

ADVERTISING AGENCIES -Continued

ing Co. (pgm-21); Carter Coal Co. (pgm-4); Stewart & Ross Corp. (ann-21).
Local: Dow Drug Co. (pgm-1).

ROBERT KAHN & ASSOCIATES, 430 N. Michigan Ave., Chicago, Ill.; Delaware 5480. **President:** Robert Kahn. **Account Executive:** Earl J. Kahn. **Secretary:** Bernice Stone. **Radio Director, Spot Time Buyer:** Bernard J. Kaplan. **Talent Buyer:** Robert Kahn. **Continuity and Script Buyer:** Earl Withrow. **Publicity Director:** Esther Schultz.

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:** Lillian Wainwright.

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, A. G. Kastor. **Radio Director, Talent Buyer:** Robert G. Jennings. **Spot Time Buyer:** Howard H. Hudson. **Radio Time Buyer:** George T. Duram. **Branch Office:** 9 Rockefeller Plaza, New York City (Columbus 5-6135); Herman W. Kastor in charge. **Network:** Lewis-Howe for Tums (successively NBC Red-29 and NBC Blue-55); Procter & Gamble for Teel (NBC Red 44, CBS-51), for Drene (NBC Red-54 and 30), for Teel and Drene (CBS-59, CBS-59); Welch Grape Juice (NBC Blue-54). **Writers:** Pauline Hopkins, Peggy Beckmark, Kay Chase, Charles Cromer, Benjamin J. Green, Lee Little. **Producers:** George L. Fogle, Gordon Hughes, Ted Sherdeman, Lee Little, Russ Johnston.

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. **Radio Director:** Herschel Deutsch. **Spot Time Buyers:** John T. McHugh (Baltimore), Both Black (New York). **Other Radio Personnel:** Edward Prager, George Lucas, T. Harry Thompson, Gordon Gross, Roland Brave. **Branch Office:** 444 Madison Ave., New York City (Wickersham 2-2740); Nat C. Wildman, vice-president, manager. **Network:** American Oil Co. (CBS-45). **Spot** (all ann-number of stations not listed): Maryland Pharmaceutical Co., Ex-Lax, Jests, Inc. **Local:** Globe Brewing (5 mins-3, sports-2, news-2); American Oil Co. (news-1);

C. D. Kenny Co. for Kennys No. 730 Coffee (pgm-2); Laco Products, Inc., for Laco Castile Soap and Castile Shampoo (ann-2).

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:** Christine Kempton. **Radio Writer:** Bob Maver. **Local:** Lansburgh & Bro., Department Store (station breaks-4); Saks Fur Co. (station breaks-2); D. J. Kaufman Stores (station breaks-1); Yellow Cab Co. (time signals-2); Hudson Dealers of Washington (ann-2); Potomac River Line (baseball scores-1); Pepsi-Cola Bottling Co. of Washington (5 min news-1); Regal Clothing Co. (pgm-1); Strayer's Business College (ann-3); Potomac Electric Power Co. (station breaks-4).

STANLEY KAYE ADVERTISING AGENCY, 1012 NBC Building, Cleveland, Ohio; Cherry 1490. **President:** Stanley Kaye. **Secretary - Treasurer:** Helen M. Little. **Director of All Radio Activities:** Stanley Kaye. **Local:** I. J. Fox, Inc. for Furs (transcribed pgm-1, ann-3); Perry's Auto Stores (ann-1); The Bing Co., Furniture Store (ann-1).

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:** Wesley Battersea. **Local:** Amter's Fashion Shop (ann-2); Ambrose Wine Co. (pgm-1); American National Bank (pgm-1, pgm-1); American Furniture Co. (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); Golden Gate Grill (ann-1); Golden West Milling (pgm-3, pgm-2); Hopper Furs (ann-2); Joslin's Dry Goods Co. (pgm-5); Kay's Credit Jewelers (pgms-aggregate of 6); K & B Packing (pgm-1, pgm-1); Kortz Jewelry Co. (pgm-1); Neusteter Co. (time signals-1, 5 mins-2); Pencol Drug Store (pgm-1, news-1); Republic Drug Co. (ann-4); Rosenweig Jewelry Co. (pgm-1); Seven-Up (pgm-1); Steinberg Furs (ann-3); Bluhill Food Products (pgm-1); Gilbert Tire Co. (ann-2); Pedi-Care Co. (pgm-1); Joslin Dry Goods Co. (pgm-

ADVERTISING AGENCIES—Continued

1); Model Cleaners & Dyers (ann-1); Public Coal Co. (ann-1); Crow Bar Coal Co. (ann-1); Boulevard Motors (ann-1). **Writers:** Ethel N. Hines, Raymond Keane, Ruth L. Grafft, R. La Verne Finson, Louise Glackemeyer.

KELLY, STUHLMAN & ZAHNRDT, INC., 1101 Mart Bldg., St. Louis, Mo.; Garfield 0777. **President:** Charles F. Kelly, Jr. **Vice-President, Secretary:** V. A. Kelly. **Vice-President, Treasurer:** W. W. Zahndt. **Radio Directors:** Charles F. Kelly, Jr., W. W. Zahndt. **Spot Time Buyer:** W. W. Zahndt. **Continuity and Script Buyer:** V. A. Kelly. **Publicity Director:** V. A. Kelly. **Network:** Lutheran Laymen's League (Mutual-95). **Spot:** American Life & Accident Insurance Co. (pgm-35); Trems, Inc. (ann-2); Melo-Paya (pgm-2); Brown Shoe Co. (pgm-64); Lutheran Laymen's League (pgm-67). **Producers:** Charles F. Kelly, Jr., V. A. Kelly, W. W. Zahndt.

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:** C. F. Mueller Co. for Macaroni Products (NBC Blue Split Network-5). **Regional:** Charles B. Knox Gelatine Co. (pgm, New England NBC Affiliates & Yankee Network-7; news, CBS Pacific-6). **Spot:** Bosco Co. (15 min news-4, 10 min news-2, 5 min news-4, ann-3); Charles B. Knox Gelatine Co. (participating pgms-9, sports pgm-3); Kellogg Co. for All-Bran (participating pgms-15); Quaker State Oil Refining Corp. (ann-14). **Local:** Charles B. Knox Gelatine Co. (pgm-1). **Writer:** Fayette Krum (Mueller). **Producer:** Al Williams (Mueller).

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 Draync. **Director of All Radio Activities:** C. F. Livingston. **Publicity Director:** H. J. Mandeville. **Local:** Colonial Trust Co. (ann-1); Allegheny County Milk Exchange (ann-1); Peoples-Pittsburgh Trust Co. (ann-1); Drake Bakery Co. (ann-1); Natural Gas Companies (ann-3); Pittsburgh District Dairy Council (5 mins-1, ann-1); Peoples Natural Gas Co. (ann-2). **Writers:** Gail Gordon, Harry Stanley.

KEY ADVERTISING CO., 805 Fountain Square Bldg., Cincinnati, O.; Main 1164. **President, Treasurer:** Samuel Glueck. **Vice-President:** Nathan P. Glueck. **Secretary:** E. J. Deister. **Radio Director:** Hugh Tolford. **Publicity Director:** William Savage, Jr.

H. M. KIESEWETTER ADVERTISING AGENCY, 9 East 40th St., New York City; LE 2-0025. **President, Treasurer:** E. T. Kiesewetter. **General Manager:** H. M. Kiesewetter. **Radio and Publicity Director:** Samm S. Baker. **Time Buyer:** A. C. Christensen. **Network:** Mennen Co. for Mennen Shave Products (CBS-7, Mutual-10); Bathasweet Co. (CBS-7). **Spot:** Mennen Co. (news-1, ann-number of stations not listed); Bathasweet Co. (news, ann-4, news-1); D. P. Harris Co. (ann-number of stations not listed).

W. S. KIRKPATRICK ADVERTISING SERVICE, 1210 American Bank Bldg., Portland, Ore.; Beacon 3109. **General Manager:** W. S. Kirkpatrick. **Production Manager:** George E. Couche. **Account Executive:** Roy W. Bird. **Radio Director:** Robert Mayberry. **Spot:** Union Pacific Railroad (ann-2); United States National Bank of Portland, for branches throughout the State (ann-10); Pacific International Livestock Exposition (ann-7); Gill Brothers Seed Co. (transcribed pgm-8); S. P. & S. Railway (ann-2). **Local:** Crown Mills, for Feeds, Flour, etc. (pgm-1); Oregon City Woolen Mills for Clothing (6 pgms-2); Gevurtz Furniture Co. (pgm-2); Wherrie Tailoring Co. (ann-1). **Writer:** Robert Mayberry (all scripts except that for Gevurtz Furniture Co., which was written by Fred M. and Mary White).

PHILIP KLEIN ADVERTISING AGENCY, 1910 Rittenhouse Square, Philadelphia, Pa.; Kingsley 1420. **President, Treasurer:** Philip Klein. **Vice-President:** Sigmund Klein. **Secretary:** Alfred M. Klein. **Space Buyer:** Laura Forman. **Account Executives:** Morton A. Koshland, Louis Willgarde. **Art Director:** Robert Pettinato. **Radio Director:** Herbert Ringold. **Publicity Director:** Henry Klein. **Local:** Nevins Drug Store (pgm-1); Foster, Miller & Bierly for Auto Accessories (news-1); Buten Paint Stores (news-1); Marco Dog and Cat Food (pgm, news-1); George Craig, Men's Tailor (pgm-1); Olivo Products for Hair Preparations (news-1); Medrex Ointment (quiz-1); Vikonite (health talk-1); Wilf Brothers for Floor Coverings (news-1).

THE KLEPPNER CO., INC., 551 Fifth Ave., New York City; MU 2-6467. **Radio Director:** Moran McKinless.

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KLINGER ADVERTISING CORP., 119 West 57th St., New York City; CO 5-3435. **President:** A. A. Klinger. **Secretary:** E. French. **Radio Director:** A. A. Klinger. **Regional:** Utilities Engineering Institute (ann, New York State Network, plus 7 individual stations-27). **Spot:** Purepac Corp. (ann-6). **Local:** Madison Long Island Loan Co. (ann-3); Federal Radio (ann-3).

KNOX REEVES ADVERTISING, INC. See listing under Reeves, Knox.

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. **Assistant Radio Directors:** Louis E. Dean, Alan Ward. **Spot Time Buyers:** J. Nutt, E. Krug. **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 5506); Frank Getty, in charge. **Network:** Macfadden Publications, Inc. (NBC Blue and WLW-44); United States Tobacco for Dill's Best and Model Tobacco (CBS-54); Goodyear Tire & Rubber (farm news-successively 46 and 32 NBC Red and Blue). **Regional:** Florida Citrus Commission (participating pgm, New England Network-7). **Spot:** Buick Motor Division of General Motors (ann-109); Florida Citrus Commission (participating pgm-1, ann-14); General Motors (ann-11); Goodyear Tire & Rubber Co. (pgm-20, news-1, ann-1); Macfadden Publications (ann-10); United States Tobacco for Snuff (transcribed pgm-15, pgm-1). **Producers:** 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 for Harvest Week (ann-3); Philadelphia Sportsmen's Show (pgm-3); Renovize Campaign (pgms-4).

LAMBERT & FEASLEY, INC., 9 Rockefeller Plaza, New York City; Columbus 5-3721. **President:** J. L. Johnston. **Executive Vice-President:** Gordon Seagrove. **Vice-Presidents:** Bert M. Nussbaum, Martin Horrell. **Secretary:** W. P. Lantz. **Treasurer:** F. W. Mace. **Radio Director:**

Martin Horrell. **Spot Time Buyer:** T. F. McMahon. **Network:** The Lambert Co. for Listerine Products and Pro-phy-lactic Brushes (CBS-55). **Spot:** Phillips Petroleum Co. (news, ann-14). **Writers:** Free lance writers (Lambert Co.). **Producers:** Successively Paul Monroe and Ira Ashley (Lambert Co.).

LAMPORF, FOX & CO., 825 J. M. S. Bldg., South Bend, Ind.; 3-2161. **President:** W. K. Lamporf. **Vice-Presidents:** H. W. Fox, C. F. Prell. **Secretary-Treasurer:** I. S. Dolk. **Radio Director:** C. F. Prell.

LANDSHEFT & WARMAN, INC., 810 Liberty Bank Bldg., Buffalo, N. Y.; Cleveland 7260. **President:** A. William Landsheft. **Account Executives:** Robert B. Warman, Henry L. Barber, Daniel S. Warner. **Production Manager:** E. T. Drullard. **Art Director:** George T. Blankenberg. **Radio Director:** None; handled by account executives. **Local:** Kendall Refining Co. (sports review-2); Loblaw Groceries (pgm-1); Buffalo General Laundries (ann-1).

WILLIAM T. LANE ADVERTISING AGENCY, City Bank Bldg., Syracuse, N. Y.; 2-0259. **Radio Director:** William Spitz. **Spot:** Cortland Baking Co. (ann-4); Haberle Brewing Co. (ann-3); Garbex, Deodorant (ann-4). **Local:** Markson Bros., Furniture Chain (pgm-3); Forsythe & Gale, Dodge Distributors (ann-2); Fairbank Farms Dairy (ann-1); William Importing Co. for Olive Oil (pgm-1); Osage Peanut Butter (ann-1).

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.

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:** W. Staunton Moylan, Roland V. Tooke. **Radio Director:** George Lavenson.

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:** Burnham & Morrill Co. (ann-9, pgm-1, ann-1); Prudence Foods, Inc. (participation pgm, Yankee Network-7). **Local:** Morris Plan Bank (pgm-1).

ADVERTISING AGENCIES—Continued

- LEEFORD ADVERTISING AGENCY, INC.**, 315 Fourth Ave., New York City; ST 9-1742. **President:** David D. Lee. **Secretary:** Donald W. Gaughan. **Treasurer:** W. C. Hoyt. **Radio Director:** David D. Lee. **Spot:** Remington Rand, Inc. (pgm-2).
- 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. **Publicity Director:** Robert S. Cragin. **National Spot:** Wm. W. Lee & Co. for Cold Remedy (pgm-7); Saratoga Race Track (pgm and ann-6). **Local:** Albany Business College (5 mins and ann-1); Breslaw Bros., Furniture Store Chain (pgm-1); Saratoga Vichy Spring Co. (ann, one and 5-min participating pgm-2); W. T. Hanson Co. for Hanson's Magic Corn Salve (ann-2); Grosberg-Golub Co., Food Market Chain (5 mins-1); Hudson Coal Co. for D & H Anthracite (pgm-1); Jonathan Levi Co., Food Wholesaler (pgm and 5 mins-1); National Accessories Stores (5 mins-1); Personal Finance Co. (pgm-1); Rudolph Bros., Jewelry Chain (pgm, ann-1); Rutland Fair (ann-1); Empire State Distributors (pgm-2). **Local:** Burtiss Motor Sales (pgm-1); Carl Co., Department Store (ann-1); T. Arthur Cohen for Shoes (ann-1); Gateway Motors, Ford Dealer (pgm-1); A. L. Parsons & Son, Ford Dealers (pgm-1); Steiner Co. for Wallpaper (ann-1); Wallace Co., Department store (ann-1); J. B. White, Bathing Beach (ann-1); Vogue Motors (pgm-2). **Writers:** Robert S. Cragin, Edward Flynn, 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. **Assistant Radio Director:** Blayne Butcher. **Branch Office:** 6949 Sunset Blvd., Hollywood (Crestview 15206); Jay Clark in charge. **Network:** Andrew Jergens Co. for Woodbury Cream and Powder (NBC Blue and Red-69), for Jergens Lotion (NBC Blue and Red-69), for Woodbury Soap (NBC Blue and Red-69); P. Lorillard Co. for Old Gold Cigarettes (NBC Red-62); P. Lorillard Co. for Sensation Cigarettes (NBC Red-87). **Regional:** Tidewater Associated Oil (News, Yankee Network-17). **Spot:** P. Lorillard Co. for Old Gold Cigarettes (baseball-2), for Union Leader and Friends Tobacco (transcribed pgm-14); Tidewater Associated Oil (news-2, sports-3). **Writers:** Jerry Cady, Forrest Barnes (Woodbury). **Producers:** Mann Holiner, Blayne Butcher, Jay Clark.
- TED LEVY ADVERTISING AGENCY**, 203-5 Temple Court Bldg., Denver, Colo.; Cherry 4521-2. **Owner:** Ted Levy. **Production Manager:** W. E. Robertson. **Radio Directors:** Norbourne E. Smith, B. D. Aiton. **Spot Time and Talent Buyer:** Ted Levy. **Continuity and Script Buyers:** Ted Levy, Norbourne E. Smith, B. D. Aiton. **Publicity Director:** W. E. Robertson. **Other Radio Personnel:** B. Murphy, J. MacMillan, W. E. Johnston.
- 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. **Local:** Breidt's (ann-1, news-1, ann-1); Fidelity Union Trust Co. (pgm-1); June Dairy Products (ann-1); Personna Blade Co. (ann-1); Harold Hoffman Committee (talks-1).
- LEWIS & TOKAR**, 17 Academy St., Newark, N. J.; Mitchell 2-5440. **Partners:** Milton L. Lewis, Alfred F. Tokar. **Radio Director:** Milton L. Lewis. **Local:** John Ruskin Cigars (racing results-1); Abelson's Credit Jewelry (ann-3).
- CARR LIGGETT, ADVERTISING**, NBC Bldg., Cleveland, O.; Cherry 3434. **President:** Carr Liggett. **Research Director:** E. C. Sheeler. **Spot:** Climax Cleaner Mfg. Co. for Wallpaper Cleaner (ann-20); The I. T. S. Co. for Rubber Heels (cut-ins-1). **Local:** Spaide Shirt Co. for Men's Sports Ensembles (ann-1).
- LEON LIVINGSTON ADVERTISING AGENCY**, Mills Bldg., San Francisco, Calif.; Sutter 7340. **President:** Leon Livingston. **Vice-President:** W. C. Day. **Spot Time Buyer:** B. Biederman. **Talent, Continuity and Script Buyers:** Leon Livingston, W. C. Day, E. B. Krough, Leigh Crosby. **Spot:** Langendorf United Bakeries for Homestead, Holsum and Langendorf Bread (pgms-varying number of stations); Nestle's Milk Products, Inc. for Nescafe (ann, participating pgms).
- LESTER A. LOEB ADVERTISING AGENCY**, 122 East 42nd St., New York City; MU 5-9145. **Executives:** Lester A. Loeb, M. S. Loeb. **Director of All Radio Activities:** Lester A. Loeb. **Local:** Col-lins Co. (pgm-2).

ADVERTISING AGENCIES—Continued

LONG ADVERTISING SERVICE, 19 N. 2nd St., San Jose, Calif.; Ballard 5600. **President:** Alvin Long. **Branch Office:** Russ Eldg., San Francisco (Douglass 3168); Hassel W. Smith, manager. **Radio Director, Talent and Script Buyer** (San Francisco): Hassel W. Smith. **Network:** Gallenkamp's Stores, Inc. for Shoes (NBC Pacific Red-5). **Local:** Miller Packing Co. for Sausages (pgm-3); Weinstein Co., Department Store (ann-5); Minnesota Consolidated Canneries for Butter Kernel Corn (ann-1); Granat Bros., Jewelers (time signals-1); Kutler Bros., Men's Clothing (ann-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:** Dan Ryan. **Time Buyer:** Jane Baker. **Talent and Script Buyer:** T. K. Denton. **Contest Director:** Eleanor Meredith. **Local:** Holsum Bakery (pgm-1, pgm-1, pgms-1); Schmidt Baking Co. of Cumberland, Md. (pgm-1), of Johnstown, N. Y. (pgm-1), of Martinsburg, W. Va. (pgm-1), of Baltimore (pgm-1); Old Homestead Bread Co. (pgm-6); Phocnix Holsum Bakery (pgm-1); Braun Baking Co. (pgm, singing ann-1); Ungles Baking Co. (pgm, ann-1); Nick Warrise Baking Co. (pgm-1); Mueller Baking Co. (ann-1); Way Baking Co. (ann-1); Zimmerman Baking Co. (news-1); Carpenter Baking Co. (ann, news-1); Supreme Baking Co. (pgm, ann-1, pgm-1); San Joaquin Baking Co. (singing ann-1); McGough Baking Co. (singing ann-1); Cameron & Barr Baking Co. (pgm-1); Pioneer Baking Co. (ann-1); Ideal Baking Co. (ann-1); Geissler Baking Co. (ann-1); Zinsmaster Baking Co. (pgm-1). **Writers:** Howard Taylor, Dan Ryan, James Barnes.

LORD & THOMAS, 247 Park Ave., New York City; WI 2-6600. **President:** Don Francisco. **Executive Vice-Presidents:** Sheldon R. Coons (New York), John F. Whedon (Chicago). **Vice-Presidents:** Edward Lasker, Thomas M. Keresey, Emerson Foote, Don Belding (Los Angeles), Leo H. Rosenberg (Chicago). **Vice-President and Treasurer:** William R. Sachse (Chicago). **Vice-President in Charge of Radio:** Edward Lasker. **Radio Directors:** Norman Morrell, Karl Schullinger, Gordon Auchincloss II (New York), Thomas A. McAvity (Hollywood), James C. M. Whipple (Chicago). **Spot Time Buyers:** Miss Holly Shively (Chicago), John Hymes (New York). **Continuity and Script Buyer:** Frank Wilson (New York). **Lucky Strike Radio Ac-**

count Executive: Carl Stanton (New York). **Publicity Director:** James Cannon (New York). **Branch Offices:** 919 N. Michigan Ave., Chicago (Superior 4800); John F. Whedon, 601 W. Fifth St., Los Angeles (Michigan 7651); Don Belding, 235 Montgomery St., San Francisco (Sutter 2355); Fairfax M. Cons, 6331 Hollywood Blvd., Hollywood (Hollywood 6265); Thomas A. McAvity. **Network:** American Tobacco Co. for Lucky Strike Cigarettes (NBC Red-105, transcriptions on Mutual, plus 3 New York State stations-19, CBS-102); Tidewater Associated Oil (football games, NBC Pacific Red and Blue, Mutual-Don Lee-varying number of stations); California Fruit Growers Exchange for Sunkist Oranges and Lemons (CBS-29); Colgate-Palmolive-Peet, Ltd., Canada for Cashmere Bouquet Cosmetics (French Network Province of Quebec-3); International Cellucotton Products for Kleenex (CBS-41); Pepsodent Co. for Toothpaste, Antiseptic, Liquid Dentifrice (NBC Blue-41, NBC Red-61); Petroleum Advisers for Cities Service Products (NBC Red-57); Quaker Oats Co. of Canada (NBC Red-30); Union Oil Co. for 76 Gasoline and Triton Motor Oil (CBS-12). **Spot:** American Tobacco for Lucky Strikes (ann-8), for Roi Tan Cigars (ann-37); Armour & Co. for Perk (ann-1); Armour & Co (ann-5, participating pgms-aggregate of 4); Beatrice Creamery Co. for Meadow Gold Products (pgm-10, pgm-4); Bell Telephone Co. of Canada for Classified Directory (transcribed ann-8); Cities Service Oil Co. of Canada for Oil and Gasoline (ann-5); J. A. Folger & Co. for Coffee (transcribed pgm-26); General Motors Sales Corp., Frigidaire Division (ann-55); Fruitatives Products, Ltd., Canada for Fruitatives Liver Tablets (ann-14); Liebmann Breweries Co. for Rheingold Beer and Ale (pgm-12); Luxor, Ltd., for Luxor Cosmetics (pgm-3); M. J. B. Co. for Coffee (participating pgm-1); Prune Proration Zone No. 1 for California Prunes (pgm-10); Purex Corp. for Purex Liquid Bleach and Pipe-Drain Cleanser (ann-3); Safeway Stores, Inc. (frost warnings, time signals-10); Sprague, Warner & Co. for Food Products (pgm-1); Southern Pacific Railroad (time signals-1). **Local:** Adohr Milk Farms (transcribed pgm-1).

MACE ADVERTISING AGENCY, Peoria, Ill.; 7197. **Owner:** M. J. Matusak. **Account Executive:** J. J. Keith. **Radio Directors, Talent Buyers:** Robert Rice, E. M. Lagron. **Spot Time Buyers:** Robert Rice, E. M. Lagron, J. J. Keith. **Continuity and Script Buyer, Publicity Director:** Robert Rice.

ADVERTISING AGENCIES—Continued

- 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, S. V. Horton. **Treasurer, Secretary:** B. G. Ruttingh. **Director of All Radio Activities:** Evelyn Stark. **Spot:** Northwestern Yeast Co. (participating pgms. ann-28). **Local:** Northwestern Yeast Co. (pgm-1; at press time being tested for national campaign); Hinckley & Schmitt (pgm-1); Chip Steak Co. (participating pgm-1, ann-1).
- 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 Director:** R. H. Freeland. **Spot Time Buyer:** L. Willis. **Talent Buyer:** S. C. James. **Continuity and Script Buyer:** D. Fitzgerald. **Spot:** McColl-Frontenac Oil Co., Ltd. (news-1); George Harris & Son (ann-6). **Local:** Government of Alberta (pgm-varies); Maclin 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); Dollar Cleaners & Dyers (pgm-1); Lion Oils, Ltd. (pgm-1); Cutter Laboratories (pgm-1, ann-3).
- MacKENZIE, INC.**, 431 Clifton Ave., Minneapolis, Minn.; Kenwood 2500. **President, Treasurer, Space Buyer:** Eben MacKenzie. **Vice-President, Secretary, Art Director, Production Manager:** Lucille MacKenzie. **Account Executives:** Lowell H. Swenson, William M. Highfield. **Director of All Radio Activities:** Eben MacKenzie. **Spot:** Land-O-Nod Co. for Bedding Products (ann-5, pgm-4, pgm-1); Wabasha Roller Mill Co. for Big Jo Flour (ann-6, news-1, pgm-1, news-1). **Local:** Pittsburgh Coal Co. (ann-2); Truax-Traer Coal Co. for Lignite (5 min news-2); Pophitt Cereal Co. (pgm-1); Gross Bros.-Kronicks, Launderers, Dry Cleaners (ann-1). **Writers:** Lowell H. Swenson (Pittsburgh Coal, Truax-Traer Coal), William M. Highfield (Pophitt Cereal, Gross Bros.-Kronicks, Land-O-Nod, Wabasha Roller Mill). **Producers:** Agency staff.
- MacLAREN ADVERTISING AGENCY, LTD.**, 372 Bay St., Toronto, Ont.; Elgin 0321. **President:** J. A. MacLaren. **Vice-Presidents:** E. V. Rechnitzer, G. W. Hague. **Treasurer:** I. E. Reynolds. **Radio Department:** C. M. Pasmore. **Assistants:** M. Rosenfeld, George Bridle. **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:** Imperial Oil, Ltd. (hockey, CBC-39); Tuckett Tobacco Co. for Wings Cigarettes (CBC-36). **Regional Network:** Imperial Oil, Ltd. (hockey, French Network-5 and special hookup-2); Globe & Mail, Newspaper (Provincial Network-12); Peoples Credit Jewellers, Ltd. (Provincial Network-3). **National Spot:** Bulova Watch Co. (time signals-number of stations not listed); Tuckett, Ltd. for Cigarettes and Tobacco (ann-41); Canadian Johns-Manville (ann-1); Lowe Brothers for Paint (ann-3); Globe & Mail, Newspaper (ann-4). **Local Spot:** Peoples Credit Jewellers (news-3, pgm-1, sportscast-1, pgm-1); Javex Co. for Cleaning Compound (participating pgm-1).
- MacMANUS, JOHN & ADAMS, INC.**, Fisher Bldg., Detroit, Mich.; Trinity 2-8300. **President:** W. A. P. John. **Executive Vice-President, Treasurer:** James R. Adams. **Vice-President, Secretary:** John R. MacManus. **Vice-President, Art Director:** Harvey G. Luce. **Vice-President:** R. A. Brewer. **Assistant Treasurer, General Manager:** Leo A. Hillebrand. **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); Boydell Bros. White Lead & Color Co. for Paints and Varnishes (ann-2). **Local:** Tivoli Brewing Co. (sports review-1). **Writers:** Don Ephlin (Tivoli Brewing), W. A. P. John, James R. Adams (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, ann-34). **Local:** Joy Candy Shoppers (pgm-1, ann-3); Newart Co., Clothiers (pgm-1); Alert Laundry (ann-3); Bell Auto Repair (sports, news-2); Chicago Distilled Water Co. for Dad's Root Beer (pgm-1); Rubin's, Women's Wear (pgm-1); Clinton

ADVERTISING AGENCIES—Continued

Watch Co. (ann-1); L. T. Baker Loan Corp. (pgm-1); Rainbow Gardens Show (news-1); Coliseum North Hall (pgm-1). **Writers:** John Sullivan, Ray Freedman, Charles O'Hara, Marge Lovinger. **Producers:** Ray Freedman, John Sullivan, Charles O'Hara.

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, Oscar Rutson, Jonas Marson, Alfred Black, Harry Weinbaum. **Radio Director:** Harry Lane. **Spot Time, Talent, Continuity and Script Buyer:** David Malkiel. **Local:** Economy Stores (ann-3); 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); Great Atlantic Laboratories (ann-5); Saml's Cleaners (ann-3); Massachusetts Trade Schools (ann-5); Babi-juice Oranges Corp. (ann-7); Morgan Furniture (ann-5); Blueway Trailways (ann-5); Casa Manana (pgm-5); Greater Boston Distributors (ann-5); Lincoln Oil Co. (pgm-1); Sager Bros. (ann-3).

D. S. MANSON & ASSOCIATES, 501 Essex Bldg., Minneapolis, Minn.; BR 6228. **General Manager:** Donald P. Nathanson. **Sales Manager:** S. H. Kaufman. **Radio Director:** Donald P. Nathanson. **Local:** Juster Bros., Clothing (pgm-1); Brown Clothing Co. (ann-1); Kaplan Bros., Clothing (ann-1). **Writer:** Donald P. Nathanson (Juster Bros.).

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. **Network:** Congress Cigar Co. for La Palina (sport news, Mutual-21); Dunn & McCarthy for Shoes (NBC Red-100). **Spot:**

Congress Cigar, Inc. (baseball-1); Whitehead Metal Products Co. for Water Heaters (5 mins-2); Rudd Mfg. Co. for Water Heaters (ann-over 50). **Television:** Standard Oil Co. of N. J. (W2XBS, New York). **Producer:** Ned Whitehead.

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. Kely. **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); Eckrich Packing Co. (pgm-1); Mayflower Mills (pgm-1).

MASON-RELKIN CO., 369 Lexington Ave., New York City; AS 4-3531. **President:** Roger B. Relkin. **Radio Director:** Roger B. Relkin.

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 E. 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); Schick Injector Razor (Louis-Galento fight-66).

MAYERS CO., 1240 S. Main St., Los Angeles, Calif.; PR 0101. **Principals:** Henry Mayers, J. R. Mayers, Arthur Mayers. **Radio Director:** Ted Cate. **Spot Time Buyer:** Alden Weis. **Spot:** Pennzoil Co. (ann-20); Sears, Roebuck & Co. (ann-10); Fifth Street Store (ann-9); W. M. Henry Co., Distributors of Van Camp Pork & Beans and Stokely Products (ann-5). **Local:** J. W. Robinson Co., Department Store (ann-4); Desmond's, Men's Clothing (pgm-1); Hoffman Candy Co. (ann-4); Southern California Edison Co. (pgm-2); Grand Central Market (ann-5); Ralph Hamlin Motors (pgm-2); First Federal Savings & Loan of Hollywood (ann-3).

McCANN-ERICKSON, INC., 285 Madison Ave., New York City; LE 2-1700. **President:** H. K. McCann. **Vice-Presidents:** Harrison Atwood, Raymond Atwood, E. C. Bennett, L. E. Firth, E. H. Hill, Gordon E. Hyde, Myron C. Leckner, E. D. Madden, John J. McCarthy, Hugh A. Mitchell, E. O. Perrin, C. A. Posey, Jack-

ADVERTISING AGENCIES—Continued

son Taylor. Vice-President, Creative Director: L. S. Briggs. Secretary and Treasurer, in Charge of Radio: John L. Anderson. Radio and Television Director, Continuity and Script Buyer: Stuart D. Ludlum. 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 director. 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-62); Pacific Coast Borax Co. (NBC Blue-29). Spot: Crowell Publishing Co. (pgm-number of stations not listed); Gruen Watch Co. (commentator-1, time signals-1, ann-1, pgm-1, ann-1, dealer pgms-number of stations not listed, ann-1, news-1, ann-1); National Biscuit Co. (pgm-19); Stanco, Inc., for Nujol, Mistol, Flit, Daggett & Ramsdell (pgm-10, pgm-33, pgm-1). Local: Consolidated Edison Co. (pgm-1); Manufacturers Trust Co. (news-1, news-1, news-1). Writers: Helga Lund, Elizabeth Todd (Stanco, Inc.), John E. Hasty (Consolidated Edison), Ruth Cornwall Woodman (Pacific Coast Borax).

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, Ruthanne Elder.

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. Publicity Director: C. J. Rian. Regional: Chocolate Products Co. (CBS

Pacific Network-3); Minnesota Macaroni Co. for Jenny Lee and Minnesota Brand Macaroni (ann, Arrowhead Network-3, Iowa Network-2); Golden Taste Products for Sims Cereal (ann, Minnesota Network-4); Hi-Lex Co. (ann, Iowa Network-2). National Spot: Chocolate Products for Stillicious Vitamin Chocolate Syrup (pgm-1, ann-6), for Stillicious Vitamin B Chocolate Drink (pgm-4, pgm-1, ann-8, 5 min news-2); Theo. Hamm Brewing Co. (5 min sports review-1); Tom Moore Coca-Cola Bottling Co. (pgm-1); McConnon & Co. for McConnon Products and recruiting for dealers (pgm-1, pgm-5, 5 mins-1); W. H. Barber Co. (football preview and review-1); Tydol Gasoline and Veedol Motor Oil (ann-6, weather forecasts-12, sports review-1); Anaconda Sales Co. for Anaconda Phosphate (ann-6). Local Spot: Milk Foundation of Minnesota (ann-5); Milk Fund of Minnesota (pgm-1); Zinsmaster Baking Co. (pgm-1, chain breaks-3, chain breaks and ann-4); Breezy Point Lodge (ann-3); Conrad Fur Co. (pgm-6, ann-6); Minnesota Macaroni Co. for Egg Noodle Products (ann-1, pgm-1); F. H. Peavey & Co. for Phosphate, Fertilizers, Seed and Elevator Service (pgm-1); Furniture Exposition Mart (ann-1); Hoffies, Inc. for Hoffie Bun-wich and Cake-wich (ann-1); Ray's Photo Service (ann-8); Cleveland Furniture Co. (5 mins-1); E. G. Clinton & Co., Farm Equipment Distributors (ann-1); Levin Bros. for Living Room Furniture (1 min participating-1); Griggs, Cooper & Co. for Home Brand and Foley's Food Products (ann-3, news-1, 1 min participating-1, state fair broadcast-1, baseball-1); Golden Taste Products for Sims Cereal (ann-1, 1 min participating-1, pgm-1); Cowden Mfg. Co. for Cowden Overalls and Work Clothes (participating-1, 1 min participating-4, 5 mins-3); Central Co-operative Assn. (pgm-1); Stone-Ordean-Wells for Empress Coffee and Stone's Canned Foods (ann-3); Hi-Lex Co. (ann-8, 1 min participating-2); Minnesota Farm Bureau Federation (farm bureau news-1); Minnesota Farm Bureau Service Co. (ann-1).

MCCORMICK CO., 217 East 7th Ave., Amarillo, Texas; 5333. Owner-Manager: James L. McCormick. Advertising Department Director: John R. Forkner. Director of All Radio Activities: John R. Forkner.

E. J. McGUIRE, ADVERTISING, 1424 Pioneer Bldg., St. Paul, Minn.; GA 3286. President: E. J. McGuire. Vice-President: A. C. Kaercher. Secretary: Marion Sager. Radio Director, Spot Time

ADVERTISING AGENCIES—Continued

Buyer: H. T. Kaercher. **Talent Buyer, Publicity Director:** E. J. McGuire. **Continuity and Script Buyer:** Marion Sager. **Local:** Jacob Schmidt Brewing Co. (pgm-1); Aulwood Mfg. Co. for Furniture Polish (pgm-1); Oak Grove Dairy (pgm-1).

McJUNKIN ADVERTISING CO., 228 N. LaSalle St., Chicago, Ill.; State 5060. **President, Treasurer:** William D. McJunkin. **Radio Director:** Sam Bartlett.

McKEE & 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 Buyer:** E. R. Walmsley. **Branch Office:** RCA Bldg., New York City (CO 5-2058); Herbert Korholz in charge. **Network:** Sealtest, Inc. (NBC Red-60, CBS-37, plus transcriptions on 23 stations); Philco Radio & Television Corp. (news, Mutual-2). **Spot:** Breyer Ice Cream Co. (ann-5); Philadelphia & Reading Coal & Iron Co. for Coal (ann-17). **Local:** Chestnut Farms-Chevy Chase, for Dairy Products (pgm-1); Breakstone Bros. for Dairy Products (pgm-1); Telling-Belle Vernon Co. for Dairy Products (pgm-1); Fairfield Western Maryland Dairy for Dairy Products (ann-1).

A. McKIM, LTD., ADVERTISING AGENCY, 710 Confederation Bldg., Montreal, Que., Canada; Lancaster 5192. **President, General Manager:** Charles T. Pearce. **Vice-President:** James Baxter. **Secretary-Treasurer:** J. B. Stephens. **Board of Directors:** Major James Baxter, B. A. Bennett, W. T. Brace, J. J. Gallagher, D. E. Longmore, A. N. McIntosh, C. T. Pearce, J. D. Pearce, J. W. Thain. **Radio Director, Talent, Continuity & Script Buyer (Toronto):** B. Cairns. **Spot Time Buyer (Montreal):** L. Mackay. **Branch Offices:** Canada Permanent Bldg., Toronto, Ont.; D. E. Longmore, in charge. Royal Bank Bldg., Winnipeg, Man.; A. A. Brown, in charge. Province Bldg., Vancouver, B. C.; A. Black, in charge. Manfield House, 376 Strand, W.C. 2, London; E. W. Brodie, in charge. **Network:** T. H. Estabrooks Co., Ltd., for Red Rose Tea (French network-5). **Spot:** T. H. Estabrooks (pgm-23); Canadian National Railways for Excursions (ann-5, ann-5); Familex Products for Ozogermo (pgm-1, ann-2); General Dry Batteries (ann-20); Chr. Hansen Laboratory (ann-22); Iodine Educational Bureau (ann-4); Marshall-Wells Paint Co. (ann-6); McColl-Frontenac Oil Co. (news-8); National Drug Co. for Gin Pills (ann-16, 5

mins-3, French newscast-1); Nash-Kelvinator Corp. (ann-9); O'Keefe's Beverages, Ltd. (ann-2, pgm-1); Oxo (Canada), Ltd. (ann-14); Richards Glass Co. for Rolls Razor (ann-16); Salvation Army, War Service Appeal (ann-20); Slater Shoes (pgm-8); Western Canada Flour Mills for Purity Flour (pgm-36, ann-3, quiz-4, quiz-5); Woods Manufacturing for Clothing (ann-20); Anglo-Canadian Publishing Co. for New World Illustrated (ann-2). **Local:** F. J. Bossons for Rolls Razor (ann-1); Breyer-Nash for Nash Cars (ann-2); Bryce Bakeries (pgm-1); Delaware & Hudson for Excursions (ann-1); F. W. Horner for Riga Water (pgm-1); Hudson Coal Co. (French quiz-1); Pacquin's Hand Cream (pgm-1); R. Paterson & Sons for Camp Coffee (pgm-1); Premier Vacuum Cleaner Co. (ann-1); Robertson's Purity Baking (time signals-1, test pgms-1, pgm-1); Reckitt & Colman (ann-2); Shadeine, Hair Dye (pgm-1).

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. **Spot:** Kip Corp. (dramatized ann-10). **Local:** Pierce Brothers (pgm-4); Bimini Baths (ann-2); Bonds Dog Food Co. (ann-1).

MELDRUM & FEWSMITH, INC., 1018 Leader Bldg., Cleveland, O.; Cherry 4505. **President:** Barclay Meldrum. **Vice-President, Treasurer:** Joseph Fewsmith. **Vice-President:** E. T. Morris. **Director of All Radio Activities:** R. G. Simmons. **Publicity Director:** William Valentin. **Spot:** Willard Storage Battery Co. and Seiberling Rubber Co. (ann-number of stations not listed). **Local:** Cleveland Trust Co. (ann-number of stations not listed).

METROPOLITAN ADVERTISING CO., 92 Liberty St., New York City; RE 2-0450. **President, Treasurer:** Harry D. Adair. **Vice-President:** Peter J. McKenna. **Secretary:** S. J. Simonics. **Account Executive:** Joseph N. Cirone. **Copy Chief:** Lawrence A. Reis. **Art Director:** Leo Bienvenu. **Assistant to the President:** Herman Sloane. **Publicity Director:** David G. Bareuther. **Branch Office:** 355 S. Broadway, Los Angeles, Calif.; Arthur F. Nelson in charge. **Spot:** Man O' War Publishing Co. (sports results-6). **Local:** Greenwich Savings Bank (pgm-1); Modern Industrial Bank (commentators, transcribed pgm-2); Modern Institute for Successful Living, Magazine (health talks-2).

ADVERTISING AGENCIES—Continued

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. **Regional:** The Streitmann Biscuit Co. (North Carolina Network-5, plus 6 individual stations). **Local:** Rego Gas & Oil Co. (football forecast-1, ann-1); Solo Works, Inc. (5 min. participation-2); Dorsel Flour Co. (5 min. participation-1).

RAY MILLS ADVERTISING AGENCY, INC., Auburn, Me.; Auburn 190. **Radio Director:** Lanning Pike. **Spot Time Buyer:** Ray Mills. **Talent, Continuity and Script Buyers:** Ray Mills, Lanning Pike. **Spot:** Nissen Baking Co. (ann-4). **Local:** Watkins, Inc., Cleaners (pgm-2); B. Peck C., Department Store (ann-2); Ward Bros., Dress Shop (pgm-1); also announcements sponsored by several other concerns.

DAN B. MINER CO., 1151 S. Broadway, Los Angeles, Calif.; Richmond 3101. **President:** Dan B. Miner. **Vice-Presidents:** J. C. Morse, Isabel Moses, Fred W. Meyer, Harold W. Clark. **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, Economy Gas and Polly Penn Motor Oil (successively NBC Pacific Red-2, CBS Pacific-3, Mutual-Don Lee-15). **Spot:** Coast Fishing Co. for Puss 'n Boots Cat Food (participating pgm-1, participating pgm-1); Barbara Ann Baking Co. (time signals-2); Electrical Development League of Southern California, Electric Water Heater Promotion (transcribed ann-12); ADM Wheat Germ Oil (participating pgms-4). **Local:** Forest Lawn Memorial Park, Cemetery-Mortuary (pgms-aggregate of 4, participating pgm-1, participating pgm-1); Coast Fishing Co. for Balto Dog Food (pgm-1, participating pgm-1); Barbara Ann Baking Co. (3 participating pgms-1, participating pgm-1); Globe Mills for Globe A 1 Biscuit Flour, Pancake and Waffle Flour (pgm-2); Blecho, Clothes Bleach (participating pgm-1); Roberts Public Markets (quiz-1); Western Auto Supply Co. (pgm-2). **Writers:** John Guedel (Wilshire Oil, Forest Lawn), Donald Clark, Jerome Schwartz, Maurice Zimm, Edward Dynn, Daniel Lundberg (Forest Lawn), Gary Coon (Western Auto Supply), Walter Guedel (Roberts

Public Markets). **Producers:** John Guedel (agency producer for all programs), Sam Pierce, Jim Burton (Wilshire Oil, for Mutual-Don Lee), Ernest Jarvis (Forest Lawn, for CBS).

MITCHELL-FAUST ADVERTISING CO., 230 N. Michigan Ave., Chicago, Ill.; State 6610. **President:** Paul E. Faust. **Treasurer:** Lyman L. Weld. **Secretary:** R. A. Herweg. **Vice-Presidents:** P. H. Faust, L. H. Copeland, Remy L. Hudson. **Radio Director:** Paul Holman Faust. **Spot Time Buyers:** C. J. Turner, Dorothy L. Parsons. **Talent Buyer:** Dorothy L. Parsons. **Regional:** Consolidated Biscuit Co. for Hampton's Fresh-Baked Crackers (participating pgm, Yankee Network-7); Chr. Hansen's Laboratory for Junket Quick Fudge Mix (ann, Yankee Network-19), for Junket Rennet Powder-Tablets (participating pgm, Yankee Network-10); W. F. Straub & Co. for Lake Shore Honey (participating pgm, Yankee Network-10). **Spot:** American Brewing Co. for Regal Beer (5 mins-1, pgm-1); Centlivre Brewing Corp. for Old Crown Ale (10 mins-1, 10-mins-1, ann-1); Consolidated Biscuit Co. for Crackin' Good Crackers (ann-1); Peter Hand Brewery Co. for Meister Brau Beer (ann-4, 5 mins-1, 10 mins-1, 10 mins-1, pgm-1, pgm-1); Chr. Hansen's Laboratory, Inc., for Junket Danish Dessert (ann-2, participating pgm-1), for Junket Freezing Mix (ann-19, participating pgm-1), for Junket Quick Fudge Mix (ann-28, participating pgms-3), for Junket Rennet Powder-Tablets (ann-2, participating pgms-2); The Quaker Oats Co. for Quaker Macaroni and Spaghetti (ann-18), for Muffets (ann-5); Rapinwax Paper Co. for Rap-in-Wax (participating pgms-2); W. F. Straub & Co. for Straub's Vitamin Capsules (ann-1). **Writers:** Agency staff. **Producers:** Agency staff; Norman Schwartz of Transamerican Broadcasting & Television Corp. (Chr. Hansen's Laboratory, Inc.), AMP (Chr. Hansen's Laboratory, Inc), RCA Chicago (Quaker Oats Co.), NBC Transcription Division, Chicago (Quaker Oats Co.).

EMIL MOGUL COMPANY, INC., 625 Madison Ave., New York, N. Y.; Eldorado 5-1756. **President:** Emil Mogul. **Secretary, Treasurer:** Helene Mogul. **Radio Director:** Emil Mogul. **Spot Time Buyer:** Helen Munroe. **Spot:** Fruit Wine Co. of America for Lady Lynn Wine, Lord Jean Wine and Goldberg's Koshier Wine (pgm, ann-3). **Spot and Local:** Barney's Clothes (news, pgm, ann-6) Man O' War Sports & Turf Weekly (5 min scratches, flashes, resumes-4). **Writers:** Alfred Paul Berger, Stanley Fields.

ADVERTISING AGENCIES—Continued

RAYMOND R. MORGAN CO., 6362 Hollywood Blvd., Hollywood, Calif.; Hempstead 4194. **President:** Raymond R. Morgan. **Manager, Secretary, Treasurer:** R. E. Messer. **Account Executives:** J. J. McCleery, L. W. Hobson. **Art Director:** Howard Wookey. **Radio Director:** Sam Pierce. **Spot Time Buyer:** R. E. Messer. **Talent Buyer:** Ruth Johnson. **Continuity and Script Buyer:** Raymond R. Morgan. **Manager Copy Department:** H. M. Bourne. **Publicity:** William A. Wood. **Branch Office:** Goodkind, Joice & Morgan, Palmolive Bldg., Chicago. **Regional:** Los Angeles Soap Co. for White King Granulated (CBS Pacific Network-7), for Sierra Pine Toilet Soap (CBS Pacific Network-7). **Spot:** Los Angeles Soap Co. for White King Granulated (ann-32, ann-5), for Sierra Pine Toilet Soap (ann-1), for Scotch Soap (news-3, participating-1); Planters Nut & Chocolate Co. (pgm-1); J. A. Folger & Co. for Folger's Coffee (pgm-3, 5 mins-16). **Local:** Owl Drug Co. (pgm-1). **Writers:** James McCleery, Phil Stewart, Margaret McKay, Eric Strutt, Sam Pierce, Herb Conner, Mayfield Kaylor.

MORRIS-SCHENKER-ROTH, INC. See Roth, Schenker & Bernhard, Inc.

H. C. MORRIS & CO., INC., 420 Lexington Ave., New York City; Lexington 2-3650. **Spot:** Eastern Wine Corp. for Chateau Martin Wines (ann-15); Look Magazine (ann-8); Doubleday, Doran & Co., Inc. (ann-7); Agash Refining Corp. (ann-3). **Local:** Friday Magazine (ann-1); Agash Refining Corp. (pgm-1).

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 and Tune Buyer:** William Hines. **Regional:** Vick Chemical Co. for VapoRub, Va-tro-nol (pgm, Pacific Coast-11). **Spot:** Vick Chemical Co. for VapoRub and Va-tro-nol (ann, news, pgms, etc.—aggregate of 134, ann-14 Canadian), for Cough Drops (ann-42).

FARAON JAY MOSS, INC., 1462 N. Stanley Ave., Hollywood, Calif.; Granite 8878. **President:** Faraon Jay Moss. **Treasurer:** Ardys M. Moss. **Space Buyer:** J. K. Gibson. **Production Manager:** W. S. Weeks. **Radio Director:** Ardys M. Moss. **Local:** Pierce School of Practical Nursing (pgm-2); Townsend National Recovery Plan (pgm-1); F. Arnold Young, English Lessons (pgm-4); Richard Harrison Food

Products (pgm-1); Jonathon LeMire, French Lessons (pgm-1); Calirox Cookies (pgm-1); Rev. Sheldon Shepard (pgm-2); Hoytt Construction Co. (ann-2).

C. WENDEL MUENCH & CO., 210 E. Ohio St., Chicago, Ill.; Whitehall 7717. **President:** C. Wendel Muench. **Radio Director, Continuity and Script Buyer:** George Euwema. **Spot Time and Talent Buyer:** C. E. Forsberg. **Network:** Durkee Famous 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 Foods, Inc. for Cheese Spreads (ann-12); Durkee Famous Foods for Margarine (ann-15); Sokol & Co. (ann-1); Durkee Famous Foods (ann-5). **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 5151. **President:** Maurice H. Needham. **Vice-Presidents:** John J. Louis, Melvin Brorby, W. Raymond Fowier, Jr., Harry E. Phelps. **Secretary, Treasurer:** Otto R. Stadelman. **Radio Directors:** Cecil Underwood (Hollywood), W. Raymond Fowler and Harrie K. Richardson (Chicago). **Spot Time Buyers:** Otto R. Stadelman, Evelyn Hardinge. **Branch Office:** 1680 N. Vine St., Hollywood; Cecil Underwood, 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 Cheese Company for Parkay (ann-36, cut-in ann on Kraft Music Hall-26). **Local:** Kraft Cheese Company for Parkay (pgm-1); Wieboldt Stores, Inc. (pgm-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:** John H. Hines. **National Spot:** J. W. Beardsley's Sons for Foods (pgm-3); Bond Stores, Inc., for Bond Clothes (pgm-40); Melville Shoe Corp. for Thom McAn Shoes (pgm-8). **Local:** Fisher Baking Co. (pgm-2); Frederick Lowenfels & Son for Hotel Bar Butter (pgm-1); D'Arrigo Bros. Co. for Andy Boy Broccoli (ann-2); Liggett Drug Co.,

ADVERTISING AGENCIES—Continued

Inc. (pgm-1); Dorman Farms Co. for Winter Garden Carrots (ann-1); Jos. Martinson & Co. for Martinson's Coffee (pgm-1); Sears, Roebuck & Co., New England Group (pgm-1).

NEISSER-MEYERHOFF, INC., 410 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:** Illinois Meat Co. (Mutual-5); Wilmington Transportation Co. for Catalina Island (CBS-5); Wm. Wrigley, Jr., Co. (CBS-74). **Regional:** Wm. Wrigley, Jr., Co. (Yankee Network-19). **Spot:** The Cho-Cho Co. (ann-6); Fitzpatrick Bros. for Kitchen Klenzer (ann-1); Manchester Biscuit Co. for Crackers (pgm-1, ann-1); Wilmington Transportation Co. (ann-6); Chicago National League Baseball Club (pgm-4); Lakeside Biscuit Co. for Crackers (pgm-1); Los Angeles Baseball Club (ann-1); Sawyer Biscuit Co. for Crackers and Butter Cookies (ann-2). **Local:** Edwards Motor Co. (ann-2); Fitzpatrick Bros. for Kitchen Klenzer (pgm-1, pgm-1, pgm-1, ann-1, 5 mins-1); Andy Lotshaw Co. for Body Rub (pgm-1); Milwaukee Electric Railroad & Transport Co. (ann-3); Chicago National League (pgm-3, reenactment of game-1); Los Angeles Baseball Club (ann-1); Roundy, Peckham & Dexter Co. for Coffee (ann-1); Sawyer Biscuit Co. (pgm-1); Schaaf Sausage Co. (pgm-1).

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); Iroquois for Herb Tea (ann-4).

THE NESBITT SERVICE CO., 1462 Hanna Bldg., Cleveland, O.; CH 4804-5-6. **Radio Director, Spot Time Buyer:** M. C. Nesbitt. **Spot:** Cedar Point-on-Lake Erie (pgm-9).

NEWBY, PERON & FLITCRAFT, INC., 222 W. Adams St., Chicago, Ill.; Andover 3311. **President:** A. W. Newby. **Vice-President:** E. R. Flitcraft. **Secretary-Treasurer:** A. H. Peron. **Radio Directors:** Walter Zivi, A. H. Peron. **Spot Time, Talent, Continuity and Script Buyer:** Walter Zivi. **Publicity Director:** E. R. Flitcraft. **Spot:** General Transformer

Corp. for Porta-Power (test ann-1); Wonder Heat Pad Co. (pgm-3); Albert Laboratories for Respirine (pgm-9); Skrudland Photo Service (pgm-15); 4-Penny Products for Dandruff Remover (test ann-1). **Local:** Raab Brothers, Men's Clothing (pgm-1); Chicago Furniture Mart (pgm, news-2); Bismarck Brewing Co. (ann-1); Quality Wet Wash Laundry (ann-4); Dr. A. A. Dubin, Dental Manufacture (news-1); Whiteeth Products Co. for Toothpowder (ann-1); Prince Ice Cream Castle (pgm-1).

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. Stro-bridge. **Treasurer:** Fred H. Walsh. **Radio Directors:** William Reydel, George Ogle, Don Langan. **Spot Time and Tal-ent Buyer:** N. F. McEvoy. **Network:** Liggett & Myers Tobacco for Chester-field Cigarettes (NBC Red-90), for Ches-terfield Cigarettes and Granger Rough Cut (CBS-95, plus transcriptions on WOR); Pepsi-Cola (news, CBS-112). **Regional:** Loose-Wiles Biscuit Co. (news, Yankee Network plus spot stations-24, participating pgm, NBC Pacific Red-6). **Spot:** Loose-Wiles Biscuit Co. (ann-4, transcribed pgm-1, transcribed pgm-3, transcribed pgm-3, pgm-1); Pepsi-Cola (ann, jingles contests-26); Chesterfield Cigarettes (ann-9); Beech-Nut Packing Co. (chain breaks-23); White Rock Min-eral Springs Co. (transcribed pgm-1).

ROBERT S. NICHOLS AGENCY, 701 Lloyd Bldg., Seattle, Wash.; EL 7417. **Owner:** Robert S. Nichols. **Continuity Writer:** Jack McClintock. **Feature Writer:** Robert Hillis. **Secretary:** How-ard Youngman. **Local:** Columbia Lum-ber Co. (pgm-1); Delteet Furniture Co. (transcribed pgm-1); Westernmans Clothier (ann-1); J. G. Fox & Co. (pgm-1); Mast, Inc. (pgm-1); City Light (pgm-1); Dr. Mellor Dentists (news-1); Bar-tell Drug Co. (pgm-2); Rhodes Bros. (pgm-1); Arthur A. Wright & Sons (pgm-1).

NORTHWEST RADIO ADVERTISING CO., INC., 302 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); Blue Ribbon Books (pgms, ann-approx-imately 100). **Writer:** Edwin A. Kraft (Gardner Nursery Co.).

ADVERTISING AGENCIES—Continued

O'DEA, SHELDON & CANADAY, INC., 400 Madison Ave., New York City; Plaza 3-1670. **President:** Mark O'Dea. **Executive Vice-President:** George H. Sheldon. **Vice-Presidents:** L. C. McElroy, C. E. Nelson. **Treasurer, General Manager:** John F. Quick. **Secretary:** Agnes R. Volk. **Spot Time Buyer:** C. Wohlpart. **Branch Office:** First National Bank Bldg., Baltimore, Md. **Network:** Commercial Credit Co., Auto Financing (news, CBS-69). **Spot:** Chilean Nitrate Sales, Inc., for Chilean Nitrate of Soda (pgm-17); Charles E. Hires Co. for Hires Root Beer (pgm-55). **Producers:** Jean V. Grombach (Chilean Nitrate of Soda and Hires Root Beer), Transamerican Broadcasting & Television (Hires Root Beer).

OHIO ADVERTISING AGENCY, 1740 East 12th St., Cleveland, O.; Prospect 7177. **President:** Samuel L. Abrams. **Vice-President:** John V. Williams. **Treasurer:** Arthur Roth. **Radio Director:** John V. Williams. **Publicity Director:** John V. Williams. **Spot:** Lyon Tailoring Co. (ann-2); M. & N. Cigar Manufacturers, Inc. (time signals-3, news-1). **Local:** H. Blonder Co. (ann-1); Clothing Clearing House (5 mins-1); Ohio Clothing Co. (5 mins-1).

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. **Regional:** Archer-Daniels-Midland Co. for A-D-M Wheat Germ Oil (pgm, Minnesota Network-4). **Spot:** Northrup, King & Co., Feeds and Seeds (pgm-1, ann-4); International Milling Co. for Seal of Minnesota Flour (pgm-1, news-1, pgm-1), for Robin Hood Flour (news-1). **Local:** Nevens Co. for Laundry and Dry Cleaning (station breaks-1); Ohleen Dairy for Dairy Products (pgm-1, participating pgm-1, participating, pgm-1).

PACIFIC NATIONAL ADVERTISING AGENCY, 605 Union St., Seattle, Wash.; Eliot 4884. **President:** William H. Horsley. **Secretary:** H. O. Stone. **Treasurer:** Marjorie Humphrey. **Production Manager:** Harry S. Pearson. **Assistant Manager:** George R. Dunham. **Radio Director, Spot Time and Talent Buyer:** Marjorie McPherson. **Continuity and Script Buyers:** Marjorie McPherson, Barbara Curran. **Publicity Director:** Florence V. Montgomery.

PARIS & PEART, 370 Lexington Ave., New York City; Caledonia 5-9840. **Partners:** A. G. Peart, J. H. Rehm. **Account Executives:** H. C. Miner, W. F. James, W. G. Jones, D. C. Manson, B. Alexander. **Radio Director, Business Manager:** E. J. Cogan. **Spot Time Buyer:** F. Paumentel. **Regional:** The Great A & P Tea Co., A & P Retail Grocery Stores (pgm, CBS New England-3).

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:** Chr. Hansen's Laboratory for Dairy Chemicals (cheese market reports-3). **Local:** United Coal & Dock Co. (ann-1); Trapp's Golden Rule Dairy (ann-1); M. A. Gerret Co. (ann-1); Black Eagle Oil Co. for Gasoline and Motor Oil (weather forecasts, temperature reports-1); Clover Lane Dairy for Dairy and Milk Products (participating pgm-1); The Heath Bakery (sports pgm-1).

HANCOCK PAYNE ADVERTISING ORGANIZATION, Public Ledger Bldg., Philadelphia, Pa.; Lombard 2405. **President, Treasurer:** W. Hancock Payne. **Vice-President:** A. E. Story, Jr. **Secretary:** Charles D. Ledyard. **Director of All Radio Activities:** Miss M. J. Shields. **Publicity Director:** Charles D. Ledyard. **Spot:** Monopad (at press time, details were not set). **Local:** Corn Exchange National Bank (ann-1); Geutings, for Shoes (pgm-1). **Producer:** Miss M. J. Shields.

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:** Arthur Sinsheimer. **Spot:** Beverwyck Breweries (news-4); Tasty-east, Inc. (ann-16); Roxy Clothes (news-5); Long Island Outfitting Co. (ann-3); Fairfax Tobacco Co. (ann-8); S. Grover Graham Co. (ann-3); Hammondsport Wineries (ann-5); Glyco Thymoline (news, ann-2); Olde Dutch Mills Coffee (ann-3); Advertising Distributors of America (ann-4); Gulf Recovery Corp., Refiners (ann-3); Krasne Bros., Grocery Jobbers (ann-2); Tourneau Watches (ann-2); Joseph P. Day, Manhattan Beach (ann-3). **Local:** Wise Shoe Co. (news-1); Casin Druggists (news-2).

ADVERTISING AGENCIES—Continued

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:** Gregory Williamson. **Time Buyer:** Frank G. Silvernail. **Spot Time Buyer:** Tom Carson. **Talent Buyers:** Edgar G. Sisson, Jr., Elisabeth Howard. **Radio Copy Chief:** John Archer Carter. **Script Buyer:** Finis Farr. **Network:** P & G for Camay Soap (NBC Red-50, NBC Blue-16, CBC, French and English-29); P & G for Chipso (NBC Red-23, CBS-24, NBC Blue-7, CBC, English and French-30); Bristol-Myers for Vitalis (NBC Red-51); Lady Esther, Ltd., for Cosmetics (CBS-63). **Regional:** P & G for Camay Soap (California Radio System-5); P & G for Dash (California Radio System-4). **Spot:** P & G for Camay Soap (pgm-11); P & G for Chipso (pgm-4); P & G for Dash (pgm-6); Bristol-Myers for Ipana Toothpaste (pgm-5); J. C. Penney (pgm-6). **Writers:** Elaine Sterne Carrington, Rejane des Rameaux, Frank Polimeni (Camay), Irna Phillips, Orin Tovrov, Henri Deyglun, Kay Chase (Chipso), Don Becker (Ipana), Jettabee Ann Shafer (J. C. Penney), Sam Carlton, Al Miller, Ed Ettinger (Vitalis). **Staff Writers:** Cyril J. Mullen, Jack Finney, Beth Judson, Donald Wallace, Finis Farr, Howard Merrill. **Producers:** Edwin Wolfe, Elisabeth Howard (Camay), Gilbert Gibbons, of Carl Wester, Inc., Howard Merrill, Basil Lougheran, Elisabeth Howard (Chipso), Chick Vincent, John McClean, Jr. (Ipana), Ed Wolfe, John McClean, Jr. (J. C. Penney), Lester Vail, Edward A. Byron (Vitalis), Edgar G. Sisson, Jr. (Lady Esther).

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

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, Ltd. (ann-16).

Local: Oxo, Ltd. (pgm-1). **Producers:** World Broadcasting System, Inc. (Peter Paul, Inc.); NBC (Oxo, Ltd.).

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:** C. R. Lawson.

F. W. PRELLE CO., 983 Main St., Hartford, Conn.; 7-1117. **General Manager:** F. Wallace Prelle. **Accountant:** Blanche Ainsworth. **Production Manager:** Ida Friedman. **Art Director:** Robert F. Little. **Copy Chief:** Philip Frank. **Radio Director, Space Buyer:** Leonard R. Schoenfeld. **Spot:** Diamond Ginger Ale, Inc. (ann-8); Republican State Central Committee of Connecticut (pgm-9, pgm-7, ann-9, talks-9); Connecticut Ice Manufacturers Assn. (pgm-4). **Local:** New England Laundry (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:** DeForest Training, Inc., for Correspondence Courses (5 mins, pgm-9); Flex-O-Glass Mfg. Co. (5 mins, pgm-21); Household Magazine (5 mins, pgm-35); Mantle Lamp Co. for Kerosene Lamps (5 mins, pgm-60); Olson Rug Co. (5 mins, pgm-60); Dr. Scholl's Foot Comfort for Foot Appliances and Shoes (5 mins, pgm-3); Battle Creek Drugs (ann-4); Colonial Poultry Farms (pgm, ann-2); Dick Niles Packing Co. for Grapefruit (ann-7); Fuller Laboratories for Reducing Candy (pgm-1); Pioneer Life Insurance Co. (5 mins-1); Pure Milk Assn. (pgm-1); Woodmen Accident Co. for Insurance (5 mins, pgm-5); Haskins Bros. & Co. for Soap (5 mins, pgm-7). **Writers:** William Meredith, Mark Smith. **Producer:** William Meredith.

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 2211); 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. **Radio Di-**

ADVERTISING AGENCIES—Continued

- rector, **Spot Time Buyer:** Herbert F. Oettgen. **Local:** Bolle & Detzel, Inc. (pgm-1); Express Exchange (pgm-1); Gambarelli & Davitto (pgm-1); Haenlein & Esch (pgm-1); Red Ball Van Lines (ann-1); Europa Import Co. (ann-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-79); Chamberlain Laboratories for Chamberlain Lotion (CBS-17, NBC split network-9). Also spot announcements for various clients. **Writer, Producer:** Ward Byron (Fitch Shampoo).
- THE RANDALL CO.,** 75 Pearl St., Hartford, Conn.; 7-8233. **President:** Wilbur Randall. **Vice-President, Treasurer:** Robert Dorfman. **Branch Office:** 6 East 45th St., New York City (Vanderbilt 6-4952); Robert Dorfman in charge. **Spot:** Blackstone Products for Blackstone's Aspirin and other products (pgm-25). **Local:** Bacon Bottling Co. (ann-1); Harry Glotzer (ann-1); Imperial Dyeing & Cleaning Co. (baseball scores-1); Maurice the Jeweler (ann-2); New England Furriers (ann-1); Polish National Home (pgm-1); Reichlin & Levin (ann-1); S. Max & Co. (ann-1); Stackpole, Moore, Tryon Co. (ann-1).
- HOWARD RAY ADVERTISING AGENCY,** 320 West 9th St., Los Angeles, Calif.; Trinity 8532. **Owner:** Howard Ray. **Radio Director:** Robert Allan. **Regional:** Dr. W. J. Ross Co. (5 mins, Don Lee Network-32). **Spot:** Dr. W. J. Ross Co. (5 mins participating-1, ann-1).
- CHARLES DALLAS REACH CO.,** 58 Park Place, Newark, N. J.; Market 3-5100. **Executives:** Charles Dallas Reach, Howard E. Sands, E. N. Deacon, Walling Minster, Francis R. Risley, James S. Little. **Radio Director, Talent Buyer:** Charles Dallas Reach. **Associate Radio Director:** Charles Gains. **Spot Time Buyer:** Richard N. Gulick. **Continuity and Script Buyer:** Francis R. Risley. **Branch Office:** 6 East 45th St., New York (VA 6-5924). **Regional:** Cut-Rite Waxed Paper, Koppers Coke, Admiracion Oil Shampoos (further details, as to number of stations, etc., not listed).
- 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); Irrisistible, Inc., for Cosmetics (participating, Mutual-2). **National Spot:** Grace Donohue, Inc., for Cosmetics (ann-3); New York Harbor Steamship Co. (ann-6); Posto-Photo, Inc., Photo Finishers (pgm-2, pgm-2); Hall & Ruckel, Inc., for X-Bazin (pgm-1); Block Drug Co. for Gold Medal Haarlem Oil (transcribed ann-7); Kirkwood Laboratories for Har-Ex (pgm-1). **Spot:** Venzamer Rotenone Corp. (ann-1). **Writers:** Owen Crump, Sam Carleton, William Barr (local cooperative campaigns). **Producers:** Norman S. Livingston, of the agency; Ernest Chappell and Charles Schenck, of Rocke Productions; Owen Crump, of Warner Bros. (local cooperative campaign).
- KNOX REEVES ADVERTISING, INC.,** 600 First National Bank Bldg., Minneapolis, Minn.; Bridgeport 7701. **President:** E. E. Sylvestre. **Executive Vice-President:** Wayne Hunt. **Vice-Presidents:** John H. Sarles, Helen Brown, Elizabeth Reeves. **Secretary:** K. P. Torgerson. **Treasurer:** C. L. Greenwood. **Radio Program Director:** Lloyd Griffin. **Radio Production Manager:** Russell Neff. **Dramatic Script Editor:** Elizabeth Reeves. **Radio Service Manager:** Mildred Shulind. **Publicity Director:** W. Raschick. **Branch Office:** 925 Chanin Bldg., 122 East 42nd St., New York City (Murray Hill 4-3982); B. N. Robinson, manager. **Network:** General Mills, Inc., for Bisquick (NBC Red-27), for Wheaties (CBS-30, NBC Red-16, plus 67 spot stations). **National Spot:** General Mills, Inc., for Wheaties (baseball-97). **Writers:** Talbot Munday, Ruth Borden, C. C. Thomas. **Producers:** Rikel Kent, Edwin Morse.
- MORGAN REICHNER & CO., INC.,** 400 Madison Ave., New York City; WI 2-3100. **President, Treasurer:** Morgan S. A. Reichner. **Secretary:** William B. Mosie. **Vice-Presidents:** Harold A. Bowman, Chandler S. (Doc) Woolley. **Audi-**

ADVERTISING AGENCIES—Continued

tor: Irving Sachar. Account Executives: Brandt Aymar, Ernest H. Wiener, Robert Roberts. Radio Director, Spot Time Buyer: George J. Arkedis. Local: Baur Brothers Bakery for Aunt Hannah's Bread (pgm-1); Pearson Pharmacal Co. for Dew Deodorants (station breaks-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. Network: Kilpatrick's Bakery (Mutual-4). Local: Standard Beverages (ann-5); Kilpatrick's Bakery (ann-6); J. L. Tuttle Co., Inc., for Tuttle's Cottage Cheese (ann-3).

RUFUS RHOADES & CO., 909 de Young Bldg., San Francisco, Calif.; Exbrook 6469. Spot: Yellow Cab Co. (ann-3); Denalan Co. for Artificial Dental Plate Cleanser (ann, pgm-3). Local: California Macaroni Co. (pgms. ann-2); Cook Products Corp. for Girard's French Dressing (pgms. ann-4).

ROBERTSON, ADVERTISING, 721 U. S. N. Bldg., Denver, Colo.; KE 4657. President: Marshall G. Robertson. Vice-President: Mary A. Robertson. Radio Director, Spot Time Buyer, Talent, Continuity and Script Buyer: Brian Elliott. Local: Miller's Groceries (news-1); Cassidy Hicks Wallpaper Co. (pgm-1); Millar Coffee Co. (pgm-1); Grayson Apparel (ann-1); Gaylord's Apparel (ann-1); Rainbow Ballroom (pgm-1); Cottrell Clothing Co. (news-2); Frumess Jewelry (news-3); Graham Furniture Co. (pgm-1); Puritan Pie Co. (ann-1); Weicker Transfer (ann-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. Cavanaugh. 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-32); Sun Oil Co. (NBC Blue-22). Spot: Studebaker Corp. (pgm-94); The Milwaukee Road (transcribed ann-12); Horlick's Malted Milk Corp. (pgm-2); National Toilet Co. for Nadinola (chain breaks-6); Kenton Pharmacal Co. for Brownatone (ann-8). Local: E. J. Brach & Sons for Grub Stake Candy Bar (station breaks-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., 369 Lexington Ave., New York City; Caledonia 5-6100. President: Arthur F. Rodriguez. Secretary: Delma Forte. Production Manager: R. H. Mershon. Radio Director: Frank McCabe. Talent Buyers: Arthur F. Rodriguez, Frank McCabe. Time Buyer: Arthur F. Rodriguez.

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-65); Little Crow Milling for Coco-Wheats (pgm-15, ann-4); G. E. Conkey Co. for Poultry Feeds (ann-11); James Heddon's Sons for Fishing Tackle (ann-13); Furst-McNess Co., for Specialty Salesman (ann-6); Arzen Laboratories (ann-2); Flower Foods, Inc. (ann-3); Berd Products, Inc., for Grandma Green's Ant Killer (ann-2); Stainless Steel Products, Inc., for Cooking Utensils (pgm-1, ann-1). Local: Cracker Jack Co. (pgm-1); Stover Water Softener Co. (ann-1); Burgess Seed & Plant Co. for Plants (ann-1); Hincley & Schmitt, Inc., for Hire's Root Beer (pgm-1); Mangel's Apparel Shop (ann-2); Spic, Inc., for Spic Deodorant (pgm-1). Writer: Barbara Winthrop. Producer: Roland R. Blair.

E. C. ROGERS AGENCY, 80 East Ave., Rochester, N. Y.; Stone 2367. President: E. C. Rogers. Manager: W. W. O'Brien. Copy and Art Departments Manager: Randall G. Beachner. Director of All Radio Activities: George B. Tucker. Local: Weed & Co. (ann-1); E. E. Bausch (ann-1); Weis & Fisher's (pgms, 5 mins, 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. Secretary: Victor Shenk. Radio Director: J. Burr Gibbons. Branch Office: Chicago; J. C. Bachrodt, vice-president. Spot: Griffin Grocery Co. (news, ann-2); Atlas Life Insurance Co. (pgm-2).

ADVERTISING AGENCIES—Continued

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:** United Drug Co., Ltd., for Bisma-Rex (ann-39); Louis K. Liggett Co. (ann-11). **Local:** Reliable Toy Co., Ltd., for Dolls (pgm-1); Bristol-Myers Co. of Canada, Ltd., for Ipana, Sal Hepatica, Ingram's Milkweed Cream (pgm-1); Charles Gurd & Co., Ltd., for Gurd's Beverages (pgm-1); Roe Farms Milling Co. (pgm-2); Lyman Agencies, Ltd., for Tintex and others (pgm-1). **Writer:** Claire Wallace (Bristol-Myers). **Writer, Announcer:** Tod Russell. **Producer:** Charles Hutchings (Reliable Toy Co.).

WILLIAM GANSON ROSE, INC., 522 Terminal Tower, Cleveland, O.; Prospect 6171. **President, Treasurer:** William Ganson Rose. **Vice-President:** Frank H. Pelton. **Secretary:** L. C. Brown. **Radio Director:** L. C. Brown. **Spot Time, Talent, Continuity and Script Buyer, Publicity Director:** Clay Herrick. **Local:** Spencerian College, Business Education (5 mins-1); Stadler Products Co., for Soil-Bil-Der and Gard-N-Gro (5 min garden talks-1). **Writers:** Clay Herrick, E. G. Whitney.

ROSE-MARTIN, INC., 21 West 46th St., New York City; Bryant 9-4621. **President:** Irl W. Rose. **Secretary-Treasurer:** John B. Martin. **Vice-Presidents:** Alvin H. Kaplan, Carl J. McCracken. **Radio Director, Talent, Continuity and Script Buyer:** Alvin H. Kaplan. **Spot Time Buyer:** Gus M. Rundbaken. **Publicity Director:** Vaughn G. Hannington. **Spot:** Lewis Hotel Training Schools for Correspondence Course (news-6).

ROSS-GOULD CO., 10th & Olive Sts., St. Louis, Mo.; Central 1646. **President:** H. O. Ross. **Vice-Presidents:** W. K. Eckles, Harry Meyer. **Treasurer:** H. M. Ross. **Radio Director:** None. **Spot:** Absorene Mfg. Co., for Absorene Wallpaper Cleaner, HRH Paint Cleaner, Also Crystals Watersoftening Cleanser (ann-30).

ROTH AGENCY, 1619 Broadway, New York City, CI 7-8220. **President:** 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, Fred Robbins, Larry Marks. **Account Execu-**

tive: Sam Freundel. **Local:** Gottfried Baking (pgm-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 Burners (news-1); Berkley Razor Blades (news-1); Borek & Stevens (pgm-1). **Writers:** Jimmy Lyons, Sam Freundel, Mort Wolff. **Consultant:** Thornby Carlton. **Producers:** Jimmy Lyons (Gottfried Baking, Borek & Stevens), Matt Trainer (Quiet May, Berkley Razor Blades), Dan Macquire (Los Angeles Times), Jack Gordon (Jacksonville Chamber of Commerce), Gene McHugh (Charlotte Chamber of Commerce).

ROTH, SCHENKER & BERNHARD, INC. (formerly Morris-Schenker-Roth, Inc.), 230 N. Michigan Ave., Chicago, Ill.; Whitehall 6030. **President:** Sydney M. Roth. **Vice-President:** Ben W. Schenker. **Secretary:** Edgar Bernhard. **Treasurer:** Harry Roth. **Spot Time Buyer:** A. C. Coleman. **Radio Director, Talent Buyer:** Ralph Schoolman.

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, Kenneth Groesbeck, Ellis J. Travers, K. D. Stewart. **Secretary, Assistant Treasurer:** R. Van Buren. **Radio Director:** C. Lawton Campbell. **Assistant Radio Director:** S. Heagan Bayles. **Manager:** C. T. Ayres. **Supervisor Daytime Programs:** Herschel Williams. **Assistant Supervisor Daytime Programs:** Pat Dougherty. **Supervisor Evening Programs:** Merritt W. Barnum. **Time Buyer:** T. Fisher. **Production:** Nate Tufts, Wilson Tuttle, John Loveton. **Commercial Writers:** Regina Morgan, Vivian Washburn, Avery Giles, Florence Miles, Bob Mann, W. W. Mead. **Hollywood Office Production:** T. Freebairn-Smith. **Chicago Office Radio Director:** Ros M. Metzger. **Branch Offices:** 360 N. Michigan Ave., Chicago (Randolph 2625); P. E. Watson and W. P. Littell, vice-presidents; Ros Metzger, radio director; Arthur Trask, assistant radio director; Warren Johnson, in charge of production; John Dennison, producer, daytime shows; Paul Bia Gioni, producer, nighttime shows; Catherine Haynie, in charge of script; Baker Ostrin, Irene Small and Robert Gardner, commercial writers; Albert Callies, time buyer. 7430 Second Blvd., Detroit (Madison 1980). Ellis J. Travers; William E. Betts, manager. 812

ADVERTISING AGENCIES—Continued

- Olive St., St. Louis (Main 0128); O. A. Zahner, manager. 1630 N. Vine St., Hollywood (Hillside 7593); Charles Perrine, manager. 236 Montgomery St., San Francisco; Frederick Duerr, manager. Northern Life Bldg., Seattle; Frances C. Mullins, manager. Network: Campbell Soup Co. for Franco American Spaghetti (CBS-15, CBS-55); Bromo-Seltzer (NBC Blue-65); Chrysler Corp. (CBS-83); Ironized Yeast Co. (NBC Blue and Inter-City-45, CBS-68); Lever Bros. for Rinso (CBS-70, CBS-65), for Spry (CBS-65); Noxzema Chemical Co. (quiz, CBS-45, news, CBS-40); Penn Tobacco Co. (CBS-58); D. L. & W. Coal Co. (Mutual and spot-45); Quaker Oats Co. (NBC Red-60, NBC Red-60, NBC Red-60). Spot: Chrysler Corp. (ann, news-80); Gunther Brewing Co. (pgm-2); Noxzema Chemical Co. (pgm-4); Ruppert Brewery (sports comment-1, singing ann-12); B. F. Goodrich Co. (sports news-25); Kitchen Bouquet (participating pgm-1, news comment-1).
- 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. Spot: Philadelphia Dairy Products Co., Inc. (news-7); Zy-vo (ann-2, pgm-1). Local: Philadelphia Dairy Products Co., Inc. (pgm-4, weather reports-1); Woodlawn Farm Dairy Co. (news-1, weather reports-1); Anna Myers Pure Foods for Jams and Jellies (ann-4); Dr. Shirley W. Wynne's Food Forum (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-8); Lea & Perrins, Inc., for Worcestershire Sauce (ann-30); Parker Bros., Inc. for Games (ann-8); Salerno-Megowen Biscuit Co. for Cookies and Crackers (ann-2); Peter Fox Brewing Co. for Beer (ann, pgm-15); Mohawk Bedding Co. for Mattresses (ann, pgm-5); Walgreen Co., Drugs (ann, pgm-8). Local: Walgreen Co. (baseball-1); Hirsch Clothing Co. (pgm-3); Butler Motors, Inc. (pgm-1); National Tea Co. (pgm-2).
- SCOTT-TELANDER**, 411 E. Mason St., Milwaukee, Wis.; Daly 1080. Partners: N. L. Telander, Harry H. Scott. Radio 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: Watson Humphrey. Spot Time Buyer: H. J. Rollinson. Talent Buyer: T. J. Wallace. Branch Office: Lemcke Bldg., Indianapolis; Jack Harding, manager. Network: Brown & Williamson Tobacco Corp. for Bugler Tobacco (NBC Red and Blue-75), for Avalon Cigarettes (NBC Red and Blue-63), for Raleigh Tobacco (NBC Red-75), for Raleigh Cigarettes (NBC Red-20). Spot: Keystone Steel & Wire Co. (pgm-2); Pinex Co. (pgm-8, ann-43, news-6); Brown & Williamson for Bugler Tobacco (pgm-10), for Big Ben Tobacco (pgm-1, pgm-6), for Avalon Cigarettes (pgm-8, ann-5, sports-5); Beaumont Co. for 4 Way Vaporizing Rub (ann-2). Writers: Fred Kress, Al Morey, Don Lee, Whitey Ford (Brown & Williamson). Producers: John Lair (Pinex, Keystone Steel & Wire Big Ben Tobacco); T. J. Wallace, Watson Humphrey (Brown & Williamson).
- THEODORE H. SEGALL ADVERTISING AGENCY**, 544 Market St., San Francisco, Calif.; Sutter 6557. President: Theodore H. Segall. Vice-President: Edward G. Lansdale. Radio Director: Frank Wright. Branch Office: Paramount Bldg., Los Angeles (Michigan 6062). Regional: Calwehy Co. for Health Food (Mutual-2). Local: Calo Food Products for Calo Dog Food (pgm-1); Tiltons, Men's Clothiers, San Francisco (fight broadcast-1); Tiltons, Seattle (pgm-1); Milens, Jewelers (news-1, ann-2); Fred Benioff, Furs (ann-1); Mohawk Petroleum for Gasoline (sports events-1).
- ROSCOE W. SEGAR, ADVERTISING AGENCY**, 2125 N.E. 48th Ave., Portland, Ore.; TA 3445. Owner, Manager: Roscoe W. Segar. Secretary, Treasurer: D. D. Segar. Art Director: D. D. Fitchard. Radio Directors: Roscoe W. Segar, D. D. Segar. Publicity Director: Roscoe W. Segar. Writer: D. Thompson. Local: Froskist Ice Cream Co. (ann-3); Niklas & Son, Floral Headquarters (ann-3); Jewel Ice Cream Co. (ann-2).

ADVERTISING AGENCIES—Continued

SHERMAN & MARQUETTE, INC. (successors to Benton & Bowles-Chicago, Inc.), 919 N. Michigan Ave., Chicago, Ill.; Delaware 8000. **President:** Stuart Sherman. **Vice-President:** Arthur Marquette. **Radio Director:** Henry Selinger. **Spot Time Buyer:** Miss C. E. Bonnesen. **Network:** Colgate-Palmolive-Peet for Colgate Brushless and Rapid Shave Creams (NBC Blue-47), for Cashmere Bouquet Toilet Preparations and Halo (CBS-65), for Colgate Toothpowder (CBS-38); Quaker Oats Co. for Farina (NBC Red-4). **Spot:** Dr. W. B. Caldwell, Inc., for Dr. Caldwell's Laxative (ann-65); Quaker Oats Co. for Full-O-Pep Feeds (transcribed pgm-15); Colgate-Palmolive-Peet for Vel (transcribed pgm-13); Fitger Brewing Co. for Fitger's Nordlager Beer (pgm-5). **Writers:** Henry Hayward (Cashmere Bouquet), Bill Stern (Colgate Shave Creams), Mrs. Ruth Borden (Colgate Toothpowder), Chuck Aree (Quaker Full-O-Pep Feeds, Quaker Farina). **Producers:** Henry Hayward (Cashmere Bouquet), Les Weinrott (Colgate Toothpowder), Al Boyd (Full-O-Pep Feeds, Quaker Farina).

SHORT & BAUM, ADVERTISING (formerly Blitz & Short, Advertising), 301 Rothchild Bldg., Portland, Ore.; Beacon 5872. **Partners:** Hal E. Short, Charles L. Baum. **Radio Director:** Charles L. Baum. **Local:** Rawlinson's New System Laundry (pgm-1); Director's Furniture Co. (ann-1); Hilaire's Restaurant (ann-1); Stein's Bread (ann-1); Jewel Ice Cream (ann-1); Joe Fisher, Dodge & Plymouth Distributor (quiz-1).

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 Feeds (news-3, ann-10). **Local:** Fairyfoot Products Co. for Foot Remedies (ann-2, pgm-1).

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); Pokon Plantfood Corp (pgm-3). **Local:** Detroit White Lead Works (ann-2); Grinnell Bros., Music Store (ann-2); Hudson

Cleaners (ann-3); Forest Cleaners (ann and 5 mins-3); Cunningham Drug Stores, Inc. (news, ann-5); People's Outfitting Co. (5 min baseball preview-1); Plymouth Dealers of Greater Detroit (pgm-1); Schmidt Brewing Co. (ann-1); Simmons & Clark, Jewelers (ann-1); Colonial Department Store (ann-4); Kleen-Ezy Paint (ann-1); Nadell's Furs (ann-1); Frazer Paint Co. (ann-2); Wayne Short Wave (5 mins-1); Dr. Dix Dentists (ann-2); Detroit Suspender & Belt Co. (ann-1).

JAY H. SKINNER ADVERTISING AGENCY, 504 Sterling Bldg., Houston, Tex.; Capitol 6278-9. **President:** Francis Gilbert. **Secretary-Treasurer:** S. Sherrill. **Production Manager:** D. Williams. **Radio Director. Spot Time, Continuity and Script Buyer:** Francis Gilbert. **Talent Buyers, Publicity Directors:** Francis Gilbert, D. Williams. **Spot:** Galveston-Houston Breweries, Inc. for Southern Select Beer (sports, news, transcriptions, ann-10). **Local:** Geo. H. Dentler & Sons for Potato Chips and Salad Dressing (pgm-1); Fehr Baking Co. (quiz-1, ann-2); Fidelity Chemical Corp. (ann-2); Lone Star Creamery Co. (ann-1); Raymond Pearson, Ford and Lincoln Dealers (ann-1); Rettig's Ice Cream Co. (ann-1).

SMITH, HOFFMAN & SMITH, INC., 323 Fourth Ave., Pittsburgh, Pa.; Atlantic 9313. **President:** Lambert Smith. **Vice-President:** C. F. Hoffman. **Secretary:** Leo M. Dillon. **Director of All Radio Activities, Publicity Director:** Ronald P. Taylor. **Spot:** Dr. Ellis Sales Co., Inc., for Beauty Aids (participating pgms-4). **Local:** Pittsburgh Provision & Packing Co. for Meat Products (ann-1); Unatin 7-Up Co. for Soft Drinks (pgm, ann-1, pgm, ann-1); Pittsburgh Brewing Co. for Iron City, Dutch Club and Blue Label Beer (news-1, 2 pgms, baseball pgm-1, ann-1, 3 participating pgms, news-1, 2 participating pgms-1, baseball ann and station breaks-1). **Writer:** Ronald P. Taylor (all clients). **Producer:** Ronald P. Taylor (Pittsburgh Brewing Co.).

GORDON SMITH ADVERTISING SERVICE, 24½ N. Second St., Yakima, Wash.; 6334. **Owner:** K. Gordon Smith. **Local:** Lee Semon Store (ann-1); W. P. Fuller & Co. (ann-1); Harold H. Schultz (ann-1); Red Cross Pharmacy (ann-1); Yakima Artesian Ice Co. for Fuel (ann-1); Cascade Milk Products Co. (ann-1); Pomona Products Co. for New West Apple Juice (ann-1); Yakima County Horticulture Union for Apples (ann-1); Arbuckle, King & Goeckner for Footwear (ann-1).

ADVERTISING AGENCIES—Continued

- SOUTHERN ADVERTISING CORP.**, 111 Corcoran St., Durham, N. C.; F 9031. **President:** R. S. Williamson. **Secretary:** B. C. Williamson. **Treasurer:** M. V. Barker. **Vice-President, Art Director:** Mitchell Cox. **Production Manager, Publicity Director:** W. A. Kindel, Jr. **Director of All Radio Activities:** R. S. Williamson. **Spot:** Florence-Mayo Co. (5 mins-2); Keeley Institute (5 mins-1, transcribed ann-5); Johnston Chemical Co. (5 mins-4). **Local:** Roxboro Tobacco Market (ann-1); Durham Hospitality Committee (ann-1); Smithfield Board of Trade (5 mins-1). **Writers:** W. A. Kindel, Jr. (Florence-Mayo Co.), R. S. Williamson (all others).
- SPAULDING ADVERTISING**, 520 Temple Bldg., Rochester, N. Y.; Stone 2299. **Owner:** James B. Spaulding. **Local:** Rochester Business Institute (pgm-1); Star Palace Laundry (pgm-1).
- ROLFE C. SPINNING, INC.**, 1236 Macca-bees Bldg., Detroit, Mich.; Columbia 0531. **Radio Director:** Paul Hale Bruske. **Local:** Detroit District Dental Assn. (pgm-1); Michigan Macaroni Mfg. Co. (ann-1); Koepflinger's Health Bread (ann-1); Colonial Laundry (ann-1).
- 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:** E. A. Goble (Chicago), Harold F. 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). **Branch Offices:** 400 Madison Ave., New York City (Plaza 3-7444); R. A. Porter, vice-president in charge, 1397 Jefferson St., E., Detroit (Cherry 5313); Cliff Knobler, vice-president in charge, San Francisco; James Houlihan, vice-president in charge. **Network:** Cummer Products for Mollie (NBC Red-54) for Enengine (NBC Blue-44); Grove Laboratories for Bromo Quinine (NBC Blue-39); Swift & Co. for Sunbrite Cleanser (NBC Blue-55); Lewis-Howe Medicine Co. for Tums (NBC Red-81). **Spot:** Graham-Paige Motors (dramatized ann); American Express Co. (ann); Bromo Quinine (ann); Swift & Co. for Ice Cream (ann). (Number of stations used by these spot advertisers not listed) **Writers:** Welbourn Kelley (Mollie); Edith Meiser (Bromo Quinine). **Producers:** E. A. Goble, Wynn Orr, Harold F. Kemp, Hirman Brown.
- BARTON A. 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, Robert L. Nourse. **Space Buyer, Production:** A. W. Gudelman. **Radio Director, Talent, Continuity and Script Buyer:** Paul Conlan. **Spot Time Buyer:** A. W. Gudelman. **Branch Office:** 247 Park Ave., New York City (Plaza 3-8280). **Writer:** Marvin Fisher. **Producer:** Dave Elton.
- STEELE ADVERTISING AGENCY, INC.**, 714 M & M Bldg., Houston, Tex.; Preston 9997. **President:** H. Wirt Steele. **Vice-President:** C. W. Stephenson, Jr. **Secretary-Treasurer:** Samuel H. Peak. **General Radio Purchasing Director:** C. W. Stephenson, Jr. **Regional Network:** Duncan Coffee Co. for Admiration Coffee (Texas State Network-4), for Bright & Early Coffee (Texas Quality Network plus KNOW-4).
- 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.
- STEWART, HANFORD & CASLER, INC.**, 11 James St., Rochester, N. Y.; Stone 1453. **President:** A. T. Stewart. **Treasurer:** L. A. Casler. **Secretary:** R. S. Hanford. **Radio Directors, Talent Buyers:** A. T. Stewart, L. A. Casler. **Spot Time Buyer:** A. T. Stewart. **Publicity Director:** K. F. Stedman. **Local:** Stromberg-Carlson Telephone Mfg. Co. for Radios and Telephones (pgm-1); P. W. Minor & Son, Inc., for Treadeasy Shoes for Women (pgm-1); Andrew Radel for Oysters (ann-1); Comstock Canning Corp. for Comstock's Pie-Quik Sliced Apples (ann-2). **Producer:** E. M. Kern.

ADVERTISING AGENCIES—Continued

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, Russel G. Phillips. **Spot:** Estate Stove Co. (ann-placed by dealers); United States Shoe Corp. (5 min transcriptions placed by dealers-160). **Local:** Clyffside Brewing Co. (news-1, pgm-1); Cincinnati Gas & Electric Co. (pgm-1).

STODEL ADVERTISING CO., 411 West 7th St., Los Angeles, Calif.; TR 8577. **President:** E. C. Stodel. **Secretary, Copy:** Selma Schonfeld. **Copy:** I. Anthony Rainger. **Account Executives:** C. R. Reed, Michael B. Shore. **Radio and Publicity Director:** E. C. Stodel. **Spot:** Warner Bros. Theatres (ann-8); Guaranty Union Life Insurance Co. (pgm-25 to 50); Eastern—Columbia Department Store (news-2); Brooks Clothing (news-2). **Local:** Central Chevrolet Co. (pgm-1).

STONE - STEVENS - HOWCOTT - HALSEY, INC., 1332 Whitney Bldg., New Orleans, La.; MA 1684. **President:** Roger T. Stone. **Vice-President:** Lawrence H. Stevens. **Treasurer:** Coryell McKinney. **Secretary:** Margot Buryant. **Radio Director, Talent Buyer:** John Bell Simpson. **Local:** Cloverland Dairy Products, Inc. (pgm-1); Zetz 7-Up Bottling Co. for Delaware Punch and 7-Up (pgm-1, ann-2); Standard Brewing Co. (ann-3); White System, Inc. (ann-1); Security Building & Loan Assn. (One min pgm-1).

STRANG & PROSSER, Smith Tower, Seattle, Wash.; Elliott 1322. **President:** William T. Prosser. **Production** (news-papers, periodicals): William Burke. **Radio Director:** Grant Merrill. **Local:** Puget Sound Power & Light Co. (pgm-1, farm talks-1, pgm-1, market quotations-1, pgm-1, ann-3); U & I Sugar Co. (time signals-4); White & Ballard (5 min news-1); Schwabacher Bros. & Co. (news-1); Main Laboratories (ann-1). **Writer, Producer:** Grant Merrill (Puget Sound Power & Light Co.).

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.

CHARLES R. STUART, 625 Market St., San Francisco, Calif.; DO 2438. **Director**

of All Radio Activities. Account Executive: Charles P. Johnson. **Space Buyer, Account Executive:** Georgia Friedman. **Branch Office:** 1402 Park Central Bldg., 412 West 6th St., Los Angeles; Charles Levitt, manager. **Network:** Bank of America National Trust & Savings Assn. (NBC Pacific Coast Blue-3, plus 6 individual stations). **Spot:** Bank of America National Trust & Savings Assn. (ann. one min transcriptions-17). **Writers:** Sam Dickson (one minute transcriptions), John Nesbitt (network program).

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. **Partners:** John F. Sweeney, Frank G. James. **Radio Director:** Frank G. James. **Network:** Firestone Tire & Rubber Co. (NBC Red-53).

J. WALTER THOMPSON CO., 420 Lexington Ave., New York City; Mohawk 4-7700. **President:** Stanley Resor. **Secretary:** Howard Kohl. **Treasurer:** Gilbert Kinney. **Senior Vice-Presidents:** Gilbert Kinney, Henry T. Stanton, James W. Young. **Vice-Presidents:** Lloyd W. Baillie, William L. Day, Sidney W. Dean, Jr., Henry C. Flower, Jr., Howard Henderson, Walter R. Hine, Thayer Jaccaci, Marvin S. Knight, William C. McKeenan, Jr., Samuel W. Meek, William G. Palmer, Russell Pierce, William Resor, Philip Richardson, S. Hunter Richey, Henry M. Stevens, Clement H. Watson, Elwood Whitney. **Vice-President in Charge of Radio:** John U. Reber. **Radio Time Buyer:** Linnea Nelson. **Radio Talent Buyer:** Tom Luckenbill. **Radio Production Staff:** Richard Eastland, Calvin Kuhl, Frank O'Connor, A. K. Spencer. **Continuity Writers:** Samuel Carter, Robert T. Colwell, Joe Bigelow, John Leimbach, Robert Mosher, Carl Seabergh, Tiffany Thayer. **Radio Publicity Director:** W. Crider. **Branch Offices:** 1549 N. Vine St., Hollywood (Hillside 7241). **Vice-President:** Danny Danker. **Radio Production Staff:** Sanford Barnett, Robert Brewster, John Christ, Maury Holland. **Continuity Writers:** Carroll Carroll, Edward Helwick, Harry Kerr, Dick Mack, Stan Quinn, George Wells. **Radio Talent Buyer:** Paul Rickenbacher. **Publicity Director:** James Bealle. 410 N. Michigan Ave., Chicago (Superior 0303). **Vice-President, General Manager:** Henry T. Stanton. **Vice-Presidents:**

ADVERTISING AGENCIES—Continued

- Chester A. Foust, Kennett W. Hinks, Willard F. Lochridge, Merton V. Waeland, James D. Woolf. **Radio Director:** B. W. Gunn. **Radio Time Buyer:** Margaret Wylie. 1221 Locust St., St. Louis (Central 8040). **General Manager:** R. A. Mott. 100 Bush St., San Francisco (Garfield 3510). **Vice-President, General Manager:** Arthur C. Farlow. 821 Second Ave., Seattle (Seneca 0655). **General Manager:** Norton W. Mooge. **Network:** General Cigar Co. (commentator, Mutual-71); J. B. Williams for Shaving Cream (NBC Red-42); Kellogg Co. for Corn Flakes (NBC Red-52, CBS-40); Standard Brands for Chase & Sanborn (NBC Red-69), for Fleischmann's Foil Yeast (NBC Blue-31, NBC Red-46), for Royal Desserts (NBC Red-46), for Royal Desserts and Fleischmann's Foil Yeast (NBC Red-51), for Tender Leaf Tea (NBC Red and CBC-61); Lever Bros. for Lux Flakes and Toilet Soap (CBS-94, CBS-86); Kraft Cheese Co. (NBC Red-77); Wm. Wrigley, Jr., Co. (CBS-67). **Regional:** Atlantis Sales Corp. for French's Mustard (participating pgm, Yankee Network-7); Penick & Ford for Brer Rabbit Molasses (participating pgm, Yankee Network-7); Northam Warren for Cutex (station breaks, Pacific Coast-4). **Spot:** Calsodent Co. (pgm-1); City Baking Co. (ann-2, ann-3); Emerson Drug Co. for Bromo Seltzer (ann-1); Johns-Manville (5 min participating-1); Lamont, Corliss for Danya (participating pgm-3); Penick & Ford for Brer Rabbit Molasses (participating pgm-1); Planters Peanuts (transcribed ann-12); Scott Paper Co. (participating pgms-34); Shell Oil Co., Eastern Division (station breaks-21); Shell Oil Co., Mid Continent (station breaks-49); Universal Pictures (ann-1); J. B. Williams for Shaving Cream (news-1, transcribed pgm-1, news-1), for Glider Shave Cream (pgm-1); Kraft Cheese Co. (participating pgm-1); Seck & Kade for Pertussin (ann-1). **Local:** Northern Trust Co. (pgm-1).
- J. WALTER THOMPSON CO., LTD.**, 80 Richmond St., W., Toronto, Ont., Canada; Waverly 2646. **Manager:** Adrian Head. **Account Executives:** Roy Madden, Mark Napier, Rhoda Howe, Perry Acland, Gilbert Nunns, Clemens Hathaway. **Space Buyer:** Norma Gibb. **Radio Directors, Talent Buyers, Production Directors:** Howard Lindsay, Edmund Rice. **Spot Time Buyer:** Norma Gibb. **Continuity and Script Buyer:** Howard Lindsay. **Network:** Lever Bros., Ltd. (CBC-28, CBC-34, CBC-11); Dominion Stores, Ltd. (CBC-2); Pond's Extract Co., Ltd. (French network-2); Kellogg Co., Ltd. (French network-2). **Local:** British American Oil Co., Ltd. (news-1, pgm-1); Kellogg Co., Ltd. (pgm-2, pgm-1); John Labatt, Ltd. (pgm-1, pgm-1); Pond's Extract Co., Ltd. (pgm-1); Swift Canadian Co., Ltd. (ann-3); Bromo Seltzer Co. (pgm-1). **Writers:** Mrs. Kay Edge, Len Peterson, Andre Audet (Kellogg), Kim McIlroy, Francoise Loranger, Paul L'Anglais, Gabriel Langlais (Pond's), Woody Klose (Lever Bros.), William Strange (Bromo-Seltzer), O. Legare, Paul L'Anglais (British American Oil), Alfred Rousseau, Paul L'Anglais, Gibby Wall (John Labatt), Nelson Craig (Dominion Stores). **Producers:** Rai Purdy, Wilfred Charland, Charles R. Bell (Kellogg), Gibby Wall (John Labatt), Paul L'Anglais (Pond's, British American Oil, Bromo-Seltzer, Lever Bros., John Labatt).
- NORMAN W. TOLLE & ASSOCIATES**, 631 Third Ave., San Diego, Calif.; Franklin 6606. **President:** Norman W. Tolle. **Treasurer, Space Buyer:** Muriel M. Tolle. **Radio and Publicity Director, Talent, Continuity and Script Buyer:** Norman W. Tolle. **Spot Time Buyer:** Muriel M. Tolle. **Local:** San Diego Ice & Cold Storage Co. (ann-1); Cummings-Hansen Candy Co. (ann-1); Hage's, Ltd. (ann-1).
- 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). **National Spot:** Par Soap Co. (ann-7); Pacific Guano Co. (ann-3); Enasil Chemical Co. (pgm-1). **Local Spot:** Downtown Merchants Association (ann-5); H. C. Capwell Co. (ann-6). **Writer:** Harold P. Burdick (Cardinet Candy).
- ARTHUR TOWELL, INC.**, 400 Commercial Bank Bldg, Madison, Wis.; Fairchild 682. **President:** Arthur Towell. **Secretary:** Margaret Tollack. **Production Manager:** Ralph Timmons. **Radio Director:** Ralph O'Connor.
- TRACY-LOCKE-DAWSON, INC.**, 22 East 40th St., New York City; AS 4-1690. 1307 Pacific Ave., Dallas; 7-8655. **President:** Joe M. Dawson. **Executive Vice-President:** Raymond P. Locke. **Vice-Presidents:** Manfred Darmstadter, Joseph Scheideler. **Treasurer:** J. H. Wellenkamp. **Secretary:** Monty Mann.

ADVERTISING AGENCIES—Continued

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). **Regional:** Dr. Pepper Co. (special network-26); Panerust Plato Co. for Crustene (Texas Quality Network-4); Imperial Sugar Co. (Texas Quality Network-4, Texas Quality Network-4). **Spot:** Dr. Pepper Co. (transcribed pgm-31). **Local:** Borden Co. for Milk (news-2); Imperial Sugar Co. (pgm-2); Mrs. Baird's Bread (pgm-2); Packard Dallas, Inc., for Motor Cars (news-1); Dr. Pepper Co. (pgm-1); Peters Weather Bird Shoes (transcribed pgm-1); also station breaks and announcements. **Writers:** Raymond P. Locke, James J. Jefferies, Glenn G. Addington. **Producers:** Raymond P. Locke, Erle Racey, Glenn G. Addington, Mario Messina, Monty Mann.

TURNER ADVERTISING AGENCY (formerly James H. Turner, Advertising), 520 N. Michigan Ave., Chicago, Ill.; Superior 2161. **Executives:** John K. Turner, J. Gordon Turner, Charles V. Haliday. **Director of All Radio Activities:** John K. Turner.

DAVID A. TYNION, ADVERTISING, 208 E. Genesee St., Syracuse, N. Y.; 3-3542.

U. S. ADVERTISING, 240 Huron St., Toledo, O.; Main 8205. **President, Treasurer:** Ward M. Canaday. **Vice-President:** Bryan Warman. **Branch Office:** 612 N. Michigan Ave., Chicago (Delaware 4466). **Network:** Brewers' Radio Show Association (CBS-46). **Spot:** Wilson & Co., Inc., for Wilson Lard (ann, 5 mins, pgm, news-6), for Wilson Ideal Dog Food (ann, 5 mins, pgm, news-15); Unitarian Fellowship for Social Justice (talks-11). **Local:** Foster-Dack Co. for Pharmaceutical Products (ann-1).

CHARLES E. VAUTRAIN ASSOCIATES, INC., 560 Dwight St., Holyoke, Mass.; 2-3884. **President, Treasurer:** Charles E. Vautrain. **Vice-President:** Stephen F. Tucker. **Secretary:** Frances M. Dobbs.

VICKERS & BENSON, LTD., Keefer Bldg., Montreal, Que.; Plateau 5051. **Executives:** R. H. Vickers, D. F. Benson, R. R. DeLong, A. C. Her, C. M. Mutch, R. C. Gaisford. **Radio Director, Spot Time and Talent Buyer:** H. G. Gonthier. **Continuity and Script Buyer, Publicity Director:** Yvette Cadieux. **Branch Office:** 217 Bay St., Toronto, Ont. (WA 1603).

Network: Thos. J. Lipton, Ltd. for Lipton's Tea (Canadian network-6); L. O. Grothe, Ltd. (Canadian network-4). **Spot:** Thos. J. Lipton, Ltd. (pgm-26, ann-32); Canada Starch Co. for Crown Brand Syrup, Karo Syrup and other products (sports club-1, pgm-3, hockey school-1, ann-7, pgm-1, pgm-1, French ann-2, ann-3); Allan's Beverages, Ltd. (ann-1); D. L. & W. Coal Co. for Blue Coal (pgm-3, 5 mins-1); Lake of the Woods Milling (news-1, ann-6). **Writers:** Frank M. Harris (Canada Starch Co., Lipton's Tea), Stan Francis (Lipton's Tea), Gerard Delage (L. O. Grothe, Ltd.), Jean Robitaille (Lipton's Tea). **Producers:** Stan Francis (Lipton's Tea), Marcel Baulu (L. O. Grothe, Ltd.), Marcel Pare (Lipton's Tea), E. Ainger.

WADE ADVERTISING AGENCY, 208 W. Washington St., Chicago, Ill.; State 7369. **Proprietor:** Albert G. Wade. **Manager:** Walter A. Wade. **Radio Director:** Walter A. Wade. **Talent, Script and Continuity Buyer:** P. C. Lund. **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); Wear Proof Mat Co. (5 min news-1, ann-1). **Writers:** P. C. Lund (Alka-Seltzer); Robert E. Dwyer (Murphy Products); Jeff Wade (Morris B. Sachs). **Producers:** William E. Jones, Edward E. Simmons (Alka-Seltzer); William E. Jones (Morris B. Sachs); Robert E. Dwyer (Murphy Products).

LOUIS E. WADE, INC., 312 Utility Bldg., Fort Wayne, Ind.; A-6282. **President:** Louis E. Wade. **Secretary-Treasurer:** George B. Buist. **Director of All Radio Activities:** Medford E. Maxwell. **Spot:** Allied Mills, Inc. for Livestock Feeds (ann-2); Horton Mfg. Co. for Home Laundry Equipment (ann-5). **Local:** Sigrist Furniture Co. (pgm, ann-1); Troy Laundry (ann-1); Sauders Poultry Farm (ann-1).

HUGO WAGENSEIL & ASSOCIATES, Talbott Realty Bldg., Dayton, O.; 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. **President:** William S. Walker. **Radio Director:** William W. Rose. **Writers, Producers:** Gene

ADVERTISING AGENCIES—Continued

- H. Eckerson, R. C. Woodruff. **Writer:** Fred Newmeyer. **Recording Technician:** James L. Baker. **Assistant Recording Technician:** Deil Matter. **National Spot:** Duquesne Brewing Co. (sports pgm, news, ann-12); Pittsburgh Coal Co. for Champion Coal (chain breaks, weather reports-5); Clark Bros. Chewing Gum Co. for Clark's Teaberry Gum (transcribed ann-34); American Fruit Growers, Inc., for Blue Goose Fruits and Vegetables (ann, 3 and 5 mins-19). **National Spot and Local:** Beauty Products Corp., for Lady Harding Cosmetics (pgms, ann, 3 mins-5). **Local:** Mail Pouch Tobacco Co. (pgm of news, sports, music-2); Colonial Biscuit Co. for Colonial Toasts (pgm-2); Spear & Co., Home Furnishings and Clothing (pgm, sports events, ann-5); A. Marsh & Son for Stogies (pgm-1).
- 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. **Publicity Director:** Russell Pierce. **Network:** Sherwin-Williams Co. for Paints (NBC Blue-90); Wm. R. Warner & Co. for Sloan's Liniment (NBC Blue-104, NBC Red-33). **Regional, Spot and Local:** Larus & Bro. Co. for Edgeworth Tobacco and Domino Cigarettes (hockey, Colonial Network-7, transcribed pgm-13, pgm-2, baseball-1). **Spot:** Krueger Brewing Co. (ann-6); Hygrade Sylvania Corp. (pgm-1); Larus & Bro. Co. for Domino, Edgeworth and Chelsea (ann-12). **Writer:** Anna Erskine (Sherwin-Williams).
- WATTS, PAYNE-ADVERTISING, INC.,** Tulsa, Okla.; 3-8108. **President:** Don Watts. **Treasurer:** Oscar Payne. **Secretary:** M. P. Randall. **Directors of All Radio Activities:** Don Watts. **Oscar Payne, Burke Gilliam.** **Local:** National Mutual Casualty Co. (news-1); The Ecuathol Co. for Medicinal Products (news-1); United Federal Savings & Loan Assn. (5 min news-1, ann-1); Ahrens Brewing Co. (pgm-1).
- WAXELBAUM & CO.,** 110 West 40th St., New York City; PE 6-9043. **Owner:** Benjamin Waxelbaum. **Director of All Radio Activities:** Benjamin Waxelbaum. **Publicity Director:** Dorothy Fineman. **Local:** Fairmont Creamery Co. (ann-2); Morris Plan Industrial Bank (ann-1); International Salt Co. (pgm-1); Tree
- Mark Shoe Co. (pgm-1, ann-3); Triebitz Shoes (ann-1); Daitch Dairy (ann-2). (Note: Agency specializes in Jewish programs.)
- TUCKER WAYNE & CO., INC.,** 629 Ten Pryor Street Bldg., Atlanta Ga.; Walnut 6761. **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:** Palmer Brothers Co. for Mattresses and Bedding (news pgm, NBC Blue-41). **National Spot:** American Bakeries Co. for Merita Bread, Cakes and Crackers (pgm-24); J. Allen Smith & Co. for White Lily Flour (ann-3); Southland Coffee Co. for Bailey's Supreme Coffee (ann-3).
- 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); Royal Laundry Co. (ann-1); Star Laundry Co. (ann-1); Northern States Power Co. (ann-1).
- WEILL & WILKINS, INC.** See Norman Weill, Inc.
- ARMAND S. WEILL CO., INC.,** 170 Franklin St., Buffalo, N. Y.; Washington 6250. **President:** Armand S. Weill. **Treasurer:** Harold C. Desbecker. **Assistant Secretary:** Robert K. Weill. **Radio Director:** Robert K. Weill.
- NORMAN WEILL, INC.** (formerly Weill & Wilkins, Inc.), 247 Park Ave., New York City; PL 8-0460. **President:** Norman Weill. **Vice-President:** H. R. Fletcher. **Secretary:** R. F. Weill. **Treasurer:** Max Friedman. **Spot:** National Seed & Bulb Co. (ann-6); Macleves' Personalized Perfume (ann-6).
- MILTON WEINBERG ADVERTISING CO.,** 325 West 8th St., Los Angeles, Calif.; Tucker 4111. **Co-Owners:** Milton Weinberg, Bernard Weinberg. **Account Executives:** George N. Laws, Hendry Bart, Walter Beans, C. W. Culpepper, William H. Krauch. **Radio Director, Talent, Continuity and Script Buyer:** Bernard Weinberg. **Spot Time Buyer:** E. Cousino. **Publicity Director:** William H. Krauch.

ADVERTISING AGENCIES—Continued

WEISS & GELLER, INC., 400 N. Michigan Ave., Chicago, Ill.; Delaware 1124. **President:** E. H. Weiss. **Secretary, Treasurer:** Max A. Geller. **Vice-President:** L. C. MacGlashan. **Media Director:** John Clayton. **Radio Director, Spot Time Buyer:** John Clayton. **Branch Office:** 538 Fifth Ave., New York City (Vanderbilt 6-6370); Max A. Geller in charge. **Network:** Axton-Fisher Tobacco Co. for Twenty Grand Cigarettes (news, CBS Pacific-7). **Spot:** Axton-Fisher Tobacco for Twenty Grand (sports pgms-aggregate of 11, news-aggregate of 4, pgm-1, ann-1. 5 min news oddities-1); Sprague, Warner & Co. for Food Products (participating pgm-1, ann-1).

WENDT ADVERTISING AGENCY, 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 Lion Store, for Sporting Goods (ann-2); Ohio Sporting Goods 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:** Irene M. Gregori. **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 (CBS Pacific-8); Sperry Flour for Sperry Pancake and Waffle Flour (NBC Pacific Red-6, participation, NBC Pacific Red-6); Sperry Flour for Cereals and Flour (NBC Pacific Red-7); Sperry Flour Co. (NBC Pacific Red-6); Sperry Flour Co. (pgms, ann-32 Don Lee, plus 4 to 6 individual stations). **Spot:** General Mills for Wheaties (baseball games-10); B. F. Goodrich Co. for Tires (baseball games-7). **Writers:** Hal Burdick (Sperry Cereals and Flour). **Producers:** Hal Burdick (Wheat Hearts), Cameron Prud'homme, of NBC (Sperry Pancake and Waffle Flour).

WESTHEIMER & CO., 315 N. 7th St., St. Louis, Mo.; Garfield 4080. **Partners:** Louis E. Westheimer, Samuel West-

heimer. **Radio Director:** None; handled by account executives. **Spot:** Peters Shoe Co., Division of International Shoe Co. (transcribed pgm-1); Missouri Apple Institute (ann-5 to 10). **Local:** Walter Freund Bread Co. for Sunbonnet Bread (pgm-1); Progress Brewing Co. for Progress Select Beer (ann-1).

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-6). **Spot:** Walker Remedy Co. (ann-17); Clay Equipment Co. (ann-5); Iowa Soap Co. (transcribed pgm-1, ann-1). **Local:** Vinton Hybrid (ann-1).

WARD WHEELLOCK 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 Buyer:** C. M. Rohrabough. **Talent Buyer:** Diana Bourbon. **Continuity and Script Buyers:** C. M. Rohrabough, Diana Bourbon. **Branch Offices:** 444 Madison Ave., New York City (Plaza 3-6490); 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 and Beans (CBS-96), for Soups, Pork and Beans, Tomato Juice (CBS-108, CBS-96), for Soups, Pork and Beans (CBS-96), for Tomato Juice (CBS-48); Columbia Recording Corp. (CBS-31). **Local:** Campbell Soup Co. for Clam Chowder, Tomato Juice (5 min news-1).

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. Conner. **Director of All Radio Activities:** Showalter Lynch. **Branch Office:** Republic Bldg., Seattle, Wash. (EL 1335); George Weber, vice-president in charge. **Network:** Neighbors of Woodcraft for Life Insurance (Don Lee, Pacific Coast-31). **Spot:** Montag Stove & Furnace Works (ann-3). **Local:** United States Bakery (pgm-1, ann-4); Fahey-Brockman (pgm-1); Arthur L. Fields Co. (pgm-1). **Writer, Producer:** Showalter Lynch.

ADVERTISING AGENCIES—Continued

ED WOLFF & ASSOCIATES, 428 Taylor Bldg., Rochester, N. Y.; Stone 191. **Proprietor:** Ed Wolff. **Technical Chief:** Lawrence Sterling. **Production Manager:** Mrs. Henrietta S. Feeser. **Account Executives:** Lawrence Sterling, Ed Wolff, Alfred Scheible. **Radio Directors:** Ed Wolff, Mrs. Henrietta Feeser, Alfred Scheible. **Spot Time, Talent, Continuity and Script Buyer:** Mrs. Henrietta Feeser. **Local:** Rochester Brewing Co. for Old Topper Ale (pgm-1); First Federal Savings & Loan Association (pgm-1); Hess Co. for Hair-I-Dry (ann-1). **Writers:** Alfred Scheible (First Federal Savings & Loan), Ed Wolff, Alfred Scheible (Rochester Brewing). **Producers:** H. G. Goodman Co. (Rochester Brewing).

WOOLLEY & HUNTER, INC., 306 Steel Bldg., Denver, Colo.; KE 8194. **President:** Cloyd F. Woolley. **Vice-President:** Ed. M. Hunter. **Secretary, Treasurer:** Mark L. Mulligan. **Radio Director, Talent, Continuity and Script Buyer:** Ed. M. Hunter. **Spot Time Buyer:** Mark L. Mulligan. **Publicity Director:** Ed. M. Hunter. **Local:** Campbell-Sell Baking Co. for Butter-Nut Bread (ann-1, pgm-1); Gates Service Station for Tires and Batteries (ann-1); Denver Real Estate Exchange (ann-2); We-G Magic Cleaner, Silverware Cleaner (ann-1); Eagle Flour Mills (ann-1).

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. **Local:** National Transportation Co. (pgm-1); Fifth Avenue Coach Co. (pgm-1). **Writers:** Bryce Oliver (National Transportation); Amie B. Brunn (Fifth Avenue Coach).

YOUNG & RUBICAM, INC., 285 Madison Ave., New York City; AS 4-8400. **Chairman:** Raymond Rubicam. **President:** Chester J. LaRoche. **Vice-President, Chairman Plans Board:** Charles L. Whittier. **Vice-President, Director of Media and General Production:** A. V. B. Geoghegan. **Space Buyers:** E. J. Byrne, A. B. Pratt, Thomas M. Hackett, George F. Leithner, Henry L. Sparks, George M. Finley, G. Ward Randall, Jr. **Space Buyer (Outdoor):** Robert P. Mountain. **Traffic Manager:** H. J. O'Sullivan. **Office and Mechanical Production Manager:** John F. Aldinger. **Executive Vice-Presidents:** Sigurd S. Larmon, Arthur Andrews, Donald Payne, Edward Barnes. **Vice-Presidents:** John E. Grimm, Jr., Louis N. Brockway, Curtis G.

Pratt, Bryan Houston. **Vice-President, Merchandising Director:** Samuel Cherr. **Manager, Merchandising:** John M. Van Horson. **Manager, Market Research:** Donald S. Frost. **Vice-President, Copy Director:** H. S. Ward. **Manager, Copy Department:** Robert D. Work. **Associate Copy Directors:** Louise Taylor Davis, John B. Rosebrook, Ted Patrick, T. S. Replier. **Vice-President, Director of Copy and Radio Research:** George Gallup. **Assistant Director of Copy and Radio Research:** G. T. Sewell. **Vice-President, Art Director:** Vaughn Flannery. **Secretary, Treasurer:** J. H. Geise. **Assistant Treasurers:** Harry G. Brown, Harry H. Enders. **Radio Director:** Thomas F. Harrington. **Manager of Radio Department:** Tom Lewis. **Assistant to Radio Director:** Frederic W. Wile, Jr. **Manager of Talent Bureau:** Hubbell Robinson, Jr. **Manager, Commercial Copy Bureau:** Joseph A. Moran. **Manager, Station Relations Bureau:** Carlos Franco. **Assistant Manager:** Joseph J. Holmes, Jr. **Special Announcer:** Harry von Zell. **Manager, Publicity Department:** William H. Jenkins. **Manager, Radio Publicity Bureau:** W. J. Thomas, Jr. **Branch Offices:** 333 N. Michigan Ave., Chicago (Central 3144); A. E. Tatham, vice-president, manager; D. G. Schneider, vice-president, merchandising director; T. S. Garrett, copy director; L. P. Cottman, copy; J. F. Hunt, K. Laird, C. O. Husting, account executives. 7430 Second Blvd., Detroit (Madison 4300); John F. Reeder, vice-president, manager; H. K. Jones, E. T. Lifner, account executives; George Davis, contact, copy. 6253 Hollywood Blvd., Hollywood (Hollywood 2734); Joseph R. Stauffer, manager; Carroll O'Meara, assistant; John Van Nostrand, radio production supervisor. Young & Rubicam, Ltd., 660 St. Catherine St., W., Montreal, Que. (Plateau 4691); E. D. Ring, vice-president, Canadian manager; Irene Kon, copy, contact; L. C. Arbuthnot, director of media and research. 80 King St., W., Toronto, Ont. (Elgin 0397); F. Goodman, copy, contact. **Network:** American Tobacco Co. for Half & Half Smoking Tobacco (CBS-53); Bristol-Myers for Ipana and Sal Hepatica (NBC Red-53, NBC Red-63); Fels & Co. for Fels Naptha Soap Chips (CBS-57); General Foods for Calumet Baking Powder, Swans Down Cake Flour (CBS-77, CBS-67), for Calumet, Swans Down, Diamond Crystal Salt (CBS-66), for Grape Nuts (NBC Red-58); for Jell-O (NBC Red-75, plus CBC; NBC Blue-63), for Jell-O, Chocolate Pudding, Sanka Coffee (CBS-73), for La

ADVERTISING AGENCIES—Continued

France, Satina, Minute Tapioca (CBS-51, CBS-40), for Postum (CBS-56); Gordon Baking Co. (NBC Red and Blue-3); Gulf Oil Corp. (CBS-66, CBS-63, CBS-66); Hawaiian Pineapple Co. for Dole Pineapple Jems and Juice (CBS-62); International Silver Co. for 1847 Rogers Bros. and Wm. Rogers & Son Silverware (CBS-53, plus 30 CBC, CBS-26); Metropolitan Life Insurance Co. (Mutual-2). **Spot:** Borden Co. (ann-5); Cluett-Peabody, SanORIZED (pgm-8); Bristol-Myers for Minit Rub (ann-29, news-12), for Sal Hepatica (news-9); General Foods for Birds Eye Frosted Foods (ann, news-14); Fels & Co. for Fels Soap and Chips (pgm-20, ann-1); Lipton's Tea (ann-79, news-4); Gulf Oil Corp. for Gulf Spray (transcribed pgm-26); General Foods for Postum (pgm-1), for Jell-O, Jell-O Pudding, Minute Tapioca (pgm-1), for Calumet (pgm-1), for Swans Down Flour (pgm-1); American Cigarette & Cigar for Pall Mall Cigarettes (ann-8); Rit Products for Rit Curtain Dye (ann-3). **Local:** Metropolitan Life Insurance (pgm-3, transcribed pgm-3, ann-1); Borden (pgm-1); R. H. Macy Co., Institutional (pgm-1); General Foods for Birds Eye Frosted Foods (pgm-1); Pharma-Craft Corp. (ann-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). **Writers:** E. LeRoy Pelletier (Farmers & Manufacturers Beet Sugar Association), R. E. Keller (Stroh Brewery Co., Farmers & Manufacturers Beet Sugar Association).

FREDERIC W. ZIV, INC., 2436 Reading Rd., Cincinnati, O.; University 6124. **President:** Frederic W. Ziv. **Vice-Presidents:** John L. Sinn, William Ziv. **Treasurer:** M. R. Ziv. **Radio Directors:** John L. Sinn, George B. Hart. **Spot Time Buyer:** John L. Sinn. **Continuity and Script Buyer:** George B. Hart. **Publicity Director:** Ralph Rosenberg.

V
R.A.

PRODUCTION AIDS

MUSIC LICENSING SOCIETIES

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

Gross ASCAP 1939 and 1938 Receipts:

	1939	1938
Radio (total)	\$4,142,024.44	\$3,845,206.34
{ Advertising fee	\$3,277,836.47 }	
{ Sustaining fee	864,187.97 }	
Motion Pictures.....	1,166,232.77	1,139,682.38
Restaurants	673,787.57	531,127.11
Hotels	226,890.03	214,240.07
Dance Halls.....	143,845.45	135,497.28
Miscellaneous	158,973.33	221,597.41
Total Gross Receipts.....	\$6,511,753.59	\$6,087,350.59

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.

As of Jan. 1, 1941, it is proposed to effect a new licensing arrangement with the radio industry. Under this new plan the major networks are, for the first time, asked to pay a license fee on the music issued over their chains. Revisions in station payments have meantime been made. Facsimiles of future contracts for both single stations and chains are appended to this article.

ASCAP—Continued

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 restricted 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%
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 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.

ASCAP SINGLE STATION LICENSE

AGREEMENT made between the AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS (hereinafter referred to as "SOCIETY") and (hereinafter referred to as "LICENSEE") as follows:

1. SOCIETY grants to LICENSEE and LICENSEE accepts for a period of five years from a license to publicly perform by non-visual broadcasting from Radio Station located at (hereinafter referred to as "LICENSEE'S Station"), non-dramatic renditions of the separate musical compositions heretofore or hereafter during the term hereof copyrighted or composed by members of SOCIETY, or of which SOCIETY shall have the right to license such performing rights.

2. The within license does not extend to or include the public performance by broadcasting or otherwise of any rendition or performance of any opera, operetta, musical comedy, play or like production, as such, in whole or in part.

3. Nothing herein contained shall be con-

strued as authorizing LICENSEE to grant to others any right to reproduce or perform publicly for profit by any means, method or process whatsoever, any of the musical compositions coming within the purview of the within license performed pursuant hereto or as authorizing any receiver of any such broadcast rendition to publicly perform or reproduce the same for profit by any means, method or process whatsoever.

4. The within license is limited to the separate musical compositions heretofore or hereafter during the term hereof copyrighted or composed by members of SOCIETY or of which SOCIETY shall have the right to license the performing rights hereinbefore granted in programs rendered at or from LICENSEE'S Station, or at or from any hotel, cabaret, night club, dance hall or similar place of entertainment, duly licensed by SOCIETY to perform such works (unless the performance originates at a place or from a source which SOCIETY does not customarily license), from

ASCAP STATION LICENSE—Continued

which place rendition of such works is transmitted directly to such radio station for the purpose of being broadcast therefrom.

LICENSEE shall be guilty of a breach under this article "4" only in case it continues to broadcast a program rendered at such places other than said station, after LICENSEE shall have received notice from SOCIETY that such places are not licensed by SOCIETY to perform.

5. (a) The license herein granted by SOCIETY to LICENSEE shall apply solely to broadcast performances which originate at a place or source described in Paragraph "4" hereof and which performances are broadcast only by LICENSEE'S station and by no other station.

(b) No license is hereby granted to perform by means of broadcasting, any programs originating in any other broadcasting station or in any studio other than the one maintained by LICENSEE at which LICENSEE represents is wholly owned, operated, controlled and supervised by it.

(c) Notwithstanding the foregoing, LICENSEE shall have the right to broadcast through its station, programs containing musical compositions in the repertory of SOCIETY, as part of a chain hook-up (i.e., the simultaneous broadcast of a program over two or more stations), provided such chain hook-up shall have been duly licensed under SOCIETY'S Chain Broadcast License.

Should LICENSEE'S Station broadcast any program containing any musical compositions in the repertory of SOCIETY, originating in any other broadcasting station or studio, not in accordance with the provisions of the preceding paragraph, LICENSEE agrees to pay SOCIETY and SOCIETY agrees to accept in lieu of any damages a sum equal to 10% of the highest card rate (as published by the station or by any party in any way representing or dealing on behalf of the station or by the chain broadcaster) for the period consumed by the entire program of which the composition is a part, LICENSEE to be given credit against such 10% for any amounts allocated and paid to SOCIETY for the use of LICENSEE'S broadcasting facilities for such program under Article "8" hereof.

(d) No license is hereby granted to LICENSEE to broadcast or permit the broadcasting of programs originating in LICENSEE'S Station over or through or by any other broadcasting station.

Should LICENSEE desire to have pro-

grams originating in LICENSEE'S Station broadcast over or through or by any other broadcasting station, SOCIETY and LICENSEE agree to execute a separate and independent license agreement therefor, such license agreement to be the regular Chain Broadcast License of SOCIETY.

6. LICENSEE agrees upon request to furnish to SOCIETY during the term of the within license a list of all musical compositions (or, at the option of LICENSEE, a list of all musical compositions heretofore or hereafter during the term hereof copyrighted or composed by members of SOCIETY or of which SOCIETY shall have the right to license the performing rights hereinbefore granted) broadcast from or through LICENSEE'S Station, showing the title of each composition and the composer and author thereof; provided that LICENSEE shall not be obligated under this article "6" to furnish such a list covering a period or periods in the aggregate during any one calendar year in excess of three (3) months. The lists so furnished by LICENSEE to SOCIETY shall be strictly confidential and SOCIETY covenants that it will make no disclosure thereof or of the contents thereof.

7. SOCIETY reserves the right, at any time, and from time to time, to withdraw from its repertory and the operation of this license, any musical composition or compositions, provided, however, that if more than one thousand (1,000) compositions contained in SOCIETY'S repertory heretofore or hereafter during the term hereof copyrighted or composed by members of SOCIETY, shall be withdrawn or placed on the restricted list at any given time, LICENSEE may terminate this license by giving immediate written notice to SOCIETY of its election so to do, which notice shall become effective sixty (60) days after receipt thereof, unless at any time during such sixty-day period SOCIETY shall reduce the number of compositions on the restricted list to one thousand (1,000) or less, in which event the notice shall become inoperative and this agreement shall continue with the same full force and effect as if such notice had not been given. The right of termination under the conditions heretofore mentioned in this paragraph shall be the sole and exclusive remedy of LICENSEE.

In the event of any such termination of this license, SOCIETY shall refund to LICENSEE pro rata license fees, if any, paid for a period beyond the effective date of such termination.

Musical compositions contained in SOCIETY'S repertory but not heretofore or hereafter during the term hereof copy-

ASCAP STATION LICENSE—Continued

righted or composed by members of SOCIETY, are embraced within this license to the extent only that SOCIETY may have the right, from time to time, to license the performing rights hereinabove granted and the withdrawal of any of such musical compositions from SOCIETY'S repertory and from the operation of this license, shall not affect this license or the compensation payable hereunder.

8. In consideration of the license herein granted, LICENSEE agrees to pay to SOCIETY the sums specified in Subdivision of Schedule "A" hereto attached and made part hereof and to make the accountings therein specified, all at the times and in the manner therein set forth, and all the definitions, provisions and agreements contained in Subdivision "V" of said Schedule "A" shall apply and be binding upon the parties hereto.

In case there shall be any reclassification, from time to time, of LICENSEE, as provided in and in accordance with the provisions of Subdivision "IV" of said "Schedule A," then in any and all such cases, LICENSEE agrees to pay to SOCIETY for the period as fixed in such Subdivision "IV" the sums therein specified in lieu and in place of those provided in the preceding paragraph of this article, and LICENSEE shall make accountings all as hereinabove provided, based upon such reclassification.

9. SOCIETY shall have the right, by its duly authorized representative, at any time during customary business hours, to examine the books and records of account of LICENSEE only to such extent as may be necessary to verify any such monthly statement of accounting as may be rendered pursuant hereto. SOCIETY shall consider all data and information coming to its attention as a result of any such examination of books and records as completely and entirely confidential.

10. Upon any breach or default of any terms herein contained, SOCIETY may give LICENSEE thirty (30) days' notice in writing to cure such breach or default, and in the event that such breach or default has not been cured within said thirty (30) days, SOCIETY may then forthwith terminate said license.

11. In case the State or any subdivision thereof, in which LICENSEE'S Station is located should enact any laws which, in the opinion of SOCIETY, impede or prevent the full performance of this agreement in such State, or impose discriminatory or confiscatory taxes upon SOCIETY, SOCIETY reserves the right to terminate this agreement.

12. SOCIETY agrees to indemnify, save

and hold LICENSEE harmless, and defend LICENSEE from and against any claim, demand or suit that may be made or brought against LICENSEE with respect to renditions given during the term hereof in accordance with this license of musical compositions contained in SOCIETY'S repertory heretofore or hereafter during the term hereof copyrighted or composed by members of SOCIETY.

In the event of the service upon LICENSEE of any notice, process, paper or pleading, under which a claim, demand or action is made or begun against LICENSEE on account of any such matter as is hereinabove referred to, LICENSEE shall forthwith give SOCIETY written notice thereof and simultaneously therewith deliver to SOCIETY any such notice, process, paper or pleading, or a copy thereof, and SOCIETY shall have the sole and complete charge of the defense of any action or proceeding in which any such notice, process, paper or pleading is served. LICENSEE, however, shall have the right to engage counsel of its own, at its own expense, who may participate in the defense of any such action or proceeding and with whom counsel for SOCIETY shall cooperate. LICENSEE shall cooperate with SOCIETY in every way in the defense of any such action or proceeding, and in any appeals that may be taken from any judgments or orders entered therein, and shall execute all pleading, bonds or other instruments but at the sole expense of SOCIETY, that may be required in order properly to defend and resist any such action or proceeding, and properly to prosecute any appeals taken therein.

In the event of the service upon LICENSEE of any notice, process, paper or pleading under which a claim, demand or action is made, or begun against LICENSEE on account of the rendition of any musical composition contained in SOCIETY'S repertory but not heretofore or hereafter during the term hereof copyrighted or composed by members of SOCIETY, SOCIETY agrees at the request of LICENSEE to cooperate with and assist LICENSEE in the defense of any such action or proceeding, and in any appeals that may be taken from any judgment or orders entered therein.

13. All notices required or permitted to be given by either of the parties to the other hereunder shall be duly and properly given if mailed to such other party by registered United States mail addressed to such other party at its main office for the transaction of business.

14. This agreement shall enure to the benefit of and shall be binding upon the

ASCAP STATION LICENSE—Continued

parties hereto and their respective successors and assigns.

IN WITNESS WHEREOF, this agreement has been duly signed by SOCIETY and LICENSEE and their respective seals hereto attached, this day of, 194..

AMERICAN SOCIETY OF COMPOSERS,
AUTHORS AND PUBLISHERS

SCHEDULE "A"

SUBDIVISION I.

GROUP "1" STATION

The Group "1" Station shall pay a sustaining fee of Twelve (\$12.00) Dollars per year during the term hereof, plus a sum equal to three (3%) percent of the gross amount paid for the use of its broadcasting facilities, during the term hereof, subject to no deduction of any character other than those hereinafter specifically permitted under Subdivision "V".

SUBDIVISION II.

GROUP "2" STATION

LICENSEE'S Station shall be regarded as a group "2" station. LICENSEE shall pay a sustaining fee of (\$.....) Dollars per year during the term hereof, plus a sum equal to four (4%) percent of the gross amount paid for the use of its broadcasting facilities, during the term hereof, subject to no deduction of any character other than those hereinafter specifically permitted under SUBDIVISION "V".

When the total amount paid by LICENSEE to SOCIETY (exclusive of the sustaining fee) shall be (\$.....) Dollars in any year of the term hereof, no further payments shall be made by LICENSEE to SOCIETY in such year, on the next (\$.....) Dollars of payments for use of LICENSEE'S broadcasting facilities. The said sum of four (4%) percent, however, shall be paid by LICENSEE to SOCIETY in such year on all sums over and above (\$.....) Dollars.

SUBDIVISION III.

GROUP "3" STATION

LICENSEE'S Station shall be regarded as a group "3" station. LICENSEE shall pay a sustaining fee of (\$.....) Dollars per year during the term hereof, plus a sum equal to five (5%) percent of the gross amount paid for the use of its broadcasting facilities, during the term hereof, subject to no deduction of any character other than those hereinafter specifically permitted under SUBDIVISION "V".

When the total amount paid by LICENSEE to SOCIETY (exclusive of the

sustaining fee) shall be (\$.....) Dollars in any year of the term hereof, no further payments shall be made by LICENSEE to SOCIETY in such year on the next (\$.....) Dollars of payments for use of LICENSEE'S broadcasting facilities. The said sum of five (5%) percent, however, shall be paid by LICENSEE to SOCIETY in such year on all sums over and above (\$.....) Dollars.

SUBDIVISION IV.

SECTION A.

For all purposes of this subdivision, the following shall apply:

A Group "1" Station shall be deemed to be a station to which the gross amount paid for the use of its broadcasting facilities in a year shall amount to \$50,000 or less.

A Group "2" Station shall be deemed to be a station to which the gross amount paid for the use of its broadcasting facilities in a year shall amount to more than \$50,000 but shall not exceed \$150,000.

A Group "3" Station shall be deemed to be a station to which the gross amount paid for the use of its broadcasting facilities in a year shall amount to more than \$150,000.

There shall also be included in the "gross amount" mentioned in each of the above named groups all sums paid for the use of LICENSEE'S station facilities in rebroadcasting programs originating in other stations.

In case in any year during the term hereof, the gross amount paid for the use of its broadcasting facilities shall in accordance with the foregoing definitions, place LICENSEE in a Group other than that in which LICENSEE shall be during such current year, then for the ensuing year, LICENSEE shall be deemed to be automatically reclassified and placed in a Group in accordance with such definitions and shall pay the percentage rate allocable to such Group in accordance with subdivisions "I", "II", or "III" hereof, as the case may be.

The foregoing provision shall apply to each and every year of the term of this agreement.

SECTION B.

Upon any change in the classification of a LICENSEE as above provided, then the sustaining fee shall be likewise changed for the same period as follows:

If as a result of such change, LICENSEE shall be re-classified from Group "2" or Group "3" to Group "1" then LICENSEE shall pay a sustaining fee of \$12.00 per year.

ASCAP STATION LICENSE—Continued

If as a result of such change, LICENSEE shall be re-classified from Group "1" to Group "2", then LICENSEE shall pay a sustaining fee of \$..... If such re-classification shall be from Group "3" to Group "2", there shall be a decrease of 25% in the sustaining fee theretofore paid.

If as a result of such change, LICENSEE shall be re-classified from Group "1" to Group "3", then LICENSEE shall pay a sustaining fee of \$..... If such re-classification shall be from Group "2" to Group "3", there shall be an increase of 33 $\frac{1}{3}$ % in the sustaining fee theretofore paid.

In case of re-classification of LICENSEE into Group "2" or Group "3", when the gross amount paid to LICENSEE for the use of its broadcasting facilities (on which LICENSEE has made the percentage payments to SOCIETY) shall equal the sums paid to LICENSEE during the year immediately preceding such re-classification, no further payments shall be made by LICENSEE to SOCIETY on so much of the next gross sums, the re-classified percentage on which shall equal the sustaining fee required to be paid under such re-classification. However, on all sums in excess thereof the percentage payable by LICENSEE shall be paid to SOCIETY.

SECTION C.

Anything in the foregoing notwithstanding and in addition thereto whether or not there has been any change in classification from one Group to another, if in any year there shall be a material increase or decrease in LICENSEE'S operating power, number of hours per day, coverage, or a material change in the time when the broadcast take place or in frequency, then LICENSEE'S sustaining fee shall be changed to conform to that of stations in the same classification, that shall generally be comparable to LICENSEE in operating power, number of hours per day, time when broadcasts take place, location, frequency and coverage, such change to be effective upon the commencement of the next year of the term of this agreement.

SUBDIVISION V.

(a) "Broadcasting," as used in this agreement, does not include transmission by means of television or any other method of transmitting sound in synchronized relationship or simultaneously with visual images or for the purpose of being received or reproduced in connection with visual images.

(b) "Broadcasting facilities," as used in this agreement, shall include all personnel

regularly employed in the operation of the station and all services of any nature whatsoever contracted for and used by the station in the conduct of its business.

"Personnel" shall include, in addition to all persons associated in any manner with the operation of the station, all artists such as dramatic actors, actresses, singers and musicians, whether separate or in group or in orchestra or band form.

"Station" shall include the studio described in Article 5, subdivision (b).

"Services" shall include service of every nature, and without limiting the generality of the foregoing, the same shall include wire service and electrical transcriptions.

The cost of all personnel and services shall not be deductible from the gross amounts paid for the use of the station's broadcasting facilities. The foregoing shall apply whether any such personnel or services are employed or furnished directly by LICENSEE'S Station or where the same are furnished to LICENSEE'S Station by any party, person, firm or corporation directly or indirectly controlled by or a subsidiary of or affiliated with the station or LICENSEE.

However, if any dramatic actors, actresses, singers and other artists or musicians, whether separate or in group or in orchestra or band form, are furnished by the station to a sponsor (i.e., the advertiser) pursuant to an express written contract therefor, and any such person or group is not regularly employed in the operation of the station but is actually engaged by the station for any such sponsor or for a specific program and is actually paid separately therefor and provision for the charge for furnishing the same has been separately added to and included in the charge made to the sponsor by the station, then and in such event LICENSEE shall have the right to deduct the actual bona fide direct cost thereof to it from the gross amount paid for the use of its broadcasting facilities provided that in no event shall the amount allocated as the payment for broadcasting facilities be less than the highest rate charged for a similar given period of time over LICENSEE'S Station.

(c) "Gross amount paid for the use of its broadcasting facilities," as used in this agreement, shall include all payments made (whether in money or in any other form) by the sponsor of each program (i.e. the advertiser) for the privilege of using LICENSEE'S broadcasting facilities.

All gross payments by each such sponsor shall be applicable to the above per-

ASCAP STATION LICENSE—Continued

centage payment whether such payment shall have been made directly to the station or to any other persons, firms or corporations.

The percentage shall be applicable to the gross amount paid by the sponsor although the party to whom or which such payment has been made shall pay a lesser sum to the station for the use of its broadcasting facilities, and this shall also apply if there shall be more than one intervening party between the sponsor and the station.

The foregoing is subject solely to a deduction for commission hereinafter provided for in Subdivision (d) and for amounts received for rebroadcasting such programs as are exempt from payments under Subdivision (e).

Where payment is made in any form other than money or negotiable instrument, then the fair value of the commodity or other property involved or service furnished shall be included in the gross amount to which the percentage is applicable, provided, that, in no case shall such amount be less than the highest rate charged for a similar use of LICENSEE'S broadcasting facilities.

(d) In the event that advertising commissions are paid to an independent agency not employed or owned in whole or in part by LICENSEE, and in which LICENSEE has no stock or other interest, directly or indirectly, the amount of such actual payments not exceeding fifteen (15%) percent may be deducted from the gross amount paid for the use of LICENSEE'S broadcasting facilities in computing the percentage payments hereinabove specified. This deduction shall be permitted whether the advertising commission is paid directly by the sponsor or by LICENSEE. But in no event shall such deductions, regardless of by whom paid, exceed in the aggregate the sum of fifteen (15%) percent.

(e) LICENSEE shall not be required to account for any sums received for the use of LICENSEE'S Station facilities in rebroadcasting programs originating in other stations having a Chain Broadcast License from SOCIETY authorizing the rebroadcasting of such programs.

(f) LICENSEE shall not be required to account for any sums received from political broadcasts, nor shall it be required to account for sums received from religious broadcasts where the amount paid is solely in reimbursement for the costs of lines, wire charges, and technical personnel.

(g) LICENSEE shall have the right to charge against the gross amount paid for the use of its broadcasting facilities by the

sponsor of any news program the actual cost of such news program to the station, provided that if the cost to the station of such news program covers programs for which there are no sponsors, LICENSEE shall have the right to charge against the gross amounts paid by the sponsor of such news program only such proportion thereof as such sponsored news program bears to all the news programs contracted for by the station, and provided further that in no event shall the amount allocated as the payment for broadcasting facilities be less than the highest rate charged for a similar given period of time over LICENSEE'S Station. If, however, the gross amount paid for the use of its broadcasting facilities by the sponsor shall be less than the highest rate charged as aforesaid, then the percentage payable by LICENSEE shall be computed upon such gross amount paid for the use of its broadcasting facilities.

(h) With respect to athletic events, such as baseball, football, hockey, boxing, racing and other athletic events, LICENSEE shall have the right to deduct from the gross amount paid for the use of its broadcasting facilities such extraordinary expenses as shall be necessarily incurred for such special broadcasts, such as special line charges, special announcers and extra engineers, but no part of the cost of the general and regular operation of the station shall be deductible, and in no event shall the amount allocated as the payment for broadcasting facilities hereunder be less than the highest rate charged for a similar given period of time over LICENSEE'S Station. If, however, the gross amount paid for the use of its broadcasting facilities by the sponsor shall be less than the highest rate charged as aforesaid, then the percentage payable by LICENSEE shall be computed upon such gross amount paid for the use of its broadcasting facilities.

(i) LICENSEE shall pay the sustaining fee in equal monthly installments on or before the tenth day of each month during the term hereof.

(j) LICENSEE shall render monthly statements to SOCIETY on or before the tenth of each month covering the period of the preceding calendar month, on forms supplied gratis by SOCIETY with respect to all gross amounts paid for the use of its broadcasting facilities as hereinabove defined, without exception, and the percentage thereof payable to SOCIETY, which said statement shall be rendered under oath and accompanied by the remittances due SOCIETY under the terms hereof.

ASCAP CHAIN BROADCAST LICENSE

AGREEMENT made between the AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS (hereinafter referred to as "SOCIETY"), and (hereinafter referred to as "LICENSEE") as follows:

1. SOCIETY grants to LICENSEE and LICENSEE accepts for a period of five years from a license to publicly perform by non-visual broadcasting on a chain hook-up from or through the radio stations listed on Schedule "A" hereto annexed and made part hereof, non-dramatic renditions of the separate musical compositions heretofore or hereafter during the term hereof, copyrighted or composed by members of SOCIETY or of which SOCIETY shall have the right to license such performing rights.

2. The within license does not extend to or include the public performance by broadcasting or otherwise of any rendition or performance of any opera, operetta, musical comedy, play or like production, as such, in whole or in part.

3. Nothing herein contained shall be construed as authorizing LICENSEE to grant to others than the radio stations mentioned and described in Schedule "A," any right to reproduce or perform publicly for profit by any means, method or process whatsoever, any of the musical compositions coming within the purview of the within license performed pursuant here to, or as authorizing any receiver of any such broadcast rendition to publicly perform or reproduce the same for profit by any means, method or process whatsoever.

Should LICENSEE own, control or operate any broadcasting station, directly or indirectly, (and regardless of whether such Station is included in Schedule "A") LICENSEE and SOCIETY agree to execute or cause to be executed simultaneously herewith a separate and independent license agreement therefor, such license agreement to be the regular "Single Station License." The foregoing shall also apply in case, during the term hereof, LICENSEE shall become the owner, take control of or become the operator of any other broadcasting stations.

4. The within license is limited to the separate musical compositions heretofore or hereafter during the term hereof, copyrighted or composed by members of SOCIETY or of which SOCIETY shall have the right to license the performing rights

hereinbefore granted, in programs transmitted on a chain hook-up rendered at or from any of the radio stations or studios described in Schedule "A," or at or from any hotel, cabaret, night club, dance hall or similar place of entertainment duly licensed by SOCIETY to perform such works (unless the performance originates at a place or from a source which SOCIETY does not customarily license), from which place rendition of such works is transmitted directly to such radio station or stations for the purpose of being broadcast therefrom.

LICENSEE shall be guilty of a breach under this article "4" only in case it continues to broadcast a program rendered at such places other than the said stations or studios described in Schedule "A" after LICENSEE shall have received notice from SOCIETY that such other places are not licensed by SOCIETY to perform.

5. No license is hereby granted to LICENSEE to broadcast or permit the broadcasting of programs over a single station unless such broadcast is given on such station as part of a chain hook-up.

No license is hereby granted to LICENSEE to broadcast or permit the broadcasting of programs over or through or by any broadcasting station except those listed on Schedule "A" without SOCIETY'S written consent thereto.

6. LICENSEE agrees to furnish SOCIETY during the term of the within license with a list of each and every station participating in each program on a chain hook-up together with a list of all musical compositions (or, at the option of LICENSEE, a list of all musical compositions heretofore or hereafter during the term hereof copyrighted or composed by members of SOCIETY or of which SOCIETY shall have the right to license the performing rights hereinbefore granted) broadcast over or through each of said stations on such chain hook-up, showing the title of each composition and the composer and author thereof. The lists so furnished by LICENSEE to SOCIETY shall be strictly confidential and SOCIETY covenants that it will make no disclosure thereof or of the contents thereof.

7. SOCIETY reserves the right, at any time, and from time to time, to withdraw from its repertory and the operation of this license, any musical composition or

ASCAP CHAIN LICENSE—Continued

compositions, provided, however, that if more than one thousand (1,000) compositions contained in SOCIETY'S repertory heretofore or hereafter during the term hereof copyrighted or composed by members of SOCIETY, shall be withdrawn or placed on the restricted list at any given time, LICENSEE may terminate this license by giving immediate written notice to SOCIETY of its election so to do, which notice shall become effective sixty (60) days after receipt thereof, unless at any time during such sixty-day period SOCIETY shall reduce the number of compositions on the restricted list to one thousand (1,000) or less, in which event the notice shall become inoperative and this agreement shall continue with the same full force and effect as if such notice had not been given. The right of termination under the conditions heretofore mentioned in this paragraph shall be the sole and exclusive remedy of LICENSEE.

In the event of any such termination of this license, SOCIETY shall refund to LICENSEE pro rata license fees, if any, paid for a period beyond the effective date of such termination.

Musical compositions contained in SOCIETY'S repertory but not heretofore or hereafter during the term hereof copyrighted or composed by members of SOCIETY, are embraced within this license to the extent only that SOCIETY may have the right, from time to time, to license the performing rights hereinabove granted and the withdrawal of any of such musical compositions from SOCIETY'S repertory and from the operation of this license, shall not affect this license or the compensation payable hereunder.

8. In consideration of the license herein granted, LICENSEE agrees to pay to SOCIETY as compensation for the within license, a sum equal to seven and one-half percent (7½%) of the gross amount paid for the use of broadcasting facilities of the stations listed on Schedule "A" (including the station or stations added pursuant to Article "5"), during the term hereof, on a chain hook-up and to make the accountings specified in Schedule "B" hereto attached and made part hereof, all the times and in the manner therein set forth, and all the definitions, provisions and agreements contained in Schedule "B" shall apply and be binding upon the parties hereto.

If Schedule "A" includes any station (other than a station owned, controlled or operated by LICENSEE, directly or indirectly, which is required in any event to hold such license under Article 3) not holding the regular Single Station License

from SOCIETY, LICENSEE shall pay to SOCIETY (in addition to the sums provided in the preceding paragraph), the sum of \$2,500 per station per year during each year of the term hereof for each such station over which LICENSEE shall broadcast or permit the broadcasting of any sustaining programs, containing musical compositions in SOCIETY'S repertory, as part of a chain hook-up. By "sustaining program" is meant a program for which no sponsor pays any gross amount for the use of broadcasting facilities.

9. SOCIETY shall have the right by its duly authorized representative at any time during customary business hours, to examine the books and records of account of LICENSEE only to such extent as may be necessary to verify any such monthly statement of accounting as may be rendered pursuant hereto. SOCIETY shall consider all data and information coming to its attention as a result of any such examination of books and records as completely and entirely confidential.

10. Upon any breach or default of any terms herein contained, SOCIETY may give LICENSEE thirty (30) days' notice in writing to cure such breach or default, and in the event that such breach or default has not been cured within said thirty (30) days, SOCIETY may then forthwith terminate said license.

11. In case the State or any subdivision thereof, in which LICENSEE'S principal place of business or domicile is located should enact any laws, which, in the opinion of SOCIETY impede or prevent the full performance therein of this agreement or impose discriminatory or confiscatory taxes upon SOCIETY, SOCIETY reserves the right to terminate this license agreement; and if any State, Territory or the District of Columbia should enact such laws, SOCIETY reserves the right to withdraw the license herein granted with respect to any station located in such State, Territory or District. In the event of such withdrawal there shall be deducted from the sum allocable to percentage payments hereunder an amount equal to the pro-rata portion fairly allocable to the station or stations with respect to which this license shall have been withdrawn.

12. SOCIETY agrees to indemnify, save and hold LICENSEE harmless, and defend LICENSEE from and against any claim, demand or suit that may be made or brought against LICENSEE with respect to renditions given during the term hereof in accordance with this license of musical compositions contained in SOCIETY'S repertory heretofore or hereafter during the

ASCAP CHAIN LICENSE—Continued

term hereof copyrighted or composed by members of SOCIETY.

In the event of the service upon LICENSEE of any notice, process, paper or pleading, under which a claim, demand or action is made or begun against LICENSEE on account of any such matter as is hereinabove referred to, LICENSEE shall forthwith give SOCIETY written notice thereof and simultaneously therewith deliver to SOCIETY any such notice, process, paper or pleading, or a copy thereof, and SOCIETY shall have sole and complete charge of the defense of any action or proceeding in which any such notice, process, paper or pleading is served. LICENSEE, however, shall have the right to engage counsel of its own, at its own expense, who may participate in the defense of any such action or proceeding and with whom counsel for SOCIETY shall cooperate. LICENSEE shall cooperate with SOCIETY in every way in the defense of any such action or proceeding, and in any appeals that may be taken from any judgements or orders entered therein, and shall execute all pleadings, bonds or other instruments but at the sole expense of SOCIETY, that may be required in order properly to defend and resist any such action or proceeding, and properly to prosecute any appeals taken therein.

In the event of the service upon LICENSEE of any notice, process, paper or pleading under which a claim, demand or action is made, or begun against LICENSEE on account of the rendition of any musical composition contained in SOCIETY'S repertory but not heretofore or hereafter during the term hereof copyrighted or composed by members of SOCIETY, SOCIETY agrees at the request of LICENSEE to cooperate with and assist LICENSEE in the defense of any such action or proceeding, and in any appeals that may be taken from any judgments or orders entered therein.

13. All notices required or permitted to be given by either of the parties to the other hereunder shall be duly and properly given if mailed to such other party by registered United States mail addressed to such other party at its main office for the transaction of business.

14. This agreement shall enure to the benefit of and shall be binding upon the parties hereto and their respective successors and assigns.

IN WITNESS WHEREOF, this agreement has been duly signed by SOCIETY and LICENSEE and their respective seals hereto affixed this day of, 194..

SCHEDULE "A"

Broadcasts as part of LICENSEE'S chain hook-up on the following stations and which emanate from any of said stations or from one of the studios hereinafter described, shall come within the purview of this agreement under the terms and conditions hereinbefore set forth:

SCHEDULE "B"

(A) "Broadcasting," as used in this agreement, does not include transmission by means of television or any other method of transmitting sound in synchronized relationship or simultaneously with visual images or for the purpose of being received or reproduced in connection with visual images.

(B) "Chain hook-up," as used in this agreement, shall include two or more stations described in Schedule "A," over or through or by which programs shall be transmitted simultaneously, furnished by or through or by arrangement with LICENSEE or the arrangements for the transmission of which shall be made by or through or by arrangement with LICENSEE. "LICENSEE" shall include the LICENSEE hereunder and also any person, firm or corporation, directly or indirectly controlled by or associated with LICENSEE, or which is a subsidiary of or affiliated with LICENSEE, or of which LICENSEE is a subsidiary.

(C) "Broadcasting facilities," as used in this agreement, shall include all personnel regularly employed by LICENSEE, as well as all personnel regularly employed in the operation of the stations in the chain hook-up, and all services of any nature whatsoever contracted for and used by LICENSEE, as well as by the stations in the conduct of their business.

"Personnel" shall include, in addition to all persons associated in any manner with the operation of the stations, all artists such as dramatic actors, actresses, singers and musicians, whether separate or in group or in orchestra or band form.

"Station" shall include the studios used in chain broadcasting by and for LICENSEE or in the operation of such respective stations.

"Services" shall include service of every nature and without limiting the generality of the foregoing the same shall include wire service and electrical transcriptions.

The cost of all personnel and services shall not be deductible from the gross amounts paid for the use of the station's broadcasting facilities. The foregoing shall apply whether any such personnel or ser-

ASCAP CHAIN LICENSE—Continued

VICES are employed or furnished directly by LICENSEE or by the stations involved or where the same are furnished to LICENSEE or the station by any party, person, firm or corporation, directly or indirectly controlled by or a subsidiary of or affiliated with the station or LICENSEE.

However, if any dramatic actors, actresses, singers and other artists, musicians, whether separate or in group or in orchestra or band form, are furnished by LICENSEE or the station to a sponsor (i.e., the advertiser) pursuant to an express written contract therefor, and any such person or group is not regularly employed in the operation of the station but is actually engaged by LICENSEE or the station for any such sponsor for a specific program and is actually paid separately therefor, and provision for the charge for furnishing the same has been separately added to and included in the charge made to the sponsor by LICENSEE or the station, then and in such event, LICENSEE shall have the right to deduct the actual bona fide direct cost thereof to it from the gross amount paid for the use of broadcasting facilities, provided that in no event shall the amount allocated as the payment for broadcasting facilities be less than the highest rate charged for a similar given period of time over the chain hook-up involved.

(D) "Gross amount paid for the use of broadcasting facilities," as used in this agreement, shall include all payments made (whether in money or in any other form) by the sponsor of each program (i.e., the advertiser) for the privilege of using the broadcasting facilities of two or more stations on a chain hook-up; and all gross payments by each sponsor, whether made directly to LICENSEE or to any other person, firm or corporation, shall be applicable to the above percentage payment.

The percentage shall be applicable to the gross amount paid by the sponsor, although the party to whom or which such payment has been made shall pay a lesser sum to LICENSEE for the use of the broadcasting facilities of the stations involved, and this shall also apply if there shall be more than one intervening party between the sponsor and LICENSEE.

The foregoing is subject solely to a deduction for commission hereinafter provided for in subdivision (E).

Where payment is made in any form other than money or negotiable instrument, then the fair value of the commodity or other property involved or service furnished shall be included in the gross

amount to which the percentage is applicable; provided that in no case shall such amount be less than the highest rate charged for a similar given period of time over the chain hook-up involved.

(E) In the event that advertising commissions are paid to an independent agency not employed or owned in whole or in part by LICENSEE, and in which LICENSEE has no stock or other interest, directly or indirectly, the amount of such actual payments not exceeding fifteen percent (15%) may be deducted from the gross amount paid for the use of the broadcasting facilities of the chain hook-up in computing the percentage payments hereinabove specified. This deduction shall be permitted whether the advertising commission is paid directly by the sponsor or by LICENSEE. But in no event shall such deductions, regardless of by whom paid, exceed in the aggregate the sum of fifteen percent (15%).

(F) LICENSEE shall not be required to account for any sums received from political broadcasts, nor shall it be required to account for sums received from religious broadcasts where the amount paid is solely in reimbursement for the costs of lines, wire charges, and technical personnel.

(G) LICENSEE shall have the right to charge against the gross amount paid for the use of broadcasting facilities of the chain hook-up by the sponsor of any news program, the actual cost of such news programs to LICENSEE; provided that if the cost to LICENSEE of such news program covers programs for which there are no sponsors, LICENSEE shall have the right to charge against the gross amounts paid by the sponsor of such news programs only such proportion thereof as such sponsored news program bears to all news programs contracted for by the station, and provided further that in no event shall the amount allocated as the payment for broadcasting facilities be less than the highest rate charged for a similar given period of time over the chain hook-up involved. If however, the gross amount paid for the use of its broadcasting facilities by the sponsor shall be less than the highest rate charged as aforesaid, then the percentage payable by LICENSEE shall be computed upon such gross amount paid for the use of its broadcasting facilities.

(H) With respect to athletic events, such as baseball, football, hockey, boxing, racing, and other athletic events, LICENSEE shall have the right to deduct from the gross amount paid for the use of broadcasting facilities such extraordinary ex-

ASCAP CHAIN LICENSE—Continued

penses as shall be necessarily incurred for such special broadcasts, such as special line charges, special announcers and extra engineers, but no part of the cost of the general and regular operation of LICENSEE's business or of the stations on the chain hook-up shall be deductible, and in no event shall the amount allocated as the payment for broadcasting facilities be less than the highest rate charged for a similar given period of time over the chain hook-up involved. If, however, the gross amount paid for the use of its broadcasting facilities by the sponsor shall be less than the highest rate charged as aforesaid, then the percentage payable by LICENSEE shall be computed upon such gross amount paid for the use of its broadcasting facilities.

(I) LICENSEE shall pay the sustaining fees, if any, of \$2,500 per station per year provided for in article "8," as follows: The full amount shall become payable as to each station on or before the tenth day of the calendar month following the date of

the broadcast of the first sustaining program broadcast over such station. The year embraced by such payment shall be computed from the date of broadcast of such first sustaining program. If any such year shall run beyond the date of this license, then such year period shall terminate upon the date of the termination of this license, and there shall be a pro rata refund to LICENSEE of any such payment.

(J) LICENSEE shall render monthly statements to SOCIETY on or before the tenth day of each month covering the period of the preceding calendar month on forms supplied gratis by SOCIETY, with respect to all gross amounts paid for the use of broadcasting facilities of the chain hook-up as hereinabove defined, without exception, and the percentage thereof payable to SOCIETY, which said statement shall be rendered under oath and accompanied by the remittances due SOCIETY under the terms hereof.

ASSOCIATED MUSIC PUBLISHERS, INC. (AMP)

Founding of AMP: Associated Music Publishers, Inc., 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 transcriptions for library service and commercial purposes.

Scope: Represented in the AMP repertoire are 18 U. S. and European music houses and their 19 subsidiaries. Virtually all of these houses have assigned to the AMP their U. S. copyrights. The AMP catalogues contain over 500,000 entries of which approximately 15,000 are copyrights.

AMP licenses: 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 highest quarter-hour rate charges; (2) that AMP will sell the license any music (covered by the license) which is for sale, and rent such music as is not for sale; (3) that AMP will defend the licensee against claims arising out of the use of music covered by 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; C. M. Finney, president; Anna M. Kerner, secretary; John R. Andrus, treasurer.

BROADCAST MUSIC, INC. (BMI)

BMI history and purpose: Organized Oct. 14, 1939, under the laws of the State of New York, pursuant to a resolution to carry out the building of an alternate

source of music suitable for broadcasting, and to make such music available to broadcasters and others, adopted at a convention of the National Assn. of Broadcasters

BROADCAST MUSIC, INC.—Continued

in Chicago, Sept. 15, 1939. BMI is authorized to issue 100,000 shares of capital stock, all of one class, par value \$1. Broadcasters have been offered 80,000 shares of such stock at \$5 per share. The stock is not offered for sale to the general public.

Scope: BMI is owned and operated by more than 310 broadcasting stations to which it supplies music. It has leased the musical catalogues of M. M. Cole and subsidiaries of Chicago for a 10-year period, beginning Jan. 1, 1941, and has purchased all music and musical rights of Hinds, Hayden & Eldredge, Inc. Plans presently pending will bring other catalogues into BMI's possession.

BMI licenses: BMI grants its subscribers a non-exclusive license to perform all music controlled by it. Stockholder-licensees purchase BMI stock in the amount of 10% of their 1937 payments to ASCAP, and in return for all BMI music for the period from April 1, 1940, to April 1, 1941, pay a sum equalling 40% of their 1937 ASCAP payments. These fees are to be paid upon demand, not in excess of 15% of the total within any 30-day period.

BMI transcription licenses: These licenses concern "small" (strictly musical) rights only, for which the transcription company pays BMI 2c for each transcription side. (See appended facsimile of license).

BMI offices: The main offices are located at 580 Fifth Avenue, New York City (L.A. 4-8011). The West Coast offices are at 1438 Ridgley Drive, Los Angeles, Calif.

BMI officers: Neville Miller, president; Sydney M. Kaye, vice-president; M. E. Tompkins, general manager and secretary; and C. E. Lawrence, treasurer.

BMI directors: Walter J. Damm (WTMJ, Milwaukee, Wis.); John Elmer (WCBM, Baltimore, Md.); Edward Klauber (CBS); Lenox R. Lohr (NBC*); Paul W. Morency (WTIC, Hartford); John Shepard, III (Yankee-Colonial Networks).

** Mr. Lohr has subsequently resigned as president of NBC, and will be replaced on the BMI board by an election at the next board meeting.*

BMI PERFORMING RIGHTS LICENSE

AGREEMENT made this day of, 19.., between BROADCAST MUSIC, INC., a corporation organized under the laws of the State of New York (hereinafter called MUSIC) with principal offices in New York, New York, and (hereinafter called BROADCASTER) with offices located at City of, State of

WITNESSETH:

I. MUSIC hereby grants to BROADCASTER a non-exclusive license to perform by radio broadcasting over Station all musical works the copyrights or rights to grant broadcasting performing licenses of which MUSIC may, during the term hereof, own. MUSIC agrees to deliver to Broadcasters from time to time during the term hereof lists of musical works covered by this license. The rights granted hereby shall include the right to broadcast dramatic performances of such musical works as MUSIC at any time shall have given notice to BROADCASTER that it owns the dramatic performing rights thereof.

II. BROADCASTER agrees to pay to

MUSIC, as a licensee fee hereunder, such sum, not in excess of \$....., as MUSIC may require BROADCASTER to pay, payment to be made in instalments as and when required by MUSIC, within ten days after written demand therefor, provided that no demand shall be made for the payment of any instalment or instalments aggregating in excess of 15% of the foregoing maximum total license fee during any consecutive thirty-day period. In the event that BROADCASTER shall fail to make any payment when and as due, MUSIC may, in addition to any and all other remedies which it has at law or in equity, terminate this license upon ten day's notice in writing.

III. MUSIC agrees to indemnify, save and hold harmless and to defend BROADCASTER, its advertisers and advertising agencies, from and against all claims, demands and suits that may be made or brought against BROADCASTER, its advertisers and advertising agencies, with respect to the performance under this license agreement of any material licensed hereunder, provided that this indemnity shall not apply to broadcasts of any com-

BMI STATION LICENSE—Continued

position performed by BROADCASTER after written request from MUSIC to BROADCASTER that BROADCASTER refrain from performance thereof. BROADCASTER agrees to give MUSIC immediate notice of any such claim, demand or suit, and agrees immediately to deliver to MUSIC all papers pertaining thereto. MUSIC shall have full charge of the defense of any such claim, demand or suit, and BROADCASTER shall cooperate fully with MUSIC therein.

IV. The term of this license shall commence on the date of the receipt by BROADCASTER of an executed copy hereof and shall continue for such period of time as may be designated in writing by MUSIC, provided, however, that the term of this license shall expire not earlier than March 31st, 1941. This license shall be non-assignable, except to the person, firm or corporation legally acquiring the Federal Communications Commission license of the broadcasting station designated in Article I hereof.

V. BROADCASTER, on written request made on no less than one week's notice, agrees to furnish to MUSIC weekly lists of BROADCASTER'S performances of musical compositions under this license, indicating the compositions performed by title and composer or by such other convenient method as may be designated by MUSIC.

VI. In the event that the Federal Communications Commission revokes or fails to renew the broadcasting license of BROADCASTER, or in the event that the Governmental rules and regulations applicable to the station referred to in Article I hereof are suspended or amended so as to forbid the broadcasting of commercial programs by BROADCASTER, BROADCASTER may notify MUSIC thereof, and MUSIC, within ten days of the receipt of such notice, shall, by written notice to BROADCASTER, at MUSIC'S option, either terminate this license, or shall suspend this license and all payments and service hereunder for the period that such condition continues. In the event that MUSIC elects to suspend this license, such suspension shall not continue for longer than six months, and this license shall automatically terminate at the end of six months' suspension. In the event that the condition giving rise to the suspension shall continue for less than six months, MUSIC, at its option, and on written notice to BROADCASTER, may reinstate this license at any time within thirty days after the cessation of such condition.

VII. MUSIC agrees, (a) that all of the

initial performing right license agreements between MUSIC and its stockholders shall terminate simultaneously, (b) that no demand will be made by MUSIC for any instalment payment in accordance with the provisions of ARTICLE II hereof unless MUSIC simultaneously demands instalment payments in the same percentage from all other stockholders, and (c) that the initial performing right license agreements between MUSIC and its stockholders shall each provide for the payment to MUSIC of such sum as MUSIC shall demand, not, however, in the aggregate in excess of a sum equal to 40% of the total sums paid or payable to the American Society of Composers, Authors and Publishers as performing right fees for the entire calendar year, 1937, for or with respect to the radio broadcasting station named in such agreement with MUSIC (except that a different maximum amount may be specified in the initial license agreement of any stockholder if performing right fees were not paid or payable to the American Society of Composers, Authors and Publishers for the entire calendar year 1937, for or with respect to the radio broadcasting station named in such license agreement, or if there has been a material change in the power or hours of operation of the radio broadcasting station named in such license agreement).

VIII. The term "stockholder-licensee" as hereinafter used shall include only such stockholders as have uninterruptedly held performing right licenses from MUSIC during all periods that performing right licenses of MUSIC shall have been available. For the purposes of this paragraph, "stockholder-licensees" are hereby divided into the following categories: (1) stockholder-licensees whose radio stations have no network affiliations; (2) stockholder-licensees operating both radio stations and national networks; and (3) stockholder-licensees operating radio stations affiliated with, but not operated by, national networks. In the event that MUSIC, with respect to performing right license agreements for any period subsequent to the expiration of this license, shall propose, (a) the alteration of material terms of licenses or the method of fixing or allocating performing right license fees, so as to effect a change discriminatory against any of the foregoing categories of stockholder-licensees, or (b) the denial of licenses to stockholder-licensees, or (c) the omission from future performing right license agreements with MUSIC'S stockholders of provisions to the same effect as any of those contained in this Article VIII, then, MUSIC shall give notice of such proposal to all stockholder-licensees in any category

BMI STATION LICENSE—Continued

which contains adversely affected stockholder-licensees, and, in the event that notice of objection to such proposal shall not, within thirty days, be given to MUSIC by stockholder-licensees to whom such notice was given, and whose annual license payments to MUSIC under the license agreements with stockholders in effect at the time of such proposal shall aggregate one-third or more of the annual license payments made by all stockholder-licensees in the same category, such proposal may be put into effect.

IX. This agreement shall become effective as a license agreement upon the execution and delivery of a copy hereof by MUSIC. In consideration of MUSIC using its best efforts to obtain the signature of agreements similar to this by other broadcasters, and in consideration of the signature of agreements similar to this by other broadcasters, BROADCASTER agrees that this instrument shall constitute a continuing offer which cannot be revoked by BROADCASTER for twenty (20) days from the date of the receipt of this agreement by MUSIC.

X. All notices required or permitted to be given hereunder shall be duly and properly given if mailed to the party to whom such notice is required or permitted to be given, by United States mail, postage prepaid, addressed to said party at its main office for the transaction of business. This agreement constitutes the entire under-

standing between the parties and shall be construed in accordance with the laws of the State of New York.

BROADCAST MUSIC, INC.

[The National Broadcasting Company and the Columbia Broadcasting System have declared their approval of the principle of clearance at the source when an economically and legally feasible method of so clearing can be devised which is not unduly burdensome to the said networks in comparison with their present method of operation and payment, and they have declared that at an appropriate time the said networks will make an earnest cooperative effort with the network affiliates to work out such a feasible plan of clearance at the source.

The National Broadcasting Company and the Columbia Broadcasting System also have declared their willingness, at an appropriate time, to consider any proposals by their affiliates for a new method of distributing the cost of music, which is not unduly burdensome to the said networks in comparison with their present method of operation and payment, and that nothing in this license agreement shall be construed as working against an earnest cooperative effort by the various elements of the industry to such end, such effort to involve consideration not only of future payments of license fees to Broadcast Music, Inc., but also of payments to other organizations.]

BMI TRANSCRIPTION LICENSE

AGREEMENT made 194.., between BROADCAST MUSIC, INC., of 580 Fifth Avenue, New York City (herein called "BMI") and (herein called "Licensee").

1. BMI hereby grants to Licensee, its distributors and affiliated companies, the non-exclusive right, privilege and authority to arrange and to use in the manufacture (in the United States of America, its territories and possessions) of parts of instruments serving to reproduce mechanically musical works, the words or music or both of a certain musical work (herein referred to as "work") of which BMI is the copyright owner, entitled ".....," written by, identified by certificate of United States copyright registration in Class E, in such instrumentation or form as will adapt the work for use upon records, such parts of instruments being limited to electrical transcriptions, which may be sold or marketed in any part of the world.

2. Licensee, in consideration of the license aforesaid, hereby agrees to pay therefor to BMI a royalty of two cents for each and every electrical transcription (or side thereof if the work is contained on more than one side), manufactured by it, serving to reproduce the said work, its words or music or both; in no event are double royalties to be paid by Licensee on electrical transcriptions shipped to any foreign country. Licensee hereby agrees to render to BMI quarterly statements of all of said electrical transcriptions manufactured by it as aforesaid in the following manner, to wit: On the 1st of February, for the quarter ending the 31st of the preceding December; on the 1st of May, for the quarter ending the 31st of the preceding March; on the 1st of August, for the quarter ending the 30th of the preceding June; and on the 1st of November, for the quarter ending the 30th of the preceding September.

BMI TRANSCRIPTION LICENSE—Continued

Licensee agrees to keep accurate books showing all electrical transcriptions manufactured by it in accordance with this agreement; and further agrees that BMI may from time to time during reasonable business hours examine such books at BMI'S expense in so far as said books pertain to said work.

3. Licensee agrees to place on the catalog cards of the electrical transcriptions reproducing the said work, the title of the composition, the last name of the composer and lyricist, and the name "BMI," and to place on the labels of said transcriptions the title of the composition, the name "BMI" and such other language as may be mutually agreed upon.

4. In consideration of the covenant of

Licensee to pay the royalty aforesaid, BMI covenants and agrees that it has good and lawful right to the aforesaid copyright and to the aforementioned work, both as to words and music and good and lawful right to give and grant the license hereby given; and does hereby indemnify and covenant to hold harmless Licensee against loss or damage by reason of any adverse claims by others in and to the subject matter thereof or by reason of any adjudication invalidating said mechanical reproduction right and/or copyright privileges under which this license is granted.

5. This agreement shall be binding upon the successors and assigns of both parties hereto.

BROADCAST MUSIC, INC.

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.

In 1938, the MPPA 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; J. J. Bregman, treasurer; Jack Mills, secretary; Harry Fox, general manager.

* Note: MPPA membership includes only publishers.

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, the late Josef Pasternack and Fritz Reiner. NAPA's purpose is described as "a mutual, voluntary, non-profit group engaged in protecting its members (performing artists) against unauthorized use of their artistic performances; unfair competition; and illegal exploitation of their names and personalities." Several years ago the NAPA inspired the famous case of Fred Waring vs. WDAS (Philadelphia) in which the Pennsylvania Supreme Court held that: (1) the unauthorized use by a radio station of an artist's phonograph records is unfair competition; (2) that such an act invades the artist's right of privacy; and 3) that it violates the artist's common law property right in the rendition.

The NAPA opposes "piratical off-the-air recordings" and has sponsored legislation to this effect. The Association has also advocated Congressional legislation giving artists Federal copyright in renditions, and is fighting for "equitable recording con-

tracts to give musicians rights in recorded renditions."

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

NAPA officers: James J. Walker, president; Fred Waring, Meyer Davis, Al Jolson and Paul Whiteman, vice-presidents; Josef Hofmann, honorary president; Frank Crumit, secretary; Don Voorhees, treasurer; Fred Waring, chairman of the board; Maurice J. Speiser, general counsel

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, Dick Powell, Fritz Reiner, Fabien Sevitzky, Nathaniel Shilkret, Lawrence Tibbett, Rudy Vallee, Don Voorhees, Paul Whiteman, Victor Young, Efrem Zimbalist.

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. The majority of its affiliates are American publishers. Radio station licensees thus have available some 40,000 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 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 or interpretive rights arising from the participation of any party in the recorded rendition.

SESAC—Continued

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 has field representatives visiting stations, and a program service department to assist stations in copyright clearance, etc.

SESAC officers: President of the corporation is Paul Heinecke.

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.

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 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.

POPULAR SONGS: 1930-1939

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 judgement. However, careful checks 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.

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 Mountain.
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.
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 popu-
larity).
Cheek to Cheek.
Deep Purple (instrumental).
Isle of Capri (c. 1934).
Lullaby of Broadway.

SONGS 1930-1939—Continued

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

Alexander's Ragtime Band (c. 1911).
 A-Tisket, A-Tasket.
 Bei Mir Bist Du Schoen.
 Dipsy Doodle.
 Heigh Ho (from *Snow White*; c. 1937).
 I Double Dare You.
 I've Got a Pocketful of Dreams.
 Music, Maestro, Please.
 My Reverie.
 Thanks for the Memory.
 There's a Gold Mine in the Sky.
 Ti-Pi-Tin.
 Whistle While You Work (from *Snow
 White*; c. 1937).

1939

And the Angels Sing.
 Beer Barrel Polka.
 Begin the Beguine (see 1935).
 Deep Purple (song version).
 Little Sir Echo.
 My Prayer.
 Oh, Johnny, Oh! (c. 1917; this is a
 preliminary placing; the popularity
 of the song bridged 1939-40).
 Over the Rainbow.
 Penny Serenade.
 Scatterbrain.
 South of the Border.
 Sunrise Serenade.
 Three Little Fishes.
 Umbrella Man.
 Wishing.

LITERARY WORKS BROADCAST VIA NBC-CBS:
 MAY 1, 1939, TO MAY 1, 1940

The main titles of all literary pieces are noted in bold face. Works marked with an asterisk (*) were also broadcast one or more times prior to May 1, 1939.

ADAPTATIONS OF STAGE PLAYS

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

A

* Abraham Lincoln; John Drinkwater.
 * Accent on Youth; Samson Raphaelson.
 * Ah, Wilderness; Eugene O'Neill.
 Alcestis; Euripides.
 Alias the Deacon; John B. Hymer and
 LeRoy Clemens.
 Amazing Dr. Clitterhouse, The; Barre Lyn-
 don.

* Another Language; Rose Franken.
 * Antigone; Sophocles.
 * Arrak-na-pogue; Dion Boucicault.
 * As You Like It; William Shakespeare.
 Awful Truth, The; Arthur Richman.

B

Beggars's Opera, The; John Gay.
 Belle Russe, La; David Belasco.

PLAY ADAPTATIONS—Continued

- * **Berkeley Square**; John L. Balderston.
- * **Bill of Divorcement**; Clemence Dane.
- * **Bishop Misbehaves, The**; Frederick Jackson.
- Black Crook, The**; Charles M. Barras.
- * **Blind Alley**; James Warwick.
- * **Blue Bird, The**; Maurice Maeterlinck.
- Broome Stages**; Clemence Dane.
- Bulldog Drummond**; H. C. McNeile and Gerald Du Maurier.

C

- Captain Jinks of the Horse Marines**; Clyde Fitch.
- * **Church Mouse, The**; Laszlo Fodor.
- * **Craig's Wife**; George Kelly.

D

- Dark Victory**; George Brewer and Bertram Block.
- Declasse**; Zoe Akins.
- Dinner at Eight**; George S. Kaufman and Edna Ferber.
- Double Door**; Elizabeth McFadden.
- Double Exposure**; Maurice Level and Etienne Rey (adapted from the French by Aubrey Wisberg).

E

- Edward the Second**; Christopher Marlowe.
- * **Elizabeth the Queen**; Maxwell Anderson.
- * **Enchanted Cottage**; Sir Arthur Wing Pinero.
- * **Everyman**; anonymous (morality play).
- Ex-Spy**; Paul Hervey Fox (adapted by William Bowers).

F

- Farm of Three Echoes**; Noel Langley.
- * **Five Star Final**; Louls Weitzenkorn.
- Flying Scud**; Dion Boucicault.

G

- Golden Boy**; Clifford Odets.
- * **Goose Hangs High, The**; Lewis Beach.
- * **Great Adventure, The**; Arnold Bennett.
- * **Green Grow the Lilaes**; Lynn Riggs.

H

- * **Her Master's Voice**; Clare Kummer.
- * **Holiday**; Phillip Barry.
- * **House of Connelly**; Paul Green.

I

- I Met Him in Paris**; Helen Minardi (adapted by John L. Greene).
- If**; Lord Dunsany (adapted by Ernest Boyd).

J

- Jezebel**; Owen Davis, Sr.

- John Brown**; Kirke Mechem (adapted by James Church).
- Juarez and Maximilian**; Franz Werfel.
- June Moon**; Ring Lardner and George S. Kaufman.
- Juno and the Paycock**; Sean O'Casey.

K

- Kick-In**; Wilard Mack.
- Kind Lady**; Hugh Walpole's adaptation of Chodorov's story.

L

- * **L'Aiglon**; Edmond Rostand.
- Life of Sarah Bernhardt**; Clifford Odets.
- * **Lillom**; Ferenc Molnar.

M

- * **Macbeth**; William Shakespeare.
- * **Men in White**; Sidney Kingsley.
- Metamora (The Last of the Wampanoags)**; J. A. Stone.
- Minute Men of 1774**; James A. Herne (adapted by Harry MacFayden).
- Mistress Nell**; George C. Hazelton, Jr. (adapted by Edwin L. Dunham).
- Monte Cristo**; James O'Neill's version of the Alexander Dumas novel adapted by Charles Warburton.
- * **Mrs. Moonlight**; Benn W. Levy.
- * **Much Ado About Nothing**; William Shakespeare.
- My Godfather, The Emperor**; Toom Rammet (translated from the Dutch by Couper).

O

- Old Maid, The**; Zoe Akin's play from Edith Wharton's novel.
- * **One Sunday Afternoon**; James Hagan.
- Our Town**; Thornton Wilder.

P

- Paris Bound**; Philip Barry.
- * **Patsy, The**; Barry Connors.
- Payment Deferred**; Jeffrey Dell.
- * **Peer Gynt**; Henrik Ibsen.
- Pelleas and Melisande**; Maurice Maeterlinck.
- * **Petrified Forest, The**; Robert Sherwood.
- * **Petticoat Fever**; Mark Reed.
- Piper, The**; Conal O'Riordan (adapted by Maurice O'Brien).
- * **Pirates of Penzance, The**; Gilbert & Sullivan.
- * **Playboy of the Western World**; J. M. Synge.
- Pygmalion**; George Bernard Shaw.

R

- * **Return of Peter Grimm**; David Belasco.
- * **Rip Van Winkle**; Joseph Jefferson's play from Washington Irving's story.

PLAY ADAPTATIONS—Continued

* **Rivals, The**; Richard Sheridan.
 * **Romance**; Edward Sheldon.
 * **Romeo and Juliet**; William Shakespeare.
 * **Buy Blas**; Victor Hugo.

S

* **Saturday's Children**; Maxwell Anderson.
 * **Second Mrs. Tanqueray, The**; Sir Arthur Wing Pinero.
Secret Service; William Gillette.
Secrets; Rudolph Besier and M. Edginton.
 * **Seventh Heaven**; Austin Strong.
 * **Silver Candlesticks, The**; Alicia Ramsey and Rudolph de Cordova.
 * **Small Miracle**; Norman Krasna.
Strife; John Galsworthy.

T

* **Taming of the Shrew**; William Shakespeare (adapted by Joseph Gottlieb and Irvin Graham).
 * **Tartuffe**; Moliere.
Third Degree; Arthur Byron.
Three Sisters, The; Anton Chekhov.
Tomorrow and Tomorrow; Phillip Barry.
Trip to Chinatown, A; Charles H. Hoyt.
Two on an Island; Elmer Rice.

* **Two Orphans, The**; Adolphe D'Ennery and Eugene Cormon (adapted by James Church).

V

* **Valley Forge**; Maxwell Anderson.
 * **Victoria Regina**; Lawrence Housman.
Voices; Joseph Steele.
Volpone; Ben Jonson.

W

We Were Dancing (from **Tonight at 8:30**); Noel Coward.
 * **What Every Woman Knows**; James M. Barrie.
William Ireland's Confession; Arthur Miller.
 * **Winterset**; Maxwell Anderson.
Write Me a Love Scene; Florence Ryerson and Colin Clement.

Y

* **Yellow Jack**; Sidney Howard (from Paul de Kruif's book).
You Can't Take It with You; George S. Kaufman and Moss Hart.

ADAPTATIONS OF PROSE AND POETRY

(Including short stories, novels, poems)

A

Adventures of Huckleberry Finn; Mark Twain.
After Twenty Years; O. Henry.
Afternoon Spent Smoking, Writing, Swimming; Genevieve Taggard.
Ah! The Wind; Tamara Andreeva.
Alice in Wonderland; Lewis Carroll.
America Was Promises; Archibald MacLeish.

B

Bagman's Uncle, The; adapted from Charles Dickens by Ranauld MacDougall.
Buyer from Cactus City, The; O. Henry.

C

* **Christmas Carol**; Charles Dickens.
Citadel, The; A. J. Cronin.
Cliche Expert; Frank Sullivan.
Come And Get It; Edna Ferber.
 * **Count of Monte Christo**; Alexander Dumas.
Courtship, The; Alexander Dumas.

D

Daughters of Atreus; Robert Turney.
Death of the Hired Man; Robert Frost.
Drink of Water; Wilbur Daniel Steele (adapted by Max Wylic).

Drums Along the Mohawk; Walter Edmonds.

E

Enchanted Shirt; John Hay.
Escape; John Galsworthy.
 * **Eyre**; Charlotte Bronte.

F

Firebrand, The (Benvenuto Cellini); Edwin Justus Mayer.
Four Coffins of Dan'l Boone, The; adapted from John Bakeless' book by Welbourn Kelley.

G

Garden of Allah; Robert S. Hichens.
Goodbye Mr. Chips; James Hilton.

H

Half-Pint Flask; Du Bose Heyward (adapted by Irving Reis).
Handful of Dust; Evelyn Waugh (adapted by Elizabeth and James Hart).
Highboy; adapted by Eustace Wyatt from William Francis' "Too Far Gone."
Hurricane; Nordoff and Hall.

I

I Like Americans; Nancy Boyd.
If I Were King; Justin Huntley McCarthy.

PROSE-POETRY ADAPTATIONS—Continued

J

John Brown's Body; Stephen Vincent Benet (adapted by Norman Corwin).
Johnny Got His Gun; adapted by Arch Oboler from Dalton Trumbo's novel.
Johnny Pye and the Fool Killer; Stephen Vincent Benet (adapted by Welbourn Kelley).
Journalism in Tennessee; Mark Twain.

L

Law Beaters, The; Richard Connell (adapted by Stanley Young).
Lost Horizon; James Hilton.

M

Madison Square Night, A; O. Henry.
Magnificent Ambersons; Booth Tarkington.
Man Without a Country, The; Edward Everett Hale (adapted by Ranaid MacDougall).
Mending Wall; Robert Frost.
Merely Players; Sidney Cook and Hartman Renaud (based on Eric Tenments' story).
Midnight Caravan; A. M. Sullivan.
Most Dangerous Game, The; Arch Oboler's adaptation of the story by Richard Connell.
Mr. Cohen Takes a Walk; Mary Roberts Rinehart (adapted by Paul Phillips).
Mummy's Foot, The; Gautier.
My Client Curley; Lucille Fletcher (adapted by Norman Corwin).
My Son, My Son; Howard Spring.
Mysterious Sketch, The; Erchman & Chatrain.

N

Never Come Monday; Eric Knight (adapted by Stephen Fox).
Next Time We Live; Ursula Parrott.
Night Was Made for Living, The; Alec Rakowe (adapted by Ranaid MacDougall).

O

One Summer Noon; unpublished story by Albert N. Williams.
Outcasts of Poker Flat, The; Bret Harte (adapted by Wells Hively).

P

Patterns; Amy Lowell.
People, Yes, The; Carl Sandburg.
*** Peter Ibbetson**; George Du Maurier.

Prisoner of Zenda, The; Anthony Hope.

R

Rabble in Arms; Kenneth Roberts.
Rains Came, The; Louis Bromfield.
Rathskeller and the Rose, The; O. Henry.
Ruggles of Red Gap; Harry Leon Wilson.

S

Salesmanship; Mary Ellen Chase.
Second Hand Ghost; adapted from Mary C. McCall, Jr.'s "Cresseida Calls" by James Bloodworth.
Silence; Edgar Lee Masters.
Single Crossing; John McClain (adapted by Robert Riley Crutcher).
Sisters, The; Myron Brinig
Sohrab and Rustum; Matthew Arnold.
Song; W. H. Auden.
Sorrell and Son; Warwick Deeping.
Speak of the Devil; John McClain (from the story by Saul Elkins and Harmon Alexander).
Spoon River Anthology; Edgar Lee Masters.

T

Thomas Wolfe's Last Letter; unpublished.
Through the Looking Glass; Lewis Carroll.
Tramp Abroad; Mark Twain.
Transients in Arcadia; O. Henry.
Trilogy of Thumbail Biographies; Franklin P. Adams.
Trip to Ozardis; Edwin Granberry (adapted by James and Elizabeth Hart).
Two Cents a Word; Sidney Slon (unpublished).
Two Drovers, The; Sir Walter Scott (adapted by Ranaid MacDougall).

U

Unfortunate Resemblance; from "Bab Bal-lads" by W. S. Gilbert.

V

Vanessa; Hugh Walpole.
Vanity Fair; William Makepeace Thackeray.

W

White Banners; Lloyd C. Douglas.
*** Wickford Point**; J. P. Marquand.
Wild Blows the Wind; Ware Torrey (adapted by True Boardman).
William Tell; Friederick Schiller.
World of Tomorrow; Kenneth Fearing.
Wuthering Heights; Emily Bronte.

PLAYS SPECIFICALLY WRITTEN FOR RADIO

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

A

All-American; Theodore Bawer.
 All Quiet at Silver Valley; Herb Meadow and H. L. Fishel.
 Allergic to Love; Jack Townley and Warren E. Wilson.
 Ambition (Lincoln and Mary Todd); Henry Salisbury Barbour.
 And Adam Begot; Arch Oboler.
 And There Was Light; Helen Norris.
 Another World; Arch Oboler.
 Apartment to Let; Dorothy Parker and Allan Campbell.
 Appointment with Danger; Al G. Williams.
 Appointment with Destiny; Jean Holloway.
 At the Post; Richard McDonagh.
 Aunt Phyllis' Coffee; Walter Hackett.
 Autobiography of an Egotist; John K. Lagemann.
 Autumn Flower; Arch Oboler.
 Away from It All; Philip Wylie (adapted by True Boardman).

B

Baby; Arch Oboler.
 Ballerina—Slightly with Accent; Robert Riley Crutcher.
 Bathysphere; Arch Oboler.
 Beach Boy; Ashmead Scott.
 Before I Die; Addison Simmons.
 Blennerhasset; opera by Vittorio Giannini; libretto by Philip Ansel and Norman Corwin.
 Blind Duty; Mary Turner and Charles E. Carruthers.
 Bright Shadow; True Boardman.
 Broken Destiny; Hugh Butler and True Boardman.
 Business Before Pleasure; John L. Greene and Bob Gould.
 By the Dawn's Early Light; Joe Fox.

C

Cannon Will Not Fire, The; Ted Sherdeman.
 Case of Mistaken Identity; Ralph Birchard.
 Case of the Missing Skyscraper, The; James Costello.
 Circular Tour; W. W. Jacobs.
 Coals to Newcastle, Or True Story of Timothy Dexter; Charles Monroe.
 * Comeback, The; Aubrey Wisberg.
 Cottingham's Last Banshee, The; Francis Wilson.
 Cowboy Blues; Addison Simmons.
 Cowboy Gets His Romance; Addison Simmons.
 Crazytown; Arch Oboler.
 Cupid Beats the Races; Alan L. Smith.

D

Danger; Richard Hughes.

* Dark World; Arch Oboler.
 Day the Sun Exploded, The; Arch Oboler.
 Dear Boss; Stanley Kaufmann.
 Death-House Blue-Bottle; Randal MacDougall.
 Death in a Raincoat; adapted from the original by Garne Wilson and William O'Connell.
 Design for Love; Stanley Kaufmann.
 Detour to Love; True Boardman.
 Double Exposure; Sarah Lyons.
 Double Play; Ralph Hunter and Mickey Davis.
 Drink Deep; Don Johnson.
 Duke Recovers; Ella Lowry and Ada Wells.
 Dust in Their Eyes; James Hill.

E

Easy Dough; Neil Cragin Courtney.
 Efficiency Island; Arch Oboler.
 * Eigerwand; Arch Oboler.
 Ellen Wakes Up; Addison Simmons.
 Emergency Ambulance; Ralph Hunter.
 Engulfed Cathedral, The; Arch Oboler.

F

Fair Means; Jack C. Rock.
 Fall of the City; Archibald MacLeish.
 Fanny Kemble; Joseph Liss and Louis Lantz.
 Fashions in Love; Jean Kern.
 Finale; Arch Oboler.
 Finders Keepers; Anthony Wayne.
 * First in Peace—Our First President; Ernest Boyd.
 First Selectman in Person; Merritt P. Allen.
 First to Know, The; Jean Lee Latham.
 Fish Widowers; Merritt P. Allen.
 Fleurette; author not listed.
 Flight of the Kiwi; Arthur Rothafel (Roxy, Jr.).
 Food for Thought; author not listed.
 For Richer, For Richer; True Boardman.
 Force and the Object, The; Merritt P. Allen.
 Fork in the Road, The; Michael Sklar.
 Four of a Kind; Florence Cummings and Jerome Epstein.
 Four Sided Triangle, The; Merritt P. Allen.
 Four's a Crowd; Norman Archer.
 Fugitive; Forrest Barnes.

G

Genghis Khan; Arch Oboler.
 Ghost Bride; Arch Oboler.
 Ghost of Benjamin Sweet; Pauline Gibson and Frederick Gilsdorf.
 Ghostly Business; Merritt P. Allen.
 Gibson Pitching; Mildred Hark and Noel McQueen.

RADIO PLAYS—Continued

Girl Meets Mountain; Arnold Moss.
Girls Will Be Brides; Addison Simmons.
Give It Back to the Indians; Arch Oboler.
Going Home; Gordon Webber.
Good-Bye to Bessie; Robert C. Hartman.
Grandpa; Mildred Hark and Noel McQueen.
Greater Love; Addison Simmons.

H

Hanging Portia; Anthony Wayne.
Happy Year; Arch Oboler.
He Runs on Scylla; Raymond Scudder.
Health and Beauty, Inc.; Welbourn Kelley.
Heaven Is Like That; True Boardman.
Heavenly Rest—A Hymn for Lost Americans; Milton Wayne.
Her Husband's Career; Floyd Miller.
Her Majesty, the Queen; John L. Greene and Bob Gould.
Higher Than a Kite; Brewster Morgan.
His Brother's Keeper; Ben Lee.
History of a Mug; Arch Oboler.
Hold That Tiger; Grover Jones.
Holiday, 1939; Arch Oboler.
Hometown; Arch Oboler.
Hypnotic Power of Dr. Brand; Addison Simmons.

I

I Do; Arch Oboler.
If Money Talked; Howard Whitman.
I'll Tell My Husband; Arch Oboler.
Immortal Gentleman, The; Arch Oboler.
Incredible Lady; Therese Lewis and William Bowers (from Robertson White's story).
Incredible McCleanahans; Rana!d MacDougall.
*** Ineffable Essence of Nothing, The;** Rana!d MacDougall.
Intelligencianapolis; original poetry by Paul Hayes.
Ivory Tower; Arch Oboler.

J

Jimmy's Dog Has His Day; Mary Turner and Charles E. Carruther.
Jousting with Jinxes; Ralph Hunter and Mickey Davis.

K

Kid from Peoria, The; Hal Kantor.
Kid Star; Harold Anderson.

L

Lady by Preference; Ralph Spence (adapted by John Halloran.)
Lady on the Left; Jean Lee Latham.
Lady Who Wasn't an Actress, The; Jean Holloway.
Land's End; author not listed.
Lass Who Loved a Cowboy; Charles S. Monroe.

Last Crossing; William Bowers.
Laughing Duke, The; Wallace West.
Laughing Man, The; Arch Oboler.
Laughing River; Sidney Marshall.
Left-Handed Legacy; Anthony Wayne.
Letter from Above, A; Florence and Ben Vines.

Little Genius; Dena Reed and Edward Peyton Harris.

Little Miss Buster-Upper; Ralph Birchard.

Looking for Lefty; Sidney Marshall.

Lost Chords, The; Michael Sklar.

Lost Yesterday; True Boardman.

Love and Bylines; Ralph Hunter and Mickey Davis.

Love and Diplomacy; Calvin Grinnell.

Love Gets Scooped; Floyd Miller.

Love in a Subway; Dena Reed.

Love Story Limited; Arch Oboler.

Luck of Mark Street, The; Arch Oboler.

M

Machine, The; Arch Oboler.

Magic of the Mistletoe; Peggy Dern (adapted by James Bloodworth).

Man Forgets the Boy's Promise; Ralph Birchard.

Man to Hate, A; Arch Oboler.

Man Who Was Tomorrow, The; Rana!d MacDougall.

Man Who Wasn't There, The; Calvin Grinnell.

Man with a Lantern; Theodore Ferro.

*** Manhattan Masquerade;** Will McMorrow (previously credited to Ashmead Scott).

Margot Gets Her Man; John L. Greene.

Marriage Deferred; True Boardman.

Marry the Girl; Ben Lee.

Meanest Man in the County; author not listed.

Meet Mr. Tompkins; John McClain (adapted by John Halloran and William McMorrow).

*** Memoriam;** Arch Oboler.

Meridian 7-1212; Irving Reis.

Million Dollar Baby; Anthony Wayne.

Million Dollar Message; Darrell Ware.

Minks for Helen; Floyd Miller.

*** Mirage;** Arch Oboler.

Miss Lovejoy's Husband; Calvin Grinnell.

Mister Pip; Arch Oboler.

Money, Money, Money; Arch Oboler.

Moon Road; Gordon Webber and Tom Carey.

Moonlight Sonata; George Lowther.

Most Tragic Brutus, The; Walter Hackett.

Mother Makes Good; Roy King.

Motor Trouble; Jon Slott.

Mr. & Mrs. Robin Hood; Addison Simmons.

Mr. Dinwiddy and His Moll; George W. Bartlett.

Mr. Throgg's Trial Balance; H. L. Fishel and Herbert Meadow.

Mr. Whiskers; Arch Oboler.

Mungahra; Arch Oboler.

RADIO PLAYS—Continued

Music Tells the Truth; Hal Kantor.
My Heart's in the Highlands; William Saroyan.

N

Neighbors; Merritt P. Allen.
Nero's Wife; Arch Oboler.
Nest of Eagles; Anthony Wayne.
New World; Arch Oboler.
New York to Detroit; Dorothy Parker.
New York to Watertown; Day Keene.
Nian Shah's Rifle; Edna H. Strachan.
No Publicity; Robert L. Cooper.
Nobody Died; Arch Oboler.
Now It's Summer; Arthur Kober.
Now Playing—Heaven; Ranald MacDougall.

O

Of Things to Come; Vickey Corey.
Old Mumbo Jumbo; Peter Dixon.
Once Bitten, Twice Shy; Ben Lee.
One More Summer; Calvin Grinnell.
Only Babies Cry; David T. Golden.

P

Parent by Proxy; Robert Riley Crutcher and John McClain (from the original by Charles Beahan and Collier Young).
Paris Evening; Richard McDonagh.
Penny for Slim's Thoughts, A; Hal Kantor.
Perfect Party, The; Arch Oboler.
Peter Lovely's Pigeons; Gordon Webber.
President Speaks, The; John L. Greene.
Prince and Paper; True Boardman.
Princess and the Admiral, The; Raymond Scudder.
Private Throgg; Parker Fennelly.
Prodigal Son; Addison Simmons.
Profits Unlimited; Arch Oboler.
Punch for Judy, A; Charles Striker Ingerman.

R

Radio Play; William Saroyan.
Read All About It; original poetry by B. Shannon Slon.
Rejuvenation of Lucy Belle, The; Robert Riley Crutcher.
Return Engagement; True Boardman.
Return of the Blowdin, The; Samuel B. Dickson.
Rich Kid; Arch Oboler.
Road Goes Further, The; True Boardman.
Romeo for Julie, A; True Boardman.
Rooms for Tourists; George W. Bartlett.

S

Safe in the Fold; Ralph Hunter and Mickey Davis.
School Crossing; Fanya Foss and Jay Dratler (adapted by True Boardman).
Sealed Envelope; Steven Carter.
Second Son, The; Thomas E. Byrnes.

Sensitive Mr. Ginsberg, The; Arch Oboler.
Shadow of the West, The; Betty Revert.
She Just Couldn't Say Yes; Norman Archer.
Sheriff Goes A-Callin'; Ashmead Scott.
Shooting Star; Arch Oboler.
Shrinking Mr. Pertwee, The; Ameel Fisher.
Snap Judgment; Ralph Hunter and Mickey Davis.
Sob Stuff; Alex Rakowe.
Someone with a Heart; Mary Turner and Charles E. Carruthers.
Something to Share; Ralph W. Hunter.
Special to Hollywood, A; Arch Oboler.
*Spectacular Spinkle, The; Ranald MacDougall.
Speed; Albert Williams.
Stand By for Love; Calvin Grinnell.
Stars for the Heart; Lawrence Morgan.
Steel Worker; Arch Oboler.
Story in Dog Town Common; Joseph Liss.
Story of Robert Herrick, The; Zachary Metz.
Subway Ride; Thomas E. Byrnes.
Suffer Little Children; Arch Oboler.
Swan Dance; Calvin Grinnell.
Symphony with Your Spaghetti, A; Richard Paulett Creyke.

T

Take a Letter; Hugh Nevill.
Talisman; Arch Oboler.
Tear She Blows; Anthony Wayne.
These Are Your Brothers; Arch Oboler.
Thing Apart, A; Anthony Wayne.
Things We Have, The; Orson Welles.
Thirty Days; Barbara Leigh.
This Is My Father; Arthur Rothafel and Hal Kantor.
This Is Yesterday; Robert C. Hartman.
This Lonely Heart; Arch Oboler.
This Precious Freedom; Arch Oboler.
Three Strikes—You're Out; Vernon Delston.
Tie 'Em Up Perkins; Merritt P. Allen.
To the Memory of—; John Halloran.
To the Winner; Jack Raymond and Ashley Buck.
Todd's Revenge; Allan Wood.
Towers of Hatred, The; Albert N. Williams.
Trail, The; Arch Oboler.
Train to Hollywood; Paul F. Rafael.
Transcontinental; original poetry by A. M. Sullivan.
Triumph of Peace; Philip Bloom.
* Truth, The; Arch Oboler.
Turkey Soup; Merritt P. Allen.
Twice Upon a Time; adapted by True Boardman.
Two Loves Had She; Anthony Wayne.

U

Understudy for Cupid; Arthur Rothafel.
Use of Man; Lord Dunsany.

RADIO PLAYS—Continued

V

Vengeance Is Mine; Addison Simmons.
Visit from Hades, The; Arch Oboler.
Vive La France; Welbourn Kelley.
Voice of Romance; Norman Archer.

W

Wake Up and Die; John K. Lagemann.
Walls Between; Ben Lee.
Warden Is a Lady, The; Hal Kantor.
We Were Such Kids; Ashmead Scott.
Wedding Dress; author not listed.
Wedding Present; Arch Oboler.
What the Doctor Ordered; David Peltz.
Where Your Treasure Is; Julian Funt.

Whitcomb Case; Sidney Marshall.
Who Feedeth the Stranger; Day Keenè.
Why the Stars Wink; Kenneth Higgins.
Wild Man; David Redstone.
Winter in Paris; Steve Fisher.
With All My Love; True Boardman.
Withering Glare, The; Ronald MacDougall.
Woman Stayed at Home, The; Arch Oboler.
Wonderful Day; Frank Gould.
Word, The; Arch Oboler.
Words Set to Music; Merritt P. Allen.

Y

Yesterday Is Gone; Addison Simmons.
Young Mr. Trouble; Arch Oboler.

RESEARCH ORGANIZATIONS

(These firms gather data on advertising media)

AMERICAN MARKETING ASSOCIATION, 485 Madison Ave., New York, N. Y. (Wickersham 2-2000). Executives: Donald R. G. Cowan, Swift & Co., Chicago, president; Lyndon O. Brown, Northwestern University, Chicago, and Victor H. Pelz, General Foods Sales Co., Postum Bldg., New York, vice-presidents; Howard Whipple Green, Real Property Inv. of Metro. Cleveland, 1001 Huron Rd., Cleveland, treasurer; Albert Haring, School of Business, Indiana University, Bloomington, secretary.

BOOZ-FRY-ALLEN & HAMILTON, 135 S. LaSalle St., Chicago, Ill. (State 8344). Branch office: 285 Madison Ave., New York (Caledonia 5-1223).

WALTER P. BURN & ASSOCIATES INC., 7 West 44th St., New York, N. Y. (Murray Hill 2-7462). Executives: Walter P. Burn, president; William Noble, vice-president; M. C. Burn, secretary; Edgar Felix, technical director; Charles Finsilver, E. Hoffman, Arthur Thompson, Sally Pall, U. Dykeman.

CANADIAN FACTS, REGISTERED, 100 Adelaide St., West, Toronto, Ont., Canada (Adelaide 2067). Executives: N. P. Colwell, general manager; Ethel Colwell, treasurer, director of field work; Beatrice Moore, chief statistician. Super-vising 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, Partner in McKinsey & Co., 2 Wall St., New York, N. Y. (Rector 2-2820).

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 CONSOLIDATED. See Roy S. Frothingham.

ROY S. FROTHINGHAM, 111 Sutter St., San Francisco, Calif. (Douglas 6446) and, since December, 1939, **FACTS CONSOLIDATED**, 68 Post St., San Francisco (Garfield 4047). Branch offices: 8268 W. Norton St., Hollywood; representatives in 39 leading cities of 11 western states.

GLIDDEN & WILE, 43 E. Ohio St., Chicago, Ill. Executives: H. Coy Glidden,

RESEARCH ORGANIZATIONS—Continued

- president; Alan R. Wile, vice-president, treasurer; Fred J. Wilkes, secretary.
- C. E. HOOPER, INC.**, 51 East 42nd St., New York, N. Y. (Vanderbilt 6-1501). 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. (Whitehall 3-9700). 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 83 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 Whittseley Mann, president; Homer J. Bueckelmuller and Andrew Schuster, account executives; Theodora Van Doorn, chief editorial department.
- MARKET DATA SERVICE, INC.** (Division of Walter P. Burn & Associates, Inc.), 7 West 44th St., New York, N. Y. (Murray Hill 2-7462). Executives: W. Noble, president; W. G. Davis, sales manager for New England.
- MARKET RESEARCH CORPORATION OF AMERICA**, 444 Madison Ave., New York, N. Y. (Plaza 3-8920). Executives: Percival White, president; Pauline Arnold, vice-president; Maltida White, secretary-treasurer.
- MEDIA RECORDS, INC.**, 354 Fourth Ave., New York, N. Y. (Murray Hill 5-9376). President: P. L. Carty. Branch offices: Daily News Bldg., Chicago; 174 E. Long St., Columbus; 25 Kearny St., San Francisco.
- A. C. NIELSEN CO.**, 2101 Howard St., Chicago, Ill. (Hollycourt 6100). Executives: Arthur C. Nielsen, president; James O. Peckham, Frederick K. Leisch, Hugh L. Rusch, executive vice-presidents. Branch offices: 500 Fifth Ave., New York (Pennsylvania 6-7126); London, England.
- OPINION RESEARCH CORP.**, 3114 Chrysler Bldg., New York, N. Y. (Murray Hill 6-6080). Executives: Dr. Claude Robinson, president; Dilman K. Smith and Harold D. Read, vice-presidents. Branch office: 90 Nassau St., Princeton, N. J.
- 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; 333 W. Lake St., 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. Irving, 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, Robert W. Pratt.
- 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, vice-president; W. I. Shine, director of research; F. X. Miske, secretary; Tom Ellsworth, 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

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 organizations 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., 521 Fifth Ave., New York, N. Y. Phone: Murray Hill 2-4053; 4054. Executives: Herbert Moore, president; W. G. Quisenberry, vice-president; Dixon Stewart, vice-president. Branch offices: Bureaus in Chicago, Boston, Detroit, Philadelphia, Los Angeles, Seattle, New Orleans, Washington, D. C., Hartford, Albany, N. Y., Harrisburg, Baltimore, Pittsburgh, Raleigh, N. C., Atlanta, Montgomery, Ala., Dallas, Austin, Tex., Cleveland, Columbus, Cincinnati, Louisville, St. Louis, Kansas City, Mo., Des Moines, Minneapolis, Tulsa, Denver, Phoenix, Ariz., and Montreal, Toronto, Ottawa and Vancouver, Canada. Services: Flash and bulletins news supplied clients 20-hours-a-day, seven days a week; complete sports results and financial news; specialized news programs.

UNITED PRESS ASSOCIATIONS, News Building, 220 East 42nd St., New York, N. Y. Phone: Murray Hill 2-0400. Executives: Hugh Baillic, president; Edwin Moss Williams, vice-president and general sales manager; Clem J. Randau, vice-president and general business manager; Earl J. Johnson, vice-president and general news manager; A. F. Harrison, radio sales manager; Webb C. Artz, radio news manager. 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 leased wire.

TRANSCRIPTION PRODUCERS

(Firms marked with an asterisk are MPPA licensees)

A. A. RECORDING STUDIO, 3543 Broadway, New York City. Phone: Edgewood 4-7600. Executives: Leslie C. Boyd, manager, production head; Jack Costello, technician in charge of off-the-air and studio recordings. Type of transcriptions manufactured: Air-check (including air-checks on televised programs), announcements, etc. Library service: Limited service.

A D L RECORDING STUDIOS, 4334 N. Kenmore Ave., Chicago, Ill. Phone: Wellington 3267. Executives: Jerry A. Callner, manager; Harold M. Bender, assistant engineer. Type of transcriptions manufactured: Lateral cut, both air-checks and studio; masters are cut on acetate. Library service: Nonc.

AEROGRAM CORP., 1611 Cosmo Street,

TRANSCRIPTION PRODUCERS—Continued

- Hollywood, Calif. Phone: Hillside 7211. Executives: G. Curtis Bird, sales director and general manager. Representatives: Charles J. Basch, Jr., 171 Madison Avenue, 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.
- ALLIED PHONOGRAPH & RECORD MFG. CO.**, 1041 N. Las Palmas Ave., Hollywood, Calif. Phone: Hollywood 5107. Executives: Louis I. Goldberg, president, general manager; Eugene Bedell, auditor; J. Ellison, office manager; H. Pursell, factory superintendent; D. Friedland, chemist. Branch offices: None, as such, but have representatives throughout the country. Type of transcriptions manufactured: Custom processing and pressing of both lateral and vertical cut transcriptions; provision of scripts based on client's idea, talent selection, recording, processing and pressing, label, envelope and brochure copy. 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: C. M. Finney, president; John Mayo, 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, off-the-air, portable. Library service: Library of 125,000 voices (addresses) through "clipping bureau of the air" with daily additions.
- AUDISC TRANSCRIPTIONS**, 1202 Brinckerhoff Ave., Utica, N. Y. Phone: 4-5259. Business manager: Donald Gaffney. Type of transcriptions manufactured: Lateral cut recordings; air checks; audition records; cover special events. Library service: None.
- BECK RECORDING STUDIOS**, Keith Bldg., 1722 Hennepin Ave., Minneapolis, Minn. Phone: Atlantic 8901. Executives: Joseph H. Beck, general manager; Giles Miller secretary; Joshua Premack, recording engineer; A. G. Peck (of Radio Station WCCO), consulting engineer. Type of transcriptions manufactured: Lateral cut; equipment for instantaneous or wax recordings; studios include auditorium accommodating up to 150 persons. Library service: None. (Also maintain under the separate title of Beck School for Radio, a professional radio training school.)
- *WALTER BIDDICK CO.** (Radio Programs Division), Chamber of Commerce Bldg., Los Angeles, Calif. Phone: Richmond 6134. Manager: M. Thompson. Library service: Half-minute recorded skits for miscellaneous business.
- BRINCKERHOFF STUDIOS.** See Time Abroad, Inc.
- BROADCAST PRODUCTIONS**, 25 E. Jackson Blvd., Chicago, Ill. Phone: Wabash 0711. Managing Director: John Stamford. Type of transcriptions manufactured: Vertical or lateral cut on acetate at 33½ and 78 R.P.M.; master and instantaneous; remote control to 3 Chicago stations. 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.**, 1600 Broadway, New York, N. Y. Phone: Columbus 5-4445-6. Executives: Joy J. Pierri, president; Omar Champion, vice-president. Type of transcriptions manufactured: Off-the-air checks, studio recordings. Library service: None.
- CHICAGO RECORDING STUDIOS, INC.**, 64 E. Jackson Blvd., Chicago, Ill. Phone: Webster 7288. President: R. W. Kit-

TRANSCRIPTION PRODUCERS—Continued

- tinger. Type of transcriptions manufactured: Lateral cut. Library service: None.
- THE CHRISTENSEN RECORDING STUDIO**, 306 S. Wabash Ave., Chicago, Ill. Phone: Harrison 5669. Executives: Carle A. Christensen, script, production; Avis Lennon, script, casting. Type of transcriptions manufactured: Lateral cut transcriptions, regular phonograph records. Library service: At press time, a library of children's programs was contemplated.
- CLARK PHONOGRAPH RECORD CO., INC.**, 216 High St., Newark, N. J. Phone: Humboldt 2-0880. Executives: George H. Clark, president, treasurer; Albert E. Clark, vice-president; Mildred H. Clark, secretary. Branch office: 221 N. La Salle St., Chicago (Central 5275). Type of transcriptions manufactured: Lateral and vertical cut. Library service: None.
- *COLUMBIA RECORDING CORP.** (formerly American Record Corp.), a subsidiary of Columbia Broadcasting System, Inc., 1473 Barnum Ave., Bridgeport, Conn.; 799 Seventh Ave., New York City; Wrigley Bldg., Chicago; and 6624 Romaine St., Hollywood. Executives: Edward Wallerstein, president; William A. Schudt, Jr., general manager. Transcription and Commercial Record Division (New York). Type of transcriptions manufactured: 16-inch, 33 $\frac{1}{2}$ R.P.M. lateral cut, for regulation reproducing table; all types of 7, 10 and 12-inch recordings; complete recording, processing and pressing facilities; pressings for independent recorders. Library service: None. (Also manufacturers of Columbia, Brunswick and Vocalion records.)
- COMMERCIAL BROADCASTING SERVICES, LTD.**, Hermant Bldg., Toronto, Ont. Phone: Elgin 3345. Executives: E. A. Byworth, president; H. R. Johnston, vice-president; A. G. Irwin, secretary-treasurer; Doug Marshall, program department. Type of transcriptions manufactured: Lateral cut on acetate for play-back; syndicate and custom recording. Library service: None.
- THE COMPO CO., LTD.**, 131 18th Ave., Lachine, Montreal, Que. Phone: Dexter 0905. President: H. S. Berliner. Type of transcriptions manufactured: Vinylac transcriptions from either vertical or lateral cuts; live production recorded to order; processing of acetate masters from other studios. Library service: None.
- CONTINENTAL ENGINEERING CO.**, 3613 N. Green Bay Ave., Milwaukee, Wis. Phone: Concord 7300. Executives: K. W. Kennedy, president; A. F. Jurack, vice-president; Anne Blankenheim, secretary-treasurer. Type of transcriptions manufactured: Lateral cut; air checks, commercial and personal recordings. Library service: None.
- DAVIS & SCHWEGLER, INC.**, 1009 W. Seventh St., Los Angeles, Calif. Phone: Trinity 2006. Executives: Paul Schwegler, president; Herbert H. Aronson, vice-president; Kenneth C. Davis, secretary-treasurer; Naylor Rogers, general manager. Type of transcriptions manufactured: Lateral cut, 33 $\frac{1}{2}$ R.P.M. Library service: Furnish 66 new selections each month in following classifications: dance (swing, fox trots, waltzes); salon (semi-classical, ballads); trios and quartettes; tangos and thumbas; novelty (miscellaneous); Westerns, Hawaiian, hill billy. (Also print and publish own sheet music).
- *DECCA RECORDS, INC.**, 50 West 57th Street, New York, N. Y. Phone: Columbus 5-5662. Executives: C. D. MacKinnon, manager of transcription division. Branch offices: 22-24 W. Hubbard St., Chicago; Sellman C. Schulz, manager. Type of transcriptions manufactured: Lateral cut, for regulation reproducing table (33 $\frac{1}{2}$ 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 $\frac{1}{2}$ and 78 R.P.M. Library service: None, as such, but the firm is Canadian representative for Bosworth Library, London, England.
- DON LEE PRODUCTIONS**, 1076 West 7th St., Los Angeles, Calif. Phone: Vandike 7111. Recording supervisor: Clifford C. MacDonald. Type of transcriptions manufactured: Acetate and wax air-checks and studio recordings at 33 $\frac{1}{2}$ and 78 R.P.M.; standard lateral cut on 10, 12 and 16-inch discs. Library service: None.
- EARNSHAW RADIO PRODUCTIONS (EARNSHAW-YOUNG, INC.)**, 568 Chamber of Commerce, Los Angeles, Calif. Phone: Richmond 6184. Executives: Harry A. Earnshaw, president; H. Lewis Earnshaw, secretary-treasurer. Representatives: Walter Biddick Co., general sales agents, 568 Chamber of Commerce Bldg., Los Angeles (Richmond 6184). Advertisers Radio Service, 606 James

TRANSCRIPTION PRODUCERS—Continued

- Bldg., Chattanooga (6-5783); Russ Betts. Charles Michelson, 67 West 44th St., New York City (Murray Hill 2-3376). Type of transcriptions manufactured: Lateral cut, 33 $\frac{1}{2}$ R.P.M. on flexible records. Library service: Dramatic programs.
- ECCLES DISC RECORDINGS**, 6233 Hollywood Blvd., Hollywood, Calif. Phone: Hillside 8351. Manager: C. R. Alford. Type of transcriptions manufactured: Lateral cut, 33 $\frac{1}{2}$ and 78 R.P.M. Library service: Limited service.
- ELECTRO SOUND PRODUCTS, INC.**, 228 S. Wabash Ave., Chicago, Ill. Phone: Harrison 1368. Executives: V. G. Geisel, president, treasurer; E. E. Gamble, vice-president, secretary. Type of transcriptions manufactured: Acetate recordings. 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 $\frac{1}{2}$ and 78 R.P.M. Library service: None.
- EMPIRE BROADCASTING CORP.**, 480 Lexington Ave., New York, N. Y. Phone: Plaza 8-3360. Executives: Gerald A. Kelleher, president, treasurer; Eugene L. Bresson, executive vice-president, general manager; J. Howard Capron, secretary; Peter M. Rogers, manager of program department. Type of transcriptions manufactured: Lateral cut, using the Bresson system. Library service: None.
- ESSEX BROADCASTERS, INC.**, 3300 Union Guardian Bldg., Detroit, Mich. Phone: Cadillac 6117. Executives: J. E. Campeau, general manager; George Funkey, chief engineer. Representative: Joseph Hershey McGillvra, 366 Madison Ave., New York City (Murray Hill 2-8755); 919 N. Michigan Ave., Chicago (Superior 3444). Type of transcriptions manufactured: Lateral cut, instantaneous; off-the-line and studio recordings; air checks; playback equipment. Library service: None.
- 57TH STREET BROADWAY STUDIOS, INC.** See United States Record Corp.
- 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 recordings, studio auditions and special recordings. Library service: None.
- FILM ASSOCIATES** (Disc Recording Division), 429 Ridgewood Drive, Dayton, Ohio. Phone: Walnut 4641. Executives: E. R. Arn, Jr., owner, recording engineer; R. E. Kelly, business manager; J. G. Dunn, sales representative; H. Woodward, assistant engineer; F. Shelton, continuity writer. Type of transcriptions manufactured: Lateral cut at 33 $\frac{1}{2}$ and 78 R.P.M. Library service: Dramatic and narrated scripts for sustaining and commercial use. (Also producers of sound films, sound on film re-recordings, visual education equipment).
- FRANKAY RECORDING STUDIOS**, 156 West 44th St., New York, N. Y. Phone: Longacre 5-0242. Executives: Frank Kay, president, chief engineer; Bob Scheuing, general manager; Harry Kibbee, assistant general manager. Type of transcriptions manufactured: Off-the-air; studio; direct wires to stations WMCA and WINS, New York. 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 P. Creyke, production manager. Branch office: Rockefeller Bldg., Cleveland (Prospect 4900); Donald C. Jones, general manager. Type of transcriptions manufactured: Both lateral and vertical cut recordings at 33 $\frac{1}{2}$ and 78 R.P.M.; also slide-films, etc. Library service: None. (Also slide films, motion pictures, convention services, etc.)
- *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.)
- GORDONI & LEE**, Hotel Crillon, 1258 S. Michigan Ave., Chicago, Ill. Phones: Calumet 6700, 6979. Executives: Lillian Gordoni, production manager, script

TRANSCRIPTION PRODUCERS—Continued

writer; Nat Lee, sales manager; Denis A. Wood, dramatic director; Don Gordon, musical director; Gwynne Kinsley, programming. **Type of transcriptions manufactured:** Lateral cut. **Library service:** 52 complete programs; a new 3 or 5-a-week serial, Ellen Clancy's Kitchen, now in production for fall delivery.

***JEAN V. GROMBACH, INC.**, 113 West 57th St., New York, N. Y. **Phone:** Circle 6-6540. **Executives:** Capt. Jean V. Grombach, president; Margaret Kearney, treasurer; Hazard Reeves, chief engineer; Chet Miller, in charge of production; Joseph Corhan, music department. **Representatives:** James Murley, 8 Newberry St., Boston; Galen Bogue, 6200 Franklin Ave., Los Angeles; Leslie Kettles, 50 New Bond St., London, England; Andre Oulmann, Rue de Lorette, Paris, France. **Type of transcription manufactured:** Both lateral and vertical cut, 33 $\frac{1}{3}$ and 78 R.P.M.; both studio recording and remote control from permanent lines; high fidelity wax recordings for rebroadcast purposes; spot announcements. **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.**, 19 East 53rd St., New York, N. Y. **Phone:** Wickersham 2-3338-39. **Executives:** Harry S. Goodman, president-treasurer; Andrew Schloss, vice-president; H. Knuth, secretary. **Type of transcriptions manufactured:** Recordings at 33 $\frac{1}{3}$ R.P.M. **Library service:** Recordings for sponsors: jewelers, opticians, furniture dealers, beauty parlors, etc.

HOLLYWOOD RECORDING CO., 1731 N. Highland Ave., and 5513 Sunset Blvd., Hollywood, Calif. **Phones:** Hillside 3097, Gladstone 2191 (Highland Ave.); Granite 5513 (Sunset Blvd.). **Executives:** John Hirsch, president, recorder. **Type of transcriptions manufactured:** Lateral cut, 33 $\frac{1}{3}$ and 78 R.P.M.; specialize in re-recording. **Library service:** None.

WARREN C. JAYNES RECORDING SERVICE, 340 Scranton Ave., Lake Bluff, Ill. **Phone:** Lake Bluff 2359. **Executives:** Warren C. Jaynes, president, recording technician; Hazel M. Anderson, secretary-treasurer; William C. Giller, sales manager. **Branch office** (home address): 5518 N. Winthrop Ave., Chicago (Longbeach 9424); Warren C. Jaynes in charge. **Type of transcrip-**

tions manufactured: Recording service; lateral cut; complete mobile recording unit; slide film production; off-the-air; special sound effects records. **Library service:** None. (Also build and install custom-built reproducing and speech equipment).

G. F. JOHNSON MUSIC CO., 1022 S. W. Morrison St., Portland, Ore. **Phone:** BE-8131. **Manager:** G. F. Johnson. **Type of transcriptions manufactured:** Acetate, lateral cut at both 33 $\frac{1}{3}$ and 78 R.P.M. **Library service:** None.

ARCHIE JOSEPHSON ENTERPRISES, INC., 6313 Bryn Mawr Drive, Hollywood, Calif. **Phone:** Gladstone 6802. **President, general manager:** Archie Josephson. **Type of transcriptions manufactured:** Lateral cut. **Library service:** None.

***KASPER-GORDON, 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, office manager; Ralph R. Giffen, scripts and production; Albert P. Burke, scripts. **Type of transcriptions manufactured:** Lateral cut; dramatic syndicated productions and custom-built shows; instantaneous recordings; airchecks; audition rooms; lines to all Boston stations. **Library service:** None.

FRANK KAY RECORDING STUDIOS.
See Frankay Recording Studios.

JOHN KEATING, 614 Studio Bldg., Portland, Ore. **Phone:** Beacon 1009. **Executives:** James McLoughlin, sales; Don Kneass, production. **Type of transcriptions manufactured:** All types of transcriptions, recordings and pressings; lateral cut. **Library service:** None.

DAVID WAYNE KENNEDY, INDUSTRIAL ADVERTISING PRODUCTIONS, 9817 Denker Ave., Los Angeles, Calif. **Phone:** Pleasant 12240. **Executives:** David W. Kennedy, Marianne Sinclair. **Branch office:** At press time a San Francisco office was to be opened. **Type of transcriptions manufactured:** Processed masters for commercial, education, radio and publicity transcriptions; lateral cut at 33 $\frac{1}{3}$ and 78 R.P.M.. **Library service:** None.

KENT-JOHNSON, INC. See listing under program producers.

TRANSCRIPTION PRODUCERS—Continued

LANG-WORTH FEATURE PROGRAMS, INC., 420 Madison Ave., New York City; Eldorado 5-1620. Executives: C. O. Langlois, secretary-treasurer; R. C. Wentworth, president; W. O'Keefe, talent; Neal W. Hopkins, continuity chief. Type of transcriptions manufactured: Syndicated transcribed programs for regional and local advertisers. Library service: Producers of the NAB-Lang-Worth Music Service, a library of tax-free music in transcription form for stations.

***C. P. MacGREGOR** (formerly MacGregor & Sollie, Inc.), 729 S. Western Avenue, Hollywood, Calif. Phone: Fitzroy 4191. Executives: C. P. MacGregor, president; Paul Quan, treasurer; S. Niles Gates, 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.

R. U. McINTOSH & ASSOCIATES, INC., 10558 Camarillo St., North Hollywood, Calif. Phone: Sunset 29275. Executives: R. U. McIntosh, president; M. McIntosh, vice-president. Type of transcriptions manufactured: Lateral cut, 33 $\frac{1}{4}$ R.P.M.; Custom and syndicated shows for regional or local sponsorship. Library service: Yearly library service.

MERTENS & PRICE, INC. See George Logan Price, Inc.

METROPOLITAN BROADCASTING SERVICE, LTD., Hermant Bldg., Toronto, Ont. Phone: Adelaide 0181-2-3. Executives: Kenneth D. Soble, president; Alexander Patterson, manager, chief engineer; James Vernon, manager personal recordings department. Type of transcriptions manufactured: Lateral cut; recording masters; maintain studio for personal recordings. Library service: Limited service.

CHARLES MICHELSON, 67 West 44th St., New York, N. Y. Phone: Murray Hill 2-3376. President: Charles Michelson. Branch office: Michelson & Sternberg, Export Division, Inc., 116 Broad St., New York (Bowling Green 9-8925); A. Michelson, manager. Type of transcriptions manufactured: None; functions as distributor for Pacific Coast transcription firms; all recordings supplied on lateral

cut 33 $\frac{1}{4}$ 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. Michelson Equipment: Porto-Playback Machines.

***MID-WEST TRANSCRIPTIONS, 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 $\frac{1}{4}$ or 78 R.P.M. for regulation reproducing table. Library service: None.

MILLER BROS., 445 S. La Cienega Blvd., Los Angeles, Calif. Phone: Bradshaw 2-1233. Partners: W. H. Miller and Ross Miller. Type of transcriptions manufactured: Lateral cut recordings and transcriptions of all types, either in the studio or off the air; acetates only, for processing or immediate use. Library service: None.

GEORGE MILLER PRODUCTIONS, INC., Box 505, Hannibal, Mo. Executive: George Miller, president; Blanche Schaff, Grace Moore and Georgia Miller, associate dramatic editors. Type of transcriptions manufactured: Lateral cut recordings at 33 $\frac{1}{4}$ R.P.M. Library service: Mark Twain Cove series. (Also handles screen productions; animated cartoons, comic strips).

MUSICRAFT RECORDS, INC., 10 West 47th St., New York, N. Y. Phone: Bryant 9-6565. Executives: Milton L. Rein, president; Paul Puner, vice-president, secretary; Henry Cohen, treasurer. Type of transcriptions manufactured: Lateral cut, 33 $\frac{1}{4}$ and 78 R.P.M.; studios available for direct recordings. Library service: One-minute spot recordings. (Also manufacturers of phonograph records and accessories).

***NATIONAL BROADCASTING COMPANY, INC., RADIO-RECORDING DIVISION**, RCA Building, Radio City, New York, N. Y. Phone: Circle 7-8300. Executives: C. Lloyd Egner, manager; John H. MacDonald, business manager; Reginald Thomas, program director. Branch offices: Merchandise Mart, Chicago; Frank E. Chizzini, manager. Sunset and Vine, Hollywood; Robert F. Schuetz, manager. Type of transcriptions manufactured: NBC Thesaurus Service, syndicated recorded programs, custom-built programs, reference recordings; all lateral cut, NBC Orthacous-

TRANSCRIPTION PRODUCERS—Continued

tic, for any standard make equipment. **Library service:** NBC Thesaurus, with about 3,000 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 $\frac{1}{3}$ R.P.M. **Library service:** None.

EUGENE P. O'FALLON, INC., Albany Hotel, Denver, Colo. **Phone:** Keystone 0178. **Executives:** Eugene P. O'Fallon, president; J. P. Veatch, chief engineer. **Type of transcriptions manufactured:** Lateral cut recordings. **Library service:** None. (Also licensee of Radio Station KFEL.)

PREMIER RADIO ENTERPRISES, INC., Mart Bldg., St. Louis, Mo. **Phones:** GA 3395-6. **President:** H. S. Somson. **Type of transcriptions manufactured:** Custom built, lateral cut. **Library service:** None.

GEORGE LOGAN PRICE, INC. (successor to Mertens & Price, Inc.), 3902 W. Sixth St., Los Angeles, Calif. **Phone:** Exposition 1906. **Executives:** G. L. Price, president, in charge of sales; E. M. Lewis, assistant secretary, in charge of service. **Type of transcriptions manufactured:** Lateral cut waxes produced in own studios. **Library service:** The Sunday Players Bible Dramas, 52 half-hour programs; Leisure House, 26 quarter-hour programs for electrical industry; Wade Lane's Home Folks, 52 quarter-hour programs; Leisure Kitchen, 40 quarter-hour programs; Have You Heard? five-minute spots.

PROFESSIONAL RECORDING STUDIOS, 1749 N. Prospect Ave., Milwaukee, Wis. **Phone:** Lakeside 5840. **Executives:** Sam Snead, director, engineer; Robert A. Tamms, manager of artists' bureau; George R. Patrick, manager of line production; Doris Banker, librarian; Mrs. Lucy Hawkins, scripts; Marie Kay Veber, dramatics. **Branch office:** 35 E. Wacker Drive, Chicago (Dearborn 0622); Charley Grant, manager. **Type of transcriptions manufactured:** Radio, commercial and general; lateral cut. **Library service:** No transcription library, but maintain full library of complete orchestration of classical and popular music.

***RCA MANUFACTURING COMPANY, INC.**, Camden, N. J. **Executives:** Frank B. Walker, vice-president in charge of

recording and record sales. **Branch offices:** 155 E. 24th St., New York; George L. Keane, manager, 445 Lake Shore Drive, Chicago; A. E. Hindle, manager, 1016 North Sycamore Ave., Hollywood; Harry A. Meyerson, manager. **Type of transcriptions manufactured:** Lateral cut for regulation reproducing table. **Library service:** None, as such, but act as recorders and manufacturers for NBC Thesaurus and Standard Radio, Inc., libraries.

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 $\frac{1}{3}$ R.P.M.; producers and distributors of The Shadow of Fu Manchu and The Adventures of Pinnocchio. **Library service:** None.

RADIO CENTRE LIMITED, 100 Adelaide St. W., Toronto, Ont., Canada. **Phones:** Waverly 2036-2846. **Executives:** D. Spencer Grow, manager; Jack Lindsay, recording engineer; J. C. Tobin, sales manager; David Fenn, transcription supervisor; Mike Goodman, production manager; Barry Phillips, script. **Branch office:** 127 Seventh Ave., E. Calgary, Alberta (Main 5204); M. H. Pitcher, manager. **Type of transcriptions manufactured:** Lateral cut, 33 $\frac{1}{3}$ and 78 R.P.M.; syndicated and custom transcriptions; air checks, etc. **Library service:** Inventory of American transcriptions for sponsorship in Canada.

RADIO NEWS REEL & RADIO NEWS REEL PRODUCTIONS, 1000 Cahuenga Blvd., Hollywood, Calif. **Phone:** Hillside 1161. **Executives:** Jack Dawson, president; Carroll Hauser, production manager; Bob Short, production editor; Allen Berg, chief West Coast commentator; Art Ballinger, assistant chief announcer. **Branch office:** Radio Station WMCA, 1657 Broadway, New York City (Circle 6-2200); Donald Flamm, president. **Type of transcriptions manufactured:** Two 15-minute lateral cut news reels released weekly.

RADIO RECEIVING RECORD CO., 304 Smith St., Providence, R. I. **Phone:** Dexter 4081. **Manager:** Lewis A. McGowan, Jr. **Branch office:** 2172 Front St., San Diego, Calif. (Main 7552); Eleanor Osborne, manager. **Type of transcriptions manufactured:** Off-the-air recordings of an educational nature. **Library service:** None.

***RADIO RECORDERS, INC.**, 932 North Western Ave., Hollywood, Calif. **Phone:**

TRANSCRIPTION PRODUCERS—Continued

- 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; B. M. Fink, station relations manager; T. Callison, office manager; Irwin Liefke, traffic manager; Stuart MacHarrie, Jos. G. Corey, field managers. Type of transcriptions manufactured: Quarter-hour programs. Library service: Drama and music.
- 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 $\frac{1}{3}$ 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.
- REEVES SOUND STUDIOS, INC., 1600** Broadway, New York, N. Y. Phone: Circle 6-6686. Executives: Hazard E. Reeves, president; Patricia Greenhouse, secretary; Chester L. Stewart, studio manager; Lyman J. Wiggan, chief engineer. Type of transcriptions manufactured: Both lateral and vertical cut; facilities for wax, acetate film, re-recording, phonograph records, location recording, electrical transcriptions. Library service: None.
- ROBINSON RECORDING LABORATORIES, 35 South 9th St., Philadelphia, Pa.** Phones: Walnut 6800 (day), Narberth 2708 (night). Executives: W. P. Robinson, proprietor; Bert Balus, musical director. Type of transcriptions manufactured: Lateral wax recordings; dramatized spot announcements and serial commercial programs produced by noiseless process (use studios of WIP). 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.
- G. SCHIRMER, INC., 3 East 43rd Street,** New York, N. Y. Phone: Murray Hill 2-8100. Executives: Carl Engel, president; Gustave Schirmer, secretary; Frederick Grieve, retail store manager; Harry W. Boyd, recording engineer; Duncan Peckham, assistant recording engineer. Type of transcriptions manufactured: Acetate, shellac and vinyl acetate transcriptions, lateral cut; portable recording service available for recording and processing of commercial records, spot announcements, auditions, off-the-air recordings, live show recordings for spot advertisers, processing, pressing. Library service: None, but complete stock of music is at disposal of clients. (Also music publishers and dealers; manufacturers and retailers of records, phonographs, etc.).
- 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; Laurence 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; Kay Mullane, secretary; Maurice Zimm, writer; Paul Sawtell, musical director. Type of transcriptions manufactured: Lateral cut, NBC Orthocoustic, for regulation reproducing table; custom-built dramatic, musical and variety shows. Library service: None.
- SMITH RECORDING STUDIOS, 312-20** Madison Theatre Bldg., Detroit, Mich. Phone: Cherry 6550. Executives: J. Hall Smith, owner-manager; K. H. Lane, assistant manager. Type of transcriptions manufactured: Lateral cut, 33 $\frac{1}{3}$ and 78 R.P.M. (at press time, plans were underway to cut also vertical recordings); script and dramatic shows, spot an-

TRANSCRIPTION PRODUCERS—Continued

- nouncements, special music. **Library service:** none.
- SOUND RECORDING SERVICE**, 240 East Ave., Rochester, N. Y. **Phone:** Stone 830. **Manager:** R. A. Goering. **Type of transcriptions manufactured:** Lateral cut on acetate; auditions, airchecks and transcriptions; recordings made at or away from own studios. **Library service:** None.
- SPEEDY-Q SOUND EFFECTS**, 1344 S. Flower St., Los Angeles, Calif. **Phone:** Prospect 2035. **Manager:** Harry Gennett, Jr. **Eastern distributor:** Charles Michelson, 67 W. 44th St., New York City (Murray Hill 2-3376). **Type of transcriptions manufactured:** 10-inch, 78 R.P.M. lateral cut sound effect records exclusively. **Library service:** Sound effect library of 110 double-face records.
- SPOT FILM PRODUCTIONS, INC.**, 339 East 43rd St., New York, N. Y. **Phone:** Plaza 5-0808. **Executives:** Sherman Price, president; G. Dana Spear, vice-president; William James, secretary; Clarence Schmidt, treasurer. **Type of transcriptions manufactured:** Sound-on-film transcriptions recorded by the variable area method directly on 16mm. films. **Library service:** None.
- *STANDARD RADIO**, 6404 Hollywood Blvd., Hollywood, Calif. **Phone:** Hillside 0188. **Executives:** Gerald King, general manager; Don Allen, production manager. **Branch offices:** 180 N. Michigan Ave., Chicago; M. M. Blink, general manager; Alex Sherwood, sales manager. P. O. Box 933, Dallas; Herbert Denny, manager. White-Henry-Stuart Bldg., Seattle; Hal Pearce, manager; 12 Rue Abel-Ferry, Paris, France. Herbert Rosen, manager. 4613 RCA Bldg., New York City (sound effects only). **Type of transcriptions manufactured:** Lateral cut, made by RCA Mfg. Co.; 12 and 16-inch records at 33½ R.P.M. sound effects at 78 R.P.M. **Library service:** Standard Program Library Service for domestic and foreign stations.
- EDWIN STRONG, INC.**, 71 West 45th Street, New York City. **Phone:** Bryant 9-5758-9. **Executives:** Edwin Strong, president; Gordon Butler, general manager; C. D. Sherer, chief engineer; Edwin A. Pancoast, Jr., sales manager. **Type of transcriptions manufactured:** Studio and off the-air recordings. **Library service:** None.
- 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, 33½ and 78 R.P.M.; syndicate slide-film records; air checks. **Library service:** None.
- TIME ABROAD, INC.**, Brinckerhoff Studios, 29 West 57th St., New York, N. Y. **Phones:** Plaza 3-3015-6-7. **Cable address:** Timab. **Executives:** E. P. Kamp, president; E. V. Brinckerhoff, director; V. Meeker. **Type of transcriptions manufactured:** All types for regulation reproducing equipment. **Library service:** None.
- *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). **Type of transcriptions manufactured:** Both lateral and vertical cut. **Library service:** None.
- TRANSRAY RECORDING & PRODUCTION CO.**, 10-18 McCaul St., Toronto, Ont. **Phone:** Adelaide 2772. **General manager:** John H. Part. **Type of transcriptions manufactured:** Lateral, instantaneous and processed transcriptions and records; off-the-line recordings. **Library service:** None.
- TRANSTUDIO CORPORATION**, 473 Virginia St., Buffalo, N. Y. **Phone:** Cleveland 1160. **Executives:** James W. Gillis, Jr., vice-president, treasurer; H. D. Bogardus, secretary. **Type of transcriptions manufactured:** Lateral cut, instantaneous and processed. **Library service:** Dramatic and variety shows.
- TWENTIETH CENTURY RADIO PRODUCTIONS**, 1611 Cosmo Street, Hollywood, Calif. **Phone:** Granite 9021. **Executive:** Archie Josephson, manager. **Type of transcriptions:** Transcriptions for syndication. **Library service:** None.
- UNITED BROADCASTING CO.**, 201 N. Wells St., Chicago, Ill. **Phone:** Andover 1685. **Executives:** William L. Klein, radio director; Egmont Sonderling, commercial manager. **Type of transcriptions manufactured:** Acetate recordings, 33½ and 78 R.P.M. **Library service:** Foreign language shows in Polish, German and Scandinavian-English dialect.
- UNITED RECORDING CO.**, Suite 10-142, Merchandise Mart, Chicago. **Phone:** Delaware 6364. **Executives:** Lee Strem-lau, president, recording engineer; James E. Sanford, sales manager; S. T. Pierce, production manager; Ruth M. Ell, talent director. **Type of transcriptions manu-**

TRANSCRIPTION PRODUCERS—Continued

- factured: Lateral cut at 33 $\frac{1}{3}$ or 78 R.P.M.; commercial recordings, sales promotion and slide film records. **Library service:** None.
- UNITED STATES RECORD CORP.** (also known as the 57th Street Broadway Studios, Inc.), 1780 Broadway, New York, N. Y. **Phone:** Circle 5-7190. **Factory:** Brook St. and Remington Ave., Scranton, Pa. **Executives:** Charles Hemenway, president; Eli E. Oberstein, vice-president, general manager; Lowell A. Mayberry, treasurer; Harry Smith, recording manager. **Type of transcriptions manufactured:** All types, lateral cut; shellac, vinyl acetate and other compounds. **Library service:** None.
- UNITED STATES RESEARCH CORP.** (subsidiary of United States Recording Co.), 712 Eleventh St., N. W., Washington, D. C. **Executives:** R. C. Miller, president; J. Tait, commercial manager; E. A. Merryman, chief engineer. **Type of transcriptions manufactured:** Lateral cut; off-the-air and studio recordings. **Library service:** None.
- UNIVERSAL RECORDING CO., INC.,** RKO Bldg., New York, N. Y. **Phone:** Circle 5-4895. **General manager:** Allen Best. **Type of transcriptions manufactured:** Lateral cut, 33 $\frac{1}{3}$ and 78 R.P.M. **Library service:** None.
- VOICE RECORDINGS,** 221 Chronicle Bldg., San Francisco, Calif. **Phone:** Garfield 9155. **Executives:** Max Graf, manager; Stanley Grabowski, chief engineer. **Type of transcriptions manufactured:** All types, lateral cut. **Library service:** None.
- WCAU BROADCASTING CO.,** 1622 Chestnut St., Philadelphia, Pa. **Phone:** Locust 7700. **Executives:** George Lewis and staff. **Type of transcriptions manufactured:** Lateral cut; instantaneous and masters on acetate. **Library service:** None.
- WFIL BROADCASTING CO.,** Widener Bldg., Philadelphia, Pa. **Phone:** Rittenhouse 6900. **Chief engineer:** Arnold Nygren. **Type of transcriptions manufactured:** Lateral cut; direct acetate recordings and recordings for masters for pressing. **Library service:** None.
- WHN TRANSCRIPTION SERVICE,** 1540 Broadway, New York, N. Y. **Phone:** Bryant 9-7800. **Manager:** Robert G. Patt. **Type of transcriptions manufactured:** All sizes and types of recordings and electrical transcriptions, instantaneous off-the-air and studio transcriptions, master recordings, pressings. **Library service:** None.
- WIEDERHOLD RECORDING STUDIOS,** 505 Abe C. Levi Bldg., Louisville, Ky. **Phone:** Jackson 1757. **Owner, manager:** George Wiederhold. **Type of transcriptions manufactured:** Off-the-air recordings. **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 $\frac{1}{3}$ 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:** R. R. Meridith, chief recorder; R. F. Beardsley. **Type of transcriptions manufactured:** Both lateral and vertical cut, 33 $\frac{1}{3}$ 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 $\frac{1}{3}$ and 78 R.P.M.; master records and low surface noise pressings. Also offer complete distribution service. **Library service:** None.
- *WORLD BROADCASTING SYSTEM, INC.,** 711 Fifth Ave., New York, N. Y. **Phone:** Wickersham 2-2100. **Executives:** P. L. Deutsch, president; A. J. Kendrick, vice-president, general manager; Norton Cotterill, vice-president in charge of sales; Charles Gaines, secretary-manager of program production; A. B. Sambrook, station relations manager; M. A. Hollinshead, advertising counsel; Charles Lauda, Jr., chief engineer. **Branch offices:** 301 E. Erie St., Chicago (Superior 9114); Read Wight, resident manager. 1000 N. Seward St., Hollywood (Hollywood 6321); Pat Campbell, West Coast manager. 1050 Howard St., San Francisco (Douglass 3310); C. C. Langevin, manager. Wardman Park Hotel, Washington, D. C. (Columbus 2000); Harold A. Lafount, resident manager. **Type of transcriptions manufactured:** Vertical and lateral cut at 33 $\frac{1}{3}$ R.P.M. **Services offered:** Custom-built recordings, processing, pressing, production, scripts, talent, transcription program service library, nationwide transcription network.
- WORLD HIGH FIDELITY RECORDING, INC.,** 1159 St. Lawrence Blvd., Montreal, Que. (studios) and suite 803, 10 St.

TRANSCRIPTION PRODUCERS—Continued

James St., W. (managing office). Phones: LA 8833 (studios), HA 5228 (office). Executives: J. Emery Phaneuf, president; Joseph Cardinal, vice-president; Aurele Boisvert, secretary and technician. Type of transcriptions manufactured: Lateral cut. Library service: None.

FREDERIC W. ZIV, INC., 2436 Reading Road, Cincinnati, O. Phone: University 6124. Executives: Frederic W. Ziv, president; John L. Sinn, vice-president; George B. Hart, radio director; A. Florea, time buyer; J. Zeller, commercial copy; R. Rosenberg, N. Sargent and E. Diemar, writers. Type of transcriptions manufactured: Both lateral and vertical cut, 33½ and 78 R.P.M. Library service: The Freshest Thing in Town, 260 quarter-hour programs; Secret Diary, 115 quarter-hour programs; May Robson's Lady of Millions, 105 quarter-hour pro-

grams; Dearest Mother, 200 quarter-hour programs; Zing-O, 39 quarter-hour game programs; Chek-It, 26 quarter-hour game programs; Seckatary Hawkins, 100 quarter-hour juvenile serial programs.

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: WASHINGTON, D. C.

(Radio correspondents now admitted to the White House and Capitol press conferences; this list was compiled June 6, 1940)

OFFICERS: Albert L. Warner, president; William R. McAndrew, vice-president; Fred W. Morrison, secretary; Stephen J. McCormick, treasurer; Fulton Lewis, Jr., ex-officio member of the Executive Committee.

COLUMBIA BROADCASTING SYSTEM: Albert L. Warner; John Charles Daly, Jr.; Albert N. Dennis; Ann Gillis; James W. Hurlbut; John P. Moore; Stanton Rust Prentiss; William J. Slocum, Jr.

MUTUAL BROADCASTING SYSTEM: Fulton Lewis, Jr.; Frank S. Blair; Walter Compton; Madeline Ensign Cronan; Jean Hatton; Charles A. Wakeman; Stephen J. McCormick.

NATIONAL BROADCASTING COMPANY: William R. McAndrew; Charles C. Barry;

H. R. Baukhage; Marian P. Gale; Frank Goodwin; E. L. Haaker; Thomas E. Knode; Mary Mason; Fred Shawn; Carleton D. Smith.

TRANSRADIO PRESS SERVICE: Rex Goad; Fred W. Morrison; Gertrude V. Chesnut; William Corley; Leo S. Gullow; Clifford G. McCarthy; Robert E. Lee Moore; Wilmot Ragsdale; Macon Reed, Jr.; Frederic B. Tuttle.

WHP, HARRISBURG, PA.: John Vancronkhte.

WMAL, WASHINGTON: Wm. Enders Coyle.

WQXR, NEW YORK: Dorothy C. Rockwell.

YANKEE NETWORK: Francis W. Tully, Jr.

CODE OF THE NATIONAL ASSN. OF BROADCASTERS

(Adopted by the 17th Annual Convention, July 11, 1939)

Recognizing the importance of radio broadcasting in the national life and believing that broadcasters have sufficient experience with the social side of the industry to formulate basic standards for the guidance of all, the National Association of Broadcasters hereby formulates and publishes the following revised Code:

Children's Programs

Programs designed specifically for children reach impressionable minds and influence social attitudes, aptitudes and approaches and, therefore, they require the closest supervision of broadcasters in the selection and control of material, characterization and plot.

This does not mean that the vigor and vitality common to a child's imagination and love of adventure should be removed. It does mean that programs should be based upon sound social concepts and presented with a superior degree of craftsmanship; that these programs should reflect respect for parents, adult authority, law and order, clean living, high morals, fair play and honorable behavior. Such programs must not contain sequences involving horror or torture or use of the supernatural or superstitious or any other material which might reasonably be regarded as likely to over-stimulate the child listener, or be prejudicial to sound character development. No advertising appeal which would encourage activities of a dangerous social nature will be permitted.

To establish acceptable and improving standards for children's programs, the National Association of Broadcasters will continuously engage in studies and consultations with parent and child study groups. The results of these studies will be made available for application to all children's programs.

Controversial Public Issues

As part of their public service, networks and stations shall provide time for the presentation of public questions, including those of controversial nature. Such time shall be allotted with due regard to all the other elements of balanced program schedules and to the degree of public interest in the questions to be presented. Broadcasters shall use their best efforts to allot such time with fairness to all elements in a given controversy.

Time for the presentation of controversial issues shall not be sold, except for political broadcasts. There are three fundamental reasons for this refusal to sell time for public discussion and, in its stead, providing time for it without charge. First, it is a public duty of broadcasters to bring such discussion to the radio audience regardless of the willingness of others to pay for it. Second, should time be sold for the discussion of controversial issues, it would have to be sold, in fairness, to all with the ability and desire to buy at any given time. Consequently, all possibility of regulating the amount of discussion on the air in proportion to other elements of properly balanced programming or of allotting the available periods with due regard to listener interest in the topics to be discussed would be surrendered. Third, and by far the most important, should time be sold for the discussion of controversial public issues and for the propagation of the views of individuals or groups, a powerful public forum would in-

N. A. B. CODE—Continued

evitably gravitate almost wholly into the hands of those with the greater means to buy it.

The political broadcasts excepted above are any broadcasts in connection with a political campaign in behalf of or against the candidacy of a legally qualified candidate for nomination or election to public office, or in behalf of or against a public proposal which is subject to ballot. This exception is made because at certain times the contending parties want to use and are entitled to use more time than broadcasters could possibly afford to give away.

Nothing in the prohibition against selling time for the presentation of controversial public issues shall be interpreted as barring sponsorship of the public forum type of program when such a program is regularly presented as a series of fair-sided discussions of public issues and when control of the fairness of the program rests wholly with the broadcasting station or network.

Educational Broadcasting

While all radio programs possess some educative values, broadcasters nevertheless desire to be of assistance in helping toward more specific educational efforts, and will continue to use their time and facilities to that end and, in cooperation with appropriate groups, will continue their search for improving applications of radio as an educational adjunct.

News

News shall be presented with fairness and accuracy and the broadcasting station or network shall satisfy itself that the arrangements made for obtaining news insure this result. Since the number of broadcasting channels is limited, news broadcasts shall not be editorial. This means that news shall not be selected for the purpose of furthering or hindering either side of any controversial public issue nor shall it be colored by the opinions or desires of the station or network management, the editor or others engaged in its preparation or the person actually delivering it over the air, or, in the case of sponsored news broadcasts, the advertiser.

The fundamental purpose of news dissemination in a democracy is to enable people to know what is happening and to understand the meaning of events so that they may form their own conclusions and, therefore, nothing in the foregoing shall be understood as preventing news broadcasters from analyzing and elucidating news so long as such analysis and elucidation are free of bias.

News commentators as well as all other newscasters shall be governed by these provisions.

Religious Broadcasts

Radio, which reaches men of all creeds and races simultaneously, may not be used to convey attacks upon another's race or religion. Rather it should be the purpose of the religious broadcast to promote the spiritual harmony and understanding of mankind and to administer broadly to the varied religious needs of the community.

Commercial Programs and Length of Commercial Copy

Acceptance of programs and announcements shall be limited to products and services offered by individuals and firms engaged in legitimate commerce; whose products, services, radio advertising, testimonials and other statements comply with pertinent legal requirements, fair trade practices and accepted standards of good taste.

Brief handling of commercial copy is recommended procedure at all times.

N. A. B. CODE—Continued

Member stations shall hold the length of commercial copy, including that devoted to contests and offers, to the following number of minutes and seconds:

<i>Daytime</i>	
Fifteen-minute programs.....	3:15
Thirty-minute programs.....	4:30
Sixty-minute programs.....	9:00

<i>Nighttime</i>	
Fifteen-minute programs.....	2:30
Thirty-minute programs.....	3:00
Sixty-minute programs.....	6:00

Exceptions:

The above limitations do not apply to participation programs, announcement programs, "musical clocks," shoppers' guides and local programs falling within these general classifications.

Because of the varying economic and social conditions throughout the United States, members of the NAB shall have the right to present to the NAB for special ruling local situations which in the opinion of the member may justify exceptions to the above prescribed limitations.

Resolution

To clarify the phrase "Accepted Standards of Good Taste" and the canons of good practice set forth in the NAB Code, therefore be it resolved:

That member stations shall not accept for advertising:

1. Any spirituous or "hard" liquor.
2. Any remedy or other product the sale of which or the method of sale of which constitutes a violation of law.
3. Any fortune-telling, mind-reading, or character-reading, by handwriting, numerology, palm-reading, or astrology, or advertising related thereto.
4. Schools that offer questionable or untrue promises of employment as inducements for enrollment.
5. Matrimonial agencies.
6. Offers of "homework" except by firms of unquestioned responsibility.
7. Any "dopester," tip-sheet or race track publications.
8. All forms of speculative finance. Before member stations may accept any financial advertising, it shall be fully ascertained that such advertising and such advertised services comply with all pertinent federal, state and local laws.
9. Cures and products claiming to cure.
10. Advertising statements or claims member stations know to be false, deceptive or grossly exaggerated.
11. Continuity which describes, repellently, any functions or symptomatic results of disturbances, or relief granted such disturbances through use of any product.
12. Unfair attacks upon competitors, competing products, or upon other industries, professions or institutions.
13. Misleading statements of price or value, or misleading comparisons of price or value.

PRODUCTION

SPONSORED BASEBALL BROADCASTS '40: GENERAL MILLS AND CO-SPONSORS

Biggest of all baseball sponsors is General Mills, Inc. (for Wheaties), which in 1940 has contracts covering 97 stations. Within the past several years this sponsor has adopted the policy of buying baseball rights largely in conjunction with other sponsors, costs and facilities being shared conjointly.

Herewith is the General Mills 1940 baseball schedule. The major portion of it was placed and supervised by Knox Reeves Advertising, Inc. In certain cities, however, the supervision was carried out by the Westco Advertising Agency; these cities are marked with an asterisk (*).

City	Station	Team	Sponsor	Announcer
Akron, Ohio.....	WJW.....	Yankees	{ General Mills B. F. Goodrich	Bill Griffiths
Albany, N. Y.....	{ WABY WOKO	Senators	{ General Mills Atlantic Refining	{ Gren Rand Sherb Herrick
Amarillo, Tex.....	KFDA.....	Gold Sox.....	General Mills	Hal "Sparky" Sparks
Atlanta, Ga.....	WAGA.....	Crackers	{ General Mills B. F. Goodrich	Joe Hill
Baltimore, Md.....	WCBM.....	Orioles	{ General Mills Atlantic Refining	Lee Davis
Beaumont, Tex.....	KFDM.....	Exporters	General Mills	Len Finger
*Boise, Idaho.....	KIDO.....	Pilots	{ General Mills Sperry Products	Roy Civile
Boston, Mass.....	WAAB.....	{ Red Sox..... Bees	{ General Mills Atlantic Refining	{ Jim Britt Tom Hussey
Providence	WEAN			
Pittsfield	WBRK			
Waterbury	WATR			
Greenfield	WHAI			
Fall River.....	WSAR			
Rutland	WSYB			
Hartford	WTHT			
Bangor	WLDZ			
Manchester	WFPA	{ Red Sox.....	{ General Mills	{ Jim Britt
Laconia	WLNH	{ Bees	{ Atlantic Refining	{ Tom Hussey
Lewiston	WCOU			
Lowell-Lawrence	WLLH			
New Bedford.....	WNBH			
Augusta	WRDO			
New London.....	WNLC			
Portland (Sat. only).....	WCSU			
Springfield	WSPR			
Buffalo, N. Y.....	{ WGR WKBW	Bisons	{ General Mills Atlantic Refining	Ralph Hubbell
Cedar Rapids, Ia.....	WMT.....	Raiders	General Mills	Eert Puckett
Charleston, W. Va.....	WCBS.....	Senators	General Mills	George Gow
Charlotte, N. C.....	WPT.....	{ Washington..... Nationals	{ General Mills B-C Remedy	Russ Hodges
Chattanooga, Tenn.....	WAPQ.....	Lookouts	{ General Mills B. F. Goodrich	Tom Nobles
Chicago, Ill.....	WBBM.....	{ Cubs	General Mills	{ Pat Flanagan John Harrington
Cincinnati, Ohio.....	{ WSAI WCPO	Reds	{ General Mills Socony-Vacuum	{ Roger Baker-Dick Bray Harry Hartman
{ Lexington, Ky.....	{ WLAP	Reds	General Mills	{ Roger Baker-Dick Bray Harry Hartman
{ *Ashland, Ky.....	{ WCMH		Socony-Vacuum	{ Harry Hartman Jack Grancy
Cleveland, Ohio.....	WCLE.....	Indians	{ General Mills Socony-Vacuum	{ Jack Grancy Pinky Hunter
Columbus, Ohio.....	WCOL.....	Red Birds.....	{ General Mills Socony-Vacuum	Connie Desmond
Dallas, Tex.....	WRE.....	Rebels	{ General Mills Coca-Cola	{ Charles E. Jordan Hal Smith
Dayton, Ohio.....	WHIO.....	Cincinnati Reds.....	General Mills	Roger Baker

WHEATIES' 1940 BASEBALL—Continued

City	Station	Team	Sponsor	Announcer
*Denver, Colo	KLZ	{ Chicago Cubs St. Louis Cardinals Chicago White Sox	General Mills	Jack Fitzpatrick
Des Moines, Ia	WHO	{ Cleveland Indians Phila. Phillies Brooklyn Dodgers	General Mills	Bill Brown
Detroit, Mich	WWJ	Tigers	{ General Mills Socony-Vacuum	"Ty" Tyson
Detroit, Mich	WXYZ	Tigers	{ General Mills Socony-Vacuum	Harry Heilmann
{ Bay City Grand Rapids Flint Kalamazoo Lansing Battle Creek Jackson	{ WBCM WOOD WDF WKZO WJIM WELL WBM	Tigers	{ General Mills Socony-Vacuum	Harry Heilmann
Duluth, Minn.	KDAL	Dukes	{ General Mills B. F. Goodrich	Dick Enroth
Fort Worth, Tex.	KFJZ	Cats	{ General Mills Local sponsors	Zack Hurt
Grand Forks, N. D.	KFJM	Chiefs	{ General Mills Cities Service	Elmer Hanson
Indianapolis, Ind.	WIRE	Indians	{ General Mills Socony-Vacuum	Elwyn L. Prough
Iowa, S.D., Neb. Network				
{ *Des Moines, Ia Yankton, S. D. Lincoln, Neb. Shenandoah, Ia	{ KRNT WNAX KPAE KMA	{ St. Louis Cardinals and available American League Games	{ General Mills Socony-Vacuum	Gene Shumate
Kansas City, Kans.	KCKE	Blues	{ General Mills Socony-Vacuum	Walt Lochman
Knoxville, Tenn.	WNOX	Smokies	{ General Mills E. F. Goodrich	Lowell Blanchard
Lawrence, Kans.	WBEN	Blues	{ General Mills Socony-Vacuum	Walt Lochman
*Los Angeles, Calif.	KFAC	{ Angels Hollywood Stars	General Mills	Mike Frankovich
Louisville, Ky.	WAVE	Colonels	{ General Mills B. F. Goodrich	Don Hill
Milwaukee, Wis.	WISN	Brewers	{ General Mills Socony-Vacuum	Alan Hale
Minneapolis, Minn.	WMIN	Millers	{ General Mills Socony-Vacuum	Halsey Hall
{ St. Cloud Mankato Rochester	{ KFAM KYSM KROC	Millers	{ General Mills Socony-Vacuum	Halsey Hall
New Orleans, La.	WDSU	Pelicans	{ General Mills B. F. Goodrich	Carl Fritz
New York City	WOR	Dodgers	{ General Mills Procter & Gamble	{ Red Barber Al Helfer
Newark, N. J.	WNEW	Bears	{ General Mills Atlantic Refining Royal Crown	Earl Harper
Norfolk, Va.	WTAR	Tars	{ General Mills Coca-Cola	Blair Eubanks
*Oakland, Calif.	KROW	Oaks	{ General Mills B. F. Goodrich	Dean Maddox
Oklahoma City, Okla.	KOCY	Indians	{ General Mills "7"-Up	Ted Andrews
Philadelphia, Pa.	WCAU	Phillies	{ General Mills Socony-Vacuum	Bill Dyer
Pittsburgh, Pa.	{ KDKA WWSW	{ Pirates Pirates	{ General Mills Atlantic Refining	{ A. K. Rowsell Jack Craddock
*Portland, Ore.	KEX	Beavers	{ General Mills B. F. Goodrich	Rolie Truitt
Quincy, Ill.	WTAD	St. Louis Cards	General Mills	Bob Lee
St. Louis, Mo.	KMOX	{ Cardinals Browns	{ General Mills Socony-Vacuum	{ France Laux Bob Lyle
St. Paul, Minn.	WTCN	Saints	{ General Mills Socony-Vacuum	George Higgins
{ St. Cloud Mankato Rochester	{ KFAM KYSM KROC	Saints	{ General Mills Socony-Vacuum	George Higgins
*Salt Lake City, Utah	KUTA	Bees	{ General Mills E. F. Goodrich	Bill Sears
San Antonio, Tex.	KAEC	Missions	{ General Mills B. F. Goodrich	Dave Young
*San Francisco, Calif.	KGO	Seals	{ General Mills B. F. Goodrich	Ernie Smith
*Seattle, Wash.	KJR	Rainiers	{ General Mills B. F. Goodrich	Leo Lassen

WHEATIES' 1940 BASEBALL—Continued

City	Station	Team	Sponsor	Announcer
*Spokane, Wash.	KGA	Indians	{ General Mills B. F. Goodrich	Louie Gillette
Springfield, Mo.	KGBX	Cardinals	General Mills	Tom Kelly
Syracuse, N. Y.	WSYR	Chiefs	{ General Mills Atlantic Refining	Nick Stemmler
*Tacoma, Wash.	KMO	Tigers	{ General Mills B. F. Goodrich	Jerry Geefan
Toledo, Ohio	WTOJ	Mud Hens	{ General Mills Socony-Vacuum	Bob Ingham
Tulsa, Okla.	{ KOME KTUL	Oilers	{ General Mills B. F. Goodrich	Ken Linn
Washington, D. C.	WJSV	Nationals	{ General Mills Procter & Gamble	Arch McDonald
Waterloo, Ia.	WMT	Hawks	General Mills	Bert Puckett
Wichita, Kans.	KPH	Cardinals	{ General Mills Socony-Vacuum	Larry Stanley

ATLANTIC REFINING CO.

Another sponsor active in the field of sponsored baseball during 1940 is the Atlantic Refining Co., whose schedule appears below, as placed by N. W. Ayer & Son, Inc.

It should be noted that one column is marked "School." This refers to a merchandising program in which boys are enrolled in baseball schools, receiving instruction in the game. In 1939 some 162,425 boys were enrolled in these schools. The practice is therefore being continued in 1940, and three cities now have baseball schools, although Atlantic Refining has no daily broadcasts there—Bridgeport, Conn.; Worcester, Mass., and New Haven, Conn.

City	Team	Station	Announcer	School
*Albany, N. Y.	Senators	{WABY... WOKO	{Gren Rand... Sherb Herrick	No
Augusta, Ga.	Tigers	WRDW	Thurston Bennett	No
*Baltimore, Md.	Orioles	WCBM	Lee Davis	Yes
Binghamton, N. Y.	Triplets	WNBZ	Tom McMahon	Yes
*Boston, Mass.	Bees and Red Sox	WAAB	Jimmy Britt	No
Augusta, Me.	Bees and Red Sox	WRDO	Jimmy Britt	No
Bangor, Me.	Bees and Red Sox	WLBZ	Jimmy Britt	No
Fall River, Mass.	Bees and Red Sox	WSAR	Jimmy Britt	Yes
Greenfield, Mass.	Bees and Red Sox	WHAI	Jimmy Britt	No
†Hartford, Conn.	Bees and Red Sox	WTHT	Jimmy Britt	Yes
Laconia, N. H.	Bees and Red Sox	WLNH	Jimmy Britt	No
Lewiston, Me.	Bees and Red Sox	WCOU	Jimmy Britt	No
Lowell, Mass.	Bees and Red Sox	WLLH	Jimmy Britt	No
Manchester, N. H.	Bees and Red Sox	WFEA	Jimmy Britt	No
New Bedford, Mass.	Bees and Red Sox	WNBH	Jimmy Britt	Yes
New London, Conn.	Bees and Red Sox	WNLC	Jimmy Britt	No
Pittsfield, Mass.	Bees and Red Sox	WBRK	Jimmy Britt	No
Providence, R. I.	Bees and Red Sox	WEAN	Jimmy Britt	Yes
Rutland, Vt.	Bees and Red Sox	WSYB	Jimmy Britt	No
*Springfield, Mass.	Bees and Red Sox	WSPR	Jimmy Britt	Yes
Waterbury, Conn.	Bees and Red Sox	WATR	Jimmy Britt	Yes

* In Albany, N. Y.; Baltimore, Md.; Buffalo, N. Y.; Newark, N. J.; Pittsburgh, Pa.; Syracuse, N. Y., and Boston, Mass. (including entire Colonial Network), these games are broadcast under a co-sponsorship arrangement with General Mills (plus Royal Crown in Newark only).

† In Hartford, Conn., and Springfield, Mass., games of the Eastern League are broadcast in addition to the Boston major league fare. The Hartford team is the "Laurels," whose play-by-play announcer is Jack Lloyd. The Springfield team is the "Nationals," whose play-by-play is announced by Ed Kennedy.

ATLANTIC'S 1940 BASEBALL—Continued

City	Team	Station	Announcer	School
*Buffalo, N. Y.	Bisons	{WGR... {WKBW	Ralph Hubbell...	No
Charlotte, N. C.	Hornets	WSOC	Paul Norris...	Yes
Elmira, N. Y.	Pioneers	{WESG... {WENY	Bill Pope...	Yes
Jacksonville, Fla.	Tars	WJAX	Jack Rathbun...	Yes
*Newark, N. J.	Bears	WNEW	Earl Harper...	No
Philadelphia, Pa.	A's and Phillies	WIP	Byrum Saam...	Yes
{ Allentown, Pa.	{ A's and Phillies	{ WSNJ	{ Byrum Saam...	{ Yes
{ Atlantic City, N. J.	{ A's and Phillies	{ WBAB	{ Byrum Saam...	{ Yes
{ Bridgeton, N. J.	{ A's and Phillies	{ WSNJ	{ Byrum Saam...	{ No
{ Easton, Pa.	{ A's and Phillies	{ WEST	{ Byrum Saam...	{ Yes
{ Harrisburg, Pa.	{ A's and Phillies	{ WKBO	{ Byrum Saam...	{ Yes
{ Hazleton, Pa.	{ A's and Phillies	{ WAZL	{ Byrum Saam...	{ Yes
{ Lancaster, Pa.	{ A's and Phillies	{ WGAL	{ Byrum Saam...	{ Yes
{ Reading, Pa.	{ A's and Phillies	{ WEEU	{ Byrum Saam...	{ Yes
{ Wilmington, Del.	{ A's and Phillies	{ WILM	{ Byrum Saam...	{ Yes
{ York, Pa.	{ A's and Phillies	{ WORK	{ Byrum Saam...	{ Yes
*Pittsburgh, Pa.	Pirates	{KDKA... {WWSW	{Rosey Rowswell... {Jack Craddock	Yes Yes
Richmond, Va.	Colts	WRD	Hugh Carlyle...	Yes
Rochester, N. Y.	Red Wings	WSAY	Jack Barry...	Yes
Savannah, Ga.	Indians	WTOC	Windy Herrin...	Yes
Scranton, Pa.	Red Sox	WGBI	Claude Haring...	Yes
*Syracuse, N. Y.	Chiefs	WSYR	Nick Stemmler...	Yes
Wilkes-Barre, Pa.	Barons	WBAX	Jack Starr...	Yes
Williamsport, Pa.	Grays	WRAK	Sol Wolf...	Yes

NETWORK COMMERCIAL PROGRAM TYPES: SEASONS OF '38-'39 AND '39-'40

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There has ever been much disagreement within the broadcasting industry—and particularly among the three major networks—as to what constitutes a program “type,” or by what method to compute a “type” quantitatively. Hence all network figures on program types are fashioned by different methods and cannot be added together, or handled in any statistical manner:

In the following pages (274-277) the VARIETY RADIO DIRECTORY presents, in chart form, a two-season comparison of *commercial* program types, figured by special methods and procedures.

Program “Types”

For one thing, in making “types” or categories, the showman’s viewpoint was employed. That is, programs were classified according to their predominant content and not according to the individual pieces that went into their make-up. To illustrate: the Sealtest Program (Rudy Vallee) is classified as *variety*, which is the most suitable designation from a showman’s standpoint.

The “Station Hour”

For a second thing, it should be noted that programs are quantitatively computed by “station hours” and not by simple addition. This method was used

(Continued on page 278)

NETWORK COMMERCIAL PROGRAMS EVENING*

JUNE 1, 1938 TO JUNE 1, 1939

Type of Program	Number of Programs	Station Hours Per Week
1. Variety	63.....	2143
2. Drama	50.....	933
3. Audience Participation... ..	27.....	640
4. Straight Popular Music... ..	19.....	494
5. Familiar Music.....	9.....	226
6. News Commentators.....	10.....	218
7. Semi-Classical Music.....	4.....	161
8. Comedy Teams.....	4.....	161
9. Talks-Instruction	11.....	127
10. Classical Music.....	3.....	110
11. Sports	5.....	108
12. Religion	1.....	50
13. Single Act.....	1.....	3
<div style="text-align: right; margin-right: 50px;"> Children's Programs.....16..... 283 </div>		

*Revised Figures.

NETWORK COMMERCIAL PROGRAMS EVENING

JUNE 1, 1939 TO JUNE 1, 1940

Type of Program	Number of Programs	Station Hours Per Week
1. Variety	48.....	1823
2. Drama	41.....	1004
3. Audience Participation.....	37.....	876
4. Straight Popular Music.....	24.....	853
5. Familiar Music.....	11.....	404
6. News Commentators.....	22.....	401
7. Comedy Teams.....	3.....	146
8. Classical Music.....	3.....	130
9. Semi-Classical Music.....	4.....	89
10. Religion	1.....	76
11. Sports	5.....	60
12. Talks-Instruction	6.....	56
<div style="text-align: center;"> Children's Programs.....12..... 432 </div>		

NETWORK COMMERCIAL PROGRAMS DAYTIME*

JUNE 1, 1938 TO JUNE 1, 1939

Type of Program	Number of Programs	Station Hours Per Week
1. Serials and Drama.....	60.....	2394
2. Talks and Instruction.....	23.....	326
3. Variety	3.....	153
4. News Commentators.....	7.....	76
5. Hymns	3.....	68
6. Religion	2.....	38
7. Single Act.....	4.....	29
8. Audience Participation... ..	5.....	20
9. Brass, or Wind, Bands... ..	1.....	13
10. Novelty	1.....	4
11. Familiar Music.....	2.....	2
12. Popular Music.....	1.....	1

*Revised Figures.

NETWORK COMMERCIAL PROGRAMS DAYTIME

JUNE 1, 1939 TO JUNE 1, 1940

Type of Program	Number of Programs	Station Hours Per Week
1. Serials and Drama.....	78.....	3887
2. Talks and Instruction.....	16.....	259
3. News Commentators.....	10.....	208
4. Variety	4.....	95
5. Popular Music.....	3.....	78
6. Single Act.....	6.....	60
7. Religion	2.....	52
8. Hymns	1.....	19
9. Familiar Music.....	2.....	17
10. Audience Participation....	5.....	16
11. Novelty	2.....	4

NETWORK PROGRAM TYPES—Continued

to balance out factors which in ordinary arithmetic cannot be included. To illustrate:

Supposing that "variety" comprises 10 programs, each 30 minutes per program, and each broadcast on 25 stations. Supposing, also, that "drama" comprises 15 programs, each 30 minutes per program, but each broadcast only on 3 stations. It is obvious that by arithmetical addition "drama" would be considered the predominant program type; but it is equally obvious that such a calculation would be completely awry. For variety would be available to listeners on 250 stations, whereas drama would be available on only 45 stations.

Thus the DIRECTORY has adopted the "station hour" yardstick. A "station hour" is one hour over one station one time. If a certain program is broadcast via 100 stations and consumes 30 minutes (half-hour) per week, it is counted as 50 station hours. Or if a program is broadcast five times per week on 25 stations, each broadcast consuming 15 minutes (quarter-hour), it would be counted as 31.25 station hours per week.

In reading "station hour" totals, however, the following should be borne in mind: (1) since the number of stations allotted to each program is apt to vary, the highest number used during a series is the basis for the calculation; and (2) the station hour total is *cumulative for a season*. In short, the figures do not fit any one week of the season. They represent cumulative additions from the start of the season to its end, and include all programs found on the NBC, CBS, and Mutual books.

Revisions of Data

It should also be noted that a unique category—"single act"—has lately been added. This category takes care of one-person variety entertainment, and makes room for those entertainers who single-handedly announce, sing, joke, etc.

The figures for June 1, 1938 to June 1, 1939 have been slightly revised since they appeared in VARIETY RADIO DIRECTORY, Vol. III, pages 448-451. In the main, the revisions are of slight consequence in any, except a statistical, manner.

During the season from June 1, 1939 to June 1, 1940 three programs (all very small) could not be classified for lack of sufficient information concerning content or number of stations per hook-up.

COMMERCIAL NETWORK PROGRAMS: SEASON OF 1939-1940

All programs included in this listing were broadcast at some time between June 1, 1939, and June 1, 1940. Data pertains solely to that interval. It has been checked with networks and agencies. Completeness is the aim of this presentation. Deviations occur only where adequate checks with networks or agencies were lacking; or possibly where changes in cast, etc., were of such short duration that no record was made of them.

In reading this listing, the following should be kept in mind:

1. All time is Eastern Time unless otherwise noted.
2. The commercial programs of the NBC Red and Blue, Columbia, and Mutual Networks are included. No regional network programs are listed, unless they are found on the books and account sheets of the three major chains.

A

Acme White Lead & Color Works

(See "Smitin' Ed McConnell")

Adam Hat Stores

(See "Madison Square Garden Boxing Bouts")

NETWORK COMMERCIALS—Continued

Adventures of Dr. Hunt

Sponsor: Albers Bros. Milling Co. (Friskies Dog Food).
Agency: Erwin, Wasey & Co., Inc.
Origination: KNX, Hollywood.
Air Time: Sunday, 2:30 to 2:45 p. m., PST.
Network: CBS (Pacific Coast); 9 stations.
Production: Erwin, Wasey & Co., Inc.
Script Writer: Clay Osborne.
Talent: Fred Shields (Dr. Stephen Hunt); Celeste Rush (Constance Hunt).
Agency Director: H. A. Stebbins.
Announcer: Arthur Gilmore.
Length of Run: Jan. 14, 1940 to April 21, 1940 (scheduled to return Sept. 29, 1940).

Adventures of Ellery Queen

Sponsor: Gulf Oil Corp.
Agency: Young & Rubicam, Inc.
Origination: WABC, New York.
Air Time: Sunday, 7:30 to 8 p. m.
Network: CBS; 66 stations.
Production: George Zachary (CBS).
Script Writers: Manfred Lee and Frederick B. Dannay.
Talent: Hugh Marlowe (Ellery Queen); Marian Shockley; Santos Ortega; Ted De Corsia; Lyn Murray and his Orchestra.
Agency Director: Hendrik Booraem.
Announcer: Bert Parks.
Conductor: Lyn Murray.
Length of Run: Started April 28, 1940.

Adventures of Sherlock Holmes

Sponsor: Grove Laboratories (Bromo Quinine).
Agency: Stack-Goble Advertising Agency.
Origination: Hollywood.
Air Time: Monday, 8 to 8:30 p. m. (repeat on Monday from 12 to 12:30 a. m.; Tuesday from 8:30 to 9 p. m.).
Network: NBC Blue; 39 stations.
Production: Harold Kemp.
Script Writer: Edith Meiser.
Talent: Basil Rathbone (Sherlock Holmes); Nigel Bruce (Dr. Watson); others.
Agency Director: Harold Kemp.
Announcer: John Conte.
Length of Run: Oct. 2, 1939 to March 11, 1940.

Against the Storm

Sponsor: Procter & Gamble (Ivory Soap & Flakes).
Agency: Compton Advertising, Inc.
Origination: New York.
Air Time: Monday through Friday, 11:30 to 11:45 a. m. (previous to Nov. 13, 1939, 5:15 to 5:30 p. m.).

Network: NBC Red; 58 stations; 27 CBC.
Production: Axel Gruenberg.
Script Writer: Sandra Michael.
Talent: Gertrude Warner (Christy Allen Cameron); Arnold Moss (Phillip Cameron); Chester Stratton (Mark Scott); Roger de Koven (Prof. Allen); May Davenport Seymour (Mrs. Allen); William Quinn (Guy Aldis); Phil Clarke (Dr. Reimer); Leslie Bingham (Penny); Charlotte Holland (Kathy Reimer); Edward Cogan (Torben); Michael Ingram (Manuel); Bob Shayne (Brook Lewis); Jane Erskine (Lucrecia Hale); Ruth Matteson (Nicole Scott); Dolores Gillen (Peter Alden Hale); Rex Ingram (Fullerton); Mulner Hungerford (Nanny); Walter Vaughn (Reid Wilson); Mary Hunter (Kip Tyler); Lawson Zerbe (Pascal Tyler); Alan Devitt (Mr. Cameron).
Agency Director: Hal James (supervisor).
Announcer: Ralph Edwards.
Conductor: William Meeder, organist.
Theme song: Ich Liebe Dich.
Length of Run: Started Oct. 16, 1939.

Air Conditioning Training Corp.

(See "Happy Jim Parsons")
(See "Smilin' Ed McConnell")

Albers Bros. Milling Co.

(See "Adventures of Dr. Hunt")
(See "Good Morning Tonite")
(See "No Greater Glory")

Aldrich Family, The

Sponsor: General Foods Corp. (Jell-O).
Agency: Young & Rubicam, Inc.
Origination: New York.
Air Time: Tuesday, 8 to 8:30 p. m. (after July 4, 1940, Thursday, 8:30 to 9 p. m.).
Network: NBC Blue; 63 stations.
Production: Robert Welch.
Script Writer: Clifford Goldsmith.
Talent: Ezra Stone (Henry Aldrich); Katherine Racht (Alice Aldrich); House Jamison (Sam Aldrich); Anne Lincoln (Mary Aldrich).
Agency Director: Robert Welch.
Announcer: Andre Baruch.
Conductor: Jack Miller.
Length of Run: Replaced the "Jello-O Program Starring Jack Benny" from July 2, 1939, to October 1, 1939, NBC Red, Sunday, 7 to 7:30 p. m. Started on NBC Blue, Tuesday schedule, Oct. 10, 1939.

Amanda of Honeymoon Hill

Sponsor: Charles H. Phillips Chemical Co. (Cal-Aspirin, Haley's M-O).

NETWORK COMMERCIALS--Continued

Agency: Blakett-Sample-Hummert, Inc.
Origination: New York.
Air Time: Monday through Friday, 3:15 to 3:30 p.m.
Network: NBC Blue; 45 stations.
General Supervisors of Script and Production: Frank and Anne Hummert.
Authors of Title and Original Story: Frank and Anne Hummert.
Script Writer: Helen Walpole.
Agency Script Editor: Lloyd Rosenmond.
Talent: Joy Hathaway (Amanda Dyke); Boyd Crawford (Edward Leighton); supporting cast.
Agency Director: Stephen Gross.
Announcer: Frank Gallop.
Conductor: Anne Leaf.
Length of Run: Started Feb. 5, 1940.

American Album of Familiar Music

Sponsor: Bayer Co., Inc. (Bayer Aspirin).
Agency: Blakett-Sample-Hummert, Inc.
Origination: New York.
Air Time: Sunday, 9:30 to 10 p.m.
Network: NBC Red; 60 stations.
General Supervisor of Script and Production: Frank Hummert.
Author of Title and Original Story Line: Frank Hummert.
Dialogue Writer: Frank Hummert.
Agency Script Editor: Frank Hummert.
Talent: Frank Munn; Jean Dickenson; Elizabeth Lennox; Arden & Arden (Victor and Wall), piano team; Bertrand Hirsch (violinist); Gus Haenschen's Orchestra; Buckingham Choir.
Agency Director: Frank Hummert.
Announcer: Andre Baruch.
Conductor: Gus Haenschen.
Theme Song: Dream Serenade.
Length of Run: Started Oct. 11, 1931.

American Bird Products, Inc.

(See "American Radio Warblers")

American Cigarette & Cigar Co.

(See "Music by Malneck")

American Oil Co.

(See "Human Side of the News")

American Radio Warblers

Sponsor: American Bird Products, Inc.
Agency: Weston-Barnett, Inc.
Origination: Chicago.
Air Time: Sunday, 1:15 to 1:30 p.m. (repeat from 3:15 to 3:30 p.m.). (Before

November, 1939, 11:45 a.m. to 12 noon, with repeat from 3:15 to 3:30 p.m.).
Network: Mutual; 10 stations.
Talent: Trained singing canaries.
Length of Run: Latest series started Oct. 8, 1939. (Previous series ran from Oct. 16, 1938, to May 7, 1939).

American Tobacco Co.

(See "Ben Bernie and All the Lads")
(See "Kay Kyser's College of Musical Knowledge")
(See "Your Hit Parade")

Amos 'n' Andy

Sponsor: Campbell Soup Co. (Soups).
Agency: Ward Wheelock Co.
Origination: KNX, Hollywood.
Air Time: Monday through Friday, 7 to 7:15 p.m. (repeat from 11 to 11:15 p.m.).
Network: CBS; 59 stations.
Production: Mary Garvin (of the agency).
Script Writers: Freeman Gosden, Charles Correll.
Talent: Freeman Gosden (Amos); Charles Correll (Andy); Madaline Lee (Miss Blue).
Agency Director: Mary Garvin.
Announcer: Bill Hay.
Conductor: Gaylord Carter, organist.
Theme Song: The Perfect Song.
Length of Run: Started Jan. 3, 1938, on NBC Red; shifted to CBS, April 3, 1939.

Anacin Co.

(See "Easy Aces")
(See "Just Plain Bill")
(See "Our Gal Sunday")

Answer Auction

Sponsor: National Lead Co.
Agency: Erwin, Wasey & Co., Inc.
Origination: KNX, Hollywood.
Air Time: Thursday, 7:15 to 7:45 p.m., EST.
Network: CBS Pacific Network.
Talent: Data not available.
Length of Run: Started Feb. 10, 1940.

Answer Man. The

Sponsor: General Cigar Co. (Van Dyck Cigars).
Agency: Federal Advertising Agency, Inc.
Origination: New York.
Air Time: Wednesday and Sunday, 11 to 11:15 p.m.
Network: Mutual; 9 stations.
Script Writers: Albert Mitchell and Bruce Chapman.

NETWORK COMMERCIALS--Continued

Talent: Albert Mitchell, The Answer Man; Don Copeland.
Agency Director: John S. Davidson.
Announcer: Albert Mitchell.
Length of Run: Started March 13, 1940.

Jack Armstrong

Sponsor: General Mills, Inc. (Wheaties).
Agency: Knox Reeves Advertising, Inc.
Origination: Chicago.
Air Time: Monday through Friday, 5:30 to 5:45 p.m.
Network: NBC Red; 16 stations.
Production: Handled by the agency.
Script Writer: Talbot Mundy.
Talent: Charles Flynn (Jack Armstrong); John Gannon (Billy Fairfield); Sarajane Wells (Betty Fairfield); James Goss (Uncle Jim); Robert Barron (Blackbeard); Kenneth Christie (Sullivan Lodge).
Agency Director: Russell Neff.
Announcer: Franklyn MacCormack.
Length of Run: Program ran from July 31, 1933, to April 28, 1939. Latest series started Sept. 25, 1939.

Associated Football

Sponsor: Tidewater Associated Oil Co.
Agency: Lord & Thomas.
Origination: Various points.
Air Time: Saturday, 2 to 4:45 p.m.
Network: CBS, NBC Pacific Coast Red and Blue, and Mutual-Don Lee Networks; varying number of stations.
Length of Run: Sept. 17, 1939, to Jan. 1, 1940.

Aunt Jenny's Real Life Stories

Sponsor: Lever Brothers Co. (Spry).
Agency: Ruthrauff & Ryan, Inc.
Origination: New York.
Air Time: Monday through Friday, 11:45 to 12 noon (repeat from 2:15 to 2:30 p.m.).
Network: CBS; 67 stations.
Production: Handled by the agency.
Script Writers: Various free lance.
Talent: Edith Spencer (Aunt Jenny); Elsie Thompson, organist; and dramatic cast.
Agency Director: John Loveton.
Announcer: Dan Seymour.
Conductor: Elsie Thompson, organist.
Length of Run: Started Jan. 18, 1937.

Avalon Time

Sponsor: Brown & Williamson Tobacco Co. (Avalon Cigarettes).

Agency: Russel M. Seeds Co.
Origination: Chicago.
Air Time: Wednesday, 8:30 to 9 p.m. (repeat from 11:30 to 12 midnight). (Before Sept. 27, 1939, Saturday, 8:30 to 9 p.m. with repeat from 12 to 12:30 a.m.).
Network: NBC Red; 71 stations.
Production: Tom Wallace.
Script Writers: Fred Kress, Pearson and White.
Talent: Don McNeill, m.c.; Del King; Cliff Arquett (Red Skelton from Jan. 1939 to Jan. 1940); Edna Stillwell (off after Dec. 27, 1939); Dick Todd; Kitty O'Neil (off after Nov. 19, 1938); Avalon Chorus; Bud Van Dover (as Hercules); Robert Strong and his Orchestra.
Agency Director: Tom Wallace.
Announcer: Del King.
Conductor: Robert Strong.
Length of Run: Oct. 1, 1938 to May 1, 1940.

Axton-Fisher Tobacco Co., Inc.

(See "Bob Garred Reporting")
(See "Captain Herne")

B

B. T. Babbitt, Inc.

(See "David Harum")

Bachelor's Children

Sponsor: Cudahy Packing Co. (Old Dutch Cleanser).
Agency: Roche, Williams & Cunnyngnam, Inc.
Origination: Chicago.
Air Time and Network: Monday through Friday, 9:45 to 10 a.m. (CBS; 18 stations), and Monday through Friday, 1:45 to 2 p.m. (with repeats from 11:15 to 11:30 a.m. and 12:15 to 12:30 p.m.) (Mutual, since April 1, 1940; 33 stations).
Production: Russ Young.
Script Writer: Bess Flynn.
Talent: Arthur Kohl (Dr. Robert Graham); Olan E. Soule (Sam Ryder); Marjorie Hannan (Ruth Ann Dexter Graham); Patricia Dunlap (Janet Dexter Ryder); Charles Flynn (Michael Kent); Marie Nelson (Ellen Collins).
Agency Directors: J. P. Roche and Lloyd Maxwell.
Announcer: Russ Young.
Conductor: Milton Charles, organist.
Length of Run: Started Sept. 28, 1936 on CBS; and April 1, 1940 on Mutual. Program had previously been heard over Mutual from Sept. 9, 1935 to Sept. 23, 1938.

NETWORK COMMERCIALS—Continued

Backstage Wife

Sponsor: R. L. Watkins Co. (Dr. Lyon's Toothpowder).
Agency: Blackett-Sample-Hummert, Inc.
Origination: Chicago.
Air Time: Monday through Friday, 4 to 4:15 p.m.
Network: NBC Red; 37 stations.
General Supervisors of Script and Production: Frank and Anne Hummert.
Script Writer: E. R. McGill.
Talent: Vivian Fridell (Mary Noble); Ken Griffin (Larry Noble); Norman Gottschalk (Sago); Leo Curley (Uncle Ed); Marvin Mueller (Fritz Sterner); Gail Henshaw (Alice Duffy); Paul Luther (Ward Elman).
Agency Director: Blair Walliser.
Announcer: Bob Brown.
Conductor: Alice Patton (theme).
Theme Song: Stay As Sweet As You Are.
Length of Run: Started March 30, 1936 (program had previously been presented via Mutual in 1935).

Bank of America National Trust & Savings Association

(See "Passing Parade")

Bathasweet Corp.

(See "Bob Garred Reporting")

Battle of the Sexes

Sponsor: Cummer Products Co. (Molle Shaving Cream).
Agency: Stack-Goble Advertising Agency.
Origination: New York.
Air Time: Tuesday, 9 to 9:30 p.m. (repeat from 12:30 to 1 a.m.).
Network: NBC Red; 54 stations.
Production: Harold Kemp.
Script Writers: Welbourn Kelley, Ruth Hopkins.
Talent: Julia Sanderson; Frank Crumit; Ben Grauer, referee; contestants.
Agency Director: R. A. Porter.
Announcers: Ben Grauer, Jack Costello.
Conductor: Jack Shilkret.
Theme Song: Molle, Molle (original lyrics and music by Frank Crumit).
Music Arranger: Jack Shilkret.
Length of Run: Started Sept. 20, 1938.

Bayer Co., Inc.

(See "American Album of Familiar Music")
(See "Second Husband")
(See "Young Widder Brown")

Bayuk Cigars, Inc.

(See "Inside of Sports")

Beat the Band

Sponsor: General Mills, Inc. (Corn Kix).
Agency: Blackett-Sample-Hummert, Inc.
Origination: Chicago.
Air Time: Sunday, 6:30 to 7 p.m.
Network: NBC Red; 29 stations.
Production: Bucky Harris.
Script Writer: Hobart Donovan.
Talent: Garry (Morfit) Moore, m.c.; Ted Weems and his Orchestra; Marvel Maxwell, singer.
Agency Director: David Owen.
Announcer: Fort Pearson.
Conductor: Ted Weems.
Theme Song: Out of the Night.
Music Arrangers: Harry Budka, Irwin Kostal, Joe Hooven.
Length of Run: Started Jan. 28, 1940.

Beatrice Creameries

(See "Keep Fit to Music")

Beauty Explorer, The

Sponsor: Colonial Dames, Inc. (Cosmetics).
Agency: Glasser Advertising.
Origination: KNX, Hollywood.
Air Time: Friday, 8:55 to 9 p.m.
Network: CBS; 6 stations. (Also one NBC station).
Script Writer: G. F. Glasser.
Talent: Dick Joy, make-up reporter.
Agency Director: G. F. Glasser.
Announcer: Dick Joy.
Length of Run: Started April 19, 1940.

Beauty Secrets

Sponsor: Sofenz Sales Corp. (Sofenz Face Cream).
Agency: Richard F. Connor.
Origination: Hollywood.
Air Time: Tuesday, 11:30 to 11:45 a.m., PST.
Network: CBS; 11 stations.
Production: Richard F. Connor.
Script Writers: Alice Holsclaw, Richard F. Connor.
Talent: Howard Grove (Doc Grove); Lucile Connor.
Announcers: Dick Joy, Maurie Webster.
Conductor: Harvey Harding.
Theme Song: Beautiful Lady.
Length of Run: May 23, 1939, to Aug. 15, 1939. (From Aug. 1 to Aug. 15 program was known as "Hollywood High-lights with Sam Hayes").

NETWORK COMMERCIALS—Continued

Bob Becker's Chats About Dogs

Sponsor: John Morrell & Co. (Red Heart Dog Food).
Agency: Henri, Hurst & McDonald, Inc.
Origination: Chicago.
Air Time: Sunday, 5:15 to 5:30 p.m. (before November, 1939, 3:45 to 4 p.m.).
Network: NBC Red; 50 stations.
Production: Blair Walliser.
Script Writers: Marguerite Lyon, Blair Walliser, Bob Becker.
Talent: Bob Becker; David Dole (Red Heart, the Talking Dog).
Agency Director: Frank W. Ferrin.
Announcer: Ed Prentiss.
Conductor: Irma Glen.
Length of Run: Original contract started Jan. 9, 1936. Latest series started Oct. 1, 1939.

Believe It or Not

Sponsor: Nehi Corp. (Royal Crown Cola).
Agency: Batten, Barton, Durstine & Osborn, Inc.
Origination: New York.
Air Time: Friday, 10:30 to 11 p.m.
Network: CBS; 89 stations.
Script Writer: Robert L. Ripley.
Talent: Robert L. Ripley; B. A. Rolfe and his Orchestra; Linda Lee; Men About Town (Harold [Scrappy] Lambert, Jack Parker, Phil Ducey).
Agency Directors: Ken Webb, Dave White.
Announcers: Clayton Collyer, Ted Jewett.
Conductor: B. A. Rolfe.
Theme Song: March Moderne.
Length of Run: Last series ran from Feb. 16, 1940, to May 24, 1940. (Previous series ran from March 31, 1939, to Sept. 29, 1939).

Bell & Co.

(See "Cowboy Songs—Red River Dave")

Bell Telephone System

(See "The Telephone Hour")

Jack Berch and His Boys

Sponsor: Manhattan Soap Co. (Sweetheart Soap).
Agency: Franklin Bruck Advertising Corp.
Origination: New York.
Air Time: Monday, Wednesday, Friday, 11:30 to 11:45 a.m. (before November, 1939, 10:30 to 10:45 a.m.).
Network: NBC Blue; 9 stations.
Script Writer: Howard Blake.
Talent: Jack Berch and his Boys.
Agency Director: M. J. Kleinfeld.
Announcer: Edward Herlihy.

Conductor: Sam Praeger.
Theme Song: I'm a Whistling.
Length of Run: Jan. 11, 1939, to May 31, 1940. (Known as "Jack Berch—The Sweetheart Serenader" before May, 1939).

Ben Bernie and All the Lads

Sponsor: American Tobacco Co. (Half & Half Smoking Tobacco).
Agency: Young & Rubicam, Inc.
Origination: New York.
Air Time: Wednesday, 8:30 to 9 p.m. (repeat from 12 to 12:30 a.m.). (Before April 10, 1940, Sunday, 5:30 to 6 p.m. with repeat from 12 to 12:30 a.m.).
Network: CBS; 53 stations.
Production: William Rousseau.
Script Writers: Alan Lipscomb, Parke Levy.
Talent: Ben Bernie and All the Lads; Lew Lehr; Manny Prager; Bailey Sisters (Sue & Jane); Dinah Shore (Mary Small, before March 1940).
Agency Director: William Rousseau.
Announcer: Harry Von Zell.
Conductor: Ben Bernie.
Theme Song: It's a Lonesome Old Town.
Length of Run: Latest series started Oct. 8, 1939. (Previous series ran from Oct. 2, 1938, to June 25, 1939).

Betty and Bob

Sponsor: General Mills, Inc. (Bisquick).
Agency: Blackett-Sample-Hummert, Inc.
Origination: New York (before July 31, 1939, Chicago).
Air Time: Monday through Friday, 2 to 2:15 p.m.
Network: NBC Red and Blue; 28 stations.
Production: Wyn Wright.
Script Writers: C. D. Morris and Associates.
Talent: Arlene Francis (Betty Drake) (Alice Hill, before July 31, 1939); Onslow Stevens (Bob Drake) (Van Heflin, before Jan. 1940; Les Tremayne before July 31, 1939); Edith Davis (Mrs. Drake); Jim Goss (Craig Foster); Olga Rosenova (Ann Meredith); Donna Reade (Agnes Stevens).

Agency Director: David Owen.
Announcer: Pierre Andre.
Length of Run: Oct. 10, 1932, to March 15, 1940.

Big Sister

Sponsor: Lever Bros. Co. (Rinso).
Agency: Ruthrauff & Ryan, Inc.
Origination: New York.
Air Time: Monday through Friday, 11:30 to 11:45 a.m. (repeat from 2 to 2:15 p.m.).

NETWORK COMMERCIALS—Continued

Network: CBS; 72 stations, plus 26 CBC stations.

Production: Handled by the agency.

Script Writers: Knowles Entriikin, Marjorie Bartlett. (Originally Lillian Lauferty).

Talent: Alice Frost (Ruth Evans Brewster); Martin Gabel (Dr. John Wayne); Junior O'Day (Ned Evans); Halla Stoddard (Sue Evans Miller); Bill Johnstone (various roles); Agnes Moorehead (various roles); Teddy Bergman (Asa Griffin); Alfred Swenson (Cornelius Porter); Ruth Chatterton (as Ruth Chatterton) summer of 1939; Diana Barrymore (Mona Sheldon), since Jan. 15, 1940; Zasu Pitts (Aunt Mamie), since Feb. 12, 1940.

Agency Director: Willson Tuttle.

Announcer: Fred Uttal.

Length of Run: Started Sept. 14, 1936.

Big Town

Sponsor: Lever Bros. Co. (Rinso).

Agency: Ruthrauff & Ryan, Inc.

Origination: Hollywood.

Air Time: Tuesday, 8 to 8:30 p.m. (repeat from 11:30 to 12 midnight).

Network: CBS; 67 stations.

Production: William Robson.

Script Writers: Free lance writers.

Talent: Edward G. Robinson (Steve Wilson); Ona Munson (Lorelei Kiibourne); dramatic cast; Leith Stevens' Orchestra.

Agency Director: William Robson.

Announcer: John Conte.

Conductor: Leith Stevens.

Music Arranger: Leith Stevens.

Length of Run: Original contract started Oct. 19, 1937. (Off for the summer of 1939 from July 4 to Sept. 19). Latest series ran from Sept. 19, 1939, to June 11, 1940.

Billy & Betty

Sponsor: General Mills, Inc. (Corn Kix).

Agency: Blackett-Sample-Hummert, Inc.

Origination: New York.

Air Time: Monday through Friday, 5:15 to 5:30 p.m. (repeat from 6 to 6:15 p.m.).

Network: CBS; 14 stations. (NBC Red to July 28, 1939).

Script Writer: Frances Ellis.

Talent: James McCallion (Billy); Audrey Egan (Betty); Jackie Grimes (Oliver); Charles Cantor; Paul Stewart; Selena Royle; Charles Dingle; Van Heflin.

Length of Run: Oct. 23, 1939, to April 19, 1940. (Previous series, on NBC Red, ran from May 1, 1939, to July 23, 1939).

BiSoDoI

(See "Just Plain Bill")

Blondie

Sponsor: R. J. Reynolds Tobacco Co. (Camel Cigarettes, Prince Albert Smoking Tobacco).

Agency: William Esty & Co., Inc.

Origination: KNX, Hollywood.

Air Time: Monday, 7:30 to 8 p.m. (repeat from 10:30 to 11 p.m.).

Network: CBS; 98 stations.

Production: Handled by the agency.

Script Writer: Ashmead Scott.

Talent: Penny Singleton (Blondie); Arthur Lake (Dagwood); Bill Artzt and his Orchestra; Hanley Stafford (Mr. Dithers).

Agency Director: Bill Moore (before March 1940, Joe Donohue).

Announcer: Bill Goodwin.

Conductor: Bill Artzt.

Length of Run: Started July 3, 1939. (Replaced "Cantor's Camel Caravan").

Major Bowes' Amateur Hour

Sponsor: Chrysler Corp. (Chrysler, De Soto, Dodge, Plymouth).

Agency: Ruthrauff & Ryan, Inc.

Origination: New York.

Air Time: Thursday, 9 to 10 p.m.

Network: CBS; 82 stations.

Production: Major Edward Bowes.

Talent: Major Edward Bowes and amateurs.

Agency Director: John Gordon.

Announcer: Ralph Edwards.

Conductors: Joe Meresco and Harry Merkur (pianists).

Length of Run: Started Sept. 17, 1936.

Bowey's, Inc.

(See "News and Rhythm")

A. S. Boyle Co.

(See "John's Other Wife")

Breezing Along

Sponsor: Phillip Morris & Co., Ltd.

Agency: Biow Co.

Origination: New York.

Air Time: Wednesday, 8 to 8:30 p.m. (repeat from 11 to 11:30 p.m.).

Network: NBC Blue; 43 stations. (Mutual, prior to Nov. 8, 1939).

Production: Walter A. Tibbals (of the agency).

Talent: Johnny Green and his Orchestra; Beverly and the Swing Fourteen (since Feb. 13, 1940); Jack Smith, tenor; dramatic cast.

Agency Director: Walter A. Tibbals.

Announcer: Charles O'Connor.

NETWORK COMMERCIALS—Continued

Conductor: Johnny Green.
Length of Run: Nov. 8, 1939 to May 1, 1940.
(Previously from May 19, 1939 to Oct. 30, 1939, on Mutual).

Breezing Along

(See "Jingo")

Bristol-Myers Co.

(See "Mr. District Attorney")
(See "Town Hall Tonight")
(See "Vitalis Program Featuring George Jessel")
(See "What's My Name")

Brown & Williamson Tobacco Co.

(See "Avalon Time")
(See "Tommy Dorsey's Orchestra")
(See "Home Town, Unincorporated")
(See "News, Views and Sport Reviews by Hughes")
(See "Plantation Party")
(See "Paul Sullivan Reviews the News")
(See "Uncle Walter's Dog House")

Joe E. Brown

Sponsor: General Foods Corp. (Post Toasties).
Agency: Benton & Bowles, Inc.
Origination: Hollywood.
Air Time: Thursday, 7:30 to 8 p.m. (repeat from 11:30 p.m. to 12 midnight). (Previous to April 6, 1939, Saturday, 7:30 to 8 p.m. with repeat from 11 to 11:30 p.m.).
Network: CBS; 61 stations.
Production: Handled by the agency.
Script Writers: Frank Gill, Bill Demling, Carl Harzinger, Paul Henning, Joseph Twerp, others.
Talent: Joe E. Brown; Frank Gill; Bill Demling; Margaret McCrae; Paula Winslowe; Harry Sosnik's Orchestra.
Agency Director: Don Cope.
Announcer: Don Wilson.
Conductor: Harry Sosnik.
Music Arranger: Harry Sosnik.
Length of Run: October 8, 1938, to Sept. 28, 1939.

Burns & Allen

Sponsor: Lehn & Fink Products Corp. (Hinds Honey and Almond Cream).
Agency: William Esty & Co., Inc.
Origination: Hollywood.
Air Time: Wednesday, 7:30 to 8 p.m. (repeat from 10:30 to 11 p.m.).
Network: CBS; 52 stations.

Production: Handled by the agency.
Script Writers: George Burns, William Burns, others.
Talent: George Burns; Gracie Allen; Frank Parker; Ray Noble's Orchestra; Mary Kelley (Bubbles).
Agency Director: Bill Moore (before March, 1940, Joe C. Donohue).
Announcer: Truman Bradley.
Conductor: Ray Noble.
Theme Song: Original by Ray Noble.
Length of Run: Started Oct. 4, 1939.

By Kathleen Norris

Sponsor: General Mills, Inc. (Wheat-hearts).
Agency: Knox Reeves Advertising, Inc.
Origination: New York.
Air Time: Monday through Friday, 5 to 5:15 p.m.
Network: CBS; 30 stations.
Production: Phillips H. Lord, Inc.
Script Writers: Phillips H. Lord, Inc.
Talent: Arline Blackburn; Santos Ortega; Mildred Baker; Lawson Zerbe.
Agency Director: Lloyd Griffin.
Announcer: Dwight Weist.
Conductor: Elsie Thompson, organist.
Length of Run: Started Oct. 9, 1939.

C

California Fruit Growers Exchange

(See "Hedda Hopper's Hollywood")
(See "Fletcher Wiley")

Calling All Cars

Sponsor: Rio Grande Oil, Inc. (Petroleum Products).
Agency: Hixson-O'Donnell, Inc.
Origination: Hollywood.
Air Time: Saturday, 6 to 6:30 p.m., PST. (Before January, 1940, Tuesday, 7 to 7:30 p.m., PST).
Network: CBS; 3 stations.
Production: Mel Williamson.
Script Writer: Mel Williamson.
Talent: Varies.
Agency Director: Robert M. Hixson.
Announcer: Frederick Lindsley.
Conductor: Wilbur Hatch.
Length of Run: Nov. 29, 1933, to Feb. 10, 1940.

Camel Caravan with Bob Crosby's Orchestra

Sponsor: R. J. Reynolds Tobacco Co. (Camel Cigarettes).

NETWORK COMMERCIALS—Continued

Agency: William Esty & Co., Inc.
Origination: Various points depending upon tour of the band.
Air Time: Saturday, 10 to 10:30 p.m.
Network: NBC Red; 94 stations.
Production: Handled by the agency.
Script Writers: Helen Phillips, Bernard Dougall.
Talent: Bob Crosby and his Orchestra; Mildred Bailey.
Agency Director: Ken Fickett.
Announcer: Harry Holcombe.
Conductor: Bob Crosby.
Theme Song: Summertime (Porgy and Bess).
Length of Run: Started Jan. 6, 1940 (replaced Benny Goodman's "Camel Caravan").

Campana Sales Co.

(See "First Nighter")
(See "Grand Hotel")

Campbell Playhouse

Sponsor: Campbell Soup Co.
Agency: Ward Wheelock Co.
Origination: Hollywood and New York.
Air Time: Sunday, 8 to 8:55 p.m. (repeat from 10 to 11 p.m.).
Network: CBS, 70 stations, plus 14 CBC stations.
Production: Diana Bourbon (direction handled by Orson Welles).
Script Writers: Orson Welles, John Houseman, Howard Teichman, Roger Denny, Herbert Drake.
Talent: Orson Welles; George Coulouris; Ray Collins; Edgar Barrier; Agnes Moorehead; Everett Sloane; Helen Hayes (appeared in several of the plays); guest stars.
Agency Director: Diana Bourbon.
Announcer: Ernest Chappell.
Conductor: Bernard Herrmann.
Theme Song: Tchaikowsky's Piano Concerto in B.
Music Arranger: Bernard Herrmann.
Length of Run: Dec. 9, 1938 to March 31, 1940. (Off for the summer of 1939 from June 2 to Sept. 10).

Campbell Soup Co.

(See "Amos 'n' Andy")
(See "Campbell Playhouse")
(See "Campbell's Short, Short Story")
(See "Brenda Curtis")
(See "Life Begins")
(See "Meet the Dixons")
(See "Lanny Ross")
(See "Fletcher Wiley")

Campbell's Short, Short Story

Sponsor: Campbell Soup Co. (Tomato Juice).
Agency: Ward Wheelock Co.
Origination: New York.
Air Time: Monday, Wednesday, Friday, 11 to 11:15 a.m.
Network: CBS; 58 stations.
Production: Diana Bourbon.
Script Writer: Wyllis Cooper.
Talent: Cast varies.
Agency Director: Paul Stewart (Diana Bourbon, before Feb. 5, 1940).
Announcer: George Putnam.
Conductor: Ted Steele.
Theme Song: Blue Moon.
Music Arranger: Ted Steele.
Length of Run: Started Jan. 22, 1940.

Canada Dry Ginger Ale Co., Inc.

(See "Information Please")

Cardinet Candy Co., Inc.

(See "Night Editor")

Carnation Co.

(See "Carnation Contented Hour")
(See "Arthur Godfrey")

Carnation Contented Hour

(International Nights Series)

Sponsor: The Carnation Co. (Carnation Milk).
Agency: Erwin, Wasey & Co., Inc.
Origination: Chicago.
Air Time: Monday, 10 to 10:30 p.m.
Network: NEC Red; 92 stations (including CBC).
Production: Handled by the agency.
Script Writer: Charles Lewis.
Talent: Orchestra with guest conductors (Josef Pasternack from Aug. 1939 to the time of his death in April 1940); Continental Quartet (Rheinhold Schmidt, Herman Larsen, Robert Kessler, Earle Tanner, Bob Childe, accompanist and arranger); Opal Craven (Lullaby Lady); and Carnation Chorus consisting of four additional male voices.
Agency Director: Holland Engle.
Announcers: Vincent Pelletier, Bret Morrison.
Conductor: Guest conductors (Josef Pasternack from Aug. 1939 to April 1940).
Theme Song: Wait Till the Cows Come Home—Contented.
Length of Run: Original contract started Jan. 4, 1932.

NETWORK COMMERCIALS—Continued

Caroline's Golden Store

Sponsor: General Mills, Inc. (Gold Medal Flour).

Agency: Blackett-Sample-Hummert, Inc.

Origination: WBBM, Chicago.

Air Time: Monday through Friday, 5:15 to 5:30 p.m.

Network: CBS; 11 stations.

Production: Fran Heyser.

Script Writer: Caroline Ellis.

Talent: Caroline Ellis; Joan Kay (Mary Ellen); Jack Brinkley (Sam); Ginger Jones (Ione Duncan); Frank Behrens (Ted); Barbara Winthrop (Mrs. Lang); Gulla Adams (Mrs. Crowley); Cliff Carl (Uncle Jim); Harriette Widmer (Magnolia); John Walsh (Mr. Thorpe); John Larkin (Dr. Sargent); Mary Patton (Jane); Dickie Turner (Bill Brown); Mondaine Halley (Clara Sanders).

Agency Director: David Owen.

Announcer: Paul Luther.

Theme Song: Song of Songs.

Length of Run: Started Oct. 9, 1939 on CBS. (Program ran from June 5, 1939 to Sept. 1, 1939 on NBC Red, 13 stations. Heard Monday through Friday, 1:30 to 1:45 p.m.).

Carters of Elm Street

Sponsor: Wander Co. (Ovaltine).

Agency: Blackett-Sample-Hummert, Inc.

Origination: Chicago.

Air Time: Monday through Friday, 12:45 to 1 p.m.

Network: Mutual; 84 stations.

Production: Alan Wallace.

Script Writer: Mona Kent.

Talent: Virginia Payne (Mrs. Carter); Vic Smith (Mr. Carter); Ann Russell (Bernice); William Rose (Jeff); Virginia Jones (Mildred); Harriette Widmer (Mattie Bell); Herbert Nelson (Sydney); Leslie Woods (Virginia).

Agency Directors: Robert Wilson, Berta Hendricks.

Announcer: Pierre Andre.

Theme Song: My Heart at Thy Sweet Voice.

Length of Run: Started on Mutual, Jan. 22, 1940. (Heard on NBC Red, from Oct. 17, 1938 to Jan. 19, 1940. Off for summer of 1939 from June 23 to Sept. 25).

Catalina Fun Quiz

Sponsor: Wilmington Transportation Co., affiliate of Wm. Wrigley, Jr., Co. (Santa Catalina Island).

Agency: Neisser-Meyerhoff, Inc.

Origination: Santa Catalina Island.

Air Time: Monday through Friday, 2:15 to 2:30 p.m.

Network: CBS; 6 stations.

Production: Nelson Shawn.

Script Writers: Nelson Shawn, George Taylor.

Talent: Gary Breckner, interviewer.

Agency Director: Nelson Shawn.

Announcer: Maurie Webster.

Length of Run: May 22, 1939 to July 31, 1939. (Previous series ran from May 23, 1938 to July 29, 1938; continued as a local KNX, Hollywood, program from Aug. 1 to Sept. 10, 1938).

Cavalcade of America

Sponsor: E. I. du Pont de Nemours & Co. Agency: Batten, Barton, Durstine & Osborn, Inc.

Origination: New York.

Air Time: Tuesday, 9 to 9:30 p.m.

Network: NBC Blue and Pacific Coast Red; 94 stations.

Production: Homer Fickett (of the agency).

Script Writers: Joe Wilward, Homer Fickett, Kenneth Webb, John Driscoll, and others.

Talent: Thomas Chalmers, narrator; Don Voorhees' Orchestra; dramatic cast.

Agency Director: Homer Fickett.

Announcer: Ted Jewett.

Conductor: Don Voorhees.

Theme Song: Cavalcade Theme March.

Length of Run: Latest series started Jan. 2, 1940. (Previously heard over CBS, Oct. 9, 1935 to May 29, 1939. Off during 1938 from June 29 to Dec. 5).

Central City

Sponsor: Procter & Gamble (Oxydol).

Agency: Blackett-Sample-Hummert, Inc.

Origination: New York.

Air Time: Monday through Friday, 10 to 10:15 a.m.

Network: NBC Red; 34 stations.

Production: Walter Hart.

Script Writer: C. D. Morris, director.

Talent: Tom Powers, commentator; Eric Dressler (Fred Winston); Arlene Frances (Miriam Allen); Kent Smith (Sam Allen); Elspeth Eric (Emily Olsen); Robert Sloan (Joe Olsen); Muriel Kirkland (Virginia Livingston); Charles Dingle (Bill Roland); Myron McCormick (Bob Shallenberger); Van Heflin (Mayor Bateman).

Agency Director: Henry Selinger.

Announcer: Geoffrey Bryant.

Length of Run: Nov. 21, 1938 to June 30, 1939. (Replaced by "The Man I Married").

NETWORK COMMERCIALS—Continued

Chamberlain Laboratories, Inc.

(See "Lovely Lady Program")
(See "Anson Weeks and His Orchestra")

Chase & Sanborn Program

Sponsor: Standard Brands, Inc. (Chase & Sanborn Coffee).
Agency: J. Walter Thompson Co.
Origination: Hollywood.
Air Time: Sunday, 8 to 8:30 p.m. (Before Jan. 7, 1940, 8 to 9 p.m.).
Network: NBC Red; 69 stations and CBC.
Production: Handled by the agency.
Scripts: Handled by the agency.
Talent: Edgar Bergen and Charlie McCarthy; Robert Armbruster's Orchestra; Donald Dickson (joined program as a regular member of the cast, Nov. 19, 1939); Barbara Jo Allen (Vera Vague); Don Ameche (off after Dec. 31, 1939) (Rudy Vallee acted as m.c. in the absence of Don Ameche from Nov. 12 to Dec. 10, 1939); Nelson Eddy (off after Nov. 12, 1939); Dorothy Lamour (until Dec. 31, 1939); guest stars.
Agency Director: Maurice Holland.
Announcer: Ben Alexander.
Conductor: Robert Armbruster.
Theme Song: The Big Show.
Length of Run: Original contract started Sept. 8, 1929; above program ran from May 9, 1937 to June 30, 1940.

Cherubs of Melody

(See "The Moylan Sisters")

Chesebrough Mfg. Co.

(See "Dr. Christian")

Chesterfield Presents Fred Waring in Pleasure Time

Sponsor: Liggett & Myers Tobacco Co. (Chesterfield Cigarettes).
Agency: Newell-Emmett Co., Inc.
Origination: New York.
Air Time: Monday through Friday, 7 to 7:15 p.m. (repeat from 11 to 11:15 p.m., except Wednesday).
Network: NBC Red; 85 stations.
Production: Fred Waring.
Talent: Fred Waring and his Pennsylvanians; Donna Dae; Stuart Churchill; Poley McClintock; Gordon Goodman; Jimmy Atkins; Patsy Garrett; Two Bees and a Honey (Hal Kanner, Murray Kane, Lilyan Perron); Paul Douglas; Four Squires, since April, 1940 (Glenn Moore, trumpet; Jack Smith, guitar; Russ Black, piano; Lumpy Brannum, bass fiddle).

Agency Director: Donald Langan.
Announcer: Paul Douglas.
Conductor: Fred Waring.
Theme Song: While a Cigarette was Burning; and Sleep.
Length of Run: Started June 19, 1939.

Chesterfield Program

Sponsor: Liggett & Myers Tobacco Co. (Chesterfield Cigarettes).
Agency: Newell-Emmett Co., Inc.
Origination: New York and elsewhere (depending on Whiteman's engagements).
Air Time: Wednesday, 8:30 to 9 p.m. (repeat from 11:30 to 12 midnight).
Network: CBS; 97 stations.
Production: Phil Cohan (for the sponsor); Douglas Coulter (of CBS).
Script Writers: Al Lewis, Hank Garson, Phil Cohan.
Talent: Paul Whiteman and his Orchestra; Joan Edwards; The Modernaires (Ralph Brewster, Hal Dickinson, Bill Conway, Chuck Goldstein); Clark Dennis (after Jan. 4, 1939); guests.
Agency Director: Don Langan.
Announcers: Paul Douglas (after May 2, 1939; previously Fred Uttal, Carlton Kadell).
Conductor: Paul Whiteman.
Length of Run: Dec. 31, 1937, to Dec. 20, 1939. (Replaced by "Glenn Miller and Orchestra").

Chocolate Products Co.

(See "Sullicious Kids Quizaroo")

Chrysler Corp.

(See "Major Bowes' Amateur Hour")

The Circle

Sponsor: Kellogg Co. (Corn Flakes).
Agency: J. Walter Thompson Co.
Origination: Hollywood.
Air Time: Sunday, 10 to 11 p.m.
Network: NBC Red; 52 stations.
Production: Handled by the agency.
Script Writers: Tiffany Thayer, Robert Colwell, John Whedon, Dick Chevillat, Stanley Davis, Manny Mannheim.
Talent: Basil Rathbone, m.c. (replaced Ronald Colman, Feb. 12, 1939); Madeleine Carroll (replaced Carole Lombard, March 12, 1939); Cary Grant (off after Feb. 19, 1939); Harpo and Chico Marx; Lawrence Tibbett; The Foursome Quartet (Del Porter, Marshall Smith, Dwight Snider, Ray Johnson); Robert Emmett Dolan's Orchestra; guests.
Announcer: Jack Frazer.

NETWORK COMMERCIALS—Continued

Conductor: Robert Emmett Dolan.
Length of Run: Jan. 15 to July 9, 1939.

Cities Service Concerts

Sponsor: Petroleum Advisers for Cities Service (Gas and Oil).
Agency: Lord & Thomas.
Origination: New York.
Air Time: Friday, 8 to 9 p.m.
Network: NBC Red; 54 stations.
Production: Handled by the agency.
Script Writers: Frank Wilson, Gordon Auchincloss.
Talent: Lucille Manners; Ross Graham; Cities Service Singers; Dr. Frank Black and his Orchestra.
Agency Director: Norman Morrell.
Announcer: Ford Bond.
Conductor: Dr. Frank Black.
Theme Song: Cities Service—March.
Musle Arranger: Dr. Frank Black.
Length of Run: Started Feb. 18, 1927.

Colgate Ask-It-Basket

Sponsor: Colgate-Palmolive-Peet Co. (Colgate Dental Cream).
Agency: Benton & Bowles, Inc.
Origination: New York.
Air Time: Thursday, 8 to 8:30 p.m. (repeat from 11:30 to 12 midnight).
Network: CBS; 62 stations.
Production: Theodore Barash, Addison Smith.
Talent: Jim McWilliams, m.c.; contestants.
Agency Director: Addison Smith.
Announcer: Del Sharbutt.
Conductor: Milton Rettenberg, pianist.
Length of Run: Started Oct. 5, 1938. (Off from June 28 to Aug. 17, 1939.)

Colgate-Palmolive-Peet Co.

(See "Colgate-Ask-It-Basket")
(See "Gang Busters")
(See "Highlights from the Sports News of the Day")
(See "Hilltop House")
(See "Wayne King's Orchestra")
(See "Myrt and Marge")
(See "Ellen Randolph")
(See "Stepmother")
(See "Strange As It Seems")
(See "Woman of Courage")

Colonial Dames, Inc.

(See "The Beauty Explorer")
(See "Return to Romance")

Columbia Recording Corp.

(See "Young Man With a Band")

Commercial Credit Co.

(See "Bob Trout")

Confidentially Yours

Sponsor: Richfield Oil Corp.
Agency: Sherman K. Ellis & Co., Inc.
Origination: New York.
Air Time: Quarter-hour evening program; Tuesday, Wednesday and Thursday.
Network: Mutual; 28 stations.
Talent: Arthur Hale, news commentator.
Length of Run: Started Jan. 6, 1940.

Confidentially Yours

Sponsor: Sherwood Bros.
Agency: Van Sant, Dugdale & Co., Inc.
Origination: New York.
Air Time: Tuesday, Thursday, Saturday, 7:30 to 7:45 p.m. (before April 2, 1940, Saturday only, from 6:30 to 6:45 p.m. and 7:30 to 7:45 p.m.).
Network: Mutual; 3 stations.
Talent: Arthur Hale, commentator.
Length of Run: Jan. 6 to June 29, 1940.

Congress Cigar Co.

(See "Ed Thorgersen—Sports")

Continental Baking Co.

(See "Pretty Kitty Kelly")
(See "Sky Blazers")

Corn Products Refining Co.

(See "Society Girl")

Court of Missing Heirs

Sponsor: Sterling Products, Inc. (Ironized Yeast).
Agency: Ruthrauff & Ryan, Inc.
Origination: New York.
Air Time: Tuesday, 8:30 to 8:55 p.m.
Network: CBS; 68 stations.
Script Writer: Pete Lyon.
Talent: Barbara Weeks; John Brown; Carl Frank; Kenneth Delmar; Wallace Warner; Judge John Boles.
Agency Director: Everard Meade.
Announcer: Gene Leonard.
Length of Run: Started Dec. 19, 1939.

Cowboy Songs—Red River Dave

Sponsor: Bell & Co.
Agency: Anderson, Davis & Platte.

NETWORK COMMERCIALS—Continued

Origination: New York.
Air Time: Quarter-hour daytime program; Monday through Saturday at various times.
Network: Mutual; 7 stations.
Talent: Red River Dave (Dave McEnery).
Agency Director: H. L. Ives.
Announcer: Ray Winters.
Length of Run: Started June 5, 1939.

Betty Crocker

Sponsor: General Mills, Inc. (Gold Medal Kitchen-Tested Flour, Softasilk Cake Flour, Bisquick).
Agency: Blackett-Sample-Hummert, Inc.
Origination: Chicago.
Air Time: Wednesday and Friday, 2:45 to 3 p.m.
Network: NBC Red and Blue; 25 stations.
Production: Handled by NBC.
Script Writer: Betty Crocker.
Talent: Betty Crocker.
Agency Director: David Owen.
Announcer: Pierre Andre.
Theme Song: Wedding March (Lohengrin).
Length of Run: Started on NBC, May 30, 1938. (This program was heard on CBS from June 1, 1936, through May 27, 1938).

Bob Crosby's Orchestra

Sponsor: R. J. Reynolds Tobacco Co.
Agency: William Esty & Co., Inc.
Origination: Various points, depending on Crosby tour.
Air Time: Tuesday, 9:30 to 10 p.m.
Network: CBS; 96 stations.
Production: Handled by the agency.
Talent: Bob Crosby and his Orchestra; Johnny Mercer; Helen Ward.
Agency Director: Ken Fickett.
Announcer: Harry Holcombe (before Oct. 3, 1939, George Bryant).
Conductor: Bob Crosby.
Music Arranger: Matty Malneck.
Length of Run: June 27, 1939, to Dec. 26, 1939. (Replaced Benny Goodman).

Cudahy Packing Co.

(See "Bachelor's Children")

Cummer Products Co.

(See "Battle of the Sexes")
 (See "Spelling Bee, Paul Wing's")
 (See "What Would You Have Done")

Brenda Curtis

Sponsor: Campbell Soup Co.
Agency: Ward Wheelock Co.

Origination: New York.
Air Time: Monday through Friday, 11:15 to 11:30 a.m. (repeat from 2:30 to 2:45 p.m.).
Network: CBS; 58 stations.
Production: Diana Bourbon.
Script Writer: Lee Gebhart.
Talent: Vicki Vola (Brenda Curtis); Hugh Marlowe (Jim Curtis); Helen Choate (Myra Belden); Matthew D. Crowley (Stacey Gordon); Charles Cantor (Ziggy Bernstein); Juanita Hall (Cleo); Margaret Lipper (Peggy Curtis); Kathleen Niday (Gloria Bennett); John McIntyre (Judge Harmon).
Agency Director: Diana Bourbon.
Announcer: Kenneth Roberts.
Conductor: Lew White (before December, 1939, George Heninger).
Theme Song: Melody in F.
Length of Run: Sept. 11, 1939, to Jan. 19, 1940.

D

D. L. & W. Coal Co.

(See "The Shadow")

Stella Dallas

Sponsor: Chas. H. Phillips Chemical Co. (Phillips' Milk of Magnesia Cream and Milk of Magnesia).
Agency: Blackett-Sample-Hummert, Inc.
Origination: New York.
Air Time: Monday through Friday, 4:15 to 4:30 p.m.
Network: NBC Red; 47 stations.
General Supervisors of Script and Production: Frank and Anne Hummert.
Authors of Original Story Line of Radio Sequel to Book and/or Play: Frank and Anne Hummert.
Dialogue Writers: Marie Baumer (Nov. 3, 1938 to June 23, 1939); Doris Halman (June 26 to Aug. 4, 1939); Elizabeth and James Hart (Aug. 7, 1939 to date).
Agency Script Editor: George Nobbs.
Talent: Anne Elstner (Stella Dallas); Vivian Smolen (Laurel Dallas Grosvenor); Macdonald Carey (Dick Grosvenor); Julie Benell (Helen Dallas); Arthur Hughes (Stephen Dallas).
Agency Director: Richard Leonard.
Announcer: Ford Bond.
Length of Run: Started June 6, 1938. (Originally started Oct. 25, 1937, as local show on WEAJ, New York, for Tetley Tea).

NETWORK COMMERCIALS—Continued

Elmer Davis and the News

Sponsor: Gillette Safety Razor Co.
Agency: Maxon, Inc.
Origination: New York.
Air Time: Friday and Sunday, 8:55 to 9 p.m., EDST (Friday and Tuesday after July 2, 1940).
Network: CBS; 89 stations.
Talent: Elmer Davis, newscaster.
Agency Director: Ed Wilhelm.
Announcer: Harry Clark.
Length of Run: Started May 10, 1940.

Dealer in Dreams

Sponsor: Los Angeles Soap Co. (White King Soap).
Agency: Raymond R. Morgan Co.
Origination: KNX, Hollywood.
Air Time: Monday through Friday, 11:45 to 12 noon, PST (before April 29, 1940, 5:15 to 5:30 p.m., PST, and before March 1940, 5:30 to 5:45 p.m., PST).
Network: CBS; 7 stations.
Script Writers: Mayfield Kaylor, Eric Strutt, Herb Connor, Ibbie Bryan, Teresa Carmo.
Talent: Phil Stewart; plus one actor or actress per program.
Agency Director: Sam Perce.
Announcers: Art Gilmore, Sam Perce.
Theme Song: I'm a Dreamer, Aren't We All?
Music Arranger: Irwin Yeo.
Length of Run: Started Jan. 1, 1940.

Death Valley Days

Sponsor: Pacific Coast Borax Co. (Twenty Mule Team Borax).
Agency: McCann-Erickson, Inc.
Origination: New York.
Air Time: Friday, 8:30 to 9 p.m. (repeat from 11:30 to 12 p.m., EST on Red). (Before May 3, 1940, 9:30 to 10 p.m.; no change in repeat).
Network: NBC Blue, 20 stations; NBC Red, 8 stations.
Production: Agency and Edwin Whitney (of NBC).
Script Writer: Ruth Cornwall Woodman.
Talent: Jack MacBryde-The Old Ranger; Jean King; Jas. J. Van Dyk; Frank Butler; Paul Nugent; Richard Barrows; Geoffrey Bryant; Edwin Whitney; Irene Hubbard; Jay Jostyn; Charles Webster.
Agency Director: Lillian Steinfeld.
Announcer: George Hicks.
Conductor: Josef Bonime.
Theme Song: Bugle Call.
Length of Run: Original contract started Sept. 30, 1930.

Vaughn De Leath

Sponsor: Lydia E. Pinkham Medicine Co.
Agency: Erwin, Wasey & Co., Inc.
Origination: New York.
Air Time: Monday, Wednesday, Friday, 1:45 to 2 p.m. (repeat from 2 to 2:15 p.m.).
Network: Mutual; 7 stations.
Production: Gager Wasey.
Script Writer: Vaughn De Leath.
Talent: Vaughn De Leath.
Agency Director: Gager Wasey.
Announcer: John Schultz.
Theme Song: Live, Love, Laugh and Be Happy.
Length of Run: June 26, 1939 to Sept. 22, 1939.

Detrola Corp.

(See "Fulton Lewis, Jr.")

Doc Barclay's Daughters

Sponsor: Personal Finance Co. (Loan Service).
Agency: Blackett-Sample-Hummert, Inc.
Origination: New York.
Air Time: Monday through Friday, 2 to 2:15 p.m.
Network: CBS; 28 stations.
General Supervisors of Script and Production: Frank and Anne Hummert.
Authors of Title and Original Story Line: Frank and Anne Hummert.
Script Writers: Charles S. Monroe (May 22 to July 7, 1939); John De Witt (July 10 to Nov. 3, 1939); Eleanor Berdon (Nov. 6 to Jan. 19, 1940).
Agency Script Editor: Jack Hunter.
Talent: Bennet Kilpack (Doc Barclay); Mildred Robin (Mimi); Elizabeth Reller (Connie); Vivian Smolen (Marge); Carleton Young (Brett); Albert Hayes (Tom Clarke); Alan Bunce (Billy Van Cleve); Audrey Egan (Bess).
Agency Directors: Stephen Gross, Lloyd Rosenmond.
Announcer: Tom Shirley.
Conductor: Ann Leaf, organist (theme).
Length of Run: Jan. 23, 1939, to Jan. 19, 1940.

Dr. Christian

Sponsor: Chesebrough Manufacturing Co. (Vaseline Preparations).
Agency: McCann-Erickson, Inc.
Origination: Hollywood (New York from Dec. 6 to Jan. 10, 1940).
Air Time: Wednesday, 8:30 to 8:55 p.m. (repeat from 11:30 to 11:55 p.m.) (previous to Jan. 3, 1940, 10 to 10:30 p.m.).

NETWORK COMMERCIALS—Continued

Network: CBS; 61 stations.

Production: Joan Canon.

Script Writers: Ruth Adams Knight, Joe Bates Smith, M. M. Musselman, John Eugene Hasty.

Talent: Jean Hersholt (Dr. Christian); Rosemary De Camp (Judy Price); others.

Agency Director: Joan Cannon.

Announcer: Arthur Gilmore.

Length of Run: Nov. 7, 1937, to April 24, 1938; Oct. 18, 1938, to April 11, 1939; and since Nov. 1, 1939.

Dr. I. Q.

Sponsor: Mars, Inc.

Agency: Grant Advertising, Inc.

Origination: St. Louis and Chicago, Pittsburgh, Philadelphia, Denver, Boston, Hollywood, Dallas, Louisville.

Air Time: Monday, 9 to 9:30 p.m.

Network: NBC Red; 56 stations (previous to July 10, 1939, NBC Blue).

Script Writer: Virginia Stewart.

Talent: Lew Valentine (Dr. I. Q.); theatre audience participation.

Agency Director: Lew Valentine.

Announcer: Allen C. Anthony.

Theme Song: You Are My Lucky Star.

Length of Run: Started April 10, 1939.

Doctor Kate

Sponsor: Sperry Flour Co. (Cereals and Flour).

Agency: Westco Advertising Co.

Origination: San Francisco.

Air Time: Monday through Friday, 10:45 to 11 a.m., PST.

Network: NBC Pacific Coast Red; 7 stations.

Production: Hal Burdick.

Script Writer: Hal Burdick.

Talent: Cornelia Burdick (Dr. Kate); Vicki Vola and Zella Layne (Nurse Lynn Miller); Montgomery Mohn (Dr. Crowley); Charles MacAlister (Judge Halsey); Helen Kleebe (Nurse Sarah); Earl Lee (Hank Elzey); Everett Glass (Kelton Pringle).

Agency Director: R. W. Stafford.

Announcers: Sam Moore, Archie Presby, Leo Cleary, Armand Girard.

Music Arranger: Charles Runyon.

Length of Run: Started Jan. 31, 1938.

Tommy Dorsey's Orchestra

Sponsor: Brown & Williamson Tobacco Co. (Raleigh and Kool Cigarettes).

Agency: Batten, Barton, Durstine & Osborn, Inc.

Origination: New York.

Air Time: Wednesday, 8:30 to 9 p.m. (repeat from 11:30 p.m. to 12 midnight).

Network: NBC Red; 56 stations.

Production: Herbert Sanford (of the agency).

Script Writer: Herbert Sanford.

Talent: Tommy Dorsey and Orchestra; Jack Leonard; Edythe Wright; Three Esquires (Earl Hagen, Jack Leonard, Allen Stordahl).

Agency Director: Herbert Sanford.

Announcer: Clayton Collyer (prior to April 26, 1939, Lyle Van).

Conductor: Tommy Dorsey.

Theme Song: I'm Getting Sentimental Over You.

Music Arranger: Paul Wetstein, Axel Stordahl, Deane Kincaid.

Length of Run: Nov. 9, 1936 to Sept. 20, 1939.

The Dreamer

Sponsor: H. Fendrich, Inc.

Agency: Ruthrauff & Ryan, Inc.

Origination: WLW, Cincinnati.

Air Time: Sunday, 2 to 2:30 p.m.

Network: NBC Red; 12 stations.

Talent: Music with narrator.

Length of Run: Sept. 24, 1939 to Dec. 17, 1939.

Duart Mfg. Co.

(See "Problem Clinic")

(See "Spelling Bee")

Dunhill Cigarettes

(See "Name Three")

Dunn & McCarthy

(See "Enna Jettick Melodies")

E. I. du Pont de Nemours & Co.

(See "Cavalcade of America")

E

Easy Aces

Sponsor: The Anacin Co.

Agency: Blackett-Sample-Hummert, Inc.

Origination: New York.

Air Time: Tuesday, Wednesday and Thursday, 7 to 7:15 p.m.

Network: NBC Blue; 40 stations.

General Supervisor of Script and Production: Goodman Ace.

NETWORK COMMERCIALS—Continued

Author of Title and Original Story Line:
Goodman Ace.

Dialogue Writer: Goodman Ace.

Talent: Jane and Goodman Ace; supporting cast.

Announcer: Ford Bond.

Conductor: Abe Goldman, organist (theme).

Theme Song: Manhattan Serenade.

Length of Run: Started Feb. 4, 1935 for above sponsor; program had previously been sponsored by Jad Salts from Oct. 10, 1933 to Jan. 31, 1935, on CBS.

Emerson Radio & Phonograph Corp.

(See "Elliott Roosevelt")

Enna Jettick Melodies

Sponsor: Dunn & McCarthy (Enna Jettick Shoes).

Agency: Marschalk & Pratt, Inc.

Origination: New York.

Air Time: Sunday, 5 to 5:15 p.m.

Network: NBC Red; 94 stations.

Production: Dick Morenus.

Script Writer: Dick Morenus.

Talent: Jimmy Shields; D'Artega and his Orchestra; Norsemen Quartet (Hal Gordon, Adrian Revere, Edwin Lindstrom, Kenneth Schon); Nan Dorland as Rosamond Ames, style expert.

Agency Director: Dick Morenus.

Announcer: Nelson Case.

Conductor: D'Artega.

Theme Song: Romance.

Length of Run: Aug. 20 to Nov. 12, 1939.

Ethyl Gasoline Corp.

(See "Tune Up Time")

Euclid Ballot Box

Sponsor: Euclid Candy Co. of California.

Agency: Sidney Garfinkel Advertising.

Origination: Hollywood.

Air Time: Thursday, 8:15 to 8:30 p.m., PST (before Oct. 5, 1939, Monday, 9:30 to 9:45 p.m., PST).

Network: CBS; 9 stations.

Production: Don Forbes.

Script Writer: Sam Hayes (formerly Knox Manning).

Talent: Sam Hayes, commentator (formerly Knox Manning).

Agency Director: Sidney Garfinkel.

Announcer: Don Forbes.

Length of Run: Nov. 23, 1937, to Nov. 23, 1939.

Euclid Candy Co. of Calif.

(See "Euclid Ballot Box")

Eversharp, Inc.

(See "Take It or Leave It")

F

Fels & Co.

(See "Hobby Lobby")

H. Fendrich, Inc.

(See "The Dreamer")

(See "Smoke Dreams")

Fibber McGee & Molly

Sponsor: S. C. Johnson & Son, Inc. (Glo-Coat, Johnson's Wax, Johnson's Carnu).

Agency: Needham, Louis & Brorby, Inc.

Origination: Hollywood.

Air Time: Tuesday, 9:30 to 10 p.m.

Network: NBC Red; 78 stations, plus CBC.

Production: Cecil Underwood.

Script Writers: Don Quinn, assisted by Leonard Levinson since January, 1940.

Talent: Jim Jordan (Fibber McGee); Marian Jordan (Molly McGee); Harlow Wilcox; Bill Thompson (Nick de Populus, The Old Timer, Horatio K. Boomer); Harold Peary (Mr. Gildersleeve); Isabel Randolph (Mrs. Uppington); Jimmy Shields (off Feb., 1940) (before Nov. 14, 1939, Donald Novis); King's Men (Bud Linn, Jon Dodson, Rad Robinson, Ken Darby) (since Feb. 6, 1940); Billy Mills' Orchestra.

Agency Director: Cecil Underwood.

Announcer: Harlow Wilcox.

Conductor: Billy Mills.

Theme Song: Save Your Sorrow.

Music Arranger: Billy Mills.

Length of Run: April 16, 1935 to June 25, 1940. (Off for the summer of 1939 from June 27 to Sept. 5. Replaced during this time by "Alec Templeton Program").

Jimmie Fidler

Sponsor: Procter & Gamble (Drene Shampoo, Teel).

Agency: H. W. Kastor & Sons Advertising Co.

Origination: Hollywood.

Air Time: Tuesday, 7:15 to 7:30 p.m. (repeat from 11:15 to 11:30 p.m.) (Friday, 7:15 to 7:30 p.m. with repeat from 10:45 to 11 p.m., NBC Red, 31 stations from May 21, 1937, to June 30, 1939).

Network: CBS; 59 stations (NBC Red, 31 stations, from May 21, 1937, to June 30, 1939).

NETWORK COMMERCIALS—Continued

Production: William Lawrence.
Script Writer: Jimmie Fidler.
Talent: Jimmie Fidler, Hollywood commentator.
Agency Director: Robert G. Jennings.
Announcers: Gary Breckner (CBS); Carleton Kadell (NBC).
Length of Run: From May 21, 1937, to June 30, 1939, on NBC Red; and from Nov. 15, 1938, to April 23, 1940, on CBS.

Firestone Tire & Rubber Co.

(See "Voice of Firestone")

First Nighter

Sponsor: Campana Sales (Italian Balm, Dreskin, Coolies, D.D.D.).
Agency: Aubrey, Moore & Wallace, Inc.
Origination: Chicago.
Air Time: Friday, 9:30 to 10 p.m. (previous to June 30, 1939, 8 to 8:30 p.m.).
Network: CBS; 50 stations.
Production: Handled by the agency.
Script Writers: Free lance writers.
Talent: Lester Tremayne; Barbara Luddy; others.
Agency Director: J. T. Ainley.
Announcer: Marvin Mueller (before Jan. 5, 1940, Bret Morrison).
Conductor: Eric Sagerquist.
Music Arrangers: Eric Sagerquist, Walter Dellers.
Length of Run: Original contract started Nov. 27, 1930, on NBC; latest series, on CBS, ran from Sept. 2, 1938, to May 24, 1940. (Program has been on the air continuously except for the summers of 1936 and 1940).

Fitch Band Wagon

Sponsor: F. W. Fitch Co. (Fitch Shampoo).
Agency: L. W. Ramsey Co.
Origination: New York.
Air Time: Sunday, 7:30 to 8 p.m.
Network: NBC Red; 79 stations.
Production: E. G. Naeckel (of the agency).
Script Writer: Ward Byron.
Talent: Henry M. Neely, m.c.; guest orchestra each week.
Announcers: Fort Pearson, Jack Costello.
Length of Run: Started Sept. 4, 1938.

Fly-Ded

(See "The Romance of Helen Trent")

Food & Beverage Broadcasters' Assn.

(See "I Want a Divorce")

Ford Summer Hour

Sponsor: Ford Motor Co.
Agency: N. W. Ayer & Son, Inc.
Origination: Ford Rotunda at Dearborn, Mich.
Air Time: Sunday, 9 to 10 p.m.
Network: CBS; 80 stations.
Production: Handled by the agency.
Script Writers: Robert P. Smith, Edward Lester, Jack Hasty, William Fineshriber.
Talent: James Melton; Franca White; Don Voorhees and Orchestra; chorus; the Rouge Reporter; guests.
Agency Director: Bradford Browne.
Announcer: Fielden Farrington.
Conductor: Don Voorhees.
Theme Song: Original composition by Don Voorhees.
Music Arrangers: Ken Christie, Ardon Cornwell, Phil Wall, Herb Quigley.
Length of Run: Replaced the "Ford Sunday Evening Hour" from June 11, 1939, to Sept. 17, 1939.

Ford Summer Hour

Sponsor: Ford Motor Co.
Agency: N. W. Ayer & Son, Inc.
Origination: Ford Rotunda at Dearborn, Mich.
Air Time: Sunday, 9 to 10 p.m.
Network: CBS; 83 stations.
Production: Handled by the agency.
Script Writers: Henry Herrmann, assisted by agency staff.
Talent: Jessica Dragonette, soprano; James Newill, baritone; Linton Wells, Rouge Reporter; Budd Hulick, m.c.; Leith Stevens and his Orchestra; Mercury Chorus under the direction of Don Large.
Agency Director: Bradford Browne.
Announcer: Franklin C. Mitchell.
Conductor: Leith Stevens.
Theme Song: Original composition by Leith Stevens.
Music Arrangers: Nathan Van Cleave, George Leeman, Joe Glover, Carmine Coppola.
Length of Run: Started May 17, 1940; scheduled to end Sept. 22, 1940.

Ford Sunday Evening Hour

Sponsor: Ford Motor Co.
Agency: N. W. Ayer & Son, Inc.
Origination: WJR, Detroit.
Air Time: Sunday, 9 to 10 p.m.
Network: CBS; 82 stations.
Production: H. L. McClinton and William Reddick (chorus).
Script Writers: Scripts are written by the agency office staff.
Talent: Ford Symphony Orchestra; guest

NETWORK COMMERCIALS—Continued

conductors; chorus; W. J. Cameron, speaker.
Agency Directors: H. L. McClinton, W. J. Reddick.
Announcer: Ron Gamble.
Theme Song: Children's Prayer (Hansel and Gretel).
Music Arranger: Valbert Coffey, Arthur Luck, Dr. Eugene Zador, Francis Stillwell Dixon, John Fowler Simpson.
Length of Run: Original contract started Oct. 7, 1934; latest series ran from Sept. 24, 1939, to May 19, 1940 (off during the summer of 1939 from June 4 to Sept. 24).

Four Star News

Sponsor: Palmer Bros.
Agency: Tucker Wayne & Co.
Origination: New York and Washington.
Air Time: Sunday, 5:15 to 5:30 p.m.
Network: NBC Blue; 41 stations.
Production: Norman Dicken.
Talent: Nola Luxford; H. R. Baukhage (Washington); Bill Stern; Graham McNamee.
Length of Run: Aug. 20, 1939, to Nov. 12, 1939.

Fun in Print

Sponsor: International Silver Co. (International Sterling & 1847 Rogers Bros. Silverplate).
Agency: Young & Rubicam, Inc.
Origination: New York.
Air Time: Sunday, 6 to 6:30 p.m.
Network: CBS; 26 stations.
Production: Alexander Stronach (of the agency).
Script Writers: Material prepared by Young & Rubicam in cooperation with Tom Stix and the Literary Guild.
Talent: Dr. Sigmund Spaeth, quizmaster; contestants; board of judges headed by Tom Stix, literary commentator.
Agency Director: Alexander Stronach.
Announcer: Harry Von Zell.
Length of Run: Started May 12, 1940. (Replaced "Silver Theatre" for the summer).

G

Gallenkamp's Stores, Inc.

(See "Professor Puzzlewit")

Gang Busters

Sponsor: Colgate-Palmolive-Peet Co. (Cue Liquid Dentrifice).

Agency: Benton & Bowles, Inc.
Origination: New York.
Air Time: Saturday, 8 to 8:30 p.m. (repeat from 11:30 p.m. to 12 midnight).
Network: CBS; 64 stations.
Production: Phillips H. Lord, Inc. and Maury Lowell (of the agency).
Script Writer: Phillips H. Lord.
Talent: Col. H. Norman Schwarzkopf and dramatic cast.
Agency Director: Maury Lowell.
Announcers: Frank Gallop, Alois Havrilla.
Length of Run: Jan. 15, 1936 to June 15, 1940. (Off during the summer of 1939 from Aug. 17 to Oct. 21).

Bob Garred Reporting

Sponsor: Axton - Fisher Tobacco Co. (Twenty Grand Cigarettes).
Agency: Weiss & Geller, Inc. (McCann-Erickson, before January, 1940).
Origination: Hollywood.
Air Time: Monday, Wednesday, Friday, 9:45 to 9:55 p.m.
Network: CBS; 6 stations.
Script Writer: Margot O'Flaherty.
Talent: Bob Garred, reporter.
Agency Director: Max A. Geller.
Length of Run: Started Sept. 25, 1939.

Bob Garred Reporting

Sponsor: Bathasweet Corp.
Agency: Kiesewetter Advertising Agency.
Origination: Hollywood.
Air Time: Tuesday, Thursday, 7:30 to 7:45 a.m., PST.
Network: CBS; 7 stations.
Talent: Bob Garred, reporter.
Agency Director: A. C. Christensen.
Length of Run: Started Oct. 17, 1939.

Bob Garred Reporting

Sponsor: Knox Gelatine Co.
Agency: Kenyon & Eckhardt, Inc.
Origination: KNX, Hollywood.
Air Time: Monday, Wednesday, Friday, 7:30 to 7:45 a.m., PST.
Network: CBS.
Talent: Bob Garred, reporter.
Length of Run: Started April, 1940.

Bob Garred Reporting

Sponsor: Mennen Co.
Agency: Kiesewetter Advertising Agency.
Origination: Hollywood.
Air Time: Monday, Wednesday, Friday, 7:30 to 7:45 a.m., PST.

NETWORK COMMERCIALS—Continued

Network: CBS; 7 stations.
Talent: Bob Garred, reporter.
Agency Director: Samm S. Baker.
Length of Run: Oct. 16, 1939 to April 12, 1940.

Gateway to Hollywood

Sponsor: Wm. Wrigley, Jr., Co. (Wrigley Doublemint Gum).
Agency: Frances Hooper Advertising.
Origination: Hollywood.
Air Time: Sunday, 6:30 to 7 p.m.
Network: CBS; 67 stations.
Production: Bobby Brown (previously Charles Vanda).
Script Writers: W. Ray Wilson, script supervisor (previously Russ Johnston, Everett Tomlinson).
Talent: Jesse Lasky; guest stars; stage-screen aspirants.
Announcers: Ken Ellington, Gary Breckner.
Conductor: Wilbur Hatch.
Length of Run: Jan. 8, 1939 to Dec. 31, 1939. (Off during the summer of 1939 from July 9 to Oct. 8. Replaced during this time by the "Gateway to Hollywood Summer Theatre").

Gateway to Hollywood Summer Theatre

Sponsor: Wm. Wrigley, Jr., Co.
Agency: Frances Hooper Advertising.
Origination: Chicago.
Air Time: Sunday, 6:30 to 7 p.m.
Network: CBS; 67 stations.
Production: Bobby Brown.
Script Writer: W. Ray Wilson.
Talent: Jess Pugh; Charles Engelston; Fred Howard; Lesley Wood; Leo Neise; Viola Berwick; Burr Lee; Carl Hohengarten and his Orchestra.
Agency Director: Stuart Dawson.
Announcer: George Watson.
Conductor: Carl Hohengarten.
Length of Run: July 9, 1939 to Oct. 1, 1939.

General Baking Co.

(See "The Lone Ranger")

General Cigar Co.

(See "The Answer Man")
(See "Raymond Gram Swing")

General Electric Hour of Charm

Sponsor: General Electric Co.
Agency: Batten, Barton, Durstine & Osborn, Inc. (also Foster & Davis, since December, 1939).

Origination: New York.
Air Time: Sunday, 10 to 10:30 p.m.
Network: NBC Red; 58 stations.
Production: David White.
Talent: Phil Spitalny and His All Girl Orchestra; Rush Hughes, m.c. (since June 2, 1940); Evelyn Kaye and her Magic Violin; Three Little Words (Frances Cook, Connie Backus, Fern Griggs); Maxine; Rosa Linda and Lola at the piano; John Anderson; the "Woman of the Week."
Agency Director: David White.
Announcer: Del Sharbutt.
Conductor: Phil Spitalny.
Theme Song: My Isle of Golden Dreams.
Length of Run: Started Nov. 2, 1936. (Off during summer of 1939 from May 22 to Sept. 17).

General Foods Corp.

(See "The Aldrich Family")
(See "Joe E. Brown")
(See "Good News of 1940")
(See "Jell-O Program Starring Jack Benny")
(See "Joyce Jordan—Girl Interne")
(See "Lum and Abner")
(See "Mary Margaret McBride")
(See "My Son and I")
(See "Al Pearce and His Gang")
(See "Kate Smith Hour")
(See "Kate Smith's Noonday Chats")
(See "We, the People")
(See "Young Dr. Malone")

General Mills, Inc.

(See "Jack Armstrong")
(See "Beat the Band")
(See "Betty and Bob")
(See "Billy & Betty")
(See "By Kathleen Norris")
(See "Caroline's Golden Store")
(See "Betty Crocker")
(See "Arnold Grimm's Daughter")
(See "The Grouch Club")
(See "Hymns of All Churches")
(See "Light of the World")
(See "Valiant Lady")

Getting the Most Out of Life

Sponsor: Standard Brands, Inc. (Fleischmann's Foil Yeast).
Agency: J. Walter Thompson Co.
Origination: New York.
Air Time: Monday through Friday, 11:45 to 12 noon.
Network: NBC Blue; 31 stations.
Production: Handled by the agency.
Script Writer: Dr. William L. Stidger.

NETWORK COMMERCIALS—Continued

Talent: Dr. William L. Stidger; chorus.
Conductor: Frank White, organist.
Length of Run: May 30, 1938, to Dec. 29, 1939. (Off during the summer of 1939 from June 30 to Oct. 2).

D. Ghiradelli & Co.

(See "One Man Theatre")

Gillette Safety Razor Co.

(See "Elmer Davis and the News")

Girl Alone

Sponsor: Quaker Oats Co. (Quaker Oats, Aunt Jemima).
Agency: Ruthrauff & Ryan, Inc.
Origination: Chicago.
Air Time: Monday through Friday, 5 to 5:15 p.m.
Network: NBC Red; 39 stations.
Production: Axel Gruenberg (NBC).
Script Writer: Fayette Krum.
Talent: Betty Winkler (Patricia Ryan); Pat Murphy (Scoop Curtis); June Travis (Stormy Wilson); Henry Hunter (John Knight); Joan Winters (Alice Warner); Laurette Fillbrandt (Virginia Hardesty); Lester Damon (Dr. Warren Douglas).
Agency Director: Ross Metzger.
Announcer: Charles Lyon.
Length of Run: Started Sept. 26, 1938. (Off for the summer of 1939 from June 2 to Sept. 25). (Program previously sponsored from July 13, 1936, to April 8, 1938, by Kellogg Co.).

Arthur Godfrey

Sponsor: Carnation Milk Co.
Agency: Erwin, Wasey & Co., Inc.
Origination: WJSV, Washington.
Air Time: Monday, Wednesday, Friday, 9 to 9:15 a.m. (repeat from 9:30 to 9:45 a.m.).
Network: Mutual; 10 stations.
Script Writer: Arthur Godfrey.
Talent: Arthur Godfrey.
Agency Director: E. J. Fitzgerald.
Theme Song: Won't You Wait 'til the Cows Come Home.
Length of Run: Started Jan. 2, 1940.

Goldbergs, The

Sponsor: Procter & Gamble (Oxydol).
Agency: Blackett-Sample-Hummert, Inc.
Origination: New York.
Air Time: Monday through Friday, 1 to 1:15 p.m.
Network: CBS; 30 stations.

Production: Mrs. Gertrude Berg.
Script Writer: Mrs. Gertrude Berg.
Talent: Gertrude Berg (Molly Goldberg); James Waters (Jake Goldberg); Roslyn Silber (Rose Goldberg); Everett Sloane (Sammy Goldberg); Stephan Schnabel (Mr. Kuhne); Menasha Skulnick (Uncie David); Judy Laub (Sybil); Jeanette Chinley (Libby); Lionel Ince (since Jan. 13, 1940) (Fred Brandon).
Agency Director: Henry Selinger.
Announcer: Art Millet.
Theme Song: Serenade (Toselli).
Length of Run: Started Sept. 13, 1937, on NBC; latest series, on CBS, started Jan. 3, 1938.

Good Morning Tonite

Sponsor: Albers Bros. Milling Co. (Cereals).
Agency: Erwin, Wasey & Co., Inc.
Origination: San Francisco.
Air Time: Tuesday, 9 to 9:30 p.m. (previously Friday, 8 to 8:30 p.m., and Tuesday, 9:30 to 10 p.m.).
Network: NBC Red; 5 stations.
Production: Marigold Cassin (of the agency), assisted by John Lyman (of NBC).
Script Writer: Marigold Cassin.
Talent: Gyula Ormay and Albers Bros. Concert Orchestra; Singing Ensemble (Albert Gillette, Armand Girard, Edwin Imhaus, Ben Classen, Agatha Turley, Margaret O'Dea); occasional guests.
Agency Director: Marigold Cassin.
Announcers: Cliff Engle, Abbott Tessman.
Conductor: Gyula Ormay.
Length of Run: Sept. 29, 1937, to Dec. 26, 1939.

Good News of 1940

Sponsor: General Foods Corp. (Maxwell House Coffee).
Agency: Benton & Bowles, Inc.
Origination: Hollywood.
Air Time: Thursday, 9 to 9:30 p.m. (before March 7, 1940, 9 to 10 p.m.) (after July 4, 1940, 8 to 8:30 p.m.).
Network: NBC Red; 84 stations, plus CBC.
Production: Donald Cope.
Script Writers: Phil Rapp (Sam Moore, before March 7, 1940).
Talent: Dick Powell, m.c. (previously Edward Arnold and prior to that Walter Huston); Mary Martin; Fanny Brice (Baby Snooks); Hanley Stafford; Meredith Willson and his Orchestra; Roland Young (Sept., 1939, to Nov., 1939); Connie Boswell (off since March, 1940); Frank Travis (off since March, 1940); guests.
Agency Director: Donald Cope.

NETWORK COMMERCIALS—Continued

Announcer: Warren Hull.
Conductor: Meredith Willson.
Theme Song: Always and Always.
Music Arranger: Meredith Willson.
Length of Run: Original contract started Oct. 6, 1932, for "Maxwell House Showboat"; above program started Nov. 4, 1937. (Off during the summer of 1939 from June 29 to Sept. 7).

Good Will Hour

Sponsor: Ironized Yeast Co., Inc.
Agency: Ruthrauff & Ryan, Inc.
Origination: New York.
Air Time: Sunday, 10 to 11 p.m.
Network: NBC Blue; 45 stations.
Production: Handled by the agency.
Talent: John J. Anthony and litigants.
Agency Director: John Loveton.
Announcer: Bob Carter.
Length of Run: Started on NBC Blue, April 21, 1940. See below for schedule previous to this time.

Good Will Hour

Sponsor: Ironized Yeast Co., Inc.
Agency: Ruthrauff & Ryan, Inc.
Origination: WMCA, New York.
Air Time and Network: Sunday, 10 to 11 p.m. (Inter-City Network, 6 stations; Mutual, 13 stations; Don Lee, 21 stations; Texas State Network, 18 stations; plus half-hour transcriptions on 45 stations).
Production: Handled by the agency.
Talent: John J. Anthony and litigants.
Agency Director: John Loveton.
Announcer: Bob Carter.
Length of Run: Jan. 23, 1938, to April 21, 1940. Now heard on NBC Blue. (Program sponsored by Macfadden Publications from July 25, 1937, to Jan. 16, 1938).

Benny Goodman's Camel Caravan

Sponsor: R. J. Reynolds Tobacco Co. (Camel Cigarettes).
Agency: William Esty & Co., Inc.
Origination: New York (and other points depending on band's tour).
Air Time: Tuesday, 9:30 to 10 p.m.
Network: CBS; 91 stations.
Production: Handled by the agency.
Script Writers: Helen Phillips, Bernard Dougall.
Talent: Benny Goodman and his Orchestra; Martha Tilton; Johnny Mercer (after Jan. 17, 1939).
Agency Director: Harry Holcombe.
Announcer: George Bryan.
Conductor: Benny Goodman.
Theme Song: Let's Dance; and Goodbye.

Length of Run: Started Dec. 29, 1936 as "Jack Oakie's College with Benny Goodman"; above program ran from June 29, 1937 to June 20, 1939. Replaced by "Bob Crosby Program," June 27, 1939.

Benny Goodman's Camel Caravan

Sponsor: R. J. Reynolds Tobacco Co. (Camel Cigarettes).
Agency: William Esty & Co., Inc.
Origination: New York City (and other points, depending on band's tour).
Air Time: Saturday, 10 to 10:30 p.m.
Network: NBC Red; 87 stations.
Production: Handled by the agency.
Script Writers: Bernard Dougall, Helen Phillips, George Corey.
Talent: Benny Goodman and his Orchestra; Louise Tobin (off after Oct. 1939); Mildred Bailey (after Oct. 21, 1939).
Agency Director: Don Bernard.
Announcers: Dan Seymour (before October 1939, Bert Parks).
Conductor: Benny Goodman.
Theme Song: Let's Dance; and Goodbye.
Length of Run: July 8, 1939 to Dec. 30, 1939. Replaced by "Bob Crosby and His Orchestra."

Goodyear Farm Radio News

Sponsor: Goodyear Tire & Rubber Co., Inc. (Auto, Tractor and Truck Tires and Life Guards).
Agency: Arthur Kudner, Inc.
Origination: New York and Chicago (before March 24, 1939, New York, Chicago, and Kansas City).
Air Time: Monday through Friday, 1:15 to 1:30 p.m.
Network: NBC Red and Blue; 32 stations (before March 24, 1939, 46 stations).
Production: Handled by the agency.
Script Writers: Don Goddard, Phil Evans and Robert S. Clough (last-named to March 24, 1939).
Talent: Commentators: Don Goddard, New York; Phil Evans, Chicago; Robert S. Clough, Kansas City (off after March 24, 1939).
Agency Director: Ed Krug.
Length of Run: Sept. 26, 1938 to June 23, 1939.

Gordon Baking Co.

(See "One of the Finest")

Gospel Broadcasting Assn.

(See "Old Fashioned Revival")

NETWORK COMMERCIALS—Continued

Grand Central Station

Sponsor: Lambert Pharmacal Co. (Listerine Products, Prophylactic Brushes).
Agency: Lambert & Feasley, Inc.
Origination: New York.
Air Time: Friday, 9:30 to 10 p.m. (before May 31, 1940, 10 to 10:30 p.m.).
Network: CBS; 55 stations.
Production: Martin Horrell (of the agency).
Script Writers: Various free lance.
Talent: Varies weekly.
Agency Director: Ira Ashley.
Announcer: John Reed King.
Conductor: Lew White, organist.
Length of Run: Original contract started on Oct. 8, 1937; latest series started on CBS, April 24, 1938.

Grand Hotel

Sponsor: Campana Sales Co. (Italian Balm, Dreskin, Coolies, D.D.D.).
Agency: Aubrey, Moore & Wallace, Inc.
Origination: Chicago.
Air Time: Sunday, 1:35 to 2 p.m., EST.
Network: CBS; 31 stations.
Production: Joe Ainley.
Script Writers: Free lance.
Talent: Betty Lou Gerson; Louise Barclay (telephone operator); Les Tremayne (since Feb. 25, 1940); others.
Agency Director: Joe Ainley.
Announcer: Vincent Pelletier.
Conductor: Dave Bacal (organist, Novachordist).
Length of Run: Jan. 7, 1940 to March 31, 1940.

Grand Ole Opry, The

Sponsor: R. J. Reynolds Tobacco Co. (Prince Albert Smoking Tobacco).
Agency: William Esty & Co., Inc.
Origination: WSM, Nashville.
Air Time: Saturday, 10:30 to 11 p.m.
Network: NBC Red; 26 stations.
Production: Handled by the agency.
Script Writers: David Stone, George Hay.
Talent: Solemn Old Judge; Roy Acuff; David Stone; Uncle Dave Macon; others.
Agency Director: Richard Marvin.
Announcer: David Stone.
Length of Run: Started Oct. 14, 1939.

Green Hornet, The

Sponsor: Local sponsors.
Agencies: Various.
Origination: WXYZ, Detroit.
Air Time: Tuesday and Thursday, evening half-hour periods at varying times.
Network: Mutual, Michigan Radio Net-

work, and independent stations; about 90 stations.

Production: Charles Livingstone.
Script Writer: Fran Striker.
Talent: WXYZ policy prevents listing of cast names.
Announcer: Fielden Farrington.
Conductor: Benny Kyte.
Theme Song: Flight of the Bumble Bee.
Music Arranger: Al Green.
Length of Run: January, 1937, on Mutual (and Jan. 31, 1938, on Michigan Radio Network) to Nov. 9, 1939. Currently sustaining on NBC.

Greyhound Lines

(See "This Amazing America")

Griffin Mfg. Co.

(See "Time to Shine")
(See "Who Knows?")

Arnold Grimm's Daughter

Sponsor: General Mills, Inc. (Corn Kix).
Agency: Blackett-Sample-Hummert, Inc.
Origination: Chicago.
Air Time: Monday through Friday, 2:15 to 2:30 p.m.
Network: NBC Red and Blue; 28 stations.
Production: Wynn Wright.
Script Writer: Janet Huckins.
Talent: Betty Lou Gerson (Constance Grimm); Don Merrifield (Arnold Grimm); Jeanne Juvelier (Madame Babette); Manto Everitt (Judy); Butler Manville (Mr. Tweedy); Florence Ravenal (Mrs. Sniffen); Frank Behrens (Tom Grimm); Judith Lowry (Mrs. Grimm); Bret Morrison (Stan Westland); June Travis (Bernice Farraday); Bonita Kay (Gladys Grimm); Stan Harris (Arthur Hall).
Agency Director: David Owen.
Announcer: Pierre Andre.
Theme Song: Modern Cinderella.
Length of Run: Started July 5, 1937, on CBS; above series started May 30, 1938, on NBC.

Grouch Club, The

Sponsor: General Mills, Inc. (Corn Kix).
Agency: Blackett-Sample-Hummert, Inc.
Origination: Hollywood.
Air Time: Sunday, 6:30 to 7 p.m. (repeat from 9:15 to 9:45 p.m.).
Network: NBC Red; 34 stations (prior to April 16, 1939, CBS, 7 stations plus KFWB, Hollywood).
Production: Owen Crump.

NETWORK COMMERCIALS—Continued

Script Writer: Nat Hiken.

Talent: Jack Lescoulie; Arthur Bryan; Beth Wilson; Charley Lung; Leon Leonardi and his Orchestra; Ned Sparks (after Oct. 22, 1939).

Agency Director: David Owen.

Announcer: James Berry.

Conductor: Leon Leonardi.

Length of Run: Started Oct. 17, 1938, on CBS; shifted to NBC Red April 16, 1939, and ended Jan. 21, 1940. (Replaced by "Beat the Band").

Talent: Gulden Serenaders (Red Latham, Wamp Carlson, Guy Bonham); Peg La Centra; Johnny Gart.

Agency Director: Richard Pratt.

Announcer: Hjerluff Provinsen.

Theme Song: Sing, It's Good For You.

Music Arranger: Red Latham.

Length of Run: Started Oct. 5, 1938. (Off during the summer of 1939 from April 28 to Oct. 18). Program went off the air on May 10, 1940, scheduled to return in the fall.

Grove Laboratories

(See "Adventures of Sherlock Holmes")

Guiding Light, The

Sponsor: Procter & Gamble (White Naphtha Soap).

Agency: Compton Advertising, Inc.

Origination: Chicago.

Air Time: Monday through Friday, 11:45 to 12 noon.

Network: NBC Red; 59 stations, plus 26 CBC stations.

Production: Guilbert Gibbons.

Script Writer: Irna Phillips.

Talent: Arthur Peterson (Dr. Ruthledge); Sarajane Wells (Mary Ruthledge); Edward Prentiss (Ned Holden); Muriel Bremner (Fredericka Lang); Ruth Bailey (Rose Kransky); Mignon Schreiber (Mrs. Kransky); Seymour Young (Jacob Kransky); Gladys Heen (Torchy Reynolds); Leslie Woods (Mrs. Cunningham); Bill Bouchey (Mr. Cunningham); Frank Behrens (Rev. Tom Bannion); Henrietta Tedro (Ellen); Helen Behmiller (Mrs. O'Hearn); Sam Wanamaker (Ellis Smith); Shirley Jane Sädler (Singer, for Torchy); Betty Arnold (Iris Marsh); Williard Waterman (Roy Fenchler); Russell Thorson (Jack Felzer); Michael Romano (Martin Kane); Nancy Douglass (Daisybelle).

Agency Director: Gilbert Ralston (supervisor).

Announcer: Fort Pearson.

Theme Song: Aphrodite—Goetzl.

Length of Run: Started Jan. 25, 1937.

Gulden Serenaders

Sponsor: Charles Gulden, Inc.

Agency: Charles W. Hoyt Co., Inc.

Origination: New York.

Air Time: Wednesday and Friday, 6:30 to 6:45 p.m.

Network: NBC Blue; 6 stations.

Production: Frank Chase, Richard Pratt.

Scripts: Handled by the agency.

Gulf Musical Playhouse

Sponsor: Gulf Oil Corp.

Agency: Young & Rubicam, Inc.

Origination: New York.

Air Time: Sunday, 7:30 to 8 p.m.

Network: CBS; 63 stations.

Production: Ben Larson.

Talent: Jane Froman; Jan Peerce; Erno Rapee and his Concert Orchestra; the American Singers (16-voice mixed chorus); the Tune Twisters (Andy Love, Bob Wacker, Jack Lathrop) (after July 23).

Agency Director: Ben Larson.

Announcer: Harry Von Zell.

Conductor: Erno Rapee.

Length of Run: Replaced the "Hollywood Guild" from June 11, 1939 to Sept. 17, 1939.

Gulf Oil Corp.

(See "Adventures of Ellery Queen")

(See "Gulf Musical Playhouse")

(See "Screen Guild Theatre")

H

Happy Jim Parsons

Sponsor: Air Conditioning Training Corp.

Agency: National Classified Advertising.

Origination: New York.

Air Time: Sunday, 10:45 to 11 a.m., EST (repeat from 11:15 to 11:30 a.m.).

Network: NBC Blue; 32 stations.

Talent: Happy Jim Parsons (Irving Kaufman).

Length of Run: Started Jan. 28, 1940. (Replaced the "Smilin' Ed McConnell" program).

Hartz Mountain Singing Canaries

Sponsor: Hartz Mountain Products Co.

Agency: George H. Hartman Co.

Origination: Chicago.

Air Time: Sunday, 3:30 to 3:45 p.m. (also

NETWORK COMMERCIALS—Continued

1 to 1:15 p.m.; 1:45 to 2 p.m.; 4:30 to 4:45 p.m.).

Network: Mutual; 5 stations.

Talent: Organist; narrator; trained singing canaries.

Length of Run: Started Sept. 24, 1939.

David Harum

Sponsor: B. T. Babbitt, Inc. (Bab-O Cleanser).

Agency: Blackett-Sample-Hummert, Inc.

Origination: New York.

Air Time: Monday through Friday, 11 to 11:15 a.m.

Network: NBC Red; 42 stations.

General Supervisors of Script and Production: Frank and Anne Hummert.

Author of Original Story Line of Radio Sequel to Book and/or Play: Frank and Anne Hummert.

Dialogue Writers: John De Witt (Dec. 7, 1936 to June 22, 1939), Weston Hill and Carl Buss (June 23 to July 5, 1939), Jerry Cady (July 6, 1939 to April 19, 1940), John De Witt (since April 22, 1940).

Agency Script Editor: Mildred Fenton.

Talent: Wilmer Walter (David Harum); Charne Allen (Aunt Polly); Peggy Allenby (Susan); Vivian Smolen (Myra).

Agency Director: Lester Vail.

Announcer: Ford Bond.

Length of Run: Started Jan. 17, 1936.

Hawaiian Pineapple Co., Ltd.

(See "Honolulu Bound")

(See "Al Pearce and His Gang")

Hawthorne House

Sponsor: Wesson Oil & Snowdrift Sales Co., Inc.

Agency: Fitzgerald Advertising Agency, Inc.

Origination: San Francisco.

Air Time: Monday, 8:30 to 9 p.m., PST.

Network: NBC Pacific Coast Red; 6 stations.

Production: Cameron Prud'homme (NBC).

Script Writers: Ted Maxwell; Roy M. Schwarz, of the agency, writes the dramatized commercials.

Talent: Pearl King Tanner (Mary Sherwood); Montgomery Mohn (Mel Sherwood); Bobbe Deane (Marietta Sherwood); Eddie Firestone, Jr. (Billy Sherwood); Ted Maxwell (Chick Morgan); Bert Horton (Duke Callaway); Don Dudley (Jerry Tremaine); Natalie Parks (Lois Tremaine); Ruth Peterson

(Linda Morgan); Billee Pyers (Miriam Sherwood); others.

Agency Director: Joe L. Killeen.

Announcers: NBC staff announcers.

Theme Song: Melody in G Flat (Cadman).

Length of Run: Started Oct. 28, 1935.

Sam Hayes

Sponsor: Sperry Flour Co. (Waffle & Pancake Flour).

Agency: Westco Advertising Agency.

Origination: San Francisco.

Air Time: Monday through Friday, 7:45 to 8 a.m., PST.

Network: NBC Pacific Coast Red; 6 stations.

Script Writer: Bill Gordon (news rewrite).

Talent: Sam Hayes, news commentator.

Length of Run: Started Aug. 14, 1939.

Hecker Products Corp.

(See "Lincoln Highway")

(See "Woman's Magazine of the Air")

Her Honor, Nancy James

Sponsor: International Cellucotton Products Co. (Kleenex).

Agency: Lord & Thomas.

Origination: New York.

Air Time: Monday through Friday, 12:15 to 12:30 p.m.

Network: CBS; 41 stations.

Production: Handled by Wolf Associates, Inc.

Script Writers: David Victor, Herbert Little, Jr.

Talent: Barbara Weeks (Her Honor, Nancy James); Ned Wever (Anthony Hale); Alice Reinheart (Carrie Dean); Joseph Curtain (Richard Wharton); Chester Stratton (Stan Adamic).

Agency Director: Basil Loughrane.

Announcer: Frank Gallop.

Conductor: Lew White.

Theme Song: Song of Youth.

Music Arranger: L. Wolfe (Gilbert Music Co.).

Length of Run: Oct. 3, 1938, to July 28, 1939.

Captain Herne

Sponsor: Axton-Fisher Tobacco Co., Inc.

Agency: McCann-Erickson, Inc.

Origination: Chicago.

Air Time: Monday through Friday, 7:15 to 7:30 p.m.

Network: Mutual; 3 stations.

Talent: Capt. Herne, commentator.

Announcer: Staff announcers.

NETWORK COMMERCIALS—Continued

Length of Run: May 6, 1939, to Sept. 1, 1939.

Highlights from the Sport News of the Day

(Sports Newsreel of the Air)

Sponsor: Colgate-Palmolive-Peet Co. (Colgate Brushless and Rapid Shave Cream).
Agency: Sherman & Marquette, Inc.
Origination: New York.
Air Time: Sunday, 9:45 to 10 p.m.
Network: NBC Blue; 47 stations.
Script Writer: Bill Stern.
Talent: Bill Stern; guests; Armchair Quartet (Fred Hufsmith, Alden Edkins, Edward Wolter, Norman Price).
Length of Run: Started Oct. 8, 1939.

Edwin C. Hill

(Titled for a short time, Stop, Look and Listen with Edwin C. Hill)

Sponsor: Metropolitan Life Insurance Co.
Agency: Young & Rubicam, Inc.
Origination: New York.
Air Time: Monday through Friday, 9:15 to 9:30 p.m.
Network: Mutual; 2 stations.
Script Writer: Edwin C. Hill.
Talent: Edwin C. Hill, commentator.
Length of Run: May 22, 1939, to Nov. 3, 1939.

Hilltop House

Sponsor: Colgate - Palmolive - Peet Co. (Palmolive Soap).
Agency: Benton & Bowles, Inc.
Origination: New York.
Air Time: Monday through Friday, 10:30 to 10:45 a.m. (repeat from 4:30 to 4:45 p.m.).
Network: CBS; 77 stations.
Production: Carlo de Angelo.
Script Writers: Adelaide Marstone (previously Addy Richton, Lynn Stone).
Talent: Bess Johnson (Bess Johnson); Jackie Kelk (Marny); Laddie Seaman (Buzz); Gee Gee James (Tulip); Carleton Young (Dr. Robbie); Janice Gilbert (Jean); Jimmy Donnelly (Jerry); Irene Hubbard (Thelma Gidley); John Moore (David Barton); Alfred Swenson (Paul Hutchinson).
Agency Director: Carlo de Angelo.
Announcer: Frank Gallop.
Conductor: Abe Goldman, organist.
Theme Song: Brahms' Lullaby.
Length of Run: Started Nov. 1, 1937.

Hobby Lobby

Sponsor: Fels & Co. (Fels Naphtha Soap Chips).
Agency: Young & Rubicam, Inc.
Origination: New York.
Air Time: Sunday, 5 to 5:30 p.m. (repeat from 11 to 11:30 p.m.).
Network: CBS; 57 stations.
Production: H. Booraem.
Script Writers: Special staff.
Talent: Dave Elman; Harry Salter and his Orchestra; guests.
Agency Director: H. Booraem.
Announcer: Carl Frank.
Conductor: Harry Salter.
Theme Song: The Best Things in Life Are Free.
Length of Run: Oct. 8, 1939, to March 31, 1940. (This program ran on CBS from Oct. 5, 1938, to Sept. 27, 1939).

Hollywood Highlights with Sam Hayes

(See "Beauty Secrets")

Home Town, Unincorporated

Sponsor: Brown & Williamson Tobacco Corp. (Raleigh Cigarettes).
Agency: Russel M. Seeds Co., Inc.
Origination: Chicago.
Air Time: Sunday, 10:30 to 11 p.m.
Network: NBC Red; 20 stations.
Script Writer: Fred Kress.
Talent: Virginia Verrill; Wayne Van Dyne; Marlin Hurt; Bob Trendler and his Orchestra.
Agency Director: Tom Wallace.
Announcer: Louis Roen.
Conductor: Bob Trendler.
Music Arranger: Bob Trendler.
Length of Run: Nov. 26, 1939, to April 28, 1940.

Honolulu Bound

Sponsor: Hawaiian Pineapple Co. (Dole Pineapple Jems, Pineapple Juice).
Agency: Young & Rubicam, Inc.
Origination: New York.
Air Time: Wednesday, 8 to 8:30 p.m. (previous to July, 1939, Saturday, 9 to 9:30 p.m.).
Network: CBS; 62 stations.
Script Writers: Mac Benoss, Howard Harris, David Schwartz, Douglas McCoy.
Talent: Phil Baker; Andrews Sisters (La Verne, Patty, Maxine); Harry McNaughton (Bottle); Ward Wilson (Beetle); Elisse Cooper; Harry Salter's Orchestra

NETWORK COMMERCIALS—Continued

(replaced by Lyn Murray's Orchestra, July 15, 1939).
Agency Director: Jack Van Nostrand.
Announcer: Harry Von Zell.
Conductor: Lyn Murray (before July 15, 1939, Harry Salter).
Music Arranger: Lyn Murray.
Length of Run: Jan. 14, 1939, to Oct. 4, 1939. (Replaced by "Al Pearce and His Gang").

Hilda Hope, M.D.

Sponsor: Wheatena Corp.
Agency: Compton Advertising, Inc.
Origination: New York.
Air Time: Saturday, 11:30 a.m. to 12 noon.
Network: NBC Red; 17 stations.
Production: Himan Brown.
Script Writer: Julian Funt.
Talent: Selena Royle (Dr. Hilda Hope); others, including Richard Gordon; Ann Shepherd; House Jameson; Vera Allen; as well as various stars of the stage and screen.
Agency Director: Frederick K. Gropper (supervisor).
Announcer: Nelson Case.
Conductor: Charles Paul, organist.
Length of Run: Oct. 7, 1939, to March 30, 1940.

Edna Wallace Hopper

(See "The Romance of Helen Trent")

Hedda Hopper's Hollywood

Sponsor: California Fruit Growers Exchange (Sunkist oranges, lemons).
Agency: Lord & Thomas.
Origination: Hollywood.
Air Time: Monday, Wednesday, Friday, 6:15 to 6:30 p.m.
Network: CBS; 29 stations.
Production: Thomas A. McAvity, James D. Fonda.
Script Writers: Robert Redd, Fred Runyon.
Talent: Hedda Hopper; dramatic cast.
Agency Director: Thomas A. McAvity.
Announcer: Arthur Baker.
Length of Run: Started Nov. 6, 1939.

George A. Hormel & Co.

(See "It Happened in Hollywood")

Houseboat Hannah

Sponsor: Procter & Gamble (Lava Soap).
Agency: Blackett-Sample-Hummert, Inc.

Origination: Chicago.
Air Time: Monday through Friday, 10:15 to 10:30 a.m.
Network: NBC Red; 12 stations.
Production: Alan Wallace.
Script Writer: Robert Newman.
Talent: Doris Rich (Hannah); Norman Gottschalk (Dan); Les Damon (Jim); Carl Kronke (Alec Ferguson); Nancy Douglass (Barbara); William Amsdell (Hughey); Gil Faust (Clem); Virginia Dwyer (Ellen); Earl George (Tony); Peg Fuller (Tinka); Henry Saxe (Abe Finklestein); Frank Derby (Kerwin); William Rose (Shamus); Jeanne Juvelier (Maria); Donald Gallagher (Carver).
Agency Director: Roy W. Winsor.
Announcer: Carlton Brickert.
Theme Song: The Last Rose of Summer.
Length of Run: Started Sept. 26, 1938.

Rush Hughes

Sponsor: Langendorf United Bakeries, Inc.
Agency: Leon Livingston.
Origination: San Francisco.
Air Time: Monday through Friday, 3 to 3:15 p.m., EST (before January 1940, 3:30 to 3:45 p.m.).
Network: NBC Red; 3 stations.
Talent: Rush Hughes.
Length of Run: August, 1939, to February, 1940.

Human Side of the News

Sponsor: American Oil Co. (Amoco-Gas, Orange American Gas).
Agency: Joseph Katz Co.
Origination: New York.
Air Time: Monday through Friday, 6:05 to 6:15 p.m. (repeat from 11:05 to 11:15 p.m.)
Network: CBS; 40 stations.
Talent: Edwin C. Hill, commentator.
Announcer: David Ross.
Length of Run: Started May 1, 1939.

Hymns of All Churches

Sponsor: General Mills, Inc.
Agency: Blackett-Sample-Hummert, Inc.
Origination: Chicago.
Air Time: Monday, Tuesday, Thursday, 2:45 to 3 p.m.
Network: NBC Red; 25 stations.
Production: Handled by NBC.
Script Writer: George Roosen.
Talent: Joe Emerson and octette (Winfred Strache, Marguerite Meyer, Friedel Schlippert, Edna Thompson, Kenneth Morrow, John Neher, Paul Nettinga, Betty Herlocker).

NETWORK COMMERCIALS—Continued

Agency Director: David Owen.
Announcer: Pierre Andre.
Conductor: Fred Jacky.
Theme Song: Andante Religioso.
Music Arranger: Fred Jacky.
Length of Run: Started May 30, 1938 (original program started on CBS, June 1, 1936).

Script Writers: Peter B. Kyne, Hugh Wiley, Donald Henderson Clarke, Van Fleming, Rex Rivers, Elsie Robinson.
Talent: Virginia Gordon; John Deering; dramatic cast.
Agency Directors: Emil Brisacher; Walton Purdom; Weston Settlemier.
Length of Run: Oct. 16, 1938 to Oct. 11, 1939.

I

I Love a Mystery

Sponsor: Standard Brands, Inc. (Fleischmann's Foil Yeast).
Agency: J. Walter Thompson Co.
Air Time: Thursday, 8:30 to 9 p.m. (repeat from 12:30 to 1 a.m.). (Before Dec. 1939, Monday to Friday, 7:15 to 7:30 p.m. with repeat from 11:15 to 11:30 p.m.).
Network: NBC Red; 46 stations.
Production: Carlton E. Morse.
Script Writer: Carlton E. Morse.
Talent: J. Anthony Smythe; Minetta Ellen; Page Gilman; Michael Raffetto; Kathleen Wilson; Walter Paterson; Barton Yarborough; Bernice Berwin.
Agency Director: John Christ.
Announcer: Dresser Dahlstead.
Length of Run: Started Jan. 16, 1939 (Pacific Coast only); coast-to-coast broadcast started Oct. 2, 1939.

I Want a Divorce

Sponsor: Food & Beverage Broadcasters' Association (local sponsors).
Agency: Brisacher, Davis and Staff.
Origination: San Francisco.
Air Time: Sunday, 3 to 3:30 p.m., EST (repeat from 4 to 4:30 p.m.).
Network: NBC Red; 21 stations.
Production: Van Fleming.
Script Writers: Well-known authors including Van Fleming, Peter B. Kyne, Hugh Wiley, Donald Henderson, Rex Rivers, Elsie Robinson.
Talent: Dramatic cast.
Announcers: Local announcers.
Conductor: Lou Forbes.
Length of Run: Oct. 15, 1939 to May 26, 1940.

I Want a Divorce

Sponsor: S. & W. Fine Foods, Inc.
Agency: Brisacher, Davis and Staff.
Origination: San Francisco.
Air Time: Friday, 8 to 8:15 p.m., PST.
Network: CBS; 8 stations.
Production: Bill Larence, Van Fleming.

Illinois Meat Co.

(See "Play Broadcast")

Informal Talks by Mrs. Eleanor Roosevelt

Sponsor: Manhattan Soap Co. (Sweetheart Toilet Soap).
Agency: Franklin Bruck Advertising Corp.
Origination: Various points.
Air Time: Tuesday and Thursday, 1:15 to 1:30 p.m., EDST.
Network: NBC Red and Blue; 46 stations.
Script Writer: Mrs. Eleanor Roosevelt.
Talent: Mrs. Eleanor Roosevelt.
Agency Director: M. J. Kleinfeld.
Announcer: Ben Grauer.
Conductor: John Gart, organist.
Theme Song: Untitled number composed by John Gart.
Length of Run: Started April 30, 1940.

Information Please

Sponsor: Canada Dry Ginger Ale Co., Inc.
Agency: J. M. Mathes, Inc.
Origination: New York.
Air Time: Tuesday, 8:30 to 9 p.m.
Network: NBC Blue; 54 stations, plus transcriptions.
Production: Dan Golenpaul (owner of the program).
Talent: Clifton Fadiman, m.c.; Franklin P. Adams; John Kieran; Oscar Levant; guests.
Agency Director: Wilfred S. King.
Announcer: Milton Cross.
Length of Run: Started Nov. 15, 1938.

Inside of Sports

Sponsor: Bayuk Cigars, Inc.
Agency: Ivey & Ellington, Inc.
Origination: Hollywood.
Air Time: Monday through Saturday; quarter-hour program at various times.
Network: Mutual; 22 stations.
Script Writer: Sam Balter.
Talent: Sam Balter (Jack Stevens on Monday, Wednesday and Friday, 7:30 to 7:45 p.m.).
Length of Run: Started June 14, 1938.

NETWORK COMMERCIALS—Continued

Inside Story. The

Sponsor: Ralston Purina Co. (Shredded Ralston).
Agency: Gardner Advertising Co.
Origination: Chicago.
Air Time: Tuesday, 8 to 8:30 p.m. (repeat from 10:30 to 11 p.m.). (Test program was heard Thursday, 8 to 8:30 p.m., PST).
Network: NBC Blue; 61 stations. (Test program, 7 CBS Pacific stations).
Production: Clarence L. Menser. (Test program was handled by M. P. Wamboldt.)
Script Writer: Leonard T. Holton.
Talent: Fred Sullivan, m.c.; varied dramatic cast each week.
Agency Director: Charles E. Claggett.
Announcer: Paul Luther.
Conductor: Glenn Welty and Roy Shield.
Music Arrangers: Glenn Welty and Roy Shield.
Length of Run: Test program ran from Dec. 6, 1938, to March 2, 1939; coast-to-coast program from March 14, 1939, to Oct. 3, 1939.

International Cellucotton Products Co.

(See "Her Honor, Nancy James")

International Silver Co.

(See "Fun in Print")
 (See "Silver Theatre")

Ironized Yeast Co., Inc.

(See "Good Will Hour")

It Happened in Hollywood

Sponsor: George A. Hormel & Co. (Spam).
Agency: Batten, Barton, Durstine & Osborn, Inc.
Origination: Hollywood.
Air Time: Monday through Friday, 3:15 to 3:30 p.m. (before April 29, 1940, 5:30 to 5:45 p.m. and before Oct. 9, 1939, Monday, Wednesday, Friday, 5:30 to 5:45 p.m.).
Network: CBS; 38 stations.
Production: Jack Smalley.
Script Writer: Dane Lussier.
Talent: Eddie Dunstedter and his Orchestra; John Conte; Martha Mears (off since April, 1940).
Agency Director: Wayne Tiss.
Announcer: John Hiestand.
Conductor: Eddie Dunstedter.
Length of Run: Started April 3, 1939.

J

Jell-O Program Starring Jack Benny

Sponsor: General Foods Corp. (Jell-O).
Agency: Young & Rubicam, Inc.
Origination: Hollywood.
Air Time: Sunday, 7 to 7:30 p.m. (repeat from 11:30 to 12 midnight).
Network: NBC Red; 75 stations and CBC.
Production: Murray Bolen.
Script Writers: Ed Beloin and Bill Morrow.
Talent: Jack Benny; Mary Livingstone; Phil Harris and his Orchestra; Andy Devine; Eddie Anderson (Rochester); Dennis Day (since Oct. 1939) (previously Kenny Baker).
Agency Director: Murray Bolen.
Announcer: Don Wilson.
Conductor: Phil Harris.
Theme Song: J-E-L-L-O.
Length of Run: Oct. 14, 1934 to June 16, 1940. (Off during the summer of 1939 from June 25 to Oct. 8; replaced during this time by the "Aldrich Family").

Andrew Jergens Co.

(See "Jergens Journal—Walter Winchell")
 (See "The Parker Family")

Andrew Jergens-Woodbury Sales Corp.

(See "Woodbury's Hollywood Playhouse")

Jergens Journal (Walter Winchell)

Sponsor: Andrew Jergens Co. (Jergens Lotion).
Agency: Lennen & Mitchell, Inc.
Origination: Hollywood and New York.
Air Time: Sunday, 9 to 9:15 p.m. (repeat from 12 to 12:15 a.m.).
Network: NBC Blue; 64 stations.
Production: Blayne Butcher.
Script Writer: Walter Winchell.
Talent: Walter Winchell (replaced by Edwin C. Hill a short time in the summer of 1939).
Agency Director: Blayne Butcher.
Announcer: Ben Grauer.
Length of Run: Started Dec. 4, 1932.

Jingo

(Before April 10, 1940, program was known as "Breezing Along")

Sponsor: Phillip Morris & Co., Ltd.
Agency: Biow Co.

NETWORK COMMERCIALS—Continued

Origination: New York.
Air Time: Wednesday, 8 to 8:30 p.m. (repeat from 11 to 11:30 p.m.).
Network: NBC Blue; 36 stations.
Production: W. A. Tibbals.
Talent: Johnny Green and his Orchestra; Johnny Roventini; "Beverly" and the Swing Fourteen directed by Ray Bloch; Jack Smith, tenor; Charles O'Connor.
Agency Director: W. A. Tibbals.
Announcer: Charles O'Connor.
Conductor: Johnny Green.
Theme Song: On the Trail (Grofe).
Music Arrangers: Ray Bloch, Dave Terry.
Length of Run: "Breezing Along" program ran on Mutual from May 19, 1939, to Oct. 30, 1939. Switched to NBC Blue Nov. 8, 1939, and ran until March 27, 1940. From April 10, 1940, to May 1, 1940, the program was known as "Jingo."

Johnny Presents

Sponsor: Philip Morris & Co., Ltd. (Philip Morris Cigarettes).
Agency: Biow Co.
Origination: New York.
Air Time: Tuesday, 8 to 8:30 p.m. (repeat from 11:30 p.m. to 12 midnight).
Network: NBC Red; 62 stations.
Production: Miss R. Schuebel (of the agency); Lester O'Keefe (of NBC).
Script Writers: L. W. Thomas, Max Marcin.
Talent: Johnny Roventini; Beverly (Free-land); Genevieve Rowe; Floyd Sherman; Glenn Cross; Three Harmonics (Beverly and Jude Free-land, Helen Jackson); Frances Adair; Johnny Green and his Orchestra; Ray Bloch's Swing Fourteen (off since Feb. 6, 1940); special feature: The Perfect Crime, conceived by Max Marcin (replaced by "Hughesreel" with Rush Hughes from Feb. to May, 1940; and later replaced by "The Story Comes to Life").
Agency Director: Miss R. Schuebel.
Announcer: Charles O'Connor.
Conductor: Johnny Green.
Theme Song: On the Trail (Grofe).
Music Arrangers: Johnny Green, Ray Bloch.
Length of Run: Started April 17, 1933.

Johnny Presents

Sponsor: Philip Morris & Co., Ltd.
Agency: Biow Co.
Origination: New York.
Air Time: Friday, 9 to 9:30 p.m. (repeat from 11:30 to 12 p.m.). (Previous to Sept. 29, 1939, Friday, 8:30 to 9 p.m.).
Network: CBS; 83 stations.
Production: W. A. Tibbals.
Script Writer: Max Marcin (dramatic portion).

Talent: Johnny Green's Orchestra; Genevieve Rowe; Beverly; Glenn Cross; Floyd Sherman; Roger Kinney; Ray Bloch's Swing Fourteen; Johnny Roventini; and The Perfect Crime dramatizations.
Agency Director: Miss R. Schuebel.
Announcer: Charles O'Connor.
Conductor: Johnny Green.
Theme Song: On the Trail (Grofe).
Music Arrangers: Johnny Green, Ray Bloch.
Length of Run: Started Feb. 13, 1937.

John's Other Wife

Sponsor: A. S. Boyle Co. for Old English No-Rubbing Floor Wax (Monday, Tuesday and Wednesday), Kolynos (Thursday and Friday).
Agency: Blackett-Sample-Hummert, Inc.
Origination: New York.
Air Time: Monday through Friday, 3:30 to 3:45 p.m. (before March 25, 1940, 10:15 to 10:30 a.m.).
Network: NBC Blue (before March 25, 1940, Red); 60 stations.
General Supervisors of Script and Production: Frank and Anne Hummert.
Authors of Title and Original Story: Frank and Anne Hummert.
Dialogue Writers: Jerry Cady (Feb. 13, 1939, to Aug. 4, 1939); Doris Halman (Aug. 7, 1939, to Nov. 24, 1939); Stella Reynolds (since Nov. 27, 1939).
Agency Script Editor: Lloyd Rosenmond.
Talent: William Post, Jr. (John Perry); Erin O'Brien Moore (Elizabeth Perry); Elaine Kent (Carlie Prince).
Agency Director: Lester Vail.
Announcer: James Fleming.
Conductor: Stanley Davis (theme).
Length of Run: Started Sept. 14, 1936.

S. C. Johnson & Son, Inc.

(See "Fibber McGee & Molly")
(See "Johnson's Wax Presents Alec Templeton Program")

Johnson Family, The

Sponsor: Ramsdell, Inc.
Agency: William Irving Hamilton, Inc.
Origination: New York.
Air Time: Monday through Friday, 6:45 to 7 p.m.
Network: Mutual; 2 stations.
Talent: Jimmy Scribner (plays all roles).
Announcer: Tom Slater.
Length of Run: April 17, 1939, to Oct. 20, 1939.

NETWORK COMMERCIALS—Continued

Johnson's Wax Presents Alec Templeton Program

Sponsor: S. C. Johnson & Son, Inc. (Johnson's Carnu, Glo-Coat, Johnson's Wax).
Agency: Needham, Louis & Brorby, Inc.
Origination: New York.
Air Time: Tuesday, 9:30 to 10 p.m.
Network: NBC Red; 75 stations.
Production: Cecil Underwood.
Script Writer: Forrest Barnes.
Talent: Alec Templeton; Edna Odell; Billy Mills and his Orchestra; Conrad Nagel; guests.
Agency Director: Cecil Underwood.
Announcer: Harlow Wilcox.
Conductor: Billy Mills.
Theme Song: Templeton Rhapsody.
Music Arranger: Billy Mills.
Length of Run: July 4, 1939, to Aug. 29, 1939 (replaced the "Fibber McGee & Molly" program).

Lorenzo Jones

Sponsor: Charles H. Phillips Chemical Co. (Phillips' Magnesia Toothpaste, Milk of Magnesia Tablets).
Agency: Blakett-Sample-Hummert, Inc.
Origination: New York.
Air Time: Monday through Friday, 4:30 to 4:45 p.m. (before Nov. 13, 1939, 11:15 to 11:30 a.m.).
Network: NBC Red; 35 stations.
General Supervisors of Script and Production: Frank and Anne Hummert.
Authors of Title and Original Story: Frank and Anne Hummert.
Dialogue Writers: Jerome Kanner and Francis Winikus (June 19, 1939 to Aug. 11, 1939); Pauline Gibson and Frederick Gilsdorf (Aug. 14, 1939 to April 5, 1940); John De Witt (April 8, 1940 to April 12, 1940); Theodore and Mathilde Ferro (since April 15, 1940).
Agency Script Editor: Lloyd Rosenmond.
Talent: Karl Swenson (Lorenzo Jones); Lucille Wall (Belle Jones); dramatic cast.
Agency Director: Lloyd Rosenmond.
Announcer: Jean Paul King (before January 1940, Don Lowe).
Conductor: Ann Leaf, organist (theme).
Length of Run: Started April 26, 1937.

Joyce Jordan—Girl Interne

Sponsor: General Foods Corp. (La France, Satina, Minute Tapioca).
Agency: Young & Rubicam, Inc.
Origination: New York.
Air Time: Monday through Friday, 2:15 to

2:30 p.m. (repeat from 6:30 to 6:45 p.m., EST). (Before Jan. 29, 1940, 3 to 3:15 p.m., EST).

Network: CBS; 51 stations.
Production: Himan Brown, Carol Irwin (agency supervisor).
Script Writer: Julian Funt.
Talent: Ann Shepherd (Joyce Jordan); Theodore Newton (Dr. Christopher Parker); Alexander Scourby (Neil Reynolds); Myron McCormick (Paul Sherwood); Aileen Pringle (Anne Hill); (since Jan. 1940); Erik Rolf (Dr. Hans Simons); Charlotte Holland (Hope Alison); Karl Swensen (Dr. Tiny Collins); Joanna Roos (Miss Richards); Rex Ingram (John, the hospital orderly).
Agency Director: Ralph Skedgell and Robert E. Lee (alternating).
Announcer: Kenneth Roberts.
Conductor: Verlye Mills (harpist).
Theme Song: Original music by Verlye Mills.
Music Arranger: Verlye Mills.
Length of Run: Started July 3, 1939.

Just Dogs

Sponsor: Old Trusty Dog Food Co.
Agency: H. B. Humphrey Co.
Origination: Boston.
Air Time: Sunday, 5:15 to 5:30 p.m.
Network: CBS; 3 stations.
Talent: Information not available.
Length of Run: April 9, 1939 to June 29, 1939.

Just Plain Bill

Sponsor: Anacin (Monday, Tuesday, Wednesday), BiSoDol (Thursday, Friday).
Agency: Blakett-Sample-Hummert, Inc.
Origination: New York.
Air Time: Monday through Friday, 3:45 to 4 p.m. (before March 25, 1940, 10:30 to 10:45 a.m.).
Network: NBC Blue; 60 stations (before March 25, 1940, NBC Red; 41 stations).
General Supervisors of Script and Production: Anne and Frank Hummert.
Authors of Title and Original Story Line: Anne and Frank Hummert.
Dialogue Writer: Robert Andrews.
Agency Script Editor: George Nobbs.
Talent: Arthur Hughes (Bill); Ruth Russell (Nancy); James Meighan (Kerry Donovan).
Agency Director: Martha Atwell.
Announcer: Tom Shirley.
Conductor: Hal Brown (theme).
Length of Run: Started as an evening program on Sept. 19, 1932; changed to daytime, Aug. 14, 1933.

NETWORK COMMERCIALS—Continued

K

Kaltenborn Edits the News

Sponsor: The Pure Oil Co. (Petroleum Products).
Agency: Leo Burnett Co., Inc.
Origination: New York and Chicago.
Air Time: Monday, Wednesday and Friday, 6:30 to 6:45 p.m. (before Sept. 25, 1939, Sunday and Tuesday, 10:30 to 10:45 p.m.).
Network: CBS; 35 stations.
Production: R. W. Winsor (1939); F. S. Cary (1940).
Talent: H. V. Kaltenborn, commentator.
Agency Director: R. W. Winsor (1939); F. S. Cary (1940).
Announcers: Frank Gallop (New York); Ken Ellington (Chicago).
Length of Run: April 30, 1939 to April 26, 1940.

Kaltenborn Edits the News

Sponsor: The Pure Oil Co. (Petroleum Products).
Agency: Leo Burnett Co., Inc.
Origination: New York.
Air Time: Tuesday, Thursday, Saturday, 7:45 to 8 p. m.
Network: NBC Red; 36 stations.
Production: F. S. Cary.
Talent: H. V. Kaltenborn, commentator.
Agency Director: F. S. Cary.
Announcer: Gene Hamilton.
Length of Run: Started May 14, 1940.

Kitty Keene

Sponsor: Procter & Gamble (Dreft).
Agency: Blackett-Sample-Hummert, Inc.
Origination: Chicago.
Air Time: Monday through Friday, 5:15 to 5:30 p. m.
Network: NBC Red; 20 stations.
Production: Frank Dane.
Script Writer: Lenton Huntley.
Talent: Gail Henshaw (Kitty Keene); Patricia Dunlap (Jill); Herb Nelson (Bob Jones); Carlton Kadell (Charles Williams); Cornelia Osgood (Audrey Cantrell); Philip Lord (Jefferson Fowler).
Agency Director: Roy W. Winsor.
Announcer: Dan Donaldson.
Theme Song: None But the Lonely Heart.
Length of Run: Started July 6, 1936.

Kellogg Co.

(See "The Circle")
(See "Howie Wing")

Keep Fit to Music

Sponsor: Beatrice Creameries.
Agency: Lord & Thomas.
Origination: Chicago.
Air Time: Monday through Friday, 10:30 to 10:45 a. m. (and 11:30 to 11:45 a. m.).
Network: Mutual; 4 stations.
Talent: "Wallace."
Length of Run: Started January, 1940.

Wayne King's Orchestra

Sponsor: Colgate - Palmolive - Peet Co. (Cashmere Products, Halo).
Agency: Sherman & Marquette, Inc. (also Lord & Thomas of Toronto).
Origination: Chicago.
Air Time: Saturday, 8:30 to 8:55 p.m.
Network: CBS; 65 stations, plus 29 CBC stations.
Production: Henry Hayward.
Script Writer: Henry Hayward.
Talent: Wayne King and his Orchestra; Buddy Clark; Franklyn MacCormack.
Announcers: David Ross, Sunda Love as "Mary Lee" (Cashmere Bouquet beauty confidante).
Conductor: Wayne King.
Theme Song: The Waltz You Saved For Me.
Length of Run: Oct. 21, 1939 to June 15, 1940.

Knickerbocker Playhouse

Sponsor: Procter & Gamble (Teel and Drene).
Agency: H. W. Kastor & Sons Advertising Co.
Origination: Chicago.
Air Time: Sunday, 9 to 9:30 p.m. (previous to July 12, 1939, 10 to 10:30 p.m.)
Network: CBS; 59 stations.
Production: George L. Fogle.
Script Writers: Robert Gould, John L. Greene, and free lance writers.
Talent: Elliott Lewis; guest stars.
Agency Director: Robert G. Jennings.
Announcer: Dick Wells.
Conductor: Carl Hohengarten.
Music Arranger: Larry Russell.
Length of Run: May 21, 1939 to Aug. 9, 1939.

Knox Gelatine Co., Inc.

(See "Bob Garred Reporting")
(See "Fletcher Wiley")

Kolynos Co.

(See "Mr. Keen, Tracer of Lost Persons")

NETWORK COMMERCIALS—Continued

Kraft Music Hall

Sponsor: Kraft-Phenix Cheese Corp. (Cheese, Salad Dressing).
Agency: J. Walter Thompson Co.
Origination: Hollywood.
Air Time: Thursday, 10 to 11 p.m. (after July 4, 1940, 9 to 10 p.m.).
Network: NBC Red; 76 stations, plus CBC.
Production: Handled by the agency.
Script Writers: Carroll Carroll, Duke Atebury.
Talent: Bing Crosby; Bob Burns; Music Maids (Denny Wilson, June Clifford, Dotty Messner, Alice Sizer, Virginia Erwin); John Scott Trotter and his Orchestra; guests.
Agency Director: Robert Brewster.
Announcer: Ken Carpenter.
Conductor: John Scott Trotter.
Theme Song: When the Blue of the Night.
Length of Run: Original contract started June 26, 1933; new cast with Bing Crosby started Jan. 2, 1936.

Kay Kyser's College of Musical Knowledge

Sponsor: The American Tobacco Co. (Lucky Strike Cigarettes).
Agency: Lord & Thomas.
Origination: New York.
Air Time: Wednesday, 10 to 11 p.m.
Network: NBC Red; 101 stations, plus 16 stations via transcriptions.
Production: Handled by the agency.
Script Writer: Frank Wilson.
Talent: Kay Kyser's Orchestra; Virginia Simms; Harry Babitt; Sully Mason; members of the studio audience.
Agency Directors: Karl W. Schullinger, Ed. Cashman.
Announcers: Ben Grauer, Basil Ruysdael.
Conductor: Kay Kyser.
Theme Song: Happy Days Are Here Again; and Thinking of You.
Music Arranger: George Duning.
Length of Run: Started March 30, 1938.

L

Lady Esther, Ltd.

(See "Lady Esther Serenade")
(See "Guy Lombardo & His Orchestra")

Lady Esther Serenade

Sponsor: Lady Esther, Ltd. (Cosmetics).
Agency: Pedlar & Ryan, Inc.
Origination: New York.

Air Time: Friday, 10 to 10:30 p.m.
Network: NBC Red; 51 stations.
Production: Edgar G. Sisson, Jr.
Script Writer: Howard Merrill.
Talent: Guy Lombardo and his Orchestra (Wayne King, before Oct. 14, 1938).
Agency Director: Edgar G. Sisson, Jr.
Announcer: Kenneth Roberts.
Conductor: Guy Lombardo.
Theme Song: Auld Lange Syne.
Length of Run: Sept. 27, 1931 to Jan. 26, 1940.

Lambert Pharmacal Co.

(See "Grand Central Station")

Langendorf Pictorial

Sponsor: Langendorf United Bakeries, Inc.
Agency: Leon Livingston.
Origination: San Francisco.
Air Time: Monday to Friday, 3 to 3:15 p.m., EST.
Network: NBC Pacific Coast Red; 3 stations.
Talent: Data not available.
Length of Run: March to May, 1940.

Langendorf True Life Dramas

Sponsor: Langendorf United Bakeries, Inc.
Agency: Leon Livingston.
Origination: San Francisco.
Air Time: Monday to Friday, 2 to 2:15 p.m., PST.
Network: NBC Pacific Coast Red; 3 stations.
Production: Don Clark.
Script Writer: Don Clark.
Program Supervisor: Hal Hudson.
Talent: Dramatic cast.
Agency Director: Leon Livingston.
Announcer: Tobe Reed.
Length of Run: April 29, 1940 to July 8, 1940.

Langendorf United Bakeries, Inc.

(See "Rush Hughes")
(See "Langendorf Pictorial")
(See "Langendorf True Life Dramas")

La Rosa Concerts

Sponsor: La Rosa & Sons.
Agency: Commercial Radio Service.
Origination: New York.
Air Time: Tuesday, 8 to 8:30 p.m. (repeat from 9:30 to 10 p.m.).
Network: Mutual; 4 stations.
Production: Andre Luotto.

NETWORK COMMERCIALS—Continued

Script Writers: Commercial Radio Service Staff.

Talent: Alfred Antonini and his Orchestra; Harry Kramer, m.c.; Vivian Della Chiesa; Hilde Reggiani; Tito Schipa (alternately); chorus.

Agency Director: Andre Luotto.

Announcers: Bill Harding, Alba Luongo, Florence Schilling.

Conductor: Alfredo Antonini.

Theme Song: Santa Lucia.

Length of Run: Oct. 31, 1939 to May 17, 1940.

Lehn & Fink Products Corp.

(See "Burns & Allen")

Let's Go Hollywood

Sponsor: Cooperative Group.

Agency: Redfield-Johnstone, Inc.

Origination: Hollywood.

Air Time: Friday, 10 to 10:30 p.m.

Network: Mutual and Don Lee Networks; 31 stations.

Production: Owen Crump.

Script Writers: Various.

Talent: Owen Crump, m.c.; Leon Leonardi and his Orchestra; Warner Bros. players as guest stars.

Agency Director: Norman S. Livingston.

Announcers: Local announcers.

Conductor: Leon Leonardi.

Theme Song: Let's Go Hollywood.

Music Arranger: Leon Leonardi.

Length of Run: Sept. 29, 1939 to Dec. 22, 1939.

Letters Home from the New York World's Fair with Ray Perkins, the Westinghouse Postmaster

Sponsor: Westinghouse Electric & Mfg. Co.

Agency: Fuller, Smith & Ross, Inc.

Origination: New York (World's Fair).

Air Time: Sunday, 5:45 to 6 p.m.

Network: NBC Blue; 89 stations.

Production: Kenneth L. Watt.

Script Writers: Ray Perkins and Kenneth L. Watt.

Talent: Ray Perkins; Helen Bennett, assistant.

Agency Director: Kenneth L. Watt.

Announcer: Milton Cross.

Length of Run: May 7, 1939 to Sept. 24, 1939.

Lever Bros. Co.

(See "Aunt Jenny's Real Life Stories")
(See "Big Sister")
(See "Big Town")

(See "Life and Love of Dr. Susan")

(See "Lux Radio Theatre")

(See "Tuesday Night Party")

Fulton Lewis, Jr.

Sponsor: Local sponsors.

Origination: WOL, Washington, D. C.

Air Time: Varies; quarter-hour periods.

Network: Mutual; number of stations varies.

Talent: Fulton Lewis, Jr., commentator.

Length of Run: Started Oct. 17, 1938. (This program has been alternately a sustaining and commercial feature. Changes have been frequent and dates are not available).

Fulton Lewis, Jr.

Sponsor: Detrola Corp.

Agency: Bass-Luckoff.

Origination: New York.

Air Time: Monday, Wednesday, Friday, 7 to 7:15 p.m. (repeats: 8 to 8:15 p.m.; 10:30 to 10:45 p.m.; 12:15 to 12:30 a.m. and 1:30 to 1:45 a.m.).

Network: Mutual; 12 stations.

Talent: Fulton Lewis, Jr., commentator.

Length of Run: Oct. 30, 1939 to Jan. 26, 1940.

Lewis-Howe Co.

(See "Musical Treasure Chest")

(See "Pot o' Gold")

(See "Quicksilver")

(See "Vocal Varieties")

Life and Love of Dr. Susan

Sponsor: Lever Brothers Co. (Lux Flakes and Toilet Soap).

Agency: J. Walter Thompson Co.

Origination: New York.

Air Time: Monday through Friday, 2:15 to 2:30 p.m. (repeat from 5:15 to 5:30 p.m.).

Network: CBS; 91 stations.

Production: Handled by the agency.

Script Writer: Edith Meiser.

Talent: Eleanor Phelps (Dr. Susan); dramatic cast.

Announcer: Frank Luther.

Conductor: Richard Leibert, organist.

Length of Run: Feb. 13, 1939 to Dec. 29, 1939.

Life Begins

Sponsor: Campbell Soup Co.

Agency: Ward Wheelock Co.

Origination: New York.

NETWORK COMMERCIALS—Continued

Air Time: Monday through Friday, 11:15 to 11:30 a.m. (repeat from 2:30 to 2:45 p.m.).

Network: CBS; 58 stations.

Production: Diana Bourbon.

Script Writer: Bess Flynn.

Talent: Bess Flynn (Martha Webster); Ray Collins (Father Craig); Carleton Young (Winfield Craig); Toni Gilman (Virginia Craig); Jimmy Donnelly (Dick Craig); Betty Philcon (Lucy Craig); Donald Cook (Lloyd Crawford) (since Feb. 1940).

Agency Director: Diana Bourbon.

Announcer: Ken Roberts.

Conductor: Lew White.

Theme Song: Melody in F.

Length of Run: Started Jan. 22, 1940.

Life Can Be Beautiful

Sponsor: Procter & Gamble (Ivory Soap).

Agency: Compton Advertising, Inc.

Origination: New York.

Air Time and Network: Monday through Friday, 1:15 to 1:30 p.m. (CBS; 28 stations), and Monday through Friday, 5:15 to 5:30 p.m. (NBC Red; 21 stations).

Production: Chick Vincent (of Transamerican Broadcasting & Television Corp.).

Script Writers: Don Becker, Carl Bixby.

Talent: Alice Reinheart (Chichi Conrad); Ralph Locke (David Solomon); John Holbrook (Stephen Hamilton); Mitzi Gould (Rita Yates); Carl Eastman (Toby Nelson); Richard Kollmar (Barry Markham); Charles Webster (Dr. Markham); Peggy Allenby (Louise Kimball Markham); Mandel Kramer (Lefty); Adelaide Klein (Mrs. Wadsworth); Mildred Robin (Priscilla Wadsworth); John Parrish (Wellington); Roger de Koven (Myron Henderson); Ruth Matteson (Kate Henderson); Bartlett Robinson (Dr. Abbott); Ian Martin (Henry Bristow).

Agency Director: Storrs Haynes (supervisor).

Announcer: Ralph Edwards.

Conductor: William Meeder, organist.

Theme Song: Original by Don Becker.

Length of Run: Started Nov. 7, 1938 on CBS, and July 3, 1939 on NBC.

Liggett & Myers Tobacco Co.

(See "Chesterfield Presents Fred Waring in *Pleasure Time*")

(See "Chesterfield Program")

(See "Glenn Miller and Orchestra")

Light of the World

Sponsor: General Mills, Inc. (Corn Kix).

Agency: Blackett-Sample-Hummert, Inc.

Origination: New York.

Air Time: Monday through Friday, 2 to 2:15 p.m., EST.

Network: NBC Red and Blue; 28 stations.

Production: Oliver Barbour (Transamerican Broadcasting & Television Corp.).

Script Writers: Don Becker (Transamerican); Dr. James B. Moffatt (of Union Theological Seminary), program consultant.

Talent: Cast changes frequently; David Gothard, narrator.

Announcer: James Fleming.

Length of Run: Started March 19, 1940.

Lincoln Highway

Sponsor: Hecker Products Corp. (Shinola).

Agency: Benton & Bowles, Inc.

Origination: New York.

Air Time: Saturday, 10 to 10:30 a.m. (repeat from 12 to 12:30 p.m.).

Network: NBC Red; 40 stations.

Production: Maury Lowell.

Talent: John T. McIntire, m.c.; cast varies.

Agency Director: Maury Lowell.

Announcer: John T. McIntire.

Length of Run: Started March 16, 1940.

Listen America (Calling America)

Sponsor: Cooperative Group.

Agency: Cecil & Presbrey, Inc.

Origination: New York and Washington.

Air Time: Sunday, 6 to 6:30 p.m.

Network: Mutual; 5 stations.

Talent: Erno Rapee and his Orchestra; Drew Pearson; Robert Allen; Gracie Barrie; The Tunetwisters (Andy Love, Bob Wacker, Jack Lathrop).

Announcer: Arthur Hale.

Conductor: Erno Rapee.

Length of Run: Oct. 22, 1939 to Jan. 14, 1940.

Little Orphan Annie

Sponsor: The Wander Co. (Ovaltine).

Agency: Blackett-Sample-Hummert, Inc.

Origination: Chicago.

Air Time: Monday through Friday, 5:45 to 6 p.m.

Network: Mutual; 84 stations.

Production: Alan Wallace.

Script Writers: Wallace K. Norman, Day Keene.

Talent: Shirley Bell (Little Orphan Annie); Francis Derby (Joe Cornassel); Henry Saxe (Daddy Warbucks); Edmund Sprague (Mr. Silo); Henrietta Tedro (Mrs. Silo); Al Halus.

Agency Director: Robert Wilson.

Announcer: Pierre Andre.

NETWORK COMMERCIALS—Continued

Theme Song: Original.

Length of Run: Started Jan. 22, 1940 on Mutual. (On 17 NBC Red stations from April 6, 1931 to Jan. 19, 1940, Monday through Friday, 5:45 to 6 p.m.).

Guy Lombardo & His Orchestra

Sponsor: Lady Esther, Ltd. (Cosmetics).
Agency: Pedlar & Ryan, Inc.
Origination: Varies, according to band's engagements.
Air Time: Monday, 10 to 10:30 p.m. (from July 17, 1939 to Sept. 11, 1939, 9:30 to 10 p.m.).
Network: CBS; 63 stations.
Production: E. G. Sisson, Jr.
Script Writers: Howard Merrill (previously Raymond G. Sweeney).
Talent: Guy Lombardo and his Royal Canadians.
Agency Director: E. G. Sisson, Jr.
Announcer: Kenneth Roberts.
Conductor: Guy Lombardo.
Music Arranger: Boyd Bunch.
Length of Run: Original contract started Oct. 9, 1933.

Lone Journey

Sponsor: Procter & Gamble (Dreft).
Agency: Blackett-Sample-Hummert, Inc.
Origination: Chicago.
Air Time: Monday through Friday, 11:15 to 11:30 a.m.
Network: NBC Red; 13 stations.
Production: Ted MacMurray.
Script Writer: Sandra Michael.
Talent: Betty Winkler (Nita); Les Damon (Wolfe); Cliff Soubier (Henry); Cleveland Towne (Young Wolfe).
Agency Director: Roy W. Winsor.
Announcer: Durward Kirby.
Theme Song: Original by Delos Owen.
Length of Run: Started May 27, 1940.

Lone Ranger, The

Sponsor: Local sponsors.
Origination: WXYZ, Detroit.
Air Time: Monday, Wednesday and Friday half-hour periods at varying times.
Network: Mutual, Michigan Radio Network, Don Lee and independent stations; approximately 140 stations.
Production: Charles Livingstone.
Script Writer: Fran Striker.
Talent: WXYZ Policy prevents listing of cast names.
Announcers: Harold True (commercial), Brace Beemer (narrator).
Theme Song: William Tell Overture.

Length of Run: Program originally started in November, 1933; local sponsors change frequently, hence no starting and closing dates can be given.

Lone Ranger, The

Sponsor: General Baking Co. (Bond Bread).
Agency: Batten, Barton, Durstine & Osborn, Inc.
Origination: WXYZ, Detroit.
Air Time: Monday, Wednesday, Friday, 7:30 to 8 p.m. (also: Tues., Thurs., Sat., 6 to 6:30 p.m., 6:30 to 7 p.m., 7:30 to 8 p.m.; Mon., Wed., Fri., 6:30 to 7 p.m.).
Network: Mutual; 13 stations.
Script Writer: Fran Striker.
Talent: John Todd; Charles Livingstone; Jack Petruzzi; Jay Michael; Ruth Rickaby; Herschell Mayal.
Announcer: Harold True.
Conductor: Ted Robertson.
Length of Run: Program originally started November, 1933 (General Baking took over sponsorship, Feb. 13, 1939; previously sponsored by Gordon Bakeries).

Loose-Wiles Biscuit Co.

(See "Woman's Magazine of the Air")

P. Lorillard Co.

(See "Melody and Madness")
(See "Old Gold-Don Ameche Show")
(See "Sensations and Swing")

Los Angeles Soap Co.

(See "Dealer in Dreams")
(See "Spelling Beeliner")

Lovely Lady

(See "Anson Weeks and His Orchestra")

Lovely Lady Program

Sponsor: Chamberlain Laboratories, Inc. (Lotion).
Agency: L. W. Ramsey Co.
Origination: Denver.
Air Time: Sunday, 7 to 7:30 p.m.
Network: NBC Split Network; 9 stations.
Talent: Milton Shrednik and his Orchestra; Lester Harding, singer.
Announcer: John Stanton.
Conductor: Milton Shrednik.
Length of Run: Jan. 7, 1940 to March 31, 1940.

NETWORK COMMERCIALS—Continued

Lum and Abner

Sponsor: General Foods Corp. (Postum).
Agency: Young & Rubicam, Inc.
Origination: Hollywood.
Air Time: Monday, Wednesday, Friday, 7:15 to 7:30 p.m. (repeat from 11:15 to 11:30 p.m.).
Network: CBS; 56 stations.
Production: William L. Stuart.
Script Writers: Chester Lauck, F. Norris Goff.
Talent: Chester Lauck (Lum); F. Norris Goff (Abner).
Agency Director: William L. Stuart.
Announcer: Lew Crosby.
Conductor: Sybil Chism, organist.
Theme Song: Eleanor.
Length of Run: Feb. 28, 1938 to March 29, 1940. (Off during the summer of 1939 from June 30 to Aug. 28).

Luncheon at the Waldorf

Sponsor: R. J. Reynolds Tobacco Co. (Camels).
Agency: William Esty & Co., Inc.
Origination: Empire Room of the Waldorf-Astoria Hotel, New York.
Air Time: Saturday, 1:30 to 2 p.m.
Network: NBC Blue; 44 stations.
Production: Handled by the agency.
Script Writers: Edith Meiser, Sylvia Dowling, Beatrice Faber.
Talent: Ilka Chase; Frank Luther; Paul Barron's Orchestra; guests.
Agency Director: Don Bernard.
Announcer: Bert Parks.
Conductor: Paul Barron.
Length of Run: Started Feb. 24, 1940.

Lutheran Hour

Sponsor: Lutheran Laymen's League.
Agency: Kelly, Stuhlman & Zahrndt, Inc.
Origination: St. Louis.
Air Time: Sunday, 1:30 to 2 p.m. (repeat from 4:30 to 5 p.m.).
Network: Mutual; 56 stations, plus 7 Oklahoma and 31 Don Lee Network stations, plus transcriptions on 78 stations.
Continuity Writer: Virgil A. Kelly.
Talent: Dr. Walter A. Maier; Acappella Choir; Lutheran Hour Male Chorus (students at Concordia Seminary, St. Louis).
Agency Director: Walter W. Zahrndt.
Announcer: R. W. Janetzke.
Conductors: William B. Heyne, Ronald Ross.
Opening Song: A Mighty Fortress is Our God. **Signature:** Beautiful Savior.
Length of Run: Original contract started Oct. 4, 1935. (Off during the summer of 1939 from April 16 to Oct. 29).

Lux Radio Theatre

Sponsor: Lever Bros. Co. (Lux Toilet Soap).
Agency: J. Walter Thompson Co.
Origination: Hollywood.
Air Time: Monday, 9 to 10 p.m.
Network: CBS; 63 stations, plus 29 CBC.
Production: Cecil B. De Mille.
Script Writers: George Wells, Harry Kerr.
Talent: Cecil B. De Mille; Louis Silvers' Orchestra; stage and screen stars.
Agency Director: Sanford Barnett.
Announcer: Melville Ruick.
Conductor: Louis Silvers.
Theme Song: Original.
Length of Run: Started July 29, 1935. (Off during the summer of 1939 from July 4, to Sept. 11).

M

Ma Perkins

Sponsor: Procter & Gamble (Oxydol).
Agency: Blackett-Sample-Hummert, Inc.
Origination: Chicago.
Air Time: Monday through Friday, 3:15 to 3:30 p.m.
Network: NBC Red; 67 stations, plus CBC.
Production: George Fogle.
Script Writer: Orin Tovrov.
Talent: Virginia Payne (Ma Perkins); Rita Ascot (Fay); Dora Johnson (Evey); Gil Faust (John); Murray Forbes (Willie); Charles Egelston (Shuffle); Jack Brinkley (Rufus); Fred Howard (Toohey).
Agency Director: Roy W. Winsor.
Announcer: Dick Wells.
Theme Song: Original by Larry Larson.
Length of Run: Started Dec. 4, 1933.

Macfadden Publications, Inc.

(See "True Story Time with Fulton Oursler")

Madison Square Garden Boxing Bouts

Sponsor: Adam Hat Stores.
Agency: Glicksman Advertising Co., Inc.
Origination: New York.
Air Time: Various days, according to boxing schedule; 10 p.m. to finish of bout.
Network: NBC Blue; 81 stations.
Talent: Sam Taub, blow-by-blow description; Bill Stern, commentator between rounds.
Agency Director: Joseph Glicksman.
Announcers: Sam Taub, Bill Stern.
Length of Run: Started Nov. 26, 1937.

NETWORK COMMERCIALS—Continued

Magic Key of RCA

Sponsor: Radio Corporation of America.
Agency: None.
Origination: New York (with worldwide pickups).
Air Time: Monday, 9 to 10 p.m. (before Aug. 14, 1939, Sunday, 2 to 3 p.m. and Monday, 8:30 to 9:30 p.m.).
Network: NBC Blue; 107 stations.
Production: Howard Wiley (NBC), Thomas Bennett, Wm. S. Rainey (drama).
Script Writers: Welbourn Kelley, Richard McDonagh.
Talent: Dr. Frank Black; Magic Key Orchestra; guests.
Announcers: Milton Cross, Ben Grauer.
Conductor: Dr. Frank Black.
Theme Song: Theme of the RCA (original by Dr. Black).
Length of Run: Sept. 25, 1935 to Sept. 18, 1939.

Maltex Co.

(See "Uncle Don")

Man I Married, The

Sponsor: Procter & Gamble (Oxydol).
Agency: Blackett-Sample-Hummert, Inc.
Origination: New York.
Air Time: Monday through Friday, 10 to 10:15 a.m.
Network: NBC Red; 45 stations and CBC.
Production: Basil Loughrane.
Script Writers: Carl Bixby, Don Becker.
Talent: Barbara Lee; Van Heflin; Jackson Beck; George Hogan.
Length of Run: Started July 3, 1939.

Manhattan Merry-Go-Round

Sponsor: R. L. Watkins Co. (Dr. Lyon's Toothpowder).
Agency: Blackett-Sample-Hummert, Inc.
Origination: New York.
Air Time: Sunday, 9 to 9:30 p.m.
Network: NBC Red; 38 stations.
General Supervisors of Script and Production: Frank and Anne Hummert.
Author of Title and Original Story Line: Frank Hummert.
Dialogue Writer: Anne Hummert.
Agency Script Editor: Anne Hummert.
Talent: Men About Town (Harold [Scrappy] Lambert, Jack Parker, Phil Duey); Pierre Le Kruen; Racheal Carley; Don Donnie & Orchestra.
Agency Director: Anne Hummert.
Announcer: Ford Bond.
Conductor: Don Donnie (Andy Sanelia).
Length of Run: Original contract started Nov. 6, 1932.

Manhattan Mother

Sponsor: Procter & Gamble (Chipso).
Agency: Pedlar & Ryan, Inc.
Origination: New York (before January, 1940, Chicago).
Air Time: Monday through Friday, 4:30 to 4:45 p.m., EST (before Jan. 1940, 9 to 9:15 a.m.).
Network: CBS; 9 stations.
Production: John McLean (of the agency), Stuart Dawson.
Script Writer: Orin Tovrov.
Talent: Kaye Brinker (Patricia Locke) (Margaret Hillas, before Jan. 1940); Dan Sutter (Tony); Elizabeth Reller (Leona); John Brown (Bump) (before Jan. 1940, John Walsh); David Niles (Sam Newell); Effie Palmer (Hannah) (before Jan. 1940, Marie Nelson); Ethel Owen (Mrs. Chandler); John Davenport Seymour (Lawrence Locke) (before Jan. 1940, Arnold Moss who had previously replaced Ken Griffin); James Van Dyke (Michael Chandler); Eleanor Phelps (Valerie Thompson) (before Jan. 1940, Claudia Morgan); Eric Dressler (Jack Thompson); John Anthony (Curtis Graham); Vicki Vola (Dale Locke).
Agency Director: Betty Howard (formerly John McLean).
Announcer: James Fleming.
Length of Run: March 6, 1939 to April 5, 1940.

Manhattan Soap Co.

(See "Jack Berch and His Boys")
(See "Informal Talks by Mrs. Eleanor Roosevelt")

Marathon Melodies

Sponsor: The Ohio Oil Co.
Agency: Byer & Bowman Advertising.
Origination: Cincinnati.
Air Time: Friday, 10:30 to 11 p.m.
Network: NBC Blue; 11 stations.
Production: Harold Carr, Chester Herman.
Script Writer: Herbert Byer.
Talent: Josef Cherniavsky and his Orchestra; Sylvia Rhodes, singer; Steve Merrill, singer; The Thrasher Sisters, harmony trio; Charles Woods (James Leonard, before March 29, 1940).
Agency Directors: Herbert Byer, Gus K. Bowman.
Announcers: Fred Foster (Charles Woods, before March 29, 1940).
Conductor: Josef Cherniavsky.
Theme Song: If You Were Set to Music.
Music Arranger: Josef Cherniavsky.
Length of Run: Sept. 1, 1939 to May 24, 1940.

NETWORK COMMERCIALS—Continued

Marriage License Romances

Sponsor: Local Cooperative Group.
Origination: Chicago.
Air Time: Monday, Wednesday and Friday, 3 to 3:15 p.m.
Network: Mutual; 3 stations.
Talent: Quinn Ryan, interviewer.
Announcer: Jeff Sparks.
Length of Run: Started June 27, 1938. (This program has been alternately a sustaining and commercial feature. Changes were frequent and dates are not available).

Agency: Ruthrauff & Ryan, Inc.
Origination: New York.
Air Time: Monday through Friday, 9:15 to 9:30 a.m.
Network: CBS; 14 stations.
Production: John Loveton.
Script Writer: Robert Andrews.
Talent: Richard Widmark (Wesley); Barbara Weeks (Joan); Charles Dingle.
Agency Director: John Loveton.
Announcer: Dan Seymour.
Length of Run: July 31, 1939 to Oct. 6, 1939.

Mars, Inc.

(See "Dr. I. Q.")

Mary Margaret McBride

Sponsor: General Foods Corp. (La France, Satina and Minute Tapioca at various periods).
Agency: Young & Rubicam, Inc.
Origination: New York.
Air Time: Monday, Wednesday and Friday, 12 to 12:15 p.m. (repeat from 4:45 to 5 p.m., April 25 to May 6, 1938 and after May 1, 1939).
Network: CBS; 40 stations.
Production: Handled by the agency.
Script Writer: Mary Margaret McBride.
Talent: Mary Margaret McBride (also known in radio as Martha Deane); Milt Krass, pianist.
Agency Director: Carol Irwin.
Announcer: Ken Roberts.
Conductor: Milt Krass, pianist.
Length of Run: Oct. 4, 1937 to June 30, 1939.

Melody and Madness

Sponsor: P. Lorillard Co. (Old Gold Cigarettes).
Agency: Lennen & Mitchell, Inc.
Origination: Hollywood.
Air Time: Tuesday, 9 to 9:30 p.m.
Network: NBC Blue; 90 stations.
Production: Mann Holiner (of the agency).
Script Writers: Al Lewis, Hank Garson.
Talent: Robert Benchley (off for the summer of 1939 from June 27 to Oct. 3); Lennie Hayton (before Oct. 10, 1939, Artie Shaw) and his Orchestra; Dick Todd (off after Feb. 26, 1939).
Agency Director: Mann Holiner.
Announcer: Del Sharbutt.
Conductor: Lennie Hayton (Artie Shaw, before Oct. 10, 1939).
Length of Run: Started Nov. 20, 1938 on CBS; shifted to NBC Blue, May 23, 1939 and ran until Nov. 14, 1939.

Martha Meade

Sponsor: Sperry Flour Co.
Agency: Westco Advertising Agency.
Origination: San Francisco.
Air Time: Thursday, 8:30 to 8:45 a.m., PST.
Network: NBC Red; 6 stations.
Production: Fred Hegelund (of NBC).
Script Writer: Memory Roberts.
Talent: Martha Meade; occasional guests.
Agency Director: R. W. Stafford.
Announcers: NBC staff announcers.
Music Arranger: Charles Runyon.
Length of Run: Started in the spring of 1931 (definite date not available). Ended on June 22, 1939.

Melody Ranch

Sponsor: William Wrigley, Jr., Co. (Doublemint).
Agency: J. Walter Thompson Co. (Chicago).
Origination: Hollywood.
Air Time: Sunday, 6:30 to 7 p.m.
Network: CBS; 66 stations.
Production: Bob Brewster (of the agency).
Script Writers: Carroll Carroll, Irvin Ashkenazy, Edward James.
Talent: Gene Autry; Nancy Mason (Dorothy Ellers); Horace (Shorty) Murphy.
Agency Director: Bob Brewster.
Announcer: Wendall Niles.
Conductor: Lou Bring.
Theme Song: Back in the Saddle Again.
Length of Run: Started Jan. 7, 1940.

Meet the Dixons

Sponsor: Campbell Soup Co. (Franco-American Spaghetti).

Mennen Co.

(See "Bob Garred Reporting")
(See "The People's Vote")
(See "Quixie Doodle Contest")

NETWORK COMMERCIALS—Continued

Metropolitan Life Insurance Co.

(See "Edwin C. Hill")

Metropolitan Opera Auditions of the Air

Sponsor: Sherwin-Williams Co.
Agency: Warwick & Legler, Inc.
Origination: New York.
Air Time: Sunday, 5:30 to 6 p.m.
Network: NBC Blue; 89 stations.
Production: James Haupt.
Script Writer: Anna Erskine.
Talent: Wilfred Pelletier and Orchestra; Edward Johnson; Milton Cross; guests.
Agency Director: Preston H. Pumphrey.
Announcer: Milton Cross.
Conductor: Wilfred Pelletier.
Theme Song: March from Tannhauser.
Music Arrangers: Louis Brunelli, Carroll Huxley, Allan Shulman.
Length of Run: Original contract started Dec. 22, 1935. (Off during each summer. Last series ran from Oct. 1, 1939 to March 24, 1940).

Midstream

Sponsor: Procter & Gamble (Teel).
Agency: H. W. Kastor & Sons Advertising Co.

Origination: Chicago.
Air Time and Network: Monday through Friday 10:15 to 10:30 a.m., NBC Red, 44 stations (repeat from 5:30 to 5:45 p.m.) (previously heard on both Red and Blue networks).

Production: Gordon Hughes.
Script Writer: Pauline Hopkins.
Talent: Betty Lou Gerson; Hugh Studebaker; Connie Osgood; Mercedes McCambridge; Willard Farnum; Elliott Lewis; Glen Goodwin; Bill Bouche; Lenore Kingston; Helen Behmiller.
Agency Director: Robert G. Jennings.
Announcers: Dick Wells, Gene Baker.
Conductor: Larry Larson, organist.
Length of Run: Started May 1, 1939.

Miles Laboratories, Inc.

(See "National Barn Dance")
(See "Alec Templeton Time")

Glenn Miller and Orchestra

Sponsor: Liggett & Myers Tobacco Co. (Chesterfield Cigarettes).
Agency: Newell-Emmett Co., Inc.
Origination: New York.
Air Time: Tuesday, Wednesday, Thursday, 10 to 10:15 p.m., EST.

Network: CBS; 95 stations.
Production: Lawrence W. Bruff (for the agency), Douglas Coulter (CBS).
Talent: Glenn Miller and Orchestra; Andrews Sisters (off since March 21, 1940); Marion Hutton; Ray Eberly.
Agency Director: Don Langan.
Announcers: Paul Douglas, Lawrence W. Bruff (outside New York).
Conductor: Glenn Miller.
Theme Song: Moonlight Serenade.
Length of Run: Started Jan. 2, 1940.

Mr. District Attorney

Sponsor: Bristol-Myers Co. (Vitalis).
Agency: Pedlar & Ryan, Inc.
Origination: New York.
Air Time: Thursday, 8 to 8:30 p.m.
Network: NBC Red; 51 stations.
Production: Ed Byron.
Script Writers: Various.
Talent: Jay Jostyn (as District Attorney); Len Doyle; Jeffrey Bryant; Amy Seidell; Maurice Franklin; Paul Stewart; Helene Dumas; Craig McDonnell; Frank Lovejoy; Vicki Vola; Peter Van Steedan and his Orchestra.
Announcers: Ben Grauer, Mark Hawley.
Conductor: Peter Van Steedan.
Length of Run: Started April 11, 1940.

Mr. District Attorney

Sponsor: The Pepsodent Co. (Toothpaste).
Agency: Lord & Thomas.
Origination: New York.
Air Time: Sunday, 7:30 to 8 p.m. (repeat from midnight to 12:30 a.m.).
Network: NBC Blue; 35 stations.
Production: Ed Byron.
Script Writer: Harry Herman.
Talent: Jay Jostyn (as District Attorney) (Raymond Edward Johnson before Oct. 1, 1939); Len Doyle; Jeffrey Bryant; Amy Seidell; Maurice Franklin; Paul Stewart; Helene Dumas; Craig McDonnell; Frank Lovejoy; Vicki Vola (Arlene Francis, from Oct. 7, 1939 to Jan. 7, 1940).
Agency Director: Norman Morrell.
Announcer: Ed Herlihy.
Conductor: Harry Salter.
Theme Song: Hail Liberty.
Length of Run: Replaced the "Pepsodent Program Starring Bob Hope" from June 27, 1939 to Sept. 19, 1939, NBC Red, Tuesday, 10 to 10:30 p.m. Started on NBC Blue, Oct. 1, 1939 and ran until March 31, 1940.

Mr. Keen, Tracer of Lost Persons

Sponsor: Kolynos Co.
Agency: Blackett-Sample-Hummert, Inc.

NETWORK COMMERCIALS—Continued

Origination: New York.
Air Time: Tuesday, Wednesday and Thursday, 7:15 to 7:30 p.m.
Network: NBC Blue; 44 stations.

General Supervisors of Script and Production: Frank and Anne Hummert.

Authors of Original Story Line of Radio Sequel to Book and/or Play: Frank and Anne Hummert.

Dialogue Writers: Jerome Ross (Dec. 19, 1937 to Nov. 30, 1939); Al Scheuer (Dec. 5 and 6, 1939); Ernest Shenkin (Dec. 7, 12 and 13, 1939); Leonard Spigelgass (Dec. 14, 1939 to Jan. 31, 1940); Ernest Shenkin (Feb. 1, 1940 to Feb. 13, 1940); Leonard Spigelgass (Feb. 14, 1940 to April 18, 1940); Jerome Ross (April 23, 1940 to May 1, 1940); Willard Wiener (May 2, 1940 to May 14, 1940); Arthur Weinberg (May 15, 1940 to May 22, 1940).

Agency Script Editor: Mildred Fenton.

Talent: Bennett Kilpack (Mr. Keen); Florence Malone (Miss Ellis).

Agency Director: Martha Atwell.

Announcer: James Fleming.

Conductor: Ann Leaf (theme).

Length of Run: Started Oct. 12, 1937.

Tom Mix Straight Shooters Program

Sponsor: Ralston Purina Co. (Ralston Wheat Cereal).

Agency: Gardner Advertising Co.

Origination: Chicago.

Air Time: Monday through Friday, 5:45 to 6 p.m. (repeat from 6:45 to 7 p.m.).

Network: NBC Blue; 53 stations.

Production: C. L. Menser.

Script Writer: Charles Tazewell.

Talent: Percy Hemus (Old Wrangler); Russell Thorsen (Tom Mix); Jane Webb (Jane); Curley Bradley (Pecos Williams); Sid Ellstrom (Amos Q. Snood); Carl Kroenke (Chris Acropolous); Vance McCune (Wash); Ranch Boys (Jack Ross, Shorty Carson, Curley Bradley).

Agency Director: Charles E. Claggett.

Announcer: Lynn Brandt.

Theme Song: When the Bloom Is on the Sage.

Length of Run: Original contract started Sept. 25, 1933. (Off for summer of 1939 from March 24 to Sept. 25). Latest series started Sept. 25, 1939.

Modern Food Process Co.

(See "The Moylan Sisters")

Moody Bible Institute

(See "Religious Talks—Let's Go back to the Bible")

Benjamin Moore & Co.

(See "Betty Moore")

Betty Moore

Sponsor: Benjamin Moore & Co.

Agency: Direct.

Origination: New York.

Air Time: Saturday, 10:30 to 10:45 a.m.

Network: NBC Red; 43 stations.

Production: Aldo Ghisalbert (NBC).

Talent: Betty Moore.

Announcer: Hjerluf Provensen.

Conductor: George Crook, organist.

Theme Song: Little Grey Home In the West.

Length of Run: Feb. 24, 1940 to May 18, 1940.

John Morrell & Co.

(See "Bob Becker's Chats About Dogs")

Philip Morris & Co., Ltd.

(See "Breezing Along")

(See "Jingo")

(See "Johnny Presents")

(See "Name Three")

(See "Swingo")

Moylan Sisters, The (Cherubs of Radio)

Sponsor: Modern Food Process Co. (Thruvo Dog Food).

Agency: Clements Co.

Origination: New York.

Air Time: Sunday, 5 to 5:15 p.m.

Network: NBC Blue; 13 stations.

Production: R. H. Smith.

Script Writer: I. W. Clements.

Talent: Marianne and Peggy Joan Moylan.

Agency Director: Alice Clements.

Announcer: Don Lowe.

Music Arranger: Mort Howard.

Length of Run: Started Oct. 15, 1939.

C. F. Mueller Co.

(See "Thunder Over Paradise")

Music By Malneck

Sponsor: American Cigarette & Cigar Co. (Pall Mall).

Agency: Young & Rubicam, Inc.

Origination: Hollywood.

Air Time: Thursday, 7:15 to 7:30 p.m. (repeat from 11:15 to 11:30 p.m.).

Network: CBS; 52 stations.

NETWORK COMMERCIALS—Continued

Production: Murray Bolen.
Script Writer: Matty Malneck.
Talent: Matty Malneck and his Orchestra.
Agency Director: Murray Bolen.
Announcer: John Hiestand.
Conductor: Matty Malneck.
Length of Run: June 1, 1939 to August 24, 1939.

Musical Americana

Sponsor: Westinghouse Electric & Mfg. Co.
Agency: Fuller, Smith & Ross, Inc.
Origination: Syria Mosque, Pittsburgh; New York after July 2, 1940.
Air Time: Thursday, 8 to 8:30 p.m. (repeat from 11:30 p.m. to 12 midnight) (after July 2, 1940, Tuesday, 9 to 9:30 p.m.).
Network: NBC Blue; 102 stations.
Production: Kenneth L. Watt.
Script Writer: Kenneth L. Watt.
Talent: Deems Taylor, m.c. (replaced by Kenneth L. Watt after July 2, 1940); Raymond Paige conducting the Westinghouse Orchestra; mixed choir; guests.
Agency Director: Kenneth L. Watt.
Announcer: Milton Cross.
Conductor: Raymond Paige.
Theme Song: White Knight Theme from "Through the Looking Glass" by Deems Taylor; and Where Else But Here? from "Let Freedom Ring" by Sigmund Romberg.
Length of Run: Started Jan. 25, 1940.

Musical Steelmakers, The

Sponsor: Wheeling Steel Corp.
Agency: Critchfield & Co.
Origination: Wheeling, W. Va.
Air Time: Sunday, 5 to 5:30 p.m. (repeat from 6 to 6:30 p.m.).
Network: Mutual; 46 stations.
Production: J. L. Grimes, Maury Longfellow, Ardenne White.
Script Writer: J. L. Grimes.
Talent: Dorothy Anne Crowe; Regina Colbert; Ardenne White; Steele Sisters (Lucille Bell, Lois Mae Nolte, Kathleen Nelson); the Singing Millmen (Walter Schane, Bill Griffiths, Frank Nalepa, Bill Stevenson); John Wincholl (the Old Timer); the Musical Steelmakers' Orchestra; and amateurs selected by auditions from employee families of Wheeling Steel Corp.
Agency Director: Merle Blackburn.
Announcer: Lew Clawson.
Conductor: Earl Summers.
Theme Song: The Ranger Song from "Rio Rita."
Music Arranger: Maury Longfellow, John Haale.

Length of Run: Jan. 2, 1938 to June 30, 1940. (Off during the summer of 1939 from June 25 to Oct. 8; scheduled to be off during the summer of 1940 from June 30 to Oct. 6).

Musical Treasure Chest

Sponsor: Lewis-Howe Co. (Tums).
Agency: Stack-Goble Advertising Agency.
Origination: New York (and other points depending upon band's tour).
Air Time: Tuesday, 8:30 to 9 p.m.
Network: NBC Red; 81 stations.
Talent: Horace Heidt & His Musical Knights; members of the studio audience.
Conductor: Horace Heidt.
Theme Song: The March of the Heidt Brigade.
Music Arranger: Horace Heidt.
Length of Run: Started June 11, 1940.

Musterole Co.

(See "Carson Robison & His Buckaroos")

My Children

Sponsor: Sperry Flour Co. (Wheat Hearts).
Agency: Westco Advertising Agency.
Origination: KSFO, San Francisco.
Air Time: Monday through Friday, 8:45 to 9 a.m., PST.
Network: CBS (Pacific Network); 8 stations.
Script Writer: C. C. Thomas.
Talent: Not available.
Length of Run: Started Oct. 9, 1939.

My Son and I

Sponsor: General Foods Corp. (Calumet and Swans Down).
Agency: Young & Rubicam, Inc.
Origination: New York.
Air Time: Monday through Friday, 2:45 to 3 p.m.
Network: CBS; 67 stations.
Production: Carol Irwin.
Script Writers: Frank Provo assisted by John Picard.
Talent: Betty Garde (Connie Vance); Helene Dumas (Nina Chase); Kingsley Colton (Buddy Watson); Alan Hewitt (Kent Davis); Gladys Thornton (Aunt Addie Owens); Helen Choate (Lucy James); Marcel Journet (Paul Varre); Agnes Young (Aunt Minta Owens).
Agency Director: Carol Irwin (supervisor) and Bill Rousseau.

NETWORK COMMERCIALS—Continued

Announcers: Charles Stark (before Jan. 15, 1940, Andre Baruch).
Conductor: Charles Paul, organist.
Theme Song: My Son and I (by Charles Paul).
Music Arranger: Charles Paul.
Length of Run: Started Oct. 9, 1939.

Myrt and Marge

Sponsor: Colgate-Palmolive-Peet Co. (Concentrated Super Suds).
Agency: Benton & Bowles, Inc.
Origination: New York.
Air Time: Monday through Friday, 10:15 to 10:30 a.m. (repeat from 4:15 to 4:30 p.m.).
Network: CBS; 77 stations.
Production: Ted Barash.
Script Writer: Stuart Hawkins.
Talent: Myrtle Vail (Myrt); Donna Damerel (Marge); Gene Morgan; Ray Hedge; Edith Evanson; Santos Ortega; Leo Curley; Linda Carlon; Joe Latham; Joanne Myers; John Pickard; Roger de Koven; others.
Agency Directors: Jack Mullen, Ted Barash.
Announcers: Del Sharbutt (previously Jean Paul King).
Conductor: John Winters, organist.
Theme Song: Poor Butterfly.
Music Arranger: John Winters.
Length of Run: Started Jan. 4, 1937.

N

Name Three

Sponsor: Dunhill Cigarettes.
Agency: Biow Co.
Origination: New York.
Air Time: Wednesday, 8 to 8:30 p.m. (before Aug. 9, 1939, Monday, 8 to 8:30 p.m.).
Network: Mutual; 4 stations.
Production: Walter Tibbals (of the agency).
Script Writers: Letters from listeners comprise script.
Talent: Bob Hawk, m.c.
Agency Director: Walter Tibbals.
Announcers: Frank Knight, Clyde Kittell.
Conductor: Dave Terry.
Theme Song: Original.
Length of Run: April 10, 1939 to Oct. 4, 1939.

Name Three

Sponsor: Philip Morris & Co., Ltd. (Revelation Smoking Tobacco).
Agency: Biow Co.
Origination: New York.

Air Time: Saturday, 8 to 8:30 p.m.
Network: Mutual; 5 stations.
Production: Walter A. Tibbals.
Talent: Bob Hawk, m.c.
Agency Director: Walter A. Tibbals.
Announcers: David Gothard, George Brooks.
Conductor: Dave Terry.
Theme Song: Original.
Length of Run: Oct. 14, 1939 to April 6, 1940.

National Barn Dance

Sponsor: Miles Laboratories, Inc. (Alka-Seltzer).
Agency: Wade Advertising Agency.
Origination: Chicago.
Air Time: Saturday 9 to 10 p.m. (repeat from 11 p.m. to 12 midnight).
Network: NBC Blue; 82 stations (after June 29, 1940, NBC Red).
Production: William E. Jones.
Script Writers: P. C. Lund, A. R. Rice.
Talent: Joe Kelly, m.c.; Henry Burr; Lulu Belle (Mrs. Scott Wiseman); Hoosier Hot Shots (Frank Kettering, Kenneth and Paul Trietsch, Charles O. Ward); Joe Parsons; Pat Barrett; Maple City Four (Al Rice, Fritz Meissner, Art Janes, Pat Petterson); Lucille Long; Skyland Scotty (Scott Wiseman); Arkie, the Arkansas Woodchopper (Luther Ossenbrink); Vass Family (Sally, Virginia, Emily, Louise and Frank); Bill O'Connor; Skip Farrell; Trio (Ann, Pat and Judy); Eddie Peabody, since December 30, 1939; octet.
Agency Director: W. A. Wade.
Announcer: Jack Holden.
Conductor: Glenn Welty.
Theme Song: Hail, Hail the Gang's All Here; Hot Time in the Old Town Tonight; and Seeing Nellie Home.
Length of Run: Original contract started July 15, 1933; latest series started Oct. 1, 1938.

National Lead Co.

(See "Answer Auction")

Nehi Corp.

(See "Believe It or Not")

News

Sponsor: Pepsi-Cola Co.
Agency: Newell-Emmett Co., Inc.
Origination: New York.
Air Time: Tuesday, Thursday, Saturday, 6 to 6:05 p.m. (repeats from 10:55 to 11 p.m. and 11 to 11:05 p.m.)

NETWORK COMMERCIALS—Continued

Network: CBS; 112 stations.
Talent: Tom Shirley, newscaster.
Agency Director: George Ogle.
Announcer: Tom Shirley.
Length of Run: Started April 30, 1940.

News and Rhythm

Sponsor: Bowey's, Inc. (Dari-Rich).
Agency: Sorenson & Co.
Origination: Chicago.
Air Time: Sunday, 11:05 to 11:30 a.m. (repeat from 2:30 to 2:55 p.m.).
Network: CBS; 33 stations.
Production: Bob Hafter (CBS).
Talent: Carl Hohengarten and his Orchestra; Todd Hunter (reporter); Dave Bacal (Novachordist).
Announcer: Tommy Bartlett.
Conductor: Carl Hohengarten.
Length of Run: Started June 4, 1939.

News, Views and Sport Reviews by Hughes

Sponsor: Brown & Williamson Tobacco Corp.
Agency: Russel M. Seeds Co., Inc.
Origination: Hollywood.
Air Time: Sunday, Monday, Wednesday and Friday, 8:30 to 8:45 p.m., EST.
Network: CBS; 7 stations.
Talent: John Hughes, commentator.
Length of Run: March 19, 1939 to Sept. 15, 1939. (Currently heard over the Don Lee Network, 23 stations).

Night Editor

Sponsor: Cardinet Candy Co., Inc.
Agency: Tomaschke-Elliott, Inc.
Origination: San Francisco.
Air Time: Sunday, 8 to 8:15 p.m., PST (previously 9 to 9:15 p.m.).
Network: NBC Red; 8 stations.
Production: Handled by the agency.
Script Writer: Hal Burdick.
Talent: Hal Burdick (Night Editor); Wally Elliott (Bobby).
Agency Director: Wallace F. Elliott.
Announcers: Larry Keating, Cliff Engle.
Length of Run: Started Sept. 12, 1934. (Heard over CBS from Oct. 16, 1938 to Jan. 22, 1939).

No Greater Glory

Sponsor: Albers Bros. Milling Co. (cereals).
Agency: Erwin, Wasey & Co., Pacific Coast.
Air Time: Monday, Wednesday, Friday, 3:15 to 3:30 p.m., PST.

Network: NBC Pacific Coast Red; 8 stations.
Talent: Not available.
Length of Run: Started January, 1940.

Noxzema Chemical Co.

(See "Bob Trout")



Ohio Oil Co.

(See "Marathon Melodies")

Old Fashioned Revival

Sponsor: Gospel Broadcasting Association.
Agency: R. H. Alber Co.
Origination: KHJ, Los Angeles.
Air Time: One-hour program heard on Sunday evening at various times.
Network: Mutual; 76 stations.
Production: Charles E. Fuller.
Talent: Rev. Charles E. Fuller; quartet; audience participation.
Agency Director: R. H. Alber.
Announcer: Hugh Brundage.
Theme Song: Jesus Saves.
Music Arranger: Rudy Atwood.
Length of Run: Original contract started April 4, 1937; latest series runs from Dec. 31, 1939 to Dec. 22, 1940.

Old Gold-Don Ameche Show

Sponsor: P. Lorillard Co.
Agency: Lennen & Mitchell, Inc.
Origination: Hollywood.
Air Time: Friday, 10 to 10:30 p.m., EST.
Network: NBC Red; 60 stations.
Production: William N. Robson.
Script Writers: True Boardman, Roger Denny, Hal Medford, Roswell Rogers.
Talent: Don Ameche; Claire Trevor; Pat Friday; Victor Young and his Orchestra.
Agency Director: William N. Robson.
Announcer: Harlow Wilcox.
Conductor: Victor Young.
Theme Song: Original by Victor Young.
Length of Run: Started April 5, 1940.

Old Trusty Dog Food Co.

(See "Just Dogs")

One Man Theatre

Sponsor: D. Ghiradelli & Co.
Agency: Erwin, Wasey & Co., Inc.
Origination: KNX, Hollywood.

NETWORK COMMERCIALS—Continued

Air Time: Thursday, 8:15 to 8:30 p.m., PST.
Network: CBS Pacific Network.
Production: Handled by CBS.
Script Writer: Walter Gering.
Talent: Frank Graham.
Agency Director: H. A. Stebbins.
Announcer: Chet Huntley.
Length of Run: Feb. 22 to March 28, 1940.

One Man's Family

Sponsor: Standard Brands, Inc. (Tender Leaf Tea).

Agency: J. Walter Thompson Co.

Origination: Hollywood.

Air Time: Sunday, 8:30 to 9 p.m. (repeat from 9:30 to 10 p.m.). (Before Jan. 1940, Thursday, 8 to 8:30 p.m.; before Oct. 5, 1939, Wednesday, 8 to 8:30 p.m. with repeat on Sunday, 9:30 to 10 p.m., PST).

Network: NBC Red; 61 stations, and CBC.

Production: Handled by the agency.

Script Writer: Carlton E. Morse.

Talent: J. Anthony Smythe (Henry Barbour); Minetta Ellen (Fanny Barbour); Page Gilman (Jack Barbour); Michael Raffetto (Paul Barbour); Kathleen Wilson (Claudia Barbour); Winifred Wolfe (Teddy); Helen Musselman (Ann Waite); Barton Yarborough (Clifford); Bernice Berwin (Hazel); Walter Patterson (Nicky); Jean Rouverol (Betty); Barbara Jo Allen (Beth Holly); Lucy Gilman (various roles).

Agency Director: John Christ.

Announcer: Ken Carpenter.

Theme Song: Destiny Waltz.

Length of Run: Original contract started April 3, 1935. Latest series started Jan. 1, 1939.

One of the Finest

Sponsor: Gordon Baking Co. (Silvercup Bread).

Agency: Young & Rubicam, Inc.

Origination: New York.

Air Time: Monday and Thursday, 7:30 to 8 p.m.

Network: NBC Red and Blue; 3 stations.

Production: Ben Larsen.

Script Writers: Stuart Hawkings, John Martin.

Talent: Leif Ericson; Alan Reed; others.

Agency Director: Ben Larsen.

Announcer: Bill Johnstone.

Conductor: Don Baker.

Theme Song: Il Guarnney.

Length of Run: Started Oct. 2, 1939.

O'Neills, The

Sponsor: Proctor & Gamble (Ivory Soap).

Agency: Compton Advertising, Inc.

Origination: New York.

Air Time: Monday through Friday, 12:15 to 12:30 p.m. and 5:45 to 6 p.m. (before Jan. 29, 1940, 12:15 to 12:30 p.m., only).

Network: NBC Red; 45 stations.

Production: Carlo De Angelo (of Ed Wolf Associates).

Script Writer: Jane West.

Talent: Kate McComb (Mrs. O'Neill); Jimmy Tansey (Danny O'Neill); Claire Niessen (Peggy O'Neill Kayden); Chester Stratton (Monte Kayden); Janice Gilbert (Janice Collins O'Neill, Junior, Margie, and Bobby); Jimmy Donnelly (Eddie Collins); Jane West (Mrs. Bailey); Jack Rubin (Mr. Levy); Helen Claire (Sally Scott O'Neill); Jackie Jordon (Stevie King); David Gothard (Dr. Kingsley); Roy Fant (Mr. Hubbell).

Agency Supervisor: Storrs Haynes.

Announcer: Alan Kent.

Conductor: William Meeder, organist.

Theme Song: Danny Boy.

Length of Run: Original contract started Oct. 8, 1935; latest series started July 4, 1938.

Orphans of Divorce

Sponsor: R. L. Watkins Co. (Dr. Lyon's Toothpowder).

Agency: Blackett-Sample-Hummert, Inc.

Origination: New York.

Air Time: Monday through Friday, 3 to 3:15 p.m. (before Sept. 25, 1939, Monday, 7 to 7:30 p.m.).

Network: NBC Blue; 45 stations.

General Supervisors of Script and Production: Frank and Anne Hummert.

Authors of Title and Original Story Line: Frank and Anne Hummert.

Dialogue Writers: Doris Halman (Feb. 20, 1939 to June 12, 1939); Marie Baumer (June 19, 1939 to Sept. 4, 1939); Ray Buffum (Sept. 11, 1939 to Sept. 29, 1939); Katherine Seymour (Oct. 2, 1939 to Nov. 3, 1939); Marie Baumer (Nov. 9, 1939 to date).

Agency Script Editor: George Nobbs.

Talent: Effie Palmer (Nora Kelly Worthington); Richard Keith (Cyril Worthington); Joan Tompkins (Barbara Worthington Pratt); James Creiger (Alexander Pratt); Vivian Ogden (Annie Smith).

Agency Director: Richard Leonard.

Announcer: Stuart Metz.

Conductor: Richard Leibert (theme).

Length of Run: Ran from Feb. 20, 1939 to Dec. 22, 1939. Returned on Jan. 15, 1940.

Our Gal Sunday

Sponsor: Proctor & Gamble (Ivory Soap).

Agency: Compton Advertising, Inc.

Sponsor: Anacin Co.

Agency: Blackett-Sample-Hummert, Inc.

NETWORK COMMERCIALS—Continued

Origination: New York.
Air Time: Monday through Friday, 12:45 to 1 p.m.
Network: CBS; 39 stations.
General Supervisors of Script and Production: Frank and Anne Hummert.
Authors of Original Story Line of Radio Sequel to Book and/or Play: Frank and Anne Hummert.
Script Writers: Ruth Borden (June 8, 1938 to June 16, 1939), Woody Klose (June 19, 1939 to July 28, 1939), Helen Walpole (since July 31, 1939).
Agency Script Editor: Lloyd Rosenmond.
Talent: Dorothy Lowell (Sunday); Karl Swenson (Lord Henry).
Agency Director: Stephen Gross.
Announcer: James Fleming.
Conductor: Fred Feibel (organ theme).
Length of Run: Started March 29, 1937.

P

Pacific Coast Borax Co.

(See "Death Valley Days")

Raymond Paige, 99 Men and a Girl

Sponsor: United States Rubber Co.
Agency: Campbell-Ewald Co. of New York, Inc.
Origination: New York.
Air Time: Friday, 9 to 9:30 p.m. (before June 9, 1939, Wednesday, 10 to 10:30 p.m.).
Network: CBS; 82 stations.
Production: Louis Dean (of the agency).
Talent: Raymond Paige, 99-piece orchestra; Hildegarde; Lyn Murray Chorus.
Agency Director: Louis Dean.
Announcer: Ralph Edwards (originally Dan Seymour).
Conductor: Raymond Paige.
Music Arrangers: Raymond Paige and staff.
Length of Run: Feb. 22, 1939 to Aug. 25, 1939.

Painted Dreams

Sponsor: Procter & Gamble (Chipso).
Agency: H. W. Kastor & Sons Advertising Co., Inc.
Origination: Chicago.
Air Time: Monday through Friday, 10 to 10:15 a.m.
Network: NBC Blue; 7 stations.
Script Writer: Kay Chase.
Talent: Jane Green; Sally Smith; Alice Hill; Ed Prentiss; Pat Murphy.
Announcer: Don Gordon.
Length of Run: Started April 29, 1940.

Palmer Bros.

(See "Four Star News")

Parker Family, The

Sponsor: Andrew Jergens Co. (Woodbury Soap).
Agency: Lennen & Mitchell, Inc.
Origination: New York.
Air Time: Sunday, 9:15 to 9:30 p.m. (repeat from 12:15 to 12:30 a.m.) (before Oct. 1, 1939, Thursday, 7:15 to 7:30 p.m., with repeat from 11:15 to 11:30 p.m.; CBS).
Network: NBC Blue; 64 stations (CBS, 34 stations, July 7 to Sept. 29, 1939).
Production: Transamerican Broadcasting & Television Corp.
Script Writer: Vera Oldham.
Talent: Leon Janney (Richard, the Great); Jay Jostyn (Mr. Parker); Linda Carlon (Mrs. Parker); Mitzi Gould (Nancy Parker).
Agency Director: Blayne Butcher.
Announcers: Harry Clark (CES), Erik Rolfe (NBC).
Conductor: Elliott Jacoby and Group (before Oct. 1, 1939, Charles Paul, organist).
Theme Song: Deep Purple.
Music Arranger: Elliott Jacoby.
Length of Run: Heard on CBS from July 7, 1939 to Sept. 29, 1939. Started on NBC Blue, Oct. 1, 1939.

Passing Parade

Sponsor: Bank of America National Trust & Savings Association.
Agency: Charles R. Stuart.
Origination: Hollywood.
Air Time: Monday, 8 to 8:15 p.m., PST (before April 22, 1940, Sunday, 7 to 7:15 p.m., PST).
Network: NBC Pacific Coast Blue (before April 22, 1940, NBC PC Red).
Production: John Nesbitt.
Script Writer: John Nesbitt.
Talent: John Nesbitt, commentator.
Agency Director: Charles P. Johnson.
Announcer: Ken Carpenter.
Length of Run: Jan. 23, 1940 to April 14, 1940 on NBC Pacific Coast Red. Started on NBC Pacific Coast Blue April 22, 1940 and is scheduled to run until Jan. 15, 1941.

Al Pearce and His Gang

Sponsor: General Foods Corp. (Grape Nuts).
Agency: Young & Rubicam, Inc.

NETWORK COMMERCIALS—Continued

Origination: Hollywood.
Air Time: Monday, 8 to 8:30 p.m., EST (repeat from 9:30 to 10 p.m., PST) (during daylight saving time, program remained at 8 p.m., EDST, with repeat from 8:30 to 9 p.m., PST).

Network: NBC Red; 58 stations.

Production: Carroll O'Meara (of the agency).

Script Writers: Monroe Upton, Jack Roberts, Jack Hasty, Thomas K. Carpenter, Jr.

Talent: Al Pearce (Elmer Blurt); Arlene Harris, the Human Chatterbox; Everett West; Kitty O'Neil, the Laughing Lady; Bill Wright (Zeb, of Eb and Zeb); Charlene Wyatt; Barbara Jo Allen; Elvia Allman; Alice Frost; Teddy Bergman; Carl Hoff and his Orchestra.

Agency Director: Carroll O'Meara.

Announcer: Bill Goodwin.

Conductor: Carl Hoff.

Music Arrangers: Carl Hoff, Dick McCaffery.

Length of Run: Oct. 10, 1938 to July 31, 1939.

Al Pearce and His Gang

Sponsor: Hawaiian Pineapple Co., Ltd. (Dole Pineapple Juice & Jems).

Agency: N. W. Ayer & Son, Inc.

Origination: Hollywood.

Air Time: Wednesday, 8 to 8:30 p.m. (repeat from 12 midnight to 12:30 a.m.).

Network: CBS; 63 stations.

Production: Brad Browne.

Script Writers: Monroe Upton, Don Prindle, Art Phillips.

Talent: Al Pearce; Billy House (off after Jan. 1940); Don Reid; Bill Wright; Carl Hoff and his Orchestra; Arlene Harris; Marie and her Merry Men (Marie Greene, Thurl Ravenscroft, Max Smith, Bill Days, John Rarig); old vaudeville stars as guests starting Jan. 24, 1940.

Agency Director: Brad Browne.

Announcers: Wendall Niles (before Jan. 10, 1940, Gary Breckner).

Conductor: Carl Hoff.

Theme Song: Paradise Isle.

Music Arrangers: Richard E. McCaffery, Danny Gool.

Length of Run: Oct. 11, 1939 to April 3, 1940.

Al Pearce and His Gang

Sponsor: R. J. Reynolds Tobacco Co. (Camels).

Agency: William Esty & Co., Inc.

Origination: Hollywood.

Air Time: Friday, 7:30 to 8 p.m. (repeat

from 10:30 to 11 p.m.; before May 31, 1940, repeat from 9 to 9:30 p.m.).

Network: CBS; 101 stations.

Production: Handled by the agency.

Script Writers: Monroe Upton, Don Prindle, Arthur Hargrove Kribs.

Talent: Al Pearce; Blanche Stewart; Artie Auerbach; Arthur Q. Bryan; Dick Lane; Marie and Her Merry Men (Marie Greene, Thurl Ravenscroft, Max Smith, Bill Days, John Rarig); Carl Hoff and his Orchestra.

Agency Director: William Moore.

Announcer: Wendall Niles.

Conductor: Carl Hoff.

Theme Song: Bojangles of Harlem; and Ain't She Sweet.

Length of Run: Started May 3, 1940.

Penn Tobacco Co.

(See "Vox Pop")

People's Vote, The

Sponsor: The Mennen Co.

Agency: H. M. Kiesewetter Advertising Agency, Inc.

Origination: Hollywood.

Air Time: Tuesday, 8:15 to 8:30 p.m.

Network: CBS; 7 stations.

Talent: Sam Hayes, news and voting.

Agency Director: Samm S. Baker.

Length of Run: Oct. 10, 1938, to April 25, 1939.

Pepper Young's Family

Sponsor: Procter & Gamble (Camay Soap).

Agency: Pedlar & Ryan, Inc.

Origination: New York.

Air Time: Monday through Friday, 3:30 to 3:45 p.m. (NBC Red); and 10:45 to 11 a.m. (NBC Blue) (before April 29, 1940, 11 to 11:15 a.m.).

Network: NBC Blue, 17 stations; NBC Red, 58 stations; plus 26 CBC.

Production: Edwin Wolfe.

Script Writer: Elaine Sterne Carrington.

Talent: Betty Wragge (Peggy Young); Curtis Arnall (Pepper Young); Marion Barney (Mrs. Mary Young); Thomas Chalmers, since April 8, 1940 (Sam, Young) (after the death of Jack Roseleigh, Jan., 1940, Bill Adams played the role for four months); Johnny Kane (Nick Havens); Jean Sothorn (Eddie Gray); Eunice Howard (Linda Benton); Laddie Seaman (Biff Bradley); Eric Dressler (Charlie Hurd); Blaine Cordner (Andy Holt); Florence Freeman (Connie Davis).

Agency Director: Elisabeth Howard.

NETWORK COMMERCIALS—Continued

Announcer: Stuart Metz.

Length of Run: Original contract started Jan. 13, 1936, for "Forever Young"; above program began June 29, 1936, on the Red and Aug. 31, 1936, on the Blue.

Pepsi-Cola Co.

(See "News")

Pepsodent Co.

(See "Mr. District Attorney")

(See "The Pepsodent Show Starring Bob Hope")

Pepsodent Show Starring Bob Hope

Sponsor: The Pepsodent Co.

Agency: Lord & Thomas.

Origination: Hollywood.

Air Time: Tuesday, 10 to 10:30 p.m.

Network: NBC Red; 61 stations.

Production: Thomas A. McAvity, John F. White, Jr.

Script Writers: Milt Josefsberg, Mel Shavelson, Al Schwartz, Dick McNight, Jack Douglas, Sherwood Schwartz, Norman Sullivan, Dave Murtry, Fred Williams, Reni du Plessi.

Talent: Bob Hope; Skinnay Ennis and Orchestra; Judy Garland; Jerry Colonna; Elvia Allman (Brenda); Blanche Stewart (Cobina); Bill Goodwin; Six Hits and a Miss (Pauline Byrnes, Bill Seckler, Vincent Degan, Marvin Bailey, Howard Hudson, Mack McLean).

Agency Director: Thomas A. McAvity.

Announcers: Bill Goodwin, Art Baker.

Conductor: Skinnay Ennis.

Theme Song: Thanks for the Memory.

Music Arranger: Gil Evans.

Length of Run: Sept. 27, 1938 to June 18, 1940. (Off during the summer of 1939 from June 20 to Sept. 26). Went off the air June 18, 1940, for the summer, scheduled to return in the fall.

Personal Finance Co.

(See "Doc Barclay's Daughters")

Pet Milk Sales Co.

(See "Pet Milky Way—Mary Lee Taylor")

(See "Saturday Night Serenade")

Pet Milky Way (Mary Lee Taylor)

Sponsor: Pet Milk Sales Co. (Irradiated Pet Milk).

Agency: Gardner Advertising Co.

Origination: St. Louis (Experimental Kitchen, Gardner Adv. Co.).

Air Time: Tuesday and Thursday, 11 to 11:15 a.m. (repeat from 1:45 to 2 p.m.).

Network: CBS; 65 stations.

Production: Chester Rainer (Program Director, KMOX).

Script Writer: Mrs. Erma Proetz (of the agency).

Talent: Mary Lee Taylor, home economist.

Agency Director: Mrs. Erma Proetz.

Announcer: John Cole.

Length of Run: Started Nov. 7, 1933.

Petroleum Advisers for Cities Service

(See "Cities Service Concerts")

Philco Radio & Television Corp.

(See "Wythe Williams")

Charles H. Phillips Chemical Co.

(See "Amanda of Honeymoon Hill")

(See "Stella Dallas")

(See "Lorenzo Jones")

(See "Waltz Time")

Pillsbury Flour Mills Co.

(See "The Woman in White")

Lydia E. Pinkham Medicine Co.

(See "Vaughn De Leath")

(See "Voice of Experience")

Pipe Smoking Time

Sponsor: U. S. Tobacco Co.

Agency: Arthur Kudner, Inc.

Origination: New York.

Air Time: Monday, 8:30 to 8:55 p.m. (repeat from 11:30 to 11:55 p.m.).

Network: CBS; 54 stations.

Production: Frank McMahon (free lance).

Script Writer: Tom Howard.

Talent: Tom Howard; George Shelton; double male quartet; double female quartet; Ray Bloch and his Orchestra; Jud Hawkins, corn cob philosopher.

Agency Director: Frank McMahon (free lance).

Announcers: Harry Clark (before April, 1939, Mel Allen).

Conductor: Ray Bloch.

Music Arranger: Ray Bloch.

Length of Run: Original contract started June 3, 1935. Above cast with Howard and Shelton started Feb. 27, 1939.

NETWORK COMMERCIALS—Continued

Plantation Party

Sponsor: Brown & Williamson Tobacco Corp. (Bugler Tobacco).

Agency: Russel M. Seeds Co., Inc.

Origination: Chicago.

Air Time: Wednesday, 8:30 to 9 p.m.. EDST (before May 8, 1940, Friday, 9 to 9:30 p.m.).

Network: NBC Blue; 79 stations.

Production: Tom Wallace (of the agency).

Script Writers: Harry Maus, Tom Wallace.

Talent: Whitey Ford, m.c.; Tom, Dick and Harry (Bud Van Dover, Marlin Hurt, Gordon Van Dover); Doring Sisters; Larry Wellington (accordionist); Michael Stewart (basso); the Westerners.

Agency Director: Tom Wallace.

Announcer: Charles Lyon.

Length of Run: Started Dec. 9, 1938.

Play Broadcast

Sponsor: Illinois Meat Co. (Redi-Meat).

Agency: Neisser-Meyerhoff, Inc.

Origination: Chicago.

Air Time: Monday, 8 to 8:30 p.m., EST.

Network: Mutual; 5 stations.

Production: Lou Jacobsen.

Script Writer: Al Lewin.

Talent: Harold Stokes and his Orchestra; Bill Anson, m.c.; Bob Elson; Dorothy Roberts; Murray Forbes.

Agency Director: Nelson Shawn.

Announcer: Norman Ross.

Conductor: Harold Stokes.

Theme Song: The Moon Is a Silver Dollar.

Length of Run: Started Feb. 19, 1940.

Pot o' Gold

Sponsor: Lewis-Howe Co. (Tums).

Agency: Stack-Goble Advertising.

Origination: New York (and other points depending upon band's tour).

Air Time: Thursday, 8:30 to 9 p.m. (before June 13, 1940, Tuesday, 8:30 to 9 p.m. and before Sept. 26, 1939, Monday, 9:30 to 10 p.m.).

Network: NBC Blue (before June 13, 1940, NBC Red); 81 stations.

Production: Paul Dudley, Harold Kemp (of the agency).

Script Writers: Paul Dudley, John A. Butler (of the agency).

Talent: Horace Heidt & His Musical Knights; Jack Costello; Le Ahn Sisters (Jean, Miriam, Virginia and Maree); Larry Cotton.

Agency Director: R. A. Porter.

Announcer: Jack Costello.

Conductor: Horace Heidt.

Theme Song: The March of the Heidt Brigade.

Music Arranger: Horace Heidt.

Length of Run: Started June 29, 1939, as the "Horace Heidt and His Musical Knights Program." Since Sept. 26, 1939, known as the "Pot o' Gold" Program.

Pretty Kitty Kelly

Sponsor: Continental Baking Co. (Wonder Bread, Hostess Cake).

Agency: Benton & Bowles, Inc.

Origination: New York.

Air Time: Monday through Friday, 10 to 10:15 a.m. (repeat from 4 to 4:15 p.m.).

Network: CBS; 45 stations.

Production: Ken Mac Gregor.

Script Writer: Frank Dahm.

Talent: Arline Blackburn (Kitty Kelly); Clayton Collyer (Michael); Helen Choate (Bunny); Dennis Hoey (Mr. Welby); Ethel Intropidi (Mrs. Welby); Matt Crowley (narrator); Sylvia Sidney (since Jan. 15, 1940); Winston Ross (as Jerome Brooks, since April 1940).

Agency Director: Ken MacGregor.

Announcer: Andrew Stanton.

Conductor: Ann Leaf, organist.

Theme Song: Kerry Dance.

Length of Run: Started March 8, 1937 (replaced "Renfrew of the Mounted").

Problem Clinic

Sponsor: Duart Mfg. Co. (Creme of the Milk Face Cream, Lotion, Lipstick).

Agency: Erwin, Wasey & Co., Inc.

Origination: San Francisco.

Air Time: Sunday, 2:30 to 3 p.m.

Network: CBS; 7 stations.

Production: Marigold Cassin (of the agency) assisted by Van Fleming (of CBS).

Script Writer: Marigold Cassin.

Talent: Tom Breneman as "Clinic Counselor"; with varying members on clinic board of discussion.

Agency Director: Marigold Cassin.

Announcer: Joe Walters.

Length of Run: Jan. 15, 1939, to July 9, 1939.

Procter & Gamble

(See "Against the Storm")

(See "Central City")

(See "Jimmie Fidler")

(See "The Goldbergs")

(See "The Guiding Light")

(See "Houseboat Hannah")

(See "Kitty Keene")

(See "Knickerbocker Playhouse")

(See "Life Can Be Beautiful")

(See "Lone Journey")

(See "Ma Perkins")

NETWORK COMMERCIALS—Continued

(See "The Man I Married")
(See "Manhattan Mother")
(See "Midstream")
(See "The O'Neills")
(See "Painted Dreams")
(See "Pepper Young's Family")
(See "Professor Quiz")
(See "The Right to Happiness")
(See "The Road of Life")
(See "Story of Mary Marlin")
(See "This Day Is Ours")
(See "The Trouble with Marriage")
(See "Truth and Consequences")
(See "Vic and Sade")
(See "What's My Name?")
(See "The Woman in White")

Professor Puzzlewit

Sponsor: Gallenkamp's Stores, Inc. (Shoes).
Agency: Long Advertising Service.
Origination: San Francisco.
Air Time: Sunday, 4 to 4:30 p.m., PST.
Network: NBC Red; 4 stations.
Production: Arnold Marquis.
Script Writer: Mrs. Gertrude Murphy.
Talent: Larry Keating (Professor Puzzlewit).
Agency Director: Hassel W. Smith.
Announcer: Berton Bennett.
Length of Run: Started March 19, 1937.

Professor Quiz

Sponsor: Procter & Gamble (Teel, Drene).
Agency: H. W. Kastor & Sons Advertising Co.
Origination: New York.
Air Time: Tuesday, 9:30 to 10 p.m. (with repeat from 12:30 to 1 a.m.) (previously Friday, 7:30 to 8 p.m., repeat from 9:30 to 10 p.m.; from Sept. 29, 1939 to April 30, 1940 repeat from 9 to 9:30 p.m.).
Network: CBS; 51 stations.
Production: L. Little.
Script Writer: Dr. Craig Earl and staff
Talent: Dr. Craig Earl (Professor Quiz); Bob Trout.
Agency Director: Robert Jennings.
Announcer: Bob Trout.
Length of Run: Started Sept. 8, 1939 (previously sponsored by Noxzema Chemical Co., Oct. 1, 1938 to June 24, 1939).

Prudential Life Ins. Co. of America

(See "When a Girl Marries")

Pull Over, Neighbor

Sponsor: Wilshive Oil Co.
Agency: Dan B. Miner Co.
Origination: Hollywood.

Air Time: Monday, 8 to 8:30 p.m., PST (Mutual) (previously Tuesday, 8 to 8:30 p.m., PST on NBC Red, and Tuesday, 8 to 8:30 p.m., CBS).

Network: NBC Red, 2 stations (June 8, 1938 to June 24, 1939); CBS, 3 stations (Aug. 3, 1939 to Sept. 12, 1939); Mutual and Don Lee Networks, 15 stations (since Sept. 18, 1939).

Production: John Guedel assisted by Jim Burton and Sam Pierce (of Mutual).

Script Writer: John Guedel.

Talent: Art Baker (program conductor, guide of "mythical tour").

Agency Director: John Guedel.

Announcers: Jim Burton (before Jan. 1, 1940, Sam Pierce; Chet Huntley, before Sept. 12, 1939; and Herb Allen, before July 6, 1939).

Length of Run: See above under "Network."

Pure Oil Co.

(See "Kaltenborn Edits the News")

Purity Baking Co.

(See "Smilin' Ed McConnell")

Q

Quaker Oats Co.

(See "Girl Alone")
(See "Quaker Variety Show")
(See "Stop-Me-If-You've-Heard-This-One")
(See "Dick Tracy")
(See "We, The Wives Quiz")

Quaker Variety Show

Sponsor: Quaker Oats Co.
Agency: Ruthrauff & Ryan, Inc.
Origination: New York.
Air Time: Monday, 8 to 8:30 p.m.
Network: NBC Red; 59 stations, and CBC.
Production: Nate Tufts.
Talent: Tommy Riggs & Betty Lou; Freddie Rich and his Orchestra; Eddie Green (after Feb. 5, 1940).
Agency Director: Nate Tufts.
Announcer: Dan Seymour.
Conductor: Freddie Rich.
Length of Run: Oct. 1, 1938, to March 25, 1940. (Program off during the summer of 1939 from May 27, to Sept. 4).

Quicksilver

Sponsor: Lewis-Howe Co. (Tums).
Agency: H. W. Kastor & Sons Advertising

NETWORK COMMERCIALS--Continued

Co. (before Oct. 25, 1939, Stack-Goble Advertising Agency).

Origination: Chicago.

Air Time: Wednesday, 8:30 to 9 p.m. (with repeat from 11:30 p.m. to 12 midnight; before Oct. 25, 1939, Tuesday, 7:15 to 7:30 p.m. with repeat from 11:15 to 11:30 p.m.).

Production: Gordon Hughes.

Script Writers: M. McBride Panton, Charles Cromer.

Network: NBC Blue; 53 stations. (Before Oct. 25, 1939, NBC Red; 29 stations).

Talent: Bob Brown; Ransom Sherman.

Agency Director: Robert G. Jennings.

Announcer: Dick Wells.

Length of Run: June 20, 1939, to April 17, 1940.

to 10:45 a.m. (before April 1940, Monday through Friday, 1:15 to 1:30 p.m.).

Network: NBC Red; 38 stations.

Production: Jack Hurdle, since June 1940 (previously Cyril Armbrister, Maury Lowell).

Script Writers: Margaret Sangster (before May 1, 1940, Vera Oldham).

Talent: Elsie Hitz; John McGovern; Kenneth Daigneau; Parker Fennelly; Jack Jordan.

Agency Director: Jack Hurdle, since June 1940 (previously Cyril Armbrister, Maury Lowell).

Announcer: Ford Bond.

Conductor: Ann Leaf, organist.

Theme Song: Andante Cantabile.

Length of Run: Started Oct. 9, 1939.

Quixie Doodle Contest

Sponsor: Mennen Co. (Mennen Shave Cream).

Agency: H. M. Kiesewetter Advertising Agency.

Origination: New York.

Air Time: Friday, 8 to 8:30 p.m.

Network: Mutual; 10 stations.

Production: Samm S. Baker.

Script Writers: F. Chase Taylor (Col. Stoopnagle), Al Garry, Will Glickman.

Talent: F. Chase Taylor (Colonel Lemuel Q. Stoopnagle); Alan Reed; contestants.

Agency Director: Samm S. Baker.

Announcer: Alan Reed.

Theme Song: I Love Coffee, I Love Tea.

Length of Run: Oct. 20, 1939, to April 19, 1940.

Religious Talks—Let's Go Back to the Bible

Sponsor: Moody Bible Institute.

Agency: Critchfield & Co.

Origination: Los Angeles.

Air Time: Sunday, 2:30 to 3 p.m. (repeats at 3 to 3:30 p.m., 6 to 6:30 p.m., 7 to 7:30 p.m. and 7:30 to 8 p.m.).

Network: Mutual; 10 stations.

Talent: Will H. Houghton; The Moody Singers.

Agency Directors: W. Frank McClure, M. E. Blackburn.

Length of Run: Sept. 25, 1938, to March 24, 1940. (Program off during 1939 from March 19 to Sept. 24).

Return to Romance

Sponsor: Colonial Dames, Inc. (Cosmetics).

Agency: Glasser Advertising.

Origination: KNX, Hollywood.

Air Time: Sunday, 2:45 to 3 p.m., PST.

Network: CBS; 6 stations.

Talent: Frank Graham.

Length of run: December 17, 1939 to April 17, 1940.

R

Radio Corp. of America

(See "Magic Key of RCA")

Ralston Purina Co.

(See "The Inside Story")

(See "Tom Mix Straight Shooters Program")

Ramsdell, Inc.

(See "The Johnson Family")

Ellen Randolph

Sponsor: Colgate-Palmolive-Peet Co. (Concentrated Super Suds).

Agency: Benton & Bowles, Inc.

Origination: New York.

Air Time: Monday through Friday, 10:30

Revelers, The—R & R Entertainers

Sponsor: Richardson & Robbins (Boned Chicken).

Agency: Charles W. Hoyt Co., Inc.

Origination: New York.

Air Time: Wednesday and Friday, 7:30 to 7:45 p.m.

Network: NBC Red and Blue; 5 stations.

Production: David Jeidell (of the agency).

Scripts: Handled by the agency.

Talent: The Revelers (Robert Simmons, Lewis James, John Herrick [replaced Elliott Shaw], Wilfred Glenn); Sam Herman; Three Singing Strings directed by Joseph Stopak.

NETWORK COMMERCIALS—Continued

Agency Director: R. Pratt.
Announcer: Jack Costello.
Conductor: Joseph Stopak.
Theme Song: Just Around the Corner.
Length of Run: Started April 18, 1938.

R. J. Reynolds Tobacco Co.

(See "Blondie")

(See "Camel Caravan with Bob Crosby's Orchestra")

(See "Bob Crosby's Orchestra")

(See "Benny Goodman's Camel Caravan")

(See "The Grand Ole Opry")

(See "Luncheon at the Waldorf")

(See "Al Pearce and His Gang")

(See "Today in Europe")

Richardson & Robbins

(See "The Revelers")

Richfield Oil Corp.

(See "Confidentially Yours")

(See "The Richfield Reporter")

Richfield Reporter, The

Sponsor: Richfield Oil Corp. (Gas & Oil).

Agency: Hixson-O'Donnell, Inc.

Origination: Hollywood.

Air Time: Daily except Saturday, 10 to 10:15 p.m., PST.

Network: NBC Red; 7 stations.

Script Writer: Wayne Miller.

Talent: John Wald; Don Forbes.

Agency Director: C. K. Breitenstein.

Announcers: John Wald, Don Forbes.

Length of Run: Started Aug. 1, 1932.

Right to Happiness, The

Sponsor: Procter & Gamble (Crisco).

Agency: Compton Advertising, Inc.

Origination: Chicago.

Air Time: Monday through Friday, 1:30 to 1:45 p.m., EST (before Jan. 22, 1940, NBC Blue, Monday through Friday, 10:15 to 10:30 a.m.).

Network: CBS; 35 stations, plus 19 CBC (before Jan. 22, 1940, NBC Blue; 24 stations).

Production: Howard Keegan (of Carl Wester & Co.).

Script Writer: Irna Phillips.

Talent: Nancy Douglass (Mildred Burke);

Connie Crowder (Doris Cameron);

Reese Taylor (William Walker); Eloise

Kummer (Carolyn Allen); Sarajane

Wells (Louise Sims); Arthur Kohl (Fred

Mintern); Virginia Dwyer (Lornal Hall);

Dick Wells (Dwight Kramer); Ruth

Bailey (Rose Kransky); Mignon Schreiber (Mrs. Kransky); Seymour Young (Jacob Kransky); Bernardine Flynn (Emily Burke); Carl Kroenke (Tom Burke); Carlton Kadell (Terry Burke); Pat Murphy (Donald Burke); Lucy Gilman (Katherine Burke).

Agency Supervisor: Gilbert Ralston.

Announcer: Don Gordan.

Conductor: Bernice Yanacek, organist.

Theme Song: Song of the Soul (Breil).

Length of Run: NBC Blue from Oct. 16, 1939, to Jan. 19, 1940; switched to CBS Jan. 22, 1940.

Rio Grande Oil, Inc.

(See "Calling All Cars")

Road of Life, The

Sponsor: Procter & Gamble, (Chipso, Oxydol).

Agency: Pedlar & Ryan, Inc. (also, since Jan., 1940, Blackett-Sample-Hummert).

Origination: Chicago.

Air Time: NBC Red: Monday through Friday, 11:15 to 11:30 a.m.; CBS: Monday through Friday, 1:45 to 2 p.m.

Network: NBC Red, 37 stations; and CBS, 25 stations.

Production: Elisabeth Howard (of the agency); Owen Vinson.

Script Writer: Irna Phillips.

Talent: Leo Curley (Mr. Brent); Percy

Hemus (Dr. Winslow); Alice Goodkin

(Julia Brent); Allen Baruch (Andy

Brent); Joan Kay (Myrtle Brooks);

Frankie Pacelli (Junior Stephenson);

Dorothy Meade (Sally Barnett); Lee

Young (Dr. Bill Evans); John Larkin

(Dr. Sam Martin); Betty Winkler (re-

placed Janet Lane) (Helen Gowen);

Ken Griffin (Jim Brent); Reese Tay-

lor (Dr. Parsons); Lesley Woods (Carole

Evans Martin); Vivian Fridell (Mary

Holt); Frank Dane (Fred Brent); Hope

Summers (Mrs. Evans); Donald Kraaz

(Butch McEwen); Cecil Roy (Mrs. Mc-

Ewen); Sidney Breese (Dr. Thompson);

Hugh Studebaker (Grandpa Sutter);

Joan Winters (Sylvia Bertram); Ken

Christy (Pete); Helen Van Tuyl (Mrs.

Brent); Marie Nelson (Mrs. Holt).

Agency Director: Elisabeth Howard.

Announcers: James Fleming (before Feb.

27, 1939, Stuart Metz, on NBC).

Length of Run: Started Sept. 13, 1937, on

NBC, and Jan. 3, 1938 on CBS.

Carson Robison & His Buckaroos

Sponsor: Musterole Co. (Musterole, Zemo).

NETWORK COMMERCIALS—Continued

Agency: Erwin, Wasey & Co., Inc.
Origination: New York.
Air Time: Friday, 8:30 to 9 p.m. (repeat from 11 to 11:30 p.m.).
Network: NBC Blue; 55 stations.
Production: Gager Wasey.
Script Writer: Carson Robison.
Talent: Carson Robison; Pearl Mitchell; John Mitchell; Bill Mitchell.
Agency Director: Gager Wasey.
Announcer: Jack Costello.
Conductor: Carson Robison.
Theme Song: Home Sweet Home on the Prairie.
Music Arranger: Carson Robison.
Length of Run: Oct. 4, 1938, to April 5, 1940. (Off during the summer of 1939 from April 3 to Oct. 13).

Romance of Helen Trent, The

Sponsor: Edna Wallace Hopper (Mon., Tues. and Wed.) and Fly-ded (Thurs. and Fri.).
Agency: Blackett-Sample-Hummert, Inc.
Origination: Chicago.
Air Time: Monday through Friday, 12:30 to 12:45 p.m.
Network: CBS; 37 stations.
General Supervisors of Script and Production: Frank and Anne Hummert.
Authors of Title and Original Story Line: Anne and Frank Hummert.
Script Writer: Mary Watkins Reeves, since Nov. 17, 1937.
Agency Script Editor: Mildren Fenton.
Talent: Virginia Clark (Helen Trent); dramatic cast.
Agency Director: Blair Walliser.
Announcer: Don Hancock.
Conductor: Lawrence Salerno.
Theme Song: Just a Little Love, A Little Kiss.
Length of Run: Started July 24, 1933.

Elliott Roosevelt

Sponsor: Emerson Radio & Phonograph Corp.
Agency: Grady & Wagner.
Origination: Various places.
Air Time: Tuesday, Thursday, Saturday, 7:15 to 7:30 p.m. (repeat from 10 to 10:15 p.m.).
Network: Mutual; 32 stations.
Talent: Elliott Roosevelt, commentator.
Length of Run: June 10, 1939, to Nov. 30, 1939.

Lanny Ross

Sponsor: Campbell Soup Co. (Franco-American Spaghetti).
Agency: Ruthrauff & Ryan, Inc.

Origination: New York.
Air Time: Monday through Friday, 7:15 to 7:30 p.m. with repeat from 11:15 to 11:30 p.m. (April 1 to April 30, 1940, Mon., Wed., Thurs., Fri., 7:15 to 7:30 p.m.; Jan. 22 to April 1, 1940, Mon. to Fri., 2 to 2:15 p.m. with repeat from 6 to 6:15 p.m.; before Jan. 22, 1940, Mon., Wed., Fri., 11 to 11:15 a.m. with repeat from 1:45 to 2 p.m.).
Network: CBS; 51 stations.
Talent: Lanny Ross; three piece orchestra (Andy Sannella, Dick Leibert, Joe Lilley).
Announcer: Del Sharbutt.
Conductor: Lanny Ross.
Theme Song: Moonlight and Roses.
Length of Run: Started Oct. 9, 1939.

Royal Desserts Program

Sponsor: Standard Brands, Inc. (first half-hour, Royal Desserts; second half-hour, Fleischmann's Foil Yeast).
Agency: J. Walter Thompson Co.
Origination: New York and Hollywood.
Air Time: Thursday, 8 to 9 p.m.
Network: NBC Red; 51 stations.
Production: Handled by the agency.
Script Writers: Various, including George Faulkner and Tony Stanford.
Talent: Rudy Vallee and Orchestra; guests.
Announcers: Graham McNamee; others.
Conductor: Rudy Vallee.
Theme Song: My Time Is Your Time.
Length of Run: Original Standard Brands contract with Rudy Vallee (for Fleischmann's Yeast) started Sept. 5, 1929; last series ran from Sept. 24, 1936, to Sept. 28, 1939.

S

S & W Fine Foods, Inc.

(See "I Want a Divorce")

Saturday Night Serenade

Sponsor: Pet Milk Sales Co. (Irradiated Pet Milk).
Agency: Gardner Advertising Co.
Origination: New York.
Air Time: Saturday, 9:45 to 10:15 p.m. (before July 8, 1939, 9:30 to 10 p.m.).
Network: CBS; 54 stations.
Production: Roland Martini (of the agency).
Script Writer: Mrs. Erma Proetz (of the agency).
Talent: Mary Eastman; Bill Perry; Gustav Haenschen and his Orchestra; The

NETWORK COMMERCIALS—Continued

Serenaders (14 choral voices); Bob Trout.
Agency Director: Roland Martini.
Announcer: Bob Trout.
Conductor: Gustav Haenschen.
Theme Song: Silver Star.
Music Arranger: Gustav Haenschen.
Length of Run: Started Oct. 3, 1936; latest series began Oct. 1, 1938.

Scattergood Baines

Sponsor: William Wrigley, Jr., Co. (Spearmint Gum).
Agency: Nelsser-Meyerhoff, Inc.
Origination: Chicago.
Air Time: Monday through Friday, 5:45 to 6 p.m. (before Sept. 11, 1939, 10:15 to 10:30 a.m.).
Network: CBS; 75 stations.
Production: Walter Preston.
Script Writers: George Milburn, Louis Zarra.
Talent: Jess Pugh (Scattergood Baines); Frances Trout (Pliny Pickett); Catherine McCune (Clara Potts); Arnold Robertson (Ed Potts); Forrest Lewis (Squire Hopper); John Hearne (Hippocrates Brown).
Agency Director: Nelson Shawn.
Announcer: George Watson.
Length of Run: Started Feb. 22, 1937.

Screen Guild Theatre

Sponsor: Gulf Oil Corp.
Agency: Young & Rubicam, Inc.
Origination: Hollywood.
Air Time: Sunday, 7:30 to 8 p.m.
Network: CBS; 66 stations.
Production: Tom Lewis (of the agency).
Script Writers: Austin Peterson, Jess Oppenheimer, Charles Tazewell, Sam Kurtzman, Charles Paswell.
Talent: Roger Pryor, m.c., after Sept. 24, 1939 (previously, George Murphy); Oscar Bradley and his Orchestra; guests.
Agency Director: Joseph Hill.
Announcer: John Conte.
Conductor: Oscar Bradley.
Music Arranger: Earl Lawrence.
Length of Run: Jan. 8, 1939 to April 21, 1940. (Off during the summer of 1939 from June 4 to Sept. 24.)

Sealtest, Inc.

(See "Rudy Vallee Sealtest Program")
(See "Your Family and Mine")

Second Husband

Sponsor: Bayer Co. (Bayer Aspirin).
Agency: Blackett-Sample-Hummert, Inc.

Origination: New York.
Air Time: Tuesday, 7:30 to 8 p.m.
Network: CBS; 54 stations.
General Supervisors of Script and Production: Frank and Anne Hummert.
Authors of Title and Original Story: Frank and Anne Hummert.
Script Writer: David Davidson, since May 23, 1939.
Agency Script Editor: Lloyd Rosenmond.
Talent: Helen Menken (Brenda Cummings); Joseph Curtin (Grant Cummings); Jay Jostyn (Ben Porter); Janice Gilbert (Fran); Tommy Donnelly (Dick); Carleton Young (Bill Cummings); Ralph Locke (Milt Brownspun).
Agency Director: Ed Wolfe.
Announcer: Andre Baruch.
Conductor: Victor Arden.
Theme Song: If Love Were All; and Diane.
Length of Run: Started April 14, 1937 on NBC; shifted to CBS, August 3, 1937.

Sensations & Swing

Sponsor: P. Lorillard & Co. (Sensation Cigarettes and Muriel Cigars.)
Agency: Lennen & Mitchell, Inc.
Origination: New York.
Air Time: Monday, 7:30 to 8 p.m. (repeat from 10:30 to 11 p.m.).
Network: NBC Red and Blue; 84 stations (61 stations before January, 1940).
Production: Blayne Butcher.
Talent: Sammy Kaye (before Jan. 1940, Larry Clinton) and his Orchestra; Alan Kent, m.c.; Richard Brooks; Vass Family (Sally, Virginia, Emily, Louisa and Frank); Mary Dugan and Ford Leary (off after Dec. 25, 1939).
Agency Director: Blayne Butcher.
Announcer: Alan Kent.
Conductor: Sammy Kaye (previously Larry Clinton).
Length of Run: July 3, 1939 to June 24, 1940.

Shadow, The

Sponsor: Delaware, Lackawanna & Western Coal Co. (Blue Coal).
Agency: Ruthrauff & Ryan, Inc.
Origination: New York.
Air Time: Sunday, 5:30 to 6 p.m.
Network: Mutual; 8 stations (also 6 New England stations at 4:30 to 5 p.m.).
Production: Bill Tuttle.
Script Writers: Free lance writers.
Talent: Bill Johnstone (Lamont Cranston); Marjorie Anderson (Margot Lane); others.
Agency Director: Bill Tuttle.

NETWORK COMMERCIALS—Continued

Announcer: Ken Roberts.
Length of Run: Original contract started Sept. 26, 1937; last series ran from Sept. 24, 1939 to April 7, 1940. (Program off during 1939 from March 19 to Sept. 24.)

Sherwin-Williams Co.

(See "Metropolitan Opera Auditions of the Air")

Sherwood Bros.

(See "Confidentially Yours")

Show of the Week

Sponsor: Cooperative Group.
Agency: Redfield-Johnstone, Inc.
Origination: New York.
Air Time: Sunday, 6:30 to 7 p.m. (also Friday, 6:30 to 7 p.m. and 7 to 7:30 p.m.).
Network: Mutual; 11 stations. (Before October, 1939, 80 stations).
Production: Norman S. Livingston.
Script Writer: Bill Barr.
Talent: Happy Jim Parsons, since March 24, 1940 (previously at different times, Budd Hulick, Ernest Chappell, Ray Perkins); Dave Driscoll; name band and guest singers each week.

Agency Director: Norman S. Livingston.
Announcers: Local announcers.
Conductor: Changed weekly.
Length of Run: Started Sept. 25, 1938. (Off during the summer of 1939 from June 18 to Oct. 1 and during 1940 from June 23 to Sept. 29).

Signal Carnival

Sponsor: Signal Oil Co.
Agency: Barton A. Stebbins (formerly Logan & Stebbins).
Origination: Hollywood (originally San Francisco).
Air Time: Sunday, 7:30 to 8 p.m., PST.
Network: NEC Pacific Coast Red; 12 stations.
Production: Paul Conlan, Dave Elton.
Script Writers: Paul Conlan, Marvin Fisher.
Talent: Jack Carson, m.c.; Barbara Jo Allen (Vera Vague); John Gibson (Deems); Hans Conried (J. Thorndike Boon); Signaleer Quartette (Dick Davis, Bob Stevens, Kirby Grant, Harry Stanton); Kay St. Germain, soloist; Harold Peary, characterizations.
Agency Director: Barton A. Stebbins.
Announcer: John Frazer.
Conductor: Gordon Jenkins.
Theme Song: Original by Meredith Willson.

Music Arranger: Gordon Jenkins.
Length of Run: Started Nov. 20, 1936.

Signal Oil Co.

(See "Signal Carnival")

Silver Theatre

Sponsor: International Silver Co. (International Sterling, 1847 Rogers Bros. Silverplate).
Agency: Young & Rubicam, Inc.
Origination: Hollywood.
Air Time: Sunday, 6 to 6:30 p.m.
Network: CBS; 53 stations, plus 30 CBC.
Production: Glenhall Taylor.
Script Writers: True Boardman, William Bowers.
Talent: Conrad Nagel; Felix Mills and his Orchestra; guest stars of stage and screen.
Agency Director: Glenhall Taylor.
Announcer: Dick Joy.
Conductor: Felix Mills.
Theme Song: Original.
Length of Run: Original contract started Oct. 3, 1937; above setup ran from Oct. 2, 1938, to May 5, 1940. (Program off during the summer of 1939 from May 28 to Oct. 8).

Sinclair Refining

(See "The World Today")

Sky Blazers

Sponsor: Continental Baking Co. (Wonder Bread).
Agency: Benton & Bowles, Inc.
Origination: New York.
Air Time: Saturday, 7:30 to 8 p.m. (after June 29, 1940, 8 to 8:30 p.m.) (repeat from 11 to 11:30 p.m.).
Network: CBS; 48 stations.
Production: Ken Mac Gregor.
Script Writer: Phillips Lord.
Talent: Col. Roscoe Turner, m.c.; guests.
Agency Director: Ken Mac Gregor.
Announcer: Nelson Case.
Length of Run: Started Dec. 9, 1939.

Dr. Earl S. Sloan, Inc.

(See "Youth Vs. Age")

Smilin' Ed McConnell

Sponsor: Acme White Lead & Color Works (Paint Products, Lin-X).
Agency: Henri, Hurst & McDonald, Inc.
Origination: Chicago.
Air Time: Saturday, 11:15 to 11:30 a.m.

NETWORK COMMERCIALS—Continued

Network: NBC Red; 38 stations (from Sept. 27, 1938, to June 22, 1939, on NBC Blue, with repeat on Red).

Production: Dave Dole.

Script Writer: Ed McConnell.

Talent: Smilin' Ed McConnell, the Singing Philosopher.

Agency Director: Frank W. Ferrin.

Announcer: Norman Barry.

Conductor: Irma Glen, organist.

Theme Song: Paint Away the Cares of the Day.

Length of Run: Sept. 27, 1938, to May 18, 1940. (Off during 1939 from June 22 to Sept. 16).

Smilin' Ed McConnell

Sponsor: Air Conditioning Training Corp.

Agency: Weill & Wilkins, Inc. (now Norman S. Weill, Inc.).

Origination: Chicago.

Air Time: Sunday, 10:45 to 11 a.m., EST (repeat from 11:15 to 11:30 a.m.).

Network: NBC Blue; 27 stations.

Talent: Smilin' Ed McConnell; Irma Glen, organist; Del Owen, pianist.

Length of Run: Oct. 29, 1939, to Jan. 28, 1940.

Smilin' Ed McConnell

Sponsor: Purity Baking Co. (Taystee Bread).

Agency: Campbell-Mithun, Inc.

Origination: Chicago.

Air Time: Monday through Friday, 4:45 to 5 p.m.

Network: CBS; 18 stations.

Talent: Smilin' Ed McConnell, the Singing Philosopher.

Conductor: Dave Bacal.

Length of Run: Oct. 16, 1939, to April 12, 1940.

Kate Smith Hour

Sponsor: General Foods Corp. (Grape Nuts).

Agency: Young & Rubicam, Inc.

Origination: New York.

Air Time: Friday, 8 to 8:55 p.m. (repeat from 12 to 12:55 a.m.).

Network: CBS; 77 stations.

Production: Harry Ackerman.

Script Writers: John Grant, Don Sharpe and Sylvan Taplinger.

Talent: Kate Smith; Ted Collins; Budd Abbott and Lou Costello; Ted Straeter Chorus; Johnny Williams; Jack Miller and his Orchestra; Theatre Group; Parker Fennelly and Arthur Allen in Snow Village Sketches (off after March 1940); guests.

Agency Director: Harry Ackerman.

Announcer: Andre Baruch.

Conductor: Jack Miller.

Theme Song: Original.

Music Arranger: Tony Gale.

Length of Run: Sept. 30, 1937 to June 28, 1940. (Off during the summer of 1939 from June 29 to Oct. 6).

Kate Smith's Noonday Chats

Sponsor: General Foods Corp.

Agency: Young & Rubicam, Inc. (also Benton & Bowles, Inc.).

Origination: New York.

Air Time: Monday through Friday, 12 to 12:15 p.m.

Network: CBS; 66 stations.

Production: Harry Ackerman.

Script Writer: Jane Tompkins.

Talent: Kate Smith.

Agency Director: Harry Ackerman.

Announcer: Ted Collins.

Length of Run: Started Oct. 4, 1938. (Off during 1939 from May 27 to Oct. 9).

Smoke Dreams

Sponsor: H. Fendrich, Inc.

Agency: Ruthrauff & Ryan, Inc.

Origination: Cincinnati.

Air Time: Sunday, 2 to 2:30 p.m. (Oct. 2, 1938, to May 16, 1939, Tuesday, 10:45 to 11 p.m., NBC Blue).

Network: NBC Red; 13 stations (previously NBC Blue; 21 stations).

Script Writer: Art Trask.

Talent: "The Dreamer"; Virginio Maruccio and his Orchestra; soloists; guests.

Agency Director: Art Trask.

Announcer: Charles Wood.

Conductor: Virginio Maruccio.

Length of Run: Oct. 2, 1938, to May 16, 1939, on NBC Blue; started on NBC Red, Jan. 14, 1940.

Society Girl

Sponsor: Corn Products Refining Co. (Kre-mel, Linit, Karo-Mazola-Argo Corn Starch).

Agency: C. L. Miller Co.

Origination: New York.

Air Time: Monday through Friday, 3 to 3:15 p.m. (before Jan. 29, 1940, from 3:15 to 3:30 p.m.).

Network: CBS; 48 stations.

Production: Roger White.

Script Writers: David Davidson, Jerome Ross.

Talent: Charlotte Manson (Bryn Barrington); Alexander Kirkland (Russ Barrington); Arthur Elmer (Mickey Marlowe); Ed Jerome (Dwight Barrington); Beatrice Miller (Mrs. Gertrude Grant); Billy Livingston (since Jan. 22, 1940)

NETWORK COMMERCIALS--Continued

(Billy Carmichael); Jackie Coogan;
Elaine Barrie.
Agency Director: Ted Cott.
Announcers: John Reed King (before April,
1940, Irving Kaufman).
Conductor: Ted Steele (Novachordist).
Length of Run: Started Oct. 9, 1939.

Sofenz Sales Corp.

(See "Beauty Secrets")

Spelling Bee

Sponsor: Duart Manufacturing Co.
Agency: Erwin, Wasey & Co., Inc.
Origination: San Francisco.
Air Time: Sunday, 7 to 7:30 p.m., PST.
Network: CBS.
Talent: Tom Breneman.
Length of Run: Started Jan. 15, 1939, as
"Human Interest" program; ran from
May 21, 1939, to July 9, 1939, as "Spell-
ing Bee."

Spelling Bee, Paul Wing's

Sponsor: Cummer Products Co. (En-
gerine).
Agency: Stack-Globe Advertising Agency.
Origination: New York.
Air Time: Sunday, 5:30 to 6 p.m.
Network: NBC Red; 24 stations.
Production: Harold Kemp (of the agency).
Script Writers: Paul Wing, John Butler
(of the agency).
Talent: Paul Wing, conductor; contest-
ants.
Agency Director: R. A. Porter.
Announcers: Jack Costello, Alan Kent.
Length of Run: Sept. 11, 1938, to Jan.
14, 1940.

Spelling Beeliner

Sponsor: Los Angeles Soap Co. (Sierra
Pine Toilet Soap).
Agency: Raymond R. Morgan Co.
Origination: KNX, Hollywood.
Air Time: Sunday, 1 to 1:30 p.m., EST.
Network: CBS; 7 stations.
Talent: Tom Breneman.
Agency Director: Sam Pierce.
Announcer: Sam Pierce.
Length of Run: Started Jan. 7, 1940.

Sperry Flour Co.

(See "Doctor Kate")
(See "Sam Hayes")
(See "Martha Meade")
(See "My Children")

Sports Huddle

Sponsor: Stephano Brothers (Marvels
Cigarettes).
Agency: Aitkin-Kynett Co.
Origination: KNX, Hollywood.
Air Time: Tuesday, Thursday, Saturday,
6:45 to 6:55 p.m., PST (before April,
1940, 7:45 to 8 p.m., PST).
Network: CBS Pacific Coast.
Talent: Tom Breneman; Braven Dyer.
Announcer: Maury Webster.
Length of Run: Started October, 1939.

Sports Pop-Offs

Sponsor: Stephano Brothers.
Agency: Aitkin-Kynett Co.
Origination: San Francisco.
Air Time: Tuesday, Thursday, Sunday,
9:30 to 9:45 p.m., PST.
Network: CBS, Pacific Coast.
Talent: Tom Breneman.
Length of Run: July 25, 1939 to Oct. 21,
1939.

Standard Brands, Inc.

(See "Chase & Sanborn Program")
(See "Getting the Most Out of Life")
(See "I Love a Mystery")
(See "One Man's Family")
(See "Royal Desserts Program")
(See "Those We Love")

Standard Oil Co. of Calif.

(See "Standard School Broadcast")
(See "Standard Symphony")

Standard School Broadcast

Sponsor: Standard Oil Co. of California.
Agency: McCann-Erickson, Inc.
Origination: San Francisco, Honolulu.
Air Time: Thursday, 11 to 11:45 a.m., PST
(Honolulu, Tuesday, 8:15 to 9 a.m.).
Network: NBC Blue; 12 stations.
Production: John Ribbe.
Script Writers: Adrian F. Michaelis, Ar-
thur S. Garbett, John Ribbe.
Talent: Standard Ensemble of 10 pieces:
"Rondomel," the Music Sprite; Bob
Rockwell (Philomel, the Troubadour);
Raymond Marlowe (tenor); Jack-of-Old-
Tunes); Armand Girard, baritone.
Agency Director: H. G. Anderson; Adrian
F. Michaelis (sponsor director).
Announcer: Grant Pollock.
Conductor: Arthur Schwarzman.
Length of Run: Throughout each school
season since Oct. 1, 1928; Honolulu, since
October, 1937.

NETWORK COMMERCIALS—Continued

Standard Symphony

Sponsor: Standard Oil Co. of California.
Agency: McCann-Erickson, Inc.
Origination: San Francisco.
Air Time: Thursday, 8:30 to 9 p.m., PST (before Dec. 1939, 8:15 to 9:15 p.m.).
Network: NBC Red; 6 stations.
Production: John Ribbe.
Script Writers: John Ribbe, Adrian F. Michaelis.
Talent: Various West Coast symphony orchestras.
Agency Director: H. G. Anderson, Adrian F. Michaelis (sponsor director).
Length of Run: Started Oct. 23, 1927.

Stephano Bros.

(See "Sports Huddle")
(See "Sports Pop-Offs")

Stepmother

Sponsor: Colgate-Palmolive-Peet Co. (Colgate Toothpowder).
Agency: Sherman & Marquette, Inc.
Origination: Chicago.
Air Time: Monday through Friday, 10:45 to 11 a.m. (repeat from 4:45 to 5 p.m.).
Network: CBS; 38 stations.
Production: Les Weinrott.
Script Writers: Joclyn Gerry, Les Weinrott, Ruth Borden.
Talent: Francis X. Bushman (John Fairchild); Sunda Love (Kay Fairchild); Barbara Fuller (Peg Fairchild) (before April 9, 1940, Peggy Wall); Cornelius Peeples (Bud Fairchild); Guila Adams (Mattie) (before April 22, 1940, Edith Davis); Eileen Palmer (Gen. Porter) (before May 14, 1940, Ethel Owen); Bess McCammon (Grandma Fairchild) (before April 17, 1940, Kay Miller); John Larkin (Bert Weston).
Agency Director: Henry Selinger.
Announcer: Don Hancock.
Theme Song: Chopin's "Impromptu".
Length of Run: Started Jan. 17, 1938.

Sterling Products, Inc.

(See "Court of Missing Heirs")

Stillicious Kids Quizaroo

Sponsor: Chocolate Products Co.
Agency: McCord Co., Inc.
Origination: Los Angeles and San Francisco.
Air Time: Saturday, 10 to 10:30 a.m.

Network: CBS; 3 stations.
Talent: Knox Manning; Jack Gregson.
Length of Run: Started March 16, 1940.

Stop-Me-If-You've-Heard-This-One

Sponsor: Quaker Oats Co.
Agency: Ruthrauff & Ryan, Inc.
Origination: New York.
Air Time: Saturday, 8:30 to 9 p.m.
Network: NBC Red; 65 stations.
Production: Nathan Tufts.
Talent: Milton Berle, m.c.; Gagbusters (J. C. Flippen, Harry Hershfield [until Dec. 30, 1939], and a different guest gagbuster each week); Vincent Travers and his Orchestra (before November, 1939, guest orchestras each week).
Agency Director: Nathan Tufts.
Announcer: Dan Seymour.
Conductor: Vincent Travers (before November, 1939, guest conductors).
Length of Run: Oct. 7, 1939, to Feb. 24, 1940.

Story of Mary Marlin

Sponsor: Procter & Gamble (Ivory Soap & Snow).
Agency: Compton Advertising, Inc.
Origination: Chicago.
Air Time: Monday through Friday, 10:30 to 10:45 a.m. (Blue); 3 to 3:15 p.m. (Red).
Network: NBC Red (66 stations); NBC Blue (22 stations); plus 27 CBC stations.
Production: Frank Papp (previously Axel Gruenberg, who, in turn, had replaced Maurice Lowell).
Script Writer: Jane Crusinberry.
Talent: Anne Seymour (Mary Marlin); Robert Griffin (Joe Marlin); Carlton Bricket (David Post); Arthur Kohl (Arnold); Patti Willis (Davey Marlin); Phil Lord (Frazer Mitchell); Frances Carlton (Bunny Mitchell); Rupert La Belle (Rufus Kane); Frankie Pacelli (Timothy Kent); Helen Behmiller (Sarah Jane Kane); Arthur Peterson (Pater Hujas); Robert Gilbert (Ben Jamison); Frank Dane (Hendricks); Cliff Soubier (Daniel B. Burke); Fred Sullivan (Senator Cobridge); Kathryn Card (Della Worthington); Bret Morrison (Jonathan); Rennee Radier (Celeste); Hugh Rowlands (Sandy); Robert Jellison (Oswald Ching); Loretta Poynton (Cynthia Adams); Olga Rosenova (Tanya); Arthur Jacobsen (Charlie Goodspeed); Byron Keith (Alexandre Stranoff); Billy Lee (George Crab); Rosemary Garbell (Tootie); Judith Lowry (Annie); Pat Murphy (Adam Fury); and the following sometime players: James Rose (Merit); Arthur Kohl (Arthur Adams);

NETWORK COMMERCIALS—Continued

Connie Crowder (Margaret Adams); Franklyn Adams (Bill Adams); Earl George (Edwards); Howard Hoffman (Stokes).

Agency Director: Gilbert Ralston (supervisor).

Announcer: Bob Brown.

Conductor: Allan Grant, pianist.

Theme Song: Clair de Lune (Debussy).

Length of Run: Started March 29, 1937.

Van Dyne; Ethel Owens; Serenaders Quartet; Sylvia Clark (after Aug. 10, 1939).

Agency Director: Alden Goble.

Announcer: Louis Roen.

Conductor: Rex Maupin.

Length of Run: Sept. 30, 1938, to Sept. 22, 1939.

Swift & Co.

(See "Sunbrite Smile Parade")

Strange As It Seems

Sponsor: Colgate-Palmolive-Peet Co. (Palmolive Shave Cream, Brushless Shave).

Agency: Benton & Bowles, Inc.

Origination: New York.

Air Time: Thursday, 8:30 to 8:55 p.m. (repeat from 12 to 12:25 a.m.).

Network: CBS; 54 stations.

Production: Maurice Lowell, Ken Mac Gregor, Cyril Armbrister.

Script Writer: John Hix.

Talent: John Hix; dramatic cast.

Agency Director: Cyril Armbrister.

Announcer: Alois Havrilla.

Conductor: Ted Steele.

Length of Run: Started Aug. 17, 1939.

Raymond Gram Swing

Sponsor: General Cigar Co.

Agency: J. Walter Thompson Co.

Origination: New York.

Air Time: Monday and Friday, 10 to 10:15 p.m., EST.

Network: Mutual; 3 stations.

Talent: Raymond Gram Swing, commentator.

Length of Run: Started Sept. 25, 1939.

Swingo

(Philip Morris Musical Game)

Sponsor: Philip Morris & Co., Ltd.

Agency: Biow Co.

Origination: New York.

Air Time: Sunday, 8:30 to 8:55 p.m., EDST (repeat from 11 to 11:25 p.m.).

Network: CBS; 35 stations.

Production: Walter A. Tibbals.

Talent: Johnny Green and his Orchestra; Ray Bloch's Swing 14; "Beverly"; Audrey Marsh; Glenn Cross; Floyd Sherman; contestants.

Agency Director: Walter A. Tibbals.

Announcer: Charles O'Connor.

Conductor: Johnny Green.

Theme Song: On the Trail.

Music Arranger: Johnny Green.

Length of Run: Started May 5, 1940.

Paul Sullivan Reviews the News

Sponsor: Brown & Williamson Tobacco Corp. (Raleigh Cigarettes).

Agency: Batten, Barton, Durstine & Osborn, Inc.

Origination: WHAS, Louisville.

Air Time: Monday through Friday, 6:30 to 6:45 p.m. (repeat from 7:15 to 7:30 p.m. and 1 to 1:15 a.m.) (before April 29, 1940, Sunday through Friday, 11 to 11:15 p.m. with repeats from 12 midnight to 12:15 a.m. and 1 to 1:15 a.m.).

Network: CBS; 39 stations.

Talent: Paul Sullivan, commentator.

Length of Run: Started Sept. 24, 1939.

Sun Oil Co.

(See "Lowell Thomas—The Day's News")

Sunbrite Smile Parade

Sponsor: Swift & Co. (Sunbrite Cleanser). Agency: Stack-Goble Advertising Agency. Origination: Chicago.

Air Time: Thursday, 4 to 4:30 p.m.

Network: NBC Blue; 55 stations.

Production: Wynn Orr, Alden Goble (of the agency).

Script Writer: Ransom Sherman.

Talent: Ransom Sherman; Rex Maupin and his Orchestra; Francis Allison; Wayne

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Take It Or Leave It

Sponsor: Eversharp, Inc.

Agency: Biow Co.

Origination: New York.

Air Time: Sunday, 10 to 10:30 p.m. (repeat from 12:30 to 1 a.m.).

Network: CBS; 27 stations.

Production: W. A. Tibbals.

Talent: Bob Hawk, m.c.

Agency Director: W. A. Tibbals.

Announcer: David Ross.

Conductor: Ray Bloch.

Theme Song: Original.

NETWORK COMMERCIALS—Continued

Music Arranger: Ray Bloch.
Length of Run: Started April 21, 1940.

Telephone Hour, The

Sponsor: Bell Telephone System.
Agency: N. W. Ayer & Son, Inc.
Origination: New York.
Air Time: Monday, 8 to 8:30 p.m., EDST.
Network: NEC Red; 87 stations.
Script Writers: John K. Lagemann (continuity writer), Alma Marks (research).
Talent: James Melton; Franca White; Bell Symphonic Orchestra and a chorus of 14 voices, both directed by Don Voorhees.
Agency Director: Arthur Daly.
Announcers: Floyd Mack, Warner Anderson.
Conductor: Don Voorhees.
Theme Song: Original by Don Voorhees.
Music Arrangers: Ardon Cornwell, John W. Rehauser, Albert Nussbaum, Kenneth Christie.
Length of Run: Started April 29, 1940.

Alec Templeton Time

Sponsor: Miles Laboratories, Inc. (Alka-Seltzer).
Agency: Wade Advertising Agency.
Origination: Chicago.
Air Time: Monday, 9:30 to 10 p.m., EDST.
Network: NBC Red; 81 stations.
Talent: Alec Templeton; William Miller Chorus; Daniel Saidenberg and Orchestra; Pat O'Malley, dialectician; guest stars.
Agency Directors: Edward Simmons, Jeff Wade.
Announcer: Fort Pearson.
Conductor: Daniel Saidenberg.
Music Arranger: L. A. Kempinski.
Length of Run: Started Sept. 25, 1939.

Texaco Star Theatre

Sponsor: Texas Co.
Agency: Buchanan & Co.
Origination: Hollywood and New York.
Air Time: Wednesday, 9 to 10 p.m.
Network: CBS; 88 stations.
Production: Jack Runyon (Hollywood); Ed Gardner (Hollywood) (until April, 1940); Transamerican Broadcasting & Television Corp. (New York).
Script Writers: Keith Fowler, Tom Langan, Abe Burrows, and Leo Townsend (Hollywood); Milton Geiger, and Doris Gilbert (New York).
Talent: From Hollywood: Ken Murray; Kenny Baker; Frances Langford; Irene Noble; Ryan; David Broekman and his Orchestra. Second half hour from New York: Burns Mantle (drama critic

of N. Y. Daily News) with Broadway stars and plays.

Agency Director: Paul Munroe.
Announcers: Jimmy Wallington (Hollywood); Larry Elliot, (N. Y.).
Conductor: David Broekman.
Theme Song: Original by David Broekman.
Length of Run: Started Oct. 5, 1938. (Off during 1939 from June 28 to Sept. 13).

This Amazing America

Sponsor: Greyhound Lines.
Agency: Beaumont & Holman, Inc.
Origination: Chicago.
Air Time: Friday, 9:30 to 10 p.m. (repeat from 12 to 12:30 a.m. (before May 3, 1940, Friday, 8 to 8:30 p.m.).
Network: NBC Blue; 79 stations.
Production: C. L. Menser.
Script Writer: William Murphy.
Talent: Roy Shield and his Orchestra; Bob Brown, m.c.; Ranch Boys (Jack Ross, Shorty Carson, Curly Bradley); Curly Bradley, soloist.
Agency Director: H. C. Vogel.
Announcer: Fort Pearson.
Conductor: Roy Shield.
Theme Song: Highways Are Happy Ways.
Music Arranger: Roy Shield.
Length of Run: Started Feb. 16, 1940.

This Day Is Ours

Sponsor: Procter & Gamble (Crisco).
Agency: Compton Advertising, Inc.
Origination: New York.
Air Time: Monday through Friday, 10:15 to 10:30 a.m. (before Jan. 22, 1940, CBS, Monday through Friday, 1:30 to 1:45 p.m.).
Network: NBC Blue; 19 stations (before Jan. 22, 1940, CBS; 47 stations).
Production: Chick Vincent (of Transamerican Broadcasting & Television Corp.).
Script Writers: Don Becker, Carl Bixby.
Talent: Jay Jostyn (Curt Curtis); Joan Banks (Eleanor McDonald); Alan Devitt (Wong); Julian Noa (Eugene Snell); House Jameson (Frank Allison); Agnes Moorehead (Catherine Allison); Effie Palmer (Mrs. Farnsworth); Leslie Bingham (Mrs. Simpson).
Agency Director: Mary Louise Anglin (supervisor).
Announcer: Melvin Allen.
Conductor: William Meeder, organist.
Theme Song: Original music by Don Becker.
Length of Run: Started on CBS, Nov. 7, 1938; switched to NBC Blue, Jan. 22, 1940, and ended March 29, 1940.

NETWORK COMMERCIALS—Continued

Lowell Thomas—The Day's News

Sponsor: Sun Oil Co. (Sunoco Motor Oil).
Agency: Roche, Williams & Cunningham, Inc.
Origination: New York.
Air Time: Monday through Friday, 6:45 to 7 p.m.
Network: NBC Blue; 21 stations.
Production: Charles Warburton (of NBC).
Script Writer: Lowell Thomas.
Talent: Lowell Thomas.
Announcer: Hugh James.
Length of Run: Original contract started June 13, 1932.

Ed Thorgersen—Sports

Sponsor: Congress Cigar Co. (La Palina).
Agency: Marschalk & Pratt, Inc.
Origination: New York.
Air Time: Saturday, 5:45 to 6 p.m. (repeat from 6:45 to 7 p.m.).
Network: Mutual; 20 stations.
Talent: Ed Thorgersen.
Agency Director: Ned Whitehead.
Announcer: Nelson Case.
Length of Run: Sept. 30 to Dec. 2, 1939.

Those We Love

Sponsor: Standard Brands, Inc. (Royal Desserts).
Agency: J. Walter Thompson Co.
Origination: San Francisco.
Air Time: Thursday, 8:30 to 9 p.m. (repeat from 12:30 to 1 a.m.).
Network: NBC Red; 46 stations.
Production: Bob Brewster.
Script Writer: Agnes Ridgway.
Talent: Nan Grey; Donald Woods; Richard Cromwell; Oscar O'Shea; Alma Kruger.
Agency Director: H. Calvin Kuhl.
Conductor: Edward Kay.
Theme Song: Those We Love.
Length of Run: Oct. 5, 1939, to March 28, 1940.

Thunder Over Paradise

Sponsor: C. F. Mueller Co. (Macaroni).
Agency: Kenyon & Eckhardt, Inc.
Origination: Chicago.
Air Time: Monday through Friday, 11 to 11:15 a.m. (before April 29, 1940, 10 to 10:15 a.m.).
Network: NBC Blue; 5 stations.
Script Writer: Fayette Krum.
Talent: Dramatic cast.
Length of Run: Started Oct. 2, 1939.

Tidewater Associated Oil Co.

(See "Associated Football")

Tillamook County Creamery Assn.

(See "Bennie Walker's Tillamook Kitchen")

Time to Shine

Sponsor: Griffin Mfg. Co. (Griffin All-Wite).
Agency: Birmingham, Castleman & Pierce, Inc.
Origination: New York.
Air Time: Tuesday, 10 to 10:30 p.m.
Network: CBS; 45 stations.
Production: Ed Cashman.
Script Writers: Jack Rose, Robert Smith.
Talent: Hal Kemp and his Orchestra; The Smoothies (Babs Johnson, Charlie Ryan, Little Ryan).
Agency Director: Arch Birmingham.
Announcer: David Ross.
Theme Song: Time to Shine.
Length of Run: April 19, 1938, to Oct. 11, 1938, and May 2, 1939, to Oct. 24, 1939.

Tip Top Show Starring Joe Penner

Sponsor: Ward Baking Co.
Agency: Sherman K. Ellis & Co., Inc.
Origination: Hollywood.
Air Time: Thursday, 8:30 to 9 p.m.
Network: NBC Blue; 20 stations.
Production: Larry Holcomb (previously Glan T. Heisch).
Script Writers: First 13 weeks: Hal Fimberg, Leonard Levinson, Oscar Brodney, Max Hayes, Hal Raynor, Ray Phillips. Last 17 weeks: Matt Brooks, Eddie Davis, Hal Raynor.
Talent: Joe Penner; Dick Ryan (Godfrey); Gay Seabrook (Susabella); Russ Brown; Kenny Stevens; Jacques Renard and his Orchestra; Bert Gordon.
Agency Director: Larry Holcomb (during last 17 weeks).
Announcers: Jim Bannon (Bert Parks during Jan. and Feb. 1940, when program originated in New York).
Conductor: Jacques Renard.
Theme Song: You're the Tops.
Music Arranger: Jim Mayfield.
Length of Run: Oct. 5, 1939, to April 25, 1940.

Today in Europe

Sponsor: R. J. Reynolds Tobacco Co.
Agency: William Esty & Co., Inc.
Origination: New York.
Air Time: Monday through Friday, 6:45 to 7 p.m.
Network: CBS; 25 stations.
Production: Handled by the agency.
Talent: Short-wave comment from Europe.

NETWORK COMMERCIALS—Continued

Agency Director: Don Bernard.
Announcers: Ted Pearson (before Jan. 1, 1940, John Reed King).
Length of Run: Oct. 3, 1939, to March 29, 1940.

Town Hall Tonight

Sponsor: Bristol-Myers Co. (Ipana, Sal-Hepatica).
Agency: Young & Rubicam, Inc.
Origination: New York.
Air Time: Wednesday, 9 to 10 p.m. (repeat from 12 midnight to 1 a.m.).
Network: NBC Red; 53 stations.
Production: Ben Larson.
Script Writers: Fred Allen, Arnold Auerbach, Herman Wouk.
Talent: Fred Allen; Portland Hoffa; the Merry Macs (Helen Carroll and Judd, Ted and Joe McMichael); Peter Van Steedan and his Orchestra; Harry Von Zell; Wynn Murray; Town Hall Singers, directed by Lyn Murray (off since 1940); dramatic cast.
Agency Directors: Bob Welch, Harmon Nelson.
Announcer: Harry Von Zell.
Conductor: Peter Van Steedan.
Theme Song: Smile, Darn Ya, Smile.
Music Arranger: Dick Costello.
Length of Run: Started Jan. 3, 1934, as Sal Hepatica Revue; present program began March 21, 1934. (Off during the summer of 1939 from June 28 to Oct. 4).

Dick Tracy

Sponsor: Quaker Oats Co. (Puffed Wheat and Rice).
Agency: Sherman K. Ellis & Co., Inc.
Origination: New York.
Air Time: Monday, 8 to 8:30 p.m. (previously Saturday, 7 to 7:30 p.m.).
Network: NBC Red; 60 stations.
Production: Himan Brown (supervised by Lawrence Holcomb, of the agency).
Script Writer: Ed Verdier.
Talent: Ned Wever (Dick Tracy); Elizabeth Reller (Tess Trueheart); Andy Donnelly (Junior Tracy); Walter Kinsella (Pat Patton); John Brown (Inspector); Charles Cantor (Blackie Moran); Gilbert Mack (Franklin Webb); others.
Agency Director: Lawrence Holcomb.
Announcer: Dan Seymour.
Length of Run: Jan. 3, 1938, to Sept. 30, 1939. (Off during 1938 from June 1 to Sept. 26.).

Trouble with Marriage, The

Sponsor: Procter & Gamble (Oxydol).
Agency: Blackett-Sample-Hummert, Inc.

Origination: Chicago.
Air Time: Monday through Friday, 11 to 11:15 a.m. (before Nov. 13, 1939, Monday through Friday, 10:45 to 11 a.m.).
Network: NBC Blue; 8 stations.
Production: Wynn Orr.
Script Writer: Aline Ballard.
Talent: Mary Patton (Pat); Stanley Harris (Barry); Frances Dale (Aunt Kate); Janet Logan (Linda Sargent); Burton Wright (Johnny).
Agency Director: Henry Selinger.
Announcer: Dan Donaldson.
Theme Song: Jealousy.
Length of Run: July 31, 1939, to Dec. 29, 1939.

Bob Trout

Sponsor: Commercial Credit Co.
Agency: O'Dea, Sheldon & Canaday, Inc.
Origination: New York.
Air Time: Monday, Wednesday, Friday, 6 to 6:05 p.m. (repeats on Mon., Wed., Fri., 11 to 11:05 p.m.; Mon. and Wed., 11:55 to 12 midnight; and Saturday 10:30 to 10:35 p.m.).
Network: CBS; 68 stations.
Talent: Bob Trout, news commentator.
Length of Run: Started March 25, 1940.

Bob Trout

Sponsor: Noxzema Chemical Co.
Agency: Ruthrauff & Ryan, Inc.
Origination: New York.
Air Time: Monday, Wednesday, Friday, 3:30 to 3:35 p.m. (before Dec. 11, 1939, Tuesday, Thursday, Saturday, 3:30 to 3:35 p.m.).
Network: CBS; 38 stations.
Talent: Bob Trout.
Length of Run: Oct. 10, 1939, to Jan. 5, 1940.

True or False

Sponsor: J. B. Williams Co. (Glider and Williams Shaving Cream).
Agency: J. Walter Thompson Co.
Origination: New York and elsewhere.
Air Time: Monday, 8:30 to 9 p.m. (repeat from 12 midnight to 12:30 a.m.).
Network: NBC Blue; 36 stations.
Production: Handled by the agency.
Talent: Dr. Harry Hagen and two competing teams each week.
Announcer: Bill Spargrove.
Length of Run: Started July 4, 1938.

True Story Time with Fulton Oursler

Sponsor: Macfadden Publications, Inc.
Agency: Arthur Kudner, Inc.

NETWORK COMMERCIALS—Continued

Origination: New York.
Air Time: Tuesday, 9:30 to 10 p.m.
Network: NBC Blue; 44 stations.
Production: Handled by the agency.
Script Writers: Ruth Loreaire and Felix Yager.
Talent: Fulton Oursler; varying dramatic cast.
Agency Director: Alan Ward.
Announcer: Ben Grauer.
Conductor: Arnold Johnson (off after June 13, 1939).
Music Arranger: Arnold Johnson (off after June 13, 1939).
Length of Run: May 23, 1939, to Oct. 3, 1939. (Replaced "Mary and Bob's True Stories").

Air Time: Monday, 8 to 8:30 p.m. (repeat from 12 to 12:30 a.m.).
Network: CBS; 66 stations.
Production: William Spier.
Talent: Tony Martin; Andre Kostelanetz and his Orchestra; Kay Thompson & Her Rhythm Singers (off after Jan. 1940); David Laughlin (off after Dec. 25, 1939); mixed chorus directed by Andre Kostelanetz (after Jan. 1940).
Announcer: Dan Seymour.
Conductor: Andre Kostelanetz.
Length of Run: Jan. 12, 1939, to June 24, 1940. (Off during 1939 from July 3 to Aug. 21).

U

Truth and Consequences

Sponsor: Procter & Gamble (Ivory Soap).
Agency: Compton Advertising, Inc.
Origination: New York.
Air Time: Saturday, 9:45 to 10:15 p.m., EST.
Network: CBS; 4 stations.
Production: Ralph Edwards.
Script Writer: Ralph Edwards.
Talent: Ralph Edwards, m.c.; contestants.
Agency Director: Gilbert Ralston (supervisor).
Announcers: Ralph Edwards, Melvin Allen.
Conductor: Bill Meeder, organist.
Theme Song: Hail, Hail, the Gang's All Here.
Length of Run: Started March 23, 1940.

Tuesday Night Party

Sponsor: Lever Bros. Co.
Agency: Ruthrauff & Ryan, Inc.
Origination: New York.
Air Time: Tuesday, 8:30 to 9 p.m. (repeat from 12 to 12:30 p.m.).
Network: CBS; 56 stations.
Production: Everard Meade.
Script Writers: Various.
Talent: Walter O'Keefe; Robert Emmett Dolan and his Orchestra; Mary Martin; guests.
Agency Director: Everard Meade.
Conductor: Robert Emmett Dolan.
Length of Run: Original contract started March 24, 1936; above setup ran from Sept. 19, 1939, to Dec. 12, 1939.

Tune Up Time

Sponsor: Ethyl Gasoline Corp.
Agency: Batten, Barton, Durstine & Osborn, Inc.
Origination: New York (from Oct. 2 to Nov. 6, 1939, Hollywood).

Uncle Don

Sponsor: Maltex Co.
Agency: Samuel C. Croot Co.
Origination: New York.
Air Time: Monday, Wednesday, Friday, 5:30 to 5:45 p.m.
Network: Mutual; 5 stations.
Production: Handled by the agency.
Script Writer: Uncle Don.
Talent: Uncle Don (Don Carney).
Agency Director: Donald B. Brant.
Announcer: Uncle Don.
Length of Run: Sept. 25, 1939, to Jan. 5, 1940.

Uncle Jim's Question Bee

Sponsor: G. Washington Coffee Refining Co.
Agency: Cecil & Presbrey, Inc. (previously Warwick & Legler, Inc.).
Origination: New York.
Air Time: Saturday, 7:30 to 8 p.m.
Network: NBC Blue; 6 stations.
Production: Keith McLeod (of the agency); previously Preston H. Pumphrey (of Warwick & Legler); Joseph Bell (NBC).
Script Writers: Material used from letters sent in by listeners.
Talent: Bill Slater as Uncle Jim (before April, 1939, Jim McWilliams); Joseph Bell; members of the studio audience.
Agency Director: Henry Souvaine (for the agency) (previously, Preston H. Pumphrey of Warwick & Legler).
Announcer: Joseph Bell.
Length of Run: Original contract started Sept. 26, 1936; above series ran from Sept. 24, 1938, to Dec. 16, 1939.

Uncle Walter's Dog House

Sponsor: Brown & Williamson Tobacco Corp. (Raleigh).

NETWORK COMMERCIALS—Continued

Agency: Russel M. Seeds Co.
Origination: Chicago.
Air Time: Tuesday, 10:30 to 11 p.m.
Network: NBC Blue; 72 stations.
Production: Watson Humphrey.
Script Writer: Al Morey.
Talent: Tom Wallace (Uncle Walter); Robert Strong and his Orchestra (previously Phil Davis and his Orchestra); Dog House Male Trio; Virginia Verrill.
Agency Director: Watson Humphrey.
Announcer: Charles Lyon.
Conductor: Robert Strong (previously Phil Davis).
Theme Song: The Prisoner's Song.
Music Arranger: Bob Strong.
Length of Run: Started May 2, 1939.

Union Oil Program—Operettas

Sponsor: Union Oil Co. (Union "76" Gasoline, Triton Motor Oil).
Agency: Lord & Thomas.
Origination: Hollywood.
Air Time and Network: Thursday, 9:30 to 10 p.m., PST (CBS; 11 stations, from Oct. 5, 1939, to April 25, 1940); and Monday, 7:30 to 8 p.m., PST (NBC Pacific Coast Red; 12 stations, since April 29, 1940).
Production: Thomas A. McAvity, William L. Lawrence.
Script Writer: Jon Slott.
Talent: Mario Chamlee; Emily Hardy; Bill Ewing; Yasha Davidoff; Alice Avakian.
Agency Director: Thomas A. McAvity.
Announcer: Knox Manning (previously Truman Bradley on CBS).
Conductor: Mahlon Merrick (previously Thomas Peluso, on CBS).
Theme Song: Where or When.
Music Arrangers: Mahlon Merrick (previously Thomas Peluso, on CBS).
Length of Run: Oct. 5, 1939, to April 25, 1940, on CBS; since April 29, 1940, NBC.

United States Rubber Co.

(See "Raymond Paige, 99 Men and a Girl")

U. S. Tobacco Co.

(See "Pipe Smoking Time")

V

Valiant Lady

Sponsor: General Mills, Inc. (Wheaties).
Agency: Knox Reeves Advertising, Inc.
Origination: New York.

Air Time: Monday through Friday, 2:30 to 2:45 p.m.
Network: NBC Red and Blue; 29 stations.
Production: Rikel Kent (before Dec. 1939, D. Gordon Graham).
Script Writers: Ruth Borden (Katherine Chase and Thomas Goodrich before June 12, 1939; Bayard Veiller, before Dec. 2, 1938).
Talent: Joan Blaine (Joan Barrett); Bill Johnstone (Jim Barrett); Arnold Moss (replaced Ray Johnson) (as Paul Morrison); Jack Grimes (replaced Kingsley Colton) (as Billy); Judith Lowry (Stevie); Charles Carroll (Dr. Tubby Scott); Parker Fennelly (Mike); Ethel Owen (Abigail Trowbridge); Shirling Oliver (Dudley Trowbridge).
Agency Director: Lloyd Griffin.
Announcer: Art Millet.
Length of Run: Started March 7, 1938, on CBS; shifted to NBC on May 30, 1938.

Rudy Vallee Sealtest Program

Sponsor: Sealtest, Inc.
Agency: McKee & Albright, Inc.
Origination: Hollywood.
Air Time: Thursday, 9:30 to 10 p.m., EST (after July 4, 1940, 10 to 10:30 p.m.).
Network: NBC Red; 61 stations.
Production: Vick Knight.
Script Writers: Sidney H. Fields; Norman Panama; Melvin Frank; Paul Henning; John McManus (died, May, 1940).
Talent: Rudy Vallee; Maxie Rosenbloom; guests.
Conductor: Ken Darby (orchestra) and Elliott Daniel (chorus).
Theme Song: My Time is Your Time.
Length of Run: Started March 7, 1940.

Vanette Fashion Previews

Sponsor: Vanette Hosiery Mills.
Agency: Grant Advertising, Inc.
Origination: Chicago.
Air Time: Saturday, 9:45 to 10 a.m.
Network: NBC Blue; 12 stations.
Production: Bob White.
Script Writer: Virginia Stewart.
Talent: Virginia Stewart (Miss Vanette) in interviews with celebrities from all fields.
Agency Director: Joan Love.
Announcer: Gene Rause.
Conductor: Dean Fossler, organist.
Theme Song: Beautiful Lady.
Length of Run: Jan. 14, 1939, to June 3, 1939.

Vic & Sade

Sponsor: Procter & Gamble (Crisco).
Agency: Compton Advertising, Inc.

NETWORK COMMERCIALS—Continued

Origination: Chicago (commercials, lead-in, etc., from New York).

Air Time: Monday through Friday, 3:45 to 4 p.m. (NBC Red) and 10:15 to 10:30 a.m. (NBC Blue).

Network: NBC Red, 43 stations; NBC Blue, 19 stations.

Production: Ted MacMurray (Chicago); Arthur Hanna (New York) (both of NBC).

Script Writer: Paul Rhymer.

Talent: Art Van Harvey (Vic); Bernardine Flynn (Sade); Billy Idelson (Rush).

Agency Director: Frederick K. Gropper (supervisor).

Announcers: Ralph Edwards (NBC Red), Melvin Allen (NBC Blue).

Conductor: William Meeder, organist.

Theme Song: Chanson Bohemienne.

Length of Run: Original contract started Nov. 5, 1934.

day, 29 stations on Thursday, 6 stations on Friday.

Production: Samuel C. Fuller.

Talent: Jerry Cooper; The Smoothies (Babs Perron, Charlie Ryan, Little Ryan); De Vore Sisters (Marjorie, Billie, Ruth); The 8 Men (Ezra Hoffman, Steve Merrill, Herbert Spieckerman, Milton Flinn, Ralph Nyland, Franklin Bens, Ellis Frakes, Milton Sachs); Lynn Cole; Deon Craddock; Hal Edison and his Orchestra; William Stoess, director of choral group.

Agency Director: Robert G. Jennings.

Announcer: James Leonard.

Conductor: Hal Edison.

Length of Run: Original contract started April 6, 1936, for "Pratt & McNeill, Unlimited"; above program ran from Jan. 28, 1937, to June 29, 1939.

Vitalis Program Featuring George Jessel

Sponsor: Bristol-Myers Co. (Vitalis).

Agency: Pedlar & Ryan, Inc.

Origination: New York.

Air Time: Thursday, 8 to 8:30 p.m., EST (before Jan. 11, 1940, Friday, 9:30 to 10 p.m. and before Oct. 6, 1939, Tuesday, 8:30 to 9 p.m.).

Network: NBC Red; 51 stations.

Production: Edgar G. Sisson, Jr. (of the agency).

Script Writers: John Archer Carter, Finis Farr, Al Miller, Ed Ettinger, Sam Carlton.

Talent: George Jessel, m.c. (replaced Fred Uttal, March 21, 1939); Benay Venuta; The Merry Macs (Helen Carroll, Judd, Ted and Joe McMichael) (from Jan. 24, 1939, to Jan. 26, 1940); Peg La Centra (off after Jan. 17, 1939); Peter Van Steedan and his Orchestra; guests.

Agency Director: Lester Vail (previously Edgar G. Sisson, Jr.).

Announcers: Ben Grauer, Mark Hawley.

Conductor: Peter Van Steedan.

Length of Run: Started Jan. 10, 1938, as "For Men Only"; ended March 28, 1940. (Took over the second half of "Town Hall Tonight Program" from July 6 to Sept. 28, 1938).

Vocal Varieties

Sponsor: Lewis-Howe Co., Inc. (Tums).

Agency: H. W. Kastor & Sons Advertising Co., Inc.

Origination: Cincinnati.

Air Time: Tuesday and Thursday, 7:15 to 7:30 p.m.; Friday, 7 to 7:15 p.m.

Network: NBC Red; 22 stations on Tues-

Voice of Experience

Sponsor: Lydia Pinkham Medicine Co.

Agency: Erwin, Wasey & Co., Inc.

Origination: New York (Hollywood, May and June, 1939).

Air Time: Monday, Wednesday and Friday, 1:45 to 2 p.m.

Network: Mutual; 80 stations.

Production: Handled by the agency.

Script Writer: Dr. M. Sayle Taylor.

Talent: Dr. M. Sayle Taylor (Voice of Experience).

Agency Director: Gager Wasey.

Announcers: John Shultz (and James Burton, May and June, 1939).

Length of Run: Dec. 27, 1937 to Dec. 22, 1939.

Voice of Firestone

Sponsor: Firestone Tire & Rubber Co.

Agency: Sweeney & James Co.

Origination: New York.

Air Time: Monday, 8:30 to 9 p.m. (repeat from 11:30 to 12 midnight).

Network: NBC Red; 53 stations.

Talent: Alfred Wallenstein and Orchestra; Margaret Speaks; Richard Crooks.

Agency Director: Frank G. James.

Announcer: Gene Hamilton.

Conductor: Alfred Wallenstein.

Theme Song: In My Garden.

Music Arranger: Alfred Wallenstein.

Length of Run: Original contract started Dec. 3, 1928; latest continuous series started Dec. 4, 1933.

Vox Pop

Sponsor: Penn Tobacco Co.

Agency: Ruthrauff & Ryan, Inc.

Origination: New York.

NETWORK COMMERCIALS—Continued

Air Time: Thursday, 7:30 to 8 p.m.
Network: CBS; 51 stations.
Production: Nathan Tufts.
Talent: Parks Johnson and Wallace Butterworth.
Agency Director: Nathan Tufts.
Announcer: Wallace Butterworth.
Length of Run: Started Oct. 5, 1939.
(This program was heard over NBC Red from Oct. 1, 1938 to Sept. 23, 1939).

W

Bennie Walker's Tillamook Kitchen

Sponsor: Tillamook County Creamery Association.
Agency: Botsford, Constantine & Gardner.
Origination: San Francisco.
Air Time: Friday, 9:15 to 9:45 a.m., PST (before June, 1940, Thursday, 10 to 10:15 a.m., PST).
Network: NBC Red; 6 stations.
Production: Edith Abbott (of the agency).
Script Writer: Edith Abbott.
Talent: Bennie Walker (Ben McLaughlin); Tillamook Dairy Maid (Nancy Parker, also known as Teddy Sorg, replaced Virginia Dawson, June 30, 1939).
Agency Director: Edith Abbott.
Announcers: Commercials handled by Ben McLaughlin and Nancy Parker (Teddy Sorg).
Length of Run: Kitchen demonstrations, as above, started January 1934, but Tillamook has been on the air for 8 years.

Waltz Time

Sponsor: Charles H. Phillips Chemical Co. (Phillips' Milk of Magnesia).
Agency: Blackett-Sample-Hummert, Inc.
Origination: New York.
Air Time: Friday, 9 to 9:30 p.m.
Network: NBC Red; 57 stations and CBC.
General Supervisors of Script and Production: Frank and Anne Hummert.
Authors of Title and Original Story Line: Frank and Anne Hummert.
Dialogue Writer: Frank Hummert.
Agency Script Editors: Frank and Anne Hummert.
Talent: Frank Munn; Abe Lyman and his Orchestra; Manhattan Chorus.
Agency Director: Frank Hummert.
Announcer: Stuart Metz.
Conductor: Abe Lyman.
Theme Song: Divine Waltz; Home, Sweet Home; and La Golondrina.
Length of Run: Original contract started Sept. 27, 1933.

Wander Co.

(See "Carters of Elm Street")
(See "Little Orphan Annie")

Ward Baking Co.

(See "Tip Top Show Starring Joe Penner")

G. Washington Coffee Refining Co.

(See "Uncle Jim's Question Bee")

R. L. Watkins Co.

(See "Backstage Wife")
(See "Manhattan Merry-Go-Round")
(See "Orphans of Divorce")

We, The People

Sponsor: General Foods Corp. (Grape Nuts, starting May 14, 1940; previously Sanka).
Agency: Young & Rubicam, Inc.
Origination: New York.
Air Time: Tuesday, 9 to 9:30 p.m. (repeat from 12 to 12:30 a.m.).
Network: CBS; 73 stations.
Production: Alexander Stronach.
Script Writers: Special staff.
Talent: Gabriel Heatter; Mark Warnow and his Orchestra; guests.
Agency Directors: Joe Hill, Adrian Samish.
Announcer: Harry Von Zell.
Conductor: Mark Warnow.
Theme Song: Original.
Music Arranger: Mark Warnow.
Length of Run: Started Oct. 7, 1937.

We, The Wives Quiz

Sponsor: Quaker Oats Co. (Quaker Farina).
Agency: Sherman & Marquette, Inc.
Origination: Chicago.
Air Time: Sunday, 3:30 to 4 p.m.
Network: NBC Red; 4 stations.
Script Writer: "Chuck" Acree.
Talent: "Chuck" Acree; Peggy Fuller; studio participants.
Length of Run: Oct. 22, 1939, to March 31, 1940.

Anson Weeks and His Orchestra (Lovely Lady)

Sponsor: Chamberlain Laboratories, Inc.
Agency: L. W. Ramsey Co.
Origination: Chicago.
Air Time: Sunday, 2:30 to 2:55 p.m.
Network: CBS; 17 stations.
Talent: Anson Weeks and his Orchestra; Charles Farrell, singer.

NETWORK COMMERCIALS—Continued

Announcer: Don Hancock.
Length of Run: Started Nov. 19, 1939.

Welch Presents Irene Rich

Sponsor: Welch Grape Juice Co.
Agency: H. W. Kastor & Sons Advertising Co., Inc.
Origination: Hollywood.
Air Time: Sunday, 9:30 to 9:45 p.m. (repeat from 11:15 to 11:30 p.m. on NBC Red).
Network: NBC Blue; 51 stations.
Production: Robert Redd and Ted Sherdeman of NBC.
Script Writers: Various free lance writers.
Talent: Irene Rich; Gale Gordon; dramatic cast.
Agency Director: Robert G. Jennings.
Announcers: Bob Sherwood, Hal Gibney, Joy Storm.
Length of Run: Original contract started Oct. 4, 1933; latest series began Jan. 7, 1940.

Wesson Oil & Snowdrift Sales Co., Inc.

(See "Hawthorn House")

Westinghouse Electric & Mfg. Co.

(See "Letters Home from the New York World's Fair with Ray Perkins, the Westinghouse Postmaster")
(See "Musical Americana")

What Would You Have Done?

Sponsor: Cummer Products Co. (Engine).
Agency: Stack-Goble Advertising Agency.
Origination: New York.
Air Time: Wednesday, 8:30 to 9 p.m. with repeat from 11:30 to 12 midnight (before April, 1940, Friday, 9:30 to 10 p.m.).
Network: NBC Blue; 44 stations.
Production: Lester O'Keefe (NBC) and Harold Kemp (of the agency).
Script Writers: Edith Meiser and John A. Butler (of the agency).
Talent: Ben Grauer, m.c.; contestants.
Agency Director: R. A. Porter.
Announcer: Jack Costello.
Length of Run: Started Jan. 26, 1940 (replaced "Paul Wing's Spelling Bee").

What's My Name?

Sponsor: Bristol-Myers Co. (Ipana, Sal Hepatica).
Agency: Young & Rubicam, Inc.

Origination: New York.
Air Time: Wednesday, 9 to 9:30 p.m. (repeat from 12 to 12:30 a.m.).
Network: NBC Red; 63 stations.
Production: Ben Larson.
Script Writers: Special staff.
Talent: Arlene Francis; Budd Hulick (before Aug. 23, 1939, Fred Uttal); Peter Van Steedan and his Troubadours.
Agency Director: Ben Larsen.
Announcer: Harry Von Zell.
Conductor: Peter Van Steedan.
Theme Song: Smile, Darn Ya, Smile.
Length of Run: Replaced the "Town Hall Tonight" (first-half) from July 5, 1939, to Sept. 27, 1939.

What's My Name?

Sponsor: Procter & Gamble (Oxydol).
Agency: Blackett-Sample-Hummert, Inc.
Origination: New York.
Air Time: Friday, 9:30 to 10 p.m. (before Feb. 9, 1940, Saturday, 7 to 7:30 p.m.).
Network: NBC Red; 32 stations.
Production: Ed Byron.
Talent: Budd Hulick; Arlene Francis; Harry Salter and his Orchestra.
Announcer: Ralph Edwards.
Conductor: Harry Salter.
Length of Run: Started Nov. 4, 1939.

Wheatena Corp.

(See "Hilda Hope, M.D.")

Wheeling Steel Corp.

(See "The Musical Steelmakers")

When a Girl Marries

Sponsor: Prudential Insurance Co. of America.
Agency: Benton & Bowles, Inc.
Origination: New York.
Air Time: Monday through Friday, 12:15 to 12:30 p.m. (previously from 2:45 to 3 p.m.).
Network: CBS; 50 stations.
Production: Kenneth MacGregor, Maurice Lowell.
Script Writer: Elaine Sterne Carrington.
Talent: John Raby (Harry Davis); Frances Woodbury (Mrs. Stella Field); Ed Jerome (Samuel Tilden Field); Joan Tetzel (Sylvia Field); Michael Fitzmaurice (Phil Stanley); Irene Winston (Eve Stanley); Marlon Barney (Anne Davis); Mary Jane Higby (Joan Davis); Bill Quinn (Tom Davis); Audrey Egan (Lola Farrell).

NETWORK COMMERCIALS—Continued

Agency Directors: Kenneth MacGregor, Maurice Lowell.
Announcer: Frank Gallop.
Conductor: Johnny Winters, organist.
Theme Song: At Dawning.
Length of Run: Started May 29, 1939.

Origination: New York.
Air Time: Monday, Wednesday, Friday, 7:15 to 7:30 p.m.
Network: Mutual; 2 stations.
Talent: Wythe Williams, commentator.
Length of Run: Started March 4, 1940.

Who Knows?

Sponsor: Griffin Mfg. Co.
Agency: Birmingham, Castleman & Pierce.
Origination: New York.
Air Time: Monday, 10:15 to 10:30 p.m. (before April 29, 1940, Saturday, 8:30 to 8:45 p.m.).
Network: Mutual; 4 stations.
Production: Jack Johnstone.
Script Writer: Jack Johnstone.
Talent: Dramatic cast.
Agency Director: Arch Birmingham.
Announcer: George Lowther.
Length of Run: Started March 16, 1940.

Fletcher Wiley

Sponsor: California Fruit Growers Exchange.
Agency: Lord & Thomas.
Origination: Hollywood.
Air Time: Wednesday, 2 to 2:15 p.m., PST.
Network: CBS Pacific Coast.
Talent: Fletcher Wiley, commentator.
Length of Run: May 17, 1939, to July 19, 1939.

Fletcher Wiley

Sponsor: Campbell Soup Co.
Agency: Ward Wheelock Co.
Air Time: Monday through Friday, 2:30 to 2:45 p.m., EDST.
Network: CBS; 40 stations.
Talent: Fletcher Wiley, commentator.
Agency Director: Mary Garvin.
Length of Run: Started April 29, 1940.

Fletcher Wiley

Sponsor: Knox Gelatine Co., Inc.
Agency: Kenyon & Eckhardt, Inc.
Origination: Hollywood.
Air Time: Friday, 2 to 2:15 p.m., PST.
Network: CBS Pacific Coast.
Talent: Fletcher Wiley, commentator.
Length of Run: April 21, 1939, to June 23, 1939.

J. B. Williams Co.

(See "True or False")

Wythe Williams

Sponsor: Philco Radio & Television Corp.
Agency: McKee & Albright, Inc.

Wilmington Transportation Co.

(See "Catalina Fun Quiz")

Wilshire Oil Co.

(See "Pull Over, Neighbor")

Howie Wing

Sponsor: Kellogg Co. (Corn Flakes).
Agency: J. Walter Thompson Co.
Origination: New York.
Air Time: Monday through Friday, 6:15 to 6:30 p.m. (repeat from 8:15 to 8:30 p.m.).
Network: CBS; 40 stations.
Script Writer: Wilfred G. Moore.
Talent: William Janney (Howie Wing); Mary Parker (Donna Cavendish); Neil O'Malley; others.
Announcer: Ralph Edwards.
Length of Run: Oct. 3, 1938 to June 30, 1939.

Woman in White, The

Sponsor: Procter & Gamble (Camay).
Agency: Pedlar & Ryan, Inc.
Origination: Chicago.
Air Time: Monday through Friday, 12 to 12:15 p.m.
Network: NBC Red; 36 stations.
Production: Owen Vinson (of Carl Wester & Co.).
Script Writers: Irna Phillips (author); Pauline Hopkins (writer).
Talent: Luise Barclay (Karen Adams); Ruth Bailey (Alice Day Craig); Toni Gilman (Betty Adams); Willard Farnum (John Adams); Henrietta Tedro (Aunt Helen Spaulding); Finney Briggs (Uncle Bill Spaulding); Dan Sutter (Dr. Lee Markham); Dave Gothard (Bryant Chandler); Frank Behrens (Roy Palmer); Lois Zarley (Sybella Mansfield); Bill Bouchey (Kenneth Craig); Beverly Ruby (Ruth Craig); Pat Murphy (Jerry Craig); Virginia Payne (Miss Morton and Mrs. Henehan); Karl Weber (Dr. Kirk Harding); Virginia Clark (Edith Harvey); Fay Warren (Miss West); Helen Van Tuyl (Mrs. Hamilton); Margaret Fuller (Donna Lee); Reese Taylor (Tom Reynolds); Philip Lord (Thomas Hawkins).

NETWORK COMMERCIALS—Continued

Agency Director: Howard Merrill (in New York).
Announcer: Louis Roen.
Conductor: Bernice Yanacek.
Theme Song: Interlude by Lucas.
Music Arranger: Bernice Yanacek.
Length of Run: Started May 27, 1940.

Woman in White, The

Sponsor: Pillsbury Flour Mills Co. (Flour and Cereals).
Agency: Hutchinson Advertising Co.
Origination: Chicago.
Air Time: Monday through Friday, 10:45 to 11 a.m.
Network: NBC Red; 35 stations.
Production: Owen Vinson (before Feb. 1940, Howard Keegan) (both of Carl Wester & Co.).
Script Writer: Irna Phillips.
Talent: See setup (above) for Procter & Gamble.
Agency Director: H. K. Painter.
Announcer: Louis Roen.
Length of Run: Original contract started Sept. 11, 1933; above program ran from Jan. 3, 1938 to May 24, 1940.

Woman of Courage

Sponsor: Colgate-Palmolive-Peet Co. (Octagon Soap).
Agency: Benton & Bowles, Inc.
Origination: New York.
Air Time: Monday through Friday, 9 to 9:15 a.m. (repeat from 10:45 to 11 a.m.).
Network: CBS; 40 stations.
Production: Theodora Yates.
Script Writer: Carl A. Buss.
Talent: Selena Royle (Martha Jackson); Albert Hayes (Jim Jackson); Tess Sheehan (Cora Jackson); Joan Tetzl (Lucy Jackson); Bill Quinn (Richey); Laurence Robinson (Tommy); Horace Braham (George Harrison); Cliff Carpenter (Johnny Long); Elizabeth Heckscher (Trixie Turner).
Agency Director: Theodora Yates (previously Maurice Lowell).
Announcer: John Allen Wolf.
Conductor: Ann Leaf, organist.
Theme Song: Look for the Silver Lining.
Length of Run: Started July 17, 1939.

Woman's Magazine of the Air

Sponsor: Loose-Wiles Biscuit Co.
Agency: Newell-Emmett Co., Inc.
Origination: San Francisco.
Air Time: Tuesday and Thursday, 3:30 to 3:45 p.m., PST.

Network: NBC Red; 6 stations.
Length of Run: Through January and February, 1940.

Woman's Magazine of the Air

Sponsor: Hecker Products Corp. (Presto Cake Flour & H-O Oats).
Agency: Erwin, Wasey & Co., Inc.
Origination: San Francisco.
Air Time: Tuesday, Thursday, 3:45 to 4 p.m., PST.
Network: NBC Pacific Coast Red; 9 stations.
Length of Run: Ran from January to April, 1940.

Woodbury's Hollywood Playhouse

Sponsor: Andrew Jergens-Woodbury Sales Corp.
Agency: Lennen & Mitchell, Inc.
Origination: Hollywood.
Air Time: Wednesday, 8 to 8:30 p.m. (repeat from 10 to 10:30 p.m., EDST) (previously, Sunday, 9 to 9:30 p.m.).
Network: NBC Red (previously NBC Blue); 60 stations.
Production: William N. Robson.
Script Writers: Various.
Talent: Charles Boyer (off from July 2, 1939, to Jan. 3, 1940, and again on June 26, 1940); Jim Ameche (appeared on program from July 2, 1939, to Oct. 4, 1939; Nov. 15, 1939, to Jan. 3, 1940, and returned again on July 3, 1940); Herbert Marshall (from Oct. 4, 1939, to Nov. 15, 1939); Gale Page (from July 2, 1939, to March 27, 1940, and returned again on July 3, 1940); Felix Mills and his Orchestra (before April 10, 1940, Harry Sosnik and his Orchestra).
Agency Director: William N. Robson.
Announcer: Lew Crosby.
Conductor: Felix Mills (before April 10, 1940, Harry Sosnik).
Theme Song: All the Things You Are.
Length of Run: Started Oct. 3, 1937.

World Today, The

Sponsor: Sinclair Refining.
Agency: Federal Advertising Agency, Inc.
Origination: Various points.
Air Time: Monday, Wednesday, Friday, 6:45 to 7 p.m.
Network: CBS; 73 stations.
Talent: Linton Wells (from New York); other CBS correspondents located in various European cities.
Length of Run: Started April 3, 1940.

NETWORK COMMERCIALS—Continued

Wm. Wrigley, Jr., Co.

(See "Catalina Fun Quiz")
(See "Gateway to Hollywood")
(See "Gateway to Hollywood Summer Theatre")
(See "Melody Ranch")
(See "Scattergood Buines")

Y

Young Dr. Malone

Sponsor: General Foods Corp. (Post's 40% Bran Flakes).
Agency: Benton & Bowles, Inc.
Origination: New York.
Air Time: Monday through Friday, 2 to 2:15 p.m. (CBS). (before April 29, 1940, NBC Blue, Monday through Friday, 11:15 to 11:30 a.m.).
Network: CBS (before April 29, 1940, NBC Blue); 57 stations.
Production: Maurice Lowell, Cyril Armbrister, Lindsay MacHarrie.
Script Writers: John Pickard, Frank Provo.
Talent: Alan Bunce (Dr. Malone); Elizabeth Reller (Ann Richards); Tommy Hughes (Bun); Isabel Elsom (Mrs. Hughes); Nancy Coleman (Alice); Richard Coogan (Robert); Dora Weissman (Mrs. Blomfield); Bernard Zanville (Eddie Blomfield).
Agency Directors: Cyril Armbrister, Maurice Lowell, Lindsay MacHarrie.
Announcer: Ted Pearson.
Conductor: Johnny Winters, organist.
Theme Song: Original by Johnny Winters.
Length of Run: Ran on NBC Blue from Nov. 20, 1939, to April 26, 1940; switched to CBS, April 29, 1940.

Young Man With a Band

Sponsor: Columbia Recording Corp. (Columbia Records).
Agency: Ward Wheelock Co.
Origination: New York.
Air Time: Friday, 10:30 to 11 p.m.
Network: CBS; 31 stations.
Production: Al Rinker.
Script Writer: Annemarie Ewing.
Talent: Dan Seymour, m.c.; guest orchestras.
Conductor: Guest conductors.
Theme Song: I'd Rather Lead a Band.
Length of Run: Sept. 30, 1939, to Feb. 9, 1940.

Young Widder Brown

Sponsor: The Bayer Co.
Agency: Blackett-Sample-Hummert, Inc.

Origination: New York.

Air Time: Monday through Friday, 4:45 to 5 p.m.

Network: NBC Red; 36 stations.

General Supervisors of Script and Production: Frank and Anne Hummert.

Authors of Title and Original Story Line: Frank and Anne Hummert.

Dialogue Writers: Laurence Hammond and Carl Buss (May 15, 1939, to June 15, 1939); Carl Buss (June 16, 1939, to Feb. 20, 1940); Larry Bearson (Feb. 21, 1940, to May 1, 1940); Lawrence Klee (since May 2, 1940).

Agency Script Editor: John Hunter.

Talent: Florence Freeman (Ellen Brown); Clayton Collyer (Peter); Bennett Kilpack (Uncle Josh); Marilyn Erskin (Janey Brown); Tommy Donnelly (Mark Brown); Eric Dressler (previously House Jameson) (as Herbert).

Agency Director: Martha Atwell.

Announcer: George Ansbro.

Conductor: John Winters (theme).

Length of Run: Started Sept. 26, 1938.

Your Family and Mine

Sponsor: Sealtest, Inc. (subsidiary of National Dairy Products Corp; Ice Cream and Milk).

Agency: McKee & Albright, Inc.

Origination: New York.

Air Time: Monday through Friday, 2:30 to 2:45 p.m.

Network: CBS; 36 stations, plus transcriptions on 20 stations.

Scripts: Handled by Henry Souvaine, Inc.

Talent: Bill Adams (Matthew Wilbur); Lucille Wall (Winifred Wilbur); Joan Tompkins (Judy Wilbur); Jackie Jordan (Kenny Wilbur); Parker Fennelly (Lem Stacey); Ray Johnson (Woody Marshall); Ruth Yorke (Valerie Treadwat); Ray Bramley (Eric Chantel); James Krieger (Dick Burgess); Geraldine Kay (Addie); Ralph Locke (Boroff); Frances Lenni (Milly Pennington); Ann Garrett (Miss Peterson).

Announcers: Ford Bond, Irene Hubbard.

Length of Run: Started April 25, 1938, on NBC Red; shifted to CBS and ran from May 1, 1939, to April 26, 1940.

Your Hit Parade

Sponsor: American Tobacco Co. (Lucky Strike Cigarettes).

Agency: Lord & Thomas.

Origination: New York.

Air Time: Saturday, 9 to 9:45 p.m. (repeat from 12 to 12:45 a.m.).

Network: CBS; 100 stations.

Production: Handled by the agency.

NETWORK COMMERCIALS—Continued

Script Writer: Bob Smith.

Talent: Barry Wood (previous to Nov. 4, 1939, Lanny Ross); Hit Paraders Chorus directed by Lyn Murray (replaced the Merry Macs on Nov. 4, 1939, who, in turn, had replaced the Raymond Scott Quintet on Aug. 5, 1939); Bea Wain (before Aug. 19, 1939, Kay Lorraine); Mark Warnow and his Orchestra; and Bonnie Baker and Orrin Tucker's Orchestra (since Jan. 6, 1940).

Agency Directors: Karl W. Schullinger, Gordon Auchincloss.

Announcers: Basil Ruysdael, Andre Baruch.

Conductors: Mark Warnow and Orrin Tucker.

Theme Song: Happy Days Are Here Again.

Music Arrangers: Ken Hopkins, Wilbur Bytell, Frank Guilfoyle, Nathan Van Cleave, Ralph Wilkinson, Benny Machan.

Length of Run: Started April 20, 1935.

Youth Vs. Age

Sponsor: Dr. Earl S. Sloan, Inc. (Sloan's liniment).

Agency: Warwick & Legler, Inc.

Origination: New York.

Air Time: Saturday, 9 to 9:30 p.m. (before Jan. 27, 1940, 8:30 to 9 p.m. on NBC Blue, 103 stations).

Network: NBC Red; 33 stations.

Production: Preston H. Pumphrey.

Scripts: Handled by the agency.

Talent: Paul Wing (before Jan. 27, 1940, Cal Tinney); participants.

Agency Director: Preston H. Pumphrey.

Announcer: Hugh James.

Length of Run: Oct. 28, 1939, to April 20, 1940. (This show ran from June 6, 1939, to Aug. 29, 1939, as a trial program for Wm. R. Warner Co., advertising Vince).

NBC SPONSORED INTERNATIONAL BROADCASTS

Since December, 1939, NBC has been sending commercial programs to the Latin Americas via short-wave. Details on such sponsored series appear below. All time is Eastern Standard Time.

Apex Program

Sponsor: RCA Manufacturing Co.

Origination: New York.

Air Time: Tuesday and Thursday, 8:30 to 8:45 p.m.

Network: WRCA and WNBI.

Production: Addison Durland (Spanish).

Script Writer: Margarita Deschamps.

Talent: Margarita Deschamps.

Announcers: Francisco J. Lara (Tuesday), A. L. Olivares (Thursday).

Theme Song: Wedding of the Painted Doll.

Length of Run: Contract runs from Jan. 1, 1940, to Jan. 1, 1941.

Xavier Cugat Orchestra

Sponsor: Waldorf-Astoria Hotel.

Origination: Starlight Roof, Waldorf-Astoria Hotel, New York.

Air Time: Tuesday, 9:15 to 9:45 p.m.

Network: WRCA and WNBI.

Production: Alfredo Barrett (Spanish).

Script Writer: Alfredo Barrett.

Talent: Xavier Cugat and his Orchestra.

Announcer: Alfredo Barrett.

Conductor: Xavier Cugat.

Theme Song: My Shawl.

Length of Run: Contract runs from May 28, 1940, to Nov. 19, 1940.

Discoteca Victor

Sponsor: RCA Manufacturing Co.

Origination: New York.

Air Time: Monday, 8:15 to 9 p.m.; Tuesday, 4:15 to 4:45 p.m.; Wednesday, 8:15 to 9 p.m.; Friday, 8:15 to 9 p.m.; Saturday, 7:15 to 7:45 p.m.

Network: WRCA and WNBI.

Production: Arthur S. Deter (Portuguese) (Tuesday, Saturday) and Addison Durland (Spanish) (Monday, Wednesday, Friday).

Script Writers: Carlos Lee (Monday, Wednesday), Arthur S. Deter (Tuesday, Saturday), Francisco J. Lara (Friday).

Talent: RCA Victor record concert.

Announcers: Alfredo Barrett (Monday, Friday), Arthur S. Deter (Tuesday, Saturday), Carlos Lee (Wednesday).

Theme Song: Sevillana by Albeniz (Monday, Wednesday, Friday).

INTERNATIONAL COMMERCIALS—Continued

Length of Run: Contract runs from Jan. 1, 1940 to Jan. 1, 1941.

Tommy Dorsey Orchestra

Sponsor: Astor Hotel.
Agency: Swafford & Koehl, Inc.
Origination: The Roof, Astor Hotel, New York.
Air Time: Wednesday, 9:15 to 9:45 p.m.
Network: WRCA and WNBI.
Production: Alfredo Barrett (Spanish).
Script Writer: Alfredo Barrett.
Talent: Tommy Dorsey and his Orchestra.
Announcer: Alfredo Barrett.
Conductor: Tommy Dorsey.
Theme Song: I'm Getting Sentimental Over You.
Length of Run: Contract runs from June 12, 1940 to Sept. 11, 1940.

Louis-Godoy Fight

Sponsor: Standard Oil Co.
Agency: McCann-Erickson, Inc.
Origination: Madison Square Garden, New York.
Air Time: 10 to 11:18 p.m.
Network: WRCA and WNBI.
Production: Buck Canel and Alfredo Barrett (Spanish).
Script Writers: Commercials written by McCann-Erickson, translated by Francisco Ariza; script written by Buck Canel and Alfredo Barrett.
Program: Description of boxing bout.
Announcers: Eli "Buck" Canel, Alfredo Barrett.
Length of Run: Feb. 9, 1940 only.

Madison Square Garden Boxing Bouts

Sponsor: Adam Hat Stores, Inc.

Agency: Glicksman Advertising Co.
Origination: Wherever fight is held.
Air Time: Approximately 10 p.m. to end of fights.
Network: WRCA and WNBI.
Production: Buck Canel and Alfredo Barrett.
Script Writers: Buck Canel and Alfredo Barrett.
Program: Description of boxing bouts.
Announcers: Eli "Buck" Canel and Alfredo Barrett.
Length of Run: Contract runs from June 6, 1940 to June 6, 1941.

Newscasts

Sponsor: United Fruit Co.
Agency: Wendell P. Colton Co.
Origination: New York.
Air Time: Daily, 9 to 9:15 p.m.
Network: WRCA and WNBI.
Production: Addison Durland (Spanish).
Script Writers: Alfredo Barrett, A. L. Olivares.
Talent: Alfredo Barrett and A. L. Olivares.
Announcers: Alfredo Barrett, A. L. Olivares.
Theme Song: El Embrujo (Paso Doble).
Length of Run: Contract runs from Dec. 1, 1939 to Dec. 1, 1940.

Promenading with Andre and Ariza

Sponsor: RCA Manufacturing Co.
Origination: New York.
Air Time: Thursday, 9:30 to 10 p.m.
Network: WRCA and WNBI.
Production: Addison Durland (Spanish).
Script Writer: Francisco J. Ariza.
Talent: Olga Andre and Francisco J. Ariza.
Announcer: Alfredo Barrett.
Length of Run: Contract runs from Jan. 1, 1940 to Jan. 1, 1941.

Technical Research

A FREQUENCY MODULATION CATECHISM

PREPARED BY
FM BROADCASTERS, INC.

Editor's Note: On May 18, 1940, the Federal Communications Commission made public a decision via which a greater range of wave-bands and permission to accept sponsored programs were granted to the exponents of a new type of radio broadcasting—Frequency Modulation. Subsequently FM has supplanted television in the broadcasting industry's mind as the No. 1 nominee for future success and rapid expansion. But—like all new methods—FM arouses many questions, and evokes much curiosity as to operating technique, patents, etc. To obtain answers to these questions, the VARIETY RADIO DIRECTORY asked FM Broadcasters, Inc., to prepare a simple, easily understandable catechism on the new art. It follows:

What is frequency modulation (as opposed to amplitude modulation)?

Frequency modulation is a new way of sending radio signals from one point to another. It displays several outstanding advantages which the present and universally used system of amplitude modulation lacks. To the average layman the electronic mechanics of frequency modulation—even as those of amplitude modulation—are a thorough mystery. Perhaps the simplest way to explain the matter is this:

Radio waves in general have two fundamental characteristics.

The first of these is "frequency"—the number of times they vibrate per second, usually measured in kilocycles (thousands of cycles) or megacycles (millions of cycles). *Frequency, in radio, is like a street address. It tells you where to find a station on your dial.*

The second characteristic is "amplitude"—the strength or intensity of the signal. When we impose modulation (voices and music) upon a radio signal as in radio telephony (broadcasting), we have to vary something in accordance with these voices and music. The standard method of "amplitude modulation," which is generally employed just about everywhere from Vancouver to Capetown, varies the intensity of the signal. Static, incidentally, along with most interference and reception-marring noises, is produced by variations in electrical amplitude.

Frequency modulation takes another tangent. An FM signal remains constant in strength but alters the number of vibrations very slightly within a given channel. When this transmission is picked up by a special form of receiving set, the result is noise-free. FM avoids the usual sources of interference, and is capable of sending over the air programs of extreme naturalness. Furthermore, the strongest FM station on one channel always predominates so that a number of stations cannot be picked up at once.

FREQUENCY MODULATION—Continued

What are FM advantages in terms of: (a) High fidelity reproduction; (b) Elimination of electrical interference; (c) Elimination of station interference?

There are three outstanding virtues offered by FM. First, of course, is its naturalness and full range of tone, allowing orchestras or speakers to sound as if they were right in the same room with the listener.

Second, because FM operates on a different principle from amplitude modulation, it is impervious to electrical interference, static, and the bevy of man-made noises that so often mangle broadcast reception.

The third and—from an economic viewpoint—most surprising merit of FM is its ability to permit many stations to operate on identical channels at close range without a caterwauling of interference. An FM receiver discriminates automatically between two signals, always picking the stronger one, and giving no indication of the weaker. Hence, if stations in adjoining towns use the same channel, each may service its local area without interference from its neighbor. Potentially, there is no well-defined limit to the number of stations which might operate in this country.

Who invented FM?

Frequency modulation is the brainchild of Major Edwin H. Armstrong, one of the greatest living inventors in the radio and electronic fields. Among his other noteworthy discoveries are the superheterodyne receiver, commonly used throughout the world today for picking up standard broadcast and other types of radio signals. He also perfected the regenerative receiver (which took radio out of the crystal set epoch), and the super-regenerative circuit, used to detect ultra-high frequency signals.

A protege of the late Michael Pupin, electrical scientist who taught at Columbia University, Major Armstrong first began tinkering with vacuum tubes as a college sophomore in 1910. It was in 1913, shortly after graduation from Columbia, that he filed for patents on his first major discovery—the regenerative receiver.

During the past 25 years Armstrong has been universally recognized as one of the greatest minds in the science of radio. His superheterodyne receiver is in common use throughout the world, more than 40,000,000 such sets being used for broadcast reception alone in this country.

Despite the magnitude of his other inventive achievements, Major Armstrong has lavished the most attention on FM, and has spent close to a million dollars of his own money in developing the new art.

FM came about as the outgrowth of Armstrong's original efforts to find an antidote for that reception-buster, static. His crusade started as long ago as 1914—shortly after his graduation from Columbia University (where he now ranks as a Professor of Electrical Engineering).

In the years between 1914 and 1940, Major Armstrong has worked intermittently but doggedly at his pet idea. In 1935 he took his system to the Radio Corp. of America which permitted him to set up a demonstration receiver atop the Empire State Building, N. Y. Later, however, RCA asked him to remove the apparatus so room could be made for television (which at that time was commanding RCA's primary attention in the field of new electronic industries).

Undaunted by this turn of affairs, Major Armstrong then began building a giant laboratory with a special 500-foot experimental antenna tower at Alpine, N. J., a few miles north of New York, overlooking the Hudson

FREQUENCY MODULATION—Continued

River. The money that went into the building of this plant—assigned the call letters of W2XMN—came from the Major's own pocket. All in all, by his own admission, he has spent more on FM than he received from the tangled royalties on all his other radio inventions.

What is the resultant history of FM?

Despite Major Armstrong's persistence to see FM accepted as a superior means of radio transmission, it is doubtful whether his determination alone would have been sufficient to turn the trick. It remained for certain pioneers in the broadcasting world to investigate FM, then add their strength to the impetus that is carrying frequency modulation so far and so fast.

FM was first introduced as an accomplished fact in a paper delivered before the Institute of Radio Engineers by its inventor in 1935. As a radical swing from standard technique, FM at once found its way into several technical journals and thus was brought to the attention of the broadcasting industry.

It was shortly after Armstrong had been requested to remove his apparatus from the summit of the Empire State Building that he discussed the future of FM with an old friend—Carman Runyon of Yonkers, N. Y., who is a veteran radio "ham." Runyon built an FM transmitter operating on 2½ meters, and got it operating only a few hours before Armstrong was set to offer his paper at the Institute of Radio Engineers. The resultant demonstration startled the meeting.

Runyon, an executive in a large New York coal company, has been a constant co-experimenter with Major Armstrong for many years, participating in several demonstration FM relays that have been staged to show the possibilities of station-to-station transfer of network programs.

It was in 1936 that Armstrong went to Washington and sought ultra-high frequency channels for FM. Simultaneously, so did television. The latter won a total of 120 megacycles—nearly one-third of the allocated ultra-short wave portion of the radio spectrum.

FM was awarded 2.7 megacycles in which to experiment.

Meanwhile, one of FM's most ardent boosters, Paul A. deMars, who is vice-president in charge of engineering of The Yankee Network, became converted to the virtues of frequency modulation. Returning to Boston, he lauded the new system of radio transmission to John Shepard III, pioneer broadcaster who heads both the Yankee and Colonial networks in New England.

John Shepard III was equally enthusiastic. Yankee set aside \$150,000 for the construction of an FM broadcast transmitter atop Mount Asnebumskit, near Worcester, Mass.; also had Major Armstrong design a relay transmitter which sends a narrow beam from the roof of the network studios in Boston 43 miles westward to the top of Asnebumskit, thus eliminating wire lines and providing high-fidelity transfer from studio to transmitter at all times, in all weather.

Soon afterwards came another disciple for the new FM system, Franklin M. Doolittle, owner of station WDRC at Hartford, Conn., who built FM station W1XPW atop Meriden Mountain.

Next to fall in line was General Electric, following experiments at Schenectady and Albany which convinced G-E engineers that here was a bandwagon well worth climbing aboard.

FREQUENCY MODULATION—Continued

In 1937 Major Armstrong rushed construction of his own giant station, W2XMN, at Alpine. When opened the following year, its 40,000 watts were heard clearly at distances of 100 miles and more—no less a service range than the highest-powered standard broadcast station can boast during daylight hours.

Things began moving faster. Other stations filed applications with the FCC to experiment with FM. Stromberg-Carlson at Rochester, N. Y., and WTMJ, owned by the Milwaukee Journal, soon were ready to go on the FM kilocycles.

But one of the major drawbacks was the tiny wave-band which had been assigned by the government to this type of broadcasting. FM needed, more than any other single thing, room in which to grow. And so the leaders in the FM movement put their heads together to map out a course of action.

Who are FM Broadcasters, Inc.?

The formation of FM Broadcasters, Inc., as a nationwide organization of a non-profit nature, devoted to the advancement of frequency modulation, took place in January, 1940. John Shepard III, was voted president, with John V. L. Hogan of WQXR, New York, as vice-president.

Elected to the board of directors, in addition to these two were Walter J. Damm of WTMJ, Milwaukee, Wis.; Franklin M. Doolittle of WDRC, Hartford, Conn.; C. M. Jansky, Jr., of Jansky & Bailey, consulting engineers, Washington; Ray H. Manson, general manager and vice-president of the Stromberg-Carlson Telephone Manufacturing Co., Rochester, N. Y.; Carl Meyers, chief engineer of WGN, Chicago, Ill.; Paul W. Morency of WTIC, Hartford, Conn.; and Theodore C. Streibert of WOR, Newark, New Jersey.

The aims of FM Broadcasters, Inc., which now counts some 60 active FM groups among its members, are to "foster and promote the development of the art of frequency modulation (FM) broadcasting; to protect its members in every lawful and proper manner; to foster, encourage and promote laws, rules, regulations, customs and practices which will be in the best interest of the public; to protect the interests of the members of the Association by opposing the enactment or adoption of any laws, rules, regulations, customs or practices which would discriminate against or in any way injure the members of this Association to any greater degree or in any different manner than licensees of broadcast stations who are ineligible for membership in this Association, it being understood that all problems of a general nature which affect the broadcasting industry as a whole should be handled by the National Association of Broadcasters."

All members must be active ones. Those eligible to belong include "any individual, firm, or corporation who is licensed to operate a frequency modulation sound broadcast station...or has been granted a construction permit...or who has filed an application with the Federal Communications Commission for authority to construct a frequency modulation sound broadcast station."

Membership is in periods of a year, based upon the payment of annual dues of \$300. The term of officers on the board of directors also runs for one year.

The secretary-treasurer of FM Broadcasters, Inc., is Robert T. Bartley at the Association's main office, 21 Brookline Avenue, Boston, Mass.

FREQUENCY MODULATION—Continued

A branch and promotional office, with Dick Dorrance, director of promotion, in charge is maintained at 52 Vanderbilt Avenue, New York City. The Washington attorney for FM Broadcasters, Inc., is Philip G. Loucks, Loucks & Scharfeld, National Press Building, Washington, D. C.

Who controls FM patents? What do license rights cost?

Patents covering the frequency modulation method of radio transmission are held by Major Edwin H. Armstrong, inventor of the system. Armstrong will grant "to persons who are engaged or propose to engage in either experimental or commercial broadcasting and who desire to use the Armstrong system therein, licenses under the Armstrong patents in accordance with a standard form of license agreement."

Licensing agreements call for payment of the sum of \$25,000 by transmitter manufacturers, in return for use of patents and the technical advice of Major Armstrong. In addition, there is a scale of royalties on each F-M broadcast transmitter sold, ranging from \$300 on 250-watt installations to \$5,000 for 50,000-watt installations.

Manufacturers of receivers are also required to pay for the use of the Armstrong patents, at a rate of about 2¼% royalty on all wholesale receipts.

What waveband is now assigned to FM?

Following hearings in March, 1940, at Washington on the future of frequency modulation broadcasting, the FCC has assigned a new FM broadcast band ranging from 42 to 50 megacycles, sanctioned commercial operation, and established 40 channels designed for stations using "wide-band" or 200 kilocycle swing.

The hearing, at which Major Armstrong, FM Broadcasters, Inc., John Shepard III, Paul A. DeMars, together with numerous engineers and other authorities testified, presented a complete picture of FM's phenomenal growth and practicability. After nearly two months of deliberation, a decision was finally handed down on May 18, 1940.

Characterizing FM as "one of the most significant contributions to radio in recent years," the Commission opened the new 40-channel band, taking from television its No. 1 channel (44 to 50 mc.) in return for a new channel opened between 60 and 66 megacycles.

Of the 40 new channels, five are set aside for educational, non-profit stations. On the other 35—from 43 to 50 megacycles—unlimited commercial operation, identical with standard broadcast stations, will be permitted after January 1, 1941. During the interim, many frequencies must be reshuffled to make room for opening of the new territory.

"Frequency modulation," declared the FCC in a unanimous report, "is highly developed. It is ready to move forward on a broad scale and on a full commercial basis. On this point there is complete agreement among the engineers of both the manufacturing and broadcasting industries. A substantial demand for FM transmitting stations for full operation exists today. A comparable public demand for receiving sets is predicted. It can be expected, therefore, that this advancement in the broadcast art will create employment for thousands of persons in the manufacturing, installation and maintenance of such stations."

Government recognition of FM has been the signal for heavy activity

FREQUENCY MODULATION—Continued

on the part of receiver and transmitter manufacturers. Commercial status offers the prospect of operation on a profitable basis, with as many stations on the air as the country, in any given locality, can economically support.

At the time when the FCC made its decision there were pending in Washington some 136 applications to construct FM stations. Another 22 had already been granted on an experimental basis. All of these applications and licensees are now eligible to refile for regular commercial broadcast stations.

Is network operation of FM feasible?

Network operation via FM is not only feasible but an accomplished fact. On several occasions test networks for demonstration purposes have been hooked up between New York and the Canadian border, involving as many as eight stations.

Because of the high fidelity possible over FM, plus the fact that regular land-line wires are unable as yet to handle such high fidelity programs, makes radio relay from point to point the only satisfactory method of chain broadcasting.

Whether the FM network of the future will be based upon one station picking up and rebroadcasting the next one, or whether definite point-to-point relays on even higher frequencies using beam transmitters are to be established, is one of the developments yet to be worked out.

Because of the astonishingly low noise-level and freedom from background rush, FM signals may be relayed from station to station across many hundreds of miles without any appreciable loss of quality.

What are the costs of building, operating and maintaining an FM station in comparison with an AM station of similar rating?

Installation and initial cost of an FM broadcast station runs no higher than that of a standard AM station. Transmitters cost from \$67,000 for maximum power to \$10,000 and less for smaller units.

Maintenance, if anything, is less than that of a regular AM transmitter, since in FM circuits all current drains are constant and do not fluctuate under modulation. This is tantamount to a slight reduction in the operating power bill.

Furthermore, high power output is no longer a necessity for a large service area. Height of the antenna above the surrounding countryside is a very important factor, since a 5,000-watt station on a mountain peak can usually cover far more territory than a 50,000-watt station in a valley.

What is the situation as to receiver manufacture, prices, marketing, etc.?

At the present time there are several manufacturers with FM and combination FM-AM sets on the market. However, the FCC decision, opening up a far wider band to FM transmission, means that new receivers must be readied for the market. Those offered the public to date have usually had a tuning range from 40 to 44 megacycles. The new band runs from 42 to 50 megacycles.

Stromberg-Carlson, General Electric and Scott Radio have thus far been most prominent in manufacture and merchandising. However a dozen more firms, including Stewart-Warner, Farnsworth, Pilot, Zenith,

FREQUENCY MODULATION—Continued

Philharmonic and others are now engineering FM chassis to be ready for the market almost immediately.

Prices range upward—under the present non-assembly line method of production—from approximately \$60 for a plain FM table model. Combination sets, expected to sell best, run from \$130 to as high as the consumer wants to pay, the expensive sets being based on the cabinet cost, as is the case with AM receivers.

Under heavy production, prices are expected to be only a trifle more than those of standard sets, the slight increase being traceable to the added cost for a superior speaker capable of giving more faithful reproduction. The actual wiring of an FM set is no more complex than that of today's ordinary sets.

It is impossible to guess what FM receiver sales for 1940 will be, but most large manufacturers are planning extensive advertising and promotional campaigns.

What is the situation as to the manufacture of FM transmitters and other necessary equipment?

There are today four companies outstanding in the manufacture of frequency modulation transmitters. Pioneer among these is Radio Engineering Laboratories, Inc., of Long Island City, N. Y., which has diverted most of its efforts toward the production of FM transmitting equipment. Most of the FM installations thus far in operation about the country are products of the R. E. L. factory.

General Electric, following a long period of experimentation, is also offering an assortment of FM transmitters to the broadcasting industry, while a third concern to move along these lines with a stock model is Western Electric.

In addition, RCA has announced the production of a one-kilowatt FM unit for sale to broadcasters.

What are the basic regulations set up by the FCC to govern the operation of FM broadcast stations?

In a new set of regulations, issued June 22, 1940, the Federal Communications Commission refers to FM as "high frequency broadcast" to distinguish it from standard broadcast. "Rapid development of FM stations throughout the nation," declared the Commission, "is expedited by FCC action in apportioning frequencies and otherwise stipulating operation of FM so as to make such broadcasts available to as many American homes as possible. Under the rules just approved, FM facilities are, in effect, available to every community in the land."

These rules require that all FM stations must operate a minimum of six hours daily, three during the day and three at night. At least one hour of each day and one hour of each night must be given over to programs not duplicated simultaneously in the same area (in other words, distinct from standard broadcast). The multiplex transmission of facsimile and aural programs is also permissible, provided the facsimile is incidental to the aural broadcast.

"To safeguard the public against monopoly," states the Commission, "no person or group can directly or indirectly control more than one FM

FREQUENCY MODULATION—Continued

station in the same area. Likewise, no person or group may control more than one such station, except upon showing that such operation would foster competition or will provide a high-frequency broadcasting service distinct and separate from existing services, and that such operation would not concentrate control in a manner inconsistent with public interest, convenience, or necessity.

"In this connection, the Commission declares that control of more than six stations by the same person or persons under common control is inconsistent with the public interest."

FM ALLOCATION TABLE

The channels made available by F.C.C. Order 67 to FM broadcast stations, including the multiplexing of facsimile transmission simultaneously with aural broadcasting, are assigned to services as follows:

Non-Commercial Educational Broadcast Stations

42,100	42,500	42,900
42,300	42,700	

Stations in Cities of Less than 25,000 (Service Area of 500 Square Miles)

48,900	49,300	49,700
49,100	49,500	49,900

Stations in Cities of 25,000 (Service Area of Less than 3,000 Square Miles)

44,500	45,900	47,300
44,700	46,100	47,500
44,900	46,300	47,700
45,100	46,500	47,900
45,300	46,700	48,100
45,500	46,900	48,300
45,700	47,100	48,500
		48,700

Stations in Metropolitan Districts (Service Area in Excess of 3,000 Square Miles)

43,100	43,500	43,900
43,300	43,700	44,100
		44,300

TELEVISION: 1939-40

Television during the past year suffered as stormy a fate as ever beset a branch of the radio industry. As the VARIETY RADIO DIRECTORY went to press, the future of the new art was in such a muddle following F.C.C. orders and counter-orders that no predictions of coming progress may safely be ventured. To state the matter briefly: television has been returned to a strictly experimental basis after high hopes had been raised that partial commercialization would put the industry into high gear on Sept. 1, 1940. Furthermore, one of the channels assigned to television has been given over to Frequency Modulation. And finally, the order of things as they now stand, after months of tumult, undoubtedly works to the greatest disadvantage of television's foremost exponent—the Radio Corporation of America, which is said to have spent some \$10,000,000 in fostering the growth of the new medium. Historically, the current situation came about as follows:

On Jan. 3, 1939, the F.C.C. appointed a Television Committee—composed of Commissioners T. A. M. Craven (chairman), Norman S. Case, and Thad H. Brown—to make proposals concerning the future regulation of the medium, with particular attention to the prospect of interesting the public in television developments. The appointment of this committee coincided with a television flurry largely created by RCA, Du Mont, the Don Lee Broadcasting System, and other interested parties. RCA, always in the van of this activity, on April 30, 1939, began a continuous service of television programs in New York City, and both curiosity and interest were rife. It was generally assumed in the trade press that television's first great "push" for public favor was beginning.

First Television Committee Report

On May 22, 1939, the F.C.C.'s Television Committee turned in its first report on the situation. Its principal recommendations were twofold: 1) that no fixed standards regarding transmission and allocation be adopted, thus avoiding an early "freezing" of the art on a fixed level; and 2) that the F.C.C. cooperate with the industry in helping television gain a foothold.

Throughout the summer of 1939, television continually was in the headlines. RCA-NBC kept pumping out programs in New York, and there was a general belief that television, as a whole, was now ready to be taken out of the laboratory and given a fair trial as a means of public entertainment and enlightenment.

Second Television Committee Report

In the fall, on Nov. 15, 1939, the F.C.C.'s Television Committee issued a second report. This new document fully agreed with the idea that television should be presented to the public. The committee advocated that two classes of television stations be established. The first group—called Class I stations—would be the laboratory-research group, carrying on a program of "research and experimentation in the technical phases of television broadcasting, not requiring a service directly to the public." The other group—called Class II stations—would directly bring television to the public by concentrating on experiments with programs at least five hours per week. Underscoring the importance of the second (Class II) group, the committee advocated that they might carry sponsored programs, "provided such sponsorship . . . and funds are primarily used for experimental development of television program service."

In the matter of transmission-allocation standards, the committee said: "While the future may require changes in the Radio Manufacturers Association standards by reason of improved and proved technical progress, this committee recognizes that, for the time being, these standards must be used for scheduled program service, and recommends that similar action be taken by the Com-

TELEVISION—Continued

mission." It was the opinion of the committee that the lower television channels (44,000-108,000 kc) be distributed as follows: three channels to metropolitan districts in excess of 1,000,000 population; two channels to areas between 500,000 and 1,000,000; and one channel for districts less than 500,000. Meantime the committee pointedly demanded "protection of the public, as far as possible, against loss through obsolescence in receivers."

After the F.C.C. received this committee report, it mulled over the contents for a month. Obviously the industry would disagree with some of the conclusions. There was sure to be an uproar over the recommendation to adopt the Radio Manufacturers Association standards.* There was also much talk that the proposed partial commercialization was not legal, inasmuch as the F.C.C. is not authorized to regulate the disposition of money received from sponsored programs. In the end the F.C.C. adopted the report, and simultaneously scheduled hearings on it beginning Jan. 15, 1940.

The January Hearings

The hearings, as expected, were a stormy session. RCA clamored for the Radio Manufacturers Association standards, while the Allen B. Du Mont Laboratories clamored against them. Philco thought that commercialization was not as yet feasible. And so on for eight tempestuous days. After thousands of words had gone into the record, the F.C.C. made a tour of inspection of various television plants, thought the matter over, and then (Feb. 29, 1940) issued its rules. They differed only slightly from the original committee report.

Partial Commercialization Permitted

For one thing, they carried into effect the idea of Class I and Class II stations—the former for laboratory experiments, and the latter for public program experiments. The idea of fixing any transmission standards, allocating definite frequencies, or assigning stations by size of community, however, was completely dropped so as not to "freeze" the industry. Class II stations were ordered to operate at least ten hours per week (as against the committee's recommendation of five hours). Regarding commercialization, the F.C.C. ruled (Section 4.73, b):

"Beginning Sept. 1, 1940, Class II television licensees may make charges against program sponsors to cover the cost of programs produced for respective sponsors; and such sponsored programs, including advertising material, may be transmitted as part of the station's experimental program service, but without charge for transmission."

The rules concluded with a warning that "nothing should be done which will encourage a large public investment in receivers which, by reason of technical advances when ultimately introduced may become obsolete in a relatively short time."

RCA's New Plans

Apparently this was the "green light" which had been awaited, and RCA was the first to react overtly to it. On March 12, 1940, RCA publicly announced a three-point television program for the immediate future. It specified:

- 1) Elaboration of the program schedule for the RCA-NBC station in New York.
- 2) A reduction in television set prices, backed by a new merchandising campaign. Receivers priced at \$600 were cut to \$395; those listed at \$450 were marked down to \$295; and so forth.

* RMA standards concern both transmission and reception. They call for high-fidelity pictures, incorporating 441 lines per frame; flicker elimination by interlaced scanning; adequate clarity via 30 frames per second, and a field frequency of 60 per second; single sideband operation at the transmitter. RMA standards of antenna height, power, etc., are too technical to be discussed here.

3) Construction of a relay system of "booster" stations between New York and Philadelphia in anticipation of chain-broadcasting. This system would be effected by means of little retransmission units perched on 100-foot steel towers at intervals of about thirty miles. The units would pick up a signal, convert it into a frequency of 500,000 kc, then pass it on to the next "booster" with a 10-watt impetus, until the signal automatically reached its destination.

Four days later, on March 16, RCA announced it had filed applications for television stations to be located in Philadelphia, Washington, D. C., and Chicago.

F. C. C. Rescinds Its Regulations

No sooner had this comprehensive program been publicly announced than the F.C.C. fired a bomb directly into the whole scheme. Without warning, the Commission on March 22 rescinded Section 4.73 (b) of the television rules (which had allowed partial sponsorship), and ordered new hearings "to determine whether research and experimentation and the achievement of higher standards for television transmission are being unduly retarded by the Radio Corporation of America." RCA's promotional activity, alleged the F.C.C., "not only intensifies the danger of these instruments (receivers) being left on the hands of the public, but may react in the crystallizing of transmission standards at present levels. Moreover, the possibility of one manufacturer gaining an unfair advantage over competitors may cause them to abandon the further research and experimentation which is in the public interest and may result in crowding them into the market with apparatus at present efficiency levels." With this dictum, the F.C.C. set April 8 as the date for further hearings on the whole matter.

This turn of affairs immediately provoked considerable anti-F.C.C. comment in the press and in the halls of Congress, but to no avail. The scheduled hearings were held, much of the ground covered in the original January sessions was retrod, and on May 28 the F.C.C. released its conclusions:

Sponsorship Permission Revoked

"The positions of the different companies on this whole problem cannot be viewed with total disregard of the patent interests. . . . It has been . . . decided that there should be no commercial broadcasting, with its deterring effects upon experimentation, until such time as the probabilities of basic research have been fairly explored . . . The provision in the rules for Class II stations will be eliminated . . . With the view to encouraging research and experimentation on a wholly flexible basis, the Commission is prepared to authorize broader experimental operations by existing stations and a number of additional stations . . . Revised rules designed to carry into effect the conclusions reached herein will be issued in the near future. . . ."

Therewith television's minor boom abruptly came to a halt, for the time being at least. Making the outlook even blacker, the F.C.C. allotted the so-called No. 1 television channel to the Frequency Modulation broadcasters, which means that several television exponents will have to readjust television receivers and shift to new wave-lengths. (For a digest of new F.C.C. rules anent television, see Page 443).

RCA's Experiences

RCA, however, undoubtedly can salvage some valuable facts from its experiments which will be useful when television's future looks brighter. Set-owners in New York (about 3,000) have been polled for their program preferences, and have indicated that they prefer dramatic programs to any other type of current program. Outdoor events (sports, etc.) received the second largest vote, with film features and shorts running in third and fourth positions. Experiments with advertising materials also have been carried out (free of charge to the advertisers). And on May 7 RCA showed its stockholders a new large-screen television apparatus which projects an image 4½ by 6 feet.

TELEVISION CHANNELS

The following channels have been assigned by the F.C.C. for the use of experiments in television. The channels in what is known as Group A include numbers 1 to 7 inclusive. This is the regular station band. Group B comprises channels 8 to 18. There is also a Group C which is defined as "any 6,000 kc band above 300,000 kc excluding band 400-401,000 kc." Groups B and C are for auxiliary and relay purposes.

Channel No. 1	50—56,000	Channel No. 10	186—192,000
Channel No. 2	60—66,000	Channel No. 11	204—210,000
Channel No. 3	66—72,000	Channel No. 12	210—216,000
Channel No. 4	78—84,000	Channel No. 13	234—240,000
Channel No. 5	84—90,000	Channel No. 14	240—246,000
Channel No. 6	96—102,000	Channel No. 15	258—264,000
Channel No. 7	102—108,000	Channel No. 16	264—270,000
Channel No. 8	162—168,000	Channel No. 17	282—288,000
Channel No. 9	180—186,000	Channel No. 18	288—294,000

CONSULTING RADIO ENGINEERS

Altec Service Corp.
250 W. 57th Street
New York City

Victor J. Andrews
6429 So. Lavergne Avenue
Chicago, Ill.

Stuart L. Bailey
Jansky & Bailey
National Press Bldg.
Washington, D. C.

John H. Barron
Earle Bldg.
Washington, D. C.

Herbert Lee Blye
1014 West High Street
Lima, Ohio

William W. L. Burnett
William W. L. Burnett Radio Laboratory
4814 Idaho Street
San Diego, Calif.

Joseph A. Chambers
McNary & Chambers
National Press Bldg.
Washington, D. C.

Commercial Radio Equipment Co.
7134 Main Street
Kansas City, Mo.

A. Earl Cullum, Jr.
2935 N. Henderson Avenue
Dallas, Tex.

John H. De Witt
Radio Station WSM
Nashville, Tenn.

George C. Davis
Page & Davis
Munsey Bldg.
Washington, D. C.

Dr. Lee De Forest
5106 Wilshire Blvd.
Los Angeles, Calif.

Doolittle & Falknor, Inc.
7421 S. Loomis Blvd.
Chicago, Ill.

Edwards & Martin
Union Guardian Bldg.
Detroit, Mich.

Herman Florez
1 Nevins Street
Brooklyn, N. Y.

Glenn D. Gillett
National Press Bldg.
Washington, D. C.

Paul F. Godley
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Dr. Alfred N. Goldsmith
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1407 S. E. Howard Street
Evansville, Ind.

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FACSIMILE BROADCAST STATIONS

(As of June 1, 1940)

Licensee and Location	Call Letters	Frequency (kc)	Power
Bamberger Broadcasting Service, Inc., New York, N. Y.....	W2XUP	25250	100w
A. H. Belo Corporation, Dallas, Tex.....	W5XGR	25250	100w
The Crosley Corporation, Cincinnati, Ohio....	W8XUJ	25025	1kw
The Cincinnati Times Star, Cincinnati, Ohio..	W8XVC	25175	100w
			(C.P. only)
William G. H. Finch, New York, N. Y.....	W2XBF	43740	1kw
The Courier Journal and Louisville Times Company, N. E. of Eastwood, Ky.....	W9XWT	25250	500w
The National Life and Accident Insurance Company, Inc., Nashville, Tenn.....	W4XIH	25250	1kw
The Pulitzer Publishing Company, St. Louis, Mo.	W9XZY	25100	100w
United Broadcasting Co., Cleveland, Ohio....	W8XE	43620	100w
Radio Pictures, Inc., Long Island City, N. Y..	W2XR	43580	500w
Symons Broadcasting Co., Spokane, Wash....	W7XSU	25150	100w
			(C.P. only)
Sparks-Withington Company, Jackson, Mich..	W8XUF	43900	100w

FACSIMILE STATIONS—Continued

Licensee and Location	Call Letters	Frequency (kc)	Power
Star-Times Publishing Company, St. Louis, Mo.	W9XSP	25250	100w
WBEN, Incorporated, Buffalo, N. Y.	W8XA	43700	100w
WBNS, Incorporated, Columbus, Ohio.	W8XUM	25200	100w
WOKO, Inc., Albany, N. Y.	W2XWE	25050	500w

INTERNATIONAL BROADCAST STATIONS

(As of June 1, 1940)

Licensee and Location	Call Letters	Frequency (kc)	Power
Columbia Broadcasting System, Inc., Near Wayne, N. J.	WCBX	6120, 6170, 9650, 11830, 15270, 17830, 21570	10kw
The Crosley Corporation, Mason, Ohio.	WLWO	6060, 9590, 11870, 15270, 17800, 21650	50kw
General Electric Company, San Francisco, Calif.	KGEI	6190, 9530, 15330	20kw
General Electric Company, South Schenectady, N. Y.	WGEA	9550, 15330, 21500	25kw
General Electric Company, South Schenectady, N. Y.	WGEO	6190, 9530, 21590	100kw
Isle of Dreams Broadcasting Corp., Miami, Fla.	WDJM	6040	5kw
National Broadcasting Company, Inc., Bound Brook, N. J.	WNBI	6100, 17780	35kw
National Broadcasting Company, Inc., Bound Brook, N. J.	WRCA	9670, 21630	35kw
WCAU Broadcasting Company, Newtown Square, Pa.	WCAB	6060, 9590, 15270, 21520, 25725	10kw
Westinghouse Electric and Manufacturing Company, Millis, Mass.	WBOS	6140, 9570, 15210, 21540	10kw
Westinghouse Electric and Manufacturing Company, Saxonburg, Pa. (C.P. to move to Hull, Mass.)	WPIT	6140, 9570, 11870, 15210, 17780, 21540	40kw 50kw (C.P.)
World Wide Broadcasting Corp., Scituate, Mass.	WRUL	6040, 11730, 11790, 15130, 15250, 21460	20kw 50kw (C.P.)
World Wide Broadcasting Corp., Scituate, Mass.	WRUW	11730, 11790, 15130, 15250, 25600	20kw

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N.A.B. headquarters are located at 1626 K St., N. W., Washington, D. C.

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N. A. B. CONVENTIONS 1923-1940

First annual convention, 1923	Chicago, Ill.
Second annual convention, 1924	New York City
Third annual convention, 1925	New York City
Fourth annual convention, 1926	New York City
Fifth annual convention, Sept. 19-21, 1927	New York City
Sixth annual convention, Oct. 15-17, 1928	Washington, D. C.
Seventh annual convention, Nov. 3-6, 1929	West Baden, Ind.
Eighth annual convention, Nov. 17-19, 1930	Cleveland, Ohio
Ninth annual convention, Oct. 26-28, 1931	Detroit, Mich.
Tenth annual convention, Nov. 14-16, 1932	St. Louis, Mo.
Eleventh annual convention, Oct. 9-11, 1933	White Sulphur Springs, W. Va.
Twelfth annual convention, Sept. 17-19, 1934	Cincinnati, Ohio
Thirteenth annual convention, July 8-11, 1935	Colorado Springs, Colo.
Fourteenth annual convention, July 5-8, 1936	Chicago, Ill.
Fifteenth annual convention, June 20-23, 1937	Chicago, Ill.
Special convention Oct. 12-13, 1937	New York City
Sixteenth annual convention, Feb. 14-15, 1938	Washington, D. C.
Seventeenth annual convention, July 10-13, 1939	Atlantic City, N. J.
Eighteenth annual convention, Aug. 4-7, 1940	San Francisco, Calif.



PROPOSED TITLES—UNUSED TO DATE

The 75 titles listed below were sent to VARIETY by script writers who are (or were) trying to sell their wares to advertisers and agencies. In short, the titles have not been used to date. But because numerous persons have seen them, they are listed herewith to avoid accusations of title-stealing later on. The VARIETY RADIO DIRECTORY cannot vouch for the legal status of these titles, and prints them only as a precaution.

American Working Man, The.
Autumn Blooming.

C

Campus Caravan.
Captain Jonathan and Phoebe Anne.
Classics in Cadence and Counterpoint.
Coffee Club Program, The.
College Caravan.
Collegiate Caravan.
Crashing Hollywood.

D

Davey Jones—Varsityman.
Die-Dye-Die.
Dreamland Trail.
Duel, The.
Dumb-Belles Letters.

E

Editorials in Rhythm.

G

Genuine Good Humor Man.
Girls Will Be Girls.
Glories of Ireland.
Going to Press.
Great Houses and Back Alleys.

H

Hem & Haw.
High School Ambitions.
Hollywood News Dramas.
Human Side of Life.
Hymns of Every Faith.

I

Idea Clinic, The.
In a Way of Speaking.
In Gay Parree.

J

John the Postman.
Junior League Society Circus.

L

Lem Pratt—The Elmville Squire.
Limerick Time, A Dollar a Rhyme.
Love Clinic, The.

M

Make a Million.
Men of Valor.
Midnight in Paris.
Mind Magic.
Mirrors of Onyx.
Monday Coach, The.

Mother's Recess.
Music Library of the Air.

N

New Adventures of Sir Launcelot, The.
Nightlife in Paris.

O

Old Fire Chief, The.

P

Paris at Night.
Parole Board.

Q

Question of the Week, The.

R

Read 'Em and Laugh.
Readers' Almanac, The.
Rhythm Reporter.
Robin Hood of the Ozarks.
Romance of Poor Sybil Hicks, The.

S

Sam the Salesman.
Sharps, Flats and Fables.
Ship's Concert, The.
Song Craftsmen, The.
Song-Shadows.
Stamp Romances.
Stardust.

T

To Touch a Star.
Today's Woman.
Tom Sawyer.
Trailer City.

U

Uncle Elmer, Your Krackerbarrel Kommentator.

V

Voice of Public Opinion.

W

Way to Build Better Homes, The.
What's the Score?
William Donahey's Teenie Weenies.
Win-Dough-Shopping.
Wisdom on the Air, with Adrienne.
Woman Speaks.

Y

Yes and No.
Your Cousins from Kentucky.
Your Road to Employment.

Z

Zero Hour, The.

PROGRAM TITLES

5,000 NAMES OF PROGRAM SERIES BROADCAST SINCE MAY, 1939

(For Titles Prior to May, 1939, See VARIETY RADIO DIRECTORY,
Vol. III, Pages 273-439)

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

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. MBS: Mutual Broadcasting System.
NBC: National Broadcasting Co.

Indexing

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."

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.

Legal Status of Titles

The legal status of program titles has been defined thus by Francis Gilbert (VARIETY RADIO DIRECTORY, Vol. I, page 306): "Names or titles used in connection with these programs are of the same general nature as the titles to theatrical, motion picture or other forms of entertainment, and as trade marks or trade names used in connection with merchandise."

In checking new program titles, the VARIETY RADIO DIRECTORY lists should be consulted first of all. Thereafter the titles should be checked against lists of: 1) motion picture titles; 2) plays and dramatic works; 3) books; and 4) short stories. This is the minimum number of checks which should be made in all cases. Motion picture and similar title lists are available in most public libraries.

PROGRAM TITLES—Continued

A

- ABC Safety Club (KOME)
 ABC Safety Legion (WCFL)
 A. B. C.'s of Living (WWSW)
 A B C's of Rhythm (KWOC)
 A Boy, A Girl, A Band (NBC)
 A-C Ranch Boys, The (KRLD)
 A Travers Nos Cantons (CHLT)
 Aboard the 5:15 (WFAA)
 About the Towns with Dick (KVIC)
 Accent on Music (WSM)
 Accent on Song (WHAS)
 Accordiana (KOIL, WCFL)
 Accordion Parade (CKCA)
 Acres of Musical Diamonds (WIBG)
 Action Auction (KYOS)
 Ad-Liner, The (WDBO)
 Ads of the Air (WJNO)
 Add 'em and Win (WDAY)
 Add 'em Up (WROK, WTAQ)
 *Adolph Hofner and All the Boys (KTSA)
 Adrian Sings (WAAB)
 Adventure Ahead (KHJ)
 Adventure in Hobbies (WEED)
 Adventures at Abernethy's (WCAX)
 Adventures in Art (WSB)
 Adventures in Music (WJR)
 Adventures in Rhythm (CBR, KHJ)
 *Adventures in Texas History (KABC)
 Adventures of Ellery Queen (CBS)
 *Adventures of Gary and Jill (KABC)
 Adventures of Prof. Cosmo Jones (KNX)
 Adventures of Sherlock Holmes (NBC)
 Adventures on the Seven Seas (KRE)
 Affiliated Wives, Inc. (WRC-WMAL)
 After Classes (WESG)
 After Dinner Varieties (WFBL)
 Afternoon Fiesta (KRSC)
 Afternoon Headlines (WTMA)
 Afternoon Hodge Podge, The (WLPM)
 Afternoon Hotspot (WRAL)
 Afternoon Round Up (WMSD)
 Afterschool Swing Session, The (WBNX)
 Against the Storm (NBC)
 Agricultural Conversations (KIEM)
 Agriculture on Parade (KFJZ)
 Ain't It Shameful (CJCA)
 Ain't It So? (WVFW)
 Air Hostess (WHIP)
 Air-Lane Dance (WHIP)
 Air Squadron, The (WNBC)
 Air Youth of America (NBC)
 Airliner, The (WFVA)
 (WFVA)
 Airliners (WCCO)
 Airport Interviews (WIBC)
 Airport Reporter, The (WING, WSB)
 Airwaves over _____ (WFAS)
 Al Pohler's Hour of Memory (WCLS)
 Alabama on Parade (WAPI)
 Alarm Clock Club, The (KOA (KOA)
 Alarm Clock Melodies (WTMV)
 Aldrich Family, The (NBC)
 Alec Templeton Time (NBC)
 Alexander Schools Present (KFPL)
 Alibi Club (CBS)
 Alice Abbott Home Circle, The (WFBM)
 Alice Blue Gown (WSUN)
 All for You (WHKC)
 All Hands Around (KFAB)
 All Request (CKCH)
 All-Star Sports School (WEMP)
 All Women (KOL)
 All's Well (CJCA)
 Allen Roth's Variety Concert (NBC)
 Aloha Hawaii (KHQ-KGA)
 Along Fifth Avenue (WJZ)
 Along the Sports Trail (WTOC)
 Along the Way (WABI)
 Alphabet Program (WMAZ)
 Alvin Rey & The King Sisters (KHJ)
 Amanda of Honeymoon Hill (NBC)
 Amanda's Party (NBC)
 Amarillo Institutions (KGNC)
 Amateur & Quiz Show, Sally Ann (WJMC)
 Amateur Announcers Contest (WJLS)
 Amateur Symphony (WFAA)
 Amateurs of Alaska (KFAR)
 Ambassadors (WHAS)
 Ambassadors of Goodwill (WSPB)
 Amblings, Regale (KPO)
 America Calling (NBC)
 America in a World Neighborhood (WIBG)
 America Unlimited (NBC)
 America Works (WHK)
 America's Lost Plays (NBC)
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 American Artists' Series (WQXR)
 American Challenge, The (KFI)
 American Citizen, The (KNX)
 American Classics (KHQ-KGA)
 American Family Discusses War, An (NBC)
 American Goodwill Mission Program (NBC)
 American Jewish Hour (WHN)
 American Milestones (WLS)
 American Music (WGNV)
 American Music Festival (NBC)
 American Parade (WLW)
 American Salute (WEMP)
 Americans Over Forty (WJSV)
 Americana Quiz (WMCA)
 Among My Souvenirs (CKCW, KICA, KLO, KTSA)
 Amour Voyage (CKAC)
 And the Angels Sing (WGN)
 Angelo, Street Singer (WCSC)
 Animal Looks at the World, The (NBC)
 Anne Thomas, Career Wife (NBC)
 *Announcers' Frolic (WHAS)
 Answer Auction (KNX)
 Answer for Your Supper (WFBC)
 Answer Please (KOIL, WSAU, WTRC)

PROGRAM TITLES—Continued

- Answer This (WHBL)
 Answering Father Coughlin (WCNW)
 Anybody's Corner (CJCA)
 Anything Goes (CFGP, WCHV, WSPA)
 Apple Man, The (WLEU)
 Appointment with Health (KOL)
 Arabian Nights (KEX-KGW)
 Arctic Supper Club, The (KFAR)
 Are You Afraid? (KGFJ)
 Arizona Ramblers (KFEQ)
 Arkansas Travelers (WDAF)
 Armchair Program (KFPW)
 Armchair Romances (WWVA)
 Army Sings, The (CFRN)
 Around the Camp Fire (KVFD, WRDO)
 Around the Coffee Table (KFJZ)
 Around the Counters (WTAD)
 Around the Soft Ball Diamond (WHBF)
 Around the Sports Table (KMJ)
 Around the Town (KGY, WBAB, WCNC, WHDF, WIBC, WKBN)
 Around the World (WTSP)
 Around the World with Music (WLS)
 Around Town (KLS)
 Arranged By (WOR)
 Art for Fun (WAPI)
 Art for Your Sake (NBC)
 Art in the News (NBC)
 Art Musicale (KRE)
 Art of Living, The (WDZ)
 Art Question Box (CBL-CBY)
 Artists in the Spotlight (KFPY)
 As America Thinks (WRVA)
 As I Was Saying (WVO)
 As It Looks from Washington (NBC)
 As Others Hear You (KWYO)
 As You Like It (CFCN, CKSO, KFOR, WPIC, WRNL)
 Ask Me Another (KTOK)
 Ask Me the Answer (WTAR)
 Ask the Professor (KHQ-KGA)
 Ask the Stars (KFWB)
 Ask Us a Question (WHEC)
 At Ease (WSM)
 At Home (KLO)
 At Home with Helen White (WJZ)
 At Home with Margaret Foss (WDAY)
 At Sundown (KVIC)
 At the Crossroads (WBRC)
 At Your Service (KGDM, KRNT, WMMN)
 At Your Service, Madame (KFPY)
 Atlanta Yesterday (WSB)
 Attend Church Today (WLAK)
 Au Cafe-concert (CJBR)
 Au Rythme de la Rumba (CJBR)
 Au Rythme de la Valse (CJBR)
 Au Rythme des Castagnettes (CJBR)
 Au Rythme du Tango (CJBR)
 Auction Block (KTRB)
 Auction Block, The (WCAZ)
 Augusta Headlines (WRDW)
 Auld Lang Syne (KFPY)
 Aunt Lucy's Pal Time (KIUL)
 Aunt Mellisa's Memory Jug (WRAL)
 Aurora Answers (WMRO)
 Author! Author! (WOR)
 Author Presents, The (WBNX)
 Authors and Composers Program (KFYO)
 Auto Biography (WTRY)
 Autumn Breezes (WGY)
 Avalon Time (KWLLK)
 Aventures de Blanchard (CHLP)
 Aviation Corner, The (WIBG)

B

- Babs Lincoln (WJSV)
 Baby Clinic, The (WJLS)
 Back Talk (KFDA)
 Back to Work (KHQ-KGA)
 Background of the War (WFBL)
 Backstage at the Pantage (WSGN)
 Backstage Biographies (WNBC)
 Backstage in Radio (CKOC)
 Baker Theatre (KGIN)
 Baker's Dozen (CJCA)
 Balalaika, La (WMMN)
 *Ballad for Americans (WABC)
 Ballads by Brooks (WBBM)
 Ballads for Breakfast (WHIZ)
 Ballads of Hills and Plain (WGH)
 Ballroom Echoes (WDAF)
 Ballroom of Romance (WMSD)
 Band Box Melodies (KONO)
 Band of the Week (WBBM, WWSA)
 Band Stand, The (KFRU)
 Band Time (WICC)
 Band Wagon, The (WSKB)
 Bands by Demand (WTHT)
 Bandbox (WNEW)
 Bandwagon, Bank's (WBIG)
 Banter Between Busses (KOME)
 Bar Nuthin' Ranch (KMBC)
 Bar-O Ranch, The (WMBR)
 Barbara Winthrop Calling (WJJD)
 Barber Shop Brigade (CJCA)
 Barber Shop Quartette (WDZ)
 Bard of Paradise Valley (KGER)
 Bargain Basket, The (WGH)
 Bargain Counter, The (WEBQ, WEBQ)
 Bargain Counter of the Air, Rephan's (KARK)
 Bargain Exchange (KDYL)
 Bargain Matinee (WPTF)
 Barker Brothers Choir (KHJ)
 Barn Dance, The (CBK, WFMJ)
 Barn Dance Gang, The (WGNV, WGNV)
 Barnloft Frolic (WTMV)
 Barnyard Frolics (KOIL)
 Barrel of Fun (WDAF)

PROGRAM TITLES—Continued

- Barrel of Music (WHN)
 Barrel Roll (KWK)
 Barter Box (WLAK)
 Baseball Extra (WXYZ)
 Baseball Scoreboard (KOIL)
 Batter Up (WDAY, WHAS)
 Batter Up Club (WENY)
 Batters Up (WBRY)
 Battle of Swing (WNEW)
 Battle of Wits (WDAN)
 *Beach News (WICC)
 *Beat the Band (NBC)
 Beating the Clock (WSLB)
 Beauty at a Bargain (KMED)
 Beauty Clinic (KVFD)
 Beauty Hints for the Home (KRBC)
 Beauty in Music (KRGV)
 Beauty Reflections (WVFW)
 Bedwarmers' Club (WPRO)
 Before Midnight (WFBR)
 Before You Invest, Investigate (KFOR)
 Behind Local Headlines (WSNJ)
 Behind the 8-Ball (KVOR)
 Behind the Headlines (WDZ, WKY, WTMA)
 Behind the Headlines of News & Sports (WDAY)
 Behind the Mike (WSOY)
 Behind the (KLO) Mike (KLO)
 Behind the Scenes (KMTR, KVOR, WICA)
 Behind the Scenes in Radio (KFYR)
 Behind the Scenes of Business (WLOK)
 Best Loved Music (WHN)
 Better Breakfast Bureau (KMO)
 Better Bridge (WSB)
 Better Music Hour (WMCA)
 Better Speech Program (WDNC)
 Betty Jane Rhodes & Chorus (KHJ)
 Betty Lee (WDAF)
 Between You and Me (WLAW)
 Beyond Reasonable Doubt (NBC)
 Bible and Life (WFBM)
 Bible Auditorium of the Air (WDAF)
 Bible Breakfast (WKST)
 Bible Lovers Revival (KLRA)
 Bidn' My Time (WHAM)
 Big Freddie Miller's Songs (WFBM)
 Big League Scoreboard (WRBL)
 Big Names of Kansas City (WHB)
 Bill Amick Orchestra (KGDm)
 Bill Johnson's Dinner Date (NBC)
- Bill Smith Learns French (CKAC)
 Bill Stern's Sport News (WJZ)
 Bill Wirges Presents (WFBM)
 Billboard, The (WHLB)
 Billboard Broadcast (KUAO)
 Bing Sings (CJLS)
 Bird Life (WFLA)
 Bird's Eye View of a Band (WIBG)
 Birmingham Day by Day (WSGN)
 Birthday Bells (KFJM)
 Birthday Club, KABR's (KABR)
 Birthday Party (KNX)
 Bits About Business (KDLR)
 Bits o' Hits (WHB)
 Bits o' Melody (KRE)
 Black and White Minstrels (KFH)
 Black Cat, The (KGO)
 Black Gold (NBC)
 Blackie Bear (WBT)
 Blackland Farm Broadcast (KRLD)
 Blanche Presents (KFJM)
 Blessed Everter (WWSW)
 Blighty Program, The (CKOC)
 Blind Bill Pennington (KFJZ)
 Blonde (CBS)
 Blooming Bill (WADC)
 Blue Danube (WEMP)
 Blue Grass Boys (WCKY)
 Blue Hawaii (WBBM)
 Blue Monday (KLO)
 Blue Monday Jamboree (KFRC)
 Blue Moods (WNBH)
 Blue Ribbon Melodies (WLS, WOW)
 Blue Ribbon Varieties (KGfJ)
 Blue Room (CFcN)
 Blue Room, The (WAVE)
 Blue Skies (KFAC)
 Blue Songs (KICA)
 Blue Stamp Program, Polish Merchants' (WEDC)
 Blue-streak Edition (WGH)
 Blue Velvet Rhythm (WGL)
 Blues Busters (WMBG)
 Bluegrass Brevities (WHAS)
 Bob Duane (WLW)
 Bob Dunham Comments (KMOX)
 Bob Howard (WEAF)
 Bonnie and the Boys (KMBC)
 Bonnie King (KMBC)
 Bonus Time (WBAL)
 Book Brochures (KLZ)
 Book Caravans (WHK)
 Book of Books (KECA)
 Book of Thrills (KNX)
- Book to Read, A (WLS)
 Book Worm, The (WDAS)
 Books and Their Authors (WSPB)
 Books Around the World (NBC)
 Books in Brief (WSUN)
 Books of the Times (CJRC)
 Bookman's Notebook, A (NBC)
 Bookshelf, The (WGNy)
 Bookworm Club (WLS)
 *Boone County Jamboree (WLW)
 Boone Family (WHO)
 Border Riders, The (WDNC)
 Both Sides of the News (KTUL, WJBK)
 Bouncing Brass (KHQ-KGA)
 Bouquet of Melody (WSPB)
 Bouquet for Today (WLAK)
 Bouquet to You, A (WJLS)
 Route-En-Train (CKAC)
 Bowler on the Air (WGNy)
 Bowling Backgrounds (WCLS)
 Bowling Brevities (CJCA)
 Bowling High Lights (WOC)
 Bowling Highlites (WLOK)
 Box Car Caravan (WKBN)
 Boy Friend, The (WHKC)
 Boy From Blighty (WLAW)
 Boy Greet's Girl (WIBC)
 Boy Meets Girl (WEBC, WSM)
 Boy Versus Girl (WBAB)
 Boy's Town (WJLS)
 Boys From the Lone Star State, The (WFEA)
 Brain-Benders (KTKC)
 Brain-Busters (WTAQ)
 Brain Teaser, The (WNBH)
 Breadtwisters, The (WSAU)
 Breakfast Bulletins (WHP)
 Breakfast Club (NBC)
 Breakfast Club, The (CJAT)
 Breakfast Club Express (KFRO)
 Breakfast in Bedlam (WBZ-WBZA)
 Breakfast Klub (KGDE)
 Breakfast News Briefs (WSGN)
 Breezing Along (NBC)
 Brenda Curtis (CBS)
 Brent House (NBC)
 Brevity Review (WJAR)
 Brickbats and Bouquets (KTSA, WJLS)
 Bright Idea Club (NBC)

PROGRAM TITLES—Continued

Bright Spot of the Morning (WIBC) Bring & Save Family, Burroughs (KARK) British Bands (CKY) British Variety Hour (CKY) Broadway on Record (KXOK) Broadway Song Shop (WSM) Brown Dots (WAIR) Brushing Up (KTKC) Buckskin Legend (WHK) Bud Barton (NBC) Bud Shaver Score Board (WXYZ) Buddy Webster and His Borderland Buckaroos (WHO)	Budgeteer, The (WTAL) Budgeteers (KFYO) Budgeteers, The (KGNC) Buffalo Bill Barn Dance (KWYO) Build Up Chest (KFJZ) Builders of Business (KGVO) Builders of Men (KFDM) Building Bug (KIDO) Building Folk (WMT) Bull Session (CBS) Bull Session, The Wittenberg College (WHIO) Bulletin Board (KIEM, KLS, KTSM, WOWO) Bulletin Board, Eureka (KIEM) Bulletins, Farm News (WDNC) Burcham Valley Quartet (WMSD)	Bureau of Information (WDNC) Bureau of Missing Persons (WBT) Bureau of Missing Pets (WEOA-WGBF) Bus Time (WCPO) Bush Flying (CJCA) Business Guide Reporter (KSRO) Busman's Holiday (WOR) Busy Bee, The (WABI) Button, Button, Where Is That Button (WTJS) Buyer's Guide (KTKC) *By Kathleen Norris (NBC) By the Bend of the River (WLW) Byron Hour, The (WHN) Byways of Beauty (CKOC)
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Cafe Yesterday (KRLD) Calendar Jumps, The (KOIL) Calendar of Events (WISE) California Agriculture (KGO) Calisthenic Clinic, The (WHIS) Call of Israel (WKNY) Call of the North (WTCN) Calling All Poets (WOWO) Calling All Stars (WSM) Calling All Tunes (KDON) Calling All Women (WCAX) *Calling America (MBS) Calling America for Peace (NBC) Calling California (KFBK) Calvary Gospel Hour (WABI) Cameo Theatre (WCFL) Cameos in Swing (CBL-CBY) Cameos of Melody (WKY) Cameos of New Orleans (WMAQ) Camera Angles (KFJZ) Camera Cavalcade (WGN) Camera Clicks (KLO) Camera Clinic (KMTR) Camera Club Discussions (CKKA) Camera Club of the Air (WCAX) *Camera College (KSTP)	Camp Meetin', The Boone County (WLW) Camptown Meeting of the Air (KFDM) Campus Cut-Ups, The (CKBI) Campus Editor (KGKO) Campus Forum (WTAL) Campus Girls (WMBD) Campus Mirror (KSRO) Campus News (WADC) Campus on the Air (WEEI) Campus Playhouse (KFJZ) Campus Reporters, The (KMJ) Campus Silhouettes (WSB) Can You Name It? (KLO) Can You Recognize the Tune? (CBS) Can You Stump Thelma? (WFMJ) Can You Tie That? (KHQ-KGA) Canadian Snapshots (CBL-CBY) Canary Concert (WEMP) Candidly Speaking (KSFO) Candlelight (KECA) Canyon Riders (WKBN) Capitol Comment (WKY) Capitol I. Q. of the Air (CKTB) Capn' Abner Show (WEAN) Captain Caleb (WGNY) Captain Tim Healy (WEAF)	Caravan, The Boone County (WLW) Caravan, Camel (NBC) Caravan, Carolina (WBT) Caravan of Dreams (WDAN) Caravan of Melody (KTSM) Cardinal Quartett (KMTR) Career Quiz, The Altrusa (WBZ-WBZA) Career vs. Marriage (WOWO) Careers and Jobs (WOV) Careers for Youth (WHN, WMBS) Carefree Castle (WEMP) Carl Hohengarten Presents (WBBM) Carl Tatz and the Rhode Islanders (WEAN) Carlton Presents (KFPL) Carnival of Bands (WIBC) Carnival of Melody (CJAT) Carol Dixon's Open House (KOME) Carry On! (CBL-CBY) Cash and Carry Court (WRC-WMAL) Cash on the Line (WLBC) Cash Ur Name (WHBL) Casino by the Thames (WNLC) Castillians (KOIN) Castillow's Keyboard Stylings (WJPR) Castle of Dreams (WHMA)
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PROGRAM TITLES—Continued

- Castles in Music (KFJZ) ·
 Caterpillar Crew (CKCK)
 Catherine Prince (WFAA)
 Catholic Information
 (WKNY)
 Cats 'n' Jammers Swing
 Session (WOR)
 Causons Alimentation
 (CKAC)
 Cavalcade, Comstock
 (KOH)
 Cavalcade of America
 (NBC)
 Cavalcade of Corn (CKLN)
 Cavalcade of Dallas
 (KRLD)
 Cavalcade of Hits (KSRO)
 Cavalcade of New Jersey
 (WTNJ)
 Cavalcade of Song (WHB)
 Celebrity Minstrels (NBC)
 Celebrity Nights (WCLO)
 Celestial Serenade (WDOD)
 Central Florida Roundup
 (WDBO)
 Challenge of the Yukon
 (WXYZ)
 Chamber Jive (KLRA)
 Champions of the Week
 (KROY)
 Changing Scene, The
 (WIND)
 Chansons de Paris, Les
 (CHLT)
 Chanteur, Le (WCNW)
 Chapel Choir (WCHV)
 Chapel of the Air (WHDL)
 Chapel Quartet (KHJ)
 Chapel Singers (WJJD,
 WNOX, WTOC)
 Chaplain of the Air
 (WHIO)
 Charles Hector's Morning
 Promenade (WEEI)
 Charleston Serenade
 (WCSC)
 Charm Clinic, The (WKRC)
 Charm School, The (WTSP)
 Chase Twins, The (NBC)
 Chatterbox (WKBN,
 WPAY)
 Cheer Up Time (WJMC)
 Cheerful Charlie Flagler
 (KSO)
 Cheerful Earful (KGER,
 WCFL)
 Cheerful Little Earful
 (WCAR)
 Chemistry in the Home
 (WBBM)
 Chestnut 9944 (KXOK)
 Chevaliers de la Gaité, Les
 (CHLT)
 Chicago Marches On
 (WCFL)
 Chick Chats (WMT)
 Chiffon Interludes (KFYR)
 Child Grows Up, The
 (NBC)
 Children's Birthday Club
 (KORN)
 Children's Catholic Hour
 (WLEU)
- Children's Chapel (WJSV)
 Children's Corner (KFPW)
 Children's Crusade for
 Children, The (NBC)
 Children's Hour, The Horn
 & Hardart (WEAF)
 Children's Hour, The KOCY
 (KOCY)
 Children's Hour, The KOIL
 (KOIL)
 Children's Party, Capitol
 Theatre (CKNB)
 Children's Scrapbook (CBL-
 CBY)
 Children's Studio Program
 (WSKB)
 Children's Theatre, The
 WTOL (WTOL)
 Children's Theatre of the
 Air (WAIR)
 Chimney Sweep, The
 (KPO)
 Chinatown (WEMP)
 Choice of the People, The
 (WBAB)
 Choose Up Sides (KXOK)
 Choral Cavalcade (WKBN)
 Choral Concert (CHAB)
 Choral Moods (KJH)
 Chore Boys (WFAA)
 Christmas Shoppers'
 Special (KRNR)
 Christmas Tree, The
 (KOIL)
 Chuckwagon Roundup
 (KWLK)
 Chuckwagon Time (WHAS)
 Church Billboard (WELI)
 Church by the Side of the
 Road (WLW)
 Church in the Wildwood
 (WSB)
 Church News (WJSV)
 Cinderella Hour, The
 (WHN)
 Cinderella Time (KIDO)
 Circle of Friends (WIOD)
 Circus Comes to Town, The
 (WJZ)
 Cities Worth While & Folks
 Worth Knowing (WCKY)
 Citizen, Know Your State
 (WEEI)
 Citizens of Tomorrow
 (KGVO)
 Citizenship Forum (WSB)
 City Club Forum (WGAR)
 City Desk (KIRO)
 City Dwellers (KGFJ)
 City Hall (KYW)
 City High School Series,
 The, KGKO (KGKO)
 City of Saint Francis, The
 (KGO)
 City of Stories (KRLD)
 Civic Air Theatre, The
 WGL (WGL)
 Civic Concert, The NBC
 (NBC)
 Civil Service Panel
 (WCNW)
 Clambake, Seven-Up
 (KRE)
- Class Will Tell (KFDA)
 Classic Album (WNLC)
 Classic Hall (WSM)
 Classics for Today (CBR)
 Classics in Miniature
 (KERN)
 Classics in Swing (WCNW,
 WSPB)
 Classics Time (CKNB)
 Classical Gems (WSPB)
 Classified Ad Service
 (KVOE)
 Classified Ads (KWLK)
 Classified Column of the
 Air (KCMO, KWYO)
 Classified Page of the Air,
 The (WJLS)
 Classified Radio-ads
 (KDYL)
 Claude's Musical Numbers
 (KUIN)
 Clearing House of Rhythm
 (KFDM)
 Clerk of Oxford (KTAR)
 Cleveland Makes It
 (WHK)
 Clock Strikes Twelve, The
 (WGL)
 Clock Watcher, The
 (WICA)
 Clock Watchers (WHBQ)
 Close Shaves (KFRC)
 Cloutier Calling (NBC)
 Club and Neighborhood
 Sports (WCNW)
 Club Cabana (WRNL)
 Club Cosmo (WCOV)
 Club 880 (WGBI)
 Club Forum (WELI)
 Club Gorgeous, The
 (WLEU)
 Club News (KSRO)
 Club Women of Alabama
 (WAPI)
 Clubhouse Politics
 (WCNW)
 Coast-to-Coast on a Bus
 (NBC)
 Coastal Empire Journal
 (WTOC)
 Cockeyed-News, The
 (WCAZ)
 Cocktail Time Tunes
 (WCHV)
 Coffee, Toast and Jam,
 Jeeves—And Jive!!!
 (KADA)
 Coffee Club, The (WCNW)
 Coffee Club of the Air
 (KFPW)
 Coffee Club Chatter
 (WGAN)
 Coffee Cup Concert
 (WAIR)
 Coffee House, The (WCMI)
 Coffee Pot, Gold Bloom
 (WPAD)
 Coffee Time (WMAQ)
 Coffee Time with the
 Norsemen, Nash (KLPM)
 Cold Opinions (WFBR)
 College Man Looks at the
 World, The (NBC)
 College Music Hour
 (WHDF)

PROGRAM TITLES—Continued

- College Night (WAPI)
 College of Fun (KMJ)
 College of Musical Knowledge (CJLS)
 College Salute (WOWO)
 College Time (KRNT)
 Collegiastically Speaking (WVFW)
 Colonial Quiz (WDOD)
 Colonial Vocal Ensemble (WIP)
 Colorado Highlites (KFEL)
 Colored Quartets (WSKB)
 Columbia Profiles (WCKY)
 Column of the Air (WQXR)
 Come and Get It (CJRC)
 Come to the Fair (WOWO)
 Comedy by ——— (WOR)
 Coming Attractions (WPTF)
 Command Performance (KHJ, WOR)
 Comments by Campbell (WGY)
 Common Sense Viewpoint (KUOA)
 Community Builders (WGKV)
 Community Choir Contest (WOAI)
 Community Corner (WGNV)
 Community Crusaders (WBT)
 Community Hall (CJGX, KHJ, WIBC)
 Community Honor Roll (KOVV)
 Community Hostess (WELI)
 Community House (KROW)
 Community House, Magnolia (WSKB)
 Community Opportunity Programs (WCKY)
 Community Service (WPTF)
 Community Show, Prineville (KBND)
 Community Sing of the Air (WMSL)
 Community Singers (KFDA)
 Community Swing-Sing (KNX)
 Concert Artists (CHAB)
 Concert Band, The WFAA (WFAA)
 Concert Cameos (KHQ-KGA)
 Concert Corner (WIBG)
 Concert Echoes (KFH)
 Concert Hall (WFAA, WGNV)
 Concert Hall, Hillwood (WTNJ)
 Concert Hall, The KGVO (KGVO)
 Concert Hall Echoes (WSB)
 Concert Hall of the Air (WOV)
 Concert Hour (KRSC)
 Concert in Cantabile (CJRC)
 Concert in Miniature (NBC)
 Concert in Variety (WSPB)
 Concert International (WIND)
 Concert Masters Hour, The (KFYR)
 Concert Miniature (WELI, WICA)
 Concert off Jefferson Square (KOIL)
 Concert Orchestra, The WFAA (WFAA)
 Concert Silhouettes (KFPY)
 Concertos (CJBR)
 Condensed News, Campbell (WEAF)
 Confidentially Yours (WOR)
 Confucius the Man (WGAR)
 Console Airs (WDAN)
 Console & Keyboard (KGVO)
 Console Capers (WRJN)
 Console Caravan (CJOC)
 Console Miniatures (KFRU)
 Console Serenade (WJEJ)
 Console Sketches (KRNR)
 Console Varieties (KVSO)
 Consoles in Concert (WSPB)
 Consolette (KROC)
 Consollete (WSAU)
 Consumer News (KOIN)
 Consumers Conference (WCKY)
 Contest Forum (WNBC)
 Continental Melodies (CHAB)
 Continental Rhythms (WMMN)
 Continental Varieties (NBC)
 Contrasting Musical Styles (WDNC)
 Contrasting Rhythms (KFYO)
 Contrasts in Black and White (WJNO)
 Contrasts in Rhythm (KSFO)
 Contrasts in Three-Quarter Time (KFPY)
 Contrasts on Black and White (WHDL)
 Conversation at the Console (KROW)
 Cook Book Quiz (KFRC, KROW)
 Cook's Night Out (NBC)
 Co-Optimists, The (CJRM)
 Corn Belt Carnival (WTAD, WDAN)
 Corn County Wildcats (KOIL)
 Corn for the Morn (CHAB)
 Corn Huskers' Jamboree (WKRC)
 Corner on the Avenue (KROC)
 Corntussel News (WMT)
 Corral Boys, The (CJRC)
 Correct Pronunciation (WDNC)
 Cosmopolitan Melodies (NBC)
 Cosmopolitan Rhythms (NBC)
 Cosmopolitans (WHO)
 Cotton Facts (WSB)
 Cotton Queen (WLW)
 Cottontown Carnival (WFBC)
 Council Table, California (KSFO)
 Counselor, The (KGFJ, WFAS)
 Country Club Revue, The Nash (WSAI)
 Country Cousins, The (CFCY, KFRU)
 Country Gentlemen (WDZ)
 Country Quiz Program (CFAC)
 Country Store, The (KIUL)
 County Editor's Chair (WBNS)
 County Quiz (KMJ)
 Court of Royal Rhythm (WFAS)
 Cowboy Bill (KWOS)
 Cowboy Karavan (NBC)
 Cowboy Church (WING)
 Cozy Corner, The (KXOK, WJLS)
 Cracker Barrel Time (KFPW)
 Crackerjacks, The (NBC)
 Crackpot College (WEEL)
 Crime Marches' On (KVOE)
 Crinoline Girl, The (WHAS)
 Crossroad Comedy (KTSA)
 Crossroads Calendar (WGNV)
 Crossroads Counselor (KFJZ)
 Crossroads Jamboree (WDAY)
 Crossroads Varieties (WBRC)
 Crusaders, The (CKCW)
 Curb Club (WNBC)
 Curb Exchange (KDYL)
 Curbstone Coaches (WGKV)
 Curbstone College (KFXM, WNOX)
 Curbstone College, White's (KGNC)
 Curbstone Questionnaire (WWVA)
 Curbstone Quiz (KDYL, KEX-KGW)
 Curfew Time (WCCO)
 Current Events in Jacksonville (WJAX)
 Curtain Time (KHQ-KGA)
 Curtis F. Springer (KHJ)
 Customer Speaks (KMJ)
 Cynic, The (WJBK)

PROGRAM TITLES—Continued

D

- D-X Club (KFDA)
D-X News, Diamond
(WHO)
Dad's Musical Guessing
Game (CJRM)
Daily Almanac (CKOV)
Daily Look at the World
(WJLS)
Dakota's Best (KDLR)
Dan Paul (KMBC)
Dan River Showboat, The
(WBTM)
Dance, Arizona (KTAR)
Dance Roundup (WRAK)
Dance Till Midnight
(WTSP)
Dance Time with Ernie
Sizemore's Orchestra
(WHMA)
Dance With the Maestro's
(WICA)
Danceable Tunes (CKNB)
Dancing by Request
(WSOC)
Dancing Feet (CHAB)
Dancing Housewives
(WGNY)
Dancing in the Dark
(WFLA)
Dancing Party (CHLT,
WXYZ)
Dancing Round the Pee
Dec (WOLS)
Dancing Till One (CHAB)
Dawn Patrol (KFEL,
WDNC, WHIS, WJAX)
Day at City Hall, A
(WHEC)
Day Dreams (WDAF)
Day in Review, The
(WCLO)
Day Work in a Night Club
(KICA)
Day's Hit Revue, The
(KFDM)
Day's Preview (KTSM)
Daybreak Headlines
(WDGY)
Daylight Revue (WSPD)
Daytime Classics (WTAM)
Dealing in Futures (CJRC)
Dear Diary (WAIR)
Dear Public (KROW)
Dear Reader (WICC)
Death Rides the Gas Tank
(WCOV)
Death Rides the Highways
(KARK)
Death Takes a Holiday
(CJRC)
Debonnaires, The (CHLP)
Debunking the Bunk
(WAPI)
Dedicated to You (KGFJ)
Deep Forest (WCFL)
Deep River (KDYL)
Deep River Echoes
(WHAS)
Deep River Music (WGNY)
Deep South (WWL)
Dejeuner Musical (CKAC)
Delights for the Table
(WCMD)
Delta Special (WJPR)
Denny Kane (WFAA)
Design for Democracy
(KFEL)
Design for Listening
(WJNO)
Design for Melody (WOR)
Designs in Harmony
(WGH)
Detect-A Phony (KFRC)
Devil's Roost (WKY)
Devotional Hour (KTMS)
Devotional Inspirations
(KVI)
Dial Lights (WPAY)
Dial-Lights (WJNO)
Dial Twister (WOWO)
Dialing at Random (WGH)
Dialing for Dollars (WIP)
Diamond Horseshoe
(WFTL)
Diamonds and Daisies
(KLO)
Did You Know? (KLS,
KOIL, WCNC, WPTF)
Dime-A-Minute Man
(KTSA)
Dinner at Home (WOR)
Dinner Bell (CJOC)
Dinner Bell Follies
(WFAA)
Dinner Bell Time (WDAY)
Dinner Date, Luden's
(WJZ)
Dinner Diversions (CJRC)
Dinner Dividends (KSAL)
Dinner Interlude (WBIG)
Dinner Table Time
(WSOY)
Dipsy Doodle Program
(KGHI)
Disappointed Americans
(WCAE)
Dispatch Junior Club
(WFAS)
Disques pour Tous (CJBR)
Diversions without Exertion
(NBC)
Dixie Calling (WAIR)
Dizzy Spells (WCPO)
Do You Know? (WDOD,
WSUN, WTMA)
Do You Know Your Radio?
(WDAY)
Do You Recall? (CHAB)
Do You Remember?
(KFYO)
Do You Want a Job?
(KECA, WMBS)
*Do You Want the Money?
(WOKO)
Doctor Fixit (WKY)
Dr. Gong and His Gong-
busters (WWVA)
Doctor Jazz (NBC)
Dr. John, Drama (WHLS)
Dr. Kate (KPO)
Dr. Quizology (WSAV)
Doctor Romance (KNX)
Doctor Swing (WIBC)
Dr. Wynne's Food Forum
(WMCA)
Dogwood and Peach Blossoms
(WSB)
Dollar College, Hoppers
(KIDO)
Dollar Dial (WING)
Dollar Man, The (WHIO)
Dollars and Sense (KRBC)
Don Goddard with the
Morning News (WEAF)
Don Hill Reports (WAVE)
Don Maestro (WEEI)
Don Messer and His
Islanders (CFCY)
Don Roth (WMT)
Donald Novis Sings (KOL)
Don't Let Your Accident
Happen (WBAX)
Don't Watch the Clock
(KCRC)
Dorothy Ann's Homemakers
Program (WLEU)
Dot and Five Dashes
(KGO)
Dot and Joe (WRDW)
Dots and Dashes with Dotty
Smart (KSL)
Double in Stars (WCFL)
Double or Nothing (WOL)
Down on the Farm (WTJS)
Down Ozark Way (WLW)
Down Rhythm Road
(WENY)
Down the Ages (KHJ)
Down the Aisles (WICA)
Down the Alley (KVOE)
Down the Field (WOWO)
Down the Years (WICC)
Downtown at Noon
(WJNO)
Drama-grams (WFBR)
Drama Lab (WHK)
Dream Awhile (WTAM)
Dream Lover (CHAB)
Dream of Love (KBIX)
Dream Pedlars, The
(WHIS)
Dream River (KICA,
WNBH)

PROGRAM TITLES—Continued

Dream Thoughts at Even-
tide (WLEU)
Dreams Come True (NBC)
Dreamer, The (KGFJ)
Dreamer's Paradise
(KFAM)

Dreamy Melodies (WWL)
Dress Rehearsal (KPO)
Druggist Calls (KOOS)
Duchess, The (WHIP)
Dud's Double B (KVEC)

Dugout Interviews (KCRC)
Dugout of the Air (WQAM)
Dunker's Club (WMBR)
Dusty Blanchard—Piano
(KDB)

E

Earaches of 1939 (KGER)
Earbenders (NBC)
Earle Kelly's Programme
(CBR)
Early Bird, The (CKOV)
Early Bird Chirps (WRBL)
Early Bird Club (WOWO)
Early Bird Dispatch (WHB)
Early Bird Requests
(CJOC)
Early Edition, Dixie's
(WWL)
Early Edition News
(WJPR)
Early Morning Oddities
(CFJC)
Early Risers Club (KASA)
Earthborn (WLW)
Easter Basket (WLAK)
Easter Parade, The
(WCOS)
Easy Come, Easy Go
(CJOR)
Easy Does It (WIP)
Easy Dough (WKBN)
Easy Time (WMSD)
Easy to Remember
(WCPO, WMRO)
Eccentric Moods (NBC)
Echoes from Budapest
(WLTH)
Echoes from the Ball
(KHQ-KGA)
Echoes from the Past
(KGLU)
Echoes of Havana (WCFL)
*Echoes of History (WJZ)
Echoes of the Footlites
(WLOK)
Echoes of the Hymnal
(WINS)
Echoes of the Opera
(WLOK)
Echoes of Vermont
(WQDM)
Ed East Jingles (WEAF,
WJZ)
Eddie Lee's Open House
(WEED)
Eddie Says (WJJD)
Editorial Review, Alabama
(WAPI)

Editorially Speaking
(WMCA)
Editor's Armchair (WMAN)
Educating Auntie (WENR)
Education on the March
(KHQ-KGA)
Education Please (WSB)
880 Club, The (KVAN)
Eight-Fifteen or Commu-
ter's Special, The
(WTAG)
Eight O'Clock Edition of
the News (KCMO)
18th Century Drawing
Room (WMMN)
Einee Meenie Minee—You!
(CJCA)
Elec-Troubadors (WWJ)
Electric Swing with
Charles Keaton (WAIR)
Eleven O'Clock Review
(KQW)
Eleventh Hour, The
(KBIX)
Elizabeth Hart Presents
(WMAQ)
Ellen Randolph (NBC)
Embarrassing Moments
(WSNJ)
Emory Builders (WSB)
En Dinant (CJBR)
Enchanted Hour (WCAE)
Enchantment (CJBR)
Encores (WNEW)
Encyclopedia, The Levis
(CHRC)
End of the Rainbow
(WNBF, WRBL)
Enigme Criminelle (CKAC)
Ensemble, The WFLA
(WFLA)
Entertainment for the
Troops (CBL-CBY)
Entertainment Time
(WHAJ)
Epices de la Vie Moderne,
Les (CHLT)
Ernest Gill Presents
(KGO)
Especially for Farmers
(WCLE)

Especially for You (KBST,
WROK, WSAU)
Espionage (KNX)
Esquires Make Music, The
(CFJC)
Eti-Quiz (WFBL)
Europe Calling (CBS)
Europe from the Inside
(NBC)
Europe Then and Now
(WHP)
Europe Today (KIRO)
Europe's Day of News
(WDAY)
European Backgrounds
(WABI)
European News Roundup
(CBS)
Evening Edition (WENY)
Evening Fantasy (WSM)
Evening Gold (WMSL)
Evening Moods (WSNJ)
Evening Music (WHN)
Evening News Report
(WFAA)
Evening Serenade (KFBB,
KSRO, WELL, WFBL,
WHN)
Evening Shadows (KWOC)
Evening Star, The (KHQ-
KGA, WDAS)
Evening Varieties (WLNH)
Evensong (WMC)
Eventide Echoes (KGGM)
Events, Today and Tomor-
row (KORN)
Every Man Dreams
(WTAL)
Everybody Sing (KEX-
KGW)
Everybody Smile (KSO)
Everybody Wins (KOIN)
Everybody's Farm (WLW)
Everybody's Farm Hour
(WLW)
Everybody's Favorites
(WSFA)
Everybody's Music
(KGMB)
Everything Stops for Tea
(KOV)
Excerpts and Postscripts
(WNEW)

PROGRAM TITLES—Continued

Exclusive (KLO)	Extase (CJBR)	Eye Openers (KCKN, KTSA)
Experimental Theatre, The WCSC (WCSC)	Extension Service Hour (KGNC)	Eye-Openers (CKSO)
Exposition Speaks, The (KGO)	Eye Care (KFJZ)	Eyes of the World (KEX- KGW)
	Eye Opener (WADC)	Ezra and Faye (KMBC)

F

F-B-I, The (WEMP)	*Farm Market Reporter (WXYZ)	Feature Story (KFWB, KFYR)
FBI Crime Review (WRVA)	Farm News, Occo (WHO)	Featured by Francis (WSM)
FBI Crime Trails (KIRO)	Farm News, Oliver (WHO)	Feedlot Chats (KMBC)
Fables in Rhythm (NBC)	Farm News, Southern Great Plains (KGNC)	Feminine News and Views (WHBF)
Fabulous Facts (WLW)	Farm News Bureau (KARK)	Feminine Side, The (KIRO)
Face the Music (KFWB)	Farm Program, Mississippi (WSKB)	Fiddles and Footlights (WGAR)
Fact Finder (CBS)	Farm Program, Pinellas Co. (WSUN)	Fiddlin' with a Guitar (WTMJ)
Fact Forum (KDYL)	Farm Security Administra- tion at Work (WGNV)	1500 Club (KFDA)
Facts, Fads, Fashions (KVAK)	Farm Service Director (WNAX)	1500 Request Club (WCNW)
Facts about Forestry (WGBR)	Farm Special, The (WHB)	Fifteen-Minute Parking (WING)
Facts and Fancy (WSLB)	Farm Weekly (WDAY)	Fifteen Minutes, Fifteen Melodies (KSFO)
Facts from the World of Fur (CFGP)	Farmer Bill's Farm Bul- letins (WJLS)	Fifteen Minutes with You (KGKO)
Factunia (CJRC)	Farmer Bill's Scrapbook (WMBD)	Fifth Estate (WESG)
Fakes, Facts and Fancies (WWVA)	Farmer Comes to Town (KFSD)	Fifth Quarter (KNX, WBBM)
Famille Gauthier, La. (CKAC)	Farmer vs. Hunter (WOWO)	Fifth Row Center (WGN)
Family Almanac (KVI)	Farmer's Bulletin (WTMA)	Fight for a Continent (WABI)
Family Altar, The (CFRN)	Farmer's Forum of the Air (WBT)	Fight for Freedom (WABI)
Family Party, The (WDAN)	Farmer's Special (WQDM)	Film Facts and Foibles (KFSD)
Family Prayer Period (CFGP)	Fashion Chat, Goold's (WAPI)	Filosophy and Foolishness (KTSM)
Famous Composers (KFAR)	Fashion Fanfare (WPRO)	Find-It Club (WBTM)
Famous Frontier Marshalls (WKY)	Fashion Firsts (WMAN)	Find-It Club of the Air (WLVA)
Famous Poems (KFOR)	Fashion Flashes (WNLC)	Finding Yourself (WEEL)
Famous Short Stories (WSOY)	Fashion Forecast (WOAI)	Finger Lakes (WHAM)
Fanfare (WWJ)	Fashion Forum, The (KAST)	Fireside Embers (KMBC)
Fantasy Theatre, The (WLTH)	Fashion Notes for Men (WDBJ)	Fireside Fantasie (KALE)
Farm & Home Hour, Hawaii (KGMB)	Fashion Promenade (WEMP)	Fireside Harmonies (KOIL)
Farm & Home Hour, Virginia (WRVA)	Fashion Quest (WHK)	Fireside Melodies (KLO, WMMN)
Farm and Home Quiz (WRDO)	Fashion Revue, Paris (KWK)	Fireside Music Hour (CKCA)
Farm Bureau Service Program (KRNR)	Fashions in Melody (KDYL, KHQ-KGA, WPRO)	Fireside Recital (KFRU)
Farm Forum (KIRO, WMMN, WPIC, WTMV)	Fashions in Music (WHIO)	Fireside Reveries (WMAS)
Farm Frolic (WSNJ)	Fashions in Rhythm (WNEW)	Fireside Verse (CKNB)
Farm Hands (WNOX)	Fashions with Marie (WELL)	First in Atlanta with the News (WATL)
Farm Hillites (WNAX)	Fay Brown Reviews (KFYR)	First Prize Musical Menu (WSPR)
Farm Hour (KGFV)		First Prize Theatre Party (WSPR)
Farm Hour, Hudson Valley (WGNV)		Fish Finder, The (KROW)
Farm Journal (KSFO)		

PROGRAM TITLES—Continued

- Fish Pond, The (WFIG)
 Fisherman's Luck (WBRB)
 Fishing Around (WOWO)
 Fishing Facts (KFDM)
 Fishing Fool (KROW)
 Five Esquires, The (CJRC)
 Five Fellas (WFAA)
 Five Men and a Maid (WCLE)
 Five o'Clock Show (CKCK)
 Five o'Clock Varieties (WORC)
 Five Shades of Blue (WNEW)
 Five Spirits of Rhythm (WIP)
 Five Sports Final (KMPC)
 Five Star Books (WMIN)
 Five Star Final (KOIN, KROW, WGH)
 Five Ts, The (WLAW)
 Five Toscanellis (KRE)
 Flaming Sword (WCOL)
 Flapjack Boys (WOWO)
 Flashes and Footnotes (WOR)
 Fling With Swing, A (WTAG)
 Floogies, The (WICA)
 Flow Gently Sweet Rhythm (CBS)
 Flowers for the Living (KRGV)
 Flowing Gold (WGR-WKBW)
 Flying Goose, The (KFXD)
 Folks About Town (WKNY)
 Folks From Turkey Creek (KTUL)
 Folksong (WGAR)
 Food Fair, WEEI (WEEI)
 Food for Thought (KVWC, WJSV)
 Food for Thought in a Thought for Food (WFAS)
 Food Forum, The (KSL)
 Food Parade, The Denargo (KOA)
 Food Terminal News (KCKN)
 Foods in Season (WTIC)
 Foot-Follies (KTKC)
 Football Forecast (KOIL)
 Football Previews (WSM)
 Football Scoreboard, The (KMJ)
 Football Song Parade (WEEI)
 Footlights & Stardust (WWSW)
 Footlights Review (WJR)
 Footnotes in Brass (KHQ-KGA)
 Footprints in the Sands of Time (WEAN)
 For Dancers Only (WMCA)
 For Home and Hostess (KDB)
 For Jitterbugs Only (KFAR)
 For Men Only (KCRC, WTRY)
 For Music Lovers (WSM)
 For Music Lovers Only (KUOA)
 For Oklahoma Farmers (KTOK)
 For These Our Children (KMJ)
 For Women Only (KLPM, KOA, WDBJ, WOC, WSB, WTNJ)
 For Women Only, Mary Low Stuart (KIEM)
 For You, Madame (KLO)
 For Your Convenience (CJCA)
 For Your Dancing Pleasure (WSPB)
 For Your Health's Sake (WSB)
 For Your Pleasure (WLAW)
 Forgotten Trails (KTUL)
 Fortune Calls (WISN)
 Forty-Niners, The (KGER)
 Forum, New York City (WMCA)
 Forum, New York Herald Tribune (WMCA)
 Forum, Southern Illinois University (WEBQ)
 Forward Florida (WLAJ)
 Forward Georgia (WSB)
 Four Bell Rhythm (CJCA)
 Four Bells Round-Up (WDAF)
 Four Blotches (WIP)
 Four Corners, A Young Man Looks at the World (WNOE)
 4-H Hour (WGNV)
 Four Hi! (KFAM)
 Four in One (WHN)
 Four Men and a Song (WJPR)
 Four o'Clock Jamboree (WIBC)
 Four o'Clock Matinee (WMBR)
 Four Queens, The (WAPI)
 Four Star Final (WRBL)
 Four Star News (NBC)
 Four Star Revue (KVSO)
 Four Strollers (KFYR)
 1450 Club (WGAR)
 Fragments d'Opera (CJBR)
 Franco-Swin (CKAC)
 Frank & Archie (KHJ)
 Frank Black Presents (NBC)
 Frank Microphone, The (WHBF)
 Frank 'n' Stein (WELL)
 Frank Voelker (WMT)
 Frank Watanabe and the Honorable Archie (NBC)
 Franklyn Stewart Entertains (WCKY)
 Fred Lang Views the News (WNAC)
 French Vignettes (WBNX)
 Fresh (KWG)
 Freshman Adviser (KRE)
 Friday Frolic (WBNS)
 Friday Night Jamboree (KTFI)
 Friday Night Show (CJOC)
 Friendly Circle, The (KERN, KMJ)
 Friendly Counselor, The (WHBQ, KECA)
 Friendly Exchange (WESG)
 Friendly Hour, The (KDYL)
 Friendly House (WIBC)
 Friendly Muse (KFPW)
 Friendly Neighbors (WOWO, WTRC, WFTC)
 Friendly Talks Along the Road (WIBG)
 Friendship Circle (WEAF)
 Friendship Time (KOIL)
 Fritofavorites (WOAI)
 From a Scrapbook (WMMN)
 From Cover to Cover (WRTD)
 From Different Worlds (KHQ-KGA)
 From Him (WTMV)
 From Hollywood Today (NBC)
 From Me to You (KWYO)
 From Studio "C" in the Westinghouse Building (WGL)
 From the Bandstand (WCHV)
 From the Farmer to the Farmer (WBT)
 From the Transcription Files (KUOA)
 Front Page of the Air (WRBL)
 Front Page Parade (WLW)
 Front Page People (KQV)
 *Frontiers of Progress (KABC)
 Fruit Reporter, Hoxie (WHO)
 Full House Rhythm (WESG)
 Fun and Foolishness (KMBC)
 Fun Frolic, The (WRAL)
 Fun Parade (KFJZ)
 Fun with the Famous (NBC)
 Funnyboner (WOWO)
 Sunrise Frolic (WDGY)
 Fur and Feathers (KFRC)
 Furniture Man, Markson (WSYR)
 Furniture Mart (WGBR)

PROGRAM TITLES—Continued

G

- Gala Program (NBC)
 Gallant American Women (NBC)
 Gallery of Song (KOY)
 Game of Games (CFRB)
 GameTime (KFXM)
 Garden Club of the Air (WGNV)
 Garden Gossip (WBZ-WBZA)
 Garden Nature (WHAM)
 Garden of Memories (WHN, WTOL)
 Gaslight Theatre (WFMJ)
 Gaslights and Bustles (WGAR)
 *Gateway Summer Playhouse (WBBM)
 Gay Classics (CJOC)
 Gems & Bouquets (KGVO)
 Gems from the Orient (WTSP)
 Gems in Melody (WIBC)
 Gems of Health (WMBR)
 Gems of Yesterday (WENY)
 Gene Parker and His Songs of the Old West (KMMJ)
 General Fact (KFI)
 General Gershelman (WLTH)
 Generally Speaking (CBR)
 Gentlemen of the Press (KDYL)
 Geographical Travelog (KEX-KGW)
 Georgia Composers (WSB)
 Georgia Women Market Georgia Products (WSB)
 Get in Step (KTSM)
 Get Up and Get About (WRAL)
 Ghost Reporter (KFDA)
 Ghost Town Travelers (KIEV)
 Gift Basket, The (WGKV)
 Girl Around Town (WSUN)
 Girl Friends, The (WEAU)
 Girl Meets Boy (WRTD)
 Girl Reporter (KROW)
 Girls About Town (WTAM)
 Give Us This Day (KRNT)
 Glamour Ship (KMO)
 Glamour Time (WDAF, WRC-WMAL)
 Gliding Swing with Ted Steele (WEAF)
 Glimpses of Industry (CKLN)
 Globe News (KGKO)
 Gloom Busters (KFOR)
 Gloom Chasers, The (CJGX)
 Gloomchasers, The (CKBL, WNEW)
 Go to Church Hour (KVOE)
 Go to Church Today (KFDM)
 God's Minute (WCKY)
 Goin' South (CBS)
 Goin' to Town (WCLO)
 Going Hollywood (KLO)
 Going Places (KCKN)
 Going to Town (WOMT)
 Golden Gate Quartet (CBS)
 Golden Hour (KHJ, KSRO)
 Golden Lightning Strikes (KCKN)
 Golden Melodies (KFVD)
 Golden Memories (KGLU)
 Golden Moments (KDLR)
 Golden Strings (WTIC)
 Golden Wagon Wheels (KGGM)
 Good Afternoon, Neighbors (KNN)
 Good Deed Radio Club (CKY)
 Good Listening (KFYO)
 Good Luck Boys, The (KRLD)
 Good Manners Contest (NBC)
 Good Morning (KFRO)
 Good Morning, Everybody (WSOY)
 Good Morning, Girls (WHB)
 Good Morning, Hoosiers (WIBC)
 Good Morning, Ladies (WSPA)
 Good Morning Matinee (KPO)
 Good Morning Melodies (KIRO, KLO)
 Good Morning, Mrs. Housewife (WKRC)
 Good Morning, Neighbor (WEBR, WICA, WMBG)
 Good Morning Tunes (KRNT)
 Good Neighbor, The (WTSP)
 Good Neighbor Hour (WDOD)
 Good Neighbor Program (KGLU, WTJS)
 Good News from the Daily News (WCAX)
 Good Old Songs, The (KOIL)
 Good Road News (KIDO)
 Good Sports (WNOX)
 Goodwill Corner (KGDM)
 Goodwill Industries (WSGN)
 Gopher Tales (KROC)
 Gordie Randall Entertains (WGY)
 Gospel Broadcasters (KGDM)
 Gospel Caroler, The (WTAG)
 Gospel Echoes (WIBG)
 Gospel in Song (WTOL)
 Gospel Messengers, The Goble (KMJ)
 Gossip, Gilchrest (WBZ-WBZA)
 Grab-Bag, The (WJNO)
 Grabag (KLRA)
 Grab Bag Quiz (WWRL)
 Grand Moments from Great Music (WOMT)
 Grand Old Opry, The (NBC)
 Grand Orchestra (CJBR)
 Gray Moods (WBIG)
 Grays Harbor Junior College Dramas (KXRO)
 Great Artists (WGN)
 Great Music of the World (WSB)
 Great Names in Sport (CJCA)
 Green Room Group (WBRB)
 Gridiron Follies (WHAS)
 Gridiron Gaities (WSM)
 Gridiron Guesses (WXYZ)
 Gridiron Parade (CJRC)
 Grooming America (WGAR)
 Grouch Club (KGKE)
 Guess and Giggle (WISE)
 Guess Contest, The (WJLS)
 Guess Who (WRAL)
 Guest Book, The (NBC)
 Guest of Honor (KSO)
 Guest of the Week (KOB)
 Guest Who Came to Breakfast, The (WNEW)
 Guide Post, Guaranty (WSAZ)
 Gulf Coast News (KFDM)
 Gull Lake Special (CJRM)
 Gum Creek Boys (WTAL)
 Gypsiana (WFBL)
 Gypsy Caravan (KOIL)
 Gypsy Strings (WSM)
 Gypsy Trails (WFAA)

H

- Hacienda Echoes (NBC)
 Hail Motorist (WADC)
 Hall of Fame (NBC)
 Hall of Fame and Dizzy Quizzers (WSPA)
 Halls of Romance (KWG)
 Handicapper, The (KOIL)
 Hands across the Ivories (WQDM)
 Hank, the Hired Hand (WLOK)
 Hank and Hiram (WRDW)
 Happiness Revue (CJAT)
 Happy Club Chorus (WOWO)
 Happy Cowboy, The (CHNC)
 Happy Ending Hour (WLW)
 Happy Four, The (KVAN)
 Happy Highways (WWJ)
 Happy Hollow (KFWB)
 Happy Hollow Time (KVSO)
 Happy Hooligans (WCAZ)
 Happy Jim Parsons (NBC)
 Happy Landings (WLAW)
 Happy Returns of the Day (WHBF)
 Happy Valley (WBRC)
 Happy Valley Frolic (WING)
 Harlemania (WIBC)
 Harmonie et Poemes (CJBR)
 Harmony Incorporated (WMBD)
 Harvey & Dell (WBZ-WBZA)
 Haunting Violin (WFLA)
 Have You Forgotten (CBS)
 Have You Got It? (WLAW)
 Have You Read--? (KVOE)
 Haven of Rest (WIBC)
 Hawaii Calls (WIND)
 Hawaiian Delight (WDLF)
 Hawaiian Duo (CFCY)
 Hawaiian Echoes (WEDC)
 Hawaiian Hospitality (CJOR)
 Hawaiian Knights (WHO)
 Hawaiian Memories (KLO)
 Hawaiian Serenaders, Hall Brothers (WEBQ)
 Hawaiian Trio (CBR)
 Hayloft Jamboree (WDAY, WMSD)
 Hayloft Jamboree, The Alabama (WAPI)
 Hayloft Party (KLPM, KROW)
 Hayseeds, Mandan (WHDF)
 Haywires (WNEW)
- He, She & They (WBAB)
 Headline Forum (KWKH)
 Headlines Ahead (WOW)
 Headlines and Bylines (WVO)
 Headlines in Sport (CJAT)
 Headlines of the Past (CJAT)
 Headlines on the March (WGH)
 Health and Beauty Bureau (CJRC)
 Health Club (WHK)
 Health is Wealth (WWVA)
 Heart o' Gold (WSOY)
 Heart of America (KMBC)
 Heart of the News, The (WDZ)
 Heartthrob behind the Job (KIT)
 Hektor, the Scot (WADC)
 Hello Again (KOIN)
 Hello America (NBC)
 Hello Chicago Heights (WCLS)
 Hello Grays Harbor (KXRO)
 Hello Neighbor (KIEM)
 Hello Ohio (WBNS)
 Hello, Teacher (WKRC)
 Help Wanted (WADC, WGNV, WHIO)
 Helpful Harry's Household Hints (WEAF)
 Henacres Daybreakers (KIT)
 Herald, the Homemaker (KMBC)
 Here Comes a Job! (WCNW)
 Here Comes the Band (KABR, WFVA)
 Here's an Idea (KGDE)
 Here's Luck (KGKO)
 Here's the Score (WAPI)
 Here's Your Party (WXYZ)
 Here's Your Song (WBNS)
 Herman, the Concertmaster (WTAD)
 Heure des Vedettes (CKAC)
 Hi, Neighbor (KLO)
 Hi Thar Stranger (KWG)
 Hidden Money (KNX)
 Hidden Talent (KVI)
 High Cards in the Derby Deck (WHAS)
 High Noon Huliabaloo (WJLS)
 High School Highlights (WTSP)
 High School Huddle (CJOR)
- High School Knowledge Bee, The (KMJ)
 High School Program (WSKB)
 High School Round-Table (WTMC)
 High School Sportcast (WFAA)
 High School Treasure Trove (WCOS)
 High School Varieties (WICC)
 High Schools Speak (WRJN)
 Highlights in the Day's News (WDAN)
 Highlights of History (KDYL)
 Highlights of the Air (KIDO)
 Highlights of World Events (WDEV)
 Highlites in Sports (WICA)
 Highnoon Highlights (CJOC)
 Highroad to Melody (WRR)
 Highway ABC's (KVI)
 Highway Church (WBRB)
 Highway Patrol Bulletins, Kansas (KPH)
 Highways of Harmony (CJAT)
 Hilda Hope, M.D. (NBC)
 Hillbilly Band (WDNC)
 Hillbilly Haymarket (WTOL)
 Hillbilly Parade (WEBR)
 Hillbilly Time Nightly (KFPL)
 Hippop Fiesta (WPAY)
 Hills of Home (KYA)
 Hire Me (WHJB)
 His Majesty, the Baby (WKST)
 His Unknown Heritage (WBNX)
 History in the Making (WRBL)
 History of American Diplomacy, The (WOL)
 History Speaks (WICA)
 Hit Kit, The (WRC-WMAL)
 Hit of the Day (WHAM)
 Hit Parade, Sandie (KGNC)
 Hit Parade, South Jersey (WSNJ)
 Hit Revue, The (WSGN)
 Hit That Ball (WOR)
 Hit Tunes (WADC)
 Hit Tunes of Yesterday (WROL)
 Hits and Bits (KRSC, WFBM)

PROGRAM TITLES—Continued

- Hits and Encores (WGH)
 Hits and Headlines (WDGY)
 Hits for Housewives (WNEW)
 Hits from the Shows (CBL-CBY)
 Hits of the Day (WIBC)
 Hits of the Week, Empire
 Hits of Yesterday (CHLT, KTRH)
 Hold the Phone (KTKC)
 Holiday Telephone Exchange (WTMA)
 Holiday Weekend Traffic Safety Program (NBC)
 Hollywood at a Distance (WGH)
 Hollywood Calling (WSM)
 Hollywood Chatter (KFRO)
 Hollywood Chatterbox (KMTR)
 Hollywood Council of Beauty (KECA)
 Hollywood Footnotes (WSLB)
 Hollywood Four (WTAL)
 Hollywood Gossip (KOCY, WEDC)
 Hollywood Highlights (KMTR, WEEI)
 Hollywood Hokum (WDZ)
 Hollywood Hi-Lites (KRMC)
 Hollywood Ladder of Fame (NBC)
 Hollywood Milkman (KTSA)
 Hollywood Newsgirl (WEAF)
 Hollywood Notebook (WROL)
 Hollywood on Parade (WATL)
 Hollywood 10,000 (WEAF)
 Hollywood Reporter (KOA)
 Hollywood Show Stopper (WWSW)
 Hollywood Sound Stage (WHN)
 Hollywood Spectator (WGH)
 Hollywood Whirl (KMTR)
 Home Beautification & Landscaping (KFJZ)
 Home Beautiful (KDYL, WROL)
 Home Center Harmonies (WFBL)
 Home Demonstration Clubs (KORN)
 Home Economics Reporter (KRE)
 Home Edition (WENR)
 Home Fires (KALE)
 Home Folks (WOWO)
 Home Folks Hymn Hour (WDZ)
 Home Forum, The (KGFV, KGVO, WENR)
 Home Half-Hour (WLNH)
 Home Hobbies (WCAP)
 Home Horizons (WTOL)
 Home Institute, Oregonian (KEX-KGW)
 Home Interviews, The Beco (WAPI)
 Home Makers, The (WESG)
 Home Makers Club (WNOX)
 Home Makers Digest of the Air (KTMS)
 Home Makers Exchange (WGBR)
 Home of Dreams (CJRC)
 Home on the Farm (WDAY)
 Home Place Interviews (KWK)
 Home Serenade (WSGN)
 Home Stretch, The (KKE)
 Home Talent Barn Dance (WLS)
 Home Town, Unincorporated (NBC)
 Home Town Amateurs (CHRC)
 Home Town Band (WFAA)
 Home Town Boys (CJCA)
 Home Town Folks (WCAZ)
 Home Town Hall (WEMP)
 Home Town News Editor (KHQ-KGA)
 Home Town Program, The (CKBI (CKBI)
 Homes Beautiful (WTSP)
 Homegrown Hawaiians (KFAB)
 Homely Philosopher, The (KARK)
 Homemade Sunshine (KEX-KGW)
 Homemakers' Club, The (CJCX)
 Homemakers Exchange (CKCR, KGLU)
 Homemakers Forum (WSAU)
 Homemaker's Hour (WGAR)
 Homemakers' Quiz (WWJ)
 Homemakers Review (WLW)
 Homers at Home, The (WABI)
 Homespun Follies (WFAA)
 Hometown Band, The (KFAB)
 Hometown Headlines (KFXM)
 Homicide Squad (KEX-KGW)
 Honey Moon Melodies (KLO)
 Honeymead Stockmen (WHO)
 Honolulu Bound (CBS)
 Hook, Line & Sinker (KGY)
 Hoopston Highlights (WDAN)
 Hoosier Milkmen (WFBM)
 Hoosier Request Time (WIBC)
 Hoosier String Busters (WDZ)
 Hoosier Swingsters (WBOW)
 Hoosier Talent Time (WFBM)
 Hoot, Mon! (KLO)
 Horseman's Forum (KMTR)
 Hospital Cheer 'Em Up Program, The (WJMS)
 Hospital News (KOVG)
 Hospitality Home (KMBC)
 Hospitality House (WLAK)
 Hostess of the Airwaves (WMT)
 Hot Air (KSFO)
 Hot Coffee Club (WCKY)
 Hot from Hollywood (WSBC)
 Hot Peppers, The (KFRU)
 Hot Stove League (WAPI, WNEW)
 Hour of Musical Fun (CBS)
 Hour of Mystery, The (KVOR)
 Hour of Song (WAPO)
 House of Happiness (WWVA)
 House of Keen Sight (WEMP)
 House of Variety, The (CBL-CBY)
 House Party (WTMA)
 House Party, Dr. Pepper (WFAA)
 House That Jack Built (KDYL)
 Household Hints (WMSL)
 Household Quiz (KGKO)
 Housekeepers' Chat (KRMD)
 Houseparty, The (WIBC)
 Housewarming Party (KIDO)
 Housewives' Bulletin Board (WCLE)
 Housewives Prom (WHN)
 Housewives Spelling Bee (WJLS)
 Housewives vs. Grocers Wives (WING)
 How Did You Like the Show (WCMI)
 How Did You Meet Your Husband (KTUL)
 How Do You Know? (WTAL)
 How is Your Health? (WIND)
 How to Make Money (WEEI)
 How You Talk (WJLS)
 How's the Patient (WBNS)
 How's Your English? (KFAR)
 Howdy! (KTUL)
 Howdy Fans (WCCO)
 Howdy Neighbor! (CKCW)
 Howdy Neighbor (WCMI)

PROGRAM TITLES—Continued

Howdy Neighbors (WTMV)	Hurry-Up-ers (KOIL)	Hymns in Variation (WSGN)
Human Adventure (CBS)	Husbands Club (WRR)	Hymns of the Morning (WMBR)
Human Nature in Action (NBC)	Hymn Time at Home (WEAU)	Hymns of the Week (WTSP)
Humans of Fate (WEDC)	Hymne a la Nuit (CJBR)	Hymns We Love (WCLO)
Humanity at the Crossroads (KOY)	Hymns from the Fireside (WSB)	



I Am (KHJ)	In the Dean's Study (KMOX)	Intermede-musicale (CJBR)
I Am a Student (WSYR)	In the Gloaming (WLVA)	Intermezzo (WRNL)
I Am an American (NBC)	In the Good Old Days (KGO)	Inter-Mezzo (WWVA)
I Am What I Am, Because . . . (WHAS)	In the Hearth Glow (WQDM)	International Host, The (WQAM)
I Can Fill That Job! (KRBC)	In the Mood (WAPI, WOKO, WSLB)	International House (WGR-WKBW)
I Cover the Wilderness (WABI)	In the Northwoods (WHDF)	International Kitchen (KPO)
I Have a Better One (WTRY)	In the Spotlight (WNEW)	International Music (KRSC)
I Like Music (WQDM)	In the World of Sports (KRE)	Interscholastic Quiz (WHDL)
I Love a Parade (WEXL)	In Town Tonight (CJAT)	Interview Time (WGNY)
I Love Linda Dale (NBC)	In Tune with the Times (WGH)	Interviewing Your Neighbors (WGES)
I Need a Job (WBNS)	Indian School Boys Band & Mixed Choir (CKCA)	Interviews, Super Store (WBRC)
I Spy (WMP5)	Indian Trio (KOIL)	Intimate Glimpses Into the Lives of the Masters (WDAF)
I Want a Divorce (NBC)	Indiana Indigo (NBC)	Intimate Theatre, The (WQXR)
I Want a Home (KYA)	Indiana Schools on Parade (WIBC)	Invitation to Listen (WLW)
I Want a Job (CJOC, WBLK, WDBO, WGBR, WJNO, WKBN, WNOX, WWJ)	Indoor Sport (WNOX)	Invitation to Romance (KHQ-KGA)
I Want a Job! (WLOK)	Industrial Program, The (KWYO)	Invitation to the Waltz (WQXR)
I Want an Audition (KRMD)	Industrial Review, Signal (KELA)	Irene Wicker's Song and Story Program (NBC)
I Want to Sing (KYW)	Ineeda N'Answer (KPRC)	Irving Caesar's Sing a Song of Safety Club (WOR)
I Was There (KNX)	Informal Moods (CJRM)	Is Anybody Home? (WKRC)
I Wish I Were (WWL)	Information, Maybe (WRTD)	Is It the Truth? (WSM)
Idea Mart (NBC)	Information Tour (WAVE)	Is It True or False (WOLS)
Ideas Incorporated (KNX)	Inland Empire on the March (KHQ-KGA)	Is That Right? (KQV)
If You Please, Ladies (WINS)	Inquiring Mike, Buttrey's (KPPFA)	Is That Your Name? (WCNC)
Illinois Valley Frolic (WMBD)	Inquiring Reporter (KFPW, KOA)	Isabelle Manning Hewson and Her Morning Market Basket (WEAF)
Imagine, Please (CKWX)	Inquiring Reporter, Kay's (WCBS)	Island Melodies (KWLK)
Imitation Please (WAVE)	Inquisitive New Yorker (WHN)	Island of Dreams, The (WCAZ)
Immortal Music (CBR)	Inside Track (KFWB)	Islanders, The (KFJZ)
Importance of Good Speech (WCNW)	Insomnia Club (KELA)	Isle o' Treasures (WGKV)
In a Concert Hall (WOMT)	Insomnia Hour (WTOL)	Isle of Golden Dreams (KTSM)
In Full Swing (KGER)	Interesting Neighbors (WLOK)	It Actually Happened (WKBN)
In God's Country (WCNW)	Interlude for Dancing (WAIR)	
In Hollywood (WWVA)		
In My Garden of Memories (KLO)		
In My Opinion (CKNB)		
In Old Vienna (WINS)		
In Review (WFAA)		
In the Bleachers (WDGY)		
In the Dawn's Early Light (KMJ)		

PROGRAM TITLES—Continued

It Can Happen Here (WHEC)	It Pays to Know (KWNO)	It's Peacemaker Time at Nine (KFPL)
It Can Happen to You (KTUL)	It Pays to Listen to Kay's (WEAN)	It's the Law (WHEF)
It Happened in 1915 (WAAB)	It Really Happened (KUJ)	It's the Vogue (WJLS)
It Happened Last Night (WBIG)	It Seems to Me—Alexander Gifford (WBAL)	It's Theatre Time (KOY)
It Happened This Way (WINS)	It's a Crime (WSM)	It's Your Day Off (KTSM)
It Happened This Week (WHN)	It's a Fact (WKST)	It's Your Life (WRC- WMAL)
It Happened Today (WLW)	It's a Gift (KRNT)	It's Your Move (KLRA)
	It's All Yours (KVFJ)	Items of Interest (WSPA)
	It's in the News (CJOR)	Ivory Magic (WCLE)
	It's Luxury Time (KVOR)	*Ivory Towers, The (WEAF)
	It's Movietime (WDLF)	Ivy Vines (KFRU)

J

Jack, the Crack-Pot (WBLK)	Jewish-American Court for Peace & Justice (WLTH)	Journeys to Hawaii (KRE)
Jack & Jill Auditions (WSNJ)	Jim, Jam & Jive (WMMN)	Joyeuse Menagere, La (CKAC)
Jack Avison's Concert Or- chestra (CBR)	Jim Britt's Sports Roundup (WNAC)	Joyful Living (KOL)
Jack Kelly's Old Time Minstrels (WCFL)	Jimmy Conzelman Rem- inisces (KMOX)	Juavan Estavan (KTMS)
Jackson and Scotti Varie- ties (WCNW)	Jimmy Dudley's Sports Shots (WCFL)	Jubilee Star Quartet (WCNW)
Jam for Breakfast (WIBC)	Jingle Bingles (WAAT)	Judge Gardner (KELJ)
Jam for Dinner (WSPD)	Jingle Club (KKRO)	Judge Not of Knot Hole Court (WAPI)
Jam for Supper (WMBG)	Jitterbug Jamboree (KOIL, WMBR, WSAV)	*Judith Arlen's Penthouse Blue (CBS)
Jam Pantry, The (WBAP)	Jitterbugs, The (WAIR)	Jugtown Jamboree (WPTF)
Jam Session, The Dixieland (KOMA)	Jive at Five (WNEW)	Juke Box Jamboree (KGKB)
Jamais de la Vie (CKAC)	Job Broker (WSPD)	Jungle Journeys (WTSP)
Jamboree (WEDC)	Job Exchange (WSKB)	Junior Broadcasting Club (WAAB)
Jamboree, Dailey's (WSGN)	Job Finder, The (KFJZ, KIRO, KWG, WGBI, WLEU)	Junior Explorer's Club (WEEL)
Jamboree, The Fulton County (WATL)	Job Forum (WCOV)	Junior Gardeners (WESG)
Jamboree, Genung's (WFAS)	Job Hunters (KTRH)	Junior Happy Kitchen (KMBC)
Jamboree, The KFRO (KFRO)	Job Mart, The WWL (WWL)	Junior I. Q. (KOIL)
Jamboree, The KMMJ (KMMJ)	Job Mobilization Program (WLEU)	Junior Kwiz (WNAX)
Jamboree, The North Amarillo (KFDA)	Jobs Incorporated (WSGN)	Junior Master Minds (WHEC)
Jamboree, The WFIG (WFIG)	Jobs Wanted (WHIO)	Junior Round Table (WOW)
Jamboree, The WMBS (WMBS)	Joe Doakes (WMT)	Junior Roundup (KFJZ)
James Abbe and the News (KWYO)	Joe Ford's Jive Club (WSGN)	Junior Spotlight (WOR)
James J. Walker Oppor- tunity Hour, The (WHN)	John Doe's Music (KEX- KGW)	Juniorets (WTAD)
Jammin' Jivers, The (KBST)	John Farmer (KMBC)	Just a Diary (WTAG)
Jerry & Zelda (WHO)	John Knox Pictorial (WPRO)	Just a Memory (WCNC)
Jewel Box, The (WCHV, WCLE)	John Q. Public (WIP)	Just before Lunch (CKOV)
Jewish Homemaker Speaks, The (WBNX)	Johnny and Spike (WKOK)	Just for Fun (KDYL)
	Johnny Murray Talks It Over (KFI)	Just Music (KTSM, WCHV)
	Joshua Spaulding's Scrap- book (WTRY)	Just Relax (WDEV)
	Journeys Behind the News (KLZ)	Just the Other Day (KFEQ)
		Juvenile Jamboree (WDAN, WGY)
		Juvenile Newspaper of the Air (WTRY)

PROGRAM TITLES—Continued

K

- KFData (KFDA)
 K-I-D-S Club (WLS)
 KSTC (Kansas State Teachers College) Presents (KOAM)
 KSTP Presents (KSTP)
 Kaleidoscope, The (WBNX)
 Kaleidoscope of Melody (CJRC)
 Kampus Kwiz, The (WRUF)
 Kanawha Valley in the News (WCHS)
 Kangaroo Court (KSLM)
 Kapers in the Kitchen (WDGY)
 Kash Kwiz (KFWB)
 Kay Halle Speaks (WGAR)
 *Kay's Marathon of Music (WDAF)
 Keep Guessing (WBZ-WBZA)
 Keep Smiling (KLS, WJNO)
 Keeper of the Keys (WWJ)
 Keeping You Posted (WOWO)
 Kenmore Calling (WEBR)
 Kentucky Kids, The (KFAB)
 Kernal Quizz (KFJM)
 Key to the City (KMOX)
 Keyboard Capers (KVAK, WDEV)
 *Keyboard Choir (KMOX)
 Keyboard Harmonies (WGY)
 Keyboard Kaleidoscope (WHAM)
 Keyboard Kapers (KPFA)
 Keyboard Philosopher (WCSC)
 Keyboard Quiz (WLBC)
 Keyboard Stylists (KFPY)
 Kickoff, The (WBBM)
 Kiddie Kapers (WAIR)
 Kiddie Kwiz (KQV)
 Kiddie Quizz (WABI)
 Kiddie Revue (WNBH)
 Kiddie Round Up (KFJZ)
 Kiddie Theatre, The (WING)
 Kiddies Club, The Fox-State (KMJ)
 Kiddies' Club of the Air, Capital Pride (KARK)
 Kiddies' Karnival (WIBC)
 Kiddies Kwiz (CFRN)
 Kids Court (KOIL)
 Kids Kwizaroo (KNX)
 Kilocycle Kapers (WKBN)
 Kilocycle Karnival (KCMO)
 Kindergarten Express (WLOK)
 Kindly Thoughts (WHAM)
 King Coal Holds Court (WMMN)
 King Korn Serenade (KLO)
 King's English, The (KAST)
 King's Serenaders (WNAX)
 Kitchen Barn Dance (WDZ)
 Kitchen Clinic (KHBG)
 Kitchen Kollege (KFWB)
 Kitchen Kwiz (WAPI, WOAI)
 Kitchen Quiz (WSB)
 Kitchen Trailer (KMBC)
 Klock, KOIN (KOIN)
 Klub Krow (KROW)
 Knickerbocker Playhouse (CBS)
 Knights of the Highway (KVOB)
 Know America (KFDA)
 Know Your City and State (WAPI)
 Know Your City Government (KVEC)
 Know Your High School (WHBF)
 Know Your Legislature (WTNJ)
 Know Your News (WCBS)
 Know Your Schools (KFDM)
 Know Your State Government (WXYZ)
 Know Your Toledo (WSPD)
 Knut Klub, The (CKMO)
 Koffee Klub (WMSL)
 Koffee Kup Karnival (KQW)
 Crazy Kwiz (WTMV)
 Krow Klub (KROW)
 Krow's Nest (KROW)
 Kwizz Klass, King Street (WCBS)

L

- L'Ame Canadienne (CJBR)
 Labor Speaks (WAPI)
 Labor Sports (WCNW)
 Ladies First (WAVE)
 Ladies Know, The (WLAW)
 Ladies, Your Sex (WMPS)
 Lady Betty Party Line (WGY)
 Lady Fare (WHK)
 Lady From Mother Goose Land, The (KTMS)
 Lady in Town (WSPB)
 Lady, Lend an Ear! (KLZ)
 Lady Listener Club (KFPL)
 Lady Luck (KVFD)
 Lady Make Believe (KECA, WFAA)
 Lady of Note, A (WKZO)
 Laffs in the News (KNX)
 Lakeland on Parade (WLAK)
 Lamp is Low, The (WHAS)
 Lamp Lighting Time (WEBQ)
 Land of Melody (CHAB)
 Land of Song (WTOL)
 Landmarks of Radio Drama (NBC)
 Lang's Line of Fortune (WPAD)

PROGRAM TITLES—Continued

- Language School of the Air (WCOV)
 Larry, Bill & Ginny (WELL)
 Last Call for Breakfast (KSO)
 Latin Rhythms (WOV)
 Latin-American Rhythms (WCNW)
 Laugh & Swing Club (KHJ)
 Laugh Bag (WMC)
 Laugh 'n' Swing Club (WOR)
 Laugh Roundup (KRIC)
 Laughing at the News (WCLE)
 Law for the Laymen (WCAE)
 Laws & Lawyers (KHJ)
 Lazy K Ranchers (WHB)
 Lazy Rhapsody (WCAE)
 Lead-Off Man, The (WSGN)
 Leanna's Kitchen-Klatter (KMA)
 Leap Year Program (NBC)
 Learning and Living (WSYR)
 Learning the Language of Music (WAPI)
 Leaves for Your Cookbook (WTAL)
 Lecture Hall (CBS)
 Lee Gordon Presents (WTAM)
 Legion Roundtable (WENY)
 Legislative Forum, Virginia (WRVA)
 Leisure Thoughts (KRIC)
 Lens Interviews (WCNW)
 Let We Forget (KRBC, WEAN)
 Let There Be Light (WBNX)
 Let Those Presses Roll (KRIC)
 Let Up and Let Down (KWOC)
 Let Your Hair Down (WMCA)
 Let's Act (WEDC)
 Let's Be Neighbors (WQDM)
 Let's Dance (KMTR)
 Let's Dance with Langston (WGRR)
 Let's Discuss the News (KMOX)
 Let's Do Some Talking (KFBB)
 Let's Get in the Swing (WNBH)
 Let's Get Together (WBEM, WMCA)
 Let's Go to School (WGBI, WGNV)
 Let's Go to the Fair (CBS)
 Let's Go to Work (WOR)
 Let's Have Fun (WSM)
 Let's Help You Keep House (KWK)
- Let's Industrialize Tulsa (KTUL)
 Let's Jive (WTSP)
 Let's Join the Ladies (WEEL)
 Let's Listen (KFH, KPO, WSUN)
 Let's Listen to James Stone (KWKH)
 Let's Look at the News (WCKY)
 Let's Make Memories (WJSV)
 Let's Play Show (KGVO)
 Let's See Now (WORC)
 Let's Sing (WLS)
 Let's Swap (WGNV)
 Let's Swing It with... (KOIL)
 Let's Talk about the Weather (WAPI)
 Let's Talk Art (KSFO)
 Let's Talk It Over (CKGB, WHAI, WLAW, WTAG)
 Let's Talk It Over Program (NBC)
 Let's Talk Music (KSFO)
 Let's Talk Over the News (KMPC)
 Let's Talk Sports (WFAA)
 Let's Travel with Music (WCHV)
 Let's Visit (WDAY, WLW)
 Let's Visit a Home (KFEG)
 Let's Visit the Masters (WTOL)
 Let's Waltz (WCHV, WELI, WNEW)
 Letters from Abroad (NBC)
 Letters to the Editor (WOL)
 *Letters to the Public (WEW)
 *Leventh Hour Lowdown (WHAS)
 Liberty Revue (WGBI)
 Liberty Under Law (WBNS)
 Library Corner (KFXM)
 Library of Enduring Music (WQAM)
 Life Begins... (KLS)
 Life Begins at Seven (WCMI)
 Life in the Open (WWVA)
 Life Lines (KFWB)
 Life Program. The (WCFL)
 Life Stories (WHK)
 Life's Show Window (WBRB)
 Light of History, The (WFBC)
 Light of the World (NBC)
 Light Review, The (WDOD)
 Lights along the Shore (WNLC)
 Li'l Abner (NBC)
 Limerick Man. The (WEW)
 Limerick Time—A Dollar a Line (WEW)
- Lincoln Family Story Hour (KIEM)
 Lincoln Highway (NBC)
 Line-up of Wanted Values (KDYL)
 Linger Awhile (KTAR, WCAE, WHAS, WICC)
 Linger Longer Lane (WHIZ)
 Listen and Learn (WSB)
 Listen for Your Telephone (WCSC)
 Listen Friend! (WLOK)
 Listen, Ladies (WHBF, WRNL, WWJ)
 Listen the Music (WRNL)
 Listen to Dixon (CHAB)
 Listen to the Ladies (KMJ)
 Listen to Your Neighbors! (WGES)
 Listen While You Work (WCAP)
 Listener's Choice, A (WHMA)
 Listeners' Choice, The (WEAN)
 Listeners Club (KGKB)
 Listener's Forum (WCKY)
 Listening Post (WOWO)
 Literature Lives (KFBB)
 Little America Speaks (NBC)
 Little Brown Book (WRC-WMAL)
 Little Brown Church (KUAO)
 Little Chapel, The (WTSP)
 Little Chatterbox Lady (WGH)
 Little Church in the Rockies (KDYL)
 Little Church in the Valley (WGNV)
 Little Church of the Air (WFMJ)
 Little Country Church of the Air (WHDF)
 Little Curiosity Shop (WENY)
 Little Dutch Girls, The (KDKA)
 Little Lucille (WAPI)
 Little Man Makes News!, The (WCNW)
 Little More Time, A (KVIC)
 Little Neighbors Hour (WTMV)
 *Little Old Hollywood (WJZ)
 Little Packages (KFWB)
 Little Red Schoolhouse (KGDM, WIP, WTSP)
 Little Red Schoolhouse of the Air (KVOE)
 Little Revue (KXRO)
 Little Show, The (KNX, WCAR, WLAW)
 Little Stars, Harris (KGNC)

PROGRAM TITLES—Continued

Little Theatre of the Air (WTAL)	Log Cabin Boys, The (CHLT)	Lucky Numbers (WCSC)
Little Theatre Presents (KOY)	London-Aires (WHBQ)	Lucky Seven (KVCV)
Little Theatre Radio Workshop (WGNY)	London Calling (CFGP)	Lucky Seven, Daly's (KIEM)
Little White House (WLW)	Lone Star News (KFDM)	Lullaby Land (WIOD)
Live and Let Live (KFRC)	Lonesome Lloyd (WNAX)	Lullaby Time (WSM)
Living Bible, The (WGN)	Look Where You're Going (NBC)	Lumberjacks, The (CFRN)
Lobby Interviews (WWSW)	Looks at Books (KFSD)	Luncheon at the Waldorf (NBC)
Lobby Loungers (KIDO)	Looking Things Over (KFAC)	Luncheon Dance (WSPB)
Lobbing at Hotel Kinston (WFTC)	Looney Auction (WMTV)	Luncheon Lyrics (WGNY)
Lobster Shift, The (WWVA)	Lorette Serenades (WTSP)	Luncheon Melodies (CJOC)
Local Choice, The (WAVE)	Lost and Found (KTSM, WEMP)	Luncheonaires (WTIC)
Local Gospel Singer, The (KVEC)	Louisiana Marches On (WNOE)	Luxury Liner (WABI)
Local Limerights (WTNJ)	Lovely Lady (WBBM)	Lynne Davies' Notebook (WAIR)
Local News Commentary (CKCA)	Lovely Lady, Chamberlain's (KOA)	Lyric Serenade, The (WCOV)
Local Varieties (WIBC)	Lucky Listener's Program (WSPB)	Lyrics for Leap Year (KGO)
	Lucky Money (WADC)	Lyrics for Morning (WENY)

M

McConnon Callers (WHO)	Make-Believe Dancehall, The (CKCW)	March of Health (WCKY, WIKRC)
Maggie, the Swinging Hill-Billy (WEBQ)	Make Believe Danceland (WCFL)	March of Medical Science (KFPY)
Magic and Medicine (WWJ)	Mammoth Minstrel Varieties (WRVA)	March of Men and Motors (NBC)
Magic Carpet (WJSV, WLS, WWVA)	Mammoth Minstrels (NBC)	March of Teens (KSLM)
Magic Flute (WFLA)	Man About Hollywood (CBS)	March of the Minutes (CFAC)
Magic Lantern, The (WDAS)	Man About Town (WCHS)	March of Values, KTFI (KTFI)
Magic Microphone Revue (WFAS)	Man and His Friend, A (WCHS)	March Time (KDYL)
Magic Moments (WCFL)	*Man I Married, The (NBC)	Marching Feet (WGH)
Magic Notes (CKNB)	Man in the Street (NBC)	Marching Men (KFYR)
Magic of Music, The (KNX)	Man Next Door, The (WSLB)	Marching with America (WHB)
Magic Story Circle (WOW)	Man on the Bus (WTMA)	Marian Miller's Problem Corner (KEX-KGW)
*Magic Waves (WEAF)	Man on the Farm (WMT)	Marimba Magic (WFAA)
Maids and Men (WOR)	Man on the Ice (WIBC)	Marine News and Fish Facts (KWLK)
Mail Bag, WOC (WOC)	Man on the Lot (KFPW, WLPM)	Market Basket (KMMJ, KRMC, WHDF, WOPI, WRAL)
Mail Order Miracles (CFAC)	Man on the Street (WFMJ, WMOB)	Market Man, The (WRAL)
Mailbag, The (WCNC)	Man You Know, The (KFH)	Marriage Bureau (KRSC)
Maitres de la Chanson, Les (CJBR)	Man's Music, A (CFRN)	Marriage Clinic (KFAM)
Major, Minor and Marian (WOW)	Manitoba Calling (CKY)	Marriage Club, The (NBC)
Major-Minor-Marian (WGL)	Many Happy Returns (WMT)	*Marriage Club, Inc. (KECA)
Major Bowes' Auditions (WHEC)	Marathon Melodies (WLW)	Marriage Muddles (WCOU)
Make Believe Ballroom (KOIL)	March of Agriculture (WNAX)	Marshall Roberts Ensemble (WHAS)
	March of Dollars (WMBS)	Martha Hunter, the Food Scout (KMBC)

PROGRAM TITLES—Continued

- Martial Airs (KFYO)
 Martin Brown Entertains (WLEU)
 Mary Anne Russell (KVOR)
 Mary Crawford, Violin (WHO)
 Mary's Friendly Garden (KOL)
 *Massachusetts on the March (WBZ-WBZA)
 Masters of Music (KTSM)
 Matching Jobs and Men (KFBB)
 Matching Men and Jobs (KFOR)
 Matinee, Matthews (KIEM)
 Matinee Dance Time (WCLE)
 Matinee in Rhythm (NBC)
 Matinee Melodies (KFEG, KOIL, KYSM, WCHS)
 Matinee Merry Go Round (KTSM)
 Matinee Music for Moderns (WHIO)
 Matinee Musicale (WIBC, WSB, WWJ)
 Matinee Recital (KROY)
 Matinee Varieties (KVI, WHIS)
 Matinee With the Music Masters (CKSO)
 Matrimonial Market Basket (WLAK)
 Matters Musical (WHAM)
 Maureen, The Millinery Mannequin (WEEI)
 Maxine Gray & Alvino Rey (KHJ)
 Maybe You Didn't Know or Did You (KBIX)
 Me and My Shadow (KEX-KGW)
 Medical Forum-of-the-Air (WCNW)
 Medical Headlines (KFH)
 Medicine in the News (NBC)
 Meditation (CJBR, KGHI, KVAK, KYA)
 Meditation & Melody (WGN)
 Meditations in Music (KFBB)
 Medley With a Message (WHB)
 Meet Ma Brown (WNAX)
 Meet Missus Janesville (WCLO)
 Meet Mr. Bill (WSGN)
 Meet Mr. Weeks (NBC)
 Meet Our Guest (WOC)
 Meet Our Visitors (WCAP)
 Meet the Author (WEEI)
 Meet the Band (WBBM)
 Meet the Boys (WHB)
 Meet the Bride (WMRO)
 Meet the Cats (KFJZ)
 Meet the Dixons (CBS)
 Meet the Folks (WCFL)
 Meet the Headliners (KQV)
 Meet the Maestro (KROW)
 Meet the Man (WTAL)
 Meet the Men on Street (KABR)
 Meet the Missus (KFBK)
 Meet the Motorist (WJNO)
 Meet the Museum (WCCO)
 Meet the People (WCKY)
 Meet the Staff (WOWO)
 Meet the Trains With Dick Haynes (KRIC)
 Meet Your Children (KFRO)
 Meli-Melo (CJBR)
 Mello-notes, The (WHBF)
 Melodic Gems (WSPB)
 Melodic Miniatures (WGY)
 Melodic Moods (NBC)
 Melodic Souvenirs (WPAY)
 Melodic Strings (KEX-KGW, WTIC)
 Melodies, Enna Jettick (NBC)
 Melodies, Miller (KFJZ)
 Melodies and Memories (WNEW)
 Melodies at Eventide (KMTR)
 Melodies by Madelon (WKZO)
 Melodies by Minnie and Bee (KTSM)
 Melodies du Soir (CJBR)
 Melodies et Chansons (CJBR)
 Melodies et Poemes (CJBR)
 Melodies From Another Land (KFYO)
 Melodies From the Fireside (WTAG)
 Melodies From the Sky (KWK)
 Melodies Moderne (WHAS)
 Melodies of the Home (WDLP)
 Melodies of the Music Maestro (WSLB)
 Melodies That Linger (WBRB)
 Melodies We Love (CHRC)
 Melodies You'll Remember (KALE)
 Melody A1 (WTMV)
 Melody and Madness (NBC)
 Melody Ballroom (KCMO)
 Melody Caravan (KOIL, WROL)
 Melody Carnival (WQAM)
 Melody Cruise (CHAB, WAPI, WCAP)
 Melody Express (KOY)
 Melody for Milady (NBC)
 Melody Home (KRSC)
 Melody House (CKMO)
 Melody in the Night (CJOR)
 Melody Lane (KMTR, KYA, WNLC)
 Melody Mac (KMJ)
 Melody Marathon (NBC)
 Melody Market (WJJD)
 Melody Mart (WROL)
 Melody Masons (WMT)
 Melody Matinee (CKCR, WPIC)
 Melody Meeting (CJOC)
 Melody Memory Moments (KPRC)
 Melody Men, the (KTUL)
 Melody Merry-Go-Round (WSLB)
 Melody Music Shop of the Air (CKSO)
 Melody Newsreel (WMFF)
 Melody Parade (WEBR)
 Melody Picture Book (WTMJ)
 Melody Potpourri (WADC)
 Melody Rambles (CKNB)
 Melody Rendezvous (NBC)
 Melody Roundup (CKCR)
 Melody Special (WFAA, WIND)
 Melody Stars (WAAT)
 Melody Time (CHAB, WHDF)
 Melody Train, The (WICA)
 Melody Weavers (WHBQ, WSPR)
 Memorable Melodies (KIRO)
 Memories (KMTR)
 Memory Baseball (KOIL)
 Memory Book, The (WLAW)
 Memory Lane (CKNB, KFBB, WIBC)
 Memory Melodies (WTMV)
 Memory Songs (KRMC)
 Memory Theatre (KALE)
 Memory Time (KSAM, WSLB, WSPB, WSYR)
 Memory Time with Lydia (WLQK)
 Men at Work (WCMI, WSM)
 Men behind the News (KMTR)
 Men for Work (KFH)
 Men in the News (KOB)
 Men of Arts and Science (WDAF)
 Men of Destiny (WICA)
 Men of Note (WFAA)
 Men without Medals (KHQ-KGA)
 Menus and Recipes with Ann Smart (KRBC)
 Merchant of Venus, The (WCNW)
 Merchants Quiz Nite (KWYO)
 Merry-Go-Round (WRAL)
 Merry Go Round, Hollywood (KMTR)
 Merry-go-Round, Montgomery (WFMD)
 Merry-Go-Round Matinee (WDOD)
 Merry Music (NBC)
 *Merry Widow, The (KNX)
 Metronome, The (WTAG)
 Metropolitan Crime Commission (WEMP)

PROGRAM TITLES—Continued

Metropolitan Madness (WGL)	Mr. and Mrs. (KRBC)	Money at Stake (WBNS)
Mezzotints in Music (KFPY)	Mr. and Mrs. of Broadway (WCNW)	Money Bag, Charmco (WCHS)
Michigan in the News (WJIM)	Mr. Askem (WGIL)	Money from the Air (WFBL)
Micromanic (CKAC)	Mr. District Attorney (NBC)	Money-Go-Round (KWK)
Microphone in the Sky (WHN)	Mr. Dodge (KRLD)	Money in the Air (WHIO)
Midday Marauders (CKGB)	Mr. Farmer Goes to Town! (CJCA)	Money Maker, The (KNX)
Mid-day Merry-go-round (KYSM)	Mr. Housewife (KIDO)	Money Talks (WING)
Midday Revue (KFOR)	Mr. Mike (KIDO)	Monitor News (KGDM)
Midget Theatre (WRTD)	Mr. Nobody (KGO)	Montevallo Step Singing (WAPI)
*Midland Minstrels (KMBC)	Mr. Prosecutor (WBNS)	Monuments in Music (K TSA)
Mid-Morning, LTD (WSYR)	Mr. Smith Goes to Town (WSM)	Monuments of Melody (KTAR)
Midmorning Jamboree (WIP)	Mr. Twister (KWK)	Mood Indigo (KOB)
Mid Morning Recess (WSOC)	Mr. Whiz Goes Shopping (WHIZ)	Mood Musicale (WICA)
Mid Morning Revue (WSLB)	Mrs. Eleanor Roosevelt's Own Program (NBC)	Mood Patterns (WEEL)
Midnight Flyers (WEDC)	Mrs. Stork and the Stork Club (WKZO)	Mood Reminiscent (CKCK)
Midnight Jamboree (WCAX)	Mistress Mary (WSGN)	Moods and Melodies (WDAN)
Midnight Merry-Go-Round (KNX)	Mistress of the Novachord (K TSA)	Moods and Music (WTOC)
Midnight Mysteries (KDKA)	Mixing Bowl, The (KTRB)	Moods in Black and White (WLEU)
Midnight Revels (WFAA)	Model Spelling Bee (KLO)	Moods in Blue (WJLS)
Midstream (NBC)	Modern and Melodic (CKCK)	Moods in Ivory (KMJ)
Mike Interview (WFLA)	Modern Approach to the Bible (KDB)	Moods in Melody (KGVO, WKBN, WWVA)
Milady of the Day (KOME)	Modern Ballads (WHDF)	Moods in Music (WDNC, WSPB)
Milady Shops (KROY)	Modern Danish (WRJN)	Moods in Verse (KGFJ)
Mi-Lady's Merry-Go-Round (KTKC)	Modern Interiors (WKNY)	Moon Beams (WCSC)
Miles of Smiles (WCMI)	Modern Melodies (CKY)	Moon Dreams (WFAA)
Milestones in the History of Music (WHAM)	Modern Melody Review (KWKH)	Moonlight Melodies (KLO, KSLM)
Milestones of Melody (WHB)	Modern Minstrels, Business Men's (WBAX)	Moonlove (WWJ)
*Military Digest (WMEX)	Modern Miracles (CJOR)	Moonrose Maid (KFJZ)
Milk-O (CFAC)	Modern Moods (WCAO)	Mop and Dust (CKWX)
Milking Time in Sleepy Valley (WTAQ)	Modern Moods in Music (WNEW)	Morn' Patrol (WCKY)
Millers Three, The (WDAF)	Modern Music Hall (WHAS)	Mornin' Neighbor (WMBD)
Millie and Bill (WTAL)	Modern Rhythm Band (WICA)	Morning Almanac (KFI)
Mine d'Or, La (CKAC)	Modern Serenade (KMBC)	Morning Bells (WLVA)
Minerva's Mail (KFOR)	Modern Strings (CBK, WELL)	Morning Cheer Broadcasts (WOLS)
Miniature Church of the Air (WMBG)	Modulated Moments (KFDM)	Morning Church Service (WCAE)
Miniature Concert (WQXR)	Moments for Meditation (CJRC)	Morning Concert, The (KQW, KSAM)
Miniature Minstrels (WFAA)	Moments Musical (WNBH, WRR)	Morning Devotional (WJPR)
Miniature Musicale (CBK, KFPY)	Moments of Life (WSAU)	Morning Devotions (CKCA, CKNB, KFDM)
Miniature Revue (WCOV)	Moments with Maureen (WELL)	Morning Glories (KWOC)
Minnesota Today (KSTP)	Moments with the Masters (WSPB)	Morning Glory (WCOU)
Minstrel Boy, The (WHK)	Mon Oncle (CHLP)	Morning Health Club (KDYL)
Minstrels, The (CHNC)	Monday Melodies (KOIL)	Morning Hymnal (WSB)
Mirror for Women (CBR)	Monday Moods (WELI)	Morning Lenten Service (WGAR)
Mirror of Melodies (KFRU)	Monday Morning Musicale (WJJD)	Morning Market Basket (WJEJ)
Mirrors of Manhattan (WMCA)	Monday Night Show (WNBC)	Morning Melodies (KFJZ, WCHV, WEMP)
Miss Friendly (KMJ)	Monday Nightmare, KMJ's (KMJ)	Morning Melodies, BC (WHAS)
Missing Letters (WRVA)	Monde et le Temps, Le (CHNC)	Morning Melody Parade, CKBI (CKBI)
Missouri Schools in Action (WEW)		Morning Merry-Go-Round (KFYR, KONO, WGY)
		Morning Merrymakers (CKY)

PROGRAM TITLES—Continued

Morning Mixture (WCHS)
 Morning Moods (WAPO)
 Morning Motorcade (KXOK)
 Morning Musical News-reel (WEMP)
 Morning Musical Revue (WNLC)
 Morning Musicale (WICA)
 Morning Newspaper of the Air (WHDF)
 Morning Offering (WWL)
 Morning Patrol (WJZ)
 Morning Perculator (WSM)
 Morning Pick Up (KFIO, WMMN)
 Morning Reveille (WAPI)
 Morning Revue, Pantaze (WMC)
 Morning Roundup (WCMI)
 Morning Salute (WAPI)
 Morning School Bell (WHDF)
 Morning Serenade (KVEC)
 Morning Swing (WNEW)
 Morning Varieties (WJAX, WKST)
 Morning Variety Program (WDNC)
 Morning Visitor (WADC, WEBR)
 Mother Hubbard's Cup-board (WHIZ)
 Mother's Counselor (WEBR)
 Motor Gold (WKST)
 Motorcade of Melody (WIND)
 Motorcade Time (KFBB)
 Motors Safety Club (CJIC)
 Mountain States News (WHO)
 Mountaineers (WHN)
 Movie News and Movie Views (KFEL)
 Movie News and Views (WTNJ)
 Movie Quiz (WGSN)
 Movie Reporter (WCAZ)
 Movie Sparks (WTSP)
 Moving Finger Writes, The (WLW)
 Museum of the Air (KGDM)
 Music America Loves Best (WEXL)
 Music and Manners (WOR)
 Music and Money (WHAM)
 Music and Song (CFGP)
 Music Appreciation Hour (WKRC)
 *Music Arranged By— (WOR)
 Music—As You Like It (WFBC)
 Music at Eight (KRNT)
 Music at Luncheon (WFAS)
 Music Box, The (KMOX, WGNV, WNBC, WRVA, WTAM)
 Music Box, Mutual (WOR)
 Music Box Melodies (KDKA)
 Music Box Memories (KHQ-KGA)
 Music Box Revue (WHIS)
 Music by Candlelight (WTAG)
 Music by De Koven (NBC)
 Music by Grofe (WROL)
 Music by Harry Horlick (NBC)
 Music by Malneck (CBS)
 Music by Moonlight (WOR)
 Music By. . . Rhythm By (WCHV)
 Music "By" Woodbury (KDYL)
 Music Club Concert Hall (WTOC)
 Music Depreciation (WRUF)
 Music Educators, The (WHJB)
 Music Especially for You (WAAT)
 Music Everyone Knows (WTMJ)
 Music for Breakfast (KOIL, WGAR)
 Music for Everyone (WFAA)
 Music for Just Us Folks (WKST)
 Music for Listening (NBC)
 Music for Lovers (KROW)
 Music for Meditation (WTSP)
 Music for Moderns (KALE)
 Music for Mother (WFAS)
 Music for Reading (KQV, KRGV)
 Music for You (CFGP)
 Music for Young Listeners (WSPD)
 Music for Your Afternoon (KMBC)
 Music from the Archives (NBC)
 Music from the Blue Room (WHAS)
 Music from the Gold Coast (WBEM)
 Music from the Theatre (NBC)
 Music from Your Station (WMMN)
 Music Hall (WAAT)
 Music Hall Memories (CKBI)
 Music Hath Charms (KFRC)
 Music Hour, The (WSM)
 Music in the Air (WCAE)
 Music in the Denver Schools (KLZ)
 Music in the Modern Manner (KBIX)
 Music in the Morning (CKCK, KHQ-KGA)
 Music in the Schools (WHJB)
 Music Kitchen (WNBC)
 Music Lovers Program, Scott (WCFL)
 Music Maestro (KWOC, WNEW)
 Music, Maestro, Please (WFMJ)
 Music Magic (WIBC)
 Music Makers (CBL-CBY)
 Music Masters, The (WATL)
 Music Masters' Rendezvous (CJRC)
 Music Moderne (WTMJ)
 Music Mountain (WLW)
 Music Never Dies (CBR)
 Music of All Nations (WCLE)
 Music of Romance (WHN)
 Music of the Day (KFJZ, KOMA)
 Music of the Immortals (WQXR)
 Music of the Masters (KWLK, WING, WLW)
 Music of the Moment (WIP)
 Music of the Theatre (NBC)
 Music of the Week (KFJZ)
 Music of the World (WSM)
 Music of Today (WDEV)
 Music off the Record (WDRG)
 Music on the March (WFBC)
 Music Please (NBC)
 Music Preferred (KIDO, WWRL)
 Music Room (WPIC, WROK)
 Music Shop, The (KROC)
 Music to Remember (WGNV, WQXR)
 Music We Enjoy (KRE)
 Music We Love (WQDM, WSB)
 Music While You Work (WCFL, WTIC)
 Music You Like (KUIN, WICA)
 Music You Love (WFBL)
 Music You Want (KOIL)
 Musical Adventures (NBC)
 Musical Alarm (WAAT)
 Musical Album (CKSO)
 Musical Almanac (WPTF)
 Musical Americana (NBC)
 Musical Bee (WFBL)
 Musical Biographies (WQXR, WWL)
 Musical Bits (NBC)
 Musical Breakfast (KVFD)
 Musical Brownies, The (WHK)
 Musical Call Board (WCKY)
 Musical Caravan (KFYO)
 Musical Clipper (WEBR)
 Musical Clock, KGFV (KGFV)
 Musical Clock (WFBL, WHDF)

PROGRAM TITLES—Continued

- Musical Comedy Revue (NBC)
 Musical Contrasts (WSLB)
 Musical Court (WTMV)
 Musical Crossword Puzzle (KOY)
 Musical Easter Basket (KVI)
 Musical Eye-Opener (CKCA)
 Musical Factory (CFCN)
 Musical Fantasy (CBV)
 Musical Fashions (CJRC)
 Musical Fiesta (KTSM)
 Musical Fish Pond (CKBI)
 Musical Game (CBS)
 Musical Grab Bag (WDAN)
 Musical Headlines (WGL)
 Musical Hors d'Oeuvres (WAVE)
 Musical Hourglass (WPIC)
 Musical Humor (WSPB)
 Musical Jackpot (KGKB)
 Musical Klok (KFPL)
 Musical Magazine (WDEV)
 Musical Market Basket (KWLK, WHB)
 Musical Mart (WMBD)
 Musical Master Mind (WRTD)
 Musical Master Minds (WISE, WOWO)
 Musical Matinee, Mathews (KIEM)
 Musical Melange (CKNB)
 Musical Memoirs (WGL)
 Musical Memories (CFJC, KMBC, WJR)
 Musical Memories, D & H (WGY)
 Musical Memory (KHJ)
 Musical Menu (KFAR)
 Musical Merry-Go-Round (KFPY, WMBD)
 Musical Miniature (WFAA)
 Musical Miniatures (WNEW)
 Musical Mirror (CBR)
 Musical Mixing Bowl (WSLB)
 Musical Moments (WRVA)
 Musical Moods (CFGP, WGNV)
 Musical Motorist (WTMA)
 Musical Musings (WMIN)
 Musical Nuggets (WHIS)
 Musical Paint Brush (CJCA)
 Musical Patchquilt (WLW)
 Musical Patterns (KYA)
 Musical Pictures (WTAQ)
 Musical Portraits (WAVE)
 Musical Pot Pourri (KTSA)
 Musical Prevues (WSVA)
 Musical Quiz, Royal Crown (WFIG)
 Musical Reflections (CFRN)
 Musical Reveries (WHAM)
 Musical Scoreboard (KNX)
 Musical Shadows (WDGY)
 Musical Short Short (CKMO)
 Musical Silhouettes (KGER)
 Musical Snapshots (WGH, WTOL)
 Musical Souvenirs (KOCY)
 Musical Spotlight, The (WIBC, WRUF)
 *Musical Steelmakers (MBS)
 Musical Stylings (WDNC)
 Musical Stylists (KHQ-KGA)
 Musical Top, The (CHNC)
 Musical Treasurehouse (WPIC)
 Musical Treat, The (WFBR)
 Musical Valets (KSO)
 Musical Varieties (KSO)
 Musical Whims and Digressions (NBC)
 Musical Workshop (KPO)
 Musicales in Miniature (CJRC)
 Musicale Moderne (KGVO)
 Musicians of Tomorrow (WHIO)
 Musico (WGN)
 Musiquiz (WHP, WRC-WMAL)
 Muted Rhythms (NBC)
 Muzi-Test (WOMI)
 My America (WIBC)
 *My Children (KSFO)
 My Friend Bill (WKY)
 My Garden (WXYZ)
 My Home to Yours (KTKC)
 My Pet Peeve (WOC)
 My Program (KGKB)
 My Son and I (CBS)
 My Story (KNX)
 Mystery History (WFIL)
 Mystery Man, Lebanon (WNBX)
 Mystery Melody (KVFD, WCHS)
 Mystery Melody Game (KTSM)
 Mystery Melody Time (WHBF)
 Mystery Tunes (WKZO)
 Mystery Waltz Program, The (KOY)
 Mythical Symphony Hall of the Air, The (WCAZ)

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- Nabor Nollege (WBLK)
 Naborhood Nollege (WCMI)
 Name Bands of Tomorrow (WEMP)
 Name It and It's Yours (NBC)
 Name It and Take It (KTAR)
 Name It—Spell It (WCSC)
 Name the Town (WJBC)
 Names in the News (WROK)
 Names Make News (WEAF)
 Nancy Dixon (KFRC, WJAS)
 Nancy Prentice Mothers Club (KOY)
 National Dance Parade (WCHV)
 National Folk Festival Program (NBC)
 National Gridiron Review (WHMA)
 National Pleasure Time (WSM)
 National Tall Corn Sweepstakes (WHO)
 Nationalore (KIEM)
 Nature Sketches (NBC)
 Nature Speaks (WTMC)
 Nature Trails (KGW-KEX)
 Naval Base Entertains (WRVA)
 Nazaire & Barnabe (CKAC)
 Neighbor Bob (WMT)
 Neighborhood Parly (WSOY)
 Neighborhood Theatre Spotlight (CJRC)
 Neighborly Chats (WLAW)
 Neighbors' Children (WKZO)
 Neighbouroly News (CBL-CBY)
 Nell Weisiger's Scrap Book (WMBS)

PROGRAM TITLES—Continued

- Neopolitan Quintette (KFYR)
 Nest of Nuggets (WKBZ)
 New Bedford Speaks (WNBH)
 New Choral Programme (CBK)
 New England Talks It Over (WBZ-WBZA)
 New Frontiers (KHQ-KGA)
 New Mrs., The (WBRB)
 New Talent (WLAW)
 New Tunes (WOR)
 New Tunes at Noon (WLBC)
 New Voices (WEEI, WOR)
 New York Prowler, The (WINS)
 News and Interviews (KRBC)
 News and Music (WROK)
 News and Rhythm (CBS)
 News As a Woman Sees It (WCSC)
 News by Air (WRBL)
 News by Don Goddard (WEAF)
 News for Men (WFAA)
 News for Women (CKCW, WWSW)
 News for You (WBT)
 News from a Woman's Angle (KTSA)
 News from Home (WCKY)
 News from Washington (NBC)
 News in Review, The (WEDC, WLAW, WTMA)
 News in Rhyme (WAPI)
 News in the Air (KQV)
 News Oddities Dramatized (KWLK)
 News of Our Neighbors (KMOX)
 News of the Day (WROL)
 News of Today and Yesterday (WBAL)
 News on Parade (WNOX)
 News on the Air (WSGN)
 News Out of the Night (WRBL, WRDW)
 News Reporter, Pontiac (WTMA)
 News Review, The West Virginia (WBLK)
 News Round Up (KFJZ, WJPR)
 News Snapshots (KIEM)
 News Stories, Twenty Grand (WEAF)
- News This Week, The (WWVA)
 News Views and Song Cues (WINS)
 News While It Is News (WAPI, WATL)
 Newspaper of the Air (KOIN)
 Next Step Forward, The (NBC)
 Next Week on the Air (WEEI)
 Next Witness! (WRC-WMAL)
 Nick at the Keyboard (WBIG)
 Nickelodeon Nite (KVAK)
 Night Club of the Air (WROK)
 Night Hawk Reporter (WLW)
 Night Hawks, The (KLO)
 Night in Mexico, A (KGER)
 Night Justice (KGFJ)
 Night Owl (WDRG)
 Night Ride (KDYL)
 Night Riders (WNEW)
 Night School (KPFA)
 Night Singer, The (KHQ-KGA)
 Night Wanderer, The (KMJ)
 Nights at the Round Table (WSM)
 Nightfall (WMBD)
 Nine O'Clock Express, The (WBNX)
 *Nine O'Clock Scholars (WIP)
 Nine O'Clock Tunes (KOAM)
 Nine O'Clock Varieties (KUIN)
 Nine O'Clockers, The (CJCA)
 920 Club (WORLD)
 1940 Jam (WRR)
 1940 Piano Recital Period (NBC)
 19th Hole, The (WFBR)
 98 Strings (WDZ)
 97 Rounds the Bend (WBTM)
 Nobody's Children (KHJ)
 Nocturne (CBL-CBY, W DAS, WHAM, WHO, WOV)
 Noon Round-up (WGH)
 Noon Tune Revue (WFMB)
- Noon Tunes (WGNY)
 Noonday Band Wagon, The (WCMI)
 Noonday Headlines (WSGN)
 Noonday Jamboree (WXYZ)
 Noonday Lenten Services (WAVE)
 Noonday Rhythms (WIBC)
 Noontime Roundup (WAVE)
 Noontime Varieties (WFLA)
 Norm McMullen's Sportraits (CKCW)
 Norman H. Warembud's Imaginary Theatre (WLTH)
 North Star Gleaner, The (KPLT)
 North Star Serenade (WDGY)
 Northern Neighbors Variety Hour (CKSA)
 Northland Herald (WTCN)
 Northland Serenade (WMAM)
 Northpole Notes (WCMI)
 Northwest Barn Dance (WDGY)
 Northwestern Neighbors (KOIN)
 Notes and Facts (WHJB)
 Notes and Quarter Notes (WDAS)
 Notes of Harmony (KLS)
 Nothing Up My Sleeve (NBC)
 Novachord Novelties (WBBM)
 Novachord Serenade (WEMP)
 Novachordin (KLRA)
 Novatones (KLRA)
 Novelettes (NBC)
 Novelteers, The (WGBR)
 Novelty Choir, The (WOR)
 Novelty Revue (CJOC)
 Now and Then (WCHV)
 Now I'll Tell One (KFBK)
 Now the Day Is Over (WNAX)
 Nugget Man (CBS)
 Nuggets of Melody (WICA)
 Number Please! (WAPI, WBRG, WDAN, WWNC)
 Nutshell Playhouse, The (KECA)

PROGRAM TITLES—Continued



- Obadiah Scruggins (KADA)
 Observations on the European War (NBC)
 Observer, The (KGFJ)
 *Odd Side of the News (WABC)
 Oddities, Olsen (WHO)
 Oddities in Today's News (WDBO)
 Oddities of the World (WTAG)
 Odds and Ends (WKY)
 Of Service To You (WBZ-WBZA)
 Off the Blotter (WBNS)
 Off the Campus (WBNS)
 Off the Record (CFRN, CKGB, WMCA, WPTF)
 Off the Shelf (WJLS)
 Officer of the Day (WTSP)
 Official Police News (WHIO)
 Officials on Parade (KGER)
 Oh Mr. Dinwiddy (KPO)
 Oh Say Can You Sing (WSUN)
 Oh Teacher (KPO)
 Oklahoma Sweethearts (WBT)
 Old Curiosity Shop, The (WFAA)
 Old Fashioned Favorites (CBS)
 Old Fashioned Tunes (WSPB)
 Old Favorites (KOIL)
 Old Folks at Home (CHRC)
 Old Hickory (WDOD)
 Old Hymn Book, The (WTSP)
 Old Notebook, The (WHJB)
 Old Philosopher and His Family Album, The (WLEU)
 Old Possum Hollow (KFYO)
 Old Rambler, The (KECA)
 Old Refrains, The (WMCA)
 Old Reporter, The (WING)
 Old Salt, The (WTOC)
 Old Songs for New (WCNC)
 Old Songs of the Church (KOIN)
 Old Songsmith (WOWO)
 Old Time Breakdown (CFCY)
 Old Time Jamboree (WCAZ)
 Old Timer, The (KTKC, KXRO, WRAL)
 Old Trader (WPTF)
 Old Windjammer, The (KGFJ)
 Ole Bill (KFJZ)
 Olivio Santoro, Vogt's Phila. Scrapple Presents (WJZ)
 Ollie Goes to Town (WWSW)
 On Calvary Road (WMMN)
 On Ice (KROY)
 On the Air (KGO)
 On the Band Stand (WSM)
 On the Farm Front (WENY, WHBF, WKRC)
 On the Good Ship Lottafun (WOKO)
 On the March (CFCN)
 On the Midway (WLEU)
 On the 1:45 (WIP)
 On the Safe Side (WCFL)
 On the Sports Side (KDB)
 On the Spot (KFAR, WOPF)
 On Wings of Song (WBAP, WCHV, WROL, WTAM)
 On with the Dance (KPO)
 On Your Job (NBC)
 Once upon a Midnight (KFI)
 Uncle Paul (CJBR)
 One-Half-Hour-of-Drama (WDAN)
 One Man Theatre (KNX)
 One Man's Band (WCAZ)
 One Man's Diary (KXOK)
 One Man's Opinion (KRIC, KWK)
 One of the Finest (NBC)
 1001 Wives (NBC)
 One Week's News (WSAI)
 One Woman Speaks (WLW)
 One Woman's Opinion (KMTR, WCLS)
 Onstage Moment (WSYR)
 Onward Road, The (KMOX)
 Oodles of Oddities (WEMP)
 Open House (KVFD, WEMP)
 Open House, The (WFBR)
 Open Road, The (WIBC)
 Opening Night (WWJ)
 Opera Box, The (WQAM)
 Opera Hour (WOV)
 Operatic Cameos (CIRC)
 Operetta Revue (WKBN)
 Opinions Wanted (WOKO)
 Opportunities (CJOC)
 Opportunity Knocks (WBAB, WTMV)
 Oprey House, The Paris (KPLT)
 Orange County Quiz (KVOE)
 Oratorios (NBC)
 Orchestra Presents, The (WTAM)
 Orchestral Orchids (WAVE)
 Orchid Order of Merit (CKY)
 Orchid to You, An (KARK)
 Orchids of Melody (CHAB)
 Orchids-to-You (WMBS)
 Order of Adventure, The (NBC)
 Oregonian Trail Blazers (KEX-KGW)
 Organ-a-ires (WJBC)
 Organ Chats (WFAA)
 Organ Gems and Religious Poetry (WDLF)
 Organ Loft (WFLA)
 Organ Melodies (WSOY)
 Organ Moods (WSPB)
 Organ Parade, The NBC (NBC)
 Organ Reflections (WSPB)
 Organ Reveries (WEDC)
 Organ Sketches (WEMP)
 Organ Souvenirs (KFPY)
 Organ Tapestries (KHQ-KGA)
 Organalities (CFGP, KRCC, WKBZ)
 Organludes (WCHV)
 Orgatron Silhouettes (KFJM)
 Orgue Populaire (CJBR)
 Orphan Girl From the Suburbs, The (CHRC)
 Orphans, The (KMMJ)
 Orthodox Jewish Program (WCNW)
 Other Americas, The (NBC)
 Other Fellow's Job (KDYL)
 Other Side of the News, The (CKTB)
 Our America (WSM)
 Our City Dads (KVIC)
 *Our Leading Citizen (WABC)
 Our Neighbors (WBTM)
 Our Neighbors-Your Neighbors and Mine (WGBR)
 Our 1940 Tobacco Situation (WBT)

PROGRAM TITLES—Continued

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|--|---|--|
| Our Northern Neighbors
(KFRC)
Our Rural Reporter
(WSLB)
Our Town (WNBH)
Our Trio (KFDM)
Our Virginia (WRVA)
Out of Bounds (WOWO)
Out of the Night (CFRE) | Out of the Trash Can
(WCNC)
Outdoor Living Room
(WVVA)
Outstanding Women
(WEAS)
Outstanding Young Musicians
(WDNC) | Over Southwest Trails
(KTSM)
Over the Coffee (WHBF)
Over the Coffee Cup (KLO)
Over the Rainbow
(WMMN, WRDW)
Overtones (WSYR)
Ozark Open House
(WOWO) |
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| Pageant of Art (WWJ)
Pages Choisies (CBV)
Pages Here and There
(WLW)
Paging the Past (KHJ)
Painted Dreams (NBC)
Painting the Clouds (KLO)
*Pake and Carl (WGY)
Palmetto Fantasies (WCSC)
Pals of the Prairie (WINS)
Pancho and His Caballeros
(WKY)
Panhandle Salute (KGNC)
Parade Band, The WHO
(WHO)
Parade of All Nations
(WKBN)
Parade of Bands (WIBC,
WTHT)
Parade of Choirs (WHAM)
Parade of Foods (WRDW)
Parade of Life (CJOR)
Parade of Melodies (KOIL)
Parade of Melody (WJNO)
Parade of Stars, The
(WEAF, WJZ)
Parade of Swing (KHJ)
Parade of the Bands
(CHAB)
Parade of the Mountaineers
(KLO)
Parade of Values (KLRA)
Paradise Isle (WEMP)
Parental Problem Clinic
(KGVO)
Parent's Classroom, The
(WTCN)
Parents Forum (WIBG)
Parker Family, The
(NBC)
Parliament of Nations
(WDAY)
Partners of the Trail
(KIDO)
Party Line (KVWC,
KWYO, WCSH)
Pass in Review (KICA)
Passing Parade, The
(KSAL)
Paste & Shears (KUJ)
Pat Buttram's Afternoon
Special (WLS) | Pathways to Reading
(WICA)
Patterns in Rhythm
(WADC)
Patti Chapin Sings for You
(WTIC)
Paul Douglas' Sports
Column (WEAF)
Paul Sullivan Reviews the
News (WEAS)
Paw Hawkins & Little
Mary Jane (KMTR)
Pay Envelope, The (WOL)
Peaceful Valley (WICA,
WKY)
Peacock Program (KCKN)
Pedigreed Harmonies
(KHQ-KGA)
Pedlar of Melody (WTIC)
Pee Dee Barn Dance
(WOLS)
Pee Wee and Goliath
(WRNL)
Peeking at Pictures
(WBAL)
Peggy's Kitchen (WGNY)
Peggy's Pattern of Musical
Words (WMFF)
Penny-Wise (WVVA)
People Speak, The (KFDA)
People We Know (WVFW)
People's Choice, The
(WHB)
Peoples Lobby Programs
(NBC)
People's Voice, The
(WRVA)
Pep and Pop (WQDM)
Pep Club (WMOB)
Pepper Shakers, The
(WLOK)
Pepsi-Quiz (WDAN)
Perchance to Dream
(WGAR)
*Perfect Host Entertains,
The (KABC)
Perkins Family, The
(KWYO)
Personalities (KFRU)
Personality Chats (WCNW) | Personality Hour, Gude's
(WJSV)
Personality Parade
(WVFW)
Personality Plus (WWRL)
Personalized Entertainment
(WPIC)
Pet Exchange (KFRC)
Pete and His Mountaineers
(WHO)
Pete 'n' Minervy (WRAL)
Peter Paul Presents
(WEAF)
Petticoat Parade (WNBH)
Phantom Singer, The
(WWL)
Phillharmonic Symphony
(KPLT)
Photo Cues (WTNJ)
Photo Phone Quiz (KVOE)
Physical Culture at Fifty
(WTSP)
Pianissimo (WESG)
Piano-Fantaisie (CJBR)
Piano Modulations (WOC)
Piano Moods (CKOV,
KDB, KOCY, WSPB)
Piano Patterns (CJOC)
Piano Pictures in Black and
White (WKZO)
Piano Poems (WDLF)
Piano Portraits (WESG)
Piano Reveries (KVEC)
Piano Sketches (KWLK)
Pianorama (WIBC)
Pick a Number (WGIL)
Picked by the Band
(WBNS)
Picking the Winners
(WFBC)
Pictures in Verse (WNBH)
Pictures in Word and Song
(CKLN)
Pictures on the Air
(KDKA)
Pierre & Pierrette (CKAC)
Pigskin Biographies
(KIDO)
Pigskin Parade (KGMB,
WSM) |
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PROGRAM TITLES—Continued

- Pigskin Preview (WAPI)
 Pilgrimage of Poetry (NBC)
 Pinkertown (WSOY)
 Pioneer Days (KLO)
 Pioneer News (WHO)
 Pioneer Trails (KHQ-KGA)
 Pioneers in Health (WHAS)
 Pipe Club (WRVA)
 Pipe Dreams (WING)
 Pistol Pete's Cowboys (WHP)
 Pitfalls in English (WMBS)
 Places, Please (WKRC)
 Plain People (WHEC)
 Plainsmen, The (KGNC, WCHS)
 Planning Your Future (WESG)
 Plantation Playboys (WSGN)
 Plantationairs (WGST)
 Planting Time (WMT)
 Plantly Speaking (KFAC)
 Platter Brains (WNEW)
 Platter Chatter (KXOK)
 Platter Parade (KOIL)
 Platter Party, The (KMJ)
 Platterbug, The (WATL)
 Play Broadcast (WGN)
 Play Laboratory (WAVE)
 Play of the Evening (KFRU)
 Play Shop, The (WIND)
 Players, The (WGNV)
 Players Workshop, The Kanawha (WCHS)
 Playground Hour (WSB)
 Playground News (KOL)
 Playground Varieties (WMPS)
 Playhouse, KABR's (KABR)
 Playhouse, The WMMN (WMMN)
 Playmaker's Lab (WWL)
 Plaza KTSM Kiddie Knowledge (KTSM)
 Please Play (WHLB)
 Pleasure Trails (WWVA)
 Plow Jockeys (WDZ)
 Pluie d'or, La (CHLP)
 Plus Beaux Disques, Les (CJBR)
 Plus Beaux Faits de Notre Historie, Les (CBV)
 Plus-Twenty (WELL)
 Poems and Melodies (CKCH)
 Poems and Patter (WDAS)
 Poet and Organ (KVEC)
 Poet Prince, The (WDOD)
 Poet Singer (WQDM)
 Poet's Corner (KFAR, WLTH)
 Poet's Gold (WGNV)
 Poetic Musicale (WJBC)
 Poetic Musings (WPIC)
 Poetic Reflections (WSM)
 Poetry Exchange (KTAR)
 Police Blotter (KOH)
 Police Mystery Book (KHJ)
 Police Question Box (WSYR)
 Polish Quizz (WJBK)
 Polly Flinders' Children's Program (CHLT)
 Polly Flinders' Cooking Lesson (CHLT)
 Polly Wing (WING)
 Pop and Molly (WJMC)
 Pop Concert, The (WSNJ)
 Pop Tunes (KTRH)
 Popular Melodies (NBC)
 Popular Songs of 1939 (NBC)
 Popular Variety in Early Evening (WDNC)
 Post Card From You (WSM)
 Postal Oddities (KGDM, KTRH, WCFL, WMBG, WSB)
 Postman's Serenade (WGNV)
 Pot and Pan Club (WSOY)
 Pot o' Gold (NBC)
 Potpourri Musicale (WSLB)
 Pour les Plus Petits (CHNC)
 Pour Vous, Mesdames (CJBR)
 Powder and Wig (WSM)
 Prairie Farmer Discussion Club (WLS)
 Prairie Folks (NEC)
 Prairie Serenade (WBT)
 Prayer for Peace (WMPS)
 Pre-Inning Predictions (WKRC)
 Prelude to Evening (WDAN)
 Prelude to Inspiration (KFWB)
 Presbyterian Hour (WRVA)
 Presenting Julian Fuhs (NBC)
 Prevue of Brand New Records (WMAQ)
 Printed Page, The (WHJB)
 Prize Basket (KFRC)
 Prize Package, The (WMT)
 Prize Personalities (KRIC)
 Pro Musica (KXRO)
 Problem Lady, The (WJJD)
 Prof Gibson (WMBS)
 Professor Askem (KFSD)
 Professor Blackstone (KFJZ)
 Professor Curb-Word (WVNC)
 Prof. It (WABY)
 Professor Mike With Johnny and Spike (WKOK)
 Professor Ponders, The (CJLS)
 Professor R. U. Wright (WENY)
 *Professor 7-Up, Jr. (KTSA)
 Professor Spell-it (KDYL)
 Professor's Easy Chair (WGNV)
 Program Parade (KOIL, WTIC)
 Program Preview (CJOC)
 Program Preview, The WFEA (WFEA)
 Program Previews (WEEI)
 Programme Different, The (KGLU)
 Programmulations (WRTD)
 Promenades Musicales (CHLP)
 Proofroom Preview (WTCN)
 Public Forum, The Georgia (WSB)
 Public Friend No. One (WAPI)
 Public Information (KHJ)
 Public Opinion (WJBC)
 Public Speaks, The (KELA, WTMJ)
 Pull Over Neighbor (KHJ)
 Pull Up a Chair (WEOA-WGBF)
 Pulse of Business (KLZ)
 Purity Program, The (KGLU)
 Put & Take (KOL)
 Put Your Heart in a Song (KICA)
 Putting the Sport Shots Here and There (KMMJ)
 Puzzle Busters (WSM)

PROGRAM TITLES—Continued

Q

- Q. E. D. (WGR-WKBW)
 Q-Z Bee, The Dean
 (WTAR)
 Quarter-Back Club of the
 Air, The (CJRC)
 Quarter Hour Lee Way
 (KIDO)
 Quarter-Hour With Nature
 (WSPB)
 Queeriosities in the News
 (WSOY)
 Quelques Originalities
 (CJBR)
 Question-Air (WIBC)
 Question Box, The (WGH)
 Question Clinic (CFRN)
 Question Man, Py-a's
 (WTSP)
 Question Market (WRC-
 WMAL)
 Question Merry Go Round
 (KWG)
 Question Mini (KOL)
 Question Please (WHKC)
 Question Wheel (KROW)
 Questions in the Air
 (CKLN)
 Qui Gagne? (CKAC)
 Quick Quiz (CJLS)
 Quicksilver (NBC)
 Quiet Hour, The (KEX-
 KGW, WTOL)
 Quiet Sanctuary, The
 (CFRB)
 Quilting Bee, The (NBC)
 Quince Follies (WSM)
 Quirks in Sport (WROK)
 *Quixie Doodle (MBS)
 Quiz, Rhem's (WOLS)
 Quiz Bee (WSPB)
 Quiz Box, The (KWYO)
 Quiz College (CKGB)
 Quiz Court (CJLS, KFI)
 Quiz Master, The (WSNJ)
 Quiz Night (WNBH)
 Quiz of Two Cities (CFRB)
 Quiz Quest (WSFA)
 Quiz Show, The (KVOR)
 Quizzer Bee (KFKA,
 KOIL)
 Quizzer Court (KSAL)
 Quizzical Musical (CBR)
 Quizzin' the Quints
 (KFAM)
 Quizzing the War (WMCA)
 Quotes (KMJ)

R

- R. F. D. Hour (WJBC)
 Rabbi Speaks, The (KGKO)
 Race for Ice Cream
 (CJLS)
 Rackets That Rob (KOMA)
 Radio, the Fourth R
 (WTNJ)
 Radio—the Voice of the
 World (NBC)
 Radio Beam (WMCA)
 Radio Bonus Clearing
 House (WMRO)
 Radio by Rich (WSYR)
 Radio Cavalcade, The San
 Bernardino (KFXM)
 Radio Classified Page
 (KRNT)
 Radio Club, The Jim
 Dandy (WSGN)
 Radio Club House (WMBG)
 Radio-Comedy (CHLP)
 Radio Dial (WKNY)
 Radio Flying School
 (WSUN)
 Radio Footlights (WKNY)
 Radio Forum, The Carolina
 (WBT)
 Radio Garden Club
 (KFOR)
 Radio Gardener (KGO)
 Radio Gardeners, The
 (WHBQ)
 Radio Guild Players
 (WOC)
 Radio Institute, Boston Uni-
 versity (WAAB)
 Radio Journal (WCAR)
 Radio Laboratory (WFBC)
 Radio Magic (NBC)
 Radio Masters (WBNX)
 Radio Mid-Week Prayer
 Service (KBST)
 Radio Neighbors (WENR)
 Radio Parade (WMAQ)
 Radio Parade with Woody
 (WHO)
 Radio Patrol (WSM)
 Radio Petit Monde (CHLP)
 Radio Playhouse (WEMP)
 Radio Reprints (WROL)
 Radio Revue (KRMD)
 Radio Rubes (WDAN)
 Radio School, The Point
 (WMBS)
 Radio Show Window
 (KEX-KGW)
 Radio Spotlight (WABI,
 WTOC)
 Radio Swaps (WWSW)
 Radio Telephone Club
 (WCOP)
 Radio Theatre (KVEC)
 *Radio Warblers (MBS)
 Radio Workshop, The Lit-
 tle Rock (KARK)
 Radio's Ramblin' Cowboy
 (WGN)
 Radio's Voice (KFDA,
 WGN)
 Radiographies (KARK)
 Radiolog (KVI)
 Rainbo Musical Magazine
 (KOA)
 Rainbow Memories
 (CKCK)
 Rainbow of Rhythm
 (WCAX)
 Rainbow Rhythms (WIP)
 Rainbow Trail of Melody
 (KFEQ)
 Rainwater's Telephone
 Kwiz (WOLS)
 Rambler, The (WBZ-
 WBZA, WRTD)
 Ramblin' Red (WJMC)
 Ranch House, KDYL
 (KDYL)

PROGRAM TITLES—Continued

- Ranch House Ramblers (KHQ-KGA)
 Ranch House Revelries (KQW)
 Ranch Party (WNEW)
 Randon Rhythm (CBR)
 Rangers, The (KFYR)
 Readers' Guide, The (WEAN)
 *Recess Time (WCSH)
 Recipe Time (KVAK)
 Recital (CJBR)
 Records of the Week (WBBM)
 Records You Didn't Expect to Hear (KRE)
 Recover Rhythm (WOWO)
 Recreation Center, The (WICA)
 Recueillement (CJBR)
 Red River Mountaineers (WCNW)
 Reeder Ramblings (WING)
 Reflections (WHAS)
 Reflections in Song (CBV)
 Rehearsal Time (NBC)
 Relax and Listen (WSVA)
 Religion in Action (KFH, WSPD)
 Religion Looks at Life (KSTP)
 Remember the Met (NBC)
 Remember the Music (WNEW)
 Remember the Song (WDAF)
 Remember This One (KLRA)
 Remember Time (KMTR)
 Remember When (KFDM, KFPY)
 Remembering (KSFO)
 Reminiscences of the Theatre (WLAW)
 Reminisclin' (KWLK)
 Reminiscing (WHIO)
 Rendezvous with Romance (KDYL)
 Reporter Speaks, A (KPO)
 Request Review (WCKY)
 Request Revue (WTMV)
 Request Revue, The Kanakee (WCLS)
 Request Rhythm (WROL)
 *Request Time (WCSH)
 Restaurant Alouette (CKAC)
 Restaurant de la Gaiete, Le (CHRC)
 Restin' Time (WMAS)
 Retrospect (WPTF)
 Return to Romance (KNX)
 Reveil de La Bonne Humeur (CKAC)
 Reveille (WTMA)
 Reveille Rhythms (WCHV)
 Revelators, The (KXOK)
 Reviere (CFCN, WICA, WIND)
 Reviews and Previews (KLZ)
 Revolving Stage (CJCA)
 Revue in Miniature (WHK)
 Revuers, The (NBC)
 Rhapsodies in Rhythm (WBBM)
 Rhapsody for Eventide (KVEC)
 Rhapsody for Quintet (WCLE)
 Rhapsody in Brass (WFAA)
 Rhumba Cafe (WCFL)
 Rhumba Time (WCKY)
 Rhumba Tism (WICC)
 Rhymaline (KMBC)
 Rhyming Reporter (WCFL)
 Rhythm and Rhyme (KWYO)
 Rhythm and Romance (KRGV, WHN)
 Rhythm and Song (NBC)
 Rhythm at Noon (WKBZ)
 Rhythm by Request (WHK)
 Rhythm Caravan (WMMN)
 Rhythm for Tea (WJJD)
 Rhythm Four, The (WSGN)
 Rhythm in Reeds (WFAA)
 Rhythm Mart (CJOR)
 Rhythm Questionnaire (CHAB)
 Rhythm Ramblings (WELL)
 Rhythm Rascals (CJRM)
 Rhythm Rendezvous (WHIO)
 Rhythm Reveille (WAIR)
 Rhythm Rhapsody (KALE)
 Rhythm Riders (KMBC)
 Rhythm Roster, The (WHAS)
 Rhythm Roulade (KDYL)
 Rhythm Round-Up (CFCN, WSPB)
 Rhythm Rustlers (WHP)
 Rhythm Serenade, A (WSPB)
 Rhythm Serenade, The (KSAM)
 Rhythmatix (WGL)
 Rhythmic Moods (NBC)
 Rhythms of Today (CKCK)
 Rhythmeers (WTOL)
 Riddle and the Duke (WTMA)
 Riddle Rodeo (WTMV)
 Riddles & Rhythm (WGKV)
 Ridin' in Rhythm (WEMP)
 Right or Wrong (KTSM, WFBR)
 *Right to Happiness, The (NBC)
 Rio de Janeiro Carnival (NBC)
 Rise and Shine (WGAN)
 Rise and Shine Time (WFAS)
 Rise and Whing (WMCA)
 Rise 'n' Shine (WHDF)
 Rise 'n' Shiners (WRVA)
 Rising Son (CBS)
 Rising Stars (WRTD)
 Riverboat Shufflers (WCLE)
 Road Camp Rhythm (WFTL)
 Road, Highway and Safety Reports (WLEU)
 Road Reports (KGNC)
 Road Runners (WFAA)
 Road to Romance, The (WAAB)
 Roads to Romance (KLO)
 Robertson's Hillbillies (WBT)
 Robinson Children, The (WCNW)
 Rocco and Rhythm (WCFL)
 Rock-a-Bye Lady (WKZO)
 Rockin' Chair, The (KMMJ)
 Rocky Gordon (NBC)
 Rocky Mountain Round-Up (KLZ)
 Rocco Interlude (CBS)
 Roebuckers, The (WDZ)
 Rogue Wonderland, Medford's (KMED)
 Roll Out of Bed with a Smile (WBAP)
 Roll Out the Barrel (CJGX)
 Roll Up the Rug (WJPR)
 Roll Up the Rugs (WAPI)
 Rollin' Rhythm (KRE)
 Rolling Rhythm (WWVA)
 Roman d'un Amour, Le (CHLP)
 Romance and Recipes (KFDM)
 Romance and You (WJZ)
 Romance in Fashions (WVFW)
 Romance in Rhythm (WGN, WINJ)
 Romance in Song (KABR)
 Romance of Stamps (KHJ)
 Romance of the Ranchos (KNX)
 Romance Time (WAIR)
 Romancing in Rhythm (WWVA)
 Romantic Rendezvous (WMAQ)
 Roommates and Company (WESG)
 Roots of Prejudice (WEEI)
 Rose Room Melodies (WTMV)
 Roses to You (KOVG)
 Rough Rider's Songs, The (WKY)
 Round Table, The (KOCY)
 Round Table, WOWO (WOWO)
 Round Table, Wheaton College (WCFL)
 Round Table Discussion (WAAT)
 Round Table of Sports (KRMC)
 'Round the Cracker Barrel (WHAM)

PROGRAM TITLES—Continued

Round the Marble Arch (CFRB)	Royal Ambassadors (KFPL)	*Rufus and Mandy (WJR)
'Round the Town (WJTN, WLOK)	Royal Harmony (WMBR)	Ruggetters Revue (WWRL)
Round-Up, WDAN (WDAN)	Royal Ramblers (KFJZ)	Rural Rhythm Boys (KOCY)
Round Up, The Vernonia (KWLK)	Rubber Band (WDAF, WRVA)	Rural Rhythms (WCHV)
Roving Caravan (WCHS)	Rube Wintersuckle (KMBC)	Rural Roundup (WCLO)
Roving Hillbillies (KFPY)	Ruche Menagere, La (CHLT)	Rustic Ramblers (WHP)
Roving Reporter (KFPL, WJLS)		Rustic Rhythms (CJRC)
		Ruth Bickford (WFAA)
		Ryth-Melodist (WCHV)

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S.S. Melody Cruiser (WLAW)	Sandlot Sam (WSAI)	Scatters, The (WSOY)
Ssh Quiet (WGIL)	Santa Ana Cavalcade (KVOE)	Scene for St. Nicholas (KWK)
Sabbath Message, The (WTIC)	Santa Claus Is Coming (KLO)	Scenes from a Keyboard (WKZO)
Sacred Heart Hour (WEW)	Santa Fe Slim (KMBC)	School Bell Time (KABR)
Sacred Meditations (WHBF)	Saturday Morning Party (KNX)	School Book Quiz (KROW)
Sadie Hawkins Day (NBC)	Saturday Night Club of the Air (KTUL)	School Daze (KRBC)
Safety Brigade (CFRN)	Saturday Night Dance Party (WSGN)	School for Spielers (KFRU)
Safety Bulletin Board (WING)	Saturday Night Dancing Party (WFAS)	School Music Hour (WKYZ)
Safety Patrol (WHIO)	Saturday Night Parade (WOAI)	School News (CHAB)
Safety Serenade (KALE)	Saturday Night Social (WLS)	School of Charm (WCAE)
Safety Swap Shop (WGL, WOWO)	Saturday Night Song Fest (KLPM)	School of the Air, Alabama (WAPI)
Safeway, The (WQAM)	Saturday Nite Frolic (KFYR)	School of the Air, Don Lee (KHJ)
Saga of the Southwest (KGGM)	Saturday Nite Party (WHO)	School of the Air, Texas (KRLD)
St. Anthony Serenade (WOAI)	Saturday Noon (WTAL)	School of the Air, The WOPI (WOPI)
St. Louis Set to Music (KMOX)	Saturday Open House (WCCO)	School of the Air, White's (KASA)
Salesmen's Party (KFYO)	Saturday Roundup (WSPB)	School of Tomorrow (WEEI)
Sally Goes Shopping (WING)	Saturday Send-Off (WHAS)	School Parade (WMBS)
Sally League Brevities (WRBL)	Saturday Social (WTMV)	School Without Walls (WICC)
Salon de Jazz (KRE)	Saturday's Chatter (WBBM)	Schoolmaster, The (WCHS)
Salon Serenade (KFYO, WHKC)	Savages to Swing (WTNJ)	Science Forum (NEC)
Salon Silhouettes (NBC)	Saviez-vous Que? (CHLT)	Scout Hour (WGNY)
Salon Swing Ensemble (WSOC)	Saxophobia (KEX-KGW)	Scramby Amby (WLW)
Salute to Industry (KELA, KVI, WRVA)	Say It Right (WOV)	Scrapbook, The (WTMA)
Salute to Our Counties (WRUF)	Say It with Flowers (WIBC)	Scrapbook, Arizona's (KTAR)
Salute to Saturday (WEAF)	Say It with Music (WOWO, WQAM, WRVA)	Screen Guild Theatre (CBS)
Sammy and Smitty (WRDW)	Scales of Justice (WSGN)	Screw Ball Club (WDZ)
Sample Time (KOIL)	Scatterbrain (WHAS)	Scripto (KNX)
San Commentaire (CKAC)	Scatterbrain Banter (WOKO)	Sea Food Reporter (KFDA)
San Francisco Calling (KSFO)		Seaboard Echoes (WTCN)
Sanctuary (CBR, WGL)		Search for Talent (WCOU, WTOC)
		Search for Women An- nouncers (WCSC)

PROGRAM TITLES—Continued

- Second Call (KXOK)
Secret of Happiness (WHIO)
See America First (WWVA)
Seing America First (WTMC)
Seeing Stars (KYW)
Sensational in the News, The (WOMT)
Sensations & Swing (NBC)
Sentimental and Melancholy (KSAM)
Serenade, Magnolia (KGKO)
Serenade, Summit (WMBS)
Serenade at Ten (WIP)
Serenade at Twilight (WRJN)
Serenade in Swing (WWVA)
Serenade Matinee (WICA)
Serenade to a Gentleman (KGO)
Serenade to an Afternoon (WMAS)
Serenaders, Hilo (KMJ)
Serenading Strings (WTIC)
Sermon Echoes (WOPI)
Service Thirty (KNX)
7:45 Club (KFBB)
Seven Schwobabs, The (WEMP)
7:30 Edition (WESG)
720 in the Book (KSAM)
Seven-Up (WRBL)
Shadows (KOIN)
Shanty Town (WSM)
Ship o' Dreams (KXOK)
Ship of Dreams (KROW, WCFL)
Shipside Interviewer (KGMB)
Shootin' for Par (WSGN)
Shop with Dot (KWLK)
Shoplite, The (WFAS)
Shopper Stoppers (KCKN)
Shopper's Guide (KGDE)
Shoppers' Guide (KVWC, WHDF)
Shoppers Matinee (WEBR)
Shoppers Special (WGAN)
Shopper's Stroll (WMMN)
Shopping Adventures (KICA)
Shopping Advisor (KHQ-KGA)
Shopping in Dixie (WELL)
Shopping Mike Man, The (WLPM)
Shopping the Town (KYOS)
Shopping with Carolyn (KVOR)
Shopping with Dorothy (WCLO)
Shopping with Mrs. Thrifty (KVEC)
Short, Short Story (CBS)
Short Story in Song (KICA)
Show Boat (NBC)
Show from the Shows, A (CHAB)
Show-of-Shows, Lincoln-Logan (WSOY)
Show of the Day (WIP)
Show Tunes (KFYO)
Show Window (WOR)
Show World (WXYZ)
Showroom of the Air (KIDO)
Shucking (KLRA)
Shuffle Your Feet (WSLB)
Shut-in Hour (WNEW) —
Sidewalk Backtalk (WEAN)
Sidewalk Interviews (WTMA)
Sidewalk Market Basket (WROL)
Sidewalk Shopper (WTSP)
Sidewalk Sidelights (WABY)
Sidewalk Spell Bee, The (WCMI)
Sidewalk Spelling Bee (WPAR)
Siesta (WHDL, WMMN)
Silhouettes (WFLA)
Silhouettes at 7:30 (WINS)
Silhouettes in Black & White (WEMP)
Silhouettes of Melody (KOCY)
Silver and Gold (WHEC)
Silver Dollars (WBRD, WCPO)
Silver Lining (KUJ)
Silver Quiz (KLZ)
Silver Quizz (KBND)
Silver Sack, The (KFDM)
Silver Spelling Bee (KGGM)
Silver Strings (KFEQ)
Silver Strings and Soft Music (KLO)
Silver Trail (CKTB)
Silver Wheel, The (WOPI)
Silver Winds (WTAM)
Sing (WLW)
Sing a Song (WESG)
Singin' and Swingin' (NBC)
Singin' Salesman (KFI)
Singing Convention of the Air (WDLF)
Singing Cowboy, Geppert's (WHO)
Singing Groceryman (WRBL)
Singing Headliners (KONO)
Singing in the Saddle (KOY)
Singing Islander, The (CFCY)
Singing Newsmen (WSOY)
Singing Philosopher, The (WSLB)
Singing Poet, The (WKRC)
Singing School of the Air (CKMO)
Singing Strings (CJOC, KICA, WROL)
Singing Sweetheart, The (CFCY)
Singing Tree, The (WHAS)
Singing Troubadour (WHDF)
Singing Trumpeteers (NBC)
Singing Violins (WHDF)
Singo (WJBC)
Sioux Cityans, The (KSCJ)
Sister Kay Reads the Funnies (WFMJ)
Sisters Three (KGKO)
Six Men and a Girl (WCCO)
60 Seconds with the Rochester Police Department (WHEC)
Sizzle School (WFAA)
Sizzle Show, The (KDKA)
Skeedaddlers (WDAN)
Skeletons in the Closet (KHQ-KGA)
Sketches in Melody (WWJ)
Ski, Le (CKAC)
Ski Heil (WLNH)
Ski-Hi (KSFO)
Ski-News-and-Views (KMJ)
Ski Trails, Rock Creek (KTKI)
Ski-Views (WCAX)
Skull Practice (CJRC, KIRO)
Skullcrackers (KROW)
Sky Blazers (CBS)
Sky Reporter (KFDA, KGH, WCMJ)
Skyways and Byways (WJNO)
Slanguage (WFVA)
Slaphappy Time (WSM)
Slavonic Serenade (NBC)
Sleepchasers, The (WABI)
Sleepyhead Special (WGNV)
Sleepytime Melodies (WRVA)
Sleepytime Storyteller, The (CKNB)
Slices of Life (KFDM)
Sliding Syncopation (WJPR)
Slips That Pass in the Mike (KGFF)
Slogan Contest Program (CFAC)
Smile-a-While (WMBS)
Smiles Center (KGO)
Smilin' Ed McConnell (NBC)
Smilin' Jack Carson (WSOY)
Smilin' Through (KFAR, KMO)
Smiling Ploughboys (WAIR)
Smithports (WRR)

PROGRAM TITLES—Continued

- Smokey Parker (KMBC)
 Smoky Mountain Rangers (KMJ)
 Smorgasboord (KFWB)
 Snooper, The (KROC)
 So It Can't Happen to You? (KXOK)
 So Many Memories (WJEJ)
 So This is Radio (KHJ)
 So This is Scouting (WRAK)
 So You Think You Can Spell? (CJCA)
 So You Think You Know Music (CBS)
 So You Want to Be an Announcer (KRBC)
 So You Want to Fly (WHAJ)
 So You're Going to College (WCFL)
 Social Column of the Air (WCLS)
 Social Secretary (WAAT)
 Society Girl (CBS)
 Society Interviews (WLTH)
 Soirees de Jadis, Les (CJBR)
 Sold—to the Auctioneer! (CJCA)
 Solid Sending (WCPO)
 Soliloquy (KFJZ)
 Solitude (CJBR)
 Some Dear One Somewhere (KVNU)
 Somebody's Birthday Today (WRAL)
 Something Old, Something New (WBBM)
 Something Old, Something New, Something Novel Just for You (KYUM)
 Something to Think About (WKNY)
 Song and Dance (NBC)
 Song and Story (WCAP)
 Song Busters, The (KGO)
 Song Court, The (WINS)
 Song Doctor, The (KWOS, WTMJ)
 Song Evangelist (WGNV)
 Song Fashions (WAIR)
 Song Fellow, The (KFI)
 Song for You, A (KFPY)
 Song of the Day (WBAL)
 Song Pedlar, The (CKWX)
 Song Pictures (NBC)
 Song Shop, The (WESG, WHN, WTAG)
 Song Sleuths Unlimited (CKSO)
 Song Souvenirs (WBBM)
 Song Spinners, The (WOR)
 Song Stories (WESG)
 Song Styles (WJSV, WSPA)
 Song Sweets (NBC)
 Song Title Contest (WIBG)
 Song Treasures (KOIL)
 Song Weavers Quartet (WFAA)
 Songs America Sings (NBC)
- Songs and Sonnets (KBST)
 Songs at Eventide (NBC)
 Songs Both Old and New (WSPB)
 Songs for Everyone (CFJC)
 Songs for Sale (WFMD)
 Songs for Soldiers (CKOC)
 Songs for Sunday (WEAN)
 Songs for the Soldiers (CKNX)
 Songs for You (WPIC)
 Songs for Your Album (KSRO)
 Songs My Mother Taught Me (WGNV)
 Songs of All Flags (KHQ-KGA)
 Songs of Devotion (KFH)
 Songs of Empire (CBR, CKNX)
 Songs of Many Lands (KICA)
 Songs of the Heart (WMAQ)
 Songs of the Open (WSM)
 Songs of the Outdoors (KEX-KGW)
 Songs of the Range (WKY)
 Songs of Years Gone By (WLS)
 Songs of Yesteryear (WSPB)
 Songs Old and New (WGBI)
 Songs Sacred and Secular (CKNB)
 Songs We Forgot to Remember (KOIL)
 Songs You Can't Forget (WNAX)
 Songs You Like to Hear (WTAL)
 Song You'll Remember (WNBH)
 Songs You Will Remember (CKCK)
 Songalogue (WCAE)
 Songbusters (KROW, WWL)
 Songo. (WIP)
 Songtime (WDAN)
 Sonnets and Songs (WTNJ)
 Sons of the Golden West (KMJ)
 Sons of the Ozarks (WTMV)
 Sons of the South (WTAL)
 Sons of the West (CJGX)
 Sontag Local Page (KFI)
 Sophisticated Rangers (WOW)
 Sophisticated Swing (WJPR)
 Sophisticated Swingster (WLOK)
 Sophisticates, The (WSM)
 Sorting the Mail (WGH)
 Sound Camera of the Air, The (WDAY) (WDAY)
 Sound Stage, The (WHP)
 South American Way (KFRO)
 Southern Harmonizers (WAIR)
- Southerners, The (KFDM, WTAL)
 Southland, The (KFDM, WTAL)
 Southland Echoes (WGST)
 Southlander, The (KOCY)
 Southlanders, The (WBIG)
 Southwestern Serenade (WKY)
 Southwestern Swing (WKY)
 Souvenirs (KTUL)
 Souvenirs de Theatre (CKAC)
 Souvenirs in Song (WPIC)
 Souvenirs of Song (KFAR)
 Souvenirs Romanesques (CKAC)
 Sparkling Rhythm (WMBR)
 Sparring with Sports (WTJS)
 Speak Your Piece (WCSC)
 Speaking of Sports (KFBB, KHQ-KGA)
 Speedway Frolic (KVOR)
 Spelit and Win (WCBS)
 Spell Me Down (WCML)
 Spellcast (WMPB)
 Spelling Bee (WBLK)
 Spelling Bee, Lower Columbia (KWLK)
 Spelling Beeliner (KNX)
 Spelling Contests (WTRC)
 Spice of Life (KFSD)
 Spins and Needles (WBRY)
 Spiritual Minutes (WBRR)
 Spirituals of the Deep South (WJPR)
 Splinters from the Headpin (WHIO)
 Sport Headlines (KVEC)
 Sport Hot Shots (WDZ)
 Sport News by Jack Miley (WEAF)
 Sport News by John Lardner (WEAF)
 Sport of Kings Quiz, The (CKMO)
 Sport Parade, The (WIBC)
 Sport Shavings (WXYZ)
 Sport Slants (KHQ-KGA)
 Sports Air Page (WCML)
 Sports Almanac (WGKV)
 Sports Celebrities (CJRC)
 Sports Chat of the Air (WDAF)
 Sports Clinic (WTMA)
 Sports Digest (CKSO)
 Sports Exam (WWJ)
 Sports-Eye-View—Bob Evans (WBZ-WBZA)
 Sports Fan on the Street (WAPI)
 Sports Fanfare (WHN)
 Sports Final (WTMV)
 Sports Forum (KDYL)
 Sports Huddle (KNX)
 Sports Mike (WHK)
 Sports News and Views (WSB)
 Sports News, Views and Interviews (KWLK)