
★ TELEVISION ★ ★ PRODUCTION ★

By
C. W. FARRIER

Television Coordinator of the National Broadcasting Company

AS TELEVISION inherited the microphone from radio, the camera from motion pictures and the actor from the stage, so television production requires a knowledge of production in radio, motion pictures and the theater. Yet, before it can claim general acceptance, it must be recognized as a unique and individual medium of entertainment. To do this, it must have a production technique of its own.

Although, in years to come, television may be to the radio what talking pictures are to the silents, for the present television will continue to lean heavily upon radio, not only for immediate financial support, but also for guidance in presenting entertainment without direct cost to its audience.

Tele Director

The extent to which television production is being developed from the three older mediums is personified in the television director. Encompassing the knowledge of the stage, movie and radio director, he must not only interpret the play to the audience through stage management; he must also be the central control and intelligence over all studio activities that contribute to a finished production on what is at present a 7½ by 10 inch screen.

When a script is being considered for television production, it is the director who, with the aid of the engineer in charge of studio operations, sketches a plan for the mechanics of production activity. The director confers with the scene designer; the director instructs the sight and sound men in preparing titles, miniature models and off-stage noises; the director chooses the cast, and finally it is he who correlates all parts into the finished production.

Three Phases

Following the traditional routine of the theater, the television director takes the first step of actual production by calling the cast together for discussion. Then he "walks" the play, timing each scene according to motivation and plot.

In the second phase of production, he rehearses cast and camera crew together. Until a few years ago, the bulk and im-

mobility of the television camera prevented the use of more than one on a set. Today three cameras are almost a necessity and, when more elaborate productions are undertaken, five cameras will not be uncommon. At NBC we use Camera No. 1 for long and dolly shots, Camera No. 2 for close-ups and Camera No. 3 interchangeably.

Like the motion picture director, the television director must be skilled in manipulating the camera. Pointless emphasis, a predominance of long shots over short ones, static images and poor composition are the result of slovenly camera direction. With skillful direction the transition from camera to camera, from long shot to close-up, is smooth, and the dramatic value of the scene is conveyed to the audience without the aid of sound.

In the third phase of production, the television director emulates the radio director by taking his place with the engineers in the control room.

There he can see his cast and crew at work, watch the players' images reflected on the monitoring screen and, by telephoning an assistant in the studio, correlate the production into its final form. This, of course, includes editing, which must be done during shooting; it can not be deliberated later in a cutting room.

Staging

The theory of television production by which every director is guided may be



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All instruction is given under the supervision of Ned Wayburn who staged and helped to create over 600 dramatic and musical productions here and in Europe, including fifteen years of ZIEGFELD SHOWS (ALL "SMASH" HITS). SEE "WHO'S WHO IN THE THEATRE" for part of his record as a Theatrical Producer.

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divided into three principles: conservation of time and space, continuity of motion and mobility of drama.

In the television play, as in the screen play, there are no intermissions during which to shift scenery; scene-shifting and editing must be accomplished by switching from one camera to another. Therefore the television director, to observe the first principle, must plan his sets so that all but the simplest can be built in advance and televised within the confines of a small studio.

In order to attain continuity of motion, the director of a television play inserts motion picture sequences, still pictures, scale models and titles in alternation with the live action in the studio. Thus, in its continuity, television most closely resembles sound broadcasting. The continuity of the stage drama can be broken, of course, by one or more intermissions; the continuity of motion pictures is only apparent, since shooting may have required weeks or months. But in television, drama once begun must progress steadily to climax and conclusion.

The television director also must realize that the third principle — mobility of drama—implies far more than the mobility to which we are accustomed in the theater or on the screen. Mobility is achieved on the stage by action. In motion pictures mobility may also be achieved through a diversification of camera shots. Television requires an amplification of both.

Television Films

Recently certain Hollywood companies have conferred with NBC in the preparation of a series of motion pictures for television broadcasting. The question naturally arises: How does motion picture technique as we know it differ from television technique?

Although television technique in its use of the camera is basically that developed by the motion picture, television must employ the dynamic principle of mobility more consistently and more intensively than it is now employed in screen plays.

In our experiments at Radio City with practically every type of commercial motion picture we found that none was entirely satisfactory for television production.

Designed as they were for large audiences, they relied for their appeal on the large audience's more prolonged reaction to emotion. But the small home audience emotional peaks are comparatively low. Hence, the tempo of films ideally suited for exhibition in a theater is far too slow for television.

Tele Mobility

Realizing the necessity for television mobility, NBC maintains that, for the sake of good television production, a director seldom can afford to allow one scene to last longer than thirty seconds without cutting to another angle. Often there are as many as five camera changes within a minute. As an appeal to the eye is three to ten times more effective than an appeal to the ear, so the eye tires that much more quickly than the ear. To illustrate: assume that Harpo Marx is playing for a television broadcast. The picture is varied by long and medium shots, close-ups of his facial expressions, a close-up of his fingers flying over the harp strings. These shots could be broadcast in little more than a minute; repetition would soon become monotonous. From this we can conclude that even a variety show, no matter how exhilaratingly paced for radio, would prove too slow for television.

One of the primary results of our experience in television programming has been to reduce the fifteen-minute unit of radio to ten minutes. Ten minutes has been found adequate to express one idea in television, and to this extent—but only to this extent—have we borrowed timing from the motion picture. This does not mean that all television programs will be restricted to ten minutes; their length will depend on the complexity of the ideas to be dramatized.

Because of its close relationship, motion picture technique logically can be more easily adapted to television production than can radio technique. However, I do not believe that programs recorded on film, even if produced for broadcasting, will ever replace the live-talent drama. Rather the television show on film may be compared to the radio show on wax. The technique is there, but the spontaneity and timeliness are lacking.

Non-Competitive

In a word, then, television will compete artistically neither with the motion picture nor with the legitimate stage. Because of physical limitations, neither will it, for a decade to come, be able to command the nation-wide audience of sound broadcasting. It has borrowed heavily of production methods from the entertainment world, it is true, but before it can meet with public acceptance and approval its own standard of entertainment first must be developed. That is what we in television are trying to do, and at the present time we can not say how close we are to our goal. But until we have reached it, we must be the first to admit our indebtedness to the stage, the screen and the radio.

HULL HOTELS

CALIFORNIA

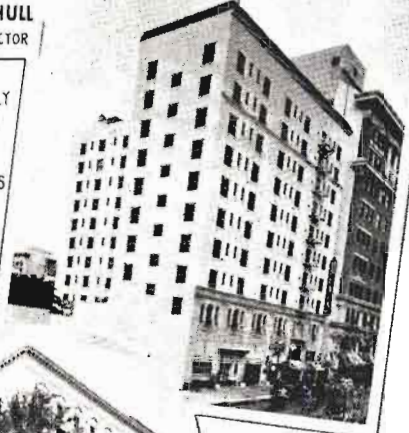
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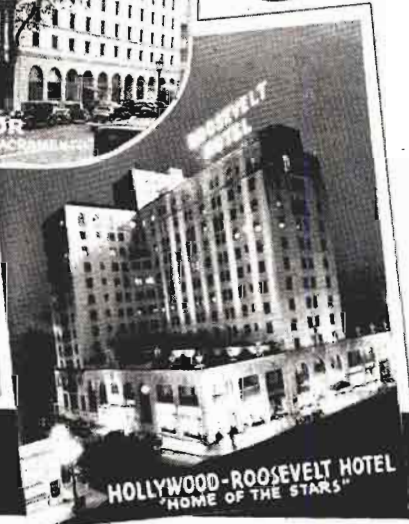


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FEDERAL TRADE COMMISSION

Review of

COMMERCIAL CONTINUITIES

THROUGH its Radio and Periodical Division, the Federal Trade Commission reviews commercial radio broadcast continuities submitted by national and regional networks and producers of electrical transcription recordings. The procedure in handling continuities is discussed in another article concerning the activities of the Commission in the legal section of this volume.

In its examination of advertising, the Commission's only purpose is to prevent false and misleading representations. It does not undertake to dictate what an advertiser shall say, but rather indicates what he may not say under the law. Jurisdiction is limited to cases which have a public interest as distinguished from a mere private controversy, and which involve practices held to be unfair methods of competition or unfair or deceptive acts or practices in interstate commerce.

It is not the policy of the Commission to indicate its opinion, or give legal advice upon any assumed or given state of facts, but its findings, after full investigation and hearings, are expressed only in the manner provided by the statutes which it administers, and in the manner provided by its rules of practice and procedure adopted pursuant thereto.

The Federal Trade Commission receives many requests from radio stations and others for advice and information concerning certain advertisers and their products. In many cases, the Commission cannot give the information requested, either because the same or a like matter is under investigation for a future decision, or because the Commission is not fully advised of all the facts, and in view of the large volume of work arising in the regular course of its procedure requiring corrective action, it would obviously be impracticable for it to act as advertising counsel with respect to unpublished or prospective advertising.

Experience over 23 years with many thousands of advertisements in the entire field of trade, has enabled the Com-

mission and its staff to standardize, for their own guidance, some types of advertising commonly observed.

Types of Advertising Commonly Observed

Claims based upon false statements or misleading exaggerations.

Claims ambiguous in wording which may mislead.

Claims indirectly misrepresenting a product through distortion of detail.

Claims of an illogical nature and contrary to common sense.

Claims holding out the prospect of excessive profits or earnings.

Misleading price claims.

Contests of a dubious nature, and omission or concealment of any essential factor of a contest.

Lotteries and contests depending upon chance and lottery in their development.

Representing that various articles are given "free," i.e., creating a false impression that something additional is being given without charge, when in fact its cost is fully covered in the price of the main article advertised.

Statements tending to disparage competitors.

Pseudo-scientific claims which cannot be supported and assertions that distort the true meaning or application of statements made by accredited professional and scientific authorities; false advertisement of foods, drugs, devices or cosmetics where the use of the same may be injurious to health because of results from such use under the conditions prescribed in the advertisement, or from customary and usual use; also where the false advertising is with in-

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● **Complete Privacy:** Speaking of switch-boards, a Dictograph Telephone System “short-circuits” your chairman of the board, the operator. It's a completely effective cure for Office-Rumoritis.

● **If Your Staff is More than You:** A Dictograph Telephone System is just as necessary, just as practical in a two-room office as a honeycombed corporation. You'll realize the truth of this when you—

● **Get the Facts!** They're contained in Booklet 22 which bristles with practical reasons-why. Write for it *today!*

Dictograph Inter-Communicating Telephone Systems

THE ORIGINAL LOUD-SPEAKING TELEPHONE

A Division of Dictograph Products Co., Inc., 580 Fifth Ave., New York, N. Y.

Branches in Principal Cities

tent to defraud or mislead. Closely related to this group are direct and inferential claims of remedy, relief or cure when such claims are false. Testimonials are considered as a direct representation by the advertiser as to the truth of the contents thereof.

Only Commercial Announcements Required

Only the commercial portions of programs or continuities are required by the Federal Trade Commission for its review of advertising by radio broadcast.

The term "commercial" includes all announcements, statements or assertions tending to or intended to create a demand for or to induce the purchase of any article of commerce, whether such commercial script opens, is interspersed with, or concludes a program.

Those portions of a program are deemed non-commercial and copies are not required, which are of a purely entertaining, informative, civic or political, educational or religious nature. Examples of non-commercial script are music, addresses, lectures, political speeches, sermons, discussions of current events, etc.

The criterion of a commercial station is whether its broadcasting is paid for by some sponsor, either as a sales lead or otherwise. Those stations which do not charge for their broadcasting services, and do not advertise their owners' commodities for sale, have been listed as non-commercial and excused from reporting.

Copies of spot announcements by or for local merchants are desired, as these often refer to articles of commerce moved interstate; and, in any event, every radio broadcast or transmission of intelligence may be an interstate matter.

Whenever the commercial announcements appended to or given in connection with a transcription program (electrical or otherwise) are read or delivered by an announcer in a local station, copies of such announcements are to be reported.

Chain programs transmitted over networks are reported directly to the Commission by the network headquarters, and need not be reported by the individual stations, except in cases of originat-

ing key stations, supplying commercial programs for cooperative networks, which may not have established headquarters.

Where commercial broadcasts are given extemporaneously, it is desired that typewritten reports be submitted of any portions construable as promotional sales effort, or likely to induce the purchase of commodities.

The Commission requests that an English translation be submitted for commercial continuities which were broadcast in any foreign language.

Only one copy of a commercial announcement need be reported, although same may have been broadcast several times during the 15-day specified broadcast period requested.

However, when continuity returns are rendered for subsequent Commission requests, additional copy should be submitted, even though some broadcasts may be identical to those rendered in response to a prior request.

Obviously, new Commission actions, orders and stipulations would require specimens of actual recent broadcasts in order to check for compliance.

No standard form of report is needed. The carbon copies sent in by the stations serve the purpose.

It is essential, however, and the Commission specifically requests, that the call letters of the station and also the date of the broadcast be printed, stamped or written upon each sheet of continuity submitted.

The name and address of the advertiser should also be indicated where it does not clearly appear.

Recent Amendments

New duties and responsibilities, as well as added powers, were conferred upon the Federal Trade Commission by the Wheeler-Lea amendment of March 21, 1938. Certain additional sections were added to the earlier Act, specifically applying to food, drugs, devices and cosmetics. These sections specifically make it unlawful for anyone to disseminate or cause to be disseminated, any false advertisement by the United States mails, or in commerce by any means for the purpose of inducing, or which is likely to induce, directly or indirectly, the purchase of such commodities. Such sections also make it unlawful to disseminate any false advertisement by any means for the purpose of inducing, or which is likely to induce, directly or indirectly the purchase in commerce of food, drugs, devices or cosmetics.

PROGRAM PRODUCERS AND — TRANSCRIPTIONS —

The following list of program producers and transcription firms was compiled by Radio Daily through questionnaires and personal contact. Producers of both live and recorded shows are included in the listing.

A. A. Recording Studios

3543 Broadway, New York, N. Y. Phone, EDgecombe 4-7600. President, Leslie C. Boyd; Vice-President, Richard J. Maher; Engineers: Fred Donals, Robert Ellis. SERVICES OFFERED: Recordings, transcriptions, studio or location air checks, audition records.

Advertisers Recording Service, Inc.

113 West 57th Street, New York, N. Y. Phone, Circle 6-6540. President, Jean V. Grombach; Treasurer, D. L. Provost. SERVICES OFFERED: Instantaneous direct cut acetate recordings.

Aerogram Corporation

1611 Cosmo St., Hollywood, Cal. Phone, Hillside 7211. General Manager, G. Curtis Bird. BRANCH OFFICE: 30 Rockefeller Plaza, New York, N. Y. Phone, Circle 7-0650. Manager, W. H. Voeller; Assistant Manager, Seymour Mann. REGIONAL REPRESENTATIVES: Jones & Hawley, 228 N. LaSalle St., Chicago, Ill. Phone, State 5096. F. R. Jones, A. V. Bamford, Jones & Hawley, 1635 E. 25th St., Cleveland, Ohio. Phone, Prospect 2922. Alonzo Hawley. SERVICES OFFERED: Transcribed programs built on order, transcribed syndicated programs, program merchandising, production, scripts, television film program sales representatives, air checks studio rental, all types of recording.

Air Features, Inc.

247 Park Ave., New York. Phone, Wickersham 2-0077.

Akers-Humphrey Productions, Inc.

1611 Cosmo St., Hollywood, Calif. Phone, Hillside 7211. President, Jerry Akers; Vice President, Albert P. Lapie; Secretary, Malcolm Eagle; Treasurer, C. S. Humphrey. SERVICE OFFERED: Commercial transcriptions or live talent shows for agencies, stations or advertisers.

Alton Alexander

1270 Sixth Ave., New York, N. Y. Phone, Circle 7-4943. SERVICES OFFERED: Production, scripts, direction of both live talent and transcribed programs.

All-Canada Radio Facilities Limited

305 Victory Bldg., Toronto, Ont., Canada. Phone, Elgin 2464. TRANSCRIPTION PERSONNEL: R. E. McGuire, M. A. McLean, F. W. Cannon. SERVICES OFFERED: Transcriptions.

Allied Phonograph & Record Mfg. Co.

1041 N. Las Palmas, Los Angeles, Calif. Phone, Hollywood 5107. President, L. I. Goldberg. SERVICES OFFERED: Phonograph records, electrical transcriptions, portable electric phonographs.

American Artists League

10622 Kimberley Ave., Cleveland, Ohio. Phone, Potomac 1718. President, Jerome Siegel; Manager, Frank Shuster. SERVICES OFFERED: Serial scripts.

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Every radio station is equipped to use "Monitrol" electrical transcriptions.

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American Foundation For the Blind, Inc.

15 West 16th St., New York, N. Y. Phone, CHelsea 3-2821. Chief Engineer, J. O. Kleber. SERVICES OFFERED: Recording of long-playing phonograph records of books and plays.

American Record Corp.

(A Subsidiary of the Columbia Broadcasting System)

1776 Broadway, New York, N. Y. Phone, Circle 5-7300. President, Edward Wallerstein. Associate Recording Director, J. H. Hammond, Jr., SUBSIDIARY COMPANIES: Brunswick Record Co., 215 West Ohio St., Chicago, Ill. Phone, Superior 5382. Manager, S. J. Hein; American Record Co. of Calif., 6624 Romaine St., Hollywood, Calif. Phone, Granite 4134. Manager, G. W. Yates. SERVICES OFFERED: Manufacture and distribution of home phonograph records.

Armand & L'Estelle

410 South Michigan Ave., Chicago, Ill. Phone, Harrison 3435. Owner-Manager, Estelle A. Lutz; Musical Director, Armand H. Buisseret. SERVICES OFFERED: Scripts, live talent, program production.

Associated Broadcasting Co., Ltd.

Hermant Bldg., Toronto, Ont., Canada. Phone, Elgin 3345. President, E. A. Byworth; Sales Manager, E. L. Weaver; Transcription Director, J. C. Tobin; Recording Engineer, A. S. Toby. BRANCH OFFICE: Dominion Square Bldg., Montreal, Que., Canada. Phone, Belair 3325. Vice-president, M. Maxwell; Secretary-Treasurer, W. A. Eversfield; French Director, J. O. Denis; Script Director, B. J. Gossman. SERVICES OFFERED: Scripts, casting, production, direction and recording (lateral cut acetate).

Associated Cinema Studios

1357 No. Gordon St., Hollywood, Cal. Phone, Hempstead 2131. Manager, Frank W. Parkett. SERVICES OFFERED: Transcriptions, recordings, air-check, production.

Associated Music Publishers, Inc.

25 West 45th St., New York, N. Y. Phone, Bryant 9-0847. President, M. E. Tompkins. SERVICES OFFERED: Transcriptions, library, production, scripts, recording facilities, both vertical and lateral.

Associated Radio Features, Inc.

540 N. Michigan Ave., Chicago, Ill. Phone, Superior 8636. President-General Manager, Stuart Haydon. SERVICES OFFERED: Custom-built shows, live and transcribed, talent, production.

Associated Radio Writers, Inc.

137 Newbury St., Boston, Mass. Phone, COMMONwealth 2385. President, Ralph L. Rogers; Treasurer, James A. Arne; Secretary, Marianne Berrie; Production Director, Allen R. Worley. SERVICES OFFERED: Script syndicate, live talent production and direction.

Associated Transcriptions of Hollywood

6604 Melrose Ave., Hollywood, Cal. Phone, Walnut 4736. Executives, Manager Thorus E. LaCroix. SERVICES OFFERED: Electrical Transcriptions, off-the-air recordings, phonograph recordings, custom-built transcriptions, production, scripts, recording equipment, discs, etc.

Audio-Scriptions, Inc.

1619 Broadway, New York, N. Y. Phone, Circle 7-7690. Manager, Ezekiel Rabinowitz. SERVICES OFFERED: Recordings at the studio; "Clipping Bureau of the Air" (100,000 items available on 12 in. aluminum records).

Authors & Artists, Inc.

630 Fifth Ave., New York, N. Y. Phone, Circle 5-8133. President, A. Coster Schermerhorn; Vice-President, Norman H. White; Secretary-Treasurer, B. Robert Rodner. SERVICES OFFERED: Program ideas and production, scripts.

Ayers-Prescott

1270 Sixth Avenue, New York, N. Y. Phone, COLUMbus 5-2482. Program Director, S. Kirby Ayers; Artists Bureau Manager, Robert J. Prescott; Production Director, Erich Don Pam. SERVICES OFFERED: Program production, talent.

Joseph M. Barnett

1270 Sixth Ave., New York, N. Y. Phone, COLUMbus 5-3425. SERVICES OFFERED: Scripts, production.

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BETTER QUALITY LIVE SHOW IDEAS

BETTER SPOT RADIO PLANNING

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YOU CAN'T BUY HIGHER QUALITY *LATERAL CUT* TRANSCRIPTIONS ANYWHERE

IN FAIRNESS TO YOUR CLIENT, you should make no recording commitments until you have challenged our claims



TRANSCRIPTIONS, INC.

56 W. 45th St., New York

Murray Hill 2-2103

N.B. We are rapidly perfecting our vertical cut recording and expect to be in a position to challenge all comers by March 1, 1939.

Baldwin Recording Studios, Inc.

17 West 46th St., New York, N. Y. Phone, BRyant 9-8592. President, C. Paul Baldwin; Secretary-Treasurer, Ernie Valle; Vice-President, Paul P. Wrigley. SERVICES OFFERED: Transcriptions; studio; remote control and off-the-air recordings; foreign language program transcription specialists.

Walter Biddick Co.

Chamber of Commerce Bldg., Los Angeles, Cal. Phone, Richmond 6184. Manager, Ted N. Turner. BRANCH OFFICES: Exchange Bldg., Seattle, Wash. Phone, Main 6440. Russ Bldg., San Francisco, Cal. Phone, Sutter 5415. SERVICES OFFERED: Transcriptions, production, scripts, talent.

Joseph Bloom

19 West 44th St., New York, N. Y. Phone, VAnderbilt 3-8950. President, Joseph Bloom. SERVICES OFFERED: Program production.

E. V. Brinckerhoff & Co., Inc.

29 West 57th St., New York, N. Y. Phone, Plaza 3-3015. President, E. V. Brinckerhoff; Vice-President, E. P. Kampf; Secretary, F. V. Meeker. SERVICES OFFERED: Complete electrical transcription services. Operate own recording studios.

Broadcast Producers of N. Y., Inc.

501 Madison Ave., New York, N. Y. Phone, Eldorado 5-9300. General Manager, George W. Dan Junas; Sales Manager, Louis Measam. SERVICES OFFERED: Dramatized 1-2-3 and 5 minute spot announcements; audition, off-the-air, custom and live show recording for spot advertisers; foreign language spots, domestic and abroad.

Broadcasters Mutual Transcription Service, Inc.

818 South Kingshighway Blvd., St. Louis, Mo. Phone, Franklin 2060. President, J. Frank Eschen; Vice-President, James M. Althouse; Secretary, E. H. Harmon; Treasurer, Charles E. Harrison. REPRESENTATIVES: Walter Biddick Co., 568 Chamber of Commerce

Bldg., Los Angeles, Calif.; Charles Michelson, 545 Fifth Ave., New York, N. Y.; Radioaids, Inc., 1041 North Las Palmas, Hollywood, Calif.; Organisaçao "Mercurio" Caixa Postal 3133, Rio de Janeiro, Brazil; Broadcasting Programme Service, 12 Rue Able-Ferry, Paris, France. SERVICES OFFERED: Transcribed productions and scripts, talent, and program service.

Callahan Radio Programs

221 Markham Bldg., Los Angeles, Calif. Phone, Hollywood 3442. Production Manager, Robert E. Callahan; Business Manager, John L. Chandler. SERVICES OFFERED: Custom-made and ready-built transcribed and live talent programs.

Chase & Ludlam

30 Rockefeller Plaza. New York, N. Y. Phone, Circle 7-4366. Partners: Frank Chase and George Ludlam. SERVICES OFFERED: Scripts, program production of live talent and custom-built transcribed shows.

Champion Recording Corporation

17 West 60th St., New York, N. Y. Phone, COLUMbus 5-4445. President-Secretary, Joy J. Pierri; Vice-President, Joseph Victoria; Treasurer, Omar Champion. SERVICES OFFERED: Electrical transcriptions, off-the-air recordings, studio recording.

The Bruce Chapman Co.

145 West 41st St., New York, N. Y. Phone, WISconsin 7-2179. President, Bruce Chapman. SERVICES OFFERED: Production, scripts.

Chicago Recording Studios

64 E. Jackson Blvd., Chicago, Ill. Phone, WEBster 7288. SERVICES OFFERED: Recording, transcriptions, production.

Chicago Tribune-New York News Syndicate

220 East 42nd St., New York, N. Y. Phone, MURray Hill 2-1234. General Manager, Arthur W. Crawford. BRANCH OFFICE: c-o Chicago Tribune, Tribune Tower, Chicago, Ill. SERVICES OFFERED: Newspaper features for radio production.

TRANSCRIPTION TECHNIQUE

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This informative report covers Inside Facts, Ideas, Hints and Advice on getting the best results when making Transcriptions . . . from matters of production to little known secrets of Sound Vibration—to proper care and usage of the Transcription itself.

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- 2—Inside Information on Modern Record Making.
- 3—Tips from the Control Room. Balance—Levels—Blending Effects—Background Adaptation, etc. . . . How to Team Production Man, Control Operator and Recording Engineer . . .
- 4—STUDIO SUGGESTIONS: Solving Rehearsal Problems Under AFRA . . . Rehearsal Hints That Assure a Perfect Dress . . . Microphone Uses and Limitations . . . Voice Balancing Factors . . . Orchestral Balancing Ideas . . . Dramatic and Character Projection Principles . . . Achieving Announcement Sincerity . . . Tricks of Timing and Cuing for Unity of Impression . . . Psychology of Sound Effects and Their Production . . . Conducting and Analyzing Rehearsals and Dress Recordings . . . Translating Scripts for Efficient Production . . . Recording the Completed Show.
- 5—Secrets of Successful Arrangements for Transcription Auditioning . . . Matters of Playback Equipment, Needles, Handling, etc.
- 6—Uses of Transcription Libraries . . . Foreign Language Markets . . . Leasing Transcriptions . . . Sales Promotion and Industrial Recording . . . Air Trailers . . . Premium Records . . . Spot Testing . . . Care, Handling, Filing and Shipping Records.
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Originators of Dress Rehearsal and “Off the Air” Direct Recording.
Phone for our *new* low prices.

BROADCAST PRODUCERS OF N. Y., Inc.

501 MADISON AVENUE, NEW YORK CITY

ELdorado 5-9300

Ted Collins Corporation

1819 Broadway, New York, N. Y. Phone, Circle 7-0094. President and Program Director, J. M. Collins; Director of Public Relations, William P. Maloney; Producer, Sylvan Taplinger; Musical Director, Jack Miller; Choral Director, Ted Straeter. SERVICES OFFERED: Program building and producing.

The Compo Company Limited

131 18th Ave., Lachine, Montreal, Canada. Phone, Dexter 0905. President, H. S. Berliner; Secretary-Treasurer and Manager, E. M. Kirke Boyd; Chief Engineer, S. Ste Eve. SERVICES OFFERED: Custom-built acetate recordings processed and pressed.

J. Ralph Corbett, Inc.

Carew Tower, Cincinnati, Ohio. Phone, Parkway 1463. President, J. Ralph Corbett. BRANCH OFFICES: 520 No. Michigan, Chicago, Ill. Phone, Delaware 3265; Graybar Bldg., New York, N. Y., Phone, MOhawk 4-4528. SERVICES OFFERED: Production, talent, merchandising and sale promotion service.

D'Arcy Laboratories

421 S. Wabash, Chicago, Ill. Phone, WEBster 0914. President, E. W. D'Arcy. SERVICES OFFERED: Transcriptions, recordings, mobile recordings, pick-up service, sound-effects.

Decca Records, Inc.

50 West 57th St., New York, N. Y. Phone, Columbus 5-5662. President, Jack Kapp; Vice-President and Sales Manager, E. F. Stevens, Jr.; Manager Transcription Division, C. D. MacKinnon. BRANCH OFFICES: Boston, Detroit, Kansas City, Philadelphia, Chicago, St. Louis, Cincinnati, Cleveland, St. Paul, Houston, Atlanta, Memphis, New Orleans, Dallas, Los Angeles, San Francisco and Seattle. SERVICE OFFERED: Custom-built electrical transcriptions, records.

Harry S. Dube

1270 Sixth Ave., New York, N. Y. Phone, COLUMbus 5-7035. Manager, J. Knight. SERVICES OFFERED: Scripts, production, talent.

Earnshaw Radio Productions

443 Western Pacific Bldg., Los Angeles, Calif. President, Harry A. Earnshaw; Secretary-Treasurer, H. L. Earnshaw; Vice-President and Sales Manager, Fenton W. Earnshaw. BRANCH OFFICES: 545 Fifth Ave., New York, N. Y. Phone, MURray Hill 2-3376. Manager, Charles Michelson; Fisher Bldg., Detroit, Mich. Manager, Arthur W. Sutton; 171 McDermott Ave., Winnipeg, Canada. SERVICES OFFERED: Custom Built transcribed or live shows, transcribed and live features for local, regional and national release. Script service for sponsors.

Eccles Disc Recordings

6233 Hollywood Blvd., Hollywood, Calif. Phone, Hillside 5257. Owner, Conroy Douglass; Manager, C. R. Alford. SERVICES OFFERED: Transcriptions, air check recordings.

Electro-Vox Recording Studios

5546 Melrose Ave., Hollywood, Cal. Owner and Manager, Bert B. Gottschalk. SERVICES OFFERED: "Air-Chek" service; recordings, electrical transcriptions, recording equipment.

W. M. Ellsworth

75 East Wacker Drive, Chicago, Ill. Phone, Central 0942. President, W. M. Ellsworth. SERVICES OFFERED: Transcriptions, Custom Jobs.

Empire Broadcasting Corporation

480 Lexington Ave., New York, N. Y. Phone, PLaza 8-3360. President-Treasurer, Gerald A. Kelleher; Vice-President in Charge of Sales, George Podyyn; Vice-President and Chief Engineer, Eugene L. Bresson; Vice-President, William Hall; Secretary, William Hanley; Assistant Secretary, J. Howard Capron. SERVICES OFFERED: Syndicated transcribed programs, custom-built transcriptions, production, scripts, talent and complete recording facilities.

Fanchon & Marco

30 Rockefeller Plaza, New York, N. Y. Phone, Circle 7-5630. Radio Director, Samuel Shayon; Publicity, Dorothy Haas. SERVICES OFFERED: Production, talent.



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D. C. — Recording Supplies

Federal Transcribed Programs, Inc.

101 Park Ave., New York, N. Y. Phone, CAledonia 5-7530. SERVICES OFFERED: Transcription service to order, off-the-air recordings, off-the-line recordings, audition recordings, transcribed programs.

Fields Brothers Radio Corporation

(Roger Laswell Corp.)

515-517 Equitable Bldg., Hollywood, Calif. Phone, HOLlywood 7305. President, Leo Fields; Executive Vice-President, Harry David Fields; Secretary, E. B. Hazelton. SERVICES OFFERED: Producers of custom-built radio shows, live and transcribed.

Irving Fogel & Associates

1041 N. Las Palmas, Hollywood, Calif. Phone, HOLlywood 5107. President, Irving Fogel; Vice-President, M. B. Grabhorn. REPRESENTATIVES: D. S. Grow, 100 Adelaide St., W., Toronto, Ont., Canada; M. M. Pitcher, 127 Seventh Ave., E. Calgary, Alberta, Canada; Herbert Rosen, 12, Rue Abel Ferry, Paris, France. SERVICES OFFERED: Production of live and transcribed radio presentations, foreign syndication of radio scripts.

Frankay Recording Studios

156 West 44th St., New York, N. Y. Phone, LOnagrac 5-0242. SERVICES OFFERED: Transcription, off-the-air recordings.

Gags, Inc.

48 West 48th St., New York, N. Y. Phone, BRyant 9-0919. General Manager, Murray T. Bloom. SERVICES OFFERED: Scripts, program material.

General Broadcasting System

500 Buhl Bldg., Detroit, Mich. Phone, CHerry 0400. President, Donald C. Jones; Sales Manager, Raymond C. Leonard; Program Director, Richard Borden. BRANCH OFFICE: Buckley Bldg., Cleveland, Ohio. Phone, PRospect 4735. SERVICES OFFERED: Custom-built transcriptions, production, script, recording, talent.

Ghostwriters Bureau

17 East 49th St., New York, N. Y. Phone, WICKersham 2-8996. Director, Fred Baer. SERVICES OFFERED: Writing service.

Harry S. Goodman Advertising Agency

420 Madison Ave., New York, N. Y. Phone, WI. 2-3338. BRANCH OFFICE: 134 N. La Salle St., Chicago, Ill. Phone, RANDolph 5263. Manager, H. Knuth. SERVICES OFFERED: Program production for live talent and transcribed shows.

Max Graf Productions

1040 Geary St., San Francisco, Calif. Phone, ORdway 3671. General Manager, Max Graf. REPRESENTATIVES: Press-Radio Features Inc., 360 N. Michigan Ave., Chicago. Phone, RANDolph 9333. Paul Weichelt. SERVICES OFFERED: Special transcriptions syndicated features.

Jean V. Grombach, Inc.

113 West 57th St., New York, N. Y. Phone, CIrcle 6-6540. President, Jean V. Grombach; Treasurer, D. L. Provost; Chief Recording Engineer, Chet Boggs; Chief Control Engineer, Harold Chapman; Sales Manager, Frank McDonnell. REPRESENTATIVES: 8 Newberry St., Boston, Mass. Manager, James Murley, 6200 Franklin Ave., Los Angeles, Cal. Manager, Emil Seidel, 50 New Bond St., London, England, Manager, Leslie Kettles. Rue de Lorette, Paris, France. Manager, Andre Oulmann. SERVICES OFFERED: Production, recording, manufacture and distribution of electrical transcriptions, wax recordings for rebroadcast purposes.

Grombach Productions, Inc.

113 West 57th Street, New York, N. Y. Phone, CIrcle 6-6540. President, Jean V. Grombach; Treasurer, D. L. Provost; Senior Production Director, Ted Sills; Assistant Director, M. Kearney. REPRESENTATIVES: 8 Newberry St., Boston, Mass. Manager, James Murley, 6200 ranklin St., Los Angeles, Cal. Manager, Emil Seidel, 50 New Bond Street, London, England. Manager, Leslie Kettles. Rue de Lorette, Paris, France. Manager Andre Oulmann. SERVICES OFFERED: Program Creation and Production, Scripts, Direction, Casting, for live talent and transcribed shows.

Grow & Pitcher Broadcast- ing Agencies

100 Adelaide St., West, Toronto, Ont., Canada. Phone, WAverly 2036 and 2846. General Manager, D. Spencer

Grow; Vice President, Stewart L. Grow; Sales Manager, Claude Bissell; Transcription Supervisor, David Fenn. BRANCH OFFICE: 127 Seventh Ave., East, Calgary, Alberta, Canada. Morgan H. Pitcher, Western Manager. SERVICES OFFERED: Custom - built transcriptions, syndicated transcriptions, studio recordings, air checks, production, talent.

Guild Productions, Inc.

3910 Carnegie Ave., Cleveland, Ohio. Phone, Henderson 3320. President, William A. D. Millson; General Manager, F. Reynolds; Sales Manager, E. F. Taggart; Recording Director, J. K. Vaughan. SERVICES OFFERED: Production of Recorded and Live Talent Programs, Scripts, Talent, Recording Service.

Sam Hammer Radio Productions

2 West 45th St., New York, N. Y. Phone, Murray Hill 2-0174. Owner, Sam Hammer; Vice President in Charge of Production, Floyd Buckley; Vice President in Charge of Script Department, Augustus Barrat; Women's Program Director, Eve VeVerka; Secretary and Recording Manager, Jose Yovin; Treasurer, C. F. Comly. SERVICE OFFERED: Program Production.

Ted Hammerstein

1564 Broadway, New York, N. Y. Phone, Longacre 5-9609. SERVICES OFFERED: Program production.

Hansen Associates

420 Lexington Ave., New York, N. Y. Phone, Lexington 2-5457. General Manager, Robert R. Hansen; Business Manager, Harry P. R. Hansen. SERVICES OFFERED: Transcribed features, scripts, production, live and transcribed.

Harris Radio Productions

1014 First National Bank Bldg., Salt Lake City, Utah. Phone, Wasatch 1373. R. T. Harris, R. L. Brainard. SERVICES OFFERED: Prepared programs.

Sam Hayes

2001 Garth Ave., Los Angeles, Calif. Phone, Granite 5191. SERVICES OFFERED: Production of radio commentator programs, scripts.

Heffelfinger Radio Productions

522 Fifth Ave., New York, N. Y. Phone, Murray Hill 2-1379. Manager Radio Division, C. H. Pearson; Production Manager, Gene Stafford; Program Producer, George Vandel. BRANCH OFFICE: 924 Second Ave., S., Minneapolis, Minn. Phone, Bridgeport 4730. SERVICES OFFERED: Production of live and transcribed programs.

Hispano Broadcasting Co.

100 E. First St., Los Angeles, Calif. Phone, Michigan 4433. Manager, Tony Sein. SERVICES OFFERED: Spanish programs, live and transcribed.

Hollywood Radio Productions

729 N. Western Ave., Hollywood, Calif. Phone, Granite 6790. General Manager, E. R. Hood; Assistant Manager, C. C. McDonald; Secretary-Treasurer, Caroline Olsen. SERVICES OFFERED: Production of live and transcribed programs, scripts.

Hollywood Recording Co.

Cinema Bldg., 1731 North Highland Ave., Hollywood, Calif. Phone, Hillside 3097, Gladstone 2191. President, John Hirsch; Associate Recording, Harry Smith. SERVICES OFFERED: Line check and off-the-air recordings, transcriptions, production.

Hollywood Transcript Co.

1558 Vine St., Hollywood, Calif. Phone, Hollywood 7734. President, Daniel O'Brien; Sales Manager, Maurice Ford; Production Manager, Paul Kahl. SERVICES OFFERED: Records, airchecks, electrical transcription programs, live talent, program production.

Intercontinental Audio-Video Corp.

9 Rockefeller Plaza, New York, N. Y. Phone, Circle 7-4560. President, Mark H. Hawley; Secretary-Treasurer, Winston L. Miller, Jr. SERVICES OFFERED: Electrical transcriptions of programs and spot announcements, auditions, program production.

Archdale Jones

342 Madison Ave., Suite 342, New York, N. Y. Phone, MURray Hill 6-3240. Producer and Director, Archdale J. Jones; Associate Producer, Viola Burgess. SERVICES OFFERED: Creation and production of programs, live and transcribed.

Archie Josephson Enterprises, inc.

6624 Romaine St., Hollywood, Calif. Phone, GRAnite 4134. President-General Manager, Archie Josephson. SERVICES OFFERED: Transcribed programs.

Kasper-Gordon Studios, Inc.

140 Boylston St., Boston, Mass. Phone, Devonshire 7357. President and Production Manager, Edwin H. Kasper; Treasurer and Director of Commercial Dept., Aaron S. Bloom; Manager, Robert W. Graham; Recording Manager, E. N. Buzzell. SERVICES OFFERED: Custom Built Transcriptions, Syndicated Transcriptions, Studio Recordings, Air-Checks, Program production and talent.

Jesse L. Kaufman, Inc.

22 West 48th St., New York, N. Y. Phone, PENnsylvania 6-2409. President, Jesse L. Kaufman; Production Manager, Charles A. Schenck, Jr.; Musical Director, William F. Wirges. SERVICES OFFERED: Program production.

James B. Keysor Co., Inc.

57 Richards St., Salt Lake City, Utah. Phone, Wasatch 2552. President, J. B. Keysor. SERVICES OFFERED: Transcriptions, recordings.

Lang-Worth Feature Programs, Inc. and Langlois & Wentworth, Inc.

420 Madison Ave., New York, N. Y. Phone, Eldorado 5-1620. R. C. Wentworth; C. O. Langlois; Neal Hopkins; W. O'Keefe. SERVICES OFFERED: Program Library, Five minutes transcribed programs and one-minute transcribed shows for sponsors.

Leading Attractions, Inc.

519 Madison Ave., New York, N. Y. Phone, PLaza 3-8093. Director and Pro-

duction, Aaron B. Steiner. SERVICES OFFERED: Production of live talent and transcribed programs.

Lippe & Lazarus Productions

364 South Cloverdale Ave., Hollywood, Calif. Phone, York 2901. General Manager, M. M. Lippe. SERVICES OFFERED: Transcriptions, custom-built programs, scripts, talent.

Phillips H. Lord, Inc.

501 Madison Ave., New York, N. Y. Phone, Wickersham 2-2211. President, Phillips H. Lord. SERVICES OFFERED: Production of live talent programs.

C. P. MacGregor

729 So. Western Ave., Hollywood, Calif. Phone, Fitzroy 4191. President, C. P. MacGregor; M. J. Mara. SERVICES OFFERED: Musical and Dramatic library, transcriptions.

Harry Martin Enterprises

360 N. Michigan Ave., Chicago, Ill. Phone, Randolph 3842. President, Harry Martin. SERVICES OFFERED: Program production, scripts, transcriptions, script exchange.

R. U. McIntosh and Associates, Inc.

10558 Camarillo St., N. Hollywood, Calif. Phone, STAnley 7-1035. President, R. U. McIntosh; Vice-President, Agnetta Peterson; Secretary-Treasurer, M. M. McIntosh. REPRESENTATIVES: Clifford Ogden, 1629 C St., Lincoln, Nebr.; William Carlson, 128 N. Gardiner Ave., Rockford, Ill.; Thomas H. Blanton, Fabens, Texas. SERVICES OFFERED: Transcriptions, production of programs and recordings.

Mertens & Price, Inc.

3923 W. Sixth St., Los Angeles, Calif. Phone, Drexel 1118. President, Fred C. Mertens; Secretary-Treasurer, George Logan Price; Service Manager, B. M. Fink. REPRESENTATIVES: Charles Michelson, 545 Fifth Ave., New York, N. Y. Phone, MURray Hill 2-3376; Harold S. Chamberlain & Associates, 681 Endicott Bldg., St. Paul, Minn. Phone, GRAnfield 4895; C. N. Mullican Co.,

Realty Bldg., Louisville, Ky. Phone, Jackson 5834; All-Canada Broadcasting System, Calgary, Alberta; All-Canada Broadcasting System, Winnipeg, Canada; All-Canada Broadcasting System, Victory Bldg., Toronto, Ontario; 923 Dominion Square Bldg., Montreal; Adyar House, 29 Bligh St., Sydney, Australia; 12 Rue Abel-Ferry, Paris, France. SERVICES OFFERED: Transcribed programs, custom-built transcribed or live shows, script service, talent service, merchandising and copy service.

Metropolitan Broadcasting Service Limited

MacLean Tower Bldg., Toronto, Ont., Canada. Phone, Adelaide 0393. President, Ken Soble; General Manager, A. A. Shaberman; Sales Manager, Paul Morris; Program Director, "Doc" Lindsey. SERVICES OFFERED: Program production, talent.

Charles Michelson

545 Fifth Ave., New York, N. Y. Phone, Murray Hill 2-3376. President, Charles Michelson. Representative for: Speedy-Q Sound Effect Records, Earnshaw Radio Production. SERVICES OFFERED: Transcribed program representative, sound effect record library, portable transcription playback machines.

Michelson & Sternberg, Inc.

116 Broad St., New York, N. Y. Phone, Bowling Green 9-8925. President, A. Michelson. SERVICES OFFERED: Transcription exporters.

Mid-West Recordings, Inc.

24 South 7th St., Minneapolis, Minn. Phone, At. 4461. President, H. D. Field; Secretary-General Manager, L. M. Knopp; Treasurer, D. E. Field; Chief Recording Engineer, K. L. Seuker. SERVICES OFFERED: Custom built programs, complete transcription service, programs, scripts, talent, production, syndicated programs.

George Miller Productions, Inc.

1456 Penobscot Bldg., Detroit, Mich. Phone, Cadillac 2604. President, George Miller. SERVICES OFFERED: Production of programs, live and transcribed.

Raymond R. Morgan Co.

6362 Hollywood Blvd., Hollywood, Cal. Phone, Hempstead 4194. President, Raymond E. Morgan; Manager, R. E. Messer. SERVICES OFFERED: Production, transcriptions.

Music Corporation of America

745 Fifth Ave., New York, N. Y. Phone, Wickersham 2-8900. Executive Vice-President, William R. Goodheart; Vice-President, David A. Werblin; Vice-President, Willard Alexander; Vice-President-Radio Director, Harold Hackett. BRANCH OFFICES: 430 N. Michigan Ave., Chicago, Ill. Phone, Delaware 1100. Manager, Charles Miller; Vice-President, W. H. Stein; 9730 Burton Way, Beverly Hills, Calif. Phone, Bradshaw 23211. President, J. C. Stein, Manager, Taft Schreiber, In Charge of Radio, Walter Johnson; 111 Sutter St., San Francisco, Calif. Phone, Exbrook 8922. Manager, Lyle Thayer; Union Commerce Bldg., Cleveland, Ohio. Phone, Cherry 6010. Manager, DeArv G. Barton; Tower Petroleum Bldg., Dallas, Texas. Phone, 2-1448. Manager, Norman Steppe; 918 Rhodes Haverty Bldg., Atlanta, Ga. Manager, George Walker; 16 Old Bond Street, London, England. Phone, Regent 6506. Manager, Earl Bailey. SERVICES OFFERED: Production, talent.

Robert S. Nash Co.

5437 Lisette Ave., St. Louis, Mo. Phone, Flanders 4758. President, Robert S. Nash. SERVICES OFFERED: Transcriptions.

National Broadcasting Company Electrical Transcription Service

Radio City, New York, N. Y. Phone, Circle 7-8300. Manager, C. Lloyd Egner; Assistant Manager, Frank E. Chizzini; Production Manager, Reginald Thomas. BRANCH OFFICE: Merchandise Mart, Chicago, Ill. Phone, Superior 8300. Manager, Maurice Wetzel. SERVICES OFFERED: NBC Thesaurus Program Library, custom built programs, simultaneous recordings of network and studio programs, recording service for clients and agencies, syndicated recorded programs, reference or audition recordings.

National Radio Advertising Agency

Hollywood Center Bldg., Hollywood, Calif. Phone, HEMPstead 1551. Presi-

dent, Harry Jacobs; Vice-President, D. D. Crawford. **SERVICES OFFERED:** Producers and distributors of transcribed programs.

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**National Transcription
Features**

2 East 45th St., New York, N. Y. Manager, George H. Field. **SERVICES OFFERED:** Electrical transcriptions, production.

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Lilian Okun, Inc.

1501 Broadway, New York, N. Y. Phone, CHickering 4-3651. President, Lilian Okun; Script Director, Phylis Frederic; Assistant Producer, Mildred Schrom. **SERVICES OFFERED:** Program production, live and transcribed, talent, publicity, scripts.

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**Pan American Broadcasting
Co.**

330 Madison Ave., New York, N. Y. Phone, MUrray Hill 2-0811. Manager, A. Alexander. **REPRESENTATIVES:** F. R. Jones, 228 N. La Salle St., Chicago, Ill.; Alonzo Hawley, 1635 East 25th St., Cleveland, Ohio. **SERVICES OFFERED:** Transcriptions, program production, script service, talent bookings.

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Donna Parker Productions

540 N. Michigan Ave., Chicago, Ill. Phone, Delaware 2277. **SERVICES OFFERED:** Production, talent.

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Harold E. (Hal) Pearce

White Henry Stuart Bldg., Seattle, Wash. Phone, Main 6626. Manager, Hal E. Pearce. **SERVICES OFFERED:** Transcription company representatives, air-check, scripts.

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Peck Radio Production

3275 Wilshire Blvd., Los Angeles, Calif. Phone, FI 8131. President, William M. Peck; Secretary, Thorbe Deakers; Program Director, Clinton Jones. **SERVICES OFFERED:** Production.

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**Peterson Radio Production
Co.**

1457 Broadway, New York, N. Y. Phone, Wisconsin 7-0069. President,

Donald Peterson; Production and Public Relations, Gilbert Braun; Script Manager, Ruth Travers. **SERVICES OFFERED:** Program planning, writing, producing and transcribing. Publicity, special sound effects.

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**Premier Radio Enterprises
Inc.**

530 Mart Bldg., St. Louis, Mo. Phone, Garfield 3395. President, H. S. Somson; Vice-President, Wilson Dalzell; Secretary, Jerome M. Yawitz. **SERVICES OFFERED:** Producing and recording of custom-built transcriptions, phonograph records, artist bureau, national and regional broadcasts, wax and film recording, slide film.

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Playcrafters

207 East Ave., Bridgeton, N. J. Director, Jack B. Plumley; Assistant Director, Forrest Hoyt. **SERVICES OFFERED:** Scripts.

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Press Radio Features, Inc.

360 N. Michigan Ave., Chicago, Ill. Phone, Randolph 9333. President, F. W. Hemingway; Secretary, Paul C. Weichelt. **SERVICES OFFERED:** Transcriptions, distributors of transcribed programs.

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Radiad Service

3140 W. Walton, Chicago, Ill. Phone, NEvada 6262. Manager, Edward L. Foertsch.

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Radiocrafters

56 West 45th St., New York, N. Y. Phone, MUrray Hill 2-2103. President, Chester H. Miller; Treasurer, Merwin Jennings; Secretary, Glenn H. Pickett; Vice-President, Wilfred M. Scherer. **SERVICES OFFERED:** Production of live talent programs.

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Radio Attractions, Inc.

1270 Sixth Ave., New York, N. Y. Phone, CIrcle 7-4483. President, Herbert R. Ebenstein; Treasurer, George W. Brant; Sales Manager, Philip A. Fuss; Director of Publicity and Exploitation, Howard Carnow. **SERVICES OFFERED:** Feature transcribed programs.

Radio Events, Inc.

535 Fifth Ave., New York, N. Y.
Phone, MUrray Hill 6-3487. President,
Joseph M. Koehler. SERVICES OF-
FERED: Production, scripts, casting.

Radio Features, Inc.

6404 Hollywood Blvd., Hollywood,
Calif. General Manager, B. M. Melton.
SERVICES OFFERED: Syndicated tran-
scription programs.

Radio Producers of Hollywood

930 N. Western Ave., Hollywood,
Calif. Phone, Hollywood 6288. OWNER:
Lou R. Winston.

Radio Program Associates

40 East 49th St., New York, N. Y.
Phone, Eldorado 5-4227. President,
Bernard Zisser. SERVICES OFFERED:
Custom jobs, transcriptions, supervision,
distribution, live shows including script,
production and merchandising.

Radio Programme Producers

1440 St. Catherine St., West, Mont-
real, Que., Canada. Phone, Marquette
1184. Director of English Programs,
Ivan F. Tyler; Director of French Pro-
grams, Paul L'Anglais. SERVICES OF-
FERED: Production, scripts, talent.

Radio Recorders, Inc.

932 North Western Ave., Hollywood,
Cal. Phone, Hollywood 3917. Presi-
dent, F. H. Winter; Vice-President, J. C.
Brundage; Secretary, L. D. Minkler;
Treasurer, Ernest Dummel; Sales and
Production Manager, J. J. Sameth.
SERVICES OFFERED: Transcriptions,
recording service.

Radio Recording Studios

1619 Broadway, New York, N. Y.
Phone, COLUMbus 5-9037. Manager, A.
Moran. SERVICES OFFERED: Off-the-
air recordings, recordings at the studio,
electrical transcriptions.

Radio Recording Studios

4701 N. Winchester Ave., Chicago, Ill.
Phone, Edgewater 6461. Owner-Man-
ager, Myron Bachman. SERVICES OF-
FERED: Off-the-air recordings, instan-
taneous recordings.

Radio-Rundfunk Corporation

207-11 East 84th St., New York, N. Y.
Phone, Rhinelander 4-9609. President,
Herbert F. Oettgen; Treasurer and Sec-
retary, Wm. C. Foerster. SERVICES
OFFERED: Transcriptions, production,
foreign news service.

Radioscript Productions Co.

1775 Broadway, New York, N. Y.
Phone, Circle 7-2849. President, Maury
Ascher; Manager, Stanley M. Ascher.
SERVICES OFFERED: Production.

Radioscriptions, Inc.

726 11th St., N.W., Washington,
D. C. Phone, REpublic 0861. President,
E. G. Sharpless; Treasurer, B. P. Sharp-
less; General Manager, R. J. Coar. SER-
VICES OFFERED: Phonograph record-
ings, custom transcription, studio con-
struction, manufacturers' representa-
tives.

Radio Transcription Co. of America, Ltd.

Hollywood Blvd. at Cosmo St., Holly-
wood, Calif. Phone, Hollywood 3545.
President and General Manager, Charles

C. Pyle. BRANCH OFFICES: 666 Lake Shore Drive, Chicago, Ill. Manager, J. M. Hayes. SERVICES OFFERED: "Readibuilt" and custom-built transcribed programs produced and distributed.

RCA Manufacturing Co.

155 East 24th St., New York, N. Y. Phone, Bogardus 4-6200. BRANCH OFFICES: 445 Lake Shore Drive, Chicago, Ill. Phone, Delaware 4774; 1016 North Sycamore Ave., Hollywood, Calif.; Front and Cooper Sts., Camden, N. J.

Rec-Art Studios

1120 S. Main St., Los Angeles, Calif. Phone, PProspect 9232. General and Recording Manager, Al Nazareth; Musical Director, A. Norman; Production Manager, Helen Thayer. SERVICES OFFERED: Recordings, transcriptions, production, building of live and transcribed programs.

Recordings, Inc.

5505 Melrose Ave., Hollywood, Calif. Phone, Hillside 6138. President, E. Avery; Secretary-Treasurer, L. H. Pfeiffer. SERVICES OFFERED: Electrical transcriptions, phonograph and private recordings.

Reeves Sound Studios, Inc.

1600 Broadway, New York, N. Y. Phone, Circle 6-6686. President and Manager, Hazard E. Reeves. SERVICES OFFERED: Recording, transcription, phonographs.

Robinson Recording Laboratories

9th & Chestnut Sts., Philadelphia, Pa. Phone, Walnut 6800. Director, W. P. Robinson. SERVICES OFFERED: Production and recording of transcriptions, casting, direction.

Rocke Productions, Inc.

1270 Sixth Ave., New York, N. Y. Phone, Circle 7-7630. President-Treasurer, Ben Rocke; Vice-President-Production Manager, Ernest E. Chappell; Sales Manager, Norman S. Livingston; Secre-

tary, Rachel Palis. SERVICES OFFERED: Syndicated programs, production of live talent programs, talent.

Norman Ross

605 North Michigan Avenue, Chicago, Ill. Phone, Superior 2168. SERVICES OFFERED: Scripts, casting, production.

Roth & Berdun Recording Studios

4464 Cass Ave., Detroit, Mich. Phone, Temple 12552. Charles Roth; Cecil Berdun; George O. Allen. BRANCH OFFICE: 623½ Adams St., Toledo, Ohio. Phone, Main 4444. Manager, Buddy Roth. SERVICES OFFERED: Transcriptions, off-the-air and studio recordings.

Seattle Recording Studios, Inc.

Seattle, Wash. Phone, El. 1492. Manager, Orin B. Johnston; Sales Manager, Adolph F. Linden. SERVICES OFFERED: Custom jobs, libraries, individual jobs, educational productions, transcriptions.

Selviar Broadcasting System, Inc.

75 East Wacker Drive, Chicago, Ill. Phone, Randolph 8877. President, Arthur A. Kohn; Secretary-Treasurer, Irving Rocklin; Account Executive, Walter Zivi; Production Manager, Edna Glover Handleman. SERVICES OFFERED. Creating and producing of transcriptions and special program features.

George Shackley Productions

130 West 42nd St., New York, N. Y. Phone, Longacre 5-8005. President, George Shackley; Program Director, Lillian Stewart; Publicity Director, Gilbert Braun. SERVICES OFFERED: Musical and script programs, transcriptions.

Stephen Slesinger, Inc.

250 Park Ave., New York, N. Y. Phone, Eldorado 5-2544. President, Stephen Slesinger. SERVICE OFFERED: Exclusive radio representatives for NEA comics and news features.

Sound Masters, Inc.

1560 Broadway, New York, N. Y. Phone, BRyant 9-0680. Program Director, Teddy Bergman; Vice-President, Harold E. Wondsel. SERVICES OFFERED: Program production.

Henry Souvaine, Inc.

1270 Sixth Ave., New York, N. Y. Circle 7-5666. SERVICES OFFERED: Production of live talent and transcribed programs, talent.

Speak-O-Phone Recording & Equipment Co.

23 West 60th St., New York, N. Y. Phone, Columbus 5-1350. Secretary-Treasurer, R. L. Lee; General Sales Manager, C. A. Austin. BRANCH OFFICES: 2912 Maple Ave., Dallas, Tex. Phone, 2-1556. Manager, M. R. Chapman. 124 Market St., Philadelphia, Pa. Phone, Main 3104. Manager, Jerry Elkins. 134 No. La Salle St., Chicago, Ill. Phone, State 2646. Manager, Henry A. Kaufman. Ochsner Bldg., Sacramento, Cal. Phone, Capital 2248. SERVICES OFFERED: Custom recordings, radio checks, transcriptions, recording equipment.

Standard Radio

6404 Hollywood Blvd., Hollywood, Cal. Phone, HOLlywood 0188. President, Gerald King; Don Allen. BRANCH OFFICES: 180 No. Michigan Ave., Chicago, Ill. Phone, State 3153. Manager, M. M. Blink; Alex Sherwood. RKO Bldg., New York, N. Y. Phone, Circle 5-4895. Manager, Robert McCullough. Dallas, Texas, Manager, Herbert Denny; White-Henry-Stuart Bldg., Seattle, Wash. Manager, Hal Pearce. SERVICES OFFERED: Library, sound effects library, transcriptions.

Douglas Storer Productions

1270 Sixth Ave., New York, N. Y. Phone, Circle 7-7672. President, Doug-

las Storer. SERVICES OFFERED: Program production.

Edwin Strong, Inc.

71 W. 45th St., New York, N. Y. Phone, BRyant 9-5758. President Edwin Strong; Secretary-Treasurer, M. E. Strong; Chief Engineer, C. D. Sherer. SERVICES OFFERED: Air-check recordings, off-the-air and direct wire acetate transcriptions.

Studio & Artists Recording

6107 Columbia Square, Hollywood, Calif. Phone, Hillside 8241. President, Willard E. Robbins; Chief Engineer, Ray McPherson; Production Manager, Wallace McClain.

T-W Radio Productions

551 Fifth Ave., New York, N. Y. Phone, MUrray Hill 2-4111. Manager, L. Stern. SERVICES OFFERED: Live programs, production, talent, transcribed shows.

Technisonic Recording Laboratories

818 South Kingshighway Blvd., St. Louis, Mo. Phone, Franklin 2060. President-General Manager, James M. Alt-house; Secretary-Treasurer, Charles E. Harrison. SERVICES OFFERED: Transcriptions, recording service, air checks, transcribed productions, talent.

Tested Radio Features, Inc.

122 East 42nd St., Chanin Bldg., New York, N. Y. Phone, MUrray Hill 5-3813. President-General Manager, Phillip Fuhrmann. SERVICES OFFERED: Syndicated programs, live and transcribed.

Titan Production Co., Inc.

1040 Geary St., San Francisco, Cal.
Phone, Ordway 2671. Manager, Louis
Graf. SERVICES OFFERED: Trans-
criptions, library.

Transamerican Broadcast- ing & Television Corp.

521 Fifth Ave., New York, N. Y.
Phone, MURray Hill 6-2370. President,
John L. Clark; Executive Vice-President,
E. J. Rosenberg; Vice-President, C. P.
Jaeger. Executive Program Director,
Don Becker; Associate Producers: Harry
W. Hoff, Chick Vincent. BRANCH OF-
FICES: 333 No. Michigan Ave., Chicago,
Ill. Phone, State 0366. Manager, D. C.
Mower; 5833 Fernwood Ave., Hollywood,
Calif. Phone, Hollywood 5315. Manager,
William V. Ray. SERVICES OFFERED:
Talent, transcriptions, production.

Transcribed Radio Shows, Inc.

2 West 47th St., New York, N. Y.
Phone, LONgacre 5-3440. President,
M. E. Moore, SERVICES OFFERED:
Custom-built and syndicated transcribed
programs.

Transcriptions, Inc.

56 West 45th St., New York, N. Y.
Phone, MURray Hill 2-2103. President,
Chester H. Miller; Treasurer, Merwin
Jennings; Glenn H. Pickett, Secretary;
Vice-President, Wilfred M. Scherer.
SERVICES OFFERED: Custom jobs,
air-checks, studio recording, programs
built for live broadcasts, studio rental.

Transradio News Features, Inc.

9 Rockefeller Plaza, New York, N. Y.
Phone, Circle 7-4560. President, W. G.
Quisenberry. BRANCH OFFICES: 20
North Wacker Drive, Chicago, Ill. Man-
ager, Rex Goad. 1622 Chestnut St.,

Philadelphia, Pa. Manager, Harold Parr.
357 So. Hill St., Los Angeles, Cal. Man-
ager, J. B. Copeland. National Press
Building, Washington, D. C. Manager,
Wallace Werble. SERVICES OFFER-
ED: Transcriptions, program building.

Twentieth Century Radio Productions

1611 Cosmos St., Hollywood, Cal.
Phone, Hillside 7211. General Manager,
Archie Josephson. SERVICES OFFER-
ED: Transcriptions.

United States Recording Co.

Rialto Theater Building, Washington,
D. C. Phone, District 1640. President,
R. C. Miller; Commercial Manager,
Joseph Tait; Chief Engineer, Earl A.
Merryman. SERVICES OFFERED:
Custom transcriptions, scripts, talent.

Universal Radio Features

200 Bush St., San Francisco, Calif.
Phone, SUTter 6780. President-Manag-
ing Director, Richard F. Guggenheim;
Production Manager, Ronald Guy Pat-
rick. SERVICES OFFERED: Produc-
tion, talent.

Universal Radio Programs, Inc.

545 Fifth Ave., New York, N. Y.
Phone, MURray Hill 2-0648. Vice Presi-
dent, L. N. Marks; Production Manager,
Marvin Scherer; Research Director, M.
J. Sacks. SERVICES OFFERED: Pro-
duction of live talent shows.

Universal Radio Productions

180 No. Michigan Ave., Chicago, Ill.
Phone, State 3153. Manager, L. M.
Rush. SERVICES OFFERED: Trans-
criptions, program counsel, off-the-air
recordings.

**Universal Recording Co.,
Inc.**

1270 Sixth Ave., New York, N. Y. Phone, Circle 5-4895. General Manager, Lester Troob. SERVICES OFFERED: Transcriptions; off-the-air; off-the-line and studio.

Thomas J. Valentino

729 7th Ave., New York, N. Y. Phone, Bryant 9-5543. Production Manager, Thomas J. Valentino; Treasurer, Wm. Rubenstein; Secretary, N. Cevedo. SERVICES OFFERED: Custom jobs, library, recording, sound effects library.

Viking Radio Productions

11 West 42nd St., New York, N. Y. Phone, Pennsylvania 6-1137. President, Allan Wilson. REPRESENTATIVES: A. V. Bamford, 203 N. Wabash Ave., Chicago, Ill.; Walter Biddick Co., Chamber of Commerce Bldg., Los Angeles, Calif.; Walter Biddick Co., Russ Bldg., San Francisco, Calif.; Walter Biddick Co., Exchange Bldg., Seattle, Wash. Ronald Dawson, 524 Kenyon St., Washington, D. C. SERVICES OFFERED: Transcribed programs for syndication, custom-built transcribed program, scripts, live program production.

J. Franklyn Viola & Co.

152 West 42nd Street, New York, N. Y. Phone, CHickering 4-3250. Manager J. Franklyn Viola. SERVICES OFFERED: Scripts, production.

Wells Feature Syndicate

6331 Hollywood Blvd. (P. O. Box 2025), Hollywood, Calif. Phone, GLadstone 9110. Manager, Allan W. Wells. BRANCH OFFICE: Balderas 32, Mexico City, Mexico. SERVICES OFFERED: Scripts, production.

Witte Radio Productions

740 S. Broadway, Los Angeles, Calif. Phone, VAndike 5436. Owner-Manager, I. O. Witte. SERVICES OFFERED: Transcribed shows, scripts.

Leonard F. Winston

11 West 42nd St., New York, N. Y. Phone, PENnsylvania 6-8933. President and Manager, Leonard F. Winston. SERVICES OFFERED: Production of live talent programs, scripts.

Wolf Associates, Inc.

1270 Sixth Ave., New York, N. Y. Phone, COLumbus 5-1621. General Manager, Ed Wolf; Production Manager, Jack Rubin; Sales Manager, William Koblenzer. Directors: Carlo de Angelo, Basil Loughrane. BRANCH OFFICE: 6912 Hollywood Blvd., Hollywood, Calif. Phone, Gladstone 0676. SERVICES OFFERED: Production, talent.

Wor Electrical Transcription and Recording Service

1440 Broadway, New York, N. Y. Phone, Pennsylvania 6-8383. Manager of Transcription Division, Ray S. Lyon. SERVICES OFFERED: Electrical transcription producing, talent, production, off-the-line transcription, air-check, recordings, off-the-air recording, pressings, portable recording.

**World Broadcasting System,
Inc.**

711 Fifth Ave., New York, N. Y. Phone, WICKersham 2-2100. President, P. L. Deutsch; Vice-President in Charge of World Transcription Service, A. J. Kendrick; Vice-President in Charge of Sales, Norton Cotterill; Station Relations Manager, A. B. Sambrook; Program Director, Charles Gaines; Sales Promotion Manager, Sam J. Henry, Jr.; Chief Engineer, Charles Lauda. BRANCH OFFICES: 301 East Erie St., Chicago, Ill. Phone, Superior 9114. Resident Manager, Read Wight; 1000 No. Seward St., Hollywood, Cal. Phone, Hollywood 6321. West Coast Manager, Pat Campbell; 1050 Howard St., San Francisco, Cal. Phone, Douglas 3310. Manager, C. C. Langevin; 320 Mortgage Bldg., Atlanta, Ga. Phone, Walnut 1562. Manager, John Pitts; Wardman Park Hotel, Washington, D. C. Phone, Columbia 2000. Resident Manager, Harold A. LaFount. SERVICES OFFERED: Custom-built recordings, processing, pressing, shipping, transcription library, production, scripts, talent, world program service, national group "transcription network."

MANAGERS and AGENTS

*Addresses and Telephone Numbers of Those Who Handle Talent
in New York, Los Angeles and Chicago*



James Appell
1270 Sixth Ave. Circle 7-5278

Artists Management Bureau, Inc.
17 E. 45th St. MURray Hill 2-1888

Associated Radio Artists
1650 Broadway Circle 7-4452

Authors & Artists, Inc.
630 Fifth Ave. Circle 5-8133

Ayers-Prescott
RKO Bldg. COlumbus 5-2482

Barnett, Joseph M.
1270 Sixth Ave. COlumbus 5-3425

Batchelor Enterprises, Inc.
1270 Sixth Ave. COlumbus 5-6773

Bentham, M. S.
1564 Broadway BRyant 9-1227

Bertell, Jack, Inc.
1501 Broadway CHickering 4-3364

Bestry, Harry
1501 Broadway CHickering 4-3393

Bloom, Joseph
19 West 44th St. VAnDerbilt 3-8950

Bloom, Phil
353 W. 56th St. Circle 6-1290

Briseoe & Goldsmith, Inc.
522 Fifth Ave. VAnDerbilt 3-8683

Brown, Chamberlain
145 W. 45th St. BRyant 9-8480

Collins, Ted
1819 Broadway Circle 7-0094

Columbia Artists, Inc.
485 Madison Ave. Wickersham 2-2000

Columbia Concerts Corp.
113 W. 57th St. Circle 7-6900

Consolidated Radio Artists, Inc.
30 Rockefeller Plaza COlumbus 5-3580

Curtis & Allen
1270 Sixth Ave. Circle 7-4124

Dube, Harry S.
1270 Sixth Ave. COlumbus 5-7035

Evans & Salter
113 W. 57th St. Circle 7-6900

Fanchon & Marco, Inc.
30 Rockefeller Plaza Circle 7-5630

Featured Artist Service, Inc.
247 Park Ave. PLaza 5-5044

Field, Moses & Jones, Inc.
730 Fifth Ave. Circle 6-2677

Forkins, Marty
1564 Broadway BRyant 9-0766

Gale, Inc.
48 W. 48th St. LOngaere 3-6111

Getts, Clark H.
Waldorf-Astoria Hotel PLaza 3-9005

Gernannt, William
521 Fifth Ave. VAnDerbilt 6-1750

Haensel & Jones
113 W. 57th St. Circle 7-6900

Hahlo, Sylvia
145 W. 58th St. Circle 7-7440

Hanna, Mark
654 Madison Ave. REgent 4-6250

Harris & Steele
1270 Sixth Ave. Circle 7-3715

Hesse & McCaffrey
501 Madison Ave. ELdorado 5-1076

Irwin, Lou, Inc.
30 Rockefeller Plaza Circle 6-1234

Kaufman, Jesse L., Inc.
22 W. 48th St. PENnsylvania 6-2409

Lavin, Jack
Park Central Hotel Circle 7-8000

Leading Attractions, Inc.
515 Madison Ave. PLaza 3-8093

Lipset, Ben B., Inc.
607 Fifth Ave. PLaza 3-6268

Lyons, A. & S., Inc.
1501 Broadway LACKawanna 4-7460

Mandel, Jack
1564 Broadway LOngaere 5-8176

Metro Artist Bureau
1650 Broadway Circle 7-2829

Mills Artists, Inc.
799 Seventh Ave. Circle 7-7162

Morris, William, Agency
1270 Sixth Ave. Circle 7-2160

Morrison, Leo, Inc.
1776 Broadway Circle 7-6413

Music Corporation of America
745 Fifth Ave. Wickersham 2-8900

National Radio Artists
1650 Broadway Circle 7-3071

NBC Artists Service
30 Rockefeller Plaza Circle 7-8300

North, Meyer B.
1564 Broadway BRyant 9-8667

Okun, Lillian, Inc.
1501 Broadway CHickering 4-3651

Philips-Roberts, Inc.
565 Fifth Ave. PLaza 8-2650

Radio Orchestra Corp.
1619 Broadway COLUMBUS 6-5952

Rockwell-O'Keefe, Inc.
1270 Sixth Ave. CIRCLE 7-7550

Selznick, Myron, Ltd. of N. Y.
630 Fifth Ave. CIRCLE 7-6201

Shurr, Louis
1501 Broadway CHICKERING 4-8240

Simon Agency, Inc.
1270 Sixth Ave. COLUMBUS 6-7772

Souvaine, Henry, Inc.
1270 Sixth Ave. CIRCLE 7-5666

Spector, Martin
551 Fifth Ave. MURRAY HILL 2-4114

Storer, Douglas F.
1270 Sixth Ave. CIRCLE 7-7672

T-W Radio Productions
551 Fifth Ave. MURRAY HILL 2-4114

Vallee, Rudy, Orchestra Units Corp.
9 Rockefeller Plaza CIRCLE 7-2620

White, Roger
1270 6th Ave. CIRCLE 7-4943

Wilson, Powell & Hayward, Inc.
444 Madison Ave. PLAZA 5-5480

Wolf Associates, Inc.
1270 Sixth Ave. COLUMBUS 5-1621

WHN Artist Bureau
1510 Broadway BRYANT 9-7800

WMCA Artist Bureau
1657 Broadway CIRCLE 6-2200

WNEW Artist Bureau
501 Madison Ave. PLAZA 3-3300

WOR Artists' Bureau
1440 Broadway PENNSYLVANIA 6-8383

Worthington, Dorothy
501 Madison Ave. WICKERSHAM 2-2759

Charney, William
9615 Brighton Way (Beverly Hills)
OXford 6101

Coburn Agency
7904 Santa Monica Blvd. HOLLYWOOD 3677

Collier-Weber & Todd
8584 Sunset Blvd. OXFORD 3101

Columbia Management of Calif.
6111 Sunset Blvd. HOLLYWOOD 6365

Conlon-Armstrong
8734 Sunset Blvd. CRESTVIEW 1-5181

Consolidated Radio Artists, Inc.
9028 Wilshire Blvd. WOODBURY 6-2733

Crosby, Everett, N., Ltd.
9028 Sunset Blvd. CRESTVIEW 11171

Curtis, Jack
8954 Sunset Blvd. OXFORD 7705

Davis, Don
8741 Wilshire Blvd. CRESTVIEW 5-7444

Dolan & Doane
8905 Sunset Blvd. CRESTVIEW 1-9485

Eckley, Amory
8736 Sunset Blvd. OXFORD 7105

Epstein, David
6777 Hollywood Blvd. GRANITE 2159

Famous Artists, Inc.
9441 Wilshire Blvd. CRESTVIEW 1-5222

Fanchon & Marco
5600 Sunset Blvd. HOLLYWOOD 5341

Gertz, Mitchell
8500 Sunset Blvd. OXFORD 7018

Goldstone, Naf C.
8782 Sunset Blvd. OXFORD 1131

Hawks-Volck
9441 Wilshire Blvd. (Beverly Hills)
OXford 3121

Hayward, Leland and McCormick, John, Inc.
9200 Wilshire Blvd. CRESTVIEW 15151

Hollingshead, Robert
8874 Sunset Blvd. CRESTVIEW 1-2303

Irwin, Lou
8555 Sunset Blvd. OXFORD 1005

Jaffe, Sam
8555 Sunset Blvd. OXFORD 6121

Jolson, Harry
9172 Sunset Blvd. CRESTVIEW 5-9121

Kane, Walter
8584 Sunset Blvd. OXFORD 2396

Keightley-Keate Agency
8979 Sunset Blvd. BRADSHAW 2-3621

Landau Agency
8611 Sunset Blvd. OXFORD 2371

Lee, Thomas S., Artists' Bureau
6253 Hollywood Blvd. GRANITE 7171

Lehr, Abe, Agency
9441 Wilshire Blvd. (Beverly Hills)
CRESTVIEW 1-8195

Levee, M. C.
1300 N. Crescent Heights Blvd. GLADSTONE 3117



Artists & Authors, Inc.
8611 Sunset Blvd. OXFORD 2371

Artists' Managers Guild
9441 Wilshire Blvd. (Beverly Hills)
OXford 4585

Associated Artists, Ltd.
8627 Sunset Blvd. OXFORD 6286

Batchelor, Walter
8782 Sunset Blvd. CRESTVIEW 1-8181

Berg-Allenberg
9484 Wilshire Blvd. (Beverly Hills)
OXford 3131

Beyer-MacArthur & Co.
1680 N. Vine St. HILLSIDE 2125

British American Film Agency
9010 Sunset Blvd. CRESTVIEW 5285

Levy, Bert Agency
6425 Hollywood Blvd.....Hillside 0284

Lichtig & Englander
6425 Hollywood Blvd.....Hillside 1101

A. & S. Lyons, Inc.
9441 Wilshire Blvd., Bev. Hills...OXford 1116

MacQuarrie Agency
8905 Sunset Blvd.....OXford 7162

Marx, Zeppo
8732 Sunset Blvd.....OXford 4161

McCarthy, Charlie, Inc.
6305 YuccaHillside 6125

Morris, William, Agency
8511 Sunset Blvd.....WOodbury 63121

Morrison, Leo
6777 Hollywood Blvd.....GLadstone 3161

Mutual Broadcasting System
1076 W. Seventh St.....VAndyke 7111

NBC Artists' Bureau
5515 Melrose Ave.....HOLLYwood 3631

Orsatti & Co.
9121 Sunset Blvd.....OXford 6241

Pantages, Rodney
6233 Hollywood Blvd.....HOLLYwood 2211

Radio Central Casting Bureau
580 Chamber of Commerce Bldg., PRospect 2620

Robbins Artist Bureau
9120 Sunset Blvd.....CRestview 1-8161

Rockwell-O'Keefe, Inc.
9028 Sunset Blvd.....BRadshaw 2-2733

Schall-Martyu Agency
8949 Sunset Blvd.....OXford 1101

Schulberg-Jaffe Agency
8555 Sunset Blvd.....OXford 6121

Selznick, Myron & Co., Inc.
9460 Wilshire Blvd. (Beverly Hills)
CRestview 1-9171

Selwyn, Arch
8782 Sunset Blvd.....CRestview 1-8181

Shagrin, Max
6253 Hollywood Blvd.....GRanite 5171

Shurr, Louis Inc.
9165 Sunset Blvd.....CRestview 11116

The Small Co.
8272 Sunset Blvd.....HOLLYwood 2722

Swanson, H. N., Inc.
8523 Sunset Blvd.....CRestview 1-5115

Weed, Richard M.
8476 Sunset Blvd.....GLadstone 5303

Winship, William C.
9126 Sunset Blvd.....CRestview 1-9989

Wurtzel, Harry
8981 Sunset Blvd.....CRestview 5-6175



Armand & L'Estelle
410 South Michigan Ave.....HARrison 3435

Benn Theatrical Agency
648 N. Dearborn Ave.....DELaware 9025

Bezac Associated Booking Office
54 W. Randolph St.....DEARborn 2202

Chicago Artists Bureau
190 N. State St.....CENTral 1627

Columbia Concerts Corp.
410 N. Michigan Ave.....WHItchall 6000

Conklin, Neil
75 E. Wacker Drive.....FRAnklin 1144

Consolidated Radio Artists, Inc.
32 W. Randolph St.....FRAnklin 8300

Edwards, Gus
38 S. Dearborn Ave.....STate 4699

Ellsworth, W. M.
75 East Wacker Drive.....CENTral 0942

Glaser, Marcus
54 W. Randolph St.....FRAnklin 4406

Gordon, Lillian
1258 S. Michigan Ave.....CALumet 6979

Gumbiner Theatrical Enterprises
310 S. Michigan Ave.....WABash 9758

Herman, Sam
54 W. Randolph St.....STate 2147

Jacky & Thorndyke
520 N. Michigan Blvd.....DELaware 3262

Kalheim, Jack, Agency
32 W. Randolph St.....DEARborn 7064

Levin, W. Biggie
612 N. Michigan Ave.....SUPerior 0506

Morris, William, Agency
203 N. Wabash Ave.....STate 3632

Morse, Edward M.
190 N. State St.....STate 7419

Merse, Sidney P.
32 W. Randolph St.....FRAnklin 5396

Music Corporation of America
430 N. Michigan Ave.....DELaware 1100

NBC Artists Service
Merchandise Mart.....SUPerior 8300

National Artists Bureau
20 N. Wacker Drive.....CENTral 8653

North, Stanley
310 S. Michigan Ave.....WABash 5595

Parker, Donna
540 N. Michigan Ave.....DELaware 2277

Pearlman, Bernard
75 E. Wacker Drive.....FRAnklin 1144

Rockwell-O'Keefe, Inc.
32 W. Randolph St.....STate 6288

Schuster, Milton
36 W. Randolph St.....DEARborn 3633

WLS Artists Bureau
1230 W. Washington Blvd...HAYmarket 7500

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THE RADIO DAILY

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NEW YORK CITY

NEWS SERVICES

Associated Press

50 Rockefeller Plaza
Phone: Circle 6-4111
Executive: Charles Butterfield

•

Christian Science Monitor

1 Norway Street, Boston, Mass.
Phone: Commonwealth 4330
Executives: Volney D. Hurd, Director of Broadcasting; Albert D. Hughes, Radio Editor

•

International News Service

235 East 45th Street, New York City, N. Y.
Phone: MUrray Hill 2-0131
Executives: Joseph V. Connolly, President; Barry Faris, INS Editor-in-Chief; Leo Dolan, News Editor; Louis Allwell, Radio Editor.

•

Press Radio Bureau

551 Fifth Avenue, New York City, N. Y.
Phone: MUrray Hill 2-5670
Executive: James W. Barrett, Editor.

•

Radio News Association

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

NEA Service, Inc.

461 Eighth Ave., New York City, N. Y.
Phone: MEdallion 3-5160
Executive: Don Sutton, Manager.

Exclusive Representative:
Stephen Slesinger, Inc., 250 Park Ave., New York, N. Y.; Phone, ELdorado 5-2544.

•

Transradio Press Service, Inc.

342 Madison Avenue, New York City, N. Y.
Phone: MUrray Hill 2-4053-4
Executive: Herbert Moore, President; Dixon Stewart, Editor.

•

Transradio News Features, Inc.

9 Rockefeller Plaza, New York City, N. Y.
Phone: Circle 7-4560
Executive: W. G. Quisenberry, President.

•

United Press Associations

220 East 42nd Street, New York City, N. Y.
Phone: MUrray Hill 2-0400
Executives: Hugh Baillie, President; E. M. Williams, General Sales Manager; Webb Artz, Radio News Manager; A. F. Harrison, Radio Sales Manager.

F. C. C. Regulations Regarding Announcement of Call Letters of Broadcast Stations

As of January 1st, 1939

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

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

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

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

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

FCC Rules and Regulations Regarding Political Broadcasting

As of July 1st, 1938

"Rule 36a 1. No station licensee is required to permit the use of its facilities by any legally qualified candidate for public office, but if any licensee shall permit any such candidate to use its facilities, it shall afford equal opportunities to all other such candidates for that office to use such facilities, provided that such licensee shall have no power of censorship over the material broadcast by any such candidate.

"Rule 36a 2. The following definitions shall apply for the purposes of Rule 36a 1:

(a) 'A legally qualified candidate' means any person who has met all the requirements prescribed by local, state or federal authority, as a candidate for the office which he seeks, whether it be municipal, county, state, or national, to be determined according to the applicable local laws.

(b) 'Other candidates for that office' means all other legally qualified candidates for the same public office.

"Rule 36a 3. The rates, if any,

charged all such candidates for the same office, shall be uniform and shall not be rebated by any means, directly or indirectly; no licensee shall make any discrimination in charges, practices, regulations, facilities or services for or in connection with service rendered pursuant to these rules, or make or give any preference to any candidate for public office or subject any such candidate to any prejudice or disadvantage; nor shall any licensee make any contract or other agreement which shall have the effect of permitting any legally qualified candidate for any public office to broadcast to the **exclusion of other legally qualified candidates** for the same public office.

"Rule 36a 4. Every licensee shall keep and permit public inspection of a complete record of all requests for broadcast time made by or on behalf of candidates for public office, together with an appropriate notation showing the disposition made by the licensee of such requests, and the charges made, if any, if request is granted."

SCRIPT LIBRARIES



Associated Radio Writers, Inc.

137 Newbury St., Boston, Mass. Phone, Commonwealth 2385. President, Ralph L. Rogers; Treasurer, James A. Arne; Secretary, Marianne Berrie; Production Director, Allen R. Worley.

Gags, Inc.

48 West 48th St., New York, N. Y. Phone, BRyant 9-0919. General Manager, Murray T. Bloom.

Harry Martin Enterprises

360 N. Michigan Ave., Chicago, Ill. Phone, Randolph 3842. President, Harry Martin.

NEA Features, Inc.

REPRESENTATIVE: Stephen Slesinger, Inc., 250 Park Ave., New York, N. Y. Phone, ELdorado 5-2544.

Radio Events, Inc.

535 Fifth Avenue, New York, N. Y. Phone, MUrray Hill 6-3487. Manager, Joseph M. Koehler.

Radio Writers Laboratory

Conestoga Bank Bldg., Lancaster, Pa. Phone, 2-1387. Manager, M. S. Miller; Script Editor, Paul Rodenhauser.

Souvaine, Henry, Inc.

1270 Sixth Ave., New York, N. Y. Phone, Circle 7-5666.

Star Radio Programs, Inc.

250 Park Ave., New York, N. Y. Phone, PLaza 3-4991. Executive Vice President, Daniel C. Studin; Sales Manager, William C. Gartland; Manager, John C. Treacy; Continuity Supervisor, Burke Boyce; Director of Women's Programs, Gay Lee. REPRESENTATIVES: All-Canada Radio Facilities, Toronto, Ont. (Offices also in Montreal, Winnipeg, Calgary and Vancouver.

T-W Radio Productions

551 Fifth Ave., New York, N. Y. Phone, MUrray Hill 2-4111. Manager, L. Stern.

Universal Radio Programs, Inc.

545 Fifth Ave., New York, N. Y. Phone, MUrray Hill 2-0648. Vice President, L. N. Marks; Production Manager, Marvin Scherer; Research Director, M. J. Sacks.

World Broadcasting System, Inc.

711 Fifth Ave., New York, N. Y. Phone, WISconsin 2-2100. President, P. L. Deutsch; Vice President, Norton Cotterill; Charles Gaines; Garrett Hollihan. BRANCH OFFICES: Chicago; Hollywood; Atlanta; San Francisco; Washington, D. C.

Karl Zomer Script Service

1105 S. National Ave. (P. O. Box 200 S. Station), Springfield, Mo. Phone, 6630. Manager and Script Director, Fred McGhee, Jr.; Associate Director, Lane E. Davis.

TAPE TRANSMISSION

A HISTORY

IN 1906 a young man by the name of McCarthy was experimenting in San Francisco with wireless phone. He was backed by Mr. Hale of Hale Bros. Department Store. Considerable publicity appeared in the San Francisco papers regarding a demonstration conducted between the Cliff House and Hale Bros.' Store. It was this publicity which aroused the interest of James A. Miller, who, at that time, was a student at Palo Alto. As a result, he constructed the first radio station in Palo Alto in 1907 and later a larger one in 1908.

It is hard to conceive that at that date 99 per cent of the people were definitely antagonistic toward radio broadcasting for entertainment. It was accepted half-heartedly for ship messages but that was all.

Preliminary Work

McCarthy was killed in a street car accident in 1908, and by a strange coincidence his work was referred to the head of the Electrical Engineering Department of Stanford University, with whom James A. Miller had spent much time trying to put across his ideas regarding the great future possibilities of radio broadcasting. C. E. Elwell, one of James A. Miller's friends and associates, was hired to make an investigation of McCarthy's work and McCarthy's equipment finally came to Palo Alto. After one year, Mr. Elwell reported that McCarthy's equipment was not suitable and the work was discontinued. In the meantime, however, he heard of the work of Messrs. Poulson and Pedersen in Denmark and made a trip to Denmark, where he made arrangements for their patents and equipment. This was the start of the Federal Telegraph Company in Palo Alto which is now the Mackey Radio.

Messrs. Poulson and Pedersen

had two methods of recording, one the photographic oscillograph and the other the magnetic recorder which they patented in 1898 and called the telegraphone.

First Transmission

In 1917 when the United States took over the German Radio Station at Sayville, Long Island, Miller was appointed consulting engineer for the rebuilding of the station. Then followed the 500,000 watt station at Annapolis, Maryland. Later, the United States Government contracted Miller for two years to serve as consulting engineer for the United States on the construction of the Lafayette Radio Station at Bordeaux, France. This station delivered 1,250,000 watts and is today the largest ever constructed. It was here in 1919 that the first message was transmitted around the world, it being received by a French warship dispatched to a point exactly opposite Bordeaux. The long distance continuous record was also established

at the same time by Mr. James A. Miller. It consisted of twenty-four hours continuous communication between Bordeaux, France, and San Francisco, California, without losing contact at any time.

By 1924 radio broadcasting for entertainment was well on its way, and on account of the original work of McCarthy, a wireless station was maintained by Hale Bros. Department Store in San Francisco and by 1924 was well known as Station KPO, 500 watts, Class B. A Class B station was the best and by order of the Federal Radio Commission could not use recorded music. The Class B rating was given on a basis of quality and therefore the quality could not be impaired by using records. At this time, however, James A. Miller arranged the first electrical transcription program on a Class B station by special permission, on KPO, due to great improvement in disc recording with special quality for radio reproduction.

However, the need for a better recording system was still apparent, so James A. Miller spent a year trying to perfect and adapt the magnetic wire telegraphone to radio broadcasting but found it unsatisfactory.

Tape Transmission

Mr. Miller then went to Europe where in spite of the fact that most of the engineers gave an unfavorable report, he was able to convince Dr. Holst, head of the Philips Laboratory, Eindhoven, Holland, of the merits of the tape system. Through this an arrangement was made with the Philips Company to assist with the development. Next

in line was the J. Walter Thompson Advertising Agency in London, who built a studio using the new equipment with complete success. For the first time in history it became possible to put programs on the air from a recording that was indistinguishable from the original. From here it sped to Norway, France, Switzerland and Australia, being known throughout Europe as the Philips-Miller system.

In the meantime, Mr. Miller returned to America to start operations in the American market. The doubters here have been numerous but the progress marches on and the converts increase. In Europe the converts started with Mengelberg, Huberman, Thibault, quickly followed by all the other leading artists.

Conclusion

In America, the few artists who have heard Millertape transmission consider it superior to any other type of recording in quality. These include Leopold Stokowski, Lawrence Tibbett and John Charles Thomas and there is no doubt that the time is short when the list of converts in America will be as long as that in Europe.

Radio stations from coast to coast are being equipped with the Miller Broadcasting System transmission apparatus and Miller Broadcasting System engineers are constantly traveling from station to station instructing the station's engineers in the proper operation of the Millertape transmission playing machines. Advertisers and agencies, and station managers are enthusiastic over the "quality" of Millertape transmission radio programs.

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— Z —

Zenith Music Co., 1587 Broadway, New York City.

DATA ON PROGRAM WINNERS IN RADIO DAILY'S SECOND ANNUAL POLL of RADIO EDITORS

For Complete Results of the RADIO DAILY Poll, See Page 71

Jell-O

Sponsored by General Foods Corp. for Jell-O; Sundays, 7-7:30 p.m. on NBC Red Network. *Agency:* Young & Rubicam, Inc. *Cast:* Jack Benny, Mary Livingstone, Kenny Baker, Andy Devine, Don Wilson. *Orchestra:* Phil Harris.



Chase & Sanborn Hour

Sponsored by Standard Brands, Inc. for Chase & Sanborn Coffee; Sundays, 8-9 p.m. on NBC Red Network. *Agency:* J. Walter Thompson Co. *Cast:* Don Ameche, emcee; Dorothy Lamour and Nelson Eddy, soloists; Edgar Bergen and Charley McCarthy, and a different guest star weekly. *Orchestra:* Robert Armbruster.



Kraft Music Hall

Sponsored by Kraft-Phenix Cheese Corp.; Thursdays, 10-11 p.m., on NBC Red Network. *Agency:* J. Walter Thompson Co. *Cast:* Bing Crosby, Bob Burns and guest talent. *Orchestra:* John Trotter.



Town Hall Tonight

Sponsored by Bristol-Myers Co. for Ipana and Sal Hepatica; Wednesdays, 9-10 p.m., on NBC Red Network. *Agency:* Young & Rubicam, Inc. *Cast:* Fred Allen, Portland Hoffa, Harry von Zell and guest talent. *Orchestra:* Peter Van Steeden.



Information Please

Sponsored by Canada Dry Ginger Ale, Inc.; Tuesdays, 8:30-9 p.m., on NBC Blue Network. *Agency:* J. M. Mathes, Inc. *Cast:* Clifton Fadiman, emcee; Franklin P. Adams, John Kieran and guest talent.

Lux Radio Theater

Sponsored by Lever Bros. for Lux toilet soap; Mondays, 9-10 p.m., on CBS Network. *Agency:* J. Walter Thompson Co. *Cast:* Guest talent weekly with Cecil B. DeMille as producer. *Orchestra:* Louis Silvers.



Rudy Vallee Variety Hour

Sponsored by Standard Brands, Inc. for Royal Desserts and Fleischmann's Yeast; Thursdays, 8-9 p.m., on NBC Red Network. *Agency:* J. Walter Thompson Co. *Cast:* Rudy Vallee, and guest talent weekly. *Orchestra:* Rudy Vallee.



Ford Sunday Evening Hour

Sponsored by Ford Motor Co.; Sundays, 9-10 p.m., on CBS Network. *Agency:* N. W. Ayer & Son. *Cast:* Ford Symphony Orchestra and Chorus. guest soloists, instrumentalists and directors, and talks by W. J. Cameron.



Kay Kyser's College

Sponsored by American Tobacco Co., for Lucky Strike cigarettes; Wednesdays, 10-11 p.m., on NBC Red Network. *Agency:* Lord & Thomas, Inc. *Cast:* Kay Kyser, emcee; Virginia Simms, Harry Babbitt and Sully Mason, vocalists, and members of audience participating. *Orchestra:* Kay Kyser.



Good News of 1939

Sponsored by General Foods Corp., for Maxwell House Coffee; Thursdays, 9-10 p.m. on NBC Red Network. *Agency:* Benton & Bowles, Inc. *Cast:* Frank Morgan, Fanny Brice and guest artists weekly. *Orchestra:* Meredith Willson.

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WHAT AUSTRALIANS LIKE IN AMERICAN-MADE ★ TRANSCRIPTIONS ★

By

RALPH L. POWER, Ph.D.*

Radio Counsellor, Los Angeles

OVER a period of years, the major portion of my radio consulting activities has centered in buying American-made transcriptions for export. Most of these purchases have been for Australia and New Zealand, but South Africa and Canada have been important selling points and Continental Europe is now absorbing many of our waxes, though script predominates in that market.

Sales

In all, counting duplicate sets and replacements and samples, I have probably purchased some 100,000 "sides" or programs. A minute percentage has been poor buys, and the discs are still on the shelves. Others have been sold six or seven times, or enough to get the money back. Some have been extraordinarily good buys and have sold repeatedly.

Once in a foreign country, the discs have to have a fair turnaround to make a profitable investment. There are, of course, many charges besides the original cost. These include the transportation charges from the point of purchase to the dock; the boxes and packing and customs brokerage; freight, insurance and the tariff. Besides this, in Australia at least, the music fees are high and there is a government fee every time a transcription is played over the air.

Overhead

To this must be added an overhead for my services, since I do not act on a commission basis but on a flat annual fee. Once in the country of destination, there are additional charges for sales commissions, freight and so forth when the programs are sold and sent from station to station.

Out of this tremendous traffic in American-made programs one point in particular is an outstanding one. But, before discussing that, what programs have proved most popular in other coun-

tries. Canadians like the programs that are the most popular in the United States. So let's take the audience reaction of the Antipodes.

Australians Like Mysteries

There was the epic called "Detectives Black and Blue" to the tune of nearly 300 episodes. It went over in a big way in this country, and fans liked the crazy antics of the correspondence school detectives. The waxes are still gathering dust in Sydney.

By the same producers, there were 130 in the Count of Monte Cristo series. In this country it has enjoyed a huge run and is now airing the second and third time in many stations. Over in Australia and New Zealand it has proved to be a consistent seller, aided and abetted of course, by the background of the film and book of the same title. Under the banner of a stomach cure sponsor it ran on 38 stations in Australia.

Chandu

Take the case of Chandu, which was also produced by the same firm as the above two programs. This has been off the air a good while here. Yet the name Chandu is still a household radio name and the "Return of Chandu" may be good news any day now. Still, for no reason at all, it sold only enough in the Antipodes to bring back the money invested. Why, I do not know!

Over in Australia there has never been anything like the original Watanabe and Archie skits, longtime KNX favorites here. For three consecutive years they placed first in Australia radio popularity

* Resident American transcription and script buyer for Macquarie Broadcasting Services Pty. Ltd., Sydney, Australia, and All-Canada Radio Facilities, Ltd., Calgary, Canada.

polls. W. J. McNair, of the J. Walter Thompson Co. Sydney office, when visiting Hollywood a few weeks ago, said that nothing like this series had ever been heard in that part of the globe. But along comes "Watanabe and William" and "Watanabe and the Professor." Though fair sellers, but not enough to bring a fair return on the investment, these have not done so well as the first series. Why? Your guess is as good as mine.

The Bigelow carpet people a while back recorded some custom-built five-minute wax spots with a series of mysterious skits and some musicales. My Australian clients acquired the rights for Australia and New Zealand and they have been extra rapid sellers for fill-ins and five-minute spots, which indicate a ready response for the five-minute field over there.

Charlie Chan Series

The first Charlie Chan series was a financial dud and a headache to its producers. Less than a dozen sales were made, and the plates were stored and the program taken off the air in this country. Yet, over in Australia, this very same series placed with another as tie for first place one year.

Then came the second Chan series. It was a big time program in America and ran on over a score of stations simultaneously. But Australia is still struggling to get its original outlay back. A similar situation existed with the waxes of the Tarzan epic.

The May Robson "Lady of Millions" series looks like a sure winner. With the ever-young Miss Robson Melbourne born it can't miss. Perhaps there is something in the "Lady" title for "Lady Courageous," with the trials and tribulations of a lady reporter, is grossing into the money just now.

"Daredevils of Hollywood." That's a title for you. Programs have been produced about films and stars, their private lives, loves and glamour, and even about extra people. But the stunt man has been relegated to the background. So "Daredevils of Hollywood" shoved him into the limelight and, buying world rights excluding the Americas, for my clients, this has become a consistent selling item.

One of the headaches has been programs of 5, 10 or 25 years ago, today in history, that was the day of other similar ideas. Two-thirds of the combined episodes concern this country entirely. Foreign countries care little, and are not at all concerned about our Bethlehem steel strike, Cox's army, the panic of '07 or any flag-wagging episodes about this country.

Waxes Should Have Universal Appeal

So finally, I arrive at the subject I originally started out to tackle . . . that of producing programs with a universal appeal.

Transcribed programs get their costs out of this country, or should, and foreign sales are clear profit. But who ever thinks of producing a wax with a general appeal? Not many!

Listen to 'most any typical gangster series. Gat, beanery, slug, rat . . . these are just a few of the "Americanisms" that immediately stamp the program as distinctly American.

Yankee Disks

One thing to remember is that in Australia, for instance, and in some other countries, they do not have to announce over the air, "this is a transcription," as we do in the United States. Every so often there is a hullabaloo in the Antipodes about using "yankee transcriptions and putting our people out of work." Thus the less said or inferred about this country in the waxes so much the better.

Once upon a time I bought a series from a sample. It had to do with the experiences of a tramp. But, in the process of production, somebody or other thought it best to change him to a bum. So they had to be done over again. Of course the word "bum" is a vulgarism in the Empire. You remember the skimpy Eton schoolboy jackets called by the kids "bum chillers." Of course the word bloody is likewise taboo. It is used only by the lowest classes. Still, it crept into the "Jimmie Allen" series and caused great grief and repercussions from what corresponds to our PTA's in the Antipodes.

Leaflets

The films have issued a leaflet on how to produce for other English-speaking countries. Somebody ought to do this for transcriptions. Further still, transcription producers should borrow another page from the movies and employ a technical expert to criticize the script in advance of production.

Many a good disc series has been utterly ruined by incorrect dialogue and descriptions. These inconsistencies are so glaring that they immediately detract from the program, and destroy the interest of the well-read and intelligent listener abroad.

Just at this writing mystery detectives are having a popular run. But the nomenclature usually stamps them as much too American. Remember that a policeman is not an officer but a constable in England. The slang is "copper" or "peeler,"

from the days of Robert Peel, who introduced the first uniformed policeman. A plain-clothes-man is a "busy." Police-men go on "beat," not on patrol. Constables are not armed with guns or sticks. They carry small truncheons.

Use of Language

We make many mistakes in producing wax programs to sell automobiles in this country and then try to sell them out of the states. We say "I simply must buy an auto. I lost the street car this morning." This doesn't go over so well in a country where street cars are trams and Gasoline is, of course, petrol. Motor trucks are sometimes lorries.

Trains are in charge of "guards" who wave flags and blow whistles. Only on special class trains are there conductors, but neither guards nor conductors have anything to do with tickets. These are issued by booking clerks at the point of departure and collected at the destination at the barriers, unless collected by traveling ticket inspectors aboard the trains. There is no express service for baggage. "Baggage" is "luggage," and is handled by the brakemen on the trains. Luggage is stored in the luggage van where the guard and brakemen travel.

There is a tremendous field today in producing and selling American-made transcriptions to other countries. But the picture is changing. The utter neglect of American radio producers has meant that many countries have been forced to install their own recording equipment and facilities. They are buying fewer programs from the United States. American producers must have a universal interest in programs if they are to command a ready sale elsewhere.

Programs

Programs should deal with subjects of human interest, of historical value perhaps, of world importance certainly. They should be dramatized professionally, after first being adequately cast.

One prime factor in producing programs with a universal appeal is in the elimination of national prejudices, but with the retention of certain national characteristics. The finest of national characteristics have been incorporated in the building of what we like to call the culture of the English-speaking race.

Shows can be cleverly woven around national figures who have contributed to the growth of this culture. Care, however, should be exercised not to Americanize them. A more logical treatment of programs dealing with foreign locales, foreign action and foreign thought is

necessary. The effort of many American armchair travellers, who have never been outside the bounds of the native states, and who attempt to write "foreign" stories, only make American programs ridiculous in the eyes of foreign audiences.

Universal Appeal

A good universal program is like a piece of tapestry. The foreign elements are the colors which stand out untouched and unaffected by the surrounding elements, yet blending to harmonize into one beautiful composition.

For instance, Pasteur was a Frenchman, but his work is universal and a grippingly interesting program, loaded with human interest and color, could be made in much the same way that the screen masterpiece was created. To how many countries throughout the world has the Pasteur treatment brought relief, even to the saving of life?

Such a transcription should present the trials and struggles of Pasteur, and then vignettes of incidents throughout the entire globe... the frozen North... a small town in the Western states... shivering coolies in India... starving refugees in the Orient. The vignettes are endless.

The idea might even be expanded into several series of programs as a sort of "Gallery of Universal Heroes," the glorification of those universal workers who contributed valuable service to civilization and humanity.

Commercial Disks

Commerce and industry could be scanned for still more wax programs. The native tapping the rubber tree starts something which contributes greatly to our automobile jaunts. The coffee picker makes his contribution, too. Even tea leaves could furnish a thrilling romantic adventure from the moment it is picked away up on the Himalayas, and its course traced to the final brewing. The tiny leaf passes through the hands of many distinct nationalities. It is carried over practically every method of transportation.

If every article necessary to human life were treated in this way, an amazing and limitless field would be opened up. A constructive educational program, filled full of romance, adventure, mystery and human drama, would go a long way towards bringing better understanding and harmony.

After all, what is the majority of people throughout the world today doing but helping to provide something for the other fellow... at a profit!

MUSIC BY WIRE

Its History and Present Status

TRANSMISSION of music by wire not only antedates radio broadcasting but it precedes the invention of the telephone by Alexander Bell. Every book on sound transmission speaks of the reproduction of a musical note or notes over wires long before the transmission of articulated speech.

Telharmony

Like the talking picture, many were the attempts before transmission of music commercially by wire became successful. In 1907, Dr. Thaddeus Cahill transmitted a type of electrical organ music via telephone wires. He called his service "Telharmony," and characterized it as the new art of electrical music. However, it shortly passed into the limbo of forgotten things, because it was transmitting an electrical type of sound and not the music of instruments, with which the public was acquainted.

In 1911, Major General George O. Squier patented a system of transmitting sound by carrier current over electrical lines. It was this system under which Wired Radio, Inc., first functioned.

Cleveland Experiment

In 1923, Wired Radio, Inc., a subsidiary of The North American Company, obtained a license under these patents, as did the A. T. & T. and a Canadian corporation. However, before these licenses were obtained, experiments were made in transmitting music by wire. It was 1925 before anything was done commercially. In that year, Wired Radio, Inc., experimented in Staten Island, transmitting musical programs to the home over the lines of the Staten Island Electric Light & Power Co. The results of this experiment led to Wired Radio, Inc., locating an experimental laboratory at Ampere, New Jersey, in January, 1929, for the purpose of building apparatus for a further experiment in Cleveland. The first Cleveland experiment was made in 1930 and lasted for approximately a year.

In 1933, the second Cleveland experiment took place, with the problem of transmitting musical programs to the whole city of Cleveland under discussion. Cleveland is spread out over a great area, and the problem was to generate enough energy to cover the entire city. It was solved, and in August, 1935,

the Muzak Corporation of Ohio started transmitting entertainment over the power lines of that city.

In New York City, in July, 1931, an organization known as Wired Music, Inc., conceived the idea of transmitting, over telephone wires, musical entertainment to restaurants and hotels. It functioned from 1931 to 1936, handicapped by the lack of a source of well-recorded music and limited capital.

The Muzak Corporation of Ohio's experiment continued from August, 1935, to February, 1936, when it was discontinued, and the Muzak Corporation moved to New York.

Programming

And so the transmission of music by wire is brought up to date, for in 1936, Muzak Corporation started operating in New York City. At that time, it absorbed Wired Music, Inc. The basis of the service was transmission of music properly programmed for the hour of the day to the outstanding restaurants in New York City. This service has grown until it now serves over four hundred subscribers.

In 1936, also, continuing the experiments in the transmission of sound over power lines, Wired Radio, Inc., installed a complete system in the New York Taft Hotel; the system now is over two years old.

Muzak is basically part of the entertainment field, and it was no surprise to the broadcasting field when announcement was made on May 14, 1938, that Muzak would be part of the Warner Bros. Pictures organization.

Commercial Network

Since that time, Muzak has made many innovations, starting with its plans for a commercial network of bars, grills and restaurants, with advertising restricted to products that are sold at the outlets. This network, known as the Muzak Spon-

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Our "call" letters!

P E 6 4 7 4 0

This is the ...

BARNES PRINTING CO., INC.

Broadcasting on a wavelength of

229 W. 28th Kilocycles (St.)

through the courtesy of

Gutenberg

*Serving the public 24 hours a day
for the past 20 years*

SO YOUR CLIENTS "GOING TRANSCRIPTION"

By

CHESTER H. MILLER

President Transcriptions, Incorporated

THE PRINCIPLES of electric recording, or the making of Electrical Transcriptions for radio as they are called, are simple, but the pitfalls for the unwary or uninitiated are many. Therefore, this article will set up guide posts and will attempt to clarify those phases of a spot radio campaign that seem to puzzle many advertising agency executives who are new to that branch of radio broadcasting.

This article is not for the veteran buyer of electrical transcriptions. He probably knows more about it than I do. But, for the advertising executive who is faced with the problem of putting a "radio minded" client, whose product has spotty distribution on the air, this article will, we hope, be helpful.

There are three basic rules which, if adhered to, will assist materially in making a transcription spot campaign successful. We state them briefly in the order of their importance. Rule 1. Make sure your broadcast material is the best obtainable for the price within your budget. But don't chisel. Rule 2. Make sure you contract for the best available time on the best station in the territory to be covered. If your appropriation is limited don't try to buy time on as many low priced stations as possible, hoping to cover as much territory, simultaneously, as is possible. Concentrate. If the campaign is successful in the few territories you do cover efficiently, your client will be easily induced to increase his appropriation. You can then expand your campaign by buying time on a few more good stations and having more pressings made from the original masters on which are recorded the programs already broadcast. Rule 3. Get good recordings made, of the type that best suits your client's needs and pocket book. There are a number of firms that do excellent work. Size of the organization is not a measure of quality. The quality of the recording should be such that the listener's attention is not distracted from the broadcast

material by the poor quality of the recording.

There are two methods of recording electrical transcriptions. One is the vertical method in which the cutting stylus operates in a vertical plane at right angles to the surface of the disc being cut. The other is the lateral method in which the cutting stylus moves in a horizontal plane across the surface of the disc.

The vertical method was originally used by Edison in recording. The lateral method has always been used by Victor, Columbia, Brunswick, and others, in the manufacture of phonograph records. With the advent of broadcasting and electrical transcriptions, the lateral method got off to an early start. While many sponsors have used the vertical method, by far the greater number have used the lateral method. One reason for that is cost. Another reason is the adequacy of lateral cut records. The cost of vertical cut records is approximately \$50 per master greater than that of lateral cut records. The agency commission of 15% on the larger amount, as against the same percentage on the smaller amount, is an argument in favor of the vertical method. That is if the client can stand the gaff.

There is another advantage, however, especially where music predominates in the program being recorded. The vertical cut reproduces with higher fidelity and lower surface noise or needle scratch, thereby enhancing the reproduction of the music. In dramatic shows this is not

CHIDNOFF STUDIO



IRVING CHIDNOFF

"Portraitiere to the Industry"



469 FIFTH AVENUE

NEW YORK CITY

so important. However, much of this higher fidelity is neutralized when the records are broadcast, as many receiving sets will not transmit through their loud speakers all the frequencies that have been cut into the recording, or that emanate from the broadcasting station. Therefore it is a moot question whether the higher quality recording is worth the difference in price. However, "you pay your money and takes your choice."

Remember, as we said in Rule 1, the first consideration is the quality of the material to be broadcast. The preparation of the commercial copy and the program, if any, should be done with the thought in mind that the radio listener is blind. His or her only impression is received through the ears. Therefore copy and program should be designed for auricular rather than ocular acceptance. Otherwise it will not be convincing. Another important thing to remember is that a broadcast does not go out to a "Mass Audience" of several thousands, or hundreds of thousands, or millions. It goes out to that many **Individuals** or small groups of individuals, each of whom feels that the particular broadcast is directed at him or her personally. It becomes necessary, then, to prepare your material, especially the sales message with that thought in mind. If you have no one really radio wise in your organization, then you should try to make arrangements with a recording firm who have radio experienced personnel.

Before preparing any copy or program, a decision should be made as to the length of campaign, and whether the campaign will consist of one minute announcements, five minute dramatizations or a quarter hour program. Also the frequency of broadcast should be discussed and some tentative figure set.

Once these matters are settled the recording companies should be consulted as to the number of masters needed to complete the series. Costs should be figured and that amount deducted from the total appropriation. Allowance should be made for the approximate number of pressings needed to supply the radio stations, to be tentatively selected.

The next thing to estimate is the cost of producing the announcements or programs. The agency man who tries to chisel his writer's director is a fool. All the listener hears is the show. That establishes his impression of the sponsor.

And let me say right here, that the director of a show is a very important adjunct. The opinion that transcribed shows do not have the spontaneity of live shows is almost entirely due to the directors. Properly handled, an orchestra or a group of actors will always give a spontaneous performance. If you have to chisel, don't chisel on your client's program. These are his house to house salesmen.

Having figured out the cost of your broadcast material, deduct that amount from the appropriation. The balance is to be used for purchasing time on radio stations. Many times I have been asked "How much time can I buy for \$10,000?" Or \$15,000 or \$25,000. A true answer to the first question would be 10 hours on 100 stations whose rate is \$10 per hour or 10 hours on 10 stations whose rate is \$100 per hour. But such an answer wouldn't be helpful to the client. In the first place the question is wrong. The right way to ask the question would be, "I have \$10,000 available for buying radio time. How should it be apportioned?" My answer would be, "Figure out the best time available on the best stations in those cities where your client has, (a) the best chances of making a quick turnover of his product or, (b) the toughest market, necessitating the highest concentration of sales effort. Set aside a certain amount for newspaper teaser ads or radio announcements, provided of course that your client's campaign is a series of entertainment programs. Then buy time on as many stations as the appropriation will cover. It is well to remember that if your client were producing a show on Broadway, he'd certainly wish to call attention to it by other means than just lighting up the theater and opening the doors each night. His radio program needs advertising as much as his product, perhaps more. It is amazing how few sponsors realize this. They'll spend thousands of dollars to produce a radio show to advertise their products, but not a nickel to advertise their show.

Having now set up your costs, go back and check through again to see if anything has been missed. Contact the radio stations in those cities your client wishes to concentrate upon, and get a statement as to the hours available. Check one station against another where there are two or more in each primary listening

area to see what program competition your program will be up against at a particular period. It is possible to get all this information direct from the station or from their representative who usually has offices in New York, Chicago, or on the West Coast. If you are a recognized advertising agency you will be entitled to a 15% commission on the station time bought, no matter whether you deal direct or through the station's accredited representatives. All your other prices, such as recordings, pressings, talent writing, etc., will be quoted you as net figures.

Having selected your stations you are now ready to make your recordings. Let your contracts for station time, for talent, and for recording. Be sure to allow sufficient time before your opening broadcast date, as accidents, illness, mechanical difficulties and shipping upsets may delay the arrival of your finished pressings at the stations. If you follow the suggestions contained in this article, we feel sure you will have a pleasant and more successful radio transcription campaign.

In closing, here are a few "Don'ts." Don't try to chisel your radio writer or talent. Your show is the "Open Sesame" to the homes of your client's potential customers.

Don't try to chisel your recording firm. There are many incalculables included in his recording prices that may help to make or break your spot campaign.

Don't expect to get something for nothing. You'll get cheated every time. Don't judge a radio station by its wattage. There have been many cases where the listening audience in a 250 watt station's primary listening area, is far greater than that of a five, ten, or even fifty thousand watt station in the same area.

Don't use five minute spots when one minute announcements will do a better job.

Don't use a fifteen minute program once a week, when what your client needs is product identification reiteration.

Don't spread your appropriation too thin on stations. Remember you can always start on one good station, and if your campaign is well planned, sales in that particular territory will pick up, which will phase the client who will be more willing to open his coffers and increase his appropriation. His programs are already recorded. All that is necessary for you to do is order additional prints or pressings and buy time on additional stations.

Don't be afraid to consult with or ask questions of your recording firm. Don't be misled by the statements that the radio listener resents transcriptions. It's the "bunk." The show's the thing.

Don't judge a recording by the furniture in the reception room. That isn't where records are made.



MUSIC BY WIRE



(Continued from page 545)

sored Program Service, has already passed the first hundred outlets. Supplementing its musical service, it brings the bars, grills and restaurants a comprehensive program of news and sports, together with time announcements. It is developing a new type of selling in which there is no lag between "ad" and sale.

The Muzak Corporation, through its sponsored network, is in a position to deliver "guaranteed listening circulation." It is this ability to deliver listeners on the line that makes its possibilities so great.

This is just one of the many Muzak innovations, which include a network for showrooms in the garment district, a "Music for Industry" division, and a ser-

vice which delivers Music by Muzak and four local radio stations, all at a peak of production, to a certain number of apartment houses.

"Music by Wire," just as much as radio broadcasting, is here to stay. It presents its own sponsor problems, its own program problems. It is developing its own personnel. It is as new as tomorrow's newspaper, yet as old as tomtoms. Its job is specific—to reach a definite number of people at a definite place or series of places at a definite time. Radio broadcasting's job is general, reaching an indefinite number of listeners at a multiple number of places. One supplements the other but neither is interdependent.

American Society of Composers, Authors and Publishers

By **JOHN G. PAINE**

General Manager

THE American Society of Composers, Authors and Publishers is a voluntary, non-profit association of men and women who write music, together with their publishers. It was organized in 1914 by the late Victor Herbert and a few of his contemporaries. The purpose of the organization is twofold: first, to provide a simple mechanism whereby persons desiring to use music in quantity in the conduct of their business can readily obtain a license to do so, and secondly, to assist the members of the association in adequately protecting their property from unauthorized use.

To effectuate these purposes, ASCAP grants licenses to commercial users and collects the license fees for such use. The revenue collected by ASCAP, after operating expenses have been deducted, is entirely divided every three months among the members of the Society and of the foreign performing right societies with which the American Society is affiliated.

The shares thus sent to the men and women who write music constitute an encouragement to them to continue in the field of writing music, and thus assures to the users of music a constant supply of new songs and other compositions.

The Society today is probably the most practical means extant for assuring America of a musical future and conserving the musical culture of the country, and is rather universally so recognized.

The rights under which the Society operates have been the subject of innumerable litigations, and in each instance thus far, the rights have been upheld and judgments rendered in favor of the Society, permitting the Society to grant the licenses and to collect reasonable fees for the public performance of copyrighted musical works.

PUBLISHER MEMBERS

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

Flammer, Harold, Inc.
 Luckhardt & Belder
 Foley, Charles
 Forster Music Publisher, Inc.
 Fox, Sam, Publishing Co.
 Pallama Music Publishers, Inc.
 Galaxy Music Corp.
 Gamble Hinged Music Co.
 Wulschner Music Co.
 Gem Music Corporation
 (Formerly: Con Conrad Music Pub., Ltd.)
 Georgeoff, Evan, Mus. Pub. Co.
 Gershwin Pub. Corp.
 Gilbert, L. Wolfe, Music Publishing Company
 Goodman Music Co., Inc.
 Handman & Goodman, Inc.
 Handman, Kent & Goodman, Inc.
 Universal Music Co., Ltd.
 Gordon, Hamilton S., Inc.
 Gray, H. W., Company
 Green & White, Inc.
 Hall-Mack Company
 Geibel, Adam, Music Co.
 Handy Bros. Music Co., Inc.
 Harms, Inc.
 Harms, T. B., Company
 Harris, Charles K., Music Pub.
 Homeyer, Chas. W., & Co., Inc.
 Hope Publishing Company
 Bigelow-Main-Excell Co.
 Excell, E. O., Co.
 Tabernacle Pub. Co.
 Huntzinger, R. L., Inc.
 Italian Book Co.
 Jacobs, Walter, Inc.
 Abt, Valentine
 Bates & Bendix
 Bendix, Theodore
 Eby, Walter M.
 Farrand, Van L.
 Gay, Mace, Catalog
 Jaques, Percy
 Musiclovers Co.
 Partee, C. L., Music Co.
 Shattuck, B. E.
 Virtuoso Music School
 Williams, Ernest S.
 Jenkins Music Company
 Jones, Isham, Music Corp.
 Jungnickel, Ross, Inc.
 Kay & Kay Music Pub. Corp.
 Franklin, John, Music Co.
 Kendis Music Corporation
 Leslie, Edgar, Inc.
 Lewis Music Pub. Co., Inc.
 Lincoln Music Corp.
 Capano, Frank, Music Pub.
 Lorenz Publishing Co.
 Tullar-Meredith Co., Inc.
 Ludwig Mus. Pub. Co.
 Marks, Edw. B., Music Corp.
 Bergstrom Mus. Co., Ltd.
 Berliner, Leo E., Pub. Co.
 Chilton, Forrest S.
 Dresser, Paul, Pub. Co.
 Evans (George Honeyboy Evans)
 Fassio, A.
 Globe Music Publishing Co.
 Halle, R. L.
 Jordan, Julian, Mus. Co.
 King, Chas. E.
 Lecuona Music Co.—Cuba
 Lyceum Music Co.
 Metz, Theodore, Music Co.
 Miller, Roy M.
 Musin, Ovide
 Penn, Wm. H.
 Petrie, H. W., Catalog
 Prelude Mus. Co.
 Primrose & West Mus. Co.
 Recker, Robert, Music Co.
 Reed, Bert, Catalog
 Reed & Keller Catalog
 Seitz, R. F.
 Shields, Ren
 Stern, Jos. W., & Co.
 Vandersloot Music Publishing Co.
 Wagner & Levien
 Willis-Woodward Mus. Co.
 Marlo Music Corp.
 Melo-Art Music Publishers
 Melrose Bros. Mus. Co., Inc.
 Miller, Bob, Inc.
 Miller Music, Inc.
 Sherman, Clay & Company
 Mills Music, Inc.
 American Composers, Inc.
 Beck, Mort
 Clark, Frank, Mus. Co.
 Daly, Joseph, Mus. Pub. Co.
 Edwards, Gus, Mus. Pub. Co.
 Gordon & Rich, Inc.
 Gotham Attucks Mus. Co.
 Gotham Mus. Service, Inc.
 Jerome, M. K.
 Jerome & Schwartz Pub. Co.
 Kalmar, Puck & Abrahams Consolidated
 Keit Music Corp.
 Kornheiser, Phil, Inc.
 Morse, Theodore, Music Co.
 Nelson, Jack, Mus. Co.
 Stark & Cowan, Inc.
 Stept & Powers, Inc.
 Sterling Songs, Inc.
 Sunlight Mus. Co., Inc.
 Waterson, Berlin & Snyder, Co.
 Waterson, Henry, Inc.
 Williams, Harry, Mus. Co.
 Morris, Joe, Music Co.
 Movietone Music Corp.
 Nazarene Publishing House
 Bilhorn Bros. Mus. Co.
 Lillenas Pub. Co.
 New World Music Corp.
 Olman Music Corporation
 Down Home Music Co.
 Paramount Music Corp.
 (Formerly: Popular Melodies, Inc.)
 Spier & Coslow, Inc.
 Paull-Pioneer Music Co.
 Rossiter, Harold, Mus. Co.
 Photo Play Music Co., Inc.
 Luz Brothers Mus. Pubs.
 Music Buyers Corporation
 Piedmont Mus. Co., Inc.
 Pond, Wm. A., & Company
 Ellis, Robin
 Presser, Theodore, Company
 Quincke, W. A., & Company
 Red Star Songs, Inc.
 Allen & Harrison Mus. Co.
 Remick Music Corp.
 Ricordi, G., & Co., Inc., of N. Y.
 Ringle, Dave
 Goulden-Lang Pub. Co.
 Modern Melodies Pub. Co.
 Sildac Music Co.
 Song Creators
 Victory Music Co.
 Whitney-Blake Music Co.
 World Music Co.
 York & King Music Pub. Co.
 Robbins Music Corporation
 Mayfair Mus. Corp.
 Metro-Goldwyn-Mayer Corp.
 Sonnemann Mus. Co., Inc.
 Whiteman, Paul, Publications
 Wiedoeft, Rudy, Mus. Pub. Co.
 Rodeheaver Co., The
 Rossiter, Will
 Roy Music Co., Inc.
 Rubank, Inc.
 Carlson, M. L.
 Finder & Urbane
 Victor Music Co.
 Santly-Joy-Select, Inc.
 (Formerly: Santly Bros.-Joy, Inc. and Select Music Publications, Inc.)
 Saunders Publications
 Schirmer, G., Inc.
 Heffelfinger, R. W.
 Sanders-Weiss, Inc.
 Schroeder & Gunther, Inc.
 Schuster & Miller, Inc.
 Kornheiser-Gottler, Inc.
 Kornheiser-Schuster, Inc.
 Shapiro, Bernstein & Co., Inc.
 Skidmore Music Co., Inc.
 Southern Music Pub. Co., Inc.
 Acme Music Pub. Co.
 Bleyer, Archie, Inc.
 Blues Music Co.
 Bradford, Perry, Inc.
 Bradford, Perry, Music Co.
 Palmer, Robert, Music Pub. Co.
 Spier, Larry, Inc.
 (Formerly: McKinley Music Co.)
 Root, Frank K., & Co.
 Stasny Music Corp.
 Bibo-Lang, Inc.
 Stasny-Lang, Inc.
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Society of European Stage Authors and Composers, Inc.

By PAUL HEINECKE

President

One of the most important organizations in the music world, SESAC administers and controls performing rights, as well as mechanical and synchronization rights, in approximately 125 catalogues of American and foreign publishers and organizations. Through its Standard Radio Broadcasting Performance License approximately thirty thousand musical compositions covered by copyright from those catalogues are licensed by SESAC for performance to radio stations.

Increasing rapidly during the past few years, the roster of SESAC licensed broadcasting stations was near the 600 mark at the close of 1938. This group embraces practically all networks and stations, large and small, of commercial importance. Music made available to these broadcasters by SESAC includes a vast and diversified international repertory of copyrighted compositions and works. Also included among material ready for use by the broadcasting industry are a wide variety of operettas, musical comedies, symphonic orchestral works, plays, dramas, and radio sketches. Numerous SESAC transcriptions and recordings including those by the leading transcription and record companies, are in constant use by radio stations.

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

PUBLISHER MEMBERS

Accordion Music Publishing Co., New York
Deiro, Pietro
Adler (see Edition Adler)
Albright Music Company (see National Music Co.)
Alford, Harry L., Chicago
Altschuler, J.; Warsaw
American Music, Inc. (See Cross & Winge)
Apollo Music Company; New York
Arct, M.; Warsaw
Ashmall Company, Wm. E. (See McLaughlin & Reilly Co.)
Barnes, A. S. and Company, Inc.; New York
Barwicki, K. T.; Poznan
Beirly Company (See Chart Music Publishing House, Inc.)
Belmont Music Company (See Cole)
Berge Music Co. (See McLaughlin & Reilly Co.)
Braun, Hubert J.; Chicago
Braun Music Co. (See Braun, Hubert J.)

Braun Organization, the (See Braun, Hubert J.)
Broadcast Music Publishers (See National Music Company, Inc.)
Bryant Music Company; New York
Calumet Music Co. (See Cole)
Catholic Music Publishing Company (See McLaughlin & Reilly Co.)
Chart Music Publishing House, Inc.; Chicago
Beirly Company, Alfred
Coanacher, B.
Huffer Publications, Fred. K.
Littig Music Publishing Co., Frank
Warde Company, Harry
Western Accordion Music Company
Coanacher, B. (See Chart Music Publishing House, Inc.)
Cole, M. M. Publishing Co.; Chicago
Belmont Music Company; Chicago
Calumet Music Company; Chicago
Happy Chappies Ltd. (See Vincent, Howard & Preeman, Ltd.—Vincent and Howard, Ltd.—Preeman, Morse M.)

- Moderne Edition (See Moderne Publications)
 Moderne Publications; Chicago
 also including compositions taken over from
 Hearst Music Publishing Co., Ltd. of Canada
 Vincent, Howard & Freeman, Ltd.; Los Angeles
 Vincent and Howard, Ltd.
 Freeman, Morse M.
- Composers Press, Inc., The; New York
 Cross & Winge, Inc.; Portland, Ore.
 including:
 Master Music Makers; Portland
 American Music, Inc.; Portland
 Westmore Music Corporation; Portland
- Culla, Antonio; Barcelona
 Dahlquist Publishing Company (See Music Products Corporation)
 Deiro, Pietro (See Accordion Music Publishing Co.)
 De Vaignie Music Corporation; Chicago
 Di Bella, O.; New York
 Ediciones Rodoch (C. Rodriguez); Bilbao
 Ediciones A. Urmeneta; Barcelona
 Edition Adler; Berlin
 (Successor, Heinrichshofen's Verlag; Madge-
 burg)
 Edition "Jastrzab"; Warsaw
 Rudnicki, Walery; Warsaw
 "W.J.R."; Warsaw
 Rzepecki, J.; Warsaw
 Editions Fermata (See Editions Internationales Fermata)
 Editions Internationales Fermata; Buenos Aires
 (South American Publications)
 Editions Internationales Fermata; Warsaw
 (European Publications)
 Editions "Olympia"; Warsaw
 Editions Pro Arte; Lwow - Warsaw
 Fairbank Company, H. W. (See National Music Co.)
 Fermata (See Editions Internationales Fermata)
 Forberg, Rob.; Leipzig
 International Edition; Leipzig
 Gebethner & Wolff; Warsaw
 Gehrman's Musikforlag, Carl; Stockholm
 Gilbert Music Company (See McLaughlin & Reilly Co.)
 Gospel Music Publications (See Hathaway, Franklin Earl)
 Grabczewski, F.; Warsaw
 Haberer-Helasco, Hermann; Madrid - Berlin -
 Lisbon
 Hall & McCreary Co.; Chicago
 Hanson, Eddie (See National Music Company, Inc.)
 Happy Chappies (See Cole)
 Harmonie-Verlag; Berlin-Glarus (Switzerland)
 Hart's Music Company (See National Music Co.)
 Hathaway, Franklin Earl, Music Publisher;
 Chicago
 Gospel Music Publications; Chicago
- Hearst Music Publishing Co. (See Cole)
 Helasco (See Haberer-Helasco)
 Hoffman Company, Raymond A.; Chicago
 Huffer Publications, Fred. K. (See Chart Music Publishing House, Inc.)
 Idzikowski, Leon; Warsaw
 International Edition (See Forberg)
 Jastrzab (See Edition "Jastrzab")
 Jewel Music Publishing Co.; New York
 Keene, Inc., Hank; South Coventry, Conn.
 Kelman Music Corp.; New York
 King Music House, Inc.; K. L.; Fort Dodge, Ia.
 Kjos Music Co., Neila; Chicago
 Lebendiger, Henryk (See Editions Internationales Fermata)
 Littig Music Publishing Co., Frank (See Chart Music Publishing House, Inc.)
 Liturgical Music Company (See McLaughlin & Reilly Co.)
 Master Music Makers (See Cross & Winge)
 McLaughlin & Reilly Co.; Boston, Mass.
 Liturgical Music Company; Boston, Mass.
 Catholic Music Publishing Company; Boston, Mass.
 including composition taken over from
 Wm. E. Ashmall Company; Arlington, N. J.
 Berge Music Company; New York, N. Y.
 John Singenberger; St. Francis, Wisc.
 Otto Singenberger; Mundelein, Ill.
 Gilbert Music Company; Chicago, Ill.
- Moderne Edition (See Cole)
 Moderne Publications (See Cole)
 Mora, Jose; Barcelona
 Music Products Corporation; Chicago
 including:
 Dahlquist Publishing Company; Chicago
 National Music Company, Inc.; Chicago
 Albright Music Company; Chicago
 Broadcast Music Publishers; Chicago
 (See Eddie Hanson)
 Fairbank Company, H. W.; Chicago
 Hart's Music Company; Chicago
 Popular Music Publications; Chicago
 Select Music Company; Chicago
 Standard Music Company; Chicago
 (See Eddie Hanson)
 Standard Songs; Chicago
 (See Eddie Hanson)
 Windsor Music Company; Chicago
 including compositions taken over from:
 Eddie Hanson
 De Vaignie Music Corporation
 Natrass-Schenck, Inc.; New York
 Nowa Scena; Warsaw
 Olympia (See Editions "Olympia")
 Orduna, Leopoldo; Barcelona
 Pagni, O., & Bro.; New York
 Parks Company, J. A., The; York, Neb.
 Polskie Towarzystwo Muzyki Wspolczesnej;
 Warsaw

- Popular Music Publications (See National Music Company)
- Preeman (See Cole)
- Pro Arte (See Editions Pro Arte)
- "PWP" Przedstawicielstwo Wydawnictw Polskich (Association of Polish Publishers); Warsaw
- Radio City Guitar Studio; New York
- Rialto Music Publishing Co.; New York
- Rodoch (See Ediciones Rodoch)
- Rodriguez (See Ediciones Rodoch)
- Rondo Verlag; Berlin-Zurich (Switzerland)
- Rudnicki, Walery (See Edition "Jastrzab")
- Rzepecki (See Edition "Jastrzab")
- Sajewski, W. H.; Chicago
- Schmitt Music Company, Paul A.; Minneapolis
- Schuberth, Edward, & Co., Inc.; New York
- Seemann (See Harmonie-Verlag)
- Select Music Company (See National Music Co.)
- SESAC Publications; New York
- Seyfarth, G.; Lwow
- Singenberger, John (See McLaughlin & Reilly Co.)
- Singenberger, Otto (See McLaughlin & Reilly Co.)
- Smith Music Co., Inc., Wm. J.; New York
- Solunastra (See Haberer-Helasco)
- Stahl, Wm. C.; Milwaukee
- Stamps-Baxter Music Company, Dallas, Texas; Chattanooga, Tenn.; Pangborn, Ark.
- Standard Music Company (See National Music Company, Inc.)
- Standard Songs (See National Music Company, Inc.)
- Thorsings Musikforlag, Alfred; Copenhagen
- Towarzystwo Wydawnicze Muzyki Polskiej; Warsaw
- Union de Compositores; Barcelona, Spain
- Urgelles, J.; Barcelona
- Urmeneta (See Ediciones A. Urmeneta)
- Vincent, Howard & Preeman (See Cole)
- Vitak-Elsnic Co.; Chicago
- Warde Company, Harry (See Chart Music Publishing House, Inc.)
- Warszawskie Towarzystwo Muzyczne (Warsaw Music Society); Warsaw
- Western Accordion Music Company (See Chart Music Publishing House, Inc.)
- Westmore Music Corporation (See Cross & Winge)
- Windsor Music Company (See National Music Co.)
- "W.J.R." (See Edition "Jastrzab")
- Yanguas, Mariano; Madrid
- "Zaiks" Związku Autorow, Kompozytorow i Wydawcow; (Authors-Composers and Publishers Association of Poland)
- SESAC also controls all performing rights to the compositions and works as indicated, of the following:
- Eulenburg, Ernst; Leipzig (Symphonic Orchestral works)
- Fischer, Verlag, S.; Berlin (Radio plays)
- Gordon, Paul; Berlin - Paris (Radio plays, one act plays, sketches, scenes, skits, short stage plays and short operettas)
- Lienau'sche Musikverlage; Berlin
 Carl Tobias Haslinger; Vienna
 H. R. Krentzlin; Berlin
 Musikverlag Haslinger; Vienna
 Musikverlag Adolf Koester; Berlin
 Schlesinger'sche Buch & Musikhdlg; Berlin
 Otto Werntal; Berlin
- Reinecke, Gebrueder; Leipzig
 including:
 Joh. Foerster; Pirna
 Gustav Haushahn; Madgeburg
 J. Loebel; Zittau
 Rich. Noske; Borna
- Schuberth, Jr., Fritz; Leipzig (Symphonic Orchestra Works and Chamber Music)
- Steingraeber Verlag; Leipzig (Orchestral works and Chamber Music)
- Vieweg, Chr. Friedr.; Berlin (Orchestral Works, Chamber Music and Musical Dramatical Works)

American Society of Composers, Authors and Publishers

(Continued from page 552)

- | | | |
|-------------------------------|-----------------------------------|-----------------------------------|
| Summy, Clayton F., Co. | Crumit, Frank, Songs Co. | Williams, Clarence, Mus. Pub. Co. |
| Superior Music, Inc. | Haviland, F. B., Pub. Co. | Willis Music Company |
| Tesio, P., & Sons | Worth, Geo. T., & Co. | Witmark, M., & Sons |
| Major Music, Inc. | Volkwein Bros., Inc. | Wood, B. F., Music Co. |
| Tesio-Major, Inc. | Von Tilzer, Harry, Music Pub. Co. | Words & Music, Inc. |
| Victoria Publishing Co. | Weil, Milton, Mus. Co., Inc. | Davis, Coots & Engel, Inc. |
| Villa Moret, Inc. | White-Smith Mus. Pub. Co. | Engel, Harry, Inc. |
| Vogel, Jerry, Music Co., Inc. | | Keit-Engel, Inc. |

WPA FEDERAL THEATER

★ RADIO DIVISION ★

Evan Roberts	Managing Director
Ivan Black	Manager of Department of Information
Elsie Dick	Continuity Editor
Oliver W. Nicol	Production Manager
Morris Segal	Manager of Technical Department
Hal Stephens	Business Manager
Brian J. Byrne	Director
Charles Crumpton	Director
Edward R. Downes	Director
Al Garry	Director
George Randall	Director
Karl Schulz	Musical Director

One of the finest non-commercial organizations in the radio field, the WPA Federal Theater Radio Division, since its inception March 23, 1936, has received more than \$4,500,000 in free time from networks and individual stations. That figure is more than ten times larger than the entire cost of the project, which is confined to salaries for 150 persons who would ordinarily be among the unemployed. Audience listening to the project's radio presentations has been conservatively placed at 10,000,000 persons weekly, all served by a competent staff of writers, producers, actors, technicians and sound men who combine to present the finest in educational and cultural broadcasting.

Here is a list of the Radio Division's 1938 **series**:

- 1—**THEIR GREATEST STORIES** over WOR, MUTUAL and CANADIAN NETWORKS.
- 2—**TISH** by Mary Roberts Rinehart over WABC and the COLUMBIA NETWORK.
- 3—**EPIC OF AMERICA** over WOR, MUTUAL-CANADIAN NETWORKS.
- 4—**PROFESSIONAL PARADE** over WJZ and the BLUE NETWORK of NBC.
- 5—**CHORAL CONTRASTS** over WOR and the MUTUAL NETWORK.
- 6—**SAFETY MUSKETEERS** over WABC and the COLUMBIA NETWORK.
- 7—**THE WORLD IS YOURS** over WJZ and the BLUE NETWORK of NBC.
- 8—**TREASURES NEXT DOOR** over WABC and the COLUMBIA BROADCASTING SYSTEM.
- 9—**DRUMS** over WOR, MUTUAL and CANADIAN NETWORKS.

- 10—**MR. MERGENTHWINER'S LOBBIES** over WOR, MUTUAL-CAN-ADIAN.
- 11—**MEN AGAINST DEATH** over WABC and the CBS NETWORK.
- 12—**ACCIDENT PREVENTION** Series over WOR.
- 13—**ONCE UPON A TIME**—WOR-MUTUAL BROADCASTING SYSTEM.
- 14—**HISTORY IN ACTION** over WHN and WNYC and the INTERCITY NETWORK.
- 15—**PIONEERS OF SCIENCE** over WLW LINE, INTERCITY and WINS.
- 16—**LITERARY FORUM** over WHN and the WLW LINE.
- 17—**SYMPHONIC DRAMAS** over WQXR and WNYC and INTERCITY NETWORK.
- 18—**GILBERT AND SULLIVAN** over WQXR and WNYC and INTERCITY NETWORK.
- 19—**JULES VERNE** over WHN and the WLW LINE.
- 20—**BACKSTAGE INTERVIEWS** over WHN and the WLW LINE.
- 21—**OPERETTA MEMORIES** over WMCA, INTERCITY and WINS.
- 22—**THIS WAS NEWS** over WHN, WLW LINE and WINS.
- 23—**EVENING SERENADE** over WMCA and the INTERCITY NETWORK.
- 24—**SERENADE AT EIGHT** over WMCA and the INTERCITY NETWORK.
- 25—**EXPERIMENTS IN SYMPHONIC DRAMA** over WNYC and the INTERCITY NETWORK.
- 26—**THE NATIONAL PUBLIC HOUSING CONFERENCE** Series over WHN and the EMPIRE STATE NETWORK.
- 27—**FAMOUS SHORT STORIES** over WHN and the EMPIRE STATE NETWORK.
- 28—**OUR NEIGHBORHOOD**, WNYC and INTERCITY.
- 29—**WHAT GOOD IS ART?** WNYC and INTERCITY.
- 30—**OUT OF THE HALL OF RECORDS**, WNYC and INTERCITY.
- 31—**OSCAR WILDE'S PLAYS** over WQXR.
- 32—**BACK TO BUSINESS** over WNEW.
- 33—**TRAGEDY OF MAN** over WQXR.
- 34—**EXPLORING THE ARTS AND SCIENCES** over WQXR.
- 35—**FOUR ARTS FORUM** over WHN.
- 36—**CONTEMPORARY THEATRE** over WQXR.

In addition to these programs, the Radio Division has presented many programs of local value only, including musical, educational and cultural shows. Noteworthy is the fact that due to the success of the project, branches have been established throughout the country, all fed by the parent body in New York City, and all seriously engaged in the broadcasting field today.

Material success of the project is also not to be overlooked. There is a constant exchange of talent, for as the entertainers move into the professional ranks, new aspirants are taken into the fold, but the staff number of 150 never varies.

Public and press acceptance of the Radio Division has been unanimous. The top honor came to the project in the past year when the Women's National Radio Committee gave its 2nd award to "Epic of America" for its educational value to the radio listeners.

SHOWMAN'S CALENDAR

FOR 1939

—JANUARY—

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

—FEBRUARY—

- 3: Horace Greeley Born (1811).
- 4: Col. Charles A. Lindbergh Born (1904).
- 5-12: National Boy Scout Week.
- 7: Charles Dickens Born (1812).
- 9: Nebraska Admitted (1867).
- 11: Thomas A. Edison's Birthday.
Daniel Boone Born (1734).
- 12: Lincoln's Birthday (Alaska, California, Connecticut, Delaware, Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Montana, Nevada, New Jersey, New York, North Dakota, Ohio, Oregon, Pennsylvania, South Dakota, Tennessee, Utah, Virgin Islands, Washington, West Virginia, Wyoming).
Georgia Day.
- 14: Valentine's Day.
Admission Day (Arizona).
- 15: Destruction of the Maine (1898).
- 22: Washington's Birthday (All the States, Territories, District of Columbia and Colonial Possessions).
Ash Wednesday (First Day of Lent)
- 27: Henry Wadsworth Longfellow's Birthday.
First Railroad Charter (1827).

—MARCH—

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

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

—APRIL—

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

—MAY—

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

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

□
-JUNE-

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

□
-JULY-

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

□
-AUGUST-

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

-SEPTEMBER-

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

□
-OCTOBER-

- 1: Missouri Day.
- 5: Wright Brothers Took First Long Distance Flight in Airplane (1905). Yom Kippur (Hebrew).
- 8: Chicago Fire (1871).
- 9: Fraternal Day (Alabama).
- 12: Columbus Day.
- 14: Farmer's Day (2nd Friday) (Florida).
- 18: Alaska Day.
- 19: Surrender of Cornwallis (1781).
- 27: Navy Day.
- 29: National Girl Scout Week (Ends Nov. 4).
- 31: Hallowe'en. Admission Day (Nevada).

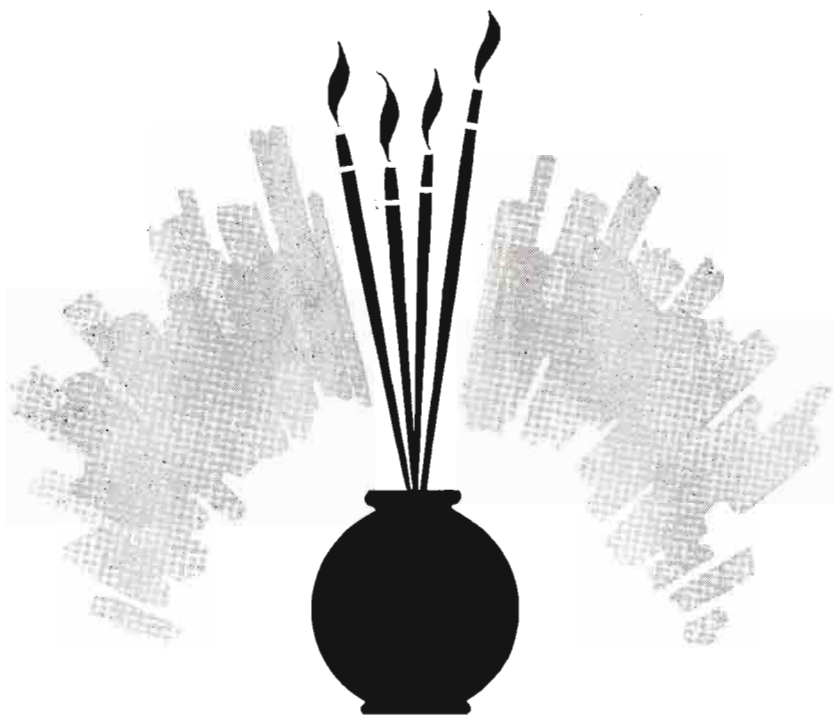
□
-NOVEMBER-

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

□
-DECEMBER-

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

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



**STUDIO
OF COMMERCIAL ART**

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*Catering to the Artistic Needs
of Radio Advertising*

PROMOTION DIGEST

101 Tried and Proven Showmanship Ideas

Compiled by

TED LLOYD

of the Staff of RADIO DAILY



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

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

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

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

DISPLAY

"Lone Ranger" Campaign

"The Lone Ranger," now being carried on WCKY, Cincinnati, by Schulze Baking Co. in behalf of Butter-Nut Bread and Dolly Madison Cakes, carries with it probably the most intensive promotion campaign in the history of Cincinnati radio advertising.

All Schulze driver-salesmen are wearing 10-gallon cowboy hats, red bandanas and large badges publicizing the program, on their daily rounds. The men have also placed wall and window signs in 3,500 bread outlets in Greater Cincinnati, in addition to 7,000 pennants calling attention to the "Lone Ranger" broadcasts.

For two weeks, every loaf of Butter-Nut Bread sold in Cincinnati and vicinity was banded with a special red label, giving the time of the program on WCKY. Bread wrappers also have the program information and these will be used indefinitely.

The entire campaign, with explanations of premiums to be given later, was outlined at a meeting of the driver-salesmen at the Sinton Hotel prior to the first broadcast.

Sea Food Campaign

To promote its popular Housewives' Protective League, conducted by Fletcher Wiley over KNX, Los Angeles, Superior Sea Food Co. placed on each of its new delivery trucks a large painted sign calling attention to the show, aired daily, Monday through Friday. Broadsides and "teaser" announcements to the retail trade were also used. Hillman-Shane Advertising Agency has the account.

News Bulletin Board

WHBF, Rock Island, has constructed a news bulletin board in the lobby of the Safety Building where they have their Rock Island studios. Latest news bulletins, both local and U.P., are posted on the board immediately after broadcast. It is particularly convenient for office workers who are unable to listen to radio during working hours. Board also lists the times of regular WHBF newscasts.

KELO Jell-O Weight Guessing

A shimmering, shivering, towering mold of Jell-O, reputed to be the world's largest Jell-O dessert, was displayed recently by the KELO-KSOO Merchandising Department in the show windows of Sioux Falls (S. D.) Gas Co. The

giant dessert was made in specially constructed molds and placed inside a large Electrolux Refrigerator. Hundreds visited the exhibit to inspect the unusual display and enter a contest to estimate the weight of the Jell-O dessert. First prize was awarded to a theater employee who estimated the weight at 92½ pounds . . . just one ounce more than the correct weight. All contestants were given Jell-O recipe books and General Foods' Radio Brevities Magazines.

According to reports received by the KELO-KSOO merchandising department, Jell-O sales response in the Sioux Falls territory has been extremely gratifying.

KGER's Billing

A baker's dozen of thirteen fullsize billboards are now telling the population of Long Beach, California, about some of KGER's features. The printed posters carry the station's call letters in enormous block letters, with side designs emphasizing World Broadcasting System and Transradio "News On The Hour, Every Hour." Deal was made with Associated Outdoor Advertising Company.

Picture Tie-in

For showing of "The Big Broadcast of 1938" at a local theater Hal Scher of WKY, Oklahoma City arranged a lobby display of a large colored board showing stills of various studio and transmitter scenes of WKY programs and a shelf in the foreground upon which were placed various types of microphones, five in number, as used from 1928 to the present day. Backboard of the display said, "The Big Broadcasts of 1938 will be heard on WKY."

STUNT

Local Talent Build-up

WHK-WCLE, Cleveland, this week instituted a special promotional campaign among radio editors throughout the country to build an interest in local talent. Each release sent out by station will feature a thumbnail sketch of one artist, and editors will be requested to build a morgue from the material for immediate reference. Series of releases are to start this month.

Consumer Preferences

Open-minded research of buyer preferences is being inaugurated by WORL, Boston, in a

new sidewalk interview feature. Object is to stimulate buying of all commodities, and show spots a "What and Why" announcer in front of Repertory Theater, armed with questions on what each candidate prefers to buy, where he buys it, and why. Listeners supply questions, and statistician tunes in to the answers, tabulating the results, which are forwarded weekly to various businesses concerned. W. Cort Treat, station manager, eyes the stunt as a human interest and goodwill builder.

Dual Tie-up Stops Traffic

KFXJ's "Saturday Inquiring Reporter," added to the traffic problems in Grand Junction, Colo., during a joint tie-up airing between the local theater showing "Adventures of Tom Sawyer" and a boys' clothing store selling Tom Sawyer Boys' Clothes. Tickets for the movie were distributed at reduced prices at the store. The broadcast resulted in bringing over 1,000 boys and girls to both store and theater.

Forest Preservation

WTOC, Savannah, has been working with the Timber Protective Association in offering calls to the TPA trucks, directing them to the scene of fires, which, if not checked early, would do untold damage to the forests of inestimable value in production of pulp for paper manufacture. As soon as a fire is reported to WTOC a call is broadcast which speeds the fire trucks to the scene of the fire in a matter of minutes. The station has been highly commended for its aid. Other stations have now taken up this novel and noble service.

A "Piece" of the Studio

With WEW's \$70,000 studios scheduled for completion next month, General Manager A. S. Foster had 500 pieces of celotex cut and painted with the studio color design and mailed them to advertising agencies and advertisers with a letter which started: "Here-with enclosed a piece of our new studios." Letter plugged the station's achievements since going commercial last September.

Newcomers Welcomed

New residents of Fort Worth, Texas, receive personal invitations to visit the WBAP studios and witness a program in a new promotion just originated. Letter urges newcomers to listen to the station regularly and keep posted on its programs through columns of Fort Worth Star-Telegram. Lists are obtained from local Chamber of Commerce.

Annual Letter Week

Second annual letter week of WLBC, Muncie, Ind., is now being conducted with object of getting listener reaction to programs of the station and also to determine listener areas. Comparison will be made with first annual letter week of a year ago, when replies were received from 14 per cent of the total radio homes, despite fact that no prizes were offered. More than 3,000 persons responded from 150 towns, with 73.6 per cent of the letters coming from the primary coverage area and balance from secondary zone. Average audience was computed at 133,220.

Candid Camera Night

More than 300 camera fans snapped more than 3,000 pictures when WOW, Omaha, invited them to a candid-camera test recently. Event was held in the studios in cooperation with Eastman Kodak. Two hundred dollars in camera equipment served as prizes. The station has announced that several copies of the rules and regulations are available if other stations are interested.

Used Car Parade

There are lots of automobile parades, but usually with new, shiny cars in line. WROK, at Rockford, Ill., staged a parade of used cars not long ago. The WROK mobile transmitter, also equipped for P.A., had a place in the parade, and Russ Salter, announcer, laid down a barrage of description of the cars in line as the cavalcade wheeled about the city. Several sales of cars in the parade were made.

Cellophane Dollars

Dollars wrapped in cellophane are finding their way around Longview, Texas, in a promotion by KFRO. Idea is a "buy-here" variation, with the wrappers bearing such notation over station's imprint and slogan. Distribution, says station president James R. Curtis, is designed to make "citizens of East Texas more conscious that the radio station is a part of the community and that the money earned by the radio station is spent in the home territory."

Sales Boosts on Bible Dramas

Sunday Players Bible dramas, Mertens & Price production now heard on about fifty American, Canadian, Hawaiian and Australian outlets, is supported by elaborate sales plan, including announcement copy, gift booklets, miniature Bibles, Catholic prayer books, newspaper publicity, photo and mat service, show-print posters, and portable reproducing units which are made available for churches and other organizations desiring play-backs of the programs.

Lucky Doorbell

Holsum Bakers, the Paramount Baking Co. of Salt Lake City, offer 20 new shiny silver dollars daily over KSL to 20 clever Salt Lake homemakers. Stunt is: Miss Holsum actually calls on 20 Salt Lake homemakers in person. If she finds a loaf, or any part of a loaf of Holsum Bread in its wrapper the housewife receives the silver dollar. Names are read over the air with brief dramatization of the testimonial. Stunt was placed directly with Edward Broman, KSL account executive.

Exploit "Alaska" Disc

To exploit the "Alaska" episode of Ports of Call, Atlas Radio transcribed series now running on WREC, Memphis, the station capitalized on the experience of a veteran Memphis actor who had been in Skagway in the gold rush days. Special audition was given to Archie League, the old time actor, and his favorable comments upon the incidents dramatized in the program were used for a feature story. League's verdict also was used for between-program breaks and he was interviewed over the air.

League was operating a show in Skagway at the time of the famed fatal dual between "Soapy" Smith and Frank Reed, an incident dramatized in Atlas' program.

Program is sponsored by Memphis Power & Light.

Used Car Stunt

WMBH, Joplin, Mo., developed a "Battle of Wits" Used Car sales promotion program for the R. & S. Motor Sales Co. of Joplin. The contest features a sales contest between nine used car salesmen, and each salesman appears on WMBH once each day during the week. Prizes are awarded to the salesmen by the company. Each salesman has a booth and a number of used cars assigned to him for the contest, and also a common stock to draw from.

The salesmen were prepared with written copy for their first broadcast "sales talk," in which most of the standardized used car sales talks were presented. Afterwards, they were permitted to go on ad lib, because it was found that they would do better. The original contest was for one week, with a renewal in sight because of its success.

Program aired at 12:45-1:15 P.M.

Telegram a Day

Every day for a week, Buryl Lottridge, commercial manager of KTUL, Tulsa, Okla., wired leading agencies info on the station. Final tele asked their opinions of the statistigrams.

Harvey-Whipple Campaign

The Harvey-Whipple Inc. (oil burners) will start an extensive merchandising simultaneous with its new NBC-Blue network show which begins March 22. Dealers will be supplied with postcards to mail to prospects asking them to listen to the show. Cards will be timed to arrive same day that show is on the air.

Thirty-three thousand dealer broadsides will start off the radio campaign. Radio will be the sole promotion medium in the large metropolitan centers. Company has been a successful user of radio since its inception in 1933.

Canadian Promotions

Inauguration of CBC commercial network found Northern Broadcasting Co. of Canada already in an extensive promotion for CJKL, Kirkland Lake; KKGB, Timmins, and CFCH, North Bay. All three stations carried series of ten and twenty-word station breaks; banners were placed on cars, trucks, and buses; window displays were plentiful; and four-page brochure was distributed. Promotions directed attention to the major commercial offerings.

Rookie Lowdown

Radio stations KWTO-KGBX, Springfield, Mo., which will broadcast the most pretentious sports schedule in history, has arranged to take advantage of the town being one of the principal farms for the Cardinals.

On April 11th, 300 rookie hopefuls from all sections of the United States will converge on the big modern baseball plant and park in Springfield to work out under the watchful eyes of chief Cardinal officials, including Branch Rickey, Charley Barrett, Pop Kelchner, Joe Schultz, Eddie Dyer, Clay Hopper, and others. Each day during the 20-day training camp period, KWTO will broadcast 30 minutes in mid-afternoon, direct from the field, describing in detail the various activities.

Store Interviews

A survey conducted for WMC, Memphis, by an ad agency, covered actual buyers of goods rather than what the station thought was a considerable number of "stay-at-homes" usually reached by the "phone-call-to-home" method. Operatives were stationed in "selected" food and drug stores to interview customers after they had made purchases. Customers were asked "To which radio station do you listen most regularly?" Of the 1,004 reports, WMC states that 414 customers preferred that station, (leading the second station by 40.8 per cent. Cold & Co., ad agency, used women investigators, hired through the Advertising Distributors of America.

Beating Jules Verne

As stunt to ballyhoo National Air Mail Week, which gets a big play on the air starting May 15, WBBM will dramatize the efficiency and speed of air mail service by sending an ordinary broadcast electrical transcription around the world in 30 days.

Blank aluminum acetate recording will be airmailed from Chicago Municipal airport by Postmaster Ernest Kreutgen to west coast. En route from "Chicago to Chicago" it will stop off at Honolulu, Hongkong, London, Berlin, Rio de Janeiro, Havana, Miami, Washington, D. C. Local postal and aviation officials at each stop will wax a brief salute to the United States Air Mail Service on its 20th anniversary. When recording arrives here its transcribed messages in five different tongues will be aired over WBBM. Final voice will be that of Postmaster General James A. Farley to whom the record will be presented after it has been used.

Record speeded on its way Tuesday with a special broadcast via WBBM's Mobile Air Theater (Trailer Studio) from airport as Postmaster starts it westward over United Mainliner.

Egg Hunt

WTMV, East St. Louis, Ill., is staging an egg hunt for an Easter morning program. Special children's broadcast during the week preceding Easter will tell about the Radio Rabbit who is going to strew eggs in the vacant lots about town. On Easter morning announcements will be made every fifteen minutes which will give clues to the location of eggs which the station staff will plant during the night. Prizes will be awarded to the boy or girl bringing back the most bags which are stamped with the station's seal.

WREC's Safety Campaign

WREC's addition of the words "Nation's Safest City" to its usual call slogan, "The Voice of Memphis," has won the approval of Memphis officials who steered the city on its record-making safety campaign to win the National Safety Council's "safest city" award. Clifford Davis, commissioner of police, phoned Hoyt Wooten, WREC president, lauding the addition while Sergt. Forrest Mottweilder, safety officer, paid a visit to WREC studios to voice his approval. Memphis had fewer auto deaths and accidents, and accidents of other causes, than any other major city, beating out Minneapolis for the Safety Council's 1937 award.

Invite the Editors to Bee

KWTO, Springfield, Mo., has a spelling bee, sponsored by Sendol. They invited local editors to appear as contestants in a recent program. The editors did. Stunt resulted in widespread publicity for the program, as well as for other station shows, winning the good-

will of the journalists. Now it is planned to arrange a match for druggists.

Under Mayor's Auspices

The Mayor of Burlington, N. C., himself is promoting, and the city hall there provides the audition room in connection with "Burlington Junior Radio Club" sponsored by Berg's Bakery and Melville Dairy, aired over WBIG, Greensboro, N. C. The club meets every Saturday morning in the Alamance Hotel, Burlington, which incidentally is 26 miles from Greensboro. Program is further exploited by distribution of circulars with bread and milk sales.

Manly Holland is the WBIG representative in charge of the Burlington studio.

"Candid Camera Night"

Latest unique stunt helping to keep WWJ (Detroit) auditorium broadcasts well attended will be a "Candid Camera Night" staged by Jack Hill, producer of the college comedy show, "House Party." Attendance will be gained by showing a camera at the door. Dress rehearsal will be open to these shooters, who can snap scenes from any angle. Prominent photographers will judge the contest.

Quaker Oats Stunt

A promotion stunt by Quaker Oats Co. in conjunction with its NBC "Dick Tracy" series will create a force of juvenile detectives on the lookout for store robbers. Special window displays being distributed to dealers offer \$100 reward for information leading to arrest of anyone robbing the store. Fletcher & Ellis Inc. is the agency.

Community Fund

A human interest manner of handling its annual Community Fund broadcasts has been instituted by WTMJ, Milwaukee. To bring home to the Milwaukee public specific activities of the Fund and show how money is being used, tours are made via WTMJ's short-wave car to various institutions which are recipients of the Fund's bounty. These include the Orphans Asylum, Goodwill Industries, Visiting Nurse Association, Children's Hospital, Boys' Club and others.

Salesman-Emcee

Marion Beatty, one of WIBW's advertising salesmen and a representative to the Kansas State Legislature, served as master of ceremonies at the recent Democratic Victory Dinner staged by the Kansas democrats and which featured Gov. Walter A. Huxman as speaker. One hundred and fifteen dinners were held over the state of Kansas during this annual event and all dining halls were equipped with radios and loud speakers tuned to WIBW—the only outlet.

For Stamp Collectors

WCAU, has worked out a merchandising campaign for a new series, "Stamping Around the World," sponsored by the Penn Supreme Ice Cream Co. Sponsor's packages will carry stamp coupons of 1, 2 and 5 denominations, depending on the price of the package, which may be redeemed with a small amount of money for foreign postage stamps. Details will be explained to studio audience of sponsor's dealers on the first broadcast of the series.

Off the Ticker

Agencies and sponsors will receive something of a unique promotional release from WGAR. Ralph Worden, station's news editor, ripped a bulletin from the INS teletype with the news of a boost to 5 kw. for the Cleveland station and pencilled across the top—"Mr. Patt—Flash just rec'd via INS. RW." Bulletin is being photostated for release.

"Search Party" Grows

KCKN's Saturday night "Search Party" program has grown in less than a month to the extent that this week's treasure hunt attracted 32 parties numbering nearly 200 participants. With the final judging aired from the stage of the Electric Theater, the weekly stunt is aired under the sponsorship of eight local merchants, who foot the bill for over \$40 worth of prizes.

CONTEST

Snapshot Contest

A snapshot contest for amateurs will be sponsored by Lehn & Fink Products Corp., on behalf of Lysol, beginning Jan. 31st on the thrice weekly broadcasts of Dr. Allan Roy Dafeo over CBS. Contest will run six weeks, it was announced by Lennen & Mitchell, agency handling the account.

Photos submitted must be of children under 10 years old. They will be judged on basis of health and personality of the child pictured, beauty or originality of the pose or setting, and photographic excellence and human interest. Prizes will be a \$100 U. S. Saving Bond, awarded weekly, a valuable Eastman-Kodak camera, also awarded weekly, and a grand prize at the end of the 6-week period of a \$500 U. S. Saving Bond, to be awarded for best of the six weekly winners.

Angle is that famed Dr. Dafeo, knowing that his famous charges are most photographed kids in the world, would like to know what some others look like. Judges of

the contest will be Dr. Dafeo, Wilson Hicks, picture editor of Life, and Norris W. Harkness, director of instruction for the Camera Club.

WJSV Ties Up Phone Service

Larry Elliott, chief announcer at WJSV, Washington, has produced several novel stunts to promote listener interest and response for the "Aladdin's Kitchen" program of which he is emcee and producer. His most recent development seems to be a natural, judging from the tremendous telephonic response which ties up WJSV switchboard during the time the program is on the air.

The gag is to adapt the old game of "Twenty Questions" for air use by having his associate, Elinor Lee, WJSV home economist, ask yes-or-no questions which, by the answers, will serve to establish the identity of the person Elliott has selected for the game. The air audience is then requested to phone in the correct answer; first 25 right answers receiving two tickets for local theater.

The only difficulty is the problem of keeping over-enthusiastic studio auditors from shouting the answer.

A recent day's contest pointed out that the subject was one of the ten best-dressed women of the world; a beauty, according to many judges; married more than once; not in politics but affecting to a great extent the political affairs of a great country; and a woman who wouldn't give up her marriage for a kingdom. The answer of course, was the Duchess of Windsor. Over 150 completed calls came in within 15 minutes.

Successful Tournaments

Approximately \$1,500 in cash prizes will be awarded winners of the WHBF Rock Island, Bowlers Tournament when play closes this week. This promotion broke all records for tri-city bowling, especially for a first year event. A total of 900 persons from 24 towns and cities as far distant as 100 miles entered 1,178 events whereas bowling tournaments sponsored for the past several years by the Rock Island Argus and other tri-city newspapers have pulled only 700 contestants—and only 300 the first year! Entry fees of \$2.10 for men and \$1.65 for women, plus a bowlers' dance, helped raise money for the prize fund. Broadcasts of the tournament play, which has been in progress for the past six weeks, were sponsored on a cooperative basis by local firms. The Nash dealer sponsored a daily broadcast which gave local bowling scores and news of the tournament.

As the bowlers' event closes, WHBF moves on to its second annual tri-city basketball meet to be held for four days beginning today. Twelve tri-city independent teams will play for a trophy to be awarded the winner. Each team pays an entry fee of \$3.00 and admission will be 10 and 25 cents for all games. WHBF's 1937 basketball meet broke all attend-

ance records for independent basketball in the tri-cities. Both the basketball and bowling meets have been under the direction of Ray Anderson.

"Cinderella" Contest

The Elizabeth Arden "Music of Romance" program over MBS has added a contest feature to run until February 8. Idea is to select a "modern Cinderella" from women listeners. The Arden Cinderella will be the writer of the best letter on the topic "What is your most personal beauty problem and why haven't you overcome it?" "Cinderella" will be rewarded by having her "dreams come true," via a trip to New York with first-class accommodations, a three-week stay in the big city at the "very best hotel," and a complete course of beauty treatments in Elizabeth Arden's Fifth Avenue Shop. Cecil Warwick & Legler handles the account.

Scholarship Contest

A contest with a scholarship as prize has been prepared by Cleveland College, for airing over WHK. Setup calls for five talks of five minutes each to be given by faculty members of the school. At the conclusion of each talk, lecturer will ask five questions. When listeners have figured out all 25 replies and submitted them before deadline, winners will be selected. Talks have been spotted for early evening hours, when students are able to listen.

Sponsors in many cases rate the portable unit on a par with the broadcasts because of personal contacts made possible through presentation of the disks to special groups. First Federal Savings & Loan has four playbacks in constant service.

Go for Playing Cards

A single announcement on Mr. Fixit's Civic Service Program heard nightly on WIL, St. Louis, brought more than 800 replies, each representing an investment of at least \$1. Mr. Fixit offered a deck of playing cards for three coupons each from a can of coffee costing 30 cents, and a dime to cover federal tax on cards. Sponsors of the Civic Service Program, than satisfied with the results from only one the David G. Evans Coffee Co., were more mention of the offer.

Essay Contest

The Made in America Club Inc. is conducting an essay contest on WBNX for boys and girls between the ages of 10 and 14 years. The essays must not be more than 100 words on the subject: "Why All Americans Should Buy American." The children are requested not to stress boycotts but rather a constructive argument as to the far-reaching benefits to be derived from such a movement, and particularly its effect on unemployment. The girl and boy submitting the best essays

will receive a bicycle. Runners-up get skates, sleds, books, baseball outfits and musical instruments, all donated.

Riddle Contest Clicks

A riddle contest, with the program titled "Riddle Me This," has clicked on WTMJ, Milwaukee.

The show, tested as one of a new nightly "quizzer" series with only \$1 prizes, pulled more than 300 responses at its first airing. Contestants represented all walks of life, with such professional men as professors, lawyers and dentists predominating.

The program is handled with an M.C. and a "riddle" man who pops in seemingly from nowhere with his riddle bag, and the two bat the dialogue back and forth. Three conundrums are broadcast for solving and the contestant submits his answers. Transcribed brass band music is used for interlarding.

This is one of three "quizzer" programs which WTMJ is using to build up the nightly 10:15-30 period.

Scottie Pups Free

Dog lovers get an opportunity to win pedigree Scottie dogs in a new contest aired in conjunction with Steve Severn's "Pet Club of the Air." Saturday afternoon feature sponsored over WOR by Doyle Packing Co. for a dog and cat food. Three pups will be awarded weekly, with contest details to be announced.

Egg-Eating Contest

WNOX and its newspaper affiliate, the Knoxville "News-Sentinel," staged a championship egg-eating contest last week which attracted 2,700 to the studio which only accommodates 700.

Horace Hunnicutt of the "News-Sentinel" acted as the emcee for the program which was aired to the radio audience. Contest will be shown as a part of forthcoming Universal Newsreel clip. The winner, who downed 60 eggs in 55 minutes, was Robert Sauls, a 203-pounder.

Station is now mulling over the possibility of staging a five state egg-eating championship.

KELO's "Cookie Jar"

KELO's "Cookie Jar" program is a children's quizz show in which seven boys and girls of the same grade school classification are chosen to answer especially selected questions with the highest scoring child winning the grand prize. Audience, composed of children, may volunteer to answer a question which one of the contestants fails to know and receive guest prizes for the correct answers. In any case everyone goes home happy as both audience and contestants receive a cookie.

“Covering” the Opera

WHK will cover the appearance of the Metropolitan Opera Company in Cleveland from April 4 to 9, extensively. In advance of the opera season WHK has conducted a series of contests which offered pairs of \$5 and \$4 tickets to adults and \$4 and \$3 tickets to senior high school students who submitted letters of fifty words telling why they enjoyed the opera from which music was presented by Louis Rich and the U.B.C. Concert Orchestra. When the troupe arrives in Cleveland at 11:00 P.M. Sunday, April 3, Nicky Burnett, who has produced the opera contest series will be aboard the train. Engineers will set up remote equipment on the concourse of the Cleveland Terminal, where the arriving celebrities will be interviewed. Homecoming celebrations will be in order for Helen Jepson, Thelma Votipka and Donald Dickson who are Clevelanders.

Before “La Traviata” is presented in Cleveland’s Public Auditorium at 8:00 Monday night, WHK will have Ellen Cornell, style expert from the Higbee Company and sponsor of the station’s oldest unbroken commercial series, describing the arrival of society, and the formal clothes being worn by the ladies. Les Biehl will don top hat and tails to announce the remote from the Foyer of the Public Auditorium.

TIE-UP

Kiddie Revue Tie-up

Added build-up is being given youngsters starred on the “Kiddies’ Revue,” KLZ-KVOR amateur variety show, through a personal appearance tie-up completed with managers of Denver’s Fox Theater chain by Howard R. Chamberlain, KLZ production manager.

After the show, sponsored jointly by Old Homestead Bread Co. of Denver and Star Baking Co. of Colorado Springs, is aired on Saturday morning, the entire cast presents a variety show from the stage of one of the theaters. Picture house managers cooperate by exhibiting “shorts” designed to attract a juvenile audience.

Buy Time for Schools

Local stationery and office-supply store in Grand Junction, Col., has bought time on KFXJ for program devoted almost entirely to school activities. Station sales department arranged with local school system and Mesa College to handle broadcasts, and airings feature talks by faculty members and various offerings of the different school departments. Brief introductory and commercial plugs satisfy the sponsor. And he sells school supplies.

Cigar Band Tie-up

Tie-up between a kid show and the advertising of cigars is made over KCKN, Kansas City, by using cigar bands (received from fathers) as the admission price for the studio audience. Show consists of a community sing and impromptu stunts by the juvenile audience with Owen Balch acting as the ring master. Candy bars are distributed to those in the audience presenting five or more bands and a grand monthly prize of a bicycle is given to the boy or girl scoring the greatest number of points in a cigar-band collecting contest.

“Willie Talks”

Willie is a ventriloquist’s dummy, but no Edgar Bergen makes him articulate. Instead, the engineering department of KFRO in Longview, Texas, installed a speaker inside of him, and made him a member of the promotion department. Willie is taken around town, where he gives performances, via clever scripts, before many local service clubs, working in some plugs for the station. He has already appeared at the Lion’s Club, and is slated for Kiwanis and Rotary shortly, to say nothing of the Junior Chamber of Commerce.

Lone Ranger Tie-up

With the advent of WFIL’s Lone Ranger disk series, department stores sales of cowboy suits, masks, and etc. have skyrocketed. At present station has some 2,500 Lone Ranger troops formed with 10 members to a troop. 18x10 legal-looking charters for the troops are being mailed to 5,000 persons. Average mail received daily is running about 800.

Station has made tie-up with newspaper to carry column of lone ranger news, and with theaters running the movie serial. Safety awards are being made weekly of bronze plaques to the troop making the greatest contribution to highway safety during the week.

Public Library Tie-up

WSAR announces an educational feature, presented in cooperation with the Fall River Public Library. The program, known as “The Bookshelf” is heard Tuesday afternoons at 2:00 P.M. and in addition to mentions of new books added to the Public Library, it calls attention to various works soon to be published and reviews the more important books. At present, a free offer is attracting a large mail response. The program is conducted by Francis J. McLaughlin, Jr., station production manager.

National Guard Tie-up

WLBC has inaugurated something new in military broadcasts in a tie-up between the

station and the Muncie National Guard unit. Otis Rush, chief announcer, and Henry Marks, announcer, have worked out a system whereby the questions asked by Captain Elliot Watts of the U. S. Army during his tour of the ranks are aired over the station. The two WLBC announcers follow the Captain with a mike and air every word. Captain Waters, of the local unit, was enlisted to assist the announcers in defining terms for the listening audience.

50,000 "Secret Sixers"

More than 50,000 St. Louis boys and girls are now enrolled in the "Secret Six Clubs," promotional angle on the electrically transcribed serial "Speed Gibson," now about 45 episodes old over WIL. Show is sponsored by Mildland Baking Co. (Toastmaster Bread), through Schaeffer-Brennan agency. Contact between bakery and juvenile "club members" is made by bakery's salesmen-drivers. Latter already have complained of long delays on their delivery routes, while groups of "Secret Sixers" quiz them on "Speed Gibson."

WBT Shriner Tie-up

In connection with national Shriner's convention to be held in Charlotte on March 23-25, WBT will put on a gala broadcast from 11:30 P.M. to 2:00 A.M. Shriners will salute their home towns and dance music will be broadcast. WBT will also take part in the welcoming ceremonies Tuesday evening, March 22nd, when the Shrine President's train arrives with a thousand or more delegates who will be picked up en route from Kansas City.

Civic Theater Tie-up

Through a tie-up recently completed with Denver's Civic Theaters, KLZ is receiving a valuable good-will build-up by supplying news flashes for presentation over the seven-house public address system on "bank nights" every week.

The air headlines are transmitted to the theater audiences while the drawings are in progress, with a reminder that complete details of the condensed stories will be aired.

Mutual's Network Score

New piece by Mutual's sales promotion department is a large sized card in several colors, more or less of caricature treatment on both sides, with the notation that one of four network advertisers used Mutual in 1937, while in December, one of every three network accounts signed were by Mutual also. Seven out of 21 network shows signed during December went to Mutual.

GIVEAWAY

Spot Picture

Instead of merely writing a series of spots for the prospective client and laying them "cold" on his desk for a reaction, WTMJ, Milwaukee, records them so that they can be heard exactly as they will go on the air and the surrounding talk or music. The recordings are then taken to the client's office and run off on WTMJ's portable audition unit.

This method of sales presentation is also being used for quarter-hour auditions of available live talent shows into which the client's selling has been built. Besides giving the client an opportunity to hear his show in his office before he signs for the airing, the transcriptions can be used by the client.

Seed Offer

Beginning today and for a period of a week thereafter, a special offer of flower-garden seeds is to be made on Procter & Gamble's popular daily series, "The Goldbergs." Continuity of the serial during the week has been written to include episodes concerning a community benefit seed sale. The audience offer specifies one Oxydol box-top and ten cents in exchange for three packets of assorted flower seeds. "The Goldbergs" broadcast Mondays through Fridays, 4:30 to 4:45 P.M., EST. Blackett-Sample-Hummert is the agency.

F. D. R. Visit

On the occasion of President Roosevelt's visit to Columbus, Georgia, Station WRBL distributed folders charting the President's tour of the city. Another co-operative effort by the station was the presentation of 10,000 flags to the city schools for the children to wave when the President's car passed. Good-will idea was conceived by Jim W. Woodruff, Jr., WRBL manager.

Shut-In Fan Pins

Patients in 28 sanatoriums, fans of Frank Burke's CKLW "San Salute" program, are busy this week designing pins to identify them as Burke fans. The prize-winning design incorporating the idea of "Frank Burke's San Salute . . . 1938," will be made up into a club pin for the listeners. The only requirement for membership in the self-started club, according to Burke, is one must be a sanatorium patient, or have an interest in them to the extent of being a listener during the three "San Salute" programs carried by CKLW, 9:00 to 10:00 A.M. Sundays, and 11:30 to 12:00 noon, Wednesdays and Fridays. Each Wednesday members of the CKLW

staff donate their time to give the shut-ins a variety show. The other two weekly shows are all-request shows with Frank Burke emceeing.

Victor's Record Book

RCA has issued its new "Victor Record" catalogue which incorporates several new features. Besides listing records issued since the last printing, it includes thousands of active-selling Victor and Red Seal numbers and its educational material has been increased. A 4-page pronunciation table of artists, titles and terms is another new feature.

Dial Chart Offer

On the occasion of its first anniversary the New York WPA radio unit is offering to listeners of all its programs a Magic Radio Dial Chart which classifies the 23 New York stations as to frequency and as to whether they are full or part time stations. Announcements of this free offer will be made on all programs produced by the WPA.

PROGRAM

Audience Building

A broadcast that is expected to make radio history of some sort will be aired by KLZ in Denver this Thurs. night when the station's entire staff joins to observe the first anniversary of "Boners Court," novel show that finds errant announcers brought to justice for verbal crimes detected by listeners.

Although the "court" sessions usually are conducted on Wed. afternoons, the "judge," Program Director Arthur Wuth, and the various "defendants" decided to hold the first birthday party in the Lincoln Room of the adjoining Shirley-Savoy Hotel, enabling some 1,700 long suffering listeners to attend.

With no build-up other than occasional spot announcements, plus plugs at last week's session of "Boners Court," KLZ has already peddled more than a thousand admission tickets.

The anniversary broadcast will be capped when some listener, yet unknown, receives an award for having submitted "the prize boner of the year," being selected by Bailiff Frank Nagel and Clerk Charlie Inglis, who are busy pouring through the records.

An Auspicious Start

KWNO, Winona, Minn., inaugurated its first major promotion since the station formally opened in January with Talent Roundup, an amateur contest with a New York trip as grand prize and 93 other awards for the

runners-up. Program, which will run daily for 13 weeks with weekly stage appearances for winners of previous broadcasts, was announced a week in advance of the initial airing as a participating deal for rural merchants with handbills, window cards, direct mail, truck signs, full-page newspaper advertisements and station break announcements. Bill Mickel, station manager, and Arden Gifford planned the campaign.

Working with the C. of C.

Station KTSA, San Antonio, is broadcasting a series of special 15-minute broadcasts during the Chamber of Commerce good will tour of the Rio Grande Valley this week. Station Manager George Johnson said that various cities to be visited by the trade trippers will be saluted, and that Mayor C. K. Quinn will appear on several of the programs. Corpus Christi is being honored today at 1 P.M. with his honor delivering a short talk from the KTSA studios in the Gunter Hotel. The spiel will take place while the San Antonians are dining with the Gulf Coast city chamber of commerce.

Weslaco is to be saluted at 8:15 A.M. and Mission at 12:45 P.M. Wednesday, with Mayor Quinn featuring the last named program.

A salute to Harlingen is scheduled for 8:15 A.M. Thursday. The Friday broadcasts at 8 A.M. and 12:45 P.M. will honor Brownsville and Kingsville, respectively, with the Mayor appearing on both programs each noonday.

Breaking Used Car Jam

A powerful goodwill promotion is being staged by WTMJ, Milwaukee, in an effort to break the used car jam existing among Greater Milwaukee's 160 automotive dealers.

The special air campaign, running throughout the month of February with the theme, "Rid the Road of Jallopies," involves a minimum of 12 special broadcasts and frequent daily intermediate announcements and station breaks to focus public attention on today's used car buying opportunities. The broadcasts include such special events as a mammoth bonfire which burns old "jallopies" and the scene at an abandoned stone quarry pit where other "dated" motor cars are hurled to their doom.

"To Our Advertisers" on KIDO

A Sunday promotional program directed and dedicated "To Our Advertisers" started Feb. 6 as a new feature on KIDO, Boise, Ida. Each week one of the local business house advertising managers is invited to appear on the program for a short interview.

Another new department is the "Question Box" which attempts to answer any listener queries pertaining to radio.

Newsy News

In search of a new idea for news presentations, WISN, Milwaukee, turned up with a feature last week called "News in the News" which drew a huge listener response. New feature includes a discussion of the week's biggest news stories by Jerome Karpf, Editor-in-Chief of the Milwaukee News-Sentinel, and Alan Hale, WISN newscaster. Program is set for Friday airing at 6:30-6:45 P.M.

Triple-Show Campaign

The merchandising department of WMT, Cedar Rapids, Ia., went to town in no small way in promoting the three new Quaker Oats programs, "Dick Tracy," "Margot of Castlewood" and "Aunt Jemima," now being aired five days a week. Cedar Rapids is the home town of Quaker Oats with 1,200 families dependent on the organization to butter their bread.

The station's campaign was under the supervision of Leo F. Cole, merchandising manager, and Ray Cox, who used direct mail, newspaper, radio spots, movie trailers, etc., to advertise the three new shows. Campaign was opened with a letter to every merchant in the station's territory, calling their attention to the programs which were soon to begin over WMT advertising products carried by them. The letter urged dealers to put in window displays of Quaker Oats products, call customers' attention to the forthcoming broadcasts, and to do everything in their power to build the largest possible listening audience for the initial broadcasts. The letter further pointed out that increased sales were in store for them if they cooperated in merchandising the programs and products.

Promotion announcements were scheduled to run two weeks before the first program. A Cedar Rapids paper carried a complete story on the "Dick Tracy" program in addition to small paid ads reminding listeners to hear the three new programs over a major network and sponsored by a local firm. Mary Little, radio editor of the Des Moines Register & Tribune, devoted the greater portion of her three-column space in plugging the new programs on three consecutive days.

Entire campaign has been regarded as one of the most highly successful enterprises undertaken in this territory.

KVI Santa Helps Store Win Prize

Montgomery Ward in Tacoma, which won first prize this year for the largest sale of toys in any Montgomery-Ward store in Western Washington or Oregon, competing with 14 or 15 other stores in the contest, attributed its huge sales to the daily 15-minute Christmas program over KVI, in which Elvin Evans, KVI salesman, played Santa Claus in the store's toy department and broadcast his interviews of the youngsters. Hundreds of kid-

dies brought parents to Montgomery Ward to see Santa and the great increase in toy sales resulted. Mail order business also shot up—many orders even being sent to KVI.

High School Forum

WLBC, Muncie, dipped into the ranks of the local high school in presenting a new feature to be known as "Young America Speaks." Program is patterned after a forum with members of the World Topic classes participating. Programs will emanate from studios of station.

Cashing in on Disaster

California Consolidated Water Co. seized upon the advantages afforded by the March floods which swept southern California. Acting with lightning speed the company contracted through The McCarty Co., Los Angeles advertising agency for frequent spot announcements on KNX which was the first medium to warn the public to boil or take other precautions with their drinking water. By cashing in on a disaster and at the same time offering the community a valuable public service, the water company was swamped with orders after each announcement.

Civic Promotion

More than 35 local merchants have already purchased participation in new civic promotion program, airing daily for one hour over KYOS, Merced, California. Show is produced with Chamber of Commerce cooperation, and is devoted to boosting the city and all civic events. It combines a "Buy at Home" campaign and is scheduled for entire year. Merchants may participate one or six times weekly.

Juvenile Guest Artist

Mary Bills, KGVO Story Lady, has inaugurated a new policy in a huge promotion stunt designed to build listening interest. Each broadcast in the future will feature guests picked from the juvenile listening audience who will relate a children's fairy story over the air. Sponsor will serve guests with milk in the studio on each show. Program is heard Fridays, 5-5:30 P.M.

"What's On the Air"

Logged as "What's On the Air Tonight," this is a program resume over KFRO, Longview, Texas. But it covers more than the Longview station and airs five minutes nightly under sponsorship. Program is carefully edited to choose best programs available to East Texas listeners for each half-hour throughout the evening. Since radio store is the sponsor, several "hard-to-get" stations are included, and listeners are advised to visit sponsor if their sets can't bring in the program.

BROCHURES

Atlas Promotion Splurge

The Morris Plan Bank of Virginia has flooded the city of Richmond with window cards, posters and car-cards calling attention to the "Ports of Call" program which they sponsor on WTAR. This is utilization of the Atlas Radio Distribution Corp. "press-book" idea for sponsors and stations to exploit Atlas shows.

The Virginia bank picked out the art work from the exploitation section of the book which they thought would help advertise their weekly program. Then the WTAR sponsor wired an order to Dave Davidson, Atlas promotion and advertising manager. He gave the job to the printer, who delivered the printed matter to Virginia within 48 hours.

Latest of the Atlas press books, giving a complete campaign for exploiting "Magic Island" series, has just been put out by Davidson. It is departmentalized into accessories, advertising, exploitation, publicity and promotion, all combined in a handy filing-case folder.

NBC Brochure on Music

National Broadcasting Company has brought out an illustrated brochure showing the quality and amount of music heard on the network since its inception. Noted conductors, soloists and Symphony orchestras are listed as well as the Metropolitan Opera Company broadcasts. A list of "music firsts" broadcast over NBC webs is set down in chronological order. Illustrations are mostly photographs, intimate studies and closeups of famed artists. Cover of the booklet is a reproduction of an old manuscript. Period covered is 11 years of NBC history.

According to Roy C. Witmer, vice-president in charge of sales, less than 30 per cent of NBC's radio day on each network is paid for by commercial sponsors, the remaining 70 per cent being taken up with programs presented by NBC to maintain a ready audience and responsive market. Broadly speaking, Witmer states that this 70 per cent is NBC's "editorial content."

Psychology Stuff

WINS, New York, is presenting a new series of programs that is designed for the practical guidance of the layman in everyday psychological problems. Known as "Who's Abnormal," the series features Dr. Daniel Harris, authority on psychology.

Cooking School Poll

Results have been announced in the 1938 radio popularity poll conducted at the annual Des Moines Cooking School. More than 1500 women attended the school this year. There were 17,061 votes cast for 323 programs out of a possible 576 programs being broadcast over Des Moines' three stations this particular week. Ten of the top 100 shows were local. Of these ten, six were KRNT programs, 2 KSO and 2 WHO. Favorite of all local shows was KRNT's "Hawkeye Dinnertime" which was also second among all daytime program favorites. A total of 4,680 votes were cast for 132 announcers. For the second year in a row, Dale Morgan, KSO-KRNT announcer was the winner; Ranny Daly, KSO-KRNT, was second; James Wallington, network, was third; H. R. Gross, WHO, fourth, and Don Wilson, network, fifth.

Local Service Plugged

The record of WQAM's service to its community is contained in a green covered booklet which the Miami station has just issued. Service features of CBS are not included in the brochure which stresses local WQAM programs. The station's news commentator, time signal service, weather, frost and storm reports, religious, educational, safety education, municipal, chamber of commerce and other organizational and similar programs are described in the booklet.

WKRC's "Schmaltz"

"Schmaltz," with credit to Deems Taylor, is the title of a 24 page 6x12 inch booklet sent out over the weekend by WKRC. Promotion piece tells the success story of Kitchen Klenzer which is now selling a case of its product in Cincinnati for every can it sold before it went on the station.

Program that did the job was a women's show, "Meet the Missus." A letter, signed by John McCormick, general manager of WKRC, stated that "local advertisers buy 50 per cent more time on WKRC than on all other local stations combined!"

"The Lady Is a Champ"

That's the fetching title of a new WHN brochure which "introduces" Mrs. Ida Bailey Allen. Done in effective black and white and red, it gives Mrs. Allen's general and radio background, the station's coverage, as well as an idea of the home economist's method of procedure.



PROGRAMS OF 1938



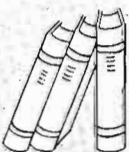
***Major Networks
COMMERCIAL***



***Major Networks
SUSTAINING***



***Pet Programs of
Stations Everywhere***



A COMPLETE LISTING OF MAJOR NETWORK COMMERCIAL PROGRAMS OF 1938

Following is a complete listing of all national network commercial programs heard during the twelve-month period ending Jan. 1, 1939. Listing includes in addition to the program title, network, sponsor, product and agency handling the account. Compiled through the cooperation of NBC, CBS and MBS.

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Acme White Lead and Color Paints	Smilin' Ed McConnell	NBC—Blue	Henri, Hurst & McDonald
Adam Hat Stores	Boxing Bouts	NBC—Blue	Glicksman Advertising Co.
Affiliated Products, Inc.	John's Other Wife	NBC—Red	Blackett-Sample-Hummert
Louis Philippe, Edna Wolloce Happer Cosmetics	Romance of Helen Trent	CBS	Blackett-Sample-Hummert
Albers Bros. Milling Co.	Good Morning Tonite	NBC—PC	Erwin, Wasey & Co.
Cereals	Renfro Barn Dance	MBS	Russell M. Seeds Co.
Allis Chalmers Mfg. Co.	Family Party	NBC—Blue	Bert S. Gittins
Allis Chalmers Mfg. Co.	American Radio Warblers	MBS	Weston-Barnett
American Bird Products, Inc.	Eddie Duchin's Orchestra	NBC—Red	Young & Rubicam
Bird Food	Dorothy Thompson	NBC—Red	Comptom Advertising
American Cigarette & Cigor Co.	People in the News	NBC—Blue	Compton Advertising
Pall Mall Cigarettes	The Preakness (Horse Race)	NBC—Red	Joseph Katz Co.
American Oil Co.	Armco Band	NBC—Blue	N. W. Ayer & Son
Gas and Oil	Your Hit Parade	CBS	Lord & Thomas
American Rolling Mill Co.	Your News Parade	CBS	Lord & Thomas
Steel	Kay Kyser's Musical College	NBC—Red	Lord & Thomas
American Tobacco Co.	Your Hollywood Parade	NBC—Red	Lord & Thomas
Lucky Strike Cigarettes	Melody Puzzles	NBC—Blue	Lord & Thomas
	Buddy Clark and Orchestra	MBS	Lord & Thomas

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
American Tobacco Co. Roi-Ton Cigars	Man to Man Sports Sophie Tucker and Her Show Ben Bernie and All the Lads	CBS-PC CBS CBS	Lawrence C. Gumbinner Advertising Agency Lawrence C. Gumbinner Advertising Agency Young & Rubicam
American Tobacco Co. Half & Half Tobacco	Hammerstein Music Hall Our Gal, Sunday Easy Aces Just Plain Bill Football Broadcasts	CBS CBS NBC—Blue NBC—Red CBS-NE	Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert N. W. Ayer & Son
Anacin Co. Anacin	David Harum	NBC—Red	Blackett-Sample-Hummert
Atlantic Refining Co. Gos & Oil	Ballard's Oven-Ready Biscuit Program	NBC—Red	Henri, Hurst & McDonald
B. T. Babbitt Co. Bobo-O Cleaner	Arthur Godfrey	CBS	Erwin, Wasey & Co.
Ballard & Ballard Co. Biscuits	Famous Actor's Guild (Second Husband with Helen Menken) Album of Familiar Music Inside of Sports	CBS NBC—Red MBS	Blackett-Sample-Hummert Blackett-Sample-Hummert Ivey & Ellington
Barbasol Co. Shaving Cream	California Sports Review Inside of Sports Your Unseen Friend	CBS-PC MBS CBS	McKee, Albright & Ivey Ivey & Ellington Albert Frank-Guenther Law
Bayer Co. Aspirin	Mrs. Wiggs of the Cabbage Patch Tracer of Lost Persons The Hughesreel	NBC—Red NBC—Blue NBC—Red	Blackett-Sample-Hummert Blackett-Sample-Hummert Young & Rubicam
Bayuk Cigars, Inc. Phillies	Terry and the Pirates	NBC—Red & Blue	Stack-Goble Advertising Co.
Bayuk Cigars, Inc. Phillies	Romance of Helen Trent	CBS	Blackett-Sample-Hummert
Beneficial Management Corp. Personal Loans	Mrs. Wiggs of the Cabbage Patch Monday Night Show	NBC—Red CBS	Blackett-Sample-Hummert U. S. Advertising Corp.
Bisodol Co. Bisodol	For Men Only	NBC—Red	Pedlar & Ryan
Borden Co. Milk	Town Hall Tonight Game Hunt Avalon Time	NBC—Red NBC—Red NBC—Red	Young & Rubicam Young & Rubicam Russel M. Seeds Co.
Bowey's Inc. Chocolate Milk			
A. S. Boyle Co. Old English Floor Wax			
Brewers' Radio Show Association Brewers			
Bristol-Myers Co. Vitalis			
Bristol-Meyers Co. Ipana, Sal, Hepatoco			
Brown & Williamson Tobacco Corp. Avalon Cigarettes			

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Brown & Williamson Tobacco Corp. Bugler Cigarettes	Plantation Party	MBS & NBC—Blue	Russel M. Seeds Co.
Brown & Williamson Tobacco Corp. Raleigh and Kool Cigarettes	Tommy Dorsey's Orchestra Kentucky Derby (Horse Race)	NBC—Red	Batten, Barton, Durstine & Osborn
Buick Motor Co. Motor Cars	Louis Vs. Schmeling (Boxing Bout)	NBC—Red and Blue	Batten, Barton, Durstine & Osborn Arthur Kudner, Inc.
Cal Aspirin Corp. Cal Aspirin	Young Widder Brown	NBC—Red	Blackett-Sample-Hummert
California, Prune & Apricot Growers' Association	Fletcher Wiley	NBC—PC	Lord & Thomas
Sunsweet Prunes	First Nighter	CBS & NBC—Red	Aubrey, Moore & Wallace
Campana Sales Co. Italian Balm, Coolies, Dressin, DDD Ointment	Grand Hotel	NBC—Blue	Aubrey, Moore & Wallace
Campana Sales Co. Dressin	Hollywood Hotel	CBS	Ward Wheelock Co.
Campbell Soup Co. Soup, Beans, Tomato Juice	Mercury Theatre	CBS	Ward Wheelock Co.
Canada Dry Ginger Ale Co. Beverages	Amos n' Andy	NBC—Red	Ward Wheelock Co.
Carborundum Co. Abrasives	Edwin C. Hill, The Human Side of the News	NBC—Red	Ward Wheelock Co.
Cardinet Candy Co. Candy	Information Please	NBC—Blue	J. M. Mathes, Inc.
Carnation Co. Milk	Carborundum Band	CBS	Batten, Barton, Durstine & Osborn
Geo. W. Caswell Co. Coffee	Night Editor	CBS-PC & NBC—PC	Thomaschke-Elliott
Chesebrough Manufacturing Co. Vaseline Products	Contented Program	NBC—Red	Erwin, Wasey & Co.
Chrysler Sales Corp. Motor Cars	Party Bureau	CBS-PC	Long Advertising Service
Cities Service Co. Gas and Oil	Dr. Christian	CBS	McCann-Erickson
Coca Cola Co. Beverage	Major Bowes' Amateur Hour	CBS	Ruthrauff & Ryan
Colgate-Palmolive-Peet Co. Dental Products	Cities Service Concert	NBC—Red	Lord & Thomas
	Coco Cola Presents the Songshop	CBS	D'Arcy Advertising Co.
	Stepmother	CBS	Benton & Bowles
	Colgate Ask-It-Basket	CBS	Benton & Bowles

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Calgate-Palmolive-Peet Co. Shaving Cream	Gang Busters	CBS	Benton & Bowles
Calgate-Palmolive-Peet Co.	Dale Carnegie, How to Win Friends and Influence People	NBC—Red	Benton & Bowles
Calgate-Palmolive-Peet Co. Palmolive Soap	Hilltop House	CBS	Benton & Bowles
Calgate-Palmolive-Peet Co. Super Suds	Myrt and Marge	CBS	Benton & Bowles
Continental Baking Co. Wonder Bread	Pretty Kitty Kelly	CBS	Benton & Bowles
Continental Baking Co. Wonder Bread, Hostess Cake	Jack Haley	CBS	Benton & Bowles
Thomas Cook & Son Travel Agency	Travel Talks by Malcolm LaPrade	NBC—Red	L. D. Wertheimer Co.
Cudahy Packing Co. Old Dutch Cleanser	The Man from Cook's Bachelor's Children	NBC—Blue	Newell-Emmett
Cummer Products Co. Energine	Radio Newsreel	CBS	Roche, Williams & Cunningham
Cummer Products Co. Molle Shaving Cream	Spy Secrets	MBS	Stack-Goble Advertising Co.
R. B. Davis Co. Cocomalt	Paul Wing's Spelling Bee	NBC—Red	Stack-Goble Advertising Co.
Delaware, Lackawanna & Western Coal Co.	Vox Pop	NBC—Red	Stack-Goble Advertising Co.
Blue Cool Coal Co.	Battle of the Sexes	NBC—Red	Stack-Goble Advertising Co.
Drockett Chemical Co. Dan-O	Joe Penner	CBS	Ruthrauff & Ryan
E. I. Du Pont de Nemours & Co. Institutional	The Shadow	MBS	Ruthrauff & Ryan
Durkee's Famous Foods Food Products	Hello Peggy	NBC—Red	Ralph H. Jones Co.
Drano	Cavalcade of America	CBS	Batten, Barton, Durstine & Osborn
Emerson Drug Co. Bromo-Seltzer	My Secret Ambition	CBS-PC	Botsford, Constantine & Gardner
Euclid Candy Co. Candy Bars	Madame Courageous	NBC—Blue	C. Wendel Muench & Co.
F & F Laboratories Cough Drops	Harriet Parsons	NBC—Blue	J. Walter Thompson Co.
	Knox Manning	CBS-PC	Sidney Garfinkel Advertising Agency
	Jenny Peabody	CBS	Blackett-Sample-Hummett

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Falstaff Brewing Co. Beer	Public Hero No. 1	NBC—Red	Gardner Advertising Co.
Fels & Co. Fels Naphtha Soap	Hobby Lobby	NBC—Blue	Young & Rubicam
H. Fendrich Inc. Cigars	Smoke Dreams	NBC—Blue	Ruthrauff & Ryan
Firestone Tire & Rubber Co. Tires and Tubes	The Voice of Firestone International Livestock Exposition	NBC—Red NBC—Blue	Sweeney & James Sweeney & James
F. W. Fitch Co. Shampoo	Interesting Neighbors Fitch Bandwagon	NBC—Red NBC—Red	L. W. Ramsey Co. L. W. Ramsey Co.
Florida Citrus Commission Citrus Fruits	How to Get the Most Out of Life —Emily Post	CBS	Ruthrauff & Ryan
Ford Motor Co. Motor Cars	Sunday Evening Hour Al Pearce & Gang	CBS CBS	N. W. Ayer & Son N. W. Ayer & Son
Gallenkamp Stores Co. Shoes	Professor Puzzlewit	NBC—PC	Long Advertising Service
Gambarelli & Davitto, Inc. Wines and Vermouth	Moonbeams	MBS	De Biasi Advertising Agency
General Baking Co. Bond Bread	Guy Lombardo & Orchestra	CBS	Batten, Barton, Durstine & Osborn
General Electric Co. Lamps	Hour of Charm	NBC—Red	Maxon Inc.
General Foods Corp. Grape Nuts	Burns & Allen Al Pearce and His Gang	NBC—Red NBC—Red	Young & Rubicam Young & Rubicam
General Foods Corp. Jello	The Jello Program, starring Jack Benny Hobby Lobby	NBC—Red NBC—Red	Young & Rubicam Benton & Bowles
General Foods Corp. Maxwell House Coffee	Good News of 1938 and 1939		
General Foods Corp. Huskies	Robert L. Ripley's Believe It or Not Joe Penner Boake Carter	NBC—Red CBS CBS	Benton & Bowles Benton & Bowles Benton & Bowles
General Foods Corp. Log Cabin Syrup	Jack Haley's Log Cabin	NBC—Red	Benton & Bowles
General Foods Corp. Diamond Crystal Salt	On Broadway	NBC—Blue	Benton & Bowles
General Foods Corp. Minute Tapioca, La France, Satina	Kate Smith (Commentary) Mary Margaret McBride	CBS CBS	Young & Rubicam Young & Rubicam

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
General Foods Corp. Swansdown, Columet	Kate Smith Hour	CBS	Young & Rubicam
General Foods Corp. Sanka	We, the People	CBS	Young & Rubicam
General Foods Corp. Postum	Lum and Abner	CBS	Young & Rubicam
General Foods Corp. Post Toasties	Joe E. Brown	CBS	Benton & Bowles
General Mills Inc. Corn Kix	Those Happy Gilmans The Grouch Club Curtain Time	NBC—Red CBS-PC MBS	Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert
General Mills Inc. Flour & Cereals	Gold Medal Hour Gold Medal Feature Time	NBC—Red CBS	Blackett-Sample-Hummert & Knox Reeves Advertising Blackett-Sample-Hummert & Knox Reeves Advertising
General Mills Inc. Wheaties	Get Thin to Music	MBS	Blackett-Sample-Hummert
General Motors Corp. Pontiacs	Jack Armstrong News Through a Woman's Eye	NBC—Red CBS	MacManus, John & Adams
General Shoe Co. Shoes	Famous Fortunes	MBS	Badger, Browning & Hersey
Goodyear Tire & Rubber Co. Gilmore Oil Co.	Farm Radio News Gilmore Circus Sales Meeting	NBC—Blue NBC—PC NBC-PC	Arthur Kudner, Inc. Botsford, Constantine & Gardner Botsford, Constantine & Gardner
Glass Container Association Glass Products	There Was a Woman Steinie Bottle Boys	NBC—Blue NBC—Blue	U. S. Advertising Corp. U. S. Advertising Corp.
Globe Grain & Milling Co. Flour	The Best of the Week	NBC—PC	Dan B. Miner
Gospel Broadcasting Association Religious	Old Fashioned Revival	MBS	R. H. Alber & Co.
Griffin Manufacturing Co. Shoe Cleaner	Time To Shine	CBS	Bermingham, Castlemen & Pierce
Griswold Manufacturing Co. Kitchen Utensils	J. Alden Edkins	NBC—Red	Batten, Barton, Durstine & Osborn
Group of American Banks Banking	Philadelphia Orchestra	NBC—Blue	Wessel Co.
Grove Laboratories Bromo Quinine	Fred Waring and His Pennsylvanians General Hugh Johnson	NBC—Red NBC—Blue	Stack-Goble Advertising Agency Stack-Goble Advertising Agency

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Charles Gulden Co. Mustard	Serenaders	NBC—Blue	Charles W. Hoyt Co.
Gulf Refining Co. Gas & Oil	Phil Baker	CBS	Young & Rubicam
H. J. Heinz Co. Food Products	The Passing Parade	CBS	Young & Rubicam
Holland Furnace Co. Heating Equipment	Heinz Magazine of the Air	CBS	Maxon Inc.
Horlick's Malted Milk Corp. Malted Milk	Carol Kennedy's Romance	CBS	Maxon Inc.
Household Finance Corp. Personal Loans	Holland Tulip Festival	CBS	Ruthrauff & Ryan
Hudson Motor Car Co. Motor Cars	Lum and Abner	NBC—Blue	Lord & Thomas
International Cellucotton Products Co. Kleenex	It Can Be Done	CBS & NBC—Blue	Batten, Barton, Durstine & Osborn
International Shoe Co. Shoes	Hobby Lobby	CBS	Brooke, Smith & French
International Silver Co. Silverware	Her Honor, Nancy James	CBS	Lord & Thomas
Ironized Yeast Co. Ironized Yeast	It's a Fact	NBC—PC	Long Advertising Service
Jergens-Woodbury Sales Co. Soap	Silver Theatre	CBS	Young & Rubicam
Jergens-Woodbury Sales Co. Jergens Lotion	Goodwill Hour	MBS	Ruthrauff & Ryan
S. C. Johnson & Son Floor Wax	Hollywood Playhouse	NBC—Blue	Lennen & Mitchell
Johnson, Carvel & Murphy Ant Paste	Win Your Lady	NBC—Blue	Lennen & Mitchell
Journal of Living Publishing Corp. Magazine	Walter Winchell	NBC—Blue	Lennen & Mitchell
Kellogg Co. Corn Flakes	Fibber McGee & Molly	NBC—Red NBC—Red & Blue	Needham, Louis & Brorby Needham, Louis & Brorby
Kellogg Co. Cereals	Attorney At Law	NBC—PC	William A. Ingoldtsby Co.
	Woman's Magazine of the Air	NBC—PC	Franklin Bruck Advertising Co.
	Journal of Living Program	MBS	J. Walter Thompson Co.
	Howie Wing	CBS	N. W. Ayer & Son N. W. Ayer & Son N. W. Ayer & Son
	Girl Alone	NBC—Red	
	Singing Lady	NBC—Blue	
	Capt. Tim Healy's Stamp Club	MBS	

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Kellogg Co. Krispies	Don Winslow	NBC—Red & Blue	Hays MacFarland & Co.
Knox Gelatine Co. Gelatin	Woman's Magazine of the Air	NBC—PC	Kenyon & Eckhardt
Kolyons Co. Dentifrice	Hammerstein Music Hall Our Gal Sunday Just Plain Bill	CBS CBS	Blackett-Sample-Hummert Blackett-Sample-Hummert
Kraft-Phenix Cheese Corp. Cheese Products	The Kraft Music Hall	NBC—Red	J. Walter Thompson Co
Lady Esther Co. Cosmetics	Wayne King's Orchestra	CBS & NBC—Red	Lord & Thomas
Lambert Co. Listerine	Guy Lombardo Orchestra	CBS & NBC—Red	Lord & Thomas
Lambert Co. Listerine Shaving Cream	Newlyweds Grand Central Station	CBS—PC CBS	Lambert & Feasley Lambert & Feasley
Lamont Corliss & Co. Nestle's Chocolate	True Detective Mysteries	NBC—Blue MBS	Lambert & Feasley
Lamont Corliss & Co. Pond's	Quite By Accident	NBC—Red	Warwick & Legler
Larus & Brother Tobacco	Those We Love Woman's Magazine of the Air	NBC—Blue NBC—PC	J. Walter Thompson Co. J. Walter Thompson Co.
Thomas Leeming & Co. Baume Benque	Alias Jimmy Valentine	NBC—Blue	Blackett-Sample-Hummert
Lehn & Fink Products Co. Lysol	Ed Fitzgerald and Co.	MBS	William Esty & Co
Lehn & Fink Products Co. Pebecco	Dr. Dafoe	CBS	Lennen & Mitchell
Lehn & Fink Products Co. Hind's Honey & Almond Cream	Follow the Moon	CBS	Lennen & Mitchell
Lehn & Fink Products Co. Tussy Lipstick	Life of Mary Southern	CBS	William Esty & Co.
Lever Brothers Co. Spry	Hawaiian Moon Casino	CBS—PC	William Esty & Co.
Lever Bros. Co. Rinso	Aunt Jenny's Real Life Stories	CBS	Ruthrauff & Ryan
	Big Sister Big Town	CBS CBS	Ruthrauff & Ryan Ruthrauff & Ryan

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Lever Bros. Co. Lifebuoy	Al Jolson Show	CBS	Ruthrauff & Ryan
Lever Bros. Co. Lux Toilet Soap	Lux Radio Theatre	CBS	J. Walter Thompson Co.
Lewis-Howe Co. Tums	Vocal Varieties	NBC—Red	H. W. Kastor & Sons Advertising Co.
Liggett & Myers Tobacco Co. Chesterfield Cigarettes, Granger Tobacco	Chesterfield Presents Paul Whiteman's Program Burns & Allen	CBS	Newell-Emmett Co.
	Baseball Scores	CBS	Newell-Emmett Co.
	Football Scores	NBC—Red	Newell-Emmett Co.
	Famous Jury Trials	NBC—Red	Newell-Emmett Co.
		MBS	J. Ralph Corbett
Local Cooperative Campaign Various	Green Hornet	MBS	Franklin Bruck Advertising Corp.
Local Cooperative Campaign Various	The Lamplighter	MBS	Network Features, Inc.
Local Cooperative Campaign Various	Fulton Lewis, Jr.	MBS	Gem Advertising Agency
Local Cooperative Campaign Various	The Lone Ranger	MBS	
Local Cooperative Campaign Various	Meet Your Neighbor	NBC—PC	Long Advertising Service
Local Loan Co. Loans	Hollywood Screenscoops	CBS	Lennen & Mitchell
P. Lorillard Co. Old Gold Cigarettes	Robert Benchley	CBS	Lennen & Mitchell
P. Lorillard Co. Sensation Cigarettes	Don't You Believe It	MBS	Lennen & Mitchell
Joe Lowe Corp. Popsicles	Popeye the Sailor	CBS	Blackett-Sample-Hummert
George W. Luff Co. Tongue Lipstick	The Right Thing To Do	NBC—Red	Warwick & Legler
Lutheran Laymen's League Religious	Lutheran Hour	MBS	Kelly, Stuhlman & Zarndt
MacFadden Publications Inc. True Story Magazine	Court of Human Relations	NBC—Red	Arthur Kudner
Maine Development Commission Maine Products	Mary and Bob's True Stories Marjorie Mills, The Girl from Maine	NBC—Blue	Arthur Kudner
J. W. Marrow Manufacturing Co. Shampoo	Henry Busse's Orchestra Ted Weem's Orchestra	MBS	Brooke, Smith, French & Dorrance
		NBC—Red	Baggaley, Horton & Hoyt
		NBC—Red	Baggaley, Horton & Hoyt

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
McKesson & Robbins Coloaz, Albolene	Joyce Jordon, Girl Interne	CBS	Brown & Tarcher and Bowman & Columbia
Mennen Co. Toilet Articles	The People's Vote	CBS—PC	H. M. Kiesewetter Advertising Agency
Miles Laboratories, Inc. Alka-Seltzer	Henry Burbig	NBC—Red	H. M. Kiesewetter Advertising Agency
Modern Food Process Co. Dog Food	The People's Rally	MBS	H. M. Kiesewetter Advertising Agency
Moody Bible Institute Religious Training	Uncle Ezra	NBC—Red	Wode Advertising Agency
Benjamin Moore & Co. Paints	Dog Heroes	NBC—Blue	Clements Co.
John Morrell & Co. Dog Food	Let's Go Back to the Bible	MBS	Critchfield & Co.
Philip Morris & Co. Cigarettes	Betty Moore	NBC—Red	Direct
C. F. Mueller Co. Macaroni Products	Bob Becker's Chats	NBC—Red	Henri, Hurst & McDonald
Musterole Co. Musterole	Johnnie Presents	CBS	The Blow Co.
Nash-Kelvinator Corp. Motor Cars	Philip Morris Program	NBC—Red	The Blow Co.
National Biscuit Co. Biscuits	What's My Name	MBS	The Blow Co.
National Ice Advertising Inc. Institutional Ice Promotion	Kitchen Cavalcade	NBC—Blue	Kenyon & Eckhardt
Nehi, Inc. Beverage	Carson Robison	NBC—Blue	Erwin, Wasey & Co.
Nestle's Milk Products Alpine Coffee	Professor Quiz	CBS	Geyer, Cornell & Newell
Noxzema Chemical Co. Skin Cream	Dan Harding's Wife	NBC—Red	McCann-Erickson
Oakland Chemical Co. Dioxogen Cream	Homemaker's Exchange	NBC—Red	Donohue & Coe
Owl Drug Co. Drug Stores	Royal Crown Revue	NBC—Blue	James A. Greene Co.
	Woman's Magazine of the Air	NBC—PC	Lean Livingston Advertising Agency
	Professor Quiz	CBS	Ruthrauff & Ryan
	Two on a Shoestring	MBS	Kleppner Co.
	Treasure Island	NBC—PC	D'Evelyn & Wadsworth

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Oxo Ltd. Beef Cubes	Mrs. Garrie Griswold	NBC—PC	Doremus & Co.
Pacific Coast Borax Co. Borax	Death Valley Days	NBC—Red Blue—PC	McCann-Erickson
Packard Motor Co. Motor Cars	Hollywood Mardi Gras	NBC—Red	Young & Rubicam
Packers Tar Soap Inc. Soap	Thatcher Colt Stories	NBC—Red	Stack-Goble Advertising Agency
Penick & Ford, Ltd. My-T-Fine Dessert	The Mighty Show	CBS	Batten, Barton, Durstine & Osborn
Pennsylvania Publicity Commission State Promotion	The Scenic Show	CBS	Walker & Downing
Penn Tobacco Co. Tobacco	Vox Pop	NBC—Red	Ruthrauff & Ryan
Pepperell Manufacturing Co. Textiles	Dr. Karl Reiland	NBC—Blue	Batten, Barton, Durstine & Osborn
The Pepsodent Co. Antiseptic & Dentifrice	Mickey Mouse Theatre Bob Hope Candid Lady	NBC—Red NBC—Red NBC—PC	Lord & Thomas Lord & Thomas Lord & Thomas
Pet Milk Sales Corp. Pet Milk	Pet Milky Way Saturday Night Serenade Boake Carter	CBS CBS CBS	Gardner Advertising Co. Gardner Advertising Co. F. Wallis Armstrong Co.
Philco Radio & Television Corp. Philco Radios	Lorenzo Jones Stella Dallas Waltz Time How To Be Charming Young Widder Brown	NBC—Red NBC—Red NBC—Red NBC—Red NBC—Red	Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert
Charles H. Phillips Chemical Co. Haley's M-O	Phillips Poly Follies	CBS	Lambert & Feasley
Phillips Petroleum Co. Gas and Oil	Woman in White	NBC—Red	Hutchinson Advertising Co.
Pillsbury Flour Mills Flour	Champions of the Keyboard	NBC—Blue	Walker & Downing
Pittsburgh Coal Co. Coal	A Tale of Today	NBC—Red	Gale & Pietsch
Princess Pat Ltd. Cosmetics	Pepper Young's Family	NBC—Red NBC—Blue	Pedlar & Ryan

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Procter & Gamble Co. Chipso	The Road of Life	NBC—Red & CBS	Pedlar & Ryan
Procter & Gamble Co. Crisco	Vic and Sade	CBS & NBC— Red & Blue	Compton Advertising
Procter & Gamble Co. Dreft	This Day Is Ours Kitty Keene	CBS	Compton Advertising
Procter & Gamble Co. Drene	Jimmy Fidler in Hollywood Gossip	CBS & NBC—Red	Blackett-Sample-Hummert
Procter & Gamble Co. Ivory Soap and Flakes	The O'Neills	CBS & NBC—Red	H. W. Kastor & Sons Advertising Co.
Procter & Gamble Co. Lava Soap	The Gospel Singer	CBS & NBC—Red	Compton Advertising
Procter & Gamble Co. Oxydal	Life Can Be Beautiful	CBS & NBC—Red	Compton Advertising
Procter & Gamble Co. White Naphtha	Story of Mary Marlin	NBC—Red	Compton Advertising
Pure Oil Co. Gas and Oil	Houseboat Hannah	NBC—Red NBC—Blue	Compton Advertising
Quaker Oats Co. Cereals	Ma Perkins	NBC—Blue	Blackett-Sample-Hummert
Radio Corporation of America Radio Sets and Services	The Goldbergs Central City	CBS & NBC—Red & Blue	Blackett-Sample-Hummert
Radio Corporation of America Radio Sets and Services	Guiding Light	CBS	Blackett-Sample-Hummert
Ralston-Purina Co. Ry-Crisp	Red Grange	NBC—Blue	Compton Advertising
Ralston-Purina Co. Wheat Cereal	Girl Alone Dick Tracy Quaker Show with Tommy Riggs and Larry Clinton's Orchestra The Magic Key of RCA	CBS	Leo Burnett Co.
	War Admiral-Sea Biscuit Horse Race	NBC—Red NBC—Red NBC—Red	Ruthrauff & Ryan Sherman, K. Ellis Co. Ruthrauff & Ryan
	Marion Talley	NBC—Blue	Direct
	Tom Mix Straight Shooters	NBC—Blue	Lord & Thomas
			Gardner Advertising Co.
			Gardner Advertising Co.

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Refrigeration & Air Conditioning Institute School	Course of Instruction Talk	CBS—PC	James R. Lunke & Associates
Regional Advertisers Inc. Gas Promotion	The Mystery Chef	NBC—Red	McCann-Erickson
R. J. Reynolds Tobacco Co. Camel Cigarettes	Camel Caravan	CBS	William Esty & Co.
Prince Albert Tobacco	Benny Goodman's Swing School	CBS	William Esty & Co.
Richardson & Robbins Boned Chicken	Cantor's Camel Caravan	CBS	William Esty & Co.
Richardson & Robbins Boned Chicken	The Revelers	NBC—Red & Blue	Charles W. Hoyt Co.
Richfield Oil Co. Gas & Oil	Richfield Reporter	NBC—PC	Hixson & O'Donnell Advertising
Rio Grande Oil Inc. Gas and Oil	Calling All Cars	CBS—PC	Hixson & O'Donnell Advertising
Roma Wine Co. Cella Grape Juice	The Toast of the Town	CBS—PC	James Houlihan
S & W Fine Foods, Inc. Food Products	I Want a Divorce	CBS—PC & NBC—PC	Emil Brisacher & Staff
Sales Affiliates, Inc. Laxol Shampoo Oil Tint	Fray and Braggiotti	CBS—PC	Milton Weinberg Advertising Co.
Sealtest Inc. Milk and Milk Products	Rising Musical Stars	NBC—Red	McKee, Albright & Ivey
R. B. Semler, Inc. Krem! Hair Tonic	Your Family and Mine	NBC—Red	McKee & Albright
William S. Scull Co. Bosca Beverage	Gabriel Heatter	MBS	Erwin, Wasey & Co.
Serval Inc. Refrigerators	Rhyming Minstrel	MBS	Kenyon & Eckhardt
Sheaffer Pen Co. Pens and Pencils	March of Time	NBC—Blue	Batten, Barton, Durstine & Osborn
Sherwin-Williams Co. Paints	Sheaffer Lifetime Revue	MBS	Russell M. Seeds Co.
Signal Oil Co. Gas & Oil	Metropolitan Opera Auditions of the Air	NBC—Blue	Warwick & Legler
Skelly Oil Co. Gas and Oil	The Signal Carnival	NBC—PC	Logan & Stebbins
Soil-Off Mfg. Co. Paint Cleaning Fluid	Skelly Court of Missing Heirs	CBS	Blackett-Sample-Hummert
	Fletcher Wiley	CBS—PC	Hillman-Shane Advertising Agency

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
Sperry Flour Co. Flour	Dangerous Road	NBC—PC	Westco Advertising Agency
	Dr. Kate	NBC—PC	Westco Advertising Agency
	Martha Meade	NBC—PC	Westco Advertising Agency
	Woman's Magazine of the Air	NBC—PC	Westco Advertising Agency
	Day-Time Specials	NBC—PC	Westco Advertising Agency
	Gloria Gale	NBC—PC	Westco Advertising Agency
	Sunday Special	NBC—PC	Westco Advertising Agency
	Chase and Sanborn Hour	NBC—Red	J. Walter Thompson Co.
Standard Brands Inc. Chese & Sanborn Coffee	One Man's Family	NBC—Red	J. Walter Thompson Co.
Standard Brands Inc. Tender Leaf Tea	Rudy Vallee Program	NBC—Red	J. Walter Thompson Co.
Standard Brands Inc. Royal Desserts	Getting the Most Out of Life	NBC—Blue	J. Walter Thompson Co.
Standard Brands Inc. Fleischmann's Foil Yeast	The Bakers Broadcast	NBC—Blue	J. Walter Thompson Co.
Standard Brands Inc. Standard Oil Co. of Calif. Gas & Oil	Standard School Broadcasts Standard Symphony	NBC—PC NBC—PC	McCann-Erickson McCann-Erickson
Stewart Warner Corp. Alomite	Horace Heidt & His Brigadiers	NBC—Red & Blue	Hays MacFarland & Co.
Sun Oil Co.	Lowell Thomas—The Day's News	NBC—Blue	Roche, Williams & Cunyngham
Swift & Co. Sunbrite Cleaner	Smile Parade	NBC—Blue	Stock-Goble Advertising Agency
Talon Fasteners, Inc. Zipper Fasteners	Junior Nurse Corps James McCormick, Songs	NBC—Blue MBS	Stock-Goble Advertising Agency G. Lynn Sumner Co.
Tea Garden Products Co. Food Products	Woman's Page of the Air	CBS—PC	Botsford, Constantine & Gardner
Texas Co. Gas and Oil	Eddie Cantor	CBS	Buchanan & Co.
Tide Water Associated Oil Co. Gas and Oil	Texaco Star Theatre Football Games	CBS CBS—PC & NBC—PC	Buchanan & Co. Lord & Thomas
Tillamook County Creamery Association Dairy Products	Dairy Maid Bennie Walker's Tillamook Kitchen	CBS—PC NBC—PC	Botsford, Constantine & Gardner Botsford, Constantine & Gardner
Time Inc. Publications	March of Time	NBC—Blue	Batten, Barton, Durstine & Osborn
Union Oil Co. Gas & Oil	Woman's Magazine of the Air Seventy-Six Review Thrills	NBC—PC NBC—PC NBC—PC	Lord & Thomas Lord & Thomas Lord & Thomas
U. S. Rubber Products, Inc. Tires	Ben Bernie and All the Lads	CBS	Campbell-Ewald Co.

ADVERTISER and PRODUCT	PROGRAM	NETWORK	ADVERTISING AGENCY
U. S. Tobacco Co. Dill's Best & Model Pipe Tobaccos	Pick & Pat in Pipe Smoking Time	CBS	Arthur Kudner Inc.
Vadco Sales Corp. Quinlax, Mavis, Dier Kiss Cosmetics	Court of Human Relations	MBS	Lawrence C. Gumbiner Advertising Agency and Albert M. Ross Inc.
Varday of Vienna Inc. Cosmetics	Ted Weems and his Orchestra	MBS	Bagaley, Horton & Hoyt
Vick Chemical Co. Vapo-Rub, Vo-Tro-Nol	Tony Wons' Scrapbook Vick's Open House	CBS	Morse International, Inc.
Vocational Service School	Seth Parker Doctor Dollar	CBS NBC—Blue NBC—Red	Morse International, Inc. Critchfield & Co.
The Wander Co. Ovofline	Little Orphan Annie	NBC—Red	Blackett-Sample-Hummert
Ward Baking Co. Bread	Jane Arden	NBC—Blue	Sherman K. Ellis & Co.
William R. Warner Co. Sloan's Liniment	Criminal Case Histories, with Warden E. Lawes	NBC—Blue	Warwick & Legler
G. Washington Refining Co. Coffee	Uncle Jim's Question Bee	NBC—Blue	Warwick & Legler
R. L. Watkins Co. Dr. Lyons Toothpaste	Alias Jimmy Valentine Manhattan Merry-Go-Round Backstage Wife Irene Rich	NBC—Blue NBC—Red NBC—Red NBC—Blue	Blackett-Sample-Hummert Blackett-Sample-Hummert Blackett-Sample-Hummert H. W. Kastor & Sons Advertising Co.
Welch Grape Juice Co. Grape Juice	Hawthorne House	NBC—PC	Fitzgerald Advertising Agency
Wesson Oil & Snowdrift Sales Co. Salad Oil	Dad and Junior	MBS	Rohrbaugh & Gibson
Wheatena Corp. Cereals	Musical Steel Makers	MBS	Critchfield & Co.
Wheeling Steel Corp. Steel Products	True or False	NBC—Blue MBS	J. Walter Thompson Co. J. Walter Thompson Co.
J. B. Williams Co. Shaving Cream	Catalina Islander	CBS—PC	Neisser-Meyerhoff
Wilmington Transportation Co. Summer Resort	Poetic Melodies Just Entertainment Scattergood Baines Double Everything Laugh Liner	CBS CBS CBS CBS CBS	Neisser-Meyerhoff Neisser-Meyerhoff Neisser-Meyerhoff Frances Hooper, Advertising Frances Hooper, Advertising
William Wrigley Jr. Co. Chewing Gum	Romance of Helen Trent Mrs. Wiggs of the Cabbage Patch Zenith Foundation	CBS NBC—Red CBS	Blackett-Sample-Hummert Blackett-Sample-Hummert J. Walter Thompson Co.
Wyeth Chemical Co. Hill's Nose Drops			
Zenith Radio Corp. Radios			

NATIONAL NETWORK SUSTAINING PROGRAMS

OF 1938

The following listings of network sustaining programs are composed of only those broadcasts heard on a regular schedule during 1938. The list does not include programs heard as special event or one-time shots. A number of the programs listed are either institutional or time has been donated by networks to an educational institution for special series.

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



Academy of Medicine
Accent on Music
Actors' Benefit Series
Adventures in Rhythm
Adventures in Science
Aeolian Ensemble
Afternoon Party
Al Bernard's Merry Minstrel Men
All Hands On Deck
Al Sur Del Rio Grande
American School of the Air
American Viewpoints
Americans at Work
Among Your Souvenirs
As You Like It
At the Music Counter
Aubade for Strings
Between the Bookends
Boris Morros String Quartet
Bowes' Capitol Family
Brave New World
Buddy Clark Entertains
Buffalo Presents
Buffalo Summer Theater
Capitol Opinions
Captivators
Castillians
Charles Paul at the Organ

Chattanooga Frolic
Chicago Varieties
Children's Corner
Church of the Air
Cincinnati Conservatory of Music
Cincinnati Symphony Orchestra
Columbia Male Quartet
Columbia Salon Orchestra
Console Echoes
CBC Singers
Columbia Chamber Orchestra
Columbia Chorus Quest
Columbia Concert Hall
Columbia Symphony Orchestra
Columbia Workshop
Crooners Choir
Crossroads Hall
Current Questions Before the House
Current Questions Before the Senate
Curtain Rises
Curtis Institute of Music
Dance Time
Dancepators
Dear Columbia
Dear Teacher
Deep River Boys
Designs in Harmony
Dick Shannon
Dictators
Dixie Serenaders
Do You Remember?
Earaches of 1938

Economic Cooperation in the Americas
 Economic Defense Problems of U. S. Possessions
 Essays in Music
 Europe Calling
 Everybody's Music
 Exploring Music
 Exploring Radio
 Exploring Space
 Famous Musical Evenings
 Farm News
 Farmer Takes the Mike
 Fiddler's Fancy
 Fighting Crime
 Football Souvenir
 Four Clubmen
 Four Corners Theater
 From the Organ Loft
 Ghost of Benjamin Sweet
 Golden Melodies
 Goldman Band Concerts
 Grant Park Concerts
 Greenfield Village Chapel
 Harrisburg Revue
 Harry Cool & Harmonettes
 Headlines & Bylines
 Highlights in the World of Sports
 Highways to Health
 Hi-Hatters
 Hillbilly Music
 Hollywood Showcase
 Instrumentalists
 International Exchange
 Irene Beasley "R.F.D. No. 1"
 Jack Berch's "Get-Together"
 Jewel Cowboys
 Junior Musicomedy
 Kate Smith's Column
 Keyboard Arabesque
 Keyboard Concerts
 Let There Be Music
 Let's Meet at Three
 Let's Pretend
 Library of Congress Series
 Lincoln Cathedral Choir
 Little Night Music
 Living History
 Lyric Serenade
 Lyrics by Lorraine
 Madison Ensemble
 Manhattan Mother
 Manhattan Serenaders
 March of Games
 Mark Warnow's Blue Velvet Music
 Matinee in Manhattan
 Matinee Promenade
 Max Reinhardt Festival
 Meet the Champ
 Melodians
 Mellow Moments
 Melody Ramblings
 Mercury Theater of the Air
 Merrymakers
 Merry Minstrel Men
 Metropolitan Parade
 Motor City Melodies
 Morning Almanac
 Morning Moods
 Morning News
 Music and Voices
 Music for Fun
 Music from the Gold Coast
 Music in the Air
 Musical Interlude
 New Horizons
 New York Academy of Medicine
 Nightly News Show
 Nighttime on the Trail
 Not So Long Ago
 Of Men and Books
 Old Familiar Tunes
 Opera Series
 Organ Moods
 Organ Reveille
 Oriental
 Pappy Cheshire and Nat'l Hillbilly Champions
 Patterns in Swing
 Paul Robinson and his Harmonica Champions
 People's Platform

Phil Cook's Almanac
 Philharmonic-Symphony Society of
 New York
 Pittsburghers
 Poet's Gold
 Poetic Strings
 Pop Concerts
 Radio Spotlight
 Ray Bloch's Varieties
 Recitals in Rhythm
 Reminiscing in Rhythm
 Rhythm in the Breeze
 Rhythm Rendezvous
 Romance in Rhythm
 Romany Trail
 Rubber Town Revue
 St. Louis Blues
 Salon Musicale
 Salt Lake City Tabernacle Choir and
 Organ
 Saturday Night Swing Club
 Science Service Series
 Selections from Light Opera
 Summer Serenade
 Sing for your Supper
 Sing, Inc.
 Six Swell Tunes
 Songs for You
 So You Want to Be
 Southern Cruise
 Story of Industry
 Story of the Song
 Summer Serenade
 Summer Session
 Sunday Morning at Aunt Susan's
 Sunny Melodies
 Sunday P.M. Party
 Sunset Serenade
 Swing and Swing
 Symphonettes
 Syncopation Piece
 Texas Rangers
 Theater Matinee
 The World Dances
 This Town of Ours
 Three Consoles
 Time Out for Dancing
 Tin Pan Alley
 Today—with Bob Trout
 Tours in Tone
 Tower Town Topics
 Tuesday Matinee
 Tune Time
 U. S. Army Band
 U. S. Marine Band

Varsity Show
 Waltzes of the World
 When We Were Young
 Wings Over Jordan
 Word Game
 World Economic Cooperation
 Young People's Concerts



As You Like It
 Bach Cantata Series
 Bamberger Symphony
 Bands Across the Sea
 Barnstormers
 BBC Music Hall
 Benay Venuta's Varieties
 Chicago Symphony
 Concert Revue
 Crime Clinic
 Crimson Wizard
 Curtain Time
 Development of Music
 Drums
 Ed Fitzgerald's Revue
 Epic of America
 Famous First Facts
 Famous Jury Trials
 Forum Hour
 Fulton Lewis, Jr.
 Get Thin to Music
 Girl Meets Boy
 Gloom Chasers
 Gotham String Quartet
 Grant Park Concerts
 Green Hornet
 Hancock Ensemble
 Hatterfields
 Hawaii Calls
 Headliners
 Hollywood Whispers
 How About It?
 Impressions
 Indianapolis Symphony
 Invitation to Waltz
 Jazz Nocturne
 John Metcalf's Choir Loft
 Johnson Family
 Katims-Kaye Recitals
 Let's Visit
 Marine Band Concerts
 Marriage Clinic
 Marriage License Romance Bureau

Melodies from the Sky
 Microphone in the Sky
 Midstream
 Moonlight Rhythms
 Music and You
 Music by —
 Music by Faith
 Music For Your Schools
 Musical Cartoons
 Musical Steeplechase
 Mr. Mergenthwirker's Lobbies
 Nation's Playhouse
 Nation's School of the Air
 Oberlin Woodwind Ensemble
 On a Sunday Afternoon
 Once Upon a Time
 Pageant of Melody
 Play Ball
 Press Time
 Quiet Sanctuary
 Radie Harris Commentaries
 Recital Hall
 Reminiscing
 Reviewing Stand
 Robin Hood Dell Concerts
 Salute to Cities
 Saturday Sing Song
 Say It With Words
 Schemes That Skin
 Sinfonietta
 Stan Lomax
 Studies In Contrast
 Symphonic Strings
 Their Greatest Stories
 This Wonderful World
 U. S. Army Band
 West and Matey
 We Want a Touchdown
 World Series



America Presents
 Animal News Club
 Call to Youth
 Catholic Hour
 Claire, Malcolm
 Cooke, Alistair
 Do You Remember?
 Education in the News
 Family Man
 Father and Son
 Forty Winks Club

General Federation of Women's
 Clubs
 Hall of Fun
 Harding's, Dan, Wife
 Herth the Swingmaker
 Kaltenmeyer's Kindergarten
 Kemper, Jimmy, Song Stories
 Let's Talk It Over
 Lives of Great Men
 Metropolitan Opera Company
 NBC Symphony Orchestra
 Our American Schools
 Saturday Morning Club
 Story Behind the Headlines
 Sunday Drivers
 Turn Back the Clock
 University of Chicago Round Table
 Wife Saver
 Words and Music
 World Is Ours
 Your Health



Adventure in Reading
 Amanda's Party
 America's Town Meeting of the Air
 Be Sensible
 Between the Book Ends
 Breakfast Club
 Budd Show
 Cheerio
 Cloister Bells
 Club Matinee
 Coast to Coast on a Bus
 Great Plays
 Horse and Buggy Days
 If I Had a Chance
 Alma Kitchell's Brief Case
 Little Variety Show
 National Farm Home and Hour
 National Radio Forum
 National Vespers
 NBC Jamboree
 NBC Minstrels of 1938
 NBC Music Appreciation Hour
 Neighbor Nell
 Now and Then
 Radio City Music Hall on the Air
 Lanny Gray's Rhythm School
 Wings for the Martins
 Your Health

PET PROGRAMS OF STATIONS EVERYWHERE

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

UNITED STATES

Alabama

WHMA, Anniston

Kiddy Klub of the Air
Man on the Street
WHMA Playhouse

WAPI, Birmingham

The Auburn Farm and Family
Forum
Odd Facts About Alabama
Curly Fox and Texas Ruby
Deep South Dreams
Day Dreams
Sleepyhead Serenade

WSGN, Birmingham

The Variety Show
Birmingham on the Air
Miss Ann

WMFO, Decatur

Around the Dial With WMFO
Farm and Home Hour
Musical Clock
"Rotatin'" Rhythm

WSFA, Montgomery

Minute Man and Canaries
Around the Town With
Camille Brown
Silver's Spotlight
Harry Baxter Sings
News at the Hour
Pop Jr. and Tutt

WMSD, Muscle Shoals City

Hill Billy Program
All Request
Cottonpatch Serenade
Dance Hour

Arizona

KOY, Phoenix

Side by Side

Doubling In Ivory
The Dinner Bell
The Mixing Bowl

KTAR, Phoenix

Radio Rides The Range
Arizona's Cavalcade of Builders
Morning Devotional
Sylan of Inle
Sweet Music
Music That Warms The Heart
Jolly Mike, The Funny Paper
Man
KTAR Social Calendar of the
Air
Beauty Speaks
Home Beautiful Hour
Just Plain Livin'
KTAR School of the Air

KGAR, Tucson

There Are Smiles
Home Folks Hymn Hour
Children's Theater
His Majesty the Baby
Arizona Hiway Patrol Bulletin

KUMA, Yuma

Singing Pete
Birthday Program

Arkansas

KELD, El Dorado

Baseball and Football Games

KFPW, Fort Smith

Judy Jene's What's New in
Fort Smith
Orphans of Swing
KFPW Personality Girl
Songs All for You
Children's Corner
The Man at the Livestock
Auction

KFPW Home Building Program
Organ Reveries—For You

KTHS, Hot Springs

Country Store
Good Music Hour

KBTM, Jonesboro

Your Morning Herald

KARK, Little Rock

Farmer's Hour
At Your Request
Twilight Soliloquy
An Orchid to You
Calling All Tourist Cars
Rainbow Musical Question Box
Wild Cat Showcase

California

KMPC, Beverly Hills

Hollywood Bowl Symphony
Meet the Author
Music Appreciation Hour
Hollywood Star Shots
Junior Theater of the Air

KHSL, Chico

Home-makers Chit-Chat
Cheerio Club
Children's Bedtime Stories
Camera Club
Uncle Bob & His Funnies
Bible Stories

KARM, Fresno

Valley Rancher's Hour
Moods by Maxine
The Borellometer

KMTR, Hollywood

Do You Want to be
An Announcer?
The World in Action
Dedicated to You
Hollywood Journeys
The Globe Trotters Club
Anybody Can Make Mistakes
Just Between Us
Col. Volney James and the
Sundowners
Mission Music Hall

KFOX, Long Beach

Rolly and Lloyd
Kindly Philosopher
Songs of the Church
A Word to the Wives
Man on the Street
Hawaiian Rhythms

KGER, Long Beach

Long Beach Municipal Band

KECA, Los Angeles

Pat Bishop's School News
Classic Hour
Phil Harmonia
Parents on Trial
My Los Angeles
The First Americans

KEHE, Los Angeles

Listen, Ladies!
Gordon Choristers
Musical Clock
Dixieland All-Star Minstrels
Jack Owens
Concert Miniatures
Gaslight Theater
Studio Dark Room
Golf Clinic
Today In Sports

KFAC, Los Angeles

Bullock's—Whoa Bill Program

KFI, Los Angeles

Broadway Memories
Meet Some People
Inglewood Park Concert
Hot Stove League
Bridge Club
Art Baker's Notebook

KNX, Los Angeles

White Fires
In Town Tonight
I Was There
Yours Sincerely
Sally of the Star
Wiley's Housewives' Protective
League
Sunrise Salute

KYOS, Merced

Homey Philosopher
Saturday Afternoon Swing
Women's Club of the Air

KPPC, Pasadena

Pasadena Little Theater of the
Air
Pasadena City Schools
Tributary Players

KFBK, Sacramento

Inquiring Microphone
Cash Prize Music Box
Meditations

KROY, Sacramento

Science In Safety

KROY Players Guild
Top o' the Morning

KFXM, San Bernardino

Early Bird Club
The Owls
Sidewalk Reporter

KGB, San Diego

Student Chorus
Talk of the Town
Southern Cal Musicale
The Magazine Man
For Ladies Only

KFRC, San Francisco

Bess Bye
Feminine Fancies

KGO, San Francisco

Opportunity Theater
Standard School Broadcast
Who's in Town Tonight
On Wings of Melody
Sons of the Lone Star
Musical Clock
Home Forum
Fun Is Where You Find It

KPO, San Francisco

Standard Symphony
Woman's Magazine of the Air
Professor Puzzlewit
Good Morning Tonight
Tillomook Kitchen
Dr. Kate
Sleep Serenade
Dangerous Road
Martha Meade's Household
Headline
Who's Dancing Tonight
Gentleman Preferred

KSAN, San Francisco

Radio Telephone Quiz
Wyoming Cowboys
Pin Money Club
Radio Beginners

KSFO, San Francisco

Night Editor
I Want a Divorce
Marco Spelling Bee
Sidewalk Reporter
Boy Dates Girl
Salute to Industry

KYA, San Francisco

Pertaining to Melody
Morning Concert
Ernie Smith's Sports Page

KVOE, Santa Ana

Rise and Shine

KDB, Santa Barbara

Tea Time Top Tunes
There's Something in the Air
Pop Unlimited
Music By

KGDM, Stockton

The Happy Hayseeds
Chapel Hour
Morning Smiles

KWG, Stockton

Brain Buster
Inquiring Reporter

KHUB, Watsonville

Breakfast Club
Learning to Fly With Jack Irwin

Colorado

KGIW, Alamosa

Radio Billboard
Granada Previews
Courier Highlights
San Luis Valley Women's Club
Cowboy Ramblers
The Globe Trotter

KFEL, Denver

Goodfellow Auctions
Memory Garden
KFEL Woman's Page

KLZ, Denver

Homemaker's Hour
Gas Hospitality House
The Children's Hour
Colorado Cavalcade
The Job Man
The Three B's
Radio Quiz

KOA, Denver

Men of the West
Farm Question Box
Annual National Stock Show
Golden Melodies
Light on the West

KFKA, Greeley

News & Interviews
News Roundup of the Air

KOKO, La Junta

Saturday Birthday Party

Connecticut

WICC, Bridgeport

WICC Bowling Matches

Let's Go to Work
First Offender
Fairfield Jail Amateurs
Yales News
Do U Kno?

WTHT, Hartford

Hartford Speaks
Hartford Entertains
Concert Hour

WTIC, Hartford

G. Fox Morning Watch
Wrightville Daily Clarion
Melodic Strings

WNBC, New Britain

Good Morning Revue
Danceland
Riddle Rhythms
King Cole Request Program

WELI, New Haven

Continental Trio
Danceland Ballroom
Early Morning Chores
At the Symphony
WELI Does the Town
What Are You Reading?

WNLC, New London

Melody Lane
Yawn Patrol
Voice of the People

WATR, Waterbury

Morning Shopping Guide

District of Columbia

WJSV, Washington, D. C.

Sundial
Labor News Review
Grab Bag
Aladdin's Kitchen
Women Make the News

WMAL, Washington, D. C.

Along Style Street
Petticoat Lane
Pianos Three
Quiz of Two Cities
Tarheel Tattler
Candlelight Cameos

WOL, Washington, D. C.

Traffic Court
Sportspage of the Air

WRC, Washington, D. C.

Aunt Sue's Quiz Party
Hometowners

Incidentally
In Town Tonight
Mayor of Melody
My Word
Opr'y Tonight
You Say It
Washington Calling

Florida

WMFJ, Daytona Beach

Merchants Parade
Welcome Stranger
Sports Parade

WLAK, Lakeland

Household Institute
Polk County Farm Hour
Man on the Street

WIOD, Miami

Tim, the Timekeeper
Classroom of the Air
Vagabond Mike
Today's News Dramatized
Florida Fishing
Sports Question Box

WQAM, Miami

Man in the Street
Musical Quiz
Uncle Mac Reads the Funnies
The Scrapbook
WQAM Commentator
The Traffic Greeter

WKAT, Miami Beach

Sports Parade
Faith of the Deep South
RFD Bulletin
Univ. of Miami Adult Educ.
Classes
Insomnia Club

WCOA, Pensacola

Good Morning Man
Swinging Jitterbugs
Van Metre's Chillun

WSUN, St. Petersburg

Gad-About
Rhythm and Time
Candid Camera Night
Man on the Street
Nave Sisters
WSUN Players

WFLA, Tampa

Market Square
World at Large
Frank Grasso Ensemble

Georgia

WGPC, Albany

Royal Crown Variety Show

WGAU, Athens

Alarm Clock for the Early Birds

Co-Ed Hour

Get Acquainted Hour

This Rhythmic Age

WATL, Atlanta

Around the Clock With the

Good Morning Man

Midday Merry-Go-Round

WGST, Atlanta

Strolling Down the Lane With

Dan Hornsby

The Chuck Wagon

WSB, Atlanta

Welcome South, Brother

Cross Roads Follies

Morning Merry-Go-Round

WRDW, Augusta

Breakfast Club

Dr. Cheer

Morning Serenade

WRBL, Columbus

Three Lovely Ladies of Song

Days News in Review

WMAZ, Macon

Lost and Found Column of the
Air

WAYX, Waycross

Funster's Club

Merchants Parade

Idaho

KRLC, Lewiston

Mystery Melodies

Homemaker's Hour

KRLC Dance Revue

KFXD, Nampa

Early Bird

Morning Philosophy

KSEL, Pocatello

Six O'Clock Jamboree

KTFL, Twin Falls

Harry Musgrave Variety Show

The Old Poet

Friendly Hour With O'Henry

Illinois

WCAZ, Carthage

Want Ad Time

WCBD, Chicago

Morning Meditations

Dr. Rudolph in Pianoland

WCFL, Chicago

Peekers in the Pantry

Make Believe Danceland

WGES, Chicago

How to Become an American
Citizen

Straight from the Heart

Advance School for

Americanism

Adventures in the Life of a
Missionary

WJJD, Chicago

Courthouse Reporter

Suppertime Frolic

Safety Court Broadcasts

Freedom on the March

Farm Frolic

WLS, Chicago

National Barn Dance

Homemakers Hour

Morning Devotions

WSBC, Chicago

Americanism Adult Education

Polish News in Rhyme

WTMV, East St. Louis

Rose Room Melodies

Susie, The Gal from the Hills

Vital Statistics

WMBD, Peoria

Brain Teasers

Man on Street

Petticoat Parade

His Majesty the Baby

WTAD, Quincy

Farm and Market Program

Women's Program

WROK, Rockford

Couple on the Street

Missus Takes the Mike

Peoples Amateur Hour

WDZ, Tuscola

Woman on the Train

Roving Neighbor

Singing Weatherman

Their Majesties the Babies

Indiana

WFBM, Indianapolis

Hoosier Farm Circle

Tea Time Tunes

Mrs. Farrell's Kitchen Clinic

WIBC, Indianapolis
Boy Greet's Girl
At Home With Kay Bartlett
The Bachelorettes

WBOW, Terre Haute
Si and Ezra
Spelling Bee
Wabash Valley Barn Dance
Monday Night Party

Iowa

WMT, Cedar Rapids, Waterloo
Cedar Valley Hillbillies
Radio Riddles
Question Man & Voice of Iowa
Opportunity Knocks

WOC, Davenport
You Said It Yourself
Romantic Musings
Fun Club
St. Ambrose College of the Air

KRNT, Des Moines
Tall Corn Time
Uncle Bill Reads the Funnies
Hawkeye Dinnertime

KSO, Des Moines
Inquiring Microphone
Priscilla Wayne
The Magic Kitchen
Gwen McCleary's Home Edition

WHO, Des Moines
Barn Dance Frolic
Coffee Pot Inn
Jerry and the Four Dons
Mountaineers with Faye & Cleo

KFJB, Marshalltown
Tallcorn Jamboree
Voice of the Playground

KMA, Shenandoah
Country School
Homemaker

KTRI, Sioux City
News Every Hour on the Hour
Market Service
Musical Clock

Kansas

KCKN, Kansas City
PBX of the Air
Noon Hour Clock
Quizzer Court
Milkman's Matinee

KSAC, Manhattan
Prof. Washburn's
Morning Health Class
Kansas 4-H Club Hour
Vocations and Avocations
Kansas Farm Hour

KANS, Wichita
Lost and Found Forum
Gloomy Gus and the Honorable
Reggie
Morning Serenade
Title Tales

KFH, Wichita
Your Parlor Playhouse
Tea Time Jamboree
Cameo Theater
The Old Trader

Kentucky

WLAP, Lexington
Minute Men
Breakfast Express
Man on the Street
For the Family

WAVE, Louisville
Surprise Party
High School Highlights
Jewel Box
Melody Time
Mr. Fixit

WOMI, Owensboro
Rambles and Rhythm
County Editor
Kenrad Employees Hour
Fanny Farmer Goes to Town
Tom Tattler

WPAD, Paducah
Yellow Jacket Jamboree
Inquiring Reporter
Dance Time With Harry Ware

Maine

WRDO, Augusta
Many Happy Returns of the Day

WABI, Bangor
Unaccustomed As I Am
Making of America
The Newsreel
The Society Page

WCOU, Lewiston
Rita Gamache Revue
The Inquiring Mike
The Musical Clock

WCSH, Portland

Three A Safety Man

WGAN, Portland

Hillbilly-Downeasters

Sidewalk Interviews by Sam

Henderson

Maryland**WBAL, Baltimore**

Mary Landis

Around the Dinner Table

Treasure Hunt

It Happened So Quick

WCAO, Baltimore

Morning Musical Clock

Nocturne

Jack Lederer Program

WSAL, Salisbury

Do You Remember

It Happened This Week on the

Eastern Shore

Clock o' the Morn'

Rural Jamboree

Massachusetts**WCOP, Boston**

Radio Orchestral Hall

Treasure Chest

Frolicmakers Club

College Radio Workshop

Rise 'n' Shine With Farmer Russ

**WBZ and WBZA, Boston and
Springfield**

The Four of Us

The Home Forum

Musical Clock

Rakov and His Orchestra

WEEL, Boston

Food Magician

Jimmy and Dick

E. B. Rideout Weather Service

Eddie Lee the Handy Man

The Boston Hour

WMEX, Boston

Campus Varieties

Hour of Music

Joe Rubin's Discoveries

Question Box

Al Rawley and Wild Azalias

WORL, Boston

The M-1 Reporter

Woman of Tomorrow

The Wellcome Singers

Fishing Time With the Metro-

politan Angler

Sidelights on Beacon Hill

WSAR, Fall River

Melody Memory Contest

Voice of the Community

WHAI, Greenfield

Barn Dance

Morning Moods in Melody With

Alberta March

Bell-Ringers on Main Street

WNBH, New Bedford

WNBH--What New Bedford

Hears

WMAS, Springfield

Rhythm and Rhyme

Early Risers

The Fun Club

WSPR, Springfield

Children's Program

College Series

Cooking Forum

Morning Gazette

WORC, Worcester

Good Morning Neighbor

Enchanting Hour

Home Folks Frolic

Sports Final

Michigan**WELL, Battle Creek**

The Engagement Book

Lost and Found

Where to Go Tonight

Aunt Martha and Mary

WMBC, Detroit

We Play'em You Guess'em

Little Red Schoolhouse

Happy Hour Club

Mental Confusion

Melody Matinee

WWJ, Detroit

The Back Ace

Swingology

WXYZ, Detroit

The Lone Ranger

The Green Hornet

The Facfinder

Children's Theater of the Air

WJMS, Ironwood

Tony's Eye-Opener

Daily Sportopics

Musical Miniatures

Saturday Night at Home

WKZO, Kalamazoo
News on the Street
Out of the Dusk
Patty, Social Secretary
Hillbilly Opera

WJIM, Lansing
Uncle Howdy's Kiddies
Jamboree
Musical Clock
Life in Lansing

WKBZ, Muskegon
Morning Parade
Wake Up and Listen
Sing and Smile

WHLS, Port Huron
Home Economics
Man on the Street
The Hired Man
Special Children's Program

Minnesota

KDAL, Duluth
Mind Your P's and Q's
On Wings of Song
Arrowhead Tourist Time

KGDE, Fergus Falls
Who Am I
Here Is a Tip
Best Wishes
Recipe Time With Sally
Fashion News

WLB, Minneapolis
University of Minnesota Con-
vocation
Minnesota School of the Air
Music Appreciation Program

KVOX, Moorhead
Us on a Bus
Saturday Jamboree

KFAM, St. Cloud
Have You Read
The Snooper

WMIN, St. Paul and Minneapolis
News of the Hour on the Hour
Music Hall

WTCN, St. Paul-Minneapolis
Jane Joy Funny Paper Show
Ann Ginn Around the Town
Billy Rhoades the School
Reporter

WHLB, Virginia
Northern Lights Jamboree

The Old Timers
Terry Takes the Air
The Clambake

KWNO, Winona
Number Please
Junior Show
Smiling Keys
Treasure House

Mississippi

WSLI, Jackson
Women's Gift Club

Missouri

KFRU, Columbia
Sunrise Roundup
Unhitchin' Time
Missouri Farm and Home Hour
Kentucky Krooners

WMBH, Joplin
Barn Dance

KCMO, Kansas City
Missing Persons
Lawyers Round Table
Sunday at Two

KITE, Kansas City
Wheat Belt Whimsies
The Heart of American
Hoedown

KMBC, Kansas City
Texas Rangers
Around the Breakfast Table
Brush Creek Follies

WHB, Kansas City
Magic iKtchen
Musical Clock
Farmers Court
Farmers Hour
Embassy Club

KWOC, Poplar Bluff
The Drugstore Doorman
The Criterion Quiz School

WIL, St. Louis
Mr. Fixit Civic Service Program
Birthday Bells
Breakfast Club
Today's Winners

KWTO, Springfield
What's New on the Air
Gumdrop and Goober
Ozarkanna Corners