

TRANSCRIPTIONS

— a study of why they are important
and how they are made.

By

E. L. BRESSON
Sound Reproductions Corp.



I have been asked the question, "why transcriptions?" and "how are they made?"

The script on a transcription is prepared in exactly the same manner as the script for a "live" network show. The production is the same except that it is usually of a much *higher quality*. By that I mean that any mistakes that are made in a "live" show on a network during final broadcast cannot be rectified or recalled. In recording an electrical transcription, corrections can be made, parts may be changed around after hearing the show, and the whole show edited similar to the way a motion picture film is edited in the cutting room.

A "live" show on the air usually goes to dress rehearsal a few hours before air-time and any changes that are to be made must be made within that short space of time, that is between the final dress rehearsal and the actual broadcast. A slip of the tongue on the air cannot be corrected whereas a "slip of the tongue" in recording means starting over again.

Briefly, here is how a transcription is made for broadcast purposes. The production man assembles his talent for the script in the studios of the recording company and puts them through the rehearsals that are necessary to bring the show up to the standard that is desired. The microphones that are used are the same as those used in broadcasting. The studio itself appears to be the same physically, the only difference being that a transcription recording studio is a little "brighter" (meaning slightly more resonant) than a broadcast studio.

The control engineer sits behind a glass window as in broadcast work and his control panel looks much the same as you find in the average radio station. The amplifying equipment is similar to that you usually see in the

master control rooms of the broadcast stations, except that instead of the sound being fed from the output of the amplifier to the transmitter, the sound is transferred to a device on the cutting machine known as the "cutting head." This cutterhead has mounted therein a sapphire needle, commonly called the stylus. The electrical impulses impressed upon this stylus cause a mechanical lateral motion of the stylus. This mechanical motion corresponds to the mechanical vibrations of the microphone in the studio. This motion cuts the side walls of the groove in the wax to correspond to the sound waves striking the microphone.

After the wax has been cut, it is immediately sent into a room where a special coating of silver is applied to protect it from oxidation and atmospheric changes which, if allowed to take place would affect the quality of the final record. The silver deposit acts as an electrical conductor which is necessary in the next step.

The silvered wax is then submerged in an electrolytic bath where a coating of nickel is applied by an electroplating method. This nickel plating is usually about 5/1000ths of an inch thick. The wax or platter as it is now called is taken out and put in a copper plating bath to strengthen the nickel. On being removed from the bath the metal deposit is removed from the wax and you now have what is known as the "Master."

This Master is the reverse of the original wax, in that instead of concave grooves we now have a platter with convex ridges on the surface. This Master is then put into a press for making a test pressing. The test pressing looks like an ordinary record except that it is much larger and thicker than the finished product.

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proves to be O.K. and the Master is free from nodes and similar defects, then a Mother is made from the Master. This process is the reverse of making the Master so that upon completion we have a metal Mother from which any number of Stampers can be made, the Stamper, which is really a duplicate Master, being the die for the pressing of the final records. Once the Mother has been made any number of Stampers can be made. A Stamper usually lasts about 100 pressings before any degree of depreciation can take place that would affect the quality of the finished record.

The records are made from various substances with various trade names, although basically they are of synthetic resins with variations in the compounding. Some manufacturers use vynal acetate, vinylite, some laminated shellac, some ordinary shellac but the synthetic resin product has a much lower degree of surface noise plus flexibility and a greater reduction in weight, without materially affecting the tensile strength of the record.

The Stampers are put into a huge hydraulic press and a sheet of pressing material is inserted in the press and under a pressure of 80 to 150 tons the Stamper is pressed into the material. At the time the pressman inserts the material he inserts the label so that it will be pressed into the material itself. The rough edges are trimmed down and the record is ready for test and shipment.

The record or transcription as we call it, is sent to the testing booth where a girl tests it for quality, surface noises and mechanical imperfections. If it is O.K. it goes to the shipping room. Upon its arrival at the broadcast station it is inspected and auditioned. The broadcast station's reproducing equipment is basically the same as the electric phonograph found in a great many homes.

The record is placed upon the turntable and the needle of the pick-up device placed upon the starting groove of the record. The turntable is then

caused to revolve at the proper speed and the variations in the walls of the groove will cause the needle to vibrate mechanically, the motion being similar to that of the cutterhead in the recording machine, except that it is now going in a reverse direction. These mechanical vibrations will in turn cause changes in an electrical circuit connecting to a speech amplifying system which will be fed to the transmitter and then on the air.

The record is timed and cued the same as a "live" show and with the rapid strides that have been made in the industry in the past few years the record should sound equal to that of a "live" show if not better, because of the high production quality that is involved.

Why transcriptions? Transcriptions enable the advertiser not only to obtain the aforementioned production quality but also permit him to place the program on the particular stations in the territories that he desires to cover, at a time of the day when he wishes to cover that particular territory, without going to the expense of having repeat shows and the like because of differences in time between time zone areas.

The transcription industry is still in its embryonic stage. It is possible to pick up voices from people located in different parts of the country and bring them all together on one program without it being necessary for them all to be brought into the same studio, similar to the way motion pictures are now made. For instance, a scene may be shot in New York one month and six months later used in the sequence of a picture made in Hollywood with other scenes made in other parts of the world put into the same picture. The last sequence of the finished picture may be made first depending upon the time and convenience to the producers and the characters. In the early days of motion picture, sequences were made in the order of their continuity. I have cited this merely to stress the possibilities of the future in electrical transcriptions.

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1937 marked the wider acceptance of transcribed entertainment by radio stations and sponsors all over the world. This past year offered the first real evidence of appreciation that the electrical transcription is not a physical commodity but merely a method of transmitting a radio performance.

The industry sorely needs a branch devoted to the production of quality entertainment to serve the needs of radio stations. National advertisers cannot buy up all the talent that should be in radio and present it to the public. Neither can the stations individually or in network combination, practically reach out for this talent to any considerable extent for their individual programs.

Natural evolution in the business of broadcasting has made the station offer both sponsor and audience selected entertainment. Lift in the quality of entertainment issued from the antennae of the nation's and the world's radio stations will come from the intelligent development of a Production Industry in radio. In the recorded show lies the future entertainment for the radio station.

A more perfect performance is insured more where you have carefully planned and adequately equipped studios in the entertainment capitols of the world; where the best actors, writers, directors and technicians are available and can be coordinated by a permanent production organization. Programs aimed at the American audience can be designed by this production service planning for a continual supply of entertainment—where the performance is repeated until the perfect “take” has been finally approved by the production head and the artists. In this manner can all talent find the doors of all radio stations open to them. And too, books, plays, screen stories, etc. will gain wider circulation in the radio stations throughout the world.

Exploitation, the soul and breath of the entertainment business, can at last be adapted to radio. With the recorded show it becomes possible to produce a show and then hold it back until a carefully planned exploitation and advertising campaign has whetted the public appetite. Then every radio station will find a ready-made audience awaiting its broadcast. This is old in the entertainment world—but, its practice is brand new to radio. And because the show will be transmitted over hundreds of stations in the United States, Canada, Australia, South Africa and elsewhere throughout the English speaking world, much more can be spent on production at very little cost to each station for a program of quality.

Coupled with this type of recorded radio entertainment come the problems of distribution. Here again, the motion picture industry with its widespread exchanges has set a precedent. This same distribution plan was adapted to radio this past year and has been tested and proved. Naturally it was necessary to set-up distributing offices in various zones to insure immediate service and delivery to the broadcasting stations in the country.

As long as a sponsor or radio station in a specific territory is guaranteed an exclusive franchise of a variety of transcribed productions and is aided in the exploitation and promotion of these shows, then such companies will be welcomed and encouraged in the industry.

As the quality of the transmitted performance improves—and its consequent recognition by audience and critics—it will of course receive wider acceptance by stations and sponsors. This in itself will encourage greater efforts in production and a constructive spiral will be set in motion. It is interesting to note that the stigma attached to the recorded show is rapidly disappearing. The reasons are obvious. All parties concerned, sponsors, stations, artists, writers and producers are all tasting the transcription business. More and more sponsors are buying recorded shows to be sure of the “job” they will get; stations are happy to be assured good shows that offer no headaches of production; and talent from all fields are now dividing their energies between the concert field, motion pictures, the legitimate theater and transcription productions.



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342 Madison Avenue, New York City, N. Y.
Phone: MUrray Hill 2-3332
Executive: Frederick M. Harmon, President.

Association of Radio News Editors and Writers

360 No. Michigan Ave., Chicago, Ill.

President: Kendall B. McClure

CONSTITUTION AND BY-LAWS

Name, Object, Duration

SECTION 1. *Name.* This association shall be known as ASSOCIATION OF RADIO NEWS EDITORS AND WRITERS and is organized not for individual profit or gain.

SECTION 2. *Object.* To bring together radio and television news editors and writers in accordance with the principles, procedure and ethics of the organization, to wit:

1. We subscribe to the broadcasting of all news insofar as it is in good taste. We shall determine good taste as it is represented in the freedom of American thought and public interest.

We adopt the canons of Journalism as set forth by the American Society of Newspaper Editors, insofar as they apply to radio broadcasting as set forth herewith.

2. We recognize the responsibility of a radio news broadcast as being restricted by nothing but consideration of public welfare. The use of a radio station makes of the share of public attention it gains serves to determine its sense of responsibility which it shares with every member of its staff. A radio journalist who uses his power for any selfish or otherwise unworthy purpose, is faithless to a high trust.

3. We subscribe further to the contention that we, as radio news editors and writers, are free from all obligations except that of fidelity to the public.

4. We subscribe to the theory that any promotion of any private interest on any news program except one designated as a paid commercial announcement is contrary to general welfare.

5. We subscribe to the principle of freedom of speech; and that it be guarded as a vital right of mankind. It is our unquestionable right by law, including the wisdom of any restrictive statute. To its privilege under the freedom of American institutions, are inseparably joined its responsibilities for an intelligent fidelity to the Constitution of the United States.

ARTICLE II

SECTION 1. *Qualifications.* Membership in this association is selective. An applicant for membership shall have the following necessary qualifications:

(a) Must be of sound mind.

(b) Must be American in ideals and principles.

(c) Must be familiar with the problems arising in radio news editing and writing.

(d) Must gain his livelihood from the writing or editing of news or radio broadcasting.

The association will have the power to elect honorary members by a majority vote of the Board of Directors and/or members in good standing attending any regular or special meetings.

SECTION 2. *Method to become a member.* Application for membership in this association shall be submitted in writing by applicant and tendered to the Board of Directors. Application shall be acted upon by ballot of the Board of Directors after a reading of the application. An applicant voted on receiving three or more rejected votes shall be refused admission. Any rejected applicant may make new application for membership after ninety days from date of rejection.

Regular Meetings. There shall be one regular meeting each year at a place and time designated by the Board of Directors.

Officers and Duties

Officers shall consist of President, three Vice-Presidents, Secretary-Treasurer and a Board of Directors. The Board of Directors shall consist of not less than five and not more than nine members. All officers and directors shall be elected by a majority of members in good standing in attendance at the regular meeting and shall serve for a period of one year. All officers and directors may be re-elected from time to time. The President shall be a member of the Board of Directors.

Board of Directors shall consist of at least five members and not more than nine members. Each director shall serve for a period of one year. The Board of Directors by a majority vote shall elect a chairman.

Membership Cards

The association shall cause to be issued membership cards identifying the members' association with the ASSOCIATION OF RADIO NEWS EDITORS AND WRITERS.

AMERICAN SOCIETY of COMPOSERS, AUTHORS and PUBLISHERS

ASCAP is a voluntary non-profit associations of citizens of the U.S.A., qualified and recognized composers, authors and publishers of musical compositions. ASCAP was organized in 1914 by the late Victor Herbert and a few of his contemporaries who recognized the need of protection for the individuals who owned compositions of a musical nature and could not protect them from infringement.

The Revenue collected by ASCAP for licenses issued to commercial users of music in public performances, after operating expenses have been deducted, is entirely divided each three months amongst the members of the Society and of foreign societies with which ASCAP is affiliated. Membership of the entire group now exceeds forty-five thousand of the men and women who write most of the music of the world. The Society is the sole haven for the

indigent, aged, or ailing composer and author in this country.

At the inception of radio broadcasting, broadcasters refused to pay for the right to use the copyrighted musical works controlled by the society. The question was litigated, and finally acted upon by the Supreme Court of the United States, who granted judgment in favor of the Society and ordered that a reasonable fee be attached to the broadcasters for the rights of the copyrighted compositions.

ASCAP PUBLISHERS

- | | | |
|--|-----------------------------------|-----------------------------------|
| A B C Standard Mus. Publications, Inc. | Briegel, Geo. F., Inc. | Donaldson, Douglas & Gumble, Inc. |
| Berlin, Irv., Standard Mus. Corp. | Broadway Music Corporation | Elkan-Vogel Co., Inc. |
| Abrahams, Maurice, Inc. | Artmusic, Inc. | Evans Music Company |
| Ager, Yellen & Bornstein, Inc. | Empire Music Co., Inc. | Exclusive Publications Inc. |
| Alfred Music Co., Inc. | York Music Co., The | Bloom, Harry, Inc. |
| Feature Music Syndicate | Brooks Music Pub. Co. | Milsons Mus. Pub. Corp. |
| Lowe-Goulston, Inc. | Browne, Ted, Music Co. | Famous Music Corporation |
| Manus Music Co., Inc. | Caesar, Irving, Inc. | Feist, Leo., Inc. |
| Piantadosi, Al., Music Publisher | Century Music Pub. Co. | Brown, Nacio Herb, Inc. |
| Rosey, Geo., Band & Orch. | Chappell & Co., Inc. | Fillmore Music House |
| Catalog. | Chappell-Harms, Inc. | Fischer, Carl, Inc. |
| Song Creators | Church, John, Co., The | Oxford University Press |
| Allen, Thornton W., Co. | Coleman, Robert H. | Fischer, J., & Bro. |
| Amsco Mus. Sales, Co., Inc. | Composers' Music Corp. | Fisher, Fred, Music Co., Inc. |
| Ascher, Emil, Inc. | Conrad, Con. Mus. Pub., Ltd. | Fitzsimmons, H. T., Company |
| Brooks & Denton | Crawford Music Corporation | Flammer, Harold, Inc. |
| Empire Music Co. | De Sylva, Brown & Henderson, Inc. | Luckhardt & Belder |
| Royal Music Co. | Green & Stept | Foley, Charles |
| Barnhouse, C. L., Inc. | Yellen, Jack, Inc. | Forster Music Publisher, Inc. |
| Belwin, Inc. | Curtis, L. B., Music Pub. | Fox, Sam, Publishing Co. |
| Berg, S. M. | Van Alstyne & Curtis | Pallma Music Publishers, Inc. |
| Cinema Music Co. | Davis, Joe, Inc. | Galaxy Music Corp. |
| Berlin, Irving, Inc. | Aloha Music Co. | Gamble Hinged Music Co. |
| Birchard, C. C. & Co. | Georgia Music Co. | Wulschmer Music Co. |
| Bond, Carrie Jacobs, & Son | Triangle Mus. Pub. Co., Inc. | Georgeoff, Evan, Mus. Pub. Co. |
| Boston Music Company | Denton & Haskins Corp. | Gershwin Pub. Corp. |
| Hatch Music Company | Ditson, Oliver, Co., Inc. | |
| Thompson, C. W., Co. | | |

Goodman Music Co., Inc.
 Handman & Goodman, Inc.
 Handman, Kent & Goodman, Inc.
 Universal Music Co., Ltd.
 Gordon, Hamilton S., Inc.
 Gray, H. W., Company
 Green & White, Inc.
 Hall-Mack Company
 Geibel, Adam, Music Co.
 Handy Bros. Music Co., Inc.
 Harms, Inc.
 Harms, T. B., Company
 Harris, Charles G., Music Pub.
 Homeyer, Chas. W., & Co., Inc.
 Hope Publishing Company
 Bigelow-Main-Excell Co.
 Excell, E. O., Co.
 Tabernacle Pub. Co.
 Huntzinger, R. L., Inc.
 Italian Book Co.
 Jacobs, Walter, Inc.
 Abt, Valentine
 Bates & Bendix
 Bendix, Theodore
 Eby, Walter M.
 Farrand, Van L.
 Gay, Mace, Catalog
 Jaques, Percy
 Musiclovers Co.
 Partee, C. L., Music Co.
 Shattuck, B. E.
 Virtuoso Music School
 Williams, Ernest S.
 Jenkins Music Company
 Jones, Isham, Music Corp.
 Jungnickel, Ross, Inc.
 Kay & Kay Music Pub. Corp.
 Franklin, John, Music Co.
 Kendis Music Corporation
 Leslie, Edgar, Inc.
 Lewis Music Corp.
 Lincoln Music Corp.
 Capano, Frank, Music Pub.
 Lorenz Publishing Co.
 Tullar-Meredith Co., Inc.
 Ludwig Mus. Pub. Co.
 Marks, Edw. B., Music Corp.
 Bergstrom Mus. Co., Ltd.
 Berliner, Leo E., Pub. Co.
 Chilton, Forrest S.
 Dresser, Paul, Pub. Co.
 Evans (George Honeyboy Evans)
 Fassio, A.
 Globe Music Publishing Co.
 Halle, R. L.
 Jordan, Julian, Mus. Co.
 Marks, Edw. B., Music Corp.
 (Cont.)
 King, Chas. E.
 Lecuona Music Co.—Cuba
 Lyceum Music Co.
 Metz, Theodore, Music Co.
 Miller, Roy M.
 Musin, Ovide
 Penn, Wm. H.
 Petrie, H. W., Catalog
 Prelude Mus. Co.
 Primrose & West Mus. Co.
 Recker, Robert, Music Co.
 Reed, Bert, Catalog
 Reed & Keller Catalog
 Seitz, R. F.
 Shields, Ren
 Stern, Jos. W., & Co.
 Vandersloot Music Publishing Co.
 Wagner & Levien
 Willis-Woodward Mus. Co.
 Marlo Music Corp.
 McKinley Music Co.
 Root, Frank K., & Co.
 Melo-Art Music Publishers
 Melrose Bros. Mus. Co., Inc.
 Miller, Bob, Inc.
 Miller Music, Inc.
 Mills Music, Inc.
 American Composers, Inc.
 Beck, Mort
 Clark, Frank, Mus. Co.
 Daly, Joseph, Mus. Pub. Co.
 Edwards, Gus, Mus. Pub. Co.
 Gordon & Rich, Inc.
 Gotham Attucks Mus. Co.
 Gotham Mus. Service, Inc.
 Jerome, M. K.
 Jerome & Schwartz Pub. Co.
 Kalmar, Puck & Abrahams
 Consolidated
 Keit Music Corp.
 Kornheiser, Phil, Inc.
 Lawrence Music Pubs., Inc.
 Morse, Theodore, Music Co.
 Nelson, Jack, Mus. Co.
 Stark & Cowan, Inc.
 Stept & Powers, Inc.
 Sterling Songs, Inc.
 Sunlight Mus. Co., Inc.
 Mills Music, Inc. (Cont.)
 Waterson, Berlin & Snyder, Co.
 Waterson, Henry, Inc.
 Williams, Harry, Mus. Co.
 Morris, Joe, Music Co.
 Movietone Music Corp.
 Nazarene Publishing House
 Bihorn Bros. Mus. Co.
 Lillenas Pub. Co.
 New World Music Corp.
 Olman Music Corporation
 Down Home Music Co.
 Paull-Pioneer Music Co.
 Rossiter, Harold, Mus. Co.
 Photo Play Music Co., Inc.
 Luz Brothers Mus. Pubs.
 Music Buyers Corporation
 P'edmont Mus. Co., Inc.
 Pond, Wm. A., & Company
 Ellis, Robin
 Popular Melodies, Inc.
 Spier & Coslow, Inc.
 Presser, Theodore, Company
 Quincke, W. A., & Company
 Red Star Songs, Inc.
 Allen & Harrison Mus. Co.
 Remick Music Corp.
 Ricordi, G., & Co., Inc., of N. Y.
 Ringle, Dave
 Robbins Music Corporation
 Mayfair Mus. Corp.
 Metro-Goldwyn-Mayer Corp.
 Sonnemann Mus. Co., Inc.
 Whiteman, Paul, Publications
 Wiedoeft, Rudy, Mus. Pub. Co.
 Rodeheaver Co., The
 Rossiter, Will
 Roy Music Co., Inc.
 Rubank, Inc.
 Carlson, M. L.
 Finder & Urbanek
 Victor Music Co.
 Santly Bros.—Joy, Inc.
 Santly Bros., Inc.
 Saunders Publications
 Schirmer, G., Inc.
 Heffelfinger, R. W.
 Sanders-Weiss, Inc.
 Schroeder & Gunther, Inc.
 Schuster & Miller, Inc.
 Kornheiser-Gottler, Inc.
 Kornheiser-Schuster, Inc.
 Select Music Publications, Inc.
 Shapiro, Bernstein & Co., Inc.
 Sherman, Clay & Co.
 Skidmore Music Co., Inc.
 Southern Music Pub. Co., Inc.
 Acme Music Pub. Co.
 Bleyer, Archie, Inc.
 Blues Music Co.
 Bradford, Perry, Inc.
 Bradford, Perry, Music Co.
 Palmer, Robert, Music Pub. Co.
 Stasny Music Corp.
 Bibo-Lang, Inc.
 Stasny-Lang, Inc.
 Summy, Clayton F., Co.
 Superior Music, Inc.
 Tesio, P., & Sons
 Major Music, Inc.
 Tesio-Major, Inc.
 Victoria Publishing Co.
 Villa Moret, Inc.
 Vogel, Jerry, Music Co., Inc.
 Crumit, Frank, Songs Co.
 Haviland, F. B., Pub. Co.
 Worth, Geo. T., & Co.
 Von Tilzer, Harry, Music Pub. Co.
 Weil, Milton, Mus. Co., Inc.
 White-Smith Mus. Pub. Co.
 Williams, Clarence, Mus. Pub. Co.
 Willis Music Company
 Witmark, M., & Sons
 Wood, B. F., Music Co.
 Words & Music, Inc.
 Davis, Coots & Engel, Inc.
 Engel, Harry, Inc.
 Keit-Engel, Inc.

—ASCAP AFFILIATED SOCIETIES—

Sociedad Argentina de Autores y Compositores
de Musica
Buenos Aires, Argentina
Staatlich Genehmigte Gesellschaft der Autoren,
Komponisten und Musikverleger
Vienna, Austria
Nationale Vereeniging Voor Auteursrecht
Brussels, Belgium
Sociedade Brasileira de Autores Theatraes
Rio de Janeiro, Brazil
Association Cooperative Bulgare pour la
Protection des Droits d'Auteurs
Sofia, Bulgaria
Ochranna Sdruzeni Autorske, csl. Skladatelu
Spisovatelů a Nakladatelů Hudebních
Prague, Czecho Slovakia
Internationalt Forbund Til Beskyttelse af
Komponistrettigheder i Danmark
Copenhagen, Denmark
The Performing Right Society, Ltd.
London, England
Saveltajain Tekijanoikeustoimisto Teosto
Helsinki, Finland
Societe des Auteurs, Compositeurs et Editeurs
de Musique
Paris, France

Stagma—Staatlich Genehmigte Gesellschaft zur
Verwertung Musikalischer Urheberrechte
Berlin, Germany
Magyar Szovegirok, Zeneszerzok, es
Zenemukiadok Szovetkezete
Budapest, Hungary
Societa Italiana Degli Autori ed Editori
Rome, Italy
Centralna Zadruga Jugoslavenskih Autora
Zagreb, Jugoslavia
Norsk Komponistforenings Internasjonale
Musikkbyra
Oslo, Norway
Sociedade de Escritores e Compositores Teatrais
Portugeuses
Lisbon, Portugal
Societatea Compozitorilor Romani
Bucharest, Rumania
Sociedad General de Autores de Espana
Madrid, Spain
Foreningen Svenska Tonsattaers Internationella
Musikbyra
Stockholm, Sweden
Schweizerische Gesellschaft Fur
Aufführungsrechte
Zurich, Switzerland

SOCIETY OF

EUROPEAN STAGE AUTHORS

and COMPOSERS, Inc.

The Society of European Stage Authors and Composers, Inc., administers and controls performing rights, as well as mechanical and synchronization rights, in approximately one hundred catalogues of American and foreign publishers and organizations. Through its standard Radio Broadcasting Performance License twenty-five thousand musical compositions covered by copyright from those catalogues are licensed by SESAC for performance to radio stations.

Increasing during the past few years with amazing rapidity, the roster of SESAC licensed broadcasting stations numbered 500 at the close of 1937. This group embraces practically all radio system networks and stations, large and small, of commercial importance. Music made available to these broadcasters by SESAC includes a vast and diversified international repertory of copyrighted compositions and works. Also included among material ready for use by the broadcasting industry are a

wide variety of operettas, musical comedies, plays, dramas and radio sketches. Numerous SESAC transcriptions and recordings are in constant use by radio stations.

Relations with stations are handled from SESAC's executive offices in New York City and by traveling representatives visiting the various radio stations. A program service department is maintained by SESAC, also in New York headquarters, whose function is to assist the stations in matters of program, music and copyright clearance.

SESAC PUBLISHERS

- Accordion Music Publishing Co., New York
 Deiro, Pietro
 Adler (see Edition Adler)
 Albright Music Company (see National Music Co.)
 Alford, Harry L., Chicago
 Altschuler, J.; Warsaw
 Apollo Music Company; New York
 Arct, M.; Warsaw
 Barnes, A. S. and Company, Inc.; New York
 Barwicki, K. T.; Poznan
 Braun, Hubert J.; Chicago
 Bryant Music Company; New York
 Chart Music Publishing House, Inc.; Chicago
 Cole, M. M. Publishing Co.; Chicago
 Belmont Music Company; Chicago
 Calumet Music Company; Chicago
 Happy Chappies Ltd. (See Vincent, Howard & Preeman, Ltd.—Vincent and Howard, Ltd.—Preeman, Morse M.)
 Moderne Publications; Chicago
 Hearst Music Publishing Co., Ltd. of Canada
 Vincent, Howard & Preeman, Ltd.; Los Angeles
 Vincent and Howard, Ltd.
 Preeman, Morse M.
 Cross & Winge, Inc.; Portland, Ore.
 Master Music Makers; Portland
 Culla, Antonio; Barcelona
 Deiro, Pietro (See Accordion Music Publishing Co.)
 De Vaignie Music Corporation; Chicago
 Ediciones Rodoch (C. Rodriguez); Bilbao
 Ediciones A. Urmeneta; Barcelona
 Edition Adler; Berlin
 (Successor, Heinrichshofen's Verlag; Madge-
 burg)
 Edition "Jastrzab"; Warsaw
 Rudnicki, Walery; Warsaw
 "W.J.R."; Warsaw
 Rzepecki, J.; Warsaw
 Editions Fermata (See Editions Internationales Fermata)
 Editions Internationales Fermata; Buenos Aires
 (South American Publications)
 Editions Internationales Fermata; Warsaw
 (European Publications)
 Editions "Olympia"; Warsaw
 Editions Pro Arte; Lwow - Warsaw
 Fairbank Company, H. W. (See National Music Co.)
 Fermata (See Editions Internationales Fermata)
 Forberg, Rob.; Leipzig
 International Edition; Leipzig
 Gebethner & Wolff; Warsaw
 Gehrmans Musikforlag, Carl; Stockholm
 Grabczewski, F.; Warsaw
 Haberer-Helasco, Hermann; Madrid - Berlin -
 Lisbon
 Happy Chappies (See Cole)
 Harmonie-Verlag; Berlin
 including compositions taken over from
 Hermann Seemann, Nachfolger; Leipzig
 Hart's Music Company (See National Music Co.)
 Hathaway, Franklin Earl, Music Publisher;
 Chicago
 Hearst Music Publishing Co. (See Cole)
 Helasco (See Haberer-Helasco)
 Idzikowski, Leon; Warsaw
 International Edition (See Forberg)
 Jastrzab (See Edition "Jastrzab")
 Jewel Music Publishing Co.; New York
 King Music House, Inc.; K. L.; Fort Dodge, Ia.
 Kjos Music Co., Neila; Chicago
 Lebendiger, Henryk (See Editions Internationales Fermata)
 Master Music Makers (See Cross & Winge)
 Moderne Edition (See Cole)
 Moderne Publications (See Cole)
 Mora, Jose; Barcelona
 Music Products Corporation; Chicago
 National Music Company, Inc.; Chicago
 Albright Music Company; Chicago
 Fairbank Company, H. W.; Chicago
 Hart's Music Company; Chicago
 Popular Music Publications; Chicago
 Select Music Company; Chicago
 Windsor Music Company; Chicago
 Natrass-Schenck, Inc.; New York
 Nowa Scena; Warsaw
 Olympia (See Editions "Olympia")
 Orduna, Leopoldo; Barcelona
 Pagani, O., & Bro.; New York
 Parks Company, J. A., The; York, Neb.
 Polskie Towarzystwo Muzyki Wspolczesnej;
 Warsaw
 Popular Music Publications (See National Music Company)
 Preeman (See Cole)
 Pro Arte (See Editions Pro Arte)
 "PWP" Przedstawicielstwo Wydawnictw Polskich (Association of Polish Publishers);
 Warsaw
 Radio City Guitar Studio; New York
 Rialto Music Publishing Co.; New York
 Rodoch (See Ediciones Rodoch)
 Rodriguez (See Ediciones Rodoch)
 Rondo-Verlag; Berlin
 Alfred Becker; Berlin
 Rudnicki, Walery (See Edition "Jastrzab")
 Rzepecki (See Edition "Jastrzab")
 Sajewski, W. H.; Chicago
 Schmitt Music Company, Paul A.; Minneapolis
 Schuberth, Edward, & Co., Inc.; New York
 Seemann (See Harmonie-Verlag)
 Select Music Company (See National Music Co.)

SESAC Publications; New York
 Seyfarth, G.; Lwow
 Smith Music Co., Inc., Wm. J.; New York
 Solunastra (See Haberer-Helasco)
 Stahl, Wm. C.; Milwaukee
 Stamps-Baxter Music Company, Dallas, Texas;
 Chattanooga, Tenn.; Pangborn, Ark.
 Thorsings Musikforlag, Alfred; Copenhagen
 Union de Compositores; Barcelona, Spain
 Urgelles, J.; Barcelona
 Urmeneta (See Ediciones A. Urmeneta)
 Vincent, Howard & Preeman (See Cole)
 Vitak-Elsnic Co.; Chicago
 Warszawskie Towarzystwo Muzyczne (Warsaw
 Music Society); Warsaw
 Windsor Music Company (See National Music
 Co.)
 "W.J.R." (See Edition "Jastrzab")
 Yanguas, Mariano; Madrid
 "Zaiks" Związku Autorow, Kompozytorow i
 Wydawcow; Warsaw
 (Authors-Composers and Publishers Associa-
 tion of Poland)

SESAC also controls all performing rights to the
 compositions and works as indicated, of the fol-
 lowing:
 Eulenburg, Ernst; Leipzig (Symphonic Orchestral
 works)
 Fischer, Verlag, S.; Berlin (Radio plays)
 Gordon, Paul; Berlin - Paris (Radio plays, one act
 plays, sketches, scenes, skits, short stage
 plays and short operettas)
 Lienau'sche Musikverlage; Berlin
 Carl Tobias Haslinger; Vienna
 H. R. Krentzlin; Berlin
 Musikverlag Haslinger; Vienna
 Musikverlag Adolf Koester; Berlin
 Schlesinger'sche Buch & Musikhdlg; Berlin
 Otto Werntal; Berlin
 Reinecke, Gebrueder; Leipzig
 Joh. Foerster; Pirna
 Gustav Haushahn; Madgeburg
 J. Loebel; Zittau
 Rich. Noske; Borna
 Steingraeber Verlag; Leipzig (Orchestral works
 and Chamber Music)
 Vieweg, Chr. Friedr.; Berlin (Orchestral Works,
 Chamber Music and Musical Dramatical
 Works)

F. C. C. REGULATIONS REGARDING ANNOUNCEMENT of CALL LETTERS of BROADCAST STATIONS

"Each licensee of a broadcast station shall announce the call letters and allocation as frequently as practicable during the hours of operation, and in any event before or after each program being broadcast. In no event shall more than 30 minutes elapse between such announcements, and in so far as practicable these announcements shall be made on the hour and half hour. These requirements are waived when such announcements would interrupt a single consecutive speech, play, symphony concert or operatic production of longer duration than 30 minutes; and in such cases the announcement of the call letters and location shall be made as soon as possible."

The Commission announces the following interpretation of the second sentence which reads: "In no event shall more than 30 minutes elapse be-

tween such announcements, and in so far as practicable these announcements shall be made on the hour and half hour."

Call Letters of stations need not be announced within *exactly* 30 minutes or less of the previous announcement but shall be made as near thereto as practicable. During variety-show programs, baseball game broadcasts, etc., of an hour or more in duration, the call letter announcements shall be made on the hour and half hour within a 5-minute period thereof. That is, the half hour announcement shall be made between 25 and 35 minutes after the hour, and likewise the hour announcement shall be within 5 minutes of the hour.

The interpretation given above in no way affects the waiver clause given in the last sentence of this rule.

WPA FEDERAL THEATER RADIO DIVISION

Evan Roberts	Managing Director
Ivan Black.....	Director of Information
Leo Fontaine	Director of Radio Continuity
Morris Segal.....	Director of Technical Department
Hal Stephens.....	Business Manager
Oliver W. Nicoll.....	Manager of Program Service
Donald Macfarlane.....	Production Manager
Ashley Buck	Director
Edward Downes	Director
Elizabeth Tuthill	Director
Karl Schulz.....	Musical Director

From its inception, March 23, 1936, to December 31, 1937 (a period of almost two years) the WPA Federal Theater Radio Division has produced thirty-four series of broadcasts over various networks which have donated more than \$1,800,000 worth of time, while the project has cost the government \$305,000 of which \$290,000 has been spent for salaries to otherwise unemployed professionals in the radio field. Network time already contracted for between January 1st and June 30th, 1938 is conservatively valued at \$1,100,000. The project receives all radio time gratis.

Here is a list of the Radio Division's series:

- 1—**TISH** by Mary Roberts Rinehart over WABC and the COLUMBIA NETWORK.
- 2—**EPIC OF AMERICA** by James Truslow Adams over WOR, MUTUAL and CANADIAN NETWORKS.
- 3—**PROFESSIONAL PARADE** over WJZ and the BLUE NETWORK of NBC.
- 4—**CHORAL CONTRASTS** over WOR and the MUTUAL NETWORK.
- 5—**CONTEMPORARY THEATER** over WQXR.
- 6—**HISTORY IN ACTION** over WHN.
- 7—**PIONEERS OF SCIENCE** over WHN and the TRANSAMERICAN NETWORK.
- 8—**IBSEN'S PLAYS** over WQXR.
- 9—**SHAKESPEARE'S PLAYS** over WMCA.
- 10—**LITERARY FORUM** over WHN and the TRANSAMERICAN NETWORK (with N. Y. U.)
- 11—**REPERTORY THEATER OF THE AIR** over WEVD.
- 12—**SYMPHONIC DRAMA** over WQXR.

- 13—**GILBERT AND SULLIVAN** (complete) over WQXR.
- 14—**OSCAR WILDE'S PLAYS** over WQXR.
- 15—**PEOPLE'S THEATER** over WQXR.
- 16—**PORTRAITS IN OIL** over WHN.
- 17—**FIRST FRONTIERS** over WHN (children's program).
- 18—**BACK TO BUSINESS** over WNEW (with U. S. Office of Education).
- 19—**RADIO ALMANAC** over WHN (with WPA Federal Writers' Project).
- 20—**TRAGEDY OF MAN** by Imre Madach over WQXR.
- 21—**YOUR POETRY AND MINE** over WMCA.
- 22—**SERENADERS** over WNYC (with WPA Federal Music Project).
- 23—**MUSIC AT NINE** over WMCA and WQXR (with WPA Federal Music Project).
- 24—**NEGRO ART SINGERS** over WNYC and WQXR (with WPA Federal Music Project).
- 25—**NEGRO MELODY SINGERS** over WNYC and WQXR (with WPA Federal Music Project).
- 26—**MADRIGAL SINGERS** over WNYC and WQXR (with WPA Federal Music Project).
- 27—**SAFETY MUSKETEERS** (in association with the U. S. Office of Education) WOR.
- 28—**THE WORLD IS YOURS** (in association with the U. S. Office of Education) WEAF.
- 29—**JULES VERNE** over WHN and TRANSAMERICAN NETWORK.
- 30—**BACKSTAGE INTERVIEWS** over WHN and TRANSAMERICAN NETWORK.
- 31—**EXPLORING THE ARTS AND SCIENCES** over WQXR.
- 32—**EXPLORING THE SEVEN ARTS** over WQXR.
- 33—**FOUR ARTS FORUM** over WHN.
- 34—**THROUGH THE ART WORLD** over WEVD.

In addition to these programs, the WPA Federal Theater Radio Division has supervised the production of seventy-eight (78) hours of music each month broadcast from WNYC by the WPA Federal Music Project.

Estimated, more than 10,000,000 radio listeners each week tune in on programs by the WPA Federal Theater Radio Division. The TISH program alone, the No. 1 sustainer on the Columbia Network, has a weekly audience of more than 5,000,000. EPIC OF AMERICA over Mutual, etc., for which the American Legion Auxiliary is sponsoring an Essay Contest, is rapidly building.

The 150 actors, writers, directors, technicians, supervisors, and office workers who comprise the WPA Federal Theater Radio Division have seen their efforts praisefully publicized in important papers and magazines in every state in the Union.

Showman's Calendar

FOR 1938

—JANUARY—

- 1: New Year's Day (In all the States, Territories, District of Columbia and possessions). Paul Revere Born (1735). Proclamation of Emancipation (1863).
- 4: Utah Admitted (1896). New Mexico Admitted (1912).
- 8: Anniversary of the Battle of New Orleans (Louisiana).
- 17: Benjamin Franklin Born (1706).
- 19: Robert E. Lee's Birthday (Alabama, Arkansas, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, Virginia).
- 21: Stonewall Jackson Born (1824).
- 29: McKinley Born (1843).
- 30: Franklin D. Roosevelt's Birthday.

—FEBRUARY—

- 3: Horace Greeley Born (1811).
- 4: Col. Charles A. Lindbergh Born (1904).
- 7: Charles Dickens Born (1812).
- 6-13: National Boy Scout Week.
- 9: Nebraska Admitted (1867).
- 11: Thomas A. Edison's Birthday. Daniel Boone Born (1734).
- 12: Lincoln's Birthday (Alaska, California, Connecticut, Delaware, Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Montana, Nevada, New Jersey, New York, North Dakota, Ohio, Oregon, Pennsylvania, South Dakota, Tennessee, Utah, Virgin Islands, Washington, West Virginia, Wyoming). Georgia Day.
- 14: Valentine's Day. Admission Day (Arizona).
- 15: Destruction of the Maine (1898).
- 22: Washington's Birthday (All the States, Territories, District of Columbia and Colonial Possessions).
- 27: Henry Wadsworth Longfellow's Birthday. First Railroad Charter (1827).

—MARCH—

- 2: Ash Wednesday (First Day of Lent). Texas Independence Day.
- 3: Maine Admitted (1820). Florida Admitted (1845). First Postage Stamp used in U. S. (1847).
- 4: Pennsylvania Day.
- 5: Boston Massacre (1770).
- 7: Luther Burbank's Birthday (California).

- 17: St. Patrick's Day.
- 21: First Day of Spring.
- 22: Emancipation Day (Puerto Rico).
- 25: Maryland Day.
- 30: Seward Day (Alaska).

—APRIL—

- 1: All Fools' Day.
- 6: War Declared with Germany (1917).
- 7: Peary Discovered North Pole (1909).
- 8: Battle of Appomattox (1865). Louisiana Admitted (1812). Good Friday.
- 9: Surrender of General Lee (1865).
- 10: Palm Sunday.
- 12: Halifax Independence Resolution (North Carolina).
- 13: Thomas Jefferson's Birthday (Alabama).
- 14: Assassination of Abraham Lincoln.
- 17: Easter Sunday.
- 19: Patriot's Day (Maine, Massachusetts).
- 21: Anniversary of Battle of San Jacinto (Texas).
- 22: Morton's Birthday (Nebraska). Arbor Day (Nebraska).
- 23: William Shakespeare Born (1564).
- 24: First Newspaper Issued in America (1704). U. S.-Mexico War (1846).
- 25: War Declared with Spain (1898).
- 26: Confederate Memorial Day (Alabama, Florida, Georgia, Mississippi). Slavery Abolished in U. S. (1865). First Shot of War with Germany (1917).
- 27: General U. S. Grant Born (1822).
- 28: President Monroe Born (1758).
- 30: Louisiana Purchased. Washington Became First President (1789). Rhode Island Settled (1636). Daylight Saving Time Starts.

—MAY—

- 1: May Day. Child Health Day. Labor Day (Philippines). Dewey's Victory in Manila (1898).
- 2: Stonewall Jackson Shot (1863).
- 5: Napoleon's Death (1821).
- 7: Lusitania Torpedoed (1915).
- 8: Mother's Day (2nd Sunday).
- 10: Confederate Memorial Day (Kentucky, North Carolina).
- 11: Minnesota Admitted (1858).
- 12: Florence Nightingale Born (1820).

- 20: Anniversary of the Signing of the Mecklenburg Declaration of Independence (North Carolina).
- 21: Lindbergh's Flight to Paris (1927).
- 23: South Carolina Admitted (1788).
- 24: First Telegraph Message Sent (1844). Empire Day (Canada).
- 29: Wisconsin Admitted (1848).
- 30: Confederate Memorial Day (1848). Memorial Day (In all the States, Territories, District of Columbia and Colonial Possessions, except Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, New Mexico, North Carolina, South Carolina, Virginia and Tennessee).

—JUNE—

- 1: Kentucky Admitted (1792). Tennessee Admitted (1796).
- 3: Confederate Memorial Day (Tennessee). King's Birthday (Canada). Jefferson Davis' Birthday (1808).
- 6: Nathan Hale's Birthday (1756).
- 8: Battle of New Orleans (1815).
- 10: Franklin Drew Lightning From Sky (1752).
- 14: Harriet Beecher Stowe's Birthday. Flag Day.
- 15: St. Swithin's Day. Arkansas Admitted (1836). Pioneer Day (Idaho).
- 17: Bunker Hill Day.
- 18: Battle of Waterloo (1815).
- 19: Beginning of War of 1812.
- 20: West Virginia Day.
- 21: Longest Day in Year.
- 23: Penn Signs Treaty of Peace with Indians.
- 26: First American Troops Land in France (1917).

—JULY—

- 1: Battle of San Juan Hill. Dominion Day (Canada). Battle of Gettysburg (1863).
- 2: Garfield's Assassination (1881).
- 3: Idaho Admitted (1890).
- 4: Independence Day.
- 10: Wyoming Admitted (1890).
- 11: John Quincy Adams Born (1767).
- 13: Forrest's Day (Tennessee).
- 24: Pioneer Day (Utah).
- 25: Occupation Day (Puerto Rico).

—AUGUST—

- 1: Colorado Day. Beginning of World War (1914).
- 3: Civic Holiday (Canada).
- 10: Missouri Admitted (1821).
- 13: Occupation Day (Phillipines).
- 15: Panama Canal Opened (1914).
- 16: Bennington Battle Day (Vermont).
- 20: Benjamin Harrison Born (1833).

—SEPTEMBER—

- 5: Labor Day.
- 6: Lafayette Day. President McKinley Assassinated (1901). First Battle of the Marne.
- 9: Admission Day (California).
- 12: Defender's Day (Maryland).
- 17: Constitution Day.
- 22: Nathan Hale Executed (1776).
- 23: First Day of Autumn. American Indian Day (4th Friday).
- 24: Daylight Saving Time Ends.
- 26-27: Rosh Hashonah (Hebrew).

—OCTOBER—

- 1: Missouri Day.
- 5: Wright Brothers Took First Long Distance Flight in Airplane (1905). Yom Kippur (Hebrew).
- 8: Chicago Fire (1871).
- 9: Fraternal Day (Alabama).
- 12: Columbus Day.
- 14: Farmer's Day (2nd Friday) (Florida).
- 18: Alaska Day.
- 19: Surrender of Cornwallis (1781).
- 27: Navy Day.
- 30: National Girl Scout Week (Ends Nov. 5).
- 31: Hallowe'en. Admission Day (Nevada).

—NOVEMBER—

- 1: All Saints' Day (Louisiana). North and South Dakota Admitted (1889).
- 4: John Philip Sousa Born (1854).
- 7: Montana Admitted (1889).
- 11: Armistice Day. Washington Admitted (1889).
- 16: Oklahoma Admitted (1907).
- 17: Suez Canal Opened (1869).
- 24: Thanksgiving Day.

—DECEMBER—

- 3: Illinois Admitted (1818).
- 7: Delaware Day.
- 8: Eli Whitney Born (1765).
- 11: Alfred Nobel Born (1833).
- 12: First Marconi Wireless Across Atlantic (1901).
- 16: Boston Tea Party (1773).
- 21: Shortest Day of Year. Pilgrims Landed at Plymouth Rock (1620). Woodrow Wilson's Birthday (South Carolina).
- 25: Christmas Day.
- 29: Iowa Admitted (1848).
- 31: West Virginia Admitted (1862). New Year's Eve.

ARBOR DAY is observed in states on different days, usually in the Spring. The dates in the same states often vary from year to year by proclamation.

DEVELOPMENT OF THE ITALIAN RADIO MARKET IN THE EAST

By HYL A KICZALES

General Manager, International Broadcasting Corp.

JUST a short seven years ago, none of the ranking national advertisers realized that exploitation of the Italian radio market would be as important a part of their yearly campaigns as are their "big" network shows. Nor could they be blamed, for in the early days of the development of this phase of radio there were so many abusive practices, they did well to disregard it. Contracts were made



for broadcasts in any language the sponsor desired, small merchants were given spot announcements in languages other than that of programs immediately preceding or following them. Waste was the rule. Those who first attacked the problem intelligently, had much ill will to overcome. There were months of effort spent in undoing the unpardonable mistakes of these gropers. The directors of the IBC not only realized the potentialities resting in a consolidated foreign audience, but also the vital necessity of concentrating on a particular element, in their case, the Italian. They saw that the Italian people, innately, hardworking, thrifty and appre-

ciative of the finer aspects of life, offered the most fertile ground for development. Federal, state, municipal and private factions interested in these people were enlisted to the furtherance of their aims. Cooperation of the Italian press was solicited and immediately won. The best Italian actors, directors and writers were drawn from the ranks of the Italo-American Theater and from the Italo-American Press. No stone was left unturned in search for the best talent. The resulting programs, musical, dramatic and educational, created a genuine appeal to the Italian-speaking American.

Today, an entirely different picture confronts the prospective buyer of "air time." The complete development of the Italian market has attracted all of our large national advertisers. "Time" is at a premium and it is hardly surprising, for the IBC, consisting of WOV and its affiliated stations, has had 90 per cent renewals this past year. 20 per cent of the sponsored programs currently broadcasted have been renewed continuously for the past four years.

The IBC feels it has done a "real" job. It has changed certain chaos into a well-ordered, profitable undertaking. Today, the IBC feeds daily programs to a chain of fifteen stations throughout the East, creating an outlet into the country's most densely populated areas and reaching the homes of close to 3 million Italians, a full-grown market.

PROMOTION DIGEST

101 Tried and Proven Showmanship Ideas

By

TED LLOYD

of the staff of Radio Daily



THE following compilation of promotional and exploitation material represents a selection of successful stunts employed by stations, sponsors, agencies and station representatives during the past year. RADIO DAILY welcomed these contributions to its columns. Herewith, one may find material credited to a station or party which had been done before by another. RADIO ANNUAL does not assume ownership of the foregoing material nor does it necessarily signify that the basic idea for the tried stunt originated with the credited source.

From year to year this section will be abreast with the trend of the times and it is hoped that advertising, publicity and exploitation people representing all branches of radio will continue to send their brain children to RADIO DAILY for publication.

To all we acknowledge our indebtedness in helping us compile this section.

Users of digested material are cautioned to bear in mind any local laws that prohibit prize contests or giveaway stunts or such contests that may come under the classification of lotteries.

Radio Scavenger Hunt

★ WMBH, Joplin, Mo., developed a radio scavenger or treasure hunt for one of the sponsors. Cash prizes were offered with an extra bonus for the person finding all articles to be hunted. Six spot announcements on the half-hour, beginning at 7 p.m., directed the treasure hunters to the different articles on the night's hunt. Deadline for finishing the hunt was 10 p.m. A service station tie-in (in this case—sponsor controlled a few serv-

ice stations) is that a receipt for a purchase of gasoline was accepted in lieu of any of the articles ordered in the treasure hunt.

Burns and Allen Gag

★ WHEN Burns and Allen switched sponsors and went to Grape-Nuts program on NBC Monday nights, they got out a dummy box of the breakfast food which was widely circulated. After the box is opened, cardboard reproduction of the comedy teams pops out smartly, aided and abetted by rubber bands

within. Young & Rubicam, the agency, got it out.

Store-Window Broadcast

★ ONE of the five weekly quarter-hour airings of "Style and Smile Leaders" sponsored by a Kansas City clothing firm over WHB, was shifted to the store window, where Jack Grogan and Les Jarvies originate the show. Powder puffs and nail files were given to sidewalk listeners who were induced to come into the store by announcement of the awarding of ten pairs of tickets to those guessing nearest true value of diamond ring displayed within.

Daily News Stunt

★ KOIL, Omaha and "The Omaha Bee-News" started a co-operative daily stunt in connection with the station's regular evening news period. Each day some good local story was chosen from the newspaper for exploitation and a member of the "Bee-News" staff would write in the story's background after which the person concerned in the story would be interviewed and his "quotes" were recorded. This record would go on during the regular news show. Newspaper would carry a note at the bottom of the story selected for that day calling attention to the fact that it was to be aired.

Broadcasts from Parks

★ BROADCASTING from city in Denver by KLZ and inviting youngsters in particular to be present at the airings, built up a great adult and kiddie audience for the station. Putting the kids on the air assured the station that many parents would have the sets dialed to KLZ in the hope of hearing their youngster's voice. Show was piped from various points in the parks such as the bird lake, monkey island and bears' cage Saturday afternoons. In the event of rain, program was switched to the park's museum.

Collegiate Tieup

★ DON WITHYCOMB, general manager of WFIL, Philadelphia, arranged with eight colleges to substitute a radio script in lieu of a composition assignment in the English course. Students submitted a quarter-hour script weekly, the college profs picking the best for station's approval which was assigned to John Clark, program head of WFIL.

New Angle on Job Clinic

★ ENLISTING the aid of Walter Springer, manager of the Rockland office of the Illinois State Employment department, WROK of Rockland, Ill., drafted a slightly new angle in the recent "Help Thy Neighbor" broadcasts by using only persons, both male and female, who have been registered and supplied by the employment office. Employer-listener, noting the tone of sincerity established through

the participation of the state's employment office in these airings, responded with the result that permanent employment was obtained for three out of six persons interviewed on the show. Because of the response, the employment office had pledged itself to full co-operation on succeeding shows.

April Fool Feature

★ A COMPLETE encyclopaedia of gags was revealed on a special April Fool's Day broadcast featuring Pat Barnes as emcee over WINS, New York. For about fifteen days prior to the broadcast, listeners were invited to submit new and unusual tricks to catch the unwary on that celebrated day. Prizes were awarded for the best gags selected by the station's judges and a few were dramatized or described during the show. Program also featured the inside story of some famous tricks played on celebrities in all walks of life.

Premium-Helper for Sponsors

★ WTMJ, Milwaukee, decided to help advertisers to choose the proper give-aways and sent out letters to 30 specialty suppliers requesting samples. Gathering quite a collection, these were displayed at the station with descriptive data, pictures of premiums and price lists kept on file in the sales department.

Court Solution Contest

★ A PHILADELPHIA firm sponsoring a "Court of Human Relations" show via WFIL, got around the bar association's ban on lawyers giving advice over the radio by inviting the radio audience to solve the listener's problem. Three best letters were awarded prizes.

Wake 'Em for Broadcast

★ WMT, Cedar Rapids-Waterloo, and KRNT and KSO in Des Moines, in conjunction with all stations of the Iowa network, pulled a neat promotion stunt in connection with the coronation broadcasts which for a time threatened to tie up every telephone line coming into stations. Broadcast started in the middle west at 3 a.m. Several announcements were given on the air prior to the broadcast, stating that if anyone wanted to get up and hear the program, the stations would be glad to call them just before it was scheduled to take to the air. As a result two extra girls had to be hired to take care of the calls in the Cedar Rapids studios which netted the station a good deal in the way of good will and promotion.

Kitchen Program Tieup

★ THROUGH a tieup with a giveaway game, the "Meet the Missus" program sponsored by a soap flake company on WBBM, WCCO, WJR, WKRC and WHK, was drummed up into great interest among the housewives. Game is a variation of Parchesi, using a board which fits on top of a bridge table. This

board is sent for one box top and ten cents. Demand was rather heavy.

Fishing Program Contest

★ In connection with his "Let's Go Fishing" twice-weekly 15-minute show via WJW, Akron, Sportscaster Bill Griffiths conducted a contest offering prizes for the largest bass and blue-gill caught in the surrounding five counties. Show gave dope on water conditions, week's best catch, etc.

Movie Memory Test

★ The first 25 persons telephoning WHN, New York, and giving the correct name of the leading player of a past motion picture hit named on the air, received guest tickets to their nearest Loew theaters as part of the Radio Movie Club broadcast.

Studio As Convention Hall

★ To bring advertisers and local dealers into closer contact with the station, KMOX, St. Louis, has invited several organizations to hold their sales meetings in the studios. Within six weeks more than 2,500 had attended sales get-togethers at the station, conducted their regular business meetings and enjoyed live-talent shows aired from the station's playhouse. Station's execs felt this promotion highly beneficial in familiarizing advertisers and retailers with station's selling power and facilitating successful exploitation of programs.

Listener Checkup via Street

★ A unique and voluntary answer to the "How many are listening?" problem was received by the Electric Construction & Appliance Co., sponsors of a daily "Man on the Street" broadcast over WHBF, Rock Island and Moline, Ill., and Davenport, Ia.

Theater tickets are offered the first person phoning in the correct answer to a daily question asked the radio audience by Ivan Streed and Forrest Cooke, street interrogators. The local telephone company informed station heads it was necessary to put on extra operators to handle station calls received during the broadcast.

The "Man on the Street" show has been aired commercially for the last year and a half at 12 noon and is one of the most popular features on WHBF.

KMMJ Farm Prosperity Stunt

★ KMMJ, of Clay Center, Neb., has a novel series of follow-up exploitative stuff in an assortment of small sacks being mailed out with large tag attached for address and promotion spiel. One sack has a bit of Nebraska top soil, another corn and others to follow with various grain products, symbolic of its farm area prosperity and buying power. Stunt has attracted considerable attention. Furgason & Ashton are the station's rep.

Street Interviews Recorded

★ A new idea in street interviews was presented recently to listeners of WSPA, Spartanburg, S. C. During the past year, Pat has been conducting a street broadcast each week from the business section of town. The other day a regular street broadcast was conducted during which time Pat told those whom he interviewed, that he wanted to make a recording of the program.

He went about it something like this: "Have you ever heard your voice on the air? If not, how would you like to do so?" In all cases the persons stated they would like very much to hear themselves. Then Pat told them if they would stick around for just a few minutes he would put on a special broadcast which would be recorded. In contrast to the usual custom of street becoming deserted, the crowd hung around to see what would really happen next.

Immediately upon conclusion of his regular broadcast, he called upon his friend, Irvin Stone of the State Theater to lend his recording equipment and the mythical broadcast went on. After each person had spoken into the mike, Pat told them to listen at 6:30 p.m. that afternoon and they would hear themselves on the air. Promptly at 6:30, the recording was started with usual street introduction and the interview began. Phone calls into the studio immediately following the recording showed plainly that stunt was a novel one. Negotiations are under way to sponsor such a show each week.

New Twist in Salutes

★ A new twist in salutes to neighboring communities has been started by WWVA, Wheeling, W. Va., with Moundsville as the first city to be honored. A special chain break has been adopted on the even hour daily, and each day a different town is saluted in this fashion: "This is Radio Station WWVA in Wheeling, West Virginia, Moundsville's friendly neighbor." On succeeding days, names of other communities are being substituted for "Moundsville."

Safety Campaign Stunt

★ By re-broadcasting from police short-wave direct from squad car in traffic, in connection with the Junior Chamber of Commerce Safety Campaign, KCKN gets call letters shown on movie trailers in 14 Kansas City, Kan., theaters daily for 15 days. KCKN also gets another—the second—front page story in local daily newspaper with this broadcast.

WDZ Park Broadcast

★ WDZ, Tuscola, Ill., third oldest station in the country, piled up quite a record in the way of park broadcasts the past summer. A shady park with swimming pool and carnival concessions was selected and stand erected

in a natural amphitheater in the park surrounded with benches. All day, programs were short waved through W9XPU and re-broadcast from the main transmitter six miles away. The Sunday broadcast began May 28 and continued through Sept. 26.

Admission to the park is free, with as many as 20,000 turning out on several Sundays. Announcers, musicians and even engineers were besieged for autographs and pictures. Tots were brought up for the Baby Parade announcer to hold. Special stunts were an amateur contest, broadcasts from a plane hovering over the park and interview programs by Lazy Jim Day, favorite entertainer, who carried a mike among the throng in the park asking riddles. The whole idea original with WDX has done much to make personal friends out of 400,000 listeners, cause them to follow the station daily and increase listener response.

Pigeons For Promotion

★ Hitting a new high for freak showmanship angles, KSTP, Twin City station, capitalizing both on the war scares abroad and on all the pother about whether broadcasting activities interferes with carrier pigeon flights, cooked up an actual test for the ether and got the Fort Snelling army reservation's post go-ahead in blurring it as an army communications test. Cote of well-trained homing pigeons, obtained through the St. Paul Pigeon Flying Club, was released at the station's 25,000 watt transmitter, with Roch Ulmer, staff announcer, doing a socko job on the way the pigeons were baffled by the radio activity. On hand for the tests, to comment about the birds' flight and their usefulness in communications in time of war, were officers from the Fort Snelling post.

Test was cooked up following extensive stories in scientific publications that pigeons, with a transmitter in their path, were often baffled, thrown off their courses, or forced to abandon flight if the transmitter was on the air.

Stunt obtained a good build-up in the Minneapolis Journal, the station's affiliate, and was also a good opportunity to further publicize the station's new \$300,000 installation, with publicity verging on the angle that, to make the test absolutely perfect, a "powerful" transmitter was needed.

Shopping Service Sells

★ The program, "Round the Clock with The Good Morning Man" was initiated by WATL, Atlanta, and broadcast daily except Sunday from 7-9 a.m. It wasn't long before Atlantans considered this program as "The Family Buying Gauge," as expressed in the volume of daily mail received and countless telephone calls made during the program.

In addition to the marketing advice, the show features the correct time every three minutes, with temperature reports and news

flashes interspersed throughout. Interesting merchandising tie-ups, coupled with the fact there is no competitive advertising on the program, has made it a most attractive buy for advertisers.

Football Scoregraph

★ A football "scoregraph" for listeners-in on the Yale football games, designed by sports announcer Bill Slater, is being distributed as a promotional feature to football fans in New York and New England by the Socony-Vacuum Oil Company, sponsors of the broadcasts, through its service stations.

The scoregraph, printed in red and blue, is so designed that radio listeners may chart with a pencil the play-by-play progress of the game.

Boost Football Contest

★ Counter cards and window streamers in sponsoring store, plus news feed to all weekly and county papers in area, call attention of football fans to new score-guessing contest over KCKN, Kansas City, Kansas. Sponsor, Shepherd & Foster Clothing Co., airs John Goetz, former all conference end for Baker University, each Tuesday eve. Dialers are asked to supplement Goetz's ratings with their own, with prizes to best scoreguessers weekly. Winners are interviewed over station on next broadcast.

Uses Bus Cards

★ Advertising of station features in bus display cards has been instituted by KFOX, Long Beach, Cal. Hal Nichols has concluded arrangements with Lang Transportation Co. for daily display of more than 200 station cards.

Two WHBQ Splurges

★ The publicity and merchandising departments of WHBQ, Memphis, headed by M. Vun Kannon, got into high gear with two nice bits. One included sending engraved invitations to the station's entire mailing list, inviting them to tune in on the new Adam Hats sports series heard nightly at 7:15 p.m. over WHBQ.

Ballyhooing WHBQ's football schedule was spread thick with motion pictures made showing Bob Alburty interviewing Coach Shorty Probst, assistant coaches Harold High, Paul Hug, and team captain of Southwestern University. These sound pictures will be shown in every neighborhood theater of Memphis for one entire week, which is nice ballyhooing for the station's sports broadcasts.

WAGA Football Booklet

★ Atlanta's new outlet, WAGA, is now sporting its new stationery, conforming to the NBC Blue network affiliation. Operated by the Atlanta Journal and managed by Lambdin Kay,

the station is also sending out this week the 1937 Football Dope Book, which lists all 1937 schedules, covering college teams from coast to coast and giving results of 1936 games.

"Eat Out Month"

★ In cooperation with 700 local beer dealers, KMCA, San Antonio, is observing "Eat Out Month," with cards posted in cafes and bars and a proclamation by the Mayor setting aside the month as time to eat away from home. Manager Howard Davis of KMCA put over the stunt.

Keeping Touch with Public

★ CKY, Winnipeg, and its associated station, CKY, Brandon, keep in touch with their listeners through the medium of an interesting monthly bulletin, "Manitoba Calling," distributed through telephone offices, on the counters of radio and music stores and by mailing with quarterly telephone accounts. Some 30,000 are distributed in this manner.

Promotion work by the public relations department also includes delivery of illustrated talks to church and service club groups. A neon-lighted billboard on one of the main streets carries notices of new programs. The department also has issued a report on "Getting to Know the Listener," including information on preferences as determined by surveys, concert parties, personal contact tours, etc.

WATL News Tabloid

★ WATL, Atlanta, put out a four-page tabloid "extra," titled "WATL News," calling attention to its news broadcasts and policy on news. Pictures of the station's newsroom, as well as photos of Newscaster Dick Pylon, Manager Maurice Coleman and other pictures, text and ads occupied the pages. The station airs news hourly on the hour.

WTMV Exploration Trip

★ An oil exploration trip, sponsored by the St. Louis Chamber of Commerce and attended by 72 of the city's leading business men, was turned to the purpose of a novel broadcast and promotion by WTMV, utilizing a traveling recorder.

Newsmen vs. Radioers

★ So much was gained in a promotional way by the summer softball contest between radio station personalities and newspaper by-liners in Lincoln, Neb., that Jack Hanssen, KFAB-KFOR special eventer, challenged the newsmen to a spelling bee.

WISN Outdoor Advertising

★ WISN, Milwaukee, which recently improved its facilities, has contracted for billboard panels in the Milwaukee area to boost its audience. First of a series of 24-sheet poster boards have already made their ap-

pearance and outdoor advertising will be used by the station during the fall and winter months.

KDAL's Vox Pop Stunt

★ KDAL's vox popper, on which tourists visiting Duluth and the Arrowhead country are interviewed, is given a novel twist. Occasional interviews are recorded in the studio and the disk is presented the lucky tourist as a souvenir of the occasion. Stunt is aired from lobby of Hotel Duluth, where offices of the Minnesota Arrowhead association are located, in "man-on-the-street" fashion. Stunt gives KDAL shot at publicity breaks throughout country, as feature stories on the airing and recording stunt are sent to the visitors' home papers. The semi-weekly programs are varied occasionally as mike-man gives tourists a chance to turn questioner.

Heidt Offers Prize for Slogan

★ On his network program from the Biltmore Hotel, Horace Heidt ran a rhyming contest for the best slogan in rhyme that represents the music of his Brigadiers. He offers a \$5 prize for the best slogan submitted each week by the radio audience. Featured bandmen and vocalists also present rhymes and at the end of the program the winner of the previous week's contest is announced and the winning rhyme read by Heidt.

The idea of the contest arose spontaneously as a result of a game played by the Band during intermission.

Theater Party Draws S.R.O.

★ More than 1,900 boys packed into the 1,750-seat Orpheum Theater in Des Moines for a theater party staged by the Iowa Network as a send-off for "Adventure Bound," a new serial plugging Mother Hubbard's Energy Cereal (Hubbard Milling Co.) over KRNT and WMT.

The show, with Program Director Ranny Daly as emcee, featured station talent, including The Northwesterners, Uncle Twid, and Betty Jean and Freddie, movie shorts and explanation to the youngsters of the merchandising tie-up in connection with the radio program, such as club memberships and premiums.

Agency on the account is McCord Co., Minneapolis, with Ralph Hobbs handling the radio.

WMPS Mother Tieup

★ "The Sweetest Mother in Memphis" was the title of a unique radio contest conducted by Dr. Pepper and WMPS in conjunction with the showing of the picture, "Stella Dallas." Penny post cards were distributed to Dr. Pepper dealers containing the name of the contest, the name of the picture, theater, sponsor and station. WMPS in one week's time received 2,222 cards. Winner was

awarded a gold watch by local jewelers. Fred Vosse, WMPS "Man on the Street," conducted the contest in conjunction with the "Dr. Pepper Sidewalk Forum."

"Choose Your Announcer"

★ A "choose your announcer" contest conducted by WCPO, Cincinnati, with all staff announcers competing in the program, has been stirring up quite a bit of interest. Fans listen to the program, then write a letter telling which announcer they prefer to read the news, and why they prefer him. The person sending in the best letter, in the opinion of the judges, receives a cash award of \$25. Next best gets \$10, and the third \$5. There are also 10 honorable mention prizes of \$1 each. The announcer who gets the most votes will receive a cash award of \$25; second best, \$15, and the third, \$10.

WHIO Cab Exploitation

★ WHIO, Dayton, O., further continues to publicize the station as well as emphasizing the known fact "It Pays to Advertise." After reaching an agreement with the local cab companies, WHIO has placed on the back of each cab a long, two colored streamer stressing the point that there is "Always a Good Show on WHIO" at 1260 on your radio dial.

WCCO Written in the Sky

★ A promotional stunt unique in the annals of Northwest broadcasting was staged by WCCO when the station's call letters were written against the blue sky high above the heart of Minneapolis. Speeding at nearly 200 miles an hour in his single-seated pursuit plane, Colonel Arthur Goebel, "Phillips 66" skywriter and winner of the 1937 Dole flight from San Francisco to Hawaii, wrote the gigantic letters at an altitude of 10,000 feet.

During the time he was cutting capers in the air, Goebel was also taking part in a two-way broadcast relayed over WCCO. The two-way communication was accomplished, by W5XAR, a portable aircraft station installed in Colonel Goebel's plane, and W5XAS, a portable mobile station installed in a specially built car. Both of these stations are crystal controlled and operate on 31,600 kilocycles. Handling the microphone in the car was Clellan Card, ace WCCO announcer.

During the two-way test broadcast over WCCO, Colonel Goebel described his maneuvers in the air, gave his altitude and weather conditions, and described the view from his vantage point.

Vacations for Poor Kids

★ WIP, Philadelphia, is promoting good will in providing vacations for poor children. Ben Gimbel, WIP prexy, thought there were quite a few families that had summer homes and who could take a child or two from an im-

poverished family for a week's vacation. Carolyn Ann Cross, WIP's directress of the Homemaker's Club, incorporated the idea on her program. The response was immediate and the first week finds 30 youngsters off to the seashore, made possible by WIP.

KYOS' Birthday Campaign

★ KYOS, Merced, Cal., had a birthday. But that's no longer special news. After all it was the station's first anniversary—and so as the big event drew near, the boys at KYOS got busy. First, letters were mailed to all sponsors, inviting them to attend an "Open House" Party. Then bumper signs went on the staff cars. Soon local papers were carrying items, and Manager Woodling went around giving talks. That was a starter; it was still early—one week before the event. A series of spot announcements was started, prominent neighbors were invited to speak, and a letter-writing contest was initiated. When the day dawned, every station break acclaimed it. Throughout the morning, five-minute speeches were given, and the contest letters were read. In the afternoon, a two and a half hour variety show brought to the station's microphone almost every artist who ever appeared there. When it was all over, a birthday sign-off announcement pledged the station to another year of civic service.

Aiding Highway Patrol

★ In its desire to perform public service, KGVO, Missoula, Mont., assumes a semi-official position in aiding the State Highway Patrol apprehend criminals in Western Montana. The patrol doesn't have any transmitters but all cars are equipped with receivers. When criminals are known to be at large on the highways, headquarters at Helena communicate with KGVO as the station broadcasts warnings on the regular chain breaks.

Electric Co. Promotion

★ Campaign devised by Bill Craig, commercial manager of WLBC, Muncie, Ind., for Holmes Electric Co. already has broken all sales records. Radio campaign had new angle in that proprietor's personality plays a big part. Announcements hit air-waves with "Elliot Holmes would make you a good husband. He's generous. He's genial. He's thoughtful and kind." Close of announcement tells where Elliot can be found. Women flock to store to talk with the man who would make them a good husband and washing machine sales are breaking all records as a result. Mash notes also are being sent Elliot as the result of his being a model type of man any woman would like.

Sendoff for New Studios

★ Along with a series of special programs from WRC-WMAL, Washington, in celebration of its new studios, the printed word and other exploitation methods were employed to

bring the event to the attention of the local public.

A distributing crew placed an eight-page rotogravure paper, tabloid size, into every home and apartment in Washington. Print order called for 135,000 copies. Remainder was sent out via direct mail all over the country.

On dedication day, 1,000 balloons, half red, half blue, were released from atop the new studio building. Cards were attached which asked finder to return to the NBC studios for a possible award. Over 25 prizes contributed by NBC and local merchants were attached to the balloons. Grand prize was a trip to New York and a tour of the Music Hall and Radio City.

Local merchants also publicized the event through special window displays built around an NBC display piece.

Sponsor Plugs Sportscasters

★ Hyde Park beer has spread the picture of one of its Sportscasters over the length and breadth of St. Louis in an extensive billboard campaign to promote their Sports programs over KWK. Ray Schmidt, who handles one of the Hyde Park Sports Reviews, occupies the billboard space this month. His picture will be removed at the end of that month to be replaced by Johnny O'Hara, who is also on the list of sportscasters, through the medium of an early evening sports broadcast.

The brewing company sponsors all wrestling and boxing descriptions at KWK, as well as bankrolling several nightly periods of sports gossip, to say nothing of a full hour of light entertainment, "The House Party at Otto Hasenpfeiffer's," every Saturday night at 10:30.

During the baseball training season, the sponsor sent O'Hara to the Cardinal training camp, at Daytona Beach, Fla.; and Schmidt to the camp of the St. Louis Browns, at San Antonio, for a series of direct broadcasts of training dope.

KIDO's NBC Link Derby

★ While 400 miles of network lines were being put up from Salt Lake City to Boise, Ida., preparatory to linking KIDO, Boise, with the NBC network, a map over the entrance of the Hotel Boise marked off the day-to-day progress of the line as it crept gradually toward Boise. The "number of miles to go" is indicated, and the sign advises folks to tune in daily on KIDO for progress flashes.

The new hookup made it possible for Idaho residents to hear NBC programs during the daytime.

Station-Merchant Co-op Stunt

★ With "We're in the Money" a slogan, KFRO, Longview, Tex., cooperated with 50 local merchants in a 10-week program pro-

moting a Buck Sale sponsored by the merchants. The stores gave out "bucks" in amounts equivalent to the customer's purchase. These "bucks" are of value in bidding on many articles donated by the participating firms and to be sold at auction in October. First two weeks of the campaign aroused much interest, according to James R. Curtis, KFRO president.

Postcard Campaign

★ KGVO, Missoula, Mont., issued a novelty post card promotion, entitled, "Personages in the Public Eye." Piece calls attention to the fact that movie personalities such as Myrna Loy, Gary Cooper, etc., come from Western Montana, and makes the analogy that Western Montana also presents another personage, every day in the public eye, namely, station KGVO.

"Condolence" Card Scores

★ WBIG, Greensboro, N. C., conceived a novel arretter in the form of a black-bordered "condolence" folder-card "in memoriam for the dollars lost and the good-will ungained by those who are not using" the station for their sales and service message. Inside is reprint of National Life and Accident Insurance Co.'s slant on American system of broadcasting, making figurative radio listener offer memorable argument for nation's dialers. This bit is obviously styled to be kept; size, neatness and quality of message make it logical candidate for the glass top of many an executive desk.

Football Contest Gets Results

★ Three sponsors joined over Salt Lake City's KSL in a resultful promotion in the form of football contest. Twelve game selections were offered weekly, with usual dopestier broadcasts. Weekly awards were given, and grand prize was two-way plane trip to Rose Bowl game, with tickets and movie presentation. More than 40,000 entries were received. Sponsors were Paramount Theater, Deseret News, and Morris Rosen Furbilt Clothes.

Editor Airing Gets Publicity

★ New high in space-getting is the weekly "Editors' Roundtable" on KSTP, St. Paul and Minneapolis. Spot brings editors to the microphone, talking or blasting on favorite issues. One surprise outburst made 200 papers, but usual broadcast at least wins notice in paper of the guesting editor, Val Bjornson, in charge of the program, contrives to bring in the studio editors of various political faiths.

Advertising for Talent

★ New slant on interest build-up before start of dramatic series was spotted with unusually good results by Bliss Syrup Co., over KCKN, Kansas City. Spot announcements and

newspaper classifieds were used to advertise for leading lady. Folks naturally got curious to learn final selection and how she would handle the dramatic fare.

Coverage Map and Figures

★ An attractive two-color job, recently put out by KDAL, Duluth, Minn., is a folder with coverage map and statistics. Copy angles up-trend of business in the area, with accompanying station story.

New Fashion Feature

★ Special promotion, producing new business from seasonal or spot advertisers from Milwaukee's specialty shops, sends Nancy Grey, fashion commentator over WTMJ, Milwaukee, on a flying tour of Arizona's smart resorts and dude ranches. Six Milwaukee firms and American Air Lines are cooperating. Merchandising tie-ins include daily letter to sponsors by Mrs. Grey, and a daily diary, for use on her program which is conducted in her absence by Announcer George Comte. Upon her return, Mrs. Grey will present her impressions in more elaborate form in special programs called "Sun Country News."

Model House Promotion

★ A building promotion aired over WKY, Oklahoma City, in the interest of a new development by local builder combined interview and dramatic media. Announcers toured the neighborhood, asking residents how they liked it. Then came dramatic sketch from newly-built model house. Perry Ward, chief announcer, and Eleanor Naylor Caughron, put on a skit as "The Honeymooners," looking for a home.

Merchant Cooperation

★ Stunt to stimulate Christmas buying in Muncie, Ind., was broadcast over WLBC in cooperation with local merchants. Series of announcements informs public of 22 per cent gain in area's retail sales during reported declines elsewhere. Surveys conducted by station and School of Business Administration, Indiana U., provided the figures.

Boosters Club

★ Tested for nearly a year, Boosters Club of CKTB, St. Catharines, Ontario, has been found of practical benefit to both station and all who use it. Listeners desiring to join must state their willingness to boost all products advertised over the station, and in return they are given membership cards and a small souvenir. Membership qualifies dialers for ten local theater tickets, given daily to five selected members. Selections are announced over the radio, so members wishing the tickets must be consistent tuners-in to the station. Since 95 per cent of the winners have reported for their tickets, inference is that

same percentage of huge Boosters Club membership is listening regularly to CKTB.

Musical Gag

★ Seattle radio fans were puzzled last week by a contest gag advertising Seattle Recording Studios, Inc. The winners were to name correctly the instrument used to play the theme music. Though it sounded exactly like a banjo, actually it was a piano.

The secret—first recordings were made at a slow speed, then played back at a higher speed. Naturally no one guessed the correct name, so prizes were given to the first ten who phoned.

Making It Easy to Order

★ Universal Radio Programs, Inc., has devised a novel promotion stunt for its Christmas feature, "Holiday Greetings." Each station receives a Telegraph blank that orders the show, and all that is necessary for them to do is give the blank to their local telegraph office. It is then forwarded to Universal, collect.

Promotion Work Plugged

★ Slant on a new promotion piece distributed by WISN, Milwaukee, is the station's promotion activity, designed to show advertisers what station is doing toward audience build-up. Done in two colors, first peek announces that station is building "Milwaukee's best mousetraps." But it isn't waiting for listeners to beat the familiar path to its door, the second fold informs. Inside, the activities are listed. These include: display advertising in Milwaukee papers; window posters and blotters supplied to advertisers; airing of program previews, providing listeners with a radio index of broadcasts; outdoor advertising; and heavy publicity releases.

Station Visits by Dealers

★ Canada Dry Ginger Ale, sponsoring a news program over WFIL, Philadelphia, has arranged nightly visits to the studios by its dealers and retailers in a buildup of company relations. Working closely with the station, tours are conducted, the technique of the program is explained, and as finale, the visitors watch the Canada Dry broadcast. Idea is designed to make the dealers radio-conscious and to implant the thought that program is theirs.

Sponsors Swap Boosts

★ Kid winners of the "Children's Hour" amateur program over KLZ in Denver are slated for guest appearances in another KLZ broadcast, thus providing sponsors of both programs with an extra build-up, each drawing mention on the other's show. Tie-up brings together Olinger's, sponsor of the kid show, and the Public Service Co. of Colorado, on the air with "Hospitality House."

Sponsor Political Program

★ "Play Politics," a two-day contest-game which tied-in with the local election under sponsorship of Roger's Jewelry Co., is reported as the most thorough campaign of its kind ever aired by WCMI, Ashland, Ky. Tally sheets were distributed by the local store, and listeners were asked to tabulate the election results as aired by Announcer Ruhle. Listener who submitted the neatest and most accurate sheet was awarded a gold watch, with several other prizes added.

Script Aid from Audience

★ Listeners contribute the commercials for eight sponsors participating in the "WMT Christmas Party," produced by WMT, Cedar Rapids, Iowa. Show, airing until Christmas in half-hour spot, features eight daily merchandise awards for best spot announcements submitted by the audience, each provided by a sponsor. Pulling power of stunt is attested by the station's mail department, already swamped with entries although show is only a few days old.

Thanksgiving Contest

★ Free Thanksgiving turkey was awarded by KFRO, Longview, Texas, to listener sending in best criticism of the station's service. Letters from all parts of East Texas were submitted.

Word-Building Contest

★ A word-building contest, with prizes offered each week to winning listeners, is new commercial over WSGN, Birmingham, sponsored by a local bottler.

Studio Display by Sponsor

★ A complete display of Esso products, tying-in with Esso broadcasts over WBZ-WBZA, has been installed by sponsor in Studio D of WBZ, Boston. It features two Esso gasoline pumps on opposite sides of the entrance, a cardboard cutout, life size, of the Esso Reporter at the mike, and two small displays of Esso Motor Oil in quart cans. Studio background of black velvet and Esso color scheme of red, white and blue, make nice looking for studio visitors.

Free Dog Book

★ A free book on dog training is drawing plenty of response from kid listeners to nightly "Bad Pennies" program over KFOX, Long Beach, Cal. Book, written by Captain Harold Brooks, famous trainer of canine movie stars, is given to each youngster who sends in letter about his dog. Best letters are read over the air.

Reward for News Tips

★ Until-Christmas offer of free Packard Lektro Shaver to person submitting best news tip of the week, has pepped up listener interest besides providing station with news beats, in

Packard program over KCMO, Kansas City. Newscaster Tom Kelly reports that in first week of offer, thirty tips resulting in spot-news stories, were submitted by listeners.

Tieup with Film

★ A beauty contest staged by radio and tieing up with Paramount studios in a plug for "The Barrier" was new promotion stunt marking the appointment of Eddie Rivers as promotion handler of KRSC, Seattle. Idea found sponsor in Bon Marche department store, and good space outlet in Seattle Daily Times.

Object was to pick local girl to appear in forthcoming Paramount picture. Entire contest, beginning with five elimination contests and ending with selection from among daily winners, was conducted in store windows of the sponsor which were designed to present a replica of a set from Paramount's "Barrier." Cinema-minded beauties tied up traffic in the business district, and for benefit of listeners who couldn't see them, told in thirty words "Why I Want to Be in the Movies." Winner of event was picked by Producer Harry W. Sherman, in town with stars Jean Parker and James Ellison for world premiere of the picture. To station went concrete plaques, presented by the movie people in appreciation for success of the promotion.

WHIO Loose Leaf File

★ Market information, coverage maps, information on the station's various departments and services, and an assortment of promotion pieces are contained in a folder being sent out by WHIO, Dayton, O. Entire contents of the folder are in loose form, so they can be taken out separately for reference. Folder is of the filing type.

KLZ Broadside

★ A flashy and colorful broadside just issued by KLZ, Denver, emphasizes the "box-office" attractions of the station, listing 29 of the best bets from the 400 weekly shows and giving lists of current network sponsored programs, national spot accounts, sponsored local programs and sponsored local announcements. It makes quite an impressive presentation.

WFAS Sponsorship Splurge

★ Peggy Ann Shoppe, purveyor of women's fashions in Yonkers, N. Y., has instituted a comprehensive broadcast campaign in connection with its annual pre-holiday merchandising event. Millicent Tralle, director of women's programs on WFAS, White Plains, is presented at the shop each Monday evening at 8 and, in the homelike Peggy Ann atmosphere, entertains one of the prominent women occupied with social, educational or civic functions in Westchester communities within the Yonkers trading area.

Tea and snacks are served as the informal chat goes on. The program proceedings are

"pipe]" to White Plains, where they are transcribed. The actual "on the air" broadcast is from the transcription and takes place Thursday nights at 10.

The radio schedule is intensified with three five-minute programs weekly, also designed, written and presented by Miss Tralle, with the cooperation of Photoplay Magazine. The five minute spots are centered around Hollywood fashions and their application to Peggy Ann and scheduled Mondays and Wednesdays at 3:15 p.m. during the popular "All Request Club" feature and on Saturday mornings at 10 directly preceding Miss Tralle's established program, "Home Decoration."

The Thursday night broadcasts originate in the WFAS new Yonkers studios in the First National Bank Building before an invited audience.

Auto Dealer Promotion

★ The WCCO Artist Bureau, under the personal supervision of Al Sheehan, has been selected to provide live entertainment for the Twin City Chevrolet Dealers "grease pit circuit." The WCCO performers are making personal appearances all month at the showrooms of Chevrolet dealers in Minneapolis, St. Paul and vicinity. A second series of "grease pit shows" has also been set for February.

WCCO's Chevrolet Mass Assembly Dealers Shows will feature Glyde Snyder as emcee, with Dorothy Welsh, singer, the McKay Sisters, dance team, the Dexter Duo, an electric organ, and others.

In conjunction with the live show, motion pictures are to be shown. National as well as local attention is being centered on this unusual idea in sales promotion.

Shell Publicity Drive

★ A heavy publicity and merchandising campaign has been instituted by WIP, Philadelphia, and Shell Union Oil, as a send off for the latter's new program over the station, logged as "Shell's Curiosity Court" and airing in weekly half-hour spot.

Ads 100 x 3 were placed in two Philly morning papers, with larger space in local fan mags. In addition, all Shell dealers were sent letters advising them of new series, and 20 oil trucks were equipped with large banners announcing the program.

Show is question-and-answer type feature, and drew capacity studio audience first night. Auditorium, accommodating 1200, will be used. Contestants obtain entry blanks from Shell dealers.

Card Players Respond

★ An offer of a free pack of playing cards, made over WBBM by Chicago Motor Club to check on its "On to Adventure" drama, brought more than 25,000 requests. The agency, McJunkin, had figured on only 1,000 packs.

WHN Car Card Advertising

★ In an advertising campaign to direct the attention of listeners to programs featured on WHN, the station has begun advertising in surface and subway cars. Advertising, consisting of 1600 car cards, will be changed monthly.

Talent Quest Statewide

★ Utah's 4 major cities, Salt Lake, Ogden, Provo, and Logan now allow listening voters to cast talent tallies in their respective cities through local telephones. The 3:30 p.m. Saturday spot on KSL has become most interesting local Saturday bill. An auditioned reduced number of amateurs compete weekly on Deseret News Search for Talent. Contestants gather nearly 2,000 votes average. Russel Stewart has been assigned announcing duties, Gene Halliday produces. Audience assemblage indicates show may have to be moved to KSL Concert Hall, as main studios are not adequate.

WDZ's Weekly Paper

★ One-page weekly paper of WDZ, Tuscola, Ill., enlists advertiser to make distribution; back of sheet has latter's full-page ad. Paper is published every Friday and contains news and gossip of programs and artists. Ten thousand listeners get it.

Station Plugs During Breaks

★ KFRO in Longview, Tex., is using station breaks as a means of publicizing the facilities of the station. For example, such announcements as "This is KFRO in Longview, the Shopping Center of East Texas"; "This is KFRO in Longview, Texas, giving wings to words the eyes might miss"; "This is KFRO in Longview, covering the rich East Texas area as no other single medium can"; and "This is KFRO in Longview, Texas, the station that saves you money when you go shopping." With the same idea of station promotion in mind, KFRO presents the "Concert Hall of the Air" each Sunday evening, a program which reminds advertisers of the value of radio advertising.

Sponsor—Aid

★ Officials of WKY, Oklahoma City, are finding their out-of-way efforts to help sponsors in putting on shows are paying dividends. Station policy is to make every effort to give the sponsor of a show as many newspaper breaks as possible, promotion in the station's regular newspaper advertising, display cards and posters for merchants' use and ballyhooing the programs in every way possible. Actual tests made by the station management have shown that sponsors appreciate and are much quicker to renew options.

"Shopping Via Radio"

★ Radio activities of Malcolm Brock Co., Bakersfield, Cal., department store, received

heavy play recently in one of store's series of editorialized advertisements in the Bakersfield Californian, newspaper. Piece was headed "Shopping via Radio" and told how store was using the airwaves over Station KPMC. Included were pictures of Lois Burke, KPMC, air personality who conducts the store's daily "Women in the News," and of "Uncle Mel" Dreyfus, skipper of the "Kid's Club," airing weekly for the same sponsor.

Guiding light of stunt was James Stevens, store ad manager, who is keenly interested in radio. At one time he handled his own program for the outfit.

"Around the Dial"

★ Something different in station info-dispensers has just been issued by WDGY, Minneapolis-St. Paul. New mailing piece measures 3½ x 8 and has sixteen pages. "Around the Dial with WDGY" is the title, and at top of each page is a small clock, each set at half-hour intervals of day. Under the clocks, type of program airing at that time is listed, plus dope on sponsor, mail-pull, etc. Last page has clock without hands, where special programs can be shown. Job enables time prospects to tell instantly type of stuff station is airing, and when. Reprints every three weeks are planned, according to Edward P. Shurick, assistant general manager who devised the mailing piece.

KIDO Supplies Column

★ KIDO, Boise, Idaho, has produced "Ben Peekin" who writes a weekly column in the state's leading newspaper, The Statesman. Column is slugged "Thru the Kiddo Keyhole."

"Kiddo" is nickname for KIDO in Boise as well as for manager C. G. Phillips—and column title clicks.

National network as well as local sponsors are given healthy plugs under cover of Ben Peekin's comments. High spots in week's dials are condensed into "Cheering Section" which praises in terse vignette.

Large space given to major programs, which are rotated through the weeks. "Thru the Kiddo Keyhole" is written by a member of KIDO's promotion staff.

Regular Newspaper Ads

★ In a planned promotion effort to keep its listening audience constant throughout the daytime hours as it is at night, WTMJ, Milwaukee, will carry a regular schedule of newspaper advertising during 1938.

The advertising will promote specific daytime shows over periods of a week to ten days, but during the entire year's campaign all features will receive their share of ballyhoo. All will be treated indiscriminately, whether commercial or sustaining.

Advertising will be carried daily, with "radio page requested."

Welcome to Dayton

★ A "Welcome to Dayton" letter is received from WHIO by every family that moves to Dayton. This letter invites them to become members of the great family of WHIO's listeners. Also inclosed is a guest card, personally signed by the manager, extending an invitation to them to visit WHIO's studios. Approximately 30 letters are sent daily.

2,500 Orders Weekly

★ Angelo Palange, airing over WPEN, Philadelphia, in a two-hour Sunday spot for a New York mail order house, has been averaging 2,500 orders weekly, with sales made right over the telephone at 50c apiece. Program is called "The 920 Club," with Palange dubbed "The Gloom Chaser," and style is of the Martin Block variety.

Weather Conditions

★ Miles Laboratories, Elkhart, Ind., through Wade Advertising Agency, will use 150 radio stations as part of the promotional setup for the distribution of twenty million Dr. Miles Weather Calendars. Last year, about 18,500,000 were distributed.

Dorsey Records for Coupons

★ Under arrangements just concluded with the Victor Recording Co., records of the Tommy Dorsey orchestra will be made available to tuners-in of the bandsman's cigaret program. Disks will go for 75 cig coupons each.

WSVA's "Radio Auction"

★ The "Radio Auction Sales" launched Nov. 27 over WWSVA, Harrisonburg, Va., has built up into quite a program with a big following. In these auction sales, the audience is invited to bid. Valuable items of merchandise, mostly suitable gifts, are offered at auction by the program announcer, and the audience send in their bids by mail. Actual sales are held on Mondays, Wednesdays and Fridays at 12:45 p.m., while at the same time on alternating days, and at 10 a.m. daily, details regarding the progress of the sales and brief commercials for participating stores are given, together with popular recorded music.

Parnel Thompson, employed especially for the purpose, sold the participation idea to 58 stores in four towns in the WWSVA area immediate to the studios. Included among those participating were local drug stores, service stations, jewelers, grocers, beauty parlors, auto and auto supply dealers. Each of the participants gave Radio Auction Money with all cash purchases, and high bids awarded to listeners were payable in this auction money only. High bids up to this time have ranged from as low as \$15 to a recent high one for a \$12.95 auto heater bringing \$715 in Radio Auction Money.

Charles Ballou is announcing-auctioneer.

The series ends its eight-week contracts on Jan. 22. Local accounts never before "on the air" have come in on the promotion, and the program is creating wide-spread enthusiasm both among listeners and clients.

Junior Fire Fighters

★ "Junior Fire Fighters," new Cleveland safety organization, held its first meeting over the airwaves of WHK. Studio facilities will be made regularly hereafter under schedule soon to be worked out.

Idea is to promote fire prevention and cut down number of false alarms. Boys and girls from settlement and community houses throughout city have been recruited; their principal duties will be to watch fire boxes in neighborhoods of settlements and report violations. Stunt was developed by Marshall Stalley, director of boy's activity at Goodrich Social Settlement, as result of City Treasurer Leonard S. Levy's "Safety First" broadcasts over the Cleveland station.

Sell Time for Greetings

★ Approximately 200 customers in St. Louis paid WEW \$5 each on Christmas morning to garble their own 50-word Christmas Greetings over the air. The customers broadcast from the executive offices of the St. Louis University station from a special mike. An engineer was stationed there to cut off the mike at the conclusion of each spiel, to keep the "Hello Mom, I'm coming home to dinner" addicts from tripping up the station with the direct communications laws.

KSTP Institutional Campaign

★ The radio industry, although it is constantly extolling the virtues of radio advertising, seldom makes use of it itself. But KSTP, St. Paul-Minneapolis station, did just this, and used available daytime station breaks to plug its own programs.

The announcements, which run about 30 words, are used to publicize forthcoming shows, special features, talent, and even the regular air shows of the day.

The plan has met with good response, not only from listeners, but from advertisers, too, who view the plugs as an extra service to them. However, the plugs are planned exclusively for the listener's benefit.

The system was evolved because it was felt that the ordinary resume got insufficient attention, except from ardent dialers. Result of plugs is that intermittent dialers' attention is grabbed so they come back for more. Short, punchy copy marks the plugs.

Xmas Mail Promotion

★ A new way to promote mail was introduced on WTMJ, Milwaukee, by Eddie Thompson and George Comte, who conduct "Behind the Mike" for Nelson Brothers.

They offered to "exchange" Christmas cards with listeners. To every listener sending

them a Christmas card they send their own. Theirs consists of a government postal with a mike in the middle and their respective pictures on each side, and appropriate verses underneath each half-tone.

Thompson and Comte have been drawing the most mail of any daily feature on WTMJ during December.

They hoped to continue the "exchange" after the holidays, and will simply have new verses as captions for their pictures. The verses are by George Comte, regarded as poet laureate of the station.

KSTP's Seal-Selling Stunt

★ KSTP, St. Paul, took over a job for itself—selling Christmas seals—with an unusual program called "Sealed Request."

Station threw its entire staff into a night-time production, and, through advance station announcements and plugs in the KSTP publicity affiliate, the Minneapolis Journal, told listeners that anything would be offered on the air that was requested, provided the request was mailed and that the envelope contained a Christmas seal.

Upwards of 3,000 requests were received, with the result that the show, planned for one hour, ran two hours and a half. Duplication of requests saved the station's and staff's necks; otherwise they'd be at it still.

Jumbled Geography

★ Folder from KSFO, San Francisco, features two geographically jumbled maps, with equivalent distance, rather than direction, used to drive home story of station's primary and secondary coverage. Confusing by self-admission, job is provocative enough to read further. Distant-reception testimonials from Philco dealers at various California points polish off the story.

Theater Party Draws

★ Matinee theater party, arranged with St. Louis Fox Theater, served double use recently of testing program response over Station KWK and plugging local movie attraction. Idea was to learn drawing power of station's domestic dramatic strip "Mrs. O'Brien's Boarding House." Two thousand theater tickets, one to each listener, were offered dialers who wrote in for them. Supply was exhausted after mention on a few programs.

Give Schools Radio Sets

★ Radio is now in daily use in Montgomery, Ala., public schools, a result of the combined efforts of WSFA and the Montgomery Rotary Club. With Montgomery merchants cooperating, the two organizations presented radio receiving sets to the city's twenty-six schools, both white and negro, as a Rotary community service project. Much of the credit for success of the venture goes to John B. DeMotte and Joe Petranka of the station's staff.



PROGRAMS OF 1937



***Major Networks
COMMERCIAL***



***Major Networks
SUSTAINING***



***Pet Programs of
Stations Everywhere***

A COMPLETE LISTING OF MAJOR NETWORK COMMERCIAL PROGRAMS OF 1937

Following is a complete listing of all national network commercial programs heard during the twelve-month period ending Jan. 1, 1938. Listing includes in addition to the program title, network, sponsor, product and agency handling the account. Compiled through the cooperation of NBC, CBS and MBS.

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Acme White Lead and Color Works Paints	Sunshine Melodies	NBC—Red	Henri, Hurst & McDonald
Acme White Lead and Color Works Paints	Sunshine Melodies	NBC—Blue	Henri, Hurst & McDonald
Acme White Lead and Color Works Paints	Sunday Afternoon with Smiling Ed McConnell	NBC—Blue	Henri, Hurst & McDonald
Adam Hat Stores Hats	Madison Square Garden Boxing Bouts	NBC—Blue	Direct
Admiracion Laboratories Shampoo, Hair Tonic	Tim and Irene	MBS	Charles Dallas Reach
Affiliated Products, Inc. Edna Wallace Hopper Cosmetics	Romance of Helen Trent	CBS	Blackett-Sample-Hummert
Jocur, Kissproof, Outdoor Girl	Rich Man's Darling	CBS	Blackett-Sample-Hummert
Albers Bros. Milling Co. Cereals	Good Morning Tonite	NBC—PC	Erwin, Wasey & Co.
Allegheny Steel Co. Steel	Allegheny Metal Show	NBC—Blue	Walker & Downing
American Bird Products Bird Food	American Radio Warblers	MBS	Weston-Barnett
American Can Co. Cans	Ben Bernie and All the Lads	NBC—Blue	Fuller & Smith & Ross
American Chicle Co. Black Jack Chewing Gum	Lou Little Football Forecasts	MBS	Badger, Browning & Hersey
American Cigarette & Cigar Co. Pall Mall Cigarettes	Dorothy Thompson	NBC—Red	Comptom Advertising
American Home Products Corp. Anacin, Old English Floor Wax	Our Gal Sunday	CBS	Blackett-Sample-Hummert
American Home Products Corp. Old English Floor Wax, Flyded, 3-in-1 oil	Mrs. Wiggs of the Cabbage Patch	NBC—Red	Blackett-Sample-Hummert

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
American Home Products Corp. Louis Philippe, Eano Wallace Hepper Youth Pack	John's Other Wife	NBC—Red	Blackett-Sample-Hummert
American Home Products Corp. Anacin, Bisodal, Kolynos	Just Plain Bill	NBC—Red	Blackett-Sample-Hummert
American Home Products Corp. Anacin	Easy Aces	NBC—Blue	Blackett-Sample-Hummert
American Home Products Corp. Bisodal	Mr. Keen, Tracer of Lost Persons	NBC—Blue	Blackett-Sample-Hummert
American Oil Co. Gasoline	The Preakness	NBC—Blue	Joseph Katz Co.
American Radiator Co. Heating Equipment	Fireside Recitals	NBC—Red	Blaker Advertising Agency
American Rolling Mill Co. Steel	Armco Ironmaster	NBC—Blue	N. W. Ayer & Son
American Tobacco Co. Lucky Strike Cigarettes	Your Hit Parade	CBS	Lord & Thomas
American Tobacco Co. Roi-Tan Cigars	Your News Parade	CBS	Lord & Thomas
American Tobacco Co. Lucky Strike Cigarettes	Man to Man Sports	CBS	Gumbinner Advertising Agency
American Tobacco Co. Lucky Strike Cigarettes	Your Hit Parade	NBC—Red	Lord & Thomas
American Tobacco Co. Lucky Strike Cigarettes	Your Hollywood Parade	NBC—Red	Lord & Thomas
Elizabeth Arden Cosmetics	Melody Puzzles	MBS	Lord & Thomas
Elizabeth Arden Cosmetics	Eddie Duchin's Orchestra	NBC—Blue	Cecil, Warwick & Legler
Atlantic Refining Co. White Flash Gas and Oil	Eddie Duchin & Orchestra in the Hour of Romance	MBS	Cecil, Warwick & Legler
Arton-Fisher Tobacco Co. Spud and Twenty Grand Cigarettes	Ma and Pa Football Broadcasts	CBS	N. W. Ayer & Son
Babbitt Co. Babo-O Cleaner	Ed Wynn	NBC—Blue	N. W. Ayer & Son
Bank of America Banking Service	David Harum	NBC—Red	Young & Rubican
Bank of America National Trust & Savings Association Banking Service	House of Melody	NBC—PC	Blackett-Sample-Hummert
Barbasol Co. Shaving Cream, Razor Blades	Sam Hayes	CBS	Chas. R. Stuart Chas. R. Stuart
	Arthur Godfrey	MBS	Erwin, Wasey & Co.

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Barnsdall Refining Corp. Petroleum Products	Courageous Colonels The Fun Bug	CBS CBS	Co-operative Advertising Agency Co-operative Advertising Agency
Beneficial Management Corp. Personal Loans	Your Unseen Friend	CBS	Albert Frank-Guenther Law
Best Foods Inc. Mayonnaise	Dr. Kate	NBC—PC	Benton & Bowles
Better Speech Institute of America Study Courses	Your English	NBC—Blue	Auspitz & Lee
Bisodol Co. Bisodol	Broadway Varieties	CBS	Blackett-Sample-Hummert
Bowey's Inc. Dori-Rich Milk	Adventures of Dari-Dan	NBC—Red	Stack-Goble
Bowey's Inc. Dori-Rich Milk	While the City Sleeps	NBC—Red	Stack-Goble
Bowey's Inc. Dori-Rich Milk	Terry and the Pirates	NBC—Red	Stack-Goble
Bristol-Meyers Co. Ipana, Sol Hepatizo	Town Hall Tonight	NBC—Red	Young & Rubican
Brown & Williamson Tobacco Corp. Sir Walter Raleigh Tobacco, Avon Cigarettes	Neal O'Hara's Radio Gazette	CBS	Catten, Carton, Dursstine & Osborn
Brown & Williamson Tobacco Corp. Raleigh and Kool Cigarettes	Kentucky Derby	NBC—Blue	Batten, Barton, Dursstine & Osborn
Brown & Williamson Tobacco Corp. Raleigh and Kool Cigarettes	Tommy Dorsey's Orchestra— Ask Yourself Another	NBC—Blue	Batten, Barton, Dursstine & Osborn
Brown & Williamson Tobacco Corp. Raleigh and Kool Cigarettes	Tommy Dorsey's Orchestra Jack Pearl Raleigh-Kool Summer Show Farr-Louis Fight	NBC—Blue NBC—Blue NBC—Blue NBC—Red and Blue	Batten, Barton, Dursstine & Osborn Batten, Barton, Dursstine & Osborn Batten, Barton, Dursstine & Osborn Arthur Kudner
Buick Motor Co. Motor Cars	Braddock-Louis Fight	NBC—Red and Blue	Arthur Kudner
Buick Motor Co. Motor Cars	Finding Yourself	CBS	N. W. Ayer & Son
Burdett Colledge Business Courses	La Salle Fashion Show	NBC—Red	Campbell-Ewald Co.
Cadillac Motor Car Co. Motor Cars	California's Hour	NBC—PC	Lord & Thomas
California Chain Stores Store Promotion			

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
California Conserving Co. Foods	Who Am I	NBC—PC	Emil Brisochoer & Staff
Campano Sales Co. Italian Balm	First Nighter	NBC—Red	Aubrey, Moore & Wallace
Campana Sales Co. Dreskin	Grand Hotel	NBC—Red	Aubrey, Moore & Wallace
Campana Sales Co. Italian Balm	Vanity Fair	NBC—Blue	Aubrey, Moore & Wallace
Campbell Cereal Co. Malto-O-Meal	Rube Appleberry	MBS	Mitchell-Foust Advertising Co.
Campbell Soup Co. Soup, Beans, Tomato Juice	Hollywood Hotel Burns & Allen Ken Murray With Oswald Carborundum Band	CBS CBS CBS CBS	F. Wollis Armstrong Co. F. Wollis Armstrong Co. F. Wollis Armstrong Co. Botten, Borton, Durstine & Osborn
Carborundum Co. Carborundum	Night Editor	NBC—PC	Thomoschke-Elliott
Cardinet Candy Co. Candy Bars	Contented Program	NBC—Red	Erwin, Wasey & Co.
Carnation Co. Carnation Milk	Woman's Magazine of the Air	NBC—PC	Emil Brisochoer & Staff
Geo. W. Coswell Co. Coffee	Dr. Christian	CBS	McCann-Erickson
Chesebrough Manufacturing Co. Vaseline Preparations	Rubinoff and His Violin Romantic Rhythms New Dixie Demons	CBS CBS MBS	Compbell-Ewold Co. Compbell-Ewold Co. Critchfield & Co.
Chicago Engineering Works Air Conditioning and Refrigeration	Major Bowes' Amateur Hour	CBS	Ruthrouff & Ryon
Chrysler Corp. Automobiles	Cities Service Concert	NBC—Red	Lord & Thomas
Cities Service Co. Gas and Oil	The Songshop	CBS	D'Arcy Advertising Co.
Coca Cola Co. Beverage	Gang Busters Hilltop House Beauty Box Theatre Myrt and Marge Adventures with Floyd Gibbons	CBS CBS CBS CBS CBS	Benton & Bowles Benton & Bowles Benton & Bowles Benton & Bowles Benton & Bowles
Colgate-Palmolive-Peet Co. Shaving Cream, Soap, Supersuds, Dental Powder and Cream			

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Commentator Magazine	Commentator Forum	MBS	Cecil, Warwick & Legler
Consolidated Drug Trade Products	Charlie Stookie's Mountain Minstrels	MBS	Benson & Doll
Continental Baking Co.	Renfrew of the Mounted	CBS	Benton & Bowles
Wander Bread	Pretty Kitty Kelly	CBS	Benton & Bowles
Thomas Cook & Son	Cook's Travelogue	CBS	L. D. Wertheimer Advertising
Travel Service			
Thomas Cook & Son	Travel Talks by Malcolm LaPrade	NBC—Red	L. D. Wertheimer Advertising
Travel Service			
Corn Products Refining Co.	Five Star Revue	CBS	E. W. Hellwig Co.
Karo, Ltd.			
Crazy Water Hotel Co.	Music From Texas	MBS	Lucky Bowman & Co.
Crazy Water Hotel and Fizz			
Crown Overall Co.	Pleasant Valley Frolics	MBS	H. W. Kostor & Sons
Overalls			
Crusaders	Current Event Talk	MBS	Marschalk & Pratt
Political			
Cudahy Packing Co.	Bachelor's Children	CBS	Roche, Williams & Cunningham
Old Dutch Cleanser		MBS	Roche, Williams & Cunningham
Cummer Products Co.	Vox Pop	NBC—Red	Stack-Gable
Molle			
Cummer Products Co.	Radio Newsreel	NBC—Red	Stack-Gable
Energine			
Cycle Trades of America	Bicycle Party	NBC—Red	Campbell-Ewald Co.
Bicycles			
Cycle Trades of America	Ridin' High	NBC—Blue	Campbell-Ewald Co.
Bicycles			
R. B. Davis Co.	Joe Penner	CBS	Ruthrauff & Ryan
Cocomalt			
Delaware, Lackawanna & Western	The Shadow	MBS	Ruthrauff & Ryan
Cool Co.			
Blue Cool			
Dely Limited	Jock Burch	MBS	Erwin, Wasey & Co.
Hand Cream			
Drackett Co.	Hello Peggy	NBC—Red	Ralph H. Jones Co.
Drono			

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Duart Sales Co. Cosmetics	The Passing Parade	NBC—PC	Howard E. Williams Co.
Duart Sales Co. Creme of Milk	The Passing Parade	MBS	Direct
E. I. Du Pont de Nemours & Co. Institutional Advertising	Cavalcade of America	CBS	Batten, Barton, Durstine & Osborn
Duff-Norton Manufacturing Co. Lifting Jacks	The House That Jack Built	NBC—Red	Walker & Downing
Durkee's Famous Foods Ltd. Food Products	Good Afternoon Neighbor	CBS	Batsford, Constantine & Gardner
Emerson Drug Co. Bromo-Seitzer	Sid Skolsky	NBC—Blue	J. Walter Thompson Co.
F & F Laboratories Cough Drops	Jenny Peabody	CBS	Blackett-Sample-Hummert
Falstaff Brewing Co. Beer	Public Hero No. 1	NBC—Red	Gardner Advertising Co.
Fels & Co. Fels Naatha Soap	Jack Borch & Orchestra	CBS	Young & Rubican
Fels & Co. Fels Naatha Soap	Tom, Dick & Harry	MBS	Young & Rubican
H. Fendrich Inc. Cigars	Smoke Dreams	NBC—Red MBS	Ruthrauff & Ryan Ruthrauff & Ryan
Ferry Morse Seed Co. Seeds	Martha Phillip's Garden Class	NBC—PC	Gerth-Knollin Advertising Agency
Firestone Tire & Rubber Co. Tires and Tubes	The Voice of Firestone	NBC—Red	Sweeney & James
Firestone Tire & Rubber Co. Tires and Tubes	International Livestock Exposition	NBC—Blue	Sweeney & James
F. W. Fitch Co. Shampoo	Sunset Dreams	NBC—Red	L. W. Ramsey Co.
	Fitch Jingle Program	NBC—Red	L. W. Ramsey Co.
	Interesting Neighbors	NBC—Red	L. W. Ramsey Co.
	Fitch Romances	NBC—Red	L. W. Ramsey Co.
	How To Get the Most Out of Life	CBS	Ruthrauff & Ryan
Florida Citrus Commission Grapefruit, Oranges, Tangerines	Sunday Evening Hour	CBS	N. W. Ayer & Son
Ford Motor Co. Automobiles	Al Pearce & Gang	CBS	N. W. Ayer & Son
	Universal Rhythm	CBS	N. W. Ayer & Son

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Ford Motor Co. Automobiles	Universal Rhythm	NBC—Blue	N. W. Ayer & Son
J. B. Ford Co. Wyonolite Cleaning Products	A Page From Your Life Tell Us Your Story Petticoat of the Air Let's Play Games	CBS CBS CBS MBS	N. W. Ayer & Son N. W. Ayer & Son N. W. Ayer & Son Small & Seiffer
E. Fougere & Co. Vopex	Stars of the Milky Way	MBS	Aubrey, Moore & Wallace
Fresh Milk Industry Milk and Milk Products	Professor Puzzlewit	NBC—PC	Long Advertising Service
Gallenkamp Stores Co. Shoes	Guy Lombardo & Orchestra	CBS	Batten, Barton, Durstine & Osborn
General Baking Co. Bread	Hour of Charm	NBC—Red	Maxon Inc.
General Electric Co. Electrical Appliances	Kate Smith Revue	CBS	Young & Rubicam
General Foods Corp. Columet Baking Powder, Swans-Down Flour	We, the People Mary Margaret McBride	CBS and NBC—Blue CBS	Young & Rubicam Young & Rubicam
General Foods Corp. Grape Nuts	Burns & Allen	NBC—Red	Young & Rubicam
General Foods Corp. Jello	Jack Benny	NBC—Red	Young & Rubicam
General Foods Corp. Maxwell House Coffee	Showboat Good News of 1938	NBC—Red NBC—Red	Benton & Bowles Benton & Bowles
General Foods Corp. Huskies	Believe It or Not	NBC—Red NBC—Blue	Benton & Bowles Benton & Bowles
General Foods Corp. Log Cabin Syrup	Jack Haley's Log Cabin	NBC—Red	Benton & Bowles
General Foods Corp. Minute Tapioca	Stoopnagle & Budd	NBC—Blue	Young & Rubicam
General Foods Corp. Diamond Crystal Salt	Adventures of Captain Diamond On Broadway	NBC—Blue	Benton & Bowles
General Foods Corp. Sanka Coffee	Helen Hayes in Bambi	NBC—Blue	Young & Rubicam
General Foods Corp. Log Cabin Syrup	Log Cabin Dude Ranch	NBC—Blue	Benton & Bowles

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
General Mills Inc. Wheaties, Softasilk, Bisquick	Betty and Bob Hymns of All Churches Betty Crocker Arnold Grimm's Daughter Hollywood in Person Jack Armstrong	CBS CBS CBS CBS CBS NBC—Red	Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert
General Mills Inc. Wheaties	Love Song	MBS	Blackett-Sample-Hummert
General Mills Inc. Gold Medal Flour	General Motors Concerts	NBC—Red NBC—Blue	Campbell-Ewald Co. Campbell-Ewald Co.
General Motor Corp. Motor Cars	Famous Fortunes	MBS	Badger & Browning
General Shoe Corp. Fortune Shoes	Original Community Sing	CBS	Ruthrauff & Ryan
Gillette Safety Razor Co. Safety Razors and Blades	Strange As It Seems	CBS	Raymond R. Morgan Co.
Gilmore Oil Co. Motor Oil and Gas	Gilmore Circus	NBC—PC	Botsford, Constantine & Gardner
Gilmore Oil Co. Motor Oil and Gas	The Best of the Week	NBC—PC	Dan B. Miner Co.
Globe Grain & Milling Co. Flour	Lone Ranger	MBS	Young & Rubicam
Gordon Baking Co. Silver Cup Bread	Old Fashioned Revival	MBS	R. H. Alber & Co.
Gospel Broadcasting Association Evangelical Talks	A and P Band Wagon Starring Kate Smith Time To Shine	CBS	Paris & Peart
Great Atlantic and Pacific Tea Co. A and P Coffees	J. Alden Edkins	NBC—Blue	Birmingham, Castleman & Pierce
Griffin Manufacturing Co. Shoe Polish	Symphony Concert	NBC—Blue	Batten, Barton, Durstine & Osborn
Griswold Manufacturing Co. Aluminum Ware	Philadelphia Orchestra	CBS	The Wessel Co.
Group of American Banks Banking Service	General Hugh S. Johnson	NBC—Blue	The Wessel Co.
Group of American Banks Banking Service		NBC—Blue	Stack-Goble
Grove Laboratories Ergo Quinine			

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Gruen Watch Co. Watches	Time of Your Life	NBC—Red	McCann-Erickson
Gulf Oil Corp. Motor Oil and Gas	Phil Baker Summer Stars	CBS CBS	Young & Rubicam Young & Rubicam
Health Products Corp. Proprietaries	1937 Radio Show Ray Knight's Cuckoos	MBS MBS	William Esty & Co. William Esty & Co.
Hecker Products Corp. H-O Cereals	Hecker's Information Bureau	MBS	Erwin Wasey & Co.
Hecker Products Corp. Silver Dust	Beatrice Fairfax	MBS	Batten, Barton, Durstine & Osborn
H. J. Heinz Co. "57" Varieties	Magazine of the Air	CBS	Maxon Inc.
Horlick's Malted Milk Corp. Malted Milk	Lum and Abner	NBC—Blue	Lord & Thomas
George A. Hormel & Co. Soups, Chile Can Carne Loans	Swing With the Strings	CBS	Batten, Barton, Durstine & Osborn
Household Finance Corp. Loans	It Can Be Done	NBC—Blue	Batten, Barton, Durstine & Osborn
Hudson Coal Co. Coal	Beneath the Surface	NBC—Red	Leighton & Nelson
Hudson Motor Car Co. Motor Cars	Hobby Lobby	CBS	Brooke, Smith & French
Humphrey's Homeopathic Medicine Co. Cough Remedy	Sweethearts of the Air	NBC—Blue	The Biow Co.
Humphrey's Homeopathic Medicine Co. Medicines	Martha and Hal	MBS	The Biow Co.
Illinois Central Rail Road Co. Travel	Heading South	CBS	Caples Co.
International Cellucotton Products Co. Kleenex	The Story of Mary Marlin	NBC—Red	Lord & Thomas
International Shoe Co. Peters Shoes	Dr. Peter Puzzlewit	NBC—PC	
International Silver Co. 1847 Rogers	Silver Theatre	CBS	Young & Rubicam
International Silver Co. Silverware	Musical Camera	NBC—Red	N. W. Ayer & Son
Iodent Chemical Co. Toothpaste	Dress Rehearsal	NBC—Blue	Maxon Inc.

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Jel-Sert Co. Maple-Mix Dessert	Melody of Romance	NBC—Blue	Rogers and Smith
Jel-Sert Co. Maple-Mix Dessert	Woman's Magazine of the Air	NBC—PC	Rogers & Smith
Jergens-Woodbury Sales Corp. Soap	Follow the Moon	NBC—Red	Lennen & Mitchell
Jergens-Woodbury Sales Corp. Woodbury Products	Ripping Rhythm Review	NBC—Blue	Lennen & Mitchell
Jergens-Woodbury Sales Corp. Woodbury Products	Hollywood Playhouse	NBC—Blue	Lennen & Mitchell
Jergens-Woodbury Sales Corp. Jergens Lotion	Walter Winchell	NBC—Blue	Lennen & Mitchell
S. C. Johnson & Son Inc. Johnson's Wax	Fibber McGee & Molly	NBC—Red	Needham, Louis & Brorby
Journal of Living Publishing Corp. Magazine	Victor H. Lindlahr	MBS	Franklin Bruck Advertising Co.
Katro-Lek Laboratories Katro Balsam	Polish Music	MBS	Chambers & Wiswell
Kay Jewelry Co. Jewelry	Stars on Parade	NBC—PC	Sidney Garfinkel Advertising Agency
Kellogg Co. Cereals	Girl Alone	NBC—Red	N. W. Ayer & Son
Kellogg Co. Cereals	Kellogg Singing Lady	NBC—Blue	N. W. Ayer & Son
Kellogg Co. Cereals	Singing Lady Musical Plays	MBS	N. W. Ayer & Son
Kirkman & Son Inc. Soap	Jack & Loretta Clemens	CBS	N. W. Ayer & Son
Kolynos Sales Co. Dentifrice	Hammerstein Music Hall	CBS	Blackett-Sample-Hummert
Knox Gelatine Co. Sparkling Gelatine	Ed East and Ralph Dumke, the Quality Twins	CBS	Federal Advertising Agency
Koppers Coke Co. Coke	Eddie Duchin's Orchestra	NBC—Red	Batten, Barton, Durstine & Osborn

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Kraft-Phenix Cheese Corp. Cheese, Salad Dressing	The Kraft Music Hall	NBC—Red	J. Walter Thompson Co
A. J. Krank Co. Hair Root Oil, Letter Cream	Minute Mysteries Lloyd Pantages Covers Hollywood	CBS CBS	McCord Co. McCord Co.
Krueger Brewing Co. Beer & Ale	Krueger's Musical Taast	NBC—Red	The Biow Co.
Lady Esther Co. Cosmetics	Wayne King's Orchestra	CBS	Stack-Goble
Lady Esther Co. Cosmetics	Lady Esther Serenade	NBC—Red	Stack-Goble
Lambert Pharmacal Co. Listerine	Newlyweds	CBS	Lambert & Feasley
Lambert Pharmacal Co. Listerine	Grand Central Station	NBC—Blue	Lambert & Feasley
Lamont Corliss & Co. Ponds Products	Husbands & Wives	NBC—Blue	J. Walter Thompson Co.
Lamont Corliss & Co. Ponds Products	Mrs. Franklin D. Roosevelt	NBC—Blue	J. Walter Thompson Co.
Lamont Corliss & Co. Ponds Products	Woman's Magazine of the Air	NBC—PC	J. Walter Thompson Co.
Langendorf United Batteries Bakery Goods	Langendorf Pictorial	NBC—PC	McCann-Erickson
Lehn & Fink Products Co. Pebeco Toothpaste, Lysol, Hirc's Honey & Almond Cream, Tussy Lipstick.	The Gumps Follow the Moon Dr. Allen Roy Dafee Between the Bookends Life of Mary Sothern Hawaian Moon Casino Life of Mary Sothern	CBS CBS CBS CBS CBS CBS MBS	Lennen & Mitchell Lennen & Mitchell Lennen & Mitchell William Esty & Co. William Esty & Co. William Esty & Co. William Esty & Co.
Lehn & Fink Products Co. Lysol	Lux Radio Theatre	CBS	J. Walter Thompson Co
Lever Bros. Co. Lux Toilet Soap	Big Town	CBS	Ruthrauff & Ryan
Lever Bros. Co. Rinso, Spyn, Lifebuoy	Big Sister	CBS	Ruthrauff & Ryan
	Aunt Jennv's Real Life Stories	CBS	Ruthrauff & Ryan
	Al Jolson Show	CBS	Ruthrauff & Ryan

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Lewis-Howe Co. Tums	Vocal Varieties	NBC—Red	H. W. Kaszor & Sons Advertising Co.
Libby, McNeil & Libby Food Products	We Are Four	MBS	J. Walter Thompson Co.
Liggitt & Myers Tobacco Co. Chesterfield Cigarettes, Gramax Tobacco	Music From Hollywood with Hal Kemp and Alice Faye Andre Kostelanetz and Guest Alexander Woolcott The Town Crier Eddie Dooley Football Forecasts Sports Resume Jolly Joe	CBS CBS CBS CBS CBS CBS CBS MBS	Newell-Emmett Co. Newell-Emmett Co. Newell-Emmett Co. Newell-Emmett Co. Newell-Emmett Co. Newell-Emmett Co. Newell-Emmett Co. Rogers & Smith
Little Crow Milling Co. Coco-Wheats	30 Minutes in Hollywood	MBS	Redfield-Johnstone
Local Cooperative Campaign Cooperative Sponsors	Morning Matinee	MBS	Dorland International
Local Department Stores Department Stores	Meet Your Neighbor	NBC—PC	Long Advertising Service
Local Loan Co. Loans	Snow Village	NBC—Red	Newell-Emmett Co.
Loase-Wiles Biscuit Co. Croekers	Hollywood Screenscoops	CBS	Lennen & Mitchell
P. Lorillard Co. Old Gold Cigarettes	Gus Edwards' School Days	CBS	Barnes-Chase Co.
Los Angeles Soap Co. White King Soap	Jimmy Fiddler	NBC—Red	J. M. Mathes
Ludens Inc. Cough Droops	Lutheran Hour	MBS	Kelly, Stuhlman & Zarndt
Lutheran Laymen's League Religious	Dog Heroes	NBC—Blue	Clements Co.
Modern Food Process Co. Dog Food	Modern Romances	NBC—Blue	Lennen & Mitchell
Modern Magazines Inc. Modern Romances	Moonglow Melodies	CBS	Emil Brisacher & Staff
Moon Glow Cosmetic Co. Nail Polish & Remover	Betty Moore Triangle Club	NBC—Red	Direct
Benjamin Moore & Co. Paints			

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John Morrell & Co. Red Heart Dog Food	Tea Time At Morrell's	NBC—Red	Henri, Hurst & McDonald
Philip Morris & Co. Ltd. Philip Morris Cigarettes	Johnnie Presents	CBS	The Biow Co.
Philip Morris & Co. Ltd. Philip Morris Cigarettes	Philip Morris Program	NBC—Red	The Biow Co.
C. F. Mueller Co. Macaroni	Kitchen Cavalcade	NBC—Blue	Kenyon & Eckhardt
Murine Co. Eye Wash	Listen To This	MBS	Vanderbie & Rubens
The Musterole Co. and E. W. Rose Co. Musterole, Zemo	Carson Robison & His Buckaroos	MBS	Erwin, Wasey & Co.
Nash-Kelvinator Corp. Nash Cars, Kelvinator Refrigerators	Speedshow With Floyd Gibbons Professor Quiz	CBS CBS	J. Walter Thompson Co. Geyer, Cornell & Newell
National Biscuit Co. Food Products	1937 Edition of Twin Stars with Victor Moore and Helen Broderick	CBS	McCann-Erickson
National Biscuit Co. Food Products	Twin Stars	NBC—Blue	McCann-Erickson
MacFadden Publications Inc. True Story Magazine	Court of Human Relations	NBC—Red	Arthur Kudner
MacFadden Publications Inc. True Detective Story Magazine	True Detective Mysteries	MBS	Ruthrauff & Ryan
MacFadden Publications Inc. True Story Magazine	Good Will Hour	MBS	Ruthrauff & Ryan
Main Development Commission Maine Products	The Girl From Maine	MBS	Brooke, Smith, French & Dorrance
McKesson & Robbins Tooth Powder	Meadow's Beauty Forum	MBS	Brown & Tarcher
Maltex Co. Maltex Cereal	Treasure Adventures of Jack Masters	CBS	J. M. Mathes
Manhattan Soap Co. Sweetheart Soap	The Wife Saver	CBS	Peck Advertising Agency
Manhattan Soap Co. Sweetheart Soap	The Wife Saver	NBC—Red	Peck Advertising Agency
Manhattan Soap Co. Sweetheart Soap	Thomas Conrad Sawyer	NBC—PC	Peck Advertising Agency

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J. W. Marrow Manufacturing Co. Shampoo	Henry Busse's Orchestra	NBC—Red	Baggaley, Horton & Hoyt
J. W. Marrow Manufacturing Co. Shampoo	Sweet Rhythms	NBC—PC	James-Morton
Maybelline Co. Mascara	Penthouse Serenade	NBC—Red	Cramer-Krassett Co.
Mennen Co. Mennen Products	Famous Jury Trials	MBS	H. M. Kieswetter Advertising Agency
Miles Laboratories Alka-Seltzer	Uncle Ezra's Radio Station EZRA	NBC—Red	Wade Advertising Agency
Miles Laboratories Alka-Seltzer	National Barn Dance	NBC—Blue	Wade Advertising Agency
National Ice Advertising Inc. Natural Ice and Ice Boxes	Homemaker's Exchange with Eleanor Howe	CBS	Donahue & Coe
National Ice Advertising Inc. Natural Ice and Ice Boxes	Homemaker's Exchange	NBC—Red	Donahue & Coe
National Ice Advertising Inc. Natural Ice and Ice Boxes	Gladys Swartout	NBC—Red	Donahue & Coe
National Silver Co. Tableware	Irving Kaufman, Pauline Alpert and Louise Wilcher Speeches	MBS	Frank Presbrey Co.
New York State Democratic Committee Political	Gabriel Heatter	MBS	Fischer, Zealand Co.
North American Accident Insurance Co. Accident Insurance	Hollywood Observer	MBS	Franklin Bruck Advertising Co.
Noxema Chemical Co. Noxema Medicated and Shaving Cream	Irvin S. Cobb & His Paducah Plantation	CBS	Ruthrauff & Ryan
Olds Motor Works Motor Cars	Winning the West	NBC—Red	D. P. Brother & Co.
Occidental Life Insurance Co. Insurance	Romantic Serenaders	NBC—PC	Chas. R. Stuart Inc.
Olson Rug Co. Rugs	Coffee Club	MBS	Presba, Fellers & Presba
Owens-Illinois Glass Co. Glass Containers	Treasure Island	MBS	U. S. Advertising Corp.
Owl Drug Co. Drugs		NBC—PC	D'Evelyn & Wadsworth

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Oxo Ltd. Beef Cubes	Clarence Hayes	NBC—PC	Doremus & Co.
Pacific Coast Borax Co. Twenty Mule-Team Borax	Death Valley Days	NBC—Blue	McCann-Erickson
Pacific Guano Co. Fertilizer	Garden Guide	NBC—PC	McCann-Erickson
Packard Motor Co. Motor Cars	Hollywood Mardi Gras	NBC—Red	Tomashke-Elliott Inc.
Packers Tar Soap Inc. Soap	Thatcher Colt Mysteries	NBC—Red	Young & Rubicam
Parker Watch Co. Watches	Sunday Morning Quarterback	MBS	Stack-Goble
Pepperell Manufacturing Co. Sheets	Dr. Karl Reiland	NBC—Blue	De Garmo Corp.
The Pepsodent Co. Toothpaste	Amos n' Andy	NBC—Red	Batten, Barton, Durstine & Osborn
Pet Milk Sales Corp. Pet Milk	Saturday Night Serenade Pet Milky Way with Mary Lee Taylor, Home Economist	CBS CBS	Lord & Thomas
Philco Radio & Television Corp. Philco Radios	Boake Carter, News	CBS	Gardner Advertising Co. Gardner Advertising Co.
Phillips Packing Co. Soups	George Rector	CBS	Hutchins Advertising Co.
Phillips Petroleum Co. Phillips 66 Gas	Phillips Poly Follies	CBS	Comton Advertising
Pillsbury Flour Mills Flour	Today's Children	NBC—Red	Lambert & Feasley
Pontiac Motor Co. Motor Cars	Kathryn Cravens' News Through A Woman's Eyes	CBS	Hutchinson Advertising Co.
Pontiac Motor Co. Motor Cars	Pontiac Varsity Show	NBC—Red	MacManus, John & Adoms
Princess Pat Ltd. Cosmetics	A Tale of Today	NBC—Red	MacManus, John & Adoms
Procter & Gamble Co. Comay	Pepper Young's Family	NBC—Red NBC—Blue	McJunkin Advertising Co.
Procter & Gamble Co. Chips	The Road of Life	NBC—Red NBC—Blue	Pedlar & Ryan Pedlar & Ryan Compton Advertising Compton Advertising

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Procter & Gamble Co. Crisco	Vic and Sade	NBC—Red NBC—Blue	Compton Advertising Compton Advertising
Procter & Gamble Co. Dreft	Kitty Keene	NBC—Red	Compton Advertising
Procter & Gamble Co. Drene	Jimmy Fiddler	NBC—Red	H. W. Kastor & Sons Advertising Co.
Procter & Gamble Co. Ivory Flakes	Story of Mary Marlin	NBC—Red NBC—Blue	Compton Advertising Compton Advertising
Procter & Gamble Co. Ivory Soap	The O'Neills	NBC—Red NBC—Blue	Compton Advertising Compton Advertising
Procter & Gamble Co. Oxydol	The Goldbergs	NBC—Red	Blackett-Sample-Hummert
Procter & Gamble Co. Oxydol	Oxydol's Own Ma Perkins	NBC—Red NBC—Blue	Blackett-Sample-Hummert Blackett-Sample-Hummert
Procter & Gamble Co. White Naphtha	The Guiding Light	NBC—Red	Compton Advertising
Procter & Gamble Co. Ivory Soap	The Gospel Singer	NBC—Red NBC—Blue	Compton Advertising Compton Advertising
Procter & Gamble Co. Chipso	Personal Column of the Air	NBC—Red	Blackman Advertising
Procter & Gamble Co. Drene	Jerry Cooper	NBC—Red	H. W. Kastor & Sons Advertising Co.
Procter & Gamble Co. Oxydol	Couple Next Door	MBS	Blackett-Sample-Hummert
Pro-Ker Laboratories Hair Tonic	Hair Raising Mysteries	NBC—PC	General Advertising Agency
Pure Milk Products Gold-n-Rich Cheese	Petticoat Philosophy	MBS	Hanff-Metzger of Ill.
Quaker Oats Co. Cereals	Kaltenmeyer's Kindergarten	NBC—Red	Lord & Thomas
Quaker Oats Co. Aunt Jemima Flour	Aunt Jemina in the Cabin at the Crossroads	NBC—Blue	Lord & Thomas
Rabin Co. Cosmetics	Just Between Us	MBS	Hayes MacFarland Co.
Radio Corporation of America Radios	The Magic Key of RCA	NBC—Blue	Blue Direct

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Radio Corporation of America Radios	Carnival of Champions	NBC—Blue	Lord & Thomas
Radio Corporation of America Radios	Metropolitan Opera	NBC—Blue	Lord & Thomas
Radio Guide Magazine	Court of Honor	NBC—Blue	Lord & Thomas
Ralston-Purina Co. Ry-Crisp	Marion Talley	NBC—Red	Gardner Advertising Co.
Ralston-Purina Co. Wheat Cereal	Tom Mix	NBC—Red NBC—Blue	Gardner Advertising Co. Gardner Advertising Co.
Real Silk Hosiery Co. Hosiery	Edwin C. Hill	NBC—Blue	Leo Burnett Co.
Regional Advertisers Inc. Gas Promotion	The Mystery Chef	NBC—Red	McCann-Erickson
R. J. Reynolds Tobacco Co. Camel Cigarettes	Camel Caravan Jack Oakie's College Benny Goodman's Swing School Richfield Reporter	CBS CBS CBS NBC—PC	William Esty & Co. William Esty & Co. William Esty & Co. Hixson-O'Donnell
Richfield Oil Corp. Gas & Oil	Olsen & Johnson	NBC—PC	Hixson-O'Donnell
Richfield Oil Corp. Gas & Oil	Calling All Cars	CBS	Hixson-O'Donnell
Rio Grande Oil Inc. Petroleum Products	Headlines	MBS	
Rocke News Syndicated Program Local Sponsors Products	Music For the Family	MBS	Direct
S. S. S. Co. S. S. S. Tonic	Woman's Magazine of the Air	NBC—PC	J. Walter Thompson Co
Scott Paper Co. Towels	Saturday Night Party	NBC—Red	N. W. Ayer & Son
Sealtest Inc. Milk	Rising Musical Stars	NBC—Red	McKee, Albright & Ivey
Sealtest Inc. Milk	March of Time	CBS	Batten, Barton, Durstine & Osborn
Servel Inc. Electrolux Refrigerators	Lifetime Revue	MBS	Russell M. Seeds Co.
W. A. Sheaffer Pen Co. Fountain Pens	The Shell Show	NBC—Red	J. Walter Thompson Co.
Shell Union Oil Corp. Gas & Oil			

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Sherwin-Williams Co. Paints	Metropolitan Opera Auditions of the Air	NBC—Blue	Cecil, Warwick & Legler
Signal Oil Co. Gas & Oil	Signal Carnival	NBC—PC	Logan & Stebbins
Sinclair Refining Co. Petroleum Products	Babe Ruth Sports Talks	CBS	Federal Advertising Agency
Skelly Oil Co. Petroleum Products	Court of Missing Heirs	CBS	Blackett-Sample-Hummert
Sinclair Refining Co. Petroleum Products	Sinclair Minstrels	NBC—Blue	Federal Advertising Agency
Stal Products Skol Antiseptic	Hollywood Sunshine Girls	MBS	Peck Advertising Agency
David A. Smart Magazine	Coronet On the Air	NBC—Blue	Batten, Barton, Dursfaine & Osborn
Smith Bros. Cough Drops	Melody Matinee	NBC—Red	Brown & Tarcher
Social Justice Publishing Co.	Father Coughlin	MBS	Albert M. Ross
Sperry Flour Co. Flour	Male Chorus	CBS	Westco Advertising Agency
Sperry Flour Co. Flour	Western Home Show	CBS	Westco Advertising Agency
Sperry Flour Co. Flour	Sperry Day-Time Special	NBC—PC	Westco Advertising Agency
Sperry Flour Co. Flour	Sperry Sunday Special	NBC—PC	Westco Advertising Agency
Sperry Flour Co. Flour	Gloria Gale	NBC—PC	Westco Advertising Agency
Sperry Flour Co. Flour	Woman's Magazine of the Air	NBC—PC	Westco Advertising Agency
Standard Brands Inc. Tender Leaf Tea	One Man's Family	NBC—Red	J. Walter Thompson Co.
Standard Brands Inc. Chase & Sanborn Coffee	Good Will Court	NBC—PC	J. Walter Thompson Co.
Standard Brands Inc. Chase & Sanborn Coffee	Do You Want To Be An Actor	NBC—Red	J. Walter Thompson Co.
Standard Brands Inc. Chase & Sanborn Coffee	The Chase & Sanborn Program	NBC—Red	J. Walter Thompson Co.
Standard Brands Inc. Royal Desserts	The Royal Gelatin Program	NBC—Red	J. Walter Thompson Co.
Standard Brands Inc. Yeast	Fleischmann's Yeast Program	NBC—Blue	J. Walter Thompson Co.

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Standard Brands Inc. Yeast	The Bakers Broadcast	NBC—Blue	J. Walter Thompson Co.
Standard Oil Co. of Calif. Gas & Oil	Standard School Broadcasts	NBC—PC	McCann-Erickson
Standard Oil Co. of Calif. Gas & Oil	Standard Symphony	NBC—PC	McCann-Erickson
Sterling Products Inc. Bayer Aspirin	Second Wife Starring Helen Mencken	CBS	Blackett-Sample-Hummert
Sterling Products Inc. Milk of Magnesia	Waltz Time	NBC—Red	Blackett-Sample-Hummert
Sterling Products Inc. Bayer Aspirin	Album of Familiar Music	NBC—Red	Blackett-Sample-Hummert
Sterling Products Inc. Dr. Lyons Products	Manhattan Merry-Go-Round	NBC—Red	Blackett-Sample-Hummert
Sterling Products Inc. Dr. Lyons Products	Backstage Wife	NBC—Red	Blackett-Sample-Hummert
Sterling Products Inc. Milk of Magnesia	How To Be Charming	NBC—Red	Blackett-Sample-Hummert
Sterling Products Inc. Milk of Magnesia	Lorenzo Jones	NBC—Red	Blackett-Sample-Hummert
Sterling Products Inc. Cal-Aspirin	Painted Dreams	MBS	Blackett-Sample-Hummert
Sterling Products Inc. Calinad	Get Thin To Music	MBS	Thompson-Koch Co.
Stewart Warner Corp. Radio, Alomite, Refrigerators	Horace Heidt & His Brigadiers	CBS	Hays MacFarland & Co.
Stewart Warner Corp. Alomite	Horace Heidt & His Brigadiers	NBC—Blue	Hays MacFarland & Co.
Studebaker Corp. Motor Cars	Studebaker Champions	NBC—Red	Roche, Williams & Cunyningham
Sun Oil Co. Gas & Oil	Lowell Thomas	NBC—Blue	Roche, Williams & Cunyningham
Sussman, Wormser & Co. Foods	I Want A Divorce	NBC—PC	Emil Brisacher & Staff
Sussman, Wormser & Co. Foods	Junior News	NBC—PC	Emil Brisacher & Staff
Swift & Co. Surbitt's Cigarettes	Junior Nurse Corps	CBS	Stack-Goble

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Swift & Co. Meats	Swift & Co. Program	NBC—Red	J. Walter Thompson Co.
Swift & Co. Sunbrite Cleaner	Junior Nurse Corps	NBC—Blue	Stack-Gable
Sylmar Packing Corp. Canned Foods	Casandra Musical	CBS	Pacific Market Builders
Table Products Inc. Duchess Salad Dressing	Fletcher Wiley	CBS	Lord & Thomas
Tastyeast Inc. Yeast	Tastyeast Jesters	NBC—Blue	Peck Advertising Agency
Tavannes of America Inc. Watches	Split Seconds In History	CBS	Milton Weinberg Advertising Agency
Texas Co. Texaco Products	Texas Fire Chief starring Eddie Cantor	CBS CBS	Hanff-Metzger Hanff-Metzger
Tide Water Associated Oil Co. Petroleum Products	Texaco Town	CBS	Lord & Thomas
Tide Water Associated Oil Co. Petroleum Products	Pacific Coast Conference Foot- ball Game Broadcasts	CBS	Lord & Thomas
Tillamook County Creamery Association Cheese	Associated Football	NBC—PC	Lord & Thomas
Time Inc. Time Magazine	Bennie Walker's Tillamook Kitchen	NBC—PC	Botsford, Constantine & Gardner
Time Inc. Time Magazine	March of Time	CBS	Batten, Barton, Durstine & Osborn
Time Inc. Time Magazine	March of Time	NBC—Blue	Batten, Barton, Durstine & Osborn
Union Oil Co. Gas & Oil	Thrills	NBC—PC	Lord & Thomas
U. S. Tobacco Co. Dill's Best & Model Pipe Tobacco	Pick & Pat in Pipe Smoking Time	CBS	Arthur Kudner Inc.
Vadisco Sales Corp. Gold Tablets Cosmetics	Court of Human Relations	MBS	Albert M. Ross
Varady of Vienna Inc. Cosmetics	Ted Weems and his Orchestra	MBS	Bagaley, Horton & Hoyt
Vick Chemical Co. Vapo-Rub, Vapo-Tro-Nol	Vick's Open House	CBS	Morse International
Vocational Service Inc. School	Tony Wans' Scrapbook Doctor Dollar	CBS NBC—Red	Morse International Critchfield & Co.
Wallace Biscuit Co. Escarots	Get Thin To Music	MBS	Reincke, Younggreen & Finn

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
The Wander Co. Ovaltine	Little Orphan Annie	NBC—Red	Blackett-Sample-Hummert
The Wander Co. Ovaltine	Mollie of the Movies	MBS	Blackett-Sample-Hummert
Ward Baking Co. Bread & Cake	News of Youth	CBS	Fletcher & Ellis
William R. Warner Co. Sloan's Liniment	Behind Prison Bars	NBC—Blue	Cecil, Warwick & Legler
William R. Warner Co. Sloan's Liniment	Warden Lawes in 20,000 Years in Sing Sing	NBC—Blue	Cecil, Warwick & Legler
Wasey Products Co. Musterole-Krem	Voice of Experience	NBC—Red	Erwin, Wasey & Co.
Wasey Products Co. Barbasol	Singin' Sam	NBC—Blue	Erwin, Wasey & Co.
Wasey Products Co. Proprietaries	Jacob Tarshish	MBS	Erwin, Wasey & Co.
G. Washington Refining Co. Coffee	Uncle Jim's Question Bee	NBC—Blue	Cecil, Warwick & Legler
Welch Grape Juice Co. Grape Juice	Irene Rich	NBC—Blue	H. W. Kastor & Sons Advertising Co.
Wesson Oil & Snowdrift Co. Salad Oil	Hawthorne House	NBC—PC	Fitzgerald Advertising Agency
Western Bakeries of America Weber Bread	Lone Ranger	MBS	Scholtz Advertising Service
Wheatena Corp. Wheatena	Popeye, The Sailor	CBS	Rohrbaugh & Gibson
Wheeling Steel Corp. Steel Products	Musical Steel Makers	MBS	Critchfield & Co.
J. B. Williams Co. Shaving Cream	True or False	MBS	J. Walter Thompson Co.
Willys Overland Auto Co. Automobiles	Willys Surprise Party	MBS	U. S. Advertising Corp.
William Wrigley Jr. Co. Chewing Gum	Poetic Melodies Mortimer Gooch Scattergood Baines	CBS CBS CBS	Neisser-Myerhoff Inc. Neisser-Myerhoff Inc. Neisser-Myerhoff Inc.
Zenith Radio Corp. Radios	Zenith Foundation	NBC—Blue	E. H. Brown Advertising Agency

NATIONAL NETWORK SUSTAINING PROGRAMS

of 1937

The following listings of network sustaining programs are composed of only those broadcasts heard on a regular schedule during 1937. The list does not include programs heard as special event or one-time shots. A number of the programs listed are either institutional or time has been donated by networks to an educational institution for special series.

List was compiled through the cooperation of CBS, MBS and NBC.



CBS



American School of the Air
As You Like It
Between the Bookends
Bill Wright, Vice-President
Blue Velvet Music
Brave New Worlds
Buddy Clark Entertains
Chamber Musicale
Chicago Variety Hour
Church of the Air
Cincinnati Conservatory of Music
Cincinnati Symphony Orchestra
Colonel Jack Major
Columbia's Concert Hall
Columbia Shakespearian Cycle
Columbia Workshop
Current Questions Before Congress
Curtis Institute of Music
Dear Columbia
Dear Teacher

Designs in Harmonies
Dorothy Gordon's Juvenile Programs
Down By Herman's
Drama of the Skies
Earaches of 1938
Essays In Music
Everybody's Music
Fighting Crime
Fireside Chats by President F. D. Roosevelt
Funny Things
Grant Park Concerts
Greenfield Village Chapel
Headlines and Bylines
Hollywood Show Case
H. V. Kaltenborn's News Comments
It's All in Fun
Lew White Entertains
Living Dramas Of The Bible
Let's Pretend
Lewisohn Stadium Concerts
Major Bowes' Capitol Family

Make-Believe
 Manhattan Matinee
 Mellow Moments
 Metropolitan Parade
 Milestones with David Ross
 Morning Almanac
 Musical Americana
 Music In the Air
 National Women's Amateur Golf
 New Horizons
 New York Academy of Medicine
 New York Philharmonic-Symphony
 Orchestra
 New York Philharmonic-Symphony
 Orchestra Children's Concerts
 Our American Neighbors
 Poet's Gold
 Pop Concerts
 Press Radio News
 Radio Spelling Bee
 Rambles in Rhythm
 Richard Maxwell's Songs of Com-
 fort
 Salt Lake City Tabernacle Hour
 Saturday Night Swing Club
 Science Service
 Song Time
 Story of the Song
 Sunday Morning at Aunt Susan's
 Sunday News and Reviews
 Theater Matinee
 The People's Choice
 The Story of Industry
 Tish
 Tito Guizar Entertains
 Treasure Island
 U. S. Army Band
 U. S. Marine Band
 Vocals by Verrill

Wilderness Road
 World Series
 Your Garden and Mine
 Your Home and Mine
 Your Neck of the Woods



American Wild Life Conservation
 Series
 Benay Venuta's Variety Program
 Bookshelf of Poetry and Prose
 Carnegie Tech Symphony Concerts
 Children's Hour
 Chicago Symphony Orchestra
 Console and Keyboard
 Continental Revue
 Crime Clinic
 Current History
 Curtain Time
 Development of Music
 Elder Michaux Congregation
 Epic of America
 Fabien Sevitsky's Concert Music
 Forum Hour
 Gabriel Heatter, commentator
 German Band
 Good Health and Training
 Henry Weber's Concert Orchestra
 Hi There, Audience
 Hobby Lobby
 How About It
 Indianapolis Symphony Orchestra
 Johnson Family
 Jazz Nocturne
 John Steele, commentator
 Leading Football Games
 Les Miserables

Let's Visit
Los Angeles Civic Chorus
Louisiana Hayride
Microphone in the Sky
Musical Camera
Musical Cartoons
Music for the School
Music for Today
New Poetry Hour
New World Chamber Music
New York State Racing Association
Northwestern University
On A Sunday Afternoon
Parent's Magazine of the Air
Perole String Quartet
Polo Matches
Portland Junior Symphony
Radio Coloniale
Radio Garden Club
R. Gram Swing, commentator
Recital Hall
Regular International from Europe,
Canada and South America
Reviewing Stand
Rutgers Home Economics Bureau
Sinfonietta and Symphonic Strings
Story Book
Studies in Contrast
Theater Digest of the Air
The Right Job
This Wonderful World
Track Meets
Witch's Tale
World Series



Air Breaks
America's Town Meeting of the Air

As I See It
Bishop and the Gargoyle
Blake, Sue
Breakfast Club
Bughouse Rhythm
Call to Youth
Cheerio
Chicago Symphonic Hour
Club Matinee
Coast To Coast On A Bus
Detective Series
Dreams of Long Ago
General Federation of Women's
Clubs
Give Us the Funnies
Gun Smoke Law
Have You Heard
Healani Of The South Seas
Honeymooners
Humor in the News
Jamboree
Johnson, Christine
Let's Talk It Over
Mario Cozzi
Men Who Made America
Message of Israel
Metropolitan Opera
Metropolitan Opera Guild
National Congress of Parents and
Teachers
National Farm and Home Hour
National Radio Forum
NBC Home Symphony
NBC Music Appreciation Hour
NBC Music Guild
NBC Night Club
NBC Spelling Bee
NBC Symphonic Concerts
Neighbor Nell

Our Barn
Our Neighbors
Radio City Music Hall
Raising Your Parents
Romance of '76
Schallert, Elza, Review
Senator Fishface and Professor
 Figgsbottle
Small, Mary
Snow, Amanda
Sunday Night Theater
That's Life
There Was A Woman
Winslow, Don, Of the Navy
Whither Music
World Series
Young Hickory



ABC of NBC
Amateur Sports
American Education Forum
Animal News Club
Answer Me This
Boissevain, Eugene
Bravest of the Brave
Catholic Hour
Chasin Music Series
Claire, Malcolm
Cooke, Alistair
Current Events in Washington
Dan Harding's Wife
Dr. Maddy's Band Lessons
Education in the News
Fashion Show

Forum on Character Building
Flying Time
Footnotes on Headlines
Fun in Music
General Federation of Women's
 Clubs
Good Morning Melodies
Hale, Florence, Radio Column
How To Open A Shop
It's A Woman's World
Landt Trio
Lights Out
Music And American Youth
Music For Moderns
Not for Ladies
NBC Music Appreciation Hour
NBC Music Guild
NBC Symphony Concerts
Old Traveler's Tales
Our American Schools
Religion in the News
Revell, Nellie, Interviews
Sablon, Jean
Science in the News
Silver Flute
Snow, Amanda
Special Delivery
Streamliners
Turn Back the Clock
Wise Man
Vagabond Adventures
Words and Music
World Series
Women and News
World Is Yours
Your Health

PET PROGRAMS

The following list of "pet programs" has been compiled by RADIO ANNUAL from questionnaires and direct contact. Listings are composed of programs voiced by stations as their most outstanding contributions to their listeners. In many instances, programs listed have been originated from the station, and later adopted by additional outlets nationally. . . .

UNITED STATES

Alabama

- WBRC Birmingham
Early Morning Varieties,
G-E Highlights,
The Town Talks,
Three Little Pigs.
- WSGN Birmingham
Three Little Pigs.
- WMFO Decatur
Inquiring Reporter,
Farm and Home Hour,
Breakfast Club.
- WJBY Gadsden
Complete News Coverage.
- WBHP Huntsville
Garden of Dreams.
- WALA Mobile
The Easy Hour.
- WSFA Montgomery
Little Theatre,
Minute Man and Canaries.
- WMSD Sheffield
The Hilly Billy Program.
- WJRD Tuscaloosa
Blackfriar Radio Players,
Jackie Boy Faire and His Electric
Hawaiians,
Breakfast Club,
Musical Clock,
Sunrise Jamboree.

Arizona

- KFQD Anchorage
The Ice Worms,
The Children's Birthday Party.
- KOY Phoenix
Arizona Sunrise Hour,

- Arizona Dude Ranch,
The Dinner Bell.
- KUMA Yuma
Listeners' League.
- KVOA Tucson
Artists and Models,
Spanish American Program,
Rodeo Broadcast,
Kiddies Parade,
Man on the Street,
Smart Talk.

Arkansas

- KFPW Fort Smith
Caravan of Dreams,
Saturday Night Jamboree,
Border Post of the Air,
Curtain Rising Hour,
City Forum.
- KTHS Hot Springs
Country Store.
- KBTM Jonesboro
Let's Talk It Over,
It Happened This Morning,
Farm Service Program.
- KLRA Little Rock
Woman's Magazine of the Air,
Arkansas Booster Club,
Nightowl Frolic,
Early Risers' Club,
Bucklebusters.
- KUOA Siloam Springs
Cathedral of the Ozarks,
God's Holy Hour,
News for Breakfast.
- KCMC Texarkana
Do You Know?,
What Would You Do?,
Man on the Street,
Circus Broadcasts.

California

- KERN** Bakersfield
Brain Teasers,
Uncle Mel's Kids Club.
- KRE** Berkeley
Music of the Masters.
- KFWB** Hollywood
High Jinks,
Let's Go Hollywood,
Can You Write a Song?,
Take the Air,
Amateur Authors.
- KMTR** Hollywood
Jimmy and His Saddle Pals,
Corriere Dell'Aria,
20th Century International News-
reel,
California Theatre.
- KFOX** Long Beach
Jerry Nelson, The Boy Reporter,
Dick Jordan, Soldier of Fortune,
Hal Nichols and His School Kids,
Hal Nichols and His Bad Pennies.
- KEHE** Los Angeles,
Listen Ladies,
Treasure Hunt,
Musical Clock,
By Candlelight,
Olympic Fights,
House of McGregor,
Pauline's Party.
- KFAC** Los Angeles
Country Church of Hollywood,
Bullock's Whoa Bill Program,
Weaver of Dreams,
Doctors Courageous,
Concert Hall.
- KFVD** Los Angeles
Editor of the Air,
Starlight Revue,
Man on the Street,
Poetry Club.
- KHJ** Los Angeles
Presenting David Broekman,
Calling All Cars,
Reunion of the States,
Help Thy Neighbor.
- KNX** Los Angeles
Your Witness,
White Fires,
Hollywood Melody Shop,
On the Air,
What Would You Have Done?,
Hollywood Barn Dance,
Art of Conversation,
The Newlyweds.
- KRKD** Los Angeles
Gateway to Professional Hall of
Fame,
Squirrelsque Revue.
- KYOS** Merced
Search for Talent,
Drama Club,
Spelling Bee.
- KDON** Monterey
Wake Up and Listen,
For the Ladies.
- KLS** Oakland
Hobby Club,
Swing Spotlight,
Ghost Stories,
Kiddies' Revue.
- KPPC** Pasadena
Church Services.
- KVCV** Redding
Breakfast Club,
Night Hawk Request Program,
Musical Hall of Fame,
Children's Hour,
Morning Devotion Hour.
- KFBK** Sacramento
Midday-Merry-Go-Round,
Meditations.
- KROY** Sacramento
Talent Scout,
Home Economics,
Fun Fest.
- KFXM** San Bernardino
Sidewalk Reporter,
San Bernardino on Parade,
Answer Man.
- KFSD** San Diego
Sun-Up News,
Melodie Indioq,
Window Wonderland,
Spelling Bee.
- KGB** San Diego
Sycamore Street,
House of Treasure,
Good News,
Man o' the House.
- KFRC** San Francisco
Feminine Fancies,
Morning Merrymakers,
Phantom Pilot.
- KGCC** San Francisco
Jewish Art Hour.

Radio Stock Company,
 Bill, Mack and Jimmie.
 KJBS San Francisco
 Alarm Klock Klub,
 Owl Program,
 Magic Hour of Finest Music,
 To the Ladies.
 KSFO San Francisco
 Idylls of the King,
 San Francisco Souvenir,
 Smoke Rings,
 Toast of the Town,
 When Twilight Comes.
 KYA San Francisco
 Treasure Hunt,
 Kismet,
 Sunset Land,
 Chez Rudolph,
 The Sportsman,
 Masters of Melody,
 Through the Years.
 KQW San Jose
 Walks and Talks with the Mas-
 ters of Music,
 Safety Lane.
 KDB Santa Barbara
 Padre Choristers.
 KTKC Visalia
 Search for Talent.
 KHUB Watsonville
 Sunday Symphony,
 Wheelchair Melodies,
 Sportotopics.

Colorado

KVOR Colorado Springs
 Spirit of the Pioneers.
 KFEL Denver
 Memos of Meandering Mike,
 Goodfellow Club Radio Auctions.
 KLZ Denver
 Children's Hour,
 Campus Revue,
 Know Your Schools,
 Answer Man,
 Gas Hospitality House,
 Three B's,
 Inquiring Reporter,
 Voice of the News.
 KOA Denver
 Light on the West,
 Supreme Serenaders,
 Golden Melodies.
 KVOD Denver
 The Judge Tells His Story,

Famous Fires of History.
 KOKO La Junta
 Weekly Birthday Party,
 Home Folks Frolics.

Connecticut

WICC Bridgeport
 The First Offender,
 Faculty Chamber Music,
 N. H. Symphony Orchestra,
 Bridgeport Symphony Orchestra,
 Yale Band Series.
 WDRC Hartford
 Behind the Eightball,
 The Woman's Program,
 The Young Folks' Program.
 WTHT Hartford
 Hartford Speaks,
 Remotes of City Life,
 Hartford Symphony Orchestra.
 WTIC Hartford
 Morning Watch,
 Wrightville Clarion,
 Connecticut Safety Commission.
 WNLC New London
 Brockie's Radio Club.
 WATR Waterbury
 Have You a Job?

District of Columbia

WJSV Washington
 Elder Solomon Lightfoot Michaux,
 Science Service,
 Sun Dial.
 WMAL Washington
 PDS Presents,
 The Nightwatchman,
 Music As You Desire It,
 Army Band,
 Navy Band,
 Marine Band,
 You're Next.
 WOL Washington
 Musical Clock.
 WRC Washington
 Mary Mason and the WRC Home
 Forum,
 Your Timekeeper,
 Dodge American Beauty Revue.

Florida

WJAX Jacksonville
 Florida Fishing,
 Talk of the Town.

WIOD Miami
 The Word Man,
 Vagabond Mike.

WQAM Miami
 Shadows and Sunbeams.

WCOA Pensacola
 Professor Tripp.

WFOY St. Augustine
 Lullabye Time,
 Questions and Answers,
 Theatre Program,
 Alligator Farm,
 Queer Quirks.

WSUN St. Petersburg
 Talk of the Town,
 I. Q. Program,
 Hazel and Rhythm Rogues.

WDAE Tampa
 Dancing Party,
 Sparks Theatre's Organ Revue,
 Musical Mail Man.

Georgia

WGPC Albany
 Town Topics,
 Royal Crown Studio Party Jam-
 boree.
 Musical Clock.

WAGA Atlanta
 Ann Page Suggests.

WATL Atlanta
 Dancing 'Till Dawn,
 Around the Clock with the Good-
 Morning Man,
 Mid-day Merry-Go-Round,
 Old Bill,
 Slants on Life with Ralph Carroll,
 Griffeth Mandolin and Guitar
 Orchestra.

WMAZ Macon
 Riddle Man.

WRGA Rome
 McBrayer's Quartette,
 Radio Revival,
 Rhodes Trio.

WAYX Waycross
 Funsters' Club.

Idaho

KIDO Boise
 Jack and Jill Kiddies' Club,
 Baird's Big Eight.

KID Idaho Falls
 Early Bird Program.

KFXD Nampa
 Early Bird.

KTFI Twin Falls
 Harry Musgrave Hour,
 High School Day,
 True Stories of Real Scouts.

Illinois

WCAZ Carthage
 Toby's Cockeyed News.

WDWS Champaign
 Down by Emil's,
 Man About the Campus.

WAAF Chicago
 Red Hot and Low Down,
 Breakfast Express,
 Symphonic Hour,
 Foolish Questions,
 The Hoosier Philosopher.

WBBM Chicago
 Poetic Melodies,
 Manhattan Mother.

WCBD Chicago
 Dr. Joe Rudolph in Pianoland.

WCFL Chicago
 Melody Hour,
 Make Believe Nite Club,
 Man on the Street.

WEDC Chicago
 Old Village Band,
 The Helping Hand.

WJJD Chicago
 Parade of the Immortals,
 Bureau of Missing Persons,
 Courthouse Reporter,
 Complete Story Hour,
 Suppertime Frolic,
 Sports Edition.

WLS Chicago
 Little Brown Church of the Air,
 WLS National Barn Dance.

WTMV East St. Louis
 Wake Up and Live,
 Let's Go to Town,
 Rose Room Melodies,
 Sport Shots.

WEBQ Harrisburg
 Friday Night Hayloft Hi-Jinks,
 Eddie Wise's Radio Night Club,
 Tuesday Night Amateur Show.

WMBD Peoria
 Juvenile Theatre,
 Town Crier,
 Farm News,
 Brain Teasers.

WTAD Quincy
 Farm and Neighborhood Program,
 Cy and Freckles,
 Homemakers' Program,
 Storyland Lady.

WROK Rockford
 Couple on the Street,
 Rock River Barn Dance,
 Heart of the Motorist,
 Affairs of Mrs. Swenson,
 Little Theatre of the Air,
 Kiddies' Club,
 Amateur Hour.

WHBF Rock Island
 News from the Mississippi Valley,
 Liars' Club,
 Juvenile Theatre.

WCBS Springfield
 Junior Radio Stars,
 Buyers' Guide,
 Farm Bulletin Service Hour.

WTAX Springfield
 Sidewalks of Springfield.

WDZ Tuscola
 Woman on the Train,
 Farmer on His Farm,
 Singing Weatherman.

WILL Urbana
 Classroom Broadcasts,
 Concert Band,
 Parent-Teacher Forum,
 Rural Life Review.

Indiana

WTRC Elkhart
 Salute to Elkhart,
 Saturday Night Hillybilly Jamboree,
 Inquiring Reporter,
 Gospel Sunshine Hour.

WEOA Evansville
 City Court.

WGBF Evansville
 Variety Show.

WGL Fort Wayne
 Vocational Guidance,
 Women in the News.

WOWO Fort Wayne
 Modern Home Forum,
 Morning Round-up,
 Hey, Mr. Motorist,
 Tri-State Annual Spelling Bee,

Annual State Basketball Tourney.

WFBM Indianapolis
 Early Birds,
 Tea Time Tunes,
 Children's Hour,
 Scholarship Hour,
 Hoosier Farm Circle.

WIRE Indianapolis
 The Master Mind,
 The City of Tomorrow,
 Police Court,
 Indianapolis Music Appreciation Hour,
 Employment Clinic,
 Indiana Farm Hour,
 Man on the Street.

WLBC Muncie
 Hymn Time,
 Man at the Hotel,
 The Old Ranger.

WGRC New Albany
 Question Box,
 Club Cosmo,
 Traffic School of the Air,
 Harry and Irene,
 Western Ramblers,
 Jo Ann and Doris June,
 Gertie and Elmer,
 Fay Entertains,
 Hymn Time,
 Kentucky Home Hour,
 Communion of the Air,
 Hurdy Gurdy Man,
 Liberal Twins.

WFAM South Bend
 Crimecasts,
 Man on the Street,
 Dan Dunn,
 Blue Streaks,
 Stock Company of the Air.

WBOW Terre Haute
 Farm Folks,
 Masked Varieties,
 Inquiring Reporter.

WBAA West Lafayette
 Can You Pronounce It?
 Just Kids,
 You and Your Child.

Iowa

WMT Cedar Rapids
 Cedar Valley Hillbillies,

German Band,
 Tangled Tunes.
 WOC Davenport
 German Band.
 KSO Des Moines
 Inquiring Microphone,
 Swing Is the Thing.
 WHO Des Moines
 Sunset Corners Frolic,
 The Air Is Yours,
 Corn Belt Farm Hour,
 Coffee Pot Inn.
 KFJB Marshalltown
 Kitchen Forum,
 Home Forum,
 Everyday Religion.
 KGLO Mason City
 Farmer Bill,
 The City Club Cadets,
 Man on the Street,
 The Mailbag,
 Martha Hood's Kitchen,
 Junior Music Hall.
 KFNF Shenandoah
 Grab Bag Program,
 Punkin Valley,
 Farm Seed Program,
 Pentecostal Singers.
 KMA Shenandoah
 Country School,
 Farm Belt Barn Dance,
 Earl May's Daily Visits.

Kansas

KFBI Abilene
 Hammond Harmonies,
 Lullaby Lady,
 Radio Work Shop,
 Frank and Dusty.
 KGGF Coffeyville
 Musical Clock,
 Hollywood on Parade,
 The Home Hour,
 The Sunshine Kiddies.
 KGNO Dodge City
 Prairie Schooner,
 Home Makers' Exchange.
 KIUL Garden City
 Harmony Twins,
 Mack at the Keyboard,
 KIUL Shindig,
 Originalities,
 KIUL Rangers,
 Twilight Serenade,

Pearl of the Purple Sage,
 Piano Impressions,
 Dotts Trio.
 KCKN Kansas City
 Noon Hour Clock,
 Quizzer Court,
 Miss Mack,
 Classroom Whispers.
 KOAM Pittsburg
 Musical Horoscope.
 KSAL Salina
 Barn Dance Frolic,
 Jamboree.
 WIBW Topeka
 Alarm Clock Club,
 Kansas Round-Up,
 Crime Patrol.
 KFH Wichita
 Girls' Minstrels,
 The Lukins Family,
 The Sky Riders Orchestra,
 Chamber of Commerce Salute to
 Kansas Cities,
 Council of Churches,
 City Teachers' Association Pro-
 gram.

Kentucky

WCMI Ashland
 Twilight Reveries,
 Smile Club,
 Good Morning Neighbor.
 WLAP Lexington
 Man on the Street.
 WAVE Louisville
 On the Street,
 High School Highlights,
 Surprise Party,
 Jewel Box.

Louisiana

KALB Alexandria
 Man on the Street.
 WJBO Baton Rouge
 Spelling Bee,
 Riverside Rambles,
 L.S.U. Vesper Service,
 L.S.U. Symphony.
 KPCL Lake Charles
 The Lady Next Door.
 KMLB Monroe
 Ward's Cowhands.
 WWL New Orleans
 Just Home Folks,
 Buster Brown,

Deep South,
Cap'n McBride,
Hillcrest Travelogue.
KRMD Shreveport
Musical Alarm Clock,
Four Square Bible Class.

Maine

WABI Bangor
Public Speaking Class.

Maryland

WCAO Baltimore
Morning Musical Clock.

WCBM Baltimore
The Public Speaks,
The Radio Rostrum,
Timely Topics.

WFBR Baltimore
Inquiring Reporter,
Let Yourself Go,
Varsity Club.

WTBO Cumberland
Weaver of Melodies,
Man About Town,
Brother Dan.

Massachusetts

WAAB Boston
Marriage Clinic,
Metcalf's Choir Loft,
Singing Strings,
Dr. Lewis Looks at Food,
Ruth Moss Merry-Go-Round.

WBZ and WBZA Boston
Swing Serenade,
Little Variety Show,
Rakov and His Music Rhythm,
Tony Russell, Baritone,
Edward Gamage, Tenor.

WCOP Boston
Radio Orchestral Hall,
Voice of the Community,
Marjorie Shafto's Magic Kitchen.

WEEI Boston
Weather Service,
The Boston Hour.

WMEX Boston
Light Opera Company
Request Serenade,
Dance Parade,
Cowboy Caravan,
Francine Fashion Parade of
Song.

WNAC Boston
Casey at the Mike,
Spotlight Revue,
Sweet Music,
Man on the Street.

WORL Boston
Contract Bridge,
Georgia May—The Yodeling
Cowgirl.

WSAR Fall River
Melody Memory Contest.

WLAW Lawrence
Auditions of the Air.

WLLH Lowell
Man in the Street.

WNBH New Bedford
New Bedford Speaks,
Hollywood Highlights,
Sunday Morning Jamboree,
Spelling Bee,
Tomorrow's Headlines,
Harriman Says.

WMAS Springfield
Springfield, Your City.

WSPR Springfield
Children's Program,
College Series,
Chamber of Commerce Series,
Cooking Forum.

WTAG Worcester
Morning Parade,
Top o' the Mornin',
Noon Day Revue,
Evening Revue,
Sketch Book.

Michigan

WELL Battle Creek
Aunt Martha and Mary.

WHDF Calumet
Farm Program.

WJBK Detroit
Children's Hour,
Foreign Hour.

WJR Detroit
News Comes to Life,
The Hermit.

WMBC Detroit
Happy Hour Club,
Melody Matinee,
Dr. Frederick B. Fisher,
Polish Hour,
We Play 'em, You Guess 'em.

- WWJ** Detroit
 Causes of Crime,
 Voices,
 Kottler Conducts,
 House Party,
 Radio Extra,
 March of Youth,
 Souvenirs.
- WXYZ** Detroit
 The Green Hornet,
 The Factfinder,
 Ann Worth, Housewife,
 Happiness House,
 Day in Review.
- WFDF** Flint
 Blues Chasers.
- WOOD-WASH** Grand Rapids
 Men on the Street,
 High School Football on Parade,
 Community Sing.
- WJMS** Ironwood
 Tony's Eye-Opener,
 Musical Miniatures,
 Junior College of the Air,
 Saturday Night at Home.
- WJIM** Lansing
 Kiddies' Jamboree,
 Uncle Howdy,
 Lansing Housewife.
- Minnesota**
- KATE** Alberta Lea
 The Merry Makers,
 Along Broadway,
 Our Neighbor Program,
 Home Appreciation Hour.
- KDAL** Duluth
 Catch the Announcer,
 Crime Club,
 Alibi Airings,
 Sunday Church Broadcast.
- WTCN** Minneapolis
 The Funny Paper Lady,
 Lights and Shadows.
- WCCO** Minneapolis-St. Paul
 Sportmen's Special,
 Barnyard Follies,
 Vagabond Strings.
- WCAL** Northfield
 Divine Service.
- KROC** Rochester
 Kiddies' Fun Club,
 Farm Frolics,
 Sally the Shopper,
 Community of Neighbor Towns,
 Sunday Evening Concert Hour,
 Rochester Symphony,
 Rochester Chick Day.
- KSTP** St. Paul
 Umbrella Court,
 The Daily Messenger,
 The Good Morning Hour,
 Twilight Time,
 Mr. Editor.
- WMIN** St. Paul
 Morning Varieties,
 Hearth and Home,
 Music Hall,
 Here Comes the Band,
 Talking Things Over,
 Woman's Outlook.
- Mississippi**
- WHEF** Jackson and Kosciusko
 Birthday Parade.
- WJDX** Jackson
 The Rebel Chorus.
- Missouri**
- KFRU** Columbia
 Country Edition,
 Missouri Farm and Home Hour,
 Maurine of Merritt Crest,
 Unhitchin' Time,
 Thursday Night Club,
 America in Action.
- KWOS** Jefferson City
 Alarm Clock Program,
 Man on the Street,
 Miles Away,
 Schnitzelbankers.
- WMBH** Joplin
 Man on the Street,
 Radio Soap Box,
 Radio Scrap Book,
 Kiddies' Revue,
 Magic Kitchen,
 Pet Lovers' Program,
 Kiddies' Birthday Party,
 Quality Hour of Music.
- KCMO** Kansas City
 Judge Stetson's Night Court,
 In the Valley of the Moon,
 Detective Mysteries.
- KMBC** Kansas City
 Good Morning,
 Happy Kitchen,
 Texas Rangers,

Across the Breakfast Table,
Brush Creek Follies,
Happy Hollow,
Phenomenon.

WHB Kansas City
The Cook Tenor,
Northside Municipal Court,
Kansas City Kiddies' Revue,
Musical Clock,
Staff Frolic.

KFEQ St. Joseph
Apple Crick.

KFUO St. Louis
The Lutheran Hour.

KMOX St. Louis
The Land We Live In,
Evening Serenade,
Front Page Patrol.

KWK St. Louis
Mrs. O'Brien's Boarding House,
Showboat Goldenrod,
Siesta,
String Nocturne,
Charley Stookey.

WEW St. Louis
Mother's Health Class,
Stock Exchange Reports.

WIL St. Louis
Today's Winners,
Mr. Fixt.

KGBX Springfield
Kitchen Cabinet

KWTO Springfield
Crown Community Sing,
Love Thy Neighbor,
Macaroni Mac.

Montana

KFBB Great Falls
Hank and Honey,
The Roving Hillbilly.

KPFA Helena
Hammond Electrical Organ.

KGVO Missoula
Barn Dance,
Play of the Week.

Nebraska

KGFW Kearney
Children's Birthday Club.

KFAB Lincoln
Man on the Street.

KFOR Lincoln
Following the Huskers with Link

Lyman.

Little Chapel of Faith.

WJAG Norfolk
Radio Family,
Voice of the Street.

KGNF North Platte
Vesper Reveries,
The Swappers.

KOIL Omaha
The Vagabond Dreamer,
Around Omaha,
Musical Clock.

WOW Omaha
The Big City Broadcast,
The Northern Naturals,
Man on the Street.

Nevada

KOH Reno
Curb Exchange.

New Hampshire

WLNH Laconia
Saturday Morning Children's
Caravan,
12-Year-Old Hillbilly,
Homespun Songs,
Morning Devotions.

WFEA Manchester, N. H.
Children's Magic Hour,
Cowboy Carnival,
Ken Mackenzie,
What's the Name of That Song,
Know Your P's and Q's,
State Symphony Orchestra.

WHEB Portsmouth
Anniversary Hour,
Old Baker Bill,
The Radio Pulpit.

New Jersey

WAAT Jersey City
Stardust,
Request Club,
Uncle Jonathan.

WBRB Red Bank
Dream Peddler,
Home Philosopher,
Green Room Group,
Happiness Village,
Hometown Forum.

WAWZ Zarephath
Bishop Alma White.

New Mexico

- KGGM** Albuquerque
Women's Club of the Air,
Death Stalks the Highway.
- KOB** Albuquerque
Spanish School and Theatre of
the Air.
- KLAH** Carlsbad
Cavern Hour.
- KICA** Clovis
Eastern New Mexico-West Texas
Frolic.
- KAWM** Gallup
Housekeepers Club,
Welcome Stranger.
- KRQA** Sante Fe
Villeros Allegros.
- KGFL** Roswell
Bread and Milk Club,
The Listeners' Club.

New York

- WOKO** Albany
Quik Quiz.
- WMBO** Auburn
The Kigler.
- WNBF** Binghamton
Married Life,
The Grey Riders,
Sara Burbank, Home Economist.
- WCNW** Brooklyn
Texas Baker and His Texas
Ramblers,
Sunday Morning Negro Achieve-
ment Hour,
Saturday Afternoon Kiddie
Revue.
- WLTH** Brooklyn
Jewish Court of Arbitration,
Jewish Amateur Hour,
Jewish Man-on-the-Street Broad-
cast.
- WMBQ** Brooklyn
German-American School of the
Air.
- WBEN** Buffalo
Your Host is Buffalo.
- WCAD** Canton
Cranium Crackers.
- WESG** Elmira
Day Dreams,
Cornell Radio Guild.
- WGBB** Freeport
Ma Haggerty's Boys,
- The Pied Pipers.
- WJTN** Jamestown
Dear Ladies.
- WGNY** Newburgh
Song Contest,
Movieland Revue,
Vassar Broadcasts.
- WBIL** New York
Public Service Forum,
Symphonic Moods,
Great Americans.
- WBNX** New York
Jewish Women's Hour,
Hymn Book,
Organology,
Charlie Brock's Kaffee Klatch,
Bohemian Hour,
German Radio Hour.
- WEVD** New York
University of the Air,
Forward Hour.
- WFAB** New York
The Jewish Philosopher,
The Mirror of Life.
- WHN** New York
Original Amateur Hour,
Broadway Melody,
Movie Club,
For Men Only.
- WINS** New York
Musical Clock,
Treasure Hunt,
Song Contest,
Inquiring Microphone,
Mr. and Mrs. Reader,
Globetrotter,
Noon-Day Frolic,
Memory's Concert Hall,
Curious Careers.
- WMCA** New York
Good Will Hour,
Five Star Final,
Grandstand and Bandstand,
Nat Brusiloff Presents,
Midnight Star Dust,
Harlem Amateur Hour,
Cathedral of the Underworld,
Zeke Manners Gang,
Every Woman's Hour,
Three Little Funsters,
Amateur Hour,
The Editor Speaks.
- WNEW** New York
Make Believe Ballroom,

- Sunday Swing Show,
Milkman's Matinee,
Joymakers,
King Arthur's Court,
Little Things in Life,
City Club Forum,
Celebrity Hour,
Hymn Sing.
- WNYC New York
Master Work Hour,
We the Swing,
Missing Persons' Claims,
WPA Symphony Concerts.
- WOV New York
Music in Many Moods,
Tango Cabaret,
Album of Love,
Meditations,
Sinfonietta,
The Ivory Tower,
La Rosa Macaroni.
- WQXR New York
Quality Music Hour,
Concert Hour,
Can It Be Done?,
Just Music,
Gateway to Opera,
String Classics,
Salon Strings.
- WHDL Olean
Helsby's Comment,
St. Bonaventure News Reel,
Radio Guild Productions,
Sprechen Sie Deutsch?,
Poetry and Pauses,
Of Books and Men,
Music for You,
From Soup to Nuts,
How Did It Start?,
The Story of Music.
- WMFF Plattsburg
Lake Placid Hockey Games.
- WHAM Rochester
Rochester Philharmonic,
N. Y. State Trouper Dramas,
Eastman School Symphony,
Old Timers,
Rochester Civic Orchestra.
- WHEC Rochester
Drama of History of Rochester.
- WGY Schenectady
Half Past Eleven,
Name Your Number,
Modern Melodies,
- Hi Boys and Their Radio
Rangers,
Serenade in the Night,
Dreamin' Time.
- WSYR Syracuse
Man on the Street,
Timekeeper Program.
- WHAZ Troy
The Rensselaer Review.
- WFAS White Plains
All-County Sports Roundups,
Air Theatre,
Loft Radio Party,
Kiddie League,
Home Decoration,
Your Health,
German Radio Hour,
Lions Club Luncheons.
- WWRL Woodside
German Radio Revue,
Werner's Orchestra,
Eugene Endry's Hungarian
Theatre of the Air,
Erin's Melodies.
- WIBX Utica
Don't Let Your Accident Happen,
Radio Revels of 1938,
Mohawk Valley Trails,
Civic Band of Utica,
Statewide Choral Competition.

North Carolina

- WBT Charlotte
The Rebel Yell,
The Big Apple,
His Majesty, the Baby,
The Briarhopper Boys,
Dixie Mammoth Minstrels,
Parade of Life,
Duke Melodiers.
- WSOC Charlotte
Music by Norris,
Old Wayside,
Seven-up Safety Club,
Biltmore Story Book Lady.
- WDNC Durham
Melody Magic,
Harmony Road,
Hymn Singing Time.
- WBIG Greensboro
The Walk of Life,
You're Welcome,
Our Neighbors,
From the College Campus.

WFTC Kinston
 The Sacred Singer,
 Dixie Yodeler.
WPTF Raleigh
 Deep River Chorus,
 Southland Echoes.
WEED Rocky Mount
 Carolina Planters.
WMFD Wilmington
 Barn Dance,
 Opportunity Program,
 Rest Hour.
WGTM Wilson
 Weekly News Review,
 Evening Reveries.
WAIR Winston-Salem
 Community Sing,
 Quizzer,
 Charles Keaton, Organist.
WSJS Winston-Salem
 Mountain William Revue,
 The Kiddies' Party,
 Moods in Song.

North Dakota

KDLR Devils Lake
 Amateur Show and Barn Dance,
 Children's Birthday Train,
 Brownies Variety.
WDAY Fargo
 Ken's Kiddies' Klub,
 Rudy Sten's Sleepy Valley Cow-
 boys,
 Tex and Tony,
 Man on the Street,
 Memory Lane.
KRMD Jamestown
 Country Frolic,
 Good Morning Neighbor,
 Storybook Lady,
 Hillbilly Jamboree.
WGPU Mandan
 Barn Dance,
 You and Your State.
KLPM Minot
 Everybody's Hour.
KMPC Beverly Hills
 Symphony of the Stars,
 Announcers' Grab Bag,
 Immortals of Science,
 Trip Through Radioland.
KHSL Chico
 Devotional Hour,
 Uncle Bob and His Funnies,

Stars of Tomorrow,
 The Old Philosopher,
 Travel Studies,
 Schoolmen of Northern Califor-
 nia,
 Education Marches On,
 Our Poet's Corner,
 The Book Shelf,
 Personal Problem Court,
 Words About Words,
 The Book Man,
 Homemakers Chit Chat.

Ohio

WADC Akron
 Main Street Opinions.
WJW Akron
 Parade of Progress,
 Trading Post.
WICA Ashtabula
 Pianology.
WCKY Cincinnati
 Household Hour,
 For Women Only,
 Look Streamlined Revue,
 News for Executives,
 Songs for Everyone.
WCPO Cincinnati
 Six to Niners.
WCLE Cleveland
 Listen Awhile,
 Neighbors,
 Don't Look Now,
 Golden Girls,
 Black on White,
 Girl Meets Boy,
 West and Matey,
 Tony Cabooch.
WGAR Cleveland
 Your Town,
 Sidney Andorn's Cleveland Gos-
 sip Column,
 Wings Over Jordan,
 Streamline Revue,
 Cleveland Safe Driving Series.
WHK Cleveland
 Songland,
 Melodic Whispers,
 Job Opportunities,
 Today's Tribute,
 Camera Forum,
 New Names,
 Safety First,
 Tony's Revue,

Quiz Bee,
Cleveland Bar Association.

WTAM Cleveland
Northern Lights,
Violin in the Night,
Health and Home,
Cobwebs and Cadenzas,
The Gay Nineties,
Tom Manning's Sports Review,
Lee Gordon's Hit Parade.

WBNS Columbus
Start the Day Right,
Ezra Martin and His Folks from
Pleasant Valley,
Round Robin Review.

WCOL Columbus
Inquiring Reporter,
Kay's Amateur Hour.

WHKC Columbus
The Spectator,
The Hobnobbers,
Trouble Shooters,
Abram Ruvinsky Orchestra,
Death Rides the Road,
Happy Larry.

WHIO Dayton
Dayton Philharmonic,
Almanac,
Spelling Bee,
House Party,
Women Make the News,
Pop Dayton Community Program,
Farm Review of the Week.

WSMK Dayton
Man on the Street,
Try and Stump Us.

WBLV Lima
Chief Black Hawk and His Tribe,
Girls from the West,
Little Herman's Band,
Big 4 Quartette,
Barn Dance,
Street Cryer.

WPAY Portsmouth
Pot of Gold,
Man on the Square.

WSPD Toledo
Brush Creek Folks,
Sidewalk Interviews,
Saturday Smile Club.

WALR Zanesville
School Programs,
Saturday Night Jamboree.

Oklahoma

KADA Ada
String Trio,
Mixed Quartet and Chorus,
Man in Bus Terminal.

KCRC Enid
Civic Club Broadcasts,
Home Cooking School.

WNAD Norman
Sooner Show,
Your Music,
Storytelling Hour,
Recess Time,
Dramas of the Air.

KOMA Oklahoma City
This Woman's World,
Do You Want a Job?
The Islanders,
Turning the Leaves,
Musical Clock,
The Oklahomans,
In the Future with Biff Baker.
Safety Lane,
Man on the Street.

KTOK Oklahoma City
The Dixie Belles,
Professor Garinkle,
Theatre Guild Sketches.

WKY Oklahoma City
Patent Pending,
Six Keyboards,
The Arkansawyers,
Afro-America Speaks.

KHBG Okmulgee
Kiddies' Revue.

KGFF Shawnee
Lloyd and Thelma,
Abner Pinfeathers.

KTUL Tulsa
Gately's Southern Syncopated
Minstrels,
Parade of Progress,
Tabloid of the Air,
Old Froggie,
Lessons in Swing.

Oregon

KAST Astoria
Tunes and Topics,
Early Birds.

KOOS Marshfield
Blues Chaser and Sleepy.

- KALE Portland
Memory Timekeeper.
- KEX Portland
Homicide Squad,
Covered Wagon Days,
Everybody Sing,
Night Watchman.
- KGW Portland
Posey Playlets,
Stars of Tomorrow,
Fireside Hour,
Curbstone Quiz,
Tommy Luke Presents,
Lone Star Troubadour.
- KOIN Portland
Portland Junior Symphony.
- KWJJ Portland
Voice of American Women.
- KRNR Roseburg
Melody Lane,
Man on the Street.
- Pennsylvania**
- WFBG Altoona
The Blatchford Birthday Greeters,
Poet's Organ Program.
- WLEU Erie
Man on the Street.
- WIBG Glenside
Abington High School Assembly,
Beaver College Programs,
Piano Symphonic,
Uncle Jim.
- WHP Harrisburg
Ten Years Ago Today,
Ye Olde Spelling Bee,
Melodies at Eventide,
Mary Nickolas Sings & Swings,
Dan Gregory's Musical Caravan,
The Diplomat Swing-out,
Howard Gale's Sophisticated
Syncopations.
- WKBO Harrisburg
Man on the Street,
Radio Round-a-Buter,
Uncle Perry's Kiddie Club,
Sunday Evening Revue,
Walter Kirker, Exercises.
- KYW Philadelphia
Music for Moderns,
The Top Hatters.
- WCAU Philadelphia
Household Program,
- Dramas of Science,
Powers Gouraud,
Larry Vincent.
- WDAS Philadelphia
Merry-Go-Round,
Hits of the Day,
Column of the Air,
Friendly Sing.
- WFIL Philadelphia
Demi-Heure,
Let's Pop the Question,
My Job,
WFIL Salutes,
Quakertown Echoes.
- WHAT Philadelphia
Dorothy Dix Dramas.
- WIP Philadelphia
Parade of Events,
Dress Rehearsal,
Eight in a Hayloft,
Wonderclock Plays,
Homemakers Club,
Minstrel Show,
Piano Wizard.
- WPEN Philadelphia
Bond Bread Program.
- KDKA Pittsburgh
Strollers Matinee,
Under Western Skies,
Pittsburgh Varieties.
- KQV Pittsburgh
Your Opinion,
Blues Chasers,
Club Vilella,
College News & Views,
Melody News Parade,
Follow the Ball.
- WCAE Pittsburgh
A Night at the Inn,
Romance Backstage,
Sophisticated Ladies,
Carnegie Tech Student
Symphony,
The Saxomaniacs.
- WJAS Pittsburgh
Amateur Hour,
Furtown Follies,
Independent Limited,
Italian Echoes.
- WWSW Pittsburgh
Professor Yes 'n' No.
- WKOK Sunbury
Cameo Coal Quiz.

WGBI Scranton
 Quik Quiz.
 WMBS Uniontown
 Amateur Hour,
 Spelling Bee,
 Let Up and Listen.
 WBAX Wilkes-Barre
 Do You Want to be an
 Announcer?
 WRAK Williamsport
 The Nine O'Clockers,
 The Woman's Hour,
 Hillbilly Hour.

Rhode Island

WJAR Providence
 Brevities.

South Carolina

WAIM Anderson
 A Salute to Textile People,
 Name Your Song,
 Sausage Serenade,
 Spell Your Name.
 WIS Columbia
 School of the Air,
 The Town Theater Presents,
 Facts for Farmers,
 Smith Sisters,
 The Job Clinic,
 Mickey Mouse Kiddie Klub.
 WFBC Greenville
 Everybody's Invited,
 History in the Making,
 Gentlemen Be Seated,
 Studio Audience on the Air,
 Do You Know?,
 Guess Time,
 Know Your Neighbor,
 Crazy Quilt.
 WSPA Spartanburg
 Sunday Morning Chimes.

South Dakota

KABR Aberdeen
 Children's Theater of the Air.
 KFDY Brookings
 Soil Science,
 Farm Rhymes,
 4-H Club Program.
 KGFX Pierre
 Hospital Reports.
 KOBH Rapid City
 Man in the Lobby,
 Salutes to Black Hills Cities,
 Salutes to Black Hills Industries,
 Do or Don't Program,

KOBH Players,
 Job Clinic,
 Poems for Sale.
 WCAT Rapid City
 South Dakota Poetry,
 Betty Stucker & Her Violin,
 Science News of the Week.
 KSOO-KELO Sioux Falls
 Umbrella Court,
 Fashion Bouquet,
 Turkey Show,
 Egyptian Varieties.
 WNAX Yankton
 Barn Dance.

Tennessee

WOPI Bristol
 Matinee,
 Jamboree.
 WAPO Chattanooga
 Breakfast Club,
 Man on the Street,
 Kiddies Program.
 WDOD Chattanooga
 Noonday Frolic.
 WTJS Jackson
 Three Star Revue,
 Lambuth College Dramatic Club,
 Minstrels of the Air,
 Range Riders.
 WNOX Knoxville
 Mid-day-Merry-Go-Round,
 Amateur Program,
 Tea Time Melodies,
 Monday Nite Mugwumps,
 Paul Allison's Scrapbook.
 WROL Knoxville
 U. of T. Football Games.
 WHBQ Memphis
 Open House Party,
 Sportlights,
 Ask Me Another,
 Ye Olde Song Shoppe.
 WMPS Memphis
 Kaestionnite,
 Amateur Nite on Beale Street,
 Pep Unlimited with Paul Hodges.
 WLAC Nashville
 Community Sing,
 Man on the Street,
 Airport Broadcasts,
 State Penitentiary Convicts'
 Interviews.
 WSM Nashville
 Grand Old Opry,
 Magnolia Blossoms.

Texas

- KRBC Abilene
University of the Air.
- KGNC Amarillo
Nights on the Press.
- KNOW Austin
Vita Gold Gang,
Seven Days of the Forty Acres,
Playhouse of the Air,
Meet the Lady,
Through My Study Window,
Night Club of the Air,
Between the Lines.
- KFDM Beaumont
Spelling Bee,
Kiddies' Show,
Texas Wonders,
Roundtowners,
Junior Amateur Show.
- KNEL Brady
The Three Williamsons
- KGFI Brownsville
Saturday Night Barn Dance.
- WTAW College Station
Texas Farm and Home Program.
- KAND Corsicana
City Forum.
- KRLD Dallas
Crime Reporter,
Singing Convention of the Air.
- WFAA Dallas
Pepper-Uppers.
- KTSM El Paso
Safety Legion,
Voice of Today.
- KTAT Fort Worth
Adventures of the Karrot Kids,
Flying Americans,
Crossroads Counselor.
- WBAP Fort Worth
Helen Home Skit,
Chuck Wagon Gang,
Burrus Dough Boys,
Bob Calen & Art Acers Team.
- KTRH Houston
Vox Pop.
- KRLH Midland
Clippings Program.
- KPDN Pampa
Memories of Yesterday and
Today,
Sons of the Saddle.
- KPLT Paris
Old Scrap Book,
- Inquiring Reporter,
Studio Gang,
Cooking School,
Birthday Club.
- KIUN Pecos
Good Gulf Gang.
- KONO San Antonio
International Goodwill Program,
KONO Sampler,
Swinging with Fielder,
Hollywood Gossip.
- KTSA San Antonio
Old Heidelberg Students,
Home Town Editor,
Of Interest to Women,
The Boy Reporter.
- WOAI San Antonio
Texas Treasures,
Girl Reporter,
Rhumba Kings.
- KRRV Sherman
Singing Convention of the Air,
Happy Go Lucky Cowboys,
Wake Up and Live.
- KTEM Temple
The Czech Melody Hour,
Man on the Street,
Surprise Party,
Kiddies' Matinee,
The Blue Jackets.
- WACO Waco
Theater Party.
- KRGV Weslaco, Tex.
Daily Birthday Party,
Daily Latin-American Program,
Daily Morning Devotional.

Utah

- KSUB Cedar City
Zion Trails.
- KDYL Salt Lake City
Gems of Melody,
Song Cavalcade,
Kangaroo-Club,
Wanted—A Job,
Coffee Cup Capers,
Theater Spelling Bee,
Harriet Page Heart Talks.
- KSL Salt Lake City
Tabernacle Choir and Organ.

Vermont

- WCAX Burlington
Saturday Night Hillbilly
Program.

WNBX Springfield
High School Dance,
Cupid in Person,
Singing Baker.
WDEV Waterbury
Daily Birthday Party,
Woman's Hour.

Virginia

WCHV Charlottesville
U. of V. Programs.
WBTM Danville
Amati Concert Trio,
Southern Concert Ensemble,
Three Spirits of Rhythm,
Theater of the Air.
WSVA Harrisonburg
Rural Rhythm,
Saturday Morning Moods,
Make Believe Ballroom,
Your School Parade.
WLVA Lynchburg
Marbles Tournament.
WTAR Norfolk
Musical Calendar,
Mrs. Sandman and Jimmy,
Tips on the Shop Market,
Radio Luncheon Club.
WMBG Richmond
If I Had My Way,
Joe Brown Kiddies,
Opportunity Night.
WRTD Richmond
Do You Want a Job?,
The Rooster Crows,
Capitol Barn Dance.
WRVA Richmond
Corn Cob Pipe Club,
Telephone Reporter,
Sally Sothern's Ship O' Dreams,
Cross Roads Symphony.
WDBJ Roanoke
The Studio Sing,
The Little Concert,
On Wings of Song.

Washington

KXRO Aberdeen
Here and There,
The Old Timer,
Doodlebug,
Man on the Street.
KRKO Everett
Stars of Tomorrow,

Vagabond Studio,
Scandinavian Dans.
KWSC Pullman
Concert Hall of the Air,
The Globe Turns,
School Hour.
KEEN Seattle
Christian Men's Business
Committee.
KIRO Seattle
The Wanderer.
KOL Seattle
Sunday Evening Playhouse.
KRSC Seattle
Frederick & Nelson Concert
Hour,
Symphony Hall.
KHQ Spokane
Old Time Party,
Romance of Achievement,
The Scene Changes.
KVI Tacoma
Mystic Melodies,
Four Esquires,
Women's Page.
KUJ Walla Walla
Braden Bell Entertainers.
KPQ Wenatchee
Woman's World,
The Sunshine Special.

West Virginia

WCHS Charleston
Old Farm Hour.
WCSC Charleston
Colonel Zeke from Goose Creek.
WMMN Fairmont
What's the Answer?,
Old Fashioned Spelling Bee,
The Old Pardner and His Trad-
ing Post.
WSAZ Huntington
Wanna Club,
Players' Guild,
Rainbow Ridge,
Sandy Valley Express,
Golden Keys,
Your Birthday Party,
Ann Livingston, Fashionist,
Madeline Meredith, Nutritionist.
WPAR Parkersburg
Man on the Street,
The Story of Marietta.

WWVA Wheeling
Jamboree,
It's Wheeling Steel.

Wisconsin

WHBY Green Bay
Rhineland Band,
Farmhands,
W.P.A. Concert Orchestra.

WTAQ Green Bay
Man on the Street,
Farmhands,
City Band Concerts,
Coffee Hour.

WCLO Janesville
Pay Day,
Gazette-WCLO Swim Campaign.

WKBH La Crosse
Kiddy Club,
Man on the Street.

WOMT Manitowoc
The Air Exchange,
Fact Finder Editorial Comment,
Man on the Street,
The Salesman Speaks.

WEMP Milwaukee
Canary Serenade,

Man on the Street,
Musical Newsreel,
Automobile Derby.

WISN Milwaukee
Down by Herman's,
20 Fingers of Sweetness.

WTMJ Milwaukee
Heinie and His Grenadiers,
What's New in Milwaukee?,
Friendship Circle,
Dinner Table of the Air.

WIBU Poynette
Farm Service Department.

WRJN Racine
Bicycle Traffic Court,
Moments of Life,
Friendly Club,
Man on the Street,
Cruising Patrol.

Wyoming

KDFN Casper
Peter Rabbit,
Rambling Reporter Pickup,
Sherriff's Broadcast.

KWYO Sheridan
Monday Night Jamboree.

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RUDY VALLEE



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MICROPHONE



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Radio Artists

AND THEIR WORK
DURING 1937



*The stage but echoes back the public voice;
The drama's laws, the drama's patrons give,
For we that live to please, must please to live.*

—Samuel Johnson.

Key to Network Affiliation Abbreviations

CBS—Columbia Broadcasting System; CN—Colonial Network; DLN—Don Lee Network; IN—Intercity Network; MBS—Mutual Broadcasting System; MN—Michigan Network; NBC—National Broadcasting Company; TQN—Texas Quality Network; YN—Yankee Network.

— A —

ACE, JANE
Artist—Easy Aces NBC.

ACE, GOODMAN
Artist—Easy Aces NBC.

ADAMS, BILL
Artist—Bambi NBC.

ALEXANDER, A. L.
Artist—True Story Court of Human Relations NBC, Goodwill Court NBC.

ALEY, ALBERT
Artist—Let's Pretend CBS, Sunday Morning at Aunt Susan's CBS, American School of the Air CBS, News of Youth CBS, Let Freedom Ring CBS, Karo Five Star Review CBS, Heinz Magazine of the Air CBS, Columbia Workshop CBS, Billy and Betty NBC, Death Valley Days NBC, Personal Problems WNEW.

ALLEE, ADDIE LOGAN
Artist—WFAA, Dallas, Friendship Corners.

ALLEN, ARTHUR
Artist—Snow Village Sketches NBC.

ALLEN, BARBARA JO
Artist—One Man's Family NBC.

ALLEN, CHARME
Artist—David Harum NBC.

ALLEN, FRED
Artist—Town Hall Tonight NBC.

ALLENBY, PEGGY
Artist—Aunt Jenny's Real Life Stories CBS, Floyd Gibbons Your True Adventures CBS, Big Sister CBS, Columbia Guild CBS, Radio Guild NBC, Road of Life NBC, True Story Hour NBC, Pretty Kitty Kelly CBS, Phyl Coe Mystery Clues MBS, David Harum NBC.

ALLISON, FRANCES
Artist—NBC, Breakfast Club, Club Matinee, NBC Matinee.

ALLMAN, ELVIA
Artist—Packard Mardi Gras NBC, Town Hall Tonight NBC, Jack Benny Program NBC, Phil Baker Program CBS, Eddie Cantor Program CBS,

Jack Haley Program NBC, Good News of 1938 NBC, Newlyweds CBS, Lux Radio Theater CBS, Kraft Music Hall NBC.

ALLMAN, LEONORE LOUISE
Artist—WXYZ, Detroit, Green Hornet MRN, Lone Ranger MBS-MRN, Ann Worth MRN, Five Minute Dramas, Nu-Nuts Program.

AMECHE, DON
Artist—The Chase & Sanborn Program NBC.

AMECHE, JIM
Artist—Grand Hotel NBC.

ANDREE, EDITH
Artist—Junior G Men WOR, Drama Club WJUN, St. Anthony Hour WHN, Myr and Gerda WWRL, German Housewife's Hour WWRL, Children's Hour WWRL.

ARNALL, CURTIS
Artist—Pepper Young's Family NBC, Dreams of Long Ago NBC.

ARNOLD, GENE
Artist—NBC, NBC Minstrels, Way Down Home, Gene Arnold and the Ranch Boys, Gene Arnold and the Cadets, National Barn Dance Guest, Fitch Romances NBC.

ARTHUR, DOUGLAS
Artist—WNEW, New York, Vaux Patrol, Pizskin on Parade, King Arthur's Court.

ASH, KENNETH DONALD
Artist—WFBL, Syracuse.

ASTAIRE, FRED
Artist—Packard Hour NBC.

AUSTIN, JOHN LEE
Artist—Burns and Allen CBS, Irvin S. Cobb and His Pudu-oh Plantation NBC, Ken Murray Show CBS, Scattergood Baines CBS, Modern Girls Romance KEHE, Twin Stars Program NBC.

AUSTIN, WILLIAM C. P.
Artist—Frank Wafanabe and the Professor NBC-MBS-DLN, The Taming of the Shrew CBS, Jack Oakie College CBS,

— B —

BACLANOVA, OLGA
Artist—Olga Baclanova Continental Revue MBS.

BAKER, GENE
Artist—KIRO, Seattle, The Wanderer.

BAKER, KENNY
Artist—Jello Show NBC.

BAKER, PHIL
Artist—Good Gulf Program CBS.

BARNEY, MARION STEVENSON
Artist—Pepper Young's Family NBC, True Story Court of Human Relations NBC, Welsh Grape Juice Presents Irene Rich NBC, Tales of the Opera NBC, Radio Guild NBC.

BARRETT, PAT
Artist—National Barn Dance NBC, Edele Ezra's Radio NBC.

BARRETT, SHEILA
Artist—Green Watch Program NBC.

BARRIE, WENDIE
Artist—Jack Haley's Log Cabin NBC.

BARRY, NORMAN
Artist—NBC, Sach's Amateur Hour, NBC Promenade.

BARRYMORE, ETHEL
Artist—Famous Actor's Guild NBC.

BARTON, ARLENE
Artist—Grand Hotel NBC.

BASCH, FRANKIE
Artist—WJCA, New York, Gangplank, General Mills Roving Reporter, Street Forums, Vanishing New Yorkers, Success Stories.

BAUGHMAN, ELMER C.
Artist—Pinex Post Office WLW, Life of Mary Sothorn WLW, Mennen Program WLW, Kentucky Sales & Service Program CKY, Tums Program WLW.

BAXTER, BEE
Artist—KSTP, St. Paul, The Household Forum, The Woman's Side of the News, In the Looking Glass.

BEHMILLER, HELEN ANN
Artist—NBC, Young Hickory,

Feathers for Luck, Girl Alone, Guiding Light, Vic and Sade, The Story of Mary Marlin, American Medical Association, Doctor Dollar, Way Down Home, Zenith Foundation, There Was a Woman, Lights Out.

BELCHER, JERRY

Artist—Interesting Neighbors NBC.

BELL, JOSEPH

Artist—Uncle Jim's Question Bee NBC.

BENELL, JULIE

Artist—Stella Dallas WEAF-WJR.

BENNY, JACK

Artist—The Jello Program Starring Jack Benny NBC.

BENTLEY, SPENCER

Artist—Betty and Bob CBS, Personal Column of the Air NBC, Hope Aldon's Romance MBS, American School of the Air CBS, The Doctor's Wife MBS.

BERG, GERTRUDE

Artist—The Goldbergs NBC.

BERGEN, EDGAR

Artist—The Chase & Sanborn Program NBC.

BERRY, JAMES G.

Artist—KFWB, Hollywood.

BLACKBURN, ARLINE

Artist—The O'Neills NBC.

BLANC, MEL JEROME

Artist—Joe Penner Program CBS, Packard Hour NBC, Al Johnson Program CBS, Singtime MBS.

BLOCK, MARTIN

Artist—Mike-Believe Ballroom WNEW, Krueger Musical Toast NBC.

BLOCK, VIVIAN ANNETTE

Artist—Wilderness Road CBS, We the People NBC, Aunt Jenny's Real Life Stories CBS, Emily Post CBS, Sunday Morning at Aunt Susan's CBS, The Rise of the Goldbergs NBC, Bible Show CBS, Columbia Workshop CBS, Let's Pretend CBS, Girl Scouts of America CBS.

BLONDELL, RICHARD

Artist—Story Teller's House WOR, Sunday Morning at Aunt Susan's Guest CBS.

BOULTON, MILO

Artist—John's Other Wife NBC.

BOWEN, MAJOR EDWARD

Artist—Capitol Family CBS, Amateur Hour CBS.

BRADLEY, JOE

Artist—NBC, The Ranch Boys, Tom Mix Straight Shooters, Fibber McGee and Molly, Gene Arnold and the Ranch Boys.

BRENEMAN, TOM

Artist—CBS, Western Home, Good Afternoon Neighbors, Grandpa Morgan, My Secret Ambition, Hollywood in Person.

BRICKERT, CARLETON

Artist—Lum and Abner NBC, The Story of Mary Marlin NBC, A Tale of Today NBC, Dr. Dollar NBC.

BROADLAY, EDWARD

Artist—CBS Shakespearean Cycle CBS, Hollywood Playhouse NBC, Lux Radio Theater CBS.

BRODERICK, HELEN

Artist—1937 Edition of Twin Stars CBS.

BROOKS, RICHARD

Artist—The Listener Speaks WOR.

BROWN, JOHN

Artist—Lorenzo Jones NBC.

BROWN, ROBERT V.

Artist—NBC, Breakfast Club.

BROWN, WILLIAM H.

Artist—Movie Man WMT, Easy Iowa Songfest WMT, Iowa Speaks WMT and KRNT.

BUCHWALD, CHARLOTTE

Artist—Playgoer WMCA.

BUCKLEY, FLOYD

Artist—Popeye The Sailor CBS.

BUNCE, ALAN

Artist—John's Other Wife NBC, David Harum NBC, Hello Peggy NBC.

BURBANK, SARA

Artist—WNBF, Binghamton, N. Y. Home Economist.

BURCH, JACK


Artist—Jack Burch Show MBS.

BURKE, BRIAN

Artist—Silverwood Show Story Playhouse KECA, Calling All Cars KHJ and KNX, Hair Raisers NBC, The Marines Tell It To You KHJ, Science vs. Crime, The Check Against Crime.

BURLESON, ROBERT

Artist—Your Witness CBS, Hollywood in Person CBS and CBS, Calling All Cars KNX and KHJ, Reunion of the States KHJ, Interviews KFVD, Nick Harris Detective Stories



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"Hollywood Parade"

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KFI, Rackets of Today KFI and KECA, Lady of Millions, Kay White Series, Safety Council Program, Jerry of the Circus, Frontier Fighters, Paroled, Lucky Victims.

BURNS, BOB

Artist—The Kraft Music Hall NBC.

BURNS, GEORGE

Artist—Burns and Allen with Ray Noble's Orchestra NBC, CBS.

BURR, HENRY

Artist—National Barn Dance NBC.

BUTTERWORTH, CHARLES

Artist—Hollywood March Grass NBC.

BUTTERWORTH, WALLACE

Artist—Vox Pop NBC.

— C —

CAINE, BETTY

Artist—The Story of Mary Marlin NBC, Young Hickory NBC, Painted Rock NBC, First Nighter NBC, Molly of the Movies MBS, Betty and Bob CBS, Modern Cinderella CBS, The Girl in a Million WBBM, Houseboat Hannah WBBM, Bachelor's Children MBS, Painted Dreams MBS, Farm and Home Hour NBC, Lights Out NBC, Tale of Today NBC, Travels of Mary Ward, Other People's Money WBBM, Hymns of All Churches NBC, Vic and Sade NBC, Get Thin To Music MBS, Mortimer Gooch CBS, It Can Be Done WLS, The Old Judge WLS, Titans of Science WGN, There Was a Woman NBC, Piecandy Music Hall, Zenith Foundation NBC, American Medical Association Program NBC, American Dental Review.

CAMPBELL, KAY FRANCES

Artist—Lucky Girl MBS, Bachelor's Children MBS, Mar-Vo-Kurt Program WMAQ, The Romance of Helen Trent CBS, How I Met My Husband WLS, Man About Town WGN, Curtain Time MBS, Mollie of the Movies MBS.

CANTOR, CHARLES

Artist—Kitchen Cavalcade NBC.

CANTOR, EDDIE

Artist—Texaco Town CBS.

CAREY, EDWARD MacDONALD

Artist—NBC, First Nighter, Young Hickory, Painted Rock, There Was a Woman, Lights Out, Dr. Dollar, Dan Harding's Wife, American Medical Association Program, Public Hero Number One, Grand Hotel, Piecandy Music Hall, Little Orphan Annie, Behind Camera Lines, Molly of the Movies, Household Finance Program, Betty and Bob.

CARLOW, FRANCES

Artist—Today's Children NBC, Kitty Keene NBC.

CAROL, ELSIE

Artist—WCAU, Philadelphia, WCAU Women's Club of the Air Programs.

CARSON, SHORTY

Artist—NBC, The Ranch Boys, Tom Mix Straight Shooters, Fibber McGee and

Molly, Gene Arnold and the Ranch Boys.

CECIL, MARY

Artist—John's Other Wife NBC.

CHANCE, ALFRED A.

Artist—WXYZ, Detroit, Narrator, Poetry Reader.

CHAPMAN, BRUCE

Artist—The Answer Man WOR.

CHASE, NANCY

Artist—W D R C, Hartford, Conn., Woman's Program.

CHATTON, SYD

Artist—Feminine Fancus, Guest KFRC, Stars on Parade NBC, Packard Hour Guest NBC, Hollywood Melody Shop CBS.

CHEFFE, JACK

Artist—KFWB, Hollywood, Amateur Authors.

CLAIRE, HELEN

Artist—Death Valley Days NBC.

CLAIRE, MALCOLM

Artist—NBC, Spacelibs.

CLARK, CLIFF

Artist—Gilmore Circus NBC.

CLARK, SYLVIA

Artist—NBC, NBC Jamboree, Piecandy Music Hall, Farm and Home Hour, Fibber McGee and Molly, Thank You Studia.

CLARK, VIRGINIA

Artist—The Romance of Helen Trent CBS.

COLE, ALONZO DEAN

Artist—The Witch's Tale MBS.

COLLINS, ALAN FREDERICK

Artist—WOW-WGL, Fort Wayne, Hollyhock Lane, Curtain Time, Zero Time, Detective Mysteries.

COLLINS, TED

Artist—Bandwagon CBS, Kate Smith Hour CBS.

COLVIG, PINTO

Artist—Gilmore Circus NBC, Mickey Mouse Theater NBC.

COMSTOCK, WAL (Tizzie Lish)

Artist—Watch the Fun Go By CBS, Tizzie Lish.

CONN, HARRY

Artist—Earnings of 1937 CBS.

COOGAN, JACKIE

Artist—Log Cabin Dude Ranch NBC.

COOK, JOE

Artist—The Shell Show NBC.

COOL, GOMER

Artist—KMBC, Kansas City, Mo., Box K Ranch Boys, G. E. Gossip Club.

CORNWELL, BLAINE

Artist—KVOO, Tulsa, Swing Session, Headlines of the Past, Look Out It's a Racket, Sunday Afternoon Social.

CORRELL, CHARLES J.

Artist—Amos 'n' Andy NBC.

COWAN, ROY

Artist—WFAA, Dallas, The Pepper Uppers.

COX, JAMES E.

Artist—KFAB-KFOR, Lincoln, The Jangles, Babs and Betty, KFAB 1936.

CRAIG, RENA

Artist—Professional Parade WJZ, Your Unseen Friend CBS, Junior G Men WOR, Ave-Maria Hour WMCA, St. Anthony's Hour WHN, Parent's Magazine Program WOR, Phie-

nomenon-Electrifying History WBS, Moxie Club WHN.

CREIGHTON, SALLY

Artist—Lux Radio Theater CBS, Your Hollywood Parade NBC, Welch Grape Juice Presents Irene Rich NBC, Amos 'n' Andy NBC, Olson and Johnson NBC, Reunion of the States CBS, Drums MBS, Calling All Cars CBS.

CROSBY, BING

Artist—The Kraft Music Hall NBC.

CROWLEY, MATT

Artist—The Road of Life NBC.

CULBERTSON, JUNIA

Artist—WCAU, Philadelphia, Encores of Yesterday, Cosmopolitans.

CURTIN, JOE

Artist—Second Husband NBC.

— D —

DAFOE, DR. ALLAN ROY

Artist—Lysol Program CBS.

DAMEREL, DONNA CELESTE

Artist—Myrt and Marge CBS, On Broadway Guest NBC.

DAVIDSON, EDWARD II.

Artist—Don Winslow of the Navy NBC, Public Hero No. One NBC, Forest Rangers NBC, Mollie of the Movies MBS, Tom Mix Straight Shooters NBC, NBC Golf Club WENR, The Story of Mary Marlin NBC, Betty and Bob CBS, Arnold Grimm's Daughter CBS, Today's Children NBC, It Can Be Done NBC, Kitty Keene, Inc. NBC, Dan Harding's Wife NBC.

DAWSON, NICK

Artist—Follow the Moon NBC CBS.

DAY, MARGARET BRYCE

Artist—The Neighbors KGER, The Cat's Claw KGER, The Hallroom Girls KFVD.

DE CORDORA, PEDRO

Artist—Lux Radio Theater CBS, Silver Theater CBS, Shakespeare Series NBC.

DE HAVEN, J. ROBERT

Artist—Brains of Bright Hope.

DELA CHESA, VIVIAN

Artist—NBC, Commonwealth Edison Co. Program.

DeMILLE, CECIL

Artist—Lux Radio Theater CBS.

DE SYLVARA, BEATRICE

Artist—How to Be Charming NBC.

DEVINE, ANDY

Artist—The Jello Program Starring Jack Benny NBC.

DONNELLY, ANDY

Artist—Second Husband NBC, Dick Tracy NBC, Mrs. Wiggs of the Cabbage Patch NBC.

DONNELLY, JIMMY

Artist—The O'Neills NBC, Second Husband CBS.

DONNELLY, TOMMY

Artist—Young Widder Jones MBS.

DORLAND, NAN

Artist—Floyd Gibbons Your True Adventures CBS, On Broadway NBC, Gun Smoke Law NBC, Aunt Jenny's Real Life Stories CBS, Palmolive Beauty Box Theater CBS, Personal Column of the Air NBC, Rippling Rhythm Revue NBC, Philip Morris Programs NBC,

Your Unseen Friend NBC,
Road of Life NBC, Pretty
Kitty Kelly CBS, Pepper
Young's Family NBC.

DOUGALL, TOM

Artist—WXYZ, Detroit, Lone
Ranger MBS-MRN, Green
Hornet MRN.

DRAKE, ROBERT

Artist—The Jackson Family
WHAS.

DRIFTMIER, LEANNA

Artist—KFNF, Sherrandoah,
Iowa, Home Economics.

DUDLEY, BIDE

Artist—Theater Club of the
Air WOR.

DU MOND, JOE

Artist—NBC, Josh Higgins of
Finchville.

DUNLAP, PATRICIA

Artist—Bachelor's Children
CBS-MBS, Lucky Girl MBS,
We Are Four MBS, The Rom-
ance of Helen Trent CBS.

DUNN, EDWARD (EDDIE)

WESLEY
Artist—The Light Grust
Doughboys TQN, Early Birds
WFAA, Pepper Cadets WFAA.

DUNCAN, MARY

Artist—Grand Hotel NBC.

DUNN, VIOLET

Artist—The O'Nells NBC.

DUPRE, HENRY PHILLIPS

Artist—WWL, New Orleans,
Souvenirs.

— E —

EARLE, EMILY

Artist—Town Hall Tonight
Guest NBC, Barnstormers
Guest WOR, Musical Camera
Guest MBS, Norman Broken-

shire's Variety Show Guest
MBS.

EBERHARDT, JOHN WILLIAM

Artist—KFBI, Abilene.

EDWARDS, BUDDY

Artist—S. and W. Junior News
Parade NBC, True Tales of
Buried Treasures MBS-DIN,
Calling All Cars CBS, Pepper
Young's Family NBC, Shake-
spearean Series NBC, Tim and
Terry KFAC, The Adventures
of Sammy and Buddy KFSD,
KHJ, DLN, Highlights of
Life KHJ, DLN, Thrills NBC.

EDWARDS, EDDIE

Artist—KMBC, Kansas City,
Mo. Happy Hollow CBS, The
Magazine of the Air, Adven-
tures of Clyde Beatty, Happy
Kitchen, Across the Breakfast
Table, Joanne Taylor Fashion
Flashes, The Travels of Mary
Ward, All in Fun.

EDWARDS, GUS

Artist—Gus Edwards' School
Days CBS.

**EINSTEIN, "PARKYAKARKUS"
HARRY**

Artist—Lifebuoy Program
CBS.

ELDER, RICHARD LEON

Artist—Miniature Playhouse
KMTB, Funfare KFAC.

ELLEN, MINETTA

Artist—One Man's Family
NBC.

ELLIOTT, LORNA MILLER

Artist—Gang Busters CBS,
Palmolive Benny Box Theater
CBS, Ripley's Believe It or
Not Program NBC, Shell Clu-
b-teau NBC, Scullery Party NBC,
Lux Radio Theater CBS, Big

Sister CBS, Second Husband
CBS, NBC Guild.

ELLS, CAROLINE CROCKETT

Artist—Travels of Mary Ward
KMBC, Good Morning.

ELLSTROM, SIDNEY CHARLES

Artist—NBC, It Can Be Done,
First Nighter, Today's Chil-
dren, The Guiding Light, Dan
Harding's Wife, NBC Jam-
boree, Tom Mix Straight
Shooters, Girl Alone, Public
Hero No. One, Fibber McGee
and Molly, Lights Out, Zenith
Foundation.

ELMAN, DAVE

Artist—Hobby Lobby CBS-
MBS.

**ELMORE VINCENT (Senator
Fishface) LLOYD**

Artist—NBC, Senator Fish-
face and Professor Figgstottle.

ELSTNER, ANN

Artist—Stella Dallas WEAF-
WJR.

ERICK, ROLF

Artist—Royal Gelatin Hour
Guest NBC, Men in White
NBC, Girl Interme NBC, Our
Gal Sunday CBS, Lorenzo
Jones NBC, American School
of the Air CBS, Columbia
Workshop CBS, Kate Smith
Hour CBS, Floyd Gibbons'
Program, Ripley's Believe It
or Not Program NBC.

EISKINE, MARILYN

Artist—Young Widder Jones
MBS.

ERWIN, STUART

Artist—Camel Caravan CBS.

EVANS, CECILIA

Artist—Radio Playhouse
WNYC, Al Barrie's Melly-
drammers WNEW.



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Featured on Chase & Sanborn & Pebeco with
Eddie Cantor

Featured on Les Miserables with Orson Welles
Featured on Woodbriars with Tyrone Power

Guy Lombardo	Consolidated Edison
Gang Busters	Fred Allen
Workshop	True Story
Paul Whiteman	Easy Aces

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**FAIRFAX, BEATRICE**

Artist — Beatrice Fairfax Show MBS.

FARNUM, WILLARD P.

Artist — NBC, Flying Time, Tale of Today, Lights Out, Dan Harding's Wife, Your Health, Young Hickory, Voice of Carelessness, It Can Be Done, There Was a Woman, Way Down Home, Forest Rangers, Ends of the Earth, Girl Alone, Zenith Foundation, The Story of Mary Marlin, Grand Hotel, Today's Children, Vic and Sade, Morning Greetings.

FARRAR, DOROTHY**GERTRUDE**

Artist — Lady of Millions KXN, Your Los Angeles KPWB, Listener's Digest CBS, Silver Theater CBS, Amos 'n' Andy NBC, Dr. Christian CBS, Vick's Open House CBS.

FENNELLY, PARKER

Artist — Snow Village Sketches NBC.

FIELDS, ARTHUR

Artist — Fields and Hall NBC.

FIELDS, W. C.

Artist — The Chase & Sanborn Program NBC.

FILLBRANDT, LAURETTE

Artist — NBC, Tale of Today, Young Hickory, Dan Harding's Wife, Linde Fairchild, Back Home, American Medical Association Program, Public Hero.

FIRDELL, VIVIAN

Artist — Backstage Wife NBC.

FISCHER, HELEN

Artist — KFNE, Shenandoah, Iowa, Garden and Flowers.

FITZ, KATHLEEN

Artist — John's Other Wife NBC.

FLICK, PATSY

Artist — Camel Caravan CBS.

FLYNN, BERNARDINE

Artist — NBC, Vic and Sade, RCA Magic Key Program Guest.

FLYNN, CHARLES

Artist — We Are Four MBS, Tomahawk Trail WBBM, Curtain Time MBS.

FORBES, MURRAY

Artist — NBC, Grand Hotel, The Story of Mary Marlin, Girl Alone, Nickelodeon, Lights Out, Ma Perkins, Young Hickory, Rival Dog Food Program, Tom Mix Straight Shooters, Farm and Home Hour.

FORD, WHITEY

Artist — WLW, Cincinnati, KWK Greater Minstrels.

FOX, TEMPLETON

Artist — NBC, The Story of Mary Marlin, Young Hickory, There Was a Woman, Lights Out, Dan Harding's Wife, Tom Mix Straight Shooters, Zenith Foundation.

FRAMER, MRS. WALTER

Artist — Hollywood Show Shopper KDKA-AWWSW.

FRANCO, CLAIRE

Artist — KFAC Los Angeles, The Showmen of Hollywood.

FRANK, CARL DOUGLAS

Artist — Aunt Jenny's Real Life Stories CBS, Big Sister CBS, The Shadow MBS, How To Get the Most Out of Life

CBS, Charles Martin's Thrills, Gangbusters CBS, Palmolive Beauty Box Theater of the Air CBS, School of the Air CBS, Betty and Bob CBS, Ripley's Believe It or Not NBC.

FREEMAN, FLORENCE

Artist — Young Widder Jones MBS.

FRONT, ALICE

Artist — Big Sister CBS, On Broadway NBC, Town Hall Tonight NBC, Philip Morris Program NBC, The Shadow MBS, Grand Central Station NBC, The Minute Men NBC.

FUGITT, MERRILL WEIR JR.

Artist — NBC, Kalfenmeyer's Kindergarten, Dan Harding's Wife.

FULLEHR, BARBARA

Artist — NBC, American Medical Association Program, Back Home, Painted Rock.

**GAIL, JERRIE (MISS)**

Artist — Lux Radio Theater CBS, Kraft Music Hall NBC, One Man's Family NBC, Nash Show CBS, Jack Oakie College CBS, Hawaiian Moon CBS, Amos 'n' Andy NBC, Hollywood Playhouse NBC, Big Town CBS, Packard Show NBC, Hollywood In Person CBS, Welch Grape Juice Presents Irene Rich NBC, Ry-Kelsip Presents Marion Talley NBC, Jimmy Fidler NBC, Love For A Day, Lady of Millions.

GAMMILL, NORMEN

Artist — Sunny Valley KFWB, Album of Life, The Lady of the Acacia Tree KFWB, Elmer Goes To Hollywood KXN, Knights of the Road KFWB.

GANTER, EUGENE

Artist — WIBX Utica.

GARDE, BETTY

Artist — Mrs. Wiggs of the Cabbage Patch NBC, Mr. Ken Tracer of Missing Persons NBC, Lorenzo Jones NBC.

GASCH, MARIE M.

Artist — MBS, Beatrice Fairfax.

GAY, BEVERLY

Artist — Big City Parade WLS, Gordoni Radio Party WSBC.

GAYNE, HOMER

Artist — Chase and Sanborn Program NBC.

GERSON, BETTY LOU

Artist — NBC, Grand Hotel, Tale of Today, The Story of Mary Marlin, Flying Time, Don Winslow of the Navy, Lights Out, Nickelodeon, NBC Jamboree, There Was a Woman, Zenith Foundation.

GIAMO, ANTOINETTE

Artist — KFAC Los Angeles.

GIBBONS, FLOYD

Artist — Adventures with Floyd Gibbons CBS, Speedshow CBS.

GIBSON, JOHN

Artist — Lux Radio Theater CBS, Hollywood Playhouse NBC, Scattergood Baines CBS, Fibber McGee and Mollie NBC, Jack Benny Program NBC, Ken Murray Program CBS, First Nighter NBC, Gil-

more Circus NBC, Al Jolson Program CBS.

GILBERT, JANICE

Artist — The O'Neills NBC, John's Other Wife NBC, Second Husband NBC.

GILES, MIRANDY

Artist — Silver Suds Soap Program KFAC-KFOX, Gilmore Circus NBC, Hollywood Barn Dance KXN, Joe Penner Program Guest CBS, Grape Nuts Program Guest NBC.

GILMAN, LUCY

Artist — Today's Children NBC.

GILMAN, PAGE

Artist — One Man's Family NBC.

GODFREY, ARTHUR MORTON

Artist — Sun Dial WJSV, Moon Dial WJSV, Professor Quiz CBS.

GOFF, NORRIS

Artist — Lum and Abner NBC.

GORDON, DOROTHY

Artist — CBS Children's Corner, American School of the Air.

GORDON, RICHARD

Artist — Pepper Young's Family NBC, Rising Musical Stars NBC.

GORDONI, LILLIAN

Artist — Big City Parade WLS, Gordoni Radio Party WSBC, Book Shelf Spotlite WGN.

GODSEN, FREEMAN F.

Artist — Amos 'n' Andy NBC.

GOTILAM, VIRGINIA

Artist — WMCA New York, Grandstand and Bandstand.

GOULD, MITZI

Artist — Mrs. Wiggs of the Cabbage Patch NBC.

GOURAUD, POWERS

Artist — WCAU Philadelphia, Dramatic Critic, Yellow Cab Co. Program.

GRAHAM, SIBILLA

Artist — Vanity Fair NBC.

GRAINGER, SILARON

Artist — NBC, Young Hickory, Don Winslow of the Navy.

GREEN, EDDIE

Artist — Maxwell House Showboat NBC, The Royal Gelatin Hour NBC.

GRIFFIN, ROBERT E.

Artist — NBC, The Story of Mary Marlin, Today's Children, It Can Be Done, Public Hero No. One, There Was a Woman, Lights Out, NBC Jamboree, Tom Mix Straight Shooters, Dan Harding's Wife, Tale of Today.

GRIFFIN, KEN

Artist — Backstage Wife NBC, Kitty Keene NBC.

GRIFFITH, LESTER LEE

Artist — NBC, Court of Kitchen Relations.

GUEST, EDGAR A.

Artist — It Can Be Done NBC.

GUILBERT, ROBERT**MARSHALL**

Artist — NBC, Don Winslow of the Navy, Girl Alone, Lights Out, Grand Hotel, American Medical Association Program, Young Hickory, Chicago Motor Club Program, 200 Meters and Down, Frank Wattanabe and the Professor.

Rival Dog Food Program, There Was A Woman, Vic and Sade, Forest Rangers, Welch Grape Juice Presents Irene Rich, Public Hero, Vocational Service Program.

— H —

HALE, FRANC
Artist—Second Husband CBS.

HALEV, JACK
Artist — Jack Haley's Log Cabin NBC.

HALEV, PAT
Artist — Dot and Pat Program KDKA-NBC, Hub Credit & Clothing Co. Program KDKA, S. H. De Roy, Jeweler Program KQV, Haller Baking Co. Program WJAS.

HALL, CLIFF
Artist — Raleigh and Kool Cigarettes Program NBC.

HALL, FRED
Artist—Fields and Hall NBC.

HAMMERSTEIN, TED
Artist — Hammerstein's Music Hall CBS.

HAMILL, EVA MAYO
Artist — KRLL Dallas, Party Plans of the Air, Lovely Lady, The Cruise Reporter, Castles In the Air.

HAMILTON, JOHN
Artist — Alias Jimmy Valentine WHN.

HAMMER, SAM
Artist—How About It WOR, Your Invention WMCA.

HAMMERSTEIN, TED
Artist — Hammerstein Music Hall of the Air CBS.

HANNAN, MARJORIE
Artist — Bachelor's Children

MBS-CBS, We Are Four MBS, Ma Perkins WMAQ-WLS-NBC, The Story of Mary Marlin NBC, Curtain Time MBS.

HARPER, EARL
Artist — Street Interviews WNEW, Quiz Quest and Spelling Bee WNEW, Steinie Bottle Show Guest NBC, The Microphone in the Sky MBS, Earl Harper's Paramount Party WNEW.

HARRIS, ARLENE
Artist — Watch the Fun Go By CBS, Human Chatterbox.

HARRIS, PHIL
Artist—Jello Show NBC.

HARRIS, RADIE
Artist — MGM Movie Club WHN, Stage and Screen Star Interview MBS.

HARTMAN, CLARENCE LAFAYETTE
Artist — KMBC Kansas City, Mo. Joanne Taylor's Fashion Flashes, Happy Hollow CBS, Life on Red Horse Ranch.

HATHAWAY, JOY
Artist—Stella Dallas WEAF-WJR.

HATTON, RAYMOND
Artist—Camel Caravan CBS.

HAWKINS, DONALD V.
Artist—KTSP St. Paul.

HAWTHORNE, BEN
Artist—G. Fox & Co. Program WPTC, Thursday Matinee CBS, Ben Hawthorne In Studio Five CBS.

HAYASHI, RAYMOND TOKUTARO
Artist — WXYZ Detroit, The Green Hornet MRN.

HAYES, HELEN
Artist—Bambi NBC.

HAYS, HARVEY
Artist — The Story of Mary Marlin NBC, A Tale of Today NBC, Words and Music NBC.

HAYWORTH, HERB (HAPPY)
Artist—WOWO Fort Wayne, WOWO Farm Hour, Bursley Co. Program.

HAZARD, EDITH
Artist — KWKH Shreveport, Aunt Elizabeth, the Story Lady, The Times Family.

HEARN, SAM
Artist — Jello Program NBC, Maxwell House Showboat NBC, Ben Bernie Program Guest NBC.

HEATH, HY
Artist — KWKH Shreveport, Grits and Gravy.

HEATTER, GABRIEL
Artist—We, the People, NBC.

HECKLE, MARGARET
Artist—Across the Breakfast Table KMBC-WBBM.

HEDGE, RAY
Artist—CBS, Myrt and Marge.

HEDLUND, GUY
Artist — WTIC Hartford, The Guy Hedlund Co. Program, The Spotlight.

HEID, GEORGE
Artist — Haller Baking Co. Program WJAS, Westinghouse Dealers Program KDKA, S. H. De Roy Jewelry Co. Program WJAC, Man-In-The-Street Interviewer KQV, Strollers' Matinee NBC.



IREENE WICKER
The Kellogg Singing Lady

Musically Yours,

JACK MEAKIN

(Dr. John Bunker Meakin)

"Bughouse Rhythm"

HELD, JOHN JR.
Artist—Varsity Show NBC.

HEMIS, PERCY
Artist — Tom Mix Straight Shooters NBC.

HENDRICKS, MARCELA LOUISE
Artist—WMBD Peoria.

HERSHOLT, JEAN
Artist—Dr. Christian CBS.

HERRIOT, ELINOR
Artist — Professor Kattenmeyer's Kindergarten NBC.

HICKMAN, CARL G.
Artist — KSTP St. Paul. Clown Court, The Household Forum, Knights of Note.

HILL, ALICE B.
Artist — Back Stage Wife NBC, Painted Dreams WGN, We Are Four MBS, Curtain Time MBS, Jenny Peabody Dramatic Sketch CBS, On To Adventure WBBM, Friendly Neighbor WGN.

HITZ, ELSIE
Artist — Follow the Moon NBC-CBS.

HODGE, ALBERT JR.
Artist — WXYZ, Detroit. Green Hornet MRN.

HOFFA, PORTLAND
Artist — Town Hall Tonight NBC.

HOLDEN, JACK HAVILAND
Artist — Morning Devotions WLS, Tom Mix Straight Shooters NBC, Old Painter WMAQ, National Barn Dance NBC, Keystone Party WLS, Murphy Jamboree WLS.

HOLLAND, FRENCH HERSHEL
Artist—KFBI Abilene.

HOOPYAR, LUTHER
Artist — Barnes-Sels Floto Circus Program KFRC-KYA-KOMO-KFWB.

HOPE, BOB
Artist — Rippling Rhythm Revue with Bob Hope NBC, Hollywood Parade CBS.

HORTON, BERT
Artist — NBC, One Man's Family, Hawthorne House, Tales of California, Death Valley Days, Gloria Gale, Sperry Special.

HOWARD, EUNICE
Artist — Pepper Young's Family NBC-MBS, Hello Peggy NBC, The Grammys MBS, Radio Guild NBC, Rexall Drug Program.

HOWARD, TOM
Artist — Seafest Saturday Night Party NBC.

HOWE, ELEANOR
Artist — Homemaker's Exchange CBS.

HUBBARD, IRENE
Artist—Maxwell House Showboat NBC.

HUBBARD, LULU MAE
Artist—Lorenzo Jones NBC.

HUGHES, ARTHUR
Artist—Just Plain Bill NBC.

HULICK, WILBUR
Artist — Colonel Stoopnagle and Budd NBC, The Minute Men NBC.

HUME, HARRY M.
Artist — WFAA Dallas, Captain Jolly and Crew TQN.

HUMPHREY, HARRY
Artist — Death Valley Days NBC.

HUNTER, HENRY
Artist—Welch Presents Irene Rich NBC.

HUSTED, ELIZABETH JAY
Artist — American Bible Society Program WNEW.

HUTCHINSON, MARY
Artist — Kings Features Program WINS, Drama Club WHN, Red Star Ranger WOR.

— I —

IDELSON, BILLY
Artist — NBC, Vic and Sade, Tom Mix Straight Shooters, Feathers For Luck, RCA Magic Key Program.

IRWIN, JAMES H.
Artist—WXYZ, Detroit, Green Hornet MRN, Michael Axford MRN.

ITO, BETTY
Artist — NBC, Don Winslow of the Navy, Young Hickory.

IVANS, ELAINE
Artist — CBS, Sunday Morning at Aunt Susan's.

IVES, ANICE
Artist — Everywoman's Hour WJCA, Follow the Moon NBC, Paul Whiteman Hour NBC, Rippling Rhythm NBC.

— J —

JAMESON, HOUSE
Artist — Young Widder Jones MBS.

JASTYN, JAY
Artist—Second Husband NBC.

JAVELIER, JEYANNE
Artist — Arnold Grimm's Daughter CBS, Guiding Light NBC, Court of Missing Heirs, CBS, Lucky Girl MBS, Houseboat Hannah CBS.

JEFFERIES, JAMES JERRY
Artist — WFAA Dallas, The Pepper Uppers, Pepper Cadets.

JEROME, EDWIN
Artist — Philip Morris Programs NBC-CBS, March of Time CBS, Cavalcade of America CBS, Heinz Magazine of the Air CBS, Big Sister CBS, Aunt Junny's Real Life Stories CBS, Lorenzo Jones NBC-CBS, Dr. Friendly WHN, The Shadow MBS, Kate Smith Program CBS, On Broadway NBC, Ripley's Believe It or Not Program NBC, American School of the Air CBS, Milestones CBS, Hammerstein Music Hall CBS, Death Valley Days NBC, Columbia Workshop CBS, True Story Court of Human Relations NBC, We The People NBC, Our Gal Sunday CBS, Brown and Williamson Program NBC, The Real Silk Program NBC, Adventures of Captain Diamond NBC, Dick Tracy NBC.

JESSEL, GEORGE ALBERT
Artist — Jessel's Thirty Minutes in Hollywood KHJ, Woodbury Program Guest NBC, Camel Program Guest CBS, Kraft Music Hall Guest NBC, Al Jolson Program Guest CBS, Royal Gelatin Hour Guest NBC.

JOHNSON, BESS
Artist — Hilltop House CBS, Lady Esther NBC and NBC.

JOHNSON, BETH
Artist — Today's Children NBC.

JOHNSON, CHUC
Artist — Richfield Oil Co. Program NBC.

JOHNSON, DON (PROFESSOR FIGGSBOTTLE)
Artist — NBC, Senator Fishface and Professor Figg's-bottle.

JOHNSON, EDWARD
Artist — Metropolitan Auditions of the Air NBC.

JOHNSON, PARKS
Artist—Vox Pop NBC.

JOHNSON, RAYMOND EDWARD
Artist—NBC, Young Hickory, Lights Out, Forest Rangers, Grand Hotel, Tale of Today, Guiding Light, Today's Children, Whistles and His Dog, Girl Alone, Welcome Valley, It Can Be Done, My Romance, Jingleers, Q S T, Piccadilly Music Hall, Cinema Theater, Vic and Sade, First Nighter, There Was A Woman, Feathers for Luck, NBC Jamboree, Zenith Foundation, Pat and Hank, Girl Alone, Fitch Romances.

JOHNSTON, DORIAN EUGENE
Artist — Hollywood Hotel CBS, Al Jolson Show CBS, Adventures of Bobby Bundle in the Magic Land of Kaligaroo KFAC.

JOLLEY, I. STANFORD
Artist — Lux Radio Theater CBS, Strange As It Seems MBS, Hollywood Extras on the Air KFI, It Happened Today KMTV.

JOLSON, AL
Artist — Life-buoy Program CBS.

JONES, DOROTHY RAE
Artist—WFAA, Dallas, Gladiola Flour Program, Waterloo Junction, Employers Casualty Program, Early Birds, Good Old Timers.

JONES, JOHNNY
Artist — Alka-Seltzer National Barn Dance Guest NBC, Wrigley Program Guest.

JONES, RALPH
Artist—KGNE, North Platte, Nebr. Organist.

JORDAN, CORINNE
Artist — KSTP, St. Paul, Auntie Corinne's Little Corner Cupboard.

JORDAN, JAMES E.
Artist — NBC, Fibber McGee and Molly.

JORDAN, MARIAN I.
Artist — NBC, Fibber McGee and Molly.

JOSEPH, ROGER
Artist — Charlie Chan, Calling all Cars CBS-DL, Strange As It Seems CBS, Drums DL, Lady of Millions.

JOSTYN, JAY
Artist — Our Gal Sunday CBS, Second Husband CBS, Life of Mary Sothern CBS, The O'Neils NBC, Lorenzo Jones NBC, Hammerstein Music Hall CBS.

— K —

KAMMAN, BRUCE
Artist — NBC, Charlie on

The Spot Guest, Kallenneyer's Kinderzarten, National Barn Dance Guest, See Our Stars Guest.

KANE, JOHN JOSEPH

Artist — Pepper Young's Family NBC, Five Star Jones NBC, Gangbusters CBS, John's Other Wife NBC.

KARNEY, BEULAH

Artist — KMBC, Kansas City, Mo., Happy Kitchen.

KEEHN, NEAL

Artist — Across the Break-Fast Table KMBC-WBBM.

KEENE, HANK

Artist — WHAS, Louisville-WTIC, Hartford.

KELLA, JAMES

Artist—Mr. Keen Tracer of Lost Persons NBC.

KENYON, DORIS

Artist—Guest Star.

KENYON, EULALEE

Artist—WOWO, Fort Wayne, Polly Pretends, Curtain Time, Zero Hero, True Detective Mysteries, Shoppers Martine, Musical Clock, Arabesque.

KERMAN, DAVID

Artist — Lux Radio Theater CBS, Welch Presents Irene Rich NBC, Twin Stars NBC, Joe Penner Program CBS, Phil Baker Program CBS, Jack Oakie Colleege CBS, Dr. Christian CBS, First Nighter NBC, Thrills, Calling All Cars MBS.

KIDDER, HUGH

Artist—Drums KHJ, Federal Theater of the Air KFWR-K G E J - K H J - K R K D - K G E R - K F O X - K F A C - KMPC-KFVD-MBS.

KILPAEK, BENNETT

Artist—Mr. Keen, Tracer of Lost Persons NBC, David Harum NBC, Dr. Friendly WHN, Big Sister CBS, Linda's First Love WBS, Believe It Or Not NBC, The Shadow MBS, Grand Central Station NBC, Phyl Coe Mystery Clues WOR, Radio Guild NBC.

KILPATRICK, REID E.

Artist — KEHE, Los Angeles, Man on the Street.

KINGSLEY, MYRA

Artist — The Hecker H-O Program MBS.

KINGSTON, LENORE

Artist—NBC, NBC Jamboree, Girl Alone, Fibber McGee and Molly, Painted Rock, Zenith Foundation, The Story of Mary Marlin.

KINSELLA, WALTER

Artist—Dick Tracy NBC.

KIRKPATRICK, JESS

Artist — WGN, Chicago, Lone Trail Operahouse.

KNIGHT, RAY

Artist — Ray Knight's Cuckoos MBS.

KOHL, ARTHUR CARMAN

Artist — NBC, The Story of Mary Marlin, First Nighter, Zenith Foundation, Don Winslow, There Was A Woman, Way Back Home, Public Hero No. One, Piccadilly Music Hall, It Can Be Done, Your

Health, Girl Alone, NBC Jamboree, Vanity Fair, Young Hickory, The Field Museum Programs.

KOLMAR, RICHARD

Artist — John's Other Wife NBC.

KRAATZ, DONALD GEORGE

Artist — Betty and Bob CBS, Lights Out NBC, Young Hickory NBC, It Can Be Done NBC, Girl Alone NBC, American Medical Association Program NBC, Stepmother NBC, Feathers for Luck NBC, Aro and Sade NBC, Guiding Light NBC, Zenith Foundation NBC, Back Home NBC.

KRAMER, HARRY

Artist — WNEW, New York, Michael's Department Store Variety Program.

KRAMER, WRIGHT

Artist — The March of Time NBC-CBS, Radio Guild NBC, The O'Neills NBC, Good News on 1938 NBC, CBS Shakespearean Cycle CBS.

KROEGER, BERRY

Artist — Vick's Open House CBS, Cassandra KHJ-KNX, Curtain Calls KFWR, Randaliers KNX.

KRUEGER, ALMA

Artist—Maxwell House Show Boat NBC, Lux Radio Theater CBS.

KRUGMAN, LOUIS

Artist — Columbia Workshop CBS, Rise of the Goldbergs NBC, Wilderness Road CBS, Your Unseen Friend CBS, Philip Morris Program NBC, Brave New World CBS, Five Star Final WMCA, Kings Feature Presents WINS, Junior G Men MBS.

KVALDEN, GRETA

Artist — Pepper Young's Family NBC-MBS, Radio Guild NBC, Land of Whatsit.

— L —

LA BELLE, RUPERT

Artist — Killy Kenne, Inc. NBC, The Story of Mary Marlin NBC, Lucky Girl MBS, Back Stage Wife MBS, Wife vs. Secretary MBS, Today's Children NBC, Manhattan Mother CBS, Old Time Melodramas CBS, Young Hickory NBC, Lights Out NBC, Don Winslow NBC, Little Orphan Annie NBC, Virginia Lee WLS, Betty and Bob CBS.

LABRIOLA, "OSWALD" TONY

Artist — Campbell Soup Program CBS, Lifebuoy Program CBS, Hollywood Hotel CBS.

LA CURTE, JAMES V.

Artist — Junior G Men of America MBS, Ave Maria Hour WMCA, St. Anthony Hour WHN, Warden Lawes Program NBC, True Story Court of Human Relations NBC, Your Unseen Friend CBS, The Simpson Boys NBC.

LAHR, BERT

Artist — Manhattan Merry-Go-Round NBC.

LATHAM, JOE

Artist—Just Plain Bill NBC.

LA TORRE, CHARLES

Artist — Lux Radio Theater CBS, Gangbusters CBS, Follow the Moon NBC, Welch Grape Juice Presents Irene Rich NBC, Pretty Kitty Kelly CBS, Kate Smith Revue CBS, Bravest of the Brave NBC, Original Community Sing CBS, Believe It Or Not NBC.

LAUCK, CHESTER

Artist—Lum and Abner NBC.

LAWES, WARREN LEWIS E.

Artist — Behind Prison Bars NBC.

LAWRENCE, MORTON (MORT)

Artist — Sleepy Hollow and Happy Valley Programs WCAU-WOR, Sacred Flame WCAU, Somebody's Son WCAU, Sporting Extra KYW, Junior Thrillers KYW, Sally at the Switchboard KYW, The Goldfish Bowl KYW.

LE KREUN, PIERRE

Artist — Manhattan Merry-Go-Round NBC.

LE MAY, ROY

Artist — Junior G Men of America MBS, Our Barn NBC, Coast-to-Coast a Bus NBC, Billy and Betty NBC, Hello Peggy NBC.

LEVY, ESTELLE

Artist — Kate Smith Hour CBS, Les Miserables MBS, Tyrone Power NBC, Paul Whiteman CBS, Guy Lombardo Program CBS, Gang Busters CBS, Columbia Workshop CBS, Consolidated Edison Program NBC, Town Hall Tonight NBC, True Story NBC, Easy Aces NBC.

LEWIS, ELLIOTT BRUCE

Artist — Silver Theater CBS, Your Hollywood Parade NBC, Burns & Allen NBC, Calling All Cars KHJ-KNX, House Undivided KHJ, The Phantom Pilot KHJ, Extra — Extra, Reunion of the States KHJ, Time Twisters KHJ, Script Teasers KHJ.

LIGHTNER, FREDDIE

Artist — The Jello Summer Program NBC.

LILLIE, BEATRICE

Artist—Follies de Paris of the Air NBC.

LINDLAHR, VICTOR H.

Artist — Journal of Living MBS.

LIVINGSTONE, MARY

Artist — The Jello Program Starring Jack Benny NBC.

LIVINGSTONE, CHARLES DANIEL

Artist—WXYZ, Detroit, Lone Ranger MBS-MRN, Green Hornet MRN, Ann Worth MRN.

LOCKHART, GENE

Artist — Lux Radio Theater CBS, Royal Gelatin Hour NBC, Guest Interviews WMCA - WHN - WOR - KFAC-KEHE.

LOCKHART, KATHLEEN

Artist — Lux Radio Theater CBS, Guest Interviews WINS-WMCA-KEHE.

LONGWELL, ROBERT

Artist—WJBK, Detroit, Franklin's Clothes Program, General Alger Cigar Program.

LORD, PHIL

Artist—We, the People NBC, Gangbusters CBS.

LORD, PHILIP

Artist—NBC, The Story of Mary Marlin, First Nighter, Grand Hotel, Girl Alone, Forest Rangers, Lights Out, There Was a Woman, Zenith Foundation.

LOVE, SUNDA

Artist—Today's Children NBC.

LOWE, DAVID

Artist—New York Reporter WINS, Sound Track WNEW, Question Box WINS.

LOWELL, DOROTHY

Artist—Our Gal Sunday CBS, Heinz Magazine of the Air CBS, Aunt Jenny's Real Life Stories CBS, Your Unseen Friend CBS, Columbia Workshop CBS, American School of the Air CBS, Follow the Moon NBC, Phyl Coe Mystery Clues MBS.

LOWREY, MEADOR

Artist—High Cards in Derby Deck WHAS.

LOWRY, ED

Artist—Singtime MBS.

LOWRY, JUDITH

Artist—NBC, Forest Ranger, Welcome Valley, Story of Mary Marlin, Young Hickory, Girl Alone, Dan Harding's Wife, Miniature Theater, Cinema Theater, Grand Hotel, American Medical Association Program, Lights Out, Tom Mix Straight Shooters, Nickelodeon.

LUDDY, BARBARA

Artist—First Nighter NBC.

LUXFORD, NOLA

Artist—Le Salle Fashion Show NBC.

LYNCH, EDWARD MAYNARD

Artist—Romancers of a City WSYR, Mohawk Valley Trails WIBX, Thru the Years With Company "L" WIBX, Santa Claus Show WIBX.

LYND, HELEN

Artist—Camel Caravan CBS.

LYON, CHARLES

Artist—NBC, Sach's Amateur Hour, Charlie on the Spot.

LYTELL, BERT

Artist—Alias Jimmy Valentine WHN.

— M —**McBRIDE, MARY MARGARET**

Artist—Minute Tapioca Program CBS.

McCABE, LEO

Artist—Stella Dallas WFAF-WJR.

McCAMBRIDGE, MERCEDES

Artist—NBC, First Nighter, Dan Harding's Wife, Lights Out, Feathers For Luck, Linda Fairchild, Guiding Light, Tale of Today, There Was a Woman.

McCLURE, KENDALL BAILEY

Artist—WOAI, San Antonio, Texas Treasures.

McCOMB, KATE

Artist—The O'Neills NBC, Snow Villages Sketches NBC.

McCOY, MALCOLM RUSSELL

Artist—WXYZ, Detroit, Lone Ranger MBS-MRN, Green Hornet MRN, Ann Worth MRN.

McCUNE, VANCE

Artist—NBC, Cabin at the Crossroads, Dairy Dan, NBC Minstrels, The Story of Mary Marlin, Edgar Guest Program, Don Winslow of the Navy.

McGIBNEY, DONALD

Artist—NBC, Salerno-Megowen Biscuit Co. Program.

McGLOGAN, JOHN FRANK

Artist—KSTP, St. Paul, The Household Forum Guest.

McGOVERN, JOHN

Artist—Mrs. Wiggs of the Cabbage Patch NBC.

McGRATH, CLAYTON (MAC) D.

Artist—KSTP, St. Paul, Clown Court, The Household Forum, Knights of Note.

McGRATH, WILLIAM B.

Artist—WNEW, New York, Bill McGrath's Yes and No Program, Encores and Epitaphs.

McGREGGAY, CHARLES**GLIDDEN**

Artist—Little Moments With Big People WINS, Junior G Men of America MBS, Ave Maria Hour WMCA.

McKENZIE, ED THOMAS

Artist—Franklin's Breakfast Express.

McNAUGHTON, HARRY

Artist—Good Gulf Program CBS.

McNEILL, DON THOMAS

Artist—NBC, Breakfast Club, NBC Jamboree, Teatime at Morrell's, Coca Cola Refreshment Club, Sunset Dreams, Five Hours Back, Associated Retailers Program, Milk Fund Program.

McQUARRIE, HAVEN

Artist—The Chase and Sanborn Program NBC, Do You Want To Be An Actor NBC.

McWILLIAMS, JIM

Artist—Uncle Jim's Question Bee NBC.

MacBRYDE, JACK

Artist—Death Valley Days NBC.

MacGREGOR, JEAN

Artist—Today's Children NBC.

MACKENZIE, DOROTHY

Artist—Back Seat Driver NBC, Dr. Katz, Drene Program.

MACKENZIE, HEALANI

Artist—NBC, Healani of the South Seas.

MACK, GILBERT

Artist—Ida Bailey Allen's Homemakers, WHN, The Court Decides WHN, Flame Fighters WHN, WHN Playhouse WHN, MGM Movie Club WHN, Behind the Lens Camera Club WHN, Gridiron Smoker WHN, Broadway Melody Hour WHN, True Detective Mysteries WMCA, Twenty

Years Ago and Today WOR, It's A Racket WOR, Gangbusters CBS, Detective Series NBC, Terry and the Pirates WFAF, Movie Pilot WFAF, Phyl Coe Radio Mysteries MBS.

MacMURRAY, FRED

Artist—Hollywood Hotel CBS.

MADDY, DR. JOSEPH E.

Artist—NBC, Fun In Music

MAITLAND, ARTHUR

Artist—David Harum NBC.

MAJOR, COLONEL JACK

Artist—Colonel Jack Major Program CBS.

MALONE, FLORENCE

Artist—Mr. Koon, Tracer of Lost Persons NBC.

MANN, JERRY

Artist—Hammerstein Music Hall of the Air CBS.

MANNING, TOM

Artist—Lakeside Biscuit Co. Vox Pop Program WTAM.

MARSHALL, HERBERT.

Artist—The Chase and Sanborn Program NBC.

MARTIN, CHARLES

Artist—Philip Morris Program NBC.

MARTIN, THOMAS EMMET

Artist—WSYR, Syracuse.

MAX, EDWIN MILLER

Artist—Oakie College CBS, Hollywood Hotel CBS, Joe Penner Program CBS, Lux Radio Theater CBS, Ken Murray Program CBS, Packard Hour NBC, Calling All Cars CBS, Hollywood Show Case CBS, Shakespearean Programs NBC, Your Witness CBS, Cassandra CBS, Strange As It Seems CBS, Drums CBS, House Divided MBS, Big Town CBS, Wheatonville CBS, Listener's Digest CBS, Martha Meade NBC, Reunion of the States CBS, MacGregor Transcribed Programs.

MAXWELL, TED

Artist—NBC, Hawthorne House, Memory Lane, Death At Midnight, Death Valley Days, Gloria Gale, Winning of the West, Sunday Special, Tales of California.

MEAKEN, JACK

Artist—Bighouse Rhythms.

MEIGHAN, JAMES

Artist—Just Plain Bill NBC, Young Widder Jones MBS.

MEIGHAN, JANE

Artist—Bambi NBC.

MEISEL, MELVIN

Artist—Poetry Reading Program WBNX, Radio Playhouse WNYC, Al Barrie's Melly-drammers WNEW.

MEISNER, EDWIN

Artist—WOWO-WGL, Fort Wayne, The Other Side of Life, Polly Pretends, Curtain Time, Zero Hour, Question Box.

MENKEN, HELEN

Artist—Second Husband CBS.

MEREDITH, JUNE

Artist—The Story of Mary Marlin NBC.

MERRILL, HOWARD

Artist—Second Husband NBC, Death Valley Days NBC, Your Unseen Friend CBS, Way Down East WBS, The Goldbergs NBC, Mrs. Wiggs of the Cabbage Patch NBC, Hel-

to Peggy WBS, Scatfest Party NBC.

MICHAELS, JAY

Artist—WXYZ, Detroit, Lone Ranger MBS-MRN, Green Hornet MRN, Ann Worth MRN, Automobile Club of Michigan Programs MRN.

MICHAUX, LIGHTFOOT

Artist — Happy Am I CBS, Shepherd of the Air MBS.

MILLER, BARNEY RONALD

Artist — KGW-KEX Portland.

MILLS, MARJORIE

Artist — Woman's Hour YN, WEEL Food Program WEEL, Maine Development Commission Program MBS-YN.

MILTON, JOHN

Artist—Snow Village Sketches NBC.

MITCHELL, ALBERT (AL)

Artist — The Answer Man WOR.

MITCHELL, EVERETT

GEORGE
Artist — NBC, Farm and Home Hour, Carnation Hour.

MITCHELL, JACK C.

Artist — KVOO, Tulsa, Staff Frolic.

MOELLER, DOROTHY MAE

Artist — Polly Pretends WWO, Fishman's Fashion WGL, Greenblatt's Furriers WGL, Town and Country Shop WOWO-WGL, Kroger Program WOWO, Little Theater Program WOWO.

MOHN, MONTGOMERY

Artist — Dr. Kate NBC.

Hawthorne House NBC, Memory Lane NBC, I Want A Divorce NBC, S & W Junior News Parade NBC, Western Farm & Home Hour NBC, Winning the West NBC, True Detective Stories NBC, Professor Puzzlewit NBC, Tales of California NBC, Death Valley Days NBC, Sperry Sunday Special NBC, Gloria Dale NBC, Chief Quinn Dramas NBC, NBC Drama Hour NBC, Meet Your Neighbor NBC, Road to Deconreole NBC.

MOLTZNER, MASON BARKER

Artist — KGW, Portland, On the Oregon Trail, Posey Playlets, Covered Wagon Days, Homicide Squad, Portraits of the Masters, Oregonian on Review, Moments In History, Intimate Travels, Coffee Club, Tropic Trails.

MONTGOMERY, ROY

Artist — Community Chest Programs KPWB, House Undivided KHL, Headlights of Life KBJ, Maxwell House Showboat NBC.

MOORE, JOHN

Artist—The O'Neills NBC.

MOORE, VICTOR

Artist — 1937 Edition of Twin Stars CBS.

MORELAND, A. (PEG) J.

Artist — WFAA, Dallas, Sledge's Happy Workers.

MORGAN, GENE

Artist — CBS, Myrt and

Marce, Romance, Columbia Workshop, Gangbusters.

MORNING, SHARI GERTRUDE

Artist — WHO, Des Moines, Coffee Pot Inn, Hour of Smiles, Sunset Corners Frolic.

MORSE, CARLTON

Artist — One Man's Family NBC.

MOYS, JACK J.

Artist — Lady of Millions KNX, Scattergood Baines CBS.

MUNSELL, MARGURITE

Artist — KVOO, Tulsa, Babyland, Margurite and Her Harp, Port of Poets, Romantic Strings, Strings of Harmony.

MURDOCK, CLINTON

Artist — Dr. Christian CBS, Hollywood Theater MBS, Tom Sawyer MBS, Globe Trotters Club MBS, Calling All Cars MBS.

MURPHEY, EDWARD

Artist — The Times Family KWKH, The Nine O'Clock Family KTBS.

MURPHY, PAT HOWARD

Artist — NBC, Girl Alone, First Nighter, Don Winslow of the Navy, Public Hero No. One, Zenith Foundation, It Can Be Done, Lights Out, Young Hickory, Grand Hotel, There Was A Woman.

MURPHY, ROBERT LEO

Artist — KSTP, St. Paul, Man-On-The-Street Program.

MURRAY, FEG

Artist — Sevin' Stars NBC, Bakers' Program.



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MURRAY, KEN

Artist — Campbell Soup Program CBS, Lifestyles Program CBS, Hollywood Hotel CBS.

MURRAY, MAE

Artist — WMCA, New York, Mae Murray Dance Hour, Six Star Revue, Problems of Glamour and Love.

N**NADES, MARION**

Artist — WTEAM, Cleveland, Little Red Schoolhouse.

NAGEL, CONRAD

Artist — Silver Theater CBS.

NEVINS, TOBY

Artist — KVOO, Tulsa, Staff Frolic, Breakfast Club, Sunday Afternoon Social, Galloning Galleons.

NEWMAN, SID DEACON

Artist — WCAE, Philadelphia, Happy Valley Gang.

NICHOLS, EDWIN GORDON

Artist — WJHK, Detroit, Uncle Nick, Teen Age Frolics.

NOBLETTE, IRENE

Artist — The Jello Summer Program NBC, Tim and Irene MBS.

NORRIS, BOBBY

Artist — WNAC, Boston, Sweet Music.

NORTHE, GAIL

Artist — WFAA, Dallas, Titehe Goettinger Co. Program, People and Places With Gail Northe.

O**O'BRIEN, ADRIEN**

Artist — WNAC, Boston, Spotlight Revue.

O'DAY, MICKY JAMES

Artist — Big Sister CBS, Billy and Betty NBC, Cavalcade of America CBS, March of Time CBS, Parade of New York, Teatime Times CBS, Easy Aces NBC, True Story Court of Human Relations NBC, Jello Program NBC, Town Hall Tonight NBC, Aunt Jenny's Real Life Stories CBS.

O'KEEFE, WALTER

Artist — Town Hall Tonight NBC, The Seelster Saturday Night Party NBC, Hollywood Mardi Gras NBC.

O'NEAL, JOAN

Artist — KWKH-KTBS, Shreveport, Kiddie Amateur Hour.

O'ROURKE, TEN

Artist — RCA Magic Key Program NBC.

OKIE, JACK

Artist — Camel Caravan CBS.

OLMSTED, LEROY NELSON

Artist — WBAP, Fort Worth, Black Night.

OLSEN, OLE

Artist — Richfield Oil Co. Program NBC.

ORLANDO, DON

Artist — Jack Oakie College Program CBS, Singtime MBS.

ORRISON, JACK

Artist — Adam and Eve NBC, Light on the West KOA, Under Western Skies KDKA.

ORRISON, MARGARET

Artist — Adam and Eve NBC.

ORTEGA, SANTOS

Artist — Billy and Betty NBC, The O'Neills NBC.

OSGOOD, NANCY

Artist — WXYZ, Detroit, Am

Worth MRN, Green Hornet MRN, Lone Ranger MBS-MRN, Preview MRN, She Met Him in Paris MRN, The Lost Moment MRN.

OSGOOD, RICHARD ELMER

Artist — WXYZ, Detroit, The Faetfinder.

P**PAGE, GALE**

Artist — Today's Children NBC, Jamboree NBC.

PADGETT, PAT

Artist — Pipe Smoking Time CBS, Showboat NBC.

PALMER, ETHEL

Artist — Just Plain Bill NBC.

PARKER, JOE (G.)

Artist — NBC, The Best of the Week.

PARKER, MAC

Artist — WCAU, Philadelphia, Shell Chateau Guest NBC, The Booth Bottling Co. Program.

PARKS, BERT

Artist — CBS, Good Gulf Summer Stars, The Hollywood Observer.

PATERSON, ELIZABETH

Artist — Royal Gelfin Hour NBC, Hollywood Hotel CBS.

PATTON, ALICE

Artist — Backstage Wife NBC.

PAYNE, VIRGINIA

Artist — Kitty Keene Inc. NBC.

PEARCE, AL

Artist — Watch the Fun Go By CBS, Elmer Blurt, Eb and Zeb, Hector Smith.

PEARL, JACK

Artist — Raleigh and Kool Program NBC.

PEARSON, JOHN ESTEL

Artist — KWTO, Springfield, Mo.

PEARY, HAROLD

Artist — NBC, Tom Mix Straight Shooters, Fibber McGee and Molly, Girl Alone, The Story of Mary Marlin, First Nighter, Pat and Hank, Lights Out, Nickelodeon, It Can Be Done, Piecemeal Music Hall, Young Hickory, There Was a Woman, NBC Minstrels NBC, Jamboree, Don Winslow of the Navy, Flying Time.

PENNER, JOE

Artist — Coconut Program CBS.

PERKINS, RAY

Artist — Hi There Audience MBS, Dupont Paint Parade, W. T. Grant Varieties.

PERKINE, DR. GEORGE**HOSBROOK**

Artist — WIBX, Utica, Bookshelf Excursions, The Widdings, Spelling Bee, Brain Tensors.

PETERSON, ARTHUR H.

Artist — NBC, Guiding Light, Story of Mary Marlin, It Can Be Done, Don Winslow of the Navy, Lights Out, First Nighter, Dan Harding's Wife, There Was a Woman, Feather For Luck, Painted Rock, Zenith Foundation, Girl Alone.

PETRUZZI, JULIAN JOSEPH

Artist — WXYZ, Detroit, Lone Ranger MBS-MRN, Green Hornet MRN, Am World MRN, Automobile Club of Michigan

Programs MRN, Michigan Tubercular Association Program MRN.

PHILLIPS, GUY

Artist — First Nighter NBC, Grand Hotel NBC, Lux Radio Theater CBS, Packard Hour NBC, Shakespearian Series CBS, Burns and Allen CBS, Strange As It Seems MBS-CBS, Drums MBS, Reunion of the States CBS.

PHILLIPS, IRNA

Artist — Today's Children NBC.

PICKENS, JANE

Vocalist — The House That Jack Built NBC, Seelster Saturday Night Party NBC.

PICKERING, BAXTER

Artist — Citizens' Forum WLN-WNEW.

PIERCE, MADELEINE

Artist — Pepper Young's Family NBC.

POLLOCK, CHANNING

Artist — Magazine of the Air CBS.

POST, EMILY

Artist — How To Get the Most Out of Life CBS.

POWELL, DICK

Artist — Your Hollywood Parade NBC, The Baker's Broadcast NBC, Hollywood Hotel CBS.

POWER, TYRONE

Artist — Hollywood Playhouse NBC.

POYNTON, LORETTA

Artist — NBC, Dan Harding's Wife, It Can Be Done, Flying Time, The Story of Mary Marlin, Pat and Hank, Young Hickory, Your Health, Vic and Sade, Walter Wigchell, There Was a Woman.

PRESCOTT, ALAN

Artist — The Wife Saver NBC.

PRINCE, JOHN T.

Artist — Calling All Cars KHL, Doctors Courageous KFA-C, Milestones KECA, Landmarks KECA, Drama of California KFWB, Sands of Time KHL, Drama in Literature KEAC.

PROVO, FRANK

Artist — Mrs. Wiggs of the Cabbage Patch NBC.

Q**QUINCE, LOUIS VEDA**

Artist — Riding With the Texas Rangers TQN.

QUIZ, PROFESSOR

Artist — Professor Quiz CBS.

R**RAE, FERN**

Artist — The Old Home Town WFTF.

RAE, JOHN

Artist — The Old Home Town, WFTF.

RAFETTO, MICHAEL

Artist — One Man's Family NBC.

RAITIS, LILLIAN

Artist — Big City Parade WLS, Gordoni Radio Party WSBG.

RAINEY, "BUD"

Artist — Night Owl of Broadway WBN, Reveille Program WTIC, Woman's Radio Bazaar WTIC.

- RANDOLPH, ISABEL**
Artist — NBC, Dan Harding's Wife, The Story of Mary Marlin, Fibber McGee and Molly, Tale of Today, Vic and Sade, Edgar Guest Program, Young Hickory, There Was A Woman, American Medical Association Program, Linda Fairchild, Kaitenmeyer's Kindergarten.
- RANDOLPH, MARION**
Artist—Special Delivery NBC.
- READE, DONNA**
Artist—NBC, Young Hickory, Backstage Wife, Today's Children, American Medical Association Program, Chicago Motor Club Program, There Was A Woman.
- RECTOR, GEORGE**
Artist—George Rector Cooking Talks CBS.
- REINHART, ALICE**
Artist — John's Other Wife NBC, True Story Court of Human Relations NBC.
- RELLER, ELIZABETH**
Artist — Betty and Bob WBBM, Curtain Time Guest WGN, Court of Missing Heirs WBBM, Hope Alden's Romance.
- RENAN, EMILE**
Artist — Ida Bailey Allen's Homemakers WHN.
- RETO, FRED**
Artist — WXYZ, Detroit, Lone Ranger MBS-MRN, Green Hornet MRN, Ann Worth MRN, Flashes From Motor Life MRN, The Lost Moment MRN.
- RHINE, JACK**
Artist—Postal Oddities CRS, The Stage Is Set CRS, Exposition Park Program CRS, Your Witness CBS, Calling All Cars MBS, Richard III NBC, Miracle at Verdun KFWB.
- RICH, IRENE**
Artist—Irene Rich for Welch NBC.
- RICHMOND, MARGERY PAULINE**
Artist—WXYZ, Detroit, Lone Ranger MBS-MRN, Green Hornet MRN, Ann Worth MRN, Lost Moment MRN.
- RIGGS, GLENN EVERETT**
Artist — Rick McJunkin Family Party KDKA, Strollor's Matinee NBC.
- RIGGS, TOMMY**
Artist—The Royal Gelatin Program NBC.
- RIOME, DON**
Artist — CHAB, Moose Jaw, Sask. Songs of Jean Sinclair and Don Riome.
- RIPLEY, ROBERT L.**
Artist — Believe It or Not NBC.
- RISHWORTH, THOMAS D.**
Artist — KSTP, St. Paul-Minneapolis, Household Program.
- ROBERTSON, COLLINS TRAFTON**
Artist — KVOO, Tulsa, Sunday All'noon Social, Amahoya, South American Echoes, Wanderlust Trail, Cozy Corner, Public Calendar.
- ROBERTSON, TED**
Artist—WXYZ, Detroit, Ann Worth.
- ROBINSON, EDWARD G.**
Artist—Big Town CBS.
- RONSON, ADELE**
Artist — John's Other Wife NBC.
- ROSELEIGH, JACK**
Artist — Pepper Young's Family NBC, Road of Life NBC, Renfrew of the Mounted CBS, Aunt Jenny's Real Life Stories CBS, Log Cabin Program NBC, Cavalcade of America CBS, Warden Lawes Program NBC, Dreams of Long Ago NBC, Floyd Gibbons' True Adventure Stories CBS, Follow the Moon NBC.
- ROSS, BILL**
Artist — KGW-KEX, Portland, Armistice Day Program, Everybody Sing.
- ROSS, DAVID**
Artist — CBS, Poet's Gold, Milestones, Essays in Music.
- ROSS, JACK**
Artist — NBC, The Ranch Boys, Tom Mix Straight Shooters, Fibber McGee and Molly, Gene Arnold and Ranch Boys.
- ROSS, JANET**
Artist — KDKA, Pittsburgh, Shopping Circle, Janet Ross—Intimate Interviews, What Do You Know?
- ROSS, NORMAN DE MILE**
Artist — Suburban Hour WMAQ, Headin' South CBS, See Our Stars WMAQ, Woman in the Store WGN.
- ROTHERT, CARL**
Artist—WOWO, Fort Wayne, Curtain Time.
- ROWLANDS, HUGH**
Artist — NBC, Flying Time, Young Hickory, Tom Mix Straight Shooters, Dan Harding's Wife, The Story of Mary Marlin, Way Back Home, There Was A Woman, Zenith Foundation, Feathers for Luck, Linda Fairchild, American Medical Association Program, It Can Be Done, Lights Out, NBC Jamboree, Piccadilly Music Hall.
- ROY, CECIL**
Artist — Professor Kaitenmeyer's Kindergarten NBC.
- RUBIN, JACK**
Artist—The O'Neills NBC.
- RUBIN, JUSTINE LUCILLE**
Artist — Maggie of Speech NBC, Children at Bay WLTH, Al Barrie's Mellydrammers, WNEW.
- RUSSELL, ROSALIND**
Artist—Silver Theater CBS.
- RUSSELL, RUTH**
Artist—Just Plain Bill NBC.
- RYAN, EDDIE JR.**
Artist—Dreams of Long Ago NBC, Rising Musical Stars NBC, Studebaker Champions NBC, Philip Morris Program NBC, Easy Aces NBC, Aunt Jenny's Real Life Stories CBS, The Art of Living CBS, Let's Pretend CBS, Raising Your Parents NBC, Junior G Men WOB, St. Anthony Hour WHN, Movie Club WHN, Peggy Wood Calling NBC, Bravest of the Brave NBC, Peter Pan NBC, Wilken's Folly NBC.
- RYAN, TIM**
Artist — The Jello Summer Program NBC, Tim and Irene MBS.

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- SANDERS, ERNEST (ERNE) C.**
Artist — W H O, Des Moines, Sunset Corners Frolic.
- SAUNDERS, RAY**
Artist — The Inquiring Reporter WHN.
- SAVOY, HARRY**
Artist—Singtime MBS.
- SCHER, HAL**
Artist—WKY, Oklahoma City, Patent Pending.
- SCOGGINS, J. P.**
Artist—WFAA, Dallas, Captain Jolly and Crew TQN.
- SENSABAUGH, LUDI MAI**
Artist — WFAA, Dallas, The Pepper Uppers.
- SEVMOUR, ANNE**
Artist — The Story of Mary Marlin NBC.
- SHANA, MARGARETTE FLORENCE**
Artist — Arnold Grimm's Daughter CBS, Cactus Kate WGN, Dan Harding's Wife NBC.
- SHAPARD, WILLIAM**
Artist — Voice of Experience WHN and WOR, How To Be Happy Though Married WHN, Bowery Mission Services WHN, Family Album of Music WHN, Uncle Tom's Kiddies WHN, Your Opportunity WHN, Paul Sullivan's News Program WLW, St. Anthony Hour WHN and CN, Peggy Tudor's Silver Serenade WOR, N. Y. U. Radio Forum.
- SHAW, STANLEY WINSTROP**
Artist — WNEW, New York, Milkmen's Matinee.
- SHEA, GILBERT VINCENT**
Artist—WXYZ, Detroit, Lone Ranger MBS-MRN, Green Hornet MRN, Ann Worth MRN, Lost Moment MRN.
- SHEEHAN, JOHN**
Artist — WGY, Schenectady, Fitzgerald Brewing Co. Program A. Wayne Merriam Inc. Program, Whitney Stores Program Guest.
- SHELTON, GEORGE**
Artist—Seaside Saturday Night Party NBC.
- SHERIDAN, NANCY**
Artist — One Act Theater WHN, Renfrew of the Mounted CBS, Pretty Kitty Kelly CBS, Palmolive Beauty Box Theater CBS, On Broadway WJZ, Second Husband CBS, John's Other Wife NBC, Aunt Jenny's Real Life Stories CBS.
- SHERMAN, RANSOM MILES**
Artist — NBC, Club Matinee, NBC Nite Club.
- SHIRLEY, VIVIAN**
Artist — Through a Woman's Eyes WNEW, Heinz Magazine of the Air CBS.
- SHREVE, BOB**
Artist — WOWO and WGL, Fort Wayne, Sari and Elner, Hoosier Hop, Farm Hour, Hollyhock Lane.
- SIMMONS, ARVID (DOC) K.**
Artist — KSTP, St. Paul.

Clown Court, Household Forum, Knights of Note.

SINCLAIR, JEAN
Artist — CHAB, Moose Jaw, Sask., Songs of Jean Sinclair and Don Romeo.

SLATOR, VIOLETTE
Artist — WFAA, Dallas, Pepper Cadets.

SMART, JACK
Artist — Town Hall Tonight NBC.

SMITH, DORIS DAVENPORT
Artist — WNEW, New York, Encores and Epitaphs.

SMITH, HAL JOHN
Artist — WLBX, Utica, The Fairbanks Morse Sunday Afternoon Party, Kids Carnival.

SMITH, HOWARD
Artist — Dick Tracy NBC.

SMITH, SALLIE AGNES
Artist — We Are Four MBS, Elgin Watch Co. Program CBS, Curtain Time MBS, Got Thin To Music WGN, How I Met My Husband WLS, Bob Elson's Sports Review WGN, On a Sunday Afternoon WGN.

SONDERGAARD, BESTER
Artist — Hometown NBC, Personal Column of the Air NBC, Pepper Young's Family NBC, School of the Air CBS, Dear Columbia CBS, Columbia Workshop CBS, Charles Martin's Front Page News CBS, Big Sister CBS.

SOTHERN, JEAN
Artist — Pepper Young's Family NBC, Rich Man's Darling CBS, News of Youth CBS, Old Homestead NBC, Home Town NBC, Pretty Kitty Kelly CBS, Just Plain Bill NBC.

SOULE, OLAN E.
Artist — Bachelor's Children CBS-MBS, We Are Four MBS, Jenny Peabody Dramatic Sketch CBS, A Tale of Today NBC, Manhattan Mother CBS, Couple Next Door MBS, Junior Nurse Corps CBS, Men of Destiny MBS.

SPENCER, EDITH
Artist — Snow Village Sketches NBC.

SPIRSI, JOHN MARSHALL
Artist — WBX, Utica.

STAFFORD, KARRIE
Artist — WBIG, Greensboro, Mammoth Carolina Jamboree, Carolina Hillbillies.

STARK, CHARLES RICHARD
Artist — CBS, American School of the Air.

STARR, MARTIN
Artist — Question Master WMCA, Songs of Israel WMCA, Gangplank WMCA, Street Forum WMCA, Dramatic Critic WMCA, Motion Picture Critic WMCA, Movie Starr Dust WMCA.

STEELE, BETTY ANN
Artist — WHN, New York, Midday Reveries, WHN Stock Co. Programs, Drama Club.

STEELE, FRED
Artist — WBIG, Greensboro, Fred and His Boys, Carolina Jamboree.

STELLI, EDGAR
Artist — Mr. Keen, Tracer of Lost Persons NBC.

STEVENSON, MARGOT
Artist — Aunt Jenny's Real Life Stories CBS, Big Sister CBS, The Shadow WOR, The Art of Living CBS.

STEWART, ELLIOTT
Artist — WBX, Utica, Kiwanis Safety Dramas.

STEWART, JAMES
Artist — Silver Theater CBS, Good News of 1938 NBC.

STEWART, PAUL
Artist — Easy Aces NBC, David Harum NBC, Raleigh and Kool Cigarette Programs NBC, The March of Time NBC.

STRATTON, CHESTER
Artist — The O'Neills NBC, True Story Court of Human Relations NBC.

STRAUSS, ROBERT WARREN
Artist — Our Gal Sunday CBS, Mrs. Wiggs of the Cabbage Patch NBC, Life of Mary Sothern CBS, Columbia Workshop CBS, Widow's Sons NBC, Twelfth Night CBS, Snow Village NBC, Old Homestead NBC, Dreams of Long Ago NBC, The Simpson Boys NBC.

STROUD TWINS
Artists — The Chase and Sanborn Program NBC.

STUCKER, BETTY
Artist — WCAT, Rapid City, S. D., Betty Stucker and Her Violin.

STUDEBAKER, HUGH CHARLES
Artist — Bachelor's Children CBS-MBS, Fibber McGee and Molly NBC, University Broadcasting Council Programs NBC-MBS, Lucky Girl MBS, Curtain Time MBS, Rhythm and Romance MBS, On a Sunday Afternoon MBS, National Barn Dance, NBC, Bachelor Wife NBC, The Romance of Helen Trent CBS, The Story of Mary Marlin NBC.

STUDER, ALEXANDER (ALEXIS)
Artist — KSTP, St. Paul, Clown Court.

STUDER, JAMES
Artist — WOW and WGL, Fort Wayne, Arabasque.

SULLIVAN, FRED
Artist — NBC, Zenith Foundation, The Story of Mary Marlin, First Nighter, Don Winslow of the Navy, Girl Alone, Household Finance Co. Program, Way Back Home, There Was a Woman, Feathers For Luck.

SWAN, HARRY BURTON
Artist — Dog Heroes WJZ, Animals and Babies CBS, Let's Pretend CBS, Sunday Morning at Aunt Susan's CBS.

SWENSON, KARL HENRI
Artist — Our Gal Sunday CBS, Lorenzo Jones NBC, March of Time NBC, Cavalcade of America CBS, Girl Interns NBC, Aunt Jenny's Real Life Stories CBS, Alice in Wonderland CBS, Twelve Crowded Months CBS.

SWOR AND LUBIN
Artists — Bicycle Party NBC.

TALMADGE, NORMA
Artist — 30 Minutes in Hollywood MBS.

TANSEY, JIMMY
Artist — The O'Neills NBC.

TARSHISH, JACOB
Artist — The Lamplighter WLW Line-MBS, North American Accident Insurance Co. Program WOR.

TAYLOR, DAVIDSON
Artist — CBS, Music Commentator, Philharmonic Stadium Concerts.

TAYLOR, ESTELLE
Artist — Guest Star.

TAYLOR, FRED
Artist — Colonel Stoopnagle and Budd NBC, The Minute Men NBC.

TAYLOR, MARY LEE
Artist — Pet Milk Program CBS.

TEMPLE, BROOKE
Artist — WHN, New York, Adams Hats Program.

TETLEY, WALTER
Artists — Town Hall Tonight NBC.

THOMPSON, HAL
Artist — WFAA, Dallas, College Nights.

THOMPSON, WILLIAM
Artist — NBC, Fibber McGee and Molly, Vocational Service Program, NBC Minstrels, NBC Jamboree, NBC Night Club, National Barn Dance, Zenith Foundation, The Story of Mary Marlin, Charley on the Spot, Vic and Sade.

TINNEY, CAL
Artist — Vanity Fair NBC.

TOBY AND SUSIE
Artists — Alka-Seltzer National Barn Dance NBC.

TODD, ELIZABETH
Artist — Love and Learn NBC.

TOOKE, CLARA
Artist — WOWO, Fort Wayne, Polly Pretends, Hollyhock Lane, Zero Hour, Curtain Time, Clara and Maggie, Roadway Alibis, Detective Mysteries.

TOOKE, FRANK SR.
Artist — WOWO, Fort Wayne, Polly Pretends, Hollyhock Lane, Zero Hour, Detective Mysteries, Roadway Alibis.

TOTTEN, HAROLD (HAL) OSBORN
Artist — Exline Flying Village NBC, RCA Magic Key Program NBC, Easter Parade Broadcast NBC, State Police Radio Network WMAQ, Farm and Home Hour NBC, Commonwealth Edison Co. Program Guest, News To You WMAQ, Election Returns Commentary Broadcast WMAQ-WENR.

TREMAINE, LESTER
Artist — First Nighter NBC.

TRENDLER, BOB
Artist — Grand Hotel NBC.

TREVOR, CLAIRE
Artist — Big Town CBS.

TROUT, DINK
Artist — Scattergood Baines CBS, Hollywood Showcase CBS, Jack Oakie College CBS, Ken Murray Program CBS, House by the Side of the Road

NBC. Just Plain Bill CBS.
Myrt and Marge CBS.
TROTT, ROBERT
Artist—Professor Quiz Program CBS.
TUCKER, MARY
Artist—WFAA, Dallas. Mrs. Tucker's Smile Program.

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UTTAL, FRED
Artist—For Men Only WJW
Wire, Lucky Strike Melody
Puzzles WOR.

— V —

VAIL, MYRTLE
Artist—Myrt and Marge CBS.
VALENTINE, GRACE
Artist—Stella Dallas WEAF
and WJR.
VALENTINE, RANCE
Artist—WGAR and WTAM,
Cleveland. Norge Variety
Show, The Valentine.
VALLEE, RUDY
Artist—Royal Gelatin Program
NBC.
VANGIE, BELBY
Artist—House Undivided KHJ,
Strange As It Seems KHJ,
Drums KHJ, Calling All Cars
KNX, Vanity Fair KFWB,
Shakespearian Series NBC,
Gilmore Programs KECA-NBC,
Bumstomers NBC.
VAN HARVEY, ART
Artist—NBC, Vic and Sade,
Uncle Ezra, Zenith Founda-
tion, RCA Magic Key Program
Guest.
VAUGHAN, BERYL
Artist—WXYZ, Detroit, Junior
Matinee MRN, Lone
Ranger MBS-MRN, Ann Worth
MRN, Green Hornet MKN,
Flashes From Motor Life,
Lost Moment MRN.
VE VERKA, EYE
Artist—Your Invention
WMCA, The Hecker Informa-
tion Service MBS, To Our
Mothers WMCA.
VICKLAND, MELVIN PAUL
Artist—NBC San Francisco.
VIKTOR, ERVIN
Artist—WJJD, Chicago, Sup-
per Time Frolies.
VINCENT, ELMORE
Artist—Senator Fishface and
Professor Piggshottle NBC.
VINCENT, LARRY
Artist—WCAU, Philadelphia,
Get Going Revue.
VON AMMON, FRED
Artist—Today's Children NBC.

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WADE, FRED
Artist—WTIC, Hartford, The
Wrightville Daily Clarion, The
Artisty of Home-making,
Huff's Hour of Cheer.
WAHLSTEDT, JOHN
Artist—WHB, Kansas City,
The Cook Tender.
WAKEFIELD, OLIVER
Artist—NBC, Magic Key
Guest, Vallee's Varieties Guest.
WALKER, JAY
Artist—WOWO, Fort Wayne,
Polly Pretends, Roadway Al-
biss, Zero Hour, Detective Mys-
teries, Arabesque, Curtain
Time.

WALLINGTON, JAMES
Artist—CBS, Texaco Town.
WALTER, WILMER
Artist—David Harum NBC,
True Story Court of Human
Relations NBC, Young Widder
Jones MBS.
WARD, PERRY WALTER
Artist—WKY, Oklahoma City,
Inquiring Reporter.
WATERMAN, WILLARD L.
Artist—NBC, Nickelodeon,
Thank You Stusia, Girl Alone,
Lights Out, Don Winslow of
the Navy, Young Hickory,
American Medical Association
Program, Flying Time, First
Nighter, It Can Be Done, Linda
Fairchild Stepmother, There
Was a Woman, Zenith Founda-
tion, Uncle Ezra.
WATSON, MILTON
Artist—Singtime MBS.
WAYNE, SHIRLEY
Artist—WOWO and WGL,
Fort Wayne, Perfection Show,
Farm Hour, Hoosier Hop,
Polly Pretends, Sari and El-
mer, Hollyhock Lane, Ft.
Wayne Bank Program, Mer-
chant's Roundup.
WEAVER, JANE
Artist—WTAM, Cleveland,
Health and Home Chats, Lake-
side Biscuit Vox Pop Program,
Family Counselor, White
Dove.
WEBB, JANE
Artist—NBC, Tom Mix
Straight Shooters, Young
Hickory, Edgar Guest Pro-
gram, Grand Hotel, Zenith
Foundation, Motor Club Pro-
gram, American Medical Asso-
ciation Program, Vic and
Sade, State Street Seniors.
WELCH, HOMER JAMES
Artist—KGW and KEX, Port-
land, Hospitality House, The
Henlock Tree, Homicide
Squad, Covered Wagon Days,
Tropic Trails, Islands of Para-
dise.
WELCH, NILES
Artist—Just Plain Bill NBC.
WELCH, PHYLLIS
Artist—John's Other Wife
NBC.
WELLS, DON
Artist—WIBX, Utica, Sour
Puss.
WENDELL, BRUCE L.
Artist—CKAC, Montreal;
WMCA New York.
WERNER, WILLIAM S.
Artist—WFAA, Dallas, Riding
With the Texas Rangers TQN.
WEST, JANE
Artist—The O'Neills NBC.
WEST, NORRIS
Artist—WCAU, Philadelphia,
Somebody's Son, Dramas of
Science.
WEVER, NED
Artist—Wondershow WOR,
Irene Rich Program WJZ, Cav-
alade of America CBS, Dick
Tracy WOR-NBC, True Story
Program NBC, For Men Only
WHN, Philip Morris Program
CBS, Big Sister CBS, Aunt
Jenny's True Life Stories
CBS, True Story Court of Hu-
man Relations NBC.

WHITNEY, EDWIN M.
Artist—Death Valley Days
NBC.
WICKER, IRENE
Artist—The Singing Lady
NBC.
WIDMER, HARRIETTE KNOX
Artist—NBC, Tale of Today,
Feathers For Luck, First
Nighter, Fibber McGee and
Molly, There Was a Woman,
Cabin At the Crossroads.
WILCOX, HARLOW
Artist—NBC, Morris B. Sachs
Program.
WILLIAMS, MARY
Artist—Norman Brokenshire's
Variety Show WOR, Georgie
Price Program WOR, Nick
Kenny Program, WMCA, Ed
Fitzgerald Program WOR.
WILLIAMS, W. J.
Artist—WBNO, New Orleans,
Human Interest Stories.
WILSON, DON HARLOW
Artist—NBC, Jack Benny
Program, Irvin S. Cobb and
his Paducah Plantation, Twin
Stars, Paekard Mardi Gras.
WILSON, DOUGLAS
Artist—Vanity Fair NBC.
WILTZEN, VIRGINIA
Artist—WBAP, Fort Worth.
WINKLER, BETTY
Artist—NBC, Girl Alone,
Fibber McGee and Molly,
Lights Out, NBC Nite Club,
Don Winslow of the Navy, It
Can Be Done, First Nighter.
WINLOCK, ISABELLE
Artist—Snow Village Sketches
NBC.
WINNINGER, CHARLES
Artist—Maxwell House Show-
boat NBC.
WOLFE, EDWIN R.
Artist—Pepper Young's Fam-
ily NBC.
WONS, TONY
Artist—Tony Wons Scrapbook
CBS.
**WOODFIN, DOROTHY
COMPERE**
Artist—WBAP, Fort Worth,
Helen's Home, Burris Mills
Program, Black Night.
WOOLLCOTT, ALEXANDER
Artist—Town Crier CBS.
WRAGGE, ELIZABETH
Artist—Pepper Young's Fam-
ily NBC, True Story Court of
Human Relations NBC, Pretty
Kitty Kelly CBS.

— Y —

YANKEE, HELEN
Artist—Seth Parker Program
NBC.
YARBOROUGH, BARTON
Artist—One Man's Family
NBC.
YOUNG, AGNES
Artist—Mrs. Wings of the
Cabbage Patch NBC.
YOUNG, CARLETON
Artist—Our Gal Sunday CBS.
YOUNGMAN, HENNY
Artist—Kate Smith Hour
CBS.

— Z —

ZECK, BILLY
Artist—Singtime MBS.
ZERBE, LAWSON
Artist—Dick Tracy NBC.

Vocal Artists



AND THEIR WORK
DURING 1937



"It is the best of all trades to make songs, and the second best to sing them."

—Hilaire Belloc.

Key to Network Affiliation Abbreviations

CBS—Columbia Broadcasting System; CN—Colonial Network; DLN—Don Lee Network; IN—Intercity Network; MBS—Mutual Broadcasting System; MN—Michigan Network; NBC—National Broadcasting Company; TQN—Texas Quality Network; YN—Yankee Network.

— A —

ALBERT, GRACE

Vocalist—The Honeymooners NBC.

ALBER, EDDIE

Vocalist—The Honeymooners NBC.

ALLEN, REGINALD ALFRED

Vocalist — WBT, Charlotte.

ALLEY, BEN

Vocalist — WCAU, Philadelphia. Ho t s c h o l d Finance Corp. Program.

ALLISON, FRANCES

Vocalist — NBC. Breakfast Club, Club Matinee, NBC Nite Club, Farm and Home Hour, Nickelodeon, Harry Kogen and Orchestra.

ANDERSON, EUGENE

WADSWORTH

Vocalist — Cross-cuts from the Log o' the Day NBC, Sperry Matinee Special NBC, Southern Harmony Four NBC, Carefree Carnival NBC, Maxwell House Showboat Guest NBC, Sacramento Fair NBC.

ARNOLD, BUDDIE

Vocalist — W M C A . New York, Grandstand and Bandstand, The Three Little Sacks Program.

ARNOLD, KAY

Vocalist — W M C A . New York, Grandstand and Bandstand, The Three Little Sacks Program.

AUSTIN, GENE

Vocalist — Coconino Program CBS.

— B —

BACLANOVA, OLGA

Vocalist — Olga Baclanova Continental Revue MBS.

BADGER, CLERENCE G. JR.

Vocalist.

BAGGIORE, ANGELO

Vocalist — WGN, Chicago. Parent of Melody MBS.

BAIR, STEWART M.

Vocalist — Campbell Soup Programs CBS, Packard Motor Co. Program NBC, Texaco

Town CBS, Gilmore Circus NBC, Western Home Program KNX, Union Oil Co. Program KFL, Vick's Open House CBS, Good Gulf Program CBS, Log Cabin Syrup Program NBC.

BAKER, JACK

Vocalist — NBC, Breakfast Club, Club Matinee, NBC Minstrels, NBC Nite Club, Palace Theater Program, Evans Fur Program, Fun and Music, Jack Baker.

BAKER, JERRY

Vocalist — W M C A . New York, Grandstand and Bandstand.

BAKER, KENNY

Vocalist — The Jello Program starring Jack Benny NBC.

BARBER, WILLIS

Vocalist — Cross-cuts from the Log o' the Day NBC, Sperry Matinee Special NBC, Southern Harmony Four NBC, Carefree Carnival NBC, Maxwell House Showboat Guest NBC, Sacramento Fair NBC.

BARRIE, CLYDE

Vocalist — Heinz Magazine of the Air Guest CBS, Hammerstein Music Hall Guest CBS, Americana CBS.

BARRIS, HARRY

Vocalist — Camel Caravan CBS.

BECKLOFF, DOROTHEA

Vocalist — Contented Hour NBC, Dodge Motors Program WBBM, I. J. Fox Program WTAM, RCA Program WTAM.

BELL, LULU

Vocalist — National Barn Dance NBC.

BENNETT, BETTY LOU

Vocalist—NBC, Bennett and Wolverton, National Barn Dance Guests, NBC Jamboree, Club Matinee, Breakfast Club.

BENNETT, LOIS

Vocalist — Waltz Time NBC, Sweetest Love Songs NBC, Hammerstein Music Hall CBS, Manhattan Merry-Go-Round NBC, Musical Moments MBS.

The Hit Parade NBC, Metropolitan Opera Auditions NBC, General Motors Concert Hour NBC.

BERCH, JACK

Vocalist — Jack Berch and Orchestra CBS.

BODANYA, NATALIE

Vocalist—Sweetest Love Songs Ever Heard NBC.

BOWE, MORTON

Vocalist — Raleigh and Kool Cigarette Program NBC.

BRADLEY, JOE

Vocalist — NBC, The Ranch Boys, Tom Mix Straight Shooters, Fitch Jungle Show, Farm and Home Hour, Breakfast Club, Fibber McGee and Molly, Saturday Night Jamboree, Ranch Club Boys, Coca Cola Program, Fair Store Program, Club Matinee, Gene Arnold and the Ranch Boys, National Barn Dance, Red Cross Show, Paul Whiteman's Program.

BRADLEY, ROBERT HENRY

Vocalist — Public Service Co. of Colorado Program KLZ, Fahy-Broekman Clothing Co. Program KLZ, Kindel Bedding Co. Program KLZ, Heinz Magazine of the Air Guest CBS.

BRANCATO, ROSEMARIE

Vocalist — Twin Stars NBC.

BRANZ, CELIA

Vocalist — Continental Varieties NBC.

BRASHER, JAMES

Vocalist — WCAU, Philadelphia, The Singing Parson.

BREEN, BOBBY

Vocalist—Texaco Town CBS.

BREEN, MAY SINGHI

Vocalist—Sweethearts of the Air NBC.

BRENEMAN, TOM

Vocalist — CBS, Good Afternoon Neighbors.

BRIAN SISTERS

Vocalists — Singtime MBS.

BROWN, CLEO

Vocalist — NBC, Standard Brands Program, Dodge Bros.

Program, Cleo Brown, NBC Nite Club.

BRUCE, CAROL

Vocalist — Lloyd Huntley Orchestra CBS, Molson Ale Program CBS, Joe Candullo Orchestra WAAB and WNAC, Frank Bailey Orchestra CBS, Nat Brusiloff Orchestra WMCA.

BUMPAS, CARL LEONARD

Vocalist — Camel Caravan CBS, Your Hollywood Parade NBC.

BURKE, CLYDE W.

Vocalist — Paul and Clyde WOR, Movie Pilot Show NBC, Nat Brusiloff Orchestra WMCA.

BURNS, BLYTHE TAYLOR

Vocalist — Federal Savings & Loan Corp. Program KECA.

— C —

THE CADETS QUARTET

Vocalists — NBC, NBC Jam-boree, Breakfast Club, Club Matinee, Gene Arnold and the Cadets, Piccadilly Music Hall, Herald & Examiner Program, Peter Hand Brewing Co. Program, Coca Cola Program, Farm and Home Hour, The Cadets, NBC Nite Club.

CAMPBELL, JO

Vocalist — Vick's Open House CBS, Ry-Krisp Presents Martin Talley NBC, Kraft Music Hall NBC, California Hour KHL, Forest Lawn Reunion of the States KNX, The Voice of Firestone NBC, Gilmore Circus NBC, Nash Program CBS,

Fleischmann's Yeast Program NBC, RCA Magic Key Program NBC.

CARLAY, RACHEL

Vocalist — Manhattan Merry-Go-Round NBC.

CARLISLE, KITTY

Vocalist — Coca Cola Song-Shop CBS, General Motors Concert Guest NBC, Gulf Program Guest CBS, Ed Wynn Show Guest NBC.

CARKOLL, MILDRED

Vocalist — Texaco Town CBS, Lux Radio Theater CBS, Sunrise Salute KNX, Western Home Hour KNX, Hollywood Hotel CBS.

CARSON, SHORTY

Vocalist — NBC, The Ranch Boys, Tom Mix Straight Shooters, Fitch Jingle Show, Farm and Home Hour, Breakfast Club, Fibber McGee and Molly, Saturday Night Jam-boree, Ranch Boys, Coca Cola Program, Fair Store Program, Club Matinee, Gene Arnold and the Ranch Boys, National Barn Dance, Red Cross Show, Paul Whiteman's Program.

CASINO, DEL

Vocalist — Rippling Rhythm Revue NBC, Mark Warnow's Blue Velvet CBS, Al Pearce Show CBS, Noxzema Program CBS.

CASSEL, WALTER

Vocalist — Rubinoff and his Violin Program CBS, Musical Moments WBS, Hammerstein Musical Hall CBS, Rexall United Drug Program WBS-

MBS, Seafest Saturday Night Party NBC.

CHARIOTEERS Quartette

Vocalists — Atlantic Flash Program Guest CBS, General Electric Program Guest NBC, Royal Gelatin Hour Guest NBC, Firestone Program NBC, Musical Camera MBS, Watch the Fun Go By Guest NBC, Town Hall Tonight Guest NBC.

CHASE, CARL

Vocalist — NBC, Hollywood Hi Hatters, NBC Jam-boree, Breakfast Club, Club Matinee.

CHESICK, MARGARET D.

Vocalist — Duke Power Co. Program WBT.

CHURCHILL, STEART

Vocalist — Seafest Saturday Night Party NBC.

CLARK, BUDDY

Vocalist — Lucky Strike Hi Parade NBC-CBS, Watch the Fun Go By CBS, Buddy Clark Entertains CBS.

CLARK, RAYMOND (Buddy)

Vocalist — Original Community Sing CBS, Jolson Program CBS, Maxwell Coffee Show-bowl NBC, Chase & Sanborn Coffee Program NBC.

CLARK, SYLVIA

Vocalist — NBC Nickelodeon.

CLEMENS, JACK

Vocalist — Jack and Loretta Clemens CBS.

CLEMENS, LORETTA

Vocalist — Jack and Loretta Clemens CBS.

CLIFTON, JANE

Vocalist — WMCA, New York, Rhythm and Romance, Grandstand and Bandstand, Madison



BARRY WOOD

- Drene Shampoo
- Chevrolet Transcriptions
- Earaches of 1938



Management

Columbia Artists, Inc.

Swing Session, Nat Brusloff Presents.

CONNOR, NADINE
Vocalist — Maxwell House Showboat NBC, Vick's Open House CBS.

CONTINENTALS
The Vocalists NBC.

COOL, HARRY GLENN
Vocalist—Sunday Night Party WBBM, Harold Stokes Orchestra WGN, Fibber McGee and Molly NBC, Staff Soloist KMOX.

COOPER, JERRY
Vocalist — Krueger's Musical Toast NBC, Hollywood Hotel CBS.

CORNETT, ALICE
Vocalist—Coca-Cola Songshop CBS, Musical Moments WBS, Hammerstein Music Hall Guest CBS, Airbreaks NBC, Week End Review NBC.

CORNWELL, BLAINE
Vocalist—KVOO, Tulsa.

CRAIG, DONALD EDWARD
Vocalist — Kraft Music Hall NBC, Ry-Krisp Present Marion States KNX-KHJ-DLN, Gilmore Circus NBC, Bakers' Program Guest NBC.

CRAWFORD, ROBERT G.
Vocalist—KMBC, Kansas City, Mo., Midwesterners Quartet, The Texas Rangers CBS, Diamond City News Program, Box K Ranch Boys.

CRITENDEN, JERRY
Vocalist — NBC, Words and Music.

CROOKS, RICHARD
Vocalist—Voice of Firestone NBC.

CRONENBOLD, EDWARD LEON
Vocalist—KMBC, Kansas City, Mo., Midwesterners Quartet, Diamond City News Quartet, Box K Ranch Boys, Texas Rangers CBS, Happy Hollow Humdingers Quartet.

CREMIT, FRANK
Vocalist—Songshop CBS, Magazine of the Air CBS.

CYDE, SYLVIA
Vocalist—WOR, Newark, Staff, Metropolitan Auditions of the Air NBC, Ed Fitzgerald Program WOR, Norman Brokenshire Program WOR.

— D —

DAUM, MARGARET
Vocalist—CBS, Music of the Theater CBS.

DAVIES, EDWARD
Vocalist — NBC, Words and Music, RCA Magic Key Program, NBC Minstrel, Farm and Home Hour, Edward Davies, Promenade Concert.

DAVIS, JANET
Vocalist—KWIC, Shreveport.

DAVIS, JIMMY
Vocalist—KWKH, Shreveport, Frost Lumber Industries Program.

DEAN, DIXIE
Vocalist — Allan Courtney's Joymakers WNEW.

DEANE, BERNA
Vocalist — David Brockman Orchestra Program KHJ, Packard Program KFI, Listen Ladies KPHE, Jack Dunn's Orchestra KFAC.

DEBONNAIRES
Vocalists — Krueger's Musical Toast NBC.

DE LEATH, VAUGHN
Vocalist—Original Radio Girl NBC.

DELLA CHIESA, VIVIAN
Vocalist — NBC, Contented Hour, Ray Shield Revue, RCA Magic Key Program, Welcome Valley, Romance Melodies, Vivian Della Chiesa, Chicago Symphonic Hour, Promenade Concert, Gulf Oil Co. Program.

DE LYN, GOGO
Vocalist — The Minute Men NBC.

DENNIS, CLARK
Vocalist—NBC, Refreshment Club, Modern Cinderella, Musical Moments Guest, Hammerstein Music Hall Guest, Breakfast Club, NBC Minstrels, NBC Nite Club, NBC Jamboree, Club Malinee, Fibber McGee and Molly.

DE ROSE, PETER
Vocalist—Sweethearts of the Air NBC.

DICKENSON, JEAN
Vocalist — American Album of Familiar Music NBC.

DICKSON, DON
Vocalist — Sealtell Saturday Night Party NBC.

DRAGONETTE, JESSICA
Vocalist — Cities Servier Concerts NBC, Palmolive Beauty Box Theater CBS.

DUBY, PHIL
Vocalist — Manhattan Merry-Go-Round NBC, Philip Morris Program CBS-NBC.

DUGART, PAULINE MARGARET
Vocalist—Royal Gelatin Hour

ARTHUR

FRED

FIELDS and HALL

Writers—Producers—Artists—Special Songs
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"THE OLD MAN OF THE MOUNTAIN" 5 times weekly—NBC
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"SUNDAY DRIVERS" Sundays, 3:30-4:00 P. M.—WEAF & Red
Network

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LONGACRE 5-9602

NBC, Texaco Town CBS, Good Gulf Program CBS, Packard Summer Show NBC, Hollywood Hotel CBS, Watch the Fun Go By CBS, Eddie Peabody Program KFWB, Can You Write a Song KFWB.

DUMKE, RALPH

Vocalist—Quality Twins CBS.

DUNCAN, WILLIAM

Vocalist—WNEW, New York, Barney's Clothes Program, Slater's Furniture Co. Program.

DURBIN, DEANNA

Vocalist—Texaco Town CBS.

— E —

EARLE, EMILY

Vocalist — Town Hall Tonight Guest NBC, Barnstormers Guest WOR, Musical Camera Guest MBS, Norman Brokenshire's Variety Show Guest MBS.

EAST, ED

Vocalist—Quality Twins CBS.

DRAKE, RONALD

Vocalist — Burns and Allen with Ray Noble's Orchestra NBC.

EASTMAN, MARY

Vocalist — World Time NBC.

EDDY, NELSON

Vocalist — The Chase & Sanborn Program NBC.

EDWARDS, BUDDY

Vocalist—The Adventures of Sonny and Buddy KFSD KHJ, DEN.

ELDER, RICHARD LEON

Vocalist — Hollywood Hotel CBS, Your Hollywood Parade

NBC, Miniature Playhouse KMTR, Pinfare KFAC.

ESCORTS AND BETTY

Vocalists—NBC, Escorts and Betty, Morris B. Sachs Program, Coca Cola Program, Breakfast Club, Club Matinee, NBC Nite Club, NBC Jamboree, Piccadilly Music Hall.

ESCORTS QUARTETTE

Vocalists — WXYZ, Detroit, Hi-Speed Rhythmizers, Advance Men, Letter Men, Lone Ranger MBS-MRN.

EVERSON, JOE

Vocalist—General Mills Program CBS, Hymns of all Churches CBS.

— F —

FARRELL, GWENDOLYN

Vocalist — Norma Serenade WBIG, Golden Quarter Hour WBIG.

FAYE, ALICE

Vocalist — Chesterfield Hour CBS.

FAYRE, KAY

Vocalist — WBZ, Boston; WMAS, Springfield, Collins Radio Co. Program WMAS.

FESSLER, CARLOS

Vocalist — WHIO, Des Moines, Songfellows Quartet, Sunset Corners Frolic, Keystone Fence Program, Curtiss Candy Program, Acme Products Program.

FIELDS, ARTHUR

Vocalist — Streamliners NBC, Old Man of the Mountain NBC, Sunday Drivers NBC.

FLANNERY SISTERS

Vocalists — WJJD, Chicago.

FLETCHER, GEORGE TEX

(THE SINGING COWBOY)

Vocalist — Hammerstein Music Hall CBS, Al Pearce Show CBS, Zelo Manners Program WMCA, Montana Slim Program CBS, Ed Fitzgerald Program WOR, Norman Brokenshire Program MBS, Tex Fletcher Presents MBS, John Gambel's Morning Exercises WOR, The Village Barn Dom's WOR.

FORAN, DICK

Vocalist — Burns and Allen with Ray Noble's Orchestra NBC.

FOSTER, SALLY

Vocalist — Alka-Seltzer National Barn Dance NBC, Republic Steel Program.

THE FOUR VAGABONDS

Vocalists — NBC, Standard Brands Program, Amos 'n' Andy Musical, NBC Jamboree, NBC Nite Club, Breakfast Club, Club Matinee, Race Track Follies, The Four Vagabonds.

FRANCONI, TERRI

Vocalist — Continental Varieties NBC.

FROMAN, JANE

Vocalist, Jello Summer Show NBC.

FULTON, JACK

Vocalist — Poetic Melodies CBS.

— G —

GARY, SID

Vocalist— MBS.



DON REID

TENOR

HOLLAND HOUSE COFFEE

WOR-MUTUAL COAST TO COAST

RCA VICTOR

NBC-RED NETWORK

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CANADIAN BROADCASTING SYSTEM



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