

## 825 RADIO ACCOUNTS—Continued

Sponsor	Agency	Time Purchases
St. Petersburg Chamber of Commerce	Griffith Advertising Agency	.....6 A
Sally's Fur Studio	Hammer Advertising Agency	.....2 P; 6 A
Sal-Ro-Cin	Lou Sterling & Associates	.....2 P
Sales Affiliates (Loxol Oil Shampoo Tint)	Milton Weinberg	.....2 CBS Pacific
Santa Monica Land & Water Co.	Chet Crank	.....3 A
Saratoga Race Track	Leighton & Nelson	.....6 P & A
Sargent & Co.	Fairall & Co.	.....8 5M
F & M Schaefer Brewing	BBD&O	.....1 P
Joseph Schlitz Brewing	Needham, Louis & Brorby	.....1 P; 1 A
Scholl Mfg. Co.	Donahue & Coe	.....12 A
Dr. Scholl's Foot Comfort Shops	Presba, Fellers & Presba	.....15 A & 5 M
Scott Furriers	Hammer Advertising Agency	.....6 A
Scott Paper (ScotTowels)	J. Walter Thompson	.....7 PP, Yankee Network; 36 PP
Wm. S. Scull (Boscul Tea & Coffee)	Ward Wheelock	.....9 News; 4 A
Sealtest	McKee & Albright	.....59 P, successively 37 NBC and CBS, plus 22 spot
Sears, Roebuck	Blackett-Sample-Hummert	.....47 P
Sears, Roebuck	Henry J. Kaufman	.....4 A
Sears, Roebuck Department Stores of California	Mayers Co.	.....2 P; 3 A
Seeck & Kade (Pertussin)	J. Walter Thompson	.....1 A
Sego Milk Products	Gillham Advertising Agency	.....2 P; 1 P
Serutan	Austin & Spector	.....6 News
Servel, Inc. (Electrolux)	BBD&O	.....32 NBC
Seven-up Bottling Co.	Allied Advertising Agencies	.....5 A
Seven-Up Bottling Co.	Russel M. Seeds	.....4 Mutual
Sherwin-Williams (Paints)	Warwick & Legler	.....55 NBC
Shwayder Bros.	Ruthrauff & Ryan	.....Spot; number of stations not listed
Sidles Co.	Fairall & Co.	.....2 A
Signal Oil (Gas, Oil, Tires, Accessories)	Barton A. Stebbins	.....12 NBC Pacific
Silver Springs	Griffith Advertising Agency	.....3 A
Simmons Co.	Cockfield, Brown	.....10 A (Canada)
Simmons Hardware Co.	Anfenger Advertising Agency	.....15 A
Sinclair Refining	Federal Advertising Agency	.....14 News & Sports
Sitroux Co. (Facial Tissues)	Franklin Bruck	.....3 P
Skelly Oil	Blackett-Sample-Hummert	.....29 CBS and Spot; 24 P
Slide Fastener (Talon)	G. Lynn Sumner	.....2 Mutual
Allen Smith & Co. (White Lily Flour)	Tucker Wayne	.....3 A
Socony-Vacuum Oil	N. W. Ayer	.....23 Baseball, Colonial & Michigan Networks plus WKBZ
Socony-Vacuum Oil	J. Sterling Getchell	.....6 P, Yankee Network; 35 play-by-play Baseball; 5 News; 2 Sports; 1 News & Sports
Southern Dairies (Ice Cream, Dairy Products)	McKee & Albright	.....18 A
Spaide Shirt Co.	Carr Liggett	.....1 A
Sperry Flour (Drifted Snow Home Perfected Flour)	Westco Adv.	.....6 NBC Pacific
Sperry Flour (Pancake & Waffle Flour)	Westco Adv.	.....6 NBC Pacific; PP, 5 NBC Pacific
Sperry Flour (Wheat Hearts)	Westco Adv.	.....6 NBC Pacific
Sportsman's Show	Arthur Braitsch	.....8 A
J. Wycliffe Stack (Furniture)	Allied Advertising Agencies	.....10 P & A
Stadler Products	Ohio Advertising Agency	.....2 A
Stanback Co. (Headache Powders)	J. Carson Brantley	.....70 A; 40 P; 20 News
Stanco (Nujol, Mistol, Flit, Daggett & Ramsdell)	McCann-Erickson	.....10 P; 4 P; 10 A

**Key:** All numerals (except 5M, which signifies five-minute programs) indicate number of stations purchased. NBC, CBS, and Mutual indicate the three major networks. A = announcements. P = full-length programs. CBC = Canadian Broadcasting Corp. PP = participating program.

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Sponsor	Agency	Time Purchases
Standard Brands (Chase & Sanborn)...	J. Walter Thompson.....	.88 NBC
Standard Brands (Fleischmann Foil Yeast) .....	J. Walter Thompson.....	53 NBC; 5 NBC Pacific
Standard Brands (Royal Baking Powder) .....	McCann-Erickson.....	.3 P
Standard Brands (Royal Desserts).....	J. Walter Thompson.....	.4 P
Standard Brands (Royal Desserts, Fleischmann Foil Yeast).....	J. Walter Thompson.....	.51 NBC
Standard Brands (Tender Leaf Tea).....	J. Walter Thompson.....	.77 NBC
Standard Candy (Belle Camp Chocolates) .....	C. P. Clark.....	.5 P
Standard Furnace & Supply.....	Bozell & Jacobs.....	.3 A
Standard Oil of California.....	McCann-Erickson.....	.5 NBC; 13 NBC; 12 Time Signals
Standard Oil of N. J. (Esso).....	Marschalk & Pratt.....	.34 News
Standard Oil of Ohio.....	McCann-Erickson.....	.5 A; 5 News
Star Brewery.....	Ruthrauff & Ryan.....	Spot; number of stations not listed
State Theatre, Inc.....	Hammer Advertising Agency.....	.4 P & A
Steelcote.....	Benison Co.....	.12 A
Stein's (Men's Clothes).....	Allied Advertising Agencies.....	.10 A
Sterling Brewers.....	Ruthrauff & Ryan.....	Spot; number of stations not listed
Stewart & Ross.....	Ralph H. Jones.....	.21 A
Stewart-Warner (Alemite, Refrigerators, Radios).....	Hays MacFarland.....	.31 NBC
Stokely's Tomato Juice.....	Raymond R. Morgan.....	.34 P
E. V. Stratton Corp. (Autos).....	Leighton & Nelson.....	.4 A
Stroh Brewery.....	Zimmer-Keller.....	.7 A, Michigan Radio Network; 2 A
S. Stroock & Co.....	Weill & Wilkins.....	.6 News
Studebaker Corp.....	Roche, Williams & Cunningham.....	.77 P
R. G. Sullivan.....	Broadcast Advertising.....	.10 A
Sun Valley Lodge.....	Caples Co.....	.1 A
Sunset Oil.....	Pacific Market Builders.....	.4 P
Sussman, Wormser (S & W Fine Foods).....	Emil Brisacher & Staff.....	.9 NBC; 8 CBS
Sweet Candy Co.....	Gillham Advertising Agency.....	.4 P
Sweets Co. of America (Tootsie Rolls).....	Biow Co.....	.3 Mutual
Swift & Co. (Sunbrite Cleanser).....	Stack-Goble.....	.55 NBC
Tastyeast.....	Peck Advertising.....	.6 P & A
Taugney McGinn Hotels.....	Fairall & Co.....	.4 A
Tegge-Jackman Cigar Co.....	MacManus, John & Adams.....	.5 A
Terre Haute Brewing (Champagne Velvet Beer).....	Arbee Agency.....	.3 News
Texas Co. (Texaco Petroleum Products) .....	Buchanan & Co.....	.96 CBS; 153 P
Texas Co. of Canada.....	Mackay & Savary.....	.6 News
Thermo Air-Conditioning Institute.....	R. H. Alber.....	.25 P
Thermo Air-Conditioning Institute.....	Critchfield & Co.....	.37 P & 5M
Tide Water Associated Oil.....	Lennen & Mitchell.....	.17 News, Yankee Network
Tide Water Associated Oil.....	Lord & Thomas.....	Football, Basketball and Track on majority of coast stations; 7 A
Tillamook County Creamery.....	Botsford, Constantine & Gardner.....	.5 NBC Pacific
Time, Inc. (Time, Life, Fortune).....	BBD&O.....	.30 NBC
Treesweet Orange Juice.....	Raymond R. Morgan.....	.2 5M
Trems.....	Kelly, Stuhlman & Zahrndt.....	.2 A
Tuckett, Ltd. (Cigarettes).....	MacLaren Advertising Agency.....	.13 P
Tuckett, Ltd. (Cigarettes, Tobacco).....	MacLaren Advertising Agency.....	.9 News
Uncle Sam Breakfast Food.....	Bozell & Jacobs.....	.5 A
Union Biscuit (Princess Biscuits).....	Gardner Advertising.....	.3 P
Union Oil.....	N. W. Ayer.....	.11 NBC Pacific; 10 NBC Pacific
Union Pacific Railroad.....	Caples Co.....	.70 P; 16 P
Union Pacific Railroad.....	Raymond R. Morgan.....	.29 P

## 825 RADIO ACCOUNTS—Continued

Sponsor	Agency	Time Purchases
United Chemical (Big Five Cleanser).....	Stevenson & Scott.....	.5 A
United Drug (Bisma-Rex).....	Calkins & Holden.....	.2 A
United Drug (Bisma-Rex and others).....	Ronalds Advertising Agency.....	.39 A
United Factories (Oil Burners).....	Presba, Fellers & Presba.....	.5 A
United States Bakery.....	Mac Wilkins & Cole.....	.2 Mutual; 1 P
U. S. Bedding Co.....	McCord Co.....	.18 A
U. S. Rubber.....	Campbell-Ewald of N. Y.....	.82 CBS
United States Shoe Corp.....	Stockton, West, Burkhart.....	A & 5M (placed by dealers)
U. S. Tire Dealers Mutual Corp.....	Campbell-Ewald of N. Y., New York.....	.85 CBS
Unity School of Christianity.....	R. H. Alber.....	.2 P
Universal Credit.....	McCann-Erickson.....	.7 A
Utah Oil Refining (Vico Motor Oil, Pep 88 Gasoline).....	Gillham Advertising Agency.....	.2 A
Utica Club Beer.....	Compton Advertising.....	News & Baseball; number of stations not listed
Utilities Engineering Institute.....	First United Broadcasters.....	.45 P
VBEV.....	Austin & Spector.....	1 P; 6 5M
Vadco Sales (Quinlax).....	Lawrence C. Gumbinner.....	.24 Mutual and Spot
Vadco Sales Corp.....	Albert M. Ross.....	.20 Mutual; 6 Mutual
Van Camp Pork & Beans.....	Raymond R. Morgan.....	.56 P
Vanette Hosiery Mills.....	Grant Advertising.....	.12 NBC
Vermont Transit Co.....	Hays Advertising.....	.5 P
Vick Chemical (Vapo Rub, Va-tro-nol, Cough Drops).....	Morse International.....	.57 NBC; 1 P
Vocational Service.....	Critchfield & Co.....	.3 P & 5M
Wadhams Oil.....	Scott-Telander.....	.2 Sports P; Sports (one or more stations, depending on event)
Waitt & Bond (Cigars).....	BBD&O.....	.P; number of stations not listed
Walker Remedy.....	Weston-Barnett.....	.17 A
Henry K. Wampole (Cod Liver Extract, Hygeol).....	Ronalds Advertising Agency.....	.29 A
Wander Co. (Ovaltine).....	Blackett-Sample-Hummert.....	.36 NBC and Spot; 10 NBC and Spot
Ward Baking (Ward's Bread).....	Sherman K. Ellis.....	.14 NBC; 6 P; 17 A
Warner Bros. Theatres.....	Stodel Advertising.....	.8 A
Wm. R. Warner (Sloan's Liniment).....	James Fisher.....	.12 A
Wm. R. Warner (Sloan's Liniment).....	Warwick & Legler.....	.45 NBC
F. B. Washburn Candy Corp.....	Bennett, Snow & Walther.....	.2 A
G. Washington Coffee Refining.....	Cecil & Presbrey.....	.7 NBC
G. Washington Coffee Refining.....	Warwick & Legler.....	.7 NBC
Frances Waterman, Inc.....	Arthur Braitsch.....	.4 A
R. L. Watkins (Dr. Lyon's Toothpowder).....	Blackett-Sample-Hummert.....	.35 NBC; 32 NBC; 23 NBC; 4 P; 1 P
Webb's Seeds.....	Ardiel Advertising Agency.....	.2 P
Webster-Eisenlohr.....	N. W. Ayer.....	.4 P, TQN; 1 Sports Quiz; 2 News
Welch Grape Juice.....	H. W. Kastor & Sons.....	.51 NBC
Wesson Oil & Snowdrift (Blue Plate Foods).....	Fitzgerald Advertising Agency.....	.3 P
Wesson Oil & Snowdrift (Secco).....	Fitzgerald Advertising Agency.....	.11 P & Time Signals
Wesson Oil & Snowdrift (Snowdrift).....	Fitzgerald Advertising Agency.....	.1 Time Signals
Wesson Oil & Snowdrift (Wesson Salad Oil).....	Calkins & Holden.....	.7 NBC Pacific; 1 P
Dr. West's Toothpaste.....	Austin & Spector.....	.3 P
Western Auto Supply.....	Dan B. Miner.....	.4 P
Western Grocer Co.....	Coolidge Advertising.....	.6 P

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Westinghouse Electric & Mfg.	Fuller & Smith & Ross	.84 NBC; 79 NBC
Weybosset Markets	Arthur Braitsch	.3 A
Wheatena	C. M. Rohrabough	.12 Mutual
Wheeling Steel Corp.	Critchfield & Co.	.23 Mutual
Whitcomb Sulphur Springs Hotel	First United Broadcasters	.10 A
White King Soap	Raymond R. Morgan	.56 A, Don Lee & Arizona Networks; 2 P
White Laboratories (Feen-A-Mint)	William Esty	.300 A
Whiting Milk Co.	Ingalls Advertising Agency	.10 A & PP
Willard Talbet Co.	First United Broadcasters	.17 P
J. B. Williams Co. (Glider and Williams Shaving Cream)	J. Walter Thompson	.12 Mutual; 44 NBC; 1 P
Williams SLK Laboratories (Williams Formula, RUX, Gasa Tablets)	General Advertising Agency	.12 P
Wilmington Transportation Co. (affiliate of Wm. Wrigley, Jr., Co.)	Neisser-Meyerhoff	.6 CBS
Wilshire Oil (Polly Gas, Polly Penn Motor Oil)	Dan B. Miner	.2 NBC Pacific; 3 P; 1 News
Winter & Co. (Musette Pianos)	Samuel C. Croot	.2 Mutual
Wise Shoes	Peck Advertising	.4 P & A
Wizard Products	First United Broadcasters	.2 A
Wonder Lake Syndicate	Critchfield & Co.	.3 P
John H. Woodbury (Soap, Cream, Powder)	Lennen & Mitchell	.69 NBC
Wm. Wrigley, Jr., Co. (Wrigley Gum)	Neisser-Meyerhoff	.72 CBS
Wm. Wrigley, Jr., Co. (Wrigley Gum)	Neisser-Meyerhoff	.46 CBS
Wm. Wrigley, Jr., Co. (Doublemint Gum)	Frances Hooper	.67 CBS; 109 CBS
Rudolph Wurlitzer (Musical Instruments)	Schwimmer & Scott	.12 P
Wyeth Chemical Co.	Blackett-Sample-Hummert	.1 P
Wyeth Chemical (Hill's Cold Tablets)	Blackett-Sample-Hummert	.30 NBC
Wyeth Chemical (Hill's Nose Drops)	Blackett-Sample-Hummert	.32 CBS
Yellow Cab Co.	Rufus Rhoades	.2 Mutual; 2 P



# ADVERTISING AGENCIES

All major agencies on whose activities and accounts information was available, are included in the following list. The period covered is from June 1, 1938, to June 1, 1939.

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

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

**ADVERTISING ARTS AGENCY**, Security Bldg., 510 S. Spring St., Los Angeles, Calif.; MI 3884. **Manager:** Paul R. Winans. **Space Buyer:** Arthur C. Richards. **Writer:** Stella M. Lauch. **Radio Director:** Arthur C. Richards. **Local:** Buyers & Sellers Blackboard (ann-1); Farmers Market (pgm-1); Forrest Stove Works (pgm, ann-1); Benjamin Franklin Life Assurance Co. (ann-1); Inglewood Park Cemetery Association (pgm-1); Dr. Francis King (ann-1); Nu-Enamel Paint Corp. (pgm-1); Pasadena Playhouse (ann-1); Rosierucian Fellowship (pgm-1); Sahara Chemical Co. (pgm-1); Slavick Jewelry Co. (pgm, ann-2); Superior Macaroni Co. (pgm-1).

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

**DOUGLASS ALLEN & LELAND DAVIS.**  
See Allen, Heaton & McDonald, Inc.

**EARL ALLEN CO.**, 638 Insurance Bldg., Omaha, Nebr.; HA 3241. **President:** Earl H. Allen. **Vice-Presidents:** Milton H. Reynolds, Richard Cole. **Radio Directors:**

Robert Savage, Earl H. Allen. **Spot Time and Talent Buyer:** Earl H. Allen. **Regional:** Petersen Baking Co. (pgm-5). **Local:** Nebraska Consolidated Mills (pgm-4); E. M. Peet Mfg. Co. (pgm-3); Economy Housing Co. (pgm-1); J. C. Robinson Seed Co. (pgm-2, ann-2); Evans Laundry Co. (ann-2); Kimball Laundry Co. (ann-2); Boyer Lumber & Coal (ann-2); Byron Reed Co. (ann-1); Hotel Hill (ann-3); Pioneer Glass & Paint Co. (ann-1); Nebraska Bankers Assn. (ann-10); Omaha Tanning Co. (ann-1); Roberts Dairy Co. (ann-2); Zoric Combination Advertising (ann-2).

**ALLEN, HEATON & McDONALD, INC.** (formerly Douglass Allen & Leland Davis), 1001 Enquirer Bldg., Cincinnati, O.; Cherry 3414-15. **President:** Douglass M. Allen. **Vice-Presidents:** Donald McDonald, Ralph Heaton. **Secretary:** Josephine Quigley. **Treasurer:** Templeton Briggs. **Radio Director:** Douglass M. Allen. **Spot:** KenRad Tube & Lamp Corp. (pgm-1); Look Magazine (news-1).

**ALLIED ADVERTISING AGENCIES**, 4354 W. Third St., Los Angeles, Calif.; Drexel 7331. **Owner:** W. F. Gardner. **Manager:** Walter McCreery. **Production Director:** Mel Roach. **Radio Director:** Mel Roach. **Branch Office:** 525 Market St., San Francisco (Douglas 7018); Robert O. Davis, manager. **Spot:** Stein's Men's Clothes (ann-10); Reynolds Health Offices (pgm-4); Cambria Development Co. (news, ann-6); J. Wycliffe Stack, Furniture (pgm, ann-10); Seven-Up Bottling Co. (ann-5). **Local:** Star Outfitting Co.

## ADVERTISING AGENCIES—Continued

(pgm-2); Pridham Davis, Optometrist (time signals-1); Zinsmaster Baking Co. (pgm-1).

**ANFENGER ADVERTISING AGENCY, INC.**, 1706 Olive St., St. Louis, Mo.; Chestnut 6380. **President:** E. D. Winius. **Vice-Presidents:** G. G. Hertslet, J. D. McEwen. **Secretary, Treasurer:** H. C. Schmidt. **Radio Director, Continuity and Script Buyer:** Richard L. Scheidker. **Spot Time Buyer:** M. O. Launch. **Talent Buyer:** R. G. Swarting. **Branch Office:** 1014 Canal Bank Bldg., New Orleans (Magnolia 4920); Meyer Sacks, vice-president. **Spot:** David G. Evans Coffee Co. (pgm-1, ann-2); Godefroy Mfg. Co. (pgm-1, ann-2); Jackson Brewing Co. (sports-10, news-2, pgm-4, ann-15); Hotel Jefferson (ann-40); E. Myers Lye Co. (ann-8); Barton Mfg. Co. (ann-32); Simmons Hardware Co. (ann-15); Seven-Up Bottling Co. (pgm-1, ann-1); The Reardon Co. (ann-40). **Local:** American Packing Co. (pgm-1, ann-1).

**ARBEE AGENCY, INC.**, Advertising Arts Bldg., Terre Haute, Ind.; C 5017-18. **President:** W. Rex Bell. **Vice-President:** W. W. Bell. **Secretary:** W. L. Smith. **Art Director:** P. E. Mead. **Spot Time Buyer:** W. L. Smith. **National Spot:** Hulman & Co. for Clabber Girl Baking Powder (ann-26); Terre Haute Brewing Co. for Champagne Velvet Beer (news-3). **Local:** Merchants National Bank of Terre Haute (ann-1); Smith Also Paint & Varnish Co. (news-1). **Writers:** Duane Wanamaker, W. L. Smith (Clabber Girl Baking Powder), Ruth Morton (Merchants National Bank, Smith Also Paint & Varnish), George Jackson (Terre Haute Brewing). **Producers:** Duane Wanamaker, W. L. Smith.

**ARDIEL ADVERTISING AGENCY, LTD.**, 143 Wellington St., W., Toronto, Ont.; AD 4995. **President:** Lorne Ardiel. **Vice-President:** Robert E. Ardiel. **Radio Director, Spot, Talent, Continuity and Script Buyer:** Clark Wright. **Branch Offices:** 1016 Colborne St., W., Oakville, Canada (Oakville 1016); W. A. Chant, manager. Bank of Toronto Chambers, James St., Hamilton, Canada (Hamilton 2-8524); S. P. Westaway, manager. **Spot:** National Fertilizers (pgm-4); Webb's Seeds (pgm-2); Dr. Chase Medicine Co. (ann-16); Alvinor Products (ann-3). **Local:** Hamilton Pure Milk Co. (pgm-1); R. B. Hill Co. (pgm-1). **Writers:** William Edwards (Dr. Chase Medicine Co.); M. E. Hampson (Hamilton Pure Milk Co.); Rex Frost (National Fertilizers).

**AUBREY, MOORE & WALLACE, INC.**, 230 N. Michigan Ave., Chicago; Randolph 0830. **President:** James T. Aubrey. **Vice-President, Treasurer:** John C. Moore. **Vice-President:** L. T. Wallace. **Radio Directors, Talent Buyers:** J. T. Ainley, J. H. North. **Spot Time Buyer:** J. H. North. **Network:** Campana Sales Co. (CBS-56). **Spot:** International Harvester Co. (ann-83, pgm-4, news-16); Edward J. Funk & Sons (pgm-1, ann-2). **Local:** Chicago Motor Club (pgm-1, news-1); Kester Solder Co. (pgm-1).

**AUSTIN & SPECTOR CO., INC.**, 32 East 57th St., New York City; EL 5-1270. **President:** Raymond Spector. **Vice-President:** Alvin Austin. **Secretary:** Emil Mogul. **Radio Director:** Emil Mogul. **Spot Time Buyer:** Genevieve G. Conover. **Network:** Journal of Living (Mutual-6). **Spot:** Serutan (news-6); VBEV (pgm-1, 5 mins-6); Dr. West's Toothpaste (pgm-1, pgm-2); Maryland Baking Co. (pgm-121); Gum, Inc. (ann-3); Chateau Martin Wine (pgm-2, news-2, ann-2); Barney's (news-2, pgm-3, ann-6); Pilot Radio Corp. (news-1); Look Magazine (news-2). **Writers:** Norman Brokenshire (VBEV), Victor H. Lindlahr (Journal of Living).

**N. W. AYER & SON, INC.**, W. Washington Square, Philadelphia, Pa.; Lombard 0100. **President:** Harry A. Batten. **Directors:** William M. Armistead, Clarence L. Jordan, Gerold M. Lauck, Adam Kessler, Jr., Frank L. Scott, Jr., Thurman L. Barnard, George W. Cecil, John Hansel, Paul L. Lewis. **Executive Vice-Presidents:** Clarence L. Jordan, Gerold M. Lauck. **Vice-President, Treasurer:** H. Eugene Wheeler. **Secretary:** Alice P. Kimberline. **Vice-Presidents:** George W. Cecil, Charles T. Coiner, Frederick W. Kurtz, Carl L. Rieker, John Hansel, Wesley A. Gilman, Paul L. Lewis, John B. Hunter, Frank J. Zink, Thomas H. Gilliam, Jr., James M. Wallace. **Vice-Presidents in Charge of Radio:** H. L. McClinton, C. H. Cottingham. **Branch Offices:** RCA Bldg., New York City (CI 6-0200); Edward R. Dunning and Warner S. Shelly, resident vice-presidents. Stalter Office Bldg., Boston (Hubbard 4970); E. Craig Greiner, manager. Field Bldg., 135 S. LaSalle St., Chicago (Randolph 3456); Sterling E. Peacock, resident vice-president. Russ Bldg., 235 Montgomery St., San Francisco (Sutter 2534); Carl J. Eastman, resident vice-president. Penobscot Bldg., Detroit (Randolph 3800); Frank L. Scott, Jr., and Thurman L. Barnard, resident vice-presidents. 80 Richmond St., W., Toronto, Ont. (Ade-

## ADVERTISING AGENCIES—Continued

laide 8156); John F. Graydon, resident vice-president. Sun Life Bldg., Montreal, Que. (Platteau 6886); Arthur G. White, manager. Bush House, London, England (Temple Bar 6611); Douglas G. Meldrum, manager. Dillingham Bldg., Honolulu, Hawaii; John E. Coonley, manager. Avenida Roque Saenz 788, Buenos Aires, Argentine; Thomas L. Barratt, manager. Edificio Sao Francisco, Paulo Egydio 15, Sao Paulo, Brazil; William J. Williamson, Jr., resident manager. Edificio D'A Noite, Sala 614, Praca Maua 7, Rio De Janeiro, Brazil; Carlos Machado Bitencourt, manager. **Network:** American Rolling Mill Co. (NBC Blue-42); Ford Motor Co. (CBS-77, CBS-83); Kellogg Co. (NBC Blue-14). **Regional:** American Telephone & Telegraph Co. (Michigan Radio Network-8, cut-ins on Michigan Radio Network-7); Curtice Bros. for Tomato Juice (participation, Yankee Network-7); Detroit Creamery (Michigan Radio Network plus WSPD-9; 5-mins. on Michigan Radio Network-9); Ford Motor Co. (pgm and news, Michigan Radio Network-8; announcements on Michigan Radio Network plus 4 stations-aggregate of 12); J. B. Ford Co. for Wyandotte Cleanser (participation, Yankee Network-7); Thomas D. Richardson Co. for Mints (participation, Yankee Network-7; participation-1); Webster-Eisenlohr, Inc. (Texas Quality Network-4, sports quiz-1, news-2); Socony-Vacuum Oil Co. (baseball, Colonial Network and Michigan Network plus WKBZ-aggregate of 23); Kellogg Co. (Don Lee Network of 26, plus independent stations-aggregate of 50; baseball on Colonial Network, Michigan Radio Network and independent stations-aggregate of 58); Atlantic Refining Co. for Gasoline, Oil, Lubrication (baseball on Colonial Network plus independent stations-aggregate of 39; football on Yankee and CBS New England Networks plus independent stations-aggregate of 74). **Spot:** Detroit Creamery (cut-ins-4, ann-6); Ford Motor Co. for New Cars (ann-56, ann-1); Ford Motor Co. for Lincoln Zephyr (ann-74); Ford Motor Co. for Mercury (ann-89); Ford Motor Co. for Coke (pgm-aggregate of 3, ann-1); Ford Motor Co., Green Island Branch (ann-2); Ford Motor Co., Omaha Branch (ann-3); Ford Motor Co., Pittsburgh Branch (ann-5); Ford Dealers' Association, Omaha (ann-6); Atlantic Refining Co., (basketball-1, sports reviews-aggregate of 4); Golden State Co. for Dairy Products (station breaks-2, ann-8); Hawaiian Pineapple Co. (pgm-2); Dr. Hess & Clark, Inc., for Fly Spray (ann-7, pgm-2); W. L. Douglas Shoe Co. (pgm-2, ann-2); Illinois Bell

Telephone Co. (ann-25); Kellogg Co. (pgm-2). **Local:** American Telephone & Telegraph Co. (5 mins and ann-1); Appalachian Apples, Inc. (ann-1); Paul F. Beich Co. for Candy Bars (pgm-1); Burdett College (pgm-1); Curtice Bros. Co. for Tomato Juice (participation-1, participation-1); Ford Motor Co., Cristobal (Honduras) Branch (pgm-1); Ford Motor Co., Chester Branch (ann-1); Ford Motor Co., Milwaukee Branch (ann-1); Gordon Baking Co. for Silver Cup Bread (baseball pgm-1); Honor Brand Frosted Foods Corp. (participation-2); Jersey Ice Cream Co. (pgm-1); Kirkman & Son, Inc. (5-mins-1); Philadelphia Coke Co. (ann-1); Dr. Price Flavoring Extract Co. for SPK (ann-1); John H. Pulh Products Co. (ann-1); Sheffield Farms Co. (pgm-1, time signals-1); Supplee - Wills - Jones Milk Co. (pgm-1, pgm-1). **Free Lance Writers:** Monroe Upton, Wallace Acton, Charles Speer, Michael Davidson, William Barr, Willfred G. Moore, Samuel R. Guard, Frank Siedel, Don Tranter, Aubrey Wisberg, James Frederick, Carleton Murray, H. P. Godwin, Raymond Sweeney, Andrew Albert, Arthur McCaffrey, Cynthia Drew, Maurice Marks, Samson Gordon. **Staff Writers:** Meredith Page, G. David Gudebrod, Edward Schneeberg, Olive Sharman, Robert Collins. **Producers, Directors:** Larry Sizer, Les Quailey, Robert Burlen, James Peterson, B. C. Herrick, R. A. Mortensen, Bradford Browne, William J. Reddick, N. E. Keesely.

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

**BAGGLEY, HORTON & HOYT, INC.**, 8 S. Michigan Ave., Chicago, Ill.; State 2154. **President:** W. B. Baggaley. **Vice-Presidents:** S. V. Horton, W. S. Hoyt. (Note: This information was not supplied by the agency, hence no further details are available.)

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

## ADVERTISING AGENCIES—Continued

Trimble. **Branch Office:** 600 Great West Permanent Bldg., Winnipeg, Manitoba (9-2626); J. F. Horler, manager.

**BARNES & AARON**, 1616 Walnut St., Philadelphia, Pa.; Pennypacker 0437. **Partners:** Warren S. Barnes, Maurice W. Aaron. **Radio Director:** Charles Hoban. **Spot Time Buyer:** E. S. Brown. **Regional:** Governor's Highway Safety Council, Commonwealth of Pennsylvania (news, ann-33). **Local:** Yellow Cab Co. of Philadelphia (pgm-1); Southern California Fish Corp. (pgm-1); Philadelphia Rapid Transit Co. (ann-5); Hershel California Fruit Products (ann-1). **Writer:** Powers Gouraud and agency (Yellow Cab).

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

**BATTEN, BARTON, DURSTINE & OSBORN, INC.**, 383 Madison Ave., New York City; EL 5-5800. **Chairman of the Board:** William H. Johns. **President:** Bruce Barton. **Executive Vice-President:** A. F. Osborn. **Vice-President, Treasurer, Chairman of Executive Committee:** F. R. Feland. **Vice-Presidents:** C. J. Babcock, J. C. Cornelius, A. D. Chiquoine, Jr., Maurice Collette, C. L. Davis, J. D. Danforth, B. C. Duffy, George F. Gouge, L. D. Hansen, F. W. Hatch, S. P. Irvin, H. C. McNulty, S. W. Page, Arthur Pryor, Jr., W. M. Strong, Egbert White, R. B. Barton. **Assistant Treasurer:** T. Arnold Rau. **Secretary:** F. M. Lawrence. **Assistant Secretary:** H. A. Holloway. **Radio Director:** Arthur Pryor, Jr. **Spot Time Buyer:** C. E. Midgley, Jr. **Branch Offices:** Palmolive Bldg., Chicago (Superior 9201); R. B. Barton, vice-president in charge. Terminal Tower Bldg., Cleveland (Prospect 3621); Clarence L. Davis, vice-president in charge. Rand Bldg., Buffalo, N. Y. (Cleveland 7915); Stanley P. Irvin, vice-president in charge. Grant Bldg., Pittsburgh, Pa. (Grant 8060); Leon D. Hansen, vice-president in charge. 178 Tremont St., Boston (Hubbard 0430); Francis W. Hatch, vice-president in charge. Northwestern Bank Bldg., Minneapolis (Atlantic 4575); J. C. Cornelius, vice-president in charge. **Network:** E. I. du Pont de Nemours (CBS-55); Time,

Inc. (NBC Blue-30); Servel, Inc., for Electrolux Refrigerators (NBC Blue-32); Ethyl Gasoline (CBS-62); General Baking for Bond Bread (CBS-27, Mutual-18); General Mills (CBS-24); George A. Hormel & Co. (CBS-24); Brown & Williamson Tobacco for Raleigh and Kool Cigarettes (NBC Red-56); Household Finance Corp. for Loans (CBS-28); Nehi, Inc., for Royal Crown Cola (CBS-77); Penick & Ford, Ltd., for My-T-Fine Dessert (CBS-11). **Spot and Local** (following clients use programs; further details, as to number of stations, etc., not listed): Andresen-Ryan Coffee Co., Boston Edison Co., Broadway Hollywood Stores, Brown & Williamson Tobacco Corp., Central Finance Corp., Charm Products, L. S. Donaldson Co., P. Duff & Sons, E. I. du Pont de Nemours, Ethyl Gasoline, Fort Pitt Brewing, Gamble Store, General Baking, Griesedieck Brewing, Hecker Products, George A. Hormel & Co., Armstrong Cork Co., Household Finance Corp., Marine Trust Co., Mutual Savings Bank of Massachusetts, Nehi, Inc., Southern New England Telephone Co., Standard Air Conditioning, New York Telephone Co., Waitt & Bond, Western Savings Bank. **Local:** F. & M. Schaefer Brewing (pgm-1); Massachusetts Savings Bank Association (pgm-2). **Writers:** Homer Fickett, William Spier, Frank Linder (Time, Inc.), Homer Fickett, John Driscoll (du Pont), Herbert Sanford (Raleigh and Kool), William Spier, Frank Linder, Kirk Alexander (Ethyl Gasoline), David White (Schaefer Brewing), Kenneth Webb, David White, Homer Fickett (Nehi, Inc.), Kenneth Webb, John Martin (Armstrong Cork Co.), Irving Mitchell, John Martin (My-T-Fine Dessert).

**BAYLESS-KERR CO.**, 1164 Hanna Bldg., Cleveland, O.; Main 0917. **President, Treasurer:** H. D. Kerr. **Vice-Presidents:** R. S. Rimanoczy, Walter Butcher. **Secretary:** Neville Bayless. **Member of Board:** W. N. Bayless. **Directors of All Radio Activities:** R. S. Rimanoczy, Walter Butcher, Neville Bayless. **Spot:** Pocahontas Fuel Co. for O-P Stoker (pgm-3).

**THE BENISON CO., LTD.**, Canada Cement Bldg., Montreal, Que., Canada; PL 6666. **President:** Lionel Benison. **Secretary, Treasurer:** D. E. Pearce. **Director of All Radio Activities:** D. E. Pearce. **Branch Offices:** Imperial Bank Bldg., Toronto, Ont. (Adelaide 2301), E. V. Hammond, director. 675 W. Hastings St., Vancouver, B. C., Volney Irons, director. **Spot:** Crown Diamond Paint (ann-10); Nox Laboratories (pgm-10); Steelcote



## ADVERTISING AGENCIES—Continued

(ann-12); Krim Ko (ann-6); Direct Merchandising Companies (ann-8). **Local:** McGill Cigarettes (pgm-1); Lanzette Laboratories (ann-1); Coty Perfumes (ann-2); Norman G. Cull (pgm-1); Imperial Optical Co. (pgm-2); Forest Lawn Memorial Park (pgm-1); Harvey & Riach (pgm-1); Shanahan's, Ltd. (ann-1); Kik Co. (pgms-1); Laurel Dairy (ann-2).

**BENNETT & SNOW, INC.** See Bennett, Snow & Walther, Inc.

**BENNETT, SNOW & WALTHER, INC.** (formerly Bennett & Snow, Inc.), 234 Boylston St., Boston, Mass.; KEN 3820. **President:** Cory Snow. **Vice-President:** Nelson Bennett. **Vice-President, Assistant Treasurer:** Fred P. Walther. **Treasurer:** Royal W. Leith. **Radio Directors, Spot Time, Talent, Continuity and Script Buyers:** Nelson Bennett, Fred P. Walther. **Spot:** Reliable Floor Co. (participation—15); Minard Co. (pgm-1); F. B. Washburn Candy Corp. (ann-2). **Local:** Arnold Tours (ann-1). **Writers:** Kasper-Gordon Studios. **Producers:** Kasper-Gordon Studios, Gretchen McMullen.

**BENTON & BOWLES, INC.,** 444 Madison Ave., New York City; WI 2-0400. **Chair-**

**man of the Board:** Chester Bowles. **President:** A. W. Hobler. **Executive Vice-President:** James S. Adams. **Vice-President, General Manager:** James G. Rogers, Jr. **Vice-President:** Tom Revere. **Radio Director:** Tom Revere. **Radio Business Manager:** William J. Fagan. **Network:** General Foods for Diamond Crystal Salt (CBS-15), for Maxwell House Coffee (NBC Red-83), for Huskies (CBS-75), for Post Toasties (CBS-68); Continental Baking for Wonder Bread and Hostess Cake (CBS-48, CBS-43); Colgate-Palmolive-Peet for Super Suds (CBS-73), for Palmolive Soap (CBS-73), for Colgate Dental Cream (CBS-59), for Palmolive Shave Cream (CBS-46); Prudential Insurance Co. of America (CBS-49). **Spot:** General Foods for Post 40% Bran Flakes (pgm-15), for Huskies (pgm-8). **Local:** General Foods for Maxwell House Coffee (pgm-1); Best Foods for Nucoa (news-1).

**BENTON & BOWLES-CHICAGO, INC.,** 919 N. Michigan Ave., Chicago, Ill.; Delaware 8000. **President:** Stuart Sherman. **Vice-Presidents:** Arthur F. Marquette, Edward Aleshire. **Radio Director:** Edward Aleshire. **Network:** Colgate-Palmolive-Peet for Colgate Toothpowder

# BENTON & BOWLES-CHICAGO, INC.

Complete Advertising Agency Service

## NOW PLACING

### "STEPMOTHER"

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

### "WE, THE WIVES"

New interview program for Quaker Farina. Mutual network—Sunday afternoons.

### "THE MAN ON THE FARM"

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

### "SPORTSMEN'S SPECIAL"

30-Minute Variety program for Fitter's Nordlager Beer. Northwest network—Friday nights.

Transcribed dramatized spots on 57 stations for  
Dr. Caldwell's Laxative

919 NORTH MICHIGAN AVENUE

CHICAGO, ILLINOIS

## ADVERTISING AGENCIES—Continued

(CBS-26); Quaker Oats Co. for Quaker Farina (Mutual-4). **Spot:** Quaker Oats Co. for Ful-O-Pep Commercial Feeds (pgm-16); Colgate-Palmolive-Peet for Vel (ann-4); Dr. W. B. Caldwell for Dr. Caldwell's Laxative (ann-50); Fitger Brewing Co. for Fitger's Nordlager Beer (pgm-5).

**BERMINGHAM, CASTLEMAN & PIERCE**, 136 East 38th St., New York City; Le 2-7550. **President:** Arch Bermingham. **Executive Vice-President, General Manager:** Stewart Wark. **Secretary, Treasurer:** Winston Hagen. **Radio Director:** George C. Castleman. **Network:** Griffin Mfg. Co. (CBS-45). **National Spot:** Griffin Mfg. Co. (pgm, news, ann-25); Frank H. Lee Co. (pgm-1); Conti Products Co. (ann-3).

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

**THE BIOW CO., INC.**, 9 Rockefeller Plaza, New York City; CI 6-9300. **President:** Milton H. Biow. **Radio Director:** Miss R. Schuebel. **Spot Time Buyers:** W. A. Tibbals, Miss R. Schuebel. **Talent Buyer:** W. A. Tibbals. **Network:** Philip Morris & Co., Ltd. (NBC Red-59, CBS-49, Mutual-3); Sweets Co. of America for Tootsie Rolls (Mutual-3); Dunhill Cigarettes (Mutual-3). **National Spot:** Bulova Watch Co. (time signals-165); Joe Lowe Corp. for Popsicles (pgm-95). **Writers:** Jack Johnstone (Philip Morris, Joe Lowe); Max Marcin (Philip Morris); George Lowther (Sweets Co. of America). **Producers:** W. A. Tibbals and Jack Johnstone (Philip Morris); William Hammerstein (Sweets Co. of America).

**BLACKETT-SAMPLE-HUMMERT, INC.**, 221 N. La Salle St., Chicago, Ill.; Dearborn 0900. **President:** Hill Blackett. **Vice-President, Treasurer:** J. G. Sample. **Vice-Presidents:** E. F. Hummert, L. D. Milligan, H. M. Dancer, O'Neill Ryan, Jr., P. G. Parker. **Secretary:** J. R. Lieber. **Radio Director:** Kirby Hawkes. **Spot Time Buyer:** Harlow Roberts. **Branch Offices:** 247 Park Ave., New York City (WI 2-2701); E. F. Hummert, vice-president. **Network:** General Mills for Softasilk (NBC Red-29), for Corn Kix (NBC Red-35), for Wheaties (Mutual-6); Procter & Gamble for Lava (NBC Red and Blue-31), for Oxydol

(NBC Red-63, CBS-14); The Anacin Co. (CBS-51, NBC Red-38); The Bayer Co. for Bayer Aspirin (NBC Red-58, CBS-29); Personal Finance Co. (CBS-28); BiSoDol (NBC Blue-39, NBC Red-38); BiSoDol Tablets (NBC Red-24); A. S. Boyle Co. for Old English Wax (NBC Red-24, NBC Red-38); Chas. H. Phillips Chemical Co. for Cal-Aspirin (NBC Red-22); Edna Wallace Hopper for Restorative Cream and White Youth Pack (CBS-30, NBC Red-24); Kolynos Toothpaste (CBS-31, NBC Red-38); Midway Chemical Co. for Aero White and Fly-Ded (NBC Red-19), for Fly-Ded (CBS-30), for Freezone (NBC Red-19); Louis Philippe, Inc., for Angelus Rouge and Lipstick (NBC Red-19, CBS-30); Chas. H. Phillips Chemical Co. for Phillips' Milk of Magnesia (NBC Red-57), for Toothpaste and Tablets (NBC Red-23, NBC Red-7), for Haley's M-O (NBC Red-22); R. L. Watkins Co. for Dr. Lyon's Toothpowder (NBC Red-32, NBC Blue-23, NBC Red-35); Wyeth Chemical Co. for Hill's Cold Tablets (NBC Red-30), for Nose Drops (CBS-32). **Network and National Spot** (number of stations given for the following are total network and spot stations used): General Mills, Inc., for Bisquick, Wheaties and Corn Kix (NBC Red-64), for Corn Kix (NBC Red-59), for Wheaties (NBC Red-45); Procter & Gamble for Dreft (NBC Red-45), for Oxydol (CBS-26, NBC Red-143); Skelly Oil Co. (CBS-29); Wander Co. for Ovaltine (NBC Red-36, NBC Red-10); The Anacin Co. (NBC Blue-49); B. T. Babbitt for Bab-O (NBC Red-26); Joe Lowe Corp. for Popsicles (CBS-76); Chas. H. Phillips Chemical Co. for Phillips' Milk of Magnesia & Creams (NBC Red-46). **National Spot:** John F. Jelke Co. for Good Luck Margarine (ann-6); Procter & Gamble for Oxydol (pgm-2, pgm-7, news-15, pgm-5); Sears, Roebuck & Co. (pgm-47); Skelly Oil Co. (pgm-24); Wander Co. for Ovaltine (ann-45); Bayer Aspirin (pgm-4); Personal Finance Co. (ann-4); Midway Chemical Co. for Fly-Ded (pgm-13); R. L. Watkins for Dr. Lyon's Toothpowder (pgm-4). **Local Spot:** F & F Cough Drops (news-2); General Mills for Corn Kix (pgm-2, ann-1), for Corn Kix and Wheaties (football-2), for Gold Medal Kitchen-Tested Flour (pgm-2), for Wheaties (pgm-3); La Choy Food Products (pgm-1); Procter & Gamble for Dreft (pgm-1), for Lava (ann-3), for Oxydol (pgm-6, ann-3); Anacin (pgm-2, Hockey-1); Bayer Aspirin (pgm-1); A. S. Boyle for Old English Wax (pgm-1); Chas. H. Phillips Chemical Co. for Cal-Aspirin (pgm-1); Childs Restaurants (pgm-1); J. C. Penney Co. (pgm-1);

## ADVERTISING AGENCIES—Continued

- Chas. H. Phillips Chemical Co. for Phillips' Creams (pgm-1); R. L. Watkins for Dr. Lyon's Toothpowder (pgm-1); Wyeth Chemical Co. (pgm-1). **Writers:** Mrs. Gertrude Berg, Thaddeus Borun, John Alcorn, Lee Gebhart, Orin Tovrov (P & G for Oxydol); Guila Adams, Mona Kent, Ferrin Fraser, Wallace K. Norman (Wander Co. for Ovaltine); Aline Ballard (Sears, Roebuck & Co., P & G for Lava); Caroline Ellis (General Mills for Tested Flour); Nat Hiken, Cliff Thomas (General Mills for Corn Kix); Leston Huntley (P & G for Dreff); Day Keene (P & G for Dreff, Wander Co. for Ovaltine); C. D. Morris & Associates (General Mills for Corn Kix, P & G for Oxydol); Talbot Mundy (General Mills for Wheaties); Margaret Sangster (General Mills for Softasilk); Al Shebel, James Waters (Skelly Oil); Irving Vendig (P & G for Lava). **Producers:** Mrs. Gertrude Berg, Walter Sikora, George Fogle; Walter Hart, director, C. D. Morris & Associates (P & G for Oxydol); Fritz Blocki (Skelly Oil); Fran Heyser (General Mills for Tested Flour); Jack Hurdle (General Mills for Corn Kix, Wander Co. for Ovaltine); Jack Mathae (Sears, Roebuck); Edwin H. Morse (General Mills for Softasilk, Wheaties); Wyn Orr, Courtney Savage (P & G for Dreff); Brad Simpson (Wander Co. for Ovaltine); Alan Wallace (Ovaltine, P & G for Lava); Wynn Wright; Owen Crump, director, Warner Bros. Studios (General Mills for Corn Kix).
- THE BLACKSTONE CO.**, 1270 Sixth Ave., New York City; CI 7-7890. **Radio Director:** Milton Blackstone.
- BLITZ & SHORT, ADVERTISING**, 301 Rothchild Bldg., Portland, Ore.; Beacon 5872. **Partners:** Arnold Blitz, Jr., Hal E. Short. **Radio Director:** Robert M. Bovee. **Spot Time Buyer:** Arnold Blitz, Jr. **Local:** Blitz-Weinhard Co. (wrestling-1, pgm-1, ann-3); Director's Furniture Co. (ann-1); Hilaire's Restaurant (ann-1); Imperial Hotel (ann-1); Kiddie Kolor Kontest (ann-2); Oregon Automobile Credit Corp. (ann-1). **Writers:** John Keating Co. (Oregon Automobile Credit Corp.).
- ADOLPH L. BLOCH ADVERTISING AGENCY**, 108 N. W. 9th Ave., Portland, Ore.; Broadway 5664. **President:** Adolph L. Bloch. **Radio Director:** Bob Hargreaves. **Local:** Dr. Harry Semler (news-3); Mt. Hood Soap Co. (pgm-1, ann-1); Red & White Stores (pgm-1).
- BOTSFORD, CONSTANTINE & GARDNER**, 115 S. W. Fourth Ave., Portland, Ore.; AT 9541. **President:** D. M. Botsford. **Vice-President:** Ray Andrews. **Vice-President, Secretary:** F. Coykendall. **Vice-President, Treasurer:** Merle Manly. **Radio Director:** Caryl Coleman. **Branch Offices:** 814 Second Ave. Bldg., Seattle; C. P. Constantine, vice-president. Russ Bldg., San Francisco; S. G. Swanberg, vice-president. Petroleum Securities Bldg., Los Angeles; John Weiser, vice-president. **Network:** Tillamook County Creamy Association (NBC Pacific Blue-5); Durkee Famous Foods (CBS-12); Gilmore Oil (NBC Pacific Blue-6). **Spot:** MacFarlane Candy Co. (ann-8). **Local:** Esbencott Laboratories (ann-1); Glass Container Association (ann-1); MacFarlane Candy Co. (pgm-1); Richmond Chase Co. (ann-1); Gilmore Oil (ann-2); Riverside Dairymen's Association (ann-1).
- BOWMAN & COLUMBIA, INC.**, 155 East 44th St., New York City; MU 2-8260. **President:** C. Luckey Bowman. **Executive Assistant:** Martin Munzer, Jr. **Vice-President:** Curtis F. Columbia. **Network:** McKesson & Robbins for Calox Toothpowder, Solid Albolene, Soretone (CBS-10). (**Note:** This information was not supplied by the agency, hence further details are not available).
- BOZELL & JACOBS, INC.**, 510 Electric Bldg., Omaha, Nebr.; Jackson 2261. **President, Treasurer:** Leo B. Bozell. **Vice-President, Secretary:** Morris E. Jacobs. **Vice-President, General Manager:** F. C. Miller. **Vice-President:** R. H. Wensberg. **Radio Director:** None; handled by account executives. **Branch Offices:** 122 S. Michigan Ave., Chicago (Wabash 2292); Nathan E. Jacobs, vice-president and general manager. 411 Traction Terminal Bldg., Indianapolis (Lincoln 6326); Ernie Lundgren, vice-president and general manager. 717 Southern Standard Bldg., Houston (Fairfax 4106); D. C. Schnabel, president, treasurer; Elby Rominger, vice-president, general manager. **Spot:** Nebraska Power Co. (pgm-2); Standard Furnace & Supply Co. (ann-3); Uncle Sam Breakfast Food Co. (ann-5); Muehlebach Brewing Co. (pgm-1, ann-4). **Local:** Iten-Barmettler Biscuit Co. (pgm-1); Occidental Bldg. & Loan Assn. (pgm-1); Yellow Cab & Baggage Co. (ann-1); Fontenelle Brewing Co. (pgm-1, ann-1); Metropolitan Utilities (pgm-1).
- ARTHUR BRAITSCH, ADVERTISING**, 1017 Hospital Trust Bldg., Providence, R. I.; Dexter 5313. **Proprietor:** Arthur Braitsch. **Space Buyer, Account Executive:** John A. Lorimer. **Secretary:** Frances Whalen. **Radio Director, Talent,**

## ADVERTISING AGENCIES—Continued

- Continuity and Script Buyer:** Arthur Braitsch. **Spot Time Buyer:** John A. Lorimer. **Regional Network:** Narragansett Brewing Co. (news, Yankee Network-16). **Local Spot:** Rhode Island Ice Co. (ann-4); Frances Waterman, Inc. (ann-4); Weybosset Markets (ann-3); New England Upholstery Co. (ann-1); Weinberg Canadian Fur Co. (ann-1); C. I. Biguey Construction Co. (ann-1); Interstate Navigation Co. (ann-2); Macdonald Furniture Co. (ann-2); Rhode Island Hospital National Bank (ann-1); Sportsman's Show (ann-8). **Local:** Narragansett Brewing Co. (news-2); Morris Plan Co. of Rhode Island (pgm-1); Citizens Savings Bank (pgm-1); Heilborn Shoe Co. (pgm-2). **Writer, Producer:** Fred Friendly (Citizens Savings Bank).
- J. CARSON BRANTLEY ADVERTISING AGENCY,** Post Bldg., Salisbury, N. C.; 900. **President:** J. Carson Brantley. **Secretary-Treasurer:** Albert R. Munroe. **Radio Directors, Spot Time Buyers:** J. Carson Brantley, A. N. Cheney. **Talent Buyer:** J. Carson Brantley. **Continuity and Script Buyer:** A. N. Cheney. **Director Radio Research:** A. N. Cheney. **Spot:** Stanback Co. for Stanback Headache Powders (pgm-40, news-20, ann-70); Duke Power Co. (pgm-7, news-1); Carolina Beverage Corp. (ann-5); Chattanooga Medicine Co. (pgm-1, ann-2); The A & O Co. (ann-2). **Writers:** J. Carson Brantley, Albert R. Munroe. **Producer:** A. N. Cheney.
- BREWER-WEEKS CO.,** 564 Market St., San Francisco, Calif.; DOUG 8234. **President:** F. T. Weeks. **Secretary, Treasurer:** W. A. Brewer. **Director of All Radio Activities:** W. A. Brewer. **Regional and Spot:** Political (pgm-12). **Spot:** Palace Hotel (ann-15). **Local:** Pacific Brewing & Malting Co. (pgm-1); Berkeley Chamber of Commerce (ann-1); Fontana Food Products (news-1).
- EMIL BRISACHER & STAFF,** 310 Crocker Bldg., San Francisco, Calif.; Garfield 0276. **President:** Emil Brisacher. **Vice-Presidents:** R. T. Van Norden, Robert J. Davis. **Radio Directors:** Emil Brisacher, Charles H. Gabriel. **Spot Time Buyers:** Eva Ross (San Francisco), Louise Ludke (Los Angeles). **Branch Offices:** Petroleum Securities Bldg., Los Angeles (Prospect 9368); Robert J. Davis, vice-president in charge. **Network:** Sussman, Wormser & Co. for S & W Fine Foods (NBC Red-9, CBS-8). **Regional:** Fruit Industries, Ltd. (ann, Mutual-Don Lee-6). **Spot:** Acme Breweries (news-1, ann-6); Peter Paul, Inc., for Candy (ann-4); Challenge Cream & Butter Association (ann-5); McClintock Stern Co. (ann-2); Dr. Painless Parker (ann-5). **Local:** Roos Bros. (sports-1); I. Magnin Co. (pgm-1); Rough Rider Mfg. Co. (pgm-1); McRoskey Airflex Mattress Co. (pgm-1).
- BROADCAST ADVERTISING, INC.,** 8 Newbury St., Boston, Mass.; Kenmore 0854-55. **President, Treasurer:** James E. Murley. **Assistant to President:** J. J. Manning. **Radio Director, Talent, Continuity and Script Buyer:** James E. Murley. **Spot Time Buyer:** J. J. Manning. **Regional:** Participating Food Companies (pgm-7). **Spot:** Colt Shoes, Inc. (ann-4); R. G. Sullivan, Inc. (ann-10). **Local:** Liggett Drug Co., Inc. (ann-1). **Writers:** Marjorie Mills (participating food program); J. J. Manning (commercials, all programs).
- BROOKE, SMITH & FRENCH, INC.,** 82 Hancock Ave., E., Detroit, Mich.; Columbia 0860. **Chairman of the Board:** Charles W. Brooke. **President:** Willard S. French. **Executive Vice-President, Secretary, Treasurer:** Guy C. Smith. **Radio Director:** H. H. Ohlmacher. (Note: This information was not supplied by the agency, hence further details are not available).
- BROOKE, SMITH, FRENCH & DORRANCE, INC.,** 347 Madison Ave., New York City; MU 6-1800. **Chairman of Board:** Guy C. Smith. **President:** Sturges Dorrance. **Vice-Presidents:** H. M. Overstreet, H. E. Pengel, Jr., C. C. Kahlert. **Spot Time Buyer:** H. E. Pengel, Jr. **Talent Buyer:** H. M. Overstreet. **Network:** Maine Development Commission (Yankee and Mutual-17). **Spot:** Christmas Club (ann-43).
- D. P. BROTHER & CO., INC.,** 8-149 General Motors Bldg., Detroit, Mich.; TR 2-8250. **President:** D. P. Brother. **Secretary:** A. C. Schroeder. **Treasurer:** Carl Georgi, Jr. **Radio Director, Spot Time Buyer:** Carl Georgi, Jr. **National Spot:** Oldsmobile Division of General Motors (ann-25).
- FRANKLIN BRUCK ADVERTISING CORP.,** 1270 Sixth Ave., New York City; CI 7-7661. **President:** Franklin Bruck. **Treasurer:** M. Heineman. **Secretary:** M. J. Kleinfeld. **Radio Director:** M. Heineman. **Spot Time Buyer:** M. J. Kleinfeld. **Talent Buyer:** M. I. Jurin. **Network:** Manhattan Soap Co. for Sweetheart Soap (NBC Red-7). **Regional:** Manhattan Soap Co. (Yankee Network-4). **National Spot:** Manhattan

## ADVERTISING AGENCIES—Continued

Soap Co. (pgm, ann, news-82); Remington Rand for Portable Typewriters (news-30); Sitroux Co. for Facial Tissues (pgm-3). **Local:** Hartz Mountain Canaries (pgm-1).

**BUCHANAN & CO., INC.**, 1501 Broadway, New York City; ME 3-3380. **Chairman of Board:** Joseph A. Hanff. **President:** T. S. Buchanan. **Vice-Presidents:** A. E. Bonn, A. O. Dillenbeck, John Hertz, Jr. **Secretary, Treasurer:** L. J. Seeger. **Radio Director** (Hollywood): Louis A. Witten. **Branch Offices:** 919 N. Michigan Ave., Chicago (Delaware 5522); Norman J. Phelps, vice-president, 1709 West 8th St., Los Angeles (Drexel 7101); Fred M. Jordan, vice-president, 1680 N. Vine St., Hollywood (Gladstone 7104); Louis A. Witten, vice-president. **Network:** The Texas Co. for Texaco Petroleum Products (CBS-96). **Spot:** The Texas Co. (pgm-153); Royal Typewriter Co., Inc. (pgm and ann-23). **Producer:** Bill Bacher (The Texas Co.).

**THE BUCHEN CO.**, 400 W. Madison St., Chicago, Ill.; Randolph 9305. **President:** Walter Buchen. **Vice-Presidents:** J. H. Morse, Fergus Mead. **Treasurer:** J. M. McDonald. **Secretary:** W. H. Baer. **Radio**

**Director, Talent Buyer:** J. H. Morse. **Spot Time Buyer:** C. W. Fisher.

**LEO BURNETT CO., INC.**, 360 N. Michigan Ave., Chicago, Ill.; Central 5959. **President, Treasurer:** Leo Burnett. **Vice-Presidents:** DeWitt O'Kieffe, Frank Smith. **Vice-President, Secretary:** E. Ross Gamble. **Radio Director, Talent Buyer:** Roy W. Winsor. **Spot Time Buyer:** E. Ross Gamble. **Continuity and Script Buyer:** DeWitt O'Kieffe. **Network:** Pure Oil Co. (football pgm, CBS-11, news commentator-CBS 41).

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

# SCHWIMMER AND SCOTT

## ADVERTISING

### CHICAGO

## ADVERTISING AGENCIES—Continued

**CAMPBELL-EWALD CO., INC.**, General Motors Bldg., Detroit, Mich.; Trinity 2-6200. **President:** H. T. Ewald. **Radio Director:** J. H. Neebe. **Branch Offices:** 230 N. Michigan Ave., Chicago (Central 1946); John Tiogo, vice-president, 723 Petroleum Securities Bldg., Los Angeles (Prospect 1275); S. S. Arnett, manager, Claus Spreckels Bldg., San Francisco (Douglass 5670); R. V. Dunne, manager. (**Note:** This information was not supplied by the agency, hence further details are not available.)

**CAMPBELL-EWALD CO. OF NEW YORK, INC.**, 1790 Broadway, New York City; CI 7-6383. **Chairman of the Board:** H. T. Ewald. **President, General Manager:** F. D. Richards. **Vice-President:** W. W. Lewis. **Treasurer:** Duane W. Beurmann. **Secretary:** L. B. Dudley. **Vice-Presidents, Account Executives:** R. F. Field, W. E. Blodgett. **Radio Director, Talent, Continuity and Script Buyer:** Louis Dean. **Spot Time Buyer:** E. A. Elliott. **Branch Office:** 1214 19th St., N. W., Washington, D. C. (Metropolitan 5670); Emmett Deady, manager. **Network:** U. S. Rubber Co. (CBS-82, rebroadcast on 1 Havana station). **Spot:** Mary Pickford Cosmetics, Inc. (ann-5).

**THE CAPLES CO.**, 230 Park Ave., New York City; MU 6-8500. **President:** R. C. Caples. **Vice-President:** Albert Woodley. **Vice-President, Secretary, Treasurer:** R. N. Hartsing. **Radio Director:** Ernest F. Bader (Los Angeles). **Spot Time Buyers:** Ruth D. Folster (New York), Miss M. Cronk (Los Angeles). **Branch Offices:** 225 E. Erie St., Chicago (Superior 6016); R. N. Hartsing, vice-president in charge, 1416 Dodge St., Omaha (Jackson 1107); L. M. Branch, manager, 412 West 6th St., Los Angeles (Prospect 1542); William P. Pearre, manager. **Spot:** Railway Express Agency, Inc. (ann-46); Railroad Federal Savings & Loan Association (ann-1); Union Pacific Railroad (pgm-16, pgm-70); Sun Valley Lodge (ann-1). **Writer:** Carveth Wells (Union Pacific).

**CARPENTER ADVERTISING CO.**, 850 Euclid Ave., Cleveland, O.; Main 1570. **President:** A. Carpenter. **Vice-President:** M. H. Carpenter. **Treasurer:** H. J. Whiteman. **Secretary:** J. J. Marquart. **Radio Director:** F. F. Lamorelle. **Spot Time Buyer:** J. J. Marquart. **Local:** Hickman Williams & Co. for Home-Glo Coke (pgm-1); Musselman Hub Brake Co. (pgm-1). **Writers:** Vincent Siena (Hickman Williams), Harm White (Musselman Hub Brake). **Producer:** A. J. Carpenter.

**CARTER, JONES & TAYLOR**, 448-453 Associates Bldg., South Bend, Ind.; 3-3171. **Partners, Directors of All Radio Activities:** Lincoln J. Carter, Ralph E. Jones, James W. Taylor. **Spot:** Kamm & Schellinger Co. (news-2); Associates Investment Co. (sports-1); Round Oak Co. (time signals-1).

**CECIL & PRESBREY**, (formerly part of Cecil, Warwick & Legler), 247 Park Ave., New York City; WI 2-8200. **Chairman:** Charles Presbrey. **President:** James M. Cecil. **Vice-President:** Henry Souvaine. **Secretary:** Frank G. Christian. **Radio Director, Talent, Continuity & Script Buyer:** Henry Souvaine. **Spot Time Buyers:** Harry Parnas, Edward J. Rohn. **Secretary (Radio Department):** L. Scanlon. **Branch Offices:** 228 N. LaSalle St., Chicago; Leroy A. Kling, vice-president, Morris Plan Bldg., Richmond, Va.; Lucius Cary in charge. **Network:** G. Washington Coffee Refining Co. (NBC Blue-7); Lamont Corliss & Co. for Nestle's EverReady Cocoa (NBC Red-2). **Spot:** Lamont Corliss & Co. for Hot Nestle's (participation-1, participation-1). **Writers:** Gene Stafford (Nestle's EverReady Cocoa), Frank G. Christian (G. Washington Coffee). **Producers:** Keith McLeod, Henry Souvaine, Inc. (G. Washington Coffee).

**CECIL, WARWICK & LEGLER, INC.** See Cecil & Presbrey, Inc., and Warwick & Legler, Inc.

**CENTRAL ADVERTISING CORP.**, Board of Trade Bldg., Indianapolis, Ind.; Lincoln 7648. **President, Treasurer:** G. Vance Smith. **Vice-President:** Giles L. Smith. **Secretary:** H. B. Smith. **Radio Director, Spot Time Buyer:** G. Vance Smith. **Local:** Hoosier Mfg. Co. (news-1).

**CENTRAL ADVERTISING SERVICE, INC.**, 45 West 45th St., New York City; BR 9-9260. **President:** Louis Britwitz. **Production Manager:** Gilbert Lesser. **Radio Director:** Louis Britwitz.

**CENTURY ADVERTISING AGENCY**, 1307 Industrial Bank Bldg., Detroit, Mich.; CA 7760-61-62. **President, Treasurer:** S. M. Epstein. **Secretary:** Norman R. Thal. **Vice-President:** V. Scally. **Director of All Radio Activities:** Norman R. Thal.

**CESANA & ASSOCIATES, LTD.**, 418 Monadnock Bldg., San Francisco, Calif.; Exbrook 8572. **Executives:** Renzo Cesana, Carl H. Brockhagen. **Director of All Radio Activities:** Carl W. Pierce. **Net-**

## ADVERTISING AGENCIES—Continued

- work:** Roma Wine Co. (Mutual-15). **Spot:** Roma Wine Co. (ann-4). **Local:** Margaret Burnham's Cottage Candies (ann-1); Piedmont Health Center (ann-1). **Writers:** Carl W. Pierce, Art Linkletter (Roma Wine). **Producer:** Carl W. Pierce (Roma Wine).
- CHAPPELOW ADVERTISING CO.,** 3615 Olive St., St. Louis, Mo.; JE 0700. **President:** B. E. Chappelow. **Vice-Presidents:** F. S. Coddling, G. W. Hutchinson, J. V. Huffman. **Secretary:** J. A. Hubbard. **Treasurer:** J. F. Fingerlin. **Radio Directors:** Glenn W. Hutchinson, James V. Huffman. **Spot Time Buyers:** F. A. Watts, D. L. Fox.
- C. P. CLARK, INC.,** 2411 West End Ave., Nashville, Tenn.; 7-6602. **President:** C. P. Clark. **Vice-President:** Herbert Armstrong. **Secretary-Treasurer:** D. G. Goodwin. **Branch Office:** Gottschaldt-Humphrey, Inc., Norris Bldg., Atlanta, Ga.; Bruce Moran, executive vice-president in charge (all stock in this company owned by C. P. Clark, Inc.). **National Spot:** Standard Candy Co. for Belle Camp Chocolates (pgm-5). **Local:** O'Bryan Bros., Inc., for Duck Head Overalls (pgm-1); Tennessee Automobile Insurance Co. (ann-1); American National Bank (pgm-1); Dietro Products Co. (ann-1); Family Photograph Co. (pgm-1).
- DARWIN H. CLARK, ADVERTISING,** 541 S. Spring St., Los Angeles, Calif.; Michigan 6021. **General Manager:** Darwin H. Clark. **Copy and Production Manager:** George W. Laine. **Space Buyer:** D. G. Anderson. **Publicity Manager:** Karl Lott, Jr. **Account Executive:** Warren P. Fehlman. **Radio Director:** Walter McIntosh. **Branch Offices:** Through membership in National Advertising & Promotion Group comprising affiliated agencies in key cities. **Network:** American Institute of Meritism (Mutual, Don Lee-4). **Local:** American Institute of Meritism (ann-1); California Federal Savings & Loan Association (ann-1); Darling's Flower Shop (ann-1); First Federal Savings & Loan Association of Hollywood (pgm-1, ann-1); Low Cost Housing, Inc. (pgm-1); Standard Federal Savings & Loan Association (pgm-2); Turco Products, Inc. (pgm-1); Los Angeles Sausage Co., Ltd. (pgm-1).
- THE CLEMENTS CO., INC.,** 1601 Chestnut St., Philadelphia, Pa.; RT 0236. **President, Treasurer:** I. W. Clements. **Vice-President, Secretary:** E. D. Masterman. **Radio Directors:** Alice V. Clements, Robert H. Smith. **Spot Time Buyer:** K. E. King. **Talent, Continuity and Script Buyer:** Alice V. Clements. **Network:** Modern Food Process Co. for Thrivo Dog Food (NBC Blue-13). **Local:** Horn & Hardart Baking Co. (pgm-3); Parkway Baking Co. (pgm-2); Mrs. Morrison's Puddings (pgm-1); Morton Co. (wrestling-1). **Spot:** F. G. Vogt & Sons, Inc. (ann-6); Northwestern National Bank (ann-3); P. J. Ritter Co. (ann-1); Horn & Hardart Baking Co. (ann-3). **Writers:** Alice V. Clements, Robert H. Smith, Taylor Grant, Betty Jordan. **Producers:** Alice V. Clements, Robert H. Smith, Betty Jordan.
- COCKFIELD, BROWN & CO., LTD.,** 224 Canada Cement Co. Bldg., Montreal, Que.; HA 4171. **President:** G. W. Brown. **Vice-President:** T. L. Anderson. **Managing Director:** H. R. Cockfield. **Treasurer:** G. C. Hammon. **Secretary:** J. A. Ryan. **Radio Director, Talent Buyer:** C. W. McQuillin. **Spot Time Buyer:** H. R. Conway. **Continuity and Script Buyer:** F. W. Gross. **Branch Offices:** Metropolitan Bldg., Toronto, Ont.; T. L. Anderson, vice-president in charge. Electric Railway Chambers, Winnipeg, Man.; H. Lavender in charge. Royal Bank Bldg., Vancouver, B. C.; Jeffrey Brock in charge. Brettenham House, Lancaster Place, London W. C. 2, England; Eric Choyce in charge. **Network:** Bell Telephone Co. (pgm-18); Molsons Brewery, Ltd. (pgm-3); The Murphy Co., Ltd. (pgm-5); Canada Packers, Ltd. (5 mins-4); Maple Leaf Milling Co., Ltd. (pgm-25); Pure Gold Mfg. Co., Ltd. (pgm-5); B. F. Goodrich Co. (pgm-3). **National Spot:** Canadian Marconi Co. (ann-35); Ex Lax, Ltd. (ann-6); Northern Electric Co., Ltd. (ann-30); Miles Laboratories, Ltd. (pgm-14); Blue Ribbon, Ltd. (ann-7); Cluett Peabody (ann-6); Simmons Co. (ann-10). **Local:** Canada Cement Co., Ltd. (pgm-1); Canadian Laco Lamps, Ltd. (ann-1); Crescent Creamery Co., Ltd. (pgm-2); E. Griffiths Hughes, Ltd. (pgm-1); Doller & Co. (ann-1); Sterling Distributors, Ltd. (pgm-1); Toronto Star Weekly (ann-1); Burns & Co. (pgm-1); National Biscuit & Confection Co., Ltd. (ann-1).
- COMPTON ADVERTISING, INC.,** 630 Fifth Ave., New York City; CI 6-2800. **President:** Richard Compton. **Vice-President, Secretary, Treasurer:** Leonard Bush. **Vice-Presidents:** Robert Holbrook, Alfred Stanford, Trel Yocum, Chauncey Landon. **Radio Director:** John E. McMillin. **Spot Time Buyer:** William B. Maillfert. **Talent Buyer:** Florence Sperl. **Con-**



## ADVERTISING AGENCIES—Continued

**tinuity & Script Buyer:** Mary Louise Anglin. **General Program Manager, Script Supervisor:** John Taylor. **Program Managers:** Hal E. James, Frederick K. Gropper. **Radio Copy Supervisor:** Muriel Haynes. **Publicity:** Frederick K. Gropper. **Branch Offices:** Gwynne Bldg., Cincinnati (Parkway 6961); Robert Marsh, Jr., in charge. 221 N. LaSalle St., Chicago (State 8747); Jane Stockdale in charge. **Network:** Procter & Gamble for Ivory Soap (CBS-22, NBC Red and Blue-15, CBS-32, NBC Red-20, NBC Red-19, CBC French Network—number of stations not listed), for White Naphtha Soap (NBC Red-58), for Barsalou Soap (CBC French Network—number of stations not listed), for Crisco (CBS-22, CBS-42, NBC Blue-20 and NBC Red-51). **Spot:** Utica Club Beer (news and baseball-number of stations not listed). **Local:** Procter & Gamble for Ivory Soap (pgm-number of stations not listed). Also numerous spot station placements of transcriptions for Procter & Gamble. **Writers** (all for Procter & Gamble): Jane West, Irna Phillips, Jane Cruisberry, Paul Rhymer, Carl Bixby, Don Becker, Robert Choquette, Jovette Bernier, Augusto Mauro. **Producers** (all for Procter & Gamble): Howard Keegan, of Carl Wester & Co.; Carlo De Angelo, of Ed Wolf Associates; Axel Gruenberg and Ted MacMurray, of NBC; Chick Vincent, of Transamerican Broadcasting & Television Corp.

**THE CONDON CO., INC.,** 1021 Washington Bldg., Tacoma, Wash.; MA 3483. **President:** John Condon. **Directors of All Radio Activities:** John Condon, Victor Kaufman. **Local:** J. E. Burkeimer Mfg. Co. (ann-1); Brad-Lee, Inc. (ann-1); Buckley-King Funeral Service (ann-1); Cammarano Bros. (ann-2); Harold E. Dahl Co. (ann-1); A. G. "Dusty" Hoskins (ann-1); Jordan Baking Co. (pgm-1, ann-1); Mueller-Harkins (ann-1); Mecca Cafe (ann-1); W. H. Opie & Co. (ann-1); Puget Sound National Bank (ann-2); Sanitary Infant Dairy Products (ann-1); Tacoma Hotel (ann-1); Tacoma Secretarial School (ann-1); Walker Chevrolet Dealers (ann-1); Western Furnaces, Inc. (ann-1); Olympic Dairy Products (pgm-1); Smith Bros. Bakery (ann-1).

**COOLIDGE ADVERTISING CO.,** Insurance Exchange Bldg., Des Moines, Ia.; 3-5195. **President:** Paul Blakemore. **Vice-President:** R. H. Cary. **Secretary:** H. J. Kroeger. **Radio Director:** David Ainsworth. **National Spot:** American Pop Corn Co. (pgm-60); Marshall Can-

ning Co. (pgm-22). **Regional Spot:** Western Grocer Co. (pgm-6). **Local:** Bankers Trust Co. (ann-1); Central Service Co. (pgm-1); Chase Investment Co. (ann-2); Cownie Furs (pgm, ann-3); Oelwein Chemical Co. (farm news-1); Yellow Cab Co. (ann-2).

**COWAN & DENGLER, INC.,** 1250 Sixth Ave., New York City; CI 7-6190. **President:** Stuart D. Cowan. **Vice-President, Secretary, Treasurer:** H. W. Dengler. **Spot Time Buyer:** Ralph H. Bain. **Spot:** Forhan's Toothpaste (5 mins and ann-4); Armstrong Rubber Co. (ann-3). **Local:** Burry Biscuit Corp. (pgm-1). **Writers:** John Casey (Forhan's); Josephine Felts (Burry Biscuit); Charles J. Cutajar (Armstrong Rubber).

**THE CRAMER-KRASSELL CO.,** 733 N. Van Buren St., Milwaukee, Wis.; Daly 3500. **Chairman of Board:** W. A. Krasselt. **President:** A. W. Seiler. **Secretary, Treasurer:** C. T. McElroy. **Radio Director, Spot Time and Talent Buyer:** J. E. Giebish. **Continuity and Script Buyer:** Sandra Michael. **Spot:** Dr. W. B. Caldwell, Inc. (pgm-56); Gillette Rubber Co. (pgm-17); Condon Bros. (pgm-7); Plankinton Packing Co. (ann-17); Norge (ann-placed by local dealers). **Local:** Higgins Supply Co. (ann-1); Dr. W. D. LeGear Medicine Co. (pgm-1). **Writer:** Sandra Michael (Dr. W. B. Caldwell, Inc.)

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

**CRITCHFIELD & CO.,** 720 N. Michigan Ave., Chicago, Ill.; Superior 3061. **President:** Scott S. Smith. **Vice-Presidents:** W. Frank McClure, E. P. Nesbitt, C. C. Greene, Scott Smith, Jr. **Secretary:** R. C. Scrymiger. **Treasurer:** N. W. Smith. **Director of All Radio Activities:** M. E. Blackburn. **Network:** Moody Bible Institute (Mutual-9); Wheeling Steel Corp. (Mutual-23). **Spot:** Aero Industries Technical Institute (pgm and 5 mins-13); Chicago Technical College (pgm and 5 mins-30); Hemphill Diesel Schools (5 mins-23); Thermo Air-Conditioning Institute (pgm and 5 mins-37); Vocational Service (pgm and 5 mins-3); Wonder Lake Syndicate (pgm-3). **Local:** Hemphill Diesel Schools (pgm-1); Letz Mfg. Co. for Feeders (5 mins-1); Look Magazine (pgm-1) Nahi-



## ADVERTISING AGENCIES—Continued

- gan Bros., Inc., for Carpets (ann-1); Wright & Lawrence Co. for Cosmetics (pgm-1).
- SAMUEL C. CROOT CO., INC.**, 28 West 44th St., New York City; BR 9-2588. **President:** Samuel C. Croot. **Vice-Presidents:** Robert D. Merrill, William Krieger. **Network:** Winter & Co. for Musette Pianos (Mutual-2). (**Note:** This information was not supplied by the agency).
- D'ARCY ADVERTISING CO.**, Missouri Pacific Bldg., St. Louis, Mo.; Central 6700. **President:** W. C. D'Arcy. **Vice-Presidents:** J. F. Oberwinder, A. L. Lee, P. J. Orthwein, E. H. Turner, J. Y. Brown, J. M. Drescher, J. E. Sullivan. **Secretary, Treasurer:** C. C. Pangman. **Space Buyer:** F. C. Weber. **Branch Offices:** 515 Madison Ave., New York City (Eldorado 5-3765); F. W. Coste, vice-president. Terminal Tower, Cleveland; S. P. Seward, manager. 310 North Ave., N. W., Atlanta; W. Pflueger. 90 Broadview St., Toronto, Ont.; G. P. Altenbernd, manager. **Network:** Coca-Cola Co. (CBS-94). **Regional:** Anheuser-Busch, Inc. (Texas State Network-21). **Spot:** Coca-Cola Co. (pgm-150). **Local:** Pevely Dairy Co. (pgm-3); Western Cartridge Co. (pgm-3).
- JIMM DAUGHERTY, INC.**, 211 N. 7th St., St. Louis, Mo.; Main 0790. **President:** James M. Daugherty. **Secretary-Treasurer:** Pauline Otto Daugherty. **Director of All Radio Activities:** James M. Daugherty. **Local:** St. Louis Dairy Co. (pgm-1).
- DAVID, INC., ADVERTISING AGENCY**, W-3173 First National Bank Bldg., St. Paul, Minn.; GA 3872-3-4. **President-Treasurer:** Quentin J. David. **Secretary:** Roger H. David. **Vice-President:** John C. Fabbrini. **Radio Director:** Angeline Clement. **Spot Time Buyer:** Gerald F. Conway. **Branch Offices:** 410 White Bldg., Seattle; Carl Cleveland, in charge. 1085 Monadnock Bldg., San Francisco; R. H. Watters, in charge. **Local:** Koppers Coke (news-1, ann-1); Stott Briquets, coal products (football previews-1, weather reports-1, ann-6); Ballard's & Skellet's Transfer & Storage (station breaks-1); Hotel St. Paul (ann-1); Associated Garages (ann-1); Hilex, bleach (ann-1); Minnesota Macaroni (ann-2, pgm-3); Minnehaha Cleaners (pgm-1). **Writers:** Angeline Clement (Koppers Coke, Stott Briquets, Ballard's & Skellet's, Minnehaha Cleaners, St. Paul Hotel, Associated Garages), Josephine Mack (Minnehaha Cleaners).
- MARIO DE BIASI ADVERTISING AGENCY, INC.**, 51 Chambers St. New York City; WO 2-7093. **President:** A. de Biasi. **Vice-President:** P. de Biasi. **Treasurer:** E. de Biasi. **Radio Director:** A. de Biasi. **Spot Time and Talent Buyers:** A. de Biasi, A. Mauro. **Network and Local:** Gambarelli & Davitto (Mutual-3, news-1).
- JOHN L. DE BRUEYS, ADVERTISING**, Ben Milam Hotel, Houston, Tex.; Capitol 2241. **Owner:** John L. de Brueys. **Radio Director:** John L. de Brueys. **Spot:** Houston Packing Co. (ann-7). **Local:** A-B-C Stores, Inc. (pgm-1).
- IRA E. DE JERNETT ADVERTISING SERVICE**, 1621 Cotton Exchange Bldg., Dallas, Tex.; 2-2620. **Owner, Space Buyer:** Ira E. De Jernett. **Radio Director:** Violet Short. **Spot Time and Talent Buyer:** Ira E. De Jernett. **Regional:** Employers Casualty Co. (Texas Quality-4, plus KGNC). **Spot:** Employers Casualty Co. (ann-2); Metropolitan Building & Loan (ann-2); Dallas Morris Plan Bank (ann-3); Padgett Bros. Co. (ann-3); Darver's Babyland & Junior Shop (ann-1).
- RALPH L. DOMBROWER CO., INC.**, 210 E. Franklin St., Richmond Va.; 3-111-3. **President, Treasurer:** Ralph L. Dombrower. **Vice-President:** Morton L. Wallerstein. **Secretary:** H. D. Britt. **Space Buyer:** Dorothy Fowler. **Art Director:** J. H. R. Pickett. **Radio Director, Spot Time, Script and Continuity Buyer:** E. I. Wallerstein. **Branch Office:** Woodward Bldg., Washington, D. C.; Philip Rosenfeld, manager.
- DONOHUE & COE, INC.**, 1270 Sixth Ave., New York City; CO 5-4252. **President:** E. J. Churchill. **Vice-Presidents:** A. B. Churchill, Lynn B. Clarke, Charles F. Hanser, E. I. LaBeaume, Robert E. Rinehart. **Secretary:** O. A. Kingsbury. **Treasurer:** William D. Patterson. **Space Buyer:** Jack B. Peters. **Art Director:** William H. Schneider. **Account Executives:** L. P. Bott, Jr., Rufus Choate, Marjorie Hyndman, Samuel Lanham, James J. Maloney, Lloyd G. Seidman. **Radio Directors:** Clifford Strohl, Fred F. Waters. **Branch Office:** 411 Hurt Bldg., Atlanta (Main 5662); Harry L. Morrill, vice-president. **Network:** National Ice Advertising, Inc. (NBC Red-57). **Spot:** Scholl Mfg. Co. (ann-12); Glad Rag Products Co. (chain breaks-4); Angostura-Wuperman Corp. (participation-5); Atlantic Ale & Beer (chain breaks via list of 22 stations).
- JOHN C. DOWD, INC.** (formerly Dowd & Ostreicher), 1059 Park Square, Boston,

## ADVERTISING AGENCIES—Continued

- Mass.; Hubbard 8050. **President, Treasurer:** John C. Dowd. **Executive Vice-President:** E. D. Parent. **Vice-President:** D. W. Norris. **Production Manager:** William M. Taylor. **Account Executives:** A. L. Dickerman, D. W. Norris, W. E. Buckingham. **Radio Director:** D. W. Norris.
- THE JOHN H. DUNHAM CO.,** 333 N. Michigan Ave., Chicago, Ill.; State 0511. **President:** John H. Dunham. **Vice-President, Treasurer:** J. Carleton Jones. **Network:** Chamberlain Laboratories (CBS—number of stations not available from network records). (Note: This information was not supplied by the agency, hence further details are not available).
- ELLIS ADVERTISING CO.,** Ellis Bldg., 3053-57 Main St., Buffalo, N. Y.; University 4591. **Partners:** Michael F. Ellis (sales), Jerome R. Ellis (production). **Account Executives:** Henry Weil, John Adema. **Art Department:** Art Wakefield. **Radio Director:** Jerome R. Ellis. **Branch Office:** Dominion Bldg., 465 Bay St., Toronto, Ont.; Abbey Muter, Jack Culiner. **Spot:** Liquid Veneer Corp. for Polish (ann-2); Bar Associations (pgm-4). **Local:** Nemmer Furniture (sports pgm-3); Household Outfitting (ann-3); Cornblums (ann-1); Postmantur's (pgm-1); Buffalo Optical Co. (5 mins and ann-3); John Hendrich Co. (pgm and 5 mins-2); Peoples Collateral Loan Corp. (5 mins-1); Ulbrich's (ann-1); Motor Tire & Appliance Stores (ann-1); Pfeiffers Restaurant (ann-1); Adler's (5 mins-1); Frank & Lesswing (ann-1); Glickstein (pgm-1); Independent Wallpaper (ann-3); Bell Credit Clothing (pgm-1); Frank Wolf, Inc. (news and ann-2); Moskins Credit Clothing (pgm-1); Stewarts Clothing (ann-1); Weed & Co. (ann-1).
- SHERMAN K. ELLIS & CO., INC.,** 500 Fifth Ave., New York City; LA 4-3570. **President:** Sherman K. Ellis. **Vice-Presidents:** C. E. Staudinger, Richard Barrett, Sidney J. Hamilton, Jr., Clifford L. Fitzgerald. **Production Manager:** Robert McKean. **Radio Directors:** Lawrence Holcomb, Myron P. Kirk. **Spot Time Buyer:** Harry Torp. **Talent, Continuity & Script Buyer:** Lawrence Holcomb. **Branch Offices:** 141 W. Jackson Blvd., Chicago (Harrison 8612); Clifford L. Fitzgerald, vice-president in charge. Sherman K. Ellis & Co., Ltd., Canada; see separate listing. **Network:** Ward Baking Co. for Ward's Bread (NBC-Blue-14); Quaker Oats for Puffed Wheat and Rice (NBC Red-20, NBC Red-64). **Spot:** Ward Baking (pgm-6, ann-17); Richfield Oil Corp. of New York (ann-30); Quaker Oats Co. (ann-5); Pennsylvania Salt Mfg. for Lewis' Lye (ann-4); Quality Biscuit Co. for Princess Crackers (pgm-2); Falstaff Brewing (ann-5). **Local:** Richfield Oil Corp. of New York (news-1); Sawyer Biscuit Co. for Baker Boy Crackers (pgm-1).
- SHERMAN K. ELLIS & CO., LTD.,** C. P. R. Bldg., Toronto, Ont.; Adelaide 3051. **President:** Sherman K. Ellis. **Vice-President:** Ralph W. Ashcroft. **Director of All Radio Activities:** Ralph W. Ashcroft. **Network:** T. G. Bright & Co., wines (pgm-5).
- JOSEPH ELLNER CO.,** 331 Fourth Ave., New York City; ST 9-0536. **Proprietor:** Joseph Ellner. **Art Director:** Sydney H. Reich. **Radio Director, Talent, Continuity and Script Buyer:** Samuel H. Ellner. **Spot Time Buyer:** B. D. Seldin.
- THE EMERY ADVERTISING CO.,** 1100 Baltimore Life Bldg., Baltimore, Md.; Plaza 7440. **President:** Charles E. Emery. **Treasurer:** M. E. Busch. **Radio Director, Spot Time and Talent Buyer:** C. Delano Ames. **Continuity and Script Buyer:** Robert Highleyman. **Local:** Provident Savings Bank (pgm-1); National Central Bank (ann-1); Maryland Trust Co. (ann-4).
- ERWIN, WASEY & CO., INC.,** 420 Lexington Ave., New York City; MO 4-8760. **President:** L. R. Wasey. **Vice-President:** Owen B. Winters. **General Manager:** Howard D. Williams. **Art Director:** Paul Newman. **Radio Director:** To be appointed. **Spot Time Buyer:** Tom Carson. **Talent, Continuity and Script Buyer:** Gager Wasey. **Branch Offices:** 230 N. Michigan Ave., Chicago (Randolph 4952); Roy Marshall, in charge. Security Bldg., Minneapolis (Atlantic 1233); Mac Martin, in charge. 714 West 10th St., Los Angeles (Prospect 5317); H. A. Stebbins, in charge. 333 Montgomery St., San Francisco (Extbrook 7004); H. A. Stebbins, in charge. Skinner Bldg., Seattle (Maine 6435); Warren Kraft, in charge. **Network:** Lydia Pinkham Medicine Co. (Mutual-9, Mutual-90); Musterole Co. (NBC Blue-40); Carnation Co. (NBC Red-59); Aurora Laboratories (Mutual-9). **Regional:** Hecker H-O (Yankee Network: 2 pgms-7); Aurora Laboratories (Don Lee-24). **Spot:** Musterole Co. (ann-10); Olive Tablets (ann-6). **Local:** Barbasol Co. (pgm-1); Kreml (pgm-1); Carnation Co. (pgm-1, pgm-1); Consolidated Cigar Co. (pgm-1, 5 mins-1, news-1). **Writers:** Stella Unger and M. Sayle Taylor (Lydia Pinkham), Carson Robison (Musterole). **Producers:** Car-

## ADVERTISING AGENCIES—Continued

son Robison (Musterole), Roy Post (Consolidated Cigar).

**WILLIAM ESTY & CO., INC.**, 100 East 42nd St., New York City; CA 5-1900. **President:** William Esty. **Secretary:** E. H. Cummings. **Radio Director, Talent, Continuity and Script Buyer:** Richard Marvin. **Spot Time Buyer:** Alman J. Taranto. **Other Radio Personnel:** Harry Holcombe, Joe C. Donohue, Kenneth M. Fickett. **Network:** R. J. Reynolds Tobacco for Camel Cigarettes (CBS-91, CBS-90). **National Spot:** R. J. Reynolds Tobacco for George Washington Smoking Tobacco (ann-15); White Laboratories, Inc., for Feen-A-Mint (ann-300); Thomas Leeming & Co. for Baume Bengue (ann-70); Pacquin's Laboratories for Pacquin's Hand Cream (ann-50); Lehn & Fink Products for Hinds Honey & Almond Cream (ann-50). **Local:** R. J. Reynolds Tobacco for Prince Albert Smoking Tobacco (pgm-1). **Writers:** Bernard Dougall, Helen Phillips (Camel Cigarettes).

**EVANS & BRISEBOIS**, Lincoln Bldg., Detroit, Mich.; CA 8748. **Partners:** L. A. Brisebois, F. E. Evans. **Radio Director:** Donald G. MacDonald. **Spot Time Buyer:** F. E. Evans. **Branch Office:** 192 Lexington Ave., New York; O. E. Lefebvre, in charge. **Spot:** Detroit Flower Show (pgm and 5 mins-6). **Local:** United Savings Bank (ann-1); Weil & Co., Furniture (pgm-1); M. Stern Furniture Co. (pgm-1).

**ALBERT EVANS & LE MAY**, 616 Dan Waggoner Bldg., Fort Worth, Tex.; 2-4184. **Radio Director:** Victor LeMay. **Spot Time Buyer:** Ed Hamann. **Branch Office:** Dallas, Tex. (Dallas 2-4586); Albert Evans, Jr., in charge. **Spot:** King Candy Co. (ann-3); Lycar Co. (ann-2). **Local:** Universal Mills (pgm-1).

**FAIRALL & CO.**, Paramount Bldg., Des Moines, Ia.; 3-5255. **President:** L. R. Fairall. **Radio Director:** C. R. Dudley. **Spot Time and Talent Buyers:** C. R. Dudley, J. S. McLaren, L. R. Fairall. **Regional:** Look Magazine (ann, Yankee Network-16). **Spot:** Sargent & Co. (5 mins-8); Colonial Bread (pgm-4); Employers Mutual (pgm-3); Sidles Co. (ann-2); Burch Biscuit (ann-3); Christian Science Committee (pgm-5); Associated Serum Producers (ann-17); Taugney McGinn Hotels (ann-4); Look Magazine (news-1).

**FEDERAL ADVERTISING AGENCY, INC.**, 444 Madison Ave., New York City; EL 5-6400. **President:** Robert Tinsman. **First Vice-President:** James F. O'Brien.

**Vice-Presidents:** Joseph Beck (in charge of media), Jules Singer, Joel Nichols. **Treasurer:** George Dietrich. **General Manager, Director of Research:** D. E. Robinson. **Radio Directors:** George Comtois, John Davidson. **Network:** National Biscuit Co. for Shredded Wheat (NBC Red-48). **Spot:** Rockwood & Co. for Pecan Feast (ann-7); American Safety Razor Co. (ann-1); Durkee Famous Foods (pgm-3); Sinclair Refining Co. (news and sports-14).

**ROBERT G. FIELDS & CO.**, Bennie-Dillon Bldg., Nashville, Tenn.; 6-1977. **President:** Robert G. Fields. **Secretary:** R. H. Lane. **Radio Director:** Robert G. Fields. **Local:** St. Bernard Coal Co. (pgm-1); Southern Coal & Coke Co. (news-1); Tennessee Products Corp. (ann-1); Nashville Pure Milk Co. (ann-1); Ice Refrigeration Agency (ann-1).

**FIRST UNITED BROADCASTERS**, 201 N. Wells St., Chicago; Randolph 7800. **Managing Director:** Hugh Rager. **Vice-President:** Homer Hogan. **Foreign advertising:** Harry Kopin. **National Spot:** Utilities Engineering Institute (pgm-45); Willard Tablet Co. (pgm-17); Piowaty Bros., Inc. (ann-1); Wizard Products Co. (ann-2); American-Chifton Hosiery Co. (ann-7); Whitcomb Sulphur Springs Hotel (ann-10); National Refund Co. (ann-5). **Local:** Walton Motors, Inc. (ann-1); Protective Health Foundation (ann-1).

**THE JAMES FISHER CO., LTD.**, 204 Richmond St., W., Toronto, Ont.; Waverly 8091. **President, General Manager:** James Fisher. **Executive Vice-President:** George A. Martin. **Secretary:** W. R. Johnston. **Treasurer:** Mrs. C. M. Robertson. **Assistant Manager:** A. L. Thompson. **Director of All Radio Activities:** W. R. Johnston. **Branch Office:** Confederation Bldg., 1253 McGill College Ave., Montreal, Que. (Lancaster 1205); H. V. Peterson, manager. **Spot:** Robin Hood Flour Mills, Ltd. (pgm-9); Purina Mills (pgm-5); Wm. R. Warner & Co. for Sloan's Liniment (ann-12).

**FITZGERALD ADVERTISING AGENCY, INC.**, Southern Bldg., New Orleans, La.; Raymond 5194. **President:** Joe L. Killen. **Vice-Presidents:** Joseph H. Epstein, Leonard Gessner. **Secretary-Treasurer:** Ray M. Schwarz. **Radio Director, Spot Time Buyer:** Leonard Gessner. **Network:** Wesson Oil & Snowdrift Sales Co. (NBC Red-7). **Spot:** Wesson Oil & Snowdrift Sales Co. for Snowdrift (time signals-1), for Scoco (pgm and time signals-11), for Blue Plate Foods

## ADVERTISING AGENCIES—Continued

(pgm-3); Dixie Brewing Co. (ann, sports review, baseball scores-3). **Local:** Louisiana Power & Light Co. (pgm-1). **Writers:** Ted Maxwell (scripts for Wesson Oil & Snowdrift); Roy M. Schwarz (commercial continuity for all programs).

**RICHARD A. FOLEY ADVERTISING AGENCY, INC.**, 1616 Walnut St., Philadelphia, Pa.; Kingsley 1560. **President:** Charles H. Eyles. **Vice-Presidents:** Lee E. Hood, Lawrence I. Everling. **Radio Director, Talent, Continuity and Script Buyer:** Russell Gray, Sr. **Spot Time Buyer:** Joseph M. Dehone, Jr.

**FORT & CO.**, 301-04 Kinney Bldg., Charlotte, N. C.; 3-4217. **President, General Manager:** John L. Fort. **Production Manager:** Jean Dunham. **Radio Director:** John L. Fort. **Local:** Hoover Hosiery Co. (pgm-1).

**ALBERT FRANK - GUENTHER LAW, INC.**, 131 Cedar St., New York City; CO 7-5060. **Chairman of the Board:** Rudolph Guenther. **Chairman of Executive Committee:** Russell Law. **President:** Frank J. Reynolds. **First Vice-President:** E. W. Kimmelberg. **Vice-President, Secretary:** Victor J. Cevasco. **Vice-President, Treasurer:** Emmett Corrigan. **Vice-Presidents:** Russell S. Sims, Curtis N. Browne, Frank D. Cruikshank, James Rascovar II. **Controller:** S. A. Speake. **Radio Director, Spot Time Buyer:** Frank D. Cruikshank. **Branch Offices:** 10 Post Office Square, Boston (Hancock 5900); Joseph R. Hamlen, vice-president, 1 La-Salle St., Chicago (Dearborn 8910); R. W. Dawson, vice-president, 111 Sutter St., San Francisco (Sutter 2522); Vincent J. Beschel, Packard Bldg., Philadelphia (Rittenhouse 3915; Race 3115); Robert L. Ingold, Cophall House, Cophall Ave., London, E. C. 2 (Metropolitan 1571); John A. Venner, managing director. **Spot:** Colonial Steamship Line (ann-3); Frank Fehr Brewing Co. (ann-1). **Local:** Beauty Affiliates (pgm-1).

**JEAN SCOTT FRICKELTON**, 1355 Market St., San Francisco, Calif.; Hemlock 6030. **Radio Director:** Jean Scott Frickelton. **Spot:** Gas Appliance Society of California (ann-25); Electric Appliance Society of Northern California (ann-22; 5 mins and ann-1). **Writer, Producer:** Donald Dudley.

**HARRY M. FROST CO., INC.**, 260 Tremont St., Boston, Mass.; Liberty 0813-4-5; 0748. **President:** Karl M. Frost. **Secretary:** Harvey P. Newcomb. **Treasurer:**

Harry M. Frost. **Assistant Treasurer:** Edith G. Robinson. **Space Buyer, Production Manager:** Harold E. Bessom. **Art Director:** Reginald A. Maurer. **Copy Chief:** Victor P. Klefbeck. **Radio Director:** Harvey P. Newcomb. **Spot Time, Talent, Continuity and Script Buyers:** Karl M. Frost, Harvey P. Newcomb. **Regional:** Cranberry Cannery, Inc. (Yankee Network: news-6, ann-7); Democratic State Committee (Yankee Network and local pgm-17); Durkee-Mower, Inc., for Marshmallow Fluff and Sweeco (Yankee Network: pgm-6, ann-16); W. H. Graham Corp., Undertakers (Yankee Network pgm-2); Independent Taxi Operators Association (Yankee Network pgm-8). **Spot:** Campbell-Fairbanks Expositions, Inc., for Sportsmen's Shows (pgm-3, ann-20); Cold Springs Brewing Co. (ann-4); Cranberry Cannery, Inc. (ann-3); Durkee-Mower, Inc. (ann-5); Jordan-Marsh Co., Department Store (ann-7); Boston Auto Show (ann-4); Brockton Fair (ann-7). **Local:** James A. Aicardi & Sons for I-Car-De Mayonnaise (ann-1); Bankers Finance Corp. (ann-1); Boston Globe (ann-1); Clover Farm Stores (ann-1); Cushman Bakery (pgm-1); Casa Manana Restaurant (ann-1); Daggett Chocolate Co. (ann-1); Densison Airport (ann-1); Gentles Baking Co. (ann-1); Haines Ce-Brook, Inc., for Ice Cream (ann-1); Independent Taxi Operators Association (ann-2); Howard D. Johnson Co. for Ice Cream and Restaurants (ann-3); Paine Furniture Co. (ann-2); George E. Warren Corp., for Coal (ann-1); Schick Razor Co. (ann-1).

**FULLER & SMITH & ROSS, INC.**, 71 Vanderbilt Ave., New York City; MU 6-5600. **Branch Office:** 1501 Euclid Ave., Cleveland (Cherry 6700). **Network:** Westinghouse Electric & Mfg. Co. (NBC Blue-successively 84 and 79). (**Note:** This information was not supplied by the agency, hence further details are not available).

**GALE & PIETSCH, INC.**, 333 N. Michigan Ave., Chicago, Ill.; State 9570. **President:** Richard F. Pietsch. **Executive Vice-President:** Willard E. Stevens. **Vice-President, Treasurer:** George A. Hamilton. **Radio Director:** None; handled by account executives. **Network:** Princess Pat, Ltd., for Cosmetics (NBC Red-14).

**GARDNER ADVERTISING CO.**, Mart Bldg., St. Louis, Mo.; Garfield 2915. **Chairman of the Board:** Herbert S. Gardner. **President:** Elmer G. Marshutz. **Executive Vice-President:** Erma

## ADVERTISING AGENCIES—Continued

P. Proetz. **Vice-Presidents:** Jerome F. Kircher, Anthony W. Neally, Charles P. Michels, Roland Martini, Leigh Crosby. **Radio Directors, Talent, Continuity and Script Buyers:** Roland Martini (New York), Charles E. Claggett (St. Louis). **Spot Time Buyers:** E. A. Schulerburg, Charles H. Gardner. **Branch Offices:** 9 Rockefeller Plaza, New York City (CO 5-2000); H. S. Gardner, chairman of the board; Roland Martini, vice-president. 1419 Heyburn Bldg., Louisville, Ky. (Jackson 5328); Warren Schwegel, manager. 2238 LaSalle-Wacker Bldg., Chicago (Franklin 5295); C. L. Menser, manager, radio promotion department. **Network:** Falstaff Brewing Corp. (NBC Red-23); Pet Milk Co. for Pet Irradiated Milk (CBS-63, CBS-54); Ralston Purina Co. for Ry-Krisp (NBC Red-35), for Ralston (NBC Blue-24), for Shredded Ralston (CBS Pacific-7, NBC Blue-61). **Spot:** J. A. Folger & Co. for Folger Coffee (pgm-22, pgm-7); Falstaff Brewing Corp. (ann-46); Pet Milk Co. (pgm-19); Ralston Purina Co. for Purina Feeds (pgm-94); Union Biscuit Co. for Princess Biscuits (pgm-3). **Local:** Union Biscuit Co. (pgm-1); St. Louis Independent Packing Co. for Mayrose Meats (pgm-1). **Writers:** Leonard T. Holton (Shredded Ralston); Melvin P. Wamboldt (Ralston); William Meredith (Purina Feeds) Irving Vendig, Courtenay Savage (Folger Coffee). **Producers:** C. L. Menser (Shredded Ralston); Melvin P. Wamboldt (Shredded Ralston, Falstaff Brewing, Ralston, Purina Feeds, Folger Coffee); Anne Seymour (Folger Coffee).

**SIDNEY GARFINKEL ADVERTISING AGENCY,** 703 Market St., San Francisco, Calif.; EX 3420. **President:** Sidney Garfinkel. **Vice-President:** Donald Manchester. **Network:** Euclid Candy Co. of California (CBS Pacific-9). **Local:** Euclid Candy Co. of Illinois (pgm-1); Kay Jewelry Co., of Oakland (pgm-1); Kay Jewelry Co., of Long Beach (pgm-1); Remar Baking Co. (pgm-2); Graven-Ingils Baking Co. (pgm-2); C. H. Baker Co. (pgm-1); Continental Hotel (ann-2); Log Cabin Baking Co. (pgm-2); El Dorado Brewing Co. (ann-1); United Meat Co. (pgm-1). **Writers:** Knox Manning (Euclid Candy Co. of California); Walter Guild (Remar Baking Co.); Scott Weakley (Kay Jewelry Co., of Oakland).

**GENERAL ADVERTISING AGENCY, INC.,** 1265 N. Vermont Ave., Los Angeles, Calif.; Olympia 2958. **President:** Ralf M. Spangler. **Vice-President:** Guy H. Brooks. **Secretary-Treasurer:** M. Hammond. **Radio Director, Spot Time**

**Buyer:** Ralf M. Spangler. **Talent Buyer:** M. Hammond. **Continuity and Script Buyer:** Churchill Murray. **Branch Office:** 608 Security Bldg., Windsor, Ont., Canada; W. T. Maynard, in charge. **Regional Network:** Williams SLK Laboratories for Williams Formula, RUX, Gasa Tablets (pgm-12). **Spot:** McKesson-Western Wholesale for Currier's Tablets (pgm-10). **Local:** Alberty Food Co. (pgm-1); Olden Minerals, Inc. (pgm-1); Safe Way Building Service (ann-1); Ro-Mari, Inc. (pgm-1); San Diego Building Trades Council (pgm-1). **Writer:** Churchill Murray. **Producers:** Churchill Murray (McKesson-Western, Alberty Food Co., Olden Minerals, Ro-Mari); Mutual-Don Lee (Williams SLK Laboratories).

**J. STIRLING GETCHELL, INC.,** 405 Lexington Ave., New York City; MU 6-4800. **President:** J. Stirling Getchell. **First Vice-President:** J. V. Tarleton. **Secretary:** M. P. Franceschi. **Treasurer:** Charles McCormack. **Radio Director:** C. A. Snyder. **Spot Time Buyer:** Carolyn R. Moser. **Branch Offices:** New Center Bldg., Detroit (Trinity 2-3600); Harry T. Mitchell, in charge. Bryant Bldg., Kansas City, Mo. (Harrison 8102); Karel Rickerson, in charge. 59 E. Van Buren St., Chicago (Harrison 2606); L. O. Holmberg, in charge. **Regional:** Socony-Vacuum Oil Co. (Yankee Network-6). **National Spot:** Chrysler Corp. (ann-126); Socony-Vacuum Oil Co. (sports-2, news and sports-1, news-5, play-by-play baseball-35).

**GEYER, CORNELL & NEWELL, INC.,** 745 Fifth Ave., New York City; WI 2-5400. **President:** B. B. Geyer. **Vice-Presidents:** H. W. Newell, R. M. Ganger. **Secretary-Treasurer:** J. R. Kunz. **Assistant Secretary-Treasurer:** E. L. Reibling. **Director of All Radio Activities:** Eleanor L. Larsen. **Branch Offices:** 3rd National Bldg., Dayton, O. (Fulton 4145); E. G. Frost, in charge. New Center Bldg., Detroit (Madison 6750); E. L. Triffitt, in charge. **Network:** Nash-Kelvinator Corp., Nash Motors Division (CBS-66). **Spot:** Nash-Kelvinator Corp., Nash Motors Division (pgm and ann-93); Crowell Publishing Co. for Woman's Home Companion (pgm-15, pgm-7). **Local:** Nash-Kelvinator Corp. for Nash Motors Division (ann-1), for Kelvinator Division (pgm and ann-1). **Writers:** Amedee Cole. G. J. Agnew, Charles Newton, Roger Purdon.

**J. J. GIBBONS, LTD.,** 159 Bay St., Toronto, Ont., Canada; Elgin 2111. **President, Managing Director:** J. J. Gibbons. **Vice-Presidents:** H. M. Tedman, R. A. Sta-

## ADVERTISING AGENCIES—Continued

pellis. **Secretary-Treasurer:** W. H. Hoare. **Arts & Plans Director:** Bertam Brooker. **Space Buyer:** F. W. Percival. **Production Manager:** Harry Robertson. **Research Director:** R. L. Wright. **Radio Director:** N. McConnell. **Branch Offices:** 924 Dominion Square Bldg., Montreal, Que.; Harold M. Reid, vice-president, manager. Scott Block, Winnipeg, Man.; Gordon E. Hunter, vice-president, manager. Leader Bldg., Regina, Sask.; Ewart G. Macpherson, vice-president, manager. Lancaster Bldg., Calgary, Alta.; Reg. G. Smith, vice-president, manager. Agency Bldg., Edmonton, Alta.; J. H. Fulton, manager. Province Bldg., Vancouver, B. C.; Dave Crawford, vice-president, co-manager; L. E. C. Manley, co-manager. 21 Paper St., E. C. 1, London; Col. Harold A. Moore, manager.

**GILLHAM ADVERTISING AGENCY,** 220 Continental Bank Bldg., Salt Lake City, Utah; Wasatch 1347. **President, Treasurer:** M. C. Nelson. **Vice-Presidents:** J. Y. Tipton, Lon Richardson. **Secretary:** Genevieve Hunt. **Radio Director:** J. Y. Tipton. **Spot Time Buyer:** A. W. Rogers. **Radio Copy:** J. Y. Tipton, Genevieve Hunt, Lon Richardson. **Spot:** Excelcis Beauty Salon (ann-7); Sweet Candy Co. (pgm-4); Sego Milk Products Co. (pgm-2); Utah Oil Refining Co. for Vico Motor Oil and Pep 88 Gasoline (ann-2). **Local:** Cloverleaf Dairy (ann-2); Colville Ice Cream Co. (ann-2); Excelcis Beauty Salon (pgm-1); Mountain Fuel Supply Co. for Natural Gas and Gas Appliances (ann-3); Fisher Brewing Co. (ann-1); Ogden First Federal Savings & Loan Assn. (ann-1); Ogden Troy Laundry (5 mins-1); Pacific State Cast Iron Pipe Co. for Super-Heater and Pipe (ann-2); Peoples Finance & Thrift Co. (5 mins, ann-1); Dr. Pepper Bottling Co. (ann-1); Sego Milk Products Co. (pgm-1); Royal Baking Co. for Bread and Cakes (ann-3); United States Fuel for King Coal (news-1); Troy Laundry (5 mins-1); Tracy Loan & Trust Co. (ann-1); Walker Bank & Trust Co. (ann-1). **Writers:** Gladys W. Pinney (Sweet Candy Co.), agency staff writers (all other clients). **Producers:** Louise Hill Howe (Sweet Candy Co.), Edith Abbott (Sego Milk Products Co.)

**BERT S. GITTINS, ADVERTISING,** 739 Broadway, Milwaukee, Wis.; Daly 6230. **Owner:** Bert S. Gittins. **Radio Director:** H. Earl Hodgson. **Spot Time Buyers:** Bert S. Gittins, H. Earl Hodgson, Carl Stoddard. **Network:** Allis-Chalmers Mfg. Co. (NBC Blue-36). **Regional:**

Allis-Chalmers (Texas Quality Network-2). **Spot:** Allis-Chalmers (pgm-21, 5 mins-1, ann-10, special events-16, news-2).

**LOUIS GLASER, INC.,** 1111 Statler Bldg., Boston, Mass.; LIB 6044. **President:** Louis Glaser. **Director of All Radio Activities:** Everett E. Doten. **Regional:** The Book Theatre Association (Colonial Network and WOR-3). **Spot:** N. Y. Mattress Co. (cut-ins and ann-2); Gould Negative Ion Co. (pgm-2); New England Coke Co. (cut-ins and ann-2).

**RAY K. GLENN ADVERTISING,** 1366 First National Bldg., Oklahoma City, Okla.; 3-5439. **Owner:** Ray K. Glenn. **Radio Director, Talent Buyer:** Lowe Runkle. **Spot Time Buyers:** Ray K. Glenn, Lowe Runkle. **Branch Office:** Liberty Bank Bldg., Dallas; T. A. Workman, manager. **Local:** Approved Laundries (pgm-3); Local Federal Savings & Loan (pgm-2); Ancel Earp & Co. (pgm-1); Cain's Coffee Co. (pgm-3); New York State Ice Cream (pgm-1). **Writer:** Earl P. Thomas (all clients).

**FRANCIS K. GLEW, ADVERTISING,** Murray Bldg., Grand Rapids, Mich.; 8-1848. **Director of All Radio Activities:** Francis K. Glew. **Local:** Parisian Cleaners & Dyers, Inc. (news, ann-1).

**GLICKSMAN ADVERTISING CO., INC.,** 400 Madison Ave., New York City; PL 8-0716. **President:** Joseph Glicksman. **Network:** Adam Hat Stores (NBC Blue-53). (Note: This information was not supplied by the agency, hence further details are not available.)

**GOODKIND & MORGAN,** 919 N. Michigan Ave., Chicago, Ill.; Superior 5329. **President:** M. Lewis Goodkind. **Account Executive:** Hertha Samuels. **Space Buyer:** Florence Neighbors. **Radio Director, Talent Buyer:** M. Lewis Goodkind. **Spot Time Buyer:** Florence Neighbors. **Continuity and Script Buyer:** Hertha Samuels. **Branch Office:** Affiliated with Raymond R. Morgan Co., q.v. **Radio Clients:** Eisendrath Glove Co., Alfred Johnson Skate Co., Trading Post, Inc., Pendleton-Palmer House. (Note: None of these clients has used radio since June, 1938.)

**GOTHAM ADVERTISING CO.,** 2 West 46th St., New York City; LO 5-2616. **President:** G. Ellsworth Harris. **Executive Vice-President:** Duncan D. Sutphen. **Secretary, Treasurer:** Arthur A. Kron. **Radio Director, Talent, Continuity and**

## ADVERTISING AGENCIES—Continued

**Script Buyer:** Arthur A. Kron. **Spot Time Buyers:** William Menkel, Anthony C. de Pierro. **Spot:** R. U. Delephena & Co. for Hartley's Marmalade (pgm-3). **Local:** The Dill Co. for Esotabs (ann-1); Morris Plan Bank (pgm-1).

**GRACE & BEMENT, INC.,** 438 New Center Bldg., Detroit, Mich.; Madison 4514. **President:** Edward R. Grace. **Vice-Presidents:** Austin F. Bement, Major E. C. Fleming. **Vice-President, Treasurer:** Paul B. Zimmerman. **Director Research & Media:** L. C. Grace. **Time Buyer:** L. C. Grace.

**GRANT ADVERTISING, INC.,** Gulf States Bldg., Dallas, Tex.; 2-5062. **President:** Will C. Grant. **Branch Office:** Palmolive Bldg., Chicago (Superior 1596). **Network:** Mars, Inc., for Chocolate Bars (NBC Blue-20); Vanette Hosiery Mills (NBC Blue-12). (**Note:** This information was not supplied by the agency, hence further details are not available.)

**JAMES A. GREENE & CO.** See Tucker Wayne & Co., Inc.

**GRIFFITH ADVERTISING AGENCY,** 317 Times Bldg., St. Petersburg, Fla.; 4311. **General Manager:** T. M. Griffith. **Account Executive:** Robert F. Bullard, O. D. Dyer, Charles Dove. **Radio Director:** Robert F. Bullard. **Spot:** Pensacola Chamber of Commerce (ann-4); Daytona Beach Chamber of Commerce (ann-3); Clearwater Chamber of Commerce (ann-5); St. Petersburg Chamber of Commerce (ann-6); Silver Springs (ann-3). **Local:** Pinellas Lumber Co. (pgm and 5 mins-1); First Federal Savings and Loan (5 mins-1).

**THE GRISWOLD-ESHLEMAN CO.,** 2700 Terminal Tower, Cleveland, O.; Main 7626. **President:** Charles L. Eshleman. **Vice-President, Art Director:** Samuel A. Lewis. **Vice-President, Creative Director:** Kenneth W. Akers. **Secretary-Treasurer:** John F. Davis. **Radio Director:** Wilton C. Haff. **Spot Time, Talent, Continuity and Script Buyer:** William A. Weaver. **Spot:** Montana Milling for Sapphire Flour (ann-4); Fleet-Wing Gasoline (ann-12); B. F. Goodrich for Truck and Bus Tires (farm news-20). **Local:** Lake Erie Provision for Meat (ann-1); Cleveland Livestock for Meat (pgm-1).

**GROVES-KEEN, INC.,** 401 Bona Allen Bldg., Atlanta, Ga.; Walnut 4517-18. **President:** J. L. Groves, Jr. **Secretary-Treasurer:** Charlton Keen. **Director of**

**All Radio Activities:** Norman Frankel. **Spot:** Bona Allen, Inc., for Shoes (ann-4); John B. Daniel Co. for Cough Syrup (ann-4). **Local:** Economy Auto Stores (ann-2); McCord Stewart Co. for Coffee (ann-2); New Yorker Gingerale Co. (ann-1); Atlanta Hotel (ann-1); W. O. Pierce Dairy (ann-2).

**LAWRENCE C. GUMBINNER ADVERTISING AGENCY,** 9 East 41st St., New York City; VA 3-3550. **Executives:** Lawrence C. Gumbinner, Milton Goodman, Paul G. Gumbinner, Max A. Geller, Herschel Deutsch. **Director of All Radio Activities:** Herschel Deutsch. **Network:** American Tobacco for Roi-Tan Cigars (CBS-5). **Network and National Spot:** Vadsco Sales Corp. for Quinlax (Mutual and spot stations-24). **National Spot:** Royal Lace Paper Works for Roylies (pgm-12). **Writers:** Ruth Leslie, Florence Miles (Roylies); Arnold Scheuer, Jr., Alfred Bercovici, William M. Sweets (Quinlax). **Producer:** Frank Chase (Quinlax).

**H. S. G. ADVERTISING AGENCY, INC.,** 19 East 53rd St., New York City; WI 2-3338. **President, Treasurer:** Harry S. Goodman. **Vice-Presidents:** H. Krelstein, A. Schloss. **Secretary:** H. Knuth. **Director of All Radio Activities:** Harry S. Goodman. **Branch Office:** 134 N. LaSalle St., Chicago; H. Knuth, secretary in charge. **Local:** Penn Furniture (pgm-1); Frontier Fuel Oil Corp. (pgm-1); Chattanooga Gas Co. (pgm-1); L. Fish Furniture Co. (pgm-1); Schulze Baking Co. (pgm-1); Equity Savings & Loan (pgm-1); Oswald Jaeger Baking Co. (pgm-1); Warsaw Brewing Corp. (pgm-1); Barnett Furniture (pgm-1); D. H. Holmes Co. (pgm-1); Ludwig Baumann (pgm-1); Southern Breweries, Norfolk (pgm-1); Southern Breweries, Richmond (pgm-1); May Stern & Co. (pgm-1); Fisher Flouring Mills (pgm-1); Will Sales (pgm-1); Liberty Fire Insurance (pgm-1); Eckert Brewing (pgm-1); Sakowitz Bros. (pgm-1); Interstate Finance (pgm-1); Square Deal Miller (pgm-1); Sam's Cut Rate (pgm-1); K & B Packing & Provision (pgm-1); E. M. Kahn & Co. (pgm-1); Ohio State Federal Savings & Loan (pgm-1); Morrey's (pgm-1); Glick Furniture (pgm-1); Queens City Bottling (pgm-1); Weils (pgm-1); Red Top Brewing (pgm-1); Cardozo & Bro. (pgm-1); Miller Auto Co. (pgm-1); Pacific Brewing & Malting (pgm-1); Karotkin Furniture (pgm-1); Schwabacher Bros. (pgm-1); Merchants Coffee Co. (pgm-1); Fowler, Dick & Walker (pgm-1); Lansburgh & Bro. (pgm-1); Wilshire Oil (pgm-1); Peerless Furniture (pgm-1); Nehi Beverage



## ADVERTISING AGENCIES—Continued

- Co. (pgm-1); Hart Cut-Rate Drug Co. (pgm-1); Bruton Brewing (pgm-1); Rochester Brewing (pgm-1); Mack Baking Co. (pgm-1); Washington Optical Institute (pgm-1); Stern & Co. (pgm-1); Joseph Horne (pgm-1). **Writers:** Lisa Ysaye Tarleau, R. L. McKelly, Lawrence Marks, Bryna Isaacs, Jean Stafford, John Russak. **Producers:** Agency staff.
- WILLIAM IRVING HAMILTON, INC.**, 267 Fifth Ave., New York City; MU 5-1737. **Network:** Ramsdell, Inc., for Sulphur Cream (Mutual-2). (**Note:** This information was not supplied by the agency, hence further details are not available.)
- HAMMER ADVERTISING AGENCY**, 983 Main St., Hartford, Conn.; 5-4883. **Executives:** M. H. Hammer, Robert Eckleson, Florence Trazzini, Arthur Gould. **Radio Directors:** Arthur Gould, M. H. Hammer. **Spot Time Buyer:** Robert Eckleson. **Talent, Continuity and Script Buyer:** M. H. Hammer. **Spot:** Sally's Fur Studio (pgm-2, ann-6); Pag Laboratories for Cosmetics (ann-9); Helen Beauty Co. for Beauty Preparations (ann-5); State Theatre, Inc. (pgm, ann-4); Kay Jewelry Co. (pgm, ann-6); Cherry Park, for Amusements (ann-7); Chanticleer Inn for Taverns (ann-4); Scott Furriers (ann-6); Arrow Lines for Travel Busses (ann-3). **Local:** Herrup's Furniture (pgm, ann-3); Atlas Cleaners (ann-2); Helen Beauty Shops (ann-1); Frederick Beauty Shops (ann-1); Allen Cut Rate Perfumery (pgm-1); Fashions Centre (ann-3); Dr. J. H. Fagan, Dentist (ann-3); Hygrade Oil Co. (ann-2); Loew's Theatres (ann-2); Rose Marie Beauty Shops (ann-2).
- HANSEN-WILLIAMS, INC.**, Rockefeller Center, New York City; CI 7-4131. **President, Treasurer:** K. K. Hansen. **Vice-President:** Ned E. Williams. **Secretary:** Bernard L. Miller. **Radio Director:** K. K. Hansen.
- HART-CONWAY CO., INC.**, Genesee Valley Trust Bldg., Rochester, N. Y.; Main 2073. **President:** H. L. Hart. **Vice-President:** H. E. Kennedy. **Secretary:** M. B. Hart. **Radio Director:** John P. Street. **Local:** Levis Music Stores (pgm-2); Doyle Gas & Oil Corp. (sports review-2); Chapin-Owen Co. (pgm-2); L. C. Forman Co. (ann-2); Banks of Rochester (pgm-1); E. J. Scheer, Inc. (ann-2); Hedge's Memorial Chapel (pgm-1); Rochester Auto Dealers, Inc. (pgm and ann-3); Whiting Buick, Inc. (ann-2); Fincher Motors, Inc. (ann-2) Chevrolet Dealers of Western New York (ann-3); C. W. Fields, Inc. (ann-1); De-Marle Co. (ann-1); Barr & Creelman Co. (ann-2). **Writers:** Lowell MacNullan (Doyle Gas & Oil); Charlotte Edwards (Banks of Rochester). **Producer:** Kenneth French (Banks of Rochester).
- HAYS ADVERTISING AGENCY**, 252 College St., Burlington, Vt.; 852. **President, Treasurer:** W. A. Myers. **Secretary:** A. E. Hawkins. **Radio Director, Talent, Script and Continuity Buyer:** Norman H. Myers. **Spot Time Buyers:** W. A. Myers, Norman H. Myers. **Regional:** Vermont Transit Co. (pgm-5). **National Spot:** Dairy Association Co. (pgm-2). **Local:** Abrahams Cut Rate Drug Stores (sports-1); Vermont Cleansing Co. (sports-1); Socony Dealers (sports-1); Dominion Dry Co. (sports-2, sports news-1); M. M. Farrell & Sons (weather, time ann-4); Kinox (pgm-3); Moquin Baking Co. (pgm-1); Vermont Confectionery Co. (time ann-1); LaBarge Florists (pgm, time ann-1); Shepard Lumber Co. (weather ann-1); C. P. Smith, Jr., Inc. (pgm-1); F. J. Preston & Son (pgm-1).
- HENRI, HURST & McDONALD, INC.**, 520 N. Michigan Ave., Chicago, Ill.; Superior 3000. **President:** W. B. Henri. **Executive Vice-President:** A. L. Decker. **Secretary:** W. D. McDonald. **Treasurer:** J. F. Hurst. **Radio Director:** Frank Ferrin. **Network:** Ballard & Ballard Co. for Oven-Ready Biscuits (NBC Red and Blue-17); John Morrell & Co. for Red Heart Dog Food (NBC Red-30); Acme White Lead and Color Works for Paint Products and Lin-X (NBC Blue, with repeat on Red-31). (**Note:** This information was not supplied by the agency, hence further details are not available.)
- HILLMAN-SHANE ADVERTISING AGENCY, INC.**, 1220 Park Central Bldg., 412 West 6th St., Los Angeles, Calif.; VA 5111. **President:** David S. Hillman. **Vice-President:** Jefferson Kaye Wood. **Secretary-Treasurer:** William Berger. **Radio Director:** Jefferson Kaye Wood. **Spot Time Buyer:** J. Pierce. **Network:** Soil-Off Mfg. Co. (CBS Pacific-2, plus 6 coast stations). **Local:** Fox West Coast Theatres (pgm and ann-4); May Co., Department Store (ann-number of stations not given); Downtown Merchants Dollar Day (ann-number of stations not given); Barker Brothers (pgm-1, ann-number of stations not given); Sentinel Chemical Co. (participation-1); Soil-Off Mfg. Co. (participation-1).
- HIXSON-O'DONNELL ADVERTISING, INC.**, Richfield Bldg., Los Angeles, Calif.;



## ADVERTISING AGENCIES—Continued

Mutual 8331. **Radio Director:** Mel Williamson. **Radio Time Buyer:** H. D. Walsh. **Network:** Rio Grande Oil (CBS Pacific-3); Richfield Oil (NBC Pacific Red-7). (**Note:** This information was not supplied by the agency, hence further details are not available.)

**HOFFMAN & YORK**, 606 Century Bldg., Milwaukee, Wis.; Daly 6510. **Radio Director, Talent, Continuity and Script Buyer:** Howard L. Peck. **Spot Time Buyer:** Wilford York. **Local:** Meier Ice Cream Co. (ann-1); Milwaukee Real Estate Board (ann-3); Milwaukee Gas Light Co. (ann-3).

**FRANCES HOOPER ADVERTISING AGENCY**, 400 N. Michigan Ave., Chicago, Ill.; Superior 5480. **Network:** William Wrigley, Jr., Co. for Doublemint Gum (CBS-67, CBS-109). (**Note:** This information was not supplied by the agency, hence further details are not available.)

**CHARLES W. HOYT CO., INC.**, 551 Fifth Ave., New York City; VA 3-4690. **President:** Winthrop Hoyt. **Vice-Presidents:** Richard Stanton, William Dingleline. **Secretary:** Everett Hoyt. **Radio Directors:** Everett Hoyt, Richard Pratt. **Spot Time Buyer:** C. B. Donovan. **Talent, Continuity and Script Buyer:** Richard Pratt. **Branch Office:** 650 Main St., Hartford, Conn. (Hartford 5-6066); Frank Whipple, vice-president. **Network:** Charles Gulden, Inc., for Mustard (NBC Red and Blue-7); Richardson & Robbins for Boney Chicken (NBC Red and Blue-5). **National Spot:** R. B. Davis Co. for Baking Powder (Yankee Network plus WGY-16); American Molasses Co. (pgm-2). **Local:** B. C. Remedy Co. for headache powders (news-1, pgm-1, ann-1). **Producers:** Chase & Ludlam (Charles Gulden); Josef Stopak (Richardson & Robbins).

**HUGHES, WOLFF & CO., INC.**, Taylor Bldg., Rochester, N. Y.; Stone 2080. **President, Treasurer:** F. A. Hughes. **Secretary:** John P. McCarthy. **Radio Director, Talent, Continuity and Script Buyer:** F. A. Hughes. **Spot Time Buyers:** John P. McCarthy, F. A. Hughes. **Radio Personnel:** James J. Brady, L. W. Simonds, Jr. **Spot:** Kemp & Lane (ann-12); Good Luck Food Co. (ann-14); American Brewing Co. (ann-7).

**H. B. HUMPHREY CO.**, Statler Bldg., Boston, Mass.; Liberty 4714. **Branch Office:** 60 East 42nd St., New York City (MU 2-0362). **Network:** Old Trusty Dog Food

Co. (CBS-3). (**Note:** This information was not supplied by the agency, hence further details are not available).

**HUTCHINS ADVERTISING CO., INC.**, Cutler Bldg., Rochester, N. Y.; Main 3528. **President:** M. S. Hutchins. **Vice-President:** Frank A. Hutchins. **Treasurer:** F. I. Hutchins.

**HUTCHINSON ADVERTISING CO.**, 1000 Hodgson Bldg., Minneapolis, Minn.; Atlantic 5238. **President, Treasurer:** Merrill Hutchinson. **Vice-Presidents:** H. K. Painter, J. M. Bridge, H. R. Stevenson. **Secretary:** J. V. Pidgeon. **Director of All Radio Activities:** H. K. Painter. **Network:** Pillsbury Flour Mills Co. for Flour and Cereals (NBC Red-35). **Local:** Gluek Brewing Co. (sports-2); Northland Milk & Ice Cream (pgm-1); Twin City Federal Savings & Loan Association (pgm-1). **Writers:** Irna Phillips, John Young (Pillsbury); Rollie Johnson, George Higgins (Gluek Brewing); Tod Williams (Northland Milk & Ice Cream). **Producer:** Howard Keegan, of Carl Wester & Co. (Pillsbury).

**INGALLS ADVERTISING AGENCY**, 137 Newbury St., Boston, Mass.; Commonwealth 5767. **President:** Arthur W. Ingalls. **Vice-Presidents:** J. Raymond Minitzer, Clinton Jordan. **Treasurer:** F. S. Thompson. **Auditor:** James Barbour. **Radio Director:** Edward McGee. **Regional:** Friend Bros. for Baked Beans and Bread (participation on Yankee Network-10). **Spot:** Whiting Milk Co. (participation and ann-10); La Touraine Coffee Co. (participation and ann-10). **Local:** Friend Bros. (pgm-1, participation-1); Diamond Watch Co. (ann-1). **Writers:** Martha Deane (Friend Bros.), Marjorie Mills (Friend Bros., Whiting Milk, La Touraine Coffee).

**WILLIAM A. INGOLDSBY CO.**, 257 Werdin Place, Los Angeles, Calif.; MU 7451. **Account Executive:** William A. Ingoldsby. **Radio Director, Account Executive:** Arthur W. Ingoldsby. **Spot Time, Talent, Continuity Buyer, Account Executive:** James W. Ingoldsby.

**INSELBUCH BROADCASTING SERVICE**, 1619 Broadway, New York City; CI 7-0657. **Executive:** Samuel Inselbuch. **Spot Time Buyer:** H. Hermelin. **Talent Buyer:** M. Lubetsky. **Spot:** Atlantic Macaroni Co. for Caruso Spaghetti, Noodles and Soup Mixture (pgm-3); Coward Shoe Co. (pgm-4); Manischewitz Bread Co. (pgm-3); New York School of Music (pgm-2).

## ADVERTISING AGENCIES—Continued

- INTERSTATE ADVERTISING AGENCY, INC.**, 1008 Marshall Bldg., Cleveland, O.; Main 9444. **President:** G. A. Kirkendale. **Vice-President:** Carl Marvin. **Production Director:** William Dye. **Secretary:** Evelyn Boyer. **Sales Director:** W. A. Kirkendale. **Radio Director, Talent Buyer:** William Dye. **Spot Time Buyer:** W. A. Kirkendale. **Continuity and Script Buyer:** Evelyn Boyer. **National Spot:** Townsend National Recovery Plan, Inc. (news-9). **Local:** Waldorf beer (5 min sports resume-3); Canfield Oil Co. (pgm-1); West End Laundry (pgm-1); Bonne Bell Cosmetics (5 mins-1); Fuller Shorthand School (pgm-1); Marshall Drug Co. (pgm-1); Bailey Dept. Store (5 min sports highlights-1); Les Jolis Salons (5 mins-1); New Hunger, Inc. (5 mins-2); Pfaffman Noodle Co. (pgm-1); Wilcox College Commerce (5 mins-1).
- IVEY & ELLINGTON, INC.**, 1400 S. Penn Square, Philadelphia, Pa.; Locust 7909. **President:** Neal D. Ivey. **Network:** Bayuk Cigars, Inc. (Mutual-17). (Note: This information was not supplied by the agency, hence further details are not available).
- DILLARD JACOBS AGENCY, INC.**, 1632 Candler Bldg., Atlanta, Ga.; Walnut 3481. **President:** J. D. Jacobs. **Vice-President:** P. W. Smith. **Treasurer, Space Buyer:** R. S. Peacock. **Production Manager:** Dan Marcy Stone. **Director of all Radio Activities:** P. W. Smith. **National Spot:** The Mentholatum Co. (ann-5); Capudine Chemical Co. (ann-7).
- RALPH H. JONES CO.**, 431 Main St., Cincinnati, O.; Main 3351. **President, Treasurer:** Ralph H. Jones. **Vice-President:** Stanley A. Willer. **Secretary:** Elmer A. Vehr. **Directors of All Radio Activities:** C. M. Robertson, Jr., Charles J. Coward. **Branch Office:** 580 Fifth Ave.; James M. Nelson, manager. **Network:** Drackett Co. for Drano and Windex (NBC Red-20). **Spot:** Kroger Grocery & Baking Co. (pgm-21); Carter Coal Co. (pgm-4); Stewart & Ross Corp. (ann-21). **Local:** Miami Butterine Co. (pgm-1).
- KAL ADVERTISING, INC.**, Star Bldg., Washington, D. C.; Metropolitan 0863. **President:** Norman C. Kal. **Vice-Presidents:** Harry L. Merrick, Alvin Q. Ehrlich. **Radio Director, Spot Time Buyer:** David B. Stein. **Talent Buyer:** I. T. Cohen. **Continuity and Script Buyer:** William B. Mullet. **Copy Chief:** Harry Hites.
- H. W. KASTOR & SONS ADVERTISING CO.**, 360 N. Michigan Ave., Chicago, Ill.; Central 5331. **President:** Louis Kastor. **Secretary, Treasurer:** E. H. Kastor. **Recording Secretary:** W. B. Kastor. **Vice-Presidents:** R. H. Kastor, F. W. Kastor, A. G. Kastor. **Radio Director, Talent Buyer:** Robert G. Jennings. **Spot Time Buyer:** Howard H. Hudson. **Continuity and Script Buyer:** John L. Greene. **Radio Executive:** M. McBride Panton. **Branch Office:** 9 Rockefeller Plaza, New York City (Columbus 5-6135); Arthur G. Kastor in charge. Arcade Bldg., St. Louis (Main 3655); F. W. Kastor in charge. **Network:** Lewis-Howe for Tums (NBC Red-22 and 29, NBC Blue-43); Procter & Gamble for Teel (NBC Red-39), for Drene (NBC Red-50 and 31, CBS-59), for Teel and Drene (CBS-59); Welch Grape Juice (NBC Blue-51). Others; no information given. **Writers:** Orin Tovrov, Pauline Hopkins, John L. Greene, Arch Oboler, True Boardman, Peggy Beckmark. **Producers:** Wynthrop Orr, George L. Fogle, Jacky & Thorn-dyke, Gordon Hughes, Samuel C. Fuller, Robert Read, Stewart Dawson.
- THE JOSEPH KATZ CO.**, 16 E. Mt. Vernon Place, Baltimore, Md.; Vernon 7094. **President:** Joseph Katz. **Vice-President:** Nat C. Wildman. **Treasurer:** C. M. Harrison. **Secretary:** Kate Katz. **Radio Director:** J. C. Bridgewater. **Spot Time Buyer:** John T. McHugh. **Other Radio Personnel:** Edward Prager, George Lucas, Stanley Blumberg, Roland Brave. **Branch Offices:** 247 Park Ave., New York City (WI 2-2740); Nat C. Wildman, vice-president, manager. 6362 Hollywood Blvd., Hollywood. **Network:** American Oil Co. (CBS-42). **Spot:** Maryland Pharmaceutical Co. (ann-number of stations not listed); Ex-Lax (ann-number of stations not listed); Globe Brewing (5 mins-3, sports-2, news-2). **Local:** American Oil Co. (news-1).
- HENRY J. KAUFMAN, ADVERTISING**, Homer Bldg., Washington, D. C.; District 7400. **Owner:** Henry J. Kaufman. **Copy Chief:** William F. Sigmund. **Art Director:** Eugene Hoover. **Space Buyer:** Elizabeth D. Gwyer. **Production:** Charles Harrison. **Radio Director, Continuity and Script Buyer:** Jeffrey A. Abel. **Radio Supervisor, Spot Time and Talent Buyer:** Vivian Bitner. **Radio Writer:** Ronald Dawson. **Spot:** Sears, Roebuck & Co. (ann-4); American Automobile Association (ann-2); Derwood Mills (ann-3). **Local:** Peerless Furniture Co. (pgm-1); Lansburgh's Department Store (pgm-1); Personal Industrial Bankers (pgm-1); Saks Fur Co. (pgm-1);

## ADVERTISING AGENCIES—Continued

Stein Bedding Co. (news, 5 mins-1); Trew Motor Co. (ann-1); Rock Creek Ginger Ale Co. (ann-1); Seven-Up Bottling Co. (ann-1); D. J. Kaufman Stores (ann-2).

**RAYMOND KEANE ADVERTISING AGENCY**, 501 Railway Exchange, Denver, Colo.; Tabor 7166. **Partners:** Raymond Keane, Ethel N. Hines. **Radio Director:** Ethel N. Hines. **Spot Time, Continuity and Script Buyer:** Raymond Keane. **Staff Announcer:** Robert Harris. **Local:** Amter's Fashion Shop (ann-2); Ambrose & Co. (pgm-1); American National Bank (pgm-1, pgm-1); American Furniture Co. (ann-1); American Army Store (ann-1); Continental Airlines (ann-1); Capitol Rubber & Tire (ann-1); Capitol Cooperative Burial Assn. (ann-2); Dave Cook Sporting Goods (ann-2, pgm-1); Civic Association (pgms-aggregate of 4); Denver Buick (pgm-1); Dundee's Smart Clothes (sports review-1); Gigantic Cleaners-Dyers (ann-2); Golden Gate Grill (ann-1); Golden West Milling (pgm-3, pgm-2); Harris Linen (pgm-1); Hopper Furs (ann-2); Joslin's Jewelry Co. (ann-1); Kay's Credit Jeweler (pgms-aggregate of 3); K & B Packing (pgm-1, pgm-1); Kortz Jewelry Co. (pgm-1); Latcham Tire Co. (ann-1); My Esther Beauty Shop (5 mins-1); Neusteter Co. (time signals-1, 5 mins-2); Pencil Drug Store (pgm-1, news-1); Republic Drug Co. (ann-4); Rosenweig Jewelry Co. (pgm-1); Seven-Up (pgm-1); Steinberg Furs (ann-3); Stillwill's Cafe (ann-1); Yacht Club (ann-3). **Writers:** Ethel N. Hines, Raymond Keane, Ruth L. Graftt, Louise Glackemeyer, Louise G. Wadsworth, Katharine Augrelius.

**KEELOR & STITES CO.**, 3001-3 Carew Tower, Cincinnati, O.; PA 1311. **President:** Sells Stites. **Vice-Presidents:** P. R. Hume, S. M. Levy. **Secretary:** O. A. Klausmeyer. **Treasurer:** H. G. Keelor. **Radio Director:** Sam Malcolm Levy.

**KELLY, NASON & WINSTEN, INC.**, 30 Rockefeller Plaza, New York City; CO 5-6300. **President:** John C. Kelly. **Treasurer:** James R. P. Nelson. **Secretary:** Frank J. Herel. **Radio Director, Talent, Continuity and Script Buyer:** John H. Donahue. **Spot Time Buyer:** Joseph Burland. **Spot:** Austin, Nichols & Co. for Heineken's Beer (ann-2). **Local:** New York State Bureau of Publicity, Conservation Dept. (pgm-1). **Producers:** Clifford Fowler, Fulton Dent.

**KELLY, STUHLMAN & ZAHNRDT, INC.**, 1101 Mart Bldg., St. Louis, Mo.; Garfield

0777. **President:** Charles F. Kelly, Jr. **Vice-President:** V. A. Kelly. **Vice-President, Secretary:** C. F. Stuhlman. **Vice-President, Treasurer:** W. W. Zahnrdt. **Radio Directors:** Charles F. Kelly, Jr., W. W. Zahnrdt. **Spot Time Buyer:** W. W. Zahnrdt. **Continuity and Script Buyer:** V. A. Kelly. **Network:** Lutheran Laymen's League (Mutual-66). **Spot:** American Life & Accident Insurance Co. (pgm-35); Trems, Inc. (ann-2); Melo-Paya (pgm-2); Brown Shoe Co. (pgm-64). **Producers:** Charles F. Kelly, Jr., V. A. Kelly, W. W. Zahnrdt.

**KENYON & ECKHARDT, INC.**, 247 Park Avenue, New York City; WI 2-3920. **Chairman of the Executive Board:** Henry Eckhardt. **President:** Thomas D'A. Brophy. **Treasurer:** Otis A. Kenyon. **Vice-President, Controller:** Charles H. Vasoll. **Vice-President:** Edwin Cox. **Director of All Radio Activities:** Tyler Davis. **Branch Office:** Kenyon & Eckhardt, Ltd., Sun-Life Bldg., Montreal, Que., Canada. **Network:** Bosco Co. for Bosco, Chocolate Milk Amplifier (Mutual-4); Charles B. Knox Gelatine Co. (CBS Pacific-6, NBC Pacific Red-6). **Regional:** Bosco Co. (news, Yankee Network-17); Charles B. Knox Gelatine Co. (pgm-New England NBC Affiliates & Yankee Network-7). **Spot:** Bosco Co. (15 min. news-3, 10 min. news-2, 5 min. news-2, ann-4); Charles B. Knox Gelatine Co. (pgm-11); Kellogg Co. for All-Bran (pgm-12); Macfadden Publications for True Story Magazine (pgm-4). **Local:** Charles B. Knox Gelatine Co. (pgm-1, news and views of baseball-1); Kellogg Co. for All-Bran (pgm-1, pgm-1, pgm-1). **Writers:** Williams Sweets (Macfadden Publications), Don Ross (Bosco Co.) **Producer:** William Sweets.

**KETCHUM, MAC LEOD & GROVE, INC.**, 2000 Koppers Bldg., Pittsburgh, Pa.; Atlantic 1100. **President:** George Ketchum. **Vice-President, Secretary:** Robert E. Grove. **Vice-Presidents:** Ernest T. Giles, Emil Hofsoos, Vincent Drayne. **Director of All Radio Activities:** C. E. Livingston. **Local:** Colonial Trust Co. (ann-1); Isaly Dairy Co. (pgm-1); Carbonil Co. for Liquid Carbon Remover (pgm-1); Drake Bakery Co. (ann-1); Natural Gas Association of Pittsburgh (ann-1); Pittsburgh District Dairy Council (pgm-1); Peoples Natural Gas Co. (ann-1). **Writer:** Gail Gordon (Isaly Dairy Co.). **Producer:** George Heid Productions (Isaly Dairy Co.).

**KEY ADVERTISING CO.**, 805 Fountain Square Bldg., Cincinnati, O.; Main 1164. **President, Treasurer:** Samuel Glueck. **Vice-President:** Nathan P. Glueck. **Sec-**

## ADVERTISING AGENCIES—Continued

- retary: E. J. Deister. **Radio Director:** Samuel Glueck. **Spot Time Buyer:** A. Wesler.
- H. M. KIESEWETTER ADVERTISING AGENCY, INC.,** 9 East 40th St., New York City; LE 2-0025. **President, Treasurer:** E. T. Kiesewetter. **General Manager:** H. M. Kiesewetter. **Radio Director:** Samm S. Baker. **Spot Time Buyers:** A. C. Christensen, S. G. Alexander. **Network:** Mennen Co. (CBS-7, Mutual-12); Bathasweet Corp. (Mutual-2).
- THE KLEPPNER CO., INC.,** 551 Fifth Ave., New York City; MU 2-6467. **Radio Director:** Moran McKinless.
- KLINGER ADVERTISING CORP.,** 119 West 57th St., New York City; CO 5-5990. **President:** A. A. Klinger. **Vice-President:** A. Green. **Treasurer:** I. Cohen. **Radio Director:** A. A. Klinger. **Spot:** Riverbank Canning Co. (pgm-10); Jaddwiga Remedies Co. (ann-3); Jules Chain Stores (ann-9); Moskin Stores (ann-5); Gold Medal Oil (ann-12). **Local:** Madison Personal Loan Co. (pgm-3).
- KNOX REEVES ADVERTISING, INC.** See listing under Reeves, Knox.
- KRAFF ADVERTISING AGENCY, INC.,** 1010 Second Ave., S., Minneapolis, Minn.; Bridgeport 3166. **Proprietor:** Norm E. Kraff. **Radio Director:** Joseph H. Degendorf. **Spot Time Buyers:** Norm E. Kraff, Joseph H. Degendorf. **Talent, Continuity and Script Buyer:** Norm E. Kraff.
- ARTHUR KUDNER, INC.,** 630 Fifth Ave., New York City; CI 6-3200. **President:** Arthur H. Kudner. **Vice-Presidents:** James H. S. Ellis, E. J. Owens, Samuel D. Fuson, Charles F. Gannon. **Radio Director:** Charles F. Gannon. **Spot Time Buyer:** J. Nutt. **Talent, Continuity and Script Buyer:** Alan Ward. **Branch Offices:** New Center Bldg., Detroit (Madison 5315); Robert Copleland, in charge. Albee Bldg., Washington, D. C. (National 5306); Frank Getty, in charge. **Network:** General Motors Corp., Buick Division (Louis-Schmeling Fight, NBC Red and Blue-155, Louis-Lewis Fight, NBC Red and Blue-156); Goodyear Tire & Rubber Co., Inc. (NBC Blue-53); Macfadden Publications, Inc. (NBC Blue-42); United States Tobacco Co. (CBS-50). **Spot:** General Motors Corp., Buick Division (ann-100); Goodyear Tire & Rubber Co. (ann-4); J. L. Prescott Co. (ann-3). **Local:** Goodyear Tire & Rubber Co. (news-1). **Writer:** William Sweets. **Producers:** Hendrik Booraem, Alan Ward, Ed Krug.
- THOMAS J. LA BRUM, INC.,** Franklin Trust Bldg., Philadelphia, Pa.; Locust 2162-63. **President:** Thomas J. LaBrum. **Production Manager:** George Grossman. **Radio Directors:** Thomas J. LaBrum, George Grossman. **Spot Time Buyer:** George Grossman. **Talent Buyer:** Thomas J. LaBrum. **Continuity and Script Buyer:** George Grossman. **Local:** Philadelphia Merchants Association (pgm-2, ann-4); Philadelphia National Home Show (ann-5); Philadelphia Sportsmen's Show (ann-5).
- LANDSHEFT & WARMAN, INC.,** 810 Liberty Bank Bldg., Buffalo, N. Y.; Cleveland 7260. **President:** A. William Landsheft. **Vice-President:** Robert B. Warman. **Account Executive:** Henry L. Barber. **Production Manager:** E. T. Drulard. **Art Director:** P. Scibetta. **Radio Director:** None; handled by account executives. **Local:** Kendall Refining Co. (sports review-3); Magnus Beck Brewing Co. (5 mins-1); Loblaw Groceries (pgm-1); Buffalo General Laundries (pgm-1). **Writers:** Mrs. Esther E. Huff (Loblaw Groceries); Charley Bailey (Magnus Beck Brewing).
- LANPHER & SCHONFARBER, INC.,** 58 Weybosset St., Providence, R. I.; GA 4813. **President:** Gordon Schonfarber. **Secretary:** Carlton Goff. **Treasurer:** Lawrence Lanpher. **Radio Director:** E. D. Armstrong.
- LAUSEN & SALOMON,** 520 N. Michigan Ave., Chicago, Ill.; Superior 0738. **Executives:** A. M. Salomon, Wendell Walker, Frank P. Wagener. **Spot:** Foley & Co. for Foley's Honey & Tar Cough Syrup (pgm-16). **Local:** Foley & Co. (pgm-4).
- THE LAVENSON BUREAU,** 12 South 12th St., Philadelphia, Pa.; Lombard 1158. **Proprietor:** Jay Lavenson. **Copy Chief:** Harrison M. Terrell. **Art Director:** Raymond S. Reinhardt. **Account Executives:** Roland Israel, W. Staunton Moylan, Roland V. Tooke. **Director of All Radio Activities:** Roland Israel. **Local:** Sears, Roebuck & Co. for Philadelphia retail stores (news-1, ann-4); Erlanger Brewing Co. for Erlanger Pilsner and Perone Beer (ann-4).
- THE LAVIN CO.,** 805 Statler Bldg., Boston, Mass.; Liberty 0030. **President:** J. L. Lavin. **Vice-President:** R. W. Mickham. **Treasurer:** Elmer Pillsbury. **Media Director:** Charles C. Palmer. **Director of All Radio Activities:** Charles C. Palmer. **Spot:** New England Confectionery Co. (ann-5); Dutchland Farms (ann-4).

## ADVERTISING AGENCIES—Continued

**Local:** Burnham & Morrill Co. (ann-2); Morris Plan Bank (ann-1).

**LEEFORD ADVERTISING AGENCY, INC.**, 315 Fourth Ave., New York City; ST 9-1742. **President:** David D. Lee. **Secretary:** Vernon L. Kretschmar. **Treasurer:** W. C. Hoyt. **Radio Director:** David D. Lee.

**LEIGHTON & NELSON**, 202 State St., Schenectady, N. Y.; 6-4202. **Partners:** Winslow P. Leighton, George R. Nelson. **Radio and Copy Director, Continuity and Script Buyer:** Robert S. Cragin. **Spot Time Buyer:** Winifred S. Niles. **Talent Buyers:** Winslow P. Leighton, George R. Nelson. **Production Manager:** Edward F. Flynn. **Account Executives:** Winslow P. Leighton, George R. Nelson, Robert S. Cragin. **National Spot:** Wm. W. Lee & Co. for cold remedy (pgm-3); Saratoga Race Track (pgm and ann-6). **Spot:** Albany Business College (5-mins and ann-1); Breslaw Bros., Furniture Store Chain (pgm-1); Cooper & Cooper for Automatic Stokers (ann-1); D'Jimas Reliable Fur Co. (weather reports-1); Grosberg-Golub Co., Food Market Chain (5 mins-1); Hudson Coal Co. for D & H Anthracite (ann-1); Jonathan Levi Co., Food Wholesaler (pgm and 5 mins-1); Musebeck Shoe Co. for Health Spot Shoes (5 mins-1); Monty & Co. for Nu-Vet (5 mins-1); National Accessories Stores (5 mins-1); Personal Finance Co. (pgm-1); Rudolph Bros., Jewelry Chain (ann-2); Rutland Fair (ann-1); E. V. Stratton Corp. for Automobiles (ann-4); Empire State Distributors (pgm-2). **Local:** Ashgrove Farms, Restaurant (ann-1); Bailey Rug Co. (ann-1); H. S. Barney Co., Department Store (ann-1); Burtiss Motor Sales (pgm-1); Carl Co., Department Store (ann-1); T. Arthur Cohen for Shoes (ann-1); Holzheimer & Shaul, Department Store (5 mins-1); Murray Furniture (ann-1); A. L. Parsons & Son, Ford Dealers (pgm-1); Steiner Co. for Wallpaper (ann-1); Wallace Co., Department Store (ann-1); Webster Motor Sales (ann-1); J. B. White, Bathing Beach (ann-1); W. M. Whitney & Co., Department Store (pgm-1); Vogue Motors (pgm-2). **Writers:** Robert S. Cragin, Edward Flynn, Sylvia Klarsfeld, Michael Carlo. **Producers:** George R. Nelson, Robert S. Cragin, Edward Flynn.

**LENNEN & MITCHELL**, 17 East 45th St., New York City; MU 2-9170. **President:** Philip W. Lennen. **Vice-President, Treasurer:** Robert W. Orr. **Secretary:** Arthur L. Lynn. **Radio Director:** Mann Holiner. **Branch Office:** 8949 Sunset

Blvd., Hollywood (Crestview 15206); Jay Clark in charge. **Network:** John H. Woodbury, Inc. for Woodbury Soap, Cream and Powder (NBC Blue and Red-69); Andrew Jergens Co. for Jergens Lotion (NBC Blue and Red-69); P. Lorillard Co. for Old Gold Cigarettes (successively CBS-78, NBC Blue-108); P. Lorillard Co. for Sensation Cigarettes (Mutual and spot-72). **Regional:** Tide Water Associated Oil (News, Yankee Network-17). **Spot:** P. Lorillard Co. for Old Gold Cigarettes (hockey-1, baseball-2); Ruppert's Beer (ann-7); Tide Water Associated Oil (news-2, sports-3). **Local:** Ruppert's Beer (pgm-1, sports-1). **Writers:** Al Bobrick, Henry Garson (Old Golds), Jerry Cady, Forrest Barnes (John H. Woodbury), Lawson Paynter, Ben Grauer (Jergens Lotion). **Producers:** Carl Wester & Co. (Jergens Lotion).

**A. W. LEWIN CO., INC.**, 744 Broad St., Newark, N. J.; Mitchell 2-7244. **President, Treasurer:** A. W. Lewin. **Vice-President:** D. N. Waterbury. **Secretary:** M. A. Cahill.

**CARR LIGGETT, ADVERTISING, NBC Bldg.**, Cleveland, O.; Cherry 3434. **President:** Carr Liggett. **Research Director:** E. C. Sheeler. **Radio Director:** Rockwell H. Austin. **Spot:** I. T. S. Co. for Rubber Heels (ann-1); Spaide Shirt Co. (ann-1). **Local:** Equity Savings & Loan Co. (pgm-1); Cleveland Bar Association (5 mins. and ann-3); Ohio State Bar Association (ann-1).

**LEON LIVINGSTON ADVERTISING AGENCY**, Mills Bldg., San Francisco, Calif.; Sutter 7340. **President:** Leon Livingston. **Vice-President:** W. C. Day. **Radio Directors:** Rush Hughes, Watson Humphrey, Helen Morgan. **Spot Time Buyer:** B. Biederman. **Talent, Continuity and Script Buyers:** Rush Hughes, Watson Humphrey, Helen Morgan, Leon Livingston, W. C. Day, E. B. Krough. **Regional:** Langendorf United Bakeries, Inc., for Langendorf Bread (Pacific Coast; pgm and news-20). **Local:** Langendorf United Bakeries for Homestead Bread (pgm-1); Langendorf United Bakeries for Holsum Bread (pgm-1). **Writers and Producers:** Watson Humphrey, Helen Morgan, Rush Hughes.

**LESTER A. LOEB ADVERTISING AGENCY**, 25 West 45th St., New York City; BR 9-4440. **Executives:** Lester A. Loeb, M. S. Loeb. **Director of All Radio Activities:** Lester A. Loeb. **Local:** Collins Co. (pgm-2).

## ADVERTISING AGENCIES—Continued

- LOGAN & STEBBINS.** See Barton A. Stebbins.
- LONG ADVERTISING SERVICE,** 19 N. 2nd St., San Jose, Calif.; Ballard 5600. **President:** Alvin Long. **Branch Office:** Roush Bldg., San Francisco (Douglass 3168); Hassel W. Smith, manager. **Radio Director, Talent & Script Buyer** (San Francisco): Hassel W. Smith. **Network:** California Prune & Apricot Growers Association for Sunsweet Prunes (CBS Pacific-6); International Shoe Co. NBC Red-2); Gallenkamp's Stores, Inc., for Shoes (NBC Pacific Red-4).
- W. E. LONG CO.,** 155 N. Clark St., Chicago, Ill.; Randolph 4606. **President:** W. E. Long. **Vice-President, Treasurer:** Lloyd R. Wolfe. **Vice-President:** Walter D. Warrick. **Secretary:** Mildred Allrich. **Radio Director, Talent Buyer:** Dan Ryan. **Spot Time Buyer:** L. Bicking. **Continuity and Script Buyer:** T. K. Denton. **Local:** Paramount Baking Co. (pgm-1); Papendick Baking Co. (pgm-1); West Baking Co. (pgm-1); Schmidt Baking Co. of Cumberland (pgm-1); Schmidt Baking Co. of Baltimore (ann-2); Mueller Baking Co. of Tulsa (pgm-1); Mueller Baking Co. of Springfield (pgm-1); Buri's Sunlit Bakery (pgm-1); Warren Baking Co. (pgm-1); Morehouse Baking Co. (pgm-1); Braun Baking Co. (pgm-1); Way Baking Co. (pgm-1); Kimmey Baking Co. (pgm-1); Holsum Baking Co. (pgm-1); Zimmerman Baking Co. (news-1); Pioneer Baking Co. (pgm-1); Carpenter Baking Co. (ann-2); Cameron & Barr Baking Co. (ann-1); San Joaquin Baking Co. (ann-1); Cotton Baking Co. (ann-3); Sunlit Baking Co. (ann-1); Murfreesboro Bread Co. (ann-1); Ungle Baking Co. (ann-1); Charlotte Bread Co. (ann-1); Supreme Baking Co. (ann-1); Fuchs Baking Co. (ann-1); Butter Crust Baking Co. (ann-1). **Writers:** Dan Ryan (Buri's Sunlit Bakery, Warren Baking Co., Mueller Baking Co. of Springfield); Tom Axelsom (Paramount Baking Co.). **Producers:** Lone Ranger, Inc. (Papendick Baking Co., West Baking Co., Schmidt Baking Co. of Cumberland, Mueller Baking Co. of Tulsa).
- LORD & THOMAS,** 247 Park Ave., New York City; WI 2-6600. **President:** Don Francisco. **Executive Vice-Presidents:** Sheldon R. Coons; David M. Noyes (Chicago). **Vice-President, Treasurer:** William R. Sachse. **Vice-Presidents:** Mrs. M. L. Foreman; Edward Lasker; Thomas M. Keresey; Edgar Kobak; Don Belding (Los Angeles); John F. Whedon (San Francisco). **Vice-President in Charge of Radio:** Edward Lasker (New York). **Radio Directors:** Norman Morrall, Karl Schullinger (New York); Thomas A. McAvity (Hollywood). **Spot Time Buyers:** John Hymes (New York); Miss Holly Shively (Chicago). **Continuity & Script Buyer:** Frank Wilson (New York). **Lucky Strike Account Executive:** George McGarrett (New York). **Branch Offices:** 919 N. Michigan Ave., Chicago (Superior 4800); David M. Noyes. 601 W. Fifth St., Los Angeles (Michigan 7651); Don Belding. 235 Montgomery St., San Francisco (Sutter 2355); John F. Whedon. 6331 Hollywood Blvd., Hollywood (Hollywood 6265); Thomas A. McAvity. **Network:** American Tobacco for Lucky Strike Cigarettes (NBC Red-99, plus transcribed show on WOR, CBS-102, Mutual-2); American Tobacco for Roi-Tan Cigars (CBS-59); International Cellocotton Products for Kleenex (CBS-41); Pepsodent Co. for Toothpaste, Toothpowder, Antiseptic (NBC Red-55); Petroleum Advisers for Cities Service Products (NBC Red-54); Union Oil Co. (NBC Pacific Red-11, NBC Pacific Red-10); Calavo Growers of California (CBS-8); Lady Esther, Ltd., for Cosmetics (NBC Red-47, CBS-43); Pepsodent Co. for Antiseptic (NBC Pacific Red-5); Tide Water Associated Oil Co. (football, basketball and track-majority of Pacific Coast stations). **Spot:** American Tobacco for Roi-Tan Cigars (ann-37); Beatrice Creamery Co. for Meadow Gold Products (pgm-16); Calavo Growers of California (participation-36, ann-1); California Walnut Growers Association for Diamond Walnuts (pgm-11); Jell-Well Dessert Co. (pgm-8); Liebmann Breweries for Rheingold Beer (pgm-14); California Prune Industry (pgm-6); General Motors, Frigidaire Division (ann-55); California Fruit Growers Exchange for Sunkist Oranges and Lemons (pgm-18); Tide Water Associated Oil (ann-7). **Local:** M. J. B. Coffee (participation-1); Colorado Chain Stores (pgm-1); Adohr Milk Farms (pgm-1); Liebmann Breweries for Rheingold Beer (participation-1); Lindsay Ripe Olive Co. (ann-1). **Writers:** Frank Wilson, Gordon Auchincloss (American Tobacco), Frank Wilson (Cities Service), French Duplisse, Jack Douglas, Mel Frank, Norman Panama, Al Schwartz, Milt Josephberg, Mel Shavelson, Norman Sullivan, Eugene Wang, Henry R. Hermann, Ted Sherdeman (Pepsodent), David Victor, Herbert Little, Jr. (Kleenex), Alfred Leonard (Adohr Milk Farms), David Taylor, Mary C. Chase (Colorado Chain Stores), Fran Stryker (Jell-Well Desserts), John

## ADVERTISING AGENCIES—Continued

Nesbitt, Paul Dudley, Lee Strahorn (Union Oil), Paul Dudley, Fletcher Wiley (California Fruit Growers Exchange), Fred Runyon (California Prune Industry, California Walnut Growers), Fletcher Wiley (Calavo Growers), Martin Block (Rheingold Beer). **Producers:** T. Wells, Karl Schullinger, Gordon Auchincloss, John Hymes (American Tobacco), Norman Morrell (Cities Service), Jack Runyon, Lee Strahorn (Union Oil), Carl Stanton (Colorado Chain Stores), Carl Stanton, Ted Sherdeman, Ed Byron (Pepsodent), James D. Fonda (California Fruit Growers Exchange, California Prune Industry, California Walnut Growers), Fletcher Wiley (Calavo Growers), Jack Runyon (Adohr Milk Farms), Fran Stryker (Jell-Well Desserts), Martin Block (Rheingold Beer). **Directors:** George McGarrett (American Tobacco), Norman Morrell (American Tobacco, Cities Service, Pepsodent), Basil Loughrane (Kleenex), Thomas A. McAvity (Union Oil, Pepsodent, California Fruit Growers Exchange, California Prune Industry, California Walnut Growers), Carl Stanton (Colorado Chain Stores), Fletcher Wiley (Calavo Growers), Jack Runyon (Adohr Milk Farms), Fran Stryker (Jell-Well Desserts), McCulloch Campbell (Tide Water Associated Oil, M. J. B. Coffee).

**JAMES R. LUNKE & ASSOCIATES**, 919 N. Michigan Ave., Chicago, Ill.; Superior 4453. **Owner:** James R. Lunke. **Radio Director:** Gene Baker. **Spot Time Buyer:** F. M. Landwehr. **Continuity and Script Buyer:** James R. Lunke. **Spot:** Industrial Training Corp. (pgms and 5 mins-80, 5 mins-50, pgm-36). **Local:** Chicago School of Nursing (pgm-2). **Writers:** Sam Bartlett, Gene Baker (Industrial Training Corp.), Lucille Fischer (Industrial Training Corp., Chicago School of Nursing). **Producers:** Lucille Fischer (Industrial Training Corp., Chicago School of Nursing), Gene Baker (Industrial Training Corp.).

**HAYS MACFARLAND & CO.**, 333 N. Michigan Ave., Chicago, Ill.; Randolph 9360. **President:** Hays MacFarland. **Executive Vice-President:** Malcolm A. Jennings. **Vice-Presidents:** Allen B. Dicus, Andrew Coburn. **Treasurer, Secretary:** B. G. Rutting. **Radio Director, Talent, Continuity and Script Buyer:** Evelyn Stark. **Time Buyer:** Madge C. Child. **Network:** Stewart-Warner Corp. for Alemite, Refrigerators and Radios (NBC Red-31); Kellogg Co. for Wheat Krispies (NBC Blue-23).

**MACKAY & SAVARY ADVERTISING SERVICE**, 1 Union Bldg., Calgary, Alberta, Can.; M 4560. **President:** M. H. Mackay. **Vice-President, Manager:** A. W. Savary. **Secretary-Treasurer:** S. C. James. **Radio Directors:** A. W. Savary, A. D. Wood. **Spot Time Buyer:** L. Willis. **Talent Buyer:** S. C. James. **Continuity and Script Buyer:** D. Fitzgerald. **Spot:** Texas Co. of Canada, Ltd. for Texaco Petroleum Products (news-6); George Harris & Son (ann-6). **Local:** Government of Alberta (pgm-varies); MacIn Motors, Ltd. (5 mins-1); Campbell & Laybourne (pgm-1); A. C. Fleming (pgm-1); J. G. Piggott (pgm-1); J. McDonald (pgm-1); Lone Star Service (pgm-1).

**MAC LAREN ADVERTISING AGENCY LTD.**, 372 Bay St., Toronto, Ont., Can.; Elgin 0321. **President:** J. A. MacLaren. **Vice-Presidents:** E. V. Rechnitzer, G. W. Hague. **Treasurer:** I. E. Reynolds. **Director of All Radio Activities:** C. M. Pasmore. **Assistants:** M. Rosenfeld (Toronto), W. Downs (Montreal). **Branch Offices:** 901 Dominion Square Bldg., Montreal, Que. (Plateau 9556); E. H. H. Smith, in charge. 305 Province Bldg., Vancouver, B. C. (Trinity 843); E. G. Stephens, in charge. 1001 Lindsay Bldg., Winnipeg, Man. (26622); W. Henderson, in charge. 221a Eighth Ave., W., Calgary, Alta. (M 4097); T. Meade, in charge. 302 Leader Bldg., Regina, Sask. (29476); R. Wilson, in charge. 2-4 Cockspur St., London, England; W. G. Abel, in charge. **Network:** General Motors Corp. (CBS-32); Imperial Oil, Ltd. (hockey, CBC-34). **Regional Network:** Hydro-Electric Power Commission of Ontario (Provincial Network-5 and 9); Imperial Oil, Ltd. (hockey, French Network-7 and special network-2). **National Spot:** Bulova Watch Co. (time signals-5); Globe and Mail, Newspaper (pgm-31); Tuckett, Ltd., for Cigarettes (pgm-13), for Cigarettee and Tobacco (news-9). **Local Spot:** Peoples Credit Jewelers (various periods-3).

**MAC MANUS, JOHN & ADAMS, INC.**, Fisher Bldg., Detroit, Mich.; Trinity 2-8300. **President:** W. A. P. John. **Vice-President, Treasurer:** James R. Adams. **Vice-President, Secretary:** John R. MacManus. **Vice-President, Art Director:** Harvey Luce. **Radio Director, Spot Time Buyer:** Elmer W. Froehlich. **Talent, Continuity and Script Buyers:** W. A. P. John, James R. Adams. **Spot:** General Motors, Pontiac Division (ann-placed by dealers); Tegge-Jackman Cigar Co. (ann-5);

## ADVERTISING AGENCIES—Continued

- Boydell Bros. White Lead & Color Co. for Paints and Varnishes (ann-2). **Local:** Tivoli Brewing Co. (sports review-1). **Writers:** H. E. Hougen, Don Ephlin (Tivoli Brewing), H. Hagerman (Pontiac), H. E. Hougen (Tegge-Jackman Cigar), Sherwood Reekie (Boydell Bros.)
- MALCOLM - HOWARD ADVERTISING AGENCY**, 20 E. Jackson Blvd., Chicago, Ill.; Webster 2110. **Owner:** Arthur M. Holland. **Radio Director, Account Executive:** Arthur M. Holland. **Continuity and Script Buyer:** Ray Freedman. **Radio Executive:** Frances Shore. **Spot:** Roller Derby (trackside broadcasts-21). **Local:** Nu-Enamel (pgm-1); Joy Candy Shoppes (pgm-1, ann-1); Newart Co., Clothiers (baseball scores-1, pgm-2, news-1, sports interviews-1); Rubins, Clothing (pgm-1); Alert Laundries (ann-1); Holland Jewelers (ann-3); Bell Auto Repair (sports review-1); Cascade Laundries (pgm-1); Lanathan's, Accessories (ann-1); Greenstone Furniture (5 mins-1). **Writers:** John Sullivan (Newart Co.); Ray Freedman (Joy Candy Shoppes, Nu-Enamel); I. Wagner, Marge Lovinger (Rubins). **Producers:** Ray Freedman, John Sullivan, Ben Kantor.
- DAVID MALKIEL ADVERTISING AGENCY**, 260 Tremont St., Boston, Mass.; LIB 1421. **Owner:** David Malkiel. **Production Manager:** Harry Lane. **Secretary:** Martha Brest. **Account Executives:** Harry Lawrence, Martin Kadis, Fred Meyer, Alfred Black, Harry Weinbaum. **Radio Director:** Harry Lane. **Spot Time, Talent, Continuity and Script Buyer:** David Malkiel. **Local:** Enterprise Stores (ann-3); Economy Stores (ann-3); Estabrook & Eaton, Cigars (ann-1); I. J. Fox, Furs (pgm and ann-6); Freilicher Kabtzen, Cooperative (pgm-1); Family Finance Co. (ann-1); Gordon Mfg. Co., Clothing (ann-2); Great Northern Co. Furs (ann-3); Hayward Wine Co. (ann-2); Keith RKO Theatre (ann-4); Paramount Bakeries (pgm and ann-2); Loew's Theatres (ann-5); Lithuanian Association (pgm-1); Nu-Enamel (ann-7); Rosoff's, Restaurant (ann-2); L. P. Rogers, Furs (ann-3); Rogers Jewelry Co. (ann-6); Steuben's, Restaurants (ann-2); Singer-Snow, Clothing (sports and pgm-4); Barney Sheff, Food Products (ann-2); Great Boston Theatres, Inc. (ann-5). **Writer:** Aaron Bloom, of Kasper-Gordon Studios, for several accounts.
- MARSCHALK & PRATT, INC.**, 535 Fifth Ave., New York City; VA 3-1525. **President:** Harry C. Marschalk. **Vice-Presidents:** Wilber E. Johnson, Samuel L. Meulendyke, Sydney H. Giellerup. **Secretary:** Arthur R. Anderson. **Radio Director, Talent, Continuity and Script Buyer:** Curt Peterson. **Spot Time Buyer:** George L. Trimble. **Radio Copywriters:** Barrett Brady, G. W. Freeman. **Spot:** Congress Cigar, Inc. (baseball-1, ann-1); Dunn & McCarthy for Shoes (ann-100); Standard Oil Co. of New Jersey (news-34). **Local:** Modern Industrial Bank (news-1); Thomas E. Dewey Citizens' Committee (talks-10); Dunn & McCarthy (pgm-1). **Producer:** Richard C. Morenus.
- MARTIN & ROBISON, INC.**, Lincoln Tower, Fort Wayne, Ind.; A-6221. **President:** Willis S. Martin. **Secretary:** Mel J. Robison. **Vice-President:** Don W. Long. **Production Manager:** F. J. Keltly. **Director of All Radio Activities:** Don W. Long. **Local:** G. E. Bursley & Co. (pgm-1); Fort Wayne Milk Council (pgm-1); Central Optical Co. (ann-1).
- MASON-RELKIN CO.**, 369 Lexington Ave., New York City; AS 4-3531. **President:** Roger B. Relkin. **Radio Director:** Roger B. Relkin. **Local:** Home Diathermy Co. (pgm and 5 mins-4); Arch Craft Shoes (ann-1); Coward Shoe Co. (ann-1); W. C. Kernan (pgm-1); Jefferson Personal Finance Co. (pgm-1).
- J. M. MATHES, INC.**, 122 East 42nd St., New York City; LE 2-7450. **President:** J. M. Mathes. **Vice-President, Art Director:** Lester J. Loh. **Vice-Presidents:** William B. Okie, Hyland L. Hodgson, Charles R. Marshall, Charles O'Donnell. **Treasurer:** A. E. Cox. **Secretary:** Carle Rollins. **Director of All Radio Activities:** Wilfred S. King. **Assistant Radio Director:** Fletcher Turner. **Network:** Canada Dry Ginger Ale (NBC Blue-77). **Spot:** New York State Milk (ann-19); R. B. Davis for Cocomalt (ann-18); Luden's Cough Drops (chain breaks, news, weather reports-31); New York State Fair (ann-4). **Producer:** Dan Golenpaul (Canada Dry Ginger Ale).
- MATTESON FOGARTY JORDAN CO.**, 307 N. Michigan Ave., Chicago, Ill.; Randolph 7000. **President, Secretary:** Walter A. Jordan. **Vice-President, Treasurer:** C. C. Fogarty. **Radio Director, Talent Buyer:** Palmer Clark. **Spot Time Buyer:** Thomas W. Davis.
- MAXON, INC.**, 2761 E. Jefferson Ave., Detroit, Mich.; Fitzroy 5710. **Chairman of the Board:** Lou R. Maxon. **President:** T. K. Quinn. **Vice-President:** Searle Hendee. **Secretary:** G. R. McKiel. **Treas-**



## ADVERTISING AGENCIES—Continued

urer: W. I. C'Neill. **Space Buyers:** H. G. Selby, P. C. Beatty. **Radio Director:** Don Forker (New York). **Spot Time Buyer:** P. C. Beatty. **Branch Offices:** 570 Lexington Ave., New York City (EL 5-2930); M. S. Gould, manager. Heights-Rockefeller Bldg., Cleveland (Yellowstone 774); W. Ray Baker, manager. 919 N. Michigan Ave., Chicago (Delaware 3536); L. J. Sholty. **Network:** General Electric for Mazda Lamps (NBC Red-56); H. J. Heinz Co. (CBS-58). **Spot:** Gillette Safety Razor Co. (currently test campaigns); Commercial Solvents Corp. for Norway Anti-Freeze (ann-40); Berry Bros. for Paints (ann-18). Other spot clients, using transcribed programs, announcements.

**MAYERS CO.**, 1240 S. Main St., Los Angeles, Calif.; PR 0101. **Principals:** Henry Mayers, J. R. Mayers, Arthur Mayers. **Radio Directors:** Ted Cate, Hal Hodge. **Spot Time Buyer:** Alden Weis. **Local:** Sears, Roebuck & Co. Department Stores of California (pgm-2, ann-3); J. W. Robinson Co., Department Store (ann-4); Famous Department Stores (ann-7); Desmond's, Men's Clothing (sports-1); Gordon Bread Co. (pgm-1); Parmelee-Dohrmann Co., Home Furnishings (ann-3); Weinstein, Jeweler (sports-1).

**MC CANN-ERICKSON, INC.**, 285 Madison Ave., New York City; LE 2-1700. **President:** H. K. McCann. **Secretary, Treasurer:** John L. Anderson. **Vice-Presidents:** Harrison Atwood, Raymond Atwood, E. C. Bennett, L. E. Firth, E. H. Hill, E. Palmer, Gordon E. Hyde, Myron C. Leckner, E. D. Madden, E. O. Perrin, C. A. Posey. **Vice-President, Creative Director:** L. S. Briggs. **Radio and Television Director, Continuity and Script Buyer:** Stuart D. Ludlum. **Time Buyer:** Frank Conrad. **Evening Radio Director:** Dorothy Barstow. **Spot Time Buyer:** Frank Conrad. **Branch Offices:** 910 S. Michigan Ave., Chicago; Homer Havermale, vice-president, manager; H. G. Smith, vice-president; G. B. Dunscomb, radio director; G. Victor Lowrie, spot time buyer. 2246 Penobscot Bldg., Detroit; D. C. Hight, vice-president, manager. 625 National City Bldg., Cleveland; R. M. Alderman, vice-president, manager; James Watt, spot time buyer. 114 Sansome Street, San Francisco; Henry Q. Hawes, vice-president, general manager, Pacific Coast Division; Walter A. Burke, radio director; T. G. McGuffick, W. R. Steffner, spot time buyers. 448 S. Hill St., Los Angeles; August J. Bruhn, manager, radio direc-

tor. 665 Skinner Bldg., Seattle; Burt Cochran, manager, radio director. 1308 Public Service Bldg., Portland; Vernon R. Churchill, manager, radio director. The H. K. McCann Co. has offices in Montreal, Toronto, Winnipeg, Vancouver, Paris, London and Frankfurt, Germany. **Network:** Chesebrough Mfg. for Vaseline Products (CBS-60); National Biscuit Co. (NBC Red-13 plus 23 spot); Standard Oil of California (NBC Red-5, NBC Blue-13). Pacific Coast Borax Co. (NBC Red-30); Richman Bros. for Clothes (Mutual-7 plus 2 spot); Regional Advertisers for Gas Companies (NBC Red-17). **Spot:** Axton-Fisher for Twenty Grand Cigarettes (pgm-aggregating 17), for Spud and Twenty Grand (news-3, pgm-aggregating 2); Crowell Publishing Co. (pgm-31); Ford Motor Co. (ann-4); Gruen Watch Co. (time signals and ann-4, pgm-100, pgm-100, pgm-100, pgm-aggregating 3); National Biscuit Co. (pgm-14); Stanco, Inc. for Nujol, Mistol, Flit, Daggett & Ramsdell (pgm-10, pgm-4, ann-10); Standard Brands for Royal Baking Powder (pgm-3); Borden Co. (news-10); Dwight Edwards Co. (ann-2); Ford Dealers (pgm-7); Universal Credit Co. (ann-7); W. P. Fuller & Co. (ann-36); Pacific Power & Light (ann-4, pgm-1) Standard Oil of California (time signals-12); Richman Bros., for Clothes (ann-13, news-1, sports-1, news flashes-1, 5 mins-2); Standard Oil of Ohio (ann-5, news-5); Great Western Sugar Co. (ann-3). **Local:** Consolidated Edison Co. (pgm-1); Croft Brewing (pgm-1); Provident Loan Society (pgm-1); Anglo-California National Bank (ann-2); General Brewing Corp. (time signals and ann-1); City Ice & Fuel (ann-2); Perfection Stove Co. (ann-1). **Writers:** Frank Phares (Royal Baking Powder), Helga Lund, Phyllis Parker, Nora Stirling (Stanco, Inc.), John E. Hasty (Consolidated Edison), Ruth Cornwall Woodman (Pacific Coast Borax). **Producers:** Transamerican Radio & Television, Inc., World Broadcasting System.

**R. E. McCARTHY ADVERTISING AGENCY**, Tampa Theatre Bldg., Tampa, Fla.; 2323. **President:** R. E. McCarthy. **Treasurer:** Louis Benito. **Secretary:** C. R. Toy. **Director of All Radio Activities:** R. E. McCarthy. **Local:** Tampa Florida Brewery (baseball scores-1, football scores-1); Pepsi-Cola Bottling Co. (pgm-2); Long Leaf Yellow Pine & Tidewater Red Cypress Distributors of Florida (ann-5). **Writers:** R. E. McCarthy, Louis Benito, C. R. Toy, Alva Yorkunas, William H. Anderson.

## ADVERTISING AGENCIES—Continued

**THE McCORD CO., INC.**, 1100 Hodgson Bldg., Minneapolis, Minn.; Bridgeport 1225. **President:** R. D. McCord. **Vice-President:** Louis Melamed. **Secretary:** C. F. Baker. **Radio Director:** Elizabeth Grove. **Network:** Hamm Brewing Co. (participation, CBS-7). **Spot:** Anaconda Sales Co. (ann-8); McConnon & Co. (pgm-21); International Harvester Co. (pgm-5, pgm-9, ann-3, 5 mins-1); Barber Oil Co. (5 mins-2, ann-7); Chocolate Products Co. (pgm-5, 5 mins-1, ann-1); Conrad Fur Co. (pgm-7, ann-7); Math Barzen Co. (5 mins-1, ann-4); U. S. Bedding Co. (ann-18); Coast-to-Coast Stores, Inc. (ann-22); Levin Furniture Co. (ann-7). **Local:** Boutell Bros. (pgm-1, ann-1); Central Cooperative Association (pgm-1); E. G. Clinton Co. (ann-1); Cowden Mfg. Co. (5 mins-2, 3 mins-1, ann-2); Furniture Exposition Mart (ann-3); Minnesota Farm Bureau Federation (pgm-3); Zinsmaster Baking Co. (pgm-3, ann-1); Zinsmaster Bread Co. (pgm-3, ann-4); Hancock-Nelson Mercantile Co. (pgm-1); Hotel Dyckman (ann-3); Hotel Nicollet (ann-1); Juster Bros. (pgm-1); Kindy Optical Co. (ann-2).

**McJUNKIN ADVERTISING CO.**, 228 N. LaSalle St., Chicago, Ill.; State 5060. **President, Treasurer:** William D. McJunkin. **Radio Director, Vice-President:** Frank Steel. (Note: This information was not supplied by the agency, hence further details are not available.)

**MC KEE & ALBRIGHT, INC.**, 1400 S. Penn Square, Philadelphia, Pa.; Locust 4737. **President:** R. J. McKee. **Vice-President, Treasurer:** D. R. Albright. **Secretary, Assistant Treasurer:** T. E. Libby. **Radio Director, Talent, Continuity and Script Buyer:** J. A. McFadden. **Spot Time Buyers:** E. R. Walmsley, Charles Dieck. **Branch Office:** RCA Bldg., New York City (CO 5-2058); Herbert Korholz in charge. **Network:** Sealtest System of Laboratory Protection (successively NBC Red and CBS-37, plus 22 spot stations). **Spot:** Southern Dairies for Ice Cream and Dairy Products (ann-18); Breyer Ice Cream Co. (ann-4); Pine Bros. for Glycerine Tablets (ann-2). **Local:** Chestnut Farms-Chevy Chase, for Dairy Products (pgm-1); Breakstone Bros. for Dairy Products (pgm-1, participation-1); Rieck-McJunkin Dairy Co. (ann-1); Philadelphia & Reading Coal & Iron Co. (pgm-1, ann-2). **Writer:** Clyde North (Sealtest). **Producers:** Henry Souvaine, Inc.; Alan M. Fishburn (Sealtest).

**A. MC KIM, LTD., ADVERTISING AGENCY**, 710 Confederation Bldg., Mon-

treau, Que., Canada; Lancaster 5192. **President, General Manager:** Charles T. Pearce. **Assistant General Manager:** A. Fairbairn Smith. **Vice-President:** James Baxter. **Secretary-Treasurer:** J. B. Stephens. **Board of Directors:** Major James Baxter, B. A. Bennett, W. T. Brace, A. N. McIntosh, C. T. Pearce, A. Fairbairn Smith, J. W. Thain. **Radio Director, Talent, Continuity & Script Buyer** (Toronto): D. H. Henshaw. **Spot Time Buyer** (Montreal): L. Mackay. **Branch Offices:** Canada Permanent Bldg., Toronto, Ont.; J. W. Thain, in charge. Royal Bank Bldg., Winnipeg, Man.; A. A. Brown, in charge. Province Bldg., Vancouver, B. C.; F. S. Auger, in charge. Dennis Bldg., Halifax, N. S.; W. J. McKay. Manfield House, 376 Strand, W. C. 2, London; D. E. Longemore, in charge. **Radio Clients (programs):** O'Keefe's Beverages; Nash-Kelvinator; Purity Baking; Brosseau, Ltd.; Model Baking; Robertson's Bakery; Walker's Bakery; Slater Shoes; J. & T. Bell Shoes; Western Canada Flour Mills; Andre Proulx, Ltd.; Premier Vacuum Cleaner Co.; Taylor & Bate, Ltd.; Cosgrave-Dominion Brewery; Carling-Kuntz Brewery; Hovis Bread; Lehn & Fink (Canada), Ltd.; Blue Mountain Mineral Products; Snap, Superfine Powder; Walter M. Lowney Co.; Lyman's Agencies for D. W. Gibbs and Icilma; Nova Scotia Provincial Exhibition. **Announcements:** White Laboratories for Feen-a-mint; Nash-Kelvinator; Canadian Pacific Steamships; Breay-Nash Motors; Purity Baking; Brosseau, Ltd.; Model Baking; Robertson's Bakery; Bryce Baking; Chas. Hansen's Laboratory; Lewis, Ltd.; Premier Vacuum Cleaner Co.; Empire Wall Paper; General Dry Batteries of Canada; Rolls Razors; Espotabs; Bird's Custard; County Chemical Co.; Familex, for Ozogermo; Frank W. Horner, for Riga Water; International Correspondence Schools; National Drug, for Gin Pills; Oxo; Shadeine; F. W. Hampshire, for Zubes; Lewis, Ltd.; Nova Scotia Provincial Exhibition; Marshall Wells, for Paint; Dominion Electrohome, for Portable Purifiers; Royal Crown Soaps; McCabe Bros.; B. C. Tree Fruitgrowers Assn. (Note: Further details on these clients, such as number of stations used, etc., are not available.)

**PHILIP J. MEANY CO.**, 816 West 5th St., Los Angeles, Calif.; Michigan 3601. **President:** Philip J. Meany. **Treasurer:** F. M. Hawes. **Space Buyer:** C. K. Tester. **Production Manager:** Ray Clinton. **Art Director:** Jay Koupal. **Local and Spot:** Pierce Brothers (pgm-5, ann-8). **Local:**

## ADVERTISING AGENCIES—Continued

Breakfast Club Coffee (pgm-1); Rose Hills Memorial Park (pgm-1); Imperial Mutual Life Insurance Co. (news-1).

**HARRY M. MILLER, INC.**, 22 E. Gay St., Columbus, O.; Adams 7243. **President:** Harry M. Miller. **Vice-President:** James H. Warburton. **Secretary-Treasurer:** Jack Miller. **Director of All Radio Activities** (Cincinnati): Robert M. Fleming. **Branch Office:** 1235 Enquirer Bldg., Cincinnati; Robert M. Fleming, manager. **Local:** The Strietmann Biscuit Co. (pgm-6, pgm-1); Felber Biscuit Co. (pgm-1); Vienna Brewing Co. (pgm-2); Miami Butterine Co. (pgm-1); Uffelman Baking Co. (ann-1); Tendra Kitchens, Inc. (pgm-1); Tresler Oil Co. (baseball-1). **Producer:** Transair, Inc.

**DAN B. MINER CO.**, 1151 S. Broadway, Los Angeles, Calif.; Richmond 3101. **President:** Dan B. Miner. **Vice-Presidents:** J. C. Morse, Isabel Moses, L. L. Johnson, Fred W. Meyer. **Secretary:** Marie Sweeney. **Radio Director, Talent, Continuity and Script Buyer:** John Guedel. **Spot Time Buyers:** Fred W. Meyer, J. S. Miner. **Branch Office:** None, as such but affiliated with Continental Agency Network. **Network:** Wilshire Oil Co. for Polly Gas and Polly Penn Motor Oil (NBC Red-2). **Spot:** Western Auto Supply Co. (pgm-4). **Local:** Forest Lawn Memorial Park, Mortuary (pgm-3); Los Angeles Electrical League (pgm-1); Eckert Brewery (pgm-1); Wilshire Oil (pgm-3, news-1); Coast Fishing Co. for Balto Dog and Cat Food (pgm-1). **Writers:** John Guedel (Forest Lawn, Wilshire Oil); Edward Lynn, Leonard Cox, Forrest Barnes, Daniel Lundberg, James Grant, Arthur Shank (Forest Lawn); Walter Guedel (Forest Lawn, Wilshire Oil); Ben Sweetland (Los Angeles Electrical League); Harry Goodman Co. (Wilshire Oil). **Producers:** Sam Pierce, of Mutual, and Ralph Scott, of CBS (Forest Lawn); Glan Heisch, of KFI, and Myron Dutton, of NBC (Wilshire Oil). (John Guedel is agency producer.)

**RAYMOND R. MORGAN CO.**, 6362 Hollywood Blvd., Hollywood, Calif.; Hempstead 4194. **President:** Raymond R. Morgan. **Vice-President:** Naylor Rogers. **Secretary, Treasurer:** R. E. Messer. **Account Executives:** J. J. McCleery, L. W. Hobson. **Art Director:** Howard Wookey. **Radio Director:** Cyril Armbrister. **Spot Time Buyer:** R. E. Messer. **Talent Buyer:** Ruth Johnson. **Continuity and Script Buyer:** Raymond R. Morgan. **Branch Office:** Goodkind & Morgan, Palmolive

Bldg., Chicago; M. Lewis Goodkind, in charge. **Regional:** White King Soap (ann, Don Lee and Arizona Networks-56); Scotch Soap (Arizona Network and local spot-4). **Spot:** Van Camp Pork & Beans (pgm-56); Stokely's Tomato Juice (pgm-34); Treesweet Orange Juice (5 mins-2); Folger's Coffee (pgm-2, 5 mins-33); Listerine Toothpaste (pgm-3, Canadian); Union Pacific Railroad (pgm-29); White King Soap (pgm-2); Bireley's Orange Drink (ann-10). **Local:** Kennel King Dog Food (5 mins-1); City of Paris Department Store (pgm-1). **Writers:** Richard Weil, Catherine Turney, James McCleery, Phil Stewart, Margaret McKay, Eddie Lynn, Kimball Sant. **Producer:** Cyril Armbrister.

**MORRIS-SCHENKER-ROTH, INC.**, 230 N. Michigan Ave., Chicago, Ill.; State 4050. **President:** Sydney M. Roth. **Vice-President, Secretary:** Ben W. Schenker. **Vice-President, Treasurer:** Edgar Bernhard. **Radio Director:** Harold L. Weiler. **Spot Time Buyer:** A. C. Coleman. **Talent Buyer:** Ralph Schoolman.

**MORSE INTERNATIONAL, INC.**, 122 East 42nd St., New York City; LE 2-6727. **President:** Roy Head. **Vice-Presidents:** C. J. Balliett, E. P. Anderson. **Secretary-Treasurer:** Shaw Newton. **Radio Director, Talent, Script and Continuity Buyer:** Richard Nicholls. **Assistant Radio Director:** William Hines. **Spot Time Buyer:** George Duram. **Network and Spot:** Vick Chemical Co. for VapoRub, Va-trol, Cough Drops (NBC Blue and Red-57, pgm-1). **Spot:** M. J. Breitenbach for Gude's Pepto-Mangan (ann-20) **Writers:** Phillips H. Lord, Bob Mayo (Vick Chemical). **Producers:** Phillips H. Lord, Richard Nicholls (Vick Chemical).

**FARAON JAY MOSS, INC.**, 1462 N. Stanley Ave., Hollywood, Calif.; Granite 8878. **President:** Faraon Jay Moss. **Vice-President:** George B. Hull. **Treasurer:** Ardys M. Moss. **Secretary, Space Buyer:** W. E. Brennan. **Production Manager:** R. V. Greno. **Radio Director:** Ardys M. Moss. **Local:** Pierce School of Practical Nursing (pgm-2); Townsend National Recovery Plan (pgm-2); F. Arnold Young (pgm-3); Khawaja Khan (pgm-1); Richard Harrison Food Products (pgm-1); Fenwick Holmes (pgm-1).

**C. WENDEL MUENCH & CO.**, 210 E. Ohio St., Chicago, Ill.; Whitehall 7717. **President:** C. Wendel Muench. **Radio Director, Continuity & Script Buyer:** George Euwema. **Spot Time & Talent Buyer:** C. E. Forsberg. **Network:** Durkee Fa-

## ADVERTISING AGENCIES—Continued

- mous Foods for Margarine (NBC Blue-29). **Spot:** Chappel Bros. for Ken-L-Ration Products (pgm-17, ann-5); The Julep Co. for Howel's Root Beer (1 min dramas-30, ann-19); Blue Moon Cheese Products for Cheese Spreads (ann-12); Durkee Famous Foods for Margarine (ann-15). **Writers:** Howard McKent Barnes (Durkee's Margarine), Don Thompson and Robert Gingrich (Ken-L-Ration), Robert Gingrich (Howel's Root Beer). **Producers:** Don Thompson (Durkee's Margarine, Ken-L-Ration), Jim Dickert (Ken-L-Ration, Howel's Root Beer).
- NEEDHAM, LOUIS & BRORBY, INC.**, 360 N. Michigan Ave., Chicago, Ill.; State 5152. **President:** Maurice H. Needham. **Vice-Presidents:** John J. Louis, Melvin Brorby, W. R. Fowler, Jr., Harry E. Phelps. **Secretary, Treasurer:** Otto R. Stadelman. **Radio Directors:** Cecil Underwood (Hollywood), Helen Wing. **Spot Time Buyers:** Otto R. Stadelman, Evelyn Harding. **Branch Offices:** 1680 N. Vine St., Hollywood; Cecil Underwood, manager. 231 W. Wisconsin Ave., Milwaukee; Harry L. Bird, manager. **Network:** S. C. Johnson & Son for Wax, Glo-Coat and Auto Wax (NBC Red-100). **Spot:** S. C. Johnson & Son for Wax and Glo-Coat (pgm-6, ann-26); Eagle-Picher Sales Co. (ann-7); Kraft-Phenix Cheese Corp. for Parkay (ann-36, cut-in ann on Kraft Music Hall-26). **Local:** Kraft-Phenix Cheese for Parkay (pgm-1); Joseph Schlitz Brewing Co. (pgm-1, ann-1).
- NEFF-ROGOW, INC.**, 30 Rockefeller Plaza, New York City; CI 7-4230. **President:** Walter J. Neff. **Vice-President:** William Rogow. **Radio Directors, Spot Time Buyers:** Walter J. Neff, William Rogow. **Copy Chief:** Hubert K. Simon. **Copywriter:** Ida Greene. **National Spot:** Nu-Enamel Paints (ann-4). **Canadian Spot:** McCoy Laboratories for Vitamin Tablets (ann-3). **Local:** Fischer Baking Co. (news-1); Frederick Lowenfels & Son for Hotel Bar Butter (ann-1); D'Arrigo Bros. Co. for Andy Boy Broccoli (ann-1); Melville Shoe Corp. for Thom McAn Shoes (news-5); B. Fischer & Co. for Astor Coffee (pgm-1); Liggett Drug Co., Inc. (pgm-1).
- NEISSER-MEYERHOFF, INC.**, 400 N. Michigan Ave., Chicago, Ill.; Delaware 7860. **President:** Arthur E. Meyerhoff. **Vice-President:** Frederick W. Hinrichs. **Secretary, Treasurer:** Walter R. Neisser. **Director of All Radio Activities:** Nelson A. Shawn. **Branch Offices:** 759 N. Milwaukee St., Milwaukee; F. W. Hinrichs, vice-president in charge. 530 West 6th St., Los Angeles; George A. Taylor, manager. **Network:** William Wrigley, Jr., Co. (CBS-72). Also various national and regional spot advertisers.
- TED NELSON ASSOCIATES**, 1650 Broadway, New York City; CI 7-2830. **Director of All Radio Activities:** Ted Nelson. **Spot:** Hollingshead Corp. for All-Nu Floor Wax (ann-2); Fellows Medical Co. for Fellows Syrup of Hypophosphites (ann-10).
- THE NESBITT SERVICE CO.**, 1462 Hanna Bldg., Cleveland, O.; CH 4804-5-6. **Radio Director, Spot Time Buyer:** M. C. Nesbitt.
- NEWELL-EMMETT CO., INC.**, 40 East 34th St., New York City; AS 4-4900. **President:** C. D. Newell. **Vice-Presidents:** L. D. Mahon, C. S. Walsh, William Reydel, J. P. Cunningham, F. H. Don-shea, G. S. Fowler, Richard L. Strob-ridge. **Treasurer:** Fred H. Walsh. **Radio Directors:** William Reydel, D. B. Langan. **Spot Time and Talent Buyer:** N. F. McEvoy. **Network:** Liggett & Myers Tobacco for Chesterfield Ciga-rettes (CBS-102, CBS-96, NBC Red-51, NBC Red-75, CBS-96); Thomas Cook & Son-Wagon-Lits (NBC Red and Blue-20); Loose-Wiles Biscuit Co. (NBC Pa-cific Red-5). **Regional:** Loose-Wiles Bis-cuit Co. (News, Yankee Network-10, plus 5 spot stations). **Spot:** Loose-Wiles Bis-cuit Co. (participation-1, time signals-1, news-2, pgm-1, ann-1).
- NORTHWEST RADIO ADVERTISING CO., INC.**, 802 American Bank Bldg., Seattle, Wash.; Main 9282. **President, General Manager:** Edwin A. Kraft. **Radio Directors, Spot Time and Talent Buyers:** Edwin A. Kraft, W. L. Paul. **Spot:** Gardner Nursery Co. (pgm, ann-305); Compagnie Parisienne, Inc. (5 mins-75). **Writer:** Edwin A. Kraft (Gardner Nursery Co.).
- OHIO ADVERTISING AGENCY**, 1740 East 12th St., Cleveland, O.; Prospect 7177. **President:** Samuel L. Abrams. **Vice-President:** John F. Williams. **Treasurer:** Arthur Roth. **Radio Director:** John F. Williams. **Spot:** Stadler Products Co. (ann-2); Lyon Tailoring Co. (ann-2); M. & N. Cigar Manufacturers, Inc. (weather reports-3, news-1). **Local:** H. Blonder Co. (ann-1); Clothing Clearing House (5 mins-1).
- P. F. O'KEEFE ADVERTISING AGENCY**,

## ADVERTISING AGENCIES—Continued

**INC.**, 45 Bromfield St., Boston, Mass.; Liberty 1700. **President:** M. A. Sampson. **Treasurer:** W. C. Sampson. **Secretary:** A. G. Mitchell. **Radio Director:** W. C. Sampson.

**OLMSTED-HEWITT, INC.**, 1200 Second Ave., Minneapolis, Minn.; Atlantic 0202. **President:** Ward H. Olmsted. **Secretary-Treasurer:** Harriet W. Olmsted. **Vice-President:** John T. Foley. **Radio Director:** Ward H. Olmsted. **Spot Time Buyer:** John T. Foley. **Continuity Writers:** Gordon A. Daline, Robert C. Millar. **Spot:** Northrup, King & Co., Feeds and Seeds (pgm-1, ann-7); Archer-Daniels-Midland Co. for Wheat Germ Oil-Vitamin F (pgm-1); International Milling Co. for Seal of Minnesota Flour (pgm-5, news-1); Ohleen Dairy (pgm-1, ann-1). **Local:** Nevens Co. (station breaks-1); B. F. Nelson Mfg. Co. (news-1).

**BURTON A. OSTERHOUDT ADVERTISING AGENCY**, State Bank Bldg., Albany, N. Y.; 4-2175.

**PACIFIC MARKET BUILDERS**, 530 W. Sixth St., Los Angeles, Calif.; TR 4937. **President:** Fred G. Swartz. **Executive Vice-President, Treasurer:** A. J. Cornelson. **Vice-President:** J. B. Kiefer. **Secretary, Legal Counsel:** Harrison M. Dunham. **Director of All Radio Activities:** J. B. Kiefer. **Regional:** Ethyl Gasoline Corp. (California Radio System-3); Sunset Oil Co. (California Radio System-3). **Local:** Karl's Shoe Stores, Ltd. (news-1); Olson Baking Co. (news-1); Sunset Oil Co. (ann-1).

**B. J. PAULSON ASSOCIATES**, 623 N. Second St., Milwaukee, Wis.; Marquette 6877. **General Manager:** B. J. Paulson. **Account Executives:** A. J. Gerlach, E. J. Schickel, Herman H. Sinako. **Account Executive, Art Director:** Pete Keck. **Production Manager:** Roy A. Franke. **Radio Director:** None; handled by account executives. **Spot:** Fruit Growers Cooperative (ann-4). **Local:** United Coal & Dock Co. (ann-1); Trapp's Golden Rule Dairy (ann-1); M. A. Gerret Co. (ann-1).

**PECK ADVERTISING AGENCY**, 444 Madison Ave., New York City; PL 3-0900. **Chairman of Board:** Harry Peck. **President:** A. H. Messing. **Secretary:** Harry Krawitz. **Treasurer:** David Bloch. **Radio Director, Talent, Continuity and Script Buyer:** Arthur Sinsheimer. **Spot Time Buyer:** Al Moss. **Spot:** Candicod, for Vitamins (ann-8); Beverwyck Breweries (pgm, news-4); Tastyeast, Inc. (pgm,

ann-6); Roxy Clothes (pgm, ann-4); Garcia Grande Cigars (ann-3); Long Island Outfitting Co. (ann-6); Wise Shoes (pgm, ann-4); Fairfax Tobacco Co. (ann-10); S. Grover Graham Co. (ann-3); Hammondsport Wineries (ann-5); Glyco Thymoline (news, ann-2); I. J. Fox (pgm, news-8); Olde Dutch Mills Coffee (ann-3).

**PEDLAR & RYAN, INC.**, 250 Park Ave., New York City; EL 5-7700. **President:** Thomas L. L. Ryan. **Vice-Presidents:** Lawrence L. Shenfield, Frank J. Doherty. **Secretary, Treasurer:** Arthur Cobb, Jr. **Radio Director, Continuity and Script Buyer:** Gregory Williamson. **Spot Time Buyer:** Frank G. Silvernail. **Talent Buyers:** Edgar G. Sisson, Jr., Elizabeth Howard. **Radio Copy Chief:** John Archer Carter. **Network:** P & G for Camay Soap (NBC Red-58, NBC Blue-17, CBC-26); P & G for Chipso (NBC Red-30, CBS-25 and 11, CBC-27 and 3); P & G for Dash (CBS and spot-5); Bristol-Myers for Vitalis (NBC Red-44); Lady Esther, Ltd., for Cosmetics (NBC Red-52, CBS-49). **Regional:** P & G for Camay Soap (California Radio System-7); P & G for Dash (California Radio System-4). **Spot:** P & G for Camay Soap (pgm-7); Bristol-Myers for Ipana Toothpaste (pgm-5); J. C. Penney (pgm-6). **Local:** Borden Co. for Borden products (pgm-1); Borden Co. for Reid Ice Cream (pgm-1). **Writers:** Elaine Sterne Carrington (Camay), Irma Phillips, Orin Tovrov (Chipso), Don Becker (Ipana), Jettabee Ann Hopkins (J. C. Penney), Finis Farr, Robert J. Mann (Vitalis), Sam Carlton, Al Miller (Reid Ice Cream), Margaret Lewerth, Richard McDonagh (Lady Esther). **Producers:** Edwin Wolfe, Fred Bethel (Camay), Howard Keegan, Carl Wester, Inc., Stuart Dawson (Chipso), Transamerican Broadcasting & Television Corp., Don Becker, Chick Vincent (Ipana), Ed Wolfe (J. C. Penney), Lester Vail (Vitalis).

**HAROLD W. PICKERING ADVERTISING AGENCY**, 310 Templeton Bldg., Salt Lake City, Utah; Wasatch 2658. **Owner:** Harold W. Pickering. **Associate:** L. H. Malzahn. **Local Spot:** Bennett Glass & Paint Co. (ann-1); Utah State Fair Association (ann-3); Boyd Park Jewelers, Inc. (ann-1); Gray's Motor Service, Inc. (ann-1).

**PITLUK ADVERTISING CO.**, 2200 Alamo National Bank, San Antonio, Tex.; Garfield 7268. **President:** J. N. Pitluk. **Vice-president:** C. R. Cusick. **Space Buyer:** L. Merrion. **General Manager:** N. D.

## ADVERTISING AGENCIES—Continued

- Schwerke. **Account Executive:** H. M. London. **Art Director:** G. J. Wild. **Production Manager:** F. G. Allen. **Radio Director:** Ben Lee.
- PLATT-FORBES, INC.**, 386 Fourth Ave., New York City; CA 5-4440. **President, Treasurer:** William A. Forbes. **Vice-presidents:** Rutherford Platt, Thomas F. Cosgrove, John Monsarrat. **Secretary:** William S. Walker. **Radio Director:** Rutherford Platt. **Spot Time Buyers:** William S. Walker, J. K. L. Peterson, Parmelee Lyman. **Spot:** Peter Paul, Inc., for Mounds and Ten Crown Gum (pgm. 5 mins., ann-75); Oxo (Canada), Ltd. (ann-16). **Local:** Oxo (Canada), Ltd. (pgm-1); Hudson River Day Line (ann-4). **Producers:** World Broadcasting System, Inc. (Peter Paul, Inc.).
- POTTS-TURNBULL ADVERTISING CO.**, 912 Baltimore Ave., Kansas City, Mo.; Victor 9400. **President:** W. J. Krebs. **Vice-president:** D. E. Dexter. **Treasurer:** E. T. Chester. **Secretary:** G. F. McGill. **Radio Director, Spot Time Buyer:** G. F. McGill. **Talent Buyer:** N. P. Rowe. **Continuity and Script Buyer:** A. B. Russell.
- F. W. PRELLE CO.**, 983 Main St., Hartford, Conn.; 7-1117. **General Manager:** F. Wallace Prella. **Accountant:** Blanche Ainsworth. **Secretary:** Ida Friedman. **Art Director:** Robert F. Little. **Director of Photography:** Bruce Lindsay. **Copy Chief:** Philip Frank. **Director Marketing Research, Space Buyer:** Paul Thompson. **Radio Director:** Leonard R. Schoenfeld. **Spot:** Diamond Ginger Ale, Inc. (ann-8); Republican State Central Committee of Connecticut (pgm-9, pgm-7, ann-9, talks-9). **Local:** New England Laundry (ann-1); Hoffman Wall Paper Co. (ann-1); Lux, Bond & Green, Jewelry (pgm-2); Schultz Beauty Salons (pgm-1); Connecticut Mfgs. of Carbonated Beverages (ann-2).
- PRESBA, FELLERS & PRESBA, INC.**, 360 N. Michigan Ave., Chicago, Ill.; Central 7683. **President:** Bert S. Presba. **Vice-president:** E. A. Fellers. **Secretary:** Will B. Presba. **Director of All Radio Activities:** E. A. Fellers. **Spot:** American School for Correspondence Courses (ann-5); DeForest Training, Inc., for Correspondence Courses (pgm-10); Flex-O-Glass Mfg. Co. (ann and pgm-20); Household Magazine (ann and pgm-50); Mantle Lamp Co. for Kerosene Lamps (ann and pgm-75); Earl E. May Seed Co. (ann and pgm-10); Olson Rug Co. (ann and pgm-75); Ryde & Co., for Feed (ann-5); Dr. Scholl's Foot Comfort Shops (ann and 5 mins-15); United Factories for Oil Burners (ann-5). **Writer:** William Meredith (Mantle Lamp, Flex-O-Glass). **Producers:** Bob Wamboldt (Mantle Lamp, DeForest Training); William Meredith (Mantle Lamp, Flex-O-Glass).
- PUBLICITY ASSOCIATES**, 350 Fifth Ave., New York City; LO 5-3210. **President, Radio Director:** Josef Israels II. **Branch Office:** 20 N. Wacker Drive, Chicago (State 12121); William R. Harshe, in charge. **Local:** New York Post (pgm-2).
- RADIO-RUNDFUNK CORP.**, 207 East 84th St., New York City; RH 4-9609. **President:** Herbert F. Oettgen. **Treasurer:** William C. Foerster. **Radio Director, Spot Time Buyer:** Herbert F. Oettgen. **Local:** Bolle & Detzel, Inc. (pgm-1); Express Exchange (pgm-1); Gambarelli & Davitto (pgm-1); Karl Ehni, Inc. (pgm-1); Hamburg-Bremen S.S. Agency (pgm-1); Charles von der Bruck, Inc. (pgm-1); Berthold Mucke (ann-1); White Sewing Machine Service (ann-1); Steneck Travel Bureau (pgm-1). (All programs are in German and recorded abroad).
- THE L. W. RAMSEY CO.**, 430 Union Bank Bldg., Davenport, Ia.; 3-1889. **President:** L. W. Ramsey. **Vice-President:** F. L. Eason. **Secretary:** E. G. Naeckel. **Radio Director, Talent, Continuity and Script Buyer:** E. G. Naeckel. **Spot Time Buyers:** E. G. Naeckel, L. W. Ramsey. **Branch Office:** 230 N. Michigan Ave., Chicago (Franklin 8155); French Eason, executive in charge. **Network:** F. W. Fitch Co. for Fitch Shampoo (NBC Red-40, NBC Red-80). Also spot announcements for various clients. **Writers:** Jerry Belcher, Ward Byron (Fitch Shampoo). **Producer:** Ward Byron (Fitch Shampoo).
- RATCLIFFE ADVERTISING AGENCY**, 607 Southland Life Bldg., Dallas, Tex.; 2-8035. **Owner:** Morelle K. Ratcliffe. **Radio Director:** C. J. Connor. **Spot Time Buyer:** O. S. Bruck.
- CHARLES A. RAWSON & ASSOCIATES** (formerly Rawson-Morrill, Inc.), Commercial Exchange Bldg., Atlanta, Ga.; WA 3594. **President:** Charles A. Rawson. **Vice-President:** Frank P. Bell. **Art Director:** George A. Smith. **Secretary:** Creighton I. Perry. **Directors of All Radio Activities:** Charles A. Rawson, Frank Bell. **Continuity Writers:** John A. Snyder, Roberta Lyndon. **Spot:** General Mills, Inc. (pgms-3). **Local:** J. P.

## ADVERTISING AGENCIES—Continued

Allen Clothing (pgm, sports review-1); Brooks-Shatterly Tire Co. (time signals-1); Georgia Milk Producers (pgm-1); R. H. Hogg for Olde Towne Ale (5-min sports pgm-1); Mason Kominers Tire Co. (5-min sports pgm-1); Orange Crush Co. (5 mins, ann-1); Southern Grocery Stores (news-1); Southern Wire & Iron Works (pgm-1); Wilingham Tift Lumber Co. (pgm-1); Whitman's Laundry (5-min news-1); Parks Printing Co. (ann-1); White Roofing Co. (ann-1); Carithers-Wallace for Office Supplies (ann-1); Dixie Electric Co. (ann-1); Mehto-Melsion Co. (ann-1); Imperial Laundry (ann-1); Independent Laundry (ann-1); Bireley's Orange Drink (ann-1); Atlanta Stove Works (ann-1); Broman Specialties Co. for Chigger Chaser (ann-1); Maier & Berkele (ann-1); McCullough Bros. (ann-1); Milwaukee Beverage Co. (ann-1); Olshine Co. for Clothing (ann-1); Rainbow Cleaner (ann-1); Southern Gold Medal (ann-1). **Writers:** Polly Vaughan, Mrs. Richard H. Patat, Roberta Lyndon, John A. Snyder.

**RAWSON-MORRILL, INC.** See Charles A. Rawson & Associates.

**CHARLES DALLAS REACH CO.**, 58 Park Place, Newark, N. J.; Market 3-5100. **Executives:** Charles Dallas Reach, Howard E. Sands, Col. Edward C. Stover, Jr. **Radio Director, Talent Buyer:** Charles Dallas Reach. **Associate Radio Director:** Charles Gaines. **Spot Time Buyer:** Richard N. Gulick. **Continuity and Script Buyer:** Francis R. Risley. **Branch Office:** Onondaga County Savings Bank Bldg., S. Salina & E. Water Sts., Syracuse, N. Y. (2-3988); Howard E. Sands in charge. **Regional:** Doyle Packing Co. for Strongheart Dog Food (Ann, Yankee Network-6). **Spot:** Alkine Laboratories for Flem-O-Lyn Cough Medicine (5 mins and ann-9); Dugan Bros. for Baked Goods (pgm-2). **Local:** National Porcelain Co. (ann-1); Utica Brewing Co. (ann-1).

**REDFIELD-JOHNSTONE, INC.**, 247 Park Ave., New York City; PL 3-6120. **Chairman of the Board:** L. L. Redfield. **President:** E. F. Johnstone. **Vice-President, Space Buyer:** B. L. Rottenberg. **Vice-President:** Edward T. T. Williams. **Vice-President in Charge of Industrial Advertising:** J. J. McNevin. **Secretary, Assistant Treasurer:** A. Hollander. **Director of All Radio Activities:** Norman S. Livingston. **Network:** Local Cooperative Campaigns (Mutual-53, Mutual-76, Don Lee-27). **National Spot:** Grace Donohue, Inc., for Cosmetics (ann-3); Garfield

Headache Powders (ann-2); Blackstone Products Co. for Aspertone (news-2); New York Harbor Steamship Co. (ann-6). **Local:** Quality Laundry (pgm-1). **Writers:** Owen Crump, Sam Carleton, William Barr, Leonard Feinstein (local cooperative campaigns). **Producers:** Ward Byron and Ernest Chappell, of Roche Productions; Owen Crump, of Warner Bros. (local cooperative campaigns).

**KNOX REEVES ADVERTISING, INC.**, 600 First National Bank Bldg., Minneapolis, Minn.; BR 7701. **President:** E. E. Sylvestre. **Vice-President, Treasurer:** Wayne Hunt. **Vice-Presidents:** John Sarles, Helen Brown, E. Reeves, K. P. Torgerson. **Radio Program Director, Talent, Continuity and Script Buyer:** Lloyd Griffin. **Assistant Program Director:** Russell Neff. **Director Sports Broadcasting:** B. N. Robinson (New York). **Branch Office:** 574 Chanin Bldg., 122 E. 42nd St., New York City (MU 4-3982); B. N. Robinson, in charge. **Network:** General Mills for Bisquick and Wheaties successively (NBC Red and Blue-29); General Mills for Kitchen-Tested Flour, Softasilk, Bisquick, Wheaties (NBC Red and Blue-29, NBC Red and Blue-29). **Spot:** General Mills for Kitchen-Tested Flour, Softasilk, Bisquick, Wheaties (pgm-30, pgm-30); General Mills for Wheaties (baseball-60). **Local:** General Mills for Kitchen-Tested Flour, Softasilk, Bisquick, Wheaties (pgm-1). **Writers:** Bayard Veiller, Katherine Chase, Thomas Goodrich. **Producers:** D. Gordon Graham, Lou Jacobson, Fred Jacky.

**MORGAN REICHNER & CO., INC.**, 400 Madison Ave., New York City; WI 2-3100. **President, Treasurer:** Morgan S. A. Reichner. **Vice-Presidents:** Amos Stote, Charles H. Bauer. **Secretary:** Harold A. Bowman. **Auditor:** Irving Sachar. **Radio Director, Spot Time Buyer:** George J. Arkedis. **Local:** Baur Brothers Bakery for Aunt Hannah's Bread (pgm-1).

**EMIL REINHARDT**, 324 Thirteenth St., Oakland, Calif.; Templebar 2408. **Spot Time Buyer:** Mildred McMahon. **Talent Buyer:** Dove Lane. **Continuity and Script Buyer:** LaFayette Mathews. **Local:** Standard Beverages (ann-5, pgm-1); Parisian Baking Co. (ann-1); Kilpatrick's Bakery (ann-1, pgm-2); Golden Gate Macaroni Co. (ann-1).

**RUFUS RHOADES & CO.**, 909 de Young Bldg., San Francisco, Calif.; Exbrook



## ADVERTISING AGENCIES—Continued

6469. **Network:** Yellow Cab Co. (Mutual-2). **Spot:** Yellow Cab Co. (pgm-2); Certified Auto Service (ann-2); Denalan Co. (ann-1, pgm-1).
- ROBERTSON, ADVERTISING**, 721 U. S. N. Bldg., Denver, Colo.; KE 4657. **President:** Marshall G. Robertson. **Vice-President:** Mary A. Robertson. **Radio Directors:** Marshall G. Robertson, Mary A. Robertson. **Spot Time Buyer:** Marshall G. Robertson. **Talent, Continuity and Script Buyer:** Mary A. Robertson. **Local:** Miller Groceteria (pgm-1, weather reports-1); Cassidy Hicks Wallpaper Co. (pgm-1); King's Luggage (5 mins 1, ann-1); Millar Coffee Co. (pgm-1); Grayson Apparel (ann-1); Gaylord Apparel (ann-1); Rainbow Ballroom (ann-1); Cottrell Men's Clothing (pgm-1, news-1, ann-1 special events-1); Frumess Jewelry (news-2, pgm-1, ann-4 time signals-1, 5 mins-1).
- ROCHE, WILLIAMS & CUNNINGHAM, INC.**, 310 S. Michigan Ave., Chicago, Ill.; Harrison 8490. **President:** John P. Roche. **First Vice-President:** Lloyd Maxwell. **Executive Vice-President:** Guy C. Pierce. **Vice-Presidents:** J. M. Cleary, S. Weston. **Secretary:** M. F. Williamson. **Treasurer:** D. J. Kelly. **Radio Director:** N. J. Cavanagh. **Branch Office:** 1500 Chestnut St., Philadelphia (Rittenhouse 3750); Guy C. Pierce, executive vice-president. **Network:** The Cudahy Packing Co. for Old Dutch Cleanser (CBS-19, Mutual-2); Sun Oil Co. (NBC Blue-23). **National Spot:** Studebaker Corp. (pgm-77); The Milwaukee Road (ann-12). **Spot:** Horlick's Malted Milk Corp. (pgm-2). **Writers:** Bess Flynn (Old Dutch Cleanser); Pauline Hopkins (Horlick's Malted Milk). **Producers:** Russell Young (Old Dutch Cleanser); Ray Wilson (Horlick's Malted Milk).
- ARTHUR F. RODRIGUEZ CO.**, Chrysler Bldg., New York City; MU 6-3391. **President, Radio Director:** Arthur F. Rodriguez. **Spot Time Buyer:** Frank McCabe. **Talent, Continuity and Script Buyers:** Arthur F. Rodriguez, Frank McCabe.
- ROGERS & SMITH**, 20 North Wacker Drive, Chicago, Ill.; Dearborn 0021 **President:** Walter E. Smith. **Vice-President:** Ray H. Reynolds. **Treasurer:** Charles B. Rogers. **Secretary:** Howard N. Smith. **Director of All Radio Activities:** Roland R. Blair. **Script Writer:** Barbara Winthrop. **Branch Office:** Service affiliation with Rogers & Smith, Dallas, Texas; Herbert A. Rogers and Howard N. Smith, executives. **Spot:** Reid, Murdoch & Co. for Monarch Finer Foods (ann-71); Little Crow Milling for Coco-Wheats and Little Crow Pancake Flour (pgm-14); C. E. Conkey Co. for Feeds (ann-8); James Heddon's Sons for Fishing Tackle (sports-11); Furst-McNess Co., for Specialty Salesman (ann-3). **Local:** Cracker Jack Co. (pgm-1); Champion Milling & Grain for Feeds (news-1). **Writers:** Everett G. Opie, Barbara Winthrop. **Producer:** Everett G. Opie.
- E. C. ROGERS AGENCY**, 80 East Ave., Rochester, N. Y.; Stone 2367. **President:** E. C. Rogers. **Manager, Continuity Writer:** G. J. Dunkleberg. **Copy and Art Departments Manager:** Margaret Williams. **Director of All Radio Activities:** George B. Tucker. **Local:** Weed & Co. (ann-1); E. E. Bausch (ann-1); Weis & Fisher's (ann-1); Langie Fuel Co. (ann-1); Likly's Luggage Co. (ann-1).
- ROGERS, GANO & GIBBONS, INC.**, National Bank of Tulsa Bldg., Tulsa, Okla. **President:** R. C. Gano. **Vice-President:** J. Burr Gibbons. **Radio Director:** J. Burr Gibbons. **Branch Office:** Chicago; J. C. Bashrodt, secretary.
- C. M. ROHRBAUGH CO.**, (formerly Rohrabough & Gibson), Lincoln-Liberty Bldg., Philadelphia, Pa.; Rittenhouse 0557. **Network:** Wheatena Corp. (Mutual-12). (Note: This information was not supplied by the agency, hence further details are not available.)
- RONALDS ADVERTISING AGENCY, LTD.**, Keefer Bldg., Montreal, Que.; Plateau 4803. **President:** R. C. Ronalds. **Vice-President:** E. M. Putnam. **Director:** G. W. Brown. **Radio Directors:** E. M. Putnam and N. K. Vale (Montreal), R. J. Avery (Toronto). **Branch Office:** 137 Wellington St., W., Toronto, Ont. (Adelaide 0237); R. J. Avery, manager. **Spot:** Henry K. Wampole for Cod Liver Extract and Hygeol (ann-29); United Drug Co., Ltd., for Bisma-Rex and others (news ann-39). **Local:** Reliable Toy Co., Ltd., for dolls (pgm-2); Bristol-Myers Co. of Canada, Ltd., for Ipana, Sal Hepatica, Ingram's Milkweed Cream, Mum (pgm-1); Charles Gurd & Co., Ltd., for Gurd's Beverages (pgm and ann-2); Superior Importing Co. for Vergene Olive Oil (pgm-1); Weston's Bread and Biscuits (pgm-1). **Writer:** Claire Wallace (Bristol-Myers). **Producer:** Charles Hutchings (Reliable Toy Co., Weston's Bread and Biscuits).
- ROSS-GOULD CO.**, 10th & Olive Sts., St.



## ADVERTISING AGENCIES—Continued

Louis, Mo.; Central 1646. **President:** H. O. Ross. **Vice-Presidents:** W. K. Eckler, Harry Meyer. **Treasurer:** H. M. Ross. **Radio Director:** None. **Spot:** Absorene Mfg. Co. (ann-31).

**ROTH AGENCY**, 1619 Broadway, New York City, CI 7-8220-28. **President, Treasurer:** Bud Roth. **Vice-President:** Arthur L. Ross. **Secretary:** Edna Calvalli. **Radio Director, Continuity and Script Writer:** Jimmy Lyons. **Spot Time Buyer:** Bud Roth. **Talent Buyers:** Robert H. Calvert, Jr., Fred Robbins. **Account Executive:** Sam Freundel. **Spot:** Min-Aqua Co. (pgm-2). **Local:** Gottfried Baking (pgm-1, news-1); Hanscom Bake Shops (news-1); Jacksonville Chamber of Commerce (pgm-1); Charlotte Chamber of Commerce (pgm-1); Los Angeles Times (pgm-1); Quiet May (pgm-1); Berkeley Razor Blades (pgm-1). **Writers:** Jimmy Lyons (Quiet May, Berkeley Razor Blades); Jonas Rosefield (Jacksonville Chamber of Commerce, Los Angeles Times, Gottfried Baking, Min-Aqua). **Producers:** Jimmy Lyons (Gottfried Baking, Quiet May, Berkeley Razor Blades), Martin Block (Min-Aqua); Jonas Rosefield (Jacksonville Chamber of Commerce), Allan Ward (Los Angeles Times).

**RUTHRAUFF & RYAN, INC.**, 405 Lexington Ave., New York City; MU 6-6400. **President:** F. B. Ryan. **Vice-President, Treasurer:** W. B. Ruthrauff. **Vice-Presidents:** C. J. McCarthy, P. E. Watson, E. J. Grady, R. F. Sullivan, W. P. Littell, J. R. Busk, F. B. Ryan, Jr., E. W. Garbish, C. Lawton Campbell, E. B. Ruffner. **Secretary, Assistant Treasurer:** R. Van Buren. **Radio Director:** C. Lawton Campbell. **Assistant Radio Director:** S. Heagan Bayles. **Director Radio Publicity:** John Gordon. **Supervisor Daytime Programs:** Herschel Williams. **Assistant Supervisor Daytime Programs:** Pat Dougherty. **Supervisor Evening Programs:** Merritt W. Barnum. **Spot Time Buyers:** Elizabeth Black, Charles Ayres. **Production:** John Gordon, Nate Tufts, F. Bourne Ruthrauff, John Loveton. **Director Commercial Writing:** Ruth Borden. **Commercial Writers:** Regina Morgan, Vivian Washburn, Avery Giles, Florence Miles. **Pacific Coast Radio Director:** E. B. Ruffner. **Hollywood Office Production:** Clark Andrews, Everard Meade. **Chicago Office Radio Director:** Ros M. Metzger. **Production:** A. K. Buckholz, A. E. Trask. **Facilities:** J. Chris Hetherington. **Scripts:** Catherine Haynie. **Sales:** Ward Webb. **Branch Offices:** 360 N. Michigan Ave., Chicago (Randolph 2625); P. E. Watson and W. P. Littell, vice-presidents. 7430

2nd Blvd., Detroit (Madison 1980); Ellis Travers, manager. 812 Olive St., St. Louis (Main 0128); O. A. Zahner, manager. 1680 N. Vine St., Hollywood (Hillside 7593); W. E. Betts, manager. 235 Montgomery St., San Francisco; C. Perrine, manager. Northern Life Tower Bldg., Seattle; Frederick Duerr, manager. **Network:** Lever Bros. for Lifebuoy (CBS-60), for Rinso (CBS-60, CBS-65), for Spry (CBS-56); Chrysler Corp. for Chrysler, DeSoto, Dodge, Plymouth, (CBS-92); Quaker Oats for Quaker Oats, Aunt Jemima Pancake Flour (NBC Red-60, NBC Red-37); Noxzema Chemical Co. for Noxzema Skin Cream (CBS-72); Penn Tobacco Co. for Kentucky Club Pipe Tobacco (NBC Red-30); R. B. Davis for Cocomalt (CBS-39); Ionized Yeast (Inter-City-6, Mutual-13, Don Lee-21, Texas State Network-18, plus 45 spot stations); Delaware, Lackawanna & Western Coal for Blue Coal (Mutual-15, plus 5 spot stations); H. Fendrich, Inc., for LaFendrich and Charles Denby Cigars (NBC Blue-21). **Spot:** (details as to program length, number of stations, etc., not available): Dodge Motors; Quaker Oats; Grand Prize Beer; Hyde Park Beer; Oshkosh B'Gosh; Rhythm Step Shoes; Star Brewery; American Airlines; Penn Tobacco; Ionized Yeast; Bree Cosmetics; Shwayder Bros.; Sterling Brewers.

**SCHECK ADVERTISING AGENCY, INC.**, 9 Clinton St., Newark, N. J.; MA 2-0480. **President:** Julius Scheck. **Vice-President:** Morris Scheck. **Radio Directors:** Julius Scheck, Morris Scheck, W. Wright Beck. **Spot:** Philadelphia Dairy Products Co., Inc. (news-7). **Local:** Philadelphia Dairy Products Co., Inc. (pgm-4, weather reports-1); Woodlawn Farm Dairy Co. (news-1, weather reports-1); United Casualty Co. (news-1); Hanovia Chemical & Mfg. Co. (pgm-1).

**SCHWIMMER & SCOTT**, 75 E. Wacker Drive, Chicago, Ill.; Dearborn 1816. **Partners:** Walter Schwimmer, R. J. Scott. **Radio Director, Talent Buyer:** N. E. Heyne. **Spot Time Buyer:** John B. Davies. **National Spot:** Rudolph Wurlitzer Co. for Musical Instruments (pgm-12); Lea & Perrins, Inc., for Worcestershire Sauce (ann-30). **Local:** Salerno-Megowen Biscuit Co. (pgm-1); Peter Fox Brewing Co. (pgm-3); Balaban & Katz (pgm-1); Mohawk Bedding Co. (pgm-1); Walgreen Drug Co. (baseball-1); Morris B. Sachs for Clothing (pgm-1).

**SCOTT-TELANDER**, 411 E. Mason St., Milwaukee, Wis.; Daly 1080. **Partners:** N. L. Telander, Harry H. Scott. **Radio**

## ADVERTISING AGENCIES—Continued

**Director:** Harry H. Scott. **Spot Time Buyer:** Esther Block. **Spot:** Wadhams Oil (sports pgm-2, sports-1 or more, depending on event); Master Lock Co. (ann-100). **Local:** Wisconsin Bankers Association (pgm-1); John Graf Co. (pgm-1, sports pgm-1); Milwaukee Western Fuel Co. (ann-2); First Wisconsin National Bank (ann-1). **Writers:** M. A. Lemkuhl (Wadhams Oil, First Wisconsin National Bank, Wisconsin Bankers Association, John Graf Co.), Earl H. Swanson (Wadhams Oil, Master Lock Co.).

**RUSSEL M. SEEDS CO.,** Palmolive Bldg., Chicago, Ill.; Delaware 1045. **President:** Freeman Keyes. **Vice-Presidents:** Paul Richey, T. J. Wallace. **Treasurer:** Jack Harding. **Secretary:** H. J. Smith. **Radio Director, Continuity and Script Buyer:** Cecil Widdifield. **Spot Time Buyer:** H. J. Rollinson. **Talent Buyer:** T. J. Wallace. **Branch Offices:** 600 Fountain Square Bldg., Cincinnati; John Lair, manager. Lemcke Bldg., Indianapolis; Jack Harding, manager. **Network:** Brown & Williamson Tobacco Corp. for Bugler Tobacco (Mutual-3; NBC Red and Blue-63), for Avalon Cigarettes (NBC Red-63), for Wings Cigarettes (news, CBS Pacific-6), for Raleigh (NBC Red-62); W. A. Sheaffer Pen Co. (Mutual-4); Allis-Chalmers Mfg. Co. (Mutual-4). **Spot:** Keystone Steel & Wire Co. (pgm-2); Pinex Co. (pgm-9, ann-45); Brown & Williamson for Bugler Tobacco (pgm-15), for Big Ben Tobacco (news-1), for Avalon Cigarettes (pgm-7, ann-23, sports-6), for Wings Cigarettes (news-1). **Writers:** Fred Kress, Kenneth Raught, Jim Pease, Margot O'Flaherty, Whitey Ford (Brown & Williamson); Margot O'Flaherty (Pinex). **Producers:** John Lair (Pinex, Keystone Steel & Wire); T. J. Wallace, Cecil Widdifield (Brown & Williamson).

**SSELVIAIR BROADCASTING SYSTEM INC.,** 75 East Wacker Drive, Chicago, Ill.; Randolph 8877. **President:** Arthur A. Kohn. **Secretary, Treasurer:** Irving Rocklin. **Radio Director:** Irving Rocklin. **Spot Time Buyers:** Arthur A. Kohn, Irving Rocklin. **Talent Buyer:** Arthur A. Kohn. **Continuity and Script Buyer:** Edna Glover. **Spot:** Chicago Bedding Co. (pgm-15); Skrudland Photo Service (pgm-12); Sears, Roebuck & Co. (pgm, ann-5); General Furniture Co. (pgm-5). **Local:** Nelson Bros. Furniture Co. (pgm-2); Halco Alcoholic Institute (5 mins-1); Albert Furniture Co. (pgm-2); Eli, Dress & Fur Shop (pgm-1); Candid Camera Corp. (pgm-1); Hollywood Services for Bread (pgm-1); Atlas Clothing Co. (pgm-1); Circle Cleaners (pgm-1); Breatheasy Sales (5 mins-1); Feldman

Petroleum Co. (pgm-1); Mrs. Stevens Candy Shops (ann-3); Tower Finance Corp. (pgm-2); Citizens Loan Association (pgm-1); Kent Cleaners (pgm-1).

**SHAW BETTS, INC.** See Bob Betts, Inc., Advertising.

**SIMMONDS & SIMMONDS, INC.,** 201 N. Wells St., Chicago, Ill.; Central 1166. **President:** Phil W. Tobias. **Vice-President:** F. M. Simmonds, Jr. **Secretary-Treasurer:** C. O. Brewer. **Director of All Radio Activities:** C. O. Brewer. **Spot:** Nutrena Mills, Inc., for Poultry and Livestock Feeds (ann-15).

**SIMONS-MICHELSON CO.,** 1207 Washington Blvd., Detroit, Mich.; Cherry 3000. **Partners:** Leonard N. Simons, Lawrence J. Michelson. **Radio Directors:** Ivan Frankel, Glenn Kyker. **Spot Time, Continuity and Script Buyer:** Glenn Kyker. **Spot:** Benrus Watch Co. (ann-6). **Local:** Cole & Erwin, Jewelers (ann-2); Detroit White Lead Works (ann-2); Grinnell Bros., Music Store (ann-2); Fleet Oil Corp. (football-1); Hudson Cleaners (ann-3); Forest Cleaners (ann and 5 mins-3); others.

**GORDON SMITH ADVERTISING SERVICE,** 24½ N. Second St., Yakima, Wash.; 6334. **Owner:** K. Gordon Smith. **Local:** Gibson Packing Co. (pgm, ann-1); Lee Semon Store (ann-1); W. P. Fuller & Co. (ann-1); Harold H. Schultz (pgm, ann-1); Shaw & Sons (pgm-1); Surety Finance Co. (ann-1).

**SPAULDING ADVERTISING,** 520 Temple Bldg., Rochester, N. Y.; Stone 2299. **Owner:** James B. Spaulding. **Local:** Rochester Milk Dealers Association (pgm-1).

**ROLFE C. SPINNING, INC.,** 1236 Macca-bees Bldg., Detroit, Mich.; Columbia 0531. **Radio Director:** Paul Hale Bruske.

**STACK-GOBLE ADVERTISING AGENCY,** 8 S. Michigan Ave., Chicago, Ill.; Randolph 0160. **President, Treasurer:** E. R. Goble (Chicago). **Secretary:** E. A. Goble (Chicago). **Vice-Presidents:** H. L. Hulsebus (Chicago), R. A. Porter (New York), J. A. Butler (New York). **Radio Directors:** Wynn Orr (Chicago), Harold Kemp (New York). **Spot Time Buyers:** H. L. Hulsebus (Chicago), V. H. Schultz (New York). **Talent, Continuity and Script Buyers:** Harold F. Kemp (New York), E. A. Goble (Chicago), Wynn Orr (Chicago). **Branch Offices:** 400 Madison Ave., New York City (Plaza 3-

## ADVERTISING AGENCIES—Continued

- 7444); R. A. Porter, vice-president in charge. 1397 Jefferson St., E., Detroit (Cherry 5313); Cliff Knoble, vice-president in charge. San Francisco; James Houlihan, vice-president in charge. **Network:** Cummer Products for Mollie (NBC Red-34, NBC Red-53), for Energine (NBC Red-23); Grove Laboratories for Bromo Quinine (NBC Red-57); Bowey's, Inc., for Dari-Rich (NBC Blue-22); Swift & Co. for Sunbrite Cleanser (NBC Blue-55). **Spot:** Packers for Scalptone (sports resume-2); Kruschen Salts (pgm-10). **Writers:** Welbourn Kelley (Molle), Paul Wing (Energine), George Lowther (Dari-Rich). **Producers:** E. A. Goble, Wynn Orr, Harold F. Kemp, Himan Brown.
- BARTON A. STEBBINS** (formerly Logan Stebbins), 811 West 7th St., Los Angeles, Calif.; Trinity 8821. **Owner:** Barton A. Stebbins. **Account Executives:** W. V. S. Arnold, Nat Jeffras, John L. Rogers. **Space Buyer, Production:** A. W. Gudelman. **Radio Director, Talent, Continuity and Script Buyer:** Barton A. Stebbins. **Spot Time Buyer:** A. W. Gudelman. **Network:** Signal Oil Co. for Gas, Oil, Tires, Accessories (NBC Pacific Red-12) **Writers:** Carl Herzinger, Marvin Fisher. **Producers:** Joe Thompson, Dave Elton.
- STEELE ADVERTISING AGENCY, INC.**, 714 M & M Bldg., Houston, Tex.; Preston 9997. **President:** H. Wirt Steele. **Vice-President:** Clarence W. Payne. **Secretary:** Martha Frances Hill. **Treasurer:** Samuel H. Peak. **Spot Time Buyers:** H. Wirt Steele, Clarence W. Payne, Martha Frances Hill. **Talent Buyer:** H. Wirt Steele. **Continuity and Script Buyer:** Clarence W. Payne. **Regional Network:** Duncan Coffee Co. for Admiration Coffee (Texas State Network-23) for Bright & Early Coffee (Texas Quality Network plus KNOW-4). **Spot:** Admiration Coffee (pgm-1, ann-7); Bright & Early Coffee (ann-2).
- LOU STERLING & ASSOCIATES**, North Hollywood, Calif.; SU 2-3877. **Executives:** Lou Sterling, Sr., Lou Sterling, Jr. **Radio Director, Talent Buyer:** Lou Sterling, Sr. **Spot Time, Continuity and Script Buyer:** Lou Sterling, Jr. **Regional:** O. M. Tablet Co. (Pacific Coast-4); Sal-Ro-Cin (Pacific Coast-2). **Local:** St. George Winery (pgm-1); Rome Chemical Co. (pgm-1); Dana Point Oil Co. (pgm-1); Major Land Co. (pgm-1).
- STERNFIELD-GODLEY, INC.**, 280 Broadway, New York City; BA 7-3030. **President:** Samuel I. Godley. **Treasurer:** Samuel S. Sternfield. **Vice-President:** Earl R. Cotter. **Secretary:** F. C. Costello. **Radio Directors:** Earl R. Cotter, Philip Scheft. **Spot Time, Continuity and Script Buyer:** Philip Scheft. **Talent Buyer:** Samuel I. Godley.
- STEUERMAN ADVERTISING AGENCY**, 205 East 42nd St., New York City; CA 5-4334. **Partners:** D. Steuerman, Lillian Steuerman. **Radio Director, Talent, Continuity and Script Buyer:** Lillian Steuerman. **Spot Time Buyer:** Sophie Banner. **Spot:** Ostrex Co. (ann-10).
- STEVENSON & SCOTT, LTD.**, 1620 University Tower Bldg., Montreal, Que., Canada; HA 4131. **President:** Frank E. Scott. **Vice-President:** J. N. Cartier. **Vice-president, Treasurer:** H. E. Smith. **Secretary:** Miss M. T. Young. **Director:** S. D. Denman. **Account Executive:** Paul Greenberg. **Production Manager:** J. A. Scanlan. **Directors of All Radio Activities:** B. A. Burns, B. J. Cossman. **Branch Office:** 100 Adelaide St., W., Toronto, Ont. (AD 1166-67); D. L. Reburn, manager; Hal Watson, account executive; Hazel Kelly, production manager. **Spot:** Ottawa Paints (ann-3); Canadian Pacific Railway (pgm-5); United Chemical Co. for Big Five Cleanser (ann-5); The Montreal Standard (ann-9); Provincial Transport (ann-2). **Local:** Guaranteed Pure Milk (pgm-1); L. P. Lazare for Furs (5 mins-1); Holt, Renfrew for Furs (ann-3); Modern & Household Appliances (ann-2); Burnett, Ltd., Cleaners (5 mins-1); Charlebois Hat Co. (ann-1); Dow Old Stock Ale (sports reporter-1).
- STOCKTON, WEST, BURKHART, INC.** 905 First National Bank Bldg., Cincinnati, O.; CH 3517. **President:** William Z. Burkhardt. **Vice-President, Treasurer:** Eric W. Stockton. **Secretary, Production Director:** Ranald S. West. **Radio Director, Talent, Continuity and Script Buyer:** Ranald S. West. **Spot Time Buyers:** Ranald S. West, Eric Stockton, Charles H. Butler. **Spot:** Estate Stove Co. (ann-placed by dealers); United States Shoe Corp. (5 mins, ann-placed by dealers). **Local:** Clyffside Brewing Co. (news-1, pgm-1).
- STODEL ADVERTISING CO.**, 219 West 7th St., Los Angeles, Calif.; TR 8577. **President:** E. C. Stodel. **Secretary, Copy:** Glenda Shields. **Copy:** Irving Rainger. **Account Executives:** C. R. Reed, Al Libby, Miss Paddy Hack. **Radio Director:** E. C. Stodel. **Spot:** Warner

## ADVERTISING AGENCIES—Continued

- Bros. Theatres (ann-8); Guaranty Union Life Insurance Co. (news, pgm-6). **Local:** Eastern Columbia Budget Finance Plan (pgm-2); Brooks Clothing (news-1).
- STREET & FINNEY**, 330 West 42nd St., New York City; BR 9-2400. **President, Treasurer:** F. N. Finney., **Secretary:** Foxhall Finney. **Vice-President:** John F. Mayer. **Radio Director:** Walter Craig.
- G. LYNN SUMNER CO., INC.**, 285 Madison Ave., New York City; CA 5-4103. **President, Treasurer:** G. Lynn Sumner. **Vice-President:** Mary Brooks Picken. **Secretary:** E. June Sumner. **Assistant Treasurer:** Edward R. Wood. **Radio Director, Talent, Continuity and Script Buyer:** G. Lynn Sumner. **Spot Time Buyer:** Edward R. Wood. **Network:** Slide Fastener, Inc., for Talon Slide Fasteners (Mutual-2).
- SWAFFORD & KOEHL, INC.**, 341 Madison Ave., New York City; MU 6-8860. **President, Secretary:** Charles K. Swafford. **Vice-President, Treasurer:** Albert E. Koehl. **Vice-Presidents:** Royal W. Ryan, Arthur D. Osborne.
- SWEENEY & JAMES CO.**, Bulkley Bldg., Cleveland, O.; Main 7142. **President:** John F. Sweeney. **Radio Director, Vice-President:** Frank G. James. **Network:** Firestone Tire & Rubber Co. (NBC Red-78). (**Note:** This information was not supplied by the agency, hence further details are not available).
- J. WALTER THOMPSON CO.**, 420 Lexington Ave., New York City; MO 4-7700. **Branch Offices:** Chicago and Hollywood. **Network:** Standard Brands for Chase & Sanborn Coffee (NBC Red-88), for Tender Leaf Tea (NBC Red-77), for Fleischmann's Foil Yeast (NBC Blue-53, NBC Pacific Red-5), for Royal Desserts and Fleischmann's Foil Yeast (NBC Red-51); Kellogg Co. for Corn Flakes (NBC Red-52, CBS-40); Lever Bros. for Lux Flakes and Toilet Soap (CBS-91, CBS-86); Emerson Drug for Bromo-Seltzer (NBC Blue-32); Lamont Corliss for Pond's (NBC Blue-34, participation on NBC Red-13); J. B. Williams for Glider and Williams Shaving Cream (NBC Blue-44, Mutual-12); Kraft-Phenix Cheese Corp. for Cheese and Salad Dressing (NBC Red-87). **Spot:** Colman's Mustard (ann-3); Penick & Ford for Vermont Maid Syrup and Brer Rabbit Molasses (ann-32, ann-14); Standard Brands for Royal Desserts (pgm-4); Scott Paper Co. for ScotTowels (participation on Yankee Network-7, participation pgm-36). **Local:** Northern Trust Co. (pgm-1); Kraft-Phenix Cheese Corp. (pgm-1); J. B. Williams (pgm-1); Seelck & Kade for Pertussin (ann-1). **Note:** Agency policy does not permit complete listing of personnel.
- TOMASCHKE-ELLIOTT, INC.**, 1624 Franklin St., Oakland, Calif.; Glencourt 4941. **President:** F. L. Tomaschke. **Vice-president:** Wallace F. Elliott. **Secretary:** William M. Maxfield. **Account Executives:** Earle V. Weller, Bruce W. Elliott. **Radio Director, Spot Time Buyer:** Wallace F. Elliott. **Branch Office:** None, as such, but affiliated with Carter, Jones & Taylor, Associates Bldg., South Bend, Ind. **Network:** Cardinet Candy Co., Inc. (NBC Red-7 to 11, CBS-10). **National Spot:** Par Soap Co. (ann-5); Pacific Guano Co. (ann-2). **Local Spot:** Capwell, Sullivan & Furth (pgm-1, ann-5); Downtown Merchants Association (ann-5); H. C. Capwell Co. (ann-6). **Writer:** Harold P. Burdick (Cardinet Candy).
- TRACY-LOCKE-DAWSON, INC.**, 22 East 40th St., New York City; AS 4-1690. **President:** Joe M. Dawson. **Executive Vice-President:** Raymond P. Locke. **Vice-Presidents:** V. M. Wallace, Manfred Darmstadter. **Treasurer:** J. H. Wellenkamp. **Secretary:** Monty Mann. **Assistant Secretary-Treasurer:** George A. Mitten, Sr. **Radio Directors, Talent, Continuity and Script Buyers:** Mario Messina (New York), James J. Jefferies (Dallas). **Spot Time Buyers:** H. E. Hendrick (New York), Monty Mann (Dallas). **Branch Office:** 1307 Pacific Ave., Dallas (7-8655). **Regional:** Dr. Pepper Co. (Dixie Network-24); Imperial Sugar Co. (TQN-aggregating 11); S. W. Chevrolet Dealers (Dixie Network-8). **Spot:** Dr. Pepper Co. (pgm-30); Postex Cotton Mills (ann-3); Borden Co. (news-6). **Local:** Dr. Pepper Co. (pgm-1). Various other spot clients. **Writers:** Raymond P. Locke, James J. Jefferies, Glenn G. Addington (Dr. Pepper, Chevrolet Dealers), J. A. McPhail, Jr., (Dr. Pepper, Chevrolet Dealers, Imperial Sugar), Grace Spaulding (Imperial Sugar). **Producers:** Raymond P. Locke, Erle Racey, Glenn G. Addington, Mario Messina, Monty Mann.
- DAVID A. TYNION, ADVERTISING**, 206 E. Genesee St., Syracuse, N. Y.; 3-3542.
- U. S. ADVERTISING**, 240 Huron St., Toledo, O.; Main 8205. **President, Treasurer:** Ward M. Canaday. **Branch Office:** 612 N. Michigan Ave., Chicago (Delaware 4466). **Network:** Brewers' Radio Show Association (CBS-46). (**Note:**

## ADVERTISING AGENCIES—Continued

- This information was not supplied by the agency, hence further details are not available.)
- CHARLES E. VAUTRAIN ASSOCIATES, INC.**, 560 Dwight St., Holyoke, Mass.; 2-3884. **President, Treasurer:** Charles E. Vautrain. **Vice-President:** Stephen F. Tucker.
- WADE ADVERTISING AGENCY**, 208 W. Washington St., Chicago, Ill.; State 7369. **Proprietor:** Albert G. Wade. **Manager:** Walter A. Wade. **Radio Director, Talent, Script and Continuity Buyer:** Walter A. Wade. **Spot Time Buyer:** Edw. N. Nelson. **Assistant Spot Time Buyer:** L. J. Nelson. **Network and National Spot:** Miles Laboratories, Inc., for Alka-Seltzer (NBC Blue-64, NBC Red-30, NBC Red-44; 5 mins-45). **Local:** Illinois Bottled Gas Co. (ann-1); Murphy Products Co. (pgm-1); Morris B. Sachs (pgm-1). **Writers:** P. C. Lund (Alka-Seltzer); Robert E. Dwyer (Murphy Products); Walter (Hank) Richards (Morris B. Sachs). **Producers:** William E. Jones, Edward E. Simmons (Alka-Seltzer); William E. Jones (Morris B. Sachs); Robert E. Dwyer (Murphy Products).
- HUGO WAGENSEIL & ASSOCIATES**, 321 Talbott Realty Bldg.; HE 1151. **Manager:** Hugo Wagenseil. **Radio Director:** Fred Harwood. **Spot Time Buyer:** Charles Fleming. **Talent Buyer:** Hugo Wagenseil.
- WALKER & DOWNING**, Oliver Bldg., Pittsburgh, Pa.; Grant 1900. **Partners:** William S. Walker, Harold S. Downing. **Network:** Pittsburgh Coal Co. (NBC Blue-4). (Note: This information was not supplied by the agency, hence further details are not available.)
- WARWICK & LEGLER, INC.** (formerly part of Cecil, Warwick & Legler, Inc.), 230 Park Ave., New York City; MU 6-8585. **President:** H. P. Warwick. **Vice-President:** Henry Legler. **Secretary, Treasurer:** Robert Hughes. **Radio Director, Talent, Continuity and Script Buyer:** Preston H. Pumphrey. **Spot Time Buyer:** Lester Malitz. **Casting Director:** Helen McDermott. **Network:** Sherwin-Williams Co. for Paints (NBC Blue-55); Wm. R. Warner & Co. for Sloan's Liniment (NBC Blue-45); George W. Luft Co. for Tanssee Theatrical Lipstick (NBC Red-9); Lamont, Corliss & Co. for Eveready Cocoa (NBC Red-2); G. Washington Coffee Refining Co. (NBC Blue-7). **Regional, Spot and Local:** Larus & Bro. Co. for Edgeworth Tobacco and Domino Cigarettes (hockey, Colonial Network-10, ann-12, baseball-1). **Writers:** Garcia Wood, Cecil Secrest (George W. Luft); Gene Stafford (Lamont, Corliss); Helen Slater (Sherwin-Williams); Brice Disque, Jr., Edw. Hale Bierstadt, Robert B. Schall, Edith Meiser, Nathaniel T. Curtis (Wm. R. Warner).
- WAXELBAUM & CO.**, 110 West 40th St., New York City; PE 6-0043. **Partners:** Benjamin Waxelbaum, Joshua S. Epstein. **Director of All Radio Activities:** Joshua S. Epstein. **Local:** Fairmont Creamery Co. (pgm-1); Morris Plan Industrial Bank (ann-1); International Salt Co. (pgm-1); Tree Mark Shoe Co. (ann-4); Triebitz Shoes (ann-2); Daitch Dairy (ann-1). (Note: Agency specializes in Jewish programs).
- TUCKER WAYNE & CO., INC.** (formerly James A. Greene & Co.), 629 Ten Pryor Street Bldg., Atlanta, Ga.; Walnut 6701. **President:** Tucker Wayne. **Vice-Presidents:** James L. Battle, C. W. Burgess, C. C. Fuller. **Treasurer:** M. Fambro. **Secretary:** Douglas Duff Connah. **Radio Director:** Douglas Duff Connah. **Spot Time Buyer:** C. C. Fuller. **Talent, Continuity and Script Buyer:** C. W. Burgess. **Network:** Nehl, Inc., for Royal Crown Cola (NBC Blue-68). **Spot:** American Bakeries Co. for Merita Bread, Cakes and Crackers (pgm-24); J. Allen Smith & Co. for White Lily Flour (ann-3). **Local:** Southland Coffee Co. for Bailey's Supreme Coffee (ann-1). **Writers:** Les White, Bud Pearson, Don Johnson (Royal Crown Cola).
- LUTHER WEAVER & ASSOCIATES**, 200 Globe Bldg., St. Paul, Minn.; Cedar 3777. **Owner:** Luther Weaver. **Account Executive:** Don F. Gardner. **Musical Director:** Edw. J. Megroth. **Radio Director:** Luther Weaver. **Script Writer:** Elizabeth A. Watkins. **Local:** Northern Pacific Railway (ann-3); Minnesota Federal Savings & Loan Association (pgm-1, pgm-1, pgm-1, pgm-1, 5 min news-1, 5 mins-1); Royal Launderers & Cleaners (ann-1); St. Paul Sales Crusade (ann-5).
- WEILL & WILKINS, INC.**, 247 Park Ave., New York City; PL 8-0460. **President:** Norman I. Weill. **Vice-President, Secretary:** Berne W. Wilkins. **Treasurer:** Mac Friedman. **Counselor:** William Weissman. **Radio Directors:** Berne W. Wilkins, Herman Sannick. **Spot Time Buyer:** Berne W. Wilkins. **Talent Buyer:** Norman I. Weill. **Continuity and Script Buyer:** Louis Tappe. **Musical Director:** Jerry Lee. **Regional Network:** S. Stroock & Co. (news-6). Na-

## ADVERTISING AGENCIES—Continued

**tional Spot:** Air Conditioning Training Corp. (pgm-49). **Local:** Loan and Finance Advisory Council (pgm-3); Ell-bee Furriers (pgm-7); Busch Kredit Jewelers Co. (ann-4); May's 34th Street Store (pgm-1); Metropolitan Merchants Guild (pgm-1); Amac Co. for Cosmetics (pgm-1). **Writers:** Larry Marks, William Packard, Louis Tappe.

**ARMAND S. WEILL CO., INC.,** 170 Frank-in St., Buffalo, N.Y.; Washington 6250. **President:** Armand S. Weill. **Treasurer:** Harold C. Desbecker. **Art Director:** Victor Aures. **Assistant Secretary:** Robert K. Weill. **Radio Director:** Robert K. Weill. **Talent Buyer:** Don Tranter.

**MILTON WEINBERG ADVERTISING CO.,** 325 West 8th St., Los Angeles, Calif.; Tucker 4111. **Co-Owners:** Milton Weinberg, Bernard Weinberg. **Account Executive:** George N. Laws. **Radio Director, Talent, Continuity and Script Buyer:** Bernard Weinberg. **Spot Time Buyer:** E. Cousino. **Network:** Sales Affiliates for Loxol Oil Shampoo Tint (CBS Pacific-2); American Tobacco for Roi-Tan Cigars (CBS Pacific-5). **Spot:** Manhattan Soap Co. for Sweetheart Soap (pgm-14). **Local:** Myer Siegel Department Store (ann-6); Various Los Angeles Athletic Events (ann-8); Globe Bottling Co. for Wilshire Club Beverages (ann-6); May Department Store (ann-10); Commerce Finance & Investment Co. for Loans (pgm-1); Capitol Milling Co. for Flour (news-1). **Writers:** Mark Kelly (Roi-Tan Cigars), Thomas Conrad Sawyer (Sweetheart Soap).

**WENDT ADVERTISING AGENCY,** 1061 Spitzer Bldg., Toledo, O.; Adams 4713. **Radio Director:** H. F. Wendt. **Local:** The O & M Seed Co. (pgm-2); The Athletic Supply Co. (ann-2).

**THE WESSEL CO.,** 458 East 30th St., Chicago, Ill.; Victory 1300. **President:** E. Wessel. **Executive Vice-President, Treasurer:** Stanley L. Wessel. **Vice-President:** Theodore T. Weldon. **Secretary:** Alfred Flesham. **Radio Director:** T. T. Weldon. **Spot Time Buyer:** R. Moore. **Talent Buyer:** W. B. Levin. **Continuity and Script Buyer:** Helen Scheafer. **Radio Clients:** Cooperative disk and live spot campaigns for local banks, dairies, funeral directors, automotive supplies, etc.

**WESTCO ADVERTISING AGENCY,** 625 Market St., San Francisco, Calif.; Sutter 6744. **President:** E. E. Sylvestre. **Vice-President, Manager:** R. W. Stafford. **Production Manager, Space Buyer:** W.

A. Johnson. **Radio Director:** Hal Burdick. **Spot Time Buyer:** R. W. Stafford. **Network:** Sperry Flour Co. for Wheat Hearts (NBC Pacific Red-6); Sperry Flour for Sperry Pancake and Waffle Flour (NBC Pacific Red-6; participation, NBC Pacific Red-5); Sperry Flour for Drifted Snow Home Perfected Flour (NBC Pacific Red-6). **Spot:** General Mills for Wheaties (baseball games-15). **Writers:** Hal Burdick (Sperry Flour for Wheat Hearts), Ward Caille (Sperry Pancake and Waffle Flour). **Producers:** Hal Burdick (Wheat Hearts), Cameron Prudhomme, of NBC (Sperry Pancake and Waffle Flour).

**WESTON-BARNETT, INC.,** Arts & Crafts Bldg., Waterloo, Ia.; 766. **President, Treasurer:** Wells H. Barnett. **Secretary:** Phillips Taylor. **Radio Directors:** Phillips Taylor, Wells H. Barnett. **Branch Office:** 520 N. Michigan Ave., Chicago (Whitehall 7725); A. C. Barnett, vice-president. **Network:** American Bird Products (Mutual-15). **Spot:** Walker Remedy Co. (ann-17); Clay Equipment Co. (ann-5).

**WARD WHEELOCK CO.,** 2400 Lincoln Liberty Bldg., Philadelphia, Pa.; Rittenhouse 7500. **President:** Ward Wheelock. **Vice-President:** Lt. Col. Ralph K. Strassman. **Secretary, Treasurer:** Herbert R. Doak. **Radio Director** (New York): Diana Bourbon. **Spot Time and Talent Buyer:** C. M. Rohrabough. **Continuity and Script Buyers:** C. M. Rohrabough, Diana Bourbon. **Branch Offices:** 420 Lexington Ave., New York City (LE 2-4926); Lt. Col. Ralph K. Strassman, vice-president; Diana Bourbon, radio director. Equitable Bldg., Vine St. and Hollywood Blvd., Hollywood (Hillside 0191); Mary Garvin, in charge. **Network:** Campbell Soup Co. for Soup, Tomato Juice, Baked Beans (CBS-86, CBS-85, successively NBC Red-48 and CBS-53, NBC Red-39). **Spot:** Wm. S. Scull Co. for Boscul Tea and Coffee (news-9, ann-4); Campbell Soup Co. (news-3).

**MAC WILKINS & COLE, INC.,** Corbett Bldg., Portland, Ore.; BR 6401. **President:** Mac Wilkins. **Vice-President, Treasurer:** A. E. Cole. **Vice-Presidents:** Showalter Lynch, George Weber. **Secretary:** G. E. Connor. **Director of All Radio Activities:** Showalter Lynch. **Branch Office:** 914 Republic Bldg., Seattle, Wash. (EL 1335); George Weber, vice-president in charge. **Network:** United States Bakery (Mutual-2). **Local:** Fahey-Brockman (pgm-1); United States Bakery (pgm-1); Community Credit, Inc. (pgm-1); Montag (pgm-1); Arthur L.

## ADVERTISING AGENCIES—Continued

Fields Co. (pgm-1); Feldenheimer's Jewelry (pgm-1). **Writer, Producer:** Showalter Lynch.

**ED WOLFF & ASSOCIATES**, 428 Taylor Bldg., Rochester, N. Y.; Stone 191. **President:** Ed Wolff. **Technical Chief:** Lawrence Sterling. **Service Director:** John Larmer. **Production Manager:** Mrs. Henrietta S. Feeser. **Account Executive:** Alfred Scheible. **Radio Directors:** Ed Wolff, Mrs. Henrietta Feeser. **Spot Time, Talent, Continuity and Script Buyer:** Mrs. Henrietta Feeser. **National Spot:** Procino-Rossi Corp. for Macaroni Products (pgm-3). **Local:** Rochester Brewing Co. (pgm-1); First Federal Savings & Loan Association (pgm-1). **Writers:** Mrs. Henrietta Feeser (Procino-Rossi); Mrs. Augusta Fien (First Federal Savings & Loan), John Larmer, Alfred Scheible (Rochester Brewing). **Producers:** H. G. Goodman Co. (Rochester Brewing).

**WORLD WIDE ADVERTISING CORP.**, 11 West 42nd St., New York City; LO 5-4500. **President:** Emil M. Scholz. **Secretary:** Phoebe C. Marks. **Radio Directors:** Emil M. Scholz, Bryce Oliver. **Spot Time Buyer:** John B. Flynn. **Local:** National Transportation Co. (pgm-1); Fifth Avenue Coach Co. (pgm-1). **Writers:** Bryce Oliver (National Transportation); Amie B. Brunn (Fifth Avenue Coach).

**C. ELLSWORTH WYLIE CO.**, 608 S. Hill St., Los Angeles, Calif.; TR 6134. **President:** C. Ellsworth Wylie.

**YOUNG & RUBICAM, INC.**, 285 Madison Ave., New York City; AS 4-8400. **Chairman of the Board:** Raymond Rubicam. **President:** Chester J. LaRoche. **Treasurer:** J. H. Geise. **Secretary:** H. S. Ward. **Vice-President, Plans Board Chairman:** Clarence E. Eldridge. **Vice-President, Director of Media & General Production:** A. V. B. Geoghegan. **Executive Vice-Presidents:** Sigurd S. Larmon, Arthur Andrews, Donald Payne, Edward Barnes. **Vice-President:** John E. Grimm, Jr. **Vice-President, Merchandising Director:** Samuel Cherr. **Vice-President, Copy Director:** Charles L. Whittier. **Vice-President, Art Director:** Vaughn Flannery. **Vice-President, Director of Copy and Radio Research:** George Gallup. **Radio Director:** Thomas F. Harrington. **Manager, Radio Department:** Thomas H. A. Lewis. **Assistant Manager:**

F. W. Wile, Jr. **Radio Production Supervisor:** Hubbell Robinson, Jr. **Station Relations:** Carlos A. Franco, Joseph H. Holmes, Jr., Ralph Butler. **Radio Commercial Copy:** Joseph A. Moran. **Talent:** J. T. Everitt, Therese Lewis, Harmon Nelson (New York); Clarence Olmstead (Hollywood). **Radio Publicity:** William J. Thomas, Jr. **Radio Production:** Jack van Nostrand, Harry Ackerman, Murray Bolen, Hendrik Booraem, Joe Hill, Carol Irwin, Bennett Larson, Robert E. Lee, Carroll O'Meara, Austin Peterson, William Rousseau, Adrian Samish, Ralph E. Skedgell, Thomas J. Smith, William L. Stuart, Glenhall Taylor, Harry von Zell, Robert Welch. **Network:** General Foods for Jell-O (NBC Red-110), for LaFrance and Satina (CBS-39), for Grape Nuts (NBC Red-58, NBC Red-71), for Postum (CBS-49), for Sanka Coffee and Jell-O Ice Cream Preparations, successively (CBS-55), for Calumet and Swans Down (CBS-76); Bristol-Myers for Ipana, Sal Hepatica, Minit Rub (NBC Red-53); Gulf Oil Corp. (CBS-61); International Silver for 1847 Rogers Bros. and Wm. Rogers & Son (CBS-50); Fels Co. for Fels Naphtha Soap Chips (NBC Blue-43); American Tobacco for Half and Half Smoking Tobacco (CBS-52); American Cigarette & Cigar for Pall Mall (NBC Red-50, CBS-56); Hawaiian Pineapple Co. for Dole Pineapple Jems and Pineapple Juice (CBS-62); Borden Co. (NBC Red-32); Gordon Baking Co. (Mutual-4); Metropolitan Life Insurance (Mutual-2, plus 4 spot stations). **Spot:** Cluett, Peabody & Co., Sanforizing Division (pgm-8). **Local:** Borden Co. (5 mins-1); R. H. Macy (pgm-1).

**ZIMMER-KELLER, INC.**, 2210 Park Ave., Detroit, Mich.; Cadillac 9151-4. **President:** Walter F. Zimmer. **Vice-President:** R. E. Keller. **Secretary:** H. R. Klein. **Radio Director, Talent, Continuity and Script Buyer:** Walter F. Zimmer. **Spot Time Buyer:** H. R. Klein. **Regional:** Stroh Brewery Co. (ann, Michigan Radio Network-7); Farmers & Manufacturers Beet Sugar Association for Michigan Beet Sugar (ann, Michigan Radio Network-7). **Spot:** Stroh Brewery Co. (ann-2); Farmers & Manufacturers Beet Sugar Association (5 mins-3); Michigan Brewers Association (ann-6). **Writers:** E. LeRoy Pelletier (Michigan Brewers Association, Farmers & Manufacturers Beet Sugar Association), R. E. Keller (Stroh Brewery Co., Farmers & Manufacturers Beet Sugar Association).



# PRODUCTION AIDS

## MUSIC LICENSING SOCIETIES

### THE AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS (ASCAP)

#### Gross ASCAP 1938 and 1937 Receipts:

	1938	1937
Radio (total) .....	\$3,845,206.34	\$3,878,751.94
{ Advertising fee .....	\$2,984,658.03	
{ Sustaining fee .....	860,548.31	
Motion Pictures .....	1,139,682.38	1,099,512.30
Restaurants .....	531,127.11	492,119.79
Hotels .....	214,240.07	209,649.89
Dance Halls .....	135,497.28	127,806.70
Miscellaneous .....	221,597.41	119,100.95
<b>Total Gross Receipts.....</b>	<b>\$.6,087,350.59</b>	<b>\$5,926,941.57</b>

**ASCAP history and purpose:** Founded in 1914 to protect the legal rights of its publisher and composer-author members against infringement by unlawful public performance of music for profit. ASCAP is a voluntary, unincorporated and non-profit association.

**Scope:** ASCAP membership includes some 1,450 authors and composers, about 130 publishing firms controlling 155 subsidiaries, plus 50,000 composers, authors, and publishers in 20 foreign nations (via affiliated societies in those nations). The complete repertoire of ASCAP music, while difficult to total at any one time, may be said to include about 2,000,000 separate compositions.

**ASCAP licenses:** Only "small" (i. e., strictly non-dramatic) performing rights are licensed by ASCAP. The license is issued in blanket—as distinguished from per-piece—form; hence frequency or infrequency of use has no bearing on rates charged. Radio licenses now in effect were negotiated between ASCAP and the National Association of Broadcasters on a basis which runs to Dec. 31, 1940. The

license contract stipulates the following: (1) that the station pay a sustaining program fee; (2) that the station pay ASCAP 5% of its net receipts—"net" being defined as the full amount of the station's receipts from the sale of broadcast time less 15% advertising agency commission if actually paid; (3) that ASCAP will protect the station against litigation resulting from law-suits against domestic ASCAP music.\* In the case of newspaper-owned stations (51% or more owned by a newspaper) the fee is a straight 5% of net receipts from time sold for programs containing ASCAP music; but the station must agree that in no event shall the total payment to ASCAP fall below a certain minimum.

**Availability of music:** Licensees may play any and all ASCAP compositions, except certain numbers from musical comedies and/or films which are temporarily placed on a restricted list to protect their popularity and life. To play re-

\* The ASCAP license is the only performing rights license containing this protection clause.

## ASCAP—Continued

stricted numbers requires a "special permission," but no charge is made if such permission is granted.

**Division of ASCAP royalties:** ASCAP's annual gross receipts are disbursed as follows:

Total gross receipts.....	100%
Deduct for operating expenses.....	21%*
Deduct for foreign affiliates.....	10%
<hr/>	
Net distributable royalties.....	69%

Of the net distributable royalties 50% (or 34.5% of the total net receipts) goes to publishers, and 50% (or the other 34.5% of net receipts) goes to composers-authors. The composers-authors have a committee which apportions the money among nine classes (AA down to D) and also awards four quarterly bonuses of \$12,500 each to young writers in the lower brackets as

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*\*In previous years the average operating expense amounted to 18%. The 1938 rise is attributed by ASCAP to the expense of combating the "anti-ASCAP" legislation initiated in many states, mainly, be it said, at the instigation of radio broadcasters.*

encouragement money attached to the best songs.

Publishers divide their money 20% on a seniority basis, 30% according to value of catalogue, and 50% according to number of performances accredited compositions published under each respective aegis. Provisions are made in all instances for protests or disagreements over payments.

**ASCAP headquarters:** The main office is located at 30 Rockefeller Plaza, New York City. The phone is COlumbus 5-7464.

**ASCAP officers:** Gene Buck, president; Louis Bernstein and Otto A. Harbach, vice-presidents; George W. Meyer, secretary; Gustave Schirmer, treasurer; J. J. Bregman, assistant secretary; Irving Caesar, assistant treasurer; E. C. Mills, chairman administrative committee; John G. Paine, general manager; Schwartz & Frohlich, general counsel.

**ASCAP board of directors:** Fred E. Ahlert, Louis Bernstein, Saul Bornstein, J. J. Bregman, Gene Buck, Irving Caesar, Max Dreyfus, George Fischer, Walter Fischer, Otto A. Harbach, Raymond Hubbell, Jerome Kern, Edgar Leslie, George W. Meyer, Jack Mills, Herman Starr, John O'Connor, J. J. Robbins, Gustave Schirmer, Oley Speaks, Deems Taylor, Will Von Tilzer, Oscar Hammerstein II.

## ASSOCIATED MUSIC PUBLISHERS, INC. (AMP)

**Founding of AMP:** Associated Music Publishers was founded as a private corporation in the State of New York on Dec. 22, 1926. Radio licenses have been issued since August, 1928. The corporation conducts a wholesale and retail music business, including the rental of music, and is engaged in the manufacture of electrical transcriptions for library service and commercial purposes.

**Scope:** AMP is composed of 18 U. S. and European music houses, controlling additionally some 15 subsidiaries or subdivisions. Virtually all of these houses have assigned to the AMP their U. S. copyrights. The AMP catalogue contains over 500,000 entries of which approximately 15,000 are copyrights.

**AMP licenses:** These licenses cover performing and mechanical rights, "small" (i. e. strictly musical) and "grand" (i. e., musical-dramatic). AMP's radio license is

unique in that it is the only radio license which covers "small" and "grand" rights simultaneously under a single fee. The radio license stipulates that: (1) the annual fee shall be equal to the sum of a station's 12 one-time quarter-hour rate charges; (2) that AMP will sell the licensee any music which is for sale, and rent such music as is not for sale; (3) that AMP will not institute a suit against the licensee for infringements of its performing rights prior to the granting of the license; (4) that both "small" and "grand" rights are fully covered.

**AMP headquarters:** Located at 25 W. 45th Street, New York City. The phone is Bryant 9-0847.

**AMP officers:** Waddill Catchings, chairman of the board; M. E. Tompkins, president; Anna M. Kerner, secretary and treasurer.

## MUSIC PUBLISHERS' PROTECTIVE ASSN. (MPPA)

**History:** The MPPA came into existence as an unincorporated voluntary association in April, 1917, to correct certain existing evils in the music publishing industry and encourage music and music writing. The Association in subsequent years brought about agreements to discontinue payments to actors for singing songs, established facilities for the registration of titles, provided regulations for mechanical recording (and later for sound pictures), installed a credit and collection bureau, inveighed against piracies and the unlawful manufacture and sale of song sheets, supported favorable copyright legislation, and at times acted on behalf of its members in the settlement of claims against licensees. In 1935 the MPPA was reorganized and incorporated, but its aims and functions have remained virtually the same as prior to reorganization.

The MPPA actively entered the field of licensing mechanical rights in 1927 when an agreement was negotiated with Electrical Research Products, Inc. (ERPI), a Western Electric subsidiary, to cover reproduction of copyrighted musical compositions by devices serving to synchronize the same with the presentation of motion pictures.

In 1933 the MPPA through an agent and trustee took another step in the same direction by becoming the central licensing bureau for its members with reference to electrical transcriptions for radio broadcasting.

During the past year (1938), the MPPA

has extended its activity in the mechanical field by acting as a central agency for the licensing of phonograph recording rights for 78 publishers. Phonograph licensing operations (previously conducted separately by the publishers) are effected through an agent and trustee connected with the MPPA.

**Scope:** Music available for radio transcription purposes comes from a reservoir to which 62 MPPA members among several other publishers contribute.\*

**MPPA transcription licenses:** These licenses concern "small" (strictly musical) rights only. The scale of fees is as follows: sponsored transcriptions are billed at 25c per popular composition per broadcast, and if the composition is derived from a film or theatrical production, the fee is 50c; in this respect, each broadcast is considered a separate manufacture. Sustaining transcriptions are billed at \$15 per composition per year.

**MPPA headquarters:** Located at 45 Rockefeller Plaza, New York City. The phone is Circle 6-3084.

**MPPA officers:** Walter G. Douglas, chairman of the board; E. H. Morris, president; Lester Santly, vice-president; Max Dreyfus, treasurer; Jack Mills, secretary; Harry Fox, general manager.

\* Note: MPPA membership includes only publishers. Composers and authors as such are not eligible to membership.

## NATIONAL ASSOCIATION OF PERFORMING ARTISTS (NAPA)

**NAPA history and purpose:** Founded in 1934 by Fred Waring, Meyer Davis, Paul Whiteman, Frank Crumit, Don Voorhees, Lewis James, Guy Lombardo, Walter O'Keefe, Josef Pasternack and Fritz

Reiner. The purpose of the society is described as "handling and protecting the artistic interpretations of its members." In short, the NAPA contends (and has been legally upheld in Pennsylvania)\* that an

\* The Pennsylvania Supreme Court, in a suit against radio station WDAS instigated by Fred Waring after WDAS had played some of his phonograph recordings, held that the interpretive artist has an enforceable property right in his artistic interpretation of the work of a composer; and that the playing of phonograph records against the wishes of the artist constitutes unfair competition as well as an invasion of the right of privacy. (For a discussion of this litigation, see VARIETY RADIO

DIRECTORY, Vol. II, pages 554-564.) Meanwhile a similar suit instituted by Paul Whiteman against radio station WNEW in the New York Federal Court was dropped by Whiteman, although the RCA Victor firm pressed for adjudication of the issue.

On another legal front, the NAPA has backed the so-called "Perry bill" in the New York State Legislature, the gist of the bill being that it is a statutory offense (larceny) to record a broadcast off-the-air without permission of the artist.

## NAPA—Continued

artist has a property right in the interpretation he places on an artistic composition—and particularly in an interpretation mechanically recorded so that it may be re-used or re-played as performance for profit. Eligible for membership in the NAPA are: (1) any actor, singer, conductor, leader, instrumentalist, lecturer, and any other interpretive artist or performer; (2) any orchestra which has a "legal" or "equitable" right in mechanical reproductions; (3) "any firm, person or corporation which has rendered to the art or industry of music, or to this Association, a notable or conspicuous service." The NAPA is a non-profit group.

**NAPA radio license:** There is no general form of contract.

**NAPA headquarters:** The main office is located at 630 Fifth Avenue, New York City. The phone is Circle 7-8194.

**NAPA officers:** Fred Waring, president; Meyer Davis, Al Jolson and Paul Whiteman, vice-presidents; Josef Hofmann, honorary president; Frank Crumit, secretary; Don Voorhees, treasurer, Maurice J. Speiser, general counsel. The recording secretary is Wally H. Rose.

**NAPA board of directors:** Fred Waring (chairman), Connie Boswell, Noel Coward, Richard Crooks, Bing Crosby, Frank Crumit, Meyer Davis, Mary Garden, Benny Goodman, Jascha Heifetz, Lewis James, Al Jolson, Hal Kemp, Arthur W. Levy, Guy Lombardo, John McCormack, Grace Moore, Ray Noble, Walter O'Keefe, Josef Pasternack, Dick Powell, Fritz Reiner, Fabien Sevitzky, Nathaniel Shilkret, Lawrence Tibbett, Rudy Vallee, Don Voorhees, Paul Whiteman, Victor Young, Efreim Zimbalist.

## G. RICORDI & CO. (MILAN)

**History:** G. Ricordi & Co. of Milan (not to be confused with G. Ricordi & Co., Inc., of New York) was established in Italy in 1808 as a music publishing house. Until 1933 its reservoir of compositions was available through ASCAP, but in that year Ricordi withdrew from the *Societa Italiana Degli Autori Ed Editori* (an ASCAP affiliate), and began to do its own licensing.

**Scope:** Ricordi's catalogue contains about 130,000 compositions. Some 500 of these are operas, while hundreds of others are symphonies.

**Ricordi licenses:** These licenses separately cover not only "small" (i.e., strictly musical), but also "grand" (i.e., musical-dramatic) rights. Ricordi further provides licenses for mechanical and synchronization rights. The contract issued to radio stations states that: (1) payment for use

of the music shall be in a pre-arranged lump sum; (2) the license shall cover only "small" rights, and shall not extend to symphonic works, operas, operettas, plays, revues, ballets, or arias and songs performed with full orchestra accompaniment.\* "Grand" rights licenses may be obtained on payment of a special fee.

**Ricordi headquarters:** The U. S. headquarters are located at 12 West 45th Street, New York City. The phone is Murray Hill 2-0300.

**Ricordi officers:** Dr. Renato Tasselli is managing director in the U. S.

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\* Ricordi and SESAC are the only licensing societies whose radio licenses expressly state that television rights are not included.

## SOCIETY OF EUROPEAN STAGE AUTHORS AND COMPOSERS, INC. (SESAC)

**Date of founding:** SESAC, a private corporation, was founded in 1930.

**Scope:** The SESAC reservoir is comprised of approximately 125 separate catalogues of American and foreign publishers and organizations. Radio station licensees thus have available some 35,000 compositions including operettas, symphonic works, plays, dramas, and radio sketches.

**SESAC licenses:** These licenses separately cover "small" (strictly musical) rights, "grand" (musical-dramatic) rights, and recording rights. The regular license in effect between SESAC and radio stations provides that: (1) the station pay a scheduled blanket license fee for use of SESAC's catalogue; (2) all SESAC musical compositions must be announced by

## SESAC—Continued

title and composer, and, if taken from a musical production or sound film, the name of the production or film be mentioned; (3) that SESAC may from time to time place certain compositions on a restricted list, but that the list cannot at any time exceed 10% of the total SESAC reservoir; (4) that the license extends only to "small" rights, "grand" rights requiring a special license and separate fees\*.

The license for recording electrical transcriptions states that: (1) only "small" rights are covered in the contract; (2) that the transcription manufacturer pay \$15 per year per SESAC composition; (3) that the transcriptions containing SESAC compositions may be broadcast only on sustaining or local commercial programs, and that they may be so performed for one year following issuance of the license, with a longer period requiring a special extension of license; (4) that the contract does not permit the existence of any artistic

*\* SESAC and Ricordi are the only societies whose radio licenses expressly state that television rights are not included.*

or interpretive rights arising from the participation of any party in the recorded rendition.\*

There is a special license for "custom built" transcriptions with this distinguishing clause: that the transcription manufacturer pay 25c per quarter per SESAC composition for each station broadcasting the transcription.

**Division of SESAC royalties:** The annual intake is divided via a system based on five major points: (1) number of performances; (2) availability; (3) current activity; (4) seniority; and (5) diversity.

**SESAC headquarters:** Executive headquarters are at 113 West 42nd Street, New York City. The phone is Bryant 9-3223. SESAC also has traveling representatives visiting stations, and a program service department to assist stations in copyright clearance, etc.

**SESAC officers:** President of the corporation is Paul Heinecke.

*\* SESAC's license is the only one containing this express precaution.*

## THE SOCIETY OF JEWISH COMPOSERS, PUBLISHERS AND SONG WRITERS

**Date of founding:** The Jewish Society was founded on February 5, 1932.

**Scope:** The Jewish Society's reservoir includes approximately 2,500 separate compositions which are the property of its 23 member writers and publishers.

**Jewish Society license:** This license covers only "small" (strictly musical) rights. It stipulates that: (1) access to the Society's reservoir may be had on payment

of an annual pre-arranged sum; (2) that "grand rights" are not included.

**Jewish Society's headquarters:** Located at 152 West 42nd Street, New York City.

**Jewish Society officers:** Sholom Secunda, president; Cantor Pincus Jassinowsky, vice-president; Henry Lefkowitz, secretary; Alexander Olshanetsky, treasurer; Salom J. Pearlmuter, general manager; A. Edward Moskowitz, counsel.

### RADIO LIFE OF "HIT" SONGS

*Songs were counted only so long as they had 10 or more plugs per week.*

Songs	Times Played Over WABC, WEA, WJZ, WOR	Weeks in Hit Class
Cathedral in the Pines.....	360	12
Cry, Baby, Cry.....	570	17
Don't Be That Way.....	620	21
This Time It's Real.....	560	13
Ti-Pi-Tin.....	600	20
You Couldn't Be Cuter.....	570	20
You're an Education.....	600	19
<b>AVERAGE</b> .....	<b>554</b>	<b>19</b>

## POPULAR SONGS: 1929-1938

This list is intended to be a miniature "cavalcade" of popular music for the past decade. In reading it, however, the following allowances should be kept in mind:

1. The years under which certain songs are listed are not necessarily the years of copyright. In such instances, however, copyright years are also noted. The criterion for assigning songs to years was the peak of popularity, song by song. This procedure necessarily involved a certain amount of judgment. However, as many checks as possible with members of the music publishing industry were made.

2. While sheet music sales are the general standard on which the list is based, several other considerations have been kept in mind: (a) the song should have some remembrance at the present day; (b) if a song heralded a change in musical style, or in any other way set a new standard professionally for the industry, that fact was given due weight; and (c) a few purely instrumental numbers are included, but they are plainly marked to stand off in a list intended primarily as a song list.

3. Some songs are classified by year only with great difficulty due to steady sales, continual use as theme or background melodies, etc.

Attention is hereby also called to the popular "Song Cavalcade, 1907-1937" which appeared in the VARIETY RADIO DIRECTORY, Vol. I, pages 101-106, and the "Musical-Historical Cavalcade: 1800-1935" which appeared in Vol. II, pages 33-158.

### 1929

Ain't Misbehavin'.  
Aren't We All.  
[Canto] Siboney (instrumental).  
Happy Days Are Here Again.  
I'll Always Be in Love with You.  
A Little Kiss Each Morning.  
Pagan Love Song.  
Singin' in the Rain.  
Tip Toe thru the Tulips.  
Wedding Bells Are Breaking up That  
Old Gang of Mine.  
When It's Springtime in the Rockies.

### 1930

Body and Soul.  
Cheerful Little Earful.  
Dancing with Tears in My Eyes.  
Exactly Like You.  
I Got Rhythm.  
[Maine] Stein Song (revival).  
On the Sunny Side of the Street.  
Three Little Words.  
Two Hearts in  $\frac{3}{4}$  Time.  
What Is This Thing Called Love?

### 1931

All of Me.  
Goodnight, Sweetheart.  
I Found a Million Dollar Baby—in a  
Five and Ten Cent Store.  
The Peanut Vendor.  
River, Stay 'Way from My Door.  
Someday I'll Find You.  
Time on My Hands (c. 1930).  
When the Moon Comes over the Moun-  
tain.

When Your Hair Has Turned to Silver  
(c. 1930).  
You're Driving Me Crazy! (c. 1930).

### 1932

Forty-Second Street.  
How Deep Is the Ocean?  
In a Shanty in Old Shanty Town.  
I've Told Every Little Star.  
Just an Echo in the Valley.  
Let's Put out the Lights and Go to  
Sleep.  
Night and Day.  
Play, Fiddle, Play.  
Say It Isn't So.  
Star Dust (c. 1929).

### 1933

Annie Doesn't Live Here Anymore.  
Carioca.  
Did You Ever See a Dream Walking?  
Easter Parade.  
In the Valley of the Moon.  
The Last Round-up.  
Lazybones.  
Smoke Gets in Your Eyes.  
Stormy Weather.  
Who's Afraid of the Big Bad Wolf?

### 1934

The Continental.  
Little Man, You've Had a Busy Day.  
Love in Bloom.  
The Man on the Flying Trapeze (re-  
vival; originally issued in 1868).  
The Old Spinning Wheel (c. 1933).  
Santa Claus Is Coming to Town.

## SONGS 1929-1938—Continued

Stay as Sweet as You Are.  
Two Cigarettes in the Dark.  
Wagon Wheels.  
You're the Top.

1935

Beautiful Lady in Blue.  
Begin the Beguine (could be assigned to 1939 for current, renewed popularity).

Cheek to Cheek.  
Deep Purple (Instrumental).  
Isle of Capri (c. 1934).  
Lullaby of Broadway.  
On the Good Ship Lollipop (c. 1934).  
Red Sails in the Sunset.  
Take Me Back to My Boots and Saddle.  
There Is a Tavern in the Town (re-vival; original c. 1883; renewed 1911).

When I Grow Too Old to Dream.

1936

Goody Goody.  
I'm Gonna Sit Right Down and Write Myself a Letter (c. 1935).  
In the Chapel in the Moonlight.  
Is It True What They Say About Dixie?  
It's a Sin to Tell a Lie.  
Lights Out.  
Moon over Miami (c. 1935).  
The Music Goes 'Round and Around (c. 1935).  
Pennies from Heaven.  
Until the Real Thing Comes Along.

1937

Boo Hoo.  
Harbor Lights.

Little Old Lady.  
Once in a While.  
The One Rose That's Left in My Heart (c. 1936).  
Rosalie.  
Sweet Lei Lani.  
That Old Feeling.  
Vieni, Vieni.  
When My Dreamboat Comes Home.

1938

*(A list longer than customary is given for this year, because the numbers are still too current to permit foretelling how time will treat them—in usage and memory.)*

Alexander's Ragtime Band (c. 1911).  
All Ashore.  
A-Tisket, A-Tasket.  
Bei Mir Bist Du Schoen.  
Cathedral in the Pines.  
Change Partners.  
Dipsy Doodle.  
Flat Foot Floogie.  
Heigh Ho (from *Snow White*; c.1937).  
I Double Dare You.  
I'm Gonna Lock My Heart.  
I've Got a Pocketful of Dreams.  
Music, Maestro, Please.  
My Reverie.  
Says My Heart.  
So Help Me.  
So Little Time.  
Thanks for the Memory.  
There's a Far Away Look in Your Eye.  
There's a Gold Mine in the Sky.  
Ti-Pi-Tin.  
Whistle While You Work (from *Snow White*; c. 1937).

## NBC-CBS ADAPTATIONS OF LITERARY WORKS: MAY 1, 1938 TO MAY 1, 1939

The main titles of all literary pieces are noted in bold face. Plays marked with an asterisk (\*) were also broadcast one or more times prior to May 1, 1938.

### ADAPTATIONS OF STAGE PLAYS

*(Including dramas, etc., plus musical comedies and operettas)*

**A**

\* **Aaron Slick From Punkin Creek**; Beale Cormack (radio adaptation by Constance Brown).  
**Abe Lincoln in Illinois**; R. E. Sherwood.

\* **Abraham Lincoln**; John Drinkwater.  
**Alison's House**; Susan Glaspell.  
**American Way, The**; George S. Kaufman and Moss Hart.



## PLAY ADAPTATIONS—Continued

**Among the Breakers**; George M. Baker (radio adaptation by Constance Brown).  
**\* Anna Christie**; Eugene O'Neill.  
**Artists, The**; Mazo de la Roche.  
**Aunt Jerushy on the Warpath**; Beale McCormack (radio adaptation by Constance Brown).  
**\* Awake and Sing**; Clifford Odets.

### B

**Ballad of Youth, The**; Alfred Kreymborg.  
**Bar Haven**; Gordon V. May (radio adaptation by Constance Brown).  
**Bastion Saint Gervais, The**; Maxwell Anderson.  
**\* Bells, The**; Leopold Lewis.  
**\* Berkeley Square**; John L. Balderston.  
**Best Policy, The**; H. Simpson.  
**Better Than Gold**; George M. Baker (radio adaptation by Charles Speer).  
**Beyond the Horizon**; Eugene O'Neill.  
**\* Bluebird, The**; Maurice Maeterlinck.  
**Both Your Houses**; Maxwell Anderson.  
**Breaking Point, The**; Edward Garnett.  
**Buccaneer, The**; Maxwell Anderson and L. Stallings.  
**Bud and Baby**; Alfred Kreymborg.  
**\* Burlesque**; George Manker Watters and Arthur Hopkins.  
**\* Bury the Dead**; Irwin Shaw.

### C

**\* Call It a Day**; Dodie Smith.  
**\* Camille**; Alexander Dumas (*film*).  
**Cancelled Debt, The**; Isla Paschal Richardson (radio adaptation by Guy Bolte).  
**Captain Cranberry**; Gladys Ruth Bridgham (radio adaptation by Constance Brown).  
**\* Ceiling Zero**; Frank Wead.  
**\* Christmas Carol**; Charles Dickens.  
**Cid, The**; Pierre Corneille.  
**\* Clarence**; Booth Tarkington.  
**College Chap, The**; Harry L. Newton and John Pierre Roche (radio adaptation by Guy Bolte).  
**Come of Age**; Clemence Dane.  
**\* Commuters, The**; James Forbes.  
**Confession**; K. Nicholson (?), J. H. Reid (?).  
**\* Copperhead, The**; Augustus Thomas.  
**Correspondence Courtship**; L. Irving Dunn (radio adaptation by Charles Speer).  
**\* Counsellor-at-Law**; Elmer Rice.  
**Country Doctor, The**; Arthur Lewis Tubbs (radio adaptation by Charles Speer).  
**Country Minister, The**; Arthur Lewis Tubbs (radio adaptation by Charles Speer).  
**Courage**; Kate Harvey (?), W. F. Manley (?).  
**\* Crag's Wife**; George Kelly.  
**Cranberry Corners**; Arthur Lewis Tubbs (radio adaptation by Merrill Rogers).

**Cricket Wings**; Alfred Kreymborg.  
**\* Criminal Code, The**; Martin Flavin.  
**Cymbeline**; William Shakespeare.  
**\* Cyrano de Bergerac**; Edmond Rostand.

### D

**\* Dark Angel, The**; H. B. Trevelyan.  
**\* Death Takes a Holiday**; Walter Ferris, based on a play of the same name by Albert Casella.  
**\* Dr. Faustus**; Christopher Marlowe.  
**\* Doll's House, A**; Henrik Ibsen.  
**Down East**; Justin Adams (radio adaptation by Constance Brown).

### E

**Elmwood Folks**; Charles S. Bird (radio adaptation by Ernest Howard Culbertson).  
**\* Everyman**; anonymous (morality play).

### F

**Father Crocodile**; Alfred Kreymborg.  
**Fish After Fish**; Alfred Kreymborg.  
**\* Five Star Final**; Louis Weitzenkorn.  
**Forest Acres**; Frank Barnett Lindsay (radio adaptation by Guy Bolte).  
**Foul Tip, A**; Charles S. Allen (radio adaptation by Katherine Lane).  
**Four Apes, The**; Alfred Kreymborg.  
**Four Winds Talk It Over, The**; Alfred Kreymborg.

### G

**Gentle People, The**; Irwin Shaw.  
**Government Detective, The**; Bernard Francis Moore (radio adaptation by Charles Speer).  
**\* Great Magician, The**; Lawrence Carra.  
**\* Green Goddess, The**; William Archer.

### H

**Happy Journey to Trenton and Camden**; Thornton Wilder.  
**Haunted Water**; Alfred Kreymborg.  
**Henry IV**; Luigi Pirandello.  
**Henry Brocken**; Walter de la Mare.  
**Hernani**; Victor Hugo.  
**Highwayman, The**; J. M. Morton.  
**Hole in the Wall, The**; Alfred Kreymborg.  
**How Jim Made Good**; Charles S. Bird (radio adaptation by Charles Speer).

### I

**I Got a Destiny**; Dorothy Calhoun.  
**Icebound**; Owen Davis.  
**In Abraham's Bosom**; Paul Green.  
**\* Inspector General, The**; N. V. Gogol.  
**\* Interference**; Roland Pertwee and Harold Dearden.  
**It Happened in June (Better Than Gold)**; Eugene G. Hafer (radio adaptation by Guy Bolte).

PLAY ADAPTATIONS—Continued

J

- Jest, The**; P. Eldridge.  
 \* **Journey's End**; R. C. Sherriff.  
 \* **Julius Caesar**; William Shakespeare.  
 \* **Justice**; John Galsworthy.

K

- Knickerbocker Holiday**; Maxwell Anderson.  
 \* **Le Bourgeois Gentilhomme**; Moliere.  
**Lepanto**; G. K. Chesterton.  
**Letter, The**; W. Somerset Maugham.  
**Life Is a Dream**; George Calderon.  
 \* **Little Stone House, The**; George Calderon.  
**Lord Arthur Saville's Crime**; Oscar Wilde.

M

- Mamba's Daughters**; DuBose Heyward's dramatization from the novel by Dorothy and DuBose Heyward.  
**Mary Stuart**; F. von Schiller.  
**Masquerade**; R. Hillyer.  
 \* **Master of the Revels**; Don Marquis.  
 \* **Mayor and the Manicure, The**; George Ade.  
 \* **Men in White**; Sidney Kingsley.  
 \* **Men, Women and Goats**; Charles O'Brien Kennedy.  
 \* **Midsummer Night's Dream, A**; William Shakespeare.  
**Missouri Legend**; Elizabeth B. McGinty.  
**Mr. Bob**; Rachel M. Baker (radio adaptation by Constance Brown).  
**Murder in the Cathedral**; T. S. Eliot.

N

- Nature Rides Again**; Alfred Kreymborg.  
 \* **Nervous Wreck, The**; Owen Davis.  
**Nine Days Queen, The**; Rachel Field.

O

- \* **Octoroon, The**; Dion Boucicault.  
**Old Acre Folk**; Dana J. Stevens (radio adaptation by Constance Brown).  
**Old Bannerman**; Eden Phillpotts.  
**Olympia**; Ference Molnar.  
 \* **Othello**; William Shakespeare.  
**Our Folks**; George M. Baker (radio adaptation by Constance Brown).  
**Out West**; Justin Adams (radio adaptation by Charles Speer).  
 \* **Outward Bound**; Sutton Vane.

P

- Passenger to Bali, A**; Ellis St. Joseph (radio adaptation by David Golden).  
 \* **Passing of the Third Floor Back, The**; Jerome K. Jerome.  
 \* **Patience**; Gilbert and Sullivan.  
 \* **Peter Pan**; Sir James M. Barrie.  
**Plain People**; Dana J. Stevens (radio adaptation by Merrill Rogers).  
**Planets, The**; Alfred Kreymborg.

- Prelude**; J. Oppenheim.  
 \* **Private Lives**; Noel Coward.

R

- Rain Down Death**; Alfred Kreymborg.  
**Red Acre Farm**; no author given and none listed in the indices.  
 \* **Redemption**; L. N. Tolstoi.  
**Resurrection**; D. Corkery (?).  
**Return of Peter Grimm**; David Belasco.  
**Revolt**; George Calderon (?) or J. M. Villiers de L'Isle Adam (?).  
 \* **Richelieu**; Bulwer Lytton.  
**Rocket to the Moon**; Clifford Odets.  
 \* **Romance**; Edward Sheldon.

S

- \* **School for Scandal**; Richard Sheridan.  
**Seven Keys to Baldpate**; George M. Cohan's dramatization of Earl Derr Biggers' book.  
 \* **Seventeen**; Booth Tarkington (stage version by H. S. Stange, S. Mears and S. Walker).  
**She Stoops to Conquer**; Oliver Goldsmith.  
 \* **Shining Hour, The**; Keith Winter.  
 \* **Show Boat**; Edna Ferber.  
**Simple Simon Simple**; Henry Rowland (radio adaptation by Constance Brown).  
**Spring Waters**; Howard Reed (radio adaptation by Constance Brown).  
 \* **Stage Door**; Edna Ferber and George S. Kaufman.  
**Strange Interlude**; Eugene O'Neill.  
**Sunny Acres**; Richard Hill Wilkinson (radio adaptation by Constance Brown).  
 \* **Swan, The**; Ferenc Molnar.  
**Swan Song, The**; A. P. Chekhov.  
 \* **Swing Your Lady**; Kenyon Nicholson.

T

- Teaser, The**; Charles S. Allen (radio adaptation by Olivia Saunders).  
 \* **Terrible Meek, The**; Charles Rann Kennedy.  
**They Knew What They Wanted**; Sidney Howard.  
**Topaze**; Benn W. Levy adaptation of the Marcel Pagnol play.  
**Tovarich**; Robert E. Sherwood adaptation of the Jacques Deval play.  
**Trojan Women, The**; Euripides.  
 \* **Twentieth Century**; Ben Hecht and Charles MacArthur.  
**Twisting of the Rope, The**; Douglas Hyde.

V

- Valiant, The**; Holworthy Hall and Robert Middlemass.  
**Valley Farm**; Arthur Lewis Tubbs (radio adaptation by Guy Bolte).  
 \* **Valley Forge**; Maxwell Anderson.  
 \* **Victoria Regina**; L. Housman.  
**Village School Ma'am**; Arthur Lewis Tubbs (radio adaptation by Guy Bolte).

## PLAY ADAPTATIONS—Continued

### W

- Well of the Saints, The;** John Millington Synge.  
**Why Marry;** Jessie Lynch Williams.  
**Willowdale;** Arthur Lewis Tubbs (radio adaptation by Guy Bolte).

- Windy Willows;** Ted and Virginia Maxwell (radio adaptation by Constance Brown).  
 \* **Within the Law;** Bayard Veiller.

### Y

- \* **Yellow Jack;** Sidney Howard's dramatization of Paul de Kruif's book.

## ADAPTATIONS OF PROSE AND POETRY

(Including short stories, novels, poems)

### A

- Arrowsmith;** adaptation of the Sinclair Lewis novel.  
**At Midnight on the 31st of March;** adaptation of the narrative poem by Josephine Young Case.

### B

- Babbitt;** adaptation of the Sinclair Lewis novel.  
**Back Pay;** adapted from Hillary Blake.  
**Beau Geste;** adaptation of the Percival Christopher Wren book.  
**Black Daniel;** adapted from Honore Merrow.  
**Blind Man's Holiday;** adapted from O. Henry.  
**Bridge of Mercy;** adapted by True Boardman from Norman Relly Raine.

### C

- Canary Murder Case;** adapted from S. S. Van Dine.  
**Capture of Bill Sykes, The;** adapted from Charles Dickens' "Oliver Twist."  
**Challenge for Three, A;** adapted by True Boardman from the short story by David Garth.  
**Cop and the Anthem, The;** adapted from O. Henry.  
**Count and the Wedding Guest, The;** adapted from O. Henry.  
**Count of Monte Cristo;** adapted from Alexander Dumas.

### F

- Farewell to Arms;** adapted from the book by Ernest Hemingway.  
**For Future Reference;** adapted from Stephen Vincent Benet.

### G

- Gift of the Magi, The;** adapted from O. Henry.  
**Glass Key, The;** adapted from the work of Dashiell Hammett.  
**Gold Bug, The;** adapted from the story of Edgar Allen Poe.  
**Green Light;** adapted from Lloyd C. Douglas' novel.

### H

- Happiness;** story by Conrad Bercovici, adapted by Edward James.  
**Harlem Tragedy, A;** adapted from O. Henry.  
**Haunted House, The;** adapted from the work of Charles Dickens by Richard McDonagh.  
**Hiding of Black Bill, The;** adapted from O. Henry.

### I

- I Lost My Girlish Laughter;** Jane Allen.  
**In The Train;** adapted from the short story of Frank O'Connor by Hugh Hunt.

### J

- Jane Eyre;** adapted from the novel of Charlotte Bronte.

### L

- Last of the Troubadours, The;** adapted from O. Henry.  
**Les Miserables;** adapted from the book by Victor Hugo.  
**Lickpenny Lover, A;** adapted from O. Henry.  
**Lives of a Bengal Lancer;** adapted from the book by Francis Yeats-Brown.

### M

- Markheim;** adapted from Robert Louis Stevenson.  
**Memento;** adapted from O. Henry.  
**Mr. Pickwick Takes a Bow;** adapted from Charles Dickens.  
**Monkey's Paw, The;** adapted from W. W. Jacobs.  
**Mutiny on the Bounty;** adapted from the book by Nordhoff and Hall.

### N

- Nine Prisoners;** adapted from William March's work by Brian J. Byrne.

### O

- Of Human Bondage;** adapted from Somerset Maugham's book.  
**Orphan Ego;** adapted by Leslie Urbach from Arnold Manoff's story "Maxie Makes a Splash."

## PROSE-POETRY ADAPTATIONS--Continued

### P

**Patriot, The**; from the Pearl S. Buck work.  
**Peer Gynt**; Henrik Ibsen.  
**Peter Ibbetson**; George Du Maurier (also an opera from the Du Maurier book by Deems Taylor).  
**Phantom Rickshaw, The**; Rudyard Kipling.  
**Prophecy**; adapted by Sylvia Marks from the story "Sooth" by Wilbur Daniel Steele.  
**Rebecca**; adapted from the novel of Daphne Du Maurier.  
**Royal Regiment**; Gilbert Frankau.

### S

**Sea Drift**; Walt Whitman.  
**Signal Tower, The**; Wadsworth Camp.  
**So Big**; from the novel by Edna Ferber.  
**State Fair**; from the novel by Phil Stong.

### T

**Tale of Two Cities**; from the book by Charles Dickens.

**Tell Tale Heart, The**; adapted from the work of Edgar Allen Poe.  
**Transmutation of Ling**; adapted from the work of Ernest Bramah (Smith).  
**Trilby**; adapted from the book by George Du Maurier.

### V

**Vanity and Some Sables**; adapted from O. Henry.

### W

**War of the Worlds**; adapted from H. G. Wells.  
**Wet Saturday**; adapted by Lee Anderson from the short story of John Collyer.  
**Wickford Point**; J. P. Marquand.  
**William Wilson**; adapted from Edgar Allen Poe.

### Y

**Young Man with a Horn**; adapted from the book of Dorothy Baker by Welbourn Kelley.

## PLAYS SPECIFICALLY WRITTEN FOR RADIO

*(This list does not include serials or semi-dramatic writing for guest stars)*

### A

**Alone in Paris**; Delmar Daves.  
**Alter Ego**; Arch Oboler.  
**American Song**; Albert Williams.  
**Aussa, The Arab**; John Fleming.  
**Autobiography**; Paul Franklin.

### B

**Baron and the Lady, The**; Bonnevier Arnould.  
**Best Two Out of Three**; Ben Lee.  
**Bonnie Banks of Loch Lomond, The**; Richard McDonagh.  
**Breathes There a Man**; Forrest Barnes and Ashmead Scott.  
**Bubbling Over**; Anthony Wayne.  
**Bullets in the Night**; Addison Simmons.  
**By the Grace of Dishwater**; Merritt P. Allen.

### C

**Can Long Endure**; Charles Tazewell.  
**Can We Forget**; Mary McCall, Jr.  
**Case of the Missing Skyscraper, The**; James Costello.  
**Catacombs, The**; author not listed.  
**Catcher's Mitt, A**; author not listed.  
**Celestial Influence**; Merritt P. Allen.  
**Chanson de Noel**; Edward James.  
**Chimney House**; Pauline Bigson.  
**Chinaman's Chance, A**; Donald Beddoe.  
**Christmas Present**; Jack Gilhon.  
**Cliff, The**; Arch Oboler.  
**Comeback, The**; Aubrey Wisberg.

**Cradle of Peace, The**; Calvin Grinnell.  
**Crime Doesn't Play**; Warren Gale.  
**Cupid Cops a Headline**; J. Douglas Cook.  
**Cupid Runs the Show**; Peter Dixon.  
**Cupid With Brass Knuckles**; Roswell Rogers.

### D

**Dark Dilemma**; Addison Simmons.  
**Dark Voice, The**; Elizabeth Carver.  
**Dark World**; Arch Oboler.  
**Dawn Over Hong Kong**; Calvin Grinnell.  
**Day of Glory**; Francis Wilson and Raymond Scudder.  
**Dear Victim**; Grover Jones and True Boardman.  
**Death of a King**; Norman Rosten.  
**Debutante**; Grover Jones and True Boardman.  
**Dictated But Not Read**; Aubrey Wisberg.  
**Doctor Jones**; Ashmead Scott.  
**Doctor of Tanghai, The**; Edward Tomlinson.  
**Don't Ask a Woman Why**; no author listed.  
**Duty Bound**; Nathalie Feldman.

### E

**Each Wish of My Heart**; Forrest Barnes and Harry Kronman.  
**Earth Is Deep, The**; Forrest Barnes.  
**Edna's Fruit Hat**; John Pudney.  
**Eigerwand**; Arch Oboler.  
**Emergency Case**; Irene Wicker.  
**Empty Coffin, The**; Roderick Ainsworth Mays.

## RADIO PLAYS—Continued

**End of the Beginning, The;** Sam O'Casey.  
**Episode in Red;** Merritt P. Allen.  
**Escape from Tomorrow;** Gene Towne and Graham Baker.  
**Escort for the Evening, The;** Philip Bloom.  
**Ethel and Her Engine;** John Pudney.  
**Everything Happens to Me;** Edward James.  
**Expert Opinion;** True Boardman.

### F

**Fate Rides the Rails;** Roger Quayle Denny.  
**Father and Son;** Burr Cook.  
**Festival, The;** Albert Williams.  
**Firing Squad;** George Hamaker.  
**First in Peace—Our First President;** Ernest Boyd.  
**First Two Weeks in July, The;** Jerry Devine.  
**Fogarty's Code;** Ben Broder.  
**For Us the Living;** True Boardman.  
**Forgot in the Rains;** William Merrick.  
**Forgotten Woman;** Mignon Schreiber.

### G

**Gift, The;** Arch Oboler.  
**Grandma Takes a Hand;** Anthony Wayne.  
**Greater Loves;** Peter Dixon.  
**Green Angel, The;** Merritt P. Allen.  
**Guest of the Evening;** no author given.

### H

**Hand of Providence, The;** Charles Tazewell.  
**Happy Ending;** Patterson McNutt.  
**He Caught a Tartar;** Keith Fowler and Milton Geiger.  
**Headline Hostage;** Ralph Hunter and Larry Kaiser.  
**Hire Men—Fire Me;** Addison Simmons.  
**His Private Life;** Jock MacGregor and Victor McGovern.  
**Home Port, The;** Albert Williams.  
**Home Remedies;** Merritt P. Allen.  
**Horrible Hallucination, The;** James Costello.  
**Horse Car, The;** Jerry Devine.  
**Humbug;** Arch Oboler.  
**Humbug Weed;** Merritt P. Allen.

### I

**I.O.U. My Love;** Peter Dixon.  
**I Do;** Arch Oboler.  
**I Don't Like Mountain Music;** Robert L. Cooper.  
**Imitation of Glory;** author not listed.  
**Ineffable Essence of Nothing, The;** Randal MacDougall.  
**It May Be Forever;** True Boardman.

### J

**John Keats, Human Being;** Ben Lee.  
**Jury Trial;** Elizabeth and James Hart.  
**Just a Bum;** Helen Norris.

### K

**King in Washington, A;** Mildred Hark and Noel McQueen.

### L

**Lamplighter of Queer Street, The;** Milton Geiger.  
**Last Flight to Paradise;** Charles Martin.  
**Last Frontier, The;** Edward James.  
**Late Mr. Early, The;** Stanley Kauffman.  
**Lend Me Your Eyes;** Ashmead Scott.  
**Letter from Home, A;** Charles R. Jackson.  
**Lilley Murder Case, The;** Anthony Wayne.  
**Little Dove, The;** Keith Fowler.  
**Little Town of Bethlehem;** Anthony Wayne.  
**Love and Kisses;** Randal MacDougall.  
**Love Is Our Destiny;** Paul Franklin.  
**Love Is Where You Find It;** Grover Jones and True Boardman.  
**Love Me Forever;** William C. Hodapp.  
**Love Walked Beside Him;** Ashmead Scott.  
**Lovely Light, The;** Ashmead Scott.

### M

**MacLean, Man of Honor;** Elizabeth Carver.  
**Madame Dictator;** Calvin Grinnell.  
**Man from Medicine Bow, The;** Paul Franklin.  
**Manhattan Highlight;** Harriet Lessing.  
**Manhattan Masquerade;** Ashmead Scott.  
**Martha (Invalid Nurse);** no author listed.  
**Memorium;** Arch Oboler.  
**Midsummer Nightmare;** James Costello.  
**Miracle at Lourdes;** Edward James.  
**Mirage;** Arch Oboler.  
**Miss Brown of Worcester;** Dwight Taylor and Arthur Sheekman.  
**Miss Mystery;** Calvin Grinnell.  
**Miss Pringle Gets a Ticket;** Keith Fowler.  
**Mr. Important;** Arch Oboler.  
**Mr. Midnight Sees the Light;** Warren Gale.  
**Mr. Whipple Is Worried;** James Frederick.  
**Misty Mountain;** Grover Jones and True Boardman.  
**Monument to Love, A;** Edward James.  
**More Perfect Union, A;** Ernest Boyd and Raymond Scudder.  
**My Son and I;** no author given.

### N

**Never in This World;** Stephen Morehouse Avery.  
**Next Day It Rained;** Douglas Cook.  
**Night of Mystery, The;** no author given.  
**Not to Be Opened for Five Thousand Years;** no author given.  
**Now Playing Tomorrow;** Arthur Laurents.

### O

**Of Good Family;** Herbert L. Jacobson.  
**Old Gray Mare Comes Back, The;** Merritt P. Allen.  
**Old Maid School Teacher;** no author given.  
**On a Sunday Afternoon;** Merritt P. Allen.  
**On Naseby Hill;** Donald Beddoe.  
**On Stage, Please;** Ashmead Scott.  
**On the Upswing;** Jerry Devine.  
**On the Verge;** Peter Dixon.

## RADIO PLAYS—Continued

**Once a Reporter;** Forrest Barnes and Robert Fender.  
**Out of the Fog;** Leon Ware.  
**Out of Thin Soil;** no author given.  
**Out of This World;** Paul Franklin.

### P

**Page Five, Column Two;** Ashmead Scott.  
**Pepito Inherits the Earth;** William Merrick.  
**Persistent Mr. Slade, The;** Anthony Wayne.  
**Pie Cure, The;** Merritt P. Allen.  
**Pine Tavern, The;** Merritt P. Allen.  
**Play, Benedict, Play;** Stanley Kauffman.  
**Poet of the Air;** Stella Reynolds.  
**Processional;** John L. Greene.  
**Protection;** Victor McGovern and Jock MacGregor.

### R

**Rain on the Roof;** Ashmead Scott.  
**Rendezvous with Kit Carson, A;** Elaine Ryan.  
**Reno Flyer;** Vickey Corey.  
**Revolt of the Native;** Merritt P. Allen.  
**Road to Sipri, The;** Addison Smith.

### S

**Safe Deposits;** James J. Eaton and Norman Hillas.  
**Saint in the Making, A;** Richard McDonagh.  
**Samson Agonistes;** Norman Rosten.  
**Scratch a Press Agent;** Peter Cooper.  
**Seeing Is Deceiving;** Anthony Wayne.  
**Seeing Timmie Through;** Ben Lee.  
**Shape of Darkness, The;** Milton Geiger.  
**Sketch for a Larger Canvas;** Robert Meltzer and Oscar Brodney.  
**Small One, The;** no author given.  
**Small Town Editor;** Anthony Wayne.  
**Sole Survivors;** Arch Oboler.  
**Something About Love;** Burgess Meredith.  
**Son of the Navy;** Grover Jones and True Boardman.  
**Spectacular Spinkle, The;** Ranald MacDougall.  
**Star Dust;** Arnold Moss and Stella Reynolds.  
**Stars Fell on Uncle Eben;** Merritt P. Allen.  
**Stars Never Lie, The;** Robert L. Cooper.

**Story of Auguste Rodin, The (The Sculptor Comes to Life);** Samm S. Baker.  
**Story of Cotton, The;** Welbourn Kelley.  
**Story of the Preakness;** Richard McDonagh.  
**Stronger Man, The;** Richard Weil.  
**Study in Triangles;** True Boardman.  
**Surrealism;** Roland Bradley.

### T

**Tailored by Toni;** Connie Lee.  
**Thanks to Mr. Shakespeare;** John L. Greene.  
**Thanks to Thanksgiving;** Merritt P. Allen.  
**Thanksgiving;** Robert Newman.  
**That a Nation Might Live;** Richard McDonagh.  
**They Fly Thru the Air with the Greatest of Ease;** Norman Corwin.  
**This Is Radio;** Tom Langan.  
**This Is the Day;** Elaine Sterne Carrington.  
**Three Days March;** Laurence Stallings.  
**Three Men and a Message;** Carl Jonas.  
**Three Who Face Death;** Addison Simmons.  
**Timber Valley;** True Boardman.  
**Timely Accident, A;** Allen Wood.  
**Too Many Roses;** Felicia Lampert and Arthur Rothafel.  
**Truth, The;** Arch Oboler.  
**Twice Around the Clock;** Edward James.  
**Twilight Shore, The;** Milton Geiger.

### U

**Ugliest Man in the World, The;** Arch Oboler.

### V

**Valor Fulfilled;** Aubrey Wisberg.  
**Villain Still Pursued Her, The;** True Boardman.

### W

**Wall Street Wife;** Calvin Grinnell.  
**Welterweight Championship;** Jerry Devine.  
**Winged Victory, The;** David Redstone.  
**With All My Heart;** Jerry Devine.

### Y

**Yankee Art, The;** Merritt P. Allen.  
**Year of the Lord, 1938;** Jerry Devine.  
**Your Honor;** John Greene and Harry Kronman.

## FEDERAL THEATRE RADIO DIVISION ADAPTATIONS

### DRAMATIZATIONS OF BOOKS

**Clinton Street;** Chaver Paver (in Yiddish).  
**Drums;** James Boyd.  
**Epic of America;** James Truslow Adams.  
**Fight for Life, The;** Dr. Paul de Kruif.

**From the Earth to the Moon;** Jules Verne.  
**Hunger Fighters;** Dr. Paul de Kruif.  
**Italians of New York;** WPA Federal Writers' Project (in Italian).  
**King Arthur and His Knights of the Round Table.**

## F. T. R. D. ADAPTATIONS—Continued

**Men Against Death;** Dr. Paul de Kruif.  
**Microbe Hunters;** Dr. Paul de Kruif.  
**Mysterious Island;** Jules Verne.  
**Pickwick Papers;** Charles Dickens.  
**Why Keep Them Alive?;** Dr. Paul de Kruif.

### OPERETTAS

**Billee Taylor;** Edward Solomon.  
**Black Mantels;** Bucalossi.  
**Bohemian Girl, The;** Michael Balfe.  
**Chimes of Normandy;** Robert Planquette.  
**Cox and Box;** F. C. Burnand and Sir Arthur Sullivan.  
**Fille de Mme. Angot, La;** Charles Lecocq.  
**Geisha, The;** Sidney Jones.  
**Gondoliers, The;** Gilbert and Sullivan.  
**Grand Duchess, The;** Jacques Offenbach.  
**H.M.S. Pinafore;** Gilbert and Sullivan.  
**Iolanthe;** Gilbert and Sullivan.  
**Janice;** Karl Schulz.  
**Maritana;** W. Vincent Wallace.  
**Mascot, The;** Edmond Audran.  
**Mikado, The;** Gilbert and Sullivan.  
**Nell Gwynne;** Robert Planquette.  
**Patience;** Gilbert and Sullivan.  
**Pirates of Penzance;** Gilbert and Sullivan.  
**Princess Ida;** Gilbert and Sullivan.  
**Ruddigore;** Gilbert and Sullivan.  
**Sorcerer, The;** Gilbert and Sullivan.  
**Trial by Jury;** Gilbert and Sullivan.  
**Witch, The;** Abraham Goldfaden (in Yiddish).  
**Yeomen of the Guard;** Gilbert and Sullivan.

### PLAYS

**Altars of Steel;** Thomas Hall Rogers.  
**American Holiday;** Edwin L. and Albert Barker.  
**Awake and Sing;** Clifford Odets (adapted in Yiddish by Chaver Paver).  
**Battle Hymn;** Michael Blankford and Michael Gold.  
**Created Equal;** John Hunter Booth.  
**Duchess of Malfi, The;** John Webster.  
**Eastward Ho!;** George Chapman, with Ben Johnson et al.  
**Everyman in His Humor;** Ben Johnson.  
**Help Yourself;** Paul Vulpus.  
**If Ye Break Faith;** Maria M. Cox.  
**Jefferson Davis;** John McGee.  
**Lonely Man, The;** Howard Koch.  
**Malcontent, The;** John Marston.  
**Mississippi Rainbow;** Charles Brownell (scenes from play).  
**Murder in the Cathedral;** T. S. Eliot.  
**New Way to Pay Old Debts, A;** Philip Massinger.  
**Old Wives Tale, The;** George Peele.  
**On the Rocks;** George Bernard Shaw (scenes from play).  
**One Third of a Nation;** Arthur Arent (also scenes from play).  
**Philaster;** Beaumont and Fletcher.  
**Power;** Arthur Arent.

**Shoemakers' Holiday, The;** Thomas Dekker.  
**Silent Woman, The;** Ben Johnson.  
**Sun and I, The;** Barrie and Leona Stavis.  
**Sun Rises in the West, The;** Federal Theatre Southwestern Unit.  
**Tamburlaine the Great;** Christopher Marlowe.  
**Tragic History of Doctor Faustus;** Christopher Marlowe.  
**Unconquered, The;** Carl Glick.  
**Volpone;** Ben Johnson.  
**Woman Killed with Kindness, A;** Thomas Heywood.

### STORIES

**Accident, An;** Manuel Komroff.  
**Actor's Blood;** Ben Hecht.  
**Aladdin and the Wonderful Lamp;** (fairy tale) Arabian Nights.  
**Brother Orchid;** Richard Connell.  
**Christ in Concrete;** Pietro di Donato.\*  
**Death in Shanghai;** Lionel Wiggam.  
**Devil's Mother-in-Law, The;** (fairy tale).  
**Duel by Candlelight;** Andreas Latzko.  
**Emelyan, The Fool;** (fairy tale).  
**Family in the Wind;** F. Scott Fitzgerald.  
**Fate of a Hero, The;** James T. Farrell.  
**Fisherman and His Soul, The;** (fairy tale) Oscar Wilde.  
**Five Men Came Home;** Margaret Lee Runbeck.  
**Frost Giants, The;** (fairy tale).  
**Give Us This Day;** Margaret Lee Runbeck.  
**Going My Way?;** George Harmon Cox.  
**Good Place to Eat, A;** Maurice Samuel.  
**Greatest Man in the World, The;** James Thurber.  
**How the River God's Wedding Was Broken Off;** (fairy tale).  
**I'll Send You a Snapshot;** Laura Z. Hobson.  
**Jack and the Beanstalk;** (fairy tale).  
**Jonah, The;** Jacland Marmur.  
**Late . . . 299;** John Galsworthy.  
**Law Beaters, The;** Richard Connell.  
**Let Freedom Ring;** Robert Carson.  
**Man Who Did Not Wish to Die, The;** (fairy tale).  
**Man Who Won the War, The;** Robert Buckner.  
**Mr. Geiger;** Jean Fesler Williams.  
**Mr. Mergenthwyrker's Lobbies;** Nelson S. Bond.  
**Necklace, The;** Guy de Maupassant.  
**One Head Well Done;** John B. Swain.  
**Pied Piper, The;** (fairy tale).  
**Pinocchio;** (fairy tale).  
**Rip Van Winkle;** (fairy tale) Washington Irving.  
**Sad Shepherd, The;** Henry Van Dyke.  
**Sleeping Beauty, The;** (fairy tale) Charles Perrault.

\* To be published as a book by Bobbs-Merrill Co.



## F. T. R. D. ADAPTATIONS—Continued

**Spring Maiden, The;** (fairy tale).  
**Surprise for the Boys;** Herbert Lewis.  
**Thousand Dollar Bill, The;** Manuel Komroff.  
**Three Sisters, The;** (fairy tale).  
**Twenty-Fourth Hour, The;** Jerome Beatty.  
**What Price Story?;** Max Brand.  
**Written in Water;** Barnham Carter.  
**You Do Solemnly Swear;** Sterling Brandt.  
**Zodimirsky's Duel;** Alexander Dumas.

### EXPERIMENTS IN SYMPHONIC DRAMA

*(Original drama written to music)*

**Age of Steel, The;** Prokofiev.  
**L'Après Midi D'un Faune;** Debussy.  
**Concerto No. 2 in C Minor;** Rachmaninoff.  
**Enigma Variations;** Elgar.  
**Grand Canyon Suite;** Ferde Grofe.  
**Hary Janos;** Zoltan Kodaly.  
**Nutracker Suite, The;** Tschaiakowsky.  
**Les Preludes;** Liszt.

**Symphony No. 1 in C Major (Fantastic);** Berlioz.  
**Symphony No. 3 (Eroica);** Beethoven.  
**Symphony No. 4;** Brahms.  
**Symphony No. 5;** Tschaiakowsky.  
**Symphony No. 6 (Pathétique);** Tschaiakowsky.

### SYMPHONIC DRAMAS

**All for Love;** John Dryden.  
**L'Arlesienne;** Alphonse Daudet.  
**Camille;** Alexander Dumas ( *fils*).  
**Doll's House, A;** Henrik Ibsen.  
**Everyman;** Peter Dorlandus.  
**King Henry VIII;** William Shakespeare.  
**King Oedipus;** Sophocles.  
**Lady from the Sea;** Henrik Ibsen.  
**Mistress of the Inn, The;** Carlo Goldoni.  
**Peer Gynt;** Henrik Ibsen.  
**Rosmersholm;** Henrik Ibsen.  
**Salome;** Oscar Wilde.  
**Scheherazade;** from "The Arabian Nights."

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*Note: The Federal Theatre Radio Division is a project of the Works Progress Administration under the Federal Theatre Project. During the past three years the FTRD has prepared and broadcast a large number of adaptations, plus material specifically written for radio. Adaptations listed below cover the interval between May 1, 1938, and May 1, 1939.*

*Headquarters of the FTRD are at 1697 Broadway, New York City (phone COLUMbus 5-5364). Evan Roberts is managing director.*

*Educational bodies and similar groups may obtain FTRD materials on a loan without payment of any kind. For recordings of FTRD productions, Evan Roberts should be consulted. For scripts, queries should be directed to Samuel Gold, manager of the script service. For general information, contact Ivan Black, manager of the department of information. (Note: The FTRD issues catalogues of its works, including plays, etc., still in copyright and thus bearing a royalty).*

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## RESEARCH ORGANIZATIONS

*(These firms gather data on advertising media)*

**AMERICAN MARKETING ASSOCIATION,** 485 Madison Ave., New York, N. Y. (Wickersham 2-2000). **Executives:** Nathanael H. Engle, U. S. Department of Commerce, Wash., D. C., president; Donald R. G. Cowan, Swift & Co., Chicago, and Theodore N. Beckman, Ohio State University, Columbus, vice-presidents; John J. Karol, CBS, New York, treasurer; Albert Haring, Lehigh University, Bethlehem, Pa., secretary.

**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:** 309-53 State St., Boston, Mass.

**BOOZ-FRY-ALLEN & HAMILTON,** 135 S. LaSalle St., Chicago, Ill. (State 8344). **Branch office:** 285 Madison Ave., New

## RESEARCH ORGANIZATIONS—Continued

- York (Caledonia 5-1223); Mark Cresap, manager.
- WALTER P. BURN & ASSOCIATES**, 7 West 44th St., New York, N. Y. (Murray Hill 2-7462). **Executives:** Walter P. Burn, president; William Noble, vice-president; William G. Davis, research director; Edgar Felix, technical director; Allen Howard, art director; Charles Finsilver, E. Hoffman, H. Schwabik.
- CANADIAN FACTS, REGISTERED**, 100 Adelaide St., West, Toronto, Ont., Canada (Adelaide 2067). **Executives:** N. P. Colwell, general manager; Ethel Fulford, director of personnel; J. Myles Leckle, chief statistician. **Supervising branches:** Halifax, Charlottetown, St. John, Moncton, Fredericton, Quebec, Montreal, Ottawa, Kingston, Hamilton, London, Windsor, Sudbury, Winnipeg, Regina, Saskatoon, Calgary, Lethbridge, Edmonton, Trail, Kamloops, Vancouver, Victoria. **Sub-branches:** Located in 76 cities.
- PAUL T. CHERINGTON**, 9 Rockefeller Plaza, New York, N. Y. (Circle 6-0926).
- COOPERATIVE ANALYSIS OF BROADCASTING**, 330 West 42nd St., New York, N. Y. (Medalion 3-3898). **Governing Committee:** Dr. D. P. Smelser, Procter & Gamble Co., chairman; Dr. George Gallup, Young & Rubicam, Inc., treasurer; A. W. Lehman, manager and secretary; C. H. Lang, General Electric Co.; A. Wells Wilbor, General Mills, Inc.; L. D. H. Weld, McCann-Erickson, Inc.
- CROSSLEY, INC.**, Princeton, N. J. President and treasurer; Archibald M. Crossley. **Branch office:** 330 West 42nd St., New York City (Bryant 9-5462).
- FACTS, INC.**, 420 Lexington Ave., New York, N. Y. (Mohawk 4-2669).
- ROY S. FROTHINGHAM**, 111 Sutter St., San Francisco, Calif. (Douglas 6446). **Branch offices:** None, as such; representatives in leading cities of 11 western states.
- C. E. HOOPER, INC.**, 51 East 42nd St., New York, N. Y. (Vanderbilt 6-4630). **Executives:** C. E. Hooper, president; E. A. Tomsett, vice-president; H. G. Boyd, radio service manager; Edythe F. Bull, field staff director.
- HOOPER-HOLMES BUREAU, INC., THE**, 102 Maiden Lane, New York, N. Y. (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.
- IRWIN & IRWIN**, 1627 Locust St., St. Louis Mo. (Republic 3179). **Executive in charge:** M. C. Irwin, manager.
- JOINT COMMITTEE ON RADIO RESEARCH**, 1750 Graybar Bldg., 420 Lexington Ave., New York, N. Y. (Mohawk 4-7982). **Executives:** John Benson, chairman; E. DeWitt Hill, treasurer; L. D. H. Weld, chairman of technical committee.
- HELEN KING**, 17 East 48th St., New York, N. Y. (Wickersham 2-1127-8).
- WALTER MANN & STAFF**, 350 Madison Ave., New York, N. Y. (Murray Hill 2-3479). **Executives:** Walter Whittelsey Mann, president; Homer J. Bueckelmuller and Frank Persky, account executives; Theodora Van Doorn, chief, editorial department.
- MARKET DATA SERVICE, INC.** (Division of Walter P. Burn & Associates) 7 West 44th St., New York, N. Y. (Murray Hill 2-7462). **Executives:** W. G. Davis, president; W. Noble, vice-president; Walter P. Burn, secretary-treasurer.
- MARKET RESEARCH CORPORATION OF AMERICA**, 444 Madison Ave., New York, N. Y. (Plaza 3-8920). **Executives:** Percival White, president; Pauline Arnold, vice-president.
- MARKET RESEARCH OF CLEVELAND, INC.**, 435 Schofield Bldg., Cleveland, O. (Cherry 4710). **Executives:** Albert E. Strass, president; Norman A. Ryan, vice-president; Ethel R. Petre, secretary, treasurer. **Branch office:** Bennie Lee Easterling, 2108 Cleneay, Cincinnati (Jefferson 2716).
- 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.
- NATIONAL RADIO AUDITORS**, 350 Madison Ave., New York, N. Y. (Murray Hill 2-3479). **Executives:** William H. Appleby, managing director; Claire

## RESEARCH ORGANIZATIONS—Continued

- Cummings, executive secretary. **Branch office:** Convention Hall, Atlantic City, N. J. (Atlantic City 4-6538); William H. Appleby, in charge.
- A. C. NIELSEN CO.**, 2101 Howard St., Chicago, Ill. (Hollycourt 6100). **Executives:** Arthur C. Nielsen, president; James O. Peckham, Frederick K. Leisch, Hugh L. Rusch, vice-presidents. **Branch offices:** 500 Fifth Ave., New York (Pennsylvania 6-7126); London, England.
- R. L. POLK & CO.** (Market Research Division), 431 Howard St., Detroit, Mich. (Cadillac 9470). **Manager:** H. H. Geddes. **Branch offices:** 354 Fourth Ave., New York; 401 N. Broad St., Philadelphia; 113 St. Claire, N. E., Cleveland; 367 W. Adams, Chicago; 411 N. 10th St., St. Louis.
- PSYCHOLOGICAL CORP.**, 522 Fifth Ave., New York, N. Y. (Murray Hill 2-2145). **Executives:** Paul S. Achilles, managing director; Henry C. Link, secretary-treasurer, head of market research division.
- PUBLISHERS' INFORMATION BUREAU, INC., NATIONAL ADVERTISING RECORDS**, 799 Broadway, New York, N. Y. (Stuyvesant 9-7334). **Executives:** Anne R. Edgerly, president; Mrs. S. E. Barnes, vice-president; Mrs. Mae B. 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.
- ROSS FEDERAL RESEARCH CORP.**, 18 East 48th St., New York, N. Y. (Plaza 3-6500). **Executives:** H. A. Ross, president, treasurer; D. A. Ross, general manager, vice-president; C. B. Ross, director of research, vice-president; R. E. Ross, vice-president in charge of theatre operations; F. X. Miske, secretary; Donovan Hall, director of advertising and sales promotion; W. I. Brown, Walter O. Anderson, Harold Lund, J. A. Kraker and Ruel G. Williams, executive district managers. **Branch offices:** In all principal cities.
- ELSIE M. RUSHMORE**, 551 Fifth Ave., New York, N. Y. (Murray Hill 2-3053). **Executives:** Elsie M. Rushmore, Mrs. William Meigs, Jr.
- DANIEL STARCH**, 420 Lexington Ave., New York, N. Y. (Mohawk 4-6624).

## RADIO NEWS SERVICES

*Press associations and other sources supplying news for radio broadcast are listed herewith with full particulars.*

- ASSOCIATED PRESS**, 50 Rockefeller Plaza, New York, N. Y. **Phone:** Circle 6-4111. **Executive assistant:** O. S. Gramling. **Branch offices:** Bureaus throughout the U. S. and all foreign nations. **Services:** Non-profit organization for the gathering and distribution of news and pictures for member newspapers. Under membership regulations, member papers may now make arrangements with advertisers for sponsored broadcast of AP news.
- CHRISTIAN SCIENCE MONITOR**, 1 Norway St., Boston, Mass. **Phone:** Commonwealth 4330. **Executives:** Volney D. Hurd, director of broadcasting. **Services:** The Monitor Views the News, supplied to U. S. and foreign radio stations, free of charge.
- INTERNATIONAL NEWS SERVICE**, 235 East 45th St., New York, N. Y. **Phone:** Murray Hill 2-0131. **Executives:** Joseph V. Connolly, president; Barry Faris, editor-in-chief. **Branch offices:** Bureau and staff correspondents are maintained in all principal cities of the U. S. and foreign countries. **Services:** In addition to complete day and night wire service to clients, the following daily supplementary printed news copy is delivered by mail: Fast Mail; Sports Service.
- PRESS-RADIO BUREAU, INC.**, 551 Fifth Ave., New York, N. Y. **Phone:** Murray Hill 2-5670. **Executives:** James W. Barrett, president and editor. **Services:** News reviews, commentaries, and features furnished stations.
- TRANSRADIO PRESS SERVICE, INC.**, 342 Madison Ave., New York, N. Y. **Phone:** Murray Hill 2-4053; 4054. **Executives:** Herbert Moore, president; W. G. Quisenberry, vice-president; Dixon

## NEWS SERVICES—Continued

Stewart, vice-president; Alma Shesnut, 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, Cincinnati, Columbus, Dallas, Des Moines, Hartford, Kansas City, Montgomery, Ala., Montreal, Philadelphia, Phoenix, Olympia, Toronto, 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. **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.

## TRANSCRIPTION PRODUCERS

*(Firms marked with an asterisk are MPPA licensees)*

**\*A & W SOUND SERVICE,** 138 West 4th Ave., Columbus, O. **Phone:** University 7508. **Manager:** J. E. Anderson. **Type of services offered:** Recordings, air checks. **Library service:** None. (At press time, no further information was available).

**AEROGRAM CORP.,** 1611 Cosmo Street, Hollywood, Calif. **Phone:** Hillside 7211. **Executives:** George H. Bird, president; Herman Brugger, vice-president; G. Curtis Bird, secretary-treasurer, sales director. **Representatives:** Charles J. Basch, Jr., 171 Madison Ave, New York City, MU 4-4717; F. R. Jones, 228 N. LaSalle St., Chicago, State 5096; Alonzo Hawley, Bulkley Bldg., Cleveland, Prospect 2922. **Type of transcriptions manufactured:** Lateral cut; all types of wax and instantaneous recordings. **Library service:** Dramatized 30 second library announcements for specialized industries.

**AMERICAN ROYAL PRODUCTIONS,** 1622 Harrison St., Oakland, Calif. **Phone:** Higate 3738. **Executives:** M. Scott Weakley, general manager; L. J. O'Rourke, assistant manager; Fred Howard, continuity; David Bain, sales. **Type of transcriptions manufactured:** All types of transcriptions, personal recordings, air checks, tailor-made shows. **Library service:** None.

**ASSOCIATED BROADCASTING CO., LTD.,** Hermant Bldg., Toronto, Ont., Canada. **Phone:** Elgin 3345. **Executives:**

E. A. Byworth, president; J. C. Tobin, transcription 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. **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. (Recording Studios, 151 W. 46th St., New York; Ben Selvin, general manager). **Executives:** M. E. Tompkins, president; Griffith B. Thompson, sales manager. **Type of transcriptions manufactured:** Any type, both vertical and lateral cut; licensed by ERPI to manufacture Western Electric wide-range recordings. **Library service:** Two separate services maintained—(1) Associated Recorded Program Service, containing 2,500 basic selections with 2 hours of continuous playing time a month; all selections vertical cut. (2) Syndicated dramatic serials for local station sponsorship, both vertical and lateral cut.

**AUDIO-SCRIPTIONS, INC.,** 1619 Broadway, New York, N. Y. **Phone:** Circle 7-7690. **Manager:** Ezekiel Rabinowitz. **Type of transcriptions manufactured:** Studio recordings; "Clipping Bureau of the Air." **Library service:** Library of 100,000 voices through clipping bureau of the air, with daily additions.

# WOODS RECORDING STUDIOS

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We specialize in  
TRANSCRIPTION RECORDINGS



SPOT ANNOUNCEMENTS



RECORDING TRAILERS FOR  
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TELEVISION EXPERIMENTS



WOODS RECORDING STUDIOS

Henry A. Kaufman, President  
9th Floor Woods Bldg., Chicago  
DEArborn 3646

## TRANSCRIPTION PRODUCERS—Continued

**BALDWIN RECORDING STUDIOS, INC.**, 17 West 46th St., New York N. Y. Phone: Bryant 9-8592. **Executives:** C. Paul Baldwin, president; Paul P. Wrigley, vice-president, treasurer. **Type of transcriptions manufactured:** All type lateral cut recordings, specialize in foreign language programs. **Library service:** None.

\***WALTER BIDDICK CO.** (Radio Programs Division), Chamber of Commerce Bldg., Los Angeles, Calif. Phone: Richmond 6184. **Manager:** T. N. Turner. **Library Service:** None. (At press time no further information was available.)

\***E. V. BRINCKERHOFF & CO., INC.**, 29 West 57th St., New York, N. Y. Phone: Plaza 3-3015. **Executives:** E. V. Brinckerhoff, president. **Type of transcriptions manufactured:** All types of transcriptions, in own studios for regulation reproducing tables, or by remote control through permanent wires; also synchronized slide-films, etc. (Also see Time Abroad, with which this company is affiliated.) **Library service:** None.

**BROADCASTERS MUTUAL TRANSCRIPTION SERVICE, INC.**, 818 S. Kingshighway Blvd., St. Louis, Mo. Phone: Franklin 2060. **Executives:** J. F. Eschen, president; J. M. Althouse, vice-president, general manager; Charles E. Harrison, secretary-treasurer, commercial manager. **Representatives:** Walter Biddick Co., Radio Programs Division, Los Angeles, San Francisco and Seattle; Charles Michelson, 545 Fifth Ave., New York. **Type of transcriptions manufactured:** Lateral cut, 33 1/3 and 78 R.P.M. **Library service:** None.

**CHAMPION RECORDING CORP.**, 17 West 60th St., New York, N. Y. Phone: Columbus 5-4445-6. **Executives:** Joy J. Pierri, president; Joseph L. Victoris, vice-president. **Type of transcriptions manufactured:** Off-the-air checks, studio recordings. **Library service:** None.

\***COLUMBIA RECORDING CORP.** (formerly American Record Corp.) a subsidiary of Columbia Broadcasting System, 1473 Barnum Ave., Bridgeport, Conn. **Executive:** Edward Wallerstein, president. **Type of transcriptions manufactured:** Lateral cut, for regulation reproducing table; pressings for independent recorders. **Library service:** None.

**DAVIS & SCHWEGLER, INC.**, 1009 W. Seventh St., Los Angeles, Calif. Phone: Trinity 2006. **Recording & Processing Plant:** Occidental & Council Sts., Los Angeles. **Executives:** Paul Schwegler,

president; Herbert H. Aronson, executive vice-president; Kenneth C. Davis, secretary-treasurer; Henry Hartman vice-president in charge of production; Carl Haverlin, radio exploitation; Richard Coburn, chief of staff. **Branch office:** Robert F. Warner & Associates, 11 West 42nd St., New York City. **Type of transcriptions manufactured:** Lateral cut, 33 1/3 R.P.M. **Library service:** Furnish 64 new selections each month in following classifications: dance (swing, fox trots, waltzes); salon (semi-classical, ballads); trios and quartettes; tangoes and rumbas; novelty (miscellaneous); Westerns, Hawaiian.

\***DECCA RECORDS, INC.**, 50 West 57th Street, New York, N. Y. Phone: Columbus 5-5662. **Executives:** C. D. MacKinnon, manager of transcriptions 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.

**DOMINION BROADCASTING CO.**, 4 Albert St., Toronto, Ont., Canada. Phone: Adelaide 3383. **Manager:** H. B. Williams. **Branch office:** Affiliated with Inland Broadcasting Service, 171 McDermot Ave., Winnipeg, Manitoba. **Type of transcriptions manufactured:** Lateral cut, 33 1/3 and 78 R.P.M. **Library service:** None, as such, but the firm is Canadian representative for Bosworth Library, London, England.

**ECCLES DISC RECORDINGS**, 6233 Hollywood Blvd., Hollywood, Calif. Phone: Hillside 5257. **Manager:** C. R. Alford. **Type of transcriptions manufactured:** Lateral cut, 33 1/3 and 78 R.P.M. **Library service:** None.

**ELECTRO-VOX RECORDING STUDIOS**, 5546 Melrose Ave., Hollywood, Calif. Phone: Gladstone 2189. **Owner, general manager:** Bert B. Gottschalk. **Type of transcriptions manufactured:** Instantaneous acetate and processed type with either flexible or shellac pressings in sizes of 10, 12 and 16 inches; lateral cut at 33 1/3 and 78 R.P.M. **Library service:** None.

\***FEDERAL TRANSCRIBED PROGRAMS, INC.**, 101 Park Ave., New York, N. Y. Phone: Caledonia 5-7530-31. **President, general manager:** A. R. Steinberg. **Type of transcriptions manufactured:** All types, lateral cut at 33 1/3 and 78 R.P.M.; foreign language programs, off-the-air

## TRANSCRIPTION PRODUCERS—Continued

recordings, studio auditions and recordings. **Library service:** None.

**GENERAL BROADCASTING SYSTEM, INC.,** 500 Buhl Bldg., Detroit, Mich. **Phone:** Cherry 0400. **Executives:** Donald C. Jones, president, treasurer; Raymond C. Leonard, vice-president, sales manager; Richard Borden, production manager. **Branch office:** Bulkley Bldg., Cleveland (Prospect 4735); Bob Haviland, manager. **Type of transcriptions manufactured:** Both lateral and vertical cut recordings at 33 1/3 and 78 R.P.M.; also slide-films, etc. **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 33 1/3 or 78 R.P.M.; Gennett Sound Effects and transcriptions for chapels and skating rinks are recorded on 10-inch records at 78 R.P.M. **Library service:** None. (Note: Starr Piano Co. of California, owned by the same interests, but operating as a separate corporation, also manufactures same type transcriptions.)

\***JEAN V. GROMBACH, INC.,** 113 West 57th St., New York, N. Y. **Phone:** Circle 6-6540. **Executives:** Capt. Jean V. Grombach, president; M. Kearney, 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 R.P.M.; both studio recording and remote control from permanent lines. **Library service:** None. (Grombach Productions, Inc., program producers (q.v.) has the same officers and directors as this organization, but is a separate company inasmuch as there is no interchange of stock.)

**H. S. G. ADVERTISING AGENCY, INC.** 420 Madison Ave., New York, N. Y. **Phone:** Wickersham 2-3338-39. **Executives:** Harry S. Goodman, president-treasurer; Harold Krelstein, vice-president; H. Knuth, secretary. **Type of transcriptions manufactured:** Recordings at 33 1/3 R.P.M. **Library service:** Recordings for sponsors: jewelers, opticians, furniture dealers, beauty parlors, etc.

**HOLLYWOOD RECORDING CO.,** 1731 N. Highland Ave., Hollywood, Calif. **Phones:** Hillside 3097; Gladstone 2191. **Execu-**

**tives:** John Hirsch, president, recorder; Jack Preston, associate recorder. **Type of transcriptions manufactured:** Lateral cut, 33 1/3 and 78 R.P.M.. **Library service:** None.

\***KASPER-GORDON STUDIOS, INC.,** 140 Boylston St., Boston, Mass. **Phone:** Devonshire 7357-58. **Executives:** Edwin H. Kasper, president, production manager; Aaron S. Bloom, secretary-treasurer, director commercial department; Edmund N. Buzzell, manager recording division; Robert W. Graham, assistant production manager; Ralph R. Giffen and George Fisher, sales; M. McQuillan, program sales. **Branch office:** 9 Rockefeller Plaza, New York (Circle 7-4560); William B. Gellatly, director. **Type of transcriptions manufactured:** Lateral cut; dramatic syndicated productions and tailor-made. **Library service:** None.

**KENNEDY KUT RECORDING CO.,** 221 Chronicle Bldg., San Francisco, Calif. **Phones:** Sutter 1235; Bayview 0852. **Executives:** David W. Kennedy, manager; John Wolfe, sales manager; Caryl Coleman, program manager; Marianne Sinclair, secretary-treasurer. **Type of transcriptions manufactured:** Processed master, or instantaneous, lateral cut at 33 1/3 and 78 R.P.M.; custom built recordings; portable recording service for delayed broadcast. **Library service:** None.

\***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.

**MAK-A-RECORD TRANSCRIPTION CO.,** 640 Riverside Drive, New York, N. Y. **Phone:** Edgecombe 4-7267. **Executives:** Owen M. Seelig, president, owner; Dorothy E. Cimarosa, secretary; Alfred E. Seelig, treasurer. **Branch office:** Chamber of Commerce Bldg., Pittsburgh, Pa. (Court 2991); Glenn M. Comstock, in charge of sales. **Type of transcriptions manufactured:** Vertical cut recordings at 33 1/3 and 78 R.P.M.; sound effects. **Library service:** None.



## TRANSCRIPTION PRODUCERS—Continued

- R. U. McINTOSH & ASSOCIATES, INC.**, 10558 Camarillo St., North Hollywood, Calif. **Phone:** Stanley 71035. **Executives:** R. U. McIntosh, president; M. McIntosh, vice-president; Agnetta Petersen, secretary. **Type of transcriptions manufactured:** Lateral cut, 33 1/3 R.P.M. **Library service:** Limited library service to small stations only.
- \*MERTENS & PRICE, INC.**, 3923 W. Sixth St., Los Angeles, Calif. **Phone:** Drexel 1118. **Executives:** Fred C. Mertens, president, in charge of sales; George Logan Price, secretary-treasurer, in charge of production and promotion. **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); 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; Leisure House, 156 quarter-hour programs for electrical industry; Wade Lane's Home Folks, 52 quarter-hour programs; Leisure Kitchen, 40 quarter-hour programs; Have You Heard?, 5-minute spots; The Fullness of Jimes, half-hour religious drama series.
- CHARLES MICHELSON**, 545 Fifth Ave., New York, N. Y. **Phone:** Murray Hill 2-3376. **President:** Charles Michelson. **Branch office:** Michelson & Sternberg, Inc., 116 Broad St., New York (Bowling Green 9-8925); A. Michelson, manager. **Type of transcriptions manufactured:** None: Functions as distributors for Pacific Coast transcription firms; all recordings supplied on lateral cut 33 1/3 and 78 R.P.M. **Library service:** 50 various series of dramatic, educational and musical programs; also exclusive distributors of Speedy-Q library, comprising over 1,000 sound effects.
- \*MID-WEST RECORDINGS, INC.**, 4835 Minnetonka Blvd., St. Louis Park, Minn. **Phone:** Walnut 9131. **Executives:** Harold D. Field, president; D. E. Field, treasurer; Kermit L. Sueker, general manager. **Type of transcriptions manufactured:** Lateral cut at 33 1/3 or 78 R.P.M. for regulation reproducing table. **Library service:** None.
- GEORGE MILLER PRODUCTIONS, INC.**, Birmingham, Mich. **Executive:** George Miller, president. **Type of transcriptions manufactured:** Lateral cut recordings at 33 1/3 R.P.M. **Library service:** None.
- MUSICRAFT RECORDS, INC.**, 10 West 47th St., New York, N. Y. **Phone:** Bryant 9-8565. **Executives:** Milton L. Rein, president; Henry Cohen, treasurer; Duane M. Davis, manager of transcription department. **Type of transcriptions manufactured:** Lateral cut, 33 1/3 and 78 R.P.M. **Library service:** One-minute spot recordings.
- \*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 office:** Merchandise Mart, Chicago; Maurice Wetzel, manager. **Type of transcriptions 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, 22 hours of continuity a week, plus sales promotion material.
- NATIONAL RADIO ADVERTISING AGENCY**, 301 Hollywood Center Bldg., Hollywood, Calif. **Phone:** Hempstead 1551. **President, general manager:** D. D. Crawford. **Type of transcriptions manufactured:** Lateral cut, 33 1/3 R.P.M. **Library service:** None.
- NATIONAL TRANSCRIPTION AND RECORDING STUDIO**, 1040 Geary St., San Francisco, Calif. **Phone:** Ordway 3671. **Executives:** Max Graf, manager; Charles H. Hill, auditor. **Type of transcriptions manufactured:** All types of lateral cut recordings at 33 1/3 and 78 R.P.M.; sound truck maintained with portable recording equipment and public address system. **Library service:** None.
- \*RCA MANUFACTURING COMPANY, INC.**, Camden, N. J. **Executives:** Frank B. Walker, manager of activities throughout the country. **Branch offices:** 155 E. 24th St., New York; George L. Keane, manager. 445 Lake Shore Drive, Chicago; Edwin G. Foreman, Jr., manager. 1016 North Sycamore Ave., 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.

## TRANSCRIPTION PRODUCERS—Continued

**RADIO ATTRACTIONS, INC.**, 1270 Sixth Ave., New York, N. Y. **Phone:** Circle 7-4483. **President:** Herbert R. Ebenstein. **Type of transcriptions manufactured:** Lateral cut, 33 1/3 R.P.M.; producers and distributors of The Shadow of Fu Manchu. **Library service:** None.

**RADIO CENTRE LIMITED**, 100 Adelaide St. W., Toronto, Ont., Canada. **Phones:** Waverley 2036-2846. **Executives:** George A. Wright, manager; Ralph Snelgrove, recording engineer; Austin Keogh, sales manager; David Fenn, transcription supervisor. **Branch office:** 127 Seventh Ave., E., Calgary, Alberta (Main 5204); M. H. Pitcher, manager. **Type of transcriptions manufactured:** Lateral cut, 33 1/3 and 78 R.P.M.; syndicated and custom transcriptions; air checks, etc. **Library service:** None, as such, but are Canadian representatives for library service of Davis & Schwegler (q.v.).

\***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 RECORDING STUDIO**, 1619 Broadway, New York, N. Y. **Phone:** Columbus 5-9037. **Manager:** A. Moran. **Type of transcriptions manufactured:** Off the air recordings, studio recordings, electrical transcriptions. **Library service:** None.

\***RADIO TRANSCRIPTION CO. OF AMERICA, LTD.**, Hollywood Blvd. at Cosmo, Hollywood, Calif. **Phone:** Hollywood 3545. **Executives:** Andrew J. Schrade, president, general manager; Lindsay MacHarrie, production manager; Clyde L. Wood, station relations manager; Esther L. Donnan, office manager; Stuart MacHarrie, Jos. G. Corey, W. H. Schaeffer, field managers. **Type of transcriptions manufactured:** Quarter-hour programs. **Library service:** None.

**REC-ART STUDIOS**, Radio Center Bldg., 1120 S. Main St., Los Angeles, Calif. **Phone:** PR 9232. **Executives:** Al Nazareth, general manager; A. Nazareth, recording manager; A. Norman, musical director; Helen Thayer, radio production. **Type of transcriptions manufactured:** Lateral cut recordings at 33 1/3 and 78 R.P.M. **Library service:** None.

\***RECORDINGS, INC.**, 5505 Melrose Ave.,

Hollywood, Calif. **Phone:** Hillside 6138. **Executive:** Elmer Avery, president and vice-president. **Type of transcriptions manufactured:** Any type. **Library service:** None.

**ROTH & BERDUN**, 4464 Cass Ave., Detroit, Mich. **Phone:** Temple 1-2552. **Executives:** Charles Roth, Cecil Berdun. **Type of transcriptions manufactured:** Lateral cut recordings, 33 1/3 and 78 R.P.M. **Library service:** None.

**SHRYOCK RADIO CO.**, Penn A. C. Bldg., Rittenhouse Square, Philadelphia, Pa. **Phones:** Pennypacker 4404-05, 3300; Race 1308. **Executives:** J. Richard Shryock, proprietor; Nace Hopple, manager; Lawrence Oebbecke, recording engineer. **Type of transcriptions manufactured:** Any size lateral cut transcriptions; off the air recordings. **Library service:** None.

**EDWARD SLOMAN PRODUCTIONS, INC.**, 8782 Sunset Blvd., Hollywood, Calif. **Phone:** Crestview 12242. **Executives:** Edward Sloman, president; Sam Kerner, vice-president, general manager; Leslie Sloman, secretary. **Representatives:** Telecast Corp. of America, Hollywood; Kasper-Gordon, Inc., Boston. **Type of transcriptions manufactured:** Lateral cut for regulation reproducing table; custom-built dramatic, musical and variety shows. **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 R.P.M., sound effects at 78 R.P.M. **Library service:** Standard Program Library Service for domestic and foreign stations.

**TECHNISONIC RECORDING LABORATORIES**, 818 S. Kingshighway Blvd., St. Louis, Mo. **Phone:** Franklin 2060. **Co-owners:** James M. Althouse, Charles E. Harrison. **Type of transcriptions manufactured:** Lateral cut, 33 1/3 and 78 R.P.M.; syndicate slide-film records; air checks. **Library service:** None.

**TIME ABROAD, INC.**, 29 West 57th St., New York, N. Y. **Phones:** Plaza 3-3015-6-7. **Cable address:** Timab. **Executives:** John Donohue, in charge of sales; E. P. Kampf, in charge of engineering. **Type of transcriptions manufactured:** Both

## TRANSCRIPTION PRODUCERS—Continued

lateral and vertical cut recordings, in own studios or by remote control through permanent lines; also slide-films, etc. **Library service:** None.

**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.**, 1 East 54th St., New York, N. Y. **Phone:** Plaza 5-9800. **Executives:** John L. Clark, president; E. J. Rosenberg, vice-president. **Branch offices:** 333 N. Michigan Ave., Chicago (State 0366); DeWitt C. Mower, 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:** Granite 9021. **Executive:** Archie Josephson, manager. **Type transcriptions manufactured:** Lateral cut recordings. **Library service:** None.

**UNITED BROADCASTING CO.**, 134 N. LaSalle St., Chicago, Ill. **Phone:** Andover 1685. **Executives:** William L. Klein, radio director; Egmont Sonderling, commercial manager. **Type of transcriptions manufactured:** Acetate recordings, 33 1/3 and 78 R.P.M. **Library service:** None; at press time, however, such a service was contemplated.

**UNIVERSAL RECORDING CO., INC.**, RKO Bldg., New York, N. Y. **Phone:** Circle 5-4895. **General manager:** Lester Troob. **Type of transcriptions manufactured:** Vertical and lateral cut, 33 1/3 and 78 R.P.M. **Library service:** None.

**WITTE RADIO PRODUCTIONS**, 740 S. Broadway, Los Angeles, Calif. **Phone:** Vandike 5436. **Owner:** I. O. Witte. **Type of transcriptions manufactured:** Lateral cut 33 1/3 R.P.M.; one, five and 15-minute comedy and drama. **Library service:** None.

**WOODS RECORDING STUDIOS**, 54 W. Randolph St., Chicago, Ill. **Phone:** Dearborn 3646. **Executives:** Henry A. Kaufman, president; J. D. Slutzky; Lee Stremlau, chief recorder. **Type of transcriptions manufactured:** Both lateral and vertical cut, at 33 1/3 and 78 R.P.M. **Library service:** None.

**\*WOR ELECTRICAL TRANSCRIPTION & RECORDING SERVICE**, 1440 Broadway, New York, N. Y. **Phone:** Pennsylvania 6-8383. **Executive:** Ray S. Lyon, manager. **Type of transcriptions manufactured:** Lateral cut at 33 1/3 and 78 R.P.M.; master records and low surface noise pressings. Also offer complete distribution service. **Library service:** None.

**\*WORLD BROADCASTING SYSTEM**, 711 Fifth Avenue, New York, N. Y. **Phone:** Wickersham 2-2100. **Executives:** P. L. Deutsch, president. **Branch offices:** 301 E. Erie St., Chicago; Read Wight, manager. Wardman Park Hotel, Washington, D. C.; H. A. La Fount, manager. 1000 North Seward St., Hollywood, Cal.; Pat Campbell, manager. 1050 Howard St., San Francisco; C. C. Langevin, manager. **Type of transcriptions manufactured:** Vertical and lateral cut at 33 1/3 R.P.M. **Library service:** World Program Service, with 2,500 musical selections recorded by the vertical method.

## TAPE TRANSMISSION

**MILLER BROADCASTING SYSTEM, INC.**, 113 West 57th St., New York, N. Y. **Phone:** Circle 6-0141. **Executives:** James A. Miller, president; C. M. Finney, vice-president, treasurer; E. B. McCutcheon, secretary; David D. Chrisman, commercial manager. **Type of services offered:** "Tape Transmission"—programs engraved on Millertape by the use of a sapphire stylus; this type of recording, like motion picture film, can be cut and edited. **Library service:** None.

# RADIO CORRESPONDENTS' ASSOCIATION

(Radio correspondents now admitted to the White House and Capitol press conferences; this list was compiled June 15, 1939, and is somewhat tentative)

**OFFICERS:** Fulton Lewis, Jr., president; Albert L. Warner, vice-president; William R. McAndrew, secretary; Fred Morrison, treasurer.

**COLUMBIA BROADCASTING SYSTEM:** Albert L. Warner; Ann Gillis; James Hurlbut; William Slocum; John Charles Daly.

**MONTANA NETWORK:** Ed Cooper.

**MUTUAL BROADCASTING SYSTEM:** Fulton Lewis, Jr.; Stephen McCormick; Frank Blair, Walter Compton.

**NATIONAL BROADCASTING CO.:** William R. McAndrew; Carleton Smith; Charles Barry; H. R. Baukhage; Tom Knode; Rex Lampman; Earl Godwin.

**RADION NEWS ASSN.:** John Reddy; Howard Lampman; Harvey Roessler.

**TRANSRADIO PRESS:** Macon Reed; Fred Harmon; Robert Moore; Theodore Noun; Fred Morrison; Gertrude Chestnut; Edwin A. Kampmann; Tom W. Davis.

**RADIO STATION WMAL:** W. E. Coyle.

**YANKEE NETWORK:** Francis Tully.

## BOOKS BY TYPES: 1934—1938

Basic material for this compilation was provided by *The Publishers' Weekly*. Plain figures indicate new books; figures enclosed in parentheses indicate new editions of old works.

	1938.		1937.		1936.		1935.		1934.	
Philosophy .....	89	(15)	128	(24)	107	(13)	154	(31)	186	(27)
Religion .....	790	(31)	767	(44)	684	(26)	536	(52)	579	(23)
Sociology, Economics	758	(80)	693	(60)	489	(46)	616	(75)	622	(52)
Law .....	114	(34)	128	(21)	108	(41)	65	(28)	51	(11)
Education .....	295	(18)	318	(16)	301	(31)	234	(32)	164	(15)
Philology .....	266	(29)	279	(18)	173	(49)	164	(33)	151	(38)
Science .....	423	(102)	382	(91)	371	(110)	331	(104)	314	(70)
Technical Books....	319	(135)	252	(90)	275	(115)	154	(65)	153	(41)
Medicine, Hygiene..	293	(97)	338	(147)	291	(115)	196	(102)	264	(86)
Agricul., Gardening..	115	(21)	98	(32)	110	(30)	73	(12)	48	(9)
Domestic Economy..	73	(16)	73	(20)	78	(32)	44	(13)	67	(12)
Business .....	299	(60)	271	(47)	206	(28)	160	(33)	143	(16)
Fine Arts.....	252	(35)	276	(26)	211	(19)	189	(20)	152	(12)
Music .....	106	(18)	79	(13)	112	(15)	69	(11)	46	(6)
Games, Sports.....	193	(20)	204	(26)	219	(24)	152	(23)	110	(24)
General Literature..	508	(54)	299	(38)	473	(87)	372	(74)	282	(77)
Poetry, Drama.....	698	(46)	673	(81)	679	(129)	473	(121)	503	(58)
Fiction .....	1,217	(446)	1,355	(541)	1,327	(572)	1,362	(677)	1,356	(543)
Juvenile .....	895	(146)	853	(114)	701	(142)	532	(138)	466	(135)
History .....	776	(81)	863	(71)	667	(86)	359	(88)	433	(54)
Geography, Travel..	317	(49)	280	(47)	284	(61)	174	(38)	220	(44)
Biography .....	604	(58)	596	(64)	626	(73)	471	(77)	435	(50)
Miscellaneous .....	64	(12)	68	(8)	92	(8)	34	(5)	43	(7)
Totals .....	9,464	(1,603)	9,273	(1,639)	8,584	(1,852)	6,914	(1,852)	6,788	(1,410)

# PROGRAM TITLES

## 25,000 NAMES OF PROGRAM SERIES

Including 12,000 Titles on Record  
Prior to May, 1937;

8,000 New Titles Added Since  
May, 1937;

And

5,000 New Titles Added Since  
May, 1938

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 marked with an asterisk (\*) were culled from the review files of **VARIETY**, and were not sent in by stations, networks, or transcription companies. Such titles are noted here for the record, but the **VARIETY RADIO DIRECTORY** takes no responsibility for their ownership.

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)  
 ABC's in the Modern Manner (KOB)  
 A la Carte (KGO-KPO)  
 A Montmartre (CHRC)  
 A Recreo (KDKA)  
 A Votre Choix (CJBR)  
 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, KDON)  
 About Town Program (WCOL)  
 About Town with Sue (KROY)  
 About Us (WEEI)  
 About Women (WBRY)  
 Abraham, A Man and His Search for God (WSAY)  
 Abram Chasins—Piano Pictures (CBS)  
 Abreast of the Times (WMCA)  
 Academy of Medicine (WLW)  
 Academy Theatre (KFWB)  
 Academy Theatre of the Air, Warners' (WMCA)\*  
 Accent on Brass (NBC)  
 Accent on Music (CBS)  
 Accent on Rhythm (KELO)  
 Accent on Science (WNYC)  
 Accent on Song (WHAS)  
 Accident News (WAVE)  
 Accident Prevention Series (FTRD)  
 According to Hoyt (WNEW)  
 According to the Accordion (KLOS)  
 Accordion Band, Larry Yester's (WAPI)  
 Accordion Capers (KSUB, KROC)  
 Accordion Echoes (CFCO)  
 Accordion News (KWKH)  
 Accordion on Parade (KVI)  
 Accordion School of the Air (WGRC)  
 Accordion Singer, The (WKBN)  
 Accordion Styles (KTOK)  
 Accordiona (CJRC, KGO-KPO, KFXJ, WBIG, WCLE, WEEI, WNAC)  
 Accordioniers, The (WSAU)  
 Ace Bands of the Air (WCFL)  
 Ace of Clubs (WATL)  
 Ace Reporter of the Air (CBS)  
 Ace Tunes of the Air (WNOX)  
 Aces High (WLW)  
 Aces of the Air (WIL)  
 Aces Up (WHN)  
 Aches and Pains (WSPA)  
 Acrobatic Songsters, The (WDAY)  
 Across the Boards (WOR)  
 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 Mike (WLS)  
 Across the Mike, Freddie Heywood's (CJRC)  
 Across the Music Counter (KGO-KPO)  
 Acts and Actors (WBZ-A)  
 Acts from Broadway Plays (NBC)  
 Actualities Francaises, Les (CKAC)  
 Ad and Lib (KTOK)  
 Ad Club Gleeman (KOIN)\*  
 Ad-Lib (WIP)  
 Ad Lib Club (WDNC)  
 Ad-Lib Frolic (KONO)  
 Ad-Liner, The (WDRG)  
 Ad Shop (WGY)  
 Adam and Eve (KOA, WIP)  
 Adam 'n' Eve (KROY)  
 Adam's Hour (WAIM)  
 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)  
 Adult School for Americanism (WGES)  
 Advance Sports Forum (CBS)\*  
 Adventure Club (KMBC, KSL)  
 Adventure Land, Wanda Jim's (WNYC)  
 Adventure of Santos Vegas (WMCA)  
 Adventure Reporter, The (WHBC)  
 Adventurer's Club (WOR)\*  
 Adventurers Club, The Elgin (NBC)  
 Adventures, The (CBS)  
 Adventures Abroad (WGN)\*  
 Adventures & Discoveries In Literature (NBC)  
 Adventures d'Arsene Lupin, Les (CKAC)  
 Adventures in Agriculture (WLW)  
 Adventures in Exploration (CBS)  
 Adventures in Health (NBC)  
 Adventures in Melody (CBL)  
 Adventures in Navajo Land (KAWM)  
 Adventures in Paradise (NBC)  
 Adventures in Philanthropy (NBC)  
 Adventures in Reading (NBC)  
 Adventures in Rhythm (CBS)  
 Adventures in Science (CBS)  
 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)

PROGRAM TITLES—Continued

- 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 Jack & Jill (KABC)  
 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 of Uncle Jimmy (KFWB)  
 Adventures with Aunt Helen (KQV)  
 Adventures with Major Campbell (WPHR)  
 Advertising Club Luncheon (NYBS)  
 Advertising News (WOR)  
 Advertising Pays (WLW)  
 Advice on Living (WMC A)\*  
 Aeolian Ensemble (CBS)  
 Aeolian Trio (KHQ)  
 Aeronautical Notes (WJW)  
 Aeroplane, The (WWL)  
 Aesop's Fables (KGO-KPO)  
 Affaires D'Armour, Les (WTCN)  
 Affairs of Anthony (WENR)  
 Affairs of the Hemingways (WNAC, WINS, NYBS)  
 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 School Swing Session (WBNX)  
 After Twilight (CJCA)  
 Afterglow (WTAM)  
 Afternoon Concert (KGO-KPO)  
 Afternoon Edition (KSTP, WLW)  
 Afternoon Floor Show (KNEL)  
 Afternoon Interlude (WTAG)  
 Afternoon Melodies (KVOO, KWJB, WLAC)  
 Afternoon Mixup (WBLK)  
 Afternoon Musicale (KGO, WBZ-A, WJAY, WOR)  
 Afternoon News (WJAG)  
 Afternoon News, Jack Ingersoll (WINS)  
 Afternoon News Review, Harris Brown's (WTJS)  
 Afternoon Off (KSTP)  
 Afternoon Party (CBS)  
 Afternoon Recess (WMTT)  
 Afternoon Recital (WCKY)  
 Afternoon Review (WSAU)  
 Afternoon Roundup (WMSD)  
 Afternoon Serenade (WDWS, WRVA)  
 Afternoon Shopper (WCAM)  
 Afternoon Show, The (WBAL, WTCN)  
 Afternoon Siesta (WTMV)  
 Afternoon Special, Pat's (WLS)  
 Afternoon Swing Party (KFXR)  
 Afternoon Tea (KMPC)  
 Afternoon Tea, Pond's (NBC)  
 Afternoon Tea Dance (KHUB)  
 Afternoon Topics (KWYO)  
 Afternoon Varieties (KPDN, WIL, WJAR, WTMV, WOAI, WDRC)  
 Afternoon Vignettes (WJR)  
 Afternoon Visitor (WMBD)  
 Afternoon's Biggest News Story (KICA)  
 Age of Progress, The (KONO)  
 Agony Column of the Air (WFIL)  
 Agricultural Briefs (WCAM)  
 Agricultural Bulletin (KGO-KPO)  
 Agricultural Daily (KQW)  
 Agricultural Extension Service (WOI)  
 Agriculture in the News (KFYR, WDAY, WLW)  
 Agriculture in Utah (KLO)  
 Agriculture—Then and Now (WHA)  
 Agriculture Today (KGO-KPO)  
 Agua Caliente Troubadours (KGFJ)  
 Ah Ha Club (WOAI)  
 Ahead of the News (WMAQ)  
 Aho & Wahoo, the Medicine Men (WALA)  
 Air Adventures of Jimmy Allen (KGO-KPO, WBS)  
 Air Breaks (WKBW)  
 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 Fare (WPTF)  
 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 (WFA5 (WFA5)  
 Air Traveler Airs His Views (WLAC)  
 Air Wave Theatre (KDKA)  
 Air Your Peeve (WWJ)  
 Airbreaks (CFRN)  
 Airyclopedia (NBC)  
 Airfinds (WHN)  
 Airflow Harmonies (WBBM)  
 Airialto (KABR)  
 Airlines (WCAU)\*  
 Airline News (WTAD)  
 Airliners, The (WCAE, WEED)  
 Airmasters, The (WCFL)  
 Airwave Airplanes (WTMV)  
 Air-Wave Want Ads (WHLS)  
 Airway News (WKZO)  
 Airways (WCOP)  
 Airy Fairy Singer, The (CBS)  
 Aisle Seat, An (WIRE)  
 Al and Agnes (KTUL)  
 Al and Dutch (WKY)  
 Al and Johnnie (WHEE)  
 Al and Molly (KFOJ)  
 Al and Pete (NBC)  
 Al Crocker and Eddy Sharratt (WDAF)  
 Al Davis' Hawaiians (WLNH)  
 Al Dutton & Piano Capers (KGGU)  
 Al Eldridge (CRS)  
 Al Jolson (NBC)

## PROGRAM TITLES—Continued

- Al Pearce and His Gang (KGO-KPO)
- Al Roth and His Orchestra (NBC)
- Al Sur Del Rio Grande (CBS)
- Al White Presents (WDRG)
- Alabama Boys, The (KGFF, KGNC)
- 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, KRMD, WRJN, WWSW)
- 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 (WBRC)
- Alarm Clock Salute (WNAC)
- Alarmclock Serenade (WICC)
- Alarm Klock Klub (KIEV, KJBS)
- Albany at the World (WOKO)
- Albany on Parade (WGY)
- Alberta Cowgirls, Fred Hadaller's (CJRC)
- Album Leaves Quartet (WKBZ)
- Album of Dreams (CJOC)
- Album of Familiar Classics (WAIR)
- 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 Musical Memories (KFH)
- Album of Old Family Music (NBC)
- Album of Song (WSAU)
- Album of Songs (WHN, WRUF)
- 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)\*
- All Baba's Knights (WHEBQ)
- 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)
- Alhstair Cooke (NBC)
- All Aboard (KNX, WHN)
- All Aboard for Shoppers Special (KFVS)
- All Aboard on Track 9 (CKCL)
- All About You (CBS)
- All American Football Show (CBS)
- All American Hawaiians (WKY)
- All American Melodies (KANS)
- All American Sports Review (WCLO)
- All Around the Town (WBC)
- All Ashore (WHN)
- All Church Hour (KGNC, KSAL)
- All Concordia Hour (KFUO)
- All-Electric Kitchen (KTUL)
- All for the Ladies (WTAD)
- All for You (KWOS)
- All-Girl Minstrels, Bob Kent's (KFH)
- All Girl Orchestra, Frank Grasso's (WFLA)
- All Hands on Deck (KMOX)
- All in a Day's Work (KFOR)
- All Nations' Review (KDON)
- 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 Hillbillies (WROL)
- All Star Mixup (KONO)
- 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)
- All's Well (CJCA)
- Allan Clark and His Orchestra (WKY)
- Allen Family, The (WQDM, WSYB)
- Allen Franklin (WLW)
- Allen Trio (NBC)
- Alligator Academy (WSAI)
- Alligator Musicale (KYW)\*
- Alma Hispana (KDB)
- Alma Kitchell's Brief Case (NBC)
- Almanac, The Boston (WORL)
- Almanac, The Grapico (WBRC)
- Almanac, Phil Cook's (WAAC)\*
- Almanac of the Air (CHSJ, CFRE, MWR)
- Almond Club, The (KOY)
- A-Loaf Bakers Present Judy and Frank (KOB)
- Aloha, California (KEHE)
- Aloha Land (KIUP)
- Aloha Serenaders (KRKD)
- Aloha Sunset Land (KCKD)
- Along Dance Avenue (WCOP, WAGM, WELI)
- Along Fifth Avenue (WJZ)
- Along Gypsy Trails (CBL, CBY)
- Along King's Highway (KOA)
- Along Melody Boulevard (KGMB)
- Along Melody Lane (KTAT)
- Along Radio Row (KEHE, 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 (WBEM)\*
- Along the Danube (CBM)
- Along the Sidelines (WRUF)
- Along the Volga (CHAB)
- Alphabetical Antics (CJOC)
- Alpine Apartments (WOKO)
- Alpine Inn, The (KSO)\*
- Alpine Varieties (KMOX)
- All Wien (WOR)
- Altar Bound (WGAR)
- Amanda's Party (NBC)
- Amanda Snow (NBC)
- Amateur Announcers (WABI)
- Amateur Announcers' Contest (KANS)



PROGRAM TITLES—Continued

Amateur Announcer's Hour, The WLVA (WLVA)	America in Action (KFRU, WTJS)	American Forum (WMCA)
Amateur Authors (KFWB)	America in Music (NBC)	American Forum of the Air (WOL)
Amateur Cameraddicts (KDYL)	America in Peace (WFAM)	American Golfer (NBC)
Amateur Chef, The (WFLA)	America in Review (NBC)	American Heroes in Art (WCAFP)
Amateur Cooking School of the Air (NBC)	America Keeps Faith (WHAM)*	American Holiday (WEVD)*
Amateur Dramatic Hour (WNEW)	America Marches On (KFWB, WMCA)	American Home (KYA)
Amateur Gardener, The (KLZ, KMTR)	America on Wheels (NBC)	American Institutions (WBAA)
Amateur Hour (KVRB, WCAO, WSAI)	America Presents—Musical Seesaw (NBC)	American League for Peace and Democracy (NBC)
Amateur Hour, The Austin (WGSN)	America Speaks (WWJ)	American Legion Auxiliary (KGDH)
Amateur Hour, The WFLA (WFLA)	America Through the Years (KOIN)	American Legion Hour (WGRC)
Amateur Hour from Fox Brooklyn Theatre (WMCA)	America Travels (NBC)	American Legion Parade (KFH)
Amateur Night, The KDLR (KDLR)	America's Debutante Star (WBBM)*	American Legion Program (KRKD)
Amateur Night in Harlem (WMCA)	America's Flag Abroad (WSM)	American Life and Books (WHA)
Amateur Night on Beale Street (WNBR)	America's Future Stars (KANS)	American Literature (CBS)
Amateur Review (WCPO)	America's Grub Street Speaks (CBS)	American Melody (WRUF)
Amateur Script Writers Hour (WBNX)	America's Hour (CBS)	American Music Festival (WJZ)*
Amateur Show of the Air, Johnnie Marvin's (WKY)	America's Little House (CBS)	American O'pry House (WMCA)
Amateur Song Writers (WOR)*	America's March on Crime (NBC)	American Pageant of Youth, The (NBC)
Amateur Song Writers' Hour (WBNX)	America's Melody (WRUF)	American Parade (KMPC)
Amateur Songwriters' Op- portunity Contest (WMCA)	America's Miracle Man (KGB)	American Pianists' Series (WQXR)
Amateur Variety Hour (CKCH)	America's Music (WHK)	American Poetry Theatre (WBNX)
Amateurs on Parade (CHWK)	America's Oldest Radio Singer (WENR)	American Portraits (NBC)
Amati Concert Trio (WBTM)	America's Sweetheart (NBC)	American Progressive (KFVD)
Ambassador Coconut Grove (KFI)	America's Town Meeting of the Air (NBC)	American Radio Relay League (NBC)
Ambassador of Knowledge, The (WCPO)	America's Yesterdays (WNYC)	American Radio Warblers (WTCN)*
Ambassador of Song (KFVS)	American Abroad (KMTR)	American Revue (WXYZ)
Ambassador of the Air (KMPC)	American Adventure (WWSW)	American Rhythm Masters (NBC)
Ambassadors (WHAS)	American Album of Famil- iar Music (NBC)	American Salutes (WMCA)
Ambassadors of Good Will, The (CHAB)	American Arbitration Society (NBC)	American-Scandinavian Hour (WIBA)
Ambassadors of Song (CJOC)	American Attitude, The (KHQ)	American Scene (WORL)
Ambassadors of Style (CJRC)	American Authors (WHA)	American School of the Air (CBS)
Ambitious Amateurs (CFAC)	American Beauty Album (KIDW)	American Singers, The (CBS)
Ame Canadienne, Le (CJBR)	American Caravan (KFWB)	American Symphonettes (KSRO)
America Abroad (NBC)	American Cities on the March (WGES)	American Trapshooters' Meet (WHIO)
America Answers (WHN)	American Citizenship Series (NBC)	American Trio (WGY)
America At Work (NBC)	American Composers (KHJ)	American Viewpoints (CBS)
America Calling (NBC)	American Education Forum (NBC)	Americana (WBS, WRUF)
America Dances (CBS)	American Families, Inc. (WHO)	Americana Quiz (WMCA)
America Dances Tonight (KONO)	American Family (KFWB)*	Americans, Inc. (KWJJ)
America Goes Bowling (NBC)	American Family Forum, The (NBC)	Americans Abroad (KMTR)
	American Family Robinson, The (WCBD, WBS, KFIZ)	Americans All—Immigrants All (CBS)
	American Fellowship Pro- gram (KGO-KPO)	Americans At Work (CBS)
	American Fireside, An (NBC)	Among My Souvenirs (CKAC, KLO, WBIL, WGN)

PROGRAM TITLES—Continued

- Among Neighbors (KABR)  
Among Our Souvenirs (KDYL)  
Among the Classics (CFCL)  
Among the Heather (CFAC)  
Among the Music Masters (WHBF)  
Among Us Girls (WLLH)  
Amos 'n' Andy (NBC)  
Amours de Ti-Jos, Les (CKAC)  
Amusement Bulletin (KCRJ)  
Amusement Guide (KOOS, WXYZ)  
Amusement Hour, Your (WLAC)  
Anasthetic & Cerebellum (KGU)\*  
Analects of Confucius (CJCA)  
Ananias Club (KRLD)  
Ancient Dance (CBS)  
Ancient World Thru Modern Eyes, The (WHA)  
And It Came to Pass (CBM)  
And Music Came (WLW)  
And Others (KOY)  
And So It Happened (WLW)  
And So the World Goes On (CFCF)  
And So to Bed (KXBY)  
And So to Sleep (KASA)  
And Sudden Death (KHJ)\*  
Anderson First (WAIM)  
Anderson Gospel Tabernacle (WHBU)  
Anderson Sisters, The (WTJS)  
Andre Monici and Orchestra (NBC)  
Andy & Virginia Mansfield (KHJ)  
Andy Gump Family (WGN)\*  
Angel Face (WWL)  
Angela in the Cathedral (WAPI)  
Angelo, the Wandering Street Singer (WCSC)  
Angelo Ferdinando & Orchestra (NBC)  
Angelus, The (WMBD)  
Angelus Hour, The (KHSL)  
Angelus Singers (CJIC)  
Angelus Trio (WFAA)  
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—Fashion's (WSAZ)  
Ann Milton (KMBC)  
Ann Rohling Speaks (WINS)  
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)  
Annette (CKTB)  
Anniversary Book, The (CKWX)  
Anniversary Varieties (CJCA)  
An Nounce Er' Fun (WEEL)  
Announcer's Audition (KFAM)  
Announcer's Choice (KPDN, KLPM)  
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' Auditions (CKPR)  
Announcers' Confessions (NBC)  
Announcers' Contest, The (CKCW)  
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 Game, Wieland's (KFRC)\*  
Answer Machine (KMPC)  
Answer Man (KGO-KPO, KFXX, KDYL, KLZ, WOR, WDAY, WAAF)  
Answer Me This (WIP, KOBH, KVWC, WSYR, WSBT)  
Answer Please (KOCA)  
Answers Game (WSMB)  
Anthology for Radio (KYA)  
Anthony Frome, the Poet Prince (NBC)  
Antidote for Jazz (CKAC)  
Antique Shop, The (WSAI)  
Antiques in Rhythm (KFAM)  
Anti-Sleep Society (KGO-KPO)  
Antobal's Cubans (WEAF)\*  
Any Woman's Day (WHB)  
Anybody's Corner (CJCA)  
Anyone Family, The (KMOX)  
Anything Can Happen (CFRN, KFBK, KOCA, TPC)  
Anything Goes (CFCJ, KABR, KOVC, WCLO, KANS)  
Aeolian Pastels (CRS)  
Aeolian Singers (WBTM)  
Aeolian Trio, The (WBBM)  
Apartment Hunter, The (WTMV)  
Aperitif (WIP)\*  
Apothecary, The (WBAA)  
Appeal Time (KPQ)  
Appearances Count (WNAC)  
Apple Center Gossip (WWSW)  
Apple Creek News, The (WJSV)  
Apple Crick (KFEQ)  
Apples with Salt (WCKY)  
Applesauce Revue (WAAW)  
Applied Psychology (WHA)  
Appraisal of America, An (NBC)  
Appraising Foreign Affairs (WQXR)  
Apres Midi, La (CBS)  
April, May & June (WCFL)  
Apron String Boys (KLZ)  
Apron Strings (WFBM)  
Arabesque (CBS)  
Arabian Nights (WBBC, KGW-KEX)  
A-rafting on the Mississippi (WHBF)  
Arbitration, A. L. Alexander's (WHN)\*  
Arcadia String Ensemble (WIP)\*  
Arch Air Troubadours, The (WBZ-A)  
Arch Oboler's Plays (NBC)  
Archie's Morning Melodies (CKCL)  
Arcolian, The Arco (WEBC)  
Arctic Expedition, The MacGregor (NBC)  
Arctic Kings (CJRM)  
Are You Fit to be a Parent (CJCA)

PROGRAM TITLES—Continued

- Are You Listening (KOTN, WSB)  
 Are You Positive? (KYOS)  
 Argentine Tea Party (WDAS)  
 Argentine Trio (KGO-KPO)  
 Argus (WGR)  
 Arion Trio (KGO-KPO)  
 Arisosa Vocal Trio (KYA)  
 Aristocrats (MacG, WTMJ, KFH)  
 Arizona Dude Ranch (KOY)  
 Arizona Gloom Chasers (KOY)  
 Arizona News Dramas (KOY)  
 Arizona Ranch Riders (WLW)  
 Arizona Red (WNEW)\*  
 Arizona Sunrise Hour (KOY)  
 Arizona Sunshine Hour (KOY)  
 Arizona Trail Riders, The (WJTS)  
 Ark Valley Boys (KFH)  
 Arkansas Razorbacks (WKZO)  
 Arkansas Travelers (KMMJ, KTHS)  
 Arkansasayers, The (WKY)  
 Arlene Jackson & Green Bros. (NBC)  
 Armchair Adventures (KNX)  
 Armchair Chat (WISN)  
 Armchair Chats (WGY)  
 Armchair Club, The (CFRB)  
 Armchair Cruise Along the Waterfront (KOL)  
 Arm Chair Driver (KDKA)  
 Armchair Fancies (KFY)  
 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 a Theatre (CJRC)  
 Around Omaha (KOIL)  
 Around the Bandstands (CKTB)  
 Around the Base Lines (CFCF)  
 Around the Breakfast Table (WBAL, WDBO, WTAD)  
 Around the Breakfast Table with Henry Carey (KGNO)  
 Around the Christmas Tree (WEBC)  
 Around the Clock (WCHV, WPTF, WVFW)  
 Around the Clock with Kay (WEBC)  
 Around the Clock with the Good Morning Man (WATL)  
 Around the Console (WSJS)  
 Around the Cracker Barrel (KPDN, WHP, WOWO, WGL, WCAE, WHP)  
 Around the Dial (WJR)  
 Around the Dinner Table (WBAL, WTMJ)  
 Around the Fair (WMAQ)\*  
 Around the Family Bible (WNOX)  
 Around the Festive Board (CBS)  
 Around the Fireside (KGVO)  
 Around the Globe (KFIO)  
 Around the Globe with Tunes and News (KGNO)  
 Around the Mikes (WHBB)  
 Around the Musical World (WBBC)  
 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, KELO, KRMC, WDNC, WJNO, WFMD, WMEX, WPN, WRAC, WTMJ, KMPC, WKF, WDAF, KMOX, WKYF)  
 Around the Town with Ann Ginn (WTCN)  
 Around the Town with Camille Brown (WSPA)  
 Around the Town with Tom and Helen (KFVS)  
 Around the Town with Virginia Rounds (WEEI)  
 Around the Town with WTXAC (KFY)  
 Around the Towner (WSAI)  
 Around the Used Car Lots (KTSA)  
 Around the World (WCAU)\*  
 Around the World Cooking School (CBS)  
 Around the World in a Dither (NBC)  
 Around the World in a Giant Amphibian (KGY)\*  
 Around the World in Fifteen Minutes (WOV)  
 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 Music (WLW)  
 Around the World with Numbers (CKWX)  
 Around the World with Santa Claus (WEEI)\*  
 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 for the People (WGES)  
 Art Haines and His Ragtime Rascals (KGFF)  
 Art of Conversation (KNX)  
 Art of Living (WJJD)  
 Art of Musical Russia (NBC)  
 Art of Song, The (WOR)  
 Art on View (WQXR)  
 Art Review (KGO-KPO)  
 Art Vocal, Le (CJBR)  
 Artistry of Homemaking (WTIC)  
 Artists and Models (WCOP)  
 Artists' Bureau Presents, The KONO (KONO)  
 Artists in Exile (WEVD)  
 Artists in Music (WNBZ)  
 Artists Life (WKRC)  
 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 Friend to Friend (WBT)  
 As I See It (KLPM, WBLK)  
 As Kansas City Dines (KMBC)  
 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 Time Goes By (KFWB)  
 As We Grow (WMC)  
 As We Journey Through Life (KDAL)

PROGRAM TITLES—Continued

- As We Live (WWSW)  
 As Woman to Woman (KGO-KPO)  
 As You Like It (KLO, WCMJ, WRGA, WMSD, WSAU, WQDM, WSAI, WJBK)  
 Ashcroft Journal (CFCJ)  
 Asher and Little Jimmy (WHAS)\*  
 Asher Sizemore and Little Jimmy (WCKY)  
 Ask and Answer (WLVA)  
 Ask-It-Basket (CBS)  
 Ask Me Another (WMBD, KFYO, WHO, KDYL, WTMV)  
 Ask Mr. Jones (KYA)  
 Ask the Ladies (KOIL)  
 Ask the Mrs. (WAAB)  
 Ask the Scientist (WSYR)  
 Assembly Programs (WTNJ)  
 Assembly Sideshow (WRVA)  
 Assistant Housewife, The (WWL)  
 Associated Spotlight Revue (KGO-KPO)  
 Astronomer, The (KMPC)  
 At Close of Day (WGN)  
 At Eight Thirty (WCAE)  
 At End of Day (WHBQ)  
 At Home (KLO)  
 At Home Abroad (WESG)  
 At Home and Abroad (WBZ-A)  
 At Home with Aunt Jane (NYBS)  
 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 Grants (WSAR)  
 At Home with the Ladies (WROK)  
 At Home with the Masters (CBS)  
 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 Console—Bob van Camp (WSJS)  
 At the Crossroads (WSYR)  
 At the End of the Day (KMBC)  
 At the Fair Grounds (WFLA)  
 At the Feet of the Master (KFYO)  
 At the Grands (CJRC)  
 At the Legislative Keyhole (KHLJ)  
 At the Music Counter (CJRC)  
 At the Novachord (WCOU)  
 At the Opera (KGO-KPO)  
 At the Opr'y House (WOR)  
 At the Organ Console (WRR)  
 At the Park (WDZ)  
 At the Piano (KGO-KPO)  
 At the Post (KEHE)  
 At the Rostrum (WDWS)  
 At the Theatre (WMSD)  
 At the Theatres (WSGN)  
 At the Twilight Hour (WSPA)  
 At Thirty (WAAT)  
 At 1210 Kilocycles (KVOS)  
 At Your Command (KIDO, KORE)  
 At Your Leisure (KMOX)  
 At Your Request (WHLE, WTJS)  
 At Your Service (WDAY, WDZ, WMIN, WMMN)  
 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)  
 Au Rythme de la Rhumba (CJBR)  
 Au Rythme du Tango (CJBR)  
 Au Village de Par Chez-Nous (CKAC)  
 Aubade Ensemble (WAAT)  
 Aubade for Strings (CBS)  
 Auction Action (KROC)  
 Auction Block, The KGHI (KGHI)  
 Auction Bridge Game (NBC)  
 Auction Sale of the Air (WAPI)  
 Auctionair (WBAL)  
 Audience Decides, The (MacG)  
 Audience Speaks, The (KMPC, WHK)  
 Audiographs (WWSW)  
 Audition (KDYL, KNX)  
 Audition Hour, The (WDRG)  
 Audition Hour, The WLBZ (WLBZ)  
 Audition Time (KELA, WELI, WQAM)  
 Auditions, The KUOA (KUOA)  
 Auditions, The State Opticians' (WORC)  
 Auditions on the Air (WCOA, WFIL, WLAW, WTMV)  
 Auditor Sings, An (WTMV)  
 Audrey Ann Dancing Class (WHJB)  
 Auld Lang Syne (WCLE)  
 Aunt Abbie Steps Out (NBC)  
 Aunt Addie and Bert (KGFF)  
 Aunt Claire (CHRC)  
 Aunt Dinah's Kitchen (WSAI)  
 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 Tottville Tots (CBS)  
 Aunt Kit's Children's Party (WGAL)\*  
 Aunt Kitty Corner Club (CFCO)  
 Aunt Lulu's Adventures (NBC)  
 Aunt Martha and Mary (WELL)  
 Aunt Martha's Kiddies (WWRL)  
 Aunt Mary (WGR, WLW)  
 Aunt Min (WAPQ)  
 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)  
 Aurora Answers (WMRO)  
 Aussa the Arab (NBC)  
 Author, Author! (WOR)\*  
 Author Chooses a Library, The (NBC)  
 Author Reviews His Book (WEVD)  
 Authorities Answer (WWSW)  
 Authors' Round Table (KDB)  
 Auto Auction (KMTR)  
 Auto Column of the Air (WWRL)  
 Auto Previews on the Air (WCKY)  
 Auto Racing News (WINS)  
 Auto Show Gossip (WBBM)  
 Automobile Auction (WEAN)  
 Automobile Question Box (KRE)

PROGRAM TITLES—Continued

Autumn Serenade (WAVE)	Ave Maria Hour (WMCA)	Aviation Activities—Heroes of Aviation (CBS)
Autumn Song (KDYL)	Ave Maria Novena Services (WMCA)	Aviation News, The Westchester (WFAS)
Autumn Time Concert (NBC)	Aventures d'Ursine, Les (CBF)	Avionettes (WGAL)*
Autumntime Concerts (WLW)	Avenue Chosen Singers (KWKH)	Avondale Mills Bands on Review (WAPI)
Aux Feux de la Rampe (CRCK)	Average Family (KMTR)* (WMCA)	Awakening, The (WEVD)
Avalon Boys (KGO-KPO)		Away Down South in Old Virginia (WRVA)
Avalon Time (NBC)*		

**B**

BBC Varieties (WKBW)	Back Stage Chatter (KGO-KPO)	Bakers Dozen, The (CFCY, WRVA)
BKTA (Be Kind to Animals) Club (KFOX)	Back Stage in Radio (CBS)	Balboa Hilarities (KFWB)*
Babe Ruth's Boys Club (NBC)	Back Stage in Welfare (WMCA)	Baldwin at the Steinway (KFBB)
Babes in Hollywood (NBC)	Back Stage Interviews (WDOOD, FTRD)	Baldwin Book of Musical Notes (KDFN)
Babies' Club of Mt. Sinai Hospital (WDAS)	Back Stage Scrapbook (KSRO)	Balkan Mountain Men (NBC)
Babies, Just Babies (WACO)	Back Stage Wife (NBC)	Ballad Hour (CBS)
Babs and Betty (KFAB)	Back Stage with Dorothy Knapp (NBC)	Ballad Time (KLPM)
Baby Broadway (WMBD)	Back Stage with John Pickard (KGO-KPO)	Balladeers, The (WBNS, WHB)
Baby Clinic of the Air (KFSO, KMPC)	Back to Bible (KFUO)	Ballades and Romance (CHRC)
Baby Grand Opera (WSM)	Back to Business (WNEW, FTRD)	Balladettes (KGO-KPO)
Baby Jane in Fairyland (WSVA)	Back to Calvary (CFCJ)	Balladiers (KFJX, KMPC, KORE)
Baby Rose Marie (NBC)	Back to Good Times (KGO-KPO)	Ballads by Binder (WKRC)
Babytime (WINS)	Back to Life (KWSC)	Ballads by Bradley (KLZ)
Bachelor Poet—Norman Pearce (WMAQ)	Back to School (KLO)	Ballads of the Breakfast Table (WCFL)
Bachelor's Children (WGN)	Back to Those Happy Days (CJOC)	Ballads of the Plains (KWBG)
Bachelors Preferred (WINS)	Back Yard Astronomer (CRS)	Ballet Airs (WQXR)
Back Fence (CBS)	Back Yard Gossip (KSAC)	Ballet Music (KGO-KPO)
Back Home (NBC)	Back Yard Sports (KAND)	Ballroom, Don Kerr's (WMCA)
Back Home Devotional Hour (WDBJ)	Backbone of the Nation (WBS)	Ballroom Make Believe (KGVO)
Back Home Hour (WRR, WELI, WOPI, KROC, KRE)	Backfence Bureau (WWSW)	Ballroom of Romance (WMC, WMSD)
Back Home Hour From Buffalo (CBS)	Backgammon & Camelot (NBC)	Ballyhoo Hour (KMTR)*
Back Home in Indiana (WIBC)	Backward Bee (KIDW)	Baltimore in Review (WFBR)
Back in the Book Corner (KDB)	Backwoods Breakdown (CHSJ)	Baltimore Memories (WBAL)*
Back of the News in Washington (NBC)	Backyard Adventures (WLW)	Banco-Opera (WCCO)
Back of the News of the World (NBC)	Badger Radio Safety Club (WHA)	Band Box, The (CJGX, KDYL, WIND)
Back Seat Driver (KGO-KPO, WMBD)	Baffle Battle (WHB)	Band Concert (KGDM)
Back Stage (KYW)	Bag and Baggage (WHY)	Band Concert of the Air, The (CJLS)
Back Stage at a Radio Station (WMCA)	Bagdad Nights (CKCK)	Band Goes to Town (NBC)
Back Stage at Casa Manana (KTAT)	Baker-Boys, The (KHQ)	Band of the Day (WHIO)
	Baker Boys, Freihofer's (WGY)	Band Parade (CJCS, CJRC, CKMO)
	Bakers Broadcast (NBC)	Band Plays On (WOR)*

PROGRAM TITLES—Continued

- Band Revue (WRGA, WRUF)  
 Band Shell, The (WRUF)  
 Band Wagon (KGAR, WIP)  
 Band Wagon, The Edgeworth (WRVA, WCMI)  
 Bandmaster, The (CFRN, WPTF)  
 Bandmaster, The G. E. (KOMA, WBS)  
 Bands Across the Sea (WEB, CBL, CBY)  
 Bands on Parade (KCRC)  
 Bands That Matter (CFRN)  
 Bandstand, The (KGB, KITE, WQXR)  
 Bandwagon (CFCY, WHA, WBBC, WCAU, WWSW)  
 Bandwagon, The Philly (WCAU)  
 Bandwagon, The WBBM (WBBM)  
 Bandwagon Bargains (WDZ)  
 Banjo Chix (WCCO)  
 Banjo Jubileers, The (WSPR)  
 Banjokers (WESG)  
 Banjoleers (WGY)  
 Banjology (CJRM)  
 Bank of a Thousand Melodies (NBC)  
 Bank with the Clock (WDEV)  
 Banner of Adventure (KPDN)  
 Banter Between Busses (KOME)  
 Baptist Hour, The (WEBQ)  
 Baptist Steeple Chimes (WQAM)  
 Baptist Temple Services (NYBS)  
 Bar B Q Ranch (WSIX)  
 Bar-N Frolic (WLS)  
 Bar None Ranch (WQDM)  
 Bar O Ranch (WMCA)  
 Bar 20 Riders (WWSW)  
 Bar V Bev (WMCA)  
 Bar X Cowboys (KTRH, WROL)  
 Bar X Days and Nights (JVG)  
 Bar-X Ranch (NBC)  
 Barbara Brent (WFAA)  
 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)\*  
 Barbara Wells Program, The (CHAB)  
 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-a-Minute (WTMJ)  
 Bargain Barrage (WEBC)  
 Bargain Bells (WEBC)  
 Bargain Bob (WXYZ)\*  
 Bargain Counter (WMBD)  
 Bargain Counter of the Air (WCLS)  
 Bargain Express, The (WHBF)  
 Bargain Hunter, The (KDYL)  
 Bargain Parade! (K TSA)  
 Bargain Prices (WBBM)  
 Bargain Spot of the Air (WGPC)  
 Bargain Theatre of the Air (KABC)  
 Bargains for You (WAPI)  
 Bargains of the Day (KFRO)  
 Bargains Parade (WMBS)  
 Baritone Balladier (KGW-KEX)  
 Baritone Bowen's Ballads (CKSO)  
 Barn Dance (NBC)  
 Barn Dance, The Alka-Seltzer (NBC)  
 Barn Dance, The Buckingham (CKNX)  
 Barn Dance, The Hudson Valley (WFAS)  
 Barn Dance, The Renfro Valley (WLW)\*  
 Barn Dance, The Saturday Night (WHAI)  
 Barn Dance, The Skelly (KWYO)  
 Barn Dance, The WBZ (WBZ-A)  
 Barn Dance, The WDRC (WDRC)  
 Barn Dance, The WHDL (WHDL)  
 Barn Dance and Variety Show, The KTHS (KTHS)  
 Barn Dance Frolic, The KFH (KFH)  
 Barn Dance Frolic, The KSAL (KSAL)  
 Barn Dance Jamboree (KMOX, KWTN)  
 Barn Dance Melodies (WGPC)  
 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)  
 Barrelhouse Boys (WMC)  
 Barrett Outfit, The (KOA)  
 Bar-rump (KOL)  
 Barter Block, The (CFCO)  
 Barter Mart, The (WSNJ)  
 Barton Rees Pogue's Scrapbook (WLW)  
 Baseball Chatter (WTCN)  
 Baseball Extra (WFDF, WXYZ)  
 Baseball Final (WCLE)  
 Baseball Game Descriptions (WINS)  
 Baseball Hi-Lites (WOAI)  
 Baseball Hot Shots (KRE)  
 Baseball Recreation (KEX)\*  
 Baseball Resumes (NBC)  
 Baseball Roundup (KFRU)  
 Baseball Roundup of 1939 (NBC)  
 Baseball School for Women (WSYR)  
 Baseball School of the Air (KIRO)  
 Baseball Smoker (WHK)  
 Baseball Talks and Predictions by Babe Ruth (CBS)  
 Baseball Thrillers (KIRO)  
 Baseball Warmup (KRCR)  
 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)  
 Bathub Revue (WBBM)\*  
 Batons on Parade (KWLK)  
 Bats in the Belfry (KFSO)  
 Battalion Is Formed, The (KOH)  
 Battalion Memories (CJRM)  
 Battalion of Prayer (WBBM)  
 Batter-Up (WXYZ, WHAS, WSAY, KMO)  
 Batters Up! Sports with Charles Batters (WBRY)  
 Battle of Headlines (KFBK)

PROGRAM TITLES—Continued

- Battle of Hillbillies, The (WRDW)  
 Battle of Melody, The (CKSO)  
 Battle of the Bands (WDZ)  
 Battle of the Orchestras (WGAU)  
 Battle of the Pianos (WSYR)  
 Battle of the Sexes (NBC)  
 Battle of Tunes (WSAI)  
 Battle of Wits (WRJN)  
 Battle of Words, The (KWKH)  
 Batling with Bill (WMT)  
 Bavarian Ensemble (WMAQ)\*  
 Baxter and Son (WTIC)  
 Bay City Melodies (KVI)  
 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 Kind to Animals (WSPR)  
 Be of Good Cheer (KFUO)  
 Be Sensible (NBC)  
 Be Yourself (KFPY)  
 Beach Club (WLBZ)  
 Beachcomber, The (WJR, KGJ)  
 Beachside Afternoon (WTMV)  
 Beale Jamboree (WNBR)  
 Beale Street Boys (CBS)  
 Beale Street Nights (NBC)  
 Beals at the Baldwin (KVGB)  
 Bean Ball (KSO)  
 Beating It Out (KSFO)  
 Beatrice Mable (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)\*  
 Beauteous Ballads (NBC)  
 Beautiful Lady (WLAC)  
 Beautiful Thoughts (KVGB)  
 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 (KEHE)  
 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 Speaks (KTAR)  
 Beauty That Endures (WOAI)  
 Beauty Theatre of the Air, The Palmolive (NBC)  
 Beauty's Court (WHN)  
 Beauvais Orchestra (CFLC)  
 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 (KWLK, WNEW)  
 Behind the "Eight-Ball" (KABR, KVOR, WBT, WDRC)  
 Behind the Footlights (KGO-KPO, WDNC)  
 Behind the Headlines (KCKN, WKY)  
 Behind the Kitchen Door (WHEC)  
 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 (CKWX, WCAZ, WTMJ)  
 Behind the Mikes (WMC)  
 Behind the News (CKTB, KMTR)  
 Behind the Nursing Profession (WIP)  
 Behind the Scenes (KMTR, KORE, WADC, WTIC)  
 Behind the Scenes in Europe (KWSC)  
 Behind the Scenes in Hollywood (WTNJ)  
 Behind the Scenes in Radio (KWKH)  
 Behind the Scenes in Sports (WJZ)  
 Behind the Scenes of Radio (WHP)  
 Behind the Silver Screen (WBIG)  
 Behind the Title Page (WMBO)  
 Believe It or Not (NBC)  
 Believe You Me (CBS)  
 Bell Boys, The (KTUL, WKY)  
 Bell Ringers Club (KROY)  
 Bell Train (KDLR)  
 Belle and Martha (RRI)  
 Belle Geste de Musique (WTAM)  
 Belles of the Nineties (NBC)  
 Belles Histoires des Pays d'en Haut, Les (CBF)  
 Bellmen Choir (WICC)  
 Bells of Harmony (KHQ)  
 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)  
 Benediction (WGAR)  
 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 Things in Life Are Free (KLZ)  
 Best Wishes (KFAM, WSAU)  
 Bethany Girls (WDRG)  
 Bethel Tabernacle Church (KHSL)  
 Betrie & Betty (WJZ)\*  
 Betsy Ross Speaks (WADC)  
 Betsy's Chatter (KRQA)  
 Better Americanism (WIP)

## PROGRAM TITLES—Continued

Better Americans (WGES) Bible Class (KFUO) Big Sister (WRJN)  
 Better Basket (KFNF) Bible Class, The Morgan Big Six of the Air, The  
 Better Breakfast Bureau (WNOX) Chevrolet (NBC)  
 (KMO) Bible Drama (KGO-KPO, Big Smith Barn Dance  
 (WFAA)  
 Better English (WEEI) Bible Expositor and Bible Big Store News (WBNS)  
 Better Homes (KFVS) Student, The (KFUO) Big Swing, The (WCAE)  
 Better Homes Program Bible House Presents Big Ten, The (KGO-KPO)  
 (WMCA) (WQXR) Big Ten Hits (NCBS)  
 Better Music Hour Bible in Song and Story, Big Ten Review (WTCN)  
 (KMPC) The (WNEW) Big Ten Sports Huddle  
 (WBBM)  
 Better Speech (WHA) Bible Lesson (WDAF) Big Time (NBC)  
 Better Speech Program, Bible Lovers Revival Bit Top, The (KOA)  
 The YMCA (WDNC) (KLRA) Big Top Revue with Dippy  
 (WFAA)  
 Better Vision (WLAC) Bible Lyceum (WGSN) Dramas (CFRN)  
 Betty and Ben (WDNC) Bible Mysteries (WRJN) Big Town (CBS)  
 Betty and Bob (CBS) Bible Pictures (WMCA) Big Yank (WCAO)\*  
 Betty and Frank (CJRC, Bible Portraits (KFRC) Big Yank Mavericks  
 CKY) Bible Reading (KFUO) (KGO-KPO)  
 Betty and Her Boy Friends Bible Stories (KHSL, Biggest Little Band in  
 (KWK) KFUO) Town (WKOK)  
 Betty & Her Neighbor Bible Stories for Children Biggest Little Program on  
 Boys (WBBM)\* (WAAF) the Air (WEAU)  
 Betty and Jerry (CJRC) Bible Stories Retold Bijou Theatre (CFRB)  
 Betty Ann Quarter Hour (KMMJ) (WSPA) Bill & Eileen (WJZ)\*  
 Betty Baker (KOOS) Bible Story Narrator Bill & Ginger (WABC)\*  
 Betty Boop (NBC) (KHSL) Bill and Helen (KGNF)  
 Betty Buyer (WCBS) Bible Time (WICA) Bill and Henry (NBC)  
 Betty Crocker (WDAF) Biblical Dramas (WGY) Bill and Mary (KFEQ)  
 Betty Gay (KMBC) Bicycle Party (NBC) Bill and Phil (WHB)  
 Betty Gay's Dancing Parties Bicycle School (WSAI) Bill and Ralph (WAPI)  
 (WHB) Bicycle Traffic Court Bill Boyd and His Cowboy  
 (WRJN) Ramblers (WRR)  
 Betty Hartley, Your Stylist Bidin' My Time (WHAM) Bill Brown, the Movie Man  
 (WBNS) (WHAM) (WMT)  
 Betty Jane and Martha Big Apple Swing Club Bill, Mac & Jimmy  
 (CHNC) (WHBQ) (KNX)\*  
 Betty Lane & Her South- Big Apple Swing Club Bill Meredith, Detective  
 erners (WNAX) (WKBO) (KRRD)  
 Betty Lee (WOAI) Big Broadcast (WCLO) Bill Perri's (KGFF)  
 Betty Lee's Boy Friend Big Broadcast of 1936 Bill Pitts Passes By  
 (WOAI) (WPHR) (WBN)  
 Betty Lennox (WGY) Big Brother Club (KGGM, Bill Stern's Sport Scraps  
 Betty Lou Quilzzer, The KMBC) (NBC)  
 (WBIG) Big Brother Jim (KOY) Bill the Barber (WMAQ)\*  
 Betty Marlow and Her Or- Big Brothers Bible Class Bill the Fisherman  
 chestra (NBC) (WSFA) (WAAT)\*  
 Betty Moore (NBC) Big Brother's Children Hour Bill, the Timekeeper  
 Betty's Bargain Bureau (KTRH) (WIOD)  
 (KPDN) Big City Broadcast Billboard of the Air  
 Between Beats (KHUB) (WOW)\* (WOWO-WGL)  
 Between Editions (WAVE) Big Corral (WISN) Billy and Betty (NBC)  
 Between Ourselves (CKY) Big Eight, Baird's (KIDO) Billy Brown's Brevities  
 Between the Bookends (KMBC, WGAR) Big Five, The (WDNC) (CKWX)  
 (KMO) Big Four, The (KDYL) Billy Glason's Fun Fest  
 Between the Deadlines Big Freddy Miller (WXYZ) (WMCA)  
 (KMO) Big Game Hunt (NBC)\* Billy Hill's Hillbillies  
 (WKY)  
 Between the Halves Big Game in North America Billy Isaac's Commanders  
 (KFAB) (NBC) (WCLM) (WCAO)  
 Between the Lines Big Guns (NBC) Billy Mills and Company  
 (KNOW) Big House Reviews, The (WBBM)  
 Between the Rows (KMA) (WCLS) Bing Crosby Jam Session  
 (WCAO) Big League Special (WDFD) (NBC)  
 Between You and Me Big Leaguers & Bushers Bing Crosby Time (KIEV)  
 (WFAS, KGFF) (WGN)\* Bing Sings (CJLS, CKCL)  
 Beverly Hill Billies Big Little Things of Life Bing Time (WDNC)  
 (KMPC) (KFIO) Biographer of the Air  
 Beyond the Traffic Lights Big Man From the South, (WBBC)  
 (KIRO) The (CFLC) Biographies (KFUO)  
 Beyond the Veil (KWLK) Big Name Bands (WCFL) Bird and Wash (CBS)  
 Bible Brevities (WDBO) Big Sandy Folks (WCMI) Bird of Paradise (WEAF)\*  
 Bible Broadcast, The Big Sandy Music Hall Bird Songs at Eventide  
 (WEBQ) (WHBQ) (KFWB)\* (KFPY, WHB)  
 Bible Broadcaster (WTMV) Big Show, The (KFWB)\*



PROGRAM TITLES—Continued

- Birds of a Feather (RRI)  
 Birmingham Day-by-Day (WSGN)  
 Birth of the News (CFRN, WLNH)  
 Birthday Bells (KDLR, KWOS, WDAF, WIL)  
 Birthday Bill (KECA)  
 Birthday Book (CKMO)  
 Birthday Club (WROK, KPDN, WJNO)  
 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, WDZ, KGAR, KMAC, 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 Blighty, 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 (WBBM, WCFL)  
 Black Ace, The (WWJ)  
 Black & Blue, Detekatifs (KHJ)  
 Black and Gold Ensemble (WTMJ)  
 Black and Tan Review (CJRC)  
 Black and White (WTOL)  
 Black and White Keyboard Boys (WBRE)  
 Black & White Rhapsody (WBOW)  
 Black and White Varieties (CBL)  
 Black Cat Mysteries (WMBC)  
 Black Chamber, The (NBC)  
 Black Chapel (KNX)  
 Black Diamonds (KGO-KPO)  
 Black Feather, The (WDRG)  
 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 Night Series (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)  
 Blarney (KIDW)  
 Bleecker Street Jamboree (WIBX)  
 Blended Harmony (WHDL)  
 Blessed Eventer, 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)  
 Blizzard of 1938, The (NBC)  
 Blood and Thunder (WMCA)  
 Blooming Bill (WADC)  
 Blow Out the Match (WAIM)  
 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 Fantasie (WRUF)  
 Blue Flames (CBS)  
 Blue Four, The (WNAX)  
 Blue Grass Brevities (CBS)  
 Blue Hangover (WDNC)  
 Blue Hawaii (KOB, WBBM)  
 Blue Heaven (KTUL, WMBO)  
 Blue Horizons (KFVD)  
 Blue Hours (KRLD)  
 Blue Jam (WEST)  
 Blue Jays (KGO-KPO)  
 Blue Madonna (KFWB)  
 Blue Monday (KLO, WBZ-A)  
 Blue Monday Club (WDBO)  
 Blue Monday Express (WREN)  
 Blue Monday Gloom Chasers (CBS)  
 Blue Monday Jamboree (KHJ, WERC, KRMC, KTUL)  
 Blue Monday Melodies (KONO)  
 Blue Moon Kuku's (NBC)  
 Blue Moonlight (KGO-KPO)  
 Blue Mountain Mill (CFRB)  
 Blue Plate Special (KHJ)  
 Blue Prelude (WHB, KGO-KPO)  
 Blue Rhythm Serenade (WBBM)  
 Blue Rhythm Swingtette (KFNF)  
 Blue Rhythms (KMBC)  
 Blue Ribbon Melodies (WFBB)  
 Blue Ridge Mountain Boys (KYA)  
 Blue Ridge Mountaineers (KIUN)  
 Blue Room, The (KGLO)  
 Blue Room Echoes (WTIC)  
 Blue Shadows (WPAX, KFPY, KYOS)  
 Blue Skies (WINS, WKRC)  
 Blue Star Revue (KOIN)  
 Blue Streaks (WBST-WFAM)  
 Blue Strings (WMAL)  
 Blue Triangle Hour (KSAC)  
 Blue Valley Homestead (NBC)  
 Blue Velvet Orchestra (CBS)  
 Blue Water Variety Jamboree (WHLS)  
 Bluebelles and Their Beaux (WKY)  
 Bluebird Jamboree (KVEE)  
 Bluebirds (CBS)  
 Bluebonnet Girls, The (WFAA)  
 Bluegrass Brevities (WHAS)\*  
 Blues (CBS)  
 Blues Chasers, The (WMSD, KONO, WJBY, WWVA, CJRC, WBRC, WHMA)  
 Blues Chasers and Sleepy, The (KOOS)

PROGRAM TITLES—Continued

- Bluettes (KGO-KPO)  
 Blu-Noters, The (WCMI)  
 Bo Jazz (KTUL)  
 Board of Arbitration  
 (WHN)  
 Board of the Aldermen  
 Talk (WINS)  
 Boardin' House (WPAY)  
 Boarding House, The  
 (WMMN, WKBN)  
 Boardwalk Interviews  
 (WCAP)  
 Boat of Romance, The  
 (CHRC)  
 Boatmen's Program  
 (WGCM)  
 Bob Albright, the Okla-  
 homa Cowboy (WXYZ)  
 Bob and Betty (KGVO)  
 Bob Becker (NBC)  
 Bob Becker's Fireside Chats  
 about Dogs (NBC)  
 Bob Berger Presents  
 George Mackinnon  
 (WHAS)  
 Bob Bingham's Sports Re-  
 view (WWNC)  
 Bob Buck (WBS)  
 Bob Crosby and His Or-  
 chestra (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 (WTV)  
 Bobby and Betty (KFOX)  
 Bobby and Betty and Their  
 Magic Boots (KFOX)  
 Bobb Benson & Polly  
 (WABC)\*  
 Bobby the Bachelor  
 (KCMO)  
 Bobette and Her Curlyques  
 (KTUL)  
 Bob's Tagger Rag Hour  
 (WCAZ)  
 Boheme, Le (NBC)  
 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, KYA)  
 Bonaventure News-Reel  
 (WHDL)  
 Boners' Court (KLZ,  
 WCBS)  
 Bonjour, Madame (CKAC)  
 Bonjour Paris, Bonsoir!  
 (CBM, CBF)  
 Bonnie Airs (WCOL)  
 Bono & Co. (WKBW)  
 Booby Hatch, The (KGVO)  
 Book and the Reader, The  
 (WHBQ)  
 Book Bag, The (WFBR)  
 Book Brochures (KLZ)  
 Book Caravans (WHK)  
 Book Chat (WAAF, KFIZ)  
 Book Club Chatter (WBT)  
 Book Club of the Air  
 (WGY)  
 Book Looks (WKRC)  
 Book Lore (WMCA)  
 Book News (WSAY)  
 Book of Fantastic Facts  
 (WBTM)  
 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,  
 WJAG, WRUF)  
 Book Review—Peter  
 Quince (WRVA)  
 Book Review, William  
 Winter's (WBT)  
 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)  
 Bookman's Notebook, A  
 (NBC)  
 Books and Authors (WICA)  
 Books & Booklore (CFRN)  
 Books and Music (WBRV)  
 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 (WCLE, WHN,  
 KFUO, WCHS)  
 Bookshelf, My (CKY)  
 Bookshelf, The Northwest-  
 ern University (WBBM)  
 Bookworm, The (WJR,  
 WTHI, KWJB)  
 Boos and Bouquets  
 (KGVO)  
 Boos and Hisses (WESG)  
 Boost the Blues (KXBY)  
 Booster Club (WTMV)  
 Boosters Club (WEEL)  
 Boots and Bachelors  
 (WKBW)  
 Boots and Her Buddies  
 (CHNC)  
 Boots and His Buddies  
 (KONO)  
 Border Buckaroos (KNEL)  
 Border Varieties (CKLW)\*  
 Bordertown Barbecue  
 (WBS)  
 Boredom by Budd (WJZ)\*  
 Boston Almanac, The  
 (WORL)  
 Boston Entertains (CBS)  
 Boston Fur Club (WEEL)  
 Boston Hour (WEEL)  
 Boston Petite Symphonies  
 (CBS)  
 Boston Variety Hour (CBS)  
 Bottle Boys (WEAF)\*  
 Bouthbee Safety Specialties  
 (CKWX)  
 Bound to Read (KFAM)  
 Bouquet for Today, The  
 (KPDN, WEBC)  
 Bouquet for Today, Bur-  
 dine's (WQAM)  
 Bouquet of Melodies (KGB,  
 KGO-KPO, WDGY,  
 WATR)  
 Bouquet of Melodies, Your  
 (KVOR)  
 Bouquets of Ballads (CFAC,  
 KOIN)  
 Bourdon, Conducting  
 (WFBC)  
 Bow Ballads (WIBX)  
 Bower of Roses (KMPC)  
 Bowery Mission (WHN)\*  
 Bowl of Rice (WEEL)  
 Bowler's News (WHBF)  
 Bowling Blietherings  
 (KMO)  
 Bowling Briefs (WFBR)  
 Bowling Bystanders  
 (KDYL)  
 Bowling Congress (WINS)  
 Bowling Spotlight, The  
 (WGH)  
 Bowling Time (WCPO)  
 Bowmasters, The (KTUL)  
 Bows and Strings (WLW)  
 Box Social, The (WNAX)  
 Box Store Extra (NBC)  
 Boy and a Girl, A  
 (KALE)\*  
 Boy and Dog Club, The  
 (CJRM)  
 Boy and Girl Next Door  
 (CBS)  
 Boy Chorister—Leigh Gut-  
 teridge (WORL)

PROGRAM TITLES—Continued

Boy Detective (KFOX)  
 Boy from Alabama (WWL)  
 Boy from Songland (WHK)  
 Boy Meets Girl (WHK)  
 Boy Next Door (CBS)  
 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 Club of the  
 Air (WHAM)\*  
 Boys and Girls Safety Club  
 (WDBJ)  
 Boys Club (WOR)  
 Boys Club of the Air  
 (WIP)\*  
 Boys in Blue (WJR)  
 Boys in the Western Valley,  
 The (KMA)  
 Boys of the Golden West  
 (KIUL)  
 Boys of the World (NBC)  
 Bradley Kincaid's House  
 Party (WGY)  
 Bradley's of Prairie Farm  
 (WLS)  
 Bradshaw Safety Club of  
 the Air (WJTN)  
 Brain Battle (KFRC)  
 Brain Teasers (KMJ,  
 WMBD, WMBR, KBND)  
 Brain Trust, The (KTKC)  
 Brain Trust, Doc Rock-  
 well's (NBC)\*  
 Brain Twisters (WSBT-  
 WFAM, WHEC)  
 Brainball (KROW)  
 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 and Milk Club of  
 the Air (KIUL)  
 Bread of Life (CJRM)  
 Bread Time Tunes by the  
 Little Loafer (WHLS)  
 Bread Winners (KFYR)  
 Breadtwisters, The  
 (WSAU)  
 Breadwinner (WHN)  
 Break O'Day (KMPC)  
 Breakfast Ballads (WSAZ)

Breakfast Bell (KRQA,  
 WMIN)  
 Breakfast Briefings  
 (KFYO, WHP, WOAI,  
 CJCA)  
 Breakfast Briefies (WHP)  
 Breakfast Brigade  
 (KMOX)  
 Breakfast Business (WHAS)  
 Breakfast Cabaret (KLUF,  
 KWKH)  
 Breakfast Club (CJOC,  
 KFNF, KVGB, WISN,  
 KLO, WJAY, KFBB,  
 WIL, KELA, KFRC,  
 WMBD)  
 Breakfast Club, The  
 L.A.A.C. (KRKD)  
 Breakfast Club, The West-  
 chester (WFAS)  
 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 Klub (KHUB)  
 Breakfast Melodies (KRE,  
 WMBD)  
 Breakfast News Edition  
 (WIBA)  
 Breakfast News of the  
 World (KOMA)  
 Breakfast Party (KGO-  
 KPO, KVOO, WCAX)  
 Breakfast Reporter  
 (WAAT)  
 Breakfast Serenade  
 (WRUF, WDBO)  
 Breakfast Special (WCLO,  
 KFOR)  
 Breakfast Symphony  
 (WQXR)  
 Breakfast Table (WJAG)  
 Breakfast Time around the  
 Turn Tables (KGHI)  
 Breakfast Time at Bar-X  
 (KFPY)  
 Breakfast Time Briefs  
 (KGNO)  
 Breakfast Time Table  
 (KLZ)  
 Breakfast Time Tunes  
 (WAAT)  
 Breakfast Time with Plain  
 Jane and Jim (CKWX)  
 Breakfast Varieties (KSO)  
 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)  
 Breeze, The (KTUL)  
 Breezin' Along (CJOC)  
 Breezy Briefings (KXBY)  
 Brent House (NBC)  
 Brevised 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 Horizons (KMOX)  
 Bright Lights Revue (CBS)  
 Bright Side of the News,  
 The (KANS)  
 Bright Spot, The (WLAW,  
 WSIX, WIBX)  
 Bright Spot, The Bab-O  
 (WBBM)  
 Bright Spots (KTHS)  
 Brighter Side of the News  
 (WGAR)  
 Brighter Smile Program  
 (KMAC)  
 Brilliantly Beautiful Melo-  
 dies (KSD)  
 Bring 'Em Back Alive with  
 Lifeguards (KGHL)  
 Bring 'em in Alive (WEBC)  
 Bringing Up John and Mary  
 (KGVO)  
 British and Foreign Bible  
 Society (CJRC)  
 British Empire News  
 (CFRN)  
 British Empire Program  
 (CKMO)  
 British Israel Period  
 (CJRC)  
 British Israel World Fed-  
 eration (CJRC)  
 Broadcast Bulletin (CKY)  
 Broadcast Choir Festival  
 (WRNL)  
 Broadcast Rhymsters  
 (WBBM)  
 Broadcasting and the  
 American Public (CBS)  
 Broadcasting Broadway  
 (NBC)  
 Broadway and Park Ave.  
 (WMCA)

PROGRAM TITLES—Continued

Broadway Bandwagon (KDYL, WHN)  
 Broadway Bill (KGB)  
 Broadway Billboard (WBZ-A)  
 Broadway Bill's Race Reviews (WMCA)  
 Broadway Cinderella (WGN)\*  
 Broadway Echoes (WRUF)  
 Broadway Lights (WOR)  
 Broadway Matinee (KWJJ)  
 Broadway Melodies (WMCA, KLO, WIND)  
 Broadway Melody Hour (WHN)  
 Broadway Memories (KFI)  
 Broadway Merry Go Round (NBC)  
 Broadway Newsreel (WMCA)  
 Broadway Nights (KGIN)  
 Broadway Opportunity Hour (WNEW)  
 Broadway Parade (KFSO)  
 Broadway Portraits (WHN)  
 Broadway Review (WSGN)  
 Broadway Showcases (WEVD)  
 Broadway Talks (KMO)  
 Broadway to Hollywood (WIP)  
 Broadway Varieties (CBS)  
 Broadwayites (WAAT)  
 Broadway's Greatest Thrills (CBS)  
 Broer Family at Home (KSLM)  
 Broken Circle X Ranch, The (KFVS)  
 Broken Record, The (KFYO, WLNH)  
 Broncho Busters, The (WMEF WSOC)  
 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, KFUE, WDRC)  
 Brown Sisters, The (KHJ)  
 Brownies, The (KDLR)  
 Brownies Request (KDLR)  
 Brownviller Zeide (WLTH)  
 Browning (WRNL)  
 Browning Among Books (CBS)  
 Bruin Broadcast (KFVD)  
 Bruno's Accordion (WMBC)  
 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, WSPA)  
 Buck and Shot (WRJN)  
 Buck Boys (WBAP)  
 Buck Brand Program (WBAP)  
 Buck Riddle & His Buck Riddles (WTEL)  
 Buck Rogers (CHRC)  
 Buck Rogers in the 20th Century (CBS)  
 Buckaroos (KGO-KPO, KGKO)  
 Bucket Syrup Programs (MWR)  
 Buckeye Barnstorming (WOWO-WGL)  
 Buckeye Buckaroos (WAAW)  
 Buckle Busters (WAAW)  
 Bucklebusters, The (WBT)  
 Bud and Spud (KMBC)  
 Bud and the Musical Blossoms (WWVA)  
 Bud Percy (KFIZ)  
 Bud Shaver Sports Talks (WXYZ)  
 Budd Hyde and His Popular Request Program (KVOB)  
 Budd Show, The (NBC)  
 Buddies (RRI)  
 Budding Talent (NBC)  
 Buddy and Bunky (WINS)  
 Buddy and Ginger (MWR)  
 Budget Honeymoon (WOR)\*  
 Budget Stretcher, The (WCFL)  
 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 El Dorado (KELD)  
 Builders of El Paso (KTSM)  
 Builders of Happiness (WBBM)  
 Builders of the 20th Century (WEAN)  
 Building a Home (WAVE)  
 Building Better Citizens (WLS)  
 Building Industry Forum (NBC)  
 Building Southern California (KHL)\*  
 Bulletin Board, The (KTUL, WSAU, WDBJ, WCAO, KTAT, WFBC, WFBR)  
 Bulletin Board, The Black Hills (KOBH)  
 Bulletin Board, The Lake County (WICA)  
 Bulletin Board, The Pats Bamby (WCLO)  
 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 Boys (WNOX)  
 Bunk House Nights (WHO)  
 Bunkhouse Buddies (KYOS, KGJF)  
 Burbig's Synopacted History (CBS)  
 Bureau of Beauty, The (CKBI (CKBI)  
 Bureau of Missing Persons (WWJ)  
 Buried Gold (NBC)  
 Burn Balladier (CFRN)  
 Burning Questions (KFOK)  
 Burns & Allen (NBC)  
 Burton and Dutton, Studio Goldfish (KYW)  
 Bus Broadcaster (WCBS)  
 Bus Smith & His Silver String Band (WCHV)  
 Bus Terminal Interviews (KGBK)  
 Bush Brevities (CFRN)  
 Bushey & Haley (KDKA)\*  
 Bushwhackers, The (KPDN)  
 Business and Pleasure (KHQ)  
 Business Barometer (KTSH)  
 Business Biographies (KGA)  
 Business Builders, The (WRR)  
 Business Careers for Canadians (CJRC)  
 Business Counsellor, The (WHAM)  
 Business Forum (WGRC)

PROGRAM TITLES—Continued

Business Men's Bible Class (WRVA)	Butternut Twins (KDFN)	Buzz Davis Sports (WDAS)
Business Parade, The (WHBH)	Button Family, The (KGB)	By Candlelight (KEHE, KYW)
Business Review (KGO-KPO)	Buy American (WINS)	By Popular Demand (Modern Age Books) (CBS)
Bust o' Dawn (WDOD)	Buy in Selma (WHBB)	By Popular Request (KRE)
Bust o' Dawn Society (KVOL)	Buy Locally (KFVS)	By Request (KVSO)
Busta Dawn (WRDW)	Buy Now Broadcast, The Lyons (WMBO)	By the Blue Danube (CJRM)
Buster Brown (WWL)	Buy Now Broadcast, The Newark (WMBO)	By the Fireside (CKCL, CKCH, KWSC, WHN, CFRN, WHK, WXYZ)
Busy Fingers (CBS)	Buy Olyphant Revue (WGBI)	By the Right, Quick March! (CKCL)
But Women Have Brains (NBC)	Buyers' Bus (WTMV)	Byrd High on the Air (KRMD)
Butane Cowboys, The (KGKL)	Buyers' Guide (KFVS)	
	Buyer's Guide Club (WCBS)	
	Buyers' Parade (KALE)	

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CCC Choristers, The (WTJS)	Calendar Man (WCHV, WEW)	Calling All Drivers (WGRC)
CCC Review (WFMD)	Calendar of Events (KIDO, WGH)	Calling All Men (WJNO)
CCCs in the News (WHDL)	Calendar of Events for the Day (KABR)	Calling All Parties (WHN)
CJRC Welcomes Tourists (CJRC)	Calendar of Memories (WKY)	Calling All Sportsmen (WKY)
Caballeros, The (WCAU)	Calendar of the Week (KSUB)	Calling All Stamp Collectors (NBC)
Cabaret Matinee (CJOC)	California Concert (KGO-KPO)	Calling All Stars (WBAL, K TSA)
Cabbages and Kings (WMBC, WHN, KORE)	California Dons (KGO-KPO)	Calling All Sweethearts (NBC)
Cabin at the Crossroads (WLS)*	California Melodies (KHJ)	Calling All Tourist Cars (KVOO)
Cabin in the Cotton (NBC)	California Tea Time (KSFO)	Calling All Tourists (KPAB)
Cabin in the Hollow (WJW)	California Trio (KGO-KPO)	Calling All Travellers (CFGP)
Cabinet of Melody (CHNS)	Californians on Parade (KGO-KPO)	Calling Alla'gators (WWSW)
Cackle Club, The (KFEQ)	California's Hour (KGO-KPO, KHJ)	Calling Hollywood (WORL)
Cactus Blossoms (KPDN)	Caliwaiians' Music (KRKD)	Calling on the Neighbors (WCAE)
Cactus Charlie (WBZ-A)	Call Boy, The (KTUL, CFRN)	Calling Santa (WLAC)
Cactus Concerts (KITE)	Call of the North (WCCO)	Calling Warren (WJTN)
Cactus Kate (WGN)*	Call of the South (KRKD)	Callippe & Miss Kath'rine (NBC)
Cadence and Romance (CKCV)	Call to Church (WCOP)	Calvert Milchcopaters (KVSO)
Cadets, The (CBS)	Call to Worship (WAPI, WSB, WOAI)	Cambridge Is Calling (WALR)
Cadets, The Pepper (WFAA)	Call to Youth, The (NBC)	Cameo Coal Cwiz (WKOK)
Cafe Budapest (CBS)	Calle de Olvera (KFAC)	Cameo of Modern Song, The (KSD)
Cafe Collette (CFAC)	Callin' on the Neighbors (WCAE)	Cameo Quiz (WRAK)
Cafe Concert (CJBR)	Calling All Cars (CJCA, KHJ)	Cameo Theatre, Hart's (KFH)
Cafe Continental (KMTR, WHBQ)	Calling All Citizens to Safety (WBBC)	Cameos (KPG, WBMM)
Cafe Franz Josef (CFAC, CKCK)		Camera Catches Rockford High (WROK)
Cafe Imagination (KITE)		
Cafe Noir (WRUF, WTBO)		
Cafe of the Red Dagger (WOR)*		
Cahil-Logues (NBC)		
Cakes and Coffee (WKY)		
Calendar for Men, Hibbs' (KSL)		

PROGRAM TITLES—Continued

- Camera Clicker Club of the Air (KFBB)  
 Camera Clicks (WCPO)  
 Camera Club (WBAL, WDEV, WHP)  
 Camera Club of the Air (KFSS, WHAM, CFCE, CJCA, WMIN, WSGN)  
 Camera Forum (WHK)  
 Camera Hour, T. E. Litt's (KVOA)  
 Camera Man, The (KRSC, KFRC, KSO)  
 Camera, Please (WBAL)\*  
 Camera Reflections (WBRY)  
 Camera Shots (WGAR)  
 Camp Comments (WGAR)  
 Camp Meetin' (KGO-KPO)  
 Camp Meeting of the Air (WBIG)  
 Camp Talks (NBC)  
 Campbelleers, The (WHB)  
 Campfire (KHSL)  
 Campfire Boys, The (WBZ-A)  
 Camp Fire Girls' Pow-Wow (KIEM)  
 Campfire Melodies (KHSL)  
 Campus, The (NBC)  
 Campus Capers (KYW, KANS, WEW, WRUF, WAIM)  
 Campus Carnival (KTUL)  
 Campus Chatter (WSAI, KQW, WBZ-WBZA)  
 Campus Clambake (WRUF)  
 Campus Coeds (WDAY)  
 Campus Comedians (KGO-KPO)  
 Campus Comment (NBC)  
 Campus Congress (KGVO)  
 Campus Echoes (WAAW, WTMV)  
 Campus Highlights (WMMN)  
 Campus Hour, The Illinois (WILL)  
 Campus News and Interviews (WFBL)  
 Campus Reporter (KGVO)  
 Campus Reporter, The Junior College (KFBK)  
 Campus Reverie (WWVA)  
 Campus Review, The (KLZ)  
 Campus Scenes (WIRE)  
 Campus Theatre of the Air (WSM)  
 Campus Trails (KLZ)  
 Campus Varieties (WMEX)  
 Camrose Mailman (CFRN)  
 Can It Be Done? (WQXR, KOIL)  
 Can They Return? (KTBS, KOIL)  
 Can You Answer? (CHWK)  
 Can You Imagine (WTEL)  
 Can You Name It (KLO)  
 Can You Pronounce It? (WBAA)  
 Can You Solve It? (WOAI)  
 Can You Spare a Job? (KYOS, WSPA)  
 Can You Stump Susie? (WTMV)  
 Can You Take It? (KGFW)  
 Can You Tie That (KHQ)  
 Can You Write a Song? (KFWB)\*  
 Canada, 1937 (CFCE)  
 Canada, 1938 (CBM, CFCE)  
 Canada Calling (CJRC-CJRO-CJRX)  
 Canadian Capers (WQDM)  
 Canadian Club Reporter (CKLW)  
 Canadian Institute of International Affairs (CJRC)  
 Canadian Mosaic (CBL)  
 Canadian Railway Problem (CJRC)  
 Canadian Sunday School Mission (CJRC)  
 Canal Days (WSAI)  
 Canary Amateur Hour (WMCA)  
 Canary Concert (WGES)  
 Cancer Relief (CJRC)  
 Candid Camera, Radio's (WGN)  
 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)  
 Canine Comments (KOY)  
 Canned Heat (KORE)  
 Cannibal King of the Keyboard (KYOS)  
 Cannin' Time (KGO-KPO)  
 Canning Family, The (KGB)  
 Canning School of the Air (KTUL)  
 Canny Cook (NBC)  
 Cantata Group, The (WPHR)  
 Can't We Talk It Over (WNEW)  
 Canzonetta (KGO-KPO)  
 Cap Marble and His BKTA Program (KGO-KPO)  
 Cape Diamond Light (NBC)  
 Capers at the Console (KFBI)  
 Capital City Capers (WBNS)  
 Capitol Comment (WGN, WKY)  
 Capitol Hill (WTHT)  
 Capitol Opinions (CBS)  
 Capitol Parade (KFBK)  
 Capitol Speaks, The (KSTP)  
 Caps & Small Caps (CKAC)  
 Capt. Ace Branigan (WWJ)\*  
 Captain and the Organ, The (KFVS)  
 Captain Argus (KYA)  
 Captain Bill and Lieutenant Hal (KYA)  
 Captain Bill and Little Bertie (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 Dobbs (KGO-KPO)  
 Captain Dobbs, Retired (KGO-KPO)  
 Captain Dobbsie's Ship of Joy (NBC)  
 Capt. Don & Radio Scouts (WIBO)\*  
 Captain Duval (CFRN)  
 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 Midnight (WGN)\*  
 Captain of the Keyboard (WWVA, KTHS)  
 Captain Ozie and the Colorado Rangers (KLZ)  
 Captain Salt and Jim (WHA)  
 Captain Tim's Stamp Club (WJZ)  
 Captains of Industry (RRI)  
 Captains of Peril (KSD)\*  
 Captivators (CBS)  
 Car Card Carnival (WENR)  
 Car Gazing (KFOX)  
 Cara Lynn (KFJZ)  
 Caravan (WWL)  
 Caravan, The Boone County (WLW)  
 Caravan, The Dromedary (NBC)  
 Caravan from the Canon (KFOR)  
 Caravan of Dreams (WHIS, KOMA)  
 Caravan of Melody (WKBO)  
 Caravan of Song (WTHT)  
 Caravan of the Night (KFNF)  
 Caravan of Truth, The (NBC)  
 Caravan of Values (KOCA)  
 Cardinal Highlights (KMOX)  
 Care and Feeding of Hobby Horses (CBS)  
 Care and Feeding of Husbands (CBS)  
 Career Girl (WHN)\*  
 Career Women (KMBC)  
 Carefree Capers (WOR, WRUF)

PROGRAM TITLES—Continued

- Carefree Carnival (KGO-KPO)  
 Carefree Cruisers (NBC)  
 Careless Loves (NBC)  
 Caribbeans, The (CBS)  
 Cariboo Cowboys (CJOR)  
 Cariboo Trails (CKMO)  
 Caricatures in Rhythm (NBC)  
 Carioca Rhythm (WHA)  
 Carl Fenton's Orchestra (WMCA)  
 Carl Freed & Harmonica Lads (WSAI)  
 Carl Freed's Harmonica Lads (WLW)  
 Carmel Presents to Amuse You, Andre (CJRC)  
 Carnival (KMBC)  
 Carnival, Cain's Coffee (WKY)  
 Carnival, The Carbondale (WGBI)  
 Carnival, The Cleo Cola (KCMO)  
 Carnival Hour (KOL)  
 Carnival of Champions (WJZ)\*  
 Carnival of Corn (KTHS)  
 Carnival of Fun, The (WFRB)  
 Carnival of Music (WMCA)  
 Carnival of Nations (NBC)  
 Caro-Ginians, The (WRVA)  
 Carol Kennedy's Romance (WABC)\*  
 Carol Ross Varieties (WPHR)  
 Carol Weyman (WENR)  
 Carolina Boys (WBT)  
 Carolina Chats (WPTF)  
 Carolina Hillbillies (WBIG)  
 Carolina Jamboree (WBIG)  
 Carolina Plantation (WIS)  
 Carolina Question Man (WAIM)  
 Carolina Ramblers (WRDW)  
 Carolina Ramblers, Paul Black's (WEED)  
 Carolina Reporter, Lina C. Harrill (WBT)  
 Carolina Scrapbook, The (WEED)  
 Carolina Serenaders (WMFD)  
 Caroline's Golden Store (KMBC)  
 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)  
 Carousel de la Gaiete, Le (CKAC)  
 Car's the Thing, The (WELL)  
 Carson Cocktail (KGO-KPO)  
 Carson Robison's Buckaroos (WGY)\*  
 Carsten's Corners (KOMO)\*  
 Carters of Elm Street, The (WMAQ)  
 Carter's Twilight Memories (KOCA)  
 Carthage Air Theatre (WMBH)  
 Cartoon Class (KGB)  
 Cartoon Club of the Air (WNEW)  
 Cartoonist & Columnists (NBC)  
 Cartwright Family (WTMJ)  
 Casa Manana Quiz (WMEX)  
 Cascade Hillbillies (KRKO)  
 Casey at the Mike (KOA)  
 Casey Jones Engineers (KIUN)  
 Casino, The Coolerator (KLUP)  
 Casino de Paris (CRS, KYA)  
 Casino of the Stars (WJR)  
 Casino on the Thames (WNLC)  
 Casino Parisienne (WMAQ)  
 Cass County Kids (WFAA)  
 Cassandra (KHJ)  
 Cassidy Singers (WCLE)  
 Cast Off Moorings (WKY)  
 Castanets and Shawls (KLZ)  
 Castilian Cadence (WTMV)  
 Castilian Gardens (KOIN)  
 Castillians (WFAA, KOIN, WHBB)  
 Casting Office (WMBD)  
 Castle Club Orchestra (WKY)  
 Castles in the Air (WBBC)  
 Castles in Music (WOR)  
 Castles in Spain (WOR)  
 Castles of Romance (NBC)  
 Castles of the Wind (WOKO)  
 Castles-on-the-Air (WAAT)  
 Casual Observer, The (WCBM)\*  
 Cat and the Fiddle, The (WATL)  
 Cat Club, The (WIS)  
 Catalina Paradise (KERN)  
 Catch-As-Catch-Can (KFRU)  
 Catch Questions (KFUO)  
 Catch the Announcer (KDAL, KOVC)  
 Catechism Plays (KFUO)  
 Caterpillar Boys, The (CFAC, WJCA)  
 Caterpillar Crew, The (WDAF)  
 Cathedral Chimes (KROY, WSPA)  
 Cathedral Echoes (WHA, WGY, WSPR)  
 Cathedral Hour (KSAL)  
 Cathedral Melodies (WBZ-A)  
 Cathedral Novena (KSO)  
 Cathedral of the Air (LAW)  
 Cathedral of the Ozarks (KUAO)  
 Cathedral of the Underworld (WMCA)  
 Cathedral Singers (KVGB)  
 Cathedral Vespers, The (WCBM)  
 Catherine the Great (CBS)  
 Catholic Forum, The (KVOA)  
 Catholic Hour (NBC)  
 Catholic News & Information Hour (WDEV)  
 Cats and the Fiddle, The (WHKC)  
 Cat's Claw, The (KMPC)  
 Causerie (CKY)  
 Causes of Crime (WWJ)  
 Cavalcade (KGMB, CFGP)  
 Cavalcade, The Calavo (KGB)  
 Cavalcade, The Colorado (KLZ)  
 Cavalcade, The Connecticut (WBRY)  
 Cavalcade, The Electrolux (KGLU)  
 Cavalcade of America (CBS)  
 Cavalcade of Baseball, The (NBC)  
 Cavalcade of Builders, Arizona's (KTAR)  
 Cavalcade of Covered Wagon Days (KSL)  
 Cavalcade of Dreams (WKY)  
 Cavalcade of Football (KABC)  
 Cavalcade of Furs (WAVE)  
 Cavalcade of Hits (CFRN, CKWX)  
 Cavalcade of Kings (CKBI)  
 Cavalcade of Melody (KDB, KDYL)  
 Cavalcade of Music (KLZ)  
 Cavalcade of News (WBG)  
 Cavalcade of Shreveport (KTBS)  
 Cavalcade of Virginia (WRNL)  
 Cavalier Cavalcade (WBNS)  
 Cavaliers (CFCF, KGO-KPO, WPHR)  
 Cavaliers de la Salle, Les (CBM)  
 Ceeilians (KGO-KPO)  
 Cecil and Sally (MacG., KGO-KPO)  
 Cedar Valley Hillbillies (IBS)  
 Celebrities Visit (WCKY)  
 Celebrity Club (WFAO)  
 Celebrity Night (KMOX)  
 Celebrity Night, Dr. West's (NBC)  
 Celebrity Parade (WNEW)  
 Celebrity Time, The Holsum (KSL)

## PROGRAM TITLES—Continued

- Celestial Singers (KABR)  
 Celia Gamba, Violin Stylist (NBC)  
 Cellar Knights (CBS)  
 Cello Quartette (CFCF)  
 Celluloid Astrology (WWSVA)  
 Celluloid Rhythm (CJIC)  
 Centennial Hour (KFBK)  
 Centennial Scenes (KROY)  
 Central City (NBC)  
 Central Singers (WTAG)  
 Century Blue Jackets (WBBM)\*  
 Century of Commerce (KGO-KPO)  
 Century of Progress in Science (NBC)  
 Cesare Sodero Directs (WOR)  
 C'est Paris (CBF, CBM)  
 Ceux qu'on Aime (CKAC)  
 Chain of Gems (KHQ)  
 Chained Before Marriage (NBC)  
 Chaland qui Passe, Le (CKCV)  
 Challenge of Education (NBC)  
 Challenge of the Yukon (WXYZ)  
 Challenging the Experts (WJJD)  
 Chamber Music (CBM)  
 Chamber Music Concerts (NBC)  
 Chamber of Commerce's Salutes (WOAI)  
 Chamber Vibrations (WATR)  
 Champion, The Studebaker (WMAQ)  
 Champions of the Keyboard (NBC)  
 Champs Corner, The (WBZ-A)  
 Chancellor of the Air (WSYR)  
 Chandler Chats (WLW)  
 Chandler Goldthwaite Ensemble (NBC)  
 Chandu the Magician (WBS)  
 Changes in Rhythm (KFOR)  
 Chanson Express, La (CKAC)  
 Chansonette (CFCF, CBL, CBY, WOR)  
 Chansonettes (KGO-KPO)  
 Chansons (WKBN)  
 Chansons de Paulette Mauve, Les (CKAC)  
 Chanticleer Club (WBOW)  
 Chantons en Choeur (CKAC)  
 Chaparral Club (KECA)  
 Chapel Chanson (CJCA)  
 Chapel Chimes (KOC, CFAC, KHQ, KORE, KIDO)  
 Chapel Echoes (KPDN, WICC)  
 Chapel Hour, The (KMTR, KPMC, KWTN)  
 Chapel of Cheer (KFXM)  
 Chapel of the Air (WHDL, KFXJ, WSPR)  
 Chapel Serenade (WALR)  
 Chapel Singer, The (WSOC)  
 Chapel Singers (CKY, KMBC)  
 Chapel Window (KFUO, WBNX)  
 Chapters from History of Music (WCBM)  
 Character Building, Forum on (NBC)  
 Character Education (CBS)  
 Character Sketches (KFUO)  
 Characters in the News (CFCF)  
 Charioteers (WBS)  
 Charis Players with Dorothy Chase (NBC)  
 Charles Mitchell and His Magic Melodies (KWKH)  
 Charley and Marge (KROC)  
 Charley Hamp (CRS)  
 Charlie and Jane Entertain (WSAI)  
 Charlie Craft's Discoveries (KMTR)  
 Charlie Hector's Music (WEEI)  
 Charlie Kent and His Ad-lerikans (MWR)  
 Charlie on the Spot (WMAQ)  
 Charlot S'Promene (CKCV)\*  
 Charm Chats (KGB, WCLO)  
 Charm Chatter (KFAM)  
 Charm Class (WBOW)  
 Charm Clinic, The (WKRC)  
 Charm for You (WHEC)  
 Charm Hour, The (WJAY)  
 Charm House (WIBC)  
 Charm in Women (WMCA)  
 Charm School (KROY, KSL, WESG)  
 Charm School, Dr. West's (KCMO)  
 Charm vs. Romance (KWLK)  
 Chase Minstrels (WDAF)  
 Chasin' the Blues (KGMB)  
 Chasing Rackets (WKBW)\*  
 Chasing Shadows (KDKA)  
 Chasing the Cat (CJRC)  
 Chasins Music Series (WMAQ)  
 Chat Awhile with Betty (KVOE)  
 Chateau Bell Club, Le (WDAY)  
 Chats, The Philco (KVI)  
 Chats Between the Acts (NBC)  
 Chats with Labor (WGRC)  
 Chats with Peggy Winthrop (NBC)  
 Chats with Your University Faculty (WJBO)  
 Chatter Box (KDFN, WTCN)  
 Chatter School—Jack Hamilton (WIBX)  
 Chatter Time (KASA)  
 Chatterbox Hour, The (WRAX)  
 Chattering with Ida Bailey Allen (CBS)  
 Chatting with Phyllis Foster (WDAS)  
 Check and Double Check (WPHR)  
 Checkerboard Program (WEEI)  
 Checkerboard Time (WGY)\*  
 Cheek to Cheek (WHDL, WOR)  
 Cheer Club (KHJ)\*  
 Cheer-Em-Up Program (WJMS)  
 Cheer Program, The (WGBI)  
 Cheer Up (WNOX)  
 Cheer-Up Club, The (KOB)  
 Cheer-up-o-dist—Christopher Layman (WBRY)  
 Cheer Up Program (WIND)  
 Cheerful Charlie (WKOK)  
 Cheerful Chatter (WBRY)  
 Cheerful Chore Club (WSBT-WFAM)  
 Cheerful Confessions (KFUO)  
 Cheerful Givers, The (WRDW, WRDW)  
 Cheerful Home Chats (WMBH)  
 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)  
 Chef Circle (WGAR)  
 Chemistry of Today (WAAB)  
 Chester and Millicent (MWR)  
 Chestnut Time (KRE)  
 Chestnuts of Melody (KGVO)  
 Chet & Sleepy (KOOS)  
 Chevrolliers (WFAA)  
 Chez Patee (WENR)  
 Chez Patee Follies (KSOO)  
 Chic Hood & His Melodiers (KYA)  
 Chicago Hour, The (WBBM)  
 Chicago Knights (WBBM)  
 Chicago Parade (CBS)  
 Chicago Serenade (NBC)  
 Chicago Varieties (WBBM)  
 Chicagoans, The (WBBM)



PROGRAM TITLES—Continued

- Chicago's Guild Dramatists (WEDC)  
 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)  
 Chicken Chatter (KUOA)  
 Chickie (WBBM)\*  
 Chick's Chatter (CJCS)  
 Chico and His Guitar (WAAT)  
 Chief Gumbo (WLS)  
 Chief Topics (WEAN)  
 Chiffon Interludes (KFYR)  
 Chiffon Jazz (KGO-KPO)  
 Chik-Chatter (KFAM)  
 Child Clinic (WLW)  
 Child Grows Up, The (NBC)  
 Child Guidance Clinic (WLTH)  
 Child Heroes (WCAU)  
 Child Study (NBC)  
 Child Study Club (WOI)  
 Childhood in the Making (NBC)  
 Children of Bethlehem (NBC)  
 Children of Divorce (NBC)  
 Children on Parade (WDBJ)  
 Children's Amateurs (WHEC)  
 Children's Birthday Hour (KFQD)  
 Children's Birthday Party (WPTF, WDBO)  
 Children's Caravan (WLNH)  
 Children's Circle (KFUO)  
 Children's Clinic of the Air (KFSO)  
 Children's Community Sing (WLBZ)  
 Children's Concerts (WQXR)  
 Children's Corner (KGO-KPO)  
 Children's Corner of the Air (WEAU)  
 Children's Hit Parade (KMTR)  
 Children's Hour, The (KLZ, WBAL, KGO-KPO, WFBM, WPHR, WABI, WCAU, KABC, WSYB, CHNC, WOR)  
 Children's Hour, The Elks (WKOK)  
 Children's Musicomedy (WHEC)  
 Children's Opportunity Program (WMCA)  
 Children's Parade, The (CKMO)  
 Children's Party (KDYL, KMPC)  
 Children's Playhouse (WWJ)  
 Children's Program, The (WJAR (WJAR)  
 Children's Programs (WTNJ)  
 Children's Question Box (KFUO)  
 Children's Recess (WHEC)  
 Children's Songfest (WHEC, WMBC)  
 Children's Story Hour (KABR)  
 Children's Story Party (KGVO)  
 Children's Talent Hunt (WCNW)  
 Children's Theatre, The (WFBL (WFBL)  
 Children's Theatre of the Air (KFVD, WGY, WXYZ, WLTH, KSFO)  
 Children's Time (KGNC)  
 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)  
 Chimney House (NBC)  
 China Maids (KWJJ)  
 Chinatown Mission (WMCA)  
 Chinatown Squad (KGO-KPO)  
 Chloe—Ragdoll of the Organ (WAPI)  
 Choice of the People, The (KSL)  
 Choir and Strings (WRUF)  
 Choir Boy, The (WHBL)  
 Choir Invisible (WTAM, WOR)  
 Choir Loft (WINS)  
 Choir Loft, The (WAAB)  
 Choir Loft, John Metcalf's (WCAZ)  
 Choix du Connaisseur, Le (CKCV)  
 Choose Your Announcer (KFVS)  
 Choosing a Vacation (KRMD)  
 Choosing Your Life Work (CJRC)  
 Choral Cameos (KTAT)  
 Choral Contrasts (FTRD)  
 Choral Echoes (WHK, WLW)  
 Choral Gems (WCPO)  
 Choral Orchestra, The Chase & Sanborn (NBC)  
 Choral Program, The Swedish American (WTAG)  
 Choral Reveries (CBS)  
 Chore Time (WDZ)  
 Chorostra, The KFI-KECA (KFI-KECA)  
 Choristers (KIRO)  
 Chorus and Choir (NYBS)  
 Chorus Quest (CBS)  
 Christian Business Men's Committee (KIRO)  
 Christian Doctrine (KFUO)  
 Christian Fellowship Hour (KROY)  
 Christian Science Program (WCAO, KRMD)  
 Christian Science Programme (WORLD)  
 Christianity in Action (WCBD)  
 Christmas Bell-Ringer, Belk's (WIS)  
 Christmas Choral Singers (WTAG)  
 Christmas Choristers (CJRC)  
 Christmas Club Contest—Melba Ryder Lindgren (WORLD)  
 Christmas in Pine Glen (CKLW)  
 Christmas Lady (KVOR)  
 Christmas Party (WHAS)\*  
 Christmas Shopper, The (WPHR, WSAY, KTUC)  
 Christmas Shoppers' Guide (WKBO)  
 Christmas Street Scene (WFBR)  
 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)  
 Chronicles of Memphis (WMC)  
 Chronicles of the Presidents (WMC)  
 Chronique Bibliographique, La (CRCK)  
 Chuck and Mary (KWTO)  
 Chuck Wagon, The (WGST, WFBM)  
 Chuck Wagon Boys (WFBC)  
 Chuck Wagon Cowboys, Tonto Bill's (KOY)  
 Chuck Wagon Gang (WBAP, KGKO)  
 Chuck Wagon Jamboree (KWLK)  
 Chuck Wagon Melodies (WDAE)  
 Chuck Wagon Opera (KLZ, KROY)  
 Chuck Wagon Oper'y (KANS)  
 Chuck Wagon Riders, The (WCAX)  
 Chuckle Clinic (KDKA, WHB)

PROGRAM TITLES—Continued

- Chuckles and Oddities in the News (WOAI)  
 Chuckles in the News (WMBD)  
 Chukker, The (KMTR)  
 Church by the Sea (WPG)  
 Church by the Side of the Road (WLW, CKCA)  
 Church Calendar, The (WCOP, WHBQ, KTFI)  
 Church Chimes (WOPI, WSAY, KRBC)  
 Church Directory (KFUO)  
 Church Editor of the Air (WSAY)  
 Church Forum (WSAI, WLW)  
 Church in the Dale (WREN, WPIC)  
 Church in the Redwoods (KSRO)  
 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 Christ Program, The (KGNO)  
 Church of the Air (CKNX, WBRB, WCSC, KRMC)  
 Church of the Air, Oklahoma Network (KCRK)  
 Church of the Air: Sunrise Service (KSEI)  
 Church of the Air: Vesper Service (KSEI)  
 Church of the Wildwood (KVOE)  
 Church on the Hillside (WJJD)  
 Church Parade, Your (KGHI)  
 Church Reporter, The (KSEI) (KSEI)  
 Church Songs of Long Ago (WCAM)  
 Church Vespers (WDAF)  
 Churches, Brief History of (KFUO)  
 Chy and His Hot Shots (KGCK)  
 Cigarette Girl, The (CKCD)  
 Cincinnati Girl (WCKY, WKRC)  
 Cincinnati Sings (WSAI)  
 Cinderella Hour, The (WCSC)  
 Cinderella Story, The (KGHL)  
 Cinema Chatter (WHIO)  
 Cinema Comment (WQXR)  
 Cinema Lady, The (WWSW)  
 Cinema Memories (WGH)  
 Cinema Sidelights (WQAM)  
 Cinema Theatre, The (NBC)  
 Cinemanía (WAAT)
- Cinemelodies (WEW)  
 Circle, The (NBC)  
 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 Comes to Town, The (NBC)  
 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 (WFDJ)  
 Cities of the World (WHJB, WRNL)  
 Citizen on the Air, The Belmont (WCOP)  
 Citizens' Forum (WMCA, WNEW)  
 Citizens Forum—With Baxter Pickering (WNEW)  
 Citizens of Tomorrow (KVOR)  
 Citizen's Reporter, The (CJRC)  
 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 Stories (KRLD)  
 City of Tomorrow, The (NBC)  
 City Reporter (WGL)  
 City Safety Chats (WDBO)  
 City Salute (KNX)  
 City Slickers (WVFW)  
 City Speaks, The (WFIL)  
 City Voices (KGO-KPO)  
 City Within Itself (KRBC)  
 City Within Itself Orchestra, A (KRBC)  
 Civic Calendar (WFBR, WOW)  
 Civic Center (WMBR)  
 Civic Club, Belk's (WBIG)  
 Civic Club, The Coca-Cola (WCKY-WBIG)  
 Civic Club, The WBIG (WBIG)  
 Civic Comments (KARK)  
 Civic Crusader (WHEB)  
 Civic Forum, The (WJSV, CKCD)  
 Civic Hour (KUOA)
- Civic Matinee (KVOO)  
 Civic News (WJEJ)  
 Civic Radio Forum (CKMO)  
 Civic Roundup (WKBN)  
 Civic Salute (WCBM, WINS, WPTF)  
 Civic Service Period (WIL)  
 Civic Service Period—Mr. Fixit (WIL)  
 Civic Talks (KPMC)  
 Civic Theatre of the Air (KGW-KEX)  
 Civic Theatre Radio Players (KLZ)  
 Civil War in Spain, The (WCAD)  
 Clambake, (WAVE, WICA)  
 Clara Dawes (KFIZ)  
 Clara, Lu 'n' Em (NBC)  
 Clarence Rice Comments (KCKN)  
 Clarinet Marmalade (KLRA)  
 Clark Home Service School of the Air, The (WJTN)  
 Clark Household Counselor, The (WJTN)  
 Clarkwatchers, The (KTUL)  
 Class in Agriculture (WOI)  
 Classic Cameos (WRUF)  
 Classic Four (WBZ-A)  
 Classic Hour (KMBC, KECA, KMTR, K TSA)  
 Classic Interlude (KABC)  
 Classic Matinee (KGCK)  
 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)  
 Classics of the Keyboard (WOR)  
 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 of the Air (WMT)  
 Classroom Whispers (KCKN)

PROGRAM TITLES—Continued

- Clate Hazelwood, The Gift Shop (WORL)  
 Claudine MacDonald Says (NBC)  
 Clean-up Program (WCOL)  
 Clearinghouse of the Air, The KCRJ (KCRJ)  
 Clef Club Boys (WMEX)  
 Clef Dwellers (KGO-KPO)  
 Clem and Hezzy (KGNO)  
 Clem Morgan and Guitar (KIUL)  
 Clem Park and His Cow-punchers (WFDF)  
 Cleveland Comments (WCLE)  
 Cliff and Lolly (KGFJ)  
 Clifford Herzer & Jascha Zayde (WQXR)  
 Clinic of the Air, The (KMA, KOL)  
 Clipping Bureau (NBC)\*  
 Clippings (CKNX, KRLH)  
 Clo & Alberta (WAPI)  
 Clock Settin' Time (KANS)  
 Clock Watcher, The (WFDF, WJAG)  
 Clock Watcher's Program (WCBS)  
 Cloister Bells, (WMAQ, WENR)  
 Cloister Echoes (KRE)  
 Cloister, In the (CBS)  
 Close Harmony (KORE)  
 Close-ups (CBS)  
 Close-Ups of Cinema City (CJRC)  
 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 and Program News (CFAC)  
 Club Augila (WOAI)  
 Club Bulletin of the Air (KHQ, KPQ)  
 Club Cabana (MacG)  
 Club Calendar of the Air (KGVO)  
 Club Car Revue (WMCA)  
 Club Car Special (WOR)  
 Club Carefree (WWSW)  
 Club Celebrity (WWSW)  
 Club Columbia (CBS)  
 Club Control Room (WMMN)  
 Club Cosmo (WGRC)  
 Club de la Gaité (CKCV)  
 Club de la Mascotte (CKCV)  
 Club Diary (CFAC, CKOC)  
 Club Fantasy (WDWS)  
 Club House News (WCNW)  
 Club House Politics (WCNW)  
 Club Kelo (KELO)  
 Club Matinal (WCOU)  
 Club Matinee (NBC)  
 Club Mayfair Orchestra (NYBS)  
 Club Mayfair Review (KGKB)  
 Club of All Nations (WSGN)  
 Club of the Air (KFRO)  
 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)  
 C'mon 'n' Dance (WIP)  
 Coast to Coast (MWR)  
 Coast-to-Coast on a Bus (WMAQ, WENR)  
 Coast to Coast Review (WJNO)  
 Coastal Hawaiians (WMPD)  
 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 Hour Pick-Up (KOBH)  
 Cocktail Lounge (WHN)  
 Cocktail Party (KFWB)  
 Cocktail Party, The Blue Label (WOR)\*  
 Cocktail Revue (WMCA)  
 Cocktail Time (KMTR)  
 Cocktail Varieties (WBRB)  
 Cocktails for Two (WIP, WOR, WMPD)  
 Cocktails in Rhythm (KVOR)  
 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, KFJZ, WWSW)  
 Coffee Club, Cain's (WKY)  
 Coffee Club Carnival (WLAW)  
 Coffee Club of the Air (KFPW)  
 Coffee Club Revue (WAGF)  
 Coffee Cup Cabaret (KFRO)  
 Coffee Cup Capers (KDYL)  
 Coffee Cup News (WIRE)  
 Coffee Cup Patter (KVEE)  
 Coffee Cup Review (KMO)  
 Coffee for Two (WEAF)\*  
 Coffee Matinee (KGO-KPO)  
 Coffee Pot, The (CJOC)  
 Coffee Pot Inn (WHO)  
 Coffee Pot Parade (WBTM, WGIL)  
 Coffee Salesman, Your (WNOX)  
 Coffee Time (KMBC)  
 Coffee Time with Norman Ross (WMAQ)  
 Cohen and Clancy (WBZ-A)  
 Colby Avenue Parade (KRKO)  
 College, 1938 (WJJD)  
 College Circuit (WFEM)  
 College Cross Sections (KSAC)  
 College Days (KOY)  
 College Daze (KGO-KPO)  
 College Duo, The (WBIG)  
 College in Session, A (WFBR)  
 College Memories (NBC)  
 College News (KHQ, WCAO)  
 College Nights (WFAA)  
 College of Music (WSAI)  
 College of Musical Knowledge, Kyser's (WGN)  
 College of Patterson Presents (WNEW)  
 College of Practical Knowledge (WLBC)  
 College of the Air (KSAC)  
 College of the Air, The Wisconsin (WHA)  
 College Prom, The Kellogg (NBC)  
 College Rhythm (WFEM)  
 College Salute (WNOX)  
 College Spotlight, The (WHB)  
 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, The Wilberforce (WHIO)  
 Collegians Entertain (WKOK)  
 Collegians Hour, The (KIUL)  
 Collegiate Carrousel (WRUF)  
 Collegiate Cowboy, The (KHJ)  
 Collegiate Educational Series, The WBAP (WBAP)

PROGRAM TITLES—Continued

- Collegiate Episodes (WIND)  
 Collegiate Quiz (WSPR)  
 Collegiate Varieties (WRUF, WMCA)  
 Collegiettes, The (WPTF)  
 Collier Brothers (WCHV)  
 Colonel Aloysius Kumpquatt (WMPG)  
 Colonel Bill (WFIL, WIP)  
 Colonel Bottomley (KTHS)  
 Col. Brinkley's Breakfast Club (WHDL)  
 Colonel Carlon's Carnival (WCPO)  
 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 Merryweather's Minstrels (WLW)  
 Colonel Tallstory (WTIC)  
 Colonel Zeke from Goose Creek and His First Timers (WCSC)  
 Colonial Beacon Lights (NBC)  
 Colonial Club of the Air (WORL)  
 Colonial Days (WDAF)  
 Colonial Playhouse (WAAD)  
 Colonial Puzzle Man (KTUL)  
 Colonial Robinhood and His Orchestra (WCMI)  
 Colonial Trio (WTAM)  
 Colonial Vocal Ensemble (WIP)  
 Color Harmonies (KRNT)  
 Color Harmony (KGMB)  
 Colorado College Program (KVOR)  
 Colorado Hillbillies (KCRJ)  
 Colorado Pete (KMBC)  
 Colorado's Hour (KOA, KGHF)\*  
 Colors in Harmony (CKMO)  
 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)  
 Columbia Workshop (CBS)\*  
 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, Jack Densham's (KYA)  
 Column of the Air (WDAS)  
 Column of the Air, Holman's (KDON)  
 Column of the Air, Hope Hudson's (WHB)  
 Column of the Air, with Leonard Matt (WDAS)  
 Colvin's Top o' the Mornin' (WCLO)  
 Combing the Spanish Mair (WFLA)  
 Come and Get 'Em (KONO)  
 Come Feather Your Nest (KCKN)  
 Come On, Let's Sing (CBS)  
 Come Out of the Kitchen (CJCA)  
 Come Over to Our House (WCKY)  
 Come to Church (WAIM)  
 Come to the Fair (WCCO, KGB, WVVA)  
 Comedian Harmonists (NBC)  
 Comedy Capers (WHB)  
 Comedy Stars of Broadway (WBS)  
 Comedy Stars of Hollywood (KGO-KPO)  
 Comedy Writers' Forum (WMCA)  
 Comet Philosopher, Grady Cole (WBT)  
 Comic Caravan (WTMJ)  
 Comic Club (WGSN)  
 Comic Strip (CKCK, KTRH)  
 Comic Strips (WOV)  
 Comics (NYBS)  
 Comics Come to Life (KOIL)  
 Coming Events (KMOX)  
 Coming Round the Mountain with Al and His Gang (WTAG)  
 Command Appearance (CBS)  
 Command Performance (FTRD, KYA)  
 Command Performances (KMPC)  
 Comment Court (WLLH)  
 Commentator (KOA)  
 Commentator—Marietta Vasconcelles (KOA)  
 Commentator, The (KGVO)  
 Commentator-at-Large (KGB)  
 Comments, Bob Dunham (KMOX)  
 Commercial Comment (CBS)  
 Commercial Herald (WDAE)  
 Commissioner's Daughter (KECA)\*  
 "Committee of 70" Speaks, The (WIP)  
 Common Sense Speaks (WKBN)  
 Commonwealth Club (KGO-KPO)  
 Community Builders (KSUB, WWRL)  
 Community Bulletin Board (KCKN)  
 Community Calendar (WHBQ, KFBB, WOC)  
 Community Chest (KABR, KOA)  
 Community Chest Chat (KLZ)  
 Community Chest Chats (KABR, KOA)  
 Community Chorus, The WPA (WDNC)  
 Community Christmas Tree, The (WHIS)  
 Community Church of the Air (KFRU, WMBH)  
 Community Concert (KRE)  
 Community Dentist (WEEL)  
 Community Editor (KOIL)  
 Community Forum (KGO-KPO, KSD)  
 Community Hall (WMCA)  
 Community Hymn Sing (WKBO, WIS, WMBG)

PROGRAM TITLES—Continued

- Community Lullabye (WATL)  
 Community News and Views (WFBR)  
 Community of the Air (WGRC)  
 Community Radio Bulletin (WEEL)  
 Community Service, The WHO (WHO)  
 Community Service Period (WQAM)  
 Community Sing (CBS)  
 Community Sing, Nashville's Own (WLAC)  
 Community Sing, The KGNC (KGNC)  
 Community Sing Song (CHNS)  
 Community Singers (K GAR)  
 Community Swing (WBIG)  
 Community Theatre (WFAA)  
 Community You Name It Program (KWYO)  
 Commuters, The (CBS)  
 Commuters' Club (WICC)  
 Commuters' Express, The (WCBD)  
 Comp's Capers (KPDN)  
 Compinsky Trio (CBS)  
 Complaint Department (KNX)\*  
 Complete Story Hour (WJJD)  
 Composers Forum Laboratory (WQXR)  
 Composers' Hour (WQXR)  
 Concert, The Caswell Coffee (KGO-KPO)  
 Concert Airts (KOVG)  
 Concert Album (KGO-KPO)  
 Concert Association, The (WPHR)  
 Concert at the Console (CJRC)  
 Concert Caravan (CJCA, CKWX, CFGP)  
 Concert Color (KYOS)  
 Concert Cruise (CKBI)  
 Concert Echoes (WFAM)  
 Concert Ensemble, Harry Gilbert (NBC)  
 Concert Favorites (KRE)  
 Concert Gems (KGO-KPO, KCRJ, WCFL, WRNL)  
 Concert Hall (WSAU, KFAC, WCLE)  
 Concert Hall of the Air (WKZO, WKY, CHLT)  
 Concert Hawaiianne (KOY)  
 Concert Hour (WQXR, WCMB, WLW, MacG, KSOO, WTHT, KTAT, W DNC)  
 Concert Hour, The Davidson College (WBT)  
 Concert Hour, The NBC (NBC)  
 Concert Hour, The WCFL (WCFL)  
 Concert Hour, The WGRC (WGRC)  
 Concert in Brass (WHBQ, KRMC)  
 Concert in Miniature (WJBO, KRKD, WBEN)  
 Concert in Rhythm (KGO-KPO)  
 Concert Interlude (CJOC)  
 Concert Internationale (WCPO)  
 Concert Master, The (KRSC)  
 Concert Matinee (WCAX, WTOL, CKMO)  
 Concert Miniature (WKY)  
 Concert Miniatures (KEHE, KRE, KVOA, WMBO, KGO-KPO, WTAM, KLZ, WGAR, WGH, WPIC)  
 Concert Moderne (KALE)  
 Concert Musicale (WRUF)  
 Concert Orchestra, The NBC (NBC)  
 Concert Orchestra Programs (WTNJ)  
 Concert Party (CJRC)  
 Concert Patterns (WRUF)  
 Concert Petite (KGO-KPO)  
 Concert Review, The (WIND)  
 Concert Revue, The (WGN, CJRC)  
 Concert Souvenirs (KGCK)  
 Concert Stage (CHAB)  
 Concert Strings (KGO-KPO)  
 Concert Time (KFIO)  
 Concert Tour, The Radio (WBRB)  
 Concert Trio, The WSPR (WSPR)  
 Concert Vignettes (CBS)  
 Concertabend (KALE)  
 Concertairs (WMCA)  
 Concertina (KVOR)  
 Concerto Hour, The (KRE)  
 Concertos (CJBR)  
 Concerts Champetres (CBF)  
 Concerts of the Los Angeles Philharmonic (KFI)  
 Concerts Symphoniques de Montreal, Les (CBF)  
 Concho Cowgirls, The (KGKL)  
 Concion Mexicanos (KFJZ)  
 Conclave of Nations (CBS)  
 Condensed News, Campbell's (WMAQ)  
 Confidence Man, The (NBC)  
 Confidentially (WFAS)  
 Confidentially Speaking (WGAR)  
 Confidentially Speaking with Helen Webster (KGO-KPO)  
 Conflict (CBS)  
 Congratulations (KFJB)  
 Congratulations, Ma and Pa (KWOS)  
 Congress in World Affairs (WMCA)  
 Congress of Rhythm (WWVA)  
 Congress Speaks (NBC)  
 Congress Today (WOL)  
 Congressional Opinion (CBS)  
 Congress man's Office Looks at Washington, A (WTMV)  
 Conjure & Caroline (NBC)  
 Connie and the Girls (WAVE)  
 Conquerors, The (WJZ)\*  
 Conquerors of the Sky (KHJ)\*  
 Conservation and Nature Study (KSAC)  
 Conservatory of Music (WBT)  
 Consider the Verdict (CBR)\*  
 Consolaire, The (WDEL)  
 Consolaires (WOWO-WGL, KSO)  
 Consolations (WNOX)  
 Consolations by Milan Lambert (KFAB)  
 Console (KGW-KEX)  
 Console and Keyboard (CJCA, WDBO, WOR, CJCA)  
 Console and Strings (WBLK)  
 Console Capers (WRJN, WSAU, CHAB, WFIL, KGHT)  
 Console Capers, Organ Encores (WESG)  
 Console Caravan (CKCK, CJCA)  
 Console Carnival (CJCA)  
 Console Contrasts (WHDL)  
 Console Contrasts with Cliff Gard (WHIO)  
 Console Creations (WRNL)  
 Console Gems (WRUF)  
 Console Harmonies (WAPI)  
 Console Melodies (WLAC)  
 Console Moods (KFYO, KBIX)  
 Console Sketches (CKBI)  
 Console Souvenirs (KFH)  
 Console Speaks, The (WEED)  
 Console to Keyboard (WFIL)  
 Console Varieties (WDRG)  
 Consolettes (KFXX)  
 Constance Carew (NBC)  
 Construction Hour, The Coleman (WFLA)  
 Constructive Review of Current Events (KFUO)  
 Consulting the Psychologist (WNEW)  
 Consumer Facts (WHA)  
 Consumer Has a Right to Know (WOKO)  
 Consumer News (KAST)  
 Consumers Market Service Guide (NBC)  
 Consumers Search-Light (WHA)

PROGRAM TITLES—Continued

- Contemporary Chats (WFAS)  
 Contemporary Life and Thought (WILL)  
 Contemporary Theatre (FTRD)  
 Contemporary World Affairs (WHA)  
 Contented Hour, The Car-nation (KGO-KPO)  
 Contest Hour, The (KFPW)  
 Contests (KFUO)  
 Continental Cafe (CFRN)  
 Continental Caprice (KFI)  
 Continental Classics (KFAC)  
 Continental Entertainers, The (WHBB)  
 Continental Favorites (WGES)  
 Continental Flavor (WAAT)  
 Continental Lady, The (WBNX)  
 Continental Nights (WBIL, WOV, WRUF)  
 Continental Orchestra, Gene Morgan's (WHAM)\*  
 Continental Revue (CJCA, WOR, WCBD)  
 Continental Revue, Olga Baclanova's (WOR)  
 Continental Rhythms—Spanish Strings (WORLD)  
 Continental Serenade (WOV)  
 Continental String Quartet (CBS)  
 Continental Swing (WBNX)\*  
 Continental Trio (WELI)  
 Continental Varieties (CKAC, WBIL, WRUF, CFRN)  
 Continentale (KGB)  
 Continentals (WMCA, WIP)  
 Contract Bridge (NBC)  
 Contract Bridge School of the Air (KTRI)  
 Contract Bridge with Mrs. Charles Geissler (WORLD)  
 Contrasts (KFRC, KTHS)  
 Contrasts in Harmony (WIND)  
 Contrasts in Rhythm (WCFL, KFPY, WHAS)  
 Contrasts in Tempo (WCAX)  
 Control of Crime (NBC)  
 Control Room (WBAL)  
 Conundrum Carnival (CJCA)  
 Conventionalities (KGO-KPO)  
 Conversation (KRNT, WNOX)  
 Conversation for a Quarter (WFIL)  
 Conversations (WHK)  
 Cook Minstrel Jubilee (WHB)  
 Cook Painter Boys (WHB, WDAF)  
 Cookie and Kitty (WFIL)  
 Cookie Box, The (KELO)  
 Cookoo Club (KOIN)  
 Cook's Cap, The (KGLU)  
 Cook's Column of the Air (WCLO)  
 Cook's Night Out (NBC)  
 Cool Clinic (WMBH)  
 Coolidge String Quartet Concert (WQXR)  
 Co-op Capers (KFVS)  
 Cooperative Birthday Party (KIDW)  
 Cooperative Family of the Northwest, The (WEBC)  
 Coopitists (WOR)  
 Cop on the Street (WHBF)  
 Copeland Service Hour (NBC)  
 Cops and Robbers (WBNX)  
 Coquettes (KGO-KPO)  
 Coral Islanders, the (KDYL, WRJN, WESG)  
 Coral Strands (KSLM)  
 Corn and Its Uses (NBC)  
 Corn Belt Farm Hour (WHO)  
 Corn Belt Gossip (WLS)  
 Corn Club (WALA, WBRC)  
 Corn Cob Pipe Club (WRVA)  
 Corn Cob Pipe of Virginia (NBC)  
 Corn County Wildcats (KOIL)  
 Corn Crib Hoedown, The (WDZ (WDZ)  
 Corn Huskers, The (KONO, KMOX, WIP)  
 Corn Huskin' Party (WLS)  
 Corner Cupboard (KSTP)  
 Corner Drug Store (NBC)  
 Corner Kibitzer's Club (KDAL)  
 Corner of Knowledge, The (KIUL)  
 Cornfield Follies (KDKA)  
 Cornhusker Boys, The (KFAB)  
 Cornhusker Jamboree (KFAB)  
 Cornhuskers, The (WFTC)  
 Cornwall Twilight Hour, The (CFLC)  
 Corny-Gate Hall (WSJS)  
 Corny Rhythm (CHAB)  
 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 Rhythms (NBC)  
 Cosmopolitan Stories (WOR)\*  
 Cosmopolitan Symphonettes (CRS)  
 Cosmopolitans (WHO)  
 Cosmopolitans, The (WCAU, CBL)  
 Cost to Your Pocketbook (CBS)  
 Cottage Hawaiians (WMEX)  
 Cottage in the Air (WAPI)  
 Cotter's Saturday Night (CJCB)  
 Cotton Blossom Singers (KVOO, WGY)  
 Cotton Carnival (NBC)  
 Cotton Chopper, The (KFYO)  
 Cotton Club Pace (WATR)  
 Cotton Pickers (WBT)  
 Cotton Town Jamboree (WFBC)  
 Cotton Town Jubilee (WFAA)  
 Cotton's Local News Reporter (KALB)  
 Cottonwood Corners (KMA)  
 Council of Churches (WTNJ)  
 Councilman Lem Turner (WHO)  
 Counsel for Youth (WEVD, WJJD)  
 Counsellor to Youth (WCCO)\*  
 Counselor and His Treasure Chest, The (KTUL)  
 Count Basie (WHB)  
 Count Numbers (WBAX)  
 Count of Monte Cristo, The (CBM)  
 Count the Words (WELL)  
 Counter Chatter (WOWO)  
 Country Church (KELA)  
 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 Gentlemen (WAVE)  
 Country Home (NBC)  
 Country Journal, The (KMOX)  
 Country Lawyer (KMBC, WINS)  
 Country Maid and Her Songs, The (KRBC)  
 Country News (CHAB)  
 Country Parade (KKRO)  
 Country Post Office (KTRI)  
 Country School (CHRC, KMA, KMOX)  
 Country Store (KTHS, KBIX, WSIX, WJEF, KTAT)  
 Country Store, The WHBB (WHBB)

PROGRAM TITLES—Continued

- Country Sunday (WLW)  
Country Troubadours (KFNF)  
Country Weekly, Al Wayn-koop's (WIRE)  
Country Woman, The (WDEV)  
Countryman (WDEV)  
County Agent, Your (KVOR)  
County Courier (WLW)  
County Court House (WLW)  
County Editor (WOMI)  
County Fair (KMOX)  
County Quiz (WPIC)  
County Roundup, The (KXRO)  
County Seat (CBS)  
County Talent Parade (WCAP)  
Couple Next Door (CBS)  
Couple of Soldiers (WHB)  
Couple on the Street (WROK)  
Courier, The Clay County (WLW)  
Course au Tresor, La (CKAC)  
Court Chatter (WOWO-WGL)  
Court Comments (KMOX)  
Court House (KMBC)  
Court House Interviews (WSAI)  
Court House Reporter (WJJD)  
Court Hussey (IBS)  
Court of Cars (KVOD)  
Court of Confessions (WAPI)  
Court of Current Events (WBT)  
Court of Good Deeds (WBNX)  
Court of Harmony (WHN)  
Court of Honor (NBC)  
Court of Human Inflation (KMBC)  
Court of Human Relations (WLW)  
Court of Inquiry (CKSO)  
Court of Literary Justice (WINS, NYBS, WOR)  
Court of Missing Heirs (WBBM, WBS)  
Court of Music Appeals (KGGM)  
Court of Musical Inquiry (CHAB)  
Court of Musical Relations (WTMV)  
Court of Public Opinion, The (KIRO)  
Court of the Air (WMC)  
Court of the Unknown (WINS)\*  
Court of Value, The (KWLK)  
Court Reports (KWTN)  
Court Room Facts (WLAC)  
Courteous Colonels (KTUL)
- Courtesy Half Hour (CJIC)  
Cousin Bill's Kiddie Klub (KDKA)  
Cousin Charlotte and All Her Little Cousins (WEAN)  
Cousin Elmer (KTMS)  
Cousin Henry (CKNC)  
Cousin Henry, the Answer Man (CHNS)  
Cousin Peggy's Sunshine Club (WHBF)  
Cousin Sally (WORC)  
Covenant Hour (KSAL)  
Cover Pullers (WSAI)  
Covered Wagon Adventure Trails (WMT)  
Covered Wagon Broadcast, The (KGR)  
Covered Wagon Days (WFAA, KGW-KEX)  
Cowbell Club (KFSS)  
Cowbells, Whistles, Tunes and Time (KDLR)  
Cowboy Bill and His Radio Rancho (NBC)  
Cowboy Caravan (WAGM, WMEX)  
Cowboy Carnival (WTMV)  
Cowboy Cavalcade (KQW)  
Cowboy Jack (WBRB)  
Cowboy Jamboree, The (KRBC)  
Cowboy Luke (KGKO)  
Cowboy Phil (WHJB)  
Cowboy Ramblers, The (WRR)  
Cowboy Slim (KIDO)  
Cowboy Songs (NYBS)  
Cowboy Talks, The (KFEQ)  
Cowboy Tom's Roundup (NBC)  
Cowboy Wakerupper (KGFW)  
Cowboys, Jewel (CBS)  
Cowboy's Sweetheart (KWJB)  
Cowboys, The Cheyenne County (KIDW)  
Cowgirls, The Alberta (CJGX)  
Cowhand Serenade (KGW-KEX)  
Cowpunchers Serenade (KRSC)  
Coyle (WCOL)  
Cozy Corner (KALB, IBS)  
Cozy Corner Club (CJRM)  
Crack of Dawn Patrol (KCKN)  
Cracker Barrel Congress (KTM)\*  
Cracker Barrel Forum (KUTA)  
Crackerjacks (WOR)  
Crackerland Cavaliers (WSB)  
Crack-O-Dawners (WHO)  
Cradle of Freedom (NBC)  
Cradle Roll (WJAG)  
Craftsman's Guild (CBS)  
Craig Court, The (WHBB)
- Crane Normal Hour of Music (WCAD)  
Cranium Crackers (WCAD)  
Crawford Caravan, The (NBC)  
Crazy Buckaroos (WABC)\*  
Crazy Court (WDAY)  
Crazy Crystal Twins (KMBC)  
Crazy Crystaleers (WJAX)  
Crazy House, The (WSPA)  
Crazy Opera Jamboree (KVRS)  
Crazy Over Music (WMCA)  
Crazy People (WOR)\*  
Crazy Quilt (KFIZ, KABR, KVG, WAAW, WFBC, WHB)  
Crazy Range Ramblers (WMCA)\*  
Crazy Rhythms (WRUF)  
Cream of Living (CFRN)  
Creations in Ivory (WAVE)  
Creative Hour (WSAY)  
Crediters (WAVE)  
Crescent Four Quartet (WHEC)  
Crescent Hour of Music (WHO)  
Crickets (NBC)  
Crime (NBC)  
Crime and Company (WMBS)  
Crime and Death Take No Holiday (WACO)  
Crime at 8 (CFRB)  
Crime Catchers (WCFL)  
Crime Clinic, The (WBAL)  
Crime Clinics (NBC)  
Crime Club, The (CJCA, WOR)  
Crime Club of the Air  
Crime Clues, The Eno (NBC)  
Crime Crusade Program (CBS)  
Crime Doesn't Pay (KFI)  
Crime in the Haunted House, The (CHRC)  
Crime News and Clues (WFBM)  
Crime Prevention Hour (NBC)  
Crime Prevention Program (WIBC)  
Crimecasts (WSBT-WFAM)  
Crimelight Playhouse, The (KABC)  
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)\*

PROGRAM TITLES—Continued

- Critical Critic, The—Louis Tappe (WINS)\*  
 Critical Highlights of Recent Books (WIND)  
 Critics & Criticism (NBC)  
 Croatian Memories (WJAY)  
 Cronies and Old Topper, The Crush Dry (NBC)  
 Croonaders, The (WDRG)  
 Crosscuts from the Log of the Day (KGO-KPO)  
 Cross-Eyed Parrot (WFAA)\*  
 Crossroads Church (WFBM)  
 Crossroads Counselor, The (KTAT)  
 Crossroads Follies, The (WSB)  
 Crossroads Hall, The (WRVA)  
 Crossroads Jamboree, The (WDAY)  
 Crossroads of History (CKKN)  
 Crossroads of the Nation (KOIL)  
 Crossroads Party (WCCO)  
 Crossroads Sociable, The (WIBW)  
 Crossroads Store (WWVA)  
 Crossroads Symphony (WRVA)  
 Crossword Melodies (WGN)\*  
 Crossword Puzzle of the Air (WJIM)  
 Crossword Puzzles (WSMB)  
 Crow's Nest (WMFJ)  
 Crown Corner Postoffice (WLW)  
 Crown Minstrel (WJEJ)  
 Crown Quarter Hour (WHB)  
 Crowning Glory, The (KGNO)  
 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)\*  
 Crutch and Crane (WMBC)  
 Crystal Gazers (KMBC)  
 Crystal Strings (WORL)  
 Cub & Scoop (NBC)  
 Cub Reporters (KYA, KGEZ, MacG)  
 Cub Reporters, Junior High School (KIEM)  
 Cuban Interlude (WADC)  
 Cuban Rhythms (KGHI)  
 Cubanola (KABC)  
 Cuckoo Carnival (CJOR)  
 Cuckoo Clock, The (KPDN)  
 Cuckoo Clock Club (WMT)  
 Cuckoo Club, The (KVOL, KGFJ, WJMS)  
 Cuckoo Quiz (KFYR)  
 Cuddles & Monty (NBC)  
 Culbertson on Contract (NBC)  
 Cullum Sisters (WOAI)  
 Cultural Conversation (KGO-KPO)  
 Cultural Garden Hour (WGAR)  
 Cultural Institute (WGAR)  
 Cumberland Gap Ramblers (KGFJ)  
 Cup of Kindness, The (CFCY)  
 Cupbearer, The (KGRC)  
 Cupid Interviews (WJAS)  
 Cupid's Court (IBS, WAAF)  
 Cupid's Interviews (WHJB, WBRG)  
 Curb Chatter (WATR)  
 Curb Club (WNEW)  
 Curb Exchange, The (KOH, KOIL)  
 Curb Stone Chatter (KVGB, WAPI)  
 Curbstone Cash (WSAY, WWSW)  
 Curbstone Coaches (WOWO-WGL)  
 Curbstone Convention (WJIM)  
 Curbstone Conversations (KSOO)  
 Curbstone Court (WIP)\*  
 Curbstone Forum (WMT)  
 Curbstone Quiz (KGW-KEX, WHAM, WDAE, KRKD, WSAY)  
 Curbstone Reporter (WEOA, WGRC)  
 Curfew (KGO-KPO)  
 Curioddities (CFRB)  
 Curioddities in the News (CJKL)  
 Curiosities (KDKA)  
 Curiosity Corner (CKCW)  
 Curiosity Court (WIP)  
 Curiosity Killed the Cat (KGVO)  
 Curiosity Shop (WJAY, KGEZ)  
 Curious Careers (WINS)  
 Curious Questions (KMOX, WDAF, KGFJ, KMA)  
 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 Topics Club (WEED)  
 Current Views (WHJB)  
 Currently Speaking (WWSW)  
 Curtain At 8:30 (NBC)  
 Curtain Calls (KFWB, CFRB, WHBQ, KWBG, WAAE, WRUF)  
 Curtain Echoes (WISN)  
 Curtain, Please (WHK)  
 Curtain Raiser (WHB)  
 Curtain Rises, The (KDAL, CFRB, KDKA, WIND)  
 Curtain Time (WIBW, KQW, WGN, WHBQ)  
 Curtain Times (CKLW)  
 Curtain Times with the WIBW Players (WIBW)  
 Curtain Up (WCCO)  
 Curtains Going Up (WBNX)  
 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 Musicale (KTAT)  
 Czech Revels (KTAT)  
 Czecho-Slovak Melodies (WJAY)



PROGRAM TITLES—Continued

# D

- D & H Miners (WKY)  
 D.A.R. Forum (WCAP)  
 D.O.N. Club (WCBS)  
 DX Club (KMTR, KXBY)  
 DX Reporter (WTAR)  
 D-X Safety Club (WEBC)  
 DYKTA (Do You Know the Answers) (WGL)  
 Dad Differ (KCMO)  
 Dad Hatch's Boarding House (KMA)  
 Daffodils, The (WLBZ)  
 Daffy Dills (WAAT)  
 Daffy Ditties (KYOS)  
 Daffydills, The (WRVA)  
 Daguerreotypes (CBS)  
 Daily Air-e-torial (WHBF)  
 Daily Almanac (WHTT)  
 Daily Bread, Your (CJRC)  
 Daily Bulletin, The (WLAC)  
 Daily Bulletin Board (WTMJ)  
 Daily Challenge (KYA)\*  
 Daily Devotions (WDEL)  
 Daily Digest (WGAR)  
 Daily Double, The (KSD)  
 Daily Express, Dow's (WSAI)  
 Daily Hints to Motorists (WCOL)  
 Daily Honor Roll (WOR)\*  
 Daily Informer, The (WKBB)  
 Daily Maine Farm News (WLBZ)  
 Daily Messenger, The (KSTP)  
 Daily News Parade (WEBC)  
 Daily News Revue (WCAX)  
 Daily Newscaster, The (WGN)  
 Daily Record (KWTO-KGBX)  
 Daily Round-Up, Your (CJRC)  
 Daily Sparks Reporter (KIDW)  
 Daily Sports Review (WFOY)  
 Daily Texan on the Air (KNOW)  
 Daily Thoughts for Daily Thinkers (KFUO)  
 Daily Vacation Bible School (KFUO)  
 Daily Visitor, Your (WCFL)  
 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 & Scotty (WPTF)  
 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 and Be Merry (WCAM)  
 Dance-at-Home (KLUP, KOCA)  
 Dance at the Hacienda (CJRC)  
 Dance Awhile (WCPO)  
 Dance Band (WRUF)  
 Dance Band Revue, The (WHTT)  
 Dance Bands in Review (WCAX)  
 Dance Before Breakfast (WEST)  
 Dance Cavaliers (WDAF)  
 Dance Fancies (KOL)  
 Dance Favorites (WSUN, WNBZ)  
 Dance from the Classics (CBS)  
 Dance Hour (CBS)  
 Dance Journal (KGO-KPO)  
 Dance Kings (KTUL)  
 Dance Masters (KTUL)  
 Dance Matinee (WCLO, WHB, CHAB)  
 Dance Melodies (WRUF)  
 Dance Miniature (WTAM)  
 Dance Mood (CBL)  
 Dance Nocturne (KLP.M)  
 Dance of the Ice Cubes (WABC)\*  
 Dance-O-Mania (WAAT)  
 Dance Parade (KRLD, CFCY, WFAM, WAPI, WHTT, CHNC, WPIC)  
 Dance Parade, The Capitol (CHNS)  
 Dance Parade, The WNEW (WNEW)  
 Dance Program, Pond's (NBC)
- Dance Promenade (WLAC)  
 Dance Rhythms (WRUF)  
 Dance Scene (WOR)  
 Dance School of the Air (WSGN)  
 Dance Serenade (CBS)  
 Dance Time (KFAC, KTOK, WEBQ, KFEQ, WCOU)  
 Dance Time in Denver (KLZ)\*  
 Dance to This (WEBC)  
 Dance Topics (KFXR)  
 Dance Treats (WLBZ)  
 Dance Tunes of the Day (CFJC)  
 Dance Whirl, The (WSGN)  
 Dance with America, The - Katz (KCKN)  
 Dance with Champagne (WCOP, WEEL)  
 Dance with Countess D'Orsay (NBC)  
 Dance with Gamby (NBC)  
 Dance with WTJS (WTJS)  
 Danceland (WELI, KFXX, WIBG)  
 Danceland Ballroom (WELI)  
 Danceland Villa, The (WGH)  
 Dancaptors (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 Piedmont (WSPA)  
 Dancing at Dusk (CJOC)  
 Dancing at the Old Barn (WCLO)  
 Dancing by Request (WSOC)  
 Dancing by the Sea (CBS)  
 Dancing Date, Your (WHB)  
 Dancings Discs (WDNC, WINS)  
 Dancing Down the Years (WHLE)  
 Dancing Echoes (CBS)  
 Dancing Feet (WJAY, KGO-KPO)  
 Dancing Housewives (WGH, WRTD)  
 Dancing in Lansing (WJIM)  
 Dancing Ivories (CFRB)  
 Dancing Master (WAAT)  
 Dancing Melodies (WEBZ-A)

PROGRAM TITLES—Continued

Dancing Moments (WOKO, KPDN, WIL, WOR)  
 Dancing Moods (WOR, KDLR, WJR)  
 Dancing Party (CJOC)  
 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 String (CBL, CBY)  
 Dancing Strings (CBI, CJCA)  
 Dancing Then and Now (CFJC)  
 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 Orchestra (WRVA)  
 Danny Winn's Ridge Runners (WCAX)  
 Dans les Jardins de Vienne (CJBR)  
 Dans Ma Tasse de The (CBF)  
 Dansant, The (KDAL, CFRN)  
 Dansapation, (WIL)  
 Dark Enchantment (WOR)  
 Dark-K-Knights (WBT)\*  
 Dark Spots of Misfortune (CJIC)  
 Dark Stars (KTHS)  
 Dark-Town Get-Together (WMCA)  
 Darktown Meetin' Society (WSAI)  
 Darktown Strutters (WHN)  
 Darlene (WAVE)  
 Darling and Dearie (WOR)\*  
 Date Book, The (KGO-KPO, KMJ)  
 Date Book of the Air (KGMB, KDON)  
 Daughters of the Pioneers (KIUP)  
 Dave Young (WMBC)  
 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, WFDF, CFGP, WHBF, WIP, WMFO, KBIX)  
 Dawn Revue (CJCA)  
 Dawn Salute (WBBM)  
 Day at City Hall, A (WHEC)  
 Day at the Races, A (WAAW)  
 Day Before Yesterday (CBS)  
 Day Breakers (KHQ)  
 Day by Day (WHN)  
 Day Dreamer, The (IBS)  
 Day Dreamer, Your (WSBT-WFAM)  
 Day Dreaming (KXBY)  
 Day Dreaming at the Piano (WHB)  
 Day Dreams (KLO, WRUF, KFRU, KRMC, WAPI, WESG, WORL, KPDN, KGO-KPO, WSAI, WTIC)  
 Day Dreams Trio (WAAT)  
 Day in Review, The (WIBX, WXYZ, WGAR)  
 Day in Washington (KSAL)  
 Day Is Done (WBNS)  
 Day Line Movie Pilot (NBC)  
 Daybreak Digest (KDYL)  
 Daybreak Serenade (KRE)  
 Daybreakers, The (KHQ)  
 Daydreamer, The (WSAL)  
 Daylight Creepers (KVOL)  
 Day's End (KWBG, WMCA)  
 Day's Inquiring Mike (WCOU)  
 Days of Old Bohemia (WEDC)  
 Day's Worst Accident, The (WSGN)  
 Daytime Time Signals (NBC)  
 Dayton Marches On (WHIO)  
 Dayton Philharmonic Orchestra (WHIO)  
 De Molay Open House (WAAW)  
 Deacon Sings, The (KLRA)  
 Dead Panogram (WIBX)  
 Dean of Swin<sup>g</sup> (WHN)  
 Deans Radio Carnival (WIS)  
 Dear Audience (CBS)  
 Dear Columbia (CBS)  
 Dear Diary (KWK, WBRY)  
 Dear KIRO (KIRO)  
 Dear KSRO (KS<sup>ro</sup>O)  
 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)  
 Debonaires, The (WELI)  
 Debunking the News (WWAE)\*  
 Debut Time (KMO)  
 Decibels, The (CBO)  
 Dedicaces et Faire-Part (CJBR)  
 Dedicated to the Children (WGPC)  
 Dedicated to You (WGTM, WMFF, WMBS)  
 Dedicatory Ditties (KYOS)  
 Dedicatunes (WMBS)  
 Deed-I-Do Club (WHAS)  
 Deep Purple (WDNC, WSGN)  
 Deep Purple and Silver (KGNO)  
 Deep River (WPTF)  
 Deep River Echoes (WHAS)  
 Deep River Orchestra (CBS)  
 Deep River-Willard Robison (CBS)  
 Deep Sea Programs (NBC)  
 Deep South (CKCL, WMFD, WWL)  
 Deep South Dreams (WAPI)  
 Deep Trails (KMBC)  
 Deer Hunter's Yarns (KABC)  
 Del Delbridge Dance Band (WXYZ)  
 Del Greco Entertains (CBL)  
 Del Lampe's Eversharp Orchestra (NBC)  
 Delta Symphonette (WPHR)  
 Demi Heure (WFIL)  
 Demi-Heure de Paris, La (CBF)  
 Demi Heure Musicale (WFIL)  
 Demi-Tasse Revue (KGW-KEX)  
 Democracy in Action (NBC)  
 Demopolis Variety Show (WHBB)  
 Dental Health, Your (WJJD)  
 Dentist Says, The (WBAA, WMCA)

PROGRAM TITLES—Continued

- Denver Post News Flashes (KOA)  
 Depression Born (KTHS)  
 Derby City Rhythm (WHAS)  
 Derby Week at Churchill Downs (CBS)  
 Derbytown Rhythm (WHAS)  
 Descent Into the Sea (NBC)  
 Desert Guns (WJZ)\*  
 Desert Kid (NBC)  
 Design for Beauty (WJR)\*  
 Design for Dancing (NBC)  
 Design for Day Dreams (KNX)  
 Design for Melody (WMIN)  
 Design for Music (NBC)  
 Design in Music (NBC)\*  
 Designed for Women (WMBBC)  
 Designs for Day Dreams (KNX)  
 Designs in Harmony (KNX, WGH)  
 Designs in Song (KYOS)  
 Dessert Club with Leona (WORL)  
 Detect-a-tives Black and Blue (KYW)\*  
 Detect-A-Phoney (KFRC)  
 Detective Dalt and Zumba (RFI)  
 Detective's Notebook (KFRC)  
 Detroit News Radio Extra (WWJ)  
 Deutsche Lieder (WCPO)  
 Deutsche Liederstunde (WGES)  
 Deutsche Musik Stunde (WHA)  
 Devil Bird (WGN)\*  
 Devotional Hour, YMCA (NYBS)  
 Devotional Period (KIEM)  
 Devotional Period, The Christian Science (CJRC)  
 Devotional Program (KFRO)  
 Devotionals (KRE)  
 Devotions from Dusty Plains (CKCK)  
 Deze, Dem and Doze (KFYR)  
 Dial a Ditty (WAIR)  
 Dial-A-Smile (WOAI)  
 Dial Memories (WCKY)  
 Dial News, The (WHA)  
 Dialers (WTHT)  
 Dialers' Digest (KFPY)  
 Dialogs (KFUO)  
 Diamond-Aires (WDAY)  
 Diamond City News (WBS)  
 Diamond Dust (KWK, WEMP)  
 Diamond Horseshoe (KGO-KPO, KDAL)  
 Diamond Hour (WDÄE)  
 Diamond Revue (WTIC)  
 Diamonds and Daisies (KLO)  
 Diane & Her Life Savers (WABC)\*  
 Diane Dictates (KFUR)  
 Dianne Whitney Sings (WSPR)  
 Diary (KFUO)  
 Diary, The (WMIN)  
 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)  
 Dictators of the Past (WHN)  
 Did I Say That? (CKCL)  
 Did You Ever Wonder? (WSOC)  
 Did You Know? (WFBR, WSAY, WNEW, WFBR, KSD, KFBK, KOIL, WEEL)  
 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 Current Controversies (KFH)  
 Digest of News (WKRC)  
 Digest of the Day's News (KFUO)  
 Digesting the Dictionary (CJCA)  
 Dilettante, Le (CKCV)  
 Dill Pickle Club (CFLC)  
 Dime Man (KLZ)  
 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, WNNR, WROL)  
 Dinner Bell Hour (WBIG)  
 Dinner Bell Round Up (KMBC)  
 Dinnerbell Time (KFUR, WLS, WDAY)  
 Dinner Call Program (WHBL)  
 Dinner Club (WCPO, WMCA)  
 Dinner Concert (WCFL, KWBG, KGO-KPO, KELA)  
 Dinner Concert and Farm News (KFNF)  
 Dinner Dance (WJIM)  
 Dinner Dance Divertisement (KFRO, KPAB)  
 Dinner Dance Hour (WDRG)  
 Dinner Dance Music (WOPI)  
 Dinner Dance Time (WIL)  
 Dinner Date (WCKY)  
 Dinner Date with Judy (KPO)  
 Dinner Dates (WEBC)  
 Dinner Hour Concert, The (WTMJ)  
 Dinner Hour Melodies (KSLM, KALE, KVQE)  
 Dinner Hour Parade (KDRL)  
 Dinner in Rhythm (CFQC)  
 Dinner Music (WLAC, WREN)  
 Dinner Musicale (KVOR)  
 Dinner Party, The (WFDF, WMMN)  
 Dinner Rhythms (WFBR)  
 Dinner Serenade, The (WLVA)  
 Dinner Symphony (CBS)  
 Dinner Tales of the Air, The (WBRE)  
 Dinner Time News (WIRE)  
 Dinner Time Revue (WEEL)  
 Dinner Time Varieties (KSAL)  
 Diplomats, The (KOMA)  
 Dipsy Dew Club (WOV)  
 Directory of Instruction (WMBH)  
 Discord Harmony (KRBC)  
 Discoveries of 1938 (KFWB)  
 Discussion Forum (WTMV)  
 Dishman's Musical Kitchen (WGH)  
 Dishpan Parade (WOWO)  
 Disques pour Tous (CJBR)  
 Distinctive Voices (KFJZ)  
 Diversified Hour (WFLA)  
 Diversity (CKX)  
 Divertissement (KOL)  
 Divots (WHN)  
 Dixie Band (WAPI)

PROGRAM TITLES—Continued

- Dixie Belles, The (WBRC, WFLA)  
 Dixie Circus (NBC)  
 Dixie Colonel, The (WSPD)  
 Dixie Concert Hour (WBT)  
 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 Humming Bird (WAPI)  
 Dixie Jubilee (WRUF)  
 Dixie Mamouth Minstrels (WBT)  
 Dixie Melodians (KGHI)  
 Dixie Melodians, The (WTJS)  
 Dixie Memories (KGO-KPO)  
 Dixie Minstrels (KTUL)  
 Dixie Night Club (WBIG)  
 Dixie Pioneers (WBRC)  
 Dixie Plowboys, The (WHAM)  
 Dixie Program, The (WFLA)  
 Dixie Ramblers (WJEJ)  
 Dixie Reelers (WIS)  
 Dixie Serenaders (CBS)  
 Dixie Spiritual Singers (NBC)  
 Dixieland Capers (CJRC)  
 Dixieland Jamboree (KTUL)  
 Dixieland Minstrels (CBL)  
 Dixieland Special (WRUF)  
 Dixielanders (WFMD)  
 Dixie's Lumber Jacks (WHB)  
 Dixon McMillan Melody Revue (WCSC)  
 Dizzy Fingers (KOV, CHAB, WVVVA, WDRC)  
 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 Follow? (WATR)  
 Do You Know? (KRKD, KFUC, WFBC, CKNX, WRNL)  
 Do You Know It's True? (WHO)  
 Do You Know New Mexico (KOB)  
 Do You Know Your Radio (WDAY)  
 Do You Remember? (KALE, KRBC, KXBY, WTAM, WAAF, WBEM, WAAT, KAST, WTMJ, CHNC)  
 Do You Want a Job? (KTUL, WCKY, WTAR, WSAL, KMO)  
 Do You Want Law Enforcement? (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, KCKN, KIDO, WMIN)  
 Do You Want to Write? (NBC)  
 Doc Bailey's Bus (KRKD)  
 Doc Barclay's Daughters (CBS)  
 Doc Hayes Swing Clinic (KWK)  
 Doc Query (CHML)  
 Doc Rockwell's Brain Trust (NBC)  
 Doc Schneider and His Yodeling Cowboys (NBC)  
 Doc Sunshine (CFRN, CFRB, CKLW)  
 Doc Whipple (WMAQ)  
 Doctor Dick (KGO-KPO)  
 Doctor Easy (KWK)  
 Doctor Fax (KPMC)  
 Doctor of Family Finance (KDYL)  
 Doctor Q (WKY)  
 Doctor Satan (WWSW)  
 Dr. Charles M. Courboin-Recital Hall (WOR)  
 Dr. Christian (CBS)  
 Dr. Coleman's Travelogue (KFVD)  
 Dr. Copeland's Health Hour (CBS)  
 Dr. Dollar (NBC)  
 Dr. Doolittle (NBC)  
 Dr. Facts (KPMC)  
 Dr. George Cohen's Pet Club (NBC)  
 Doctor H (WMCA)  
 Dr. Humperdink's Medicine Show (WDWS)  
 Dr. I. Q. (KTRH)  
 Dr. I. Q., Jr. (KTSA)  
 Dr. I. Q.'s Junior Quiz (KRLD)  
 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 (NEC)  
 Dr. Shirley W. Wynne (NBC)  
 Dr. Sunshine (WLTH, KDKA)  
 Dr. Sunshine and His Radio Sunday School (WORLD)  
 Dr. Thatcher Clark (CBS)  
 Dr. Tinker, the Gadgeteer (KFPY)  
 Dr. Tinkle (WCCO)\*  
 Dr. Wickum's Cuckoo Clock (WCAZ)  
 Doctors Courageous (KFAC)\*  
 Doctors, Dollars and Disease (CBS)  
 Doctor's Message, Your (WJIM)  
 Doctrinal Discussions (KFUC)  
 Dodgers and Plymouth Playboys (WGEB)  
 Dodo Ratchman's Old Time Orchestra (KFIZ)  
 Dog Chats (WHBF)  
 Dog Days (WCGO)  
 Dog Daze (WGAR)  
 Dog Heroes (NBC)  
 Dog House (KGO-KPO, KDKA)  
 Dog House Twins, The (WPAY)  
 Dog in Your House, The (WLAW)  
 Dog of the Week (WMBD)  
 Dog Show of the Air  
 Dog Tales (WBAL)  
 Doggie Dan, the Red Heart Man (WMAQ)  
 Doggin' the Piano (WCHS)  
 Doggone (WINS)  
 Dogholler General Store (WAAW)  
 Doghouse Court (WTMJ, WKY)  
 Dogs and Game (WCKY)  
 Dogs in the Home (WINS)  
 Dog's Tail, A (WINS, KGO-KPO)  
 Dog's Tales (WOR)  
 Doin' the Town (WAAW, WOMET)  
 Doing a Block (WATR)  
 Doings Down Town (WLAK)  
 Doings of the Hunt Family (KABR)  
 Doings of the Legislature (WPFT)  
 Doings of the State Legislature (WIS)  
 Dollar a Minute, A (KTUL)  
 Dollar Daze (WJBC)  
 Dollar Derby (WLTH)  
 Dollar Derby Quizz, The (WBRC)  
 Dollar Talks (WADC)  
 Dollars and Sense (WBEN)  
 Dollars for Answers (WFBC)  
 Dollars in the Air (WNBF)  
 Dolly Dean (WHAS)  
 Domestic Tea Party (WHAM)  
 Dominion Male Quartet (CBS)  
 Domino Dansante (WRVA)  
 Domino Orchestra (NBC)  
 Domolco Orchestra (CHNS)  
 Domville Arena, The (CFLC)

PROGRAM TITLES—Continued

- Don Alvarados (WTMJ)  
 Don Antonio and His Muchachos (KIUL)  
 Don Artiste (WEEI)  
 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)  
 Donnez-moi une chance (CKAC)  
 Donnie and His Uke (KVG B)  
 Don't Apologize (KWLK)  
 Don't Be Swindled (KMOX)  
 Don't Cheat Uncle Sam (KTBS)  
 Don't Forget (NBC)  
 Don't Have An Accident (WRGA)  
 Don't Let Your Accident Happen (WIBX)  
 Don't Look Now (WCLE)  
 Don't Miss It (KVI, WBRC)  
 Don't You Believe It (KFRC)  
 Doodlebug, The (KXRO)  
 Doodle-Bugs, The (CHAB)  
 Doodlers, The (CKMO)  
 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 Gordon Presents (NBC)  
 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 and Her Boy Friends (KLRA)  
 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)  
 Doubling in Ivory (KOY)  
 Doubt If You Must (CKBI)  
 Doughboys (WBAP)  
 Doughnut Danny (WSBT-WFAM)  
 Douglass Players, The (WLTH)  
 Dougout Dope (WBBM)  
 Down a Country Road (WTMJ)  
 Down a Long, Long Trail (WSTP)  
 Down at Grandpa's (WLS)  
 Down at Otto's (WCLO)  
 Down at Pappy's (KFPP)  
 Down at the Ritz (KSFO)  
 Down-Beat (KCKN)  
 Down by Emil's (WDWS)  
 Down by Herman's (WISN)  
 Down Cahokia Trail (WTMV)  
 Down Happiness Lane (KDYL)  
 Down Home Melodies (WDZ)  
 Down Homers (WHB)  
 Down in Cherry Valle (WICA)  
 Down in Front (WFEM)  
 Down in Possum Hollow (KGNO)  
 Down Melody Lane (KWOS, WSUN, WHAM, WGY, WAAW, WSPR)  
 Down Memory Lane (WEED, WHJB, WBS, WBZ-A, CJRC)  
 Down Old Melody Lane (WWL)  
 Down on the Farm (WCCO, WFAA, WSAZ, WBZ-A)  
 Down Radio Lane (WCOP)  
 Down Sisters, The (CFCY)  
 Down South (WRUF)  
 Down Story-Book Lane (WJJD)  
 Down the Air Lanes (WHBF)  
 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 the Years (WICC)  
 Down Through the Ages (KXL)\*  
 Down Tune Avenue (WHBQ)  
 Down Yonder (WBT)  
 Downtown Cowboys (WHCC)  
 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 (KDFN)  
 Drama Hour (KGO-KPO)  
 Drama in Rhythm (KFBS)  
 Drama in the News (WTMJ, WJJD)  
 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 Charis (NBC)  
 Dramas (WEBR)  
 Dramas in Ink (WAAT)  
 Dramas of Destiny (WOKO)  
 Dramas of Life (KGEZ, MacG)  
 Dramas of Science (WCAU)  
 Dramatic Club, The WSWA (WSVA)  
 Dramatic Episodes (WRUF)  
 Dramatic Fantasies (WHK)  
 Dramatic Guild (WKY)  
 Dramatic Guild, The Public School (WMEX)  
 Dramatic Guild, The WDBJ (WDBJ)  
 Dramatic Guild, The WGRC (WGRC)  
 Dramatic Guild, The WOPI (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)

## PROGRAM TITLES—Continued

Dream Avenue (KMOX)	Dreamer, The (CKWX,	Duane and Sally (KOIL)
Dream Awhile (WTJS)	WCPO, WMCA, KMPC,	Duane Osborn at the Piano
Dream Awhile with	WMSD)	(KVOR)
Dorothy and Glenn	Dreamer of the Keys	Ducks Unlimited (CJRC)
(KGNF)	(WCOP)	Dude Ranch (KGVO, KNX
Dream Ballroom (KELA)	Dreamer's Haven (WGBI)	WSAI, K TSA, KFPY,
Dream Boat (CKCK,	Dreamers of Dreams	WZD)
WHBB, KMBC)	(WWSW)	Dude Ranch Jamboree
Dream Caravan, The	Dreamers' Rendezvous	(KQV)
(KTFL)	(WBTM)	Dude Ranch Nights
Dream Come True, A	Dreamer's Serenade	(WHLB)
(WSAR)	(WTJS)	Dude Rancher (KFBI)
Dream Doctor, The (WINS)	Dreamin' Time (WGY)	Dude Ranchers, Hank's
Dream Dramas, The Big	Dreaming and Wishing	(KFRU)
Ben (NBC)	(KPDN)	Dudes of the West (KORE)
Dream Fantasies (KOL)	Dreamland (CJAT)	Dudley Radio Carollers
Dream Fantasy (WSPD)	Dreamland Adventures	(WAAB)
Dream Girl, The (KOY,	(WDBO)	Dugan and Daley (KFWB)
KRMC)	Dreammaker's Studio	Dugout Doings (WISN)
Dream House (KOY,	(CBS)	Dugout Dope (KROY,
WAPI, CKCD)	Dreams (WCOA, WKY)	WBBM, WDSU)
Dream House, The Hayes-	Dreams Come True (NBC)	Dugout Dope, Walt Loch-
Lucas (KROC)	Dreams for Sale (WWVA,	man's (KMBC)
Dream Idylls (WCOL)	KABC)	Dugout Interviews (WTCN,
Dream Island (CJRC)	Dreams in the Desert	WAPO, WCLE)
Dream Journeys (KVOR)	(KOY)	Dugout of the Air
Dream Melodies (CHRC,	Dreams of Hawaii (WEST)	(WQAM)
KELA)	Dreams of Long Ago (NBC)	Duguette's Orchestra
Dream of Love (WSGN)	Dreamship, The (WGN)	(CFLC)
Dream Peddler (WBRB)	Dreamy Melodies (WWL)	Dukes of the Yukes
Dream Pictures (NBC)	Dress Circle (KGO-KPO)	(WINS)
Dream River (WCLO,	Dress Parade, The (CKPR)	Dunkers' Association
CKCW, KELO)	Dress Rehearsal (WJZ)*	(K TSA)
Dream Road, The (KFYR)	Dressing Up the News	Dunkers' Club, The
Dream Serenade, The	(WMBD)	(WHIO, WJIM, WRDW,
(WHAS, WOMET)	Drew Time (WHN)	WJR, WMBR, WMMN)
Dream Shadows (WSM)	Drifters, The (KBST,	Dunker's Delight (WPAY)
Dream Ship (KDKA, WGN,	WNEW)	Dunking Debate (NBC)
KSTP, KSLM)	Drifting and Dreaming	Dunstedter's Swing Session
Dream Singer of the Air	(WVFW)	(KMOX)
(WSAL)	Drifting Pioneers (WLW)	Durnil's Lady in Blue
Dream Singer with Al and	Driver Training (WCLE)	(KBIX)
Lee Reiser, The (NBC)	Drivers' School of the Air	Dusk in Dixie (WBZ-A)
Dream Songs (WMBH,	(WJBK)	Dustin' the Fiddle (KMA)
WMT, CHAB)	Drugstore Cowboys	Dusty Pages (CBS)
Dream Time (KEHE,	(WBZ-A)	Dutch Masters (WDAF)
KGLO, WTJS, WBIG)	Drum Major, The (KIDO)	Dutch Treat, A (WIBO)*
Dream Train (KFWB)	Drum Major Parade	Dwarfes Jamboree
Dream Vendor (KMO,	(CJRM)	(KMBC)
WNLC, WAPO)	Drum Major Presents, The	Dwellers in the Desert
Dream Weaver, The (KLZ,	(CKBI)	(KTSM)
KMPC, KWTO)	Drums (MWR, KHJ)	Dynamic Detroit (WJR)
Dream Weaver and His	Drums of Africa (KNX)*	Dynamic Twins (WKY)
Romantic Violin, The	Drums on the Congo	
(WBTM)	(KXBY)	

PROGRAM TITLES—Continued

# E

- Ear by Ear (WDZ)  
 Ear Tests (MWR)  
 Earaches of 1937 (CBS)  
 Earaches of 1939 (KGER)  
 Earbenders (NBC)  
 Earful of Music (KSOO)  
 Earl and Ray (KVG B)  
 Earl Kahn's Syncopators (WCAO)  
 Earle Lawrence Serenade (NYBS)  
 Early Bird (KFXD, WHN, CKCL, KORE, WBNY, WELL, WHN)  
 Early Bird Club (KFXM)  
 Early Bird Get-Together (WAVE)  
 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, KFAB, WCKY)  
 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 News (CBS)  
 Early Morning Time Clock (KDLR)  
 Early Morning Varieties (KIDO)  
 Early Rise, The (WRAK)  
 Early Riser (KRKD, WPTF)  
 Early Risers (WINJ, WJAX, WJAS, WISN, WVFW)  
 Early Riser's Breakfast Club (KMA)  
 Early Risers Club (WKY, KFEQ, KLZ, WSBT, WFAM, WEBC, WMCA, WEED, WGT M, WSOC, KLZ)  
 Early Risers' Club—Jim Grouch (WNEW)  
 Early Riser's Program (WOPI)  
 Early Risers' Roundup (WHAS)  
 Earlybird Varieties (KONO)  
 Earnest Hauser and His Orchestra (WOAI)  
 Earth Incorporated (NBC)  
 East of Cairo (NBC)  
 East Side Entertains (WLTH)  
 East Texas Sun Dial (KFRO)  
 Easter Basket (WMBD)  
 Easter Parade (WMCA, WRDW, WEAN, CKCD)  
 Easter Sunrise (KFUO)  
 Easter Varieties (KAST)  
 Easy Aces (KMBC)  
 Easy Chair Boys (WESG)  
 Easy Chair Melodies (KBTM, WSPR)  
 Easy Chair Review (WHB)  
 Easy Home Decoration (KHJ)  
 Easy Hour (WALA, WBRC, WGPC)  
 Easy Melody (KGO-KPO, KDYL)  
 Easy Money (WPG)  
 Easy on the Ears (WHBQ)  
 Easy Problem Made Hard (WAAW)  
 Easy Rhythm (KWLK)  
 Easy Songfest (WDAF)  
 Easy to Remember (KFYR, WDNC, KABR)  
 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 Elephant (WMCA)  
 Ebony Review (KGVO)  
 Ebony Twins (CBS)  
 Echo Quiz, Bruckner's (KARM)  
 Echoes (KTAR)  
 Echoes and Recollections (WFAA)  
 Echoes at Eventide (WOAI)  
 Echoes from Erin (KGVO)  
 Echoes from Foreign Lands (WKOK)  
 Echoes from Havana (WCEL)  
 Echoes from Hawaii (WCHV)  
 Echoes from History (CFRE)  
 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, CJRC)  
 Echoes from the Opera (WBIL)  
 Echoes from the Orchestra Pit (KGO-KPO)  
 Echoes from the Pacific (WPHR)  
 Echoes from the South (WKBN)  
 Echoes from the Stage (CJGX)  
 Echoes from the Theatre (WBZ-A)  
 Echoes of Broadway (WJIM)  
 Echoes of Erin (WJAY)  
 Echoes of Harlem (WBNX)  
 Echoes of Hawaii (WRUF)  
 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 British Empire (CKWX)  
 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)

PROGRAM TITLES—Continued

- 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 (KTCK)  
 Echoes of the West (KANS)  
 Echoes on the Trail (WNBF)  
 Echos Viennois (CJBR)  
 Eclectic Half Hour (WNEW, KORE)  
 Eco de Mexico, El (KFVD)  
 Economic History of the U. S. (WILL)  
 Economy Headlines (WBRC)  
 Economy Kitchen (WKRC)  
 Economy Notes (WVVA)  
 Ecstasy (WOR)\*  
 Ed Mason's Office (KFRU)  
 Eddie and Fannie's Grab Bag (WBBM)\*  
 Eddie Dooley's Last Minute Football News (NBC)  
 Eddie McKee at the Keys (KTOK)  
 Eddie Younger and His Mountaineers (NBC)  
 Edgar Guest (NBC)  
 Edison Friendly Kitchen (WEEI)  
 Edison Pioneers (NBC)  
 Edited for Women (WNEW)  
 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)  
 Editor Speaks, The (WSPD, WMCA, WHP, WPAY)  
 Editorial Comment on News of the Week (KORE)  
 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)  
 Editorials of the Week (KELA)  
 Editor's Daughter (WBBM)\*  
 Editor's Spotlight (WTCN)  
 Edmonton on Its Way (CFRN)  
 Edna Hollers Stopper (WHBQ)  
 Edna Wallace Hopper (NBC)  
 Edna's Pin Money Club (KGCC)  
 Education at the Crossroads (KGO-KPO)  
 Education in the News (WEAS)  
 Education of the Adult (WFAA)  
 Education Today (KGO-KPO)  
 Educational Forum (WOI)  
 Educational Keynotes (WCAP)  
 Educational Objectives and Aims (WRVA)  
 Educators' Discussion (KGA)  
 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)  
 Eefie McDuff and His Mountain Boys (WJIM)  
 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 Music (KTAT)  
 Electric Organ Moods (KFRO)  
 Electric Organ Specialties (KFRO)  
 Electric Show of the Air (WPHR)  
 Electric Swing (KABC)  
 Electricity Speaks (WEBC)  
 Elementary School of the Air (WBNX)  
 Elevated Rhythm (CJIC)  
 Eleven Club (KIDW)  
 Eleven O'Clock Players (KMPC)  
 Eleven Sixty Club (WWVA)  
 Eleven Years of Progress (WBRC)  
 Eleventh Hour, The (WCSH)  
 Elinor Harbrik (KFIZ)  
 Elizabeth Carrington (WCAO)  
 Elizabethan Drama (FTRD)  
 Elk Stocking Fillers (KVI)  
 Ella Plays Your Favorites (WORLD)  
 Ellinwood Enterprises (KVGB)  
 Elliott Sisters (NYBS)  
 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)  
 Emille Goes to Market (KRE)  
 Emmaline and Easy (WGY)\*  
 Emmy and Ezra (WGAL)\*  
 Emory and Hiram (WAPI)  
 Emory Men Who Made History (WSB)  
 Empire Builders (WGAR)  
 Empire Ensemble (WABY)  
 Empire Varieties (CJRC)  
 Empires of the Moon (WENR)  
 Employees Show of 1939 (NBC)  
 Employment Forum of the Air, The (KRE)  
 Empty Success (KGNO)  
 En Dinant (CJNR)  
 En El Bello Rio Grande (KPAB)  
 En Roulano Ma Boule (CBF, CBM)  
 Enchanted Cottage (WBNX)  
 Enchanted Hour (KCKN, CHLT)  
 Enchanted Isle (KONO, WEMP)  
 Enchanted Organ, The (CHRC, CHNC)  
 Enchanted Strings (CKCL)  
 Enchanting Hour, The (WORC)  
 Enchantment (WTAG)  
 Encore of Yesterday (WCAU)  
 Encores (WTIC)  
 Encores and Epitaphs (WNEW)  
 Encores in Poetry (WAAT)



PROGRAM TITLES—Continued

- Encores of the Week (WNEW)  
 Encores of Yesterday (CBS)  
 Endires Hawaiian Music (KFIZ)  
 Engagement Book, The (WELL)  
 Engagement Book, Your (WSBT-WFAM)  
 Engineer, The (WCFL)  
 Engineering Milestones (WFAA)  
 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)  
 Entertainment Time (WWSW)  
 Entre Nous (CBS)  
 Envoys of Melody (WJR)  
 Epic of America, The (WOR)  
 Epicureans (WAAT)  
 Epilogue, The (WBAX)  
 Erev Shabboth (KYA)  
 Erlu Neese, Songs (WBIG)  
 Ernest Kehr (WINS)  
 Ernie Anderson and His Orchestra (KIUP)  
 Ernie Smith's Sportlite (KYA)  
 Escorts and Betty, The (NBC)\*  
 Eskimo Club (WCAD)  
 Eskimos, The Clicquot Club (NBC)  
 Esmeralda's Home Frolic (WMC)  
 Esmerelda's Party (WMC)  
 Espanol (KYA)  
 Esperanto School (WHK)  
 Essays from Real Life (WHEB)  
 Essays in Music (CBS)  
 . . . et Son Orchestra (CJBR)  
 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)  
 Evangelist Quartet (WFAA)  
 Evelyn and Her Noveleers (WFAA)  
 Evelyn, Jack and Ivan (WFAA)  
 Even as You & I (WISN)  
 Evenglow (WJIM)  
 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)  
 Evening Echoes (KMA, WLVA, KFAM, WHP)  
 Evening Fantasy (WHBB, WSM)  
 Evening Harmonies (WBIG)  
 Evening Hour, The (WPTF, WHN)  
 Evening Hymns (WSOC)  
 Evening Idyl (WEW)  
 Evening in Naples (WAAT)  
 Evening in Old Virginia (WRVA)  
 Evening Interlude (WHP)  
 Evening Meditations (WTJS)  
 Evening Melodies (KWBG, WHB, WHBC)  
 Evening Melodists (KTUL)  
 Evening Memories (KLO)  
 Evening Moods (WCCO)  
 Evenin'. Neighbor (WMAQ)\*  
 Evening News Roundup (KGLO)  
 Evening Prayer (CHAB)  
 Evening Prelude (KGO-KPO, WTAM)  
 Evening Reverie (WRUF)  
 Evening Reveries (KSUB, KFH, WGPC)  
 Evening Revue (WTAG)  
 Evening Salon (KGO-KPO)  
 Evening Scrapbook (KMPC)  
 Evening Serenade (KFH, WBOW, WCFL, WSPA, KMOX, KSFO, WHLB, WRUF, WPHR, IBS, KMBC, WREN, WFLL, KVOO, KDKA, WCKY, WDBJ, WJBK, WPIC)  
 Evening Serenaders (WCOL)  
 Evening Sports Review (WDEV)  
 Evening Star (WDBO, CJCA)  
 Evening Stars (CJOC, WDNC)  
 Evening Swing Time Serenade (WGTM)  
 Evening Tatler (WEEL)\*  
 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, WMC, CKCD)  
 Eventide (KAAB, KGGF)  
 Eventide Echoes (CJRC)  
 Eventide Reflections (KWTO-KGBX)  
 Eventide Serenaders (WWL)  
 Events and Circumstances (NBC)  
 Ever as You and I (WISN)  
 Evergreen and Tinsel (KDKA)  
 Evergreen Empire on Parade (KOL)\*  
 Evergreen Program (NBC)  
 Every Day Devotions (KWK)  
 Every Man a King (KJR)\*  
 Every Man's Boy (KVOO)  
 Every Man's Palace (KGO-KPO)  
 Every Night at Eight (KONO)  
 Every Nite at Seven (CHS)  
 Every Sunday 3-4 p.m. (KGCU)  
 Every Woman (WBBM, WCPO, KGO)  
 Every Woman's Hour (KGNC)  
 Everybody Dance (WHN, CHAB)  
 Everybody Likes Credit (KLZ)  
 Everybody Sing (WHBQ, WAIM, KGO-KPO, KDYL, KGW-KEX)  
 Everybody Wins (KOIN)  
 Everybody's Birthday Party (KFBI)  
 Everybody's Business (WTOC)  
 Everybody's Farm (WLW)  
 Everybody's Favorites (CJRC)  
 Everybody's Hour (KLPM, WLS, WRAK, CBM)  
 Everybody's Hymn Sing (WSIX)  
 Everybody's Invited (WFBC)  
 Everybody's Mother (KSAN)  
 Everybody's Music (WCPO)  
 Everybody's Opinion (KFPY)  
 Everybody's Program (CBO)  
 Everyday Beauty (NBC)

PROGRAM TITLES—Continued

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| Everyday Happenings (WMBH)                               | Experimental Drama (CBS)                     | Extra Pair, The (KVI)   |
| Everyday Heroes (WCAE, WSB)                              | Experimental Workshop (WNYC)*                | Eye-Closer (WSJS)   |
| Everyday House (KRNT)                                    | Experiments in Symphonic Drama (FTRD)        | Eye Opener, The (WBBC, WBBH, WESG, KGNC, WHN, WSJS, WMBD, WWVA, KRSC, KTAT, WCFL, WCLE) |
| Everyday Religion (KFJB)                                 | Expert's Table (WNBZ)                        | Eye-Opener, Tony's (WJMS)   |
| Everyday Words—Helen Hardin (WGN)*                       | Explorers Club (WQXR)                        | Eye Opener Program (WBBC)   |
| Everyman's Palace (KPO)                                  | Exploring America with Carveth Wells (JVG)   | Eye Openers (WEAU, KRGV, KTSA)  |
| Everything Stops for Tea (KOVG)                          | Exploring in Music (KSTP)                    | Eye Openers Club (CBS)  |
| Everything's O.K. (CFCY)                                 | Exploring Music (CBS)                        | Eye Witness of the News (WFBR)  |
| Evolution of Economic Thinking (WNYC)                    | Exploring Our Needs (WHA)                    | Eyelights in Music (KELA)   |
| Excerpts from the Opera (CJCA)                           | Exploring the Arts and Sciences (WQXR, FTRD) | Eyes Front (WGAR)   |
| Exchange Bank Presents (WFOY)                            | Exploring the Magazines (WPEN)               | Eyes Have It, The (WHEC)  |
| Exchange Club (KMOX)                                     | Exploring the Seven Arts (FTRD)              | Eyes in the Dark (WMBI)*  |
| Exciting Moments in the History of Old New Orleans (WWL) | Exposing the Rackets (WFBR)                  | Eyes of the Community (WCOP)  |
| Exclusive (KLO)  | Exposition Previews (KFRC)                   | Eyes of the Eagle (WHN)   |
| Exclusively for You (WWSW)                               | Exposition Reporter (KSFO)                   | Eyes of the World (KOIN, WIRE)  |
| Exercise and Applesauce (KGO-KPO)                        | Exposition Stroller (KGO)                    | Eyes on Sports (KRBC)   |
| Exercise and Live (KDYL)                                 | Express Isle Royale Broadcast (WEBC)         | Eyesight Dramas (WRR)   |
| Exeter Bell Hops, The (KOL)                              | Ex-Rays of Trenton (WTNJ)                    | Ezra and the Bar Nothin' Ranch Boys (WIBW)  |
| Exits and Entrances (CBS)                                | Exterior Decorator, Your (WHIO)              | Ezra Hawkins and Aunt Faye (WIBW)   |
| Ex-Libris (WDNC)   |  | Ezra Martin and the Folks from Pleasant Valley (WBNS)                                   |
| Experience of a Million Men (KFWB)*                      |  |   |

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|--|---|-----------------------------------|
| F.H.S. Forum (WFAS)                                    | Facts, Foods and Fancies (WGFC)             | Fair Freight Rate Forum (WAPI)    |
| F.O.B. Detroit (WJR)                                   | Facts, Foods and Fashions (WTAD)            | Fair Store (WMAQ)                 |
| Fables in Music (WTAM)                                 | Facts for Feminine Ears (KVOO)              | Fair Variety Dance Party (WATL)   |
| Fables in Verse (NBC)                                  | Facts for Inquiring Minds (KF XD)           | Fair Warning (KFRC)               |
| Fabon Street Follies (KTAT)                            | Facts for Madame (KW LK)                    | Fair Weather Ahead (WESG)         |
| Face the Music (KOL)                                   | Facts, Not Fables (CHAB)                    | Fairway Facts (KGB)               |
| Faces on the Front Page (WEVD)*                        | Facts of Life, The (WJ E J, KFH)            | Fairy Lady, The (KSLM)            |
| Fact and Fancies (WTAM)                                | Facts Worth Knowing (KFUO)                  | Fairy Princess (KGNC, WMBO)       |
| Fact and Melody (WTIC)                                 | Facts You Ought to Know (CFRN)              | Fairy Tales (NBC)                 |
| Fact Finder, The (WXYZ, KVI, WDRC)                     | Faculty Club (WCFL)                         | Fairyland Express (WHN)           |
| Facts about Fraud (WWSW)                               | Faculty Forum (WACO)                        | Faith (WAPI)                      |
| Facts and Errors (WMC)                                 | Fads and Fancies (WSAY)                     | Faith Tabernacle (WCAO)           |
| Facts and Fancies (KDKA, WTAM, WJIM, WCOP, CKCW, WWVA) | Fads, Facts and Fancies (KCKN)              | Faith Temple (WMBR)               |
| Facts and Fashions (WADC, WCLS)                        | Failures and Adjustments in Marriage (WBBC) | Falconer's Noon Hour Clock (KCKN) |
| Facts and Fiction (KFAM)                               |   | Familiar Favorites (WDAE)         |

## PROGRAM TITLES—Continued

- Familiar Songs (KGO-KPO)  
 Family Advisor (CFCO)  
 Family Album (KGO-KPO, WFBR, WVVA, 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, CFJC, KGFJ, KRKO, WMMN)  
 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, CFRB)  
 Family Fireside (WATL)  
 Family Friend, The (WBIL)  
 Family Frolic, The (WAPI, WFER)  
 Family Fun (CBS)  
 Family Gathering (KFVS, WNBR, CHRC)  
 Family Goes Abroad (NBC)  
 Family Guide Post (WAVE)  
 Family Man, The (WTMV)  
 Family Night with Horace Heidt (NBC)  
 Family Nurse, The (CBS)  
 Family of the Nations (CBS)  
 Family Parlor, The (KUOA)  
 Family Party (WHJB, KDKA, WMC)  
 Family Party, The General Motors (NBC)  
 Family Party, The WOW (WOW)  
 Family Pocketbook, The (WGN)  
 Family Prayer Time (KOY)  
 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 and Favorite (WORC)  
 Famous Artists at King Cole's Court (CHNS)  
 Famous Artists on the Air (WDRC)  
 Famous Babies (CBS)  
 Famous Ballads (WHO)  
 Famous Cases of the FBI (WAPO)  
 Famous Composers (WBZ-A)  
 Famous Composers Series (WHN)  
 Famous Concertos (WTAM)  
 Famous Dance Bands (WIND)  
 Famous English Composers (CBL)  
 Famous Fallacies of Business (NBC)  
 Famous Farmers (WLW)  
 Famous Fires of History (KVOD)  
 Famous First Facts (WOR)  
 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 Mistakes in History (KGFJ)  
 Famous Music (KFXD)  
 Famous Music by Famous Bands (KFOR)  
 Famous Musical Evenings (CBS)  
 Famous Names (KRSC)  
 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 Scenes from Opera (WRUF)  
 Famous Short Stories (FTRD)  
 Famous Songs and Singers (CKBI)  
 Famous Songs and Their Stories (WMFJ)  
 Famous Stories (KMPC)  
 Famous Violins (NBC)  
 Famous Vocalists (CFAC)  
 Famous Voices (CJOR)  
 Famous Women (KFUO)  
 Famous Women Pianists (WOR)  
 Famous Works of Religious Literature (WDAF)  
 Fan Club, The (CHAB)  
 Fan on the Street (WXYZ)  
 Fancy Fiddlin' (CJRC)  
 Fancy's Fabric (KOL)  
 Fanfare (WLS, CHSJ)  
 Fans and Pans (KXBY)  
 Fans in the Stands (WSAI)  
 Fans in the Street (WSAI)  
 Fantasy (KGO-KPO)  
 Fantasy in Black and White (KTUL)  
 Far Horizons (WFDF)  
 Farewell Blues (WINS)  
 Farm and Family Forum, The Auburn (WAPI)  
 Farm & Home Almanac (CJCS)  
 Farm and Home Builders (WGRC)  
 Farm and Home Forum (KRBC, CFRN)  
 Farm and Home Hour (KABR, WPHR, WMAQ, WTIC)  
 Farm and Home Hour, The Canadian (CKNX)  
 Farm and Home Hour, The KFAB (KFAB)  
 Farm and Home Hour, The Mid-South (WMC)  
 Farm & Home Hour, The WHBB (WHBB)  
 Farm and Home Hour, The Western Ontario (CFCO)  
 Farm and Home Program (WHBB)  
 Farm and House Hour (WSPA)  
 Farm Bulletin Program (WBTM)  
 Farm Bureau Briefs (WDZ)  
 Farm Bureau Forum and News (KRNR)  
 Farm Business Half Hour (KSAC)  
 Farm Community Program (CBS)  
 Farm Council (KPND)  
 Farm Dinner Concert (WAAW)  
 Farm Facts and Music (KVOO)  
 Farm Features, The WBT (WBT)  
 Farm Flashes (KGB, WBNX, WSBT, WFAM, KABR, KWTN, KSOU, WGAR, KMOX)  
 Farm Folks, The Fels (WBOW)  
 Farm Folks Frolic (CHML)  
 Farm Forum, The (WGY, MWR, KFAM, WXYZ)  
 Farm Friends (WFMD)  
 Farm Frolic, The (KFVS)  
 Farm Front (WQDM)  
 Farm Front News (WOW)  
 Farm Hints (WBAL)  
 Farm Hints from Farmer to Farmer (WBT)  
 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)

PROGRAM TITLES—Continued

Farm Institute Programs (NBC)  
 Farm Journal (WBBM)  
 Farm Journal of the Air (KOTN)  
 Farm Life (WCHS)  
 Farm Men Only (KIDO)  
 Farm News (KMOX)  
 Farm News, The WHO (WHO)  
 Farm News and Views, The Miami Valley (WHIO)  
 Farm News on the Nose (WKY)  
 Farm Paper of the Air, The WGY (WGY)  
 Farm Question Box (KOA, KFDY)  
 Farm Radio News, Goodyear (NBC)  
 Farm Reporter (KSFO, WKST)  
 Farm Revue (KFIZ)  
 Farm Rhymes (KFDY)  
 Farm Sales (KFNF)  
 Farm Service (KLRA)  
 Farm Service, The Goodyear (NBC)\*  
 Farm Service Department, The (WIBU)  
 Farm Service Program (KLZ)  
 Farm Talent Program (CJRC)  
 Farm Weekly (WCAU)  
 Farm Woman (WJAG)  
 Farm Women's Council (WAIM)  
 Farmbelt Parade (KMA)  
 Farmer (CJCA)  
 Farmer Bill (KGLO)  
 Farmer Fiddlers (CKCD)  
 Farmer in the Dell (WPG)  
 Farmer in the News, The (WHBF)  
 Farmer on His Farm, The (WDZ)  
 Farmer Takes the Mike (CBS)  
 Farmer's Digest (KSLM, WOR)  
 Farmers' Exchange (WSAU)  
 Farmers' Favorites (CFRN)  
 Farmer's Forum (WSAY, CJGX, WLS)  
 Farmer's Friend (KONO)  
 Farmer's Guide, The (WSPD)  
 Farmers Home Frolic (KVOR)  
 Farmer's Hour (KFBB, WHB, CJCO, KBND, WSAV)  
 Farmers Hour, The Western Ontario (CFCO)  
 Farmer's Information Hour (KDFN)  
 Farmers' Saturday Night Frolic (KMA)  
 Farmers' Service Series (WHP)  
 Farmers Sing Song (CHNS)  
 Farmers' Trading Post (WMBD)  
 Farmer's Viewpoint (WRJN)  
 Farmhands, The WRJN (WRJN)  
 Farming in Dixie (WSB)  
 Farmyard Frolics (WTMJ)  
 Fascinating Facts (CBS)  
 Fascinating Melodies (KMOX)  
 Fascinating Rhythm (WRUF)  
 Fashion Chatter (UP)  
 Fashion Congress (WMEX)  
 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, WDRG, KDYL, WMCA, WSPR)  
 Fashion Parade, The Hollywood (WSBT)  
 Fashion Pointers (WSBT-WFAM)  
 Fashion Previews, Vanette (NBC)  
 Fashion Quest (WHK)  
 Fashion Quiz (WTCN)  
 Fashion Revue (KSO)  
 Fashion Revue by Caroline Cabot, Chandler's (WEEI)  
 Fashion Revue of the Air (WEEI)  
 Fashionaires, The (CBL)  
 Fashionette (WIND)  
 Fashions about Town (WHBC)  
 Fashions and Fancies (KORE)  
 Fashions and Figures (NBC)  
 Fashions and Thrift (WGH)  
 Fashions for Men (WNBZ)  
 Fashions for Your Home (WHBQ)  
 Fashions in Fabric (WDAF)  
 Fashions in Furs (KANS)  
 Fashions in Loveliness (WTCN)  
 Fashions in Melody (KFVS, KGB, KSL, WIBU, WLBC)  
 Fashions in Melody, Gateley's (WJBL)  
 Fashions in Melody Styled by Annette (WGY)  
 Fashions in Music (WHKC, WMIN)  
 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 Goose Comes to Town (KIRO)  
 Father Knickerbocker (WOKO)  
 Father Reads the News (WHN)  
 Fathers of the Funnies (WINS)  
 Fats Waller and His Rhythm (NBC)  
 Fatty Lewis (WDAF)  
 Favorite Dance Bands (WACO)  
 Favorite Favorites (WBIG, WOMI)  
 Favorite Hawaiian Melodies (KANS)  
 Favorite Hymn, Your (WHAS)\*  
 Favorite Hymns (WTOL)  
 Favorite Melodies (WHO, WBZ-A, WJR, KMOX)  
 Favorite Refrains (WQXR)  
 Favorite Songs, Old and New (WDEJ)  
 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)  
 Faye and Cleo (KGKO)  
 Feather for Luck (NBC)  
 Feather Your Nest, Schewel's (WBTM)  
 Feather Your Nest Hour (WLVA)  
 Feathered Friends (WEMP)  
 Feature Foods (WLS)  
 Feature Half Hour (WRUF)  
 Feature Page, The KXBY (KXBY)  
 Feature Page of the Air (KROC)  
 Feature Parade (KWK)  
 Feature Time (CBS)  
 Featuring Tomorrow's Features (WKY)  
 Federal Bureau of Investigation (KLZ)  
 Federal Housing Administration (CBS)  
 Federal Radio Drama (KRKD)  
 Federal Show Window (WOL)  
 Federal Theatre of the Air (KRKD)  
 Federal Theatre Players (KYA)  
 Feed Facts (KPDN)  
 Feed Store, Hiram Horn's (KFEQ)

PROGRAM TITLES—Continued

- Feeding a City (NBC)  
Feeding Forum, Fred  
Farnum's (KOBH)  
Feeling the Public Pulse  
(CBS)  
Fehr Sisters, The (KRMC)  
Fehr's Players (WOAI)  
Feid Sets the Stage  
(KCKN)  
Fellowship Club (KGDE)  
Fellowship Forum, The  
(WICA)  
Fellowship Haven (KWJJ)  
Fellowship Hour (WHDL,  
KFBI, WINS, WNEW)  
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 Newsfashes  
(WCCO)  
Feminine Profile (WEBC)  
Feminine Side, The  
(KIRO)  
Feminine Viewpoints  
(WJAS)  
Feminine World (CKAC)  
Femme a la Page, La  
(CKAC)  
Fender Benders (WCCO)\*  
Ferdinand Forum (WDWS)  
Ferris Wheel, The  
(WTCN)  
Festival of Lights (KGO-  
KPO)  
Festival of Music (KDKA)  
Festive Board, Around the  
(CBS)  
Feter Scholom's Kinder-  
vinkle (WLTH)  
Fiat Funsters (KGU)  
Fibber McGee & Co.  
(NBC)\*  
Fibber McGee and Molly  
(NBC)  
Fictitious Football  
(WWSW)  
Fiddiliana (CJRC)  
Fiddle Talks (KGO-KPO)  
Fiddlers Fancy (CBS)  
Fiddlers Three, The  
(KFYR, WISN, CBM)  
Fiddlin' Around (KYA)  
Fiddlin' Joe (WTMV)  
Fidelity Family (KCKN)  
Fields and Hall (NBC)  
Fiesta (WRUF, KOB)  
Fiesta at Rancho Pancho  
(KNX)  
Fiesta Doings (KONO)  
Fiesta Time (KFRC)  
15 Good-Will Minutes  
(WVFW)  
1500 Kilocycle Dance  
Parade (KDB)
- 15-Minute Mysteries  
(WOR)\*  
Fifteen Melodies in Fifteen  
Minutes (WLAW)  
Fifteen Minutes Between  
Two Good Programs  
(KASA)  
Fifteen Minutes in the  
Nation's Capitol (NBC)  
Fifteen Minutes of Fun  
(NBC)  
Fifteen Minutes of Melody  
(KWYO)  
Fifteen Minutes with Maga-  
zine Readers (KRE)  
Fifth Avenue Fashions  
(NBC)  
Fifth Avenue Gossip  
(KRMC)  
Fifth Ave. Knights (NBC)  
Fifth Estate (WESG)  
Fifty-Fifty (KSRO)  
Fifty Flying Fingers  
(KFOR)  
50 Yard Line Review  
(WJR)  
Fifty Years a Chambermaid  
(NBC)  
Fight for a Continent  
(WABI)  
Fighting Crime (CBS)  
Fights and Fighters of  
Yesteryear (WMCA)\*  
Figure Facts (WMBC)  
Figures in Brass (WCAE)  
Fiji Hour (KVOR)  
Files of Melody, The (KSD)  
Film Facts (WXYZ)  
Film Favorites (WHB)  
Film Melody Mysteries  
(WELI)\*  
Filmarte Fantasies (KGFJ)  
Final Edition (IBS, KGIW,  
WPIC)  
Final Edition with Tex De  
Weese, The (KPDN)  
Final Market Review  
(KFRU)  
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)  
Fingertin Fantasies  
(KDKA)  
Finicky Program (KGDE)  
Finn and Hattie (CKLW)\*  
Finnish-American Hour  
(WICA)  
Finnish Lutheran Hour  
(WICA)  
Finnish News (WEBC)  
Finwald (WMBC)  
Fire (WBZ-A)  
Fire Chief's Uncle  
(WEAF)\*  
Firelight Fantasy (KGXC)  
Fireman Club, The  
(WKRC)
- Fireside and Home (KGHI)  
Fireside Bible Study  
(KORE)  
Fireside Chats (KFEXD)  
Fireside Circle (WLLH)  
Fireside Concert, The  
(KGEZ)  
Fireside Dramas (KRE)  
Fireside Fairytales  
(KFWB)  
Fireside Fancies (WBAX)  
Fireside Fantasies (KABR,  
WMT, WOR)  
Fireside Fantasy (KGO-  
KPO)  
Fireside Forum (WQDM)  
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, WTIC)  
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 Salon Orchestra  
(KFBB)  
Fireside Singers (NBC)  
Fireside Trio (KOVV)  
Fireside Varieties (KOVV,  
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 Nights in Review  
(WCFL)  
First Noel, The (WLAC)  
First Offender, The  
(WELL, WICC)  
First on Your Dial  
(WQAM)  
First Person Singular  
(CBS)  
First Prize Jamboree  
(WOR)\*

PROGRAM TITLES—Continued

- First Prize Kitchen Studio, The (WGY)  
 First Prize Time (WJZ)  
 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)  
 Fisherman's Guide (WMFO)  
 Fishing Angles (WOR)  
 Fishing Fair (WFBR)  
 Fishing Fantasies (WISN)  
 Fishing Flashes (WOR)  
 Fishing Fool (KF50)  
 Fishing in the Blue (WJNO)  
 Fishing News, Thurnionds' (KRMD)  
 Fishing Pals (KMTR)  
 Fishing Reporter, The (CFCE)  
 Fishing Time (WORL)  
 Fishing Time with the Metropolitan Angler (WORL)  
 Five Aces, The (KWVKH)  
 5-Alarm Fun (KELO)  
 Five Ambassadors (KWTO)  
 Five Arts (CBS)  
 Five Cards (KGO-KPO)  
 5 Chefs, The (KMPC)  
 Five Fifty-Five Special (KOIN)  
 Five Hours Back (NBC)  
 560 Club (WIS)  
 Five Jokers of Jazz (WKY)  
 Five Men and a Miss (KLPM)  
 Five-Minute Bible Test (KFUO)  
 Five Minute Mysteries (TH)  
 Five Minutes (KTSM, WEAU)  
 Five Minutes in Hollywood (WQDM)  
 Five Minutes of Fact (WHB)  
 Five Minutes with Radio Stars (WDRC)  
 Five O'Clock Fables (KTHS)  
 Five O'Clock Flash (KOIN)  
 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)  
 Planagrams (WBBM)  
 Flapperettes (WHB)  
 Flash Delivery (WLAC)  
 Flash Gordon (WBS)  
 Flash News from Yesterday's Press (KGU)  
 Flashbacks of History (WOWO-WGL)  
 Flashes of Fashion (WAPI)  
 Flashes of Life (WMIN)  
 Flashes of Truth (WMEX)  
 Flat Foot Floogie Club, The (WSGN)  
 Flax Schutchers (WHJB)  
 Flicker Flashes (KMOX, WMC)  
 Flight in Swing (WDNC)  
 Flint Today (WFDF)  
 Flirtations (KGO-KPO)  
 Floor Show (KYA, CRS)  
 Floral Patterns (WAPI)  
 Florally Speaking (KGW-KEX)  
 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 (K TSA)  
 Flying Fingers (WTAM, KGO-KPO, WKRC)  
 Flying Fingers—Louis Bray (WORL)  
 Flying Goose, The (KIDO)  
 Flying Priest, The—Rev. Paul Shulte (WHAZ)\*  
 Flying Red Horse Review (WGY)\*  
 Flying Reporters, The (WMBC, KPCC)  
 Flying School of the Air (WORL)  
 Flying Time (WENR)  
 Fo'cstl Melodies (KHJ)  
 Foley Family, The (WBRY)  
 Folgeria (KHJ)  
 Folio of Facts (KFVS)  
 Folk Festival Dance Party (WLTH)  
 Folk Music of the South (NBC)  
 Folk Song Lady (WIP)  
 Folk Tales of the Western World (CBS)  
 Folklore (NBC)  
 Folks from Dixie (NBC)  
 Folks from Neighborville (KFAB)  
 Folks Worth Knowing (WKY)  
 Folksongs of the World (WRUF)  
 Follies, The Crosley (WLW)  
 Follies, The Fairmont (WMMN)  
 Follies, The Philmore (KTUL)  
 Follies of the Air (CBS)  
 Follow the Cardinals (KGHI)  
 Follow the Leader (WHBQ)  
 Follow the Moon (NBC)  
 Following Congress (WHA)  
 Following Huskers with Link Lyman (KFOR)  
 Following the Eagle (WBRC)

## PROGRAM TITLES—Continued

- Following the Flickers (CHML)  
 Following the News (WQXR)  
 Following the Reds (WSAI)  
 Fond Recollections (NBC)  
 Food Expert, The (KVOA)  
 Food Facts (WMBC)  
 Food for Thought (KAST, KFUE, KPND, WPAY, KFRC)  
 Food Forum, The (CJRC)  
 Food Forum, Mrs. Chapman's (KSL)  
 Food Fundamentals (CBS)  
 Food Magician (KGO-KPO, WAAB, WEEI)  
 Food Parade (KGNC)  
 Food Scout, The (WMBH)  
 Food Scout, The Pickwick (KMBC)  
 Foods, Facts and Fashions (KFVS)  
 Foolish Fables (WFAA)  
 Foolish Questions (WAAF)  
 Foot Health Clinic, The Swan (WDAY)  
 Foot Parade (WRDW)  
 Foot Specialist (CJRC)  
 Football Dope (WBBM)  
 Football Flashes (WOAI, KWKH)  
 Football Forecasts (CBS)  
 Football Hi-Lites (WOAI)  
 Football in Rhyme (WATL)  
 Football Jamboree (CBS)  
 Football News (WDRG)  
 Football Parade (CBS)  
 Football Poll, The Pure Oil (WDNC)  
 Football Previewer, The WHO (WHO)  
 Football Prophet (WAAW)  
 Football Rallies (WBAI)  
 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, KWKH)  
 Football School (KGVO)  
 Football Scoreboard (KGO, WHTF)  
 Football Scoreboard of the Air (WHO)  
 Football Souvenir Program (CBS)  
 Football Special (KGO-KPO, KALE)  
 Football Sweepstakes (KGB)  
 Foothills Frolic (CFAC)  
 Footlight Echoes (WOR)  
 Footlight Excerpts (WHN)  
 Footlight Fancies (WBZ-A)  
 Footlight Fantasies (KGO-KPO)  
 Footlight Fantasy (KGIN)  
 Footlight Favorites (WEMP)  
 Footlight Flashes (WBZ-A)  
 Footlight Follies (KYOS, CKCW)  
 Footlight Footnotes (WHP)  
 Footlight Melodies (WDAE)  
 Footlight Miniatures (WMCA)  
 Footlights & Fashions (WIBC)  
 Footlights and Stardust (WWSW)  
 Footlights on Parade (WNBF)  
 Footlites, The Brownbill (NBC)  
 Footnotes (WESG, WDAF, WEBC)  
 Footnotes on Famous Feet (KDKA)  
 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 Children Only (WJAG)  
 For Dancers Only (WHJB)  
 For Dancing Only (WAAW)  
 For Distinguished Service (KFAM)  
 For Farm Folk (CFPL)  
 For Farmers Only (WHIO)  
 For Friends of Music (CBL)  
 For Gentlemen Only (WOAI)  
 For Girls and Boys Only (KGO-KPO)  
 For Ladies Only (WNBX, WGTM, WCOP, WHBF, WSPA, WSGN, WMFD, KGB, K TSA, WRDW)  
 For Madame (WSJS)  
 For Men (WNBX)  
 For Men Only (WJAY, WHN, WOW, KFWE, WLW)  
 For Mother and Dad (KGHI, KFWE, WHJB)  
 For Music Lovers Only (KUOA)  
 For Novelties' Sake (KWTO)  
 For People Only (WLS)  
 For Short Wave Listeners Only (CJRC-CJRO-CJRC)  
 For Sportsmen (WSAL)  
 For the Farming Man (CJRC)  
 For the Home Folks (CKCA)  
 For the Ladies (KCMO, KDON, WABI, WTCN, WTJS)  
 For the Ladies—By the Ladies (CKSO)  
 For the Lazybones (WSPA)  
 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, KLPM, WCBS, WCFL, WMBR, WMMN, WSUN, WTOI)  
 For Women Only, Maxine's (WFLA)  
 For Women Only—with Miss Sally (KGDE)  
 For Worriers Only (WMCA)  
 For You (KTUL, WCLE, WCBS, WHBC, WGRG, WPAY)  
 For You Alone (KWSC)  
 For You and Me (WATR)  
 For You, Madame (CJRC)  
 For You Today (WQAM)  
 For Your Amusement (WQDM)  
 For Your Criticism (CFRB)  
 For Your Entertainment (WDAY)  
 For Your Health's Sake (WDBJ, WMBR)  
 For Your Information (WDNC, WJAS, WHBF)  
 For Your Listening Pleasure (KABC)  
 Ford Perry Presents (KLPM)  
 Forecast School of Cookery (NBC)  
 Forecasting 1937 (CBS)  
 Foreign Affairs Forum (WMCA)  
 Foreign Language Courses (KFI)  
 Foreign Language Half Hour (KFUO)  
 Foreign News of the Week (WGAR)  
 Foreign Series (WMFG)  
 Foremost Favorites (KGHF)  
 Foremost Safety Club (WMBR)  
 Forenoon Frolic (KLPM)  
 Foresome, The Fels Naphtha (WCCO)  
 Forever Young (NBC)  
 Forget-Me-Not's, 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)

PROGRAM TITLES—Continued

- Fortune Stories (NBC)  
 Fortune's Wheel (KDYL)  
 Fortunes Washed Away (WLW)  
 Forty-Five Minutes from Broadway (KGO-KPO)  
 Forty Flying Fingers (WLOK)  
 Forty-Niners, The (WEBC)  
 Forty Winks Club (WEAF)  
 Forum, The Holy Cross College (WORC)  
 Forum, The New York Herald Tribune (NBC)  
 Forum, The Utah (KDYL)  
 Forum, The WCNW (WCNW)  
 Forum, The WOR (WOR)  
 Forum Hour (WOR)  
 Forum 'n' Again 'Em (KGW-KEX)  
 Forum of Liberty (WABC)\*  
 Forum of Public Opinion, The (WKBO)  
 Forum of the Air, The WHN (WHN)\*  
 Forum of the South (WAPI)  
 Forum on Character Building (NBC)  
 Forum String Quartette (WQDM)  
 Forward America (WINS)  
 Forward Aurora (WMRO)  
 Forward Florida (WFLA)  
 Forward Hour, The (WEVD)  
 Forward March (KABC, KSAL)  
 Forward Peoria (WMBD)  
 Forward with Indianapolis (WIRE)  
 Forward with Lake Charles (KPLC)  
 Foundations of Democracy (CBS)  
 Founding a Nation (NBC)  
 Fountain of Song (NBC)  
 Fountain of Youth (WBNX)  
 Fountain Room (KRMD)  
 Four Aces, The (KMBC, KVOL, WELL)  
 Four Arts Forum (FTRD)  
 Four Barbers (CBS)  
 Four Blackbirds, The (WORL)  
 Four Buddies (WKST)  
 Four Children (KGNO)  
 Four Clubmen (CBS)  
 Four Cocoanuts (KRKD)  
 Four Cords, The (WBIG)  
 Four Corners Theatre (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)  
 Four-H Club News (WBT)  
 4 H Program (KSAC)  
 Four Hand Piano Recitals (WCAD)  
 Four Hits and a Miss (KDB)  
 Four Horsemen (WCCO, CFCY)  
 Four Houses of Harmony (WHE)  
 Four in One (WHN)  
 Four Ink Spots (NBC)  
 Four Jolly Bakers (KFVS)  
 Four Men of Rhythm (KWTO)  
 Four Midshipmen, The (WCMI)  
 Four Minors, The (WHBF)  
 Four Modernaires (WLW)  
 419 Lilac Lane (KRKD)  
 Four Notes (CKCA)  
 Four O'Clock Story Lady (WEST)  
 Four of Us, The (WEZ-WBZA)  
 Four Pals (KOA)  
 Four-Part Harmony (WRUF)  
 Four Provinces Irish Program (WDAS)  
 Four Queens, The (WEBR)  
 Four Southern Knights (WDRC)  
 Four Spades, The (WBRC)  
 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)  
 1420 Alarmer (WEED)  
 Fourth Clue, The (KSFO)  
 Fox Fancies (KFVD)  
 Foxes of Flatbush (NBC)  
 Foxv Grandpa Club (KFVS)  
 Fragments d'Operas (CJBR)  
 Fragments d'Operettes (CJBR)  
 Frame of Hits (WHBF)  
 Francaise (NYBS)  
 Fran Frey's Frolic (WOR)\*  
 Francaise (WINS)  
 Frances Alda & Frank Le Forge—Boscul Program (NBC)  
 Frances Lee Barton (NBC)  
 Frances Warren (KGKO)  
 Franciscan Missions (KYA)  
 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 Grasso Presents (WFLA)  
 Frank, The Wrangler (KVGGB)  
 Frank Watanabe (WMAQ)  
 Frankie and Johnnie (WPHR)  
 Franklin Dessert Time (WDAF)  
 Frankly Speaking (WFBR, WTOC)  
 Fraternity Frolic (WIP)  
 Fraternity House (KFAC)  
 Fraternity Preview (KOIN)  
 Fraternity Row (WHN, WOR)  
 Fred and Max, Harmonizers (WFAS)  
 Fred Astaire (NBC)  
 Fred Farnum (KOBH)  
 Fred Kent and His Gang (WBIG)  
 Fred Kirby (WBT)  
 Fred Lang Views the News (WNAC)  
 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)  
 Free Lance Spy (WWNC)  
 Free Speech Forum (WEVD)  
 Freedom, The Living Tradition (NBC)  
 French Lessons (WMBC)  
 French Trio (CBS)  
 Fresh Foursome, The (CJCA)  
 Fretwell's Frolic (WAIM)  
 Friday Evening Concerts (NBC)  
 Friday Frolic (WDOD, WJIM)  
 Friday Frolic, Borden's (KFRC)  
 Friday Frolics (WOR)\*  
 Friday Fun Fiesta (CFQC)  
 Friday Melody Revue (WBBM)  
 Friday Morning Musicale (WFLA)  
 Friday Night Club of the Air (CKTB)  
 Friday Night Follies (WAVE)  
 Friday Night Quarterback (WTHT)  
 Friday Night Show, The (WHAS)  
 Friday Night Talent Revue (KBIX)  
 Friday Smoker, The (WMT)  
 Friday the Thirteenth Party (NBC)  
 Friend in Need (WPAY)  
 Friend of Friends (WPAY)  
 Friend of the Family (CBS)



PROGRAM TITLES—Continued

- 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,  
 WCAM)  
 Friendly Counselor, The  
 (WDAF, WBNS, KOL)  
 Friendly Cowboy, The  
 (CJRM)  
 Friendly Debates (KFUO)  
 Friendly Driver, The  
 (WGY)\*  
 Friendly Enemies  
 (WMCA)\*  
 Friendly Family Fellowship  
 (KGDE)  
 Friendly Five Footnotes  
 (NBC)  
 Friendly Folks (WICC)  
 Friendly Forum (WFIL,  
 WMBD, KTAR)  
 Friendly Freemans, The  
 (WRTD)  
 Friendly Frolic, Famo's  
 (WJIM)  
 Friendly Gardner, The  
 (WWJ)  
 Friendly Health Advisor  
 (WCOP)  
 Friendly Homemaker, The  
 (KSFO)  
 Friendly Hour, The  
 (KONO, KVL, WDOD,  
 WKY, KTKC)  
 Friendly Hour with O.  
 Henry, The (KSEI)  
 Friendly Kitchen, The  
 Edison (WEEI)  
 Friendly Motorist, The  
 (KGNC)  
 Friendly Mountaineer  
 (WDRC)  
 Friendly Muse (KMBC)  
 Friendly Music (CBL)  
 Friendly Musical Neigh-  
 bors (WWVA)  
 Friendly Nabor (KTSA)  
 Friendly Neighbor, The  
 (KXBY)  
 Friendly Neighbor, Your  
 (WHA)  
 Friendly Neighbors  
 (WTRC, WTCN)  
 Friendly Neighbors, KMA's  
 (KMA)  
 Friendly Observer, The  
 (WNBC)  
 Friendly Philosopher, The  
 (KSL, WBBM, KCMO,  
 WOW)  
 Friendly Poet (KIUN)  
 Friendly Quarter Hour,  
 The (KWG)  
 Friendly Shopping Hour  
 (WWVA)  
 Friendly Sing, Dr. Ross  
 Stover's (WDAS)
- Friendly Singer, The  
 (WMEX)  
 Friendly Store, The  
 (KFOX)  
 Friendly Thoughts and  
 Songs (WDRC)  
 Friendly Time (WAVE)  
 Friendly Tips (KWJJ)  
 Friendly Troubador, The  
 (KFAB, WSB)  
 Friendly Visitors (WBAL)  
 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 (WORLD)  
 Friends o' Mine (KDYL)  
 Friends of Libraries (KOB)  
 Friends of Yours (WHB)  
 Friend's Student Radio Club  
 (WAAB)  
 Friendship Circle, The  
 (WBTM, WPTF, WTMJ)  
 Friendship Circle Hour  
 (KMED)  
 Friendship Corners  
 (WFAA)  
 Friendship Hour (WWVA)  
 Friendship Time (WFTC)  
 Friendship Town (WJZ)\*  
 Friendship Village (NBC)  
 Frigidairions (KWTN)  
 Frim Sisters (WLW)  
 Fritz & His Band (KONO)  
 Fritz & the Cap'n (WBT)  
 Fritz and the Major  
 (WAVE)\*  
 Fritz und His German  
 Band (KONO)  
 Friivolities (KYA, KCKN)  
 Frohne Sisters, The  
 (WXYZ)
- Frolic, The Florsheim  
 (NBC)  
 Frolic Makers, The  
 (WCOP)  
 Frolic Time (KMOX)  
 Frolicmakers Club  
 (WCOP)  
 Frolics, Charlie Brock's  
 (WBNX)  
 Frolics, The Frigidaire  
 (KFVS)  
 Frolics, The Fro-Joy  
 (WGY)\*  
 From a Book of Poems  
 (WHBC)  
 From a Window on Beacon  
 Street (WEEI)  
 From Berlin to Brahms  
 (WGAR)  
 From Cotton Fields to  
 Harlem (WHK)  
 From Darkened Stages  
 (WDBO)  
 From 52nd Street (WATR)  
 From Headquarters (WSAI)  
 From Him to You  
 (KMTR)\*
- From Hollywood to You  
 (CKCL)  
 From Many Lands (WRUF)  
 From Me to You (CKBL)  
 From Old Vienna (CBS)  
 From Organ House (WABI)  
 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 Bishop's Study  
 (WRVA)  
 From the Bookcase to You  
 (KYOS)  
 From the Bookshelf  
 (KUOA, WABI, WAIM,  
 CKY)  
 From the Center Aisle  
 (KLO)  
 From the Checkerboard  
 Bag (KMBC)  
 From the Earth to the  
 Moon (WHN)\*  
 From the Ends of the  
 Earth (WGN)\*  
 From the Gridiron Today  
 (KEX)  
 From the Heart of the  
 Empire (CBM)  
 From the Holyoke City  
 Hall (WSPR)  
 From the Horizon (CJRM)  
 From the Judge's Point of  
 View (WHB)  
 From the Mayor's Office  
 (WAAB, WEAN,  
 WMAS)  
 From the Music Box  
 (WRUF)  
 From the Music Room  
 (WFAA)  
 From the Organ Loft  
 (CBS)  
 From the Outside Looking  
 In (WIRE)  
 From the Pastor's Study  
 (WWSW)  
 From the Patio (WOAI)  
 From the Picture of the  
 Same Name (WNLC)  
 From the Radio Press-Box  
 (WTIC)  
 From the Ringside (WLAC)  
 From the Rose Room  
 (KFEQ)  
 From the St. Lawrence  
 Hilltop (WCAD)  
 From the Top of the Town  
 (WHB)  
 From—to— (WNBH)  
 From Treasured Volumes  
 (WHA)  
 From Two to Three  
 (CJOR)  
 From Yesterday (KFXX)  
 Front Page (WAGA, WTIC,  
 WHBQ, KGIW)  
 Front Page, The WMBH  
 (WMBH)

PROGRAM TITLES—Continued

Front Page Drama (WINS, WBBC)  
 Front Page Headlines (WAGA)  
 Front Page Heroes (WICC)\*  
 Front Page News (WKRC)  
 Front Page of the Air (WJNO, WLAC)  
 Front Page Parade (KGLO, WLW)  
 Front Page Patrol (KMOX)  
 Front-Page People (KQV)  
 Front Page Personalities (CBS)  
 Front Page Varieties (WNBC)  
 Front Row, Center (WRC)  
 Frontier Days (NBC)  
 Frontier Fun Club (KTSA)  
 Frontier Game, The (WEBR)  
 Frontier Reporter, The (WGR)  
 Frontier Riders (KRKD)  
 Frontiers of Democracy (CBS)  
 Frosty Tunes (WHB)  
 Frothy Frolics (WHN)\*  
 Frozen Flame (WHB)  
 Fruit Express (KGKO)  
 Fu Manchu Mystery (CBS)  
 Fugitive from Justice (WMC)  
 Fugitive Melodies (CBL, WSM)

Fulco's Tangos (WWL)  
 Full Gospel Hour (WTMV)  
 Full Gospel Singers (KNOW)  
 Full Speed Ahead (CBS)  
 Fuller Man (NBC)  
 Fun and Foolishment (WFBC)  
 Fun and Foolishness (WAAW)  
 Fun and Philosophy (WBT)\*  
 Fun Bug, The (KTUL)\*  
 Fun Club (WMAS, WMBO)  
 Fun Factory, The KFI (KFI)\*  
 Fun Farm (WDZ)  
 Fun Fest (KROY, CKMO)  
 Fun Festers (WUGY)\*  
 Fun for the Family (NBC)  
 Fun Forum (KMO)  
 Fun in Music (NBC)  
 Fun in Studio "A" (KRGV)  
 Fun on Skates (WBLK)  
 Fun Quiz, Bob Hawk's (WMAQ)  
 Fun Shop (NYBS)  
 Fun Shoppe (WMCA)  
 Fun with Music (WTHT, WBBM)  
 Fun with the Funnies (KFAM)  
 Fun with Words (WCLE)  
 Funfest (WHB, WAVE)  
 Funnies on Parade (WORC)

Funny Bone Follies (WGN)  
 Funny Boners (WGY)\*  
 Funny Paper Club (WTJS)  
 Funny Paper Man (KMBC, WAAW, KTSM)  
 Funny Things (CBS)  
 Funnybone Follies (WGN)  
 Funnyboners (CBS)  
 Funster's Club (WAYX)  
 Fur and Feathers (KFRS)  
 Fur Trappers, the Fox (NBC)  
 Fureurs d'un Puriste, Les (CBM, CBF)  
 Furniture Auction (WEAN)  
 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 Farmers of America, Nash County (WEED)  
 Future Favorites (WKRC)  
 Future Men, Tulsa's (KTUL)  
 Future Stars (WCPO)  
 Futuristic Rhythm (KGO-KPO)  
 Fuzzy and Ralph (KGNF)

G

G-G Men's Club (CJOR)  
 G-Men (WEAF)\*  
 Gabby Corners (KTHS)  
 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)  
 Gaelic Half Hour (CJRC)  
 Galette Parisienne, La (CHRC)  
 Gaieties, The (CFRB)  
 Gaieties of 1933 (KFI)\*  
 Gaiety and Romance (CBL)  
 Gail Northe (WFAA)  
 Gaites du Regiments, Les (CKCV)

Gal About Town (WPEN)  
 Gal on the Avenue (KROY)  
 Gala Hour, The (WOV)  
 Gala Humoristique et Musical (CKAC)  
 Galaxy and Verse (WLTH)  
 Galaxy of Stars (NBC)  
 Gallery of Favorites (KHJ)\*  
 Galloping Gallions (KPO)  
 Galloping Housewives (WHB)  
 Gamboleers (MWR)  
 Gamecock Review (WIS)  
 Games of Aircyclopedia, 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 Club of the Air, The Westchester (WFAS)  
 Garden Forum (WKST)  
 Garden Gang, The (KFAB)  
 Garden Gossip (WBZ-A)  
 Garden Guide (KGO-KPO)  
 Garden Melodies (KAWN, KFAB)  
 Garden of Melody (WFLA, KGEZ, MacG, CFRB, KGLU)  
 Garden of Melody Party (NBC)  
 Garden of Memories (WCAP, KLO)  
 Garden of Memory (WOW)

PROGRAM TITLES—Continued

- Garden of Old Time Melodies (WLAW, WMEX)  
 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 Interstate (KFEQ)  
 Garden Party, The Swift (NBC)  
 Garden Program, The Swift (NBC)  
 Garden Roundup (KFEQ)  
 Garden School of the Air (KGER)  
 Garden Snapshots (WFBR)  
 Gardens (NBC)  
 Gardens, The Orange County (KVOE)  
 Gardens of the Nations, The (NBC)  
 Garland of Memories (CFRN)  
 Garland of Old Fashioned Roses (WMBD)  
 Gary News Review (WIND)  
 Gary Police Blotter (WIND)  
 Gas Hospitality House (KLZ)  
 Gaslight Harmonies (WBS)  
 Gaslight Theatre (WMCA, WIBW)  
 Gaspe Hour, The (CHRC)  
 Gates Ajar (KTHS)  
 Gateway to Hall of Fame (KRKD)  
 Gateway to Hollywood (CBS)  
 Gateway to Loveliness (WNBC)  
 Gateway to Opera (WQXR)  
 Gateway to Professional Hall of Fame (KRKD)  
 Gateway to the World (WBNX)  
 Gator Night Club (WRUF)  
 Gauchos, The (CBS)  
 Gay and Marie (WSAU)  
 Gav Caballeros, The (KOY)  
 Gay Classics, The (CJOC)  
 Gay Fashionette (WAVE)  
 Gay Nineties (WTAM, WHK)  
 Gay Nineties, The (WDAF)  
 Gay 90's Amateur Hour (WSAI)  
 Gay 90's Review (KGGC)  
 Gay Time Melodies (WBBM)  
 Gay Vienna (NBC)  
 Ge-Dunkers Club (KGFJ)  
 Gem City Entertains, The (WHIO)  
 Gem City Radio School (WHIO)  
 Gems from Broadway (WHB)  
 Gems from Grand Opera (WTAG)  
 Gems from Literature (WRUF)  
 Gems from the Music Shop (CBO)  
 Gems from the Musical Comedies (WRUF)  
 Gems from the Opera (WQXR)  
 Gems from the Poet's Corner (WMBD)  
 Gems in Meter (WCBA-WSAN)  
 Gems of Color (NBC)  
 Gems of Gloaming (KORE)  
 Gems of Health (WMBR)  
 Gems of Life (WMBH)  
 Gems of Light Opera (NBC)  
 Gems of Literature (WROL, WHA)  
 Gems of Melody (WBS, WBZ-A, KHQ, KHSL, WHDF, WOAI, KTRI)  
 Gems of Rhythm (KSO)  
 Gems of Romance (CKAC, KLZ, WMFJ)  
 Gems of Song (KRE, KTFI)  
 Gems of the Lyric Stage, The (CBM)  
 Gems of the Orchestra (WHDL)  
 Gems of Time (WMC)  
 Gems of Truth (KRE)  
 Gemutlichkeit Hour, The (WIBU)  
 Gene and Glenn (WHO, MWR)  
 Geneology and Heraldry (WTAR)  
 General Delivery (CJCA)  
 General Gershelman (WLTJ)  
 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)  
 Gentleman on the Sidewalk (KOV)  
 Gentlemen Be Seated (WFBC)  
 Gentlemen of the Press (WBZ-A)  
 Gentlemen on the Boulevard (WALR)  
 Gentlemen Preferred (KFRU, WWSW)  
 Gentlemen's Matinee (KONO)  
 Geographical Travelogue (KGW-KEX)  
 George & Dixie (WAAB)  
 George and Elmer (KGNF)  
 George and Jennie (WOAI)  
 George Chappell and His Merry Islanders (CFCY)  
 George Chappell and His Oldtime Merrymakers (CFCY)  
 George Roger's Band (KBIX)  
 George Shackley at the Organ (WQXR)  
 George Walsh Looks 'Em Over (WHAS)  
 George Watkins (KGGF)  
 Georgia Crackers, The (WHKC)  
 Georgia Garden Pilgrimage (WSB)  
 Georgia Jamboree (WSB)  
 Georgia Minstrel Boys (WGY)  
 Georgia Progress Program (WSB)  
 Georgia Wildcats (WRVA)  
 German-American Band (KYA)  
 German-American Hour (KRMC)  
 German Band (WSAU)  
 German Band, The WOC (WOC)  
 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)  
 Bertie and Elmer (WGRC)  
 Gertrude Lewis and Her Musical Newettes (WDGY)  
 Get Acquainted Audition (KFEQ)  
 Get Acquainted Hour (WGAU)  
 Get Going! (WCAU, KMPC)  
 Get Going Hour (KFRO)  
 Get Happy Time (KRSC)  
 Get Ready for Tomorrow (NBC)  
 Get Thin to Music (WGN)  
 Get Together, The Gunther (WJSV)  
 Get-Together, Uncle Ben's (WPIC)  
 Getter-Upper, The (WNOX)  
 Getting Along in Life (CKCO)  
 Getting Ready for Tomorrow (NBC)\*  
 Getting Some Fun out of Life (WJEJ)  
 Getting the Most out of Life (WNAC)  
 Gettum Up Squad (KFAM)  
 Ghost Club, The (KDYL)  
 Ghost Corps, The (RRI)  
 Ghost in the Garret, The (KWTO)

PROGRAM TITLES—Continued

Ghost of Benjamin Sweet (CBS)  
 Ghost Piano Player, The (KOY)  
 Ghost Stories (CBS)  
 Ghost Town (KGO-KPO)  
 Ghost Walks, The (WCHV)  
 Ghosts (KVOX, KXBY)  
 Ghosts of the Past (WCAX)  
 Ghosts Walk (CBS)  
 Giant Radio Party, Loft's (WFAS)  
 Gibson Family (NBC)  
 Gift Choosing Made Easy (WDAF)  
 Gift of Gab (WMCA)  
 Gift Shopper, The (CJRC)  
 Gilbert & Sullivan Gems (NBC)  
 Gilbert & Sullivan Hour (WQXR)  
 Gilbert and Sullivan Music (NBC)  
 Gilbert Seldes (NBC)  
 Gilberts, The (NBC)  
 Gilo (WCOA)  
 Ginger and His Buffalo Boys (WSOC)  
 Gingham Girl, The (WNAX)  
 Gioia Radio Musicale (WHAM)  
 Girl about Town (KTSA)  
 Girl Alone (NBC)  
 Girl at the Music Counter, The (KFEQ)  
 Girl behind the Counter, The (WHN)  
 Girl Friend (WDEV)  
 Girl Friends (KGO-KPO, WBZ-A, WXYZ)  
 Girl from Agulla, 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 Scout News (WOR)  
 Girl Scouts on the Air (KVOE)  
 Girl Who Lives Next Door (NBC)  
 Girl with the Flaxen Hair, The (WBEN)  
 Girls from the Golden West (NBC)  
 Girls of the Kitchen (WGBI)  
 Git (WGRC)  
 Gitten Up Gang (KFYO)

Giuseppe Verdi Forty Novelty Strings (WOV)  
 Give It Back to Indians Club (KOIL)  
 Give Me a Job (WMAQ)  
 Give Me a Sentence (WHN)\*  
 Give Us the Funnies (NBC)  
 Glad Tidings (CFQC)  
 Glad Tidings Hour (CKNX)  
 Gladys Swarthout (NBC)  
 Glamo Rhythms (CBS)  
 Glance at the Stars, A (WTAR)  
 Glee Club, L'Orpheon Franchere (WTAG)  
 Gleeful Notes (WPHR)  
 Glengarians, The (CKCD)  
 Gliding Swing with Bob Howard (WEAF)  
 Glimpses of Grand Opera (WTMV)  
 Glimpses of History (WSPA)  
 Globe Al Headlines (KHJ)  
 Globe News from Round the Globe (KGNO)  
 Globe Reporter, The (KGBI)  
 Globe Swingers, The (WBRC)  
 Globe Trotter (KGO-KPO, WENR, NYBS)  
 Globe Trotters, The (WMIN)  
 Globe Trotting Troubadour (WMCA)  
 Globetrotter, J. Knox Gibble (WINS)  
 Gloom Busters (WESG, CJCA)  
 Gloom Chasers (WWSW, WOV, CBL, CBY)  
 Gloom Chasers, The (KWKH)  
 Gloom Chasers Frolic (KGFJ)  
 Gloom Dodgers (WBBM)\*  
 Gloom Swatters, The (KMBC)  
 Gloomy Gus (WKY)  
 Gloomy Gus and Sunny Jim (KANS)  
 Gloria Dale (MWR)  
 Gloria Gay's Affairs (NBC)  
 Glorious Figures of Canadian History (CHRC)  
 Glory Bound Train, The (KFXM)  
 Glory Road, The (WKY)  
 Gloyne Reviews the News (KFOR)  
 Go-Far Gazette Program (WDAY)  
 Go to Church (WAIM, WSYR, CKCL, KFWB)  
 Go to Church Sunday (CKCL)  
 Goal Line Prospects (WAVE)  
 Gobbelgators (WGAR)  
 God Behind the Headlines (WNEW, WVFW)

Godfrey's Gazette (WJSV)  
 God's Half Hour (KFOK, KUOA)  
 God's Quarter Hour (WOL)  
 Goebel Quartette (MWR)  
 Goin' Down to Rio (KLO)  
 Goin' Home (WTCN)  
 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 out on the Limb (WGY)\*  
 Going Places (CKKN, WOR)  
 Going Through Life with Betty and Bob (CBS)  
 Going to Press (CBS)  
 Going to Town (WCMI, WTHT, WOMT)  
 Gold Buckle Buccaneers (CKBI)  
 Gold Coast Express (WEAU, KTSM)  
 Gold Coast Parade (WJNO)  
 Gold Jubilee Hour (KRSC)  
 Gold Medal Express (NBC)  
 Gold Rush (WJZ)\*  
 Gold Star Final (WOWO-WGL)  
 Goldbergs, The (NBC)  
 Golden Age of Opera, The (WBTM)  
 Golden Age of Song (WBXN)  
 Golden Arrow Ensemble (WAAT)  
 Golden Bell Boys (WEED)  
 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 Quartette (WIS)  
 Golden Gems (NBC)  
 Golden Half Hour (WJW)  
 Golden Hour, The (KDYL, KSTP, WTHT, KOIL, WKBZ, WWSW)  
 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, CFQC, WIP)  
 Golden Memories (KPDN)  
 Golden Moments (CFRB, WJBK, WJRC, WOPI)

PROGRAM TITLES—Continued

- Golden Music (WCAU)  
 Golden Nugget (NBC)  
 Golden Quarter Hour, The (WBIG, WSJS)  
 Golden Rule, The (WGIL)  
 Golden Rule Service (KFNF)  
 Golden Rule Sunday Program (NBC)  
 Golden State Family Robinson (KGO-KPO)  
 Golden State Menu Flashes (KGO-KPO)  
 Golden Store, Caroline's (WHO)  
 Golden Strings (WTAM)  
 Golden Thoughts (WSUN, WMBC)  
 Golden Thoughts—Ben and Bob (KFUO)  
 Golden Treasures (KJBS)  
 Golden Treasury, The (WCBA-WSAN)  
 Golden Tunes (CHAB)  
 Golden Voices of Broadway (KWJJ)  
 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, WHP)  
 Gondoliers, The Conti (NBC)  
 Good Afternoon, Neighbor (WCAO, KDYL)  
 Good American Broadcast Council (WGES)  
 Good Cheer Club (WCLO)  
 Good Cheer Guy, The (WSNJ)  
 Good Cheer Service (WORL)  
 Good Coffee Boys (WDOD)  
 Good Deed Club, The (CKOC)  
 Good Evening, Neighbor! (KALE)  
 Good Evening Orchestra (WKZO)  
 Good Evening Time (WHO)  
 Good Fellowship Club (WCFL)  
 Good Gulf Gang (KIUN)  
 Good Health, Your (WSGN)  
 Good Listening (CFQC)  
 Good Mornin' (KTUC)  
 Good Mornin' (WSAU)  
 Good Morning (KGO-KPO, WDEV, KVOR, CJCA, WSAU, WLAC)  
 Good Morning Club (WJAG)  
 Good Morning Family (KWBG)  
 Good Morning Farm Hints (CFCO)  
 Good Morning Farm Hour (CFCO)  
 Good Morning Farmer (CFCO)  
 Good Morning Finnish Hour, The (WEBC)  
 Good Morning from Cleveland (WCLE)  
 Good Morning from WOAI (WOAI)  
 Good Morning Hoosiers (WIBC)  
 Good Morning Hour, The (KSTP)  
 Good Morning Jamboree (WHB)  
 Good Morning, Judge (WMBR, KSL)  
 Good Morning Ladies (KWJB)  
 Good Morning Madam (WBT)  
 Good Morning Man (WCOA, WJNO)  
 Good Morning March (KOBH)  
 Good Morning Melodies (WTAD)  
 Good Morning Melodies, Kay's (KLZ)  
 Good Morning, Mrs. Home-maker (WHBB)  
 Good Morning Neighbor (KUMA, WCML, WIBU, KPMC, WBRC, WROL)  
 Good Morning Neighbors (KFPY, KGNC)  
 Good Morning News (WMFF)  
 Good Morning Review (WOV)  
 Good Morning Rhythms (WDAE)  
 Good Morning Sunshine (WBBC)  
 Good Morning Time (WHO)  
 Good Morning to You (KFAB, KFJR)  
 Good Morning Tonight (KGO-KPO)  
 Good Neighbor, The (WHP, WMBD)  
 Good Neighbor Club, Darrell Martin's (WJAS)  
 Good Neighbor League (CBS)  
 Good Neighbor Parade (WWSW)  
 Good Neighbor Program, Lordsburg (KGLU)  
 Good Neighbor Programs (WHIO)  
 Good Neighbors (CKLW, WNOX)  
 Good Neighbors of Hollywood (KMTR)  
 Good News (KLPF, KGB)  
 Good News! (WJW)  
 Good News Bible Class Orchestra (KRMD)  
 Good News Half-Hour (WCLO)  
 Good News in Song (WMIN)  
 Good News Magazine (KDKA)  
 Good News of 1938 (WHN)  
 Good News Program (KLPF)  
 Good News Tunes (WIND)  
 Good Old Days, The (KQW)  
 Good Old Timers (WFAA, KABC)  
 Good-Rees'ens (WHBF)  
 Good Samaritan, The (WSB)  
 Good Samaritan Club, The (KFEQ)  
 Good Scouts of the Air (CJRC)  
 Good Ship Prosperity (KGFJ)  
 Good Ship Treasure Chest (WIS)  
 Good Time Grab Bag (WTMV)  
 Good Time Society (WENR)  
 Good Will Ambassador (WHB, WJR)  
 Good Will Ambassadors (WMBR)  
 Good Will Band (KROC)  
 Good Will Club (KOME)  
 Goodwill Corner (KYA)  
 Good Will Court (WMCA)  
 Good Will Day Programs (NBC)  
 Good Will Family (KWTO)  
 Good Will Forum, The (WSPR)  
 Good Will Half Hour (KFOR)  
 Good Will Hour (WMCA)  
 Good Will Industries (KOA)  
 Good Will Mission of the Air (NBC)  
 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, WLVA [Property of Gerald Morgan])  
 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)  
 Gospel Fireside Hour (CJRC)  
 Gospel Hour (KVOA, KFUE, KHSL, WDEV)

PROGRAM TITLES—Continued

- Gospel Hour, The Farmer-Stockman (WKY)  
 Gospel Hymns (WOR)  
 Gospel in Song (KFUO)  
 Gospel Joy Bringers (CKCR)  
 Gospel Jubilee Quartette (KRKD)  
 Gospel Meditation (WHJB)  
 Gospel Meditations (KROY)  
 Gospel Melodies (WHBB, CKCR)  
 Gospel Melody Hour, Byron's (WHBB)  
 Gospel Mint (WEXL)  
 Gospel Pianist (WMBR)  
 Gospel Pianist, Your (WHIO)  
 Gospel Rhythm Makers (WSPA)  
 Gospel Singer, The (WBZ-A, WKY)  
 Gospel Singer, The Holsum (KFPW)  
 Gospel Singer, Pennsylvania's (WRAC)  
 Gospel Singers (KFUO, WAG, WCAP, WSAU, KGKL)  
 Gospel Singers of Meade (Kans.), The (KGNO)  
 Gospel Sunshine Hour (WTRC)  
 Gospel Thought Hour (KGCX)  
 Gospel Train, The (KRE)  
 Gospel Trio, The (KVOD)  
 Gospel Workers of Maryville (WROL)  
 Gospelaire, The (WDEL)  
 Gospelaires, The (WFCT)  
 Gossip Behind the Microphone (CBS)  
 Gossip from the Women's Corner (WSOC)  
 Gossip of the Stars (WWJ)\*  
 Gossipers, The (KMOX)  
 Gotham Gazette (CBS)  
 Gotham Nights (WHN)  
 Gotham String Quartet, The (WOR)  
 Gotham Town (NBC)  
 Gothamaires, 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, WRDW)  
 Grab-Bag—Hugh Conover (WJSV)  
 Grab Bag Program (KFNF)  
 Grace and Eddie Albert (NBC)  
 Grace Fresh (WCAO)  
 Grace Notes (CBS)  
 Grady Cole (WBT)  
 Grady Cole's Alarm Clock (WBT)  
 Grainbelters, Del Genthon's (CJRC)  
 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 (WBRG)  
 Grand Ole "Finalie," The (WHBB)  
 Grand Opera, American Radiator (NBC)  
 Grand Opera Concert (CBS)  
 Grand Opera Miniatures (CBS)  
 Grand Piano Boys (CBS)  
 Grand Piano Tunes (WMMN)  
 Grand Prize Eurekas, The (NBC)  
 Grand Prize Jubilee (KRLD)  
 Grand Rapids Matinee (WEBC)  
 Grand Slam Revue (KDKA)  
 Grand Stand and Band Stand (WMCA)  
 Grand Stand Manager (KMOX)  
 Grande Soeur (CKAK)  
 Grandfather's Clock (WWSW)  
 Grandma and Betsy (WGL)  
 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)  
 Grandpa Higgin's Githering (WJDX)  
 Grandma Reads the Funnies (KOIL)  
 Grandpap and His Barn Dance (WSVA)  
 Grandpa's Gramophone (KONO)  
 Grandstand, The (WKY)  
 Grandstand Gossip (KXBY, WRDW)  
 Granev's Sport Review (WJAY)  
 Grange Hour, The (KFIO)  
 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, WKRC)  
 Great Artists (WCLE)  
 Great Birthdays of History (WDRG)  
 Great Cathedral Choir (KFAB)\*  
 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 Scenes from the Opera (WQXR)  
 Great Singers' Series (WQXR)  
 Great Waltz (NBC)  
 Great Western Chefs (WDAF)  
 Great Works of Man (KWK)  
 Greater Boston High School Radio News Service (WCOP)  
 Greater Louisville Ensemble (WAVE)  
 Greater Louisville Hour (WHAS)  
 Greater Manitoba (CJRC)  
 Greater Vox Pop (KTRH)\*  
 Greatest Hymns in the Light of the Greatest Book (KFUO)  
 Greatest Show on Earth, The (WLW)  
 Greatest Story Ever Told (CBS)  
 Greek Athenian (WMBC)  
 Green Bag Revue (WLVA)  
 Green Bottle Tavern (WSAI)  
 Green Hornet, The (WXYZ)  
 Green Joker, The (RRI)  
 Green Lights to Health (WAAB)  
 Green Mansions (KSFO)  
 Green Mountain Boys (NBC)

PROGRAM TITLES—Continued

- Green Mountain Time (WEBQ)  
 Green Oil Revue (KPMC)  
 Green Room (WBRB, CJRC)  
 Green Room Echoes (WORL)  
 Green Valley Ranch Boys (CKMO)  
 Greenfield Village Chapel (CBS)  
 Greenfrog Rambles (KRMD)  
 Greetings! And Good Reading! (WSPR)  
 Greetings & Uncle Ezra (WLBZ)  
 Greetings from Old Kentucky (WHAS)  
 Greetings with Uncle Josh (WAGM)  
 Grenadiers, The Grant (KDYL)  
 Grey Velvet Moods (KMBC)  
 Greyhound Gus (WDBO)  
 Grid Gags (KTAT)  
 Gridiron Echoes (WQAM)  
 Gridiron Four (WCCO)  
 Gridiron Glances (WHAS)  
 Gridiron Guesses (KGB)  
 Gridiron Matinee (WHAS)  
 Gridiron Review (KGMB, WTMJ)  
 Gridiron Smoker (WHN)  
 Gridiron Special (WFAA)  
 Grimshaw Concert Party, The (CFCL)  
 Gringola (WIND)  
 Grits and Gravy (KWKH)  
 Grocery Clerks, The (KTAT)  
 Grocery Puzzles (KGNC)  
 Grouch Club (KFVD)  
 Grouch Club Convention (KFWB)  
 Grover Family (WCFL)  
 Growin' Up (KFWB)\*  
 Grummits, The (NBC)  
 Guard of Honor Amateur Hour (CJRC)  
 Guard Your Health (WDWS)  
 Guardians of the Highway (WHO)  
 Guardsman's Chorus (WCCO)  
 Guardsmen (KGO-KPO)  
 Guess Again (CKBI, WBBF)  
 Guess Artist (WCBS)  
 Guess Contest (KWYO)  
 Guess It (WTAD)  
 Guess 'n Giggle (WCPO)  
 Guess Night (WGES)  
 Guess the Orchestra (WAAW, WCBS)  
 Guess Time (KLS, WFBC, WBT)  
 Guess What? (KLPM)  
 Guess What Program (KGCX)  
 Guess Where? (Mutual)\*  
 Guess Who? (CJCA, WKY, WTMJ, WWSW, KGNO, WDRC, WJBC)  
 Guess Who'll Win (KORE)  
 Guessing Games (KABR)  
 Guest Artists, WTJS (WTJS)  
 Guest Hour (WCFL)  
 Guest Night (CFRN)  
 Guest of the Evening (KGW-KEX)  
 Guest Program (WQDM)  
 Guest Stars (CJRC)  
 Guide, Richmans' (KMTR)  
 Guide to Happiness (WGAR)  
 Guide to Health (WAPI)  
 Guideposts to Living (WLW)  
 Guiding Light, The (NBC)  
 Guitars Strumming (CHRC)  
 Gulf Coast Harmony Moments (WGCM)  
 Gulf Stream Fishermen, The (WBRC)  
 Gundrop and Goober (KGBX)  
 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 (CHRC)  
 Gypsies, The A & P (NBC)  
 Gypsies of Hungary (WJAY)  
 Gypsy Airs (WFIL)  
 Gypsy Camp (CBS)  
 Gypsy Caravan (CKCD)  
 Gypsy Ensemble (WDRC)  
 Gypsy Fiddles (KGO-KPO)  
 Gypsy Jack and Tina (WOW)  
 Gypsy Minstrels (CBS)  
 Gypsy Moods (WHK, WRUF)  
 Gypsy Music Makers (CBS)  
 Gypsy Programs (NBC)  
 Gypsy Revels (KYW)  
 Gypsy Rhapsody (WAIR, WIND)  
 Gypsy Serenade (CKAC, KGVO)  
 Gypsy Serenaders (WHIO)  
 Gypsy Stardust (KXBY)  
 Gypsy Strings (KFPPY)  
 Gypsy Trail (WKOK)  
 Gypsy Trails (KMTR, WHN)

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- Hacienda Fiesta, El (KYOS)  
 Hacienda Melodies (NBC)  
 Hadassah Programs (NBC)  
 Hagan Family (WPHR)  
 Hail Jacists, (CHRC)  
 Hail West Virginia (WMMN)  
 Hair Stylist, The (KGKO)  
 Hal Nichols and His Bad Pennies (KFOX)  
 Hal Nichols' School Kids (KFOX)  
 Hal Thurston's Orchestra (WEED)  
 Hal Toffen on Sports (NBC)  
 Hal Wants to Know (WIBU)  
 Hal Warner, The Talent Scout (WDAS)  
 Half and Half (CJRC)  
 Half Century Club, The (WCMI)  
 Half-Forgotten Americans (KHJ)\*

PROGRAM TITLES—Continued

Half Hour Abroad, A (CJRM)	Hank Keene's Connecticut Hillbillies (WTIC)	Happy Hollow Barn Dance Varieties (KMBC)
Half Hour Fine Music, Jackson's (KLS)	Hank Simmons Show Boat (CBS)	Happy Hollow Gang (WDGY)
Half Hour for Men (NBC)	Hank, The Hired Hand (WCOA)	Happy Home Reporter (WBEM)*
Half Hour in Good Taste (KOAC)*	Hank, the Yodeling Ranger (CHNS)	Happy Home Revue (WPHR)
Half Hour in the Nation's Capitol (NBC)	Hank's Hay Barn (KFEQ)	Happy Homemakers (KFVS)
Half Hour in ¾ Time (WOR)*	Hans and Syd (WOV)	Happy Homemaking (WTIC)
Half Hour Organ Recitals (KFUO)	Map & Sap, the Goofy Pair (WBT)	Happy Homes (KHJ)
Half Hour with My Bible (KMMJ)	Hap Tulliver (NBC)	Happy Hopkins Family (KOA)
Half Hour with the Poets (WBZ-A)	Happenings on Capitol Hill (WMIN)	Happy Hour, The (WBRC)
Half Past Eleven (WGY)	Happier Lives (WBZ-A)	Happy Hour, Whalen's (WVFW)
Half Remembered Rhymes (WHAM)	Happily Ever After (WFBR)	Happy Hour Club (WMBC)
Half Ton of Rhythm (WPAZ)	Happiness Ahead (KMBC, KVOS)	Happy Hunters (KMOX)
Half-Way Today (KRSC)	Happiness Boys (NBC)	Happy Irving Kaufman (WHN)
Half-Wit Hotel (WMBH)	Happiness Circle (WMCA)	Happy Jack (WENR)
Hall of Fame (WTIC)	Happiness Express (WTMV)	Happy Jack and Sourpuss (WIBX)
Hall of Fame, The Connecticut (WBRY)	Happiness Harbor (CKCW)	Happy Jack Kay (WMBC)
Hall of Fun, The (NBC)	Happiness Herald (WTMV)	Happy Jack Smith (WORL)
Hallelujah Hour (KHJ)	Happiness Hour (WEBQ, WATR, WTMV)	Happy Joe's Quiz (CKLW)
Haller Harmonie Honeys (WJAS)	Happiness House (KABC, WXYZ, KXBY, WSGN)	Happy Johnny and His Radio Gang (WBAL)
Halligan Demitasse, The (WMT)	Happiness in Hobbies (WICA)	Happy Kitchen (KMBC)
Hall's Whos'it Hour (KFH)	Happiness Program (KASA)	Happy Landing (CJCA)
Ham 'n' Eggers (KROY)	Happiness Review (WIND)	Happy Larry (WHKC)
Ham 'n' Jam Session (WEMP)	Happiness Village (WBRB)	Happy Laundryman, The (WKY)
Hamilton Brown Sketch Book (NBC)	Happy and His Accordion (KTUL)	Happy Mammy Jinny (KGER)
Hamilton Harmony Chorus (WAPO)	Happy Bachelors (CKWX)	Happy Miles (KFH)
Hamilton Hour (WCPO)	Happy Birthday to You (CKBI, WEED, KPAB)	Happy Minstrel (CKTB)
Hammerstein Music Hall (CBS)	Happy Chappies (KMPC, IBS, KGFJ)	Happy Moments (WCBS)
Hammond Harmonies (CKBI, WCBS)	Happy Days (WNBH)	Happy Ranger, The (NYBS)
Hammond Shopper (WIND)	Happy Days in Dixie (WCKY)	Happy Rangers, The (WINS)
Hammond Tunes in Black and White (KFBI)	Happy Feet (WSUN)	Happy Repairmen (KYA)
Hamond Hi Lites (KSOO)	Happy Footmen, The (WSBT-WFAM)	Happy Rhythm (WXYZ)
Hanakoa Hawaiians (CKTB)	Happy Four, The (KVOL)	Happy Sally (KGDE)
Hancock Ensemble (KHJ)	Happy Gang, The (CRCY, WGBI)	Happy Scandinavians (WLTH)
Hand of Friendship (KMPC)	Happy-Go-Lucky Hour (KFRC, KHJ)	Happy Tho Married (WLTH)
Handball Hand-Book, The (WHEBQ)	Happy-Go-Lucky Time (WJJD)	Happy Time, The Del Monte (KGO-KPO)
Handicap Hour (WJW)	Happy Hal's Barn Dance (WMCA)	Happy-Timers (KFRC)
Hands Across the Table (CFAR)	Happy Half Hour (WDEV)	Happy Times (WLW)
Hands Up (WMBC)	Happy Hank (WGY, KTMS, WHO)	Happy Train (WMBD)
Handwriting Sherlock (KLZ)	Happy Harmonies (KMTR, WIND, WJJD, WJBO)	Happy Tunes (KGO-KPO)
Handy Ads (KSUB, WMBH)	Happy Harmonizers (KFXR)	Happy Vacation (WBEM)
Handy Man (KTSA, WEEI)	Happy Harmony Four (CFLC)	Happy Valley (WCAU)
Hangar Chats (KMPC)	Happy Hayseeds (KGDM)	Happy Wonder Bakers (NBC)
Hank and Herb (WHAM)	Happy Headaches (NBC)	Happyland (KHSI)
Hank and His Guitar (KVCB)	Happy Herb (KMOX)	Happytime Hoedown (KYOS)
Hank & Homer (WBT)	Happy Hitters, The (WBRC)	Harbor Lights (CHNS, KGO-KPO)
Hank & Martha (WDGY)	Happy Hollow (KMBC)	Harbor of Harmony (KGCX, KUOA)
Hank and Slim (WBT)*		Harbor of Hope (KMPC)
		Harbor of Memories (KMPC)
		Harbor Nights (WOR)
		Harbour Lights (CHNS)
		Hardware Hints (KPDN)



PROGRAM TITLES—Continued

- Hardwick Court (WLVA)  
 Haring Sisters (KFIZ)  
 Harlem and Heather  
 (CHAB)  
 Harlem Barn Dance  
 (KWJJ)  
 Harlem Family (WMCA,  
 KRMD)  
 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 Uproar House  
 Orchestra (NYBS)  
 Harlem Varieties (WMCA,  
 WMBS)  
 Harlemania (KWTO)  
 Harmaniacs (WESG)  
 Harmon E. Keyes (CFRN)  
 Harmonaires (WKOK)  
 Harmonicers (WFAM,  
 WBZ-A)  
 Harmonettes (WDEV,  
 WAAT)  
 Harmonic Beats (KELO)  
 Harmonica Rogues (KFIZ)  
 Harmonies (WTJS)  
 Harmonies and Contracts  
 (CBS)  
 Harmonies et Poemes  
 (CJBR)  
 Harmonium Harmonies  
 (KYOS)  
 Harmony and Discord  
 (KGVO)  
 Harmony Boys (WDRG,  
 WMBC)  
 Harmony Coeds (KLPM)  
 Harmony Cottage (WAAT)  
 Harmony Court (KSL)  
 Harmony Four (WRGA)  
 Harmony Girls (WDRG)  
 Harmony Hall (CJRC)  
 Harmony Halos (WWVA)  
 Harmony Handicap  
 (KGLO)  
 Harmony Harbor (KGU)  
 Harmony Hawaiians  
 (KGFJ)  
 Harmony Highway  
 (CJRC, KIRO)  
 Harmony Highways  
 (WKRC)  
 Harmony Hi-Spots  
 (WCFL)  
 Harmony Hits (WBNF)  
 Harmony Hodge Podge  
 (KGVO)  
 Harmony Hotel (WHB)  
 Harmony House (KNX,  
 WBZ-A)  
 Harmony in Homespun  
 (KOVG)  
 Harmony Isle (WEMP,  
 KLS)  
 Harmony Lane (KGO-  
 KPO)
- Harmony Program  
 (WHDF)  
 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. Burreigh Singers  
 (WPHR)  
 Harry Cool and the Har-  
 monettes (KMOX)  
 Harry Horlick and His A &  
 P Gypsies (NBC)  
 Harry Kogen Orchestra  
 (WENR)  
 Hartford Entertains  
 (WHTT)  
 Hartford on the Air  
 (WTIC)  
 Hartford Public Schools  
 Program (WDRG)  
 Hartford School of the Air  
 (WDRG)  
 Hartford Speaks (WHTT)  
 Hartt School of Music  
 Program (WDRG)  
 Harv and Esther (WABC)\*  
 Harvest Harmonies  
 (KYSM)  
 Harvester Harmony  
 (KGVO)  
 Harvesters, The (WMBC,  
 WKY)  
 Harvey Hays (WMAQ)  
 Haskin Questions (KFIZ)  
 Hat Box (WCHS)  
 Hatchery Boys (WAAW)  
 Hats Off (WHBF)  
 Haunted House (CBS)  
 Haunting Harmonies  
 (WLAW)  
 Havana Bound (WLAC)  
 Havana Nights (WHN)  
 Have Women Made Good  
 in Government (NBC)  
 Have You a Job? (WATR)  
 Have You Had Your Swing  
 Today? (WSUN)  
 Have You Heard? (KSL,  
 WTAG, KVI, KOL,  
 WGAU, WLAC)  
 Have You Met—?  
 (WSOC)  
 Have You Read—?  
 (KVOE)  
 Haven McQuarrie Pre-  
 sents (NBC)  
 Haven of Rest (KECA)  
 Haverty's Swingtime  
 (WCSC)  
 Hawaii Bound (KHUB)  
 Hawaii Calls (KGMB,  
 WIND)  
 Hawaii Serenades (KGMB)
- Hawaii—the Land of Make  
 Believe (WDOD)  
 Hawaiian Airs (WGH)  
 Hawaiian Echoes (WRUF,  
 WRGA, KRKO, WHIO,  
 WJJD, KEPY, WAYX)  
 Hawaiian Enchantment  
 (CFJC)  
 Hawaiian Harmonies  
 (KABC, KFJZ, WLS)  
 Hawaiian Holiday (CJCA)  
 Hawaiian Hospitality  
 (CJOR)  
 Hawaiian Magic (WHBB)  
 Hawaiian Melodies (KHSL)  
 Hawaiian Memories  
 (KLO)  
 Hawaiian Moods (KLO)  
 Hawaiian Moon (KNX)\*  
 Hawaiian Moon Casino  
 (CBS)  
 Hawaiian Paradise  
 (KFRO)  
 Hawaiian Revelers  
 (WMCA)  
 Hawaiian Reveries  
 (KVOA)  
 Hawaiian Serenade  
 (WIND, KHQ)  
 Hawaiian Serenade, The  
 Heinz (KGMB)  
 Hawaiian Serenaders  
 (WRDW, WDBO)  
 Hawaiian Shadows (CBS)  
 Hawaiian Strings (WHEB)  
 Hawaiian Sunsets (WSPA)  
 Hawaiian Troubadors, The  
 (WRR)  
 Hawaiianeers (WROL)  
 Hawaiians, The Hopele  
 (CJRC)  
 Hawaiians, The Kelvinator  
 (WGY)  
 Hawk, The (KGEZ, MacG)  
 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 Va-  
 rieties (WOW)  
 Hayloft, The (WFAS,  
 WDNC)  
 Hayloft Hi-Jinks (WEBQ)  
 Hayloft Hoosiers (KTUL)  
 Hayloft Jamboree (WAPI,  
 WCAX, WSBT-WFAM)  
 Haymans, The (WRVA)  
 Hayride, The (WJRD)  
 Hayriders (KFVS)  
 Hazel and The Rhythm  
 Rogues, with Guest  
 (WSUN)  
 Hazel Johnson's Memory  
 Program (KFYR)  
 He Owns One (WEBC)  
 He, She and They (CBS)  
 Headin' South (NBC)  
 Headline Analyzer—  
 William Winter (WBT)

PROGRAM TITLES—Continued

Headline Flashes (WTCN)  
 Headline Heroes (WLW)  
 Headline Highlights  
 (KMOX, WGY)  
 Headline Music (WIND)  
 Headline News (KRSC,  
 WGAR, WIRE, WJR)  
 Headline of the Day, The  
 (WIOC)  
 Headline Parade (CHML)  
 Headline Personalities  
 (KERN, WSPR)  
 Headline Quiz (WDNC)  
 Headliner, The (WBMM)  
 Headlines—1937 (KOL)  
 Headlines (KFNF, WGR)  
 Headlines, The Hormel  
 (MWR)  
 Headlines, The KERN  
 (KERN)  
 Headlines, The KFNF  
 (KFNF)  
 Headlines, The KFRU  
 (KFRU)  
 Headlines, The Orange  
 County (KVOE)  
 Headlines, The WINS  
 (WINS)\*  
 Headlines and Bylines  
 (CBS)  
 Headlines and Harmony  
 (WIND)  
 Headlines for the House-  
 wives (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 Hour  
 (KEHE)  
 Headlines of the Past  
 (KFRC)  
 Headlines of the Week  
 (KMOX, WDAF, CJRC)  
 Headlines of Yesterday  
 (WBNS, KFOR, KOY,  
 WICA)  
 Headlines of Yesteryear  
 (WCKY)  
 Headlines on Parade  
 (WKBW, WEBR)  
 Headlines on Review  
 (WWL)  
 Headlines on the March  
 (WGH)  
 Headlines Tonight  
 (WSJS)  
 Heads Up (KVOO)  
 Healanl of the South Seas  
 (NBC)  
 Health and Beauty (KTUL)  
 Health and Happiness  
 (WFLA, WARD)  
 Health Club of the Air  
 (WAVE)  
 Health Express (KGA)  
 Health Hunters (WGY)  
 Health Parade, The  
 (KGNC)  
 Health Player's, The Balti-  
 more (WFBR)  
 Health Reporters (CJRC)  
 Health Review (CKY)  
 Health Spot (WROL)  
 Health Tales—Madeline  
 Meredith (WSAZ)  
 Health Talk (WFIZ)  
 Health Talks (WSBT,  
 CHRC)  
 Health Talks by the Matron  
 (CFCF)  
 Health Winners (WHA)  
 Healthcaster (WMCA)  
 Hear, Hear! (WATR)  
 Hear, Oh Israel (WSPR)  
 Hearing America (WOR)\*  
 Hearing the Symphonies  
 (CJIC)  
 Heart and Hearth (KFUO)  
 Heart and Home (KGO)  
 Heart and Home Har-  
 monies (CJRC)  
 Heart Beats of Atlanta  
 (WSB)  
 Heart of Illinois News  
 (WMBD)  
 Heart of the News  
 (WBMM)\*  
 Heart Song (WMBC)  
 Heart Songs (CHNS, RRI,  
 WAPI)  
 Heart Strings Vibrant  
 (KGNC)  
 Heart Throb Behind the  
 Job, The (KIT)  
 Heart Throbs (KFUO)  
 Heart to Heart (KGB)  
 Heart to Heart Club  
 (WGN)\*  
 Heart to Heart Talk  
 (KGCX)  
 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 Friend-  
 ship Mart (WCOP)  
 Hearts in the Hills  
 (WTMV)  
 Hearts Up (WAGF)  
 Heartstring Tugs (WSAI)  
 Heat Wave (WISN)  
 Heat Waves (WSAI)  
 Heaven and Home Hour  
 (WCBD)  
 Heck's Bike Shop (KFOX)  
 Hecklers Paradise (WHBQ)  
 Hector Sage, State Cross-  
 roads News Correspond-  
 ent (WHDL)  
 Heel Huger Harmonies  
 (NBC)  
 Hegedus Directs (KFEQ)  
 Heidelberg Grenadiers  
 (KMAC)  
 Heidelberg Students  
 (KTSA)  
 Heinie and Carl (WOW)  
 Heinie and His Grenadiers  
 (WTMJ)  
 Hektor—the Scotch Heat-  
 ing Engineer (WADC)  
 Held for Ransom (WOR)\*  
 Helen Hamilton (WDAF)  
 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 Again (KOIN)  
 Hello, America (KTHS)  
 Hello from Hollywood  
 (KRGV)  
 Hello—From Yolo (KFBK)  
 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, KFH)  
 Hello, Ohio (WBNS)  
 Hello, Peggy (WBS)  
 Hello Sponsor (KABC)  
 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-KEX)  
 Hempill Sisters (KRMD)  
 Hencacklers (WPAV)  
 Henning Sisters (KGFV)  
 Henri and the Kids  
 (WCSC)  
 Henry and Jerome (WHB)  
 Henry Burbig in Musical  
 Varieties (NBC)  
 Henry Busse and Orches-  
 tra (NBC)  
 Henry Ebner (KIDO)  
 Henry Morgan's House  
 Party (WNAC)

PROGRAM TITLES—Continued

- Henry M. Neely—Garden Talk (NBC)  
 Henry's Exchange (WLS)  
 Her Honor, Nancy James (CBS)  
 Her Majesty, the Musical Comedy (WSYR)  
 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, WHAM)  
 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 and There with Art and Glad (KXRO)  
 Here Come the British (KONO)  
 Here Comes the Band (WAVE, WCAX, WMIN)  
 Here Comes the Bride (WFBM)  
 Here Comes the Bunny (WQAM)  
 Here, There, and Everywhere (KTUL)  
 Here's an Idea (WICA, WLNH)  
 Here's Health (KFOR)  
 Here's Luck (KTAT)  
 Here's to Dancing (WHLB)  
 Here's to You (KYOS)  
 Here's to You—News (WBRK)  
 Here's Your Party (WXYZ)  
 Here's Your Weatherman (KXL)  
 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)  
 Heroes of the Church (CBS)  
 Heroes of Today (WJR)  
 Heroes on Parade (WSPD)  
 Herr Fritz (KFVS)  
 Hershfield's Laugh Parade (WMCMA)  
 Hessenbergers (NBC)  
 Heure Exquise, La (CHRC)  
 Heure Mauve, La (CBM)  
 Heure Pilote (CHGB)  
 Heure Populaire, La (CBF)  
 Heure Provinciale (CKAC)  
 Heward's Orchestra (CFCLC)  
 Hey, Mr. Motorist (WOWO, WGL)  
 Hi-Boys (WGY)  
 Hi-Grade Melodies (KMBC)  
 Hi-Hatters (CBS)  
 Hi-Hilarities (MacG)  
 Hi-Jinks, The Franco (KFWB)\*  
 Hi Jinks in Strings (WWSW)  
 Hi-Lights, The High School (KELA)  
 Hi-Lites in the News (WEBQ)  
 Hi, Neighbor (WJR, WSPA, WAIM, KLO, KTBS)  
 Hi-Noon Varieties (KFAM)  
 Hi Notes (KXL)  
 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 (KTSA)  
 Hi There, Audience (WOR)  
 Hi-Toots (KGHL, WTNJ)  
 Hi 'Y' All (WHBQ)  
 Hick Ree Nuts (WGAR)  
 Hickey and His Hickory Nuts (WWL)  
 Hicks from the Sticks (KMO)  
 Hickville Nuts (WSBT-WFAM)  
 Hidden Taxes (KOIL)  
 Hidden Treasures (KFUO)  
 High and Low (IBS)  
 High-Fidelity Concert (WQXR)  
 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 Days (WKY)  
 High School Drama, The (WTAG)  
 High School Football Forum (WNEW)  
 High School Forum (WBRB, KSLM)  
 High School High Lights (WAVE)  
 High School Honor Graduates (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 (KVGB, WMCA, WIP)  
 High School Reporter, Your (WCNW)  
 High School Reporters (WGBI)  
 High School Students Fountain Hour (WSAI)  
 High School Students Solo Singing Contest (NBC)  
 High School Varieties (WCAP)  
 High Spots of the Week's News (WTAR)  
 Higher Octanes (WBAP)  
 Highland Park (KFVD)  
 Highlander Hillbillies (KGVO)  
 Highlight Program, The (WIBW)  
 Highlighting Your Radio Day (WMBH)  
 Highlights (CJRC, KIDW, CFRB)  
 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 Headlines (CJCA)  
 Highlights in Music (WRR)  
 Highlights in the Headlines (WGRG)  
 Highlights in the State Legislature (WMCA)  
 Highlights in the World of Sport (WTOL)  
 Highlights of Fashion (WCOP)  
 Highlights of Sport (KMBC, WPHR, CJRC, NYBS, WIND)  
 Highlights of Sport, Dave Pickards' (CHSJ)  
 Highlights of the Day's News (KFVS)  
 Highlights of the Headlines (WACO)  
 Highlights of the News (WCHV)  
 Highlights of the Week (KDYL)

PROGRAM TITLES—Continued

Highlites, The Fisk (WDNC)  
 Highlites in the Spotlight (KFPY)  
 Highlites of the School System (KIUL)  
 Highway of Adventure (NBC)  
 Highway Birthdays (NBC)  
 Highway of Melody (CKWX, CKCW)  
 Highway Parade (WSAU)  
 Highway Patrol, The (KLO)  
 Highway Safety (WDRG)  
 Highway Safety Clinic (WAAB)\*  
 Highways Above (WTOC)  
 Highways and Speedways (WMCA)  
 Highways of Rhythm (WISN)  
 Highways to Happiness (KMPC)  
 Highways to Health (CBS)  
 Hiking Thru the British Isles (CFRN)  
 Hilda King (WCAO)  
 Hi-lighting the Headlines (WJIM)  
 Hill & Dale (KOL)  
 Hill Billie Flappers (KTUL)  
 Hillbillies (KGO-KPO)  
 Hill Billy Amateur Contest, The (WLVA)  
 Hillbilly Band (WSPA)  
 Hillbilly Boys (WBAP, WOAI)  
 Hill Billy Follies of 1940 (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, WSGN)  
 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 Trail (WMFD)  
 Hill Billy Tryouts (WLW)  
 Hill Billy Twins (WMFD)  
 Hillbilly Valley (CHWK, KRSC)  
 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 for Travel & Pleasure (KFPW)  
 Hints to Housewives (KGW, KEX)  
 Hints to the Homemaker (KONO)  
 Hiram Higsby and His Western Gang (KMBC)  
 Hiram Higsby in Fun and Foolishness (KMBC)  
 Hiram Horn's Store in Splintersville (KFEQ)  
 Hiram, Zeke and Everlina (WSTP)  
 Hired After Forty (NBC)  
 Hired Hands, The (WCPL, KFAB, KYSM)  
 Hired Hands, Webb's (KMMJ)  
 Hired Help Skylark (WSB)  
 His Father's Brother (WAIM)  
 His Father's House (WLW)  
 His Majesty, the Baby (KGNC, WDAY, WMBD, WBT, WHBF, WISN)  
 Historic Headlines (WGN)\*  
 Historic Voices (WNYC)  
 Historical Highlights (WTAG)  
 Historical Sketches (KGO-KPO)  
 Historical Survey of English (WLAK)  
 History Behind the Headlines (CBS)  
 History Book, The (WKBN)  
 History Comes to Life (CKNX)  
 History in Action (WHN, FTRD)  
 History in the Headlines (WTIC)  
 History in the Making (WBBM, KLZ)  
 History in the News (WBT)  
 History Is Made (WFBC)  
 History Made Where You Live (WGY)\*  
 History of Art (CJRM)  
 History of Medicine (NBC)  
 History of the Near East (WILL)  
 History Period (KFUO)  
 History Repeating Itself (WHN)  
 History Repeats Itself (CKCW)  
 History Was Made Where You Live (WGY)  
 Hit and Miss Revue (KRSC)  
 Hit of the Day, The (CKSO, WHAM, WKZO, CKWX, WIP)  
 Hit Parade (WCBS)  
 Hit Parade, The Amesbury (WLAW)  
 Hit Parade, The Haverhill (WLAW)  
 Hit Parade, The Newburyport (WLAW)  
 Hit Parade, The WLNH (WLNH)  
 Hit Review, Burns' (WROL)  
 Hit Revue (KFVS, KMTR, WSPD, KFEE, KPLT, WIND)  
 Hit-Tune-Parade, The Cline-Vick (WEBQ)  
 Hit Tune Parade, The Variety (WEBQ)  
 Hit Tunes of the Week (WVVA)  
 Hit Tunes on Parade (WAVE)  
 Hit Wits (KEX)  
 Hitch Hikers (NBC)  
 Hitching Your Hobby (WMCA)  
 Hits and Bits (KSOO, WATR, WMBD)  
 Hits and Encores (CJRC, CKCL, WFBC, KXBY, WBS, CHSJ)  
 Hits and Headlines (WAAT, WJIM, CKTB)  
 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, CKNX)  
 Hits of the Weeks (CKNX)  
 Hits of Today and Tomorrow (KTKC)  
 Hits on Parade (KTUL)  
 Hits—Runs—Errors (KCKN)  
 Hits You're Humming (KROC, KFAM)  
 Hitwits, The (KGW-KEX)  
 Ho Hum (KFI)  
 Ho Hum Club (WMBG)  
 Hobbies (KDON)

PROGRAM TITLES—Continued

Hobbies, Everybody's (WNYC)  
Hobbies for the Larger Leisure (NBC)  
Hobby Club (CHNS, WRUF)  
Hobby Club, Captain Budds' (KCMO)  
Hobby Club, The KLS (KLS)  
Hobby Club of the Air  
Hobby Corner (WDNC)  
Hobby Horses (CBL, CBY)  
Hobby House (WTIC, WHAM, KQW)  
Hobby Hunter (WPAY)  
Hobby Hunting (WBT)  
Hobby Lobby (KOBH, WOR)  
Hobby Man (WGY, KYA)  
Hobby Rider (WGY)  
Hobby Riders (WKBN)  
Hobnobbers, The (WHKC)  
Hobos of Harmony (KYOS)  
Hockey, Imperial Tobacco (CHNS)  
Hockey School of the Air, The (CBM)  
Hocum County Headlight, The (KVOD)  
Hodge Podge (WEXL, WTHT)  
Hodge Podge Lodge (KHJ, KFRC)  
Hodge Podge Serenade (KONO)  
Hodges Harmony Hawaiians (WCHV)  
Hoisington Revue (KVGB)  
Hold the Phone (WHBF)  
Hold the Press (WHN)  
Holiday Guide (CJRC)  
Holiday Hodge Podge (WOAI)  
Holiday Special, The (WPTF)  
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, CJRC)  
Hollywood Casting Hour Bureau (KMPG)  
Hollywood Charm Counsellor (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 Folio (WPG)  
Hollywood Girl (KXBY)  
Hollywood Gossip (KMTR, WMBC)  
Hollywood Gossip Club, Jimmie Hall's (WKY)  
Hollywood Guild (CBS)  
Hollywood Hams (KNX)\*  
Hollywood Headlights on the Air (WSMK)  
Hollywood Headlines (CKCW)  
Hollywood High Hatters (WMAQ, WENR)  
Hollywood Highlights (WFBM, WNBH, WCHS, WHN, WXYZ)  
Hollywood Highlites (KFOR)  
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 Milkman (K TSA)  
Hollywood News (KHSL)  
Hollywood News and Previews (WFBC)  
Hollywood News Flashes (KGW-KEX)  
Hollywood Newsboy (CBS)  
Hollywood News Girl, Your (Mutual)\*  
Hollywood Newsletter (KGLO)  
Hollywood Newsreel (CRS)  
Hollywood Nights (NBC)  
Hollywood on Parade (KFOR, WBS)  
Hollywood on the Air (KOBH, WFBC)  
Hollywood Parade (WISN, WMBS, WTOG)  
Hollywood Playhouse (NBC)  
Hollywood Premieres (NBC)  
Hollywood Question Box (KEHE)  
Hollywood Reporter (WSAI, WIL, KGO-KPO, KTUL, KSFO)  
Hollywood Reporter, Your (WWVA)  
Hollywood Review, Carol Carson's (KVOR)  
Hollywood Revue (WJAY)  
Hollywood Room Recipes (WOR)\*  
Hollywood Roundup (KFIZ)  
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, CFRB, WWSW)  
Home Beautiful Hour, The (KTAR)  
Home Builders, The (KSL)  
Home Builders Clinic (KMPC)  
Home Builders Hour (WCOA)  
Home Bureau Monday Morning Program (WSPR)  
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 Economics (WJR)  
Home Economist—Ann Russell (KVOR)  
Home Economist and Stylist—Mary Lang (KGGM)  
Home Efficiency (CBS)  
Home Folks (MacG, WOAI, WFAA, WSAU, WHO, WIBG, CKCA)  
Home Folks Counsellor (WKY)

PROGRAM TITLES—Continued

- Home Folks Farm Frolic, The (WPAY)  
 Home Folks' Frolic, The (WPHR)  
 Home Folks Hour (KMOX, WBBM, WCBS, WLVA)  
 Home Folks Hymn Hour (KGAR, WDW, KTUC)  
 Home Folks Jamboree (WHAS)  
 Home Folks Program (WSVA)  
 Home Folks Rhythm Hour (WDZ)  
 Home for You, A (WEBC)  
 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 Helpers (CKCL)  
 Home Hour (WCSH, WJAX, KGGF, WPG)  
 Home Hour, The Alden (WFAS)  
 Home Hour, The WBIG (WBIG)  
 Home Hour, The WSFA (WSFA)  
 Home Idea Shop (WSYR)  
 Home Institute (KGW-KEX, KTUL)  
 Home Lover's Chat (WSOC)  
 Home Lovers' Corner (KTHS)  
 Home Lovers' Program (CJRM)  
 Home Makers' Chat (KGFV)  
 Home Makers Program—Kaye Scott (WHBB)  
 Home Making in the School and Community (KTFI)  
 Home Making Neighbors (WHBF)  
 Home Management (WGN)  
 Home Missionaries, The (KGKB)  
 Home Music Lessons (NBC)  
 Home on the Range (WMFG, KGU, WPEN)  
 Home Period (KFUO)  
 Home Philosopher (WBRB)  
 Home Planning Series (NBC)  
 Home Rejuvenation Clinic (KTSa)  
 Home Scenes (WHDF)  
 Home Service (KFVS)  
 Home Service Bureau (KHQ)  
 Home Service Director (WSGN)  
 Home Service Hour (CKKN)  
 Home Service Program (KSL)  
 Home Songs (WFMD)  
 Home Speaks, The (WNEW)  
 Home Spun Songs, Old and New (WLNH)  
 Home Stylist (WCFL)  
 Home, Sweet, Home (KFJZ, WSAU, WHJB, WJAX, WHB, KFVS, KGEZ, KOA)  
 Home Symphony, The NBC (NBC)  
 Home Time (WWVA)  
 Home Time Tunes (KPMC)  
 Home Town (WLS)  
 Home Town Assignment (WHEB)  
 Home Town Band, The (WFAA)  
 Home Town Boys (WOR)\*  
 Home Town Boys, The (CJCA)  
 Home Town Editor (WBAL, KTSa)  
 Home Town Forum (WBRB)  
 Home Town Interviews (WBRB)  
 Home Town News (KEHE)  
 Home Town Newspaper (WKZO)  
 Home Towners, The (NBC)  
 Home Treasures (KFBB)  
 Home with Aunt Jane (WINS)  
 Home with Jean Holmes (WINS)  
 Home with the Housewife, At (WJIM)  
 Homecraft Hour (WTHH)  
 Homecraft Theatre, The (CJRC)  
 Homehelper, The (KDYL)  
 Homeland Hour (WBNX)  
 Homely Philosopher (KFVS, KWKH)  
 Homemade Rhythm (CBS)  
 Homemaker (KMOX, KGB)  
 Homemakers (WESG, KVRs, WCKY)  
 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, WCAP)  
 Homemakers' Half Hour (WOI)  
 Homemaker's Hour (KLZ, WLS, WOPI)  
 Homemakers, Ltd. (KTAT)  
 Homemaker's Notebook (WTCN)  
 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, KMO)  
 Homespun David and His Sons (CKKN)  
 Homespun Harmonies (WRUF)  
 Homespun Philosopher (WMBR)  
 Homespun Philosophy (WAGM)  
 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 Heroes (KTHS)  
 Hometown Memories (WLS)  
 Hometown Minstrels (KFH)  
 Hometown News, The (KFAB)  
 Hometown Newspaper (KTUL)  
 Hometown Philosopher (WCAO, WFBR)  
 Hometown Reporter (WDAY)  
 Hometown Sidewalk (WPTF)  
 Hometown Sketches (RRI)  
 Homeways to Happiness (WAPI)  
 Honey Philosopher (WQDM, KWLK)  
 Homicide Squad (KGW-KEX)  
 Honey and Bill (WEAU, WDAF)  
 Honey Gal (WHBF)  
 Honey Hollow Mountaineers (WFAS)  
 Honeyboy and Sassafras (WOAI)  
 Honeymead Stockmen (WHO)  
 Honeymoon Previews (WMC)  
 Honeymoon Travels Into the World of Music (WWL)  
 Honeymooners, The (NBC)

PROGRAM TITLES—Continued

- Honk Tonk Revue (KTAT)**  
 Honky-tonk Review (KTSA)  
 Honolulu Bound (CBS)  
 Honolulu Messengers (WELL)  
 Honolulu Strollers (WBT)  
 Honolulu Swing Aces (WBIG)  
 Honolulu Troopers (WFTC)  
 Honoluluans (CBS)  
 Honor the Law (RRI)  
 Hook, Line and Sinker (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 Mon (KLO)  
 Hoot Owl Frolic (WOAI)  
 Hop, Skip and Jump (KFRU)  
 Hope Alden's Romance (KBIX)  
 Hora Estrellia (KONO)  
 Hora Portuguesa (WORL)  
 Horace Heidt and His Brigadiers (NBC)  
 Horas Felices (WDAE)  
 Horicon Handshake, The (WIBU)  
 Horror Parade, The (WSYR)  
 Horroscope, The (WPG)  
 Horse and Buggy Days (NBC)  
 Horse-Car Harmonies (WIP)  
 Horse Dealer, The (WDEV)  
 Horse d'Oeuvres (CKCL)  
 Horse Sense Philosopher (CRS)  
 Horse Sense Philosophy (WGY)  
 Horse Talks (WGES)  
 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)  
 Hospital Roses (KOVV)  
 Hospitality House (KLZ)  
 Hospitality Time (WMC)
- 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 (WORL)  
 Hot Dates in History (WBS)  
 Hot Dates in Music (WJR)\*  
 Hot from Hollywood (CBS)  
 Hot Off the Press (KONO)  
 Hot Peppers (WOWO)\*  
 Hot Record Club of Worcester (WTAG)  
 Hot Shots (KDB)  
 Hot Spell (WFAM)  
 Hot Spot Revue (CKCL)  
 Hot Stove League (KMOX, CKCL, WHAM, KELD, KOIN, KTUL, WTAD)  
 Hot Stove League of the Air (WIP)  
 Hot Stove Musicale (WSAI)  
 Hot Stuff Boys (WNOX)  
 Hot Town (WSAZ)  
 Hotcake Headlines (KOH)  
 Hotel Fantasy (KYA)  
 Hotel KoKo (WBRY)  
 Hotel Ko-Ko Head (WBRY)  
 Hots and Headlines (WGAR)  
 Hotshot Varieties (KIDW)  
 Hour Glass, The (WPRO, WEEI)  
 Hour Glass, Hanley's (WEEI)  
 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 of Gold, The (CKCW)  
 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 Prayer (KSFO)  
 Hour of Relaxation, The (KGKL)  
 Hour of Remembrance (KSLM)
- Hour of Repose, The (CHRC, WJDX)  
 Hour of Romance (KSFO)  
 Hour of Smiles (KFJB, WHO)  
 Hour of the Nations (WINS, NYBS)  
 Hour of Worship (WGAR)  
 Hour of Youth (WBNS)  
 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 & Home Hour (WWNC)  
 House Beautiful (WFBM, WHB)  
 House Beside the Road (WABC)\*  
 House by the Side of the Road, The (WWL, WCBA-WSAN, WROK, KOMA)  
 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 (WBZ-A, WKBN)  
 House of Friendship, The (WSJS)  
 House of Glass (WJZ)\*  
 House of Happiness (WFAA, WWVA, WMC)  
 House of Harmony (KRE, KFBB)  
 House of Knowledge, The (CFCY)  
 House of Melody, The (KGO-KPO, KDYL)  
 House of Music (WHBF, WMC A)  
 House of Peter MacGregor (MacG, KGEZ)  
 House of Reflections (CFCF)  
 House of Song (WAVE)  
 House of the Dead (KOL)  
 House of the Philosopher, The (WLAC)  
 House of Treasure (KGB)  
 House on the Hill (CBS)  
 House Party (WWJ, WGY)  
 House Party, Ed East's (WHN)\*  
 House Party, The Colgate (NBC)  
 House Party, The WHIO (WHIO)

PROGRAM TITLES—Continued

- House Party, The Y.M.C.A. (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)  
 Household Commentator (WAVE)  
 Household Harmony (KROC)  
 Household Helpers (WFDF)  
 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)  
 Homemakers' Program (WHA)  
 Housewarming (KFRC)  
 Housewife's Scrapbook (KFXR)  
 Housewives' Chit Chat (KHSL)  
 Housewives Friendly Service (WELI)  
 Housewives' Half Hour (KSAC)  
 Housewives' Hour (WFAS)  
 Housewives' Matinee (WFBR)  
 Housewives Prom (WHN) Exchange (WJAR)  
 Housewives' Radio  
 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 a Detective (KECA)  
 How to Be Charming (NBC)  
 How to Get a Job (KTUL, CJRC)  
 How to Get the Most Out of Life (CBS)  
 How to Hold a Husband (WMCA)  
 How to Know Your Child (NBC)  
 How to Live (WBEC)  
 How to Open a Shop (NBC)  
 How to Speak in Public (CJRC)  
 How, When and Where to Go in and Around Albuquerque (KOB)  
 How Will You Vote? (WHIO)  
 How Would You Say It? How Your Federal Government Operates (WTIC)  
 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, WCMJ)  
 Howdy, Neighbors (WMBO, KWOS, WMMN, WSAZ, WDZ)  
 Howie Wing (CBS)  
 How's Business? (WJR)  
 How's the Weather (KROC)  
 How's Your English? (WOMI)  
 How's Your Memory? (WHBQ)  
 Hub City Herald (KVOD)  
 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 Engineer, The (WCFL)  
 Human Interest (KIDW)  
 Human Nature (NBC)  
 Human Relations Forum (CBS)  
 Human Side of Art (KCLW)  
 Human Side of Banking (WDNC)  
 Human Side of Life, The (WSAI)  
 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 Side of Uncle Sam, The (WLW)  
 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)  
 Humorous Squibs, The (KMA)  
 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)  
 Hurry-Uppers (KOIL)  
 Husbands and Wives (WOR)  
 Huskin' Bee, The (KTUL)  
 Husky Hall of Fame (KOL)  
 Hutton Corners (WHKC)  
 Hyacinths and Home-making (WHBF)  
 Hyland Echoes (KFSD)  
 Hymn Book, The (WBNX, WRR, WCAZ)  
 Hymn Book of Melody (KYOS)  
 Hymn Harmony (WAPI)  
 Hymn of the Day (KRLD)  
 Hymn Singer, The (WDAY)  
 Hymn Singing Time (WDNC)  
 Hymn Singin' Time (WPTF)  
 Hymn Talks (KFUO)  
 Hymn Time (KROY, WGRC, WMBD, WTJS, WAIM, WGAU, WPIC)  
 Hymn Time at Aunt Mary's (WMFD)  
 Hymn Time with the Nelson Sisters (WEBC)  
 Hymner, The (KHUB)  
 Hymnfest (KIDW)  
 Hymnology (WBNX)  
 Hymns and Music (KOVG)  
 Hymns and Their History (WHIO)  
 Hymns at Twilight (CHLT)  
 Hymns by Charles Lee (WDOD)



## PROGRAM TITLES—Continued

Hymns of All Churches  
(NBC)  
Hymns of Cheer (WOW)  
Hymns of Memory (CKCD,  
WMBD)

Hymns of the Churches  
(KFXD)  
Hymns of the Morning  
(WMBR)

Hymns of "We Americans"  
(WCLE)  
Hymns You Love (WGH)  
Hysterical History (WHO,  
WKY)

# I

I. Q. Bee (KTAT)  
I. Q. Kollege (KANS)  
I. Q. Program, The McCutcheon (WSUN)  
I Am Not a Candidate (WCOP)  
I Bring a Love Song (CFCJ)  
I Bring a Song (KGFF)  
I Cover Monterey (KDON)  
I Cover the World (CKMO)  
I Hate Women (WNEW)  
I Hear America Singing (WQXR)  
I Knew Him When (KMO)  
I Like Music (WLW)  
I Love a Mystery (NBC)  
I Love You from Coast to Coast (NBC)  
I Made the Front Page (WINS)\*  
I Need a Job (WCOL, WGN)  
I Never Knew (WNAX)  
I Only Heard (KAWM)  
I Pay for My Seat (KHJ)  
I Wanna Be An Announcer (WBRC)  
I Want a Divorce (KPO)  
I Want a Job (WMCA, KOB, KVWC, WBRC, WDAY, WGES, WWJ)  
I Want a Policeman (KMPC)  
I Want to Get Married (WCFL)  
I Want Work (WISN, WROK)  
I Wants Be an Announcer (WMBH)  
Ice Carnival (WHB)  
Ice Cream Sing (KLO)  
Ice Worms, The (KFQD)  
Icelandic Luthern Synod (CJRC)  
Ici l'On Chante (CRCK)  
Idea Exchange (WHN)  
Ideal Waltz Time (WOAI)\*  
Ideas That Came True (NBC)  
Idle Fingus (KFH)  
Idle Hour, The (WSBT-WFAM)  
Idle Jesters (WHB)  
Idle Thoughts (WOR)  
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 Had the Chance (NBC)  
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 Ask You (WLVA)  
I'll Never Forget (WRC)  
I'll Sing You a Song (WBT)  
I'll Swap You (WICA)  
I'll Take Rhythm (WCBS)  
Illene Trio, The (WDWS)  
Illinois and Its Mineral Resources (WILL)  
Illustrations in Ivory (WCAM)  
Illustrious Pen Woman (WTAG)  
I'm Asking You! (KFSD)  
Imaginary Theatre (WLTH)  
Imagination (KOL)  
Immortal Dramas (WMAQ)\*  
Immortal Dreams (NBC)  
Immortal Melodies (WJR, CJRC)  
Immortals of Italy (WOV)  
Immortals of Science (KMPC, KFRC)  
Imperial, The (KGEZ)  
Imperials, The (CKSO)  
Imperial Hawaiians (CBS)  
Imperial Interlude (KTUL)  
Imperial Serenaders (WRDW)  
Imperial Singers (KOL)  
Impersonation Contest (WKOK)  
Impressions (WOR, WIND)  
Impressions of the American Wastelands (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, WMMN)  
In a Clock Store (WBNX)  
In a Concert Hall (WOMT)  
In a Cozy Corner (WBNX)  
In a Dancing Mood (WCHS, KABC)  
In a French Cafe (KGO-KPO)  
In a Little Spanish Town (WBZ-A)  
In a Mist (NBC)  
In a Rathskeller (WBBC)  
In a Rhythmoood (CKCW)  
In a Romantic Mood (CBL)  
In a Sentimental Mood (CKCL)  
In a Spanish Cafe (WBZ-A)  
In a Spanish Village (WFAA)  
In a Tea Room (KDKA)  
In a Troubled World (WATR)  
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 Martial Mood (WSPA)  
In Melodious Mood (KGVO)  
In Memory's Garden (WHK)  
In MovieLand (UP)  
In My Solitude (KRKD)  
In Old Bohemia (WGAR)  
In Old Brazil (KGO-KPO)  
In Old Heidelberg (WBZ-A, KHUB)  
In Old Vienna (WIP, CJRC, WSM)  
In Our Music Room (WBZ-A)  
In Palestine (KFUO)  
In Peaceful Valley (WJR)

## PROGRAM TITLES—Continued

- In Radioland with the Shut-Ins (WSB)  
 In Recital (CJCA, CKX)  
 In Remembrance Program (KGHI)  
 In Shadowland (WJR)  
 In That Sentimental Mood (WEW)  
 In the Air; On the Air (WSPR)  
 In the Attic (WEBR)  
 In the Bandstand (WBBC)  
 In the Blue Room (WHN)  
 In the Classroom (WFBL)\*  
 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, CJRS, NYBS)  
 In the Good Old Summer-time (WGY)  
 In the Groove (KEHE, WTJS, WCAP)  
 In the Hermit's Cave (WJR)  
 In the Jam Pantry (WSUN)  
 In the Lamplight (KDYL, WHBQ)  
 In the Lenselight (WFIL)  
 In the Lobby (WTJS)  
 In the Locker Room (WELL)  
 In the Mayfair Manner (WRUF)  
 In the Mike-Light (KFAM)  
 In the Modern Manner (KGGM, WIND, WAIR)  
 In the Music Room (WFBL, WMCA, WSYR)  
 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 Radio Limelight (WSBT-WFAM)  
 In the Sport Spotlight (KGNF, KWK)  
 In the Sportlight (CKNX)  
 In the Sports Spotlight (KTOK)  
 In the Spotlights (WINS, WNEW, WOR, WRNL)  
 In the Still of the Night (WKBO, WROL)  
 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 Tonite (KXBY, WCAP)
- In Tune with the Masters (WBNX)  
 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)  
 Income Tax Explanations (WIP)  
 Incredible Truth (WOV)  
 Independent Weekly (KGVO)  
 Index, The WHJB (WHJB)  
 Indian Call, The (WHAI)  
 Indian Good Luck (KFWB)\*  
 Indian Legends (KIUP)  
 Indian Lore (WAPI)  
 Indian Love (KHSI)  
 Indian Trail, The (WBZ-A)  
 Indian Trails (KMTR)  
 Indian Trio (KOIL)  
 Indiana Indigo (WOWO)  
 Indiana on Parade (WIRE)  
 Indianapolis Motor Sweepstakes (NBC)  
 Indianapolis Speedway (NBC)  
 Indians All (NBC)  
 Industrial Development (WQDM)  
 Industrial Leaders (NBC)  
 Industry on Parade (WHB, WHJB)  
 Industry Speaks (WBNS, WHJB)  
 Infallible Pair, The (KLZ, KOA)  
 Info (WFBR)  
 Informal Chats (CJGX)  
 Informal Evening at Home (WCOA)  
 Informal Moments (CBL)  
 Information (WJAY, KFH)  
 Information Artistic (CKAC)  
 Information Booth (WLBZ)  
 Information Box (WBBC)  
 Information Bureau (WCKY, WIND)  
 Information Desk (WAAW, WKST)  
 Information Desk, The KFOR (KFOR)  
 Information, Please (WNOX, WRNL)  
 Informative Religious Forum (KMOX)  
 Informative Religious Talks (KMOX)  
 Inglenook Hour (KGAR)  
 Ink Spots (NBC)  
 Inkpot, The (CFCY)  
 Ino the Cow (WMPs)  
 Inquiring Baker, The (KVOR)  
 Inquiring Historian (KRKD)  
 Inquiring Kegler, The (WMBO)
- Inquiring Microphone (WINS, NYBS)  
 Inquiring Microscope (WINS)  
 Inquiring Mike (WSGN, WWVA)  
 Inquiring Professor, The (WBAA)  
 Inquiring Reporter (KFVS, WCOL, WHDL, WIL, KPND, WHN, WKY, KLZ, KMOX, WJRD)  
 Inquiring Traffic Policeman (WGRC)  
 Inquisitive Baker (WFMD)  
 Inside Angles on Sports (KSL)  
 Inside Football Dope (WSAI)  
 Inside News (CBS)  
 Inside of Sports (WJR)  
 Inside Story, The (WENR)  
 Inside Story of Pennsylvania Politics (WHP)  
 Inside the Books (WILL)  
 Inside the City Hall (KFOR)  
 Inside the Night Clubs (WMCA)\*  
 Insomnia Club (KNX)  
 Insomnia Hour (WMCA)  
 Inspector Keyes (WJIM)  
 Inspiration (WSPA)  
 Institute of Human Relations Program (NBC)  
 Institute of Understanding (KOBH)  
 Instrument City Four (WSBT-WFAM)  
 Instrumental Fancies (WOR)  
 Instrumental Illusions (WRUF)  
 Instrumental Lessons for Beginners (WHA)  
 Instrumental Trio (CBM)  
 Instrumentalists (CBS)  
 Insurance Counsellor of the Air (WCPO)  
 Insurance Forum (WBNX)\*  
 Insurance Problems (WMCA)\*  
 Inter-City Express (WMCA)  
 Intercollegiate Council on Public Affairs (CBS)  
 Intercollegiate Radio Debate (WFIL)  
 Intercontinental Concerts (NBC)  
 Interesting Facts (KSLM)  
 Interesting Facts and Features (WEBQ)  
 Interesting Neighbors (NBC)  
 Interesting People (WBRB)  
 Interesting People in the Black Hills (KOBH)  
 Interesting Questions and Answers (WSBT-WFAM)  
 Interior Decorating (CBS)  
 Interior Decorators, The Anderson (KCKN)

## PROGRAM TITLES—Continued

- Interlude (KGO-KPO, WLW)  
 Interlude, The Kirkman (NBC)  
 Interlude at Eleven (WWSW)  
 Interlude in Ivory (CKX)  
 Interlude in Melody (KFOX)  
 Interlude in Music (CBS)  
 Interlude of Music and Poetry (KOVG)  
 Interludes of Music and Poetry (KOVG)  
 Intermede (CJRR)  
 Intermezzo (WTMV)  
 International Air News (WHBF)  
 International Amalgamated Association of Bath Tub Singers (WDAY)  
 International Cruise (WGAR)  
 International Dance Exchange (NBC)  
 International Goodwill Program (KONO)  
 International Hour (WTMV)  
 International House (WGR)  
 International Insights (NBC)  
 International Instrumentalists (WNBF)  
 International Liars Club (WLW)  
 International Liars Fraternity, The (WLW (WLW))  
 International Looking Glass (WLS)  
 International Melodies (CJRC, WGY, WJBK)  
 International Mirror, The (WBNX)  
 International Problems and Their Solutions (WILL)  
 International Radio Forum (NBC)  
 International Radio Newsreel (KMTR)  
 International Review and Dance Parade (KFVD)  
 International Salon (WOR)  
 International Scene (WAPI, WJAG)  
 International Singers (CBS)  
 International Song Favorites (KGMB)  
 International Sunday School Lesson (KGNC)  
 International Sunday School Lesson Commentary (WTJS)  
 International Tenor (WJBK)  
 International Turf Review (CKCL)  
 Interpreter, The (KGB)  
 Interpreter's House, The (WIRE)\*  
 Interscholastic Quiz (WHDL)  
 Interstate Reporter (KABC)
- Interview-ographies (WDAN)  
 Interviewing Visitors (WCAP)  
 Interviews (KFUO, WFLA)  
 Interviews—Walter B. Pitkins (NYBS)  
 Interviews in the News (WHBQ)  
 Interviews with the Immortals (WQXR)  
 Interviews with the Past (KSL, WGY)  
 Interwoven Pair (NBC)  
 Intimate Glimpses (KHQ)  
 Intimate Glimpses into the Lives of Great Composers (WWL)  
 Intimate Glimpses of Animals (WGN)\*  
 Intimate Hour of Music with Major White (CBS)  
 Intimate Interviews with Olaf Soward (KCKN)  
 Intimate Music (WIP)  
 Intimate Review (WCLO)  
 Intimate Revue (NBC)  
 Into Blue Moonlight (KXBY)  
 Into Your Home with the Piano Lady (WCLO)  
 Introducing Albuquerque (KOB)  
 Introducing Mrs. Jones (KQV)  
 Inventors Congress (WKY)  
 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 Listen (WLW)  
 Invitation to Romance (KYW)  
 Invitation to the Dance (NBC)  
 Invitation to the Waltz (WOR)\*  
 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)  
 Irene Wicker's Musical Plays (NBC)  
 Ireland on the Air (WVFW)  
 Irene and Her Songs (CKMO)
- Irene Rich, Welch Presents (NBC)  
 Irene's Grab-Bag Program (WMBD)  
 Iridescent Melodies (WVVA)  
 Irish Breakfast Club (WLTH)  
 Irish Echoes (WAAB, WHOM)  
 Irish Guide (WINS, NYBS)  
 Irish Hour, The Four Provinces' (WDAS)  
 Irish Minstrel (KFRC)  
 Irish Poetry and Song (NBC)  
 Irish Ramblers Orchestra (WDAS)  
 Irish Show Boat (WHN)\*  
 Irma Glen (WENR)  
 Iron Master Program, The Armco (NBC)  
 Ironing Board Club (WDZ)  
 Irvin Cobb's Paducah Plantation (NBC)  
 Is It True or False? (WHLB)  
 Is My Face Red? (WBBC)  
 Is That a Fact (CKGB)  
 Is That So? (CKCK, WKBN)  
 Is Your Tie Straight? (WJEJ)  
 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, WAPO, WLAC)  
 Isle of Golden Dreams (WMCA, KFBB)  
 Isle of Romantic Paradise (KOMA)  
 Israel Speaks (KTAT)  
 It Actually Happened (WBEM)  
 It Can Be Done (NBC)  
 It Can Happen Here (WHBC)  
 It Can't Be Done (KFWB)\*  
 It Can't Happen Here (KMOX)  
 It Can't Happen Today (WKBW)  
 It Could Be You (WLAC)  
 It Could Have Been Avoided (WMC)  
 It Goes Like This (WBNS)  
 It Happened by Chance (WRC)  
 It Happened Here (CKOC)  
 It Happened in Baltimore (WBAL)  
 It Happened in Hollywood (CBS)

PROGRAM TITLES—Continued

It Happened So Quick (WBAL)	Italian Serenaders, The (WHBQ)	It's the Berries (WAPI)
It Happened This Week (WAPI, WSAL)	Italian Street Songs (WJAY)	It's the Law (WGN)
It Happens Every Day (WORL)	Italian Theatre of the Air (KGDM)	It's the Talk of the Town (KTSM)
It Happens Here (KVOD)	Italics (WOR)	It's the Truth (WHB)
It Happens to Every Family (KFOX)	Italics Are Mine, The (WOR)*	It's Time to Swing (KPAB)
It Is Strange (WSAI)	It's a Case of Books (KIRO)	It's Up to the Women (NBC)
It Might Happen to You (WWJ, WCBS)	It's a Crime (WSM)	It's Up to You (NBC)
It Might Have Happened to You (CBS)	It's a Date (WWVA)	It's Variety Time (KTOK)
It Might Have Been You (WIOD)	It's a Fact (WCBA-WSAN, KMED, KPO, WIP, WMC)	It's Waikikian Time (KHUB)
It Pays to Learn (WGES)	It's a Great Life (KWK)	It's Wheeling Steel (WWVA)
It Really Happened (WHB, KUJ)	It's a Hit (WMC)	It's Worth Knowing (KOY)
It Seems Like Only Yesterday (WCAE)	It's a Racket (WJR, KVOO, WOR, WNEW)	It's Your Own Fault (KTEM)
It Was Yesterday (WJJD)	It's a Risin' Time (WJJD)	It's Your State—Listen! (KARK)
Italia (NYBS)	It's a Woman's World (WMAQ)	Itty Bitty Kiddie Hour (WHN)
Italian Favorites (WIBX)	It's All Yours (KXBY)	Ivan Harrington (KCRC)
Italian Gypsy Program (WCOL)	It's Debating Time (WIP)	Ivanhoe Saladiers (WBZ-A)
Italian Idylls (KFWB)	It's Different (WAAT)	I've Always Known (WATR)
Italian Intermezzo (WGY)	It's Irish! (WIBG)	I've Got an Idea (KSTP)
Italian Melody Album, The (WIBX)	It's Melody Time (WLAC)	I've Got the Tune (CBS)*
Italian Musical Gems (WKBN)	It's My Job (KWOS)	Ivories and Ebonies (WDRG)
Italian News (KYA)	It's New (KABR)	Ivory and Frets (WBNX)
Italian News Parade (WRAX, WPEN)	It's News to Me (NBC)	Ivory, Ebony and Muted Strings (KONO)
Italian Novelties (WOV)	It's on the Tip of My Tongue (WBNX)	Ivory Interlude (WISN, WCHV)
Italian Request Parade (WLTH)	It's Piano Time with Ann Sambuck (KHUB)	Ivory Melodies (KGLO)
Italian Serenade (WHBC, WIBX)	It's Question Time (KWYO)	Ivory Rhythm (WRUF)
	It's Rhythm (CJRC)	Ivory Sketches (KFH)
	It's Smart to Think (WRBR)	Ivory Tempos (KTOK)
	It's Swingtime (WWVA)	Ivory Tower, The (WHN, WOV)

# J

J. B. and Mae (WBEM)*	Jack Arthur's Blackout (WOR)*	Jack of All Trades (WNEW)
Jacinto Orosco's Hora Mexi- cana (KVOA)	Jack Benny, Jell-O Pro- gram Starring (NBC)	Jack Onslow's Baseball School (WAAB)
Jack and Adele (KFRC)	Jack Benny and Lanny Ross, Jell-O With (NBC)	Jack Pearl (NBC)
Jack and Earl (WXYZ)	Jack Berch (NBC)	Jack Pearl as Baron Munchausen (NBC)
Jack and Ethel in Roads to Hollywood (KGO-KPO)	Jack Frost's Troubadours (WCAE)	Jack Says "Ask me An- other" (WTIC)
Jack and Fritz (WOR)*	Jack Haley's Log Cabin (NBC)	Jack Shilkret's Orchestra with Captain Blackstone (NBC)
Jack and Gill (WJNO)	Jack in the Band Box (WHEE)	Jack Starr's Sportcast (KMBC)
Jack and His Guitar (KGAR)	Jack in the Box (KLZ)	Jack the Bellboy and His Wax Workshop (KFVD)
Jack and Jill (KGCX, WDAF)	Jack Lait (NYBS)	
Jack and Jill Club (KIDO)	Jack Oakie's College (CBS)	
Jack and Loretta (CBS)		
Jack Armstrong (NBC)		

PROGRAM TITLES—Continued

- Jack the Inquisitor (WTIC)  
 Jack Wells (KFAB)  
 Jackpot, The (KIDW, WSGN)  
 Jackson Family, The (WROL)\*  
 Jacksonville Community Sing (WMBR)  
 Jacksonville Morning Orchestra (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 Breakfast (WIBC)  
 Jam for Dinner (WSPD)  
 Jam for Supper (WCPO, WHK, WMMN, WMPS)  
 Jam 'n' Jig (WTMV)  
 Jam Pantry, The (WBAP)  
 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, Fred Kirby's (WBT)  
 Jamboree, George Jessel's (WJZ)  
 Jamboree, Jack's (WFIL)  
 Jamboree, The Boone County (WLW)  
 Jamboree, The Frizz (CFCH)  
 Jamboree, The Jamesway (KGLO)  
 Jamboree, The KFRO (KFRO)  
 Jamboree, The NBC (NBC)  
 Jamboree, The WDSW (WDSW)  
 Jamboree, The WSAL (WSAL)  
 Jamboree Prevue (WLW)  
 James, The (NBC)  
 Jammin' and Jivin' (WHBQ)  
 Jam-up and His Swamp Angels (KOY)  
 Jan's Journey (KLS)  
 Jane Arden (NBC)  
 Jane for Supper (WCPO)  
 Jane Grey (WSAI)  
 Jane Joy's Funny Paper Show (WTCN)  
 Jane Lee—Woman's Program (WFLA)  
 Jane Lee's Fashions (WDWS)  
 Jane Tucker (KFAB)  
 Janet's Club Calendar (KXBY)  
 Janette, Song Stylist (WSAI)  
 Jangles, The (KFAB, WOW)
- Jarr Family (WOR)\*  
 Jasper County Medical Forum (WMBH)  
 Jaunt Around Town (WGFC)  
 Jaunting Through Ireland (WCOP)  
 Java Club (WCSC)  
 Java Jamboree (WFBC)  
 Jay Allen's KGNO Gossip Club (KGNO)  
 Jazz a la Harlem (CHRC)  
 Jazz Hot, Le (IBS)  
 Jazz Jamboree (CFAC)  
 Jazz Judge (WOR)  
 Jazz Nocturne (WOR)  
 Jazzistory (WTMJ)  
 Jean & Judy (WMBS)  
 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)  
 Jes' Tho's (WKRC)  
 Jess Stafford and His Orchestra (KYA)  
 Jesse James, The Bad Man of Melody (KNOW)  
 Jesse Stafford (CRS)  
 Jest Whittlin' (WDAE)  
 Jesters, The (WBZ-A)  
 Jesters, The Jewett (WJR)  
 Jesters, The Tastyeast (WBZ-A)  
 Jeune Poesie Canadienne, La (CBF, CBM)  
 Jeux Radiophoniques, Les (CBF)  
 Jewel Box, The (WIBM, WAVE, KHQ, WOR)  
 Jewel Box, Goodman's (WMC)  
 Jewel Box of Melody (WDNC, KOL)  
 Jewel Case of Melody, The (CKCW)  
 Jewels at Eventide (WRC)  
 Jewels of Destiny (NBC)  
 Jewels of Melody (WHBC)  
 Jewels of the Air (WISN)  
 Jewish Amateur Hour (WLTH)  
 Jewish Art Program (CBS)  
 Jewish Cavalcade (WARD)\*  
 Jewish Classical Hour (KFVD)  
 Jewish Commentator, Nat Youngelson (WCBM)  
 Jewish Community Players (WOW)
- Jewish Community Sing (WMCA)  
 Jewish Court for Peace and Justice (WLTH)  
 Jewish Court of Arbitration (WLTH)  
 Jewish Dramatic Hour (WGES)  
 Jewish Good-Will Hour (WPHR)  
 Jewish Half Hour (CJRC)  
 Jewish Health Food Hour, The (WLTH)  
 Jewish Hour (WMBC)  
 Jewish News of the Week (WCSC)  
 Jewish Philosopher, The (WBBO, WFAB)  
 Jewish Prophecy Hour (KOB)  
 Jewish Quarter Hour (CJRC)  
 Jewish Society Reporter (WRAX-WPEN)  
 Jewish Symphonietta (WMCA)\*  
 Jewish Theatre of the Air (FTRD)  
 Jibe Hall (WATR)  
 Jig Time (WMFD, KSO)  
 Jigger Game, The (KRLD)  
 Jill and Judy (NBC)  
 Jim and George (WEDC)  
 Jim & Joan Present (KRMD)  
 Jim and Judy (KGW-KEX)  
 Jim Jam Jitters (WSAI)  
 Jimmy Kemper and Company (NBC)  
 Jim Maverick's Talk on Milk (WOAI)  
 Jim McWilliams' Question Bee (NBC)  
 Jimmie Allen's Air Adventures (WDAF)  
 Jimmie and Dave (WTJS)  
 Jimmie and Dick—The Novelty Boys (WEEI)  
 Jimmie and His Wife (WFLA)  
 Jimmie and Janie's Vagabonds (WRAK)  
 Jimmie Fidler and His Hollywood Gossip (NBC)  
 Jimmie Gallagher Still Hanging On (WORL)  
 Jimmie's Jamboree (WAIM)  
 Jimmy and Babs (WHBF)  
 Jimmy and His Saddle Pals (KRKD)  
 Jimmy James and His Symphony of Swing (WLW)  
 Jimmy, June and Jack (NBC)  
 Jimmy Legs (WTMJ)  
 Jimmy Melody (WWSW)  
 Jingle Time (WJNO, KQW, KFJX, KGKL)  
 Jingleers, The (KQV)  
 Jinglers, The R-C (KTAT)  
 Jingtown Gazette (KGO-KPO)

PROGRAM TITLES—Continued

Jingling Sam (WCCO)  
 Jitter Bug Club (KDON)  
 Jitterbug Jamboree  
 (KDYL, KGKB, KTBS,  
 WCSK, WFIL, WMBR,  
 WGAN)  
 Jitter Bugs (KGAR)  
 Jitterbugs, The (WDZ,  
 WAIR, WOAI)  
 Jitterbug's Joy (CHAB)  
 Jitters Jamboree (WAAT)  
 Jive & Schmaltz, Inc.  
 (WSJS)  
 Jive-at-Five (WNEW)  
 Jive Cats Jamboree  
 (KLPM)  
 Joan and Jimmie (KCMO)  
 Joan of Arc (NBC)  
 Joan Davies with the  
 Ladies (WJAS)  
 Joanne Taylor (KMBC)  
 Job Clinic, The (WLAW,  
 WSGN, WOW, WHBQ,  
 KFBK, WHB)  
 Job Clinic, The Florida  
 (WFLA)  
 Job Finder, The (KVOD,  
 WFBR, WCAU, KIDO,  
 KIRO, KPNC, KSEI,  
 WGBI)  
 Job Man (KLZ)  
 Job Opportunities (WHK)  
 Job Opportunity (WCLE,  
 WHK)  
 Job Seekers Clinic  
 (KGGK)  
 Job to Choose, A (KYW)  
 Job Wanted (KSTP)\*  
 Jobs Wanted (KQV,  
 WHIQ)  
 Joe and Al (KMOX)  
 Joe and Bateese (WBZ-A)  
 Joe and Cynthia (RRI)  
 Joe and Eddie (WGY)  
 Joe and Gracie (CHAB)  
 Joe and Jenny (WAZL)\*  
 Joe Calipari's Kings of  
 Rhythm (CFCL)  
 Joe La Tour and Co.  
 (WGY)\*  
 Joe Miller's Opera House  
 (KECA)  
 Joe Palooka (WABC)\*  
 Joe Public Says (WHLB)  
 John and Julius (KFUO)  
 John and Molly Farmer  
 (KGO-KPO)  
 John and Ned (KGO-KPO)  
 John Day Murder Mystery  
 (KYW)\*  
 John Henry (CBS)  
 John Holden Players  
 (CKRC)  
 John Martin, M.D. (KYA)  
 John Sings (WIOD)  
 Johnnie and Joe (WTMV)  
 Johnnie & Webbie (WBT)  
 Johnnie Johnston (WENR)  
 Johnnie O'Brien and His  
 Harmonica Hi-Hats  
 (KGO)  
 Johnnie Presents (CBS)  
 Johnnie Pursley & the  
 Three Harmonettes  
 (WBTM)  
 Johnny-at-the-Piano  
 (WHO)  
 Johnny Fielder's Orchestra  
 (KONO)  
 Johnny Hart in Hollywood  
 (WJZ)\*  
 Johnny Marvin's School of  
 the Air (WKY)  
 Johnny on the Lot  
 (WSJS)  
 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 (WKST)  
 Jolly John's Birthday Club  
 (WBZ-A)  
 Jolly Jonathan's Breakfast  
 Club (KRKD)  
 Jolly Journies (NBC)  
 Jolly Jugglers (CBS)  
 Jolly Junketeers, The  
 (NBC)  
 Jolly Man (WFIL)  
 Jolly Mike (KTAR)  
 Jolly Ramblers, The  
 (KWLK)  
 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' Pup (KFWB)  
 Jones' Shoppers Revue  
 (WKZO)  
 Joplin's Accident Score-  
 board (WMBH)  
 Jordons, The (KGO-KPO)  
 Jose Ramirez and His  
 Argentines (KGO-KPO)  
 Joseph Loffredo's Sketch  
 Book (WOV)  
 Joseph M. Segall's Chil-  
 dren's Hour (WHDL)  
 Joseph Zimmer's String  
 Quartet (NYBS)  
 Josephine (WCRW)  
 Josephine and the Minute-  
 men (WCFL)  
 Josephine B. Gibson Food  
 Talk (NBC)  
 Josh Higgins (NBC)  
 Josh Higgins of Finchville  
 (WMAQ)  
 Josh Whitcomb of Four  
 Corners (KROC)  
 Josie & Her Jiffy Loom  
 (KFBB)  
 Journal Carrier Corner  
 (WSB)  
 Journal-Post News Flashes  
 (WHB)  
 Journal Presents! (WCOL)  
 Journal Radio Headlines  
 (WSB)  
 Journal Salutes, The  
 (KOB)  
 Journalism Today (WBA)  
 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)  
 Joyaux de la Scene Ly-  
 rique, Les (CBF)  
 Joyce Jordan—Girl Interne  
 (NBC)  
 Joymakers, The (WNEW,  
 CKCD)  
 Juan Hernandez Ensemble  
 (KIUP)  
 Jubilate Girls' Chorus  
 (WAWZ)  
 Jubilee (WBRE)  
 Jubilee Review (KGO)  
 Jubilee Singers, The Fisk  
 (NBC)  
 Jubilesta (KXBY)  
 Judge Jive's Court (KSRO)  
 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 Jene's "What's New  
 in Fort Smith" (KFPW)  
 Judy O'Grady and the  
 Colonel's Lady (KABC)  
 Jug O'Melody (KYOS)  
 Jugo-Slav Troubadours  
 (WELL)  
 Juilliard Graduate School of  
 Music Concerts (WQXR)  
 Jules Verne Allen and His  
 Cowhands (WOAI)  
 Julia Ross, Your Personal  
 Advisor (WGR)  
 Juliette Kay (WCAO)  
 Jumbo Program, The  
 (KRSC)  
 Junction City (WQAM)  
 June and Jerry (KMOX)  
 June Baker (WGN)  
 June Bride (WKZO)  
 June Bride's Radio Col-  
 umn (KROC)  
 Jungle Explorers (WTMJ)  
 Jungle Jim (KHSL, WMFJ,  
 WINS, NYBS)

## PROGRAM TITLES—Continued

Junior Academy of Science (WOI)	Junior Radio Players (WCAP)	Just for Fun (KWBG, KVI, WKBZ)
Junior Amateur Parade (WNEW)	Junior Radio Playhouse (WSAI)	Just for Information (KWYO)
Junior Artists Program (KYA)	Junior Reporters Club (WFIL)	Just for You (WKBZ)
Junior Barn Dance Gang (KFIZ)	Junior Revue (WPAY)	Just Home Folks (WWL)
Junior Baseball League News (KRE)	Junior Revue, Mary Small's (NBC)	Just Imagine (KFPY)
Junior Birdmen of America Program (NBC)	Junior Round-Up, The (KTAT)	Just Jammin' (WOMI)
Junior Broadcasters (KFWB)	Junior Safety Army, The (CKPR)	Just Jazz (CBS)
Junior Brownies, The (KTAT)	Jr. Safety Club (WINS, NYBS)	Just Joan (KCMO)
Junior Capers (WSJS)	Junior Show Case (KRKD)	Just Kids (WBAA, KMPC)
Junior Crime Prevention Bureau (WCAE)	Junior Spelling Bee (WIP)	Just Kids Club (KLZ)*
Junior Detectives (NBC)	Junior Stars (WACO, WLS)	Just Lazin' Around (KGU)
Jr. 'G'-Men (KOL)	Junior Stars Revue (WHO)	Just Like That (KGLO)
Junior G-Men's Club (CKWX)	Junior Symphony, The (KFWB)	Just Looking, Thanks (KRMD)
Junior Hi-Jinks (KDYL)	Junior Theatre (WMBC)	Just Married (WJAY)
Junior Inspectors' Club (WNYC)	Junior Theatre of the Air (WRAX-WPEN)	Just Married—Ten Years (WCAU)
Junior League Program (CJRC)	Junior Town (WHP)	Just Music (WQXR, CFRB)
Junior Matinee (WXYZ)	Junior Varieties (KGO-KPO)	Just Neighbors (NBC)
Junior Merry-makers (WDNC)	Juniors, The (WJIM)	Just Ordinary Folks (KGNC)
Junior Misses, The (WBRC)	Jury of Women, The (WPRO)	Just People (CKCL)
Junior Misses Program, The (WBRC)	Jus' Dreamin' (WHB)	Just Plain Bill (NBC)
Junior Music Hall (KGLO)	Jus' Tho'ts (WKRC)	Just Relax (KDKA)
Junior Musical Comedy (CBS)	Just a Couple of Dogs (WINS)	Just Songs (WPHR)
Junior Musical Half Hour (CJRC)	Just a Few Songs (WSJS)	Just S'Posin (CKY)
Junior Musicomedy (WHEC)	Just a Little Swing (KARK)	Just the Two of Us (WBT)
Junior News (NBC)	Just a Memory (WDAC, CHAB)	Just Think (KSLM)
Junior Newspaper of the Air (KDYL)	Just a Song at Twilight (WHDL, WSPA)	Just Thinkin' (KVGB, WIS)
Junior Nurse Corps (CBS)	Just a Year Ago Tonight (WBT)	Just to Remind You (KFJZ)
Junior Olympics (WTMV)	Just About Dogs (WCFL)	Just We Two (KTEM)
Junior Operatives (WMBC)	Just About Time (WDGY, WGAR)	Just Willie (WENR)*
Junior Opportunity Revue (WBAL)	Just Another Amateur (CBS)	Just You and I (KONO)
Junior Police of America (WCNW)	Just Around the Corner (KGO-KPO)	Juvenile Climbers (WBRB)
Junior Police Parade (WCNW)	Just Around the Corner Club (KWK)	Juvenile Concert Hall (WHBF)
Junior Question Hall (WCAU)	Just Before Evening (KFPY)	Juvenile Counsellor (WNLC)
Junior Quiz Bee (WGAR)	Just Between Us (WBBC)	Juvenile Hour, Bry's (WMC)
Junior Radio Club (WJAR)*	Just Between Us Girls (KOMA)	Juvenile Matinee (WHBF)
Junior Radio Club, The (WBIG (WBIG))	Just Dogs (WOR)	Juvenile Minstrels (WGAR)
Junior Radio Journal (NBC)	Just Dropping In (WTJS)	Juvenile Parade (WORLD)
Junior Radio Newspaper (WSYR)	Just Entertainment (CBS)	Juvenile Parade, The (WLTH (WLTH))
Junior Radio Parade (KMOX)	Just Fifteen Minutes (KVOO)	Juvenile Players (WHBF)
	Just Folks (KMPC, WELL, KWSC, WRR)	Juvenile Radio Newspaper (WSYR)
		Juvenile Revue (KHJ, WJIM)
		Juvenile Stars (KMAC)
		Juvenile Talent Parade (KRBC)
		Juvenile Theatre, WHBF, WMBD)
		Juvenile Varieties, The (WCHV (WCHV))
		Juveniles (WAAT)
		Juveniles on Review (KSTP)

PROGRAM TITLES—Continued

# K

- K-Circle-Y Radio Rodeo (KOY)  
 KFAMILY Hour, The (KFAM)  
 KLZoo Club (KLZ)  
 KSROLLing Along (KSRO)  
 KSTP Presents (KSTP)  
 Kabible Kabaret (WINS)  
 Kabible Kabaret, Harry Hirshfield's (NYBS)  
 Kadians (KDKA)  
 Kaempfer's (NBC)  
 Kaffee Klatch (WMIN)  
 Kalamazoo Laundrymen (WKZO)  
 Kalamazoo Speaks (WKZO)  
 Kaleidoscope (CKCK, WSAU, WKBN)  
 Kall Letter Kinds (KLPM)  
 Kaltenborn Edits the News (CBS)  
 Kaltenmeyer's Kindergarten (NBC)  
 Kamaino Trio (KWSC)  
 Kangaroo Club (KDYL)  
 Kapers, The WHK (WHK)  
 Kapers & Kay, The (WAPI)  
 Kansas City Kiddies Revue (WHB)  
 Kansas City Melody Boys (WHB)  
 Kansas City Pioneers (WHB)  
 Kansas Roundup (KCKN)  
 Kaptin of the Keyboard (WJAS)  
 Karrot Kids (KTAT)  
 Kash Kwiz (WHK)  
 Kassie Style Chat (KDFN)  
 Kat Klub Klambake (KWLK)  
 Kate Smith Hour (CBS)\*  
 Katherine Krug (WLS)\*  
 Kath'rine and Calliope (WMCA)  
 Kattie Eller Ses (KDLR)  
 Kay Dean on Market Square (WFLA)  
 Kay Fayre Sings (WSPR)  
 Kay Kyser's Orchestra (SR)  
 Kay Troubadour (KGO-KPO)  
 Kay Worthington Snoop (KGNF)  
 Kay Worthington Snoop and the News (KGNF)  
 Kazoo-Po Safety Club (WKZO)  
 Keabord Kapers (KLRA)  
 Keep Fit (CFAC)  
 Keep Georgia On Your Mind (WSB)  
 Keep It Under Your Hat (KGKO)  
 Keep Smiling (CJRC, WMCA, WJNO)  
 Keep Smiling Program, The (KVOE)  
 Keep the Home Fires Burning (KGO-KPO)  
 Keep Thinking (CJRC)  
 Keep Up with the Stork with Dr. Pepper (KICA)  
 Keeper of the Keys, The (KCMO)  
 Keeping Company (WGH)  
 Keeping Cool (WFBR)  
 Keeping Fit (KMBC)  
 Keeping Fit in Hollywood (KNX)  
 Keeping House Is Fun (WHDL)  
 Keeping House with Betty (WPNR)  
 Keeping Step with the Schools (WTAD)  
 Keeping Time (KGW)  
 Keeping Up with Daughter (NBC)  
 Keeping Up with the Joneses (KGO)  
 Keeping Up with the Law (WBT)  
 Keepsakes (MacG)  
 Keese at the Keys (WATL)  
 Ken Keese at the Keys (WATL)  
 Kenbridge Radio Hour (WPHR)  
 Kennel Club (WNEW)  
 Kennel Klub (KLZ)  
 Kennel Time (WMAQ)  
 Kenner Stakes (NBC)  
 Kentuckiana Salute (WHAS)  
 Kentuckiana Sports Charter (WGRC)  
 Kentucky Clocker (WSAI)\*  
 Kentucky Colonel (WSAI)  
 Kentucky Colonel & Uncle Ned (NBC)  
 Kentucky Coon Caller, The (WDZ)  
 Kentucky Home Hour (WGRC)  
 Kentucky Home Memory Melodies (WGRC)  
 Kentucky News (WSAI)  
 Kentucky Orchestra (WAWZ)  
 Kentucky Play Party (WHAS)\*  
 Kenyon Kapers (KANS)  
 Keokianians (CHAB)  
 Kessler's Sunshine Hours (WATL)  
 Keyboard and Console (KFPY, WHIO)  
 Keyboard and Console Studies (WDEJ)  
 Keyboard Concerts (CBS)  
 Keyboard Fantasies (WHIO)  
 Keyboard Harmonies (WAIM)  
 Keyboard Harmony (WGPC)  
 Keyboard Jester (WBZ-A)  
 Keyboard Kadences (WGY)  
 Keyboard Kaperings (WSBT-WFAM)  
 Keyboard Kapers (WDAY, CFAC, WHB, KGVO, WJJD, WJAS, WJBO, WHJB, WRGA)  
 Keyboard Kontrast (WAIR)  
 Keyboard Manipulations with Shep at the Piano (WOPI)  
 Keyboard Melodies (WHLs)  
 Keyboard Mystery (WSM)  
 Keyboard Ramblings (WSJS, WALR)  
 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 (WLBQ)  
 Keyboard Syncopation (WGAN)  
 Keys & Strings (WCPO)  
 Keys of Melody—Ella Wilson (WORL)  
 Keys to Cincinnati (WKRC)  
 Keys to Happiness (NBC)  
 Keys to Pianoland (WCLO)  
 Keystone Country Party (WCCO)  
 KFECuties (KFEQ)  
 Kiamitchi Mountaineers (WKY)  
 Kibitzer, The (KGW-KEX)  
 Kickbush Groceries (WSAU)  
 Kickoff, The (WCAU)  
 Kid Brother (KMBC)  
 Kid Mystery (KFSO)  
 Kiddicycle Revue (KNOW)  
 Kiddie Cabaret, The WALR (WALR)



PROGRAM TITLES—Continued

Kiddie Club Round-Up (KPLT)	Kid's Klub Symphony (WMIN)	Kit and Kay (KMBC)
Kiddie Frolic (WSAL)	Kids' Kourt (KOIL)	Kit Kats, The KVOD (KVOD)
Kiddie Hour (KGFF)	Kids' Program, The (NBC)	Kitchen, The KIRO (KIRO)
Kiddie Kabaret (WQAM, W CSC)	Killed In Action (KGO-KPO)	Kitchen Aristocrats (WDNC)
Kiddie Kapers (WAIR)	Killer Dillers (WSBT-WFAM)	Kitchen Barn Dance (WDZ)
Kiddie Karnival (WXYZ)	Kilocycle Kolumn (WSVA)	Kitchen Cavalcade, The (JVG)
Kiddie Klub (WSVA, KALB, WQAM)	Kilocycle Limited (WREN)	Kitchen Clinic (WSBT-WFAM)
Kiddie Kwiz (WAPO)	Kilocyclers, The KDYL (KDYL)	Kitchen Clock, The (KSTP)
Kiddie Matinee (KGVO)	Kilocycling on 1420 (WMAS)	Kitchen Close-Ups (CKBI, WCCO)
Kiddie Revue, Uncle Paul's (WNBH)	Kilowatt Hour (WTMJ)	Kitchen Club, The (CHNC)
Kiddie Show with Murray Allen, The Paramount (WORL)	Kilowatt Quarter Hour (WTMJ)*	Kitchen Cookoos (WTMV)
Kiddie Theatre (WWVA)	Kind Words (CJRC)	Kitchen Forum, The (WKBN)
Kiddie Theatre of the Air (WWCA, WWVA)	Kindergarten of the Air (WOMI)	Kitchen Gossipers (WGAL)*
Kiddies Answer Man, The (CFCF)	Kindly Philosopher (KFOX)	Kitchen Kapers (KLZ, WNEW, WOW, CJCA)
Kiddies Birthday Party (KICA)	Kindly Philosopher, Your (KVOO)	Kitchen Kinks (KFAM)
Kiddies Carnival (WMFJ)	Kindly Thoughts (WHAM)	Kitchen Klatsch (WEW)
Kiddies Corner (WMBG)	King Arthur, The Swing King of the Organ	Kitchen Klatter (KFNF)
Kiddies Hour (KVGB)	King Arthur and the Knights of the Round Table (FTRD)	Kitchen Clinic (WFEM)
Kiddies Karnival (WXYZ)	King Arthur's Court (WNEW, KYW)	Kitchen Klub, The WGRC (WGRC)
Kiddies Klub, The KDKA (KDKA)	King Coal's Court (WCCO)	Kitchen Kolumns (WNBX)
Kiddies Klub, The WGRC (WGRC)	King Coal's Old Timers (CFCO)	Kitchen Kwiz (KGVO)
Kiddies Klub, Uncle Ken's (WDAY)	King Cole's Quarter Hour (WTMJ)	Kitchen Limited (WLTH)
Kiddies Crazy Kat Klub (KFIO)	King Cole's Melody Court (WHB)	Kitchen of the Air (WABY)*
Kiddies League, The WFAS (WFAS)	King Kole (WEVD)	Kitchen Party, The General Foods (WGY)*
Kiddies Matinee, The Paramount (KGNC)	King Kong (NBC)	Kitchen Philosophy (KFPY)
Kiddies on Parade (WMFJ, KROC, WIBC)	King Neptune Islanders (WPG)	Kitchen Quiz (WHK)
Kiddies Parade, The Park (WSAZ)	King of Hearts (WMAQ, WOV)	Kitchen Serenade (KFJB)
Kiddies Party, The Superior Dairies (WFOY)	King of the Keys (WGBI, WJAY)	Kitchen Topics (WSAU)
Kiddies Request Hour (KRNR)	King Solomon Meek (WBT)	Kitcheneer, The Scot Towel (WMC)
Kiddies' Review (KUOA)	King Street Kwiz Klass (WCSC)	Kitchenette (WIND)
Kiddies Revue (KIUL, WMBH)	Kings and Queens of Sport (WBS)	Kitchenette Revue, The (CKCK)
Kiddies Revue, The KLZ (KLZ)	King's Friendly Trio (WOAI)	Kitten Kapers (WROK)
Kiddies Safety Club (WAYX)	King's Men (KHSL)	Kittie Klub Kapers (WCOA)
Kiddies Show, The Paramount (WORL)	King's Men Quartette (SR)	Kitty Keene, Inc. (WBS)
Kiddies Sing Song (CJRM)	King's Messenger, The (CJRC)	Kitty Kelley (WHB)
Kiddies Train (KGA)	King's Music, The (WIL)	Kiwanis' Club Luncheon (KRMD)
Kiddin' the Komix (KFAM)	Kings of Harmony (KFNF)	Kiwanis Kapers (KDYL)
Kidding the Console (CJRC)	Kings of Swing (RRI)	Kla-Ha-Ya (KRKO)
Kiddo Klock (KIDO)	Kings of the Keyboard (WSBT, WFAM)	Kleaver Kiddies (KABR, KOY)
Kiddy's Dancing Class (WCAO)	Kings, Queens and Pawns (WNYC)	Klock, The KOOS (KOOS)
Kids Court (KOIL)	King's Swinglish, The (KMO)	Knickerbocker Knights (CBS)
Kids' Karnival (WIBX)	Kiro Louie's Time Klock Klub (KIRO)	Knickerbocker String Ensemble (WMCA)
Kids' Kennel Club (KFOR)	Kiss Me Again (WHK)	Knickerbockers (KGO-KPO)
Kids' Kilocycle Klub (KFPY)		Knighthood of Youth Radio Club (KSL)
		Knights of Gladness (CJCA)
		Knights of Rhythm (WHBF)
		Knock Knock (KPDN)

PROGRAM TITLES—Continued

Knot Hole Club (WSAI)	Know Your Library (KTUL)	Komic Klub of the Air (WSAI)
Knot Hole Gang (WRDW)	Know Your Merchants (WGRC)	Komiss Kwizz Kontest (WCFL)
Know Alberta Better (CJCA)	Know Your Michigan (WMBC)	Konsole Kapers (WCBS)
Know British Columbia Better (CKCD)	Know Your Neighbor (CKOC, WBOW)	Konsole Konsolations (KDKA)
Know Central Louisiana Better (KALB)	Know Your Neighbour (CKCK)	Kontest Kwiz, Koberlein's (KOTN)
Know Durham (WDNC)	Know Your News (WCBS)	Korner Kwiz (WHEC)
Know Florida (WFOY)	Know Your Opera (WBNX)	Kozy Korner (WBRC)
Know Knoxville (WNOX)	Know Your Public Schools (KNOW)	Kracker Comedy Kids (WMBR)
Know Our Schools (KWKH)	Know Your School (KPDN)	Krausmeyer and Cohen (WOWO)*
Know Thy Neighbor (CJCA, WATR)	Know Your Schools (KGNC, KLZ, KFPY, WLS)	Krazy Kapers, The KOIN (KOIN)
Know Ye! (WATR)	Know Your State (KFRC, WMBC)	Krazy Limericks (KGW)*
Know Your Artist (KONO)	Know Your Texas Public Schools (KGNC)	Kreiter Brothers, The (KRMC)
Know Your Authors (WCFL)	Know Your Town (WSAL)	Kremlin Art Quartette (WCLO)
Know Your Bible (KFUO, WIS)	Know Your University (KSTP)	Krime Klan (KOIL)
Know Your Child (WHA)	Know Your Washington (WOL)	Kringle Kurls (WTMV)
Know Your City (KFVS, WMBC, WSAI, WSGN, CFJC)	Know Yourself (WCFL)	Kriss Kross Klues (CKCL)
Know Your Clinton County (WMFF)	Knowing West Virginia Better (WMMN)	KSFO Goes to a Party (KSFO)
Know Your Constitution (WBT)	Knowledge College (WTAG)	Kuluva Kut-Ups (KCKN)
Know Your Dog (KFEQ)	Knuckling Down (WSB)	Kuluva Presents (KCKN)
Know Your Government (WBAL, WBT, WDAF, WHBF, WIBX)	Knutti's Keyboard Cut-Ups (WMMN)	Kurbstone Kollege (WHB)
Know Your High School (WHBF)	Koffee Klotch (KTUL)	Kurbstone Kollege, Keener's (KVWC)
Know Your History (WHB)	Koil Comments (KOIL)	Kurt and Klare (WGRC)
Know Your Job (WBBM)	Kollege Knowledge (KGVO)	Kurtesy Kitchen, KFBB's (KFBB)



La Marba Predicts Football (WSSW)	Ladder of Fame, The (WCBD)	Lady About Town (CJCA)
LeBoeuf Sketch Book (WBZ-A)	Ladies' Aid (KLZ)	Lady Be Good (WLW)
Le Roy Piano Lessons (WHB)	Ladies' Day (WLW)	Lady Beautiful, The (KLO)
Labor and the Nation (CBS)	Ladies' Digest, The (CHWK)	Lady Betty (WGY)*
Labor Flashes (WCFL)	Ladies First (WCCO)	Lady Beverwyck (WGY)
Labor Hour (WEVD)	Ladies Health Class (WEW)	Lady Called Anne, A (CFPL)
Labor on the Air (KYA)	Ladies in the News (NCBS)	Lady Esther Serenade (NBC)
Labor on the March (WEVD)	Ladies, Listen! (KONO)	Lady Fingers (WGY)
Labor Parade (WOL)	Ladies' Matinee (KFH)	Lady from Town Talk, The (WTAG)
Labor Speaker (WGRC)	Ladies Only (KMOX)	Lady in Blue (KMBC)
Labor Speaks (WRJN)	Ladies' Party, The (KTSA)	Lady in White, The (WJBC)
	Lady, The WWL (WWL)	Lady Joy (KMPC)

PROGRAM TITLES—Continued

- Lady, Lend an Ear (KLZ)  
 Lady Lillian Presents: A Woman's Adaptation of the Man on the Street Interview (WEEL)  
 Lady Lois Beauty Hour (WKZO)  
 Lady Luck (KOL)  
 Lady Next Door (KPIC, CHNS)  
 Lady of the House (KFBI, KMBC)  
 Lady of the Morning (KFSD, WTAM, KFNF)  
 Lady of the Night (CRS)  
 Lady of the Week (WPAY)  
 Lady Paish, Dietetics (CKWX)  
 Lady Philosopher, The (WCAO)\*  
 Lady Songs, The (KGW-KEX)  
 Lady Who Swings the Band (WPHR)  
 Lady with the Lute (WNEW)  
 Lady's Baritone (KGHI)  
 Lagniappe (WMAL)  
 Laff & Swing (NBC)  
 Lake City Safety (WLNH)  
 Lake Hiawatha Program (NBC)  
 Lake Region Brotherhood (WLNH)  
 Lakeside Melodies (CJRC)  
 Lamb and Lamb (WTJS)  
 Lamp Lightin' Time (KFJZ)  
 Lamp Post, The (KAWN)  
 Lamplight Time (CJAT)  
 Lamplighter, The (KFWB, KGMB, WNLG, CBL, CBY)  
 Lamplighters, The Lambert (CHNS)  
 Lamplighter's Program, The (KGNC)  
 Lamplighting Time (WHIS, WHO, WHCC)  
 Lamplit Hour (KGO-KPO, WTMJ)  
 Lamplite Time (KROC)  
 Land o' Dreams (CBS)  
 Land o' Memories (WLS)  
 Land of Beginning Again, The (WTAM)  
 Land of Cotton (WBZ-A)  
 Land of Enchantment (KRKD)  
 Land of Make Believe (CBS)  
 Land of Manana, The (WHBB)  
 Land of Our Fathers (WIBA)  
 Land of Romance (WOAI)  
 Land of Song (KIEV)  
 Land of the Sky on Parade (WWNC)  
 Land of Wonder & Fear (NBC)  
 Land, Sea and Air (WBXN)  
 Land We Live In, The (KMOX)\*  
 Lands We Love (KOBH)  
 Landscape Gardener, The (KFOX)  
 Landscape Gardening (NBC)  
 Landt Trio (NBC)  
 Landt Trio and White (NBC)  
 Lane Family, The (WJNO)  
 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)  
 Lapsus Linguae (WDWS)  
 Larned on Parade (KVG5)  
 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 Call for Breakfast (WNAX)  
 Last Call for Dinner (KFAB)  
 Last Minstrel, The (WMEX)  
 Last Minute News (KFH)  
 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, WMBC)  
 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, WGAN)  
 Late Riser's Programme, The (CKWX)  
 Late Risers' Sunday Morning Club (WCLO)  
 Latin American Rhythms (WRDW, CJGX)  
 Latin American Tempos (CJRC)  
 Latin Hour, The (KOB)  
 Latin Rhythm (KGO-KPO)  
 Latin Rhythms (WAAW)  
 Laugh a While (WRDW)  
 Laugh Clinic (KMOX)  
 Laugh Liner, the (WBBM)  
 Laugh Lobby (WCLE)  
 Laugh with Sid Pearl (KABC)  
 Laughin' at the Funnies (KWK)  
 Laughing at Laughs in the News (UP)  
 Laughing at the World (WOKO)  
 Laughs from Life (NCBS, KSO)  
 Laughter and Music (WTJS)  
 Laura Suarez, Brazilian Singer (NBC)  
 Laurentian Mountaineers, The (CHRC)  
 Laurier Rhythmakers, The (CKCH)  
 Lavander and Lunacy (WMCA)  
 Lavender and Lace (CJAT)  
 Lavender and Old Lace (CBS)  
 Law Beaters, The (WOR)\*  
 Law Enforcement (WLAC)  
 Law for the Layman (WCAE)  
 Law Forum, The (WSBT-WFAM)  
 Law in Everyday Life (KECA)  
 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 Liza Lee (KGFJ)  
 Lazy Rhapsodies (WORL)  
 Lazy Rhapsodies with Bob Perry (WORL)  
 Lazy Rhythm (CHAB)  
 Lazytime Tunes (KYOS)  
 Leading Lady, The (WTCN)  
 Leadoff Man, The (WSGN)  
 League of Insurance Women Talk (WINS)  
 League of Western Writers (KGO-KPO)  
 League of Women Voters (WHIO)  
 League of Women Voters Series (WAVE)  
 Learn the Words (WLW)  
 Learn to Dance with Charlotte Kingston (WSPR)

PROGRAM TITLES—Continued

- Learn to Live (KSFD)  
 Learning to Swim and  
 Keeping Fit (CBS)  
 Leaves from a Doctor's  
 Diary (WJJD)  
 Leaves from My Scrapbook  
 (WHDL)  
 Leaves in the Wind (KNX)  
 Lebehthal 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 (KEHJ)  
 Leesburg Salute (WFMD)  
 Lefty and Lucky (WOR)\*  
 Lefty Culpepper (WTMJ)  
 Legal Clinic of the Air  
 (WMAQ)\*  
 Legends Du Danube, Les  
 (KCCV)  
 Legends of Canada (CHRC)  
 Legends of Hawaii  
 (KGMB)  
 Legends of Palestine  
 (WLTH)  
 Legends of the Opera  
 (WLAW)  
 Legends of the Southwest  
 (KVOR)  
 Legion of Honor (KMBC)  
 Legion of the Lost (NBC)  
 Legislative Highlights  
 (WMCA)  
 Legislative Interviews  
 (KLZ)  
 Legislative Roundup  
 (WDNC)  
 Lei Vendors, The (CJRC)  
 Leibert Ensemble (NBC)  
 Leisure Gold (WINS)  
 Leisure Hour, The (WIP)  
 Leisure House (WDAE)  
 Lem Turner and Four Dons  
 (WHO)  
 Lemuel Hopkins (WMFG)  
 Lend a Hand (WNEW)\*  
 Lend an Ear (WATR)  
 Lenten Choir (CBS)  
 Lenten Meditations  
 (WMCA)  
 Lenten Program (WTAG)  
 Leo Kahn's Amateur Pro-  
 gram (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,  
 WWSW)  
 Lessons in Love (KFWB)  
 Lessons in Loveliness  
 (CBS)  
 Lessons in Swing (KTUL)  
 Lest We Forget (WWSW)  
 Lest You Forget (KARM)
- Lester Green's Tall Tales  
 (WTIC)  
 Lestonaites, The (KSD)  
 Let Freedom Ring (CBS)  
 Let Me Dream (CJCA)  
 Let There Be Music (CBS)  
 Let Yourself Go (WFBR)  
 Let's Act (CJRC)  
 Let's All Be Merry (CBL)  
 Let's All Go to the Music  
 Hall (CRCY)  
 Let's Be Friends (KFOR)  
 Let's Be Healthy (KGW-  
 KEX)  
 Let's Call It a Day  
 (WKBO)  
 Let's Chat Awhile (KLRA)  
 Let's Communicate (KSL)  
 Let's Compare Notes  
 (KMOX, KWK)  
 Let's Daily with Dorsey  
 (CJLS)  
 Let's Dance (CJCA,  
 WAGM, WKBO, WNOX,  
 WRDW, WSPA, WSIX,  
 MacG, CFCF, WCFL,  
 WBBG)  
 Let's Dance and Dream  
 (WGH)  
 Let's Dance Awhile (WTJS)  
 Let's Disagree (CFRB)  
 Let's Draw (WHA)  
 Let's Dream (WPAY)  
 Let's Face the Music  
 (WATL)  
 Let's Get a Touchdown  
 (WWSW)  
 Let's Get Acquainted  
 (KWG, WHIS, KGIR)  
 Let's Get Friendly  
 (WBT)\*  
 Let's Get Together  
 (CFGP, KROC)  
 Let's Get Up (KIEM)  
 Let's Go (WKBW)  
 Let's Go-a-Visiting (CKY)  
 Let's Go Backstage (WSAI)  
 Let's Go Calling (KDYL)  
 Let's Go Cowboy (KABC)  
 Let's Go Fishin' (WMBR)  
 Let's Go Fishing (WICA)  
 Let's Go Formal (CKCL)  
 Let's Go Hollywood  
 (KFWB, KHJ)\*  
 Let's Go Househunting  
 (WFMD)  
 Let's Go Pittsburgh  
 (WWSW)  
 Let's Go Places (KABC,  
 WBS, WEAU)  
 Let's Go Places and Do  
 Things (WHB)  
 Let's Go Shopping  
 (WAYX)  
 Let's Go Shopping with  
 Dorothy Lawrence  
 (KBST)  
 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 School (WGBI)  
 Let's Go to the Movies  
 (WDAF, WRVA)  
 Let's Go to Town (WTMV)  
 Let's Go to Work (WTIC)  
 Let's Go, Visit (WKY)  
 Let's Go Visiting (WHBF,  
 WAVE)  
 Let's Have a Party (KMPC)  
 Let's Have a Word To-  
 gether (WTOC)  
 Let's Have Lunch (WDOD)  
 Let's Hear from You  
 (WHJB)  
 Let's Join the Ladies  
 (WHAM)  
 Let's Listen (WSUN)  
 Let's Listen to Harris  
 (NBC)  
 Let's Listen Tonight  
 (KOIL)  
 Let's Look at a Book  
 (ROY)  
 Let's Look at a Star (CBL,  
 CBY)  
 Let's Look at Life (KWK)  
 Let's Look at the Inside  
 Page (WDRG)  
 Let's Look at the Paper  
 (CJIC)  
 Let's Pitch a Little Woo  
 (KPAB)  
 Let's Plan Our Garden  
 (WDOD)  
 Let's Play Bridge (CFRN,  
 WMIN)  
 Let's Play Games (WOR)  
 Let's Play House (KFAM)  
 Let's Pop the Question  
 (WFIL)  
 Let's Pretend (CBS)  
 Let's Read the Funnies  
 (WBCB, WKST)  
 Let's Remember (KFVS,  
 WFAA)  
 Let's Reminisce (WSVA)  
 Let's Share the Day  
 (KMPC, CKLW)  
 Let's Shuffle with Shaw  
 (CJLS)  
 Let's Sing (KFAB, WHAM)  
 Let's Sing Again (KFVD,  
 WWSW)  
 Let's Sing Together  
 (WOPI)  
 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 Books  
 (WSPR)  
 Let's Talk About Our  
 Neighbors (CJRC)  
 Let's Talk About Stars  
 (WAAT)  
 Let's Talk About the  
 Weather (WAPI)

PROGRAM TITLES—Continued

- Let's Talk It Over (KFJB, CJKL, KHQ, WBNY)  
 Let's Talk Music (KELO)  
 Let's Talk Politics (WHB)  
 Let's Talk Sports (KFYO)  
 Let's Talk Turkey! (KYOS)  
 Let's Tell Stories (WIND)  
 Let's Try Religion (WMCA)  
 Let's Visit (KNOW, WOR)  
 Let's Visit—Jerry Danzig and Dave Driscoll (WOR)  
 Let's Visit the Zoo (WPEN)  
 Let's Waltz (WHEB)  
 Let's Waltz Again (KQW)  
 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, WFLA)  
 Letting You In (WHN)\*  
 Levitov Ensemble (NBC)  
 Liar's Club (WDAF, WKZO, KYOS)  
 Libby, Ruth and Marty (WAVE)  
 Libby's Lyrics (WSGN)  
 Liberal Twins (WGRC)  
 Library Book Shelf (KANS)  
 Library Hour, The (KFRU)  
 Library in Miniature (KORE, KUJ)  
 Library of Congress Chamber Music Concerts (NBC)  
 Library of Congress Musicales (CBS)  
 Library of the Air (WMBR)  
 Library on Parade, The (WHEC)  
 Library Period (WOI)  
 Library Service (WOI)  
 Library Speaks, The (WEAU)  
 Library Story Time (KDON)  
 Library Taler (WSOC)  
 Lie Detective (WORL)  
 Lieder Singer, The (CBF, CBM)  
 Life and Love of Dr. Susan (CBS)  
 Life & Songs of Stephen Foster (NBC)  
 Life at Darlington (WRGA)  
 Life Begins at College (WFAS)  
 Life Begins at 8:40 (WMCA)  
 Life Begins at Sixteen (WSAR)  
 Life Building (KRE)  
 Life Can Be Beautiful (CBS, NBC)  
 Life in a Circus (CJRC)  
 Life Insurance Court (WBNX)  
 Life Insurance Facts (KFBI)  
 Life Is a Song (KMO)  
 Life of a Song, The (KSD)\*  
 Life of Mary Sothern (WLW)  
 Life of the Party (KNX, WBT)  
 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 Stories (WHK)  
 Life Studies (KROY)  
 Lifelong Learning (KMPC)  
 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, WBAL)  
 Light Opera Company, Worcester County (WTAG)  
 Light Opera Favorites (WHO)  
 Light Opera Gems (CBS)  
 Light Opera Hour (WBZ-A)  
 Lighted Window, The (WBNS, WEBR)  
 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)  
 Lillian Cornell (WENR)  
 Limehouse Nights (KGFJ)  
 Limerical Lyrics with Lora-lee (WBRY)  
 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 Living (KOME)  
 Lines for Love (WICC)  
 Linger Awhile (CFCF, WHAM, WEBR, WHK, WIBX)  
 Linger-a-While (WSAL)  
 Lingerin' Melodies (KGNO)  
 Link Looks at the News (WBTM)  
 Lions, Tigers & Their Master's Voice (NBC)  
 Liquor Authority Board Talks (NYBS)  
 Listen (KFRC, KFSD)  
 Listen and Learn (KFUC)  
 Listen Awhile (WCLE)  
 Listen Closely (WEBR)  
 Listen Detroit (WXYZ)  
 Listen In (KGMB)  
 Listen, Ladies (CRS, KGW-KEX)  
 Listen, the Music! (WRNL)  
 Listen to Alice (WNAC)  
 Listen to Nissen (WCSH)  
 Listen to the German Band (KFYO)  
 Listen to This (WWL)  
 Listen to Yourself (WIND, KTSM)  
 Listener, The (CKCL)  
 Listener-Inner (KFI)  
 Listener Listens, The (KWKH)  
 Listener Speaks, The (WLBZ, WOR, WVVVA, WHIO)  
 Listener's Choice, A (WHMA)  
 Listeners Club, The (KTSM, KTSM)  
 Listener's Digest, The (KIDO, KFUO)  
 Listener's Forecast (WSSW)  
 Listeners' League (KUMA)  
 Listeners' Letter Box (CJRM)  
 Listeners' Nightmare, The (WELI)  
 Listener's Scrapbook (WNEW)  
 Listener's Theatre (WICC)  
 Listenin' In (WVVA)  
 Listening Ear, The (WHAM)  
 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 Actors Club (KGW-KEX)  
 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)

PROGRAM TITLES—Continued

- Little Broadcasters (WACO)  
 Little Brown Book, The (WHP)  
 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)  
 Little Chapel of the Air (CJRM)  
 Little Choir (WLW)  
 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 Dramas of the Traffic Court (KGFJ)  
 Little Dutch Band, The (WBZ-WBZ-A)  
 Little Garden Series (NBC)  
 Little Gems for Little People (WRAC)  
 Little German Band (KRMC)  
 Little German Band, WBNY's (WBNY)  
 Little Grey Home (KGKO)  
 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 Denver (KLZ)  
 Little-Known Facts About Wel-Known Industries (WTAR)  
 Little Known Works of Great Composers (NBC)  
 Little Lady of Song—Leatha Lee (KWTO)  
 Little Lectures (WNBH)  
 Little Lessons in Living (KNEL)  
 Little Man (WOW)  
 Little Messenger (KFUO)  
 Little Miss Bab-O's Surprise Party (NBC)  
 Little Miss Happiness (WWSW)  
 Little Miss Manners (KFAM)  
 Little Miss Melody (WMSD)  
 Little Miss Modern (WGFC)  
 Little Miss Nobody from Everywhere (KGBX)  
 Little Mister Manny Roy (KITE)  
 Little Moments with Big People (WINS, NYBS)  
 Little Nell in Paducah (WMTD)  
 Little Night Music (CBS)  
 Little Old Church in the Valley (WEAU)  
 Little Old Fashion Music Box, The (WMSD)  
 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 (WGFC)  
 Little Red Chapel (KGGM)  
 Little Red Riding Hood (WCKY)  
 Little Red Schoolhouse, The (WIND, KMPC, KSD, WICC, WMBC, WWL)  
 Little Review, The (CBM)  
 Little Shaver, The (WMCA)  
 Little Show (KYA, WSAI)  
 Little Show, Fahey Brockman's (KOIN)  
 Little Show, Howard's (WGR)  
 Little Show of the Air (MWR)  
 Little Slam Review (KDKA)  
 Little Soldiers of Fortune (KVOD)  
 Little Stars (KLPM, CBW)  
 Little Stone Church on the Corner (KRBC)  
 Little Stories of Great Lives (WHA)  
 Little Story Bag (WOW)  
 Little Symphony (KYW)  
 Little Symphony, WOW's (WOW)  
 Little Symphony Orchestra (WOR)  
 Little Tea Shop (KWLK)  
 Little Theat-Air (KOIL)  
 Little Theat-Aire (WRNJ)  
 Little Theatre (WHBC, KWLK)  
 Little Theatre of Life (WMCA)  
 Little Theatre of Music (KLZ)  
 Little Theatre of the Air (WRJN, KNOW, WAPO)  
 Little Theatre of the Air, The (KFYO)  
 Little Theatre of the Air, The (KROY)  
 Little Theatre of the Air, The State College (KFYD)  
 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, WDAY)  
 Little Visits to the Great Musicians (CFRB)  
 Little White Church (WMBO, KXBY)  
 Little White House, The (WDAF)  
 Little Willie (WRR)  
 Little Woman, The (WHKC)  
 Live and Learn (KFVD, WBIG)  
 Live and Let Live (KFRC)  
 Live Wires (KIDW)  
 Lives at Stake (WOKO)  
 Lives Between the Lines (CBS)  
 Lives of Famous Composers (WCBD)  
 Lives of Great Americans (WOAI)  
 Lives of Great Men (NBC)  
 Lives of Stars (KFWB)  
 Lives of the Great (WGBI)  
 Lives of the Great Masters (KVOR)  
 Lives of the Saints (KTFI)  
 Lives of the Theatre (KGFJ)  
 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 History (CBS)  
 Living Messages (WHEB)  
 Living Music (WRGA)  
 Living Today (WAVE)  
 Living with Our Children (WWSW)  
 Lizbeth Ann (NBC)  
 Lloyd and Thelma (KGFF)  
 Lloyd Pantages Covers Hollywood (CBS)  
 Lobby Interviews (WKBN)  
 Lobby Loungers (KIDO, WCOA)  
 Local Happenings (CJCA)  
 Local News (KRNR)

PROGRAM TITLES—Continued

- Local News Service, Summers' (WAGM)  
 Local Poets (KCKN)  
 Local Police Reports (KFXD)  
 Local Social Calendar, The (KTAR) (KTAR)  
 Local Varieties (WIBC)  
 Loew Down on Hollywood (KFAS)  
 Log Cabin Boys (WORL)  
 Log Cabin Choir Practice (CKCA)  
 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, Sweetheart 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, WFAA)  
 Lone Star Ranger (CFRN)  
 Lone Star Rangers, The (IBS, WGRC, KGFJ)  
 Lone Star Troubadour (KGW-KEK)  
 Lone Wolf (CBS)  
 Lone Wolf Tribe (CBS)  
 Lonely Gondolier (KFH)  
 Lonely Philosopher (WVFW)  
 Lonely Traveler (NBC)  
 Lonely Troubadour (KWTO-KGBX, WHP)  
 Lonesome Cowboy (KQVB, WHBB, CHRC, KWJB)  
 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)  
 Long Beach Municipal Band (KGER)  
 Long du Danube, Le (CBM)  
 Long-Haired Swing Session, The (KELD)  
 Long Island Hour (WICC)\*  
 Long, Long Ago (CKCD)  
 Long Remember (WNOX)  
 Longhorn Guess Meal (KNOW)  
 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 Ahead with Asheville (WWNC)  
 Looking at Life (CBS)  
 Looking at the World (KGVO)  
 Looking Back (WHN)  
 Looking for a Bride (WEVD)\*  
 Looking for New Faces (WVVA)  
 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, KECA)  
 Loose Ends (KELD)  
 Lora Lane's Club Notes (KOL)  
 Lora Lee and The Prairie Pioneers (KMBC)  
 Lord Baltimore Ginger Boys (WFBR)  
 Lord Fitznoodle and Ole Swenson (KYA)  
 Lord Stuffingwell Tours America (KFH)  
 Lorenzo Jones (NBC)  
 Los Amigos (WLW)  
 Los Caballeros (WTMJ)  
 Los Espanalitos (WDAE)  
 Los Tocadores (WBAP)  
 Lost—a Dog (KTAT)  
 Lost & Found (KTSM)  
 Lost and Found (WHBB)  
 Lost and Found Bureau, The (WMCA, KIRO)  
 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)  
 Lotos Land (WOR)  
 Lotta Hotta (KGB)  
 Lotus Land (CBL, WJAY)  
 Lou Allen Lyrics (KTUL)  
 Lou and Ruth at Studio Organ (WHB)  
 Lou and Stan—with Comics for the Little Man (WJRD)  
 Louis Buch, Harpist (KFIZ)  
 Louis Rich Entertains (WCLE)  
 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 on a Budget (WBRC)  
 Love Racketeer, The (WOR)\*  
 Love Sit-Down Strike (WDAF)  
 Love Song Time (KBST)  
 Love Songs (WOR, WGN)  
 Love Songs & Waltzes (NBC)  
 Love Songs at Twilight by Rosemary (WHBB)  
 Love Stories of Opera Heroines (NBC)  
 Love Thy Neighbor (WTMV, KGBX, KMOX, KWTO)  
 Loveliness for You (WCPO)  
 Lovely Ladies (WAAF, WCAE, WCAU, KYW)  
 Lovely Lady (WBOW, KDFN, WNOX)  
 Lovely Lady Hour (KROY)  
 Lovely Melodies (WWSW)  
 Lovely to Look At (WAVE)  
 Love's Old Sweet Song (WBTM)  
 Lowell Thomas (NBC)  
 Luana (NBC)  
 Lucky (CHSJ)  
 Lucky Break (Mutual)\*  
 Lucky Dollar (WTNJ)  
 Lucky Doorbell (KOL)  
 Lucky Family, The (WBBC)  
 Lucky Girl (WGN)\*  
 Lucky Gypsy (WEAU)  
 Lucky Kids Program (CBS)  
 Lucky Melodies (KJBS)  
 Lucky Name Program (CFRN)  
 Lucky Seven (KGFJ, WNOX)  
 Lucky Seven, Daly's (KIEM)

PROGRAM TITLES—Continued

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|---|--|-------------------------------------|
| Lucky Smith (JVG)                           | Luncheon Dance Music (KPDN)                  | Luncheon Time Table (WNBC)          |
| Lucky Three (WHB)                           | Luncheon Dance Review (WJIM)                 | Luncheon Tunes (WBTM)               |
| Luke and Limber (KFEQ)                      | Luncheon Dance Revue (KFRO)                  | Luncheon Varieties (KOB)            |
| Lukins Family, The (KFH)                    | Luncheon DanSession (CJLS)                   | Luncheon Variety (WGPC)             |
| Lullaby Hour (WDAF)                         | Luncheon Five (NEC)                          | Luncheonette (WSM)                  |
| Lullaby Lady (WINS)*                        | Luncheon Hour, The (KGEZ) (KGEZ)             | Luncheonettes (WKOK)                |
| Lullaby Lagoon (CBL)                        | Luncheon Lyrics (KMBC, KPDN, WKRC, KLZ, WGH) | Lure of Desert (KIEV)               |
| Lullaby Land (KGVO)                         | Luncheon Matinee (WAVE)                      | Lure of the Topics (NBC)            |
| Lullaby Lane (KGVO)                         | Luncheon Melodies (KLZ, KABR)                | Lute 'n' Lem (WDEV)                 |
| Lullaby Time (WSIX, WSAY, WGY, WLS)         | Luncheon Musicale (KONO, WLAC)               | Lutheran Hour (KFUC)                |
| Lullabye (KGO-KPO)                          | Luncheon on the Terrace (WMIN)               | Lutina Quintet (WDRC)               |
| Lullabye Lane (CJOC)                        | Luncheon Rhythms (WJJD)                      | Lying Fishermen, Bob and Art (WBAP) |
| Lulu and Leander (WXYZ)                     | Luncheon Serenade (KTOK)                     | Lyle and Milan (KFAB)               |
| Lum and Abner (NBC)                         | Luncheon Serenaders (KTOK)                   | Lynchburg Marbles Tournament (WLVA) |
| Lumberjack (WSAU)                           | Luncheon Song Review (WJR)                   | Lynn Sheeley Hour, The (WOPI)       |
| Lumberjack, The Wausau (WSAU)               | Luncheon Swing (WGRC)                        | Lyon Family, The (WLS)*             |
| Lumberjack Boosters (KWLK)                  | Luncheon Threesome (WBZ-A)                   | Lyric Lady, The (WFAA)              |
| Lumberjacks, The (WCAE)                     |  | Lyrical Moods (WSM)                 |
| Luncheon Club (WEW, WWVA)                   |  | Lyric Serenade (CBS)                |
| Luncheon Club of the Air (KFRO, WPIC, WGAN) |  | Lyric Trio (CBS)                    |
| Luncheon Club Revue (WHB)                   |  | Lyrical Adventures (WGAR)           |
| Luncheon Concert (KGO-KPO)                  |  | Lyrical Ladies (WSBT-WFAM)          |
| Luncheon Dance Melodies (WEBQ)              |  | Lyrical Lassie (KWTO-KGBX)          |
|   |  | Lyrical Lymeric (KYOS)              |
|   |  | Lyrics (WHBF)                       |

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|--|---------------------------------------|--|
| M-1 Reporter, The (WORL)                 | Made in America Club (WBAL)           | Magazine Man, The (KGB, KHJ)                           |
| M-1 Safety Squad, The (WORL)             | Madeline Meredith (WSAZ)              | Magazine of the Air (KFUO, WWJ, WCAE, WRJN, WAAW, WOR) |
| Ma and Pa (WEEL)                         | Madhouse Rhythms (KSFO)               | Magazine of the Air, The (KMBC) (KMBC)                 |
| Ma Brown's Patch Quilt (WGN)*            | Madison Ensemble (CBS)                | Magazine of the Air, The (KOB) (KOB)                   |
| Ma Frasier's Boarding House (WGY)        | Madison Singers (CBS)                 | Magazine of the Air, The Modern Screen (KNX)*          |
| Ma Perkins (WBS)                         | Madison String Ensemble (CBS)         | Magee's Sports Review (KFOR)                           |
| Mac and His Three-Piece Orchestra (KOOS) | Madman's Soliloquy (WWL)              | Maggio del Aria (WHOM)                                 |
| Mac Anikal (KVOX)                        | Madrigal Singers (FTRD)               | Magic Baton (KOL)                                      |
| Macaroni Mac (KGBX)                      | Maestros of Modern Rhythm (CJRC)      | Magic Box at Half After Five, The (WBZ-A)              |
| Machine Age Housekeeping (CBS)           | Maestros of Modern Music (CJRC)       | Magic Carpet (KGMB, KGW-KEX, KSUB)                     |
| Mack at the Keyboard (KIUL)              | Maestros on Parade (KANS, WLNH, CHAB) | WMC, CKCL, KGVO)                                       |
| Macy and Her Man (WLW)                   | Magasin General, Le (CBF)             | Magic Carpet Club (WJBC)                               |
| Mad Cargo (KGO-KPO)                      | Magawunkapog Centre (WICC)            | Magic Carpet Melodies (KTUL)                           |
| Mad Hatterfields, The (WLW)              | Magazine, The Mobil (KHJ)*            | Magic Carpet of the Air (WFIL)                         |
| Madame Courageous (NBC)                  | Magazine Briefs (CFRN)                | Magic City Melodies (KTUL, WBRC)                       |
| Madame Speak Up (CJCL)                   | Magazine Digest (KRNT)                |  |
| Madame Sylvia—Ry-Krisp (NBC)             |                                       |  |
| Madcap Matinee (WWSW)                    |                                       |  |
| Maddox Bros. (KGDM)                      |                                       |  |



PROGRAM TITLES—Continued

- Magic City Revels (WBRC)  
 Magic City Varieties (WDEJ)  
 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 Harmonies (WOR)  
 Magic Hour (KNEL, KGO-KPO, KJBS)  
 Magic in the Air (WTAD)  
 Magic Island (WMPFJ-RRJ)  
 Magic Ivories by Ed King (KGHI)  
 Magic Key (NBC)  
 Magic Keyboard, The (WCBS)  
 Magic Keys (KCRJ)  
 Magic Kitchen (WCOP, WMBH, WMT, KMOX, 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)  
 Magician of Menlo Park (WLW)  
 Magnavox Symphonic Concert (WQXR)  
 Magnolia and Sunflower (WGY)  
 Magnolia Blossoms (WSM)  
 Magnolia Lane (KGFJ)  
 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)  
 Mailbag Program (WRNL)  
 Mail Bag Request Program (KCRJ)  
 Mail Box, The (KFVS, WDEV)  
 Mailman, The (KMBC)  
 Main Street (WWVA)  
 Main Street Crusader (WCHI)\*  
 Main Street Opinions (WADC)  
 Main Street Parade (WHO)  
 Main Street Sketches (WOR)  
 Maine Historical Sketches (WCSH)  
 Maison Hantee, La (CKCV)  
 Maitres de la Musique, Les (CBF, CBM)  
 Majesty of Song (WTCN)  
 Majalik Merry-Go-Round (WDWS)  
 Majik Square (KRLD)  
 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)  
 Major Quigley (WEBC)  
 Make Believe (WROK)  
 Make Believe Ballroom (KFAC, WNEW, WMBH, KLZ, KMTR)  
 Make Believe Ball Room of the Air (KPAB)  
 Make Believe Danceland (WCFL)  
 Make Believe Follies (WCAU)  
 Make Believe Night Club (WCFL)  
 Make Harrisburg Beautiful (WKBO)  
 Make Mine Music (CBL, CBY)  
 Make Up Your Mind (WMCA)\*  
 Makers of Dreams (KFYO)  
 Makers of Men (WMCA)  
 Makin's Melody Mixers (WKY)  
 Making Headlines (WELL)  
 Making Democracy Work (WLW)
- Making Over Mother (CBS)  
 Making the Deadline (WBBM)  
 Making the Movies (NBC)  
 Malcolm Claire (NBC)  
 Male and Female (WEEI)  
 Mama that Ban's Here Again (KPAB)  
 Mama's Little Helper (WSYR)  
 Mammoth Carolina Jam-boree (WBIG)  
 Mammoth Melody Maid (KGFJ)  
 Mamma'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, KELA, WEEI, WMPFJ)  
 Man About Town, The Douglas (NBC)  
 Man Among Men, A (WDRG)  
 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, NYBS)  
 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 Farm, The (KITE)  
 Man from the South, The (NBC)  
 Man in the Barn, The (WHN)\*  
 Man in the Front Row, The (CBS)  
 Man in the Grandstand (WIRE)  
 Man in the Hall (KMOX, WSAD)  
 Man in the Lobby, The (KIDO, WCOP, KRBC, WIP)  
 Man in the Lobby Speaks His Mind, The (WCHV)  
 Man in the Moon (WLW)  
 Man in the Sheet (KTHS)  
 Man in the Stands (KWK, KTAT)  
 Man in the Store (WHLS)  
 Man in the Street, The (KXRO, WBNX)

PROGRAM TITLES—Continued

- 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 Mars (WLW)  
 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, WAPI)  
 Man of the World (KYA)  
 Man of Your Heart (WHN)  
 Man on Skates (WGIL, WSAI)  
 Man-on-Street (WSMB)  
 Man on the Boat (KFBK)  
 Man on the Campus (WCAD, WLBC)  
 Man on the Farm (WLS)  
 Man on the Mezzanine (KTSA)  
 Man on the Midway (CFRN)  
 Man on the Street, The (KOL, WTAG, KFVD, WSMK, WSAU, WDEV, WHBB, WMED, KFWB, WJBY, WJEL, KHQ, WROK, KFAB, WBBM, KOCA, KXBY, WDBO, WTNJ, WKZO, KFAC, KRMC, KXRO, WDAY, WLAC, WTAG)  
 Man on the Street, Schewel's (WBIM)  
 Man on the Street, The Dutch Treat (WKZO)  
 Man on the Street Broadcasts (CKWX)  
 Man on the Telephone, The (KFI, KECA)  
 Man on the Train (WDZ)  
 Man on the Warehouse Floor (WEED)  
 Man to Man News (WBRC)  
 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)  
 Man You Know, The (KCKN)  
 Mandollers, The (CJRM)  
 Manhattan After Dark (NBC)  
 Manhattan Choir (CBS)  
 Manhattan Guardsmen (NBC)  
 Manhattan Male Chorus (CBS)
- Manhattan Matinee (WRUF, WOR)  
 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)  
 Mannikin (KTHS)  
 Man's Best Friend (WCHS)  
 Man's Fight to Live (WSM, WLAC)  
 Man's Questions and God's Answers (KFUC)  
 Man's Songs, A (CFRN)  
 Man's Thoughts and a Pipe Organ, A (WELI)  
 Mansions of Dreams (WHO)  
 Manuel and his Rancheros (KIUL)  
 Manuel and Williamson Harpsichord Ensemble (NBC)  
 Manuscript Club (KGFJ)  
 Many Happy Returns (WNBH)  
 Many Happy Returns of the Day (WDAY, WRDO)  
 Many Voices (KSRO)  
 Marandy Program (WFLA)  
 March of Entertainment (KMED)  
 March of Events (WMCA)  
 March of Fashions (KOMA)  
 March of Feet, The (WMFF)  
 March of Food (WLNH)  
 March of Games (CBS)  
 March of Health, The (WEED)  
 March of Labor (WEVD)\*  
 March of Minnesota, The (WCCO)  
 March of Movieland (KTKC)  
 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 News (KGFJ)  
 March of the States (KXBY)  
 March of Time (CBS)  
 March of Transportation (NBC)  
 March of Youth (WTMV)  
 March Parade (WISN)  
 March Review (WHDF)
- March Through Life (NBC)  
 Marching Along (WBOW, WHB)  
 Marching Melodies (CKBI)  
 Marching Through (KGO-KPO)  
 Mardi Gras (CBS)  
 Marek Family (WGES)  
 Margaret Carpenters (KFIZ)  
 Margaret Kennedy Interviewers (CJRC)  
 Margaret Lawrence, The Life Story of (KMBC)  
 Margaret Livingstone at the Piano (WFAS)  
 Marge, the Shopper (WGAR)  
 Margie, the Steno (NBC)  
 Margot Manners (KSL)  
 Margot of Castlewood (WLS)\*  
 Marguerite Menselle and Her Harp (KVOO)  
 Maria Tom Presents— (WJDX)  
 Marie Davenport (WBT)  
 Marimba Melodies (KFRO)  
 Marimba Moods (WEAU)  
 Marimba Rhythms (WKST)  
 Marine Trio (WPG)  
 Marnes Tell It to You (KHJ)\*  
 Marion and Reggie (RRI)  
 Marion Talley, Ry-Krisp Presents (NBC)  
 Marionette Symphony (WWJ)  
 Marionettes (NBC)  
 Marionettes, The Fitzgerald (CJRC)  
 Maritime Parade, The (CFCY)  
 Maritimers, The (CKMO)  
 Marjorie Mills' New England Kitchen of the Air, (WEEL)  
 Mark Time (KIDW)  
 Market and Halsey St. Playhouse (WOR)  
 Market Basket, The (WGY, KANS)  
 Market Basket of the Air (WOMT)  
 Market Basket Program, The (KYOS)  
 Market Basket Review (WGY, KHUB, WICC, WMIN)  
 Market Men (WAAT)  
 Market Place of the Multitude (WTHT)  
 Market Review (KGNC)  
 Market Spotlight News (KTUL)  
 Market Square (WFLA)  
 Market with Mabel (KMPC)  
 Marketeers, The (NBC)  
 Markets (KGEZ)  
 Marking Your Ballot (WKBN)

PROGRAM TITLES—Continued

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 Ro-  
 mances (WGN)  
 Marriage Proposals  
 (WMCA)  
 Married Melodists (WGY)\*  
 Marselm's Popular Concert  
 (WTCN)  
 Marshall Family (KMOX)  
 Marshall Mavericks  
 (KGO-KPO)  
 Marston of the Mounted  
 (CKCD)  
 Mart Reporter, The  
 (WTAG)  
 Martha and Her Playboys  
 (WGY)  
 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)  
 Marthy & Elmer (WCFL)  
 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 Bob's True  
 Stories (NBC)  
 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 Buyer and Jack  
 (WINS)  
 Mary Dixon (WEBR)  
 Mary Hale Martin's House-  
 hold Period (NBC)  
 Mary Kitchen (MacG)  
 Mary Lee, Your Shopper  
 (WEBC)  
 Mary Lou Morris (WPHR)  
 Mary of the Movies  
 (KFAC)\*  
 Mary Faxton (WSAI)  
 Mary Rogers (KWK)  
 Mary Ross' Kitchen  
 (KLPN)  
 Mary Tucker's Smiles  
 (WFAA)

Maryland Inter-Collegiate  
 Debate (WCMB)  
 Maryland State News  
 (WFBR)  
 Marilyn and Her Merry  
 Men (WBNS)  
 Masculine Modes (KTHS)  
 Masked Cavallero (WJSV)  
 Masson and Dixon (WMCA)  
 Masquerade (WFAA)  
 Masquerader (CJRC)  
 Mass Singers (KSRO)  
 Massachusetts Federation  
 of Music Clubs (WORL)  
 Massachusetts State  
 Federation of Woman's  
 Clubs (WORL)  
 Massachusetts There She  
 Stands (WEEL)  
 Massie Ann, Sage of Sod-  
 town (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 Musicians (WOR)  
 Master of Mystery Story  
 (WAAB)\*  
 Master Pieces (KGO-KPO)  
 Master Singers (KFAB,  
 WHK)  
 Master Singing Canaries  
 (WMAQ)  
 Master Violins (CBS)  
 Master Works (WOI)  
 Mastering the Ceremonies  
 (CKY)  
 Masterpieces in Music  
 (KALE)  
 Masterpieces of Melody  
 (KECA)\*  
 Masters, The (KXBY)  
 Master's Men, The (KTAT)  
 Master's Music Room  
 (WMBC, WJBK)  
 Masters of Classics  
 (WTMJ)  
 Masters of Literature  
 (KDON)  
 Masters of Melody (WRUF,  
 WAVE)  
 Masters of Rhythm  
 (WTMJ)  
 Masters of Science (WGN)  
 Masterwork Hour (WNYC)  
 Matching Jobs and Men  
 (KFEQ)  
 Matching Men and Jobs  
 (WMBH)  
 Matching Minds (WBAL)  
 Maternity Discussions  
 (KECA)  
 Matinade, The Lustre Boys'  
 (WMEX)  
 Matinee (KMBC)  
 Matinee, Ruth Chilton's  
 (WSYR)

Matinee, The KOOS  
 (KOOS)  
 Matinee Club (WHJB)  
 Matinee Dance (KVOD)  
 Matinee Dance Party  
 (WSGN)  
 Matinee Dance Time  
 (WCLE)  
 Matinee Ensemble (WDAF)  
 Matinee Frolic (WINS)  
 Matinee Gems (NBC)  
 Matinee Hour (KGO-KPO)  
 Matinee Hour, Kate Smith's  
 (CBS)  
 Matinee Idols (KEHE)  
 Matinee in Manhattan  
 (CBS)  
 Matinee in Rhythm  
 (WBEN)  
 Matinee Manor (KOL)  
 Matinee Melodies (WBZ-A,  
 WIL, KGVO, WEBQ,  
 WMBD, WELI, WJIM)  
 Matinee Memories (WHK,  
 WRUF)  
 Matinee Musical (WCAZ)  
 Matinee Musicale (KSL,  
 WRUF, WDBO, KRE,  
 WIBC, WMEX)  
 Matinee Musicale Excel  
 (CKAC)  
 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 Promenade  
 (WEEL)  
 Matinee Serenade (KTAT)  
 Matinee Swing (KPAP)  
 Matinee Varieties (WIRE,  
 WFIL, WIND)  
 Matrimonial Bureau  
 (KMBC)  
 Matrimonial Club of the  
 Air (KFRO)  
 Matrimonial Marathon  
 (KGO-KPO)  
 Matt Clemens, the Melody  
 Master (NBC)  
 Matters Musical (WHAM)  
 Matters of Modern Mar-  
 riage (WCAU)  
 Matters of Moment to  
 Young Men (NBC)  
 Mattinta (NBC)  
 Maud & Cousin Bill (NBC)  
 Maureen of Merritt Crest  
 (KFRO)  
 Mauri Hawaiians (WAPO)  
 Maurine, the Millinery  
 Mannequin (WEEL)  
 Maverick Jim (WOR)\*  
 Maw'nin', Folks (WHBQ)  
 Maxine at the Orgatron  
 (WFLA)  
 Maxine's Piano Sketches  
 (WFLA)

PROGRAM TITLES—Continued

- May I Have the Floor? (KFUO)  
 May I Suggest (WHO)  
 May Madison (WCAO)  
 May We Introduce? (WATR)  
 May We Present? (CFCF)  
 Mayfair Melodies (CBS)  
 Mayfair Singers (CBS)  
 Mayor of Melody (WMAL)  
 Mayor Reports, The (WQAM)  
 Maytime (WINS, NYBS)  
 Maytime Salute (WKY)  
 Me and Mike (WGR)\*  
 Me and My Dad (WLTH)  
 Me and My Job (WFBL)  
 Me and My Shadow (KGW-KEX)  
 Meadowbrook Meditation (WLAW)  
 Meat of the Meal (WCLE)  
 Meddlers Club (WCSH)\*  
 Medical Debunker, The (WCPO)  
 Medical Information (WGRC)  
 Medical Notes (WSYR)  
 Medicine Man (WEBC)  
 Medicine Show (KGO-KPO)  
 Meditation (KSAC, WCBS, (WVVA, WJR, CFAC, KMOX, WCKY, WWSW)  
 Meditation Hour (CJOC, WBT, WHK)  
 Meditation in Psalms (WMCA)  
 Meditation Moments (WQAM, WCBD)  
 Meditation Period (WMFD)  
 Meditations (KUAO, WJR, WOV, WSYR)  
 Meditations, Meadowbrook (WLAW)  
 Meditations in Melody (KTUL)  
 Mediterranean Hour (WGES)  
 Mediterraneans, The (KSD)  
 Meet Mr. Wise (WIBX)  
 Meet Mr. Wismer (WJR)  
 Meet Missus Janesville (WCLO)  
 Meet Our Guests (WCAD)  
 Meet My Musicians (WIP)  
 Meet Myrene (WCBS)  
 Meet the Bride (WMRO)  
 Meet Some People (KHJ)  
 Meet the Announcer (KIRO)  
 Meet the Artist (CBS)  
 Meet the Author (KMPC, WEEL, WLW)  
 Meet the Champ (CBS)  
 Meet the Clubwomen (WGR)  
 Meet the Comics (WGR)  
 Meet the Composer (KARK)  
 Meet the Editor (KIRO)  
 Meet the Exporters (KFDM)  
 Meet the Family (WORL)  
 Meet the Folks (WFAA, WLS, WCBS, WCFL)  
 Meet the Girl Friends (KGO-KPO)  
 Meet the Inventor (KFWB)  
 Meet the Ladies (WCLE)  
 Meet the Lady (KNOW)  
 Meet the Leader (WEED)  
 Meet the Maestro (WIBU, WRNL)  
 Meet the Merchant (WCBS)  
 Meet the Minnesota (WEBC)  
 Meet the Missus (WBBM, WJR, WJAS)  
 Meet the Motorist (WWSW)  
 Meet the New Hans Anderson (NBC)  
 Meet the Orchestra (WVVA, KGO-KPO)  
 Meet the Princess (KFRC)  
 Meet the Professor (WHAM, WHDL)  
 Meet the Song Writer (NBC)  
 Meet the Staff (WPTF)  
 Meet the Stars (WEEL, KTAT)  
 Meet the Visitor (KTAT, KSAL)  
 Meet Your Announcer (KWKH)  
 Meet Your Favorites (WPHR)  
 Meet Your Neighbor (KGO, WEBC, KFPY, KOH, KQV, WDAY)  
 Meet Yourself (WIP, WPEN)  
 Meeting at the Crossroads (WSYR)  
 Meeting Comes to Order (WMIN)  
 Meeting of the Music Makers (WRDW, WRGA)  
 Meisinger Radio Club (KSLM)  
 Meistersingers, The (WLAW)  
 Melange in Melody (WBAP)  
 Meli-Melo (CJBR)  
 Meller Drammer (WGRC)  
 Meller Drammers (WHN)  
 Mello Cello (WTMJ)  
 Mello Melodies (WFEM)  
 Mellow Console Moments (WIL)  
 Mellow Mandoliers (WESG)  
 Mellow Melodies (NBC)  
 Mellow Memories (KOMA)  
 Mellow Moments (CBS)  
 Mellow Moods (KDYL)  
 Mellow Time (KMOX)  
 Mellowed Songs (CFRN)  
 Melly-drama (WNEW)  
 Melo-Clarions (NBC)  
 Melodee Canary Concert (WDAF)  
 Melodeers, The (KOL)  
 Melodeers, The Gulden (NBC)  
 Melo-Defrosters (WESG)  
 Melodettes, The (KRKO, WERC, WHBF)  
 Melodi-Men (WOW)  
 Melodiana (KGO-KPO, WRUF)  
 Melodians (KALB)  
 Melodic Cameos (WRC)  
 Melodic Casements (WLAW)  
 Melodic Contrasts (WJZ)\*  
 Melodic Echoes (WIP)  
 Melodic Ensemble (WBZ-A)  
 Melodic Fancies (WCAJ)  
 Melodic Gems (WOMT)  
 Melodic Gold (KHQ)  
 Melodic Impromptu (CFCF)  
 Melodic Interlude (WDNC, WSWA)  
 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, KYOS)  
 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, W TIC)  
 Melodic Styles (CKCL)  
 Melodic Teasers (KVEC)  
 Melodic Time (WBBM)  
 Melodic Contrasts (KFRO)  
 Melodie Gems (KFRO)  
 Melodiers, The (WSAU)  
 Melodies, The Enna Jettick (NBC)  
 Melodies All for You (KDB)  
 Melodies and Memories (CBS)  
 Melodies Antique (WTAM)  
 Melodies at Eventide (WGY, WHP, WHDL)  
 Melodies by Maryland (KOMA)  
 Melodies by Moonlight (KSL)  
 Melodies de France (NBC)  
 Melodies et Chansons (CJBR)  
 Melodies for Madam (WHB)  
 Melodies for Moderns (KDON)

PROGRAM TITLES—Continued

Melodies for Two (WAAW)	Melodious Melodies (KGVO, CKCA)	Melody in Rhyme (WTAM)
Melodies from Aladdin's Magic Lamp (KGVO)	Melodious Moments (KHQ)	Melody in Song and Story (WRVA)
Melodies from Home (WHAS)	Melodious Rhapsodies (CJRM)	Melody in Spring (CJCA)
Melodies from Painterville (WHB)	Melodoscope (WMCA, WOR)	Melody in Three-Quarter Time (WBIL, KGW-KEX)
Melodies from the Family Album (WHP)	Melodreams (WHN)	Melody Jamboree (WVFW)
Melodies from the Sky (WGN, WHJB, WROK, WGPC, WHBB)	Melody (KHJ)	Melody Kitchen (WDNC)
Melodies in Song (WRUF)	Melody Album, The (KRE, WFTC, WLAC)	Melody Lady, The (WGRC)
Melodies in the Modern Manner (WSAY)	Melody and Harmony (CJRC)	Melody Land (WBZ-A)
Melodies in the Morning (KFAM)	Melody and Madness (CBS)	Melody Lane (KGO-KPO, CBL, CJCA, KRNR, KABC, WPHR, KMBC, KFEQ, WBZ-A, CKCD)
Melodies in the Rain (WBR)	Melody and Mystery (WPTF)	Melody Lane of the Air (WMBH)
Melodies l'Argentine (KGVO)	Melody and Rhyme (WTAM)	Melody Limited (KFRO)
Melodies Moderne (WHAS)	Melody and Rhythm (WJR, KFVS)	Melody Lingers On (CKLW, KGO-KPO)
Melodies of Home (WHAS)	Melody and Romance (WMBH)	Melody Madcaps (CBS)
Melodies of Manhattan (KMOX)	Melody and Verse (CJRM, CKSO)	Melody Madness (CFCH, WPAV)
Melodies of Prague (WGAR)	Melody at Bat (NBC)	Melody Magazine (KDB)
Melodies of Romance (WIND)	Melody at Seven (CKCW)	Melody Magic (WDNC, WGAR)
Melodies of the Moment (KRBC, WORL)	Melody Bakers (KDYL)	Melody Maids (KGNC, WMB, KSAL)
Melodies of the Music Masters (CFRN, CJRC)	Melody Bakers, The Butternut (KGNC)	Melody Maker, The (KMB)
Melodies of the Night (WIL)	Melody Boulevard (KGMB)	Melody Makers, The (WCHS)
Melodies of the South (KFIO)	Melody Boys (WBZ-A, WCHV, WMBC, WPTF)	Melody Makers with Bob Stacks, The (KGI)
Melodies of the Southland (WEAU)	Melody Canary Concert (WMCA)	Melody Man (WFIL, KGW-KEX, WOR)
Melodies of Yesterday (WBBM, KFAB)	Melody Caravan (WROL)	Melody Man, The O'Cedar (NBC)
Melodies of Yesteryear (WRUF, CFCF)	Melody Carnival (WCBS)	Melody Manor (WEMP, WWVA)
Melodies on Velvet (WBR)	Melody Cascade of Song (CJCA)	Melody Marches On! (KARK)
Melodies Organistic (KSFO)	Melody Chest (CBS)	Melody Market, Paul's (CKTB)
Melodies out of the Past (WNBZ)	Melody Clinic (WSVA)	Melody Mart (KPAB)
Melodies out of the Sky (WKY)	Melody Clock (WMBO)	Melody Masquerade (KGO-KPO)
Melodies Populaires (CJBR)	Melody Cruise (WTAM, WBBM, KSFO, WGAR, KFEQ, WBZ-A, CKCD, CFRB, KTAR)	Melody Master (KOA, WFBM, KLZ)
Melodies Soft and Sweet (WKBZ)	Melody Express (WIP, WMAS, WBRE)	Melody Masterpieces (CBS)
Melodies Sweet and Lovely (KALB)	Melody Factory (WCAX)	Melody Masters (WSAU, KOB)
Melodies That Endure (WJJD)	Melody Farm (WAGA)	Melody Matinee (KGO-KPO, WCCO, KOY, WMB, WOV)
Melodies That Linger (KTKC, WJMS)	Melody Favorites (WKZO)	Melody Medley (WIL)
Melodies That Linger On (WHN)	Melody for Milady (KGW, KEX)	Melody Melange (KDYL, WEST)
Melodies That Never Grow Old (WHB)	Melody for Readers (WLBC)	Melody Memotrs (KGW-KEX)
Melodies Under Blue Skies (WBR)	Melody for Two (WQAM)	Melody Memories (WIRE, WDZ)
Melodies We Love (CHRC)	Melody Garden (KDYL)	Melody Memory Contest (WSAR)
Melodies with Margie (KOMA)	Melody Gift Shop (WEAN)	Melody Men, The (CBW, KLZ, WJAY, WNOX)
Melodigram (WINS)	Melody Graphic (CBS)	Melody Merchandise Parade (KTUL)
Melodious Measures (WKRC)	Melody Grove (WLW)	Melody Merry-Go-Round (WJBO-WWSW)
	Melody Harbor (WEBC)	Melody Mike and His Mountaineers (WHB)
	Melody Headlines (WCL)	
	Melody Highway (WXYZ)	
	Melody Home (KRSC, KMO)	
	Melody Hostess, Your (WHAI)	
	Melody Hour (NBC)	
	Melody Hour, The Zerbst (KFEQ)	
	Melody House, The (WSPR)	

PROGRAM TITLES—Continued

- Melody Milkman, The (WGY)\*  
 Melody Mill (KGMB)  
 Melody Miniature (WMBD)  
 Melody Mirror (WMEX)  
 Melody Mixers (KGO-KPO, WGST)  
 Melody Moderne (KVEC)  
 Melody Moments (WMBO, KPAB)  
 Melody Moods (WGAR, KSD, WTBO, CJCA)  
 Melody Mosaic (WHO, WTBO)  
 Melody Muse (KHJ)  
 Melody Musings (CBS)  
 Melody Musketeers (NBC)  
 Melody Night-Cap (WMCA)  
 Melody Notes (WCCO)  
 Melody of Romance (NBC)  
 Melody of the Morning, The (KFYO)  
 Melody of Words (KPND)  
 Melody on Parade (WHEB, WBAP, WBEN)  
 Melody Palette (WOR)  
 Melody Parade (KGKY, WIL, KMA, WSAY, WSUN, WDAF, KHSL, WBZ-A, CKAC, CKKL, WHBC, WLS)  
 Melody Parade, Ward's (KDAL)  
 Melody Parade, The Pluto (WBS)  
 Melody Percolator (WMCA)  
 Melody, Poem and a Song (KGVO)  
 Melody Pot Pouri (KOMA)  
 Melody Previews (KNX)  
 Melody Puzzle Night (KLO)  
 Melody Puzzles (WOR)\*  
 Melody Quiz (WCKY)  
 Melody Quiz (WNBX)  
 Melody Ramblings (CBS)  
 Melody Range Finders (WAVE)  
 Melody Rendezvous (NBC)  
 Melody Review (KGO-KPO)  
 Melody Romance (WOV)  
 Melody Salute, Pilley's (KTRI)  
 Melody Serenade (KALE, KHQ)  
 Melody Series (WLWL)\*  
 Melody Shop, The (KGHI)  
 Melody Souvenirs (WFAX)  
 Melody Speaks (WMBC)  
 Melody Special (KTUL)  
 Melody Spinners (WOWO)  
 Melody Strings (WAAB)  
 Melody Sweethearts (WINS, WAAB, WNAC)  
 Melody Swingsters, The (CFLC)  
 Melody Theatre (KGIN)  
 Melody Three, The (WNAX)  
 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 Vignettes (KOB)  
 Melody Weavers (CBL, WCCO, WRJN, WBBM)  
 Melody Window (WTMJ)  
 Melody with Grace (WOV)  
 Melograin Orchestra (CKCD)  
 Melomanes, Les (CJBR)  
 Melomaniacs (CBS)  
 Melo-Rhythm (WOV)  
 Melotone Melodies (KWTN)  
 Melo-tones (WSYR)  
 Melting Pot, The (KAWM)  
 Melvin and Merciful (KOIN)  
 Melvin Cerventi (KGDM)  
 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, WLAC, WOR)  
 Memories and Melodies (WLS, WCFL)  
 Memories at Twilight (WBIG, WRUF)  
 Memories Bookshelf (WDEV)  
 Memories Garden (CBS)  
 Memories in Melody (CBS)  
 Memories in Miniature (KGO)  
 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, WDJZ)  
 Memories of Yesteryear (KOY, WTJS)  
 Memories of You (KMBC)  
 Memories That Endure (KOB, MacG)  
 Memory Baseball (KWKH, WSGN)  
 Memory Book, Your (WHB)  
 Memory Book of Melodies (CKSO)  
 Memory Bouquet (WLW)  
 Memory Chest (KHJ)  
 Memory Contest (KWTN, WDFD)  
 Memory Game, The (KSD)  
 Memory Garden (KSL, KFEL)  
 Memory Lane (CBL, KRGV, KVGB, KWKH, WEW, WFAS, WFBL, WKBO, WQDM, WRDW, WDAY, KGO-KPO, KVSO, WCBS, CJRN, WRNL, KFBB, KOIL, KSAI, WDAF, WKBN)  
 Memory Lane Trio (WFMD)  
 Memory Man, Johnson's (KGNC)  
 Memory Man, The (KGNC)  
 Memory Melodies (WJW, KSD, WAML, WABI, WAWZ, KABC, WWVA, WFMD, WLLH)  
 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 Theatre (KALE)  
 Memory Time (KFRO, WLAC)  
 Memory Time in Caroline (WFTC)  
 Memory-Timekeeper (KALE)  
 Memory Trio (WMSD)  
 Memory's Album (WFAM)  
 Memory's Concert Hall (WINS)  
 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 (WDRG)  
 Men and Supermen (KWJJ)  
 Men and Their Messages (WACO)  
 Men and Women Who Made History (WBEN)  
 Men at Work—The Story of the PWA (NBC)  
 Men behind the Classics (KFIZ)  
 Men behind the Mike (NBC)  
 Men Behind the Stars (CBS)  
 Men in the News (WHA, WAFI)  
 Men in Uniform (KOIL)  
 Men of Art (WHN)  
 Men of Daring (NBC)  
 Men of Destiny (WGN)  
 Men of Manhattan (CBS)

PROGRAM TITLES—Continued

Men of Maryland (WFBR)	Merchants Revue (KFIZ)	Message of the Flowers, The (WTIC)
Men of Melody (WHJB)	Merchants Service Bureau (WEBQ)	Messenger (WMCA)
Men of Music (WHB)	Mercury Dialogs (WHN)*	Messengers of Melody (CFCF)
Men of Note, Culp's (WHIO)	Mercury Theatre (CBS)*	Messiah, The (IBS)
Men of Notes (WEBC)	Meredith Sacred Hour (WRDW)	Meter Miser Quizzer (KFH)
Men of the Skylanes (WBNS)	Merely Anne (CKCL)	Metro Brass Quartet (WFMD)
Men of the West (KOA, WMAQ)	Meridian Moods (WOWO)	Metropolis (RRI)
Men of Tomorrow (WGBI, WCKY)	Meridian Music (WTAM)	Metropolitan Echoes (NBC)
Men of WOR (WOR)	Meridians (CBS)	Metropolitan Matinee (KDAL)
Men of Zest (WBBM)	Merly Personality Per- fumes (NBC)	Metropolitan Melodies (WJR)
Men on the March (CJOC)	Merric Melodies (WBRB)	Metropolitan on Parade (WRUF)
Men Over Forty (WCAM)	Merric Men of Windsor (WFMD)	Metropolitan Opera Audi- tions (NBC)
Men Who Have Achieved (KDYL)	Merrily Yours (WAAT)	Metropolitan Opera Guild (NBC)
Men Who Made America (NBC)	Merrimaids (WWJ)	Metropolitan Opera Series (NBC)
Men Who Made History (WMAQ)	Merrimen, Antkow's (WHEB)	Metropolitan Operas (NBC)
Men Who Make Melody (WWSW)	Merry Country Boys, The (CHNC)	Metropolitan Players (WDRG)
Men with Courage (WFBR)	Merry Gardens (WMAQ)	Metropolitan Skyline (CBL)
Men, Women and Songs (KWOS)	Merry Gentlemen (WMCA)	Metropolitan Travelogue (WMCA)
Mend Your Speech (WBAX)	Merry-Go-Round, The (KGMB, KXRO, WCPO, WFHR, WJR, CFGP, CJOC, CJRC, WSPA)	Metroplitans (KGO-KPO)
Mendelsohn's Organology (WBNS)	Merry-Go-Round, The Bolmgren (WTCN)	Mexican Marimba Orches- tra (NBC)
Mennen Men (NBC)	Merry-Go-Round, The Lin-X (WNAC)*	Mexican Minstrels (WHBQ)
Men's Corner, The (KVOR)	Merry-Go-Round, The Minnesota (KSTP)*	Mexican Musical Tours (NBC)
Men's School for Fashion (WSPR)	Merry-Go-Round, The Motor City (WXYZ)*	Mexican Players (WOAI)
Men's Shorts (KOB)	Merry-Go-Round, The WLS (WLS)	Mexican Serenade (WOAI)
Men's Style Talk (WSPA)	Merry-Go-Round, Damsky's (WVFW)	Meyer, the Buyer (CBS)
Men's Wear Revue, The (CBO)	Merry-Go-Round, Junior (WDAS)	Miami Daily News of the Air (WIOD)*
Mental Confusion (WMBC)	Merry-Go-Round, Senior (WDAS)	Michael Strange, Disease (NBC)
Mental Detective, The (CKMO)	Merry-Go-Round, Mike's Opportunity Program (KCMO)	Michigan Boulevardians (WBBM)
Mental Meanderings (WSBT-WFAM)	Merry Go Round of the Air (KOIN)	Michigan Junior Safety Club (WMBC)
Menu Club (CBS)	Merry-Go-Round-Up (WTMJ)	Michigan Radio Revival, The (WIBM)
Menu Mart (KTHS)	Merry Madcaps, The (WTIC)	Michigan Speaks (WJR)
Menus and Recipes, Sniders' (NBC)	Merry Makers (WFTC, KHJ, CJIC, WLW)	Mickey and His Music (KGO-KPO)
Merchandise Party (WBAX)	Merry Makers, The Beatty (CKCR)	Mickey Mouse Club (WBRC, WIS)
Merchandising Melodies (KGNO)	Merrymakers (WKY)	Mickey Mouse Theatre of the Air (NBC)
Merchant's Business Birth- day Parties (KGNF)	Merrymakers' Club (WGY)	Mickey of the Circus (CBS)
Merchants' Calendar (WCAM)	Merrymakers, Pinky Daw- son's (KRLD)	Microbots (CJRM)
Merchant's Clipper (WNLC)	Merry Marriage Mill, The (KMO)	Microbes and Mice (KMPC)
Merchant's Express (WWL)	Merry Melodies (CBS)	Micromancing (KYOS)
Merchant's Hour, The (WBAL)	Merry Men, The (KOL)	Micronews (WSBT- WFAM)
Merchants in Melody (WMCA)	Merry Minstrel Men (WGAL)*	Microphobians (KYA)
Merchants' Matinee Pro- gram (KFXR)	Merry Minstrels, The Molle (NBC)	Microphone Hi-lites (KMPC)
Merchants' News Review (KIUL)	Merry Mountaineers (WAAT)	Microphone in the Sky (WOR)
Merchants on Parade (WAIM)	Merry Music (KDKA)	Microphone on the Campus (WMIN)
Merchant's Parade (KCRJ, WAYX, WMFJ)	Merrytime Siesta (WRDW)	
Merchants' Review (KFIZ, WAGM)	Mess Hall Music (WAIM)	
	Message of Israel (NBC)	

PROGRAM TITLES—Continued

- Microphonians (WBZ-A)  
 Micropinions (KRNT)  
 Mid-Afternoon Madness (KWK)  
 Mid-Afternoon Matinee (KVOO)  
 Mid-Afternoon Music (KVOR)  
 Mid-afternoon Musicales (KGO-KPO)  
 Mid-afternoon Variety (WDOD)  
 Midday Devotional, The (WAPI, WSGN)  
 Mid-Day Frolic (KFRU)  
 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 Musicales (KGO-KPO, WHB)  
 Mid-day News Roundup (WHLS)  
 Midday Parade of Old Time Tunes (WMFO)  
 Mid Day Revue (KFOR)  
 Midday Roundup (KTAT, WJJD)  
 Midday Serenade (KFRO, WSGN)  
 Midday Service, The (WGN)  
 Middle-name Club (KELD)  
 Midset Theatre of the Air (WCKY)  
 Midland Melodic Choir (KMBC)  
 Midmorning Danse (WGPC)  
 Mid-Morning Matinee (KFRO)  
 Mid-morning Melodies (WTMV, KGCX, WCAX, KFAM)  
 Mid-Morning Musical Revue (KFVS)  
 Mid-Morning Musicales (WRGA, WQXR)  
 Mid Morning News, The (KTPI)  
 Midnight Classics (WBNX)  
 Midnight Express (KRKD)  
 Midnight Dancing Party (CHML)  
 Midnight Dancing Party, The WBT (WBT)  
 Midnight Extra (WHN)  
 Midnight Fliers (WSBT-WFAM)  
 Midnight Frolic (WVVA)  
 Midnight Frolic, The KFI (KFI)  
 Midnight in Manhattan (WOR)\*  
 Midnight in Mayfair (NBC)  
 Midnight Jamboree (KWJJ, WWVA, WJNO)  
 Midnight Melodeers (WBEM)  
 Midnight Melodies (KGO-KPO, WKOK, WCOL)  
 Midnight Merry-Go-Round (WKRC)  
 Midnight Merry Makers (KWK)  
 Midnight Moods (KFPY, KOL)  
 Midnight Mummings (KTBS)  
 Midnight Musings (KFPY)  
 Midnight Organ Reveries (KFOR)  
 Midnight Phantoms (WHEC)  
 Midnight Reflections (KGFJ)  
 Midnight Rendezvous, The (WWRL)  
 Midnight Reporter (WMIN)  
 Midnight Request Hour (KFPY)  
 Midnight Réverie (WVFW)  
 Midnight Reveries (WOW, KELA)  
 Midnight Review (KDON, CHAB)  
 Midnight Serenade (KGIN)  
 Midnight Vespers (WBEN)  
 Midnite Clambake (KRE)  
 Midnite Matinee (KOL)  
 Mid-Pacific Melody (KYOS)  
 Mid-South Dinner Time (WMPS)  
 Midstream (WLW)  
 Midway Melodies (KFAB)  
 Mid-Week Bible Stories (KTBS)  
 Mid-week Forum (WMCA)  
 Mid-week Jubilee (KOL)  
 Mid-Week Matinee (KGFJ)  
 Mid-Week Novelty (CBM)  
 Mid-week Vesper Service (KFUO)  
 Mid-Week Vespers (WBRB)  
 Midwest on Parade (WLS, WCFL)  
 Midwestern Stars (NBC)  
 Midwesterners, The (KMBC)  
 Mighty Oracle (WBT)  
 Mighty Show (CBS)  
 Mighty WCAZ Staff Artists Players (WCAZ)  
 Mike and Aireo (KSFO)  
 Mike Fright (KTBS)  
 Mike Goes to—(WSJS)  
 Mike Hanapi's Ilima 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)  
 Milestones in the History of Music (NBC)  
 Milestones of Freedom (WHN)  
 Milestones of Melody (NBC)  
 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, KCKN)  
 Milkman's Morning Matinee (KLO)  
 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)\*  
 Million Dollar Thrills (WWSW)  
 Millwood Silver Cornet Band (WKZO)  
 Mimics' Hour, The (KFI, KECA)  
 Mind Your Business (WHDL)  
 Mind Your Manners (NBC)  
 Mind Your P's and Q's (KDAL)\*  
 Mindways (KGO-KPO)  
 Miniature Concert (KONO, WAAF, KPAB)  
 Miniature Concert Series (WQXR)  
 Miniature Fairy Tales (NBC)  
 Miniature Magazine (KMTR, KGFJ)  
 Miniature Magazine of the Air (KTBS)  
 Miniature Minstrels (WHEC, WLAC)  
 Miniature Minstrels, The Rival (WMAQ)



## PROGRAM TITLES—Continued

- Miniature Monday Revue (KTUL)  
 Miniature Musicale (KOL)  
 Miniature Playhouse (KMPC)  
 Miniature School of the Air (CJBC)  
 Miniature Theatre (WJAY)  
 Minister of Song (KHQ)  
 Ministers' Question Box (WDFD)  
 Ministerial Association, The Stafford County (KVGB)  
 Minit Interviews (WAVE)  
 Minnesota Poets (WTCN)  
 Minnesota's News and Views (KROC)  
 Minnie and Maud (NBC)  
 Minstrel Gems (WCAM)  
 Minstrel Maids, The (WMC)  
 Minstrel Man (WLW)  
 Minstrel Show, The (KFEG)  
 Minstrel Show, The Ford (WDAF)  
 Minstrel Show, The NBC (NBC)  
 Minstrel Singer, The (WQDM)  
 Minstrels, Bill Barber's (WOKO)\*  
 Minstrels, The Dutch Masters (NBC)  
 Minstrels, The KFBI (KFBI)  
 Minstrels, The Midland (KMBC)  
 Minute Interviews (WGAR)  
 Minute Man (KTUL, WSIX, WKRC)  
 Minute Man and Canaries (WSFA)  
 Minute Manners (WBS)  
 Minute Manners with Mrs. Riley (WGY)\*  
 Minute Melodies (CRS)  
 Minute Men (KDYL, WEEI)  
 Minute Men of America (WCNW)  
 Minute Mysteries (WBBM, CFRB)  
 Minute Mysteries, The Colgate (WOR)\*  
 Minute Parade, The A & P (WHB)  
 Minutes and Melodies (KGFF, CHWK)  
 Minutes on Mountain Peaks (WJIM)  
 Miracle Man (WJBC, CKCW)  
 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 Fashion (WEBC)
- Mirror of Life, The (WRAX-WPEN, WFAB)  
 Mirror of Melody (WHB)  
 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 K. (K TSA)  
 Miss Kaye and Lilac (WHBF)  
 Miss King Presents (KFRU)  
 Miss Lizabeth (KSL)  
 Miss Mack (KCKN)  
 Miss Marion (WEBC)  
 Miss Preview (WEVD)  
 Miss Robinhood (WHN)  
 Miss Trent's Children (CBM)\*  
 Missing Persons Bureau (KTRH)  
 Mission in Brass (WSNJ)  
 Mission of Advertising, The (NBC)  
 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)  
 Missouri Goes to Market (WBBM)  
 Missus Takes the Mike (WROK)  
 Mist, The (WEAN)  
 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. Program (KELO)  
 Mr. and Mrs. Pumpernickle (WBBC)  
 Mr. and Mrs. Reader (WINS)  
 Mr. and Mrs. Shopper (WGRC)  
 Mr. and Mrs. Smith (KHJ)\*
- Mr. & Mrs. Swing (KONO)  
 Mr. & Mrs. Valspar (NBC)  
 Mr. & Mrs. Wisepenny (WBS)  
 Mr. B. and Harry G (WGAU)  
 Mr. Askem (WGIL)  
 Mr. Average Man (WTMV)  
 Mr. Bones & Company (NBC)  
 Mr. Brain Teaser (KERN)  
 Mr. Business Man (WAIM)  
 Mr. Chairman (CFCF)\*  
 Mr. District Attorney (NBC)  
 Mr. Dodd Looks At the News (NBC)  
 Mr. E. (WMCA)  
 Mr. Editor (KSTP)  
 Mr. Fixit (WFBL, WIL, WOR)  
 Mr. Fox Hunter and Watson (WSVA)  
 Mr. Goldstein and Mr. Bernstein (WMCA)\*  
 Mr. Hollywood Pops the Question (KFWB)  
 Mr. K. (K TSA)  
 Mr. Keene, Tracer of Lost Persons (NBC)  
 Mr. Matter O' Fact (KTEM)  
 Mr. Prosper (WTMV)  
 Mr. Right & Mr. Wrong (NBC)  
 Mr. Settle (NBC)  
 Mr. Sloughfoot (WTMV)  
 Mr. Sunshine (WEEI)  
 Mr. Wise (WIBX)  
 Mr. "T" (WKBO)  
 Mr. Thrifty Figures (WBAX)  
 Mr. Twister (WJZ)\*  
 Mr. Van's Caravan Store Notes (WFIL)  
 Mr. Versus Mrs. (KLZ)  
 Mr. Wise Guy (WKY)  
 Mr. Yes 'n' No (KFOR, WJNO)  
 Mrs. A. M. Goudiss-Rumford (NBC)  
 Mrs. Bee Cheseborough (KFAB)\*  
 Mrs. Blake's Radio Column (NBC)  
 Mrs. Cupid (WJW)  
 Mrs. Ely Culbertson (NBC)  
 Mrs. Ermons Blaine (NBC)  
 Mrs. Florabelle Brennan (KGD M)  
 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. Sandman & Jimmy (WRVA)  
 Mrs. Shopper (WOPI)  
 Mrs. Thrifty Buyer (WHAM)

PROGRAM TITLES—Continued

Mrs. Trent's Children (CBM)	Modern Male Chorus (CBS)	Modernistic Piano Moods (KFH)
Mrs. Tucker's Smiles (WFAA)	Modern Marco Polo (WROK)	Modes and Moods (WTAM)
Mrs. Wiggs of the Cabbage Patch (WBS)	Modern Masters (CBS)	Modulations (CBS)
Mistress Mary (WSGN)	Modern Medicine Show (KTSa)	Moffit & Peipho Hour of Peace (WLBC)
Mistress of Melodie (KWTV)	Modern Melodeers, The (CKBI)	Mohawk Powwow (WFBM)
Mistresses of Melody (WEAU)	Modern Melodies (KLO, WGY, WORC, KGO-KPO, KDKA, WGY, KORE, WCAE)	Mohawk Treasures Chest (NBC)
Mixing Bowl (CFCY, WEAU, WTIC, WBNS, WGIL)	Modern Melody Masters, The (KSOO)	Mohawk Valley Trails (WIBX)
Mixing Bowl, Beth Barton's (KOY)	Modern Minstrels (CBS)	Mollie Halstead's Home Forum (WSAI)
Mixing Bowl, The Junior (KFAM)	Modern Miracles (KOL)	Molly Kennedy Mysteries (WOR)*
Mixing Spoon, The (WDAY)	Modern Modes (KPMC)	Mom and Lilly (WOAI)
Mixing Spoon of the Air (WXYZ)	Modern Motor Marvels (KIEM)	Moment Musicale (WDAF)
Mlle. Nadia Boulanger (NBC)	Modern Mountaineers (KWKH, KTRH)	Moment of Meditation (KABC)
Mo and Jo (KELD)	Modern Music Box (KGGM, WDAF)	Moment with the Moderns, A (KOL)
Mocking Birds, The (CFJC, WESG)	Modern Music Hour (WQXR)	Moments in Dancetime (WHLB)
Model Aircraft League (CJRM)	Modern Music Maker, The (KMBC)	Moments Musical (WCAM)
Model Airplanes, The (KFVS (KFVS))	Modern Music Makers (KGO-KPO)	Moments Musicale (WOV, WTAD)
Model Builder, The (WHJB)	Modern Music Masters (WNBZ)	Moments of Adventure (NBC)
Model Electric Kitchen, The (WAPI (WAPI))	Modern Music (KSFO)	Moments of Comfort (KFUO)
Model Kitchen, The (KANS, KCKN, WCBS)	Modern Musical Treats (WFBM)	Moments of Life (WRJN)
Model Laundry Singers (WSOC)	Modern Newsicale (WLAC)	Moments of Meditation (CKX, WGH)
Model Plane Meet (WSGN)	Modern Parallels to Bible Parables (KFUO)	Moments of Melody (WNOX, TH, WCHS, KVOO)
Model Spelling Bee (KLO)	Modern Pianist, The (CHRC)	Moments of Music (WSAU)
Modene Merry-makers (WBZ-A)	Modern Plainsmen (WLAC)	Moments of Reverie (KDYL)
Moderate Melodies (WFAM)	Modern Players (WORL)	Moments of the Masters (CFCO)
Modern Airs (WMMN)	Modern Rhythm (WSAU)	Moments with the Masters (WPTE, WEW)
Modern and Melodic (WAVE)	Modern Rhythms (KGKY)	Moments with the Old Masters (KFUO)
Modern Beauty Highlights (WIBU)	Modern Romances (NBC)	Moments You Never Forget (WBS)
Modern Cadenzas (WDNC)	Modern Science (KIRO)	Moments You'll Never Forget (WRVA)*
Modern Choir (WFAA, WEED)	Modern Serenade (KTUL)	Mon Oncle (CBF)
Modern Cinderella (WCBA-WSAN)	Modern Song Stylists (WSUN)	Monabits (KWBG)
Modern Detective Science (NBC)	Modern Songsters (WKBW)	Monday and Thursday Bridge Club (WLAW)
Modern Ensemble, The (WOR)	Modern String Ensemble (WHN)	Monday at Home (KTUL)
Modern Fairy Stories (KMBC)	Modern Strings (KOIN, CJRC)	Monday Blues (KGO-KPO)
Modern Girl's Romance, A (KOMA, CBS, WINS)	Modern Symphonies (CBS)	Monday Blues Chasers Club (KOMA)
Modern Greclan Melodies (WELL)	Modern Tempos (WRUF)	Monday Blues Cure (CBS)
Modern Harmonics (WBZ-A)	Modern Variations (WIND)	Monday Evening Quarter-Back (WJR)*
Modern Hillbillies (WAVE)	Modern Varieties (CHRC)	Monday Matinee (KGO-KPO, WAIM, WHN)
Modern Home Forum (WOWO-WGL)	Modern Woman, The (WMCA)	Monday Merry-makers (KYW)
Modern Homemakers (WFAA)	Modern Woman at Home (KGO-KPO)	Monday Minstrels (WMBC)
Modern Lady, The (NBC)	Modernaires, The (WBZ-A, KQV)	Monday Morning Revue (CBS)
Modern Living (WHK)	Modernettes (WDRG)	Monday Night Show (CBS)
Modern Love Story (CBS)	Modernique (KABC)	Monday Night Song Fest (WMSD)
	Modernistes, Les (CKCV)	Monday Parade (KFSD)
	Modernistic High Jinks (KOIN)	
	Modernistic Melodies (WHLB)	

PROGRAM TITLES—Continued

Money for Words (WABY)  
 Money, Magic and Music (KMBC)  
 Money Talks (WBS, WMAQ)  
 Monitor Children's Program (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)  
 Monologs in Melody (KMO)  
 Monologues (KFUO)  
 Montague's Millions, Mrs. (NBC)  
 Montana Cowgirls (KRKD)  
 Montana Mountaineers, The (KGCX)  
 Montana Pete (WEBC)  
 Montana Radio Forum (KGIR)  
 Montana Wranglers (WELI)  
 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 (WHA, KFVS, KFVB)  
 Moods and Impressions (KWJB)  
 Moods and Melodies (KFBB, KGFJ)  
 Moods and Melody (KMA)  
 Moods and Memories (NBC)  
 Moods and Music (WMBO, KPNC)  
 Moods for Moderns (WABC)\*  
 Moods in Blue (KMBC, WTJS)  
 Moods in Ivory (WATL)  
 Moods in Melody (KFPY, WWVA, KGDM)  
 Moods in Music (KIEV, WHBC, WHOM, WMCA, WJR, KFAC, WELL, WTAG)  
 Moods in Rhythm (WAPI, WFTC, WGH)  
 Moods in Song (WSJS)  
 Moods in Song at the Console (WIBW)  
 Moods Musical (MacG, CFRN)  
 Moods Musicale (KTUL)  
 Moon Dial (WJSV)  
 Moon Magic (NBC)  
 Moon of Manakoora (WCFL)  
 Moon of My Delight (CJRM)  
 Moon Over Africa (RRI)  
 Moon Patterns (KFBB)  
 Moon Ripples (CJRM)  
 Moon River (WLW)  
 Moonbeams (WBBO, WDAF, WOR)  
 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 Music (KIRO)  
 Moonlight Musicale (KCMO)  
 Moonlight Reveries (WFTC)  
 Moonlight Rhapsodies (CHAB)  
 Moonlight Rhythms, Ray Sinatra's (WOR)  
 Moonlight Serenade (WWSW)  
 Moonlight Serenader (WEAU)  
 Moonlight Sonata (WIND)  
 Moonlight Stars (KVOL)  
 Moonshine & Honeysuckle (NBC)  
 Moonshine and Sawdust (WABC)\*  
 Moore Dance Music (WEBQ)  
 Moorish Tales (NBC)  
 Moose Jaw Greets the Country (CHAB)  
 Morceaux de Salon (WJR)  
 More Power to You (WEBQ)  
 More Truth Than Poetry (NBC)  
 Morning-After (KWK, WHAM)  
 Morning Alarm Clock (WSPD)\*  
 Morning Almanac (WHIO, WHDL)  
 Morning Almanac, The Grapico (WBRC)  
 Morning Altar (WTOL)  
 Morning Bible Lesson (WDAF)  
 Morning Bugle (KTHS)  
 Morning Bulletin (WCHS)  
 Morning Bulletin Board with Norman Rogers (KFXR)  
 Morning Chanticleer (KGO-KPO)  
 Morning Chatter (KAWM)  
 Morning Cheer (KDKA)  
 Morning Choreboy (KFOR)  
 Morning Choreboy, The (WJNO)  
 Morning Classics (WNBZ)  
 Morning Dance Musicale (WIND)  
 Morning Dance Parade (KPDN, CHAB)  
 Morning Devotion (KTUL, WSAU, WGRG)  
 Morning Devotional (KRGV, WBRC, WGTM, WSPA, WADC, WRUF)  
 Morning Devotional Service (KIDO, CJLS)  
 Morning Devotionals (KVOR, KTFI)  
 Morning Devotions (WCHV, WHO, WIBX, WLNH, WLS, WDBJ, WNOX, CHNC, CJRC)  
 Morning Devotions—Grady Cantrell (KWK)  
 Morning Devotions, The WHO (WHO)  
 Morning Dew Hour (WBBC)  
 Morning Edition (WJIM)  
 Morning Express (WCAE, WGAB)  
 Morning Eye Opener (KGO-KPO)  
 Morning Fellowship (WBBC)  
 Morning Glee Club (NBC)  
 Morning Glories (KHSL, WHB, KOBB)  
 Morning Glory Club (WCSC)  
 Morning Greetings, WEA (NBC)  
 Morning Headlines (WAPI, WGAR, KELA)  
 Morning Health Class (KSAC)  
 Morning Herald of the Air (WCAU)  
 Morning Highlighters (KFAB)  
 Morning Highlights (KOIL)  
 Morning Hit Review (WGH)  
 Morning Hit Revue (WFAS, KFVS)  
 Morning Housewife (KORE)  
 Morning in May, A (CJCA)  
 Morning in Miami Police Court (WQAM)  
 Morning in Rocky Hollow (CBS)  
 Morning Inspirations (WXYZ)  
 Morning Interlude (WSAU)  
 Morning Jamboree (WLS, KFNF)  
 Morning Jubilee (WFTC)

PROGRAM TITLES—Continued

- Morning Lyrics (WBT)  
 Morning Magazine (KSLM)  
 Morning Mail (WQAM)  
 Morning Mailbag (WPIC)  
 Morning March Time (WHLB)  
 Morning Market Basket (KGGM)  
 Morning Matinee (WAAT, WPG, WBIG, KFVS, KRNT, WSGN)  
 Morning Meditation (CHAB)  
 Morning Meditations (CJCA, KCMO, KFUF, WFBL, CKY, KDON, WNEW, KSLM, WAAT, CFGP, KQV, WBAL, WFAA)  
 Morning Meeting House (WNBX)  
 Morning Melodies (CKY, KRGV, KSUB, WFLA, WORC, WSAZ, KGHF, KOL, CJOC, KGH, KWJB, WRNL)  
 Morning Melody Parade (WSJS)  
 Morning Memoranda (KIRO)  
 Morning Memories (KGFV)  
 Morning Merchants' Revue (WAGM)  
 Morning Merry-Go-Round (KICA, WSB, KSFO)  
 Morning Merrymakers (KFRC)  
 Morning Minstrels (CBS)  
 Morning Mirror (WJNO)  
 Morning Mixing Bowl (WJW)  
 Morning Moods (KONO, WQAM, WBZ-A, WMFD, WRDW, KGFJ, KPAB, WGY, WOPI)  
 Morning Music Box, The (WEIG)  
 Morning Music Hour (WDAS)  
 Morning Musical (WNLC)  
 Morning Musical Clock (WCAO)  
 Morning Musical Moods (WIP)  
 Morning Musical Revue (WTHT)  
 Morning Musical Varieties (WAPI)  
 Morning Musicals (WHB, WHLB, KFUF, WCKY, WOR)  
 Morning Musings (WWSW)  
 Morning News (WCAP)  
 Morning News, Jack Ingersoll (WINS)  
 Morning News Roundup (KGLO)  
 Morning News Wire (KMOX)  
 Morning Newscast (CJRC)  
 Morning Newspaper of the Air, The (KFYO)  
 Morning on Broadway (CBS)  
 Morning Parade (WTMJ, KDKA, WFDF, WTAG, CHRC)  
 Morning Patrol (NBC)  
 Morning Perculator (WMCA)  
 Morning Philosopher (KFXD)  
 Morning Pick-Up (WAVE, WIND)  
 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, WSAR)  
 Morning Round-Up (WCKY, WLS, WOWO, WGL, WWL, WDBO)  
 Morning Salute (WDEV, WHK)  
 Morning Serenade (CKAC, WHN, CHSJ, KRGV, KTUL, KANS)  
 Morning Serenade to a Housewife (WMMN)  
 Morning Serenaders (WTAM)  
 Morning Show, Your (KONO)  
 Morning Snatches (WDOD)  
 Morning Song (KFAB, WFAA)  
 Morning Star (WNEW)  
 Morning Stars (WBZ-A)  
 Morning Stroll (KDKA)  
 Morning Sun Dial (WSAI, WFBL)  
 Morning Symphony (WHBB)  
 Morning Symphony Program (WBTM)  
 Morning Tempos (WMBC)  
 Morning Thoughts (WVFW)  
 Morning Varieties (KFXJ, KRGV, WIL, KVI, CJCA, CKCL, WSAU, WESG, WLAC)  
 Morning Varieties, Chevrolet's (WBRC)  
 Morning Variety (CBS)  
 Morning Variety Show (WHB)  
 Morning Visitor, The (WIBM, KWYO)  
 Morning Watch (WAAB, WORC, KVOA)  
 Morning Watch, The WTIC (WTIC)  
 Morning Worship (KFNF, WRUF)  
 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 (WKWB)  
 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 Dad (CJRC)  
 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 Bee, The (WFBF)  
 Motor City (CBS)  
 Motor City Chorus (WJR)  
 Motor City Melodies (WJR)  
 Motor Drama (WBBM)  
 Motor Forum (CJOC)  
 Motor Parade (KTUL)  
 Motor Tips (WOR)  
 Motorcade of Melody (WNOX)  
 Motorin' Jimmy (WBT)  
 Motoring Mike, The (WATL)  
 Motoring Thru Europe (KGO-KPO)  
 Mountain-air (WAPI)  
 Mountain Kid (WCHV)  
 Mountain Melodies (KSL, WDOD)  
 Mountain Moments (WOR)  
 Mountain Music (KFXJ, KAST, KGDM)  
 Mountain Music Hour (WRGA)  
 Mountain Music Time (WWNC)  
 Mountain Pete and His Mountaineers (WHO)  
 Mountain Rhythms (WMSD)  
 Mountain William Revue (WSJS)  
 Mountain Williams (WDOD)  
 Mountaineers (WDR, KMA)  
 Mountaineers, The CFLC (CFLC)  
 Mountaineers, The Rex Cole (NBC)

PROGRAM TITLES—Continued

- Mournful Minstrel, The (CFLC)  
 Mouth Health (NBC)  
 Movie Art (WCLE)  
 Movie Boner Detective (WLTH)  
 Movie Chat (WISN)  
 Movie Commentator—Dot Meyberg (KRKD)  
 Movie Council (WWRL)  
 Movie Fan Speaks, The (KSTP)  
 Movie Fanfare (WKY)  
 Movie Game (CJLS)  
 Movie Go-Round (WCOP)  
 Movie Gossip (WJBY)  
 Movie Man (WCHV, WDBO, NYBS)  
 Movie Musicale, The (KSD)  
 Movie Mutterings (CKCL)  
 Movie Notebook, Lorna Lord's (WROL)  
 Movie Notes (WLAC)  
 Movie Odds and Ends (WMBO)  
 Movie Parade (WEBC, CJRC)  
 Movie Review (WLVA)  
 Movie Review, The International (WBNX)  
 Movie Shots—Betty Addison (WORLD)  
 Movie Star Review (KMBC)  
 Movie Starr Dust (WMCA)  
 Movie Swingtime (WDZ)  
 Movieland (WSAU)  
 Movieland Glances (KELO)  
 Movieland on Parade (KIEM)  
 Movies' Magic Carpet (WCAO)  
 Movies Man, The (WINS)  
 Movies on Parade (KABC)  
 Movietime, Bob Edwards' (KSL)  
 Moving Stories of Life (MacG. RRI)  
 Mozart Quartet (WAPI)  
 Much Ado About Nothing (CFRN)  
 Mud Caves, The (KGO-KPO)  
 Mueller Warmsters (WTMJ)  
 Mugford Again (WSPA)  
 Mugwumps (KPQ)  
 Mummies, The (WJR)  
 Muni Sports (WCKY)  
 Municipal Court (WHIO)  
 Municipal Courts at Work (WPEN)  
 Municipal Government Activities (KGO-KPO)  
 Murder on Schedule (KOIL)  
 Murder on the Highways (WGRC)  
 Murmuring Melodies (WNLC)  
 Muscle Man (WJJD)  
 Muse and Music (WAAT)
- Muse-Art String Quartet (KHJ)  
 Museum Club, The (WBT)  
 Museum of Melody (WFBC)  
 Museum of Music (WELI)  
 Museum of the Air (WDRG)  
 Music a la Carte (WAAW, KPDN)  
 Music a la Mode (KYOS)  
 Music After Midnight (NBC)  
 Music Album (WJNO)  
 Music All Our Own (NBC)  
 Music and American Youth (NBC)  
 Music and Ballet (WQXR)  
 Music and Banter (WJJD)  
 Music and Beauty (WBRE)  
 Music and Blab (KFVD)  
 Music and Charm (WHK)  
 Music and Fashions (KONO)  
 Music and Flowers (CKCL, WCBF)  
 Music and Kind Thoughts (WRDW)  
 Music and Marriage (WJJD)  
 Music and Mirth (CKCD)  
 Music and Musicians (CFRN, KFPY)  
 Music and Musings (KTUL, WHEC)  
 Music and Mystery (KANS)  
 Music and Poetry (WCBF)  
 Music & Romance (WSAR)  
 Music and Song (WACO, CFGP)  
 Music and Steel (WOAI)  
 Music and Stuff (CFRN)  
 Music and the Friendly Arts (CBS)  
 Music and the Muse (WMC, WMCA)  
 Music and You (WOR)  
 Music Appreciation (KFUO, KSAC, WRUF)  
 Music Appreciation Hour, The NBC (NBC)  
 Music Appreciation Hour for Adults (WCAD)  
 Music Appreciation Hour for Rural School Children (WCAD)  
 Music Appreciation Program (WSVA)  
 Music Around the World (WBIL)  
 Music as an International Language (WORLD)  
 Music as You Like It (WLAW)  
 Music at Eight (CJCA)  
 Music at Midnight (KGB, WCAE, KMTR)  
 Music at Nine (FTRD)  
 Music at Noon (WLTH)  
 Music at 12:30 (WRJN)  
 Music at Twilight (WQXR)
- Music Box (KLPM, WAVE, KGO-KPO, KVI, KMBC, KLZ, KTUL, CKNX, KCRJ, KHUB, WHN, WHBF, WJR, WRUF)  
 Music Box, Bostwick's (WCLO)  
 Music Box Concert (KGO-KPO)  
 Music Box Melodies (WLNH, WHIO)  
 Music Box Memories (WRJN, WMCA)  
 Music Box Parade (WLNH)  
 Music Box Review (WMSD)  
 Music Box Revue (KFVS, WFIL, WDAF)  
 Music Boxes (WGRC)  
 Music Brings Happiness (KWLK)  
 Music By . . . (WOR)  
 Music By—(name of composer) (CJCA)  
 Music By and With the Masters (KSRO)  
 Music by Candle Light (WOV)  
 Music by Erdody (CFAC)  
 Music by Faith (CBL, CBY)  
 Music by Jerome Kern (NBC)  
 Music by Moonlight (KSL)  
 Music by Request (WCAP, WQXR)  
 Music Cabs (WMCA)  
 Music Cavalcade (KELO)  
 Music Chest (WRJN, WSAU)  
 Music Choir, WFLA (WFLA)  
 Music Counter, The (WGN, WTBO)  
 Music Debonair (WBRY)  
 Music Doctor (KGO-KPO)  
 Music Everlasting (KONO)  
 Music Festival (NBC)  
 Music Festival Association Presents, The Pasadena (KPPP)  
 Music for a Mood (WBIG)  
 Music for an Hour (WKBW)\*  
 Music for Cocktails (WSTP)  
 Music for Dancing (WOR)  
 Music for Everybody (WBNX, WPTF, CFRN)  
 Music for Everyone (WTIC)  
 Music for Fun (CBS)  
 Music for "Hims" (KTUL)  
 Music for Listening (KYOS)  
 Music for Madame (WCLE)  
 Music for Madame (KMBC, KSL, KLZ, KTUL, CFRN, WHIO)  
 Music for Maryland (WFER)  
 Music for Men (KTUL, KVOO, WCFL, WEEI)  
 Music for Miladi (CJOC)  
 Music for Moderns (KYW, CHML, KELD)

PROGRAM TITLES—Continued

Music for Monday Afternoon (NBC)\*  
 Music for Motoring (WFAS)  
 Music for Music Lovers (CFAR)  
 Music for Reading (WDBJ)  
 Music for the Family (WLW)  
 Music for the Morning (WIND)  
 Music for Today (WOR)  
 Music for Two Pianos (WRUF)  
 Music for You (WATR, WLAW, CBL, KTAT, WGY, WSUN)  
 Music for Younger Children (WHA)  
 Music for Your Home (KABR)  
 Music for Your Morning Moods (WEAN)  
 Music from a Woman's Heart (WFLA)  
 Music from Budapest (WJAY)  
 Music from Buffalo (CBS)\*  
 Music from Eiselstein's (WDBO)  
 Music from Paradise (CFJC, KGU)  
 Music from the Blue Room (WCAU)  
 Music from the Blues (KOVG)  
 Music from the Gold Coast (WBEM)  
 Music from the Movies (KTUL, CKCK)  
 Music from the Shores of Sunny Italy (WGES)  
 Music Garden (KGO-KPO)  
 Music Goes 'Round (WHIO, WHBC)  
 Music Goes Round and Round, The (WHBC)  
 Music Graphs (WKY)  
 Music Guild, The NBC (NBC)  
 Music Hall (WNEW)  
 Music Hall, The Kraft (NBC)  
 Music Hall, The WQDM (WQDM)  
 Music Hall Memories (KVSO)  
 Music Hall of Fame (WCFL)  
 Music Hath Charms—Ferinand Strack (WORLD)  
 Music Hour, The CBC (CBL)  
 Music Hour, The College (WHDF)  
 Music Hour, The Evening Ledger (WDAS)  
 Music in a Sentimental Mood (WBS, KFRO)  
 Music in Gotham (WQXR)  
 Music in Many Moods (WOV)  
 Music in Mosaic (WOR)  
 Music in Pastel Shades (KTUL)  
 Music in Review (KWBG)  
 Music in Song (KFOR)  
 Music in the Air (WHB, WPTF, KOL, WHA, KUOA, WCFL)  
 Music in the English Manner (KMTR)  
 Music in the Mayfair Manner (WRUF)  
 Music in the Modern Manner (KABC, WCFL, WMEX)  
 Music in the Modern Manner, with Little Miss Modern (WGPC)  
 Music in the Modern Mood (WKBN)  
 Music in the Morning (WXYZ, WJIM)  
 Music in the Night (KTUL, WROL)  
 Music in the Peggy Morgan Manner (WPEN)  
 Music in the Tempo of Today (WEED)  
 Music in the Trend of the Times (KTAR)  
 Music in the Waldorf Way (WMBO)  
 Music in the World Around Us (WLW)  
 Music in Three-Quarter Time (WJBY)  
 Music in Waltz Time (CFJC)  
 Music Internationale (NBC)  
 Music Intime (WTIC)  
 Music Is Magic (WRNL)  
 Music Is My Handicap (NBC)  
 Music Is My Hobby (NBC)  
 Music Lady, The (WSYB)  
 Music Lectures, The University (CFQC)  
 Music Lovers (WBZ-A)  
 Music Lovers' Club (WRGA)  
 Music Lovers' Corner (CFAC, CKCK, CKX, CJRC)  
 Music Maestro Please (WTHH, WWSW, WHDL)  
 Music Magazine (WCBS)  
 Music Magic (KFAM)  
 Music Magic Auditorium (WAAT)  
 Music Magnificent (KYOS)  
 Music Maker, The (KLO)  
 Music Makers (NBC)  
 Music Makers, McKenzie's (WWVA)  
 Music Marches On (CJRC)  
 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 Mirror (WBRY)  
 Music Mixer, The (KXBY)  
 Music Mixers (KWOS)  
 Music Moderne (KFXJ)  
 Music Moods (WDAE)  
 Music of America (CBS)  
 Music of Many Lands (WDBJ)  
 Music of Memory (CFAC)  
 Music of Paradise (WNBZ)  
 Music of the Ages (WFIC, WSB)  
 Music of the Americas (KABC)  
 Music of the Day (WSUN)  
 Music of the Gridiron (WFAA)  
 Music of the Masters (WCOP, WDAS, WKBO, WSAY, WHB, KGO-KPO, WRR, WJJD, KRE, WIS)  
 Music of the Moment (WTAM, WIP, WNBZ, WQXR)  
 Music of the Nations (CJIC)  
 Music of the Night (KTUL)  
 Music of the Old Southwest (KOB)  
 Music of the Opera (WHK)  
 Music of the Restoration (CBS)  
 Music of the South (KGO-KPO)  
 Music of the Spheres (WQXR)  
 Music of the Theatre (CBS)  
 Music of Today (KDYL, WWSW)  
 Music of Tomorrow (WMEX)  
 Music of Words and Melody (WMAS)  
 Music of Yesterday (WCFL)  
 Music on El Rancho (KYOS)  
 Music on Parade (WGH, WEED)  
 Music on the Air (NBC)  
 Music on the Sentimental Side (KABR)  
 Music Parade, The (WFAA)  
 Music Period (KFUO)  
 Music, Please (KDKA, WLW)  
 Music Room (KGO-KPO, KDLR, WHLB, CKCW)  
 Music Series, The Chasins (NBC)  
 Music Shop (WOI)  
 Music Shop, The C.B.C. (CBL, CBY)  
 Music Smooth as Velvet (WCAX)  
 Music Soft and Sweet (KFRO)  
 Music Styled for You (WFBR)  
 Music Styles (WFDF)  
 Music Sweet and Swing (WBEN)



PROGRAM TITLES—Continued

- Musical Foursome (CBS)  
 Musical Gazette (CBS)  
 Musical Gems (CKBI,  
 CKMO, KTUL, KGVO,  
 WINS, WDGY, WJAG,  
 KSD, KGFJ, WHK)  
 Musical Gems, Koppe's  
 (KGHL)  
 Musical Geography (WHB)  
 Musical Gestures (KSD)  
 Musical Globe Trotters  
 (WIL, KSO)  
 Musical Gondolier (WAAB)  
 Musical Grab Bag (KGO-  
 KPO, WRR, KHSL,  
 KALB, WRGA, WDBJ,  
 WKOK, KOBH, KPAB)  
 Musical Grand Slam  
 (WMCA)  
 Musical Greeting Club  
 (WFBL)  
 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,  
 WDWS)  
 Musical Hodge Podge  
 (CHNS, KSRO)  
 Musical Homemakers  
 (WGR)  
 Musical Horizons (CBL)  
 Musical Horoscope (KFI,  
 KTAT)  
 Musical Hotel (WPRO)  
 Musical House-Keepers  
 Chat (WEST)  
 Musical House Party  
 (WEBC)  
 Musical Importations  
 (KGB)  
 Musical Impressions  
 (WOR)  
 Musical Interludes (KHSL,  
 KRKO)  
 Musical Intonations  
 (KVOO)  
 Musical Jamboree (KPDN,  
 WHB)  
 Musical Jamboree at the  
 Palomar (NBC)  
 Musical Jaunt Around the  
 Town (WGPC)  
 Musical Jewel Box (KLO)  
 Musical Jewelers (WAAT)  
 Musical Kaleidoscope  
 (WGY, WWSW)  
 Musical Kitchen, Dishman's  
 (WGH)  
 Musical Kitchen with Janie  
 and Weston (WMFD)
- Musical Librarian, The  
 (KXBY)  
 Musical Love Letters  
 (WSYR)  
 Musical Mac (WNBF)  
 Musical Magazine, The Mc-  
 Kesson (NBC)  
 Musical Magic (KRBC)  
 Musical Mailbag (KYOS)  
 Musical Mailbox, The  
 (WMT, WMEX)  
 Musical Mailman (WDAE)  
 Musical Maniacs, The  
 (WTAD)  
 Musical Manners (KTOK)  
 Musical Map (WFMD)  
 Musical March Past  
 (CHNS)  
 Musical Mardi Gras (CBL)  
 Musical Market Basket, The  
 (KTUL, WBU, WTBO)  
 Musical Marmalade  
 (KTEM)  
 Musical Masterpieces  
 (WJAG)  
 Musical Masterworks  
 (KLO)  
 Musical Matinee (KVI,  
 WDAF, WJBY, KMOX,  
 CKWX, KGLO, WRDW,  
 WSGN)  
 Musical Matinee, Mathewes  
 (KIEM)  
 Musical Mechanics (KERN)  
 Musical Meditations  
 (CFCO, KGBX)  
 Musical Melange (WHAS,  
 WTBO, KTAT, KGCX)  
 Musical Melting Pot  
 (WDAF)  
 Musical Memoirs (WGL)  
 Musical Memories (KGHF,  
 WOPI, KGLO, KRGV,  
 KGW-KEX, WMIN,  
 WSGN, WOPI, KVI,  
 KGKB, IBS, KEHE)  
 Musical Memories Revue  
 (WNAX)  
 Musical Memory Book  
 (WPHR, WKRC)  
 Musical Memory Box  
 (CKPR)  
 Musical Memory Contest  
 (WCBD, WQXR)  
 Musical Memory Game  
 (WAVE)  
 Musical Memory Program  
 (WFLA)  
 Musical Memory Time  
 (WLAC)  
 Musical Menu (WCPO,  
 WJBK, WEXL, KIEV,  
 KOVC)  
 Musical Menu, James Cafe  
 (WEBQ)  
 Musical Merry Go Round  
 (KGO-KPO, WRGA,  
 WSUN, WGH, WIS)  
 Musical Mildredettes  
 (WDGY)  
 Musical Milestones  
 (KFWB)  
 Musical Milkman (KGA)
- Musical Millers of Hearts  
 Delight (WOAI)  
 Musical Miniatures  
 (KGLO, WJMS)  
 Musical Mirage (KSL)  
 Musical Mirror (WTMV,  
 KCMO, WEW)  
 Musical Misbehavin'  
 (KYA)  
 Musical Missionaries of  
 Goodwill (WOAI)  
 Musical Mix-Up (KRBC)  
 Musical Modes (KARK)  
 Musical Moments (WBS)  
 Musical Moments with the  
 Music Masters (KRKD)  
 Musical Moods (KLO, KSL,  
 KALE)  
 Musical Mountaineers,  
 Clem Perkins' (WFBF)  
 Musical Mysteries (CFCO,  
 WMFG, CFRB)  
 Musical News (WKBW)  
 Musical News Reel  
 (KROC, WQXR)  
 Musical Newstettes  
 (WDGY)  
 Musical Newsy (KFWB,  
 KFI)  
 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)  
 Musical Oddities (WQXR)  
 Musical Open House, The  
 (KRE)  
 Musical Parade (WBZ-A,  
 KGNC)  
 Musical Pastels (WOV,  
 KDYL, WOR)  
 Musical Personalities  
 (KOB)  
 Musical Pictures of the  
 Nations (WSTP)  
 Musical Pilgrimage  
 (KECA)  
 Musical Portfolio (WAAT)  
 Musical Portraits (WBZ-A,  
 KHSL, WMBH, KOH,  
 KMPC)  
 Musical Postman (CBS)  
 Musical Potpourri (KGVO,  
 WCBD, WATL, WJBK,  
 WOV)  
 Musical Powder Box  
 (WABC)\*  
 Musical Preferences  
 (WHBE)  
 Musical Premieres (NBC)  
 Musical Prescription  
 (CJCA)  
 Musical Prevues (WDNC)  
 Musical Queries (CFAR)  
 Musical Quiz (WJNO)  
 Musical Rainbow (WBS,  
 WMFF)



PROGRAM TITLES—Continued

- Musical Rainbows (KFIZ)  
 Musical Reflections (KFVD)  
 Musical Reveries (CBS)  
 Musical Review, The Charis (NBC)  
 Musical Road Map (KYSM)  
 Musical Rogues (WNAC)  
 Musical Romance (WKY, CFRB, WDBO)  
 Musical Roulette (WJAG)  
 Musical Roundup (KMA, WLS, WNAC, WOPI)  
 Musical Salesmen (KMBC)  
 Musical Scales (KYA)  
 Musical School, Warner Ruhl's (WHDF)  
 Musical Scrapbook (KFVS, WHBB, KHSL, KMTR, WCAZ, WJAG)  
 Musical Scrapbook, Pete Smythe's (KLZ)  
 Musical Service Station (WJMS)  
 Musical Shopping Guide (KMTR, KHSL, WLNH, WHLS)  
 Musical Show, The Royal Yeast (CHNS)  
 Musical Silhouette (WMCA)  
 Musical Silhouettes (CKOC, KMOX, WMCA)  
 Musical Sketchbook (WAVE)  
 Musical Sketches (KGO-KPO)  
 Musical Sleigh Ride (KTUL)  
 Musical Smoothies (KHBC)  
 Musical Snapshots (WHEB, WMCA, WCCO)  
 Musical Snuff Box (CKAC, WOV)  
 Musical Speedway (KGNF)  
 Musical Spell-Down, The (WTMJ)  
 Musical Spelling Bee (WIRE)  
 Musical Sport Page (WTBO)  
 Musical Sports Review (KQV)  
 Musical Steeplechase (WLW)  
 Musical Story (KGW-KEX)  
 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, WWNC)  
 Musical Time Clock (KRSC)  
 Musical Tintypes (WENR)\*  
 Musical Toast (CBS)  
 Musical Tours (CBL)  
 Musical Trails, The Keystone (WJTN)  
 Musical Train (KLO)  
 Musical Travelogue (WBZ-A, WHN)  
 Musical Travelogues (KGFJ)  
 Musical Treasure Chest (KGO-KPO, KFAB, WOV)  
 Musical Treasures (WRNL)  
 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 Vox Pop (KXRO)  
 Musical Voyage (To the Dominion of Candy) (CBL, CBY)  
 Musical Watchman, The (NBC)  
 Musical Weather Man (WBBM)  
 Musical Weekly (CBS)  
 Musical Wheel (WGSN)  
 Musical Wizards, The (WTJS)  
 Musical Workbench (CJOC)  
 Musicale, The Findlay College (WJAY)  
 Musicale, The Jayness (KWKH)  
 Musicale, The Southerncal (KGB)  
 Musicale Billboard (WDBO)  
 Musicale Impromptu (KGVO)  
 Musicale Moderne (WAAF, WTAG)  
 Musicale Portraits (KGDM)  
 Musicale Romance (CFRB)  
 Musicalettes (CKCW)  
 Musicalities (KGO-KPO)  
 Musically Speaking (CBL, CBY)  
 Musicana, St. Joseph's (WOV)  
 Musicians Workshop (WEVD)  
 Musicology (WSM)  
 Musicomedy Special (WTMV)  
 Musing Time (WKY)  
 Musing with Music (WDAS)  
 Musings (CJRM)  
 Musings, The Morris Plan (WOAI)  
 Musique Tzigane, La (CJBR)  
 Musquiz (WHP)  
 Musketeers, The Royal Dutch (WFAS)  
 Muted Music (WCAE)  
 Muted Music, Merle Pitt's (WNEW)\*  
 Muted Strings (WGY)  
 Mutual Moments (WICC)  
 My Battle with Life (NBC)  
 My Boy (WEVD)  
 My Boy Matt (WSAI)  
 My Brother's Keeper (KMOX)  
 My Childhood Scrapbook (KFUO)  
 My Dear Public (WLTH)  
 My Diary (WBBM)  
 My Error (WEVD)\*  
 My Escape from Devils Island (KWK)\*  
 My Hobby Is (WSOC)  
 My Job (WFIL)  
 My Los Angeles (KECA)  
 My Lucky Break (WLW)  
 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 Secret Ambition (KFBB)  
 My Time and Your Time (WHJB)  
 Myriad Voices (WRC)  
 Myrt and Marge (CBS)  
 Mysteries in Paris (CBS)  
 Mysteries of Chemistry (WCAU)  
 Mysterioso (KRGV)  
 Mysterious Dr. Mikalin (WMAQ)\*  
 Mysterious Island (NBC)  
 Mysterious Mr. Mac (WMCA)  
 Mystery Chef (NBC)  
 Mystery Chief (CBS)  
 Mystery Cowboy, The (KMBC)  
 Mystery Dramas (KGEZ)  
 Mystery Girl (KMJ)  
 Mystery Girl, The Gobel (NBC)  
 Mystery Hour, The (KF50)  
 Mystery House (WSPD)  
 Mystery Maestro's (WWSW)  
 Mystery Melodeers (WMBR)  
 Mystery Melodies (KMJ, KTUL, WDBJ, WCBA)  
 Mystery Melody Parade (KVOR)

PROGRAM TITLES—Continued

Mystery Melody Program (KOY, WALR, WCOL, KGAR)  
 Mystery Melody Time (WKY, CILS, KFAM)  
 Mystery Organist (KDYL)  
 Mystery Poet (WCBS)  
 Mystery Quiz (WWSW)  
 Mystery Shopper, The (KDYL)  
 Mystery Singers (WBZ-A, WSAN)  
 Mystery Voice (WAAT, KVOL)

Mystery with Music (WPTF)  
 Mystery's Mansion (CBS)  
 Mystery Melodies (KVI, KSLM, KANS)  
 Mythical Airplane Salute (KWKH)  
 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)

Mc

McAleer Twins, Mac and Al, The (WOAI)  
 McDonald Trio (WMBG)  
 McEntee Time (WKY)

N

N-Peeking (KVOX)  
 NEC Reports (WCFL)  
 Name-A-Song (WIS)  
 Name It Game, The (KGW-KEX)  
 Name That Song (WTOL)  
 Name the Band (KFOR, WJNO)  
 Name the Melody (WPIC)  
 Name the Place (NBC)  
 Name the Tune (WOWO)  
 Name Three (Mutual)\*  
 Name Your Mood (WAIM)  
 Name Your Number (WGY)  
 Names and Faces (KPO)  
 Names in the News (KSL, WDAY, WNAC)  
 Names Make News (WBBR)  
 Names That Live Forever (CJOR)  
 Nancy and Ned (KCKN)  
 Nancy Clancy (NYBS)  
 Nancy Clancy, Piano Patter (WINS)  
 Nancy Dennis (NYBS)  
 Nancy Dennis, Piano Patter (WINS)  
 Nancy Lee's Shopping Tour (WFOY)  
 Nancy Nash (WAPI)  
 Nappanee Hour (WTRC)  
 Narratives on Bible Truths (KFUO)  
 Nat Brusloff 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 Editor (KFI)  
 National Farm & Home Hour (NBC)  
 National Folk Music Festival (NBC)  
 National Home Hour (NBC)  
 National Labor Scene, The (WEVD)  
 National Music Camp (NBC)  
 National Notes (WTMV)  
 National Players (KGO-KPO)  
 National Public Housing Conference Series (FTRD)  
 National Radio Forum (NBC)  
 National Security League (CBS)  
 National Spelling Bee (WMCA)  
 National Sports Parade (WBAL)  
 National Student Federation of America (CBS)  
 National Sunday Forum (NBC)  
 National Vespers (WENR)  
 National Vespers—Dr. Fosdick (NBC)  
 National Youth Administration (WBT)

Nationality Melody Hour (WAAW)\*  
 Nation's Playhouse (WLW)  
 Nativity Play, The Kentucky (WHAS)  
 Natrona County High School Program (KDFN)  
 Natural Bridge Music-makers (NBC)  
 Natural Singers, The (KFEQ)  
 Naturals (CBS)  
 Nature Lore Program (WDRG)  
 Nature Studies (WJNO)  
 Nature Study Programs (NBC)  
 Nature Tales (WHA)  
 Nature Trails (KGW-KEX)  
 Nature's Noble Naturalist (WWVA)  
 Navy Flashes (KFOX)  
 Navy in Review (KGB)  
 Nazaire et Barnabe (CKAC)  
 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)  
 Ned Jordan, Secret Agent (WXYZ)  
 Needlepoint Revue (WAAT)  
 Negro Achievement Hour (CBS)  
 Negro Art Singers (FTRD)

PROGRAM TITLES—Continued

Negro Church (WCNW)  
 Negro Melody Singers (FTRD)  
 Negro Spiritual Hour (KBLX)  
 Negro Spirituals (WDRS, CJRC)  
 Neighbor Ann (KVGB)  
 Neighbor Bill (KVGB)  
 Neighbor Irene, Your (WINS)  
 Neighbor Lane (WNAX)  
 Neighbor Ned (KYW)  
 Neighbor Nell (WGY)\*  
 Neighborhood Hostess (WCAP)  
 Neighborhood Hour (WIL)  
 Neighborhood Hour (WIL)  
 Neighborhood News (WCOL)  
 Neighborhood Press, The (WUBK)  
 Neighborhood Program (WIL)  
 Neighboring Cities (WJAX)  
 Neighboring Visit (WSAY)  
 Neighbors (WCKY, WCLE, KVOO)  
 Neighbor's Children (WKZO)  
 Neighbors in the News, Your (WHIN)  
 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)  
 Nevada Nightherders, Dude Martins (KLX)  
 Never a Dull Moment (WSPA)  
 New Angels in the News (KELD)  
 New Baby of 1939 (WTMJ)  
 New Bedford Speaks (WNBH)  
 New Brunswick Lumberjacks, The (CHSJ)  
 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 England Hillbillies, Pappy Howard's (WBRV)  
 New England in the News (WMEX)  
 New England Talks It Over (WBZ-WBZA)  
 New English Singers (CBS)  
 New Friends on the Bookshelf (WDBO)  
 New Horizons (KNX, CFRN)  
 New Ideas (WINS)  
 New Kitchen Secrets (KGO-KPO)  
 New Leadership (WORL)  
 New Mexico Home and Farm Hour (KOB)  
 New Moods in Music (WAIR)  
 New Mother Hubbard (CBS)  
 New Names (WHK)  
 New Past (CBS)  
 New Plays & Players (NBC)  
 New Songs and New Composers (WCFL)  
 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 of 1938 (KMOX)\*  
 New Voices on Parade (WEVD)  
 New World (KGO-KPO)  
 New World Symphony (CBS)  
 New York American Comics (WINS)  
 New York Goes to the Auto Show (CBS)  
 New York Hour (WINS)  
 New York in Review (WWRL)  
 New York on Parade (NBC)  
 N. Y.-Pa. Express (WESG)  
 New York Philharmonic Symphony Concerts (CBS)  
 New York Reporter (WINS)  
 New York State Police Co. (WGY)\*  
 New York State the Beautiful (WGY)\*  
 New York Symphonic Choir (NYBS)  
 New York Town (WHN)  
 New York University Debates (WHN)  
 New Yorkers, The (CBS)  
 Newcomers' Club, The (WOPI)  
 Newlyweds, The (WCBS)  
 Newlyweds of the Air (KDKA)  
 News—Al Grobe (NYBS)  
 News, The Sterling Super Bru (WGRC)  
 News and Interviews (KGKO)  
 News and Views (KGGF)  
 News and Views by the Breakfast Table Reporters (WMTF)  
 News and Views of Labor (WCFL)  
 News and Views of South America (NBC)  
 News and Views of Sports (KTAT)  
 News As a Woman Sees It (WCSC)  
 News at Noon (KIRO)  
 News Behind the Headlines (KTSM)  
 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 Capt. Herne's (WGN)  
 News Chuckles (WOWO)  
 News Comes to Life (WINS, WJR)  
 News Direct from Washington (KFUO)  
 News Distorter (WIOD)  
 News Dramas (KHJ)\*  
 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, WHIO)  
 News for Everyone (WNEW)  
 News for Executives (WCKY)  
 News for the Ladies (KARK)  
 News for the Missus (WBBM)  
 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 World's Fair (WOF)  
 News from the 'Y' (WGPC)  
 News Highlights and Sports (KARK)  
 News Hits Home, The (WMCA)  
 News Hunters (WMBC)

PROGRAM TITLES—Continued

- News in a Nutshell (WKRC)  
 News in Religion (WTAG)  
 News in Review (WHEB, WREN, WHP)  
 News in Rhyme, The (NYBS)  
 News in Spanish (WLW)  
 News in the Making (KFRC)  
 News Index (WTAR)  
 News Is on Parade (WJRD)  
 News—Jack Ingersoll (NYBS)  
 News Jester, The (KMBC)  
 News Leader Current Events (WRVA)  
 News Leader History of Old Virginia (WRVA)  
 News Magazine of the Air (WBS)  
 News Mrs., The (WBRB)  
 News, Music, Interviews (KTUL)  
 News 'n' Notes (KYOS)  
 News Oddities (KPIZ, WBT, CJCA, WLNH)  
 News Oddities of the World (KONO)  
 News of Our Neighbors (KMOX, WBT, WGAR)  
 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, CJRC)  
 News of the Hour on the Hour (WCBS)  
 News of the Hour, on the Hour, Every Hour (WORLD)  
 News of the Mississippi Valley (WHBF)  
 News of the Moment (CFAC)  
 News of the Road (WCAE)  
 News of the Veterans (WBRB)  
 News of the Week (KABC, WCMI)  
 News of the Week in Review (WSBT-WFAM, KVOR, WBT)  
 News of the Week on Parade (WIS)  
 News of the World (WJAS, WLTH, WRVF)  
 News of Today the History of Tomorrow (KTBS)  
 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 on Parade (WFBC)  
 News on the Nose (WKY)  
 News Paper of the Air (WLAC)  
 News Parade (KGIW, WCAE, WDGY, WJJD)  
 News Parade, Al Grobe (WINS)  
 News Parade, Your (WBTM)  
 News—Paul Sullivan (WLW, WSAI)  
 News—Peter Grant (WLW)  
 News Quiz, The (WMIN)  
 News Quiz, The Birmingham (WSGN)  
 News Reel, The (WHDL)  
 News Reel, The WABI (WABI)  
 News Reporter—Charles Woods (WSAI)  
 News Reporter, The Arrow (WCAU)  
 News Reporter, The Calumet (WIND)  
 News Reporter, The Esso (NBC)  
 News Reporter, The Phillips (KGNC)  
 News Review (KSLM)  
 News Review, The Duke (WDNC)  
 News Review, The Seafood (WPTF)  
 News: Review and Preview (WSM)  
 New Reviewers, The (WQXR)  
 News Revue (WLBZ)  
 News Room (WSAU, WAPI, WJR)  
 News Room, The WHBB (WHBB)  
 News Room Tours the World, The WBTM (WBTM)  
 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 Headlines (WSFA)  
 News, Views and Sports Reviews by Hughes (CBS)  
 News Voices of 1938 (CFCO)  
 News While It's News (WKY, WHIO)  
 News with a Kick (WIP)\*  
 News With Ford Bond (NBC)  
 News with Music (WBBM)  
 News X-Ray (WCCO)  
 Newsgrams (KROY)  
 Newscaster, The Gulf (WDAB)  
 Newscaster, The KOB (KOB)  
 Newscaster, The Sunoco (WGY)  
 Newscasts (KVSO, WOAI)  
 Newsical Sunshine (KGO-KPO)  
 Newsings with Hy Fox (WFAS)  
 Newsman, The CKY (CKY)  
 Newsman Reviews the News, A (WPTF)  
 Newspaper Adventures (WMCA)\*  
 Newspaper Fund, The (CJRC)  
 Newspaper of the Air (KABR, KPQ, WCLO, WELL, WHIO)  
 Newspaper of the Air, The KGEZ (KGEZ)  
 Newsreel (KIRO)  
 Newsreel, The Engerine (NBC)  
 Newsreel of the Air with your Word-Picture Cameraman, The (WALR)  
 Newsstand Novelties (CJCA)  
 Newstime (IBS, KTHS)  
 Newsy Jigsaw, The (CKX)  
 Newsy News (KMA)  
 Newsy News from Jefferson City (KMOX)  
 Newsy Notes (WCBA-WSAN)  
 Newsy Notes from Hollywood (WBTM)  
 Newt's Gang (KFEQ)  
 Niblick Club, The (WGES)  
 Nice Work if You Can Get It (KFYO)  
 Nick and His Cornhuskers (WDFD)  
 Nickel Belt Birthdays (CKSO)  
 Nickel Club (CJOR)  
 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 KRSC (KRSC)  
 Night Club, The NBC (NBC)  
 Night Club Extravaganzas (KMBC)

## PROGRAM TITLES—Continued

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 Extra (KIRO, KSTP)  
 Night Hawk Fiddlers (WPHR)  
 Night Hawks' Club (KYA)  
 Night Herders (KFIZ)  
 Night in Manhattan (WHN)  
 Night in Venice (KGIN)  
 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 (KGIN)  
 Night Riders, George B. German's (WNAX)  
 Night Riders, The (CJRC)  
 Night School (WTMJ)  
 Night Shades (CJOR)  
 Night Singer (CBS)  
 Night Swing Court (WMSD)  
 Night Time on the Trail (KMBC)  
 Night Watch (WIND, CKWX, WGH)  
 Night Watchman, The (KGW-KEX)  
 Night Winds (KMBC)  
 Nightcap Newscast (WROL)  
 Nighthawk Frolic (WDAF)  
 Nighthawks (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)  
 Nine-Thirty Club, The (WDBJ)  
 Nine to Five (NBC)  
 1938 Mobilization for Human Needs (NBC)  
 1938 Ohio Review (WTAM)  
 1938 Prosperity Program (KMTR)  
 19th Hole Golf News (KRE)  
 920 Club, The (WPEN)  
 92 Dance Party (WRDW)  
 92 News (WBRC)

90 Days of Time (KOL)\*  
 Ninety Days of Time (KRSC)  
 Ninety-Nine Men and a Girl (CBS)  
 Nini and Lee (WRTD)  
 Nip and Tuck (KFWB)  
 Nit Wit Hour (CBS)  
 Nite Club, The Silvertown (WBRC)\*  
 Nite on the Prairie (KGNC)  
 Nite Owl Club, The (WHK)  
 Nite Owls, The (WBNS)  
 Nite-Watch (WIND)  
 Nitwit Serenade (WRUF)  
 Nitwits (WPAY)  
 Nixon Denton in Second Thoughts (WSAI)  
 No Mournful Numbers (CKY)  
 No School Today (WEAF)\*  
 No Talent Wanted (NEC)  
 Noble Barbee, Pianist (KRMD)  
 Noble Cain and A-Capella Choir (WENR)  
 Noble Romans (WIBX)  
 Nobody Home (KGO-KPO)  
 Nobody's Sweetheart (WICA)  
 Nocturnal Fantasy (WBLK)  
 Nocturnal Melodies (KABR)  
 Nocturnal Serenade (WHP)  
 Nocturnal Singers (WSYR)  
 Nocturnal Soliloquy (KARK)  
 Nocturnal Vespers (KTAT)  
 Nocturne (CKWX, WBBM, WCAO, KMBC, KRBC, WHEC, WGAR)  
 Nocturne in Music (WFAS)  
 Nogalita Heights Serenaders (WOAI)  
 Nomads (KGO-KPO)  
 Non-Sectarian Morning Devotional Program (KDFN)  
 Nonsense and Notes (KGFJ)  
 Nonsense and Notes to You (KTUL)  
 None of Your Business (WAIM)  
 Noon-Day Dance Revue (WAGM)  
 Noonday Dinner Concert (KPNF)  
 Noon Day Forum (WORLD)  
 Noon-Day Melodies (KMMJ)  
 Noon Day Serenade (WELI)  
 Noon Day Tunes (KAWM)  
 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 Potpourri (CFJC)  
 Noon Hour Varieties (WRR)  
 Noon News, Al Grobe (WINS)  
 Noon News, The Nutrena (KUOA)  
 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 News (WFAA)  
 Noonday News Roundup (WJBB)  
 Noonday Nocturne (WGH)  
 Noonday Novelties (KGVO)  
 Noonday Organ Melodies (KFRO)  
 Noonday Program of Popular Recordings (KRE)  
 Noonday Revue (WTAG)  
 Noonday Rhythm (WSAI)  
 Noonday Rhythms (WIBC)  
 Noonday Roundup (WADC)  
 Noonday Serenade (WELI)  
 Noonday Talks (KFUO)  
 Noonday Tune Parade (KDON)  
 Noonday Varieties (WMBO, WEAU, WTJS)  
 Noontime Memories in Words and Music (KORE)  
 Noontime Nonsense (KGFJ)  
 Noontime Parade (CFAC)  
 Noontime Tydings (KANS)  
 Noontime Varieties (KRMC, WTIC)  
 Noontime Variety (WGPC)  
 Noontimers (WCAO)  
 Norma Alaj (WPHR)  
 Norma and Her Violin (KVOO)  
 Norman Cloutier Presents (NBC)  
 Norman Smith and Orchestra (KGFF)  
 Normandie Ball Room (NYBS)  
 Normandie Time (WORLD)  
 Norsanna Chorus (WEBC)  
 North Iowa Public Forum (KGLO)  
 North Lansing against the World (WJIM)  
 North River Docks (NEC)

PROGRAM TITLES—Continued

- Northern Lighters, The (KFQD)  
 Northern Lights (WTAM, KOIN)  
 Northern Naturals (WOW)  
 Northern Ramblers, The (CKSO)  
 Northernaires (CJIC, CKCL)  
 Northland Herald (WTCN)  
 Northside Municipal Court (WHB)  
 Northwest Artists (WEBC)  
 Northwest Builders' Program (WEBC)  
 Northwest on Parade (KGA, KHQ)  
 Northwest Top Tunes (KSOO)  
 Northwest Tribute (KGVO)  
 Northwestern Neighbors (KOIN)  
 Norway (NBC)  
 Nosey News (KFRU)  
 Nosey Reporter (KVS0)  
 Not a Word (WNBH)  
 Not for Ladies (NBC)  
 Not So Long Ago (WBBM)  
 Not So New, Not So Old (WQDM)  
 Not 'Who's Who'—But 'Who's Now' (WACO)  
 Notables in the News (KVOD)  
 Note Book (WOR)  
 Note Book, Art Baker's (KFT)
- Notebook of Song (KYOS)  
 Notebusters (WFMD)  
 Notes (WSBT)  
 Notes and Lyrics (WKBO)  
 Notes and News (WKRC)  
 Notes and Nonsense (KFRU, KGVO)  
 Notes and Notes (WNBH)  
 Notes for Flower Lovers (KTSA)  
 Notes from My Little Red Book (WL0K)  
 Notes from Neighborhood Nook (WJNO)  
 Notes in Rhythm (WJAY, KDYL)  
 Notes of Harmony (WHBF)  
 Notes to You (KXBY, KOH, WINS)  
 Nothin' Special (WFBC)  
 Nothing but the Truth (WCFL, WMAQ, WHB)  
 Nothing Today (KYA)  
 Nourishine Varieties (KGO-KPO)  
 Nouvelles a la Loupe, Les (CKAC)  
 Novel Half Hour (WTMJ)  
 Novel in Review (WHA)  
 Novel Nuggets (WHEB)  
 Noveleers (WFAA)  
 Novelesque (WSIX)  
 Novelette (WTAM, WFAA)  
 Novelettes (KGO-KPO, KFOR, WAIR, WIBA, WRVA)
- Novelodians (WHAM)  
 Novelteers (CBS)  
 Novelteers, The (WBT)  
 Novelties (WRUF)  
 Novelty Boys (KMOX)  
 Novelty Boys, Jimmie and Dick, The (WEEL)  
 Novelty Broadcasts (NBC)  
 Novelty Choir (WOR)\*  
 Novelty Grab Bag (CJCA)  
 Novelty Hour (WADC)  
 Novelty Noodlers (WWSW)  
 Novelty Notes (WESG)  
 Novelty Quartet Hour (WTBO)  
 Novelty Revue (WHB)  
 Novelty Rhythms (CBS)  
 Novelty Time (CFAC)  
 Now and Then (CKX, WHEB, CJRC)  
 Now It's My Turn (KVOO)  
 Now You Decide (WHN)  
 Nuggets of Gold (KQOC)  
 Number, Please (KCKN, WRJN, WDAN, WFMD, WJR)  
 Numbers (WCBS)  
 Numerology (WWSGN)  
 Nursery Rhymes (WEAF)\*  
 Nut Factory, The (WWMF)  
 Nut Farm, The (WFBM)  
 Nut Meets (KMBC)  
 Nutmeggers, The (WDRG)  
 Nuts and Bolts (KGO-KPO)  
 Nutty Club, The WBBM (WBBM)  
 Nutty News (WMCA, WAPI)
- O-Susannah (KGW-KEX)  
 Oatville Barbershop (WJJD)\*  
 Obediah Simpkins (CJRC)  
 Obit of Swing (WGAR)  
 Obituary Column of the Air (WAIM)  
 Object Matrimony (NBC)  
 Obligato (WBBM)  
 O'Brien's Ghosts (CJOR)  
 Observations (KSAC)  
 Observatory Hour (KSL)  
 Occidental Duo (WJEC)  
 Ocean Steamship (NBC)  
 Octane Entertainers, Slim's (KGKL)  
 Octopus, The (WABC)\*  
 Odd & Ends (KELO)  
 Odd But True (WHBQ)
- Odd Facts About Alabama (WAPI, WSAI, KABR, KSFO, WHBB)  
 Odd Job Interviews (NBC)  
 Odd Quirks in the News (KWKH)  
 Oddities from the Scrapbook of Life (KGB)  
 Oddities in Rhythm (KFYO, KMTR)  
 Oddities in the News (WAPI, WSAI, KABR)  
 Oddities in the News Reporter, Burnette's (KNOW)  
 Oddities of the World (KTUL)  
 Oddies of Oddities (KGVO)
- Odds and Ends (WJW, KROC, KRNR, KORE, KFOX, KGXC, WEXL, KFBC, WADC)  
 Odds and Ends of Music (KRMC)  
 Odds and Ends of the Day (CBS)  
 Odyssey of Youth, The (WWSW)  
 Oedipus Rex (NBC)  
 O'er the Radio Sports Desk (WI0D)  
 Of All Things (KSTP, KYA, WIND)  
 Of Interest to Women (WOV)  
 Of Interest to You (WOC)  
 Of Lasting Beauty (CJRC)



PROGRAM TITLES—Continued

- Of Life and Death (KFRC)  
Of Men and Books (WBBM)  
Of Mutual Interest—C. J. Ingram (WOF)  
Of the People, By the People, For the People (CBS)  
Off the Beaten Track (CJIC)  
Off the Magazine Rack (WSYR)  
Off the Record (KARK, WAAT, KFI)  
Office Workers on the Air (WEVD)\*  
Officer of the Day, The (WSAR)  
O'Flynn, The (CBS)  
Og, Son of Fire (CBS)  
Oh! Ya! Ya! (KGO-KPO)  
Ohio Composers (WTAM)  
Ohio Farmer (WCLE)  
Ohio River Showboat (WCOL)  
Ohio School of the Air (WLW)  
Ohio Valley News (WCMJ)  
Oil News of the Illinois Oil Basin (WDZ)  
O. K. for Sound! (CJCA)  
O. K. Presby and His Novelties (CFCY)  
O. K. Presby at the Steinway (CFCY)  
Oklahoma and the Cultural Arts (WKY)  
Oklahoma Cotton Pickers (KFBI)  
Oklahoma Gassers (KVSO)  
Oklahoma Pioneers (KBIX)  
Oklahoma Slicers (WMCA)\*  
Oklahomans, The (WKY)  
Old and the New, The (WHO)  
Old Anthology, The (WALR)  
Old Bachelor, The (KGER)  
Old Baker Bill (WHEB)  
Old Barn Theatre (KTUL)  
Old Bookworm (KFBB)  
Old Bugler, The (WBNS)  
Old Camp Meeting (WRR, KRE)  
Old Captain, The (WDRC)  
Old Chestnuts (WDAY)  
Old Circuit Rider, The (KQV)  
Old Citizen, The (KGBX, KWTO)  
Old Clipping Chest, The (KOY)  
Old Colonel and his Friends (KHQ)  
Old Colonel and His Saddle Pals (KMTR)  
Old Colonel South (WSB)  
Old Counselor, The (WBRY)  
Old Country Store, The (CHRC)  
Old Cracker Barrel, The (WGAR)  
Old Craftsman, The (KFRC)  
Old Cronies (WCAM)  
Old Curiosity Shop, The (WQAM, WFAA)  
Old Cynic, The (WPCH)\*  
Old Dirt Dauber (WLAC)  
Old Dixie School (WLAC)  
Old Doc Easy (KWK)\*  
Old Doc Peeve (KIT)  
Old Doc Pleezem (WQAM)  
Old Doc Pleezem and His Medicine Show (WQAM)  
Old Doc Rhythm (KYOS)  
Old Doc Sunshine (CKCW)  
Old Doctor Jim (NBC)  
Old Dodge Dramas (KGNO)  
Old Dreamer, The (WHO)  
Old Eavesdropper, The (KGVO)  
Old Familiar Tunes (CBS)  
Old Family Album (KANS)  
Old Family Almanac, The (KFOX)  
Old Farm Hour (WCHS)  
Old-Fashioned Barn Dance, The Greater (KMOX)  
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, WLAC)  
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 Morn-ing (WKBZ)  
Old Heidelberg (KMBC)  
Old Hired Hand, The (WHMA)  
Old Home, The (CHRC)  
Old Home Quartet (KHQ)  
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 (WITMV)  
Old Hymns & Hearts Talks (KDDM)  
Old Jim Bridger (NBC)  
Old King Jamboree (WKY)  
Old Kitchen Kettle (WLS)  
Old King Cole (NBC)  
Old Lamplighter, The (WDGY)  
Old Left-Hander (WDNC)  
Old Love Letters (WHAS)  
Old Man Box Score (WAVE)  
Old Man from the Sand-hills (KGNF)  
Old Man Muthurin's Store (CHRC)\*  
Old Man of the Mountain (NBC)  
Old Man Ohio (WHKC)  
Old Man Sunshine (KGNC, WGY, WALA, CKOC, WSAV)  
Old Masters Live Again (WDRC)  
Old Meetin' House, The (WIBM)  
Old Memory Box (KGO-KPO)  
Old Music Book, The (WCBM)  
Old Music Box (WHBL)  
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 (WFDE, WJR, WPTF)  
Old Opera House, The (KROC)  
Old Opry House, The (WMBC, KMBC)  
Old Opry House (KDYL)  
Old Opry House Days (KPND)  
Old Organ Doctor, The (WKOK, WPEN)  
Old Painter, The (WMAQ)  
Old Pedagog, The (WSB)  
Old Philosopher, The (KHSL, WSGN, KWK, WBS, 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)

## PROGRAM TITLES—Continued

- Old Range Round Up (WDRG)  
 Old Ranger, The (WLBC)  
 Old Red Hill of Georgia (WSB)  
 Old Refrains (WBOW, WTAM)  
 Old Reporter, The (WBNS)  
 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 (WDRG, WHO)  
 Old Song Contest (WDEL)  
 Old Song Shop, The (WTMJ, WROK)  
 Old Song Shoppe, The (WHBQ)  
 Old Songs, The (KSUB, WWSW)  
 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 Stock Mysteries (WDEV)  
 Old Storekeeper, The (KFEQ, KFVS)  
 Old Talking Machine (WKOK)  
 Old Testament Hour (KFUG)  
 Old Theatre (WMCA, WOR)  
 Old Time Camp Meeting (CKCL)  
 Old Time Fiddles (WDBO)  
 Old Time Gospel Hour (KTOK)  
 Old Time Hayshakers (WCOL)  
 Old Time Hits (WWRL)  
 Old Time Hymns, Chap-nell's (WJMS)  
 Old Time Jamboree, The (CKCW)  
 Old Time Melodramas (WBBM)  
 Old Time Music Makers, The (CHNC)  
 Old Time Party (KHQ)  
 Old Time Religion (WNOX)  
 Old Time Roundup (WSPD)  
 Old Time Songs (WCHS)  
 Old Time Spelling Bee (KTAT, WOR)  
 Old Time Tunes (KGVO)  
 Old Timer, The (WCAP, MWR, KXRO, KCMO, WJW, WIOD, KPNC)  
 Old Timers (KOY, WLS, KFIO, KFAB, WHLB)  
 Old Timers, The (KGW-KEX)  
 Old Timers' Convention (KWTO)  
 Old Timers' Drive (WBS)  
 Old Timers' Frolic (WHBQ)  
 Old Timers' Midnight Jolli-fication (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 Trader, The (KFH)  
 Old Trading Post (CKLW, WMMN, WMBS)  
 Old Trapper, The (WHAM, WDJ)  
 Old Traveler, The (WHK, WXYZ)  
 Old Travelers Tales (WMAQ)  
 Old Treasure Chest (KWBG)  
 Old Trusty (WEEI)  
 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)  
 Old Wayside (WSOC)  
 Old Witches (NBC)  
 Old Words to New Music (NBC)  
 Old World Backgrounds (CBS)  
 Old World Music (KGO-KPO)  
 Old World Musicians (CFRB)  
 Old World Serenaders (KGO-KPO)  
 Olde Booke Shoppe, Ye (WFIL)  
 Olde Playpiano, Ye (KONO)  
 Ole and Marge (KFAB)  
 Ole King Cole (WFIL)  
 Ole King Cole's Ork (WAAT)  
 Ole Tar Speaks (WCOA)  
 Ole Timers, The (WAIM)  
 Oleanders, The (CBS)  
 Ole's Paul Bunyon Stories (WEBE)  
 Olio, The (WHLE)  
 Oliver Towne (KSL)  
 Oliver's Ensemble (CBS)  
 Olson Oddities (WBT, WHO)  
 Olympians (KGO, KPO)  
 Olympics of the Air (KMBC)  
 Omar Khayyam (CBS)  
 Omar's Basket of Melody (WTMJ)  
 On a Sunday Afternoon (WHN)  
 On Broadway (NBC)  
 On Matters Musical (CBL, CBY)  
 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 Song (KFPY)  
 On the Air (KNX, WBAL)  
 On the Air Today (WSAL)  
 On the Air with Lud Glus-kin (KNX)  
 On the Avenue (KMO, WCAU)  
 On the Bandstand (WCPO)  
 On the Campus (KSAC)  
 On the Continent (WATR)  
 On the Down Beat (WGPC, KSRO, WIP)  
 On the Farm (KMMJ)  
 On the Farm Front (WBT)  
 On the 5:15 (WKBO)  
 On the Front Porch (CBS)  
 On the Mall (KGHI, KGEZ)  
 On the March (CKCK, WIND)  
 On the Midway (WTJS)  
 On the Mississippi (WHBF)  
 On the 9:15 (WISN)  
 On the Outside Looking In (WIRE)  
 On the Record (WHP)  
 On the Road to Romance (WRUF)  
 On the Set (KFVD)  
 On the Shores of the Dan-ube (CHRC)  
 On the Sidelines (WMIN)  
 On the Sidewalks of Five Points (KLZ)  
 On the Sunset Trail (NBC)  
 On the Trail (KOB)  
 On the Trail of Captain Kid (KNX)  
 On the Trail to Albu-querque (KOB)  
 On the Trail With the Minnesota 400 (KROC)  
 On the Trap Line (CKY)  
 On the Village Green (CBS)  
 On the Volga (CBW)



PROGRAM TITLES—Continued

- On Time with the News (WDRC)  
 On to Adventure (WBBM)  
 On Twelfth Street (KMBC)  
 On Wings of Melody (CJRM, KGO)  
 On Wings of Music (KGO-KPO, WBZ-A)  
 On Wings of Song (KANS, WNAC, KRQA, WHAM, CJOC, CKX, WDBJ, WMBG, WDRJ, CJAT, KGGM, KWOS, KOME, WBAP, WDRC, WTOL)  
 On Wisconsin (WBBM)  
 On With the Show (KYA)  
 On Your Dial (KELO)  
 Once over Lightly (KCOC)  
 Once Upon a Time (KGO-KPO, SR, KOA, KSAI, KGVO)  
 Uncle Jean, Le (CKCV)  
 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, CFRN)  
 100 Will Die (WHK)  
 120 Minutes of Sunshine (KMPC)  
 One Little Girl in Blue (WGRC)  
 One Man Accordion Band (WDRC)  
 One Man Band, The (WCLE)  
 One Man Minstrel (WMCA)  
 One Man Minstrel Show (CBS)  
 One Man Show, The (WHBQ)  
 One Man's America (KGW-KEX)  
 One Man's Family (KGO-KPO)  
 One Man's Opinion (WMBO, WMCA, WOR)  
 One Minute Sermons (KDKA)  
 One-Night Stand (CKCK, WBRY)  
 One o'Clock Revue, The (KJBS)  
 One on the Aisle (WSBT-WFAM)  
 One Person to Another (KGA)  
 ¼ Hour in ¾ Time (KFXD, KABR, WHN, KPAB, KSOO)  
 One Quarter Hour of Ro-  
 mance (WBBM) ¼ of ¾ (waltz time) (WGPC)  
 One Question Queries (WMBR)  
 1,001 Vacations (WENR)\*  
 One Thousand Men and a  
 Girl (WWVA)  
 One-Two-Three Trio, The  
 (CJRC)  
 One Woman's Opinion (KMOX)  
 O'Neills, The (WBS)  
 Only Yesterday (KMTR)  
 Onward Road (KMOX)  
 Open Air Kitchen (KSTP)\*  
 Open Air Theatre (KTAT)  
 Open Bible Hour (KGNC)  
 Open Book, The (WGY)\*  
 Open Club Meetings of the  
 Air (WNEW)  
 Open Door, The (WISN,  
 KWLK)  
 Open Forum (KMOX)  
 Open Forum of the Air  
 (KGNC)  
 Open House (WQAM,  
 WDBO)  
 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  
 (WORL)  
 Open Road to Success  
 (WAPI)  
 Open Window, The  
 (WFBR)  
 Opening the Mail (WGAU)  
 Opera Airs (WSAU)  
 Opera Aires (WSAU)  
 Opera Briefs (WQXR)  
 Opera Encores (WSM)  
 Opera Gems (WQXR)  
 Opera Hours (WPHR)  
 Opera House, The (CKBI)  
 Opera House of the Air,  
 The (CFRB, WCNW)  
 Opera House Tonight  
 (WTAM)  
 Opera in Miniature  
 (KTUL)  
 Opera Mirror (CRS, KYA)  
 Operas, Great Moments  
 from Great (NBC)  
 Operatic Echoes (KFPY)  
 Operatic Fantasia (CBL)  
 Operatic Gems (WBIL,  
 WRDW)  
 Operative Steele  
 (WMBC)\*  
 Operative 13-13 (WPCH)\*  
 Operator K-9 (WCKY)  
 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)  
 Opery House, The (KOA,  
 WBNX)  
 Opinions (WQXR)  
 Opportunities (WXYZ)  
 Opportunity Hour (WIL,  
 KTUL, WRDW)  
 Opportunity House, The  
 (KDYL)  
 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)  
 Opportunity Road (WJZ)  
 Opportunity Time (CJIC,  
 WMC, WHLS)  
 Opry House (NBC)  
 Opry House, The WBRY  
 (WBRY)  
 Opry House Tonight  
 (WCAE)  
 Opry Tonight (WRC)  
 Optical Question Box, The  
 (CJRC)  
 Optimism of an Optome-  
 trist (KFI)  
 Optimistic Mrs. Jones, The  
 (NBC)  
 Oral Lorgnettes (KMPC)  
 Orange County Medical  
 Association (WDBO)  
 Orange Grove String Band  
 (WRUF)  
 Orange Lantern (NBC)  
 Orchestra, The (KGO-  
 KPO)  
 Orchestra Pit, The (WAAF)  
 Orchestral Echoes (KWOS)  
 Orchestral Hall, The Radio  
 (KABC)  
 Orchid to You, An (KARK,  
 KFH)  
 Orchids to You (WCOP,  
 KGNC, KTBS)  
 Oregon Crosscuts (KWJJ)  
 Oregon Oddities (KWJJ)  
 Oregon on Parade (KOIN)  
 Oregon Rangers (WEEB)  
 Organ Aires (KBIX)  
 Organ All Request Pro-  
 gram (WSPA)  
 Organ and Cello (CJRC)  
 Organ and Xylophone Re-  
 cital (NBC)  
 Organ Chats (WFAA)  
 Organ Chimes (WRUF)  
 Organ Echoes (KOY,  
 KRSC)  
 Organ Encores (WESG)  
 Organ Fancies (KGDM)

## PROGRAM TITLES—Continued

- Organ Fantasy (CJAT)  
 Organ Grinder (KGHI, KTAT)  
 Organ Grinder's Swing (KYOS)  
 Organ Hour, The (WKBO)  
 Organ Interlude (CHS), KONO, CJRC)  
 Organ Luncheon Music (CBS)  
 Organ Lyrics (CHNS)  
 Organ Magic (WHAS)  
 Organ Meditations (WHJB)  
 Organ Melodies (WJEJ, KDB, KFBI, WSAU)  
 Organ Melodies with Harmonettes (KMOX)  
 Organ Memories (KDB, WTJS)  
 Organ Midnight Symphony (KRE)  
 Organ Moments (KVOO)  
 Organ Moods (KBTM, WAAW, WCLE, WRUF)  
 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 Postlude (WAGM)  
 Organ Reflections (KOL, KGNC)  
 Organ Reveille (WMBH, KFPY)  
 Organ Reveille, KFBB's (KFBB)  
 Organ Reverie (WOR)  
 Organ Reveries (WBZ-A, WCHV, KMPC, KFVS, KPDN, WCLO, WCOU)  
 Organ Reville (WKY)  
 Organ Rhapsody (KXBY, WFBM)  
 Organ Round Up (WFLA)  
 Organ Serenade (WPHR)  
 Organ Sketches (WFAA)  
 Organ Solos (NYBS)  
 Organ Souvenirs (KFRO, KFPY)  
 Organ Speaks, The (WRJN)  
 Organ Swing (KIUL, WINS, CJRC)  
 Organ Swing with Happy and Hank (NYBS)  
 Organ Symphony (KGO-KPO)  
 Organ Time (KPMC, WCOU)  
 Organ Tones (WRDW)  
 Organ Treasures (SR, KHSL)  
 Organ Varieties (KGDM)  
 Organ Vespers (KROY)  
 Organ, Voice and Viola (CJRC)  
 Organade (KFIZ, WSGN)
- Organaires (WBRY, WPTF)  
 Organalities (KIUL, KVSO, WHP, WIL, KMBC, KOVC, CFAC, KVGB, KFAM)  
 Organantics (CKY)  
 Organesque (WIND, WHAS, KRGV)  
 Organettes (WDZ)  
 Organiste, Les (CJBR)  
 Organ-Izing (KMO)  
 Organocturne (KFRO, KWTO-KGBX)  
 Organology (KFRO, WCLO)  
 Organtide (KABR)  
 Orgets in the Air (NBC)  
 Oriental (WIL)  
 Oriental Interlude (WAIR)  
 Oriental Musings (KFWB)  
 Oriental Wise Man (WAAT)  
 Orientale (CKCD)  
 Origin of Jazz (NBC)\*  
 Origin of Names (WHB)  
 Origin of Strange Superstitions (WHB)  
 Original Amateur Hour, The WHN (WHN)  
 Original Bavarians, The (KMOX)  
 Original Childrens Hour, The R. H. White (WEEI)  
 Original Chippewas, The (WHO)  
 Original Early Birds (WFAA)  
 Original Microphone Plays (NBC)  
 Original Nut Club (WAAT)  
 Original Script Shows (WWRL)  
 Original Song Book, The (KGFJ)  
 Originalities (WEW)  
 Orlando High School Dramatizations (WDBO)  
 Ormsby's Race Program (WOAI)  
 Orphan Annie (WGN)  
 Orphans of Divorce (NBC)\*  
 Orphans of the Ether (WSYR)  
 Orville Foster's Holy Week Programs (IBS)  
 Oscar and Elmer (SR)  
 Oscar and the Old Timers (KVGB)  
 Oscar's Country Villagers (KRKD)  
 Other Americas, The (NBC)  
 Other Day, The (KHQ)  
 Other Fellow, The (KGO-KPO)  
 Other Fellow's Job, The (KGA, WAPI)  
 Other Fellow's Viewpoint, The (WBRY)  
 Other Man, The (KFRC)
- 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 America (WSM)  
 Our American Music (WSPR)  
 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, WHP)  
 Our Cincinnati Schools (WSAI)  
 Our City Beautiful (WHBQ)  
 Our Community (WDGY)  
 Our Composers (WILL)  
 Our Cozy Corner with Buddy Krause (WFAS)  
 Our Daily Bread (KGVO, CFCH, CFRB)  
 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 Gang (CFQC)  
 Our Gardens (CFGP)  
 Our Gentlemen of Rhythm (WHBQ)  
 Our Government (NBC)  
 Our Government, Sen. Arthur Capper (CBS)  
 Our Great State (Come on Down South) (WWL)  
 Our Hobbies (WBNS)  
 Our Hobby (WCPO)  
 Our Hollywood Gossip (CKMO)  
 Our Home Town (WBBC)  
 Our House (KGO)  
 Our Legal Profession (WDBO)  
 Our Little Playhouse (CBS)  
 Our Lives (WHOM)  
 Our Local Government (WAVE)  
 Our Neighborhood (FTRD, WLW)  
 Our Neighbors (WBIG, WGTM, WENR, WLVA)

PROGRAM TITLES—Continued

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| Our Neighbors Speak (KHQ)                 | Out of the Nite to You (WOW)           | Over the Coffee Cups (KDKA, WDAF, WDWS, WJNO, WHK, WIBC) |
| Our Next Door Neighbors (WICC)            | Out of the Past (WBZ-A, MacG)          | Over the Footlights (KRE, WTIC)                          |
| Our Own Birthday Train (CJIC)             | Out of the Rough (WDWS)                | Over the Garden Gate (KGB)                               |
| Our Poet's Corner (KHSL)                  | Out of the West (NBC)                  | Over the Heather (NBC)                                   |
| Our Private Lives (WHP)                   | Out Today! (CKCL)                      | Over the Kitchen Fence (KFAM)                            |
| Our Public Schools (WCAU)                 | Out Where the West Begins (KMBC)       | Over the Tea Cups (WJNO, WBRB)                           |
| Our Quarter Hour (KUOA)                   | Outaouais Little Theatre, The (CKCH)   | Over the Transom (WMT)                                   |
| Our Radio Columnist (CKMO)                | Outdoor Guide, The (KTFI)              | Over the Waves (CKY)                                     |
| Our Rochester (WHEC)                      | Outdoor Hour, The (WICA)               | Overnite News Review (WJNO)                              |
| Our Romantic Ancestors (CBS)              | Outdoor Reporter (KFWB)                | Overtime Period (WTCN)                                   |
| Our Sam (CKCL)                            | Outdoor Review (WMBH)                  | Overtone of the News (WQXR)                              |
| Our San Antonio (KTSA)                    | Outdoor Wisconsin (WIBA)               | Overtures and Preludes (WQXR)                            |
| Our Shut-in Friends (WIBC)                | Outlaws, The (KFJZ)                    | Owatonna Radio Hour (KROC)                               |
| Our South American Neighbors (CBS)*       | Outports Hour, The (CFCY)              | Owl, The (KJBS)  |
| Our Speech (WHA)                          | Outstanding Musical Program, The (NBC) | Owl Car (WEMP)   |
| Ourselves and the World We Live In (CECF) | Outstanding Women (WHAS)               | Own Ma Perkins, Oxydol's (NBC)                           |
| Our Town (WGAR)                           | Outwitting the Pianist (CKPR)          | Own Meteorologist, WEEI's (WEEI)                         |
| Our Young Friends (WHB)                   | Over a Cup of Tea (NBC)                | Oxford String Quartet (WQXR)                             |
| Out for an Airing (KOVC)                  | Over at Hal's House (KFOX)             | Ozark Carnival (KMOX)                                    |
| Out of Space (WTJS)                       | Over at Our House (WHA)                | Ozark Matinee (KMOX)                                     |
| Out of the Blue (WFMD)                    | Over Jordan (NBC)                      | Ozark Melodies (CBS)                                     |
| Out of the Dusk (WRJN, WMMN)              | Over the Back Fence (KGVO, KPAB)       | Ozark Mountaineers (KMOX, KWJJ)                          |
| Out of the Dusk to You (WEBC)             | Over the Ball (WHJB)                   | Ozark Open House (KFRU)                                  |
| Out of the East (KGO-KPO)                 | Over the Breakfast Table (KEX)         | Ozark Opera (KXBY)                                       |
| Out of the Hall of Records (FTRD)         | Over the Coffee (WHBF)                 | Ozark Varieties (KMOX)                                   |
| Out of the Night (KFI)                    | Over the Coffee Cup (WAIM, WEST)       | Ozarkana Corners (KWTO)                                  |

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|---|---|-------------------------------------|
| P. D. Q. Railroad (KFWB)                  | Pacific on Parade (KGO-KPO)               | Page from Harriett's Diary, A (KSL) |
| P. Hans Flath Entertains (KMBC)           | Pacific Paradise (KGHI, WJIM, CJRC, WNOX) | Page from Life, A (WHBQ)            |
| P.S.A. Time (CFJC)                        | Pacific Poems (CJRM)                      | Page One—News of the Day (WAAW)     |
| P-T-A Newscast (KFPY)                     | Pacific Serenaders (KGO-KPO)              | Page One Pageant (UP)               |
| PTA on the Air (WBT)                      | Pacific Vagabonds (NBC)                   | Page One Personalities (KMBC)       |
| Pa and Ma McCormick (WLW)                 | Pack of Nonsense, A (WTMJ)                | Page Turner, The (WSM)              |
| Pa and Ma Smithers (WLS)                  | Packwood Joe (KELA)                       | Pageant of Industry (KIRO)          |
| Pa Perkins and His Boys (KFBI)            | Padded Cell, The (KWLK)                   | Pageant of Melody (CHAB, WGN)       |
| Pacemakers (WADC)                         | Padded Fists (KYW)*                       | Pageant of Youth, The (KPPC)        |
| Pacific Conference Football Seasons (KFI) | Paddock Flashes (KRKD)                    | Pageants of History (KECA)          |
| Pacific Echoes (KSOO)                     | Padres, Gringos and Gold (KYA)            |                                     |
| Pacific Feature Hour (KGO-KPO, KFI)       | Padre's Vespers (KXRO)                    |                                     |

## PROGRAM TITLES—Continued

- Pages from Life (KFI)  
 Pages from Life's Sketch-  
 book (WFAS)  
 Pages from My Scrap  
 Book (KASA)  
 Pages from the Press  
 (WHEB)  
 Pages of History (KSTP,  
 KMOX)  
 Pages of Life from Life  
 (KNX)  
 Paging Madame (KRKD)  
 Paging Mr. Traveler  
 (WMCA)  
 Paging Mrs. Memphis  
 (WHEBQ)  
 Paint Parade (WBS,  
 KFVS)  
 Paint Parade, The duPont  
 (KWTV)  
 Paint Splashes, The Glid-  
 den (KGMB)  
 Paint Spotlight (KARK)  
 Painted Dreams (WGN)  
 Painted Rock (NBC)  
 Painting the Clouds (KLO)  
 Pair of Jacks, A (CBL)  
 Pair of Pianos (KGO-KPO)  
 Palace of Swing (WCAZ)  
 Palm Beach Jubilee Singers  
 (WJNO)  
 Palm Beach Radio Program  
 (CBS)  
 Palm Beaches Speak  
 (WJNO)  
 Palmetto Ensemble (WIS)  
 Palmetto Kwiz-Nite  
 (WIS)  
 Pal-O-Verde, Songs (KOY)  
 Pals (WBNX)  
 Pals Incorporated (WAPI)  
 Pals of the P.A.L. (FTRD)  
 Pampa Personalities  
 (KPDN)  
 Pan America Calling  
 (KECA)  
 Pan American (KGO-KPO,  
 WRUF, KFXJ)  
 Pan American Melodies  
 (KFRO)  
 Pan American Panorama  
 (WOR)  
 Pan American Programs  
 (NBC)  
 Pan American Serenade,  
 The (KONO)  
 Pan-Americana (KSRO)  
 Pan and Buck (WOWO-  
 WGL)  
 Panacea Pat (KMO)  
 Pancake Parade (WEMP)  
 Pancake Puzzles (WBU)  
 Pancho Villa Passes  
 (KPDN)  
 Pandoleers (KGNC)  
 Pandora's Box (CJIC)  
 Pandora's Music Box  
 (WHN)  
 Panhandle Cowboy  
 (KGNC)  
 Panhandle Highways  
 (KGNC)
- Panhandle Historical So-  
 ciety (KGNC)  
 Panhandle Salute (KGNC)  
 Panorama, The (CFRB,  
 WINS)  
 Pansy Family Party, The  
 (WBRC)  
 Pantage Party, The  
 (WSGN)  
 Pantry News (WEBC)  
 Pantry of the Air (WMCA)  
 Pantry Party (WBEM)  
 Pantry Party Preview  
 (WBEM)  
 Paper Moon (MacG)  
 Pappy and His Washboard  
 Band (KMMJ)  
 Pappy Chizzlefinger and  
 His Bohemian Band  
 (WIBW)  
 Pappy, Ezra and Zeke  
 (WMCA)\*  
 Pappy Linn's Lyin' Den  
 (KTUL)  
 Pappy Meter-Miser and the  
 Ice Cube Boys (WIOD)  
 Pappy Pinson (WCMI)  
 Pappy's Barn Dance Jam-  
 boree (KMOX)  
 Pappy's Matinee (WHO)  
 Pappy's Pepper Box Revue  
 (KFEL)  
 Parade, The (KRMC)  
 Parade, The Grunow  
 (WDEV)  
 Parade, The Independent  
 Merchants (CFCO)  
 Parade, The Nash (WLS)\*  
 Parade, The Norman  
 (KMPC)  
 Parade du Matin, La  
 (CKAC)  
 Parade of Advertisers  
 (WEAU)  
 Parade of Bands, The  
 (KGLO, WJBC, WOMT,  
 WSGN)  
 Parade of Business  
 (WMBS)  
 Parade of Choirs (WHAM)  
 Parade of Churches, Enid's  
 (KCRC)  
 Parade of Columnists  
 (WOR)  
 Parade of Dance Bands  
 (CFRN)  
 Parade of Dance Melodies  
 (KGCX)  
 Parade of Events (WOKO)  
 Parade of Famous Detec-  
 tives (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 Melody (KHQ)  
 Parade of Motordom (CBS)  
 Parade of Music (WAVE)
- Parade of Odd Facts  
 (WVFW)  
 Parade of Orchestras  
 (WHLS)  
 Parade of Popular Hits  
 (KTAR)  
 Parade of Popular Melody  
 (KVOL)  
 Parade of Presidents  
 (WHN)  
 Parade of Progress (KFXR,  
 KTUL, WJW, WPG,  
 WROL)  
 Parade of Schools (WCKY)  
 Parade of Science (KSLM)  
 Parade of Song (WQDM)  
 Parade of Stars (WMBC,  
 KTUL, WRGA, WOR)  
 Parade of Talent (KGGM)  
 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, KFOR,  
 WJNO)  
 Parade of the Talent  
 (KMMJ)  
 Parade of Trade (WEBQ)  
 Parade of Values (KGKB,  
 KFVS, WGPC)  
 Paradise Islanders  
 (WMBG)  
 Paradise Isle (KMTR)\*  
 Paradise Tonight (KFVD)  
 Paragraphs on Parade  
 (WTCN)  
 Paramount on Parade  
 (NBC)  
 Partners of the Trail  
 (KIDO)  
 Parent Education Study  
 Group (KRBC)  
 Parent-Teacher Forum  
 (WILL)  
 Parent Teachers Associa-  
 tion (WOI)  
 Parent Teachers Council  
 Program (WSOC)  
 Parent Teachers Forum  
 (WILL, WSYB)  
 Parent-Teachers Radio  
 Forum (KRBC)  
 Parents and Teachers  
 (WWVA)  
 Parents and Teachers  
 Speak! (WBOW)  
 Parents Club of the Air  
 (WOR)\*  
 Parents' Forum (KLZ,  
 WMBC, WIND)

PROGRAM TITLES—Continued

- Parent's Magazine, The (WPHR)  
 Parent's Magazine of the Air (WOR)  
 Parents on Trial (KECA, KFI)  
 Parent's Question Box (WHA)  
 Parents Should Know (KSL)  
 Parents' Workshop (WJJD)  
 Paris Night Life (NBC)  
 Parish Hall Tonight (CKAC)  
 Parish Players (WJMS)  
 Parisian Echoes (NBC)  
 Parisian Parade (WBXN)  
 Parisian Potpourri (WTMV)  
 Park Avenue Boys (KHQ)  
 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)  
 Parker Family (WBEM)  
 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, CFQC)  
 Party Time (KSL)  
 Party Time, The Mellow-maid (KANS)  
 Pass of the North, The (KTSM)  
 Passerby, The (KGFJ)  
 Passing Automobile Parade, The (KLEM)  
 Passing By—With Emerton Court (CKWX)  
 Passing Parade, The (KGO-KPO)  
 Passing Review (KWSC)  
 Passing Show (KSOO, WIND)  
 Passing Strange (KXBY)  
 Passing Your Way (KHQ)  
 Past Dance Hits (KELD)  
 Past Masters (CBS)  
 Paste and Shears (KUJ)  
 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 and Orchestra (NYBS)  
 Pat Barnes in Person (NBC)  
 Pat Barnes' Opera House (WOR)  
 Pat Barnes Variety Show (WINS)  
 Pat Dunn, Baritone (WDAF)  
 Pat Haley's Party (KDKA)  
 Pat Pending (WMCA)  
 Pat Stanton Looks at the Movies (WDAS)  
 Pat, the Song Man (WWVA)  
 Patchwork Pageant of Melody (WCAZ)  
 Patchwork Quilt (CBS)  
 Patent Pending (WKY)  
 Path to Their Doors, A (KVOR)  
 Pathfinder, The (CJRC)  
 Pathfinders of Medicine (KTSM)  
 Paths of Memory (WHBQ)  
 Paths to Prosperity (NBC)  
 Pathways to Power (WGAR)  
 Patsy at the Piano (KOH)  
 Patsy Kent on Market Square (WFLA)  
 Patter (KWYO)  
 Patter and Verse (KELD)  
 Pattern of the Stars (KMPC)  
 Patterns in Harmony (CBS)  
 Patterns in Organdy (WWVA)  
 Patterns in Prints (CBS)  
 Patterns in Rhythm (WAAT)  
 Patterns in Song (WOMT)  
 Patti Chapin Sings For Your Supper (WTIC)  
 Patty's Patter (WMBG)  
 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 (KIDO)  
 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)  
 Paul Wing's Spelling Bee (NBC)  
 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)  
 Paychecks Preferred (KGO)  
 Peables Takes Charge (NBC)  
 Peace Action (KFOR)  
 Peace Action Council (CKTB)  
 Peace Counsel, Newburyport (WHEB)  
 Peace in the News (WGAR)  
 Peaceful Haven (WHDH)\*  
 Peaceful Valley (WJR, WKY, WFIL)  
 Peaceful Valley Choir (WHAM)  
 Peactree Parade, The (WSB)  
 Peacock Ball (NBC)  
 Peacock Court (KGEZ, MacG)  
 Pearl of the Purple Sage (KIUL)  
 Pearls by the Way (WDWS)  
 Pearls on Velvet (KALE)  
 Peck's Bad Boy (WHB)  
 Peck's on the Air (WDAF)  
 Pecora Blue Mountain, Songs (WINS)  
 Pecos Slim, Cowboy Singer (KIUN)  
 Pedigreed Parade (KHQ)  
 Pedro Tavora and His Srenaders (KSAL)  
 Pedro Tovar and His Spanish Srenaders (KFNF)  
 Pee Gee Varieties (WBS)  
 Peekers in the Pantry (WCFL)  
 Peekin' in the Pantry (WIP)  
 Peepin' Tom and George (WGY)  
 Peerless Dance Program, The (KGEZ)  
 Peerless Millers (KGNC)  
 Peeewe 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 Bill at the Zoo (WLW)

## PROGRAM TITLES—Continued

- Peggy and Buddy (WMCA)\*  
 Peggy and Her Pals (KSL)  
 Peggy and Pat (WFMD)  
 Peggy Penn's Radio Column (KHSL)  
 Peggy Wood Calling (NBC)  
 Peggy's Doctor (NBC)  
 Peggy's Point of View (CJRC)  
 Pelican Club (CJOR, CFRN)  
 Pen in Your Hand (KGLU)  
 Pencil Club (KMBC)  
 Pendulum, The (CKLW)  
 Peninsula Panorama (KDON)  
 Penitentiary Broadcasts (WLAC)  
 Penitentiary Interview (WLAC)  
 Pennsylvania News (WHP)  
 Pennsylvania State Motor Police Salute You (WPEN)  
 Penny for Your Thoughts, A (KTAT)  
 Penny Pinchers (KCKN, KDYL)  
 Penny Wise (WWVA)  
 Penrod (NBC)  
 Pentecostal Church of God (WCAO)  
 Pentecostal Singers (KFNF)  
 Penthouse Party (CBS)  
 Penthouse Serenade (WMCA, WRUF, WWVA, KOMA)  
 Penwomen's Program (WFLA)  
 People and Places (WFAA, KFPY)  
 People I Have Known (NBC)  
 People in the Headlines (WOW)  
 People in the News (WOW)  
 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, WIBG)  
 People's Counsel (WHEB)  
 People's Forum (WCLO, WHN)  
 People's Forum of the Air (WNYC)  
 People's Lobby (NBC)  
 People's Medical League (WOW)  
 People's Panel (WMCA)  
 People's Platform (CBS)  
 People's Pulpit, The (WHEC)  
 People's Quiz Club (WAAB)  
 People's Rally Fun Quiz (Mutual)\*  
 People's Theatre (FTRD)  
 People's Voice, The (WADC)  
 People's Vote, The (CBS)  
 Pep Parade (WLVA)  
 Pep Parade, Pure Oil (WCCO)  
 Pep Unlimited Club (WFBM, WNBR, KDB, WCPO)  
 Pep Up Parade (KWK)  
 Pepper Box (KMBC)  
 Pepper Cadets (WFAA)  
 Pepper Pot, The (KXBY)  
 Pepper Rhymes the News (WCAU)  
 Pepper-Uppers, The (WFAA)  
 Pepper Upper's Dance Parade (WDAF)  
 Pepper Young's Family (NBC)  
 Peppermettes, The (WOAI)  
 Peppers, The Puro! (WEED)  
 Perchance to Dream (WGAR)  
 Periscope of the News (WSBT)  
 Perk-Uppers, The (WLW)  
 Perkins Boys, The (WBZ-A)  
 Perole String Quartet (WOR)  
 Person to Person (NBC)  
 Personal Adviser (WFAA)  
 Personal Closeups (KGO-KPO)  
 Personal Column (KSL)  
 Personal Column of the Air (NBC)  
 Personal Development (WSAI)  
 Personal Interviews (WAIM, WTMJ)  
 Personal Problem Clinic (WNEW)  
 Personal Service Club, Your (WNEW)  
 Personal Shopper (KVOR, WGBI)  
 Personal Shopper—Florence Chamberlain (KVOR)  
 Personalities (KMOX)  
 Personalities and Problems in the World of Work (CBS)  
 Personalities Behind the Mike (WAPI)  
 Personalities in Melody (KTUL)  
 Personalities in the News (NBC)  
 Personalities of a Half Century (WAPI)  
 Personalities on Parade (WKRC)  
 Personality Doctor (KTSA)  
 Personality Parade (KTUL, KFPY, WVFW)  
 Personality Plus (CBS)  
 Personality Quest (KGVO)  
 Personality Revue (WCCO)\*  
 Personality Sketches (KQV)  
 Pertinent Paragraphs (CRS)  
 Peru Barn Dance (WMFF)  
 Pessimist's Club (WOW)  
 Pest, The (KRCC)  
 Pet Clinic of the Air (WOR)\*  
 Pet Club, The (WOR)  
 Pet Club, The KCKN (KCKN)  
 Pet Column (KIEV)  
 Pet Corner (WMBD)  
 Pet Lovers Program (WMBH)  
 Pet Pals Club (WLS)  
 Pet Peeve Club (WSGN)  
 Pet Peeves (CPRC, CKY, WMCA)  
 Pete and Repeat (WTAG)  
 Pete Mack's Moosickers (NBC)  
 Pete, Peg and Piffle (KPDN)  
 Pete Whiting 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 Ensemble, La (WBZ-A)  
 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)  
 Petticoat Vagabond (WELI)  
 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 Interlude (WOR)  
 Phantom of Crestwood, The (NBC)  
 Phantom Organist (WMCA)

PROGRAM TITLES—Continued

- Phantom Pianist, The (WHBQ)  
 Phantom Pilot (KFRC, KHJ)  
 Phantom Rhapsodists (WHBQ)  
 Phantom Shopper (KIDW)  
 Phantom Strings (WRUF)  
 Phantom Theatre (KFH)  
 Phantom Violin (KOIN, WTMV)  
 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)  
 Philadelphia Orchestra (NBC)  
 Philadelphia Parade of Events (WIP)  
 Philadelphians at Home (WIP)  
 Philatelia (WHK)  
 Phil-Harmonia (KECA)  
 Philharmonic Notes (WHIO)  
 Philharmonic Symphony Society of New York (CBS)  
 Philistine, 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)  
 Photocrafters, The (WFAS)  
 Photographs in Tone (KTUL)  
 Photography for the Amateur (WBEN)  
 Phun Quiz (WGR)\*  
 Phyl Coe Mysteries (WOR)\*  
 Phyllis and Her Fiddle (WBIG)  
 Phyllis Foster Women's Program (WDAS)  
 Physical Education (CJOR)  
 Pianarimba Twins (KFH)  
 Pianissimo (WESG)  
 Pianist Capers (WBZ-A)  
 Pianistic Moods (WVFW)  
 Pianistic Panorama (WDEL)  
 Piano and Cabbages and Kings (KFPY)  
 Piano and I (WDRC)  
 Piano & Organ Interpretations (WDOD)  
 Piano and Poetry (CFAC)  
 Piano Antics (WBRY)  
 Piano Business (WAVE)  
 Piano by Request (WMFG)  
 Piano Capers (KGO-KPO)  
 Piano Carnival (KTUL)  
 Piano Club (WCAP)  
 Piano Club of the Air, Phil Saltman's (WEEL)  
 Piano Contrasts (KGO-KPO, KMBC)  
 Piano Encores (WQXR)  
 Piano Etchings (WBZ-A)  
 Piano Fantasies (WDAF)  
 Piano Gadgets (KFBB)  
 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 (KUAO, WEBQ, WGR, WKY, KOOS, KLZ, KTUL, WSAU, WBZ-A, WPHR, KROC, KGXX, KOL, KGFI, KOB, KUAO, WRNL, WTOL)  
 Piano Moods of Harry Grimes (WGAU)  
 Piano Notes (KTUL)  
 Piano Paintings (KFWB)  
 Piano Pal (WMSD)  
 Piano Pals (KSLM, WGY, WRR, KGO-KPO, WISN)  
 Piano Pals and Lang Sisters (NBC)  
 Piano Pals—Paul and Charlotte (KWTO)  
 Piano Party (KYOS)  
 Piano Patchwork (CKBI)  
 Piano Patter (KGVO, KNOW)  
 Piano Patterns (CFAC, KYSM)  
 Piano Pettin' (KVOO)  
 Piano Pictures (KVOR, KGO-KPO, KABR)  
 Piano Pleasantries (KFPY)  
 Piano Poetry (WPAY)  
 Piano Pointers (CBS)  
 Piano Populaire (CJBR)  
 Piano Portraits (KWK)  
 Piano Prattle (KTUC)  
 Piano Quartette, The California (KSFO)  
 Piano Ramblings (CKMO, WDBO, WIBW, KCKN, WMFD, WCOU)  
 Piano Recital Period (NBC)  
 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 Talks (KTHS)  
 Piano Thoughts (KSLM)  
 Piano Time (KOB)  
 Piano Twins (KOA, WGY, WFBM, KLO)  
 Piano Varieties (WOPJ)  
 Piano Vignettes (KGO-KPO)  
 Pianoettes (CJRM, CKSO, WHBF)  
 Pianofare (WKBN)  
 Pianograms (WSFA)  
 Pianola (CKX)  
 Pianoland (WIBU, KFIZ)  
 Pianoland, with Dr. Rudolph (WCBD)  
 Pianologue (WFTC, KFXJ, CKAC, CERN)  
 Pianology (WATR, WHB)  
 Pianorama (WIBC)  
 Pianos Three (WRC)  
 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)  
 Pick the Hit (CKCL)  
 Pickard Family (NBC)  
 Picked Favorite (WHEB)  
 Pickin' the Winners (WBIG)  
 Pickwick Papers (NBC)  
 Pickwick Travelers, The (KMBC)  
 Pictorial, The Primo (KGMB)  
 Pictorial Cameos (WLVA)  
 Pictorial Parade (KMTR)  
 Pictorials, The Pickmoor (KTUL)  
 Picture Frame, The (WTAG)  
 Picture Parade (KGMB)  
 Picture Time (WLW)  
 Pictures in Melody (CJRM)  
 Pictures of Yesterday (KMO)  
 Pieces of Eight (KNX, WCLF)  
 Pieces You Like to Hear (NBC)  
 Pled Piper (WOL)  
 Pled Piper Club (KTUL)

PROGRAM TITLES—Continued

- Pied Piper of Storyland, The (WLAW)  
 Pied Piper Show Club (WKY)  
 Pied Pipers, The (WTMJ)  
 Piedmont Personalities (KRE)  
 Pierre the Trapper (WCAE)  
 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 Broadcast, The (WIP)  
 Pilgrim Services (KFUO)  
 Pilgrim's Period, The (WBIG)  
 Pillar of Fire Church Services (WAWZ)  
 Pilots Quarter Hour (KOOS)  
 Pine Corners Party (WCCO)\*  
 Pine Corners Social (WCCO)  
 Pine Mountain Merry-makers (WLS)  
 Pine State Playboys (WBTM)  
 Pine Tavern, The (NBC)  
 Pine X Rancho (WLS)  
 Pink & the Judge (WBT)  
 Pink Elephant Club (CFRN)  
 Pinky Hunter Sings (WCLE, WHK)  
 Pinky Lee (NBC)  
 Pioneer American Women (KWKH)  
 Pioneer Americans (WCLE)  
 Pioneer Day's Round-Up (KLO)  
 Pioneer Melodies (WRNL)  
 Pioneer Pathways (WLW)  
 Pioneer Playboys (KPDN)  
 Pioneer Previews (KIDW)  
 Pioneer Stories (WBS)  
 Pioneer Theatre Program (KIDW)  
 Pioneer Trails (KSL)  
 Pioneer Voice of Kansas, The (KFBI)  
 Pioneering in Coastal Conservation (WSPR)  
 Pioneers, The Fairmont (KMMJ)  
 Pioneers, The Kelvinator (KELD)  
 Pioneers and Progress (KIUP)  
 Pioneers in Health (WHAS)  
 Pioneers of Science (WHN, KTRD, WFIL)  
 Pip and Rabbitt (WHBB)  
 Pipe Club, The (WHJB)  
 Pipe Dreamer (WOR)  
 Pipe Dreams (KGO-KPO, WBZ-A, WWVA, KOIN, KTUL, WKY, WPTF)  
 Pipe Smoking Time (CBS)  
 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 Dances (KQV)  
 Pittsburgh on Parade (WWSW)  
 Pittsburgh Prefers (WWSW)  
 Pittsburgh Symphony Orchestra (NBC)  
 Pittsburgh Today (KQV)  
 Pittsburgh Varieties (KDKA)  
 Pittsburghers, The (WJAS)  
 Pittsburghesque of the Air (WCAE)  
 Pittston on Parade (WGBI)  
 Pix and Things (WSGN)  
 Placement Service of the Air (WEBC)  
 Places to Go (KGHL)  
 Plain Jane Looks Around (CKWX)  
 Plain People (KFWB)\*  
 Plain Talk (WDRC)  
 Plainsmen, The (WFAA, WJIM)  
 Plane-Saide Interviews (KIRO)  
 Plane Talks (WOWO)  
 Planned Recovery (NBC)  
 Planning a Career (WESG)  
 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 Party (NBC)  
 Plantation Rhythm (WIL)  
 Plastic Arts Series (NBC)  
 Platform of Democracy (WBIL)  
 Platter Parade (WTEL)  
 Play Awhile (KFDY)  
 Play Ball (KWJB)  
 Play Ball with Yale (KGHL)  
 Play Boys (NBC)  
 Play Boys, The K.V.G.B. (KVGGB)  
 Play Days (WBBM)  
 Play Goers Club (KGFF)  
 Play of the Month, The (CBS)  
 Play Party, The Kentucky (WHAS)  
 Play Prosperity (WMIN)  
 Play Shop, The (WCPO)  
 Playbox Theatre, The (WMT)  
 Playboy of Song, The (WDAS)  
 Playboys' Quartet (WINS)  
 Players, The KGKO (KGKO)  
 Players, The KIDW (KIDW)  
 Players, The WBNS (WBNS)  
 Players, The WGY (WGY)  
 Players Guild of the Air Program (KPPC)  
 Players Present (WHBB)  
 Playgoer (WMCA)  
 Playground Echoes (WPG)  
 Playground Highlights (WPG)  
 Playhouse (WTIC, WHBQ)  
 Playhouse, The Campbell (CBS)\*  
 Playhouse, The Home Pride (WICC)\*  
 Playhouse, The WHN (WHN)  
 Playhouse, The WHO (WHO)  
 Playhouse of the Air (WSAR)  
 Playhouse Presents, The (KVOR)  
 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 (KVGGB)  
 Pleasant Valley Frolics (WLW)  
 Pleasant Valley Trio (WKY)  
 Please Tell Me (NBC)  
 Pleases to Pass It On (WEDC)  
 Pleasure Bound (KGO-KPO, KDYL, WWSW)  
 Pleasure Cruise, The Socony (WHAM)  
 Pleasure Hour, The Camel (NBC)  
 Pleasure Party (KTHS)



PROGRAM TITLES—Continued

- Pleasures of the Table (KSL)  
 Plenty for All (WEDC)  
 Plough Jockeys, The (WDZ)  
 Pluckett Family (KSLM)  
 Plus Beaux Disques, Les (CJBR)  
 Plus Beaux Poemes du Monde, Les (CKCV)  
 Poacher, The (WJZ)\*  
 Pocket Minstrels, The (WRJN)  
 Poe's Tales (WFIL)  
 Poem, a Melody, and a Song, A (KGVO)  
 Poem and a Song, A (WSPA)  
 Poem for Today, A (KFOR)  
 Poem Reveries (KFBI)  
 Poem Vender (WMFJ)  
 Poems and Melody (KRBC)  
 Poems and Reveries (CKCH)  
 Poems in Song (NBC)  
 Poems of the Bookshelf (WCOP)  
 Poems of Yesteryear (WRGA)  
 Poet and the Organ, The (WGBI, KLO)  
 Poet Baritone (WESG)  
 Poet of the Piano (WGPC, WKBN)  
 Poet Philosopher, The (WBNX)  
 Poetic Album (WSPA)  
 Poetic Dreams (WHAZ)  
 Poetic Interlude (WEBR, WIBA)  
 Poetic Justice (WQXR)  
 Poetic License (WQXR)\*  
 Poetic Master Speaks, The (KABR)  
 Poetic Melodies (WBMM)  
 Poetic Memories (WFLA)  
 Poetic Memories by the Old Poet (KTFI)  
 Poetic Musicale (WSOC)  
 Poetic Musings (WBTM, WPIC)  
 Poetic Nocturne (WAGA)  
 Poetic Paradise (KSL, KWK)  
 Poetic Phil (WSAI)  
 Poetic Serenade (WSVA)  
 Poetic Silhouettes (KSUB)  
 Poetic Strings (CKBI, WIND)  
 Poetic Titles (KABC)  
 Poetic Tones (WGRC)  
 Poetry and an Organ (WELI)  
 Poetry and Songs (WHAZ)  
 Poetry Corner (WSAY)  
 Poetry Hour (WTAG)  
 Poetry in Motion (KCMO)  
 Poetry in Music (KVOR)  
 Poetry Man, The (KMBC)  
 Poetry Parade (KWSC)  
 Poetry Roundtable, Marjorie Stewart's (WJAS)  
 Poetry Scrapbook, Elmo Russ' (WVFW)  
 Poetry That's Good (WNBZ)  
 Poetry with Pauses (WHDL)  
 Poet's Armchair (CKTB, WMMN)  
 Poet's Corner (WJEJ, KFUO, WPHR, KELD, WEMP, WHBB, KVSQ, KWTO, WGPC, WHEB, WIP, WSPD, KFNF, KVOA)  
 Poet's Corner, Ken Murray's (CJRC)  
 Poet's Corner, The (KFIO, KVWC, WHBB)  
 Poet's Dream (WRGA)  
 Poet's Gold (CRS, KGCC, KVOE)  
 Poets, Harold Hunts (KWJJ)  
 Poet's Memories, The (WTJS)  
 Poet's Nook, The (KGEZ)  
 Poets of Harmony (CBS)  
 Poets of Our Time (WGN)\*  
 Poet's Pages (WHP)  
 Poet's Paradise (KGFJ)  
 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 Headquarters (CJOC)  
 Police Honor Men (WHN)  
 Police Program (WINS)  
 Police Records on the Air (WTMV)  
 Police Reporter, The (WLAW)  
 Police Reports (WHB)  
 Polish Early Birds (WGES)  
 Polish Echoes (WIBX)  
 Polish Hour (WTMV)  
 Polish Merrymakers (WISN)  
 Polish Music (WINS)  
 Polish Radio Hall (WTOL)  
 Polish Varieties (WELI)  
 Political Opinions (WJW)  
 Political Pulse, Harrisburg's (WWSW)  
 Political Scene, The (WELI)  
 Political Situation in Washington Tonight (NBC)  
 Political Talks (WINS)  
 Polkadots, The (WFBM)  
 Polly and Her Pals (WBZ-A)  
 Polly and Oily (KGNO)  
 Polly Entertains (WCAE)  
 Polly Jenkins & Ploughboys (WOR)\*  
 Polly of the Range (WMBD)  
 Polly Preston, Adventures of (NBC)  
 Polly Pretends (WOWO)  
 Polly the Shopper (KSTP)\*  
 Pollyanna (CHNS)  
 Pollyanna Club (WJAG)  
 Polo Park Results (CJRC)  
 Poly Follies, The Phillips (KMOX)  
 Polyphonic Singers, The (WORL)  
 Polytechnic Parade, The (KTAT)  
 Pony Boy (WPAY)  
 Pony Boys, The (WDEV)  
 Pony Express Boys (KWK)  
 Pony Express Round-Up (KFEQ)  
 Poosh-em-up Tony Cabooch (WHO)  
 Pop Concert (WHLE, WINS, WQXR, WRUF)  
 Pop Concert of the Air (KOB)  
 Pop Concerts (KHJ, WBS, WQXR)  
 Pop Dayton Community Program (WHIO)  
 Pop Martin and the Coys (WEBR)  
 Pop McDonald and the Silver Sage Boys With Sunrise Twins (KWK)  
 Pop Moore's Oklahomans (KOMA)  
 Pop Tunes (WAAW)  
 "Pop" Wilson's Crossroads Store (WKY)  
 Pop Wise and Filbert (KWK)  
 Pop Your Pet Peeve (WWSW)  
 Popeye Club (CFRN, WSGN, KLUP, WDNC)  
 Popeye Club, The Paramount (WLAC)  
 Popeye Program (WAML)  
 Popeye, The Sailor (NBC)  
 Popeye, The Sailor Man (CBS)  
 Pop's Pirate Club (NBC)  
 Populaires (WAVE)  
 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 (WAAW)\*  
 Popular Melodies Program (KABR)  
 Popular Melody Time (WMBG)  
 Popular Opera House (WWSW)  
 Popular Opinions (CHRC)  
 Popular Parade (WSAU)  
 Popular Song Revue (KPDN)

PROGRAM TITLES—Continued

- Popular Tunes of By Gone Days (WJNO)  
 Popular Varieties (KGNC)  
 Popularity Parade (KVOD)  
 Popularity Program, The WHEB (WHEB)  
 Port of Dreams (WKY)  
 Port of Melody (WEBC)  
 Port of Missing Hits (NBC)  
 Port of Poets (KVOO)  
 Porter Lorains (WOAI)  
 Portrait Miniatures (KRE, WATL)  
 Portrait of Song (KRKD)  
 Portraits at Dusk (KPO)  
 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, CKCW)  
 Portraits of Beauty (KRMCC)  
 Portraits of Great Characters (WMCA)\*  
 Portraits of Thinkers (WCAD)  
 Portraits Pianistic (WHEC)  
 Ports of Call (RRI)  
 Ports of Romance (WMCA)  
 Posey Playlets (KGW-KEX)  
 Post Luncheon Re-Former (WHBF)  
 Post Office, The Pinex (WLW)  
 Post Office Dramas (WISN)  
 Post Time (WORC)  
 Postal Oddities (WHIO, WCFL)  
 Postal Program (CRS)  
 Postal Puzzlers (WESG)  
 Postman's Salute (WEED)  
 Postmortems (WESG)  
 Postscript Edition (WFIL)  
 Pot Luck (KRQA)  
 Pot of Gold (CBS)  
 Potash and Pearlmutter (NBC)  
 Potato Diggers (WOKO)\*  
 Potpourri (CKCK, KIDW, WFAM, WKOK)  
 Poultry and Garden Club (KFRU)  
 Poultry Chats (KVGGB)  
 Poultryman's Serenade (WRNL)  
 Poultrymen Take the Air (WSNJ)  
 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, WBRC)  
 Practical Economies (WHA)  
 Practical Philosopher (CKCD)  
 Prairie Birthday Party (CJRM)  
 Prairie Cities Parade (CJRC)  
 Prairie Lullabye (KGMB)  
 Prairie Melodies (KFXD)  
 Prairie Nocturne (WFAA)  
 Prairie Pals (WCMI)  
 Prairie Parade (CJRM)  
 Prairie Pioneers (KMBC)  
 Prairie Playhouse, The (KOMA)  
 Prairie President, The (WLS)  
 Prairie Ramblers (WQAM)  
 Prairie Riders (WAVE)  
 Prairie Rose (KRMC)  
 Prairie Schooner, The (KFEQ)  
 Prairie Show Wagon (WLW)\*  
 Prairie Stomp (WFAA)  
 Pratt & McNeill Unlimited (NBC)  
 Prayer Meeting Time (WSBT-WFAM)  
 Prayer of Today (WGAR)  
 Precision in Industry (KROY)  
 Prehistoric Game Trails (NBC)  
 Prelude to Dreams (WBNY)  
 Prelude to Midnight (CJRC, KNX, CJCA)  
 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 School Follies (WMBC)  
 Prep Sports (WBBM)  
 Preparedness for Peace (WHA)  
 Pres de l'atre (CKAC)  
 Prescriptions in Rhythm (KSL)  
 Presenting 50-50 (WAGM)  
 Presenting for Milady (KBIX)  
 Presenting Helen Watts Schreiber (WHO)  
 Presenting Julian Fuhs (NBC)  
 Presenting Ken Wright (WKY)  
 Presenting Virginia Dare (WHO)  
 Presidential Forum of the Air (WNEW)  
 President's Party (CFAR)  
 Press Agents' Paradise (WDAS, WNEW)  
 Press Club of the Air, Nissen's (WKY)  
 Press Passes (WESG)  
 Press Room Echoes (WHBF)  
 Press Time (KFJZ)  
 Preston Trio (WFAA)  
 Pretty as a Picture (WCBS)  
 Pretty Kitty Kelly (CBS)  
 Preview Hour, The (KFYO)  
 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 Economics (WILL)  
 Principles of Singing (WBNX)  
 Printer's Plums (CJGX)  
 Priscilla and Her Piano (WJJD)  
 Priscilla Wayne (IBS)  
 Prissey 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 Songs (WIBX)  
 Prize Takers, The (KTUL)  
 Pro Bono Publico (WWL)  
 Problem Clinic (KSFO)  
 Problemaire Sketch (WMCA)\*  
 Problems Clinic, South Carolina (WIS)  
 Problems of Peace (KERN)  
 Production Hits (KVEC)  
 Productive Years, Edison's (WOR)  
 Professional Parade (FTRD, WENR)  
 Professionals on Parade (WINS)\*  
 Professor, The (CBS)  
 Professor and His Quiz, The (KFVS)  
 Professor Aski (KFSD)  
 Professor Beetlebrow (KFWB)

PROGRAM TITLES—Continued

- Professor Camp and His Swing School. (WDEV)  
 Professor Crankcase (CFRN)  
 Prof. Curio (WLAC)  
 Professor Elmer J. Crankcase (CFRN)  
 Professor Faxon Figures (WJR)  
 Professor Fiddle Dee Dee (WJZ)\*  
 Professor Fox and His Question Box (WEBQ)  
 Professor Goosepinkle (CFRN)  
 Professor Herman and Swifty (WHN)\*  
 Professor Hoffenpopper (KCKN)  
 Professor I. Q. (WHB)  
 Professor Minnovitch (KVOB)  
 Prof. Omta and Dr. Kuka (WSBT-WFAM)  
 Professor Ponders, The (CLS)  
 Professor Puzzlewit (KPO)  
 Professor Quiz (CBS)\*  
 Professor Quiz and His Brain Busters (WJSV)  
 Professor Sauerkraut and His Little German Band (KFYR)  
 Professor Snoop (KELA)  
 Professor Speaks, The (WHDL)  
 Professor Stewart and Buck (WEAU)  
 Professor Stewart and Buck Warner (KTSM)  
 Professor Thrift (WLAK)  
 Professor Toc, Le (CKCV)  
 Professor Tripp (WCOA)  
 Professor Twigleaf (KFYO)  
 Professor Twigleaf's School of the Drama (KGNC)  
 Prof. X (WTNJ)  
 Professor Yes 'n' No (WWSW)  
 Professor Yogi Fogi (WSAI)  
 Professors Off Record (KVOO)  
 Program Builders Contest (KUJ)  
 Program Colorful (KIDO)  
 Program Different (KGLU)  
 Program Director's Little Black Book, The (KMO)  
 Program Director's Program (KIRO)  
 Program for Farmers and Gardeners (CKPR)  
 Program Hi-Lights (WSAU)  
 Program Is Yours, The (KFVS)  
 Program Notes (WEAN)  
 Program Parade, The (KOIL)  
 Program Pointers (WCBS)  
 Program Preludes (WHB)  
 Program Preview (WKY)  
 Program Previews (WDAY)  
 Program Teasers (KLZ)  
 Program to Admiral Byrd (WDAF)  
 Programbles (WAVE)  
 Programs Today at WSFA, The (WSFA)  
 Progress Hour, The Washington (KELA)  
 Progress in Public Speaking (KLZ)  
 Progress in the World of Sports (WKY)  
 Progress of Affairs (WRUF)  
 Promenade Concert (WHN)  
 Prominent People Series (WWRL)  
 Prominent Women in Washington Official Life (NBC)  
 Promising Personalities, Yale's (WBRV)  
 Pronunciation Bee (NBC)  
 Prophetic Bible News (WCBD)  
 Proroguing Morning Slumbers (WHBF)  
 Prosperity Limited (WFAA)\*  
 Proudly We Hail (WSM)  
 Prouty Family, The (KOIN)  
 Prowlin' Mike (WWVA)  
 Prudent Polly (WDGY)  
 Prudy's Party (WMBC)  
 Pruitt's Country Boys (KBIX)  
 Psalms of Faith (KFUO)  
 Psychic Detective, The (CBS)  
 Psycho-Sensory (KVG B)  
 Psychologist Delves, The (WATR)  
 Psychologist Says, The (WOR)  
 Psychology Clinic of the Air (WEVD)\*  
 Psychology Talks (NBC)  
 Psychopathic Hour (KFJX)  
 Public Affairs Council (NBC)  
 Public Calendar (KVOO)  
 Public Education Forum (WILL)  
 Public Forum (KFH)  
 Public Enemies (WHAM)  
 Public Health Series (CBS)  
 Public Hero Number One (NBC)  
 Public Hour of Music (WORC)  
 Public Inquest (KNX)  
 Public Interest in Democracy, The (NBC)  
 Public Opinion, (WFIL, WHBF, KTAT, WEVD)  
 Public Pulse (WGN)\*  
 Public Relations Bureau (WBNX)  
 Public School Music Activities (WDAS)  
 Public Service and Public Servants (WWRL)  
 Public Service Forum (WBIL)  
 Public Speaker—Stockton High School (KGDM)  
 Public Speaks, The (WCAU, WPHR, WCBM, WOR)  
 Public Square (WGAR)  
 Publicity Pups, The (KMBC)  
 Pulitzer Prize Plays (NBC)  
 Pull Over, Neighbor (KFI)  
 Pulpit Highlights (KGB)  
 Pulse of Buffalo, The (WBNW)  
 Pulse of Business (KLZ)  
 Pulse of the City, The (KMOX, WFR, WSAI)  
 Pumpkin Hollow Gang (WDAS)  
 Punkin Center Revel (KMJ)  
 Punkin Valley (KFNF)  
 Pupils on Parade (WMCA)  
 Purchases Make Jobs (WEAN)  
 Pure Food Forum (WGAR)  
 Purely Curious (KWJJ)  
 Purple Ray, The (KJR)\*  
 Putting Out the Lights (WCAP)  
 Puzzle Man, The Colonial (KTUL)  
 Puzzle Tunes, Purity (WAIM)  
 Puzzlers (WWSW)  
 Puzzlers, The Pepsodent (WHAM)

PROGRAM TITLES—Continued

Q

- Q S T (WOKO)  
 Quackerbox, The (KSTP)  
 Quaiff Hillbilly Family (WPHR)  
 Quaker Party (NBC)  
 Quaker Players, The (KANS)  
 Quaker Tunes (CKNX)  
 Quakers, The Armstrong (NBC)  
 Quakertown Meeting (WFIL)  
 Quality Court (KYOS)  
 Quality Game (WDSU)  
 Quality Hour of Music (WMBH)  
 Quality Music Hour (WQXR)  
 Quality of Mercy (KHJ)\*  
 Quality Street (WHOM)  
 Quality Twins (CBS)  
 Quand La Brise Vagabonde (CBF, CBM)  
 Quart d'Heure Ave....., Un (CJBR)  
 Quart d'Heure de Tante Ninette, Le (CKAC)  
 Quarterback Club (KSL)  
 Quarter Hour (KPMC)  
 Quarter Hour, The Prince Albert (NBC)  
 Quarter-Hour in Three-Quarter Time (KELO, CFCO, KHQ, WOR)  
 Quarter Hour of Friendship (WNOX)  
 Quarter to One Club (KTSA)  
 Quartermaster (WJNO)  
 Quartet, The Barbasol (WHAM)  
 Quartet Time (KGO-KPO)  
 Quebec on Parade (CHRC)  
 Quebec S'Amuse (CKCV)  
 Queen City Revue (WABI)  
 Queen of Song (WCFL)  
 Queen of the Ivories (WJAY)  
 Queen's Favorites (KMOX)  
 Queens Goes to Press (WWRL)  
 Queen's Minstrel (WLW)  
 Quelques Originalities (CJBR)  
 Queriology (WATR)  
 Query Court (CFAR)  
 Query Court, The Tivoli (CFRN)  
 Quest of the Perfect Woman, The (NBC)  
 Question-Air (KFBB)  
 Question Air, The Salerno (WMAQ)  
 Question Airs (WBNX)  
 Question and Answer Man (KICA)  
 Question Bee, The (WQXR, WCFL)  
 Question Bottle (WKBO)  
 Question Box (KFUO, WHIO, WJAS, CJCS, KGMB, WHP, WTAG, WWNC, WPHR, WALA, WDBJ, WFAA, WMEX)  
 Question Box, Biltmore College (WWNC)  
 Question Box, The Listerine (KGMB)  
 Question Man, The (KROY, WBAA, WPHR, WALA)  
 Question Man, The Kolynos (KGMB)  
 Question Mark (WAAT, KBIX)  
 Question Master, The (WMCA)  
 Question Night (WNBR)  
 Question Wheel, The (WAAB)  
 Questionmark Hittenmark (WRC)  
 Questionnaire, Rhodes' (WRDW)  
 Questionnaire, The (WBBC, WBOW)  
 Questions and Answers (CHNC, WLAC, WSMB)  
 Questions in the Air (WLTH)  
 Questions That Should Be Answered (WLBC)  
 Quick-Ad Service (WIS)  
 Quickies, The (WJR, WEBC)  
 Quiet Harmonies (CBS)  
 Quiet Hour, The (KGW-KEX, KROY, WFAS, KGMB, WBRC)  
 Quiet Moments (WCLS)  
 Quiet Reveries (KALB)  
 Quiet Sanctuary (CKLW)  
 Quiet Thoughts and Music (CFRN)  
 Quiet Time (WGBF)  
 Quik Quiz (WESG, WOKO, WNBF)  
 Quincy Marches On (WTAD)  
 Quips and Quizzes (WFAS)  
 Quite By Accident (NBC)  
 Quiz, The Orange County (KVOE)  
 Quiz, The Victor Coffee (WORL)  
 Quiz Bee (WHK)  
 Quiz of Two Cities, The (WFBR, WMAL)  
 Quizcasters (WAAT)  
 Quizdom Court (WMCA)  
 Quizzer Baseball (KFH)  
 Quizzer Bee (KOIL)  
 Quizzer Court (KCKN)  
 Quizzer on Stilts (WABY)\*  
 Quizzer Twins, The (KSL)  
 Quizzers (WTMJ)  
 Quizzical Quiz (WHB)  
 Quizzing Bee (WAVE)  
 Quizzo (WWSW)  
 Quizzology (CKCO)  
 Quizzy Questions (WEAN)  
 Quotation Location (WBT)  
 Quote-A-Day (WDEV)  
 Quote-a-Day, National Life (WDEV)

PROGRAM TITLES—Continued

# R

- R. & R. Entertainers (NBC)  
 R. F. D. Hour (WLW)  
 R.F.D. No. 1 (CBS)  
 R. F. D. Programs (WHB)  
 R. S. V. P. (CBS)  
 Race for Ice Cream, The (CJLS)  
 Racing Matinee (WAAB)  
 Racket by the Racketeers (KFXR)  
 Racket Chasers (WKBW)  
 Racket Crackers (WGRC)  
 Racket Spotlight (WFBL)  
 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 (WDRS)  
 Radio Baby Clinic (KFSS)  
 Radio Band Wagon (WBRB)  
 Radio Ballroom (WIEG)  
 Radio Bandwagon (KWTO)  
 Radio Bank, WBTM's (WBTM)  
 Radio Beam, The (WMCA)  
 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 Cadets (KGFJ)  
 Radio Calendar (KFUO)  
 Radio Calendar, The (KFAB)  
 Radio Camera Club (WFDF)  
 Radio Campus (KHJ)  
 Radio-Canada Symphony Hour (CBM)  
 Radio Chapel (KGLO)  
 Radio Charades (KXRO)  
 Radio Chatter (KOVG)  
 Radio Church of America (KLS)  
 Radio Church of God (KORE)  
 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 Classroom (KGKO)  
 Radio Clinic (WBNX)  
 Radio Club, The Louisiana Ave. School (KRMD)  
 Radio Column of the Air (CHNS, CFRN)  
 Radio Column, Florence Hale's (NBC)  
 Radio Comments (WCFL)  
 Radio Community Gospel Hour (KGKB)  
 Radio Concert Hall Sunday Pops (WFAS)  
 Radio Concert, Rimouski (CJBR)  
 Radio Cooking School (CKCL)  
 Radio Counsel of Women's Clubs (WIBX)  
 Radio Court (KFOX)  
 Radio Cowboys (WSGN)  
 Radio Daily Newspaper (CKCL)  
 Radio Dancing Class (WHAI)  
 Radio Debates (WCAD)  
 Radio Debuts (WCAU)  
 Radio Detective (WJAG)  
 Radio Devotional Hour (KHSL)  
 Radio Dividends (CFAC)  
 Radio Doctor (WESG)  
 Radio Doghouse Club (WCOP)  
 Radio Drama Guild Presents, The (WCHS)  
 Radio Encyclopedia (CFCE, CKAC)  
 Radio Explorers Club (NBC)  
 Radio Extra, The Detroit News (WWJ)  
 Radio Family (WJAG)  
 Radio Fanfare (KFYR, WENR)  
 Radio Farm Bulletins (WATR)  
 Radio Farmer, The (KIDO)  
 Radio-Film (WCAU)  
 Radio Flirtations (KGO-KPO)  
 Radio Floor Show (WIL)  
 Radio Footlights (WWNC)  
 Radio Forum (WISN)  
 Radio Forum, The Baltimore (WBAL)  
 Radio Forum, The Portland (KGW-KEX)  
 Radio Forum Hour (KDFN, WAWZ)  
 Radio Four (WGY)  
 Radio Fun (WSJS)  
 Radio Fun Club (KROC)  
 Radio Game (CJRC)  
 Radio Gang, Dailey's (WLAC)  
 Radio Garden Club (WSGN, WOR)  
 Radio Gazette, Neal O'Hara's (WEEI, WDRS)  
 Radio Gems of Twenty Guesses (KFUO)  
 Radio Goes to College (WBIG)  
 Radio Goes to Press (WFAA)  
 Radio Goes to School (WEED)  
 Radio Gossip Club, The (WBBM, KMBC, WCFL)  
 Radio Gossiper, The (WWVA)  
 Radio Guest (CJRM)  
 Radio Guild (WESG)  
 Radio Headlines (KTSM, WBBM)  
 Radio Health Club (WAVE)  
 Radio Health Education Dramas (WAPI)  
 Radio Hi Lites (KMJ)  
 Radio Home of the Opera (KWSC)  
 Radio Hour, Colliers' (NBC)  
 Radio Hour, The Army's (WORL)  
 Radio Hour of Famous Composers (CBS)  
 Radio Household Institute (NBC)  
 Radio John's Stores (KSOO)  
 Radio Journal (WTAG)  
 Radio Kiddies (WCAP)  
 Radio Kitchen, The Bester-veit (WKZO)  
 Radio Lane (WCAU)

PROGRAM TITLES—Continued

Radio Little Theatre (WAIR)	Radio QuestionAIRE (KFPW)	Radio Souvenirs (KWJJ)
Radio Log (KSFO)	Radio Quiz (KLZ)	Radio Speakers' Club (WSPR)
Radio Lost and Found Bureau (WMCA)	Radio Ramblers (WFLA)	Radio Spotlights (WWVA)
Radio Luminaries (WJZ)*	Radio Ranch (KQV, WHJB)	Radio Stage, The (WBAA)
Radio Marathon (CKAC)	Radio Rascals (CJOR)	Radio Stamp Club (CJRM)
Radio Market Basket (WELL)	Radio Readings (CKY)	Radio Stars of Tomorrow (WBRY)
Radio Matinee, Fred Hey- wood's (CJRC)	Radio Realities (WJR)	Radio Stars of the Future (KWKH)
Radio Matinee, The Bon Ami (NBC)	Radio Referendum (KGB)	Radio Stars on Parade (WWSW)
Radio Matinee, The De- troit News (WWJ)	Radio Religious Forum (WBRY)	Radio Stars Revue (KTUL)
Radio-Melomanie (CKAC)	Radio Rendezvous (KGEZ)	Radio Students (WDGY)
Radio Morning Glory, The (WNBH)	Radio Repairmen (WAAT)	Radio Success Story (KPDN)
Radio Mots Croises (CKCV)	Radio Reporter (CKAC, KGB, KGO-KPO, WNBH, WROL)	Radio Swaps (WWSW)
Radio Movie Club (WHN)	Radio Reporter, Your (WHN)*	Radio Sweethearts (WGY)
Radio Music Hall (WCAE)	Radio Revellers (WSAR)	Radio Synagogue of America (WFAS)
Radio Nature League (WBZ-A)	Radio Revelries (WRUF)	Radio Talent Shop (KOH)
Radio News (KFUO)	Radio Revels (WNOX)	Radio Talks (NBC)
Radio News Almanac, The (WGES)	Radio Revels of 1938 (WFBL)	Radio Tatler (WMAQ)
Radio News Extra (WHP)	Radio Review of the Month (WOAI)	Radio Temple (KWKH)
Radio News Service, The Aroostook (WAGM)	Radio Review (WRDW)	Radio Theatre (CKAC, CBF)
Radio Newsreel, The (NBC)	Radio Review, The WGY (WGY)	Radio Theatre of the Air (CBS)
Radio Newsreel Highlights (KRSC)	Radio Revival (WBRC, WRGA, KRLD)	Radio Theatre of Youth (KPCC)
Radio Night Club (WEBQ)	Radio Revival, The WNOX (WNOX)	Radio Tidbits (WMCA)*
Radio Night Club of the Air (KDKA)	Radio Revue (WTMV)	Radio Tips (WSYR)
Radio Nursery School (WFBR)	Radio Rhythmeeting (WATR)	Radio Town Meeting (KDKA)
Radio on Review (KFI)	Radio Rhythms (WAVE)	Radio Traffic Court (KOY)
Radio Optimist, The (KRE)	Radio Riddles (KLZ)	Radio Traffic Forum (KFOR)
Radio Oracle (WBT)*	Radio Rides the Range (KTAR)	Radio Train, The (CKX)
Radio Orchestral Hall (WCOP)	Radio Rodeo (WLAK)	Radio Twins Revue (WSPA)
Radio Page Femine (CKAC)	Radio Rooftop (WGH)	Radio University (KFRC, KHJ)
Radio Parade (CJCA, WOPI)	Radio Rose (WICC)	Radio Varieties (WBZ-A)
Radio Parade, Woody Woods' (WHO)	Radio Round-a-Buter (WKBO)	Radio Variety Show (WGBF)
Radio Parties, The George W. Loft (WFAS)	Radio Round Table, Dr. Clausen's (WWSW)	Radio Vaudeville Time (CFAC)
Radio Party, The Rexall (NBC)	Radio Round Table Group (CHNS)	Radio Voice of Religion (WDRC)
Radio Personality Contest (WEBC)	Radio Roundup (KSFO, WJBY, KPDN)	Radio Workshop (WCLE)
Radio Petit Monde (CJBR)	Radio Roundup, Bill Boyd's (KONO)	Radio Workshop, The Mun- delein College (WCFL)
Radio Play Bill (NBC)	Radio Row (WDSU)	Radio World Events (WHEB)
Radio Players, The WPA (WOR)*	Radio Salutes (WTMV)	Radiobits (KWTO)
Radio Playhouse (KSL, WNYC)	Radio Sandman Organ (KYA)	Radioditties (KRE)
Radio Poets Club (KFVD)	Radio School, The Univer- sity of Dayton (WHIO)	Radiograms (KMPC, WHAM)
Radio Press and What's News (WENR)	Radio School of the Air (CKY)	Radiographies (KTSA)
Radio Press Bureau, The Philco (WAPI)	Radio School of the Bible (WMFO)	Radiolla (KFI)
Radio Prince (WAAT)	Radio Scoops (KSFO)	Radiolites (WDAS)
Radio Program Perfect (WSAI)	Radio Scrap Book (WWNC)	Radiologic (KECA)
Radio Pulpit (NBC)	Radio Services (WEBC)	Radiophone Reporter (WHIO)
Radio-Puzzle (CKAC)	Radio Sing Song (KVOO)	Radio's Best Seller (KOL)
Radio Question Box (WBNX, WDAF, WBT, WOR)	Radio Short Stories (WHB)	Radio's Experimental The- atre (KFWB)
	Radio Show Window (WAVE, WEBC, KGW- KEX)	Radio's Future Stars (KANS)
	Radio Slanguage (CJCA)	Radio's Rolling Stone (WHO)
	Radio Sleuth (WSAI)	Radiotorials (KGVO, KFXJ)
	Radio Soap Box (WMBH, WJR)	

PROGRAM TITLES—Continued

Radiowens (WGY)	Rambling Bob's Yodeling Hour (KDFN)	Razzing the News (WAAT)
Raffles—Sherlock Holmes (CBS)	Rambling in Black and White (KRKO, WOPI)	Razzle Jazzle (KRSC)
Raffles, The Amateur Cracksman (CBS)	Rambling Melody Man, The (WEEI)	Read and Head, The Want Ads (WDAF)
Rafter Laffer (KARM)	Rambling Rangers (WHEB)	Reader, The (KFUO)
Rag Darling Parade (KFJZ)	Rambling Reporter (KCKN)	Readers and Writers (WQXR)
Ragamuffins (CJRC)	Rambling Reporter, The Rialto (KDFN)	Reader's Guide (KGO-KPO)
Ragdoll at the Organ (WAPI)	Rambling Rhythm (KTAR)	Readers' Review (WSBT-WFAM)
Ragtime Opera (CHAB)	Rambling 'Round the Dial (CFAC)	Readers' Spotlight, The (WHA)
Ragtime Rhythm (KFWB, KPAB)	Rambling Through the Night Club of N. Y. (CBS)	Readin' and Writin' (WDR)
Railroad Stories (CJOR)	Rambling with Rogers (WCOA)	Readin' & Writin' with Bob Provan (WDR)
Rails of the Air (WTMV)	Rameses Program (NBC)	Readin' the Funnies (KVOO)
Rain and Sunshine (NBC)	Ramona (KGO-KPO)	Reading Between the Lines (WRVA)
Rainbo Rhythm Rogues (KFH)	Ranch Boys (KRKD)	Reading Circle (KFUO)
Rainbow Court (WMAQ)*	Ranch Boys, Sickle's (WCAP)	Reading Club (WMFG)
Rainbow Harmony (KGO-KPO)	Ranch Boys and Their Cross Country Ride, The (NBC)	Reading of Vital Portions of the Bible (KFUO)
Rainbow House (WOR)	Ranch House Round-Up, Silver Spur Boys (WESG)	Reading Room, The (WSYR)
Rainbow of the Air (KMPC)	Ranch Melodies (KOB)	Reading Room with Fred Jeske (WSYR)
Rainbow Rhythm (CJRC)	Ranch Riders, The (WLAC)	Reading the Funnies (WMFJ, WSPR)
Rainbow Rhythms (CKCK)	Ranch Time (KRSC)	Ready, Willing and Able (KTMS)
Rainbow Ridge (WSAI, WSAZ)	Rancheros (WOR)	Real Estate Counsellor (WWRL)
Rainbow Road (KOL)	Ranchers and Rancherettes, The (WRAK)	Real Folks (NBC)
Rainbow Room, The (WIL)	Random Rhapsody (KGHF)	Real George Washington, The (NBC)
Rainbow Singer, The (WABI)	Randy at the Organ (WGPC)	Real Honest to Goodness for True Santa Claus (WWL)
Rainbow Varieties (WTOL)	Range Revels (WMFG)	Real Life Dramas (WMBD, WINS)
Rainbow's End (WICC, KOIN)	Range Riders (KWK, KWKH, WIBW, WREN, WSGN)	Real Life Problems (WVFW)
Raising Junior (NBC)	Range Round-Up (KFRO)	Real Mucoy, The (KGHL)
Raising Your Parents (NBC)	Ranger Reminiscences (CBL)	Realities of Romans (NBC)
Raleigh Review (NBC)	Ranger Revue, The Ford (KOA)	Realm of Reminiscence (CJRC)
Ralph Hubbell's Sport-O-Scope (WBNY)	Rangers (WBT)	Realm of Terpsichore (KGO-KPO)
Ralph Nyland (WLW)	Rangers, The Wonderloaf (KFYR)	Realm of Terpsichorie (KORE)
Ramble in Rhythm (WATL)	Rangers Frolic, The Gogebic (WJMS)	Realty House (WHAM)
Ramble in Rhythm with Earl Pudney (WATL)	Ranger's Scrapbook (WGCM)	Reason Why, The (WTJS)
Rambler, The (WHAM, WBZ-A)	Rangers, The KIUL (KIUL)	Recess (KMBC)
Rambler and His Scrapbook, The (WHBB)	Ranson Sherman Presents (WENR)	Recess, The WHO (WHO)
Ramblers (KGO-KPO, KMOX)	Rapid-Ads (KWK)	Recess Club, The (WIBX)
Ramblers, The (WBAP, CHNS)	Rapid Reviews of Today's News (WIRE)	Recipe Book, Ruth Chilton's (WSYR)
Ramblers, The Blueridge (WELL)	Raspberry College (WCFL)	Recipes from Mother's Old Cook Book (KLPFM)
Ramblers, The Dakota (KOV)	Ray and Geer, The Sun-down Serenade (WBNS)	Recipes of the Nations (WGAR)
Ramblers, Dr. Scholl's Foot Comfort (NBC)	Ray Knight's Cuckoo Clock (NBC)	Recital de Chant (CJBR)
Rambles in Britain (CFPL)	Raybestos Twins (NBC)	Recital de Piano (CJBR)
Rambles in Erin (WOR)	Raymond Bonnell & His Songs (WCHV)	Recital de Violon (CJBR)
Rambles in Rhythm (WAIM, WCPO, KALE)	Rayne-Bo Ramblers (KVOL)	Recital d'orgue (CJBR)
Rambles in Romance (WICC)	Rays of Hope (WMC)	Recital Hall (WOR)
Ramblin' Cowboys (WOAI)	Rays of Sunshine (KFUO, WHJB)	Recital with Cyrana Van Gordon, The Djer Kiss (NBC)
Ramblin' Round (WOR)		Recitalists, The (NBC)
Rambling Accordionist, The (CHRC)		Recollections (KGO-KPO, WSBT)
Rambling at Random (WSGN)		

PROGRAM TITLES—Continued

- Recollections of Yesterday (CBL)  
 Record Breaker (KCKN)  
 Record Funny Paper Party (WFOY)  
 Record Premieres (WQXR)  
 Record Shop, The (KFYR)  
 Recorded Encores (WHB)  
 Recorded for You (WAAT)  
 Recorded Recital (CJRM)  
 Recorded Review, Your (WLTH)  
 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 Kitchen (CJRC)  
 Red and White Social Calendar (KGNC)  
 Red Barn, Murphy's (CKPR)  
 Red Davis (NBC)  
 Red Empire Trio (KSRO)  
 Red Gap Social (CKCK)  
 Red Goose (WMAQ)\*  
 Red Grange (NBC)  
 Red Hawks, The (WBAP)  
 Red Head Club, The (WSB)  
 Red Head Frolic (CJOC)  
 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)  
 Red Hot and Rhythmic (KFXR)  
 Red Hot Stove League (WGAR)  
 Red Hunters of the Snows (CJRC)  
 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 (WCBQ)  
 Red Shield Program (KLZ)  
 Red Steele (WTMV)  
 Red Steers, Swift's (WBTM)
- Red Top Dancing Party (WATL, WSOC)  
 Red Trails (NBC)  
 Red Warriors (KVSO)  
 Reddy Kilowatt Presents the Devano Trio (WKY)  
 Reddy Kilowatt Quarter Hour (KPQ)  
 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 Brass (WCLE)  
 Reeds and Rhymes (KDKA)  
 Reeds and Rhythm (KGFJ)  
 Reeds and Strings (WAPI)  
 Reeds, Rhythm and Rhyme (KITE)  
 Reefer's No-Moth (NBC)  
 Reel Hi-Lites (WHB)  
 Referee's Review (KEHE)  
 Reflections (KGO-KPO, CMB, WJNO, WIRE, WHK, CKLW, WISN)  
 Reflections at Twilight (KPDN)  
 Reflections in the Water (KMA, IBS)  
 Reflections of Romance (WJAY)  
 Reflets Melodiques, Les (CKCV)  
 Reflets Romanesques (CKCV)  
 Refrain Revue (NBC)  
 Refrains en Vogue (CBF)  
 Refreshment Melodies (CBM)  
 Refreshment Time (CKAC)  
 Refreshment Time with Singin' Sam (WBS)  
 Refugee Theatre of the Air (WHN)  
 Reg Clay and His Serenaders (CKWX)  
 Rehearsal (KSFO)  
 Related Four, The (KRMC)  
 Relax and Listen (WSVA)  
 Relax and Remember (WCBM)  
 Relax with Rhythm (WHOM)  
 Relaxation (CJOC)  
 Relaxation Time (WEAF)  
 Religion and Today (WHDL)  
 Religion in Action (WBIL)  
 Religion in Life (WAVE, WMCA)  
 Religion in the Headlines (KSAL)  
 Religion in the News (NBC)  
 Religion Is News (WMAS)  
 Religious Essays (KFUO)
- Religious Hour, The (WMBH)  
 Religious News and Views (WCKY)  
 Religious Program, Wofford College's (WBT)  
 Religious Round-a-Router (WKBO)  
 Religious Side of the News, The (KRBC)  
 Rembrandt Trio (KGO-KPO)  
 Remember? (CJRC, KOY)  
 Remember Me (WMBC)  
 Remember the First Time (KSL)  
 Remember the Time! (KARK)  
 Remember This One? (WTJS)  
 Remember These? (KTEM, KOL)  
 Remember Way Back (WGBI)  
 Remember When? (KTUL, WNAX, KRSC)  
 Remembering (WHAS)  
 Reminiscences (KGO-KPO)  
 Reminiscences of a G-Man (WIP)\*  
 Reminiscences of the Old West (KOA)\*  
 Reminiscing (WCLE, WJR, KFXJ, WHBB, CKLW, KOL, KGVO)  
 Reminiscing in Melody (KFRO)  
 Reminiscing in Rhythm (CBS, WFTC)  
 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 Roundup (WCKY)  
 Renfro Valley Barn Dance (WSAI)  
 Reno Roundtable (KOH)  
 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)



PROGRAM TITLES—Continued

- Reporter, Kay's (WEBR)  
 Reporter, The Hoxie Fruit (WHO)  
 Reporter, The Richfield (KFI, KECA)  
 Reporter, The Richman (WWJ)  
 Reporter of Odd Facts, The (WEAN)  
 Repos Musical, Le (CKCV)  
 Request Club (WXYZ)  
 Request Hour (KGEZ, KDFN)  
 Request Program (KRMD)  
 Request Program, The Gant Hardware (KDFN)  
 Request Program, The WHBB (WHBB)  
 Request Programs (WMFD)  
 Request Tune Time (WSGN)  
 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)  
 Restful Relaxation (KGLU)  
 Restful Reveries (WGY)  
 Restless Road, The (WRC)  
 Retail Merchants' Program (CFCO)  
 Return Engagement (WOR)  
 Return of P. T. Barnum, The (NBC)  
 Reuben Spinach (CKY)  
 Reunion in Melody—Irving Berlin (NBC)  
 Reunion of the States (KHJ, KNX)  
 Rev, Downe and Jubilee Choir (WIS)  
 Rev. Herbert Spaug (WBT)  
 Reveil, Le (CKCV)  
 Reveille (WTIC, KFAB)  
 Reveille, White Stores' (WROL)  
 Reveille Rhythm (WAPI)  
 Reveille Rhythms (WRUF, WSGN)  
 Revelers, The Morris Plan (WDAF)  
 Revelry on the Rails (KMOX)  
 Revels, The Coles County (WDZ)  
 Revels in Rhythm (WFBC)  
 Revenge with Music (WABC)\*  
 Reverie (KGO-KPO, KLZ, WOAI, WSPD)  
 Reverie—Medolie—Fantaisie (CKCV)  
 Reveries (KGO-KPO, WIND WCLE, WHK, WSAU, WDAF, WWNC)  
 Reveries at Eventide (CBL)  
 Reveries in Ivory (WGBI)  
 Review, The WHK (WHK)  
 Review and Preview (KOB)  
 Review and Preview of the News (WERY)  
 Review of Revues (CBS)  
 Review of the Day (WSAI)  
 Review of the Month (KOIL)  
 Reviews of the News (CKMO, WRUF)  
 Review of the Year, The Drake (WHO)  
 Revista Roque (WMCA)  
 Revival Day (WBEN)  
 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, Elsie Richardson's (CJRC)  
 Revue, The Rapidry (WHB)  
 Revue, The Rita Gamache (WCOU)  
 Revue, The Royal Crown (WBC)  
 Revue de Paris (NBC)  
 Revue des Revues, La (CRCK)  
 Revue in Miniature (WHK)  
 Revue in Swing (KTUL)  
 Revue Internationale (KONO)  
 Revue of Stars (WHB)  
 Revueville (CFAC)  
 Rex and Tex (KRMC)  
 Rex Gang (KORE)  
 Rex Griffith (WSAI)  
 Rex Kelley and Girl of Golden West (WHB)  
 Reynolds Sisters, The (WORLD)  
 Rhapsodies by Raphael (WELI)  
 Rhapsodies in Blue  
 Rhapsodies in Swing (WRUF)  
 (WGPC)  
 Rhapsody in Brass (WHN)  
 Rhapsody in Jazz (KGMB)  
 Rhapsody in Red (KGMB)  
 Rhapsody in Rhythm (WRUF)  
 Rhapsody in Wax (KFJE, KHJ, WLNH)  
 Rhode Island Historian (WJAR)  
 Rhode Island State College Program (WJAR)  
 Rhode Islanders, The (WEAN)  
 Rhumba, La (KMTR)  
 Rhumba Beat, The (WAAF)  
 Rhumba Cafe (WCFL)  
 Rhumba Kings (WOAI)  
 Rhumba Rhythm (WHN, WHB, WRUF)  
 Rhumba Time (KFRO)  
 Rhyme and Rhythm (WGY)  
 Rhyme Rendezvous (KOL)  
 Rhymes and Cadences (WBZ-A)  
 Rhyming Optimist (CFRN)  
 Rhymster, The (WHAM)  
 Rhyming the News (KVOO)  
 Rhyming Times (KIRO)  
 Rhyming Times with Johnny Forrest (KIRO)  
 Rhythm, Andy Jacobson's (WAAB)  
 Rhythm Aces (WIND, KGO-KPO)  
 Rhythm Almanac (WESG)  
 Rhythm and Games (WHA)  
 Rhythm and Melody (CHAB)  
 Rhythm and Rhyme (KYA, WTMJ, WFAA)  
 Rhythm and Rhymes (WRDW)  
 Rhythm and Riddles (WSAY)  
 Rhythm and Romance (WHB, CRS, WWVA, KGO-KPO, WBS, WWSW, CJRC, KGO, WAAW, WGN, WOPI, WGN, WNBZ)  
 Rhythm and Stuff (WMCA)  
 Rhythm and Sweet Melodies (KSD)  
 Rhythm and Time (WSUN)  
 Rhythm at 8 (WEAF)\*  
 Rhythm at Noon (KMOX, WBBM)  
 Rhythm Auction (NBC)  
 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 Cats, The (WKBN)  
 Rhythm Chasers (KTOK)  
 Rhythm Chateau (KFSO)  
 Rhythm Choristers (CBS)  
 Rhythm Club (KFYR, WMBH, WJBO, WHLB, WHB, WCFM)  
 Rhythm Cocktails (KFRO, WHB)  
 Rhythm Console (WBBM, KFEQ)  
 Rhythm Encores (CJRC)  
 Rhythm Ensemble (KGFF)  
 Rhythm Express (WHDL)  
 Rhythm Fantasy (WOR)  
 Rhythm Favorites (WAVE)  
 Rhythm Five (KFH)  
 Rhythm Flyers, The (KGNF)  
 Rhythm for Tea (WJJD)  
 Rhythm for Two (WMAL, WIND)  
 Rhythm Four, The (WSGN)

PROGRAM TITLES—Continued

Rhythm from Harlem (WLBC)  
 Rhythm Girls, The (WBZ-A, KGFF)  
 Rhythm Griddle (WHB)  
 Rhythm Highlights (WHB)  
 Rhythm in Black and White (KFAM)  
 Rhythm in Reeds (WFAA)  
 Rhythm in Rhyme (KGHF, KMBC, WHEC)  
 Rhythm in Romance (WBNS, WKZO)  
 Rhythm in the Breeze (CBS)  
 Rhythm in the Clouds (KPAB)  
 Rhythm in the Home (KSD)  
 Rhythm in the Morning (WSUN)  
 Rhythm Is Our Business (WRUF)  
 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 Matinee (WJJD)  
 Rhythm Melody Revue (KWK)  
 Rhythm 'n Rhyme (WHN)  
 Rhythm Night-Caps (WTMJ)  
 Rhythm Octette (WGY, WEEL)  
 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 on the Road (KCRC)  
 Rhythm Organist, The (NBC)  
 Rhythm Pals (KSRO)  
 Rhythm Parade (WTJS, WAVE, WNBX, WTAM, WRVA)  
 Rhythm Parade, Millard's (WCAZ)  
 Rhythm Rally (WFAA)  
 Rhythm Ramble (WKZO)  
 Rhythm Rambles (WPIC)  
 Rhythm Ramblings (KRE, WMCA, WIS)  
 Rhythm Rampage (WAVE)  
 Rhythm Range (WEMP)  
 Rhythm Rangers (WDOD, WGAR, WWVA, KRKO)  
 Rhythm Rascals (WTMJ, KGO-KPO, WGFC, WMCA, WBBM)  
 Rhythm Reception (CKKN)  
 Rhythm Recess (CBS)  
 Rhythm Recital (WVVA)  
 Rhythm Rendezvous (WBIL, WFIL, WBIG)  
 Rhythm Review (WSAU, WMBO, KFIO, KJBS, WCLO)  
 Rhythm Revised (KJBS)  
 Rhythm Revue (WEEL, WEBC)  
 Rhythm Rhapsody (KTUL, WSAY, WSPD)  
 Rhythm Riddles (KLZ)  
 Rhythm-Ride, The (WICC, WRJN)  
 Rhythm Rodeo (WDNC, WNOX)  
 Rhythm Rogues (WFBM, CJRC)  
 Rhythm Rompers, The (KPDN)  
 Rhythm Rounders, The (WHAS)  
 Rhythm Roundup (WAAT, WAVE, WNEW, CKCW, KMMJ)  
 Rhythm Roundup, Odie's (KGBX)  
 Rhythm Rowdies, The (WFAA)  
 Rhythm Rufians (WRUF)  
 Rhythm Rustlers (KFRO)  
 Rhythm Salute (CBS)  
 Rhythm School (NBC)  
 Rhythm School of the Air —Lanny Grey (NBC)\*  
 Rhythm Serenade (WGAR, KRE)  
 Rhythm Shop (WCHV)  
 Rhythm Sing and Swing (WACO)  
 Rhythm Spree, The (KVOD)  
 Rhythm Strummer (WEXL)  
 Rhythm Stylist (KHQ)  
 Rhythm Stylists (WPTF)  
 Rhythm Symphonic (NBC)  
 Rhythm Symphony (WSM)  
 Rhythm Time (KPDN, WSBT, WPHR)  
 Rhythm Times (WWNC)  
 Rhythm Varieties (CBL)  
 Rhythm Vendors (KGO-KPO)  
 Rhythm Without Reason (KYOS)  
 Rhythm Wranglers (CJOR)  
 Rhythmicians (CKKN)  
 Rhythmaires (WCPO)  
 Rhythmaires, Dailey's (WROL)  
 Rhythmmania (WIND, WTBO)  
 Rhythmaries (WKOK, KMBC, WHB)  
 Rhythmasters and Their Melody Men (KRBC)  
 Rhythmic (KABC)  
 Rhythmatics (WRC)  
 Rhythmcade (WFAS)  
 Rhythme et Melodie (CKAK)  
 Rhythmette Review (KFXR)  
 Rhythmic Capers (CJRM)  
 Rhythmic Interlude (KVOD)  
 Rhythmic Melodies (WAAT)  
 Rhythmic Melody (WBBM)  
 Rhythmic Moods (WIL)  
 Rhythmic Pyramids (KGHI)  
 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)  
 Rhythmicians, The (WTJS)  
 Rhythmizers, The (WIL)  
 Rhythms (WBZ-A)\*  
 Rhythms at Noon (WBBM)  
 Rhythms of Latin-America (WTJS)  
 Rhythms of Romance (WDRG)  
 Rhythms Requested (CJRC)  
 Rialto Row, Along (CBS)  
 Ribber Shannon (WSAI)  
 Ricardo and His Caballeros (KGO-KPO)  
 Ricardo and His Violin (KGO-KPO)  
 Rice Hope Plantation, The (WHAM)  
 Rice String Quartet (WGY)  
 Rich-Con Varieties (WDAF)  
 Rich Harmonies (WCLE)  
 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 Man, The Royal Crown (WMBR)  
 Riddle Me This (WSYR, WJMJ)  
 Riddle Rhythms (WNBC)  
 Riddle Rodeo (WDNC)  
 Riddles in Rhapsody and Rhythm (KRKD)  
 Riddles in Rhythm (WHJB, KFRG)

PROGRAM TITLES—Continued

Riddles 'n' Rhythm (KABR)  
 Ride About Town (WHBQ)  
 Riders of the Range (KDYL)  
 Riders of the Rio Grande (KFPY)  
 Ridge Jumpers (KFH)  
 Ridge Runners, Pancho's (WKY)  
 Ridge Speaks, The (WDBO)  
 Ridin' and Swingin' Gang, The (WDZ)  
 Ridin' High (CJCA)  
 Ridin' Round Town (WGRC)  
 Riding with the Texas Rangers (WFAA)  
 Right & Left in Sports (KFAM)  
 Right or Wrong (WHJB, WCBS, WJRL, WKRC, WMC)  
 Right Thing to Do, The (NBC)  
 Right Thinking (KMPC)  
 Right Time Riley (WABC)\*  
 Right Word for It, The (KIEM)  
 Rime and Reason (KVOR)  
 Rimes in Rhythm (WOMT)  
 Rimettes et Chansonnettes (CKAC)  
 Rin-Tin-Tin Thrillers (NBC)  
 Ring and the Book, The (KSFO)  
 Ring the Bell (CFAR)  
 Ringside! (WFAS)  
 Ringside Club, The (KFWB)  
 Ringside Interviews (WPEN)  
 Ringside Preview, The (WJNO)  
 Rio Grande Riders (KRKD)  
 Rio Grande Serenaders (WHB)  
 Rions Ensemble (CBF)  
 Ripples (KELO)  
 Ripples in Sports (WKRC)  
 Rippling Rhythm Revue (NBC)\*  
 Rise and Regret It Club, The (CKCW)  
 Rise and Shine (KMOX, CJCA, KHI, WSUN, CKY, WSGN, WCFL, WHO, WMBD, WATR)  
 Rise and Shine Club (CKY, WFDF, WFTC)  
 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 Program, The Sealtest (NBC)  
 Rising Stars (WAPI)  
 Rising Stars, Saxon's (WSGN)  
 Rising Tide, The Voice of America Awake (WORL)  
 Rita Murray in the Hollywood 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)  
 Riverman (KTHS)  
 Riverside on Parade (KFXM)  
 Riverside Ramblers, Ward's (KVOL)  
 Riviera Rhapsodies (WHB)  
 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 (K TSA)\*  
 Road to Dreams, The (KYA)  
 Road to Fame (WMCA)  
 Road to Freedom (WMAL)  
 Road to Glory (KNX)  
 Road to Happiness, The (WCBA-WSUN)  
 Road to Health (KABC)  
 Road to Nowhere (WBT)  
 Road to Paradise (KOY)  
 Road to Peace (WKRC)  
 Road to Romance (CJRM, CKSO)  
 Road to Romany (NBC)  
 Roadbuilder (NBC)  
 Roadhouse Rhythms (WBAL)  
 Roadmaster (KOEN)  
 Roads in the Dawn (NBC)  
 Roads of Romance (WLS)\*  
 Roadway Alibis (WOWO-WGL)  
 Roadways of Pleasure (CBS)  
 Roadways to Romance (CBS)  
 Roamin' Cowhand, The (CHNC)  
 Roamin' Through the Rockies (KLZ)  
 Roaming Cowboys (WAVE)  
 Roaming Mike (KFXM)  
 Roaming Reporter (WQAM)  
 Roaming the World (KFXJ, CJRC)  
 Roar of the Crowd, The (WWL)  
 Robbins Rhythm Revue (WJIM)  
 Roberta and Her Piano (WFAA)  
 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)  
 Rocking the Cradle (CKCH)  
 Rocky Clark, Country Courier (WICC)  
 Rocky Mountain Roundup (KLZ)  
 Rocky Mountaineers (KIUL, KGFJ)  
 Rod and Cherie (CFJC)  
 Rod and His News Reel (WDAE)  
 Rod Arkel—Philosopher (WFLA)  
 Rodeavever Sing (NBC)  
 Rodeo Recess (WNAX)  
 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 Along (WIBC)  
 Rolling Rhythm (K TSA)  
 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 & Rhythm (KDKA)  
 Romance Backstage (WCAE)  
 Romance Exchange, Hind's (NBC)  
 Romance in Business (KTUL, WOWO, WGL)  
 Romance in Education (WFAA)  
 Romance in Industry (CJRM, CKSO)

PROGRAM TITLES—Continued

- Romance in Melody (KFWB, WSUN)  
 Romance in Music (CFRB)  
 Romance in Rhythm (KOL, WOR, KMBC, KEHE)  
 Romance in Riting (WICC)  
 Romance in the Air (KSD)  
 Romance, Inc. (NBC)\*  
 Romance Lyrics (KYW)  
 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 Hymns (WICA)  
 Romance of Manhattan (WYNC)  
 Romance of Meat (NBC)\*  
 Romance of Merchandise, The (WAPI)  
 Romance of Mining (KWSC)  
 Romance of Money (KMOX)  
 Romance of Music Featuring Donald Novis (WENR)  
 Romance of Old Indian Days (WHAM)  
 Romance of Rubber (WRVA)  
 Romance of '75 (WENR)  
 Romance of Song (KMPC, WOR)  
 Romance of Sonoma Valley (KYA)  
 Romance of the Flowers (WJJD)\*  
 Romance of the Highways (KGO-KPO)  
 Romance of the Thoroughbred (WGY)  
 Romance of Transportation (KFI)  
 Romance of Youth (WORL)  
 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)  
 Romantic Troubadour, The (WFBR, WIP)  
 Romantique (WOR)  
 Romany Harmony (WHP)  
 Romany Minstrels (KFNF)  
 Romany Moods (WESG)  
 Romany Patter (CBS)  
 Romany Road (WCPO)  
 Romany Tales (WRUF)  
 Romany Trails (KGO-KPO, WEMP, WGL)  
 Romayne at the Organ (WHDL)  
 Ronde Des Archets, La (CKCV)  
 Room Over the Gate (WGAR)  
 Room Recipes (KDYL)  
 Room with a View (WWSW)  
 Roomates and Co. (WESG)  
 Rooster Crows, The (WRTD)  
 Rooster Gazette (NBC)  
 Rooster Roster (KDAL)  
 Rosa Program, La (WINS)  
 Rose Ann Carr (WDAF)  
 Rose Bowl and Tournament of Roses (KFI)  
 Rose Petals (WJAX)  
 Rose Room Melodies (WTMV)  
 Rose Talks (NBC)  
 Rosemary's Trading Post (WCFL)  
 Roses and Drums (CBS)  
 Roses to a Lady (WOWO-WGL, WWL)  
 Rosewood and Ivory (WBT, WBNS)  
 Rosey Bits (KDKA)  
 Rosie and Her Guitar (KGO-KPO)  
 Rotary Ramblers (WKY)  
 Rough and Reddy (KSTP)\*  
 Rough Riders, The (CFCY)  
 Rough Riders, The Benthall (WEED)  
 Roulette Wheel, The (CKWX)  
 'Round and About the Old Pueblo (KVOA)  
 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 Nebraska Highway Patrol (WJAG)  
 Round Table, The Omaha University (WOW)  
 Round Table Conference (KRKD)  
 Round the Breakfast Table (WFLA)  
 Round the Chuck Wagon (CFGP)  
 Round the Loop (KFXD)  
 Round the Town (WSGN, WAVE, KPAM, WMCA)  
 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)  
 Roundtowners, The (WEED)  
 Roundup (KGEZ, KABC, KSLM, WODM)  
 Roundup, The Barbasol (WEAF)\*  
 Roundup, The Dakota (WNAX)  
 Round-up, The Reno (KOH)  
 Round-Up, The Kelo (KELO)  
 Roundup, The KVSO (KVSO)  
 Roundup Ranch (WFAS)  
 Round-Up Rangers, Charlie Herald's (CJRC)  
 Round-up Strollers, The (WIS)  
 Round-Up Time (KPDN)

PROGRAM TITLES—Continued

Roundup Trail (KFWB)*	Royal Vagabonds (NBC)	Rural Roundup (WLW, WMBD)
Roustabouts, The (CBS)	Royal York Dance Orchestra (NBC)	Rural Roustabouts (WAPI)
Rovin' Cowboys (KOB)	Royalists, Roy Campbell's (WOR)*	Rural Salute (WSAI)
Roving Cowboy, The (KGDE)	Royalty of Rhythm, The (KOHB)	Rural School Music Program (WDZ)
Roving Cowboys, The (WTAD)	Roy's Radio Column of the Air (WOPI)	Ruraltown (WBZ-A)
Roving Hill Billie & Slim (KFBB)	Rubberneck, The (WJAX)	Rush Amateur Hour (KALB)
Roving Neighbor, Gerke's (WDZ)	Rubberneck Tour (WRC)	Russ, The Old Cowhand (KRMC)
Roving Prof, The (NBC)	Rubbertown Revue (CBS)	Russ Chuckles (KFAB)
Roving Ranger, The (KOA)	Rudolph Bocheo (NBC)	Russ Columbo and Orchestra (NBC)
Roving Reporter (WGAR, WSAI)	Rudy Kilian's Kadets (WCAO)	Russ Morgan's Melodies (WXYZ)
Roving Reporters (WMCA)	Rufus and Rastus (WRR)*	Russell School Orchestra (WDBO)
Row Along, The Rialto (CBS)	Rug Rollers (WTBO)	Russia of Yesterday and Today (NBC)
Roxy and His Gang (NBC)	Rumba Hour, The (WFLA)	Russian Choir (CHRC)
Roy Campbell's Royalists (NBC)	Rumba Rhythms and Tango Tunes (RRI)	Russian Rhapsody (KGO-KPO)
Roy Shield Revue (WENR)	Rhumbas et Paso-Doble (CJBR)	Russian Village, In a (CBS)
Roy Weiss of Paris Store (WTMV)	Rumpus Room (KFI)	Rustic Reelers, The (CKBI)
Roy White's Piano Meditations (KDFN)	Run of '89, The (WKY)	Rustic Rhapsodies (WRUF)
Royal Alexandrians, Harold Green's (CJRC)	Runnin' Wild (KFJZ)	Rustic Rhythmic Trio (CBS)
Royal Anniversary Chords (WGRC)	Rural Crime Reporter (WLS)	Rustin Stickler Men (WAIM)
Royal Echoes (KWK)	Rural Jamboree (WMSD)	Rut Farm Bureau Forum (WSYB)
Royal Hillbillies (WSFA)	Rural Life Review (WILL)	Ruth and Jack (KOMA)
Royal Masters of Melody (CFCF)	Rural Mail (WFAA)	Ruth Goes Shopping (WADC)
Royal Ramblings (WEAU)	Rural Music Makers, Sherman's (CFCO)	Ruth Nagle at the Organ (WSUN)
Royal Rhythm Club, The (KSD)	Rural Ramblers (WBNS)	Ruthie's Birthday Party (WDZ)
Royal Road to Adventure (KGMB)	Rural Rhythm (WHP, WSV, WHLB)	Rutland City Board (WSYB)
Royal Road to Happiness, The (CKX)	Rural Rhythm Boys, Rootin', Tootin' Singers of Sunny Songs (KNOW)	Rutland School Series (WSYB)
Royal Rogues (CJRC)	Rural Rhythm Revue (KOMA)	Rutledge Reveries (KTRI)
Royal Scot (NBC)	Rural Rhythms (WRUF)	
	Rural Roundtable, The (KGLO)	

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S.R.O. (Standing Room Only) (WBNX)	Sacred Flame, The (WCAU)	Safeguarding Investments (WMCA)
S. S. All in Fun (WPEN)*	Sacred Hour (KFUO, CFCY, WDBJ)	Safeguarding Your Food and Drug Supply (NBC)
S. S. Fun for All (WDAS)	Sacred Melodies (CFJC)	Safety Campaign, The (WCOP, WCOP)
S. S. Novelette (KDYL)	Sacred Singer, The (KPDN, WETC)	Safety Club, The Ho-Po-Ne (WIRE)
S. S. Santa (KDYL)	Sacred Songster (CKCR)	Safety Club, The Michigan (WMBC)
S. and W. Junior News (KGO-KPO)	Sacred Waters (KFUO)	Safety Club, The Seven-Up (WSOC)
Sabbath Message (WTIC)	Saddle Mountain Roundup (KVOO)	Safety Club, The WMIN (WMIN)
Sabbath Pastorale (CFAC)	Saddle Pals, Jimmie's (KRKD)	Safety Corner (WDZ)
Sabbath Reveries (NBC)	Safe at Home (KCKN)	
Sabbath Symphonies (KRKC)	Safeguardians (WJAX)	
Sacred and Secular (CFRN)		

PROGRAM TITLES—Continued

Safety Council (KGA)	Sailor Boys Orchestra (WFAS)	Salute, The Westinghouse (NBC)
Safety Court (WBXN, WOR)	Sailortown (WBZ-A)	Salute of the Nations (NBC)
Safety Cruise (WMC)	St. Clair Sam (WTMV)	Salute to Advertisers (KIDO)
Safety Cruiser (WGAR)	St. John Program (KVGB)	Salute to Cities (WLW, WFBM)
Safety Crusaders (WBZ-A)	St. John's Quartette (WIJK)	Salute to Commerce (KRLD)
Safety First (WDAF, WSGN, KGO-KPO, WCKY, WHK)	St. Louis Blues (KMOX)	Salute to El Paso Industry, A (WEAU)
Safety First Program (KABR)	St. Louis Municipal Opera Revue (KSD)	Salute to Hartford Industries (WHTT)
Safety Forum (WJNS)	St. Louis on Parade (KMOX)	Salute to Industry (CJOR, KSFO)
Safety Knight of the Highways (WELS)	St. Louis Serenade (KMOX, WHN)	Salute to Mothers, A (WBEN)
Safety Lane (KQW, KRNT)	Saints Speak, The (WBIL)	Salute to Pioneers (KLO)
Safety League Chais (WDBO)	Saki Get Rich (NBC)	Salute to 60 (KWJB)
Safety Legion (WEAU)	Sal Pace and His Swingmen (WFAS)	Salute to the Entertainers (CKCW)
Safety Legion Hour, The (KTSM)	Salada Community Players (KDON)	Salute to the Progress of Electricity (CFCO)
Safety Musketeers, The (KABC)	Salebration (KFYO)	Salutes, The WJRD (WJRD)
Safety Musketeers (FTRD)	Sales Barn (WDZ)	Salutes, The News-Sentinel (WNOX)
Safety on the Air Lanes (KFYR)	Sales Meeting of the Air, Swift (NBC)	Salutes, The Stewart Warner (WHB)
Safety on the Highways (WILL)	Salesman's Party (KFYO)	Salutes to Living Americans (WMCA)
Safety, Or Else (KLZ, WKY)	Salesman's Party, The Carrier (IBS)	Salvation Army Crusaders (WGRC)
Safety Parade, The D-X (WHDF)	Sallies from Silas (WJMI)	Salvation Army Territorial Staff Band (CBS)
Safety Patrol (WKBW)*	Sally and Sam (WAAT)	Salvatore Santaella (CRS)
Safety Patrol, South Carolina (WIS)	Sally at the Switchboard (WGAR)	Sam and Joe (WRVA)*
Safety Patrol, The Socony (WHAM)	Sally of the Talkies (WMAQ)*	Samaritan (WCLE)
Safety Patrol, The WKRC (WKRC)	Sally Sample (WWVA)	Sammy Spring's Barn Dance (WTIC)
Safety Pays (KVOR)	Sally Service (WEBC)	Sample Time (KOIL)
Safety Program (KFRO)	Sally Sothern's Ship o' Dreams (WRVA)	Sampler, The (KONO)
Safety Programs (NBC)	Sally the Shopper (KROC)	San Antonio Medicine Show of the Air (WOAI)
Safety Rangers (KQV)	Sally Work (WBEN)	San Antonio Review (KONO)
Safety Sam (WAAW)	Sally's Kitchen Hints (MWR)	San Bernardino on Parade (KFXM)
Safety Says— (WHB)	Sally's Movieland Revue (WHN)	San Francisco Community Sing (KGO-KPO)
Safety Sense (KGB)	Salodent Singers (WOAI)	San Francisco Radio Guild (KSFO)
Safety Soldiers, The Seven-Up (KNOW)	Salon Ensemble (WBZ-A)	San Francisco Souvenir (KSFO)
Safety Talk (KIEM, WBAL, WDAF)	Salon Hour (KRE)	San Francisco Today (KSFO)
Safety Time (KOCA)	Salon Matinee (WSAU)	San Juan Altar Hour (KIUP)
Safety Town (WOKO)	Salon Melody Hour (WOR)	San Juan Rangers (KIUP)
Safeway Square (KFI)*	Salon Moderne (KABC, WDNC, KFRC, KHJ)	San Parade (WHBC)
Safeway to Happiness (KGO-KPO)	Salon Musicale (KLZ, WQXR)	Sanctuary Hour (WHP, WCFL)
Saga of Long Island Sound (WWRL)	Salon Serenade (KABC, KYW)	Sander's Serenaders (WTMJ)
Sagas of the Sea (KYA)	Salon Serenades (KGNC)	Sandlot Scores (WGAR)
Sage Brush Static Club (KDFN)	Salon Souvenirs (KVOA)	Sandlotters, The (WXYZ)
Sage of Sleepy Hollow (KGBX)	Salon Strings (WQXR)	Sandman, The (WDBO)
Sage Riders, The Armour (KMMJ)	Salon Trio (CBS)	Sandman Express (KTUL)
Sagebrush Serenaders (KWTO)	Salonaires, The (WBAL)	Sandman Sandy (KGB)
Sagebrush Syncopators (WFAA)	Salonesque (KMBC)	Sandman Serenade (KSFO)
Sage's Album (WMCA)	Salt and Pepper (WSBT-WFAM, WCLO)	Sandman Soldiers (WFAA)
Sailing the Airwaves (WCAE)	Salt of the Earth, The—Everett Mitchell (WMAQ)	Sandman Syncopation (KTUL)
Sailing the Waves (WIND)	Salt Lake Tabernacle Choir and Organ (KSL)	
Sailing with Saylor's (KGO-KPO)	Salt Water Program (KGO-KPO)	
	Salty Sam (NBC)	
	Salty Sam the Sailor (CBS)	
	Salute, The Mayflower School (WFAS)	

PROGRAM TITLES—Continued

- Sandman's Music Bag (WGH)  
 Sandman's Serenade (WCAP)  
 Sandra and Her Serenade (CKBI)  
 Sandy Valley Express (WSAZ)  
 Santa Barbara Shopper (KDB)  
 Santa Clara U Presents (KQW)  
 Santa Claus and Martha Nancy (WAVE)  
 Santa Claus Came to Town (KOV)  
 Santa Claus in Toyland (WIOD)  
 Santa Claus Program (WCAO)  
 Santa Claus Revue (KRKD)  
 Santa Claus Speaks (WNBR)  
 Santa Claus Workshop (KMOX)  
 Santa Comes to Town (WCBS)  
 Santa Fe Fiesta (NBC)  
 Santa Fe Trailers, The (KROY)  
 Santaella's Strings (KMTR)  
 Santa's Pack (KHUB)  
 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 Party Time (WWSW)  
 Saturday Afternoon Talent Round-Up (KPLT)  
 Saturday Concert (KGO-KPO)  
 Saturday Evening Frolic (CBS)  
 Saturday Get Together, The (WDBJ)  
 Saturday Jam-boree (WGH)  
 Saturday Jubilee (WFMD)  
 Saturday Knights of the Round Table (WKRC)  
 Saturday Matinee (WBNX)  
 Saturday Melodies (NBC)  
 Saturday Morning Club (NBC)  
 Saturday Morning Jamboree (WACO)  
 Saturday Morning Moods (7SVA)  
 Saturday Morning Musicales (WINS)  
 Saturday Morning Revue (WCFL)  
 Saturday Morning Round-Up (WJBL)  
 Saturday Morning Varieties (KFXR)  
 Saturday Musicales (CBS)  
 Saturday Musketees, 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 Hayride (CJGX)  
 Saturday Night Hot Club (KMOX)  
 Saturday Night House Party (WOAI)  
 Saturday Night in Sheepfold (KSL)  
 Saturday Night Jam Session (WAGM)  
 Saturday Night Jamboree (WOPI, KDYL, WTRC)  
 Saturday Night Keyboard (KFBB)  
 Saturday Night Round Up, Dr. Pepper's (KBIX)  
 Saturday Noonday Musicales (WDAY)  
 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 Review, The (CBL, CBY)  
 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, KONO)  
 Saturday Specials (WEBQ, KVOO)  
 Saturday Street Parade (KGCCX)  
 Saturday Sumpasim (WOAI)  
 Saturday Swing (WHB)  
 Saturday Swing Session (WDAY, CJLS)  
 Saturday Syncopated Swing (KFXR)  
 Saturday Syncopators (CBS)  
 Saturday Whirligig (WSPA)  
 Saturday's Opera (WIBA)  
 Saur Kraut Klub, The (WBNY)  
 Sausage Serenade (WAIM)  
 Savage Serenade (WKBW)  
 Savannah Brain Trust, The (WTOC)  
 Savannah Liners Orchestra (NBC)  
 Save a Life Club (KGIN)\*  
 Save-a-Nickel (KIDW)  
 Seve 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 (WCMJ)  
 Saxoncopation (WMCA)  
 Saxo-Phoneys, The (WHBQ)  
 Saxotunes (KGO-KPO)  
 Say It With Melody (WWSW)  
 Say It with Music (WGRC, WHB, KPAB, WAIR, WGN, WMAQ)  
 Say It With Words (WOR)  
 Scales and Measures (CBS)  
 Scandinavian Program, The (WDAY)  
 Scanning the Ads (KFAM)  
 Scarlet and Jade (WDAE)  
 Scarlet Serenaders (WCAD)  
 Scattergood Baines (KNX)\*  
 Scattergood Club (WBAL)  
 Scattering Sunshine (KMTR)

PROGRAM TITLES—Continued

- Scavenger Hunt, The (WBAL)  
 Scene Changes, The (KHQ)  
 Scene of Action (KNX)  
 Scenes and Songs With James Stone (KWKH)  
 Scenes from Great Plays (KWSC)  
 Scenes from the Opera (WHEB)  
 Scenes in Harmony (WJR)  
 Scenes of Soviet Russia (WQXR)\*  
 Schemes That Skin (WSAI)  
 Schloima Fagin (WLTH)  
 Schnitzelbankers, The (KWOS)  
 Scholars, Ben Gimbel's (WIP)\*  
 School Bells (WFBL)  
 School Box, The (KROW)  
 School Broadcast, The (KRLL)  
 School Days (WFIL, KFOX)  
 School Daze (WBRY)  
 School for Brides (WIBC)  
 School for Taxpayers (WJJD)  
 School of Dramatics (WKBO)  
 School of Music, The Knoxville College (WROL)  
 School of Radio, The (WLW)  
 School of Swing (WHBQ, WCBS)  
 School of the Air (WDAF, WNYC)  
 School of the Air, The Katz (WDAF)  
 School of the Air, The Nation's (WLW)  
 School of the Air, White's (KASA)  
 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 Club of the Air (CBS)  
 Science Everywhere (WMAL)  
 Science Forum, The (WGY)  
 Science in the News (WMAQ)  
 Science in Your Home (WOR)  
 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)  
 Scooping the News (KQV)  
 Scoreboard, The (WOR)  
 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 Around (WWVA)  
 Scouting Comes to Town (WCAZ)  
 Scouting the Oil Basin (WDZ)  
 Scrambled Eggs (CHAB)  
 Scrambled Words (KDYL)  
 Scrap Book (KDFN, KIDW, KFUE, WMBH)  
 Scrap Book Club, Sheffield Farms' (NBC)  
 Scrapbook of a Sky Pilot (WIBA)  
 Scrap Book of Dreams (KEHE)  
 Scrapbook of Familiar Poems (KFH)  
 Scrap-Book of Musical Memories (KROY)  
 Scrapbook in the Lamplight, The (WHEQ)  
 Scrapbook Stories (KFRC)  
 Scrappo (WISN)  
 Scratch Sheet of the Air (WELI)  
 Screen Actors Guild (CBS)\*  
 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 Study (WLAC)  
 Scripture Truth Hour (WCBD)  
 Sea Pirates (WSAI)  
 Search for Talent (WPTF, CFRN, CKPR, KHUB)  
 Search for Talent, The (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 Breakfast (KPO)  
 Second Breakfast Club (KPO)  
 Second Call to Breakfast (WTOL)  
 Second Guessers (NBC)  
 Second Husband, Famous Actors Guild Presents Helen Menken in (CBS)  
 Second Section Shoppers' Special (WDRC)  
 Secret Cases, National Surety's (NBC)  
 Secret Three (WGN)\*  
 Secret Unemployment Interviews (WTMV)  
 Secrets of a Chef (WKRC)  
 Secrets of Happiness (WBS, WMC, CJRC)  
 Secrets of Success (KHJ)\*  
 Secrets of the Narcotic Squad (KTAT)  
 Security for All (WNBF)  
 Security Vanguard, The (WEBC)  
 See America (WSGN)  
 See America First (WSGN)  
 See Yourself (KFSD)  
 Seein' Stars (WJNO)  
 Seeing Kansas City (WDAF)  
 Seeing Pictures (CRCY)  
 Seeing School of the Air, The (WHIS)  
 Seeing the Town (WHB)  
 Seeing Things (WBNW)  
 Seeing Things at Night (WINS)  
 Seeing Your Child the Right Way (WCAP)  
 Sego Milky Way (KSL)  
 Sekatary Hawkins (NBC)  
 Selections from Light Opera (CBS)  
 Self-Help Program (CJOR)  
 Selling America to Americans (KWKH)  
 Selma Spiritual Four (WHBB)  
 Selmar and Soprani (KLPM)  
 Semi-Weekly Farm News (WFAA)  
 Seminary of the Air (KFUE)  
 Semler's Scrapbook (KOIN)  
 Semper Fidelis (CFAR)  
 Senator Blowhard Whiffendooie (KFEQ)  
 Senator Fishface and Professor Figsbottle (NBC)  
 Senator Whiffendooie (KFEQ)  
 Send a Boat (WHAS)  
 Sense and Nonsense (WICC)\*



PROGRAM TITLES—Continued

- Sensible Fashions (KGO-KPO)  
 Sentenced Men (WJJD)  
 Sentimental Moods (KFBI)  
 Sentimental Music (KPMC, WESG)  
 Sentimental Swing (WRUF)  
 Sentimental Time (WACO, WSAV)  
 Sentimental Tunes (KROY)  
 Sentinels of the Republic (NBC)  
 Sepia Serenade (WTJS)  
 Serbian Melodies (WJAY)  
 Serenade (WBZ-A, WRUF)  
 Serenade, Sawyer's Seafood (KNOW)  
 Serenade, Summer's (WVVA)  
 Serenade, The Acme Ale (KGLU)  
 Serenade, The Folger (WDAF)  
 Serenade, The Gamble (WCCO)\*  
 Serenade, The Pan American's (KONO)  
 Serenade, The Silver (WGY)\*  
 Serenade at Eight (WMCA)  
 Serenade at Nine (WMCA)  
 Serenade at Seven (WLLH)  
 Serenade at Sundown (WNLC)  
 Serenade at Twilight (WRJN)  
 Serenade Espanol (KPAB)  
 Serenade for Strings (CJRC)  
 Serenade for You (WDRG)  
 Serenade in Song (WRUF)  
 Serenade in Swing (WVVA)  
 Serenade in Syncopation (WNBf)  
 Serenade in the Night (WDNC, WGY, WHN, KSL, WOAI)  
 Serenade Intime (CFCF)  
 Serenade to an Afternoon (WMAS)  
 Serenade to Loveliness (WFAM)  
 Serenade to Romance (WKBN)  
 Serenade to Spring (CBL)  
 Serenader, The (KGEZ, MacG, KGFJ)  
 Serenaders (WBZ-A, WELL, FTRD)  
 Serenaders, The Koloa (WDNC)  
 Serenaders, The Sendol (WKY)  
 Serenaders, The Serval (WAAW)  
 Serenades (WQDM)  
 Serenades of the World (KMPC)  
 Serenades in the Night (KGFF)  
 Serenading Strings (WTIC)  
 Serenata (KGO-KPO)  
 Sermon Echoes (WOPI)  
 Sermon Hearts (WSAZ)  
 Sermon in Song (WMBR)  
 Sermonette and Hymn Time (WSAI)  
 Sermonette and Song (KFUO)  
 Service League (WISN)  
 Service Serenade (WMC)  
 Serving You (KADA)  
 Serv-u Snooper (KYOS)  
 Session in Swing, A (WPTF)  
 Seth Parker (NBC)  
 Seth Parker's Old-Fashioned Singing School (WTIC)  
 Seth Parker's Saturday Night Sing (KDLR)  
 Settlin' Room Frolics (WBBM)  
 Setting the Pace (WHN)  
 Setting Up a Circus (CJRC)  
 Seven Cheers, The (WCSH)  
 Seven Days on the Forty Acres (KNOW)  
 Seven-Fifteen, The (KCKN)  
 7:15 Gazette (WROL)  
 Seven Men and a Maid (WCLE)  
 Seven Seas (KGO-KPO)  
 7 Seas (KMTR)  
 Seven Serenaders (WBNS)  
 Seven Star Headlines (WCAE)\*  
 Seven Star Review (KMOX)  
 Seven-Thirty Swing Time (WCOL)  
 76 Review (KFI)\*  
 Seven-Up Safety Club (WSOC)  
 Sewannee Syncopators (WSPA)  
 Sewing Circle (CBS)  
 Sextet Acquadilliano (WLTH)  
 Sextette of Harmony (CKCL)  
 Sez Aunt Hettie (WAAT)  
 Shades of Black and White (WHB, KANS)  
 Shades of Blue (KTEM)  
 Shades of Don Juan (WOR)  
 Shades of the South (WHN)  
 Shades of Vienna (CJAT)  
 Shadow, The (NBC)  
 Shadow Sound (CFRN)  
 Shadowland (WAAF, CFAC)  
 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)  
 Shanghai Nights (WTAM)  
 Shannon Shamrocks (KVVO)  
 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 Bob (NBC)  
 Sheriff's Broadcast (KDFN)  
 Sherlock Holmes (NBC)  
 Sherrill's Scrapbook (KIDW)  
 Shilling's Humdingers (KELD)  
 Shindig, The (WSPR)  
 Shindig, The KIUL (KIUL)  
 Shine Program (KFIO)  
 Ship Ahoy (KGO-KPO, WBZ-A, WPG)  
 Ship-O-Dreams (KVVO)  
 Ship of Joy (CRS, KGO-KPO, KYA)  
 Ship of Joy, The Electrical (KDYL)  
 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)  
 Shoplite, The (WFAS)  
 Shopper, The (WCFL)  
 Shopper, The KGY (KGY)  
 Shopper, The K-M (KGEZ)  
 Shopper Stoppers (KCKN)

PROGRAM TITLES—Continued

Shoppers, The Sears' (WIS)  
 Shopper's Bazaar (WNLC)  
 Shopper's Forum (WRNL)  
 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, WCAE)  
 Shoppers' Service (KSAL)  
 Shoppers' Special (WDRS, WAPI)  
 Shoppers' Surprise Program (KDON)  
 Shopper's Tour (KWYO)  
 Shopping About (WBZ-A)  
 Shopping Basket, The (WHO)  
 Shopping by Short Wave (KTUL)  
 Shopping Circle (KDKA)  
 Shopping Facts (WQDM)  
 Shopping for Wives (WCAE)  
 Shopping Guide (KXRO)  
 Shopping Highlights (KFVD)  
 Shopping News (KFXJ, WSAU)  
 Shopping News, Virginia's (WDBO)  
 Shopping News from Yowell-Drew's (WMFJ)  
 Shopping Reporter, The (WOC)  
 Shopping Service (KQRS)  
 Shopping Service, Caroline Cabot's (WEEI)  
 Shopping Tour (KGVO, WKOK, WELI)  
 Shopping We Will Go, A (WVVA)  
 Shopping with Betty (WBTM)  
 Shopping with Buttrey's (KFBB)  
 Shopping With Dorothy (WIBA)  
 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)\*  
 Short Short Story (WHN)  
 Short Shorts (KFWB, KEHE)  
 Short Stories of the Air (WKY)  
 Short Stories on Wealth (NBC)  
 Short Story Playhouse, The (KFI, KECA)  
 Short Story Time (WXYZ)  
 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 Girl, The Paramount (WLAC)  
 Show Is On, The (WIBX, CJRC)  
 Show Must Go On, The (WHDH)\*  
 Show of the Week, The (Mutual)\*  
 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, WOR, WTIC)  
 Show World, The (KMOX, WCOP)  
 Show World Broadcast (KMOX)  
 Showboat, The WLS (WLS)  
 Showboat Cumberland Queen (WCFL)  
 Showboat Matinee (NBC)  
 Showdown Revue (WLW)  
 Shower of Melody (WHB)  
 Showman Speaks (WHP)  
 Showroom of the Air, The Ford (KIDO)  
 Showup, The (KGO-KPO)  
 Shreveport Trade School (KRMD)  
 Shut-Eye Train (KIUN)  
 Shut-in Hour, The (WSJS, KFUO, WTMV, KFBI, KDON, KGKO, WIP)  
 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 Perkins & His Folks (WCFL)  
 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 of Life (KFPY)  
 Sidelights of the News (KWK)  
 Sidelights on Beacon Hill (WORL)  
 Sidelights on Life (CFRN)  
 Sidelights on the News (KWK)  
 Sidelights on the News of the Week (KHQ)  
 Sideline Chatter (WIND)  
 Sidestreets of the News (WDAF)  
 Sidewalk Forum (WMPS)  
 Sidewalk Interviews (WDAS, WHJB, WSPD, CHNS, KOY, WIS, WOR)  
 Sidewalk Melodies (WBBM)  
 Sidewalk Opinions (WMBC)  
 Sidewalk Question Box (WBT)\*  
 Sidewalk Reporter, The (KSFO, WHOM, KFXM, WTMJ)  
 Sidewalk Reporter, Creaghe's (KIDO)  
 Sidewalk Reporter, Gateley's (WEBC)  
 Sidewalk Sidelights (WJBO)  
 Sidewalk Sideshow (WBT)  
 Sidewalk Snooper (KCMO, WROL)  
 Sidewalk Snoopers (KFYO, WHAS)  
 Sidewalk Snoopers—Frankie and Johnnie (WGST)  
 Sidewalks of New York (WMCA)  
 Siesta (WAIM, WCCO, WHDL, WAVE, CFRB, KYA, WCLE)  
 Siesta at 2 (WCCO)  
 Siesta in Song (KYOS)  
 Siesta Serenade (CFRN, KABC, KUOA)  
 Siesta Time (KWK)  
 Sightseeing Bus, The (WDAS (WDAS))  
 Sign of the Shell (NBC)  
 Sign on Club (WIOD)  
 Sign-Post, The (WNLC)  
 Signal Days (KHJ)\*  
 Signals to Health (WBBM)  
 Signposts of Improvements (NBC)  
 Signs of Safety (WPHR)  
 Signs of the Times (WNLC, CKWX)  
 Sigurd the Viking (CBS)  
 Silas and Lem (WJR)  
 Silhouette Doctor, The (WCBS)  
 Silhouette in Blue (NBC)  
 Silhouette Studio, The (WFAS)

## PROGRAM TITLES—Continued

- Silhouettes (KGO-KPO, KFSS, WJR, WDBO, WJNO, KGfJ, WDAF)  
 Silhouettes in Music (WHKC)  
 Silhouettes of Beauty (KRKD)  
 Silhouettes of Life (WKY)  
 Silhouettes of the West (NBC)  
 Silk and Floss (KWKH)  
 Silken Strings (NBC)  
 Silly Salesmen (WHJB)  
 Silo Symphonies (CJRM)  
 Silver and Gold (WHEC)  
 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 Lining, The (KUJ)  
 Silver Linings (WHKWBBC)  
 Silver Minstrels, The (WMEK)  
 Silver Notes (WAAF)  
 Silver Roundup, The (KAWM)  
 Silver Sails (WHB)  
 Silver Savings (WRGA)  
 Silver Serenade (KFVS)  
 Silver Serenade with Peggy Tudor (WBS)  
 Silver Service (WNBZ)  
 Silver Service Ham-Ateur Hour (KFYO)  
 Silver Shadows (WFIL)  
 Silver Shears (WCFO)  
 Silver Souvenirs (CKOC)  
 Silver Strains (KGO-KPO, WJAY, KOIN, KOB, WRUF)  
 Silver Streak (MWR)  
 Silver Streak News (WDNC)  
 Silver Strings (CFCF, CKAC, WHN, WRUF, KFEG)  
 Silver Theatre (CBS)  
 Silver's Merry-Go-Round (WBRC)  
 Simple and Sweet (WDRG)  
 Simply Swing (CHWK)  
 Simpson Boys of Sprucehead Bay (NBC)  
 Simpsons Social Calendar (KFVS)  
 Simpy and Gladys (KGO-KPO)  
 Sinatra Serenade (WFAM)  
 Sincerely, KVOR (KVOR)  
 Sinfonietta (WOR)  
 Sing Along with Mary (WGL)  
 Sing and Swing (KGO-KPO, WBBM, KFRR, WHEB, KLZ, WEW, WGY, WOR)  
 Sing and Swing Time (CBS)  
 Sing Before Breakfast (WQAM, WRUF)  
 Sing for Your Supper (CBS)  
 Sing, Inc. (CBS)  
 Sing, It's Good for You (WBT)  
 Sing Me a Song (WHAM)  
 Sing 'n' Quiz (WWSW)  
 Sing, Neighbor, Sing (WMR)  
 Sing, Sing, Sing! (KELO)  
 Sing Song (NBC)  
 Sing Talk (KMBC)  
 Sing Time (WLW, KDYL)  
 Sing Time, Ed Lowry's (KHJ)  
 Sing to Me (WGH)  
 Singable Songs (KGO-KPO)  
 Singer and His Song, The (WHAS)\*  
 Singer at the Crossroads (WIND)\*  
 Singer Farmer, The (KGCK)  
 Singer of Dreams (WFMD)  
 Singer of the Gospel, The (WKY)  
 Singers of Israel (WRAX-WPEN)  
 Singer's Screwballs (WNBZ)  
 Singin' and Swingin' (WMBH)  
 Singin' Piano Man (WMED)  
 Singin' Policeman (KWBG)  
 Singin' Sam (WLW)  
 Singing Announcer, The (KOY)  
 Singing Baker (WCCO)  
 Singing Balladeer, The (WHDL)  
 Singing Bandit, The (KGfJ)  
 Singing Barber, The (WQAM)  
 Singing Bee, The (KMBC)  
 Singing Bee, The Welcome Lewis (WHN)  
 Singing Brothers, The (KRMC)  
 Singing Cabman, The (CKCL)  
 Singing Cadets, The (WHBQ)  
 Singing Canaries (WBBM)  
 Singing Cello (WJAY)  
 Singing Chef (CBS)  
 Singing Chefs (WSAL)  
 Singing Chefs, Slade's (WAAB)  
 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 (KWIO-KGBX)  
 Singing Dolls (CHRC)  
 Singing Farmer, The (KMBC)  
 Singing Gauchos (KMOX, KMCA)  
 Singing Grocery Boy (WGY)\*  
 Singing Guitar (WJJD)  
 Singing Guitars, The (WSSS)  
 Singing Hatters (WAAT)  
 Singing Housewives (KFVS)  
 Singing Iclander (WINS)  
 Singing Iceman (KGDm)  
 Singing Jewel, The (WSSS)  
 Singing Lady (WGN, WJNO, WQDM, WMSD)  
 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, WIP)  
 Singing Party, The WEAN (WEAN)  
 Singing Poet, The (WFAB)  
 Singing Redheads (WXYZ)\*  
 Singing Salesman, The (KGO-KPO, KFAB, KTOK)  
 Singing Salesmen, Wards (KGKB)  
 Singing School of the Air (WCOP)  
 Singing Scouts (KIDO)  
 Singing Secretary (WHK, KHQ)  
 Singing Seven (KDKA)  
 Singing Shoe Salesman (WSFA)  
 Singing Society (WXYZ)\*  
 Singing Songsmith (KHUB)  
 Singing Stars (KWTN, WRDW, KABC, CJCA)  
 Singing Stranger (WJZ)\*  
 Singing String (KCRJ)  
 Singing Strings (WPAY, CJOC, KDKA, WJBY, WPHR, KFRO, KGVO, WTMJ, KPDN, WGRG, MWR, WAAW, KFAB, WMMN, WOR)  
 Singing Strings—Bobby Norris (WAAB)  
 Singing Strings That Swing (KFJM)  
 Singing Symphony (NBC)  
 Singing the Blues (WBZ-A)  
 Singing the Old Songs (WHOM)\*

PROGRAM TITLES—Continued

- Singing—The Well Spring of Music (NBC)  
 Singing Tree (WAVE)  
 Singing Troubadour, The (WTAG)  
 Singing Vagabond (CBS)  
 Singing Vagabonds (WRR, WKZO)  
 Singing Violins (WSAL, 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, KGKO)  
 Sitting on Top of the World (NBC)  
 Six Double O Ranch (WMT)  
 680 Club, The (WPTF)  
 Six Flags Over Texas (WFAA)  
 Six Ford-Sons, The (KFVS)  
 Six Forty Five Time (WECB)  
 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 Swell Tunes (CBS)  
 Six-to-Niners (WCPO)  
 Six to Sixteen (WEEI)  
 Sixteen-Fingered Phillips (KIDW)  
 Sixteen Singers (NBC)  
 Sizzlers, The (NBC)  
 Sizzling Syncopation (WIL)  
 Skating Time (WHB)  
 Skeeter's Adventure Club (KMBC)  
 Skeets Morris (WAVE)  
 Skeletons in the Closet (WATR)  
 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)
- Sketches of Life (KTFI)  
 Ski Express (WNEW)  
 Ski-Highway Program (KIRO)  
 Ski-Mania (KFBK)  
 Ski Meister Comes to Vermont, The (WDEV)  
 Ski-Vues (KYOS)  
 Skip, Step and Happyanna (WGY)  
 Skipper, The (WKY, WJSV, KTAT)  
 Skipper Hawkins and His Jolly Crew (KMBC)  
 Skipper Jim (WMCA)  
 Skipper Scans the News (CJOR)  
 Skippy (NBC)  
 Skookums (KOME)  
 Skulcrackers (KROW)  
 Skullery Skits (WCCO)  
 Sky Pilot, The (KGNC)  
 Sky Reporter (KXBY)  
 Sky Riders (KWK, KFH)  
 Sky Sketches (NBC)  
 Sky Trails (WAPO)  
 Skylights (CBS)  
 Skyliners, The (NBC)  
 Skyride (KSOO)  
 Skyriders, The (KFH)  
 Skyscraper (NBC)  
 Skyway News with Joseph Brunell (WDAS)  
 Skyways & Byways (WJNO)  
 Skyways Reporter (WNEW)  
 Slappin' the Bass (WATR)  
 Slavonic Serenade (NBC)  
 Sled Derby (KDYL)  
 Sleep Producing Girl (NBC)  
 Sleep Scoffers Club (WDBO)  
 Sleep Serenade (KPO)  
 Sleep That Dreams (WMBH)  
 Sleep Tomorrow Club (WFBM)  
 Sleepwalkers' Club (WBNS)  
 Sleepwalkers' Night Club (WBNS)  
 Sleepy & Swede (CFQC)  
 Sleepy and the Blues Chaser (KOOS)  
 Sleepy Hollow Program (WBRE)  
 Sleepy Time Gal (WAPI)  
 Sleepy Time Girl (KOY)  
 Sleepy Town Express, The (CFCY)  
 Sleepy Valley (CKLW)  
 Sleepyhead Serenade (WCSC)  
 Sleepyhead's Serenade (WAPI)  
 Sleepytime Storyteller, The (CHNC)  
 Slenderize & Vitalize (KGB)  
 Slices of Life (KFI)\*  
 Slim & His Rhythm Rangers (KWTO)
- Slim and Snookums (KGBX)  
 Slim Gym Girl (KFRG)  
 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)  
 Sio 'n' Ezy (WFAA)  
 Slovak Songs (WJAY)  
 Slow and Sleepy (KNEL)  
 Slumber Boat (KGIN, WSB, KGVO)  
 Slumber Dreams (WBBC)  
 Slumber Hour (KGO-KPO, WDRG, KGLD, KGFJ)  
 Slumber Hour, The Kaffee Har (NBC)  
 Slumber Music (NBC)  
 Slumber On (KDYL)  
 Slumber Song (CJCA)  
 Slumber Time (KHUB)  
 Slumberbuster Society (KRSC)  
 Slumberbusters (KOME)  
 Slumbertime (KFWB)  
 Slums Cost You Money (FTRD)  
 Smackout (NBC)  
 Small Hotel (WRNL)  
 Small Town Hotel (KFOX)  
 Smart Places for Smart People (WCOP)  
 Smart Set to Music (WHN)  
 Smart Shoppers Guide (KGDE)  
 Smart Talk (KVOA)  
 Smart Topics in Verse (KTUL)  
 Smarties (WOR)\*  
 Smile-a-While (KYA, WBRG, WMBG)  
 Smile a While Time (WLS)  
 Smile Club, The (WCMI, WCPO, WSPD)  
 Smile Club Kiddies' Hour (CFCL)  
 Smile Market, The (WLS)  
 Smile Parade, The (NBC)\*  
 Smile Parade, Sunbrite (NBC)  
 Smile Philosopher, The (WVFW)  
 Smile Time (KANS)  
 Smile Tunes (WGPC)  
 Smilers, The (WFAA)  
 Smiles and Stretches (KLS)  
 Smilin' Artie (WDNC)  
 Smilin' Dan (KWBG)  
 Smilin' Jack (Mutual)\*  
 Smilin' Jim—Rovin' Cowboy (KWTO)  
 Smilin' Rangers (WBMT)  
 Smilin' Serenade (WSUN)  
 Smilin' Through (CBW, KWSC, WESG)  
 Smilin' Thru (WJIM, CFAR, WMEG)