 1938 home games with Michigan State, Chicago, Illinois, Pennsylvania and Northwestern available for sale to sponsor. Reserves right to censor commercials on basis of frequency, wording and compatibility with university atmosphere. No complimentary tickets given sponsor, but supply publicity and merchandising service. Does not participate in receipts from sponsors on out-of-town games or attempt to negotiate on them, except to supply one Detroit outlet to supply local territory.

**MIDDLEBURY COLLEGE**, Middlebury, Vt. Co-ed; 788 students. 1937: No football broadcasts. Commercial sponsorship of sports will be allowed during 1938.

**MINNESOTA, UNIVERSITY OF**, Minneapolis, Minn. Co-ed; 14,000 students. 1937: Football games broadcast over NBC, CBS, WCCO, KSTP and WTCN, Minneapolis-St. Paul. Basketball games over WTCN. Will not permit any 1938 sports to be broadcast commercially, though certain football games and track meets will be carried on a sustaining basis by national chains.

**MISSISSIPPI STATE COLLEGE**, Starkville, Miss. Co-ed; 2,173 students. 1937: Four football games broadcast under sponsorship of Lamar Life Insurance Co. Will permit commercial sponsorship of 1938 sports.

**MISSOURI, UNIVERSITY OF**, Columbia, Mo. Co-ed; 5,100 students. 1937: Football games broadcast, some commercially, others on sustaining basis, over KMBC and WDAF, Kansas City, KMOX and KWK, St. Louis; KFRU, Columbia; WXYZ, Detroit; WMBH, Joplin; KFAB, Lincoln, Nebr.; WGY, Schenectady, N. Y. Will allow 1938 games to be broadcast, probably on same basis as 1937 games, for which a \$100 fee to each station per game was charged, whether broadcast was commercial or sustaining. Stations carrying games are not permitted to sell rights to liquor or tobacco sponsors.

**MONTANA STATE COLLEGE**, Bozeman, Mont. Co-ed; 1,500 students. 1937: Football game broadcast over KGHL, Billings, under sponsorship of Yale Oil. Will permit 1938 games to be broadcast; prices not set; rights usually gratis.

**MORAVIAN COLLEGE**, Bethlehem, Pa. Male; 180 students. 1937: No sports broadcast. None contemplated during 1938; college has not considered such broadcasts to date, hence has no rules.

**MORNINGSIDE COLLEGE**, Sioux City, Ia. Co-ed; 600 students. 1937: No sports broadcast. None contemplated during 1938, though there are no rules against such broadcasts.

**MOUNT UNION COLLEGE**, Alliance, O. Co-ed; 600 students. 1937: No sports broadcast. Will allow 1938 football games to be broadcast commercially or on sustaining basis; no rights asked. Basketball game in Feb., 1938, broadcast over WHBC, Canton, under local sponsorship.

**MUSKINGUM COLLEGE**, New Concord, O. Co-ed; 750 students. 1937: No sports broadcast. Will allow commercial broadcasts of 1938 games; no liquor or tobacco sponsorship considered.

**NEBRASKA, UNIVERSITY OF**, Lincoln, Nebr. Co-ed; 6,587 (undergraduate) students. 1937: Football games broadcast over KFAB, Lincoln, on sustaining basis. Basketball over KFOR, Lincoln, also on sustaining. Expect to allow 1938 football and basketball to be broadcast non-commercially.

**NEVADA, UNIVERSITY OF**, Reno, Nev. Co-ed; 1,040 students. 1937: Football games broadcast over KOH, Reno, on sustaining basis. Will allow 1938 sports to be broadcast; rights are free.

**NEW HAMPSHIRE, UNIVERSITY OF**, Durham, N. H. Co-ed; 1,762 students. 1937: Football games broadcast over WHEB, Portsmouth, under sponsorship of Socony Vacuum Oil. Will allow 1938 football to be broadcast; only restriction is that commercials be handled from the studio, as none are allowed at Lewis Field Stadium.

**NEW YORK, COLLEGE OF THE CITY OF**, New York, N. Y. Male (except in evening and commercial divisions); 30,000 students. 1937: Football game with Albright College was broadcast in Pennsylvania. One other game was sent out via Teleflash. Commercial broadcasts of 1938 games would be permitted; prices

## COLLEGE SPORTS—Continued

- and privileges to be decided upon request for such sponsorship.
- NEW YORK UNIVERSITY**, New York, N. Y. Co-ed; 35,000 students. 1937: Interscholastic Fencing Tournament broadcast over WNYC, New York City (non-commercial). No football broadcasts will be permitted in 1938; policy prohibits commercial broadcasts of sports.
- NIAGARA UNIVERSITY**, Niagara Falls, N. Y. Male; 550 students (undergraduates.) 1937: No sports broadcast. None contemplated during 1938, though there are no set rules. It is probable that Board of Athletic Control would not favor such broadcasts.
- NORTH CAROLINA, UNIVERSITY OF**, Chapel Hill, N. C. Co-ed; 3,200 students. 1937: WPTF, Raleigh; WDNC, Durham; WBIG, Greensboro; WBT and WSOC, Charlotte, carried football on sustaining basis. Games with Fordham, Tulane and Virginia were broadcast, as were basketball games with Duke and New York University. Football and basketball games will probably be broadcast during 1938. Rights are free to all stations, providing broadcasts are not commercially sponsored.
- NORTH CAROLINA STATE COLLEGE**, Raleigh, N. C. Male; 2,100 students. 1937: No sports broadcast. None contemplated for 1938; commercial broadcasts prohibited.
- NORTH DAKOTA STATE COLLEGE**, Fargo, N. D. Co-ed; 1,500 students. 1937: Football and basketball games broadcast. No plans for sports broadcasts during 1938 listed, nor any restrictions against such broadcasts.
- NORTH DAKOTA, UNIVERSITY OF**, Grand Forks, N. D. Co-ed; 1,700 students. 1937: Football games broadcast under sponsorship of Gluek's Beer; basketball under sponsorship of Wholesome Bread. Will permit 1938 sports to be broadcast "if favorable arrangements can be made." Prefer no tobacco or liquor sponsorship.
- NORTH TEXAS STATE TEACHERS COLLEGE**, Denton, Tex. Co-ed; 2,400 students. 1937: No sports broadcast. Will allow 1938 games to be broadcast commercially.
- NORTHEASTERN UNIVERSITY**, Boston, Mass. Male; 1,880 students. 1937: Football game with Boston College was broadcast. Would permit 1938 sponsorship; prices subject to negotiation.
- NORTHWESTERN UNIVERSITY**, Evanston, Ill. Co-ed; 5,733 students. 1937: Football games broadcast over WBBM, Chicago, under sponsorship of Kellogg; over WJJD, Chicago, under sponsorship of Northwestern Railroad; over WGN, Chicago, on sustaining. Basketball games over WIND, Gary, under sponsorship of local motor sales Co. Will permit commercial broadcasts of 1938 games; reserves right to pass on sponsor.
- NORWICH UNIVERSITY**, Northfield, Vt. Male; 300 students. 1937: Basketball game broadcast commercially over WCAX, Burlington. Will permit 1938 sports to be sponsored, with price to be negotiated.
- NOTRE DAME, UNIVERSITY OF**, Notre Dame, Ind. Male; 3,000 students. 1937: All football games broadcast on sustaining basis. NBC took home games with Drake, Navy, Pitt and Southern California, plus out-of-town games with Army and Minnesota. CBS also took Army and Minnesota games. Mutual took Navy, Southern California, Carnegie Tech, Army and Northwestern games, while the WLW line carried all games except those with Illinois and Army. Several home and out-of-town basketball games were also broadcast, one over WHBU, Muncie. Will allow any station or network to broadcast 1938 games, provided it is on a strictly sustaining basis.
- OCCIDENTAL COLLEGE**, Los Angeles, Calif. Co-ed; 750 students. 1937: No sports broadcast. Will allow 1938 games to be broadcast; at time of inquiry no commercial sponsors had been signed.
- OHIO STATE UNIVERSITY**, Columbus, O. Co-ed; 13,267 students. 1937: Football games broadcast over WTAM, Cleveland, and WBNS, Columbus, under sponsorship of Kellogg; over WHKC, Columbus, WHK, Cleveland, and other Ohio stations, under sponsorship of Atlantic Refining; over WCOL, Columbus, under sponsorship of Griffin Shoe Polish. NBC, CBS, Mutual, and WOSU, Columbus, also carried games on sustaining. Atlantic Refining has signed to sponsor 1938 games. Rights are 1.5 times the one-time, daytime hourly rate of station or stations used. Reserves right to cancel contract; no beer, liquor or patent medicine sponsorship considered.
- OHIO WESLEYAN UNIVERSITY**, Delaware, O. Co-ed; 1,400 students. 1937: No sports broadcast. Will permit 1938

## COLLEGE SPORTS—Continued

sports to be broadcast, for a fee; at time of inquiry no sponsors had been signed.

- OKLAHOMA, UNIVERSITY OF**, Norman, Okla. Co-ed; 6,000 students. 1937: All football games broadcast over WKY, Oklahoma City, under sponsorship of Kellogg's Corn Flakes. Part of two basketball games also broadcast, one over WREN, Lawrence, the other over WNAD, Norman (non-commercial station owned by the university). Will permit 1938 football to be broadcast commercially.
- OKLAHOMA CITY UNIVERSITY**, Oklahoma City, Okla. Co-ed; 750 students. 1937: Football games broadcast on sustaining and commercial basis. Will allow 1938 games to be broadcast; \$100 per game. (Broadcasts for sustaining purposes only not permitted).
- OMAHA, UNIVERSITY OF**, Omaha, Nebr. Co-ed; 700 students. 1937: Out-of-town football games broadcast. Will permit 1938 games to be broadcast commercially.
- OREGON STATE COLLEGE**, Corvallis, Ore. Co-ed; 4,200 students. 1937: Football and basketball games broadcast over Pacific Coast hookups under sponsorship of Tide Water Associated Oil. KOAC, Corvallis (non-commercial station owned by Oregon State Agricultural College) also carried some games. Tide Water Associated Oil has contract to broadcast 1938 sports.
- OREGON, UNIVERSITY OF**, Eugene, Ore. Co-ed; 3,000 students. 1937: Football games broadcast over NBC, CBS and Mutual Networks. Out-of-town basketball broadcast over KXL, Portland; KORE, Eugene; KRSC, Seattle, and other northwest stations. Tide Water Associated Oil sponsored all 1937 athletic events of Pacific Coast Conference, of which this university is a member, and will do so again in 1938. Only restriction is that home town basketball games may not be broadcast.
- PACIFIC, COLLEGE OF THE**, Stockton, Calif. Co-ed; 350 students. 1937: Football game with St. Mary's broadcast over KGDM, Stockton, under sponsorship of Associated Oil. Will permit 1938 games to be broadcast, either on sustaining or commercial basis; no fee asked for rights.
- PENNSYLVANIA MILITARY COLLEGE**, Chester, Pa. Male; 160 students. 1937: Football game with Villanova broadcast over KYW, Philadelphia, under sponsorship of Atlantic Refining (which company had contract for all Villanova games). Will allow any 1938 sports to be broadcast, either on sustaining or commercial basis.
- PENNSYLVANIA STATE COLLEGE**, State College, Pa. Co-ed; 6,648 students. 1937: No sports broadcast. Atlantic Refining will probably sponsor 1938 football games, though at time of inquiry negotiations were not complete.
- PENNSYLVANIA, UNIVERSITY OF**, Philadelphia, Pa. Co-ed; 4,000 students. 1937: Season's football games broadcast under sponsorship of Atlantic Refining. Station setup varied slightly each week, but principal stations were WCAU, Philadelphia; WBRE, Wilkes-Barre, Pa.; WRAK, Williamsport, Pa.; WGBI, Scranton, Pa.; WHP, Harrisburg, Pa.; WKOK, Sunbury, Pa.; WTIC, Hartford, Conn.; WJAR, Providence, R. I. Commercial sponsorship of games will be allowed again in 1938.
- PHILLIPS UNIVERSITY**, Enid, Okla. Co-ed; 718 students. 1937: No sports broadcast. No football broadcasts planned for 1938, though there are no restrictions against them.
- PITTSBURGH UNIVERSITY OF**, Pittsburgh, Pa. Co-ed; 10,000 students. 1937: Football broadcast from September to November. Will allow 1938 games to be broadcast; reserves right to approve announcer, limit number of commercials, and to revoke rights at any time if broadcasts are not in accord with university's standards.
- POMONA COLLEGE**, Claremont, Calif. Co-ed; 750 students (limited). 1937: No sports broadcast. College states it "does not wish to broadcast."
- PRINCETON UNIVERSITY**, Princeton, N. J. Male; 2,388 (undergraduate) students. 1937: Invitation Track Meet, June 19, and Oxford-Cambridge Meet, July 10, broadcast over NBC, CBS and Mutual. Football game with Dartmouth broadcast over NBC, games with Harvard and Navy over WNEW, New York. All broadcasts were on sustaining. Will grant permission for sustaining broadcasts of 1938 sports; all offers of commercial sponsorship have been refused.
- PROVIDENCE COLLEGE**, Providence, R. I. Male; 820 students. 1937: Out-of-town football games were broadcast only. Would consider commercial sponsorship of games in 1938.
- PUGET SOUND, COLLEGE OF**, Tacoma, Wash. Co-ed; 650 students. 1937: No



## COLLEGE SPORTS—Continued

- sports broadcast. Will permit 1938 sports to be broadcast, except by liquor or cigarette sponsor. Rights for 1938 football season, \$500.
- PURDUE UNIVERSITY**, Lafayette, Ind. Co-ed; 6,176 students. 1937: Football games broadcast commercially over WHO, Des Moines; WIRE and WFBM, Indianapolis; WOWO, Fort Wayne; on sustaining over WBAA, owned by Purdue. Basketball broadcast on sustaining over WBAA; WIND, Gary; WILL, Urbana (owned by the University of Illinois). Will allow sustaining or commercial broadcasts of 1938 sports; sponsor subject to approval and any restrictions which may be established by the Radio Committee. To date, no charges have been made for rights.
- RANDOLPH MACON COLLEGE**, Ashland, Va. Male; 315 students. 1937: No sports broadcast. None contemplated during 1938, though any station desiring to carry games may do so.
- REDLANDS, UNIVERSITY OF**, Redland, Calif. Co-ed; 655 students. 1937: No sports broadcast. None contemplated during 1938, though there are no restrictions to date against such broadcasts.
- RENSSELAER POLYTECHNIC INSTITUTE**, Troy, N. Y. Male; 1,400 students. 1937: No sports broadcast. None contemplated during 1938, though there are no rules against such broadcasts.
- RHODE ISLAND STATE COLLEGE**, Kingston, R. I. Co-ed; 1,150 students. 1937: No sports broadcast. Would be willing to have "one of leading games" broadcast in 1938; price for rights subject to negotiation.
- RICE INSTITUTE**, Houston, Tex. Co-ed; 15,000 students. 1937: Football games broadcast under sponsorship of Humble Oil & Refining. The same sponsor has again purchased rights to the games of the Southwest Conference, of which this school is a member.
- ROCHESTER, UNIVERSITY OF**, Rochester, N. Y. Co-ed; 2,500 students. 1937: Rochester-Michigan basketball game broadcast over WHAM, Rochester, on sustaining. Sports broadcasts will be allowed in 1938, but probably not on commercial basis.
- ROANOKE COLLEGE**, Salem, Va. Co-ed; 400 students. 1937: No sports broadcast. Will consider sponsors for 1938 games, with exception of beer or liquor concerns.
- RUTGERS UNIVERSITY**, New Brunswick, N. J. Male; 1,550 students. 1937: Rutgers-Delaware football game broadcast over WDEL, Wilmington, on sustaining basis. Would permit 1938 games to be broadcast commercially.
- ST. JOSEPH'S COLLEGE**, Philadelphia, Pa. Male; 1,440 students (490 day, 950 night). 1937: Four home basketball games broadcast commercially over WCAU, Philadelphia. College received no fee for rights. Will allow 1938 sports to be broadcast, either commercially or on sustaining basis.
- ST. LAWRENCE UNIVERSITY**, Canton, N. Y. Co-ed; 675 students. 1937: Football and baseball games broadcast. University owns WCAD, a non-commercial station, which broadcasts home games direct from the athletic field.
- ST. LOUIS UNIVERSITY**, St. Louis, Mo. Co-ed; 6,000 students. 1937: Football games broadcast over KFRU, Columbia, Mo.; WLW, Cincinnati; KWK, KMOX and KSD, St. Louis. Broadcasts of football and basketball will probably be permitted during 1938, with no charge to stations. Reserves right to pass on sponsor and announcers.
- ST. MARY'S COLLEGE**, St. Mary's, Calif. Male; 511 students. 1937: All football games broadcast under sponsorship of Associated Oil (with exception of Fordham game, which was broadcast, but handled by that school); 12 basketball games also broadcast by same sponsor over KYA, San Francisco, and KLX, Oakland. Associated Oil has contract for all rights of 1938 sports.
- ST. MARY'S UNIVERSITY OF SAN ANTONIO**, San Antonio, Tex. Male; 721 students. 1937: Football games broadcast over KABC and KONO, San Antonio, under sponsorship of Grand Prize Beer and Coca Cola. Commercial sponsorship of 1938 football will be permitted; prices submitted on request.
- ST. OLAF COLLEGE**, Northfield, Minn. Co-ed; 1,067 students. 1937: No sports broadcast. There are no rules restricting such broadcasts during 1938, and games will probably be carried by WCAL, a non-commercial station owned by the college.
- ST. THOMAS COLLEGE**, St. Paul, Minn. Male; 700 students. 1937: No sports broadcast. Will allow 1938 games to be broadcast; no charge for rights.

## COLLEGE SPORTS—Continued

- SIMPSON COLLEGE**, Indianola, Ia. Co-ed; 500 students. 1937: No sports broadcast. None contemplated for 1938, though there are no rules against such broadcasts.
- SOUTH DAKOTA, UNIVERSITY OF**, Vermilion, S. D. Co-ed; 800 students. 1937: Five football games broadcast over WNAX, Yankton, and six basketball games over KUSD, Vermilion, on sustaining basis. Athletic Association will quote prices for 1938 games, which may be broadcast commercially.
- SOUTHERN CALIFORNIA, UNIVERSITY OF**, Los Angeles, Calif. Co-ed; 14,000 students. 1937: Football and basketball games broadcast under sponsorship of Associated Oil. Various stations used included KFI, KHJ, KNX and KFAC, Los Angeles. KRKD, Los Angeles, also carried football on sustaining basis. Associated Oil will again have exclusive sponsorship of games in 1938.
- SOUTHERN METHODIST UNIVERSITY**, Dallas, Tex. Co-ed; 2,000 students. 1937: Football games broadcast under sponsorship of Humble Oil & Refining. Texas Quality Network carried some games; others broadcast locally. Same company has contract to broadcast 1938 football of entire Southwest Conference, of which this university is a member.
- SOUTHWESTERN UNIVERSITY**, Georgetown, Tex. Co-ed; 450 students. 1937: Football games with Baylor and Abilene Christian College broadcast. Stations may broadcast any games without charge; conference has no restrictions against commercial broadcasts.
- SOUTHWESTERN LOUISIANA INSTITUTE**, Lafayette, La. Co-ed; 1,526 students. 1937: Two football games broadcast over KVOL, Lafayette, under local sponsorship. Will permit 1938 games to be broadcast commercially.
- SOUTHWESTERN COLLEGE**, Winfield, Kans. Co-ed; 750 students. 1937: Football and basketball out-of-town games broadcast. Will permit 1938 sports to be broadcast; no restrictions against commercial sponsorship.
- SPRINGFIELD COLLEGE**, Springfield, Mass. Male; 510 students. 1937: No sports broadcast. Would allow commercial broadcasts of 1938 games; no liquor or cigarette sponsorship considered. Rights, \$250.
- STANFORD UNIVERSITY**, Stanford University, Calif. Co-ed; 4,100 students. 1937: Basketball, track and several rugby games broadcast under sponsorship of Associated Oil. All football games of the Pacific Coast Conference, of which Stanford is a member, will be broadcast in 1938 under sponsorship of Associated Oil.
- SWARTHMORE COLLEGE**, Swarthmore, Pa. Co-ed; 700 students. 1937: No sports broadcast. None contemplated during 1938. Due to the small male student body (350), there has never been occasion to establish a policy on sports broadcasts.
- SYRACUSE UNIVERSITY**, Syracuse, N. Y. Co-ed; 5,900 students. 1937: Football games broadcast under sponsorship of Atlantic Refining. Carried over WSyr, Syracuse; WHAM, Rochester; WBen, Buffalo, and WGY, Schenectady, with other stations added for certain games. 1938 football will again be sponsored by Atlantic Refining.
- TEMPLE UNIVERSITY**, Philadelphia, Pa. Co-ed; 12,000 students. 1937: All at home and out-of-town football games broadcast under sponsorship of Atlantic Refining. Same arrangement has been made for 1938 games. Reserves right to limit length of commercials and to change announcer if deemed advisable; no beer or liquor sponsorship considered.
- TEXAS, AGRICULTURAL & MECHANICAL COLLEGE OF**, College Station, Tex. Male; 5,000 students. 1937: All football games broadcast over Texas Quality Network, under sponsorship of Humble Oil & Refining. Baseball games also broadcast over WTAW, non-commercial station owned by the college. Humble Oil & Refining again has contract to broadcast all football games of the Southwest Conference, of which this school is a member, during 1938.
- TEXAS, UNIVERSITY OF**, Austin, Tex. Co-ed; 10,038 students. 1937: Football broadcast over major southwest stations under sponsorship of Humble Oil & Refining. 1938 games will also be sponsored by Humble Oil, which has purchased rights of all Southwest Conference games, of which this university is a member.
- TEXAS CHRISTIAN UNIVERSITY**, Fort Worth, Tex. Co-ed; 1,598 students. 1937: Season's football games broadcast under sponsorship of Humble Oil & Refining; stations varied, but usually was one or more of the Texas Quality Group. One basketball game broadcast over KTAT,

## COLLEGE SPORTS—Continued

- Fort Worth, on sustaining. Football will probably be broadcast during 1938, under same sponsorship as last year.
- TEXAS TECHNOLOGICAL COLLEGE**, Lubbock, Tex. Co-ed; 3,490 students. 1937: No sports broadcast. Will allow 1938 football to be broadcast commercially, except by liquor concern, at \$500 per game.
- TOLEDO, UNIVERSITY OF**, Toledo, O. Co-ed; 1,500 students. 1937: Two football games broadcast over WSPD, Toledo. Will permit 1938 games to be broadcast commercially.
- TUFTS COLLEGE**, Medford, Mass. Co-ed; 2,000 students. 1937: No sports broadcast. None contemplated during 1938, though there are no rules against such broadcasts, either on sustaining or commercial basis.
- TULANE UNIVERSITY**, New Orleans, La. Co-ed; 3,500 students. 1937: Home football games broadcast over WSMB, New Orleans, under sponsorship of Coca-Cola. Football will probably be sponsored by Coca-Cola again in 1938, though university states it is "interested in other bids." Any bid must specify that Tulane Athletic Council will net \$5,000 for season's broadcasts.
- VANDERBILT UNIVERSITY**, Nashville, Tenn. Co-ed; 1,600 students. 1937: Eight of season's nine football games broadcast over WSM, Nashville, under sponsorship of Kellogg's cereals. NBC also carried the Louisiana State and Alabama games on sustaining. WSM has broadcast Vanderbilt football games for 7 or 8 years, and will doubtless do so during 1938, with rights probably purchased by Kellogg. National chains desiring to broadcast games are given rights gratis.
- VILLANOVA COLLEGE**, Villanova, Pa. Male; 1,100 students. 1937: All football games, at home and away, broadcast over KYW, Philadelphia, under sponsorship of Atlantic Refining. At time of inquiry, negotiations were under way for Atlantic Refining to sponsor all 1938 football.
- VIRGINIA POLYTECHNIC INSTITUTE**, Blacksburg, Va. Co-ed; 2,117 students. 1937: Two football games broadcast commercially, with arrangements made by the opponents in each case. School is "willing, but not eager," that several 1938 sports events be broadcast; no price has been set.
- VIRGINIA, UNIVERSITY OF**, Charlottesville, Va. Predominately male; 2,700 students (total, about 100 co-eds). 1937: Football games broadcast over Virginia Broadcasting System under sponsorship of Atlantic Refining; boxing meets over WCHV under local sponsorship. 1938 boxing meets also sponsored locally. 1938 football games being negotiated for by Virginia Broadcasting System, and will probably be sponsored by Atlantic Refining. Games with Navy, Columbia and Harvard will be subject to regulations of those institutions.
- VIRGINIA STATE COLLEGE FOR NEGROES**, Ettrick, Va. Co-ed; 1,000 students. 1937: No sports broadcast. None contemplated during 1938, though there are no rules against such broadcasts.
- VIRGINIA MILITARY INSTITUTE**, Lexington, Va. Male; 700 students. 1937: Football games broadcast over Virginia Broadcasting System. Some of 1938 games will probably be carried by the same network.
- WAKE FOREST COLLEGE**, Wake Forest, N. C. Male; 1,000 students. 1937: Football game broadcast over WPTF, Raleigh, under sponsorship of B. C. Company. Will allow 1938 sports to be broadcast commercially.
- WASHINGTON, STATE COLLEGE OF**, Pullman, Wash. Co-ed; 4,000 students. 1937: Football and basketball broadcast under sponsorship of Associated Oil. Football, basketball, track and baseball also broadcast over KWSC, non-commercial station, owned by the college. Football will again be sponsored by Associated Oil during 1938.
- WASHINGTON & LEE UNIVERSITY**, Lexington, Va. Male; 900 students. 1937: Football games broadcast commercially over Virginia Broadcasting System. Will allow 1938 sports to be broadcast commercially.
- WASHINGTON UNIVERSITY**, St. Louis, Mo. Co-ed; 7,437 students. 1937: Football games broadcast over KSD, WEW, KMOX, WIL and KWK, St. Louis; some on sustaining basis, others under sponsorship of Manhattan Coffee, and, cooperatively, of Adam Hat Stores, Old Vienna Products, and Hamlin Mfg. Co. At time of inquiry, no policy had been set, but university stated it would "probably" allow commercial broadcasts of 1938 football games. Rights were free to local stations in 1937.

## COLLEGE SPORTS—Continued

- WASHINGTON, UNIVERSITY OF**, Seattle, Wash. Co-ed; 10,725 students. 1937: Football games broadcast over KOMO, Seattle, under sponsorship of Associated Oil; Pacific Coast basketball over KRSC, Seattle. Associated Oil will also sponsor 1938 football. Reserves right to pass on sponsor; prohibits advertising of any product which might be interpreted as harmful to an athlete by the listener.
- WAYNE UNIVERSITY**, Detroit, Mich. Co-ed; 11,251 students. 1937: Football game with Michigan broadcast from Macklin Field, East Lansing, over WXYZ, Detroit. Basketball games with Centenary College, Long Island University and Western State Teachers College broadcast over WJBK, Detroit, on sustaining basis. At press time, no plans had been made for 1938. University states it is a municipal institution "and as such has not sought broadcasts of athletic contests."
- WESLEYAN UNIVERSITY**, Middletown, Conn. Male; 704 students. 1937: No sports broadcast. None contemplated during 1938, though there are no rules against such broadcasts.
- WEST VIRGINIA STATE COLLEGE**, Institute, W. Va. Co-ed; 816 students. 1937: No sports broadcast. 1938 games are open for commercial sponsorship; college has installed direct line to WCHS in Charleston.
- WEST VIRGINIA UNIVERSITY**, Morgantown, W. Va. Co-ed; 2,700 students. 1937: Pittsburgh-West Virginia football game broadcast under sponsorship of Atlantic Refining. Will permit commercial sponsorship of 1938 games—the first, Sun Bowl game, having been broadcast January 1 under sponsorship of Monongahela West Penn Public Service Co. No fixed rules or prices for sports broadcasts.
- WESTERN MARYLAND COLLEGE**, Westminster, Md. Co-ed; 600 students. 1937: Football games with Maryland, West Virginia and Boston College broadcast over WBAL, Baltimore, under sponsorship of Atlantic Refining. Will allow 1938 games to be broadcast commercially, except by a liquor concern.
- WESTERN RESERVE UNIVERSITY**, Cleveland, O. Co-ed; 10,000 students. 1937: No sports broadcast. None planned for 1938; university states it does not feel it "advisable to broadcast our football games at this time."
- WESTMINSTER COLLEGE**, New Wilmington, Pa. Co-ed; 500 students. 1937: No sports broadcast. None planned for 1938, though there are no rules against such broadcasts.
- WHEATON COLLEGE**, Wheaton, Ill. Co-ed; 1,200 students. 1937: No sports broadcast. Would be interested in having such broadcasts during 1938; rights are free.
- WICHITA, UNIVERSITY OF**, Wichita, Kans. Co-ed; 1,400 students. 1937: Football games broadcast over KFH and KANS, Wichita. Plans for 1938 indefinite, but will probably let one of above stations handle football games.
- WILLIAMETTE UNIVERSITY**, Salem, Ore. Co-ed; 835 students. 1937: All football games broadcast on sustaining with exception of Williamette-U. of Portland game, which was sponsored by Associated Oil. Stations used included KOIN and KEX, Portland; KSLM, Salem. Will allow 1938 games to be sponsored; single game, \$100; seven games, \$500.
- WILLIAM AND MARY, COLLEGE OF**, Williamsburg, Va. Co-ed; 1,200 students. 1937: Two football games broadcast over Virginia Broadcasting System, under sponsorship of Atlantic Refining. Commercial broadcasts of football games will be allowed in 1938; at time of inquiry no prices had been set.
- WILLIAMS COLLEGE**, Williamstown, Mass. Male; 800 students. 1937: No sports broadcast. Would consider such broadcasts in 1938, but have no plans for them at present.
- WISCONSIN, UNIVERSITY OF**, Madison, Wis. Co-ed; 10,500 students. 1937: All football games and all home basketball games broadcast over WTMJ, Milwaukee, under sponsorship of Wadhams Oil. All home football and basketball games also carried by WIBA, Madison, and WIBU, Poynette; some under local sponsorship, others on sustaining basis. In the last two years, no charge has been made for rights; no change contemplated during 1938, though at time of inquiry no definite plans had been made. Regulations forbid any form of advertising announcements from stadium or any university building, except a simple statement of sponsorship. Commercials must come from studios of station carrying games.
- WITTENBERG COLLEGE**, Springfield, O. Co-ed; 1,500 students. 1937: No sports broadcast. Would allow commercial sponsorship of 1938 games.

## COLLEGE SPORTS—Continued

**WOFFORD COLLEGE**, Spartanburg, S. C. Male; 500 students. 1937: All home football games broadcast. Home football games will again be broadcast during 1938 by local station (WSPA) and any others that want to participate. No fee for rights. No sponsorship by manufacturers of alcoholic beverages or other products "of obnoxious nature."

**WOOSTER, THE COLLEGE OF**, Wooster, O. Co-ed; 1,013 students. 1937: No sports broadcast. No rules against such broadcasts.

**WORCESTER POLYTECHNIC INSTITUTE**, Worcester, Mass. Male; 650 students. 1937: No sports broadcast. Would permit commercial broadcasts of 1938 games.

**XAVIER UNIVERSITY**, Cincinnati, O. Male; 1,250 students. 1937: Football game with University of Kentucky broadcast over WLAP, Lexington, on sustaining basis. At time of inquiry policy for 1938 was undecided. (University adds that during 1936 its restrictions allowed no commercials or spot announcements during course of broadcast from field; no remuneration received).

**YALE UNIVERSITY**, New Haven, Conn. Male; 3,143 students. 1937: All football games broadcast over Yankee Network, under sponsorship of Socony Vacuum Oil. Plans for 1938 are not announced until midsummer. Football is the only sport broadcast.

## BASEBALL 1938: GENERAL MILLS AND CO-SPONSORS

Biggest of all baseball sponsors is General Mills (for Wheaties). Within the past several years this sponsor has adopted the policy of buying baseball rights largely in conjunction with other sponsors, costs and facilities being shared conjointly.

Herewith is the General Mills baseball schedule, with particulars as of the start of the 1938 season. This schedule was placed for General Mills by Knox Reeves Advertising, Inc. Where the broadcasts are shared with Socony-Vacuum, the latter's schedule is underwritten by J. Stirling Getchel, Inc.; the B. F. Goodrich Co.'s share is underwritten by Ruthrauff & Ryan, Inc.; and Procter & Gamble's share by Compton Advertising, Inc. In certain Western cities, the Westco Advertising Agency carried the primary responsibility for General Mills, in co-operation with Knox Reeves. These cities are: Bellingham, Wash.; Denver, Colo.; Los Angeles, Calif.; Oakland, Calif.; Portland, Ore.; San Francisco, Calif.; Seattle, Wash.; Spokane, Wash.; Tacoma, Wash.; Wenatchee, Wash., and Yakima, Wash.

CITY	STATION	SPONSOR	ANNOUNCER
Akron, O.....	WJW .....	{General Mills }Socony-Vacuum	Bill Griffiths
Albany, N. Y.....	WABY .....	General Mills	{Grenfell Rand }J. S. Herrick, Jr.
Atlanta, Ga.....	WATL .....	{General Mills }Goodrich	Maurice Coleman
Atlanta, Ga.....	WAGA .....	{General Mills }Goodrich	James Gibson
Baltimore, Md.....	WCBM .....	{General Mills }Atlantic Refining	Lee Davis
Bellingham, Wash.....	KVOS .....	{General Mills }Goodrich	William Healy
Buffalo, N. Y.....	{WGR .....	{General Mills	Roger Baker
	{WKBW .....	}Wm. Simon Brewing*	

\* WGR only.

## BASEBALL: 1938—Continued

CITY	STATION	SPONSOR	ANNOUNCER
Chattanooga, Tenn.....	WAPO .....	{General Mills }Goodrich	Tom Nobles
Chicago, Ill.....	WBBM .....	{General Mills }Socony-Vacuum	Pat Flanagan
Chicago (Gary), Ill.....	WIND .....	General Mills	{Russell Hodges }James Dudley
{Cincinnati, O..... }Dayton, O.....	{WSAI .....	{General Mills }Socony-Vacuum	Red Barber
Cincinnati, O.....	WCPO .....	{General Mills }Socony-Vacuum	Harry Hartman
Cleveland, O.....	WCLE .....	{General Mills }Socony-Vacuum	Jack Graney
Columbus, O.....	WBNS .....	{General Mills }Socony-Vacuum	John F. Neblett
Dallas, Tex.....	WRR .....	{General Mills }Coca Cola	{Charlie Jordan }Jack Mitchell
Denver, Colo.....	KLZ .....	General Mills	Jack Fitzpatrick
Des Moines, Ia.....	WHO .....	General Mills	Wm. H. Brown
Iowa Network.....	{WMT KRNT KFAB KMA WNAX }	.....General Mills	{Harry Johnson }Gene Shumate
Duluth, Minn.....	KDAL .....	{General Mills }Goodrich	Bill Harrington
Grand Forks, N. D.....	KFJM .....	General Mills	Elmer Hanson
Indianapolis, Ind.....	WIRE .....	{General Mills }Socony-Vacuum	Norman Perry
Jacksonville, Fla.....	WJAX .....	{General Mills }Goodrich	Jack Rathbun
Jonesboro, Ark.....	KBTM .....	General Mills	Dick Altman
Kansas City, Mo.....	KXBY .....	{General Mills }Socony-Vacuum	Walt Lochman
Knoxville, Tenn.....	WNOX .....	{General Mills }Goodrich	Lowell Blanchard
Little Rock, Ark.....	KLRA .....	{General Mills }Goodrich	Benny Craig
Los Angeles, Cal.....	KFAC .....	{General Mills }Goodrich	Mike Frankovich
Louisville, Ky.....	WHAS .....	{General Mills }Standard Oil of Ky.	Wm. Allen Stout
Milwaukee, Wis.....	WISN .....	{General Mills }Socony-Vacuum	Alan Hale
Minneapolis, Minn.....	{WCCO .....	{General Mills }Socony-Vacuum	Morgan Sexton
New York City.....	WHN .....	{General Mills }Socony-Vacuum	Joe Bolton
New York City.....	WNEW .....	{General Mills }Socony-Vacuum	Earl Harper
Norfolk, Va.....	WTAR .....	{General Mills }Procter & Gamble	Vic Lund
Oklahoma City, Okla....	KTOK .....	{General Mills }Procter & Gamble	Ted Andrews
Oakland, Cal.....	KROW .....	{General Mills }Goodrich	Herb Allen

**BASEBALL: 1938—Continued**

<b>CITY</b>	<b>STATION</b>	<b>SPONSOR</b>	<b>ANNOUNCER</b>
Philadelphia, Pa. ....	WCAU .....	{General Mills }Socony-Vacuum	Bill Dyer
Pittsburgh, Pa. ....	KDKA .....	General Mills	Rosey Rowswell
Portland, Ore. ....	KEX .....	{General Mills }Goodrich	Rollie Truitt
Quincy, Ill. ....	WTAD .....	General Mills	Mac Dill
Rochester, N. Y. ....	WHAM .....	{General Mills }Socony-Vacuum	Harry McTigue
St. Louis, Mo. ....	KMOX .....	{General Mills }Socony-Vacuum	France Laux
St. Paul, Minn. ....	WTCN .....	{General Mills }Socony-Vacuum	George Higgins
San Francisco, Cal. ....	KGO .....	{General Mills }Goodrich	Ernie Smith
Savannah, Ga. ....	WTOC .....	{General Mills }Goodrich	Windy Herrin
Seattle, Wash. ....	KRSC .....	{General Mills }Goodrich	Leo Lassen
Shreveport, La. ....	KWKH .....	General Mills	Jerry Bozeman
Spokane, Wash. ....	KGA .....	{General Mills }Goodrich	Harry Lantry
Syracuse, N. Y. ....	WSYR .....	{General Mills }Socony-Vacuum	Nick Stemmler
Tacoma, Wash. ....	KMO .....	{General Mills }Goodrich	Harry Jordan
Toledo, O. ....	WSPD .....	{General Mills }Socony-Vacuum	Connie Desmond
Tulsa, Okla. ....	KTUL .....	{General Mills }Goodrich	Eddie Gallaher
Washington, D. C. ....	WJSV .....	General Mills	Arch McDonald
Wenatchee, Wash. ....	KPQ .....	{General Mills }Goodrich	Patrick Hayes
Yakima, Wash. ....	KIT .....	{General Mills }Goodrich	Art Cheyne

**STATION RECORDS ON SPONSORED SPORTS:  
SUMMER 1937 TO SPRING 1938**

Sports sponsored over individual stations or regional hookups (but not over national networks) are noted below. No sustaining sports are included. In the case of local sponsorship, the sponsor is described as "local sponsor"; national sponsors are named.

This data was compiled via questionnaires to all U. S. and Canadian stations. In tabulating replies, it was assumed that the sports were sponsored only if a definite notation to that effect was made. Where such notation was lacking, the sporting event was omitted from this list.

**KABC, San Antonio, Tex. ....** Texas league baseball direct from field and by wire for the Kellogg Co. High school football for Coca Cola, Zenith, and local sponsors. Wrestling, tennis and bowling locally sponsored.

## SPORTS BY STATIONS—Continued

- KABR, Aberdeen, S. Dak.**.....Fifth annual South Dakota state amateur baseball tournament (25 games) for 116 local sponsors and Socony-Vacuum Oil (three games); five Northern State Teachers College football games and seven basketball games for local sponsors; one Aberdeen High School football game for local sponsors; South Dakota state class "B" basketball tourney and class "A" tourney, former for 57 local merchants and latter for 61 local merchants.
- KADA, Ada, Okla.**.....All home football games of Central State Teachers College for local sponsor (five games).
- KALE, Portland, Ore.**.....Six Pacific Coast conference football games, and the East vs. West game for Associated Oil.
- KANS, Wichita, Kans.**.....Semi-pro baseball, football, wrestling, basketball, American Assn. hockey, boxing—about 25% of which were sponsored locally.
- KARK, Little Rock, Ark.**.....All football games of University of Arkansas direct from field (fed to Arkansas Network); Arkansas State Teachers vs. Fresno Teachers from Los Angeles via WU wire; for Lion Oil Refining Co.
- KAWM, Gallup, N. Mex.**.....High school football and basketball for local sponsors.
- KBST, Big Spring, Tex.**.....Eleven football games (teams not mentioned), seven sponsored locally, two by Texas Coca-Cola Bottling, and two by Magnolia Petroleum; 35 wrestling matches for local sponsors; three boxing matches for local and regional advertisers.
- KBTM, Jonesboro, Ark.**.....All out-of-town local high school football games for local sponsor; high school state basketball tourney for Nehi Bottling.
- KCKN, Kansas City, Kans.**.....High school football, Golden Gloves boxing tourney, and American Legion-Veterans of Foreign Wars wrestling locally and regionally sponsored.
- KCMC, Texarkana, Tex.**.....Out-of-town baseball games of Texarkana Liners (East Texas League) for local and national sponsors on participation basis (70 games).
- KCRC, Enid Okla.**.....Eason Oilers baseball (semi-pro; 93 games) and weekly wrestling locally sponsored.
- KDAL, Duluth, Minn.**.....All University of Minnesota football games for Dodge dealers.
- KDB, Santa Barbara, Cal.**.....Two Santa Barbara State College football games locally sponsored.
- KDKA, Pittsburgh, Pa.**.....Seven Carnegie Tech and one Colgate football games sponsored by Atlantic Refining.
- KDON, Monterey, Cal.**.....Eleven Pacific Coast conference football games and the East vs. West game for Associated Oil; one Monterey High School game locally sponsored.
- KDYL, Salt Lake City, Utah.**.....Bowling locally sponsored.
- KEHE, Los Angeles, Cal.**.....Six football games (involving either Loyola or Santa Clara) for Associated Oil; six Los Angeles Bulldogs games (Sundays) locally sponsored.
- KELD, El Dorado, Ark.**.....All baseball games of El Dorado Lions (Cotton States League) for local sponsors; all El Dorado High School football games for local sponsors; weekly wrestling for local sponsors.
- KERN, Bakersfield, Cal.**.....Eight weeks of Pacific Coast conference football for Associated Oil.



## SPORTS BY STATIONS—Continued

- KEX, Portland, Ore.**..... Pacific Coast League baseball for General Mills (Wheaties); Pacific Coast Conference football for Associated Oil; wrestling locally sponsored.
- KFAC, Los Angeles, Calif.**..... Pacific Coast League baseball for General Mills (Wheaties) and Goodrich Tires; Pacific Coast Conference football and basketball for Associated Oil.
- KFBB, Great Falls, Mont.**..... Great Falls-Butte state championship football game for local sponsor.
- KFBK, Sacramento, Calif.**..... Pacific Coast Conference football for Associated Oil; American Legion baseball for local sponsors
- KFDM, Beaumont, Tex.**..... Games of local baseball team in Texas Baseball Assn. for local and regional sponsors; ditto football.
- KFEL, Denver, Colo.**..... Golden Gloves boxing, semi-final state high school championship football game, Elks boxing tourney, state high school basketball championship, all for local sponsors. In 1938 (beginning April 18) Kellogg is sponsoring play-by-play baseball of major league games via leased wire reports.
- KFH, Wichita, Kans.**..... State and National semi-pro baseball tournaments for Mobilgas.
- KFIO, Spokane, Wash.**..... Four Gonzaga University football games for Associated Oil.
- KFIZ, Fond du Lac, Wis.**..... Semi-monthly wrestling bouts, high school basketball and local hockey, all locally sponsored.
- KFJB, Marshalltown, Ia.**..... Four Marshalltown High School football games for local sponsor; county, sectional and district basketball for various local sponsors.
- KFPW, Fort Smith, Ark.**..... Arkansas University football games for Lion Oil.
- KFPY, Spokane, Wash.**..... Three Pacific Coast Conference football games, and complete schedule of Pacific Coast Conference basketball games for Associated Oil.
- KFRC, San Francisco, Calif.**..... Pacific Coast Conference football games and track meets, plus East vs. West football game for Associated Oil.
- KFRU, Columbia, Mo.**..... Entire University of Missouri football schedule (either from field or by WU wire) for local sponsors (participating).
- KFRO, Longview, Tex.**..... Football (college or school not given) for East Texas Refining and Magnolia Petroleum.
- KFXJ, Grand Junction, Colo.**..... One Western State football game for alumni; station has 1938 rights to Western State football games.
- KFXR, Oklahoma City, Okla.**..... Oklahoma City Indians baseball games for General Mills (Wheaties); Capitol Hill High School football games, Missouri Valley AAU basketball, weekly wrestling, Golden Gloves fights, and Oklahoma City Rodeo, all for local sponsors.
- KFYO, Lubbock, Tex.**..... Four Texas Tech football games for local merchants.
- KFYR, Bismarek, N. D.**..... North Dakota state high school basketball tournament for local sponsor.
- KGEZ, Kalispell, Mont.**..... 34 City League basketball games, seven high school and University of Montana football games, eight high school basketball games, three fight and six wrestling cards locally sponsored.
- KGFF, Shawnee, Okla.**..... Shawnee High School and Oklahoma Baptist University football games, plus Inter-City boxing meets, sponsored locally and by Old King Beer.

## SPORTS BY STATIONS—Continued

- KGGM, Albuquerque, N. Mex.**..... University of New Mexico at-home and out-of-town football for Standard Oil; wrestling locally sponsored; Albuquerque High School at-home football games sponsored by Magnolia Petroleum.
- KGHF, Pueblo, Colo.**..... Eight Colorado State baseball tournament games locally sponsored; two Safeway Piggly Wiggly vs. Western State College basketball games locally sponsored.
- KGHL, Billings, Mont.**..... American Junior League baseball, college and high school football, and 50 college and high school basketball games sponsored by Yale Oil Corp.
- KGKB, Tyler, Tex.**..... 10 high school football games locally sponsored; one high school play-off game locally sponsored; three high school play-off games for Magnolia Petroleum; Mississippi State vs. Texas A & M for Humble Oil.
- KGBX, Springfield, Mo.**..... Baseball for General Mills (Wheaties); football, basketball, boxing and wrestling locally sponsored. (No list of actual sports contestants furnished).
- KGKL, San Angelo, Tex.**..... Local high school football for local sponsor; one Southwest Conference football game for Humble Oil; three high school state championship football games for Magnolia Petroleum.
- KGKY, Scottsbluff, Nebr.**..... All local high school home football games for local sponsor.
- KGLO, Mason City, Ia.**..... High school and junior college football games locally sponsored; high school basketball locally sponsored.
- KGMB, Honolulu, Hawaii.**..... Honolulu inter-scholastic league football and Honolulu senior league football for Standard Oil of California; Hawaii Rowing Assn. regatta and boat races for Castle & Cooke, Ltd. (agents for Matson Navigation Co.).
- KGNO, Dodge City, Kans.**..... Eight Dodge City High School and Junior College football games for local sponsor.
- KGVO, Missoula, Mont.**..... Five University of Montana football games from field or by wire for Associated Oil; wrestling locally sponsored; University of Montana basketball schedule for Associated Oil.
- KGW, Portland, Ore.**..... Pacific Coast Conference football for Associated Oil.
- KHQ, Spokane, Wash.**..... Pacific Coast Conference football for Associated Oil; pro wrestling for local sponsor; ditto hockey.
- KHSL, Chico, Calif.**..... Six Pacific Coast Conference football games for Associated Oil.
- KICA, Clovis, N. Mex.**..... Eight Clovis High School football games for local cooperative sponsorship; ditto Eastern New Mexico Junior College vs. New Mexico Military Institute.
- KIDO, Boise, Idaho.**..... Local football, baseball, track, basketball, fights and bowling, locally sponsored.
- KIEM, Eureka, Calif.**..... Eleven Pacific Coast Conference football games (sponsor not named, but apparently Associated Oil); local high school football games (sponsor not named).
- KIRO, Seattle, Wash.**..... McKinley High of Honolulu vs. Lakeside High of Seattle football game for Southern Pacific R. R.; all CPN football broadcasts for Associated Oil.
- KIT, Yakima, Wash.**..... Yakima Club baseball (Western International League) for local sponsor; Pacific Northwest American Legion Junior baseball playoffs for local sponsors; Pacific Coast Conference football and East vs. West football game for Associated Oil; local wrestling for local sponsors.

## SPORTS BY STATIONS—Continued

- KIUL, Garden City, Kans.**.....High school football and junior college basketball games locally sponsored.
- KJBS, San Francisco, Cal f.**.....Pacific Conference basketball and track for Associated Oil.
- KLPM, Minot, N. D.**.....Class B North Dakota basketball tourney for local sponsors.
- KLZ, Denver, Colo.**.....All Denver University Conference football games, two Colorado University football games, and Cotton Bowl game for Kellogg; semi-finals and finals of Elks annual boxing tourney locally sponsored.
- KMBC, Kansas City, Mo.**.....Five University of Missouri, two University of Nebraska, and one Kansas University football games for Kansas City Chrysler Co.
- KMLB, Monroe, La.**.....Complete Louisiana State University football schedule for Coca-Cola Bottling.
- KMO, Tacoma, Wash.**.....Ninety-eight semi-pro baseball games for group of local sponsors; pro football (N. W. League) and wrestling for local sponsor; all fights for Hop Gold Beer.
- KMOX, St. Louis, Mo.**.....Eight major college football games for Chevrolet.
- KMPC, Beverly Hills, Calif.**.....Eastern major league baseball on WU wire for Gilmore Oil Co.
- KMTR, Los Angeles, Calif.**.....Local bowling for local sponsor.
- KNEL, Brady, Tex.**.....Brady High School football games locally sponsored.
- KNX, Los Angeles, Calif.**.....Ten Pacific Coast Conference football games for Associated Oil.
- KOB, Albuquerque, N. Mex.**.....All home football games of University of New Mexico for local Chrysler distributor.
- KOBH, Rapid City, S. D.**.....House of David and Owens Olympians basketball for local sponsor.
- KOH, Reno, Nev.**.....Two University of Nevada football games for local Pontiac dealer.
- KOMO, Seattle, Wash.**.....Nine Pacific Coast Conference football games for Associated Oil.
- KOOS, Marshfield, Ore.**.....Pacific Coast Conference football for Associated Oil.
- KORE, Eugene, Ore.**.....One Pacific Coast Conference football game and several basketball games for Associated Oil.
- KOTN, Pine Bluff, Ark.**.....All Sunday and night baseball games of Pine Bluff Judges (Cotton States Baseball League) for various local and regional advertisers.
- KOVC, Valley City, N. D.**.....All local football and basketball, plus Barnes County and State Consolidated basketball tourneys for local sponsor.
- KPDN, Pampa, Tex.**.....District High School football games for group of local sponsors.
- KQV, Pittsburgh, Pa.**.....Out-of-town major league baseball (various clubs, but mainly Pittsburgh) for Cramer Clothes; ditto Pittsburgh pro football; six college football games for Kellogg.
- KRBC, Abilene, Tex.**.....Lengthy schedule of college and high school football sponsored by West Texas Coca-Cola Bottling Co., or Humble Oil, or Magnolia Petroleum, or locally.

## SPORTS BY STATIONS—Continued

- KRGV, Weslaco, Tex.**..... Sixteen baseball games (training) between Kansas City Blues and Toledo Mud Hens cooperatively sponsored by regional merchants and Duncan Coffee; 29 football games, Southwest Conference games being sponsored by Humble Oil, state high school championships by Magnolia Petroleum, and local sponsorship on regular high school games.
- KRLC, Lewiston, Idaho**..... Western International League baseball, and local high school and Lewiston Normal School football for local sponsors; Northern Division Pacific Coast Conference basketball for Associated Oil; high school basketball for local sponsors.
- KRLD, Dallas, Tex.**..... Southwest Conference football for Humble Oil; high school football finals for Magnolia Petroleum.
- KRMC, Jamestown, N. D.**..... Northern League road and home games for Northern Auto Co.; same sponsor had high school and college football, and high school and Jamestown College basketball.
- KRMD, Shreveport, La.**..... All Louisiana State football games for Coca-Cola Bottling Companies of Louisiana; local high school football for several local sponsors; local soft ball championship for local sponsors.
- KRNR, Roseburg, Ore.**..... Pacific Coast Conference football for Associated Oil; high school football and basketball locally sponsored.
- KRNT, Des Moines, Ia.**..... University of Iowa and Iowa State College mixed football schedule for Des Moines Register & Tribune.
- KROC, Rochester, Minn.**..... American Association baseball for General Mills (Wheaties); University of Minnesota football, and local boxing and wrestling, locally sponsored.
- KRSC, Seattle, Wash.**..... Pacific Coast Conference basketball games for Associated Oil; high school football, Pacific Coast League hockey, golf and state tennis tournaments for various local and regional sponsors.
- KSEI, Pocatello, Idaho.**..... Three University of Idaho football games locally sponsored.
- KSFO, San Francisco, Calif.**..... Eleven Pacific Coast Conference football games for Associated Oil.
- KSL, Salt Lake City, Utah.**..... Sun Valley Rodeo for Union Pacific Railroad.
- KSLM, Salem, Ore.**..... Four Willamette University football games for Associated Oil; college football, local and state soft ball, state basketball, and boxing and wrestling locally sponsored.
- KSOO, Sioux Falls, S. D.**..... Football schedule of Augustana College for local sponsor, as also basketball.
- KSRO, Santa Rosa, Calif.**..... One local football game locally sponsored.
- KSTP, St. Paul-Minneapolis, Minn.**..... All University of Minnesota football games for Twin City Dodge Dealers.
- KTAR, Phoenix, Ariz.**..... Four Pacific Coast Conference football games for Associated Oil.
- KTAT, Fort Worth, Tex.**..... Interscholastic high school football play-offs for Magnolia Petroleum; six Southwest Conference football games for Humble Oil; 24 high school football games locally sponsored; three other football games for Bowen Lines.
- KTBS, Shreveport, La.**..... One Centenary College football game for local sponsor.
- KTEM, Temple, Tex.**..... Local baseball and football for local sponsors; three football games for Magnolia Petroleum.

## SPORTS BY STATIONS—Continued

- KTFL, Twin Falls, Idaho**..... High School District basketball tourney (10 games) for local participating sponsorship.
- KTKC, Visalia, Calif.**..... Pacific Coast Conference football for Associated Oil.
- KTOK, Oklahoma City, Okla.**..... Two Classen High School football games for local sponsors; five midget auto races for Black Dallas Beer; AAU boxing for Old King Beer; Fat Stock Show (rodeo) for Fat Stock Assn.
- KTSA, San Antonio, Tex.**..... Texas League baseball for General Mills (Wheaties) and Goodrich Rubber; Southwest Conference football for Humble Oil; interscholastic high school football for Magnolia Petroleum.
- KTSM, El Paso, Tex.**..... El Paso High School, Austin High and Sun Bowl football for 7-Up Bottling Co. and Standard Oil; baseball play-offs locally sponsored.
- KTUL, Tulsa, Okla.**..... Texas League baseball for General Mills (Wheaties) and Goodrich Rubber; American Assn. hockey for local sponsor; ditto wrestling; Tulsa University football for Sears, Roebuck Co.
- KUMA, Yuma, Ariz.**..... Local boxing and wrestling locally sponsored.
- KVEC, San Luis Obispo, Calif.**..... Pacific Coast Conference football for Associated Oil.
- KVGB, Great Bend, Kans.**..... All Great Bend football games, all soft ball games, baseball, and some bowling for various local sponsors.
- KVI, Tacoma, Wash.**..... Nine Pacific Coast Conference football games for Associated Oil; two Freddie Steele boxing bouts for local sponsors.
- KVOA, Tucson, Ariz.**..... Out-of-town University of Arizona locally sponsored; ditto two out-of-town high school football games.
- KVOL, Lafayette, La.**..... Seventy Evangeline League baseball games for local sponsors and Old Union Brewing Co.
- KVOR, Colorado Springs, Colo.**..... Colorado College and Colorado Springs High School football for local sponsors.
- KVOS, Bellingham, Wash.**..... Pacific Coast Conference football for Associated Oil; some local football for local sponsors. In 1938 Western International League baseball will be sponsored by General Mills (Wheaties).
- KVOX, Moorhead, Minn.**..... Three football and three basketball games (college and high school) for local sponsors.
- KVSO, Ardmore, Okla.**..... Ardmore-Wilson football game for local sponsor; A. A. U. inter-city bouts from Oklahoma City for Old King Beer.
- KWBG, Hutchinson, Kans.**..... Western Association baseball co-sponsored locally.
- KWK, St. Louis, Mo.**..... Football (contestants not given) for Manhattan Coffee; hockey, bowling, wrestling and boxing for Hyde Park Beer.
- KWKH, Shreveport, La.**..... National League baseball for General Mills (Wheaties) and Goodrich Rubber; all (except one) Centenary College football games for local sponsor.
- KWTN, Watertown, S. D.**..... South Dakota State baseball games (24), Clark (S. D.) annual baseball tourney, and district and regional basketball, all for local sponsors.
- KWTO, Springfield, Mo.**..... Western Association baseball for General Mills (Wheaties); Springfield Teachers College, and Springfield and Greenwood High School football for local sponsors; ditto college and high school basketball, boxing (including Golden Gloves tourney) and wrestling.

## SPORTS BY STATIONS—Continued

- KXA, Seattle, Wash.**..... University of Washington baseball for Associated Oil; local wrestling for local sponsor.
- KXBY, Kansas City, Mo.**..... All baseball games of Kansas City Blues for General Mills (Wheaties) and Socony-Vacuum Oil; nine other baseball games locally sponsored; one Rockhurst College football game and two St. Benedicts games locally sponsored; two Missouri football games for Skelly Oil; wrestling matches and fights locally sponsored; Golden Gloves bouts for Skelly Oil.
- KXL, Portland, Ore.**..... Pacific Coast Conference basketball for Associated Oil; local pro wrestling for Blitz-Weinhard Brewery.
- KXRO, Aberdeen, Wash.**..... Pacific Coast Conference football for Associated Oil; local high school football and basketball for Sears, Roebuck and local sponsors.
- KYA, San Francisco, Calif.**..... All baseball games from Seals Stadium for General Mills (Wheaties).
- KYOS, Merced, Calif.**..... Three high school football games for local sponsors.
- WAAB, Boston, Mass.**..... Home baseball games of Boston Bees and Red Sox, alternately for Socony-Vacuum Oil and General Mills (Wheaties); last period of Boston Bruins home hockey games for Radbill Oil.
- WABY, Albany, N. Y.**..... Albany Senators at-home and out-of-town games (latter by telegraph) for General Mills (Wheaties) and Goodrich Rubber; Yale football games for Socony-Vacuum Oil.
- WADC, Akron, O.**..... Soap Box Derby for local sponsor; Goodyear Zepelin Rifle Club for Goodyear Tire & Rubber.
- WAGA, Atlanta, Ga.**..... None during 1937. During 1938 baseball games will be sponsored by General Mills (Wheaties).
- WAGF, Dothan, Ala.**..... All football games in which either Alabama University or Alabama Polytechnic Institute (Auburn) took part in for Dixie Baking and Malone-Slingluff Insurance.
- WAGM, Presque Isle, Me.**..... County baseball and basketball for local sponsors.
- WAIM, Anderson, S. C.**..... Six college football games (Erskine and Clemson), and seven high school football games for unnamed sponsors; Clemson vs. Erskine baseball game in 1938 for Coca-Cola Bottling.
- WALA, Mobile, Ala.**..... University of Alabama and Auburn football games for Kellogg; out-of-town Southeastern League baseball (wire reports) for General Mills (Wheaties); 1938 baseball, same as described above, for Kellogg.
- WAPI, Birmingham, Ala.**..... University of Alabama and Alabama Polytechnic Institute football games for local sponsor.
- WAVE, Louisville, Ky.**..... Calvert Marine Derby (boat races of all classes at derby time in Louisville) for Calvert.
- WAYX, Waycross, Ga.**..... Waycross Bulldogs' football games for local sponsors.
- WAZL, Hazleton, Pa.**..... Hazleton baseball games (140) in New York-Pennsylvania League for Atlantic Refining; 20 high school and one college football games for various local sponsors and Atlantic Refining (college game); 47 high school and pro basketball games for various local sponsors; amateur boxing for local sponsors.
- WBAL, Baltimore, Md.**..... Eleven college football games for Atlantic Refining.
- WBAP, Fort Worth, Tex.**..... Two T. C. U. football games for Humble Oil.

## SPORTS BY STATIONS—Continued

- WBAX, Wilkes-Barre, Pa.**..... Professional and sandlot baseball, pro and scholastic basketball, and boxing for local sponsors.
- WBCM, Bay City, Mich.**..... Detroit Tigers baseball for General Mills (Wheaties) and Socony-Vacuum Oil; Michigan State football games for Oldsmobile.
- WBIG, Greensboro, N. C.**..... Twenty semi-pro baseball games for Nehi Bottling Co.; three regional football games for local sponsors; five Duke football games for Atlantic Refining; Carolina-Fordham football game for B. C. Remedy.
- WBLK, Clarksburg, W. Va.**..... Twelve football games for local sponsors.
- WBNS, Columbus, O.**..... American Association baseball (from field and by telegraph), plus Little World Series for General Mills (Wheaties); Ohio State University at-home football for Kellogg.
- WBRB, Red Bank, N. J.**..... Red Bank, Freehold and Neptune High School football games (last-named, night games) for Jersey Central Power & Light.
- WBRC, Birmingham, Ala.**..... Out-of-town Birmingham Barons baseball games for General Mills (Wheaties); Alabama and Auburn football games for local sponsor.
- WBRE, Wilkes-Barre, Pa.**..... University of Pennsylvania football for Atlantic Refining; one high school football game and one P.I.A.A. basketball game for Stegmaier Brewing. In 1938 Atlantic Refining is sponsoring all games of the Wilkes-Barre baseball team in the Eastern League.
- WBRY, Waterbury, Conn.**..... All professional boxing and wrestling matches from New Haven Arena for Hull Brewing.
- WBT, Charlotte, N. C.**..... Entire Duke football schedule for Atlantic Refining.
- WCAP, Asbury Park, N. J.**..... Asbury Park and Long Branch High School football games for Jersey Central Power & Light Co.
- WCAX, Burlington, Vt.**..... Northern League baseball for Socony-Vacuum Oil; Yale home football games for Socony-Vacuum Oil; University of Vermont basketball for RCA-Victor (paid for by distributors); high school basketball for local sponsors.
- WCAU, Philadelphia, Pa.**..... All home baseball games of the Philadelphia Athletics and Phillies (and occasional telegraphic play-by-play on out-of-town games) for General Mills (Wheaties) and Socony-Vacuum Oil on alternating basis.
- WCBM, Baltimore, Md.**..... Baltimore Orioles baseball games for General Mills (Wheaties).
- WCBS, Springfield, Ill.**..... Local and regional high school football games for local sponsors; Muny League basketball and bowling for Griesedieck Bros. Brewery.
- WCCO, Minneapolis-St. Paul, Minn.**.. Daily except Sunday baseball (Minneapolis Millers) for General Mills (Wheaties).
- WCFL, Chicago, Ill.**..... White Sox and Cubs baseball for the Texas Co. Same sponsor has commitment for 1938.
- WCHV, Charlottesville, Va.**..... Football games (mainly University of Virginia) for Atlantic Refining; University of Virginia Intercollegiate boxing bouts for local sponsor.
- WCMI, Ashland, Ky.**..... High school football games for local sponsors.
- WCOA, Pensacola, Fla.**..... Pensacola Fliers' games for local sponsor.

## SPORTS BY STATIONS—Continued

<b>WCOL, Columbus, O.</b>	Ohio State at-home football games for Griffin (ABC shoe polish).
<b>WCSC, Charleston, S. C.</b>	All football games of The Citadel, and the Citadel-South Carolina boxing bouts for Leland Moore Paint & Oil Co.
<b>WDAF, Kansas City, Mo.</b>	Kansas-Missouri football game for Kansas City Power & Light Co.; International and Regional Finals of Golden Gloves fights for Truly-Warner.
<b>WDAS, Philadelphia, Pa.</b>	Wrestling for local sponsor.
<b>WDBJ, Roanoke, Va.</b>	Ten major college football games for Atlantic Refining.
<b>WDBO, Orlando, Fla.</b>	One Stetson University football game for local sponsor.
<b>WDEL, Wilmington, Del.</b>	All University of Delaware football games for Atlantic Refining.
<b>WDEV, Waterbury, Vt.</b>	Northern League baseball (Saturdays) for Fisk Tire; junior and senior high school basketball tourneys for Frigidaire. (Note: Station does not mention whether sponsors were distributors or parent companies.)
<b>WDNC, Durham, N. C.</b>	College football for Atlantic Refining.
<b>WDWS, Champaign, Ill.</b>	Eastern Illinois and Cornbelt League baseball, and all University of Illinois football games for local sponsors.
<b>WDZ, Tuscola, Ill.</b>	Three football games and one basketball game for local sponsors.
<b>WEBC, Duluth, Minn.</b>	Big Ten football for Chevrolet Dealers; state and regional basketball tourney for local sponsor; International League hockey for local sponsor.
<b>WEEI, Boston, Mass.</b>	Holy Cross football schedule (10 games) for Atlantic Refining.
<b>WELL, Battle Creek, Mich.</b>	Detroit Tigers baseball for General Mills (Wheaties) and Socony-Vacuum Oil; high school football and swimming meets for local sponsors; Battle Creek college basketball and swimming for local sponsors; Golden Gloves bouts for local sponsor; Michigan State College football games for Oldsmobile.
<b>WEOA, Evansville, Ind.</b>	Night soft ball games, high school and Evansville College football, high school basketball, and boxing and wrestling, all for local sponsors.
<b>WEST, Easton, Pa.</b>	All Lafayette College football games for Atlantic Refining
<b>WEW, St. Louis, Mo.</b>	All home football games of St. Louis University and Washington University for joint local sponsorship.
<b>WFAA, Dallas, Tex.</b>	Eleven major college football games for Humble Oil; two high school football games for Kellogg; one exhibition table tennis match for Brown & Williamson Tobacco.
<b>WFAS, White Plains, N. Y.</b>	Yale football games for Socony-Vacuum Oil; four local football games for local sponsors; bowling for local sponsors.
<b>WFBC, Greenville, S. C.</b>	College football games for Atlantic Refining; textile basketball tourney for local sponsor.
<b>WFBM, Indianapolis, Ind.</b>	Two University of Indiana football games for local sponsor.
<b>WFIL, Philadelphia, Pa.</b>	Yale-Penn football game for Socony-Vacuum Oil.



## SPORTS BY STATIONS--Continued

- WGAL, Lancaster, Pa.**..... "All-Lancaster" pro baseball team's games for Richfield Oil; Lancaster high school football for local sponsor; all Franklin and Marshall College football games for Atlantic Refining; professional wrestling for J. A. Bachman Chocolate Co.
- WGAR, Cleveland, O.**..... All games of the pro Cleveland Rams rootball club for Standard Oil of Ohio.
- WGBF, Evansville, Ind.**..... Indiana-Purdue football game for Mid-Continent Petroleum; night soft ball, high school and Evansville College football, high school basketball, and boxing and wrestling for local sponsors.
- WGBI, Scranton, Pa.**..... Eight major college football games for Atlantic Refining.
- WGCM, Mississippi City, Miss.**..... Southern Association baseball for General Mills (Wheaties).
- WGH, Newport News, Va.**..... Eight major college football games for Atlantic Refining.
- WGL, WOWO, Fort Wayne, Ind.**.... State high school basketball tourney, Golden Gloves bouts, fight cards at GE Gym, local high school basketball, all for local sponsors; Indiana State Catholic High basketball for Northern Indiana Public Service.
- WGN, Chicago, Ill.**..... Major league baseball for Old Golds.
- WGPC, Albany, Ga.**..... Local high school football and local basketball games for local sponsors.
- WGST, Atlanta, Ga.**..... Three Georgia Tech football games for local sponsor.
- WGTM, Wilson, N. C.**..... Local high school baseball and football, local horse show, and auto races, all for local sponsors.
- WHAS, Louisville, Ky.**..... Football scores for Ohio Oil Co.
- WHBB, Selma, Ala.**..... Football games for Kellogg.
- WHBC, Canton, O.**..... McKinley and Lehman High School football and basketball games for local sponsor.
- WHBQ, Memphis, Tenn.**..... Forty-five college and prep football games, weekly wrestling, semi-monthly boxing, and weekly handball and bowling for Coca-Cola Bottling Co. of Memphis; same setup for 1938 with addition of road games of the Memphis baseball club.
- WHDL, Olean, N. Y.**..... Local high school football, and college football on remote from Buffalo, N. Y., for local sponsors.
- WHEB, Portsmouth, N. H.**..... Five University of New Hampshire football games for Socony-Vacuum Oil.
- WHEC, Rochester, N. Y.**..... Rochester Red Wings baseball games for Kellogg; Cornell football games for Atlantic Refining; handball tournament for local sponsor.
- WHEF, Kosciusko, Miss.**..... Southeastern League ball games for Coca-Cola Bottling.
- WHIO, Dayton, O.**..... All Cincinnati Reds baseball games for General Mills (Wheaties) and Socony-Vacuum Oil; University of Dayton football games for Coca-Cola and Kellogg.
- WHLB, Virginia, Minn.**..... Nine high school and college football games, 14 similar basketball games, 20 hockey games, all for local sponsors; 12 district and regional high school basketball tourneys for Firestone Tire. (Note: Station does not mention whether this Firestone is a distributor or parent firm.)

## SPORTS BY STATIONS—Continued

- WHN, New York City**..... Jersey City Giants home and away baseball games for General Mills (Wheaties); boxing matches from five major arenas for Adam Hats.
- WHO, Des Moines, Ia.**..... All Iowa State football games for L. L. Coryell Oil.
- WHP, Harrisburg, Pa.**..... All University of Pennsylvania home football games for Atlantic Refining.
- WIBA, Madison, Wis.**..... All University of Wisconsin football games for Wadhams Oil; all University of Wisconsin basketball and some boxing matches for local sponsors.
- WIBM, Jackson, Mich.**..... All Detroit Tigers baseball games for General Mills (Wheaties) and Socony-Vacuum Oil; Michigan State football games for Oldsmobile; Jackson High home football games for local sponsor. 1938 Detroit Tigers schedule will be co-sponsored by Socony-Vacuum Oil and Kellogg.
- WIBU, Poyette, Wis.**..... University of Wisconsin's home football games, all basketball games, and the football and basketball games of the Madison (Wis.) High School for local sponsors.
- WIBX, Utica, N. Y.**..... Cornell, Colgate and Syracuse football games for Atlantic Refining.
- WIL, St. Louis, Mo.**..... Wrestling and boxing matches by the score for Griesedieck Bros. Brewery; football for local sponsors; football, soccer, wrestling, boxing and hockey matches by the score for Hyde Park Beer.
- WIND, Gary, Ind.**..... Notre Dame football games for Kellogg; pro Cardinals football series for Metropolitan Chevrolet Dealers; Northwestern University basketball for Felz Motors.
- WIOD, Miami, Fla.**..... Miami Biltmore Open golf tourney and local softball for Florida Power & Light.
- WIRE, Indianapolis, Ind.**..... Indianapolis Indians baseball for General Mills (Wheaties) and Socony-Vacuum Oil; five local high school basketball games and finals of state tourney for Bond Bread; eight co-sponsored football games.
- WIS, Columbia, S. C.**..... Road games of Columbia team in South Atlantic baseball league for General Mills (Wheaties); entire University of South Carolina football schedule for RCA-Victor (does not mention whether distributor or parent firm).
- WISN, Milwaukee, Wis.**..... Milwaukee Brewers' baseball games for General Mills (Wheaties) and Wadhams Oil; Marquette University football games for General Mills (Wheaties) and Wadhams Oil.
- WJAS, Pittsburgh, Pa.**..... Pittsburgh Pirates out-of-town baseball games (except with New York and Brooklyn) for General Mills (Wheaties).
- WJBO, Baton Rouge, La.**..... New York Giants vs. Phillies for Sears, Roebuck; New York Giants vs. Phillies for Guaranty Income Life Insurance Co.; New York Giants vs. Philadelphia Athletics for Sears, Roebuck; New York Giants vs. Philadelphia Athletics for Baton Rouge Electric Co.; all Louisiana State University football games for Coca-Cola Bottling of Louisiana.
- WJDX, Jackson, Miss.**..... Two Ole Miss football games for Lion Oil; two Ole Miss and one Mississippi State football games sponsored by Mississippi Power & Light and various local sponsors.

## SPORTS BY STATIONS—Continued

- WJEJ, Hagerstown, Md.**.....Football games for Atlantic Refining.
- WJIM, Lansing, Mich.**.....All Detroit Tigers baseball games for General Mills (Wheaties) and Socony-Vacuum Oil; all Michigan State football games for Oldsmobile; wrestling matches locally sponsored.
- WJJD, Chicago, Ill.**.....White Sox and Cubs home baseball games for Kellogg; all Northwestern University football games for Chicago & Northwestern R. R.; all pro Chicago Bears football games for Oldsmobile Dealers of Chicago.
- WJMS, Ironwood, Mich.**.....Entire University of Minnesota football schedule for Chevrolet Dealers; Green Bay Packer's pro football schedule for Wadhams Oil; some games of Luther L. Wright High School (night games) for local sponsor.
- WJR, Detroit, Mich.**.....Daily play-by-play story of Detroit Tigers' home and road games for Dodge Motors and Penn Tobacco (also in 1938).
- WJRD, Tuscaloosa, Ala.**.....Nine University of Alabama and one University of Georgia football games for Kellogg.
- WJSV, Washington, D. C.**.....George Washington, Catholic University, and University of Maryland football for Kellogg. All Washington Senators' baseball games in 1938 (except on Sundays and holidays) to be broadcast for General Mills (Wheaties).
- WJW, Akron, O.**.....All baseball games of Akron Yankees in Mid-Atlantic League for General Mills (Wheaties) and Socony-Vacuum Oil.
- WKBO, Harrisburg, Pa.**.....Ten high school football games for Pennsylvania Milk Marketing Committee; Harrisburg Kipona Celebration (water sports) for Sears, Roebuck.
- WKOK, Sunbury, Pa.**.....Nine major college football broadcasts for Atlantic Refining; four high school football games for local sponsors.
- WKRC, Cincinnati, O.**.....Indiana vs. Ohio football game for Willys-Knight distributor.
- WKY, Oklahoma City, Okla.**.....University of Oklahoma football games for Kellogg.
- WKZO, Kalamazoo, Mich.**.....Western State-De Paul football game for local sponsor.
- WLAK, Lakeland, Fla.**.....Local football for Westinghouse Electric Co. (Note: Station does not mention whether for distributor or parent firm.)
- WLBC, Muncie, Ind.**.....Ball State football and basketball, high school football and basketball, and Burriss Owls basketball games, all for local sponsors.
- WLLH, Lowell, Mass.**.....Boston Bees and Red Sox baseball games for General Mills (Wheaties) and Socony-Vacuum Oil; Yale home football games for Socony-Vacuum Oil; Lowell High School vs. Lawrence High School football for local sponsor.
- WLVA, Lynchburg, Va.**.....Ten major college football games for Atlantic Refining; 18 local baseball games and national marbles tournament (21 broadcasts) for local sponsors.
- WMAS, Springfield, Mass.**.....Horse racing for Agawam Racing & Breeders Assn.; motorcycle races and wrestling for local sponsor; Holy Cross football for Atlantic Refining.
- WMBC, Detroit, Mich.**.....Weekly wrestling matches for local sponsor.

## SPORTS BY STATIONS—Continued

- WMBH, Joplin, Mo.**..... Joplin High School football games for local sponsor.
- WMBO, Auburn, N. Y.**..... Bowling for local sponsors.
- WMFF, Plattsburgh, N. Y.**..... Northern League baseball games in Plattsburgh, Burlington (Vt.), Malone (N. Y.), and Saranac Lake (N. Y.) for local sponsors; high school, prep school and normal school basketball for local sponsor.
- WMFG, Hibbing, Minn.**..... Baseball, football (local and University of Minnesota), hockey, high school and junior college basketball, and wrestling for local sponsors.
- WMFJ, Daytona Beach, Fla.**..... St. Louis Cardinals spring training for Kellogg; Daytona Beach Islanders baseball games; high school football games, high school basketball, softball, and state baseball tourney of National Semi-Pro Baseball Congress for various local sponsors.
- WMMN, Fairmont, W. Va.**..... College football, nine games, for various local sponsors.
- WMPS, Memphis, Tenn.**..... Out-of-town baseball games of Memphis Chicks (Southern Assn.) for Coca-Cola Bottling Co. of Memphis.
- WMT, Cedar Rapids, Ia.**..... Western League night baseball at Cedar Rapids and Waterloo parks for participating local sponsors; state basketball tourney for unnamed sponsors; national corn husking contest for Allis-Chalmers.
- WNAC, Boston, Mass.**..... Yale home football games (nine contests) for Socony-Vacuum Oil.
- WNBF, Binghamton, N. Y.**..... Baseball play-off games of Binghamton team in New York-Pennsylvania League, also major college football games, both for Atlantic Refining. During 1938 Atlantic Refining is sponsoring play-by-play baseball of Binghamton Club in Eastern League.
- WNEW, New York City**..... Dartmouth-Cornell football game for Atlantic Refining.
- WNLC, New London, Conn.**..... Boston Bees and Red Sox baseball games for General Mills (Wheaties) and Socony-Vacuum Oil; Yale football games for Socony-Vacuum Oil.
- WNOX, Knoxville, Tenn.**..... Out-of-town Southern League baseball games for General Mills (Wheaties). During 1938 same sponsor will broadcast both home and away baseball games.
- WOAI, San Antonio, Tex.**..... Twelve major college football games and two Texas inter-scholastic high school football contests for Humble Oil.
- WOKO, Albany, N. Y.**..... Albany Senators baseball games (out-of-town games by telegraph) for General Mills (Wheaties) and Goodrich Rubber; major college football (mostly Cornell games) for Atlantic Refining; play-by-play local bowling for local sponsor.
- WOMI, Owensboro, Ky.**..... District basketball tourney for local sponsors.
- WOMT, Manitowoc, Wis.**..... Football, basketball and baseball (no further details) for local sponsors.
- WORC, Worcester, Mass.**..... Eleven major college football games (mostly Holy Cross) for Atlantic Refining.
- WPG, Atlantic City, N. J.**..... University of Pennsylvania home football games for Atlantic Refining.
- WPTF, Raleigh, N. C.**..... Four Duke University football games for B. C. Remedy Co.
- WQDM, St. Albans, Vt.**..... Thirty baseball games for local sponsors; 12 basketball games for RCA-Victor. (Note: Station does not mention whether RCA-Victor is distributor or parent company.)

## SPORTS BY STATIONS—Continued

- WRAK, Williamsport, Pa.**..... New York-Pennsylvania baseball games for Atlantic Refining; local football and basketball for local sponsors; three major college football games for Atlantic Refining.
- WRDO, Augusta, Me.**..... Boston Red Sox and Bees baseball games for General Mills (Wheaties) and Socony-Vacuum Oil; Yale football games for Socony-Vacuum Oil; Cony High School and Colby College basketball games for local sponsors.
- WRDW, Augusta, Ga.**..... Baseball for General Mills and B. F. Goodrich; football for Atlantic Refining; basketball locally sponsored; Augusta National Golf tourney for Flowing Wells Water Co.
- WRNL, Richmond, Va.**..... Major college football games for Atlantic Refining.
- WROK, Rockford, Ill.**..... Rockford High School home football and basketball games for local sponsors.
- WROL, Knoxville, Tenn.**..... University of Tennessee football games, and football games of two local high schools for various local sponsors.
- WRR, Dallas, Tex.**..... Dallas Club baseball games (Texas League) for General Mills (Wheaties) and Coca-Cola Bottling of Dallas alternately; 25 high school football games, boxing and wrestling for local sponsors; Golden Gloves bouts for Schepps Brewing Corp. Baseball in 1938 has same setup and sponsors as in 1937.
- WRVA, Richmond, Va.**..... Five University of Richmond, and one Washington and Lee football games for Atlantic Refining.
- WSAI, Cincinnati, O.**..... Cincinnati Reds' baseball games for General Mills (Wheaties) and Socony-Vacuum; National AAU Junior Championship boxing for local sponsor.
- WSAR, Fall River, Mass.**..... Home games of Boston Bees and Red Sox for General Mills (Wheaties) and Socony-Vacuum Oil; Yale home football games for Socony-Vacuum Oil.
- WSAU, Wausau, Wis.**..... Pro Green Bay Packers football games for Wadhams Oil; local high school football, basketball and hockey games for local sponsors; Wausau Vets home hockey games for local sponsors.
- WSAZ, Huntington, W. Va.**..... Herald-Dispatch marble tournament for Sherwin Williams Paint; four Marshall College football games for local sponsors.
- WSBT, South Bend, Ind.**..... Three Notre Dame football games for local sponsor and Northern Indiana Public Service Co.
- WSFA, Montgomery, Ala.**..... Twelve Southeastern Conference football games for local sponsors.
- WSGN, Birmingham, Ala.**..... All out-of-town baseball games of the Birmingham Barons and play-by-play resume of home games for Kellogg; University of Alabama football games for Kellogg.
- WSMB, New Orleans, La.**..... All New Orleans Southern baseball games played away from home in daytime for Louisiana Coca-Cola Bottling Co.; same sponsor bought all Tulane football games.
- WSOC, Charlotte, N. C.**..... Charlotte Hornet baseball games (out-of-town games via WU wire) for General Mills (Wheaties); same sponsor bought American Legion Junior baseball games; all Davidson College home football games for local sponsor.

## SPORTS BY STATIONS—Continued

- WSPA, Spartanburg, S. C.**..... Home football games of Wofford College and Spartanburg High School sponsored by local Coca-Cola bottling company; Clemson vs. University of South Carolina football game, sponsored by Nehi; one Winston-Salem Orphanage football game locally sponsored.
- WSPD, Toledo, O.**..... All Toledo Mud Hens baseball games for General Mills (Wheaties) and Socony-Vacuum Oil.
- WSPR, Springfield, Mass.**..... Yale football games for Socony-Vacuum Oil.
- WSVA, Harrisonburg, Va.**..... Ten major college football games for Atlantic Refining.
- WSYR, Syracuse, N. Y.**..... Syracuse University football games for Atlantic Refining; re-creation of Syracuse (International League) ball games for General Mills (Wheaties) and Socony-Vacuum Oil; one high school football game for local sponsor.
- WTAD, Quincy, Ill.**..... No sports mentioned for the 1937 season. Station states that play-by-play descriptions of St. Louis Cardinals ball games are being sponsored in 1938 by General Mills (Korn Kix).
- WTAG, Worcester, Mass.**..... Nine major college football games for Atlantic Refining.
- WTCN, Minneapolis-St. Paul, Minn.**.. St. Paul baseball team games for General Mills (Wheaties) and Socony-Vacuum Oil; basketball, football, boxing, wrestling, hockey, golf and midget auto races (all local) for local sponsors.
- WTHT, Hartford, Conn.**..... Boston Bees and Braves baseball games for General Mills (Wheaties) and Socony-Vacuum Oil; Yale football games for Socony-Vacuum Oil. In 1938 the local games, and re-creation of away games, of the Hartford baseball team in the Eastern League will be broadcast for Atlantic Refining.
- WTIC, Hartford, Conn.**..... Nine major college football games for Atlantic Refining.
- WTJS, Jackson, Tenn.**..... Auto races at West Tennessee Fair for local sponsor; three Jackson High School football games for local sponsor.
- WTMJ, Milwaukee, Wis.**..... All University of Wisconsin football and basketball games, all pro Green Bay Packers football games, Wisconsin Amateur Golf championship, Golden Gloves bouts finals, and World's Championship Match Game bowling for Wadhams Oil; six day bike races (Milwaukee) for Hustling Oil.
- WTMV, East St. Louis, Ill.**..... East St. Louis High School football games for local sponsor; ditto regional basketball tournament.
- WTRC, Elkhart, Ind.**..... Play-by-play baseball (teams not mentioned) for C. G. Conn, Ltd.; all Elkhart High School football and basketball games for local sponsor.
- WWJ, Detroit, Mich.**..... Baseball for General Mills, and White Star Refining. Baseball in 1938 will be sponsored by Kellogg.
- WWNC, Asheville, N. C.**..... All baseball games of Asheville Tourists (Piedmont League) (play-by-play and reconstruction) for Kellogg.
- WWSW, Pittsburgh, Pa.**..... Pittsburgh Pirates out-of-town baseball games, and re-creation of home games for Atlantic Refining; Pittsburgh Pirates pro football games (out-of-town) for Oldsmobile; Duquesne University out-of-town football games for Atlantic Refining.

## SPORTS BY STATIONS—Continued

- WXYZ, Detroit, Mich.**..... All Detroit Tigers baseball games for General Mills (Wheaties) and Socony-Vacuum Oil; all Michigan State college football games for Oldsmobile.
- CBF, Montreal, Que.**..... National League hockey games for Imperial Oil.
- CBL, Toronto, Ont.**..... National League hockey games for Imperial Oil; football for National Brewers and Alka-Seltzer.
- CBO, Ottawa, Ont.**..... Big Four football games for N. B. Yeast; hockey games for Imperial Oil.
- CFAC, Calgary, Alta.**..... Two Western Canada finals rugby matches for Calgary Brewing and Malting; National League hockey games for Imperial Oil; local hockey for Union Harvester and Tractor Co.
- CFAR, Flin Flon, Man.**..... Hockey for local sponsors.
- CFCF, Montreal, Que.**..... Canadian University football for Imperial Tobacco; National League hockey for Imperial Oil.
- CFCH, North Bay, Ont.**..... Toronto Maple Leafs home hockey games for Imperial Oil.
- CFCN, Calgary, Alta.**..... National League hockey games for Imperial Oil.
- CFCO, Chatham, Ont.**..... Night baseball for Imperial Tobacco; Michigan-Ontario League hockey games for local sponsor; Standard auto races for Hudson Motors of Canada.
- CFCT, Victoria, B. C.**..... Semi-pro baseball throughout season; four International League baseball games; one soccer game; one fight; Western Canada championship track meet; Western Canada championship bicycle race; weekly wrestling; twice-weekly basketball; two weeks of horse racing; all for local sponsors.
- CFCY, Charlottetown, P. E. I.**..... Play-by-play of Maritime hockey finals for local sponsors.
- CFRC, Kingston, Ont.**..... All football games of Queen's University and Canadian colleges for Dawes Brewery Yeast Co.; all National League hockey games for Imperial Oil.
- CFRN, Edmonton, Alta.**..... Basketball between Edmonton Commercial Grads and four U. S. teams for Blue Ribbon, Ltd.; junior and senior hockey for local sponsors.
- CHAB, Moose Jaw, Sask.**..... Home games of Moose Jaw Senior hockey club for local sponsors.
- CHLT, Sherbrooke, Que.**..... Baseball and hockey (no league mentioned) for local sponsor.
- CHML, Hamilton, Ont.**..... Baseball and Canadian Open Golf Championship for Taylor & Tate Brewery; football for local sponsor.
- CHNC, New Carlisle, Que.**..... Montreal pro hockey games for Imperial Oil.
- CHNS, Halifax, N. S.**..... Nova Scotia baseball play-offs for Halifax Herald; exhibition horse races and three wrestling matches for MacDonald Tobacco; National League hockey games for Imperial Oil.
- CHRC, Quebec, Que.**..... Three local championship baseball games for Champlain Brewery; all local games of Quebec Senior Hockey League for Imperial Tobacco Sales.
- CHSJ, Saint John, N. B.**..... National League hockey for Imperial Oil.
- CHWK, Chilliwack, B. C.**..... Twelve baseball games from local park for local sponsors; National League hockey games for Imperial Oil.
- CJIC, Sault Ste. Marie, Ont.**..... Northern Ontario Curling Assn. tourney for local sponsor.

## SPORTS BY STATIONS—Continued

- CJKL, Kirkland Lake, Ont.**..... Toronto Maple Leafs home hockey games for Imperial Oil.
- CJOC, Lethbridge, Alta.**..... Four hockey games for local sponsor.
- CJOR, Vancouver, B. C.**..... Baseball, box lacrosse and wrestling for local sponsors.
- CJRC, Winnipeg, Man.**..... Winnipeg vs. Calgary (two rugby matches) for local sponsors.
- CJRM, Regina, Sask.**..... Rugby matches for Great West Coal; various baseball games for various regional sponsors; curling, horse racing and hockey for local sponsors.
- CKBI, Prince Albert, Sask.**..... Six local baseball games for local sponsors; National Hockey League games for Imperial Oil; local hockey for local sponsors.
- CKCK, Regina, Sask.**..... All senior rugby football games in which Regina teams played, for Great West Coal Co.; Maple Leafs hockey and Stanley Cup playoffs for Imperial Oil.
- CKCL, Toronto, Ont.**..... Inter-provincial and inter-collegiate out-of-town senior football games for Eno Fruit Salts; National Hockey League games for Imperial Oil; Canadian professional bantam boxing championships for Sheaffer Pen Co.; wrestling for various sponsors.
- CKCR, Kitchener, Ont.**..... Local Kitchener and Waterloo baseball games twice-weekly plus playoffs, also local hockey, both for local sponsors and Canada Starch Co., Ltd.
- CKCV, Quebec, Que.**..... Quebec Senior hockey games sponsored by Boswell Brewery, Ltd.
- CKCW, Moncton, N. B.**..... Hockey sponsored by Imperial Oil (participating).
- CKGB, Timmins, Ont.**..... Toronto Maple Leafs home hockey games for Imperial Oil.
- CKLW, Detroit-Windsor.**..... National League hockey for Imperial Oil.
- CKMO, Vancouver, B. C.**..... Professional boxing weekly for local sponsors.
- CKNX, Wingham, Ont.**..... Senior amateur baseball and hockey, Ontario amateur hockey, and exhibition hockey for local sponsor and St. Lawrence Starch.
- CKOC, Hamilton, Ont.**..... Big Four in the provincial Rugby Series for Dawes Brewery.
- CKSO, Sudbury, Ont.**..... Nickel Belt League games and playoffs (two games per week) for Imperial Tobacco (Sweet Caporal).
- CKTB, St. Catharines, Ont.**..... Lacrosse playoffs, hockey and wrestling for local sponsor.
- CKX, Brandon, Man.**..... Hockey games for Imperial Oil; also hockey for local sponsors.
- CRCK, Quebec, Que.**..... National League hockey for Imperial Oil; provincial amateur hockey playoffs for Boswell's Brewery, Ltd.





# NEWS - PUBLICITY

## RADIO EDITORS AND POLICIES OF 1,000 NEWSPAPERS

Newspaper radio columns and logs, according to available research, now surpass Hollywood columns, news, etc., in readership. A poll conducted by Dr. George Gallup for Young & Rubicam, Inc., last winter (1937-38) in 40 cities showed the following:

### Radio Log Readership

Women .....	40%
Men .....	30%

### Radio Column Readership

Women .....	27%
Men .....	10%

### Hollywood Column Readership

Women .....	24%
Men .....	7%

Because such a level of readership means that advertising agencies, etc., have a similar level of interest in radio editors and newspaper radio policies, the VARIETY RADIO DIRECTORY undertook a survey lasting six months on this subject (November, 1937, to April, 1933). Virtually every newspaper in the U. S. and Canada was contacted via mail and questionnaires.

Key to the symbols is: (m, e, S) indicates whether a paper is published mornings, evenings, Sundays, or on all three occasions; (w), weekly. The radio editor's name is in bold face type. The symbols **N, C, R** indicate the content of a radio column—**N** signifying straight news; **C** signifying "chatter" or informal, gossipy news; and **R** signifying "review" or a critical attitude toward programs. *The order in which these symbols appear is the exact order of importance.* (**B**) identifies the radio editor's birthday. (**E**) lists the college or university attended by the editor. (**M**) indicates the editor's membership in fraternities, lodges, clubs, etc.

## ALABAMA

**BIRMINGHAM NEWS & AGE-HERALD** (m,e,S), Birmingham, Ala. **Turner Jordan** (also telegraph editor). Uses one column weekdays, half-page Sunday—**N,C,R**. Also uses several half-column cuts every issue. Lists NBC, CBS, WSGN, WBRC, WAPI. (**B**) June 16. (**E**) Howard.

**BIRMINGHAM POST**, (e) Birmingham, Ala. **James Shipley**. Uses one column daily—**R,C,N**. Also uses one or two cuts daily. Lists NBC, CBS, WAPI, WBRC. (**B**) Jan. 25. (**E**) Birmingham-Southern.

**SOUTHERN RADIO NEWS** (w), Birmingham, Ala. **Homer T. Sudduth**. Paper is published in 16-page format each Wed-

nesday—**N,C,R**—with publicity from press bureaus, agencies, and artists representatives solicited. Mats and cuts, either half or full-column, accepted. Lists NBC, CBS, WAPI, WBRC, WSGN, WSFA, WJBY, WJRD, WHBB, WMSD, WBHP, WSM, WSB, WBT, WLW, WGN, WENR. (**B**) May 4. (**E**) Alabama Polytechnic. (**M**) Lions.

**MOBILE PRESS-REGISTER**, (m,e,S), Mobile, Ala. No radio editor. Carries program listings of NBC and CBS, obtained by mail from these networks.

**MOBILE TIMES** (e,S), Mobile, Ala. **Carolee Borden**. Uses 20 inches weekdays, including log; 40 to 50 inches Sunday, not including log—**N,C**. No art work. Lists NBC, CBS, WALA.

## RADIO EDITORS—Continued

**ALABAMA JOURNAL** (e), Montgomery, Ala. No radio editor. Carries daily program schedules obtained from AP and local staff.

**MONTGOMERY ADVERTISER** (m,S), Montgomery, Ala. No radio editor. Lists NBC and CBS programs daily, obtaining information from local station WSFA.

**SELMA TIMES-JOURNAL** (e, except Saturday, S), Selma, Ala. No radio editor. Occasionally uses condensed AP listings.

## ARIZONA

**ARIZONA REPUBLIC** (m,S), Phoenix, Ariz. **Francis E. Ross** (also staff writer; Arizona correspondent, Reuter News Service; Phoenix correspondent, Philadelphia Record). Uses periodical, varying amount of space—N. Art work is run on basis of Arizona news value. Daily listings (paid space) of KTAR and KOY. (B) May 23. (E) London Central Collegiate Institute. (M) Royal Society of Literature (England); Arizona Press Club; American Assn. of Engineers (honorary member); International Assn. of Printing House Craftsmen (honorary member).

**PRESCOTT COURIER** (e), Prescott, Ariz. No radio editor. Carries very small, infrequent amount of news on radio. Source unspecified.

**ARIZONA DAILY STAR** (e,S), Tucson, Ariz. **Fitz Turner** (also reporter; uses by-line "Marion Mitchell.") Uses one and three-quarter columns daily, full page Sunday—N,R,C. Also uses a half-column mat daily, several mats on Sunday. Lists NBC, CBS, Mutual, KVOA, KGAR, KNX, KRLD, KSL, KFRC, WLW, KFSD, KGO, KFI, KPO, KOA, KTAR, WFAA and WBAP. (B) Aug. 21. (E) U. of Arizona.

**YUMA DAILY SUN** (e), Yuma, Ariz. No radio editor. Carries small, infrequent amount of news which generally must have a local angle. Source unspecified.

## ARKANSAS

**DE QUEEN DAILY CITIZEN** (e), De Queen, Ark. No radio editor. Carries very small amount of radio news, and latter must be of local interest. Obtained from local sources.

**SOUTHWEST-TIMES RECORD** (e), Fort Smith, Ark. No radio editor. Carries AP program listings.

**HELENA WORLD** (e, except Saturday, S), Helena, Ark. No radio editor. Carries AP material.

**HOT SPRINGS NEW ERA** (e) & **SENTINEL RECORD** (m,S), Hot Springs, Ark. No radio editor. Carries daily column, obtained from AP and locally.

**ARKANSAS DEMOCRAT** (e,S), Little Rock, Ark. **Harlan Hobbs** (also film editor, Hollywood columnist, dramatic critic). Uses one-half to three-quarter column daily; full page devoted to screen and radio Sundays—N,C,R. Also uses about six columns of art work weekly. Lists NBC, CBS, Mutual, WLW, KARK, KLRA. (Note: Art and features for Sunday page should arrive at least six days prior to publication; spot news by air mail. Prefers half-column, one and two-column mats; photos used occasionally. News and features with Arkansas angle stressed). (B) August 27. (E) Little Rock Junior College, U. of Arkansas. (M) Little Rock Safety Council, Little Theatre, Masquers Club, Quill & Scroll.

**MENA STAR** (e), Mena, Ark. No radio editor. Paper claims it carries news only of Lum and Abner.

**PINE BLUFF COMMERCIAL** (e), Pine Bluff, Ark. No radio editor. Carries daily NBC and CBS programs supplied by the AP. Occasionally carries the AP column of highlights of the day's programs.

**PINE BLUFF DAILY GRAPHIC** (m, except Monday), Pine Bluff, Ark. No radio editor. Carries unspecified amount of radio material daily, obtained from the AP.

**COURIER-DEMOCRAT** (e), Russellville, Ark. No radio editor. Carries occasional radio news, but has no department. News obtained from unspecified sources.

**SEARCY DAILY CITIZEN** (e), Searcy, Ark. No radio editor. Carries occasional radio news, obtained from unspecified sources.

**SILOAM SPRINGS HERALD-DEMOCRAT** (e), Siloam Springs, Ark. No radio editor. Carries an occasional half-column, obtained from clippings and press releases.

**TEXARKANA GAZETTE** (m,S), & **NEWS** (e), Texarkana, Ark. No radio editor.

## RADIO EDITORS—Continued

Carries daily AP program schedules and programs of KCMC (owned by the paper). (Note: it is strictly against the policy of this paper to run news on chain programs which are sponsored; no free publicity accorded programs of paper's advertisers; no personalities promoted in any way).

### CALIFORNIA

- ALAMEDA TIMES-STAR** (e), Alameda, Calif. No radio editor. Carries Homer Canfield's "Radiologic," for details of which see his listing under Glendale, Calif.
- ALHAMBRA POST-ADVOCATE** (e), Alhambra, Calif. No radio editor. Carries Homer Canfield's "Radiologic," for details of which see his listing under Glendale, Calif.
- ANTIOCH DAILY LEDGER** (e, except Saturday), Antioch, Calif. No radio editor. Carries 12 column-inches daily, news being obtained by staff members. (Note: paper's policy is against press releases).
- ARCADIA TRIBUNE** (e, except Saturday), Arcadia, Calif. No radio editor. Carries about ten inches of programs and gossip daily obtained via mail from stations.
- BAKERSFIELD CALIFORNIAN** (e), Bakersfield, Calif. **Ralph F. Kreiser** (also aviation editor, staff photographer). Uses quarter to half-column daily—**N.R.** Art work is used infrequently. Lists KPMC, KERN, KNX, KPO and KFI. (B) Feb. 22. (E) U. of California at Los Angeles.
- BERKELEY DAILY GAZETTE** (e), Berkeley, Calif. **Helane Peters**. Uses one column Monday to Friday, two columns Saturday, not including program log—**N,C,R.** Usually runs a two-column cut and a thumbnail or single-column inset cut daily. Lists KGO, KPO, KFRC, KSFO, KYA, KLX, KROW and KRE completely; highlights of KLS, KGGC and KJBS. (B) June 1. (E) U. of California. (M) Berkeley Women's City Club.
- BURBANK REVIEW** (e), Burbank, Calif. No radio editor. Carries daily program listings only. Source not specified.
- BURLINGAME ADVANCE** (e), Burlingame, Calif. **William B. Pedigo** (also city editor). Uses about 15 inches daily—**N,C,R.** Also about two photos per week. Lists KSFO, KPO, KGO, KFRC, CBS, NBC, Mutual, KYA, California Radio Network. (B) July 5. (E) Wyoming.
- COLTON DAILY COURIER** (e), Colton, Calif. No radio editor. Carries skeleton schedule of the day's programs from 5 p.m. Source not specified.
- COLUSA DAILY TIMES** (e), Colusa, Calif. No radio editor. Carries small amount of radio news sent in by national advertisers.
- CORONA INDEPENDENT** (e), Corona, Calif. No radio editor. Carries daily program listings of KFI, KNX, KHJ and KECA, obtained by clipping. Also carries syndicated column by Earle Ferris once a week.
- CULVER CITY STAR NEWS** (e), Culver City, Calif. No radio editor. Carries Homer Canfield's "Radiologic," for details of which see his listing under Glendale, Calif.
- ESCONDIDO TIMES-ADVOCATE** (e), Escondido, Calif. No radio editor. Carries three or four inches of radio material, obtained by clipping.
- FRESNO BEE** (e, S), Fresno, Calif. **Arthur J. Welter**. Uses 1½ to 2 columns daily and Sunday, 8 columns on Saturday—**N,C.** Also uses single or double-column cut daily. Lists KMJ, KPO, KGO, KNX, KARM and U. S. and foreign short-wave stations. (B) July 10.
- FULLERTON NEWS TRIBUNE** (e), Fullerton, Calif. No radio editor. Carries Homer Canfield's "Radiologic," for details of which see his listing under Glendale, Calif.
- GLENDALE, CALIF.** Homer Canfield. Free lance radio column: Radiologic, totalling four 19-inch columns—**N,R,C.** Also uses one or two columns of art work. Column appears daily in the Watsonville Pajaronian, Palo Alto Times, Richmond Independent, Vallejo Times-Herald, Alameda Times-Star, San Mateo Times, Stockton Independent, Redwood City Tribune, Santa Cruz Evening News, San Jose Mercury Herald (all northern California editions), and in the Glendale News-Press, Alhambra Post Advocate, Santa Monica Outlook, Culver City Star-News, Inglewood Daily News, Ventura Star-Free Press, Venice Evening Van-

## RADIO EDITORS—Continued

- guard, Fullerton News Tribune, Huntington Park Signal, Oxnard Evening Press, Santa Ana Daily Register, Wilmington Daily Press, South Bay Daily Breeze, Monrovia News-Post (all southern California editions), Northern California papers list KSFO, KFRC, KQW, KGDM, KDON, KPO, KGO, KWG, KROW, KLX, KYA; southern California papers list KMTR, KFI, KEHE, KHJ, KFVB, KFOX, KFAC, KECA, and KNX. (B) June 30. (E) U. of California at Los Angeles. (M) Delta Upsilon. (Note: Glendale office is at the News-Press; branch office at the Alameda Times-Star.)
- GLENDALE NEWS-PRESS** (e), Glendale, Calif. **Homer Canfield**. For details of his syndicated column, see separate listing under Glendale, Calif.
- GRIDLEY GLOBE**, (e), Gridley, Calif. No radio editor. Occasionally list "major" programs from 5 p.m. to midnight by clipping program logs in papers with such listings.
- HANFORD SENTINEL** (e), **HANFORD JOURNAL** (m, except Monday, S), Hanford, Calif. No radio editor. Carries daily quarter-column on programs of KTKC, obtained from the station direct.
- HOLLYWOOD CITIZEN-NEWS** (e), Hollywood, Calif. **Zuma Palmer**. Uses four columns Monday to Friday, six on Saturday, including log—N,C,R. Also uses one single-column cut daily. Lists KMTR, KFI, KMPC, KEHE, KHJ, KFVB, KFVD, KNX, KRKD, KFSG, KGFJ, KFOX, KFAC, KGER, KECA. (B) June 22. (E) U. of Southern California. (M) D. A. R., H Mortar Board.
- HUNTINGTON PARK SIGNAL** (e), Huntington Park, Calif. No radio editor. Carries Homer Canfield's "Radiologic," for details of which see his listing under Glendale, Calif.
- INGLEWOOD DAILY NEWS** (e), Inglewood, Calif. No radio editor. Carries Homer Canfield's "Radiologic," for details of which see his listing under Glendale, Calif.
- LONG BEACH PRESS TELEGRAM** (e, S), Long Beach, Calif. No information after repeated requests. Previous information (1937) showed C. Fulton Field to be radio editor, using two to three columns daily with art work.
- LONG BEACH SUN** (m), Long Beach, Calif. **David R. Lewis**. Uses four columns Monday to Friday—N,C,R. Also uses single-column photo every issue. Lists KFI, KECA, KNX, KEHE, KFVB, KFAC, KMPC, KMTR, KFOX and KGER. (B) Oct. 2. (E) Long Beach Junior College.
- LOS ANGELES EXAMINER** (m, S), Los Angeles, Calif. No information after repeated requests. Previous information (1937) showed Bernie Milligan to be radio editor, using four columns daily.
- LOS ANGELES HERALD & EXPRESS** (e), Los Angeles, Calif. **Raine Bennett** (also news commentator). Uses full page daily, including two or three columns of program schedules with incidental comment and salutes to individual work of outstanding merit—N,C (local only), R. Also uses one photo (must be head picture) daily; more only on special occasions. Lists KEHE, KNX, KFI, KHJ, KECA, KFVB, KFAC, KMPC, KGFJ, KMTR, KRKD, KFOX, KGER and KIEV. (B) Oct. 23. (E) Stanford U. (M) Theta Delta Chi, Bohemian Club, The Islanders.
- LOS ANGELES NEWS** (m, e), Los Angeles, Calif. No information after repeated requests. Previous information (1937) showed James Harper to be radio editor, using full column in both papers daily, plus two columns of program listings.
- LOS ANGELES TIMES** (m, S), Los Angeles, Calif. **Dale Armstrong**. Uses one column daily, full page Sunday, including program schedules—R,N,C. Also uses about eight inches of art work daily, 30 inches Sunday. Lists KMTR, KFSD, KFI, KMPC, KEHE, KIEV, KHJ, KFVB, KFVD, KNX, KFSG, KRKD, KGFJ, KPPC, KFOX, KFAC, KGB, KGER, KERN, KECA, KVOE, KPMC. (B) Sept. 28. (E) Spring Hill, Loyola.
- MADERA DAILY TRIBUNE** (e), Madera, Calif. No radio editor. Carries news of KYOS.
- MARYSVILLE APPEAL-DEMOCRAT** (e), Marysville, Calif. No radio editor. Carries daily program listings only. Source not specified.
- MODESTO BEE** (m, e, except Sunday and Monday), Modesto, Calif. Carries program listings sent in by stations.

## RADIO EDITORS—Continued

- MONROVIA NEWS-POST** (e), Monrovia, Calif. No radio editor. Carries Homer Canfield's "Radiologic," for details of which see his listing under Glendale, Calif.
- NAPA JOURNAL** (m, except Monday, S), Napa, Calif. No radio editor. Carries varying amount of radio material, obtained from network releases.
- OAKLAND POST-ENQUIRER** (e), Oakland, Calif. **Don Logan**. Uses full column weekdays, including art work—**C,R,N**. Runs two single-column cuts, or equivalent, every issue. Lists **KYA, KPO, KGO, KFRC, KSFO, KRE, KLS, KLX** and **KROW**. (B) Dec. 18. (E) William and Mary.
- OAKLAND TRIBUNE** (e, S), Oakland, Calif. No information after repeated requests. Previous information (1937) showed Jack Burroughs to be radio editor, using 22 column-inches daily.
- OCEANSIDE BLADE-TRIBUNE** (e), Oceanside, Calif. No radio editor. Carries brief, selected listings of **KNX** and **KFI** daily. Source not specified.
- OROVILLE MERCURY** (e), Oroville, Calif. No radio editor. Carries three inches of radio material daily, obtained from listings in metropolitan papers.
- OXNARD EVENING PRESS** (e), Oxnard, Calif. No radio editor. Carries Homer Canfield's "Radiologic," for details of which see his listing under Glendale, Calif.
- PALO ALTO TIMES** (e), Palo Alto, Calif. No radio editor. Carries Homer Canfield's "Radiologic," for details of which see his listing under Glendale, Calif.
- PASADENA INDEPENDENT** (Mon., Wed., Fri.), Pasadena, Calif. **Will N. MacBird** (by-line, "Bill Bird;") also does some publicity and radio features for monthly publications.) Uses column and a half three times a week—**R,N,C**. Seldom uses art work. Lists **NBC, CBS, Mutual, Don Lee, KFI, KECA, KNX, KHJ, KFVB, KEHE, KFAC, KMPC, KIEV, KGfJ, KFVD**. (B) Jan. 9.
- PASADENA STAR-NEWS & POST** (m,e) S), Pasadena, Calif. **Reg Warren** (also real estate and automobile editor). Uses one column daily in Star-News, exclusive of program log—**N,C,R**. No art work. Program schedules are run daily in both
- papers and list **KECA, KGER, KFAC, KFOX, KPPC, KRKD, KNX, KFVD, KFVB, KHJ, KEHE, KMPC, KFI, KMTR, KIEV**. (B) March 23. (E) Amherst.
- PETALUMA ARGUS-COURIER** (m, e, except Saturday), Petaluma, Calif. **Elwood F. Owen**. Uses two columns daily—**N**. No art work. Lists **KPO, KGO, KSFO, KFRC**. (B) Sept. 12. (E) Stanford U.
- PLACERVILLE REPUBLICAN** (e), Placerville, Calif. No radio editor. Carries daily program listings clipped from advance editions of metropolitan Sunday supplements.
- POMONA PROGRESS-BULLETIN** (e), Pomona, Calif. No radio editor. Carries three-quarter column of radio material daily. Source not specified.
- REDDING INDEPENDENT** (m, except Monday, S), Redding, Calif. **T. B. Kendall**. Uses one to two columns daily except Monday—**N,C,R**. Also uses one or two column cuts "as needed." Lists **KVCV**. (B) Dec. 3. (E) Iowa.
- SOUTH BAY DAILY BREEZE** (e), Redondo, Calif. No radio editor. Carries Homer Canfield's "Radiologic," for details of which see his listing under Glendale, Calif.
- REDWOOD CITY TRIBUNE** (e), Redwood, Calif. No radio editor. Carries Homer Canfield's "Radiologic," for details of which see his listing under Glendale, Calif.
- RICHMOND INDEPENDENT** (e), Richmond, Calif. No radio editor. Carries Homer Canfield's "Radiologic," for details of which see his listing under Glendale, Calif.
- SACRAMENTO BEE** (e), Sacramento, Calif. **Ronald D. Scofield**. Uses one column daily—**N,C**. Also uses a single column or double-column cut every day. Lists **KFBK, KPO, KGO, KSFO** and **KFRC**. (B) Nov. 29.
- SACRAMENTO UNION** (m, S), Sacramento, Calif. No information after repeated requests. Previous information (1937) showed William R. Richards to be radio editor, using three-quarter column daily.
- SALINAS INDEX-JOURNAL** (e) & **POST** (m, except Monday, S), Salinas, Calif.

## RADIO EDITORS—Continued

- No radio editor. Carries column and a half of program listings daily sent in by stations.
- SAN DIEGO SUN** (e, S), San Diego, Calif. No radio editor. Carries daily program log and notes. Lists KFSD, KFI, KGB, KNX, KFWB and KECA.
- SAN DIEGO UNION** (m, S) & **SAN DIEGO SUN** (e, S), San Diego, Calif. No information after repeated requests. Previous information (1937) showed Maurice W. Savage to be radio editor, using 750 words daily in both papers.
- SAN FRANCISCO CALL-BULLETIN** (e), San Francisco, Calif. **Robert Ziegler Hall** (also newscaster; by-line "Bob Hall.") Uses full page daily, including program log, art work, etc.—**N,C,R**. Also uses several photos daily in layout, larger layout and as many as 15 photos on Saturday. Special features, contributed articles, jingles, etc., are run. Lists KPO, KGO, KSFO, KFRC, KJBS, KGW, KYA, KGGC, KRE, KLX and KROW. **(B)** March 11. **(E)** San Jose State.
- SAN FRANCISCO CHRONICLE** (m, S), San Francisco, Calif. **Herb Caen**. Uses 1,500 words daily, three tabloid pages on Sunday—**R,C,N**. Also uses two columns of art work daily, nine columns on Sunday. Lists KSFO, KFRC, KPO, KGO, KLX, KROW, KJBS, KLS, KRE, KGGC and KYA. **(B)** April 3. **(E)** Sacramento Junior College.
- SAN FRANCISCO EXAMINER** (m,S), San Francisco, Calif. **Darrell Donnell**. Uses one column daily and Sunday—**C,R**. Also uses photos on Sundays. Lists KPO, KGO, KFRC, KSFO, KJBS, KYA, KLX, KRE, KROW, KGGC, KQW. **(B)** April 24. **(E)** U. of California. **(M)** Sigma Nu, Caen's Chowder and Bicycle Boys.
- SAN FRANCISCO NEWS** (e), San Francisco, Calif. **Geoffrey Archer** (Claude Archer La Belle) (also drama critic and amusement editor.) Uses one-column lead daily, two columns of logs, and one column of chatter—**C,N,R**. Also several cuts daily, and six columns by half-page art work on Saturdays. Lists KPO, KGO, KSFO, KFRC, KJBS, KGGC, KLX, KLS, KYA, KRE. **(E)** Colby, Boston University Law School. **(M)** Delta Upsilon, Shrine, San Francisco Press Club.
- SAN FRANCISCO NEWS** (e), San Francisco, Calif. **Emilia Hodel**, assistant radio editor. (See above).
- SAN JOSE MERCURY HERALD** (m, S), San Jose, Calif. No radio editor. Carries Homer Canfield's, "Radiologic," for details of which see his listing under Glendale, Calif.
- SAN MATEO TIMES** (e), San Mateo, Calif. No radio editor. Carries Homer Canfield's "Radiologic," for details of which see his listing under Glendale, Calif.
- SANTA ANA JOURNAL** (e), Santa Ana, Calif. **Thomas E. Danson** (also daily newscaster). Uses one-half to three-quarter column daily—**R,C,N**. Also uses art work "as often as possible." Lists KVOE, KNX, KHJ, KFWB, KFOX, KFI, KECA, KEHE, KMPC. **(B)** May 25. **(E)** U. of Southern California. (Note: Column is syndicated; carried by Anaheim Bulletin and Whittier News).
- SANTA ANA DAILY REGISTER** (e), Santa Ana, Calif. No radio editor. Carries Homer Canfield's "Radiologic," for details of which see his listing under Glendale, Calif.
- SANTA BARBARA NEWS-PRESS** (m, e, S), Santa Barbara, Calif. **Elinor Hayes**. Uses a column and a half daily—**R,N,C**. Also uses about three pieces of art work a week. Lists KTMS (the News-Press station), KNX, KFI and KDB.
- SANTA CRUZ NEWS** (e), Santa Cruz, Calif. No radio editor. Carries Homer Canfield's "Radiologic," for details of which see his listing under Glendale, Calif.
- SANTA MARIA TIMES** (e), Santa Maria, Calif. No radio editor. Lists programs of NBC and CBS on KNX and KFI. Obtained by clipping morning papers.
- SANTA MONICA OUTLOOK** (e), Santa Monica, Calif. No radio editor. Carries Homer Canfield's "Radiologic," for details of which see his listing under Glendale, Calif.
- SANTA PAULA CHRONICLE** (e), Santa Paula, Calif. No radio editor. Carries four inches of radio material daily, obtained by clipping.
- SANTA ROSA PRESS-DEMOCRAT** (m, except Monday, S), Santa Rosa, Calif. **Russell F. Bjorn** (also manager of KSRO, owned by the Press-Democrat). Uses column and a half daily—**N,R,C**. Also uses unspecified amount of art work

## RADIO EDITORS—Continued

daily. Lists KSRO, KPO, KGO, KSFO, KJBS, KRE, KQW, KGGC, KYA, KROW, KROY, KLX, KFI. (B) July 17. (M) Elks, Masons, American Legion.

**STOCKTON INDEPENDENT** (m), Stockton, Calif. No radio editor. Carries Homer Canfield's "Radiologic," for details of which see his listing under Glendale, Calif.

**STOCKTON RECORD** (e), Stockton, Calif. **Rossi Reynolds**. Uses 10 or 12 inches weekdays—**N,R,C**. Also uses a single-column cut each issue. Lists KWG, KGDM, KGO, KPO, KSFO completely; night programs of KFRC. (B) July 13. (E) College of the Pacific, Cornell.

**DAILY MIDWAY DRILLER** (e), Taft, Calif. No radio editor. Carries half-column of radio material daily. Obtained from stations.

**TULARE TIMES** (m, except Monday, S), & **ADVANCE-REGISTER** (e), Tulare, Calif. No radio editor. Carries material on KTKC only.

**TURLOCK DAILY JOURNAL** (e), Turlock, Calif. No radio editor. Carries daily program listings only. Source not specified.

**VALLEJO TIMES-HERALD** (m, except Monday, S), Vallejo, Calif. No radio editor. Carries Homer Canfield's "Radiologic," for details of which see his listing under Glendale, Calif.

**VENICE EVENING VANGUARD**, Venice, Calif. No radio editor. Carries Homer Canfield's "Radiologic," for details of which see his listing under Glendale, Calif.

**VENTURA STAR-FREE PRESS** (e), Ventura, Calif. No radio editor. Carries Homer Canfield's "Radiologic," for details of which see his listing under Glendale, Calif.

**VISALIA TIMES-DELTA** (e), Visalia, Calif. No radio editor. Carries from one to two columns daily, material being obtained from local station and NBC and CBS press departments.

**WATSONVILLE PAJARONIAN** (e), Watsonville, Calif. No radio editor. Carries Homer Canfield's "Radiologic," for details of which see his listing under Glendale, Calif. Also carries local items received from KHUB.

**WILMINGTON DAILY PRESS** (e), Wilmington, Calif. No radio editor. Carries Homer Canfield's "Radiologic," for details of which see his listing under Glendale, Calif.

**WOODLAND DAILY DEMOCRAT** (e), Woodland, Calif. **Lucile Evans** (also woman's page editor, feature writer). Uses about one column daily—**R,N**. Space allows "very little" art work. Lists KPO, KGO, KFI, KFRC, KSFO, KWG, KFBK, KROW, KNX. (B) August 7.

## COLORADO

**BOULDER DAILY CAMERA** (e), Boulder, Colo. **Catherine Turman**. Uses daily program listings, plus over one-third column Saturdays—**N,R**. (Column appears occasionally during the week, when special programs warrant it). No art work. Lists KOA, KLZ, and KFEL. (B) Oct. 21. (E) U. of Colorado. (M) Alpha Phi, Theta Sigma Phi, A.A.U.W.

**COLORADO SPRINGS GAZETTE-TELEGRAPH** (S), Colorado Springs, Colo. (Miss) **Wauhillau LaHay** (also program, production and publicity director, KVOR). Uses over 2 columns every Sunday—**C,N,R**. Also uses a single-column mat each week. Lists KVOR, KLZ and KOA. (B) July 14. (E) Oklahoma State. (M) Kappa Alpha Theta.

**DELTA DAILY INDEPENDENT** (e), Delta, Colo. No radio editor. Carries daily news column written by a staff member, plus program listings of KOA and KSL; full week's programs run on Saturday. Material obtained from stations.

**ROCKY MOUNTAIN NEWS** (m,S), Denver, Colo. **James H. Briggs** (also film editor). Uses 2 columns daily—**N,C**. Also uses about 3 columns of radio-movie art daily. Lists NBC, CBS, KLZ, KOA, KVOD and KFEL. (B) Aug. 24.

**FLORENCE CITIZEN** (e), Florence, Colo. No radio editor. Carries small amount of news on unspecified, infrequent schedule. Sources unspecified.

**FORT MORGAN TIMES** (e), Fort Morgan, Colo. No radio editor. Carries small amount of radio material, obtained by contributions.

## RADIO EDITORS—Continued

- HERALD DEMOCRAT** (e), Leadville, Colo. No radio editor. Carries two or three stories on radio weekly, generally obtained from the paper's advertisers.
- LONGMONT TIMES-CALL** (e), Longmont, Colo. No radio editor. Carries feature stories on radio, usually obtained from paper's advertisers.
- PUEBLO STAR-JOURNAL** (e,S), Pueblo, Colo. **Phil Kerby**. Uses daily program listings of KOA, KLZ, and KGHF only. No art work.
- ROCKY FORD DAILY GAZETTE** (e, except Saturday), Rocky Ford, Colo. No radio editor. Carries about 2 columns of radio material weekly, including art work, obtained from the Radio Feature Service.
- SALIDA DAILY MAIL** (e), Salida, Colo. No radio editor. Carries some program listings and feature stories on radio, obtained from paper's advertisers.
- TRINIDAD CHRONICLE-NEWS** (e), Trinidad, Colo. No radio editor. Carries small amount of radio material, obtained via clipping and direct notice.
- BRIDGEPORT TIMES-STAR** (e), Bridgeport, Conn. **Frederic Thomas** (also conducts Times-Star Santa Claus program over WICC every year, to collect toys for needy children). Uses a full column daily, 1½ to 2 columns on Sunday, not including programs—**R,N,C**. Also uses one or 2 single or double column cuts daily. Lists WEAf, WJZ, WABC, WOR, WHN, WMCA, WICC, WELI. (B) Feb. 8. (E) Colgate and Stanford. (M) Pi Delta Epsilon, Corinthian Lodge, Corinthian Fellowcraft Association, Colgate Club of Southern Connecticut.
- BRISTOL PRESS** (e), Bristol, Conn. No radio editor. Carries 3 columns of radio material, obtained from the AP and radio stations.
- DANBURY NEWS-TIMES** (e), Danbury, Conn. **Warren C. Rockwell** (also feature writer). Uses about 10 inches double column besides program listings daily (feature material usually supplied by news services)—**N,C**. Also occasional service mats. Lists WJZ, WEAf, WABC, WOR, WICC. (B) Aug. 28.
- GREENWICH PRESS** (Thursday), Greenwich, Conn. No radio editor. Carries radio news only when Greenwich residents are concerned.

## CONNECTICUT

- BRIDGEPORT HERALD** (S), Bridgeport, Conn. **Leo Miller** (also film editor and correspondent for Variety). Uses 3 pages on Sunday—**N,R,C**. About 25 per cent of department is devoted to art work. Lists NBC, CBS, Mutual, Inter-City, Yankee and Colonial Networks; WICC, WTIC, WDRC, WTHt, WBRY, WELI, WNLC, WMCA, WHN, WATR, WNBC, and occasionally WQXR and WNEW. (B) April 12. (E) Syracuse U. (M) Zeta Beta Tau, Beta Gamma Sigma, Sigma Delta Chi, International Radio Club.
- BRIDGEPORT POST** (e,S), Bridgeport, Conn. **W. Rockwell Clark, Jr.** (also Sunday editor; by-line, "Rocky Clark"). Uses one column daily, full page Sunday—**N,C,R**. Also uses single-column photo daily, 2 or 3 singles and doubles Sunday. Lists WEAf, WJZ, WABC, WOR, WICC, WELI, WMCA, and WHN completely; highlights of WBRY, WBZ, WEVD, WGN, WHAM, WHO, WLW, WNEW, WNYC, WPG, WQXR, WSM, WTAM and WTIC. (B) Aug. 16. (E) Yale. (M) Alpha Chi Rho, Appalachian Mountain Club, Yale Alumni Assn. of Fairfield County.
- GREENWICH TIME** (e), Greenwich, Conn. **Bernard Yudain** (also municipal and general reporter). Uses over one column daily, except Sunday—**R,N,C**. Also runs in Stamford (Conn.) shopping publication issued weekly. Uses unspecified number of mats, space alternating between radio and the theatre. Lists WEAf, WJZ, WABC, WOR, WMCA, WICC, WHN. (B) July 18.
- HARTFORD TIMES** (e), Hartford, Conn. **Harold B. Waldo** (also Grange news editor, general farm news, luncheon club reporter). Uses 3 columns Monday to Friday, 4 on Sunday—**C,N**. Also uses a three-quarter column cut each issue. Lists WTHt (owned by the paper), WEAf, WJZ, WABC, WOR, WTIC, WDRC, WNBC (listings for Sunday and to 2.15 p.m. Monday run in Saturday edition). (B) June 7. (M) 32d Degree Mason; Venerable Master, Masonic Assn. of Connecticut; Connecticut State Grange.
- NEW BRITAIN HERALD** (e), New Britain, Conn. **Kenneth James Saunders** (also scholastic sports writer.) Uses an average of 15 inches, Monday to Friday; 35 inches Saturday—**C,R,N**. No art work.



## RADIO EDITORS—Continued

Lists WEAF, WJZ, WABC, WTIC and WDRC regularly; other stations occasionally. (B) June 12. (M) New Britain Press Club, Connecticut Sport Writers Football Board, Irish-American Club.

**NEW HAVEN REGISTER** (e, S), New Haven, Conn. **Colby Driessens** (also copyreader). Uses 3 columns, 14 inches deep, on Sunday—**N.R.C.** Also uses one photo each week. Lists NBC, CBS, Mutual, Colonial and Inter-City networks, including "best bets" for the week. (B) Aug. 23.

**NORWALK HOUR** (e), Norwalk, Conn. No radio editor. Carries program listings and highlights daily, obtained from the AP and radio station press material; plus stories in varying amounts. Also "outstanding mats" often.

**SOUTH NORWALK SENTINEL** (e), South Norwalk, Conn. **Le Roy D. Downs**. Uses unspecified amount of space daily—**N.** Also uses varying number of photos daily. Lists WEAF, WJZ, WABC, WOR, WMCA and WICC. (B) April 11.

**STAMFORD ADVOCATE** (e), Stamford, Conn. **Leonard S. Massell** (also reporter). Uses 16 to 18 inches daily—**N.C.R.** No art work. Lists WEAF, WJZ, WABC, WOR and WICC completely; highlights of WMCA, WHN and WINS. (B) March 28. (E) New York U. (M) Chi Sigma Pi.

**TORRINGTON REGISTER** (e), Torrington, Conn. **John H. Thompson** (also managing editor). Uses about three-quarter column daily—**N.C.** Art work used only on rare occasions. Lists WEAF, WJZ, WOR, WTIC and WORC. (B) June 6.

**WATERBURY DEMOCRAT** (e), Waterbury, Conn. No information after repeated requests. Previous information (1937) showed Ray Fitzpatrick to be radio editor, using up to two-thirds of a page daily.

**WATERBURY REPUBLICAN** (m, S), Waterbury, Conn. **William J. Slator** (also city editor). Uses 3 columns weekdays, including program log; 4 to 5 columns Sunday—**N.C.** Also uses one or two-column cuts and mats daily, chiefly local. Lists WBRY (owned and operated by the Republican-American), WATR, WICC, WTIC, WDRC, WEAF, WJZ, WABC and WOR. (Note: Section also

contains brief column by E. Christy Erk, radio editor of Waterbury American. See listing under Waterbury Republican-American).

**WATERBURY REPUBLICAN - AMERICAN** (m,e,S), Waterbury, Conn. **E. Christy Erk** (Also commentator and forum conductor over WBRY, owned and operated by the papers). Uses space daily in both papers—5 columns (double-measure) in American, 3 to 4 columns (single) in Republican; slightly more space in Sunday Republican—**N.C.R.** Also uses varying number of photos daily, depending on news value. Lists WEAF, WJZ, WABC, WOR, WBRY, WTIC, WICC, WATR and WDRC. (B) Oct. 5. (M) Masons, American Legion, Yankee Division Veterans Assn., Disabled American Veterans. (Also see listing under Waterbury Republican).

**WILLIMANTIC CHRONICLE** (e), Willimantic, Conn. No radio editor. Carries small amount of radio material on unspecified schedule. Material obtained from contributions, press releases, etc.

**WINSTED EVENING CITIZEN**, Winsted, Conn. No radio editor. Carries small amount of radio material on unspecified schedule, obtained chiefly from local advertisers.

## DELAWARE

**WILMINGTON SUNDAY MORNING STAR**, Wilmington, Del. **Henry Levan Sholly II**. Uses half page Sundays—**C.N.R.** Also one double-column or two single column cuts. Lists WDEL, WILM, NBC, CBS, Mutual, Inter-City, plus Philadelphia and New York local programs. (B) Sept. 9. (E) Lafayette, Lehigh U. (M) Pi Delta Epsilon.

## DISTRICT OF COLUMBIA

**WASHINGTON HERALD-TIMES** (m, e, S), Washington, D. C. **Bernard Harrison**. Uses one column, exclusive of log, in each paper weekdays; full page, including log, art work, etc., in combined Sunday edition—**N.C.R.** Also uses one column photos in daily Herald, eight column strip in Sunday Herald-Times; no art work in daily Times. Lists WMAL, WRC, WOL, WJSV. (B) Sept. 2. (E) Wilson Teachers College. (M) Phi Sigma Pi.

## RADIO EDITORS—Continued

**WASHINGTON DAILY NEWS** (e), Washington, D. C. No information after repeated requests. Previous information (1937) showed Leo A. Fitzgerald to be radio editor, using listings and highlights daily (Sunday listings in Saturday edition).

**WASHINGTON STAR** (e, S), Washington, D. C. **Chris Aubrey Mathisen** (also assistant to drama editor; associate correspondent, Motion Picture Daily and Motion Picture Herald; publicity representative, Rialto and Little theatres). Uses about half-column daily, exclusive of programs—**N,C,R**. Full page of comments and program highlights on Sunday. Also uses occasional half-column cut during the week; four column layout Sunday. Lists WRC, WMAL, WJSV and WOL, plus short-wave highlights. (B) March 21. (M) American Newspaper Guild.

**WASHINGTON TRIBUNE**, Washington, D. C. **Samuel H. Lacy** (also sports and theatrical editor). Uses full column once a week—**N,C,R**. Also uses about one column of photos during a month.

## FLORIDA

**DAYTONA BEACH NEWS-JOURNAL** (S), Daytona Beach, Fla. No radio editor. Carries brief program listings, obtained from the AP and Florida stations.

**DAYTONA BEACH SUN RECORD** (m, S), Daytona Beach, Fla. No information after repeated requests. Previous information (1937) showed Elizabeth E. Wade to be radio editor, using 18 inches daily.

**FORT PIERCE NEWS-TRIBUNE** (e, except Saturday, S), Fort Pierce, Fla. No radio editor. Carries unspecified amount of radio material obtained from the AP and direct mail.

**FLORIDA TIMES-UNION** (m, S), Jacksonville, Fla. **Richard G. Moffett** (also film editor, special writer). No regular column or art work. Uses AP listings and service on short-wave programs. (B) Jan. 18.

**MIAMI HERALD** (m, S), Miami, Fla. **Tom F. Smith**. Uses half-column, excluding listings, daily—**C,N,R**. No art work "as a rule." Lists WQAM, WIOD, WKAT in all editions; other Florida stations' programs in state editions. (B) Oct. 28. (E) Butler U., U. of Miami Law

School. (M) Lambda Chi Alpha, Sigma Delta Chi, Press Club, Alumni Association of Miami.

**MIAMI DAILY NEWS** (e, S), Miami, Fla. **Boorman Byrd** (also city desk rewrite). Uses about 14 inches, with two-column head, daily and Sunday—**N,C,R**. Also uses photos "whenever news value warrants." Lists WIOD, WQAM, WKAT and WJNO. (B) Aug. 11. (E) U. of Florida. (M) Sigma Delta Chi.

**NEW SMYRNA NEWS** (e), New Smyrna, Fla. No radio editor. Carries daily listings of WMFJ and WDBO, obtained from the stations.

**OCALA BANNER** (m, except Monday, S), Ocala, Fla. **Helen Newsom** (also bookkeeper). Uses daily program schedules only. Lists NBC and CBS. (B) Oct. 3. (E) Florida State. (M) Pilot Club, Democratic Women.

**OCALA STAR** (e), Ocala, Fla. No radio editor. Carries daily programs of NBC, CBS and Mutual, with occasional feature articles, such as "special programs by some outstanding star." Listings obtained by clipping.

**PANAMA CITY NEWS-HERALD** (e), Panama City, Fla. No radio editor. Carries WCOA programs.

**PENSACOLA JOURNAL** (m,S) & **NEWS** (e), Pensacola, Fla. No radio editor, Carries one to two pages per week, information being obtained from WCOA, owned by this paper.

**ST. AUGUSTINE RECORD** (e, except Saturday, S), St. Augustine, Fla. No radio editor. Carries a column of radio material, sent in by Jacksonville and local stations.

**ST. PETERSBURG INDEPENDENT** (e), St. Petersburg, Fla. **William G. Dunlap** (also reporter-photographer). Uses daily program chart only. Art work is run occasionally. Lists NBC, WDAE and WSUN-WFLA. (B) Sept. 24. (E) St. Petersburg Junior College.

**ST. PETERSBURG TIMES** (m, S), St. Petersburg, Fla. No radio editor. Carries program highlights and listings, obtained from stations and networks.

**SARASOTA HERALD** (m, except Monday, S), Sarasota, Fla. No radio editor. Carries column of program listings and incidental news, obtained from "pick up" sources.

## RADIO EDITORS—Continued

**SARASOTA DAILY TRIBUNE** (e, except Saturday, S), Sarasota, Fla. **Barbara D. Halton**. Uses daily program listings, with as much feature material as space allows—**N,C**. Also uses occasional mats. Lists WFLA, WSUN, WDAE, WLW.

**TAMPA DAILY TIMES** (e), Tampa, Fla. **Virginia L. James** (also secretary to manager of WDAE, owned by the paper). Uses about 30 inches daily—**N**. Also uses art work once a week. Lists WDAE, WFLA, WSUN and WLAK. (B) Sept. 17.

**TAMPA TRIBUNE** (m, S), Tampa, Fla. **Carleton Johnson**. Uses one to one and a half columns weekdays, nearly a page Sunday—**N,R,C**. Several single column cuts and some eight column strips used Sunday. Lists WEA, WJZ, WABC, WFLA, WSUN and WDAE, plus short-wave schedules of principal stations. (B) Feb. 23. (E) U. of Illinois. (M) Alpha Chi Rho.

**WINTER HAVEN CHIEF** (e), Winter Haven, Fla. No radio editor. Carries daily program listings only. Source not specified.

## GEORGIA

**ALBANY HERALD** (e, except Saturday, S), Albany, Ga. **Jimmy Robinson** (also theatre editor, assistant sports editor). Uses 2 columns every Sunday—**R,N,C**. Also uses one cut of a radio star. Lists NBC, CBS, WGPC, WPAX. (B) Oct. 25. (M) Lions.

**ATLANTA CONSTITUTION** (m, S), Atlanta, Ga. **Howell M. Jones**. Uses half-column weekdays, three-quarter column Sunday—**N**. Also uses one column of art work Sunday. Lists WGST, WSB, WAGA and WATL. (B) Jan. 30.

**ATLANTA GEORGIAN** (e) & **SUNDAY AMERICAN**, Atlanta, Ga. **Tom Ham** (also assistant picture editor). Uses about 18 inches weekdays, 24 inches Sunday—**C,R,N**. Also uses 8 by 18 em insets daily; one, 2, 3 and 4-column pieces Sunday. Lists WGST, WSB, WAGA, WATL, WLW, WRGA, WRDW, WPAX, WRBL and WAYX daily, plus WMFJ, WAIM and WCSC in bulldog edition of Sunday paper. (B) Oct. 5. (E) U. of Georgia.

**COLUMBUS LEDGER & ENQUIRER** (m, e,S) Columbus, Ga. No radio editor. Carries unspecified amount of radio material, obtained from the AP.

**CORDELE DISPATCH** (e, except Saturday, S), Cordele, Ga. No radio editor. Carries a column of material obtained from the AP.

**DUBLIN COURIER-HERALD** (e), Dublin, Ga. No radio editor. Carries amount of radio material on unspecified schedules. No source given.

**MACON NEWS-TELEGRAPH** (m, e, S), Macon, Ga. **Holt J. Gewinner, Jr.** (also newscaster on WMAZ, Macon). Uses about one column daily—**N,R,C**. No art work. Lists WABC, CBS, NBC, WMAZ, WLW, Mutual. (B) March 27. (E) Mercer.

**MARIETTA JOURNAL** (e, except Saturday), Marietta, Ga. No radio editor. Carries 20 type-lines of radio material, obtained via re-writes.

**MILLEDGEVILLE TIMES** (e, except Saturday), Milledgeville, Ga. No radio editor. Carries occasional news items and mats of radio stars, obtained from press releases and clip sheets.

**ROME NEWS-TRIBUNE** (e, except Saturday, S), Rome, Ga. No radio editor. Carries daily program listings only. Source not specified.

**SAVANNAH NEWS** (m), Savannah, Ga. No radio editor. Carries program listings, obtained from the AP and local stations.

**THOMASVILLE TIMES-ENTERPRISE** (e), Thomasville, Ga. No radio editor. Carries program listings, obtained from the AP.

**WAYCROSS JOURNAL-HERALD** (e, S), Waycross, Ga. **Liston Elkins** (also city editor). Uses about 21 inches daily—**N,R,C**. Also uses art work occasionally. Lists WAYX and network features. (B) June 8. (E) Davidson. (M) Rotary, Pi Kappa Alpha.

## IDAHO

**BLACKFOOT DAILY BULLETIN** (e), Blackfoot, Idaho. No radio editor. Carries "limited" amount of news sent in from unsolicited sources.

**IDAHO STATESMAN** (m, S), Boise, Idaho. No radio editor. Carries news program box obtained from Radio Guide.

## RADIO EDITORS—Continued

**CALDWELL NEWS-TRIBUNE** (e), Caldwell, Idaho. No radio editor. Carries 60 inches of radio material per week, obtained from KFXD.

**IDAHO FALLS POST-REGISTER** (e, except Saturday, S), Idaho Falls, Idaho. No radio editor. Carries "some" radio material on national programs and "celebrities" obtained from the AP and NEA Service.

**LEWISTON TRIBUNE** (m, S), Lewiston, Idaho. No radio editor. Carries news "only on non-commercial national broadcasts of unusual importance."

**POCATELLO TRIBUNE-JOURNAL** (m, except Monday, e, except Saturday, S), Pocatello, Idaho. No radio editor. Carries small amount of unspecified radio material, obtained locally.

## ILLINOIS

**ILLINOIAN-STAR** (e), Beardstown, Ill. No radio editor. Carries 20 inches of radio material daily, obtained from "various sources."

**BELLEVILLE NEWS-DEMOCRAT** (e), Belleville, Ill. No radio editor. Carries a minimum amount of radio material; lists St. Louis programs only.

**BELVIDERE DAILY REPUBLICAN** (e), Belvidere, Ill. **Frank E. Loomis** (also city editor). Uses about one column daily—**N,C,R**. Also art work "as much as possible." Lists Chicago and Rockford stations. (B) March 3. (M) Elks.

**NEWS-GAZETTE** (e, S), Champaign-Urbana, Ill. **John Hillis MacAleney** (also military editor and staff writer). Uses column twice weekly amounting to about 2 columns per week; plus daily listing of program schedules and "best bets"—**R,C,N**. Also "important" radio stories in news columns. Uses certain amount of art work, not subject to estimate. Lists WDWS (owned by the News-Gazette), and all NBC, Mutual and CBS stations "within reasonable distance." (B) May 31. (E) U. S. Marine Corps Institute. (M) Upsilon Sigma Alpha, Phi Lambda Omega, Saber & Spur, Episcopal Service Club.

**CHICAGO AMERICAN** (e), Chicago, Ill. **Esther Shultz Wohl**. Uses from three-fourths to full column weekdays—**N,C,R**. Also uses one photo every issue, occasionally a layout. Lists WIND,

WMAQ, WGN, WBBM, WENR, WLS, WAAF, WCFL, WMBI, WCBD, WJJD, WWAE, WSBC, WGES, WHFC, WHIP. (B) Feb. 4. (E) Illinois, Wesleyan U., U. of Chicago, Yale. (M) Kappa Kappa Gamma.

**CHICAGO HERALD & EXAMINER** (m, S), Chicago, Ill. **Ulmer Turner** (also newscaster). Uses one column daily, not including program log—**R,N,C**. Also uses one or two columns of art work daily. Lists WENR, WMAQ, WBBM, WGES, WSBC, WIND, WJJD, WAAF, WHIP, WWAE and WLS. (E) U. of South Carolina.

**CHICAGO DAILYS NEWS** (e), Chicago, Ill. **Charles J. Gilchrest**. Uses three-quarter column weekdays—**R,C,N**. Art work is used as often as space permits, which is rarely. Lists WMAQ, WAAF, WBBM, WCFL, WEDC, WENR, WGES, WGN, WIND, WJJD, WLS, WMBI, WCBD, WSBC, WWAE. (B) Nov. 16. (E) Illinois. (M) Phi Psi.

**CHICAGO DAILY TIMES** (e, except Saturday, S), Chicago, Ill. No information after repeated requests. Previous information (1937) showed William Irvin to be radio editor, using one column in tabloid page daily.

**CHICAGO TRIBUNE** (m, S), Chicago, Ill. **Larry Wolters**. Uses half-column weekdays, full column Sunday—**N,C,R**. Also uses 6 photos a week. Lists WAAF, WBBM, WCBD, WCFL, WCRW, WEDC, WENR, WGES, WGN, WIND, WJJD, WLS, WMAQ, WMBI, WSBC. (B) Oct. 17. (E) U. of Iowa. (M) Sigma Alpha Epsilon, Sigma Delta Chi.

**DOWN BEAT** (monthly), Chicago. **Harold Jovien** (writes general and orchestral news occasionally). Uses three-quarter to full page in Down Beat, a music trade publication, every month—**C,R,N**. Also uses varying amount of art work. Lists NBC, CBS, Mutual, Don Lee, California Radio System, WBBM, WGN, WENR, WMAQ, WIND, WAAF, WWAE, WCFL, WIL, WDAS, KNX, KXBY, WHB, KWK, WTAM, KYW, WHN, WWL, KEHE, WSM, WNEW, WDSU, KDKA, WMCA, WTMJ, WIP, WGY, KMOX, WLW, WXYZ, WSAI, WSMB. (B) Jan. 28. (As free lance radio editor, writes column on broadcasts engaging colored personalities only, for Associated Negro Press Syndicate, issued to over 70 semi-weeklies and weeklies; a gossip, news and review column for the Brighton Park Life, a weekly).

## RADIO EDITORS—Continued

- DANVILLE COMMERCIAL-NEWS** (e, S), Danville, Ill. No radio editor. Carries half-column daily, obtained from "miscellaneous" sources.
- DECATUR HERALD & REVIEW** (m, e, S), Decatur, Ill. **E. Jane Pahmeyer**. Uses one column weekly—N. Art usually consists of 2 cuts. Lists full schedules of WJBL, selected features of KMOX, WLW, WLS, WMAQ, WGN, WBBM, WENR, WCCO, KSD. (B) Dec. 4. (E) James Milliken U.
- DUQUOIN DAILY NEWS** (e), Duquoin, Ill. No radio editor. Carries radio material "when needed," supplied in mat form by advertisers. Usually runs one or 2 columns, 3 to 5 inches deep.
- EDWARDSVILLE INTELLIGENCER** (e), Edwardsville, Ill. No radio editor. Carries program listings of St. Louis stations, obtained from the latter.
- ELGIN COURIER-NEWS** (e), Elgin, Ill. **Dick Lea** (also covers courts and politics). Uses 2 columns daily including program listings—N,C. No art work. Lists all Chicago outlets of CBS, Mutual and NBC; and WAAF, WIND, WJJD. (B) March 26. (E) Northwestern.
- FREEPORT JOURNAL-STANDARD** (e), Freeport, Ill. **Grace Leone Barnett** (also theatre editor, advertising copyreader). Uses from three-quarter to a column and a half daily—N,C. Also uses a single or double-column mat daily. Lists WBBM, WMAQ, WLS, WENR, WIND and WJJD. (B) May 24. (E) Rockford, U. of Chicago.
- GALENA GAZETTE** (e), Galena, Ill. No radio editor. Carries varying amount of radio news, sent in direct by stations.
- HARRISBURG REGISTER** (e), Harrisburg, Ill. No radio editor. Carries unspecified amount of radio material "only of local interest." No sources given.
- KANKAKEE REPUBLICAN-NEWS** (e), Kankakee, Ill. No radio editor. Carries program listings, obtained from Radio Guide.
- MARION DAILY REPUBLICAN** (e), Marion, Ill. No radio editor. Carries "some" radio material, "if news." Source: "gather what we want."
- MARION EVENING POST** (e), Marion, Ill. No radio editor. Carries small amount of radio material, generally obtained from paper's advertisers.
- MURPHYSBORO DAILY INDEPENDENT** (e), Murphysboro, Ill. No radio editor. Carries small, irregular amount of radio material, generally obtained by press wire.
- OLNEY DAILY MAIL** (e), Olney, Ill. No radio editor. Carries radio material "only occasionally," obtained "generally through advertisers."
- OTTAWA DAILY REPUBLICAN-TIMES** (e), Ottawa, Ill. No radio editor. Carries half-column of radio material, obtained from the AP.
- PEORIA JOURNAL-TRANSCRIPT** (daily, S), Peoria. **Robert M. Shepherdson**. Uses a full column daily, 2 columns Sunday—N,C,R. Also uses a column of art work daily, 3-column layout Sunday. Lists NBC, CBS and Mutual. (B) Dec. 8. (E) Bradley Polytechnic U. (M) University Club.
- PEORIA STAR** (e, S), Peoria, Ill. **Fred-eric Russell Oakley** (also drama and literary critic, general columnist). Uses a column and a half daily—N,C,R. Also uses a varying amount of art work. Lists NBC, CBS, WGN, WLW, WMBD. (B) Dec. 30. (E) Knox, Wesleyan Law. (M) University Club, North Shore Country Club, Sigma Chi.
- PERU DAILY NEWS-HERALD** (e), Peru, Ill. **Hayden E. Reece** (also news reporter). Uses program log only. No art work. Lists WGN, WBBM, WMAQ, WLS, WENR, WLW, WJJD, WIND weekdays; Sunday's programs in Saturday edition.
- ROCK ISLAND ARGUS** (e), Rock Island, Ill. **J. W. Ramsey** (also copyreader, columnist). Uses about half-column weekdays, including programs—N. No art work. Lists "main programs" of WHBF, WOC, WMAQ, WGN, WBBM, WLS, WENR and WMT regularly; WJJD and WSUI occasionally. (B) July 21. (E) Washington U., Cumberland U.
- ROCKFORD REGISTER-REPUBLIC** (e), Rockford, Ill. **Jean Conklin Grimm** (also state news department). Uses from 1 to 1½ columns of news and gossip daily, plus 2 columns of program listings in 6-point type—N,C. Also generally a 1-column cut daily. Lists WROK, WBBM, WGN, WMAQ, WCFL, WTMJ, WENR,

## RADIO EDITORS—Continued

WLS, WJJD; and NBC, CBS and Mutual schedules. (B) June 10. (E) Rockford.

**ILLINOIS STATE JOURNAL** (m), Springfield, Ill. **Harry W. Moody** (also feature editor). Uses about 3 columns daily—**N,C,R**. Also uses about 30-40 inches of art work per week. Lists CBS, NBC, Mutual, WMAQ, WENR, WLS, KMOX, WBBM, WOC, WCCO, WCBS, WLW, KSD, KWK, WCFL, WGN, WTMJ, WJR. (B) May 6. (E) Illinois.

**STREATOR TIMES-PRESS** (e), Streator, Ill. No radio editor. Carries one column of radio material weekly, plus program listings of Chicago stations. Obtained from press releases and clippings.

**WAUKEGAN NEWS-SUN** (e), Waukegan, Ill. **William H. Thomas** (also police reporter). Uses 40 to 60 column inches daily—**N,C**. Also uses one and 2-column cuts. Lists NBC, WBBM, WCBF, WCFL, WGN, WIND, WJJD, WLS, WENR, WMAQ, WILL. (B) Sept. 13. (E) Northwestern U.

**WHEATON DAILY JOURNAL** (e), Wheaton, Ill. No radio editor. Carries daily program listings of Chicago stations, running to three-quarter column, obtained by clipping.

## INDIANA

**ANDERSON HERALD** (m, except Monday, S), Anderson, Ind. **C. T. Jewett** (also local correspondent, Associated Press). Uses 12 to 15 inches weekdays, 30 to 40 inches Sunday—**N,R,C**. Also uses 2 to 3 news photos a week. Lists NBC, CBS, WHBU. (B) Oct. 17. (E) Simpson. (M) Kiwanis, Youth Leadership, Illinois Society of 1812.

**ATTICA LEDGER-TRIBUNE** (e, except Saturday, S), Attica, Ind. No radio editor. Carries 3 columns per week; material obtained from stations.

**BEDFORD DAILY MAIL** (e), Bedford, Ind. No radio editor. Carries "very little" radio news, obtained from "everywhere."

**BEDFORD DAILY TIMES** (e), Bedford, Ind. No radio editor. Carries AP daily radio column; uses free mats.

**BLOOMINGTON DAILY TELEPHONE** (e), Bloomington, Ind. No radio editor. Carries "very little" radio material, obtained from press wires.

**BLOOMINGTON WORLD** (e), Bloomington, Ind. No radio editor. Uses minimum, occasional amount of material, generally obtained through an advertising tie-up.

**COLUMBIA CITY COMMERCIAL MAIL** (e), Columbia City, Ind. No radio editor. Carries radio news apparently only when it refers to some local person or event.

**COLUMBIA CITY POST** (e), Columbia Ind. No radio editor. Carries radio news only when it has "local interest."

**COLUMBUS HERALD** (e), Columbus, Ind. No radio editor. Carries limited amount of radio material, obtained by letters.

**CONNERSVILLE NEWS-EXAMINER** (e), Connersville, Ind. No radio editor. Carries regular AP radio service.

**DECATUR DAILY DEMOCRAT** (e), Decatur, Ind. No radio editor. Carries occasional, small amount of radio material, obtained from WOWO.

**ELKHART DAILY TRUTH** (e), Elkhart, Ind. **Dan Albrecht**. Uses daily program listings, with comments. Art work supplied by feature services. Lists WGN, WCFL, WMAQ, WBBM, WENR, WLS, WIND, and WTRC. (B) Nov. 5. (E) U. of Wisconsin. (M) University Club.

**ELWOOD CALL LEADER** (e), Elwood, Ind. No radio editor. Carries 4 to 5 inches daily, culled from WLW press releases.

**EVANSVILLE COURIER** (m, S), Evansville, Ind. **Guy A. Bowsher, Jr.** Uses one column Sunday—**N,C,R**. Also uses 2 to 3 columns of mats on Sunday. Program log is run daily and Sunday and lists all key stations of the NBC Red and Blue and CBS networks, plus local stations WGBF and WEOA. (B) June 11.

**EVANSVILLE PRESS** (e, S), Evansville, Ind. **Clifton C. Brooks** (also Sunday editor). Uses one and a half to 2 columns once a week—**C,R,N**. Also uses about a quarter-page of art work weekly. Lists WLW, WSM, WGN, WENR, WHAS, WBT, WBAP, WFAA, WSB, WJR and WMAQ. (B) Dec. 18.

**FORT WAYNE JOURNAL-GAZETTE** (m, S), Fort Wayne, Ind. **Chester Ray Brouwer** (also theatre editor; Variety corre-

## RADIO EDITORS—Continued

- spondent; feature writer for Radio Guide). Uses 2 columns weekdays, full page Sunday—**N,C,R**. Also uses a single column cut daily, 4 or 5 on Sunday. Lists WOWO, WGL, WLW, WTAM, WMAQ, WGN and WJR. (B) June 30.
- FORT WAYNE NEWS-SENTINEL** (e), Fort Wayne, Ind. **John Gregory Koehl**. Uses 2 columns daily—**N,C,R**. Also uses single column mat daily, large mats on Saturday. Lists NBC, CBS, WGN, WLW, WOWO, WGL, WJR, WMAQ and WENR. (B) May 6. (E) Notre Dame.
- GOSHEN NEWS-DEMOCRAT** (e), Goshen, Ind. **Herbert Swartz** (also sports editor and columnist, feature writer). Uses column and a half Monday to Friday, 2 columns Saturday, including program schedules—**R,N,C**. Also uses at least one single-column mat daily. Lists NBC, CBS, Mutual, WTRC, WBBM, WOWO, WSBT, WLS, WIND, WJJD, WCFL, WGN, WLW, WJR and WFBM. (B) Sept. 15. (M) Delta Sigma Upsilon.
- GREENSBURG DAILY NEWS** (e), Greensburg, Ind. No radio editor. Carries radio news only when it concerns local people.
- HAMMOND TIMES** (e, except Saturday, S), Hammond, Ind. **Paul Knox Damai** (also radio editor of "Down Beat," musicians' trade monthly). Uses 1,500 words Wednesday and Sunday (1,000 words in Down Beat)—**R,N,C**. Also uses 2 half-column mats weekly. Lists NBC, CBS, Mutual, WBBM, WLW, WGN, WAAF, WIND, WJJD, WMAQ, WLS, WENR, WCFL, WJR, WWAE and WHIP. (B) June 7.
- HUNTINGTON NEWS** (e), Huntington, Ind. No radio editor. Carries news items and cuts of radio stars, obtained from advertising agencies.
- INDIANAPOLIS, IND.** **John C. Spears**. Free lance daily and weekly column and features for the Lebanon (Ind.) Reporter and other papers. Uses one to two columns daily—**C,R,N**. Also uses one to 3 mats daily. Lists NBC, CBS, Mutual, WIRE, WFBM, WGVA, WOWO, WLS, WMAQ and WENR; others occasionally. (B) March 21. (E) De Pauw U. (M) Delta Upsilon. (Note: All mail should be addressed to P. O. Box 5013, Indianapolis).
- INDIANAPOLIS NEWS** (e), Indianapolis, Ind. **Herbert P. Kenney**. Uses about 12 inches weekdays—**N,C**. No art work. Lists WIRE, WFBM, WHAS, WENR, WMAQ, WLW. (B) Sept. 12. (E) Butler U. (M) Varsity Club, Sigma Delta Chi, Blue Key.
- INDIANAPOLIS STAR** (m, S), Indianapolis, Ind. No information after repeated requests. Previous information (1937) showed Earl R. Holland to be radio editor, using 2 columns daily, 6 columns Sunday, including listings, features, etc.
- INDIANAPOLIS TIMES** (e), Indianapolis, Ind. **Lawrence E. Hill**. Uses one column daily—**R,C,N**. Also uses 2 columns of art work daily. Lists WFBM, WIRE, WLW, WGN, WJZ, WOWO, WENR, WLS, KWK, WEA, WTAM, WWJ, WMAQ, WABC, WJR, WHAS, KMOX, WBBM, WOR, WHK, WHKC, CKLW and WSM. (B) June 28. (E) Butler U., Indiana Law School.
- JEFFERSONVILLE NEWS** (e), Jeffersonville, Ind. No radio editor. Carries mats mostly, generally obtained through the mail from radio stations.
- KOKOMO TRIBUNE** (e), Kokomo, Ind. **Don Hall**. Uses one column daily—**N,C,R**. Also uses 2 or 3 mats a week. Lists WLW, WENR, WJR and WMAQ. (B) May 15. (E) Fargo, U. of Paris. (M) Kiwanis, American Legion, Walton Club.
- LA PORTE HERALD-ARGUS** (e), La Porte, Ind. No radio editor. Carries program listings obtained from the Chicago Herald and Examiner.
- LAFAYETTE JOURNAL & COURIER** (e), Lafayette, Ind. **Richard M. Greenwood** (also assistant Journal & Courier Magazine editor, and feature writer). Uses 42 column-inches Monday through Friday, and 81 inches on Saturday—**R,C,N**. Also single column mat daily, and 3 column mat in magazine section. Lists CBS, NBC, Mutual, WLW-Line, WMAQ, WCFL, WLS, WENR, KMOX, WBBM, WLW, WJJD, WIND, WFBM, WIRE, WHAS, WISN. (B) June 21. (E) DePauw. (M) Sigma Tau Gamma, Beta Phi Sigma, Kappa Phi Sigma.
- LEBANON REPORTER** (e), Lebanon, Ind. Carries column syndicated by **John C. Spears**, free lance. See listing under Indianapolis, Ind.
- MADISON COURIER** (e), Madison, Ind. No radio editor. Carries half-column of program listings, obtained from the AP.

## RADIO EDITORS—Continued

**MICHIGAN CITY NEWS** (e), Michigan City, Ind. No radio editor. Carries 2 columns daily, obtained from news and feature services.

**MONTICELLO JOURNAL** (e), Monticello, Ind. No radio editor. Carries "local news of radio only, except when there is some unusual broadcast." Source not specified.

**NOBLESVILLE LEDGER** (e), Noblesville, Ind. No radio editor. Carries no definite schedules; material used is obtained from contributions, press releases, etc.

**PRINCETON CLARION - NEWS** (e), Princeton, Ind. No radio editor. Carries 12 inches of radio material daily, obtained from various sources.

**RUSHVILLE REPUBLICAN** (e) and **TELEGRAM** (m), Rushville, Ind. No radio editor. Carries AP material.

**SOUTH BEND NEWS-TIMES** (e,S), South Bend, Ind. **Edward Fischer**. Uses one column daily—**N,R,C**. Also uses half-column cuts daily. Lists WIND, WMAQ, WLW, WGN, WJZ, WBBM, WENR, WLS, WAAF, WCFL, WJJD, WOWO, WFAM, WTRC, WSBT; occasionally others. (B) Aug. 17. (E) Notre Dame.

**SOUTH BEND NEWS-TIMES** (e, S), South Bend, Ind. **Mary Sabina Stockdale** (also handles publicity for WSBT-WFAM, owned and operated by the paper). Uses daily program schedules, plus news stories on day's programs. Also uses at least one mat daily. Lists WFAM, WSBT, WENR, WGN, WIND, WCFL, WMAQ, WBBM, WLS. (B) Nov. 9. (E) Kansas State, St. Mary's at Notre Dame. (M) St. Mary's Club.

**SULLIVAN DAILY TIMES** (e), Sullivan, Ind. No radio editor. Carries about one-third column of program listings daily, with occasional news items from press associations. Lists NBC, CBS and Mutual programs, obtained from Radio Guide.

**TERRE HAUTE STAR** (m), Terre Haute, Ind. No radio editor. Carries AP program listings.

**UNION CITY GAZETTE** (m), Union City, Ind. No radio editor. Carries daily program listings, with a "little art," totalling about one column. Obtained from "various sources."

**UNION CITY TIMES** (e, except Saturday), Union City, Ind. **James J. Patchell** (also editor). Uses one column once a week—**R,C,N**. Also uses a varying amount of art work. Lists WLW, WOWO, and WIRE. (B) May 29. (E) Eastman. (M) B.P.O. Elks.

**VINCENNES POST** (m, except Monday, S), Vincennes, Ind. **A. S. Brouillette** (also feature and telegraph editor). Uses column and a half daily—**R**. Usually runs a single-column cut. Lists most programs of NBC, CBS, WLW; highlights of Mutual. (B) Oct. 19.

**VINCENNES SUN-COMMERCIAL** (e, S), Vincennes, Ind. No radio editor. Carries half-column of AP material.

**WABASH PLAIN DEALER** (e) & **TIMES STAR** (m), Wabash, Ind. **Lloyd Hippensteel**. Uses about half-column daily—program schedules only. No art work. Lists NBC, CBS, WLW, WOWO, WTAM, WENR, WLS, WBBM, WMAQ, WJR, KDKA. (B) July 12.

**WARSAW TIMES** (e), Warsaw, Ind. No radio editor. Carries daily NBC and CBS program listings, obtained from the networks.

## IOWA

**ATLANTIC NEWS-TELEGRAPH** (e), Atlantic, Ia. No radio editor. Carries occasional news "in connection with nationwide broadcasts of outstanding importance."

**CEDAR FALLS DAILY RECORD** (e), Cedar Falls, Ia. No radio editor. Carries daily program listings of 3 nearby stations.

**CENTERVILLE IOWEGIAN** (e), Centerville, Ia. No radio editor. Carries limited amount of radio news, obtained from paper's advertisers.

**COUNCIL BLUFFS NONPAREIL** (e), Council Bluffs, Ia. **Glen O. Claussen** (also assistant sports editor). Uses 12 column-inches daily—**C,R,N**. No art work. Lists KOIL, WOW, KFAB, KFOR, NBC Blue and Red, CBS, Mutual. (B) Nov. 17. (E) Drake. (M) Alpha Tau Omega, Sigma Delta Chi.

**DAVENPORT DEMOCRAT** (e, S), Davenport, Ia. **Ina B. Wickham** (also music editor). Uses 30 to 40 inches daily, full



## RADIO EDITORS—Continued

- page Sunday, including programs—**N,R,C**. Also uses a number of single- and double-column cuts on Sunday. Lists WOC, WHO, WMAQ, WLW, KMOX, WGN, WENR, WLS, KOA and WMT. (B) Nov. 10. (E) Augustana Conservatory of Music. (M) Women's Press Club; Lend a Hand Club.
- DES MOINES REGISTER** (m, S) & **TRIBUNE** (e), Des Moines, Ia. **Mary Little**. Uses 6 columns daily in both papers, full page Sunday in the Register, including program schedules—**N,C,R**. Also uses about 100 cuts per week. Lists NBC, CBS and Mutual; WMT, KSO, KRNT, WHO. (B) Oct. 1.
- CATHOLIC DAILY TRIBUNE** (e, except Monday, S), Dubuque, Ia. **Carl Ochs** (also sports editor). Uses one column daily—**C,R,N**. Also uses varying amount of art work. Lists NBC, CBS, WHO, WGN, WMAQ, WENR, WLW, WCCO and WMT from 6 p.m. (B) June 6. (E) Marquette U.
- DUBUQUE TELEGRAPH-HERALD** (e, except Saturday, S), Dubuque, Ia. No radio editor. Carries AP program listings.
- ESTHERVILLE DAILY NEWS** (e), Estherville, Ia. No radio editor. Carries NBC and CBS program listings obtained from the AP.
- IOWA CITY DAILY IOWAN** (m, except Monday, S), Iowa City, Ia. **Margie Marie Fastenow**. Uses 12-inch column daily—**N,C,R**. No art work. Lists NBC and CBS. (B) Jan. 30. (E) Iowa State. (M) Kappa Alpha Theta, Kappa Tau Alpha, Phi Beta Kappa.
- IOWA CITY PRESS-CITIZEN** (e), Iowa City, Ia. No radio editor. Carries one column of radio material daily, obtained from stations.
- MASON CITY GLOBE-GAZETTE** (e), Mason City, Ia. **Henry Bernard Hook** (also newscaster for KGLO, owned by the Globe-Gazette). Uses 2 full columns daily including 1¼ columns of station schedules; full radio page Saturdays—**N (50%), C (40%), R (10%)**. Uses "all good" photos of performers appearing on KGLO or CBS (with which the station is affiliated). Lists WHO, KGLO, WMT. (B) Dec. 23. (E) U. of Iowa. (M) Delta Upsilon, Masonic Lodge, Sigma Delta Chi.
- MISSOURI VALLEY TIMES** (e), Missouri Valley, Ia. No radio editor. Carries 10
- inches of radio material daily, obtained from WHO.
- MOUNT PLEASANT NEWS** (e), Mount Pleasant, Ia. No radio editor. Carries limited amount of radio material, obtained from paper's advertisers.
- MUSCATINE JOURNAL** (e), Muscatine, Ia. No radio editor. Carries half-column of program listings, obtained from Radio Guide.
- NEWTON DAILY NEWS** (e), Newton, Ia. No radio editor. Carries half column of radio material daily, obtained direct from Iowa stations.
- SHENANDOAH SENTINEL** (e), Shenandoah, Ia. No radio information after repeated requests. Previous information (1937) showed R. K. Tindall to be radio editor, using half-column weekly.
- SIOUX CITY JOURNAL** (daily,S), Sioux City. **Willis F. Forbes**. Uses half-column daily—**N,C,R**. Art work run occasionally. Lists NBC, CBS and KSCJ. (B) March 14. (E) Morningside.
- SIOUX CITY TRIBUNE** (e), Sioux City, Ia. No radio editor. Carries daily column and 2-column Saturday feature, obtained from the AP and NEA Service.
- SPENCER REPORTER** (e), Spencer, Ia. No radio editor. Carries occasional amount of radio news, obtained from unspecified sources.
- WEBSTER CITY FREEMAN-JOURNAL** (e), Webster City, Ia. No radio editor. Carries such radio stories as are sent out by the AP.

## KANSAS

- ABILENE DAILY CHRONICLE** (m, except Monday, S), Abilene, Kans. No radio editor. Carries daily programs of KFBI only.
- ABILENE REFLECTOR** (e), Abilene, Kans. No radio editor. Carries AP radio material, and news of KFBI, local station.
- ATCHINSON DAILY GLOBE** (e), Atchinson, Kans. No radio editor. Carries two-third column of radio material daily, obtained from stations.
- BELOIT DAILY CALL** (e), Beloit, Kans. No radio editor. Carries occasional radio material, obtained via mail.

## RADIO EDITORS—Continued

- CANEY CHRONICLE** (e), Caney, Kans. No radio editor. Carries "very little" radio material. Source unspecified.
- COFFEYVILLE DAILY JOURNAL** (e), Coffeyville, Kans. **Clair A. Foster**. Uses one column daily—**C,R,N**. Also uses cuts of Mutual Network artists, local artists and featured speakers twice a week. Lists Mutual only. (B) Feb. 12. (E) U. of Kansas. (M) University Players, German Club, Men's Glee Club, Sinfonia.
- COLUMBUS ADVOCATE** (e), Columbus, Kans. No radio editor. Carries small amount of radio material, obtained from press releases.
- CONCORDIA BLADE-EMPIRE** (e), Concordia, Kans. No radio editor. Carries small amount of radio material, obtained through the AP.
- DODGE CITY DAILY GLOBE** (e), Dodge City, Kans. **Jay B. Baugh** (also general reporting and films). Uses stories in general columns of the paper in preference to a straight daily radio column—**N**. Also uses some art work on unspecified schedules. Lists **KGNO** (affiliated with the paper). (B) Aug. 15.
- EL DORADO TIMES** (e), El Dorado, Kans. No radio editor. Carries 2 columns of radio material daily. Source not specified.
- EMPORIA GAZETTE** (e), Emporia, Kans. No radio editor. Carries program listings, obtained from the AP.
- FORT SCOTT HERALDETTTE** (m,e), Fort Scott, Kans. No radio editor. Carries small amount of radio news, usually if there is a local tie-up.
- FORT SCOTT TRIBUNE** (e), Fort Scott, Kans. No radio editor. Carries small amount of radio news (content unspecified), obtained locally.
- GOODLAND NEWS** (e), Goodland, Kans. No radio editor. Carries news of programs when broadcasts are "important" or people known locally appear.
- HIAWATHA WORLD** (e), Hiawatha, Kans. No radio editor. Carries occasional radio material, obtained from press releases and announcements.
- KANSAS CITY KANSAN** (e, S), Kansas City, Kans. **C. H. Nohe**. Uses half to full column daily—**N,C**. Also uses photos 3 or 4 times a week. Lists **WIBW, WDAF, WREN, KMBC, WHB, KXBY, KCMO** and **KCKN**. (B) July 19. (E) Michigan U., Denver U., Kansas U.
- LAWRENCE JOURNAL-WORLD** (e), Lawrence, Kans. No radio editor. Carries limited, short items, obtained from press releases of nearby stations.
- MANHATTAN CHRONICLE** (m, except Monday, S) & **MERCURY** (e), Manhattan, Kans. No radio editor. Carries AP program listings.
- SALINA JOURNAL** (e), Salina, Kans. No radio editor. Newspaper owns **KSAL**, and sells latter advertising space for promoting the station's advertisers and programs.
- TOPEKA DAILY CAPITAL** (m, S), Topeka, Kans. **E. D. Keilmann**. Uses half to three-quarter column weekdays and Sunday, not including program schedules—**N,C,R**. Also uses 2 columns of art work weekly. Lists **WDAF, WREN, KOAM, WIBW, WFAB, WHB, KOIL, KMBC, KFH, WOW** and **WLW**. (B) March 13. (E) Kansas U. (M) Shrine, Sigma Delta Chi, Guild.
- TOPEKA STATE JOURNAL** (e), Topeka, Kans. **George Hillyer** (also reporter). Uses about a column daily (slightly more Saturday) of program listings and comment. Art work rarely used. Lists **WIBW, KMBC, WDAF** and **WREN**. (B) May 26. (E) U. of Denver. (M) Lambda Chi Alpha, Kiwanis.
- WICHITA DAILY BEACON** (e, S), Wichita, Kans. **Sidney Andrew Coleman**. Uses one and a half columns daily, 4 on Sunday—**N,C**. Special articles are also run at intervals, promoting short-wave and amateur radio and noting radio advancement. About 2 columns of engravings and mats run weekly. Lists **NBC** and **CBS; KANS, KFH**, and foreign short-wave stations. (B) Nov. 3. (M) Crestview Country Club, Wichita Rotary Club, Wichita Chamber of Commerce.
- WINFIELD DAILY COURIER** (e), Winfield, Kans. No radio editor. Carries daily program listings, with "notes of particular interest locally, as reported to us."

## KENTUCKY

- ASHLAND INDEPENDENT** (e, S), Ashland, Ky. No radio editor. Carries 1½ to 2 columns of radio material daily, obtained from AP and local station.

## RADIO EDITORS—Continued

**PARK CITY NEWS** (e, except Saturday, S), Bowling Green, Ky. No radio editor. Carries half-column of radio material daily, obtained from the AP.

**KENTUCKY POST** (e), Covington, Ky. No radio editor; but the Cincinnati Post (q.v.) is part of the Kentucky Post editions, and the former has a radio editor.

**DANVILLE MESSENGER** (e, except Saturday), Danville, Ky. No radio editor. Carries occasional radio items. Source unspecified.

**GLASGOW NEWS** (e), Glasgow, Ky. No radio editor. Carries radio material 3 times a week (totals from 60 to 100 column-inches). Use publicity received from advertisers, especially when in mat form, plus a regular "free release" titled "Right Out of the Air." No program listings. All material received in the mail from advertisers, colleges, etc.

**HARLAN ENTERPRISE** (e, except Saturday, S), Harlan, Ky. No radio editor. Carries radio news "sometimes." No source specified.

**LEXINGTON HERALD** (m), Lexington, Ky. No information after repeated requests. Previous information (1937) showed Olin E. Hinkle to be radio editor, using 2 columns daily, including tie-ups with WLAP, jointly owned by the Herald.

**LOUISVILLE COURIER-JOURNAL** (m, S), Louisville, Ky. **Bill Bryan** (also staff announcer for WHAS, owned by the papers). Uses 500 words weekdays—**C.R.N.** No art work or program listings. (B) March 6. (E) U. of Florida.

**PADUCAH SUN-DEMOCRAT** (e, except Saturday, S), Paducah, Ky. No radio editor. Carries listings of local and network programs, obtained locally and from the AP.

**RICHMOND REGISTER** (e), Richmond, Ky. No radio editor. Carries half-column of radio material, obtained from the AP state wire.

## LOUISIANA

**ALEXANDRIA DAILY TOWN TALK** (e), Alexandria, La. No radio editor. Carries unspecified amount of radio material, obtained from local station and "general news sources."

**BATON ROUGE MORNING ADVOCATE & STATE-TIMES** (e), Baton Rouge, La. No radio editor. Listings are run daily in both papers: Morning Advocate carries day's programs of WJBO; State-Times carries evening programs of NBC and CBS, evening and following day's programs of WJBO. Both papers carry comment on shows sponsored by local merchants over WJBO.

**LAKE CHARLES AMERICAN PRESS** (e), Lake Charles, La. No radio editor. Carries AP program listings.

**ITEM-TRIBUNE** (m, e, S), New Orleans, La. **Augustus (Gus) N. Koorie** (also edits children's page for Sundays and church page for Saturdays). Uses column and a half seven days per week in the Tribune (morning), and a column and a half six days per week in the Item (afternoon)—**N.C.R.** Also art work on Sundays, limited to 12 column inches. Lists WSMB, WDSU, WWL. (B) Aug. 14. (M) Footlight Players.

**TIMES-PICAYUNE & NEW ORLEANS STATES** (m, e, S), New Orleans, La. **Orleania Stafford** (also secretary to the editor of the New Orleans States). Uses about one column daily, and 2 columns on Sunday—**N.** Also one 2-column photo Sundays. Lists CBS, NBC. (B) March 29.

**SHREVEPORT JOURNAL** (e), Shreveport, La. **Tom Ashley**. Uses 2 to 4 columns daily—**N.R.C.** Also uses small amount of art work. Lists NBC, CBS, KWKH, KTBS, KRMD and WLW. (B) Jan. 5. (E) Louisiana State U.

**SHREVEPORT TIMES** (m, S), Shreveport, La. **Ewing Canaday** (also merchandising manager and publicity director of KWKH-KTBS, owned by the Times). Uses from one to one and a half columns daily, full page Sunday—**N.R.C.** Also uses one photo daily, about 7 on Sunday. Lists NBC, CBS, KWKH, KTBS. (B) Sept. 24. (M) Ark-La-Tex Camera Club, Shreveport Camera Club.

## MAINE

**BANGOR DAILY COMMERCIAL** (e), Bangor, Me. No radio editor. Carries 2 columns daily, obtained from the AP and local stations.

**BANGOR DAILY NEWS** (m), Bangor, Me. No radio editor. Carries program

## RADIO EDITORS—Continued

listings, obtained from the New York Herald-Tribune and locally.

**BATH TIMES** (e), Bath, Me. No radio editor. Carries brief program listings daily. Source not specified.

**LEWISTON SUN-JOURNAL** (m, e), Lewiston, Me. No radio editor. Carries 2 columns of radio material daily. Source not specified.

**PORTLAND EVENING EXPRESS**, Portland, Me. No radio editor. Carries "very little" radio material, obtained from wire services and syndicates.

**PORTLAND EVENING NEWS**, Portland, Me. **Albert H. Ward, Jr.** Uses 2 columns daily, including programs—**N,C**. Also uses 3 to 6 mats a week, one and 2 column. Lists WEA, WJZ, WABC, WSSH, WLBZ, WAAB, WNAC, WEI, WBZ. (B) March 29. (E) Boston U.

**SUNDAY TELEGRAM**, Portland, Me. **Harold Edgerly Cram** (also editor of the paper). Uses full page, including program schedules, every Sunday—**R,C,N**. Also uses one-half and 3-column cuts and layouts when space permits. Lists WEA, WJZ, WABC, WSSH, WLBZ, WOR and short-wave stations. (B) June 27. (E) Erie Pape School of Art.

**ROCKLAND COURIER-GAZETTE** (m, Tues., Thurs., Sat.), Rockland, Me. No radio editor. Carries varying amount of radio material. Obtained via "ears and shears."

## MARYLAND

**ANNAPOLIS CAPITAL** (e), Annapolis, Md. No radio editor. Carries half column daily, obtained from the AP.

**BALTIMORE EVENING SUN**, Baltimore, Md. **George H. Steuart, Jr.** (also copy editor, headline writer). Uses one and two-third columns daily—**N,C**. Also uses art work occasionally. Lists NBC, CBS, Inter-City and Mutual programs having Baltimore outlet; WCAO, WFBR, WBAL, WCBM. (B) Feb. 29. (E) St. Joseph's. (M) Charcoal Club, American Legion, U. S. Naval Reserve.

**BALTIMORE NEWS-POST** (e) and **SUNDAY AMERICAN**, Baltimore, Md. **J. Hammond Brown**. Daily and Sunday columns total 16 to 20 columns a week—**N,C,R**. Also uses 2 to 4 cuts on Sunday. Lists WBAL, WFBR, WCAO, WCBM,

WFMD and WJEJ daily, plus WEA, WJZ, WABC, WMAL and WRC on Sunday. (B) Jan. 18. (E) Richmond U., Kentucky U., Princeton.

**SUNDAY SUN**, Baltimore, Md. **Harry Haller** (also film and drama editor). Uses one column a week—**C,N,R**. Also uses one or two photos a week. "Radio Highlights," running one column, lists picked programs of WEA, WJZ, WABC, WBAL, WFBR, WCAO and WCBM. (B) Jan. 14. (E) Princeton.

**CUMBERLAND DAILY NEWS** (m), Cumberland, Md. No radio editor. Carries three-quarter column daily, obtained from the AP.

**SALISBURY TIMES** (e), Salisbury, Md. No radio editor. Carries half-column of AP material.

## MASSACHUSETTS

**ATHOL DAILY NEWS** (e), Athol, Mass. No radio editor. Carries unspecified amount of program listings, obtained from station press releases.

**BOSTON EVENING AMERICAN & SUNDAY ADVERTISER**, Boston, Mass. No information after repeated requests. Previous information (1937) showed Newcomb F. Thompson to be radio editor, using full column daily, 2 columns Sunday.

**BOSTON GLOBE** (m, e, S), Boston, Mass. **Elizabeth L. Sullivan**. Uses 4 columns daily, full page Sunday—**C,N**. Four photos used Sunday; action strips occasionally. Lists WEA, WJZ, WEI, WNAC, WBZ, WAAB, WHDH, WMEX, WCOP, WORL, WLLH, WSSH, WTIC, WEAN, WORC, WGY, WPRO, WJAR and WTAG. (B) Jan. 25. (M) American Radio Relay League.

**BOSTON POST** (m, S), Boston, Mass. **Howard Fitzpatrick**. Uses half-column daily, 4 columns Sunday, not including programs—**N,C,R**. No art work. Lists WEA, WJZ, WABC, WBZ, WNAC, WEI, WAAB, WMEX, WHDH, WCOP, WORL, WLLH, WSSH, WEAN, WJAR, WORC, WTAG and WTIC. (B) Nov. 1. (M) Knights of Columbus.

**BOSTON DAILY RECORD** (m), Boston, Mass. No information after repeated requests. Previous information (1937) showed Stephen E. Fitzgibbon, Jr., to

## RADIO EDITORS—Continued

- be radio editor, using 3 columns daily, including listings.
- BOSTON TRANSCRIPT** (e), Boston, Mass. **Frederick W. Hobbs, Jr.** Uses one column daily, 2 Saturday—**N,C,R**. Also uses one cut every day, 2 on Saturday. Lists WBZ, WEEI, WNAC, WAAB, WMEX, WHDH and short-wave stations. (B) Oct. 2.
- CHRISTIAN SCIENCE MONITOR** (e), Boston, Mass. **Albert D. Hughes.** Uses full column weekly—**R,N,C**. Also uses varying number of layouts. Lists WEEI, WBZ, WNAC, WAAB and WMEX. (B) April 23. (E) Boston U.
- MICROPHONE** (w), Boston, Mass. **George Carleton Pearl.** 16-page weekly newspaper, tabloid size, devoted entirely to radio: Educational news, Washington news, short-wave news, fan material, programs, comment columns, program reviews and editorial criticism. Also uses about 30 photos and drawings per week. Lists all major networks, approximately 100 stations, affiliates and independent; 7 pages of programs in 12 editions. (B) Sept. 15. (E) Williams. (M) University Club.
- CLINTON ITEM** (e), Clinton, Mass. No radio editor. Carries a weekly column, "Sound, Shadow and Stage" written by Clinton Hall (a member of the staff), in which a varying amount of radio material is used.
- FITCHBURG SENTINEL** (e), Fitchburg, Mass. No radio editor. Carries AP program listings.
- GREENFIELD RECORDER - GAZETTE** (e), Greenfield, Mass. No radio editor. Carries about 3 inches of AP material daily.
- HAVERTHILL GAZETTE** (e), Haverhill, Mass. No radio editor. Carries NEA weekly feature story, averaging 2 columns with cuts; also daily program listings, amounting to one column, compiled from morning papers and edited to suit.
- HOLYOKE DAILY TRANSCRIPT-TELEGRAM** (e), Holyoke, Mass. **Michael O'Connor** (also news editor). Uses a column and a half daily—**N,C,R**. Art work used occasionally. Lists WBZA, WMAS, WSPR, WOR and WTIC regularly; chief features of NBC, CBS and Mutual. (B) Feb. 6. (E) Catholic U.
- LAWRENCE EAGLE & TRIBUNE** (m, e), Lawrence, Mass. **Sebastian Bartolotta** (also reporter). Uses 2 to 3 columns daily—**N,C**. Also uses cuts and mats of "unusual interest." Lists WLAW (owned by the papers), WBZ, WEEI, WMEX, WNAC, WAAB, WHDH, CKAC and short-wave stations. (B) March 12.
- LOWELL LEADER** (e), Lowell, Mass. **Ethel Kelcer Billings** (also writes theatre page, including "Spotlight on Hollywood" column; correspondent for Boston Post). Uses one and a half columns daily—**N,C,R**. Also uses "considerable" art work, amount depending on space available. Lists NBC, CBS, Mutual, Colonial and Yankee Networks; WEEI, WBZ, WNAC, WAAB, WLAW and WLLH. (B) Jan. 17.
- LOWELL SUN** (e), Lowell, Mass. **Charles G. Sampas** (also film editor and reviewer). Uses full column daily—**N,R,C**. Also uses glossies several times a week. Lists WNAC, WEEI, WBZ and WLLH. (Listings include "Best Bets" of the day and "Dancing Rhythms," noting times when dance orchestras are on the air). (B) Aug. 23. (E) Boston U.
- LOWELL SUNDAY TELEGRAM**, Lowell, Mass. **Elizabeth L. Pouzzner** (also reviews books, fashions, society, films, theatre, music, etc.). Uses news items scattered throughout section; rarely exceeds quarter-page. Also uses 10 or more cuts and mats each week. No regular program listings. (E) Radcliffe. (M) French Club, Choral Club, Liberal Club.
- DAILY ITEM** (e), Lynn, Mass. **Hazel Annette Anderson** (also secretary). Uses one-third column daily, exclusive of programs—**N,C,R**. Art work only occasionally. Lists complete programs of WEEI, WNAC, WAAB, WBZ; call letters only of WMEX, WHDH, WCOP, WORL and WLAW. (B) April 1. (E) Burdett. (M) Lynn Press Club (financial secretary).
- LYNN TELEGRAM-NEWS** (e, S), Lynn, Mass. No radio editor. Carries one column of program listings daily, obtained by clipping.
- MALDEN NEWS** (e), Malden, Mass. **Samuel Sayward.** Uses 2 columns daily, including program log—**R**. No art work. Lists WNAC, WEEI, WBZ and WAAB. (B) June 26.
- MEDFORD MERCURY** (e), Medford, Mass. No radio editor. Carries 2 to 3 columns of radio material daily, obtained from stations.

## RADIO EDITORS—Continued

- NEW BEDFORD MERCURY & STANDARD-TIMES** (m, e, S), New Bedford, Mass. **Paul F. Williams** (also police reporter on the Mercury). Uses about one and a quarter columns once a week—**N,R**. No art work. Program log is run daily and lists NBC, CBS, Mutual, WNBH, WEEL, WJAR, WEAN and WNAC. (B) April 20. (E) Boston U. (M) Edinburgh Fencing Club, The Dialectic Society. (Radio in Sunday Standard-Times is handled by Hayden Estey, q.v.)
- NEW BEDFORD STANDARD-TIMES** (e, S), New Bedford, Mass. **Hayden Estey** (also acting Sunday editor, waterfront reporter). Uses full page in Sunday edition, including program log, art work, etc.—**N,C**. Also uses a layout about 14 inches deep by 5 columns wide. Lists WEA, WJZ, WABC, WOR, WNBH, WBZ-WBZA, WEEL, WJAR, WEAN, CKAC. (B) Aug. 16. (E) Harvard. (M) Hasty Pudding Club, Institute of 1770, Phoenix S.K. (Radio editor of daily Mercury and Standard-Times is Paul F. Williams, q.v.)
- NEWBURYPORT DAILY NEWS** (e), Newburyport, Mass. No radio editor. Carries daily program listings of Boston stations, obtained from the stations' press releases.
- NORTH ADAMS TRANSCRIPT** (e), North Adams, Mass. **David T. Williams** (also circulation manager). Uses 2 columns of program listings and highlights daily. No art work. Lists WEA, WJZ, WABC and WGY.
- DAILY HAMPSHIRE GAZETTE** (e), Northampton, Mass. No radio editor. Carries daily news items, obtained from the AP, plus program listings for WEA, WJZ, WABC, WOR, WBZA, WMAS, WTIC and WDRC, obtained by clipping.
- BERKSHIRE EAGLE** (e), Pittsfield, Mass. **Kingsley R. Fall**. Uses about a column daily, including program listings—**N**. Also uses single column cuts 3 or 4 times a week. Lists WEA, WJZ, WABC, WOR and WGY. (E) Dartmouth.
- SALEM NEWS** (e), Salem, Mass. No radio editor. Carries daily program listings of WEEL, WNAC, WBZ, WAAB, obtained from stations' press releases.
- SOUTHBRIDGE NEWS** (e), Southbridge, Mass. No radio editor. Carries program listings (unspecified amount), obtained from stations.
- SPRINGFIELD REPUBLICAN & NEWS** (m, e) and **UNION & REPUBLICAN** (S), Springfield, Mass. **Benjamin Buxton**. Uses about 4 columns daily, full page Sunday—**N**. Also one or 2 cuts in the Sunday paper. Lists WBZA, WMAS, WSPR, WTIC, WDRC, WJZ, WEA, WABC, WGY, WOR. (B) March 10.
- SPRINGFIELD UNION** (m, e), Springfield, Mass. **Henry P. Lewis** (also columnist and assignment editor). Uses 500 to 700 words daily in evening edition—**R,C,N**. Also uses occasional mats. Lists WBZ, WMAS, WSPR, WTIC, WDRC and WOR.
- WALTHAM NEWS-TRIBUNE** (e), Waltham, Mass. No radio editor. Carries New England program listings. Source unspecified.
- WOBURN DAILY TIMES** (e), Woburn, Mass. No radio editor. Carries unspecified amount of radio material, obtained from radio stations.
- WORCESTER GAZETTE** (e), Worcester, Mass. **Dorothy Mattison**. Uses about 22 inches weekdays—**R,N,C**. No art work. Lists WTAG, WORC, WBZ, WEEL, WNAC, WOR and short-wave stations. (B) Feb. 5. (E) Antioch.
- WORCESTER POST** (e) Worcester, Mass. **Edward H. Eaton**. Uses 16 inches daily, not including programs—**R,C,N**. Also uses 1, 2 and 3 column cuts every day. Lists WORC, WTAG, WOR, WEEL, WEAN, WBZ. (B) Oct. 22. (M) Knights of Columbus, Worcester Fish and Game Assn., Worcester Fox Club.
- WORCESTER SUNDAY TELEGRAM**, Worcester, Mass. **Frederick L. Rushton** (also feature writer). Uses 2 pages weekly, including art, log, etc.—**N,C**. Also uses half-page of art work (pictures of stars heard in NBC programs over WTAG preferred). Lists WTAG, WORC, WNAC, WBZ, WOR, WEEL. (B) Nov. 21. (E) Holy Cross.

## MICHIGAN

- ADRIAN DAILY TELEGRAM** (e), Adrian, Mich. **Allen J. Purvis** (also reporter). Uses 2 columns daily—program schedules only. No art work. Lists WJR, WWJ, WLW, WTAM, CKLW. (B) Feb. 12. (E) Indiana U. (M) Sigma Delta Chi.
- ANN ARBOR NEWS** (e), Ann Arbor, Mich. **E. N. Stanger** (also photographer). Program listings of WWJ, WJR, CKLW

## RADIO EDITORS—Continued

and WXYZ only. Some art work used on an irregular schedule. (B) May 20. (E) Michigan. (M) Phi Sigma Kappa.

**BATTLE CREEK ENQUIRER & NEWS** (e, S), Battle Creek, Mich. **John C. F. Healey** (also film editor, assistant city editor). Uses 20-inch column weekly—N,C,R. Also uses photos with spot news stories 2 or 3 times a week. Lists NBC and WELL (the Enquirer & News station) completely; highlights of CBS. (B) Nov. 7. (E) U. of Michigan. (M) Alpha Delta Phi, Reserve Officers Assn., Athelstan, U. of Michigan Club, Sigma Delta Chi.

**BATTLE CREEK MOON-JOURNAL** (e, S), Battle Creek, Mich. **J. Ray Simmons**. Uses daily a "Radio Riddle," with paragraph about artist pictured. Question on artist appears on another page. Lists NBC, CBS and Mutual weekdays and Sunday, with box of best features of the day. (B) April 9.

**BAY CITY TIMES** (e, S), Bay City, Mich. **Alice M. Zingg**. Uses half-column daily, exclusive of program log and highlights—N,C. Art work is used on Sunday only. Lists WWJ, WJR, WLW and WGN. (B) Dec. 23. (E) U. of Michigan. (M) Theta Sigma Phi.

**BENTON HARBOR NEWS-PALLADIUM** (e), Benton Harbor, Mich. No radio editor. Carries half-column of program listings, obtained from the AP and "other sources."

**CALUMET NEWS** (e), Calumet, Mich. No radio editor. Carries a galley of radio material daily, obtained from the AP and syndicate services.

**DETROIT FREE PRESS** (m, S), Detroit, Mich. **Edgar A. Guest, Jr.** (also daily newscaster for Household Finance Corp. over WJR). Uses full page every Sunday—R,N,C. Also uses 2 or 3 photos a week. Lists NBC, CBS and Mutual. (B) July 7. (E) U. of Michigan. (M) Phi Kappa Psi, Detroit Athletic Club.

**DETROIT NEWS** (e, S), Detroit, Mich. **Herschell Hart**. Uses "Air Gossip" column daily and Sunday, running 12 inches, exclusive of features, program log, etc.—N,C,R. Full radio page Sunday. Also uses one column of art work daily, considerably more in Sunday issue. Lists WWJ, WJR, WXYZ, CKLW, CBW, WMBC, WJBK, WEXL. (B) April 6.

(E) Indiana U. (M) Sigma Alpha Epsilon.

**DETROIT SATURDAY NIGHT**, Detroit, Mich. **Paul Hale Bruske**. Uses one and a half columns weekly—N,C,R. Occasionally uses a news photo. No regular program listings. (B) Nov. 7. (E) Alma College. (M) Detroit Tennis Club, Pinewoods Camp Assn., Higgins Lake Assn.

**DETROIT TIMES** (e, S), Detroit, Mich. No information after repeated requests. Previous information (1937) showed Pat Dennis to be radio editor, using one column daily, 2 on Sunday.

**FLINT JOURNAL** (e, S), Flint, Mich. **Arthur Charles Pamerleau**. Uses 2 columns daily, 8 on Sunday—R,C,N. Also two 2-column and several single column cuts weekly. Lists WWJ, WJR, WLW, NBC, CBS. (B) June 2. (M) Quill and Scroll, Michigan Press Assn.

**GRAND RAPIDS HERALD** (m, S), Grand Rapids, Mich. **William B. McClaran**. Uses about a column every Sunday—R,C,N. Art work appears infrequently. Lists WGN, WBBM, WMAQ, WOOD-WASH, WTMJ, WJR, WLW and short-wave stations. (B) March 14. (E) Ohio State U. (M) Army and Navy Club, Naval Reserve Officers Assn., U. S. Naval Institute.

**HILLSDALE DAILY NEWS** (e), Hillsdale, Mich. No radio editor. Carries one column daily, obtained from the AP, Radio Guide, and station press releases.

**KALAMAZOO GAZETTE** (e, S), Kalamazoo, Mich. **R. A. Patton** (also Sunday editor). Uses about a column of program listings and program highlight notes throughout the week (Friday column carries programs for Saturday and Sunday). No art work. Lists WEAF, WTAM, WTMJ, WGY, WLW, WSM, WMAQ, WWJ, WJZ, WLS, WXYZ, WABC, WJR, WHAS, WBBM, WGN, CKLW, WOR and short-wave stations. (B) Feb. 11. (E) Lawrence, Missouri U. (M) Old Wayne, Detroit.

**KALAMAZOO NEWS ADVERTISER** (w), Kalamazoo, Mich. **Merlin Stonehouse**. Uses "Static" column running 36 to 50 inches per week; "Ad-Visor" column running 12 inches—N,R,C. Also uses unspecified amount of art work each issue. Lists WKZO, MRN, NBC, Canadian Broadcasting Corp.

## RADIO EDITORS—Continued

- LUDINGTON DAILY NEWS** (e), Ludington, Mich. No radio editor. Carries quarter-column of AP material daily.
- MARQUETTE MINING JOURNAL** (m), Marquette, Mich. No radio editor. Carries brief daily program listings, obtained from the AP.
- MENOMINEE HERALD-LEADER** (e), Menominee, Mich. No radio editor. Carries half-column daily, obtained from the AP and "other services."
- MIDLAND DAILY NEWS** (e), Midland, Mich. No radio editor. Carries brief column of program listings, obtained from 5 stations.
- MONROE NEWS** (e), Monroe, Mich. **C. E. Lorraine.** Uses about half column on irregular schedule, plus program listings—**C.N.** No art work. Lists WWJ, WJR, WXYZ, WSPD, CKLW. (B) May 11. (E) Adrian.
- MOUNT CLEMENS DAILY LEADER** (e), Mount Clemens, Mich. No radio editor. Carries one column of radio material daily, obtained from press association.
- PETOSKEY NEWS** (e), Petoskey, Mich. No radio editor. Carries daily program listings, with occasional news items about "extraordinary broadcasts." No source specified.
- PONTIAC DAILY PRESS** (e), Pontiac, Mich. No radio editor. Carries "very little" radio material, mailed in by stations.
- PORT HURON TIMES HERALD** (e, S), Port Huron, Mich. No radio editor. Carries 1½ columns of program listings daily, obtained from stations.
- ROYAL OAK DAILY TRIBUNE** (e), Royal Oak, Mich. No radio editor. Carries program listings of WWJ, WXYZ, WJR, CKLW and WEXL, obtained from the stations.
- SAGINAW NEWS** (e, S), Saginaw, Mich. **Leslie A. Wahl** (also picture and church editor, assistant state editor). Uses 24 to 48 inches daily, including program schedules—**N,R,C.** Also uses art work about twice a week. Lists WBCM, WGN, WJR, WLW and WMAQ. (B) Nov. 20.
- SAULT STE. MARIE NEWS** (e), Sault Ste. Marie, Mich. No radio editor. Carries important radio programs, obtained from the AP.
- SOUTH HAVEN TRIBUNE** (e), South Haven, Mich. No radio editor. Carries daily program listings of WMAQ, WGN, WBBM, WLS, WLW, WENR, WCFL, obtained from NBC, CBS and Mutual press releases.
- THREE RIVERS COMMERCIAL** (e), Three Rivers, Mich. No radio editor. Carries program listings, obtained by clipping.
- WYANDOTTE DAILY NEWS** (e), Wyandotte, Mich. **Clarence A. Liebelt** (also city editor). Uses 10 column-inches daily, exclusive of program listings—**N,R,C.** Also uses art work at least once a week. Lists WWJ, WXYZ, WJR and CKLW. (B) March 25.

## MINNESOTA

- AUSTIN DAILY HERALD** (e), Austin, Minn. **Richard R. Riedel** (also aviation and photo editor, reporter). Uses half to full column twice a week—**N.** Photos run daily. Program log is run daily and lists NBC, CBS, KGLO, KATE, WCCO, KSTP, WTCN. (B) Dec. 26.
- DULUTH HERALD** (e) & **NEWS-TRIBUNE** (m, S), Duluth, Minn. **James T. Watts** (also Variety correspondent). Uses half column in both papers Monday to Friday, two columns in Sunday News-Tribune—**C,N,R.** In addition, runs special feature stories. Also uses photos daily in the Herald, layouts and single cuts or mats of all sizes in Sunday News-Tribune. Lists NBC, CBS, WEBC, KDAL, WMFG and WHLB. (B) Aug. 25. (E) U. of Minnesota.
- FARIBAUT DAILY NEWS** (e), Faribault, Minn. No radio editor. Carries about a column daily, obtained from the AP and press services.
- INTERNATIONAL FALLS DAILY JOURNAL** (e), International Falls, Minn. Carries one-third column of program listings daily, obtained from NBC and CBS.
- MANKATO FREE PRESS** (e), Mankato, Minn. No radio editor. Carries varying amount of radio space; lists KSTP and WCCO programs daily; AP highlights and wire story; also some feature stories.
- MARSHALL MESSENGER** (e), Marshall, Minn. No radio editor. Carries daily



## RADIO EDITORS—Continued

listings of WCCO, KSTP, obtained by clipping Minneapolis Tribune.

**MINNEAPOLIS JOURNAL** (e, S), Minneapolis, Minn. **Philip W. Schulte** (also copyreader). Uses full page Sunday—N.C. Also uses equivalent of five column by 4-inch layout. Lists KSTP, WCCO, WTCN, WGDY and WMIN daily and Sunday. (B) Dec. 4. (E) U. of Minnesota.

**MINNEAPOLIS STAR** (e), Minneapolis, Minn. **Eleanor M. Shaw** (also assistant to promotion manager). Uses Radio Guide listings daily; news items appear now and then in story form. Also uses news photos 3 times a week. Lists NBC, CBS and Mutual; WCCO, KSTP, WTCN, WGDY and WMIN. (B) April 12. (E) U. of Minnesota. (M) Kappa Alpha Theta, Theta Sigma Phi, Coronto.

**MINNEAPOLIS TRIBUNE** (m, e, S), Minneapolis, Minn. **Enar A. Ahlstrom** (also stock market editor). No regular column; space confined strictly to news stories. Uses 4 or 5 single-column cuts weekdays, 2-column cut Sunday. Lists WTCN (the Tribune-St. Paul Dispatch station), WCCO, KSTP, WGDY, WMIN, WLB and WCAL. (B) July 11.

**NEW ULM DAILY JOURNAL** (e), New Ulm, Minn. No radio editor. Carries 20 inches daily, obtained "by letter."

**OWATONNA JOURNAL-CHRONICLE** (e), Owatonna, Minn. No radio editor. Carries 1½ columns daily, obtained from station schedules.

**RED WING DAILY EAGLE** (e), Red Wing, Minn. No radio editor. Carries unspecified amount of program listings, obtained by clipping.

**RED WING DAILY REPUBLICAN** (e), Red Wing, Minn. No radio editor. Carries half-column daily, obtained by mail and from the UP.

**ST. CLOUD TIMES-JOURNAL** (e), St. Cloud, Minn. No radio editor. Carries two-thirds column daily, obtained from stations and the AP.

**ST. PAUL DISPATCH (e) & PIONEER PRESS** (m, S), St. Paul, Minn. No radio editor. Carries an average of 7 columns of radio material weekly, exclusive of program listings, with about 4 cuts in the Sunday Cosmopolitan Sec-

tion. Lists WMIN, WGDY, WTCN, KSTP, WCCO, and short-wave stations. Material obtained from "various sources."

**ST. PAUL DAILY NEWS** (e), St. Paul, Minn. No radio editor. Averages 5 inches of radio material daily, obtained through local stations.

**STILLWATER DAILY GAZETTE** (e), Stillwater, Minn. No radio editor. Carries program listings for nearby stations, obtained by clipping Twin City papers.

**VIRGINIA DAILY ENTERPRISE** (e), Virginia, Minn. No radio editor. Carries 6 to 10 inches daily, obtained from the AP.

**WILLMAR DAILY TRIBUNE** (e), Willmar, Minn. No radio editor. Carries only WCCO program listings.

**WINONA REPUBLICAN-HERALD** (e), Winona, Minn. **H. R. Wiecking**. Uses daily program listings, plus new program notes several times weekly, on local station KWNO. No art work. (E) U. of Minnesota.

## MISSISSIPPI

**BILOXI-GULFPORT DAILY HERALD** (e), Biloxi, Miss. **Audrey Jeanne Wilkes**. Uses half to three-quarter column daily—N. No art work noted. No listings. (B) Dec. 13.

**CLARKSDALE DAILY REGISTER** (e, except Saturday, S), Clarksdale, Miss. **Johanna Serio** (also film editor). Uses 2 pages Sundays—N.R.C. Also large amount of photos and mats. No stations listed. (B) July 30. (M) Business and Professional Women, King's Daughters, Woman's Club, Catholic Club.

**GRENADA DAILY STAR** (e), Grenada, Miss. No radio editor. Carries radio material occasionally, as sent in or requested by paper's advertisers.

**MC COMB DAILY ENTERPRISE** (e, except Saturday), McComb, Miss. No radio editor. Carries small, unspecified amount of radio material. No sources given.

**MERIDIAN STAR** (e, S), Meridian, Miss. No radio editor. Carries program listings and occasional pictures and items obtained from the AP and NEA Service.

**TUPELO DAILY JOURNAL** (m), Tupelo, Miss. **Donald H. Lilly** (also sports and

## RADIO EDITORS—Continued

- feature page editor, proofreader). Uses 15 column-inches daily—**C,R**. Accepts one, 2 and 3-column mats, 4 to 6 inches deep. Lists NBC, CBS, Mutual, WMC, WSM, WLW, WREC, WGN, WHAS, WBHP, WFAA, "and others." (B) Aug. 22. (E) Millsaps College. (M) Kappa Sigma.
- VICKSBURG POST** (e), Vicksburg, Miss. No radio editor. Carries about half-column daily, principally about programs of WQBC, owned by the paper.
- ### MISSOURI
- CARROLLTON DEMOCRAT** (e), Carrollton, Mo. No radio editor. Carries one-quarter to one-half column of news daily, and "some articles sent us." No program listings.
- CARTHAGE PRESS** (e), Carthage, Mo. No radio editor. Carries unspecified amount of radio material, obtained from the AP and the paper's staff.
- EXCELSIOR SPRINGS DAILY STAND-ARD** (e, except Saturday, S), Excelsior Springs, Mo. **Frank E. Miller**. Uses one-half to full column daily—**N,C**. Also small amount of art work once weekly. Lists WDAF, KMBC, WHB, WREN. (B) June 24. (E) Wooster. (M) Kiwanis, Elks, Masons.
- INDEPENDENCE EXAMINER** (e), Independence, Mo. No radio editor. Carries program listings, obtained from stations.
- JEFFERSON CITY NEWS & TRIBUNE** (m, except Monday; e, except Saturday, S), Jefferson City, Mo. **A. B. Jackson, Jr.** (also sports editor and news reporter on station KWOS, owned by the papers). Uses program listings only daily; full column Sundays—**C,N,R**. Also uses about 2 cuts weekly. Lists KWOS (space devoted almost exclusively to this station). (B) Aug. 27. (E) Missouri Valley, Missouri U. (M) Sigma Delta Chi.
- JOPLIN GLOBE** (m, exception Monday, S), Joplin, Mo. No radio editor. Carries AP program listings.
- KANSAS CITY JOURNAL-POST** (e, S), Kansas City, Mo. **John C. Swayze** (also daily newscaster over WHB). Uses 1,000-word column weekdays, each being devoted to a single important personality—frequently, but not always, a radio personality. Uses a full page Sunday—**N,C,R**. Also uses a layout of 4 to 6 photos on Sunday. Lists WHB, KMBC, WREN and WDAF completely; highlights of KMCO and KXBY. (B) April 4. (E) U. of Kansas.
- KANSAS CITY STAR** (e, S), Kansas City, Mo. **H. Dean Fitzer**. Uses varying amount of space in Sunday radio section—**C,N**. Also uses as much art work as space permits. Program log is run daily and lists WDAF (owned by the paper), WREN, KMBC, WHB, KXBY, KCMO, KCKN. (B) July 22. (E) U. of Kansas.
- NEVADA DAILY MAIL & POST** (e), Nevada, Mo. No radio editor. Carries unspecified amount of radio material occasionally, which is "sent to us in news reports."
- OSCEOLA DAILY DEMOCRAT** (e), Osceola, Mo. No radio editor. Prints "an occasional item." No sources given.
- ST. JOSEPH GAZETTE** (m), St. Joseph, Mo. **Major Dow Mooney** (also news editor, newscaster over KFEQ). No regular column carried by paper at present. (B) Feb. 10. (E) Oklahoma Baptist U. (M) Shrine, American Legion.
- ST. JOSEPH NEWS-PRESS** (e, S), St. Joseph, Mo. **Sargent Prentiss Mooney** (also acting state editor; newscaster over KFEQ twice daily). Uses column of program listings only, daily, including Sunday. No art work. Lists KFEQ, WHO, WOW, WDAF, KMBC, KFAB, WHB. (B) July 18. (E) Oklahoma U., Oklahoma Baptist U. (M) Sigma Chi, Chi Chi Chi, Theta Nu Epsilon, D.D.M.C., Dramatic Society, Mokus Club, St. Joseph Junior Chamber of Commerce.
- ST. LOUIS GLOBE DEMOCRAT** (m, S), St. Louis, Mo. **Harry E. LaMertha**. Uses 2 columns daily, full page Sunday—**N,C**. Also uses an average of 3 photos on Sunday. Lists KMOX, KWK, KSD, WIL, WEW, KFUE and WLW regularly, WMAQ occasionally. (B) March 5. (M) Military Order of the World War, American Legion, Veterans of Foreign Wars, Forty & Eight.
- ST. LOUIS STAR TIMES** (e), St. Louis, Mo. No information after repeated requests. Previous information (1937) showed Ray V. Hamilton to be radio editor, using 20 column-inches daily.
- SPRINGFIELD LEADER & PRESS** (e) and **NEWS & LEADER** (S), Springfield,

## RADIO EDITORS—Continued

Mo. **Dick Terry** (also film editor, columnist). Daily about-town-column covers radio; Sunday radio and amusement section runs 2 pages—**N.C.** Uses about 100 inches of art work on Sunday. Lists KWTO and KGBX. **(B)** Dec. 3.

**TRENTON REPUBLICAN-TIMES** (e), Trenton, Mo. No radio editor. Carries small, occasional amount of radio material, obtained from unspecified sources.

**WARRENSBURG STAR-JOURNAL** (e), Warrensburg, Mo. No radio editor. Carries unspecified amount of radio material, obtained "through mail from sponsors."

**WEBB CITY DAILY LEADER** (e), Webb City, Mo. No radio editor. Carries chiefly radio cuts. No sources or schedules given.

**WEBB CITY SENTINEL** (e), Webb City, Mo. No radio editor. Carries small amount of radio material, obtained from press releases.

## MONTANA

**MILES CITY STAR** (e, except Saturday, S), Miles City, Mont. No radio editor. Carries unspecified amount of radio material "occasionally." No source given.

**WHITEFISH PILOT** (e, except Monday), Whitefish, Mont. No radio editor. Carries radio material on a small scale in cooperation with advertising campaigns.

## NEBRASKA

**BEATRICE DAILY SUN** (e, except Saturday, S), Beatrice, Nebr. **Jeanne Marvin**. Uses one column daily—**N.** Also uses unspecified number of photos. Lists NBC and CBS. **(B)** July 24.

**FREMONT DAILY TRIBUNE** (e), Fremont, Nebr. **Lynn Fenstermacher** (also reporter, feature writer). Uses about 10 inches weekdays, exclusive of log—**N,C,R.** Also uses a single or double-column mat daily. Lists KFAB, KOIL, WOW. **(B)** Oct. 30. **(E)** Midland.

**HASTINGS SPOTLIGHT** (m, except Monday), Hastings, Nebr. No radio editor. Carries a "little" radio material, obtained from "pick ups."

**NORFOLK DAILY NEWS** (e), Norfolk, Nebr. No radio editor. Carries 6 to 10

inches of radio material daily. Source not specified.

**NORTH PLATTE TELEGRAPH** (e), North Platte, Nebr. No radio editor. Carries unspecified amount of AP material.

**OMAHA WORLD-HERALD** (m, e, S), Omaha, Nebr. **Keith Wilson**. No regular column or art work. Uses daily program log, with day's highlights. Lists KFAB, KOIL, WAAW, WOW, and short-wave stations. **(E)** Creighton U.

**YORK DAILY NEWS-TIMES** (e), York, Nebr. No radio editor. Carries material of local interest, obtained through press releases, etc., and correspondents.

## NEVADA

**NEVADA STATE JOURNAL** (m, S), Reno, Nev. **Ivy Freeman**. Uses 2 columns weekly—**C,N,R.** Also uses 2 photos each week. Lists NBC, CBS, KSL, KNX, KPO, KGO. **(B)** May 31. **(E)** U. of Nevada.

## NEW HAMPSHIRE

**CLAREMONT DAILY EAGLE** (e), Claremont, N. H. No radio editor. Carries radio material when it is "actual news." Obtained from the AP.

**CONCORD MONITOR & PATRIOT** (e), Concord, N. H. **Richard H. Keeler** (also police and fire reporter). Uses varying amount of space weekdays. Art work used occasionally. Lists NBC, CBS, Mutual, WFEA, WLNH, WHEB. **(B)** July 2. **(M)** South Church Philatelic Society (secretary).

**LACONIA CITIZEN** (e), Laconia, N. H. No radio editor. Lists local station programs (WLNH), obtained from the station.

## NEW JERSEY

**ASBURY PARK PRESS** (m, S), Asbury Park, N. J. No radio editor. Carries small amount of radio material, obtained from releases.

**ATLANTIC CITY PRESS-UNION** (m, e, S), Atlantic City, N. J. **Howard P. Dimon** (also amusement editor, film critic). Uses program schedules, with highlights,

## RADIO EDITORS—Continued

- weekdays and Sunday. No art work. Lists WEAF, WJZ, WABC, WOR and WPG. (B) Dec. 9. (M) Masons, Press Club.
- BURLINGTON ENTERPRISE** (e), Burlington, N. J. No radio editor. Carries daily program listings only. Source not specified.
- CAMDEN COURIER-POST** (e, m), Camden, N. J. **Isabelle Bendinger**. Uses one column in both papers weekly—**R,C,N**. Also uses art work about twice a week. Lists WEAF, WJZ, WABC, WOR, WFIL, KYW, WCAU, WIP and WPG. (B) March 25.
- BERGEN EVENING RECORD**, Hackensack, N. J. **Justin Gilbert** (also editor of Police Call, national police organ). Uses a daily Broadway column, running about 20 inches—**C,N,R**. Personality stories on artists acceptable only if they have Broadway angle. Frequently uses mats to illustrate column. Lists WEAF, WJZ, WABC, WOR, WMCA, WNEW, WHN. (B) April 1.
- JERSEY JOURNAL** (e), Jersey City, N. J. **C. J. Ingram** (also financial editor; gives daily newscasts over WAAT and has Sunday show, "Star Dust"). Uses full column daily—**C,R**. Also uses one cut daily. Lists WEAF, WJZ, WABC, WOR, WAAT, WHOM, WMCA, WHN and WNEW. (B) Nov. 8.
- LAKEWOOD DAILY TIMES** (e), Lakewood, N. J. No radio editor. Carries daily program listings on 4 major stations, and some short radio articles. Obtained from "various sources."
- MORRISTOWN RECORD** (e), Morristown, N. J. No radio editor. Carries "some" radio material, obtained from press releases.
- NEWARK EVENING NEWS**, Newark, N. J. **Hubert R. Ede**. No column; art work occasionally. Lists evening and following morning's programs of WEAF, WJZ, WABC, WOR, WQXR, WMCA, WINS, WNEW, WAAT, WHN, WCAP and short-wave stations. (B) Nov. 14. (E) Brown U.
- NEWARK LEDGER** (m, S), Newark, N. J. **Jack Shafer** [also associated with the Long Island Press (e, S) and the Staten Island Advance (e)]. Uses 700 words daily, 1,000 words Sunday—**C,R,N**. Art work is run occasionally. Lists WEAF, WJZ, WABC, WOR, WEVD, WHN, WQXR, WINS, WMCA and WNEW. (B) Dec. 24. (E) Columbia U.
- NEWARK SUNDAY CALL**, Newark, N. J. **Albert Edwin Sonn**. Uses 2 columns every Sunday—**R,C,N**. Also uses mats and cuts, one and 2 columns. Lists full week's programs of WEAF, WJZ, WABC and WOR; Sunday programs of WHN, WQXR, WAAT, WHOM, WHBI, WBIL, WOV, WEVD and WMCA. (B) Oct. 13. (E) Stevens Tech. (M) Newark Amateur Cinema League (president).
- DAILY HOME NEWS** (e) & **SUNDAY TIMES**, New Brunswick, N. J. **Will Baltin** (also theatre and television editor). Uses a full page daily, including one column of program schedules and highlights—**N,C,R**. On Sunday runs, in addition, regular television column and an occasional feature article on radio. Uses single-column cut daily; additional ones Sunday. Lists WEAF, WJZ, WABC and WOR regularly; WMCA, WHN, WQXR and WAWZ occasionally. (B) Oct. 17. (M) Mu Sigma, Y.M.H.A. Park Men's Club.
- DAILY COURIER OF THE ORANGES AND MAPLEWOOD** (e), Orange, N. J. **Stan B. Coe** (also book and aviation editor). "Stan Coe's Radio Dialog" runs about 20 inches daily—**N,C,R**. (Weekly column under same name is syndicated and appears in about 60 northern New Jersey weeklies.) Uses mats occasionally. Lists WEAF, WJZ, WABC, WOR. (B) Oct. 2.
- PALMYRA, N. J. Lawrence Witte**. Free-lance radio columnist (also Philadelphia correspondent for Tempo, contributor to Radio Guide, and broadcaster of weekly program, "Mike Notes," over KYW). "Static" appears daily in Burlington, N. J. Daily Press (600 words with occasional art), weekly in Town, a news supplement to 167 papers published in Rochester, N. Y. (1500 words with art), and weekly in the Palmyra News, Camden Times, Riverside Press (all of N. J.), the Greater Wheeling, W. Va., Home Talk, and the West Chester County Press papers in N. Y. (600 words).
- PASSAIC HERALD-NEWS** (e), Passaic, N. J. **Carl Ek**. Uses daily program log and list of the day's best features. Lists WEAF, WJZ, WABC, WOR, WMCA.
- PERTH AMBOY NEWS** (e), Perth Amboy, N. J. No radio editor. Carries daily program listings. Source not specified.
- PLAINFIELD COURIER-NEWS** (e), Plainfield, N. J. **A. Wallace Gray**. Uses pro-

## RADIO EDITORS—Continued

gram schedules only. Lists WEAF, WJZ, WABC, WOR daily. (B) Feb. 16. (M) Plainfield Art Assn., Little Theatre clubs.

**TRENTON TIMES-ADVERTISER** (e, S), Trenton, N. J. No radio editor. Carries skeleton listing of daily programs. Source not specified.

**VINELAND TIMES** (e), Vineland, N. J. No radio editor. Carries program listings only, obtained from press agents.

**WILDWOOD LEADER** (w), Wildwood, N. J. No radio editor. Carries half-column every Thursday, obtained from the AP.

## NEW MEXICO

**ALBUQUERQUE JOURNAL** (m, S), Albuquerque, N. Mex. **Paul R. Weeks** (also local correspondent, Transradio News Service). Uses half-column weekly—**N,R,C**. Art work appears very seldom. Lists KOB and its NBC programs. (B) Dec. 9. (E) U. of New Mexico.

**ALBUQUERQUE TRIBUNE** (e), Albuquerque, N. Mex. No radio editor. Carries program listings and special announcements pertaining to, and obtained from, KGGM.

**SILVER CITY DAILY PRESS** (e, except Saturday), Silver City, N. Mex. No radio editor. Carries brief announcements of programs daily. Source not specified.

**TUCUMCARI DAILY NEWS** (e, except Saturday), Tucumcari, N. Mex. No radio editor. Carries 10 inches of radio material per week, obtained from "free news service."

## NEW YORK

**KNICKERBOCKER NEWS** (e), Albany, N. Y. **Mary O'Neill**. Uses two columns once a week—**R,C,N**. Two or three pieces of art accompanies weekly column; photos rarely run daily. Lists WGY, WOKO and WABY. (B) Dec. 4.

**ALBANY TIMES-UNION** (m, S), Albany, N. Y. **Douglas Dahm** (also financial editor). Uses nearly two columns daily—**C,N**. Also uses unspecified number of photos each day. Lists WGY, WABY, WOKO. (B) Sept. 8.

**AUBURN CITIZEN-ADVERTISER** (e), Auburn, N. Y. **Victor J. Callaman**. Uses daily AP listings (plus local station WMBO) and program highlights. No art work.

**BALLSTON DAILY JOURNAL** (e), Ballston Spa, N. Y. No radio editor. Carries half-column of material, obtained from WGY.

**BINGHAMTON SUN** (e), Binghamton, N. Y. **Letitia J. Lyon** (also women's editor). Uses 2 columns, 16 inches deep daily—**N,C,R**. Also uses photo of a performer occasionally. Lists NBC, CBS, WNBF and WGY. (B) Oct. 27. (M) Business and Professional Women's Club, Junior League.

**BUFFALO NEWS** (e), Buffalo, N. Y. **Rod Reed**. Uses full column daily—**N,R,C**. Half-column of art work used daily except Saturday, when space runs 4 to 6 columns. Lists NBC, CBS, WGR, WBEN, WKBW, WEBR, WBNY, WSVS, CFRB and W8XH. (B) April 15.

**BUFFALO TIMES** (e, S), Buffalo, N. Y. **Don Tranter**. Uses one column daily, including Sundays—**R,N,C**. Also uses one-column cut daily, 2-column cut Sunday. Lists WGR, WKBW, WBEN, WEBR, WBNY. (B) Sept. 30. (E) Penn State.

**POLISH EVERYBODY'S DAILY** (e), Buffalo, N. Y. **Casimer Zwierzynski** (also feature editor). Uses 2 columns Monday to Friday, tabloid page in Saturday magazine section—**N,C,R**. Also uses about 4 columns of art work weekly. Lists NBC, CBS and Mutual, WGR, WKBW, WBEN, WEBR, and WBNY, plus weekly schedule of short-wave broadcasts from Poland. (B) Dec. 6. (E) Canisius College. (M) Buffopole Athletic Assn., Musical Assn., Camera Club.

**CANANDAIGUA DAILY MESSENGER** (e), Canandaigua, N. Y. No radio editor. Carries daily program listings, obtained from stations.

**CATSKILL DAILY MAIL** (e), Catskill, N. Y. No radio editor. Carries unspecified amount of radio material, obtained from the New York Times.

**CORNING LEADER** (e), Corning, N. Y. No radio editor. Carries 2 columns of AP material.

**CORTLAND STANDARD** (e), Cortland, N. Y. No radio editor. Carries AP program listings.

## RADIO EDITORS—Continued

- DUNKIRK OBSERVER** (e), Dunkirk, N. Y. No radio editor. Carries half-column of selected programs, source not given.
- GLENS FALLS POST-STAR** (m), Glens Falls, N. Y. **Florence Webster** (also society, church and theatre editor, and general reporter). Uses one and a half columns daily, boxed—program listings only. No art work. Lists WEA, WJZ, WABC, WOR, WGY. (B) March 1. (E) Wellesley.
- NORTH SHORE DAILY JOURNAL** (e), Flushing, N. Y. No radio editor. Carries small amount of radio material, obtained through paper's advertisers.
- HUDSON REGISTER** (e), Hudson, N. Y. No radio editor. Carries from one to 2 columns, obtained from the AP and "direct."
- HUDSON DAILY STAR** (m), Hudson, N. Y. No radio editor. Carries WGY program listings, obtained from the station.
- CORNELL DAILY SUN** (m), Ithaca, N. Y. **Daniel Kops**. (Also managing editor of the Sun, a college paper.) Uses daily entertainment column, running about 12 inches, which contains radio material—C,N. Also uses cuts of radio stars. Lists WEA, WJZ, WABC and WESG. (B) Aug. 7. (E) Cornell (undergrad). (M) Sigma Delta Chi.
- ITHACA JOURNAL** (e), Ithaca, N. Y. No radio editor. Carries one to 1½ columns, obtained from the AP.
- QUEENS EVENING NEWS**, Jamaica, N. Y. **George Holden**. Uses 2 columns daily—R,C,N. Also uses 8 square inches of art work daily. Lists WEA, WJZ, WABC, WOR, WQXR, WHN, WMCA, WNYC. (B) July 27. (E) U. of Michigan.
- JAMESTOWN JOURNAL** (e), Jamestown, N. Y. No radio editor. Carries "only news justified by facts, together with daily programs." Source not specified.
- JAMESTOWN POST** (m), Jamestown, N. Y. No radio editor. Carries daily AP program listings, plus complete schedules for local station WJTN. Also carries the special program features sent out by AP.
- LOCKPORT UNION-SUN & JOURNAL** (e), Lockport, N. Y. No radio editor. Carries 3 columns of radio material daily, which is obtained from "various sources."
- MIDDLETOWN TIMES-HERALD** (e), Middletown, N. Y. No information after repeated requests. Previous information (1937) showed Raymond J. Dulye to be radio editor, using about three-quarter column daily, plus full page weekly devoted to radio and the stage.
- NEWBURGH NEWS** (e), Newburgh, N. Y. No radio editor. Carries program listings and filler, obtained from the NEA Service.
- ASSOCIATED PRESS**, New York, N. Y. **C. E. Butterfield**. Uses daily and weekly column, 300 to 500 words each—N,C,R. No art work. Lists NBC, CBS and Mutual. (B) Nov. 14.
- BRONX HOME NEWS** (e, S), The Bronx, N. Y. **William F. Germain** (also feature editor). Uses 2 to 2¾ columns daily—N. Also cuts of local artists. Lists "major network stations and a few of the lower band stations." (B) Aug. 19. (M) American Legion.
- BROOKLYN CITIZEN** (e), Brooklyn, N. Y. **Murray Rosenberg**. Uses full column weekdays—C,N. Also runs biographical material occasionally under title "Air Aces." Uses single-column mat or cut daily. Lists WEA, WJZ, WABC, WOR, WHN, WNYC and WMCA. (B) April 28. (E) Brooklyn College. (M) Century Lodge (associate editor of Lodge's semi-monthly, "Century Sentinel").
- LONG ISLAND PRESS** (e, S), Jamaica, N. Y. No radio editor. Carries several columns of syndicate matter and column by Jack Shafer. (See his listing under Newark (N. J.) Ledger.)
- LONG ISLAND DAILY STAR** (e), Long Island City, N. Y. No radio editor. Carries quarter-column weekly, material being obtained from press releases.
- JEWISH DAILY FORWARD** (e, S), New York, N. Y. **Joseph P. Katz**. Uses one column weekdays, 5 on Sunday—N,C,R. Also uses 3 columns of art work weekly. Lists WEA, WJZ, WABC, WOR, WNYC, WEVD and WQXR.
- NEW YORK JOURNAL-AMERICAN** (S), New York, N. Y. **Tom A. Brooks**. Uses full page weekly, syndicated to all Hearst Sunday papers, except Chicago—N,C. Also uses varying amount of art work. Lists coast-to-coast networks only. (B) Dec. 11. (E) New York U., Fordham. (M) ARRL, I.R.E. (Note: Page is made up and matted in New York 3 weeks in advance.)

## RADIO EDITORS—Continued

- NEW YORK JOURNAL-AMERICAN** (e, S), New York, N. Y. **Joseph Edward Doyle** (by-line "Dinty Doyle"; also radio columnist, Hearst newspapers). Uses one to 1½ columns daily; Sunday 2 columns, in syndicate—**N,C,R**. Also uses a varying amount of art work. Lists WEA, WJZ, WABC, WOR, WNEW, WHN, WNYC, WMCA, WVFW, WINS, WBBC, WOV, WLTH, WBIL, WARD, WQXR and WBNX. (B) Jan. 20. (E) U. of Maine. (M) Theta Chi, Knights of Columbus, Elks.
- NEW YORK DAILY MIRROR** (m, S), New York, N. Y. **Nick A. Kenny**. Uses 3 columns weekdays and Sunday—**N,C,R**. Also uses 2 or 3 cuts each issue. Lists WEA, WJZ, WABC, WOR, WINS, WMCA, WNEW, WHN, WOV, WBBC, WWRL and WQXR. (B) Feb. 3. (M) Lakeville Club.
- NEW YORK DAILY NEWS** (m, S), New York, N. Y. **Ben S. Gross**. Uses full column daily—**R,N,C**. Also uses half-column vignettes. Program log is changed for 3 editions to keep up with programs, and lists WEA, WJZ, WABC, WOR, WHN, WNYC, WMCA, WINS, WQXR, WLTH and WEVD. (B) Nov. 24. (E) U. of Alabama, Tulane U.
- NEW YORK POST** (e), New York, N. Y. **Leonard Carlton**. Uses up to 600 words daily—**R,N,C**. Uses very little art work. Lists WEA, WJZ, WABC, WOR, WMCA, WHN, WEVD, WNYC, WOV, WQXR and WNEW. (B) Sept. 12.
- NEW YORK SUN** (e), New York, N. Y. **E. L. Bragdon**. Uses 8 to 12 columns on Saturday only—**N**. Also uses about 2 columns of art work. Lists NBC, CBS, Mutual, WMCA, WHN and WQXR. (B) Jan. 3. (E) Worcester Polytechnic. (Specializes in technical aspects of television, short-wave, and home construction and repair of radio apparatus.)
- NEW YORK MORNING TELEGRAPH** (m, S), New York, N. Y. **Melvin Spiegel**. Uses two 8-inch columns daily, including Sunday—**C,N,R**. No art work. Lists WEA, WJZ, WABC, WOR, WMCA, WHN and WQXR. (B) Feb. 18. (E) Brooklyn, New York U.
- NEW YORK TIMES** (m, S), New York, N. Y. **Orrin E. Dunlap, Jr.** Uses program listings and "Outstanding Events of All Stations" daily. Two and a half pages Sunday, including programs—**N,R,C**. Also uses varying amount of art work. Lists WEA, WJZ, WABC, WOR, WNEW, WHN, WNYC, WMCA, WVFW, WINS, WBBC, WOV, WLTH, WBIL, WARD, WQXR. (B) Aug. 23. (E) Colgate U.; Harvard Graduate School of Business Administration. (M) Harvard Club of New York, Institute of Radio Engineers, Sigma Nu.
- NEW YORK WORLD-TELEGRAM** (e), New York, N. Y. **Alton Cook**. Uses approximately one column Monday to Friday, a little more on Saturday—**C,N,R**. Also uses large picture spread Saturday. Lists WEA, WJZ, WABC, WOR, WMCA, WNYC, WHN, WNEW, WEVD, WQXR. (B) Jan. 31.
- NEW YORKER STAATS-ZEITUNG UND HEROLD** (m, S), New York, N. Y. **Henry Marx**. Uses about 2 columns of program listings daily—WEA, WJZ, WABC, WOR, WNYC, WNEW and WEVD. No art work. (B) Nov. 3.
- RADIO MIRROR** (monthly), New York, N. Y. **Fred R. Sammis** (also on editorial staff of Photoplay and Movie Mirror). Monthly magazine devoted entirely to radio.
- RADIO STARS** (monthly), New York, N. Y. **Lester C. Grady** (also editor of Film Fun and Moviepix). Monthly magazine devoted entirely to radio—**C,R,N**. Each issue contains nearly 200 photos. Lists complete coast-to-coast programs. (B) Feb. 19. (E) Notre Dame.
- LA SALLE NEWS** (w), Niagara Falls, N. Y. **Helen J. Thomson Lane** (by-line "Niagara Nell, Ye Radio Raver"). Uses about 2 columns, including cuts, every Thursday—**N,C,R**. Also uses 4 to 6 mats per issue. No regular program listings; mentions programs of "major webs of New York and Canada, and Buffalo, N. Y.; St. Catharines and Toronto, Ont., stations." (B) Mar. 22. (E) Skidmore, Albright Art School. (M) D.A.R.
- NYACK JOURNAL-NEWS** (e), Nyack, N. Y. No radio editor. Carries daily program listings of WEA, WJZ, WABC, WMCA, WOR, WNYC, WHN. Source not specified.
- ONEONTA STAR** (m), Oneonta, N. Y. No radio editor. Carries daily program listings, obtained from the AP.
- PEEKSKILL PRESS-UNION** (e), Peekskill, N. Y. **Fred E. Michelsen** (also staff writer). Uses one to 2 columns daily—**N,C,R**. Also at least one cut daily. Lists

## RADIO EDITORS—Continued

- WEAF, WJZ, WMCA, WGY, WLW, WABC, WNEW, WOR. (B) Sept. 9.
- PEEKSKILL STAR** (e), Peekskill, N. Y. No radio editor. Carries program listings and Central Press Assn. releases, obtained from nearby papers and the Central Press Assn.
- PLATTSBURGH REPUBLICAN** (m), Plattsburgh, N. Y. Carries 2 columns of program listings, obtained from WMFF, CKAC, CBM, CFCF.
- PORT JERVIS UNION-GAZETTE** (e), Port Jervis, N. Y. No radio editor. Carries daily program listings. Source not specified.
- LONG ISLAND DAILY ADVOCATE** (e, except Saturday), Ridgewood, N. Y. **Robert E. Ellsworth**. Uses 10 columns daily—C,R,N. Also at least one cut daily. Lists programs of all metropolitan stations. (B) May 17. (E) Columbia U. (M) Spring Class of 1970, Queens Newspapermen's Club.
- ROCHESTER DEMOCRAT & CHRONICLE** (m, S), Rochester, N. Y. **W. DeWitt Manning** (also fraternal, religious and literary editor). Uses varying amount of space in Sunday news and magazine sections—N,C. Also uses photos in Sunday features. Lists WEAF, WJZ, WABC, WHAM, WHEC, WSAY, WBEN and CBL daily. (Daily listings arranged in cooperation with Rochester Times-Union.) (B) Oct. 30. (E) Syracuse U. (M) Automobile Club of Rochester.
- ROCHESTER ABENDPOST** (e), Rochester, N. Y. No radio editor. Carries 2 to 3 columns of material, obtained from WHAM, WHEC, WSAY, and German short-wave stations.
- ROCHESTER DAILY RECORD** (m), Rochester, N. Y. **E. Willis Stratton** (also associate editor). Uses column and a half weekly (plus daily news stories)—N,C. Also uses mats. Lists NBC, CBS, WHAM, WHEC and WSAY. (B) Sept. 25. (E) U. of Rochester. (M) Delta Upsilon, American Newspaper Guild.
- ROME SENTINEL** (e), Rome, N. Y. No radio editor. Carries 1½ to 2 columns daily, obtained from the AP.
- SALAMANCA REPUBLICAN PRESS** (e), Salamanca, N. Y. No radio editor. Carries AP program listings.
- SAUGERTIES DAILY POST** (e), Saugerties, N. Y. No radio editor. Carries "some" radio material which has been "mailed to us."
- SCHENECTADY GAZETTE** (m) Schenectady, N. Y. **Donn Hale Munson**. Uses half to full page daily—N,C—with accent on straight news and features. About 35% of space devoted to art work. Lists WEAF, WJZ, WGY, WOKO, WABY, WBZ-WBZA. (B) January 15. (E) New York Military Academy. (M) Mohawk C.D. School.
- SCHENECTADY SUNDAY SUN**, Schenectady, N. Y. No radio editor. Carries a page of material, obtained from press releases of NBC, CBS and local stations.
- SYRACUSE HERALD** (e, S), Syracuse, N. Y. **Robert M. Hofmann**. Uses half-column weekdays; full column Sunday—N,C,R. Also uses art work. Lists WEAF, WJZ, WABC, WSYR and WFBL. (B) Jan. 4.
- SYRACUSE JOURNAL** (e, S) & **SUNDAY AMERICAN**, Syracuse, N. Y. No information after repeated requests. Previous information (1937) showed E. R. Vadeboncoeur to be radio editor, using half to three-quarter column daily, full column Sunday.
- SYRACUSE POST-STANDARD** (m, S), Syracuse, N. Y. **Jack Stuart Baker** (also copy desk). Uses up to a column and a half in Sunday edition—N. No art work. Lists NBC Red, WFBL, WSYR. (B) Aug. 19. (E) Hamilton. (M) Delta Kappa Epsilon.
- TARRYTOWN DAILY NEWS** (e), Tarrytown, N. Y. No radio editor. Carries 2 columns of radio material daily. Obtained from the Westchester Group, of which this paper is a member.
- TROY OBSERVER-BUDGET** (S), Troy, N. Y. No radio editor. Carries program listings, obtained from WHAZ.
- UTICA OBSERVER-DISPATCH** (e, S), Utica, N. Y. No radio editor. Carries 2 columns daily, obtained from the AP and various stations.
- WATERTOWN DAILY TIMES** (e), Watertown, N. Y. **Dominic Pepp** (also general and amusement reporter). Uses about 2¾ inches over a 2-column spread daily, devoted to comment on network programs. No art work. Lists NBC, CBS and Mutual. (B) May 28.
- HERALD OF WESTCHESTER, THE** (w), White Plains, N. Y. **J. Spencer Gray** (also editor). Uses about a quarter-page of program schedules only, every Friday. Lists WABC, WEAF, WJZ, WOR, WMCA.
- WHITE PLAINS DAILY REPORTER** (e), White Plains, N. Y. No radio editor. Carries daily program listings and a "little news," which is contributed.



## RADIO EDITORS—Continued

### NORTH CAROLINA

**ASHEVILLE CITIZEN-TIMES** (m, e, S), Asheville, N. C. No radio editor. Carries unspecified amount of material, obtained from the paper's station WWNC.

**BURLINGTON TIMES-NEWS** (e), Burlington, N. C. No radio editor. Carries as much radio material as space permits. Source not specified.

**CHARLOTTE OBSERVER** (m, S), Charlotte, N. C. No radio editor. Carries "limited amount" of radio material daily. Source not specified.

**DURHAM HERALD-SUN** (m, e, S), Durham, N. C. **Wyatt Thomas Dixon**. Uses half to three-quarter column daily—**N,C**. Also uses mats furnished by networks. Lists CBS and WDNC. (B) Oct. 27. (M) Lions, American Legion.

**ELIZABETH CITY DAILY ADVANCE** (e), Elizabeth City, N. C. No radio editor. Carries occasional items about local talent, obtained via reporters.

**KINSTON FREE PRESS** (e), Kinston, N. C. No radio editor. Carries WFTC programs only.

**TWIN CITY DAILY TIMES** (e), Morehead, N. C. No radio editor. Carries unspecified amount of radio material, received in the mail.

**NEW BERN TRIBUNE** (m, except Monday, S), New Bern, N. C. No radio editor. Carries a column per week which is "contributed."

### NORTH DAKOTA

**BISMARCK CAPITAL** (semi-weekly), Bismarck, N. D. **Gaylord E. Conrad** (also associate editor; photo correspondent for INS, N. Y. Times, World Wide). Uses half to full column weekly—**N,C,R**. Will use photos and mats. Lists KGCU and KFYR. (B) Feb. 24. (E) Bowdoin, William & Mary.

**BISMARCK TRIBUNE** (e), Bismarck, N. D. No radio editor. Carries about a page per week, material being obtained from radio stations.

**DEVILS LAKE DAILY JOURNAL** (e), Devils Lake, N. D. No information after repeated requests. Previous information (1937) showed Arthur C. Timboe to be

radio editor, using one column daily, plus listings and art work.

**FARGO FORUM** (m, except Monday, e, S), Fargo, N. D. **Alma E. Riggle** (also dramatic and Sunday editor). Uses one column once a week—**N,C,R**. One-half to 3-column mats used occasionally. Lists complete programs of WDAY daily; CBS and Mutual highlights included Sunday. (B) Oct. 31.

**VALLEY CITY TIMES-RECORD** (e), Valley City, N. D. No radio editor. Carries daily program listings, plus "some local news." Source not specified.

### OHIO

**AKRON BEACON JOURNAL**, Akron, O. **Dorothy Doran** (also part-time rewrite). Uses nearly a column daily, exclusive of program log—**N,C,R**. Also uses one or 2 half-column cuts daily. Lists WADC, WJW, WTAM, WHK, WCLE and WLW completely; highlights of WGAR. (B) Nov. 3. (E) Ohio State. (M) Ohio Newspaper Women's Assn., Theta Phi Alpha, Chi Delta Phi.

**AKRON TIMES-PRESS** (e, S), Akron, O. **Marguerite Petran** (also reporter). Uses column daily, plus running side-story in Sunday paper—**N,R,C**. Also 1 column of art daily, and 1 to 2 columns Sundays. Lists WADC, WJW, WGAR, WHK, WLW, WTAM. (B) Feb. 3.

**ASHLAND TIMES-GAZETTE** (e), Ashland, O. **Mary Lou Lammers** (also handles general assignments). Uses three-quarter column weekdays—**N**. Art work is used occasionally. Lists WTAM, WJR, WLW, WGAR, WHK, CKLW. (B) June 27. (E) Ohio U. (M) Alpha Tau Sigma, Phi Mu.

**ASHTABULA STAR-BEACON** (e), Ashtabula, O. No radio editor. Carries daily program listings. Source not specified.

**ATHENS MESSENGER** (e, except Saturday, S), Athens, O. No radio editor. Carries "highlights" from programs received in the mail.

**BELLAIRE LEADER** (e), Bellaire, O. No radio editor. Carries unspecified amount of radio material daily. Obtained from NBC and CBS press releases.

**BELLEFONTAINE EXAMINER** (e), Bellefontaine, O. No radio editor. Lists

## RADIO EDITORS—Continued

- WLW, WJR and WGN daily. Obtained from stations.
- BOWLING GREEN SENTINEL-TRIBUNE** (e), Bowling Green, O. No radio editor. Carries brief radio items daily, with an occasional single mat. Obtained through the mail from stations and advertisers.
- BUCYRUS TELEGRAPH-FORUM** (e), Bucyrus, O. **Gayl C. Metzger**. Uses half-column semi-weekly — **N,C,R**. No art work. Lists WLW, WTAM, WJR, WHKC. (B) Aug. 28. (E) Ohio State. (M) Sigma Nu, Pi Sigma Alpha.
- CHILLICOTHE NEWS-ADVERTISER** (e), Chillicothe, O. **Ray Ortman** (also court reporter). Uses 2 columns daily—**C,R,N**. Art work used occasionally. Lists NBC, CBS, WLW. (B) May 28.
- CANTON REPOSITORY** (e, S), Canton, O. **Clifford Grass** (also automobile editor). Uses one column weekdays, 3 on Sunday —**C,N**. Also uses 2-column mat daily, 2 or 3-column on Sunday. Lists WTAM, WADC, WLW and KDKA. (B) May 21.
- SCIOTO GAZETTE** (e), Chillicothe, O. (Mrs.) **Helen von Clausburg** (also clerical work, collector). Uses 8 columns daily and 12 on Saturdays—**N**. No art work. Lists WABC, WEA, WJZ, WLW. (B) July 7.
- CINCINNATI ENQUIRER** (m, S), Cincinnati, O. **Jack Rogers**. Uses unspecified amount of space daily—**C,N,R**. Also uses about 2 columns of art work per week. Lists WLW, WSAI, WKRC, WCKY, WCPO. (B) April 3. (E) Ohio State.
- CINCINNATI POST** (e), Cincinnati, O. **Paul Patrick Kennedy** (also broadcasts amusement program over WCKY). Uses 30 inches daily—**C,R**. Also uses 2-column cut daily, 4-column layout Saturday; mats used rarely. Will also run "breezy" features. 300 to 500 words. Lists WLW, WCKY, WSAI, WKRC and WCPO. (B) March 1. (E) Columbia U., Oklahoma U. (M) Delta Tau Delta, Sigma Delta Chi, Cincinnati Club.
- CINCINNATI TIMES-STAR** (e), Cincinnati, O. No information after repeated requests. Previous information (1937) showed France M. Raine to be radio editor, using listings of 5 local stations every Wednesday.
- RADIO DIAL** (w), Cincinnati, O. **James A. Rosenthal**. 16-page weekly, going to press Monday night for week beginning the following Saturday. Uses various columns—**N,R,C**. Art work plentiful; mats given preference over glossies. Lists complete programs of WLW, WKRC, WSAI, WCKY, WCPO, WSM, WHIO, WHAS, WLS and WENR; also, from 7 p.m. to sign off, NBC, CBS, and numerous midwest stations. (B) July 20. (E) U. of Wisconsin.
- CENTRAL PRESS ASSOCIATION**, Cleveland, O. **Maurice R. Merryfield**. Cleveland Bureau of Hearst Syndicate; material syndicated nationally via air mail. Uses one column daily—**C,R,N**. Also uses 6 layouts a week, 6 2-column cuts and incidental art. Lists NBC and CBS. (B) May 21. (E) Oberlin. (M) University, College, Racquet, Oberlin Varsity, Forum and Country Clubs. (Can use all kinds of art, special articles and feature material; spot news seldom used.)
- CENTRAL PRESS ASSOCIATION**, Cleveland, O. **C. David Vormelker**. Daily column, "Radio Riddle" varies from 2 to 8 inches—**N,C**. Also uses about 3 photos a week in connection with column. Association uses considerable biographical material and many photos in developing features. Photos may be single and double-column, occasionally 3 and 4-column. (B) July 22. (E) Western Reserve U. (M) Special Libraries Assn., Western Reserve Alumni Assn.
- CLEVELAND NEWS** (e), Cleveland, O. **Elmore Bacon** (also music editor). Uses 3 columns every weekday—**R,N,C**. Usually runs one photo a day. Lists WTAM, WHK, WGAR, WCLE, WADC, WLW, WSAI, WJR, WXYZ, CKLW, WGN, WSM, WWJ, KDKA and short-wave stations. (B) Oct. 6.
- CLEVELAND PLAIN DEALER** (m, S), Cleveland, O. **Robert S. Stephan**. Uses full column daily, 3 to 6 columns Sunday —**R,N,C**. Also uses column of art work daily, 3 to 6 columns Sunday. Lists WTAM, WGAR, WCLE, WHK, WJR, WADC, WGN and WLW. (B) Dec. 31. (E) Oberlin, Columbia U. (M) City Club.
- CLEVELAND PRESS** (e), Cleveland, O. **Norman Siegel** (also radio editor, NEA Syndicate; Variety correspondent). Uses 47 inches daily in Cleveland Press, 2 columns weekly in full service of NEA—**N,C,R**. Also uses one column of art work daily, 2 to 4 pieces weekly. Lists

## RADIO EDITORS—Continued

- are run daily and include WTAM, WGAR, WHK, WCLE, WLW, WGN, WJR and CKLW. (B) Oct. 12. (E) Ohio State. (M) Cleveland City Club, Bucket & Dipper and Sphinx Honorary Societies, Pi Delta Epsilon, Sigma Delta Chi.
- COLUMBUS CITIZEN** (e), Columbus, O. **Lehman Otis** (also gives weekly broadcast: program news, reviews, etc.). Uses column and a half Monday to Friday, 2 columns Saturday, not including programs—**N,R,C**. Also uses about 2 columns of art work daily. Lists WHKC, WCOL, WBNS, WLW, WJR and WGN completely; highlights of NBC, CBS and Mutual. (B) Jan. 24. (E) Otterbein.
- COLUMBUS DISPATCH** (e, S), Columbus, O. **Adrian Fuller**. Uses about one column daily, and full magazine feature page Sundays—**R,C,N**. Also uses about half-page of art work Sundays. Lists WBNS, WCOL, WHKC, WOSU, WLW, and network highlights. (B) July 29.
- OHIO STATE JOURNAL** (m), Columbus, O. No information after repeated requests. Previous information (1937) showed Harrold C. Eckert to be radio editor, using daily listings and occasional news squibs.
- COSHOCTON TRIBUNE** (e, S), Coshocton, O. No radio editor. Carries "very little" radio material. Obtained from NEA Service.
- STILLWATER VALLEY NEWS** (e, except Saturday), Covington, O. No radio editor. Carries unspecified amount of radio material, obtained from nearby stations.
- DAYTON JOURNAL-HERALD** (m, e, S), Dayton, O. No information after repeated requests. Previous information (1937) showed L. Dale Francis to be radio editor, using full column daily in both papers.
- DAYTON DAILY NEWS** (e, S), Dayton, O. **Charles E. Gay II** (also publicity director of WHIO, affiliated with the Daily News). Uses 3 columns weekdays, 5 to 6 on Sunday, including program schedules—**R,C,N**. Also uses one or 2 columns of art work daily, 4 on Sunday, plus special page, "Picture Parade," in tabloid section. Lists WHIO, WLW, WCKY, KDKA, WSAI, WTAM, WKRC and WSMK regularly; WJR, WENR, WMAQ and WHKC occasionally. (B) March 27. (E) Ohio State. (M) Beta Theta Pi, University Club, Variety Club.
- NEWS SERVICE BUREAU**, Dayton, O. **Philip Glanzer** (also daily commentator, Hollywood Highlights, on WSMK). Newspaper and magazine syndicate supplying 250 words daily, 500 Sunday, to 35 midwestern papers—**C,R,N**. Uses one-column photos daily, special Sunday spreads. Lists WSMK, WHIO, WBBM, WLW, WGN, KWK, WMT, KSO. (B) Aug. 3. (E) Sullivan College of Business Administration. (M) Fraternal Order of Eagles.
- DELAWARE GAZETTE** (e), Delaware, O. No radio editor. Carries only news of "forthcoming broadcasts of special note." Obtained from station press releases.
- DELPHOS DAILY HERALD** (e), Delphos, O. No radio editor. Carries "very little" radio material. Source not specified.
- DOVER DAILY REPORTER** (e), Dover, O. **Barney Schwartz** (also promotion manager). Uses about one-third column daily, including program log—**C,N**. Art work used infrequently. Lists WTAM, WHK, WGAR, WCLE and WLW. (B) March 22. (E) Ohio State U. (M) Sigma Delta Chi.
- EAST LIVERPOOL REVIEW** (e), East Liverpool, O. No radio editor. Carries a half column of radio material daily. Obtained from press releases sent in by stations.
- ELYRIA CHRONICLE-TELEGRAM** (e), Elyria, O. No radio editor. Carries daily program listings. Source not specified.
- FINDLAY REPUBLICAN-COURIER** (m), Findlay, O. **John M. Stowell**. Uses half-column Monday to Friday—**N,C**. Also uses half to three-quarter column of art work each issue. Lists WTAM, WLW, CKLW, WJR and WOWO. (B) Sept. 20. (M) Up-to-Date Club.
- FOSTORIA DAILY REVIEW** (e), Fostoria, O. No information after repeated requests. Previous information (1937) showed La Verne J. Huth to be radio editor, using one column Monday to Friday, 2 columns Saturday.
- FREMONT MESSENGER** (e), Fremont, O. No radio editor. Carries 2 columns of program listings daily. Obtained from stations.
- FREMONT NEWS** (e), Fremont, O. No radio editor. Carries unspecified amount

## RADIO EDITORS—Continued

- of radio material daily. Obtained from press releases sent in by stations.
- GALION INQUIRER** (e), Galion, O. **Harriett Cummins**. Uses about one full column daily—program listings only. Lists WTAM, WLW, WJR, WHKC. (B) Feb. 13.
- HAMILTON JOURNAL-NEWS** (e), Hamilton, O. No radio editor. Carries daily program listings. Source not specified.
- LANCASTER EAGLE-GAZETTE** (e), Lancaster, O. No radio editor. Carries daily program listings, obtained from stations.
- LIMA NEWS** (e, S), Lima, O. **Rosemary E. Cashman** (also theatre editor). Uses 2 columns daily—N,C,R. No art work. Lists NBC and CBS. (B) March 5.
- LOGAN DAILY NEWS** (e, except Saturday), Logan, O. No radio editor. Carries daily program listings. Source not specified.
- LORAIN JOURNAL** (e), Lorain, O. No radio editor. Carries "variable" amount of radio material daily. Obtained from wire services and syndicates.
- MANCHESTER SIGNAL** (m), Manchester, O. No radio editor. Carries unspecified amount of radio material "when sponsor is an advertiser." Obtained direct.
- MARIETTA DAILY TIMES** (e), Marietta, O. **Flora Gaitree** (also society editor). Uses one to one and a half columns daily—C,N,R. Art work is run occasionally. Lists NBC, CBS and WLW. (B) April 9. (E) Marietta. (M) Marietta Music Club, Garden Club, Civic Federation of Women's Clubs.
- MARION DAILY STAR** (e), Marion, O. **John R. Elliott** (also courthouse reporter). Uses about 6 column-inches daily, and an occasional half-column feature—N. Art work used rarely. Lists WTAM, WJR, WHKC, WLW; and special features of NBC, CBS and Mutual. (B) Sept. 29. (E) Ohio U. (M) Theta Chi.
- MARTINS FERRY DAILY TIMES** (e), Martins Ferry, O. No radio editor. Carries unspecified amount of radio material daily. Obtained from feature and clipping services.
- MASSILLON INDEPENDENT** (e), Massillon, O. No radio editor. Carries unspecified amount of AP material daily.
- NEWARK ADVOCATE & AMERICAN TRIBUNE** (e), Newark, O. **M. Irene Cosgrove** (also reporter, obituary editor). Uses daily program listings and highlights with an occasional special feature from clip sheets. Lists NBC, CBS, WOSU, WBNS, WHKC, WLW, WCOL.
- NEW PHILADELPHIA TIMES** (e), New Philadelphia, O. No radio editor. Carries "very little" radio material, confined to program listings. Obtained by clipping.
- NORWALK REFLECTOR-HERALD** (e), Norwalk, O. No radio editor. Carries daily program listings. Source not specified.
- PAINESVILLE TELEGRAPH** (e), Painesville, O. **David Emory Bollinger, Jr.** Uses about 2 columns daily, of which about half is devoted to program listings—N,C. Also uses at least one mat daily. Lists WICA, KDKA, WTAM, WHK, WLW, WJR. (B) Aug. 12. (E) Ohio U. (M) Tau Kappa Epsilon.
- RAVENNA RECORD** (e), Ravenna, O. No radio editor. Carries half-column of radio material daily. Obtained from press releases sent in by stations.
- SALEM NEWS** (e), Salem, O. No radio editor. Carries daily program listings. Source not specified.
- SANDUSKY NEWS** (e), Sandusky, O. No radio editor. Carries daily programs of "4 nearby stations." Obtained from stations.
- SANDUSKY REGISTER** (m, except Monday, S), Sandusky, O. No radio editor. Carries as much radio material daily as space allows. Obtained from press releases received in the mail.
- SIDNEY DAILY NEWS** (e), Sidney, O. No radio editor. Carries 6 or 8 inches of radio material daily. Obtained from press releases sent in by stations.
- SPRINGFIELD DAILY NEWS** (e), and **NEWS-SUN** (S), Springfield, O. **J. Richard Wolbert**. Uses half-column weekdays, 3 columns Sunday—N,C,R. Also uses 3 to 4 columns of art work on Sunday. Lists WHIO and WLW completely; highlights of WCKY, WSAI, WKRC, WTAM. (B) Sept. 16.
- TIFFIN ADVERTISER-TRIBUNE** (e), Tiffin, O. **Arnold Whalen** (also city editor). Uses three-quarters to full column daily—program listings only. Art work rarely. Lists WSPD, WJR, WLW, WTAM.
- TOLEDO BLADE** (e), Toledo, O. **Richard C. Pheatt**. Uses 28 inches with 8-col-

## RADIO EDITORS—Continued

- umn streamer weekdays, not including program schedules — **N,R,C**. Usually runs 3 half-column cuts daily, 4 on Saturday. Lists WSPD, WWJ, WTAM, WLW, CYLW, CKLW, WJR and WTOL. (**B**) Nov. 7. (**E**) U. of Toledo. (**M**) Phi Kappa Chi, Newspaper Guild.
- TOLEDO NEWS-BEE** (e), Toledo, O. **Marie Cochran**. Uses 2 columns, 11½ inches deep, daily—**N,R,C**. Runs several pieces of art daily, 8-column layout on Saturday. Lists WSPD, WWJ, WJR, WTAM, WLW, CKLW, WTOL. (**B**) June 29.
- TORONTO DAILY TRIBUNE**, (e), Toronto, O. No radio editor. Uses one-quarter to one-half column of radio material daily, obtained from stations.
- TROY DAILY NEWS** (e), Troy, O. **Raymond D. Steinmetz** (also managing editor). Uses program log only, with occasional art work. Program listings vary somewhat each day, but usually include NBC, CBS, WLW, WHIO, WKRC, KDKA, WOWO and other Ohio and Chicago stations. (**B**) March 2.
- UHRICHSVILLE CHRONICLE** (e), Uhrichsville, O. No radio editor. Carries a daily log of "Tonight's Features." Obtained by clipping.
- UPPER SANDUSKY DAILY CHIEF** (e), Upper Sandusky, O. No radio editor. Carries unspecified amount of radio material on WLW and WTAM daily. Obtained from stations.
- WAPAKONETA NEWS** (e), Wapakoneta, O. No radio editor. Carries half-column of program listings daily. Source not specified.
- WARREN TRIBUNE CHRONICLE** (e), Warren, O. **Don McCurdy** (also telegraph editor). Uses 2 columns of daily highlights supplied by the AP, and program schedules. No art work. Lists CBS, WTAM, KDKA, WICA. (**B**) July 31.
- WILMINGTON NEWS-JOURNAL** (e), Wilmington, O. No radio editor. Carries half-column of radio material daily. Obtained through AP and rewrite.
- WOOSTER DAILY RECORD** (e), Wooster, O. No radio editor. Carries two-thirds column of radio material daily. Obtained mostly from NBC and CBS press releases.
- XENIA GAZETTE** (e), Xenia, O. **Mildred Mason** (also society editor and general reporter). Uses about one full column daily—**N,C**. Also one mat daily (obtained from various radio feature services). Lists WLW, WKRC. (**B**) Oct. 4. (**M**) Business and Professional Women's Club.
- THE VINDICATOR** (e, S), Youngstown, O. **Marion Campbell McDonald** (also on editorial staff). Uses two 16 to 20 inch columns daily and Sunday—**N,R**. Also uses half-column mat daily, art layout Sunday. Lists WGN, WEA, WJZ, WABC, WKBN, WTAM, KDKA, WJR and WLW. Will use stories on opera, concerts and educational programs when sufficiently important. (**E**) Ogontz School.

## OKLAHOMA

- ADA NEWS** (e, except Saturday, S), Ada, Okla. No radio editor. Carries one column of radio material daily, obtained from stations.
- ALVA DAILY RECORD** (m, except Monday, S), Alva, Okla. No radio editor. Carries a varying amount of radio material daily. Obtained by clipping.
- DAILY ARDMOREITE** (e, except Saturday, S), Ardmore, Okla. **Ramon Martin** (also gives 3 daily newscasts over KVSO, owned by the paper). Uses full column weekly—**N,C,R**. Also uses 2 to 3 column photos. Lists KVSO, Mutual and Oklahoma Network. (**B**) March 11. (**E**) Southeastern State. (**M**) Kiwanis.
- BARTLESVILLE DAILY ENTERPRISE** (e), Bartlesville, Okla. No radio editor. Carries daily program listings, obtained from "a radio magazine."
- BARTLESVILLE EXAMINER** (m, except Monday, S), Bartlesville, Okla. No radio editor. Carries radio material "only when of general news value." No source specified.
- BLACKWELL DAILY JOURNAL** (e, except Saturday, S), Blackwell, Okla. **Roger E. Rice** (also general editorial man). Uses program listings only, both weekdays and Sundays (Sunday about 3 columns). Lists NBC, CBS, Mutual; mentions KANS, KFI, KGNC, KOA, KOB, KPRC, KVOO, WBAP, WDAF, WENR, WFAA, WHO, WKY, WLS, WLW, WMAQ, WOAI, WREN, WSM, KFH, KGKO, KMOX, KNX, KOMA, KRLD, KSL, KTRH, KTSA, KTUL,

## RADIO EDITORS—Continued

- KWKH, WACO, WBBM, WBT, WHAS, WIBW, WWL, KADA, KBIX, KCRC, KGFF, KVSO, WBBZ, WGN.** (B) Feb. 13. (E) University Junior College.
- BRISTOW DAILY RECORD** (e), Bristow, Okla. No radio editor. Carries "very little" radio material. No source specified.
- CLINTON DAILY NEWS** (e, except Saturday, S), Clinton, Okla. No radio editor. Carries "very little" radio material. Usually obtained "through local contact."
- CLINTON TIMES** (m, except Monday, S), Clinton, Okla. No radio editor. Carries "very little" radio material. Obtained by clipping.
- DRUMRIGHT DAILY DERRICK** (e, except Saturday, S), Drumright, Okla. No radio editor. Carries "small amount" of radio material. Obtained from releases received in the mail.
- DUNCAN BANNER** (e, except Saturday, S), Duncan, Okla. No radio editor. Carries 50 inches of radio material weekly. Obtained from the NEA Service.
- EL RENO DAILY TRIBUNE** (e, except Saturday, S), El Reno, Okla. No radio editor. Carries occasional news item of local interest. Obtained from "local friends of participants."
- ELK CITY DAILY NEWS** (e, except Saturday, S), Elk City, Okla. No radio editor. Carries "small amount" of radio material on local station KASA. Obtained direct.
- GUTHRIE DAILY LEADER** (e, except Saturday, S), Guthrie, Okla. No radio editor. Carries unspecified amount of radio material, "occasionally." Obtained from wire service and press releases.
- HUGO DAILY NEWS** (e, except Saturday, S), Hugo, Okla. No radio editor. Carries "very limited" amount of radio material. Source not specified.
- LAWTON PRESS** (m, except Monday, S), Lawton, Okla. No radio editor. Carries "very little" radio material. Obtained from press releases received in the mail.
- MC ALESTER NEWS-CAPITAL** (e), McAlester, Okla. No radio editor. Carries occasional items if of sufficient news value. Source not specified.
- MUSKOGEE DAILY PHOENIX & TIMES DEMOCRAT** (m, e, S), Muskogee, Okla. Paul A. Bruner (also managing editor, both papers). Uses half-column twice a week, 1½ to 2 columns on Sunday—C,N,R. Seldom uses art work on weekdays, usually runs one-column cuts Sunday. Lists KBIX (owned by the papers). (B) Aug. 2. (E) Baker U. (M) Delta Tau Delta.
- OKEMAH LEADER** (e, except Saturday, S), Okemah, Okla. No radio editor. Carries "a little" radio material. Source not specified.
- OKLAHOMA NEWS** (e, S), Oklahoma City, Okla. No information after repeated requests. Previous information (1937) showed Bill Stockwell to be radio editor, using 2 columns in Sunday edition.
- SAPULPA HERALD** (e), Sapulpa, Okla. No radio editor. Carries radio material "seldom." Obtained "locally."
- SEMINOLE PRODUCER** (e, except Saturday, S), Seminole, Okla. No radio editor. Carries radio material "if it has news value." Source not specified.
- SHAWNEE NEWS** (m, except Monday, S), Shawnee, Okla. No radio editor. Carries unspecified amount of radio material daily. Obtained from paper's own station, KGFF.
- TULSA TRIBUNE** (e, S), Tulsa, Okla. No radio editor. Carries 5 columns of radio material daily, including Sunday. Obtained from stations, etc.
- WOODWARD PRESS** (daily), Woodward, Okla. William W. Frye (also managing editor). No regular column; uses news items. Uses about 2 cuts a week. No program listings. (B) Sept. 28. (E) Oklahoma U., Oklahoma A. and M. (M) S.A.E. Fraternity, Lions, Press Club, C. of C.

## OREGON

- ASTORIAN-BUDGET** (e), Astoria, Ore. No radio editor. Carries program listings obtained from local stations.
- CORVALLIS GAZETTE-TIMES** (e), Corvallis, Ore. No radio editor. Carries one column of radio material daily. Obtained from press releases sent in by stations.

## RADIO EDITORS—Continued

**EUGENE DAILY NEWS** (m, except Monday, e, S), Eugene, Ore. **George Edward Jones** (also reporter). Uses radio log daily and Sunday, listing KGW, KEX, KOIN, KNX, KORE (these listings also cover NBC, CBS and Mutual). No art work. (Note: A Sunday column of straight news is currently contemplated.) (B) Jan. 10. (E) Oregon. (M) Sigma Delta Chi.

**KLAMATH FALLS HERALD** (e), Klamath Falls, Ore. No radio editor. Carries radio material "seldom." No source specified.

**OREGON CITY ENTERPRISE** (m, except Monday, S), Oregon City, Ore. No radio editor. Carries "very little" radio material. Source not specified.

**THE OREGONIAN** (m, S), Portland, Ore. **William Moyes**. Uses 3½ columns daily, 8 columns Sunday—**R,C,N**. Also uses one 2-column cut daily, strip of 8 or 10 2-column cuts on Sunday. Lists NBC, CBS and Mutual; evening programs of KPO and KGO.

**OREGON JOURNAL** (e, S), Portland, Ore. **Ernest W. Peterson**. Uses three-quarter column daily, one to 2 columns Sunday, not including program schedules—**N,C,R**. Half to 3-column cuts used every Sunday; art used during the week as local news warrants. Lists KOIN, KALE, KGW, KEX, KXL, KWJJ, KOAC, KNX, KGO, KPO and KSL. (B) Nov. 12.

**PORTLAND NEWS-TELEGRAM** (e), Portland, Ore. **Edward V. Golik**. No regular column currently; column of entertainment comment, with art work, is contemplated. Lists NBC, CBS, Mutual, KGW, KEX, KOIN, KXL, KWJJ, KOAC, KBPS and KALE. (B) March 21. (M) Multnomah A. C.

**ROSEBURG NEWS-REVIEW** (e), Roseburg, Ore. No radio editor. Carries unspecified amount of radio material on KRNR daily. Obtained direct.

**OREGON STATESMAN** (m, except Monday, S), Salem, Ore. No radio editor. Carries daily program listings, obtained from stations.

## PENNSYLVANIA

**ALLENTOWN CHRONICLE & NEWS** (e), Allentown, Pa. **T. L. Wirts** (also daily newscaster over WSAW-WCBA). Uses

daily column of program schedules and comment. Also uses NEA radio review, with photos, every Friday. Lists WSAW-WCBA, WEA, WJZ, WABC and WOR. (B) July 30.

**ALLENTOWN MORNING CALL** (m, S), Allentown, Pa. **Clifford B. Bush**. Uses about 3 columns, 12 inches deep, daily—**N**. No art work. Lists WSAW-WCBA, WEA, WJZ, WABC and WOR. (B) Dec. 28.

**ALTOONA MIRROR** (e), Altoona, Pa. **John Edward Holtzinger** (also news and editorial writer). Uses 2 columns daily—**N,C,R**. No art work. Lists WEA, WJZ, WLW, KDKA, WABC and WFBG. (B) Feb. 21. (E) Penn State.

**ALTOONA TIMES TRIBUNE** (m), Altoona, Pa. **Paul LeRoy Lamade**. Uses 10-inch column every other issue (program listings daily)—**C,N,R**. No art work. Lists NBC and CBS from 10:30 a.m. to midnight; Mutual feature programs, KDKA and occasionally WLW. (B) April 25.

**AMBRIDGE DAILY CITIZEN** (e, except Saturday), Ambridge, Pa. No radio editor. Carries only news of local artists, obtained direct.

**MAIN LINE TIMES** (e, except Saturday), Ardmore, Pa. No radio editor. Carries daily program listings, and three-quarter column of program comment once a week. Obtained by clipping.

**ASHLAND DAILY NEWS** (e), Ashland, Pa. No radio editor. Carries only "evening table" of programs. Source unspecified.

**BEAVER DAILY TIMES** (e), Beaver, Pa. No radio editor. Carries half-column of program listings daily. Obtained by clipping Pittsburgh papers.

**BEAVER FALLS NEWS-TRIBUNE** (e), Beaver Falls, Pa. No radio editor. Carries one-half to three-quarter column of radio material daily. Source unspecified.

**BRADFORD STAR-RECORD** (e), Bradford, Pa. No radio editor. Carries daily program listings of local station, with occasional news items. Source unspecified.

**BROWNSVILLE TELEGRAPH** (e), Brownsville, Pa. **Donald B. Renn** (also reporter, photographer, artist). Uses one column daily—**R,C,N**. Also art work occasionally. Lists WCAE, WJAS, KDKA,

## RADIO EDITORS—Continued

- WWVA. (B) Jan. 1. (E) Bucknell. (M) Phi Gamma Delta, Belle Hop, Dramatic Club.
- CARBONDALE LEADER** (e), Carbondale, Pa. No radio editor. Carries "some" radio material daily, obtained in "various ways."
- CARNEGIE SIGNAL-ITEM** (w), Carnegie, Pa. **R. W. Bradshaw**. Uses 3½ columns every Thursday (deadline, Tuesday morning)—**C,R,N**. Also uses mats supplied by networks and agencies. Lists KDKA, WCAE, WJAS, KQV and WWSW. (B) Oct. 19.
- CHAMBERSBURG PUBLIC OPINION** (e), Chambersburg, Pa. No radio editor. Carries one-half to three-quarter column of radio material daily, with occasional features. Obtained from the AP and NEA Services.
- CHESTER TIMES** (e), Chester, Pa. No radio editor. Carries daily listings of programs, with occasional feature stories of radio stars. Source unspecified.
- CLEARFIELD PROGRESS** (e), Clearfield, Pa. No radio editor. Carries daily program listings, obtained from the AP.
- DANVILLE NEWS** (m), Danville, Pa. No radio editor. Carries "very little" radio material daily, confined to program listings. Source unspecified.
- DOYLESTOWN INTELLIGENCER** (e), Doylestown, Pa. No radio editor. Carries a little radio material daily, devoted to program highlights. Obtained by clipping the metropolitan dailies.
- EASTON EXPRESS** (e), Easton, Pa. No radio editor. Carries "very little" radio material, obtained from press associations.
- EASTON DAILY PLAIN DEALER** (m), Easton, Pa. No radio editor. Carries an "indefinite" amount of radio material daily. Obtained from local station WEST and agency press releases.
- ERIE DAILY TIMES** (e), Erie, Pa. **W. Howard Parsons** (also theatre page editor, city hall reporter). Column is run irregularly—**R,N,C**. Uses photos intermittently, depending on space available. Lists WEA, WJZ, WABC, WOR. (B) Nov. 29. (M) Erie Press Club (secretary).
- ERIE DISPATCH-HERALD** (e, S), Erie, Pa. **C. B. Hollinger** (also feature editor). Uses from 3 to 5 columns once a week—**C,R,N**. Also uses about one column of art work. Lists NBC, CBS and Mutual. (B) July 5.
- GREENVILLE RECORD - ARGUS** (e), Greenville, Pa. No radio editor. Carries AP program listings daily.
- HANOVER EVENING SUN**, Hanover Pa. **Edward H. Wallace** (also sports editor). Uses quarter-page daily, including column, listings, photos, etc.—**N,C,R**. Also uses one mat daily, usually single-column. Lists NBC, CBS and Mutual. (B) July 31. (M) Order of DeMolay Legion of Honor.
- HARRISBURG NEWS** (e), Harrisburg, Pa. **Jean D. Millar** (also society editor). Uses 3 columns daily—**C,N**. Also one 2-column cut and two or more one-column cuts daily. Short-wave news. Lists WEA, WJZ, WABC, WOR. (B) May 14. (E) Irving College.
- HARRISBURG TELEGRAPH** (e), Harrisburg, Pa. **Dick Redmond**. Uses 2-column spread, 8 or 9 inches deep, daily (with program schedules, totals 4 columns)—**N,C,R**. Also uses 2 or 3 photos daily. Lists WEA, WJZ, WABC, WHP, WKBO. Column also has tie-in with local theatres when showing films featuring radio stars. (B) March 31.
- DAILY MESSENGER** (e), Homestead, Pa. **Ida A. Ahlberg** (also reporter and proof reader). Uses 16-inch column, including art work, Monday to Friday—**N,C**. Also uses a single or double-column cut each issue. Lists KDKA, WCAE, KQV, WWSW, WJAS (Sunday programs listed in Saturday edition). (B) July 6.
- HUNTINGDON DAILY NEWS** (e), Huntingdon, Pa. No radio editor. Carries daily program listings only. Source unspecified.
- JEANNETTE NEWS-DISPATCH** (e, except Saturday), Jeannette, Pa. No radio editor. Carries daily listings of "Pennsylvania programs." Source unspecified.
- LANSFORD RECORD** (e), Lansford, Pa. No radio editor. Carries daily program listings. Source unspecified.
- LATROBE BULLETIN** (e), Latrobe, Pa. **Katherine J. Crede** (also reporter, proof-reader). Uses one and a quarter columns daily—**N,C**. Also uses several photos a week. Lists KDKA, WCAE and WJAS.



## RADIO EDITORS—Continued

- (B) Feb. 12. (M) Business and Professional Women's Club.
- LEBANON REPORT** (e), Lebanon, Pa. No radio editor. Carries daily program listings of NBC, CBS and Mutual programs, obtained from press releases sent in by the networks.
- LEHIGHTON LEADER** (e), Lehigh, Pa. No radio editor. Carries half-column of radio material daily. Obtained by clipping.
- LOCK HAVEN EXPRESS** (e), Lock Haven, Pa. No radio editor. Carries daily "summary sent over wire by the AP."
- McKEESPORT DAILY NEWS** (e), McKeesport, Pa. **Fredrik Kane Schuler** (also assistant city editor). Uses unspecified amount of daily space—N,C,R. Also varying amount of art work and layouts. Lists Pittsburgh district stations, network key stations, plus others, depending on news significance and personalities involved. (B) March 17. (E) Ohio State. (M) Elks, Eagles, Authors, American Literary Society. (Note: Also free-lances fiction with radio themes as background.)
- MEADVILLE TRIBUNE - REPUBLICAN** (m, e), Meadville, Pa. No radio editor. Carries "very little" radio material, obtained locally and by wire service.
- MECHANICSBURG DAILY LOCAL NEWS** (e), Mechanicsburg, Pa. **Lois J. Fegan**. Uses about half-page every other day—N,R,C. Also uses unspecified number of mats. No regular program log; outstanding features of networks and local stations used in story form. (E) Alviene Theatre School, N. Y. (M) Harrisburg Community Theatre.
- MILTON STANDARD** (e), Milton, Pa. No radio editor. Carries a varying amount of radio material daily—used as filler. Obtained from NEA releases.
- MONONGAHELA DAILY REPUBLICAN** (e), Monongahela, Pa. No radio editor. Carries one-half to three-quarter column of radio material daily, obtained from press associations.
- NEW CASTLE NEWS** (e), New Castle, Pa. No radio editor. Carries daily program listings only. Source unspecified.
- NEW KENSINGTON DISPATCH** (e), New Kensington, Pa. No radio editor. Carries program listings of Pittsburgh stations daily. Source unspecified.
- NORRISTOWN TIMES HERALD** (e), Norristown, Pa. **W. D. Cressman**. Uses half-column daily—N,C,R. Also uses "as much art work as possible." Lists WEAf, WJZ, WABC, WIP, WCAU, KYW, WIBG. (B) June 23. (E) Penn State.
- FARM JOURNAL** (monthly), Philadelphia, Pa. **John Canning, Jr.** (also free lance; writes column on Chicago which is syndicated). Uses a page in the Journal, a monthly magazine—N,R,C. Also uses 2 or 3 photos. (B) Aug. 20. (E) Grinnell, U. of Iowa, Northwestern U. (M) Sigma Delta Chi, DeMolay.
- PHILADELPHIA DAILY NEWS** (e), Philadelphia, Pa. **Dorothy C. Guinan** (also secretary to managing editor). No regular column; uses daily program schedules with occasional art work. Lists WCAU, KYW, WFIL, WIP, WJZ, WOR, WDAS, WPEN, WCAM, WTEL and WIBG. (B) March 3.
- PHILADELPHIA INQUIRER** (m, S), Philadelphia, Pa. **Frank Rosen** (also stamp editor). Uses 4 to 5 columns Sunday, including program log—C,N. (Same amount in pre-dated issue, circulated nationally and published one week in advance.) Also uses 2 or more one-column cuts each Sunday; larger cuts in pre-dated edition. Program log is run daily and lists WEAf, WJZ, WABC, WOR, WFIL, WIP, WCAU, KYW, WPG and WDAS. (B) July 4. (M) Pen and Pencil Club and the American Newspaper Guild.
- PHILADELPHIA PUBLIC LEDGER** (e), Philadelphia, Pa. **George Opp**. Uses 12-inch column daily—N,C,R. Also uses unspecified amount of art work daily. Lists WCAU, KYW, WFIL, WHAT, WIP, WPEN, WIBG, WTEL, WDAS, WCAM, WPG, WJZ, WEAf, WABC and WOR. (E) Lehigh.
- PHILADELPHIA RECORD** (m, S), Philadelphia, Pa. **George M. Lilley** (also short-wave editor of The Microphone). Uses about 1,000 words on Sunday radio page—C,R,N. Also uses a single, double and 4-column cut. Lists—daily—NBC, CBS and Mutual; KYW, WFIL, WDAS, WCAU, WIP, WPEN and WIBG. (B) Aug. 26.

## RADIO EDITORS—Continued

- RADIO PRESS** (w), Philadelphia, Pa. **Milton J. Feldman**. Column, "Mike-Ro-Scooping" under by-line Micky Fields, appears every Friday; runs about 30 inches, double column—**N,C,R**. Also uses about 5 pages of photos. Lists all Philadelphia and New York networks and stations. (B) Sept. 6. (E) Villanova.
- PHILIPSBURG JOURNAL** (e), Philipsburg, Pa. No radio editor. Carries "very little" radio material. Source unspecified.
- PITTSBURGH POST-GAZETTE** (m), Pittsburgh, Pa. **Darrell V. Martin**. Uses 4 columns daily—**C,N,R**. Also uses about 7 inches of art daily. Lists WWSW, WJAS, KDKA and KQV. (B) Nov. 9. (E) Carnegie Tech.
- PITTSBURGH PRESS** (e, S), Pittsburgh, Pa. **Si Steinhäuser**. Uses column and a half daily; 2 columns Sunday, excluding programs—**N,C,R**. Also uses single column cuts daily; 5 column layout Sunday. Lists KDKA, WCAE, WJAS, KQV, WWSW regularly; NBC, CBS and Mutual when carried locally. (B) Nov. 15.
- PITTSBURGH SUN-TELEGRAPH** (e, S), Pittsburgh, Pa. **Zora D. Unkovich**. Uses 22-inch column weekdays and Sunday, exclusive of program log—**N,C,R**. Also uses 2 or 3 single-column cuts weekdays, 24 to 30 inches of art work Sunday. Lists WCAE, WJAS, KDKA, KQV, WWSW. (Also runs a page of complete network programs for the week in a "country" issue, the Predate, for strictly rural circulation.)
- SCHUYLKILL (NEW DEAL) REPORTER** (m), Pottsville, Pa. **J. Melville May** (also manager of the paper). Uses column daily—**C,R,N**. Also takes mats from NBC, CBS and Mutual. Lists complete AP radio schedule, WCBA, WEEU, WAZL. (B) Oct. 14. (E) Albright.
- PUNXSUTAWNEY SPIRIT** (e), Punxsutawney, Pa. No radio editor. Carries "very little" radio material. Obtained by clipping.
- READING EAGLE** (e, S), Reading, Pa. **Ron G. Sercombe** (also Sunday editor). Uses 2 columns weekly—**C**. Also uses half-column halftones. Lists WEAf, WJZ, WOR, WCAU, WFIL, KYW, WRAW and WEEU. (B) March 5. (E) Temple U.
- RIDGWAY RECORD** (e), Ridgway, Pa. No radio editor. Carries 10 inches of radio material daily. Obtained from press association.
- SAYRE TIMES** (e), Sayre, Pa. No radio editor. Carries an unspecified amount of radio material daily. Obtained from the AP.
- SCRANTON TIMES** (e), Scranton, Pa. No radio editor. Carries daily program listings of WQAN (non-commercial station owned by the Times), WEAf, WJZ, WABC, WOR, WMCA, WHN, WQXR, WEVD, plus short-wave stations. Some material obtained direct; more specific information on sources not given.
- SHARON HERALD** (e), Sharon, Pa. No radio editor. Carries half-column of radio material daily. Obtained from station press releases.
- SOMERSET AMERICAN** (m), Somerset, Pa. No radio editor. Carries less than one column of radio material daily. Obtained from the AP.
- CENTRE DAILY TIMES** (e), State College, Pa. No radio editor. Carries daily program listings only. Source unspecified.
- VALLEY DAILY NEWS** (e), Tarentum, Pa. No radio editor. Carries one column of radio material daily, plus program listings. Obtained by clipping a Pittsburgh paper.
- TOWANDA REVIEW** (m), Towanda, Pa. No radio editor. Carries daily program listings. Source unspecified.
- TYRONE HERALD** (e), Tyrone, Pa. No radio editor. Carries about 2 columns of programs and remarks daily. Lists WEAf, WJZ, WABC, WCAU, WOR, KDKA, WGY, WLW. Obtained from radio magazines and checked against late newspapers for changes or corrections.
- UNIONTOWN NEWS-STANDARD** (e), Uniontown, Pa. No radio editor. Carries one column of program listings daily. Obtains Pittsburgh schedules by clipping, adds local station (WMBS) programs as received direct.
- VANDERGRIFT NEWS** (e), Vandergrift, Pa. No radio editor. Uses unspecified amount of radio material daily. Obtained from station press releases.
- WASHINGTON OBSERVER (m) & REPORTER** (e), Washington, Pa. No ra-

## RADIO EDITORS—Continued

dio editor. Uses unspecified amount of radio material daily. Obtained from press association.

**DAILY LOCAL NEWS** (e), West Chester, Pa. No radio editor. Carries one column of radio material daily. Obtained from station press releases.

**WILKES-BARRE SUNDAY INDEPENDENT**, Wilkes-Barre, Pa. No radio editor. Carries daily programs of "leading stations" and local stations. Source unspecified.

**WILKES-BARRE EVENING NEWS** (e), Wilkes-Barre, Pa. **James F. McKeown**. Uses unspecified amount of space Saturdays only—N. Also uses single-column cuts. Lists WJZ, WGY, WEA, WLW, WABC. (B) Sept. 6.

**WILLIAMSPORT GAZETTE & BULLETIN** (m), Williamsport, Pa. **Quinton E. Bogaue** (also city editor). Uses one column (not devoted entirely to radio) 3 times a week—N,C,R. Also uses photos supplied by the AP. Program log is run daily and lists WEA, WJZ, WABC, WOR, WRAK. (B) Oct. 12. (E) Penn State.

**WILLIAMSPORT GRIT** (S), Williamsport, Pa. No radio editor. Carries some radio material, mostly of a merchandising nature. Obtained direct from manufacturers.

**WILLIAMSPORT SUN** (e), Williamsport, Pa. No radio editor. Carries program listings daily. Source not specified.

**YORK GAZETTE & DAILY** (m), York, Pa. **Lloyd B. Harris** (also reporter and editorial office worker). Uses 22 inches, including programs, every weekday—N. No art work. Lists WEA, WJZ, WABC, WOR, WLW and WGN. (B) Aug. 20. (M) St. Mary's Catholic Club, Iris Dramatic and Social Club.

## RHODE ISLAND

**NEWPORT HERALD** (m), Newport, R. I. **W. D. Hazard**. Uses unspecified amount of space daily—C. Also uses art work "occasionally." Lists WEA, WBZ, WEAN, WJAR, WPRO. (B) March 7.

**NEWPORT DAILY NEWS** (e), Newport, R. I. **Clifton T. Holman, Jr.** (also dramatic reviewer). Uses one to 1½ columns daily—N. No art work. Lists WEAN, WPRO, WJAR, WBZ. (B) April 21. (E) Boston U.

**PROVIDENCE JOURNAL** (m, S) & **BULLETIN** (e), Providence, R. I. **Stephen A. Greene** (also librarian). Uses about half-column daily—N,C,R. Also uses varying number of photos. Lists WEAN, WBZ, WJAR, WPRO and WOR. (B) Aug. 17.

**PROVIDENCE STAR-TRIBUNE** (e), Providence, R. I. **Ben Kaplan**. Uses column daily—C,R,N. Also half-column cut 2 or 3 times per week. Lists WEAN, WJAR, WPRO. (B) April 22.

## SOUTH CAROLINA

**GREENVILLE PIEDMONT** (e), Greenville, S. C. **Eleanor Keese Barton** (also editor of woman's page). Uses half-column daily, exclusive of program listings—N. Also uses mats 2 or 3 times a week. Lists WFBC (owned by the Greenville Piedmont & News), plus NBC programs heard over that station. (B) May 31. (E) Greenville Woman's College, Cornell. (M) Zetosphia, Crescent Music Club. (Note: The News is the morning and Sunday edition, issued by the same publisher.)

**GREENWOOD INDEX-JOURNAL** (e, S), Greenwood, S. C. No radio editor. Carries some amount of news, mostly AP material.

**ROCK HILL HERALD** (e), Rock Hill, S. C. No radio editor. Carries small amount of radio material at irregular intervals. Source not specified.

**UNION DAILY NEWS** (e), Union, S. C. No radio editor. Carries only announcements of football broadcasts, important speeches, etc. Obtained by clipping and wire.

**UNION DAILY TIMES** (e), Union, S. C. No radio editor. Carries unspecified amount of radio material "occasionally," obtained from the AP and press releases.

## SOUTH DAKOTA

**ABERDEEN AMERICAN-NEWS** (m, except Monday, e, S), Aberdeen, S. D. No radio editor. Carries a half-column of radio material daily, plus occasional features. Obtained from the AP and "other feature services."

**EVENING HURONITE**, Huron, S. D. No radio editor. Carries about one column

## RADIO EDITORS—Continued

of radio material daily, obtained chiefly from the AP.

**PIERRE CAPITAL JOURNAL** (e), Pierre, S. D. **James B. Hipple** (also KGFX, Pierre). Uses unspecified amount of weekly space—**R,C,N**. Also "spot" art work. Does not list any stations. (B) Jan. 10. (E) Wisconsin.

**DAILY ARGUS LEADER** (e, S), Sioux Falls, S. D. **Bob B. Dennis**. Uses full column daily—**N**. No art work. Lists afternoon and evening programs of NBC and CBS; also WEAJ and WJZ programs heard over local station KELO-KSOO. (B) Jan. 16. (E) Augustana (undergraduate). (M) Y. M. C. A.

## TENNESSEE

**CHATTANOOGA FREE PRESS** (e, S), Chattanooga, Tenn. **Ralph Sanders** (also news editor). Uses about two-thirds column daily and Sunday, total space per day, counting in other items, coming to 3 columns—**N,R,C**. (Note: Greatest emphasis in column is placed on guest stars and details of their performances, as well as specific numbers to be played by orchestras, etc.) Also one picture daily and 2 or 3 Sundays. Lists CBS and NBC schedules for 6 p.m. to midnight daily, and noon to midnight Sundays; WODD and WAPO schedules around the clock; WSB, WLW, WHAS and WSM from 6 p.m. to midnight. (B) Oct. 10. (E) Ohio State. (M) Sigma Delta Chi. (Note: This paper uses radio items for fillers throughout its format.)

**STATE GAZETTE** (e), Dyersburg, Tenn. **Bill Sanders** (also in charge of Dyersburg News Bureau of the Memphis Commercial Appeal). Uses half-column daily—**R,C,N**. Also uses single-column cut daily. No program listings. (B) Nov. 8. (E) U. of Missouri.

**ELIZABETHTON STAR** (e, except Saturday), Elizabethton, Tenn. No radio editor. Carries half a column of radio material daily, obtained from press releases sent in by sponsors and agencies.

**JACKSON SUN** (e, except Saturday, S), Jackson, Tenn. **Bob Bell, Jr.** Uses half-column daily, full page Sunday—**N,C**. Also uses several photos on Sunday, occasional ones during the week. (B) Jan. 4.

**JOHNSON CITY PRESS-CHRONICLE** (S), Johnson City, Tenn. No radio editor. Carries program listings, clipped from Sunday New York Times.

**KINGSPOUR TIMES** (e, except Saturday, S), Kingsport, Tenn. No radio editor. Carries radio material occasionally, obtained from press associations.

**KNOXVILLE NEWS-SENTINEL** (e, S), Knoxville, Tenn. **Glenn McNeil**. Uses over 2 columns daily, full page Sunday—**N,C**. Also uses at least one-half column cut daily, 6-column layout Sunday. Lists NBC, CBS, WNOX and WROL. (B) Oct. 26. (E) U. of Tennessee.

**MEMPHIS COMMERCIAL APPEAL** (m, S), Memphis, Tenn. **Robert M. Gray**. Uses one column daily, slightly more on Sunday—**N,C,R**. Also uses occasional cuts during the week, layouts and cuts on Sunday page. Lists NBC, CBS, WMC, WMPS, WREC and WHBQ. (B) Feb. 25. (E) Mississippi College, U. of Missouri. (M) Newspaper Guild.

**MEMPHIS PRESS-SCIMITAR** (e), Memphis, Tenn. **Robert Johnson** (also film critic; handles interviews, features and spot news). Uses one to two columns daily—**N,C,R**. Also uses varying number of mats and photos daily. Lists WMPS, WMC, WREC, WHBQ, WGN and WLW. (B) Oct. 12. (E) Southwestern. (M) Kappa Sigma, American Newspaper Guild.

**TRENTON DAILY BULLETIN** (e, except Saturday), Trenton, Tenn. No radio editor. Carries half a column of radio material daily, obtained from "various sources."

## TEXAS

**ABILENE REPORTER-NEWS** (m, except Monday, e, S), Abilene, Tex. No radio editor. Carries condensed log of network programs daily, plus full schedules and program notes on local station KRBC. Obtained from the AP.

**AMARILLO GLOBE-NEWS** (m, e, S), Amarillo, Tex. **Bill Wilson** (also city desk and amusement editor). Uses full column weekdays and Sunday—**C,R,N**. Very little art work. Program log is irregular, but frequently lists NBC, CBS and local station KGNC. (B) Aug. 8. (E) Oglethorpe U. (M) Kappa Alpha, Zeta Upsilon, Quill Club.

**AUSTIN AMERICAN-STATESMAN** (m, e, S), Austin Tex. **William J. Weeg** (also city hall and courthouse reporter). Uses daily and Sunday program schedules only. No art work. Lists NBC, CBS and Texas Quality Network. (B) May

## RADIO EDITORS—Continued

26. (E) U. of Texas. (M) Sigma Delta Chi, Kiwanis Club, City Library Commission.
- AUSTIN DISPATCH** (e,S), Austin, Tex. No radio editor. Carries unspecified amount of radio material daily on local station KNOW. Obtained direct from station.
- BEAUMONT JOURNAL** (e), Beaumont, Tex. **Merita Mills** (also music and arts editor and reporter). Uses daily space of one to 1½ columns, and 2½ columns on Saturdays with banner, plus column of program listings daily and 2 columns Saturday—C,N,R. Also 3 to 5 half-column mats daily in each column, and 3-column art work Saturdays, plus regular set-up. Lists CBS, NBC and Mutual programs and mentions virtually all network stations; also KPRC, WOAI, KTHS, KTRH, KMOX, KFDM regularly, plus others occasionally. (B) Feb. 10. (E) Texas U.
- BROWNSVILLE HERALD** (e, except Saturday), Brownsville, Tex. No radio editor. Carries AP program listings daily.
- BROWNWOOD BULLETIN** (e), Brownwood, Tex. No radio editor. Carries "only the more important announcements," obtained by wire and clipping.
- COMMERCE DAILY JOURNAL** (e, except Saturday, S), Commerce, Tex. No radio editor. Carries only radio news pertaining to "advertisers in our paper." Obtained from the advertisers' representatives.
- CORPUS CHRISTI CALLER-TIMES** (m, e, S), Corpus Christi, Tex. No radio editor. Carries daily listings of national programs, with a separate column devoted to programs and news of KGFI, affiliated with the paper. Obtained from the AP and KGFI.
- CORPUS CHRISTI DAILY VOICE** (e), Corpus Christi, Tex. No radio editor. Carries about one-quarter column of radio material daily. Obtained from syndicates, press releases, and by clipping.
- DALLAS NEWS** (m, S), Dallas, Tex. **Charles G. Cullum**. Uses 700 words daily, 1,000 words Sunday—R,N,C. Also uses 2 cuts a day. Lists NBC, CBS, Mutual, WFAA, KRLD, WRR. (B) Aug. 26. (E) Southern Methodist U. (M) Sigma Alpha Epsilon, Sigma Delta Chi, Blue Key.
- DAILY TIMES-HERALD** (e, S), Dallas, Tex. **Douglas Hawley**. Uses full page daily, including program listings—N,C. Also uses an average of 2 columns of art daily, mostly cuts. Lists NBC, CBS, KRLD, WFAA, WBAP, WRR. (B) July 19. (M) Masons, Shriners, Walnut Hills Golf Club.
- DENISON PRESS** (e), Denison, Tex. No radio editor. Carries three-quarter column of program listings daily, obtained from Radio Guide.
- EAGLE PASS DAILY GUIDE** (e), Eagle Pass, Tex. No radio editor. Carries quarter-column of radio material daily, obtained from press releases.
- EL PASO EL CONTINENTAL** (e, except Saturday, S), El Paso, Tex. **Elena Gutierrez M.** (also society editor). Use varying amount of space on irregular schedule (usually every other day; sometimes once a week)—N,C,R. Also uses 2 or 3 photos a week. Lists NBC, KTSM, XEW, Mexico City, and several stations in Juarez, Mexico. (Paper is published in Spanish.)
- EL PASO HERALD-POST** (e), El Paso, Tex. No radio editor. Carries one column daily, obtained from NEA Syndicate and advertisers' press releases.
- FORT WORTH PRESS** (e), Fort Worth, Tex. **Lee Roy Manuel** (also police reporter). Uses about half-column weekdays—N,R,C. Also uses a half-column cut every issue. Lists WBAP, KRLD, KTAT, KFJZ. (B) Nov. 29. (E) Louisiana State.
- FORT WORTH STAR-TELEGRAM** (m, e, S), Fort Worth, Tex. **W. S. ("Bill") Potts** (also covers general assignments, features and U. S. Courthouse). Uses a column daily, full page Sunday—N,R,C. Also uses photos and mats of all sizes during the week, 4 pieces of art Sunday. Lists NBC, CBS, Mutual, WBAP, WFAA, KGKO, KRLD, WRR, KTAT, KFJZ. (B) Feb. 25. (E) U. of Texas. (M) Alpha Tau Omega, Sigma Delta Chi, Kappa Alpha Pi, Ridotto Club.
- GALVESTON NEWS** (m, S) & **TRIBUNE** (e), Galveston, Tex. No radio editor. Carries "very little" radio material, obtained from press associations.
- GOOSE CREEK DAILY SUN** (e), Goose Creek, Tex. No radio editor. Carries a half-column of radio material daily, obtained by clipping.
- VALLEY MORNING STAR**, Harlingen, Tex. No radio editor. Carries varying

## RADIO EDITORS—Continued

- amount of radio material daily, obtained from budget service.
- HILLSBORO MIRROR** (e), Hillsboro, Tex. No radio editor. Carries occasional items "of local interest or connected with manufacturers using newspaper advertising."
- HOUSTON CHRONICLE** (e, S), Houston, Tex. **Mildred Stockard** (also theatre editor). Uses three-quarter to full column daily, column and a half Sunday—**N,C**. One or 2-column cuts used Sunday; occasional art work daily for special stories. Lists network programs as supplied by AP; KTRH, KXZY, KPRC and short-wave stations. (B) March 8. (E) Rice Institute.
- HOUSTON POST** (m, S), Houston, Tex. **Edith Riley** (also handles publicity for KPRC, affiliated with the Post). Uses half to three-quarter column daily—**N**. Also uses one, 2 and 3-column cuts. Lists KPRC, KTRH, KXYZ. (B) July 11.
- HOUSTON PRESS** (e), Houston, Tex. **Anthony J. Triolo** (also librarian). Uses column and a half daily—**N**. Also uses half to full-column photos. Lists KMOX, WENR, KPRC, KXYZ, KTRH. (B) Aug. 25.
- LONGVIEW JOURNAL & NEWS** (m, e, S), Longview, Tex. No radio editor. Lists NBC, CBS, KFRO, WFAA and KRLD programs daily, obtained from press releases.
- MC ALLEN MONITOR** (e, except Saturday) McAllen, Tex. No radio editor. Carries 20 inches of radio material daily, obtained from the AP.
- MC KINNEY COURIER-GAZETTE** (e), McKinney, Tex. No radio editor. Carries "limited amount" of radio material daily. Source not specified.
- MEXIA DAILY NEWS** (e, except Saturday, S), Mexia, Tex. No radio editor. Uses occasional, unspecified amount of radio material, "picked at random."
- MOUNT PLEASANT NEWS** (e, except Saturday, S), Mount Pleasant, Tex. No radio editor. Uses "very little" radio material at unspecified intervals. Obtained from press associations.
- NACOGDOCHES DAILY SENTINEL** (e), Nacogdoches, Tex. No radio editor. Carries radio material "occasionally." Source unspecified.
- NAVASOTA EXAMINER** (e), Navasota, Tex. No radio editor. Carries several short radio articles per week. Source unspecified.
- ORANGE LEADER** (e, except Saturday, S), Orange, Tex. No radio editor. Carries unspecified amount of radio material "when submitted by advertisers."
- PAMPA DAILY NEWS** (e, except Saturday, S), Pampa, Tex. No radio editor. Carries about half-column of programs, news, etc., in connection with KPDN, owned by the paper; S. L. Patterson, manager of the station, handles paper's radio material.
- PARIS NEWS** (e, except Saturday, S), Paris, Tex. **Henry Moore**. Uses 10 to 15 column-inches daily—**N,C,R**. Also uses some art work, generally of talent on KPLT (owned by the News), or occasional mats for national advertisers' accounts. Lists KPLT, NBC, CBS, Mutual, and Texas Quality Network (all except KPLT get selected, not full, listings). (B) March 30. (E) Paris Junior College.
- PORT ARTHUR NEWS** (e, S), Port Arthur, Tex. No radio editor. Uses unspecified amount of radio material daily, obtained from the AP.
- SAN ANGELO STANDARD-TIMES** (m, e, S), San Angelo, Tex. No radio editor. Carries AP programs and local station listings.
- SAN ANTONIO EXPRESS** (m, S), San Antonio, Tex. No radio editor. Carries about 8 columns of radio material weekly. Obtained from NEA Service, and press releases from NBC and local stations.
- SAN ANTONIO LIGHT** (e, S), San Antonio, Tex. **Renwicke E. Cary**. Uses two to two and a half columns daily and Sunday, including program log—**N,R,C**. Also uses one piece of art daily. Lists KTSA and WOAI. (B) Jan. 30.
- SAN ANTONIO NEWS** (e), San Antonio, Tex. **Mary Louise Walliser** (also dramatic editor). Uses half-column daily—**N,C,R**. Also uses one or two mats or cuts daily. Runs news service stories and syndicate stories and pictures on national programs. Lists WOAI, KTSA, KABC, KMAC and KONO. (B) Jan. 7. (E) U. of the City of Los Angeles; Our Lady of the Lake. (M) San Antonio Little Theatre (Board of Directors), Tuesday Musical Club.
- SAN BENITO LIGHT** (e, except Saturday), San Benito, Tex. No radio editor.

## RADIO EDITORS—Continued

Carries unspecified amount of radio material daily, obtained "by mail and personal contacts with local people on programs."

**TAYLOR DAILY PRESS** (e, except Saturday, S), Taylor, Tex. No radio editor. Uses "small amount" of radio material, including daily program listings. Obtained by clipping.

**TEMPLE TELEGRAM** (m, S), Temple, Tex. No radio editor. Carries unspecified amount of news and daily program listings of local station KTEM.

**TEXARKANA GAZETTE** (m, S) & **NEWS** (e), Texarkana, Tex. No radio editor. Carries a "general" radio log daily, plus full schedule of local station KCMC, owned by the paper.

**TYLER COURIER-TIMES** (m, e, S), Tyler, Tex. **North Callahan** (also drama critic, feature writer). Uses regular news and feature stories daily, and part of the theatre page on Sundays—**R,N,C**. Also uses about 20 column-inches of art work a week. Lists NBC and CBS. (**B**) Aug. 7. (**E**) U. of Chattanooga. (**M**) Theta Alpha Phi, Tyler Little Theatre, Reserve Officers Assn.

**VERNON DAILY RECORD** (e), Vernon, Tex. **Mrs. Ann Minyard**. Uses 21 column-inches daily, including listings—**N**. Art work is used occasionally, "usually at request of advertiser." Lists WFAA, WLW, KGKO, KMOX; occasionally KRLD. (**B**) April 20.

**WACO NEWS-TRIBUNE & TIMES HERALD** (m, e, S), Waco, Tex. No radio editor. Carries program listings of unspecified stations daily. Source not indicated.

**WICHITA FALLS DAILY TIMES** (m, except Saturday and Monday, S), Wichita Falls, Tex. **Louis T. Hamlett** (also court reporter and UP correspondent). Uses program listings daily and from 3 to 5 columns Sunday—**N,R,C**. Also one or two cuts each Sunday. Lists WFAA, WBAP, KGKO, KRLD, WLW, WLS, WENR, KOA, KVOO, WKY, WOAI, CBS, NBC. (**B**) July 16. (**E**) Texas U.

## UTAH

**LOGAN HERALD-JOURNAL** (e), Logan, Utah. No radio editor. Carries occasional radio material, but "very little." Source unspecified.

**OGDEN STANDARD-EXAMINER** (e, S), Ogden, Utah. No radio editor. Carries 2 or 3 radio articles daily. Obtained from local station KLO and press associations.

**SALT LAKE TRIBUNE-TELEGRAM** (m, e, S), Salt Lake City, Utah. No radio editor. Carries daily "program outline," obtained from stations.

## VERMONT

**BENNINGTON BANNER** (e), Bennington, Vt. No radio editor. Carries 15 columns of radio material weekly, obtained from press associations and by clipping.

**BURLINGTON DAILY NEWS** (e), Burlington, Vt. No radio editor. Carries a daily column of network and local station (WCAX) programs. Obtained from AP, NEA, Herald Tribune Service, and direct from WCAX.

**BURLINGTON FREE PRESS** (m), Burlington, Vt. No radio editor. Uses 3 or 4 inches of AP radio material daily.

**NEWPORT EXPRESS** (e), Newport, Vt. No radio editor. Carries daily listings of "leading programs over leading stations," obtained from AP.

**ST. ALBANS MESSENGER** (e), St. Albans, Vt. No radio editor. Carries daily AP program listings.

**WATERBURY RECORD** (w), Waterbury, Vt. **William G. Ricker**. Uses one column weekly (paper published every Wednesday, in conjunction with station WDEV)—**N,R,C**. Also uses photos in most issues. Lists WDEV only. (**B**) May 26. (**E**) Yale. (**M**) Rotary Club, Thackeray Club.

## VIRGINIA

**DANVILLE REGISTER & BEE** (m, except Monday, e, S), Danville, Va. No radio editor. Carries daily AP program schedules.

**FREDERICKSBURG FREE LANCE-STAR** (e), Fredericksburg, Va. **Ernest D. McIver, Jr.** (also assistant to advertising manager). Uses about 30 inches daily, including program schedules—**C,R,N**. Uses half and single-column mats, 3 or 4 times a week. Lists WFAF, WJZ, WABC and WOR. (**B**) May 31. (**M**) Delta Sigma, Fredericksburg Electrical League.

## RADIO EDITORS—Continued

**LYNCHBURG DAILY ADVANCE** (e), Lynchburg, Va. No radio editor. Carries daily program schedules, obtained from the AP.

**PEOPLES PRESS** (w), Lynchburg, Va. **William D. Baber** (also advertising manager). Uses 2 tabloid pages every Friday—**N,C,R**. Also uses 2 columns of art work. Lists WEAf, WJZ, WABC, WOR, WLVA and short-wave stations. (B) Dec. 4. (E) U.T.A., Indianapolis. (M) B.P.O. Elks, Virginia Press Assn., American Press Assn.

**SOUTHWEST TIMES** (e, except Saturday), Pulaski, Va. No radio editor. Carries daily program listings of WEAf, WJZ and WABC, clipped from Roanoke Va. Times-Dispatch.

**RICHMOND NEWS LEADER** (e), Richmond, Va. **Elizabeth Copeland** (also film editor). Uses half-column of AP material daily, combined with local items—N. No art work. Lists WEAf, WJZ, WABC, WOR, WRVA, WMBG, WRNL and WRTD. (E) Sweet Briar. (M) Musicians Club, Writers Cluo of Virginia.

**RICHMOND TIMES-DISPATCH** (m, S), Richmond, Va. **Norman B. Rowe** (also special features editor). Uses 2 columns daily, 5 columns Sunday, including program log—**N,C,R**. Also uses one or 2 photos daily, 2 to 10 Sunday. Lists WEAf, WJZ, WABC, WRTD, WMBG, WRNL and WRVA. (B) Aug. 9. (E) William & Mary.

**ROANOKE WORLD-NEWS** (e), Roanoke, Va. No information after repeated requests. Previous information (1937) showed John W. Davies to be radio editor, using 15 to 30 column-inches daily.

**STAUNTON LEADER** (e), Staunton, Va. No radio editor. Carries daily program listings, obtained from the AP.

**STAUNTON NEWS-LEADER** (m, except Monday, S), Staunton, Va. No radio editor. Carries daily program schedules, obtained from the AP.

**NORTHERN VIRGINIA DAILY** (m), Strasburg, Va. No radio editor. Carries daily program listings and "some news." Source not specified.

**SUFFOLK NEWS-HERALD** (e), Suffolk, Va. No radio editor. Carries daily program listings for NBC and CBS, with occasional notices of special programs. Obtained by clipping.

**WAYNESBORO NEWS-VIRGINIAN** (e), Waynesboro, Va. No radio editor. Carries NBC and CBS programs daily. Obtained from network press releases.

**WINCHESTER STAR** (e), Winchester, Va. No radio editor. Carries one to 1½ columns of radio material daily. Obtained in "various ways."

## WASHINGTON

**ABERDEEN DAILY WORLD** (e), Aberdeen, Wash. **Harland L. Plumb** (also staff writer). Uses one to 1½ columns daily—**R,C,N**. Also uses some art work—"depends on make-up requirements." Lists all Northwest stations on NBC, CBS and Mutual. (B) Jan. 24. (E) U. of Washington, Washington State. (M) Sigma Phi Epsilon.

**BELLINGHAM HERALD** (m, e), Bellingham, Wash. No radio editor. Carries 1½ columns of radio material daily, obtained from releases sent in by stations.

**BREMERTON SUN** (e, except Saturday), Bremerton, Wash. No radio editor. Carries one story daily—no program listings. Obtained from press releases received in the mail, and from advertisers.

**HOQUIAM WASHINGTONIAN** (m, except Monday, S), Hoquiam, Wash. No radio editor. Carries about 1½ columns of program listings daily and Sunday; no news unless of particular local interest. Lists NBC, CBS, KGW, KJR, KVI. Material obtained from press releases sent in by stations.

**KELSONIAN-TRIBUNE** (e, except Saturday, S), Kelso, Wash. No radio editor. Carries daily program listings only. Source not specified.

**MOUNT VERNON HERALD** (e), Mount Vernon, Wash. No radio editor. Carries about 2 columns of news and listings of KJR and KOMO daily, obtained from press releases.

**DAILY OLYMPIAN** (m, except Monday, e), Olympia, Wash. **Barbara Crowder** (also society editor). Uses 2 columns daily—N. No art work. Lists KOMO, KVI, KOL. (B) May 15. (E) U. of Washington. (M) Theta Sigma Phi, Totem Club.

**SEATTLE POST-INTELLIGENCER** (m, S), Seattle, Wash. **Edwin James Mitchell**. Uses about 10 inches daily, 40 or



WEST VIRGINIA

- 50 inches Sunday, not including log—**N,C,R.** Also uses single-column cuts daily, single and double on Sunday. Lists KOL, KMO, KIRO, KVI, KOMO, KJR, KEEN, KRSC, KXA and KTW. (B) June 12.
- SEATTLE STAR** (e), Seattle, Wash. **Roy F. Ryerson.** Uses 2 or 3 columns weekdays—**N,C,R.** Uses very little art work. Lists NBC, CBS and Mutual; KJR, KOMO, KIRO, KVI, KOL, KEEN, KRSC and KXA (complete listings given one day ahead). (B) Oct. 4. (M) American Newspaper Guild.
- SEATTLE TIMES** (e, S), Seattle, Wash. **Robert Heilman** (also general assignment reporter). Uses program schedules only, except in the case of news stories of special events carried by all stations. Listings are daily and include KOMO, KJR, KIRO, KOL, KVI, KRSC, KEEN, KXA, KTW. (B) Feb. 14. (E) U. of Washington.
- SPOKANE PRESS** (e), Spokane, Wash. **Dave Dryden** (also reporter). Uses one column daily—**N,C,R.** Also half-column of art daily. Lists KHQ, KGA, KFPY, KFIO. (B) June 20.
- SPOKANE SPOKESMAN-REVIEW** (m, S), Spokane, Wash. **B. H. Johnsrud** (also on city desk). Uses one column weekdays, 3 columns Sunday, including program log—**N.** No art work. Lists KGA, KHQ, KFPY, KFIO, KWSC. (B) June 3. (E) Carleton.
- TACOMA NEWS TRIBUNE** (e, S), Tacoma, Wash. **Paul O. Anderson.** Uses one and a half to 2 columns daily—**N,C,R.** Also uses one or 2-column mats furnished by station publicity departments. Lists KVI, KMO, KOMO, KJR and KIRO. (B) Jan. 9. (E) College of Puget Sound.
- TACOMA TIMES** (e), Tacoma, Wash. **Jane Mottau.** Uses about 2 columns of daily program listings, including 5 or 6 inches devoted to the day's highlights—**N,C,R.** No art work. Lists NBC, CBS, Mutual, KVI, KMO, KOMO, KJR, KIRO. (B) Dec. 18.
- YAKIMA INDEPENDENT** (m, except Saturday), Yakima, Wash. **Mary Maxine Tusler.** Uses two 20-inch columns daily—**N,R,C.** Also uses one-column cut daily. Lists KFYZ, KVI, WLW, KSL, KHQ, KFI, KFRC, KGO, KPO, KOMO, KGDE, KIRO, KJR, KGW, KOIN, KFPY, KIT. (B) Jan. 9. (E) Yakima Valley College.
- RALEIGH REGISTER** (e, except Saturday), Beckley, W. Va. No radio editor. Carries daily program listings, obtained from the AP.
- BLUEFIELD SUNSET NEWS** (e), Bluefield, W. Va. No information after repeated requests. Previous information (1937) showed Harry W. Ball to be radio editor, using half-column daily.
- BLUEFIELD TELEGRAPH** (m, except Monday, S), Bluefield, W. Va. No radio editor. Carries over a column of radio material, obtained from station and network press releases.
- CHARLESTON DAILY MAIL** (e, S), Charleston, W. Va. **Robert H. Bull** (also state and fine arts editor; daily newscaster; instructor in journalism, Kanawha College). Uses column of AP material daily, full page Sunday, including art work—**N,C.** Also uses unspecified number of mats, preferably one, 2 and 3 column. Lists WEAF, WJZ, WABC and WCHS. (B) Aug. 4. (E) Butler U. (M) Phi Delta Theta, Sigma Delta Chi, Charleston City Art Commission.
- CLARKSBURG EXPONENT** (m, except Monday), Clarksburg, W. Va. **H. G. Rhawn.** Uses unspecified occasional space—**N.** Also 1 or 2-column mats thrice weekly. Lists WBLK, WCHS, WPAR, CBS, NBC. (B) Aug. 10. (E) Franklin and Marshall, Dickinson. (M) Phi Kappa Sigma, Elks, Masons, American Legion.
- CLARKSBURG TELEGRAM** (e), Clarksburg, W. Va. No radio editor. Carries daily program listings obtained from the AP.
- GRAFTON SENTINEL** (e), Grafton, W. Va. (Mr.) **H. June Gatrell.** Uses approximately 35 column-inches daily—**N.** Also unspecified amount of art work once a week. Lists NBC, CBS, WHAS, WMMN, WOR, WSM, WLW, KDKA, WGR, CKLW, WSB, WENR, Mutual, WGY, WHK, WGBI, WBAL, WPAR, WHAM, WORK, WGN, WHP, WFBL, WCAU, WJZ. (B) Oct. 30. (E) State. (M) Kiwanis.
- HINTON NEWS** (e), Hinton, W. Va. No radio editor. Carries very small amount of radio material daily, sent in by mail.
- HUNTINGTON ADVERTISER** (e), Huntington, W. Va. No radio editor. Car-

## RADIO EDITORS—Continued

- ries unspecified amount of radio material daily, obtained from AP.
- HUNTINGTON HERALD-DISPATCH** (m), Huntington, W. Va. No radio editor. Carries unspecified amount of radio material daily, obtained from AP and local sources.
- MORGANTOWN DOMINION-NEWS** (m), Morgantown, W. Va. No radio editor. Carries unspecified amount of radio material daily, obtained from AP feature service.
- MORGANTOWN POST** (e), Morgantown, W. Va. No radio editor. Carries half-column of network program listings daily, obtained from program releases.
- WEIRTON DAILY TIMES** (e), Weirton, W. Va. No radio editor. Carries daily program listings and occasional news items. Obtained from press releases received by mail.
- WHEELING NEWS-REGISTER** (e, S), Wheeling, W. Va. **William De Muth, Jr.** Uses three-fourths of a column 3 times a week—**C,N,R**. Also uses "all mats obtainable." No program listings. **(B)** Feb. 22. **(E)** West Liberty, West Virginia Teachers College.
- ### WISCONSIN
- ANTIGO DAILY JOURNAL** (e), Antigo, Wis. No radio editor. Carries daily AP release.
- APPLETON POST-CRESCENT** (e), Appleton, Wis. No radio editor. Carries 8 to 15 inches of radio material daily, consisting of personality news, resume of important programs and brief log of "the larger stations near us." List, principally, WTMJ, WGN, WMAQ, WCCO, WLW, WLS, WENR, WBBM, WJR. Obtained from press releases, Radio Guide and Sunday edition of New York Times.
- CHIPPEWA FALLS HERALD-TELEGRAM** (e), Chippewa Falls, Wis. No radio editor. Carries about 90 lines of radio material daily, obtained from the AP.
- FOND DU LAC COMMONWEALTH REPORTER** (e), Fond du Lac, Wis. No radio editor. Carries daily program listings of **KFIZ** (owned by the paper) and "other stations."
- JANESVILLE GAZETTE** (e), Janesville, Wis. **Villette Du Cray** (also continuity and publicity director for **WCLO**, owned by the paper). Uses about 50 inches daily—**N,R,C**. Also uses single-column cuts of radio stars. Lists **NBC**, **CBS**, **Mutual**. **(B)** Nov. 22. **(E)** Augustana. **(M)** Quota Club.
- LA CROSSE TRIBUNE** (e, S), La Crosse, Wis. No radio editor. Carries daily program listings only. Source not specified.
- MADISON CAPITAL TIMES** (e, S), Madison, Wis. **Kenneth F. Schmitt** (also program and publicity director for **WIBA**, owned by the **Capital Times** and **Wisconsin State Journal**). Uses 2 columns daily including Sunday—**N,C,R**. Also uses 2 columns of art work daily, 8 on Sunday. Lists **WIBA**, **WGN**, **WBBM**, **WENR**, **WLS**, **WLW**, **KMOX**, **WHAS**, **WHA**, **WMAQ**, **WCFL**. **(B)** July 23. **(E)** U. of Wisconsin.
- WISCONSIN STATE JOURNAL** (e, S), Madison, Wis. **William L. Doudna** (also daily newscaster). Uses half-column daily, full column Sundays—**N,C**. Also uses at least one single-column cut. Lists **WEAF**, **WJZ**, **WABC**, **WOR**, **WGN**, **WLS**, **WENR**, **WMAQ**, **WBBM**, **WCFL**, **WIND**, **WJJD**, **WIBA**, **WHA**, **WTMJ**, **WLW**, **WCCO** and short-wave stations. **(B)** Feb. 21. **(E)** U. of Wisconsin. **(M)** American Newspaper Guild.
- MANITOWOC HERALD - TIMES** (e), Manitowoc, Wis. No radio editor. Carries daily listing of network programs, obtained from AP.
- MILWAUKEE JOURNAL** (e, S), Milwaukee, Wis. **Edgar A. Thompson**. Uses 3 columns weekdays, 6 tabloid pages Sunday, including art work, etc.—**N,R,C**. Also uses photos daily, "if news value warrants," one and a half pages of art work Sunday. Lists **WTMJ**, **WISN**, **WEMP**, **WHA**, **WMAQ**, **WGN**, **WBBM**, **WENR**, **WCFL**, **WLW**, **WIND** and **WCCO**, plus Sunday programs of all Wisconsin stations. **(B)** April 26. **(E)** Marquette U. **(M)** Sigma Delta Chi. (Note: The Journal also has a short-wave editor who devotes space to column and schedules.)
- MILWAUKEE NEWS & SENTINEL**, Milwaukee, Wis. **Vivian M. Gardner**. Uses column in both papers Monday to Friday (Sentinel), about 3 columns, 20 inches deep; News, 2 columns, 20 inches deep; full page Saturday and 4-page tabloid Sunday (Sentinel only)—**N,C,R**. Cuts on Saturday: one 3-column, one 2-col-

## RADIO EDITORS—Continued

- umn, one single-column; Sunday: one 3-column, one 2-column, 5 single-column. Lists WISN, WTMJ, WMAQ, WENR, WLS, WBBM and WGN daily; WISN, WTMJ, WMAQ, WENR, WEMP, WGN, WLS, WBBM, WHBL, WOMT, WHA, KSTP, WCCO, WRJN, WEAU, WEBC and WSAU Sunday (listings for following week in tabloid section). (B) July 8. (M) Eastern Star, American Newspaper Guild.
- OSHKOSH NORTHWESTERN** (e), Oshkosh, Wis. No radio editor. Carries unspecified amount of radio material daily, obtained from AP and UP Services.
- RACINE JOURNAL-TIMES** (e), Racine, Wis. **Kent Owen** (real name, Ken Hegard; also publicity director of WRJN). Uses about 20 inches daily, including Sunday, with special promotion given extra space—**C,N,R**. Will use photos of network and local stars. Lists NBC, CBS and Mutual; WRJN, WGN, WMAQ, WBBM, WCFL, WIND, WTMJ, WENR, WLS and WJJD. (B) Dec. 14.
- RHINELANDER NEWS** (e), Rhinelander, Wis. No radio editor. Carries only announcements of "important news broadcasts." Source unspecified.
- SHEBOYGAN PRESS** (e), Sheboygan, Wis. **Ethel Max**. Uses unspecified amount of space weekdays, devoted to WHBL programs only—**N**. Art work is used rarely. Lists WHBL, WBBM, WGN, WTMJ and WLW. (B) Oct. 2. (E) U. of Wisconsin.
- STEVENS POINT JOURNAL** (e), Stevens Point, Wis. No radio editor. Carries condensed program listings daily, obtained from AP.
- TWO RIVERS REPORTER** (e), Two Rivers, Wis. No radio editor. Carries "very little" radio material; source unspecified.
- WISCONSIN RAPIDS DAILY TRIBUNE** (e), Wisconsin Rapids, Wis. **George T. Frechette**. Uses tabloid page every Saturday (deadline Thursday evening)—**N,C**. Also uses limited amount of art work. Lists WBBM, KMOX, WTMJ, WIBA, WEBC, KYW, WMAQ, KSTP, WCCO, WTAQ, WKBH, WOC, WJZ, WLW, WISN. (B) Dec. 17. (E) U. of Wisconsin. (M) Haresfoot, Kiwanis, Elks, Knights of Columbus.

## WYOMING

- CASPER TRIBUNE-HERALD** (e, except Saturday, S), Casper, Wyo. No radio editor. Carries daily listing of network programs, obtained from AP.
- STATE TRIBUNE** (e, except Saturday, S), Cheyenne, Wyo. No radio editor. Lists KOA and KLZ programs daily.
- GILLETTE NEWS-RECORD** (m, except Monday), Gillette, Wyo. No radio editor. Carries occasional news items, depending on "quality and interest." Source unspecified.
- LARAMIE REPUBLICAN & BOOMER-ANG** (e, except Saturday, S), Laramie, Wyo. No radio editor. Carries one-quarter to half column of radio material daily, obtained from the AP.

## CANADA

### ALBERTA

- EDMONTON BULLETIN** (e), Edmonton, Alberta. No information after repeated requests. Previous information (1937) showed H. R. Hammond to be radio editor, using half column daily.
- EDMONTON JOURNAL** (e), Edmonton, Alberta. **Gordon McCallum**. Uses program log only, listing NBC, CBS, CJA, CFRN, CKUA, CFGP. (B) June 10.

### BRITISH COLUMBIA

- NELSON DAILY NEWS** (m), Nelson, B. C. **James H. Ryley**. Uses column and a half daily—**N**. Seldom uses art work. Lists NBC, CBS, Mutual, Don Lee, Canadian Broadcasting Corp., CJOR, CJAT, CFCN. (B) Feb. 8.

- RADIO WEEKLY**, North Vancouver, B. C. **Ruth McKay**. A 16-page tabloid weekly, chiefly devoted to program listings and highlights, art work, etc. Special columns—**R,C,N**. Mats up to 3 columns by 9 inches are acceptable. Lists Canadian Broadcasting Corp., NBC, CBS, Mutual, CJOR, CKMO, CKWX, CKCD, CFCT. (B) April 2. (E) U. of British Columbia. (M) Drama and bridge clubs.
- VANCOUVER DAILY PROVINCE** (e), Vancouver, B. C. **Gordon T. Southam** (also assistant to business manager). Uses 40 inches Monday to Friday, 80 inches Saturday—**R,C,N**. One column a week is devoted to short-wave news. Also uses a double-column or 2 single-column cuts daily. Lists Canadian Broadcasting Corp., NBC, CBS and Mu-

## RADIO EDITORS—Continued

tual. (B) Oct. 14. (E) Ashbury. (M) Jericho Country Club, Royal Ottawa Golf Club, Rideau Club, West Side Tennis Club.

**VANCOUVER NEWS-HERALD** (m), Vancouver, B. C. **John F. Scott** (also aviation editor, feature writer). Uses one column Monday to Friday, 2 columns Saturday—**N,R,C**. Also uses single-column cut daily, 2-column layout Saturday. Lists Canadian Broadcasting Corp., NBC, CBS, CKWX, CJOR and CKMO. (B) March 10. (M) B.C. Institute of Journalists, Arctic Club, Pelican Club.

**VANCOUVER SUN** (e), Vancouver, B. C. **William D. Newell** (also handles all radio promotion for the Sun; daily newscaster over CKWX). Uses 4 columns Monday to Friday, 6 columns Saturday in week-end edition—**N,C,R**. Also uses 2-column layout daily, additional art work Saturday. Lists NBC, CBS, Mutual and Canadian Broadcasting Corp.; runs summary of local stations' programs. (B) Dec. 10. (E) U. of California. (M) Vancouver Lawn Tennis Club, Pacific Athletic Club, B. C. Institute of Journalists.

**WESTERN CANADA RADIO NEWS** (w), Vancouver, B. C. **H. W. Reeder** (president and managing editor). 32-page illustrated weekly magazine—**N,C,R**. Runs mats or cuts, newspaper screen. Lists Canadian Broadcasting Corp., NBC, CBS, plus about 40 local and nearby American stations. (B) July 24.

**VERNON NEWS**, (w), Vernon, B. C. **Greville J. Rowland** (also news editor). Uses one column Thursday—**N,R,C**. Also uses varying amount of art work. Lists Canadian Broadcasting Corp., NBC and CBS. (B) Aug. 12. (E) U. of British Columbia.

**VICTORIA DAILY TIMES** (e), Victoria, B. C. **Kenneth Drury** (also editor). Uses quarter-column Monday to Friday, 4 columns to full page Saturday—**N,C**. Art work is run Saturday, totalling about 50% of reading matter. Lists NBC, CBS, Mutual, Canadian Broadcasting Corp. (B) Feb. 17. (E) Columbia U.

## MANITOBA

**BRANDON DAILY SUN** (e), Brandon, Manitoba. No radio editor. Carries daily program listings of KFYR and Canadian Broadcasting Corp., obtained direct.

**WINNIPEG FREE PRESS** (m, e), Winnipeg, Manitoba. **Peter B. Whittall** (also rewrite and special events; Variety correspondent). Uses 2 columns every Saturday—**N,C,R**. Half and single-column mats used occasionally. Program schedules and notes are run daily. Lists Canadian Broadcasting Corp., CKY, CJRC, and KFYR completely; NBC and CBS from 7 p. m. to sign off. (B) March 13. (M) Winnipeg Press Club.

**WINNIPEG TRIBUNE** (e), Winnipeg, Manitoba. **Dennis W. Brown** (also reporter). Uses column and a half daily except Saturday, when space runs to 3 columns—**N,C,R**. Also uses half-column of art work Monday to Friday, one to 2 columns Saturday. Lists Canadian Broadcasting Corp., CKY, CJRC, CKX, WLW, KOA, WMAQ, KFYR, WJR, WBBM, WCCO, KMOX, KSL, WGN and European short-wave stations. (B) June 10. (M) Winnipeg Press Club.

## NEW BRUNSWICK

**FREDERICTON DAILY MAIL** (e), Fredericton, N. B. **Darrell R. Long** (also reporter). Uses half-column weekly—**C,R,N**. Also uses 5-inch cuts on 2 columns daily. Lists Canadian Broadcasting Corp., NBC, CBS and CKAC. (B) July 30. (E) U. of New Brunswick. (M) Dawson Club, Twentieth Century Club.

**MONCTON TRANSCRIPT** (e), Moncton, N. B. No radio editor. Carries varying amount of radio material daily—mostly program listings—obtained chiefly from the Canadian Broadcasting Corp.

**ST. JOHN CITIZEN** (e), St. John, N. B. No radio editor. Carries 5 columns of news and program listings daily, obtained from press releases.

**TELEGRAPH - JOURNAL** (m) & **TIMES-GLOBE** (e), St. John, N. B. **Christine A. Fewings** (by-line "Christine"; also feature editor, both papers; publicity director of CHSJ, owned by the papers). Uses one column weekly—**C,R,N**. Also uses cuts of artists heard over CHSJ in Canadian Broadcasting Corp. hookup. Radio log is run daily and lists CHSJ, CFNB, CKCW, CHNC, CFCY, CHCK, CHGS, CJCB, CHNS, CJLS, CKIC, CBF, CBM, CHNC, CKAC, CRCM, CFCF, CFRB, CBL; WEA, WJZ, WABC, WOR, WGY, WTAM, WTIC, WBZ-WBZA, KDKA, WBAL, WEEI, WNAC, WCAU, WPG, WLW and short-

## RADIO EDITORS—Continued

wave stations. (B) Dec. 12. (E) St. Vincent's Convent School. (M) Business and Professional Women's Club, Catholic Women's League of Canada, Canadian Women's Press Club.

### NOVA SCOTIA

**HALIFAX CHRONICLE (m) & STAR (e)**, Halifax, N. S. **Harold O. Hoganson**. Uses one column daily, not including program log—N,R,C. Also uses one or 2 pieces of art work daily. Lists Canadian Broadcasting Corp., NBC, CBS and Mutual. (B) Sept. 24. (E) St. Mary's. (M) Charitable Irish Society.

**HALIFAX HERALD & MAIL (m, e)**, Halifax, N. S. **Lionel L. Shattford** (by-line, "Oidar"). Uses full column daily, exclusive of program log—R,N,C. Also uses varying amount of art work. Lists WEAf, WJZ, WABC, WOR, KDKA, WTIC, CHNS, CFCY, CJLS. (B) Nov. 20. (E) Halifax Academy. (M) Halifax Dramatic and Musical Club, Halifax County Radio Assn.

**NEW GLASGOW NEWS (e)**, New Glasgow, N. S. No radio editor. Carries "leading" daily programs only, obtained from press releases.

**SYDNEY POST-RECORD (e)**, Sydney, N. S. **G. Vincent Riley**. Uses 2 to 4 columns weekdays—N. Also uses a number of cuts every issue. Lists Canadian Broadcasting Corp., BBC, NBC, CBS, WLW and shortwave stations. (B) July 23.

**TRURO NEWS (e)**, Truro, N. S. No radio editor. Carries CBC program listings and cuts, and short-wave programs daily. Obtained via press releases received by mail.

### ONTARIO

**ONTARIO-INTELLIGENCER (e)**, Belleville, Ont. No radio editor. Carries "brief listings" daily, obtained from the CBC and Radio Guide Bulletins.

**BRANTFORD EXPOSITOR (e)**, Brantford, Ont. **J. Douglas O'Neil** (also reporter; prepares daily newscast for local station CKPC). Uses one to two columns, of program schedules only, every weekday. Art work used only on broadcasts of unusual interest. Lists Canadian Broadcasting Corp.; NBC,

CBS and Mutual; CKPC, CFRB, CBL, CKOC, CHML, WGR, WBEN, WJR, WLW, WGN and WHAM. (B) Nov. 8. (M) Brantford Kiwanis Club.

**GALT DAILY REPORTER (e)**, Galt, Ont. No radio editor. Carries daily program listings only. Source not specified.

**HAMILTON SPECTATOR (e)**, Hamilton, Ont. No information after repeated requests. Previous information (1937) showed Frank SerCombe to be radio editor, using half to three-quarter column daily.

**KINGSTON WHIG - STANDARD (e)**, Kingston, Ont. No radio editor. Carries one column of radio material daily, obtained from network releases.

**KITCHENER RECORD (e)**, Kitchener, Ont. **Beland Honderich** (also reporter). Uses straight listings only, averaging three 8-inch columns daily. No art work. Lists all "important" stations of CBS, Mutual, NBC, and Canadian Broadcasting Corp. (B) Nov. 25.

**LINDSAY DAILY POST (e)**, Lindsay, Ont. No radio editor. Uses very small amount of radio material daily, obtained direct from stations.

**LONDON FREE PRESS (m, e)**, London, Ont. **James C. Burns** (also night final editor, theatre and drama commentator over CFPL, the paper's station). Uses 2 columns daily—C,N,R. Art work used only occasionally. Lists Canadian Broadcasting Corp., NBC, CBS, Mutual, CFPL, CFRB, CBL, CJSC, CKPC, CFCO, WJR, WLW, WTAM, CKLW, CKNX. (B) April 10.

**OSHAWA DAILY TIMES (e, except Saturday)**, Oshawa, Ont. **Jack F. Cottingham** (also assistant to circulation manager). Uses one column Monday to Friday—N,C,R. Very little art work. Lists CBL, CFRB, CKCL, CKTB, WGR, WKBW, WBEN, WHAM and WLW. (B) Oct. 15. (M) Young People's Society, Debating Club.

**LE DROIT (e)**, Ottawa, Ont. **Rudel-Tessier** (also theatre, film and feature writer). Uses 3 or 4 columns daily—N,R. Also occasional, infrequent art work. Lists Canadian Broadcasting Corp., CKAC, WABC, WEAf, WJZ. (B) April 23. (E) Ottawa Seminary. (M) Institut Canadien.

**OTTAWA CITIZEN (e)**, Ottawa, Ont. **Claude C. Hammerston**. Uses 2½ col-

## RADIO EDITORS—Continued

umns Monday to Friday, full page Saturday, including program schedules—**N,C**. Also uses one or two mats Saturday. Lists CFCF, CKAC, WEA, WJZ, WABC, WTIC, WGY, WLW, WGN and WOR. **(B)** May 29. **(E)** Feller Institute. **(M)** Ottawa Press Club.

**OTTAWA JOURNAL** (m, e), Ottawa, Ont. No information after repeated requests. Previous information (1937) showed Monty Taschereau to be radio editor, using 2 columns Monday to Friday, 6 columns Saturday.

**PORT HOPE GUIDE** (e), Port Hope, Ont. No radio editor. Carries half to full column of radio material daily, obtained from the CBC.

**ST. CATHERINES STANDARD** (e), St. Catherines, Ont. **Donald D. Smith** (also news and sports reporter). Uses detailed program schedules daily (stations not indicated). No art work. **(B)** April 28. **(E)** U. of Western Ontario. **(M)** Kiwanis, Board of Trade, Amateur Athletic Assn., Tennis Club.

**ST. THOMAS TIMES-JOURNAL** (e), St. Thomas, Ont. **Hughie Agnew**. Uses a column daily—**N,C**. Also uses about 30 mats and photos every day. Lists WEA, WJZ, WABC, WGR, WBN, WWJ, WTAM, WLW, WMAQ, WJR, WHAM, WGY, WGN, CKLW, WCAU, WKBW, KDKA, CFRB, CBW, CBL, CBM. **(B)** Nov. 3. **(E)** Toronto U. **(M)** Psi Upsilon.

**STRATFORD BEACON-HERALD** (e), Stratford, Ont. **Thomas J. Dolan**. Uses full column daily—**N**. Lists Canadian Broadcasting Corp., NBC, CBS. **(M)** Rotary, Stratford Country Club.

**SUDBURY STAR** (Mon., Wed., Sat.), Sudbury, Ont. **Wilf J. Woodill**. Uses 2 columns 3 times weekly, not including programs—**N,E,C**. Also uses one or 2 photos each issue. Lists Canadian Broadcasting Corp. and CKSO. **(B)** March 4.

**TIMMINS DAILY PRESS** (e), Timmins, Ont. **Mrs. Ethel Kinsey** (also social editor). Uses over a column daily in "Round the Dial with Bill Wren"—**C,R,N**. Also uses one cut or mat each day. Lists WEA, WJZ, WABC, CKGB, CBC, WLW, CFRB and CJKL.

**TORONTO DAILY STAR** (e), Toronto, Ont. No information after repeated requests. Previous information (1937) showed James T. Annan to be radio editor, using one column daily.

## PRINCE EDWARD ISLAND

**CHARLOTTETOWN PATRIOT** (e), Charlottetown, P. E. I. No radio editor. Carries varying amount of radio material daily, obtained from the CBC.

**SUMMERSIDE JOURNAL & PRINCE EDWARD ISLAND AGRICULTURIST** (w), Summerside, P. E. I. **John J. Enman** (also editor of both papers). Uses one to two columns in each paper weekly (Journal published every Monday, Agriculturist every Thursday)—**N,R** (local shows), **C**. Also uses mats, when supplied. Lists CHGS completely, brief items on important broadcasts from large stations. **(B)** Jan. 2. **(E)** St. Peter's School. **(M)** Summerside Board of Trade, Summerside Golf Club.

## QUEBEC

**LA PATRIE** (e, S), Montreal, Que. **Lucien Champeau** (also military editor, Justice Court assistant editor, reporter). Uses full page daily, 4 on Saturdays, and 5 or 6 pages Sundays—**N,E,C**. Also uses some art work, "depending on its interest." Lists full schedules on CHLP (owned by the paper), CKAC, CFCF, CBF, CBM, Radio Coloniale, Paris. Also lists short-wave programs, furnished by Radio Manufacturers Association. **(B)** Nov. 12. **(E)** College de Saint Laurent. **(M)** Jeunesses Patriotes, A.C.J.C., Cercle des Polyglottes.

**LE CANADA** (m), Montreal, Que. **Benoit Lafleur** (also music editor). Uses 2 columns daily—**N,C,R**. Also uses at least one photo daily. Lists CBF, CBM, CKAC, CHLP, CFCF, CBC. **(B)** Sept. 9. **(E)** Montreal U.

**MONTREAL STANDARD** (w), Montreal, Que. **E. C. Gannon**. Uses an 8-column page, 300 lines deep, in weekly rotogravure section issued Saturday afternoons—**N,C**. Also uses art layouts in one, two and three column styles. Lists NBC, Mutual, CBS, Canadian Broadcasting Corp., British Broadcasting Corp., and short-wave stations. **(B)** Jan. 9. **(E)** Jesuits. **(M)** K. of C.

**MONTREAL DAILY STAR** (e), Montreal, Que. **David M. Legate** (also assistant literary and dramatic editor). Uses about 2½ columns daily—**N,C**. No art work. Lists all local and "major American" stations. **(B)** Aug. 30. **(E)** McGill.

## RADIO EDITORS—Continued

**L'ACTION CATHOLIQUE** (e), Quebec. **Henri Du Berger** (also finance editor and translator). Uses full page daily—**R,N,C**. Also unspecified number of mats on Friday. Lists WOR, WEA, WJZ, WABC, CHRC, CKAC, CKCV, CJBR, CRCK, WQXR. (B) March 15. (E) Commercial Academy. (M) ACFAS, Quebec Chamber of Commerce.

**LE JOURNAL** (m), Quebec. **Jean Marion** (also theatre, film, marine and military editor). Uses full page daily—**R,C,N**.—also special column of program highlights. Uses unspecified amount of art work from NBC, CBS, CBC, NEA. Lists CBC, CKCV, CHRC, CKAC, CBS, NBC, WABC, WEA, WJZ and short-wave stations. (B) March 12. (E) Ste. Marie, U. of Montreal. (M) Renaissance Club, Reform Club, Club des Journalistes, Quebec Winter Club.

**SHERBROOKE DAILY RECORD** (e), Sherbrooke, Que. No radio editor. Carries one to 2 columns of radio material daily, obtained direct from stations.

**LE NOUVELLISTE** (e), Three Rivers, Que. **Albert L. Gaucher** (also sports editor, music critic). Uses 3 columns daily—**R,C**. Also runs art work if mats are supplied. Lists CHLN, CKAC, CHLT, WJZ, WABC. (B) Aug. 21. (E) Seminaire Trois-Rivieres. (M) Le Flambeau, Les Troubadours, Le Radisson, Community Concert Club.

## SASKATCHEWAN

**MOOSE JAW TIMES-HERALD** (e), Moose Jaw, Sask. **Victor J. Mackie**. Uses about one column daily, and notes on short-wave radio—**R,N,C**. No art work. Lists CBC, NBC and CBS networks, CHAB, CKCK, CJRM, KFYZ, KOA, WENR, KSL, WCCO, WGN, WLW. (B) Feb. 12. (E) Saskatchewan U.

**SASKATOON STAR-PHOENIX** (e), Saskatoon, Sask. **Arthur H. Walls** (also music and provincial editor). Uses one column daily, exclusive of program log—**R,N,C**. Also uses single and double-column cuts daily. Lists CFAC, CFQC, CJCA, CJGX, CJRM, CKBI, CKCK, CKY, CRVC, KFAB, KFI, KFYZ, KLZ, KMOX, KNX, KOA, KPO, KSL, KSTP, WBBM, WCCO, WENR, WLS, WGN,

WHO, WJR, WLW, WMAQ, WOW. (B) May 20. (E) U. of Saskatchewan. (M) Gyro Club.

**REGINA LEADER-POST** (e), Regina, Sask. **Gaston J. Johnson**. Uses one column daily, exclusive of program log—**C,R,N**. Usually runs 2 half-column cuts each issue. Lists WGN, WBBM, WCCO, WENR, WLS, WHO, WLW, WJR, WMAQ, WOW, KFAB, KFI, KFYZ, KGO, KMOX, KNX, KOA, KPO, KSL, KSTP, KLX, CFAC, CFQC, CJGX, CKY, CKCK, CHAB, CJRM, CKBI, CKX.

## ALASKA

**KETCHIKAN CHRONICLE** (e), Ketchikan, Alaska. No radio editor. Carries half-column a month on "outstanding programs." Obtained from news service wire, plus some press releases received in the mail.

## HAWAII

**HAWAII PRESS** (m, except Monday, S), Hilo. No radio editor. Carries "occasional items of special interest," obtained from local stations.

**HONOLULU STAR-BULLETIN** (e), Honolulu. **Paul Findeisen** (also member of mechanical staff). Uses 8 columns weekly—**C,R,N**. Also uses photos and mats, usually single-column. Lists NBC, CBS, Mutual, KFI, KPO, KNX, KSL, WLW and short-wave stations. (B) Nov. 13.

## PHILIPPINE ISLANDS

**MANILA DAILY BULLETIN** (m), Manila, P. I. **Juan Claro Orendain** (also provincial and student editor). Uses full page weekly—**R,N,C**. Also uses one-third to full column of art work. (An annual supplement is issued, running 4 to 8 pages). Program log is run daily and lists KZRM, KZEG and KZIB, Philippine Islands; BBC, London; DJE, Berlin; 2RO, Rome; Radio Coloniale, Paris; JZJ, Tokyo; VPD2, Suva, Fiji Islands. NBC and CBS rebroadcasts through KZRM always given news space and listing. (B) May 6. (E) St. Thomas, Minnesota; Stetson U., Florida. (M) Manila Press Club.

# TRADE JOURNALS

Data on the publications serving the broadcasting industry either entirely, or as part of their editorial content, is herewith presented.

**THE ADVERTISER**, 3557 Bogart Avenue, Cincinnati, O. *Phone:* Avon 6825. 11 W. 42d St., New York, N. Y. *Phone:* Pennsylvania 6-3265. *Publisher:* The Advertiser Publishing Co. *Staff:* Manuel Rosenberg, publisher, editor-in-chief; Lester Blumner, managing editor; Col. Don R. Jason, L. M. MacMillan, Arthur Coles, Michael Grimm, associate editors; M. Ascham Greene, general foreign editor. *Type of radio material accepted:* Activities of advertisers in radio, and what broadcasters are doing to effect better sales results from radio advertising. *Type of pictures accepted:* Those pertinent to the articles and items carried. *Amount of space devoted to radio:* From 40% to 80%.

**ADVERTISING AGE**, 100 E. Ohio Street, Chicago, Ill. *Phone:* Delaware 1337. *Publisher:* Advertising Publications, Inc. *Staff:* G. D. Crain, Jr., publisher; S. R. Bernstein, editorial director. *Type of radio material accepted:* News stories with advertisers' angles; merchandising stories. *Type of pictures accepted:* Personnel pictures; occasional talent pictures, if they have an advertising angle. *Amount of space devoted to radio:* About 30%.

**ADVERTISING AGENCY**, 400 Madison Ave., New York, N. Y. *Phone:* Plaza 8-2836. *Publisher:* Agency Publishing Co., Inc. *Staff:* J. E. Neuger, publisher. *Type of radio material accepted:* Articles and items of specific appeal and interest to advertising agency executives. *Type of pictures accepted:* Such as tell stories within themselves; freedom of combination of art and photography requested on any photograph submitted. *Amount of space devoted to radio:* 20%.

**ADVERTISING & SELLING**, 9 East 38th Street, New York, N. Y. *Phone:* Caledonia 5-9970. *Publisher:* Robbins Publishing Co. *Staff:* Frederick C. Kendall, editor; R. I. Elliot, R. L. Biehuse and Mary Saxton, editorial associates; Allen Hurlburt, art director. *Type of material accepted:* Periodic articles (up to 2,000 words) on broadcast advertising prob-

lems. *Type of pictures accepted:* People, campaigns, displays, conventions, rehearsals and programs in broadcast advertising. *Amount of space devoted to radio:* 20%.

**THE BILLBOARD**, 1564 Broadway, New York, N. Y. (this address for all radio material; publishing plant, 25 Opera Place, Cincinnati). *Phone:* Medallion 3-1616. *Publisher:* Billboard Publishing Co. *Staff:* Elias E. Sugarman, editor (A. C. Hartmann, Cincinnati editor); Paul Denis, assistant indoor editor; Jerry Franken, radio editor. *Type of radio material accepted:* General items of interest to station and network officials, advertising executives, radio performers. *Type of pictures accepted:* None. *Amount of space devoted to radio:* 10%.

**BOXOFFICE**, 9 Rockefeller Plaza, New York, N. Y. *Phone:* Columbus 5-6370-1-2. *Publisher:* Ben Shlyen. *Editor-in-Chief:* Maurice Kann. *General manager:* Joseph H. Gallagher. *Staff:* William G. Formby, editor; Jesse Shlyen, managing editor; William Ornstein, eastern editor; Ivan Spear, western editor; J. Harry Toller, Modern Theatre editor. *Type of radio material accepted:* News concerning national network operations, motion picture producers' radio activities, motion picture personalities and their radio work. *Type of pictures accepted:* News photographs on above subjects. *Amount of space devoted to radio:* Approximately 5%.

**BROADCASTING**, 870 National Press Bldg., Washington, D. C. *Phone:* Metropolitan 1022. *Publisher:* Broadcasting Publications, Inc. *Staff:* Martin Codel, publisher; Sol Taishoff, editor. *New York Office:* 250 Park Ave. (Plaza 5-8355); Bruce Robertson, manager. *Type of material accepted:* General news items of stations, networks, radio and advertising executives; technical articles; merchandising stories of how advertisers are using radio, etc. *Type of pictures accepted:* Those illustrating any of the various phases of the industry covered by the magazine.



## TRADE JOURNALS—Continued

**DAILY VARIETY.** See Variety (Daily).

**DRUG TRADE NEWS,** 330 W. 42nd Street, New York. *Phone:* Longacre 3-2400. *Publisher:* The Topics Publishing Co., Inc. *Staff:* Jerry McQuade, editor; Dan Rennick, managing editor; Mortimer Gran, news editor; Philip Van Itallie, technical news editor; Aaron Addeleston, associate technical editor; Ernest Carlson, art director. *Type of radio material accepted:* News stories of campaigns or programs for drug products and merchandising tieups on same. *Type of pictures accepted:* Illustrations of tie-ups at point of sale; human interest news pictures of talent. *Amount of space devoted to radio:* About 3%.

**EDITOR & PUBLISHER,** 1475 Broadway, New York. *Phone:* Bryant 9-3052. *Publisher:* James W. Brown. *Staff:* James W. Brown, president and publisher; Arthur T. Robb, editor; Warren L. Bassett, managing editor. *Type of radio material accepted:* News, briefly, as it touches mutual interests of press and radio. *Type of pictures accepted:* Radio executive personalities. *Amount of space devoted to radio:* 10%.

**FOOD FIELD REPORTER,** 330 W. 42nd Street, New York. *Phone:* Bryant 9-6540. *Publisher:* The Topics Publishing Co., Inc. *Staff:* Frank J. Cogan, editor; Dan Rennick, managing editor; M. A. Gran, associate editor; J. Leroy Miller, associate editor; Philip H. Van Itallie, production editor; A. W. Addeleston, associate production editor; Ernest Carlson, art director. *Type of radio material accepted:* News stories of campaigns or programs for grocery store products; merchandising tie-ups with such campaigns. *Type of pictures accepted:* Illustrations of tie-ups at point of sale; human interest news pictures of talent. *Amount of space devoted to radio:* About 3%.

**MOTION PICTURE DAILY,** RKO Building, New York, N. Y. *Phone:* Circle 7-3100. *Publisher:* Quigley Publishing Co., Inc. *Staff:* Martin Quigley, publisher, editor-in-chief; Jack Banner, radio editor. *Type of radio material accepted:* General news items. *Type of pictures accepted:* None. *Amount of space devoted to radio:* Regular column; stories.

**PRINTERS' INK MONTHLY,** 185 Madison Avenue, New York. *Phone:* Ashland 4-6500. *Publisher:* Printers' Ink Publish-

ing Co. *Staff:* C. B. Larrabee, managing editor; G. A. Nichols, editor. *Type of radio material accepted:* Articles showing how advertisers use radio as a sales stimulant; technical articles on use of electrical transcriptions and on various phases of broadcasting from advertiser's viewpoint. *Type of pictures accepted:* Only illustrative material for articles featured. *Amount of space devoted to radio:* About 10%.

**RADIO DAILY,** 1501 Broadway, New York, N. Y. *Phone:* Wisconsin 7-6336. *Publisher:* Jack Alicoate. *General manager:* Don Mersereau. *Staff:* M. H. Shapiro, editor; Marvin Kirsch, business manager. *Type of material accepted:* Any type pertaining to radio. *Type of pictures accepted:* None.

**RADIO MARKET QUARTERLY** (Radio Art), 515 Madison Ave., New York, N. Y. *Phone:* Plaza 3-7156. *Publisher:* Broadcast Publishing Corp. *Editor and Publisher:* Charles R. Tighe. *Business staff:* A. G. Hopkins, Medina, O.; Scott Kingwill, 201 N. Wells St., Chicago; Dr. Ralph L. Power, 580 Crane Blvd., Los Angeles. *Type of material:* Devoted entirely to coverage and market information relative to radio stations.

**RADIO RETAILING,** 330 West 42nd Street, New York, N. Y. *Phone:* Medallion 3-0700. *Publisher:* McGraw-Hill Publishing Co. *Staff:* Howard Ehrlich, publisher; O. Fred. Rost, editor; W. W. MacDonald, managing editor. *Type of radio material accepted:* Brief merchandising stories. *Type of pictures accepted:* Action pictures illustrating stories used.

**RADIO TODAY,** 480 Lexington Avenue, New York. *Phone:* Plaza 3-1340. *Publisher:* Caldwell-Clements, Inc. *Staff:* Dr. Orestes H. Caldwell, editor; Vinton K. Ulrich, technical editor; Darrell Bartee, news editor. *Type of material accepted:* Material for the radio industry and trade—manufacturers, jobbers, dealers and service men.

**SALES MANAGEMENT,** 420 Lexington Avenue, New York. *Phone:* Mohawk 4-1760. *Publisher:* Sales Management, Inc. (associated with Bill Brothers Publishing Corp.). *Staff:* Raymond Bill, editor and publisher; Philip Salisbury, executive editor; A. R. Hahn, managing editor; E. W. Davidson, news editor; M. E. Shumaker, desk editor; F. R. Petron, production manager; James R. Daniels, Lawrence M. Hughes, Lester B. Colby, D. G. Baird, Maxwell Droke, Ray B.

## TRADE JOURNALS—Continued

Prescott, L. R. Boulware, Frank Waggoner, associate editors. *Type of radio material accepted:* Marketing campaigns utilizing radio, but not necessarily limited to same. *Type of pictures accepted:* Human interest or news pictures of talent. *Amount of space devoted to radio:* Of 1,145 pages published in 1937, approximately 75 pages dealt wholly or in part with material of radio interest.

**STANDARD RATE & DATA SERVICE**, 333 N. Michigan Avenue, Chicago, Ill. *Phone:* Randolph 5616. *Publisher:* B. & B. Service Corp. *Executives:* Walter E. Botthof, president; Albert Moss, vice-president, secretary; R. A. Trenkmann, treasurer, general manager. *Type of service offered:* Two rate and data services are published jointly, revised editions being published monthly, correction bulletins three times weekly. (1) Newspaper, Magazine and Farm Paper, and Business Paper Sections, in which are listed all papers and magazines published in the U. S. and Canada, giving such data as circulation, advertising rates, closing dates, mechanical requirement, personnel, etc. Radio and advertising publications are included in the Business Paper Section. (2) Radio Advertising, Rates and Data, in which is listed all radio stations in the U. S., Canada and American territories licensed by the FCC, and giving such data as ownership, general and talent rates, remote control arrangements, contract and other requirements, mechanical program equipment, etc.

**TIDE**, 232 Madison Avenue, New York, N.Y. *Phone:* Ashland 4-3390. *Publisher:* Tide Publishing Co., Inc. *Staff:* David Frederick, editor; E. L. Hess, Esther R. Bien, Harrison Doty (managing), Barbara Bement, Max Forester, Dorothy Rockwell, Ann S. Kheel, Don Johnson, associate editors. *Type of radio material accepted:* New programs; results of test campaigns; selected promotion schemes; general

news of the business; no manuscripts accepted. *Type of pictures accepted:* Advertising personalities—agency executives, advertising managers, station owners, newspaper publishers—preferably informal action shots used in double spread titled, "Camera!"; special events broadcasts, copies of advertisements for stations or sponsors. *Amount of space devoted to radio:* About 13%.

**VARIETY**, 154 West 46th St., New York, N. Y. *Phone:* Bryant 9-8153. *Publisher:* Variety, Inc.; Sid Silverman, president. *Branch offices:* 54 W. Randolph St., Chicago; 1708-10 N. Vine St., Hollywood; 8 St. Martin's Place, Trafalgar Square, London. Published every Wednesday in New York; deadline, Tuesday evening. *Amount of space devoted to radio:* 100% of full department.

**VARIETY (DAILY)**, 1708-10 N. Vine St., Hollywood, Calif. *Phone:* Hollywood 1141. *Publisher:* Daily Variety, Ltd., Sid Silverman, president. Published daily, excepting Sundays and holidays. *Amount of space devoted to radio:* Everything pertinent to film-radio relations, plus all other general radio news.

**WESTERN ADVERTISING**, 564 Market Street, San Francisco, Calif. *Phone:* Garfield 8966. *Publisher:* Ramsey Oppenheim Publications. *Staff:* Ramsey Oppenheim, editor and publisher; Ramsey S. Oppenheim, assistant publisher; Robert E. Wade, Jr., managing editor; Herbert Lyser, associate editor; Eric F. Salmon, service manager; Fred Ballou, Hazel Cooper. *Type of radio material accepted:* Feature articles from the advertising side — commercials, program building, etc.; detailed descriptions of successful programs; new items of personnel changes, station developments, etc. *Type of pictures accepted:* Illustrative material to accompany articles. *Amount of space devoted to radio:* 8 to 12%.

## FAN MAGAZINES

Data on the larger publications directed at radio's consumers—the fans. This list makes no attempt to cover all the sectional publications.

### RADEX

*Address:* The Radex Press, 14717 Detroit Ave., Lakewood, Cleveland, Ohio. *Issued:* Monthly (10 issues; none in July or August); 25c per copy.

*Publisher:* Elizabeth S. Butler. *Editor:* Page Taylor. *Broadcast editor:* Carleton Lord. *Technical editor:* B. Francis Dashiell.

*Type of material accepted:* Largely com-

## FAN MAGAZINES—Continued

pilations of data anent radio stations throughout the world; no articles purchased; some gossip about artists printed—generally from press releases.

*Type of pictures accepted:* Glossy print portraits of new radio performers.

(Note: Editorial matter is largely DX and semi-technical type for the DX fans.)

### RADIO DIAL

*Address:* 22 East 12th St., Cincinnati, Ohio. *Phone:* Cherry 0710.

*Publisher:* Wilbert Rosenthal. *Editor:* James A. Rosenthal. *Assistant editor:* Charles Serey.

*Type of material accepted:* Complete program listings for local stations and networks; advance news of forthcoming programs; guest appearances; pictures and short news items of radio talent. *Type of pictures accepted:* Mat service extensively used, excepting for front cover and inside full-page pictures; use 65-line screen.

### RADIO GUIDE

*Address:* 731 Plymouth Court, Chicago, Ill. (main office); 551 Fifth Ave., New York City; 6715 Hollywood Blvd., Hollywood, Calif.

*Phones:* Wabash 5050 (Chicago); Murray Hill 2-4690 (New York); Gladstone 1420 (Hollywood). *Issued:* Weekly; 10c. per copy.

*Chairman of the board:* M. L. Annenberg.

*General manager:* George d'Utassy, *Editorial director:* Curtis Mitchell. *Western representative:* Carl Shroeder. *Eastern representative:* Wilson Brown.

*Type of material accepted:* Main feature of this publication is the program section, which lists the programs of approximately

365 stations in the U. S. and Canada; there are 16 different editions of Radio Guide, each listing a week in advance the programs of its territory; stories on personalities and general stories of programs are used, average wordage running from 2,000 to 2,400.

*Type of pictures accepted:* Candid shots, informals and portraits; no mats accepted; pictures should be near the 8 by 10 inch average.

### RADIO MIRROR

*Address:* 122 E. 42nd St., New York City. *Phone:* Lexington 2-9050. *Issued:* Monthly; 10c per copy.

*Supervising editor:* Ernest V. Heyn. *Editor:* Fred R. Sammis. *Assistant editor:* Belle Landesman. *Art editor:* Gorman Loss. *Hollywood correspondent:* Jimmie Fidler.

*Manuscript closing date:* 10th of every month. *Type of material accepted:* Stories of radio personalities and shows with a news or personality angle of "human interest"; manuscripts not to exceed 2,500 words.

*Type of pictures accepted:* Gag pictures; news pictures; portraits for gallery purposes; fashions modeled by radio performers; glossy prints preferred.

### RADIO STARS

*Address:* 149 Madison Ave., New York City. *Phone:* Murray Hill 4-7100. *Issued:* Monthly; 10c per copy.

*Editor:* Lester C. Grady. *Associate editor:* Ella Riddle. *West Coast representative:* Leo Townsend.

*Type of material accepted:* Interviews done on assignment; occasional unsolicited manuscripts purchased.

*Type of pictures accepted:* No type or style listed; must be glossy prints, however.



# UNIONS

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## DEVELOPMENTS OF 1937-1938

Unionization of radio, already distinctly on the horizon at the time Vol. I of the VARIETY RADIO DIRECTORY was issued, during the past year has grown into a steady trend.

In terms of actual union contracts, the American Federation of Musicians has made far and away the greatest headway since the summer of 1937. This situation is covered more fully in a separate discussion of the AF of M appended to this writing. Aside from this powerful American Federation of Labor musical group, the following unions in some way or another affected radio: American Federation of Radio Artists; American Guild of Radio Announcers and Producers; Radio Writers' Guild; American Radio Telegraphers' Association; International Brotherhood of Electrical Workers, and the International All Theatrical Stage Employees Union.

### American Federation of Radio Artists (AFRA)

AFRA has been in existence barely a year. It is chartered by the Associated Actors and Artistes of America, an international union which in turn is chartered by the American Federation of Labor. The Associated Actors and Artistes of America (AAAA) has jurisdiction over all performers in the show business, and its subdivisions include such organizations as Actors' Equity, Chorus Equity, Screen Actors' Guild, American Federation of Actors, American Guild of Musical Artists, Hebrew Actors' Union, etc. Frank Gillmore, erstwhile Actors' Equity president, is president and executive director of the AAAA at a reputed salary of \$13,000 per year.

Three subdivisions of this vast AAAA domain loaned the newly-formed AFRA some \$30,000 as an organizing fund. This trio was comprised of Actors' Equity, Screen Actors' Guild and the American Guild of Musical Artists. AFRA currently claims to have about 5,000 members.

The field from which this membership is derived includes actors, singers, solo instrumentalists, announcers, sound effects men, etc. Working agreements prevail between the AFRA and other subdivisions in the AAAA domain. Thus, a performer belonging to any AAAA subdivision may join AFRA at reduced fees, and vice versa. Also, performers blacklisted in any AAAA subdivision are, of course, blacklisted by AFRA.

As this volume goes to press, AFRA was negotiating in various ways with the networks. No outcome can currently be reported. The aim of AFRA is to be the bargaining agency of all who perform before a microphone. While disdaining a "closed shop" aegis, the union holds as its aim that every performer "shall be or become a member of AFRA."

Officers of AFRA are appended at the end of this writing. There are three classes of membership: **Active** (performers who have a record of at least

**UNIONS—Continued**

30 broadcasts, or 10 broadcasts in which they played a principal role); **associate** (for performing neophytes); and **non-resident** (for U. S. and Canadian non-citizens and non-residents). Dues and initiation fees are scaled as follows:

<b>Approximate gross income from radio during past year.</b>	<b>Annual dues.</b>	<b>Initiation fee.</b>
to \$ 2,000 .....	\$ 12.00	\$10.00
to 5,000 .....	18.00	10.00
to 10,000 .....	24.00	10.00
to 20,000 .....	36.00	25.00
to 50,000 .....	48.00	25.00
over 50,000 .....	100.00	25.00

**American Guild of Radio Announcers and Producers (AGRAP)**

The American Guild of Radio Announcers and Producers (AGRAP) was formed in April, 1937. Roy Langham (of CBS) is president, Kenneth Roberts (also CBS) is vice-president, and Roger Bower is secretary-treasurer. Gerald Dickler is counsel.

AGRAP's membership is derived precisely as the union's name indicates—i. e., from announcers and producers (assistant directors). There are 28 chapters and 10 outstanding contracts.

At WABC, New York (CBS key station), the union has a five-year closed shop contract covering both announcers and producers. Wages and hour clauses are subject to annual reopening and revision. When this contract was negotiated in May, 1937, it stipulated that members of the union will work on a basic five-day, 40-hour week, with time and a half for overtime. Staff announcers' salaries are pegged at \$50 per week, with a scale of increases bringing the basic figure to \$65 over a period of five years. For producers the basic pay is \$85, also subject to increases over a period of time. In the case of the producers, the salaries are considered to be strictly the pay derived from WABC. Staff announcers, however, may get additional outside commercial fees at a minimum of \$5 per broadcast.

At NBC, the AGRAP has a closed contract covering sound effects men until January, 1939. Most of the NBC announcers, however, are members of the American Federation of Radio Artists (AFRA, previously described).

Additionally, AGRAP has contracts covering either announcers, producers, or both, at WJSV, Washington, D. C.; WBT, Charlotte, N. C.; WMCA, New York City; WOR, New York City; WORC, Worcester, Mass.; WPEN and WRAX, Philadelphia, Pa.; WOV, New York City; WBNX, New York City, and WAAT, Jersey City, N. J. (as of May 15, 1938).

Early in the current year a membership poll was taken to determine whether AGRAP should affiliate with the American Federation of Radio Artists (and thus join the AF of L) or whether it should affiliate with the CIO. This poll has not changed AGRAP's status, for the members voted to preserve independence and not affiliate with either AF of L or CIO.

**Radio Writers' Guild**

Entirely a product of 1938 is the Radio Writers' Guild, a branch of the Authors' League of America. To date this group has barely progressed beyond a few meetings and attempts at defining the field subject to organization. No wage scales etc., are formulated.

## UNIONS—Continued

### ARTA, IBEW and IATSE

The status of the American Radio Telegraphers' Association and the International Brotherhood of Electrical Workers—both interested in organizing pan-emen—has not changed materially since last year (see Vol. I, page 787). This also applies to the status of the International All Theatrical Stage Employees Union.

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## AMERICAN FEDERATION OF RADIO ARTISTS

(Branch of the Associated Actors and Artistes of America)  
Affiliated with the American Federation of Labor

### 2 WEST 45TH STREET, NEW YORK

Chicago Office—540 North Michigan Avenue, Chicago, Ill.

Los Angeles Office—6513 Hollywood Boulevard, Los Angeles, Calif.

San Francisco Office—663 Mills Building, San Francisco, Calif.

#### NATIONAL OFFICERS

Eddie Cantor, President  
Lawrence Tibbett, Vice-President  
Norman Field, Vice-President  
Jascha Heifetz, Vice-President  
James Wallington, Vice-President  
Emily Holt, Executive Secretary

George Heller, Associate Sec'y and Treas.  
Lucille Wall, Recording Sec'y  
Paul N. Turner, Counsel  
Henry Jaffe, Associate Counsel  
Laurence W. Beilenson, Associate Counsel

#### BOARD OF DIRECTORS

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Wilfred Lytell  
Rudy Vallee  
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Lucille Wall  
Ted De Corsia  
Florence Malone  
James Wallington  
Norman Field  
Queena Mario  
Harry S. Walsh  
Edward Fielding  
James Melton

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## AMERICAN FEDERATION OF MUSICIANS

Not only is the American Federation of Musicians the biggest and oldest of all unions affecting radio, but also the union which last year carried on the most active negotiations with the broadcasting industry.

Specifically, the AF of M (an American Federation of Labor union) demanded that the broadcasting industry increase its quota of musicians. To meet these demands, representatives of about 200 stations met in New York City on September 15 and 16, 1937, to draw a plan which would be a basis of settlement (reproduced below). It affects the Independent Radio Networks Affiliates—i.e., stations with major chain affiliations—in particular. Whether or not it will affect stations totally independent of any chain affili-

## A. F. OF M.—Continued

ation remains to be seen. These totally independent stations have yet to come to terms with the AF of M. As of this date, a status quo more or less prevails as regards them.

### I.R.N.A.-A.F.M. PLAN OF SETTLEMENT

1. The American Federation of Musicians (hereinafter referred to as the Federation), takes the position that the increase in use of network distribution of musical programs and the increase in use of phonograph records and transcriptions has decreased the volume of employment of musicians at radio stations. A large proportion of radio stations in the country receive network programs and use phonograph records and transcriptions, but do not employ a single staff musician.
2. By reason of this complaint, the Federation made a demand addressed to the entire broadcasting industry for the employment of more musicians, such demand being accompanied by the statement that members of the Federation would not perform for stations receiving network programs or using records or transcriptions unless such stations employ the number of musicians or expend an amount for compensation of staff musicians satisfactory to the Federation.
3. The broadcasting industry is composed of approximately 700 independent units, no one of which can bind any other, and any agreement to increase employment must be made by each individual unit for itself.
4. In order to avert such withdrawal of musicians, representatives of a large majority of stations affiliated with the three national networks (hereinafter referred to as Affiliates) selected a committee to negotiate with the Federation to establish a mutually satisfactory basis for the employment of additional musicians by Affiliates. This committee has no power to bind any station. Its function is to recommend to Affiliate stations the execution of a local agreement in the form and on the basis herein contained.
5. At a convention in New York City, September 10th to 12th, 1937, representatives of approximately 200 network affiliated stations, and at meetings at New York City, September 15th and 16th, 1937, the International Executive Board of the Federation (hereinafter referred to as Federation Board) approved in principle the basis of settlement herein set forth of the requirement for increased employment from Affiliates (excluding Key Stations), that is to say, that the Federation will regard it as a satisfactory increase in the employment of staff musicians by Affiliates if the following result is achieved: That the aggregate expenditure of such Affiliates for staff musicians during the period of this Plan of Settlement shall be not less than One Million Five Hundred Thousand (\$1,500,000.00) Dollars per annum in excess of the amount so spent by them during the year beginning September 1st, 1936, and ending August 31st, 1937; provided, however, that the allocation among Affiliate stations of this increased expenditure shall be made by the Affiliate group of the industry itself and shall be subject to the approval of the Federation in the light of the desire of the

## A. F. OF M. SETTLEMENT—Continued

Federation to spread increased employment as widely as possible throughout its jurisdiction in the United States and Canada, and provided further, that the aggregate expenditure for staff musicians by Affiliates as a group shall in no event be less than Three Million (\$3,000,000) Dollars per annum.

6. It is the desire of the Federation Board and of the Negotiating Committee of the Affiliates to agree upon basic terms and conditions and provisions in so far as staff musicians are concerned which will be used as part of each individual agreement to be executed by the individual Affiliate stations and the respective Local Unions affiliated with the American Federation of Musicians.

All other conditions under which musicians are to be employed by the individual Affiliate stations are to be negotiated between the individual Affiliate stations and the respective Local Unions.

7. The Negotiating Committee of the Affiliates has devised a formula for calculating a quota of expenditure to be allocated to each Affiliate in order to increase by not less than One Million Five Hundred Thousand (\$1,500,000.00) Dollars per annum, the expenditures for staff musicians by Affiliates as a group as compared with such aggregate expenditures during the base year September 1, 1936, to August 31st, 1937, and bring the same up to a total in excess of Three Million (\$3,000,000.00) Dollars per annum, no Affiliate to reduce its expenditures for staff musicians below that made by it during the base year. The Negotiating Committee has applied this formula and submitted to the Federation Board the figures so derived for the allocated quota of annual expenditure for staff musicians to be recommended to each Affiliate under the terms of this Plan of Settlement. This allocation has been approved by the Federation Board.
8. In any case in which net receipts from sale of time of the Affiliate station is used as a factor in arriving at the allocated quota, any such station which has been licensed for operation for less than a full year shall be regarded as if it had been in operation a whole year and the revenue prorated.
9. Since it is the declared intention of the Federation of Musicians not to perform their services for broadcasting stations unless the Affiliate stations and the network Key stations as herein defined make agreements satisfactory to the Federation, members of the Federation will not perform as herein outlined unless by the deadline date set forth herein agreements shall have been executed by Affiliate and Key stations satisfactory both as to form and number to the Federation. By a satisfactory number is meant substantially all of the Affiliate and Key stations as demanded by the Federation.

It is understood that no contract will become binding either upon the Federation or any of its Local Unions or upon the Affiliate signing same until the aforementioned satisfactory number of contracts shall have been reached, executed and actually exchanged. However, since signing of contracts in a form satisfactory to the Federation will be an evidence of good faith upon the part of individual Affiliates, any Affili-



## A. F. OF M. SETTLEMENT—Continued

ate which executes the approved form of contract prior to the deadline date, will not be deprived of the services of local Federation musicians in the community in which it operates, irrespective of any action which may be taken whereby Federation musicians decline to render their services with respect to network broadcasting by reason of the failure of Affiliates as a group to sign a satisfactory number of contracts.

10. Wherever the expression "Key stations" is used in this Plan of Settlement it refers to the originating key stations of the National, Columbia and Mutual networks as now existing or hereafter may be established in the United States or Canada, and the quota of expenditure referred to in paragraph 5 does not include expenditure for staff musicians at such Key stations. For the purposes of this Plan of Settlement, the Key stations are as follows:  
In the City of New York: WEAJ, WJZ, WABC, WOR  
In the City of Chicago: WMAQ, WENR, WBBM, WGN  
In the City of Los Angeles: N. B. C. Studios, KNX, KHJ
11. The scale of wages, hours of employment and local working conditions for the services of staff and any other instrumental musicians shall be determined by the Local Union of the Federation.
12. The final or deadline date for the purpose of entering into local contracts in accordance with the Plan of Settlement is December 1st, 1937. All contracts made by individual Affiliates with their Local Unions of the Federation in accordance herewith shall be as of that date, and if the deadline date for any reason is altered by the Federation Board, the effective date of all such contracts made hereunder shall be correspondingly altered. The provisions of this Plan of Settlement shall, with appropriate provisions with respect to unexpired contracts, run for a period of two (2) years from the final effective deadline date, as set forth in Article 17 of the annexed schedule.
13. The allocated quota for Affiliate station expenditure for employment of musicians shall be registered with the Federation and the Affiliate. Thereupon, the quantity of service Affiliate shall receive from members of the Local for the expenditure during the full year of the gross amount of the allocated quota shall be as determined under paragraph 11 hereof. In certain cases, however, Affiliates have already expended, during the past year, an amount greater than the allocated quota. Therefore, in no case shall the expenditure for staff musicians by any Affiliate in each year during the term of this agreement be less than it was from September 1st, 1936, to August 31st, 1937, or less than the allocated quota, whichever is higher; and no Local Union of the Federation shall compel any Affiliate to increase these amounts during the term of its individual contract except where a Local has given concessions to an Affiliate with the understanding that the Local could thereafter withdraw the concessions.
14. The Plan of Settlement and the quota of expenditure as set forth herein applies to all Affiliates as above defined, but not to Key stations

### A. F. OF M. SETTLEMENT—Continued

as above defined, and does not apply to stations not affiliated in the United States or Canada with the three national networks as of November 1st, 1937. It does apply to, however, and there are to be included in the quota distribution hereunder, the following Canadian stations affiliated with the United States national networks:

CKAC—Montreal

CFRB—Toronto

CFCF—Montreal

CKLW—Windsor

CRCT—Toronto

15. No expenditure made by any station which hereafter becomes an Affiliate as herein defined shall be credited against the agreed expenditure referred to in paragraph 5 hereof.
16. Any agreement entered into between an Affiliate and the Local Union of the Federation in order to be valid must be approved by and registered with the Federation Board, the President of the Federation, or any authority designated for that purpose by the Federation.
17. The annexed Schedule containing the basic terms and conditions growing out of this Plan of Settlement shall form part of each agreement between an Affiliate and the Local Union.
18. The Negotiating Committee and the Federation have agreed that the Negotiating Committee will send a copy of the Plan of Settlement and the Schedule referred to in the preceding paragraph, to the Affiliate stations and the Federation will send a copy of the Plan of Settlement and the Schedule referred to in the preceding paragraph, to each of the Local Unions.

#### INTERNATIONAL EXECUTIVE BOARD, AMERICAN FEDERATION OF MUSICIANS

JOSEPH N. WEBER, President

C. L. BAGLEY, Vice-President

FRED W. BIRNBACH, Secretary

HARRY E. BRENTON,  
Fin. Sec'y-Treasurer

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A. C. HAYDEN

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WALTER M. MURDOCH

#### NEGOTIATING COMMITTEE INDEPENDENT RADIO NETWORKS AFFILIATES

SAMUEL R. ROSENBAUM—  
WFIL—Chairman

EMILE J. GOUGH—Hearst Radio  
—Secretary

EDWIN W. CRAIG—WSM

JOHN J. GILLIN, JR.—WOW

GEORGE W. NORTON, JR.—  
WAVE

L. B. WILSON—WCKY  
Chairman, Finance Committee

JOHN SHEPARD, 3d—Yankee  
Network Quota Allocation  
Committee

MARK ETHRIDGE—WHAS—  
Ex-Officio

November 12, 1937

## SCHEDULE A

*November 12, 1937.*

1. All the terms, conditions and provisions of this Schedule shall, for all purposes, be deemed and be part and parcel of the annexed agreement, and whenever and wherever the terms, conditions and provisions contained in the said annexed agreement are inconsistent with the terms, conditions and provisions contained in this Schedule, the terms, conditions and provisions of this Schedule shall obtain and prevail.
2. Whenever the term "Federation" is used herein, same shall refer to and be deemed to mean the American Federation of Musicians. Whenever the term "Local" is used herein, same shall be deemed to mean and refer to the Local unit of the Federation which is a party to the annexed agreement. Wherever the term "Affiliate" is used, same shall be deemed to mean and refer to the owner and/or operator of the Broadcasting Station, which is a contracting party to the agreement to which this Schedule "A" is attached.
3. The entire amount of the allocated quota to be expended by the Affiliate, per annum, for the employment of staff musicians must be so expended during a period extending for not less than nine (9) months in each year, the intention being to provide regular employment for staff musicians. Special exception, shortening the period of nine (9) months, shall be made by the Federation in cases where the Affiliate operates in winter resorts, as, for example, Miami, Florida, where the business season is less than nine (9) months.
4. A staff musician is one who is paid at a weekly rate and not at a single performance rate. Compensation for services of musicians employed as extra men or employed otherwise than to play musical instruments, and compensation to staff musicians for overtime or extra rehearsals is not to be included in the expenditure of the allocated quota of the Affiliate.
5. If a Local requires that a higher rate be paid for the privilege of using staff musicians in commercial programs as well as in sustaining programs, the full amount so paid by Affiliate to staff musicians on a weekly salary (as per Article "4" hereof) shall be credited against Affiliate's allocated quota, regardless of the quantity of commercial services rendered during any one week. It is agreed, however, that staff musicians may be required by Affiliate to play on either or both commercial and sustaining programs.

It is further agreed that in the event that any Local Union will grant more advantageous rates to advertisers or their agents for commercial programs than the rates charged by such Local for the same kind of service to the Affiliates for commercial programs, then and in such case the Local will give the Affiliate the benefit of such more advantageous rates.
6. In expending the sums of money required to be spent by the Affiliate, as per the terms of the annexed agreement, Affiliate agrees to employ

## SCHEDULE A—Continued

only members in good standing of the Locals affiliated with the Federation as staff musicians. All musicians other than staff musicians employed by Affiliate shall likewise be employed upon terms and conditions as agreed upon between Affiliate and Local Union.

7. The Local will furnish Affiliate competent and qualified musicians in good standing in the Local and members of the Federation, who will be employed by Affiliate through a contracting member or leader. The compensation paid to any contracting member or leader is to be credited against the allocated quota of Affiliate. Affiliate shall have full control of the instrumentation desired. Affiliate shall have full control of program material and selection of music. If Affiliate has any complaint regarding the ability or competency of a staff musician furnished by a leader or contracting member, Affiliate may first appeal to the Local and then to the Federation for an adjustment. Federation will cause the musician to whom the Affiliate objects to be examined, such examiner not to be a member of Local Union. If the examiner finds that the musician is not competent for the class of service required of him and he cannot be replaced by the Local, Affiliate shall have the right to employ a member of Federation from another Local.
8. Affiliate may give any staff musician employed by it reasonable notice for terminating his employment. Should any controversy develop as to the length of such notice, same shall be determined by the International Executive Board of Federation. The Affiliate may publish reasonable rules and regulations relating to the conduct of employees of Affiliate, and musicians shall conduct themselves while on the premises of Affiliate in accordance with such rules and regulations. For improper deportment demand may be made that the leader discharge the musician and on his failure to do so the Affiliate may appeal to Local and then to Federation. In the event that the employment of a staff musician is terminated, such change of personnel shall in no wise reduce Affiliate's obligation to expend the full amount of his allocated quota or in any other manner alter the provisions of this agreement.
9. Any Affiliate located in the United States of Canada entering into the annexed agreement with the Local Union of the Federation for the expenditure of an allocated quota as provided for therein, may without any objection or demand by the Federation or Local send to and receive from any station in the United States national and regional network broadcast programs.  
Against receiving foreign programs, no objection will be raised by the Federation or Local. Canadian programs shall for the purpose of this Article, not be deemed to be foreign programs.
10. Announcement of a mechanical production of music must in all cases be clearly made.
11. Affiliate may make records or electrical transcriptions of a program for audition purposes or filing by Affiliate or agency or client, without extra charge to Affiliate by musicians, provided that such services are

## SCHEDULE A—Continued

rendered during the time for which musicians are being paid, but such records or transcriptions must not be broadcast, and the Federation must be advised when such records are made. Members of the Federation will not render their services to any Affiliate for the manufacture of records or transcriptions of programs for broadcast or any other public performance, unless such Affiliate is licensed by the Federation for that purpose.

12. In the event that a sponsored program cannot be put on the air by Affiliate at the time such Affiliate receives it, an electrical transcription of such program may be made by the receiving station without extra charge by musicians, to be put on the air no later than the seventh day counting from the day that the transcription was made. As soon as the transcription is made, which transcription is not to be duplicated, Federation must be advised thereof, and after such use, the transcription must be sent to it to be destroyed.
13. Records of music which are pilfered are not to be used under any circumstances.
14. Members of the Federation need not render their services to a station originally owned by an Affiliate but transferred or assigned by an Affiliate unless the assignee of such Affiliate shall agree to carry out and assume the unexpired portion of the agreement between said Affiliate and the Local Union of the Federation, in the event of which assumption, the assignor Affiliate shall be relieved of further liability under the said agreement.
15. In the event the Affiliate's Federal license is suspended or terminated, or in the event of the discontinuance of the operation of such station, whether because of fire, war, force majeure, or Acts of God, the allocated quota of expenditure as provided for in the annexed agreement shall be abated or cancelled, as the case may be.
16. Both parties to the annexed agreement, that is, the Affiliate and the Local Union of the Federation, acknowledge that they have received a copy of the "Plan of Settlement" embodying the general plan for the solution of the unemployment problem of musicians.
17. The annexed agreement shall continue for two (2) years from the date hereof and the expenditure undertaken by the Affiliate under such agreement shall be for each of such two (2) years. Nothing therein contained shall be construed so as to interfere in any way with any existing contract between Local and Affiliate. Neither shall anything therein contained interfere with any right of the Local to fix or change within said two (2) years its scale of wages, hours of employment or local working conditions, or other conditions over which the Local has jurisdiction, unless the Local and Affiliate agree otherwise with respect thereto, provided, however, that in no case shall the agreed expenditure to be made by Affiliate be increased except where a Local has given concessions to an Affiliate with the understanding that the Local could thereafter withdraw the concessions. However, Affiliate shall commence the expenditure of its allocated quota from date that

## SCHEDULE A—Continued

this agreement becomes effective, and to the extent to which such allocated amount exceeds any amount which the Affiliate is required to expend by an existing local contract, the expenditure of such excess shall commence from the date this agreement becomes effective, and from the date of the expiration of any existing agreement such expenditure shall continue to the extent of the entire allocated quota.

18. Federation, subject to the provisions of Article 19 hereof and subject to its obligations to the American Federation of Labor, by its approval and delivery of the annexed agreement, for and on behalf of the Local Union, and the Local Union which is a party to the annexed agreement, both obligate themselves for the full, due and complete performance thereof, and agree that there will be no stoppage of work so long as there is no default in or violation of any of the provisions of such annexed agreement by the Affiliate executing the same. The Local Unions of the Federation and the Federation Board agree to notify Affiliate in writing of what they deem to be a default or violation on the part of such Affiliate, and the Federation agrees that there will be no stoppage of work as in this paragraph specified until such Affiliate shall have had two (2) weeks from and after the receipt of such notice in writing to rectify the default or breach complained of. Notice of a default shall be no presumption of actual default. If in answer to the notice of default the party allegedly in default denies such default, then the Local Union will advise the Federation and Federation will promptly appoint one of its members, not a member of the said Local Union, and the Affiliate will appoint a person engaged in the broadcasting industry (not employed by the Station) to meet within the said fourteen (14) day period, to investigate and determine the disposition of the claimed violation or default. The written determination of the said two parties shall be binding both upon the complainant and the party allegedly in default. Repetition after the expiration of the period of the original notice by the Affiliate of the violation originally complained of by the Federation Local shall thereafter eliminate the necessity of any further notice to Affiliate.

In case the Affiliate shall be in default with respect to moneys owed to musicians for services rendered, the Affiliate shall be entitled to only 24 hours' notice.

19. This agreement is predicated upon mutual good faith between Federation and Affiliates and is intended for the essential purpose of increasing employment of musicians in radio broadcasting.

Affiliate acknowledges and agrees that it executes this contract to take effect simultaneously with similar contracts by other Affiliates and Key Stations or Networks executed in accordance with the general Plan of Settlement referred to in Article 16 hereof.

It is agreed (a) that if a substantial number of Affiliates and/or any network company or corporation executing contracts in pursuance of such Plan of Settlement have defaulted with respect to the expenditure of their respective quotas as provided in their agreements, or (b) that if in the sole judgment of the Federation, the operation of this and other agreements with Affiliate or Key Stations entered into

## SCHEDULE A—Continued

pursuant to the Plan of Settlement fails sufficiently to carry out the purpose of the Federation to increase employment of instrumental staff musicians in the broadcasting industry, then and in its sole determination and option, the Federation shall have the right to cancel and terminate all agreements executed in pursuance of the Plan of Settlement by giving fourteen (14) days' notice to such effect.

With respect to the extent to defaults necessary to create a substantial breach for the purpose of subdivision (a) of this Article, the judgment of the Federation shall likewise be determinative.

With respect to any such breach under subdivision (a) of this Article, nothing in this Article contained shall prejudice any other legal or equitable right of the Federation and/or Local against any Affiliate which may have committed any such default or breach.

The notices referred to in this Article shall be sent in writing by registered mail to all the Key Stations, signatory to agreements pursuant to the Plan of Settlement and to a person, firm or corporation to be designated in writing by the Negotiating Committee of the Independent Radio Networks Affiliates.

20. Nothing in this agreement contained shall be deemed to require the Affiliate or any Local Union to violate any law or any regulation of the Federal Communications Commission.
21. The expenditure for staff musicians to be made by the Affiliate in each year during the term of the annexed agreement shall not be less than such expenditure made from September 1st, 1936, to August 31st, 1937, or less than the amount mentioned in the annexed agreement as the allocated quota hereunder, whichever is higher. Clause 19 (b) shall not be construed to authorize a general termination for the purpose of increasing the allocated quotas.

### A. F. M. KEY STATION CONTRACT

*(Note: This is a sample of the contract executed between the American Federation of Musicians and the three major networks—NBC, CBS, and Mutual. Although CBS is specifically mentioned in this sample contract, the phraseology would fit NBC or Mutual equally well with changes in monetary terms.)*

WHEREAS, the American Federation of Musicians (hereinafter sometimes called the Federation) has heretofore complained to the Columbia Broadcasting System, Inc. (hereinafter sometimes called Columbia) and others, that in the operation of broadcasting networks and of Affiliated stations (hereinafter sometimes called Affiliates), they do not employ such number of musicians as is commensurate with the services which said Columbia and network Affiliates receive directly or indirectly from musicians affiliated with local unions (hereinafter sometimes called Local unions or Union) of the Federation; and

WHEREAS, the Federation requested such Columbia and Affiliate stations and others for the benefit and advantages of all parties concerned to inaugurate a plan for the solution of unemployment of musicians:

NOW, therefore, said Federation as party of the first part, and said Columbia as party of the second part, for and in consideration of their mutual promises and of the sum of one (\$1.00) dollar paid to the other, receipt of which is hereby acknowledged, do hereby each for itself agree as follows:

#### FIRST:

- (a) The Columbia will expend in New York the amount arrived at by totaling the minimum wage of staff musicians employed by Colum-

## KEY STATION CONTRACT—Continued

bia pursuant to its understanding or contract with Local 802, American Federation of Musicians, during the period beginning September 1, 1936, and ending August 31, 1937, and adding to the resultant figure the sum of sixty thousand (\$60,000.00) dollars.

- (b) The Columbia will expend in Chicago the amount arrived at by totaling the minimum wage of staff musicians employed pursuant to its understanding or contract with Local 10, American Federation of Musicians during the period beginning September 1, 1936, and ending August 31, 1937, and adding to this sum the sum of sixty thousand (\$60,000.00) dollars.
- (c) The Columbia will expend in Los Angeles if it has or makes a contract with the Los Angeles Local 47, American Federation of Musicians, which provides for the employment of staff musicians, an additional sum of sixty thousand (\$60,000.00) dollars for the employment of staff musicians. If there is no local contract existing or none is made by the Columbia and Local 47 providing for the employment of staff musicians then sixty thousand (\$60,000.00) dollars shall nevertheless be expended by the Columbia for the employment of staff musicians.
- (d) The base amounts mentioned in a, b, and c, hereof are predicated upon the contract existing on the day and date of the signing of this agreement between the Columbia and the local union having jurisdiction in the particular city named and if these contracts are changed so as to provide a new minimum wage for staff musicians than the additional amounts specified herein shall be added to the base amounts computed according to the new wage from and after the date the same becomes effective. Such additional amounts shall be added annually during each full year of the term of this agreement.

**SECOND:** The Annual expenditure for staff musicians shall not during the continuance of this agreement be reduced below that specified in **FIRST** paragraph hereof.

**THIRD:** The Federation agrees to furnish through its New York, Chicago and Los Angeles local unions instrumental musicians in accordance with this agreement.

**FOURTH:** The scale of wages, hours of employment and local working conditions for the services of staff musicians with respect to said increased expenditures shall be as provided in existing and future agreements between the appropriate local unions and Columbia.

**FIFTH:** This agreement shall be deemed merely supplementary to any existing and future agreements between the Federation local unions in New York, Chicago and Los Angeles and said Columbia, in so far as staff musicians are concerned; and with respect to the additional expenditure called for by this agreement, said local unions and the Columbia may make further agreements in accordance with the provisions hereof.

**SIXTH:** Subject to such exceptions as may be agreed upon with the local unions concerned, the Columbia agrees to employ as instrumental musicians for its key stations in New York, Chicago and Los Angeles, only members of the union in the city in which these respective stations are located.

**SEVENTH:** This agreement shall begin on January 1st, 1938, and shall continue for two years from the final deadline date provided for by the Plan of Settlement hereto annexed and agreed upon by the Federation and committees representing the Affiliates for the purpose of having the radio industry employ an increased number of musicians.

**EIGHTH:** The Federation, subject to the provisions of **NINTH** paragraph hereof and subject to its obligations to the American Federation of Labor,



**KEY STATION CONTRACT—Continued**

obligates itself for the full, due and complete performance hereof and agrees that within scope of this agreement no stoppage of work or interference with network or local broadcasting so long as there is no default or violation of any of the provisions of this agreement by Columbia.

**NINTH:** This agreement is subject to and is intended to be concurrent with agreements made between the Federation with the National Broadcasting Company, Inc., and the following stations of the Mutual Broadcasting System, Inc., WOR, WGN, and KHJ, and all Affiliates of networks, including those of the Columbia, and may be cancelled and terminated by the Federation as follows:

- (a) If a substantial number of Affiliates and/or any network company or corporation executing contracts in pursuance of such Plan of Settlement have defaulted with respect to the expenditure of their respective quotas as provided in their agreements, or
- (b) If in the sole judgment of the Federation, the operation of this and other agreements with Affiliate or Key Stations entered into pursuant to the Plan of Settlement fails sufficiently to carry out the purpose of the Federation to increase employment of instrumental staff musicians in the broadcasting industry, then and in its sole determination and option, the Federation shall have the right to cancel and terminate all agreements executed in pursuance of the Plan of Settlement by giving (14) days' notice to such effect.
- (c) Clause (b) shall not be construed to authorize a general termination for the purpose of increasing the allocated quotas.

**TENTH:** The entire amount of the additional expenditure required to be expended by Columbia per annum for the employment of staff musicians must be so expended during a period extending for not less than twelve months in each year, the intention being to provide regular employment for staff musicians.

**ELEVENTH:** In the event that any of the Columbia's Federal Licenses are suspended or terminated, or in the event of the discontinuance of the operation of any station covered thereby because of fire, war, force majeure or Acts of God, the expenditures provided for in this agreement shall be abated or cancelled as the case may be.

**TWELFTH:** The notice referred to in this agreement and required to be sent to Columbia shall be sent in writing by registered mail addressed to it at 485 Madison Avenue, New York, N. Y., or such other address as may be designated by it in writing.

In WITNESS WHEREOF, the parties hereto have hereunto set their hands and seal this ..... day of ....., 193...

COLUMBIA BROADCASTING SYSTEM, Inc.,  
By.....  
AMERICAN FEDERATION OF MUSICIANS,  
By.....

**A.F.M. INTERNATIONAL OFFICERS**

International officers of the American Federation of Musicians for the United States and Canada are:

- President:* Joseph N. Weber, 1450 Broadway, New York City.
- Vice-President:* C. L. Bagley, 720 Washington Building, Los Angeles, Calif.
- Secretary:* Fred W. Birnbach, 39 Division St., Newark, N. J.
- Financial secretary-treasurer:* H. E. Brenton, Box B, Astor Station, Boston, Mass.
- Executive committee:* C. A. Weaver, 616 Insurance Exchange, Des Moines, Iowa; A. C. Hayden, 1011 B St., S. E., Washington, D. C.; John W. Parks, 1105 Allen Building, Dallas, Texas; James C. Petrillo, 1039 N. Austin Boulevard, Chicago, Ill.; Walter M. Murdoch, 42 Coady Ave., Toronto, Canada.

# AGENCIES

## COMPARATIVE AGENCY SPENDING, 1935-6-7

(MUTUAL EXPENDITURES NOT COUNTED PRIOR TO 1937)

AGENCY	1937	1936	1935
1. Blackett-Sample-Hummert .....	\$7,293,489.70	(1) \$6,011,665	(2) \$4,774,907
2. Lord & Thomas .....	5,549,195.00	(2) 5,573,278	(4) 3,335,372
3. J. Walter Thompson .....	5,283,134.00	(3) 5,148,557	(1) 4,990,644
4. Young & Rubicam .....	3,821,010.40	(7) 2,244,484	(7) 1,530,673
5. Benton & Bowles .....	3,634,240.00	(6) 2,419,182	(3) 3,449,439
6. Ruthrauff & Ryan .....	3,407,886.00	(12) 1,237,928	(17) 886,640
7. Compton Advertising .....	3,001,600.00	(8) 2,018,344	(10) 1,372,179
8. N. W. Ayer .....	2,842,215.00	(4) 3,276,155	(5) 2,964,094
9. Newell-Emmett Co. ....	1,951,261.00	(14) 1,189,426	(21) 734,311
10. B.B.D.&O. ....	1,801,695.90	(5) 2,716,819	(11) 1,111,618
11. Stack-Goble .....	1,495,307.00	(9) 1,501,678	(9) 1,386,274
12. Wade Advertising .....	1,457,470.00	(13) 1,220,132	(18) 858,671
13. Lennen & Mitchell .....	1,380,063.00	(18) 782,043	(14) 945,176
14. Neisser-Myerhoff .....	1,232,960.00		Not among first 20 spenders.
15. Maxon .....	1,146,788.00		Not among first 20 spenders.
16. F. Wallis Armstrong .....	1,128,540.00	(11) 1,256,154	(16) 893,515
17. Wm. Esty .....	1,033,263.00	(16) 1,047,534	(13) 946,107
18. Roche, Williams & Cunyngnam	958,509.80	(15) 1,048,683	(15) 910,329
19. Gardner Advertising .....	928,326.00		Not among first 20 spenders.
20. Erwin, Wasey & Co. ....	920,263.03	(10) 1,467,959	(6) 1,730,212
Total .....	\$50,267,216.83	\$42,497,972*	
Percent of aggregate agency expenditure...	72.2%	73.7%	

## CBS GROSS BILLINGS TO AGENCIES: 1937

Ruthrauff & Ryan, Inc. ....	\$3,243,443	Campbell-Ewald Co. ....	375,425
Benton & Bowles, Inc. ....	2,433,779	The Biow Company, Inc. ....	357,735
Blackett-Sample-Hummert, Inc.	2,052,412	Geyer, Cornell & Newell, Inc..	348,850
N. W. Ayer & Son, Inc. ....	2,043,329	Morse International, Inc. ....	323,320
Newell-Emmett Co., Inc. ....	1,806,541	Stack-Goble Advertising Co. ...	286,138
Lord & Thomas .....	1,671,007	Paris & Peart .....	275,275
Neisser-Myerhoff, Inc. ....	1,232,960	D'Arcy Advertising Co., Inc. ...	265,170
F. Wallis Armstrong Co. ....	1,128,540	Roche, Williams & Cunyng- ham, Inc. ....	220,378
Young & Rubicam, Inc. ....	990,428	Federal Advertising Agency, Inc. ....	210,650
B. B. D. & O., Inc. ....	949,326	The Wessel Company .....	201,865
William Esty & Co. ....	942,162	Albert Frank - Guenther - Law, Inc. ....	190,509
J. Walter Thompson Co. ....	838,492	McCann-Erickson, Inc. ....	185,870
Hutchins Advertising Co., Inc..	790,805	Lambert & Feasley, Inc. ....	160,480
Maxon, Inc. ....	730,633	Brooke, Smith & French, Inc..	147,690
Buchanan & Co., Inc. ....	558,045	Donahue & Coe, Inc. ....	104,850
Knox Reeves Advertising, Inc..	551,632	E. W. Hellwig Co. ....	92,505
Gardner Advertising Co. ....	530,614	Rohrbaugh & Gibson Adv. Agency .....	89,625
Lennen & Mitchell, Inc. ....	528,706		
Arthur Kudron, Inc. ....	440,040		
MacManus, John & Adams, Inc.	437,900		
Hays MacFarland & Co. ....	381,282		

\* Hutchins, Paris & Peart and Campbell-Ewald included among first 20 spenders in 1936, but not 1937.

## AGENCY BILLINGS—Continued

Compton Advertising, Inc.....	85,500	James F. Fay Co.....	11,040
Co-Operative Advertising, Inc..	69,740	A. J. Denne & Co., Ltd.....	10,869
Charles R. Stuart.....	54,120	Broadcast Advertising, Inc.....	9,386
Fletcher & Ellis, Inc.....	52,303	Frances Hooper, Adv. Agency.	8,094
Peck Advertising Agency, Inc..	44,775	Gillham Advertising Agency...	6,480
Botsford, Constantine & Gardner	38,405	A. McKim, Ltd.....	5,940
Cockfield, Brown & Co., Ltd...	37,588	Pacific Market Builders.....	5,681
Lawrence C. Gumbinner Adv.		Raymond R. Morgan Co.....	4,320
Agency.....	29,525	Walker & Downing.....	3,775
L. D. Wertheimer Adv., Inc....	22,960	Baker Advertising Agency, Ltd.	2,700
Milton Weinberg Adv. Co.....	22,420	Walsh Advertising Co., Ltd....	2,500
Hixson-O'Donnell Adv., Inc...	17,610	James Houlihan, Inc.....	1,485
McCord Co.....	16,120	Sidney Garfinkel Adv. Agency.	990
Barnes-Chase Co.....	14,526		
Westco Advertising Agency....	13,060	TOTAL.....	\$28,722,118
The Caples Co.....	11,795		

## MUTUAL GROSS BILLINGS TO AGENCIES: 1937

Erwin, Wasey & Co.....	\$224,611.03	Stack-Goble Adv. Agency.....	16,610.00
Brooke, Smith, French & Dor-		Hanff-Metzger of Illinois, Inc..	16,080.00
rance.....	224,228.71	Russell M. Seeds Co.....	12,720.00
Blackett-Sample-Hummert, Inc.	154,410.70	Benson & Dall, Inc.....	12,511.99
Ruthrauff & Ryan, Inc.....	125,573.00	Hays MacFarland Co.....	12,398.00
Franklin Bruck Adv. Agency..	98,633.00	Badger, Browning & Hersey...	12,003.75
R. H. Alber & Co.....	96,556.05	Rogers & Smith.....	10,926.67
Charles Dallas Reach, Inc.....	91,774.00	Peck Adv. Agency, Inc.....	10,436.00
William Esty & Co.....	91,101.00	Brown & Tarcher.....	9,760.50
B.B.D.&O. ....	88,207.90	The Biow Co., Inc.....	7,858.32
United States Adv. Corp.....	85,185.25	Mitchell-Faust Adv. Agency...	7,643.75
Baggaley, Horton & Hoyt, Inc..	79,027.50	Aubrey, Moore & Wallace....	6,360.00
Kelly, Stuhlman & Zahrndt, Inc.	69,063.90	Lord & Thomas.....	5,600.00
J. Walter Thompson Co.....	67,727.00	Fishler, Zealand & Co.....	5,072.00
H. M. Kiesewetter Adv. Agency	63,817.56	De Garmo Corp. (Fulton De-	
Young & Rubicam, Inc.....	57,902.40	Garmo & Ellis).....	4,745.00
Albert M. Ross, Inc.....	54,731.00	Kirtland Engel Co.....	4,284.00
Scholtz Adv. Co.....	46,410.66	Chambers & Wiswell, Inc....	4,277.50
Thompson Koch Co.....	44,660.00	Critchfield & Co.....	4,100.00
Roche, Williams & Cunyningham	40,030.80	Small & Seiffer Adv. Agency...	4,050.00
Direct.....	35,700.00	Weston-Barnett, Inc.....	3,744.00
H. W. Kastor & Sons.....	33,462.00	Rocke Productions.....	3,288.00
Redfield-Johnstone, Inc.....	32,466.00	Reincke, Ellis, Younggreen &	
Luckey Bowman, Inc.....	30,815.00	Finn.....	3,120.00
Cecil, Warwick & Legler.....	28,586.50	Fairfax Adv. Agency.....	2,283.00
Howard E. Williams Adv.....	20,811.00	Frank Presbrey Co.....	1,224.00
Dorland International.....	19,632.10	Leighton & Nelson.....	600.00
Presba, Fellers & Presba.....	18,005.00		
Vanderbie & Rubens.....	17,451.00	TOTAL.....	\$2,239,076.54
N. W. Ayer & Son, Inc.....	16,720.00		

## NBC GROSS BILLINGS TO AGENCIES: 1937

Blackett-Sample-Hummert, Inc..	\$5,086,667	Benton & Bowles, Inc.....	1,200,461
Thompson Co., J. Walter.....	4,376,915	Stack-Goble Advertising Agency..	1,192,559
Lord & Thomas.....	3,872,588	Kastor & Sons Advertising Co.,	
Compton Advertising, Inc.....	2,916,100	Inc., H. W.....	873,255
Young & Rubicam, Inc.....	2,772,680	Lennen & Mitchell, Inc.....	851,357
Wade Advertising Agency.....	1,457,470	Ayer & Son, Inc., N. W.....	782,166

## AGENCY BILLINGS—Continued

B.B.D.&O., Inc.....	764,162	Walker & Downing.....	63,560
McCann-Erickson, Inc.....	698,496	Lambert & Feasley, Inc.....	58,344
Williams & Cunnyngham, Inc....	698,101	Bernsten Agency, H. C.....	57,888
Erwin, Wasey & Co., Ltd.....	695,652	Brown & Tarcher, Inc.....	55,848
Pedlar & Ryan, Inc.....	609,161	Botsford, Constantine & Gardner.	52,800
Aubrey, Moore & Wallace, Inc....	582,611	Logan & Stebbins.....	49,512
Sweeney & James Co.....	537,634	Fitzgerald Adv. Agency, Inc.....	42,072
Campbell-Ewald Co.....	518,683	Brisacher & Staff, Emil.....	39,680
Biow Co., Inc., The.....	509,704	Ruthrauff & Ryan, Inc.....	38,870
Hutchinson Advertising Co.....	504,521	Mathes, Inc., J. M.....	36,036
Cecil, Warwick & Legler, Inc....	482,600	Stuart, Inc., Charles R.....	35,088
Needham, Louis & Brorby, Inc....	455,744	Tomaschke-Elliott, Inc.....	35,072
Maxon, Inc.....	416,155	Long Advertising Service.....	35,046
Gardner Advertising Co.....	397,712	Cramer-Krasselt Co.....	29,988
Fuller & Smith & Ross, Inc.....	344,659	D'Evelyn & Wadsworth.....	24,403
Kudner, Inc., Arthur.....	330,301	Leighton & Nelson.....	24,192
MacManus, John & Adams, Inc....	318,529	Clements Co., The.....	20,580
Ramsey Co., L. W.....	257,462	James-Morton, Inc.....	17,244
Henri, Hurst & McDonald, Inc....	201,475	Morgan Co., Raymond R.....	16,608
Peck Advertising Agency, Inc....	157,296	Glicksman Advertising Co.....	10,476
Hixson-O'Donnell, Inc.....	156,236	MacFarland & Co., Hays.....	8,480
Birmingham, Castleman & Pierce, Inc.....	155,232	Rogers & Smith Adv. Agency....	7,946
Newell-Emmett Co., Inc.....	144,720	Federal Advertising Agency, Inc.	7,372
Blaker Advertising Agency, Inc..	144,104	Auspitz & Lee.....	5,868
Donahue & Coe, Inc.....	143,836	Dan B. Miner Co., Inc.....	5,360
Brother & Co., D. P.....	142,451	Maloney, Inc., T. J.....	5,300
Westco Advertising Agency.....	140,913	Wertheimer Co., Inc., L. D.....	4,590
McJunkin Advertising Co.....	133,674	Katz Co., The Joseph.....	3,722
Comer Advertising Company, Russell C.....	113,216	Smith & Son, Ltd., R. C.....	3,472
Kenyon & Eckhardt, Inc.....	102,336	General Advertising Agency....	3,354
Brown Advertising Agency, E. H.	91,226	Gerth-Knollin Advertising Agency	3,328
Southmayd, Inc.....	83,699	Garfinkel Adv. Agency, Sidney..	3,096
Wessel Co., The.....	75,919	Critchfield & Co.....	3,072
Jones Co., Ralph H.....	70,856	Baker Advertising Agency.....	3,032
McKee, Albright & Ivey, Inc....	68,280	Doremus & Co.....	2,744
Baggaley, Horton & Hoyt, Inc....	67,298	Weinberg Advertising Co., Milton	2,236
Burnett Co., Inc., Leo.....	64,688	No Agency (Billed Direct).....	1,009,087
Williams Co., Howard E.....	64,360		
		TOTAL .....	\$38,651,286



# ADVERTISING AGENCIES

Complete references to the major advertising agencies engaged in radio time buying and production are indicated in the list below, alphabetically.

By "spot" is meant "spot broadcasting"—i.e., purchase of time on individual stations, as opposed to network advertising. By "local" is meant "local advertising"—i.e., spot advertising which comprises but one, local, station. "Spot announcements" are small time purchases, large enough only to contain a commercial announcement but not much, if any, program. "Production" refers to program-building and construction. "Writers" indicates the script men authoring the various programs.

**ADVERTISERS BUREAU**, 202 Foote Bldg., Syracuse, N. Y. *Phone*: 2-6534. *Executives*: W. L. Welch, John Yonker, partners. *Radio director*: None. *Radio executive*: John Yonker. *Radio clients*: H. J. Howe; Syracuse, Guernsey Dairy Co-Op; Clark Music Co.; Alexander Grant's Sons (all local).

**ADVERTISING - BUSINESS COMPANY**, 1213 Throckmorton Street, Fort Worth, Texas. *Phone*: 3-2421. *Executives*: Marvin D. Evans, president. *Radio executives*: Thomas L. Yates, A. E. Hubbard. *Talent buyer*: Thomas L. Yates. *Radio clients*: Cosden Oil Corp; Gordon Boswell; Fort Worth Florists Assn.; Ashburn Ice Cream Co.; The Vinnedge Co.

**ADVERTISING TRADE SERVICE, INC.**, 315 Fifth Ave., New York, N. Y. *Phone*: Murray Hill 4-3800. *Radio director, spot time buyer*: Phil Abrahams. *Radio clients*: Michaels Brothers (Inter-City Broadcasting System); Rodney Clothes (spot announcements); Edelbrau Brewery (news, spot).

**R. H. ALBER CO.**, 458 Chamber of Commerce, Los Angeles, Calif. *Phone*: Prospect 3331. *President*: R. H. Alber. *Radio director*: R. H. Alber. *Radio clients*: Gospel Broadcasting Association (Mutual, spot); American State (magazine) (Don Lee California Network); Vocational Service, Inc. (national spot); El Vey Yeast Tablets (local spot); Unity School of Christianity (Pacific Coast spot); Gaffers & Sattler (local spot).

**DOUGLASS ALLEN & LELAND DAVIS, INC.**, 1001 Enquirer Bldg., Cincinnati, O. *Phone*: CH 3414-5. *Executives*: Douglass Allen, president; Leland Davis, Donald McDonald and Ralph Heaton, vice-presidents; Josephine L. Quigley, secretary; Templeton Briggs, treasurer. *Radio director and spot time buyer*: None; each contact man buys own time. *Radio clients*: Ken-Rad Tube & Lamp Corp. (spot). *Writers*: Edward Carder, Naiph

Abodaheer, Bob Maley. *Production*: Owen Vinson.

**EARL ALLEN COMPANY**, 638 Insurance Bldg., Omaha, Nebr. *Phone*: At. 2150. *Executives*: Earl H. Allen, president and treasurer; Leo B. Bozell, vice-president; H. C. Belt, secretary. *Radio director*: Earl H. Allen. *Radio clients*: Omaha Wimsett Co.; Kimball Laundry; Evans Laundry; Wright & Wilhelmy Co.; Iowa Baking Co.; J. C. Robinson Seed Co.; Hinchey Laundry; Kitty Clover Potato Chip Co.; Electrolux Jobbers; Hotel Hill (all local announcements); Associated Laundries of Omaha; Sioux Honey Association; F. P. Petersen Baking Co.; Harvey Bros. (all spot).

**ALLIED ADVERTISING AGENCIES, INC.**, 553 South Western Ave., Los Angeles, Calif. *Phone*: Drexel 7331. *Executives*: W. F. Gardner, president; Walter McCreery, manager; Mel Roach, production manager; Ted Dahl, Dick Bartlett and Jerry Norton, account executives. *Branch office*: 525 Market St., San Francisco; Robert O. Davis, manager. *Radio clients*: Star Outfitting Co.; Dr. F. E. Campbell; Martyn X-Ray Chiropractors; Samaritan Institute; Lloyd K. Hillman, Auto Loans (all Pacific Coast); Mr. and Mrs. G. W. Ballard (religious account); Mountain Copper Co.; Broadway Hollywood Department Store; Monarch Brewing Co.; Reynolds Health Offices; Western Auto Works; Lachman Bros.; Federal Land Co.; Palomar Ballroom; Zeeman Clothing Co.; Dr. S. M. Cowan; Wilshire Boulevard Christian Church; Davis Optical Co.; Majestic Upholstering Co.; Nelson Wood Products Co. *Writers*: Ken Barton, Ted Gates, Baron Von Eggidy, Mayfield Kaylor.

**AMSTERDAM AGENCY, INC.**, 590 Madison Ave., New York, N. Y. *Phone*: Eldorado 5-4089. *Executives*: George E. Barton, president; William M. Tyack, vice-president; Frank B. Ziehl, secretary-treasurer; C. M. Gibson, assistant treasurer. *Radio director, spot time, talent*

## ADVERTISING AGENCIES—Continued

and script buyer: William M. Tyack. Radio clients: Atlantic Coast Line Railroad (spot); Village of Bellport (Long Island), Inc. (spot).

**LEE ANDERSON ADVERTISING CO.**, 8415 E. Jefferson Ave., Detroit, Mich. Phone: Lenox 5000. Executives: Lee Anderson, president; M. J. Alef, vice-president, treasurer; B. A. Carey, secretary. Radio director: George Cox. Spot time buyer: Fred Barrett. Talent buyer: Lee Anderson. Script buyer: J. Widman Bertch. Radio clients: Chrysler Sales Division, Chrysler Corp. (spot).

**ANFENGER ADVERTISING AGENCY**, St. Louis, Mo. Phone: CH 6380. Executives: E. D. Winius, president; G. G. Hertstet, vice-president; J. D. McEwen, vice-president; H. C. Schmidt, secretary and treasurer. Radio director and spot time buyer: M. O. Launch. Other radio executives: G. G. Hertstet, Harrison Bailey. Radio clients: Griesedieck Bros. Brewing Co. (regional, spot); American Packing Co. (spot); Barton Mfg. Co. (transcriptions).

**ARBEE AGENCY, INC.**, 3227-29 Wabash Ave., Terre Haute, Ind. Phone: Crawford 5017. Executives: W. R. Bell, president; Duane Wanamaker, vice-pres-

ident; W. W. Bell, treasurer. Branch office: 516 Bulkley Bldg., Cleveland, O.; C. R. Warner, manager. Radio director, spot time, talent and script buyer: Duane Wanamaker. Radio clients: Terre Haute Brewing Co. (Champagne Velvet Beer) (spot announcements); Hulman & Co. (Clabber Girl Baking Powder) (spot transcriptions).

**ASSOCIATED ADVERTISING AGENCY, INC.**, Jacksonville, Fla. Phone: 3-1253. Executives: M. T. Newman, president and treasurer; Hunter Lynde, vice-president; Karl M. Zink, secretary; Hildegard Porter, assistant treasurer. Radio director: Harry Cummings. Spot time buyer: Hunter Lynde. Account executive: George Weeks. Radio clients: Jax Brewing Co. (spot).

**ASSOCIATED BROADCASTING COMPANY, LTD.**, Hermant Bldg., Toronto, Ont., Canada. Phone: Elgin 3345. Executives: E. A. Byworth, president; D. H. Copeland and M. Maxwell, vice-presidents. Branch office: Dominion Square Bldg., Montreal, Que. (Belair 3325); M. Maxwell, vice-president in charge. Spot time buyer: Frederick Helson. Talent buyer: Stan Francis. Script buyers: A.



In 1936 Richard Himer's orchestra placed third in the Star of Stars Polls; in '37 seventh. This year the orchestra was first!

### Radio Guide's Poll

# RICHARD HIMBER

Wins

TOP ORCHESTRA TITLE

In all polls during the last two years Himer was placed high, and now he takes **first place** in the Star of Stars Poll.

Currently: Essex House Casino-on-the-Park, New York  
Brewers Association, CBS, Mondays, 8 P.M., E.D.S.T.

## ADVERTISING AGENCIES—Continued

- Dean Hughes, B. J. Crossman. *Radio clients*: Underwood, Elliott, Fisher Co., Ltd. (Canadian Broadcasting Corp); Allen & Hanbury Co.; Dr. Bell Medicine Co.; S. G. Bendon Utility Corp.; Bovril (Can.); Ltd.; Brodie & Harvey, Ltd.; British American Publishing Co.; Burnetts, Ltd.; Charis Corsets; J. J. Connor Co.; Continental Soya Co.; Pharmaceutique Francaise, Ltd.; Brew Brown, Ltd.; Foster-Dack Co., Ltd.; Granger Freres, Ltd.; Gypsum, Lime & Alabastine Canada, Ltd.; H. J. Heinz Co., Ltd.; Herdt & Charton, Inc.; Hump Hairpin Co.; Imperial Optical Co., Ltd.; Sherwin Williams Co., Ltd.; Swift Canadian Co., Ltd., and others (all spot). *Writers*: A. Dean Hughes, Dennis Braithwaite, B. J. Crossman, Lila Mantel, E. C. Reed. *Production*: Stan Francis, D. H. Copeland, Gordon Calder, M. Maxwell, Ivor Francis.
- ATHERTON & CURRIER, INC.**, 420 Lexington Ave., New York, N. Y. *Phone*: Mohawk 4-8795. *Executives*: J. W. Atherton, president; Harry Francis, treasurer; W. T. Tieman, secretary. *Branch office*: Wellington House, The Strand, London, England. *Radio director*: Felix Meyer. *Spot time buyer*: W. T. Tieman. *Talent and script buyer*: J. M. Lyden.
- AUBREY, MOORE & WALLACE, INC.**, 230 N. Michigan Avenue, Chicago, Ill. *Phone*: Randolph 0830. *Executives*: James T. Aubrey, president; John C. Moore, L. T. Wallace, L. O. Wilson, J. J. Finlay, vice-presidents. *Radio director*: Joseph T. Ainley. *Time buyer*: J. H. North. *Radio clients*: Campana Sales (NBC Red); Milk Foundation (Mutual): International Harvester (spot); Marshall Field & Co. (local spot); Aurora Laboratories (spot); Kester Solder (spot); Personal Loan & Savings Bank (local spot); Stein Hall Mfg. Co. (spot).
- AUSPITZ & LEE**, 360 N. Michigan Avenue, Chicago, Ill. *Phone*: State 7782. *Executives*: Irving D. Auspitz, president; A. F. Lee, vice-president and treasurer. *Radio director*: Irving D. Auspitz. *Radio clients*: Better Speech Institute of America (NBC Blue); Sterling Co. (spot); Acacia Park Cemetery Ass'n (spot); Ruby Chevrolet (spot); Evans Fur Co. (spot).
- N. W. AYER & SON, INC.**, West Washington Square, Philadelphia, Pa. *Phone*: Lombard 0100. *Executives*: William M. Armistead, H. A. Batten, Clarence L. Jordan, Adam Kessler, Jr., Gerold M. Lauck, directors; H. A. Batten, president; Clarence L. Jordan, executive vice-president; Gerold M. Lauck, executive vice-president; George M. Cecil, vice-president in charge of copy production; Charles T. Coiner, vice-president, art director; Frederick W. Kurtz, vice-president in charge of outdoor advertising; Carl L. Rieker, vice-president in charge of personnel; H. Eugene Wheeler, vice-president in charge of finance; John Hansel, vice-president; Wesley A. Gilman, vice-president; Paul L. Lewis, vice-president; C. H. Cottingham, vice-president in charge of radio plans; Alice P. Kimberline, secretary; George H. Pitman, Jr., assistant secretary and treasurer; Edward R. Dunning, vice-president in charge of New York office; John B. Hunter, vice-president (New York); Frank J. Zink, vice-president (New York); H. L. McClinton, vice-president in charge of radio programs (New York); Carl J. Eastman, vice-president (San Francisco); Sterling E. Peacock, vice-president (Chicago); Frank L. Scott, Jr., vice-president (Detroit); Thurman L. Barnard, vice-president (Detroit); E. Craig Greiner, manager (Boston). *Branch offices*: 500 Fifth Ave., New York, N. Y.; Edward R. Dunning, vice-president in charge; H. L. McClinton, vice-president in charge of radio programs; John B. Hunter, Frank J. Zink, vice-presidents. Statler Office Bldg., Boston, Mass.; E. Craig Greiner, manager. 135 S. LaSalle St., Chicago, Ill.; Sterling E. Peacock, vice-president. 235 Montgomery St., San Francisco, Calif.; Carl J. Eastman, vice-president. Penobscot Bldg., Detroit, Mich.; Frank L. Scott, Jr., Thurman L. Barnard, vice-presidents. 80 Richmond St., West, Toronto, Canada. Sun Life Bldg., Montreal, Canada. Bush House, London, England. Avenida Rokue Saenz Pena 788, Buenos Aires, Argentine. Edificia Sao Francisco, Rua Senador Paulo Egydio, 15, Sao Paulo, Brazil. Edificia d'A Noite, Sala 614, Praca Maua 7, Rio de Janeiro, Brazil. *Vice-president in charge of radio programs*: H. L. McClinton. *Program directors*: Robert Burlen, Bradford Browne, William J. Reddick, Nicholas E. Keesely, Harry Hartwick, Mrs. Olive H. Sharman, Les Qualey. *Publicity*: Joseph C. Keeley. *Radio clients*: American Rolling Mill Co. (NBC Blue); American Telephone & Telegraph Co. (announcements, spot); Appalachian Apples, Inc. (spot announcements); Atlantic Refining (CBS; football, baseball, basketball, spot); Boston Globe (spot announcements);

## ADVERTISING AGENCIES—Continued

- Chicago School of Nursing (spot announcements); Colgate-Palmolive-Peet for Halo (spot announcements); Curtice Bros. Co. (Yankee); Detroit Creamery (spot, spot announcements); Eggo Milling Co. (announcements, spot); Emigrant Industrial Savings Bank (spot); Ferry Morse Seed Co. (spot transcriptions); J. B. Ford Co. (CBS, spot, spot announcements); Ford Motor Co. (CBS, spot announcements); Ford Motor Co. for Coke (spot transcriptions and announcements); Ford Motor Co., Chester Branch (spot), Cleveland Branch (spot announcements), Columbus Branch (spot announcements), Dearborn Branch (hockey games, spot, spot announcements), Green Island Branch (spot announcements), Indianapolis Branch (basketball, spot), Milwaukee Branch (spot transcriptions, announcements), Omaha Branch (spot, spot announcements), Pittsburgh Branch (spot announcements), Cristobal Branch (spot transcriptions); Golden State Co. (Don Lee); W. T. Grant Co. (spot transcriptions); Hawaiian Pineapple Co. (spot transcriptions); Dr. Hess & Clark (spot); Honor Brand Frosted Foods (spot); Illinois Bell Telephone Co. (spot announcements); Kalamazoo Vegetable Parchment Co. (spot); Kellogg Co. (NBC Red and Blue, Yankee, Texas Quality, WLW Line, Alabama Sports, Cornbelt Wireless, Don Lee, baseball, football, spot transcriptions, spot announcements); Kirkman & Son, Inc. (CBS, spot); Koppers Co. (transcriptions); Massachusetts Television Institute (spot transcriptions, announcements); Michigan Bell Telephone Co. (spot announcements); Moody Bible Institute of Chicago (spot transcriptions); Philadelphia Coke Co. (spot announcements); Thomas D. Richardson Co. (Yankee, spot, announcements); Sheffield Farms Co. (spot, announcements); Webster Eisenlohr (spot, news, sports, announcements). *Writers:* David Gudebrod, Harry Hartwick, Tom Carpenter.
- BADGER & BROWNING, INC.**, 75 Federal Street, Boston, Mass. *Phone:* Liberty 3364. *Executives:* Joseph L. Badger, president; Clifford P. Parcher, vice-president; Franklin S. Browning, treasurer. *Branch office:* Badger, Browning & Hersey, 30 Rockefeller Plaza, New York; Robert W. Hersey, president. *Radio clients:* Stickney & Poor (spot); K. A. Hughes (spot); American Chiclo Co. (spot); First National Stores (Yankee, CBS); General Shoe Corp.—Fortune Shoes (Mutual).
- FREDERICK E. BAKER, INC.**, 3 Lewis St., Hartford, Conn. *Phone:* 2-6353. *Executives:* Frederick E. Baker, Jesse R. Penfield. *Script buyer:* John J. Pullen. *Radio clients:* Hartford Electric Light Co., Jack the Tire Expert, Phoenix State Bank & Trust Co., Hartford-Connecticut Trust Co., Flint-Bruce Co., G. F. Heublein & Bro., Smith Worthington Saddlery Co. (local); W. G. Simmons Corp., J. E. Smith & Co. (spot).
- BARLOW ADVERTISING AGENCY, INC.**, Starrett-Syracuse Bldg., Syracuse, N. Y. *Phone:* 3-0134. *Executives:* E. S. Barlow, president and account executive; E. S. Crawford and H. H. Goodhart, vice-presidents and account executives; E. F. Coe, retail director. *Radio clients:* Brotan's, Fleischman's, Jean's Kitchen, Park-Brannock (all local).
- BARNES & AARON**, 1616 Walnut St., Philadelphia, Pa. *Phone:* Pen. 0437. *Executives:* Warren S. Barnes, Maurice W. Aaron. *Radio director:* Charles Hoban, Jr. *Spot time buyer:* Raimon B. Havens. *Talent buyer:* Maurice W. Aaron. *Script buyer:* Warren S. Barnes. *Radio clients:* Pennsylvania State Democratic Committee (regional); Yellow Cab Co. (spot); Philadelphia Democratic Committee (spot).
- BARNES CHASE CO.**, 530 Broadway, San Diego, Calif. *Phone:* Franklin 7771. *Executives:* Norman R. Barnes, Henry H. Chase. *Branch office:* 1121 S. Hill St., Los Angeles, Calif.; Henry H. Chase, executive in charge; Emery Rutledge and Henry H. Chase, spot time buyers. *Radio director, script buyer:* David F. Titus. *Spot time buyers:* Norman R. Barnes, David F. Titus. *Radio clients:* Westgate Sea Products Co. (Breast O' Chicken Tuna) (spot transcriptions).
- BARRONS ADVERTISING CO.**, 1737 McGee St., Kansas City, Mo. *Phone:* HA. 7730-31. *Executives:* M. J. Barrons, president and treasurer; Wheeler H. Godfrey, vice-president; Otto Grasse, secretary. *Radio directors:* Otto Grasse, F. M. Little, Ralph Page. *Spot time and talent buyer:* Otto Grasse. *Script buyer:* Wheeler H. Godfrey. *Radio clients:* Advance Baking Co., Seidlitz Paint & Varnish Co., United Factories, Zerbst Pharrnacal Co., Parker McCrory Mfg. Co., Seneca Coal & Coke Co., Huntsville Sinclair Coal Co., Sinclair Coal Co., Hume Sinclair Coal Co., Chevrolet Motor Car Dealers, The Sodi-  
phone Co.
- BATTEN, BARTON, DURSTINE & OSBORN, INC.**, 383 Madison Avenue, New



## ADVERTISING AGENCIES—Continued

York, N. Y. *Phone:* Eldorado 5-5800. *Executives:* Bruce Barton, chairman of the board; William H. Johns, chairman of the executive committee; Roy S. Durstine, president; F. R. Feland, vice-president, treasurer; A. F. Osborn, A. E. Aveyard, C. J. Babcock, J. C. Cornelius, A. D. Chiquoine, Jr., Maurice Collette, C. L. Davis, B. C. Duffy, George F. Gouge, L. D. Hansen, F. W. Hatch, S. P. Irvin, H. C. McNulty, S. W. Page, Arthur Pryor, Jr., Egbert White, J. H. Wright, vice-presidents; T. Arnold Rau, assistant treasurer; F. M. Lawrence, secretary; H. A. Holloway, assistant secretary. *Branch offices:* 178 Tremont St., Boston; Frank Hatch, manager; Frank Baldwin, radio director. Rand Bldg., Buffalo; Alex Osborn, manager; Carl Davis, radio director. 919 N. Michigan Ave., Chicago; A. E. Aveyard, manager; Henry A. Klein, radio director. Northwestern Bank Bldg., Minneapolis; J. C. Cornelius, manager; Taylor Mills, radio director. Grant Bldg., Pittsburgh; Leon Hansen, manager, radio director. *Radio director:* Arthur Pryor, Jr. *Spot time buyer:* C. E. Midgley, Jr. *Other radio executives:* Herbert C. Sanford, William Spier, Homer Fickett, Ken Webb, John T. W. Martin, David White, Eldon Hazard, E. Schuyler Ensell, Frank Linder, John Driscoll, Kirk Alexander, Frank Orvis, Ken Fickett. *Radio clients:* Borden's Farm Products (local); Carborundum Co. (CBS); General Baking (CBS, spot); Brown & Williamson Tobacco (NBC Red, spot); Time, Inc. (NBC Blue); Household Finance Corp. (CBS); F. & M. Schaefer Brewing Co. (local); Griswold Mfg. Co. (special NBC hookup); Cosmos Corp., Jacob Dold Packing, L. S. Donaldson Co., Duluth Brewing & Malting, Gamble Stores, Hecker Products, Hoffman Beverages, George A. Hormel & Co., International Sugar Feed, Marine Trust, New England Council, New York Telephone, Servel Sales, Western Savings Bank, Witts Market House, Fruit Dispatch Co., Oneida, Ltd., My-T-Fine, Boston Morris Plan, Southern New England Telephone, H. P. Hood & Sons, Hudnut Sales Corp., Pepperell Mfg. Co., Red Owl Stores, Blue Moon Cheese Products, Corning Glass Works, American Stove Co., Armstrong Cork Co., The Mutual Savings Banks of Massachusetts, Dunlop Tire & Rubber Co, Koppers Co., Inc., Remington Arms Co., Inc., Andresen-Ryan Coffee Co., Mount Royal Importers, Inc., Fenn Brothers (all spot).

**ADRIAN BAUER ADVERTISING AGENCY**, Architects Bldg., Philadelphia, Pa. *Phone:* Rittenhouse 4331. *Execu-*

*tives:* Adrian Bauer and Henry Haas, partners. *Branch office:* 22 East 41st Street, New York; Otto J. Hartwig, manager. *Radio director:* Henry Haas. *Other radio executive:* Joseph Green. *Radio clients:* Graybar Electric (regional); Spatola Importing Co. (regional); Leroux & Co. (spot); Old Reading Brewery (regional); Philadelphia Distributors (spot); Italian Swiss Colony Wines (regional). Alexander Kerr Bros. (spot). *Writing and production:* Handled by agency.

**BAYLESS-KERR COMPANY**, 1164 Hanna Bldg., Cleveland, O. *Phone:* Main 0917. *Executives:* W. N. Bayless, president; H. D. Kerr, vice-president and treasurer; R. S. Rimanoczy, vice-president; Walter Butcher, secretary. *Radio director:* R. S. Rimanoczy.

**BEAUMONT & HOHMAN, INC.**, 6 N. Michigan Avenue, Chicago, Ill. *Phone:* Central 4231. *Executives:* W. C. Beaumont, chairman; H. A. Hohman, president; George Hoefner, secretary-treasurer; Nelson Carter, manager. *Branch offices:* 32 Peachtree St., Atlanta; J. L. Laube, manager. 815 E. Superior Ave., Cleveland; T. R. McCabe, manager. 1905 Elm St., Dallas; Paul H. Leech, manager. 1012 Baltimore Ave., Kansas City; C. O. Puffer, manager. 555 S. Flower St., Los Angeles; W. C. Beaumont, manager. Insurance Bldg., Omaha; W. O'Neal, manager. 74 New Montgomery St., San Francisco; H. D. Cayford, manager. Second and Marion Streets, Seattle; Stanley Schlenther, manager. Portland; Elwood Enke, manager. *Radio director:* H. C. Vogel.

**BRACE BEEMER, INC.**, 1216 Maccabees Bldg., Detroit, Mich. *Phone:* Temple 1-1774. *Executives:* Brace Beemer, president; B. B. O'Brecht, vice-president; K. S. Carrick, secretary-treasurer; R. H. Edsall, comptroller. *Radio director:* Brace Beemer. *Assistant radio directors:* Russell Edsall, King Bard. *Production:* T. E. Campbell, Bromley House, R. J. Morris. *Continuity:* Barbara Sweezy, A. W. Cruse. *Radio clients:* Deisel-Wemmer-Gilbert Corp.—cigars (local, regional, national); Bernard Swartz Corp.—cigars (local, regional); Chicago Institute Diesel Engineering (local, regional); Practical Diesel Training Co. (local, regional); Overall Products Co. (local, regional); A. O. Kempf—automobiles (local); Wolverine Products Co., Inc.—drugs, digests (state, regional); Associates Investment Co.—automobile finance (local); R. K. Owens Distributing Co.—drug items; Velvet Shave (local, regional); Detroit School of Refrigeration

## ADVERTISING AGENCIES—Continued

& Air Conditioning (local); Grover C. Wolf Property Management (local).

**BENISON COMPANY, LTD.**, Montreal, Canada. *Executives:* Lionel Benison, president; D. E. Pearce, secretary. *Branch offices:* Vancouver, B. C.; Volney Irons, manager. Toronto, Ont., V. C. Hammond, manager. *Script and talent buyer:* D. Schnebley. *Radio clients:* Gasbron Co. (Canadian network); Davies, Irwin, Ltd. (local); Vi-Tone Co. (Canadian network).

**BENNETT ADVERTISING**, 502 Security Bank Bldg., High Point, N. C. *Phone:* 2991. *Executives:* Harold C. Bennett, president; E. A. Resch, production manager. *Radio director, spot time and talent buyer:* Harold C. Bennett. *Script buyers:* Harold C. Bennett, E. A. Resch. *Radio clients:* Lily Mills Co. (spot announcements).

**BENTON & BOWLES, INC.**, 444 Madison Avenue, New York, N. Y. *Phone:* Wickersham 2-0400. *Executives:* A. W. Hobbler, president; Chester Bowles, chairman of the board; James S. Adams, vice-president, general manager. *Head of radio department:* Tom Revere. *Radio clients:* General Foods—Log Cabin

Syrup (NBC Blue), Maxwell House Coffee (NBC Red), Diamond Crystal Salt (NBC Blue), Post Toasties and Huskies (CBS), Post Bran Flakes (NBC Red); Colgate-Palmolive-Peet—Palmolive Soap (CBS), Concentrated Super Suds (CBS), Palmolive Shave Cream and Palmolive Brushless (CBS); Continental Baking—Wonder Bread and Hostess Cake (CBS). Also various spot campaigns for the above mentioned clients, and others.

**BERMINGHAM, CASTLEMAN & PIERCE, INC.**, 136 East 38th St., New York, N. Y. *Phone:* Lexington 2-7550. *Executives:* Arch Bermingham, president; Stewart Wark, vice-president, general manager; Meade Wildrick, vice-president; Winston H. Hagen, secretary and treasurer; William S. Kelly, Jr., space buyer; Serge Paderewski, art director. *Spot time buyer:* George C. Castleman. *Script and talent buyer:* Stewart Wark. *Radio clients:* Griffin Mfg. Co. (shoe polish and dressing) (NBC Blue); Conti Products Corp. (olive oil products, soap, shampoo and face cream) (spot); Frank H. Lee Co. (men's hats) (spot).

**LEE S. BIESPIEL ADVERTISING AGENCY**, 664 N. Michigan Avenue,

# BENTON & BOWLES-CHICAGO, INC.

Complete Advertising Agency Service

## NOW PLACING

### "STEPMOTHER"

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

### DALE CARNEGIE

"How to Win Friends and Influence People" for Colgate Shave Creams. NBC Red—Tuesday nights.

### "ROMANCE IN SONG"

Transcriptions of Jimmie James' orchestra with Lynn Cole. Spot—for Colgate's Halo Shampoo.

### "WE, THE WIVES"

New interview program for Quaker Farina. WBBM—Wednesday, Friday, Saturday nights.

### "THE MAN ON THE FARM"

Farm interviews for Quaker Oats, Ful-O-Pep Feeds. WLS—Saturday noons.

919 NORTH MICHIGAN AVENUE

CHICAGO, ILLINOIS

## ADVERTISING AGENCIES—Continued

- Chicago, Ill. *Phone:* Delaware 1816. *Executives:* Lee S. Biespiel, president; M. Haak, secretary and production chief; Jerome De Lee, art director. *Radio director and spot time buyer:* Lee S. Biespiel. *Talent and script buyer:* M. Haak. *Radio clients:* Pioneer, Gen-E-Motor Corp.; Leo Alexander, Inc.; St. Clair Hotel; Ar-Ex Cosmetics; Bulk Service Stations.
- THE BIOW COMPANY, INC.,** 9 Rockefeller Plaza, New York, N. Y. *Phone:* Circle 6-9300. *Executives:* Milton H. Biow, president; L. Stanley Shuford, executive vice-president; A. Hauptman, secretary-treasurer. *Radio director and spot time buyer:* Miss R. Schubel. *Radio clients:* Philip Morris & Co., Ltd. (NBC Red, CBS); Bulova Watch Co. (spot); Columbia Pictures (spot); Humphrey's Homeopathic Medicine Co. (NBC Blue). *Writers:* Jack Johnstone and staff.
- BLACKETT - SAMPLE - HUMMERT, INC.,** 221 N. LaSalle St., Chicago, Ill. *Phone:* Dearborn 0900. *Executives:* Hill Blackett, president; J. G. Sample, vice-president and treasurer; E. F. Hummert, Lucius A. Crowell, George R. Collins, H. M. Dancer, C. S. Ferriss, L. D. Milligan, P. G. Parker, O'Neill Ryan, vice-presidents; J. R. Lieber, secretary; George R. McGivern, space buyer. *Branch office:* 247 Park Ave., New York, N. Y.; Duane D. Jones, Mrs. Anne Hummert, George Tormey, vice-presidents. *Radio buyer:* Jack Laemmar. *Talent and script buyer:* Kirby Hawkes. *Radio clients:* American Home Products (Kolynos, CBS; Bi-So-Dol, NBC Red and Blue; Hill's Cold Tablets, NBC Red, CBS; Old English Wax, NBC Red); Edna Wallace Hopper Products (CBS); Anacin (CBS, NBC Red and Blue, spot); B. T. Babbitt for Bab-O (NBC Red, spot); Bayer Aspirin (NBC Red, CBS, spot); General Mills (Wheaties, CBS, NBC Red; Bisquick, CBS; Kitchen-Tested Flour, CBS; Softasilk, CBS); Procter & Gamble (Oxydol, NBC Red, CBS, spot; Dreft, CBS, spot; Lava, spot); Skelly Oil Co. (CBS, spot); Wander Co. (NBC Red, spot); Sterling Products (Phillips' Dental Cream, NBC Red; Phillips' Milk of Magnesia, NBC Red; Dr. Lyon's Toothpowder, NBC Red, spot); others, including various national and regional spot advertisers.
- BLACKMAN ADVERTISING.** See Compton Advertising, Inc.
- BLACKSTONE CO.,** RKO Bldg., New York, N. Y. *Phone:* Circle 7-7890. *Radio directors:* S. K. Kushner, Leon Lee.
- BLAKER ADVERTISING AGENCY, INC.,** 120 East 41st Street, New York, N. Y. *Phone:* Caledonia 5-7351. *Executives:* Henry B. Sell, president; Margaret Thilly, treasurer; James Hamilton, secretary. *Radio director:* Eleanor Kemble. *Radio clients:* American Radiator Company (NBC Red).
- ADOLPH L. BLOCH ADVERTISING AGENCY,** 108 N. W. Ninth Ave., Portland, Ore. *Phone:* Broadway 5664. *Radio director, script buyer:* Bob Hargreaves. *Spot time and talent buyers:* Bob Hargreaves, Adolph L. Bloch. *Radio clients:* Various local and spot advertisers.
- W. EARL BOTHWELL AGENCY,** Standard Life Bldg., Pittsburgh, Pa. *Phone:* Court 6565. *Executives:* W. Earl Bothwell, president; A. A. Logan, secretary-treasurer; Clark Glenn, production chief. *Radio directors:* V. A. Dahlman and Robert McClean. *Spot time buyer:* T. H. Black, Jr. *Talent buyer:* V. A. Dahlman. *Continuity buyer:* Robert McClean. *Radio clients:* Summit Hotel (spot); Bedford Springs Hotel (spot); Yellow Cab Co. (regional); Victor Brewing Co. (regional); Pittsburgh Sonotone Co. (spot); Pearce's E. R. B. Laxative (regional); Father Mollinger Indigestion Tablets (regional); Young Republicans (regional); Keystone Hotel (spot).
- BOTSFORD, CONSTANTINE & GARDNER,** 115 S. W. Fourth Avenue, Portland, Ore. *Phone:* AT 9541. *Executives:* D. M. Botsford, president; Ray Andrews, vice-president; F. Coykendall, vice-president, secretary; Merle Manly, vice-president, treasurer. *Branch offices:* 814 Second Avenue Bldg., Seattle; C. P. Constantine, vice-president. Russ Bldg., San Francisco; S. G. Swanberg, vice-president. Petroleum Securities Bldg., Los Angeles; John Weiser, vice-president. *Radio director:* Caryl Coleman. *Radio clients:* Centennial Flouring Mills (local, spot); Durkee Famous Foods (CBS Pacific, local, spot); Esbencott Laboratories (spot); Gilmore Oil (NBC Pacific Red, local, spot); Sego Milk Products Co. (local, spot); The Oregon Journal (spot); Tillamook County Creamery (NBC Pacific Red, CBS Pacific); Tea Garden Products Co. (NBC Pacific Red).
- BOZELL & JACOBS, INC.,** 510 Electric Bldg., Omaha, Nebr. *Phone:* JA. 2261. *Executives:* Leo B. Bozell, president and treasurer; Morris E. Jacobs, executive vice-president and secretary; F. C. Miller, vice-president and general manager.

## ADVERTISING AGENCIES—Continued

*Radio director, spot time and talent buyer, script buyer:* No special person; each account manager handles all of foregoing for his accounts. *Branch offices:* 122 S. Michigan Ave., Chicago (Wabash 1546); Nathan E. Jacobs, vice-president and general manager; Edward F. Roache, radio director. 411 Traction Terminal Bldg., Indianapolis (Lincoln 6326); Ernie Lundgren, vice-president and general manager; Pete Olcott and James Corvin, radio directors. Northern Indiana Public Service Co. Bldg., Hammond; Donald Hoover, manager. 717 Mason Bldg., Houston (Fairfax 4106); D. C. Schnabel, vice-president and general manager. *Radio clients:* Alamito Dairy, J. L. Brandeis & Sons, Coal Blox Corp., Fontenelle Brewing Co., Forest Lawn Cemetery Assn., Higgins Cleaners, Metropolitan Utilities District, Nebraska Power Co., Uncle Sam Breakfast Food Co., Yellow Cab & Baggage Co., Seeley Rupture Establishment, Central Illinois Electric & Gas Co., Feltman & Curme Shoe Stores Co., Inc., Merchants National Bank of Chicago, Northern Indiana Public Service Co., Indiana Railroad, Citizens Gas & Coke Utility (all spot).

**ARTHUR BRAITSCH**, 809 Hospital Trust Bldg., Providence, R. I. *Phone:* Dexter 5313. *Radio director, spot time, talent and script buyer:* Arthur Braitsch. *Other radio executives:* John A. Lorimer, Ruth I. Arthur. *Radio clients:* Morris Plan Co. of R. I.; Charles T. Heilborn Shoe Co. (Dr. Locke Shoes); Citizens Savings Bank; Ice, Inc., of R. I. (all spot announcements); Lincoln Lace & Braid Co. (shoe polish); Weybosset Pure Food Markets; Avon Theatre; Reliable Gold Buyers; Rhode Island Ice Co.; Old Colony Coal Co.; Mulry Chevrolet Co.; Raymond Whitcomb of R. I.; Sullivan Co. (shoes); Bigney Construction Co.; Baird-North Co. (jewelers); Gibson, Inc.; Macdonald Furniture Co. (all spot).

**J. CARSON BRANTLEY ADVERTISING AGENCY**, Salisbury, N. C. *Phone:* 900. *Executives:* J. Carson Brantley, president; A. R. Monroe, secretary-treasurer; A. N. Cheney, space buyer. *Radio director, spot time and talent buyer:* J. Carson Brantley. *Assistant script buyer:* A. N. Cheney. *Radio clients:* Stanback Co. (spot); Duke Power Co. (spot); A & O Co. (spot); Statesville Flour Mills Co. (spot); Snow White Co. (spot); Nu-Shine Co. (spot); Dixie-Rub Co. (spot); Chattanooga Medicine Co. (spot); Edwards Drug Co. (spot).

**BROADCAST ADVERTISING, INC.**, 8 Newbury Street, Boston, Mass. *Phone:* Kenmore 0854. *Executives:* J. E. Murley, president and treasurer; J. J. Manning, secretary. *Radio director:* J. E. Murley. *Spot time buyer:* J. J. Manning. *Talent and script buyers:* J. E. Murley, J. J. Manning. *Radio clients:* Colt Shoes, Inc. (spot); R. G. Sullivan, Inc. (spot); Boston Beer Co. (spot); Gold Reclaiming Corp. (spot); Harmony Garments, Inc. (spot); F. B. Washburn Candy Corp. (spot); Terminal Wine Co. (spot); Marjorie Mills Hour (Cooperative food program, Yankee Network).

**D. P. BROTHER & COMPANY, INC.**, 8-149 General Motors Bldg., Detroit, Mich. *Phone:* Trinity 2-8250. *Executives:* D. P. Brother, president; C. Georgi, Jr., treasurer. *Radio director, spot time buyer:* C. Georgi, Jr. *Radio clients:* Oldsmobile.

**BROWN & TARCHER, INC.**, 630 Fifth Avenue, New York, N. Y. *Phone:* Circle 6-2626. *Executives:* Stanley A. Brown, chairman of the board; Jack D. Tarcher, president; William E. Larcombe, vice-president, treasurer; Charles E. Clifford, secretary. *Radio director and spot time buyer:* William E. Larcombe. *Radio clients:* Smith Brothers Cough Drops (NBC Red, spot); McKesson & Robbins (Mutual, spot); Benrus Watch Co. (spot); Seeman Bros.-White Rose Tea (participation).

**FRANKLIN BRUCK ADVERTISING CORP.**, Rockefeller Center, New York, N. Y. *Phone:* Circle 7-7661. *Executives:* M. Franklin Bruck, president; M. Heine-man, vice-president; M. J. Kleinfeld, secretary. *Radio director and spot time buyer:* M. J. Kleinfeld. *Radio clients:* Remington Rand (spot); Sitroux Co. (spot); Hartz Mountain (spot); North American Accident Insurance (spot); Journal of Living (Mutual, spot); Seruton (Mutual, spot); Pictorial Patterns (spot); Universal Camera Corp. (spot).

**BUCHANAN & COMPANY, INC.** (formerly Hanff-Metzger), 1501 Broadway, New York, N. Y. *Phone:* Medallion 3-3380. *Executives:* Joseph A. Hanff, chairman of the board; T. S. Buchanan, president; A. O. Dillenbeck, executive vice-president; A. E. Bonn, John Hertz, Jr., William H. Schneider, Louis A. Witten, Esmond P. O'Brien, vice-presidents. *Branch offices:* 520 N. Michigan Ave., Chicago; W. W. Hoops, vice-president. 929 S. Broadway, Los Angeles; Fred M. Jordan, vice-president, radio director; Wendell W. Phipps, spot time buyer. *Radio director, talent and script buyer:* Louis A.

## ADVERTISING AGENCIES—Continued

- Witten. *Radio clients:* The Texas Co. (CBS, transcriptions, spot).
- LEO BURNETT COMPANY, INC.**, 360 N. Michigan Avenue, Chicago, Ill. *Phone:* Central 5959. *Executives:* Leo Burnett, president, treasurer; DeWitt O'Kieffe, vice-president; E. Ross Gamble, vice-president, secretary. *Radio director:* Strother Cary. *Production:* Handled by agency.
- BERT BUTTERWORTH AGENCY**, 407 E. Pico Street, Los Angeles, Calif. *Executives:* Bert Butterworth, president and manager; Villa Pierce, accountant; A. Miller, schedule clerk. *Radio director:* Bert Butterworth. *Spot time buyer:* Hi Lane. *Radio clients:* Perfection Bakeries; Christopher Candy Co.; Horton and Converse; Mandarin Food Company; Silk's Fresh-Pop't Popcorn.
- CALKINS & HOLDEN**, 247 Park Ave., New York, N. Y. *Phone:* Wickersham 2-6900. *Executives:* T. Sherwood Smith, president; James A. Clarke, vice-president; R. P. Clayberger, secretary-treasurer. *Radio director:* R. P. Clayberger.
- CAMPBELL-EWALD CO.**, General Motors Bldg., Detroit, Mich. *Phone:* TR 2-6200. (Affiliated with the Campbell-Eward Co. of New York). *Executives:* H. T. Ewald, R. H. Crooker, W. W. Lewis, J. J. Hartigan. *Radio director:* J. J. Hartigan. *Spot time buyer:* G. C. Packard.
- CAMPBELL - EWALD CO. OF NEW YORK, INC.**, 1790 Broadway, New York, N. Y. *Phone:* Circle 7-6383. *Executives:* H. T. Ewald, chairman of the board; F. D. Richards, president and general manager; W. W. Lewis, vice-president; Duane W. Beurmann, treasurer; Lynn B. Dudley, secretary and space buyer; R. F. Field and W. E. Blodgett, vice-presidents and account executives. *Branch office:* 1214 19th St., N. W., Washington, D. C.; Emmett Deady, manager. *Radio director:* Louis E. Dean. *Time buyer:* E. A. Eliott. *Radio clients:* United States Rubber Products, Inc. (CBS).
- CARTER-THOMSON CO.**, 1420 Walnut St., Philadelphia, Pa. *Phones:* Pen. 0650-51-52. *Executives:* Russell K. Carter, president; A. M. Fanning, vice-president; Stuart R. M. Thomson, secretary and treasurer. *Radio director:* Stuart R. M. Thomson. *Spot time buyer:* A. M. Fanning. *Talent buyer:* A. L. Mooney. *Script buyer:* F. J. O'Keefe. *Radio clients:* Dr. D. Jayne & Son, Inc. (California Radio System); Taylor Provision Co., O. Schoenut, Inc.; J. M. Bruner & Co. (all spot).
- CASEY ADVERTISING COMPANY**, 900 American Trust Bldg., Nashville, Tenn. *Phone:* 6-3868. *Executives:* Walker Casey, president; M. E. Suiter, vice-president; E. E. White, secretary; E. H. Latham, treasurer; M. Ferris, art director; Sloan Williams, production manager; L. Tune, space buyer. *Radio director:* Parker Smith.
- CECIL, WARWICK & LEGLER, INC.**, 230 Park Avenue, New York, N. Y. *Phone:* Murray Hill 9-7896. *Executives:* John H. Cecil, chairman of the board; James M. Cecil, president; H. Paul Warwick, executive vice-president; Sam Youngheart, vice-president; Henry Legler, secretary; Arthur Deerson, vice-president; J. R. Warwick, vice-president. *Branch office:* Richmond, Va.; officers same as above. *Radio director, talent and script buyer:* Preston H. Pumphrey. *Spot time buyer:* Lester M. Malitz. *Radio clients:* Sloan's Liniment (NBC Red); Sherwin-Williams (NBC Red); G. Washington Coffee (NBC split net); Elizabeth Arden (Mutual); The Commentator Magazine (Mutual; later WLW hookup); John F. Trommer, Inc. (spot). *Writers:* Edward H. Bierstadt (Sloan's Liniment).
- CENTRAL ADVERTISING SERVICE, INC.**, 45 West 45th St., New York, N. Y. *Phone:* Bryant 9-9260. *Executives:* Louis Britwitz, president; J. J. Isaacson, vice-president. *Spot time and talent buyer:* Louis Britwitz. *Script buyer:* Jules Segal. *Radio clients:* Royal Diamond & Watch Co. (local).
- CHAMBERS & WISWELL, INC.**, 38 Newbury St., Boston, Mass. *Phone:* Com. 5860. *Executives:* George J. Chambers, president; George C. Wiswell, treasurer; John K. Kennedy, assistant treasurer. *Radio director:* William Underwood. *Spot time buyer:* Charles H. Bradley. *Script buyer:* Guild Copeland.
- CHAPPELOW ADVERTISING COMPANY**, 3615 Olive Street, St. Louis, Mo. *Phone:* Jefferson 0700. *Executives:* B. E. Chappelow, president; Frank S. Coddling, vice-president; Glenn W. Hutchinson, vice-president in charge of radio; J. A. Hubbard, secretary; J. F. Fingerlin, treasurer. *Radio director and talent buyer:* Glenn W. Hutchinson. *Spot time buyer:* F. A. Watts. *Radio clients:* Forbes Tea & Coffee; Mart Travel Bureau; St. Louis Mart; Dairy Commission of St. Louis; C. H. Sugar Corp.; Hunter Packing Co. (spot announcements).
- C. P. CLARK, INC.**, 2411 West End Avenue, Nashville, Tenn. *Phone:* 7-6602. *Exec-*

## ADVERTISING AGENCIES—Continued

*atives:* C. P. Clark, president; Herbert Armstrong, Henry M. Lupton, Jr., vice-presidents; D. G. Goodwin, secretary-treasurer. *Branch office:* 415-A Martin Brown Bldg., Louisville, Ky.; A. Wayne Johns, manager. *Radio director:* C. P. Clark. *Spot time buyer:* B. T. Gregory. *Account executives:* C. P. Clark, Henry M. Lupton, Jr., A. Wayne Johns. *Radio clients:* Standard Candy (spot); O'Bryan Bros. (spot); Family Photograph Co. (spot); American Bread (spot); Dietro Products Co., Inc. (spot); State of Tennessee (spot); Tennessee Automobile Insurance Co. (spot).

**CLEMENTS COMPANY, INC.**, Horn Bldg., Philadelphia, Pa. *Phone:* Rittenhouse 0236. *Executives:* Isaac W. Clements, president; R. W. Bugbee, vice-president; E. D. Masterman, secretary; K. E. King, space buyer; Stanley Squire, production manager. *Radio director:* A. V. West. *Radio clients:* Modern Food Process Co.—Thrivo Dog Food (NBC Blue); Horn & Hardart Baking Co. (CBS).

**J. M. COLVILLE & SON**, 1725 N. St. Paul Street, Dallas, Tex. *Phone:* 2-6834. *Executives:* C. M. Colville, president; W. S. Henson, vice-president and general manager; R. H. Colville, vice-president and

treasurer. *Radio director:* Will S. Henson. *Spot time and talent buyers:* C. M. Colville, W. S. Henson, R. H. Colville. *Script buyer:* John Nance. *Radio clients:* Dixie Cultivator Corp. (spot).

**RUSSELL C. COMER ADVERTISING CO.**, Fairfax Bldg., Kansas City, Mo. *Phone:* Harrison 3964. *Executives:* Russell C. Comer, president; K. K. Hansen, vice-president; Mervin B. Cooksey, treasurer; C. W. Trapp, treasurer. *Branch office:* 11 West 42nd St., New York, N. Y.; K. K. Hansen, vice-president in charge. *Radio clients:* Campbell Taggart Associated Bakeries, A. S. LeNasa's Bakery, Inc., Cotton Bros. Baking Co., Cotton's, Inc., Cotton Baking Co., Worcester Baking Co., C. M. Martin (spot).

**COMMONWEALTH ADVERTISING AGENCY**, 93 Summer St., Boston, Mass. *Phone:* Hubbard 0230-1. *Director:* Jerome O'Leary. *Radio director:* Jerome O'Leary. *Spot time buyer:* Edythe Gilman. *Radio clients:* Community Dentists; Community Opticians; Community Auroticians; Beacon Wax Co.

**COMPTON ADVERTISING, INC.** (formerly Blackman Advertising), 630 Fifth Ave., New York, N. Y. *Phone:* Circle 6-2800. *Executives:* Richard Compton,

# WHEN YOU WANT TO HAVE A RADIO PROGRAM RECORDED *wire or phone* **PRESTO**

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## ADVERTISING AGENCIES—Continued

president; Leonard Bush, vice-president, secretary and treasurer; Alfred Stanford, Robert Holbrook, Chauncey Landon, vice-presidents. *Branch office:* Cincinnati, O.; Robert Marsh, manager. *Radio director:* John E. McMillin. *Spot time buyer:* Murray Carpenter. *Talent buyer:* Florence Sperl. *Script buyer:* Mary Louise Anglin. *Business manager:* Lee Graves. *Radio clients:* Procter & Gamble (NBC Red and Blue, CBS, spot); American Cigarette & Cigar Co. (NBC Red and Blue).

**CONDON COMPANY, INC.**, 1021 Washington Bldg., Tacoma, Wash. *Phone:* Main 3483. *Executives:* John Condon, president; E. Larry Jardeen, secretary-treasurer. *Radio director:* John Condon. *Radio clients:* Tacoma Bread Co., Jorelan Baking Co., Puget Sound National Bank (all spot, live and transcribed); Mueller-Harkins Motor Co., Harvest Grains Co., Western Furnaces, Inc. (all spot).

**S. A. CONOVER COMPANY**, 75 Federal Street, Boston, Mass. *Phones:* Hancock 4769-70-71. *Executives:* S. A. Conover, president and treasurer; A. H. Clime, vice-president and production manager. *Spot time buyer:* S. A. Conover.

**COOLIDGE ADVERTISING COMPANY**, Insurance Exchange Bldg., Des Moines, Ia. *Phone:* 3-5195. *Executives:* Paul Blakemore, president; R. H. Cary, vice-president; H. J. Kroeger, secretary. *Radio handled by aforementioned officers. Radio clients:* American Pop Corn Co. (spot); Chamberlain Laboratories (spot); Chase Investment Co. (spot); Yellow Cab Co. (spot); Western Grocer Co. (spot).

**COOPERATIVE ADVERTISING AGENCY.** See Edwin I. Reeser.

**COUCHMAN ADVERTISING AGENCY**, Allen Bldg., Dallas, Tex. *Phone:* 7-2932. *Executives:* Albert Couchman, owner. *Radio director, spot time, talent and script buyer:* Albert Couchman. *Radio clients:* Servel Electrolux Distributors (cooperative spot transcriptions); Goodrich Silvertown Stores (spot); Bond Pharmaceuticals (spot). *Production and writing:* Handled by agency.

**COWAN & DENGLER, INC.**, 30 Rockefeller Plaza, New York, N. Y. *Phone:* Circle 7-6190. *Executives:* Stuart D. Cowan, president; Horace W. Dengler, vice-president, secretary, treasurer. *Radio clients:* American Agricultural Chemical Co. (spot).

**CRAMER-KRASSELLT COMPANY**, 733 N. Van Buren St., Milwaukee, Wis. *Phone:*

Daly 3500. *Executives:* W. A. Krasselt, chairman of board; A. W. Seiler, president; C. T. McElroy, secretary and treasurer. *Branch office:* Detroit: M. O'Connell, manager. *Radio director:* J. E. Giebish. *Spot time buyer:* H. T. Enns. *Radio clients:* Maybelline Co. (NBC Red); Sterling Products (spot transcription campaign); Norge Division, Borg-Warner Corp. (spot transcription campaign); Gillette Tire & Rubber Co. (spot campaign). *Writer:* Sandra Michael.

**CROYDON ADVERTISING AGENCY, INC.**, 18 East 41st Street, New York, N. Y. *Phone:* Ashland 4-5508. *Executives:* Saul Kampf, president and treasurer; Maurice J. Middleman, vice-president and secretary. *Radio director and spot time buyer:* Saul Kampf. *Continuity:* Maurice J. Middleman. *Radio clients:* Real-Form Girdle (regional); Long Island Outfitting Co. (local).

**C. F. CUSACK ADVERTISING AGENCY**, Bus Terminal Bldg., Denver, Colo. *Phone:* Keystone 0537. *Executives:* Christopher F. Cusack, president; Marion Johnson, secretary and treasurer; Mabel Gates, account executive. *Radio director and spot time buyer:* John McEniry. *Radio clients:* Brown Palace Hotel; Elitichs Gardens; Denver & Rio Grande Railroad (regional); National Western Stock Show; Rocky Mountain Motor Co.

**JIMM DAUGHERTY, INC.**, 211 N. 7th Street, St. Louis, Mo. *Phone:* MA 0790. *President:* James M. Daugherty. *Talent buyer:* James M. Daugherty. *Radio clients:* Union Electric Light & Power (regional); Central Shoe (spot); Monarch Metal Weather Strip (spot); St. Louis Dairy; Southwestern Bell Telephone; Hydrox Ice Cream; St. Louis Safe Deposit Association. *Production:* Handled by agency.

**DAVID, INC.**, First National Bank Bldg., St. Paul, Minn. *Phone:* Gar. 3872. *Executives:* Q. J. David, president and treasurer; J. C. Fabbrini, vice-president; R. H. David, secretary. *Radio director, talent and script buyer:* Angeline Clement. *Radio clients:* Chicago & Northwestern Railway (spot); Ballard's & Skellet's Storage & Transfer Co. (spot); Hotel Lowry (spot); Minnehaha Cleaners (spot); Minnesota Federal Savings & Loan Assn. (spot); Stott Briquets (spot); Superior Refining Co. (spot); Federal Savings & Loan Assns. of St. Paul & Minn. (spot); Hilex Co. (spot).

**JOHN L. DE BRUEYS, ADVERTISING**, Ben Milam Hotel, Houston, Tex. *Phone:*

## ADVERTISING AGENCIES—Continued

Capitol 2241. *Executives:* John L. de Brueys, owner. *Radio director:* Charles J. Giezendanner. *Spot time buyer:* John L. de Brueys. *Radio clients:* Dairyland, Inc. (local); Fogle-West Co. (local); Houston Packing Co. (local); *Writer:* John Kendrick James. *Production:* Charles J. Giezendanner.

**DE ROUVILLE AGENCY**, 11 N. Pearl St., Albany, N. Y. *Phone:* 3-3051. *Owner:* George S. De Rouville. *Branch office:* 469 State St., Schenectady, N. Y. *Radio director, talent buyer:* Marjory C. McMullen. *Spot time buyer:* Marjory C. McMullen, George S. De Rouville, Horace L. Hevenor. *Script buyers:* Marjory C. McMullen, Berthold Heyman, Irma J. Abelles. *Radio clients:* New York Diesel Institution, De Witt Clinton Hotel, Domino Citrus Assn., Home Savings Bank, City Safe Deposit Co., Ben V. Smith (one-minute announcements); Dearstynne Bros. Tobacco Co., Upstate Personal Loan Corp. (5-minute announcements); Home Savings Bank, Fowler's, Inc. (participation programs); Schenectady-Troy-Albany Savings Bank (news, spot); Schaffer Stores Co., Inc. (local); Troy Savings Bank (spot). *Writers:* Douglas McMullen (Dearstynne Bros. Tobacco), Radcliffe Hall (Troy Savings Bank).

**D'EVELYN & WADSWORTH, INC.**, 486 California St., San Francisco, Calif. *Phone:* Garfield 8267. *Executives:* Norman F. D'Evelyn, president; Milton S. Wise, vice-president; Harry E. Tharsing, secretary-treasurer. *Radio director, spot time, talent and script buyer:* Leland L. Levinger. *Radio clients:* Owl Drug Co. (NBC Pacific Coast Red); Shasta Water Co. (spot announcements); Sutliff Tobacco Co. (spot); Mary Allen Food Products (spot announcements); Hammer-Bray Co., Ltd. (spot transcriptions). *Writers:* Claudia Engle and Cliff Engle (Owl Drug); Pat Kelly (Shasta Water); Harry N. Balkin (Sutliff Tobacco). *Production:* Titan Productions (Hammer-Bray Co.)

**RALPH L. DOMBROWER COMPANY, INC.**, Richmond, Va. *Phone:* 3-111-3. *Executives:* Ralph L. Dombrower, president and treasurer; Morton L. Wallerstein, vice-president; H. D. Traylor, secretary. *Branch offices:* Woodward Bldg., Washington, D. C.; Philip Rosenfeld, manager. *Radio director:* E. I. Wallerstein. *Spot time buyer:* B. L. Gregory. *Other radio executives:* E. H. Gordon. *Radio clients:* Jonas Shoppes (local); Chelf Chemical Co. (spot announcements); James River Oil Co.

(spot announcements); Polly Prentiss, Inc. (local); E. P. Murphy & Son (local); Richmond Hotels, Inc. (local, spot announcements); Fork Union Military Academy (spot announcements); Holzgreffe Bros. (local, spot announcements); Miller & Rhoads (local).

**DONAHUE & COE, INC.**, RKO Bldg., 1270 Sixth Avenue, New York, N. Y. *Phone:* Columbus 5-4252. *Executives:* Edward J. Churchill, president; Robert MacMillan, Andrew Holmes, A. B. Churchill, Lynn Farnol, vice-presidents; O. K. Kingsbury, secretary. *Radio director:* Eileen Douglas. *Time buyer:* Robert Parman. *Radio clients:* National Ice Industries (NBC Red); Dr. Scholl's Foot Comfort Shop (local).

**JIM DUFFY, INC.**, 111 W. Washington St., Chicago, Ill. *Phone:* Ran. 4827. *Radio director, talent and spot time buyer:* Donald C. Graves. *Script buyer:* Willard G. Byrne.

**ELLIS ADVERTISING COMPANY**, Ellis Bldg., 3053-3057 Main St., Buffalo, N. Y. *Phone:* University 4591. *Executives:* Rhoda Ellis (inactive); Michael E. Ellis and Jerome R. Ellis, partners; Henry Weil, Clifford Swain and Jim Ward, account executives. *Branch office:* Dominion Bldg., 465 Bay St., Toronto, Ont., Canada; Abbey Muter, Jack Culiner and Ben Yanover, account executives. *Radio director:* Jerome R. Ellis. *Other radio executives:* Henry Weil. *Radio clients:* International Ring Co. (jewelry); M. Linkman & Co. (Dr. Grabow Pipe); Beluche-Duerre Co. (manufacturers of dry cleaning equipment); Polyshine, Inc. (Blue Dew); Superior Pant Co. (Gradleigh Clothes); Imperial Blade Co. (Eastman Razor Blades); Canada Balsam Products (Balsam Chest Rub); Astone Products Co. (Astone, Asthma Relief); Dewsbury Co. (Eczema Relief) (all national accounts); numerous other local and spot accounts.

**SHERMAN K. ELLIS & CO., INC.** (formerly Fletcher & Ellis, Inc.), 500 Fifth Avenue, New York, N. Y. *Phone:* Lackawanna 4-3570. *Executives:* Sherman K. Ellis, president; C. E. Staudinger, S. J. Hamilton, Richard Barrett, vice-presidents; H. F. Townsend, Roger McDonald, William C. Plante, art directors; E. S. Pratt, space buyer; Robert McKean, production manager. *Branch offices:* 141 W. Jackson Boulevard, Chicago; Clifford L. Fitzgerald, vice-president, manager. 1709 W. 8th Street, Los Angeles; Chet Crank, vice-president, manager. *Radio director:* Lawrence Hol-



## ADVERTISING AGENCIES—Continued

comb. *Spot time buyer*: Eugene S. Pratt.  *Casting*: Svea C. Johnson.  *Radio clients*: Quaker Oats Co. (NBC Red, spot); Ward Baking Co. (spot).

**SHERMAN K. ELLIS, LTD.** (formerly Fletcher & Ellis, Ltd.), C. P. R. Bldg., Toronto, Can.  *Phone*: Adelaide 3051.  *Executives*: Ralph W. Ashcroft, vice-president. (Affiliated with Sherman K. Ellis & Co., Inc., New York).  *Radio director and spot time buyer*: Ralph W. Ashcroft.  *Radio clients*: T. G. Bright & Co. (Dominion network).

**ERWIN, WASEY & COMPANY, INC.**, 420 Lexington Avenue, New York, N. Y.  *Phone*: Mohawk 4-8700.  *Executives*: L. R. Wasey, president; O. B. Winters, executive vice-president, secretary; Howard D. Williams, vice-president, general manager; Paul E. Newman, vice-president, art director; A. G. Van Utt, treasurer.  *Branch offices*: 230 N. Michigan Ave., Chicago; Chester R. Vail, executive vice-president; Holland E. Engle, radio director. Security Bldg., Minneapolis; Mac Martin, manager. Packard Bldg., Philadelphia; John E. Burns, manager. 714 W. 10th St., Los Angeles; H. A. Stebbins, manager. 333 Montgomery St., San Francisco; Louis Honig, manager. Skinner Bldg., Seattle; Warren Kraft, manager. London, England, and other European offices.  *Radio director*: John T. Adams.  *Spot time buyer*: Thomas Carson.  *Script buyer*: Stella Unger.  *Production manager and talent buyer*: Innes Harris.  *Radio clients*: Barbasol (CBS); Musterole and Zemo (Mutual, spot); Lydia Pinkham (Mutual, spot); Carnation (NBC Red, spot); Gunther Brewing (spot); Liebmann Breweries (spot); Rap-I-Dol (spot); Consolidated Cigars (spot); Olive Tablets (spot); Kreml (spot).

**WILLIAM ESTY & COMPANY, INC.**, 100 East 42d Street, New York, N. Y.  *Phone*: Caledonia 5-1900.  *Executives*: William Esty, president, treasurer; James A. Yates, vice-president, art director; P. Wesley Combs, vice-president in charge of marketing; Dr. John B. Watson, vice-president; E. Harper Cummings, secretary, newspaper space buyer; John J. Flanagan, Jr., production manager; Robert B. White, trade and technical space buyer; Norman D. Mattison, Jr., outdoor space buyer.  *Radio director*: Savington Crampton.  *Spot time buyer*: John C. Esty.  *Radio clients*: R. J. Reynolds Tobacco Co. (CBS); Lehn & Fink—Hind's Honey and Almond Cream (CBS); others, including various national and regional spot advertisers.

**FEDERAL ADVERTISING AGENCY, INC.**, 444 Madison Ave., New York, N. Y.  *Phone*: Eldorado 5-6400.  *Executives*: Robert Tinsman, president; James F. O'Brien, senior vice-president; Frederick C. Bruns, Joseph F. Beck, Jules B. Singer, vice-presidents; George G. Dietrich, secretary-treasurer; D. E. Robinson, general manager; J. W. Borchert, D. A. Gattoni, assistant space buyers; George Finley, production manager; Hugh Connet, art director.  *Radio director*: George Comtois.  *Radio clients*: Sinclair Refining Co. (CBS); American Safety Razor Corp., General Cigar Co. (spot).

**ROBERT G. FIELDS & COMPANY**, Nashville, Tenn.  *Phone*: 6-1977.  *Executives*: Robert G. Fields, president and treasurer; W. W. Arnett, account executive; R. H. Lane, secretary.  *Radio director*: Robert G. Fields.  *Radio clients*: St. Bernard Coal Co. (spot announcements); Ice Refrigeration Agency (spot); Nashville Pure Milk Co. (spot); Overton-Williams-Pinner (spot); The Upper Room (spot announcements); Eagle Stamps (spot).

**FIRST UNITED BROADCASTERS**, 201 N. Wells St., Chicago, Ill.  *Phone*: Randolph 7800.  *Radio clients*: Willard Tablet Co., Scott Products Co., Satis-Factory Shoe Co., Utilities Engineering Institute, Wham Corp., Whitcomb Sulphur Springs Hotel, Ninal Co., D. & M. Finance Co. (all spot).

**JAMES FISHER COMPANY, LTD.**, 204 Richmond Street, West, Toronto, Ontario, Can.  *Phone*: Adelaide 4426.  *Executives*: James Fisher, president; W. H. Bowman, executive vice-president; W. R. Johnson, secretary; Mrs. C. M. Robertson, treasurer.  *Branch office*: 1253 McGill College Avenue, Montreal; H. V. Petersen, manager.  *Radio director and spot time, talent and script buyer*: W. R. Johnston.  *Radio clients*: G. T. Fulford Co., Ltd. (spot); Ralston Purina Co., Ltd. (spot); Moirs, Ltd. (spot); Robin Hood Flour Mills (spot).

**FITZGERALD ADVERTISING AGENCY, INC.**, Southern Bldg., New Orleans, La.  *Phone*: Raymond 5194.  *Executives*: Joe L. Killeen, president; Joseph H. Epstein, vice-president; Leonard Gessner, vice-president; Roy M. Schwarz, secretary-treasurer.  *Radio director*: Joe L. Killeen.  *Spot time buyer*: Temple H. Black.  *Radio clients*: Wesson Oil & Snowdrift Sales Co. (NBC Pacific Red); Southern Cotton Oil Co., Scoco Shortening (spot); Blue Plate Foods, Inc. (spot); Dixie

## ADVERTISING AGENCIES—Continued

Brewing Co. (spot); Louisiana Power & Light Co. (spot).

**FLETCHER & ELLIS.** See Sherman K. Ellis & Co., Inc.

**ALBERT FRANK - GUENTHER LAW, INC.,** 131 Cedar Street, New York, N. Y. *Phone:* Cortland 7-5060. *Executives:* Rudolph Guenther, chairman of the board; Frank J. Reynolds, president; Russell Law, chairman of the executive committee; Robert J. Herts, secretary; Emmett Corrigan, treasurer. *Branch offices:* Boston; Joseph R. Hamlon, vice-president. Philadelphia; Robert Ingold, manager. Chicago; R. W. Dawson, vice-president. San Francisco; Vincent J. Beschel, manager. Neff-Rogow, Inc., consultants. *Radio director:* Robert J. Herts.

**CHARLES DANIEL FREY COMPANY,** 333 N. Michigan Avenue, Chicago, Ill. *Phone:* State 8161. *Executives:* Charles Daniel Frey, president and treasurer; L. R. Northrup, vice-president and secretary; R. L. Hurst, executive vice-president; Ashley Belbin, A. B. Sullivan, vice-presidents. *Radio director:* L. F. Triggs.

**JEAN SCOTT FRICKELTON,** 1355 Market Street, San Francisco, Calif. *Phone:* Hemlock 6030. *Radio director:* Jean Scott Frickelton. *Radio clients:* Gas Appliance Society of California (spot); Electric Appliance Society of Northern California (spot).

**HARRY M. FROST COMPANY,** 260 Tremont Street, Boston, Mass. *Phones:* Liberty 0813-4-5. *Executives:* Karl M. Frost, president; Harry M. Frost, treasurer; Edith G. Robinson, assistant treasurer; Harvey P. Newcomb, secretary. *Radio director:* Harvey P. Newcomb. *Spot time buyers:* Karl M. Frost, Harvey P. Newcomb. *Talent and continuity buyer:* Karl M. Frost. *Radio clients:* Cranberry Cannery (participation, Yankee, regional, spot); Durkee-Mower (Yankee, spot); Campbell-Fairbanks Expositions (spot, spot announcements); Daggett Chocolate (spot, spot announcements); C. E. Fay Co. (spot, spot announcements); Howard D. Johnson Co. (weather and tide forecasts); Massachusetts Sports Assn. (sports broadcasts); George E. Warren Corp. (spot, spot announcements); Bristol County Kennel Club (spot). Various other spot accounts. *Writing and production:* Agency staff, Yankee Network Production Department.

SCREEN:

**20th Century-  
Fox**



RADIO:

**Sinclair  
Refining Co.**

# ED. THORGERSEN

MOVIETONEWS: "HIGHLIGHTS IN THE WORLD OF SPORTS"

## ADVERTISING AGENCIES—Continued

**GANS ADVERTISING AGENCY**, 810 Broad Street, Newark, N. J. *Phone:* Market 2-5680. *Radio director:* Frances Kurland. *Spot time buyer:* Hobart S. Kuebler. *Writer:* Morton Mandel.

**GARDNER ADVERTISING COMPANY**, Mart Bldg., St. Louis, Mo. *Phone:* GA-2915. *Executives:* E. G. Marshutz, president; Mrs. E. P. Proetz, executive vice-president. *Branch offices:* 9 Rockefeller Plaza, New York; E. Harold Greist, manager; R. Martini, radio director. Heyburn Bldg., Louisville; Warren Schwegel, manager. *Radio director, talent and script buyer:* C. E. Claggett. *Network and spot time buyer:* E. A. W. Schulenburg. *Radio clients:* Pet Milk (CBS); Ralston Purina (NBC Red); Brown Shoe Co. (spot); L & N Railroad (spot); Ralston-Purina Mills (spot); Falstaff Brewing Corp. (NBC Red). *Writers:* Melvin Wamboldt (Falstaff); Jack Holden (Ralston Purina).

**SIDNEY GARFINKEL ADVERTISING AGENCY**, 153 Kearney Street, San Francisco, Calif. *Phone:* EX-3420. *Executives:* Sidney Garfinkel, president. *Radio director:* Florence Frederickson. *Radio clients:* Euclid Candy Co. (CBS Pacific); Kay Jewelry Co. (local); Hastings (local); United Artists Theatre (local); Joseph Maguin Co. (local); C. H. Baker (local).

**W. W. GARRISON & CO.**, 400 N. Michigan Ave., Chicago, Ill. *Phone:* Superior 8191. *Executives:* W. W. Garrison, president; H. P. Falvey, vice-president; George P. Schill, secretary. *Radio director and talent buyer:* H. P. Falvey. *Spot time buyer:* George P. Schill. *Radio clients:* W. A. Sheaffer Pen Co., Gibson Electric Refrigerator Corp., Shaw-Walker Co., Enoz Chemical Co., E. O. Bulman Mfg. Co., Chicago-Milwaukee Steamship Line, Chicago Roosevelt Steamship Line (all spot).

**GENERAL ADVERTISING AGENCY**, Granada Studios, 672 S. Lafayette Park Place, Los Angeles, Calif. *Phone:* Drexel 2165. *Executives:* Ralf M. Spangler, president; William T. Maynard, vice-president; M. Hammond, secretary. *Executive radio personnel:* John F. Roberts, Churchill Murray. *Radio clients:* Currier's Tablets (Mutual); Williams SLK Laboratories (Mutual). *Production:* Handled by agency. *Writer:* Churchill Murray.

**GERTH-KNOLLIN ADVERTISING AGENCY**, 111 Sutter Street, San Francisco, Calif. *Phone:* GA 1081. *Executives:* Edwin P. Gerth and James C.

Knollin, partners. *Branch office:* Chamber of Commerce Bldg., Los Angeles, Calif.; J. J. Dickely, manager. *Radio director:* None; no special radio personnel. *Radio clients:* Ferry-Morse Seed (NBC Pacific Blue); Growers Fertilizer (spot); Soil-off Manufacturing Co. (spot); Southern Oregon Gas Corp. (spot). *Writing and production:* Handled by agency.

**J. STIRLING GETCHELL, INC.**, 405 Lexington Avenue, New York, N. Y. *Phone:* Murray Hill 6-4800. *Executives:* J. Stirling Getchell, president; Thomas F. Dougherty, vice-president and general manager; Peter Franceschi, secretary; Charles McCormack, treasurer. *Branch offices:* New Center Bldg., Detroit; H. T. Mitchell, vice-president; I. H. Mackenzie, radio director. Bryant Bldg., Kansas City, Mo.; J. Horace Pickett, head. Chicago, Ill., Lawrence Holmberg, head. Hollywood, Calif.; Andrew Kelly, representative. *Radio director and production:* C. A. Snyder. *Spot time buyer:* J. Lloyd Williams. *Radio control:* Carolyn R. Moser. *Radio clients:* Socony-Vacuum — Albany, Buffalo, Rochester, Syracuse Divisions (spot); Devoe & Reynolds (spot); De Soto Motor (spot); Sobol Bros. Service Stations (spot).

**GEYER, CORNELL & NEWELL, INC.**, 745 Fifth Ave., New York, N. Y. *Phone:* Wickersham 2-5400. *Executives:* B. B. Geyer, president; H. W. Newell, R. M. Ganger, vice-presidents; W. B. Bles, vice-president and general manager. *Branch offices:* Detroit, Mich.; E. L. Triffitt, manager. Dayton, O.; E. G. Frost, manager. Oakland, Calif.; R. H. Grant, manager. *Radio production manager:* Eleanor L. Larsen. *Spot time buyers:* E. W. Federer, Frank Hermes. *Radio clients:* Nash-Kelvinator Corp., Nash Motors Division (CBS), Kelvinator Division (spot); E. P. Reed (spot). *Writers:* Amedee Cole, G. J. Agnew, J. K. Martindale.

**GILLHAM ADVERTISING AGENCY**, 220 Continental Bank Bldg., Salt Lake City, Utah. *Phone:* Wasatch 1347. *Executives:* M. C. Nelson, president; J. Y. Tipton, vice-president; Lon Richardson, vice-president. *Radio director:* Above-mentioned officers serve as radio directors. *Radio clients:* Sego Milk Products Co. (network and spot); Clover Leaf-Harris Dairy (spot); Royal Baking Co. (spot); Mountain Fuel Supply Co. (spot); Tracy Loan and Trust Co. (spot); Fisher Brewing Co. (spot); Walker Bank & Trust Co. (spot); Whitaker Cigar Co.

## ADVERTISING AGENCIES—Continued

- (spot); Ure, Pett & Morris Investment Co. (spot); People's Finance & Thrift Co. (spot); First Federal Savings & Loan Assn. (spot); American Packing and Provision Co. (transcriptions).
- LOUIS GLASER, INC.**, 1111 Statler Bldg., Boston, Mass. *Phones:* Liberty 6044, 6045, 6003. *Radio director:* Everett E. Doten.
- GLASSER ADVERTISING AGENCY**, 672 S. Lafayette Park Place, Los Angeles, Calif. *Phone:* FI 2141. *Executives:* G. F. Glasser, president and manager; Julian Steyskal, production manager; Kenyon Ivie, account executive. *Radio directors:* Clinton Jones, Capt. Charles D. Baylis, Julian Steyskal. *Talent buyer:* R. Walters. *Script buyer:* Capt. Charles D. Baylis. *Radio clients:* Venus Fruits (Mutual, spot); Seven-Up (Mutual); L. B. Laboratories, Foreman Loan (spot announcements); Dr. Strasska's Toothpaste, Colonial Dames, It Mfg. Co., Beckman Furs, Ralph Grocery Co., Boyden Honey (spot).
- FRANCIS K. GLEW, ADVERTISING**, 517 Murray Bldg., Grand Rapids, Mich. *Phone:* 8-1848. *Executives:* Francis K. Glew, owner. *Radio director and spot time, talent and script buyer:* Francis K. Glew. *Radio clients:* Parisian Cleaners & Dyers; Goebel & Brown, Inc.; Breen & Halladay Fuel Co. (local).
- GLICKSMAN ADVERTISING CO., INC.**, 400 Madison Ave., New York, N. Y. *Phone:* Plaza 8-0716. *Executives:* Joseph Glicksman, president; William Glicksman, vice-president and art director; David Glicksman, treasurer; Allen Berk, production manager; Gerald Gould, space buyer. *Branch office:* 53 W. Jackson Blvd., Chicago, Ill.; Clark G. Wiltz, manager. *Radio director:* Norman Lessing. *Radio clients:* Adam Hat Stores (NBC Blue).
- GOTTSCHALDT-HUMPHREY, INC.**, 910 Norris Bldg., Atlanta, Ga. *Phone:* Walnut 6341. *Executives:* Allan C. Gottschaldt, president; Bruce Moran, vice-president. *Radio director:* Bruce Moran. *Spot time buyer:* (Miss) Pat Wilson.
- GRACE & BEMENT, INC.**, 438 New Center Bldg., Detroit, Mich. *Phone:* Madison 4514. *Executives:* Edward R. Grace, president and treasurer; Austin F. Bement, vice-president and general manager. *Radio director and spot time buyer:* L. C. Grace.
- JEROME B. GRAY & CO.**, 12 South 12th St., Philadelphia, Pa. *Phone:* Walnut 3636. *Radio director, spot time and talent buyer:* Edmund H. Rogers (partner). *Script buyer:* Robert W. Graham. *Radio clients:* Barbey's, Inc., Sunshine Beer (spot).
- JAMES A. GREENE & CO.**, 629 10 Pryor Bldg., Atlanta, Ga. *Phone:* Walnut 6701. *Executives:* James A. Greene, president; J. L. Battle, vice-president; Tucker Wayne, account executive; C. W. Burgess, production manager; M. Fambro, secretary-treasurer; C. C. Fuller, space buyer. *Radio directors:* Tucker Wayne, Sam J. Slate. *Spot time buyer:* C. C. Fuller. *Talent buyers:* Tucker Wayne, James A. Greene. *Script buyer:* Daniel Hinckley. *Radio clients:* Nehi, Inc. (NBC Blue, transcriptions); American Bakeries Co. (spot); J. Allen Smith & Co. (spot); Mof-fett Medicine Co. (spot). *Production:* Handled by agency, with exception of Nehi's NBC program.
- GREENLEAF CO.**, 20 Newbury St., Boston, Mass. *Phone:* Kenmore 9315-16. *Executives:* G. R. Dunham, president and treasurer; C. A. Holcomb, vice-president; W. Lloyd Allen, secretary. *Radio directors, talent buyers:* G. R. Dunham, C. A. Holcomb. *Spot time buyer:* G. R. Dunham. *Script buyer:* C. A. Holcomb. *Radio clients:* Paine Furniture Co.; Martin L. Hall Co. (Victor Coffee); Walter's Restaurant; General Seafoods Corp.; Batchelder Whittemore Coal Co.; Cape Cod Steamship Co. (all spot). *Writing, production:* Newcomb F. Thompson (Batchelder Whittemore).
- GREVE ADVERTISING AGENCY, INC.**, 832 Minnesota Bldg., St. Paul, Minn. *Phone:* Cedar 6388. *Executives:* S. Greve, president; E. Greve, vice-president; B. Connolly, secretary; O. Lindquist, treasurer. *Radio director and spot time buyer:* B. Connolly. *Other radio executives:* S. Greve, B. West. *Radio clients:* American Gas Machines; Field Schlick, Inc.; R. N. Cardozo & Bro., Inc.; New Homes, Inc.; Milk Co.; Old Fashioned Millers (all spot).
- GRISWOLD-ESHLEMAN**, Terminal Tower Bldg., Cleveland, O. *Phone:* MA 7626. *Executives:* Charles L. Eshleman, president; J. F. Davis, secretary and treasurer. *Radio director:* E. R. Preble. *Spot time buyer:* W. A. Weaver.
- LAWRENCE C. GUMBINNER COMPANY**, 9 East 41st Street, New York, N. Y. *Phone:* Vanderbilt 3-3550. *Executives:* Lawrence C. Gumbinner, Milton Goodman, Paul G. Gumbinner, Max A. Geller, Herschel Deutsch. *Radio director,*

## ADVERTISING AGENCIES—Continued

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

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

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

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

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

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

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

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

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

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

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

## ADVERTISING AGENCIES—Continued

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

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

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

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

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

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

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

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

# SCHWIMMER AND SCOTT

## ADVERTISING

## CHICAGO

## ADVERTISING AGENCIES—Continued

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

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

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

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

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

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

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

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

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

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

## ADVERTISING AGENCIES—Continued

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



## ADVERTISING AGENCIES—Continued

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

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

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

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

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

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

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

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

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

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

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

## ADVERTISING AGENCIES—Continued

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

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

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

# Dr. Charles M. Courboin

## Belgian-American Concert Organist

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

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

●

Available for Guest Appearances, 1938-39 Season

## ADVERTISING AGENCIES—Continued

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

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

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

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

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

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

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

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

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

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

## ADVERTISING AGENCIES—Continued

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

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

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

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

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

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

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

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

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

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

## ADVERTISING AGENCIES—Continued

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

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

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

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

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

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

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

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

## ADVERTISING AGENCIES—Continued

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

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

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

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

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

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

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

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

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

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

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

## ADVERTISING AGENCIES—Continued

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

## ADVERTISING AGENCIES—Continued

tion: Cecil Underwood (Fibber McGee and Molly).

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

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

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

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

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

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

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

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

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

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

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

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



## ADVERTISING AGENCIES—Continued

vania 6-6190. *Radio director:* H. Beck Jorden.

**B. J. PAULSON ASSOCIATES**, 623 N. 2nd St., Milwaukee, Wis. *Phone:* Marquette 6877. *Executives:* B. J. Paulson, owner, A. J. Gerlach, account executive; E. J. Schickel, account executive; Pete Keck, account executive and art director; Roy A. Franke, production manager. *Radio director, spot time buyer:* B. J. Paulson. *Talent buyers:* B. J. Paulson and other account executives. *Script buyers:* B. J. Paulson, E. J. Schickel, Pete Keck. *Radio clients:* Random Ice & Coal Co. (transcriptions); United Coal & Dock Co., Kellogg Seed Co., George Webb Food Co., Trapp's Golden Rule Dairy (all spot).

**PECK ADVERTISING AGENCY**, 444 Madison Avenue, New York, N. Y. *Phone:* Plaza 3-0900. *Executives:* Harry Peck, chairman of the board; A. H. Messing, president; Harry Krawitz, secretary - treasurer; Walter Schwartz, executive vice-president, production. *Radio director, talent, time and script buyer:* Arthur Sinsheimer. *Foreign spot time buyer:* Alvin Moss. *Other executive radio personnel:* Phillip Schendler; Martin Lieberman. *Radio clients:* Beverwyck Breweries (regional spot); Manhattan Soap (national transcriptions and announcements); I. J. Fox (regional); Wise Shoes; Olde Tyme Distillers; Fairfax Tobacco Co.; Hammondspont Wineries; Glyco Thymoline (all spot announcements).

**PEDLAR & RYAN, INC.**, 250 Park Avenue, New York, N. Y. *Phone:* Eldorado 5-7700. *Executives:* Thomas L. L. Ryan, president; Laurence L. Shenfield, vice-president; Frank J. Doherty, vice-president; Arthur Cobb, Jr., treasurer. *Radio director and script buyer:* Gregory Williamson. *Spot time buyer:* W. E. Steers. *Talent buyer:* John Wiggin. *Other radio executives:* John Archer Carter. *Radio clients:* Procter & Gamble, for Camay, Chipso, Calay and Dash (NBC Red and Blue, CBS, spot); Borden's Mel-O-Rol (local); Bristol-Myers for Vitalis (NBC Red). *Writers:* Elaine Sterne Carrington, Irna Phillips, Allen Prescott (Procter & Gamble); Finis Farr, Robert J. Mann (Bristol-Myers). *Production:* John Wiggin.

**EDWIN M. PHILLIPS & COMPANY**, 420 Lexington Avenue, New York, N. Y. *Phone:* Mohawk 4-5590. *Radio director:* Edwin M. Phillips. *Radio clients:* State Laundries; Producers Distributing Agency; Decorative Cabinet Corp. (all spot).

**HAROLD W. PICKERING, ADVERTISING**, 310 Templeton Bldg., Salt Lake City, Utah. *Phone:* Wasatch 2658. *Executives:* Harold W. Pickering, owner; L. H. Malzahn, secretary. *Radio clients:* Saltair Beach Co. (spot); Utah State Fair (spot); Bennett Glass & Paint Co. (spot); Boyd Park, Inc. (spot).

**PITLUK ADVERTISING CO.**, 2200 Alamo National Bldg., San Antonio, Tex. *Phone:* G-7268. *Executives:* J. N. Pitluk, president; C. R. Cusick, vice-president; N. D. Scherwe, general manager; G. J. Wild, art director; L. Merriion, account executive, space buyer; H. M. London, F. G. Allen, account executives. *Radio directors and script buyers:* Ben Lee, Fred G. Allen. *Spot time buyer:* H. M. London. *Talent buyer:* J. N. Pitluk. *Radio clients:* Beyer-Rolnick, Inc. (regional, Texas Quality Network); San Antonio Brewing Assn., Handy-Andy Community Stores, Inc., Karotkin Furniture Co., Shaw Jewelry Co., Gunter Hotel, Citizens Industrial Bank, Wolff & Marx Co., Seven-Up, Richard Gill Co., H. & H. Coffee Co., Yale Shoe Store, Fehr Baking Co., Porter Loring, Gebhardt Chili Powder Co., South Texas Appliance Corp., Shepherd Laundry (all spot). *Production:* Handled by agency.

**POTTS-TURNBULL COMPANY**, Carbide & Carbon Bldg., Kansas City, Mo. *Phone:* Victor 9400. *Executives:* W. J. Krebs, president; D. E. Dexter, vice-president and production manager; A. B. Russell, vice-president; C. R. Lawson, vice-president; G. F. McGill, secretary; E. T. Chester, treasurer; Ewing Rankin, art director; N. P. Rowe, W. B. Stone, I. J. Lauderdale, account executives; B. G. Wasser, space buyer. *Radio director:* G. F. McGill. *Radio clients:* Coleman Lamp & Stove Co.; Derby Oil Co.; Binkley Coal Co.; Dempster Mill Mfg. Co.; Goetz Sales Co.; Gooch Milling & Elevator Co.; H. P. Lau Co.; Neuer Bros.; Refinoil Mfg. Corp.; Standard Briquette Co.; Sovereign Service.

**PRESBA, FELLERS & PRESBA**, 360 N. Michigan Avenue, Chicago Ill. *Phone:* Central 7683. *Executives:* Bert S. Presba, president and treasurer; E. A. Fellers, vice-president; Will B. Presba, secretary. *Radio director and spot time buyer:* E. A. Fellers. *Radio clients:* United Factories; Flex-O-Glass Mfg. Co; Mantle Lamp Co.; Olson Rug Co.; Household Magazine; Earl May Seed Co.; De Forest's Training; Service Life Insurance Co.; Albert Mills; Micaseal Co. (all spot).

## ADVERTISING AGENCIES—Continued

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

## ADVERTISING AGENCIES—Continued

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

## ADVERTISING AGENCIES—Continued

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

## ADVERTISING AGENCIES—Continued

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

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

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

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

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

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

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

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

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

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

## ADVERTISING AGENCIES—Continued

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

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

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

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

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

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

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

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

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

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

## ADVERTISING AGENCIES—Continued

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

## ADVERTISING AGENCIES—Continued

- Sucher Packing Co.; Cincinnati R. R. & Bus Co.; Bonded Oil Co.
- WATSON & CO.**, Lewis Tower, Philadelphia, Pa. Phone: KIN. 1357. *Executives:* William D. Watson, Jr., president; William D. Watson, vice-president; H. D. Watson, treasurer. *Radio director, spot time, talent and script buyer:* T. Walker Cleeland. *Radio clients:* Moneys Wine (spot).
- LUTHER WEAVER & ASSOCIATES**, 200 Globe Bldg., St. Paul, Minn. Phone: Cedar 3777. *Executives:* Luther Weaver, chief executive; Florian J. Schleck, account executive; E. J. Megroth, musical director. *Radio director:* Luther Weaver. *Script and talent buyer:* Elizabeth Watkins. *Radio clients:* St. Paul Corrugating Co.; F. C. Hayer Co.; Consumers Milk Co.; Royal Laundry; Empire National Bank; Minnesota State Optometric Association; Minnesota Federal Savings & Loan Assn.; Miller Cafeteria; Northern Pacific Railway (all spot).
- ARMAND S. WEILL COMPANY**, 170 Franklin Street, Buffalo, N. Y. Phone: Washington 6250. *Executives:* Armand S. Weill, president; Harold C. Desbecker, vice-president and treasurer; Robert K. Weill, assistant secretary. *Radio director and spot time buyer:* Robert K. Weill. *Continuity director and buyer:* Don N. Tranter.
- L. D. WERTHEIMER COMPANY, ADVERTISING, INC.**, 230 Park Avenue, New York, N. Y. Phone: Murray Hill 9-6860. *Executives:* Erwin DeW. Schmerler, president; Mark Mitchell, vice-president and space buyer; Arthur Sachtleben, vice-president; John H. Small, secretary-treasurer. *Branch office:* 230 North Michigan Avenue, Chicago; George Enzinger, vice-president in charge. *Radio director and time buyer:* Mark Mitchell. *Radio clients:* Thomas Cook & Son-Wagon-Lits, Inc. (CBS); Intourist, Inc. (spot).
- WESSEL COMPANY**, 458 East 30th Street, Chicago, Ill. Phone: Victory 1300. *Executives:* E. Wessel, president; S. L. Wessel, executive vice-president and treasurer; T. T. Weldon, vice-president; A. Flesham, secretary. *Branch offices:* James E. Sauter, New York representative, 247 Park Ave. 746 Sansome St., San Francisco, Calif. *Radio director:* T. T. Weldon. *Talent buyer:* W. B. Levin. *Copy chief:* L. B. Sherman. *Production:* R. U. Moore. *Contact:* W. L. Chesman, Harold Weislow, Dave Woolf, Kenneth White. *Radio clients:* Group of 71 National Banks (NBC Blue).
- WESTCO ADVERTISING AGENCY**, 625 Market Street, San Francisco, Calif. Phone: Sutter 6744. *Executives:* E. E. Sylvestre, president; R. W. Stafford, assistant secretary-treasurer; J. C. Cummings, production manager and space buyer. *Radio director, talent and script buyer:* E. E. Sylvestre. *Radio clients:* General Mills-Sperry Flour (NBC Pacific Coast Red).
- WESTON-BARNETT, INC.**, Arts & Crafts Bldg., Waterloo, Ia. Phone: 766. *Executives:* Wells H. Barnett, president and treasurer; A. C. Barnett, vice-president; Phillips Taylor, secretary. *Branch office:* 520 N. Michigan Avenue, Chicago; A. C. Barnett, in charge; Martha Swartz, radio director. *Radio director:* Phillips Taylor. *Radio clients:* American Bird Products; Walker Remedy Co.; Iowa Soap (spot); Dexter Co. (spot); Mapledale Hatchery.
- WARD WHELOCK CO.** (formerly F. Wallis Armstrong Co.), Lincoln Liberty Bldg., Philadelphia, Pa. Phone: Rittenhouse 7501. *Branch office:* Equitable Bldg., Vine St. and Hollywood Blvd., Hollywood, Calif. *Radio executives:* Diana Bourbon, Fred G. Ibbett, Ken Niles. *Radio clients:* Campbell Soup Co. (CBS, NBC Red). *Writers:* Willis Cooper, Addison Simmons. *Production:* Fred G. Ibbett, Diana Bourbon, Ken Niles.
- JOHN L. WIERENGO & STAFF.** See National Advertisers, Inc.
- MAC WILKINS & COLE, INC.**, 544 Mead Bldg., Portland, Ore. Phone: BR-6401. *Executives:* Mac Wilkins, president; George Weber, vice-president; Showalter Lynch, vice-president; A. E. Cole, vice-president and treasurer; G. E. Connor, secretary. *Branch office:* 914 Republic Bldg., Seattle, Wash. *Talent and script buyer (Portland):* Showalter Lynch; (Seattle): Billy Sandiford. *Radio clients:* Fahey-Brockman (spot); Community Credit, Inc. (spot); Montag (spot); Portland Federal Savings & Loan Assn. (spot); Franz Butternut Bread (spot); W. W. Shipley Co., Dodge-Plymouth Distributors (spot); Triangle Milling Co. (spot).
- HOWARD E. WILLIAMS, ADVERTISING**, 485 California Street, San Francisco, Calif. Phone: Douglas 2990. *Executives:* Howard E. Williams, owner; Joseph Sill, Jr., associate; Charles Henry Carter, art director. *Radio director:* Howard E. Williams. *Radio clients:* Boericke & Runyon Co. (The Eopa Co.); Crystalac



## ADVERTISING AGENCIES—Continued

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

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

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

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

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

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

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

# 1937 ★ 1938

*Gillette Community Sing*

*Major Bowes Amateur Hour ★ Chrysler*

*Aunt Jenny's Real Life Stories ★ Spry*

*Benny Goodman's Swing School ★ Camel*

*Morning News ★ Baume Bengué*

*Columbia Pictures ★ Short Subjects*

*Big Town ★ Rinso*

*Dan Seymour ★ Salesman*



# TALENT

## 3,525 PROFESSIONAL RECORDS

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

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

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

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

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

## A

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

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

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

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



## ERIK ROLF

Announcer for BOAKE CARTER  
General Foods—CBS



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



Appearing as Dr. Simons—GIRL INTERNE  
Calox—CBS



Guest Appearances for Rudy Vallee—NBC

## PROFESSIONAL RECORDS—Continued

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

**Jack Benny**

And

**Mary Livingstone**

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

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Agency:  
**YOUNG & RUBICAM**

Personal Representative:  
**ARTHUR LYONS**

## PROFESSIONAL RECORDS—Continued

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

"Music of Yesterday and Today  
Styled the BLUE BARRON way"



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and his  
**ORCHESTRA**

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NBC Red and Blue Networks  
Victor Records—Warner Shorts  
**CURRENTLY**  
**GREEN ROOM — HOTEL EDISON**  
**NEW YORK**



PROFESSIONAL RECORDS—Continued

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

# EDDIE CANTOR



SEPT. 1931...CHASE and SANBORN

SEPT. 1938.....CAMEL CARAVAN

THANKS TO  
**WM. ESTY & CO.**  
For Their Sympathetic  
Understanding and Cooperation

TO THE  
**WM. MORRIS AGENCY**  
My Deep Appreciation

## PROFESSIONAL RECORDS—Continued

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

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## PROFESSIONAL RECORDS—Continued

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

## B

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

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*Chain Programs, Electrical Transcriptions and Business Motion  
Pictures—from the Idea to the Finished Production*

## PROFESSIONAL RECORDS—Continued

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



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PROFESSIONAL RECORDS—Continued

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



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## PROFESSIONAL RECORDS—Continued

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

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## PROFESSIONAL RECORDS—Continued

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

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1242

## PROFESSIONAL RECORDS—Continued

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



**BOB HOPE**



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## PROFESSIONAL RECORDS—Continued

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

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FASTEST  
GROWING  
PROGRAM  
IN  
AMERICA**



**LIFEBUOY**  
**WITH**  
**AL JOLSON**

## PROFESSIONAL RECORDS—Continued

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

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## PROFESSIONAL RECORDS—Continued

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



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**MUSIC CORPORATION OF AMERICA**

## PROFESSIONAL RECORDS—Continued

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

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## PROFESSIONAL RECORDS—Continued

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



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## PROFESSIONAL RECORDS—Continued

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

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

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*An ED WOLF Production*

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## PROFESSIONAL RECORDS—Continued

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



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## PROFESSIONAL RECORDS—Continued

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

# **TYRONE POWER**

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## PROFESSIONAL RECORDS—Continued

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



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## PROFESSIONAL RECORDS—Continued

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

## C

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



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CBS COAST TO COAST NETWORK

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## PROFESSIONAL RECORDS—Continued

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

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## PROFESSIONAL RECORDS—Continued

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

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NEW YORK    HOLLYWOOD



## PROFESSIONAL RECORDS—Continued

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



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## PROFESSIONAL RECORDS—Continued

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

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## PROFESSIONAL RECORDS—Continued

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



# MARION TALLEY

THIRD YEAR  
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**NBC**

## PROFESSIONAL RECORDS—Continued

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



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## PROFESSIONAL RECORDS—Continued

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

PROFESSIONAL RECORDS—Continued

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

# HAL BLOCK

THIRD YEAR WRITING

for

## PHIL BAKER SHOW

Previous Commitments for

Grape Nuts

Studebaker

Packard

Palmolive

## PROFESSIONAL RECORDS—Continued

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

## PROFESSIONAL RECORDS—Continued

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

# EASY ACES

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

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# ANACIN

## PROFESSIONAL RECORDS—Continued

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

## D

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

## PROFESSIONAL RECORDS—Continued

- DALE, ALLEN.** Baritone, actor, KWK, St. Louis.
- DALE, GEORGE.** Writer, producer, director, WTBO, Cumberland. (L) Producer, amateur stage shows.
- DALE, ROBINSON.** Announcer, KPDN, Pampa. (R) Also Oklahoma Network. (L) Rip Van Winkle, The Chocolate Soldier, 1935 (f).
- DALLAS, EVERETT T.** Musician, KHQ-KGA, Spokane.
- DALTON, JACK.** First Tenor, Dalton Boys' trio. (R) Palmer House Serenade, 1934 (Palmer House, NBC Blue); Atlantic Family, 1935 (Atlantic Refining Co., CBS); Death Valley Days, 1936 (Pacific Coast Borax Co., NBC Blue); A. S. Comedy Stars, 1937 (Miles Laboratories for Alka-Seltzer, Mutual). (F) Shorts. (V) Theatre and night club appearances, 1934-35.
- DALTON, KELLY.** Lead voice, Dalton Boys' trio. (R) Palmer House Serenade, 1934 (Palmer House, NBC Blue); Atlantic Family, 1935 (Atlantic Refining Co., CBS); Death Valley Days, 1936 (Pacific Coast Borax Co., NBC Blue); A. S. Comedy Stars, 1937 (Miles Laboratories for Alka-Seltzer, Mutual). (F) Shorts. (V) Theatre and night club appearances, 1934-35.
- DALTON, PETE.** Second tenor, Dalton Boys' trio. (R) Palmer House Serenade, 1934 (Palmer House, NBC Blue); Atlantic Family, 1935 (Atlantic Refining Co., CBS); Death Valley Days, 1936 (Pacific Coast Borax Co., NBC Blue); A. S. Comedy Stars, 1937 (Miles Laboratories for Alka-Seltzer, Mutual). (F) Shorts. (V) Theatre and night club appearances, 1934-35.
- DALY, C. RANNY.** Program director, M. C., Iowa Broadcasting Co. (R) Also KFRU, Columbia; KSO-KRNT, Des Moines. (F) Charlie Chase Comedies (Pathe), 1927-29.
- DAMEREL, DONNA.** See Myrt & Marge.
- DAMERON, CHARLES.** Singer, actor, M. C. (R) Famous Jury Trials, 1936-37 (Mennen Co., Mutual). (LS) Featured on WLW, Cincinnati, shows, past 10 years. (V) Theatre appearances.
- DAMROSCH, WALTER.** Musical conductor, composer. (R) NBC Music Appreciation Hour, 1928-38 (sustaining, NBC Blue); Packard Cavalcade, 1934



# ANDRÉ BARUCH

Announcer —

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

Commentator —

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

## PROFESSIONAL RECORDS—Continued

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

PROFESSIONAL RECORDS—Continued

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

# Arthur Q. Bryan

*Writer - Producer*

*Warner Bros.*

**KFWB**

Scripts on:

"Bill and Ginger"—CBS

"Raising Your Parents"—NBC

"Grouch Club"—CBS



## PROFESSIONAL RECORDS—Continued

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

## PROFESSIONAL RECORDS—Continued

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

# BOB BURNS

## PROFESSIONAL RECORDS—Continued

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

## PROFESSIONAL RECORDS—Continued

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

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## PROFESSIONAL RECORDS—Continued

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

**PROFESSIONAL RECORDS—Continued**

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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



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## PROFESSIONAL RECORDS—Continued

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

## E

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

**PROFESSIONAL RECORDS**—Continued

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



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## PROFESSIONAL RECORDS—Continued

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

PROFESSIONAL RECORDS—Continued

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



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**MUSIC CORPORATION  
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## PROFESSIONAL RECORDS—Continued

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

## F

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

PROFESSIONAL RECORDS—Continued

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

Eddie East

Ralph Dumble



Management  
**WILLIAM MORRIS AGENCY**

## PROFESSIONAL RECORDS—Continued

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

PROFESSIONAL RECORDS—Continued

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

# FRANK GALLOP

Announcer for

## GANG BUSTERS

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

## SATURDAY NIGHT SERENADE

Saturdays, 9:30 to 10:00 P.M., CBS

## HILLTOP HOUSE

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

## N. Y. PHILHARMONIC SYMPHONY

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

## PROFESSIONAL RECORDS—Continued

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

PROFESSIONAL RECORDS—Continued

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

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

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

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

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

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

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

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

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

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

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

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

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

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

# FRANK GILL, JR.

SCRIPTIST

AUTHOR OF

LUCKY STRIKE FEATURE

## "Hollywood at Its Best"

Direction of  
WILLIAM MORRIS AGENCY

Personal Manager  
FRANK GILL, Sr.



PROFESSIONAL RECORDS—Continued

- Little Orphan Annie (Wander Co., NBC Red).
- FRASER, JOHN G.** Commercial and sports announcer. (R) Personal Column of the Air, 1936-37 (Procter & Gamble, NBC Red and Blue); News, 1936-38 (Esso, NBC Blue); Gospel Singer, 1936-38 (Procter & Gamble, NBC Blue); Football, 1937 (Atlantic Refining, NBC New England Blue). (Staff announcer, NBC.)
- FRAY AND BRAGGIOTTI.** Piano team. (GA) Programs for Ford Motor Co., Shell Union Oil Corp., Cycle Trades of America, Radio Corporation of America, Studebaker Corp., Chevrolet Motor Co., others. (LS) KNX, Hollywood. (L) Funny Face (with Fred Astaire), 1929; concerts. (V) Personal appearances. (Jacques Fray also has his own dance band.)
- FRAZER, JOHN J.** Announcer, producer. (R) Signal Carnival, 1937-38 (Signal Oil Co., NBC Red); Interesting Neighbors, 1938 (F. W. Fitch Co., NBC Red); Candid Lady, 1938 (Pepsodent Co., NBC Red); Do You Want to Be an Actor? 1938 (NBC Pacific Coast Blue). (F) Warner Bros. (L) Stock. (Staff announcer, NBC Hollywood Studios, since 1937).
- FREBAIRN-SMITH, THOMAS.** Producer, announcer, writer. (R) Hall of Fame, 1933 (Lehn & Fink, NBC Red); Love Story Program, 1934-35 (Non-Spi, WJZ); Vick's Open House, 1936-38 (Vick Chemical Co., CBS). (F) Republic, RKO; shorts (travelogue narrator). (L) Stock, in London, 1919-21; Portland Civic Theatre, 1924-29; The Enemy, Enchanted April, Mr. Pim Passes By, Dulcie (s.f). (Assistant director, CBS Shakespeare Series, 1937).
- FREELAND, BEVERLY.** Singer. (R) Member Kay Thompson Choir, Chesterfield Program, 1936-37 (Liggett & Myers Tobacco for Chesterfield Cigarettes, CBS); Philip Morris Program, 1937 (Philip Morris & Co., CBS); Heinz Magazine of the Air, 1937 (H. J. Heinz Co., CBS). (LS) WMCA, New York City, 1934; WEAF, New York City, 1937. (F) Shorts. (L) Member of girl trio, Earl Carroll's Sketch Book, 1935.
- FREEMAN, FREDERICK.** Organist, pianist, KRE, Berkeley. (R) Also KSFO, San Francisco.
- FREEMAN, JAY.** Musical director. (R) Broadway Varieties, 1935-36 (American Home Products for Bi-So-Dol, CBS); Lazy Dan, 1936 (American Home Products for Old English Floor Wax, CBS). (F) Shorts. (L) Aborn Opera. (V) Night club appearances; ice carnivals with Sonja Henie; theatre musical director. (Sustaining programs for CBS, 3 years).
- FREIFELDER, THELMA.** Singer, WFIL, Philadelphia. (R) Also WIBG and WIP, Philadelphia.
- FRENCH, KENNETH H.** Announcer, WHEC, Rochester.
- FRIDELL, VIVIAN.** Actress. (R) Today's Children, 1934-35 (Pillsbury Flour, NBC Red); Backstage Wife, 1934-38 (R. L. Watkins Co. for Dr. Lyon's Toothpowder, NBC Red). (LS) WGN, Chicago (for Witch Hazel Cream and Durkee's Famous Foods, 1934; Wife vs. Secretary for Bayer Co., 1936-38). (L) Stock; Harry Minturn Players, 1932.
- FRIEDMAN, BENNY.** Football commentator. (R) The Sunday Morning Quarterback, 1937 (Parker Watch Co., Mutual). (LS) Piel's Beer, 1930 (WMCA, New York).
- FRI TSCH, JOHN, JR.** Announcer, WBAL, Baltimore. (R) Crime Clinic (Mutual).
- FROMAN, JANE.** Singer. (R) Iodent Program, 1933 (Iodent Chemical Co., NBC Red); Jell-O Summer Show, 1937 (General Foods Corp., NBC Red). (F) Warner Bros.
- FROST, ALICE.** Dramatic actress, comedienne. (R) Big Sister, 1936 (Lever Bros. for Rinso, CBS); Johnny Presents, 1936 (Philip Morris & Co., Ltd., NBC Red); The Shadow, one week in 1937 (Blue Coal, Mutual); Town Hall Tonight, 1937 (Bristol-Myers Co. for Ipana Toothpaste and Sal Hepatica, NBC Red). (L) Green Grow the Lilacs; As Husbands Go; It's a Wise Child, 1934. (V) Sketch with Sam Jaffee.
- FUGIT, MERRILL W., JR.** Actor (juvenile, character). (R) Kaltenmeyer's Kindergarten, 1936-38 (sponsored by Quaker Oats until Dec., 1937; currently sustaining, NBC Red); Dan Harding's Wife, 1937-38 (National Biscuit Co., NBC Red). (L) Road shows.
- FUHRMAN, CLARENCE.** Musical conductor, pianist, WIP, Philadelphia. (V) Tour; theatre appearances.
- FULLER, MARGARET.** Dramatic actress. (R) The Guiding Light (Procter & Gamble, NBC Red); Ma Perkins (Procter & Gamble, NBC Red and CBS); Attorney-at-Law (S. C. Johnson & Son, Inc., NBC Blue). (L) Stock; The Old Main (f,s).

PROFESSIONAL RECORDS—Continued

**FULLER, MARGARET.** Musician, WMT, Cedar Rapids. (R) Also KGER, Long Beach. (V) Pit orchestra; night clubs.

**FULTON, JACK.** Singer (R) Paul Whiteman's Painters, 1931 (Allied Paint Groups, NBC Blue); Paul Whiteman's Orchestra, 1934 (Kraft-Phenix Cheese Corp., NBC Red); Hormel Program, 1936-37 (George A. Hormel Co., CBS); Poetic Melodies, 1936-38 (Wm. Wrigley, Jr., Co., CBS); Just Entertainment, 1938 (Wm. Wrigley, Jr., Co., CBS). (F) Shorts (Warner Bros., Universal, Fox). (L) Sunny (with George Olson), 1926; The City Chap, 1926.

**FULTON, JOHN.** Announcer, WGST, Atlanta.

**FUNK, MARTHA B.** Singer (member of trio), WAVE, Louisville. (V).

**FUNNYBONERS, THE.** Singers. (R) Cheer Up, America (Mennen Co., NBC Red).

**FURLONG, FRANK L.** Dramatic actor, KDKA, Pittsburgh. (F) Shorts; Lubin & Vitagraph Companies, 1909 (f). (L) Paul Burns Stock Co., 1907-09; Al H. Woods, 1910; Belasco, 1911; George Sharp Stock, 1928; Judith Anderson; others. (V) 1907-08.

G

**GABEL, MARTIN.** Actor, director. (R) Big Sister (Lever Bros. Co., CBS); Gang Busters (Colgate-Palmolive-Peet, CBS); The Shadow (D. L. & W. Coal Co. for Blue Coal, Mutual). (L) Three Men On A Horse, 1934; Dead End, 1935; Ten Million Ghosts, 1936; Julius Caesar, 1937.

**GAIGE, CROSBY.** M.C., food commentator. (R) Kitchen Cavalcade, 1937-38

(C. F. Mueller Co., NBC Blue). (GA) Heinz Magazine of the Air, 1937 (H. J. Heinz Co., CBS). (L) Producer of numerous plays, most recent being "Time and the Conways."

**GAILEY, ELMORE.** Script writer. (R) Your Parlor Playhouse (Lovely Lady Cosmetics, Mutual).

**GAINES, BILL.** Newscaster, WFBC, Greenville.



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- GAINES, RUBEN.** Announcer, KVI, Tacoma. (R) Also CBS west coast shows, 1937.
- GAITHER, DUANE H.** Program director, WAAW, Omaha. (Formerly program director and traffic manager of KOIL, Omaha.)
- GALBRAITH, JEANNE.** Singer, WCAE, Pittsburgh. (V) Three Little Maids.
- GALBREATH, RICHARD E.** Musician, WOWO-WGL, Ft. Wayne.
- GALE, DORIEN.** Soprano. (R) The Time of Your Life, 1937 (Gruen Watch Co., NBC Red); NBC sustaining shows with Roy Campbell's Royalists. (F) Shorts. (V) Leonardi Singers; Rita Rio Girls' Band; Joe Howard & Trio; appearances with Roy Campbell's Royalists.
- GALEN, FRANK.** Writer. (R) Material, in collaboration with Abe Burrows for Eddie Garr, Royal Gelatin Hour, 1937 (Standard Brands for Royal Gelatin, NBC Red), Manhattan After Dark, Jan. 12, 1938 (Emerson Drug for Bromo-Seltzer, NBC Blue); Henny Youngman, Kate Smith's Bandwagon, 1937-38 (General Foods, CBS). (V) Theatre appearances of Sue Ryan, 1937; Eddie Garr, 1937-38; Johnny Woods, Cinda Glenn, Paul Gerrits, 1938.
- GALLAHER, EDDIE.** Announcer (sports, special events), KTUL, Tulsa.
- GALLEHER, WILLIAM C.** Children's programs, WFIL, Philadelphia. (R) Also WCAU and WIP, Philadelphia.
- GALLOP, FRANK.** Announcer. (R) Hill-top House (Colgate-Palmolive-Peet Co., CBS); News Through a Woman's Eyes (Pontiac Motor Co., CBS); Saturday Night Serenade (Pet Milk Sales Corp., CBS); A & P Coffee Time (Great Atlantic & Pacific Tea Co., CBS); Lady Esther Serenade (Lady Esther, Ltd., CBS); others since 1936.
- GALLOWAY, ZEKE.** Accordionist, WCAU, Philadelphia.
- GAMBLE, RON.** Announcer, WHIO, Dayton.
- GAMBLING, JOHN B.** Announcer, M.C. (R) Time to Shine, 1937 (Griffin Mfg. Co., NBC Blue). (LS) Gambling's Musical Gymb Clock, 1925-38 (sponsored by Illinois Meat Co. until March, 1938; currently sponsored by Childs Restaurants, WOR, N. Y.). (V) Theatre appearances.
- GANNON, JOHN.** Actor (juvenile). Jack Armstrong, since 1933 (General Mills, CBS, 1933-36; NBC Red, 1936-38); It Can Be Done, 1937-38 (Household Finance Corp., NBC Blue); A Tale of Today, 1937-38 (Princess Pat, Ltd., NBC Red).
- GARBETT, ARTHUR.** Script writer. (R) Standard School Broadcast (Standard Oil Co. of California, NBC Red).
- GARCIA, HENRY.** Swing organist, WHIO, Dayton.
- GARCIA, ISLA L.** Organist. WFLA, Clearwater.
- GARDE, BETTY.** Dramatic actress. (R) Mrs. Wiggs of the Cabbage Patch, 1936-38 (American Home Products, NBC Red); Lorenzo Jones, 1937-38 (Phillips' Milk of Magnesia Toothpaste and Milk of Magnesia Tablets, NBC Red); There Was a Woman, 1938 (Glass Containers Assn. of America, NBC Blue). (GA) Al Pearce and His Gang (Ford Motors, CBS). (F) Paramount. (L) The Nervous Wreck (Sam Harris); Easy Come, Easy Go (Lewis & Gordon); The Poor Nut (Patterson McNutt); The Social Register (Jones & Green).
- GARDINI, FRED.** Accordionist, WWVA, Wheeling. (V) Theatre appearances.
- GARDNER, WALT.** Commentator (farm hour), WDGY, Minneapolis-St. Paul.
- GARIBALDI, GENERAL GIUSEPPE G.** Commentator, WOV, New York.
- GARLAND, BERNARD O.** News and commercial announcer, WAAB-WNAC, Boston. (R) Also Yankee, Colonial and Mutual networks; special events over NBC, CBS, Mutual, Colonial, Yankee Networks, WGAL, Lancaster, WORK, York, WHOM, Jersey City, WHP, Harrisburg, WIP and WCAU, Philadelphia, KQV and KDKA, Pittsburgh. (L) Wings over Europe, 1935; others. (V) Theatre appearances.
- GARR, AL.** Singer. (R) Phil Baker (Gulf Refining Co., CBS).
- GARR, EDDIE.** Comedian, mimic. (R) Manhattan After Dark, one-time program, 1938 (Emerson Drug for Alka-Seltzer, NBC Blue). (GA) Rudy Vallee, Ben Bernie, Joe Cook and Phil Baker programs. (F) Universal (f); shorts. (L) Hit the Deck, 1928; Strike Me Pink, 1933; Thumbs Up, 1935; stock, 1936. (V) Single act.
- GARRED, BOB.** Announcer. (R) Party Bureau, 1938 (George W. Caswell Co. for coffee, CBS); Toast to the Town,

PROFESSIONAL RECORDS—Continued

1938 (Roma Wine Co., CBS); also local shows in capacity of KSFO (San Francisco) staff announcer, 1937-38.

**GARRETSON, MARJORIE.** Musical director, WMIN, Minneapolis-St. Paul. (R) Also WXYZ, Detroit. (V) Gehan & Garretson, 1924-33; Oklahoma Bob Albright & Co., 1934.

**GARSON, HANK.** Writer (comedy). (R) In collaboration with Al Lewis: Walter O'Keefe, summer edition of Town Hall Tonight, 1937 (Bristol-Myers, NBC Red); Milton Berle, summer of 1937 (Gillette Safety Razor Co., CBS); Bob Hope, 1937 (Jergens-Woodbury Sales, NBC Blue); Chesterfield Program, 1938 (Chesterfield Cigarettes, CBS); material for guest appearances of Douglas & Priscilla, 1937 (Jell-O Summer Show, NBC Red); Stoopnagle & Budd, Beatrice Howell and Bob Hope, 1937; Colonel Stoopnagle, 1938 (Rudy Vallee program for Standard Brands, NBC Red). (LS) Colonel Stoopnagle, 1938 (Bromo-Seltzer, WOR, N. Y.).

**GASSNER, JOHN W.** Theatre reviewer, WQXR, New York. (L) Theatre Guild (playreading department).

**GATES, McLAIN.** Actor, director. (R)

Eno Crime Club (Harold F. Ritchie & Co., NBC Blue); True Story Court of Human Relations (Macfadden Publications, NBC Red); others. (F) Shorts (Lubin, Vitagraph, Warner Bros.). (L) 30 years (s,f). (V) Circuit engagements, 12 years.

**GATES, PAUL.** Actor. (R) Treasure Island (The Owl Drug Co., NBC Red).

**GATES, PETE.** Pianist, organist, KRLH, Midland.

**GAUDET, LAURA C.** Concert pianist, WTIC, Hartford.

**GAY, BILL.** Announcer, producer. (R) Newstime with Sam Hayes, 1937 (National Trust & Savings Assn., CBS); Hollywood Hotel, 1937-38 (Campbell Soup Co., CBS); Rinso Program with Sam Hayes, 1937-38 (Lever Bros. Co., CBS). (Member of staff, KNX, Los Angeles).

**GEBHARD, MRS. PAUL (Ann Hart, Homemaker).** Announcer, WLS, Chicago. (R) Also WJJD, Chicago.

**GEBHART, LEE.** Script writer. (R) Ma Perkins (Procter & Gamble, NBC Red and CBS).

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- GEEHAN, JERRY.** Sports announcer. (R) Football broadcasts, 1937 (Associated Oil, CBS). Also sports broadcasts for various local sponsors in capacity of staff member of KVI, Tacoma.
- GEER, CHARLOTTE.** Script writer. (R) Hammerstein Music Hall (Anacin Co., CBS).
- GEER, WILLIAM.** Script writer. (R) March of Time (successively sponsored by Time, Inc., and Serval, Inc., NBC Blue and CBS).
- GEIS, BOB.** Announcer, WKRC, Cincinnati.
- GEISSLER, MRS. CHARLES.** Entertainer, WORL, Boston. (R) Also WEAF, New York; WEEL, WNAC, Boston. (V) Whistling acts.
- GENSEL, CARL.** Announcer, WXYZ, Detroit. (L) Passing Show of 1915 (Shuberts). (V) Theatre organist.
- GENTRY, TOMMY, AND COWBOYS.** Singing trio, WJDX, Jackson.
- GEORGE, EARL.** Actor. (R) Zenith Radio Foundation (Zenith Radio Corp., CBS).
- GERBSTEIN, EVELYN.** Film reviewer, commentator, WICC, Bridgeport.
- GERRY, JOCLYN.** Script writer. (R) Stepmother (Colgate-Palmolive-Peet Co., CBS).
- GERSON, BETTY LOU.** Actress. (R) Grand Hotel (Campana Sales Co., NBC Blue).
- GERSTNER, FRANCIS.** Musician, singer, WIL, St. Louis.
- GIBBS, GENELLE.** Actress. (R) Arnold Grimm's Daughter (General Mills, Inc., CBS).
- GIBNEY, HAL.** Announcer. (R) I Want a Divorce (Sussman Wormser & Co., NBC Red).
- GIBSON, FREDDA ("The Gibson Girl").** Singer. (R) Studebaker Champions, 1937 (Studebaker Sales Corp., NBC Blue); Your Hit Parade, 1937-38 (American Tobacco Co., NBC Red); Melody Puzzles, 1938 (American Tobacco Co., NBC Blue); Royal Crown Revue, 1938 (Nehi Co., NBC Blue); transcriptions for Alka-Seltzer. (GA) Hammerstein Music Hall.
- GIBSON, JULIE.** Singer. (R) Park Avenue Penners, 1937-38 (R. B. Davis Co. for Cocomalt, CBS). (LS) KFWB, Los Angeles. (F) RKO (f). (L) Stock (s, f). (V) Various units, 1935-36. Featured singer with Jimmie Grier's Orchestra.
- GIDDINGS, NATALIE.** Commentator, WKRC, Cincinnati. (R) Also WCKY, Cincinnati. (Assistant publicity director, WBBM, Chicago, 1926-27; publicity director, WLW and WSAI, Cincinnati, 1927-31; editor Radio Dial, 1931-32).
- GIENAPP, NORMAN F.** Choral director. (R) The Lutheran Hour, 1935-38 (Lutheran Laymen's League, Mutual).
- GIFFORD, ALEXANDER.** News commentator, singer, WBAL, Baltimore. (R) Also WCAO, WFBR, Baltimore. (V) Theatre appearances.
- GILBERT, JANICE.** Juvenile dramatic actress. (R) The O'Neills, 1935-38 (Procter & Gamble for Ivory Soap, NBC Red and Blue); Famous Actors' Guild Presents Second Husband, 1937-38 (Sterling Products for Bayer Aspirin, CBS); Hilltop House, 1937-38 (Colgate-Palmolive-Peet for Palmolive Soap, CBS). Has also appeared with Floyd Gibbons, Kate Smith, Ken Murray and others; and numerous programs including Death Valley Days, Home Sweet Home, Renfrew of the Mounted, True Adventures, Personal Column of the Air, and various other programs.
- GILBERT, MARLENE.** Singer, WSUN, St. Petersburg. (V) Theatre appearances.
- GILES, ARTHUR W.** Musician, WJAS, Pittsburgh.
- GILES, ERVA.** Soprano, WFIL, Philadelphia. (R) Also NBC programs for Royal Typewriter, Ruud Gas Water Heater, RCA Radiotrons, Maxwell House Coffee, Atlantic & Pacific Tea Co., Dodge, William Wrigley, Jr., Co., and others, 1926-29; WGY, Schenectady; WTIC, Hartford; KYW, Philadelphia.
- GILL, FLORENCE.** Actress. (R) Mickey Mouse Theatre of the Air (Pepsodent Co., NBC Red).
- GILL, FRANK, JR.** Script writer. (R) Your Hollywood Parade (American Tobacco Co., NBC Red); Hollywood Mardi Gras (Packard Motor Car Co., NBC Red); Texaco Fire Chief (The Texas Co., CBS); also material for Ed Wynn, Al Jolson, Fannie Brice, Dick Powell, Parkyakarkus, Beatrice Lillie, Ethel Barrymore, Leslie Howard, Ruth Etting and others. (L).
- GILL, ROBERT.** Announcer, producer, WCAU, Philadelphia.

PROFESSIONAL RECORDS—Continued

**GILLESPIE, JACK.** Musician, KSFO, San Francisco.

**GILLIS, DELLE.** Dramatic actress. (R) Backstage Wife, 1937 (R. L. Watkins Co. for Dr. Lyon's Toothpowder, NBC Red); Pinex Merrymakers, 1936 (Pinex Co., WLW Line). (LS) WGN, Chicago; WCAE, Pittsburgh. (F) Shorts, trailers. (V) Personal appearances. Currently with KDKA, Pittsburgh.

**GILLMORE, TED.** Musician. (R) National Barn Dance, 1937-38 (Miles Laboratories, Inc., NBC Blue). (V) 1928-38; Four Californians; appearances with Ted Fio Rito, Buddy Rogers, Clyde McCoy, others. (Currently staff musician, WLS, Chicago.)

**GILMAN, LUCY.** Actress. (R) Attorney-at-Law (S. C. Johnson & Son, Inc., NBC Blue); Junior Nurse Corps (Swift & Co., NBC Blue).

**GILMAN, PAGE.** Actor. (R) One Man's Family (Standard Brands, Inc., NBC Red).

**GILMAN, TONI.** Dramatic actress. (R) Aunt Jenny's Real Life Stories (Lever Bros. Co. for Spry, CBS); Myrt and

Marge (Colgate-Palmolive-Peet Co., CBS); The Woman in White (Pillsbury Flour Mills Co., NBC Red); Good News of 1938 (General Foods Corp., NBC Red); First Nighter (Campana Sales Corp. for Italian Balm, NBC Red); others. (L) Stock; Let Freedom Ring, 1936; Moon Over Mulberry Street, 1937 (f). (V).

**GILMORE, ARTHUR.** Announcer, singer. (R) Dr. Christian, 1937-38 (Chesebrough Mfg. Co., CBS). (LS) On KNX, Los Angeles.

**GINN, ANN.** Actress, commentator, WTCN, Minneapolis-St. Paul. (F) Commercial shorts. (L) Stock, 1923-25; Judge's Daughter.

**GIRARD, PAUL.** Producer, M. C., announcer, KTSA, San Antonio. (L) Repertory and stock companies.

**GIRARDIN, RAY.** Announcer, M.C., WEEI, Boston. (R) Also WORC, Worcester. (V) 1933-38.

**GIRE, LORRAINE.** Singer, WMBH, Joplin.

**GIRLS OF THE GOLDEN WEST.** See Millie & Dolly Good.

**GISH, DOROTHY.** Actress. (R) The

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- Couple Next Door (Procter & Gamble, Mutual). (F) First National, M-G-M, British International; silent films for D. W. Griffith ("Orphans of the Storm" with her sister Lillian). (L).
- GLADSTONE, EVE.** Pianist, WXYZ, Detroit.
- GLADSTONE, HENRY.** Announcer, actor, WHN, New York. (F) Shorts. (L) Hart House Theatre, Toronto, 1932-33. (V) Appearances with Ida Bailey Allen.
- GLEASON, W. C. ("Peco").** Director, producer, sports and commercial announcer, WRTD, Richmond.
- GLENN, HAZEL.** Actress, singer. (R) Lavender and Old Lace (Sterling Products for Bayer Aspirin, NBC Blue); Dr. Allan Roy Dafeo (Lehn & Fink for Lysol, CBS). (V) Appearances in London, 1933.
- GLENN, ROBERT.** Announcer, KRE, Berkeley.
- GLICK, HARRY.** Exercise instructor, WHN, New York. (R) Also WMCA, New York. (V).
- GLUSKIN, LUD.** Musical director. (R) Big Show, 1936 (Ex-Lax, CBS); Laugh with Ken Murray, 1937 (Campbell Soup Co., CBS). (F) Paramount and Fox, Paris; UFA, Berlin; shorts. (V) Theatre appearances, 1937. (Musical director, CBS Pacific Coast Network). (Records in Europe and U. S.)
- GODFREY, ARTHUR M.** Commentator, M. C. (R) Chesterfield Program, 1934 (Liggett & Myers Tobacco Co., CBS); Professor Quiz, 1937 (Nash-Kelvinator Corp., CBS); Arthur Godfrey, 1937-38 (Barbasol Co., Mutual, 1937-38; CBS since Jan., 1938). (V) Theatre appearances.
- GODFREY, GILBERT.** Writer. (R) Dear Columbia, 1938 (CBS, sustaining). Staff writer, CBS.
- GODT, PAUL.** Organist, pianist, WTMV, East St. Louis. (V).
- GODWIN, DOROTHY.** Woman's program, KMOX, St. Louis. (V).
- GODWIN, EARL.** News commentator, WRC-WMAL, Washington.
- GOFF, F. NORRIS.** See Lum and Abner.
- GOFF, GLENN.** Organist, KSFO, San Francisco. (V) Theatre organist, 1928-30.
- GOLDEN, DOROTHY.** Singer, WOPI, Bristol. (V) Theatre appearances.
- GOLDEN, FLORENCE.** Actress (dramatic leads, ingenue). (R) The Life of Mary Sothorn, 1934-38 (Lehn & Fink, CBS); Famous Jury Trials, 1936 (Mennen Co., Mutual); House Undivided, 1937 (General Foods, Mutual); others, including transcriptions. (F) Shorts. (L) Mima, 1929; My Girl Friday, 1929; Death Takes a Holiday, 1930; Up Pops the Devil, 1931 (f). (V) The Fakir, with Howard Smith, 1929. (Formerly on staff of WLW, Cincinnati).
- GOLDEN GATE QUARTETTE, THE.** (Willie Johnson, William Lankford, Henry Owens, Arlandis Wilson). (R) Royal Crown Revue, 1938 (Nehi, Inc., NBC Blue). (LS) For RCA Victor over WBT, Charlotte; WIS, Columbia. (GA) Magic Key of RCA, Dec. 5, 1937, and April 10, 1938 (RCA, NBC Blue).
- GOLDEN, ROBERT E.** Musical director, WCAU, Philadelphia.
- GOLDEN, VIRGINIA.** Continuity writer, actress, WCKY, Cincinnati. (R) Also Mutual.
- GOLLY, THE ROVING REPORTER.** News commentator, man-on-the-street, script writer, WELI, New Haven.
- GOOD, MILLIE & DOLLY (Girls of the Golden West).** Harmony team. (R) National Barn Dance, 1934 (Miles Laboratories for Alka-Seltzer, NBC Blue); Pinex program, 1937-38 (Mutual). (LS) WLS, Chicago, 1936-38. (GA) Fleischmann Hour, 1935.
- GOLDMAN, ABE.** Organist. (R) Hilltop House (Colgate-Palmolive-Peet Co., CBS).
- GOODMAN, AL.** Musical director. (R) Ziegfeld Radio Show, 1932 (Chrysler Corp., CBS); Magic Carpet, 1932 (American Tobacco for Lucky Strike Cigarettes, NBC Red); Jack Pearl, 1933 (Lucky Strike Cigarettes, NBC Red); Palmolive Beauty Box Theatre, 1934-36 (Colgate-Palmolive-Peet, NBC Red); Your Hit Parade, 1935-38 (Lucky Strike Cigarettes, NBC Red, CBS); Maxwell House Show Boat, 1936-37 (General Foods for Maxwell House Coffee, NBC Red); Your Hollywood Parade, 1938 (Lucky Strike Cigarettes, NBC Red). (F) Shorts.
- GOODMAN, BENNY.** Orchestra leader. (R) Let's Dance, 1935 (National Biscuit Co., NBC Red); Camel Caravan, 1936 (R. J. Reynolds Tobacco Co. for Camel Cigarettes, CBS); Swing School, 1937-38

## PROFESSIONAL RECORDS—Continued

- (R. J. Reynolds for Camel Cigarettes, CBS). (F) Paramount, Warner Bros. (s). (V) Theatre, night club and hotel appearances. Recordings for RCA Victor.
- GOODMAN, HERALD R.** Singer, comedian, M. C., director, WSM, Nashville. (R) Also Yeast Foamers program, NBC, 1929; Montgomery Ward program, NBC, 1929-30; Anheuser-Busch program, CBS, 1930-31. (L) Musical comedy revue. (V) Owens Bros., Freddie & Herald.
- GOODRICH, WILLIAM.** Producer, entertainer, WAAW, Omaha. (R) Also KLRA, Little Rock; WOW, Omaha, and many others. (V) Independent Theatre Stage Shows, 1927-28; theatre organist.
- GOODWICK, HAROLD.** Musician and singer, WMT, Cedar Rapids. (V).
- GOODWIN, BILL.** Announcer, producer. (R) Feminine Fancies, 1932 (Participating program, CBS); Ray Paige and Orchestra, 1933 (Philip Morris & Co., CBS); H-Bar-Q Rangers, 1934 (Hecker Products, CBS); Paige & Thompson, 1934 (Olds Motor Co., CBS); Louella Parsons, 1934 (Charis Corp., CBS); The Adventures of Gracie, 1934-35 (General Cigar Co. for White Owl Cigars, CBS); Mobil Magazine, 1935-36 (Mobil Oil, CBS); Chrysler Airshow, 1936 (Chrysler Corp., CBS); Park Avenue Penners, 1936 (R. B. Davis Co. for Cocomalt, CBS); Camel Caravan, 1936 (R. J. Reynolds Tobacco for Camel Cigarettes, CBS); Jack Oakie's College, 1936 to March, 1938 (Camel Cigarettes, CBS); others, including transcriptions. (L) Stock, 1930-31.
- GORDON, DON.** Announcer, actor. (R) Jenny Peabody, 1937-38 (F & F Cough Syrup, CBS). (LS) Allis-Chalmers, Northwestern Yeast, Ralston Purina; WLS, Chicago. (Part-time staff member, WGN, Chicago.)
- GORDON, HELEN.** Violinist, WHEB, Portsmouth.
- GORDON, JOHN.** Announcer, CKLW, Detroit.
- GORDON, RICHARD.** Character actor. (R) Adventures of Sherlock Holmes (G. Washington Coffee Refining Co., NBC Red; Household Finance Corp., NBC Red); Arco Birthday Party (American Radiator Co., NBC Red); Westinghouse Salute (Westinghouse Electric Mfg. Co., NBC Blue); Thatcher Colt Mysteries (Packer's Tar Soap, Inc., NBC Red); Niagara Hudson Program (Niagara Hud-

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## PROFESSIONAL RECORDS—Continued

- son Power Co., NBC Red). (F) Shorts. (L) Various stock companies, including his own, Richard Gordon Co. (V) Circuit engagements; personal appearances.
- GOREN, OSCAR.** Announcer, director of Jewish programs, WPEN, Philadelphia.
- GORIN, IGOR.** Singer. (R) Hollywood Hotel, 1935-37 (Campbell Soup Co., CBS). (F) M-G-M (f). (L) Concert tours.
- GORODETZER, JACK.** Bass violinist, WIP, Philadelphia. (V) Howard Lanin's Presentation Orchestra, 1928-30; theatre musician.
- GOSDEN, FREEMAN.** See Amos 'n' Andy.
- GOTHARD, DAVE.** Actor. (R) Romance of Helen Trent (Affiliated Products, CBS); The Woman in White (Pillsbury Flour Mills Co., NBC Red).
- GOTTLIEB, ALEX.** Script writer. (R) Rinso Program Starring Al Jolson, 1936-38 (Lever Bros. Co., CBS).
- GOTTLIEB, JOSEPH.** Producer, script writer, WCAU, Philadelphia. (R) Also CBS.
- GOUGH, ELEANOR.** Pianist, WMT, Cedar Rapids.
- GOULD, MITZI.** Dramatic actress. (R) Mrs. Wiggs of the Cabbage Patch, 1936-38 (American Home Products, NBC Red); Carol Kennedy's Romance, 1937 (H. J. Heinz Co., CBS); Kitchen Cavalcade, 1937-38 (C. F. Mueller Co., NBC Blue); roles, intermittently, on March of Time (Time, Inc., NBC Blue). (L) Fools Rush In, 1934; Preface to Love, 1935.
- GOURAUD, POWERS.** Entertainer, WCAU, Philadelphia.
- GOURLAY, DOUGLAS C.** Continuity writer, KDYL, Salt Lake City.
- GOVE, ELLIOTT.** Announcer, WMBO, Auburn.
- GOW, GORDON.** Announcer, CJOC, Lethbridge.
- GRABER, JACK.** Actor, WKZO, Kalamazoo.
- GRAEBER, JOHN.** Actor, singer. (R) WHBI, Newark; WHN, WMCA, WOR, New York.
- GRAHAM, FRANK ("Lee").** Announcer, producer, KNX, Los Angeles. (R) Also staff of NBC, 1934-37. (L) Volpone, 1933; No More Frontier, 1934; The Tavern, 1935; others.
- GRAHAM, ROSS.** Bass baritone. (R) Cities Service Concerts, since March, 1935 (Cities Service Co., NBC Red). (L) Operettas (s). (V) Theatre appearances. Also concert and oratorio work.
- GRAHAM, SHEILA.** Actress. (R) Vanity Fair (Campana Sales Co., NBC Blue).
- GRAN, AURORA.** Singer, WIOD, Miami.
- GRANT, DOUG.** Program director, WMT, Cedar Rapids. (R) Also KSO, Des Moines.
- GRANT, JACK.** Script writer. (R) Hollywood in Person (General Mills, CBS).
- GRAUER, BEN.** Announcer, M. C. (R) Walter Winchell, 1933-38 (Andrew Jergens Co. for Jergens Lotion, NBC Blue); Baker's Broadcast with Joe Penner, 1933-35; with Robert Ripley, 1935-37 (Standard Brands for Fleischmann's Yeast, NBC Blue); Magic Key of RCA, 1935-38 (Radio Corp. of America, NBC Blue); Your Hit Parade, 1936-37 (American Tobacco for Lucky Strike Cigarettes, NBC Red); The Mystery Chef, 1936-38 (Regional Advertisers, NBC Red); Shell Chateau, 1937 (Shell Union Oil Corp., NBC Red); Rippling Rhythm Revue, 1937 (Jergens-Woodbury Sales Corp., NBC Blue); Sealtest Sunday Night Party, 1937-38 (Sealtest Laboratories, NBC Red); Behind Prison Bars, 1937-38 (William R. Warner Co. for Sloan's Lintiment, NBC Blue); series of fight broadcasts, 1938 (Adam Hat Stores, NBC Blue). (F) D. W. Griffith, 1919; Fox, 1921-23 (f). (L) Penrod, 1918; Maytime, 1920; Floradora, 1923; The Bluebird, 1925; Professional (Theatre Guild production). (V) Theatre appearances; M. C. of NBC Radio Revue, 1937.
- GRAY, BERNARD.** Announcer, news commentator, KMTR, Los Angeles.
- GRAY, JACK.** Singer, KFYP, Bismarck. (R) Also WNAX, Yankton; KSOO, Sioux Falls. (V) Theatre appearances.
- GREEN, CHARLES P. ("Chuck").** Announcer, producer, script writer, actor, WIOD, Miami. (R) Also WGY, Schenectady; KDKA, Pittsburgh; WREC, Memphis. (V) Hi Lo & Jack, 1928; Lasses White Minstrels.
- GREEN, HAROLD.** Orchestra leader, musical director, CJRC, Winnipeg. (V) Theatre organist, stage band leader.
- GREEN, IVAN.** Actor, KSFO, San Francisco. (R) Also KYA, KFRC and KJBS, San Francisco; transcriptions. (L) Little Theatre productions.

PROFESSIONAL RECORDS—Continued

**GREEN, JUDD N.** Producer, KMOX, St. Louis. (R) Also KOIL, Omaha. (F) Essenay Film Co., 1910 (child actor). (L) Ralph Bellamy Players, 1930; dramatic stock; others (f). (V) Theatre, hotel and club appearances as M.C. of own dance band.

**GREEN, MARK.** Pianist, KTAR, Phoenix. (V) Theatre and night club appearances.

**GREENE, JOHN L.** Writer. (R) News of Youth, 1935-36 (Ward Baking Co., CBS); Twin Stars, 1936 (National Biscuit Co., NBC Blue); Five Star Jones, 1936 (Procter & Gamble, NBC Blue); On Broadway, 1938 (Diamond Salt, NBC Blue); also comedy material for Pick & Pat, Molasses 'n' January, Gallagher & Shean, Judy Canova. (LS) WOR, New York.

**GREENE, ROSALINE.** Actress, announcer. (R) Everready Hour, 1927-29 (National Carbon Co., NBC Red); Empire Builders, 1927-29 (Great Northern Railroad, NBC Blue); Famous Trials, 1931 (National Dairies, NBC Red); Eddie Cantor, 1932-34 (Standard Brands for Chase & Sanborn Coffee, NBC Red); Maxwell House Show Boat, 1932-37 (General Foods for Maxwell House Coffee, NBC Red); Al Jolson, 1934 (Kraft-Phenix

Cheese Corp., NBC Red); Roses & Drums, 1934 (Union Central Life Insurance, CBS); Palmolive Beauty Box, 1934-35 (Colgate-Palmolive-Peet for Palmolive Soap, NBC Red); Hour of Charm, 1934-37 (General Electric, NBC Red); Ziegfeld Follies of the Air, 1935 (Colgate-Palmolive-Peet, CBS); News Reporter, 1935 (Fairy Soap, WOR, New York City); Talks by Mrs. Franklin D. Roosevelt, 1937 (Lamont Corliss for Pond's Creams, NBC Blue); Grand Central Station, 1937 (Lambert Pharmacal for Listerine, NBC Blue); Aunt Jenny's Real Life Stories, 1937 (Lever Bros. for Spry, CBS). (L) Pearl of Great Price (Shuberts); stock.

**GREENWOOD, EUNICE.** Actress, WTIC, Hartford. (R) Also WDRC, Hartford. (L) Stock.

**GREENWOOD, WARREN.** Announcer, WMAS, Springfield.

**GREER, J. G. ("Bob").** Announcer, entertainer, KFPY, Spokane. (R) Also WGN and WIBO, Chicago; KARK, Little Rock; WSMB and WDSU, New Orleans. (V) Minstrels.

**GRENADIER DOUBLE QUARTET.** (Betty & Jean, Sutton & Bliss). (R) Double Everything (Wm. Wrigley, Jr., Co., CBS).



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## PROFESSIONAL RECORDS—Continued

- GREY, LANNY.** Writer, arranger, singer, M. C. (R) Lanny Grey's Rhythm School of the Air, 1938 (sustaining, NBC Blue); Judy & Lanny, 1938 (sustaining, NBC Blue). (LS) WNEW, New York. (GA) 12 appearances on Town Hall Tonight (Bristol-Myers Co., NBC Red). (Writer of I Would If I Could, but I Can't; Tell Me, Did She Ask for Me; I'm the One Who Loves You.)
- GREY, NAN.** Actress. (R) Lux Radio Theatre, 1937 (Lever Bros. for Lux Soap, CBS); Those We Love, 1938 (Lamont Corliss for Pond's Creams, NBC Blue). (F) Warner Bros., Universal (f). (V).
- GREY, ROBERT R.** Continuity editor, script writer, KCMO, Kansas City. (R) Also KWTO-KGBX, Springfield.
- GRIER, JIMMY.** Orchestra leader. (R) Park Avenue Penners, 1936-38 (R. B. Davis Co. for Cocomalt, CBS). (V) Los Angeles hotel engagement, 1934-38 (also broadcast over NBC Red and Blue); tour. Decca records.
- GRIFFIN, KEN.** Actor. (R) Backstage Wife (R. D. Watkins Co., NBC Red).
- GRIFFIN, REX.** Musician, singer, WQAM, Miami. (R) Also WWL, New Orleans; WAPI, WBRC and WKBC, Birmingham; WDOD, Chattanooga. (V) Emmet Miller's Unit, 1931; theatre appearances. Decca records.
- GRIFFIN, ROBERT E.** Actor. (R) Story of Mary Marlin (Procter & Gamble for Ivory Soap, NBC Red and Blue); Public Hero No. 1 (Falstaff Brewing Corp., NBC Red); It Can Be Done (Household Finance Corp., NBC Blue); The Guiding Light (Procter & Gamble, NBC Red). (L) Oberfelder Ketcham, 1928; Henry Duffy, 1929-31.
- GRIFFIN, WAYNE.** Continuity editor, KHJ, Los Angeles. (R) Also NBC Pacific Coast programs.
- GRIFFIN, WAYNE R.** Announcer, news, M. C., KFYZ, Bismarck. (R) Also WMIN, Minneapolis-St. Paul.
- GRIFFITH, LESTER.** Announcer. (R) Story of Mary Marlin, 1937. (International Cellucotton for Kleenex, NBC Red); Girl Alone, 1937 (Kellogg Co., NBC Red); Dan Harding's Wife, 1937-38 (National Biscuit Co., NBC Red); Grandma Travels, 1937-38 (Sears, Roebuck & Co., transcriptions).
- GRIFFITH, R. P.** Dramatic actor, KDKA, Pittsburgh. (R) Also sustaining NBC Blue Show, 1932-33. (V) Little German band; personal appearances.
- GRIMES, BERA MEADE.** Pianist, WFAA, Dallas.
- GRIMES, J. L.** Script writer. (R) Musical Steelmakers (Wheeling Steel Corp., Mutual).
- GRIMM, LORRAINE.** Singer. (R) Phillips Poly Follies, 1936-38 (Phillips Petroleum Co., CBS). Currently with KMOX, St. Louis.
- GRINNIN, KEN.** Actor. (R) Kitty Keene, Inc. (Procter & Gamble, CBS).
- GRISWOLD, ROGER W.** Actor, sports announcer, WCAU, Philadelphia.
- GRISWOLD, WALTER P.** Assistant director, announcer, violinist, WIBX, Utica.
- GROFE, FERDE.** Orchestra leader and composer. (R) Programs for Sealtest Laboratories, Florsheim Shoes, Philip Morris Cigarettes, Lucky Strike Cigarettes, Best Foods; guest appearances. (F) Vitaphone shorts. (V). Conducts Master Recording orchestra.
- GROMBACH, JEAN V.** Producer. (R) Bar X Days and Nights, 1934 (Health Products, NBC Blue); Taxi, 1934 (B. F. Goodrich Rubber Co., NBC Blue); Lucky Smith, 1935 (Gillette Safety Razor Co., NBC Red); Plantation Echoes, 1935 (Vick Chemical Co., NBC Blue); Kitchen Cavalcade, 1936-38 (C. F. Mueller Co., NBC, Blue); and the following transcriptions: Touring American with Carveth Wells, 1936 (Continental Oil Co.); Uncle Nat-hel, 1936-38 (Chilean Nitrate); The Idol of Millions, 1937 (Nehi, Inc.). (F) Associate producer, 1924 (Cosmopolitan Films, Inc.). (L) Technical advisor of Rosaline (Ziegfeld); co-producer with Crosby Gaige (Time and the Conways, 1938). (Head of Grombach Productions, Inc., and Jean V. Grombach, Inc.).
- GROSS, MILT.** Script writer. (R) Jack Oakie's College (R. J. Reynolds Tobacco Co., CBS). (F) Writer for MGM. Cartoons. (Cartoonist for Bell Syndicate).
- GROSSE, JOHANNA.** Organist, WCKY, Cincinnati. (R) Also WLW, Cincinnati. (F) Shorts. (V) Single act and appearances with Mack Sennett; others.
- GRUENBERG, AXEL.** Producer, WWJ, Detroit. (R) Detroit News Radio Extra; Cause of Crime; March of Youth; Wings of Song.
- GRUIS, RAY.** Organist, pianist, WRJN, Racine. (V) Theatre organist.

PROFESSIONAL RECORDS—Continued

**GUBER, STANLEY.** Pianist, KANS, Wichita. (R) Also KFH, Wichita.

**GUDEBROD, DAVE.** Script writer. (R) Armco Iron Master Program (American Rolling Mills Co., NBC Blue).

**GUEST, EDGAR.** Actor, writer, philosopher, humorist. (R) Welcome Valley (Household Finance Corp., NBC Blue); It Can Be Done (Household Finance Corp., CBS and NBC Blue). (Newspaper columnist-poet).

**GUILBEAU, HAZEL S.** Singer, announcer, writer, KVOL, Lafayette.

**GUILBERT, ROBERT M.** Actor. (R) Girl Alone, 1935-38 (Kellogg Co., NBC Red); Don Winslow of the Navy, 1937 (Iodent Tooth Paste, NBC Blue); Welch Presents Irene Rich, 1937 (Welch Grape Juice, NBC Blue); It Can Be Done, 1937 (Household Finance Corp., NBC Blue); Public Hero No. 1, 1937-38 (Falstaff Brewing Co., NBC Red). (LS) WMAQ, Chicago; WJZ, New York City, 1937-38. (L) Stock.

**GUILD, WALTER.** M. C., comedy writer, musical director. (R) Toast to the Town,

1938 (Roma Wine Co., CBS). (LS) WBNX, New York. (L) Stock (dramatic and musical), 1927-38; Rio Rita (Erlanger), 1929-30; Merry-Go-Round, 1931 (f). (V) Various circuits; theatre appearances; (tour with Myrt and Marge, 1936). Currently with KSFO, San Francisco.

**GUILD, WILLIAM M.** Continuity writer, announcer, CKOC, Hamilton.

**GUNNEEN, NORA.** Actress. (R) Uncle Ezra (Miles Laboratories, Inc., NBC Red).

**GUNTS, BRENT.** Producer, writer, announcer, WFBR, Baltimore.

**GUTHRIE, VIDA.** Pianist, singer, CJRC, Winnipeg. (R) Also CFQC, Saskatoon; KSTP, Minneapolis-St. Paul. (L) John Holden Co., 1937-38. (V) Holden's Revue, 1932; Songcopators, 1936; pit musician.

**GUY, CARELTON.** Actor. (R) Uncle Ezra (Miles Laboratories, Inc., NBC Red).

**GUY, MRS. A.** Actress, CHRC, Quebec.

**GWYNN, FRED A.** Announcer, KRI-KECA, Los Angeles.



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- HAAS, CENE.** Musician, KFPY, Spokane. (R) Also KFEL, Denver. (V) Gene Howard's Rio Grande Riders, two years.
- HACKETT, ELMA LATTA.** Home economics commentator. (R) Good Afternoon, Neighbor, 1936-37 (Durkee Famous Foods, CBS Pacific Coast); Party Bureau, 1938 (Caswell Coffee, CBS Pacific Coast). (LS) Participating programs 1933-37. (Currently with KSFO, San Francisco.)
- HADFIELD, BEN.** Announcer, WAAB-WNAC, Boston. (L) Stock, 20 years. (V) Rose Hubner & Co., 3 years.
- HAEBERLE, ARLETH.** Announcer, actress, WTCN, Minneapolis-St. Paul. (R) Also transcriptions.
- HAENSCHEN, GUS.** Orchestra leader. (R) American Album of Familiar Music (Sterling Products, Inc., NBC Red); Sweetest Love Songs Ever Sung (Sterling Products, Inc., NBC Blue); Saturday Night Serenade (Pet Milk Sales Corp., CBS); The Songshop (Coca-Cola Co., CBS).
- HAFTER, ROBERT.** Script writer. (R) Double Everything (Wm. Wrigley, Jr., Co., CBS).
- HAGA, WILLIAM** ("Sig"). Musician, KGW-KEX, Portland.
- HAGEN, DR. HARRY.** Master of ceremonies. (R) True or False (W. J. Williams Co., Mutual).
- HAHN, GEORGE R.** Musician, KSOO-KELO, Sioux Falls.
- HAINES, WESLEY K.** Hillbilly entertainer, WMT, Cedar Rapids. (V) Theatre appearances.
- HAINSWORTH, ROBERT V.** Pianist, organist, arranger, KIRO, Seattle.
- HALDA, FRANCIS.** Musician, WMT, Cedar Rapids.
- HALE, ALAN.** Sports announcer, WISN, Milwaukee.
- HALE, CECIL.** Announcer, dramatic director, continuity director, WFAA, Dallas. (R) Jack Armstrong (Wheaties), CBS, 1936; Ma Perkins (Oxydol), NBC, 1936; Alka-Seltzer Barn Dance, NBC, 1936; also WAAF, WLS, Chicago.
- HALEY, EUGENE S.** Writer. (R) Storming the Bastille (NBC sustaining).
- HALEY, HAZEL** (Texas Bluebonnets). Announcer, singer, KFRU, Columbia. (R) Also KMOX, St. Louis; WBBM, Chicago. (V) Texas Bluebonnets, Kentucky Krooners, 1935-38.
- HALEY, JACK.** Comedian. (R) Log Cabin Jamboree, 1937-38 (General Foods Corp. for Log Cabin Syrup, NBC Red). (F) Paramount; Hal Roach; currently under contract to 20th Century-Fox (f). (L) Good News, 1928; Follow Thru, 1929-30; Take a Chance, 1933 (s). (V) Crafts & Haley; Haley & McFadden, 16 years; theatre appearances.
- HALEY, PAT.** Singer, dramatist, KQV, Pittsburgh. (V) Theatre appearances.
- HALEY, WM. C., JR.** Announcer, singer, director, KFRU, Columbia. (R) Phillips Poly Follies, 1937 (Phillips Petroleum, CBS); also WKCY, Cincinnati; WHAS, Louisville; KMOX, KWK, St. Louis. (V) Cumberland Krooners, Dixie Vagabonds, others, 1930-38.
- HALING, ELBERT.** Continuity writer, WBAP, Fort Worth.
- HALIS, AL.** Actor. (R) Zenith Radio Foundation (Zenith Radio Corp., CBS); Mortimer Gooch (Wm. Wrigley, Jr., Co., CBS).
- HALL, ADDALYN F.** Actress, writer, KVID, Denver. (R) Also KOBH, Rapid City.
- HALL, ARCHIE W.** Producer, announcer, writer, actor, KVID, Denver. (R) Also KOBH, Rapid City. (L) Scarlet Pages; Rebound, 1930; others; stock (f). (V) Theatre appearances.
- HALL, GEORGE.** Orchestra leader. (R) Broadcasts from Taft Hotel over CBS; programs for Tru Blue Beer, 1935; Borden's Milk, 1935-36; guest appearance, RCA Magic Key, NBC. (F) Shorts (Vitaphone, Paramount). (V). Victor and Master Recordings artist.
- HALL, HARRIET.** Singer, WQDM, St. Albans. (R) Also WGY, Schenectady.
- HALL, LEON.** Program director, KPPC, Pasadena.
- HALL, LOUIS.** Announcer, actor, KGB, San Diego. (R) Also Don Lee Network; KGHL, Billings; transcriptions. (F) 20th Century-Fox; shorts. (L) Camille (Jane

PROFESSIONAL RECORDS—Continued

- Cowle); Cyrano de Bergerac (Richard Bennett). (V) Theatre appearances.
- HALL, MARTY.** Singer, WKY, Oklahoma City. (R) Also KFOX, KGER, Long Beach. (V) Theatre appearances.
- HALL, RADCLIFFE W.** Producer, announcer, WGY, Schenectady. (R) Also WGR, Buffalo; Mutual and CBS programs (not current). (F) Shorts. (L) Productions by Guthrie McClintic, Standish O'Neil, Ayer & Smith; stock. (V) Theatre appearances.
- HALL, WENDELL.** Singer, song writer. (R) Sign of the Shell, 1930 (Shell Oil Co., NBC Red); Fitch Program, 1932-34 (Fitch Shampoo, NBC Red); Wendell Hall—The Red-Headed Music Maker, 1935-36 (Fitch Shampoo, NBC Blue); Gillette Community Sing, 1936-37 (Gillette Safety Razor Co., CBS). (F) Columbia. (V) Appearances as singer and xylophonist. (Author of many songs, including It Ain't Gonna Rain No Mo', My Dream Sweetheart, My Old-Fashioned Scrapbook.)
- HALLADAY, HERB.** Actor, KTSM, El Paso.
- HALLIDAY, GENE.** Musical director and conductor, producer, KSL, Salt Lake City. (V) Theatre appearances.
- HALLIN, ISABEL.** Dramatic actress, Yankee Network.
- HALLING, THELMA A.** Continuity writer, KHQ-KGA, Spokane.
- HALPERN, MILTON (Milton Hale).** Theatrical commentator, WMAS, Springfield. (F) Warner Bros., MGM (f). (L) Stock (f).
- HALPIN, JOSEPHINE.** News commentator, KMOX, St. Louis.
- HALUS, AL.** Actor. (R) Little Orphan Annie (Wander Co., for Ovaltine, NBC Red).
- HAMILTON, J. ALLEN.** Announcer, KTSM, El Paso.
- HAMILTON, GENE.** Announcer, singer. (R) Armour Hour (Armour Co., NBC Blue); Clara Lu 'n' Em (Colgate-Palmolive-Peet Co., NBC Red; Sinclair Refining Co., NBC Blue); Philadelphia Symphony (Group of American Banks, NBC Blue); Esso News Reporter (Standard Oil Co. of N. J.); RCA Campus Club (RCA, NBC Blue). (F) Travelogues. (V)

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- Carnival Capers, Clown Classics; various circuits.
- HAMILTON, WADE.** Choral arranger, organist, composer, musical director, KTUL, Tulsa. (R) Also Mutual-Don Lee Network; KFI, KFAC, KFWB, KHJ, KNA, KGER and KTM, Los Angeles; KVOO, Tulsa; transcriptions. (F) Universal (recording organist). (V) Featured theatre organist, 1919-30. (Author, textbook on harmony).
- HAMILTON, WILLIAM H., JR.** Chief announcer, WCOL, Columbus.
- HAMMERSTEIN, TED.** Producer, M.C. (R) Hammerstein Music Hall, since 1935 (American Home Products for Hill's Nose Drops, 1935, CBS; Kolynos Toothpaste, 1936, CBS and NBC Red; Anacin, 1937-38, CBS). (L) Thoroughbred, Broadway Interlude (producer, director); Howdy Stranger (co-producer).
- HAMMOND, LAURENCE.** Writer, director. (R) The Shadow, 1934-35, 1937-38 (Delaware, Lackawanna & Western Coal for Blue Coal, CBS, 1934-35, Mutual, 1937-38); Backstage Wife, 1935-38 (Sterling Products, NBC Red); John's Other Wife, 1936-37 (American Home Products, NBC Red); Cavalcade of America, 1936-38 (E. I. du Pont de Nemours, CBS); Young Widder Jones, 1937 (Sterling Products, WOR, New York City); Aunt Jenny's Real Life Stories, 1937-38 (Lever Bros. for Spry, CBS).
- HAMMER, SAM.** Writer, producer, actor, WHN, New York. (L) The Handy Man (producer), 1921.
- HAMNER, JIMMIE.** Orchestra leader, WMBG, Richmond. (V) Theatre appearances. (Also recordings).
- HANAUER, BERT.** Program director, WFBR, Baltimore. (L) Green Goddess (George Arliss); Romance (Doris Keane); others; stock (f). (V) Dramatic playlets with Harriet Remple.
- HANCOCK, DON.** Announcer, commentator. (R) Armco Band, 1936 (American Rolling Mills, NBC Blue); Horace Heidt & His Brigadiers, 1936-37 (Stewart-Warner Corp., CBS); The Headliner, 1937 (Sinclair Oil, CBS); Poetic Melodies, 1937 to Jan. 1, 1938 (Wrigley Chewing Gum, CBS); Betty & Bob, 1938 (General Mills, CBS); Stepmother, 1938 (Colgate-Palmolive-Peet, CBS); (Special events and announcing staff, WBBM, Chicago, since June, 1936; previously with WLW, Cincinnati).
- HANCOCK, WALKER.** Violinist, guitarist, singer, WFAA, Dallas.
- HAND, JACK.** Sports commentator, WBNF, Binghamton.
- HANDEL, PAUL.** Announcer, WMT, Cedar Rapids. (V) Iowa theatres.
- HANLON, TOM.** Announcer, sportscaster, producer. (R) Lucky Strike Dance Orchestra, 1932 (American Tobacco Co., NBC Red); Listen to Harris, 1933 (Warren, Northam Corp., NBC Blue); Chase & Sanborn Hour, 1933 (Standard Brands, Inc., NBC Red); M J B Demi-Tasse Revue, 1934 (M J B Coffee, NBC Blue); Roi-Tan Sports Revue, 1936 (American Tobacco Co., CBS); Irvin S. Cobb & His Paducah Plantation, 1937 (Oldsmobile Motor Works, NBC Red); On the Air, 1937 (Hudson Motor Car Co., CBS); Sports commentator, 1937 (Kellogg Co., CBS); Man to Man Sports, 1938 (American Tobacco Co. for Roi-Tan Cigars, CBS); Phil Baker, 1938 (Gulf Refining Co., CBS). (F) Universal, Warner Bros., Pathe (f).
- HANNAN, MARJORIE.** (R) Oxydol's Own Ma Perkins, 1933-37 (Procter & Gamble Co., NBC Red); Sally in the Talkies, 1934-35 (Luxor, Ltd., NBC Red); Story of Mary Marlin, 1935-36 (International Cellucotton Co. for Kleenex, NBC Red and Blue, CBS); Bachelor's Children, since 1935 (Cudahy Packing Co., CBS, Mutual); We Are Four, since 1936 (Libby, McNeill & Libby, Mutual).
- HANSEN, CHARLES ("Monk").** Actor, comedian, WNOX, Knoxville. (R) Also WKRC, Cincinnati; WHAS, Louisville. (V) Monk & Sam, over 10 years.
- HANSON, C. E.** Musician, KFPY, Spokane. (R) Also transcriptions. (V) Empress Follies, Beverly Hillbillies, Colorado Hillbillies, 1934.
- HANSON, EARLE B.** Musical director, pianist, WIOD, Miami. (V) Kullman and Hanson, 1923-24.
- HAPPY JACK.** Cowboy balladeer and yodeler, KTAR, Phoenix.
- HAPPY VALLEY COWBOYS (The Deacon, Lil Abner, Arizona Freddie, Smudgy, Pewee, Carrie Lee).** Hillbilly entertainers, WCAU, Philadelphia. (V) Theatre appearances.
- HARDEN, HAL.** Announcer, WDNC, Durham.
- HARDER, DUDLEY.** Singer, WIL, St. Louis. (R) Also Pennzoil program, CBS,

PROFESSIONAL RECORDS—Continued

1933; KMOX, St. Louis. (L) St. Louis Municipal Opera, 7 seasons; road shows; others (f). (V) Heidelberg Singers; Sibylla Bowhan & Co.; 9 years.

**HARDIMAN, WILLIAM M.** Violinist, arranger, KSL, Salt Lake City. (R) Also Canadian network.

**HARDING, LARRY.** Producer. (R) March of Time, 1936-37. (Time, Inc., CBS); Your Hit Parade, 1937-38 (American Tobacco for Lucky Strike Cigarettes); Guy Lombardo & His Orchestra, 1937-38 (General Baking for Bond Bread, CBS); Cantor's Camel Caravan, 1938 (R. J. Reynolds Tobacco for Camel Cigarettes, CBS); Big Town, 1938 (Lever Bros. for Rinso, CBS). (Formerly CBS announcer; currently on production staff).

**HARDWICKE, MARY WARE.** Actress, WMAS, Springfield. (L) Federal theatre, 1936-38 (s).

**HARDY, RALPH W.** Continuity writer, announcer, producer, KSL, Salt Lake City.

**HAREN, HAROLD E.** Musician, WMT, Cedar Rapids.

**HARI, WILFRED.** Comedian (Chinese and Japanese characters). (R) Mr. and Mrs. Smith, 1935 (Marco Dog Foods, KHJ, Los Angeles); House Undivided, 1936 (La France and Satina, KHJ); Community Sing, 1936 (Gillette Safety Razor Co., CBS); Silver Theatre, 1937 (International Silver Co., CBS); House Party, 1937 (Iris Products, Mutual). (F) Columbia, Paramount, Universal (f). (L) Enter Madame, 1933; The Middle Watch, 1933; The Spider, 1934; Quicksand, 1934 (f).

**HARK, MILDRED.** Actress. (R) Aunt Jemima's Cabin at the Crossroads (Quaker Oats Co., NBC Blue).

**HARKINS, BEN.** Producer, writer, actor, singer, KFRC, San Francisco. (R) Also Mutual-Don Lee Network. (V) 6 years, up to 1925.

**HARMONIERS MALE QUARTET.** Singers KSO-KRNT, Des Moines. (V) Personal appearances.

**HARPER, TRO.** Announcer, KSFO, San Francisco.

**HARRICE, CY.** Announcer, actor, script writer. (R) National Barn Dance, 1937-38 (Miles Laboratories for Alka-Seltzer).

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## PROFESSIONAL RECORDS—Continued

- NBC Blue). Also various local shows over WLS, Chicago, 1937-38.
- HARRINGTON, JACK.** Announcer, WIND, Gary.
- HARRIS, ARLENE** ("Human Chatterbox"). Comedienne. (R) Al Pearce and His Gang, 1936 (Pepsodent Co., NBC Red and Blue); Watch the Fun Go By, 1937-38 (Ford Motor Co., CBS); (F) Republic Pictures (f). (L) Stock. (V) Arlene Francis: Impressions of Feminine Types, 5 years. (Has been a member of Al Pearce and His Gang since 1933).
- HARRIS, BOB.** Announcer, WMCA, New York. (R) Also Inter-City Network. (F) Trailers. (V) Theatre appearances.
- HARRIS, GRAHAM.** Orchestra leader. (R) 20,000 Years in Sing Sing (Wm. R. Warner, NBC Red); There Was a Woman (Glass Container Association of America, NBC Blue).
- HARRIS, HARRIETT.** Actress, writer, director, KFVB, Los Angeles. (R) Also Central States Broadcasting Co. (L) Boyd Irwin Stock Co., 1929; Clement-Walsh Players, 1930.
- HARRIS, LESLIE.** Producer, special events director, announcer, WQAM, Miami.
- HARRIS, PHIL.** Orchestra leader. (R) Listen to Harris, 1933-34 (Northam Warren Corp., NBC Blue); Melody Cruise, 1933-34 (Cunard Steamship Co., NBC Blue); Jell-O Program Starring Jack Benny, 1936-38 (General Foods for Jell-O, NBC Red). (F) RKO, Paramount (f); Vitaphone shorts. (V) Appearances with orchestra since 1930.
- HARRISS, YEUELL.** Singer, WSJS, Winston-Salem.
- HARRISON, CLAIRE.** Continuity writer, actress, KWK, St. Louis.
- HARRISON, JOHN W.** Announcer, singer, producer, KTUL, Tulsa. (R) Also KPO, San Francisco; KMTR, Los Angeles; KSTP, Minneapolis-St. Paul; KYW and WMAQ, Chicago; KTRH, Houston; WFAA, Dallas. (F) Famous Players-Lasky, 1926-27. (L) Student Prince, 1928. (V) Grauman's Prologues, 1926.
- HARROD, HARRY.** Writer, CJRC, Winnipeg. (L) John Holden Stock Co., 1936-37.
- HART, ART.** Musician (saxophone, clarinet, flute), CJRC, Winnipeg. (R) Also CKY, Winnipeg; Canadian Broadcasting Corp. (V) Thomas' Sax Quintet, 1928-29; theatre bands.
- HARTER, ELZA.** Singer (cowboy songs), KGNC, Amarillo.
- HARTLEY, RENE.** Violinist. (R) National Barn Dance, 1937-38 (Miles Laboratories, Inc., for Alka-Seltzer, NBC Blue). (Currently staff musician, WLS, Chicago.)
- HARTMAN, HARRY.** Sports announcer, WCPO, Cincinnati. (R) Various sports broadcasts sponsored by General Mills and Socony-Vacuum. (V).
- HARTMAN, LES.** Musical director, WMT, Cedar Rapids. (V) Theatre appearances.
- HARTSELL, ROBERT M.** Entertainer, WRVA, Richmond.
- HARTSHORN, GORDON C.** Cellist, KGW-KEX, Portland.
- HARTWICK, HARRY.** Script writer. (R) Armo Iron Master Program (American Rolling Mills Co., NBC Blue).
- HARVEY, WILLIAM L.** Musician, actor (rural comedy character), WMT, Cedar Rapids. (V) Joe Dokes, 1937-38.
- HASE, EDWARD E.** Program director, WCHV, Charlottesville.
- HASEL, JOE.** Special events and sports commentator, WNYC, New York.
- HASTY, JACK E.** Writer. (R) Al Pearce & His Gang, 1935-36 (Pepsodent Co., NBC Red); Log Cabin Dude Ranch, 1936 (Log Cabin Syrup, NBC Blue); Twin Stars, 1936-37 (National Biscuit Co., NBC Blue and CBS); The Time of Your Life, 1937 (Gruen Watch Co., NBC Red); On Broadway, 1937 (Diamond Crystal Salt, NBC Blue); Death Valley Days, 1937 (Pacific Coast Borax, NBC Blue); Watch the Fun Go By, 1937 (Ford Motor Co., CBS); Dr. Christian, 1937-38 (Chesebrough Mfg. Co., CBS).
- HATTON, RAYMOND.** Comedian, actor. (R) Jack Oakie's College (R. J. Reynolds Tobacco Co., CBS). (F) Goldwyn, FN, Warner, Paramount, Columbia, Universal, MGM, Republic (s,f). (L).
- HAUSNER, JERRY.** Actor (juvenile, light comedy). (R) Lum and Abner, 1934 (Ford Dealers, NBC Red); Fleischmann Hour, 1936 (Standard Brands for Fleischmann's Yeast, NBC Red); Hollywood in Person, 1937 (General Mills for Bisquick, CBS); Royal Gelatin Hour, 1937

## PROFESSIONAL RECORDS—Continued

(Standard Brands for Royal Gelatin, NBC Red); Amos 'n' Andy, 1937 (Pepsodent Co., NBC Red); Chase & Sanborn Program, 1937 (Standard Brands for Chase & Sanborn Coffee, NBC Red); Silver Theatre, 1937 (International Silver Co., CBS); others. (F) Warner Bros. short. (L) Queer People, with Hal Skelly and Gladys George, 1934; Family Upstairs (road); Sailor Beware (road); stock (f). (V) Any Family, 3 years; Bert Walton act, 2 seasons; Frank Gaby & Jerry Hausner, 3 years; theatre appearances as master of ceremonies with Lum 'n' Abner.

**HAVENS, DORIS.** Pianist, organist WCAU, Philadelphia. (V) Theatre appearances.

**HAVENS, LEIGH M.** Organist, pianist, writer, KXBY, Kansas City. (R) Also WMT, Waterloo; WBBM, Chicago. (V).

**HAVRILLA, ALOIS.** Announcer, narrator. (R) Campbell's Soup Orchestra, 1930-32 (Campbell Soup Co., NBC Red); Jack Benny Program, 1933-34 (Chevrolet Motor Co., NBC Red); Fred Waring and His Pennsylvanians, 1936 (Ford Motor Co., NBC Blue); Paul Whiteman's Musical Varieties, 1936-37 (Jergens-Woodbury Sales Corp., NBC Blue); Magic Key of RCA, 1936 (RCA, NBC Blue); Ben Ber-

nie and All the Lads, 1937 (American Can Co., NBC Blue); Ridin' High, 1937 (Cycle Trades of America, NBC Blue); Snow Village Sketches, 1937 (Loose-Wiles Biscuit Co., NBC Red); Sealtest Rising Musical Stars, 1938 (Sealtest, Inc., NBC Red); others. (F) Shorts (Universal, Paramount); Pathe News Reel; narrator for industrial movies. (L) Louis XIV (with Leon Erroll); Princess Flavia; Mme. Pompadour; Hassan.

**HAWES, ETHEL.** Writer, actress, singer, news commentator, director women's division, WGAR, Cleveland. (F) Warner Bros.; commercial films. (V) Theatre appearances.

**HAWKINS, LEM.** Orchestra leader, WDAY, Fargo. (R) Also KMA and KFNF, Shendoah; KIDO, Boise.

**HAWKINS, PETE.** Drummer, WFAA, Dallas. (V) 9 years.

**HAWKINS, STUART.** Script writer. (R) Myrt and Marge (Colgate-Palmolive-Peet, CBS); also wrote single script for On Broadway (Diamond Crystal Shaker Salt, NBC Blue); Columbia Workshop, CBS.

**HAWLEY, HARROLD.** Music director, organist, KRE, Berkeley.



# GARNETT MARKS

ANNOUNCER

News and  
Sports  
Commentator

Exclusive Management  
JACK LAVIN  
The Park Central, New York

## PROFESSIONAL RECORDS—Continued

- HAWLEY, MARK H.** Newscaster, narrator, announcer. (R) Newscasts for Mennen Cream (1935, WOR, New York City; 1938, WEAF, New York City), Fischer's Bread (1935-38, WOR), Bathasweet (1936-38, WOR), Minit Rub (1937-38, WOR), Remington Rand (1938, WOR); Hearn Program, 1937 (Hearn Department Store, WOR); Your Unseen Friend, 1937 (Personal Finance Co., CBS); Famous Fortunes, 1938 (General Shoe Co., Mutual). (F) Paramount Newsreel; shorts.
- HAY, BILL.** Announcer. (R) Amos 'n' Andy (Pepsodent Co., currently Campbell Soup Co., NBC Red).
- HAYES, ANNE.** Women's programs (home problems, child care and psychology), KCMO, Kansas City. (Lecturer, women's clubs, 20 years.)
- HAYES, CLARENCE.** Singer. (R) Mrs. Carrie Griswold and the Vaquero (Oxo, Ltd., NBC Red).
- HAYES, SAM.** Commentator (news, sports). (R) Richfield Reporter, 1931-37 (Richfield Oil Co., NBC Red); Newstime with Sam Hayes, 1937-38 (Bank of America National Trust & Savings Assn., CBS). (F) Warner Bros. (L) Appearances, 1928; Trial of Mary Dugan, 1928 (f). (V) Theatre appearances, 1933, 1937.
- HAYNES, CHUCK.** Musician, singer, WLS, Chicago. (R) Also NBC programs for Sinclair Refining and Montgomery Ward. (V) WLS road shows, WLS National Barn Dance shows.
- HEALD, HENRY M.** Baritone, WEEI, Boston. (L) Concert and oratorio work.
- HEALEY, COL. JIM.** Commentator, WGY, Schenectady.
- HEARN, SAM ("Schlepperman").** Comedian (character, dialect). (R) Jell-O Program Starring Jack Benny, 1935-38 (General Foods for Jell-O, NBC Red); Maxwell House Show Boat, 1936-37 (General Foods for Maxwell House Coffee, NBC Red). (GA) Ben Bernie and Jack Oakie shows. (F) Paramount (f). (L) Winter Garden Spice of 1923-24; Greenwich Village Follies (7th edition); Good Boy; Mercenary Mary (f). (V) 15 years; single act, The Political Feller; theatre appearances as Schlepperman.
- HEATH, CAROL.** Dramatic reader, KDAL, Duluth. (R) Also WEBC, Duluth. (L) Stock.
- HEATTER, GABRIEL.** Commentator. (R) We, the People, 1937-38 (General Foods Corp. for Sanka Coffee, CBS); recordings for Johns-Manville (NBC, Mutual, local). (LS) WOR, New York. (F) Newsreels. (Writer of books, articles and short stories.)
- HECK, BLAINE.** Guitarist, WWVA, Wheeling.
- HECKLE, MARGARET.** Writer, actress, KMBC, Kansas City. (R) Also WBBM, Chicago; transcriptions.
- HECKLEMAN, DIN A.** Violinist, CFRN, Edmonton. (V) Theatre appearances.
- HECTOR, CHARLES R.** Musical director, WEEI, Boston. (R) Also Yankee Network; WABC, New York. (V) Theatre and night club appearances; theatre musical director, 7 years. (Featured conductor, Boston Stock Co., 1921-26.)
- HEDGE, RAY.** Actor. (R) Myrt and Marge, 1931-35 (William Wrigley, Jr., Co., CBS); Myrt and Marge, 1937-38 (Colgate-Palmolive-Peet for Super Suds, CBS). (V).
- HEDLUND, GUY.** Director, actor (leads. heavy), WTIC, Hartford. (R) Also KFI, Los Angeles. (F) Director, Fox Films Universal, American Biograph, Pathe, others (s.f). (L) Under Two Flags, Peer Gynt, others (f). (V).
- HEDQUIST, CARL.** Musician (violin, guitar), WHEC, Rochester.
- HEFFERMAN, GEORGE.** Announcer, violinist, musical director, WBTM, Danville. (R) Also WBT, Charlotte; Dixie Network. (V) Pit orchestra, 1921-29. Baltimore Symphony, 1920; Los Angeles Philharmonic, 1933.
- HEFFERMAN, W. P.** Producer, announcer, actor, musician, WBTM, Danville. (L) Guest appearances, southern symphony orchestras. (V) Theatre appearances.
- HEGARD, KEN.** Producer, WRJN, Racine. (L) Earl Carroll Vanities, 1932.
- HEID, GEORGE.** Baritone, actor, KDKA, Pittsburgh. (R) Also WJAS, KQV, Pittsburgh. (L) Hartman-Steindorff Light Opera Co., 1921-23. (V) Chase & Latour; Sid Lewis; personal appearances.
- HEIDT, HORACE.** Orchestra leader, M.C. (R) Horace Heidt and His Brigadiers, since 1935 (Stewart-Warner Corp., Feb. 22, 1935 to Dec. 20, 1937, CBS; since Dec. 28, 1937, NBC Blue). (V) Numerous hotel, night club and theatre bookings, since 1923; European tour, 1930-32. Brunswick records.

PROFESSIONAL RECORDS—Continued

- HEINTZE, GUSTAV & GRETA.** Two-piano team, WRC-WMAL, Washington. (V) Theatre and hotel appearances.
- HEISS, BOB.** Chief announcer, WTMJ, Milwaukee.
- HEINZ MALE QUARTET.** (R) Heinz Magazine of the Air (H. J. Heinz Co., CBS).
- HELPER, AL.** Producer, commercial and sports announcer. (R) True Detective Stories, 1937 (Lambert Pharmacal for Listerine, Mutual); Atlantic Sportcast, 1937 (Atlantic Refining Co., CBS); Petticoat on the Air, 1937 (J. B. Ford for Wyandotte Cleaning Products, CBS); others. (Currently member production and announcing staff, Mutual).
- HELLINGER, BUN C.** Pianist, KTAR, Phoenix. (V).
- HELT, DICK G.** Musician, KFH, Wichita. (F) Shorts. (V) Theatre appearances, 1931-33.
- HEMINGS, ROBERT M.** Musician, WHAM, Rochester. (L) Hot Cinders, 1926; others. (V) Syracuse Collegians, 1925.
- HEMUS, PERCY.** Actor. (R) Tom Mix and His Ralston Straight Shooters (Ralston Purina Co., NBC Blue).
- HENDERSON, BEN.** Cowboy singer, KFEQ, St. Joseph.
- HENDERSON, BESS.** Musician, singer, actor, KVGB, Great Bend. (R) Also KMMJ, Clay Center. (L) Dramatic companies. (V).
- HENDERSON, GEORGE.** Musician, singer, actor, KVGB, Great Bend. (R) Also KMMJ, Clay Center. (L) Dramatic companies. (V).
- HENDERSON, JACK.** Musician, singer, actor, KVGB, Great Bend. (R) Also KMMJ, Clay Center. (L) Dramatic companies. (V).
- HENDERSON, LUCIUS.** Character actor, FTRD. (R) Mutual and CBS shows, including Epic of America, Their Greatest Stories, Tish. (F) Shorts. (L) My Maryland; various engagements over 50-year period.
- HENDERSON, MARY KATE.** Pianist, singer, WJAX, Jacksonville.
- HENDLEY, FISHER.** String musician, M. C., WFBC, Greenville. (V) Theatre appearances.
- HENDRICKS, RAY.** Orchestra leader. (R) Hawaiian Moon Casino (Lehn & Fink, CBS).

# Lucy Monroe

CONCERT MANAGEMENT ARTHUR JUDSON, Inc.

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## PROFESSIONAL RECORDS—Continued

- HENDRICKSON, NORMAN.** Musician, KSFO, San Francisco. (R) Also KFRC, San Francisco. (V) Theatre appearances with several orchestras.
- HENDRIX, JAMES F.** Announcer, producer, WCOA, Pensacola. (F) Shorts. (V) Theatre appearances.
- HENIN, ETHEL B.** Announcer, continuity writer, WMAS, Springfield. (R) Also WEEL, Boston. (L) Productions by Sam Harris, stock (f).
- HENNINGER, GEORGE.** Organist. (R) Heinz Magazine of the Air, 1937-38 (H. J. Heinz Co., CBS). (Composer of 3 film scores; formerly theatre musical director).
- HENRY, FLORENCE T.** Dramatic actress, KDKA, Pittsburgh. (L) Oliver, Oliver, 1934; Art & Mrs. Bottle, 1934.
- HENRY, JACK.** Program director, announcer, singer, WBRY, Waterbury. (F) Shorts (Warner Bros.). (L) Gold in the Hills, 1933. (V) Big Broadcast, 1933.
- HENSHAW, GAIL.** Dialectician, actress. (R) We, the People, 1937 (General Foods Corp. for Sanka Coffee, CBS); True Story Court of Human Relations, 1937-38 (Macfadden Publications, Inc., NBC Red); Emily Post, 1937-38 (Florida Citrus Commission, CBS); transcriptions. (LS) WHN, WEA, New York. (F) Shorts (Pathescope). (L) Stock, 1933-36.
- HENSON, BERNARD.** Singer, guitarist, WSAZ, Huntington. (R) Also WJBK and WMBC, Detroit. (V) Hill billy bands, 1933-38. (Also recordings for Gennett Records, 1932).
- HERLIHY, EDWARD J.** Announcer. (R) Melody Puzzles, 1938 (American Tobacco for Lucky Strike Cigarettes, NBC Blue); Larry Clinton's Campus Club, 1938 (RCA Victor, NBC Blue); Grand Central Station, 1938 (Lambert Pharmacal Co., NBC Blue); Esso News, 1938 (Esso Gasoline, NBC Blue). (NBC staff announcer).
- HERMAN, MILTON C.** Actor (character, heavy, comedy). (R) Death Valley Days, 1930-38 (Pacific Coast Borax, NBC Blue); 20,000 Years in Sing Sing, 1933-37 (William R. Warner Co. for Sloan's Lintiment, NBC Blue); Behind Prison Bars, 1937-38 (Sloan's Lintiment, NBC Blue); Gang Busters, 1936-38 (Colgate-Palmolive-Peet, CBS); Pretty Kitty Kelly, 1937-38 (Continental Baking for Wonder Bread, CBS); Alias Jimmy Valentine, 1938 (Larus & Brother for Edgeworth Tobacco, NBC Blue). (F) Paramount;
- silent pictures. (L) Lee Shubert productions, over 7 years, and Sam H. Harris Co., 10 years, as general stage manager; Treasure Island (Charles Hopkins Co.), 2 years. (V) Louis Mann & Co., 1915; Edwin Arden Co.; stage manager, Lewis & Gordon Co.
- HERRICK, JAMES.** Actor, director, producer, KOA, Denver. (L) Stock, 1929-36. (V) Jack & Jim Herrick, the Ukelele Boys, 1927-29.
- HERRICK, SHERB.** Announcer, WABY, Albany.
- HERSHOLT, JEAN.** Actor. (R) Dr. Christian, 1937-38 (Chesebrough Mfg. Co. for Vaseline, CBS). (F) D. W. Griffith, Columbia, Paramount, Universal, First National, United Artists, Warner Bros., RKO, M-G-M, 20th Century-Fox, etc.; 25 years (s,f). (L) 1904 to 1912, in Denmark. (V) Theatre appearances.
- HERTZ, RALPH.** Actor, musician, FTRD. (R) Professional Parade (NBC), 1937-38. (F) Paramount, Warner Bros. (f); shorts. (L) Jonica, 1931; Gang's All Here, 1934; Always a Breeze, 1938, others. (V) Appearances with Sophie Tucker, 1915-19; Ziegler Sisters, 1921-24; Joe Freed Co., 1924-25.
- HERZER, CLIFFORD.** Concert pianist, WQXR, New York.
- HERZINGER, CARL.** Script writer. (R) Hollywood Mardi Gras (Packard Motor Car Co., NBC Red).
- HESLOP, STANLEY N.** Actor, WNBF, Binghamton.
- HETRICK, RICHARD M.** Playwright, actor, KMPC, Beverly Hills. (R) Also KHJ and KNX, Los Angeles. (L) Egan Little Theatre, 1932; Wilshire Ebell Theatre, 1933 (f). (V) Hollywood Marionettes, 3 years.
- HETZEL, WILLIAM.** Dramatic actor, KDKA, Pittsburgh. (L) Peg-O-My-Heart; Treasure Island; Murder in the Old Red Barn; others.
- HEVERLY, JOHN P.** Continuity writer, announcer, KRSC, Seattle. (R) Also WMT, Cedar Rapids; KGIR, Butte; KGVO, Missoula; KOMO, KJR and KIRO, Seattle.
- HEWARD, WALTER A.** Announcer, actor, WBRY, Waterbury. (R) March of Time (Remington Rand and Time; not current). (L) Summer stock; Dear Mistress, Lady Godiva, Hay Fever.
- HEWSON, ISABEL MANNING.** News

## PROFESSIONAL RECORDS—Continued

- commentator. (R) Personality and Charm, Feb. to May, 1932 (Richel Co., WCAU, Philadelphia; The Romance of Food, 1932-33 (General Foods Corp., WCAU); Petticoat Philosophy, 1936-37 (Pure Milk Cheese Co., Mutual); Petticoat on the Air, since Sept., 1937 (J. B. Ford Co., CBS). Staff commentator for WFIL, Philadelphia, 1935-36; covered Democratic National Convention for Mutual, 1936.
- HEYSER, FRAN.** Production manager, KMBC, Kansas City. (R) Also transcriptions.
- HEYWARD, WILLIAM.** Actor. (R) My Secret Ambition, 1938 (Durkee's Famous Foods, CBS). Currently with KSFO, San Francisco.
- HEYWOOD, FRED.** Announcer, CJRC, Winnipeg. (R) Also CJRM, Regina.
- HICK, BESSIE V.** Director, Bessie V. Hicks Players, WFIL, Philadelphia. (R) Also WIP, Philadelphia.
- HICKMAN, HENRY.** Announcer, producer, WFBR, Baltimore. (F) Shorts.
- HICKS, C. B.** Musician, WGST, Atlanta.
- HICKS, ELMER.** Musician, WGST, Atlanta. (R) Also WJR, Detroit. (V) Theatre appearances. Recordings for Gennett.
- HICKS, GEORGE FRANCIS.** Announcer. (R) Death Valley Days, 1932-38 (Pacific Coast Borax Co., NBC Blue); Larry Clinton's Orchestra, 1937 (Radio Corp. of America, WEAF); New York City fight broadcasts with Clem McCarthy, 1938 (carried by NBC as sustaining; sponsored on eastern Blue network by Adam Hats). (Special events announcer, NBC.)
- HICKS, LOWELL P.** Musician (vibraphone, xylophone, marimba), KSL, Salt Lake City. (V) 4 years.
- HICKS, MORRIS T.** Announcer, interviewer, WIRE, Indianapolis. (L) Beu-rialt Players (stock), 1923-25.
- HIESTAND, JOHN.** Announcer. (R) Portraits in Harmony, 1936 (General Shoe Corp., NBC Blue); Hollywood in Person, 1937 (General Mills for Bisquick); Werner Janssen Orchestra, summer of 1937 (Standard Brands for Fleischmann Yeast, NBC Red); Royal Gelatin Hour, 1937-38 (Standard Brands for Royal Gelatin, NBC Red); Seein'

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## PROFESSIONAL RECORDS—Continued

- Stars, 1937-38 (Fleischmann Yeast, NBC Blue); Mickey Mouse Theater of the Air, 1938 (Pepsodent Co., NBC Red). (F) Warner Bros.; MGM. (L) Stock.
- HIGGINS, LEONARD H.** ("Len"). News editor, caster, commentator, KVI, Tacoma.
- HIGHTOWER, BILL.** Sports, special events announcer, news commentator, WFAA, Dallas. (L) Stock.
- HILL, ALICE.** Dramatic actress. (R) Betty & Bob, 1938 (General Mills for Wheaties, CBS). Currently with WGN, Chicago.
- HILL, DAVID.** Announcer, CFRN, Edmonton.
- HILL, EDWIN C.** Commentator. (R) Human Side of the News, 1933-35 (Barbasol Co., CBS); Inside Story, 1934 (Socony-Vacuum, CBS); Forum of Liberty, 1935 (Liberty Magazine, CBS); Human Side of the News, 1936 (Remington Rand Co., NBC Red); The Real Silk Program with Edwin C. Hill as the Spectator, 1936-37 (Real Silk Hosiery Mills, NBC Blue); Your News Parade, 1937-38 (American Tobacco Co., CBS). (F) Metrotone News Commentator. (Syndicated Hearst column.)
- HILL, HARRY F.** News editor, writer, KVOD, Denver.
- HILL, HOWARD J.** Musician and singer, KNEL, Brady. (V) Cowboy songs.
- HILL, J. E.** Organist, pianist, KIDO, Boise. (R) Also KTFI, Twin Falls. (L) Wrote and produced operetta, Rescue of the Princess, 1930. (V) 1938.
- HILL, JACK.** Producer, WWJ, Detroit. (R) Swingology, NBC; House Party; The Sophistic-Cats.
- HILL, JAMES H.** Writer. (R) RCA Victor musical programs for singers and orchestras. (NBC staff writer.)
- HILL, MAURICE.** Actor, KTSM, El Paso.
- HILL, WILFRED** ("Bill"). Comic songs and patter, script writer, CKWX, Vancouver. (L) Musical productions, 1913-14, 1921; Clancy Comedy Co., 1925-26; operated own stock co., 1927-29; others (f). (V) Hill & Durham, 1926; Goofy Denton & Bill Hill, 1929-31; burlesque, 1932-34.
- HILLIARD, HARRIET.** Singer, actress. (R) Baker's Broadcast, 1933-38 (Standard Brands for Fleischmann Yeast for Bread, NBC Blue). (F) RKO, Paramount (f); shorts. (L) Stock. (V) Appearances with Bert Lahr, Ken Murray and Ozzie Nelson. (Also recordings.) (Mrs. Nelson in private life).
- HILLIARD, KAY.** Script writer. (R) Party Bureau (George W. Caswell Co., CBS).
- HILLIAS, MARGARET.** Program director, actress, writer, KXBY, Kansas City. (L) Hugh Ettinger Co., 1930; stock, 1929-33 (f).
- HIMBER, RICHARD.** Orchestra leader. (R) Sparton Triolians, 1933 (Sparks Withington Co., NBC Red); Pure Oil Program, 1934 (Pure Oil, WJZ); Richard Himber and His Orchestra, 1935 (Luden's Cough Drops, NBC Red); Studebaker Champions, 1934-37 (Studebaker Sales Corp., NBC Red and Blue, CBS); Coffee Club, 1937 (nationally by Owens Illinois Glass Co., locally by Holland House Coffee, Mutual); Your Hit Parade, 1937-38 (American Tobacco for Lucky Strike Cigarettes, NBC Red, CBS); Melody Mysteries, 1937-38 (Lucky Strike Cigarettes, Mutual). (GA) Ly-sol's Hall of Fame; Magic Key of RCA; R. H. Macy's Morning Matinee. (F) Shorts. (V) Theatre appearances, dance engagements. (Recordings for RCA Victor and Brunswick.)
- HINKEL, GEORGE W.** Singer, WDRC, Hartford. (R) Also WTIC, Hartford. (V) Hinkel & Mae, 1915-33.
- HINN, MICHAEL.** Announcer, continuity writer, producer, WWNC, Asheville. (R) Also KFJM, Grand Forks; KSTP, St. Paul. (L) Behold This Dreamer, 1934; Welded, 1935 (f).
- HINTON, MAYBELLE.** Continuity writer, WBRY, Waterbury. (L) The Wren, 1933; Enter Madame, 1934; Personal Appearance, 1936.
- HIPPEE, BILL.** Assistant news editor, KSO-KRNT, Des Moines. (R) Also Iowa Broadcasting Co.
- HIRONS, TED.** Sports commentator, play-by-play announcer, WFLA, Clearwater.
- HIRSCH, BERTRAND.** Violinist (R) American Album of Familiar Music (Sterling Products, Inc., NBC Red).
- HIRSCH, GLEN.** Script writer. (R) Mickey Mouse Theatre of the Air (Pepsodent Co., NBC Red).
- HITCHMANN, BABS.** Actress, CJRC, Winnipeg. (R) Also CFRB, Toronto; Canadian Broadcasting Corp. (L).

## PROFESSIONAL RECORDS—Continued

- HITZ, ELSIE.** Dramatic actress. (R) An Evening in Paris, 1934 (Bourjois Sales Co., CBS); True Story Court of Human Relations, 1934 (Macfadden Publications, CBS); The Magic Voice, 1934 (Ex Lax, CBS); Dangerous Paradise, 1935-36 (Jergens-Woodbury Sales Corp., NBC Blue); Follow the Moon, 1937-38 (Jergens-Woodbury Sales Corp., NBC Red, 1937; Pebeco Toothpaste, CBS, 1937-38). (L) The Cat and the Canary, The Spider, Butter and Egg Man; stock.
- HIX, DON MARQ.** M.C., conductor children's programs, WBAL, Baltimore. (R) Also WTAM, Cleveland; WOR, New York. (F) Selig, American, Universal, Paramount (silent films). (L) Stock. (V) Uncle Jack; Old Skipper and His Jolly Crew. (Hearst newspaper writer.)
- HOBBS, ROY.** Entertainer, WWVA, Wheeling (V) Theatre appearances.
- HOBERG, EDWIN** ("Little Oscar"). Actor, musician, KGCX, Wolf Point. (R) Also KDLR, Devils Lake; KFJM, Grand Forks; WEBC, Duluth. (L) Big Ole Show Co., 1933-36; Rainbow Players, 1937-38; (s,f). (V) Swedish Billy Sunday act; monologues and songs.
- HODGES, RUSSELL.** Sports reporter, WIND, Gary. (R) Also WJJD, Chicago.
- HODGKINSON, BRIAN** ("Tiny") Announcer, CKY, Winnipeg. (V) Theatre appearances.
- HOEFLE, CARL.** Arranger, producer, accompanist. (R) Household Evening Hour, 1932-34 (Household Finance Corp., NBC Blue); Tom, Dick and Harry, 1934-37 (Fels Co. for Fels Naptha Soap, Mutual). (V) Tom, Dick and Harry, 3 years.
- HOEY, FRED.** Sports caster, Yankee Network, Boston (eleventh year).
- HOFF, CARL.** Orchestra leader. (R) Your Hit Parade, 1935-38 (American Tobacco Co., NBC Red, 1935-38, and CBS, Jan. to March, 1937); Watch the Fun Go By, 1937-38 (Ford Motor Co., CBS). (F) Warner Bros. (f); shorts. (L) Folie; Bergere, 1934-36. (V) Appearances with Al Pearce.
- HOFFA, PORTLAND.** Comedienne. (R) (Linit Revue, 1932 (Corn Product Co., CBS); Salad Bowl Revue, 1933 (Hellmann's Mayonnaise, NBC Red); Town Hall Tonight, 1934-38 (Bristol-Myers Co., NBC Red). (L) George White's Scandals; First Little Show; Three's a Crowd. (V) Fred Allen & Portland Hoffa; per-

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- sonal appearances. (Mrs. Fred Allen in private life.)
- HOFFMAN, HOWARD.** Actor. (R) Grand Hotel (Campana Sales Co., NBC Blue); Ma Perkins (Procter & Gamble, CBS); Jack Armstrong (General Mills, Inc., NBC Red); Romance of Helen Trent (Affiliated Products, CBS); Zenith Radio Foundation (Zenith Radio Corp., CBS); others. (F) Commercials. (L) The Farmer's Wife, Robin Hood, Bohemian Girl, Mikado. (V) Theatre engagements.
- HOFFMAN, JACK N.** Tenor, KTUL, Tulsa. (R) Also WSB, Atlanta. (L). (V).
- HOGAN, GEORGE J.** Announcer, WCAU, Philadelphia. (R) Also CBS shows for Phillips Petroleum, 1932-33; Palmolive, Fels Naptha, Spry and Knox Gelatin, 1936; Inter-City Network; WLBF (now KCKN) and WHB, Kansas City; KWK, KMOX, St. Louis; KTAT, Fort Worth; KOMA, Oklahoma City; WIND, Gary; WJJD and WBBM, Chicago; WXYZ, Detroit; KMAC, San Antonio; WEBB, Duluth, and others. (F) Shorts; Paramount News.
- HOHENGARTEN, CARL.** Orchestra leader. (R) Double Everything, Poetic Melodies and Just Entertainment, 1936-38 (all sponsored by William Wrigley, Jr., Co., CBS).
- HOLBROOK, JOHN.** Announcer. (R) Tommy Dorsey and His Orchestra (Brown & Williamson Tobacco Co., NBC Blue).
- HOLDEN, BRICK.** Actor. (R) Just Between Us (Rabin Cosmetic Co., Mutual).
- HOLDEN, JACK H.** Announcer, actor, writer. (R) National Barn Dance, 1933-38 (Miles Laboratories for Alka-Seltzer, NBC Blue); Uncle Ezra, 1934-38 (Alka-Seltzer, NBC Red); Tom Mix and His Ralston Straight Shooters, 1937-38 (Ralston Purina Co., NBC Blue); Public Hero No. 1, 1937-38 (Falstaff Brewing Co., NBC Red). (Formerly staff announcer WLS, Chicago, 5 years; currently member of writing and production firm, Wamboldt & Holden.)
- HOLDEN, JOHN.** Actor, writer, producer, director, CJRC, Winnipeg. (R) Also CFRB, Toronto; Canadian Broadcasting Corp. (L).
- HOLDER, BRUCE E.** Musician, CHSJ, St. John. (R) Also Canadian Broadcasting Corp.
- HOLLAND, BERT.** Actor, KSFO, San Francisco.
- HOLLAND, JOHN W.** Religious programs, WLS, Chicago. (V) Theatre appearances.
- HOLLAND, TOM.** Dramatic readings, KSFO, San Francisco. (R) Also KFRC, San Francisco. (L) San Francisco Opera.
- HOLLISTER, LEN D.** Writer. (LS) WOR, New York, including Red Star Rangers R. H. Macy, 1937-38; The Hollisters (sustaining, 1937-38).
- HOLLIWAY, HARRISON.** General program manager, KFI-KECA, Los Angeles. (R) Also CBS and Don Lee Programs, as announcer and M.C., for Golden State Milk Co., Lipton's Tea, Shell Oil, Tide-water Oil and others, 1926-35.
- HOLLY, L. deB.** Announcer, dramatic actor, CHSJ, St. John.
- HOLMES, FLOYD ("Salty").** Comedian, musician, WLS, Chicago. (R) Also NBC, 1936. (L) Stock, 1927-28. (V) Odis & Holmes, 1929; WLS Barn Dance, 1932-38.
- HOLMES, MARGARET.** Commentator, women's programs, WJAX, Jacksonville.
- HOLPER, ANNETTE.** Concert violinist, KTAR, Phoenix.
- HOLTZ, LOU.** Comedian. (R) The Monday Night Show, 1938 (Brewers Radio Show Association, CBS); also for Chesterfield (CBS), 1932-33. (F) Vitaphone shorts. (L) Earl Carroll; Dancing Girl; Tell Me More; Manhattan Mary; You Said It; others. (V) Many years.
- HOOD, MARGERIE.** Speaker, WMBC, Detroit.
- HOOK, HENRY B.** Announcer, special events, KGLO, Wichita Falls.
- HOOVER, HIRAM.** Actor (leads, heavies, characters), Federal Theatre Radio Division. (F) M-G-M, Universal, others (f); shorts. (L) Stock, repertory companies.
- HOPE, BOB.** Comedian, M.C. (R) Atlantic Family (Atlantic Refining Co., CBS); Rippling Rhythm Revue (Jergens-Woodbury Sales Corp., NBC Blue); Music from Hollywood (Liggett & Myers Tobacco Co., CBS). (F) Paramount. (L) Sidewalks of New York, 1927; Ballyhoo, 1932; Roberta, 1933; Say When, 1934; Follies, 1935; Red, Hot and Blue, 1936; others. (V) 1929-32.
- HOPKINS, BOBBY.** Juvenile actor, WKZO, Kalamazoo.
- HOPKINS, HAZEL BECK.** Script writer. WDAF, Kansas City. (R) Also WMAQ and WGN, Chicago.

## PROFESSIONAL RECORDS—Continued

- HOPKINS, JETTABEE ANN.** Script writer, dramatic actress, WOW, Omaha. (R) Also KFAB, Lincoln. (L) Stock, 5 years (s). (V) Theatre appearances.
- HORCH, GENE.** Musician and singer, WMT, Cedar Rapids. (V).
- HORNADAY, WALLER.** Writer, singer, announcer, actor, WTMV, St. Louis.
- HOSMER, DAN.** Actor, writer. (R) National Barn Dance, 1935-38 (Miles Laboratories, NBC Blue); Little Orphan Annie, 1937 (Wander Co. for Ovaltine, NBC Red); Court of Missing Heirs, 1937-38 (Skelly Oil Co., CBS); Jenny Peabody, 1937-38 (F. & F. Laboratories, CBS); Betty & Bob, 1937-38 (General Mills, CBS); Judy & Jane, 1937-38 (Folger's Coffee, transcriptions). (LS) 1935-38, WLS, Chicago (Purina Mills, Penn Tobacco, Olson Rug Co., Congoin). (F) Pike's Peak Film Co., Pike's Peak Photoplay Co., Great Divide Studios (f, silent pictures). (L) Hart Players and Texas Grand Stock, Tabor Gaiety (s,f). (V) Zeke the Pullman Porter, 2 seasons. (Currently staff continuity writer, WLS).
- HOSS, DAVE.** Announcer, KGW-KEX, Portland.
- HOUCHENS, BUCK.** Musician, WNOX, Knoxville. (V) Theatre appearances.
- HOUE, EILEEN.** Commentator on women's programs, CHNC, New Carlisle.
- HOUSER, FLOYD.** Entertainer, WWVA, Wheeling.
- HOUSH, MERLE R.** Announcer, character actor, musician, writer, comedian, WLS, Chicago. (R) Also WJJD and WBBM, Chicago; KSO and WHO, Des Moines; WBT, Charlotte; KMOX and WIL, St. Louis; WIBW, Topeka; WGAR, Cleveland; WHIO, Dayton. (V) Hiram & Henry; Buddy, Zey and Otto; Henry Hornsbuckle; Hexin Merryman.
- HOUSTON, EDDIE.** Producer, orchestra leader, CJRC, Winnipeg. (R) Also CKCL, Toronto. (V) Stage bands.
- HOUSTON, ELIZABETH.** Singer. (R) Hymns of All Churches, 1936-38 (General Mills, Inc., CBS).
- HOWARD, DAVID B.** Writer. (R) Sustaining network shows: American School of the Air, 3 years, CBS; Peter Absolute, NBC Red; Scripts for Dramatic Guild, CBS; The New World, NBC Red.
- HOWARD, EUNICE.** Actress (leads, in-

# MAE MURRAY

## 32 Weeks - WMCA

### - 1938 -

## PROFESSIONAL RECORDS—Continued

- genues, character). (R) Elmer Everett Yess, 1934 (Plymouth Motor Co., CBS); Music at the Haydns, 1935 (Colgate-Palmolive-Peet, NBC Red); Hello Peggy, 1936-38 (Drackett Co. for Drano and Windex, NBC Red); Pepper Young's Family, 1937 (Procter & Gamble for Camay Soap, NBC Blue); others. (F) Shorts. (L) Manhattan Theatre Colony; Christopher Morley's production of As You Like It; After Dark; The Black Crook; understudy with Theatre Guild.
- HOWARD, FRED.** Actor, singer, songwriter. (R) Betty Crocker, 1937-38 (General Mills, CBS); Bachelor's Children, 1937-38 (Cudahy Packing Co. for Old Dutch Cleanser, CBS); Oxydol's Own Ma Perkins, 1938 (Procter & Gamble, CBS and NBC Red); Kitty Keene, 1938 (Procter & Gamble for Dreft, CBS). (L) Dramatic stock, 1921-30 (s). (V) 1928-29. (Has also been associated with stations KFI, KFWB, KMPC, KHJ, KMTR, KNX, Los Angeles; KPO, KGO, KFRC, San Francisco; WGN, WBBM, WMAQ, WLS, Chicago, and the Iowa Network).
- HOWARD, JOHN TASKER.** Writer. (R) The Voice of America, 1933-34 (Underwood Elliott-Fisher, CBS); also various sustaining shows, including Our American Music (NBC Blue, 1932-33); America in Music (NBC Red, 1934-35); Whither, America (NBC Blue, 1937).
- HOWARD, TOM.** Comedian. (R) Sunday Night Party (Sealtest, Inc., NBC Red); numerous others (with George Shelton, q.v.). (R) Shorts (Columbia, Paramount, Educational), 1932-36. (L) Greenwich Village Follies, 1926-30; Rain or Shine, 1931; Ziegfeld's Smiles, 1932; Gang's All Here, 1933. (F) Educational (shorts). (V) Tom Howard & Co., 1920; Howard & Shelton, 1937.
- HOWE, ELEANOR.** Home economics consultant. (R) Homemakers' Exchange, 1936-38 (National Ice Advertising, CBS, 1936-37; NBC Red, 1937-38).
- HOWE, JAMES L.** Producer, WLVA, Lynchburg.
- HOWE, LOUISE H.** Actress, dramatic director, KSL, Salt Lake City.
- HOWELL, CLIF.** Announcer, producer, KNX, Los Angeles. (F) Shorts (narrator, voice work).
- HOWLAND, HARRY I.** Musician, KFXM, San Bernardino. (R) Also WOW, WAAW, Omaha; KOIL, Council Bluffs; KNX, KMTR, KFI and KFWB, Los Angeles; others. (V) Night club appearances.
- HOYT, CLEO.** Singer, KFEQ, St. Joseph. (R) Also KFAB, Omaha; KMA, Shenandoah; WHO, Des Moines; WGY, Schenectady; KMMJ, Clay Center. (V) Faye & Cleo.
- HUARD, ROLLAND.** Lyric baritone, CHRC, Quebec.
- HUBBARD, IRENE.** Character actress. (R) Maxwell House Show Boat (General Foods Corp., NBC Red); Log Cabin Dude Ranch (General Foods Corp., NBC Blue); Home, Sweet Home (Procter & Gamble, NBC Red and Blue); Sunday Night Party (Sealtest, Inc., NBC Red); Hilltop House (Colgate - Palmolive - Peet Co., CBS); John's Other Wife (Affiliated Products, Inc., NBC Red); Our Gal Sunday (American Home Products Corp., CBS). (L) Madame X, Meet the Wife; stock.
- HUBBARD, THELMA.** Actress. (R) One Man's Family (Standard Brands, Inc., NBC Red); Hollywood Hotel (Campbell Soup Co., CBS); Burns & Allen (Campbell Soup Co., CBS); Mickey Mouse Theatre of the Air (Pepsodent Co., NBC Red). (L) Connecticut Yankee, Twinkle Twinkle; stock.
- HUBBELL, RICHARD.** Announcer, producer. (R) Producer of Fun in Swingtime, 1937 (Admiracion Shampoo, Mutual); Arnold Johnson, 1937 (Feenamint, Mutual). (LS) Announcer of programs for Hammond Organ Co., 1937; Herbert Tareyton Cigarettes and Book of the Month Club, 1938 (WQXR, New York). (Actor and writer, WNBC, New Britain and WTIC, Hartford, Conn., 1936; actor, WABC, New York, 1936-37; currently associated with WQXR, New York). (F) Shorts. (L) Stock, 1936 (f).
- HUEBNER, ETHEL.** Organist, pianist, WSAU, Wausau.
- HUFFINGTON, B. WALTER.** Writer, commentator, special features, WPTF, Raleigh.
- HUGHES, ALICE.** Commentator (fashion and beauty news). (R) Hecker's Information Service, 1937-38 (Hecker Products, Mutual). (Fashion columnist, New York Journal and King Features Syndicate.)
- HUGHES, ARTHUR.** Actor. (R) Just Plain Bill & Nancy (American Home Products Corp., NBC Red).
- HUGHES, JACKIE.** Singer, M.C., WTAM, Cleveland. (R) Also Mutual. (F) 20th Century-Fox (f); shorts. (L) Great Scott, 1933 (s). (V) Theatre appearances.

## PROFESSIONAL RECORDS—Continued

- HUGHES, JOHN B.** News commentator, KFRC, San Francisco. (R) Also Mutual-Don Lee Network. (L) Dramatic stock, 10 years.
- HUGHES, LYSBETH.** Singer, harpist. (R) Horace Heidt's Brigadiers, 1935-38 (Stewart Warner Corp., CBS, 1935-37, NBC Blue, 1937-38).
- HUGHES, RUSH.** Commentator. (R) Hughesreel, 1938 (Borden Co., NBC Red).
- HUGHES, RUSSELL S.** Writer, producer, KFWB, Los Angeles. (R) Also writer of WLW, Cincinnati, and Mutual Broadcasting System programs, including Famous Jury Trials (Mennen Co.), Kenrad Unsolved Mysteries (Kenrad Corp.), Smoke Dreams (La Fendrich Cigars), Pennant Flying Colors (Pennant Syrup Co.), 1934-36.
- HUGO, SIMON.** Script writer, WICC, Bridgeport. (R) Also Colonial Network.
- HULICK, BUDD.** M.C., comedian. (R) Tastyeast Gloomchasers, 1931 (Tastyeast, CBS); Ivory Soap Program, 1932 (Procter & Gamble, CBS); Pontiac Program, 1932-34 (General Motors Corp., CBS); Camel Caravan, 1934 (R. J. Reynolds Tobacco Co., CBS); The Gulf Program, 1934 (Gulf Refining Co., CBS and NBC Red); Ford Program, 1935 (Ford Motor Co., CBS); Town Hall Tonight, 1936 (Bristol-Myers Co., NBC Red); The Minute Men, 1936-37 (Minute Tapioca, NBC Blue); Johnny Presents, What's My Name? 1938 (Philip Morris Co., Ltd., Mutual). (GA) Rudy Vallee Program, RCA Magic Key, Maxwell House Show Boat, others. (Note: All programs except Philip Morris were as team of "Stoopnagle and Budd"—F. Chase Taylor and Budd Hulick). (V) Stoopnagle & Budd.
- HULL, HARWOOD, JR.** Director radio activities, Alabama Extension Service, WAPI, Birmingham.
- HULL, SPAHR.** Reader, narrator, dramatic actor, KDKA, Pittsburgh. (R) Also WCAE, Pittsburgh. (L).
- HULL, WARREN.** Actor, M.C. (R) Your Hit Parade, 1935 (American Tobacco for Lucky Strike Cigarettes, CBS); Vick's Open House, 1935 (Vick Chemical Co., CBS); The Gibson Family, 1935 (Procter & Gamble for Ivory Soap, NBC Red); Maxwell House Show Boat, 1937 (General Foods for Maxwell House Coffee, NBC Red); Log Cabin Jamboree, 1937-38 (General Foods for Log Cabin Syrup, NBC Red). (F) Warner Bros.

# CLARENCE MUSE



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## PROFESSIONAL RECORDS—Continued

- (f); educational shorts. (L) Productions by the Shuberts, Morris Green, Schwab & Mandel (f).
- HUME, H. M.** Singer, WFAA, Dallas.
- HUMMERT, ANNE.** Script supervisor. (R) In collaboration with Frank Hummert; American Album of Familiar Music (Sterling Products, Inc., NBC Red); Broadway Merry-Go-Round (Sterling Products, Inc., NBC Blue); Backstage Wife (Sterling Products, Inc., NBC Red); Five Star Jones (Procter & Gamble, NBC Blue); Hammerstein Music Hall (American Home Products Corp., CBS); How to Be Charming (Sterling Products Corp., NBC Red); Little Orphan Annie (Wander Co., NBC Red); Ma Perkins (Procter & Gamble, NBC Red). (Vice-president, Blackett-Sample-Hummert, Inc.)
- HUMMERT, FRANK.** Script supervisor. (R) In collaboration with Anne Hummert; American Album of Familiar Music (Sterling Products, Inc., NBC Red); Broadway Merry-Go-Round (Sterling Products, Inc., NBC Blue); Backstage Wife (Sterling Products, Inc., NBC Red); Five Star Jones (Procter & Gamble, NBC Blue); Hammerstein Music Hall (American Home Products Corp., CBS); How to Be Charming (Sterling Products Corp., NBC Red); Little Orphan Annie (Wander Co., NBC Red); Ma Perkins (Procter & Gamble, NBC Red). (Vice-president, Blackett-Sample-Hummert, Inc.)
- HUMPHREY, EDDIE.** Special events announcer, WKRC, Cincinnati. (R) Also WHIO, Dayton; Michigan Radio Network. (L) Gifford-Robertson Players, 1929-30.
- HUMPHREY, HARRY ("The Old Ranger").** Actor. (R) Ma & Pa (Atlantic Refining Co., CBS); Death Valley Days (Pacific Coast Borax Co., NBC Blue).
- HUMPHREY, JOHN.** Pianist, black-face comedian, WFAM-WSBT, South Bend. (V) Theatre appearances.
- HUMPHREY, KENNETH A.** M.C., comedian (black face), WFAM-WSBT, South Bend. (V) Theatre appearances.
- HUNT, CARL.** Musician (violin, saxophone, clarinet), WLS, Chicago. (V).
- HUNT, FRAZIER.** News commentator, writer. (R) Dr. Allan Roy Dafoe (Lehn & Fink, CBS); also substituted for Gabriel Heatter for three weeks, 1938; other shows, not current. (Newspaper and magazine feature writer.)
- HUNT, MARIE.** Character actress, comedienne, Federal Theatre Radio Division. (R) WABC, WOR and WHN, New York. (F) Paramount, Warner Bros.; shorts. (L) Productions by the Shuberts, Erlanger, Al Woods, Arthur Hammerstein and others. (V) Ann's Ancestors, Lombardi, Ltd.; others.
- HUNTER, FRED (Hirsch).** Writer, announcer, WTMV, East St. Louis. (L) The Play's the Thing, 1932; Reunion in Vienna, 1932; Lysistrata, 1932.
- HUNTER, HENRY.** Actor. (R) First Nighter, 1937 (Campana Sales, NBC Red); Hollywood Hotel, 1937 (Campbell Soup Co., CBS); Welch Present Irene Rich, 1937-38 (Welch Grape Juice, NBC Blue); others, not current. (F) Universal (f). (L) Productions by Eva Le Gallienne, Charles Hopkins, Theatre Guild, Winthrop Ames.
- HUNTER, HOWARD.** Musician (saxophone, clarinet), WHIO, Dayton. (V) Pit musician.
- HUNTINGDON, HOPE.** Singer. (R) Hollywood Sunshine Girls (Skol Products, Mutual).
- HURLBURT, ANNE.** Actress, WTIC, Hartford.
- HURLEIGH, BOB.** News editor, newscaster, WFBR, Baltimore. (F) Shorts.
- HURLEY, JOHN J.** Announcer, WRC-WMAL, Washington.
- HURT, CHICK.** Musician (banjo, mandolin), WLS, Chicago. (V) Prairie Ramblers, 5 years; theatre appearances.
- HURTA, CHARLES.** Violinist, WHAS, Louisville.
- HUSBANDS, MARTY.** Actor, KSL, Salt Lake City. (L) Stock, 2 years.
- HUSING, TED.** Announcer, sportscaster. (R) Walter O'Keefe's Camel Caravan (R. J. Reynolds Tobacco Co., CBS); Eddie Cantor (Lehn & Fink for Pebeco, CBS); Mennen Program (Mennen Co., CBS); Sportcast (Atlantic Refining Co., CBS); Buick Presents (General Motors Corp., CBS); The Monday Night Show (The Brewers Radio Show Association, CBS); Inside Stuff by Ted Husing (Southern Dairies, Inc., CBS); also World Series broadcasts (Ford Motor Co.); many sportscasts. (F) Shorts, newsreels.
- HUTCHESON, JERRY.** Musician, KSFO,

**PROFESSIONAL RECORDS—Continued**

San Francisco. (R) Also KLX, Oakland; KMPC, Beverly Hills; KEHE, Los Angeles. (V) Theatre appearances.

**HUTSELL, ROBERT.** Orchestra leader, WHAS, Louisville.

**HYMES, JACK.** Actor, KTSM, El Paso.

**I**

**IBBETT, F. G.** Producer. (R) Hollywood Hotel (Campbell Soup Co., CBS).

**IDELSON, BILLY.** Actor. (R) Vic & Sade, 1932-38 (Procter & Gamble for Crisco, NBC Red and Blue).

**IGO, BERT.** Producer, KWK, St. Louis. (L) Cyrano de Bergerac, 1932; Americana, 1932; Bitter Sweet, 1933; Nina Rosa, 1933; others.

**INCH, MERRILL.** Continuity director, KOH, Reno. (R) Also WOMT, Manitowoc; WHBL, Sheboygan.

**INGALLS, JAMES E.** Singer, yodeler, guitarist, WDRC, Hartford.

**INGERSOLL, CHARLES H.** Speaker, lecturer, WOV, New York. (R) Also WCNW, WWRL, WLTH, WBIL, New York; WFAS, White Plains; WPEN and WDAS, Philadelphia; WTNJ, Trenton. (President, National Tax Relief Association.)

**INGLIS, CHARLES.** Producer, sports announcer, KLZ, Denver.

**INGSTAD, ROBERT E.** Announcer, KOVC, Valley City.

**IREY, ROBERT O.** Musician, KSFO, San Francisco.

**IRVINE, DOROTHY.** Director women's activities, KHQ-KGA, Spokane.

**IRWIN, PHILIP.** Announcer, KGW-KEX, Portland. (L) The Drunkard and others; Ned Lynch Players, 1933-34 (s). (V) M.C., auto shows, sports carnivals.

**ITURBI, JOSE.** Pianist, conductor. (R) Ford Sunday Evening Hour (Ford Motor Co., CBS). (GA) Chesterfield Presents, Oct. 6, 1937 (Liggett & Myers Tobacco Co., CBS); Kraft Music Hall, June 17, 1937, July 15, 1937, Dec. 30, 1937 (Kraft-Phenix Cheese Corp., NBC Red). Victor recording artist.



# Raymond Paige

Musical Director  
HOLLYWOOD HOTEL  
CBS  
PACKARD MARDI GRAS  
NBC

**PICTURES 1937-38**  
"HOLLYWOOD HOTEL"  
(WARNERS)  
"HAWAII CALLS"  
(SOL LESSER—RKO)

## PROFESSIONAL RECORDS—Continued

- IULA, ROBERT P.** Orchestra conductor, WBAL, Baltimore. Conductor of symphony orchestras, 1926-38.
- IVANS, ELAINE.** Mistress of ceremonies, actress, announcer. (R) Majestic Hour, (Majestic Radio Co., CBS); Henry & George (Consolidated Cigar Corp., CBS); Eno Crime Club (H. F. Ritchie Co., CBS); True Story (Macfadden Publications, Inc., CBS); Little House of America, 1935 (Better Homes of America, Inc., CBS); others, including Sunday Morning at Aunt Susan's, 1931-38 (CBS sustaining). (F) 1913-16 (Biograph, Vitagraph, Fox, Pathe, Gaumont, Metro, others) (f). (L) Oliver Moros Co., Edgar Selwyn, Shubert, others. (V) Lewis & Gordon, 1923-24; Wellington Cross; Mann Holmer & Nicholas Joy.
- IVES, ELLA MAE.** Home economist, WCOL, Columbus. (R) Also WBNS, Columbus, and other stations.
- IVES, RUTH.** Announcer, actress, pianist, WFIL, Philadelphia. (R) Also WNBC, Binghamton.

## J

- JACKOBSON, L. E.** Producer. (R) Poetic Melodies, 1937 (Wm. Wrigley, Jr., Co., CBS); Zenith Radio Foundation, 1937-38 (Zenith Radio Corp., CBS); Matinee Melodies, 1938 (Varady of Vienna, Mutual). (LS) WGN, Chicago.
- JACKSON, CALVIN.** Announcer, M.C., musician, WCAU, Philadelphia. (R) Also WEEU, Reading.
- JACKSON, CONEY.** Singer, KFPY, Spokane. (V) Theatre appearances.
- JACKSON, DALE.** Script writer. (R) Pick & Pat, 1938 (U. S. Tobacco Co., CBS).
- JACKSON, GLENN.** Announcer, WHIO, Dayton.
- JACKSON, HELEN.** Singer. (R) Johnny Presents, 1937 (Philip Morris & Co., NBC Red, CBS); Chesterfield Program, 1936-37 (CBS); Heinz Magazine of the Air, 1937 (H. J. Heinz Co., CBS). (LS) WMCA, WEAF, New York City. (F) Shorts. (L) Earl Carroll's Sketch Book, 1935.
- JACKY, FRED.** Choir conductor. (R) Hymns of All Churches (General Mills, Inc., CBS).
- JACOBS, EDGAR.** Assistant production manager, WNEW, New York. (R) Also WNBC, Boston; WTIC, Hartford, and WFBL, Syracuse, as announcer and producer.
- JACOBS, RICHARD.** Musician, CFRN, Edmonton. (V) Theatre appearances.
- JAEGER, JOHN B.** Announcer. (R) Johnny Presents, 5 months in 1937 (Philip Morris & Co., CBS). (LS) Football reporter, 1937 (Shell Oil, WNEW, New York). Chief announcer, WNEW.
- JAGER, FELIX.** Script writer. (R) True Detective Mysteries (Lambert Pharmacal Co., Mutual).
- JAMES, HUGH.** Announcer. (R) Lowell Thomas, 1937-38 (Sunoco, NBC Blue); Terry and The Pirates, 1938 (Bowey's, Inc., for Dari Rich, NBC Red); Cheer Up, America, 1938 (Mennen Co., NBC Red). (LS) WEAF, WJZ, New York, 1938. (F) Shorts. (NBC staff announcer.)
- JAMISON, ANN.** Soprano. (R) Palmolive Beauty Box, 1934 (Colgate-Palmolive-Peet for Palmolive Soap, NBC Red); The Pause That Refreshes, 1934 (Coca-Cola, NBC Red); Hollywood Hotel, 1935-38 (Campbell Soup Co., CBS). (LS) Canadian programs. (L) Operettas in Canada. (V) Theatre appearances in Canada and the U. S.
- JANES, ART.** See Maple City Four.
- JANETZKE, REINOLD W.** Announcer. (R) The Lutheran Hour, seasonally since 1935 (Lutheran Laymen's League, Mutual); The Laymen's Hour, 1935-38 (Lutheran Laymen's League of Greater St. Louis, KFUP, St. Louis).
- JANIS, HAL.** Sports editor, WMCA, New York.
- JARVIS, STAR & SUNSHINE.** Hillbilly entertainers, WDAY, Fargo. (V) Sister Act, 1932-33; European tour with Rudy Sten & His Cowboys, 1937.
- JEDLICK, VERA, E.** Continuity writer, KIRO, Seattle.
- JEFFERIES, JAMES J., M. C.,** actor, WFAA, Dallas. (R) Also Dixie Network. (F) Shorts. (V) Theatre appearances.
- JELLISON, ROBERT.** Actor. (R) The First Nighter, 1938 (Campana Sales for Italian Balm, NBC Red); Grand Hotel,

PROFESSIONAL RECORDS—Continued

1938 (Campana Sales for Dreskin, NBC Blue); A Tale of Today, 1938 (Princess Pat, Ltd., NBC Red); Stepmother, 1938 (Colgate-Palmolive-Peet, CBS); Lucky Girl, 1938 (Minit Rub, Mutual); others.

**JEMAIL, JAMES.** Inquiring reporter, WHN, New York. (R) Also WMCA and WOR, New York. (F) Columbia Pictures. (Daily News' Inquiring Reporter for 17 years.)

**JENKINS, RON.** Announcer, WSOC, Charlotte. (R) Also WBT, Charlotte; WTAM, Cleveland; WQAM, Miami. (V) Ross Hall & His Royal Arcadians, 1925-29.

**JENNINGS, GEORGE.** Program director, KVI, Tacoma. (R) Also producer, actor, NBC Red programs; educational department, NBC, New York; KOAC, Corvallis; KOIN and KGW, Portland; KOL, KJR and KOMO, Seattle; others. (L) Travers Repertory Players (stage manager, assistant director); Cleveland Playhouse.

**JENSEN, EILEEN** (Winnie, Lou & Sally Trio). Singer, WLS, Chicago. (R) Also Alka-Seltzer program, NBC, 1933; WBBM, Chicago. (V) WLS Barn Dance Show, 1933-38.

**JENSEN, HELEN** (Winnie, Lou & Sally Trio). Singer, WLS, Chicago. (R) Also Alka-Seltzer program, NBC, 1933; WBBM, Chicago. (V) WLS Barn Dance Show.

**JEPSON, HELEN.** Operatic soprano. (R) General Motors Concerts, Oct. to Dec., 1937 (General Motors Corp., NBC Blue). (GA) Lux Radio Theatre (Lever Bros., CBS); Kraft Music Hall (Kraft-Phenix Cheese Corp., NBC Red). (F) Samuel Goldwyn (f).

**JERITZA, MARIA.** Singer. (R) General Motors Concerts (General Motors Corp., NBC Blue). (Opera and concert star.)

**JEROME, EDWIN.** Character actor. (R) March of Time, 1934-38 (various sponsors, currently sponsored by Servel, Inc., NBC Blue); Cavalcade of America, 1934-38 (E. I. du Pont de Nemours, CBS). (LS) WJZ, New York. (F) Columbia; shorts. (L) Productions by Belasco, Jed Harris, Max Gordon (s, f). (V) 1922-30; Thank You Doctor, Lots & Lots of It, and Troubles (with Irene Rich, 1921).

**JESKE, FRED L. M. C.,** singer, musician, producer, WSYR, Syracuse. (R) Also WGST, WSB, Atlanta; WHO, Des Moines; WGN, Chicago. (V) Theatre appearances.

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## PROFESSIONAL RECORDS—Continued

- JESSEL, GEORGE.** Actor, producer, writer. (R) Thirty Minutes in Hollywood, 1937-38 (regional sponsorship, Mutual). (F) Actor and producer, Universal, Warner Bros., First National, M-G-M (s). (L) Jazz Singer, War Song, Joseph, 3 Winter Garden shows, Sweet and Low (s). (V) 30 years. (Writer of many songs.)
- JOACHIM, M. H. H.** Playwright, producer. (R) Vignettes in Symphony, 1929-30 (Cadillac Motor Car Co., CBS Pacific Coast Network); Omar the Mystic, 1932 (Purity Bakeries Corp., Mutual); Your Unseen Friend, 1936-38 (Beneficial Management Corp., CBS). (Author, lecturer.)
- JOBIN, PHIL.** Accordionist. CHRC, Quebec.
- JOHNNY.** See Johnny Roventini.
- JOHNS, JOHN.** Dramatic actor, KDKA, Pittsburgh. (L) He, 1933-34; The Mask & The Face, 1934-35; Invitation to a Murder, Olympia, 1936-37; Streets of New York, 1937-38; Alice in Wonderland; Snow White & Seven Dwarfs (s,f).
- JOHNSON, ALMA.** Blues singer, CJRC, Winnipeg.
- JOHNSON, BESS.** Actress, announcer. (R) Lady Esther of the Lady Esther Serenade, 1931-37 (Lady Esther, Ltd., NBC Red, CBS); Today's Children, 1932-37 (Pillsbury Flour Mills, NBC Red); Hill-top House, since Nov. 1. 1937 (Colgate-Palmolive-Peet, CBS). (Also producer, writer, advertising agency executive, writer.)
- JOHNSON, GEORGE.** Violinist. KVI, Tacoma.
- JOHNSON, GLADYS LEE.** Violinist, KGW-KEX, Portland. Also member of Portland Symphony Orchestra.
- JOHNSON, HAL.** Sports commentator, WAPI, Birmingham.
- JOHNSON, HAZEL.** Singer, pianist, KFYZ, Bismarck. (V).
- JOHNSON, HEZZY.** Accordionist. KSFO, San Francisco. (V) Theatre appearances.
- JOHNSON, PARKS.** Interviewer. (R) Vox Pop, 1935 (Standard Brands, NBC Blue); Vox Pop, 1935-38 (Cummer Products for Molle Shaving Cream, NBC Red); Radio Newsreel, 1937-38 (Cummer Products for Engeline, NBC Red). (Frequently teamed with Wallace Butterworth). (LS) KTRH, Houston, 1932-35. (F) Paramount, 1938 (voice work).
- JOHNSON, RALPH.** Dramatic actor, WHJB, Greensburg.
- JOHNSON, RAYMOND.** Actor. (R) A Tale of Today, 1936-38 (Princess Pat, Ltd., NBC RED); Girl Alone, 1936-38 (Kellogg Co., NBC Red); Today's Children, 1936-38 (Pillsbury Flour Mills, NBC Red); Grand Hotel and The First Nighter, 1936-38 (Campana Sales, NBC Blue, NBC Red); Guiding Light, 1937-38 (Procter & Gamble, NBC Red). (L) Lady Windermere's Fan, 1931; Pygmalion, 1932; Three Sisters, 1932; Macbeth, 1933; At Mrs. Beams, 1933; There's Always Juliet (road), 1935; Hay Fever (road), 1935 (s).
- JOHNSON, RICHARD H.** Musician. KGAR, Tucson. (R) Also WMBD, Peoria; WDZ, Tuscolo. (V) Theatre organist.
- JOHNSON, SAMUEL L.** Comedian (straight), singer, continuity writer, musician, WNOX, Knoxville. (R) Also WKRC, Cincinnati; WHAS, Louisville. (V) Monk & Sam, over 10 years.
- JOHNSON, WALTER H.** Sports announcer, WIBM, Jackson.
- JOHNSTON, CLINT.** Announcer. WFIL, Philadelphia.
- JOHNSTON, EDDIE.** Musician, WWVA, Wheeling.
- JOHNSTON, RUSS.** Writer, producer, KNX, Los Angeles. (R) Also William Wrigley, Jr., Co. program, CBS; Great Northern Railway program, NBC (not current). (F) Shorts (narrator).
- JOHNSTONE, BILL.** Actor. (R) Big Sister (Lever Bros. Co., CBS); Gang Busters (Colgate-Palmolive-Peet Co., CBS); There Was a Woman (Glass Container Association of America, NBC Blue); others. (F) March of Time. (L) Stock.
- JOHNSTONE, JACK.** Script writer. (R) Johnny Presents (Philip Morris & Co., CBS).
- JOLLY GILLETTE.** See Eileen Barton.
- JOLSON, AL.** Singer, comedian, actor, m.c. (R) Chevrolet, 1933; Shell Chateau, 1935-36 (Shell Union Oil Corp., NBC Red); Rinso Program Starring Al Jolson, 1936-38 (Lever Bros. Co., CBS). (F) Warner Bros., United Artists, First National; starred in "The Jazz Singer"; the first all-talking picture. (L) The Whirl of Society, 1912; The Honeymoon Express, 1913; Big Boy, 1925; Wonder Bar, 1931. (V) 1906-11.
- JONES, ARTHUR T.** Announcer, singer, actor, writer, WEW, St. Louis. (R) Also NBC programs, 1929; WIND, Gary; KWK, St. Louis; WKBB, Dubuque.

PROFESSIONAL RECORDS—Continued

- JONES, DORIS.** Reader, writer, actress, KSL, Salt Lake City.
- JONES, DOROTHY RAE.** Actress, WFAA, Dallas.
- JONES, GENEVA.** Singer, guitarist KGFF, Shawnee. (R) Also KADA, Ada. (V) Theatre appearances.
- JONES, GINGER.** Actress. (R) Jenny Peabody (F & F Laboratories, Inc., CBS).
- JONES, MAXINE.** Organist, WFLA, Clearwater.
- JONES, MILDRED A.** Actress commentator (women's programs), WFAA, Dallas. (L) Little Theatre productions.
- JONES, MILDRED E.** Singer, pianist, WGPC, Albany.
- JONES, PAUL M.** Singer, pianist, announcer, WFLA, Clearwater.
- JONES, TOM.** Producer, writer, announcer, KYA, San Francisco. (R) Also network sustaining programs, NBC, CBS, California Radio System.
- JONES, VIRGINIA.** Pianist, singer, KCMO, Kansas City. (R) Also WDAF, Kansas City.
- JONES, WILLARD.** Musician, arranger, WMBG, Richmond. (V) Theatre appearances.
- JORDAN, AARON.** Singer, KFRU, Columbia. (R) Also KMOX, St. Louis. (V) Ozark Mountaineers, 4 years.
- JORDAN, CONSTANCE.** Concert cellist, KHQ-KGA, Spokane. (L) Concert work.
- JORDAN, JAMES E.** See Fibber McGee & Molly.
- JORDAN, MARION.** See Fibber McGee & Molly.
- JOSLYN, HENRY.** Announcer, KPDN, Pampa. (L) Orphan Nell, 1937 (f).
- JOSTYN, JAY.** Actor (leads, characters). (R) Famous Actors' Guild Presents Second Husband, 1937 (Sterling Products for Bayer Aspirin, CBS); Hilltop House, 1937 (Colgate-Palmolive-Peet for Palmolive Soap, CBS); Our Gal Sunday, 1937-38 (American Home Products for Anacin and Kolynos, CBS); The Life of Mary Sothorn, 1937-38 (Lehn & Fink for Hind's Honey & Almond Cream, CBS). (L) Stock and productions, 8 years.
- JOY, JACK.** Program director, KHJ, Los Angeles. (R) Also KFWB, Los Angeles.

# JOHN RAPP

SCRIPTS:

TEXACO TOWN

CAMEL CARAVAN

SECOND YEAR WRITING FOR

# EDDIE CANTOR

—AND THANKS

## PROFESSIONAL RECORDS—Continued

- JOY, RICHARD.** Announcer, producer. (R) News Thru a Woman's Eyes, 1937 (Pontiac Motors, CBS); Good Afternoon, Neighbors, 1937 (Durkee Famous Foods, CBS); The Newlyweds, 1937 (Listerine, CBS); My Secret Ambition, 1938 (Durkee Famous Foods, CBS); also local shows in present capacity as staff member of KNX, Los Angeles.
- JULIAN, JOSEPH.** Actor. (R) Life of Mary Sothern, 1936-38 (Lehn & Fink for Hind's Honey & Almond Cream, CBS); Myrt & Marge, 1937-38 (Colgate-Palmolive-Peet for Concentrated Super Suds, CBS); True Story Court of Human Relations, 1938 (Macfadden Publications, NBC Red); On Broadway, 1938 (General Foods for Diamond Crystal Shaker Salt, NBC, Blue). (L) Judgment Day (Elmer Rice), 1935; stock.
- JUNIOR, JOHN.** Actor (comedy, character), Federal Theatre Radio Division. (F) United Artists. (L) Productions by Frohman, Belasco, Sam Harris and others; 25 years.
- JUVELIER, JEANNE.** Actress (dramatic, straight, dialect). (R) Myrt & Marge, 1933 (William Wrigley, Jr., Co., CBS); Betty & Bob, 1933-36 (General Mills, NBC Blue); The Story of Mary Marlin, 1935-36 (International Cellucotton for Kleenex, NBC Red); Molly of the Movies, 1936-37 (Ovaltine, Mutual); Little Orphan Annie, 1936 (Ovaltine, NBC Red); Kid Sister, 1936 (General Mills, Mutual); The Guiding Light, 1937-38 (Procter & Gamble, NBC Red); Arnold Grimm's Daughter, 1937-38 (General Mills, CBS). (L) Provincetown Players, 1922-24; stock, 1924-34 (s.f.).
- JYSAD, ADOLPH.** Announcer, singer, KGCX, Wolf Point.

## K

- KADELL, CARLTON.** Announcer. (R) Music from Hollywood (Liggett & Myers Tobacco Co., CBS); Thrills (Union Oil Co., NBC Red); others.
- KALAR, PHILIP B.** Baritone, producer, WLS, Chicago. (R) Also KFI, Los Angeles; WBBM and WGN, Chicago. (F) Fox Movietone; M-G-M; United Artists (f). (L) Student Prince (original company), 1925-26 (f). (V) 1926-28.
- KALTENBORN, HANS VON.** News commentator. (R) Headlines and Bylines, 1937-38 (CBS). (News editor, CBS; author, lecturer.)
- KALUSCHE, EARLE.** Announcer, WFAA, Dallas. (R) Also Texas Quality Network; program director, KRFO, Longview, 1936-37.
- KAMMAN, BRUCE.** Actor, writer, producer. (R) Kaltenmeyer's Kindergarten, 1936-38 (Quaker Oats Co., NBC Red, 1936-37, currently sustaining). (V) Theatre appearances.
- KAMPE, MEL.** Announcer, actor, WIL, St. Louis. (R) Also KMOX, St. Louis; transcriptions.
- KAMPER, HOWARD.** Musician, WDBO, Orlando. (V) Musical director.
- KANE, JOHNNY.** Actor (leads, juvenile, comedy). (R) The Country Doctor, 1932 (Lambert Pharmacal Co. for Listerine, NBC Blue); Red Davis, 1933-35 (Beech-Nut Packing Co., NBC Blue); Five Star Jones, 1936 (Procter & Gamble, NBC Blue); Pepper Young's Family, 1936-38 (Procter & Gamble, NBC Red and Blue). (F) M-G-M, Paramount, First National, D. W. Griffith (f); shorts; March of Time. (L) Tangerine, 1924; Music Box Revue, 1925; Little Jesse James, 1926; Happy Go Lucky, 1927; Sweet Lady, 1928; Veneer, 1929; The Long Road, 1930; Prince Charming, 1931; The Milky Way, 1933; The Sky's the Limit, 1934; One Thing After Another, 1937 (f). (V) Shields & Kane, 1922-24.
- KARASICK, MARION.** Announcer, actress, continuity writer, WSAY, Rochester.
- KARNES, JACK N., Jr.** Hillbilly entertainer, WBAX, Wilkes-Barre. (V) West Virginia Mountain Boys, 1929; Kentucky Ramblers, 1936.
- KARNES, JOE.** Singer, pianist. (R) Phillips Poly Follies, 1937-38 (Phillips Petroleum, CBS). (LS) KMOX, St. Louis. (V) Theatre and hotel appearances. Currently staff musician, KMOX.
- KARNEY, BEULAH.** Household economist, KMBC, Kansas City.
- KATTKAMP, MAUDE.** Singer, KHSL, Chico. (Soloist with Chico Symphony and other organizations.)
- KAUFMAN, SIDNEY.** Commentator, critic,

## PROFESSIONAL RECORDS—Continued

- writer, WQXR, New York. (R) Also WARD and WHOM, New York. (F) M-G-M, Paramount, United Artists, as writer; shorts.
- KAY, DOT.** Singer. (R) Toast to the Town, 1938 (Roma Wine Co., CBS); NBC sustaining shows, 1934-36. (V) Appearances with Ben Bernie and Kay Kyser; theatre and night club engagements. (Currently associated with KSFO, San Francisco.)
- KAY, FRANCES.** Pianist, organist, KTAT, Fort Worth. (R) Also KMOX, St. Louis; WMC, WREC, Memphis.
- KAY, JOAN.** Actress (character ingenue). (R) Air Adventures of Jimmie Allen, 1934-37 (Skelly Oil, transcriptions); Judy & Jane, 1935-36 (Folger Coffee, transcriptions); Kitty Keene, Inc., 1936-38 (Procter & Gamble, CBS); Those Happy Gilmans, 1937-38 (General Mills, transcriptions); Court of Missing Heirs, 1938 (Skelly Oil, CBS); also incidental parts on numerous network shows. (L) Dramatic stock, 1931-32; Noah, with Burgess Meredith, 1935.
- KAYE, JANE.** Singer, KSFO, San Francisco.
- KAYE, LILLIAN.** Popular singer, WBRY, Waterbury. (V) Ben Bernie & Co., 1934; General Motors Auto Show, 1934-35. Also night club and orchestra work.
- KEARNEY, MARGARET.** Assistant director, talent caster. (R) Bar X Days and Nights, 1934 (Health Products, NBC Blue); Taxi, 1934 (B. F. Goodrich Rubber Co., NBC Blue); Lucky Smith, 1935 (Gillette Razor Co., NBC Red); Plantation Echoes, 1935 (Vick Chemical Co., NBC Blue); Kitchen Cavalcade, 1936-38 (C. F. Mueller Co., NBC Blue); and the following transcriptions: Touring America with Carveth Wells, 1936 (Continental Oil Co.); Uncle Natchel, 1936-38 (Chilean Nitrate); The Idol of Millions, 1937 (Nehi, Inc.). (F) Warner Bros. (Eastern Studio). (L) Ziegfeld, Shubert, Hammerstein. (Associated with Grombach Productions, Inc.)
- KEAST, PAUL.** Actor, singer, KFVB, Los Angeles. (R) Also California Radio System; Mutual; Silverdust Program, CBS, 1935. (F) Shorts. (L) Vagabond King (N. Y. and road), 1929-30; Ziegfeld's Showboat (N. Y. and road), 1933; others (s). (V) Single act and others; 10 years; personal appearances.
- KEATING, LARRY.** Announcer (R) Night Editor (Cardinet Candy Co., NBC Red);

# MARTHA RAYE

## PROFESSIONAL RECORDS—Continued

- Professor Puzzlewit (Gallenkamp Stores Co., NBC Red).
- KEDDINGTON, S. RICHARD.** Announcer, actor, KSL, Salt Lake City. (L) Stock.
- KEDDY, GRACE G.** Actress, singer, WAAB-WNAC, Boston. (R) Also Yankee Network. (F) Shorts. (L) The Dove, with Keith Albee Players, 1927; Buddies, 1936 (s,f). (V) As tap dancer.
- KEEFE, HOWARD S.** News editor, special features commentator, WSPR, Springfield. (R) Also Colonial Network.
- KEEHN, NEAL.** Writer, actor, director of special events, KMBC, Kansas City. (R) Also WBBM, Chicago; transcriptions.
- KEENE, DAY.** Script writer. (R) Kitty Keene, Inc. (Procter & Gamble, CBS).
- KEENE, HANK.** Musician, singer, dialectician, WTIC, Hartford. (V) Theatre appearances.
- KEENE, JAMES.** Announcer, KRE, Berkeley.
- KEESE, KEN.** Program director, pianist, announcer, WATL, Atlanta. (L) Summer stock, 1934-35 (f).
- KEIFER, JACK.** Script writer. (R) Hollywood in Person (General Mills, Inc., CBS).
- KEITH, DEBROH.** Actor. (R) Junior Nurse Corps (Swift & Co. for Sunbrite Cleanser, NBC Blue).
- KEITH, RICHARD K.** Dramatic actor. (R) Famous Jury Trials, 1936 (Mennen Co., Mutual); True Story, 1936 (Macfadden Publications, NBC Red); Life of Mary Sothern, 1936-37 (Lehn & Fink, CBS); Smoke Dreams, 1936 (La Fendrich Cigars, Mutual); Armco Iron Master, 1936 (American Rolling Mills, NBC Blue); Believe It Or Not, 1937 (General Foods Corp., NBC Red); Melody Puzzles, 1938 (American Tobacco Co., NBC Blue); John's Other Wife, 1938 (Affiliated Products, NBC Red). (F) Shorts. (L) Diamond Lil, 1928-29; Cortez, 1929; Great Lover, 1932; Jewel Robbery, 1932; Room 349, 1930; Noble Experiment, 1931.
- KELK, JACKIE.** Actor. (R) News of Youth, 1935-36 (Ward Baking Co., CBS); Hello, Peggy, 1935-37 (Drackett Co. for Drano and Windex, NBC Red, Mutual); The Gumps, 1936-37 (Lehn & Fink for Pebeco Toothpaste, CBS); Big Sister, 1936-37 (Lever Brothers for Rinso, CBS); Death Valley Days, 1936-37 (Pacific Coast Borax Co., NBC Blue); Billy and Betty, 1935-37 (Sheffield Farms, WEA, N. Y.). (F) 20th Century-Fox (f); Warner Bros. shorts. (L) No More Frontier, 1930; Bridal Wise, 1931; The Perfect Marriage, 1932; Goodbye Again, 1933; Gather Ye Rosebuds, 1934; Jubilee, 1935-36 (f); stock.
- KELLEY, DON.** Announcer, WLS, Chicago. (R) Also KOIL, Omaha.
- KELLEY, WELBOURN.** Script and commercial writer. (R) Magic Key of RCA (RCA, NBC Blue); Voice of Firestone (Firestone Tire & Rubber Co., NBC Red); Adam Hat Sports Parade (Adam Hats, NBC Blue). (Author of two novels: Inchin' Along and So Fair a House.)
- KELLY, CHARLES F., JR.** Script writer. (R) Lutheran Hour (Lutheran Laymen's League, Mutual).
- KELLY, DAN.** Singer, WCAU, Philadelphia. (R) Also Household Finance Corp. program, CBS, 1935. (V) Theatre appearances.
- KELLY, JACK.** Sports editor, announcer, WGST, Atlanta.
- KELLY, JOE.** Announcer. (R) National Barn Dance, 1934-38 (Miles Laboratories for Alka-Seltzer, NBC Blue). (LS) WLS and WGN, Chicago, since 1933. (L) Stock, 1910-13; 1917-19; Rex Snelgrove Players, 1920-22. (V) Kelly's Klowns, intermittently for 10 years.
- KELLY, KAY.** Editor of women's page of the air, KVI, Tacoma. (R) Also KMO, Tacoma.
- KELLY, MARK.** Commentator. (R) Man to Man Sports (American Tobacco Co., CBS).
- KELLY, PAT.** Announcer. (R) Dog Heroes (Modern Food Process Co., NBC Blue.)
- KELLY, TOM.** News commentator, special events director, sportcaster, KCMO, Kansas City. (R) Also KMBC, Kansas City; KSTP, Minneapolis-St. Paul.
- KELLY, VIRGIL A.** Script writer. (R) Lutheran Hour (Lutheran Laymen's League, Mutual).
- KELSEY, CARLON.** Musical director. (R) Then and Now, May to Dec., 1936 (Sears, Roebuck & Co., CBS); Poetic Melodies, Nov., 1936 to Nov., 1937 (Wrigley Chewing Gum, CBS); Hi-Jinks (Franco Bakers, NBC Pacific Coast); El Sidelo Hour (El Sidelo Cigars, NBC Pacific Coast). (F) Tiffany, First National. (L) Pro-

## PROFESSIONAL RECORDS—Continued

- ductions by the Shuberts, Dillingham, Hammerstein, Vanderbilt, Schwab and Mandel; others. (V) Featured conductor, coast theatres.
- KELSO, MARIE M.** Singer, KGDM, Stockton.
- KEMP, HAL.** Orchestra leader. (R) Phil Baker, 1936 (Gulf Refining Co., CBS); Music from Hollywood, 1937 (Liggett & Myers for Chesterfield Cigarettes, CBS); Time to Shine, 1938 (Griffin Mfg. Co. for Griffin All-Wite Shoe Polish, CBS); also electrical transcriptions, 1933-35 (Eno, Lavina). (F) RKO (s); shorts. (V) Tours with orchestra in America, Paris and London. Victor records currently; formerly Brunswick.
- KEMPER, LOU W.** Announcer, singer, writer, WOD, Chattanooga. (L) Winterset, 1937; Bury the Dead, 1937 (f).
- KEMPER, LUCREZIA.** Script writer. (R) Mrs. Garrie Griswold & the Vaquero (Oxo, Ltd., NBC Red).
- KENDALL, CY.** Actor. (R) The Silver Theatre (International Silver Co., CBS).
- KENNEDY, JOHN B.** Commentator. (R) General Motors Concerts (General Motors Corp., NBC Blue); Magic Key of RCA (RCA, NBC Blue).
- KENNEDY, REED.** Singer. (R) Gulf Headliners, 1936 (Gulf Refining Co., CBS); Pittsburgh Symphony Orchestra, 1936 (Pittsburgh Plate Glass Co., CBS); Heinz Magazine of the Air, 1936-37 (H. J. Heinz Co., CBS); The Songshop, 1937-38 (Coca-Cola, CBS). (GA) Chevrolet, Gulf summer show.
- KENNEDY, WENDELL.** Organist, pianist, dramatist, WCBS, Springfield.
- KENNY, JOHN E.** Pianist, singer, WMBG, Richmond. (V) Theatre appearances, 5 years.
- KENNY, NICK.** Commentator, M.C., WMCA, New York. (V). (Radio columnist, New York Daily Mirror.)
- KENT, ALAN.** M.C., announcer. (R) Rippling Rhythm Revue (Jergens-Woodbury Sales Corp., NBC Blue); Universal Rhythm (Ford Motor Co., NBC Blue); The Goldbergs (Procter & Gamble for Oxydol, NBC Red). (LS) WJZ and WNEW, New York. (F) Shorts. (V) NBC Radio Revue. Currently with WNEW, New York.

# Irving Reis

Under Writer-Director  
Contract



## PROFESSIONAL RECORDS—Continued

- KENT, BOB.** Producer, writer, monologist, M.C., actor, announcer, KFH, Wichita. (L) Stock, 1904-16 (f). (V) Theatre appearances.
- KERBY, KEITH.** Announcer, producer, KSFO, San Francisco.
- KERN, ROBERT B.** Announcer, WTIC, Hartford.
- KERR, GORDON.** Writer, CJRC, Winnipeg.
- KETTERING, FRANK D.** Novelty musical act, "Hoosier Hot Shots." (R) National Barn Dance, 1934-38 (Miles Laboratories for Alka-Selzer, NBC Blue); Uncle Ezra, 1935-38 (Alka-Seltzer, NBC Red). (F) Shorts. (L) Sis Hopkins; Way Down East, with Berkell Players (f). (V) Buzzington's Rube Band, later called Rustic Revellers, 7 years. Also recordings for Brunswick.
- KEYS, ROBERT.** Musician, WKRC, Cincinnati.
- KIDD, KATHLEEN.** Actress, CJRC, Winnipeg. (R) Also CFRE, Toronto; Canadian Broadcasting Corp. (F) Various Hollywood studios, 1926-28. (L) Charlotte's Revue, 1926; Oh Kay, 1928 (replaced Elsie Janis); Hit the Deck (road company), 1928; Grand Street Follies, 1930; Good News, 1930; stock and repertory. (V) Theatre appearances.
- KIDDER, PATRICIA B.** Continuity editor, KLZ, Denver.
- KIDDER, RICHARD L.** Singer, WHEC, Rochester.
- KILGORE, JERRY.** Announcer, producer, KFI-KECA, Los Angeles. (R) Also NBC Pacific Coast programs for Chase & Sanborn, Bank of America, Eastman Kodak, Occidental Life, 1931-34. (L).
- KILLICK, ARTHUR F.** Writer, actor, WDAF, Kansas City. (Also feature writer, newspapers and magazines.)
- KILPACK, BENNETT.** Dramatic actor. (R) Mr. Keen in Mr. Keen, Tracer of Lost Persons, 1937-38 (American Home Products for Bi-So-Dol, NBC Blue); Mrs. Wiggs of the Cabbage Patch, 1937-38 (American Home Products, NBC Red); David Harum, 1937-38 (B. T. Babbitt Co. for Bab-O, NBC Red); Believe It or Not, 1937-38 (General Foods for Post Bran, NBC Red); Alias Jimmy Valentine, 1937-38 (Larus & Brother Co. for Edgeworth Tobacco, NBC Blue); transcriptions, 1937-38 (Kreuchen Salts, Kruger Baking Co.). (F) RKO (f). (L) Kismet, with Otis Skinner; Shakespeare Repertory with Sothern and Marlowe; director of stock productions. (V) Theatre appearances as Cefus, a role created for the Seth Parker program.
- KIMBALL, EDWARD B.** Announcer, continuity writer, producer, KDYL, Salt Lake City. (L) The Gorilla, 1927 (f).
- KIMBALL, PEGGY.** Organist, pianist, WSYR, Syracuse. (V) Orchestra leader.
- KIMBERLY, HELENE.** Pianist, WROK, Rockford.
- KIMBLE, WALTER.** Musical director, organist, pianist, WDBO, Orlando. (V).
- KING, ANNA LAURA.** Pianist, WDBO, Orlando.
- KING, JANE.** Actress, WHAT, Philadelphia. (R) Also WFIL, WCAU, Philadelphia; WTIC, Hartford; WOKO, Albany.
- KING, JEAN PAUL.** Announcer, commentator. (R) Singing Cinderella, 1937 (Barbasol Co., Mutual), Myrt & Marge, 1937-38 (Colgate-Palmolive-Peet Co., CBS); On Broadway, 1937-38 (General Foods Corp., NBC Blue); Hecker's Information Service, 1937-38 (Hecker Products Corp., Mutual). (F) Hearst Metrotone News for M-G-M News of the Day; shorts. (L) Henry Duffy Players, San Francisco Theatre Guild.
- KING, JOHN REED.** Announcer. (R) Heinz Magazine of the Air (H. J. Heinz Co., CBS); Chrysler Football Parade (Chrysler Corp., CBS); others. (LS) WINS, New York. (F) Shorts.
- KING, PERRY (William Perry).** Announcer, producer. (R) News Through a Woman's Eyes, 1937 (Pontiac Motors, CBS); The Gumps, 1937 (Lehn & Fink for Pebeco Tooth Paste, CBS); Hour of Romance, 1938 (Elizabeth Arden, Mutual); The Lamplighter, 1938 (North American Accident Insurance Co., Mutual). Has also handled special features for CBS.
- KING, SHERWOOD.** Script writer. (R) Margot of Castlewood (Quaker Oats Co., NBC Blue).
- KING, WAYNE.** Orchestra leader. (R) Lady Esther Serenade, 1932-38 (Lady Esther, Ltd., CBS, NBC Red). (V) Theatre appearances. Recording artist.
- KINGSLEY, MYRA.** Talks on astrology.

## PROFESSIONAL RECORDS—Continued

- (R) Hecker's Information Service, 1937-38 (Hecker Products Corp., Mutual).
- KINSELL, WALTER.** Actor. (R) Dick Tracy (Quaker Oats Co., NBC Red).
- KIRKER, WALTER.** Exercise programs, WKBO, Harrisburg.
- KIRKPATRICK, JESS.** Announcer, singer, M. C. (R) Rube Appleberry, 1937 (Campbell Cereal Co., Mutual). (F) Pathe (sang for a star); shorts. Associated with WGN, handling local and network shows since 1936.
- KITTELL, CLYDE.** Announcer. (R) Vee Lawnhurst, 1933-34 (Wildroot, NBC Red); Cruise of Seth Parker, 1934 (Frigidaire, NBC Red); Betty Moore, 1934-36 (Benjamin Moore Paints, NBC Red); Lowell Thomas, 1936 (Sunoco, NBC Blue); Hello Peggy, 1937-38 (Drackett Co., NBC Red); Headlines, 1938 (P. Lorillard, Mutual); also various local shows, since 1932.
- KLASI, RICHARD B.** ("Dick"). Piano-accordionist, singer, fiddler, WEEL, Boston. (R) With Dana M. Pierson as Jimmie & Dick, on this station and WJAG, Norfolk; KFNF, Shenandoah; WNAX, Yankton; KSOO, Sioux Falls; WOW, WAAW and KOIL, Omaha; KGHF, Pueblo; KMOX, St. Louis.
- KLEIN, ADELAIDE.** Dramatic actress. (R) March of Time, 1934-38 (various sponsors including Time, Inc. and Servel; CBS, NBC Blue); Gang Busters, 1936-38 (Colgate-Palmolive-Peet Co., CBS); Johnny Presents (Philip Morris & Co., Ltd., NBC Red); Behind Prison Bars, 1936 (Wm. R. Warner & Co., NBC Blue); Grand Central Station, 1937-38 (Lambert Co. for Listerine, NBC Blue); Terry and the Pirates 1937-38 (Dari Rich, NBC Red); On Broadway, 1937-38 (General Foods Corp. for Diamond Crystal Salt, 1937); Myrt & Marge, 1937 (Colgate-Palmolive-Peet Co. for Super Suds, CBS); Kate Smith's Bandwagon, 1937 (General Foods Corp. for Calumet, CBS); others. (L) Double Dummy, 1936.
- KLEIN, AUGUST P.** Musician (accordion, trumpet), WLS, Chicago.
- KLEIN, LEWIS.** Actor. (R) Zenith Radio Foundation (Zenith Radio Corp., CBS).
- KLEIN, RALPH.** Script writer, WTIC, Hartford.

Management: PHIL RUBINOFF, Pennimont Building, New York



## PROFESSIONAL RECORDS—Continued

- KLEM, FRED** ("Fritz"). Pianist, arranger, composer, WNBC, Binghamton. (L) After Dinner (London production), 1921. (V) Cassin & Klem, 1919-24; Bar Twins, 1925-27; Patti Moore, 1928; Lita Grey Chaplin, 1929.
- KLIMENT, ROBERT F.** Announcer, WSAZ, Huntington. (R) Also Smilin' Ed McConnell program, CBS, 1934. (V) Paradise Islanders, 1937.
- KLING, SAMUEL G.** Director, WBAL, Baltimore.
- KLOSE, WOODY.** Writer, announcer, actor, program director, WTMV, East St. Louis. (R) CBS Shows including Tony Cabooch, 1929-30 (Anheuser-Busch); "B" Square Review, 1931 (Barnsdall Refining Co.); also KMOX, St. Louis.
- KNAPP, BUD.** Actor, CJRC, Winnipeg. (R) Also CFRB, Toronto. (L) Toronto Repertory Co., 1930; John Holden Stock Co., 1937-38.
- KNEASS, DON.** Announcer, KGW-KEX, Portland.
- KNELL, JACK.** Producer, special events, WEEL, Boston. (R) Also WHDH, Boston. (L) Dramatic stock, 1925-33; George M. Cohan production, 1933.
- KNIGHT, BETTY ANN.** Singer, WSJS, Winston-Salem.
- KNIGHT, JAMES.** Organist, WJAX, Jacksonville. (V) Theatre appearances.
- KNIGHT, MARGARET.** Entertainer, WJAX, Jacksonville. (F) Shorts. (L) Hello Yourself. (V) Theatre appearances.
- KNIGHT, RUTH A.** Script writer. (R) Maxwell House Show Boat, 1937 (Maxwell House Coffee, NBC Red); Cavalcade of America, 1937-38 (E. I. du Pont, CBS); Aunt Jenny's Real Life Stories, 1938 (Lever Bros., CBS); also sustaining programs, CBS.
- KNIGHT, WILLIAM A.** Announcer, M. C. WTMV, East St. Louis. (R) Also WIL, KMOX, St. Louis. (V) 1916-19; 1920-22.
- KOBLER, GEORGE.** Tenor. (R) Town Hall Tonight, summer of 1937 (Bristol-Myers for Ipana and Sal Hepatica, NBC Red); Summer Stars, 1937 (Gulf Oil, NBC Red).
- KOCH, HERBERT.** Organist, WHAS, Louisville.
- KOESTNER, JOSEF.** Orchestra conductor. (R) Ry-Krisp Presents Marion Talley (Ralston-Purina Co., NBC Red).
- KOGEN, HARRY.** Orchestra leader. (R) Greater Sinclair Minstrels (Sinclair Refining Co., NBC Blue); Melody of Romance (Jell-Sert Co., NBC Blue); Kaltenmeyer's Kindergarten (Quaker Oats Co., NBC Red).
- KOLB, HAROLD.** Announcer, WSAY, Rochester. (F) Shorts. (L) Stock. (V) Theatre and night club appearances.
- KOLB, HAROLD J.** Pianist, organist, WTIC, Hartford. (R) Also Yankee Network. (F) Shorts. (V) Pit musician.
- KOLLMAR, DICK.** Actor (leads, heavy, dialect). (R) Palmolive Beauty Box Theatre, 1935 to Jan., 1938 (Colgate-Palmolive-Peet, CBS); Life of Mary Sothern, 1937 (Lehn & Fink for Hind's Honey & Almond, CBS); Pretty Kitty Kelly, 1937-38 (Continental Baking for Wonder Bread, CBS); John's Other Wife, 1937-38 (American Home Products, NBC Red). (L) Repertory Co., summer of 1934 (s.f.).
- KONTOS, SAM.** Orchestra leader, KFYP, Bismarck.
- KOSTELANETZ, ANDRE.** Orchestra conductor. (R) Sweetheart Hour, 1931 (Manhattan Soap Co., CBS); Fortune Builders, 1931 (Distributor's Group, Inc., CBS); Southern Melodies, 1931-32 (American Cotton Oil Co., CBS); Weed Chain Program, 1931-32 (American Chain Co., CBS); Ziegfeld Radio Show, 1932 (Chrysler Corp., CBS); Five Star Revue, 1932 (Corn Products Refining Co., CBS); Threads of Happiness, 1933 (Spool Cotton Co., CBS); Pontiac Program, 1933 (General Motors Corp., CBS); Buick Presents, 1933-34 (General Motors Corp., CBS); Chesterfield Presents, 1934-38 (Liggett & Myers Tobacco Co., CBS). (F) RKO, Paramount (f); shorts. (Recordings for World Recordings, Victor Records, Associated Music Publishers Recording, Brunswick Records. Conducted Hollywood Bowl Symphony Orchestra and Chicago Grand Opera Orchestra, 1936.)
- KRAMER, HARRY.** Announcer, WNEW, New York. (R) Also WOR and WOV, New York.
- KRAMER, PHIL.** Comedian, stooge, M. C. (R) Burns and Allen, 1935-36 (White Owl Cigars; Campbell Soup, CBS); Park Avenue Penners, since 1936 (Cocomaft, CBS). (GA) Shell Chateau, Camel Cigarette program, 1934. (L) As Hus-

## PROFESSIONAL RECORDS—Continued

- bands Go; Once in a Lifetime. (V) Theatre appearances.
- KRASS, MILT.** Pianist. (R) Mary Margaret McBride (General Foods Corp., CBS).
- KREAMER, KAYE.** Director of dramatics, women's activities, continuity writer, WROK, Rockford.
- KREBS, HARRY.** Musician ('cello, bass viol), WHIO, Dayton. (L) Musical comedy. (V). (Member of Dayton Philharmonic Orchestra.)
- KRUEGER, BENNY.** Orchestra leader. (R) Pick and Pat (U. S. Tobacco Co., CBS).
- KRUGER, ALMA.** Actress. (R) Maxwell House Show Boat (General Foods Corp., NBC Red); Those We Love (Lamont Corliss & Co., NBC Blue).
- KRUGMAN, LOUIS.** Dialectician, impersonator, actor. (R) Philip Morris Program, 1937 (Philip Morris & Co., Ltd., NBC Red); Your Unseen Friend, 1937 (Beneficial Management Co., CBS); The Goldbergs, 1937 (Procter & Gamble for Oxydol, NBC Red); Emily Post, How to Get the Most Out of Life, 1938 (Florida Citrus Commission, CBS). (LS)
- WHN, WMCA, WOR, New York.** (L) Yoshe Kalbe, 1933; Twelfth Night (Maude Adams Co., 1934); Fritz Leiber, 1934-35; Elitch's Gardens, 1935; others.
- KRUM, FAYETTE.** Script writer. (R) Girl Alone, 1936-38 (Kellogg Co., NBC Red).
- KRUPP, ROGER.** Announcer, actor. (R) Al Jolson, 1932 (Chevrolet Motor Cars, NBC Red); Fred Waring and His Pennsylvanians, 1934 (Ford Motor Dealers, NBC Blue); Paul Whiteman's Orchestra, 1934 (Kraft-Phenix Cheese Corp., NBC Red); Modern Cinderella and Arnold Grimm's Daughter, 1937 (General Mills, CBS); News Through a Woman's Eyes, 1937-38 (Pontiac Motor Cars, CBS); others, not current. (F) M-G-M (f); newsreels. (Formerly manager, Post Broadcast System, Honolulu; currently staff announcer, CBS, Chicago.)
- KRUSE, HENRY.** Singer, KOL, Seattle. (R) Also KMTR, Los Angeles. (F) M-G-M 1935. (V) 1934-35. (Also commercial recordings.)
- KUBLER, DOROTHY.** Musician (piano, accordion), KOBH, Rapid City.

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## PROFESSIONAL RECORDS—Continued

- KULLMAN, CHARLES.** Singer. (R) Palmolive Beauty Box Theatre (Colgate-Palmolive-Peet Co., CBS). (F) European productions.
- KURTZMAN, DR. SAMUEL.** Writer. (R) Chase & Sanborn Program, 1934 (Standard Brands, Inc., NBC Red); Eddie Cantor, 1935-36 (Lehn & Fink, CBS); Eddie Cantor, 1936-38 (Texas Co., CBS); Jack Oakie's College, 1937 (R. J. Reynolds Tobacco Co., CBS); Cantor's Camel Caravan, 1938 (R. J. Reynolds Tobacco Co., CBS). (F) Samuel Goldwyn, United Artists; shorts.
- KUSHNER, JACK.** Musician (saxophone, clarinet, flute), CJRC, Winnipeg.
- KYLER, HESTER.** Pianist, organist, WCMI, Ashland.
- KYNE, PETER B.** Script writer. (R) I Want a Divorce (Sussman Wormser & Co., NBC Red). (F) Writer of many films for Universal, MGM, RKO, others. (Novelist.)
- KYSER, KAY.** Orchestra leader. (R) Elgin Football Revue, 1935-36 (Elgin Watch Co., CBS); Kay Kyser's Surprise Party, 1937 (Willy's Motor Car Co., Mutual); Kay Kyser's Musical Klass and Dance, 1938 (American Tobacco Co., successively Mutual and NBC Red). (V) Ten years.
- KYTE, BENNY.** Musical director, WXYZ, Detroit.

## L

- LABBITT, MYRTLE.** Women's commentator, household talks, CKLW, Detroit. (R) Also WWJ, Detroit.
- LA BOUR, ROBERT.** Announcer, WJJD, Chicago.
- LABRIOLA, TONY ("Oswald").** Comedian, musician. (R) Laugh with Ken Murray, 1936 (Lever Bros. for Rinso and Lifebuoy, CBS); Ken Murray and Oswald, 1937 (Campbell Soup Co., CBS); Hollywood Hotel, 1937-38 (Campbell Soup Co., CBS). (F) Universal (f); shorts. (L) Earl Carroll's Sketch Book, 1936. (V) Original Cavaliers; Jack McLallen; Eva Borroughs Fontaine; theatre appearances.
- LACKAYE, DICK.** Dramatic director, KOL, Seattle. (R) Also KOL, Seattle. (L) Stock and repertoire shows, 20 years.
- LA CURTO, JAMES.** Dramatic actor. (R) True Story Court of Human Relations (Macfadden Publications, NBC Red); Behind Prison Bars (Wm. R. Warner Co., NBC Blue); The Shadow (D. L. & W. Coal Co., Mutual); Your Unseen Friend (Beneficial Management Co., CBS). (LS) WMCA, WOR, New York. (F) Shorts. (L) The Firebrand, 1927; The County Chairman, 1936; A Slight Case of Murder, 1936; Fulton of Oak Falls, 1937.
- LAFRANCE, GASTON.** Pianist, CHRC, Quebec.
- LAIR, JOHN.** Script writer. (R) Renfro Barn Dance (Allis Chalmers Manufacturing Co., Mutual).
- LAKE, DONALD E.** Accordionist, WROK, Rockford. (V) Rock River Barn Dance.
- LALONDE, JOHN.** Announcer, M.C., singer (bilingual), CKAC, Montreal. (V) Theatre and night club appearances. (Also RCA Victor recordings).
- LA MARR, ALMA.** Women's programs, KYA, San Francisco. (R) Also NBC, 3 years.
- LAMB, RUSS.** Singer, announcer, pianist, KRLH, Midland.
- LAMBERTZ, KARL.** Musical director, WFAA, Dallas. (V) Conductor, pit orchestra.
- LAMBERTZ, LEO E.** Trumpeter, WFAA, Dallas. (V) Pit musician; Joe Kayser's Orchestra, 1919-26.
- LAMONTAGNE, ANTONIO.** Tenor, CHRC, Quebec. (V) Hotel appearances.
- LAMOUR, DOROTHY.** Actress, singer. (R) Chase & Sanborn Program, 1937-38 (Standard Brands for Chase & Sanborn Coffee, NBC Red). (F) Paramount (s,f); shorts. Brunswick records.
- LANCASTER, SIDNEY S.** Announcer, CFRN, Edmonton. (V) Theatre appearances.
- LAND, FRANCES.** Actress, WFIL, Philadelphia. (R) Also WHAT, Philadelphia. (L) Stock; Little Theatre productions.
- LANE, LEWIS.** Music research. (R) Program notes for Cities Service Concert, 1936-38 (Cities Service Co., NBC Red); all NBC sustaining piano recitals.

## PROFESSIONAL RECORDS—Continued

- LANE, ROSEMARY.** Singer, actress. (R) Fred Waring's Pennsylvanians (Ford Motor Co., CBS); Your Hollywood Parade (American Tobacco Co., NBC Red). (F) Warner Bros. (V) Tour with Fred Waring's Pennsylvanians.
- LANG, CHARLES W.** ("Billy"). Announcer, producer, KLZ, Denver. (V) Lang & Ray.
- LANG, FRED.** Production supervisor, news commentator, special events announcer, WAAB-WNAC, Boston. (R) Also Yankee Network; KYW, WCAU, Philadelphia. (F) Rothburg Studios, commercial shorts, 1937-38. (L) The Cat and the Canary, 1933; The Thirteenth Chair, 1933 (f). (V) Theatre appearances.
- LANG, HARRY.** Actor. (R) Famous Jury Trials (Mennen Co., Mutual).
- LANG, JUNE.** (Mrs. Dennis Johnson). Popular singer, KDAL, Duluth.
- LANGAN, TOM.** Script writer. (R) Chesterfield Program (Liggett & Myers Tobacco Co., CBS).
- LANGE, HENRY.** Musician, arranger, WHIO, Dayton. (F) Shorts. (L) Ziegfeld's Follies; others. (V) Circuit tour.
- LANGFORD, FRANCES.** Singer. (R) Colgate House Party, 1932-33 (Colgate-Palmolive-Peet for Colgate Tooth Paste, NBC Red); Sparton Radio Hour, 1933 (Sparton Radios, NBC Red); Intimate Revue, 1933-34 (Emerson Drug Co. for Bromo-Seltzer, NBC Blue); Lombardo Land, 1933 (Plough, Inc., for St. Joseph Aspirin, NBC Red); Hollywood Hotel, 1935-38 (Campbell Soup Co., CBS). (F) Paramount, M-G-M, Republic, Warner Bros. (s.f). (L) Here Goes the Bride, 1931 (f). (V) Theatre appearances, 1931-34. Decca records.
- LANGLOIS, GABRIELLE.** Pianist, CHRC, Quebec.
- LANGSTON, LUDEAN.** Soprano, KTAR, Phoenix.
- LANSING, MARY.** Actress. (R) The Newlyweds (Lambert Pharmacal Co., CBS).
- LA PRADE, MALCOLM.** Writer, narrator. (R) Cook's Travelogue with Malcolm La Prade; Travel Talks by Malcolm La Prade, 1937-38 (Thomas Cook & Son, NBC Red).

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## PROFESSIONAL RECORDS—Continued

- LARKIN, DON.** Announcer, WNEW, New York.
- LARKIN, JOHN W.** Announcer, singer, KXBY, Kansas City. (L) Green Stick, Melting Pot, Third Floor Back; others, 1935-36 (s,f).
- LARSON, HERMAN.** Baritone. (R) Member of quartet, Contented Hour, 1932-38 (Carnation Milk, NBC Red).
- LATEAU, HERBERT W. S.** Announcer, KARK, Little Rock. (R) Also WKY, Oklahoma City. (F) Commercial shorts. (V) Theatre appearances.
- LATELL, MARIE.** Singer, WIP, Philadelphia. (V) Night club appearances.
- LATHAM, JEAN LEE.** Script writer. (R) Junior Nurse Corps (Swift & Co., NBC Blue).
- LATHAM, JOE.** Actor (character, comedy). (R) Current programs: Myrt & Marge (Colgate-Palmolive-Peet Co., CBS); Road of Life (Procter & Gamble, NBC Red); Just Plain Bill & Nancy (Anacin, NBC Red); Behind Prison Bars (Wm. R. Warner Co. for Sloan's Liniment, NBC Blue); Johnny Presents (Philip Morris & Co., Ltd., NBC Red). (L) Vagabond King (with Dennis King); War Song (with George Jessel); stock.
- LATTING, MARION.** Actress, singer, WKZO, Kalamazoo. (V) Showboat Trio.
- LAUCK, CHESTER.** See Lum and Abner.
- LAUCK, VIRGIL.** Violinist, KANS, Wichita.
- LAUFERTY, LILIAN.** Writer. (R) Originator and creator of Big Sister, 1936-38 (Lever Bros. for Rinso, CBS); author of Your Family and Mine, 1938 (Sealtest, NBC Red). (Author of novel, The Street of Chains, and short stories for Red Book, Cosmopolitan, Harpers, Colliers, Liberty, etc.)
- LAUGHLIN, MILTON.** Program director, actor, writer, producer, WHAT, Philadelphia. (R) Also WCAU, WFIL, WIP, WDAS, WPEN, Philadelphia.
- LAUX, EDWARD H.** Announcer, WMCA, New York. (V) M. C.
- LAUX, FRANCE.** Sports announcer, KMOX, St. Louis. (V) Theatre appearances.
- LAW, GLEN B.** Newscaster, KSO-KRNT, Des Moines. (R) Also Iowa Broadcasting Co.; WBOW, Terre Haute; WCAZ, Carthage.
- LAWDER, SAM.** Announcer, WRTD, Richmond.
- LAWES, LEWIS E.** Lecturer, commentator, actor. (R) 20,000 Years in Sing Sing, 1932-36 (William R. Warner Co. for Sloan's Liniment, NBC Red); Behind Prison Bars, 1937-38 (William R. Warner Co., NBC Blue). (F) Shorts. (Warden of Sing Sing Penitentiary).
- LAWRENCE, BILL.** Producer, director. (R) Jack Oakie College, 1937-38 (Camel Cigarettes, CBS); Dr. Christian, 1937-38 (Vaseline, CBS). (L) John B. Rogers Productions, 1921; stock, 1922-24 (featured player, director). (V) Theatre and hotel appearances as orchestra director and M. C. (Currently on staff of KNX, Los Angeles.)
- LAWRENCE, EARL.** Baritone, WAAB-WNAC, Boston. (R) Also Yankee and Colonial networks; WEEL, Boston. (L) Scottish Musical Players, 1934-35 (s). (V) Theatre appearances.
- LAWRENCE, HARRY.** Script writer. (R) Kaltenmeyer's Kindergarten (Quaker Oats Co., NBC Red).
- LAWRENCE, MARTHA.** Singer. (R) Martha & Hal, 1937-38 (Humphrey's Homeopathic Medicine Co., Mutual).
- LAWRENCE, MORT.** Actor, announcer, script writer, producer, WCAU, Philadelphia. (R) Also KYW and WIP, Philadelphia; WOR, New York. (V) Theatre appearances.
- LAWRENCE, ROBERT W.** Actor (character, comedy), Federal Theatre Radio Division. (L) Stock (director), 10 years.
- LAWSON, ZEKE.** Actor. (R) Dick Tracy (Quaker Oats Co., NBC Red).
- LEACH, RICHARD.** Script writer. (R) NBC sustaining shows including Cleveland Orchestra, 1936-38; Rochester Philharmonic, 1936-38; Metropolitan Opera Guild, 1936-37; Ballet Russe, 1936-37; others. (NBC staff writer).
- LEAF, ANN.** Organist. (R) Ann Leaf at the Organ, 1930 (National Heel Mfg. Assn., CBS); Ann Leaf and Ben Alley, 1932 (Charis Corp., CBS); Fred Allen's Bath Club Revue, 1932-33 (Corn Products Refining Co. for Linit, CBS); Gulf Headliners, 1934 (Gulf Refining Co., CBS); Frank Parker, 1936 (Procter &

## PROFESSIONAL RECORDS—Continued

- Gamble for Drene, NBC Red and Blue); Tony Wons and His Scrapbook, 1937 (Vick Chemical Co., CBS); Chrysler Football Parade with Frank G. Menke, 1937 (Chrysler Corp., CBS). (GA) Come On, Let's Sing, 1936 (Colgate-Palmolive-Peet, CBS). (F) Shorts. (V) Personal appearances at theatres and Great Lakes Exposition, 1937.
- LEARNED, F. MAYNALL.** Production chief, singer, announcer, WMFF, Plattsburg.
- LE COCQ, RHODA.** Continuity writer, actress, KHQ-KGA, Spokane. (R) Also commercials for Kraft Music Hall, when it originated in Spokane, 1937. (L) Theatre Guild (s).
- LEDERER, JACK.** Orchestra leader, pianist, musical director, WCAO, Baltimore.
- LEE, BARBARA.** Dramatic actress. (R) March of Time, 1935, (Time, Inc., CBS); Your Unseen Friend, 1936-37 (Personal Finance Co., CBS); New York on Parade, 1937 (Consolidated Edison Co., WEA); Court of Human Relations, 1937-38 (Macfadden Publications, NBC Red); Our Gal Sunday, 1938 (American Home Products, CBS); Gang Busters, 1938 (Colgate-Palmolive-Peet, CBS). (L) Whatever Possessed Her?; Three Sisters, 1933; others.
- LEE, BOBBY.** Announcer, singer, WMBH, Joplin. (V) Theatre appearances.
- LEE, BURR.** Actor. (R) Court of Missing Heirs (Skelly Oil Co., CBS).
- LEE, LORETTA.** Singer. (R) Your Hit Parade, 1935-36 (American Tobacco Co., CBS); Fleischmann's Hour, 1937 (Standard Brands, Inc., NBC Red). (GA) RCA Victor and Bond Bread programs. (F) Shorts. (V) Personal appearances, 1936-37.
- LEE, PEGGY.** Singer, WDAY, Fargo.
- LEE, SAM.** See Shaw & Lee.
- LEE, SONDR.** Singer, pianist, organist, WWSW, Pittsburgh. (V) Theatre and night club appearances.
- LEEDHAM, GEORGE L.** Musician (violin, trumpet), WHEC, Rochester. (R) Also WHO, Des Moines; WHAM, Rochester. (Member Rochester Philharmonic Orchestra, 1936-38.)
- LEEFERS, BOB.** Farm news, announcer, WMT, Cedar Rapids.

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- LEERS, BOB.** Singer, WIOD, Miami.
- LEETE, DEAN.** Announcer, writer, special events, KOL, Seattle. (R) Also Mutual, Don Lee, KWSC, Pullman.
- LE FEVRE, BOB.** Announcer, actor, director, sound effects, WTCN, Minneapolis-St. Paul. (R) Also WCCO, Minneapolis-St. Paul. (F) Shorts. (L) Stock, 1933-34 (f). (V) Theatre appearances.
- LEHMANN, LOTTE.** Soprano. (R) Metropolitan Opera Broadcasts, 1937-38 (NBC Blue). (GA) Ford, General Motors, Kraft-Phenix Cheese, Lucky Strike, Chesterfield and other programs. Also broadcasts of Salzburg Operas. (Member San Francisco, Chicago and Metropolitan Opera Companies; star of Salzburg Music Festival for several seasons).
- LEHR, LEW.** Comedian. (R) Ben Bernie and All the Lads, 1938 (U. S. Rubber Products, CBS). (F) Movietone News "Newsettes"; editor, shorts. (L) Musical comedies. (V) Lehr & Belle, 22 years.
- LEIBLEE, BEATRICE.** Dramatic actress, WXYZ, Detroit. (R) Also KYW, Philadelphia; WBBM and WGN, Chicago; WDOJ, Chattanooga. (L) American Passion Play, 1928; Hired Husbands, 1933.
- LEINS, BETTE.** Pianist, organist, announcer, WHBF, Rock Island.
- LELAND, CY.** Sports and staff announcer, WBAP, Fort Worth. (R) Also Texas Quality Network.
- LE MAY, ROY.** Actor, singer. (R) March of Time, 1937-38 (Time, Inc., and Servel, Inc., NBC Blue); Hello Peggy, 1938 (Drackett Co. for Drano, NBC Red); (LS) WEAJ, WOR, WMCA, New York. (F) Shorts. (L). (Also recording artist).
- LEMIEUX, JEANNE J.** Lyric soprano. WBRY, Waterbury. (L) Civic Theatre, Fly Away Home, 1936; Accent on Youth, 1937.
- LEMKE, IRMA.** Script writer, program conductor, WGY, Schenectady.
- LENHART, MARGARET.** Singer, KOL, Seattle.
- LENNOX, BETTY.** Home economist, WGY, Schenectady.
- LEONARD, ALFRED.** Producer, musician, commentator, KMPC, Beverly Hills. (R) Also KFAC, KHJ, Los Angeles. (Co-author with Donald Ogden Stewart).
- LEONARD, BETTY.** Actress, announcer (specializing in children's programs), WSPA, Spartanburg.
- LEONARD, JACK.** Singer. (R) Tommy Dorsey's Orchestra, 1936-38 (Brown & Williamson Tobacco for Raleigh and Kool Cigarettes, NBC Blue).
- LEONARD, JAMES.** Announcer. (R) Vocal Varieties (Lewis-Howe Co., NBC Red).
- LEONARD, PAULINE T.** Shopping reporter, singer, writer, WBNF, Binghamton.
- LE PERE, RAYMOND.** Organist, WFAA, Dallas.
- LE ROY, HARRY.** Announcer (special features), KGGC, San Francisco. (V) Le Roy & Stanley, 1922-23; Laughs with Le Roy, 1923-24.
- LESLIE, IRA L.** Producer, script writer, WSGN, Birmingham.
- LESSER, JERRY.** Actor (character, dialect). (R) Believe It or Not, 1936-38 (General Foods, NBC Red); Life of Mary Sothorn, 1937-38 (Lehn & Fink for Hind's Honey & Almond Cream, CBS); Gang Busters, 1937-38 (Colgate-Palmolive-Peet for Palmolive Shaving Cream, CBS); Myrt & Marge, 1937-38 (Colgate-Palmolive-Peet for Palmolive Soap, CBS). (F) Shorts. (L) Wonder Boy (Jed Harris), This Man's Town (George Jessel), Rendezvous (Arthur Hopkins), Adam Had Two Sons (Vinton Freedley). (V) Stages of Life.
- LESUEUR, PERCE.** Announcer, editor and director of sports broadcasts, CHML, Hamilton.
- LeVEC, BETTY JO.** Continuity writer, KCMO, Kansas City.
- LEVERENZ, ARNOLD W.** Organist, KMO, Tacoma. (V) Theatre organist.
- LEVERTON, BUCK.** Musician, singer, WSAU, Wausau. (R) Also KWK, St. Louis; WNAX, Yankton. (V) WLS Barn Dance show, 1933-34.
- LEVINE, LEON.** Program manager, America's Town Meeting of the Air, presented by League for Political Education (NBC Blue) 1935 to date.
- LEVY, PARK.** Script writer. (R) Ben Bernie and All the Lads (U. S. Tire Dealers Mutual Corp., CBS).

## PROFESSIONAL RECORDS—Continued

- LEWIS, AL.** Writer (comedy). (R) In collaboration with Hank Garson: Walter O'Keefe, summer edition of Town Hall Tonight, 1937 (Bristol-Myers, NBC Red); Milton Berle, summer of 1937 (Gillette Safety Razor Co., CBS); Bob Hope, 1937 (Jergens-Woodbury Sales, NBC Blue); Chesterfield Program, 1938 (Chesterfield Cigarettes, CBS); material for guest appearances of Douglas & Priscilla, 1937 (Jell-O summer show, NBC Red); Stoopnagle & Budd, Beatrice Howell and Bob Hope, 1937; Colonel Stoopnagle, 1938 (Rudy Vallee program for Standard Brands, NBC Red). (LS) Colonel Stoopnagle, 1938 (Bromo-Seltzer, WOR, New York).
- LEWIS, ALLAN.** Announcer, CJOC, Lethbridge.
- LEWIS, BOB.** Singer, WIL, St. Louis. (V) Theatre and night club appearances.
- LEWIS, CHARLES.** Script writer. (R) Contented Hour (Carnation Milk Co., NBC Red).
- LEWIS, CHARLES E.** Musician, WMT, Cedar Rapids.
- LEWIS, FORREST.** Actor. (R) Aunt Jemima's Cabin at the Crossroads (Quaker Oats Co., NBC Blue); Public Hero No. 1 (Falstaff Brewing Corp., NBC Red); Adventures of Dari Dan (Bowey's, Inc., NBC Red); Ma Perkins (Procter & Gamble, CBS).
- LEWIS, FRED.** Actor. (R) Gang Busters (Colgate-Palmolive-Peet Co., CBS).
- LEWIS, GERTRUDE.** News commentator, WDGY, Minneapolis-St. Paul.
- LEWIS, J. C.** Producer, writer, KHJ, Los Angeles. (V).
- LEWIS, JACK.** Singer, musician, WSPD, Toledo. (F) Shorts. (V) Texas Jim Lewis, Cowboy Band, 1935.
- LEWIS, JOHN A.** Baritone, choral director, WSM, Nashville. (R) Also WLAC, Nashville. (L) Concert tours, 1927-38.
- LEWIS, MORT.** Writer. (R) Pick and Pat (U. S. Tobacco Co., CBS); also wrote material for Burns & Allen, 1932; Willie & Eugene Howard, 1932; Olsen & Johnson, 1932; Ben Bernie, 1933; Charles Winninger, 1933; Ken Murray, 1933; Ed Wynn, 1934; Kate Smith, 1934; Marx Bros., 1935; Molasses & January, 1935; Ernest Truex, 1935; Pick & Pat, 1937. (F) Educational (Pathe). (L) New Faces, 1936. (V) Skits for Ben Lyons and Bebe Daniels, Ben Blue.

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## PROFESSIONAL RECORDS—Continued

- LEWIS, TOM.** Script writer. (R) Kate Smith's Bandwagon (General Foods Corp., CBS).
- LIERLEY, CHARLES E.** Tenor, KSL, Salt Lake City.
- LINDGREN, DAVE.** Musician, KFPY, Spokane.
- LINDSAY, ART.** Producer, KXRO, Aberdeen.
- LINEBERGER, EBER.** Pianist, singer, announcer, WFBC, Greenville.
- LINEHAM, EDMUND.** Assistant program director and producer, actor, KSO-KRNT, Des Moines. (R) Also Iowa Broadcasting Co.
- LINK, W. R. ("Wally").** News commentator, WCOL, Columbus.
- LINKS, WILLIAM C.** Announcer, narrator, commentator, director, producer, Federal Theatre Radio Division. (R) Various local and network shows, including March of Time programs. (Currently Director of School of Radio, Federal Theatre.)
- LINN, KENYON.** Announcer, news commentator, KTUL, Tulsa. (R) Also WLW, Cincinnati; Mutual. (F) Wilding Motion Pictures (f); shorts.
- LINTHICUM, CHALMERS D.** Singer, pianist, WSGN, Birmingham. (R) Also stations in 29 states, and Canadian, Mexican and other stations. (V) Single act; theatre and night club appearances.
- LINTHICUM, WALTER N.** Announcer, singer, WBAL, Baltimore.
- LINWOOD, LUCILLE.** Singer, dramatic actress. (R) Hammerstein Music Hall, 1937 (Kolynos Tooth Paste, CBS); Town Hall Tonight, 1937-38 (Ipana and Sal Hepatica, NBC Red). (LS) Joymakers, 1937-38 (participating, WNEW, New York.)
- LIPPARD, LOUISE.** Singer, guitarist (hillbilly), WCAU, Philadelphia. (V) Theatre appearances. (R) Also WHAM, Rochester.
- LIPPARD, SUMMIE R.** Singer (hillbilly), WCAU, Philadelphia. (V) Theatre appearances.
- LIPSCOTT, ALAN.** Writer. (R) Material for Willie & Eugene Howard on Manhattan Merry-Go-Round, 1935 (Dr. Lyon's Toothpowder, NBC Red); for Milton Berle on Royal Gelatin Hour, 1936 (Standard Brands, NBC Red); for Bert Lahr on Manhattan Merry-Go-Round, 1937 (Dr. Lyon's Toothpowder, NBC Red); for Tommy Riggs on Royal Gelatin Hour, 1937 (Standard Brands, NBC Red); Ben Bernie and All the Lads, 1938 (U. S. Tire Dealers Mutual Corp., CBS). (L) Collaborated on Right This Way, 1937; material for Ed Wynn in Hooray for What, 1937-38.
- LIST, VIRGINIA.** Home economist, dietitian, WKRC, Cincinnati.
- LITTLE, ELISABETH S.** Singer, musician, announcer, writer, WSGN, Birmingham. (R) Also WBRC, Birmingham. (L) Operettas, 1926-27 (s,f). (V).
- LITTLE, JAMES B.** Announcer, WFBC, Greenville.
- LITTLE, LOU.** Sports caster. (R) Lou Little Football Forecast, 1937 (American Chiclé Co., Mutual). (Football coach, Columbia University, N. Y.).
- LIVENGOOD, DOROTHY.** Violinist, WBIG, Greensboro. (V).
- LIVINGSTONE, CHARLES.** Assistant dramatic director, actor, WXYZ, Detroit. (F) Shorts. (L) If I Were You, 1932; Bloody Laughter, 1932; Wolves, 1933.
- LIVINGSTONE, CHARLES.** Producer, dramatic director. (R) Lone Ranger (Gordon Bakeries, Mutual).
- LIVINGSTONE, MARY.** Comedienne, actress. (R) Jack Benny Program Chevrolet Motor Car Co., NBC Red); Jell-O Program Starring Jack Benny (General Foods Corp., NBC Red). (F) Paramount. (V). (Mrs. Jack Benny in private life).
- LLOYD, EDITH.** Script writer. (R) Rube Appleberry (Campbell Cereal Co., Mutual).
- LLOYD, JOHN S.** Announcer, continuity writer, WTHT, Hartford. (R) Also transcriptions.
- LLOYD, MARJORIE.** Singer, script reader. (R) Lux Radio Theatre, 1937 (Lever Bros. for Lux, CBS); Dr. Christian, 1937 (Chesebrough Mfg. Co. for Vaseline, CBS). (Formerly with KECA, KFAC and KEHE, Los Angeles, as program manager and script writer; currently on staff of KDYL, Salt Lake City).
- LOEWNER, LE ROY.** Character actor, WWSA, Harrisonburg. (V) Uncle Eph, Darky Philosopher.
- LOFFLER, GENE P.** Actor, KSO-KRNT, Des Moines. (R) Also Iowa Broadcast-

PROFESSIONAL RECORDS—Continued

- ing Co. (V) Iowa Barn Dance Frolic, 1933-35.
- LOFFREDO, JOSEPH.** Script writer, WOV, New York.
- LOFTIN, LOTIE.** Singer, WFAA, Dallas.
- LOGAN, JANET.** Actress. (R) Backstage Wife, 1937 (Dr. Lyon's Tooth Powder, NBC Red); Romance of Helen Trent, 1937 (Affiliated Products, CBS); Betty & Bob, 1937 (General Mills, CBS); Dan Harding's Wife, 1937 (National Biscuit Co., NBC Red); Uncle Ezra, 1937 (Alka-Seltzer, NBC Red); Public Hero No. 1, 1937 (Falstaff Brewing Co., NBC Red); Woman in White, 1938 (Pillsbury Flour Mills, NBC Red); Double Everything, 1938 (William Wrigley, Jr., Co., CBS); Zenith Program, 1938 (Zenith Radio Corp., CBS). (LS) WBBM, WGN, Chicago. (L) Stock: Dixiana Co., 1935; Glen Wells Players, 1936.
- LOMBARDO, GUY.** Orchestra leader. (R) Guy Lombardo Orchestra with Burns & Allen, 1929-34 (General Cigar Co., CBS); Lombardo Land, 1934-35 (St. Joseph Aspirin, NBC Red); Lombardo Road, 1935-36 (Standard Oil, CBS); Guy Lombardo and His Orchestra, 1936-38 (General Baking for Bond Bread, CBS). (F) Paramount. (V) Theatre appearances. Victor records.
- LONG, ELMER ROSE.** Singer, WWVA, Wheeling. V., Civitan Revue, 1937. (V) Theatre and night club appearances.
- LONG, HARRY.** Writer, announcer, KOL, Seattle. (R) Also WHB, Kansas City. (L) Kansas City Grand Opera Co., 1916-20.
- LONG, LUCILLE.** Contralto. (R) National Barn Dance, 1933-38 (Miles Laboratories for Alka-Seltzer, NBC Blue); Uncle Ezra, 1934-38 (Alka-Seltzer, NBC Red).
- LONG, VIRGINIA.** Singer, WWVA, Wheeling. (L) Civilian Revue, 1937. (V) Theatre and night club appearances.
- LONGENECKER, C. ROBERT.** Producer. (R) Park Avenue Penners, 1937-38 (R. B. Davis Co. for Cocomalt, CBS); Phil Baker, 1938 (Gulf Gasoline & Oil, CBS); Hollywood in Person, 1937-38 (General Mills for Bisquick, CBS). (Producer, CBS, Hollywood).

MEREDITH  
WILLSON

## PROFESSIONAL RECORDS—Continued

- LONGDON, PEG.** Orchestra leader, violinist, M.C., KONO, San Antonio. (V).
- LONGSWORTH, TOMMY.** Musician, WOWO-WGL, Ft. Wayne. (R) Also NBC and CBS sustaining.
- LONGWELL, ROBERT.** Announcer, producer, WJBK, Detroit. (F) Shorts.
- LORD, EDWARD J.** Pianist, organist, announcer, director, WLNH, Laconia. (R) Also WBZ, WEEL, WNAC, Boston.
- LORD, PHILLIPS H.** Producer, writer. (R) Uncle Abe & David, 1930-31 (Goodrich Tire & Rubber Co., NBC Red); The Stebbins Boys, 1931-32 (Swift & Co., NBC Red); The Country Doctor, 1932-33 (Lambert Pharmacal Co., NBC Blue); Cruise of Seth Parker, 1933-34 (General Motors, NBC Red); G-Men, 1935 (Chevrolet Motor Car Co., NBC Red); Philip Morris Thrill Program, 1936 (Philip Morris & Co., NBC Red); Phillips Lord Calling on You, 1936 (Wisconsin Alumni Research Foundation, NBC Red); Gang Busters, 1936-38 (Colgate-Palmolive-Peet, CBS); We, the People, 1936-38 (General Foods for Calumet Baking Powder, 1936-37, NBC Blue; for Sanka Coffee, 1937-38, CBS). (F) RKO, 1929. (V) Known for many years as "Seth Parker."
- LORO, PETE.** Musical director, violinist, arranger, WICC, Bridgeport. (R) Also Colonial Network. (V) Theatre musician, 10 years. (New Haven Symphony Orchestra).
- LORRAINE, IRENE.** Actress. (R) Romance of Helen Trent (Affiliated Products for Edna Wallace Hopper and Old English Floor Wax, CBS).
- LOSEY, GEORGE S.** Announcer, production manager, WDZ, Tuscola.
- LOVE, ANDY.** Singer (Member of "The Tune Twisters," rhythm trio). (R) Ray Noble, 1935 (Coty, Inc., NBC Red); Ray Noble, 1936 (Coca-Cola, CBS); Sealtest Sunday Night Party, 1936 (Sealtest, Inc., NBC Red); Tic-Toc Revue, 1937 (Griffin Mfg. Co., NBC Blue); Summer Jello-O Show, 1937 (General Foods for Jell-O, NBC Red). (GA) Town Hall, Royal Gelatin Hour, Maxwell House Show Boat, Hammerstein Music Hall; others (F) Shorts with Johnnie Green. (L) Between the Devil, 1938 (f). (V) Theatre appearance with Ray Noble and orchestra.
- LOVE, SUNDA.** Actress. (R) Step-
- mother (Colgate-Palmolive-Peet Co., CBS).
- LOVELL, ANNE E.** Actress. (R) Toast to the Town, 1938 (Roma Wine Co., Inc., CBS). Currently with KSFO, San Francisco.
- LOVINS, B. B.** Commentator, WSAZ, Huntington.
- LOWE, DAVID.** Commentator, WNEW, New York.
- LOWE, DONALD H.** Announcer. (R) The Wife Saver (Manhattan Soap Co., NBC Red).
- LOWELL, DOROTHY.** Actress (dramatic, ingenue). (R) Forty-Five Minutes in Hollywood, 1934 (Borden Co., CBS); Heinz Magazine of the Air, 1936-37 (H. J. Heinz Co., CBS); Follow the Moon, 1937 (Jergens-Woodbury Sales, NBC Red); Fun in Swingtime, 1937 (Admiracion Shampoo, Mutual); Your Unseen Friend, 1937 (Personal Finance Co., CBS); Aunt Jenny's Real Life Stories, 1937-38 (Lever Bros. for Spry, CBS); Our Gal Sunday, 1937-38 (American Home Products, CBS); others. (F) Shorts. (L) Royalty Preferred, 1934; False Dreams, Farewell, 1935.
- LOWELL, RIGGS.** Musician (saxophone, clarinet), KGNC, Amarillo.
- LOWREY, MEADOR.** News commentator, WHAS, Louisville.
- LOWRY, JUDITH.** Actress. (R) Girl Alone (Kellogg Co., NBC Red); Story of Mary Marlin (Procter & Gamble, NBC Red and Blue).
- LOWTHER, GEORGE.** Script writer. (R) Dick Tracy (Quaker Oats Co., NBC Red); Terry and the Pirates (Bowey's, Inc., NBC Red).
- LUCIK, CHARLES.** Conductor, WGRC, New Albany, Ind.
- LUDDY, BARBARA.** Actress. (R) The First Nighter, 1937-38 (Campana Sales for Italian Balm, NBC Red); others, previous to June, 1937, as free lance on Pacific Coast. (F) 20th Century-Fox (co-starred); shorts. (L) Management of Henry Duffy and J. C. Williamson (Australia, New Zealand). (V) Single act, 4 years.
- LUDLAM, GEORGE P.** Script writer. (R) Parade of the States, 1931 (General Motors, NBC Red); True Railroad Adventures, 1934 (Lionel Corp., NBC Blue);

## PROFESSIONAL RECORDS—Continued

- Conoco Dialogues, 1933 (Continental Oil Co.; NBC Red); Vitalis Sport Quiz, 1938 (Bristol-Myers Co. for Vitalis, NBC Red); also various NBC sustaining shows since 1930. (LS) WJZ, New York; WLW, Cincinnati. (Member Chase & Ludlam, program producers.)
- LUGT, JOHN S.** Actor, KSL, Salt Lake City. (F) Shorts.
- LUKENBILL, WILBER S.** Production manager, KOMA, Oklahoma City.
- LUKINS, HARRY.** Announcer, WAVE, Louisville.
- LULU BELLE** (nee Myrtle Cooper; now Mrs. Scott [Skyland Scotty] Wiseman). Hill billy singer. (R) National Barn Dance, since 1933 (Miles Laboratories for Alka-Seltzer, NBC Blue). (LS) WLS, Chicago. (V).
- LUM AND ABNER.** Actors. (R) Lum (Chester Lauck) and Abner (F. Norris Goff), 1931 (Quaker Oats, NBC Red); 1932-33 (Ford Motor Car Co., NBC Red); 1934-37 (Horlick's Malted Milk Corp., NBC Blue); since March, 1938 (General Foods for Postum, CBS). (V) Theatre appearances.
- LUND, ERIC F.** Commercial and special events announcer, WLVA, Lynchburg. (R) Also WMBG and WPHR, Richmond; WGH, Newport News.
- LUND, P. C.** Script writer. (R) National Barn Dance (Miles Laboratories, Inc., NBC Blue).
- LUND, VICTOR H.** Announcer, producer, continuity writer, WIS, Columbia.
- LUSK, IRVING.** Announcer, KFIO, Spokane.
- LUTHER, PAUL.** Announcer. (R) Romance of Helen Trent, since March, 1936 (Affiliated Products for Edna Wallace Hopper, CBS); Modern Cinderella, June to Dec., 1936 (General Mills, CBS). (LS) WBBM, Chicago.
- LYMAN, ABE.** Orchestra leader. (R) Lucky Strike Hour, 1932 (American Tobacco Co., NBC Red); Waltz Time, 1933-38 (Sterling Products, Inc., NBC Red); Melodiana, 1934-37 (Sterling Products, Inc., CBS); Your Hit Parade, 1937 (American Tobacco Co., NBC Red); Accordiana and Big Hollywood Show (Sterling Products, CBS). (F) 20th Century-Fox (f); shorts. (L) Good News, 1927. (V) Abe Lyman and His Band, since 1921.

# VICTOR YOUNG

Management  
**ROCKWELL-O'KEEFE-ORSATTI**

PROFESSIONAL RECORDS—Continued

**LYNCH, EDWARD M.** Actor (dramatic, light comedy), WIBX, Utica. (R) Also KGW, Portland; WSYR and WFBL, Syracuse. (F) Warner Bros., First National, Paramount; shorts. (L) Stock (s). (V) Lynch & Dale, 1917-18; Conway & Lynch, 1920-24.

**LYNN, EDWARD.** Script writer. (R) Hollywood in Person (General Mills, CBS).

**LYON, CHARLES.** Announcer. (R) Kaltenmeyer's Kindergarten (Quaker

Oats Co., NBC Red); Public Hero No. 1 (Falstaff Brewing Corp., NBC Red); Ma Perkins (Procter & Gamble, CBS); Margot of Castlewood (Quaker Oats Co., NBC Blue).

**LYONS, ELINOR.** Singer, KTAR, Phoenix.

**LYONS, RUTH.** Musical director, commentator, WKRC, Cincinnati. (V) Theatre appearances.

**LYTELL, WILFRED.** Actor. (R) Court of Human Relations (Vadscro Sales Corp., Mutual).

## Mc

**McADAMS, LON.** Singer, KWTO-KGBX, Springfield. (R) Also CBS programs for Buick Motors, Bayer Aspirin, Squibbs, Socony-Vacuum, 1934-36. (F) Paramount, Vitaphone; shorts. (V).

**McALLISTER, ELOISE.** Singer, actress, WQAM, Miami. (L) Productions by Don Lanning, 1929; Howard Rossman, 1930 (s). (V) Theatre appearances.

**McALLISTER, H. J. ("Mac").** Chief announcer, KVI, Tacoma.

**McALPIN, CLO.** Organist, pianist, accordionist, WAPI, Birmingham. (R) Also WSMB, New Orleans; KDKA, Pittsburgh; WMAL and WJSV, Washington; WBRC, Birmingham. (V) Theatre organist.

**McBRIDE, MARY MARGARET** (also known in radio as **Martha Deane**). Commentator. (R) Mary Margaret McBride, 1937-38 (General Foods Corp., CBS). (LS) Martha Deane Program, 1935-38 (Group of sponsors, WOR, New York).

**McCALL, GEORGE.** Hollywood commentator. (R) Hollywood Screenscoops, since Nov. 11, 1937 (P. Lorillard Co. for Old Gold Cigarettes, CBS).

**McCALLION, JIMMY.** Actor. (R) Pepper Young's Family (Procter & Gamble, NBC Red and Blue).

**McCARTY, JACK.** Announcer. (R) NBC shows.

**McCAW, ROBERT S.** Continuity writer, announcer, director, KRSC, Seattle. (R) Also football commentator for Associated Oil, NBC and CBS, 1933-34.

**McCLAIN, GORDON W.** Chief announcer, CHML, Hamilton.

**McCLAIN, PAULA.** Actress. (R) Bachelor's Children (Cudahy Packing Co., CBS).

**McCLEARY, GWEN.** Woman's director, announcer, actress, KSO-KRNT, Des Moines. (R) Also Iowa Broadcasting Co.

**McCLINTOCK, JACK.** Continuity writer, sound effects man, KOL, Seattle.

**McCOMB, KATE.** Dramatic actress. (R) The Gibson Family, 1935 (Procter & Gamble, NBC Red); The O'Neills, 1935-38 (Procter & Gamble for Ivory Soap, NBC Red and CBS); Cavalcade of America, 1935-38 (E. I. du Pont de Nemours, CBS); March of Time, 1935-38 (various sponsors, currently Servel, Inc., CBS, NBC Blue); Snow Village Sketches, 1936-37 (Loose-Wiles Biscuit Co., NBC Red); Guy Lombardo and His Orch., 1936-38 (General Baking Co. for Bond Bread, CBS); The Goldbergs, 1937-38 (Procter & Gamble, NBC Red, and CBS); Coronet-on-the-Air, 1937 (Coronet Magazine, NBC Blue); Big Town, 1938 (Lever Bros. Co. for Rinso, CBS); others. (L) Stock; After Tomorrow, 1931 (with Donald Meek); Riddle Me This, 1932 (with Frank Craven); No Questions Asked, 1934 (with Ross Alexander, Spring Byington); others.

**McCOMBS, BOB.** Organist, pianist, KTAT, Ft. Worth. (R) Also WKY, KOMA, Oklahoma City. (V) Theatre appearances.

**McCONNELL, ART.** Actor. (R) Zenith Radio Foundation (Zenith Radio Corporation, CBS).

**McCONNELL, SMILING ED.** M. C., Singer. (R) Sunday Afternoon With Smiling Ed McConnell, 1936-38 (Acme White Lead & Color Works, NBC Blue).

PROFESSIONAL RECORDS—Continued

- McCord, William J.** Announcer. (R) Football games, 1936 and '37 (Associated Oil Co., CBS). (V) Pioneers, 1936; Rio Grande Riders, 1937; Dude Ranch Boys, 1938 (as M.C.). Staff announcer, KFPY, Spokane.
- McCormick, Franklyn.** Announcer, narrator, actor, poetic reader. (R) Poetic Melodies, Nov., 1936-Mar., 1938 (Wrigley Chewing Gum, CBS). (L) Seventh Heaven, 1928; The Nut Farm, 1929 (s); dramatic stock, 8 years. (V) Theatre appearances.
- McCormick, Stephen J.** Announcer, narrator, actor, poetic reader. (R) Poetic Melodies, Nov., 1936-Mar., 1938 (Wrigley Chewing Gum, CBS). (L) Seventh Heaven, 1928; The Nut Farm, 1929 (s); dramatic stock, 8 years. (V) Theatre appearances.
- McCowen, C. Virginia.** Dramatic actress, WHJB, Greensburg.
- McCoY, Jack.** Musician (violin, banjo, guitar), WCAU, Philadelphia. (R) Also WJJD and WLS, Chicago. (V) Theatre appearances.
- McCoY, Robert L.** Bass singer, arranger, pianist. (R) Horace Heidt & His Brigadiers, 1936-38 (Stewart-Warner Corp., CBS, 1936-37, NBC Blue, 1938). (F) Shorts. (L) Desert Song, Hit the Deck (West Coast productions, f). (V) Theatre appearances.
- McCune, Vance.** Comedian (blackface). (R) Aunt Jemima's Cabin at the Crossroads, 1937-38 (Quaker Oats Co., NBC Blue).
- McCune, Vance, Jr.** Character actor, WLS, Chicago. (V) WLS Road Shows.
- McDermand, Lois.** Pianist, organist, announcer, WHBF, Rock Island.
- McDermott, Tom.** Pianist, singer, KXBY, Kansas City. (R) Also WIBW, Topeka; KCKN and KMBC, Kansas City. (V) Tom McDermott & Orchestra, 2 years.
- McDonagh, Richard.** Writer. (R) NBC sustaining shows including The Silver Flute (NBC Red) and Amanda Snow (NBC Red); numerous special events programs.
- McDonald, Ed.** Actor. (R) Mr. Keen, Tracer of Lost Persons (American Home Products Corp., NBC Blue); The Shadow (Delaware, Lackawanna & Western Coal Co., Mutual).
- McDonald, Floretta.** Actress, announcer. (R) Woman's Page of the Air, 1938 (Tea Garden Products Co., CBS Pacific Coast); Party Bureau, 1938 (Caswell Coffee, CBS Pacific Coast).

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**Ex Announcer**

## PROFESSIONAL RECORDS—Continued

- McDONALD, FRANCES.** Conductor of "Marriage Clinic" program, Yankee and Mutual Networks. (Newspaper and magazine feature writer).
- McDONALD, L. ARTHUR.** Announcer, CFCY, Charlottetown.
- McDOWELL, ADELE J.** (Winnie, Lou & Sally Trio). Singer, WLS, Chicago. (R) Also Alka-Seltzer program, NBC, 1933; WBBM, Chicago. (V) WLS Barn Dance Show, 1933-36.
- McDOWELL, WILLIAM.** Musician, KSFO, San Francisco.
- McELROY, JACK.** Announcer, singer, writer, KANS, Wichita.
- McENIRY, MATTHEW.** Announcer, KLZ, Denver. (V) Theatre appearances.
- McEWEN, LELAND.** Organist, KDAL, Duluth. (R) Also WEBC, Duluth.
- McFARLAND, JESSICA.** Styles announcer, WMBD, Peoria.
- McFARLAND, LESTER.** Singer, musician, WCAU, Philadelphia. (R) Also WHAM, Rochester. (V) McFarland & Gardner. (Also Brunswick and American recordings.)
- McGEE, ELTON.** Entertainer (cowboy), KSFO, San Francisco. (R) Also KLX, Oakland. (V) Theatre appearances.
- McGILL, E. R.** Writer. (R) Scripts for: 45 Minutes in Hollywood (Borden Co., CBS); Packard Presents Lawrence Tibbett (Packard Motor Car Co., NBC Blue); Bambi (General Foods, NBC Blue); March of Time (Time, Inc., NBC Blue); Cavalcade of America (E. I. du Pont de Nemours, CBS); Magic Voice (Procter & Gamble, NBC Blue); True Story Court of Human Relations (Macfadden Publications, Inc., NBC Red); others.
- McGILL, JERRY.** Script writer. (R) The Shadow (Delaware, Lackawanna & Western Coal Co., Mutual).
- McGOVERN, JOHN.** Actor. (R) Sherlock Holmes (Household Finance Corp., NBC Red); Death Valley Days (Pacific Coast Borax Co., NBC Blue); Mrs. Wiggs of the Cabbage Patch (Hill's Cold Tablets and A. S. Boyle Co.'s Old English Floor Wax, NBC Red); others. (L).
- McGRATH, AUDREY.** Dramatic actress, WGN, Chicago.
- McGRATH, JAMES P.** Announcer, M. C., WRC-WMAL, Washington. (V).
- McGRATH, WILLIAM.** Production and program director, WNEW, New York.
- McGREGOR, JEAN.** Actress. (R) Today's Children (Pillsbury Flour Mills Co., NBC Red).
- McGUIRE, TEX** (Tex McGuire Melody Boys). Hillbilly and Hawaiian Music, WHIO, Dayton. (V) Theatre appearances.
- McHENRY, MURPHY.** Continuity writer. (R) Hollywood Screenscoops, 1937-38. (P. Lorillard Co., CBS). (Has also done editorial work for Screen Play Magazine, Movie Classic Magazine, Los Angeles Record, VARIETY, others).
- McININCH, NELSON.** Announcer, writer, singer, KVOD, Denver. (V) Theatre appearances.
- McINTOSH, BOB.** News commentator, sportscaster, announcer, WGRC, New Albany. (V) Orchestra leader, 1932-37.
- McINTOSH, EZRA.** Announcer, program director, WWNC, Asheville. (R) Also Rex Cole program, NBC, 1933.
- McINTOSH, ROSE C.** Actress, singer, WGRC, New Albany.
- McKAY, MARGARET.** Script writer. (R) Hollywood in Person (General Mills, CBS).
- McKEE, ALEX.** Actor, CJRC, Winnipeg. (R) Also CFAC, Montreal; CKGW, CFRB and CRCT, Toronto; Canadian Broadcasting Corp. (F) Pathe Freres and George Clarke Productions (London), 1923-24. (L) Fred Karno Productions, 1921-24; John Holden Stock Co., 1937-38.
- McKEE, ALLAN W.** Announcer, production manager, WMT, Cedar Rapids. (R) Also WHO, Des Moines. (L) Dramatic stock, 1932-33.
- McKEE, BURT.** Producer, actor, WAPI, Birmingham. (R) Also KDKA, Pittsburgh. (F) M-G-M, as director, 5 years. (I) Birmingham Little Theatre, as director, 3 years.
- McKEE, WARREN A., JR.** Singer, actor, WAIM, Anderson. (V) Minstrel shows.
- McKEEVER, JOHNNIE.** Tenor, WNEW, New York. (V) Appearances with George Hall's Orchestra as featured singer. (Also RCA Victor, Brunswick and Master recordings).
- McKINLEY, BARRY.** Baritone. (R) Time to Shine, 1936-37 (Griffin Mfg. Co., NBC Blue); Romantic Rhythms, 1937 (Chevrolet Motor Co., CBS); also Procter &

## PROFESSIONAL RECORDS—Continued

- Gamble program, 1935-36; Philip Morris program, 1936. (F) Shorts.
- McLAUGHLIN, FRANCIS J., JR.** Announcer, producer, continuity writer, WSAR, Fall River.
- McLENDON, LEE R.** Script writer, actor, KWKH, KTBS, Shreveport. (L) Stock. (V) Night club appearances.
- McLEOD, DUKE.** Sports and public events announcer, CFCT, Victoria. (F) Central Films (f). (V) Theatre appearances.
- McLINN, STONEY.** Sports commentator, WIP, Philadelphia.
- McMAHON, THOMAS J.** Sports announcer, WNBC, Binghamton. (R) Also play-by-play football and baseball for Atlantic Refining over NBC, CBS and Mutual, 1937. (V) Song and dance act, 1928-29.
- McMORROW, WM. F.** Writer. (R) Shell Chateau, 1937 (Shell Oil Corp., NBC Red); Our Gal Sunday, 1937-38 (American Home Products Corp., CBS); also NBC Blue sustaining show, Batter Up, 1932. (LS) Way Down East, 1938 (sustaining, WOR, New York).
- McMULLEN, GRETCHEN.** Household programs, WAAB-WNAC, Boston. (R) Also Yankee Network; WEEI, Boston.
- McMURRAY, EMMETT.** Program director, chief announcer, WHBQ, Memphis. (R) Also WREC, Memphis. (L).
- McNAIR, LORETTA.** Actress, CJRC, Winnipeg. (R) Also various Chicago stations. (L).
- McNAMARA, DON.** Announcer, KMTR, Los Angeles.
- McNAMEE, GRAHAM.** Announcer (commercials, sports). (R) Ed Wynn, Texaco Fire Chief (The Texas Co., CBS); The Royal Gelatin Hour (Standard Brands, Inc., NBC Red); The Time of Your Life (Gruen Watch Co., NBC Red); Royal Crown Revue (Royal Crown Cola, NBC Blue); others, including World Series baseball games, etc. Formerly singer over WEAJ, New York (1923). (F) Universal, Paramount; narrator for Universal shorts.
- McNAUGHT, LEE.** Musician, KHQ-KGA, Spokane. (V) Theatre appearances.
- McNAUGHTON, HARRY** ("Bottle"). Comedian. (R) Phil Baker shows since 1933 (Armour & Co., 1933-35, NBC Blue; Gulf Refining Co., 1935-38, CBS). (F)

# JACK HILL

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## PROFESSIONAL RECORDS—Continued

- Pathe, Warner Bros. and Columbia shorts (s, f). (L) Two Ziegfeld Follies, four Winter Garden Revues, three George M. Cohan shows, and productions by the Shuberts, Earl Carroll, Marc Klaw, the Selwyns and others (s,f). (V) Harry McNaughton & Andrew Tombes, 1927-28; theatre appearances with Phil Baker.
- McPHAIL, LINDSAY.** Musical director. (R) Dr. Allan Roy Dafoe, 1936-38 (Lehn & Fink for Lysol, CBS and Canadian networks). (Composer of radio music; theatre director.)
- McRANEY, ROBERT L.** Producer, organist, announcer. (R) Sports announcer for Kellogg Co. broadcasts over NBC, Alabama State and Alabama Mutual Network. (V) The Paramount Pair, 1930-31; featured organist at various theatres; personal appearances. Currently with WSGN, Birmingham.
- McSPEDDEN, ELLA.** Actress. (R) I Want a Divorce, 1937 (Sussman Wormser & Co., NBC Red); My Secret Ambition, 1938 (Durkee Famous Foods, CBS); other local and Pacific Coast shows, not current. Staff artist, KSFO, San Francisco.
- McWILLIAMS, JIM.** Actor, producer. (R) Jim McWilliams Question Bee, 1936-38 (George Washington Coffee Refining Co., NBC Blue). (V) For some 20 years.

## M

- MACAULEY, ISABEL.** Actress, WTIC, Hartford. (L) Ah Wilderness, Street Scene (f).
- MAC BRYDE, JACK.** Actor. (R) Death Valley Days (Pacific Coast Borax Co., NBC Blue).
- MacCREADY, HERB.** Announcer, KMOX, St. Louis.
- MacDONALD, EDWIN.** Actor. (R) Death Valley Days, 1934 (Pacific Coast Borax Co., NBC Blue); Phantom Pilot, 1937 (Langendorf Bakeries, Mutual-Don Lee); My Secret Ambition, 1937-38 (Durkee Famous Foods, Inc., CBS). (LS) KYA, San Francisco. (L) Henry Duffy, 1926; Bless You Sister (with Alice Brady, 1927); Stock. (V) Marian Murray Sketch, 1927. Now with KSFO, San Francisco.
- MacDONALD, JAMES.** Tenor, WGY, Schenectady. (R) Also Yankee Network.
- MacDONALD, JEANETTE.** Soprano. Vick's Open House, 1937-38 (Vick Chemical Co. for VapoRub and Va-tro-nol, CBS). (GA) Lux Radio Theatre, 1936 (Lever Bros. for Lux, CBS); Maxwell House Show Boat, 1937 (General Foods for Maxwell House Coffee, NBC Red). (F) Paramount, Fox, M-G-M (s). (L) Productions by the Shuberts, Ned Wayburn, Henry Savage (f). Victor records.
- MacDONALD, JOHN.** Poetry reader, KFRO, Longview.
- MacHUGH, EDWARD.** Gospel singer. (R) The Gospel Singer, 1936-38 (Procter & Gamble, NBC Blue); has been in radio since 1927.
- MACK, FLOYD.** Educational director, announcer, writer, producer. (R) Life of Mary Sothorn, 1936 (Lehn & Fink for Hind's Honey & Almond Cream, Mutual); Famous Jury Trials, 1936 (Mennen Co., Mutual); Johnson Family, 1936 (Pebeco Tooth Paste, Mutual); Alka-Seltzer News, 1937-38 (Miles Laboratories for Alka-Seltzer, Mutual-Don Lee). (LS) All out of NBC, Wash., D. C.; Esso News, 1936-37 (Esso Gasoline); Singing Violins, 1936-37 (Consolidated Terminal Corp.); Man on the Street, 1936-37 (Chevrolet Motors); Mack's Stumpus Boys, 1937 (Rock Creek Ginger Ale); others. (Currently Director of Education for Mutual-Don Lee Network).
- MACK, GILBERT.** Actor, dialectician. (R) Gang Busters, 1937 (Colgate-Palmolive-Peet Co., CBS); Terry and the Pirates, 1938 (Boweys, Inc., NBC Red); Kate Smith's Bandwagon, 1938 (General Foods Corp., CBS). (LS) WEA, WMCA, WOR, New York. (F) Shorts (Biograph). (V) Songster Boys, Gobs of Joy, Collegians, 1930-35. Currently with WHN, New York.
- MACKEY, GEORGE H.** Announcer, WCOL, Columbus. (L) Dramatic stock. (V) Great London Ghost Show.
- MacKINNON, DOUGLAS A.** Producer, musical director, WQXR, New York.
- MacNEIL, THELMA JEAN.** Assistant program director, WFBL, Syracuse. (R) Also in Canada.
- MacPHERSON, FREDERICK.** Announcer, operator, writer, KRE, Berkeley. (R) Also KJBS, San Francisco; KPMC, Bakersfield.

PROFESSIONAL RECORDS—Continued

**MacPHERSON, JOHN.** Culinary commentator. (R) The Mystery Chef, since 1929 (Davis Baking Powder, 1929-34, alternately NBC Red and Blue; Regional Advertisers, 1935-38, NBC Red and transcriptions).

**MADDEN, ALBERT O.** Announcer, WABY, Albany. (Musician with Sousa, Bachman and others, 7 years.)

**MAGEE, FAY V.** Actress, WMT, Cedar Rapids. (R) Iowa Broadcasting System shows.

**MAGINN, LEO A.** ("Mr. Fixit"). Commentator, WIL, St. Louis. (V) Theatre appearances.

**MAGNANTE, CHARLES.** Accordionist. (R) Manhattan Merry-Go-Round, 1934-38 (Dr. Lyon's Tooth Powder, NBC Red); Hammerstein Music Hall, 1935-38 (Anacin, CBS); Waltz Time, 1935-38 (Phillips' Milk of Magnesia, NBC Red); Capital Family, 1935-38 (CBS).

**MAHANEY, ROBERT A.** Announcer, WIBX, Utica.

**MAHIN, HUME DERR.** Script writer. (R) Jack & Loretta (Kirkman & Son, CBS).

**MAHONEY, WILKIE C.** Gag writer. (R) Ben Bernie and All the Lads, 1935-37 (American Can Co., NBC Blue); The Perfect Fool, 1936-37 (Axton-Fisher Tobacco Co., NBC Blue); Your Hollywood Parade, 1938 (American Tobacco Co., NBC Red); Ben Bernie and All the Lads, 1938 (U. S. Tire Dealers Mutual Corp., NBC Blue). Currently under contract to Bob Hope for comedy material.

**MALKEMUS, JANE.** Dramatic actress, WCFL, Chicago. (R) Also General Mills program, CBS, 1935-36; Ovaltine program, NBC, 1936.

**MALLOW, JOHN L.** Announcer, KFPY, Spokane.

**MALLOY, LES.** Announcer, KGGC, San Francisco. (R) Also KYA and KJBS, San Francisco. (V) Theatre appearances.

**"MALLY, CAP."** Singer, farm announcer, KSO-KRNT, Des Moines.

**MALONE, FLORENCE.** Network actress. (R) Mr. Keen, Tracer of Lost Persons (Bi-So-Dol, NBC Blue); Singing Lady Music Plays (Kellogg Co., Mutual).

**Robert C.  
Brilmayer**

•  
*Writer—Producer*  
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**RADIO  
STAGE  
SCREEN**

**ARCH  
OBOLER**

•  
**Radio Playwright**  
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**Wm. Morris Agency  
NBC**

## PROFESSIONAL RECORDS—Continued

- MALONE, PICK.** (Works with Pat Padgett as "Pick and Pat."). Comedian. (R) Maxwell House Show Boat (General Foods Corp., NBC Red, as Molasses & January); Pick and Pat (U. S. Tobacco Co., CBS). Several guest appearances. (F) Republic; Paramount shorts. (V).
- MALOUIN, ROY.** Announcer, CKAC, Montreal. (L) 1933-35. (V).
- MANDERVILLE, BUTLER.** Actor. (R) Arnold Grimm's Daughter (General Mills, Inc., CBS).
- MANECCHIA, ACHILLE I.** Italian announcer, WOV, New York. (L) Director, Royal Theatre of Rome, Teatri Colon of Buenos Aires, Nacional Teatre of S. Paol, Brazil.
- MANLEY, WILLIAM FORD.** Writer. (R) Vivian, 1927 (Coca-Cola Co., NBC); Soconyland Sketches, 1928 (Socony-Vacuum Co., NBC Red); General Motors Hour, 1928 (General Motors Corp., NBC Red); Gus and Looie, 1929 (Schroeder Valve Co., NBC Red); Mr. and Mrs., 1929 (Graybar Electric Co., CBS); Sandy and Lil, 1930 (Eskimo Pie Co., CBS); Stebbins Boys, 1931 (Swift & Co., NBC Red); Vivian and Her Life Saver, 1935 (Life Savers, Inc., CBS); Nine to Five, 1936 (L. C. Smith Co., NBC Red). All these programs were written in collaboration with Henry F. Carlton. Also various sustaining network shows.
- MANN, JERRY.** Comedian. (R) Lum and Abner, 1934 (Ford Motor Car Co., NBC Red); Radio City Party, 1934 (Radio Corp. of America, NBC Blue); Bi-So-Dol Varieties, 1934 (American Home Products for Bi-So-Dol, CBS); Manhattan Merry-Go-Round, 1935 (Sterling Products for Dr. Lyon's Tooth Powder, NBC Red); Hammerstein Music Hall, 1936-38 (American Home Products for Anacin, CBS). (F) Shorts. (V) Juvenile Frolics, 1920; Kiddies Kabaret; single act, to date.
- MANN, ROBERT J.** Continuity and commercial writer, (R) For Men Only, 1937-38 (Bristol-Myers for Vitalis, NBC Red); commercials on The Wife Saver discs.
- MANNERS, BUDDY.** Singer, WHN, New York. (V) Embassy Boys, Reggie Boyd Unit, Irene Vermillion Girls' Band.
- MANNERS, LUCILLE.** Singer. (R) Cities Service Concert (Cities Service Co., NBC Red).
- MANNERS, VIRGINIA.** Singer, WOPI, Bristol. (V) Theatre appearances.
- MANNERS, ZEKE.** Novelty band leader, WMCA, N. Y. ("Zeke Manner's Gang").
- MANNING, KNOX.** News commentator, announcer. (R) Knox Manning—Commentator, 1938 (Euclid Candy Co. of California, CBS); Univex News, 1938 (Univex, CBS); also numerous Yankee Network and Don Lee Network shows, 1932-37. (V) Theatre appearances. (Currently with CBS Pacific Coast Division).
- MANSEAU, LUCIENNE.** Singer, comedienne, CHRC, Quebec.
- MANSOUR, WILLIAM.** Announcer, sound technician, dialogue director, WHJB, Greensburg.
- MAPLE CITY FOUR** (Al Rice, Fritz Meissner, Art James, Pat Petterson). Quartet. (R) National Barn Dance, 1933-38 (Miles Laboratories for Alka-Seltzer, NBC Blue). (F) Currently under contract to Republic Pictures (f). (V) 10 years.
- MARBLE, HARRY W.** Announcer, WCAU, Philadelphia. (L) Repertory and stock.
- MARCENO, NORMA.** Blues singer, KWK, St. Louis. (V) Night clubs and theatres.
- MARCH, PAUL.** Singer, KEHE, Los Angeles. (R) Also California Radio System.
- MARCOU, YVETTE.** Character actress, singer, pianist, CHRC, Quebec.
- MARIANI, HUGO.** Musical director. (R) Voice of Firestone (Firestone Tire & Rubber Co., NBC Red); Bicycle Party (Cycle Trades of America, NBC Red); Empire Builders (Great Northern Railway, NBC Blue); other programs for Wm. Wrigley, Jr., Co., General Motors Corp., American Tobacco Co., Campbell Soup Co., etc. (F) Shorts. (V) Hotel engagements.
- MARKLEY, PHILIP E.** Musician, actor, KGCK, Wolf Point. (R) Also WDAY, Fargo; KFBB, Great Falls. (L).
- MARKMANN, PAULA.** Actress, WCAU, Philadelphia. (R) Also KYW, WFIL, WIP and WHAT, Philadelphia.
- MARKO, BOB.** Script writer. (R) Rinso Program Starring Al Jolson, 1936-38 (Lever Bros. Co., CBS).
- MARKS, GARNETT A.** Announcer, actor, news and sports commentator, singer. (R) General Electric Hour, 1931 (Gen-

PROFESSIONAL RECORDS—Continued

- eral Electric Co., NBC Red); Gang Busters, 1938 (Colgate-Palmolive-Peet Co., CBS). (LS) KMOX, St. Louis; WENR, Chicago; WMCA and WOR, N. Y. (F) Warner Bros., Vitaphone, First National, 1929-30. (L) St. Louis Municipal Opera Co. (V) Personal appearances.
- MARLOW, J. FRANK.** Dramatic actor, WSM, Nashville. (L) Pauline McLean Players, 1919-22; Permanent Players, 1923-25; Aren't We All (Raymond Hitchcock), 1928; Jefferson Players, 1932-33; Peruchi Players, 1936-37; others.
- MARNELL, ANN.** Singer, KANS, Wichita. (R) Also KFEQ, St. Joseph.
- MARR, JAMES.** Actor. (R) WHN, WMCA, WOR, New York. (F) Shorts. (L) Chauncey Olcott, 1920-26; Henry Miller; Selwyn Co.; Erlanger Co.; Theatre Guild (f). (V) Various circuits.
- MARROCCO, W. THOMAS.** Violinist, WHEC, Rochester.
- MARRONE, JOSEPH J.** Musician, conductor, WBAX, Wilkes-Barre.
- MARSH, ESTELLE G.** Commentator (women's club activities), WAAB-WNAC, Boston. (L) Little Theatre productions, as coach and director.
- MARSHALL, CHARLES H.** Guitarist, singer. (R) Peaceful Valley Folk, 1934 (Crazy Water Co., NBC Red); Death Valley Days, 1934-37 (Pacific Coast Borax Co., NBC Blue); Signal Carnival, 1936-38 (Signal Oil Co., NBC Red).
- MARSHALL, HELEN.** Singer. (R) Sig-mund Romberg's Studio Party, 1934-35 (Swift & Co., NBC Red); Fireside Recitals, 1936-37 (American Radiator Co., NBC Red); substitute artist on Saturday Night Serenade, 1937 (Pet Milk Sales Corp., CBS); others, in 1934. (L) Columbia Theatre Associates, concert recitals.
- MARSHALL, REGINALD.** Singer, WSJS, Winston-Salem.
- MARTHA & HAL.** See Martha Lawrence and Hal Bogg.
- MARTIN, CHARLES.** Writer, director, producer. (R) Then & Now, 1936 (Sears, Roebuck, CBS); Thrill of the Week, 1936-38 (Philip Morris & Co., Ltd., NBC Red); Front Page News, 1936-38 (Philip Morris & Co., Ltd., CBS); Johnny Pre-

**ANNE  
SEYMOUR**

**'The Story of Mary Marlin'**

**'Cross Roads'**

*Jolly  
Gillette*

*(Eileen Barton)*

## PROFESSIONAL RECORDS—Continued

- sents (Philip Morris & Co., Ltd., CBS, NBC Red); March of Time (Time, Inc., NBC Blue). (F) Writer, director, producer for Universal. (Currently with the radio department, Biow Advertising Agency.)
- MARTIN, DON.** Announcer, producer, KMPC, Beverly Hills.
- MARTIN, DON.** Announcer, writer, WFIL, Philadelphia. (R) Also Inter-City Network; WIP, Philadelphia; WTAR, Norfolk; Mutual Network.
- MARTIN, "DUDE".** Cowboy musician, KSFO, San Francisco. (R) Also KLX, Oakland. (F) Shorts. (V) Theatre appearances.
- MARTIN, EMIL B.** Musician, WFAA, Dallas. (V) Band, 1920-24.
- MARTIN, FAYE.** Home economics commentator, KANS, Wichita. (R) Also KFH, Wichita.
- MARTIN, FRED S.** Accordionist, arranger, singer, WFAA, Dallas. (R) Also Texas Quality Network. (V) Personal appearances.
- MARTIN, HARRY B.** Script writer. (R) Benjamin Moore Triangle Club (Benjamin Moore & Co., NBC Red).
- MARTIN, J. T. W.** Writer, director. (R) Beatrice Fairfax, 1937-38 (Hecker Products, Mutual); Julia Blake, 1938 (Armstrong Cork Co., transcriptions); School for Wives, 1938 (Corning Glass Works, transcriptions). (Co-author, How to Write for Radio).
- MARTIN, JANE.** Writer, director, producer. (R) Let's Play Games, 1937-38 (Vapex; WOR, New York City; WAAB, Boston; WGN, Chicago). (L) Civic Repertory Theatre with Eva Le Gallienne, one year (f).
- MARTIN, JOE.** Tenor, WHN, New York. (V) Theatre appearances.
- MARTIN, LEO.** Musician (trumpet, trombone), CJRC, Winnipeg. (V) Theatre bands.
- MARTIN, MARCELLUS.** Accordionist, KGW-KEX, Portland.
- MARTIN, NANCY.** Pianist, singer, WCAE, Pittsburgh. (R) Also KDKA, Pittsburgh; WWVA, Wheeling. (V) Personal appearances with Amos 'n' Andy.
- MARTIN, POKEY (Don Allen).** Continuity and dialogue writer, actor, WLS, Chicago. (V) Monologues.
- MARTIN, REGINALD W.** Organist, KUOA, Siloam Springs. (Also composer, virtuosos).
- MARTIN, TATTEE.** ("Three Vamps"). Singer, WIOD, Miami.
- MARTIN, THOMAS E.** Announcer, continuity writer, WGY, Schenectady. (R) Also WSYR, Syracuse; WIBX, Utica.
- MARTIN, TONY.** Singer, actor. (R) Burns & Allen, 1937-38 (General Foods for Grape-Nuts, NBC Red). (F) 20th Century-Fox (f); RKO short.
- MARTINEAU, LAUREAT ("Bob").** Program director and chief announcer, WTHT, Hartford. (R) Also transcriptions.
- MARTINI, ALBERT.** Violinist, KWKH, Shreveport. (R) Also WJBC, Bloomington.
- MARTINI, ROLAND.** Script writer, producer. (R) Ry-Krisp Presents Marion Talley (Ralston-Purina Co., NBC Red).
- MARVEY, GENE.** Tenor, WHN, New York. (R) Also Hammerstein Music Hall, CBS, 1936; KFAC, Los Angeles. (F) Republic (f). (L) New York Opera Co.; stock (f). (V) Single act; night club appearances.
- MASON, DOROTHY LEE.** Singer, announcer, commentator, WHBF, Rock Island.
- MASON, LIN.** Announcer, singer, WKRC, Cincinnati. (R) Also WALR, Zanesville; WCOL and WBNS, Columbus.
- MASON, MARY.** Director WRC Home Forum, WRC-WMAL, Washington. (R) Also director WNAC (Boston) Women's Club, 1925-28; assistant, Ida Bailey Allen's Homemaker's Club, 1928 (CBS); director women's programs, 1929 (WBZ, Boston); food editor, Women's Radio Review, 1930-32 (CBS); others, all commercial participating programs. (F) Commercial films. (L) Lyric stock co., one year; concert series.
- MASON, PAUL.** Announcer, KANS, Wichita.
- MASON, SYDNEY.** Actor, announcer. (R) Home, Sweet Home, 1934-35 (Procter & Gamble, NBC Blue and Red); Roses & Drums, 1934 (Union Central Life Insurance Co., CBS); The Gibson Family,

PROFESSIONAL RECORDS—Continued

- 1935 (Procter & Gamble, NBC Red); The O'Neills, 1935 (Procter & Gamble, NBC Red); Famous Jury Trials, 1936-37 (Mennen Co., Mutual); True Detective Mysteries, 1936 (Macfadden Publications, Inc., Mutual); Johnny Presents, 1936-37 (Philip Morris & Co., Ltd., NBC Red, CBS). (LS) KECA, KFVD, KFAC, KFI, Los Angeles; WEA, WJZ, WLW, WMCA, WOR, New York; WXYZ, Detroit. (F) Paramount, Biograph; Warner Bros. shorts. (L) Ebb Tide; A Lady Detained; others. (V) Theatre appearances. Currently with WXYZ, Detroit.
- MAST, ROSALIE, JUDITH, ELSIE.** Rhythm singers, WIL, St. Louis. (L) Hazard Short Revue; Municipal Opera; stock. (V) Mast Kiddies, 1919; Night in Dixie, 1922-24; Mason-Dixon Dancer, 1926-29; others; night club and hotel appearances.
- MASTERMAN, E. D.** Script writer. (R) Dog Heroes (Modern Food Process Co., NBC Blue).
- MASTERS, FRANKIE.** Orchestra leader, M.C., singer. (R) It Can Be Done, 1937-38 (Household Finance Co., NBC Blue). (F) Universal; shorts. (V) Theatre master of ceremonies, 5 years; night club appearances.
- MATHIEU, RENE.** Ballad singer, actor, CHRC, Quebec.
- MATTESON, DR. HERMAN H.** Story teller, health commentator, KOL, Seattle. (R) Also Mutual, Don Lee.
- MATTHEWS, GRACE.** Actress, CJRC, Winnipeg. (R) Also CFRB, Toronto; Canadian Broadcasting Corp.; guest, Fleischmann Yeast and General Motors programs. (F) British and Dominion Films, 1935. (L) John Holden Stock Co., 1935-38.
- MAURICE, VALIQUETTE.** Announcer, CRCK, Quebec. (R) Also Canadian Broadcasting Corp.
- MAXWELL, RICHARD.** Singer, philosopher. (R) Garden of Memories, 1937-38 (Restland Memorial Association, Mutual).
- MAXWELL, TED.** Playwright, actor, producer. (R) Death Valley Days (Pacific Coast Borax Co., NBC Blue); Hawthorne House (Wesson Oil & Snowdrift Sales Co., Inc., NBC Red). (LS) KPO-KGO, San Francisco. (L) Stock. (V) Ted Maxwell and Virginia Chester.
- MAXWELL, THOMAS.** Announcer, WGST, Atlanta.

**MEL  
WISSMAN**

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**WWJ  
DETROIT**

**AXEL  
GRUENBERG**

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Producer of  
*"Detroit News Radio Extra"*  
*"Causes of Crime"*  
*"March of Youth"*  
*"Wings of Song"*

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**WWJ  
DETROIT**

## PROFESSIONAL RECORDS—Continued

- MAY, FOSTER.** News editor and commentator, WOW, Omaha.
- MAYAL, HERSCHELL.** Actor. (R) Lone Ranger (Weber Baking Co. and Gordon Bakeries, Mutual).
- MAYFIELD, ARGYRA.** Dramatist, KTSM, El Paso.
- MAYO, BESS.** Organist, KTAR, Phoenix.
- MAYS, RODERICK A.** Writer, KNX, Los Angeles. (R) Also NBC Pacific Coast shows; KLX, Oakland; KYA, San Francisco; KMTR, Los Angeles; others.
- MAYS, TED.** Musician, orchestra leader, KONO, San Antonio.. Victor recordings.
- MEACHAM, MALCOLM R.** Actor. (R) Hall of Fame, 1935 (Lehn & Fink Products Co., NBC Red); Hollywood Hotel, 1935-36 (Campbell Soup Co., CBS); Lux Radio Theatre, 1936 (Lever Bros. Co., CBS); Ma Perkins, 1938 (Procter & Gamble, NBC Red); Kitty Keene, Inc. (Procter & Gamble, CBS); Margot of Castlewood, 1938 (Quaker Oats Co., NBC Blue); Story of Mary Marlin, 1938 (Procter & Gamble, NBC Red and Blue); Betty & Bob, 1938 (General Mills, CBS).
- MEDBURY, JOHN P.** Writer. (R) Burns & Allen, 1937-38 (General Foods Corp., NBC Red). (F) Shorts (Columbia); also dialogue for Paramount. (Newspaper humorist.)
- MEEDER, WILLIAM H.** Organist. (R) Clara, Lu & Em, 1936 (Colgate-Palmolive-Peet, NBC Blue); Home Sweet Home, 1936-37 (P & G for Chipso, NBC Red and Blue); Edward MacHugh, the Gospel Singer, 1936-38 (P & G for Ivory Soap, NBC Blue); Pepper Young's Family, 1936-38 (P & G for Camay Soap, NBC Red and Blue); Road of Life, 1937-38 (P & G for Chipso, NBC Red). (V) Theatre appearances.
- MEEK, JIMMIE L.** Bass violinist, singer, KGNC, Amarillo. (V).
- MEIGHAN, JAMES.** Actor. (R) Court of Human Relations (Vadsco Sales Corp., Mutual); Mr. Keen, Tracer of Lost Persons (Bi-So-Dol, NBC Blue); Singing Lady Music Plays (Kellogg Co., Mutual).
- MEISSNER, FRITZ.** See Maple City Four.
- MELCHIOR, ELAINE.** Actress. (R) Pretty Kitty Kelly (Continental Baking Co., CBS).
- MELCHIOR, LAURITZ.** Operatic tenor. (R) Frequent guest appearances on Ford, General Motors, Chase Bank Lucky Strike and RCA programs; network opera broadcasts from the Metropolitan, New York, San Francisco and Chicago. Made first transatlantic broadcast from Marconi experimental station in England, 1917. (Leading heroic tenor, Metropolitan Opera, San Francisco Opera, Covent Garden, Chicago Grand Opera and Paris Grand Opera companies. Has sung more performances of Tristan, Siegfried and Tannhauser than any other artist, dead or living. Honorary president, Richard Wagner Society. Singer to the Royal Danish Court.)
- MELODY MAIDS (Dorothy Lee Wolf, La Veta Anderson, Judy Magrine).** Rhythm trio, KLZ, Denver. (R) Also KOA, Denver; WHB, Kansas City. (V).
- MELODY MEN (Franklin Barger, Dewey Gordon, Raymond Baber, Clarence Helstrom).** Quartet, KLZ, Denver.
- MELTER, CLARENCE.** Singer, musician, WCKY, Cincinnati. (R) Also Mutual.
- MELTON, JAMES.** Singer. (R) Seiberling Singers, 1928-31 (Seiberling Rubber Co., NBC Blue); Ward's Family Theatre, 1934 (Ward Baking Co., CBS); Sealtest Sunday Night Party, 1936-37 (Sealtest, Inc., NBC Red); Palmolive Beauty Box Theatre, 1937 (Colgate-Palmolive-Peet Co., CBS); The Songshop, substituted for Kitty Carlisle two months in 1938 (Coca-Cola Co., CBS); others. (F) Warner Bros. (s.f). Concerts; records.
- MEN ABOUT TOWN TRIO (Scrappy Lambert, Jack Parker, Phil Duey).** Singers. (R) Believe It or Not (General Foods Corp., NBC Red); Manhattan Merry-Go-Round (R. L. Watkins Co., NBC Red).
- MEN OF THE WEST (Don Davies, Harry Morton, Duncan McColl, Guy Hockett).** Quartet, KOA, Denver. (R) Also NBC sustaining. (V).
- MENARD, GEORGE.** Announcer, producer, singer, WROK, Rockford. (F) Shorts.
- MENDELSON, M. M.** Script writer. (R) Your Parlor Playhouse (Lovely Lady Cosmetics, Mutual).
- MENG, RUTH R.** Women's commentator, WTMV, East St. Louis.
- MENKEN, HELEN.** Actress. (R) Famous Actor's Guild Presents Second Husband, 1937-38 (Bayer Co., CBS). (L) Seventh Heaven; Queen Elizabeth, The Old Maid; others. (V).

PROFESSIONAL RECORDS—Continued

**MERCER, LLOYD C.** Musician and singer, KNEL, Brady. (R) Also KGKL, San Angelo. (V) Theatre appearances.

**MERCER, MILDRED.** Singer, WBIG, Greensboro.

**MEREDITH, JUNE.** Actress. (R) Attorney-at-Law (S. C. Johnson & Son, Inc., NBC Blue); Story of Mary Marlin (Procter & Gamble, NBC Red and Blue).

**MERESCO, JOE.** Pianist. (R) Major Bowes' Amateur Hour (Chrysler Corp., CBS).

**MERIWETHER, J. CUTLIFF.** Musician, arranger, WGPC, Albany, Ga. (V) Let's Have a Party Revue, 1933; Chatterbox Revue, 1934.

**MERKIN, HARRY.** Pianist. (R) Major Bowes' Amateur Hour (Chrysler Corp., CBS).

**MERRIFIELD, DON.** Actor. (R) Arnold Grimm's Daughter (General Mills, Inc., CBS).

**MERRILL, LOUIS.** Actor. (R) Park Avenue Penners, 1936-37 (R. B. Davis Co. for Cocomalt, CBS); Lux Radio Theatre, 1936-38 (Lever Bros. for Lux Toilet Soap, CBS); Al Jolson, 1936-37 (Lever Bros. for

Lifebuoy Soap, CBS); Royal Gelatin Hour, 1937 (Standard Brands for Royal Gelatin, NBC Red); Hollywood Hotel, 1937 (Campbell Soup Co., CBS); Good News of 1938, 1937 (General Foods) for Maxwell House Coffee, NBC Red); Welch Presents Irene Rich, 1937 (Welch Grape Juice, NBC Blue); Big Town, 1937-38 (Lever Bros. for Rinso, CBS); Thrills, 1937-38 (Union Oil, NBC Red); Camel Caravan, 1938 (R. J. Reynolds Tobacco Co., CBS); others.

**MERRY MAKERS.** String band and vocal trio, KALB, Alexandria.

**MERTZ, THERON C.** Musician. (R) Burns & Allen (Campbell Soup Co., CBS). (F) Shorts (Warner Bros.). (L) Parisiana, 1928. (V) Wesley Barry & Band, 1926-28. Staff musician, KSFO, San Francisco.

**METCALF, JOHN B.** Hymn evangelist, WAAB-WNAC, Boston.

**METZ, STUART B.** Announcer. (R) Betty Moore Triangle Club, 1937 (Benjamin Moore Paint Co., NBC Red); Jell-O Summer Show, 1937 (General Foods for Jell-O, NBC Red); Pepper Young's Family, 1937-38 (Procter & Gamble for Camay Soap, NBC Red and Blue); Road of Life, 1937-38 (Procter & Gamble for Chipso, 1937-38).

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RED THORNBURGH, Assistant Miker



## PROFESSIONAL RECORDS—Continued

- MEYER, JOE.** Announcer, KGGC, San Francisco. (V) Theatre appearances.
- MEYERS, GUS, JR.** Musical conductor, violinist, arranger, WICC, Bridgeport. (R) Also Colonial Network. (V) New England circuits, 1922-36.
- MEYERS, JOHN T.** Script writer, actor, juvenile director, KABC, San Antonio.
- MICHAELIS, ADRIAN F.** Script writer. (R) Standard School Broadcast (Standard Oil Co. of California, NBC Red).
- MICHAELS, BUD.** Actor. (R) Lone Ranger (Gordon Bakeries and Weber Baking Co., Mutual).
- MICHAELS, CHARLES.** Musician, KFSO, San Francisco. (R) Various CBS shows including Burns & Allen; also WOR, New York. (F) Shorts (Chesterfield Film Co.). (L) Flying High, 1929; Vanities, 1934. (V) Appearances with Joe Benuti, Red Nichols.
- MIDDLETON, BOB.** Actor. (R) Zenith Radio Foundation (Zenith Radio Corporation, CBS).
- MIGNACCA, EMIL.** Violinist, CJRC, Winnipeg. (R) Also CKY, Winnipeg; Canadian Broadcasting Corp. (V) Toured several seasons.
- MILES, ELEANOR J.** Pianist, organist, WSPD, Toledo. (L) Concert appearances, 15 years.
- MILES, HURST.** Conductor, WGRC, New Albany (Co-organizer of Park-Miles Orchestra).
- MILES, JIM.** Announcer, newscaster, WCKY, Cincinnati. (R) Also WCHS, Charleston; West Virginia Network.
- MILES, MRS. ALICE LOWE.** Interviewer. (R) Husbands and Wives, 1936-37 (Lamont Corliss & Co., NBC Blue). (LS) WOR, New York. (Worked as team with Sedley Brown.)
- MILLER, ALBERT G.** Writer, director. (R) Frank Hawks, 1936 (Gruen Watch Co., Mutual); Town Hall Tonight, 1936 (Bristol-Myers Co., NBC Red); Walter O'Keefe, 1937 (Bristol-Myers Co., NBC Red); Pontiac Varsity Show, 1937 (Pontiac Motor Co., NBC Red); Bank Show, 1937 (Group of American Banks, CBS); Ben Bernie and All the Lads, 1938 (U. S. Rubber Products, Inc., CBS). (LS) WOR, WJZ, New York. (L) Author of "The Sellout," 1933. (Has written for Saturday Evening Post, Life, Judge, and Conning Tower. Former radio writer and director for N. W. Ayer and Son, Inc.)
- MILLER, BARNEY.** Program director, producer, writer, KGW-KEX, Portland. (R) Also KOMO, Seattle; KHQ, Spokane.
- MILLER, CLARENCE.** Entertainer, KRDL, Los Angeles. (R) Watch the Fun Go By (Ford Motor Co., CBS); programs on Texas Quality Network.
- MILLER, FRANCES.** Popular singer, WGST, Atlanta.
- MILLER, IRENE V.** Singer, actress, WTMV, East St. Louis.
- MILLER, IRVING.** Actor. (R) The Wife Saver (Manhattan Soap Co., NBC Red).
- MILLER, JACK.** Orchestra leader. (R) Kate Smith & Her Swanee Music, 1931-33 (Congress Cigar Co. for La Palina Cigars, CBS); Kate Smith's New Star Revue, 1934 (Hudson Motor Co., CBS); Coffee Time with Kate Smith, 1935-36 (A & P Tea Co., CBS); Kate Smith's A & P Bandwagon, 1936-37 (A & P Tea Co., CBS); Kate Smith's Bandwagon, 1937-38 (General Foods Corp., CBS).
- MILLER, JOHNNY.** Singer, special events announcer, WSJS, Winston-Salem.
- MILLER, MALLORY.** Dramatist, KTSM, El Paso.
- MILLER, VICTOR.** Musical director, pianist, WSYR, Syracuse. (R) Also WFBL, Syracuse. (V) Theatre musical director.
- MILLER, VIVIAN.** Organist, pianist, WWVA, Wheeling.
- MILLET, ART.** Announcer. (R) Rich Man's Darling (Affiliated Products, CBS); Hammerstein Music Hall (Anacin Co., CBS); Our Gal Sunday (Affiliated Products, CBS); others.
- MILLS, BILLY.** Musical director, composer, arranger, pianist. (R) Myrt & Marge, 1934-36 (Wm. Wrigley, Jr., Co., CBS); Heidelberg Students, 1934 (Blatz Brewing Co., CBS); The First Christmas, 1935 (Sears Roebuck & Co., CBS); Flying Red Horse Tavern, 1936 (Socony-Vacuum Oil, CBS); Poetic Melodies, 1936-37 (Wm. Wrigley, Jr., Co., CBS); Gold Medal Hour, 1936-37 (General Mills, CBS); Fieber McGee & Molly, 1938 (S. C. Johnson & Son, Inc., NBC Red).
- MILLS, FELIX.** Orchestra leader, composer, arranger. (R) Silver Theatre, 1937 (International Silver Co., CBS); Mickey Mouse Theatre of the Air, 1938 (Pepsodent Co., NBC Red). Pacific Coast programs for Gilmore Oil and Bullocks Department Store, 1937. Composed and

## PROFESSIONAL RECORDS—Continued

- directed music for numerous transcribed shows, including Chandu the Magician, Count of Monte Cristo, Strange As It Seems, Tarzan, Charlie Chan, etc.
- MILLS, MARJORIE.** Commentator. (R) Featuring Marjorie Mills, 1937 (Maine Development Commission, Mutual); past 13 years as conductor of women's programs, locally and on New England networks, sponsored cooperatively by food concerns. (Also editor of women's pages on Boston Herald Traveler.)
- MILLS, RALPH.** Singer, KFPY, Spokane. (V) Theatre appearances.
- MILNER, R. HOWARD.** Baritone, WRC-WMAL, Washington. (L) Gilbert & Sullivan shows (s).
- MINGUS, BRO.** Announcer, poetry reader, KRBC, Abilene.
- MINNICH, MERTON.** Musician, WJJD, Chicago. (R) Also WJJD, WGN, and WLS, Chicago. (V) Theatre appearances.
- MITCHELL, AL.** Newscaster, sports commentator, KGLO, Mason City.
- MITCHELL, DEAN.** Singer, KSL, Salt Lake City. (V) Theatre appearances.
- MOCK BILL.** Announcer, writer, KGW-KEX, Portland.
- MOESER, FRANK.** Pianist, musical director, KTSM, El Paso.
- MOLARSKY, OSMOND.** Script writer. (R) Various scripts for Cavalcade of America, 1935-38 (E. I. du Pont, CBS).
- MOLTZNER, MASON B.** Writer, actor. (R) Death Valley Days, 1936 (Pacific Coast Borax Co., NBC Blue); Women's Magazine of the Air, 1936 (Acme Beer, NBC Red). (L) Currently staff member of KGW-KEX, Portland.
- MONROE, BILLY.** M. C., WMBC, Detroit. (V) Bruce's Revue, 1921-27.
- MONROE, LUCY.** Soprano. (R) Goodrich program, 1935; Lavender & Old Lace, 1935-36 (Sterling Products, CBS); Hammerstein Music Hall, 1936-37 (American Home Products, successively NBC Blue, CBS); American Album of Familiar Music, 1936-37 (Sterling Products, NBC Red). (GA) American Bank Program, Philadelphia Orchestra, Ben Bernie, Lanny Ross and Chevrolet programs. (L) Concerts, Metropolitan, St. Louis and Rochester Opera companies, 1938.
- MONROE, PAUL.** Script writer. (R) Kate Smith's Bandwagon (General Foods Corp., CBS).

## PAUL SULLIVAN

News Commentator

**WLW** Continuously  
Since 1935

\* First (seven times weekly, 15-minute shows) in THE BILLBOARD'S Cincinnati Radio Program Study.

\* Fourth in FAME'S box office poll of 400 radio editors on national champion commentators for 1937.

### Program Review

This pleasing and highly interesting 15-minute news stint is marked by Paul Sullivan's deft handling of national, international and local affairs. Few of his contemporary commentators are as artistic at brevity or masterful with the King's English. His voice is dynamic, clear and well modulated, while his subtle enunciation leaves nothing to be desired.—The Billboard.

## CHARLES PECK

Juvenile Actor

RADIO-PICTURES

Whiteman Program—NBC

Jolson Program—CBS

Bill and Ginger—CBS

"Dead End," Goldwyn

"Of Human Hearts," MGM

"Mad About Music," Univ.

Management: MAX SHAGRIN

## PROFESSIONAL RECORDS—Continued

- MONTANA, PATSY** (Prairie Ramblers and Patsy). Singer, WLS, Chicago. (R) Also NBC and CBS, 1932-33. (F) Shorts. (V) Patsy Montana, Cowgirl Singer and Yodeler, 1932-38 (also recording artist).
- MONTELL, DOUGLAS G.** Sportscaster, announcer, producer, KSFO, San Francisco. (R) Various sportcasts over NBC, CBS and Mutual. (LS) KROW, KLX, Oakland; KQW, San Jose; KYA, KJBS, KFRC, KSFO, San Francisco.
- MONTGOMERY, CAROLYN.** Singer, pianist, KTUL, Tulsa. (R) Also KGGF, Coffeyville.
- MOODY, DOLLY & PAT** ("Montana Sweethearts"). Hillbilly singers with guitar, WDZ, Tuscola. (V) WDZ road shows.
- MOONEYHAM, MARY H.** Pianist, WOPI, Bristol.
- MOORE, BETTY.** Talks on interior decorating. (R) Benjamin Moore Triangle Club, since 1929 (1938 series on NBC Red, Benjamin Moore Paints).
- MOORE, FLOYD H.** Old-time fiddler, WFAM-WSBT, South Bend. (V) Theatre appearances.
- MOORE, GRACE.** Singer, actress. (R) The Nash Speed Show, 1936-37 (Nash-Kelvinator Corp., CBS); Chesterfield Presents, 1938 (Liggett & Myers Tobacco Co., CBS); (GA) Appeared on programs of Lever Bros. Co., General Motors, Ford Motor Co., Vick Chemical Co., others. (F) Columbia (s). (L) Music Box Revue; musical comedies. Member of Metropolitan and Chicago operas. Has appeared in concerts and operas throughout U. S. and Europe. Recordings.
- MOORE, HAL.** Announcer. (R) Mrs. Wiggs of the Cabbage Patch (Hill's Cold Tablets and A. S. Boyle Co., CBS); Pick and Pat (United States Tobacco Co., CBS); Homemakers' Exchange (National Ice Advertising Co., NBC Red). (F) Paramount Newsreels.
- MOORE, JAMES.** Program director, WLVA, Lynchburg. (L) Concert tours, 1928-30, 1932-33. (V) Single act, 1927-28.
- MOORE, JAMES F.** Announcer, KRE, Berkeley.
- MOORE, JOHN.** Actor, singer. (R) The O'Neills, 1936-37 (Procter & Gamble, NBC Red and Blue); Hilltop House, 1937-38 (Colgate-Palmolive-Peet, CBS); Our Gal Sunday, 1937-38 (American Home Products for Anacin and Kolynos Toothpaste, CBS). (F) J. C. Williamson Corp., Australian producers (s). (L) 1933-35; The Great Waltz (Australian production), Music in the Air, The Merry Malones (s). (V).
- MOORE, NANCY.** Singer, WSJS, Winston-Salem.
- MOORE, WILLIAM.** Producer, announcer, M. C., KNX, Los Angeles. (F) M-G-M, 20th Century-Fox, Republic, Grand National, Universal (f); M-G-M shorts. (L) The Virginian; Gallows Glorious, 1935; Petrified Forest; Three Men on a Horse; others (f). (V) Theatre appearances.
- MOOREHEAD, AGNES.** Dramatic actress. (R) Big Sister (Lever Bros. Co., CBS); The Shadow (Delaware, Lackawanna & Western Coal Co., Mutual); There Was a Woman (Glass Container Association of America, NBC Blue); Terry and the Pirates (Bowey's, Inc., NBC Red); The Monday Night Show (The Brewers' Radio Show Association, CBS); others. (L) Scarlet Pages; Candlelight; Soldier & Woman; Marco's Millions.
- MORE, FRANKIE.** M. C., announcer, musician, WWVA, Wheeling. (R) Also WLS, WJJD, WENR, Chicago; WHAS, Louisville. (V) Theatre appearances.
- MOREHEAD, ALBERTA.** Singer, WHBF, Rock Island. (R) Also guest, Rudy Vallee program, 1937.
- MORGAN, BREWSTER.** Producer, script writer. (R) Hollywood Hotel (Campbell Soup Co., CBS).
- MORGAN, CLARKE.** Musician (organ, piano, accordion), KWK, St. Louis. (R) Also CBS, with Three Queens and a Jack. (V) Hotel appearances.
- MORGAN, EUGENE C.** Accordionist, WHAM, Rochester. (V) Theatre appearances.
- MORGAN, FRANK.** Actor, comedian. (R) Good News of 1938, 1937-38 (General Foods Corp., NBC Red). (F) Paramount, M-G-M, Fox, Universal, United Artists. (L). (V).
- MORGAN, GENE.** Actor. (R) Carol Kennedy's Romance, 1937 (H. J. Heinz Co., CBS); Heinz Magazine of the Air, 1937-38 (H. J. Heinz Co., CBS); Myrt & Marge, 1937-38 (Colgate-Palmolive-Peet for Super Suds, CBS). (F) Commercial shorts. (L) Stock, 3 years (f).

## PROFESSIONAL RECORDS—Continued

- MORGAN, GERALD.** Program director, writer, actor, KONO, San Antonio. (R) Also KMAC, KTSA, WOAI, San Antonio. (V) Bud & Henry, Bud & Skinny, Bud & Sugarfoot.
- MORGAN, JACK R.** Pianist, arranger, composer, WHBQ, Memphis. Also arranger and director for numerous orchestras and vaudeville acts.
- MORGAN, JAMES C.** Program director, KSFO, San Francisco. (Supervised all CBS production from San Francisco, 1937.) (L) San Juan Pageant, 1936-37; Golden Gate Bridge Fiesta Pageant, 1937 (director).
- MORGAN, JOHN CARL.** Announcer, WTAR, Norfolk.
- MORGAN, RUSS.** Orchestra leader. (R) Laugh with Ken Murray, 1936 (Lever Bros. for Rinso, CBS); Johnny Presents, 1937-38 (Philip Morris & Co., CBS). (F) Paramount and Warner Bros. shorts. (V) Theatre, night club and hotel appearances, since 1935. Brunswick records.
- MORGANTI, HELEN.** Soprano, KOBH, Rapid City. (R) Also WNAX, Yankton; KVOD, KFEL, KOA and KLZ, Denver. (F) Shorts. (L) Rocky Mountain Productions (s). (V) Theatre appearances.
- MORISSET, LOUIS.** Commentator, actor, CKAC, Montreal. (R) Also Canadian Broadcasting Corp. (V) Theatre appearances.
- MORRIS, COLTON G.** News commentator, WORL, Boston. (R) Also WMEX and WBZ, Boston.
- MORRIS, GEORGE W.** Old-time fiddler, KFRU, Columbia. (R) Also KMBC, Kansas City; KMOX, St. Louis; WHO, Des Moines. (V) Gentleman George Morris, 1 year.
- MORRIS, GRIFFITH J.** Physical director, CKWX-CKFC, Vancouver. (R) Also CJOR, Vancouver.
- MORRIS MITCHELL.** Announcer, news editor, WSBT-WFAM, South Bend. (R) Also WBOW, Terre Haute; WGBF, Evansville; WHAS, Louisville; WLAP, Lexington; WIRE, Indianapolis; WHBU, Anderson; WOWO, Ft. Wayne.
- MORRISON, BRET.** Announcer, singer, actor. (R) First Nighter (Campana Sales Co., NBC Red); Vanity Fair (Campana Sales Co., NBC Blue); Romance of Helen Trent (American Home Products Co., CBS).
- MORRISON, GORDON.** Announcer, KRE, Berkeley. (R) Also KLX, Oakland.
- MORRISON, JAMES.** Bass baritone, pianist, WHEB, Portsmouth.
- MORRISON, ROSS.** Musician, WMT, Cedar Rapids.
- MORRISON, WILBUR H.** Announcer, news commentator, WOKO, Albany.
- MORRISSEY, THOMAS.** Orchestra leader, musician, KARK, Little Rock. (R) Also KGHI, Little Rock. (L) Little Theatre productions, 1930. (V).
- MORROW, BILL.** Script writer. (R) Jell-O Program Starring Jack Benny (General Foods Corp., NBC Red). Writes in cooperation with Ed Beloin.
- MORSE, ANTHONY J.** Actor (straight, Spanish and French dialect). (R) Phantom Pilot, 1937 (Langendorf Bakeries, Mutual); Toast to the Town, 1938 (Roma Wine, CBS). (Currently associated with KSFO, San Francisco.)
- MORSE, CARLTON.** Script writer. (R) One Man's Family, 1935-38 (Standard Brands, Inc., NBC Red; previous sponsors, 1932-35, include Wesson Oil & Snowdrift, Penn Tobacco and Royal Gelatin).
- MORSE, OTTO.** Character actor, musician (director, Otto & the Novelodeons). (R) National Barn Dance, 1934-38 (Miles Laboratories for Alka-Seltzer, NBC Blue); also programs on KMOX, St. Louis, 1932-33. (Currently associated with WLS, Chicago.) (V) Theatre appearances.
- MORSE, VAL.** Guitarist, singer, WTJS, Jackson. (V) Val Morse, the Hawaiian Cowboy, Bill Westbrook & His Arizona Trail Riders, Val Morse & Co., Jack Kaulakao & His Hawaiians, 1929-38.
- MOSCOWITZ, JENNIE.** Actress (English, Jewish dialect), WEVD, New York. (L) Counsellor-at-Law, with Paul Muni; Excursion (f).
- MOSS, FRANK.** Script writer. (R) Vanity Fair (Campana Sales Co., NBC Blue).
- MOSS, RUTH.** Feature announcer, commentator, actress, interviewer, script writer, WAAB-WNAC, Boston. (L) New England Players; Theatre Guild; Stock; others (s.f.). (V) Theatre appearances.
- MOTCH, JACK.** Musician (piano, accordion,) KGNC, Amarillo. (F) Shorts.

## PROFESSIONAL RECORDS—Continued

- MOULTON, EDGAR L., JR.** Singer, WGY, Schenectady.
- MOYE, CLAUD.** Entertainer, WHAM, Rochester. (R) Also Chicago, Cleveland and Syracuse stations. (V) Pie Plant Pete & Bashful Harmonica Joe.
- MOYLES, JACK.** Announcer, actor, producer. (R) Sperry Male Chorus Parade, 1936-37 (Sperry Flour Co., CBS); Night Editor, 1936-38 (Cardinet Candy Co., CBS); Watch the Fun Go By, 1937 (Ford Motor Co., CBS); My Secret Ambition, 1938 (Durkee Famous Foods, CBS); Toast to the Town, 1938 (Roma Wine Co., CBS); other local and Pacific Coast shows as staff member of KSFO, San Francisco.
- MUELLER, BOB.** Musician, KGNC, Amarillo.
- MUELLER, MARVIN E.** Announcer, actor. (R) Slack Furniture Programs, 1932-35 (Slack Furniture Co., Inter-City Network); Magic Kitchen, 1935-37 (participating program); Phillips Poly Follies, 1936-38 (Phillips Petroleum, CBS). (LS) Numerous programs since 1932, including programs for Missouri Pacific Railroad, 1932-33; St. Louis Dairy, 1933-34; Kellogg Co., 1935-36; Standard Oil of Indiana, 1934; Lehn & Fink, 1935-36; Central Shoe Co., 1936; Pontiac Motor Co., 1936; L. Cohen Co., 1936-38; Penn Tobacco, 1936-38; Union Electric Co., 1936-38; General Grocer Co., 1937-38; also transcriptions, 1936-37. (F) Shorts. (V) Master of Ceremonies, 1936. (Currently assistant chief announcer, KMOX, St. Louis.)
- MUGFORD, JAMES D.** Program director, special events announcer, WSPA, Spartanburg. (L) Productions by Sir Frank Benson's Shakespearean Repertory Co., Cyril Maude, Sir Fred Terry and others.
- MULCAHY, ROBERT W.** Musician, WAAB-WNAC, Boston.
- MULLINER, DICK.** Orchestra director, WFBL, Syracuse.
- MUNDAY, TALBOT.** Script writer. (R) Jack Armstrong (General Mills, Inc., NBC Red).
- MUNN, FRANK.** Singer. (R) American Album of Familiar Music, 1931-38 (Sterling Products, NBC Red); Waltz Time (Chas. H. Phillips Chemical Co., NBC Red); others. Once (1929) used name of Paul Oliver.
- MUNSELLE, MARGUERITE.** Harpist, KVOO, Tulsa. (L) Concert recitals. (Member Tulsa Symphony Orchestra.)
- MURPHY, GERTRUDE.** Writer. (R) Professor Puzzlewit (Gallenkamp Stores Co., NBC Red).
- MURPHY, PAT.** Actor. (R) Girl Alone, 1935-36-37 (Kellogg Co., NBC Red); First Nighter, 1935-36-37 (Campana Sales Co., NBC Red); Zenith Radio Foundation, 1937 (Zenith Radio Corp., NBC Blue); Public Hero No. 1, 1937 (Falstaff Brewing Corp., NBC Red); It Can Be Done, 1937 (Household Finance, NBC Blue).
- MURRAY, BANKS A., JR.** News reporter, WRC-WMAL, Washington.
- MURRAY, BILL.** Actor. (R) Follow the Moon (Lehn & Fink, CBS).
- MURRAY, FEG.** Hollywood Commentator. (R) Seein' Stars, 1937-38 (Standard Brands for Fleischmann's Yeast for Bread, NBC Blue). (F) National Screen Service trailer, 1934. (Seein' Stars cartoons for King Features).
- MURRAY, J. HAROLD.** Singer, actor, WTIC, Hartford. (R) Also guest, Rudy Vallee, Paul Whiteman, Ted Hammerstein, and Sigmund Romberg programs. (F) Fox Film Corp. (s); Warner Bros., Mentone, Universal and RKO shorts. (L) Productions by Arthur Hammerstein (Tumble Inn, Sometime, etc.); the Shuberts (Passing Show of 1921; Make It Snappy, Vogues of 1925, etc.); John Cort (China Rose); Schwab & Mandel (Captain Jinks, etc.); James Elliott (Castles in the Air); Florenz Ziegfeld (Rio Rita); Sam Harris (Face the Music); Eddie Dowling (Thumbs Up), 1918-35 (s,f). (V) Single act; Donovan & Murray, 1916-35.
- MURRAY, KEN.** Comedian, M. C. (R) Laugh with Ken Murray, 1936 (Lever Bros. for Lifebuoy Soap, CBS); Ken Murray and Oswald, 1937 (Campbell Soup Co. for Campbell's Tomato Juice, CBS); Hollywood Hotel, 1938 (Campbell Soup Co., CBS). (F) RKO, Paramount, Warner Bros., Universal (f); shorts. (L) Louder Please, 1933; Earl Carroll's Vanities, 1934; Earl Carroll's Sketchbook, 1935 (s). (V) Debut, 1925; Ken Murray Units; theatre appearances (Also daily newspaper column, McNaught Syndicate, since 1935). Victor records (Ken Murray and Oswald).
- MURRAY, KENNETH.** Announcer, bari-tone, CJRC, Winnipeg.
- MURRAY, LYN.** Orchestra leader, arranger. (R) Chrysler Show of the Air,

## PROFESSIONAL RECORDS—Continued

- 1935 (Chrysler Corp., CBS); Socony Flying Red Horse Tavern, 1935-36 (Socony-Vacuum, CBS); Chesterfield Program, 1936-37 (Liggett & Myers Tobacco for Chesterfield Cigarettes, CBS); Sunday Night Party, 1936-37 (Sealtest, NBC Red); Rippling Rhythm Revue, 1937 (John H. Woodbury, NBC Blue); Watch the Fun Go By, 1938 (Ford Motor Co., CBS); Heinz Magazine of the Air, 1938 (H. J. Heinz, CBS). (V).
- MURRAY, MAE.** Actress, commentator, writer, WMCA, New York. (R) Grandstand and Bandstand (General Mills, 1937); Mae Murray (Larvex Corp., 1938; Sam Brown Club (Elbee Furriers, 1938); Danceograph (sustaining, 1938). (F) M-G-M (s). (L) Ziegfeld Follies. (V) Personal appearances.
- MURRAY, MATHEW.** Announcer, KMPC, Beverly Hills.
- MURRAY'S GRIFFIN CHORUS, LYNN.** (R) Time to Shine (Griffin Mfg. Co., NBC Blue).
- MURRELL, VAL H., JR.** Announcer, KTBS, Shreveport.
- MUSCO, TONY.** Musician, WNOX, Knoxville. (V) Theatre appearances.
- MUSSELMAN, HELEN.** Actress (dramatic). (R) One Man's Family, 1937-38 (Standard Brands for Tender Leaf Tea, NBC Red). (LS) Dr. Kate (Sperry Flour).
- MYERS, DURHAM.** Musician, producer, WTJS, Jackson. (V) 1927-38; Memphis Collegians, Hazel Green's Cadets, Houston Raye & His Orchestra; others.
- MYERS, J. CLARENCE.** Newcaster and editor, KYA, San Francisco.
- MYRT & MARGE** (Donna Damerel, Myrtle Vail). Actresses. (R) Myrt & Marge, 1931-36 (William Wrigley, Jr., Co., CBS); Myrt & Marge, 1937-38 (Colgate-Palmolive-Peet, CBS). (F) Universal. (V) Personal appearance tours; Myrt & Marge, 1934-35.
- MYSTERY CHEF.** See John Macpherson.

## N

- NAGEL, CONRAD.** Actor, M. C. (R) The Silver Theatre, 1937 (International Silver Co., CBS). (F) M-G-M, Warner Bros., United Artists, RKO, Grand National. (L) Stock.
- NAGIN, HELEN.** Concert pianist, KSFO, San Francisco. (R) Also Don Lee Network; KFRC, San Francisco. (L) Tours as concert pianist and as member of Sedgwick Trio.
- NALEPA, FRANK C.** Bass, Millmen Quartet. (R) Musical Steelmakers, 1937-38 (Wheeling Steel Corp., Mutual).
- NAOMI, PAUL.** Singer, KVOL, Lafayette.
- NASH, CLARENCE.** Actor. (R) Mickey Mouse Theatre of the Air (Pepsodent Co., NBC Red).
- NASH, WILLIAM M., JR.** Sports announcer, KOH, Reno.
- NAYLOR, DONALD C.** Continuity writer, singer, WGST, Atlanta. (R) Also KFVB, Hollywood; KHJ, Los Angeles; KTAT, KFJZ, WBAP, Ft. Worth; KMBC, Kansas City; WDAF, WHB, Kansas City. (V) Theatre and night club appearances.
- NEESE, ERLU.** Tenor, WBIG, Greensboro. Winner of Feenamint National Amateur Hour (CBS), 1936. (V) Theatre appearances.
- NEFF, AILEEN.** Script writer. (R) Jenny Peabody (F & F Laboratories, Inc., CBS).
- NEIL, GLADYS LEE.** Pianist, WKRC, Cincinnati. (R) Also Acme Paint program with Smilin' Ed McConnell, NBC, 1931-32; Mutual; WLW, Cincinnati. (V) Stanley Lester & DeMarr, 1929-32; theatre appearances.
- NEISTAT, LOUIS.** Actor (character, dialect), WTIC. (L) Charles Richards Players, 1933; Federal Theatre, 1936-37.
- NELLES, FLORIAN.** Soprano, WXYZ, Detroit. (L) Concert recitals. (V) Soloist with pit orchestra.
- NELMS, BILL.** Pianist, arranger, continuity writer, WCBS, Springfield. (V) Theatre appearances.
- NELSON, HERBERT.** Actor (leads, characters, dialect). (R) Zenith Foundation, 1937 (Zenith Radio Corp., NBC Red); Guiding Light, 1937 (Procter & Gamble for White Naptha Soap, NBC Red); Uncle Ezra, 1937-38 (Miles Laboratories for Alka-Seltzer, NBC Red); Romance

## PROFESSIONAL RECORDS—Continued

- of Helen Trent, 1938 (Edna Wallace Hopper Cosmetics, CBS); Attorney-at-Law, 1938 (S. C. Johnson & Son for Johnson's Wax, NBC Red); Woman in White, 1938 (Pillsbury Flour Mills, NBC Red). (F) Shorts. (L) The Drunkard, 1936 (f).
- NELSON, HOWARD M.** Announcer, WDAY, Fargo.
- NELSON, MARIE.** Character actress. (R) Romance of Helen Trent, 1932-38 (Affiliated Products for Edna Wallace Hopper, CBS); Bachelor's Children, 1935-38 (Cudahy Packing Co. for Old Dutch Cleanser, CBS and Mutual); Lucky Girl, 1936-38 (Minit-Rub, Mutual). (L) Stock, 1904-29. (V) Act with husband, Rodney Ranous.
- NELSON, OZZIE.** Orchestra leader. (R) Baker's Broadcast with Joe Penner, 1933-35 (Standard Brands for Fleischmann's Yeast for Bread, NBC Blue); Baker's Broadcast with Robert Ripley, 1935-37 (Fleischmann's Yeast, NBC Blue); Seein' Stars, 1937-38 (Fleischmann's Yeast, NBC Blue). (V) Numerous theatre, hotel and night club appearances. Brunswick and Decca records.
- NELSON, RAY.** Master of Ceremonies, WEVD, New York.
- NELSON, SALLY.** Singer. (R) Romantic Rhythms (Chevrolet Motors, CBS).
- NELSON, SHIRLEY ANN.** Juvenile musician, KDKA, Pittsburgh. (R) Also WCAE, Pittsburgh.
- NESBITT, JOHN.** Narrator, commentator. (R) The Passing Parade, 1936-38 (Duart Sales Co., NBC Red, 1936-37; Mutual, Sept. to Dec., 1937; Union Oil Co., 1938, NBC Pacific Coast Red); House of Melody, 1936-37 (Bank of America, NBC Pacific Coast Blue). (F) M-G-M; currently producing and commentating series of shorts. (L) Pacific Coast dramatic stock companies, as actor and director, 1931-33.
- NESBITT, NORMAN.** Newscaster, continuity writer, announcer, producer, KHJ, Los Angeles.
- NETHERY, IRA MAE.** Harpist, WFAA, Dallas.
- NEVIUS, B. A. ("Toby").** Comedian, writer, KVOO, Tulsa. (R) Also WHB, Kansas City; WIBW, Topeka. (F) Lubin Co. (child actor), 1911. (L) Stock. (V).
- NEWBURY, WALDO S.** Staff organist, pianist, WBRY, Waterbury. 14 years theatrical work.
- NEWCOMB, BILL.** Singer, musician, WLS, Chicago.
- NEWHOUSE, JOHN R.** Announcer, WESG, Elmira. (R) Also WFMD, Frederick.
- NEWKIRK, VAN C.** Director special events, KHJ, Los Angeles. (R) Also KNX, Los Angeles.
- NEWMAN, ROBERT.** Writer. (R) The Air Adventures of Capt. Frank Hawk, 1938 (General Foods Corp., transcriptions); several scripts for Rudy Vallee Show, 1936-37 (Standard Brands, Inc., NBC Red), and Lucky Strike Hit Parade, 1938 (American Tobacco Co., NBC Blue). (LS) The Dreamer, 1936 (WPA show, WOR, New York).
- NEWSOME, GILBERT.** Announcer, WRTD, Richmond.
- NICHOLSON, "FABE".** Musical director, WAAT, Jersey City.
- NIDES, HARRY.** Violinist. WNOX, Knoxville. (R) Also WWNC, Asheville. (V) Director, theatre orchestra.
- NILES, KEN.** Announcer, producer. (R) Hollywood Hotel, 1934-38 (Campbell Soup Co., CBS); Woodbury Program, 1934-35 (Andrew Jergens Co., CBS); Dick Powell, 1935 (Old Golds, CBS); Burns & Allen, 1937 (Campbell Soup Co., CBS); others. (F) Warner Bros.; Shorts. (L) Henry Duffy, 1928-29. (V) Theatre appearances.
- NILSON, WALTER E.** Announcer, continuity writer, WHTT, Hartford.
- NILSSEN, SIGURD.** Singer. (R) Fireside Recitals, 1934-38 (American Radiator Co., NBC Blue). (Also operatic, concert work.)
- NIMMONS, RALPH W.** Director, announcer, WFAA, Dallas; Texas Quality Network. (V) Theatre appearances.
- NOA, JULIAN.** Actor. (R) Follow the Moon (Lehn & Fink, CBS).
- NOBLE, CARL.** Pianist, program director, WLBC, Muncie. (R) Also WGN, WBBM, Chicago. (V) Noble & Donnelly.
- NOBLE, RAY.** Orchestra leader. (R) Ray Noble's Orchestra, 1935 (Coty Cosmetics, NBC Red); Ray Noble's Dance Orchestra, 1936 (Coca-Cola, CBS); Burns & Allen, 1937-38 (General Foods for Grape Nuts,

## PROFESSIONAL RECORDS—Continued

- NBC Red). (F) Paramount, RKO (f). (V) Theatre appearances, 1936-37. Victor and Brunswick records.
- NOBLES, CHARLES A.** Announcer. (R) Ben Bernie and all the Lads, 1936 (American Can Co., NBC Blue); Esso News, 1935-37 (Standard Oil of N. J., WJZ). (Staff announcer, NBC.)
- NOBLETTE, IRENE.** Comedienne, singer. (R) General Summer Show (General Foods Corp., NBC Blue); Carefree Carnival (Crazy Water Crystals, NBC Blue); Tim & Irene (Admiracion Laboratories, Inc., Mutual); Royal Crown Revue (Royal Crown Cola, NBC Blue). (GA) Fleischmann Hour, Aug. 5, 1937 (Standard Brands, Inc., NBC Red); Jell-O Summer Show, Sept. 12, 1937, and Sept. 26, 1937 (General Foods Corp., NBC Red). (L) Musical comedies, dramas. (F) Shorts. (V) Ryan & Noblette, H'Ya Boys.
- NORDER, JACK.** Comedian, impersonator, character actor, script writer, WEW, St. Louis. (R) Also KMOX, KSD and KWK, St. Louis.
- NORMAN, NEIL.** Program director, chief sports announcer, WIL, St. Louis. (L) Buddies, 1921-22; dramatic stock, 1922-31; The Noose, 1927 (f).
- NORMAN, PATRICIA.** Singer. (R) Your Hit Parade, 1937 (American Tobacco for Lucky Strike Cigarettes, NBC Red, CBS); Fireside Recitals, 1937 (Koppers Coke, NBC regional) (GA) Watch the Fun Go By, 1938 (Ford Motor Co., CBS). (F) Shorts. (V) Single act; featured with Eddy Duchin at various hotels.
- NORRIS, BO.** Musical director, orchestra leader, WSOC, Charlotte. (R) Also WBT, Charlotte; WRDW, Augusta; WWNC, Asheville. (V) 1919-33.
- NORRIS, PAUL W.** Announcer, organist, WSOC, Charlotte. (R) WENR, Chicago; WSUI, Iowa City. (V).
- NORRIS, ROBERT W.** Orchestra leader, WAAB-WNAC, Boston.
- NORTON, HENRY M.** Program director, KIRO, Seattle.
- NORTON, LEE.** Singer, WKY, Oklahoma City. (V) Theatre appearances.
- NORVELL, CASKIE.** Announcer, sports commentator, WBIG, Greensboro.
- NORWORTH, JACK.** Writer. (R) Melody Master (General Electric, NBC Red); Heinz Magazine of the Air during period when Sanderson and Crumit were members of the cast (H. J. Heinz Co., CBS). (GA) Scripts for Frank Crumit for the Ford and Alka-Seltzer programs. (L) and (V) Many years. Writer of many songs.
- NOTTINGHAM, GARY R.** Musician. KSFO, San Francisco.
- NOVAK, FRANK.** Conductor, composer, musician, arranger. (R) Wizard of Oz, 1933 (General Foods Corp., NBC Red); Bobby Benson, 1933 (Hecker H-O Co., Inc., CBS); Dixie Circus, 1934 (Independent Drinking Cup Co., CBS); Vanished Voices, 1935 (D. L. & W. Coal Co., CBS); Singing Sam, 1935 (Wasey Prod., Inc., CBS); Dale Carnegie, 1937 (Emigrant Industrial Savings Bank, Mutual); Cheer Up, America, 1938 (Mennen Co., NBC Red); Design for Happiness, 1938 (American Tobacco Co., Mutual); also transcriptions.
- NOWINSON, DAVE.** Script writer, producer, KSO-KRNT, Des Moines. (R) Also Iowa Broadcasting Co.
- NOWLIN, EDWARD F.** Actor, singer, WHJB, Greensburg. (V).
- NUGENT, PAUL.** Actor. (R) Alias Jimmy Valentine, 1938 (Larus & Bro. for Edgeworth Tobacco, NBC Blue); Death Valley Days, 1938 (Pacific Coast Borax, NBC Blue); Just Plain Bill, 1938 (American Home Products for Anacin, Bi-So-Dol, Kolynos, NBC Red); others, as free lance. (L) At Mrs. Beam's (Theatre Guild), 1926; So to Bed (Shuberts), 1927; The Spider (Sam Harris), 1927-28; Young Sinners (Shuberts), 1929.
- NUSBAUM, MORTIMER A.** Production manager, announcer, WSAY, Rochester. (R) Also WHAM, Rochester. (F) Shorts. (L) Civic Repertory Theatre, 1936-37.
- NUTTRELL, ROLAND C.** Organist, WCAO, Baltimore.
- OAKIE, JACK.** Actor, comedian. (R) Jack Oakie's College, Jan. to June, 1937, and Sept., 1937 to March, 1938 (R. J. Reynolds Tobacco Co. for Camel Cigarettes, CBS). (F) RKO, Paramount (s). (L) and (V) Many years.



## PROFESSIONAL RECORDS—Continued

- OBOLER, ARCH.** Writer. (R) Grand Hotel, 1934-35 (Campana Sales, NBC Blue); Welch Presents Irene Rich, 1935-37 (Welch Grape Juice, NBC Blue); Royal Gelatin Hour 1936-38 (Standard Brands for Royal Gelatin, NBC Red); Magic Key of RCA, 1937 (Radio Corp. of America, NBC Blue); Your Hollywood Parade (American Tobacco Co., NBC Red); Chase & Sanborn Program, 1938 (Standard Brands for Chase & Sanborn Coffee, NBC Red). Exclusive writer, NBC experimental drama series, 1936-38 (Sustaining, NBC Red).
- O'CONNOR, CHARLES.** Announcer. (R) Johnny Presents (Philip Morris & Co., Ltd., CBS); Philip Morris Program (Philip Morris & Co., Ltd., NBC Red); True Story Court of Human Relations (Macfadden Publications, NBC Red).
- O'CONNOR, EUGENE.** Producer, actor. (R) Romance of Helen Trent, 1933-37 (Affiliated Products, CBS); Easy Aces (Anacin Co., NBC Blue). Staff member of WGN, Chicago.
- O'CONNOR, WILLIAM.** Tenor, WLS, Chicago. (V) Theatre appearances.
- O'DAY, JUNIOR.** Actor (juvenile). (R) Big Sister, 1936-38 (Lever Bros. for Spry, CBS); Billy & Betty, 1935-38 (Sheffield Milk, WEA, New York City); others, including appearances on DuPont Cavalcade, March of Time, etc. (F) Shorts.
- O'HAIRE, E. R. ("Gene").** Sports commentator, actor, script writer, WGY, Schenectady. (R) Also sports programs on NBC for Penn Tobacco Co. and others, 1936-37. (F) Shorts. (L) Stock, 1925-28. (V) Mooney & O'Haire, 1926.
- O'HALLORAN, HAL.** Announcer, M. C., CKLW, Detroit. (R) Also WLS, Chicago; WOR, New York. (V) WLS Barn Dance Shows.
- O'HARA, NEAL.** Humorist, commentator. (R) Neal O'Hara's Radio Gazette, 1937 (Brown & Williamson Tobacco Co., CBS); Ask Yourself Another, 1937 (Brown & Williamson Tobacco Co., NBC Blue); others, on New England Network.
- O'HARE, CHARLES, JR.** Continuity writer, WSBT-WFAM, South Bend.
- O'HEARN, KEITH L.** Singer, WFAA, Dallas.
- O'KEEFE, MARY.** Script writer, WTHT, Hartford.
- O'KEEFE, WALTER.** Comedian, singer. M.C. (R) Town Hall Tonight, summer edition (Bristol-Myers Co., NBC Red); Hollywood Mardi Gras (Packard Motor Car Co., NBC Red). Also several guest appearances. (F) Pathe. (L). (V).
- OLDS, BOB.** Musician, arranger, WTJS, Jackson. (V).
- OLIVER, BRYCE.** News commentator, WHN, New York.
- OLIVER, FRANK.** Actor (character, comedy), WGY, Schenectady. (F) Biograph. (L) Productions by John Cort, Charles Frohman, Charles Hopkins and others. (V).
- OLMSTED, NELSON.** Announcer, assistant producer, WBAP, Fort Worth. (R) Also WBAP and Texas Quality Network.
- OLSEN, GEORGE.** Orchestra leader. (R) Royal Crown Revue, 1938 (Royal Crown Cola Co., NBC Blue); others. (V) With Ethel Shutta (Mrs. George Olsen) many years; M.C. with Ziegfeld (Eddie Cantor, Fannie Brice shows); owned several night clubs and is now co-owner of the International Casino, N. Y. Decca and (formerly) Victor records.
- OLSON, HARVEY.** Announcer, WDR, Hartford.
- OLYNYK, PAUL.** Musician, CJRC, Winipeg.
- O'MALLEY, NEIL.** Actor. (R) Follow the Moon (Lehn & Fink, CBS); Famous Fortunes (General Shoe Corp., Mutual); Bobby Benson (Hecker H-O Co., CBS).
- O'MOORE, JOHN R.** Production manager, dramatic director, announcer, M. C., WSPA, Spartanburg. (F) Shorts. (L) Paradise Mad, 1933; stock (s.f.). (V) Theatre appearances.
- O'NEILL, JAMES.** Actor, WCAU, Philadelphia. (R) Also WIP, WFIL and KYW, Philadelphia; WXYZ, Detroit. (F) Shorts. (L) Productions by J. M. Gates, Kirk Brown, E. V. Phelan and others. (V) George Barbin & Co.; others.
- O'NEILL, JEAN.** Singer (popular). (R) Allwite Revue, 1937 (Griffin Mfg. Co., NBC Blue); National Barn Dance, 1937 (Miles Laboratories for Alka-Seltzer, NBC Blue).
- ONNEN, GERTRUDE.** Actress (straight, character, dialect), WXYZ, Detroit. (R) Also WFBR, Buffalo; WCOA, Pensacola; WBAL, Baltimore. (F) Shorts. (L) Stock.
- OPPENHEIMER, JESS.** Script writer.

## PROFESSIONAL RECORDS—Continued

- (R) Hollywood Mardi Gras (Packard Motor Co., NBC Red).
- ORD, DORIS.** Pianist, organist, singer, CJRC, Winnipeg. (L) John Holden Stock Co., 1937-38. (V) Songcopators, 1936.
- ORMANDY, EUGENE.** Conductor. (R) Conductor of Philadelphia Orchestra, 1937-38 (Group of American Banks, NBC Blue). (Successively conductor for Judson Radio Program Corp., a division of the Columbia Concerts Corp.; conductor, New York Philharmonic Symphony Orchestra for Anna Duncan Dancers; summer series, Robin Hood Dell, Philadelphia, 1930; conductor, Minneapolis Symphony Orchestra, 5 years; co-conductor, Philadelphia Orchestra, since 1936).
- ORMAY, GYULA.** Conductor. (R) Good Morning Tonight, 1936-38 (Albers Bros. Milling Co., NBC Pacific Coast Red).
- ORTEGA, SANTOS.** Actor. (R) Myrt & Marge (Colgate-Palmolive-Peet Co., CBS).
- ORVIS, FRANK.** Script writer. (R) Tommy Dorsey's Orch. (Brown & Williamson Tobacco Co., NBC Blue).
- ORWIG, GEORGIA.** Concert pianist, soprano, composer, director, arranger, WAPI, Birmingham. (R) Also KDKA and KQV, Pittsburgh; WSOC, Charlotte.
- OSBORN, CARL.** Singer, announcer, WELL, Battle Creek.
- OSBORN, INNIS G.** Writer. (R) Scripts for Cavalcade of America (E. I. du Pont de Nemours, CBS) and Lux Radio Theatre (Lever Bros. Co., CBS); sole writer of Voice of America (Underwood Type-writer Co., CBS); Great Moments in Medicine (E. R. Squibb & Son, NBC Red); numerous network sustaining shows, and material for Hudson-Essex, Maxwell House Coffee, Forhan's Toothpaste, Fro Joy Ice Cream, Wahl Pen, and Philco.
- OSBORNE, FRANCES.** Pianist, KSL, Salt Lake City.
- OSGOOD, RICHARD E.** Actor, commentator, writer, producer, WXYZ, Detroit. (R) Also WSPD, Toledo; WGAR, Cleveland; WHBC, Canton; WKBN, Youngstown; Michigan Radio Network; WOR; NBC; CBS. (F) Paramount (f); shorts. (L) Productions by Henry W. Savage, George Tyler, A. H. Woods, John Golden, Jed Harris, Arthur Hopkins, and others.
- O'SHEA, EDDIE.** Character actor, WTIC, Hartford. (V) 12 years.
- OSHORN, SUE.** Script writer. (R) Mickey Mouse Theatre of the Air (Pepsodent Co., NBC Red).
- OSTLER, CHARLES ("Chuck").** Producer, WLS, Chicago.
- OSTROFF, MANNING.** Production manager, KFWB, Los Angeles. (R) Also Southern California Network; California Radio System.
- OSTROW, BEVERLY.** Actress, KSFO, San Francisco. (R) Also KFRC, San Francisco. (V) Topsy & Eva; theatre appearances.
- OSWALD.** See Tony Labriola.
- O'TOOLE, OLLIE.** Character impersonator, M. C., WWSW, Pittsburgh. (V) Theatre, hotel and night club appearances.
- O'TOOLE, WILLIAM J. ("Uncle Bill").** Announcer, WCAO, Baltimore.
- OTT, TOMMY.** Organist, pianist, WIND, Gary. (V) Theatre appearances.
- OTT, WOODROW W.** Announcer, continuity writer, WESG, Elmira.
- OTTO & THE NOVELODEONS.** Novelty musical and singing act. (R) National Barn Dance, 1935-38 (Miles Laboratories for Alka-Seltzer, NBC Blue). (V) Appearances in theatres, fairs, etc. (Staff artists, WLS, Chicago). "Otto" is Otto Morse (q.v.).
- OVENDEN, KEN.** Announcer, WEEL, Boston. (R) Also WORC, Worcester.
- OVERSTAKE, EVELYN (Evelyn & the Hilltoppers).** Singer, WLS, Chicago. (V) Three Little Maids; Evelyn, the Little Maid.
- OWEN, ETHEL.** Actress. (R) Attorney-at-Law (S. C. Johnson & Son, Inc., NBC Blue); Betty & Bob (General Mills, Inc., CBS); Margot of Castlewood (Quaker Oats Co., NBC Blue); Today's Children (Pillsbury Flour Mills Co., NBC Red); Guiding Light (Procter & Gamble, NBC Red); others. (L) Stock.
- OWEN SISTERS.** Singing trio. (R) Renfro Valley Barn Dance, 1938 (Allis Chalmers Co., Mutual). (LS) Sponsored and sustaining, WLW, Cincinnati. (V) Red Hot and Beautiful, Chicago and road.
- OWEN, THOMAS J.** Barn dance caller, WMT, Cedar Rapids. (R) Also WLS, Chicago. (V) Theatre appearances.
- OWENS, HELEN.** Singer, WRJN, Racine. (V) Night club appearances, 1932-38.

## PROFESSIONAL RECORDS—Continued

**OWENS, JACK.** Singer, pianist, composer, KEHE, Los Angeles. (R) Network shows including Pennzoil Parade, 1933 (Pennzoil Co., CBS); Ted Weems Orchestra, 1933-34 (Real Silk Hosiery Mills, Inc., NBC); others, not current. (L) Stock. (V) Soloist with Ted Weems Orchestra; personal appearances. (Composed "Roundup Time in Reno").

**OWENS, MOREY.** Sports announcer,

commentator, WROK, Rockford, Ill.

**OWENS, TEX.** Cowboy singer and yodeler, KMBC, Kansas City.

**OZARKIANS MALE QUARTET.** Popular and sacred music, KUOA, Siloam Springs.

**OZMENT, HOWARD T.** Announcer, WMFD, Wilmington.

## P

**PACELLI, FRANK.** Actor. (R) A Tale of Today (Princess Pat, Ltd., NBC Red).

**PADGETT, LA MARR ("Pat").** Announcer, WCHV, Charlottesville.

**PADGETT, PAT.** Comedian. (R) Friendship Town, 1931-32 (Chesebrough Mfg. Co. for Vaseline, NBC Red); Maxwell House Show Boat, 1933-37 (General Foods for Maxwell House Coffee, NBC Red); Pick & Pat, since 1934 (U. S. Tobacco Co., CBS). (F) Republic Pictures (f); shorts. (V) Molasses and January, Pick & Pat; 5 years; theatre appearances. (Works as team with Pick Malone).

**PAFFRATH, LESLIE.** Narrator, WGY, Schenectady.

**PAGET, JOE.** Announcer, KICA, Clovis.

**PAIGE, RAYMOND.** Musical director. (R) Hollywood Hotel, 1935-38 (Campbell Soup Co., CBS); Hollywood Mardi Gras, 1937-38 (Packard Motor Car Co., NBC Red). (F) Warner Brothers, RKO (f). (V) Theatre appearances, 1935.

**PALANGE, ANGELO.** Announcer (sports and variety), WPEN, Philadelphia. (R) Also WMCA, WOR, WHN, WNEW, WBNX and WINS, New York. (V).

**PALMER, EFFIE.** Actress. (R) Dog Heroes (Modern Food Process Co., NBC Blue); Road of Life (Procter & Gamble, NBC Red).

**PALMER, GRETTA.** Writer, commentator. (R) One O'Clock Gossip, Jan. to July, 1936 (Walker-Gordon Milk, Mutual); Heinz Magazine of the Air, 1936-37 (H. J. Heinz Co., CBS). (Formerly columnist and woman's page editor, New York World-Telegram; currently writer for national publications.)

**PALMER, THOMAS.** Actor, CJRC, Winnipeg. (R) Also Canadian Broadcasting Corp. (L) Galvin Players, 1930; Oscar O'Shea Players, 1931-32; John Holden Stock Co., 1937-38.

**PALMERI, VINCENT E.** Announcer, continuity writer, WELI, New Haven. (F) Paramount (as writer).

**PANTAGES, LLOYD.** Commentator. (R) Lloyd Pantages Covers Hollywood, 1937 (Raymonds, Inc., CBS). (Newspaper columnist).

**PARDIS, LUCIEN.** Tenor, CHRC, Quebec.

**PARIESE, SIDNEY.** Actor. (R) Girl Alone (Kellogg Co., NBC Red).

**PARISO, JOHN.** Guitarist. (R) Burns & Allen (Campbell Soup Co., CBS); others, including local shows. Currently staff musician, KSFO, San Francisco.

**PARK, JACK O.** Conductor, WGRC, New Albany.

**PARKER, ALAN.** Announcer, continuity writer, newscaster, actor, WSYR, Syracuse. (R) Also WGY, Schenectady.

**PARKER, BARON.** Chief announcer, KPPC, Pasadena.

**PARKER, EARL.** Announcer, singer, WDZ, Tuscola.

**PARKER, GLEN.** Announcer, WHO, Des Moines. (R) Also WMCA, New York. (F) Trailers; narrator.

**PARKER, JOE.** Announcer. (R) Walter Winchell, 1937 (Andrew Jergens Co. for Jergens Lotion, NBC Blue); Welch Presents Irene Rich, 1937-38 (Welch Grape Juice Co., NBC Blue); Amos 'n' Andy, 1937-38 (Pepsodent Co., NBC Red) (handled show in absence of Bill Hay, regular announcer); Kraft Music Hall, 1937-38 (Kraft-Phenix Cheese Corp., NBC Red); The Best of the Week, 1937-38 (Globe Grain & Milling Co., NBC Red); Those We Love, 1938 (Lamont Corliss for Pond's Cream, NBC Blue).

**PARKER, MAC.** Commentator, WCAU, Philadelphia.

## PROFESSIONAL RECORDS—Continued

- PARKER, MALCOLM** ("Mack"). Commentator, baritone, actor, WICC, Bridgeport. (L) New York-Gulfport Players.
- PARKER, OLIVE.** Actress. (R) Road of Life (Procter & Gamble, NBC Red).
- PARKER, SAM.** Announcer, singer, WIOD, Miami. (V) Theatre appearances, 1928.
- PARKER, WILLIS M.** Writer, KFI-KECA, Los Angeles. (R) Also KYA-KSFO, San Francisco. (L) Wrote Forest Friends (children's musical), Ace in the Hole.
- PARKIN, G. C.** Conductor, KGFF, Shawnee.
- PARKS, BERT.** Announcer. (R) Renfrew of the Mounted (Continental Baking Co., CBS); Bobby Benson (Hecker H-O Products, CBS); Hammerstein Music Hall (American Home Products Corp., CBS); others. (F).
- PARKS, M. BETTY.** Blues singer, WGPC, Albany.
- PARKYAKARKUS (HARRY EINSTEIN).** Comedian (dialect). (R) Eddie Cantor, 1934-35 (Standard Brands for Chase & Sanborn Coffee, NBC Red); Jimmy Durante, 1934-35 (Chase & Sanborn summer show, NBC Red); Eddie Cantor, 1935-36 (Lehn & Fink for Pebecco Toothpaste, CBS); Texaco Town, 1936-37 (Texas Co. for Texaco Gasoline, CBS); Rinso Program Starring Al Jolson, 1937-38 (Lever Brothers, CBS). (F) (RKO (f)). (V).
- PARRILLO, JEANNIE.** Dramatic actress. (R) Horn & Hardart Children's Hour, 1934-38 (Horn & Hardart Baking Co., WABC); March of Time, 1936 (Time, Inc., CBS); Paul Whiteman, 1937 (Jergens-Woodbury Sales Corp., NBC Blue); Kate Smith, 1936-38 (Swansdown Cake Flour, CBS); American Pageant of Youth, 1937 (Tastyeast, NBC Blue); Dog Heroes, 1937-38 (Modern Food Process for Thrivo Dog Food, NBC Blue). (F) M-G-M, Warner Bros., RKO, Universal, Educational (s,f); shorts. (V) Theatre appearances.
- PARRISH, JOHN.** Lyric tenor, KSL, Salt Lake City.
- PARSONS, HARRIET.** Writer, commentator. (R) Substituted for Louella Parsons in Hollywood Hotel, summers of 1936-37 (Campbell Soup Co., CBS); News Behind the News in Hollywood, 1938 (Emerson Drug for Bromo-Seltzer, NBC Pacific Coast). (F) Columbia Pictures (shorts). Daughter of Louella Parsons.
- PARSONS, JOE.** Singer, actor, announcer. (R) Sinclair Minstrels, 1932-36 (Sinclair Refining Co., NBC Red); Maytag Program, 1934 (Maytag Washing Machines, NBC Blue); Yeast Foamers, 1934 (Northwestern Yeast Co., NBC Blue); National Barn Dance, 1937-38 (Miles Laboratories for Alka-Seltzer, NBC Blue). (L) 1914-25; productions by Charles Dillingham, John Cort, Henry W. Savage and the Shuberts (f). (V) Single act.
- PARSONS, LOUELLA.** Interviewer. (R) Hollywood Hotel (Campbell Soup Co., CBS). (Film columnist, Hearst newspapers; Universal Service Syndicate; executive editor, Hearst Motion Pictures.)
- PARSONS, VINCENT.** Announcer, KPPC, Pasadena.
- PASTERNAK, JOSEF.** Conductor. (R) Around the World with Libby (Libby, McNeill & Libby, NBC Blue); Jack Frost Melody Moments (National Sugar Refining Co., NBC Red); Vick's Open House (Vick Chemical Co., CBS). (L) Conducted Century Opera Co.; Boston Symphony; Philadelphia Philharmonic.
- PASTERNAK, DAVID.** Continuity director, producer, WIL, St. Louis.
- PATRICELLI, LEONARD J.** Producer, writer, choral director, WTIC, Hartford.
- PATTEE, FLOYD.** Character actor, WTIC, Hartford. (L) Federal Theatre; summer stock.
- PATTERSON, GEORGE.** Producer, announcer, actor, WAVE, Louisville. (L) Dramatic stock, 1922-26; Brown Players, 1927-29; National Theatre Players, 1932.
- PATTERSON, VIOLA.** Dramatic actress, WGY, Schenectady. (R) Also NBC program, 1936, for Drene Shampoo. (L) Boy Meets Girl, Squaring the Circle, Wind and the Rain; others.
- PATTERSON, WALTER.** Producer, script writer, announcer. (R) It's Wheeling Steel, 1938 (Wheeling Steel Corp., Mutual).
- PATTISON, RICHARD.** News editor, special events broadcasts, WSPA, Spartanburg.
- PATTON, JACK.** Announcer, KMTR, Los Angeles.
- PAUL, DAN.** Announcer, producer, WDAF, Kansas City.
- PAUL, ED.** Announcer, actor. (R) Na-

## PROFESSIONAL RECORDS—Continued

- tional Barn Dance, 1937 (Miles Laboratories for Alka-Seltzer, NBC Blue); Meet the Folks, 1937 (Mantle Lamp Co., WLS); How I Met My Husband, 1937-38 (Armand Co., WLS); Virginia Lee and Sunbeam, 1937-38 (Northwestern Yeast Co., WLS). (L) Summer stock.
- PAUL, RALPH.** Announcer, KQOD, Denver.
- PAUL TAYLOR CHORISTERS.** Singers. (R) Kraft Music Hall (Kraft-Phenix Cheese Corp., NBC Red); Ry-Krisp Presents Marion Talley (Ralston-Purina Co., NBC Red); Gilmore Circus (Gilmore Oil Co., NBC Red); Parties At Pickfair (National Ice Adv., Inc., CBS); Baker's Broadcast (Standard Brands, Inc., NBC Blue); Vick's Open House (Vick Chemical Co., CBS); others. (LS) KHJ, Los Angeles. (L) Anything Goes.
- PAULSGROVE, WILLIAM H.** Sports, news announcer, WCAO, Baltimore. (V) Theatre appearances.
- PAYNE, VIRGINIA.** Actress. (R) Ma Perkins, 1933-38 (P & G for Oxydol, NBC Red and CBS); Kitty Keene, 1936-38 (P & G for Dreft, CBS); Grand Hotel, 1936-38 (Campana Sales, NBC Blue); First Nighter, 1936-38 (Campana Sales, NBC Red); Court of Missing Heirs, 1937-38 (Skelly Oil Co., CBS); Public Hero No. 1, 1937-38 (Falstaff Brewing Co., NBC Red); Men of Destiny, 1936, and World Neighbors, 1937-38 (Mutual). (L) Stuart Walker Repertory Co., 1926-28; Cincinnati Civic Theatre, with Tyrone Power in revival of Servant in the House, summer season.
- PEAKE, CHARLES A.** Musician, KFXM, San Bernardino. (V) Pit musician.
- PEARCE, AL.** Master of Ceremonies. (R) Al Pearce & His Gang, 1935-36 (Pepsodent Co., NBC Red); Watch the Fun Go By, 1937-38 (Ford Motor Co., CBS); also Happy Go Lucky Hour and Blue Monday Jamboree, 1929-35 (Pacific Coast shows for Swift & Co., General Mills, Pebecco Tooth Paste and others). (F) Republic (f). (V) Al Pearce & His Gang, 3 years on Pacific Coast, and Eastern cities.
- PEARL, JACK.** Comedian. (R) Ziegfeld Radio Show (Chrysler Corp., CBS); Jack Pearl, 1934 (Standard Brands, Inc., NBC Red); Jack Pearl, 1935 (General Motors, CBS); Brown & Williamson Program, 1936-37 (Brown & Williamson Tobacco Co., NBC Blue). (F) M-G-M. (L) Dancing Girl; Earl Carroll's Shows; Ziegfeld Follies; Pardon My English. (V) Bard and Pearl.
- PEARSON, FORT.** Announcer, news commentator. (R) The Guiding Light, 1937-38 (Procter & Gamble for White Naptha Soap, NBC Red); Dr. Dollar, 1937-38 (Vocational Service, Inc., NBC Red); Interesting Neighbors, 1937-38 (F. W. Fitch Co. for Fitch Shampoo, NBC Red); Attorney-at-Law, 1938 (S. C. Johnson & Son, Inc., NBC Blue).
- PEARSON, TED.** Announcer. (R) Studebaker Champions (Studebaker Sales Corp., NBC Blue); Good News of 1938 (General Foods Corp., NBC Red); others.
- PEARSON-LUEDEKE, FLORENCE.** Special women's announcer, WMBD, Peoria.
- PEARY, HAROLD.** Actor (dramatic, comedy, dialects). (R) Tom Mix and His Ralston Straight Shooters (Ralston Purina Co., NBC Blue); Fibber McGee and Molly (S. C. Johnson & Son, NBC Red); Girl Alone (Kellogg Co., CBS); It Can Be Done (Household Finance Corp., NBC Blue); First Nighter (Campana Sales Corp., NBC Red); Public Hero No. 1 (Falstaff Brewing Corp., NBC Red); Welcome Valley (Household Finance Corp., NBC Blue); Grand Hotel (Campana Sales Co., NBC Red); many others. (F) Silent films. (L) Henry Duffy, Mac Loon Productions, Fulton Theatre Stock. (V) With Sylvia Breamer, 1926.
- PEASE, BEATRICE S.** Violinist (soloist, director), KFH, Wichita.
- PEASE, JIM.** Script writer. (R) Attorney-at-Law (S. C. Johnson & Son, Inc., NBC Blue).
- PECHT, JERRY LEE.** Announcer, WBAL, Baltimore. (R) Also Central States Broadcasting Co.; KLZ, Denver.
- PECK, CHARLES.** Juvenile actor. (R) Paul Whiteman Show, CBS; Al Jolson Program, CBS; Bill and Ginger, CBS. (F) Goldwyn, MGM, Universal.
- PEDDEN, JACK.** Sports editor, WSBT-WFAM, South Bend.
- PEEPLER, CORNELIUS.** Juvenile dramatic actor. (R) Little Orphan Annie (The Wander Co., NBC Red); Romance of Helen Trent (Affiliated Products, Inc., CBS); Story of Mary Marlin (Procter & Gamble, NBC Red and Blue); Lum and Abner (Horlick's Malted Milk Corp., NBC Blue); Grand Hotel (Campana Sales Co., NBC Blue); Uncle Ezra (Miles Laboratories, Inc., NBC Red); Jack Armstrong (General Mills, Inc.,

## PROFESSIONAL RECORDS—Continued

- NBC Red); Tale of Today (Princess Pat, Ltd., NBC Red); First Nighter (Campana Sales Co., NBC Red); Welcome Valley (Household Finance Corp., NBC Blue). (L) Dead End, 1936-37.
- PELLETIER, EUGENE.** Announcer. (R) It Can Be Done, with Edgar A. Guest (Household Finance Corp., NBC Blue).
- PELLETIER, PAUL.** Pianist, orchestra leader, musical director, arranger, WMAS, Springfield. (L) Ritz Revue, 1924; Murray Anderson's Almanacs, 1929. (V) London and U. S., 3 years; Streets of Paris, Chicago World's Fair.
- PELLETIER, VINCENT.** Announcer. (R) It Can Be Done, 1933-38 (Household Finance Co., NBC Blue); Mar-O-Oil Musical Revue, 1935-36 (J. W. Marrow Co. for Mar-O-Oil Shampoo, NBC Red); Contented Hour, 1935-38 (Carnation Milk Co., NBC Red).
- PELLETIER, WILFRED.** Musical conductor. (R) Composed musical background for Roses and Drums, 1934-36 (Union Central Life Insurance Co., NBC Blue); Chase & Sanborn Coffee Hour, 1934-35 (Standard Brands for Chase & Sanborn Coffee, NBC Red); conductor and judge, Metropolitan Opera Auditions of the Air, 1935-38 (Sherwin-Williams Co., NBC Blue); Metropolitan Opera Broadcasts, 1937-38 (NBC Blue); also conductor for Simmons, Packard and Firestone programs. (F) Paramount; director of operatic sequences. (Conductor of San Francisco Opera Co., 10 years; Ravinia Opera Co., 9 years. Conductor, Metropolitan Opera since 1917; artistic director and conductor, Concerts Symphoniques, Montreal).
- PENGRA, MARSHALL H.** Sports, news commentator, KRNR, Roseburg.
- PENN, DAVID.** News editor and commentator, WCOL, Columbus. (R) Also WHIO, Dayton. (F) Fox, Hal Roach, 1933. (L) Australian productions, 1931.
- PENNER, JOE.** Comedian. (R) The Baker's Broadcast 1933-34 (Standard Brands, Inc. NBC Blue); The Park Avenue Penners, 1936-38 (R. B. Davis Co., CBS). (F) Paramount, RKO. (L) Greenwich Village Follies, 1927; Tattle Tales, 1928; East Wind, 1929. (V) Since 1923.
- PENNELL, WILLIAM W.** Announcer, continuity writer, producer, WIOD, Miami. (R) Also WQBC, Vicksburg. (V) Appearances as M. C.
- PENTLARGE, ALICE.** Commentator,
- WQXR, New York. (Collaborated with Don Francisco de Reynoso in his biography, The Reminiscences of a Spanish Diplomat, 1933).
- PEPPER, HARRY.** Script writer. (R) Pick & Pat, 1938 (U. S. Tobacco Co., CBS).
- PERCY, OLIVE L.** Soprano, CKWX, Vancouver. (V) Theatre appearances.
- PERKINS, GEORGE.** Program manager, WFBL, Syracuse.
- PERKINS, JUSTIN.** Musician, WMT, Cedar Rapids.
- PERRIN, SAM.** Script writer. (R) Phil Baker (Armour; Gulf Oil Corp., CBS). Writes as team with Arthur Phillips. (F) Paramount.
- PERRINE, GEORGE H.** News editor, announcer, actor, continuity writer, WIBX, Utica.
- PERRY, CAMERON.** Announcer, CJOC, Lethbridge.
- PETERS, ALFREDA.** Singer, CJRC, Winnipeg. (R) Also CBC.
- PETERS, ELSIE.** Singer, CJRC, Winnipeg.
- PETERSEN, JAMES A.** Program director, producer, announcer, KVI, Tacoma. (R) Also CBS Pacific Coast show for Sperry Flour, 1935-37.
- PETERSON, ARTHUR H., JR.** Dramatic actor. (R) Grand Hotel, 1936-38 (Campana Sales for Dreskin, NBC Red); Dan Harding's Wife, 1937 (National Biscuit Co., NBC Red); The Guiding Light, 1937-38 (Procter & Gamble for White Naptha Soap, NBC Red); It Can Be Done, 1937-38 (Household Finance Co., NBC Blue); Girl Alone, 1937-38 (Kellogg Co., NBC Red); First Nighter, 1937-38 (Campana Sales for Italian Balm, NBC Red); Story of Mary Marlin, 1938 (Procter & Gamble for Ivory Flakes, NBC Red and Blue). (LS) KSTP, WTCN, WCCO, Minneapolis-St. Paul. (L) Character leads, stock.
- PETERSON, AUSTIN.** Script writer. (R) Hollywood Mardi Gras (Packard Motor Co., NBC Red).
- PETERSON, DONALD.** Producer, director. (R) Programs on WHN, WMCA, WOR, New York (Head of Peterson Radio Productions).
- PETERSON, GERALDINE.** Musician, KOIN-KALE, Portland.
- PETERSON, HOWARD L.** Organist, ar-

## PROFESSIONAL RECORDS—Continued

- ranger, composer, WLS, Chicago. (Formerly arranger and staff composer for Wayne King; concert work as accompanist; Columbia recordings).
- PETRIE, GEORGE.** Actor (character, straight), WTIC, Hartford. (L) Common Flesh, 1935; It's a Wise Child; Post Road; others (s,f).
- PETRIE, HOWARD.** Announcer. (R) The O'Neills (Procter & Gamble, NBC Red and Blue, CBS); others.
- PETRUZZI, JACK.** Actor. (R) Lone Ranger (Gordon Bakeries and Weber Baking Co., Mutual).
- PETTAY, FRANCIS F.** Announcer, WKRC, Cincinnati. (R) Also WJW, Akron; WHKC, WBNS and WCOL, Columbus; transcriptions.
- PETTERSON, PAT.** See Maple City Four.
- PETTIT, GEORGE.** Singer. (R) Town Hall Tonight, 1936-37 (Bristol-Myers for Sal Hepatica and Ipana Toothpaste, NBC Red); The Time of Your Life, 1937 (Gruen Watch Co., NBC Red). (F) Shorts. (V) Roy Campbell's Royalists, one year; theatre and night club appearances.
- PHARES, FRANK.** Script writer. (R) Welch Presents Irene Rich (Welch Grape Juice Co., NBC Blue).
- PHARR, KELSEY.** Actor. (R) Aunt Jemima's Cabin at the Crossroads (Quaker Oats Co., NBC Blue).
- PHILLIPS, AL.** Musician, KGW-KEX, Portland.
- PHILLIPS, ARTHUR.** Script writer (with Sam Perrin for Phil Baker). (R) Phil Baker (Armour; Gulf Oil Corp., CBS). (F) Paramount.
- PHILLIPS, BOB.** Musician, WMT, Cedar Rapids.
- PHILLIPS, IRNA.** Script writer, actress. (R) The Guiding Light (Procter & Gamble, NBC Red); Today's Children (Pillsbury Flour Mills Co., NBC Red).
- PHILLIPS, LUCILLE.** Commentator, WSAZ, Huntington.
- PHILLIPS, PAUL.** Writer, continuity editor. (R) Phillips Poly Follies, 1937-38 (Phillips Petroleum Co., CBS). Currently with KMOX, St. Louis.
- PHIPPS, JACK.** Pianist, organist, comedian, WBT, Charlotte.
- PHIPPS, SALLY.** Actress, Federal Theatre Radio Division. (F) Fox Films, Warner Bros. Gaumont-British (f); shorts. (L) Once in a Lifetime, 1931; Knock on Wood, 1935 (f).
- PICK & PAT.** See Pick Malone and Pat Padgett.
- PICKARD, GEORGE.** Announcer, WSPD, Toledo. (R) Also Michigan Radio Network, as violinist.
- PICKENS, JANE.** Singer. (R) Sunday Night Party (Sealtest, Inc., NBC Red); Ben Bernie and All the Lads (U. S. Tire Dealers Mutual Corp., CBS). (V).
- PIERCE, MATTHEW.** Pianist, arranger, WHEC, Rochester. (R) Also WHAM, Rochester. (F) Shorts. (V) Theatre Orchestra, 1929-36.
- PIERCE, PAUL A.** Writer, KNX, Los Angeles. (R) Also KFWB, Los Angeles.
- PIERCE, SAM.** Announcer, producer, writer, KHJ, Los Angeles.
- PIERSON, BUDDY.** Script writer. (R) Tim & Irene (Admiracion Laboratories, Inc., Mutual); Royal Crown Revue (Royal Crown Cola, NBC Blue).
- PIERSON, DANA M. ("Jimmie").** Guitarist, singer, yodeler, composer, WEEL, Boston. (R) With Richard B. Klasi as Jimmie & Dick, on this station and WJAG, Norfolk; KFNF, Shenandoah; WNAX, Yankton; KSOO, Sioux Falls; WOW, WAAW and KOIL, Omaha; KGHF, Pueblo; KMOX, St. Louis. (V) Theatre appearances.
- PINNEY, GLADYS W.** Writer, KSL, Salt Lake City.
- PIOUS, MINERVA.** Actress. (R) Town Hall Tonight, 1934 (Bristol-Myers Co. for Ipana and Sal Hepatica, NBC Red); Fun In Swingtime, 1937 (Admiracion Shampoo, Mutual); Myrt & Marge, 1937-38 (Colgate-Palmolive-Peet for Super Suds, CBS); Easy Aces (Anacin, NBC Blue).
- PIRKEY, RUSSELL J.** Continuity writer, WAVE, Louisville.
- PITTS, RUTH.** Singer, WSJS, Winston-Salem.
- PLATTNER, MAX E.** Musical director, WDAE, Tampa.
- PLUNKETT, IVAN W.** Singer, WFAA, Dallas. (L) The Messiah, 1930; Pinafore, 1931; Romeo & Juliet, 1932.
- POLI, ADELAIDE J.** Announcer, actress,

PROFESSIONAL RECORDS—Continued

- WICC, Bridgeport. (R) Also Colonial Network; WELI, New Haven; Inter-City Network.
- POLLOCK, BEN.** Orchestra leader. (R) Park Avenue Penners (R. B. Davis Co., CBS).
- POLLOCK, CHANNING.** M.C., speaker. (R) Heinz Magazine of the Air, 1937-38 (H. J. Heinz Co., CBS). (F) Author of numerous books, adapted for the screen. (L) Author of *The Red Widow* (Raymond Hitchcock), 1911; *A Perfect Lady* (Rose Stahl), 1914; *Roads of Destiny* (A. H. Woods), 1918; *The Fool* (Selwyn & Co.), 1922; others. (Author and producer of 31 plays, most of which have been adapted for the screen.)
- POLLOCK, GRANT.** Announcer. (R) *Good Morning Tonight* (Albers Bros. Milling Co., NBC Red).
- PONARD, BERT.** Organist, WOAI, San Antonio. (R) Also KTSA, San Antonio; WSB, Atlanta. (V) Theatre organist.
- PONS, LILY.** Coloratura soprano. (R) Thirteen-week engagements during 1935-36-37, *Chesterfield Program* (Liggett & Myers Tobacco for *Chesterfield Cigarettes*, CBS). (GA) Ford, General Motors and *Chesterfield* programs; *Metropolitan* and *San Francisco Opera* broadcasts. (F) RKO, 1935-38 (s). (Member of the *Metropolitan*, *San Francisco*, *Buenos Aires*, *Colon*, *Paris*, *Covent Garden*, *Rome*, *Chicago* and *Monte Carlos Opera* companies.) Victor records.
- POOLE, BOB.** Announcer, WBIG, Greensboro.
- POOR, MURRELL.** Entertainer, singer, WMMN, Fairmont.
- POPE, BILL.** Sports announcer, WESG, Elmira.
- POPLIN, SAM W.** String musician, comedian, WFBC, Greenville. (V) Theatre appearances.
- POROZOFF, NICHOLAS.** Announcer, KVI, Tacoma.
- PORTER, JANE.** Director homemaker's program, KMOX, St. Louis. (L).
- PORTER, NORMAN.** Dramatic actor, KDKA, Pittsburgh. (L) Various stock companies.
- POST, EMILY.** Speaker (ethics, etiquette, social problems). (R) *Etiquette*, 1930-31 (Procter & Gamble, CBS); *General Electric Home Circle*, 1932-34 (General Electric, NBC Red); *Emily Post, How to Get the Most Out of Life*, 1937-38 (Florida Citrus Commission, CBS). (LS) *WOR*, New York, 1936-37. (GA) *Aunt Jenny's Real Life Stories*, March 3, 1938. (Author, writer.)
- POST, RICHARD H.** Announcer. (R) *Tony Wons*, 1937 (Vick Chemical Co., CBS); *Just Entertainment*, 1938 (William Wrigley, Jr., Co., CBS); *Hymns of All Churches*, 1938 (General Mills, CBS).
- POST, WILLIAM A.** Announcer, singer, KSL, Salt Lake City.
- POULIOT, RAYMOND.** Xylophonist, drummer, CHRC, Quebec.
- POULTON, CURT.** Singer, guitarist, WSM, Nashville. (R) Also *Yeast Foamer* program, NBC, 1929; *Anheuser-Busch* program, CBS, 1930.
- POWELL, DAWSON.** Writer. (LS) *The Zither Minstrel*, 1924 (sustaining, WFAA, Dallas); *Talk of the Town*, 1930 (sustaining, WDSU, New Orleans); *The Mellow Singers*, 1932 (D. H. Holmes Co., Ltd., WDSU, New Orleans. (Staff writer for S. A. Conover Co., 1934-37.)
- POWELL, DICK.** Singer, actor, M. C. (R) *Hollywood Hotel* (Campbell Soup Co., CBS); *Your Hollywood Parade*, 1937-38 (American Tobacco Co., NBC Red). (GA) *Baker's Broadcast* (Standard Brands, Inc., NBC Blue); *Your Hit Parade* (American Tobacco Co., NBC Red); others. (F) *Warner Bros.*, *First National*, *20th Century-Fox*. (V) M. C., 3 years, *Stanley Theatre*, Pittsburgh.
- POWELL, JEAN.** Singer, WGPC, Albany.
- POWELL, KENNETH.** Announcer, WESG, Elmira. (F) Commercial shorts.
- POWELL, PAUL.** Violinist, WSBT-WFAM, South Bend. (R) CBS musical staff, 1930-33.
- POWELL, RALPH ("Cy Perkins").** Musician, entertainer, WTAD, Quincy. (R) Also WHB, Kansas City; KTUL, Tulsa; KWTO-KGBX, Springfield; WNAX, Yankton. (V) Theatre appearances.
- POWER, TYRONE.** Actor. (R) *Woodbury's Hollywood Playhouse*, 1937-38 (Jergens-Woodbury Sales for *Woodbury Soap*, NBC Blue). (F) *20th Century-Fox* (s). (L) *Katharine Cornell-Guthrie McClintic Co.* (f).
- POWERS, CHARLES.** Actor. (R) *Roses and Drums*, 1933-34 (Union Central Life Insurance, CBS); *Junior G-Men*, 1937-38 (Fischer Baking Co., WOR, New York



## PROFESSIONAL RECORDS—Continued

- City); Ave Maria Hour, 1937-38 (Graymoor Friars, WMCA, New York City); Stella Dallas, 1938 (Tetley Tea, WEA, New York City); You, the Unseen Jury, 1938 (Morris Plan Bank, WEA). (F) Shorts. (L) Productions by Lee Shubert, Sam H. Harris, Theatre Guild, Messmore Kendall, Max Gordon, and others.
- POWERS, MARGUERITE.** Announcer, continuity writer, KOL, Seattle. (R) Also KXRO, Aberdeen; KUJ, Walla Walla; KFJI, Klamath Falls; KAST, Astoria.
- POYNER, GRAHAM B.** Program director, WPTF, Raleigh.
- POYNTON, LORETTA.** Actress. (R) It Can Be Done, 1931-38 (Household Finance Corp., NBC Blue); Dan Harding's Wife, 1936-38 (National Biscuit Co., NBC Red); Story of Mary Marlin, 1937-38 (Procter & Gamble, NBC Red and Blue). (L) Stock, 1932-33; On the Make, 1936; Skidding, 1936 (s, f).
- PRATT, ROBERT.** Singer, KTAT, Ft. Worth. (R) Also WBAP, Ft. Worth. (L) John Brigham productions, 1936-37 (V).
- PREMMAC, CHARLES.** Singer, M.C., script writer, character actor (French characterizations), WHN, New York. (R) Bourjois-Evening in Paris, 1930-32 (Bourjois & Co., Inc., CBS); Round the World Cooking School, 1932-36 (General Foods, CBS and NBC Red). (LS) Ida Bailey Allen's Homemakers of the Air, 1936-38. (L) Opera and concert work, here and abroad. (V) 1931; personal appearances, 1934.
- PRENTISS, ED.** Actor. (R) Painted Dreams, since 1934 (Sterling Products for Cal Aspirin, Mutual); Guiding Light, since Feb., 1937 (Procter & Gamble for White Naptha Soap, NBC Red); It Can Be Done, 1937-38 (Household Finance Corp., NBC Blue); Valiant Lady, 1938 (General Mills, WGN, Chicago); also recordings.
- PRESBY, ARCHIE.** Announcer. (R) I Want a Divorce (Sussman Wormser & Co., NBC Red).
- PRESCOTT, ALLEN.** Actor, writer. (R) The Wife Saver, 1934-35 (Fels & Co. for Fels Naptha Soap, NBC Blue); The Wife Saver, June to Aug., 1937 (Manhattan Soap Co., NBC Red, CBS); Borden Special Edition, 1937 (Borden Farm Products Co., NBC Red); Value Varieties, 1937 (W. T. Grant, transcriptions). (Has written script of Joe Palooka for Heinz; Harry Richman's Conoco program; Galagher & Shean's program for Ford Dealers, and some of the material used by Consolidated Edison.)
- PRESS, HENRY.** Orchestra leader, WQDM, St. Albans.
- PRESTON, LEW.** Guitarist, cowboy singer, WFAA, Dallas.
- PRICE, ISABEL.** Actress, CJRC, Winnipeg. (R) Also CFRB, Toronto; Canadian Broadcasting Corp.; transcriptions. (L) John Holden Stock Co., 1934-38.
- PRICE, JOHN J.** Program director, KGLO, Wichita Falls.
- PRIDY, ALBERT C.** Announcer, KDYL, Salt Lake City. (R) Also W. Va. Network; WBLK, Clarksburg; WSAZ, Huntington; Phil Baker, 1936 (Gulf Oil Corp., CBS).
- PRIGMORE, JACK M.** Singer, WFAA, Dallas. (R) Also Texas Quality Network.
- PRINDLE, DON.** Script writer. (R) Park Avenue Penners (R. B. Davis Co., CBS). (F) RKO.
- PRITCHARD, THOMAS A.** Announcer, WBNF, Binghamton.
- PROBST, ROLAND M.** Dramatic actor, WHJB, Greensburg.
- PROCTOR, ROBERT.** Announcer, WDAE, Tampa.
- PROETZ, MRS. ERMA.** Script writer. (R) Pet Milky Way (Pet Milk Sales Corp., CBS); Saturday Night Serenade (Pet Milk Sales Corp., CBS). (Executive vice-president, Gardner Advertising Agency.)
- PROFESSOR QUIZ.** See Craig Earl.
- PROSSER, JOHN I.** Director, announcer. (R) Universal Rhythm, 1937 (Ford Motor Co. Dealers, CBS); Jack & Loretta, 1937 (Kirkman's Soap, CBS); Getting Ahead with Dale Carnegie, 1937 (Emigrant Industrial Savings Bank, Mutual); Kellogg Football Jamboree, 1937 (Kellogg Co., WLW Line); Petticoat on the Air, 1937 (J. B. Ford Co. for Wyandotte Cleansing Products, CBS); Armco Program with Frank Simon's Band, 1938 (American Rolling Mill Co., NBC Blue). (Staff of N. W. Ayer & Son, Inc.)
- PROVAN, ROBERT M., JR.** Announcer, WDRC, Hartford.
- PROVENSEN, HJERLUF.** Announcer. (R)

## PROFESSIONAL RECORDS—Continued

Benjamin Moore Triangle Club (Benjamin Moore & Co., NBC Red); others.

**PUCKETT, BERT.** Sports announcer, WMT, Cedar Rapids. (R) Also Iowa and Mutual networks.

**PULLEN, PURV ("Trailer Tim").** Children's program, WTAM, Cleveland. (F) Paramount, M-G-M, 20th Century-Fox,

Walt Disney (f); shorts. (V) Ben Bernie unit; Trailer Tim, 8 years; Whistling Purv Pullen.

**PURCELL, CHARLES W.** Announcer, WCAO, Baltimore. (V) Theatre appearances, as M. C.

**PUTNAM, HENRY C.** Announcer, KGMB, Honolulu.

## Q

**QUALTROUGH, J. M.** Announcer, KTSM, El Paso.

**QUINN, DON.** Writer (comedy script). (R) Fibber McGee & Molly, 1935-38 (S. C. Johnson & Son for Johnson's Wax,

NBC Red); has also written material for Olsen & Johnson and others. (F) Paramount.

**QUINN, ELWYN.** Announcer, continuity writer, producer, KDYL, Salt Lake City.

## R

**RAE, JOHN & FERN.** Characters, dialects, WPTF, Raleigh. (L) Dramatic stock.

**RAFFELLI, ANGELO.** Tenor. (R) Vocal Varieties, 1937 (Lewis-Howe Co., for Tums, NBC Red); Smoke Dreams, 1937-38 (La Fendrich Cigars, NBC Red). (LS) WOR, New York City, 1933; WJJD, Chicago, 1935. (F) Educational shorts, 1933. (L) Concert tours.

**RAFFETTO, MICHAEL.** Actor, producer. (R) One Man's Family, 1932-38 (successively sponsored by Wesson Oil & Snowdrift, 1932-34; Kentucky Winners Cigarettes, 1935; since 1935, Standard Brands for Tender Leaf Tea, NBC Red). (L) Stock, 1921-22.

**RAFT, GEORGE.** Actor. (R) Guest appearances on Lux Theatre of the Air, August 31, 1936 (Lever Bros. for Lux, CBS); Kraft Music Hall, August, 1937 (Kraft-Phenix Cheese Corp., NBC Red). (F) Paramount (s). (L) City Chap, Gay Paree, Manhatters, Palm Beach Nights (f). (V) Dancer.

**RAINES, BOB & JIM.** Singers, musicians, KMMJ, Clay Center. (R) Also KFAB, Lincoln; WHB, Kansas City; WSM, Nashville; WHIS, Bluefield; WRVA, Richmond.

**RAINEY, BUD.** Singer, M. C., WTIC, Hartford. (R) Also WHN, New York; Sapolio program, NBC, 1936, CBS, 1937. (V) Single singing comedy act.

**RAISUM, OLAF.** Orchestra leader, KFJM, Grand Forks.

**RAMBLIN' RANGERS.** Hillbilly musicians, singers, WHEB, Portsmouth. (R) Also WMEX, Boston. (V) Theatre appearances.

**RAMSEY, WAYMOND.** Program director, sports, news and special events, KOMA, Oklahoma City.

**RAND, GRENFELL N.** Continuity writer, announcer, producer, WOKO, Albany.

**RANDALL, DOROTHY.** Actress, FTRD. (R) Network shows for Hamilton Watch, Procter & Gamble. (F) Shorts (Paramount). (L) Broadway; Excess Baggage; Man's Man; others. (V) The Headliners; Twin Beds; Too Easy.

**RANDALL, GEORGE.** Director, FTRD. (R) Network sustaining shows including Tish, Epic of America. (F) Shorts (Paramount). (L) Productions by Belasco, Rush & Webber, Wagenhals & Kemper. (V) Various circuits, 14 years.

**RANDALL, GORDIE.** Orchestra leader, WGY, Schenectady.

**RANDOLPH, ISABEL.** Actress (character leads, comedy, dialect). (R) Dan Harding's Wife, 1936-38 (National Biscuit Co., NBC Red); Story of Mary Marlin, 1936-38 (Procter & Gamble for Ivory Flakes, NBC Red); Fibber McGee & Molly, 1936-38 (S. C. Johnson & Son for Johnson's Wax, NBC Red); First Nighter, 1936-38 (Campana Sales for Italian Balm, NBC Red). (F) M-G-M. (L) Stock; The Noose (Mrs. Henry B. Harris); If I Were Rich (William Anthony McGuire) and numerous others.

## PROFESSIONAL RECORDS—Continued

- RANDOLPH, JAMES.** Writer, singer. (R) Town Hall Tonight, 1933-36 (Bristol-Myers Co., NBC Red); Trioliann (Sparton Radios, NBC Blue); Matt Clemens, The Melody Man (General Electric Co., NBC Red); Camel Caravan (R. J. Reynolds Tobacco Co., CBS). (LS) At present writer for KRNT-KSO, Des Moines. (F) Shorts (Warner Bros., Vitaphone). (V) Royalty of Song, 1935-36; appearances at hotels and clubs.
- RANEY, MAX.** Musician, WGY, Schenectady. (V) Theatre appearances.
- RANKIN, EARL.** Baritone, KGW-KEX, Portland. (R) Also KOMO, Seattle; KNX, Los Angeles. (V) Theatre and night club appearances.
- RAPEE, ERNO.** Musical conductor. (R) General Motors Concerts, 1935-37 (General Motors Corp., NBC Blue); programs for Ex-Lax, Mobil Oil, Linit, McKesson & Robbins. (GA) The Big Show (Ex Lax Co., CBS). (F). (L) Dangerous Paradise. (Currently musical director of Radio City Music Hall.)
- RAPP, JOHN.** Writer. (R) Texaco Town, 1936-38 (Texas Co. for Texaco Gasoline, CBS); Texaco Town Summer program, 1937 (Texas Co., CBS); Jack Oakie College, 1937 (R. J. Reynolds Tobacco for Camel Cigarettes, CBS); Cantor's Camel Caravan, 1938 (Camel Cigarettes, CBS).
- RASCH, BUCK.** Singer, yodeler, musician (The Northwesterners), Iowa Broadcasting Co. (V) 1931-34.
- RASCH, WILSON D.** Musician (The Northwesterners), Iowa Broadcasting Co. (V) Blue Ridge Mountaineers Revue, 1932-34; Iowa Barn Dance Frolic, 1935-36; Parade of Stars, 1935-36.
- RASH, BRYSON B.** Announcer, WRC-WMAL, Washington. (F) Shorts. (L) Stock, 1924-25; Joan of Arc, 1933 (f). (V) Buster Brown, 1925-28.
- RATHBUN, JACK.** Sports announcer, WJAX, Jacksonville. (R) Also WDBO, Orlando.
- RATLIFF, MARY LOU.** Actress. (R) Death Valley Days, 1936 (Pacific Coast Borax Co., NBC Blue); Professor Puzzlewit, 1938 (Gallenkamp Stores Co., NBC Red); Toast to the Town, 1938 (Roma Wine Co., Inc., CBS). (LS) KYA, San Francisco. Currently with KSFO, San Francisco.
- RATLIFFE, FRED.** Announcer (sports, news), WTAD, Quincy.
- RAVENAL, FLORENCE.** Actress. (R) Arnold Grimm's Daughter (General Mills, Inc., CBS); Zenith Radio Foundation (Zenith Radio Corp., CBS).
- RAWLINSON, J. L.** Script writer, producer. (R) Vick's Open House (Vick Chemical Co., CBS).
- RAWLS, CAROLINA.** Commentator, KARK, Little Rock. (L) Little Theatre productions, 6 years.
- RAY, BYRON A.** Continuity writer, announcer, producer, KSL, Salt Lake City.
- RAY, HELENA.** Actress. (R) Junior Nurse Corps (Swift & Co., NBC Blue).
- RAYE, MARTHA.** Singer, actress, comedienne. (R) Rinsio Program Starring Al Jolson, 1936-38 (Lever Bros. Co., CBS). (F) Paramount. (L) Earl Carroll's Sketch Book, 1934; Calling All Stars, 1935. (V) Bud & Margie, 1919-32; Benny Davis Revue, 1932; personal appearances.
- RAYMOND, CARL J.** Announcer, producer, WMAS, Springfield.
- RAYMOND, JACK.** Actor, writer, FTRD. (R) Various network shows including Tish, Epic of America, Radio Almanac, Hurricane Jones, Professional Parade. (F) Shorts (Warner Bros.). (L) Stock; Last Mile, 1929; Is Zat So, 1930.
- RAYMOND, JACK.** Actor, writer. (R) The First Nighter, 1937 (Campana Sales for Italian Balm, NBC Red); Thirty Minutes in Hollywood, 1937-38 (regional sponsorship, Mutual). (F) Hal Roach, M-G-M, Universal, RKO, Paramount (f); shorts. (V) Raymond & Miller, 1912-25; Honey Boy Evans Minstrels, 1915-16; theatre appearances.
- REA, VIRGINIA.** Soprano. (R) Palmolive Hour, 1928-31 (Colgate-Palmolive-Peet, NBC Red); Goodyear Program, 1932 (Goodyear Tire & Rubber Co., NBC Red); Buick Program, 1932 (General Motors, NBC Red); American Album of Familiar Music, 1933-35 (Bayer Aspirin, NBC Red); Chevrolet Presents, 1935-37 (Chevrolet Motors, CBS). (GA) General Motors Concerts, Maxwell House Show Boat, Magic Key of RCA, Lucky Strike and Coca Cola programs. (L) Concert tours, opera appearances. (Recordings for RCA Victor, Brunswick and Edison).
- READ, HARLAN E.** Writer. (R) Broadcasts from Queen Mary (Mutual); English Coronation (Mutual); two broadcasts on War Spots of Europe (CBS). (LS) WOR, New York; KMOX, St. Louis;

## PROFESSIONAL RECORDS—Continued

- WFAP, Peoria (no longer in existence). Former staff writer for newspapers, newspaper syndicates and Transradio Press (special European correspondent, 1937).
- READ, LAWRENCE.** Actor. (R) Rube Appleberry (Campbell Cereal Co., Mutual).
- READY, ELIZABETH.** Script writer, director. (R) Dr. Allan Roy Dafeo, 1937-38 (Lehn & Fink, CBS).
- REAGH, BOB.** Announcer, CJOC, Lethbridge.
- RECECONI, LOUISE.** Singer, KVI, Tacoma.
- REDD, BOB.** Script writer, producer. (R) Signal Carnival (Signal Oil Co., NBC Red).
- REDDICK, WILLIAM J.** Program director, conductor, composer. (R) Eveready Hour, 1925-26 (Union Carbide, NBC); An Hour with Sigmund Romberg, 1936 (Swift & Co., NBC Red); Ford Sunday Evening Hour, 1936-38 (Ford Motor Co., CBS).
- REDFIELD, BILLY.** Dramatic actor. (R) March of Time (Time, Inc., NBC Blue). (LS) Let's Pretend. and Jr. G-Men (Fischer Baking Co., WOR, New York). (F) Shorts. (L) Swing Your Lady; Excursion; Virginia; Stop-Over; Our Town.
- REED, KAY.** Organist, pianist, actress, WNEW, New York. (R) Maltex Program (NBC), 1935; also WINS, WOR, New York. (Theatre musical director, 1930-34.)
- REED, VERNON E.** Program director, production manager, KFH, Wichita. (L) Stock and various dramatic companies, 1916-28 (s).
- REESE, GAYLE.** Blues singer, WIL, St. Louis. (R) Also Mutual Broadcasting System. (V) Night clubs and hotels.
- REESER, EDWIN I.** Comedian, M. C., script writer, producer. (R) Courteous Colonels, 1935-36 (Barnsdall Refining Co., CBS); Fun Bug, 1937 (Barnsdall Refining, CBS). (Head of his own advertising agency.)
- REETZ, PAUL.** Writer, German language announcer, WTMV, East St. Louis. (R) Also WSUN, St. Petersburg.
- REEVES, BILL.** Announcer, continuity writer, WTJS, Jackson.
- REHM, SARA.** Singer. (R) Musical Steel-makers, 1938 (Wheeling Steel Corp., Mutual).
- REID, GEORGE.** Announcer, producer, WFBL, Syracuse. (R) Also Inter-City Network; WIP, Philadelphia.
- REILLY, SHERMAN.** Actor (juvenile, dramatic). WICC, Bridgeport.
- REINER, FRITZ.** Symphony conductor. (R) Ford Sunday Evening Hour (Ford Motor Co., CBS).
- REIS, IRVING.** Writer, director. (R) Columbia Workshop, 1937 (CBS). (F) Paramount, as writer, director, since Jan., 1938; shorts. (L) Julius Caesar (handled sound effects).
- REISMAN, LEO.** Orchestra leader. (R) Pond's Dance Program, 1930-33 (Lamont Corliss Co., NBC Red); Philip Morris Program, 1933-37 (Philip Morris & Co., Ltd., NBC Red); Your Hit Parade, 1937-38 (American Tobacco Co., NBC Red, CBS); others. (LS) WEA, WOR, New York. (F) Shorts. (L) Good Morning Dearie, 1922. (V) Numerous vaudeville and dance engagements at hotels, cafes, etc. Victor records.
- RENAN, EMILE.** Baritone, actor, WHN, New York. (F) Shorts. (L) Stock (opera and legitimate).
- RENARD, JACQUES.** Musical director. (R) Pontiac Program, 1932-34 (Pontiac Motor Co., CBS); Camel Quarter Hour, 1934 (R. J. Reynolds Tobacco Co., CBS); Manhattan Merry-Go-Round, 1935 (Sterling Products, NBC Red); Burns & Allen, 1936 (Campbell Soup Co., CBS); Eddie Cantor, 1936-37 (Texas Co., CBS). (F) Shorts (for Universal with Morton Downey). (V) Appeared with Morton Downey and Tony Wons, Vera Van and Eton Boys, Nick Lucas, Burns & Allen, and Eddie Cantor. Recording artist.
- RENTSCHLER, HAROLD.** Entertainer, WWVA, Wheeling. (V).
- REPINE, BURT T.** Director of staff orchestra, WRVA, Richmond.
- RETTENBERG, MILTON.** Pianist, composer, conductor. (R) Nathaniel Schildkret (Eveready Co., NBC Red, 1925-28; Eastman Kodak Co., NBC Blue, 1928-33; Mobil Oil, NBC Red, 1930-33); B. A. Rolfe and Orchestra, 1928-31 (American Tobacco Co., NBC Red); Cities Service Concert, 1929-38 (Cities Service Co., NBC Red); Chesterfield Presents, 1932-35 (Liggett & Myers Tobacco Co., CBS); Mollie Minstrel Show, 1933-35 (NBC Red); John Charles Thomas, 1935-36 (Wm. R. Warner Co., NBC Blue); Sing-

## PROFESSIONAL RECORDS—Continued

- ing Lady, 1936-38 (Kellogg Co., NBC Red). Recording artist, 1926-35.
- REVELERS QUARTET.** (Robert Simmons, Lewis James, Elliott Shaw, Wilfred Glenn). Singers. (R) Cities Service Concerts (Cities Service Co., NBC Red).
- REY, ALVINO.** Guitarist. (R) Famous Foods Parade, 1931 (Durkee Foods Corp., NBC); Horace Heidt and His Brigadiers, 1935-38 (Stewart-Warner Corp., successively CBS and NBC Blue). (LS) WTAM, Cleveland, 1927-28. (F) Shorts. (V) Horace Heidt Orchestra.
- REYNOLDS, GENE.** Announcer, KOMA, Oklahoma City. (R) Also KFPW, Fort Smith; KBST, Big Spring.
- REYNOLDS, JOHN M.** Announcer, WCKY, Cincinnati. (R) Also WNOX, Knoxville.
- RHINEHART, ALICE.** Actress. (R) Gang Busters (Colgate-Palmolive-Peet Co., CBS).
- RHODES, ANNA F.** Women's programs, WMFD, Wilmington.
- RHODES, JANE.** Singer, actress. (R) Hollywood Mardi Gras, June, 1937 to Feb., 1938 (Packard Motor Car Co., NBC Red). (F) Paramount, Universal, RKO (f). (V) Night club appearances.
- RHYMER, PAUL.** Script writer. (R) Vic & Sade (Procter & Gamble, NBC Red and Blue).
- RICAU, LIONEL.** Announcer, producer, WWL, New Orleans. (V) Broadway's Radio Mimic, 1932-34.
- RICE, A. R.** Script writer. (R) National Barn Dance (Miles Laboratories, Inc., NBC Blue).
- RICE, AL.** See Maple City Four.
- RICE, FRANCES M.** Continuity writer, KWK, St. Louis. (R) Also Mutual.
- RICH, FREDDIE.** Orchestra leader. (R) Frigidaire program, 1935; Socony Flying Red Horse Tavern, 1935-36 (Socony-Vacuum); Your Hit Parade, 1936 (Lucky Strike Cigarettes); sustaining and guest appearances, 1937-38 (CBS); also programs for Squibb's, Veedol, Tide Water Oil, Postum, Premiere Salad Dressing; others. (L) Greenwich Village Follies, 1921; Shubert Century Roof Vogues, 1922. (V) 1916, '33.
- RICH, IRENE.** Actress. (R) Welch Presents Irene Rich, 1933-38 (Welch Grape Juice Co., NBC Blue). (F) Warner Bros., Fox, Pathe. (V).
- RICH, JIMMY.** Organist, WNEW, New York. (V) Alan Courtney's Joymakers;
- RICH, RAY.** Chief announcer, WPRO, Pittsburgh. (R) Also WEEI, Boston; NBC and CBS programs for Time Magazine, Iodent Toothpaste and Humphrey's Medicine, 1929-31. (F) Shorts. (L) Stock.
- RICHARDS, MARJORIE.** Continuity writer, actress, KGB, San Diego.
- RICHARDS, WAYNE F.** Announcer, producer, KSL, Salt Lake City.
- RICHARDSON, ETHEL P.** Writer, actress. (R) House Beside the Road, 1931 (Mutual Life Insurance Co., Yankee Network); Dreams of Long Ago, 1932-38 (NBC Blue sustaining); Uncle Natchel, 1936-38 (Chilean Nitrate, transcriptions). (LS) WEAf, WJZ, WOR, New York. (L) Stock, 1924. (Associated with Jean V. Grombach, Inc.)
- RICHMOND, A. E.** Announcer, M. C., KGCX, Wolf Point.
- RICHMOND, ELEANOR.** Character actress, WKZO, Kalamazoo.
- RICHTON, ADDY.** Script writer. (R) Hilltop House, 1937-38 (Colgate-Palmolive-Peet Co., CBS).
- RICKABY, RUTH D.** Dramatic actress. (R) Lone Ranger, since 1933 (various sponsors through WXYZ, Detroit; 1937-38, Gordon Bakeries, Mutual; Interstate Bakeries, over a Mutual Network, not heard in New York). (LS) WXYZ, 1935-38. (L) Productions by William B. Harris, A. Hammerstein and others; stock. (V) Theatre appearances with Lone Ranger skit.
- RICKER, BOBBIE.** Cowboy singer, yodeler, WCSC, Charleston.
- RICKEY, ALFRED.** Musical director. (R) Hammerstein Music Hall (American Home Products Corp., CBS); Manhattan Merry-Go-Round (R. L. Watkins Co., NBC Red); Alias Jimmy Valentine (Larus & Bro. Co., NBC Blue); Broadway Merry-Go-Round (Sterling Products, NBC Blue).
- RIDDEL, JIMMIE.** Vocal director, tenor, arranger. KOIN-KALE, Portland.
- RIDER, MAURICE A.** Announcer, producer, singer, KIRO, Seattle.
- RIDGWAY, AGNES.** Script writer. (R) Those We Love (Lamont Corliss & Co., NBC Blue).

PROFESSIONAL RECORDS—Continued

- RIERSON, HELEN.** Singer, WSJS, Winston-Salem.
- RIGGS, GLENN E.** Announcer, M. C., KDKA, Pittsburgh. (F) Shorts. (L) Ann Harding Stock Co., 1928; George Sharp Stock Co., 1927-28. (V) Glenn Riggs Radio Revue, since 1935.
- RIGGS, TOMMY.** Ventriloquist, comedian. (R) Royal Gelatin Hour (Standard Brands, Inc., NBC Red). (F) Universal. (V).
- RILEY, DON.** Sports and news commentator, WBAL, Baltimore.
- RILEY, ROBERT.** Announcer, KMBC, Kansas City.
- RINES, JOE.** Orchestra leader, comedian. (R) Iodent Dress Rehearsal, 1936-37 (Iodent Toothpaste, NBC Blue); Time of Your Life, 1937-38 (Gruen Watch Co., NBC Red). (V) Vaudeville, night clubs. Brunswick records.
- RING, BILL.** Entertainer, M. C., KWTO-KGBX, Springfield. (V).
- RIPLEY, ROBERT L.** ("Believe It Or Not"). Writer, actor. (R) Believe It or Not, 1930-31 (Colonial Beacon Oil, NBC Red); Esso Program, 1931-32 (Standard Oil of N. J., NBC Blue); Hudson-Terraplane Program, 1933-34 (Hudson Motor Car Co., NBC Red); Bakers Broadcast, 1934-37 (Standard Brands for Fleischmann's Yeast for Bread, NBC Blue); Believe It or Not, 1937-38 (General Foods for Huskies and Post Bran, NBC Red). (F) Warner Bros., Vitaphone; series of 36 Believe It or Not shorts, 1931-32. (V) 1931-33; theatre appearances. (Newspaper cartoonist-columnist.)
- RISTVEDT, HARRIET.** Writer, KSO-KRNT, Des Moines.
- RITCHIE, CAMPBELL.** Baritone, CKLW, Detroit.
- RIVERS, EDWIN B.** ("Eddie"). Producer, KRSC, Seattle. (R) Also KOL, Seattle.
- RIVERS, REX.** Script writer. (R) I Want a Divorce (Sussman Wormser & Co., NBC Red).
- ROARK, CHARLES A.** Announcer, KRLH, Midland.
- ROARK, MAX W.** Announcer, KNOW, Austin.
- ROBERTS, CURTIS W.** Script writer. (R) Peter's Surprise Party (Peters Shoe Co., NBC Red).
- ROBERTS, DAVID.** Announcer. (R) Currently NBC staff announcer.
- ROBERTS, HOWARD.** Announcer, WMT, Cedar Rapids. (V) Theatre appearances.
- ROBERTS, KENNETH.** Announcer, actor. (R) Mary Margaret McBride, 1937-38 (General Foods for Minute Tapioca, CBS); Watch the Fun Go By, 1937-38 (Ford Motor Co., CBS); The Shadow, 1937-38 (Blue Coal, Mutual); The Life of Mary Sothern, 1937-38 (Lehn & Fink for Hind's Honey & Almond Cream, CBS); Hobby Show, 1938 (Narragansett Beer & Ale, CBS New England Network). (F) Shorts. (L) Christopher Morley's production of After Dark, 1929-30; Hitch Your Wagon, 1937.
- ROBERTSON, JACK.** Sports commentator, M. C., announcer, WGRC, New Albany.
- ROBERTSON, JESSE A.** Musician, singer, KGNC, Amarillo. (R) Also WFAA, Dallas; KOMO, Oklahoma City. (V).
- ROBERTSON, TED.** Sound technician. (R) The Lone Ranger, 1937-38 (Gordon Bakeries, Mutual, Don Lee); Michigan Radio Network programs, all current: Green Hornet (Detroit Creamery); Lost Moment (Detroit Auto Club); Flashes from Motor Life (Detroit Auto Club). (Chief sound technician, WXYZ).
- ROBINSON, ALVIN.** Announcer. (R) Bond Bread Sports, 1936 (General Baking Co. for Bond Bread, WFAF, New York City); Ben Bernie & All the Lads, 1937 (American Can Co., NBC Blue); Cities Service Concert, 1937-38 (Cities Service Co., NBC Red).
- ROBINSON, EDWARD G.** Actor. (R) Big Town, 1937-38 (Lever Bros. for Rinso, CBS). (GA) Your Hollywood Parade, Dec. 29, 1937 (American Tobacco for Lucky Strike Cigarettes, NBC, Red). (F) First National, Columbia Pictures, United Artists, Warner Bros. (s). (L) Ten Theatre Guild productions. (V) Bells of Conscience, written by himself.
- ROBINSON, ELSIE.** Script writer. (R) I Want a Divorce (Sussman Wormser & Co., NBC Red). (Columnist, Hearst newspapers.)
- ROBINSON, KEN.** Script writer. (R) Adventures of Dari Dan, 1937 (Bowey's, Inc., for Dari Rich, NBC Red); Dan Harding's Wife, 1937-38 (National Biscuit Co., NBC Red). (Currently continuity editor, NBC Central Division).

## PROFESSIONAL RECORDS—Continued

- ROBISON, CARSON J.** Actor, composer (cowboy, hill-billy). (R) Eveready Battery Hour, 1924-28 (National Carbon Co., NBC Red); Dutch Masters Minstrels, 1928-30 (Dutch Masters Cigars, NBC Blue); Bar X Ranch, 1933-34 (Health Products, NBC Blue, CBS); Carson Robison and His Buckaroos, 1937-38 (E. W. Rose & Co., Mutual). (F) Shorts (Pathe, Columbia, Fox). (V) London, 1932-36. (Phonograph recordings, 1925-31.)
- ROCAP, TOM (Murray Arnold).** Master of Ceremonies, WIP, Philadelphia.
- ROCK CREEK RANGERS (Mary, John, George and Sam Workman).** Musicians, WHAS, Louisville.
- ROCKHOLD, JOE.** Actor, newscaster, singer, writer, producer, announcer, WSPD, Toledo. (R) Also Mutual; WLW, Cincinnati, and others. (L) Toledo Civic Theatre (s). (V) Theatre appearances with minstrels and radio variety shows.
- ROCKNEY, WESLEY.** Musician, KGCX, Wolf Point.
- RODAY, EDYTH.** Actress, commentator, WHAT, Philadelphia. (R) Also WFIL, WIP, WCAU, KYW, Philadelphia. (L) Through the Years, 1937; others (F).
- RODDA, WALTER E.** Commentator, news editor, WKZO, Kalamazoo. (R) Also WCLO, Janesville; WMBC, Detroit; WLEU, Erie.
- RODGERS, FLOYD D.** Newscaster, announcer, WIS, Columbia.
- RODMAN, VICTOR.** Actor (character, heavy). (R) Those We Love, 1938 (Lamont Corliss for Pond's Creams, NBC Blue). (F) Universal. (L) Productions by Henry Duffy, Erlanger, Louis MacLoon and others.
- RODNEY, DON.** Singer, guitarist, WICC, Bridgeport. (R) Also WOR, N. Y. (F) Vitaphone shorts.
- RODRIGUEZ, JOSE.** News editor, symphony commentator, KFI-KECA, Los Angeles.
- ROECKER, EDWARD O.** Baritone, M. C. (R) Pipe Smoking Time (rebroadcast later in the evening with Pick & Pat) since Feb., 1937 (U. S. Tobacco Co., CBS). (L) Amateur productions. (V) Appearances at theatres, fairs, etc.
- ROEN, LOUIS.** Announcer. (R) The Guiding Light, 1937-38 (Procter & Gamble for White Naptha Soap, NBC Red); local announcer for Philadelphia Orchestra, 1937-38 (Group of American Banks, NBC Blue); The Woman in White, 1938 (Pillsbury Flour Mills, NBC Red).
- ROESSLER, ELMIRA.** Dramatic actress, singer. (R) Phillips Poly Follies, 1936-38 (Phillips Petroleum Co., CBS). (LS) KMOX, St. Louis; transcriptions. (F) Commercial shorts. (L) Stock. (V) Theatre and hotel appearances.
- ROGERS, EDWIN L.** Announcer, WRC-WMAL, Washington. (R) One-time announcing for Sanka Coffee program, 1935; American Can program, 1936; numerous local shows since 1931. (L) Vagabond King, 1925-26; Bless You, Sister, 1927; Three Musketeers, 1928. (V) Beau Geste Singers, 1926-27.
- ROGERS, RALPH W.** Announcer, production manager. (R) Associated Sports-caster (football), 1935-36; Associated Commentator (football), 1937; Associated Sports-caster (basket ball), 1937-38 (all for Associated Oil Co., CBS and Northwest Coverage Group). Currently on staff of KFPY, Spokane.
- ROGERS, ROSWELL B.** Script writer. (R) House Party, 1937 (Iris Food Products, Don Lee Network); Hollywood Mardi Gras, 1937 (Packard Motors, NBC Red); Park Avenue Penners (R. B. Davis Co., CBS); Hollywood Melody Shop, 1937-38 (Beverly Wilshire Hotel, CBS Pacific Coast). (L) Author of Nell of the Northwoods, 1935; Flying Down to Restful Manor, 1935; Ethmoid's Follies of 1935. (Currently on staff of KNX, Los Angeles.)
- ROHLING, ANNE.** Commentator, actress, WBIL, New York. (R) Also WMCA, WOV, New York. (L) Stock; Years of the Locust, 1936.
- ROLF, ERIK.** Announcer, actor. (R) Gang Busters, 1937-38 (Colgate-Palmolive-Peet, CBS); Girl Interne, 1937-38 (Calox Tooth Powder, CBS and Yankee Network); Boake Carter, 1938 (General Foods for Post Toasties and Huskies). (GA) Royal Gelatin Hour, 1937 (Standard Brands, NBC Red); Woodbury's Hollywood Playhouse (Jergens-Woodbury Sales, NBC Blue); Kate Smith's Bandwagon (General Foods, CBS); Believe It or Not (General Foods, NBC Red). (F) Commentator for Pathe News, 1937-38; narrator and announcer, travel and commercial films.
- ROLFE, B. A.** Orchestra leader. (R) Lucky Strike Dance Orchestra (American Tobacco Co., NBC Red); B. A. Rolfe & Ivory Soap Orchestra (Procter & Gamble, NBC Blue); Hudson Dealer Program (Hudson Motor Car Co., NBC

## PROFESSIONAL RECORDS—Continued

- Red); Believe It or Not (General Foods Corp., NBC Red). (V) 1904-12; 1920-35. (Formerly president of Rolfe Photographs.)
- ROLFE, BOBBY.** Juvenile actor, m.c., WHBF, Rock Island. (L) Little Theatre Group. (V) Theatre appearances.
- ROLFSNESS, DOROTHY.** Singer, KOIN-KALE, Portland.
- ROLL, DICK.** Announcer, WHIO, Dayton. (R) Also WALR, Zanesville.
- ROMANO, MIKE.** Actor. (R) Romance of Helen Trent (Edna Wallace Hopper and Old English Floor Wax, CBS).
- ROMINE, DOUGLAS J.** Announcer, producer, actor, KARK, Little Rock. (R) Also KVOO, Tulsa; KWBG, Hutchinson; KVGB, Great Bend; KLZ, Denver.
- ROMNEY, RUTH.** Actress, KTSM, El Paso.
- RONEY, WILLIAM J., JR.** Announcer, WRC-WMAL, Washington.
- RONSON, ADELE.** Actress. (R) Buck Rogers in the 25th Century, 1932-36 (Cream of Wheat Corp., CBS); Ray Noble and His Dance Orchestra, 1935 (Coty, Inc., NBC Red); The Gibson Family, 1936-37 (Procter & Gamble, NBC Red); On Broadway, 1937 to March, 1938 (General Foods for Diamond Crystal Salt, NBC Blue); John's Other Wife, 1937-38 (American Home Products, NBC Red); others, not current. (L) Productions by William Brady, George Tyler, Crosby Gaige, Theatre Guild and others (f).
- ROPER, EZRA L.** Musician, actor, WFBC, Greenville. (V) Theatre appearances.
- RORABAUGH, DUKE.** Writer, producer, WFIL, Philadelphia. (R) Their Greatest Story, 1938 (Libby, McNeill & Libby, Mutual). (L) Acted and directed 30 amateur plays. Also appeared as piano soloist at various hotels. Program director, announcer, writer, WIBG, Philadelphia, 1932; writer, producer, Trans-American Broadcasting & Television Corp., 1937-38.
- ROSCOE, MICHEL.** Pianist, WOR, New York. (LS) Gambling's Musical Clock, 1928-38 (Illinois Meat Co., currently sponsored by Childs Restaurants, WOR, New York.)
- ROSE, JACK.** Script writer. (R) Time to Shine, 1938 (Griffin Manufacturing Co., NBC Blue).
- ROSE, WILLIAM.** Announcer, singer, pianist, actor, WOKO, Albany. (V) Three Shades of Blue; Banjoleers.
- ROSELEIGH, JACK.** Actor (characters, leads). (R) Pepper Young's Family, 1933-38 (Procter & Gamble, NBC Red and Blue); Follow the Moon, 1937 (Lehn & Fink, CBS); Hilltop House, 1937 (Colgate-Palmolive-Peet, CBS); Road of Life, 1937-38 (Procter & Gamble, NBC Red, CBS). (F) Silent pictures. (L) Productions by Arthur Hopkins, Sam H. Harris, David Belasco, Lewis & Harris, Jones & Green (s.f.). (V) Sketches.
- ROSEN, CHARLES.** Announcer. (R) Polish Melodies (Katro-Lek Laboratories, Inc., Mutual).
- ROSEN, PAUL S.** Musician. (R) Horace Heidt & His Brigadiers, 1934-37 (Stewart-Warner Corp., CBS); My Secret Ambition, 1938 (Durkee Famous Foods, CBS); Toast to the Town, 1938 (Roma Wine Co., CBS). (V) Featured clarinet soloist with Horace Heidt, over 3 years. (Currently staff musician, KSFO, San Francisco.)
- ROSENBERG, DOROTHY.** Singer, pianist, WCAE, Pittsburgh. (V) Three Little Maids.
- ROSENBERG, HENRIETTA.** Singer, WCAE, Pittsburgh. (V) Three Little Maids.
- ROSENWALD, MONTE.** Announcer, producer, KGNC, Amarillo. (V) Master-of-Ceremonies.
- ROSS, BILL.** Announcer (news, special events), M.C., singer, KGW-KEX, Portland.
- ROSS, BOB.** Script writer. (R) Texaco Town (Texas Co., CBS).
- ROSS, CLARK.** Singer, actor. (R) Pappy, Zeke and Ezra, 1936 (Kelpamalt Co., Inter-City Network); On the Air with Lud Gluskin, 1937 (Hudson Terraplane Corp., CBS); Moments of Melody, 1937 (E. B. Randall, CBS); Toast to the Town, 1938 (Roma Wine Co., CBS). (LS) KEHE, Los Angeles. (F) Child actor, First National, MGM; shorts. (L) The Fan, 1933. Former vocalist with orchestras of Leo Reisman, Charles Domberger. Recordings for Brunswick and Decca.
- ROSS, DAVID.** Announcer, commentator. (R) Network shows for E. R. Squibb & Son, P. Lorillard Co., Studebaker Corp., John H. Woodbury, Inc.; Esso, Inc.; Sterling Products, Inc.; Lehn & Fink Prod-



## PROFESSIONAL RECORDS—Continued

- ucts Co., Gerardine Hair Tonic, A. Bourjois & Co., Inc.; Richard Hudnut, Barbasol Co., Liggett & Myers Tobacco Co. (F) Narrator for Capitol, Principal and Paramount shorts.
- ROSS, DON.** M.C., singer, writer, announcer. (R) Jell-O Summer Show, 1937 (General Foods Corp., NBC Red). (LS) WOR, New York.
- ROSS, LANNY.** Tenor, actor. (R) Maxwell House Show Boat, 1931-37 (General Foods Corp. for Maxwell House Coffee, NBC Red); Hollywood Mardi Gras, 1937-1938 (Packard Motor Car Co., NBC Red). (F) Paramount, 1933; Columbia Pictures, 1937 (s); shorts. (L) Racketty Pachetty House (debut as child actor), 1912 (f). (V) Theatre appearances since 1933. Also concert work (debut, Nov., 1936, at Town Hall, New York); tours. Recording artist.
- ROSS, NORMAN.** Announcer, news and sport commentator. (R) Your Parlor Playhouse (Lovely Lady Cosmetics, Mutual).
- ROSS, PHIL.** Chief announcer, program director, WGR-WKBW, Buffalo. (R) Also WHK and WJAY, Cleveland; WIBX, Utica; guest, CBS, 1935. (L) Stock, 1930. (V) Personal appearances.
- ROSS, SHIRLEY.** Singer, actress. (R) Ken Murray and Oswald, 1937 (Campbell Soup Co., CBS); Your Hit Parade, 1937 (American Tobacco Co., NBC Red). (F) M-G-M, Paramount, Columbia, B. P. Shulberg (f); shorts. (L) Anything Goes, 1935 (s). (V) 1933-34; personal appearances; once singer with Gus Arnheim's orchestra.
- ROSSI, PAT.** Singer, WOV, New York. (R) Also WOR and WMCA, New York. (V) Hotel and night club appearances.
- ROTHENBERG, LOUISE.** Entertainer, WNOX, Knoxville. (V) Gene Autry's Round Up Show, 1934; Clayton Mc-Mitchen's Wild Cats, 1935.
- ROTHIER, LEON.** Singer, WQXR, New York. (L) Grand Opera, 40 years (Metropolitan, 28 years).
- ROVENTINI, JOHNNY (Johnny of the Philip Morris Programs).** Master of Ceremonies. (R) Johnny Presents (Philip Morris & Co., Ltd., NBC Red since 1933 and CBS since 1937); What's My Name?, 1938 (Philip Morris & Co., Ltd., Mutual).
- ROWAN, KERMIT.** Dramatic actor, writer, WHJB, Greensburg.
- ROWE, RALPH J.** Musician and singer, WMT, Cedar Rapids. (V) Theatre appearances.
- ROWLAND, HELEN.** Humorous talks. (R) Hecker Information Service, 1937 (Hecker H-O Products, Mutual). (GA) Theatre of the Air (Lever Bros. for Lux, CBS). (Columnist: "The Marry-Go-Round" for King Features Syndicate; author of 8 books; former public speaker.)
- ROWLANDS, HUGH O.** Actor. (R) Tom Mix and His Ralston Straight Shooters (Ralston Purina Co., NBC Blue); Dan Harding's Wife (National Biscuit Co., NBC Red); Public Hero No. 1 (Falstaff Brewing Corp., NBC Red).
- ROY, CECIL H.** Dramatic actress, comedienne, singer. (R) Kaltenmeyer's Kindergarten, 1936-37 (Quaker Oats, NBC Red); While the City Sleeps, 1936-37 (Bowey's, Inc. for Dari-Rich, NBC Red); Ma Perkins, 1936-38 (Procter & Gamble for Oxydol, NBC Red, CBS); Valiant Lady, 1938 (Bisquick, Gold Medal Hour, CBS); Monticello Party Line, since 1935 (Dr. Caldwell's Syrup Pepsin, transcribed program). (L) Passion Play, 1933-34.
- ROYAL, RUTH.** Musician, entertainer, KCKN, Kansas City. (R) Also WREC and WMC, Memphis; KLRA, Little Rock. (L) Music Box, 1926-28; Band Box Revue, 1931-33. (V) Single act, Girl of a Thousand Songs, 1928-29.
- ROYLE, WILLIAM H.** Actor. (R) Rinso Program Starring Al Jolson (Lever Bros. Co., CBS); Dr. Christian (Chesebrough Manufacturing Co., CBS); Camel Caravan (R. J. Reynolds Tobacco Co., CBS); Hollywood Mardi Gras (Packard Motor Car Co., NBC Red); Jell-O Program Starring Jack Benny (General Foods Corp., NBC Red); Eddie Cantor (Texas Co., CBS); Lux Radio Theatre (Lever Bros. Co., CBS); Big Town (Lever Bros. Co., CBS); One Man's Family (Standard Brands, Inc., NBC Red); Vick's Open House (Vick Chemical Co., CBS). (F) Paramount, M-G-M, Universal, Columbia, United Artists; shorts. (L) Sleepy Valley Sally; Whistling in the Dark; others. (V) 6 years, mostly Pacific Coast circuits; theatre appearances.
- RUBIN, JACK.** Producer, actor (dramatic, character). (R) The O'Neills, since 1935 (P & G for Ivory Flakes, 1935-37, NBC Red and Blue; for Ivory Soap, since Jan., 1938, CBS); Believe It or Not, 1937-38 (General Foods, NBC Red); Hill-top House (Colgate-Palmolive-Peet for Palmolive Soap, CBS); others. (F) Shorts. (V) Theatre appearances.

PROFESSIONAL RECORDS—Continued

- RUBINOFF, DAVE.** Violinist, conductor. (R) Chase & Sanborn Program, 1931-35 (Standard Brands for Chase & Sanborn Coffee, NBC Red); Eddie Cantor, 1935 (Lehn & Fink for Pebeco Toothpaste, CBS); Chevrolet Presents Rubinoff and His Violin, 1935-37 (Chevrolet Motor Co., NBC Red, CBS). (F) Shorts; 20th Century-Fox (f). (V) Rubinoff and His Violin; concert tours.
- RUDIN, BERNARD.** Musician, WMT, Cedar Rapids.
- RUFFLES, BILL.** Pianist, CKOC, Hamilton. (V) Theatre pianist, 1926-29.
- RUFFNER, EDMUND B. ("Tiny").** Announcer, M. C. (R) Maxwell House Showboat (Maxwell House Coffee, NBC Red); Rinso Program Starring Al Jolson (Lever Bros. Co. for Rinso, CBS); The Park Avenue Penners (R. B. Davis Co. for Cocomalt, CBS); Big Town (Lever Bros. Co. for Rinso, CBS). (Vice-president, Ruthrauff & Ryan.)
- RUICK, MELVILLE H.** Actor, announcer. (R) Lux Radio Theatre, 1934-35 (Lever Brothers Co. for Lux, CBS); Hollywood Hotel, 1934-38 (Campbell Soup Co., CBS); free lance on other shows. (F) M-G-M, Warner Bros., Republic Pictures (f); shorts. (L) Mrs. Bumpstead Leigh, with Mrs. Fiske, 1930; Leaning on Letty, with Charlotte Greenwood, 1935-36 (f); stock. (V) Theatre appearances as Master of Ceremonies and band leader.
- RUMSEY, LEO.** Producer, announcer, KGMB, Honolulu.
- RUNIONS, NORM.** Announcer, newscaster, KVI, Tacoma.
- RUSSELL, DAN.** Announcer. (R) Travel Talks by Malcom La Prade (Thomas Cook & Son, NBC Red).
- RUSSELL, PAT.** Singer, WIP, Philadelphia. (R) Also KYW and WFIL, Philadelphia. (F) Shorts. (V).
- RUSSELL, RUSS.** Announcer. (R) Your Parlor Playhouse (Lovely Lady Cosmetics, Mutual); others.
- RUSSELL, RUTH.** Actress. (R) Ma and Pa (Atlantic Refining Co., CBS); Just Plain Bill and Nancy (American Home Products Corp., NBC Red); Snow Village Sketches (Loose-Wiles Biscuit Co., NBC Red).
- RUSSELL, TODD.** Announcer, pianist, singer, CKOC, Hamilton. (R) Also Canadian Broadcasting Corp.
- RUSSELL, WILLIAM H.** Entertainer, musician, KFEQ, St. Joseph. (V) 1914-22.
- RUYSDAEL, BASIL.** Narrator. (R) Your Hit Parade, 1935-38 (American Tobacco for Lucky Strike Cigarettes, 1935-37, NBC Red; 1935-38, CBS); Romantic Rhythms, 1937 (Chevrolet Motor Car Co., CBS). (F) Paramount; shorts. (L) Productions by Sam Harris, Henry Savage, Tom Wilkes, Gatti Casazza and others (f). (V) Theatre appearances.
- RYAN, DICK.** Actor. (R) The Park Avenue Penners (R. B. Davis Co., CBS).
- RYAN, TIM.** Comedian, singer, writer. (R) General Summer Show (General Foods Corp., NBC Blue); Carefree Carnival (Crazy Water Crystals, NBC Blue); Tim & Irene (Admiracion Laboratories, Inc., Mutual); Royal Crown Revue (Royal Crown Cola, NBC Blue). (GA) Fleischmann Hour, Aug. 5, 1937 (Standard Brands, Inc., NBC Red); Jell-O Summer show, Sept. 12, 1937, and Sept. 26, 1937 (General Foods Corp., NBC Red). (F) Shorts. (L) Musical comedies, dramas. (V) Ryan & Noblette, H'Ya Boys.

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- SAATMAN, FREDERIC.** Concert pianist, KSFO, San Francisco.
- SABATINI, DION.** Actress (dramatic, character, ingenue), WICC, Bridgeport. (R) Also WOR, New York. (F) Paramount; shorts.
- SABHAN, TESS.** Actress. (R) Just Plain Bill and Nancy (American Home Products Corp., NBC Red).
- SAFFORD, ED, JR.** Announcer, KICA, Clovis.
- SAFRON, EMMA N.** Soprano, WGY, Schenectady.
- SAGENDORPH, KENT.** Special events broadcaster, WIBM, Jackson.
- SAGERQUIST, ERIC.** Musical director, violinist. (R) The First Nighter, since 1930 (Campana Sales, NBC Red); Grand Hotel, since 1933 (Campana Sales, NBC Blue); Gold Medal Hour, since 1936 (General Mills, CBS).
- ST. CLAIR, GORDON.** Script writer. (R)

## PROFESSIONAL RECORDS—Continued

- A Tale of Today (Princess Pat, Ltd., NBC Red).
- ST. GEORGE, DORIAN.** Announcer. (R) Tommy Dorsey's Orchestra, 1938 (Raleigh and Kool Cigarettes, NBC Red); WLVA, Lynchburg, 1935-37; currently on staff of WRC-WMAL, Washington.
- ST. JOHN, WILLIAM N.** Singer, WBRY, Waterbury. (Formerly with Mendelssohn Male Chorus.)
- ST. LEGER, FRANK.** Conductor. (R) Fireside Recitals (American Radiator Co., NBC Red).
- ST. MICHAEL'S COLLEGE TRIO.** Vocal and instrumental trio, WQDM, St. Albans.
- SALAD, DOROTHY.** Actress, WGY, Schenectady. (V) Theatre appearances.
- SALAZAR, RALPH. M. C.** singer, lecturer, KHUB, Watsonville. (V) Mexican Interlude, intermittently for 25 years.
- SALE, VIRGINIA.** Actress (character, comedy). (R) The Shell Show, 1934 (Shell Oil, CBS); Fleischmann Hour, 1935 (Standard Brands for Fleischmann Yeast, NBC Red); Those We Love, 1938 (Lamont Corliss for Pond's Creams, NBC Blue). (F) Warner Bros., Fox, Hal Roach, M-G-M, Universal, Columbia, Major, Republic and RKO (f); shorts. (L) Productions by John Golden, Belasco and others. (V) Lewis & Gordon acts and single, 1924-26; Chautauqua.
- SALERNO, TONY.** Orchestra leader, WIBA, Madison. (V) Theatre appearances.
- SALT, RONALD E.** Musician, arranger, KGW-KEX, Portland.
- SALTER, HARRY.** Musical conductor. (R) Your Hit Parade, 1935-37 (American Tobacco for Lucky Strike Cigarettes, CBS); Your Unseen Friend, 1935-38 (Personal Finance Co., CBS); Hobby Lobby, 1937-38 (Hudson Motor Car Co., CBS). (V).
- SALTER, RUSSELL G.** Announcer, WROK Rockford.
- SALVO, LEONARD.** Organist, WGN, Chicago. (V) Circuit and theatre appearances.
- SAMPIETIO, JOSEPH.** Musical director, KOIN-KALE, Portland.
- SAMPSON, NIELD.** Newscaster and editor, WKRC, Cincinnati. (R) Also WHP, WKBO, Harrisburg.
- SAMUEL, NAOMI K.** Pianist, WSJS, Winston-Salem.
- SANANDRAS, AMELIA.** Soprano, WOV, New York. (R) Also WOR.
- SANDACK, WALLY.** Announcer, producer, KSL, Salt Lake City.
- SANDERS, BILL.** Singer. (R) Buddy Fisher's Orchestra, NBC, CBS; formerly with KFRU, Columbia.
- SANDERS, JOE.** Orchestra leader, KSFO, San Francisco. (V) Theatre appearances.
- SANDERSON, JULIA.** Singer, comedienne. (R) Blackstone Plantation (Blackstone Cigars, CBS); Tea Time (General Baking Co., CBS); Gulf Presents Crumit & Sanderson (Gulf Refining Co., CBS). (L) Operettas, musical comedies. (V). (Mrs. Frank Crumit in private life.)
- SANDERSON, MARIE LOUISE.** Actress, WCAU, Philadelphia. (R) Also WIP, WHAT and WFIL, Philadelphia; transcriptions. (L) Olmsted Players, 1932; Drury Lane Players, 1936; others.
- SANDOR, ARPAD.** Pianist, accompanist, lecturer, WQXR, New York. (Accompanist for Lily Pons, Helen Jepson, Jessica Dragonette, Richard Tauber, and others.)
- SANFORD, FLORENCE.** Director children's program, actress, WGY, Schenectady.
- SANFORD, HERBERT.** Script writer. (R) Tommy Dorsey's Orch. (Brown & Williamson Tobacco Co., NBC Blue).
- SANGER, MARGOT.** Actress (original sketches, monologues, plays, verse), WSPD, Toledo. (R) Also WTAM, Cleveland; WEAF, New York; guest appearances with Rudy Vallee, Jack Benny, Fred Astaire and others. (V).
- SANGSTER, MARGARET.** Script writer. (R) Arnold Grimm's Daughter, 1937-38 (General Mills, Inc., CBS).
- SANNELLA, ANDY.** Orchestra leader. (R) Martha and Hal (Humphrey's Homeopathic Medicine Co., Mutual); Manhattan Merry-Go-Round (Sterling Products, Inc., NBC Red); Original Community Sing (Gillette Safety Razor Co., CBS).
- SANTON, CHESTER.** Announcer, WBRY, Waterbury.
- SARENT, LEW.** Announcer. (R) Phil Baker, 1937 (Gulf Oil Corp., CBS). (V)

## PROFESSIONAL RECORDS—Continued

- Theatre appearances. Currently with WEEI, Boston.
- SARLI, AL.** Musical director, KWK, St. Louis. (V) Theodore Roberts, Haig & Howland, Buddy Sheppard & Orchestra, 1925-26; night club appearances.
- SAUNDERS, BOB.** Actor. (R) Good Afternoon Neighbors (Durkee Famous Foods, Inc., CBS).
- SAUNDERS, RAY.** Announcer. (R) The Goldbergs, 1937-38 (Procter & Gamble for Oxydol, NBC Red, 1937; CBS, 1938). (LS) Original Amateur Hour, 1935-38 (P & G for Oxydol, WHN); Coca-Cola Sports Review, 1937-38 (Coca-Cola, WHN, New York City). (F) Warner Bros. shorts, as commentator. (Currently staff announcer, WHN, New York).
- SAVAGE, ALAN.** Program director, CHML, Hamilton. (R) Also CKCL, Toronto; WGR, Buffalo; CKCR, Kitchener; CKTB, St. Catherines; CKLW, Windsor.
- SAVAGE, COURTENAY.** Writer, program supervisor. (R) Occasional programs for American School of the Air, CBS; script supervisor of numerous CBS commercials. (Director of Dramatics and Continuity, CBS, 1933-36; currently a member of radio department of Blackett-Sample-Hummert).
- SAVAGE, GUY.** Announcer (sports, news, special events), KABC, San Antonio. (R) Also KFDM, Beaumont; KPRC, KXYZ and KTRH, Houston; KOMA, Oklahoma City; KTAT, Fort Worth. (L) Little Theatre productions.
- SAVAGE, THOMAS H.** Actor, singer, WHJB, Greensburg. (L) Dramatic stock, 1925-27.
- SAVERINO, LOUIS.** Musician, WHEC, Rochester. (R) Also WHAM, Rochester; WJAC, Jamestown; KDKA, Pittsburgh. (V) Theatre appearances. (Instrumental supervisor, public schools).
- SAVOY SISTERS.** Vocal trio, WKRC, Cincinnati. (V) Personal appearances.
- SAWYER, VERNE E.** Announcer, continuity writer, sports commentator, KGVO, Missoula.
- SAXE, HENRY.** Actor. (R) Betty & Bob (General Mills, Inc., CBS); Kitty Keene, Inc., (Procter & Gamble, CBS); Little Orphan Annie (The Wander Co., NBC Red); Zenith Radio Foundation (Zenith Radio Corp., CBS).
- SAYRE, HARRY.** Pianist, WSAZ, Huntington.
- SCARBOROUGH, FRANCES.** Continuity writer, KTSA, San Antonio. (R) Also WOAI, San Antonio. (F) Educational shorts. (L) Stock. (Also author).
- SCHAFFER, LLOYD.** Conductor. (R) Time to Shine, 1937 (Griffin Manufacturing Co., NBC Blue).
- SCHAFFNER, CAROLINE H.** Comedienne, WMT, Cedar Rapids. (R) Also WGN, Chicago. (L) Stock and repertory companies (f). (V) Theatre appearances.
- SCHAFFNER, NEIL E.** Comedian, WMT, Cedar Rapids. (R) Also WGN, Chicago. (F) Shorts. (L) Stock and repertory companies. (V) 1915-22; Who's Who; Ferris & Schaffner; Rose & Schaffner.
- SCHALLER, ARTHUR.** Dramatic actor, WHJB, Greensburg.
- SCHANE, WALTER SCOTT.** Baritone. (R) It's Wheeling Steel, 1937-38 (Wheeling Steel Corp., Mutual). Church soloist for 18 years; numerous public appearances.
- SCHATZ, MILTON.** Musician, WIP, Philadelphia. (F) Shorts. (RCA Victor recordings.)
- SHEEL, NICK.** Announcer, producer, KGLO, Wichita Falls.
- SCHIEDKER, RICHARD L.** Writer, KMOX, St. Louis.
- SCHILL, ROSEMARY.** Home economist, WHBF, Rock Island.
- SCHILLING, FLORENCE.** Singer, actress (straight, character), announcer. (R) Pretty Kitty Kelly, 1938 (Continental Baking Co., CBS); The O'Neills, 1938 (Procter & Gamble for Ivory Soap, CBS, NBC Red); The Gospel Singer, 1938 (Procter & Gamble for Ivory Soap, NBC Blue); Emily Post, How to Get the Most Out of Life, 1938 (Florida Citrus Commission, CBS). (LS) WHN, New York. (L) Light Operas (The Fencing Master, 1936; Mademoiselle Modiste, 1937).
- SCHLEPPERMAN.** See Sam Hearn.
- SCHMIDT, JOSEPH.** Singer. (R) General Motors Concerts (General Motors Corp., NBC Blue).
- SCHMIDT, REINHOLD.** Bass. (R) Member of quartet, Contented Hour, 1932-38 (Carnation Milk, NBC Red).
- SCHREIBER, MARK.** Sports announcer.

## PROFESSIONAL RECORDS—Continued

- (R) Midget Auto Racing (NBC Blue, 1937); Pigskin Parade (NBC Blue, 1937); Various sports events broadcast locally over KVOD and KOA, Denver.
- SCHROEDER, CHARLES E.** Production manager, WSAZ, Huntington. (V) Appearances in hotels and night clubs as M. C. and orchestra leader.
- SCHROEDER, ISABELLE L.** Organist, pianist, WSAZ, Huntington. (R) Also WPAY, Portsmouth; WHKC, Columbus. (V) Theatre and night club appearances.
- SCHULTZ, WALTER F. ("Sleepy").** Musician, singer, WROK, Rockford. (V) Rock River Barn Dance Shows.
- SCHWARTZ, JEROME L.** Continuity writer, KMPC, Beverly Hills.
- SCHWARTZKOPF, COL. NORMAN.** Narrator. (R) Gang Busters (Colgate-Palmolive-Peet Co., CBS). (Formerly head of New Jersey state police.)
- SCHWARZ, ROY M.** Commercial writer. (R) Hawthorne House (Wesson Oil & Snowdrift Sales Co., Inc., NBC Red).
- SCOBEE, MERLE.** Singer, musician (The Northwesterners), Iowa Broadcasting Co. (V) Personal appearances, 4 years.
- SCOBEE, RAY.** Singer, musician (The Northwesterners), Iowa Broadcasting Co. (V) Iowa Barn Dance Frolic, 1935-36; personal appearances; member of The Banjo Kings troupe.
- SCOGGINS, JERRY P.** Musician, singer, WFAA, Dallas. (V) Personal appearances.
- SCOTT, ALAN.** News commentator, WCAU, Philadelphia.
- SCOTT, HAZEL.** Pianist, singer, WNEW, New York. (R) Also WMCA, New York. (F) Shorts.
- SCOTT, HERMAN.** Musician, WIP, Philadelphia.
- SCOTT, J. KINGHAM.** Musician, WPTF, Raleigh. (V) Theatre organist, 10 years.
- SCOTT, RALPH.** Producer, writer, actor, KNX, Los Angeles. (R) Also transcriptions. (L) Musical comedy, dramatic stock. (V) Theatre, night club and hotel appearances.
- SCUDDER, RAYMOND.** Script writer. (R) Engineering Thrills, 1934 (A. C. Gilbert Co., NBC Blue); Thrills of Tomorrow, 1935 (A. C. Gilbert Co., NBC Red); also numerous other scripts including East of Cairo, Saki Get Rich, The First Wife, Dancer of Barcelona, Your Garden, Famous Homes of Famous Americans, American Portraits (dramatized biographies).
- SEABROOK, GILBERT.** Announcer, CFRN, Edmonton.
- SEAGRAVE, ORVILLE B.** Announcer, WSAR, Fall River.
- SEAMAN, LADDIE.** Actor. (R) Pepper Young's Family (Procter & Gamble, NBC Red and Blue); others.
- SEARLES, NEIL.** Assistant sports announcer, commercial announcer, WISN, Milwaukee.
- SECURE, EDWARD.** Singer, KOIN-KALE, Portland. (F) Warner Bros. (L) Mikado, 1930-31; Paris in Spring, 1931; Robin Hood, 1935. (V) Deep Sea Idea, 1930-31.
- SEDELL, AMY.** Dramatic ingenue. (R) Kate Smith's Bandwagon, 1937 (General Foods, CBS); Easy Aces, 1937 (American Home Products for Anacin, NBC Blue); Your Unseen Friend, 1937 (Personal Finance Corp., CBS); Pretty Kitty Kelly, 1937 (Continental Baking for Wonder Bread, CBS); Mr. Keen, Tracer of Lost Persons, 1937 (American Home Products for Bi-So-Dol, NBC Blue); Hecker's Information Service, 1937-38 (Hecker Products, Mutual); Emily Post, 1937-38 (Florida Citrus Commission, CBS); Death Valley Days, 1938 (Pacific Coast Borax Co., NBC Blue). (LS) WMCA-WEAF, 1937.
- SEEL, CHARLES.** Dramatic actor. (R) The Life of Mary Sothorn, 1934-38 (Lehn & Fink for Hind's Honey & Almond Cream, CBS); Just Plain Bill, 1933-34 (Kolyos Dental Cream, CBS); Crown & Headlight Overall Frolic, 1935-37 (Crown & Headlight Overalls, Mutual); also shows for Mennen Shaving Cream, Macfadden Publications, Kenrad Radio Tube Co., Ovaltine and Princess Pat, Ltd. (F) Famous Players, Fox, Warner Bros., Paramount; shorts. (L) Productions by Wagnals & Kempner, Cohan & Harris, Earl Carroll, A. H. Woods and the Selwyns. (V) Dramatic sketches with Howard Kyle, Dagmar Godowsky.
- SEIBOLD, FRANK W.** Musician, WHAM, Rochester. Formerly member of Rochester Philharmonic, Sousa's Band, Philadelphia Municipal Band.
- SELMAN, HAROLD.** Dramatic director, WSM. (L) Repertory and stock companies, etc.; 30 years. (V) Reed & Selman, 10 years.
- SELTENRICH, JACK.** Musician, KYA, San Francisco. (L). (V).
- SENSABAUGH, LUDI MAI.** Singer, dramatist, WFAA, Dallas.
- SERA, JOSEF.** Musician (violin, viola),

## PROFESSIONAL RECORDS—Continued

- CJRC, Winnipeg. (R) Also CKY, Winnipeg; Canadian Broadcasting Corp.
- SEROTA, SAMUEL.** Actor, announcer, producer, script writer, WHAT, Philadelphia. (R) Also WIP, WCAU, WFIL, Philadelphia.
- SERUMGARD, GENE.** Musician. (R) Horace Heidt's Brigadiers, 1935-37 (Stewart-Warner Corp., CBS); Toast to the Town, 1938 (Roma Wine Co., CBS). (Currently staff musician, KSFO, San Francisco, and heard on several local shows). (V) West Coast theatres, 7 years; hotel and night club appearances.
- SERVATIUS, RAYMOND L.** Continuity writer, actor, WSYR, Syracuse. (R) Also WIBX, Utica.
- SEYMOUR, ANNE.** Actress. (R) Lead in The Story of Mary Marlin, 1937-38 (Procter & Gamble for Ivory Soap, NBC Red and Blue). (L) Productions by William Brady, 1930; the Shuberts, 1931-32; Leo Bulgakov, 1932.
- SEYMOUR, DAN.** Announcer, commentator, M. C. (R) Bobby Benson & Sunny Jim, 1936 (Hecker H-O Products, CBS); Major Bowes Original Amateur Hour, 1936-37 (Chrysler Corp., CBS); News, 1937 (Baume Bengue, CBS); The Monday Night Radio Show (The Brewers' Assn., CBS); Benny Goodman's Swing School, 1937-38 (R. J. Reynolds Tobacco for Lucky Strike Cigarettes, CBS); Aunt Jenny's Real Life Stories, 1937-38 (Lever Bros. for Spry, CBS). (F) Columbia (narrator, commentator), 1937; shorts.
- SEYMOUR, KATHARINE.** Writer. (R) Numerous NBC shows, including scripts for Cavalcade of America, 1936-38 (E. I. du Pont de Nemours & Co., Inc., CBS); sustaining shows, including The Family Goes Abroad (NBC, 1929-30). (LS) WMCA, WOR, New York. (Assistant script editor, NBC, 1925-35; currently under contract to CBS. Author, in collaboration with J. T. W. Martin, of How to Write for Radio.)
- SHAFFER, ISABEL.** Organist, WIOD, Miami.
- SHAFFER, LLOYD.** Orchestra leader. (R) Time to Shine, 1937 (Griffin Mfg. Co. for A.B.C. Shoe Polish, NBC Blue). (Musical director, WLW-WSAI, Cincinnati, WINS, New York City).
- SHAFFMASTER, FREDERIC H.** Announcer, singer, WJIM, East Lansing. (L) Repertory Players, 1935, '37.
- SHANNA, MARGARETTE.** Actress. (R) Dan Harding's Wife, 1936 (National Biscuit Co., NBC Red); A Tale of Today, 1937 (Princess Pat, Ltd., NBC Red); Arnold Grimm's Daughter, 1937-38 (General Mills, CBS); others. (L) Dead End (Chicago Co.), 1936.
- SHANNON, BILL.** Announcer, WATL, Atlanta. (F) Shorts. (V) Night Club M.C.
- SHAPARD, WILLIAM.** Announcer, WHN, New York. (R) Also Mutual. (L) Repertory and stock companies (f).
- SHARBUTT, DEL.** M.C., singer, announcer. (R) Lavender and Old Lace, 1934-36 (Bayer Aspirin, CBS and NBC Blue); Guy Lombardo and His Orchestra, 1934-38 (Bond Bread, CBS); Jack Pearl, 1935 (Frigidaire, CBS); Ray Noble's Orchestra, 1936 (Coca Cola, CBS); Bob Hope program, 1936 (Atlantic Refining, CBS); The Songshop, 1937-38 (Coca Cola, CBS); Hobby Lobby, 1937-38 (Hudson Motor Car Co., CBS). (F) Shorts.
- SHARPEL, JOHNNY.** Singer, WIL, St. Louis.
- SHAW & LEE.** Comedians. (R) Jack Oakie's College, 1937 (R. J. Reynolds Tobacco Co., CBS); Double Everything, 1937-38 (Wm. Wrigley, Jr., Co., CBS). (GA) Rudy Vallee Hour, Shell Chateau, Eddie Cantor Program, Ford Program. (F) Warner Bros., 20th Century-Fox (f); shorts. (L) Five O'Clock Girl, 1927-28; Shubert's Pleasure Bound; Artists & Models, 1930-32 (s). (V) Shaw & Lee, 1921-27; theatre appearances.
- SHAW, CLIFFORD.** Pianist, composer, arranger, WAVE, Louisville. (R) Also WNOX and WROL, Knoxville; WLAP, Louisville; guest, WBOW, Terre Haute; WDOD, Chattanooga; WGBF, Evansville. (V) Accompanist, 1929-33.
- SHAW, GLENN C.** Announcer, producer, KSL, Salt Lake City.
- SHAW, HOLLACE.** Singer. (R) California Hour (California Chain Stores, CBS); Thrills (Union Oil Co., NBC Red).
- SHAW, JEAN.** Singer, WCAU, Philadelphia.
- SHAW, MONETTE.** Singer, WOAI, San Antonio. (L) Recitals. (Also Columbia recordings.)
- SHAW, OSCAR.** M.C., singer, actor. (R) Broadway Varieties, 1935-37 (American Home Products for Bi-So-Dol, CBS). Numerous guest appearances. (F) MGM, 20th Century-Fox, Paramount (s). (L)

## PROFESSIONAL RECORDS—Continued

- Oh Kay; Five O'Clock Girl; Flying High; Good Morning, Dearie; Everybody's Welcome; Petticoat Fever; Of Thee I Sing; various Ziegfeld and other shows (s). (V) Tours in England.
- SHAWN, FRED.** Commercial program director, WRC-WMAL, Washington. (F) Shorts. (L) America's Sweetheart, 1930; Ballyhoo, 1930; East Wind, 1931; Ziegfeld Follies, 1931 (f). (V) 1927.
- SHEBEL, AL.** Script writer. (R) Court of Missing Heirs (Skelly Oil Co., CBS).
- SHEDLOVE, EDITH ("Polly").** Announcer, actress, writer, WHN, New York. (R) Also KSTP, St. Paul.
- SHEEHAN, RUTH.** Dramatic actress, commentator, WIP, Philadelphia. (F) Also WFIL, Philadelphia. (L).
- SHEEHAN, WILLIAM A.** Political commentator, news reporter, WTIC, Hartford.
- SHEETS, CECIL C.** Announcer, WHJB, Greensburg.
- SHELLEY, RAYMOND.** Pianist, organist, KANS, Wichita.
- SHELTON, GEORGE.** Comedian. (R) Sealtest Sunday Night Party, 1936-37 (Sealtest, Inc., NBC Red). (GA) 64 appearances on Rudy Vallee Program, 1935-36. (F) Shorts (Paramount, Educational). (V) Shelton, Tyler and Sharples, George Shelton & Co., Tom Howard and George Shelton; personal appearances. (Works as team with Tom Howard.)
- SHELTON, JIM.** Announcer, writer, singer, news commentator, WSAU, Wausau.
- SHENKIN, ERNEST.** Script writer. (R) The Shadow (Delaware, Lackawanna & Western Coal Co., Mutual).
- SHEPARD, ETHEL.** Singer, WHN, New York. (R) Also WJZ and WOR, New York. (F) Shorts. (V) Ethel Shepard Co., Ed Sullivan Unit.
- SHEPHERD, ARTHUR W.** Interviewer, WMT, Cedar Rapids.
- SHEPPARD, ALLAN.** Announcer. (R) Toast to the Town, 1938 (Roma Wine Co., CBS); My Secret Ambition, 1938 (Durkee Famous Foods, CBS); Women's Page of the Air, 1938 (Tea Garden Products, CBS). (Currently on staff of KSFO, San Francisco.)
- SHERIDAN, H. H.** Musician, WMT, Cedar Rapids. (R) Also Iowa Network.
- SHERMAN, FLOYD.** Singer. (R) Heinz Magazine of the Air, 1937 (H. J. Heinz Co., CBS); Johnny Presents, 1937-38 (Philip Morris & Co., CBS); The Songshop, 1937-38 (Coca-Cola, CBS); New York on Parade, 1937-38 (Consolidated Edison Co., WEAf, New York City).
- SHERMAN, WILLIAM N.** Announcer, writer, director, WGRC, New Albany.
- SHERMAN, WINTHROP.** Announcer, newscaster, program director, KNOW, Austin.
- SHERWOOD, BOB.** Announcer. (R) Jimmy Fidler (Procter & Gamble, NBC Red); Welch Presents Irene Rich (Welch Grape Juice Co., NBC Blue); Your Hollywood Parade (American Tobacco Co., NBC Red).
- SHIELD, ROY.** Orchestra leader. (R) Interesting Neighbors (F. W. Fitch Co., NBC Red). Musical director, NBC, Chicago.
- SHIER, STANLEY.** Actor (comedy, dramatic, dialect), M. C. (R) Horn & Hardart Children's Hour, 1935-37 (Horn & Hardart Baking Co., WABC, New York City); American Pageant of Youth, 1937 (Tastyeast, NBC Blue); Dog Heroes, 1937-38 (Modern Food Process Co. for Thrivo Dog Food, NBC Blue).
- SHILIANO, JOHN.** Actor, sound effects man, KDKA, Pittsburgh.
- SHINKOSKEY, EARL H.** Musical director, KHQ-KGA, Spokane.
- SHIPLEY, JAMES.** Special radio reporter and editor, WAPI, Birmingham.
- SHIPP, ANN.** Musician, WBAP, Fort Worth. (R) Also Texas Quality Network.
- SHIRLEY, TOM.** Announcer, narrator, actor. (R) Jack Armstrong, 1937-38 (General Mills for Wheaties, NBC Red); Court of Missing Heirs, 1937-38 (Skelly Oil Co., CBS); Those Happy Gilmans, 1937-38 (General Mills, WTMJ, Milwaukee). (F) Associated with Cecil B. deMille, 1920-29 as assistant director and actor (f); shorts. (L) With Thomas Wilkes; Frederick and Fanny Hutton, 1924-26. (V) Squaring the Circle, one year; Willard Mack's sketch, Your Friend and Mine, one year; theatre appearances.
- SHIRLEY, VIVIAN.** Writer, commentator. (R) Leopold Stokowski, 1931-32 (Philco Radio Corp., CBS). (LS) WHAT, WIP, Philadelphia; WNEW, New York. (GA)

## PROFESSIONAL RECORDS—Continued

- Heinz Magazine of the Air (H. J. Heinz Co., CBS). (Former staff columnist for World-Telegram; also has written for Philadelphia Evening Ledger, N. Y. American.)
- SHOFFNER, CHARLES P.** Speaker, lecturer, WCAU, Philadelphia. (Lecturer on bird life.)
- SHOOK, FAYE.** Singer, actress, WGRC, New Albany.
- SHOOK, JACK.** Guitarist, vocal director, WSM, Nashville. (V) The Boy Friends, 1926-29.
- SHOPEN, FRANK E.** Announcer, WAAW, Omaha. Co-manager of station.
- SHREDNICK, MILTON.** Pianist, orchestra director, arranger, KOA, Denver.
- SHUMATE, GENE.** Sports announcer, writer, KSO-KRNT, Des Moines. (R) Also Iowa Broadcasting Co.
- SHUMATE, JAMES D.** Singer, KMOX, St. Louis. (V) Theatre appearances.
- SHUMATE, PAUL.** Singer with quartet, KMOX, St. Louis. (V) Theatre appearances.
- SHUMATE, RAYMOND.** Singer, KMOX, St. Louis. (V) Theatre appearances.
- SHUTAN, HARRY ALBERT.** Actor. FTRD. (R) Jell-O Program Starring Jack Benny, 8 weeks (General Foods Corp., NBC Red). (F) RKO (f); shorts. (V) The Right Man; appearances with William Desmond.
- SILBER, ROSLYN.** Actress (dramatic, comedy). (R) Role of Rosie in The Goldbergs, 1930-34 (Pepsodent Co., NBC Red); The House of Glass, 1935 (Colgate-Palmolive-Peet, NBC Blue); The Goldbergs, 1937-38 (Procter & Gamble for Oxydol, CBS; WHN, New York City added, 1938); others. (V) Theatre appearances with The Goldbergs.
- SILBY, PHIL.** Food consultant and commentator, WCFL, Chicago.
- SILER, WENDELL H.** Newscaster, announcer, program director, WSWA, Harrisonburg. (V) Theatre appearances.
- SILLS, TED.** Director. (R) Talkie Picture Time, 1933 (Luxor, Ltd., NBC Red); First Nighter, 1933 (Campana, NBC Red); Just Plain Bill & Nancy, 1934 (American Home Products Corp., NBC Red); Kitchen Cavalcade, 1936-38 (C. F. Mueller Co., NBC Blue); and the following transcriptions: Touring America with Carveth Wells, 1936 (Continental Oil Co.); Uncle Natchel, 1936-38 (Chilean Nitrate); The Idol of Millions, 1937 (Nehi, Inc.). (LS) KMOX-WBBM, St. Louis. (F) 1926-32 (actor, director, assistant director) Beaumont, Pathe, Universal, Essanay, First National. (L) 1932-34, director for Chicago Light Opera Co., Gilbert & Sullivan Theatre Association of America, and others. (Associated with Grombach Productions, Inc.)
- SILVERS, LOUIS.** Musical director. (R) Al Jolson, 1934 (General Motors, NBC Red); Lux Radio Theatre, 1936-38 (Lever Bros. for Lux, CBS). (F) Currently general musical director, 20th Century-Fox. (L) Musical director for Al Jolson, 10 years (score for Jazz Singer); George M. Cohan, 2 years; producer of Hasty Pudding shows at Harvard, 10 years. (V) Musical director for Gus Edwards, 10 years.
- SIMON, FRANK.** Bandmaster. (R) Armco Band, 1933-38 (American Rolling Mill Co., NBC Blue). (Appearances at national and state band concerts and with various musical organizations, as bandmaster and judge.)
- SIMONDS, HAL.** Sports and news commentator, WFIL, Philadelphia. (V).
- SIMONS, SEYMOUR.** Conductor. (R) Romantic Rhythms (Chevrolet Motor Co., CBS).
- SIMPSON, CHUCK.** Announcer, WDOD, Chattanooga. (V) Theatre appearances.
- SIMS, ED.** Musician, actor, sports & news announcer, producer, WMFJ, Daytona Beach. (R) Also WSOC, Charlotte. (V) Theatre appearances.
- SIMS, JAY.** Announcer. (R) Arnold Grimm's Daughter, 1937-38 (General Mills' Gold Medal Hour, CBS); Sinclair Headliner, 1937-38 (Sinclair Refining Co., WBBM, Chicago).
- SIMS, JOEY.** Orchestra leader, WJAS, Pittsburgh.
- SIMS, W. B. ("Pappy").** Hill-billy band leader, WQAM, Miami. (V) Happy Sims, 1910-14.
- SINGIN' SAM. (Harry Frankel).** Ballad singer. (R) Singin' Sam, 1936-37 (Wasey Products, Inc. for Barbasol, NBC Blue). (GA) Appearances on The Songshop (Coca-Cola Co., CBS). Now on WHN, New York (for Coca-Cola of N. Y.).



## PROFESSIONAL RECORDS—Continued

- SINGLE, EDWIN A.** Travel lecturer, raconteur, WHN, New York.
- SIPES, LEON.** Announcer, producer, KELD, El Dorado.
- SIPLING, ESTHER.** Script writer, KSO-KRNT, Des Moines.
- SIRVENKA, GEORGE E.** Musician, WMT, Cedar Rapids. (L) Madame X. (V) The Phenomenal Violinist, 2 years.
- SISSON, ALLEN L. ("AI").** News editor, Esso reporter, WHAM, Rochester. (F) Shorts.
- SISSON, KENN.** Network conductor, musical arranger. (R) Maxwell House Coffee Revue, 1930 (General Foods Corp., NBC Blue); Armour Hour, 1934 (Armour & Co., NBC Blue); Log Cabin Revue, 1935 (General Foods Corp., NBC Red); Let's Dance, 1936 (National Biscuit Co., NBC Red); Rhythm at Eight, 1936 (Lehn & Fink for Lysol, CBS); Maxwell House Showboat (General Foods Corp., NBC Red); Your Hit Parade, 1936-37 (American Tobacco Co., NBC Red); Canada, 1938 (Imperial Tobacco Co. of Canada, Ltd., Canadian Broadcasting Corp.). (F) Shorts (Wm. Fox Studios, 1928; Warner Bros., 1930). (V) Clover Leaf Inn, 1920; Pearl Regay & Rialto Five; Ben Bernie and Orchestra.
- SISTERS OF THE SKILLET.** See Ed East and Ralph Dumke.
- SIVERSON, CHARLES.** Program and musical director, WHAM, Rochester.
- SIX TOWN BAND.** Orchestra and singer, WJDX, Jackson.
- SIZEMORE, GORDON.** Guitarist, singer, WHAS, Louisville.
- SIZEMORE, LITTLE BETTY.** Singer, guitarist, WHAS, Louisville.
- SKELTON, KENNETH W.** Program director, announcer, WDAE, Tampa. (R) Also WDBO, Orlando.
- SKELTON, ROGER.** Announcer, WAIM, Anderson. (F) Shorts.
- SKOLSKY, SID.** Commentator. (R) Sid Skolsky-Hollywood News, 1937-38 (Emerson Drug Co., NBC Blue). (Newspaper columnist.)
- SKYLAND SCOTTY (Scott Wiseman).** Singer (hillbilly). (R) National Barn Dance, 1934-38 (Miles Laboratories for Alka-Seltzer, NBC Blue). (Associated with WLS, Chicago, Since 1933). (V).
- SLAGLE, JOHN.** Announcer, WXYZ, Detroit. (R) Also Michigan Radio Network. (V) Theatre appearances.
- SLATER, BILL.** Sports commentator, M. C. (R) Gold Medal Fast Freight, 1931-32 (General Mills for Gold Medal Flour, CBS); Bicycle Party, 1937 (Cycle Trades of America, NBC Red); Yale Football Games, 1937 (Socony-Vacuum, Yankee). (Sustaining sports broadcasts, WCCO, Minneapolis-St. Paul, CBS and NBC, 7 years). (F) Sports shorts, Paramount Newsreel.
- SLATER, HELEN.** Script writer. (R) Metropolitan Opera Auditions of the Air (Sherwin-Williams Paint Co., NBC Blue).
- SLATER, TOM.** Announcer, producer. (R) Lou Little, 1937 (American Chicle Co., Mutual); Professional Football Games, 1937 (Tydol Gasoline, WOR, New York City); True or False, 1938 (J. B. Williams Co. for Williams Shaving Cream, Mutual); Headlines, 1938 (P. Lorillard Co., Mutual); True Story Court, 1938 (Vadco Products, Mutual); Melody Puzzles, 1938 (American Tobacco for Lucky Strike Cigarettes, Mutual). (Staff announcer and producer, Mutual).
- SLATTERY, BART.** Announcer, WIL, St. Louis. (R) Also KMOX, St. Louis. (F) Hearst International Newsreel. (L) Musical and legit stock, 1929-32 (f). (V) Theatre appearances.
- SLICER, HERNDON.** Singer, pianist, entertainer, WDBJ, Roanoke. (V) Circuit, 1920-21; theatre appearances.
- SLOANE, EVERETT.** Actor. (R) The Goldbergs (Procter & Gamble, CBS); The Shadow (Delaware, Lackawanna & Western Coal Co., Mutual).
- SLONE, SIDNEY.** Actor. (R) Famous Jury Trials (Mennen Co., Mutual).
- SLUSSER, HAZEL M.** Singer, WSUN, St. Petersburg. (V) Theatre appearances.
- SMALL, MARVIN.** Script writer. (R) Let's Play Games (E. Fougere & Co., Mutual).
- SMALLENS, ALEXANDER.** Conductor. (R) Sealtest Rising Musical Stars (Sealtest, Inc., NBC Red); Ford Sunday Evening Hour (Ford Motor Co., CBS).
- SMART, JACK.** Actor. (R) Mr. and Mrs., 1929-31 (Graybar Electric Co., Inc., CBS); March of Time, 1931-36 (successively sponsored by Time, Inc., and Remington Rand, CBS); Town Hall Tonight,

## PROFESSIONAL RECORDS—Continued

- 1934-38 (Bristol-Myers Co., NBC Red); Log Cabin Jamboree, 1937-38 (General Foods, Inc., NBC Red); others. (F) Universal (f). (L) Stock; New Faces, 1936.
- SMITH, BEASLEY.** Musical director, arranger, pianist, WSM, Nashville. (R) Also WGN and WBBM, Chicago. (V) Syncopation Show, 1928.
- SMITH, BERT.** Chief announcer, news editor, KSOO-KELO, Sioux Falls.
- SMITH, CARLETON D.** Announcer, commentator, WRC-WMAL, Washington. (Presidential announcer for NBC).
- SMITH, EMERSON S.** Production manager, KOH, Reno. (R) Also KOIL, Omaha; KFAB and KFOR, Lincoln; WOMT, Manitowoc; WKBB, Dubuque; also originated shows carried by NBC Blue, CBS and Mutual.
- SMITH, ERLE.** Newscaster, KMBC, Kansas City.
- SMITH, ERNIE.** Sports commentator. (R) MJB Demi-Tasse Revue, 1933-34 (MJB Coffee Co., NBC Blue); Associated Oil Football Broadcasts (all networks). Currently on staff of KYA, San Francisco.
- SMITH, ERNIE.** Announcer, program director, WBIG, Greensboro. (V) Personal appearances.
- SMITH, HAL.** M.C., singer, script writer, producer, WEBR, Buffalo. (L) Chonita, 1933; Miss Cherry Blossom, 1934; Count and the Co-ed, 1935 (s). (V) Smith Brothers; Hal Smith, Impersonator, 1930-38.
- SMITH, HOWARD.** Actor. (R) Dick Tracy (Quaker Oats Co., NBC Red).
- SMITH, J. WOODRUFF ("Woody").** Announcer, KMBC, Kansas City.
- SMITH, JIMMY.** Band leader, WMT, Cedar Rapids. (V) Theatre appearances.
- SMITH, KATE.** Singer, mistress of ceremonies. (R) Kate Smith & Her Swanee Music, 1931-33 (Congress Cigar Co. for La Palina Cigars, CBS); Kate Smith's New Star Revue, 1934 (Hudson Motor Co., CBS); Coffee Time with Kate Smith, 1935-36 (A.&P. Tea Co., CBS); Kate Smith's A.&P. Bandwagon, 1936-37 (A.&P. Tea Co., CBS); Kate Smith's Bandwagon, 1937-38 (General Foods Corp., CBS); also sustaining commentator, CBS. (F) Paramount. (L) Flying High, Honeymoon Lane; others. (V) Swanee Musical Tour. Victor and other recordings.
- SMITH, L. CHESTER.** Musical director, KFRC, San Francisco. (R) Also Mutual-Don Lee Network.
- SMITH, LLOYD W.** Trumpeter, WHIO, Dayton. (L) George White's Scandals, 1923. (V) Appearances with stage bands, pit musician.
- SMITH, LOIS T.** Musician, KSAL, Salina.
- SMITH, LOLA.** Singer, musician, WSPD, Toledo. (V) Theatre appearances.
- SMITH, MARK.** Arranger for German Band, WMT, Cedar Rapids.
- SMITH, MAX E.** Musician, KSAL, Salina.
- SMITH, NORBOURNE E.** Announcer, writer, sports and newscaster, KLZ, Denver. (V) Theatre appearances.
- SMITH, OLAN AND KENNETH.** Singers, KONO, San Antonio. Victor recordings.
- SMITH, OLIVER.** Singer. (R) A & P Gypsies, 1928-29 (Atlantic & Pacific Tea Co., NBC Red); Jack Frost Melody Moments, 1929-32 (National Sugar Refining Co., NBC Red); Songs My Mother Used to Sing, 1933-34 (American Home Products Corp. for Hill's Cascara, CBS); Melodiana, 1934-36 (Sterling Products, CBS); Manhattan Merry-Go-Round, 1934-38 (Sterling Products, NBC Red). (GA) Evening in Paris, American Album of Familiar Music, others. (L) Pied Piper of Hamelin (American Opera Co.), 1925 (s).
- SMITH, RAY.** Band leader, musician, singer, WSPD, Toledo. (V).
- SMITH, ROBERT H.** Producer. (R) Dog Heroes, 1937-38 (Thrivo Dog Food, NBC Blue). (Member of Clements Advertising Agency.)
- SMITH, RODNEY P.** Musician, KELD, El Dorado. (L) 1919.
- SMITH, THOMAS B.** Announcer, M.C., program director, WPEN, Philadelphia.
- SMITH, VERNE.** Actor (juvenile, comedy). (R) Arnold Grimm's Daughter (General Mills, Inc., CBS); Bachelor's Children (Cudahy Packing Co. for Old Dutch Cleanser, CBS).
- SMITHLINE, LILLIAN.** Pianist, organist, KTUL, Tulsa.
- SMOKY MOUNTAIN GANG.** Entertainers, WMMN, Fairmount. (L) Musical shows, 20 years (s.f). (V) Intermittently for past 30 years.
- SMOLIAN, BERTHA.** Dramatic reader, WAPI, Birmingham.

## PROFESSIONAL RECORDS—Continued

- SMOLYK, OLGA.** Soprano, CFRN, Edmonton. (V) 1936-37.
- SMOOTHIES, THE** (Babs Perran, Charlie Ryan, Little Ryan). Singers. (R) Vocal Varieties (Lewis-Howe Co., NBC Red).
- SMYTHE, J. ANTHONY.** Actor. (R) Father Barbour in One Man's Family, since 1932 (successively sponsored by Wesson Oil & Snowdrift, Penn Tobacco, Royal Gelatin; Standard Brands for Tender Leaf Tea, 1935-38, NBC Red). (L) Leading man on dramatic stage over 20 years.
- SNEEBERGER, JOHN.** Writer, sports announcer, actor, WTMV, East St. Louis.
- SNOW, EDWARD.** Continuity writer, WKZO, Kalamazoo.
- SNOW, JACK.** Black-face comedian, WQDM, St. Albans.
- SNYDER, DONALD C.** Dramatic actor, WHJB, Greensburg.
- SNYDER, GUY V.** Pianist, organist, KFH, Wichita.
- SNYDER, HOWARD.** Script writer. (R) Jack Oakie's College (R. J. Reynolds Tobacco Co., CBS); others. (Usually writes as team with Hugh Wedlock, Jr.)
- SNYDER, RALPH B.** Announcer, WKZO, Kalamazoo.
- SOHN, PEARL.** Continuity writer, KABC, San Antonio.
- SOKOLSKY-FRIED, SARA.** Concert pianist, organist, WQXR, New York. (R) Also NBC and CBS programs.
- SOMERVILLE, KERWIN.** See Voices Three.
- SONDERSKOV, ROBERT.** Cellist, KOIN-KALE, Portland.
- SONGSHOP QUARTET** (Scrappy Lambert, Robert Moody, Leonard Stokes, Randolph Weyant). (R) The Songshop (Coca-Cola Co., CBS).
- SORG, THEODORA.** Dramatic actress. (R) Toast to the Town, 1938 (Roma Wine Co., CBS). (Currently associated with KSFO, San Francisco.)
- SOSNIK, HARRY.** Orchestra leader, composer, pianist. (R) Al Pearce and His Gang, 1936 (Pepsodent Co., NBC Red); Harry Sosnick Orchestra, 1936-37 (Real Silk Hosiery Mills, NBC Blue); Your Hit Parade, 1937 (American Tobacco Co., NBC Red); Woodbury's Hollywood Playhouse, 1937-38 (Jergens-Woodbury Sales Corp., NBC Blue). (V) Theatre and hotel engagements. Decca Recordings.
- SOULE, OLAN E.** Actor (juvenile leads, light comedy). (R) We are Four, 1936-37 (Libby, McNeill & Libby, Mutual); A Tale of Today, 1936-37 (Princess Pat, Ltd., NBC Red); Bachelor's Children, 1936-38 (Cudahy Packing Co. for Old Dutch Cleanser, CBS, Mutual); Science in the News, 1936-38 (University Broadcasting Council, NBC Red); Jenny Peabody, 1937 (F & F Laboratories, CBS); Zenith Foundation, 1937-38 (Zenith Radio, CBS). (L) Dramatic stock: Morgan Wallace, Ralph Bellamy, E. G. Gifford (f).
- SOUTHARD, HERB.** Chief announcer, WBAP, Fort Worth. (R) Also Woodbury's Paul Whiteman program, NBC, 1936; Texas Quality Network.
- SOUTHER, JOHNNY.** Singer, WMBC, Detroit. (L) Stock; Gypsy Moon (f). (V) Theatre appearances.
- SOUTHERN, JEAN.** Actress. (R) Pepper Young's Family (Procter & Gamble, NBC Red and Blue); Bobby Benson (Hecker H-O Co., CBS); News of Youth (Ward Baking Co., CBS).
- SOUTHWICK, ALBERT.** Program director, KSL, Salt Lake City.
- SOUTHWORTH, JOHN V. D.** Writer. (R) Cavalcade of America, 1937-38 (E. I. du Pont de Nemours, CBS). (LS) Sustaining shows on WFBL, WSYR, Syracuse, including Syracuse Chamber of Commerce Programs, 1933; Federal Housing Program, 1934; Meet the Composers, 1934-35; others.
- SOUVAINE, HENRY.** Producer, writer, composer. (R) Voice of America, 1933-34 (Underwood-Elliott Fisher, CBS); Cadillac Concerts, 1933-34 (Cadillac Motor Car Co., NBC Blue); General Motors Concerts, 1934-37 (General Motors Corp., NBC Red and Blue); Pontiac Sunday Night Party, 1934-35 (Pontiac Motor Car Co., NBC Red); La Salle Fashion Show, 1936-37 (Cadillac Motor Co., NBC Red); Washington Merry-Go-Round, 1936 (Gruen Watch Co., Mutual); Pontiac Varsity Show, 1937 (Pontiac Motor Car Co., NBC Red and Blue); Ben Bernie and All the Lads, 1938 (U. S. Tire Dealers Mutual Corp., CBS); Your Family & Mine, 1938 (Sealtest, Inc., NBC Red). (President of Henry Souvaine, Inc., program producers.)
- SPANGLER, JACK.** Singer, WIP, Philadelphia.

## PROFESSIONAL RECORDS—Continued

- SPARKS, JEFF.** Announcer, commentator, actor, M. C., writer. (R) Gus Edwards' Show, 1936 (Warner Bros., Mutual); Bide Dudley, 1937 (Glame Nail Polish, Mutual); health commentator for a series of transcriptions, 1937-38; Victor H. Lindlahr, 1937-38 (Journal of Living, Mutual). (LS) Winx Varieties, 1937 (Winx Mascara, WOR, New York). (V) Theatre appearances.
- SPARLING, EARL.** Script writer. (R) Kitchen Cavalcade (C. F. Mueller Co., NBC Blue).
- SPARLING, GEORGE.** Script writer. (R) Hello, Peggy (The Drackett Co., NBC Red).
- SPARNON, ARABELLA.** Harpist, WHEC, Rochester. (R) Also WSYR, Syracuse.
- SPARNON, KEN.** Musical director, M. C., WHEC, Rochester. (R) Also Schrafft program, NBC, 1936; WSYR and WFBL, Syracuse. (F) Shorts. (V) Theatre musical director.
- SPEAKS, MARGARET.** Soprano. (R) Voice of Firestone since 1934 (Firestone Tire and Rubber Co., NBC Red). Has also made numerous concert appearances. (L). (V) 1927.
- SPEER, CHARLES C.** Writer. (R) How to Win Friends (Colgate-Palmolive-Peet Co., NBC Red); Believe It or Not (General Foods Corp., NBC Red); many sustaining CBS shows, including Columbia Dramatic Laboratory, Columbia Workshop. At present associated with Douglas Storer; previously with CBS continuity department, 9 years.
- SPEER, MARJORIE.** Pianist, KOMA, Oklahoma City. (V).
- SPEIR, FAYE.** Singer, KFEQ, St. Joseph. (R) Also KFAB, Omaha; KMA, Shenandoah; WHO, Des Moines; WGY, Schenectady; KMMJ, Clay Center. (V) Faye & Cleo.
- SPENCE, EDITH.** Actress. (R) Court of Human Relations (Vadsco Sales Corp., Mutual).
- SPENCER, EDITH.** Actress (dramatic, character). (R) Friendship Village, 1932 (Chesebrough Mfg. for Vaseline, NBC Blue); Death Valley Days, 1933-37 (Pacific Coast Borax, NBC Blue); Marie, the Little French Princess, 1934-35 (Affiliated Products for Louis Philippe Cosmetics, CBS); Magic Voice, 1936 (Procter & Gamble for Chipso, NBC Blue); The Gumps, 1936-37 (Lehn & Fink for Pebecco Toothpaste, CBS); Five Star Jones, 1936-37 (P & G for Oxydol, NBC Blue); Mr. Keen, Tracer of Lost Persons, 1937-38 (American Home Products for Bi-So-Dol, NBC Blue); others include local shows, transcriptions. (L) Productions by John Golden, William Harris, Jr., and others; stock; 25 years. (V) Wronged from the Start, 1914; Lady from Reno, 1915.
- SPENCER, LESTER.** Announcer, program director, WHIO, Dayton. (R) Also stations in Columbus, Oklahoma City and Fort Wayne.
- SPENLEN, BUD.** Musician, WCKY, Cincinnati.
- SPIEGLE, STANLEY.** Musical director, KXRO, Aberdeen.
- SPITALNY, PHIL.** Orchestra leader. (R) General Electric Hour of Charm, 1936-38 (General Electric, NBC Red); previously, Nestle Chocolateers. (F) M-G-M. (V).
- SPOONER, MILL.** Organist, pianist, WFIL, Philadelphia. (V) Theatre organist; orchestra leader for stage shows.
- SPRAGUE, E.** Actress. (R) Little Orphan Annie (The Wander Co., NBC Red).
- SPRAGUE, GORDON.** Actor. (R) Rube Appleberry (Campbell Cereal Co., Mutual).
- SQUIRES, BUD.** News editor, interviewer, WFBL, Syracuse.
- SQUIRES, LUISE.** Actress. (R) Famous Jury Trials (Mennen Co., Mutual).
- STAFFORD, CARRIE.** Pianist, director Carolina Hillbillies, WBIG, Greensboro. (V) Personal appearances.
- STAFFORD, CHECK.** Farm news commentator, actor, WLS, Chicago.
- STAFFORD, HANLEY.** Actor (dramatic, comedy). (R) Eno Crime Clues, 1935-36 (Harold F. Ritchie & Co., NBC Blue); Palmolive Beauty Box Theatre, 1935-36 (Colgate-Palmolive-Peet Co., NBC Blue); Maxwell House Showboat, 1935-36 (General Foods Corp., NBC Red); True Story Court of Human Relations, 1935-37 (Macfadden Publications, Inc., NBC Red and CBS); Thatcher Colt, 1936-37 (Packer's Tar Soap, NBC Red); Woodbury's Hollywood Playhouse, 1937-38 (Jergens-Woodbury Sales Corp., NBC Blue); Big Town, 1937-38 (Lever Bros. Co., CBS); Thrills, 1937-38 (Union Oil Co., NBC Red); Good News of 1938, 1937-38 (General Foods Corp., NBC Red); many others. (L) Sev-

## PROFESSIONAL RECORDS—Continued

- eral shows including Double Dummy (Mark Hellinger), 1937.
- STAHL, BOB.** Guitarist, singer, KGNC, Amarillo. (V) Bob & Dick and Their Texas Tune Tusslers, 1934-36.
- STAHL, DICK.** Bass violinist, singer, KGNC, Amarillo. (V) Bob & Dick and Their Texas Tune Tusslers, 1934-36.
- STANFORD, DAVID E.** ("Hank, the Cow-hand"). Singer, entertainer, yodeler, KFRU, Columbia. (R) Also Texas Quality Network; KFBI, Abilene; KFJZ, Fort Worth. (V) Ted Fio-Rito Orchestra; Rambling Cowboys.
- STANION, HERMAN.** Announcer, operator, KYOS, Merced.
- STANLEY, BOB.** Orchestra conductor. (R) Famous Fortunes, 1938 (General Shoe Corp., Mutual). (V) Theatre orchestra conductor, 10 years. Played violin in Wallenstein Sinfonietta, Wallenstein Sinfonic Strings, Bamberger Symphony and Cesare Sodero's Opera Hour, WOR, New York City; staff conductor, WOR.
- STANLEY, BOB.** Production manager, writer, announcer, KGMB, Honolulu. (R) Also Hawaiian Broadcasting System; California Radio Network. (V) Theatre appearances.
- STANLEY, CATHERINE.** Pianist, WJDX, Jackson.
- STANLEY, EDWIN.** Actor, WCAU, Philadelphia. (R) Also transcriptions.
- STANLEY, JOHN W.** Actor, director, WAAB-WNAC, Boston. (R) Also Yankee Network. (L) Dramatic shows in London; summer stock in U. S. (s).
- STANTON, ANDREW T.** Announcer. (R) Pretty Kitty Kelly, 1937-38 (Continental Baking Co., CBS). Announcer, producer and sports commentator, free lance and as staff member of WCAU, 1927-30; WIP, Philadelphia, 1932-34; WLW, Cincinnati, 1935. Former partner, Shilkinton Service, an electrical transcription firm, 1931-32. (F) Commercial shorts.
- STARK, FREDERICK.** Musical director, KHJ, Los Angeles. (R) Also Don Lee Network. (Guest conductor, Hollywood Bowl.)
- STARK, LEWIS C.** Continuity editor, educational director, chief announcer, WHAM, Rochester.
- STARKE, CHARLES R.** Musician, WHAM, Rochester. (R) Also NBC program, for Shur-on Mfg. Co., 1931-32.
- STARR, JACK.** Announcer (specializes in sports), KMBC, Kansas City.
- STARR, JOSEPHINE.** Singer, pianist. (R) Thirty Minutes in Hollywood, 1937-38 (regional sponsorship, Mutual). (V) Theatre appearances.
- STARR, MARTIN.** Hollywood news commentator, film reviewer, drama critic, M.C., WMCA, New York.
- STECK, JACK.** M.C., announcer, singer, WFIL, Philadelphia. (V) Guilbert & Steck, 7 years.
- STEELE, ROBERT L.** Announcer, WTIC, Hartford. (R) Also KGFJ, Los Angeles; WHB, Kansas City; WABY, Albany.
- STEIL, THORNTON (Ted Steele).** Producer, pianist, organist, announcer, KMPC, Beverly Hills. (R) Also WAPI, Birmingham; WDRC, Hartford. (V) Night club appearances.
- STEINER, GEORGE.** Violinist, arranger, composer. (R) Bob Haring's Orchestra, 1928-29 (Baker's Chocolate, CBS); Myrt & Marge, 1937 (Colgate-Palmolive-Peet, CBS). (F) Paramount as arranger and scorer for shorts and cartoons and as composer and arranger for Paramount News, since 1928.
- STEMMLER, NICK.** Announcer, WSYR, Syracuse.
- STEN, C. RUDY.** Director, cowboy act. WDAY, Fargo. (V) Single act; European tour, Rudy Sten & His Cowboys, 1937, theatre appearances.
- STERN, BILL.** Sports announcer. (R) Pontiac Varsity Show, 1934 (Pontiac Motors, NBC Red); Championship Fights on NBC Blue, for RCA, 1936-37, and Adam Hats, 1937-38. (V) Stage director, 1930-35; appearances with own band.
- STERNBERG, ALBERT.** Violinist, WDBO, Orlando.
- STERNI, GIUSEPPE.** Actor, director, WOV, New York. (R) Also Colonial Network; WPEN, Philadelphia. (F) Italian productions (s,f). (L) Sing High, Sing Low (John Golden); other U. S. productions, and 25 years on Italian stage.
- STEVENS, ALSTON.** Newscaster, WFIL, Philadelphia.
- STEVENS, JACK.** Staff and sports announcer, WTIC, Hartford. (R) Also Yankee Network.
- STEVENSON, DEAN.** Drummer, KSFO, San Francisco. (V) Theatre appearances.

## PROFESSIONAL RECORDS—Continued

- STEVENSON, ROBERT.** Announcer (commercials, news, special events, sports), WHN, New York.
- STEVENSON, WILLIAM D.** Tenor. (R) The Musical Steelmakers, 1937-38 (Wheeling Steel Corp., Mutual). (Church soloist, 3 years.)
- STEWART, ELLIOTT.** Program director, WIBX, Utica. (R) Armour Program with Phil Baker, 1933 (Armour Co., NBC); local shows on WLW, Cincinnati; WIBX, Utica. (F) Short. (L) Mme. Pompadour; The Student Prince; The Love Song; The Desert Song; The New Moon (f). (V) Personal appearances.
- STEWART, G. DIXON.** String musician, comedian, WFBC, Greenville. (V) Theatre appearances.
- STEWART, HONEY.** Singer, WIP, Philadelphia. (F) Gaumont-British (f); shorts. (V) Stewart Sisters & Fredericks, Bubbles Stewart & Sisters.
- STEWART, JUDY.** Singer, WCAU, Philadelphia. (R) Also CBS, NBC, KFWB, Los Angeles. (V) Theatre appearances.
- STEWART, JULIE.** Singer, WCAU, Philadelphia. (R) Also NBC, CBS; KFWB, Los Angeles. (V) Theatre appearances.
- STEWART, PAUL.** Actor, M. C. (R) Easy Aces, 1935-38 (American Home Products for Anacin, NBC Blue); Tommy Dorsey's Orchestra, 1936-38 (Brown & Williamson Tobacco for Raleigh and Kool Cigarettes, NBC Blue); March of Time, 1937-38, Time, Inc., NBC Blue); Aunt Jenny's Real Life Stories, 1937-38 (Lever Bros. for Spry, CBS); The Shadow, 1937-38 (Blue Coal, Mutual); others. (F) Shorts. (L) Subway Express, 1929-30; East of Broadway, 1932; Two Seconds, 1931-32; Wine of Choice, 1937-38 (f). (V) Theatre appearances.
- STEWART, PHIL.** Announcer, narrator, actor. (R) Lady Esther Serenade, since 1931 (Lady Esther Co., NBC Red, 1931-38; CBS, 1935-38). Other network and local shows as free lance.
- STEWART, RUSSELL O.** Announcer, KSL, Salt Lake City.
- STIER, JOSEPH C.** Musician, WNOX, Knoxville. (V) Theatre appearances.
- STILWILL, JACK.** Announcer, producer, WLS, Chicago.
- STIRSKY, VERL.** Musician, WMT, Cedar Rapids. (R) Also Mutual program for Procter & Gamble.
- STOCKTON, GLEN D.** Guitarist, KFPY, Spokane. (R) Also KVOR, Colorado Springs. (V) Rio Grande Riders, Rocky Mountain Ramblers, Oklahoma Cowboys, Rhythm Rangers, 4 years.
- STODDARD, DALE D.** Musician, KSFO, San Francisco.
- STODDARD, HAILA.** Actress. (R) True Story Court of Human Relations, 1936 (Macfadden Publications, NBC Red); Big Sister, 1936-37 (Lever Brothers for Rinso, CBS). (L) Merrily We Roll Along, 1935; Tobacco Road, 1935-36; Yes, My Darling Daughter, 1937 (f); stock.
- STODOLA, LEO J.** Musician, WMT, Cedar Rapids.
- STOESS, WILLIAM C.** Musical director. (R) Tums Vocal Varieties, 1936-38 (Lewis-Howe Co., NBC Red); Also Mutual sustaining and local shows. (Currently associate musical director, WLW-WSAI, Cincinnati.)
- STOKES, HAROLD.** Orchestra leader. (R) Harold Stokes Orchestra, 1937 (W. A. Sheaffer Pen Co., Mutual).
- STOKOWSKI, LEOPOLD.** Conductor. (R) Philadelphia Orchestra (Group of American Banks, NBC Blue). (GA) Magic Key of RCA (RCA, NBC Blue). Conductor of the Cincinnati Orchestra, 1909-12; Philadelphia Orchestra since 1912. (F) Paramount, Universal (f).
- STOLL, GEORGIE.** Musical director. (R) Eddie Dooley, Sports Talk, 1934-35 (Shell Petroleum Co., CBS); Woodbury Program, 1934-35 (Andrew Jergens Co., CBS); Camel Caravan, 1936-38 (R. J. Reynolds Tobacco Co., CBS). (F) M-G-M, Paramount, Columbia (musical director).
- STONE, LYNN.** Script writer. (R) Hilltop House (Colgate-Palmolive-Peet Co., CBS).
- STONEHOUSE, MERLIN.** Continuity writer, organist, WKZO, Kalamazoo.
- STOOPNAGLE, COLONEL LEMUEL Q. (F. Chase Taylor).** (R) Tastyest Gloom-chasers, 1931 (Tastyest, CBS); Ivory Soap Program, 1932 (Procter & Gamble, CBS); Pontiac Program, 1932-34 (General Motors, CBS); Camel Caravan, 1934 (R. J. Reynolds Tobacco Co., CBS); Schlitz Spotlight Revue, 1934 (Schlitz Beer, CBS); The Gulf Program, 1934 (Gulf Refining Co., CBS and NBC Red); Devoe & Reynolds Show, 1935 (Devoe & Reynolds Paint Co., CBS); Ford Pro-

## PROFESSIONAL RECORDS—Continued

- gram, 1935 (Ford Motor Co., CBS); Town Hall Tonight, 1936 (Bristol-Myers Co., NBC Red); The Minute Men, 1936-37 (Minute Tapioca, NBC Blue); Bromo-Seltzer Show, 1938 (Emerson Drug Co., Yankee Network). (GA) RCA Magic Key, Maxwell House Showboat, For Men Only, Packard Mardi Gras, A & P Bandwagon; others. (F) Paramount; shorts. (V) Stoopnagle and Budd. (Until recently teammate of Budd Hulick as "Stoopnagle and Budd.")
- STOWE, ARTHUR.** Script writer. (R) Hollywood in Person (General Mills, CBS).
- STRAETERS CHORUS, TED.** (R) Kate Smith's Bandwagon (General Foods Corp., CBS).
- STRANGE, IRENE.** Singer, CJRC, Winnipeg.
- STRATTON, CHESTER ("Chet").** Actor (juvenile leads). (R) The O'Neills, 1935-38 (Procter & Gamble for Ivory Soap, NBC Red and Blue, 1935-37, CBS, 1938); Johnny Presents, 1937-38 (Philip Morris & Co., NBC Red, CBS); Aunt Jenny's Real Life Stories, 1937-38 (Lever Bros. for Spry, CBS); Hilltop House, 1938 (Colgate-Palmolive-Peet, CBS). (L) Productions by Brock Pemberton, Kenyon Nicolson, Robert Rockmore, Frank Merlin, Hymen Adler (f). (V).
- STRATTON, ROBERT J.** Organist, pianist, WDNC, Durham. (F) Shorts.
- STRAUSS, ROBERT W.** Actor (character, comedy). (R) The Stebbins Boys, 1931-32 (Swift & Co., NBC Red); Soconyland Sketches, 1932-34 (Socony Oil, NBC Red); Mrs. Wiggs of the Cabbage Patch, 1935-37 (American Home Products for Old English Floor Wax, NBC Red); Snow Village Sketches, 1936-37 (Loose-Wiles Biscuit Co., NBC Red); Our Gal Sunday, 1937-38 (American Home Products for Anacin and Kolynos Tooth Paste, CBS). (L) Fritz Leiber Shakespearian Co., 1920-31; Rachel Crothers productions, 1923, 1925-26. (V) Appearances with James Young and Clara Kimball Young, 1908-09; Valerie Bergere, 1910-11; own sketches, 1911-15.
- STRAUSS, WILLIAM.** Announcer, script writer, producer, WQXR, New York. (R) Also transcriptions. (L) Productions by Baltimore Players, 1935-36; Max Gordon, 1936; Westport Playhouse, 1936; others (f).
- STREED, IVAN.** Program director, WHBF, Rock Island. (L) Streed Concert Co. (V).
- STRETCH, DAVE.** Conductor. (R) Treasure Island (The Owl Drug Co., NBC Red).
- STRIKER, FRAN.** Script writer. (R) Lone Ranger, 1934-38 (Gordon Bakeries and Weber Baking Co., Mutual). Onetime owner of script syndicate.
- STRONG, LEONARD.** Announcer, actor, KSL, Salt Lake City. (L) Dramatic stock and west coast productions, 10 years.
- STROUD TWINS (Claude, Clarence).** Comedians. (R) Chase & Sanborn Program, 1937-38 (Standard Brands, NBC Red); previously guest appearances for Rudy Vallee. (F) Radio, 1933. (V) Song-dance-acrobatic act; also Stroud & White, 1927.
- STRYKER, ELLSWORTH.** Violinist, KTAR, Phoenix.
- STUART, MARLYN.** Actress (dramatic, comedy), singer. (R) Laugh with Ken Murray, 1936 (Lever Bros. for Rinso, CBS); Ken Murray and Oswald, 1937 (Campbell Soup Co., CBS); Hollywood Hotel, 1938 (Campbell Soup Co., CBS). (F) Educational short (s); shorts with Buster Keaton, Yacht Boys, Timburg Rooney, Buster West and Tom Patricola (f). (L) Earl Carroll's Sketch Book, 1935; Ziegfeld Follies, 1936 (f). (V) Theatre, hotel and night club appearances, alone and with Edgar Bergen and Ken Murray.
- STUART, VANCE.** Actor, specialties (dog imitator, etc.), KSFO, San Francisco. (F) Oz Film Co., 1914 (f). (L) Frank Eagan productions; others (f). (V) Skits.
- STUBBS, ROBERT.** Singer (crooner), WIL, St. Louis. (V) Theatre and night club appearances.
- STUBMAN, LEWIS.** Announcer, pianist, WCMI, Ashland.
- STUDEBAKER, HUGH.** Actor, pianist, organist. (R) Bachelor's Children (Cudahy Packing Co., CBS); Fibber McGee & Molly (S. C. Johnson & Son, Inc., NBC Red); Romance of Helen Trent (Affiliated Products, CBS). (V) 1922-28.
- STUSAK, WILLIAM L.** Musician, WMT, Cedar Rapids.
- STUTZ, JANET.** Singer, WHIO, Dayton.
- SULLIVAN, ALYSE.** Specialty and children's programs, KROY, Sacramento.
- SULLIVAN, FRED.** Dramatic actor. (R)

## PROFESSIONAL RECORDS—Continued

- Today's Children, 1937-38 (Pillsbury Flour Mills, NBC Red); Story of Mary Marlin, 1937-38 (Procter & Gamble for Ivory Flakes, NBC Red and Blue); Zenith Foundation, 1937-38 (Zenith Radio Corp., CBS); First Nighter, 1937-38 (Campana Sales for Italian Balm, NBC Red); Attorney-at-Law, (S. C. Johnson & Son, NBC Blue); Girl Alone, 1937-38 (Kellogg Co., NBC Red); Don Winslowe, 1937-38 (initially sustaining show; sponsored by Iodent Tooth Paste for 13 weeks in 1937; since May, 1938 by Kellogg Co., NBC Blue); It Can Be Done, 1937-38 (Household Finance Co., NBC Blue). (F) Shorts. (L) 40 years; dramatic stock and productions by the Theatre Guild, David Belasco, H. W. Savage, H. G. Fiske, James K. Hackett and others.
- SULLIVAN, JOHN.** Producer, KPND, Pampa. (R) Also KCRC, Enid; KMBC, Kansas City; KFJZ and KTAT, Fort Worth; WFAA, Dallas; KABC, San Antonio. (L) Harrison Players, Wright Players; others (f).
- SULLIVAN, LARRY.** Singer, WWVA, Wheeling. (V) Night club appearances, 1934.
- SULLIVAN, PAUL.** News commentator. (R) News, 1937 (Kentucky Club Tobacco, WLW, Cincinnati); News, 1938 (Sinclair Gasoline, WLW); also narrator of Let's Explore Ohio, series of transcriptions for Standard Oil of Ohio. (V) Theatre and club appearances.
- SULLIVAN, WAYNE A.** Musician, KG CX, Wolf Point. (R) Also KIDO, Boise. (V) Theatre appearances.
- SUMMERS, EARLE.** Musical director. (R) It's Wheeling Steel, 1938 (Wheeling Steel Corp., Mutual). (Currently musical director, WWVA, Wheeling.)
- SUMMEY, E. REID.** Entertainer, WRVA, Richmond. (R) Also WPTF, Raleigh.
- SUNSHINE SUE (Mary Workman).** Singer, WHAS, Louisville. (V).
- SUTHERLAND, BILL.** Announcer, KDKA, Pittsburgh. (V) Theatre appearances.
- SUTHERLAND, HERBERT.** Singer, KARK, Little Rock.
- SUTTER, DAN.** Actor. (R) Kitty Keene, Inc., (Procter & Gamble, CBS).
- SUTTON & BLISS.** See Grenadier Double Quartet.
- SUTTON, ARTHUR E.** Program director, KMPC, Beverly Hills. (R) Also CKLW, Detroit.
- SUTTON, PAUL.** Pianist, singer, WHAS, Louisville.
- SVIRSKY, FRED A.** Director children's program, pianist, WBRY, Waterbury. Pianist in films, legit, vaudeville.
- SWAN, HARRY B.** Actor (character, dialect, animal imitator). (R) Dog Heroes, 1936-38 (Modern Food Process, NBC Blue); Watch the Fun Go By, 1937-38 (Ford Motor Co., CBS).
- SWAN, MACKKEY.** Singer, WFIL, Philadelphia.
- SWART, HOWARD C.** Writer, actor, producer. (R) Gravel Pit Courtroom, 1935 (Autobank Loan Corp., Don Lee); The Newlyweds, 1937-38 (Lambert Pharmacal for Listerine, CBS Pacific Coast). (LS) KHJ, Los Angeles; KFRC, San Francisco. (V) 1920-33; single act, Ben Carter Co. and Swart & Krell, successively.
- SWAYZE, WILLIAM B.** Singer, WCAU, Philadelphia. (V) Steel Pier, Atlantic City.
- SWEENEY, BETTY.** Actress (dramatic, character), WDAF, Kansas City. (L) Stock, 1916-20.
- SWEENEY, RAY.** Continuity writer, KMOX, St. Louis. (R) Also CBS sustaining programs.
- SWEETEN, CLAUDE.** Musical director, KEHE, Los Angeles.
- SWEETS, WILLIAM.** Script writer. (R) True Story Court of Human Relations (Macfadden Publications, Inc., NBC Red).
- SWENSON, ALFRED.** Dramatic character actor. (R) Captain Blackstone, 1929-35 (Blackstone Cigars, NBC Blue); Adventures of Captain Diamond, 1936-37 (General Foods Corp. for Diamond Crystal Salt, NBC Blue); The O'Neills, 1936-38 (Procter & Gamble for Ivory Soap, NBC Blue); True Story Court of Human Relations, 1936-38 (Macfadden Publications, NBC Red); Pretty Kitty Kelly, 1938 (Continental Baking Co., CBS); Alias Jimmy Valentine, 1938 (Larus Bro. Co., NBC Blue). (L) Stock; Graustark; The Wolf; American Tragedy; Great Power; One Way Street.
- SWENSON, KARL.** Actor (leads, comedy, romantic, character). (R) Cafe of the Red Dagger, 1936 (Spud Cigarettes, Mutual); March of Time, 1936-38 (Time, Inc., NBC Blue); Coronet-on-the-Air, 1937 (Coronet Magazine, NBC Blue);



## PROFESSIONAL RECORDS—Continued

Cavalcade of America, 1937-38 (E. I. DuPont, CBS); Our Gal Sunday, 1937-38 (American Home Products, CBS); Lorenzo Jones, 1938 (Sterling Products, NBC Red); There Was a Woman, 1938 (Glass Containers Assn. of America, NBC Blue); Grand Central Station, 1938 (Lambert Pharmacal Co., NBC Blue); transcriptions, local and regional shows. (L) Miracle at Verdun (Theatre Guild); One

Sunday Afternoon; New Faces; Fools Rush In.

**SWIFT, FLORENCE C.** Entertainer, WMFF, Plattsburg.

**SWINGLEY, MARK E.** Continuity writer, news commentator, announcer, WDAE, Tampa.

**SWINK, CHARLES.** Announcer, WHIO, Dayton.

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**TABER, W. E.** Announcer, WAAW, Omaha.

**TACY, ELWIN.** Chief announcer, WSPR, Springfield. (V) The Roving Cowboy, 1928-32; Oklahoma Cowboys, 1932-34; Oklahoma Eddie, 1934-36.

**TALBOT, CLARENCE H.** Announcer, Producer, KSO-KRNT, Des Moines. (R) Also KGA-KHQ, Spokane; KOL and KXA, Seattle. (L) Moroni Olson Players, Maylon Players, Repertory Guild and others (s, f). (V) Dr. McIntyre; Henri, the Magician; Talbot Magicians.

**TALKINGTON, DOLLIE DUTTON.** Organist, program director, KVSO, Ardmore.

**TALL, S. BROUGHTON.** Continuity writer, WBAL, Baltimore. (L) Green Jade; others. (V) Sketches.

**TALLEY, MARION.** Soprano. (R) Ry-Krisp Presents Marion Talley, 1936-38 (Ralston Purina Co., NBC Red). (F) Republic Pictures (s); Warner Bros.; Republic. Metropolitan Opera prima donna.

**TALMADGE, NORMA.** Actress. (R) Thirty Minutes in Hollywood, 1937-38 (Local sponsors, Mutual). (F) United Artists, Vitagraph; many pictures, mostly silent. (Mrs. George Jessel in private life.)

**TANNEN, ANINA.** Singer, pianist, organist, WIP, Philadelphia. (F) Shorts. (V).

**TANNER, EARL.** Tenor. (R) Member of quartet, Contented Hour, 1932-38 (Carnation Milk, NBC Red).

**TANNER, PEARL K.** Actress. (R) Eno Crime Club, 1932 (Harold F. Ritchie & Co., CBS); Death Valley Days, 1932-38 (Pacific Coast Borax Co., NBC Blue); Hawthorne House, 1935-38 (Wesson Oil & Snowdrift, NBC Red); others. (F) Selig Studio, (f); Shorts. (L) Stock.

**TANSEY, JIMMY.** Actor. (R) The O'Neills (Procter & Gamble, NBC Red).

**TAPLINGER, SYLVAN.** Script writer. (R) Kate Smith's Bandwagon (General Foods Corp., CBS).

**TARQUINIO, JUANITA.** Guitarist and singer (hillbilly), WAAB-WNAC, Boston.

**TARQUINIO, TONY.** Singer, WAAB-WNAC, Boston.

**TASKER, RHETA.** Pianist, WHEB, Portsmouth.

**TATALA, JACK.** Singer, WKBO, Harrisburg. (V) Tea for Two, 1932-34.

**TAUBER, RICHARD.** Singer. (R) General Motors Concerts, 1937 (General Motors Corp., NBC Blue). (F) Debut in British films, 1935, for which he also wrote the songs. (L) Formerly member State Operas in Berlin, Vienna and Dresden.

**TAVORA, MARGARET C.** Musician, KSAL, Salina. (V) Novelty Trio.

**TAVORA, PEDRO G.** Musician, entertainer, KSAL, Salina. (V) Filipino Collegians, 1927-29.

**TAYLOR, ALMA.** Singer, guitarist, WLS, Chicago. (V) WLS Unit Shows, WLS Barn Dance Show.

**TAYLOR, BARBARA.** Singer, WIP, Philadelphia.

**TAYLOR, CLAUDE.** Announcer, producer, M.C., WRTD, Richmond. (R) Also WGH, Newport News.

**TAYLOR, DEEMS.** Music commentator, critic. (R) Chesterfield Presents, 1937-38 (Liggett & Myers Tobacco Co., CBS); Philharmonic Symphony Orchestra (CBS sustaining). (Formerly newspaper critic; author of numerous articles and books, his most recent being "Of Men and Music"; composer of the opera Peter Ibbetson; currently music consultant, CBS.)

## PROFESSIONAL RECORDS—Continued

- TAYLOR, F. CHASE.** See Colonel Lemuel Q. Stoopnagle.
- TAYLOR, FRED G., JR.** Sound effects technician, continuity writer, KSL, Salt Lake City. (L) Summer stock, 1936 (f).
- TAYLOR, JACK.** Musician, singer, WLS, Chicago. (R) Also WHB, Kansas City; WHO, Des Moines; Pinex program, NBC, 1936. (V) Prairie Ramblers, 1931-32; WLS National Barn Dance Show, 1932-38. (Also recording artist.)
- TAYLOR, M. SAYLE** ("Voice of Experience"). Inspirational speaker. (R) Voice of Experience, since 1933 (Wasey Products, 1933-36, CBS; Wasey Products, 1936-37, NBC Red; Lydia Pinkham Co., 1937-38, Mutual). (F) Series of 10 shorts, Columbia Pictures (s). (V) Voice of Experience, 1934-35. (Columnist, Paul Block Syndicate and independent papers; author of Voice of Experience, Stranger Than Fiction, Making Molehills of Mountains, etc.)
- TAYLOR, MARY LEE.** Home economist. (R) Pet Milky Way, since Nov., 1933 (Pet Milk, CBS).
- TAYLOR, MASON C.** Writer, WIBX, Utica.
- TAYLOR CHORISTERS, PAUL.** See Paul Taylor Choristers.
- TAYLOR, ROBERT.** Actor, M.C. (R) Good News of 1938, 1938 (General Foods Corp., NBC Red). (GA) Hollywood Hotel, July 16, 1937 (Campbell Soup Co., CBS); Jell-O Program Starring Jack Benny, Feb. 13, 1938 (General Foods Corp., NBC Red). (F) M-G-M, Universal, 20th Century (s); shorts.
- TAYLOR, SAM.** Film commentator, reviewer, WHN, New York. (R) Also WOV and WMCA, New York.
- TAYLOR, WINONA** ("Jo"). Singer, WLS, Chicago. (V) WLS Shows.
- TEBBS, GEORGE W.** Poem, philosophy reader, CKOC, Hamilton.
- TEDRO, HENRIETTA.** Actress. (R) Little Orphan Annie (The Wander Co., NBC Red).
- TEE-BERRY ORCHESTRA.** KGFF, Shawnee.
- TEMPLE, BROOKE.** Announcer, actor, WHN, New York. (V).
- TEUDER, ROBERT.** Script writer. (R) Your Hollywood Parade (American Tobacco Co., NBC Red).
- TEW, MAYME E. B.** Singer, organist, pianist, dramatist, WRUF, Gainesville.
- TEXAS MOCKING BIRDS.** Hillbilly entertainers, KFRO, Longview.
- TEXAS RANGERS** (Vernon & Arnold Hyles, Walter Leverett, George Hughes). Singers (folk songs), WHAS, Louisville.
- TEXAS RUBY.** Singer, yodeler, guitarist, WAPI, Birmingham. (R) Also WCAU, Philadelphia; WBAP, Fort Worth; KFWB and KNX, Los Angeles.
- THALL, GEORGE.** Musician. (R) National Barn Dance, 1937-38 (Miles Laboratories, Inc. for Alka-Seltzer, NBC Blue). (Currently staff musician, WLS, Chicago.)
- THOMAS, ART.** Interviewer, newscaster, WJAG, Norfolk, Neb.
- THOMAS, GEORGE.** Announcer, WCAU, Philadelphia. (R) Also WHAT, Philadelphia.
- THOMAS, GUY.** Vocalist, musician, WMBG, Richmond. (R) Also WOR, New York; WHOM, Jersey City. (V) Silver Sea Islanders and Lani's Hawaiians, 1929-32.
- THOMAS, KEN.** Producer, writer, WIBX, Utica. (R) Also WFBL, Syracuse.
- THOMAS, LOWELL.** Commentator, writer. (R) Lowell Thomas (Literary Digest, 1930 to June, 1932, NBC Blue; Sun Oil Co., June, 1932 to 1938, NBC Blue). (F) Narrator, Universal and Educational shorts; commentator, Fox Movietone News, Pathe News. Lecture tours, including 4-year world tour.
- THOMAS, ROLLYN.** Announcer, producer, writer. (R) Sinclair Minstrels (Sinclair Refining Co., NBC Blue); Sisters of the Skillet (Procter & Gamble, NBC Blue); also one-time programs: Horace Heidt's Brigadiers, 1935 (Stewart-Warner Corp., CBS); Walter Winchell, 1935 (Andrew Jergens Co., NBC Blue). (LS) KHJ, Los Angeles; WGR, Detroit. (Currently with KHJ, Los Angeles.)
- THOMAS, RUTH R.** Soprano, entertainer, WDBJ, Roanoke. (R) Also NBC and CBS shows, 1935. (F) Shorts. (L) Gilbert & Sullivan productions (on tour). (V) Theatre appearances.
- THOMLINSON, ROBERT E.** Announcer, M. C., KGW-KEX, Portland.
- THOMPSON, DOROTHY.** Commentator.

## PROFESSIONAL RECORDS—Continued

- (R) People in the News, 1937-38 (American Tobacco for Pall Mall Cigarettes, NBC Red, 1937-38; NBC Blue, 1938). (Writes political-economic column for New York Herald Tribune Syndicate.)
- THOMPSON, ELSIE.** Organist. (R) Aunt Jenny's Real Life Stories (Lever Bros. Co., CBS); Life of Mary Sothorn (Lehn & Fink, CBS).
- THOMPSON, HAL.** Announcer, WFAA, Dallas.
- THOMPSON, JACK.** Chief announcer, CJRC, Winnipeg. (F) Shorts. (L) No More Depression, 1933 (f).
- THOMPSON, JEAN.** Actress. (R) WMCA, WHN and WOR, New York.
- THOMPSON, KAY.** Singer. (R) Chesterfield Program (Liggett & Myers Tobacco Co., CBS); The Monday Night Show (The Brewers' Radio Show Association, CBS).
- THOMPSON, LUCIA MAE.** Pianist, WHBF, Rock Island. (V) Three Boys and a Girl, 1932-36.
- THOMSON, CLIFFORD E.** Director cowboy orchestra, KFJM, Grand Forks. (V) Ken Hackley's Oklahoma Cowboys, 1930.
- THORGERSEN, ED.** Sports commentator. (R) Elgin Football Revue, 1936 (Elgin Watch Co., CBS); Ed Thorgersen's Football Dope, 1937 (Sun Oil Co., NBC Blue); Highlights in the World of Sports, 1938 (Sinclair Refining Co., CBS). (F) 20th Century-Fox (f); shorts; Fox Movietone News.
- THORNDYKE, GEORGE.** Writer, director, announcer. (R) Hymns of All Churches, since 1935 (General Mills, CBS); Romantic Serenades, 1937 (Olson Rug Co., Mutual); Rube Appleberry, 1937 (Campbell Cereal Co., Mutual and transcriptions).
- THORNE, BILL.** Singer. (R) Saturday Night Dancing, 1934 (Hudson-Essex Motor Co., NBC Blue); Trioliann, 1935 (Sparton Radios, NBC Blue); Matt Clemens, the Melody Man, 1935-36 (General Electric, NBC Red); Town Hall Tonight, 1936-37 (Bristol-Myers Co., NBC Red); Gulf Program, 1936 (Gulf Refining Co., CBS); Time of Your Life, 1937 (Gruen Watch Co., NBC Red). (F) Shorts. (V) Roy Campbell's Royalists; theatre and hotel appearances.
- THORNHILL, JAMES H.** Trumpeter, WFAA, Dallas. (V) Heads Up Review, 1933; Major Bowes Unit, 1936; with Dave Apollon, 1937.
- THORSEN, ARTHUR R.** Manager, Horace Heidt's Brigadiers. (R) Horace Heidt's Brigadiers since 1935 (Stewart-Warner Corp.; 1935-37, CBS; since Dec., 1937, NBC Blue). (Associated with Horace Heidt 13 years, formerly as bass player and comic with orchestra.)
- THREE CHEERS.** Girl trio, WHIO, Dayton. (V) Theatre appearances.
- THREE ESQUIRES (Earl Hagen, Jack Leonard, Allen Store Dahl).** Singers. (R) Tommy Dorsey's Orchestra, 1936-38 (Brown & Williamson Tobacco Co., NBC Blue).
- THREE MARSHALLS, THE (Peggy, Kay & Jack).** Harmony trio. (R) The Big Show, 1935 (Ex-Lax, CBS); Rolls Razor Program, 1937 (Rolls Razors, Mutual). (GA) Log Cabin Revue, 1935 (General Foods, NBC Red); Let's Sing, 1936 (Colgate-Palmolive-Peet, CBS); Town Hall Tonight, 1936 (Bristol-Myers, NBC Red); Joe Cook, 1937 (Shell Union Oil, NBC Red); Nash Speed Show, 1937 (Nash-Kelvinator, CBS); Cantor's Camel Caravan, 1938 (R. J. Reynolds, CBS). (F) Warner Bros. (f); shorts. (V) Theatre, hotel and night club appearances.
- THREE PALS, The.** Vocal and instrumental trio, KGW-KEX, Portland. (V).
- THURSTON, WILLIAM ("Ukulele Bill").** Singer, musician, CKNX, Wingham. (V).
- TIBBETT, LAWRENCE.** Baritone. (R) Voice of Firestone, 1932-33 (Firestone Tire & Rubber Co., NBC Red); Packard Presents Lawrence Tibbett, 1934-36 (Packard Motor Car Co., NBC Blue); Chesterfield Presents, 1937-38 (Liggett & Myers Tobacco Co. for Chesterfield Cigarettes, CBS). (F) Metro-Goldwyn-Mayer; 20th Century-Fox (s). (L) Grand Opera, Metropolitan Opera Co., New York, since 1923 (s).
- TILDEN, LAMONT.** News announcer, CHML, Hamilton.
- TILLMAN, JOHN.** Man on the Street, announcer, WHAS, Louisville.
- TILLSON, KENNETH H.** Script writer, KGW-KEX, Portland.
- TILTON, FLORENCE.** Pianist, KG CX, Wolf Point.
- TIM & IRENE.** See Tim Ryan and Irene Noblette.
- TINNEA, JOHN W.** Sound effects man, KWK, St. Louis.
- TINNEY, CAL.** Humorist. (R) Voice of

## PROFESSIONAL RECORDS—Continued

- America, 1933 (Underwood Elliott Fisher Co., CBS); Robinson Crusoe, 1934-35 (New York State, CBS); Bobby Benson, 1936 (Hecker H-O Co., CBS); Vanity Fair, 1937 (Campana Sales Co., NBC Blue). (F) Shorts. Has also done lecture work under management of Alber & Wickes.
- TITUS, PAUL.** Singer, WIP, Philadelphia.
- TODD, JACK.** Program director, announcer, KANS, Wichita. (R) Also WHB, Kansas City; KGW, Portland.
- TODD, JOHN.** Actor. (R) Lone Ranger (Gordon Bakeries, Mutual).
- TOLES, JUSTIN B.** Manager, KRNR, Roseburg. (F) The Elegy; Ghosts (Lysander Productions), 1926. (V) Various circuits.
- TOLLESON, POLLY.** Pianist, WKY, Oklahoma City.
- TOLLIVER, DON.** Announcer, WMBD, Peoria.
- TOLMAN, CLARENCE T.** Announcer, singer, actor, musician, KGW-KEX, Portland. (R) Also Shell Oil program, NBC Pacific Coast, 1929-30. (L) Countess Maritza (Shuberts). (V) Roxy's Gang; Little Rebel, 1925-28; Whispering Cowboys & Toley Tolman, 1932-38.
- TOMLIN, PINKY.** Orchestra leader, musician, actor. (R) Texaco Town (The Texas Co., CBS). (F) M-G-M, Universal, 20th Century-Fox. (V). Also writer of popular songs.
- TOMLINSON, EVERETT F.** Writer, KNX, Los Angeles.
- TOMPKINS, JOHN.** Singer, WDAF, Kansas City. (V) Theatre appearances.
- TOMPKINS, PAUL J.** Organist, singer, KMPC, Beverly Hills. (V).
- TOOKE, FRANKLIN.** Producer, actor, script writer, announcer, WOWO-WGL, Ft. Wayne.
- TOOLE, RICHARD J.** Interviewer, actor, public events announcer, WHAM, Rochester.
- TOOTLE, HARRY KING.** Writer. (R) Special Delivery, 1937-38 (NBC Red, sustaining).
- TOWNEND, WILLIAM.** Baritone, CFRN, Edmonton.
- TOWNER, EARL.** Musical director, KFI-KECA, Los Angeles. (R) Also KFRC and KSFO, San Francisco; WBBM, Chicago.
- TOWNSEND, WALTER.** Pianist, CKLW, Detroit. (V) Pit musician.
- TOYO, RAYMOND.** Actor, WXYZ, Detroit.
- TRACE, GENE.** Announcer. (R) Renfro Valley Barn Dance, 1937-38 (Pinex, WLW, Cincinnati, 1937-38; Allis-Chalmers, Mutual, 1938). (Staff announcer, WLW.)
- TRAINUM, MRS. E. M.** Musician (sacred music), WMBG, Richmond.
- TRAMONT, CHARLES B.** Announcer. (R) Various NBC Programs.
- TRASK, W.** Script writer. (R) Smoke Dreams (H. Fendrich, Inc., NBC Red).
- TRAUM, WILLIAM R.** M.C., WROK, Rockford.
- TRAVERS, RUTH.** Writer. (R) WMCA, WOR, New York; KDKA, Pittsburgh. (L) New York Harbor Theatre Permanent Co., 1936 (f).
- TRAVIS, JOSEPHINE O.** Violinist, WFAA, Dallas. (V) 1928, '35-36.
- TRAVIS, KAY.** Singer, KWK, St. Louis. (V) Night club appearances.
- TREMAYNE, LESTER.** Dramatic actor. (R) First Nighter, since 1936 (Campana Sales for Italian Balm, NBC Red); Burns & Allen, 1936 (Campbell Soup Co., CBS); Sears, Then and Now, 1936 (Sears, Roebuck, CBS); Grand Hotel, 1936-37 (Campana Sales, NBC Red); numerous other network shows, not current, include: National Barn Dance (Miles Laboratories for Alka-Seltzer, NBC Blue); Edgar Guest in Welcome Valley (Household Finance, NBC Blue); Amos 'n' Andy (Pepsodent Co., NBC Red); Jack Armstrong (General Mills, CBS); Romance of Helen Trent (American Home Products, CBS); also many transcriptions. (LS) WMAQ, WENR, WGN, WLS, WBBM, WCFL and WSBC, Chicago; WROK, Rockford; KMOX, St. Louis; KYW, Philadelphia; WTMJ, Milwaukee, and others. (F) Shorts. (L) Gates of Paradise, 1932; The Messiah, 1933 (s); others. (V) WLS Road Show Units, theatre appearances.
- TREMPER, GRACE.** Contralto, WGY, Schenectady. (R) Also WHAZ, Troy.
- TRENDLER, ROBERT.** Pianist, arranger, conductor. (R) House by the Side of the Road, 1934 (S. C. Johnson & Son, NBC Red); Fibber McGee & Molly, 1935 (S. C. Johnson & Son, NBC Red); Mar-O-Oil Musical Revue, 1935-36 (J. W. Marrow

## PROFESSIONAL RECORDS—Continued

- for Mar-O-Oil Shampoo, NBC Red); It Can Be Done, 1936 (Household Finance Co., NBC Blue); Then and Now, 1936 (Sears, Roebuck, CBS); Pickens Sisters, 1936 (Cycle Trades of America, NBC Blue); Lovely Lady, 1937 (Lovely Lady Cosmetics, Mutual); Vanity Fair, 1937 (Campana Sales, NBC Blue); Harold Stokes' Orchestra, 1937 (W. A. Sheaffer Pen Co., Mutual); Sunday Afternoon with Smilin' Ed McConnell, 1937-38 (Acme White Lead & Color Works, NBC Blue); Double Everything, 1938 (William Wrigley, Jr., Co., CBS); others. (V).
- TREVOR, CLAIRE.** Dramatic actress. (R) Big Town, 1937-38 (Lever Bros. for Rinso, CBS). (F) Fox, 20th Century-Fox, Paramount, Warner Bros. (s, f); shorts. (L) Stock, 1931; Whistling in the Dark (lead opposite Ernest Truex), 1932; same production on road, 1933; lead in The Party's Over, 1933.
- TRietsch, KENNETH H.** Novelty musical act, "Hoosier Hot Shots." (R) National Barn Dance, since 1934 (Miles Laboratories for Alka-Seltzer, NBC Blue); Station E.Z.R.A. Uncle Ezra, since 1935 (Alka-Seltzer, NBC Red). (F) Shorts. (L) Featured in Sis Hopkins, Way Down East. (V) Buzzington Rube Band and Rustic Revellers, 12 years. (Also recordings for Brunswick.)
- TRIGGS, AL. W.** Sports announcer, WIBX, Utica. (R) Also WRC, Washington.
- TROTTER, JOHNNY.** Conductor. (R) Kraft Music Hall (Kraft-Phenix Cheese Corp., NBC Red). (F) Music arranger, Columbia.
- TROUT, ROBERT.** News reporter, special events commentator, ad-lib announcer. (R) Professor Quiz, 1937-38 (Nash-Kelvinator Corp., CBS). (As member of CBS staff has covered world news events for the past 5 years, and is heard weekly on sustaining show, Headlines and By-lines.)
- TROYAN, JOSEPH.** Entertainer, WHAM, Rochester. (R) Also WHK and WTAM, Cleveland; WBZ, Boston. (V) Pie Plant Pete & Bashful Harmonica Joe; Bradley Kincaid & Bashful Harmonica Joe.
- TRUE, HAROLD.** Announcer, WXYZ, Detroit. (R) Also Michigan Radio Network. (F) Shorts.
- TRUITT, ROLLIE.** Announcer, KGW-KEX, Portland. (F) Commercial shorts.
- TUCKER, FRANCES.** Singer, WSJS, Winston-Salem.
- TUCKER, TOMMY.** Orchestra leader. (R) Thirty Minutes in Hollywood, 1937-38 (Regional sponsorship, Mutual). (F) Shorts. (V) Theatre appearances with George Jessel.
- TUCKER, TOMMY.** Singer, WFIL, Philadelphia. (R) Also Mutual; WIBG, Glenside; WIP and KYW, Philadelphia.
- TULLEY, TOM.** Actor (leads, characters). (R) Gang Busters, 1936-38 (Colgate-Palmolive-Peet, CBS); Famous Fortunes, 1937 (General Shoe Corp., Mutual); Your News Parade, 1937-38 (American Tobacco for Lucky Strike Cigarettes, CBS); The O'Neills, 1938 (Procter & Gamble for Ivory Soap, NBC Red and CBS); Court of Human Relations, 1938 (Vadco Sales, Mutual); Design for Happiness, 1938 (American Tobacco Co., Mutual). (F) Shorts. (L) Dead End, 1937; Behind Red Lights; with Jack Pearl in One Flight Down; others.
- TUPPER, HOWARD L.** Announcer, continuity writer, WGY, Schenectady.
- TURBEVILLE, EDWARD.** Tenor, WAPI, Birmingham.
- TURLEY, IRETA.** Dramatist, KTSM, El Paso.
- TURNER, CHARLES.** Tenor, WAPI, Birmingham.
- TURNER, DONNIS.** Tenor, KUOA, Siloam Springs.
- TURVEY, BERTRAM L.** Pianist, pipe organist, CHWK, Chilliwack.
- TUTTLE, ELSIE C.** Pianist, commentator (women's news, fashions), WSJS, Winston-Salem.
- TWERP, JOE.** Comedian, writer. (R) Merrymakers, 1933-34 (Ford Motor Co., CBS, Don Lee); Funfest, 1934 (General Petroleum, CBS, Don Lee); Sunday Night Hi Jinks, 1934-35 (Warner Bros., Pacific Coast network); Radio City Party, 1935 (Radio Corp. of America, NBC Blue); Mickey Mouse Theatre of the Air, 1938 (Pepsodent Co., NBC Blue). (F) M-G-M, Paramount, Columbia, 20th Century-Fox, RKO (f). (L) All God's Children Got Wings (O'Neill). (V) Theatre appearances.
- TWISS, CLINTON.** Script writer. (R) The Best of the Week (Globe Grain & Milling Co., NBC Red).
- TYLER, JOE ("Jake").** Singer, mandolinist (hillbilly), WRVA, Richmond. (R) Also Corn Cob Pipe Club, NBC, 1932-36.

## PROFESSIONAL RECORDS—Continued

- TYLER, NOAH C.** Announcer, WIOD, Miami.
- TYSON, DAVE.** Announcer, actor, singer, children's programs, WFIL, Philadelphia. (R) Also KYW, Philadelphia; WPG, Atlantic City; WTNJ, Trenton. (V) Bermuda Bound, 1920-22; Steel Pier Minstrels, 1922-27.
- TYSON, JIMMY.** Musician, WIP, Philadelphia.

## U

- UEBELHART, JAMES W.** Announcer, WSPD, Toledo. (F) Shorts.
- UHLES, ELZA.** Violinist, KOIN-KALE, Portland. (V) Theatre appearances.
- ULMER, WILLIAM R.** Producer, special events, announcer, actor, KSOO-KELO, Sioux Falls. (F) Ray Bell Films. (V) Night club M. C.
- UNCLE EZRA.** See Patrick J. Barrett.
- UNGER, STELLA.** Script writer. (R) Information Service, 1937-38 (Hecker Products Corp., Mutual); Myra Kingsley, 1937-38 (Hecker Products Corp., Mutual).
- UPSON, DEAN R.** Singer with male trio, WSM, Nashville. (R) Also Anheuser-Busch program, CBS, 1930; Crazy Water Crystals program, NBC, 1934. (V) 1925-36; theatre appearances, 1937-38. (Also RCA Victor recordings).
- URRY, FRANCIS L.** Character actor, announcer, KSL, Salt Lake City. (R) Also transcriptions. (L) New Moon, 1931; Vagabond King, 1932; The Student Prince, 1933; others.
- UTTAL, FRED.** Announcer, M. C., producer. (R) Big Sister, 1936-38 (Lever Bros. for Rinso, CBS); Melody Puzzles, 1938 (American Tobacco for Lucky Strike Cigarettes, NBC Blue); for Men Only, 1938 (Bristol-Myers for Vitalis, NBC Red); There Was a Woman, 1938 (Glass Containers Assn. of America, NBC Blue); others, not current.

## V

- VAIL, MYRTLE.** See Myrt & Marge.
- VAILE, DAVID S.** Announcer, actor, KYA, San Francisco.
- VALENTINE, BOB.** Announcer, WIRE, Indianapolis. (R) Also WOWO, Ft. Wayne; WGN, Chicago. (L) 1909-18, stock. (V) 1911-29.
- VALENTINE, GRACE.** Actress. (R) Big Sister, 1937 (Lever Bros. for Rinso, CBS); The Road of Life, 1938 (Procter & Gamble for Chipso, CBS); Myrt & Marge, 1938 (Colgate-Palmolive-Peet for Super Suds, CBS); The Gospel Singer, 1938 (P & G for Ivory Soap, NBC Blue); local shows, transcriptions, since 1931. (F) M-G-M, 1915-16; Ivan Pictures, 1916-17; Independent Pictures, 1933-34 (f). (L) Yellow Jacket, 1914 (original production); Dorian's Divorce, with Lionel Barrymore, 1916; Lombardi, Ltd., with Leo Carillo, 1917; Night Hawk (road), 1927; Three Men on a Horse, 1935-36; others, including stock (s, f). (V) Four Flush, 1923-24; night club and theatre appearances.
- VALENTINE, LEW.** Production manager, WOAI, San Antonio. (R) Also Texas Quality and Mutual networks.
- VALENTINE, RANCE.** Announcer, WTAM, Cleveland.
- VALLEE, RUDY (Hubert Prior Vallee).** Orchestra leader, singer, M.C. (R) Fleischmann Hour, 1929-36 (Standard Brands for Fleischmann's Yeast for Health, NBC Red); Royal Gelatin Hour, 1937-38 (Standard Brands for Royal Gelatin, NBC Red). (L) WMCA, New York City, 1928. (F) RKO, Fox, Warner Bros. (s); shorts. (L) George White's Scandals, 1931, 1935. (V) Theatre, hotel and night club appearances. (Recordings, RCA Victor, Brunswick, Columbia, Durium and Bluebird.)
- VAN CAMP, BOB.** Organist, WDNC, Durham. (V) Theatre appearances.

## PROFESSIONAL RECORDS—Continued

- VAN DOVER, BUD.** (Tom, of Tom, Dick and Harry Trio). Singer, comedian, actor. (R) Tom, Dick and Harry, 1937 (Fels & Co., Mutual). (LS) WGN, Chicago. (V) 1934-36.
- VAN DOVER, GORDON.** (Harry, of Tom, Dick and Harry). Singer, comedian, actor. (R) Tom, Dick and Harry, 1937 (Fels & Co., Mutual). (LS) WGN, Chicago.
- VAN DYNE, WAYNE.** Actor. (R) Your Parlor Playhouse (Lovely Lady Cosmetics, Mutual).
- VAN HARVEY, ART.** Actor. (R) Vic and Sade, 1934-38 (Procter & Gamble, NBC Red and Blue).
- VAN STEEDAN, PETER.** Orchestra leader. (R) Ray Perkins (Barbasol Co., NBC Red); Jack Pearl (Standard Brands, Inc., NBC Red); For Men Only (Bristol-Myers Co., NBC Red); Town Hall Tonight (Bristol-Myers Co., NBC Red); Lucky Strike Hit Parade (American Tobacco Co., CBS). (F) Shorts (Warner Bros.). (V) Various hotels and clubs.
- VANDAGRIFT, CARL W.** Announcer, continuity writer, WOWO-WGL, Ft. Wayne.
- VANDERPYL, ELLIS C.** Sports commentator, WGAR, Cleveland. Also commercial manager of WGAR.
- VAN DOREN, MILDRED.** Pianist, organist, WELL, Battle Creek.
- VAN DYK, JAMES.** Dramatic actor, announcer. (R) Death Valley Days, 1935-37 (Pacific Coast Borax, NBC Blue); On Broadway, 1937 (Diamond Crystal Shaker Salt, NBC Blue); currently Mrs. Wiggs of the Cabbage Patch (Hill's Cold Tablets & A. S. Boyle Co.'s Old English Floor Wax, NBC Red); Pretty Kitty Kelly (Continental Baking Co., CBS); David Harum (B. T. Babbitt, NBC Red); John's Other Wife (Affiliated Products, NBC Red); also frequently on Easy Aces (Anacin, NBC Blue); Gang Busters (Colgate-Palmolive-Peet); others. (F) Commercials.
- VAN HECKE, NOEL R.** Announcer, producer, continuity writer, WSAU, Wausau. (V) The Phantom Pianist, 1929-31.
- VASSAR, WALTER.** Singer, WBIG, Greensboro.
- VAUGHN, BERYL.** Actress (ingenues, babies), WXYZ, Detroit. (R) Also Mutual; Michigan Radio Network. (F) Commercial shorts.
- VAUGHN, VELMA.** Accompanist, KHSL, Chico.
- VEDDER, CHESTER D.** Announcer, producer, singer, WGY, Schenectady.
- VEILLER, BAYARD.** Writer. (R) Valiant Lady, 1938 (General Mills, Inc., CBS).
- VENTER, MEL.** Announcer, M.C., KFRC, San Francisco. (R) Also Stewart-Warner program, CBS, 1936. (L) What Price Glory, Trial of Mary Dugan, 1929.
- VERMILYEA, HAROLD.** Actor. (R) The Couple Next Door (Procter & Gamble, Mutual).
- VERNER, WILLIAM.** Announcer, WAPI, Birmingham. (R) Also WSFA, Montgomery; WRC and WMAL, Washington.
- VERRILL, VIRGINIA.** Singer, dramatic actress. (R) Log Cabin Jamboree, 1937-38 (General Foods for Log Cabin Syrup, NBC Red); numerous others, including transcriptions. (F) Sam Goldwyn (f); shorts. (V) Vocals by Verrill, since 1933.
- VE VERKA, EVE.** Beauty, fashion and health commentator. (R) Hecker's Information Service, 1937-38 (Hecker Products Corp., Mutual). (Has conducted Charm Schools for numerous newspapers.)
- VEYSEY, MAY.** Pianist, CJRC, Winnipeg.
- VIC AND SADE.** See Art Van Harvey and Bernardine Flynn.
- VICKERS, LEE E.** Announcer, producer, program director, WDNC, Durham.
- VIDACOVICH, PINKY.** Orchestra leader, WWL, New Orleans.
- VIDAL, W. H. ("Uncle Bill").** Director of special features, junior department, WRTD, Richmond. (R) Also WCHV, Charlottesville.
- VILLELLA, JOE.** M.C., orchestra leader, KQV, Pittsburgh. (V) Theatre appearances.
- VINCENT, LARRY.** Singer, comedian, pianist, WCAU, Philadelphia. (V) Circuit and theatre appearances.
- VINEY, HENRY.** Announcer, sports commentator, CJOC, Lethbridge. Guest appearance, Imperial Oil Hockey Broadcast, 1937 (Imperial Oil Co., Canadian Broadcasting Corp.).
- VOELKER, FRANK.** Blind organist, WMT, Cedar Rapids.

## PROFESSIONAL RECORDS—Continued

- VOICE OF EXPERIENCE.** See M. Sayle Taylor.
- VOICES THREE** (Amy Arnell, Archie Berdahl, Kerwin Somerville). Vocal trio. (R) Phil Baker, 1936 (Gulf Refining Co., CBS); Thirty Minutes in Hollywood, 1937-38 (Regional sponsorship, Mutual). (Featured with Tommy Tucker's Orchestra.)
- VON AMMON, FRED.** Actor. (R) Today's Children (Pillsbury Flour Mills Co., NBC Red).
- VON EGIDY, "BARON" K.** News editor, KMPC, Beverly Hills. (L) 17 years. (V) With Marjorie Rambeau.
- VON LINDER, L.** Announcer, writer, WMT, Cedar Rapids.
- VONN, VYOLA.** Singer, actress. (R) Texaco Town, 1937-38 (Texas Co. for Texaco Gasoline, CBS). (GA) Kellogg program, 1936; others. (F) Shorts. (L) Take a Chance (western company), 1934. (V) Kewpie Twins.
- VON ZELL, HARRY.** Announcer, producer. (R) Paul Whiteman, 1928-29 (Old Gold Cigarettes, CBS); Henry & George, 1930-31 (Henry & George Cigars, CBS); Joe & Vi, 1931-34 (Graybar Electric, CBS); Vitality Parade, 1931-32 (Vitality Shoes, CBS); March of Time, 1931-35 (Time, Inc., CBS); La Palina Presents, 1932-33 and Smoke Rings, 1933-34 (La Palina Cigars, CBS); All American Football Show, 1932 (Postum, CBS); Van Heusen Presents, 1932 (Van Heusen Collars, CBS); Henry Burbig, 1932 (Necco Candy Co., CBS); Weed Variety Program, 1932 (Weed Tire Chains, CBS); Roy Atwell, 1932-33 (Tidewater Oil, CBS); Grace Moore and Lou Holtz, 1932-33 (Chesterfield Cigarettes, CBS); Whis-
- pering Jack Smith, 1933 (Musterole, CBS); Elmer Everett Yess, 1933 (Plymouth Motors, CBS); Stoopnagle & Budd, 1933 (Pontiac Motors and Camel Cigarettes, CBS); Will Rogers, 1933 (Gulf Refining, CBS); Newspaper of the Air, 1933-34 (Gulf Refining, CBS); Byrd Antarctic Expedition, 1933-35 (Grape-nuts, CBS); Vick's Open House, 1934 (Vick Chemical Co., CBS); Socony Snow Village Sketches, 1934 (Socony-Vacuum, CBS); Walter O'Keefe, 1934-35 (Camel Cigarettes, CBS); Feenamint Amateur Hour, 1934-35 (Feenamint, CBS); Flying Red Horse Tavern, 1934-35 (Socony-Vacuum, CBS); Great American Tourist, Phil Baker, 1935 (Gulf Refining, CBS); Julia & Frank Crumit, 1935 (Gulf Refining); Good Gulf Gasette, Phil Baker, 1935 (Gulf Refining, CBS); Packard Presents Lawrence Tibbet, 1935-36 (Packard Motors, CBS); Town Hall Tonight, 1935-38 (Bristol-Myers, NBC Red); Good Gulf Summer Stars, 1936 (Gulf Refining, CBS); The Perfect Fool, Ed Wynn, 1936-37 (Spud Cigarettes, NBC Blue); Minute Men, Stoopnagle & Budd, 1936-37 (Minute Tapioca, NBC Blue); Phil Baker, 1937-38 (Gulf Refining, CBS); We the People, 1937-38 (Sanka Coffee, CBS). (F) Pathe News; Warner Bros. and Paramount shorts. (V) M. C. of stage units. (Member CBS announcing staff, 1930-35; currently with Young & Rubicam.)
- VOORHEES, DON.** Musical director. (R) Cavalcade of America (E. I. du Pont de Nemours Co., CBS); Maxwell House Show Boat (General Foods Corp., NBC Red); Texaco Fire Chief (The Texas Co., CBS); others. (L) Broadway Brevities of 1920, 2nd George White's Scandals, Earl Carroll's Vanities, Rain or Shine.
- VOSAS, MARY ANN.** Entertainer, WWVA, Wheeling. (V) Personal appearances.

## W

- WADE, ALBERT G. II.** Writer, WLS, Chicago.
- WADE, FRED.** Chief announcer, singer, character actor, WTIC, Hartford. (R) Also WICC, Bridgeport.
- WADE, GEORGE.** Entertainer, WRVA, Richmond. (R) Also WPTF, Raleigh.
- WAGNER, HAROLD M.** Announcer, program director, WESG, Elmira.
- WAGNER, RALPH.** Sports broadcasts, WOW, Omaha.
- WAIGHT, GEORGE ("Dr. Query").** Conductor intelligence test programs, CKY, Winnipeg. (L) Little Theatre productions (s).
- WAKEFIELD, K. JACK.** Musician, KFEG, St. Joseph. (V) Larry Rich Co., 1929-33; Hope Emerson & Joe Wallace, 1933; Hugh Skelly Revue, 1933.
- WAKEFIELD, OLIVER.** Comedian. (R) Fox Fur Trappers, 1933 (I. J. Fox, CBS); Philip Morris Program, 1935 (Philip Morris & Co., NBC Red); Chesterfield Program, 1937-38 (Liggett & Myers To-



## PROFESSIONAL RECORDS—Continued

- bacco Co. for Chesterfield Cigarettes, CBS). (GA) Rudy Vallee programs, 10 times since 1933. (F) British International Pictures, Fox (British) Pictures (s, f). (L) Ziegfeld Follies, 1933-34 (f). (V) Theatre, hotel and night club appearances.
- WALDROP, ROBERT.** Announcer. (R) John's Other Wife, 1937-38 (Affiliated Products, NBC Red).
- WALKER, MARIE L.** Actress, CKOC, Hamilton. (R) Also NBC and CBS programs, 1933. (L) Productions by George M. Cohan, Henry Miller, Jones & Green, William A. Brady and others (f). (V) Appearances with Louis Mann, Elliott Dexter, Marie Cahill and others.
- WALKER, PAUL.** Commentator, WKBO, Harrisburg.
- WALKER, WILANNA R. (Nancy Nash).** Dramatic actress, WAPI, Birmingham.
- WALL, PEGGY.** Actress (dramatic, ingenue). (R) It Can Be Done, 1936-38 (Household Finance Co., NBC Blue); The Romance of Helen Trent, 1937-38 (Affiliated Products for Edna Wallace Hopper, CBS); Monticello Party Line, 1937-38 (Caldwell's Syrup, transcriptions); Stepmother, 1938 (Colgate-Palmolive-Peet, CBS). (L) Stock, 1935-37 (f).
- WALLACE, GUY C.** Actor, announcer, WBRY, Waterbury. (R) Network shows including Gillette Community Sing (Gillette Razor Co.), Burns & Allen (White Owl Cigars), not current. (F) Short (Paramount), 1931. (L) Le Gallienne Civic Repertory Theatre, 1931-32. (V) "Count Ernest Russo," 1933.
- WALLACE, LOLA A.** Pianist, musical director, WGST, Atlanta.
- WALLACE, WESLEY.** Production, WPTF, Raleigh.
- WALLACE, WILLIAM J.** Announcer, KRBC, Bilene.
- WALFACER, STRANET.** Actress (comedy, ch) Division. (ght), Federal Theatre and WOR, New York. (F) WOV, WMCA, WHN Warner Bros.; New York. (F) Paramount, shows, 1912-24 shorts. (L) Fred Stone 30. (V) Chester Hale, 1929-
- WALLENSTEIN, ALFRED FRANZ.** Musical director, (R) The Voice of Firestone, 1937-38. (F) Firestone Tire & Rubber Co., NBC Red solo cellist, (Musical director, WOR; Chicago Symphony Orchestra, 1923-29; head of cello department,
- Chicago Musical College, 1927-29; member of New York Philharmonic Orchestra, since 1929; concert tours in Europe, North and South America).
- WALLING, WINIFRED.** Musician, arranger, producer, KFH, Wichita. (V) Red Jackets (girl band), Frank Silver's Presentations.
- WALLINGTON, JAMES.** Announcer, M. C. (R) Eddie Cantor, 1936-37 (Lehn & Fink for Pebeco Toothpaste, CBS); Texaco Town, 1937-38 (Texas Co. for Texaco Gasoline, CBS); numerous others since 1930, including programs for Standard Brands, Sun Oil, Coty, Cutex (all NBC). (F) Republic, Columbia (f); shorts. (V) With own unit, 1932-36.
- WALPOLE, HELEN.** Actress. (R) Mr. Keen, Tracer of Lost Persons (American Home Products Corp., NBC Blue).
- WALPOLE, KATHERINE.** Director KOBH Players, KOBH, Rapid City.
- WALSH, GEORGE E.** Sports announcer, producer, WRUF, Gainesville.
- WALTER, WILMER.** Actor (character leads). (R) March of Time, 1932-34 (Time Magazine, CBS); Helen Hayes in Bambi, 1935-37 (General Foods for Sanka Coffee, NBC Blue); The Gumps, 1936-37 (Corn Products Refining Co., CBS) and 1937-38 (Lehn & Fink for Pebeco Tooth Paste, CBS); David Harum, 1936-38 (B. T. Babbitt for Bab-O, NBC Red). (F) Goldwyn (supporting Madge Kennedy). (L) With Erlanger, E. H. Sothern, Tom Powers and others; stock leading man, 18 years. (V) The Late Van Camp, 1915-17.
- WALTERS, JOE.** Announcer. (R) Sperry Male Chorus Parade, 1937 (Sperry Flour, CBS); Good Afternoon, Neighbors, 1937 (Durkee Famous Foods, CBS); Man to Man Sports, 1938 (Roi-Tan Cigars, CBS). (Staff announcer, KSFO, San Francisco).
- WALTERS, WILLIAM F.** Pianist, WIBX, Utica.
- WALTON, HUGH.** Announcer, WCAU, Philadelphia.
- WALTON, SYDNEY.** Commentator, producer, announcer. (R) Hecker's Information Service, 1937-38 (Hecker Products, Mutual); Famous Fortunes, 1938 (General Shoe Corp., Mutual); Voice of Experience, 1938 (Lydia E. Pinkham, Mutual). (F) Paramount (commentator, pictorials); Pathe News (featured commentator); National Screen Trailers. (L) Stock, 1933; director, Vagabond Players, Baltimore Civic Opera, Johns Hopkins

PROFESSIONAL RECORDS—Continued

- University Playshop. (Formerly dramatic director, WBAL, Baltimore; news commentator, WHN, New York City; announcer, WMCA, New York City and WNEW, New York City; currently with WOR.)
- WAMBOLT, MELVIN.** Script writer. (R) Public Hero No. 1 (Falstaff Brewing Corp., NBC Red).
- WARD, CHARLES O.** Novelty musical act, "Hoosier Hot Shots." (R) National Barn Dance, 1934-38 (Miles Laboratories for Alka-Seltzer, NBC Blue); Uncle Ezra, 1935-38 (Alka-Seltzer, NBC Red). (F) Shorts. (L) Sis Hopkins; Way Down East (f). (V) Buzzington Rube Band, later as Rustic Revellers, 10 years; theatre appearances. (Also recordings for Brunswick.)
- WARD, CLAUDE.** Producer, M. C., children's programs, WRC-WMAL, Washington. (R) Corn Cob Pipe Club, 1934-35 (Larus Bro., Mutual, 1934; Yankee, 1935); others, including local shows on WRVA, Richmond.
- WARD, PERRY.** Announcer, M.C., WKY, Oklahoma City. (L) Within the Law, 1934; Judgment Day, 1935; others (f). (V) Theatre appearances.
- WARE, WILLIAM E.** News and sports commentator, WCAU, Philadelphia. (V) Theatre appearances.
- WARING, FRED M.** Orchestra leader, M.C. (R) Fred Waring and His Pennsylvanians (P. Lorillard Co., CBS, 1933-34; Ford Motor Co., NBC Blue, 1934-37; Bromo Quinine, NBC Red, beginning fall of 1938). (F) Warner Bros. (s); shorts. (L) Hello Yourself, 1928-29; Rah Rah Daze, 1930; New Yorkers, 1930-31. (V) Theatre engagements, 1921-38. Records.
- WARNER, GERTRUDE.** Actress, WTIC, Hartford.
- WARNOW, MARK.** Musical director. (R) Your Hit Parade, 1937 (American Tobacco Co. for Lucky Strike Cigarettes, CBS); Jack Berch and His Boys, 1937 (Fels Co. for Fels Naptha Soap, CBS); We, The People, 1937-38 (General Foods for Sanka Coffee, CBS); New York on Parade, 1937-38 (Consolidated Edison Co., WEAf, New York City). (F) Short.
- WARWICK, HOWARD.** Writer. (R) The Virginians and Kenrad Unsolved Mysteries, 1933-35 (Crosley Radio, Mutual); Morning in the Mountains, 1934 (Crosley Radio, Mutual); Crosley Follies, 1935 (Crosley Radio, Mutual); Macy and Her Men, 1935 (Crosley Shelvador, Mutual); You, the Unseen Jury, 1938 (Morris Plan Industrial Bank, NBC Red). (L) The Ave Maria Hour, 1935-37 (WHN, WINS, New York). (Former continuity editor WLW-WSAI, Cincinnati, 1934-39. Radio editor of Writer's Digest, 1937-38.)
- WATERMAN, WILLARD L.** Actor. (R) Girl Alone, 1936-37 (Kellogg Co., NBC Red); Public Hero No. 1, 1937-38 (Falstaff Brewing Co., NBC Red); It Can Be Done, 1937-38 (Household Finance Co., NBC Blue); Attorney-at-Law, 1938 (S. C. Johnson & Son for Johnson's Wax, NBC Blue).
- WATERS, JAMES R.** Character actor. (R) Papa Jake Goldberg in The Goldbergs, 1930-34 (Pepsodent Co., NBC Red); The House of Glass, 1935 (Colgate-Palmolive-Peet, NBC Blue); The Goldbergs, 1937-38 (Procter & Gamble for Oxydol, CBS); WHN, New York City, added, 1938. (L) Friendly Enemies, Abie's Irish Rose, Potash & Perlmutter, The Detour, Bronx Express, It's a Boy, Jarnigan, Wonder Boy, Excursion; others (s, f). (V) Single act and one-act playlets in U. S., Canada, Great Britain, South Africa, Australia and New Zealand; theatre appearances with The Goldbergs, 1934.
- WATERS, VERNON ("Captain Ozie").** Ballad singer, KLZ, Denver, (R) Also KMBC, Kansas City; KPRC, Houston. (F) Shorts. (Also Brunswick recordings.)
- WATKINS, GEORGE.** Singer. (R) Member of Roy Campbell's Royalists on Time of Your Life, Oct. to Dec., 1937 (Gruen Watch Co., NBC Red). (V) Appearances with Roy Campbell's Royalists.
- WATSON, BROOKS.** News commentator, WMBD, Peoria.
- WATSON, GEORGE M.** Announcer, M.C. (R) Double Everything, 1937-38 (Wm. Wrigley, Jr., Co., CBS). (LS) WBBM, Chicago. (F) Shorts.
- WATSON, JESSIE C.** Pianist, singer, KALB, Alexandria.
- WATSON, TOMMY L. M.** Pianist, singer, WLS, Chicago. (R) Also WBBM, Chicago. (V) Oklahoma Cowboys.
- WAXMAN, STANLEY. D.** Dramatic actor. (R) Helen Menken in See Your Unseen Husband, 1937 (Bayer Aspirin, CBS); Friend, 1937 (Personal Finance Co., 1937 (Men CBS); Famous Jury Trial, Jury Court of Men Co., Mutual); True Story, Fadden Public Human Relations, 1937 (Moke Dreams, NBC Red); S;

PROFESSIONAL RECORDS—Continued

- 1937 (La Fendrich Cigars, Mutual); 1937 Radio Show, 1937 (Health Products for Feen-a-mint, Mutual); Personal Column of the Air, 1937 (Procter & Gamble, NBC Blue); Life of Mary Sothern, 1937-38 (Hind's Honey & Almond Cream, CBS); John's Other Wife, 1938 (Affiliated Products, NBC Red); Believe It or Not, 1938 (General Foods Corp., NBC Red). (LS) WMCA, WOR, New York. (F) Shorts. (L) The Eternal Road, 1937.
- WAYWARD, HENRY.** Script writer. (R) Heinz Magazine of the Air (H. J. Heinz Co., CBS).
- WEATHERWAX, BEN K.** Program director, announcer, KXRO, Aberdeen. (V) Two in a Fog, Harpo and the Harpies, 1927-31.
- WEAVER, JANE.** Director women's activities, commentator, WTAM, Cleveland. (L) Greenwich Village Players, 1930; Tarrytown Players, 1931 (s).
- WEAVER, LOUISE.** Pianist, KFRO, Longview.
- WEBB, DORIS.** Singer, pianist, announcer, WLTH, New York. (V) Theatre appearances.
- WEBB, JANE.** Dramatic actress (juvenile). (R) Tom Mix and His Ralston Straight Shooters, 1937-38 (Ralston Purina Co., NBC Blue). (Contract actress, NBC).
- WEBB, KENNETH.** Writer, director. (R) Blackstone Plantation series, which ended 1933 (Blackstone Cigars, CBS); Bond Bread Program with Julia Sanderson & Frank Crumit, 1933-36 (General Baking, CBS); Powder Box Revue, 1934 (Hudnut Sales Co., CBS); Big Ben Dramas, 1934-36 (Western Clock Co., NBC Red); Cavalcade of America, 1935-38 (E. I. du Pont de Nemours, CBS); The Wonder Show, 1936 (Continental Baking, NBC Red); The Heart of Julia Blake, 1938 (Armstrong's Quaker Rugs, transcriptions). (F) Director-author, 1919-30 *Vitagraph*, Famous-Players-Lasky, Whitman Bennett, First National, Pathe and others. (L) Author of One of the Family, 1935; The Houseboat on the Styx, 1928; Zombie, 1933; co-author of The Gay Divorcee, 1933; sketches in The Ritz Revue, The Sketch Book, Artists and Models, Who Cares. (V) Author of numerous acts, including The Rainbow Cocktail, Under the Same Moon, The Best Sellers. (President of the Radio Writers Guild; currently associated with Batten, Barton, Durstine & Osborne.)
- WEBER, CARL.** Actor. (R) Romance of Helen Trent (Affiliated Sales Co., CBS).
- WEBER, MAREK.** Violinist, conductor. (R) Magic Key of RCA, 1937-38 (Radio Corp. of America, NBC Red); Contented Hour, 1938 (Carnation Milk, NBC Red). (LS) Broadcasts from Stevens Hotel, 1937-38 (WENR, WMAQ, Chicago). (L) Concert recitals in European cities. (V) Appearances in Europe. (Also recordings for H. M. V., an English company, RCA Victor, Electrola and others).
- WEBSTER, CHARLES.** Actor (characters, leads). (R) Palmolive Beauty Box Theatre, 1936-37 (Palmolive Soap, CBS); Life of Mary Sothern, 1937 (Hind's Honey & Almond Cream, CBS); Behind Prison Bars, 1937 (Sloan's Liniment, NBC Blue); March of Time, 1937 (Time, Inc., NBC Blue); Cavalcade of America, 1937 (E. I. du Pont, CBS); Nash Speedshow, 1937 (Nash-Kelvinator, CBS); on Broadway, 1937-38 (Diamond Crystal Salt, NBC Blue); Big Sister, 1937-38 (Rinso, CBS); Aunt Jenny's Real Life Stories, 1937-38 (Spry, CBS); The Shadow, 1937-38 (Blue Coal, Mutual); Myrt & Marge, 1938 (Super Suds, CBS); Your Hollywood Parade, 1938 (Lucky Strike Cigarettes, NBC); How to Win Friends and Influence People, 1938 (Colgate Shave Cream, NBC Red); Believe It or Not, 1938 (Huskies & Post Bran Flakes, NBC Red). (Leading actor, NBC's Radio Guild, 1930-38; impersonator of Abraham Lincoln on NBC and CBS over 300 times, George Washington over 200 times). (L) Productions by Charles Frohman, Lee Shubert and others (f). (V) Appearances with Lonnie Haskell; others.
- WEBSTER, MAURIE.** Announcer, producer. (R) Hometown Sketches, 1937-38 (Fels Naptha Soap, CBS); Scattergood Baines, 1937-38 (William Wrigley, Jr., Co., CBS); Hollywood in Person, 1937-38 (General Mills, CBS). (L) The Black Flamingo, 1938; Children of the Moon, 1934; The Pied Piper, 1935; The Dark Tower, 1935. (Chief announcer and program director, KVI, Tacoma, for 4 years; currently on staff of KNX, Los Angeles).
- WEBSTER, ROBERT S.** Announcer, WSAY, Rochester. (R) Also WHAM.
- WEDLOCK, HUGH, JR.** Script writer. (R) Jack Oakie's College (R. J. Reynolds Tobacco Co., CBS); others. (Usually writes as team with Howard Snyder.)
- WEEKS, BARBARA.** Actress. (R) Court of Human Relations (Vadscro Sales Corp., Mutual).
- WEEKS, DONALD H.** Actor (straight,

PROFESSIONAL RECORDS—Continued

- character). (R) Skippy, 1932-36 (General Mills, NBC Red); Today's Children, 1933-38 (Pillsbury Flour Mills, NBC Red); Junior Nurse Corps, 1937-38 (Swift & Co. for Sunbrite Cleanser); others, including First Nighter and Grand Hotel (Campana Sales, NBC Red, NBC Blue). (F) Shorts. (L) Featured player. (V).
- WEELANS, LES.** Musical director, KLZ, Denver.
- WEEMS, HESTER ANN.** Commentator, WWVA, Wheeling, (V) WWVA Jam-boree shows.
- WEEMS, TED.** Orchestra leader. (R) Fiber McGee & Molly, June, 1936 to May, 1937 and July, 1937 to Jan., 1938 (S. C. Johnson & Son, NBC Red); Ted Weems Orchestra, 1937-38 (Varady of Vienna Cosmetics, Mutual); Sunday Matinee, 1938 (Varady of Vienna, Mutual). (V) Theatre and hotel appearances.
- WEGMAN, EDWARD.** Announcer, WSAY, Rochester. (R) Also WESG, Elmira. (F) Shorts. (V) Theatre and night club appearances.
- WEILER, HARRY.** Script writer. (R) Ben Bernie and All the Lads (American Can Co., NBC Blue).
- WEIMER, ORVILLE E.** Announcer, news editor, news commentator, WAAW, Omaha. (R) Also various Iowa and Nebraska network shows.
- WEINGARTH, FRED C.** Announcer, WDAF, Kansas City.
- WEINROTT, LES.** Script writer. (R) Stepmother (Colgate-Palmolive-Peet Co., CBS); Aunt Jemima's Cabin at the Crossroads (Quaker Oats Co., NBC Blue). (Head of L. A. Weinrott and Associates, producers.)
- WEINSTEIN, EVELYN.** Actress, KSFO, San Francisco. (R) Also KYA, San Francisco; KEHE, Los Angeles. (L) Alice in Wonderland, 1927; Drunkard's Child, 1937; Men in White, 1937. (V) Night club appearances.
- WEINTRAUB, WILLIAM.** Musician. (R) Burns and Allen (Campbell Soup Co., CBS); Parties at Pickfair (National Ice Co., CBS). Currently staff musician, KSFO, San Francisco.
- WEIR, SNEDDEN.** Announcer, WOKO, Albany. (L) Concert tours. (V) Roxy's Gang, 1924.
- WEIST, DWIGHT.** Actor. (R) Cavalcade of America (E. I. du Pont de Nemours Co., CBS); Tommy Dorsey's Orchestra (Brown & Williamson Tobacco Co., NBC Blue); Just Plain Bill and Nancy (American Home Products Corp., NBC Red); Baker's Broadcast (Standard Brands, Inc., NBC Blue); Shell Chateau (Shell Union Oil Corp., NBC Red); News of Youth (Ward Baking Co., CBS); (L) Stock.
- WELCH, BOB.** Script writer. (R) Kate Smith's Bandwagon (General Foods Corp., CBS).
- WELCH, HOMER.** Producer, KGW-KEX, Portland. (L) Idiot's Delight, Portland Civic Theatre, 1938 (s).
- WELCH, JOSEPHINE Y.** Program director, WSAR, Fall River.
- WELCH, PHYLLIS.** Actress. (R) John's Other Wife (Affiliated Products, Inc., NBC Red).
- WELCH, WILLIAM E.** Program director, announcer, KOBH, Rapid City. (V) Theatre organist, 1929-34.
- WELDON, JAMES M.** Script writer, WICC, Bridgeport.
- WELLBAND, ERMA.** Pianist, CJRC, Winnipeg.
- WELLES, ORSON.** Writer, actor. (R) The Shadow (Delaware, Lackawanna & Western Coal Co., Mutual); also adaptations of Hamlet and Macbeth. (L) Producer and actor; Julius Caesar, 1937; Cradle Will Rock, 1937; Shoemaker's Holiday, 1938; Heartbreak House, 1938; others.
- WELLINGTON, KATHRINE.** Commercial writer. (R) Guy Lombardo and His Orchestra, 1937-38 (General Baking Co. for Bond Bread, CBS). (LS) Top Hatters, 1937-38 (Richard Hudnut Co., KYW, Philadelphia); Beatrice Fairfax, 1938 (Silver Dust and Gold Dust Co., WOR, New York); other local shows on WCAU, Philadelphia, and transcriptions.
- WELLIVER, RALPH, JR.** Actor. (R) True Story Court of Human Relations (Macfadden Publications, NBC Red); Alias Jimmy Valentine, 1938 (Larus & Bro. Co. for Edgeworth Tobacco, NBC Blue). (LS) WOR, WMCA, New York; Young Widder Jones, 1937 (Sterling Products, Inc., WOR); Recordings. (F) Shorts.
- WELLS, BILLY K.** Script writer (for Lou Holtz). (R) Monday Night Show (Brewers Radio Show Association, CBS).
- WELLS, DICK.** Actor. (R) Court of Missing Heirs (Skelly Oil Co., CBS).

## PROFESSIONAL RECORDS—Continued

- WELLS, GEORGE.** Script writer. (R) Lux Radio Theatre (Lever Bros. Co., CBS).
- WELLS, LINTON.** Commentator. (R) Magic Key of RCA, since Oct. 3, 1937 (Radio Corporation of America, NBC Blue). (Also foreign correspondent, 26 years; Hollywood screen writer; author of several books.)
- WELLS, SARA JANE.** Actress. (R) Jack Armstrong (General Mills, Inc., NBC Red); Betty & Bob (General Mills, CBS); Guiding Light (Procter & Gamble, NBC Red). (L) Child actress, Stuart Walker's Co., 1921.
- WENDT, GEORGE E.** Musician (trumpet), KSFO, San Francisco. (V) Theatre appearances with orchestras.
- WENTWORTH, HARRY.** Casting director, FTRD. (R) Cast all productions 16 months, for Radio Division of Federal Theatre. (F) Casting director, 5 years, for Norma & Constance Talmadge Co.
- WENZEL, ARTHUR A.** Accordionist. (R) National Barn Dance, 1937-38 (Miles Laboratories, Inc., for Alka-Seltzer, NBC Blue). (V) Theatre appearances. (Currently staff musician, WLS, Chicago.)
- WERNER, MARGUERITE.** Pipe organist, WXYZ, Detroit. (R) Also Michigan Radio Network. (V) Theatre appearances.
- WERNER, WILLIAM S.** Cowboy singer, WFAA, Dallas.
- WERTZ, HOYT.** Announcer, actor, poetry reader, KCMO, Kansas City. (R) Also KMBC, KCKN and WDAF, Kansas City. (L) Resident Theatre productions, 1937-38 (f).
- WESLEY, JAY.** Sports and special events, WEEL, Boston. (R) Also CBS regional programs.
- WESLEY, MARIE LOUISE.** Singer, WRUF, Gainesville.
- WEST, JACK.** Actor. (R) The O'Neills (Procter & Gamble Co., NBC Red).
- WEST, JANE.** Script writer, actress. (R) The O'Neills (Procter & Gamble, NBC Red, Blue, CBS). (V) and (L) many years. Onetime circus performer.
- WEST, NORRIS.** Announcer, producer, WCAU, Philadelphia.
- WESTON SISTERS.** Harmony tric, WJAS, Pittsburgh.
- WETZLER, JOSEPHINE.** Home-makers announcer, WMBD, Peoria.
- WEVER, NED.** Actor. (R) Dick Tracy (Quaker Oats Co., NBC Red).
- WHALEY, BERT.** Baritone. (R) Afternoon Serenade, 1937 (Pontiac Dealers of America, CBS); Bicycle Party, 1937 (Cycle Trades of America, NBC Red). (V) Chase & Latour, Laurie & Whaley, 1933-37; theatre appearances. (Featured soloist with George Hall's Orchestra, CBS sustaining program; transcriptions.)
- WHALEY, STORM.** Commentator, announcer, KUOA, Siloam Springs.
- WHEELER, ANTHONY K.** Announcer, WNBF, Binghamton.
- WHEELER, MARSHA.** Commentator, interviewer, continuity writer, WKRC, Cincinnati. (R) Also WLW and WCKY, Cincinnati.
- WHIPPLE, JAMES.** Script writer. (R) Zenith Radio Foundation (Zenith Radio Corp., CBS).
- WHISENANT, A. D. ("Whiz").** Sports commentator, announcer, KRBC, Abilene.
- WHITAKER, HAL.** Singer, WFAA, Dallas. (V) Bumble Bees.
- WHITE, AL.** Actor. (R) Good Afternoon Neighbors (Durkee Famous Foods, Inc., CBS); My Secret Ambition (Durkee Famous Foods, Inc., CBS).
- WHITE, ALBERT.** Musical director. KSFO, San Francisco. (R) Also Mutual Broadcasting System; transcriptions. (V) Appearances with Horace Heidt, Sophie Tucker.
- WHITE, BILLY.** Actor, tenor. (R) Sinclair Minstrels, Nov. 18, 1935 to Jan. 4, 1937 (Sinclair Reining Co., NBC Blue); Kaltenmeyer Kindergarten, Nov. 1, 1936 to Oct. 30, 1937 (Quaker Oats Co., NBC Red). (V) Theatre appearances; with own band at Chicago night club; featured soloist with Ted Fio-Rito, Gus Arnheim, Bing Crosby, Jimmy Grier, Carlos Molina, and others.
- WHITE, DAVE** (Dave White's Texas Ramblers). Orchestra leader, WDEV, Waterbury.
- WHITE, DAVID W.** Program director. (R) Mobil Oil Concert, 1925-33 (Socony-Vacuum, NBC Red); Guy Lombardo & His Orchestra, 1934-38 (General Baking Co. for Bond Bread, CBS). (LS) Schaefer Revue, 1937-38 (F. & M. Schaefer Brewing Corp., WOR and WEAf, New York).

## PROFESSIONAL RECORDS—Continued

- WHITE, FRED M.** Writer, KGW-KEX, Portland. (L) Stock, 1913.
- WHITE, MRS. HAMILTON.** Social shopper, WSYR, Syracuse.
- WHITE, HELEN CARROLL.** Women's commentator and stylist, WDAF, Kansas City.
- WHITE, KENNETH E.** Newscaster, announcer, WAPO, Chattanooga. (R) Also KALB, Alexandria.
- WHITE, LES.** Script writer. (R) Tim & Irene (Admiracion Laboratories, Inc., Mutual); Royal Crown Revue (Royal Crown Cola, NBC Blue).
- WHITE, LEW.** Organist. (R) Travel Talks by Malcolm La Prade (Thomas Cook & Son, NBC Red); Benjamin Moore Triangle Club (Benjamin Moore & Co., NBC Red). (F) Shorts. (V) Theatres, expositions.
- WHITE, ORRIN F.** Singer, WEEL, Boston. (R) Also WBZ and WNAC, Boston; WTIC, Hartford. (L) Peaceful Haven; Great American Home. (V) Theatre appearances.
- WHITEHEAD, CHARLES R. ("Chuck").** Trap drummer, KGW-KEX, Portland. (R) Also KOIN-KALE, Portland. (L) Henry Duffy Players (musical director), 1928. (V) Since 1902; Chuck Whitehead's Band; Chuck Whitehead's Family Band; others. (Manager, Spokane Symphony Orchestra, 1917-24.)
- WHITEHEAD, HENRY COWLES.** Musical director, WTAR, Norfolk. (R) B. A. Rolfe Orch., 1932-33 (Procter & Gamble, NBC.) (V) Radio City Music Hall Orch.; Earl Carroll's Vanities, 1932.
- WHITEMAN, PAUL.** Orchestra leader. (R) Paul Whiteman's Orchestra, 1932 (Buick Motor Car Co., NBC Red); Paul Whiteman Chieftains, 1932 (Pontiac Motor Car Co., NBC Blue); Paul Whiteman's Orchestra, 1933-35 (Kraft-Phenix Cheese Corp., NBC Red); Paul Whiteman's Musical Varieties, 1936 (Jergens-Woodbury Sales Corp., NBC Blue); Paul Whiteman and His Orchestra, 1937-38 (Liggett & Myers for Chesterfield Cigarettes, CBS). (F) Universal (s); 20th Century-Fox; Vitaphone shorts. (L) Three Ziegfeld Follies, Dillingham's Lucky; Billy Rose's Jumbo (s). (V) Personal appearances in theatres, night clubs and hotels throughout the country; European tour. Concerts, alone and with symphony orchestras; onetime viola player in Denver Symphony; organizer of first internationally known "jazz" band (largely responsible for introduction of "jazz" in Europe); Victor records.
- WHITLEY, BILL.** Lyric baritone, WAAT, Jersey City. (R) Also NBC, WNEW, New York. (V) Theatre, hotel and club appearances.
- WHITLEY, THOMAS M.** Musician, WWVA, Wheeling. (V) Road bands.
- WHITMAN, VICTOR.** Script writer. (R) Carol Kennedy's Romance (H. J. Heinz Co., CBS).
- WHITMAN, ZAYNE.** Actor. (R) Thrills (Union Oil Co., NBC Red).
- WHITNEY, FRANK ("Curley").** Singer KSFO, San Francisco. (V).
- WHITNEY, YALE.** Announcer, KFI-KECA, Los Angeles. (L) Concert recitals.
- WHITTEMORE, JOSEPH F.** Singer, WMBG, Richmond. (V).
- WICKER, IREENE.** Actress, singer. (R) The Singing Lady, 1931-38 (Kellogg Co., NBC Blue); Ireene Wicker's Music Plays, 1936-38 (Kellogg Co., Mutual); others. Specialist in children's stories and songs.
- WIDMER, HARRIETTE K.** Actress (Negro characters). (R) Grand Hotel, 1933-37 (Campana Sales, NBC Blue); The First Nighter, 1933-37 (Campana Sales, NBC Red); Tale of Today, 1935-38 (Princess Pat, Ltd., NBC Red); Amos 'n' Andy, 1935 (Pepsodent Co., NBC Red); Sinclair Minstrels, 1936 (Sinclair Refining Co., NBC Blue); Fibber McGee & Molly, 1937 (S. C. Johnson & Son, NBC Red); Couple Next Door, 1937 (Procter & Gamble, Mutual); Betty & Bob, 1937 (General Mills, CBS); Aunt Jemima in the Cabin at the Crossroads, 1937-38 (Quaker Oats Co., NBC Blue).
- WIENESICK, EMERALD.** Pianist, organist, KHQ-KGA, Spokane.
- WILBER, CHARLES.** Singer, WMT, Cedar Rapids. (V) Theatre appearances.
- WILBER, MAX.** Singer, WMT, Cedar Rapids. (V) Theatre appearances.
- WILBOURN, JOHN L.** Announcer, singer, WBAL, Baltimore.
- WILCOX, ALEXANDER G.** Announcer, continuity writer, producer, WBRK, Pittsfield.
- WILCOX, HARLOW.** Announcer. (R) Fibber McGee & Molly (S. C. Johnson & Son, Inc., NBC Red).
- WILDER, JACK.** Script writer. (R) Sunday Matinee (Varady of Vienna, Mutual).

PROFESSIONAL RECORDS—Continued

- WILES, CHARLES** ("Chuck"). Drummer, xylophonist, KANS, Wichita. (F) Subway Sadie, 1925. (V) 1923-24; Vincent Lopez, Goodrich (Vertown) Orchestras; Arthur Pryor's Band.
- WILEY, HUGH.** Script writer. (R) I Want a Divorce (Sussman Wormser & Co., NBC Red).
- WILKERSON, DOROTHY.** Soprano, KTAR, Phoenix.
- WILKERSON, MEL.** Tenor, KTAR, Phoenix.
- WILKIE, EARL.** Actor. (R) Your Parlor Playhouse (Lovely Lady Cosmetic, Mutual).
- WILKINSON, OLIVER.** Musician, WMBG, Richmond.
- WILLARD, JAMES A., JR.** Children's program, WFIL, Philadelphia.
- WILLIAM, ROLLIE R.** Producer. (R) Phillips Poly Follies, 1936-38 (Phillips Petroleum Co., CBS). (V) Elizabeth Brice Band, 1926-27. Currently with KMOX, St. Louis.
- WILLIAMS, ALUN.** Announcer, WMCA, New York. (R) Also Northwestern Neighbors, 1936 (N. W. Electric Co., CBS). (F) Shorts.
- WILLIAMS, EDWARD P.** Announcer, WRNL, Richmond.
- WILLIAMS, GLENN.** News, special events announcer, WESG, Elmira.
- WILLIAMS, JAN.** Singer, arranger, producer, KOIN-KALE, Portland. (R) Also NBC and CBS programs, 1934-35; WHO, Des Moines. (V) Theatre appearances.
- WILLIAMS, MURDOCH.** Pianist, baritone, Negro monologues, WCKY, Cincinnati. (R) Also WLW, WSAI, WKRC and WCPO, Cincinnati. (V) Song and Rhythm Man from Dixie.
- WILLIAMS, ROBERT C.** Announcer, WSOC, Charlotte. (R) Also WBT, Charlotte.
- WILLIAMS, ROWENA.** Actress. (R) Your Parlor Playhouse (Lovely Lady Cosmetics, Mutual).
- WILLIAMS, WINTHROP.** Singer, M.C., WDAF, Kansas City.
- WILLIAMSON, DUDLEY E.** Production manager, KOL, Seattle. (F) Shorts. (L) Henry Duffy Players, 1927-28 (f). (V) Williamson & Green, comedy act, 1929-30; theatre appearances.
- WILLIAMSON, GORDON.** Sports commentator, man-on-the-street, special events, CFRN, Edmonton.
- WILLIAMSON, GREGORY.** Director, writer. (R) NEC network director, 1929-32; wrote Lucky Strike Police Dramas, 1931-32; Great Moments in Science, 1932; New York Life Dramas. (Radio director, Lennen & Mitchell, 1932; Lord & Thomas, 1932-36; Pedlar & Ryan, 1936-38).
- WILLIS, FORREST L.** Announcer, singer, pianist, WOKO, Albany. (R) Also WABY, Albany. (V) 1924.
- WILLIS, GORDON.** Production manager, singer, writer, announcer, KGGC, San Francisco. (R) Also KMBC, WDAF, WHB, KWKC (now KCMO), WLBF (now KCKN), Kansas City; KGW and KEX, Portland; KROW, Oakland; KFRC, San Francisco, and others. (L) Portland Opera Co. (V) Circuit engagements.
- WILLIS, RICHARD.** Singer, musician, WSPD, Toledo. (F) Shorts. (V) Village Barn Hill Billies, Eagtime Cowboys, 1933.
- WILLIS, WALT.** Sports (fishing) speaker, WHN, New York.
- WILLS, PAUL.** General and sports announcer, WTMV, East St. Louis. (V) Madeline Young & Co., 1925-34.
- WILLSON, JAMES.** Entertainer, program director, WWL, New Orleans. (V).
- WILLSON, MEREDITH.** Musical director. (R) Signal Carnival, 1936-38 (Signal Oil Co., NBC Red); Good News of 1938, 1937-38 (General Foods for Maxwell House Coffee, NBC Rec.). (GA) With San Francisco Symphony, 1936-37, presenting own Symphony No. 1 in F Minor. (Composer of O. O. McIntyre Suite, Song of Steel, Parade Fantastique, House of Melody, etc.; author of What Every Young Musician Should Know. Currently musical director, NBC Western Division).
- WILSON, BETH.** Singer, M. C., actress (R) Nash Speed Show, 1937 (Nash Car Co.; CBS), also WMCA, New York. (L) with Pauline Lord in Launcy. (V) MacAllister Sisters, 1923-33. Also with orchestras of Enoch Light, Vincent Lopez, Ben Pollack. Currently with KFWB, Los Angeles.
- WILSON, BILL.** Pianist, CJRC, Winnipeg. (R) Also Canadian Broadcasting Corp.
- WILSON, BOB.** News commentator, special events, WOWO-WGL, Ft. Wayne.
- WILSON, DON.** Announcer. (R) Jell-O

## PROFESSIONAL RECORDS—Continued

- Program Starring Jack Benny, 1934-38 (General Foods Corp., NBC Red); others.
- WILSON, DON.** Musician, singer. (R) National Barn Dance, 1933-38 (Miles Laboratories for Alka-Seltzer, NBC Blue); Pinex Mountain Merrymakers, 1935-36 (Pinex Cough Syrup, NBC Blue). (LS) Keystone Wire & Fence Co., 1933-38; Murphy Products Co., 1936-38 (WLS, Chicago). (V) Tom & Don, 1933-34; Rube Tronson & His Texas Cowboys, 1934-35; The Hilltoppers, 1935-38.
- WILSON, DOUGLAS.** Tenor. (R) Varsity Fair, since Sept. 20, 1937 (Campana Sales, NBC Blue). (LS) WCFL, Chicago, 1937.
- WILSON, EDWARD L.** Announcer, continuity writer, WTAD, Quincy.
- WILSON, ELLA.** Pianist, WORL, Boston. (V) Night club appearances.
- WILSON, FRANCIS.** Writer. (R) Dramatic writer and editor, WLW, Cincinnati, 2 years; general dramatic scripts, NBC, 4 years; currently script editor, Lord & Thomas, Inc.
- WILSON, FRANK.** Script writer. (R) Time to Shine, 1937 (Griffin Manufacturing Co., NBC Blue). Kay Kyser's Musical Class & Dance (American Tobacco Co., NBC Red).
- WILSON, FRED.** Tenor, WTAM, Cleveland. (R) Also WMCA, and WOR, New York; NBC and CBS programs. (F) Shorts. (L) Student Prince, Lucky, Lace Petticoat, Sidewalks of New York; others (f). (V) Soloist, with band; Spizzy Init Melody Lane. (Recordings for Columbia, Perfect, Cameo and others.)
- WILSON, GEORGE E.** Program director, KWTO-KGBX, Springfield. (V) Minstrels.
- WILSON, GRACE.** Soprano, CJRC, Winnipeg. (L) Winnipeg Lyric Society, 1930-34 (s).
- WILSON, GRACE.** Ballad singer, WLS, Chicago. (R) Also WCFL, Chicago. (V) Single singing act, 1906-23.
- WILSON, KATHLEEN.** Dramatic actress. (R) Claudia Barbour in One Man's Family, since 1932 (successively sponsored by Wesson Oil & Snowdrift, Penn Tobacco, Royal Gelatin; Standard Brands for Tender Leaf Tea, 1935-38, NBC Red). NBC Pacific Coast sustaining program, National Players, 1928-31. (L) Stock and Little Theatre productions (s, f).
- WILSON, ROY.** Pianist, WMBH, Joplin.
- WILSON, STUART.** Entertainer, KHJ, KFWB, Los Angeles.
- WILSON, WARD.** Impersonator, actor, announcer. (R) Royal Vagabonds, 1931-32 (Standard Brands, Inc., NBC Blue); Chats with Peggy Winthrop, 1933 (Lever Bros. Co., NBC Blue); Chase & Sanborn Program, 1933-34 (Standard Brands, Inc., NBC Red); The Adventures of Gracie, 1934 (General Cigar Co. for White Owl Cigars, CBS); Armour Program with Phil Baker, 1934 (Armour Co., NBC Blue); Town Crier, 1934 (Cream of Wheat, CBS); Life Saver Rendezvous, 1935 (Life Saver, Inc., NBC Blue); Bambi, 1936-37 (General Foods Corp. for Sanka Coffee, NBC Blue); Summer Stars, 1937 (Gulf Refining Co., CBS); others. (F) Shorts, trailers, 1932-37. (V) Single, 1932-37; Phil Baker, 1934-37.
- WILT, MARION C.** Actress (dramatic), WIBX, Utica.
- WINCHCOLL, JOHN.** Dramatic actor, announcer. (R) The Musical Steelmakers, 1938 (Wheeling Steel Corp., Mutual). (Director of Wheeling Little Theatre).
- WINCHELL, WALTER.** Commentator. (R) Walter Winchell and Orchestra, 1930 (Saks 34th St., WABC; Wise Shoes, WABC; Gerardine Hair Tonic, CBS); Lucky Strike Dance Orchestra, 1931 (American Tobacco for Lucky Strike Cigarettes, NBC Red); Walter Winchell, 1932-38 (Andrew Jergens Co. for Jergens Lotion, NBC Blue). (F) 20th Century-Fox (s); Warner Bros. shorts. (V) Winchell & Greene in Puppy Love, 1910-20; theatre appearances, alone and with Harry Richman and Ben Bernie; original stage work as a hooper. (Columnist, King Features Syndicate; dramatic critic).
- WINKLER, BETTY.** Dramatic actress. (R) Girl Alone, 1935-36 (Kellogg Co., NBC Red); Lights Out, NBC Nite Club, 1936-37 (NBC Red); It Can Be Done, 1936-37 (Household Finance, NBC Red); Fibber McGee & Molly, 1937 (S. C. Johnson & Son for Johnson Wax, NBC Red). (L) Cleveland Playhouse and stock. (V).
- WINNER, PERCY.** Commentator, newscaster, WQXR, New York. (R) Also political commentator, CBS, 1936; foreign short-wave commentator, CBS, 1936-37; director International Division, NBC, in charge of short-wave service, 1937-38.
- WINNINGER, CHARLES J.** Actor (character, comedy). (R) Role of Capt. Henry,



## PROFESSIONAL RECORDS—Continued

- Maxwell House Show Boat, 1932-37 (General Foods for Maxwell House Coffee, NBC Red). (F) Universal, 1936-38 (s); others previously. (L) Cohan Revue, 1916-18; No. No, Nanette; Ziegfeld's Showboat, 1927-29, 1931 (s); originally in stock and repertory. (V) 1914-17.
- WINSETT, BILL.** Announcer. WTJS, Jackson.
- WINSLOWE, PAULA.** Actress. (R) Hollywood Hotel, 1935-37 (Campbell Soup Co., CBS); Texaco Town, 1937 (Texas Co., CBS); Vick's Open House, 1937 (Vick Chemical Co., CBS); Chase & Sanborn Program, 1937 (Standard Brands for Chase & Sanborn Coffee, NBC Red); Silver Theatre, 1937 (International Silver, CBS); Al Jolson, 1937 (Lever Bros. for Rinso, CBS); Hollywood Mardi Gras, 1937 (Packard Motor Car Co., NBC Red); Good News of 1938, 1937 (General Foods for Maxwell House Coffee, NBC Red); Big Town, 1937-38 (Lever Bros. for Rinso, CBS). (L) Pasadena Playhouse, 1933.
- WINTER, JOAN.** Actress. (R) Girl Alone (Kellogg Co., NBC Red).
- WINTERS, JOHN.** Organist. (R) Or. Broadway (General Foods Corp., NBC Blue).
- WINTERS, RAY.** Announcer, producer. (R) Daily Information Service, 1937-38 (Hecker Products, Mutual); The Lamp-lighter, 1938 (Grossman Shoes, Mutual); Way Down East, 1938 (Sterling Products, Mutual); Kitty Keene, 1938 (Procter & Gamble, Mutual); Strongheart Pet Club, 1938 (Doyle Packing Co., Mutual). (F) Paramount News (staff voice commentator); short subjects (narrator).
- WINTERS, ROLAND.** Announcer, WAAB-WNAC, Boston.
- WINTHROP, JOHN.** Director, character actor. WTIC, Hartford. (L).
- WISEMAN, ROYAL V.** Announcer, KRE, Berkeley.
- WISSMAN, MEL.** Assistant program director, writer. WWJ, Detroit. (R) Souvenirs, 1934-38; Troupers, 1935-36; Voice of Carelessness and It Might Happen to You, 1935-38; Death Fighters, 1936-37 (all over WWJ); others, since 1926. (Formerly free lance and member of an orchestra.)
- WITHEE, ALICE.** Commentator, WJAX, Jacksonville.
- WITHERELL, RICHARD E.** Tenor, WHEB, Portsmouth.
- WITMER, WEBB L.** Announcer, WDAF, Kansas City. (L) Pasadena Community Playhouse and Oxy Players, 1931-33 (s).
- WOLF, ED.** Program director. (R) Pepper Young's Family, 1933-38 (Procter & Gamble for Camay Soap, NBC Red and Blue); Road of Life, 1936-38 (Procter & Gamble for Chipso, NBC Red and CBS). (L) Productions by Belasco, Theatre Guild, Selwyn & Co., Jessie Bonstelle (as director or assistant director).
- WOLF, ELAINE.** Newscaster, WSPD, Toledo.
- WOLF, JOHN ALLEN.** Announcer. (R) Sports commentator, 1936 (Wheaties, CBS); Dr. Allan Roy Dafee, since Oct., 1936 (Lehn & Fink for Lysol, CBS); Jack and Loretta, Jan. to Oct., 1937 (Kirkman's Soap, CBS); Major Bowes' Capitol Theatre Family, 1936-37 (CBS); others. (V) Member of a dance band, 1925-36; theatre master of ceremonies, 1929-35.
- WOLF, JOHNNY.** Actor. (R) Jack and Loretta (Kirkman & Son, CBS); Kaltenecker's Kindergarten (Quaker Oats Co., NBC Red).
- WOLFE, WINIFRED.** Dramatic actress. (R) One Man's Family, since April 3, 1935 (Standard Brands for Tender Leaf Tea, NBC Red).
- WOLFF, NAT.** Script writer, producer. (R) Music From Hollywood (Liggett & Myers Tobacco Co., CBS); many others previously.
- WOMACK, LEON.** Announcer, KICA, Clovis.
- WONS, TONY.** Inspirational speaker. (R) Camel Quarter Hour, 1932 (R. J. Reynolds Tobacco for Camel Cigarettes, CBS); Camel Caravan, 1933 (Camel Cigarettes, CBS); Tony Wons with Keenan & Phillips, 1933-34 (S. C. Johnson & Son, CBS); The House by the Side of the Road, 1934-35 (S. C. Johnson & Son, NBC Red); Tony Wons and His Scrapbook, 1937-38 (Vick Chemical Co., CBS). (V) Tour of principal cities with Camel Cigarette Show, 1932-33.
- WOOD, BARRY.** Singer. (R) Barry Wood, 1936 (Procter & Gamble for Drene Shampoo, NBC Blue). (F) Shorts. (V) Appearances with Vincent Lopez, Abe Lyman and Paul Ash.
- WOOD, BEATRICE H.** Announcer, dramatic actress, WTIC, Hartford.
- WOOD, GRACIA.** Script writer. (R) Emily Post (Florida Citrus Commission, CBS).
- WOOD, LEE.** Commentator, WCKY, Cin-

PROFESSIONAL RECORDS—Continued

- cinnati. (R) Also KVOD, Denver, WKRC, Cincinnati.
- WOOD SISTERS** (Jerry, Elois, Sybil). Vocal trio, KVOO, Tulsa.
- WOODARD, HOWARD E.** Announcer, writer, actor, WCBS, Springfield. (R) Also WTMV, East St. Louis.
- WOODBIDGE, ROSS.** Announcer, WHEC, Rochester.
- WOODBURY, BY.** Musical director, KDYL, Salt Lake City. (V) Woodbury's Variety Show; tours with own orchestra.
- WOODLING, WOODY.** Announcer, KYOS, Merced. (R) Also KJBS, San Francisco; KQW, San Jose.
- WOODMAN, RUTH CORNWALL.** Script writer. (R) Death Valley Days (Pacific Coast Borax Co., NBC Blue).
- WOODS, CHARLES.** Announcer. (R) Smoke Dreams (H. Fendrich, Inc., NBC Red).
- WOODS, DONALD.** Dramatic actor. (R) Those We Love, 1938 (Lamont Corliss & Co. for Pond's Creams, NBC Blue). (F) Warner Bros., M-G-M, Fox, Universal (f); shorts. (L) National Theatre Players, 1932-33; Elitch's Gardens, 1933-34 (s, f).
- WOODWARD, DOROTHY P.** Comedienne, singer, KMOX, St. Louis. (L) Bainbridge Players; others (f). (V) Woodward Children; Weber & Woodward.
- WORDEN, RALPH.** News editor and newscaster, announcer, WGAR, Cleveland. (R) Also WHK, Cleveland.
- WORTH, BETTY.** Actress. (R) Court of Human Relations (Vadsco Sales Corp., Mutual); True Story Court of Human Relations (Macfadden Publications, NBC Red); Kate Smith's Bandwagon (A & P Tea Co., CBS); others. (LS) WHN, New York. (F) Shorts (Warner Bros.). (L) Ziegfeld Follies, School for Virtue.
- WORTHINGTON, EDWARD.** Actor (character, straight), WTIC, Hartford. (L) Stock; Federal Theatre.
- WOUK, HERMAN.** Script writer. (R) Town Hall Tonight, since 1936 (Bristol-Myers for Ipana Toothpaste and Sal Hepatica, NBC Red) in collaboration with Arnold Auebach and Fred Allen.
- WRAGGE, ELIZABETH.** Dramatic actress. (R) Red Davis, 1933-35 (Beech-Nut Packing Co., NBC Blue); True Story Court of Human Relations, 1933-38 (Macfadden Publications, NBC Red); Pepper Young's Family, 1935-38 (Procter & Gamble, NBC Red and Blue); other NBC programs since 1928. (L) Betsey (Ziegfeld); Mima (David Belasco); My Maryland (Shubert); The Roof (Charles Hopkins); Dead End (Norman Bel Geddes); others (f).
- WRIGHT, CECIL ("Rowdy").** Member cowboy trio, KVOO, Tulsa. (R) Also with Al Pearce, CBS and Don Lee, 3 years; KOA, Denver.
- WRIGHT, BURTON.** Actor. (R) Betty & Bob (General Mills, Inc., CBS); Modern Cinderella (General Mills, Inc., CBS).
- WRIGHT, DOROTHY E.** Home economist, WOWO-WGL, Fort Wayne. (L) Lake Shore Players, 1936.
- WRIGHT, KEN.** Organist, WKY, Oklahoma City. (V) Theatre organist.
- WRIGHT, MEL.** Announcer, WNEW, New York.
- WRIGHT, ROY H.** Musical director, CFRN, Edmonton. (R) Also Canadian Broadcasting Corp. (Composer of song cycles, piano works and a symphony.)
- WRIGHT, SIDNEY G.** Singer, CHWK, Chilliwack.
- WYANT, DALLAS P.** Continuity writer, WSAZ, Huntington.
- WYMAN, MRS. ALICE.** Women's commentator, WFBC, Greenville.
- WYNNE, RICHARD.** Announcer, KYA, San Francisco.

Y

- YANDON, DELMAR H.** Musician, arranger, KFGY, Spokane.
- YARBOROUGH, BARTON.** Actor. (R) One Man's Family, since 1932 (successively sponsored by Wesson Oil & Snowdrift, Penn Tobacco, Royal Gelatin; Standard Brands for Tender Leaf Tea, 1935-38, NBC Red); numerous other shows. (L) Interference (London pro-

PROFESSIONAL RECORDS—Continued

- duction), 1926-27; Civic Repertory, 1927; stock, 1928-30; Henry Duffy, 1930-31 (f). (V) Theatre appearances.
- YARNISH, JOSEPH.** Actor. (R) Gang Busters (Colgate - Palmolive - Peet Co., CBS).
- YATES, FRED.** Script writer. (R) News-time With Sam Hayes (Bank of America National Trust & Savings Association, CBS).
- YEWELL, JEAN.** Singer. (R) Sparton Triolians, 1935 (Sparton Radios, NBC Red); Matt Clemens, the Melody Master, 1935-36 (General Electric, NBC Red); Time of Your Life, 1937 (Gruen Watch Co., NBC Red). (F) Shorts. (V) Roy Campbell's Royalists, 1935-37; theatre, night club and hotel appearances. (Currently with WNEW, New York.)
- YORKE, RUTH.** Actress. (R) Marie, the Little French Princess, 1932-35 (Affiliated Products for Angelus Rouge, CBS); Little Italy, 1933 (D. L. & W. Coal Co. for Blue Coal, CBS); Kitchen Cavalcade, 1937-38 (C. F. Mueller Co. for Mueller's Spaghetti, NBC Blue). (L) Parnell, 1935; Plumes in the Dust, 1936.
- YOUNG, AGNES.** Actress. (R) Mrs. Wiggs of the Cabbage Patch (American Home Products Corp., NBC Red).
- YOUNG, CARLETON G.** Actor (leads). (R) Johnny Presents, 1937 (Philip Morris & Co., CBS); Carol Kennedy's Romance, 1937 (H. J. Heinz Co., CBS); Hilltop House, 1937-38 (Colgate-Palmolive-Peet) for Palmolive Soap, CBS); On Broadway, 1937-38 (General Foods for Diamond Crystal Salt, NBC Blue); Aunt Jenny's Real Life Stories, 1937-38 (Lever Bros. for Spry, CBS); others, including transcriptions. (L) Five Broadway productions, including The Man Who Reclaimed His Head, with Claude Rains and Jean Arthur.
- YOUNG, DAVID R.** Producer, actor, announcer, special events, KGB, San Diego. (R) Also Don Lee Network. (L) Savoy Stock Co., 1931-32.
- YOUNG, FRANK W.** Pianist, announcer, WOL, Washington. (R) Also WJSV, WMAL, Washington. (L) Earl Carroll Vanities, others (f). (V) 4 Aces & a Jack, 1925-26, others.
- YOUNG, HUGH ("Rusty").** Commentator, CJRC, Winnipeg. (R) Also WCCO, Minneapolis-St. Paul; KFSD, San Diego; WIOD, Miami. (L) Detroit Civic Theatre, 1930-31. (V) Tony Sarg's Marionettes, 1936-37; also various circuits and units.
- YOUNG, JAMES ("Tuck").** Announcer, newscaster, WGH, Newport News. (R) Also WLVA, Lynchburg. (L) Provincetown Players, 1931-32.
- YOUNG, RUSS.** Announcer, producer, director. (R) Bachelor's Children, since Sept., 1935 (Cudahy Packing Co. for Old Dutch Cleanser, CBS and Mutual); We Are Four, since Sept., 1935 (Libby, McNeill & Libby (Mutual).
- YOUNG, VICTOR.** Orchestra leader. (R) Rinso Program Starring Al Jolson (Lever Bros. Co., CBS). (F) Composer, musical director for Paramount.
- YOUNG, VIRGINIA.** Script writer. (R) Benjamin Moore Triangle Club (Benjamin Moore & Co., NBC Red).
- YOUNGMAN, HENRY.** Comedian, M.C. (R) Kate Smith's Bandwagon (General Foods Corp., CBS). (V) Theatre and night club engagements.
- YOURS TRULY MR. DOOLEY (Frank S. Groves, Jr.)** Question and answer man, KCMO, Kansas City. (R) Also WOW, Omaha; WHB, Kansas City. (V).

Z

- ZAPPALA, CLOTILDA.** Coloratura soprano, WAAB-WNAC, Boston.
- ZAYDE, JASCHA.** Pianist, WQXR, New York. (L) Recitals and concert tours.
- ZENNER, MARGIE.** Singer, KFPY, Spokane. (V) Theatre appearances.
- ZERBE, LAWSON.** Actor. (R) Fleischmann Hour, 1937 (Standard Brands for Fleischmann's Yeast, NBC Red); We, The People, 1937-38 (General Foods for Sanka Coffee, CBS); Hello Peggy, 1937-38 (Drackett Co. for Drano, NBC Red); Road of Life, 1937-38 (Procter & Gamble for Chipso, NBC Red); David Harum, 1938 (B. T. Babbitt Co. for Bab-O, NBC Red); others.
- ZINK, ALFRED H.** Dramatic director, WEBR, Buffalo. (L) Stock, 1901-02; director, revival of Friendly Enemies, 1928.
- ZOR, LASSIE.** Announcer. (R) Your Parlor Playhouse (Lovely Lady Cosmetics, Mutual).

## ARTISTS BUREAUS

In this list are those bureaus acting as agencies or representatives for artists. Not included are the artist bureaus maintained by radio stations as captive subsidiaries from which to draw talent for their programs. These latter may be found under the individual station information.

- A & S LYONS, INC.**, 1501 Broadway, New York, N. Y. *Phone*: Lackawanna 4-7460. *Executives*: Arthur S. Lyons, president; Samuel T. Lyons, vice-president. *Branch offices*: 520 California Bank Bldg., Beverly Hills, Calif.; Arthur S. Lyons, manager. *Connies, Ltd.*, 92 Regent St., London W. 1; A. E. Vere Barker, manager.
- CHARLES H. ALLEN**, RKO Building, 1270 Sixth Ave., New York, N. Y. *Phone*: Circle 7-4124.
- ARMAND & L'ESTELLE**, Fine Arts Bldg., 410 S. Michigan Ave., Chicago, Ill. *Phone*: Harrison 3435. *Executives*: Estelle A. Lutz, manager and owner; Armand H. Buisseret, musical director.
- ARTISTS & AUTHORS CORPORATION OF AMERICA**, 8611 Sunset Blvd., Hollywood, Calif. *Phone*: Oxford 2371. *Executives*: Arthur M. Landau, Al J. Leeds
- ARTISTS MANAGEMENT BUREAU**, 17 East 45th St., New York, N. Y. *Phone*: Murray Hill 2-1888. *Executives*: Irving Strouse, Jeane Cohen.
- ASSOCIATED ARTISTS, INC.**, 8627 Sunset Blvd., Los Angeles, Calif.
- ASSOCIATED BROADCASTING CO., LTD.**, Hermant Bldg., Toronto, Ont., Canada. *Phone*: Elgin 3345. *Executives*: E. A. Byworth, president; D. H. Copeland, vice-president; J. C. Tobin, transcription manager; Frederick Helson, traffic manager; Stan Francis, production manager; A. S. R. Toby, recording engineer. *Branch office*: Dominion Square Bldg., Montreal, Que. (Belair 3325); M. Maxwell, vice-president; W. A. Eversfield, secretary-treasurer; B. J. Cossman, script director.
- ASSOCIATED RADIO ARTISTS**, 1650 Broadway, New York, N. Y. *Phone*: Circle 7-4452.
- BALDWIN RECORDING STUDIOS, INC.**, 1043 Madison Ave., New York, N. Y. *Phone*: Rhinelander 4-6960. *Executives*: C. Paul Baldwin, president; Paul P. Wrigley, vice-president and treasurer.
- BACHELOR ENTERPRISES, INC.**, 234 W. 44th St., New York, N. Y. *Phone*: Bryant 9-9089. *Executives*: Walter Batchelor, director of radio; Howard Reilly, assistant. *Branch office*: Walter Batchelor Agency, 8782 Sunset Blvd., Hollywood (Crestview 18181).
- WALTER BACHELOR CORP.**, 8782 Sunset Blvd., Hollywood, Calif. *Phone*: Crestview 18181. *Executives*: Walter Batchelor, president and treasurer; Howard Reilly, vice-president; John Gross, secretary. *Branch office*: Batchelor Enterprises, Inc., 234 W. 44th St., New York (Bryant 9-9089).
- M. S. BENTHAM**, 1564 Broadway, New York, N. Y. *Phone*: Bryant 9-1227. *Radio casting*: Alan Brock. *Representatives*: Leo Morrison, 6777 Hollywood Blvd., Hollywood, Calif. Arthur Hirsch, Berlin-Charlottenburg 9, Reichsstrasse 81, Germany. Han Lederer, Roche Agency, 15, Rue de Trevisse, Paris, France. Eric L'Epine Smith, Essanay, Piccadilly House, 33-37, Regent St., London, S. W. 1, England.
- BERG & ALLENBERG, INC.**, 9484 Wilshire Blvd., Beverly Hills, Calif. *Phone*: Oxford 3131. *Executives*: Phil Berg and Bert Allenberg; Cornwell Jackson, radio department.
- STANLEY BERGERMAN, INC.**, 9165 Sunset Blvd., Hollywood, Calif. *Phone*: Oxford 3196. *Executives*: Stanley Bergerman, president; John E. Hostater, vice-president; B. Moritz, secretary. *Branch offices*: None, as such, but have affiliates in New York, London, Vienna and Paris.
- HERMAN BERNIE, INC.**, 630 Fifth Ave., New York, N. Y. *Phone*: Circle 7-6201. *Executives*: Herman Bernie, president; Ben Bernie, vice-president; Dorothy Menzin, secretary-treasurer. *Branch office*: 9200 Wilshire Blvd., Beverly Hills, Calif.
- HARRY BESTRY**, 1501 Broadway, New York, N. Y. *Phone*: Chickering 4-3394.
- BEYER & MacARTHUR**, 1680 N. Vine St., Hollywood, Calif. *Phone*: Hillside 2125. *Executives*: Charles Beyer, Arthur MacArthur; Herchel Crockett, associate; Margaret Newberry, executive secretary.

## ARTISTS BUREAUS—Continued

- JOSEPH BLOOM**, 19 West 44th St., New York, N. Y. *Phone:* Vanderbilt 3-8950. *Phone:* Crestview 6161. *Executives:* Hallam Cooley, S. George Ullman.
- BRISCOE & GOLDSMITH, INC.**, 522 Fifth Ave., New York, N. Y. *Phone:* Vanderbilt 3-8683. *Executives:* George Goldsmith, president; Johnson Briscoe, vice-president; Margaret Lynch, manager.
- CHAMBERLAIN BROWN**, 145 West 45th New York, N. Y. *Phone:* Bryant 9-8480.
- CLEVELAND B. CHASE, INC.**, 424 Madison Ave., New York, N. Y. *Phone:* Eldorado 5-1720. *President:* Cleveland B. Chase.
- COLLIER-WEBER-TODD, INC.**, 8584 Sunset Blvd., Hollywood, Calif. *Phone:* Oxford 3101. *Executives:* Ruth Collier, president; David Todd, vice-president.
- COLUMBIA ARTISTS, INC.**, Columbia Broadcasting System, Inc., 485 Madison Ave., New York, N. Y. *Phone:* Wickersham 2-2000. *Executives:* Herbert Ira Rosenthal, general manager. *West Coast office:* Columbia Management of California, Inc., Columbia Square, Hollywood; W. Arthur Rush, managing director.
- COLUMBIA CONCERTS CORP.**, 113 West 57th St., New York, N. Y. *Phone:* Circle 7-6900. *Executives:* William S. Paley, chairman of the board; Arthur Judson, president; F. C. Coppicus, Lawrence Evans, Jack Salter, Edward Klauber, Frédéric Schang, Jr., and Fitzhugh W. Haensel, vice-presidents; Paul Louis, radio representative. *Branch offices:* 344 Wrigley Bldg., Chicago. Columbia Management of California, Inc., Columbia Square, Hollywood (Hollywood 6365); W. Arthur Rush, manager.
- NEIL C. CONKLIN**, 75 East Wacker Drive, Chicago, Ill. *Phone:* Franklin 1144.
- CONSOLIDATED RADIO ARTISTS, INC.**, RCA Bldg., 30 Rockefeller Plaza, New York, N. Y. *Phone:* Columbus 5-3580. *Executives:* Charles E. Green, president; A. M. Richardson, secretary; Stanford Zucker, general manager; Frank Burke, publicity director. *Branch offices:* 838 Keith Bldg., Cleveland; Ben Zucker, manager. 32 W. Randolph St., Chicago; Bert Gervis, manager. 109 N. Akard St., Dallas; Charles Moyer, manager. 9028 Hollywood Blvd., Hollywood; Larry Allen, manager. 111 Sutter St., San Francisco; Larry Allen, manager.
- COOLEY & ULLMAN AGENCY**, 9111 Sunset Blvd., Beverly Hills, Calif.
- EVERETT CROSBY**, 9028 Sunset Blvd., Beverly Hills, Calif.
- HARRY DeSHON**, 8736 Sunset Blvd., Los Angeles, Calif.
- DOLAN & DOANE, INC.**, 8905 Sunset Blvd., Hollywood, Calif. *Phone:* Crestview 19185.
- EVANS & SALTER, INC.**, Division of Columbia Concerts Corp. (q.v.).
- FAMOUS ARTISTS**, 9441 Wilshire Blvd., Beverly Hills, Calif.
- FANCHON & MARCO AGENCY, INC.**, RCA Building, 30 Rockefeller Plaza, New York, N. Y. *Phone:* Circle 7-5630. *Executives:* John A. Partington, president; Harry C. Arthur, Jr., vice-president, treasurer; Samuel Shayon, secretary. *Branch office:* 5600 Sunset Blvd., Hollywood; Black; Wolff; Bren. (Note: Other branch offices do not handle radio talent.)
- FIELD, MOSES & JONES, INC.**, 730 Fifth Ave., New York, N. Y. *Phone:* Circle 6-2677. *Executive:* John Moses.
- FREDDIE FRALICK MANAGEMENT**, 9016 Sunset Blvd., Hollywood, Calif. *Phone:* Crestview 6111.
- GEORGE FRANK, INC.**, 1626 N. Vine St., Hollywood, Calif. *Phone:* Hillside 3188. *President:* George Frank.
- GALE, INC.**, 48 West 48th St., New York, N. Y. *Phone:* Longacre 3-6111; 6112. *President:* Moe Gale.
- GEORGE & MOODY AGENCY**, 9006 Sunset Blvd., Hollywood, Calif. *Phones:* Crestview 11101; Oxford 1186. *President:* Robert E. George.
- WILLIAM GERNANTZ**, 551 Fifth Avenue, New York, N. Y. *Phone:* Murray Hill 2-5150.
- CLARK H. GETTS, INC.**, Waldorf Astoria Hotel, New York, N. Y. *Phone:* Plaza 3-9005.
- GOLDER-LANG**, 9122 Sunset Blvd., Beverly Hills, Calif.
- NAT GOLDSTONE AGENCY**, 8782 Sunset Blvd., Hollywood, Calif. *Phone:* Oxford 1131.
- LILLIAN GORDONI**, Hotel Crillon, Chicago, Ill. *Phone:* Calumet 6700-6979. *Executives:* Lillian Gordoni, owner-

## ARTISTS BUREAUS—Continued

- manager; Alyce Lovan Musmanno, musical director; Dennis Wood, program director; Nat Lee, commercial manager.
- MARK HANNA**, 654 Madison Avenue, New York, N. Y. Phone: Regent 4-6250. Owner: Mark Hanna.
- HAWKS-VOLCK CORP.**, California Bank Bldg., 9441 Wilshire Blvd., Beverly Hills, Calif. Phone: Oxford 3121. Executives: A. George Volck, president; William B. Hawks, vice-president; Frances L. Inglis, second vice-president and secretary; Oretta D. Davis, treasurer; William Shiffrin, general manager.
- LELAND HAYWARD, INC.**, 654 Madison Ave., New York, N. Y. Phone: Regent 4-7000. President: Leland Hayward. Branch office: Leland Hayward & Co., Ltd., Beverly Hills, Calif.
- WALTER HERZBRUN AGENCY**, 8983 Sunset Blvd., Los Angeles, Calif. Phone: Oxford 4157. Executives: Walter Herzbrun, owner; Louis Cline, story editor. New York representative: Arthur O. Herzbrun, 1440 Broadway (Longacre 5-3364).
- HESSE & McCAFFREY**, 501 Madison Ave., New York, N. Y. Phone: Eldorado 5-1076. Executives: Nelson S. Hesse and William McCaffrey, partners.
- HIXSON - O'DONNELL ADVERTISING, INC.**, 555 S. Flower St., Los Angeles, Calif. Phone: Mutual 8331. Executives: G. K. Breitenstein, president; R. M. Hixson, secretary; J. E. O'Donnell, treasurer.
- CONSTANCE HOPE ASSOCIATES, INC.**, 673 Fifth Ave., New York, N. Y. Phone: Plaza 3-3390. President: Constance Hope.
- LOU IRWIN, INC.**, 8555 Sunset Blvd., Hollywood, Calif. Phone: Oxford 1005. President: Lou Irwin. Branch office: 30 Rockefeller Plaza, New York, N. Y. (Circle 6-1234).
- JESSE L. KAUFMAN, INC.**, 22 West 48th St., New York, N. Y. Phone: Pennsylvania 6-2409. President: Jesse L. Kaufman.
- AL KINGSTON-WALTER MEYERS, INC., AGENCY**, 9120 Sunset Blvd., Hollywood,

**C**OLUMBIA MANAGEMENT OF CALIFORNIA, INC. is a major link in the world's most complete management-service for musical (and other) stars of recognized brilliance. The quality of its talent is unequalled in every field of first-rank entertainment. *Columbia Management* represents its own artists—and all the artists of the *Columbia Concerts Corporation* and of *Columbia Artists, Inc.*—for motion pictures and radio on the Pacific Coast. In all Eastern engagements, *Columbia Management* clients and artists enjoy complete management service directly from the *Columbia Concerts Corporation* or *Columbia Artists, Inc.* *C* These three great talent organizations span the world—wherever great music and great artists are heard.

**COLUMBIA MANAGEMENT OF CALIFORNIA, INC.**  
*Columbia Square, Hollywood, Hollywood 6365, W. ARTHUR RUSH, Managing Director*  
AFFILIATED WITH COLUMBIA CONCERTS CORPORATION AND COLUMBIA ARTISTS, INC.

## ARTISTS BUREAUS—Continued

- Calif. Phone: Crestview 18161. Executives: Al Kingston, Walter Meyers.
- JACK LAVIN**, Park Central Hotel, Seventh Ave. and 55th St., New York, N. Y. Phone: Circle 7-8000.
- LEADING ATTRACTIONS, INC.**, 515 Madison Ave., New York, N. Y. Phone: Plaza 3-8093. Executives: L. Schaad, president, treasurer; Aaron Steiner, vice-president.
- THOMAS LEE ARTISTS SERVICE, INC.**, 6253 Hollywood Blvd., Hollywood, Calif. Phone: Granite 7171. Executives: Max Schall, manager; Marty Martyn, motion picture division; W. Carroll Tornroth, radio division. Branch office: 1000 Van Ness Ave., San Francisco, Calif.; H. C. Moore, manager.
- M. C. LEVEE**, 1300 N. Crescent Heights, Hollywood, Calif.
- W. BIGGIE LEVIN AGENCY**, 612 N. Michigan Ave., Chicago, Ill. Phone: Superior 0506. Executives: W. Biggie Levin, in charge; N. A. Miller, assistant; R. Adler, treasurer.
- MORT LEWIS**, 39 Fifth Ave., New York, N. Y. Phone: Gramercy 3-2465. Executives: Mort Lewis, president; Lester Lewis, secretary and treasurer.
- HAROLD LEYTON, INC.**, 9172 Sunset Blvd., Los Angeles, Calif. Phone: Crestview 0121.
- LICHTIG & ENGLANDER**, 6425 Hollywood Blvd., Hollywood, Calif. Phone: Hillside 1101. Executives: Harry H. Lichtig and Ben A. Englander, partners.
- BEN B. LIPSET, INC.**, 607 Fifth Ave., New York, N. Y. Phone: Plaza 3-6268-9. President: Ben B. Lipset.
- JACK MANDEL**, 160 West 46th St., New York, N. Y. Phone: Longacre 5-8176.
- GENE MANN AGENCY**, 8949 Sunset Blvd., Hollywood, Calif. Phone: Crestview 1-1135. Associate: Budd Mann.
- ZEPPO MARX OF HOLLYWOOD, INC.**, 8732 Sunset Blvd., Hollywood, Calif.
- METRO ARTIST BUREAU**, 1650 Broadway, New York, N. Y. Phone: Circle 7-2829. Executive: Ted Nelson, director.
- MIDDLETON-SACKIN**, 9006 Sunset Blvd., Beverly Hills, Calif.
- MILLS ARTISTS, INC.**, 799 Seventh Ave., New York, N. Y. Phone: Circle 7-7167. Executives: Irving Mills, president, treasurer; Jack Mills, vice-president; Samuel Jesse Buzzell, secretary and counsel; William H. Mittler, assistant treasurer. Branch office: 9132 Sunset Blvd., Hollywood, Calif.; Irving Mills, manager.
- MONTER-GRAY, INC., AGENCY**, 8736 Sunset Blvd., Hollywood, Calif. Phone: Crestview 11191. Executives: Richard A. Monter, president; Edward M. Gray, secretary-treasurer.
- RAYMOND R. MORGAN CO.**, 6362 Hollywood Blvd., Hollywood, Calif. Phone: Hempstead 4194. Executives: Raymond R. Morgan and Ernest Hix, partners; R. E. Messer, general manager; Cyril Armbrister, radio director (casting and direction); Felix Mills, musical director; Frank B. Howe, publicity director.
- WILLIAM MORRIS AGENCY, INC.**, RKO Building, 1270 Sixth Ave., New York, N. Y. Phone: Circle 7-2160. Executives: William Morris, Jr., president; Ruth Morris, vice-president; Abe Lastfogel, treasurer; John Hyde, general manager. Branch offices: William Morris Theatrical Agency, Oriental Theatre Bldg., Chicago; Morris F. Silver, manager. William Morris Agency, 8511 Sunset Blvd., Hollywood; Murray Feil, manager.
- LEO MORRISON, INC.**, 6777 Hollywood Blvd., Hollywood, Calif. Phone: Gladstone 3161. Executives: Leo Morrison, president; Alta Todd, secretary and treasurer. Branch office: 1776 Broadway (Circle 7-6413); Loretta Ashendorf, in charge.
- MUSIC CORPORATION OF AMERICA**, 745 Fifth Ave., New York, N. Y. Phone: Wickersham 2-8900. Executives: Jules C. Stein, president; William R. Goodheart, executive vice-president; David A. Werblin; Willard Alexander; Harold Hackett; Emanuel Sacks; Louis Mindling; Phil Bloom; John Duggan; Harry Moss; Michael Markels; Joe Wider; Elmer Gazley; Gerry Barrett; Bart McHugh; Howard Barnes; Irving Lazar; William Von Zehle; Lew Wasserman. Branch office: 430 N. Michigan Ave., Chicago, Ill.; Personnel: Charles Miller, William H. Stein, Karl Kramer, Maurie Lipsey, Russell Facchine, Jim Breyley, Eddie Elkort, Will Ryshanek, George Campbell, Jay Oberndorf, Ruth Ray, Helen Golde. 9300 Burton Way, Beverly Hills, Calif.; Personnel: Taft Schreiber, Arthur Park, Larry Barnett, Reuel Freeman, Max B. Elliott, Frank Mastroly, Walter Johnson, Dorsey Forrest, Selmer Chalif, William Meiklejohn. 111 Sutter St., San Francisco, Calif.; Personnel: Lyle Thayer, Eames Bishop. Union Trust Bldg.,

## ARTISTS BUREAUS—Continued

Cleveland, O.; *Personnel*: DeAry G. Barton, Merle Jacobs, Roy Howard, Seymour Heller, Bill Beutel. Tower Petroleum Bldg., Dallas, Tex.; *Personnel*: Norman Steppe, Hogan Hancock. 16 Old Bond St., W. 1, London, England; *Personnel*: Earl Bailey, Herman Stein, George Black.

**NBC ARTISTS SERVICE**, National Broadcasting Co., Inc., RCA Bldg., 30 Rockefeller Plaza, New York, N. Y. *Phone*: Circle 7-8300. *Executives*: George Engles, managing director; Daniel S. Tuthill, assistant managing director; Marks Levine, manager, concerts division; Frances R. King, manager, private entertainment; Edward de Salisbury, sales promotion manager; Ethel B. Gilbert, advertising agency sales; John Babb, advertising agency sales; Samuel L. Ross, advertising agency sales; Franklyn Robertson, advertising agency sales; Charles Facer, advertising agency sales; William A. Hillpot, program department contact; Jack Von Tilzer, theatres, clubs, pictures; Robert Smith, auditions; Frank Jones, management representative; Jeanette Green, manager, N. Y. recital division; Helen Mobert, concert publicity; O. O. Bottorff, vice-president, Civics Concert Corp.; S. Hurok, Hurok Attractions, Inc.; Raymond Porrier, bookings, confirmations. *Branch offices*: Artists Service, Inc., of Massachusetts, Hotel Bradford, Boston; John Holman, manager. Merchandise Mart, Chicago; Alex Robb, manager; Robert M. Kendall, management representative. 111 Sutter St., San Francisco; Lloyd Yoder, manager. 5515 Melrose Ave., Hollywood; Dema Harshbarger, manager; Charles Smith, management and sales representative; Jack Votion, management and sales representative.

**NORTH & FLAUM**, 1564 Broadway, New York, N. Y. *Phone*: Bryant 9-8667. *Executives*: Meyer B. North, Joseph Flaum.

**ORSATTI & CO.**, 9121 Sunset Blvd., Beverly Hills, Calif.

**RODNEY PANTAGES, INC.**, 6233 Hollywood Blvd., Hollywood, Calif. *Phone*: Hollywood 2211. *Executives*: R. A. Pantages, president; L. A. Snitzer, vice-president; P. N. Stevens, secretary and treasurer.

**EDYTHE M. PHILIPS**, 1270 Sixth Ave., New York, N. Y. *Phone*: Columbus 5-3187.

**IRA PLATKY, INC.**, 9172 Sunset Blvd., Hollywood, Calif. *Phone*: Oxford 6264.

**RADIO CENTRAL CASTING BUREAU**,

Mather Tower, 75 East Wacker Drive, Chicago, Ill. *Phone*: Central 4069. *Executive in charge*: Nan Elliott.

**RADIO ORCHESTRA CORPORATION**, 1619 Broadway, New York, N. Y. *Phone*: Columbus 5-5952. *Executives*: Ralph S. Peer, president and general manager; Ben Taft, sales manager.

**RADIO PROGRAMME PRODUCERS**, Keefer Bldg., Montreal, Que., Canada. *Phones*: Harbour 6612; Belair 2125. *Executives*: Ivan F. Tyler, director of English programs; Paul L'Anglais, director of French programs.

**REBECCA & SILTON CO., INC.**, 6605 Hollywood Blvd., Hollywood, Calif. *Phone*: Hillside 1121. *Executives*: Eddie Silton, president; Miss Rebecca, vice-president and treasurer; Ira C. Uhr, secretary.

**ROCKE PRODUCTIONS, INC.**, RKO Bldg., 1270 Sixth Ave., New York, N. Y. *Phone*: Circle 7-7630. *Executives*: Ben Roche, president; Norman Livingston, vice-president and sales manager; Ernest E. Chappell, production manager.

**ROCKWELL-O'KEEFE, INC.**, RKO Building, 1270 Sixth Ave., New York, N. Y. *Phone*: Circle 7-7550. *Executives*: Thomas G. Rockwell, president; Michael Nidorf, vice-president; F. C. O'Keefe, treasurer; Thomas J. Martin, Jr., 2nd vice-president; Warren H. Pearl, assistant treasurer. *Branch offices*: 32 W. Randolph St., Chicago; Tom Thatcher, manager. 9038 Sunset Blvd., Hollywood; Harman Nelson, manager. 111 Sutter St., San Francisco. 199 Piccadilly, London, W. 1., England; Leslie A. Macdonnell, manager.

**HARRY A. ROMM, INC.**, RKO Building, 1270 Sixth Ave., New York, N. Y. *Phone*: Circle 6-1144. *Executives*: Harry A. Romm, president; Leonard Romm, general manager.

**I. M. SACKIN**, 6605 Hollywood Blvd., Hollywood, Calif.

**JAMES L. SAPHIER**, RKO Building, New York, N. Y. *Phone*: Circle 7-2135. *Executives*: James L. Saphier, James L. Stirton. *Branch Office*: 6331 Hollywood Blvd., Hollywood, Calif. (Hollywood 7356); James L. Saphier, in charge.

**SIG SCHLAGER**, 8776 Sunset Blvd., Los Angeles, Calif.

**AD SCHULBERG-SAM JAFFE, INC.**, 8555 Sunset Blvd., Hollywood, Calif. *Phone*: Oxford 6121. *Executives*: Sam Jaffe, president; Ad Schulberg, vice-president;



## ARTISTS BUREAUS—Continued

John Maschio, associate. *Branch office:* Ad Schulberg, Ltd., 7 Park Lane, London W. 1, England.

**SELVIAIR BROADCASTING SYSTEM, INC.**, 75 East Wacker Drive, Chicago, Ill. *Phone:* Randolph 8877. *Executives:* Arthur A. Kohn, president; Irving Rocklin, secretary and treasurer.

**MYRON SELZNICK & CO., INC.**, 9460 Wilshire Blvd., Beverly Hills, Calif. *Phone:* Crestview 1-9171. *Executives:* Myron Selznick, president; Nat Wolff, in charge of radio department. *Branch offices:* Myron Selznick, Ltd., 630 Fifth Ave., New York (Circle 7-6201); Herman Bernie, in charge of radio department. Myron Selznick, Ltd., 7-8-9 St. James St., London, S.W. 1, England; Harry Ham, managing director.

**MAX SHAGRIN AGENCY**, Equitable Bldg., Hollywood, Calif. *Phone:* Granite 5171. *Executives:* Max Shagrin, owner; Abe Sugarman, associate; Laura D. Wilck, story department; Pat Lowe, secretary.

**LOUIS SHURR**, 1501 Broadway, New York, N. Y. *Phone:* Chickering 4-8240.

**SIMON AGENCY, INC.**, 1270 Sixth Ave., New York, N. Y. *Phone:* Columbus 5-7772.

**THE SMALL CO.**, Guaranty Bldg., 6331 Hollywood Blvd., Hollywood, Calif. *Phone:* Hollywood 2722. *Executives:* Edward Small, president; Morris Small, vice-president and treasurer.

**WILLIAM STEPHENS**, 8913 Sunset Blvd., Los Angeles, Calif.

**DOUGLAS F. STORER**, RKO Building, 1270 Sixth Ave., New York, N. Y. *Phone:* Circle 7-7672. *President:* Douglas F. Storer.

**H. N. SWANSON, INC.**, 8523 Sunset Blvd., Hollywood, Calif. *Phone:* Crestview 15115. *Executives:* H. N. Swanson, president; Robert D. Lewis, manager radio department.

**UNIVERSAL RADIO ARTISTS**, 2 West 46th St., New York, N. Y. *Phone:* Bryant 9-7763. *Executives:* William J. Wynne, president; F. Klyne, treasurer.

**RUDY VALLEE ORCHESTRA UNITS**

**CORP.**, 9 Rockefeller Plaza, New York, N. Y. *Phone:* Circle 7-2620. *Executives:* Rudy Vallee, president; Judge Hyman Bushel, secretary and treasurer; Lester Laden, business manager; Andrew Wiswell, assistant.

**JESSE WADSWORTH**, 8776 Sunset Blvd., Los Angeles, Calif.

**MILTON WEINBERG**, 325 W. Eighth St., Los Angeles, Calif.

**WLS ARTISTS BUREAU**, 1230 W. Washington Blvd., Chicago, Ill. *Phone:* Haymarket 7500. *Executives:* Clementine Legg, George Ferguson, Earl W. Kurtze.

**WOR ARTISTS BUREAU**, 1440 Broadway, New York, N. Y. *Phone:* Pennsylvania 6-8383. *Executives:* Nat M. Abramson, manager; Annette Marantz, Herman Paley, Henry Frankel, Stella Berthoff. *Personnel:* Edna Van Veen, Al Roth, Albert Hoffman, Elizabeth H. Knox, Ruth Beck, Florence Stearns.

**ROGER WHITE**, RKO Building, 1270 Sixth Ave., New York, N. Y. *Phone:* Circle 7-4943.

**WILSON, POWELL & HAYWARD, INC.**, 444 Madison Ave., New York, N. Y. *Phone:* Plaza 5-5480. *Executives:* F. LeRoy Wilson, president; Bruce Powell, vice-president, treasurer; Henry P. Hayward, vice-president, secretary; James V. Peppe, general manager.

**LEONARD F. WINSTON**, 11 West 42d St., New York, N. Y. *Phone:* Pennsylvania 6-8933. *Owner and manager:* Leonard F. Winston.

**WOLF ASSOCIATES, INC.**, RKO Building, 1270 Sixth Ave., New York, N. Y. *Phone:* Columbus 5-1621. *Executives:* Edward Wolf, general manager; Jack Rubin, story editor; William M. Koblenzer, sales manager; Jane West, Adelaide Marstone, writers; Carlo De Angelo, director. *Branch office:* 6912 Hollywood Blvd., Hollywood; L. Wolfe Gilbert, manager.

**DOROTHY WORTHINGTON**, 501 Madison Ave., New York, N. Y. *Phone:* Wickersham 2-2759.

**ZANFT & BATCHELOR**, 8782 Sunset Blvd., Los Angeles, Calif.

## PROGRAM PRODUCERS

This list includes those independent firms building programs, either wholly or in part, for agencies and their clients. Procedure usually is that an agency hiring one of these firms "farms" its production out, so to speak, for a fee agreed upon.

**ADVERTISERS BROADCASTING CO.**, 205 East 42nd St., New York, N. Y. Phone: Murray Hill 4-1364.

**AERIAL PUBLICIZING, INC.**, 509 Madison Ave., New York, N. Y. Phone: Plaza 3-6451. *Executives:* Herbert Weston, president; Irving J. Henry, vice-president; Arthur R. Learey, production manager. *Branch office:* 122 So. Benton Way, Los Angeles (Federal 4083); R. Clark, manager.

**AEROGRAM CORP.**, 1611 Cosmo Street, Hollywood, Calif. Phone: Hillside 7211. *Executives:* George H. Bird, president; Herman Brugger, vice-president; G. Curtis Bird, secretary-treasurer; William H. Voeller, sales director.

**AIR FEATURES, INC.**, 247 Park Avenue, New York, N. Y. Phone: Wickersham 2-0077. *President, treasurer:* James E. Sauter.

**ALLIED ADVERTISING AGENCIES, INC.**, 553 South Western Ave., Los Angeles, Calif. Phone: Drexel 7331. *Executives:* W. F. Gardner, president; Walter McCreery, manager; Mel Roach, production manager; Ted Dahl, Dick Bartlett and Jerry Norton, account executives. *Branch office:* 525 Market St., San Francisco; Robert O. Davis, manager.

**AMERICAN RADIO FEATURES**, 5658 Wilshire Blvd., Los Angeles, Calif. *Executives:* Frederick C. Dahlquist, president; Percy Friedlander, vice-president; George W. Prince, Jr., treasurer; L. D. Ross, secretary; Sherman McFedries, Jr., production manager; Forrest Barnes, writer; C. S. Holden, research.

**ARMAND & L'ESTELLE**, Fine Arts Bldg., 410 S. Michigan Ave., Chicago, Ill. Phone: Harrison 3435. *Executives:* Estelle A. Lutz, manager and owner; Armand H. Buisseret, musical director.

**ASSOCIATED BROADCASTING CO., LTD.**, Hermant Bldg., Toronto, Ont., Canada. Phone: Elgin 3345. *Executives:* E. A. Byworth president; D. H. Copeland, vice-president; J. C. Tobin, transcription manager; Frederick Helson, traffic manager; Stan Francis, production manager; A. S. R. Toby, recording engineer. *Branch office:* Dominion

Square Bldg., Montreal, Que. (Belair 3325); M. Maxwell, vice-president; W. A. Eversfield, secretary-treasurer; B. J. Cossman, script director.

**ASSOCIATED CINEMA STUDIOS**, 1357 N. Gordon St., Hollywood, Calif. Phone: Hempstead 2131. *Executives:* Mark L. Gerstle, president; Frank W. Purkett, vice-president and general manager.

**ASSOCIATED RADIO PRODUCTIONS**, 540 N. Michigan Ave., Chicago, Ill. Phone: Superior 8636. *Executives:* Stuart Haydon, executive director; N. M. Belcastro, associate director in charge of music; Fred Howard, in charge of continuity; A. Marney, director of special events.

**ASSOCIATED TRANSCRIPTIONS OF HOLLYWOOD**, 6604 Melrose, Los Angeles, Calif.

**ATLAS RADIO DISTRIBUTING CORP.**, 333 N. Michigan Ave., Chicago, Ill. Phone: Franklin 5390. *Executives:* Herbert R. Ebenstein, president; Claude C. Ezell, vice-president; Harold C. Hopper, secretary and treasurer; L. Daniel Blank, manager. *Branch offices:* 60 East 42nd St., New York (Vanderbilt 3-4750); Harold A. Stretch, manager. 2011 Jackson St., Dallas (Direct 71791); William G. Underwood, manager. 6253 Hollywood Blvd., Hollywood (Granite 1211); Ray Coffin, manager.

**BALDWIN RECORDING STUDIOS, INC.**, 1043 Madison Ave., New York, N. Y. Phone: Rhinelander 4-6960. *Executives:* C. Paul Baldwin, president; Paul P. Wrigley, vice-president and treasurer.

**WALTER BATCHELOR CORP.**, 8782 Sunset Blvd., Hollywood, Calif. Phone: Crestview 18181. *Executives:* Walter Batchelor, president and treasurer; Howard Reilly, vice-president; John Gross, secretary. *Branch office:* Batchelor Enterprises, Inc., 234 West 44th St., New York (Bryant 9-9089).

**WALTER BIDDICK COMPANY (RADIO PROGRAMS DIVISION)**, 568 Chamber of Commerce Bldg., Los Angeles, Calif. Phone: Richmond 6184. *Executives:* T. N. Turner, manager; G. M. Biddick, field manager.

## PROGRAM PRODUCERS—Continued

**JOSEPH BLOOM**, 19 West 44th St., New York, N. Y. *Phone:* Vanderbilt 3-8950.

**CHASE & LUDLAM**, 30 Rockefeller Plaza, New York, N. Y. *Phone:* Circle 7-4366; 4367. *Executives:* George Ludlam and Frank Chase, co-partners.

**CLEVELAND B. CHASE, INC.**, 424 Madison Ave., New York, N. Y. *Phone:* Eldorado 5-1720. *President:* Cleveland B. Chase.

**J. RALPH CORBETT, INC.** *Officers:* J. Ralph Corbett, president; Charles B. Meade, vice-president; Florence Nanes, treasurer; Joseph McGhee, secretary. *New York office:* Graybar Bldg., 420 Lexington Ave. (Mohawk 4-4528); Walter Freeman, manager. *Chicago office:* 520 N. Michigan Ave. (Delaware 3262); George Roosen, manager. *Cincinnati office:* 1304 Carew Tower (Parkway 1463); J. Ralph Corbett, manager.

**WALTER CRAIG**, 1 University Place, New York, N. Y. *Phone:* Gramercy 7-4991. *Executives:* Walter Craig, president; Kenneth Burton, associate; Howard Miller, writer; B. Swaim, talent buyer.

**DOLAN & DOANE, INC.**, 8905 Sunset Blvd., Hollywood, Calif. *Phone:* Crestview 19185.

**EARNSHAW RADIO PRODUCTIONS (EARNSHAW-YOUNG, INC.)**, 6425 Hollywood Blvd., Hollywood, Calif. *Phone:* Hempstead 5050. *Executives:* Harry A. Earnshaw, president; Fenton W. Earnshaw, vice-president and sales manager; Harry L. Earnshaw, secretary-treasurer. *Branch offices:* 545 Fifth Ave., New York (Murray Hill 2-3376); Charles Michelson, executive in charge. Southam Bldg., Calgary, Canada; F. W. Cannon, executive in charge. 12, Rue Abel-Ferry, Paris, France; Herbert Rosen, executive in charge.

**FANCHON & MARCO AGENCY, INC.**, RCA Building, 30 Rockefeller Plaza, New York, N. Y. *Phone:* Circle 7-5630. *Executives:* John A. Partington, president; Harry C. Arthur, Jr., vice-president, treasurer; Samuel Shayon, secretary. *Branch office:* 5600 Sunset Blvd., Hollywood; Black; Wolff; Bren. (Note: Other branch offices do not handle radio production.)

**LILLIAN GORDONI**, Hotel Crillon, Chicago, Ill. *Phone:* Calumet 6700-6979. *Executives:* Lillian Gordoni, owner-manager; Alyce Lovan Musmanno, musical director; Dennis Wood, program director; Nat Lee, commercial manager.

**DAVID E. GREEN ASSOCIATES**, 551 Fifth Ave., New York, N. Y. *Phone:* Murray Hill 2-1555. *Executive:* David E. Green, president.

**GROMBACH PRODUCTIONS, INC.**, Steinway Building, 113 W. 57th St., New York, N. Y. *Phone:* Circle 6-6540. *Executives:* Captain Jean V. Grombach, president; D. L. Provost, treasurer; T. Sills, in charge of production. *Branch offices:* 8 Newberry St., Boston; James Murley, manager. 6200 Franklin Ave., Los Angeles; Emil Seidel, manager. (Jean V. Grombach, Inc., and Advertisers' Recording Service, Inc., transcription manufacturers (q.v.) have the same officers and directors as this organization, but are separate companies inasmuch as there is no interchange of stock.)

**JACK HASTY**, 2 Rochelle Road, Larchmont, N. Y.

**INTERSTATE ADVERTISING AGENCY, INC.**, 1008 Marshall Bldg., Cleveland, O. *Phone:* Main 9444. *Executives:* George A. Kirkendale, president; Carl M. Marvin, vice-president; Jessie M. Johnson, secretary and treasurer.

**KASPER-GORDON STUDIOS, INC.**, 140 Boylston St., Boston, Mass. *Phones:* Devonshire 7357-7358. *Executives:* Edwin H. Kasper, president and production manager; Aaron S. Bloom, secretary-treasurer, director commercial department; Edmund N. Buzzell, manager recording division; Robert W. Graham, assistant production manager.

**KING FEATURES SYNDICATE, INC.**, 235 E. 45th St., New York, N. Y. *Phone:* Murray Hill 2-5600. *Executives:* J. V. Connolly, president; Ward Greene, executive editor; Bradley Kelly, associate editor; Frank Nicht, sales manager.

**LEADING ATTRACTIONS, INC.**, 515 Madison Ave., New York, N. Y. *Phone:* Plaza 3-8093. *Executives:* L. Schaad, president, treasurer; Aaron Steiner, vice-president.

**MORT LEWIS**, 39 Fifth Ave., New York, N. Y. *Phone:* Gramercy 3-2465. *Executives:* Mort Lewis, president; Lester Lewis, secretary and treasurer.

**PHILLIPS H. LORD, INC.**, 501 Madison Ave., New York, N. Y. *Phone:* Wickersham 2-2211. *Executives:* Phillips H. Lord, president; John O. Ives, vice-president; Will Yolen, production manager.

**C. P. MacGREGOR**, 729 S. Western Ave., Hollywood, Calif. *Phone:* Fitzroy 4191.

## PROGRAM PRODUCERS—Continued

- Executives:* C. P. MacGregor, president; Paul Quan, treasurer; M. J. Mara, sales manager.
- R. U. McINTOSH & ASSOCIATES, INC.**, 5658 Wilshire Blvd., Los Angeles, Calif. *Phone:* Whitney 7713. *Executives:* R. U. McIntosh, president and general manager; R. A. Calhoun, sales manager; (Miss) A. V. Petersen, secretary; Margaret McIntosh, treasurer; Van C. Newkirk, production manager.
- McKNIGHT & JORDAN, INC.**, 17 East 49th St., New York, N. Y. *Phone:* Eldorado 5-6110. *Executives:* Thomas H. McKnight, president; Wallace S. Jordan, secretary-treasurer, manager; Edith Meiser, vice-president.
- METRO ARTIST BUREAU**, 1650 Broadway, New York, N. Y. *Phone:* Circle 7-2829. *Executive:* Ted Nelson, director.
- MID-WEST RECORDINGS, INC.**, 24 South 7th St., Minneapolis, Minn. *Phone:* Atlantic 4461. *Executives:* Harold D. Field, president; D. E. Field, treasurer; L. M. Knopp, general manager.
- RAYMOND R. MORGAN CO.**, 6362 Hollywood Blvd., Hollywood, Calif. *Phone:* Hempstead 4194. *Executives:* Raymond R. Morgan and Ernest Hix, partners; R. E. Messer, general manager; Cyril Armbrister, radio director; J. J. McCleery, manager, copy department; Lucille Hobson, special account executive; Frank B. Howe, publicity manager; Felix Mills, musical director; Richard Weil, Catherine Turney and Vera Oldham, radio scripts.
- PAN AMERICAN RADIO PRODUCTIONS, INC.**, 6305 Yucca St., Hollywood, Calif. *Phone:* Hi. 4027. *Executives:* Lucio Villegas, president, in charge of production; Ivan Hiler, secretary-treasurer. *Branch office:* 545 Fifth Ave., New York, N. Y. (Murray Hill 2-3376); Charles Michelson, in charge. (Company specializes in production of Spanish programs.)
- PECK RADIO PRODUCTIONS**, 3275 Wilshire Blvd., Los Angeles, Calif. *Phone:* Fitzroy 8131. *Executives:* William M. Peck, president and treasurer; Thorpe W. Deakers, vice-president; Clinton Jones, script writer and director; H. Proppach, secretary.
- PETERSON RADIO PRODUCTIONS**, 1457 Broadway, New York, N. Y. *Phone:* Wisconsin 7-0069. *Executives:* Donald

# PAN AMERICAN RADIO PRODUCTIONS

INC.

LUCIO VILLEGAS, President

6305 Yucca                      Hollywood, Calif                      Hi. 4027

Master Producers of SPANISH RADIO PROGRAMS

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"Las Aventuras de Charlie Chan"

In Preparation

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"Famous Jury Trials" and TARZAN

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## PROGRAM PRODUCERS—Continued

- Peterson, president, chief of program production; Gilbert Braun, assistant program producer and publicity director; Stanley Whitman, manager of script department; Ruth Travers, script and commercials writer.
- PIONEER PRODUCTIONS**, Fountain Square Bldg., Cincinnati, O. *Phone:* Cherry 6558. *Executives:* John Lair, manager; C. J. Foley, assistant manager.
- RADIO ASSOCIATES**, National Press Bldg., Washington, D. C.
- RADIO EVENTS, INC.**, 535 Fifth Avenue, New York, N. Y. *Phone:* Murray Hill 6-3487. *Executives:* Joseph M. Koehler, president; Herbert H. Hyman, account executive. *Affiliated companies:* Service Programs, Inc.; Gladys Miller, director. Script Library, Genevieve Pace, general manager; Frank Conklin, business manager. American Radio Syndicate, Ronald Bore Heldon, general manager.
- RADIO PRODUCERS OF HOLLYWOOD**, 930 North Western Ave., Hollywood, Calif. *Phone:* Hollywood 6288. *Owner:* Lou R. Winston.
- RADIO PROGRAM ASSOCIATES**, 40 East 49th St., New York, N. Y. *Phone:* Eldorado 5-4227. *Executives:* Bernard Zisser, president; G. V. Franklin, treasurer.
- RADIO RECORDERS, INC.**, 932 North Western Ave., Hollywood, Calif. *Phone:* Hollywood 3917. *Executives:* F. H. Winter, president; J. C. Brundage, vice-president; E. F. Dummel, treasurer; Darrell Minkler, secretary; J. Joseph Sameth, sales and production manager.
- RADIO TRANSCRIPTION CO. OF AMERICA, LTD.**, 1509 Vine St., Hollywood, Calif. *Phone:* Hollywood 3545. *Executives:* Charles C. Pyle, president and general manager; Clyde L. Wood, stations relations manager. *Central sales office:* 666 Lake Shore Drive, Chicago (Delaware 2325); J. M. Hayes, sales manager; E. L. Donnan, office manager.
- ROCKE PRODUCTIONS, INC.**, RKO Bldg., 1270 Sixth Ave., New York, N. Y. *Phone:* Circle 7-7630. *Executives:* Ben Roche, president; Norman Livingston, vice-president and sales manager; Ernest E. Chappell, production manager.
- ROCKWELL-O'KEEFE, INC.**, RKO Bldg., 1270 Sixth Ave., New York, N. Y. *Phone:* Circle 7-7550. *Executives:* Thomas G. Rockwell, president; Michael Nidorf, vice-president; F. C. O'Keefe, treasurer; Thomas J. Martin, Jr., 2nd vice-president; Warren H. Pearl, assistant treasurer. *Branch offices:* 32 W. Randolph St., Chicago; Tom Thatcher, manager. 9038 Sunset Blvd., Hollywood; Harmon Nelson, manager. 111 Sutter St., San Francisco. 199 Piccadilly, London W. 1, England; Leslie A. Macdonnell, manager.
- JAMES L. SAPHIER**, RKO Bldg., New York, N. Y. *Phone:* Circle 7-2135. *Executives:* James L. Saphier, James L. Stirton. *Branch office:* 6331 Hollywood Blvd., Hollywood, Calif. (Hollywood 7356); James L. Saphier, in charge.
- S & C ENTERPRISES**, 507 Fifth Ave., New York, N. Y. *Phone:* Vanderbilt 3-7328. *Personnel:* Willard Hope, manager; Archie Coates, Meredith Page, Hubert Osborne, Mary Ellen LaRue, John Driskill, Mary Thompson; George Cole, director of musical department; Muriel Wilson, assistant.
- SEABOARD RADIO PRODUCTIONS, INC.**, 71 West 45th St., New York, N. Y. *Phone:* Lackawanna 4-8644.
- SELVIAIR BROADCASTING SYSTEM, INC.**, 75 East Wacker Drive, Chicago, Ill. *Phone:* Randolph 8877. *Executives:* Arthur A. Kohn, president and time buyer; Irving Rocklin, secretary and treasurer, production manager; Walter Zivi, account executive; Edna Glover, L. L. Davis, and Art Cook, continuity department.
- SOUND MASTERS, INC. (Radio Division)**, 1560 Broadway, New York, N. Y. *Phone:* Bryant 9-2463. *Executives:* W. French Githens, president; Harold E. Wondsel, vice-president; Francis Carter Wood, Jr., treasurer; Teddy Bergman, program director.
- HENRY SOUVAINE, INC.**, 30 Rockefeller Plaza, New York, N. Y. *Phone:* Circle 7-5666. *Executives:* Henry Souvaine, president and agency contact; Earl G. Thomas, general manager and agency contact; Archibald U. Braunfeld, business manager; Keith McLeod, production manager; Geraldine Souvaine, assistant production manager; Arthur Daly, Harold McGee, Jack Roche and Gordon Whyte, program directors; Nicholas Orlando, program director and agency contact; Rosine Tremar, secretary to president; Grace V. Ballou, secretary to general manager and agency contact.
- STANDARD RADIO**, 6404 Hollywood Blvd., Hollywood, Calif. *Phone:* Hillside 0188. *Executives:* Gerald King, general manager; Don Allen, production manager. *Branch office:* 180 N. Michigan Ave., Chicago; M. M. Blink, general manager; Alex Sherwood, sales manager.

## PROGRAM PRODUCERS—Continued

- STEELE ADVERTISING AGENCY, INC.**, 714-15 Merchants & Manufacturers Bldg., Houston, Tex. *Phone:* Preston 9997. *Executives:* H. Wirt Steele, president; Clarence W. Payne, vice-president; E. N. Steele, secretary-treasurer; Miss M. F. Hill, production department; McKinley Rhodes, radio technical department.
- DOUGLAS F. STORER**, RKO Bldg., 1270 Sixth Ave., New York, N. Y. *Phone:* Circle 7-7672. *President:* Douglas F. Storer.
- TRANSAMERICAN BROADCASTING & TELEVISION CORP.**, 521 Fifth Ave., New York, N. Y. *Phone:* Murray Hill 6-2370. *Executives:* John L. Clark, president; E. J. Rosenberg, vice-president. *Branch offices:* 333 N. Michigan Ave., Chicago (State 0366); Virgil Reiter, vice-president in charge. 5833 Fernwood Ave., Hollywood (Hollywood 5315); William Ray in charge.
- TWENTIETH CENTURY RADIO PRODUCTIONS**, 1611 Cosmo Street, Hollywood, Calif. *Phone:* Hillside 7211. *Manager:* Archie Josephson.
- TYRO PRODUCTIONS, INC.**, 1697 Broadway, New York, N. Y. *Phone:* Columbus 5-3737.
- UNIVERSAL RADIO PRODUCTIONS**, 180 N. Michigan Ave., Chicago, Ill.
- J. FRANKLYN VIOLA & CO.**, 152 West 42nd St., New York, N. Y. *Phone:* Wisconsin 7-3754.
- WAMBOLDT & HOLDEN**, 165 West Wacker Drive, Chicago, Ill. *Phone:* State 8893.
- L. A. WEINROTT & ASSOCIATES**, 75 East Wacker Drive, Chicago. *Phone:* State 4207. *Personnel:* L. A. Weinrott, William J. Kass, Gretchen Seither, Walter Kerr, Genevieve Footh.
- CARL WESTER & CO.**, 360 N. Michigan Ave., Chicago, Ill. *Phone:* Randolph 6922. *Executives:* Carl Wester, president; Howard Keegan, production manager.
- ROGER WHITE**, RKO Building, 1270 Sixth Ave., New York, N. Y. *Phone:* Circle 7-4943.
- WILSON, POWELL & HAYWARD, INC.**, 444 Madison Ave., New York, N. Y. *Phone:* Plaza 5-5480. *Executives:* F. LeRoy Wilson, president; Bruce Powell, vice-president, treasurer; Henry P. Hayward, vice-president, secretary; James V. Peppe, general manager.
- LEONARD F. WINSTON**, 11 West 42d St., New York, N. Y. *Phone:* Pennsylvania 6-8933. *Owner and manager:* Leonard F. Winston.
- WOLF ASSOCIATES, INC.**, RKO Building, 1270 Sixth Ave., New York, N. Y. *Phone:* Columbus 5-1621. *Executives:* Edward Wolf, general manager; Jack Rubin, story editor; William M. Koblenzer, sales manager; Jane West, Adelaide Marstone, writers; Carlo De Angelo, director. *Branch office:* 6912 Hollywood Blvd., Hollywood; L. Wolfe Gilbert, manager.
- WORLD BROADCASTING SYSTEM, INC.**, 711 Fifth Ave., New York, N. Y. *Phone:* Wickersham 2-2100. *Executives:* P. L. Deutsch, president, treasurer; Norton Cotterill, vice-president in charge of sales; W. R. Seifert, assistant treasurer; L. N. Schafer, assistant secretary; Charles Gaines, program production. *Branch offices:* 301 E. Erie St., Chicago; A. J. Kendrick, manager. 1000 N. Seward St., Hollywood, Calif.; P. W. Campbell, manager. 1050 Howard St., San Francisco, Calif.; Carl C. Langebin, manager. Wardman-Park Hotel, Washington, D. C.; Harold A. LaFount, manager. 320 Mortgage Guaranty Bldg., Atlanta, Ga.; John Pitts, manager.



## NETWORK GUEST ARTISTS (COMMERCIAL): JUNE 1, 1937 TO MAY 1, 1938

By guest artist is meant a person who is not a regular member of the cast of certain shows on which he or she appears. In short, on these shows the artist is hired on a per-performance basis.

These records cover artists appearing in a guest capacity on the commercial programs of NBC, CBS, and Mutual between June 1, 1937, and May 1, 1938 (in the case of NBC, records on one week are missing).

Comparison of guest artist policies for two years results in the following breakdown:

Season.	No. of appearances.	No. of artists.	Artists making multiple appearances.
1936-1937 .....	2,438	1,354	462
1937-1938 .....	2,682	1,650	489

In the season just passed (1937-1938), Connie Boswell led all performers in multiple appearances. She had 16 to her credit. It should be noted here that in the case of certain audience participation programs, guests who may have received pay or other recognition, but were not *bona fide* personalities or show people, are omitted from the above chart.

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### GUEST STARS MAKING FIVE OR MORE APPEARANCES

(JUNE 1, 1937, TO MAY 1, 1938)

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<p style="text-align: center;"><b>A</b></p> <p>Brian Aherne Edward Arnold</p> <p style="text-align: center;"><b>B</b></p> <p>Sheila Barrett Ralph Bellamy Constance Bennett Humphrey Bogart Connie Boswell Alice Brady Gelett Burgess</p> <p style="text-align: center;"><b>C</b></p> <p>Madeleine Carroll Marion Claire Walter Connolly</p> <p style="text-align: center;"><b>D</b></p> <p>Olivia De Havilland</p> <p style="text-align: center;"><b>E</b></p> <p>Sally Eilers Madge Evans</p> <p style="text-align: center;"><b>F</b></p> <p>Douglas Fairbanks, Jr. Glenda Farrell Kirsten Flagstad</p> <p style="text-align: center;"><b>G</b></p> <p>Judy Garland</p>	<p style="text-align: center;"><b>H</b></p> <p>Hildegarde Miriam Hopkins Edward Everett Horton Walter Huston</p> <p style="text-align: center;"><b>I</b></p> <p>Jose Iturbi</p> <p style="text-align: center;"><b>J</b></p> <p>Allen Jones</p> <p style="text-align: center;"><b>K</b></p> <p>Felix Knight Charles Kullman</p> <p style="text-align: center;"><b>L</b></p> <p>Joe Laurie, Jr. Andrea Leeds Mischa Levitzki Beatrice Lillie Lucille and Lanny Ida Lupino</p> <p style="text-align: center;"><b>M</b></p> <p>Fred MacMurray Herbert Marshall Lauritz Melchior Merry Macs Lucy Monroe Wynn Murray</p>
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**GUEST ARTISTS—Continued**

**O**

Pat O'Brien  
Maureen O'Sullivan

**P**

Gail Patrick  
Jan Peerce

**R**

Claude Rains  
Basil Rathbone  
Fritz Reiner  
Florence Rice  
Charles Ruggles

**S**

Jean Sablon

Anne Shirley  
Cornelia Otis Skinner  
C. Aubrey Smith  
James Stewart  
Stoopnagle & Budd  
Gladys Swarthout

**T**

Conrad Thibault  
Spencer Tracy

**W**

Oliver Wakefield  
Leonard Warren  
Linton Wells  
The Westerners  
Fay Wray

**V**





**SHEP FIELDS**  
AND HIS  
*RIPPLING RHYTHM*

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PRODUCERS OF THE WORLD'S FOREMOST ARTISTS, ORCHESTRAS  
AND ENTERTAINMENT

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# IT GOES . . . . . *something like this*

"Do you know?" began Jim Quobly, our chief salesman.

"No," we said.

"... that studio sign language talks two tongues at WOR."

"Fancy that!" we said.

"It goes," said Jim, "something like this."

**1.** "Look . . . **BRING UP THE VOLUME.** This reminds me of the household goods manufacturer who used WOR to introduce a new product. It made such a hit that he tripled his purchase of time . . . on WOR."

**2.** "This means . . . **HOW'S THE BALANCE?** A lot of big network advertisers must ask themselves this when they think of the market WOR covers. If they didn't, the makers of 29 nationally advertised products wouldn't have used WOR to supplement their network shows in greater-New York during 1937."

**3.** "When I do this, it means **OKAY.** Sponsors don't use it much. But 225 people did practically the same thing when they put pen to contract for WOR during 1937."



**4.** "I get this thing called **REPEAT** nearly every time I ask a WOR sponsor what he's going to do when his contract expires."



"Wanna see more?" asked Jim Quoddy.

"No," we said. "Besides, we have a date for lunch.

A long lunch."

*WOR*

*"Symbol of the Radio Age"*



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**RADIO CITY, NEW YORK, U.S.A.**

**National Broadcasting Company  
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