

SPORTS BY STATIONS--Continued

- WGAL, Lancaster, Pa.**..... "All-Lancaster" pro baseball team's games for Richfield Oil; Lancaster high school football for local sponsor; all Franklin and Marshall College football games for Atlantic Refining; professional wrestling for J. A. Bachman Chocolate Co.
- WGAR, Cleveland, O.**..... All games of the pro Cleveland Rams rootball club for Standard Oil of Ohio.
- WGBF, Evansville, Ind.**..... Indiana-Purdue football game for Mid-Continent Petroleum; night soft ball, high school and Evansville College football, high school basketball, and boxing and wrestling for local sponsors.
- WGBI, Scranton, Pa.**..... Eight major college football games for Atlantic Refining.
- WGCM, Mississippi City, Miss.**..... Southern Association baseball for General Mills (Wheaties).
- WGH, Newport News, Va.**..... Eight major college football games for Atlantic Refining.
- WGL, WOWO, Fort Wayne, Ind.**.... State high school basketball tourney, Golden Gloves bouts, fight cards at GE Gym, local high school basketball, all for local sponsors; Indiana State Catholic High basketball for Northern Indiana Public Service.
- WGN, Chicago, Ill.**..... Major league baseball for Old Golds.
- WGPC, Albany, Ga.**..... Local high school football and local basketball games for local sponsors.
- WGST, Atlanta, Ga.**..... Three Georgia Tech football games for local sponsor.
- WGTM, Wilson, N. C.**..... Local high school baseball and football, local horse show, and auto races, all for local sponsors.
- WHAS, Louisville, Ky.**..... Football scores for Ohio Oil Co.
- WHBB, Selma, Ala.**..... Football games for Kellogg.
- WHBC, Canton, O.**..... McKinley and Lehman High School football and basketball games for local sponsor.
- WHBQ, Memphis, Tenn.**..... Forty-five college and prep football games, weekly wrestling, semi-monthly boxing, and weekly handball and bowling for Coca-Cola Bottling Co. of Memphis; same setup for 1938 with addition of road games of the Memphis baseball club.
- WHDL, Olean, N. Y.**..... Local high school football, and college football on remote from Buffalo, N. Y., for local sponsors.
- WHEB, Portsmouth, N. H.**..... Five University of New Hampshire football games for Socony-Vacuum Oil.
- WHEC, Rochester, N. Y.**..... Rochester Red Wings baseball games for Kellogg; Cornell football games for Atlantic Refining; handball tournament for local sponsor.
- WHEF, Kosciusko, Miss.**..... Southeastern League ball games for Coca-Cola Bottling.
- WHIO, Dayton, O.**..... All Cincinnati Reds baseball games for General Mills (Wheaties) and Socony-Vacuum Oil; University of Dayton football games for Coca-Cola and Kellogg.
- WHLB, Virginia, Minn.**..... Nine high school and college football games, 14 similar basketball games, 20 hockey games, all for local sponsors; 12 district and regional high school basketball tourneys for Firestone Tire. (Note: Station does not mention whether this Firestone is a distributor or parent firm.)

SPORTS BY STATIONS—Continued

- WHN, New York City**..... Jersey City Giants home and away baseball games for General Mills (Wheaties); boxing matches from five major arenas for Adam Hats.
- WHO, Des Moines, Ia.**..... All Iowa State football games for L. L. Coryell Oil.
- WHP, Harrisburg, Pa.**..... All University of Pennsylvania home football games for Atlantic Refining.
- WIBA, Madison, Wis.**..... All University of Wisconsin football games for Wadhams Oil; all University of Wisconsin basketball and some boxing matches for local sponsors.
- WIBM, Jackson, Mich.**..... All Detroit Tigers baseball games for General Mills (Wheaties) and Socony-Vacuum Oil; Michigan State football games for Oldsmobile; Jackson High home football games for local sponsor. 1938 Detroit Tigers schedule will be co-sponsored by Socony-Vacuum Oil and Kellogg.
- WIBU, Poynette, Wis.**..... University of Wisconsin's home football games, all basketball games, and the football and basketball games of the Madison (Wis.) High School for local sponsors.
- WIBX, Utica, N. Y.**..... Cornell, Colgate and Syracuse football games for Atlantic Refining.
- WIL, St. Louis, Mo.**..... Wrestling and boxing matches by the score for Griesedieck Bros. Brewery; football for local sponsors; football, soccer, wrestling, boxing and hockey matches by the score for Hyde Park Beer.
- WIND, Gary, Ind.**..... Notre Dame football games for Kellogg; pro Cardinals football series for Metropolitan Chevrolet Dealers; Northwestern University basketball for Felz Motors.
- WIOD, Miami, Fla.**..... Miami Biltmore Open golf tourney and local softball for Florida Power & Light.
- WIRE, Indianapolis, Ind.**..... Indianapolis Indians baseball for General Mills (Wheaties) and Socony-Vacuum Oil; five local high school basketball games and finals of state tourney for Bond Bread; eight co-sponsored football games.
- WIS, Columbia, S. C.**..... Road games of Columbia team in South Atlantic baseball league for General Mills (Wheaties); entire University of South Carolina football schedule for RCA-Victor (does not mention whether distributor or parent firm).
- WISN, Milwaukee, Wis.**..... Milwaukee Brewers' baseball games for General Mills (Wheaties) and Wadhams Oil; Marquette University football games for General Mills (Wheaties) and Wadhams Oil.
- WJAS, Pittsburgh, Pa.**..... Pittsburgh Pirates out-of-town baseball games (except with New York and Brooklyn) for General Mills (Wheaties).
- WJBO, Baton Rouge, La.**..... New York Giants vs. Phillies for Sears, Roebuck; New York Giants vs. Phillies for Guaranty Income Life Insurance Co.; New York Giants vs. Philadelphia Athletics for Sears, Roebuck; New York Giants vs. Philadelphia Athletics for Baton Rouge Electric Co.; all Louisiana State University football games for Coca-Cola Bottling of Louisiana.
- WJDX, Jackson, Miss.**..... Two Ole Miss football games for Lion Oil; two Ole Miss and one Mississippi State football games sponsored by Mississippi Power & Light and various local sponsors.

SPORTS BY STATIONS—Continued

- WJEJ, Hagerstown, Md.**.....Football games for Atlantic Refining.
- WJIM, Lansing, Mich.**.....All Detroit Tigers baseball games for General Mills (Wheaties) and Socony-Vacuum Oil; all Michigan State football games for Oldsmobile; wrestling matches locally sponsored.
- WJJD, Chicago, Ill.**.....White Sox and Cubs home baseball games for Kellogg; all Northwestern University football games for Chicago & Northwestern R. R.; all pro Chicago Bears football games for Oldsmobile Dealers of Chicago.
- WJMS, Ironwood, Mich.**.....Entire University of Minnesota football schedule for Chevrolet Dealers; Green Bay Packer's pro football schedule for Wadhams Oil; some games of Luther L. Wright High School (night games) for local sponsor.
- WJR, Detroit, Mich.**.....Daily play-by-play story of Detroit Tigers' home and road games for Dodge Motors and Penn Tobacco (also in 1938).
- WJRD, Tuscaloosa, Ala.**.....Nine University of Alabama and one University of Georgia football games for Kellogg.
- WJSV, Washington, D. C.**.....George Washington, Catholic University, and University of Maryland football for Kellogg. All Washington Senators' baseball games in 1938 (except on Sundays and holidays) to be broadcast for General Mills (Wheaties).
- WJW, Akron, O.**.....All baseball games of Akron Yankees in Mid-Atlantic League for General Mills (Wheaties) and Socony-Vacuum Oil.
- WKBO, Harrisburg, Pa.**.....Ten high school football games for Pennsylvania Milk Marketing Committee; Harrisburg Kipona Celebration (water sports) for Sears, Roebuck.
- WKOK, Sunbury, Pa.**.....Nine major college football broadcasts for Atlantic Refining; four high school football games for local sponsors.
- WKRC, Cincinnati, O.**.....Indiana vs. Ohio football game for Willys-Knight distributor.
- WKY, Oklahoma City, Okla.**.....University of Oklahoma football games for Kellogg.
- WKZO, Kalamazoo, Mich.**.....Western State-De Paul football game for local sponsor.
- WLAK, Lakeland, Fla.**.....Local football for Westinghouse Electric Co. (Note: Station does not mention whether for distributor or parent firm.)
- WLBC, Muncie, Ind.**.....Ball State football and basketball, high school football and basketball, and Burriss Owls basketball games, all for local sponsors.
- WLLH, Lowell, Mass.**.....Boston Bees and Red Sox baseball games for General Mills (Wheaties) and Socony-Vacuum Oil; Yale home football games for Socony-Vacuum Oil; Lowell High School vs. Lawrence High School football for local sponsor.
- WLVA, Lynchburg, Va.**.....Ten major college football games for Atlantic Refining; 18 local baseball games and national marbles tournament (21 broadcasts) for local sponsors.
- WMAS, Springfield, Mass.**.....Horse racing for Agawam Racing & Breeders Assn.; motorcycle races and wrestling for local sponsor; Holy Cross football for Atlantic Refining.
- WMBC, Detroit, Mich.**.....Weekly wrestling matches for local sponsor.

SPORTS BY STATIONS—Continued

- WMBH, Joplin, Mo.**..... Joplin High School football games for local sponsor.
- WMBO, Auburn, N. Y.**..... Bowling for local sponsors.
- WMFF, Plattsburgh, N. Y.**..... Northern League baseball games in Plattsburgh, Burlington (Vt.), Malone (N. Y.), and Saranac Lake (N. Y.) for local sponsors; high school, prep school and normal school basketball for local sponsor.
- WMFG, Hibbing, Minn.**..... Baseball, football (local and University of Minnesota), hockey, high school and junior college basketball, and wrestling for local sponsors.
- WMFJ, Daytona Beach, Fla.**..... St. Louis Cardinals spring training for Kellogg; Daytona Beach Islanders baseball games; high school football games, high school basketball, softball, and state baseball tourney of National Semi-Pro Baseball Congress for various local sponsors.
- WMMN, Fairmont, W. Va.**..... College football, nine games, for various local sponsors.
- WMPS, Memphis, Tenn.**..... Out-of-town baseball games of Memphis Chicks (Southern Assn.) for Coca-Cola Bottling Co. of Memphis.
- WMT, Cedar Rapids, Ia.**..... Western League night baseball at Cedar Rapids and Waterloo parks for participating local sponsors; state basketball tourney for unnamed sponsors; national corn husking contest for Allis-Chalmers.
- WNAC, Boston, Mass.**..... Yale home football games (nine contests) for Socony-Vacuum Oil.
- WNBF, Binghamton, N. Y.**..... Baseball play-off games of Binghamton team in New York-Pennsylvania League, also major college football games, both for Atlantic Refining. During 1938 Atlantic Refining is sponsoring play-by-play baseball of Binghamton Club in Eastern League.
- WNEW, New York City**..... Dartmouth-Cornell football game for Atlantic Refining.
- WNLC, New London, Conn.**..... Boston Bees and Red Sox baseball games for General Mills (Wheaties) and Socony-Vacuum Oil; Yale football games for Socony-Vacuum Oil.
- WNOX, Knoxville, Tenn.**..... Out-of-town Southern League baseball games for General Mills (Wheaties). During 1938 same sponsor will broadcast both home and away baseball games.
- WOAI, San Antonio, Tex.**..... Twelve major college football games and two Texas inter-scholastic high school football contests for Humble Oil.
- WOKO, Albany, N. Y.**..... Albany Senators baseball games (out-of-town games by telegraph) for General Mills (Wheaties) and Goodrich Rubber; major college football (mostly Cornell games) for Atlantic Refining; play-by-play local bowling for local sponsor.
- WOMI, Owensboro, Ky.**..... District basketball tourney for local sponsors.
- WOMT, Manitowoc, Wis.**..... Football, basketball and baseball (no further details) for local sponsors.
- WORC, Worcester, Mass.**..... Eleven major college football games (mostly Holy Cross) for Atlantic Refining.
- WPG, Atlantic City, N. J.**..... University of Pennsylvania home football games for Atlantic Refining.
- WPTF, Raleigh, N. C.**..... Four Duke University football games for B. C. Remedy Co.
- WQDM, St. Albans, Vt.**..... Thirty baseball games for local sponsors; 12 basketball games for RCA-Victor. (Note: Station does not mention whether RCA-Victor is distributor or parent company.)

SPORTS BY STATIONS—Continued

- WRAK, Williamsport, Pa.**..... New York-Pennsylvania baseball games for Atlantic Refining; local football and basketball for local sponsors; three major college football games for Atlantic Refining.
- WRDO, Augusta, Me.**..... Boston Red Sox and Bees baseball games for General Mills (Wheaties) and Socony-Vacuum Oil; Yale football games for Socony-Vacuum Oil; Cony High School and Colby College basketball games for local sponsors.
- WRDW, Augusta, Ga.**..... Baseball for General Mills and B. F. Goodrich; football for Atlantic Refining; basketball locally sponsored; Augusta National Golf tourney for Flowing Wells Water Co.
- WRNL, Richmond, Va.**..... Major college football games for Atlantic Refining.
- WROK, Rockford, Ill.**..... Rockford High School home football and basketball games for local sponsors.
- WROL, Knoxville, Tenn.**..... University of Tennessee football games, and football games of two local high schools for various local sponsors.
- WRR, Dallas, Tex.**..... Dallas Club baseball games (Texas League) for General Mills (Wheaties) and Coca-Cola Bottling of Dallas alternately; 25 high school football games, boxing and wrestling for local sponsors; Golden Gloves bouts for Schepps Brewing Corp. Baseball in 1938 has same setup and sponsors as in 1937.
- WRVA, Richmond, Va.**..... Five University of Richmond, and one Washington and Lee football games for Atlantic Refining.
- WSAI, Cincinnati, O.**..... Cincinnati Reds' baseball games for General Mills (Wheaties) and Socony-Vacuum; National AAU Junior Championship boxing for local sponsor.
- WSAR, Fall River, Mass.**..... Home games of Boston Bees and Red Sox for General Mills (Wheaties) and Socony-Vacuum Oil; Yale home football games for Socony-Vacuum Oil.
- WSAU, Wausau, Wis.**..... Pro Green Bay Packers football games for Wadhams Oil; local high school football, basketball and hockey games for local sponsors; Wausau Vets home hockey games for local sponsors.
- WSAZ, Huntington, W. Va.**..... Herald-Dispatch marble tournament for Sherwin Williams Paint; four Marshall College football games for local sponsors.
- WSBT, South Bend, Ind.**..... Three Notre Dame football games for local sponsor and Northern Indiana Public Service Co.
- WSFA, Montgomery, Ala.**..... Twelve Southeastern Conference football games for local sponsors.
- WSGN, Birmingham, Ala.**..... All out-of-town baseball games of the Birmingham Barons and play-by-play resume of home games for Kellogg; University of Alabama football games for Kellogg.
- WSMB, New Orleans, La.**..... All New Orleans Southern baseball games played away from home in daytime for Louisiana Coca-Cola Bottling Co.; same sponsor bought all Tulane football games.
- WSOC, Charlotte, N. C.**..... Charlotte Hornet baseball games (out-of-town games via WU wire) for General Mills (Wheaties); same sponsor bought American Legion Junior baseball games; all Davidson College home football games for local sponsor.

SPORTS BY STATIONS—Continued

- WSPA, Spartanburg, S. C.**..... Home football games of Wofford College and Spartanburg High School sponsored by local Coca-Cola bottling company; Clemson vs. University of South Carolina football game, sponsored by Nehi; one Winston-Salem Orphanage football game locally sponsored.
- WSPD, Toledo, O.**..... All Toledo Mud Hens baseball games for General Mills (Wheaties) and Socony-Vacuum Oil.
- WSPR, Springfield, Mass.**..... Yale football games for Socony-Vacuum Oil.
- WSVA, Harrisonburg, Va.**..... Ten major college football games for Atlantic Refining.
- WSYR, Syracuse, N. Y.**..... Syracuse University football games for Atlantic Refining; re-creation of Syracuse (International League) ball games for General Mills (Wheaties) and Socony-Vacuum Oil; one high school football game for local sponsor.
- WTAD, Quincy, Ill.**..... No sports mentioned for the 1937 season. Station states that play-by-play descriptions of St. Louis Cardinals ball games are being sponsored in 1938 by General Mills (Korn Kix).
- WTAG, Worcester, Mass.**..... Nine major college football games for Atlantic Refining.
- WTCN, Minneapolis-St. Paul, Minn.**.. St. Paul baseball team games for General Mills (Wheaties) and Socony-Vacuum Oil; basketball, football, boxing, wrestling, hockey, golf and midget auto races (all local) for local sponsors.
- WTHT, Hartford, Conn.**..... Boston Bees and Braves baseball games for General Mills (Wheaties) and Socony-Vacuum Oil; Yale football games for Socony-Vacuum Oil. In 1938 the local games, and re-creation of away games, of the Hartford baseball team in the Eastern League will be broadcast for Atlantic Refining.
- WTIC, Hartford, Conn.**..... Nine major college football games for Atlantic Refining.
- WTJS, Jackson, Tenn.**..... Auto races at West Tennessee Fair for local sponsor; three Jackson High School football games for local sponsor.
- WTMJ, Milwaukee, Wis.**..... All University of Wisconsin football and basketball games, all pro Green Bay Packers football games, Wisconsin Amateur Golf championship, Golden Gloves bouts finals, and World's Championship Match Game bowling for Wadhams Oil; six day bike races (Milwaukee) for Husting Oil.
- WTMV, East St. Louis, Ill.**..... East St. Louis High School football games for local sponsor; ditto regional basketball tournament.
- WTRC, Elkhart, Ind.**..... Play-by-play baseball (teams not mentioned) for C. G. Conn, Ltd.; all Elkhart High School football and basketball games for local sponsor.
- WWJ, Detroit, Mich.**..... Baseball for General Mills, and White Star Refining. Baseball in 1938 will be sponsored by Kellogg.
- WWNC, Asheville, N. C.**..... All baseball games of Asheville Tourists (Piedmont League) (play-by-play and reconstruction) for Kellogg.
- WWSW, Pittsburgh, Pa.**..... Pittsburgh Pirates out-of-town baseball games, and re-creation of home games for Atlantic Refining; Pittsburgh Pirates pro football games (out-of-town) for Oldsmobile; Duquesne University out-of-town football games for Atlantic Refining.

SPORTS BY STATIONS—Continued

- WXYZ, Detroit, Mich.**..... All Detroit Tigers baseball games for General Mills (Wheaties) and Socony-Vacuum Oil; all Michigan State college football games for Oldsmobile.
- CBF, Montreal, Que.**..... National League hockey games for Imperial Oil.
- CBL, Toronto, Ont.**..... National League hockey games for Imperial Oil; football for National Brewers and Alka-Seltzer.
- CBO, Ottawa, Ont.**..... Big Four football games for N. B. Yeast; hockey games for Imperial Oil.
- CFAC, Calgary, Alta.**..... Two Western Canada finals rugby matches for Calgary Brewing and Malting; National League hockey games for Imperial Oil; local hockey for Union Harvester and Tractor Co.
- CFAR, Flin Flon, Man.**..... Hockey for local sponsors.
- CFCF, Montreal, Que.**..... Canadian University football for Imperial Tobacco; National League hockey for Imperial Oil.
- CFCH, North Bay, Ont.**..... Toronto Maple Leafs home hockey games for Imperial Oil.
- CFCN, Calgary, Alta.**..... National League hockey games for Imperial Oil.
- CFCO, Chatham, Ont.**..... Night baseball for Imperial Tobacco; Michigan-Ontario League hockey games for local sponsor; Standard auto races for Hudson Motors of Canada.
- CFCT, Victoria, B. C.**..... Semi-pro baseball throughout season; four International League baseball games; one soccer game; one fight; Western Canada championship track meet; Western Canada championship bicycle race; weekly wrestling; twice-weekly basketball; two weeks of horse racing; all for local sponsors.
- CFCY, Charlottetown, P. E. I.**..... Play-by-play of Maritime hockey finals for local sponsors.
- CFRC, Kingston, Ont.**..... All football games of Queen's University and Canadian colleges for Dawes Brewery Yeast Co.; all National League hockey games for Imperial Oil.
- CFRN, Edmonton, Alta.**..... Basketball between Edmonton Commercial Grads and four U. S. teams for Blue Ribbon, Ltd.; junior and senior hockey for local sponsors.
- CHAB, Moose Jaw, Sask.**..... Home games of Moose Jaw Senior hockey club for local sponsors.
- CHLT, Sherbrooke, Que.**..... Baseball and hockey (no league mentioned) for local sponsor.
- CHML, Hamilton, Ont.**..... Baseball and Canadian Open Golf Championship for Taylor & Tate Brewery; football for local sponsor.
- CHNC, New Carlisle, Que.**..... Montreal pro hockey games for Imperial Oil.
- CHNS, Halifax, N. S.**..... Nova Scotia baseball play-offs for Halifax Herald; exhibition horse races and three wrestling matches for MacDonald Tobacco; National League hockey games for Imperial Oil.
- CHRC, Quebec, Que.**..... Three local championship baseball games for Champlain Brewery; all local games of Quebec Senior Hockey League for Imperial Tobacco Sales.
- CHSJ, Saint John, N. B.**..... National League hockey for Imperial Oil.
- CHWK, Chilliwack, B. C.**..... Twelve baseball games from local park for local sponsors; National League hockey games for Imperial Oil.
- CJIC, Sault Ste. Marie, Ont.**..... Northern Ontario Curling Assn. tourney for local sponsor.

SPORTS BY STATIONS—Continued

- CJKL, Kirkland Lake, Ont.**..... Toronto Maple Leafs home hockey games for Imperial Oil.
- CJOC, Lethbridge, Alta.**..... Four hockey games for local sponsor.
- CJOR, Vancouver, B. C.**..... Baseball, box lacrosse and wrestling for local sponsors.
- CJRC, Winnipeg, Man.**..... Winnipeg vs. Calgary (two rugby matches) for local sponsors.
- CJRM, Regina, Sask.**..... Rugby matches for Great West Coal; various baseball games for various regional sponsors; curling, horse racing and hockey for local sponsors.
- CKBI, Prince Albert, Sask.**..... Six local baseball games for local sponsors; National Hockey League games for Imperial Oil; local hockey for local sponsors.
- CKCK, Regina, Sask.**..... All senior rugby football games in which Regina teams played, for Great West Coal Co.; Maple Leafs hockey and Stanley Cup playoffs for Imperial Oil.
- CKCL, Toronto, Ont.**..... Inter-provincial and inter-collegiate out-of-town senior football games for Eno Fruit Salts; National Hockey League games for Imperial Oil; Canadian professional bantam boxing championships for Sheaffer Pen Co.; wrestling for various sponsors.
- CKCR, Kitchener, Ont.**..... Local Kitchener and Waterloo baseball games twice-weekly plus playoffs, also local hockey, both for local sponsors and Canada Starch Co., Ltd.
- CKCV, Quebec, Que.**..... Quebec Senior hockey games sponsored by Boswell Brewery, Ltd.
- CKCW, Moncton, N. B.**..... Hockey sponsored by Imperial Oil (participating).
- CKGB, Timmins, Ont.**..... Toronto Maple Leafs home hockey games for Imperial Oil.
- CKLW, Detroit-Windsor.**..... National League hockey for Imperial Oil.
- CKMO, Vancouver, B. C.**..... Professional boxing weekly for local sponsors.
- CKNX, Wingham, Ont.**..... Senior amateur baseball and hockey, Ontario amateur hockey, and exhibition hockey for local sponsor and St. Lawrence Starch.
- CKOC, Hamilton, Ont.**..... Big Four in the provincial Rugby Series for Dawes Brewery.
- CKSO, Sudbury, Ont.**..... Nickel Belt League games and playoffs (two games per week) for Imperial Tobacco (Sweet Caporal).
- CKTB, St. Catharines, Ont.**..... Lacrosse playoffs, hockey and wrestling for local sponsor.
- CKX, Brandon, Man.**..... Hockey games for Imperial Oil; also hockey for local sponsors.
- CRCK, Quebec, Que.**..... National League hockey for Imperial Oil; provincial amateur hockey playoffs for Boswell's Brewery, Ltd.



NEWS - PUBLICITY

RADIO EDITORS AND POLICIES OF 1,000 NEWSPAPERS

Newspaper radio columns and logs, according to available research, now surpass Hollywood columns, news, etc., in readership. A poll conducted by Dr. George Gallup for Young & Rubicam, Inc., last winter (1937-38) in 40 cities showed the following:

Radio Log Readership

Women	40%
Men	30%

Radio Column Readership

Women	27%
Men	10%

Hollywood Column Readership

Women	24%
Men	7%

Because such a level of readership means that advertising agencies, etc., have a similar level of interest in radio editors and newspaper radio policies, the VARIETY RADIO DIRECTORY undertook a survey lasting six months on this subject (November, 1937, to April, 1933). Virtually every newspaper in the U. S. and Canada was contacted via mail and questionnaires.

Key to the symbols is: (m, e, S) indicates whether a paper is published mornings, evenings, Sundays, or on all three occasions; (w), weekly. The radio editor's name is in bold face type. The symbols N, C, R indicate the content of a radio column—N signifying straight news; C signifying "chatter" or informal, gossipy news; and R signifying "review" or a critical attitude toward programs. *The order in which these symbols appear is the exact order of importance.* (B) identifies the radio editor's birthday. (E) lists the college or university attended by the editor. (M) indicates the editor's membership in fraternities, lodges, clubs, etc.

ALABAMA

BIRMINGHAM NEWS & AGE-HERALD (m,e,S), Birmingham, Ala. **Turner Jordan** (also telegraph editor). Uses one column weekdays, half-page Sunday—N,C,R. Also uses several half-column cuts every issue. Lists NBC, CBS, WSGN, WBRC, WAPI. (B) June 16. (E) Howard.

BIRMINGHAM POST, (e) Birmingham, Ala. **James Shipley**. Uses one column daily—R,C,N. Also uses one or two cuts daily. Lists NBC, CBS, WAPI, WBRC. (B) Jan. 25. (E) Birmingham-Southern.

SOUTHERN RADIO NEWS (w), Birmingham, Ala. **Homer T. Sudduth**. Paper is published in 16-page format each Wed-

nesday—N,C,R—with publicity from press bureaus, agencies, and artists representatives solicited. Mats and cuts, either half or full-column, accepted. Lists NBC, CBS, WAPI, WBRC, WSGN, WSFA, WJBY, WJRD, WHBB, WMSD, WBHP, WSM, WSB, WBT, WLW, WGN, WENR. (B) May 4. (E) Alabama Polytechnic. (M) Lions.

MOBILE PRESS-REGISTER, (m,e,S), Mobile, Ala. No radio editor. Carries program listings of NBC and CBS, obtained by mail from these networks.

MOBILE TIMES (e,S), Mobile, Ala. **Carolee Borden**. Uses 20 inches weekdays, including log; 40 to 50 inches Sunday, not including log—N,C. No art work. Lists NBC, CBS, WALA.

RADIO EDITORS—Continued

ALABAMA JOURNAL (e), Montgomery, Ala. No radio editor. Carries daily program schedules obtained from AP and local staff.

MONTGOMERY ADVERTISER (m,S), Montgomery, Ala. No radio editor. Lists NBC and CBS programs daily, obtaining information from local station WSFA.

SELMA TIMES-JOURNAL (e, except Saturday, S), Selma, Ala. No radio editor. Occasionally uses condensed AP listings.

ARIZONA

ARIZONA REPUBLIC (m,S), Phoenix, Ariz. **Francis E. Ross** (also staff writer; Arizona correspondent, Reuter News Service; Phoenix correspondent, Philadelphia Record). Uses periodical, varying amount of space—N. Art work is run on basis of Arizona news value. Daily listings (paid space) of KTAR and KOY. (B) May 23. (E) London Central Collegiate Institute. (M) Royal Society of Literature (England); Arizona Press Club; American Assn. of Engineers (honorary member); International Assn. of Printing House Craftsmen (honorary member).

PRESCOTT COURIER (e), Prescott, Ariz. No radio editor. Carries very small, infrequent amount of news on radio. Source unspecified.

ARIZONA DAILY STAR (e,S), Tucson, Ariz. **Fitz Turner** (also reporter; uses by-line "Marion Mitchell.") Uses one and three-quarter columns daily, full page Sunday—N,R,C. Also uses a half-column mat daily, several mats on Sunday. Lists NBC, CBS, Mutual, KVOA, KGAR, KNX, KRLD, KSL, KFRC, WLW, KFSD, KGO, KFI, KPO, KOA, KTAR, WFAA and WBAP. (B) Aug. 21. (E) U. of Arizona.

YUMA DAILY SUN (e), Yuma, Ariz. No radio editor. Carries small, infrequent amount of news which generally must have a local angle. Source unspecified.

ARKANSAS

DE QUEEN DAILY CITIZEN (e), De Queen, Ark. No radio editor. Carries very small amount of radio news, and latter must be of local interest. Obtained from local sources.

SOUTHWEST-TIMES RECORD (e), Fort Smith, Ark. No radio editor. Carries AP program listings.

HELENA WORLD (e, except Saturday, S), Helena, Ark. No radio editor. Carries AP material.

HOT SPRINGS NEW ERA (e) & **SENTINEL RECORD** (m,S), Hot Springs, Ark. No radio editor. Carries daily column, obtained from AP and locally.

ARKANSAS DEMOCRAT (e,S), Little Rock, Ark. **Harlan Hobbs** (also film editor, Hollywood columnist, dramatic critic). Uses one-half to three-quarter column daily; full page devoted to screen and radio Sundays—N,C,R. Also uses about six columns of art work weekly. Lists NBC, CBS, Mutual, WLW, KARK, KLRA. (Note: Art and features for Sunday page should arrive at least six days prior to publication; spot news by air mail. Prefers half-column, one and two-column mats; photos used occasionally. News and features with Arkansas angle stressed). (B) August 27. (E) Little Rock Junior College, U. of Arkansas. (M) Little Rock Safety Council, Little Theatre, Masquers Club, Quill & Scroll.

MENA STAR (e), Mena, Ark. No radio editor. Paper claims it carries news only of Lum and Abner.

PINE BLUFF COMMERCIAL (e), Pine Bluff, Ark. No radio editor. Carries daily NBC and CBS programs supplied by the AP. Occasionally carries the AP column of highlights of the day's programs.

PINE BLUFF DAILY GRAPHIC (m, except Monday), Pine Bluff, Ark. No radio editor. Carries unspecified amount of radio material daily, obtained from the AP.

COURIER-DEMOCRAT (e), Russellville, Ark. No radio editor. Carries occasional radio news, but has no department. News obtained from unspecified sources.

SEARCY DAILY CITIZEN (e), Searcy, Ark. No radio editor. Carries occasional radio news, obtained from unspecified sources.

SILOAM SPRINGS HERALD-DEMOCRAT (e), Siloam Springs, Ark. No radio editor. Carries an occasional half-column, obtained from clippings and press releases.

TEXARKANA GAZETTE (m,S), & **NEWS** (e), Texarkana, Ark. No radio editor.

RADIO EDITORS—Continued

Carries daily AP program schedules and programs of KCMC (owned by the paper). (Note: it is strictly against the policy of this paper to run news on chain programs which are sponsored; no free publicity accorded programs of paper's advertisers; no personalities promoted in any way).

CALIFORNIA

- ALAMEDA TIMES-STAR** (e), Alameda, Calif. No radio editor. Carries Homer Canfield's "Radiologic," for details of which see his listing under Glendale, Calif.
- ALHAMBRA POST-ADVOCATE** (e), Alhambra, Calif. No radio editor. Carries Homer Canfield's "Radiologic," for details of which see his listing under Glendale, Calif.
- ANTIOCH DAILY LEDGER** (e, except Saturday), Antioch, Calif. No radio editor. Carries 12 column-inches daily, news being obtained by staff members. (Note: paper's policy is against press releases).
- ARCADIA TRIBUNE** (e, except Saturday), Arcadia, Calif. No radio editor. Carries about ten inches of programs and gossip daily obtained via mail from stations.
- BAKERSFIELD CALIFORNIAN** (e), Bakersfield, Calif. **Ralph F. Kreiser** (also aviation editor, staff photographer). Uses quarter to half-column daily—**N.R.** Art work is used infrequently. Lists KPMC, KERN, KNX, KPO and KFI. (B) Feb. 22. (E) U. of California at Los Angeles.
- BERKELEY DAILY GAZETTE** (e), Berkeley, Calif. **Helane Peters**. Uses one column Monday to Friday, two columns Saturday, not including program log—**N,C,R.** Usually runs a two-column cut and a thumbnail or single-column inset cut daily. Lists KGO, KPO, KFRC, KSFO, KYA, KLX, KROW and KRE completely; highlights of KLS, KGGC and KJBS. (B) June 1. (E) U. of California. (M) Berkeley Women's City Club.
- BURBANK REVIEW** (e), Burbank, Calif. No radio editor. Carries daily program listings only. Source not specified.
- BURLINGAME ADVANCE** (e), Burlingame, Calif. **William B. Pedigo** (also city editor). Uses about 15 inches daily—**N,C,R.** Also about two photos per week. Lists KSFO, KPO, KGO, KFRC, CBS, NBC, Mutual, KYA, California Radio Network. (B) July 5. (E) Wyoming.
- COLTON DAILY COURIER** (e), Colton, Calif. No radio editor. Carries skeleton schedule of the day's programs from 5 p.m. Source not specified.
- COLUSA DAILY TIMES** (e), Colusa, Calif. No radio editor. Carries small amount of radio news sent in by national advertisers.
- CORONA INDEPENDENT** (e), Corona, Calif. No radio editor. Carries daily program listings of KFI, KNX, KHJ and KECA, obtained by clipping. Also carries syndicated column by Earle Ferris once a week.
- CULVER CITY STAR NEWS** (e), Culver City, Calif. No radio editor. Carries Homer Canfield's "Radiologic," for details of which see his listing under Glendale, Calif.
- ESCONDIDO TIMES-ADVOCATE** (e), Escondido, Calif. No radio editor. Carries three or four inches of radio material, obtained by clipping.
- FRESNO BEE** (e, S), Fresno, Calif. **Arthur J. Welter**. Uses 1½ to 2 columns daily and Sunday, 8 columns on Saturday—**N,C.** Also uses single or double-column cut daily. Lists KMJ, KPO, KGO, KNX, KARM and U. S. and foreign short-wave stations. (B) July 10.
- FULLERTON NEWS TRIBUNE** (e), Fullerton, Calif. No radio editor. Carries Homer Canfield's "Radiologic," for details of which see his listing under Glendale, Calif.
- GLENDALE, CALIF.** Homer Canfield. Free lance radio column: Radiologic, totalling four 19-inch columns—**N,R,C.** Also uses one or two columns of art work. Column appears daily in the Watsonville Pajaronian, Palo Alto Times, Richmond Independent, Vallejo Times-Herald, Alameda Times-Star, San Mateo Times, Stockton Independent, Redwood City Tribune, Santa Cruz Evening News, San Jose Mercury Herald (all northern California editions), and in the Glendale News-Press, Alhambra Post Advocate, Santa Monica Outlook, Culver City Star-News, Inglewood Daily News, Ventura Star-Free Press, Venice Evening Van-

RADIO EDITORS—Continued

- guard, Fullerton News Tribune, Huntington Park Signal, Oxnard Evening Press, Santa Ana Daily Register, Wilmington Daily Press, South Bay Daily Breeze, Monrovia News-Post (all southern California editions), Northern California papers list KSFO, KFRC, KQW, KGDM, KDON, KPO, KGO, KWG, KROW, KLX, KYA; southern California papers list KMTR, KFI, KEHE, KHJ, KFVB, KFOX, KFAC, KECA, and KNX. (B) June 30. (E) U. of California at Los Angeles. (M) Delta Upsilon. (Note: Glendale office is at the News-Press; branch office at the Alameda Times-Star.)
- GLENDALE NEWS-PRESS** (e), Glendale, Calif. **Homer Canfield**. For details of his syndicated column, see separate listing under Glendale, Calif.
- GRIDLEY GLOBE**, (e), Gridley, Calif. No radio editor. Occasionally list "major" programs from 5 p.m. to midnight by clipping program logs in papers with such listings.
- HANFORD SENTINEL** (e), **HANFORD JOURNAL** (m, except Monday, S), Hanford, Calif. No radio editor. Carries daily quarter-column on programs of KTKC, obtained from the station direct.
- HOLLYWOOD CITIZEN-NEWS** (e), Hollywood, Calif. **Zuma Palmer**. Uses four columns Monday to Friday, six on Saturday, including log—N,C,R. Also uses one single-column cut daily. Lists KMTR, KFI, KMPC, KEHE, KHJ, KFVB, KFVD, KNX, KRKD, KFSG, KGFJ, KFOX, KFAC, KGER, KECA. (B) June 22. (E) U. of Southern California. (M) D. A. R., H Mortar Board.
- HUNTINGTON PARK SIGNAL** (e), Huntington Park, Calif. No radio editor. Carries Homer Canfield's "Radiologic," for details of which see his listing under Glendale, Calif.
- INGLEWOOD DAILY NEWS** (e), Inglewood, Calif. No radio editor. Carries Homer Canfield's "Radiologic," for details of which see his listing under Glendale, Calif.
- LONG BEACH PRESS TELEGRAM** (e, S), Long Beach, Calif. No information after repeated requests. Previous information (1937) showed C. Fulton Field to be radio editor, using two to three columns daily with art work.
- LONG BEACH SUN** (m), Long Beach, Calif. **David R. Lewis**. Uses four columns Monday to Friday—N,C,R. Also uses single-column photo every issue. Lists KFI, KECA, KNX, KEHE, KFVB, KFAC, KMPC, KMTR, KFOX and KGER. (B) Oct. 2. (E) Long Beach Junior College.
- LOS ANGELES EXAMINER** (m, S), Los Angeles, Calif. No information after repeated requests. Previous information (1937) showed Bernie Milligan to be radio editor, using four columns daily.
- LOS ANGELES HERALD & EXPRESS** (e), Los Angeles, Calif. **Raine Bennett** (also news commentator). Uses full page daily, including two or three columns of program schedules with incidental comment and salutes to individual work of outstanding merit—N,C (local only), R. Also uses one photo (must be head picture) daily; more only on special occasions. Lists KEHE, KNX, KFI, KHJ, KECA, KFVB, KFAC, KMPC, KGFJ, KMTR, KRKD, KFOX, KGER and KIEV. (B) Oct. 23. (E) Stanford U. (M) Theta Delta Chi, Bohemian Club, The Islanders.
- LOS ANGELES NEWS** (m, e), Los Angeles, Calif. No information after repeated requests. Previous information (1937) showed James Harper to be radio editor, using full column in both papers daily, plus two columns of program listings.
- LOS ANGELES TIMES** (m, S), Los Angeles, Calif. **Dale Armstrong**. Uses one column daily, full page Sunday, including program schedules—R,N,C. Also uses about eight inches of art work daily, 30 inches Sunday. Lists KMTR, KFSD, KFI, KMPC, KEHE, KIEV, KHJ, KFVB, KFVD, KNX, KFSG, KRKD, KGFJ, KPPC, KFOX, KFAC, KGB, KGER, KERN, KECA, KVOE, KPMC. (B) Sept. 28. (E) Spring Hill, Loyola.
- MADERA DAILY TRIBUNE** (e), Madera, Calif. No radio editor. Carries news of KYOS.
- MARYSVILLE APPEAL-DEMOCRAT** (e), Marysville, Calif. No radio editor. Carries daily program listings only. Source not specified.
- MODESTO BEE** (m, e, except Sunday and Monday), Modesto, Calif. Carries program listings sent in by stations.

RADIO EDITORS—Continued

- MONROVIA NEWS-POST** (e), Monrovia, Calif. No radio editor. Carries Homer Canfield's "Radiologic," for details of which see his listing under Glendale, Calif.
- NAPA JOURNAL** (m, except Monday, S), Napa, Calif. No radio editor. Carries varying amount of radio material, obtained from network releases.
- OAKLAND POST-ENQUIRER** (e), Oakland, Calif. **Don Logan**. Uses full column weekdays, including art work—**C,R,N**. Runs two single-column cuts, or equivalent, every issue. Lists **KYA, KPO, KGO, KFRC, KSFO, KRE, KLS, KLX** and **KROW**. (B) Dec. 18. (E) William and Mary.
- OAKLAND TRIBUNE** (e, S), Oakland, Calif. No information after repeated requests. Previous information (1937) showed Jack Burroughs to be radio editor, using 22 column-inches daily.
- OCEANSIDE BLADE-TRIBUNE** (e), Oceanside, Calif. No radio editor. Carries brief, selected listings of **KNX** and **KFI** daily. Source not specified.
- OROVILLE MERCURY** (e), Oroville, Calif. No radio editor. Carries three inches of radio material daily, obtained from listings in metropolitan papers.
- OXNARD EVENING PRESS** (e), Oxnard, Calif. No radio editor. Carries Homer Canfield's "Radiologic," for details of which see his listing under Glendale, Calif.
- PALO ALTO TIMES** (e), Palo Alto, Calif. No radio editor. Carries Homer Canfield's "Radiologic," for details of which see his listing under Glendale, Calif.
- PASADENA INDEPENDENT** (Mon., Wed., Fri.), Pasadena, Calif. **Will N. MacBird** (by-line, "Bill Bird;") also does some publicity and radio features for monthly publications.) Uses column and a half three times a week—**R,N,C**. Seldom uses art work. Lists **NBC, CBS, Mutual, Don Lee, KFI, KECA, KNX, KHJ, KFVB, KEHE, KFAC, KMPC, KIEV, KGfJ, KFVD**. (B) Jan. 9.
- PASADENA STAR-NEWS & POST** (m,e) S), Pasadena, Calif. **Reg Warren** (also real estate and automobile editor). Uses one column daily in Star-News, exclusive of program log—**N,C,R**. No art work. Program schedules are run daily in both
- papers and list **KECA, KGER, KFAC, KFOX, KPPC, KRKD, KNX, KFVD, KFVB, KHJ, KEHE, KMPC, KFI, KMTR, KIEV**. (B) March 23. (E) Amherst.
- PETALUMA ARGUS-COURIER** (m, e, except Saturday), Petaluma, Calif. **Elwood F. Owen**. Uses two columns daily—**N**. No art work. Lists **KPO, KGO, KSFO, KFRC**. (B) Sept. 12. (E) Stanford U.
- PLACERVILLE REPUBLICAN** (e), Placerville, Calif. No radio editor. Carries daily program listings clipped from advance editions of metropolitan Sunday supplements.
- POMONA PROGRESS-BULLETIN** (e), Pomona, Calif. No radio editor. Carries three-quarter column of radio material daily. Source not specified.
- REDDING INDEPENDENT** (m, except Monday, S), Redding, Calif. **T. B. Kendall**. Uses one to two columns daily except Monday—**N,C,R**. Also uses one or two column cuts "as needed." Lists **KVCV**. (B) Dec. 3. (E) Iowa.
- SOUTH BAY DAILY BREEZE** (e), Redondo, Calif. No radio editor. Carries Homer Canfield's "Radiologic," for details of which see his listing under Glendale, Calif.
- REDWOOD CITY TRIBUNE** (e), Redwood, Calif. No radio editor. Carries Homer Canfield's "Radiologic," for details of which see his listing under Glendale, Calif.
- RICHMOND INDEPENDENT** (e), Richmond, Calif. No radio editor. Carries Homer Canfield's "Radiologic," for details of which see his listing under Glendale, Calif.
- SACRAMENTO BEE** (e), Sacramento, Calif. **Ronald D. Scofield**. Uses one column daily—**N,C**. Also uses a single column or double-column cut every day. Lists **KFBK, KPO, KGO, KSFO** and **KFRC**. (B) Nov. 29.
- SACRAMENTO UNION** (m, S), Sacramento, Calif. No information after repeated requests. Previous information (1937) showed William R. Richards to be radio editor, using three-quarter column daily.
- SALINAS INDEX-JOURNAL** (e) & **POST** (m, except Monday, S), Salinas, Calif.

RADIO EDITORS—Continued

- No radio editor. Carries column and a half of program listings daily sent in by stations.
- SAN DIEGO SUN** (e, S), San Diego, Calif. No radio editor. Carries daily program log and notes. Lists KFSD, KFI, KGB, KNX, KFWB and KECA.
- SAN DIEGO UNION** (m, S) & **SAN DIEGO SUN** (e, S), San Diego, Calif. No information after repeated requests. Previous information (1937) showed Maurice W. Savage to be radio editor, using 750 words daily in both papers.
- SAN FRANCISCO CALL-BULLETIN** (e), San Francisco, Calif. **Robert Ziegler Hall** (also newscaster; by-line "Bob Hall.") Uses full page daily, including program log, art work, etc.—**N,C,R**. Also uses several photos daily in layout, larger layout and as many as 15 photos on Saturday. Special features, contributed articles, jingles, etc., are run. Lists KPO, KGO, KSFO, KFRC, KJBS, KGW, KYA, KGGC, KRE, KLX and KROW. **(B)** March 11. **(E)** San Jose State.
- SAN FRANCISCO CHRONICLE** (m, S), San Francisco, Calif. **Herb Caen**. Uses 1,500 words daily, three tabloid pages on Sunday—**R,C,N**. Also uses two columns of art work daily, nine columns on Sunday. Lists KSFO, KFRC, KPO, KGO, KLX, KROW, KJBS, KLS, KRE, KGGC and KYA. **(B)** April 3. **(E)** Sacramento Junior College.
- SAN FRANCISCO EXAMINER** (m,S), San Francisco, Calif. **Darrell Donnell**. Uses one column daily and Sunday—**C,R**. Also uses photos on Sundays. Lists KPO, KGO, KFRC, KSFO, KJBS, KYA, KLX, KRE, KROW, KGGC, KQW. **(B)** April 24. **(E)** U. of California. **(M)** Sigma Nu, Caen's Chowder and Bicycle Boys.
- SAN FRANCISCO NEWS** (e), San Francisco, Calif. **Geoffrey Archer** (Claude Archer La Belle) (also drama critic and amusement editor.) Uses one-column lead daily, two columns of logs, and one column of chatter—**C,N,R**. Also several cuts daily, and six columns by half-page art work on Saturdays. Lists KPO, KGO, KSFO, KFRC, KJBS, KGGC, KLX, KLS, KYA, KRE. **(E)** Colby, Boston University Law School. **(M)** Delta Upsilon, Shrine, San Francisco Press Club.
- SAN FRANCISCO NEWS** (e), San Francisco, Calif. **Emilia Hodel**, assistant radio editor. (See above).
- SAN JOSE MERCURY HERALD** (m, S), San Jose, Calif. No radio editor. Carries Homer Canfield's, "Radiologic," for details of which see his listing under Glendale, Calif.
- SAN MATEO TIMES** (e), San Mateo, Calif. No radio editor. Carries Homer Canfield's "Radiologic," for details of which see his listing under Glendale, Calif.
- SANTA ANA JOURNAL** (e), Santa Ana, Calif. **Thomas E. Danson** (also daily newscaster). Uses one-half to three-quarter column daily—**R,C,N**. Also uses art work "as often as possible." Lists KVOE, KNX, KHJ, KFWB, KFOX, KFI, KECA, KEHE, KMPC. **(B)** May 25. **(E)** U. of Southern California. (Note: Column is syndicated; carried by Anaheim Bulletin and Whittier News).
- SANTA ANA DAILY REGISTER** (e), Santa Ana, Calif. No radio editor. Carries Homer Canfield's "Radiologic," for details of which see his listing under Glendale, Calif.
- SANTA BARBARA NEWS-PRESS** (m, e, S), Santa Barbara, Calif. **Elinor Hayes**. Uses a column and a half daily—**R,N,C**. Also uses about three pieces of art work a week. Lists KTMS (the News-Press station), KNX, KFI and KDB.
- SANTA CRUZ NEWS** (e), Santa Cruz, Calif. No radio editor. Carries Homer Canfield's "Radiologic," for details of which see his listing under Glendale, Calif.
- SANTA MARIA TIMES** (e), Santa Maria, Calif. No radio editor. Lists programs of NBC and CBS on KNX and KFI. Obtained by clipping morning papers.
- SANTA MONICA OUTLOOK** (e), Santa Monica, Calif. No radio editor. Carries Homer Canfield's "Radiologic," for details of which see his listing under Glendale, Calif.
- SANTA PAULA CHRONICLE** (e), Santa Paula, Calif. No radio editor. Carries four inches of radio material daily, obtained by clipping.
- SANTA ROSA PRESS-DEMOCRAT** (m, except Monday, S), Santa Rosa, Calif. **Russell F. Bjorn** (also manager of KSRO, owned by the Press-Democrat). Uses column and a half daily—**N,R,C**. Also uses unspecified amount of art work

RADIO EDITORS—Continued

daily. Lists KSRO, KPO, KGO, KSFO, KJBS, KRE, KQW, KGGC, KYA, KROW, KROY, KLX, KFI. (B) July 17. (M) Elks, Masons, American Legion.

STOCKTON INDEPENDENT (m), Stockton, Calif. No radio editor. Carries Homer Canfield's "Radiologic," for details of which see his listing under Glendale, Calif.

STOCKTON RECORD (e), Stockton, Calif. **Rossi Reynolds**. Uses 10 or 12 inches weekdays—**N,R,C**. Also uses a single-column cut each issue. Lists KWG, KGDM, KGO, KPO, KSFO completely; night programs of KFRC. (B) July 13. (E) College of the Pacific, Cornell.

DAILY MIDWAY DRILLER (e), Taft, Calif. No radio editor. Carries half-column of radio material daily. Obtained from stations.

TULARE TIMES (m, except Monday, S), & **ADVANCE-REGISTER** (e), Tulare, Calif. No radio editor. Carries material on KTKC only.

TURLOCK DAILY JOURNAL (e), Turlock, Calif. No radio editor. Carries daily program listings only. Source not specified.

VALLEJO TIMES-HERALD (m, except Monday, S), Vallejo, Calif. No radio editor. Carries Homer Canfield's "Radiologic," for details of which see his listing under Glendale, Calif.

VENICE EVENING VANGUARD, Venice, Calif. No radio editor. Carries Homer Canfield's "Radiologic," for details of which see his listing under Glendale, Calif.

VENTURA STAR-FREE PRESS (e), Ventura, Calif. No radio editor. Carries Homer Canfield's "Radiologic," for details of which see his listing under Glendale, Calif.

VISALIA TIMES-DELTA (e), Visalia, Calif. No radio editor. Carries from one to two columns daily, material being obtained from local station and NBC and CBS press departments.

WATSONVILLE PAJARONIAN (e), Watsonville, Calif. No radio editor. Carries Homer Canfield's "Radiologic," for details of which see his listing under Glendale, Calif. Also carries local items received from KHUB.

WILMINGTON DAILY PRESS (e), Wilmington, Calif. No radio editor. Carries Homer Canfield's "Radiologic," for details of which see his listing under Glendale, Calif.

WOODLAND DAILY DEMOCRAT (e), Woodland, Calif. **Lucile Evans** (also woman's page editor, feature writer). Uses about one column daily—**R,N**. Space allows "very little" art work. Lists KPO, KGO, KFI, KFRC, KSFO, KWG, KFBK, KROW, KNX. (B) August 7.

COLORADO

BOULDER DAILY CAMERA (e), Boulder, Colo. **Catherine Turman**. Uses daily program listings, plus over one-third column Saturdays—**N,R**. (Column appears occasionally during the week, when special programs warrant it). No art work. Lists KOA, KLZ, and KFEL. (B) Oct. 21. (E) U. of Colorado. (M) Alpha Phi, Theta Sigma Phi, A.A.U.W.

COLORADO SPRINGS GAZETTE-TELEGRAPH (S), Colorado Springs, Colo. (Miss) **Wauhillau LaHay** (also program, production and publicity director, KVOR). Uses over 2 columns every Sunday—**C,N,R**. Also uses a single-column mat each week. Lists KVOR, KLZ and KOA. (B) July 14. (E) Oklahoma State. (M) Kappa Alpha Theta.

DELTA DAILY INDEPENDENT (e), Delta, Colo. No radio editor. Carries daily news column written by a staff member, plus program listings of KOA and KSL; full week's programs run on Saturday. Material obtained from stations.

ROCKY MOUNTAIN NEWS (m,S), Denver, Colo. **James H. Briggs** (also film editor). Uses 2 columns daily—**N,C**. Also uses about 3 columns of radio-movie art daily. Lists NBC, CBS, KLZ, KOA, KVOD and KFEL. (B) Aug. 24.

FLORENCE CITIZEN (e), Florence, Colo. No radio editor. Carries small amount of news on unspecified, infrequent schedule. Sources unspecified.

FORT MORGAN TIMES (e), Fort Morgan, Colo. No radio editor. Carries small amount of radio material, obtained by contributions.

RADIO EDITORS—Continued

- HERALD DEMOCRAT** (e), Leadville, Colo. No radio editor. Carries two or three stories on radio weekly, generally obtained from the paper's advertisers.
- LONGMONT TIMES-CALL** (e), Longmont, Colo. No radio editor. Carries feature stories on radio, usually obtained from paper's advertisers.
- PUEBLO STAR-JOURNAL** (e,S), Pueblo, Colo. **Phil Kerby**. Uses daily program listings of KOA, KLZ, and KGHF only. No art work.
- ROCKY FORD DAILY GAZETTE** (e, except Saturday), Rocky Ford, Colo. No radio editor. Carries about 2 columns of radio material weekly, including art work, obtained from the Radio Feature Service.
- SALIDA DAILY MAIL** (e), Salida, Colo. No radio editor. Carries some program listings and feature stories on radio, obtained from paper's advertisers.
- TRINIDAD CHRONICLE-NEWS** (e), Trinidad, Colo. No radio editor. Carries small amount of radio material, obtained via clipping and direct notice.
- BRIDGEPORT TIMES-STAR** (e), Bridgeport, Conn. **Frederic Thomas** (also conducts Times-Star Santa Claus program over WICC every year, to collect toys for needy children). Uses a full column daily, 1½ to 2 columns on Sunday, not including programs—**R,N,C**. Also uses one or 2 single or double column cuts daily. Lists WEAF, WJZ, WABC, WOR, WHN, WMCA, WICC, WELI. (B) Feb. 8. (E) Colgate and Stanford. (M) Pi Delta Epsilon, Corinthian Lodge, Corinthian Fellowcraft Association, Colgate Club of Southern Connecticut.
- BRISTOL PRESS** (e), Bristol, Conn. No radio editor. Carries 3 columns of radio material, obtained from the AP and radio stations.
- DANBURY NEWS-TIMES** (e), Danbury, Conn. **Warren C. Rockwell** (also feature writer). Uses about 10 inches double column besides program listings daily (feature material usually supplied by news services)—**N,C**. Also occasional service mats. Lists WJZ, WEAF, WABC, WOR, WICC. (B) Aug. 28.
- GREENWICH PRESS** (Thursday), Greenwich, Conn. No radio editor. Carries radio news only when Greenwich residents are concerned.

CONNECTICUT

- BRIDGEPORT HERALD** (S), Bridgeport, Conn. **Leo Miller** (also film editor and correspondent for Variety). Uses 3 pages on Sunday—**N,R,C**. About 25 per cent of department is devoted to art work. Lists NBC, CBS, Mutual, Inter-City, Yankee and Colonial Networks; WICC, WTIC, WDRC, WTHT, WBRY, WELI, WNLC, WMCA, WHN, WATR, WNBC, and occasionally WQXR and WNEW. (B) April 12. (E) Syracuse U. (M) Zeta Beta Tau, Beta Gamma Sigma, Sigma Delta Chi, International Radio Club.
- BRIDGEPORT POST** (e,S), Bridgeport, Conn. **W. Rockwell Clark, Jr.** (also Sunday editor; by-line, "Rocky Clark"). Uses one column daily, full page Sunday—**N,C,R**. Also uses single-column photo daily, 2 or 3 singles and doubles Sunday. Lists WEAF, WJZ, WABC, WOR, WICC, WELI, WMCA, and WHN completely; highlights of WBRY, WBZ, WEVD, WGN, WHAM, WHO, WLW, WNEW, WNYC, WPG, WQXR, WSM, WTAM and WTIC. (B) Aug. 16. (E) Yale. (M) Alpha Chi Rho, Appalachian Mountain Club, Yale Alumni Assn. of Fairfield County.
- GREENWICH TIME** (e), Greenwich, Conn. **Bernard Yudain** (also municipal and general reporter). Uses over one column daily, except Sunday—**R,N,C**. Also runs in Stamford (Conn.) shopping publication issued weekly. Uses unspecified number of mats, space alternating between radio and the theatre. Lists WEAF, WJZ, WABC, WOR, WMCA, WICC, WHN. (B) July 18.
- HARTFORD TIMES** (e), Hartford, Conn. **Harold B. Waldo** (also Grange news editor, general farm news, luncheon club reporter). Uses 3 columns Monday to Friday, 4 on Sunday—**C,N**. Also uses a three-quarter column cut each issue. Lists WTHT (owned by the paper), WEAF, WJZ, WABC, WOR, WTIC, WDRC, WNBC (listings for Sunday and to 2.15 p.m. Monday run in Saturday edition). (B) June 7. (M) 32d Degree Mason; Venerable Master, Masonic Assn. of Connecticut; Connecticut State Grange.
- NEW BRITAIN HERALD** (e), New Britain, Conn. **Kenneth James Saunders** (also scholastic sports writer.) Uses an average of 15 inches, Monday to Friday; 35 inches Saturday—**C,R,N**. No art work.

RADIO EDITORS—Continued

Lists WEAF, WJZ, WABC, WTIC and WDRC regularly; other stations occasionally. (B) June 12. (M) New Britain Press Club, Connecticut Sport Writers Football Board, Irish-American Club.

NEW HAVEN REGISTER (e, S), New Haven, Conn. **Colby Driessens** (also copyreader). Uses 3 columns, 14 inches deep, on Sunday—**N,R,C**. Also uses one photo each week. Lists NBC, CBS, Mutual, Colonial and Inter-City networks, including "best bets" for the week. (B) Aug. 23.

NORWALK HOUR (e), Norwalk, Conn. No radio editor. Carries program listings and highlights daily, obtained from the AP and radio station press material; plus stories in varying amounts. Also "outstanding mats" often.

SOUTH NORWALK SENTINEL (e), South Norwalk, Conn. **Le Roy D. Downs**. Uses unspecified amount of space daily—**N**. Also uses varying number of photos daily. Lists WEAF, WJZ, WABC, WOR, WMCA and WICC. (B) April 11.

STAMFORD ADVOCATE (e), Stamford, Conn. **Leonard S. Massell** (also reporter). Uses 16 to 18 inches daily—**N,C,R**. No art work. Lists WEAF, WJZ, WABC, WOR and WICC completely; highlights of WMCA, WHN and WINS. (B) March 28. (E) New York U. (M) Chi Sigma Pi.

TORRINGTON REGISTER (e), Torrington, Conn. **John H. Thompson** (also managing editor). Uses about three-quarter column daily—**N,C**. Art work used only on rare occasions. Lists WEAF, WJZ, WOR, WTIC and WORC. (B) June 6.

WATERBURY DEMOCRAT (e), Waterbury, Conn. No information after repeated requests. Previous information (1937) showed Ray Fitzpatrick to be radio editor, using up to two-thirds of a page daily.

WATERBURY REPUBLICAN (m, S), Waterbury, Conn. **William J. Slator** (also city editor). Uses 3 columns weekdays, including program log; 4 to 5 columns Sunday—**N,C**. Also uses one or two-column cuts and mats daily, chiefly local. Lists WBRY (owned and operated by the Republican-American), WATR, WICC, WTIC, WDRC, WEAF, WJZ, WABC and WOR. (Note: Section also

contains brief column by E. Christy Erk, radio editor of Waterbury American. See listing under Waterbury Republican-American).

WATERBURY REPUBLICAN - AMERICAN (m,e,S), Waterbury, Conn. **E. Christy Erk** (Also commentator and forum conductor over WBRY, owned and operated by the papers). Uses space daily in both papers—5 columns (double-measure) in American, 3 to 4 columns (single) in Republican; slightly more space in Sunday Republican—**N,C,R**. Also uses varying number of photos daily, depending on news value. Lists WEAF, WJZ, WABC, WOR, WBRY, WTIC, WICC, WATR and WDRC. (B) Oct. 5. (M) Masons, American Legion, Yankee Division Veterans Assn., Disabled American Veterans. (Also see listing under Waterbury Republican).

WILLIMANTIC CHRONICLE (e), Willimantic, Conn. No radio editor. Carries small amount of radio material on unspecified schedule. Material obtained from contributions, press releases, etc.

WINSTED EVENING CITIZEN, Winsted, Conn. No radio editor. Carries small amount of radio material on unspecified schedule, obtained chiefly from local advertisers.

DELAWARE

WILMINGTON SUNDAY MORNING STAR, Wilmington, Del. **Henry Levan Sholly II**. Uses half page Sundays—**C,N,R**. Also one double-column or two single column cuts. Lists WDEL, WILM, NBC, CBS, Mutual, Inter-City, plus Philadelphia and New York local programs. (B) Sept. 9. (E) Lafayette, Lehigh U. (M) Pi Delta Epsilon.

DISTRICT OF COLUMBIA

WASHINGTON HERALD-TIMES (m, e, S), Washington, D. C. **Bernard Harrison**. Uses one column, exclusive of log, in each paper weekdays; full page, including log, art work, etc., in combined Sunday edition—**N,C,R**. Also uses one column photos in daily Herald, eight column strip in Sunday Herald-Times; no art work in daily Times. Lists WMAL, WRC, WOL, WJSV. (B) Sept. 2. (E) Wilson Teachers College. (M) Phi Sigma Pi.

RADIO EDITORS—Continued

WASHINGTON DAILY NEWS (e), Washington, D. C. No information after repeated requests. Previous information (1937) showed Leo A. Fitzgerald to be radio editor, using listings and highlights daily (Sunday listings in Saturday edition).

WASHINGTON STAR (e, S), Washington, D. C. **Chris Aubrey Mathisen** (also assistant to drama editor; associate correspondent, Motion Picture Daily and Motion Picture Herald; publicity representative, Rialto and Little theatres). Uses about half-column daily, exclusive of programs—**N,C,R**. Full page of comments and program highlights on Sunday. Also uses occasional half-column cut during the week; four column layout Sunday. Lists WRC, WMAL, WJSV and WOL, plus short-wave highlights. (B) March 21. (M) American Newspaper Guild.

WASHINGTON TRIBUNE, Washington, D. C. **Samuel H. Lacy** (also sports and theatrical editor). Uses full column once a week—**N,C,R**. Also uses about one column of photos during a month.

FLORIDA

DAYTONA BEACH NEWS-JOURNAL (S), Daytona Beach, Fla. No radio editor. Carries brief program listings, obtained from the AP and Florida stations.

DAYTONA BEACH SUN RECORD (m, S), Daytona Beach, Fla. No information after repeated requests. Previous information (1937) showed Elizabeth E. Wade to be radio editor, using 18 inches daily.

FORT PIERCE NEWS-TRIBUNE (e, except Saturday, S), Fort Pierce, Fla. No radio editor. Carries unspecified amount of radio material obtained from the AP and direct mail.

FLORIDA TIMES-UNION (m, S), Jacksonville, Fla. **Richard G. Moffett** (also film editor, special writer). No regular column or art work. Uses AP listings and service on short-wave programs. (B) Jan. 18.

MIAMI HERALD (m, S), Miami, Fla. **Tom F. Smith**. Uses half-column, excluding listings, daily—**C,N,R**. No art work "as a rule." Lists WQAM, WIOD, WKAT in all editions; other Florida stations' programs in state editions. (B) Oct. 28. (E) Butler U., U. of Miami Law

School. (M) Lambda Chi Alpha, Sigma Delta Chi, Press Club, Alumni Association of Miami.

MIAMI DAILY NEWS (e, S), Miami, Fla. **Boarman Byrd** (also city desk rewrite). Uses about 14 inches, with two-column head, daily and Sunday—**N,C,R**. Also uses photos "whenever news value warrants." Lists WIOD, WQAM, WKAT and WJNO. (B) Aug. 11. (E) U. of Florida. (M) Sigma Delta Chi.

NEW SMYRNA NEWS (e), New Smyrna, Fla. No radio editor. Carries daily listings of WMFJ and WDBO, obtained from the stations.

OCALA BANNER (m, except Monday, S), Ocala, Fla. **Helen Newsom** (also book-keeper). Uses daily program schedules only. Lists NBC and CBS. (B) Oct. 3. (E) Florida State. (M) Pilot Club, Democratic Women.

OCALA STAR (e), Ocala, Fla. No radio editor. Carries daily programs of NBC, CBS and Mutual, with occasional feature articles, such as "special programs by some outstanding star." Listings obtained by clipping.

PANAMA CITY NEWS-HERALD (e), Panama City, Fla. No radio editor. Carries WCOA programs.

PENSACOLA JOURNAL (m,S) & **NEWS** (e), Pensacola, Fla. No radio editor, Carries one to two pages per week, information being obtained from WCOA, owned by this paper.

ST. AUGUSTINE RECORD (e, except Saturday, S), St. Augustine, Fla. No radio editor. Carries a column of radio material, sent in by Jacksonville and local stations.

ST. PETERSBURG INDEPENDENT (e), St. Petersburg, Fla. **William G. Dunlap** (also reporter-photographer). Uses daily program chart only. Art work is run occasionally. Lists NBC, WDAE and WSUN-WFLA. (B) Sept. 24. (E) St. Petersburg Junior College.

ST. PETERSBURG TIMES (m, S), St. Petersburg, Fla. No radio editor. Carries program highlights and listings, obtained from stations and networks.

SARASOTA HERALD (m, except Monday, S), Sarasota, Fla. No radio editor. Carries column of program listings and incidental news, obtained from "pick up" sources.

RADIO EDITORS—Continued

SARASOTA DAILY TRIBUNE (e, except Saturday, S), Sarasota, Fla. **Barbara D. Halton**. Uses daily program listings, with as much feature material as space allows—**N,C**. Also uses occasional mats. Lists WFLA, WSUN, WDAE, WLW.

TAMPA DAILY TIMES (e), Tampa, Fla. **Virginia L. James** (also secretary to manager of WDAE, owned by the paper). Uses about 30 inches daily—**N**. Also uses art work once a week. Lists WDAE, WFLA, WSUN and WLAK. (B) Sept. 17.

TAMPA TRIBUNE (m, S), Tampa, Fla. **Carleton Johnson**. Uses one to one and a half columns weekdays, nearly a page Sunday—**N,R,C**. Several single column cuts and some eight column strips used Sunday. Lists WEA, WJZ, WABC, WFLA, WSUN and WDAE, plus short-wave schedules of principal stations. (B) Feb. 23. (E) U. of Illinois. (M) Alpha Chi Rho.

WINTER HAVEN CHIEF (e), Winter Haven, Fla. No radio editor. Carries daily program listings only. Source not specified.

GEORGIA

ALBANY HERALD (e, except Saturday, S), Albany, Ga. **Jimmy Robinson** (also theatre editor, assistant sports editor). Uses 2 columns every Sunday—**R,N,C**. Also uses one cut of a radio star. Lists NBC, CBS, WGPC, WPAX. (B) Oct. 25. (M) Lions.

ATLANTA CONSTITUTION (m, S), Atlanta, Ga. **Howell M. Jones**. Uses half-column weekdays, three-quarter column Sunday—**N**. Also uses one column of art work Sunday. Lists WGST, WSB, WAGA and WATL. (B) Jan. 30.

ATLANTA GEORGIAN (e) & **SUNDAY AMERICAN**, Atlanta, Ga. **Tom Ham** (also assistant picture editor). Uses about 18 inches weekdays, 24 inches Sunday—**C,R,N**. Also uses 8 by 18 em insets daily; one, 2, 3 and 4-column pieces Sunday. Lists WGST, WSB, WAGA, WATL, WLW, WRGA, WRDW, WPAX, WRBL and WAYX daily, plus WMFJ, WAIM and WCSC in bulldog edition of Sunday paper. (B) Oct. 5. (E) U. of Georgia.

COLUMBUS LEDGER & ENQUIRER (m, e,S) Columbus, Ga. No radio editor. Carries unspecified amount of radio material, obtained from the AP.

CORDELE DISPATCH (e, except Saturday, S), Cordele, Ga. No radio editor. Carries a column of material obtained from the AP.

DUBLIN COURIER-HERALD (e), Dublin, Ga. No radio editor. Carries amount of radio material on unspecified schedules. No source given.

MACON NEWS-TELEGRAPH (m, e, S), Macon, Ga. **Holt J. Gewinner, Jr.** (also newscaster on WMAZ, Macon). Uses about one column daily—**N,R,C**. No art work. Lists WABC, CBS, NBC, WMAZ, WLW, Mutual. (B) March 27. (E) Mercer.

MARIETTA JOURNAL (e, except Saturday), Marietta, Ga. No radio editor. Carries 20 type-lines of radio material, obtained via re-writes.

MILLEDGEVILLE TIMES (e, except Saturday), Milledgeville, Ga. No radio editor. Carries occasional news items and mats of radio stars, obtained from press releases and clip sheets.

ROME NEWS-TRIBUNE (e, except Saturday, S), Rome, Ga. No radio editor. Carries daily program listings only. Source not specified.

SAVANNAH NEWS (m), Savannah, Ga. No radio editor. Carries program listings, obtained from the AP and local stations.

THOMASVILLE TIMES-ENTERPRISE (e), Thomasville, Ga. No radio editor. Carries program listings, obtained from the AP.

WAYCROSS JOURNAL-HERALD (e, S), Waycross, Ga. **Liston Elkins** (also city editor). Uses about 21 inches daily—**N,R,C**. Also uses art work occasionally. Lists WAYX and network features. (B) June 8. (E) Davidson. (M) Rotary, Pi Kappa Alpha.

IDAHO

BLACKFOOT DAILY BULLETIN (e), Blackfoot, Idaho. No radio editor. Carries "limited" amount of news sent in from unsolicited sources.

IDAHO STATESMAN (m, S), Boise, Idaho. No radio editor. Carries news program box obtained from Radio Guide.

RADIO EDITORS—Continued

CALDWELL NEWS-TRIBUNE (e), Caldwell, Idaho. No radio editor. Carries 60 inches of radio material per week, obtained from KFXD.

IDAHO FALLS POST-REGISTER (e, except Saturday, S), Idaho Falls, Idaho. No radio editor. Carries "some" radio material on national programs and "celebrities" obtained from the AP and NEA Service.

LEWISTON TRIBUNE (m, S), Lewiston, Idaho. No radio editor. Carries news "only on non-commercial national broadcasts of unusual importance."

POCATELLO TRIBUNE-JOURNAL (m, except Monday, e, except Saturday, S), Pocatello, Idaho. No radio editor. Carries small amount of unspecified radio material, obtained locally.

ILLINOIS

ILLINOIAN-STAR (e), Beardstown, Ill. No radio editor. Carries 20 inches of radio material daily, obtained from "various sources."

BELLEVILLE NEWS-DEMOCRAT (e), Belleville, Ill. No radio editor. Carries a minimum amount of radio material; lists St. Louis programs only.

BELVIDERE DAILY REPUBLICAN (e), Belvidere, Ill. **Frank E. Loomis** (also city editor). Uses about one column daily—**N,C,R**. Also art work "as much as possible." Lists Chicago and Rockford stations. (B) March 3. (M) Elks.

NEWS-GAZETTE (e, S), Champaign-Urbana, Ill. **John Hillis MacAleney** (also military editor and staff writer). Uses column twice weekly amounting to about 2 columns per week; plus daily listing of program schedules and "best bets"—**R,C,N**. Also "important" radio stories in news columns. Uses certain amount of art work, not subject to estimate. Lists WDWS (owned by the News-Gazette), and all NBC, Mutual and CBS stations "within reasonable distance." (B) May 31. (E) U. S. Marine Corps Institute. (M) Upsilon Sigma Alpha, Phi Lambda Omega, Saber & Spur, Episcopal Service Club.

CHICAGO AMERICAN (e), Chicago, Ill. **Esther Shultz Wohl**. Uses from three-fourths to full column weekdays—**N,C,R**. Also uses one photo every issue, occasionally a layout. Lists WIND,

WMAQ, WGN, WBBM, WENR, WLS, WAAF, WCFL, WMBI, WCBD, WJJD, WWAE, WSBC, WGES, WHFC, WHIP. (B) Feb. 4. (E) Illinois, Wesleyan U., U. of Chicago, Yale. (M) Kappa Kappa Gamma.

CHICAGO HERALD & EXAMINER (m, S), Chicago, Ill. **Ulmer Turner** (also newscaster). Uses one column daily, not including program log—**R,N,C**. Also uses one or two columns of art work daily. Lists WENR, WMAQ, WBBM, WGES, WSBC, WIND, WJJD, WAAF, WHIP, WWAE and WLS. (E) U. of South Carolina.

CHICAGO DAILYS NEWS (e), Chicago, Ill. **Charles J. Gilchrest**. Uses three-quarter column weekdays—**R,C,N**. Art work is used as often as space permits, which is rarely. Lists WMAQ, WAAF, WBBM, WCFL, WEDC, WENR, WGES, WGN, WIND, WJJD, WLS, WMBI, WCBD, WSBC, WWAE. (B) Nov. 16. (E) Illinois. (M) Phi Psi.

CHICAGO DAILY TIMES (e, except Saturday, S), Chicago, Ill. No information after repeated requests. Previous information (1937) showed William Irvin to be radio editor, using one column in tabloid page daily.

CHICAGO TRIBUNE (m, S), Chicago, Ill. **Larry Wolters**. Uses half-column weekdays, full column Sunday—**N,C,R**. Also uses 6 photos a week. Lists WAAF, WBBM, WCBD, WCFL, WCRW, WEDC, WENR, WGES, WGN, WIND, WJJD, WLS, WMAQ, WMBI, WSBC. (B) Oct. 17. (E) U. of Iowa. (M) Sigma Alpha Epsilon, Sigma Delta Chi.

DOWN BEAT (monthly), Chicago. **Harold Jovien** (writes general and orchestral news occasionally). Uses three-quarter to full page in Down Beat, a music trade publication, every month—**C,R,N**. Also uses varying amount of art work. Lists NBC, CBS, Mutual, Don Lee, California Radio System, WBBM, WGN, WENR, WMAQ, WIND, WAAF, WWAE, WCFL, WIL, WDAS, KNX, KXBY, WHB, KWK, WTAM, KYW, WHN, WWL, KEHE, WSM, WNEW, WDSU, KDKA, WMCA, WTMJ, WIP, WGY, KMOX, WLW, WXYZ, WSAI, WSMB. (B) Jan. 28. (As free lance radio editor, writes column on broadcasts engaging colored personalities only, for Associated Negro Press Syndicate, issued to over 70 semi-weeklies and weeklies; a gossip, news and review column for the Brighton Park Life, a weekly).

RADIO EDITORS—Continued

- DANVILLE COMMERCIAL-NEWS** (e, S), Danville, Ill. No radio editor. Carries half-column daily, obtained from "miscellaneous" sources.
- DECATUR HERALD & REVIEW** (m, e, S), Decatur, Ill. **E. Jane Pahmeyer**. Uses one column weekly—N. Art usually consists of 2 cuts. Lists full schedules of WJBL, selected features of KMOX, WLW, WLS, WMAQ, WGN, WBBM, WENR, WCCO, KSD. (B) Dec. 4. (E) James Milliken U.
- DUQUOIN DAILY NEWS** (e), Duquoin, Ill. No radio editor. Carries radio material "when needed," supplied in mat form by advertisers. Usually runs one or 2 columns, 3 to 5 inches deep.
- EDWARDSVILLE INTELLIGENCER** (e), Edwardsville, Ill. No radio editor. Carries program listings of St. Louis stations, obtained from the latter.
- ELGIN COURIER-NEWS** (e), Elgin, Ill. **Dick Lea** (also covers courts and politics). Uses 2 columns daily including program listings—N,C. No art work. Lists all Chicago outlets of CBS, Mutual and NBC; and WAAF, WIND, WJJD. (B) March 26. (E) Northwestern.
- FREEPORT JOURNAL-STANDARD** (e), Freeport, Ill. **Grace Leone Barnett** (also theatre editor, advertising copyreader). Uses from three-quarter to a column and a half daily—N,C. Also uses a single or double-column mat daily. Lists WBBM, WMAQ, WLS, WENR, WIND and WJJD. (B) May 24. (E) Rockford, U. of Chicago.
- GALENA GAZETTE** (e), Galena, Ill. No radio editor. Carries varying amount of radio news, sent in direct by stations.
- HARRISBURG REGISTER** (e), Harrisburg, Ill. No radio editor. Carries unspecified amount of radio material "only of local interest." No sources given.
- KANKAKEE REPUBLICAN-NEWS** (e), Kankakee, Ill. No radio editor. Carries program listings, obtained from Radio Guide.
- MARION DAILY REPUBLICAN** (e), Marion, Ill. No radio editor. Carries "some" radio material, "if news." Source: "gather what we want."
- MARION EVENING POST** (e), Marion, Ill. No radio editor. Carries small amount of radio material, generally obtained from paper's advertisers.
- MURPHYSBORO DAILY INDEPENDENT** (e), Murphysboro, Ill. No radio editor. Carries small, irregular amount of radio material, generally obtained by press wire.
- OLNEY DAILY MAIL** (e), Olney, Ill. No radio editor. Carries radio material "only occasionally," obtained "generally through advertisers."
- OTTAWA DAILY REPUBLICAN-TIMES** (e), Ottawa, Ill. No radio editor. Carries half-column of radio material, obtained from the AP.
- PEORIA JOURNAL-TRANSCRIPT** (daily, S), Peoria. **Robert M. Shepherdson**. Uses a full column daily, 2 columns Sunday—N,C,R. Also uses a column of art work daily, 3-column layout Sunday. Lists NBC, CBS and Mutual. (B) Dec. 8. (E) Bradley Polytechnic U. (M) University Club.
- PEORIA STAR** (e, S), Peoria, Ill. **Fred-eric Russell Oakley** (also drama and literary critic, general columnist). Uses a column and a half daily—N,C,R. Also uses a varying amount of art work. Lists NBC, CBS, WGN, WLW, WMBD. (B) Dec. 30. (E) Knox, Wesleyan Law. (M) University Club, North Shore Country Club, Sigma Chi.
- PERU DAILY NEWS-HERALD** (e), Peru, Ill. **Hayden E. Reece** (also news reporter). Uses program log only. No art work. Lists WGN, WBBM, WMAQ, WLS, WENR, WLW, WJJD, WIND weekdays; Sunday's programs in Saturday edition.
- ROCK ISLAND ARGUS** (e), Rock Island, Ill. **J. W. Ramsey** (also copyreader, columnist). Uses about half-column weekdays, including programs—N. No art work. Lists "main programs" of WHBF, WOC, WMAQ, WGN, WBBM, WLS, WENR and WMT regularly; WJJD and WSUI occasionally. (B) July 21. (E) Washington U., Cumberland U.
- ROCKFORD REGISTER-REPUBLIC** (e), Rockford, Ill. **Jean Conklin Grimm** (also state news department). Uses from 1 to 1½ columns of news and gossip daily, plus 2 columns of program listings in 6-point type—N,C. Also generally a 1-column cut daily. Lists WROK, WBBM, WGN, WMAQ, WCFL, WTMJ, WENR,

RADIO EDITORS—Continued

WLS, WJJD; and NBC, CBS and Mutual schedules. (B) June 10. (E) Rockford.

ILLINOIS STATE JOURNAL (m), Springfield, Ill. **Harry W. Moody** (also feature editor). Uses about 3 columns daily—**N,C,R**. Also uses about 30-40 inches of art work per week. Lists CBS, NBC, Mutual, WMAQ, WENR, WLS, KMOX, WBBM, WOC, WCCO, WCBS, WLW, KSD, KWK, WCFL, WGN, WTMJ, WJR. (B) May 6. (E) Illinois.

STREATOR TIMES-PRESS (e), Streator, Ill. No radio editor. Carries one column of radio material weekly, plus program listings of Chicago stations. Obtained from press releases and clippings.

WAUKEGAN NEWS-SUN (e), Waukegan, Ill. **William H. Thomas** (also police reporter). Uses 40 to 60 column inches daily—**N,C**. Also uses one and 2-column cuts. Lists NBC, WBBM, WCBF, WCFL, WGN, WIND, WJJD, WLS, WENR, WMAQ, WILL. (B) Sept. 13. (E) Northwestern U.

WHEATON DAILY JOURNAL (e), Wheaton, Ill. No radio editor. Carries daily program listings of Chicago stations, running to three-quarter column, obtained by clipping.

INDIANA

ANDERSON HERALD (m, except Monday, S), Anderson, Ind. **C. T. Jewett** (also local correspondent, Associated Press). Uses 12 to 15 inches weekdays, 30 to 40 inches Sunday—**N,R,C**. Also uses 2 to 3 news photos a week. Lists NBC, CBS, WHBU. (B) Oct. 17. (E) Simpson. (M) Kiwanis, Youth Leadership, Illinois Society of 1812.

ATTICA LEDGER-TRIBUNE (e, except Saturday, S), Attica, Ind. No radio editor. Carries 3 columns per week; material obtained from stations.

BEDFORD DAILY MAIL (e), Bedford, Ind. No radio editor. Carries "very little" radio news, obtained from "everywhere."

BEDFORD DAILY TIMES (e), Bedford, Ind. No radio editor. Carries AP daily radio column; uses free mats.

BLOOMINGTON DAILY TELEPHONE (e), Bloomington, Ind. No radio editor. Carries "very little" radio material, obtained from press wires.

BLOOMINGTON WORLD (e), Bloomington, Ind. No radio editor. Uses minimum, occasional amount of material, generally obtained through an advertising tie-up.

COLUMBIA CITY COMMERCIAL MAIL (e), Columbia City, Ind. No radio editor. Carries radio news apparently only when it refers to some local person or event.

COLUMBIA CITY POST (e), Columbia Ind. No radio editor. Carries radio news only when it has "local interest."

COLUMBUS HERALD (e), Columbus, Ind. No radio editor. Carries limited amount of radio material, obtained by letters.

CONNERSVILLE NEWS-EXAMINER (e), Connersville, Ind. No radio editor. Carries regular AP radio service.

DECATUR DAILY DEMOCRAT (e), Decatur, Ind. No radio editor. Carries occasional, small amount of radio material, obtained from WOWO.

ELKHART DAILY TRUTH (e), Elkhart, Ind. **Dan Albrecht**. Uses daily program listings, with comments. Art work supplied by feature services. Lists WGN, WCFL, WMAQ, WBBM, WENR, WLS, WIND, and WTRC. (B) Nov. 5. (E) U. of Wisconsin. (M) University Club.

ELWOOD CALL LEADER (e), Elwood, Ind. No radio editor. Carries 4 to 5 inches daily, culled from WLW press releases.

EVANSVILLE COURIER (m, S), Evansville, Ind. **Guy A. Bowsher, Jr.** Uses one column Sunday—**N,C,R**. Also uses 2 to 3 columns of mats on Sunday. Program log is run daily and Sunday and lists all key stations of the NBC Red and Blue and CBS networks, plus local stations WGBF and WEOA. (B) June 11.

EVANSVILLE PRESS (e, S), Evansville, Ind. **Clifton C. Brooks** (also Sunday editor). Uses one and a half to 2 columns once a week—**C,R,N**. Also uses about a quarter-page of art work weekly. Lists WLW, WSM, WGN, WENR, WHAS, WBT, WBAP, WFAA, WSB, WJR and WMAQ. (B) Dec. 18.

FORT WAYNE JOURNAL-GAZETTE (m, S), Fort Wayne, Ind. **Chester Ray Brouwer** (also theatre editor; Variety corre-

RADIO EDITORS—Continued

- spondent; feature writer for Radio Guide). Uses 2 columns weekdays, full page Sunday—**N,C,R**. Also uses a single column cut daily, 4 or 5 on Sunday. Lists WOWO, WGL, WLW, WTAM, WMAQ, WGN and WJR. (B) June 30.
- FORT WAYNE NEWS-SENTINEL** (e), Fort Wayne, Ind. **John Gregory Koehl**. Uses 2 columns daily—**N,C,R**. Also uses single column mat daily, large mats on Saturday. Lists NBC, CBS, WGN, WLW, WOWO, WGL, WJR, WMAQ and WENR. (B) May 6. (E) Notre Dame.
- GOSHEN NEWS-DEMOCRAT** (e), Goshen, Ind. **Herbert Swartz** (also sports editor and columnist, feature writer). Uses column and a half Monday to Friday, 2 columns Saturday, including program schedules—**R,N,C**. Also uses at least one single-column mat daily. Lists NBC, CBS, Mutual, WTRC, WBBM, WOWO, WSBT, WLS, WIND, WJJD, WCFL, WGN, WLW, WJR and WFBM. (B) Sept. 15. (M) Delta Sigma Upsilon.
- GREENSBURG DAILY NEWS** (e), Greensburg, Ind. No radio editor. Carries radio news only when it concerns local people.
- HAMMOND TIMES** (e, except Saturday, S), Hammond, Ind. **Paul Knox Damai** (also radio editor of "Down Beat," musicians' trade monthly). Uses 1,500 words Wednesday and Sunday (1,000 words in Down Beat)—**R,N,C**. Also uses 2 half-column mats weekly. Lists NBC, CBS, Mutual, WBBM, WLW, WGN, WAAF, WIND, WJJD, WMAQ, WLS, WENR, WCFL, WJR, WWAE and WHIP. (B) June 7.
- HUNTINGTON NEWS** (e), Huntington, Ind. No radio editor. Carries news items and cuts of radio stars, obtained from advertising agencies.
- INDIANAPOLIS, IND.** **John C. Spears**. Free lance daily and weekly column and features for the Lebanon (Ind.) Reporter and other papers. Uses one to two columns daily—**C,R,N**. Also uses one to 3 mats daily. Lists NBC, CBS, Mutual, WIRE, WFBM, WGVA, WOWO, WLS, WMAQ and WENR; others occasionally. (B) March 21. (E) De Pauw U. (M) Delta Upsilon. (Note: All mail should be addressed to P. O. Box 5013, Indianapolis).
- INDIANAPOLIS NEWS** (e), Indianapolis, Ind. **Herbert P. Kenney**. Uses about 12 inches weekdays—**N,C**. No art work. Lists WIRE, WFBM, WHAS, WENR, WMAQ, WLW. (B) Sept. 12. (E) Butler U. (M) Varsity Club, Sigma Delta Chi, Blue Key.
- INDIANAPOLIS STAR** (m, S), Indianapolis, Ind. No information after repeated requests. Previous information (1937) showed Earl R. Holland to be radio editor, using 2 columns daily, 6 columns Sunday, including listings, features, etc.
- INDIANAPOLIS TIMES** (e), Indianapolis, Ind. **Lawrence E. Hill**. Uses one column daily—**R,C,N**. Also uses 2 columns of art work daily. Lists WFBM, WIRE, WLW, WGN, WJZ, WOWO, WENR, WLS, KWK, WEA, WTAM, WWJ, WMAQ, WABC, WJR, WHAS, KMOX, WBBM, WOR, WHK, WHKC, CKLW and WSM. (B) June 28. (E) Butler U., Indiana Law School.
- JEFFERSONVILLE NEWS** (e), Jeffersonville, Ind. No radio editor. Carries mats mostly, generally obtained through the mail from radio stations.
- KOKOMO TRIBUNE** (e), Kokomo, Ind. **Don Hall**. Uses one column daily—**N,C,R**. Also uses 2 or 3 mats a week. Lists WLW, WENR, WJR and WMAQ. (B) May 15. (E) Fargo, U. of Paris. (M) Kiwanis, American Legion, Walton Club.
- LA PORTE HERALD-ARGUS** (e), La Porte, Ind. No radio editor. Carries program listings obtained from the Chicago Herald and Examiner.
- LAFAYETTE JOURNAL & COURIER** (e), Lafayette, Ind. **Richard M. Greenwood** (also assistant Journal & Courier Magazine editor, and feature writer). Uses 42 column-inches Monday through Friday, and 81 inches on Saturday—**R,C,N**. Also single column mat daily, and 3 column mat in magazine section. Lists CBS, NBC, Mutual, WLW-Line, WMAQ, WCFL, WLS, WENR, KMOX, WBBM, WLW, WJJD, WIND, WFBM, WIRE, WHAS, WISN. (B) June 21. (E) DePauw. (M) Sigma Tau Gamma, Beta Phi Sigma, Kappa Phi Sigma.
- LEBANON REPORTER** (e), Lebanon, Ind. Carries column syndicated by **John C. Spears**, free lance. See listing under Indianapolis, Ind.
- MADISON COURIER** (e), Madison, Ind. No radio editor. Carries half-column of program listings, obtained from the AP.

RADIO EDITORS—Continued

MICHIGAN CITY NEWS (e), Michigan City, Ind. No radio editor. Carries 2 columns daily, obtained from news and feature services.

MONTICELLO JOURNAL (e), Monticello, Ind. No radio editor. Carries "local news of radio only, except when there is some unusual broadcast." Source not specified.

NOBLESVILLE LEDGER (e), Noblesville, Ind. No radio editor. Carries no definite schedules; material used is obtained from contributions, press releases, etc.

PRINCETON CLARION - NEWS (e), Princeton, Ind. No radio editor. Carries 12 inches of radio material daily, obtained from various sources.

RUSHVILLE REPUBLICAN (e) and **TELEGRAM** (m), Rushville, Ind. No radio editor. Carries AP material.

SOUTH BEND NEWS-TIMES (e,S), South Bend, Ind. **Edward Fischer**. Uses one column daily—**N,R,C**. Also uses half-column cuts daily. Lists WIND, WMAQ, WLW, WGN, WJZ, WBBM, WENR, WLS, WAAF, WCFL, WJJD, WOWO, WFAM, WTRC, WSBT; occasionally others. (B) Aug. 17. (E) Notre Dame.

SOUTH BEND NEWS-TIMES (e, S), South Bend, Ind. **Mary Sabina Stockdale** (also handles publicity for WSBT-WFAM, owned and operated by the paper). Uses daily program schedules, plus news stories on day's programs. Also uses at least one mat daily. Lists WFAM, WSBT, WENR, WGN, WIND, WCFL, WMAQ, WBBM, WLS. (B) Nov. 9. (E) Kansas State, St. Mary's at Notre Dame. (M) St. Mary's Club.

SULLIVAN DAILY TIMES (e), Sullivan, Ind. No radio editor. Carries about one-third column of program listings daily, with occasional news items from press associations. Lists NBC, CBS and Mutual programs, obtained from Radio Guide.

TERRE HAUTE STAR (m), Terre Haute, Ind. No radio editor. Carries AP program listings.

UNION CITY GAZETTE (m), Union City, Ind. No radio editor. Carries daily program listings, with a "little art," totalling about one column. Obtained from "various sources."

UNION CITY TIMES (e, except Saturday), Union City, Ind. **James J. Patchell** (also editor). Uses one column once a week—**R,C,N**. Also uses a varying amount of art work. Lists WLW, WOWO, and WIRE. (B) May 29. (E) Eastman. (M) B.P.O. Elks.

VINCENNES POST (m, except Monday, S), Vincennes, Ind. **A. S. Brouillette** (also feature and telegraph editor). Uses column and a half daily—**R**. Usually runs a single-column cut. Lists most programs of NBC, CBS, WLW; highlights of Mutual. (B) Oct. 19.

VINCENNES SUN-COMMERCIAL (e, S), Vincennes, Ind. No radio editor. Carries half-column of AP material.

WABASH PLAIN DEALER (e) & **TIMES STAR** (m), Wabash, Ind. **Lloyd Hippensteel**. Uses about half-column daily—program schedules only. No art work. Lists NBC, CBS, WLW, WOWO, WTAM, WENR, WLS, WBBM, WMAQ, WJR, KDKA. (B) July 12.

WARSAW TIMES (e), Warsaw, Ind. No radio editor. Carries daily NBC and CBS program listings, obtained from the networks.

IOWA

ATLANTIC NEWS-TELEGRAPH (e), Atlantic, Ia. No radio editor. Carries occasional news "in connection with nationwide broadcasts of outstanding importance."

CEDAR FALLS DAILY RECORD (e), Cedar Falls, Ia. No radio editor. Carries daily program listings of 3 nearby stations.

CENTERVILLE IOWEGIAN (e), Centerville, Ia. No radio editor. Carries limited amount of radio news, obtained from paper's advertisers.

COUNCIL BLUFFS NONPAREIL (e), Council Bluffs, Ia. **Glen O. Claussen** (also assistant sports editor). Uses 12 column-inches daily—**C,R,N**. No art work. Lists KOIL, WOW, KFAB, KFOR, NBC Blue and Red, CBS, Mutual. (B) Nov. 17. (E) Drake. (M) Alpha Tau Omega, Sigma Delta Chi.

DAVENPORT DEMOCRAT (e, S), Davenport, Ia. **Ina B. Wickham** (also music editor). Uses 30 to 40 inches daily, full

RADIO EDITORS—Continued

- page Sunday, including programs—**N,R,C**. Also uses a number of single- and double-column cuts on Sunday. Lists WOC, WHO, WMAQ, WLW, KMOX, WGN, WENR, WLS, KOA and WMT. (B) Nov. 10. (E) Augustana Conservatory of Music. (M) Women's Press Club; Lend a Hand Club.
- DES MOINES REGISTER** (m, S) & **TRIBUNE** (e), Des Moines, Ia. **Mary Little**. Uses 6 columns daily in both papers, full page Sunday in the Register, including program schedules—**N,C,R**. Also uses about 100 cuts per week. Lists NBC, CBS and Mutual; WMT, KSO, KRNT, WHO. (B) Oct. 1.
- CATHOLIC DAILY TRIBUNE** (e, except Monday, S), Dubuque, Ia. **Carl Ochs** (also sports editor). Uses one column daily—**C,R,N**. Also uses varying amount of art work. Lists NBC, CBS, WHO, WGN, WMAQ, WENR, WLW, WCCO and WMT from 6 p.m. (B) June 6. (E) Marquette U.
- DUBUQUE TELEGRAPH-HERALD** (e, except Saturday, S), Dubuque, Ia. No radio editor. Carries AP program listings.
- ESTHERVILLE DAILY NEWS** (e), Estherville, Ia. No radio editor. Carries NBC and CBS program listings obtained from the AP.
- IOWA CITY DAILY IOWAN** (m, except Monday, S), Iowa City, Ia. **Margie Marie Fastenow**. Uses 12-inch column daily—**N,C,R**. No art work. Lists NBC and CBS. (B) Jan. 30. (E) Iowa State. (M) Kappa Alpha Theta, Kappa Tau Alpha, Phi Beta Kappa.
- IOWA CITY PRESS-CITIZEN** (e), Iowa City, Ia. No radio editor. Carries one column of radio material daily, obtained from stations.
- MASON CITY GLOBE-GAZETTE** (e), Mason City, Ia. **Henry Bernard Hook** (also newscaster for KGLO, owned by the Globe-Gazette). Uses 2 full columns daily including 1¼ columns of station schedules; full radio page Saturdays—**N (50%), C (40%), R (10%)**. Uses "all good" photos of performers appearing on KGLO or CBS (with which the station is affiliated). Lists WHO, KGLO, WMT. (B) Dec. 23. (E) U. of Iowa. (M) Delta Upsilon, Masonic Lodge, Sigma Delta Chi.
- MISSOURI VALLEY TIMES** (e), Missouri Valley, Ia. No radio editor. Carries 10
- inches of radio material daily, obtained from WHO.
- MOUNT PLEASANT NEWS** (e), Mount Pleasant, Ia. No radio editor. Carries limited amount of radio material, obtained from paper's advertisers.
- MUSCATINE JOURNAL** (e), Muscatine, Ia. No radio editor. Carries half-column of program listings, obtained from Radio Guide.
- NEWTON DAILY NEWS** (e), Newton, Ia. No radio editor. Carries half column of radio material daily, obtained direct from Iowa stations.
- SHENANDOAH SENTINEL** (e), Shenandoah, Ia. No radio information after repeated requests. Previous information (1937) showed R. K. Tindall to be radio editor, using half-column weekly.
- SIOUX CITY JOURNAL** (daily,S), Sioux City. **Willis F. Forbes**. Uses half-column daily—**N,C,R**. Art work run occasionally. Lists NBC, CBS and KSCJ. (B) March 14. (E) Morningside.
- SIOUX CITY TRIBUNE** (e), Sioux City, Ia. No radio editor. Carries daily column and 2-column Saturday feature, obtained from the AP and NEA Service.
- SPENCER REPORTER** (e), Spencer, Ia. No radio editor. Carries occasional amount of radio news, obtained from unspecified sources.
- WEBSTER CITY FREEMAN-JOURNAL** (e), Webster City, Ia. No radio editor. Carries such radio stories as are sent out by the AP.

KANSAS

- ABILENE DAILY CHRONICLE** (m, except Monday, S), Abilene, Kans. No radio editor. Carries daily programs of KFBI only.
- ABILENE REFLECTOR** (e), Abilene, Kans. No radio editor. Carries AP radio material, and news of KFBI, local station.
- ATCHINSON DAILY GLOBE** (e), Atchinson, Kans. No radio editor. Carries two-third column of radio material daily, obtained from stations.
- BELOIT DAILY CALL** (e), Beloit, Kans. No radio editor. Carries occasional radio material, obtained via mail.

RADIO EDITORS—Continued

- CANEY CHRONICLE** (e), Caney, Kans. No radio editor. Carries "very little" radio material. Source unspecified.
- COFFEYVILLE DAILY JOURNAL** (e), Coffeyville, Kans. **Clair A. Foster**. Uses one column daily—**C,R,N**. Also uses cuts of Mutual Network artists, local artists and featured speakers twice a week. Lists Mutual only. (B) Feb. 12. (E) U. of Kansas. (M) University Players, German Club, Men's Glee Club, Sinfonia.
- COLUMBUS ADVOCATE** (e), Columbus, Kans. No radio editor. Carries small amount of radio material, obtained from press releases.
- CONCORDIA BLADE-EMPIRE** (e), Concordia, Kans. No radio editor. Carries small amount of radio material, obtained through the AP.
- DODGE CITY DAILY GLOBE** (e), Dodge City, Kans. **Jay B. Baugh** (also general reporting and films). Uses stories in general columns of the paper in preference to a straight daily radio column—**N**. Also uses some art work on unspecified schedules. Lists **KGNO** (affiliated with the paper). (B) Aug. 15.
- EL DORADO TIMES** (e), El Dorado, Kans. No radio editor. Carries 2 columns of radio material daily. Source not specified.
- EMPORIA GAZETTE** (e), Emporia, Kans. No radio editor. Carries program listings, obtained from the AP.
- FORT SCOTT HERALDETTTE** (m,e), Fort Scott, Kans. No radio editor. Carries small amount of radio news, usually if there is a local tie-up.
- FORT SCOTT TRIBUNE** (e), Fort Scott, Kans. No radio editor. Carries small amount of radio news (content unspecified), obtained locally.
- GOODLAND NEWS** (e), Goodland, Kans. No radio editor. Carries news of programs when broadcasts are "important" or people known locally appear.
- HIAWATHA WORLD** (e), Hiawatha, Kans. No radio editor. Carries occasional radio material, obtained from press releases and announcements.
- KANSAS CITY KANSAN** (e, S), Kansas City, Kans. **C. H. Nohe**. Uses half to full column daily—**N,C**. Also uses photos 3 or 4 times a week. Lists **WIBW, WDAF, WREN, KMBC, WHB, KXBY, KCMO** and **KCKN**. (B) July 19. (E) Michigan U., Denver U., Kansas U.
- LAWRENCE JOURNAL-WORLD** (e), Lawrence, Kans. No radio editor. Carries limited, short items, obtained from press releases of nearby stations.
- MANHATTAN CHRONICLE** (m, except Monday, S) & **MERCURY** (e), Manhattan, Kans. No radio editor. Carries AP program listings.
- SALINA JOURNAL** (e), Salina, Kans. No radio editor. Newspaper owns **KSAL**, and sells latter advertising space for promoting the station's advertisers and programs.
- TOPEKA DAILY CAPITAL** (m, S), Topeka, Kans. **E. D. Keilmann**. Uses half to three-quarter column weekdays and Sunday, not including program schedules—**N,C,R**. Also uses 2 columns of art work weekly. Lists **WDAF, WREN, KOAM, WIBW, WFAB, WHB, KOIL, KMBC, KFH, WOW** and **WLW**. (B) March 13. (E) Kansas U. (M) Shrine, Sigma Delta Chi, Guild.
- TOPEKA STATE JOURNAL** (e), Topeka, Kans. **George Hillyer** (also reporter). Uses about a column daily (slightly more Saturday) of program listings and comment. Art work rarely used. Lists **WIBW, KMBC, WDAF** and **WREN**. (B) May 26. (E) U. of Denver. (M) Lambda Chi Alpha, Kiwanis.
- WICHITA DAILY BEACON** (e, S), Wichita, Kans. **Sidney Andrew Coleman**. Uses one and a half columns daily, 4 on Sunday—**N,C**. Special articles are also run at intervals, promoting short-wave and amateur radio and noting radio advancement. About 2 columns of engravings and mats run weekly. Lists **NBC** and **CBS; KANS, KFH**, and foreign short-wave stations. (B) Nov. 3. (M) Crestview Country Club, Wichita Rotary Club, Wichita Chamber of Commerce.
- WINFIELD DAILY COURIER** (e), Winfield, Kans. No radio editor. Carries daily program listings, with "notes of particular interest locally, as reported to us."

KENTUCKY

- ASHLAND INDEPENDENT** (e, S), Ashland, Ky. No radio editor. Carries 1½ to 2 columns of radio material daily, obtained from AP and local station.

RADIO EDITORS—Continued

PARK CITY NEWS (e, except Saturday, S), Bowling Green, Ky. No radio editor. Carries half-column of radio material daily, obtained from the AP.

KENTUCKY POST (e), Covington, Ky. No radio editor; but the Cincinnati Post (q.v.) is part of the Kentucky Post editions, and the former has a radio editor.

DANVILLE MESSENGER (e, except Saturday), Danville, Ky. No radio editor. Carries occasional radio items. Source unspecified.

GLASGOW NEWS (e), Glasgow, Ky. No radio editor. Carries radio material 3 times a week (totals from 60 to 100 column-inches). Use publicity received from advertisers, especially when in mat form, plus a regular "free release" titled "Right Out of the Air." No program listings. All material received in the mail from advertisers, colleges, etc.

HARLAN ENTERPRISE (e, except Saturday, S), Harlan, Ky. No radio editor. Carries radio news "sometimes." No source specified.

LEXINGTON HERALD (m), Lexington, Ky. No information after repeated requests. Previous information (1937) showed Olin E. Hinkle to be radio editor, using 2 columns daily, including tie-ups with WLAP, jointly owned by the Herald.

LOUISVILLE COURIER-JOURNAL (m, S), Louisville, Ky. **Bill Bryan** (also staff announcer for WHAS, owned by the papers). Uses 500 words weekdays—**C.R.N.** No art work or program listings. (B) March 6. (E) U. of Florida.

PADUCAH SUN-DEMOCRAT (e, except Saturday, S), Paducah, Ky. No radio editor. Carries listings of local and network programs, obtained locally and from the AP.

RICHMOND REGISTER (e), Richmond, Ky. No radio editor. Carries half-column of radio material, obtained from the AP state wire.

LOUISIANA

ALEXANDRIA DAILY TOWN TALK (e), Alexandria, La. No radio editor. Carries unspecified amount of radio material, obtained from local station and "general news sources."

BATON ROUGE MORNING ADVOCATE & STATE-TIMES (e), Baton Rouge, La. No radio editor. Listings are run daily in both papers: Morning Advocate carries day's programs of WJBO; State-Times carries evening programs of NBC and CBS, evening and following day's programs of WJBO. Both papers carry comment on shows sponsored by local merchants over WJBO.

LAKE CHARLES AMERICAN PRESS (e), Lake Charles, La. No radio editor. Carries AP program listings.

ITEM-TRIBUNE (m, e, S), New Orleans, La. **Augustus (Gus) N. Koorie** (also edits children's page for Sundays and church page for Saturdays). Uses column and a half seven days per week in the Tribune (morning), and a column and a half six days per week in the Item (afternoon)—**N.C.R.** Also art work on Sundays, limited to 12 column inches. Lists WSMB, WDSU, WWL. (B) Aug. 14. (M) Footlight Players.

TIMES-PICAYUNE & NEW ORLEANS STATES (m, e, S), New Orleans, La. **Orleania Stafford** (also secretary to the editor of the New Orleans States). Uses about one column daily, and 2 columns on Sunday—**N.** Also one 2-column photo Sundays. Lists CBS, NBC. (B) March 29.

SHREVEPORT JOURNAL (e), Shreveport, La. **Tom Ashley**. Uses 2 to 4 columns daily—**N.R.C.** Also uses small amount of art work. Lists NBC, CBS, KWKH, KTBS, KRMD and WLW. (B) Jan. 5. (E) Louisiana State U.

SHREVEPORT TIMES (m, S), Shreveport, La. **Ewing Canaday** (also merchandising manager and publicity director of KWKH-KTBS, owned by the Times). Uses from one to one and a half columns daily, full page Sunday—**N.R.C.** Also uses one photo daily, about 7 on Sunday. Lists NBC, CBS, KWKH, KTBS. (B) Sept. 24. (M) Ark-La-Tex Camera Club, Shreveport Camera Club.

MAINE

BANGOR DAILY COMMERCIAL (e), Bangor, Me. No radio editor. Carries 2 columns daily, obtained from the AP and local stations.

BANGOR DAILY NEWS (m), Bangor, Me. No radio editor. Carries program

RADIO EDITORS—Continued

listings, obtained from the New York Herald-Tribune and locally.

BATH TIMES (e), Bath, Me. No radio editor. Carries brief program listings daily. Source not specified.

LEWISTON SUN-JOURNAL (m, e), Lewiston, Me. No radio editor. Carries 2 columns of radio material daily. Source not specified.

PORTLAND EVENING EXPRESS, Portland, Me. No radio editor. Carries "very little" radio material, obtained from wire services and syndicates.

PORTLAND EVENING NEWS, Portland, Me. **Albert H. Ward, Jr.** Uses 2 columns daily, including programs—**N,C**. Also uses 3 to 6 mats a week, one and 2 column. Lists WEA, WJZ, WABC, WCSH, WLBZ, WAAB, WNAC, WEI, WBZ. (B) March 29. (E) Boston U.

SUNDAY TELEGRAM, Portland, Me. **Harold Edgerly Cram** (also editor of the paper). Uses full page, including program schedules, every Sunday—**R,C,N**. Also uses one-half and 3-column cuts and layouts when space permits. Lists WEA, WJZ, WABC, WCSH, WLBZ, WOR and short-wave stations. (B) June 27. (E) Erie Pape School of Art.

ROCKLAND COURIER-GAZETTE (m, Tues., Thurs., Sat.), Rockland, Me. No radio editor. Carries varying amount of radio material. Obtained via "ears and shears."

MARYLAND

ANNAPOLIS CAPITAL (e), Annapolis, Md. No radio editor. Carries half column daily, obtained from the AP.

BALTIMORE EVENING SUN, Baltimore, Md. **George H. Steuart, Jr.** (also copy editor, headline writer). Uses one and two-third columns daily—**N,C**. Also uses art work occasionally. Lists NBC, CBS, Inter-City and Mutual programs having Baltimore outlet; WCAO, WFBR, WBAL, WCBM. (B) Feb. 29. (E) St. Joseph's. (M) Charcoal Club, American Legion, U. S. Naval Reserve.

BALTIMORE NEWS-POST (e) and **SUNDAY AMERICAN**, Baltimore, Md. **J. Hammond Brown**. Daily and Sunday columns total 16 to 20 columns a week—**N,C,R**. Also uses 2 to 4 cuts on Sunday. Lists WBAL, WFBR, WCAO, WCBM,

WFMD and WJEJ daily, plus WEA, WJZ, WABC, WMAL and WRC on Sunday. (B) Jan. 18. (E) Richmond U., Kentucky U., Princeton.

SUNDAY SUN, Baltimore, Md. **Harry Haller** (also film and drama editor). Uses one column a week—**C,N,R**. Also uses one or two photos a week. "Radio Highlights," running one column, lists picked programs of WEA, WJZ, WABC, WBAL, WFBR, WCAO and WCBM. (B) Jan. 14. (E) Princeton.

CUMBERLAND DAILY NEWS (m), Cumberland, Md. No radio editor. Carries three-quarter column daily, obtained from the AP.

SALISBURY TIMES (e), Salisbury, Md. No radio editor. Carries half-column of AP material.

MASSACHUSETTS

ATHOL DAILY NEWS (e), Athol, Mass. No radio editor. Carries unspecified amount of program listings, obtained from station press releases.

BOSTON EVENING AMERICAN & SUNDAY ADVERTISER, Boston, Mass. No information after repeated requests. Previous information (1937) showed Newcomb F. Thompson to be radio editor, using full column daily, 2 columns Sunday.

BOSTON GLOBE (m, e, S), Boston, Mass. **Elizabeth L. Sullivan**. Uses 4 columns daily, full page Sunday—**C,N**. Four photos used Sunday; action strips occasionally. Lists WEA, WJZ, WEI, WNAC, WBZ, WAAB, WHDH, WMEX, WCOP, WORL, WLLH, WCSH, WTIC, WEAN, WORC, WGY, WPRO, WJAR and WTAG. (B) Jan. 25. (M) American Radio Relay League.

BOSTON POST (m, S), Boston, Mass. **Howard Fitzpatrick**. Uses half-column daily, 4 columns Sunday, not including programs—**N,C,R**. No art work. Lists WEA, WJZ, WABC, WBZ, WNAC, WEI, WAAB, WMEX, WHDH, WCOP, WORL, WLLH, WCSH, WEAN, WJAR, WORC, WTAG and WTIC. (B) Nov. 1. (M) Knights of Columbus.

BOSTON DAILY RECORD (m), Boston, Mass. No information after repeated requests. Previous information (1937) showed Stephen E. Fitzgibbon, Jr., to

RADIO EDITORS—Continued

- be radio editor, using 3 columns daily, including listings.
- BOSTON TRANSCRIPT** (e), Boston, Mass. **Frederick W. Hobbs, Jr.** Uses one column daily, 2 Saturday—**N,C,R**. Also uses one cut every day, 2 on Saturday. Lists WBZ, WEEI, WNAC, WAAB, WMEX, WHDH and short-wave stations. (B) Oct. 2.
- CHRISTIAN SCIENCE MONITOR** (e), Boston, Mass. **Albert D. Hughes.** Uses full column weekly—**R,N,C**. Also uses varying number of layouts. Lists WEEI, WBZ, WNAC, WAAB and WMEX. (B) April 23. (E) Boston U.
- MICROPHONE** (w), Boston, Mass. **George Carleton Pearl.** 16-page weekly newspaper, tabloid size, devoted entirely to radio: Educational news, Washington news, short-wave news, fan material, programs, comment columns, program reviews and editorial criticism. Also uses about 30 photos and drawings per week. Lists all major networks, approximately 100 stations, affiliates and independent; 7 pages of programs in 12 editions. (B) Sept. 15. (E) Williams. (M) University Club.
- CLINTON ITEM** (e), Clinton, Mass. No radio editor. Carries a weekly column, "Sound, Shadow and Stage" written by Clinton Hall (a member of the staff), in which a varying amount of radio material is used.
- FITCHBURG SENTINEL** (e), Fitchburg, Mass. No radio editor. Carries AP program listings.
- GREENFIELD RECORDER - GAZETTE** (e), Greenfield, Mass. No radio editor. Carries about 3 inches of AP material daily.
- HAVERTHILL GAZETTE** (e), Haverhill, Mass. No radio editor. Carries NEA weekly feature story, averaging 2 columns with cuts; also daily program listings, amounting to one column, compiled from morning papers and edited to suit.
- HOLYOKE DAILY TRANSCRIPT-TELEGRAM** (e), Holyoke, Mass. **Michael O'Connor** (also news editor). Uses a column and a half daily—**N,C,R**. Art work used occasionally. Lists WBZA, WMAS, WSPR, WOR and WTIC regularly; chief features of NBC, CBS and Mutual. (B) Feb. 6. (E) Catholic U.
- LAWRENCE EAGLE & TRIBUNE** (m, e), Lawrence, Mass. **Sebastian Bartolotta** (also reporter). Uses 2 to 3 columns daily—**N,C**. Also uses cuts and mats of "unusual interest." Lists WLAW (owned by the papers), WBZ, WEEI, WMEX, WNAC, WAAB, WHDH, CKAC and short-wave stations. (B) March 12.
- LOWELL LEADER** (e), Lowell, Mass. **Ethel Kelcer Billings** (also writes theatre page, including "Spotlight on Hollywood" column; correspondent for Boston Post). Uses one and a half columns daily—**N,C,R**. Also uses "considerable" art work, amount depending on space available. Lists NBC, CBS, Mutual, Colonial and Yankee Networks; WEEI, WBZ, WNAC, WAAB, WLAW and WLLH. (B) Jan. 17.
- LOWELL SUN** (e), Lowell, Mass. **Charles G. Sampas** (also film editor and reviewer). Uses full column daily—**N,R,C**. Also uses glossies several times a week. Lists WNAC, WEEI, WBZ and WLLH. (Listings include "Best Bets" of the day and "Dancing Rhythms," noting times when dance orchestras are on the air). (B) Aug. 23. (E) Boston U.
- LOWELL SUNDAY TELEGRAM**, Lowell, Mass. **Elizabeth L. Pouzner** (also reviews books, fashions, society, films, theatre, music, etc.). Uses news items scattered throughout section; rarely exceeds quarter-page. Also uses 10 or more cuts and mats each week. No regular program listings. (E) Radcliffe. (M) French Club, Choral Club, Liberal Club.
- DAILY ITEM** (e), Lynn, Mass. **Hazel Annette Anderson** (also secretary). Uses one-third column daily, exclusive of programs—**N,C,R**. Art work only occasionally. Lists complete programs of WEEI, WNAC, WAAB, WBZ; call letters only of WMEX, WHDH, WCOP, WORL and WLAW. (B) April 1. (E) Burdett. (M) Lynn Press Club (financial secretary).
- LYNN TELEGRAM-NEWS** (e, S), Lynn, Mass. No radio editor. Carries one column of program listings daily, obtained by clipping.
- MALDEN NEWS** (e), Malden, Mass. **Samuel Sayward.** Uses 2 columns daily, including program log—**R**. No art work. Lists WNAC, WEEI, WBZ and WAAB. (B) June 26.
- MEDFORD MERCURY** (e), Medford, Mass. No radio editor. Carries 2 to 3 columns of radio material daily, obtained from stations.

RADIO EDITORS—Continued

- NEW BEDFORD MERCURY & STANDARD-TIMES** (m, e, S), New Bedford, Mass. **Paul F. Williams** (also police reporter on the Mercury). Uses about one and a quarter columns once a week—**N,R**. No art work. Program log is run daily and lists NBC, CBS, Mutual, WNBH, WEEL, WJAR, WEAN and WNAC. (B) April 20. (E) Boston U. (M) Edinburgh Fencing Club, The Dialectic Society. (Radio in Sunday Standard-Times is handled by Hayden Estey, q.v.)
- NEW BEDFORD STANDARD-TIMES** (e, S), New Bedford, Mass. **Hayden Estey** (also acting Sunday editor, waterfront reporter). Uses full page in Sunday edition, including program log, art work, etc.—**N,C**. Also uses a layout about 14 inches deep by 5 columns wide. Lists WEA, WJZ, WABC, WOR, WNBH, WBZ-WBZA, WEEL, WJAR, WEAN, CKAC. (B) Aug. 16. (E) Harvard. (M) Hasty Pudding Club, Institute of 1770, Phoenix S.K. (Radio editor of daily Mercury and Standard-Times is Paul F. Williams, q.v.)
- NEWBURYPORT DAILY NEWS** (e), Newburyport, Mass. No radio editor. Carries daily program listings of Boston stations, obtained from the stations' press releases.
- NORTH ADAMS TRANSCRIPT** (e), North Adams, Mass. **David T. Williams** (also circulation manager). Uses 2 columns of program listings and highlights daily. No art work. Lists WEA, WJZ, WABC and WGY.
- DAILY HAMPSHIRE GAZETTE** (e), Northampton, Mass. No radio editor. Carries daily news items, obtained from the AP, plus program listings for WEA, WJZ, WABC, WOR, WBZA, WMAS, WTIC and WDRC, obtained by clipping.
- BERKSHIRE EAGLE** (e), Pittsfield, Mass. **Kingsley R. Fall**. Uses about a column daily, including program listings—**N**. Also uses single column cuts 3 or 4 times a week. Lists WEA, WJZ, WABC, WOR and WGY. (E) Dartmouth.
- SALEM NEWS** (e), Salem, Mass. No radio editor. Carries daily program listings of WEEL, WNAC, WBZ, WAAB, obtained from stations' press releases.
- SOUTHBRIDGE NEWS** (e), Southbridge, Mass. No radio editor. Carries program listings (unspecified amount), obtained from stations.
- SPRINGFIELD REPUBLICAN & NEWS** (m, e) and **UNION & REPUBLICAN** (S), Springfield, Mass. **Benjamin Buxton**. Uses about 4 columns daily, full page Sunday—**N**. Also one or 2 cuts in the Sunday paper. Lists WBZA, WMAS, WSPR, WTIC, WDRC, WJZ, WEA, WABC, WGY, WOR. (B) March 10.
- SPRINGFIELD UNION** (m, e), Springfield, Mass. **Henry P. Lewis** (also columnist and assignment editor). Uses 500 to 700 words daily in evening edition—**R,C,N**. Also uses occasional mats. Lists WBZ, WMAS, WSPR, WTIC, WDRC and WOR.
- WALTHAM NEWS-TRIBUNE** (e), Waltham, Mass. No radio editor. Carries New England program listings. Source unspecified.
- WOBURN DAILY TIMES** (e), Woburn, Mass. No radio editor. Carries unspecified amount of radio material, obtained from radio stations.
- WORCESTER GAZETTE** (e), Worcester, Mass. **Dorothy Mattison**. Uses about 22 inches weekdays—**R,N,C**. No art work. Lists WTAG, WORC, WBZ, WEEL, WNAC, WOR and short-wave stations. (B) Feb. 5. (E) Antioch.
- WORCESTER POST** (e) Worcester, Mass. **Edward H. Eaton**. Uses 16 inches daily, not including programs—**R,C,N**. Also uses 1, 2 and 3 column cuts every day. Lists WORC, WTAG, WOR, WEEL, WEAN, WBZ. (B) Oct. 22. (M) Knights of Columbus, Worcester Fish and Game Assn., Worcester Fox Club.
- WORCESTER SUNDAY TELEGRAM**, Worcester, Mass. **Frederick L. Rushton** (also feature writer). Uses 2 pages weekly, including art, log, etc.—**N,C**. Also uses half-page of art work (pictures of stars heard in NBC programs over WTAG preferred). Lists WTAG, WORC, WNAC, WBZ, WOR, WEEL. (B) Nov. 21. (E) Holy Cross.

MICHIGAN

- ADRIAN DAILY TELEGRAM** (e), Adrian, Mich. **Allen J. Purvis** (also reporter). Uses 2 columns daily—program schedules only. No art work. Lists WJR, WWJ, WLW, WTAM, CKLW. (B) Feb. 12. (E) Indiana U. (M) Sigma Delta Chi.
- ANN ARBOR NEWS** (e), Ann Arbor, Mich. **E. N. Stanger** (also photographer). Program listings of WWJ, WJR, CKLW

RADIO EDITORS—Continued

and WXYZ only. Some art work used on an irregular schedule. (B) May 20. (E) Michigan. (M) Phi Sigma Kappa.

BATTLE CREEK ENQUIRER & NEWS (e, S), Battle Creek, Mich. **John C. F. Healey** (also film editor, assistant city editor). Uses 20-inch column weekly—N,C,R. Also uses photos with spot news stories 2 or 3 times a week. Lists NBC and WELL (the Enquirer & News station) completely; highlights of CBS. (B) Nov. 7. (E) U. of Michigan. (M) Alpha Delta Phi, Reserve Officers Assn., Athelstan, U. of Michigan Club, Sigma Delta Chi.

BATTLE CREEK MOON-JOURNAL (e, S), Battle Creek, Mich. **J. Ray Simmons**. Uses daily a "Radio Riddle," with paragraph about artist pictured. Question on artist appears on another page. Lists NBC, CBS and Mutual weekdays and Sunday, with box of best features of the day. (B) April 9.

BAY CITY TIMES (e, S), Bay City, Mich. **Alice M. Zingg**. Uses half-column daily, exclusive of program log and highlights—N,C. Art work is used on Sunday only. Lists WWJ, WJR, WLW and WGN. (B) Dec. 23. (E) U. of Michigan. (M) Theta Sigma Phi.

BENTON HARBOR NEWS-PALLADIUM (e), Benton Harbor, Mich. No radio editor. Carries half-column of program listings, obtained from the AP and "other sources."

CALUMET NEWS (e), Calumet, Mich. No radio editor. Carries a galley of radio material daily, obtained from the AP and syndicate services.

DETROIT FREE PRESS (m, S), Detroit, Mich. **Edgar A. Guest, Jr.** (also daily newscaster for Household Finance Corp. over WJR). Uses full page every Sunday—R,N,C. Also uses 2 or 3 photos a week. Lists NBC, CBS and Mutual. (B) July 7. (E) U. of Michigan. (M) Phi Kappa Psi, Detroit Athletic Club.

DETROIT NEWS (e, S), Detroit, Mich. **Herschell Hart**. Uses "Air Gossip" column daily and Sunday, running 12 inches, exclusive of features, program log, etc.—N,C,R. Full radio page Sunday. Also uses one column of art work daily, considerably more in Sunday issue. Lists WWJ, WJR, WXYZ, CKLW, CBW, WMBC, WJBK, WEXL. (B) April 6.

(E) Indiana U. (M) Sigma Alpha Epsilon.

DETROIT SATURDAY NIGHT, Detroit, Mich. **Paul Hale Bruske**. Uses one and a half columns weekly—N,C,R. Occasionally uses a news photo. No regular program listings. (B) Nov. 7. (E) Alma College. (M) Detroit Tennis Club, Pinewoods Camp Assn., Higgins Lake Assn.

DETROIT TIMES (e, S), Detroit, Mich. No information after repeated requests. Previous information (1937) showed Pat Dennis to be radio editor, using one column daily, 2 on Sunday.

FLINT JOURNAL (e, S), Flint, Mich. **Arthur Charles Pamerleau**. Uses 2 columns daily, 8 on Sunday—R,C,N. Also two 2-column and several single column cuts weekly. Lists WWJ, WJR, WLW, NBC, CBS. (B) June 2. (M) Quill and Scroll, Michigan Press Assn.

GRAND RAPIDS HERALD (m, S), Grand Rapids, Mich. **William B. McClaran**. Uses about a column every Sunday—R,C,N. Art work appears infrequently. Lists WGN, WBBM, WMAQ, WOOD-WASH, WTMJ, WJR, WLW and short-wave stations. (B) March 14. (E) Ohio State U. (M) Army and Navy Club, Naval Reserve Officers Assn., U. S. Naval Institute.

HILLSDALE DAILY NEWS (e), Hillsdale, Mich. No radio editor. Carries one column daily, obtained from the AP, Radio Guide, and station press releases.

KALAMAZOO GAZETTE (e, S), Kalamazoo, Mich. **R. A. Patton** (also Sunday editor). Uses about a column of program listings and program highlight notes throughout the week (Friday column carries programs for Saturday and Sunday). No art work. Lists WEAF, WTAM, WTMJ, WGY, WLW, WSM, WMAQ, WWJ, WJZ, WLS, WXYZ, WABC, WJR, WHAS, WBBM, WGN, CKLW, WOR and short-wave stations. (B) Feb. 11. (E) Lawrence, Missouri U. (M) Old Wayne, Detroit.

KALAMAZOO NEWS ADVERTISER (w), Kalamazoo, Mich. **Merlin Stonehouse**. Uses "Static" column running 36 to 50 inches per week; "Ad-Visor" column running 12 inches—N,R,C. Also uses unspecified amount of art work each issue. Lists WKZO, MRN, NBC, Canadian Broadcasting Corp.

RADIO EDITORS—Continued

- LUDINGTON DAILY NEWS** (e), Ludington, Mich. No radio editor. Carries quarter-column of AP material daily.
- MARQUETTE MINING JOURNAL** (m), Marquette, Mich. No radio editor. Carries brief daily program listings, obtained from the AP.
- MENOMINEE HERALD-LEADER** (e), Menominee, Mich. No radio editor. Carries half-column daily, obtained from the AP and "other services."
- MIDLAND DAILY NEWS** (e), Midland, Mich. No radio editor. Carries brief column of program listings, obtained from 5 stations.
- MONROE NEWS** (e), Monroe, Mich. **C. E. Lorraine**. Uses about half column on irregular schedule, plus program listings—**C.N.** No art work. Lists WWJ, WJR, WXYZ, WSPD, CKLW. (B) May 11. (E) Adrian.
- MOUNT CLEMENS DAILY LEADER** (e), Mount Clemens, Mich. No radio editor. Carries one column of radio material daily, obtained from press association.
- PETOSKEY NEWS** (e), Petoskey, Mich. No radio editor. Carries daily program listings, with occasional news items about "extraordinary broadcasts." No source specified.
- PONTIAC DAILY PRESS** (e), Pontiac, Mich. No radio editor. Carries "very little" radio material, mailed in by stations.
- PORT HURON TIMES HERALD** (e, S), Port Huron, Mich. No radio editor. Carries 1½ columns of program listings daily, obtained from stations.
- ROYAL OAK DAILY TRIBUNE** (e), Royal Oak, Mich. No radio editor. Carries program listings of WWJ, WXYZ, WJR, CKLW and WEXL, obtained from the stations.
- SAGINAW NEWS** (e, S), Saginaw, Mich. **Leslie A. Wahl** (also picture and church editor, assistant state editor). Uses 24 to 48 inches daily, including program schedules—**N,R,C.** Also uses art work about twice a week. Lists WBCM, WGN, WJR, WLW and WMAQ. (B) Nov. 20.
- SAULT STE. MARIE NEWS** (e), Sault Ste. Marie, Mich. No radio editor. Carries important radio programs, obtained from the AP.
- SOUTH HAVEN TRIBUNE** (e), South Haven, Mich. No radio editor. Carries daily program listings of WMAQ, WGN, WBBM, WLS, WLW, WENR, WCFL, obtained from NBC, CBS and Mutual press releases.
- THREE RIVERS COMMERCIAL** (e), Three Rivers, Mich. No radio editor. Carries program listings, obtained by clipping.
- WYANDOTTE DAILY NEWS** (e), Wyandotte, Mich. **Clarence A. Liebelt** (also city editor). Uses 10 column-inches daily, exclusive of program listings—**N,R,C.** Also uses art work at least once a week. Lists WWJ, WXYZ, WJR and CKLW. (B) March 25.

MINNESOTA

- AUSTIN DAILY HERALD** (e), Austin, Minn. **Richard R. Riedel** (also aviation and photo editor, reporter). Uses half to full column twice a week—**N.** Photos run daily. Program log is run daily and lists NBC, CBS, KGLO, KATE, WCCO, KSTP, WTCN. (B) Dec. 26.
- DULUTH HERALD** (e) & **NEWS-TRIBUNE** (m, S), Duluth, Minn. **James T. Watts** (also Variety correspondent). Uses half column in both papers Monday to Friday, two columns in Sunday News-Tribune—**C,N,R.** In addition, runs special feature stories. Also uses photos daily in the Herald, layouts and single cuts or mats of all sizes in Sunday News-Tribune. Lists NBC, CBS, WEBC, KDAL, WMFG and WHLB. (B) Aug. 25. (E) U. of Minnesota.
- FARIBAULT DAILY NEWS** (e), Faribault, Minn. No radio editor. Carries about a column daily, obtained from the AP and press services.
- INTERNATIONAL FALLS DAILY JOURNAL** (e), International Falls, Minn. Carries one-third column of program listings daily, obtained from NBC and CBS.
- MANKATO FREE PRESS** (e), Mankato, Minn. No radio editor. Carries varying amount of radio space; lists KSTP and WCCO programs daily; AP highlights and wire story; also some feature stories.
- MARSHALL MESSENGER** (e), Marshall, Minn. No radio editor. Carries daily

RADIO EDITORS—Continued

listings of WCCO, KSTP, obtained by clipping Minneapolis Tribune.

MINNEAPOLIS JOURNAL (e, S), Minneapolis, Minn. **Philip W. Schulte** (also copyreader). Uses full page Sunday—N.C. Also uses equivalent of five column by 4-inch layout. Lists KSTP, WCCO, WTCN, WGDY and WMIN daily and Sunday. (B) Dec. 4. (E) U. of Minnesota.

MINNEAPOLIS STAR (e), Minneapolis, Minn. **Eleanor M. Shaw** (also assistant to promotion manager). Uses Radio Guide listings daily; news items appear now and then in story form. Also uses news photos 3 times a week. Lists NBC, CBS and Mutual; WCCO, KSTP, WTCN, WGDY and WMIN. (B) April 12. (E) U. of Minnesota. (M) Kappa Alpha Theta, Theta Sigma Phi, Coronto.

MINNEAPOLIS TRIBUNE (m, e, S), Minneapolis, Minn. **Enar A. Ahlstrom** (also stock market editor). No regular column; space confined strictly to news stories. Uses 4 or 5 single-column cuts weekdays, 2-column cut Sunday. Lists WTCN (the Tribune-St. Paul Dispatch station), WCCO, KSTP, WGDY, WMIN, WLB and WCAL. (B) July 11.

NEW ULM DAILY JOURNAL (e), New Ulm, Minn. No radio editor. Carries 20 inches daily, obtained "by letter."

OWATONNA JOURNAL-CHRONICLE (e), Owatonna, Minn. No radio editor. Carries 1½ columns daily, obtained from station schedules.

RED WING DAILY EAGLE (e), Red Wing, Minn. No radio editor. Carries unspecified amount of program listings, obtained by clipping.

RED WING DAILY REPUBLICAN (e), Red Wing, Minn. No radio editor. Carries half-column daily, obtained by mail and from the UP.

ST. CLOUD TIMES-JOURNAL (e), St. Cloud, Minn. No radio editor. Carries two-thirds column daily, obtained from stations and the AP.

ST. PAUL DISPATCH (e) & PIONEER PRESS (m, S), St. Paul, Minn. No radio editor. Carries an average of 7 columns of radio material weekly, exclusive of program listings, with about 4 cuts in the Sunday Cosmopolitan Sec-

tion. Lists WMIN, WGDY, WTCN, KSTP, WCCO, and short-wave stations. Material obtained from "various sources."

ST. PAUL DAILY NEWS (e), St. Paul, Minn. No radio editor. Averages 5 inches of radio material daily, obtained through local stations.

STILLWATER DAILY GAZETTE (e), Stillwater, Minn. No radio editor. Carries program listings for nearby stations, obtained by clipping Twin City papers.

VIRGINIA DAILY ENTERPRISE (e), Virginia, Minn. No radio editor. Carries 6 to 10 inches daily, obtained from the AP.

WILLMAR DAILY TRIBUNE (e), Willmar, Minn. No radio editor. Carries only WCCO program listings.

WINONA REPUBLICAN-HERALD (e), Winona, Minn. **H. R. Wiecking**. Uses daily program listings, plus new program notes several times weekly, on local station KWNO. No art work. (E) U. of Minnesota.

MISSISSIPPI

BILOXI-GULFPORT DAILY HERALD (e), Biloxi, Miss. **Audrey Jeanne Wilkes**. Uses half to three-quarter column daily—N. No art work noted. No listings. (B) Dec. 13.

CLARKSDALE DAILY REGISTER (e, except Saturday, S), Clarksdale, Miss. **Johanna Serio** (also film editor). Uses 2 pages Sundays—N.R.C. Also large amount of photos and mats. No stations listed. (B) July 30. (M) Business and Professional Women, King's Daughters, Woman's Club, Catholic Club.

GRENADA DAILY STAR (e), Grenada, Miss. No radio editor. Carries radio material occasionally, as sent in or requested by paper's advertisers.

MC COMB DAILY ENTERPRISE (e, except Saturday), McComb, Miss. No radio editor. Carries small, unspecified amount of radio material. No sources given.

MERIDIAN STAR (e, S), Meridian, Miss. No radio editor. Carries program listings and occasional pictures and items obtained from the AP and NEA Service.

TUPELO DAILY JOURNAL (m), Tupelo, Miss. **Donald H. Lilly** (also sports and

RADIO EDITORS—Continued

- feature page editor, proofreader). Uses 15 column-inches daily—**C,R**. Accepts one, 2 and 3-column mats, 4 to 6 inches deep. Lists NBC, CBS, Mutual, WMC, WSM, WLW, WREC, WGN, WHAS, WBHP, WFAA, "and others." (B) Aug. 22. (E) Millsaps College. (M) Kappa Sigma.
- VICKSBURG POST** (e), Vicksburg, Miss. No radio editor. Carries about half-column daily, principally about programs of WQBC, owned by the paper.
- ### MISSOURI
- CARROLLTON DEMOCRAT** (e), Carrollton, Mo. No radio editor. Carries one-quarter to one-half column of news daily, and "some articles sent us." No program listings.
- CARTHAGE PRESS** (e), Carthage, Mo. No radio editor. Carries unspecified amount of radio material, obtained from the AP and the paper's staff.
- EXCELSIOR SPRINGS DAILY STAND-ARD** (e, except Saturday, S), Excelsior Springs, Mo. **Frank E. Miller**. Uses one-half to full column daily—**N,C**. Also small amount of art work once weekly. Lists WDAF, KMBC, WHB, WREN. (B) June 24. (E) Wooster. (M) Kiwanis, Elks, Masons.
- INDEPENDENCE EXAMINER** (e), Independence, Mo. No radio editor. Carries program listings, obtained from stations.
- JEFFERSON CITY NEWS & TRIBUNE** (m, except Monday; e, except Saturday, S), Jefferson City, Mo. **A. B. Jackson, Jr.** (also sports editor and news reporter on station KWOS, owned by the papers). Uses program listings only daily; full column Sundays—**C,N,R**. Also uses about 2 cuts weekly. Lists KWOS (space devoted almost exclusively to this station). (B) Aug. 27. (E) Missouri Valley, Missouri U. (M) Sigma Delta Chi.
- JOPLIN GLOBE** (m, exception Monday, S), Joplin, Mo. No radio editor. Carries AP program listings.
- KANSAS CITY JOURNAL-POST** (e, S), Kansas City, Mo. **John C. Swayze** (also daily newscaster over WHB). Uses 1,000-word column weekdays, each being devoted to a single important personality—frequently, but not always, a radio personality. Uses a full page Sunday—**N,C,R**. Also uses a layout of 4 to 6 photos on Sunday. Lists WHB, KMBC, WREN and WDAF completely; highlights of KMCO and KXBY. (B) April 4. (E) U. of Kansas.
- KANSAS CITY STAR** (e, S), Kansas City, Mo. **H. Dean Fitzer**. Uses varying amount of space in Sunday radio section—**C,N**. Also uses as much art work as space permits. Program log is run daily and lists WDAF (owned by the paper), WREN, KMBC, WHB, KXBY, KCMO, KCKN. (B) July 22. (E) U. of Kansas.
- NEVADA DAILY MAIL & POST** (e), Nevada, Mo. No radio editor. Carries unspecified amount of radio material occasionally, which is "sent to us in news reports."
- OSCEOLA DAILY DEMOCRAT** (e), Osceola, Mo. No radio editor. Prints "an occasional item." No sources given.
- ST. JOSEPH GAZETTE** (m), St. Joseph, Mo. **Major Dow Mooney** (also news editor, newscaster over KFEQ). No regular column carried by paper at present. (B) Feb. 10. (E) Oklahoma Baptist U. (M) Shrine, American Legion.
- ST. JOSEPH NEWS-PRESS** (e, S), St. Joseph, Mo. **Sargent Prentiss Mooney** (also acting state editor; newscaster over KFEQ twice daily). Uses column of program listings only, daily, including Sunday. No art work. Lists KFEQ, WHO, WOW, WDAF, KMBC, KFAB, WHB. (B) July 18. (E) Oklahoma U., Oklahoma Baptist U. (M) Sigma Chi, Chi Chi Chi, Theta Nu Epsilon, D.D.M.C., Dramatic Society, Mokus Club, St. Joseph Junior Chamber of Commerce.
- ST. LOUIS GLOBE DEMOCRAT** (m, S), St. Louis, Mo. **Harry E. LaMertha**. Uses 2 columns daily, full page Sunday—**N,C**. Also uses an average of 3 photos on Sunday. Lists KMOX, KWK, KSD, WIL, WEW, KFUE and WLW regularly, WMAQ occasionally. (B) March 5. (M) Military Order of the World War, American Legion, Veterans of Foreign Wars, Forty & Eight.
- ST. LOUIS STAR TIMES** (e), St. Louis, Mo. No information after repeated requests. Previous information (1937) showed Ray V. Hamilton to be radio editor, using 20 column-inches daily.
- SPRINGFIELD LEADER & PRESS** (e) and **NEWS & LEADER** (S), Springfield,

RADIO EDITORS—Continued

Mo. **Dick Terry** (also film editor, columnist). Daily about-town-column covers radio; Sunday radio and amusement section runs 2 pages—**N.C.** Uses about 100 inches of art work on Sunday. Lists KWTO and KGBX. **(B)** Dec. 3.

TRENTON REPUBLICAN-TIMES (e), Trenton, Mo. No radio editor. Carries small, occasional amount of radio material, obtained from unspecified sources.

WARRENSBURG STAR-JOURNAL (e), Warrensburg, Mo. No radio editor. Carries unspecified amount of radio material, obtained "through mail from sponsors."

WEBB CITY DAILY LEADER (e), Webb City, Mo. No radio editor. Carries chiefly radio cuts. No sources or schedules given.

WEBB CITY SENTINEL (e), Webb City, Mo. No radio editor. Carries small amount of radio material, obtained from press releases.

MONTANA

MILES CITY STAR (e, except Saturday, S), Miles City, Mont. No radio editor. Carries unspecified amount of radio material "occasionally." No source given.

WHITEFISH PILOT (e, except Monday), Whitefish, Mont. No radio editor. Carries radio material on a small scale in cooperation with advertising campaigns.

NEBRASKA

BEATRICE DAILY SUN (e, except Saturday, S), Beatrice, Nebr. **Jeanne Marvin**. Uses one column daily—**N.** Also uses unspecified number of photos. Lists NBC and CBS. **(B)** July 24.

FREMONT DAILY TRIBUNE (e), Fremont, Nebr. **Lynn Fenstermacher** (also reporter, feature writer). Uses about 10 inches weekdays, exclusive of log—**N,C,R.** Also uses a single or double-column mat daily. Lists KFAB, KOIL, WOW. **(B)** Oct. 30. **(E)** Midland.

HASTINGS SPOTLIGHT (m, except Monday), Hastings, Nebr. No radio editor. Carries a "little" radio material, obtained from "pick ups."

NORFOLK DAILY NEWS (e), Norfolk, Nebr. No radio editor. Carries 6 to 10

inches of radio material daily. Source not specified.

NORTH PLATTE TELEGRAPH (e), North Platte, Nebr. No radio editor. Carries unspecified amount of AP material.

OMAHA WORLD-HERALD (m, e, S), Omaha, Nebr. **Keith Wilson**. No regular column or art work. Uses daily program log, with day's highlights. Lists KFAB, KOIL, WAAW, WOW, and short-wave stations. **(E)** Creighton U.

YORK DAILY NEWS-TIMES (e), York, Nebr. No radio editor. Carries material of local interest, obtained through press releases, etc., and correspondents.

NEVADA

NEVADA STATE JOURNAL (m, S), Reno, Nev. **Ivy Freeman**. Uses 2 columns weekly—**C,N,R.** Also uses 2 photos each week. Lists NBC, CBS, KSL, KNX, KPO, KGO. **(B)** May 31. **(E)** U. of Nevada.

NEW HAMPSHIRE

CLAREMONT DAILY EAGLE (e), Claremont, N. H. No radio editor. Carries radio material when it is "actual news." Obtained from the AP.

CONCORD MONITOR & PATRIOT (e), Concord, N. H. **Richard H. Keeler** (also police and fire reporter). Uses varying amount of space weekdays. Art work used occasionally. Lists NBC, CBS, Mutual, WFEA, WLNH, WHEB. **(B)** July 2. **(M)** South Church Philatelic Society (secretary).

LACONIA CITIZEN (e), Laconia, N. H. No radio editor. Lists local station programs (WLNH), obtained from the station.

NEW JERSEY

ASBURY PARK PRESS (m, S), Asbury Park, N. J. No radio editor. Carries small amount of radio material, obtained from releases.

ATLANTIC CITY PRESS-UNION (m, e, S), Atlantic City, N. J. **Howard P. Dimon** (also amusement editor, film critic). Uses program schedules, with highlights,

RADIO EDITORS—Continued

- weekdays and Sunday. No art work. Lists WEAF, WJZ, WABC, WOR and WPG. (B) Dec. 9. (M) Masons, Press Club.
- BURLINGTON ENTERPRISE** (e), Burlington, N. J. No radio editor. Carries daily program listings only. Source not specified.
- CAMDEN COURIER-POST** (e, m), Camden, N. J. **Isabelle Bendinger**. Uses one column in both papers weekly—**R,C,N**. Also uses art work about twice a week. Lists WEAF, WJZ, WABC, WOR, WFIL, KYW, WCAU, WIP and WPG. (B) March 25.
- BERGEN EVENING RECORD**, Hackensack, N. J. **Justin Gilbert** (also editor of Police Call, national police organ). Uses a daily Broadway column, running about 20 inches—**C,N,R**. Personality stories on artists acceptable only if they have Broadway angle. Frequently uses mats to illustrate column. Lists WEAF, WJZ, WABC, WOR, WMCA, WNEW, WHN. (B) April 1.
- JERSEY JOURNAL** (e), Jersey City, N. J. **C. J. Ingram** (also financial editor; gives daily newscasts over WAAT and has Sunday show, "Star Dust"). Uses full column daily—**C,R**. Also uses one cut daily. Lists WEAF, WJZ, WABC, WOR, WAAT, WHOM, WMCA, WHN and WNEW. (B) Nov. 8.
- LAKEWOOD DAILY TIMES** (e), Lakewood, N. J. No radio editor. Carries daily program listings on 4 major stations, and some short radio articles. Obtained from "various sources."
- MORRISTOWN RECORD** (e), Morristown, N. J. No radio editor. Carries "some" radio material, obtained from press releases.
- NEWARK EVENING NEWS**, Newark, N. J. **Hubert R. Ede**. No column; art work occasionally. Lists evening and following morning's programs of WEAF, WJZ, WABC, WOR, WQXR, WMCA, WINS, WNEW, WAAT, WHN, WCAP and short-wave stations. (B) Nov. 14. (E) Brown U.
- NEWARK LEDGER** (m, S), Newark, N. J. **Jack Shafer** [also associated with the Long Island Press (e, S) and the Staten Island Advance (e)]. Uses 700 words daily, 1,000 words Sunday—**C,R,N**. Art work is run occasionally. Lists WEAF, WJZ, WABC, WOR, WEVD, WHN, WQXR, WINS, WMCA and WNEW. (B) Dec. 24. (E) Columbia U.
- NEWARK SUNDAY CALL**, Newark, N. J. **Albert Edwin Sonn**. Uses 2 columns every Sunday—**R,C,N**. Also uses mats and cuts, one and 2 columns. Lists full week's programs of WEAF, WJZ, WABC and WOR; Sunday programs of WHN, WQXR, WAAT, WHOM, WHBI, WBIL, WOV, WEVD and WMCA. (B) Oct. 13. (E) Stevens Tech. (M) Newark Amateur Cinema League (president).
- DAILY HOME NEWS** (e) & **SUNDAY TIMES**, New Brunswick, N. J. **Will Baltin** (also theatre and television editor). Uses a full page daily, including one column of program schedules and highlights—**N,C,R**. On Sunday runs, in addition, regular television column and an occasional feature article on radio. Uses single-column cut daily; additional ones Sunday. Lists WEAF, WJZ, WABC and WOR regularly; WMCA, WHN, WQXR and WAWZ occasionally. (B) Oct. 17. (M) Mu Sigma, Y.M.H.A. Park Men's Club.
- DAILY COURIER OF THE ORANGES AND MAPLEWOOD** (e), Orange, N. J. **Stan B. Coe** (also book and aviation editor). "Stan Coe's Radio Dialog" runs about 20 inches daily—**N,C,R**. (Weekly column under same name is syndicated and appears in about 60 northern New Jersey weeklies.) Uses mats occasionally. Lists WEAF, WJZ, WABC, WOR. (B) Oct. 2.
- PALMYRA, N. J. Lawrence Witte**. Free-lance radio columnist (also Philadelphia correspondent for Tempo, contributor to Radio Guide, and broadcaster of weekly program, "Mike Notes," over KYW). "Static" appears daily in Burlington, N. J. Daily Press (600 words with occasional art), weekly in Town, a news supplement to 167 papers published in Rochester, N. Y. (1500 words with art), and weekly in the Palmyra News, Camden Times, Riverside Press (all of N. J.), the Greater Wheeling, W. Va., Home Talk, and the West Chester County Press papers in N. Y. (600 words).
- PASSAIC HERALD-NEWS** (e), Passaic, N. J. **Carl Ek**. Uses daily program log and list of the day's best features. Lists WEAF, WJZ, WABC, WOR, WMCA.
- PERTH AMBOY NEWS** (e), Perth Amboy, N. J. No radio editor. Carries daily program listings. Source not specified.
- PLAINFIELD COURIER-NEWS** (e), Plainfield, N. J. **A. Wallace Gray**. Uses pro-

RADIO EDITORS—Continued

gram schedules only. Lists WEAF, WJZ, WABC, WOR daily. (B) Feb. 16. (M) Plainfield Art Assn., Little Theatre clubs.

TRENTON TIMES-ADVERTISER (e, S), Trenton, N. J. No radio editor. Carries skeleton listing of daily programs. Source not specified.

VINELAND TIMES (e), Vineland, N. J. No radio editor. Carries program listings only, obtained from press agents.

WILDWOOD LEADER (w), Wildwood, N. J. No radio editor. Carries half-column every Thursday, obtained from the AP.

NEW MEXICO

ALBUQUERQUE JOURNAL (m, S), Albuquerque, N. Mex. **Paul R. Weeks** (also local correspondent, Transradio News Service). Uses half-column weekly—**N,R,C**. Art work appears very seldom. Lists KOB and its NBC programs. (B) Dec. 9. (E) U. of New Mexico.

ALBUQUERQUE TRIBUNE (e), Albuquerque, N. Mex. No radio editor. Carries program listings and special announcements pertaining to, and obtained from, KGGM.

SILVER CITY DAILY PRESS (e, except Saturday), Silver City, N. Mex. No radio editor. Carries brief announcements of programs daily. Source not specified.

TUCUMCARI DAILY NEWS (e, except Saturday), Tucumcari, N. Mex. No radio editor. Carries 10 inches of radio material per week, obtained from "free news service."

NEW YORK

KNICKERBOCKER NEWS (e), Albany, N. Y. **Mary O'Neill**. Uses two columns once a week—**R,C,N**. Two or three pieces of art accompanies weekly column; photos rarely run daily. Lists WGY, WOKO and WABY. (B) Dec. 4.

ALBANY TIMES-UNION (m, S), Albany, N. Y. **Douglas Dahm** (also financial editor). Uses nearly two columns daily—**C,N**. Also uses unspecified number of photos each day. Lists WGY, WABY, WOKO. (B) Sept. 8.

AUBURN CITIZEN-ADVERTISER (e), Auburn, N. Y. **Victor J. Callaman**. Uses daily AP listings (plus local station WMBO) and program highlights. No art work.

BALLSTON DAILY JOURNAL (e), Ballston Spa, N. Y. No radio editor. Carries half-column of material, obtained from WGY.

BINGHAMTON SUN (e), Binghamton, N. Y. **Letitia J. Lyon** (also women's editor). Uses 2 columns, 16 inches deep daily—**N,C,R**. Also uses photo of a performer occasionally. Lists NBC, CBS, WNBF and WGY. (B) Oct. 27. (M) Business and Professional Women's Club, Junior League.

BUFFALO NEWS (e), Buffalo, N. Y. **Rod Reed**. Uses full column daily—**N,R,C**. Half-column of art work used daily except Saturday, when space runs 4 to 6 columns. Lists NBC, CBS, WGR, WBEN, WKBW, WEBR, WBNY, WSVS, CFRB and W8XH. (B) April 15.

BUFFALO TIMES (e, S), Buffalo, N. Y. **Don Tranter**. Uses one column daily, including Sundays—**R,N,C**. Also uses one-column cut daily, 2-column cut Sunday. Lists WGR, WKBW, WBEN, WEBR, WBNY. (B) Sept. 30. (E) Penn State.

POLISH EVERYBODY'S DAILY (e), Buffalo, N. Y. **Casimer Zwierzynski** (also feature editor). Uses 2 columns Monday to Friday, tabloid page in Saturday magazine section—**N,C,R**. Also uses about 4 columns of art work weekly. Lists NBC, CBS and Mutual, WGR, WKBW, WBEN, WEBR, and WBNY, plus weekly schedule of short-wave broadcasts from Poland. (B) Dec. 6. (E) Canisius College. (M) Buffopole Athletic Assn., Musical Assn., Camera Club.

CANANDAIGUA DAILY MESSENGER (e), Canandaigua, N. Y. No radio editor. Carries daily program listings, obtained from stations.

CATSKILL DAILY MAIL (e), Catskill, N. Y. No radio editor. Carries unspecified amount of radio material, obtained from the New York Times.

CORNING LEADER (e), Corning, N. Y. No radio editor. Carries 2 columns of AP material.

CORTLAND STANDARD (e), Cortland, N. Y. No radio editor. Carries AP program listings.

RADIO EDITORS—Continued

- DUNKIRK OBSERVER** (e), Dunkirk, N. Y. No radio editor. Carries half-column of selected programs, source not given.
- GLENS FALLS POST-STAR** (m), Glens Falls, N. Y. **Florence Webster** (also society, church and theatre editor, and general reporter). Uses one and a half columns daily, boxed—program listings only. No art work. Lists WEA, WJZ, WABC, WOR, WGY. (B) March 1. (E) Wellesley.
- NORTH SHORE DAILY JOURNAL** (e), Flushing, N. Y. No radio editor. Carries small amount of radio material, obtained through paper's advertisers.
- HUDSON REGISTER** (e), Hudson, N. Y. No radio editor. Carries from one to 2 columns, obtained from the AP and "direct."
- HUDSON DAILY STAR** (m), Hudson, N. Y. No radio editor. Carries WGY program listings, obtained from the station.
- CORNELL DAILY SUN** (m), Ithaca, N. Y. **Daniel Kops**. (Also managing editor of the Sun, a college paper.) Uses daily entertainment column, running about 12 inches, which contains radio material—C,N. Also uses cuts of radio stars. Lists WEA, WJZ, WABC and WESG. (B) Aug. 7. (E) Cornell (undergrad). (M) Sigma Delta Chi.
- ITHACA JOURNAL** (e), Ithaca, N. Y. No radio editor. Carries one to 1½ columns, obtained from the AP.
- QUEENS EVENING NEWS**, Jamaica, N. Y. **George Holden**. Uses 2 columns daily—R,C,N. Also uses 8 square inches of art work daily. Lists WEA, WJZ, WABC, WOR, WQXR, WHN, WMCA, WNYC. (B) July 27. (E) U. of Michigan.
- JAMESTOWN JOURNAL** (e), Jamestown, N. Y. No radio editor. Carries "only news justified by facts, together with daily programs." Source not specified.
- JAMESTOWN POST** (m), Jamestown, N. Y. No radio editor. Carries daily AP program listings, plus complete schedules for local station WJTN. Also carries the special program features sent out by AP.
- LOCKPORT UNION-SUN & JOURNAL** (e), Lockport, N. Y. No radio editor. Carries 3 columns of radio material daily, which is obtained from "various sources."
- MIDDLETOWN TIMES-HERALD** (e), Middletown, N. Y. No information after repeated requests. Previous information (1937) showed Raymond J. Dulye to be radio editor, using about three-quarter column daily, plus full page weekly devoted to radio and the stage.
- NEWBURGH NEWS** (e), Newburgh, N. Y. No radio editor. Carries program listings and filler, obtained from the NEA Service.
- ASSOCIATED PRESS**, New York, N. Y. **C. E. Butterfield**. Uses daily and weekly column, 300 to 500 words each—N,C,R. No art work. Lists NBC, CBS and Mutual. (B) Nov. 14.
- BRONX HOME NEWS** (e, S), The Bronx, N. Y. **William F. Germain** (also feature editor). Uses 2 to 2¾ columns daily—N. Also cuts of local artists. Lists "major network stations and a few of the lower band stations." (B) Aug. 19. (M) American Legion.
- BROOKLYN CITIZEN** (e), Brooklyn, N. Y. **Murray Rosenberg**. Uses full column weekdays—C,N. Also runs biographical material occasionally under title "Air Aces." Uses single-column mat or cut daily. Lists WEA, WJZ, WABC, WOR, WHN, WNYC and WMCA. (B) April 28. (E) Brooklyn College. (M) Century Lodge (associate editor of Lodge's semi-monthly, "Century Sentinel").
- LONG ISLAND PRESS** (e, S), Jamaica, N. Y. No radio editor. Carries several columns of syndicate matter and column by Jack Shafer. (See his listing under Newark (N. J.) Ledger.)
- LONG ISLAND DAILY STAR** (e), Long Island City, N. Y. No radio editor. Carries quarter-column weekly, material being obtained from press releases.
- JEWISH DAILY FORWARD** (e, S), New York, N. Y. **Joseph P. Katz**. Uses one column weekdays, 5 on Sunday—N,C,R. Also uses 3 columns of art work weekly. Lists WEA, WJZ, WABC, WOR, WNYC, WEVD and WQXR.
- NEW YORK JOURNAL-AMERICAN** (S), New York, N. Y. **Tom A. Brooks**. Uses full page weekly, syndicated to all Hearst Sunday papers, except Chicago—N,C. Also uses varying amount of art work. Lists coast-to-coast networks only. (B) Dec. 11. (E) New York U., Fordham. (M) ARRL, I.R.E. (Note: Page is made up and matted in New York 3 weeks in advance.)

RADIO EDITORS—Continued

- NEW YORK JOURNAL-AMERICAN** (e, S), New York, N. Y. **Joseph Edward Doyle** (by-line "Dinty Doyle"; also radio columnist, Hearst newspapers). Uses one to 1½ columns daily; Sunday 2 columns, in syndicate—**N,C,R**. Also uses a varying amount of art work. Lists WEA, WJZ, WABC, WOR, WNEW, WHN, WNYC, WMCA, WVFW, WINS, WBBC, WOV, WLTH, WBIL, WARD, WQXR and WBNX. (B) Jan. 20. (E) U. of Maine. (M) Theta Chi, Knights of Columbus, Elks.
- NEW YORK DAILY MIRROR** (m, S), New York, N. Y. **Nick A. Kenny**. Uses 3 columns weekdays and Sunday—**N,C,R**. Also uses 2 or 3 cuts each issue. Lists WEA, WJZ, WABC, WOR, WINS, WMCA, WNEW, WHN, WOV, WBBC, WWRL and WQXR. (B) Feb. 3. (M) Lakeville Club.
- NEW YORK DAILY NEWS** (m, S), New York, N. Y. **Ben S. Gross**. Uses full column daily—**R,N,C**. Also uses half-column vignettes. Program log is changed for 3 editions to keep up with programs, and lists WEA, WJZ, WABC, WOR, WHN, WNYC, WMCA, WINS, WQXR, WLTH and WEVD. (B) Nov. 24. (E) U. of Alabama, Tulane U.
- NEW YORK POST** (e), New York, N. Y. **Leonard Carlton**. Uses up to 600 words daily—**R,N,C**. Uses very little art work. Lists WEA, WJZ, WABC, WOR, WMCA, WHN, WEVD, WNYC, WOV, WQXR and WNEW. (B) Sept. 12.
- NEW YORK SUN** (e), New York, N. Y. **E. L. Bragdon**. Uses 8 to 12 columns on Saturday only—**N**. Also uses about 2 columns of art work. Lists NBC, CBS, Mutual, WMCA, WHN and WQXR. (B) Jan. 3. (E) Worcester Polytechnic. (Specializes in technical aspects of television, short-wave, and home construction and repair of radio apparatus.)
- NEW YORK MORNING TELEGRAPH** (m, S), New York, N. Y. **Melvin Spiegel**. Uses two 8-inch columns daily, including Sunday—**C,N,R**. No art work. Lists WEA, WJZ, WABC, WOR, WMCA, WHN and WQXR. (B) Feb. 18. (E) Brooklyn, New York U.
- NEW YORK TIMES** (m, S), New York, N. Y. **Orrin E. Dunlap, Jr.** Uses program listings and "Outstanding Events of All Stations" daily. Two and a half pages Sunday, including programs—**N,R,C**. Also uses varying amount of art
- work. Lists WEA, WJZ, WABC, WOR, WMCA, WNYC, WHN, WEVD and WQXR. (B) Aug. 23. (E) Colgate U.; Harvard Graduate School of Business Administration. (M) Harvard Club of New York, Institute of Radio Engineers, Sigma Nu.
- NEW YORK WORLD-TELEGRAM** (e), New York, N. Y. **Alton Cook**. Uses approximately one column Monday to Friday, a little more on Saturday—**C,N,R**. Also uses large picture spread Saturday. Lists WEA, WJZ, WABC, WOR, WMCA, WNYC, WHN, WNEW, WEVD, WQXR. (B) Jan. 31.
- NEW YORKER STAATS-ZEITUNG UND HEROLD** (m, S), New York, N. Y. **Henry Marx**. Uses about 2 columns of program listings daily—WEA, WJZ, WABC, WOR, WNYC, WNEW and WEVD. No art work. (B) Nov. 3.
- RADIO MIRROR** (monthly), New York, N. Y. **Fred R. Sammis** (also on editorial staff of Photoplay and Movie Mirror). Monthly magazine devoted entirely to radio.
- RADIO STARS** (monthly), New York, N. Y. **Lester C. Grady** (also editor of Film Fun and Moviepix). Monthly magazine devoted entirely to radio—**C,R,N**. Each issue contains nearly 200 photos. Lists complete coast-to-coast programs. (B) Feb. 19. (E) Notre Dame.
- LA SALLE NEWS** (w), Niagara Falls, N. Y. **Helen J. Thomson Lane** (by-line "Niagara Nell, Ye Radio Raver"). Uses about 2 columns, including cuts, every Thursday—**N,C,R**. Also uses 4 to 6 mats per issue. No regular program listings; mentions programs of "major webs of New York and Canada, and Buffalo, N. Y.; St. Catharines and Toronto, Ont., stations." (B) Mar. 22. (E) Skidmore, Albright Art School. (M) D.A.R.
- NYACK JOURNAL-NEWS** (e), Nyack, N. Y. No radio editor. Carries daily program listings of WEA, WJZ, WABC, WMCA, WOR, WNYC, WHN. Source not specified.
- ONEONTA STAR** (m), Oneonta, N. Y. No radio editor. Carries daily program listings, obtained from the AP.
- PEEKSKILL PRESS-UNION** (e), Peekskill, N. Y. **Fred E. Michelsen** (also staff writer). Uses one to 2 columns daily—**N,C,R**. Also at least one cut daily. Lists

RADIO EDITORS—Continued

- WEAF, WJZ, WMCA, WGY, WLW, WABC, WNEW, WOR. (B) Sept. 9.
- PEEKSKILL STAR** (e), Peekskill, N. Y. No radio editor. Carries program listings and Central Press Assn. releases, obtained from nearby papers and the Central Press Assn.
- PLATTSBURGH REPUBLICAN** (m), Plattsburgh, N. Y. Carries 2 columns of program listings, obtained from WMFF, CKAC, CBM, CFCF.
- PORT JERVIS UNION-GAZETTE** (e), Port Jervis, N. Y. No radio editor. Carries daily program listings. Source not specified.
- LONG ISLAND DAILY ADVOCATE** (e, except Saturday), Ridgewood, N. Y. **Robert E. Ellsworth**. Uses 10 columns daily—C,R,N. Also at least one cut daily. Lists programs of all metropolitan stations. (B) May 17. (E) Columbia U. (M) Spring Class of 1970, Queens Newspapermen's Club.
- ROCHESTER DEMOCRAT & CHRONICLE** (m, S), Rochester, N. Y. **W. DeWitt Manning** (also fraternal, religious and literary editor). Uses varying amount of space in Sunday news and magazine sections—N,C. Also uses photos in Sunday features. Lists WEAF, WJZ, WABC, WHAM, WHEC, WSAY, WBEN and CBL daily. (Daily listings arranged in cooperation with Rochester Times-Union.) (B) Oct. 30. (E) Syracuse U. (M) Automobile Club of Rochester.
- ROCHESTER ABENDPOST** (e), Rochester, N. Y. No radio editor. Carries 2 to 3 columns of material, obtained from WHAM, WHEC, WSAY, and German short-wave stations.
- ROCHESTER DAILY RECORD** (m), Rochester, N. Y. **E. Willis Stratton** (also associate editor). Uses column and a half weekly (plus daily news stories)—N,C. Also uses mats. Lists NBC, CBS, WHAM, WHEC and WSAY. (B) Sept. 25. (E) U. of Rochester. (M) Delta Upsilon, American Newspaper Guild.
- ROME SENTINEL** (e), Rome, N. Y. No radio editor. Carries 1½ to 2 columns daily, obtained from the AP.
- SALAMANCA REPUBLICAN PRESS** (e), Salamanca, N. Y. No radio editor. Carries AP program listings.
- SAUGERTIES DAILY POST** (e), Saugerties, N. Y. No radio editor. Carries "some" radio material which has been "mailed to us."
- SCHENECTADY GAZETTE** (m) Schenectady, N. Y. **Donn Hale Munson**. Uses half to full page daily—N,C—with accent on straight news and features. About 35% of space devoted to art work. Lists WEAF, WJZ, WGY, WOKO, WABY, WBZ-WBZA. (B) January 15. (E) New York Military Academy. (M) Mohawk C.D. School.
- SCHENECTADY SUNDAY SUN**, Schenectady, N. Y. No radio editor. Carries a page of material, obtained from press releases of NBC, CBS and local stations.
- SYRACUSE HERALD** (e, S), Syracuse, N. Y. **Robert M. Hofmann**. Uses half-column weekdays; full column Sunday—N,C,R. Also uses art work. Lists WEAF, WJZ, WABC, WSYR and WFBL. (B) Jan. 4.
- SYRACUSE JOURNAL** (e, S) & **SUNDAY AMERICAN**, Syracuse, N. Y. No information after repeated requests. Previous information (1937) showed E. R. Vadeboncoeur to be radio editor, using half to three-quarter column daily, full column Sunday.
- SYRACUSE POST-STANDARD** (m, S), Syracuse, N. Y. **Jack Stuart Baker** (also copy desk). Uses up to a column and a half in Sunday edition—N. No art work. Lists NBC Red, WFBL, WSYR. (B) Aug. 19. (E) Hamilton. (M) Delta Kappa Epsilon.
- TARRYTOWN DAILY NEWS** (e), Tarrytown, N. Y. No radio editor. Carries 2 columns of radio material daily. Obtained from the Westchester Group, of which this paper is a member.
- TROY OBSERVER-BUDGET** (S), Troy, N. Y. No radio editor. Carries program listings, obtained from WHAZ.
- UTICA OBSERVER-DISPATCH** (e, S), Utica, N. Y. No radio editor. Carries 2 columns daily, obtained from the AP and various stations.
- WATERTOWN DAILY TIMES** (e), Watertown, N. Y. **Dominic Pepp** (also general and amusement reporter). Uses about 2¾ inches over a 2-column spread daily, devoted to comment on network programs. No art work. Lists NBC, CBS and Mutual. (B) May 28.
- HERALD OF WESTCHESTER, THE** (w), White Plains, N. Y. **J. Spencer Gray** (also editor). Uses about a quarter-page of program schedules only, every Friday. Lists WABC, WEAF, WJZ, WOR, WMCA.
- WHITE PLAINS DAILY REPORTER** (e), White Plains, N. Y. No radio editor. Carries daily program listings and a "little news," which is contributed.

RADIO EDITORS—Continued

NORTH CAROLINA

ASHEVILLE CITIZEN-TIMES (m, e, S), Asheville, N. C. No radio editor. Carries unspecified amount of material, obtained from the paper's station WWNC.

BURLINGTON TIMES-NEWS (e), Burlington, N. C. No radio editor. Carries as much radio material as space permits. Source not specified.

CHARLOTTE OBSERVER (m, S), Charlotte, N. C. No radio editor. Carries "limited amount" of radio material daily. Source not specified.

DURHAM HERALD-SUN (m, e, S), Durham, N. C. **Wyatt Thomas Dixon**. Uses half to three-quarter column daily—**N,C**. Also uses mats furnished by networks. Lists CBS and WDNC. (B) Oct. 27. (M) Lions, American Legion.

ELIZABETH CITY DAILY ADVANCE (e), Elizabeth City, N. C. No radio editor. Carries occasional items about local talent, obtained via reporters.

KINSTON FREE PRESS (e), Kinston, N. C. No radio editor. Carries WFTC programs only.

TWIN CITY DAILY TIMES (e), Morehead, N. C. No radio editor. Carries unspecified amount of radio material, received in the mail.

NEW BERN TRIBUNE (m, except Monday, S), New Bern, N. C. No radio editor. Carries a column per week which is "contributed."

NORTH DAKOTA

BISMARCK CAPITAL (semi-weekly), Bismarck, N. D. **Gaylord E. Conrad** (also associate editor; photo correspondent for INS, N. Y. Times, World Wide). Uses half to full column weekly—**N,C,R**. Will use photos and mats. Lists KGCU and KFYR. (B) Feb. 24. (E) Bowdoin, William & Mary.

BISMARCK TRIBUNE (e), Bismarck, N. D. No radio editor. Carries about a page per week, material being obtained from radio stations.

DEVILS LAKE DAILY JOURNAL (e), Devils Lake, N. D. No information after repeated requests. Previous information (1937) showed Arthur C. Timboe to be

radio editor, using one column daily, plus listings and art work.

FARGO FORUM (m, except Monday, e, S), Fargo, N. D. **Alma E. Riggle** (also dramatic and Sunday editor). Uses one column once a week—**N,C,R**. One-half to 3-column mats used occasionally. Lists complete programs of WDAY daily; CBS and Mutual highlights included Sunday. (B) Oct. 31.

VALLEY CITY TIMES-RECORD (e), Valley City, N. D. No radio editor. Carries daily program listings, plus "some local news." Source not specified.

OHIO

AKRON BEACON JOURNAL, Akron, O. **Dorothy Doran** (also part-time rewrite). Uses nearly a column daily, exclusive of program log—**N,C,R**. Also uses one or 2 half-column cuts daily. Lists WADC, WJW, WTAM, WHK, WCLE and WLW completely; highlights of WGAR. (B) Nov. 3. (E) Ohio State. (M) Ohio Newspaper Women's Assn., Theta Phi Alpha, Chi Delta Phi.

AKRON TIMES-PRESS (e, S), Akron, O. **Marguerite Petran** (also reporter). Uses column daily, plus running side-story in Sunday paper—**N,R,C**. Also 1 column of art daily, and 1 to 2 columns Sundays. Lists WADC, WJW, WGAR, WHK, WLW, WTAM. (B) Feb. 3.

ASHLAND TIMES-GAZETTE (e), Ashland, O. **Mary Lou Lammers** (also handles general assignments). Uses three-quarter column weekdays—**N**. Art work is used occasionally. Lists WTAM, WJR, WLW, WGAR, WHK, CKLW. (B) June 27. (E) Ohio U. (M) Alpha Tau Sigma, Phi Mu.

ASHTABULA STAR-BEACON (e), Ashtabula, O. No radio editor. Carries daily program listings. Source not specified.

ATHENS MESSENGER (e, except Saturday, S), Athens, O. No radio editor. Carries "highlights" from programs received in the mail.

BELLAIRE LEADER (e), Bellaire, O. No radio editor. Carries unspecified amount of radio material daily. Obtained from NBC and CBS press releases.

BELLEFONTAINE EXAMINER (e), Bellefontaine, O. No radio editor. Lists

RADIO EDITORS—Continued

- WLW, WJR and WGN daily. Obtained from stations.
- BOWLING GREEN SENTINEL-TRIBUNE** (e), Bowling Green, O. No radio editor. Carries brief radio items daily, with an occasional single mat. Obtained through the mail from stations and advertisers.
- BUCYRUS TELEGRAPH-FORUM** (e), Bucyrus, O. **Gayl C. Metzger**. Uses half-column semi-weekly — **N,C,R**. No art work. Lists WLW, WTAM, WJR, WHKC. (B) Aug. 28. (E) Ohio State. (M) Sigma Nu, Pi Sigma Alpha.
- CHILLICOTHE NEWS-ADVERTISER** (e), Chillicothe, O. **Ray Ortman** (also court reporter). Uses 2 columns daily—**C,R,N**. Art work used occasionally. Lists NBC, CBS, WLW. (B) May 28.
- CANTON REPOSITORY** (e, S), Canton, O. **Clifford Grass** (also automobile editor). Uses one column weekdays, 3 on Sunday —**C,N**. Also uses 2-column mat daily, 2 or 3-column on Sunday. Lists WTAM, WADC, WLW and KDKA. (B) May 21.
- SCIOTO GAZETTE** (e), Chillicothe, O. (Mrs.) **Helen von Clausburg** (also clerical work, collector). Uses 8 column-inches daily and 12 on Saturdays—**N**. No art work. Lists WABC, WEA, WJZ, WLW. (B) July 7.
- CINCINNATI ENQUIRER** (m, S), Cincinnati, O. **Jack Rogers**. Uses unspecified amount of space daily—**C,N,R**. Also uses about 2 columns of art work per week. Lists WLW, WSAI, WKRC, WCKY, WCPO. (B) April 3. (E) Ohio State.
- CINCINNATI POST** (e), Cincinnati, O. **Paul Patrick Kennedy** (also broadcasts amusement program over WCKY). Uses 30 inches daily—**C,R**. Also uses 2-column cut daily, 4-column layout Saturday; mats used rarely. Will also run "breezy" features. 300 to 500 words. Lists WLW, WCKY, WSAI, WKRC and WCPO. (B) March 1. (E) Columbia U., Oklahoma U. (M) Delta Tau Delta, Sigma Delta Chi, Cincinnati Club.
- CINCINNATI TIMES-STAR** (e), Cincinnati, O. No information after repeated requests. Previous information (1937) showed France M. Raine to be radio editor, using listings of 5 local stations every Wednesday.
- RADIO DIAL** (w), Cincinnati, O. **James A. Rosenthal**. 16-page weekly, going to press Monday night for week beginning the following Saturday. Uses various columns—**N,R,C**. Art work plentiful; mats given preference over glossies. Lists complete programs of WLW, WKRC, WSAI, WCKY, WCPO, WSM, WHIO, WHAS, WLS and WENR; also, from 7 p.m. to sign off, NBC, CBS, and numerous midwest stations. (B) July 20. (E) U. of Wisconsin.
- CENTRAL PRESS ASSOCIATION**, Cleveland, O. **Maurice R. Merryfield**. Cleveland Bureau of Hearst Syndicate; material syndicated nationally via air mail. Uses one column daily—**C,R,N**. Also uses 6 layouts a week, 6 2-column cuts and incidental art. Lists NBC and CBS. (B) May 21. (E) Oberlin. (M) University, College, Racquet, Oberlin Varsity, Forum and Country Clubs. (Can use all kinds of art, special articles and feature material; spot news seldom used.)
- CENTRAL PRESS ASSOCIATION**, Cleveland, O. **C. David Vormelker**. Daily column, "Radio Riddle" varies from 2 to 8 inches—**N,C**. Also uses about 3 photos a week in connection with column. Association uses considerable biographical material and many photos in developing features. Photos may be single and double-column, occasionally 3 and 4-column. (B) July 22. (E) Western Reserve U. (M) Special Libraries Assn., Western Reserve Alumni Assn.
- CLEVELAND NEWS** (e), Cleveland, O. **Elmore Bacon** (also music editor). Uses 3 columns every weekday—**R,N,C**. Usually runs one photo a day. Lists WTAM, WHK, WGAR, WCLE, WADC, WLW, WSAI, WJR, WXYZ, CKLW, WGN, WSM, WWJ, KDKA and short-wave stations. (B) Oct. 6.
- CLEVELAND PLAIN DEALER** (m, S), Cleveland, O. **Robert S. Stephan**. Uses full column daily, 3 to 6 columns Sunday —**R,N,C**. Also uses column of art work daily, 3 to 6 columns Sunday. Lists WTAM, WGAR, WCLE, WHK, WJR, WADC, WGN and WLW. (B) Dec. 31. (E) Oberlin, Columbia U. (M) City Club.
- CLEVELAND PRESS** (e), Cleveland, O. **Norman Siegel** (also radio editor, NEA Syndicate; Variety correspondent). Uses 47 inches daily in Cleveland Press, 2 columns weekly in full service of NEA—**N,C,R**. Also uses one column of art work daily, 2 to 4 pieces weekly. Lists

RADIO EDITORS—Continued

- are run daily and include WTAM, WGAR, WHK, WCLE, WLW, WGN, WJR and CKLW. (B) Oct. 12. (E) Ohio State. (M) Cleveland City Club, Bucket & Dipper and Sphinx Honorary Societies, Pi Delta Epsilon, Sigma Delta Chi.
- COLUMBUS CITIZEN** (e), Columbus, O. **Lehman Otis** (also gives weekly broadcast: program news, reviews, etc.). Uses column and a half Monday to Friday, 2 columns Saturday, not including programs—**N,R,C**. Also uses about 2 columns of art work daily. Lists WHKC, WCOL, WBNS, WLW, WJR and WGN completely; highlights of NBC, CBS and Mutual. (B) Jan. 24. (E) Otterbein.
- COLUMBUS DISPATCH** (e, S), Columbus, O. **Adrian Fuller**. Uses about one column daily, and full magazine feature page Sundays—**R,C,N**. Also uses about half-page of art work Sundays. Lists WBNS, WCOL, WHKC, WOSU, WLW, and network highlights. (B) July 29.
- OHIO STATE JOURNAL** (m), Columbus, O. No information after repeated requests. Previous information (1937) showed Harrold C. Eckert to be radio editor, using daily listings and occasional news squibs.
- COSHOCTON TRIBUNE** (e, S), Coshocton, O. No radio editor. Carries "very little" radio material. Obtained from NEA Service.
- STILLWATER VALLEY NEWS** (e, except Saturday), Covington, O. No radio editor. Carries unspecified amount of radio material, obtained from nearby stations.
- DAYTON JOURNAL-HERALD** (m, e, S), Dayton, O. No information after repeated requests. Previous information (1937) showed L. Dale Francis to be radio editor, using full column daily in both papers.
- DAYTON DAILY NEWS** (e, S), Dayton, O. **Charles E. Gay II** (also publicity director of WHIO, affiliated with the Daily News). Uses 3 columns weekdays, 5 to 6 on Sunday, including program schedules—**R,C,N**. Also uses one or 2 columns of art work daily, 4 on Sunday, plus special page, "Picture Parade," in tabloid section. Lists WHIO, WLW, WCKY, KDKA, WSAI, WTAM, WKRC and WSMK regularly; WJR, WENR, WMAQ and WHKC occasionally. (B) March 27. (E) Ohio State. (M) Beta Theta Pi, University Club, Variety Club.
- NEWS SERVICE BUREAU**, Dayton, O. **Philip Glanzer** (also daily commentator, Hollywood Highlights, on WSMK). Newspaper and magazine syndicate supplying 250 words daily, 500 Sunday, to 35 midwestern papers—**C,R,N**. Uses one-column photos daily, special Sunday spreads. Lists WSMK, WHIO, WBBM, WLW, WGN, KWK, WMT, KSO. (B) Aug. 3. (E) Sullivan College of Business Administration. (M) Fraternal Order of Eagles.
- DELAWARE GAZETTE** (e), Delaware, O. No radio editor. Carries only news of "forthcoming broadcasts of special note." Obtained from station press releases.
- DELPHOS DAILY HERALD** (e), Delphos, O. No radio editor. Carries "very little" radio material. Source not specified.
- DOVER DAILY REPORTER** (e), Dover, O. **Barney Schwartz** (also promotion manager). Uses about one-third column daily, including program log—**C,N**. Art work used infrequently. Lists WTAM, WHK, WGAR, WCLE and WLW. (B) March 22. (E) Ohio State U. (M) Sigma Delta Chi.
- EAST LIVERPOOL REVIEW** (e), East Liverpool, O. No radio editor. Carries a half column of radio material daily. Obtained from press releases sent in by stations.
- ELYRIA CHRONICLE-TELEGRAM** (e), Elyria, O. No radio editor. Carries daily program listings. Source not specified.
- FINDLAY REPUBLICAN-COURIER** (m), Findlay, O. **John M. Stowell**. Uses half-column Monday to Friday—**N,C**. Also uses half to three-quarter column of art work each issue. Lists WTAM, WLW, CKLW, WJR and WOWO. (B) Sept. 20. (M) Up-to-Date Club.
- FOSTORIA DAILY REVIEW** (e), Fostoria, O. No information after repeated requests. Previous information (1937) showed La Verne J. Huth to be radio editor, using one column Monday to Friday, 2 columns Saturday.
- FREMONT MESSENGER** (e), Fremont, O. No radio editor. Carries 2 columns of program listings daily. Obtained from stations.
- FREMONT NEWS** (e), Fremont, O. No radio editor. Carries unspecified amount

RADIO EDITORS—Continued

- of radio material daily. Obtained from press releases sent in by stations.
- GALION INQUIRER** (e), Galion, O. **Harriett Cummins**. Uses about one full column daily—program listings only. Lists WTAM, WLW, WJR, WHKC. (B) Feb. 13.
- HAMILTON JOURNAL-NEWS** (e), Hamilton, O. No radio editor. Carries daily program listings. Source not specified.
- LANCASTER EAGLE-GAZETTE** (e), Lancaster, O. No radio editor. Carries daily program listings, obtained from stations.
- LIMA NEWS** (e, S), Lima, O. **Rosemary E. Cashman** (also theatre editor). Uses 2 columns daily—N,C,R. No art work. Lists NBC and CBS. (B) March 5.
- LOGAN DAILY NEWS** (e, except Saturday), Logan, O. No radio editor. Carries daily program listings. Source not specified.
- LORAIN JOURNAL** (e), Lorain, O. No radio editor. Carries "variable" amount of radio material daily. Obtained from wire services and syndicates.
- MANCHESTER SIGNAL** (m), Manchester, O. No radio editor. Carries unspecified amount of radio material "when sponsor is an advertiser." Obtained direct.
- MARIETTA DAILY TIMES** (e), Marietta, O. **Flora Gaitree** (also society editor). Uses one to one and a half columns daily—C,N,R. Art work is run occasionally. Lists NBC, CBS and WLW. (B) April 9. (E) Marietta. (M) Marietta Music Club, Garden Club, Civic Federation of Women's Clubs.
- MARION DAILY STAR** (e), Marion, O. **John R. Elliott** (also courthouse reporter). Uses about 6 column-inches daily, and an occasional half-column feature—N. Art work used rarely. Lists WTAM, WJR, WHKC, WLW; and special features of NBC, CBS and Mutual. (B) Sept. 29. (E) Ohio U. (M) Theta Chi.
- MARTINS FERRY DAILY TIMES** (e), Martins Ferry, O. No radio editor. Carries unspecified amount of radio material daily. Obtained from feature and clipping services.
- MASSILLON INDEPENDENT** (e), Massillon, O. No radio editor. Carries unspecified amount of AP material daily.
- NEWARK ADVOCATE & AMERICAN TRIBUNE** (e), Newark, O. **M. Irene Cosgrove** (also reporter, obituary editor). Uses daily program listings and highlights with an occasional special feature from clip sheets. Lists NBC, CBS, WOSU, WBNS, WHKC, WLW, WCOL.
- NEW PHILADELPHIA TIMES** (e), New Philadelphia, O. No radio editor. Carries "very little" radio material, confined to program listings. Obtained by clipping.
- NORWALK REFLECTOR-HERALD** (e), Norwalk, O. No radio editor. Carries daily program listings. Source not specified.
- PAINESVILLE TELEGRAPH** (e), Painesville, O. **David Emory Bollinger, Jr.** Uses about 2 columns daily, of which about half is devoted to program listings—N,C. Also uses at least one mat daily. Lists WICA, KDKA, WTAM, WHK, WLW, WJR. (B) Aug. 12. (E) Ohio U. (M) Tau Kappa Epsilon.
- RAVENNA RECORD** (e), Ravenna, O. No radio editor. Carries half-column of radio material daily. Obtained from press releases sent in by stations.
- SALEM NEWS** (e), Salem, O. No radio editor. Carries daily program listings. Source not specified.
- SANDUSKY NEWS** (e), Sandusky, O. No radio editor. Carries daily programs of "4 nearby stations." Obtained from stations.
- SANDUSKY REGISTER** (m, except Monday, S), Sandusky, O. No radio editor. Carries as much radio material daily as space allows. Obtained from press releases received in the mail.
- SIDNEY DAILY NEWS** (e), Sidney, O. No radio editor. Carries 6 or 8 inches of radio material daily. Obtained from press releases sent in by stations.
- SPRINGFIELD DAILY NEWS** (e), and **NEWS-SUN** (S), Springfield, O. **J. Richard Wolbert**. Uses half-column weekdays, 3 columns Sunday—N,C,R. Also uses 3 to 4 columns of art work on Sunday. Lists WHIO and WLW completely; highlights of WCKY, WSAI, WKRC, WTAM. (B) Sept. 16.
- TIFFIN ADVERTISER-TRIBUNE** (e), Tiffin, O. **Arnold Whalen** (also city editor). Uses three-quarters to full column daily—program listings only. Art work rarely. Lists WSPD, WJR, WLW, WTAM.
- TOLEDO BLADE** (e), Toledo, O. **Richard C. Pheatt**. Uses 28 inches with 8-col-

RADIO EDITORS—Continued

- umn streamer weekdays, not including program schedules — **N,R,C**. Usually runs 3 half-column cuts daily, 4 on Saturday. Lists WSPD, WWJ, WTAM, WLW, CYLW, CKLW, WJR and WTOL. (**B**) Nov. 7. (**E**) U. of Toledo. (**M**) Phi Kappa Chi, Newspaper Guild.
- TOLEDO NEWS-BEE** (e), Toledo, O. **Marie Cochran**. Uses 2 columns, 11½ inches deep, daily—**N,R,C**. Runs several pieces of art daily, 8-column layout on Saturday. Lists WSPD, WWJ, WJR, WTAM, WLW, CKLW, WTOL. (**B**) June 29.
- TORONTO DAILY TRIBUNE**, (e), Toronto, O. No radio editor. Uses one-quarter to one-half column of radio material daily, obtained from stations.
- TROY DAILY NEWS** (e), Troy, O. **Raymond D. Steinmetz** (also managing editor). Uses program log only, with occasional art work. Program listings vary somewhat each day, but usually include NBC, CBS, WLW, WHIO, WKRC, KDKA, WOWO and other Ohio and Chicago stations. (**B**) March 2.
- UHRICHSVILLE CHRONICLE** (e), Uhrichsville, O. No radio editor. Carries a daily log of "Tonight's Features." Obtained by clipping.
- UPPER SANDUSKY DAILY CHIEF** (e), Upper Sandusky, O. No radio editor. Carries unspecified amount of radio material on WLW and WTAM daily. Obtained from stations.
- WAPAKONETA NEWS** (e), Wapakoneta, O. No radio editor. Carries half-column of program listings daily. Source not specified.
- WARREN TRIBUNE CHRONICLE** (e), Warren, O. **Don McCurdy** (also telegraph editor). Uses 2 columns of daily highlights supplied by the AP, and program schedules. No art work. Lists CBS, WTAM, KDKA, WICA. (**B**) July 31.
- WILMINGTON NEWS-JOURNAL** (e), Wilmington, O. No radio editor. Carries half-column of radio material daily. Obtained through AP and rewrite.
- WOOSTER DAILY RECORD** (e), Wooster, O. No radio editor. Carries two-thirds column of radio material daily. Obtained mostly from NBC and CBS press releases.
- XENIA GAZETTE** (e), Xenia, O. **Mildred Mason** (also society editor and general reporter). Uses about one full column daily—**N,C**. Also one mat daily (obtained from various radio feature services). Lists WLW, WKRC. (**B**) Oct. 4. (**M**) Business and Professional Women's Club.
- THE VINDICATOR** (e, S), Youngstown, O. **Marion Campbell McDonald** (also on editorial staff). Uses two 16 to 20 inch columns daily and Sunday—**N,R**. Also uses half-column mat daily, art layout Sunday. Lists WGN, WEA, WJZ, WABC, WKBN, WTAM, KDKA, WJR and WLW. Will use stories on opera, concerts and educational programs when sufficiently important. (**E**) Ogontz School.

OKLAHOMA

- ADA NEWS** (e, except Saturday, S), Ada, Okla. No radio editor. Carries one column of radio material daily, obtained from stations.
- ALVA DAILY RECORD** (m, except Monday, S), Alva, Okla. No radio editor. Carries a varying amount of radio material daily. Obtained by clipping.
- DAILY ARDMOREITE** (e, except Saturday, S), Ardmore, Okla. **Ramon Martin** (also gives 3 daily newscasts over KVSO, owned by the paper). Uses full column weekly—**N,C,R**. Also uses 2 to 3 column photos. Lists KVSO, Mutual and Oklahoma Network. (**B**) March 11. (**E**) Southeastern State. (**M**) Kiwanis.
- BARTLESVILLE DAILY ENTERPRISE** (e), Bartlesville, Okla. No radio editor. Carries daily program listings, obtained from "a radio magazine."
- BARTLESVILLE EXAMINER** (m, except Monday, S), Bartlesville, Okla. No radio editor. Carries radio material "only when of general news value." No source specified.
- BLACKWELL DAILY JOURNAL** (e, except Saturday, S), Blackwell, Okla. **Roger E. Rice** (also general editorial man). Uses program listings only, both weekdays and Sundays (Sunday about 3 columns). Lists NBC, CBS, Mutual; mentions KANS, KFI, KGNC, KOA, KOB, KPRC, KVOO, WBAP, WDAF, WENR, WFAA, WHO, WKY, WLS, WLW, WMAQ, WOAI, WREN, WSM, KFH, KGKO, KMOX, KNX, KOMA, KRLD, KSL, KTRH, KTSA, KTUL,

RADIO EDITORS—Continued

- KWKH, WACO, WBBM, WBT, WHAS, WIBW, WWL, KADA, KBIX, KCRC, KGFF, KVSO, WBBZ, WGN.** (B) Feb. 13. (E) University Junior College.
- BRISTOW DAILY RECORD** (e), Bristow, Okla. No radio editor. Carries "very little" radio material. No source specified.
- CLINTON DAILY NEWS** (e, except Saturday, S), Clinton, Okla. No radio editor. Carries "very little" radio material. Usually obtained "through local contact."
- CLINTON TIMES** (m, except Monday, S), Clinton, Okla. No radio editor. Carries "very little" radio material. Obtained by clipping.
- DRUMRIGHT DAILY DERRICK** (e, except Saturday, S), Drumright, Okla. No radio editor. Carries "small amount" of radio material. Obtained from releases received in the mail.
- DUNCAN BANNER** (e, except Saturday, S), Duncan, Okla. No radio editor. Carries 50 inches of radio material weekly. Obtained from the NEA Service.
- EL RENO DAILY TRIBUNE** (e, except Saturday, S), El Reno, Okla. No radio editor. Carries occasional news item of local interest. Obtained from "local friends of participants."
- ELK CITY DAILY NEWS** (e, except Saturday, S), Elk City, Okla. No radio editor. Carries "small amount" of radio material on local station KASA. Obtained direct.
- GUTHRIE DAILY LEADER** (e, except Saturday, S), Guthrie, Okla. No radio editor. Carries unspecified amount of radio material, "occasionally." Obtained from wire service and press releases.
- HUGO DAILY NEWS** (e, except Saturday, S), Hugo, Okla. No radio editor. Carries "very limited" amount of radio material. Source not specified.
- LAWTON PRESS** (m, except Monday, S), Lawton, Okla. No radio editor. Carries "very little" radio material. Obtained from press releases received in the mail.
- MC ALESTER NEWS-CAPITAL** (e), McAlester, Okla. No radio editor. Carries occasional items if of sufficient news value. Source not specified.
- MUSKOGEE DAILY PHOENIX & TIMES DEMOCRAT** (m, e, S), Muskogee, Okla. **Paul A. Bruner** (also managing editor, both papers). Uses half-column twice a week, 1½ to 2 columns on Sunday—**C,N,R.** Seldom uses art work on weekdays, usually runs one-column cuts Sunday. Lists **KBIX** (owned by the papers). (B) Aug. 2. (E) Baker U. (M) Delta Tau Delta.
- OKEMAH LEADER** (e, except Saturday, S), Okemah, Okla. No radio editor. Carries "a little" radio material. Source not specified.
- OKLAHOMA NEWS** (e, S), Oklahoma City, Okla. No information after repeated requests. Previous information (1937) showed **Bill Stockwell** to be radio editor, using 2 columns in Sunday edition.
- SAPULPA HERALD** (e), Sapulpa, Okla. No radio editor. Carries radio material "seldom." Obtained "locally."
- SEMINOLE PRODUCER** (e, except Saturday, S), Seminole, Okla. No radio editor. Carries radio material "if it has news value." Source not specified.
- SHAWNEE NEWS** (m, except Monday, S), Shawnee, Okla. No radio editor. Carries unspecified amount of radio material daily. Obtained from paper's own station, **KGFF.**
- TULSA TRIBUNE** (e, S), Tulsa, Okla. No radio editor. Carries 5 columns of radio material daily, including Sunday. Obtained from stations, etc.
- WOODWARD PRESS** (daily), Woodward, Okla. **William W. Frye** (also managing editor). No regular column; uses news items. Uses about 2 cuts a week. No program listings. (B) Sept. 28. (E) Oklahoma U., Oklahoma A. and M. (M) S.A.E. Fraternity, Lions, Press Club, C. of C.

OREGON

- ASTORIAN-BUDGET** (e), Astoria, Ore. No radio editor. Carries program listings obtained from local stations.
- CORVALLIS GAZETTE-TIMES** (e), Corvallis, Ore. No radio editor. Carries one column of radio material daily. Obtained from press releases sent in by stations.

RADIO EDITORS—Continued

EUGENE DAILY NEWS (m, except Monday, e, S), Eugene, Ore. **George Edward Jones** (also reporter). Uses radio log daily and Sunday, listing KGW, KEX, KOIN, KNX, KORE (these listings also cover NBC, CBS and Mutual). No art work. (Note: A Sunday column of straight news is currently contemplated.) (B) Jan. 10. (E) Oregon. (M) Sigma Delta Chi.

KLAMATH FALLS HERALD (e), Klamath Falls, Ore. No radio editor. Carries radio material "seldom." No source specified.

OREGON CITY ENTERPRISE (m, except Monday, S), Oregon City, Ore. No radio editor. Carries "very little" radio material. Source not specified.

THE OREGONIAN (m, S), Portland, Ore. **William Moyes**. Uses 3½ columns daily, 8 columns Sunday—**R,C,N**. Also uses one 2-column cut daily, strip of 8 or 10 2-column cuts on Sunday. Lists NBC, CBS and Mutual; evening programs of KPO and KGO.

OREGON JOURNAL (e, S), Portland, Ore. **Ernest W. Peterson**. Uses three-quarter column daily, one to 2 columns Sunday, not including program schedules—**N,C,R**. Half to 3-column cuts used every Sunday; art used during the week as local news warrants. Lists KOIN, KALE, KGW, KEX, KXL, KWJJ, KOAC, KNX, KGO, KPO and KSL. (B) Nov. 12.

PORTLAND NEWS-TELEGRAM (e), Portland, Ore. **Edward V. Golik**. No regular column currently; column of entertainment comment, with art work, is contemplated. Lists NBC, CBS, Mutual, KGW, KEX, KOIN, KXL, KWJJ, KOAC, KBPS and KALE. (B) March 21. (M) Multnomah A. C.

ROSEBURG NEWS-REVIEW (e), Roseburg, Ore. No radio editor. Carries unspecified amount of radio material on KRNR daily. Obtained direct.

OREGON STATESMAN (m, except Monday, S), Salem, Ore. No radio editor. Carries daily program listings, obtained from stations.

PENNSYLVANIA

ALLENTOWN CHRONICLE & NEWS (e), Allentown, Pa. **T. L. Wirts** (also daily newscaster over WSAW-WCBA). Uses

daily column of program schedules and comment. Also uses NEA radio review, with photos, every Friday. Lists WSAW-WCBA, WEA, WJZ, WABC and WOR. (B) July 30.

ALLENTOWN MORNING CALL (m, S), Allentown, Pa. **Clifford B. Bush**. Uses about 3 columns, 12 inches deep, daily—**N**. No art work. Lists WSAW-WCBA, WEA, WJZ, WABC and WOR. (B) Dec. 28.

ALTOONA MIRROR (e), Altoona, Pa. **John Edward Holtzinger** (also news and editorial writer). Uses 2 columns daily—**N,C,R**. No art work. Lists WEA, WJZ, WLW, KDKA, WABC and WFBG. (B) Feb. 21. (E) Penn State.

ALTOONA TIMES TRIBUNE (m), Altoona, Pa. **Paul LeRoy Lamade**. Uses 10-inch column every other issue (program listings daily)—**C,N,R**. No art work. Lists NBC and CBS from 10:30 a.m. to midnight; Mutual feature programs, KDKA and occasionally WLW. (B) April 25.

AMBRIDGE DAILY CITIZEN (e, except Saturday), Ambridge, Pa. No radio editor. Carries only news of local artists, obtained direct.

MAIN LINE TIMES (e, except Saturday), Ardmore, Pa. No radio editor. Carries daily program listings, and three-quarter column of program comment once a week. Obtained by clipping.

ASHLAND DAILY NEWS (e), Ashland, Pa. No radio editor. Carries only "evening table" of programs. Source unspecified.

BEAVER DAILY TIMES (e), Beaver, Pa. No radio editor. Carries half-column of program listings daily. Obtained by clipping Pittsburgh papers.

BEAVER FALLS NEWS-TRIBUNE (e), Beaver Falls, Pa. No radio editor. Carries one-half to three-quarter column of radio material daily. Source unspecified.

BRADFORD STAR-RECORD (e), Bradford, Pa. No radio editor. Carries daily program listings of local station, with occasional news items. Source unspecified.

BROWNSVILLE TELEGRAPH (e), Brownsville, Pa. **Donald B. Renn** (also reporter, photographer, artist). Uses one column daily—**R,C,N**. Also art work occasionally. Lists WCAE, WJAS, KDKA,

RADIO EDITORS—Continued

- WWVA. (B) Jan. 1. (E) Bucknell. (M) Phi Gamma Delta, Belle Hop, Dramatic Club.
- CARBONDALE LEADER** (e), Carbondale, Pa. No radio editor. Carries "some" radio material daily, obtained in "various ways."
- CARNEGIE SIGNAL-ITEM** (w), Carnegie, Pa. **R. W. Bradshaw**. Uses 3½ columns every Thursday (deadline, Tuesday morning)—**C,R,N**. Also uses mats supplied by networks and agencies. Lists KDKA, WCAE, WJAS, KQV and WWSW. (B) Oct. 19.
- CHAMBERSBURG PUBLIC OPINION** (e), Chambersburg, Pa. No radio editor. Carries one-half to three-quarter column of radio material daily, with occasional features. Obtained from the AP and NEA Services.
- CHESTER TIMES** (e), Chester, Pa. No radio editor. Carries daily listings of programs, with occasional feature stories of radio stars. Source unspecified.
- CLEARFIELD PROGRESS** (e), Clearfield, Pa. No radio editor. Carries daily program listings, obtained from the AP.
- DANVILLE NEWS** (m), Danville, Pa. No radio editor. Carries "very little" radio material daily, confined to program listings. Source unspecified.
- DOYLESTOWN INTELLIGENCER** (e), Doylestown, Pa. No radio editor. Carries a little radio material daily, devoted to program highlights. Obtained by clipping the metropolitan dailies.
- EASTON EXPRESS** (e), Easton, Pa. No radio editor. Carries "very little" radio material, obtained from press associations.
- EASTON DAILY PLAIN DEALER** (m), Easton, Pa. No radio editor. Carries an "indefinite" amount of radio material daily. Obtained from local station WEST and agency press releases.
- ERIE DAILY TIMES** (e), Erie, Pa. **W. Howard Parsons** (also theatre page editor, city hall reporter). Column is run irregularly—**R,N,C**. Uses photos intermittently, depending on space available. Lists WEAf, WJZ, WABC, WOR. (B) Nov. 29. (M) Erie Press Club (secretary).
- ERIE DISPATCH-HERALD** (e, S), Erie, Pa. **C. B. Hollinger** (also feature editor). Uses from 3 to 5 columns once a week—**C,R,N**. Also uses about one column of art work. Lists NBC, CBS and Mutual. (B) July 5.
- GREENVILLE RECORD - ARGUS** (e), Greenville, Pa. No radio editor. Carries AP program listings daily.
- HANOVER EVENING SUN**, Hanover Pa. **Edward H. Wallace** (also sports editor). Uses quarter-page daily, including column, listings, photos, etc.—**N,C,R**. Also uses one mat daily, usually single-column. Lists NBC, CBS and Mutual. (B) July 31. (M) Order of DeMolay Legion of Honor.
- HARRISBURG NEWS** (e), Harrisburg, Pa. **Jean D. Millar** (also society editor). Uses 3 columns daily—**C,N**. Also one 2-column cut and two or more one-column cuts daily. Short-wave news. Lists WEAf, WJZ, WABC, WOR. (B) May 14. (E) Irving College.
- HARRISBURG TELEGRAPH** (e), Harrisburg, Pa. **Dick Redmond**. Uses 2-column spread, 8 or 9 inches deep, daily (with program schedules, totals 4 columns)—**N,C,R**. Also uses 2 or 3 photos daily. Lists WEAf, WJZ, WABC, WHP, WKBO. Column also has tie-in with local theatres when showing films featuring radio stars. (B) March 31.
- DAILY MESSENGER** (e), Homestead, Pa. **Ida A. Ahlberg** (also reporter and proof reader). Uses 16-inch column, including art work, Monday to Friday—**N,C**. Also uses a single or double-column cut each issue. Lists KDKA, WCAE, KQV, WWSW, WJAS (Sunday programs listed in Saturday edition). (B) July 6.
- HUNTINGDON DAILY NEWS** (e), Huntingdon, Pa. No radio editor. Carries daily program listings only. Source unspecified.
- JEANNETTE NEWS-DISPATCH** (e, except Saturday), Jeannette, Pa. No radio editor. Carries daily listings of "Pennsylvania programs." Source unspecified.
- LANSFORD RECORD** (e), Lansford, Pa. No radio editor. Carries daily program listings. Source unspecified.
- LATROBE BULLETIN** (e), Latrobe, Pa. **Katherine J. Crede** (also reporter, proof-reader). Uses one and a quarter columns daily—**N,C**. Also uses several photos a week. Lists KDKA, WCAE and WJAS.

RADIO EDITORS—Continued

- (B) Feb. 12. (M) Business and Professional Women's Club.
- LEBANON REPORT** (e), Lebanon, Pa. No radio editor. Carries daily program listings of NBC, CBS and Mutual programs, obtained from press releases sent in by the networks.
- LEHIGHTON LEADER** (e), Lehigh, Pa. No radio editor. Carries half-column of radio material daily. Obtained by clipping.
- LOCK HAVEN EXPRESS** (e), Lock Haven, Pa. No radio editor. Carries daily "summary sent over wire by the AP."
- McKEESPORT DAILY NEWS** (e), McKeesport, Pa. **Fredrik Kane Schuler** (also assistant city editor). Uses unspecified amount of daily space—N,C,R. Also varying amount of art work and layouts. Lists Pittsburgh district stations, network key stations, plus others, depending on news significance and personalities involved. (B) March 17. (E) Ohio State. (M) Elks, Eagles, Authors, American Literary Society. (Note: Also free-lances fiction with radio themes as background.)
- MEADVILLE TRIBUNE - REPUBLICAN** (m, e), Meadville, Pa. No radio editor. Carries "very little" radio material, obtained locally and by wire service.
- MECHANICSBURG DAILY LOCAL NEWS** (e), Mechanicsburg, Pa. **Lois J. Fegan**. Uses about half-page every other day—N,R,C. Also uses unspecified number of mats. No regular program log; outstanding features of networks and local stations used in story form. (E) Alviene Theatre School, N. Y. (M) Harrisburg Community Theatre.
- MILTON STANDARD** (e), Milton, Pa. No radio editor. Carries a varying amount of radio material daily—used as filler. Obtained from NEA releases.
- MONONGAHELA DAILY REPUBLICAN** (e), Monongahela, Pa. No radio editor. Carries one-half to three-quarter column of radio material daily, obtained from press associations.
- NEW CASTLE NEWS** (e), New Castle, Pa. No radio editor. Carries daily program listings only. Source unspecified.
- NEW KENSINGTON DISPATCH** (e), New Kensington, Pa. No radio editor. Carries program listings of Pittsburgh stations daily. Source unspecified.
- NORRISTOWN TIMES HERALD** (e), Norristown, Pa. **W. D. Cressman**. Uses half-column daily—N,C,R. Also uses "as much art work as possible." Lists WEAf, WJZ, WABC, WIP, WCAU, KYW, WIBG. (B) June 23. (E) Penn State.
- FARM JOURNAL** (monthly), Philadelphia, Pa. **John Canning, Jr.** (also free lance; writes column on Chicago which is syndicated). Uses a page in the Journal, a monthly magazine—N,R,C. Also uses 2 or 3 photos. (B) Aug. 20. (E) Grinnell, U. of Iowa, Northwestern U. (M) Sigma Delta Chi, DeMolay.
- PHILADELPHIA DAILY NEWS** (e), Philadelphia, Pa. **Dorothy C. Guinan** (also secretary to managing editor). No regular column; uses daily program schedules with occasional art work. Lists WCAU, KYW, WFIL, WIP, WJZ, WOR, WDAS, WPEN, WCAM, WTEL and WIBG. (B) March 3.
- PHILADELPHIA INQUIRER** (m, S), Philadelphia, Pa. **Frank Rosen** (also stamp editor). Uses 4 to 5 columns Sunday, including program log—C,N. (Same amount in pre-dated issue, circulated nationally and published one week in advance.) Also uses 2 or more one-column cuts each Sunday; larger cuts in pre-dated edition. Program log is run daily and lists WEAf, WJZ, WABC, WOR, WFIL, WIP, WCAU, KYW, WPG and WDAS. (B) July 4. (M) Pen and Pencil Club and the American Newspaper Guild.
- PHILADELPHIA PUBLIC LEDGER** (e), Philadelphia, Pa. **George Opp**. Uses 12-inch column daily—N,C,R. Also uses unspecified amount of art work daily. Lists WCAU, KYW, WFIL, WHAT, WIP, WPEN, WIBG, WTEL, WDAS, WCAM, WPG, WJZ, WEAf, WABC and WOR. (E) Lehigh.
- PHILADELPHIA RECORD** (m, S), Philadelphia, Pa. **George M. Lilley** (also short-wave editor of The Microphone). Uses about 1,000 words on Sunday radio page—C,R,N. Also uses a single, double and 4-column cut. Lists—daily—NBC, CBS and Mutual; KYW, WFIL, WDAS, WCAU, WIP, WPEN and WIBG. (B) Aug. 26.

RADIO EDITORS—Continued

- RADIO PRESS** (w), Philadelphia, Pa. **Milton J. Feldman**. Column, "Mike-Ro-Scooping" under by-line Micky Fields, appears every Friday; runs about 30 inches, double column—**N,C,R**. Also uses about 5 pages of photos. Lists all Philadelphia and New York networks and stations. (B) Sept. 6. (E) Villanova.
- PHILIPSBURG JOURNAL** (e), Philipsburg, Pa. No radio editor. Carries "very little" radio material. Source unspecified.
- PITTSBURGH POST-GAZETTE** (m), Pittsburgh, Pa. **Darrell V. Martin**. Uses 4 columns daily—**C,N,R**. Also uses about 7 inches of art daily. Lists WWSW, WJAS, KDKA and KQV. (B) Nov. 9. (E) Carnegie Tech.
- PITTSBURGH PRESS** (e, S), Pittsburgh, Pa. **Si Steinhäuser**. Uses column and a half daily; 2 columns Sunday, excluding programs—**N,C,R**. Also uses single column cuts daily; 5 column layout Sunday. Lists KDKA, WCAE, WJAS, KQV, WWSW regularly; NBC, CBS and Mutual when carried locally. (B) Nov. 15.
- PITTSBURGH SUN-TELEGRAPH** (e, S), Pittsburgh, Pa. **Zora D. Unkovich**. Uses 22-inch column weekdays and Sunday, exclusive of program log—**N,C,R**. Also uses 2 or 3 single-column cuts weekdays, 24 to 30 inches of art work Sunday. Lists WCAE, WJAS, KDKA, KQV, WWSW. (Also runs a page of complete network programs for the week in a "country" issue, the Predate, for strictly rural circulation.)
- SCHUYLKILL (NEW DEAL) REPORTER** (m), Pottsville, Pa. **J. Melville May** (also manager of the paper). Uses column daily—**C,R,N**. Also takes mats from NBC, CBS and Mutual. Lists complete AP radio schedule, WCBA, WEEU, WAZL. (B) Oct. 14. (E) Albright.
- PUNXSUTAWNEY SPIRIT** (e), Punxsutawney, Pa. No radio editor. Carries "very little" radio material. Obtained by clipping.
- READING EAGLE** (e, S), Reading, Pa. **Ron G. Sercombe** (also Sunday editor). Uses 2 columns weekly—**C**. Also uses half-column halftones. Lists WEAf, WJZ, WOR, WCAU, WFIL, KYW, WRAW and WEEU. (B) March 5. (E) Temple U.
- RIDGWAY RECORD** (e), Ridgway, Pa. No radio editor. Carries 10 inches of radio material daily. Obtained from press association.
- SAYRE TIMES** (e), Sayre, Pa. No radio editor. Carries an unspecified amount of radio material daily. Obtained from the AP.
- SCRANTON TIMES** (e), Scranton, Pa. No radio editor. Carries daily program listings of WQAN (non-commercial station owned by the Times), WEAf, WJZ, WABC, WOR, WMCA, WHN, WQXR, WEVD, plus short-wave stations. Some material obtained direct; more specific information on sources not given.
- SHARON HERALD** (e), Sharon, Pa. No radio editor. Carries half-column of radio material daily. Obtained from station press releases.
- SOMERSET AMERICAN** (m), Somerset, Pa. No radio editor. Carries less than one column of radio material daily. Obtained from the AP.
- CENTRE DAILY TIMES** (e), State College, Pa. No radio editor. Carries daily program listings only. Source unspecified.
- VALLEY DAILY NEWS** (e), Tarentum, Pa. No radio editor. Carries one column of radio material daily, plus program listings. Obtained by clipping a Pittsburgh paper.
- TOWANDA REVIEW** (m), Towanda, Pa. No radio editor. Carries daily program listings. Source unspecified.
- TYRONE HERALD** (e), Tyrone, Pa. No radio editor. Carries about 2 columns of programs and remarks daily. Lists WEAf, WJZ, WABC, WCAU, WOR, KDKA, WGY, WLW. Obtained from radio magazines and checked against late newspapers for changes or corrections.
- UNIONTOWN NEWS-STANDARD** (e), Uniontown, Pa. No radio editor. Carries one column of program listings daily. Obtains Pittsburgh schedules by clipping, adds local station (WMBS) programs as received direct.
- VANDERGRIFT NEWS** (e), Vandergrift, Pa. No radio editor. Uses unspecified amount of radio material daily. Obtained from station press releases.
- WASHINGTON OBSERVER (m) & REPORTER** (e), Washington, Pa. No ra-

RADIO EDITORS—Continued

dio editor. Uses unspecified amount of radio material daily. Obtained from press association.

DAILY LOCAL NEWS (e), West Chester, Pa. No radio editor. Carries one column of radio material daily. Obtained from station press releases.

WILKES-BARRE SUNDAY INDEPENDENT, Wilkes-Barre, Pa. No radio editor. Carries daily programs of "leading stations" and local stations. Source unspecified.

WILKES-BARRE EVENING NEWS (e), Wilkes-Barre, Pa. **James F. McKeown**. Uses unspecified amount of space Saturdays only—N. Also uses single-column cuts. Lists WJZ, WGY, WEA, WLW, WABC. (B) Sept. 6.

WILLIAMSPORT GAZETTE & BULLETIN (m), Williamsport, Pa. **Quinton E. Bogaue** (also city editor). Uses one column (not devoted entirely to radio) 3 times a week—N,C,R. Also uses photos supplied by the AP. Program log is run daily and lists WEA, WJZ, WABC, WOR, WRAK. (B) Oct. 12. (E) Penn State.

WILLIAMSPORT GRIT (S), Williamsport, Pa. No radio editor. Carries some radio material, mostly of a merchandising nature. Obtained direct from manufacturers.

WILLIAMSPORT SUN (e), Williamsport, Pa. No radio editor. Carries program listings daily. Source not specified.

YORK GAZETTE & DAILY (m), York, Pa. **Lloyd B. Harris** (also reporter and editorial office worker). Uses 22 inches, including programs, every weekday—N. No art work. Lists WEA, WJZ, WABC, WOR, WLW and WGN. (B) Aug. 20. (M) St. Mary's Catholic Club, Iris Dramatic and Social Club.

RHODE ISLAND

NEWPORT HERALD (m), Newport, R. I. **W. D. Hazard**. Uses unspecified amount of space daily—C. Also uses art work "occasionally." Lists WEA, WBZ, WEAN, WJAR, WPRO. (B) March 7.

NEWPORT DAILY NEWS (e), Newport, R. I. **Clifton T. Holman, Jr.** (also dramatic reviewer). Uses one to 1½ columns daily—N. No art work. Lists WEAN, WPRO, WJAR, WBZ. (B) April 21. (E) Boston U.

PROVIDENCE JOURNAL (m, S) & **BULLETIN** (e), Providence, R. I. **Stephen A. Greene** (also librarian). Uses about half-column daily—N,C,R. Also uses varying number of photos. Lists WEAN, WBZ, WJAR, WPRO and WOR. (B) Aug. 17.

PROVIDENCE STAR-TRIBUNE (e), Providence, R. I. **Ben Kaplan**. Uses column daily—C,R,N. Also half-column cut 2 or 3 times per week. Lists WEAN, WJAR, WPRO. (B) April 22.

SOUTH CAROLINA

GREENVILLE PIEDMONT (e), Greenville, S. C. **Eleanor Keese Barton** (also editor of woman's page). Uses half-column daily, exclusive of program listings—N. Also uses mats 2 or 3 times a week. Lists WFBC (owned by the Greenville Piedmont & News), plus NBC programs heard over that station. (B) May 31. (E) Greenville Woman's College, Cornell. (M) Zetosphia, Crescent Music Club. (Note: The News is the morning and Sunday edition, issued by the same publisher.)

GREENWOOD INDEX-JOURNAL (e, S), Greenwood, S. C. No radio editor. Carries some amount of news, mostly AP material.

ROCK HILL HERALD (e), Rock Hill, S. C. No radio editor. Carries small amount of radio material at irregular intervals. Source not specified.

UNION DAILY NEWS (e), Union, S. C. No radio editor. Carries only announcements of football broadcasts, important speeches, etc. Obtained by clipping and wire.

UNION DAILY TIMES (e), Union, S. C. No radio editor. Carries unspecified amount of radio material "occasionally," obtained from the AP and press releases.

SOUTH DAKOTA

ABERDEEN AMERICAN-NEWS (m, except Monday, e, S), Aberdeen, S. D. No radio editor. Carries a half-column of radio material daily, plus occasional features. Obtained from the AP and "other feature services."

EVENING HURONITE, Huron, S. D. No radio editor. Carries about one column

RADIO EDITORS—Continued

of radio material daily, obtained chiefly from the AP.

PIERRE CAPITAL JOURNAL (e), Pierre, S. D. **James B. Hipple** (also KGFX, Pierre). Uses unspecified amount of weekly space—**R,C,N**. Also "spot" art work. Does not list any stations. (B) Jan. 10. (E) Wisconsin.

DAILY ARGUS LEADER (e, S), Sioux Falls, S. D. **Bob B. Dennis**. Uses full column daily—**N**. No art work. Lists afternoon and evening programs of NBC and CBS; also WEAJ and WJZ programs heard over local station KELO-KSOO. (B) Jan. 16. (E) Augustana (undergraduate). (M) Y. M. C. A.

TENNESSEE

CHATTANOOGA FREE PRESS (e, S), Chattanooga, Tenn. **Ralph Sanders** (also news editor). Uses about two-thirds column daily and Sunday, total space per day, counting in other items, coming to 3 columns—**N,R,C**. (Note: Greatest emphasis in column is placed on guest stars and details of their performances, as well as specific numbers to be played by orchestras, etc.) Also one picture daily and 2 or 3 Sundays. Lists CBS and NBC schedules for 6 p.m. to midnight daily, and noon to midnight Sundays; WDOJ and WAPO schedules around the clock; WSB, WLW, WHAS and WSM from 6 p.m. to midnight. (B) Oct. 10. (E) Ohio State. (M) Sigma Delta Chi. (Note: This paper uses radio items for fillers throughout its format.)

STATE GAZETTE (e), Dyersburg, Tenn. **Bill Sanders** (also in charge of Dyersburg News Bureau of the Memphis Commercial Appeal). Uses half-column daily—**R,C,N**. Also uses single-column cut daily. No program listings. (B) Nov. 8. (E) U. of Missouri.

ELIZABETHTON STAR (e, except Saturday), Elizabethton, Tenn. No radio editor. Carries half a column of radio material daily, obtained from press releases sent in by sponsors and agencies.

JACKSON SUN (e, except Saturday, S), Jackson, Tenn. **Bob Bell, Jr.** Uses half-column daily, full page Sunday—**N,C**. Also uses several photos on Sunday, occasional ones during the week. (B) Jan. 4.

JOHNSON CITY PRESS-CHRONICLE (S), Johnson City, Tenn. No radio editor. Carries program listings, clipped from Sunday New York Times.

KINGSPOUR TIMES (e, except Saturday, S), Kingsport, Tenn. No radio editor. Carries radio material occasionally, obtained from press associations.

KNOXVILLE NEWS-SENTINEL (e, S), Knoxville, Tenn. **Glenn McNeil**. Uses over 2 columns daily, full page Sunday—**N,C**. Also uses at least one-half column cut daily, 6-column layout Sunday. Lists NBC, CBS, WNOX and WROL. (B) Oct. 26. (E) U. of Tennessee.

MEMPHIS COMMERCIAL APPEAL (m, S), Memphis, Tenn. **Robert M. Gray**. Uses one column daily, slightly more on Sunday—**N,C,R**. Also uses occasional cuts during the week, layouts and cuts on Sunday page. Lists NBC, CBS, WMC, WMPS, WREC and WHBQ. (B) Feb. 25. (E) Mississippi College, U. of Missouri. (M) Newspaper Guild.

MEMPHIS PRESS-SCIMITAR (e), Memphis, Tenn. **Robert Johnson** (also film critic; handles interviews, features and spot news). Uses one to two columns daily—**N,C,R**. Also uses varying number of mats and photos daily. Lists WMPS, WMC, WREC, WHBQ, WGN and WLW. (B) Oct. 12. (E) Southwestern. (M) Kappa Sigma, American Newspaper Guild.

TRENTON DAILY BULLETIN (e, except Saturday), Trenton, Tenn. No radio editor. Carries half a column of radio material daily, obtained from "various sources."

TEXAS

ABILENE REPORTER-NEWS (m, except Monday, e, S), Abilene, Tex. No radio editor. Carries condensed log of network programs daily, plus full schedules and program notes on local station KRBC. Obtained from the AP.

AMARILLO GLOBE-NEWS (m, e, S), Amarillo, Tex. **Bill Wilson** (also city desk and amusement editor). Uses full column weekdays and Sunday—**C,R,N**. Very little art work. Program log is irregular, but frequently lists NBC, CBS and local station KGNC. (B) Aug. 8. (E) Oglethorpe U. (M) Kappa Alpha, Zeta Upsilon, Quill Club.

AUSTIN AMERICAN-STATESMAN (m, e, S), Austin Tex. **William J. Weeg** (also city hall and courthouse reporter). Uses daily and Sunday program schedules only. No art work. Lists NBC, CBS and Texas Quality Network. (B) May

RADIO EDITORS—Continued

26. (E) U. of Texas. (M) Sigma Delta Chi, Kiwanis Club, City Library Commission.
- AUSTIN DISPATCH** (e,S), Austin, Tex. No radio editor. Carries unspecified amount of radio material daily on local station KNOW. Obtained direct from station.
- BEAUMONT JOURNAL** (e), Beaumont, Tex. **Merita Mills** (also music and arts editor and reporter). Uses daily space of one to 1½ columns, and 2½ columns on Saturdays with banner, plus column of program listings daily and 2 columns Saturday—C,N,R. Also 3 to 5 half-column mats daily in each column, and 3-column art work Saturdays, plus regular set-up. Lists CBS, NBC and Mutual programs and mentions virtually all network stations; also KPRC, WOAI, KTHS, KTRH, KMOX, KFDM regularly, plus others occasionally. (B) Feb. 10. (E) Texas U.
- BROWNSVILLE HERALD** (e, except Saturday), Brownsville, Tex. No radio editor. Carries AP program listings daily.
- BROWNWOOD BULLETIN** (e), Brownwood, Tex. No radio editor. Carries "only the more important announcements," obtained by wire and clipping.
- COMMERCE DAILY JOURNAL** (e, except Saturday, S), Commerce, Tex. No radio editor. Carries only radio news pertaining to "advertisers in our paper." Obtained from the advertisers' representatives.
- CORPUS CHRISTI CALLER-TIMES** (m, e, S), Corpus Christi, Tex. No radio editor. Carries daily listings of national programs, with a separate column devoted to programs and news of KGFI, affiliated with the paper. Obtained from the AP and KGFI.
- CORPUS CHRISTI DAILY VOICE** (e), Corpus Christi, Tex. No radio editor. Carries about one-quarter column of radio material daily. Obtained from syndicates, press releases, and by clipping.
- DALLAS NEWS** (m, S), Dallas, Tex. **Charles G. Cullum**. Uses 700 words daily, 1,000 words Sunday—R,N,C. Also uses 2 cuts a day. Lists NBC, CBS, Mutual, WFAA, KRLD, WRR. (B) Aug. 26. (E) Southern Methodist U. (M) Sigma Alpha Epsilon, Sigma Delta Chi, Blue Key.
- DAILY TIMES-HERALD** (e, S), Dallas, Tex. **Douglas Hawley**. Uses full page daily, including program listings—N,C. Also uses an average of 2 columns of art daily, mostly cuts. Lists NBC, CBS, KRLD, WFAA, WBAP, WRR. (B) July 19. (M) Masons, Shriners, Walnut Hills Golf Club.
- DENISON PRESS** (e), Denison, Tex. No radio editor. Carries three-quarter column of program listings daily, obtained from Radio Guide.
- EAGLE PASS DAILY GUIDE** (e), Eagle Pass, Tex. No radio editor. Carries quarter-column of radio material daily, obtained from press releases.
- EL PASO EL CONTINENTAL** (e, except Saturday, S), El Paso, Tex. **Elena Gutierrez M.** (also society editor). Use varying amount of space on irregular schedule (usually every other day; sometimes once a week)—N,C,R. Also uses 2 or 3 photos a week. Lists NBC, KTSM, XEW, Mexico City, and several stations in Juarez, Mexico. (Paper is published in Spanish.)
- EL PASO HERALD-POST** (e), El Paso, Tex. No radio editor. Carries one column daily, obtained from NEA Syndicate and advertisers' press releases.
- FORT WORTH PRESS** (e), Fort Worth, Tex. **Lee Roy Manuel** (also police reporter). Uses about half-column weekdays—N,R,C. Also uses a half-column cut every issue. Lists WBAP, KRLD, KTAT, KFJZ. (B) Nov. 29. (E) Louisiana State.
- FORT WORTH STAR-TELEGRAM** (m, e, S), Fort Worth, Tex. **W. S. ("Bill") Potts** (also covers general assignments, features and U. S. Courthouse). Uses a column daily, full page Sunday—N,R,C. Also uses photos and mats of all sizes during the week, 4 pieces of art Sunday. Lists NBC, CBS, Mutual, WBAP, WFAA, KGKO, KRLD, WRR, KTAT, KFJZ. (B) Feb. 25. (E) U. of Texas. (M) Alpha Tau Omega, Sigma Delta Chi, Kappa Alpha Pi, Ridotto Club.
- GALVESTON NEWS** (m, S) & **TRIBUNE** (e), Galveston, Tex. No radio editor. Carries "very little" radio material, obtained from press associations.
- GOOSE CREEK DAILY SUN** (e), Goose Creek, Tex. No radio editor. Carries a half-column of radio material daily, obtained by clipping.
- VALLEY MORNING STAR**, Harlingen, Tex. No radio editor. Carries varying

RADIO EDITORS—Continued

- amount of radio material daily, obtained from budget service.
- HILLSBORO MIRROR** (e), Hillsboro, Tex. No radio editor. Carries occasional items "of local interest or connected with manufacturers using newspaper advertising."
- HOUSTON CHRONICLE** (e, S), Houston, Tex. **Mildred Stockard** (also theatre editor). Uses three-quarter to full column daily, column and a half Sunday—**N,C**. One or 2-column cuts used Sunday; occasional art work daily for special stories. Lists network programs as supplied by AP; KTRH, KXZY, KPRC and short-wave stations. (B) March 8. (E) Rice Institute.
- HOUSTON POST** (m, S), Houston, Tex. **Edith Riley** (also handles publicity for KPRC, affiliated with the Post). Uses half to three-quarter column daily—**N**. Also uses one, 2 and 3-column cuts. Lists KPRC, KTRH, KXYZ. (B) July 11.
- HOUSTON PRESS** (e), Houston, Tex. **Anthony J. Triolo** (also librarian). Uses column and a half daily—**N**. Also uses half to full-column photos. Lists KMOX, WENR, KPRC, KXYZ, KTRH. (B) Aug. 25.
- LONGVIEW JOURNAL & NEWS** (m, e, S), Longview, Tex. No radio editor. Lists NBC, CBS, KFRO, WFAA and KRLD programs daily, obtained from press releases.
- MC ALLEN MONITOR** (e, except Saturday) McAllen, Tex. No radio editor. Carries 20 inches of radio material daily, obtained from the AP.
- MC KINNEY COURIER-GAZETTE** (e), McKinney, Tex. No radio editor. Carries "limited amount" of radio material daily. Source not specified.
- MEXIA DAILY NEWS** (e, except Saturday, S), Mexia, Tex. No radio editor. Uses occasional, unspecified amount of radio material, "picked at random."
- MOUNT PLEASANT NEWS** (e, except Saturday, S), Mount Pleasant, Tex. No radio editor. Uses "very little" radio material at unspecified intervals. Obtained from press associations.
- NACOGDOCHES DAILY SENTINEL** (e), Nacogdoches, Tex. No radio editor. Carries radio material "occasionally." Source unspecified.
- NAVASOTA EXAMINER** (e), Navasota, Tex. No radio editor. Carries several short radio articles per week. Source unspecified.
- ORANGE LEADER** (e, except Saturday, S), Orange, Tex. No radio editor. Carries unspecified amount of radio material "when submitted by advertisers."
- PAMPA DAILY NEWS** (e, except Saturday, S), Pampa, Tex. No radio editor. Carries about half-column of programs, news, etc., in connection with KPDN, owned by the paper; S. L. Patterson, manager of the station, handles paper's radio material.
- PARIS NEWS** (e, except Saturday, S), Paris, Tex. **Henry Moore**. Uses 10 to 15 column-inches daily—**N,C,R**. Also uses some art work, generally of talent on KPLT (owned by the News), or occasional mats for national advertisers' accounts. Lists KPLT, NBC, CBS, Mutual, and Texas Quality Network (all except KPLT get selected, not full, listings). (B) March 30. (E) Paris Junior College.
- PORT ARTHUR NEWS** (e, S), Port Arthur, Tex. No radio editor. Uses unspecified amount of radio material daily, obtained from the AP.
- SAN ANGELO STANDARD-TIMES** (m, e, S), San Angelo, Tex. No radio editor. Carries AP programs and local station listings.
- SAN ANTONIO EXPRESS** (m, S), San Antonio, Tex. No radio editor. Carries about 8 columns of radio material weekly. Obtained from NEA Service, and press releases from NBC and local stations.
- SAN ANTONIO LIGHT** (e, S), San Antonio, Tex. **Renwicke E. Cary**. Uses two to two and a half columns daily and Sunday, including program log—**N,R,C**. Also uses one piece of art daily. Lists KTSA and WOAI. (B) Jan. 30.
- SAN ANTONIO NEWS** (e), San Antonio, Tex. **Mary Louise Walliser** (also dramatic editor). Uses half-column daily—**N,C,R**. Also uses one or two mats or cuts daily. Runs news service stories and syndicate stories and pictures on national programs. Lists WOAI, KTSA, KABC, KMAC and KONO. (B) Jan. 7. (E) U. of the City of Los Angeles; Our Lady of the Lake. (M) San Antonio Little Theatre (Board of Directors), Tuesday Musical Club.
- SAN BENITO LIGHT** (e, except Saturday), San Benito, Tex. No radio editor.

RADIO EDITORS—Continued

Carries unspecified amount of radio material daily, obtained "by mail and personal contacts with local people on programs."

TAYLOR DAILY PRESS (e, except Saturday, S), Taylor, Tex. No radio editor. Uses "small amount" of radio material, including daily program listings. Obtained by clipping.

TEMPLE TELEGRAM (m, S), Temple, Tex. No radio editor. Carries unspecified amount of news and daily program listings of local station KTEM.

TEXARKANA GAZETTE (m, S) & **NEWS** (e), Texarkana, Tex. No radio editor. Carries a "general" radio log daily, plus full schedule of local station KCMC, owned by the paper.

TYLER COURIER-TIMES (m, e, S), Tyler, Tex. **North Callahan** (also drama critic, feature writer). Uses regular news and feature stories daily, and part of the theatre page on Sundays—**R,N,C**. Also uses about 20 column-inches of art work a week. Lists NBC and CBS. (**B**) Aug. 7. (**E**) U. of Chattanooga. (**M**) Theta Alpha Phi, Tyler Little Theatre, Reserve Officers Assn.

VERNON DAILY RECORD (e), Vernon, Tex. **Mrs. Ann Minyard**. Uses 21 column-inches daily, including listings—**N**. Art work is used occasionally, "usually at request of advertiser." Lists WFAA, WLW, KGKO, KMOX; occasionally KRLD. (**B**) April 20.

WACO NEWS-TRIBUNE & TIMES HERALD (m, e, S), Waco, Tex. No radio editor. Carries program listings of unspecified stations daily. Source not indicated.

WICHITA FALLS DAILY TIMES (m, except Saturday and Monday, S), Wichita Falls, Tex. **Louis T. Hamlett** (also court reporter and UP correspondent). Uses program listings daily and from 3 to 5 columns Sunday—**N,R,C**. Also one or two cuts each Sunday. Lists WFAA, WBAP, KGKO, KRLD, WLW, WLS, WENR, KOA, KVOO, WKY, WOAI, CBS, NBC. (**B**) July 16. (**E**) Texas U.

UTAH

LOGAN HERALD-JOURNAL (e), Logan, Utah. No radio editor. Carries occasional radio material, but "very little." Source unspecified.

OGDEN STANDARD-EXAMINER (e, S), Ogden, Utah. No radio editor. Carries 2 or 3 radio articles daily. Obtained from local station KLO and press associations.

SALT LAKE TRIBUNE-TELEGRAM (m, e, S), Salt Lake City, Utah. No radio editor. Carries daily "program outline," obtained from stations.

VERMONT

BENNINGTON BANNER (e), Bennington, Vt. No radio editor. Carries 15 columns of radio material weekly, obtained from press associations and by clipping.

BURLINGTON DAILY NEWS (e), Burlington, Vt. No radio editor. Carries a daily column of network and local station (WCAX) programs. Obtained from AP, NEA, Herald Tribune Service, and direct from WCAX.

BURLINGTON FREE PRESS (m), Burlington, Vt. No radio editor. Uses 3 or 4 inches of AP radio material daily.

NEWPORT EXPRESS (e), Newport, Vt. No radio editor. Carries daily listings of "leading programs over leading stations," obtained from AP.

ST. ALBANS MESSENGER (e), St. Albans, Vt. No radio editor. Carries daily AP program listings.

WATERBURY RECORD (w), Waterbury, Vt. **William G. Ricker**. Uses one column weekly (paper published every Wednesday, in conjunction with station WDEV)—**N,R,C**. Also uses photos in most issues. Lists WDEV only. (**B**) May 26. (**E**) Yale. (**M**) Rotary Club, Thackeray Club.

VIRGINIA

DANVILLE REGISTER & BEE (m, except Monday, e, S), Danville, Va. No radio editor. Carries daily AP program schedules.

FREDERICKSBURG FREE LANCE-STAR (e), Fredericksburg, Va. **Ernest D. McIver, Jr.** (also assistant to advertising manager). Uses about 30 inches daily, including program schedules—**C,R,N**. Uses half and single-column mats, 3 or 4 times a week. Lists WFAF, WJZ, WABC and WOR. (**B**) May 31. (**M**) Delta Sigma, Fredericksburg Electrical League.

RADIO EDITORS—Continued

LYNCHBURG DAILY ADVANCE (e), Lynchburg, Va. No radio editor. Carries daily program schedules, obtained from the AP.

PEOPLES PRESS (w), Lynchburg, Va. **William D. Baber** (also advertising manager). Uses 2 tabloid pages every Friday—**N,C,R**. Also uses 2 columns of art work. Lists WEAf, WJZ, WABC, WOR, WLVA and short-wave stations. (B) Dec. 4. (E) U.T.A., Indianapolis. (M) B.P.O. Elks, Virginia Press Assn., American Press Assn.

SOUTHWEST TIMES (e, except Saturday), Pulaski, Va. No radio editor. Carries daily program listings of WEAf, WJZ and WABC, clipped from Roanoke Va. Times-Dispatch.

RICHMOND NEWS LEADER (e), Richmond, Va. **Elizabeth Copeland** (also film editor). Uses half-column of AP material daily, combined with local items—N. No art work. Lists WEAf, WJZ, WABC, WOR, WRVA, WMBG, WRNL and WRTD. (E) Sweet Briar. (M) Musicians Club, Writers Cluo of Virginia.

RICHMOND TIMES-DISPATCH (m, S), Richmond, Va. **Norman B. Rowe** (also special features editor). Uses 2 columns daily, 5 columns Sunday, including program log—**N,C,R**. Also uses one or 2 photos daily, 2 to 10 Sunday. Lists WEAf, WJZ, WABC, WRTD, WMBG, WRNL and WRVA. (B) Aug. 9. (E) William & Mary.

ROANOKE WORLD-NEWS (e), Roanoke, Va. No information after repeated requests. Previous information (1937) showed John W. Davies to be radio editor, using 15 to 30 column-inches daily.

STAUNTON LEADER (e), Staunton, Va. No radio editor. Carries daily program listings, obtained from the AP.

STAUNTON NEWS-LEADER (m, except Monday, S), Staunton, Va. No radio editor. Carries daily program schedules, obtained from the AP.

NORTHERN VIRGINIA DAILY (m), Strasburg, Va. No radio editor. Carries daily program listings and "some news." Source not specified.

SUFFOLK NEWS-HERALD (e), Suffolk, Va. No radio editor. Carries daily program listings for NBC and CBS, with occasional notices of special programs. Obtained by clipping.

WAYNESBORO NEWS-VIRGINIAN (e), Waynesboro, Va. No radio editor. Carries NBC and CBS programs daily. Obtained from network press releases.

WINCHESTER STAR (e), Winchester, Va. No radio editor. Carries one to 1½ columns of radio material daily. Obtained in "various ways."

WASHINGTON

ABERDEEN DAILY WORLD (e), Aberdeen, Wash. **Harland L. Plumb** (also staff writer). Uses one to 1½ columns daily—**R,C,N**. Also uses some art work—"depends on make-up requirements." Lists all Northwest stations on NBC, CBS and Mutual. (B) Jan. 24. (E) U. of Washington, Washington State. (M) Sigma Phi Epsilon.

BELLINGHAM HERALD (m, e), Bellingham, Wash. No radio editor. Carries 1½ columns of radio material daily, obtained from releases sent in by stations.

BREMERTON SUN (e, except Saturday), Bremerton, Wash. No radio editor. Carries one story daily—no program listings. Obtained from press releases received in the mail, and from advertisers.

HOQUIAM WASHINGTONIAN (m, except Monday, S), Hoquiam, Wash. No radio editor. Carries about 1½ columns of program listings daily and Sunday; no news unless of particular local interest. Lists NBC, CBS, KGW, KJR, KVI. Material obtained from press releases sent in by stations.

KELSONIAN-TRIBUNE (e, except Saturday, S), Kelso, Wash. No radio editor. Carries daily program listings only. Source not specified.

MOUNT VERNON HERALD (e), Mount Vernon, Wash. No radio editor. Carries about 2 columns of news and listings of KJR and KOMO daily, obtained from press releases.

DAILY OLYMPIAN (m, except Monday, e), Olympia, Wash. **Barbara Crowder** (also society editor). Uses 2 columns daily—N. No art work. Lists KOMO, KVI, KOL. (B) May 15. (E) U. of Washington. (M) Theta Sigma Phi, Totem Club.

SEATTLE POST-INTELLIGENCER (m, S), Seattle, Wash. **Edwin James Mitchell**. Uses about 10 inches daily, 40 or

WEST VIRGINIA

- 50 inches Sunday, not including log—**N,C,R.** Also uses single-column cuts daily, single and double on Sunday. Lists KOL, KMO, KIRO, KVI, KOMO, KJR, KEEN, KRSC, KXA and KTW. (B) June 12.
- SEATTLE STAR** (e), Seattle, Wash. **Roy F. Ryerson.** Uses 2 or 3 columns weekdays—**N,C,R.** Uses very little art work. Lists NBC, CBS and Mutual; KJR, KOMO, KIRO, KVI, KOL, KEEN, KRSC and KXA (complete listings given one day ahead). (B) Oct. 4. (M) American Newspaper Guild.
- SEATTLE TIMES** (e, S), Seattle, Wash. **Robert Heilman** (also general assignment reporter). Uses program schedules only, except in the case of news stories of special events carried by all stations. Listings are daily and include KOMO, KJR, KIRO, KOL, KVI, KRSC, KEEN, KXA, KTW. (B) Feb. 14. (E) U. of Washington.
- SPOKANE PRESS** (e), Spokane, Wash. **Dave Dryden** (also reporter). Uses one column daily—**N,C,R.** Also half-column of art daily. Lists KHQ, KGA, KFPY, KFIO. (B) June 20.
- SPOKANE SPOKESMAN-REVIEW** (m, S), Spokane, Wash. **B. H. Johnsrud** (also on city desk). Uses one column weekdays, 3 columns Sunday, including program log—**N.** No art work. Lists KGA, KHQ, KFPY, KFIO, KWSC. (B) June 3. (E) Carleton.
- TACOMA NEWS TRIBUNE** (e, S), Tacoma, Wash. **Paul O. Anderson.** Uses one and a half to 2 columns daily—**N,C,R.** Also uses one or 2-column mats furnished by station publicity departments. Lists KVI, KMO, KOMO, KJR and KIRO. (B) Jan. 9. (E) College of Puget Sound.
- TACOMA TIMES** (e), Tacoma, Wash. **Jane Mottau.** Uses about 2 columns of daily program listings, including 5 or 6 inches devoted to the day's highlights—**N,C,R.** No art work. Lists NBC, CBS, Mutual, KVI, KMO, KOMO, KJR, KIRO. (B) Dec. 18.
- YAKIMA INDEPENDENT** (m, except Saturday), Yakima, Wash. **Mary Maxine Tusler.** Uses two 20-inch columns daily—**N,R,C.** Also uses one-column cut daily. Lists KFYZ, KVI, WLW, KSL, KHQ, KFI, KFRC, KGO, KPO, KOMO, KGDE, KIRO, KJR, KGW, KOIN, KFPY, KIT. (B) Jan. 9. (E) Yakima Valley College.
- RALEIGH REGISTER** (e, except Saturday), Beckley, W. Va. No radio editor. Carries daily program listings, obtained from the AP.
- BLUEFIELD SUNSET NEWS** (e), Bluefield, W. Va. No information after repeated requests. Previous information (1937) showed Harry W. Ball to be radio editor, using half-column daily.
- BLUEFIELD TELEGRAPH** (m, except Monday, S), Bluefield, W. Va. No radio editor. Carries over a column of radio material, obtained from station and network press releases.
- CHARLESTON DAILY MAIL** (e, S), Charleston, W. Va. **Robert H. Bull** (also state and fine arts editor; daily newscaster; instructor in journalism, Kanawha College). Uses column of AP material daily, full page Sunday, including art work—**N,C.** Also uses unspecified number of mats, preferably one, 2 and 3 column. Lists WEAF, WJZ, WABC and WCHS. (B) Aug. 4. (E) Butler U. (M) Phi Delta Theta, Sigma Delta Chi, Charleston City Art Commission.
- CLARKSBURG EXPONENT** (m, except Monday), Clarksburg, W. Va. **H. G. Rhawn.** Uses unspecified occasional space—**N.** Also 1 or 2-column mats thrice weekly. Lists WBLK, WCHS, WPAR, CBS, NBC. (B) Aug. 10. (E) Franklin and Marshall, Dickinson. (M) Phi Kappa Sigma, Elks, Masons, American Legion.
- CLARKSBURG TELEGRAM** (e), Clarksburg, W. Va. No radio editor. Carries daily program listings obtained from the AP.
- GRAFTON SENTINEL** (e), Grafton, W. Va. (Mr.) **H. June Gatrell.** Uses approximately 35 column-inches daily—**N.** Also unspecified amount of art work once a week. Lists NBC, CBS, WHAS, WMMN, WOR, WSM, WLW, KDKA, WGR, CKLW, WSB, WENR, Mutual, WGY, WHK, WGBI, WBAL, WPAR, WHAM, WORK, WGN, WHP, WFBL, WCAU, WJZ. (B) Oct. 30. (E) State. (M) Kiwanis.
- HINTON NEWS** (e), Hinton, W. Va. No radio editor. Carries very small amount of radio material daily, sent in by mail.
- HUNTINGTON ADVERTISER** (e), Huntington, W. Va. No radio editor. Car-

RADIO EDITORS—Continued

- ries unspecified amount of radio material daily, obtained from AP.
- HUNTINGTON HERALD-DISPATCH** (m), Huntington, W. Va. No radio editor. Carries unspecified amount of radio material daily, obtained from AP and local sources.
- MORGANTOWN DOMINION-NEWS** (m), Morgantown, W. Va. No radio editor. Carries unspecified amount of radio material daily, obtained from AP feature service.
- MORGANTOWN POST** (e), Morgantown, W. Va. No radio editor. Carries half-column of network program listings daily, obtained from program releases.
- WEIRTON DAILY TIMES** (e), Weirton, W. Va. No radio editor. Carries daily program listings and occasional news items. Obtained from press releases received by mail.
- WHEELING NEWS-REGISTER** (e, S), Wheeling, W. Va. **William De Muth, Jr.** Uses three-fourths of a column 3 times a week—**C,N,R**. Also uses "all mats obtainable." No program listings. **(B)** Feb. 22. **(E)** West Liberty, West Virginia Teachers College.
- ### WISCONSIN
- ANTIGO DAILY JOURNAL** (e), Antigo, Wis. No radio editor. Carries daily AP release.
- APPLETON POST-CRESCENT** (e), Appleton, Wis. No radio editor. Carries 8 to 15 inches of radio material daily, consisting of personality news, resume of important programs and brief log of "the larger stations near us." List, principally, WTMJ, WGN, WMAQ, WCCO, WLW, WLS, WENR, WBBM, WJR. Obtained from press releases, Radio Guide and Sunday edition of New York Times.
- CHIPPEWA FALLS HERALD-TELEGRAM** (e), Chippewa Falls, Wis. No radio editor. Carries about 90 lines of radio material daily, obtained from the AP.
- FOND DU LAC COMMONWEALTH REPORTER** (e), Fond du Lac, Wis. No radio editor. Carries daily program listings of **KFIZ** (owned by the paper) and "other stations."
- JANESVILLE GAZETTE** (e), Janesville, Wis. **Villette Du Cray** (also continuity and publicity director for **WCLO**, owned by the paper). Uses about 50 inches daily—**N,R,C**. Also uses single-column cuts of radio stars. Lists **NBC**, **CBS**, **Mutual**. **(B)** Nov. 22. **(E)** Augustana. **(M)** Quota Club.
- LA CROSSE TRIBUNE** (e, S), La Crosse, Wis. No radio editor. Carries daily program listings only. Source not specified.
- MADISON CAPITAL TIMES** (e, S), Madison, Wis. **Kenneth F. Schmitt** (also program and publicity director for **WIBA**, owned by the **Capital Times** and **Wisconsin State Journal**). Uses 2 columns daily including Sunday—**N,C,R**. Also uses 2 columns of art work daily, 8 on Sunday. Lists **WIBA**, **WGN**, **WBBM**, **WENR**, **WLS**, **WLW**, **KMOX**, **WHAS**, **WHA**, **WMAQ**, **WCFL**. **(B)** July 23. **(E)** U. of Wisconsin.
- WISCONSIN STATE JOURNAL** (e, S), Madison, Wis. **William L. Doudna** (also daily newscaster). Uses half-column daily, full column Sundays—**N,C**. Also uses at least one single-column cut. Lists **WEAF**, **WJZ**, **WABC**, **WOR**, **WGN**, **WLS**, **WENR**, **WMAQ**, **WBBM**, **WCFL**, **WIND**, **WJJD**, **WIBA**, **WHA**, **WTMJ**, **WLW**, **WCCO** and short-wave stations. **(B)** Feb. 21. **(E)** U. of Wisconsin. **(M)** American Newspaper Guild.
- MANITOWOC HERALD - TIMES** (e), Manitowoc, Wis. No radio editor. Carries daily listing of network programs, obtained from AP.
- MILWAUKEE JOURNAL** (e, S), Milwaukee, Wis. **Edgar A. Thompson**. Uses 3 columns weekdays, 6 tabloid pages Sunday, including art work, etc.—**N,R,C**. Also uses photos daily, "if news value warrants," one and a half pages of art work Sunday. Lists **WTMJ**, **WISN**, **WEMP**, **WHA**, **WMAQ**, **WGN**, **WBBM**, **WENR**, **WCFL**, **WLW**, **WIND** and **WCCO**, plus Sunday programs of all Wisconsin stations. **(B)** April 26. **(E)** Marquette U. **(M)** Sigma Delta Chi. (Note: The Journal also has a short-wave editor who devotes space to column and schedules.)
- MILWAUKEE NEWS & SENTINEL**, Milwaukee, Wis. **Vivian M. Gardner**. Uses column in both papers Monday to Friday (Sentinel, about 3 columns, 20 inches deep; News, 2 columns, 20 inches deep); full page Saturday and 4-page tabloid Sunday (Sentinel only)—**N,C,R**. Cuts on Saturday: one 3-column, one 2-col-

RADIO EDITORS—Continued

- umn, one single-column; Sunday: one 3-column, one 2-column, 5 single-column. Lists WISN, WTMJ, WMAQ, WENR, WLS, WBBM and WGN daily; WISN, WTMJ, WMAQ, WENR, WEMP, WGN, WLS, WBBM, WHBL, WOMT, WHA, KSTP, WCCO, WRJN, WEAU, WEBC and WSAU Sunday (listings for following week in tabloid section). (B) July 8. (M) Eastern Star, American Newspaper Guild.
- OSHKOSH NORTHWESTERN** (e), Oshkosh, Wis. No radio editor. Carries unspecified amount of radio material daily, obtained from AP and UP Services.
- RACINE JOURNAL-TIMES** (e), Racine, Wis. **Kent Owen** (real name, Ken Hegard; also publicity director of WRJN). Uses about 20 inches daily, including Sunday, with special promotion given extra space—**C,N,R**. Will use photos of network and local stars. Lists NBC, CBS and Mutual; WRJN, WGN, WMAQ, WBBM, WCFL, WIND, WTMJ, WENR, WLS and WJJD. (B) Dec. 14.
- RHINELANDER NEWS** (e), Rhinelander, Wis. No radio editor. Carries only announcements of "important news broadcasts." Source unspecified.
- SHEBOYGAN PRESS** (e), Sheboygan, Wis. **Ethel Max**. Uses unspecified amount of space weekdays, devoted to WHBL programs only—**N**. Art work is used rarely. Lists WHBL, WBBM, WGN, WTMJ and WLW. (B) Oct. 2. (E) U. of Wisconsin.
- STEVENS POINT JOURNAL** (e), Stevens Point, Wis. No radio editor. Carries condensed program listings daily, obtained from AP.
- TWO RIVERS REPORTER** (e), Two Rivers, Wis. No radio editor. Carries "very little" radio material; source unspecified.
- WISCONSIN RAPIDS DAILY TRIBUNE** (e), Wisconsin Rapids, Wis. **George T. Frechette**. Uses tabloid page every Saturday (deadline Thursday evening)—**N,C**. Also uses limited amount of art work. Lists WBBM, KMOX, WTMJ, WIBA, WEBC, KYW, WMAQ, KSTP, WCCO, WTAQ, WKBH, WOC, WJZ, WLW, WISN. (B) Dec. 17. (E) U. of Wisconsin. (M) Haresfoot, Kiwanis, Elks, Knights of Columbus.

WYOMING

- CASPER TRIBUNE-HERALD** (e, except Saturday, S), Casper, Wyo. No radio editor. Carries daily listing of network programs, obtained from AP.
- STATE TRIBUNE** (e, except Saturday, S), Cheyenne, Wyo. No radio editor. Lists KOA and KLZ programs daily.
- GILLETTE NEWS-RECORD** (m, except Monday), Gillette, Wyo. No radio editor. Carries occasional news items, depending on "quality and interest." Source unspecified.
- LARAMIE REPUBLICAN & BOOMER-ANG** (e, except Saturday, S), Laramie, Wyo. No radio editor. Carries one-quarter to half column of radio material daily, obtained from the AP.

CANADA

ALBERTA

- EDMONTON BULLETIN** (e), Edmonton, Alberta. No information after repeated requests. Previous information (1937) showed H. R. Hammond to be radio editor, using half column daily.
- EDMONTON JOURNAL** (e), Edmonton, Alberta. **Gordon McCallum**. Uses program log only, listing NBC, CBS, CJA, CFRN, CKUA, CFGP. (B) June 10.

BRITISH COLUMBIA

- NELSON DAILY NEWS** (m), Nelson, B. C. **James H. Ryley**. Uses column and a half daily—**N**. Seldom uses art work. Lists NBC, CBS, Mutual, Don Lee, Canadian Broadcasting Corp., CJOR, CJAT, CFCN. (B) Feb. 8.

- RADIO WEEKLY**, North Vancouver, B. C. **Ruth McKay**. A 16-page tabloid weekly, chiefly devoted to program listings and highlights, art work, etc. Special columns—**R,C,N**. Mats up to 3 columns by 9 inches are acceptable. Lists Canadian Broadcasting Corp., NBC, CBS, Mutual, CJOR, CKMO, CKWX, CKCD, CFCT. (B) April 2. (E) U. of British Columbia. (M) Drama and bridge clubs.
- VANCOUVER DAILY PROVINCE** (e), Vancouver, B. C. **Gordon T. Southam** (also assistant to business manager). Uses 40 inches Monday to Friday, 80 inches Saturday—**R,C,N**. One column a week is devoted to short-wave news. Also uses a double-column or 2 single-column cuts daily. Lists Canadian Broadcasting Corp., NBC, CBS and Mu-

RADIO EDITORS—Continued

tual. (B) Oct. 14. (E) Ashbury. (M) Jericho Country Club, Royal Ottawa Golf Club, Rideau Club, West Side Tennis Club.

VANCOUVER NEWS-HERALD (m), Vancouver, B. C. **John F. Scott** (also aviation editor, feature writer). Uses one column Monday to Friday, 2 columns Saturday—**N,R,C**. Also uses single-column cut daily, 2-column layout Saturday. Lists Canadian Broadcasting Corp., NBC, CBS, CKWX, CJOR and CKMO. (B) March 10. (M) B.C. Institute of Journalists, Arctic Club, Pelican Club.

VANCOUVER SUN (e), Vancouver, B. C. **William D. Newell** (also handles all radio promotion for the Sun; daily newscaster over CKWX). Uses 4 columns Monday to Friday, 6 columns Saturday in week-end edition—**N,C,R**. Also uses 2-column layout daily, additional art work Saturday. Lists NBC, CBS, Mutual and Canadian Broadcasting Corp.; runs summary of local stations' programs. (B) Dec. 10. (E) U. of California. (M) Vancouver Lawn Tennis Club, Pacific Athletic Club, B. C. Institute of Journalists.

WESTERN CANADA RADIO NEWS (w), Vancouver, B. C. **H. W. Reeder** (president and managing editor). 32-page illustrated weekly magazine—**N,C,R**. Runs mats or cuts, newspaper screen. Lists Canadian Broadcasting Corp., NBC, CBS, plus about 40 local and nearby American stations. (B) July 24.

VERNON NEWS, (w), Vernon, B. C. **Greville J. Rowland** (also news editor). Uses one column Thursday—**N,R,C**. Also uses varying amount of art work. Lists Canadian Broadcasting Corp., NBC and CBS. (B) Aug. 12. (E) U. of British Columbia.

VICTORIA DAILY TIMES (e), Victoria, B. C. **Kenneth Drury** (also editor). Uses quarter-column Monday to Friday, 4 columns to full page Saturday—**N,C**. Art work is run Saturday, totalling about 50% of reading matter. Lists NBC, CBS, Mutual, Canadian Broadcasting Corp. (B) Feb. 17. (E) Columbia U.

MANITOBA

BRANDON DAILY SUN (e), Brandon, Manitoba. No radio editor. Carries daily program listings of KFYR and Canadian Broadcasting Corp., obtained direct.

WINNIPEG FREE PRESS (m, e), Winnipeg, Manitoba. **Peter B. Whittall** (also rewrite and special events; Variety correspondent). Uses 2 columns every Saturday—**N,C,R**. Half and single-column mats used occasionally. Program schedules and notes are run daily. Lists Canadian Broadcasting Corp., CKY, CJRC, and KFYR completely; NBC and CBS from 7 p. m. to sign off. (B) March 13. (M) Winnipeg Press Club.

WINNIPEG TRIBUNE (e), Winnipeg, Manitoba. **Dennis W. Brown** (also reporter). Uses column and a half daily except Saturday, when space runs to 3 columns—**N,C,R**. Also uses half-column of art work Monday to Friday, one to 2 columns Saturday. Lists Canadian Broadcasting Corp., CKY, CJRC, CKX, WLW, KOA, WMAQ, KFYR, WJR, WBBM, WCCO, KMOX, KSL, WGN and European short-wave stations. (B) June 10. (M) Winnipeg Press Club.

NEW BRUNSWICK

FREDERICTON DAILY MAIL (e), Fredericton, N. B. **Darrell R. Long** (also reporter). Uses half-column weekly—**C,R,N**. Also uses 5-inch cuts on 2 columns daily. Lists Canadian Broadcasting Corp., NBC, CBS and CKAC. (B) July 30. (E) U. of New Brunswick. (M) Dawson Club, Twentieth Century Club.

MONCTON TRANSCRIPT (e), Moncton, N. B. No radio editor. Carries varying amount of radio material daily—mostly program listings—obtained chiefly from the Canadian Broadcasting Corp.

ST. JOHN CITIZEN (e), St. John, N. B. No radio editor. Carries 5 columns of news and program listings daily, obtained from press releases.

TELEGRAPH - JOURNAL (m) & **TIMES-GLOBE** (e), St. John, N. B. **Christine A. Fewings** (by-line "Christine"; also feature editor, both papers; publicity director of CHSJ, owned by the papers). Uses one column weekly—**C,R,N**. Also uses cuts of artists heard over CHSJ in Canadian Broadcasting Corp. hookup. Radio log is run daily and lists CHSJ, CFNB, CKCW, CHNC, CFCY, CHCK, CHGS, CJCB, CHNS, CJLS, CKIC, CBF, CBM, CHNC, CKAC, CRCM, CFCF, CFRB, CBL; WEAf, WJZ, WABC, WOR, WGY, WTAM, WTIC, WBZ-WBZA, KDKA, WBAL, WEEI, WNAC, WCAU, WPG, WLW and short-

RADIO EDITORS—Continued

wave stations. (B) Dec. 12. (E) St. Vincent's Convent School. (M) Business and Professional Women's Club, Catholic Women's League of Canada, Canadian Women's Press Club.

NOVA SCOTIA

HALIFAX CHRONICLE (m) & STAR (e), Halifax, N. S. **Harold O. Hoganson**. Uses one column daily, not including program log—**N,R,C**. Also uses one or 2 pieces of art work daily. Lists Canadian Broadcasting Corp., NBC, CBS and Mutual. (B) Sept. 24. (E) St. Mary's. (M) Charitable Irish Society.

HALIFAX HERALD & MAIL (m, e), Halifax, N. S. **Lionel L. Shattford** (by-line, "Oidar"). Uses full column daily, exclusive of program log—**R,N,C**. Also uses varying amount of art work. Lists WEAf, WJZ, WABC, WOR, KDKA, WTIC, CHNS, CFCY, CJLS. (B) Nov. 20. (E) Halifax Academy. (M) Halifax Dramatic and Musical Club, Halifax County Radio Assn.

NEW GLASGOW NEWS (e), New Glasgow, N. S. No radio editor. Carries "leading" daily programs only, obtained from press releases.

SYDNEY POST-RECORD (e), Sydney, N. S. **G. Vincent Riley**. Uses 2 to 4 columns weekdays—**N**. Also uses a number of cuts every issue. Lists Canadian Broadcasting Corp., BBC, NBC, CBS, WLW and shortwave stations. (B) July 23.

TRURO NEWS (e), Truro, N. S. No radio editor. Carries CBC program listings and cuts, and short-wave programs daily. Obtained via press releases received by mail.

ONTARIO

ONTARIO-INTELLIGENCER (e), Belleville, Ont. No radio editor. Carries "brief listings" daily, obtained from the CBC and Radio Guide Bulletins.

BRANTFORD EXPOSITOR (e), Brantford, Ont. **J. Douglas O'Neil** (also reporter; prepares daily newscast for local station CKPC). Uses one to two columns, of program schedules only, every weekday. Art work used only on broadcasts of unusual interest. Lists Canadian Broadcasting Corp.; NBC,

CBS and Mutual; CKPC, CFRB, CBL, CKOC, CHML, WGR, WBEN, WJR, WLW, WGN and WHAM. (B) Nov. 8. (M) Brantford Kiwanis Club.

GALT DAILY REPORTER (e), Galt, Ont. No radio editor. Carries daily program listings only. Source not specified.

HAMILTON SPECTATOR (e), Hamilton, Ont. No information after repeated requests. Previous information (1937) showed Frank SerCombe to be radio editor, using half to three-quarter column daily.

KINGSTON WHIG - STANDARD (e), Kingston, Ont. No radio editor. Carries one column of radio material daily, obtained from network releases.

KITCHENER RECORD (e), Kitchener, Ont. **Beland Honderich** (also reporter). Uses straight listings only, averaging three 8-inch columns daily. No art work. Lists all "important" stations of CBS, Mutual, NBC, and Canadian Broadcasting Corp. (B) Nov. 25.

LINDSAY DAILY POST (e), Lindsay, Ont. No radio editor. Uses very small amount of radio material daily, obtained direct from stations.

LONDON FREE PRESS (m, e), London, Ont. **James C. Burns** (also night final editor, theatre and drama commentator over CFPL, the paper's station). Uses 2 columns daily—**C,N,R**. Art work used only occasionally. Lists Canadian Broadcasting Corp., NBC, CBS, Mutual, CFPL, CFRB, CBL, CJSC, CKPC, CFCO, WJR, WLW, WTAM, CKLW, CKNX. (B) April 10.

OSHAWA DAILY TIMES (e, except Saturday), Oshawa, Ont. **Jack F. Cottingham** (also assistant to circulation manager). Uses one column Monday to Friday—**N,C,R**. Very little art work. Lists CBL, CFRB, CKCL, CKTB, WGR, WKBW, WBEN, WHAM and WLW. (B) Oct. 15. (M) Young People's Society, Debating Club.

LE DROIT (e), Ottawa, Ont. **Rudel-Tessier** (also theatre, film and feature writer). Uses 3 or 4 columns daily—**N,R**. Also occasional, infrequent art work. Lists Canadian Broadcasting Corp., CKAC, WABC, WEAf, WJZ. (B) April 23. (E) Ottawa Seminary. (M) Institut Canadien.

OTTAWA CITIZEN (e), Ottawa, Ont. **Claude C. Hammerston**. Uses 2½ col-

RADIO EDITORS—Continued

umns Monday to Friday, full page Saturday, including program schedules—**N,C**. Also uses one or two mats Saturday. Lists CFCF, CKAC, WEA, WJZ, WABC, WTIC, WGY, WLW, WGN and WOR. **(B)** May 29. **(E)** Feller Institute. **(M)** Ottawa Press Club.

OTTAWA JOURNAL (m, e), Ottawa, Ont. No information after repeated requests. Previous information (1937) showed Monty Taschereau to be radio editor, using 2 columns Monday to Friday, 6 columns Saturday.

PORT HOPE GUIDE (e), Port Hope, Ont. No radio editor. Carries half to full column of radio material daily, obtained from the CBC.

ST. CATHERINES STANDARD (e), St. Catherines, Ont. **Donald D. Smith** (also news and sports reporter). Uses detailed program schedules daily (stations not indicated). No art work. **(B)** April 28. **(E)** U. of Western Ontario. **(M)** Kiwanis, Board of Trade, Amateur Athletic Assn., Tennis Club.

ST. THOMAS TIMES-JOURNAL (e), St. Thomas, Ont. **Hughie Agnew**. Uses a column daily—**N,C**. Also uses about 30 mats and photos every day. Lists WEA, WJZ, WABC, WGR, WBEN, WWJ, WTAM, WLW, WMAQ, WJR, WHAM, WGY, WGN, CKLW, WCAU, WKBW, KDKA, CFRB, CBW, CBL, CBM. **(B)** Nov. 3. **(E)** Toronto U. **(M)** Psi Upsilon.

STRATFORD BEACON-HERALD (e), Stratford, Ont. **Thomas J. Dolan**. Uses full column daily—**N**. Lists Canadian Broadcasting Corp., NBC, CBS. **(M)** Rotary, Stratford Country Club.

SUDBURY STAR (Mon., Wed., Sat.), Sudbury, Ont. **Wilf J. Woodill**. Uses 2 columns 3 times weekly, not including programs—**N,E,C**. Also uses one or 2 photos each issue. Lists Canadian Broadcasting Corp. and CKSO. **(B)** March 4.

TIMMINS DAILY PRESS (e), Timmins, Ont. **Mrs. Ethel Kinsey** (also social editor). Uses over a column daily in "Round the Dial with Bill Wren"—**C,R,N**. Also uses one cut or mat each day. Lists WEA, WJZ, WABC, CKGB, CBC, WLW, CFRB and CJKL.

TORONTO DAILY STAR (e), Toronto, Ont. No information after repeated requests. Previous information (1937) showed James T. Annan to be radio editor, using one column daily.

PRINCE EDWARD ISLAND

CHARLOTTETOWN PATRIOT (e), Charlottetown, P. E. I. No radio editor. Carries varying amount of radio material daily, obtained from the CBC.

SUMMERSIDE JOURNAL & PRINCE EDWARD ISLAND AGRICULTURIST (w), Summerside, P. E. I. **John J. Enman** (also editor of both papers). Uses one to two columns in each paper weekly (Journal published every Monday, Agriculturist every Thursday)—**N,R** (local shows), **C**. Also uses mats, when supplied. Lists CHGS completely, brief items on important broadcasts from large stations. **(B)** Jan. 2. **(E)** St. Peter's School. **(M)** Summerside Board of Trade, Summerside Golf Club.

QUEBEC

LA PATRIE (e, S), Montreal, Que. **Lucien Champeau** (also military editor, Justice Court assistant editor, reporter). Uses full page daily, 4 on Saturdays, and 5 or 6 pages Sundays—**N,E,C**. Also uses some art work, "depending on its interest." Lists full schedules on CHLP (owned by the paper), CKAC, CFCF, CBF, CBM, Radio Coloniale, Paris. Also lists short-wave programs, furnished by Radio Manufacturers Association. **(B)** Nov. 12. **(E)** College de Saint Laurent. **(M)** Jeunesses Patriotes, A.C.J.C., Cercle des Polyglottes.

LE CANADA (m), Montreal, Que. **Benoit Lafleur** (also music editor). Uses 2 columns daily—**N,C,R**. Also uses at least one photo daily. Lists CBF, CBM, CKAC, CHLP, CFCF, CBC. **(B)** Sept. 9. **(E)** Montreal U.

MONTREAL STANDARD (w), Montreal, Que. **E. C. Gannon**. Uses an 8-column page, 300 lines deep, in weekly rotogravure section issued Saturday afternoons—**N,C**. Also uses art layouts in one, two and three column styles. Lists NBC, Mutual, CBS, Canadian Broadcasting Corp., British Broadcasting Corp., and short-wave stations. **(B)** Jan. 9. **(E)** Jesuits. **(M)** K. of C.

MONTREAL DAILY STAR (e), Montreal, Que. **David M. Legate** (also assistant literary and dramatic editor). Uses about 2½ columns daily—**N,C**. No art work. Lists all local and "major American" stations. **(B)** Aug. 30. **(E)** McGill.

RADIO EDITORS—Continued

L'ACTION CATHOLIQUE (e), Quebec. **Henri Du Berger** (also finance editor and translator). Uses full page daily—**R,N,C**. Also unspecified number of mats on Friday. Lists WOR, WEA, WJZ, WABC, CHRC, CKAC, CKCV, CJBR, CRCK, WQXR. (B) March 15. (E) Commercial Academy. (M) ACFAS, Quebec Chamber of Commerce.

LE JOURNAL (m), Quebec. **Jean Marion** (also theatre, film, marine and military editor). Uses full page daily—**R,C,N**.—also special column of program highlights. Uses unspecified amount of art work from NBC, CBS, CBC, NEA. Lists CBC, CKCV, CHRC, CKAC, CBS, NBC, WABC, WEA, WJZ and short-wave stations. (B) March 12. (E) Ste. Marie, U. of Montreal. (M) Renaissance Club, Reform Club, Club des Journalistes, Quebec Winter Club.

SHERBROOKE DAILY RECORD (e), Sherbrooke, Que. No radio editor. Carries one to 2 columns of radio material daily, obtained direct from stations.

LE NOUVELLISTE (e), Three Rivers, Que. **Albert L. Gaucher** (also sports editor, music critic). Uses 3 columns daily—**R,C**. Also runs art work if mats are supplied. Lists CHLN, CKAC, CHLT, WJZ, WABC. (B) Aug. 21. (E) Seminaire Trois-Rivieres. (M) Le Flambeau, Les Troubadours, Le Radisson, Community Concert Club.

SASKATCHEWAN

MOOSE JAW TIMES-HERALD (e), Moose Jaw, Sask. **Victor J. Mackie**. Uses about one column daily, and notes on short-wave radio—**R,N,C**. No art work. Lists CBC, NBC and CBS networks, CHAB, CKCK, CJRM, KFYZ, KOA, WENR, KSL, WCCO, WGN, WLW. (B) Feb. 12. (E) Saskatchewan U.

SASKATOON STAR-PHOENIX (e), Saskatoon, Sask. **Arthur H. Walls** (also music and provincial editor). Uses one column daily, exclusive of program log—**R,N,C**. Also uses single and double-column cuts daily. Lists CFAC, CFQC, CJCA, CJGX, CJRM, CKBI, CKCK, CKY, CRVC, KFAB, KFI, KFYZ, KLZ, KMOX, KNX, KOA, KPO, KSL, KSTP, WBBM, WCCO, WENR, WLS, WGN,

WHO, WJR, WLW, WMAQ, WOW. (B) May 20. (E) U. of Saskatchewan. (M) Gyro Club.

REGINA LEADER-POST (e), Regina, Sask. **Gaston J. Johnson**. Uses one column daily, exclusive of program log—**C,R,N**. Usually runs 2 half-column cuts each issue. Lists WGN, WBBM, WCCO, WENR, WLS, WHO, WLW, WJR, WMAQ, WOW, KFAB, KFI, KFYZ, KGO, KMOX, KNX, KOA, KPO, KSL, KSTP, KLX, CFAC, CFQC, CJGX, CKY, CKCK, CHAB, CJRM, CKBI, CKX.

ALASKA

KETCHIKAN CHRONICLE (e), Ketchikan, Alaska. No radio editor. Carries half-column a month on "outstanding programs." Obtained from news service wire, plus some press releases received in the mail.

HAWAII

HAWAII PRESS (m, except Monday, S), Hilo. No radio editor. Carries "occasional items of special interest," obtained from local stations.

HONOLULU STAR-BULLETIN (e), Honolulu. **Paul Findeisen** (also member of mechanical staff). Uses 8 columns weekly—**C,R,N**. Also uses photos and mats, usually single-column. Lists NBC, CBS, Mutual, KFI, KPO, KNX, KSL, WLW and short-wave stations. (B) Nov. 13.

PHILIPPINE ISLANDS

MANILA DAILY BULLETIN (m), Manila, P. I. **Juan Claro Orendain** (also provincial and student editor). Uses full page weekly—**R,N,C**. Also uses one-third to full column of art work. (An annual supplement is issued, running 4 to 8 pages). Program log is run daily and lists KZRM, KZEG and KZIB, Philippine Islands; BBC, London; DJE, Berlin; 2RO, Rome; Radio Coloniale, Paris; JZJ, Tokyo; VPD2, Suva, Fiji Islands. NBC and CBS rebroadcasts through KZRM always given news space and listing. (B) May 6. (E) St. Thomas, Minnesota; Stetson U., Florida. (M) Manila Press Club.

TRADE JOURNALS

Data on the publications serving the broadcasting industry either entirely, or as part of their editorial content, is herewith presented.

THE ADVERTISER, 3557 Bogart Avenue, Cincinnati, O. *Phone:* Avon 6825. 11 W. 42d St., New York, N. Y. *Phone:* Pennsylvania 6-3265. *Publisher:* The Advertiser Publishing Co. *Staff:* Manuel Rosenberg, publisher, editor-in-chief; Lester Blumner, managing editor; Col. Don R. Jason, L. M. MacMillan, Arthur Coles, Michael Grimm, associate editors; M. Ascham Greene, general foreign editor. *Type of radio material accepted:* Activities of advertisers in radio, and what broadcasters are doing to effect better sales results from radio advertising. *Type of pictures accepted:* Those pertinent to the articles and items carried. *Amount of space devoted to radio:* From 40% to 80%.

ADVERTISING AGE, 100 E. Ohio Street, Chicago, Ill. *Phone:* Delaware 1337. *Publisher:* Advertising Publications, Inc. *Staff:* G. D. Crain, Jr., publisher; S. R. Bernstein, editorial director. *Type of radio material accepted:* News stories with advertisers' angles; merchandising stories. *Type of pictures accepted:* Personnel pictures; occasional talent pictures, if they have an advertising angle. *Amount of space devoted to radio:* About 30%.

ADVERTISING AGENCY, 400 Madison Ave., New York, N. Y. *Phone:* Plaza 8-2836. *Publisher:* Agency Publishing Co., Inc. *Staff:* J. E. Neuger, publisher. *Type of radio material accepted:* Articles and items of specific appeal and interest to advertising agency executives. *Type of pictures accepted:* Such as tell stories within themselves; freedom of combination of art and photography requested on any photograph submitted. *Amount of space devoted to radio:* 20%.

ADVERTISING & SELLING, 9 East 38th Street, New York, N. Y. *Phone:* Caledonia 5-9970. *Publisher:* Robbins Publishing Co. *Staff:* Frederick C. Kendall, editor; R. I. Elliot, R. L. Biehuse and Mary Saxton, editorial associates; Allen Hurlburt, art director. *Type of material accepted:* Periodic articles (up to 2,000 words) on broadcast advertising prob-

lems. *Type of pictures accepted:* People, campaigns, displays, conventions, rehearsals and programs in broadcast advertising. *Amount of space devoted to radio:* 20%.

THE BILLBOARD, 1564 Broadway, New York, N. Y. (this address for all radio material; publishing plant, 25 Opera Place, Cincinnati). *Phone:* Medallion 3-1616. *Publisher:* Billboard Publishing Co. *Staff:* Elias E. Sugarman, editor (A. C. Hartmann, Cincinnati editor); Paul Denis, assistant indoor editor; Jerry Franken, radio editor. *Type of radio material accepted:* General items of interest to station and network officials, advertising executives, radio performers. *Type of pictures accepted:* None. *Amount of space devoted to radio:* 10%.

BOXOFFICE, 9 Rockefeller Plaza, New York, N. Y. *Phone:* Columbus 5-6370-1-2. *Publisher:* Ben Shlyen. *Editor-in-Chief:* Maurice Kann. *General manager:* Joseph H. Gallagher. *Staff:* William G. Formby, editor; Jesse Shlyen, managing editor; William Ornstein, eastern editor; Ivan Spear, western editor; J. Harry Toller, Modern Theatre editor. *Type of radio material accepted:* News concerning national network operations, motion picture producers' radio activities, motion picture personalities and their radio work. *Type of pictures accepted:* News photographs on above subjects. *Amount of space devoted to radio:* Approximately 5%.

BROADCASTING, 870 National Press Bldg., Washington, D. C. *Phone:* Metropolitan 1022. *Publisher:* Broadcasting Publications, Inc. *Staff:* Martin Codel, publisher; Sol Taishoff, editor. *New York Office:* 250 Park Ave. (Plaza 5-8355); Bruce Robertson, manager. *Type of material accepted:* General news items of stations, networks, radio and advertising executives; technical articles; merchandising stories of how advertisers are using radio, etc. *Type of pictures accepted:* Those illustrating any of the various phases of the industry covered by the magazine.

TRADE JOURNALS—Continued

DAILY VARIETY. See Variety (Daily).

DRUG TRADE NEWS, 330 W. 42nd Street, New York. Phone: Longacre 3-2400. Publisher: The Topics Publishing Co., Inc. Staff: Jerry McQuade, editor; Dan Rennick, managing editor; Mortimer Gran, news editor; Philip Van Itallie, technical news editor; Aaron Addeleston, associate technical editor; Ernest Carlson, art director. Type of radio material accepted: News stories of campaigns or programs for drug products and merchandising tieups on same. Type of pictures accepted: Illustrations of tie-ups at point of sale; human interest news pictures of talent. Amount of space devoted to radio: About 3%.

EDITOR & PUBLISHER, 1475 Broadway, New York. Phone: Bryant 9-3052. Publisher: James W. Brown. Staff: James W. Brown, president and publisher; Arthur T. Robb, editor; Warren L. Bassett, managing editor. Type of radio material accepted: News, briefly, as it touches mutual interests of press and radio. Type of pictures accepted: Radio executive personalities. Amount of space devoted to radio: 10%.

FOOD FIELD REPORTER, 330 W. 42nd Street, New York. Phone: Bryant 9-6540. Publisher: The Topics Publishing Co., Inc. Staff: Frank J. Cogan, editor; Dan Rennick, managing editor; M. A. Gran, associate editor; J. Leroy Miller, associate editor; Philip H. Van Itallie, production editor; A. W. Addeleston, associate production editor; Ernest Carlson, art director. Type of radio material accepted: News stories of campaigns or programs for grocery store products; merchandising tie-ups with such campaigns. Type of pictures accepted: Illustrations of tie-ups at point of sale; human interest news pictures of talent. Amount of space devoted to radio: About 3%.

MOTION PICTURE DAILY, RKO Building, New York, N. Y. Phone: Circle 7-3100. Publisher: Quigley Publishing Co., Inc. Staff: Martin Quigley, publisher, editor-in-chief; Jack Banner, radio editor. Type of radio material accepted: General news items. Type of pictures accepted: None. Amount of space devoted to radio: Regular column: stories.

PRINTERS' INK MONTHLY, 185 Madison Avenue, New York. Phone: Ashland 4-6500. Publisher: Printers' Ink Publish-

ing Co. Staff: C. B. Larrabee, managing editor; G. A. Nichols, editor. Type of radio material accepted: Articles showing how advertisers use radio as a sales stimulant; technical articles on use of electrical transcriptions and on various phases of broadcasting from advertiser's viewpoint. Type of pictures accepted: Only illustrative material for articles featured. Amount of space devoted to radio: About 10%.

RADIO DAILY, 1501 Broadway, New York, N. Y. Phone: Wisconsin 7-6336. Publisher: Jack Alicoate. General manager: Don Mersereau. Staff: M. H. Shapiro, editor; Marvin Kirsch, business manager. Type of material accepted: Any type pertaining to radio. Type of pictures accepted: None.

RADIO MARKET QUARTERLY (Radio Art), 515 Madison Ave., New York, N. Y. Phone: Plaza 3-7156. Publisher: Broadcast Publishing Corp. Editor and Publisher: Charles R. Tighe. Business staff: A. G. Hopkins, Medina, O.; Scott Kingwill, 201 N. Wells St., Chicago; Dr. Ralph L. Power, 580 Crane Blvd., Los Angeles. Type of material: Devoted entirely to coverage and market information relative to radio stations.

RADIO RETAILING, 330 West 42nd Street, New York, N. Y. Phone: Medallion 3-0700. Publisher: McGraw-Hill Publishing Co. Staff: Howard Ehrlich, publisher; O. Fred. Rost, editor; W. W. MacDonald, managing editor. Type of radio material accepted: Brief merchandising stories. Type of pictures accepted: Action pictures illustrating stories used.

RADIO TODAY, 480 Lexington Avenue, New York. Phone: Plaza 3-1340. Publisher: Caldwell-Clements, Inc. Staff: Dr. Orestes H. Caldwell, editor; Vinton K. Ulrich, technical editor; Darrell Bartee, news editor. Type of material accepted: Material for the radio industry and trade—manufacturers, jobbers, dealers and service men.

SALES MANAGEMENT, 420 Lexington Avenue, New York. Phone: Mohawk 4-1760. Publisher: Sales Management, Inc. (associated with Bill Brothers Publishing Corp.). Staff: Raymond Bill, editor and publisher; Philip Salisbury, executive editor; A. R. Hahn, managing editor; E. W. Davidson, news editor; M. E. Shumaker, desk editor; F. R. Petron, production manager; James R. Daniels, Lawrence M. Hughes, Lester B. Colby, D. G. Baird, Maxwell Droke, Ray B.

TRADE JOURNALS—Continued

Prescott, L. R. Boulware, Frank Waggoner, associate editors. *Type of radio material accepted:* Marketing campaigns utilizing radio, but not necessarily limited to same. *Type of pictures accepted:* Human interest or news pictures of talent. *Amount of space devoted to radio:* Of 1,145 pages published in 1937, approximately 75 pages dealt wholly or in part with material of radio interest.

STANDARD RATE & DATA SERVICE, 333 N. Michigan Avenue, Chicago, Ill. *Phone:* Randolph 5616. *Publisher:* B. & B. Service Corp. *Executives:* Walter E. Botthof, president; Albert Moss, vice-president, secretary; R. A. Trenkmann, treasurer, general manager. *Type of service offered:* Two rate and data services are published jointly, revised editions being published monthly, correction bulletins three times weekly. (1) Newspaper, Magazine and Farm Paper, and Business Paper Sections, in which are listed all papers and magazines published in the U. S. and Canada, giving such data as circulation, advertising rates, closing dates, mechanical requirement, personnel, etc. Radio and advertising publications are included in the Business Paper Section. (2) Radio Advertising, Rates and Data, in which is listed all radio stations in the U. S., Canada and American territories licensed by the FCC, and giving such data as ownership, general and talent rates, remote control arrangements, contract and other requirements, mechanical program equipment, etc.

TIDE, 232 Madison Avenue, New York, N.Y. *Phone:* Ashland 4-3390. *Publisher:* Tide Publishing Co., Inc. *Staff:* David Frederick, editor; E. L. Hess, Esther R. Bien, Harrison Doty (managing), Barbara Bement, Max Forester, Dorothy Rockwell, Ann S. Kheel, Don Johnson, associate editors. *Type of radio material accepted:* New programs; results of test campaigns; selected promotion schemes; general

news of the business; no manuscripts accepted. *Type of pictures accepted:* Advertising personalities—agency executives, advertising managers, station owners, newspaper publishers—preferably informal action shots used in double spread titled, "Camera!"; special events broadcasts, copies of advertisements for stations or sponsors. *Amount of space devoted to radio:* About 13%.

VARIETY, 154 West 46th St., New York, N. Y. *Phone:* Bryant 9-8153. *Publisher:* Variety, Inc.; Sid Silverman, president. *Branch offices:* 54 W. Randolph St., Chicago; 1708-10 N. Vine St., Hollywood; 8 St. Martin's Place, Trafalgar Square, London. Published every Wednesday in New York; deadline, Tuesday evening. *Amount of space devoted to radio:* 100% of full department.

VARIETY (DAILY), 1708-10 N. Vine St., Hollywood, Calif. *Phone:* Hollywood 1141. *Publisher:* Daily Variety, Ltd., Sid Silverman, president. Published daily, excepting Sundays and holidays. *Amount of space devoted to radio:* Everything pertinent to film-radio relations, plus all other general radio news.

WESTERN ADVERTISING, 564 Market Street, San Francisco, Calif. *Phone:* Garfield 8966. *Publisher:* Ramsey Oppenheim Publications. *Staff:* Ramsey Oppenheim, editor and publisher; Ramsey S. Oppenheim, assistant publisher; Robert E. Wade, Jr., managing editor; Herbert Lyser, associate editor; Eric F. Salmon, service manager; Fred Ballou, Hazel Cooper. *Type of radio material accepted:* Feature articles from the advertising side — commercials, program building, etc.; detailed descriptions of successful programs; new items of personnel changes, station developments, etc. *Type of pictures accepted:* Illustrative material to accompany articles. *Amount of space devoted to radio:* 8 to 12%.

FAN MAGAZINES

Data on the larger publications directed at radio's consumers—the fans. This list makes no attempt to cover all the sectional publications.

RADEX

Address: The Radex Press, 14717 Detroit Ave., Lakewood, Cleveland, Ohio. *Issued:* Monthly (10 issues; none in July or August); 25c per copy.

Publisher: Elizabeth S. Butler. *Editor:* Page Taylor. *Broadcast editor:* Carleton Lord. *Technical editor:* B. Francis Dashiell.

Type of material accepted: Largely com-

FAN MAGAZINES—Continued

pilations of data anent radio stations throughout the world; no articles purchased; some gossip about artists printed—generally from press releases.

Type of pictures accepted: Glossy print portraits of new radio performers.

(Note: Editorial matter is largely DX and semi-technical type for the DX fans.)

RADIO DIAL

Address: 22 East 12th St., Cincinnati, Ohio. *Phone:* Cherry 0710.

Publisher: Wilbert Rosenthal. *Editor:* James A. Rosenthal. *Assistant editor:* Charles Serey.

Type of material accepted: Complete program listings for local stations and networks; advance news of forthcoming programs; guest appearances; pictures and short news items of radio talent. *Type of pictures accepted:* Mat service extensively used, excepting for front cover and inside full-page pictures; use 65-line screen.

RADIO GUIDE

Address: 731 Plymouth Court, Chicago, Ill. (main office); 551 Fifth Ave., New York City; 6715 Hollywood Blvd., Hollywood, Calif.

Phones: Wabash 5050 (Chicago); Murray Hill 2-4690 (New York); Gladstone 1420 (Hollywood). *Issued:* Weekly; 10c. per copy.

Chairman of the board: M. L. Annenberg.

General manager: George d'Utassy, *Editorial director:* Curtis Mitchell. *Western representative:* Carl Shroeder. *Eastern representative:* Wilson Brown.

Type of material accepted: Main feature of this publication is the program section, which lists the programs of approximately

365 stations in the U. S. and Canada; there are 16 different editions of Radio Guide, each listing a week in advance the programs of its territory; stories on personalities and general stories of programs are used, average wordage running from 2,000 to 2,400.

Type of pictures accepted: Candid shots, informals and portraits; no mats accepted; pictures should be near the 8 by 10 inch average.

RADIO MIRROR

Address: 122 E. 42nd St., New York City. *Phone:* Lexington 2-9050. *Issued:* Monthly; 10c per copy.

Supervising editor: Ernest V. Heyn. *Editor:* Fred R. Sammis. *Assistant editor:* Belle Landesman. *Art editor:* Gorman Loss. *Hollywood correspondent:* Jimmie Fidler.

Manuscript closing date: 10th of every month. *Type of material accepted:* Stories of radio personalities and shows with a news or personality angle of "human interest"; manuscripts not to exceed 2,500 words.

Type of pictures accepted: Gag pictures; news pictures; portraits for gallery purposes; fashions modeled by radio performers; glossy prints preferred.

RADIO STARS

Address: 149 Madison Ave., New York City. *Phone:* Murray Hill 4-7100. *Issued:* Monthly; 10c per copy.

Editor: Lester C. Grady. *Associate editor:* Ella Riddle. *West Coast representative:* Leo Townsend.

Type of material accepted: Interviews done on assignment; occasional unsolicited manuscripts purchased.

Type of pictures accepted: No type or style listed; must be glossy prints, however.



UNIONS

DEVELOPMENTS OF 1937-1938

Unionization of radio, already distinctly on the horizon at the time Vol. I of the VARIETY RADIO DIRECTORY was issued, during the past year has grown into a steady trend.

In terms of actual union contracts, the American Federation of Musicians has made far and away the greatest headway since the summer of 1937. This situation is covered more fully in a separate discussion of the AF of M appended to this writing. Aside from this powerful American Federation of Labor musical group, the following unions in some way or another affected radio: American Federation of Radio Artists; American Guild of Radio Announcers and Producers; Radio Writers' Guild; American Radio Telegraphers' Association; International Brotherhood of Electrical Workers, and the International All Theatrical Stage Employees Union.

American Federation of Radio Artists (AFRA)

AFRA has been in existence barely a year. It is chartered by the Associated Actors and Artistes of America, an international union which in turn is chartered by the American Federation of Labor. The Associated Actors and Artistes of America (AAAA) has jurisdiction over all performers in the show business, and its subdivisions include such organizations as Actors' Equity, Chorus Equity, Screen Actors' Guild, American Federation of Actors, American Guild of Musical Artists, Hebrew Actors' Union, etc. Frank Gillmore, erstwhile Actors' Equity president, is president and executive director of the AAAA at a reputed salary of \$13,000 per year.

Three subdivisions of this vast AAAA domain loaned the newly-formed AFRA some \$30,000 as an organizing fund. This trio was comprised of Actors' Equity, Screen Actors' Guild and the American Guild of Musical Artists. AFRA currently claims to have about 5,000 members.

The field from which this membership is derived includes actors, singers, solo instrumentalists, announcers, sound effects men, etc. Working agreements prevail between the AFRA and other subdivisions in the AAAA domain. Thus, a performer belonging to any AAAA subdivision may join AFRA at reduced fees, and vice versa. Also, performers blacklisted in any AAAA subdivision are, of course, blacklisted by AFRA.

As this volume goes to press, AFRA was negotiating in various ways with the networks. No outcome can currently be reported. The aim of AFRA is to be the bargaining agency of all who perform before a microphone. While disdaining a "closed shop" aegis, the union holds as its aim that every performer "shall be or become a member of AFRA."

Officers of AFRA are appended at the end of this writing. There are three classes of membership: **Active** (performers who have a record of at least

UNIONS—Continued

30 broadcasts, or 10 broadcasts in which they played a principal role); **associate** (for performing neophytes); and **non-resident** (for U. S. and Canadian non-citizens and non-residents). Dues and initiation fees are scaled as follows:

Approximate gross income from radio during past year.	Annual dues.	Initiation fee.
to \$ 2,000	\$ 12.00	\$10.00
to 5,000	18.00	10.00
to 10,000	24.00	10.00
to 20,000	36.00	25.00
to 50,000	48.00	25.00
over 50,000	100.00	25.00

American Guild of Radio Announcers and Producers (AGRAP)

The American Guild of Radio Announcers and Producers (AGRAP) was formed in April, 1937. Roy Langham (of CBS) is president, Kenneth Roberts (also CBS) is vice-president, and Roger Bower is secretary-treasurer. Gerald Dickler is counsel.

AGRAP's membership is derived precisely as the union's name indicates—i. e., from announcers and producers (assistant directors). There are 28 chapters and 10 outstanding contracts.

At WABC, New York (CBS key station), the union has a five-year closed shop contract covering both announcers and producers. Wages and hour clauses are subject to annual reopening and revision. When this contract was negotiated in May, 1937, it stipulated that members of the union will work on a basic five-day, 40-hour week, with time and a half for overtime. Staff announcers' salaries are pegged at \$50 per week, with a scale of increases bringing the basic figure to \$65 over a period of five years. For producers the basic pay is \$85, also subject to increases over a period of time. In the case of the producers, the salaries are considered to be strictly the pay derived from WABC. Staff announcers, however, may get additional outside commercial fees at a minimum of \$5 per broadcast.

At NBC, the AGRAP has a closed contract covering sound effects men until January, 1939. Most of the NBC announcers, however, are members of the American Federation of Radio Artists (AFRA, previously described).

Additionally, AGRAP has contracts covering either announcers, producers, or both, at WJSV, Washington, D. C.; WBT, Charlotte, N. C.; WMCA, New York City; WOR, New York City; WORC, Worcester, Mass.; WPEN and WRAX, Philadelphia, Pa.; WOV, New York City; WBNX, New York City, and WAAT, Jersey City, N. J. (as of May 15, 1938).

Early in the current year a membership poll was taken to determine whether AGRAP should affiliate with the American Federation of Radio Artists (and thus join the AF of L) or whether it should affiliate with the CIO. This poll has not changed AGRAP's status, for the members voted to preserve independence and not affiliate with either AF of L or CIO.

Radio Writers' Guild

Entirely a product of 1938 is the Radio Writers' Guild, a branch of the Authors' League of America. To date this group has barely progressed beyond a few meetings and attempts at defining the field subject to organization. No wage scales etc., are formulated.

UNIONS—Continued

ARTA, IBEW and IATSE

The status of the American Radio Telegraphers' Association and the International Brotherhood of Electrical Workers—both interested in organizing pan-emen—has not changed materially since last year (see Vol. I, page 787). This also applies to the status of the International All Theatrical Stage Employees Union.

AMERICAN FEDERATION OF RADIO ARTISTS

(Branch of the Associated Actors and Artistes of America)
Affiliated with the American Federation of Labor

2 WEST 45TH STREET, NEW YORK

Chicago Office—540 North Michigan Avenue, Chicago, Ill.

Los Angeles Office—6513 Hollywood Boulevard, Los Angeles, Calif.

San Francisco Office—663 Mills Building, San Francisco, Calif.

NATIONAL OFFICERS

Eddie Cantor, President
Lawrence Tibbett, Vice-President
Norman Field, Vice-President
Jascha Heifetz, Vice-President
James Wallington, Vice-President
Emily Holt, Executive Secretary

George Heller, Associate Sec'y and Treas.
Lucille Wall, Recording Sec'y
Paul N. Turner, Counsel
Henry Jaffe, Associate Counsel
Laurence W. Beilenson, Associate Counsel

BOARD OF DIRECTORS

Edward Arnold
Georgia Fifield
Ray Middleton
Phil Baker
Martin Gable
Grace Moore
Jack Benny
Helen Hayes
Dick Powell
Edgar Bergen
Jascha Heifetz
Walter Preston
John Boles
George Heller
Myles Reed

Richard Bonelli
James P. Holmes
Lanny Ross
John H. Brown
Warren Hull
Mark Smith
Reed Brown, Jr.
Raymond Jones
Margaret Speaks
Eddie Cantor
Carlton KaDell
Paul Stewart
Nelson Case
Joe Laurie, Jr.
Lawrence Tibbett

Frank Chapman
Wilfred Lytell
Rudy Vallee
Bing Crosby
John McGovern
Lucille Wall
Ted De Corsia
Florence Malone
James Wallington
Norman Field
Queena Mario
Harry S. Walsh
Edward Fielding
James Melton

AMERICAN FEDERATION OF MUSICIANS

Not only is the American Federation of Musicians the biggest and oldest of all unions affecting radio, but also the union which last year carried on the most active negotiations with the broadcasting industry.

Specifically, the AF of M (an American Federation of Labor union) demanded that the broadcasting industry increase its quota of musicians. To meet these demands, representatives of about 200 stations met in New York City on September 15 and 16, 1937, to draw a plan which would be a basis of settlement (reproduced below). It affects the Independent Radio Networks Affiliates—i.e., stations with major chain affiliations—in particular. Whether or not it will affect stations totally independent of any chain affili-

A. F. OF M.—Continued

ation remains to be seen. These totally independent stations have yet to come to terms with the AF of M. As of this date, a status quo more or less prevails as regards them.

I.R.N.A.-A.F.M. PLAN OF SETTLEMENT

1. The American Federation of Musicians (hereinafter referred to as the Federation), takes the position that the increase in use of network distribution of musical programs and the increase in use of phonograph records and transcriptions has decreased the volume of employment of musicians at radio stations. A large proportion of radio stations in the country receive network programs and use phonograph records and transcriptions, but do not employ a single staff musician.
2. By reason of this complaint, the Federation made a demand addressed to the entire broadcasting industry for the employment of more musicians, such demand being accompanied by the statement that members of the Federation would not perform for stations receiving network programs or using records or transcriptions unless such stations employ the number of musicians or expend an amount for compensation of staff musicians satisfactory to the Federation.
3. The broadcasting industry is composed of approximately 700 independent units, no one of which can bind any other, and any agreement to increase employment must be made by each individual unit for itself.
4. In order to avert such withdrawal of musicians, representatives of a large majority of stations affiliated with the three national networks (hereinafter referred to as Affiliates) selected a committee to negotiate with the Federation to establish a mutually satisfactory basis for the employment of additional musicians by Affiliates. This committee has no power to bind any station. Its function is to recommend to Affiliate stations the execution of a local agreement in the form and on the basis herein contained.
5. At a convention in New York City, September 10th to 12th, 1937, representatives of approximately 200 network affiliated stations, and at meetings at New York City, September 15th and 16th, 1937, the International Executive Board of the Federation (hereinafter referred to as Federation Board) approved in principle the basis of settlement herein set forth of the requirement for increased employment from Affiliates (excluding Key Stations), that is to say, that the Federation will regard it as a satisfactory increase in the employment of staff musicians by Affiliates if the following result is achieved: That the aggregate expenditure of such Affiliates for staff musicians during the period of this Plan of Settlement shall be not less than One Million Five Hundred Thousand (\$1,500,000.00) Dollars per annum in excess of the amount so spent by them during the year beginning September 1st, 1936, and ending August 31st, 1937; provided, however, that the allocation among Affiliate stations of this increased expenditure shall be made by the Affiliate group of the industry itself and shall be subject to the approval of the Federation in the light of the desire of the

A. F. OF M. SETTLEMENT—Continued

Federation to spread increased employment as widely as possible throughout its jurisdiction in the United States and Canada, and provided further, that the aggregate expenditure for staff musicians by Affiliates as a group shall in no event be less than Three Million (\$3,000,000) Dollars per annum.

6. It is the desire of the Federation Board and of the Negotiating Committee of the Affiliates to agree upon basic terms and conditions and provisions in so far as staff musicians are concerned which will be used as part of each individual agreement to be executed by the individual Affiliate stations and the respective Local Unions affiliated with the American Federation of Musicians.

All other conditions under which musicians are to be employed by the individual Affiliate stations are to be negotiated between the individual Affiliate stations and the respective Local Unions.

7. The Negotiating Committee of the Affiliates has devised a formula for calculating a quota of expenditure to be allocated to each Affiliate in order to increase by not less than One Million Five Hundred Thousand (\$1,500,000.00) Dollars per annum, the expenditures for staff musicians by Affiliates as a group as compared with such aggregate expenditures during the base year September 1, 1936, to August 31st, 1937, and bring the same up to a total in excess of Three Million (\$3,000,000.00) Dollars per annum, no Affiliate to reduce its expenditures for staff musicians below that made by it during the base year. The Negotiating Committee has applied this formula and submitted to the Federation Board the figures so derived for the allocated quota of annual expenditure for staff musicians to be recommended to each Affiliate under the terms of this Plan of Settlement. This allocation has been approved by the Federation Board.
8. In any case in which net receipts from sale of time of the Affiliate station is used as a factor in arriving at the allocated quota, any such station which has been licensed for operation for less than a full year shall be regarded as if it had been in operation a whole year and the revenue prorated.
9. Since it is the declared intention of the Federation of Musicians not to perform their services for broadcasting stations unless the Affiliate stations and the network Key stations as herein defined make agreements satisfactory to the Federation, members of the Federation will not perform as herein outlined unless by the deadline date set forth herein agreements shall have been executed by Affiliate and Key stations satisfactory both as to form and number to the Federation. By a satisfactory number is meant substantially all of the Affiliate and Key stations as demanded by the Federation.

It is understood that no contract will become binding either upon the Federation or any of its Local Unions or upon the Affiliate signing same until the aforementioned satisfactory number of contracts shall have been reached, executed and actually exchanged. However, since signing of contracts in a form satisfactory to the Federation will be an evidence of good faith upon the part of individual Affiliates, any Affili-

A. F. OF M. SETTLEMENT—Continued

ate which executes the approved form of contract prior to the deadline date, will not be deprived of the services of local Federation musicians in the community in which it operates, irrespective of any action which may be taken whereby Federation musicians decline to render their services with respect to network broadcasting by reason of the failure of Affiliates as a group to sign a satisfactory number of contracts.

10. Wherever the expression "Key stations" is used in this Plan of Settlement it refers to the originating key stations of the National, Columbia and Mutual networks as now existing or hereafter may be established in the United States or Canada, and the quota of expenditure referred to in paragraph 5 does not include expenditure for staff musicians at such Key stations. For the purposes of this Plan of Settlement, the Key stations are as follows:
In the City of New York: WEA, WJZ, WABC, WOR
In the City of Chicago: WMAQ, WENR, WBBM, WGN
In the City of Los Angeles: N. B. C. Studios, KNX, KHJ
11. The scale of wages, hours of employment and local working conditions for the services of staff and any other instrumental musicians shall be determined by the Local Union of the Federation.
12. The final or deadline date for the purpose of entering into local contracts in accordance with the Plan of Settlement is December 1st, 1937. All contracts made by individual Affiliates with their Local Unions of the Federation in accordance herewith shall be as of that date, and if the deadline date for any reason is altered by the Federation Board, the effective date of all such contracts made hereunder shall be correspondingly altered. The provisions of this Plan of Settlement shall, with appropriate provisions with respect to unexpired contracts, run for a period of two (2) years from the final effective deadline date, as set forth in Article 17 of the annexed schedule.
13. The allocated quota for Affiliate station expenditure for employment of musicians shall be registered with the Federation and the Affiliate. Thereupon, the quantity of service Affiliate shall receive from members of the Local for the expenditure during the full year of the gross amount of the allocated quota shall be as determined under paragraph 11 hereof. In certain cases, however, Affiliates have already expended, during the past year, an amount greater than the allocated quota. Therefore, in no case shall the expenditure for staff musicians by any Affiliate in each year during the term of this agreement be less than it was from September 1st, 1936, to August 31st, 1937, or less than the allocated quota, whichever is higher; and no Local Union of the Federation shall compel any Affiliate to increase these amounts during the term of its individual contract except where a Local has given concessions to an Affiliate with the understanding that the Local could thereafter withdraw the concessions.
14. The Plan of Settlement and the quota of expenditure as set forth herein applies to all Affiliates as above defined, but not to Key stations

A. F. OF M. SETTLEMENT—Continued

as above defined, and does not apply to stations not affiliated in the United States or Canada with the three national networks as of November 1st, 1937. It does apply to, however, and there are to be included in the quota distribution hereunder, the following Canadian stations affiliated with the United States national networks:

CKAC—Montreal

CFRB—Toronto

CFCF—Montreal

CKLW—Windsor

CRCT—Toronto

15. No expenditure made by any station which hereafter becomes an Affiliate as herein defined shall be credited against the agreed expenditure referred to in paragraph 5 hereof.
16. Any agreement entered into between an Affiliate and the Local Union of the Federation in order to be valid must be approved by and registered with the Federation Board, the President of the Federation, or any authority designated for that purpose by the Federation.
17. The annexed Schedule containing the basic terms and conditions growing out of this Plan of Settlement shall form part of each agreement between an Affiliate and the Local Union.
18. The Negotiating Committee and the Federation have agreed that the Negotiating Committee will send a copy of the Plan of Settlement and the Schedule referred to in the preceding paragraph, to the Affiliate stations and the Federation will send a copy of the Plan of Settlement and the Schedule referred to in the preceding paragraph, to each of the Local Unions.

INTERNATIONAL EXECUTIVE BOARD, AMERICAN FEDERATION OF MUSICIANS

JOSEPH N. WEBER, President

C. L. BAGLEY, Vice-President

FRED W. BIRNBACH, Secretary

HARRY E. BRENTON,
Fin. Sec'y-Treasurer

C. A. WEAVER

A. C. HAYDEN

JAMES C. PETRILLO

J. W. PARKS

WALTER M. MURDOCH

NEGOTIATING COMMITTEE INDEPENDENT RADIO NETWORKS AFFILIATES

SAMUEL R. ROSENBAUM—
WFIL—Chairman

EMILE J. GOUGH—Hearst Radio
—Secretary

EDWIN W. CRAIG—WSM

JOHN J. GILLIN, JR.—WOW

GEORGE W. NORTON, JR.—
WAVE

L. B. WILSON—WCKY
Chairman, Finance Committee

JOHN SHEPARD, 3d—Yankee
Network Quota Allocation
Committee

MARK ETHRIDGE—WHAS—
Ex-Officio

November 12, 1937

SCHEDULE A

November 12, 1937.

1. All the terms, conditions and provisions of this Schedule shall, for all purposes, be deemed and be part and parcel of the annexed agreement, and whenever and wherever the terms, conditions and provisions contained in the said annexed agreement are inconsistent with the terms, conditions and provisions contained in this Schedule, the terms, conditions and provisions of this Schedule shall obtain and prevail.
2. Whenever the term "Federation" is used herein, same shall refer to and be deemed to mean the American Federation of Musicians. Whenever the term "Local" is used herein, same shall be deemed to mean and refer to the Local unit of the Federation which is a party to the annexed agreement. Wherever the term "Affiliate" is used, same shall be deemed to mean and refer to the owner and/or operator of the Broadcasting Station, which is a contracting party to the agreement to which this Schedule "A" is attached.
3. The entire amount of the allocated quota to be expended by the Affiliate, per annum, for the employment of staff musicians must be so expended during a period extending for not less than nine (9) months in each year, the intention being to provide regular employment for staff musicians. Special exception, shortening the period of nine (9) months, shall be made by the Federation in cases where the Affiliate operates in winter resorts, as, for example, Miami, Florida, where the business season is less than nine (9) months.
4. A staff musician is one who is paid at a weekly rate and not at a single performance rate. Compensation for services of musicians employed as extra men or employed otherwise than to play musical instruments, and compensation to staff musicians for overtime or extra rehearsals is not to be included in the expenditure of the allocated quota of the Affiliate.
5. If a Local requires that a higher rate be paid for the privilege of using staff musicians in commercial programs as well as in sustaining programs, the full amount so paid by Affiliate to staff musicians on a weekly salary (as per Article "4" hereof) shall be credited against Affiliate's allocated quota, regardless of the quantity of commercial services rendered during any one week. It is agreed, however, that staff musicians may be required by Affiliate to play on either or both commercial and sustaining programs.

It is further agreed that in the event that any Local Union will grant more advantageous rates to advertisers or their agents for commercial programs than the rates charged by such Local for the same kind of service to the Affiliates for commercial programs, then and in such case the Local will give the Affiliate the benefit of such more advantageous rates.
6. In expending the sums of money required to be spent by the Affiliate, as per the terms of the annexed agreement, Affiliate agrees to employ

SCHEDULE A—Continued

only members in good standing of the Locals affiliated with the Federation as staff musicians. All musicians other than staff musicians employed by Affiliate shall likewise be employed upon terms and conditions as agreed upon between Affiliate and Local Union.

7. The Local will furnish Affiliate competent and qualified musicians in good standing in the Local and members of the Federation, who will be employed by Affiliate through a contracting member or leader. The compensation paid to any contracting member or leader is to be credited against the allocated quota of Affiliate. Affiliate shall have full control of the instrumentation desired. Affiliate shall have full control of program material and selection of music. If Affiliate has any complaint regarding the ability or competency of a staff musician furnished by a leader or contracting member, Affiliate may first appeal to the Local and then to the Federation for an adjustment. Federation will cause the musician to whom the Affiliate objects to be examined, such examiner not to be a member of Local Union. If the examiner finds that the musician is not competent for the class of service required of him and he cannot be replaced by the Local, Affiliate shall have the right to employ a member of Federation from another Local.
8. Affiliate may give any staff musician employed by it reasonable notice for terminating his employment. Should any controversy develop as to the length of such notice, same shall be determined by the International Executive Board of Federation. The Affiliate may publish reasonable rules and regulations relating to the conduct of employees of Affiliate, and musicians shall conduct themselves while on the premises of Affiliate in accordance with such rules and regulations. For improper deportment demand may be made that the leader discharge the musician and on his failure to do so the Affiliate may appeal to Local and then to Federation. In the event that the employment of a staff musician is terminated, such change of personnel shall in no wise reduce Affiliate's obligation to expend the full amount of his allocated quota or in any other manner alter the provisions of this agreement.
9. Any Affiliate located in the United States of Canada entering into the annexed agreement with the Local Union of the Federation for the expenditure of an allocated quota as provided for therein, may without any objection or demand by the Federation or Local send to and receive from any station in the United States national and regional network broadcast programs.
Against receiving foreign programs, no objection will be raised by the Federation or Local. Canadian programs shall for the purpose of this Article, not be deemed to be foreign programs.
10. Announcement of a mechanical production of music must in all cases be clearly made.
11. Affiliate may make records or electrical transcriptions of a program for audition purposes or filing by Affiliate or agency or client, without extra charge to Affiliate by musicians, provided that such services are

SCHEDULE A—Continued

rendered during the time for which musicians are being paid, but such records or transcriptions must not be broadcast, and the Federation must be advised when such records are made. Members of the Federation will not render their services to any Affiliate for the manufacture of records or transcriptions of programs for broadcast or any other public performance, unless such Affiliate is licensed by the Federation for that purpose.

12. In the event that a sponsored program cannot be put on the air by Affiliate at the time such Affiliate receives it, an electrical transcription of such program may be made by the receiving station without extra charge by musicians, to be put on the air no later than the seventh day counting from the day that the transcription was made. As soon as the transcription is made, which transcription is not to be duplicated, Federation must be advised thereof, and after such use, the transcription must be sent to it to be destroyed.
13. Records of music which are pilfered are not to be used under any circumstances.
14. Members of the Federation need not render their services to a station originally owned by an Affiliate but transferred or assigned by an Affiliate unless the assignee of such Affiliate shall agree to carry out and assume the unexpired portion of the agreement between said Affiliate and the Local Union of the Federation, in the event of which assumption, the assignor Affiliate shall be relieved of further liability under the said agreement.
15. In the event the Affiliate's Federal license is suspended or terminated, or in the event of the discontinuance of the operation of such station, whether because of fire, war, force majeure, or Acts of God, the allocated quota of expenditure as provided for in the annexed agreement shall be abated or cancelled, as the case may be.
16. Both parties to the annexed agreement, that is, the Affiliate and the Local Union of the Federation, acknowledge that they have received a copy of the "Plan of Settlement" embodying the general plan for the solution of the unemployment problem of musicians.
17. The annexed agreement shall continue for two (2) years from the date hereof and the expenditure undertaken by the Affiliate under such agreement shall be for each of such two (2) years. Nothing therein contained shall be construed so as to interfere in any way with any existing contract between Local and Affiliate. Neither shall anything therein contained interfere with any right of the Local to fix or change within said two (2) years its scale of wages, hours of employment or local working conditions, or other conditions over which the Local has jurisdiction, unless the Local and Affiliate agree otherwise with respect thereto, provided, however, that in no case shall the agreed expenditure to be made by Affiliate be increased except where a Local has given concessions to an Affiliate with the understanding that the Local could thereafter withdraw the concessions. However, Affiliate shall commence the expenditure of its allocated quota from date that

SCHEDULE A—Continued

this agreement becomes effective, and to the extent to which such allocated amount exceeds any amount which the Affiliate is required to expend by an existing local contract, the expenditure of such excess shall commence from the date this agreement becomes effective, and from the date of the expiration of any existing agreement such expenditure shall continue to the extent of the entire allocated quota.

18. Federation, subject to the provisions of Article 19 hereof and subject to its obligations to the American Federation of Labor, by its approval and delivery of the annexed agreement, for and on behalf of the Local Union, and the Local Union which is a party to the annexed agreement, both obligate themselves for the full, due and complete performance thereof, and agree that there will be no stoppage of work so long as there is no default in or violation of any of the provisions of such annexed agreement by the Affiliate executing the same. The Local Unions of the Federation and the Federation Board agree to notify Affiliate in writing of what they deem to be a default or violation on the part of such Affiliate, and the Federation agrees that there will be no stoppage of work as in this paragraph specified until such Affiliate shall have had two (2) weeks from and after the receipt of such notice in writing to rectify the default or breach complained of. Notice of a default shall be no presumption of actual default. If in answer to the notice of default the party allegedly in default denies such default, then the Local Union will advise the Federation and Federation will promptly appoint one of its members, not a member of the said Local Union, and the Affiliate will appoint a person engaged in the broadcasting industry (not employed by the Station) to meet within the said fourteen (14) day period, to investigate and determine the disposition of the claimed violation or default. The written determination of the said two parties shall be binding both upon the complainant and the party allegedly in default. Repetition after the expiration of the period of the original notice by the Affiliate of the violation originally complained of by the Federation Local shall thereafter eliminate the necessity of any further notice to Affiliate.

In case the Affiliate shall be in default with respect to moneys owed to musicians for services rendered, the Affiliate shall be entitled to only 24 hours' notice.

19. This agreement is predicated upon mutual good faith between Federation and Affiliates and is intended for the essential purpose of increasing employment of musicians in radio broadcasting.

Affiliate acknowledges and agrees that it executes this contract to take effect simultaneously with similar contracts by other Affiliates and Key Stations or Networks executed in accordance with the general Plan of Settlement referred to in Article 16 hereof.

It is agreed (a) that if a substantial number of Affiliates and/or any network company or corporation executing contracts in pursuance of such Plan of Settlement have defaulted with respect to the expenditure of their respective quotas as provided in their agreements, or (b) that if in the sole judgment of the Federation, the operation of this and other agreements with Affiliate or Key Stations entered into

SCHEDULE A—Continued

pursuant to the Plan of Settlement fails sufficiently to carry out the purpose of the Federation to increase employment of instrumental staff musicians in the broadcasting industry, then and in its sole determination and option, the Federation shall have the right to cancel and terminate all agreements executed in pursuance of the Plan of Settlement by giving fourteen (14) days' notice to such effect.

With respect to the extent to defaults necessary to create a substantial breach for the purpose of subdivision (a) of this Article, the judgment of the Federation shall likewise be determinative.

With respect to any such breach under subdivision (a) of this Article, nothing in this Article contained shall prejudice any other legal or equitable right of the Federation and/or Local against any Affiliate which may have committed any such default or breach.

The notices referred to in this Article shall be sent in writing by registered mail to all the Key Stations, signatory to agreements pursuant to the Plan of Settlement and to a person, firm or corporation to be designated in writing by the Negotiating Committee of the Independent Radio Networks Affiliates.

20. Nothing in this agreement contained shall be deemed to require the Affiliate or any Local Union to violate any law or any regulation of the Federal Communications Commission.
21. The expenditure for staff musicians to be made by the Affiliate in each year during the term of the annexed agreement shall not be less than such expenditure made from September 1st, 1936, to August 31st, 1937, or less than the amount mentioned in the annexed agreement as the allocated quota hereunder, whichever is higher. Clause 19 (b) shall not be construed to authorize a general termination for the purpose of increasing the allocated quotas.

A. F. M. KEY STATION CONTRACT

(Note: This is a sample of the contract executed between the American Federation of Musicians and the three major networks—NBC, CBS, and Mutual. Although CBS is specifically mentioned in this sample contract, the phraseology would fit NBC or Mutual equally well with changes in monetary terms.)

WHEREAS, the American Federation of Musicians (hereinafter sometimes called the Federation) has heretofore complained to the Columbia Broadcasting System, Inc. (hereinafter sometimes called Columbia) and others, that in the operation of broadcasting networks and of Affiliated stations (hereinafter sometimes called Affiliates), they do not employ such number of musicians as is commensurate with the services which said Columbia and network Affiliates receive directly or indirectly from musicians affiliated with local unions (hereinafter sometimes called Local unions or Union) of the Federation; and

WHEREAS, the Federation requested such Columbia and Affiliate stations and others for the benefit and advantages of all parties concerned to inaugurate a plan for the solution of unemployment of musicians:

NOW, therefore, said Federation as party of the first part, and said Columbia as party of the second part, for and in consideration of their mutual promises and of the sum of one (\$1.00) dollar paid to the other, receipt of which is hereby acknowledged, do hereby each for itself agree as follows:

FIRST:

- (a) The Columbia will expend in New York the amount arrived at by totaling the minimum wage of staff musicians employed by Colum-

KEY STATION CONTRACT—Continued

bia pursuant to its understanding or contract with Local 802, American Federation of Musicians, during the period beginning September 1, 1936, and ending August 31, 1937, and adding to the resultant figure the sum of sixty thousand (\$60,000.00) dollars.

- (b) The Columbia will expend in Chicago the amount arrived at by totaling the minimum wage of staff musicians employed pursuant to its understanding or contract with Local 10, American Federation of Musicians during the period beginning September 1, 1936, and ending August 31, 1937, and adding to this sum the sum of sixty thousand (\$60,000.00) dollars.
- (c) The Columbia will expend in Los Angeles if it has or makes a contract with the Los Angeles Local 47, American Federation of Musicians, which provides for the employment of staff musicians, an additional sum of sixty thousand (\$60,000.00) dollars for the employment of staff musicians. If there is no local contract existing or none is made by the Columbia and Local 47 providing for the employment of staff musicians then sixty thousand (\$60,000.00) dollars shall nevertheless be expended by the Columbia for the employment of staff musicians.
- (d) The base amounts mentioned in a, b, and c, hereof are predicated upon the contract existing on the day and date of the signing of this agreement between the Columbia and the local union having jurisdiction in the particular city named and if these contracts are changed so as to provide a new minimum wage for staff musicians than the additional amounts specified herein shall be added to the base amounts computed according to the new wage from and after the date the same becomes effective. Such additional amounts shall be added annually during each full year of the term of this agreement.

SECOND: The Annual expenditure for staff musicians shall not during the continuance of this agreement be reduced below that specified in **FIRST** paragraph hereof.

THIRD: The Federation agrees to furnish through its New York, Chicago and Los Angeles local unions instrumental musicians in accordance with this agreement.

FOURTH: The scale of wages, hours of employment and local working conditions for the services of staff musicians with respect to said increased expenditures shall be as provided in existing and future agreements between the appropriate local unions and Columbia.

FIFTH: This agreement shall be deemed merely supplementary to any existing and future agreements between the Federation local unions in New York, Chicago and Los Angeles and said Columbia, in so far as staff musicians are concerned; and with respect to the additional expenditure called for by this agreement, said local unions and the Columbia may make further agreements in accordance with the provisions hereof.

SIXTH: Subject to such exceptions as may be agreed upon with the local unions concerned, the Columbia agrees to employ as instrumental musicians for its key stations in New York, Chicago and Los Angeles, only members of the union in the city in which these respective stations are located.

SEVENTH: This agreement shall begin on January 1st, 1938, and shall continue for two years from the final deadline date provided for by the Plan of Settlement hereto annexed and agreed upon by the Federation and committees representing the Affiliates for the purpose of having the radio industry employ an increased number of musicians.

EIGHTH: The Federation, subject to the provisions of **NINTH** paragraph hereof and subject to its obligations to the American Federation of Labor,

KEY STATION CONTRACT—Continued

obligates itself for the full, due and complete performance hereof and agrees that within scope of this agreement no stoppage of work or interference with network or local broadcasting so long as there is no default or violation of any of the provisions of this agreement by Columbia.

NINTH: This agreement is subject to and is intended to be concurrent with agreements made between the Federation with the National Broadcasting Company, Inc., and the following stations of the Mutual Broadcasting System, Inc., WOR, WGN, and KHJ, and all Affiliates of networks, including those of the Columbia, and may be cancelled and terminated by the Federation as follows:

- (a) If a substantial number of Affiliates and/or any network company or corporation executing contracts in pursuance of such Plan of Settlement have defaulted with respect to the expenditure of their respective quotas as provided in their agreements, or
- (b) If in the sole judgment of the Federation, the operation of this and other agreements with Affiliate or Key Stations entered into pursuant to the Plan of Settlement fails sufficiently to carry out the purpose of the Federation to increase employment of instrumental staff musicians in the broadcasting industry, then and in its sole determination and option, the Federation shall have the right to cancel and terminate all agreements executed in pursuance of the Plan of Settlement by giving (14) days' notice to such effect.
- (c) Clause (b) shall not be construed to authorize a general termination for the purpose of increasing the allocated quotas.

TENTH: The entire amount of the additional expenditure required to be expended by Columbia per annum for the employment of staff musicians must be so expended during a period extending for not less than twelve months in each year, the intention being to provide regular employment for staff musicians.

ELEVENTH: In the event that any of the Columbia's Federal Licenses are suspended or terminated, or in the event of the discontinuance of the operation of any station covered thereby because of fire, war, force majeure or Acts of God, the expenditures provided for in this agreement shall be abated or cancelled as the case may be.

TWELFTH: The notice referred to in this agreement and required to be sent to Columbia shall be sent in writing by registered mail addressed to it at 485 Madison Avenue, New York, N. Y., or such other address as may be designated by it in writing.

In WITNESS WHEREOF, the parties hereto have hereunto set their hands and seal this day of, 193...

COLUMBIA BROADCASTING SYSTEM, Inc.,
By.....
AMERICAN FEDERATION OF MUSICIANS,
By.....

A.F.M. INTERNATIONAL OFFICERS

International officers of the American Federation of Musicians for the United States and Canada are:

President: Joseph N. Weber, 1450 Broadway, New York City.

Vice-President: C. L. Bagley, 720 Washington Building, Los Angeles, Calif.

Secretary: Fred W. Birnbach, 39 Division St., Newark, N. J.

Financial secretary-treasurer: H. E. Brenton, Box B, Astor Station, Boston, Mass.

Executive committee: C. A. Weaver, 616 Insurance Exchange, Des Moines, Iowa; A. C. Hayden, 1011 B St., S. E., Washington, D. C.; John W. Parks, 1105 Allen Building, Dallas, Texas; James C. Petrillo, 1039 N. Austin Boulevard, Chicago, Ill.; Walter M. Murdoch, 42 Coady Ave., Toronto, Canada.

AGENCIES

COMPARATIVE AGENCY SPENDING, 1935-6-7

(MUTUAL EXPENDITURES NOT COUNTED PRIOR TO 1937)

AGENCY	1937	1936	1935
1. Blackett-Sample-Hummert	\$7,293,489.70	(1) \$6,011,665	(2) \$4,774,907
2. Lord & Thomas	5,549,195.00	(2) 5,573,278	(4) 3,335,372
3. J. Walter Thompson	5,283,134.00	(3) 5,148,557	(1) 4,990,644
4. Young & Rubicam	3,821,010.40	(7) 2,244,484	(7) 1,530,673
5. Benton & Bowles	3,634,240.00	(6) 2,419,182	(3) 3,449,439
6. Ruthrauff & Ryan	3,407,886.00	(12) 1,237,928	(17) 886,640
7. Compton Advertising	3,001,600.00	(8) 2,018,344	(10) 1,372,179
8. N. W. Ayer	2,842,215.00	(4) 3,276,155	(5) 2,964,094
9. Newell-Emmett Co.	1,951,261.00	(14) 1,189,426	(21) 734,311
10. B.B.D.&O.	1,801,695.90	(5) 2,716,819	(11) 1,111,618
11. Stack-Goble	1,495,307.00	(9) 1,501,678	(9) 1,386,274
12. Wade Advertising	1,457,470.00	(13) 1,220,132	(18) 858,671
13. Lennen & Mitchell	1,380,063.00	(18) 782,043	(14) 945,176
14. Neisser-Myerhoff	1,232,960.00	Not among first 20 spenders.	
15. Maxon	1,146,788.00	Not among first 20 spenders.	
16. F. Wallis Armstrong	1,128,540.00	(11) 1,256,154	(16) 893,515
17. Wm. Esty	1,033,263.00	(16) 1,047,534	(13) 946,107
18. Roche, Williams & Cunyngnam	958,509.80	(15) 1,048,683	(15) 910,329
19. Gardner Advertising	928,326.00	Not among first 20 spenders.	
20. Erwin, Wasey & Co.	920,263.03	(10) 1,467,959	(6) 1,730,212
Total	\$50,267,216.83	\$42,497,972*	
Percent of aggregate agency expenditure...	72.2%	73.7%	

CBS GROSS BILLINGS TO AGENCIES: 1937

Ruthrauff & Ryan, Inc.	\$3,243,443	Campbell-Ewald Co.	375,425
Benton & Bowles, Inc.	2,433,779	The Biow Company, Inc.	357,735
Blackett-Sample-Hummert, Inc.	2,052,412	Geyer, Cornell & Newell, Inc..	348,850
N. W. Ayer & Son, Inc.	2,043,329	Morse International, Inc.	323,320
Newell-Emmett Co., Inc.	1,806,541	Stack-Goble Advertising Co. ...	286,138
Lord & Thomas	1,671,007	Paris & Peart	275,275
Neisser-Myerhoff, Inc.	1,232,960	D'Arcy Advertising Co., Inc. ...	265,170
F. Wallis Armstrong Co.	1,128,540	Roche, Williams & Cunyng- ham, Inc.	220,378
Young & Rubicam, Inc.	990,428	Federal Advertising Agency, Inc.	210,650
B. B. D. & O., Inc.	949,326	The Wessel Company	201,865
William Esty & Co.	942,162	Albert Frank - Guenther - Law, Inc.	190,509
J. Walter Thompson Co.	838,492	McCann-Erickson, Inc.	185,870
Hutchins Advertising Co., Inc..	790,805	Lambert & Feasley, Inc.	160,480
Maxon, Inc.	730,633	Brooke, Smith & French, Inc..	147,690
Buchanan & Co., Inc.	558,045	Donahue & Coe, Inc.	104,850
Knox Reeves Advertising, Inc..	551,632	E. W. Hellwig Co.	92,505
Gardner Advertising Co.	530,614	Rohrbaugh & Gibson Adv. Agency	89,625
Lennen & Mitchell, Inc.	528,706		
Arthur Kudron, Inc.	440,040		
MacManus, John & Adams, Inc.	437,900		
Hays MacFarland & Co.	381,282		

* Hutchins, Paris & Peart and Campbell-Ewald included among first 20 spenders in 1936, but not 1937.

AGENCY BILLINGS—Continued

Compton Advertising, Inc.....	85,500	James F. Fay Co.....	11,040
Co-Operative Advertising, Inc..	69,740	A. J. Denne & Co., Ltd.....	10,869
Charles R. Stuart.....	54,120	Broadcast Advertising, Inc.....	9,386
Fletcher & Ellis, Inc.....	52,303	Frances Hooper, Adv. Agency.	8,094
Peck Advertising Agency, Inc..	44,775	Gillham Advertising Agency...	6,480
Botsford, Constantine & Gardner	38,405	A. McKim, Ltd.....	5,940
Cockfield, Brown & Co., Ltd...	37,588	Pacific Market Builders.....	5,681
Lawrence C. Gumbinner Adv.		Raymond R. Morgan Co.....	4,320
Agency.....	29,525	Walker & Downing.....	3,775
L. D. Wertheimer Adv., Inc....	22,960	Baker Advertising Agency, Ltd.	2,700
Milton Weinberg Adv. Co.....	22,420	Walsh Advertising Co., Ltd....	2,500
Hixson-O'Donnell Adv., Inc...	17,610	James Houlihan, Inc.....	1,485
McCord Co.....	16,120	Sidney Garfinkel Adv. Agency.	990
Barnes-Chase Co.....	14,526		
Westco Advertising Agency....	13,060	TOTAL.....	\$28,722,118
The Caples Co.....	11,795		

MUTUAL GROSS BILLINGS TO AGENCIES: 1937

Erwin, Wasey & Co.....	\$224,611.03	Stack-Goble Adv. Agency.....	16,610.00
Brooke, Smith, French & Dor-		Hanff-Metzger of Illinois, Inc..	16,080.00
rance.....	224,228.71	Russell M. Seeds Co.....	12,720.00
Blackett-Sample-Hummert, Inc.	154,410.70	Benson & Dall, Inc.....	12,511.99
Ruthrauff & Ryan, Inc.....	125,573.00	Hays MacFarland Co.....	12,398.00
Franklin Bruck Adv. Agency..	98,633.00	Badger, Browning & Hersey...	12,003.75
R. H. Alber & Co.....	96,556.05	Rogers & Smith.....	10,926.67
Charles Dallas Reach, Inc.....	91,774.00	Peck Adv. Agency, Inc.....	10,436.00
William Esty & Co.....	91,101.00	Brown & Tarcher.....	9,760.50
B.B.D.&O.	88,207.90	The Biow Co., Inc.....	7,858.32
United States Adv. Corp.....	85,185.25	Mitchell-Faust Adv. Agency...	7,643.75
Baggaley, Horton & Hoyt, Inc..	79,027.50	Aubrey, Moore & Wallace.....	6,360.00
Kelly, Stuhlman & Zahrndt, Inc.	69,063.90	Lord & Thomas.....	5,600.00
J. Walter Thompson Co.....	67,727.00	Fishler, Zealand & Co.....	5,072.00
H. M. Kiesewetter Adv. Agency	63,817.56	De Garmo Corp. (Fulton De-	
Young & Rubicam, Inc.....	57,902.40	Garmo & Ellis).....	4,745.00
Albert M. Ross, Inc.....	54,731.00	Kirtland Engel Co.....	4,284.00
Scholtz Adv. Co.....	46,410.66	Chambers & Wiswell, Inc.....	4,277.50
Thompson Koch Co.....	44,660.00	Critchfield & Co.....	4,100.00
Roche, Williams & Cunyningham	40,030.80	Small & Seiffer Adv. Agency...	4,050.00
Direct.....	35,700.00	Weston-Barnett, Inc.....	3,744.00
H. W. Kastor & Sons.....	33,462.00	Rocke Productions.....	3,288.00
Redfield-Johnstone, Inc.....	32,466.00	Reincke, Ellis, Younggreen &	
Luckey Bowman, Inc.....	30,815.00	Finn.....	3,120.00
Cecil, Warwick & Legler.....	28,586.50	Fairfax Adv. Agency.....	2,283.00
Howard E. Williams Adv.....	20,811.00	Frank Presbrey Co.....	1,224.00
Dorland International.....	19,632.10	Leighton & Nelson.....	600.00
Presba, Fellers & Presba.....	18,005.00		
Vanderbie & Rubens.....	17,451.00	TOTAL.....	\$2,239,076.54
N. W. Ayer & Son, Inc.....	16,720.00		

NBC GROSS BILLINGS TO AGENCIES: 1937

Blackett-Sample-Hummert, Inc..	\$5,086,667	Benton & Bowles, Inc.....	1,200,461
Thompson Co., J. Walter.....	4,376,915	Stack-Goble Advertising Agency..	1,192,559
Lord & Thomas.....	3,872,588	Kastor & Sons Advertising Co.,	
Compton Advertising, Inc.....	2,916,100	Inc., H. W.....	873,255
Young & Rubicam, Inc.....	2,772,680	Lennen & Mitchell, Inc.....	851,357
Wade Advertising Agency.....	1,457,470	Ayer & Son, Inc., N. W.....	782,166

AGENCY BILLINGS—Continued

B.B.D.&O., Inc.....	764,162	Walker & Downing.....	63,560
McCann-Erickson, Inc.....	698,496	Lambert & Feasley, Inc.....	58,344
Williams & Cunnyngham, Inc....	698,101	Bernsten Agency, H. C.....	57,888
Erwin, Wasey & Co., Ltd.....	695,652	Brown & Tarcher, Inc.....	55,848
Pedlar & Ryan, Inc.....	609,161	Botsford, Constantine & Gardner.	52,800
Aubrey, Moore & Wallace, Inc....	582,611	Logan & Stebbins.....	49,512
Sweeney & James Co.....	537,634	Fitzgerald Adv. Agency, Inc.....	42,072
Campbell-Ewald Co.....	518,683	Brisacher & Staff, Emil.....	39,680
Biow Co., Inc., The.....	509,704	Ruthrauff & Ryan, Inc.....	38,870
Hutchinson Advertising Co.....	504,521	Mathes, Inc., J. M.....	36,036
Cecil, Warwick & Legler, Inc....	482,600	Stuart, Inc., Charles R.....	35,088
Needham, Louis & Brorby, Inc....	455,744	Tomaschke-Elliott, Inc.....	35,072
Maxon, Inc.....	416,155	Long Advertising Service.....	35,046
Gardner Advertising Co.....	397,712	Cramer-Krasselt Co.....	29,988
Fuller & Smith & Ross, Inc.....	344,659	D'Evelyn & Wadsworth.....	24,403
Kudner, Inc., Arthur.....	330,301	Leighton & Nelson.....	24,192
MacManus, John & Adams, Inc....	318,529	Clements Co., The.....	20,580
Ramsey Co., L. W.....	257,462	James-Morton, Inc.....	17,244
Henri, Hurst & McDonald, Inc....	201,475	Morgan Co., Raymond R.....	16,608
Peck Advertising Agency, Inc....	157,296	Glicksman Advertising Co.....	10,476
Hixson-O'Donnell, Inc.....	156,236	MacFarland & Co., Hays.....	8,480
Birmingham, Castleman & Pierce, Inc.....	155,232	Rogers & Smith Adv. Agency....	7,946
Newell-Emmett Co., Inc.....	144,720	Federal Advertising Agency, Inc.	7,372
Blaker Advertising Agency, Inc..	144,104	Auspitz & Lee.....	5,868
Donahue & Coe, Inc.....	143,836	Dan B. Miner Co., Inc.....	5,360
Brother & Co., D. P.....	142,451	Maloney, Inc., T. J.....	5,300
Westco Advertising Agency.....	140,913	Wertheimer Co., Inc., L. D.....	4,590
McJunkin Advertising Co.....	133,674	Katz Co., The Joseph.....	3,722
Comer Advertising Company, Russell C.....	113,216	Smith & Son, Ltd., R. C.....	3,472
Kenyon & Eckhardt, Inc.....	102,336	General Advertising Agency....	3,354
Brown Advertising Agency, E. H.	91,226	Gerth-Knollin Advertising Agency	3,328
Southmayd, Inc.....	83,699	Garfinkel Adv. Agency, Sidney..	3,096
Wessel Co., The.....	75,919	Critchfield & Co.....	3,072
Jones Co., Ralph H.....	70,856	Baker Advertising Agency.....	3,032
McKee, Albright & Ivey, Inc....	68,280	Doremus & Co.....	2,744
Baggaley, Horton & Hoyt, Inc....	67,298	Weinberg Advertising Co., Milton	2,236
Burnett Co., Inc., Leo.....	64,688	No Agency (Billed Direct).....	1,009,087
Williams Co., Howard E.....	64,360		
		TOTAL	\$38,651,286



ADVERTISING AGENCIES

Complete references to the major advertising agencies engaged in radio time buying and production are indicated in the list below, alphabetically.

By "spot" is meant "spot broadcasting"—i.e., purchase of time on individual stations, as opposed to network advertising. By "local" is meant "local advertising"—i.e., spot advertising which comprises but one, local, station. "Spot announcements" are small time purchases, large enough only to contain a commercial announcement but not much, if any, program. "Production" refers to program-building and construction. "Writers" indicates the script men authoring the various programs.

ADVERTISERS BUREAU, 202 Foote Bldg., Syracuse, N. Y. *Phone*: 2-6534. *Executives*: W. L. Welch, John Yonker, partners. *Radio director*: None. *Radio executive*: John Yonker. *Radio clients*: H. J. Howe; Syracuse, Guernsey Dairy Co-Op; Clark Music Co.; Alexander Grant's Sons (all local).

ADVERTISING - BUSINESS COMPANY, 1213 Throckmorton Street, Fort Worth, Texas. *Phone*: 3-2421. *Executives*: Marvin D. Evans, president. *Radio executives*: Thomas L. Yates, A. E. Hubbard. *Talent buyer*: Thomas L. Yates. *Radio clients*: Cosden Oil Corp; Gordon Boswell; Fort Worth Florists Assn.; Ashburn Ice Cream Co.; The Vinnedge Co.

ADVERTISING TRADE SERVICE, INC., 315 Fifth Ave., New York, N. Y. *Phone*: Murray Hill 4-3800. *Radio director, spot time buyer*: Phil Abrahams. *Radio clients*: Michaels Brothers (Inter-City Broadcasting System); Rodney Clothes (spot announcements); Edelbrau Brewery (news, spot).

R. H. ALBER CO., 458 Chamber of Commerce, Los Angeles, Calif. *Phone*: Prospect 3331. *President*: R. H. Alber. *Radio director*: R. H. Alber. *Radio clients*: Gospel Broadcasting Association (Mutual, spot); American State (magazine) (Don Lee California Network); Vocational Service, Inc. (national spot); El Vey Yeast Tablets (local spot); Unity School of Christianity (Pacific Coast spot); Gaffers & Sattler (local spot).

DOUGLASS ALLEN & LELAND DAVIS, INC., 1001 Enquirer Bldg., Cincinnati, O. *Phone*: CH 3414-5. *Executives*: Douglass Allen, president; Leland Davis, Donald McDonald and Ralph Heaton, vice-presidents; Josephine L. Quigley, secretary; Templeton Briggs, treasurer. *Radio director and spot time buyer*: None; each contact man buys own time. *Radio clients*: Ken-Rad Tube & Lamp Corp. (spot). *Writers*: Edward Carder, Naiph

Abodaheer, Bob Maley. *Production*: Owen Vinson.

EARL ALLEN COMPANY, 638 Insurance Bldg., Omaha, Nebr. *Phone*: At. 2150. *Executives*: Earl H. Allen, president and treasurer; Leo B. Bozell, vice-president; H. C. Belt, secretary. *Radio director*: Earl H. Allen. *Radio clients*: Omaha Wimsett Co.; Kimball Laundry; Evans Laundry; Wright & Wilhelmy Co.; Iowa Baking Co.; J. C. Robinson Seed Co.; Hinchey Laundry; Kitty Clover Potato Chip Co.; Electrolux Jobbers; Hotel Hill (all local announcements); Associated Laundries of Omaha; Sioux Honey Association; F. P. Petersen Baking Co.; Harvey Bros. (all spot).

ALLIED ADVERTISING AGENCIES, INC., 553 South Western Ave., Los Angeles, Calif. *Phone*: Drexel 7331. *Executives*: W. F. Gardner, president; Walter McCreery, manager; Mel Roach, production manager; Ted Dahl, Dick Bartlett and Jerry Norton, account executives. *Branch office*: 525 Market St., San Francisco; Robert O. Davis, manager. *Radio clients*: Star Outfitting Co.; Dr. F. E. Campbell; Martyn X-Ray Chiropractors; Samaritan Institute; Lloyd K. Hillman, Auto Loans (all Pacific Coast); Mr. and Mrs. G. W. Ballard (religious account); Mountain Copper Co.; Broadway Hollywood Department Store; Monarch Brewing Co.; Reynolds Health Offices; Western Auto Works; Lachman Bros.; Federal Land Co.; Palomar Ballroom; Zeeman Clothing Co.; Dr. S. M. Cowan; Wilshire Boulevard Christian Church; Davis Optical Co.; Majestic Upholstering Co.; Nelson Wood Products Co. *Writers*: Ken Barton, Ted Gates, Baron Von Eggidy, Mayfield Kaylor.

AMSTERDAM AGENCY, INC., 590 Madison Ave., New York, N. Y. *Phone*: Eldorado 5-4089. *Executives*: George E. Barton, president; William M. Tyack, vice-president; Frank B. Ziehl, secretary-treasurer; C. M. Gibson, assistant treasurer. *Radio director, spot time, talent*

ADVERTISING AGENCIES—Continued

and script buyer: William M. Tyack. *Radio clients:* Atlantic Coast Line Railroad (spot); Village of Bellport (Long Island), Inc. (spot).

LEE ANDERSON ADVERTISING CO., 8415 E. Jefferson Ave., Detroit, Mich. *Phone:* Lenox 5000. *Executives:* Lee Anderson, president; M. J. Alef, vice-president, treasurer; B. A. Carey, secretary. *Radio director:* George Cox. *Spot time buyer:* Fred Barrett. *Talent buyer:* Lee Anderson. *Script buyer:* J. Widman Bertch. *Radio clients:* Chrysler Sales Division, Chrysler Corp. (spot).

ANFENGER ADVERTISING AGENCY, St. Louis, Mo. *Phone:* CH 6380. *Executives:* E. D. Winius, president; G. G. Hertstet, vice-president; J. D. McEwen, vice-president; H. C. Schmidt, secretary and treasurer. *Radio director and spot time buyer:* M. O. Launch. *Other radio executives:* G. G. Hertstet, Harrison Bailey. *Radio clients:* Griesedieck Bros. Brewing Co. (regional, spot); American Packing Co. (spot); Barton Mfg. Co. (transcriptions).

ARBEE AGENCY, INC., 3227-29 Wabash Ave., Terre Haute, Ind. *Phone:* Crawford 5017. *Executives:* W. R. Bell, president; Duane Wanamaker, vice-pres-

ident; W. W. Bell, treasurer. *Branch office:* 516 Bulkley Bldg., Cleveland, O.; C. R. Warner, manager. *Radio director, spot time, talent and script buyer:* Duane Wanamaker. *Radio clients:* Terre Haute Brewing Co. (Champagne Velvet Beer) (spot announcements); Hulman & Co. (Clabber Girl Baking Powder) (spot transcriptions).

ASSOCIATED ADVERTISING AGENCY, INC., Jacksonville, Fla. *Phone:* 3-1253. *Executives:* M. T. Newman, president and treasurer; Hunter Lynde, vice-president; Karl M. Zink, secretary; Hildegard Porter, assistant treasurer. *Radio director:* Harry Cummings. *Spot time buyer:* Hunter Lynde. *Account executive:* George Weeks. *Radio clients:* Jax Brewing Co. (spot).

ASSOCIATED BROADCASTING COMPANY, LTD., Hermant Bldg., Toronto, Ont., Canada. *Phone:* Elgin 3345. *Executives:* E. A. Byworth, president; D. H. Copeland and M. Maxwell, vice-presidents. *Branch office:* Dominion Square Bldg., Montreal, Que. (Belair 3325); M. Maxwell, vice-president in charge. *Spot time buyer:* Frederick Helson. *Talent buyer:* Stan Francis. *Script buyers:* A.



In 1936 Richard Himer's orchestra placed third in the Star of Stars Polls; in '37 seventh. This year the orchestra was first!

Radio Guide's Poll

●
**RICHARD
HIMBER**

Wins

TOP ORCHESTRA TITLE

●
*In all polls during the last two years Himer was placed high, and now he takes **first place** in the Star of Stars Poll.*

●
Currently: Essex House Casino-on-the-Park, New York
Brewers Association, CBS, Mondays, 8 P.M., E.D.S.T.

ADVERTISING AGENCIES—Continued

- Dean Hughes, B. J. Crossman. *Radio clients*: Underwood, Elliott, Fisher Co., Ltd. (Canadian Broadcasting Corp); Allen & Hanbury Co.; Dr. Bell Medicine Co.; S. G. Bendon Utility Corp.; Bovril (Can.); Ltd.; Brodie & Harvey, Ltd.; British American Publishing Co.; Burnetts, Ltd.; Charis Corsets; J. J. Connor Co.; Continental Soya Co.; Pharmaceutique Francaise, Ltd.; Brew Brown, Ltd.; Foster-Dack Co., Ltd.; Granger Freres, Ltd.; Gypsum, Lime & Alabastine Canada, Ltd.; H. J. Heinz Co., Ltd.; Herdt & Charton, Inc.; Hump Hairpin Co.; Imperial Optical Co., Ltd.; Sherwin Williams Co., Ltd.; Swift Canadian Co., Ltd., and others (all spot). *Writers*: A. Dean Hughes, Dennis Braithwaite, B. J. Crossman, Lila Mantel, E. C. Reed. *Production*: Stan Francis, D. H. Copeland, Gordon Calder, M. Maxwell, Ivor Francis.
- ATHERTON & CURRIER, INC.**, 420 Lexington Ave., New York, N. Y. *Phone*: Mohawk 4-8795. *Executives*: J. W. Atherton, president; Harry Francis, treasurer; W. T. Tieman, secretary. *Branch office*: Wellington House, The Strand, London, England. *Radio director*: Felix Meyer. *Spot time buyer*: W. T. Tieman. *Talent and script buyer*: J. M. Lyden.
- AUBREY, MOORE & WALLACE, INC.**, 230 N. Michigan Avenue, Chicago, Ill. *Phone*: Randolph 0830. *Executives*: James T. Aubrey, president; John C. Moore, L. T. Wallace, L. O. Wilson, J. J. Finlay, vice-presidents. *Radio director*: Joseph T. Ainley. *Time buyer*: J. H. North. *Radio clients*: Campana Sales (NBC Red); Milk Foundation (Mutual): International Harvester (spot); Marshall Field & Co. (local spot); Aurora Laboratories (spot); Kester Solder (spot); Personal Loan & Savings Bank (local spot); Stein Hall Mfg. Co. (spot).
- AUSPITZ & LEE**, 360 N. Michigan Avenue, Chicago, Ill. *Phone*: State 7782. *Executives*: Irving D. Auspitz, president; A. F. Lee, vice-president and treasurer. *Radio director*: Irving D. Auspitz. *Radio clients*: Better Speech Institute of America (NBC Blue); Sterling Co. (spot); Acacia Park Cemetery Ass'n (spot); Ruby Chevrolet (spot); Evans Fur Co. (spot).
- N. W. AYER & SON, INC.**, West Washington Square, Philadelphia, Pa. *Phone*: Lombard 0100. *Executives*: William M. Armistead, H. A. Batten, Clarence L. Jordan, Adam Kessler, Jr., Gerold M. Lauck, directors; H. A. Batten, president; Clarence L. Jordan, executive vice-president; Gerold M. Lauck, executive vice-president; George M. Cecil, vice-president in charge of copy production; Charles T. Coiner, vice-president, art director; Frederick W. Kurtz, vice-president in charge of outdoor advertising; Carl L. Rieker, vice-president in charge of personnel; H. Eugene Wheeler, vice-president in charge of finance; John Hansel, vice-president; Wesley A. Gilman, vice-president; Paul L. Lewis, vice-president; C. H. Cottingham, vice-president in charge of radio plans; Alice P. Kimberline, secretary; George H. Pitman, Jr., assistant secretary and treasurer; Edward R. Dunning, vice-president in charge of New York office; John B. Hunter, vice-president (New York); Frank J. Zink, vice-president (New York); H. L. McClinton, vice-president in charge of radio programs (New York); Carl J. Eastman, vice-president (San Francisco); Sterling E. Peacock, vice-president (Chicago); Frank L. Scott, Jr., vice-president (Detroit); Thurman L. Barnard, vice-president (Detroit); E. Craig Greiner, manager (Boston). *Branch offices*: 500 Fifth Ave., New York, N. Y.; Edward R. Dunning, vice-president in charge; H. L. McClinton, vice-president in charge of radio programs; John B. Hunter, Frank J. Zink, vice-presidents. Statler Office Bldg., Boston, Mass.; E. Craig Greiner, manager. 135 S. LaSalle St., Chicago, Ill.; Sterling E. Peacock, vice-president. 235 Montgomery St., San Francisco, Calif.; Carl J. Eastman, vice-president. Penobscot Bldg., Detroit, Mich.; Frank L. Scott, Jr., Thurman L. Barnard, vice-presidents. 80 Richmond St., West, Toronto, Canada. Sun Life Bldg., Montreal, Canada. Bush House, London, England. Avenida Rokue Saenz Pena 788, Buenos Aires, Argentine. Edificia Sao Francisco, Rua Senador Paulo Egydio, 15, Sao Paulo, Brazil. Edificia d'A Noite, Sala 614, Praca Maua 7, Rio de Janeiro, Brazil. *Vice-president in charge of radio programs*: H. L. McClinton. *Program directors*: Robert Burlen, Bradford Browne, William J. Reddick, Nicholas E. Keesely, Harry Hartwick, Mrs. Olive H. Sharman, Les Qualey. *Publicity*: Joseph C. Keeley. *Radio clients*: American Rolling Mill Co. (NBC Blue); American Telephone & Telegraph Co. (announcements, spot); Appalachian Apples, Inc. (spot announcements); Atlantic Refining (CBS; football, baseball, basketball, spot); Boston Globe (spot announcements);

ADVERTISING AGENCIES—Continued

- Chicago School of Nursing (spot announcements); Colgate-Palmolive-Peet for Halo (spot announcements); Curtice Bros. Co. (Yankee); Detroit Creamery (spot, spot announcements); Eggo Milling Co. (announcements, spot); Emigrant Industrial Savings Bank (spot); Ferry Morse Seed Co. (spot transcriptions); J. B. Ford Co. (CBS, spot, spot announcements); Ford Motor Co. (CBS, spot announcements); Ford Motor Co. for Coke (spot transcriptions and announcements); Ford Motor Co., Chester Branch (spot), Cleveland Branch (spot announcements), Columbus Branch (spot announcements), Dearborn Branch (hockey games, spot, spot announcements), Green Island Branch (spot announcements), Indianapolis Branch (basketball, spot), Milwaukee Branch (spot transcriptions, announcements), Omaha Branch (spot, spot announcements), Pittsburgh Branch (spot announcements), Cristobal Branch (spot transcriptions); Golden State Co. (Don Lee); W. T. Grant Co. (spot transcriptions); Hawaiian Pineapple Co. (spot transcriptions); Dr. Hess & Clark (spot); Honor Brand Frosted Foods (spot); Illinois Bell Telephone Co. (spot announcements); Kalamazoo Vegetable Parchment Co. (spot); Kellogg Co. (NBC Red and Blue, Yankee, Texas Quality, WLW Line, Alabama Sports, Cornbelt Wireless, Don Lee, baseball, football, spot transcriptions, spot announcements); Kirkman & Son, Inc. (CBS, spot); Koppers Co. (transcriptions); Massachusetts Television Institute (spot transcriptions, announcements); Michigan Bell Telephone Co. (spot announcements); Moody Bible Institute of Chicago (spot transcriptions); Philadelphia Coke Co. (spot announcements); Thomas D. Richardson Co. (Yankee, spot, announcements); Sheffield Farms Co. (spot, announcements); Webster Eisenlohr (spot, news, sports, announcements). *Writers:* David Gudebrod, Harry Hartwick, Tom Carpenter.
- BADGER & BROWNING, INC.**, 75 Federal Street, Boston, Mass. *Phone:* Liberty 3364. *Executives:* Joseph L. Badger, president; Clifford P. Parcher, vice-president; Franklin S. Browning, treasurer. *Branch office:* Badger, Browning & Hersey, 30 Rockefeller Plaza, New York; Robert W. Hersey, president. *Radio clients:* Stickney & Poor (spot); K. A. Hughes (spot); American Chiclo Co. (spot); First National Stores (Yankee, CBS); General Shoe Corp.—Fortune Shoes (Mutual).
- FREDERICK E. BAKER, INC.**, 3 Lewis St., Hartford, Conn. *Phone:* 2-6353. *Executives:* Frederick E. Baker, Jesse R. Penfield. *Script buyer:* John J. Pullen. *Radio clients:* Hartford Electric Light Co., Jack the Tire Expert, Phoenix State Bank & Trust Co., Hartford-Connecticut Trust Co., Flint-Bruce Co., G. F. Heublein & Bro., Smith Worthington Saddlery Co. (local); W. G. Simmons Corp., J. E. Smith & Co. (spot).
- BARLOW ADVERTISING AGENCY, INC.**, Starrett-Syracuse Bldg., Syracuse, N. Y. *Phone:* 3-0134. *Executives:* E. S. Barlow, president and account executive; E. S. Crawford and H. H. Goodhart, vice-presidents and account executives; E. F. Coe, retail director. *Radio clients:* Brotan's, Fleischman's, Jean's Kitchen, Park-Brannock (all local).
- BARNES & AARON**, 1616 Walnut St., Philadelphia, Pa. *Phone:* Pen. 0437. *Executives:* Warren S. Barnes, Maurice W. Aaron. *Radio director:* Charles Hoban, Jr. *Spot time buyer:* Raimon B. Havens. *Talent buyer:* Maurice W. Aaron. *Script buyer:* Warren S. Barnes. *Radio clients:* Pennsylvania State Democratic Committee (regional); Yellow Cab Co. (spot); Philadelphia Democratic Committee (spot).
- BARNES CHASE CO.**, 530 Broadway, San Diego, Calif. *Phone:* Franklin 7771. *Executives:* Norman R. Barnes, Henry H. Chase. *Branch office:* 1121 S. Hill St., Los Angeles, Calif.; Henry H. Chase, executive in charge; Emery Rutledge and Henry H. Chase, spot time buyers. *Radio director, script buyer:* David F. Titus. *Spot time buyers:* Norman R. Barnes, David F. Titus. *Radio clients:* Westgate Sea Products Co. (Breast O' Chicken Tuna) (spot transcriptions).
- BARRONS ADVERTISING CO.**, 1737 McGee St., Kansas City, Mo. *Phone:* HA. 7730-31. *Executives:* M. J. Barrons, president and treasurer; Wheeler H. Godfrey, vice-president; Otto Grasse, secretary. *Radio directors:* Otto Grasse, F. M. Little, Ralph Page. *Spot time and talent buyer:* Otto Grasse. *Script buyer:* Wheeler H. Godfrey. *Radio clients:* Advance Baking Co., Seidlitz Paint & Varnish Co., United Factories, Zerst Pharmaceutical Co., Parker McCrory Mfg. Co., Seneca Coal & Coke Co., Huntsville Sinclair Coal Co., Sinclair Coal Co., Hume Sinclair Coal Co., Chevrolet Motor Car Dealers, The Sodi-Phone Co.
- BATTEN, BARTON, DURSTINE & OSBORN, INC.**, 383 Madison Avenue, New

ADVERTISING AGENCIES—Continued

York, N. Y. *Phone:* Eldorado 5-5800. *Executives:* Bruce Barton, chairman of the board; William H. Johns, chairman of the executive committee; Roy S. Durstine, president; F. R. Feland, vice-president, treasurer; A. F. Osborn, A. E. Aveyard, C. J. Babcock, J. C. Cornelius, A. D. Chiquoine, Jr., Maurice Collette, C. L. Davis, B. C. Duffy, George F. Gouge, L. D. Hansen, F. W. Hatch, S. P. Irvin, H. C. McNulty, S. W. Page, Arthur Pryor, Jr., Egbert White, J. H. Wright, vice-presidents; T. Arnold Rau, assistant treasurer; F. M. Lawrence, secretary; H. A. Holloway, assistant secretary. *Branch offices:* 178 Tremont St., Boston; Frank Hatch, manager; Frank Baldwin, radio director. Rand Bldg., Buffalo; Alex Osborn, manager; Carl Davis, radio director. 919 N. Michigan Ave., Chicago; A. E. Aveyard, manager; Henry A. Klein, radio director. Northwestern Bank Bldg., Minneapolis; J. C. Cornelius, manager; Taylor Mills, radio director. Grant Bldg., Pittsburgh; Leon Hansen, manager, radio director. *Radio director:* Arthur Pryor, Jr. *Spot time buyer:* C. E. Midgley, Jr. *Other radio executives:* Herbert C. Sanford, William Spier, Homer Fickett, Ken Webb, John T. W. Martin, David White, Eldon Hazard, E. Schuyler Ensell, Frank Linder, John Driscoll, Kirk Alexander, Frank Orvis, Ken Fickett. *Radio clients:* Borden's Farm Products (local); Carborundum Co. (CBS); General Baking (CBS, spot); Brown & Williamson Tobacco (NBC Red, spot); Time, Inc. (NBC Blue); Household Finance Corp. (CBS); F. & M. Schaefer Brewing Co. (local); Griswold Mfg. Co. (special NBC hookup); Cosmos Corp., Jacob Dold Packing, L. S. Donaldson Co., Duluth Brewing & Malting, Gamble Stores, Hecker Products, Hoffman Beverages, George A. Hormel & Co., International Sugar Feed, Marine Trust, New England Council, New York Telephone, Servel Sales, Western Savings Bank, Witts Market House, Fruit Dispatch Co., Oneida, Ltd., My-T-Fine, Boston Morris Plan, Southern New England Telephone, H. P. Hood & Sons, Hudnut Sales Corp., Pepperell Mfg. Co., Red Owl Stores, Blue Moon Cheese Products, Corning Glass Works, American Stove Co., Armstrong Cork Co., The Mutual Savings Banks of Massachusetts, Dunlop Tire & Rubber Co, Koppers Co., Inc., Remington Arms Co., Inc., Andresen-Ryan Coffee Co., Mount Royal Importers, Inc., Fenn Brothers (all spot).

ADRIAN BAUER ADVERTISING AGENCY, Architects Bldg., Philadelphia, Pa. *Phone:* Rittenhouse 4331. *Execu-*

tives: Adrian Bauer and Henry Haas, partners. *Branch office:* 22 East 41st Street, New York; Otto J. Hartwig, manager. *Radio director:* Henry Haas. *Other radio executive:* Joseph Green. *Radio clients:* Graybar Electric (regional); Spatola Importing Co. (regional); Leroux & Co. (spot); Old Reading Brewery (regional); Philadelphia Distributors (spot); Italian Swiss Colony Wines (regional). Alexander Kerr Bros. (spot). *Writing and production:* Handled by agency.

BAYLESS-KERR COMPANY, 1164 Hanna Bldg., Cleveland, O. *Phone:* Main 0917. *Executives:* W. N. Bayless, president; H. D. Kerr, vice-president and treasurer; R. S. Rimanoczy, vice-president; Walter Butcher, secretary. *Radio director:* R. S. Rimanoczy.

BEAUMONT & HOHMAN, INC., 6 N. Michigan Avenue, Chicago, Ill. *Phone:* Central 4231. *Executives:* W. C. Beaumont, chairman; H. A. Hohman, president; George Hoefner, secretary-treasurer; Nelson Carter, manager. *Branch offices:* 32 Peachtree St., Atlanta; J. L. Laube, manager. 815 E. Superior Ave., Cleveland; T. R. McCabe, manager. 1905 Elm St., Dallas; Paul H. Leech, manager. 1012 Baltimore Ave., Kansas City; C. O. Puffer, manager. 555 S. Flower St., Los Angeles; W. C. Beaumont, manager. Insurance Bldg., Omaha; W. O'Neal, manager. 74 New Montgomery St., San Francisco; H. D. Cayford, manager. Second and Marion Streets, Seattle; Stanley Schlenther, manager. Portland; Elwood Enke, manager. *Radio director:* H. C. Vogel.

BRACE BEEMER, INC., 1216 Maccabees Bldg., Detroit, Mich. *Phone:* Temple 1-1774. *Executives:* Brace Beemer, president; B. B. O'Brecht, vice-president; K. S. Carrick, secretary-treasurer; R. H. Edsall, comptroller. *Radio director:* Brace Beemer. *Assistant radio directors:* Russell Edsall, King Bard. *Production:* T. E. Campbell, Bromley House, R. J. Morris. *Continuity:* Barbara Sweezy, A. W. Cruse. *Radio clients:* Deisel-Wemmer-Gilbert Corp.—cigars (local, regional, national); Bernard Swartz Corp.—cigars (local, regional); Chicago Institute Diesel Engineering (local, regional); Practical Diesel Training Co. (local, regional); Overall Products Co. (local, regional); A. O. Kempf—automobiles (local); Wolverine Products Co., Inc.—drugs, digests (state, regional); Associates Investment Co.—automobile finance (local); R. K. Owens Distributing Co.—drug items; Velvet Shave (local, regional); Detroit School of Refrigeration

ADVERTISING AGENCIES—Continued

& Air Conditioning (local); Grover C. Wolf Property Management (local).

BENISON COMPANY, LTD., Montreal, Canada. *Executives:* Lionel Benison, president; D. E. Pearce, secretary. *Branch offices:* Vancouver, B. C.; Volney Irons, manager. Toronto, Ont., V. C. Hammond, manager. *Script and talent buyer:* D. Schnebley. *Radio clients:* Gasbron Co. (Canadian network); Davies, Irwin, Ltd. (local); Vi-Tone Co. (Canadian network).

BENNETT ADVERTISING, 502 Security Bank Bldg., High Point, N. C. *Phone:* 2991. *Executives:* Harold C. Bennett, president; E. A. Resch, production manager. *Radio director, spot time and talent buyer:* Harold C. Bennett. *Script buyers:* Harold C. Bennett, E. A. Resch. *Radio clients:* Lily Mills Co. (spot announcements).

BENTON & BOWLES, INC., 444 Madison Avenue, New York, N. Y. *Phone:* Wickersham 2-0400. *Executives:* A. W. Hobbler, president; Chester Bowles, chairman of the board; James S. Adams, vice-president, general manager. *Head of radio department:* Tom Revere. *Radio clients:* General Foods—Log Cabin

Syrup (NBC Blue), Maxwell House Coffee (NBC Red), Diamond Crystal Salt (NBC Blue), Post Toasties and Huskies (CBS), Post Bran Flakes (NBC Red); Colgate-Palmolive-Peet—Palmolive Soap (CBS), Concentrated Super Suds (CBS), Palmolive Shave Cream and Palmolive Brushless (CBS); Continental Baking—Wonder Bread and Hostess Cake (CBS). Also various spot campaigns for the above mentioned clients, and others.

BERMINGHAM, CASTLEMAN & PIERCE, INC., 136 East 38th St., New York, N. Y. *Phone:* Lexington 2-7550. *Executives:* Arch Bermingham, president; Stewart Wark, vice-president, general manager; Meade Wildrick, vice-president; Winston H. Hagen, secretary and treasurer; William S. Kelly, Jr., space buyer; Serge Paderewski, art director. *Spot time buyer:* George C. Castleman. *Script and talent buyer:* Stewart Wark. *Radio clients:* Griffin Mfg. Co. (shoe polish and dressing) (NBC Blue); Conti Products Corp. (olive oil products, soap, shampoo and face cream) (spot); Frank H. Lee Co. (men's hats) (spot).

LEE S. BIESPIEL ADVERTISING AGENCY, 664 N. Michigan Avenue,

BENTON & BOWLES-CHICAGO, INC.

Complete Advertising Agency Service

NOW PLACING

"STEPMOTHER"

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

DALE CARNEGIE

"How to Win Friends and Influence People" for Colgate Shave Creams. NBC Red—Tuesday nights.

"ROMANCE IN SONG"

Transcriptions of Jimmie James' orchestra with Lynn Cole. Spot—for Colgate's Halo Shampoo.

"WE, THE WIVES"

New interview program for Quaker Farina. WBBM—Wednesday, Friday, Saturday nights.

"THE MAN ON THE FARM"

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

919 NORTH MICHIGAN AVENUE

CHICAGO, ILLINOIS

ADVERTISING AGENCIES—Continued

- Chicago, Ill. *Phone:* Delaware 1816. *Executives:* Lee S. Biespiel, president; M. Haak, secretary and production chief; Jerome De Lee, art director. *Radio director and spot time buyer:* Lee S. Biespiel. *Talent and script buyer:* M. Haak. *Radio clients:* Pioneer, Gen-E-Motor Corp.; Leo Alexander, Inc.; St. Clair Hotel; Ar-Ex Cosmetics; Bulk Service Stations.
- THE BIOW COMPANY, INC.,** 9 Rockefeller Plaza, New York, N. Y. *Phone:* Circle 6-9300. *Executives:* Milton H. Biow, president; L. Stanley Shuford, executive vice-president; A. Hauptman, secretary-treasurer. *Radio director and spot time buyer:* Miss R. Schubel. *Radio clients:* Philip Morris & Co., Ltd. (NBC Red, CBS); Bulova Watch Co. (spot); Columbia Pictures (spot); Humphrey's Homeopathic Medicine Co. (NBC Blue). *Writers:* Jack Johnstone and staff.
- BLACKETT - SAMPLE - HUMMERT, INC.,** 221 N. LaSalle St., Chicago, Ill. *Phone:* Dearborn 0900. *Executives:* Hill Blackett, president; J. G. Sample, vice-president and treasurer; E. F. Hummert, Lucius A. Crowell, George R. Collins, H. M. Dancer, C. S. Ferriss, L. D. Milligan, P. G. Parker, O'Neill Ryan, vice-presidents; J. R. Lieber, secretary; George R. McGivern, space buyer. *Branch office:* 247 Park Ave., New York, N. Y.; Duane D. Jones, Mrs. Anne Hummert, George Tormey, vice-presidents. *Radio buyer:* Jack Laemmar. *Talent and script buyer:* Kirby Hawkes. *Radio clients:* American Home Products (Kolynos, CBS; Bi-So-Dol, NBC Red and Blue; Hill's Cold Tablets, NBC Red, CBS; Old English Wax, NBC Red); Edna Wallace Hopper Products (CBS); Anacin (CBS, NBC Red and Blue, spot); B. T. Babbitt for Bab-O (NBC Red, spot); Bayer Aspirin (NBC Red, CBS, spot); General Mills (Wheaties, CBS, NBC Red; Bisquick, CBS; Kitchen-Tested Flour, CBS; Softasilk, CBS); Procter & Gamble (Oxydol, NBC Red, CBS, spot; Dreft, CBS, spot; Lava, spot); Skelly Oil Co. (CBS, spot); Wander Co. (NBC Red, spot); Sterling Products (Phillips' Dental Cream, NBC Red; Phillips' Milk of Magnesia, NBC Red; Dr. Lyon's Toothpowder, NBC Red, spot); others, including various national and regional spot advertisers.
- BLACKMAN ADVERTISING.** See Compton Advertising, Inc.
- BLACKSTONE CO.,** RKO Bldg., New York, N. Y. *Phone:* Circle 7-7890. *Radio directors:* S. K. Kushner, Leon Lee.
- BLAKER ADVERTISING AGENCY, INC.,** 120 East 41st Street, New York, N. Y. *Phone:* Caledonia 5-7351. *Executives:* Henry B. Sell, president; Margaret Thilly, treasurer; James Hamilton, secretary. *Radio director:* Eleanor Kemble. *Radio clients:* American Radiator Company (NBC Red).
- ADOLPH L. BLOCH ADVERTISING AGENCY,** 108 N. W. Ninth Ave., Portland, Ore. *Phone:* Broadway 5664. *Radio director, script buyer:* Bob Hargreaves. *Spot time and talent buyers:* Bob Hargreaves, Adolph L. Bloch. *Radio clients:* Various local and spot advertisers.
- W. EARL BOTHWELL AGENCY,** Standard Life Bldg., Pittsburgh, Pa. *Phone:* Court 6565. *Executives:* W. Earl Bothwell, president; A. A. Logan, secretary-treasurer; Clark Glenn, production chief. *Radio directors:* V. A. Dahlman and Robert McClean. *Spot time buyer:* T. H. Black, Jr. *Talent buyer:* V. A. Dahlman. *Continuity buyer:* Robert McClean. *Radio clients:* Summit Hotel (spot); Bedford Springs Hotel (spot); Yellow Cab Co. (regional); Victor Brewing Co. (regional); Pittsburgh Sonotone Co. (spot); Pearce's E. R. B. Laxative (regional); Father Mollinger Indigestion Tablets (regional); Young Republicans (regional); Keystone Hotel (spot).
- BOTSFORD, CONSTANTINE & GARDNER,** 115 S. W. Fourth Avenue, Portland, Ore. *Phone:* AT 9541. *Executives:* D. M. Botsford, president; Ray Andrews, vice-president; F. Coykendall, vice-president, secretary; Merle Manly, vice-president, treasurer. *Branch offices:* 814 Second Avenue Bldg., Seattle; C. P. Constantine, vice-president. Russ Bldg., San Francisco; S. G. Swanberg, vice-president. Petroleum Securities Bldg., Los Angeles; John Weiser, vice-president. *Radio director:* Caryl Coleman. *Radio clients:* Centennial Flouring Mills (local, spot); Durkee Famous Foods (CBS Pacific, local, spot); Esbencott Laboratories (spot); Gilmore Oil (NBC Pacific Red, local, spot); Sego Milk Products Co. (local, spot); The Oregon Journal (spot); Tillamook County Creamery (NBC Pacific Red, CBS Pacific); Tea Garden Products Co. (NBC Pacific Red).
- BOZELL & JACOBS, INC.,** 510 Electric Bldg., Omaha, Nebr. *Phone:* JA. 2261. *Executives:* Leo B. Bozell, president and treasurer; Morris E. Jacobs, executive vice-president and secretary; F. C. Miller, vice-president and general manager.

ADVERTISING AGENCIES—Continued

Radio director, spot time and talent buyer, script buyer: No special person; each account manager handles all of foregoing for his accounts. *Branch offices:* 122 S. Michigan Ave., Chicago (Wabash 1546); Nathan E. Jacobs, vice-president and general manager; Edward F. Roache, radio director. 411 Traction Terminal Bldg., Indianapolis (Lincoln 6326); Ernie Lundgren, vice-president and general manager; Pete Olcott and James Corvin, radio directors. Northern Indiana Public Service Co. Bldg., Hammond; Donald Hoover, manager. 717 Mason Bldg., Houston (Fairfax 4106); D. C. Schnabel, vice-president and general manager. *Radio clients:* Alamito Dairy, J. L. Brandeis & Sons, Coal Blox Corp., Fontenelle Brewing Co., Forest Lawn Cemetery Assn., Higgins Cleaners, Metropolitan Utilities District, Nebraska Power Co., Uncle Sam Breakfast Food Co., Yellow Cab & Baggage Co., Seeley Rupture Establishment, Central Illinois Electric & Gas Co., Feltman & Curme Shoe Stores Co., Inc., Merchants National Bank of Chicago, Northern Indiana Public Service Co., Indiana Railroad, Citizens Gas & Coke Utility (all spot).

ARTHUR BRAITSCH, 809 Hospital Trust Bldg., Providence, R. I. *Phone:* Dexter 5313. *Radio director, spot time, talent and script buyer:* Arthur Braitsch. *Other radio executives:* John A. Lorimer, Ruth I. Arthur. *Radio clients:* Morris Plan Co. of R. I.; Charles T. Heilborn Shoe Co. (Dr. Locke Shoes); Citizens Savings Bank; Ice, Inc., of R. I. (all spot announcements); Lincoln Lace & Braid Co. (shoe polish); Weybosset Pure Food Markets; Avon Theatre; Reliable Gold Buyers; Rhode Island Ice Co.; Old Colony Coal Co.; Mulry Chevrolet Co.; Raymond Whitcomb of R. I.; Sullivan Co. (shoes); Bigney Construction Co.; Baird-North Co. (jewelers); Gibson, Inc.; Macdonald Furniture Co. (all spot).

J. CARSON BRANTLEY ADVERTISING AGENCY, Salisbury, N. C. *Phone:* 900. *Executives:* J. Carson Brantley, president; A. R. Monroe, secretary-treasurer; A. N. Cheney, space buyer. *Radio director, spot time and talent buyer:* J. Carson Brantley. *Assistant script buyer:* A. N. Cheney. *Radio clients:* Stanback Co. (spot); Duke Power Co. (spot); A & O Co. (spot); Statesville Flour Mills Co. (spot); Snow White Co. (spot); Nu-Shine Co. (spot); Dixie-Rub Co. (spot); Chattanooga Medicine Co. (spot); Edwards Drug Co. (spot).

BROADCAST ADVERTISING, INC., 8 Newbury Street, Boston, Mass. *Phone:* Kenmore 0854. *Executives:* J. E. Murley, president and treasurer; J. J. Manning, secretary. *Radio director:* J. E. Murley. *Spot time buyer:* J. J. Manning. *Talent and script buyers:* J. E. Murley, J. J. Manning. *Radio clients:* Colt Shoes, Inc. (spot); R. G. Sullivan, Inc. (spot); Boston Beer Co. (spot); Gold Reclaiming Corp. (spot); Harmony Garments, Inc. (spot); F. B. Washburn Candy Corp. (spot); Terminal Wine Co. (spot); Marjorie Mills Hour (Cooperative food program, Yankee Network).

D. P. BROTHER & COMPANY, INC., 8-149 General Motors Bldg., Detroit, Mich. *Phone:* Trinity 2-8250. *Executives:* D. P. Brother, president; C. Georgi, Jr., treasurer. *Radio director, spot time buyer:* C. Georgi, Jr. *Radio clients:* Oldsmobile.

BROWN & TARCHER, INC., 630 Fifth Avenue, New York, N. Y. *Phone:* Circle 6-2626. *Executives:* Stanley A. Brown, chairman of the board; Jack D. Tarcher, president; William E. Larcombe, vice-president, treasurer; Charles E. Clifford, secretary. *Radio director and spot time buyer:* William E. Larcombe. *Radio clients:* Smith Brothers Cough Drops (NBC Red, spot); McKesson & Robbins (Mutual, spot); Benrus Watch Co. (spot); Seeman Bros.-White Rose Tea (participation).

FRANKLIN BRUCK ADVERTISING CORP., Rockefeller Center, New York, N. Y. *Phone:* Circle 7-7661. *Executives:* M. Franklin Bruck, president; M. Heine-man, vice-president; M. J. Kleinfeld, secretary. *Radio director and spot time buyer:* M. J. Kleinfeld. *Radio clients:* Remington Rand (spot); Sitroux Co. (spot); Hartz Mountain (spot); North American Accident Insurance (spot); Journal of Living (Mutual, spot); Seruton (Mutual, spot); Pictorial Patterns (spot); Universal Camera Corp. (spot).

BUCHANAN & COMPANY, INC. (formerly Hanff-Metzger), 1501 Broadway, New York, N. Y. *Phone:* Medallion 3-3380. *Executives:* Joseph A. Hanff, chairman of the board; T. S. Buchanan, president; A. O. Dillenbeck, executive vice-president; A. E. Bonn, John Hertz, Jr., William H. Schneider, Louis A. Witten, Esmond P. O'Brien, vice-presidents. *Branch offices:* 520 N. Michigan Ave., Chicago; W. W. Hoops, vice-president. 929 S. Broadway, Los Angeles; Fred M. Jordan, vice-president, radio director; Wendell W. Phipps, spot time buyer. *Radio director, talent and script buyer:* Louis A.

ADVERTISING AGENCIES—Continued

- Witten. *Radio clients:* The Texas Co. (CBS, transcriptions, spot).
- LEO BURNETT COMPANY, INC.**, 360 N. Michigan Avenue, Chicago, Ill. *Phone:* Central 5959. *Executives:* Leo Burnett, president, treasurer; DeWitt O'Kieffe, vice-president; E. Ross Gamble, vice-president, secretary. *Radio director:* Strother Cary. *Production:* Handled by agency.
- BERT BUTTERWORTH AGENCY**, 407 E. Pico Street, Los Angeles, Calif. *Executives:* Bert Butterworth, president and manager; Villa Pierce, accountant; A. Miller, schedule clerk. *Radio director:* Bert Butterworth. *Spot time buyer:* Hi Lane. *Radio clients:* Perfection Bakeries; Christopher Candy Co.; Horton and Converse; Mandarin Food Company; Silk's Fresh-Pop't Popcorn.
- CALKINS & HOLDEN**, 247 Park Ave., New York, N. Y. *Phone:* Wickersham 2-6900. *Executives:* T. Sherwood Smith, president; James A. Clarke, vice-president; R. P. Clayberger, secretary-treasurer. *Radio director:* R. P. Clayberger.
- CAMPBELL-EWALD CO.**, General Motors Bldg., Detroit, Mich. *Phone:* TR 2-6200. (Affiliated with the Campbell-Eward Co. of New York). *Executives:* H. T. Ewald, R. H. Crooker, W. W. Lewis, J. J. Hartigan. *Radio director:* J. J. Hartigan. *Spot time buyer:* G. C. Packard.
- CAMPBELL - EWALD CO. OF NEW YORK, INC.**, 1790 Broadway, New York, N. Y. *Phone:* Circle 7-6383. *Executives:* H. T. Ewald, chairman of the board; F. D. Richards, president and general manager; W. W. Lewis, vice-president; Duane W. Beurmann, treasurer; Lynn B. Dudley, secretary and space buyer; R. F. Field and W. E. Blodgett, vice-presidents and account executives. *Branch office:* 1214 19th St., N. W., Washington, D. C.; Emmett Deady, manager. *Radio director:* Louis E. Dean. *Time buyer:* E. A. Eliott. *Radio clients:* United States Rubber Products, Inc. (CBS).
- CARTER-THOMSON CO.**, 1420 Walnut St., Philadelphia, Pa. *Phones:* Pen. 0650-51-52. *Executives:* Russell K. Carter, president; A. M. Fanning, vice-president; Stuart R. M. Thomson, secretary and treasurer. *Radio director:* Stuart R. M. Thomson. *Spot time buyer:* A. M. Fanning. *Talent buyer:* A. L. Mooney. *Script buyer:* F. J. O'Keefe. *Radio clients:* Dr. D. Jayne & Son, Inc. (California Radio System); Taylor Provision Co., O. Schoenut, Inc.; J. M. Bruner & Co. (all spot).
- CASEY ADVERTISING COMPANY**, 900 American Trust Bldg., Nashville, Tenn. *Phone:* 6-3868. *Executives:* Walker Casey, president; M. E. Suiter, vice-president; E. E. White, secretary; E. H. Latham, treasurer; M. Ferris, art director; Sloan Williams, production manager; L. Tune, space buyer. *Radio director:* Parker Smith.
- CECIL, WARWICK & LEGLER, INC.**, 230 Park Avenue, New York, N. Y. *Phone:* Murray Hill 9-7896. *Executives:* John H. Cecil, chairman of the board; James M. Cecil, president; H. Paul Warwick, executive vice-president; Sam Youngheart, vice-president; Henry Legler, secretary; Arthur Deerson, vice-president; J. R. Warwick, vice-president. *Branch office:* Richmond, Va.; officers same as above. *Radio director, talent and script buyer:* Preston H. Pumphrey. *Spot time buyer:* Lester M. Malitz. *Radio clients:* Sloan's Liniment (NBC Red); Sherwin-Williams (NBC Red); G. Washington Coffee (NBC split net); Elizabeth Arden (Mutual); The Commentator Magazine (Mutual; later WLW hookup); John F. Trommer, Inc. (spot). *Writers:* Edward H. Bierstadt (Sloan's Liniment).
- CENTRAL ADVERTISING SERVICE, INC.**, 45 West 45th St., New York, N. Y. *Phone:* Bryant 9-9260. *Executives:* Louis Britwitz, president; J. J. Isaacson, vice-president. *Spot time and talent buyer:* Louis Britwitz. *Script buyer:* Jules Segal. *Radio clients:* Royal Diamond & Watch Co. (local).
- CHAMBERS & WISWELL, INC.**, 38 Newbury St., Boston, Mass. *Phone:* Com. 5860. *Executives:* George J. Chambers, president; George C. Wiswell, treasurer; John K. Kennedy, assistant treasurer. *Radio director:* William Underwood. *Spot time buyer:* Charles H. Bradley. *Script buyer:* Guild Copeland.
- CHAPPELOW ADVERTISING COMPANY**, 3615 Olive Street, St. Louis, Mo. *Phone:* Jefferson 0700. *Executives:* B. E. Chappelow, president; Frank S. Coddling, vice-president; Glenn W. Hutchinson, vice-president in charge of radio; J. A. Hubbard, secretary; J. F. Fingerlin, treasurer. *Radio director and talent buyer:* Glenn W. Hutchinson. *Spot time buyer:* F. A. Watts. *Radio clients:* Forbes Tea & Coffee; Mart Travel Bureau; St. Louis Mart; Dairy Commission of St. Louis; C. H. Sugar Corp.; Hunter Packing Co. (spot announcements).
- C. P. CLARK, INC.**, 2411 West End Avenue, Nashville, Tenn. *Phone:* 7-6602. *Exec-*

ADVERTISING AGENCIES—Continued

atives: C. P. Clark, president; Herbert Armstrong, Henry M. Lupton, Jr., vice-presidents; D. G. Goodwin, secretary-treasurer. *Branch office:* 415-A Martin Brown Bldg., Louisville, Ky.; A. Wayne Johns, manager. *Radio director:* C. P. Clark. *Spot time buyer:* B. T. Gregory. *Account executives:* C. P. Clark, Henry M. Lupton, Jr., A. Wayne Johns. *Radio clients:* Standard Candy (spot); O'Bryan Bros. (spot); Family Photograph Co. (spot); American Bread (spot); Dietro Products Co., Inc. (spot); State of Tennessee (spot); Tennessee Automobile Insurance Co. (spot).

CLEMENTS COMPANY, INC., Horn Bldg., Philadelphia, Pa. *Phone:* Rittenhouse 0236. *Executives:* Isaac W. Clements, president; R. W. Bugbee, vice-president; E. D. Masterman, secretary; K. E. King, space buyer; Stanley Squire, production manager. *Radio director:* A. V. West. *Radio clients:* Modern Food Process Co.—Thrivo Dog Food (NBC Blue); Horn & Hardart Baking Co. (CBS).

J. M. COLVILLE & SON, 1725 N. St. Paul Street, Dallas, Tex. *Phone:* 2-6834. *Executives:* C. M. Colville, president; W. S. Henson, vice-president and general manager; R. H. Colville, vice-president and

treasurer. *Radio director:* Will S. Henson. *Spot time and talent buyers:* C. M. Colville, W. S. Henson, R. H. Colville. *Script buyer:* John Nance. *Radio clients:* Dixie Cultivator Corp. (spot).

RUSSELL C. COMER ADVERTISING CO., Fairfax Bldg., Kansas City, Mo. *Phone:* Harrison 3964. *Executives:* Russell C. Comer, president; K. K. Hansen, vice-president; Mervin B. Cooksey, treasurer; C. W. Trapp, treasurer. *Branch office:* 11 West 42nd St., New York, N. Y.; K. K. Hansen, vice-president in charge. *Radio clients:* Campbell Taggart Associated Bakeries, A. S. LeNasa's Bakery, Inc., Cotton Bros. Baking Co., Cotton's, Inc., Cotton Baking Co., Worcester Baking Co., C. M. Martin (spot).

COMMONWEALTH ADVERTISING AGENCY, 93 Summer St., Boston, Mass. *Phone:* Hubbard 0230-1. *Director:* Jerome O'Leary. *Radio director:* Jerome O'Leary. *Spot time buyer:* Edythe Gilman. *Radio clients:* Community Dentists; Community Opticians; Community Auroticians; Beacon Wax Co.

COMPTON ADVERTISING, INC. (formerly Blackman Advertising), 630 Fifth Ave., New York, N. Y. *Phone:* Circle 6-2800. *Executives:* Richard Compton,

WHEN YOU WANT TO HAVE A RADIO PROGRAM RECORDED *wire or phone* **PRESTO**

PRESTO maintains an up-to-date directory of recording studios and radio stations equipped to make studio or off-the-air recordings in principal cities in the United States and Canada.

PRESTO RECORDING CORPORATION

139 West 19th Street, New York, N. Y.

Phone: Chelsea 2-6425
Cable: Presrecord, N. Y.

WORLD'S LARGEST MANUFACTURERS OF INSTANTANEOUS RECORDING EQUIPMENT

ADVERTISING AGENCIES—Continued

president; Leonard Bush, vice-president, secretary and treasurer; Alfred Stanford, Robert Holbrook, Chauncey Landon, vice-presidents. *Branch office:* Cincinnati, O.; Robert Marsh, manager. *Radio director:* John E. McMillin. *Spot time buyer:* Murray Carpenter. *Talent buyer:* Florence Sperl. *Script buyer:* Mary Louise Anglin. *Business manager:* Lee Graves. *Radio clients:* Procter & Gamble (NBC Red and Blue, CBS, spot); American Cigarette & Cigar Co. (NBC Red and Blue).

CONDON COMPANY, INC., 1021 Washington Bldg., Tacoma, Wash. *Phone:* Main 3483. *Executives:* John Condon, president; E. Larry Jardeen, secretary-treasurer. *Radio director:* John Condon. *Radio clients:* Tacoma Bread Co., Jorelan Baking Co., Puget Sound National Bank (all spot, live and transcribed); Mueller-Harkins Motor Co., Harvest Grains Co., Western Furnaces, Inc. (all spot).

S. A. CONOVER COMPANY, 75 Federal Street, Boston, Mass. *Phones:* Hancock 4769-70-71. *Executives:* S. A. Conover, president and treasurer; A. H. Clime, vice-president and production manager. *Spot time buyer:* S. A. Conover.

COOLIDGE ADVERTISING COMPANY, Insurance Exchange Bldg., Des Moines, Ia. *Phone:* 3-5195. *Executives:* Paul Blakemore, president; R. H. Cary, vice-president; H. J. Kroeger, secretary. Radio handled by aforementioned officers. *Radio clients:* American Pop Corn Co. (spot); Chamberlain Laboratories (spot); Chase Investment Co. (spot); Yellow Cab Co. (spot); Western Grocer Co. (spot).

COOPERATIVE ADVERTISING AGENCY. See Edwin I. Reeser.

COUCHMAN ADVERTISING AGENCY, Allen Bldg., Dallas, Tex. *Phone:* 7-2932. *Executives:* Albert Couchman, owner. *Radio director, spot time, talent and script buyer:* Albert Couchman. *Radio clients:* Servel Electrolux Distributors (cooperative spot transcriptions); Goodrich Silvertown Stores (spot); Bond Pharmaceuticals (spot). *Production and writing:* Handled by agency.

COWAN & DENGLER, INC., 30 Rockefeller Plaza, New York, N. Y. *Phone:* Circle 7-6190. *Executives:* Stuart D. Cowan, president; Horace W. Dengler, vice-president, secretary, treasurer. *Radio clients:* American Agricultural Chemical Co. (spot).

CRAMER-KRASSELLT COMPANY, 733 N. Van Buren St., Milwaukee, Wis. *Phone:*

Daly 3500. *Executives:* W. A. Krasselt, chairman of board; A. W. Seiler, president; C. T. McElroy, secretary and treasurer. *Branch office:* Detroit: M. O'Connell, manager. *Radio director:* J. E. Giebish. *Spot time buyer:* H. T. Enns. *Radio clients:* Maybelline Co. (NBC Red); Sterling Products (spot transcription campaign); Norge Division, Borg-Warner Corp. (spot transcription campaign); Gillette Tire & Rubber Co. (spot campaign). *Writer:* Sandra Michael.

CROYDON ADVERTISING AGENCY, INC., 18 East 41st Street, New York, N. Y. *Phone:* Ashland 4-5508. *Executives:* Saul Kampf, president and treasurer; Maurice J. Middleman, vice-president and secretary. *Radio director and spot time buyer:* Saul Kampf. *Continuity:* Maurice J. Middleman. *Radio clients:* Real-Form Girdle (regional); Long Island Outfitting Co. (local).

C. F. CUSACK ADVERTISING AGENCY, Bus Terminal Bldg., Denver, Colo. *Phone:* Keystone 0537. *Executives:* Christopher F. Cusack, president; Marion Johnson, secretary and treasurer; Mabel Gates, account executive. *Radio director and spot time buyer:* John McEniry. *Radio clients:* Brown Palace Hotel; Elitch's Gardens; Denver & Rio Grande Railroad (regional); National Western Stock Show; Rocky Mountain Motor Co.

JIMM DAUGHERTY, INC., 211 N. 7th Street, St. Louis, Mo. *Phone:* MA 0790. *President:* James M. Daugherty. *Talent buyer:* James M. Daugherty. *Radio clients:* Union Electric Light & Power (regional); Central Shoe (spot); Monarch Metal Weather Strip (spot); St. Louis Dairy; Southwestern Bell Telephone; Hydrox Ice Cream; St. Louis Safe Deposit Association. *Production:* Handled by agency.

DAVID, INC., First National Bank Bldg., St. Paul, Minn. *Phone:* Gar. 3872. *Executives:* Q. J. David, president and treasurer; J. C. Fabbrini, vice-president; R. H. David, secretary. *Radio director, talent and script buyer:* Angeline Clement. *Radio clients:* Chicago & Northwestern Railway (spot); Ballard's & Skellet's Storage & Transfer Co. (spot); Hotel Lowry (spot); Minnehaha Cleaners (spot); Minnesota Federal Savings & Loan Assn. (spot); Stott Briquets (spot); Superior Refining Co. (spot); Federal Savings & Loan Assns. of St. Paul & Minn. (spot); Hilex Co. (spot).

JOHN L. DE BRUEYS, ADVERTISING, Ben Milam Hotel, Houston, Tex. *Phone:*

ADVERTISING AGENCIES—Continued

Capitol 2241. *Executives:* John L. de Brueys, owner. *Radio director:* Charles J. Giezendanner. *Spot time buyer:* John L. de Brueys. *Radio clients:* Dairyland, Inc. (local); Fogle-West Co. (local); Houston Packing Co. (local); *Writer:* John Kendrick James. *Production:* Charles J. Giezendanner.

DE ROUVILLE AGENCY, 11 N. Pearl St., Albany, N. Y. *Phone:* 3-3051. *Owner:* George S. De Rouville. *Branch office:* 469 State St., Schenectady, N. Y. *Radio director, talent buyer:* Marjory C. McMullen. *Spot time buyer:* Marjory C. McMullen, George S. De Rouville, Horace L. Hevenor. *Script buyers:* Marjory C. McMullen, Berthold Heyman, Irma J. Abelles. *Radio clients:* New York Diesel Institution, De Witt Clinton Hotel, Domino Citrus Assn., Home Savings Bank, City Safe Deposit Co., Ben V. Smith (one-minute announcements); Dearstynne Bros. Tobacco Co., Upstate Personal Loan Corp. (5-minute announcements); Home Savings Bank, Fowler's, Inc. (participation programs); Schenectady-Troy-Albany Savings Bank (news, spot); Schaffer Stores Co., Inc. (local); Troy Savings Bank (spot). *Writers:* Douglas McMullen (Dearstynne Bros. Tobacco), Radcliffe Hall (Troy Savings Bank).

D'EVELYN & WADSWORTH, INC., 486 California St., San Francisco, Calif. *Phone:* Garfield 8267. *Executives:* Norman F. D'Evelyn, president; Milton S. Wise, vice-president; Harry E. Tharsing, secretary-treasurer. *Radio director, spot time, talent and script buyer:* Leland L. Levinger. *Radio clients:* Owl Drug Co. (NBC Pacific Coast Red); Shasta Water Co. (spot announcements); Sutliff Tobacco Co. (spot); Mary Allen Food Products (spot announcements); Hammer-Bray Co., Ltd. (spot transcriptions). *Writers:* Claudia Engle and Cliff Engle (Owl Drug); Pat Kelly (Shasta Water); Harry N. Balkin (Sutliff Tobacco). *Production:* Titan Productions (Hammer-Bray Co.)

RALPH L. DOMBROWER COMPANY, INC., Richmond, Va. *Phone:* 3-111-3. *Executives:* Ralph L. Dombrower, president and treasurer; Morton L. Wallerstein, vice-president; H. D. Traylor, secretary. *Branch offices:* Woodward Bldg., Washington, D. C.; Philip Rosenfeld, manager. *Radio director:* E. I. Wallerstein. *Spot time buyer:* B. L. Gregory. *Other radio executives:* E. H. Gordon. *Radio clients:* Jonas Shoppes (local); Chelf Chemical Co. (spot announcements); James River Oil Co.

(spot announcements); Polly Prentiss, Inc. (local); E. P. Murphy & Son (local); Richmond Hotels, Inc. (local, spot announcements); Fork Union Military Academy (spot announcements); Holzgreffe Bros. (local, spot announcements); Miller & Rhoads (local).

DONAHUE & COE, INC., RKO Bldg., 1270 Sixth Avenue, New York, N. Y. *Phone:* Columbus 5-4252. *Executives:* Edward J. Churchill, president; Robert MacMillan, Andrew Holmes, A. B. Churchill, Lynn Farnol, vice-presidents; O. K. Kingsbury, secretary. *Radio director:* Eileen Douglas. *Time buyer:* Robert Parman. *Radio clients:* National Ice Industries (NBC Red); Dr. Scholl's Foot Comfort Shop (local).

JIM DUFFY, INC., 111 W. Washington St., Chicago, Ill. *Phone:* Ran. 4827. *Radio director, talent and spot time buyer:* Donald C. Graves. *Script buyer:* Willard G. Byrne.

ELLIS ADVERTISING COMPANY, Ellis Bldg., 3053-3057 Main St., Buffalo, N. Y. *Phone:* University 4591. *Executives:* Rhoda Ellis (inactive); Michael E. Ellis and Jerome R. Ellis, partners; Henry Weil, Clifford Swain and Jim Ward, account executives. *Branch office:* Dominion Bldg., 465 Bay St., Toronto, Ont., Canada; Abbey Muter, Jack Culiner and Ben Yanover, account executives. *Radio director:* Jerome R. Ellis. *Other radio executives:* Henry Weil. *Radio clients:* International Ring Co. (jewelry); M. Linkman & Co. (Dr. Grabow Pipe); Beluche-Duerre Co. (manufacturers of dry cleaning equipment); Polyshine, Inc. (Blue Dew); Superior Pant Co. (Gradleigh Clothes); Imperial Blade Co. (Eastman Razor Blades); Canada Balsam Products (Balsam Chest Rub); Astone Products Co. (Astone, Asthma Relief); Dewsbury Co. (Eczema Relief) (all national accounts); numerous other local and spot accounts.

SHERMAN K. ELLIS & CO., INC. (formerly Fletcher & Ellis, Inc.), 500 Fifth Avenue, New York, N. Y. *Phone:* Lackawanna 4-3570. *Executives:* Sherman K. Ellis, president; C. E. Staudinger, S. J. Hamilton, Richard Barrett, vice-presidents; H. F. Townsend, Roger McDonald, William C. Plante, art directors; E. S. Pratt, space buyer; Robert McKean, production manager. *Branch offices:* 141 W. Jackson Boulevard, Chicago; Clifford L. Fitzgerald, vice-president, manager. 1709 W. 8th Street, Los Angeles; Chet Crank, vice-president, manager. *Radio director:* Lawrence Hol-

ADVERTISING AGENCIES—Continued

comb. *Spot time buyer*: Eugene S. Pratt. *CASTING*: Svea C. Johnson. *RADIO CLIENTS*: Quaker Oats Co. (NBC Red, spot); Ward Baking Co. (spot).

SHERMAN K. ELLIS, LTD. (formerly Fletcher & Ellis, Ltd.), C. P. R. Bldg., Toronto, Can. *Phone*: Adelaide 3051. *Executives*: Ralph W. Ashcroft, vice-president. (Affiliated with Sherman K. Ellis & Co., Inc., New York). *Radio director and spot time buyer*: Ralph W. Ashcroft. *Radio clients*: T. G. Bright & Co. (Dominion network).

ERWIN, WASEY & COMPANY, INC., 420 Lexington Avenue, New York, N. Y. *Phone*: Mohawk 4-8700. *Executives*: L. R. Wasey, president; O. B. Winters, executive vice-president, secretary; Howard D. Williams, vice-president, general manager; Paul E. Newman, vice-president, art director; A. G. Van Utt, treasurer. *Branch offices*: 230 N. Michigan Ave., Chicago; Chester R. Vail, executive vice-president; Holland E. Engle, radio director. Security Bldg., Minneapolis; Mac Martin, manager. Packard Bldg., Philadelphia; John E. Burns, manager. 714 W. 10th St., Los Angeles; H. A. Stebbins, manager. 333 Montgomery St., San Francisco; Louis Honig, manager. Skinner Bldg., Seattle; Warren Kraft, manager. London, England, and other European offices. *Radio director*: John T. Adams. *Spot time buyer*: Thomas Carson. *Script buyer*: Stella Unger. *Production manager and talent buyer*: Innes Harris. *Radio clients*: Barbasol (CBS); Musterole and Zemo (Mutual, spot); Lydia Pinkham (Mutual, spot); Carnation (NBC Red, spot); Gunther Brewing (spot); Liebmann Breweries (spot); Rap-I-Dol (spot); Consolidated Cigars (spot); Olive Tablets (spot); Kreml (spot).

WILLIAM ESTY & COMPANY, INC., 100 East 42d Street, New York, N. Y. *Phone*: Caledonia 5-1900. *Executives*: William Esty, president, treasurer; James A. Yates, vice-president, art director; P. Wesley Combs, vice-president in charge of marketing; Dr. John B. Watson, vice-president; E. Harper Cummings, secretary, newspaper space buyer; John J. Flanagan, Jr., production manager; Robert B. White, trade and technical space buyer; Norman D. Mattison, Jr., outdoor space buyer. *Radio director*: Savington Crampton. *Spot time buyer*: John C. Esty. *Radio clients*: R. J. Reynolds Tobacco Co. (CBS); Lehn & Fink—Hind's Honey and Almond Cream (CBS); others, including various national and regional spot advertisers.

FEDERAL ADVERTISING AGENCY, INC., 444 Madison Ave., New York, N. Y. *Phone*: Eldorado 5-6400. *Executives*: Robert Tinsman, president; James F. O'Brien, senior vice-president; Frederick C. Bruns, Joseph F. Beck, Jules B. Singer, vice-presidents; George G. Dietrich, secretary-treasurer; D. E. Robinson, general manager; J. W. Borchert, D. A. Gattoni, assistant space buyers; George Finley, production manager; Hugh Connet, art director. *Radio director*: George Comtois. *Radio clients*: Sinclair Refining Co. (CBS); American Safety Razor Corp., General Cigar Co. (spot).

ROBERT G. FIELDS & COMPANY, Nashville, Tenn. *Phone*: 6-1977. *Executives*: Robert G. Fields, president and treasurer; W. W. Arnett, account executive; R. H. Lane, secretary. *Radio director*: Robert G. Fields. *Radio clients*: St. Bernard Coal Co. (spot announcements); Ice Refrigeration Agency (spot); Nashville Pure Milk Co. (spot); Overton-Williams-Pinner (spot); The Upper Room (spot announcements); Eagle Stamps (spot).

FIRST UNITED BROADCASTERS, 201 N. Wells St., Chicago, Ill. *Phone*: Randolph 7800. *Radio clients*: Willard Tablet Co., Scott Products Co., Satis-Factory Shoe Co., Utilities Engineering Institute, Wham Corp., Whitcomb Sulphur Springs Hotel, Ninal Co., D. & M. Finance Co. (all spot).

JAMES FISHER COMPANY, LTD., 204 Richmond Street, West, Toronto, Ontario, Can. *Phone*: Adelaide 4426. *Executives*: James Fisher, president; W. H. Bowman, executive vice-president; W. R. Johnson, secretary; Mrs. C. M. Robertson, treasurer. *Branch office*: 1253 McGill College Avenue, Montreal; H. V. Petersen, manager. *Radio director and spot time, talent and script buyer*: W. R. Johnston. *Radio clients*: G. T. Fulford Co., Ltd. (spot); Ralston Purina Co., Ltd. (spot); Moirs, Ltd. (spot); Robin Hood Flour Mills (spot).

FITZGERALD ADVERTISING AGENCY, INC., Southern Bldg., New Orleans, La. *Phone*: Raymond 5194. *Executives*: Joe L. Killeen, president; Joseph H. Epstein, vice-president; Leonard Gessner, vice-president; Roy M. Schwarz, secretary-treasurer. *Radio director*: Joe L. Killeen. *Spot time buyer*: Temple H. Black. *Radio clients*: Wesson Oil & Snowdrift Sales Co. (NBC Pacific Red); Southern Cotton Oil Co., Scoco Shortening (spot); Blue Plate Foods, Inc. (spot); Dixie

ADVERTISING AGENCIES—Continued

Brewing Co. (spot); Louisiana Power & Light Co. (spot).

FLETCHER & ELLIS. See Sherman K. Ellis & Co., Inc.

ALBERT FRANK - GUENTHER LAW, INC., 131 Cedar Street, New York, N. Y. *Phone:* Cortland 7-5060. *Executives:* Rudolph Guenther, chairman of the board; Frank J. Reynolds, president; Russell Law, chairman of the executive committee; Robert J. Herts, secretary; Emmett Corrigan, treasurer. *Branch offices:* Boston; Joseph R. Hamlon, vice-president. Philadelphia; Robert Ingold, manager. Chicago; R. W. Dawson, vice-president. San Francisco; Vincent J. Beschel, manager. Neff-Rogow, Inc., consultants. *Radio director:* Robert J. Herts.

CHARLES DANIEL FREY COMPANY, 333 N. Michigan Avenue, Chicago, Ill. *Phone:* State 8161. *Executives:* Charles Daniel Frey, president and treasurer; L. R. Northrup, vice-president and secretary; R. L. Hurst, executive vice-president; Ashley Belbin, A. B. Sullivan, vice-presidents. *Radio director:* L. F. Triggs.

JEAN SCOTT FRICKELTON, 1355 Market Street, San Francisco, Calif. *Phone:* Hemlock 6030. *Radio director:* Jean Scott Frickelton. *Radio clients:* Gas Appliance Society of California (spot); Electric Appliance Society of Northern California (spot).

HARRY M. FROST COMPANY, 260 Tremont Street, Boston, Mass. *Phones:* Liberty 0813-4-5. *Executives:* Karl M. Frost, president; Harry M. Frost, treasurer; Edith G. Robinson, assistant treasurer; Harvey P. Newcomb, secretary. *Radio director:* Harvey P. Newcomb. *Spot time buyers:* Karl M. Frost, Harvey P. Newcomb. *Talent and continuity buyer:* Karl M. Frost. *Radio clients:* Cranberry Cannery (participation, Yankee, regional, spot); Durkee-Mower (Yankee, spot); Campbell-Fairbanks Expositions (spot, spot announcements); Daggett Chocolate (spot, spot announcements); C. E. Fay Co. (spot, spot announcements); Howard D. Johnson Co. (weather and tide forecasts); Massachusetts Sports Assn. (sports broadcasts); George E. Warren Corp. (spot, spot announcements); Bristol County Kennel Club (spot). Various other spot accounts. *Writing and production:* Agency staff, Yankee Network Production Department.

SCREEN:

**20th Century-
Fox**



RADIO:

**Sinclair
Refining Co.**

ED. THORGERSEN

MOVIETONEWS: "HIGHLIGHTS IN THE WORLD OF SPORTS"

ADVERTISING AGENCIES—Continued

GANS ADVERTISING AGENCY, 810 Broad Street, Newark, N. J. *Phone:* Market 2-5680. *Radio director:* Frances Kurland. *Spot time buyer:* Hobart S. Kuebler. *Writer:* Morton Mandel.

GARDNER ADVERTISING COMPANY, Mart Bldg., St. Louis, Mo. *Phone:* GA-2915. *Executives:* E. G. Marshutz, president; Mrs. E. P. Proetz, executive vice-president. *Branch offices:* 9 Rockefeller Plaza, New York; E. Harold Greist, manager; R. Martini, radio director. Heyburn Bldg., Louisville; Warren Schwegel, manager. *Radio director, talent and script buyer:* C. E. Claggett. *Network and spot time buyer:* E. A. W. Schulenburg. *Radio clients:* Pet Milk (CBS); Ralston Purina (NBC Red); Brown Shoe Co. (spot); L & N Railroad (spot); Ralston-Purina Mills (spot); Falstaff Brewing Corp. (NBC Red). *Writers:* Melvin Wamboldt (Falstaff); Jack Holden (Ralston Purina).

SIDNEY GARFINKEL ADVERTISING AGENCY, 153 Kearney Street, San Francisco, Calif. *Phone:* EX-3420. *Executives:* Sidney Garfinkel, president. *Radio director:* Florence Frederickson. *Radio clients:* Euclid Candy Co. (CBS Pacific); Kay Jewelry Co. (local); Hastings (local); United Artists Theatre (local); Joseph Maguin Co. (local); C. H. Baker (local).

W. W. GARRISON & CO., 400 N. Michigan Ave., Chicago, Ill. *Phone:* Superior 8191. *Executives:* W. W. Garrison, president; H. P. Falvey, vice-president; George P. Schill, secretary. *Radio director and talent buyer:* H. P. Falvey. *Spot time buyer:* George P. Schill. *Radio clients:* W. A. Sheaffer Pen Co., Gibson Electric Refrigerator Corp., Shaw-Walker Co., Enoz Chemical Co., E. O. Bulman Mfg. Co., Chicago-Milwaukee Steamship Line, Chicago Roosevelt Steamship Line (all spot).

GENERAL ADVERTISING AGENCY, Granada Studios, 672 S. Lafayette Park Place, Los Angeles, Calif. *Phone:* Drexel 2165. *Executives:* Ralf M. Spangler, president; William T. Maynard, vice-president; M. Hammond, secretary. *Executive radio personnel:* John F. Roberts, Churchill Murray. *Radio clients:* Currier's Tablets (Mutual); Williams SLK Laboratories (Mutual). *Production:* Handled by agency. *Writer:* Churchill Murray.

GERTH-KNOLLIN ADVERTISING AGENCY, 111 Sutter Street, San Francisco, Calif. *Phone:* GA 1081. *Executives:* Edwin P. Gerth and James C.

Knollin, partners. *Branch office:* Chamber of Commerce Bldg., Los Angeles, Calif.; J. J. Dickely, manager. *Radio director:* None; no special radio personnel. *Radio clients:* Ferry-Morse Seed (NBC Pacific Blue); Growers Fertilizer (spot); Soil-off Manufacturing Co. (spot); Southern Oregon Gas Corp. (spot). *Writing and production:* Handled by agency.

J. STIRLING GETCHELL, INC., 405 Lexington Avenue, New York, N. Y. *Phone:* Murray Hill 6-4800. *Executives:* J. Stirling Getchell, president; Thomas F. Dougherty, vice-president and general manager; Peter Franceschi, secretary; Charles McCormack, treasurer. *Branch offices:* New Center Bldg., Detroit; H. T. Mitchell, vice-president; I. H. Mackenzie, radio director. Bryant Bldg., Kansas City, Mo.; J. Horace Pickett, head. Chicago, Ill., Lawrence Holmberg, head. Hollywood, Calif.; Andrew Kelly, representative. *Radio director and production:* C. A. Snyder. *Spot time buyer:* J. Lloyd Williams. *Radio control:* Carolyn R. Moser. *Radio clients:* Socony-Vacuum — Albany, Buffalo, Rochester, Syracuse Divisions (spot); Devoe & Reynolds (spot); De Soto Motor (spot); Sobol Bros. Service Stations (spot).

GEYER, CORNELL & NEWELL, INC., 745 Fifth Ave., New York, N. Y. *Phone:* Wickersham 2-5400. *Executives:* B. B. Geyer, president; H. W. Newell, R. M. Ganger, vice-presidents; W. B. Bles, vice-president and general manager. *Branch offices:* Detroit, Mich.; E. L. Triffit, manager. Dayton, O.; E. G. Frost, manager. Oakland, Calif.; R. H. Grant, manager. *Radio production manager:* Eleanor L. Larsen. *Spot time buyers:* E. W. Federer, Frank Hermes. *Radio clients:* Nash-Kelvinator Corp., Nash Motors Division (CBS), Kelvinator Division (spot); E. P. Reed (spot). *Writers:* Amedee Cole, G. J. Agnew, J. K. Martindale.

GILLHAM ADVERTISING AGENCY, 220 Continental Bank Bldg., Salt Lake City, Utah. *Phone:* Wasatch 1347. *Executives:* M. C. Nelson, president; J. Y. Tipton, vice-president; Lon Richardson, vice-president. *Radio director:* Above-mentioned officers serve as radio directors. *Radio clients:* Sego Milk Products Co. (network and spot); Clover Leaf-Harris Dairy (spot); Royal Baking Co. (spot); Mountain Fuel Supply Co. (spot); Tracy Loan and Trust Co. (spot); Fisher Brewing Co. (spot); Walker Bank & Trust Co. (spot); Whitaker Cigar Co.

ADVERTISING AGENCIES—Continued

- (spot); Ure, Pett & Morris Investment Co. (spot); People's Finance & Thrift Co. (spot); First Federal Savings & Loan Assn. (spot); American Packing and Provision Co. (transcriptions).
- LOUIS GLASER, INC.**, 1111 Statler Bldg., Boston, Mass. *Phones:* Liberty 6044, 6045, 6003. *Radio director:* Everett E. Doten.
- GLASSER ADVERTISING AGENCY**, 672 S. Lafayette Park Place, Los Angeles, Calif. *Phone:* FI 2141. *Executives:* G. F. Glasser, president and manager; Julian Steyskal, production manager; Kenyon Ivie, account executive. *Radio directors:* Clinton Jones, Capt. Charles D. Baylis, Julian Steyskal. *Talent buyer:* R. Walters. *Script buyer:* Capt. Charles D. Baylis. *Radio clients:* Venus Fruits (Mutual, spot); Seven-Up (Mutual); L. B. Laboratories, Foreman Loan (spot announcements); Dr. Strasska's Toothpaste, Colonial Dames, It Mfg. Co., Beckman Furs, Ralph Grocery Co., Boyden Honey (spot).
- FRANCIS K. GLEW, ADVERTISING**, 517 Murray Bldg., Grand Rapids, Mich. *Phone:* 8-1848. *Executives:* Francis K. Glew, owner. *Radio director and spot time, talent and script buyer:* Francis K. Glew. *Radio clients:* Parisian Cleaners & Dyers; Goebel & Brown, Inc.; Breen & Halladay Fuel Co. (local).
- GLICKSMAN ADVERTISING CO., INC.**, 400 Madison Ave., New York, N. Y. *Phone:* Plaza 8-0716. *Executives:* Joseph Glicksman, president; William Glicksman, vice-president and art director; David Glicksman, treasurer; Allen Berk, production manager; Gerald Gould, space buyer. *Branch office:* 53 W. Jackson Blvd., Chicago, Ill.; Clark G. Wiltz, manager. *Radio director:* Norman Lessing. *Radio clients:* Adam Hat Stores (NBC Blue).
- GOTTSCHALDT-HUMPHREY, INC.**, 910 Norris Bldg., Atlanta, Ga. *Phone:* Walnut 6341. *Executives:* Allan C. Gottschaldt, president; Bruce Moran, vice-president. *Radio director:* Bruce Moran. *Spot time buyer:* (Miss) Pat Wilson.
- GRACE & BEMENT, INC.**, 438 New Center Bldg., Detroit, Mich. *Phone:* Madison 4514. *Executives:* Edward R. Grace, president and treasurer; Austin F. Bement, vice-president and general manager. *Radio director and spot time buyer:* L. C. Grace.
- JEROME B. GRAY & CO.**, 12 South 12th St., Philadelphia, Pa. *Phone:* Walnut 3636. *Radio director, spot time and talent buyer:* Edmund H. Rogers (partner). *Script buyer:* Robert W. Graham. *Radio clients:* Barbey's, Inc., Sunshine Beer (spot).
- JAMES A. GREENE & CO.**, 629 10 Pryor Bldg., Atlanta, Ga. *Phone:* Walnut 6701. *Executives:* James A. Greene, president; J. L. Battle, vice-president; Tucker Wayne, account executive; C. W. Burgess, production manager; M. Fambro, secretary-treasurer; C. C. Fuller, space buyer. *Radio directors:* Tucker Wayne, Sam J. Slate. *Spot time buyer:* C. C. Fuller. *Talent buyers:* Tucker Wayne, James A. Greene. *Script buyer:* Daniel Hinckley. *Radio clients:* Nehi, Inc. (NBC Blue, transcriptions); American Bakeries Co. (spot); J. Allen Smith & Co. (spot); Mof-fett Medicine Co. (spot). *Production:* Handled by agency, with exception of Nehi's NBC program.
- GREENLEAF CO.**, 20 Newbury St., Boston, Mass. *Phone:* Kenmore 9315-16. *Executives:* G. R. Dunham, president and treasurer; C. A. Holcomb, vice-president; W. Lloyd Allen, secretary. *Radio directors, talent buyers:* G. R. Dunham, C. A. Holcomb. *Spot time buyer:* G. R. Dunham. *Script buyer:* C. A. Holcomb. *Radio clients:* Paine Furniture Co.; Martin L. Hall Co. (Victor Coffee); Walter's Restaurant; General Seafoods Corp.; Batchelder Whittmore Coal Co.; Cape Cod Steamship Co. (all spot). *Writing, production:* Newcomb F. Thompson (Batchelder Whittmore).
- GREVE ADVERTISING AGENCY, INC.**, 832 Minnesota Bldg., St. Paul, Minn. *Phone:* Cedar 6388. *Executives:* S. Greve, president; E. Greve, vice-president; B. Connolly, secretary; O. Lindquist, treasurer. *Radio director and spot time buyer:* B. Connolly. *Other radio executives:* S. Greve, B. West. *Radio clients:* American Gas Machines; Field Schlick, Inc.; R. N. Cardozo & Bro., Inc.; New Homes, Inc.; Milk Co.; Old Fashioned Millers (all spot).
- GRISWOLD-ESHLEMAN**, Terminal Tower Bldg., Cleveland, O. *Phone:* MA 7626. *Executives:* Charles L. Eshleman, president; J. F. Davis, secretary and treasurer. *Radio director:* E. R. Preble. *Spot time buyer:* W. A. Weaver.
- LAWRENCE C. GUMBINNER COMPANY**, 9 East 41st Street, New York, N. Y. *Phone:* Vanderbilt 3-3550. *Executives:* Lawrence C. Gumbinner, Milton Goodman, Paul G. Gumbinner, Max A. Geller, Herschel Deutsch. *Radio director,*