

PROGRAM TITLES—Continued

Smilin' Valley Ranch (KMBC)
 Smiling Cowboy, The (KBIX)
 Smiling Hillbilly, The (WSPA)
 Smiling Ray Saunders (KQV)
 Smiling Thru (CFRN)
 Smiling Twins (CBS)
 Smith Brothers, Trade and Mark (NBC)
 Smith Family (WMAQ)*
 Smith Sisters (WIS)
 Smithville Neighbors, The (KMA)
 Smoke Dreams (CKX, KOL, WLW)
 Smoke Rings (KSFO, WIL, KDKA, WIBA)
 Smoke Rings, with Leonard Woolen (WIBA)
 Smokey Joe for the Rodeo (KGNO)
 Smoky and Poky (WRVA)
 Smoky Mountain Boys (WNAX)
 Smooth Sailing (WNAX, WIL, WSTP)
 Smooth Swindlers (WCFL)
 Smoothies, The (CBL, WLW)
 Smuggler's Luck (WFAS)
 Snappy Rhythms (CKCL)
 Snapshots (KGO-KPO)
 Snapshots in Rhythm and Sports (WWSW)
 Snapshots of Rhythm (WWVA)
 Sneak Pre-Views (WQAM)
 Sneaks, The (KTUL)
 Snoop and Peep (NBC)
 Snoop and Sneak (KGW)*
 Snooper, The (KOV, KFAM)
 Snooping on the Smiths (WGAR)
 Snow Village Sketches (NBC)
 Snow White Club (WHBF)
 Snow White Parade (WRDW)
 Snowball and Sunshine (CBS)
 Snowbirds, The Frigidaire (KFVS)
 So Goes the World (KJR)*
 So the People May Know (WJBK)
 So This Is Love (WOR)*
 So This Is New York (KSFO)
 So What? (CKCK)
 So You Expect to See Us Soon? (WATR)
 So You Haven't the Time (WQXR)
 So You Want To Be (CBS)
 Soap Box of the Air (KGMB)
 Soap Creek Corners (WWAE)*
 Soapstuds (KDON)
 Soap-Suds Serenaders (WTMJ)
 Sob Ballads of the Gay Nineties (WGY)
 Sob Chasers (WESG)
 Sociable, The NBC (WENR)
 Social and Civic Jottings (WLAW)
 Social Calendar, The (WIBM, WOMT)
 Social Calendar, This Week's (KGNF)
 Social Chronicle (WHAM)
 Social Column of the Air (WCLS)
 Social Correspondent (KFIO)
 Social Problems (NBC)
 Social Register (WCAM, WSYR, WIBX)
 Social Secretary (WKZO)
 Social Secretary of the Air (KMPC)
 Social Security for Women (WAVE)
 Social Security Talk (WINS)
 Social Service in a Changing World (NBC)
 Social Shopper (WSYR)
 Social Sidelights (KPDN)
 Social Whirl, The (WBNS)
 Society and Fashions (WLAC)
 Society Column of the Air (WMFG, WBLK)
 Society Editor (KHJ)
 Society Editor of the Air (KTSA)
 Society for Ethical Culture (WQXR)
 Society Gossip (WNEW)
 Society Limelights (KOCY)*
 Society News and Shopping Views (KVOA)
 Society of Amateur Chefs, The (NBC)
 Society on the Air (WNAC)*
 Society Reporter (WFBM, WDRC, WADC)
 Society Sidelights (KGO-KPO)
 Society Sleuth (WHN)
 Society-ing with Sarah Lou (KICA)
 Sod Busters, The Saskatchewan (CTRM)
 Sodbusters Old Time (CKCR)
 Soft Lights and Sweet Music (WLNH, WAIR)
 Soggy Jones (WKY)
 Soggy Jones and His Ridge-runners (WKY)*
 Soil Conservation Tips (WBT)
 Soil Science (KFDY)
 Sol's Sport Slant (WDAE)
 Solav and His Violin (WJR)
 Soldiers of Fortune (WBS)
 Soliloque (CKCK)
 Soliloquy (WHN, KGMB, WRUF)
 Soliloquy and Organ—Verner Paulsen (WCOU)
 Soliloquy in Song (KFH)
 Solitude (WHBF)
 Solos for Three (WNYC)
 Solos in Swingtime (WHN)
 Somebody's Birthday (WESG)
 Somebody's Favorites of Yesterday (KRQA)
 Somebody's Son (WCAU)
 Something Different (CKY)
 Something Else (KQV)
 Something for All (WABC)*
 Something for Everybody (WHEB, KSO)
 Something for Everyone (KALB, WIND)
 Something for You, Madam (CKWX)
 Something New (KVOB)
 Something of Everything (WCAM)
 Something of Interest (KFVD)
 Something Old and Something New (WOAI, WEBR)
 Something Old, Something New (KJBS, WDNB)
 Something Simple (KGO-KPO)
 Something to Talk About (WLS)
 Something to Talk about with Snoop and Scoop (KFYO)
 Something to Think About (KFUO)
 Somno Melodies (WBZ-A)
 Sonata Program (WEAN)
 Sonata Recital (KGO-KPO)
 Sonata Recitals (WOR)
 Sonatas in Jazz (WBRY)
 Song, The (WTMV)
 Song a Day (WKY)
 Song-a-Day Songfellow, The (KFEL)
 Song a Minute (WJR, WELI)
 Song-A-Minute-Song-Test, The (WNBC)
 Song Album (KGO-KPO)
 Song and a Dance, A (WHEB, WRUF)
 Song and Dance (WGH, WAVE)
 Song and Rhythm (CKTB)
 Song and Story Man (WGY)
 Song Appreciation (WOR)
 Song at Evening, A (KIRO)
 Song at Twilight (CJOC)
 Song Bag, The (KLZ)
 Song Chest (WGES)
 Song Contest (WINS)

PROGRAM TITLES—Continued

- Song Contrasts (WESG)
 Song Dramas (KLZ, WHN)
 Song Dramatists (WDBO)
 Song Fashioners (WMCA)
 Song Fest, The WDAY
 (WDAY)
 Song Festival, The (KRMC)
 Song Fiesta, The (WFBC)
 Song for Saturday (NBC)
 Song for Today, A (WFAA)
 Song Girl (WDRG)
 Song Hit of the Day
 (KOIL)
 Song Hits by Detroiters
 (WWJ)
 Song Hits of 1935 (WHB)
 Song Hits of Popular Com-
 posers (WHB)
 Song Hits of the Century
 (WHB)
 Song Hits of Yesteryear
 (WPTF)
 Song Is Yours, The (CJRC)
 Song Kitchen (WMC)
 Song Makers (WOR)*
 Song Master (KLZ)
 Song Matinee (WDAF,
 WHB)
 Song Merchants, The
 (WHJB)
 Song Nuggets (KGO-KPO)
 Song-O-Grams (KDYL)
 Song of the City (NBC)
 Song of the Flame
 (KDAL)
 Song of the Strings
 (WSBT, WFAA)
 Song of Today (KWTO)
 Song Parade, The (WGAR,
 KANS, WCFL)
 Song Parade, Your
 (WFAA)
 Song Pedler, The (CKWX)
 Song Personalities (KGO-
 KPO)
 Song Pictures (WBZ-A,
 WNAC)
 Song Pluggers on Parade
 (WNEW)
 Song Portraits (NBC)
 Song Recital (KHJ)
 Song Reporter (CBS)
 Song Romancer (WIRE)
 Song Search, The Nabob
 (CKWX)
 Song Serenade (WHEB,
 WTAG)
 Song Session (KGO-KPO,
 WKBN)
 Song Shop, The (WDBO,
 WJAY, WXYZ, KFBI,
 CKSO, WSAY)
 Song Shop, Del's (WEEI)
 Song Shop, Tod Russell's
 (CKOC)
 Song Shopping (WBIG)
 Song Siesta (KYOS)
 Song Silhouettes (WLVA)
 Song Smiths, The (KMBC)
 Song Stories (WHAM,
 KOL)
 Song Story, The (KMBC,
 WHN)
- Song Styles (KTUL,
 WOPI, WDFD)
 Song Stylist (WMIN,
 WPAY)
 Song Stylist—Rose Marie
 (NBC)
 Song Stylists (WOMT,
 CJCA, WHB)
 Song Stylists on Revue
 (WHB)
 Song Thoughts (KGO-
 KPO)
 Song Time (WJMS)
 Song Time for Carolyn
 (KTUL)
 Song Title Contest
 (WMCA)
 Song Title Contest, Scott
 Furriers' (WCOP)
 Song Treasures (KOIL)
 Song Varieties (WMCA)
 Song Weavers (KTUL)
 Song Weavers, Pray's
 (WEEI)
 Songalogues (NBC)
 Songbag, The (KFRO)
 Songbird—Irene Forest
 (WKOK)
 Songcopators (WHB)
 Songfellow, The (KOA)
 Songfellows, The (WHO)
 Songfest (KVOB, WCLO)
 Songland (KGO-KPO,
 WHEB)
 Songographs (CFAR)
 Songology (WIOD)
 Songs After Noon (KVOA)
 Songs All for You (KBST)
 Songs and Patters (CBL)
 Songs and Singers (CFCL)
 Songs and Smiles (WRR)
 Songs and Sonnets (WGBI,
 WNBX)
 Songs at Eventide (WBRB,
 KVOE, KMOX, KGW-
 KEX, WDBJ)
 Songs at 14 (KTUL)
 Songs at the Piano
 (WBZ-A)
 Songs at Twilight (WCAE,
 WPEW, WLAC, WROL)
 Songs Before the Noon
 Hour (WBRB)
 Songs by Alberta (WAPI)
 Songs by Bobbie O'Donnell
 (CHLT)
 Songs by Faye (WGRC)
 Songs by La Conchita
 (WICA)
 Songs by Marjorie (WFIL)
 Songs by Southern (WSJS)
 Songs by the Kitchen Sink
 (KGO-KPO)
 Songs for Everyone
 (WCKY)
 Songs for Mother (WMT)
 Songs for Sale (WIBO,
 WWVA, WNOX, WWSW)
 Songs for You (KGW-
 KEX, KSL, WBBM,
 WJMS)
 Songs for Your Hearth and
 Fireside (KTRI)
- Songs from the Shows
 (CKCK, CFAC, CHAB,
 KSL)
 Songs From Yesterday
 (WNAX)
 Songs in Drama (WHOM)
 Songs in My Heart
 (WPAJ)
 Songs in Strings (WGRC)
 Songs in the Night
 (WQAM, KFUC, KRLD)
 Songs Moderne (KMPC)
 Songs My Mother Sang
 (KDKA)
 Songs My Mother Taught
 Me (WTMV, WGY)
 Songs My Mother Used to
 Sing (CBS)
 Songs New and Old
 (CFGP)
 Songs of a Lifetime
 (WMAL)
 Songs of All Flags (KHQ)
 Songs of All Nations
 (WFBR)*
 Songs of All of Us, The
 (WWVA)
 Songs of Araby (CJRM)
 Songs of By-Gone Days
 (CHAB)
 Songs of Devotion (KFH)
 Songs of Don Carlo, The
 (WOV)
 Songs of Eventide (KGKO)
 Songs of Hearth and Home
 (WMT)
 Songs of Hill and Plain
 (NBC)
 Songs of Home (WJBK)
 Songs of Home Sweet
 Home (NBC)
 Songs of Ireland (WDRG)
 Songs of Israel (WMCA)
 Songs of Long Ago
 (WCAJ, WHEC, WDRG,
 KGVO)
 Songs of Memory (NBC)
 Songs of Old (KFPY)
 Songs of Out of Doors
 (CBS)
 Songs of Pioneers (KCRJ)
 Songs of Prague (WGAR)
 Songs of Romance (WCBS,
 NCBS, WDAF)
 Songs of Russia (CBS)
 Songs of Saddle and Sage
 (CJRM)
 Songs of Swanee (WHBQ)
 Songs of the Bayou (WIP)
 Songs of the Church
 (KFOX)
 Songs of the Dawn (WHB)
 Songs of the Day (WBZ-A)
 Songs of the Homeland
 (NBC)
 Songs of the Island
 (CFCY)
 Songs of the Islands
 (WRDW, KELA, WIND,
 WOR, WRUF)
 Songs of the Maritimes
 (CFCY)
 Songs of the Nations
 (KSUB)

PROGRAM TITLES—Continued

- Songs of the North (WCAL)
 Songs of the Open Road (KRMC)
 Songs of the Open Trail (KGO-KPO)
 Songs of the Prairie (KMOX)
 Songs of the Range (WSAY)
 Songs of the Season (NBC)
 Songs of the South (WBZ-A)
 Songs of the Stars (WTJS)
 Songs of the Strings (KGVO)
 Songs of the Sunset Trail (KANS)
 Songs of the Ukraine (CHAB)
 Songs of the Violin (WDRG)
 Songs of the West (RRI)
 Songs of the World (KGMB)
 Songs of Warsaw (WGAR)
 Songs of Yesterday (KFJB, KMOX, WMFF)
 Songs of Yesterday and Today (KFYR)
 Songs of Yesterday & Tomorrow (WIP)
 Songs of Yesteryear (KALE, KCRJ, KGW-KEX, KIEM, WHB, WKST)
 Songs of Yore (CHRC)
 Songs Salesmen (WHN)
 Songs, Swaps & Syncopations (KELA)
 Songs That Are Old (KONO)
 Songs That Live (CFCF)
 Songs That Live Forever (WHBB)
 Songs That Never Grow Old (KGO-KPO, CKX)
 Songs That Never Had a Chance (WHBF)
 Songs That Sweethearts Sing (WHKC)
 Songs the Old Folks Knew (WCAZ)
 Songs the Whole World Loves (WWVA)
 Songs to Remember (WFAA)
 Songs to Today (WWVA)
 Songs We All Enjoy (WPEN)
 Songs We Love (KXBY)
 Songs We Sing (CJRC)
 Songs with Martha Gowan (WTJS)
 Songs with Val Morse (WTJS)
 Songs Without Words (RRI, WGPC)
 Songs You Forgot to Remember (KBST, KOIL)
 Songs You Like (WESG)
 Songs You Like to Hear (WHN)
 Songs You Like to Remember (CFCY)
 Songs You Love (WHBQ)
 Songs You Love to Hear (WRUF)
 Songs You Remember (WDBO)
 Songs You Sing (CHAB)
 Songs You'll Like (WEBR)
 Songs Your Mother Sang (WTOL)
 Songshop (WKY)
 Songshop of the Air (WMCA)
 Songsmith, The (WSNJ)
 Songster's Spotlight (CJOC)
 Songtime in Songland (CJIC)
 Songwriters' Opportunity Contest (WMCA)
 Sons o' Guns (WWVA)
 Sons of the Lone Star (KGO)
 Sons of the Pioneers (KFWB, KHSL, SR, KVOO)
 Sons of the Prairie (KMOX)
 Sons of the Saddle, The (KPDN)
 Sons of the Sun (KRQA)
 Sons of the West (KGNC, KRMC)
 Sons of the Western Soil (KRLD)
 Sooner Pepsters, The (KTOK)
 Sooner Sweethearts (KVOO)
 Sophie Tucker and Her Show (CBS)*
 Sophisticated Harmonies (KMBC)
 Sophisticated Ladies (WCAE)
 Sophisticated Lady (CBS)
 Sophisticated Swing (KDYL, WHIO, WCAZ, WDAF, WRUF)
 Sophisticates, The (KGNC)
 Sophisticates of Melody (KTUL)
 Sophisticates Trio, The (WTJS)
 Sophisto-Cats (WWJ)
 Sophomore Selector, The (WQAM)
 Sophomores, The (WFAA)
 Sororitie Shop Syncopations (KVOE)
 Sorrento Serenaders (CBS)
 Soul of the Organ (WTJS)
 Sound Effects Man (WOR)*
 Sound Stage (WHN)
 Sound Stage Number Seven (KNX)
 Sound Track (WNEW, CFAC)
 Sounds of Industry (WAIM)
 Sounds of Silence (CBS)
 Soup to Nuts (CFRC, WHDL)
 Soup's On! With Dinah Lee (WFAS)
 Sourpuss Time (WBAL)
 Sourwood Mountain (WJZ)*
 Sous l'Abat Jour (CHGB)
 South American Echoes (KVOO)
 South Americans (MacG)
 South Carolina Economic Assn. (WBT)
 South Carolina School of the Air (WIS)
 South Dakota Education Association (KSOO)
 South Georgia Barn Dance (WGPC)
 South of the Rio Grande (KOB, WLW)
 South Sea Boys (KRKD)
 South Sea Island Magic (KHQ)
 South Sea Islanders (NBC)
 South Sea Serenaders (CJRM)
 South Sea Shadows (WCCO)*
 South Sea Strains (WGH)
 South Seas, From the (CKCL)
 South Winds Quartet (WMCA)
 Southeast on Parade (KMTR)
 Southeast. Serenade (KDYL)
 Southeastern Revue (NBC)
 Southern Baptist Men's Hour (KWHK)
 Southern College Program (WFLA)
 Southern Cruise (CBS)
 Southern Echoes (WGH, WELI)
 Southern Harmony Four (KGO-KPO)
 Southern Heroes (WSB)
 Southern Hospitality (WCPO)
 Southern Jubilee Quartet (WGY)
 Southern Melody Boys (WELL)
 Southern Oklahoma Entertainers (KVSO)
 Southern Reminiscences (WWL)
 Southern Reveries (WBZ-A)
 Southern Rhapsody (KTHS)
 Southern Roses (WPHR)
 Southern Rubes, Arty Hall's (NBC)
 Southern Selectors (KTAT)
 Southern Serenade (KEHE)
 Southern Serenaders (WDNC, KGH)
 Southern String Ensemble (WBTM)

PROGRAM TITLES—Continued

- Southern Symphonies (WCKY)
 Southern Syncoated Minstrels (KTUL)
 Southernaires (WENR)
 Southernaires, Stamp's (WAPI)
 Southerners, The (KTSA, WSFA)
 Southland Echoes (WPTF)
 Southland Melodies (WHB)
 Southland Singers (WHBF, WJNO)
 Southland Sketches (NBC)
 Southland Soliloquy (WTJS)
 Southlanders, The (WJAY)
 Southwest on Review (KFYO)
 Southwestern Artists' Hour (WFAA)
 Southwestern Players (WMC)
 Southwestern Serenaders (KOB)
 Southwestern Stars (NBC)
 Souvenir (CBS)
 Souvenirs (WCBS, WWL, WWJ, WRAK, WSAU, KGO-KPO, WTOL)
 Souvenirs from Shows (WJBO)
 Souvenirs of Melody (WGY)
 Souvenirs of Song (WJAY)
 Souvenirs of Yesteryear (CHRC)
 Spanish Cavalier, Emanuel Gonzales, The (KGNO)
 Spanish Dreams (NBC)
 Spanish Garden, In a (CBS)
 Spanish Hour in the Spanish Tongue (KCRJ)
 Spanish Idyls (NBC)
 Spanish Newscast (KONO)
 Spanish Relief (WINS)
 Spanish Revue, El Chico (NBC)*
 Spanish Rhythms (WDAE)
 Spanish School and Theatre of the Air, The (KOB)
 Spanish Serenade (KIDW)
 Spanish Serenades (WPDN)
 Spanish String Ensemble (CBS)
 Spanish Strings (WCCO)
 Spanning the World (CBS)
 Spare a Moment—Save a Life (KASA)
 Spareribs (WLS)*
 Sparklers (KGO-KPO, WIL)
 Sparklets (KGO-KPO, WNOX)
 Sparkling Melodies (CFCT, WAVE)
 Sparkling Rhythms (KLS)
 Spartan Quartet, The (WXYZ)
 Spartan Spotlight (KDFN)
 Spartan Triolians (NBC)
 Speak Easy (WRJN)
 Speakers' Forum of the Air (WQXR)
 Speaking Her Mind (CBS)
 Speaking of Charm (WAPI)
 Speaking of Sports (KGW-KEX, KGA, WMIN, WSPR)
 Spec and Etty (KFNF)
 Special Agent 5 (WEAF)*
 Special Delivery (NBC)
 Special DX Programs (KFUO)
 Special Edition, The Borden (NBC)
 Special Request Program (KABR)
 Specialties of the Air, The (KSD)
 Spectacle of Life, The (CKCO)
 Spectator, The (WCPO, WHKC)
 Speech, Our (WRUF)
 Speech Clinic, The (WIP)
 Speech Improvement (WINS)
 Speed Demon of the Ivories (WROL)
 Speed, Incorporated (KOIN)
 Speed Show, The Nash (CBS)
 Spell It, Please! (KELO)
 Spell Master, The (WERY)
 Spell-to-Win (WIBX)
 Spell Your Name (WAIM)
 Spelling Bee (KFVS, WHEB, WTNJ, CJCS, KUJ, KSFO, KVR5, KXRO, WICA, WJNO, WLS)
 Spelling Bee, Dr. Harry Aiken's (WMCA)*
 Spelling Bee, Engle's (WKOK)
 Spelling Bee, The ABC (KCMO)
 Spelling Bee, The Akron-Canton (WADC)
 Spelling Bee, The Energine (NBC)
 Spelling Bee, The King Cole (CHNS)
 Spelling Bee, The KRMD (KRMD)
 Spelling Bee, The KTFI (KTFI)
 Spelling Bee, The Monarch (WDNC)
 Spelling Bee, The WEAN (WEAN)
 Spelling Bee, Ye Olde (WHP)
 Spelling Bee of the Air (WJIM)
 Spelling League, The (CKSO)
 Spello (KIDW)
 Spic and Span (WSAI)
 Spice of Life (KDYL, KYOS, KGFF)
 Spices of 1939 (WMBC)
 Spindrift (KFWB)
 Spirit of Athletics (WOW)
 Spirit of the Pioneers (KVOR)
 Spirits of Rhythm, Five (CBS)
 Spiritual Fantasy (KGO-KPO)
 Spiritual Interlude (WISN)
 Split Seconds in History (KHJ)*
 Spokane Sings (KFPY)
 Spokane Streets (KGA)
 Sponsor Speaks, The (KYOS)
 Spoonerisms (KDKA)
 Sport Chat, Arthur Morrison's (CJRC)
 Sport Column of the Air (CBS)
 Sport Express (WTAG)
 Sport Headliners (KGO-KPO)
 Sport Highlights (KDON, WSAU)
 Sport Interviews (KGFJ)
 Sport Mike (WHK)
 Sport News and Reviews with Joe Myers (KOA)
 Sport-o-Grams (WBZ-A)
 Sport Page, The (WCBS)
 Sport Page of the Air (KSFO, CKSO, KMOX, KOMA)
 Sport Parade, The (WKY)
 Sport Parade, The E & B (WWJ)
 Sport Parade with Thornton Fisher, The Briggs (NBC)
 Sport Review, Wheaties (KFXR)
 Sport Salute (KFH)
 Sport Scraps, Bill Stern's (NBC)
 Sport Shorts (WAAF, WHP)
 Sport Sketches (WCLO)
 Sport Slants (KFWB)
 Sport Sparks (WIL)
 Sport Spotlight, The (WRR)
 Sport Spots (WPAY)
 Sport Trail, The (WCLE)
 Sport Trail of the Air (WHBF)
 Sport WAVE (WAVE)
 Sportatorial (CFCT, KVOR)
 Sportcast (WSAU, CFCO, KVSO)
 Sportcast, The Kendall (WHAM)
 Sportcaster (CKLN)
 Sportcasts, Don Riley's (WBAL)
 Sportcycle (CFAC)
 Sportfolio (WTMJ)
 Sporting Duchess (WINS)*

PROGRAM TITLES—Continued

- Sporting Extra (WCAU, CKCK)
 Sporting Horizon, The (KSD)
 Sporting Life, Ed Place (WORL)
 Sporting News (WOAI)
 Sporting Review (KWSC, KGO-KPO)
 Sporting Spotlight (KVOX)
 Sportlights (WHBQ)
 Sportlites (WMBC)
 Sportography (CKGB)
 Sportopics (KHUB)
 Sportscope (WNEW)
 Sportraits (WHAS, KQW)
 Sports Across the Breakfast Table (KFAB)
 Sports Alley of the Air (WINS)
 Sports and News (WFAA)
 Sports—Bill Brundige (WAVE)
 Sports Brevities (WFLA)
 Sports Briefs (WEAN, KTSM)
 Sports Broadcast, Jay Wesley's (WEEI)
 Sports Bullseyes (KHJ)
 Sports by Bentley (KFOR)
 Sports Chatter (WCBS)
 Sports Checkup, Marvels' (WEEI)
 Sports Column of the Air (WKBO)
 Sports Commentator, KWKH (KWKH)
 Sports Desk, The (WTCN)
 Sports Detective (WMAL)
 Sports Dramas (KGO-KPO)
 Sports Edition (WJDD)
 Sports Extra (WCAE)
 Sports Facts (WCBA-WSAN)
 Sports Fare, The WJW (WJW)
 Sports Final Edition (WTMV)
 Sports Flashes (WFDF, WFLA)
 Sports Forum (KGO-KPO)
 Sports Gossip (KWSC)
 Sports Graphic (KPO)
 Sports Highlights (CKCL, KOIL, KTSM)
 Sports Huddle, The (WBBM)
 Sports-I-View (WKRC)
 Sports in the Spotlight (WVFW)
 Sports in the Twin Ports (KDAL)
 Sports Medley (WRR)
 Sports News (KNEL)
 Sports of All Sorts (WOWO-WGL, KFIZ, WBZ-A, WSAI)
 Sports of Sorts and Opinions (WSNJ)
 Sports of the Day (KABC)
 Sports of the Week (WTCN, WTIC)
 Sports of Today (WLBC)
 Sports on Parade (WLW)
 Sports Page of the Air (WDAF, WFAA, KCKN)
 Sports Page of the Air, The WJW (WJW)
 Sports Parade (WDAF, WGBI, WISN, WMFJ, WAAW, KTRI)
 Sports Parade, The Pure Oil (WSB)*
 Sports Parade, Ed Sims' (WMFJ)
 Sports Personalities (KFPY)
 Sports Question Box (WTCN)
 Sports Question Box, George Higgins' (WTCN)
 Sports Quiz, The (WHAI, WMCA, WSYR)
 Sports Quiz, Dick Bray's (WSAI)
 Sports Reel (KDYL)
 Sports Reel, The Krueger (NBC)
 Sports Rendezvous, Marvels' (WEEI)
 Sports Resume (WMCA)
 Sports Resume, Red Barber's (WSAI)
 Sports Review (WDRG, KONO, KABR, WJAX, WJSV, WSAI, CFCE, KVOD, WLAC, WFAA, WHBB)
 Sports Review, Fay Brown's (KFYR)
 Sports Review, Frank Laux's (KMox)
 Sports Review—Perry Torbergson (KOL)
 Sports Review, The Bozeman (KWKH)
 Sports Review, The Kellogg (WDAE)
 Sports Review, The KFXR (KFXR)
 Sports Review, The Monmouth County (WBRB)
 Sports Review, The S-B (WDBO)
 Sports Review, The Tydol-Veedol (WEBC)
 Sports Review, The WAPI (WAPI)
 Sports Review with Bill Stern, Goodrich (WEAF)
 Sports Revue (WDAF)
 Sports Roller Coaster (WTMV)
 Sports Round Table (WBBM)
 Sports Round Table of the Air (WDAY)
 Sports Roundup (KTUL, WIS, WHKC, WJW)
 Sports Roundup, Al Warden's (KLO)
 Sports Roundup, Fred Hoey's (WNAC)
 Sports Situation at Noon, The (WSFA)
 Sports Slants (WCAE)
 Sports Slants, The Seven-Up (KNOw)
 Sports Snapshotter, The (WREN)
 Sports Spell-Down (WTMJ)
 Sports Spotlight (WQDM)
 Sports Sputter (KROC)
 Sports Talk (WINS)
 Sports Thru the Keyhole (KFYR)
 Sports Trail, The (WMEX)
 Sports Warmover (WTAR)
 Sportscaster (WJAX, WEEI)
 Sportshots (WTMV)
 Sportshots, Jay Wesley's (WEEI)
 Sports Slants (CBS)
 Sportsman, The (KMPC, WFBL, WPAV, WHBC)
 Sportsman, Mid-South's (WMPs)
 Sportsman's Club of the Air (WWJ)
 Sportsman's Corner (KYA)
 Sportsman's Hour (KTUL)
 Sportsmen's Forum (WHP)
 Sportsmen's Hour (KTUL)
 Sportsmen's Special (WCCO)
 Sportsmentorator (WLLH)
 Sportspot Topics (KGVO)
 Sportviews (CFRB)
 Spot Stories Off the Record (NBC)
 Spotless Town Gazette, The (NBC)
 Spotlight (KGO-KPO, KHO, CKTB, WLAC)
 Spotlight, The WLW (WLW)
 Spotlight and Baton (WELL)
 Spotlight Memories (NBC)
 Spotlight of Hartford (WTIC)
 Spotlight on Sports (KANS)
 Spotlight on the Stars (KELO)
 Spotlight on Women (KSAL)
 Spotlight on Youth (WINS)
 Spotlight Parade (KSL, WRVA, CFCE, CHML)
 Spotlight Program (CJCS)
 Spotlight Review (WCAO)
 Spotlight Revue (WFBR, WBZ-A, WHB, CFRB, KVOO, WCFL, WNAC, WOR)
 Spotlight Twins (WHO)
 Spotlight Varieties (WMCA)
 Spotlighting NBC Artists (WMBH)
 Spotlighting Sports (WHDL)
 Spotlighting the News (WHAS)
 Spotlighting the Sports (KVOA)
 Spotlighting the Village (WRR)

PROGRAM TITLES—Continued

- Spotlights in Literature and Drama (NBC)
 Spotlight, The (KROC)
 Spreading Rhythm Around (WATL)
 Sprechen Sie Deutsch (WHDL)
 Spring Bouquet (CBL)
 Spring Capers (WTBO)
 Spring Hill Bugle (KMTR)
 Spring Rhythm (CBL)
 Spring Sports (WINS)
 Spring Training (WBBM)
 Springfield, Your City (WMAS)
 Springfield Hour of Music (WBZ-A)
 Springtime (NBC)
 Springtime and You (WFLA)
 Springtime in Paris (KGO-KPO)
 Springtime Jubilee (WLS)
 Springtime Styles in Swingtime (WLBC)
 Spy at Large, A (NBC)
 Spy Secrets (NBC)
 Spy Stories (WMCA)*
 Spying on Sports (KTEM)
 Squeezebox Serenade (WJW)
 Squeeze Box Varieties, The (WOPI)
 Squire, The (WDRC)
 Squire Help-All (WJDX)
 Squire's Spelling Bee, The (WHJB)
 Squirrel Cage (KFWB)
 Squirrel Dodgers (KFOR)
 Squirrellesque Revue (KRRKD)
 Stable Swingsters (WGRC)
 Stadium Stabs (WPAY)
 Staff Frolic (WHB)
 Staff on Parade (WDAY)
 Stag Corner (WMMN)
 Stag Line (WGR)
 Stag Party (KLZ, KOL)
 Stag Party, The Bayuk (NBC)
 Stage and Screen (NBC)
 Stage at Eve, The (WQXR)
 Stage Door, The (CKCL)
 Stage Is Set, The (KEHE)
 Stairway of Dreams (WEBQ)
 Stallion' for Time (WDWS)
 Stamp Album (WWJ)
 Stamp Club (WFIL)
 Stamp Club, The—Capt. Tim Healey (WDRC)
 Stamp Club of the Air, The Ivory (WBS)
 Stamp Collector's Club (WIL)
 Stamp Man, The (WBRB, WDAY, WDBO)
 Stamp Romances (WOL)
 Stamp Time (KGO-KPO)
 Stamping Around with George Hester (WDNC)
 Stamps Quartet (KRLD)
 Stand-By (WHP)
 Standard Briquettes (MWR)
 Standard on Parade (KGO-KPO)
 Standard School Broadcast (KGO-KPO)
 Standard Symphony (KGO-KPO)
 Standing Room Only (CJOR)
 Stanford University (KGO-KPO)
 Stanley Hickman Serenades (WBBM)
 Star and Style Revue, The (WKY)
 Star Band Revue (WTMV)
 Star Books (KGO-KPO)
 Star Dust (CKWX, KFAB, WRNL)
 Star Dust Melodies of Baron Elliott (WJAS)
 Star Finder (WNEW)
 Star Gazer, The (WDAF)
 Star Gazing (WIND, WNEF, WHBQ)
 Star Gazing in Hollywood (WDRC)
 Star Is Born, A (CFRN)
 Star Musical (KGMB)
 Star Reporter, The (WJSV)
 Star Sportlite Revue (KFI)
 Star Suite (WGAR)
 Star Theatre, The Texaco (CBS)*
 Starbeams (KWBG)
 Stardust (WAAT, KFPY, KMOX, WCBS, WTMJ, WROK, KFAB, KOY, CKWX, WKBW, WPFF)
 Stardust and Staff (WFBR)
 Stardust Matinee (WISN)
 Stardust Melodies (KVI, WFBM, WGH)
 Stardust Revue (WOR)
 Stardust Serenade (WKRC, WGL)
 Stardust Soliloquy (WSJS)
 Stardust Trio (WJW)
 Stark Mad (WIP)*
 Starland Chateau (WTMJ)
 Starlet Revue (KCKN)
 Starlets (KDKA, CKMO)
 Starlettes (WSPA)
 Starlight and Moonglow (WMCA)
 Starlight Melodies (CKMO, KFOR)
 Starlight Review (KFVD)
 Starlight Roof (KAWM)
 Starlight Serenade (WHK)
 Starlight Serenaders (KGO-KPO)
 Starlight Symphony (KIRO)
 Starlight Trail (WXYZ)
 Starr Dust with Martin Starr (WMCA)
 Starry Skies, The (CKY)
 Stars and Classics (WHN)
 Stars and Diamonds (WMC)
 Stars and Fashions (KMBC)
 Stars in the Making (WGAR, WFG)
 Stars of All-Time (WTJS)
 Stars of Broadway and Hollywood, The (NBC)
 Stars of Rime and Rhythm (KAST)
 Stars of Songland (WIL)
 Stars of the Future (WLTH)
 Stars of the Future, Mabel Horsey's (NYBS)
 Stars of the Metropolitan (KSRO)
 Stars of the Summer Night (NBC)
 Stars of the Theatre (CJRC)
 Stars of the West (KGO-KPO)
 Stars of Today (WTMV, KGW, KEX, KDYL)
 Stars of Today and Tomorrow (WMC)
 Stars of Tomorrow (KHSL, WPHR, WMBC, KVI, KSD, KGW, KEX, WCKY, CFRB, KFVS, KOVC, KTAT, WCFL, WCLE, WDBJ, WGH, WKBN, WNOX, CKMO)
 Stars of Yesteryear (KONO)
 Stars on Parade (KGO-KPO)
 Stars Over Broadway (CBS)*
 Stars Sing, The (WIL)
 Stars String Trio (WDAF)
 Stars That Glitter (WFIL)
 Start the Day Right (WPAY)
 Starting the Day Right (WEVD)
 State Capital News (WFAA)
 State Capitol Visits (WHA)
 State Employment Service (WNYC)*
 State Farm Flashes (KFXD)
 State League Dugouts (KFAB)
 State of the Nation, The (NBC)
 State Police Dramas (WHAM)*
 State Secrets (WMRO)
 Statesman of the Air (KSLM)
 Statesmen Limited (WSAI)
 Station IOU (WAAW, WGAR)
 Station Master, The (KRRR)
 Station N-U-T-S- (WHO)
 Steamboat Calliope (WCCO)*
 Steamship Radio (WMCA)
 Stebbins Boys, The (NBC)

PROGRAM TITLES—Continued

- Steel Pier Minstrels (CBS)
Stein and Schuper
(WXYZ)
- Stella Dallas (NBC)
- Step Ahead with Dale
(KRNT)
- Step Ahead with Norman
Ross, A (WMAQ)
- Step-Brothers (WHO)
- Step Lively (WSAU)
- Stephen Carlisle in Tenor
Melodies (WTJS)
- Stephens College Presents
(KFRU)
- Stepmother (WBMM)*
- Stepping Ahead with
America (NBC)
- Stepping Along (WCHS,
WNAC)
- Sterling Melodies
(WDAE)
- Sterling Young (CRS)
- Stetson University on the
Air (WDBO)
- Stick to the Finish Club
(KWK)
- Stickney Stuffing Program
(NBC)
- Stickus Club (WPAY)
- Stock and Market (WHBB)
- Stock Company of the Air
(WRJN, WSBT-WFAM)
- Stock Exchange Talks
(NBC)
- Stock Market Edition
(WOAI)
- Stock Yards Round-Up,
The (KOTN)
- Stolen Moments (WCAE)
- Stompin' at the Savoy
(WWSW)
- Stone of History (NBC)
- Stop and Go (CKLW)
- Stop and Go Rhythms
(KGHI)
- Stop and Listen (KGLO)
- Stop! Look! Listen!
(KFSD, KHQ)
- Stop, Look and Listen
(WSUN)
- Stories Behind the Stamps
—Capt. Tim Healy
(Mutual)*
- Stories by Camera
(WMCA)
- Stories by Poe (CJRC)
- Stories Flowers Tell
(WBMM)*
- Stories from the Old Testa-
ment (KFUO)
- Stories in Litigation
(KVOD)
- Stories in Melody (KONO)
- Stories in Song (KOY,
WAIR)
- Stories in Sports (NBC)
- Stories of Doctor Kate
(KGO-KPO)
- Stories of Famous Hymns
(KGHI)
- Stories of Living Great
(CBS)
- Stories of Music and
Musicians for Young
People (WHP)
- Stories of the Black Cham-
ber (WEAF)*
- Stories of the Great Lakes
(WGAR)
- Stories of the Supernatural
(KXBY)
- Stork Express (WOWO)
- Stork Report (WSBT-
WFAM)
- Story and Song (KFUO,
KTUL, WKY)
- Story and Song Hour
(WHJB)
- Story Behind the Claim,
The (WBS)
- Story Behind the Headlines
(CBS)
- Story Behind the Song
(WBB, KFIZ, WOV)
- Story Book Castle (KUOA)
- Story Book Hour (KSAC)
- Story Book House, Aunt
Jane's (WHLS)
- Story Book Lady (CBL,
WSOC, WROL)
- Story Book Lady from
Maybe Land (WTMV)
- Story-Book Princess, The
(KOBH)
- Story Briefs (WQXR)
- Story Hour (KFUO)
- Story Hour, John Martin's
(NBC)
- Story Hour, The Medal
(WCBM)
- Story Hour Lady (WCLO)
- Story Hour with Libby
(WOMI)
- Story in a Song (WINS)
- Story in Poetry (KNEL)
- Story in Song (WBZ-A)
- Story Lady, The (KFVS,
WJAG, WOPI, KYW,
WHJB, KFNF)
- Story League Club (WJW)
- Story Man, The (WHIO)
- Story of a Minute (WEEL)
- Story of a Song, The
(WWVA, WJJD)
- Story of a Thousand Dol-
lars (CBS)
- Story of Business (WENR)
- Story of India (KECA)
- Story of Industry (CBS)
- Story of Invention
(WKZO)
- Story of Man, The (WHA)
- Story of Man's Destiny
(WAPI)
- Story of Mary Marlin
(NBC)
- Story of Our Song
(KSTP)*
- Story of Southwestern
(WMC)
- Story of Swing (FTRD)
- Story of Tennessee
(WLAC)
- Story of the Month, The
(NBC)
- Story of the Piano (WWJ)
- Story of the Submarine
(KGW)
- Story of the Symphony
(KMBC)
- Story of Women's Names
(NBC)
- Story of Words, The (KRE)
- Story Princess, The
(WSBT-WFAM)
- Story Singer, The (WOR)
- Story-tell Lady (WORLD)
- Story Tell Lady, Cara
Sprague (WORLD)
- Story Teller (KGO-KPO,
KHJ, CHNS)
- Story Tellers, The (KWSC)
- Story Teller's House, The
(WOR)
- Story Telling Lady
(KOMA, WHBB)
- Story Telling Time
(WSAL)
- Story Time (WLW)
- Story Time for Little Folks
(WHA)
- Storyland Lady (WTAD)
- Stouthearthed Men (WGAR)
- Stowers Bulletin Board
(KABC)
- Stradivarius Series
(WQXR)*
- Stradivarius String
Quartet (NBC)
- Strains of the Waltz
(WGH)
- Strands of Beauty (WLW)
- Strange As It Seems (KHJ)
- Strange But True (WSGN,
CKY)
- Strange Cases (KGO-KPO)
- Strange Facts (KOOS,
KFUO)
- Strange Facts, Davidson's
(WHO)
- Strange Interludes
(WMBH)
- Strange Interview (KGO-
KPO)
- Strange Michael Cannon
(WSAI)
- Strange News and Familiar
Music (KTSM)
- Strange Occupations
(WLW)
- Strange Places and Strange
People—Annette Free-
man (WORLD)
- Strange Truths (KCMO)
- Stranger Than Fiction
(KMBC)
- Stratosphere Club, The
(WHBC)
- Straw Pushers, The
(CHRC)
- Stray Hollister (KLO)
- Stream Line News (KFXD)
- Stream Line Stylist
(WTMV)
- Streamline (CBL, WWSW,
CBY, CKCK)
- Streamline Five-Fifteen,
The (WHJB)
- Streamline Review
(WMCA)*
- Streamline Swing (KHJ)
- Streamlined Book Reviews
(WBRY)

PROGRAM TITLES—Continued

- Streamlined English (WMCA)
 Streamlined Headlines (KSFO, WJIM)
 Streamlined Interviews (WLTH)
 Streamlined Melodies (WCFL)
 Streamlined News (WNEW)
 Streamlined Operas (WGN)
 Streamlined Revue (WMCA)
 Streamlined Rhythm (KSAL)
 Streamlined Rhythms (KFBB)
 Streamlined Serenade (KVEC)
 Streamliners (WIND, WSYR, WCCO)
 Street Forum (WMCA)
 Street Interviews (WHB)
 Street Man, Strietman's (WRVA)
 Street of Dreams (CBL, WSOC)
 Street Politics (WMBC)
 Street Reporter (KSLM, KRKO)
 Street Reporter, The Harris-Goar (WIBW)
 Street Reporter, The Howard (WMFG)
 Street Reporter, Kay's (KFOX)
 Street Reporters (KSLM)
 Street Reporter's Daily News (WINS)
 Street Scene (WEEL, WICC, WAPI)
 Street Singer (CBS)
 Street Snooper, The (KYOS, KALE)
 Streets and Avenues (WHBQ, WGH, WDSU)
 Strength on the Way (KFUO)
 Stretchaway Club (WHB)
 Strictly Feminine (WEBC, WJNO)
 Strictly Masculine (WEBC, WMFG)
 Strictly Off the Record (KSTP)
 Strictly Personal (WSM)
 Strictly Swing (WDRG)
 Strike Up the Band! (CKNX, WCAU, CFRB, KPAB, WIBG)
 Strikes and Spares (WTAR)
 String Classics (WTIC, WQXR)
 String Fantasy (WDBO)
 String Moods (WMCA)
 String Nocturne (KWK)
 String Rhapsodies (KHLJ)
 String Rhythm (WHAM)
 String Serenade (KGO-KPO, KGVO)
 String Silhouettes (KRSC, WLW)
 String Sinfonia (WOR)
 String Soliloquies (CJRC)
 String Song (KOL)
 String Symphony, The (NBC)
 String Tease (KALB)
 String Teasers (KTUL)
 String Time (WSAZ)
 Stringing Along (KVSO, WCLE)
 Stringing Along with Emmett and Charlie (KIDO)
 Strings and Bow (CFRN)
 Strings and Bows (KGU)
 Strings and Ivory (CHRC)
 Strings and Reeds (WJIM)
 Strings and Styles (KROY)
 Strings and Woodwinds (WTAM)
 Strings in A (KSRO)
 Strings in Harmony (KVOO)
 Strings in Swingtime (NBC)
 Strings Moderne (WTBO)
 Strings 'n' Things (WMAL)
 Strings of Harmony (WPHR)
 Strings of Swing (WESG)
 Stringtime (KGO-KPO, KRKO)
 Stringwhackers (KOOS)
 Stringwood Ensemble (KGO-KPO)
 Stroll On the Avenue (CBS)
 Stroller, The (WHBF, WSAR, KFAM)
 Strollers, The (WAPI, WNOX)
 Strollers' Gossip (WGAR)
 Stroller's Matinee (KDKA)
 Strollers Quartet (KWK)
 Strolling Down Lover's Lane (WHLS)
 Strolling Guitarist (WJBL)
 Strolling Minstrel, The (WTMT, WHEC)
 Strolling Minstrel of the West (WIS)
 Strolling Musicians (WDBO)
 Strolling Songsters (NBC)
 Strolling Troubadour (WHAM)
 Strummin' Time (WSYR)
 Student Assembly (WOL)
 Student at the Mike (WMBC)*
 Student Author Story Hour (KSAC)
 Student Chorus (KGB)
 Student Churches (WILL)
 Student Parade (CFRN)
 Student Radio Club (WEAN)
 Student Recital (WKBN)
 Student Speaks, The (KMPC)
 Student Stoogies (WGRC)
 Student Takes the Mike (CBS)
 Student's Chapel Devotion (KFUO)
 Student's Christian Movement (CJRC)
 Students Exam. (WKBO)
 Students Radio Playhouse (KVI)
 Studies and Sketches in Black and White (CKLW)
 Studies in Art (KFRC)
 Studies in Black and White (KFH, KELO, KORE)
 Studies in Contrast, Ernie Fiorito's (WOR)
 Studies in Rhythm (WMBO)
 Studies with the Masters (WGY)
 Studio A (WCAU)
 Studio Baseball, KGKY's (KGKY)
 Studio Candid Camera (WAPI)
 Studio Cat, The (WBXN)
 Studio Chatter (KGO-KPO)
 Studio Dark Room (KEHE)
 Studio Frolic (WSAY)
 Studio Gang, The (KPLT)
 Studio Gossip Behind the Mike (KPLT)
 Studio Jamboree (WSVA, KEA, KFPY)
 Studio Parade (KHQ)
 Studio Party (WHAM, WMBC, KFYZ, KGfJ, WDBJ)
 Studio Party, Downey's (WABC)*
 Studio Party, Sally's (WMCA)*
 Studio Party at Sigmund Romberg's, Swift's (NBC)
 Studio Presentations (CHNS)
 Studio Program, The Imperial Oil (CHNS)
 Studio Reporter, The (KFYZ)
 Studio Revue (WRGA)
 Studio Schoolroom (KYOS)
 Studio Sleuth (KGRC)
 Studio Snapshots (KDYL)
 Studio Spotlight, The WGY (WGY)
 Studio Staff Variety Show (WHEC)
 Studio Stars (WMBC)
 Studio Strings (CKY)
 Studio Trio, The (CKWX)
 Studio Whispers (KFWB)*
 Studio "Z" (KFSD)
 Study in Black and White, A (WHAM, WEED, WMMN)
 Study in Swing (KMTR)
 Study of Early Man (NBC)
 Stuff and Nonsense (NBC)
 Stuff's Sterling Stooges (KMOX)
 Stump and Ticle (WDZ)

PROGRAM TITLES—Continued

Stump 'em Club (WLBQ)
 Stump Jumpers, The (WFAA)
 Stump Me (WSAU)
 Stump Me Boys (WISN)
 Stump the Artist (KROC)
 Stumpus (WAVE)
 Stumpus Boys (KDYL)
 Stumpus Club (WAVE)
 Style and Smile Leaders (WBB)
 Style Casts (KTUL)
 Style Commentator, Your (KGW-KEX)
 Style Court (KYW)
 Style Flashes (WFAM)
 Style Garage (WGAR)
 Style News, The Marnel (WDBO)
 Style Notes (KGNC)
 Style Reports (WSPA)
 Style Review for Men (KEX)*
 Style Revue (KGLU)
 Style Salon (WTMV)
 Style Shopping with Harriet St. Claire (KOH)
 Style Show (KMTR, WCAZ)
 Style Talks for Men (WLAC)
 Stylecraft (WTCN)
 Styled Music (WFDF)
 Styled Varieties (WRJN)
 Styles for Milady (WEAU)
 Styles in Notes (WHEF)
 Styles in Song (KIRO, WTJS)
 Styles in Streamline (WEAU)
 Styles in Strings (KGVO)
 Styles in ¾ Time (CHAB)
 Styles in Vocal Rhythms (NBC)
 Stylist, The (WFAM, CJRC)
 Stylists, The (WAAT)
 Sub Debs (KTUL)
 Submarine G-10 (NBC)
 Suburban Sally (WCFL)*
 Suburban Special (WESG)
 Subway Boys (WPG)
 Success Detective (WOKO)
 Success Doctor (KRKD)
 Success Stories (WMCA, NCBS)
 Success Story (WBS)
 Such Is Life (KFRC)
 Such Is Wife (KMO)
 Sucker School (WSAI)
 Sue or Settle (WBNX)
 Sue's Notebook (CJOR)
 Sugar & Bunny (NBC)
 Sugar Bowl, The Radio (WGN)
 Sugar Cane, Songs and Impersonations (NBC)
 Sugar Cane, Julius Grossman Shoes Present (NBC)
 Sugar Music (KIUL)
 Sugar n' Spice (WHK)
 Suggestions, KOCA (KOCA)
 Suicide Club (KNX)
 Sully's Radio Spotlight (KWTO)
 Sun Fun (KSO)
 Summer Carnival of Popular Music, NBC (NBC)
 Summer Cocktails (CBL)
 Summer Concert, WLW (WLW)
 Summer Days (CBS)
 Summer Health Talks (WDRG)
 Summer Night Revue (CFRB)
 Summer Revels (WOR)
 Summer Rhythm (KMOX)
 Summer Scrapbook, The (WQAM)
 Summer Serenade (CJCA)
 Summer Serenade, Sol's (WDAE)
 Summer Session (CBS)
 Summer Shadows (WBZ-A)
 Summer Sing (WLW)
 Summer Syncopations (WGY)*
 Summer Theatre (CBS)
 Summer Theatre, The C.B.C. (CBL, CBY)
 Summer Variety (WFAA)
 Summertime Concerts (WLW)
 Summertime Syncopations (WGY)
 Sun Bonnet Sue (KFBI)
 Sun Dial (WJSV, WAAW, WBEN, WIS)
 Sun Dial Club (KMPC)
 Sun Dial Program, The (WHIS)
 Sun Dialers (WPAY)
 Sun Flame Singer, The (MWR)
 Sun Flame Singers (WEEI)
 Sun Greeters Club (WBEN)
 Sun Up (WHAM)
 Sun Up Jamboree (WKRC)
 Sun-Up Parade (WSYR)
 Sunbeam Safety Hour (WMBH)
 Sunbeams (KIDW)
 Sunbirds, The (NBC)
 Sunbonnet Girls, The (KMBC)
 Sunburst of Song (KGO-KPO)
 Sunday Afternoon Frolic (WEAU)
 Sunday Afternoon Hodge Podge (KOY)
 Sunday Afternoon Hymn Sing (KTHS)
 Sunday Afternoon Musicale (KOA)
 Sunday Afternoon Party (WIBX)
 Sunday Afternoon Quiet Hour (WFTC)
 Sunday Aft'noon Social (KVOO)
 Sunday Afternoon Varieties (WPHR)
 Sunday Afternoon Variety (WJAG)
 Sunday at Eight (WHLB, WIND)
 Sunday at Home (WHEC)
 Sunday at Lazy X Ranch (WSIX)
 Sunday at Seth Parker's (NBC)
 Sunday at Seven (WTMV)
 Sunday at Twilight (WISN)
 Sunday Calendar (WCAP)
 Sunday Call, The (WDRG)
 Sunday Concert (KGO-KPO)
 Sunday Concert Hall (CJOC)
 Sunday Devotion (WSAU)
 Sunday Drivers (NBC)
 Sunday Drivers' Club (WMBD)
 Sunday Evening at Nine (WHN)
 Sunday Evening Concert (WDBO)
 Sunday Evening Concerts, The Ford (CBS)
 Sunday Evening Devotional Hour (KFUO)
 Sunday Evening Hour (CBS)
 Sunday Evening Hymns (KGXX)
 Sunday Evening Meditations (WSBT)
 Sunday Evening Newspaper of the Air (WLW)
 Sunday Evening on Temple Square (KSL)
 Sunday Evening Playhouse (KOL)
 Sunday Evening Revue (WKBO)
 Sunday Evening Song Time (WEBQ)
 Sunday Evening Swing Session (KGFF)
 Sunday Evening Theatre of the Air, The CJRC (CJRC)
 Sunday Evenings at Seth Parker's (NBC)
 Sunday Eye Opener (KHSL)
 Sunday Feature, Florsheim's (NBC)
 Sunday Forum (NBC)
 Sunday Function (WAGM)
 Sunday Grange Program (KFIO)
 Sunday Hour, The (CJRC)
 Sunday Hymn Sing Sundays (WWNC)
 Sunday Journal Features (WSB)
 Sunday Matinee (WSOC)
 Sunday Matinee of the Air (CBS)
 Sunday Meditations (WCAM)
 Sunday Melodies (WESG)
 Sunday Morning Breakfast Club (WISN)

PROGRAM TITLES—Continued

Sunday Morning Forecaster (WEAU, KTSM)
 Sunday Morning Matinee (KFFQ)
 Sunday Morning Meeting Time (WTJS)
 Sunday Morning Melodies (WRUF)
 Sunday Morning News Summary (WROL)
 Sunday Morning Party (WJJD)
 Sunday Morning Prelude (WEEL)
 Sunday Morning Ramble (KGMB)
 Sunday Morning Roundup (WBAL)
 Sunday Morning Serenade (WHB)
 Sunday Morning Swing Concert (WNEW)*
 Sunday Morning Telephone Requests (CFRN)
 Sunday Morning Worship Services (WCOL)
 Sunday Musicale (KOL)
 Sunday Newspaper of the Air (WCLO)
 Sunday Night Forum (KFPY)
 Sunday Night Free-For-All (CBS)
 Sunday Night Frolic (WDAY)
 Sunday Night Hi Jinks (KFWB)
 Sunday Night Party (WBBM)
 Sunday Night Players (KGVO)
 Sunday Night "Pop" Concert (WAAB)
 Sunday Night Radio Concert (CKCH)
 Sunday Night Theatre (NBC)
 Sunday Night Varieties (CBS)
 Sunday Outing (WFAA)
 Sunday P. M. Party (CBS)
 Sunday Ramble (WTBO)
 Sunday Reverie (WAVE)
 Sunday Salon Hour (KFPY)
 Sunday Salute (WATL)
 Sunday School Lesson (WIP, WFAA)
 Sunday School of the Air (WDGY, WNEF, KGCV, KGFV)
 Sunday Serenade (WAVE, WHLB, KOIL, KDAL, WMFO, KFWB, KWOC, WIP, WIBA)
 Sunday Serenaders (WLBZ)
 Sunday Sermon (WBAL)
 Sunday Sermons (WBNX)
 Sunday Siesta (KTUL)
 Sunday Sinfonietta (WOV)
 Sunday Song Festival (WFBC)
 Sunday Song Quiz (WTIC)*
 Sunday Song Service (WTMV)
 Sunday Songsters (WISN, WFMD)
 Sunday Souvenirs (WQDM, WHF)
 Sunday Special (WXYZ)
 Sunday Special, The Sperry (KGO-KPO)
 Sunday Sunshine (WBBM)
 Sunday Sunshine Hour (KELA)
 Sunday Supplement (WHN)
 Sunday Surprise (WFMD)
 Sunday Swing Concert (WNEW)
 Sunday Swing Serenade (KVOR)
 Sunday Swing Session (WJBO, WJIM)
 Sunday Symphonette (WGY)
 Sunday Symphony (WWSW, WCBS)
 Sunday Symphony Concert Orchestra, The NBC (NBC)
 Sunday Syncopation (WESG)
 Sunday Talent Roundup (KONO)
 Sunday Variety Show (WSGN)
 Sunday Vespers (WOPI)
 Sunday Visitor (WSAI)
 Sundial, The (WPHR)
 Sundial Bonnie Laddies (NBC)
 Sundial Serenade (WHB)
 Sundown Melodies (KOY)
 Sundown Plantation (WIBW)
 Sundown Revue (WBOW, WCSC)
 Sundown Serenade (KFPY, CKCL, WJNO, WHB, WKRC)
 Sunflowers (KSAC)
 Sungold Time (WBRC)
 Sunkist Melodies (KHJ)
 Sunkist Time (WBS, WEEL)
 Sunlite Kitchen (WKZO)
 Sunny & Daddy Read the Funnies (KVR5)
 Sunny Boy Club (CFCY)
 Sunny Jim Dandies (WDAF)
 Sunny Jim's Radio Pals (WJAS)
 Sunny Melodies (CBS)
 Sunny Minstrel (WDEL)
 Sunny Sam (WCFL)
 Sunny Side, The (WRUF)
 Sunny Side Up (WCAU)
 Sunny Singers, The (WXYZ)
 Sunny Smile Club (WFIL)
 Sunny South Minstrel Days (W5M)
 Sunny Valley (KFWB)
 Sunny Valley Tourist Camp (WBT)
 Sunnyside (KWK)
 Sunrise and Music (WBBC)
 Sunrise Breakfast Club (WXYZ)
 Sunrise Club (KVI)
 Sunrise Devotion (WSGN)
 Sunrise Edition (WNAX)
 Sunrise Express (KOL)
 Sunrise Frolic (WJJD)
 Sunrise Frolics (WAPI, WDNC)
 Sunrise Hill-Billies (WRNL)
 Sunrise Hour (KOY, WAPI)
 Sunrise Jamboree (KYSM, KABC)
 Sunrise Melodies (WOV)
 Sunrise Music Hour (WAAW, KFNF)
 Sunrise Musicale (WACO)
 Sunrise News (KRSC)
 Sunrise on the Bar-X (KGDE)
 Sunrise Program (CKWX)
 Sunrise Revue (WKY)
 Sunrise Roundup (KFRU, WHO)
 Sunrise Round-Up of the Chore Gang (WHO)
 Sunrise Salute (WEMP, KNX, KSFO, WGH)
 Sunrise Serenade (CKCK, KTUL, KSOO, WSYR, KVOO, CHAB)
 Sunrise Serenaders (KGO, KPO, WBEZ-A)
 Sunrise Service (KSEI)
 Sunrise Session (WTRC)
 Sunrise Show (WHB)
 Sunrise Special (WNAC, WPAY)
 Sunrise Yodeller (CFRN)
 Sunset Corners Frolic (WHO)
 Sunset Corners Minstrels (WHO)
 Sunset Corners Opry (WHO)
 Sunset Cruise (WEMP)
 Sunset Dreams (NBC)
 Sunset Edition (WNAX)
 Sunset Express (WCLO)
 Sunset Islanders (WMBH)
 Sunset Melodies (KGO, KPO, KHSL, WJBY)
 Sunset News Theatre of the Air, The (WHIS)
 Sunset Rangers (WLW)
 Sunset Reveries (WGPC)
 Sunset Revue (WSAY)
 Sunset Serenade (KMOX, WFTC, WOWO-WGL, WIBC)
 Sunset Serenaders (WJR)
 Sunset Service (KFUO)
 Sunset Sketches (WOKO)
 Sunset Soliloquy (KALB, WDNC)
 Sunset Trail Riders (KGFJ)

PROGRAM TITLES—Continued

Sunshine and Hymns (KFNF)
 Sunshine and Music (WSPA)
 Sunshine Booster Chorus (WOPI)
 Sunshine Boy, The (WJR)
 Sunshine Boys (WDEV, KWKH)
 Sunshine Circle (NBC)
 Sunshine Club (WPTF, KYA)
 Sunshine Club for Shut-Ins (WFTC, WBIG)
 Sunshine Corner (CFRB)
 Sunshine Dinnertime (KYSM)
 Sunshine Dramatized News (WNAC)
 Sunshine Express (KTUL)
 Sunshine for Shut-Ins (WHEB, KSRO)
 Sunshine Girl (KHSL, KGNC)
 Sunshine Gospel Hour, The (KTFT)
 Sunshine Hour (KGDE, WAGM, WSAL, WRVA, KFVD, WBOW, WFLA, WBRC, KGVO, KFBI, WMAQ, WENR, KFYR, WGES, WINS, KFRU, KGLU)
 Sunshine Hours (KTHS, WSIX)
 Sunshine House (WCAE)
 Sunshine in Song (WQAM)
 Sunshine Joyride (WMCA)
 Sunshine Kiddies (KGGF)
 Sunshine Lady (KDFN, KFNF)
 Sunshine Man, The (KTUL)
 Sunshine Melodies (WJW, MWR)
 Sunshine Minstrels (KFVS)
 Sunshine News Reporter (WFAA)
 Sunshine of Life (KVBG)
 Sunshine Period (WGAL)*
 Sunshine Program, The Bond Bread (NBC)
 Sunshine Reflections (WSM)
 Sunshine Serenaders (WIL)
 Sunshine Service (KFXM)
 Sunshine Special (KVOA, KPQ, KGGM)
 Sunshine Trio, The 1927 (WFBR)
 Sunshowers (WHBQ)
 Super Special Supper Swing Session (KFRO)
 Super Store Session (WBRG)
 Superior Fun-Fare (KFAC)
 Supper Club (WHN, WOPI)
 Supper Dance (WAPI)
 Supper Hour Serenade (CJRC)
 Supper Serenade (WMTM, WLW)
 Supper Sketches (KOVG)
 Supper Snatches (CJCA)
 Suppertime Frolic (WJJD)
 Suppose It Did Happen (WIBG)
 Supreme Ranger Serenade (KOA)
 Surf Riders (KGGC)
 Surprise (WDNC)
 Surprise Box (WVL)
 Surprise Limited (WPG)
 Surprise Package, The (KWKN)
 Surprise Packet, The (CJRC)
 Surprise Party (KFVS, WAVE)
 Surprise Party, Peter's (KPO)
 Susan Agar Chatelaine of the Air (CFRN)
 Susan Smart, Girl About Town (KVOR)
 Susie, The Kitchen Cynic (WCCO)
 Susie, The Swapper (KGNF)
 Susie & Jake (WCBA-WSAN)
 Suwanee Serenade (WRUF)
 Suzanna at the Piano (KIUL)
 Swanee Cowboys (KTRB)
 Swanee Melodies (WDNC, WBAP)
 Swanee Minstrels (WRUF)
 Swanee Serenade (KYOS)
 Swap-Club, Borden's (KGNC)
 Swap Program (WALA)
 Swap Service, Behymer's (KFH)
 Swap Shop (KCKN, WCFL)
 Swappers, The (KGNF)
 Swappers Club, The (WSYR)
 Swappers' Corner (WPRO)
 Swazey Corners (WRJN)
 Sweepstakes, The (WJJD)
 Sweet Adeline (WLW)
 Sweet Alice (WBBM)
 Sweet and Hot (CKLW, WSBT-WFAM, WIP, CBL, CHML, KTHS, CFRN)
 Sweet and Lovely (WIP, WMFD)
 Sweet and Low (KLO)
 Sweet & Low Down (NBC)
 Sweet and Low Music (WCLE, WHK)
 Sweet and Slow (CJOC, WKOK, WAAF, CJRC)
 Sweet and Swing (CJCA, KMTR, CHSJ, KSFO)
 Sweet and Swing Serenade (WHBC)
 Sweet Melodies (KMOX)
 Sweet Melodies Old and New (KSUB)
 Sweet Music (WHB, WHAS, WMBH, KGNC, KGO-KPO, WRNF, WQAM, WIL, CFRB, WRUF)
 Sweet 'n' Hot (CKCL)
 Sweet or Swing (CHAB, KPDN)
 Sweet Serenade (KGDH)
 Sweet Shop Revue (WHO)
 Sweet Song Styles (KGGF)
 Sweet Songs of Long Ago (CFAC)
 Sweet Springtime (KTSA)
 Sweet Strings (KMBC, WDEL)
 Sweet Sue (KROY)
 Sweet Swing (KGVO, KMBC)
 Sweet Time (WMSD)
 Sweeten Swing (KFI)
 Sweetest Love Songs (NBC)
 Sweetest Voice on the Air, The (WBRC)
 Sweetheart by Remote Control (KNOW)
 Sweetheart Days (KYA)
 Sweetheart Hour (WDAF)
 Sweetheart of the Air and the Merry Makers, Maine's (WCSH)
 Sweetheart of the Air-Lanes (WDOD)
 Sweetheart Pair (WCCO)
 Sweetheart Program (NBC)
 Sweetheart Rhumbas, William Scott's (NBC)
 Sweetheart Serenade (KTAT, WEW)
 Sweetheart Theatre, The (WEAF)
 Sweetheart Time (KTUL)
 Sweethearts (CBS)
 Sweethearts Forever (KHQ)
 Sweethearts of Melody (KOA)
 Sweethearts of Song (KANS)
 Sweethearts of the Air (WHP)
 Sweethearts on Parade (WHB, WICA)
 Sweethearts on the Air (NBC)
 Sweetness (WHB)
 Sweets to the Sweet (KTRI)
 Swing Album (WFAM, WSGN)
 Swing Along (WGAR)
 Swing-a-Long (WQAM)
 Swing and Sing (WNOX)
 Swing and Stuff (WAVE)
 Swing and Sway (WEW)
 Swing and the Classics in Reverse (WSJS)
 Swing Around the Town, The (WBBM)
 Swing Around the World, A (KRBC)

PROGRAM TITLES—Continued

- Swing At It (WMEX)
- Swing Blues (WMCA)
- Swing Chums (WAPI)
- Swing Classic (CFJC)
- Swing Classics (WIND)
- Swing Club, The (WIBC, WJBK, WMBS)
- Swing Club, The WHLS (WHLS)
- Swing Club, The WRVA (WRVA)
- Swing Club, The WSGN (WSGN)
- Swing Concert (KMTR)
- Swing Doctor and His Musical Clinic, The (WORL)
- Swing Fancies (WVFW)
- Swing Fever (WGRC)
- Swing Fiesta (WFB)
- Swing for Sale—Ned French (WORL)
- Swing for the Smart Set (WWVA)
- Swing For Your Supper Music (WBRY)
- Swing Four (KFPY)
- Swing High (WAAF, WOL)
- Swing High, Swing Low (WEW)
- Swing High—Swing Low (CBW)
- Swing in the Air (KSOO)
- Swing in the Organ Loft (CKNX)
- Swing Interlude (WBIG)
- Swing Is Here to Sway (WEED)
- Swing Is in the Air (WATL)
- Swing Is the Thing (KNOW)
- Swing It! (KMTR, WSGN, WHIS)
- Swing Jamboree (WSGN, CJRC)
- Swing Kings (WKY)
- Swing Low (WHAS)
- Swing Matinee (CKTB, WFBL)
- Swing Miniatures (WCPO)
- Swing Mr. Sarli (KWK)
- Swing Mixture (KALE)
- Swing Moderne (WFAA)
- Swing 'n' Stuff (KDYL, WAAT, WDGY)
- Swing of It, The (CJRC)
- Swing Parade, The (WLAC)
- Swing Patrol (NBC)
- Swing Quartet (WOWO)
- Swing Rhythm Time (WCAAX)
- Swing Sanitarium (WMT)
- Swing Scrap Book (WTEL)
- Swing Serenade (WBZ, WBZA, WIL, WAIM, WAVE, KRMD)
- Swing Session (WMC, WAAW, KRE, WSGN, CHSJ, CKCW, KSFO, WRUF)
- Swing Session, LaFrano (KDB)
- Swing Session, The WGRC (WGRC)
- Swing Session Is Called, The (KFXR)
- Swing Sextet (WIL)
- Swing Sextette (WIL)
- Swing Shop, The (KGVO)
- Swing-Sing (CBL, CBY)
- Swing Sisters, The (WTAG)
- Swing Soiree (NBC)
- Swing Song (CJCA, CFRN)
- Swing Spotlight (KLS)
- Swing Spree (KYOS)
- Swing Stops (KTHS)
- Swing Stuff (KGHF)
- Swing Styles (KIDW)
- Swing Stylist (WHN)
- Swing Sublime (KOMA)
- Swing Symphony (WAPI)
- Swing Symphony Swing (WHN)
- Swing Tempo on a Heaven Harp (WMMN)
- Swing Time (KGHF, KTOK, WCFL, WDAS, WHP, WIL, WRJN, KIUL, KFXD, WOW, WWVA, KFXJ, WDGY, WNBX)
- Swing Time, The Chakers Theatre (WHIO)
- Swing Time and Smooth Music (WLNH)
- Swing Time & Waltz Time (WMCA)
- Swing Time at Goldman's (WDAF)
- Swing Time Lane (WGTM)
- Swing Time Tunes (KTUL)
- Swing to Chiclets (WJZ)
- Swing Tunes (KROY)
- Swing Unlimited (CBL)
- Swing vs. Sweet (WDEV)
- Swing with Carter (WGRC)
- Swing with the Girl Friend (KMA)
- Swing with the Strings (WCCO)
- Swing Your Partner (WBS)
- Swinga Majigs (KONO)
- Swingapators, The (WBT)
- Swingbillies, The (KTOK, WPTF, KFAM)
- Swingbillies, Mack's (WMAS)
- Swingcopation (KFOR)
- Swingcopators (WIL, WBT, CBW, KOIN, KWTO)
- Swingeroo (WRVA)
- Swingeroo'ers, The (WHBQ)
- Swingin' Down the Lane (WCOP, WFAA)
- Swingin' in Song (KYOS)
- Swingin' on Down (WATR)
- Swingin' on Sunday (WIBG)
- Swingin' on Time (WCBD)
- Swinging (WAAT)
- Swinging a New Song (WTMJ)
- Swinging Along (CBS)
- Swinging Down the Airplanes (WTAL, WSB)
- Swinging Down the Lane (WTMJ)
- Swinging on the Down Beat, with the 5 Notes (WMAS)
- Swinging Out (WAVE)
- Swinging Strings (WSJS, KTBS)
- Swinging Through America (NBC)
- Swinging with Fielder (KONO)
- Swingmasters, The (WCFL)
- Swingology (WWJ)
- Swingology Club (KFAM)
- Swingopaters (KWK)
- Swingopsters, The (KWTO)
- Swingphonette (WFDF)
- Swingphonic Hour (KXBY)
- Swing's the Thing (IBS)
- Swingsters, The (KFPW, WQAM, WTAG, CJCA, WJAY, CJRC, WSYR)
- Swingsters, The New Orleans (WAVE)
- Swingsters, Smyks' (WKOK)
- Swingsters Frolics, The (KTOK)
- Swingtette, The (CKSO, KSFO)
- Swingtime (KALB, KWTN)
- Swingtime Charlie (WRAK)
- Swingtime Court (WEBR)
- Swingtime in Dixie (WATL)
- Swingtime in the Ozarks (KWOC)
- Swingtime in the Rockies (KVOR, KGU)
- Swingtime on Skates (WSAI)
- Swingtime Serenade (CHML, WKOK)
- Swingtime Siesta (KOBH)
- Swingtime Trio (WBZ, WBZA)
- Swingtimers, The (KFVS)
- Swiss Yodelers, The (KMBC)
- Switch to Better Living (KOB)
- Sycamore Street (KGB, KHJ)
- Sylvan Trio (NBC)
- Sylvania Foresters (NBC)
- Sylvester Midnight Program (KFUO)
- Sylvia (MWR)
- Symphoneers, The (KMOX)

PROGRAM TITLES—Continued

Symphonetta (KTUL)	Symphonic Serenade (WSPA, CJLS)	Symphony Orchestra, The (NBC)
Symphonette (CFRN, WGN, WGAR, CKAC)	Symphonic Sketches (CBL)	Symposium on Wax (KMTR)
Symphonettes (KGO-KPO)	Symphonic Strings (WOR)	Symposium Opinion (KUJ)
Symphonic Band (WCAM)	Symphonic Swing (WRUF)	Symposiums (NBC)
Symphonic Dramas (FTRD)	Symphonic Tone-Poems (WKOK)	Synagogue Melodies (WEVD)*
Symphonic Echoes (WJJD)	Symphonic Variations (WTAM)	Syncopated Brevities (CBL, CBY)
Symphonic Half Hour (WRUF)	Symphonic Varieties (WKOK)	Syncopated Riddles (KMO, KXRO)
Symphonic Hour, The (WAAF, WQXR, WBIL)	Symphonie, La (CJBR)	Syncopated Silhouettes (CBS)
Symphonic Hour, Your (WBTM)	Symphonies and Songs (WESG)	Syncopated Sparklers (WEMP)
Symphonic Interlude (CBS)	Symphonies of Style (WNBX)	Syncopating Sentries (WIL)
Symphonic Jam (WGBI)	Symphonies of the Stars (KMPC)	Synconation for the Nation (WTAG)
Symphonic Matinee (WORL)	Symphony Chats (WSYR)	Synconation Piece (KMOX)
Symphonic Moderne (NBC)	Symphony Concerts (NBC)	Syncoptators (WOW)
Symphonic Mood (CFCH)	Symphony Hall (KLZ, WRUF, KRSC, WFAS)	Syncothots (KGO-KPO)
Symphonic Moods (WBIL, WOV)	Symphony in Jazz (WMEX)	Synonym Derby (WSYR)
Symphonic Novelties (WOV)	Symphony in Song (CJCA)	Syracuse Variety Hour (CBS)
Symphonic Preview (KRNT)	Symphony in Style (WHN)	Syracuse Voices (WFBL)
	Symphony of Life (WSB)	Syrup Symphonies (CFCF)
	Symphony of the Stars (KMPC)	

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T. N. T. (Tunes-Novel-Tempting) (KYOS)	Take It or Leave It (WADC)	Talent Quest (KGB, KSEI, WHB)
T. N. T. Reviews (WLBC)	Take the Air (KFWB)	Talent Scout (WHB)
TVA Express (WMSD)	Take Time to Be Holy (KRE)	Talent Scout, The (WCAE, WDAS, KROY, WHB)
Tabernacle of the Air (CJRC)	Take Time to Be Holy Hour (KFVD)	Talent Scout Presents (WCFL)
Tabernacle Hour (WBIG)	Take Your Pick (KLPM)	Talent Try-Outs (WQAM)
Table for Six (KIRO)	Takes the Mike, Johnson C. Smith University (WBT)	Talented Musicians (WIRE)
Table for Two (WBS)	Taking Democracy Seriously (WGAR)	Tales and Details (KGB)
Table King Coffee Club (WEBC)	Tale of a Town (WDAY)	Tales at Twilight (CJOR)
Table Talk (WTMJ)	Tale of Today, A (NBC)	Tales from an Antique Shop (KFRC)
Table Talks (KTUL)	Talent Contest, The Humko (WMC)	Tales from Far and Near (CBS)
Tables Turn, The (WATR)	Talent Detective (WEVD)*	Tales from Harlem (WMCA)
Tablets of Stone (WBAL)	Talent Discovery Program, WTAG (WTAG)	Tales from Maupassant (CJRC)
Tabloid, The KTAT (KTAT)	Talent Foundation, The WMC (WMC)	Tales from Shakespeare (KGO-KPO)
Tabloid Theatre of the Air (WEBC)*	Talent in Review (WSAY)	Tales from the Treasure House (KIRO)
Tabloid Time (KANS)	Talent on Tap (WBAL)*	Tales of California (KGO-KPO)
Tadpole and Molly (KGER)	Talent Parade (WIBX, WRDW, KERN, WAPI)	Tales of Courage (NBC)
Tailor-Made Radio Guide, The (WJBC)	Talent Parade, the G. W. H. S. (WBTM)	Tales of Error (CJOR)
Tailors' Convention, The (WBNX)	Talent Program (WCHS)	
Tailwaggers Club (NBC)		
Take a Number (KIDW)		

PROGRAM TITLES—Continued

- Tales of Industry (WDAF)
 Tales of Old Virginia (WTAR, WRVA)
 Tales of Opera (WENR)
 Tales of Terror (CJOR)
 Tales of the Emerald Isle (NBC)
 Tales of the Far East (KOMA)
 Tales of the Foreign Legion (CRS)
 Tales of the Frozen North (WGY)*
 Tales of the Highway (WKY)
 Tales of the Highway Patrol (WKY)
 Tales of the Northwest (WGY)
 Tales of the Oklahoma Highway Patrol (WKY)*
 Tales of the Seven Seas (WHN)
 Tales of the Supernatural (KXBY, WAPO)
 Tales of the Titans (NBC)
 Tales of the Tuna Clippers (KGB)
 Talk About Books (WOR)
 Talk It Over (KFUO)
 Talk of the Industry (WHN)
 Talk of the Town (KIDW, KRE, KROY, WFLA, WAPI, WTAR, WJAX, WMBH, WKY, KGO-KPO, WAAT, WSYR, WCCO, WCLE, WCOU)
 Talk of the Town Jamboree (WSAI)
 Talkie, The Rinso (NBC)
 Talkie Picture Time (NBC)
 Talking Drums (MacG)
 Talking of Talkies (CKCA)
 Talking Shops (WESG)
 Talking Story Book, The (WGPC)
 Talking Things Over (WMIN)
 Talking Things Over with Kathryn Stone (KFOR)
 Talks by Mrs. Roosevelt (NBC)
 Talks to Men—Jack Minton (WLAC)
 Talks to Teachers (WHO)
 Tall Corn Time (IBS)
 Tall Story Club (WLS)
 Tall Tales (KSL)
 Tall Tales of the Timber (WMIN)*
 Tallcorn Jamboree (KFJB)
 Tally Ho (KGO-KPO)
 Talmudic Tales (KCKN)
 Talmudic Tales with David Morantz (KMBC)
 Tangled Lives (KSTP)
 Tango Cabaret (WOV)
 Tango Fantasies (WTJS)
 Tango Serenade, Don Michael's (KONO)
 Tango Talks, The (KYOS)
 Tango Tempo (WFBC)
 Tango Time (WISN, KLO, KONO, WAVE, KVOL, KGVO, KABC, WHK, WJAG)
 Tank Town Follies (KARK)
 Tantalizing Tempters (KFXR)
 Tantalizing Tunes (KLPM)
 Tap Dance Review (KFIO)
 Tapestries of Life (WGBI)
 Tapestry of Melody (NBC)
 Tapestry of Moods (WWNC)
 Tapping Toes (WJAY)
 Tar Heel Folks (WEED)
 Tar Heel Tales (WPTF)
 Tarzan (RRI)
 Tarzan of the Apes (WOR)*
 Tasty Krust Boys (KFBI)
 Tate's Cowboy (KGHI)
 Taters and Mule (NBC)
 Tattered Man (NBC)
 Tattler, The (KMBC)
 Tattler Sports Review, The (KMBC)
 Taubman's Men's Bible Class (KGER)
 Tavern in the Town (WHO)
 Tavern of Tunes (WHBQ)
 Tavern Tunes (WRUF)
 Tax Problems, Your (WAVE)
 Tax Talk (WINS)
 Taxation in Wisconsin (WHA)
 Taxi (JVG)
 Taxicab Night Club of the Air (WCKY)
 Taximeter Listens (WCAU, WHN)
 Taxitunes (WCAU)
 Taylor and Kahn (KRKD)
 Taylor Made Revue (WCAU)
 Tea and Crumpets (WHO)
 Tea at the Ritz (CBS)
 Tea Chat (KGO-KPO)
 Teacup Philosopher, The (KFRC)
 Teacup Tunes (KGO-KPO)
 Tea Dance (WAVE)
 Tea Dance Music (WOR)
 Tea Dansant (KGO-KPO, WCFL)
 Tea Dansante (KGW-KEX)
 Tea for Two (KABC)
 Tea in Studio 2 (KSPO)
 Tea on the Terrace (CJOC)
 Tea Party, The Boston Edison (WEEI)
 Tea Room Trio (WPHR)
 Tea Table Tete-a-Tete (CBS)
 Tea Time (WRGA, WRUF, WNOX)
 Tea Time, The California (KSFO)
 Tea Time at Morrell's (NBC)
 Tea Time Dance Tunes (WEED)
 Tea Time Dansante (WRJN)
 Tea Time Jamboree (KFH)
 Tea-Time Melodies (KPDN, WJR, WHAM)
 Tea Time Serenaders (WBZ-A)
 Tea Time Tabloid (WCBS)
 Tea Time Topics (WQAM, WFG, CFRB)
 Teatime Troubadours (CBS)
 Tea Time Tunes (CJAT, CKY, KTOK, WDAS, WDAY, WTMV, KFYO, WJBY, CJCA, WPHR, KGVO, WHDL, WFIL, WHB, WKBO, WLOK, WVFV)
 Tea Time Tunes from Our Turntable Terrace (WCAX)
 Tea Time with Nancy Grey (WTMJ)
 Tea Timers (KGO-KPO, WEED)
 Teachers College on the Air (KFVS)
 Teachers Holiday (KGO-KPO)
 Teaching the Teachers (WJBK)
 Team Mates (KGO-KPO)
 Tear It Down (KONO)
 Tech Tattler (KFYO)
 Ted and Bobby (KMMJ)
 Ted and His Gang (WNAC)
 Ted Bateman at the Piano (WCHV)
 Ted Brown at the Console (KONO)
 Ted Fio-Rito (CBS)
 Ted Hiron's Sportscast (WFLA)
 Ted Hiron's Sports Parade (WFLA)
 Ted's Newspaper Adventures (KCMO)
 Teddy Lane of the Air Lanes (WJAS)
 Tee-Off (KOL)
 Teen Age Follies (WJBK)*
 Teen Time Tunes (KOBH)
 Teeny, Tiny and Tack (WIS)
 Tek Music (NBC)
 Telatunes Requests (KSD)
 Telechats (WTMV)
 Telegram Topics (WESG)
 Telephone Quiz (KFWB, KSAN)
 Telephone Reporter, The (WRVA)
 Telephone Troubadours (WAAT)
 Telephone Tunes (WATR)
 Telequiz (KROY)
 Tele-Talks (KYOS)
 Tele-Topics (KYOS)
 Television Flashes (KXBY)
 Tell Me a Story (WFAS)

PROGRAM TITLES—Continued

- Tell Me a Story Lady (WDAF)
 Tell Mrs. Griggs (WTMJ)
 Tell Tale Mike (WHK)
 Tell Tale Tavern (WGBI)
 Tell Us Your Story (CBS)
 Teller of Curious Tales (KHSL)
 Teller of Strange Tales (CKCL)
 Telling Tales (KEHE)
 Telling the World (WBIG)
 Temple Bells (KMOX)
 Temple of Sacred Songs (WHP)
 Temple of Song (WFMD)
 Temple Reveries (BOW)
 Tempo Capers (WDNC)
 Tempo Changes, The (KARK, WFMD)
 Tempo Changó (KIDW)
 Tempo di Modernage (KORE)
 Tempo for Youth (KEX)
 Tempo of Today (CJCA)
 Tempo Tempest (KYOS)
 Tempo Time and More Time (WLAW)
 Tempo Trio (CKBI)
 Tempos at Ten (WAIR)
 Tempos Tea Timers (WBZ-A)
 Tempter Detective (WDAF)
 Tempters Three, The (KTOK)
 Ten Best Sellers (WHN)
 Ten Commandments (WOV)
 10.45 Club (WHK)
 Ten Hundred Melodies (WDAF)
 Ten Minute Topics (WQDM)
 Ten Nimble Fingers (WGPC)
 Ten o'Clock Melody Market (WTMJ)
 Ten o'Clock Scholars (WHK)
 10 o'clock Tabloid (KTHS)
 10 o'Clock Tunes (WJAY)
 Ten Pin Man, The (WHBF)
 10:30 Sports Revue (WSB)
 Ten-Thirty Telegram (CJCA)
 Ten Top Tunes (WMBR)
 Ten Torrid Tunes (KRE)
 Ten-Tunes, Ten-Minutes (KFAM)
 Ten-Twent-Third (NBC)
 Ten-Types of Melody (KFAM)
 Ten Wise Guys, The (KABC)
 Ten Years Ago Today (WHP)
 Tena and Tim (MWR)
 Tena Reid Presents (CKNX)
 Tennessee Mountaineers (WROL)
 Tennessee Playboys Band (WPHR)
 Tennessee, The Song Stylist (KSD)
 Tennessee Trio (WBT)
 Tennessee Valley Players (WROL)
 Tennessee Yodeler, The (WBTM)
 Tenor and Baritone (CJCA)
 Tenpin Tattler, The (WCFL)
 Tenth Inning (WTCN, WBBM, KMOX)
 Terhune Dog Drama (KGO-KPO)
 Terrible Meek, The (WMCA)*
 Terrible Two (WDBO)
 Terror by Night (CBS)
 Terry and Ted (WBS)
 Terry and the Pirates (NBC)
 Terry Blackburn, the Playwright Chef (WFBR)
 Terry Regan, Attorney-at-Law (NBC)
 Terse Tales (KFUO)
 Test of Time (WGSN)
 Testimony Broadcast (WTMV)
 Tex and Ginger (KQV)
 Tex & Tony (KGNO)
 Tex Owens (KMBC)
 Tex Terie (WSBT-WFAM)
 Texans (WHEB, WOAI)
 Texans, Doc Schneider's (WGY)*
 Texas Broncho Buster (WPHR)
 Texas Buckaroos, the (KGKL)
 Texas Cowboy, The (WDRG)
 Texas Cowgirls (KGKO)
 Texas Dates and Places (KTSA)
 Texas Drifters (KFXR)
 Texas Entertains (KTAT)
 Texas Farm & Home Program (WFAA)
 Texas Fire-Chief (CBS)
 Texas History Sketches (WOAI)
 Texas Kid, The (KFYO)
 Texas Outlaws (KGFL)
 Texas Plainsman, The (WTJS)
 Texas Play Boys (WEXL)
 Texas Ramblers (WOAI, KGFJ)
 Texas Rangers, The (KMBC)
 Texas Roundup (WJW)
 Texas Toby (KVGB)
 Texas Treasures (WOAI)
 Texas Viewpoints (KGKO)
 Texas Weekly, The (WOAI)
 Texas Wonders (KVOL)
 Texcomo Forum (KLUP)
 Thanks for the Memory (KOIN)
 That Couple Next Door (KDON)
 That Morning Bugle (WSBT-WFAM)
 That Old Song (KLO)
 That Radio Man (KGMB)
 That Reminds Me (KGFJ)
 That Was the Time (KXRO)
 Thatcher Colt (NBC)
 That's for the Day (WCLO)
 That's Life (NBC)
 That's My Job (WHAM, WRC)
 That's Odd! (KTAT)
 That's Paris (CBS)
 That's That (KNOW)
 That's What They Said (KALE)
 That's What You Think (CFRN)
 The Dansant (CJBR)
 Theat-aire, The (WHBF, WHBF)
 Theatre Brightlights (KROC)
 Theatre Calendar (WRJN)
 Theatre Calendar of the Air (WNOX)
 Theatre Chez Sol (CKCV)
 Theatre Club of the Air (WOR)
 Theatre Comique (KOIL)
 Theatre de Chez-Nous, Le (CKAC)
 Theatre Digest (WLW)
 Theatre for the People (WGES)
 Theatre Forum (NBC)
 Theatre Guide, The (WINS, KGFJ)
 Theatre Guide, Winnipeg's (CJRC)
 Theatre Guild (WINS)
 Theatre Guild Mystery Plays (WJNO)
 Theatre Matinee (CBS)
 Theatre of Music (KGMB)
 Theatre of Romance, The Luxor (WMAQ)*
 Theatre of the Air (KTUL, WBAL)
 Theatre of the Air, The Federal (KRKD)
 Theatre of the Air, The WFLA (WFLA)
 Theatre of the Air, WSOC (WSOC)
 Theatre of Today (CBS)
 Theatre of Youth (KPCC)
 Theatre Players, The Baker (KOIN)
 Theatre Presents, The (WEAF)*
 Theatre Preview (CJOC)
 Theatre Programs (NBC)
 Theatre Review, The (WRR)
 Theatre Revue (CFCJ)
 Theatre Row (WOL)
 Theatre Spotlight (CJRC, KOIL)
 Theatre Swing Party (WAIM)

PROGRAM TITLES—Continued

- Theatre Time (CFCE, WRDW)
 Theatrical Echoes (KGVO)
 Theatrical Revue (KOL)
 Theatrical Scrapbook (NBC)
 Their Greatest Stories (FTRD, KFVB)
 Their Majesties, The Babies (KGAR, WDZ)
 Theme and a Song, A (CJRC)
 Theme of Love, The (WFBR)
 Theme of Your Dreams, The (WSNJ)
 Then and Now (WJAX)
 There Are Smiles (KGAR, WDZ)
 There Ought to be a Law (Mutual)*
 There Was a Time (CJRC)
 There Was a Woman (NBC)
 Theremin Ether Wave Music, RCA (NBC)
 There's a Law Against It (FTRD)
 There's Something in the Air (WKZO)
 These Are Our Neighbors (UP)
 These—Our Children (KGW-KEX)
 These Plains of Ours (CJRM)
 These Valiant (WJJD)
 They All Sang (CFRB)
 They Build a City (KMOX)
 They Live Again (WNEW)
 They Made Headline (UP)
 They Said It Today (WLBC)
 They Who Dare (WHEB)
 They're Off (WHN)
 They're Saying in England (NBC)
 Thieves of Bad Gags (KMBC)
 Thigpen Family (WOAI)
 Thimble Revue (WAVE)
 Things and Stuff (WKOK)
 Things I Shouldn't Tell (NBC)
 Things Might Have Been Different, If— (KFRC)
 Things That Happen, Good and Otherwise (WHEB)
 Things to Come (CJOC)
 Things Worthwhile (KPMC)
 Think Fast (KTBS)
 Think It Over (WTJS)
 Think of the Litt Duffers (WDEV)
 Thinking Aloud (WSPA)
 Thinking Club, The (WMCA)*
 Thinking Fellow, The (WCBS)
 Thinking It Over (WOL)
 Thirteen Moon (WHAM)
 1370 Club, The (WDAS, WCBM, WBTM)
 Thirteen Strings (KIUP)
 Thirteen Tenners (WROL)
 13th Hour, The (WHBQ)
 30 and 73 (WLBC)
 Thirty Below (KGB)
 Thirty Fingers (WWVA)
 35,000 Days in Texas (WFAA)
 Thirty Minute Men (CBS)
 Thirty-Minute Shelf (KFI)
 30 Minutes in Hollywood (KHJ)
 Thirty Minutes of Music (KIRO)
 30 Minutes to Go (KSO)
 Thirty Minutes with Hank (WGBI)
 30 Minutes with the Classics (KGAR)
 30 Musical Moments (WBZ-A)
 This Afternoon's Headlines (WSJS)
 This Age of Rhythm (WIND)
 This and That (WHBB, KOIN, WCMI, KDB, WQAM, WJIM, KYOS, KFXR, CFCE, KGU, KGVO, WEJB, WRGA, KPQ, WNEB)
 This Business of Home-making (KJBS)
 This Business of Music (WBNX)
 This Curious World (WJJD)
 This Day Is Ours (CBS)
 This English (CBL, CBY)
 This Evening's Guest (WTCN)
 This Exciting World (WEBR)
 This Farming Business (WLS)
 This Is America (WJBK)
 This Is It (WGAR)
 This Is My Story (WJR)
 This Is New York (CBS)
 This Is Our Age (KONO)
 This Is Radio (NBC)*
 This Is Your Program (CBS)
 This Life We Live (KFJB)
 This Living World (CBS)
 This Mad World (WHN)*
 This Modern World (WNAX)
 This Morning in Sports (WSFA)
 This New York Town (CBS)
 This Rhythmic Age (KTUL, NCBS)
 This Screwball World (CJOR)
 This, That, and the Other (WHEB)
 This Thing Called Swing (WCAU)
 This Thing Success (KFOR)
 This Town of Ours (CBS)
 This Was News (FTRD)
 This Way to Beauty (WEEL)
 This Week and Next (CJCA)
 This Week in History (KFAC, CJOR)
 This Week in Nature (WESG)
 This Week in New Haven (WELI)
 This Week in Review (WJR, KFI)
 This Week in Washington (WMCA)
 This Week Looks Back (KRE)
 This Week's Social Calendar (KGNF)
 This Woman's World (KWK, KOMA, KFPY, KIRO, WNBZ, WWSW)
 This Wonderful World (WOR)
 This World of Ours (WKY)
 This World of Sports (WFDF)
 This World We Live In (WBRC)
 This Year (CKCW)
 Thomas Lee Presents (KHJ)
 Those Adventurous Years (WCFL)
 Those Four Boys (WHJB)
 Those Happy Gilmans (NBC)
 Those We Love (NBC)
 Thought (KICA)
 Thought for Today, A (WLW)
 Thoughtful Moments (WJNO)
 Thoughts and Melody (KSLM)
 Thoughts at Eventide (WKBO)
 Thoughts at Random with Just Me (KTFI)
 Thoughts for the Day (WEED, WLBZ)
 Thoughts for Today (CHSJ, KDYL, WEED)
 Thoughts for You and Me (KTEM)
 Thoughts in Rhyme (KFJZ)
 Thoughts of Gold (WSAZ)
 Thoughts Together (WINS)
 Thousands Cheered (CBS)
 Threads of Happiness (CBS)
 Three Aces (WJR, KLO)
 Three Ambassadors (WELL)
 Three Aristocrats of Swing (WIBW)
 Three B's, The (KLZ)
 Three Bachelors (WICC)
 Three Bakers (NBC)
 Three Bits of Rhythm (WAVE)
 Three Blind Mice (KORE)

PROGRAM TITLES—Continued

Three Blue Chips (WMCA)
 Three Blue Notes (WADC,
 WFMD)
 Three Buckaroos, The
 (WTAG)
 Three Cheers (KGO-KPO)
 Three Cornered Moon
 (WJZ)*
 Three Debs, The (CFRB)
 Three Deuces (KRKD)
 Three Doctors, The
 (WBRB)
 Three Dukes, The (WMEX)
 Three Fair Damsels
 (KCMO)
 Three Flats (CBS)
 Three Flights Up (WCAU)
 Three for Tea (KYW)
 Three Freshmen, The
 (WSB)
 Three G's (WMCA)
 Three Gems (WAAT)
 Three Gentlemen, The
 (WCAU)
 Three Girls (WDRB)
 Three Girls and a Boy
 (WNAC)
 Three Girls from Gramling
 (WSPA)
 Three Girls in a Room
 (WSB)
 Three Graces, The (WGN)
 Three Harmaniacs, The
 (WKY)
 Three Hits and a Miss
 (KDB)
 3 in 1 Theatre (WBAL)
 Three J's (WMCA)
 Three Jacks, The (KTAT)
 Three Jays, The (WTMJ)
 Three Jugglers, The
 (WORL)
 Three Keys (CBS)
 Three Keyboards (CFRB,
 KOMA)
 Three Kings and Their
 Jester (WHJB)
 Three Knights and an
 Evening Star (KNX)
 Three Little Funsters
 (WMCA)
 Three Little Girls from
 School (NYBS)
 Three Little Girls in Blue
 (WCHS)
 Three Little Maids (NBC)
 Three Little Maids from
 School (WINS)
 Three Little Pigs (WSGN)
 Three Little Pigs, Zeigler's
 (WBRB)
 Three Little Words (WHB,
 WIRE)
 Three Lucky Notes, The
 (KDB)
 Three Maids and a Man
 (WNOX)
 Three Maids and a Mike
 (WMAL, WJSV)
 Three Maids and Their
 Mike (WOW)
 Three Marks-Men, The
 (WQAM)
 Three Meals a Day (KGO)
 Three Men and a Guitar
 (WFMD)
 Three Men in a Tub
 (CBS)
 Three Men in a Used Car
 (KROY)
 Three Men on a Chorus
 (WGBI)
 Three Men on a Mike
 (WMFJ)
 Three Merry Men, The
 (KROC, KFOR)
 Three Minute Club
 (WBRB)*
 Three-Minute Men (WELL)
 3 Minutes of Safety with
 Sgt. Lycan (WJBL)
 Three Modern Maids (CBS)
 Three Moods, The (WAII,
 WTIC)
 Three Music Masters
 (KASA)
 Three Musketeers (KGO-
 KPO)
 Three Naturals (CBS)
 Three Notes (WOW)
 Three O'Clock Mirthquake
 (KMOX)
 3 O'Clock Revels (KHBC)
 Three of a Kind (KGO-
 KPO)
 Three of 'Em, The
 (WJAY)
 Three of Us (WHBQ,
 WHAM, CKCL, WSPD,
 CJRC)
 Three on a Mike (WHBQ)
 Three on a Song (WHB)
 Three Orphans (WEAF)*
 Three Pals, The (KGW-
 KEX)
 Three Pictures of Health
 (WJAX)
 Three Pineapples, The
 (KTOK)
 Three Playgirls (WJW)
 Three Quarter Charm
 (KLAR)
 Three-Quarter Tempo
 (KRMC)
 Three-Quarter Time
 (KYW, CKCW, WCLE,
 WPTF)
 Three Quarter Time at Half
 Past Three (WQDM)
 Three Queens and a Jack
 (CBS)
 Three Queens of Harmony,
 The (KRMC)
 Three R's, The (KGCX)
 Three R's (Rhyme, Rhythm,
 Romance) (WHIO)
 Three Rancheros (WENR)
 Three Range Riders, The
 (CJRC)
 Three Red Heads, The
 (CHRC)
 Three S Boys (WKOK)
 Three "S" Boys—Singing
 Songs of Swine, The
 (WRAC)
 Three Saymen (KWK)
 Three Schoolmaids (WGY)
 Three Score and Ten
 (KWK)
 Three Shades of Blue
 (WGY, WCCO, WALA,
 KGFI)
 Three Sharps (WDEV)
 Three Smart Boys, The
 (WFAA)
 Three Spades (WSAI)
 Three Spinners (WBT)*
 Three Spirits of Rhythm,
 The (WBTM)
 Three Spots, The (WKZO)
 Three Star Final (WOWO)
 Three Star Review, The
 (WORL)
 Three Star Revue (WLTH)
 Three Star Show (CFRB)
 Three Stars, The (CBS)
 Three Swinging Strings
 (KSAL)
 Three Swingsters (KOOS)
 Three T's (WHLB)
 Three Texans, The
 (WXZY)
 Three Tones (KFOR)
 Three Tumblers, The
 (WHP)
 Three V's (WHJB)
 Three Victors (WFBM)
 Three Violins in Harmony
 (CKCT)
 Three Voices in Harmony
 (CHRC)
 Three Wise Doctors
 (WABC)
 Three Wise Owls (WTMV)
 Thrift Guild (WPG)
 Thrift Hour (WGPC)
 Thrift Stories (KVOE)
 Thrill Hunter (MacG)
 Thrillers (NBC)
 Thrilling Detective Dramas
 (WMCA)
 Thrills (KFI)*
 Thrills and Spills (KTUL)
 Thrills Behind the Story
 (WOR)*
 Thrills of Sport, The
 (KMBC)
 Thrills of the Highway
 Patrol (KFRB)
 Thrills of Tomorrow (NBC)
 Thrivo-dogs (NBC)
 Trobs of the Music Clef
 (NBC)
 Through a Marble Lattice
 (WJZ)*
 Through Lighted Windows
 (NBC)
 Through My Study Window
 with Rabbi Goodman
 (KNOW)
 Through Other Eyes
 (KNX)
 Through the Alphabet
 (WLAW)
 Through the Art World
 (FTRD)
 Through the Classics
 (CJRM)
 Through the Eyes of
 Youth (KMPC)

PROGRAM TITLES—Continued

- Through the Hollywood Lens (MacG)
 Through the Jeweler's Window (WTIC)
 Through the Looking Glass with Frances Ingram (NBC)
 Through the Opera Glasses (WHN)
 Through the Stage Door (WMCA)
 Through the Symphony Orchestra (KMBC)
 Through the Years (KLZ, WTJS, WCAE, KALE, WLAW, KMPC, KARM)
 Through Travelers' Eyes (WHA)
 Through Women's Eyes (WTIC)
 Thru a Woman's Eyes (KGO)
 Thru Stained Glass Windows (WHK)
 Thru the Hollywood Lens (KGEZ)
 Thru the Hollywood Looking Glass (WBS)
 Thru the Looking Glass (KCMO)
 Thru the Opera Glass (NBC)
 Thumb Print Your Way to Safety (WFIL)
 Thumbing the New Books (KTUL)
 Thumbnail Sketches of Today's Ball Games (WOMT)
 Thumbnail Sports Sketches (WTCN)
 Thumbnail Theatre, The (WMT)
 Thunder in the East (WLAW)
 Thunder in the West (KMBC)
 Thursday and Saturday Night Club (KFRU)
 Thursday at Three (WFIL)
 Thursday Carnival (CJOR)
 Thursday Nite Club (KFRU)
 Thursday Serenade (WMC)
 Thursday Show, The (KGW-KEX)
 Tic Toc Revue (NBC)
 Tic Toc Tunes (WGAR, KRSC)
 Tick Talk (KXBY)
 Tick Tock Revue (KMOX)
 Tick Tock—7 o'Clock (WCKY)
 Tick Tock Topics (KROC)
 Tick Tocks (WGAR)
 Tickling the Ivories (KVSQ)
 Tickling the Keys (KGO-KPO)
 Tidbit Revue (KGFJ)
 Tidbits (KELD)
 Tidbits From the News (KMTR)
 Tidbitt (KGO-KPO)
 Tie-the-Titles (KGVQ)
 Tiffin (CBS)
 Tillicum Club (CKCD)
 Tilton's Tappers (WJAY)
 Tim and Irene (KGO-KPO)
 Tim Healey as News Commentator (NBC)
 Tim Ryan's Night Club (KGO-KPO)
 Tim Sinn Sings (WFMD)
 Timberline Sports (KXL)
 Timbrologie (CKCV)
 Time, The (WDAY)
 Time and Tidings (WBNX)
 Time and Tunes (KMBC, WOW)
 Time 'n' Tunes (CFRN, KFAB)
 Time Clock (KOL)
 Time for Dancing, The (WRAC)
 Time for Tea (KSRO)
 Time for Thought (NBC)
 Time for Tomorrow (WDBO)
 Time for Tunes (KTOK)
 Time Marches Back! (KYOS)
 Time of Your Life, The (NBC)
 Time Out for Christmas (KGW-KEX)
 Time Out for Dancing (CBS)
 Time Out for Fun (KDKA)*
 Time Smiths (WEW)
 Time Table Meals (CBS)
 Time Tested Tunes (KGM)
 Time to Chat (WEBR)
 Time to Get Up (CHAB)
 Time to Relax (KGO-KPO, WBS)
 Time to Shine (WAPI)
 Time to Trade (KTAT)
 Time, Tunes and Topics (KTUL)
 Time Turns Back (WMBC)
 Timekeeper (WSYR)
 Timely Tempos (WKRC)
 Timely Time (WRNL)
 Timely Tips (KFIO)
 Timely Topics (WCBM, WSAL, CJCB, WCAP, CKWX, WWRL)
 Timely Tunes (KCMO, KFEQ, WSAY, KGO-KPO, KOVC, KGVO, WCFL)
 Times' Family, The (KWKH)
 Times Previews (WDAE)
 Timothy Makepeace (NBC)
 Tin Pan Alley (CJOC, KGU, WFDF, KMOX, CJRC)
 Tin Pan Alley Birthday Party (WMCA)
 Tin-Pan Alley Creations (CKCR)
 Tin Pan Alley Goes to Town (WIND)
 Tin Pan Alley Hall of Fame (WHN)
 Tin Pan Alley Parade (KDAL)
 Tin Pan Alley Presents (CBS)
 Tin Type Tenor (NBC)
 Tinker Kids and Liza (WINS)*
 Tinkling Tunes (CJRM)
 Tintinabulations (WEW)
 Tino Rossi (NBC)
 Tintypes and Snapshots (KMBC)
 Tiny Sings the News (WDZ)
 Tiny Tim's Request Hour (KIDO)
 Tiny Tots Tea Time (WEAU)
 Tiny Town Revue (WICC)
 Tiny Trouper Review (WHAM)
 Tiny Troupers (KRMC, WSPD)
 Tiny Tunes (KFPY)
 Tip and Top (WAGM)
 Tip for You, A (WMCA)
 Tip Top School House (WBZ-A)
 Tip Top Toppers (WJW)
 Tip Top Tunes (KVOD, KLO)
 Tip Tops (WEBC)
 Tips and Tinkles (KMBC)
 Tips for Sportsmen (WTOL)
 Tips from the Fitting Stool (WDAY)
 Tips on the Shop Market (WTAR)
 Tips on the Tops (KALE)
 Tips, Tunes and Topics (WSAI)
 Tipster, The Travis (KTSA)
 Tippy Tunes (CJCA)
 Tish (KYW)*
 Titans of Science (WGN)
 Title the Tunes (WNBH)
 Title Tunes (KABR)
 Tito and His Swingtet (NBC)
 To Arms for Peace (CBS)
 To Be Continued (KNX)
 To Live 24 Hours (WMCA)
 To Madame (KMTR)
 To Our Advertisers (KIDO)
 To Our Friends, the Farmers (WDZ)
 To Our Mothers (WMCA)
 To Our Neighbors (WOAI)
 To Paradise and Back (KWJJ)
 To Sing a While (WRR)
 To Story Land with Patty (WEBR)
 To the Best of Their Ability (KGO-KPO)
 To the Ladies (CHML, KJBS, WDEL, WHN, WIP, KGB, KMED, WLAC)

PROGRAM TITLES—Continued

- To the Lady Listener (WCBS)
 To the Lovely Ladies (KMOX)*
 To the Rescue (KHJ)*
 To Waltzland (CHNC)
 To Whom It May Concern (CKCK)
 To Your Health (KVI)
 Toast and Coffee (WHKC, KXRO)
 Toast and Marmalade (CFAC)
 Toast and Tea of Society (WPRO)*
 Toast of the Town (KOIN)
 Toast to the Bride, A (CKCK)
 Toast to the Town (KFRC, KSFO)
 Toast with Jam (WIS)
 Toasted Rolls (WGH)
 Toastmaster, The (WJJD)
 Toastmasters Club (WCBS)
 Tobys' Bugtussle News (WMT)
 Toby's Happy Hour (KTOK)
 Today (KTAT, KAWM, WLBZ)
 Today Abroad (WMC)
 Today and Tomorrow in Kansas City (KCMO)
 Today and Yesterday (KGNC)
 Today at the Legislature (CRS)
 Today at Two (KWK)
 Today I Am a Poet (WHN)
 Today in Hollywood (WGRC)
 Today in Sports (WCAX, WROK, KEHE)
 Today on KOB (KOB)
 Today on 1420 (WMAS)
 Today on the Calendar (KDRL)
 Today with Aesop (NBC)
 Today with Bob Trout (CBS)
 Today's Almanac (WHBQ, WBS, WJAY, WSAU, WLAC, WLS)
 Today's Anniversary (WWNC)
 Today's Ball Game (WIND)
 Today's Baseball (WMCA, WJBK)
 Today's Baseball Roundup (KWKH)
 Today's Best Bets (KIRO)
 Today's Best Buys (KSFO)
 Today's Best Sellers (WMIN)
 Today's Calendar (KSRO)
 Today's Children (NBC)
 Today's Children—Tomorrow's Adults (KSL)
 Today's Doings (WMCA)
 Today's Events (WGRC, KFAM)
 Today's Farm Feature (KMOX)
 Today's Features (WCLO)
 Today's Front Page (KMOX, WIBA, KXBY)
 Today's Game (KONO)
 Today's Highlights (WCHS)
 Today's Hit Tune (WFDF, WCLS)
 Today's Hit Tunes (WGH)
 Today's Home (KPDN)
 Today's Meetings (WJBL)
 Today's Music (WMBC, CJOC)
 Today's News (KGO, WGRC, WFAA)
 Today's News—Tomorrow's History (KIRO)
 Today's Pioneer Women (CBS)
 Today's Sermons (WHB)
 Today's Short Story (KRE)
 Today's Specials (WQAM)
 Today's Sport (CHAB)
 Today's Sport Parade (KGNF)
 Today's Sports (KSD)
 Today's Styles (WIL)
 Today's Thought (WBBM)
 Today's Top Tunes (WMAQ, WMMN)
 Today's Topics (WBAL)
 Today's Travelers (WMCA)
 Today's Tribute (WHK, WCLE)
 Today's Tunes (WCLO)
 Today's Winners (WIL)
 Today's Women (KSL)
 Toddle Tales (CKY)
 Toddle with Todd (KGHL)
 Toddy Party (NBC)
 Toe Teasing Tunes (KFXR)
 Toe Ticklers (KALB)
 Toe Tickling Tempo (WELL)
 Told at Midnight (WFIL)
 Told by Toley (KGW-KEX)
 Tom, and Dan Dialogues (KFUO)
 Tom and Don (WHAM)
 Tom and Dud (KGO-KPO)
 Tom and Jerry (KQV)
 Tom Barber's Column (WGAL)*
 Tom Collins Mirth Parade (WHB)
 Tom, Dick and Harry (WGN)
 Tom Mix and His Ralston Straight Shooters (NBC)
 Tom Morton Interviews (WFLA)
 Tom-Powers Program (NBC)
 Tom Quiz and the Professor (WHO)
 Tom Slater, Flash Reporter (WSAI)
 Tom the Gardiner (CJGX)
 Tomahawk Trail (WBBM)
 Tombs (WPHR)
 Tommy & His Tunesmiths (KWTO)
 Tommy Dorsey, Raleigh and Kool Show with (NBC)
 Tommy Maxwell (WHB)
 Tommy McLaughlin and Orchestra (NBC)
 Tomorrow Morning's Headlines (KMOX)
 Tomorrow Morning's News—Tonight! (WBRC)
 Tomorrow's Baby (CBS)
 Tomorrow's Dallas (WFAA)
 Tomorrow's Headliners (WMCA, WHP)
 Tomorrow's Headlines (WSGN, WXYZ, WABL, WNBH, WHAM)
 Tomorrow's News (WNEW)
 Tomorrow's News Tonight (WATL)
 Tomorrow's Newspaper (KGB)
 Tomorrow's People (K TSA)
 Tomorrow's Rhythms (WCPO)
 Tomorrow's Stars (WHN)
 Tomorrow's Sunday School Lesson (WBRC)
 Tomorrow's Winners (WSM)*
 Tompkins Center (WICC)
 Tonal Caravan (WEMP)
 "Tone" Family, The (WRAC)
 Tone Photographs (WKY)
 Tone Pictures (WBZ-A, WCLE)
 Tone Poems (KFXR, KLZ, WQAM, KEHE, KRMC)
 Tone Portraits (KGO-KPO)
 Tone Sketches (WAPI)*
 Tones and Semi-Tones (CKX)
 Tones in Black and White (WGPC)
 Tonettes, The (WB TM)
 Tongue Twisters (KDKA)
 Tongue Tunes (WGPC, WBS, WLW, CJRC)
 Tonic Tunes, Lynch's (KVG B)
 Tonight at Eight (CFCF)
 Tonight in Tulsa (KTUL)
 Tonight's Best Buys (KSFO)
 Tonight's Movies (WROL)
 Tonight's Song Star (CKCL)
 Tonight's Tribute (WCKY)
 Tony and Alan (CJOR)*
 Tony and Babe (KOIL)
 Tony and Bill (WFBM)
 Tony and Gus (NBC)
 Tony Audio (WQAM)
 Tony Audio and His Musical Family (WQAM)
 Tony, Bill and Johnnie (KFYR)

PROGRAM TITLES—Continued

- Tony McBride's Musical Wonders (CFLC)
 Tony, The Piano Girl (WBTM)
 Tony Wons (NBC)
 Tony Wons' Scrapbook (WLS)
 Tony's Eye-Opener Program (WJMS)
 Tony's Revue (V/HK)
 Too Young to Vote (KOA)
 Toole Tours (KGHL)
 Top Bands (KIRO)
 Top Hat (CJCA)
 Top Hat Revue (KROY, WCFL)
 Top Hat Revues (WIP)
 Top Hats in Rhythm (WWVA)
 Top Hatters, The (CBL, WMAQ)
 Top Hatters, The KYW (KYW)
 Top Hits (CKCL)
 Top Kick, The (WRVA)
 Top o' the Dial (KFYR)
 Top o' the Mornin' (KWK, WTMJ, KGFF, WTAG, WLW, WCFL, WBBC, CHAB, WIBC)
 Top o' the Morning (WLW, KVOO, WCLO, WEBQ, WHK)
 Top o' the Morning Club (WABI, WQAM)
 Top o' the Town (WWSW)
 Top o' the World Night Club (KHJ)
 Top of the Dial Varieties (KMTR)
 Top of the Ladder (WMCA)
 Top of the Morning (WTAM, WGY, KRKD, WEEI, WAAF, WFBL, WQDM, KVI)
 Top Topics (KFAM)
 Top Tunes (KRE, KLO, KGKY)
 Top Tunes at Two (KIEV)
 Top Tunes of Hawaii (KGMB)
 Top Tunes of the Day (MacG)
 Top Tunes of the Month (KMOX)
 Top Tunes of the Week (KGNC)
 Top Tunes of Today (KTEM)
 Top Tunes Parade (WSIX, KTHS)
 Topaz Trio (CBS)
 Topaze Room (WOR)*
 Topic by Tinney (WOR)
 Topic Tune Time (WLAC)
 Topic Tunes (KFXJ)
 Topical Topics (CFCF)
 Topical Tunes (WMAL)
 Topics for the Ladies (WLBZ)
 Topics in Brief (NBC)
 Topics in Season (WCAU)
 Topics of the Day (WLBZ)
- Topline Tune (WGAR)
 Topnotchers (KWTO-KGBX)
 Topping Times and Shopping Topics (WLAW)
 Topsy Turvy Time (WMAQ)*
 Topsy Turvy Tunes (WAIR)
 Torch (KFWB)
 Torchlight Brigade (CBS)
 Toreadors (KGO-KPO, WJBC)
 Torrid Tunes (WIND)
 Tots and Tunes (WNLC)
 Tot's Birthday Club (KFVS)
 Totten on Sports (WENR)
 Touchdown (KGO-KPO)
 Touchdown Parade (KGW)
 Touchdown Totals (WRC)
 Tour for Talent (WMIN)
 Tour of Northern Alberta (CJCA)
 Tour Through Tuneland (WKRC)
 Tourbillon, Le (CKCV)
 Touring Downtown Tulsa (KTUL)
 Touring Microphone, The (WAPI)
 Touring the Old Dominion (WTAR)
 Touring the Town (WSBT-WFAM)
 Touring Tips (WMCA)
 Tourist Adventures, The Conoc (NBC)*
 Tourist Interviews (CKLW)*
 Tourist Time, The Arrowhead (KDAL)
 Tourist's Guide, The (CHRC)
 Tournament of Torrid Tunes (WJBC)
 Tours in Music (WLTH)
 Tours in Tone (CBS)
 Tower Clock Program (WHAM)
 Tower Health Exercises (NBC)
 Tower Topics (KLZ)
 Tower Town Tempos (WBBM)
 Tower Tunes (WCFL)
 Tower Watchman, The (WTIC)
 Town Boosters (WMFO)
 Town Crier (WCHS, KBIX, WMBD, WSIX, KOL, WKZO, CJCB, WMBD, WSGN, KFOR, WDSW)
 Town Crier of the Air, The (KGNC)
 Town Forum (WHJB)
 Town Hall Tonight (NBC)
 Town Market Melodies (WDGY)
 Town Meeting, Columbus (WCOL)
 Town Meeting, NBC's (NBC)*
- Town Meeting, The Chicago (WENR)
 Town Meeting, The Empire State (WGY)
 Town Meeting, The New England (WEEI)
 Town Meeting, The Schenectady (WGY)*
 Town Meeting of the Air, America's (NBC)
 Town Meeting on the Air, The New England (WAAB)
 Town Stories (WOR)*
 Town Talk (KQV, WGTM, WJBL, WXYZ, KTUL, WBRC, KTAT, WMMN)
 Town Talk Children's Hour (WJAS)
 Town Talk Varieties (WTAG)
 Town Talker (WEBQ, KFH)
 Town Talkers (WQAM)
 Town Talks, The (WBRC)
 Town Tattler (KFH)
 Town Topics (KOIN, KERN, WGPC, KTUL, WFOY, WDBO, WKZO, CJCA, CFCF)
 Town-Turf (WCAU)
 Townne Talks (CBS)
 Townsend Murder Mystery, The (WJZ)*
 Townsend Plan Talks (KHJ)
 Townsend Topics (KRKO)
 Township 52 (WEBQ)
 Toy Band (WLW)
 Toy Center Tonite (WMAQ)
 Toy Symphony (KECA)
 Toy Theatre (WOKO)
 Toy Theatre of the Air (WSPR)
 Toyland Express, The (WPTF, KOIN)
 Tractor Time, The Allis-Chalmers (WEBQ)
 Trade at Sikeston (KFVS)
 Trade-Away Program (KABR)
 Trade Breezes (WJAR)
 Trade Winds (WDAE)
 Trader Bill (WMMN)
 Trades on Parade (WOR)*
 Trading Center (KGVO)
 Trading Post (KGAR, WMBD, WJW, KTAT, KGFF, WCBS, KMBC, K TSA, WBT)
 Trading Post, De Armonds' (WROL)
 Trading Post Floorwalker (WIND)
 Trading Post of the Air (KFEL)
 Trading Post Radio Hour, Chippewa (WEAU)
 Trading Post Topics (WDZ)
 Traffic Cop (KRBC)
 Traffic Court (KTRH, WTAR)

PROGRAM TITLES—Continued

Traffic Crusade (WLAC)
 Traffic Greeter (WQAM)
 Traffic Lights (WJW)
 Traffic Patrol of the Air,
 KGCU (KGCU)
 Traffic Safety Digest
 (KDYL)
 Traffic School of the Air
 (WGRC)
 Traffic Squad (KOIL)
 Traffic Squad Report
 (WMC)
 Tragedy of Man (WQXR,
 FTRD)
 Tragic Chapters of Jewish
 History (WRAX-WPEN)
 Trail Blazers, The
 (WWVA, KTAR)
 Trail of Dreams (WBTM)
 Trail of Mystery (WGAL)*
 Trailer Dan (WIOD)
 Trailer Talks (WADC)
 Trailer Travels (WHA)
 Trailfinder, The (NBC)
 Trailin' Along (KGW-
 KEX, KLO)
 Trailing News Round the
 World (KWSC)
 Trailing the Stars (WFBR)
 Trail's End (WCHV)
 Trails of Yankee Trade
 (KHJ)
 Trails to Happiness
 (KDKA)
 Train de Plaisir, Le
 (CKAC)
 Train Time (WBMM,
 WMPS, WNBR, WCPO)
 Train's Baby Chick
 Express (CKKN)
 Trainload of Ideas
 (WMBH)
 Tramp of Youth (NBC)
 Tramp, Tramp, Tramp
 (CBS)
 Transcrabbling (KFAM)
 Transcription File Varieties
 (KUOA)
 Trapper's Trio (KMA,
 WNAX)
 Travel Club, Lyman Cooley
 (WHO)
 Travel Club of the Air
 (WGAR)
 Travel Hour (WHEB)
 Travel Lady (KWJJ)
 Travel Man, The (WNEW,
 WHB)
 Travel Studies (KHSL)
 Travel Talk (WMBC)
 Travel Talk, Jack Robert-
 son's (WGRC)
 Travel Talks (NBC)
 Travel Talks, Malcolm
 La Prade (NBC)
 Travel with Captain Adams
 (KFYR)
 Travel With Us (CJIC)
 Traveler, The (WLVA)
 Travelers, The (KFUO)
 Travelers Hour, The
 (WTC)

Traveling Trotters, The
 (WTMJ)
 Travelling thru Europe
 (WIND)
 Travelling Troubadours.
 (WHEC)
 Travelog, The KHSL
 (KHSL)
 Travelogic (KHUB)
 Travelogue (KMOX,
 KFUO)
 Travelogues (WJAX)
 Travelogues, Cook's (NBC)
 Travelore (WBNS)
 Travels in Toyland
 (WFMD)
 Travels of Mary Ward
 (WBS)
 Travel's Radio Review
 (WMBO)
 Travelyrics (WELI)
 Travers les Timbres-Poste,
 A (CKAC)
 Treadin' the Town
 (WBNX)
 Treasure Adventures of
 Jack Masters (CBS)
 Treasure Box (WCOP)
 Treasure Chest (WDBO,
 WKZO, WBAA, KONO,
 WKRC, WIS, CJRC)
 Treasure Chest of Dance
 Memories (WELI)
 Treasure Chest of Melodies,
 The (KTKC)
 Treasure Chest of Melody
 (KFRC, CJOC)
 Treasure Chest of Mem-
 ories (WATR)
 Treasure Chest Program
 (KECA)
 Treasure Gold (WFAA)
 Treasure House (WDRG)
 Treasure House of Music
 (WCAP)
 Treasure Hunt, The Crema
 (WBAL)
 Treasure Hunt of the Air,
 WTHT (WTHT)
 Treasure in the Wind
 (KNX)
 Treasure Island (KGO-
 KPO, KFVO)
 Treasure Island Preview
 (KMPC)
 Treasure Shelves (WRTD)
 Treasure Ship, The Steffen's
 (WKY)
 Treasure Trail (CFRB)
 Treasure Trails (NBC)
 Treasure Trove of Music
 (CJCA)
 Treasured Memories
 (KLZ)
 Treasures Next Door
 (WWSW)
 Treasures of Song (KALE)
 Treasury of Music
 (WQXR)
 Tree of Knowledge
 (KNX)*
 Tree Surgical Hour (NBC)
 Tree Talks (NBC)

Trend of the Times
 (WHAS)
 Trends in Education
 (KGDM)
 Tri-City Employment
 Barometer (WHBF)
 Tri-City Interviews
 (WADC)
 Tri-State Farm and Home
 Hour (WWVA)
 Tri-State Farmers' Forum
 (WMC)
 Tri-State Salute (WWVA)
 Tri-Topics (WOWO-WGL)
 Tri-Varieties (KTUL)
 Trial by Error (KTHS)
 Trial by Music (WJAY)
 Trial of Delores Devine
 (NBC)
 Trial of Talent (WKST)
 Trial of Vivian Ware
 (KOIL)
 Triangle Club, Nick Ken-
 ny's (WMCA)*
 Triangle of a Successful
 Home, The (NBC)
 Tribe of Yessir (WOW)
 Tribute to a Gentleman, A
 (WWL)
 Trinity Chimes (WGRC)
 Trio, The WBZ (WBZ-A)
 Trio at Twilight (KTHS)
 Trio Celeste (KYA)
 Trio Charmante, Le (NBC)
 Trio Moderne (CJRC)
 Trio Time (KTAT)
 Trio Without a Name
 (WINS)*
 Triottes (KDKA)
 Trip Around Town
 (WRDW)
 Trip to Hot Town, A
 (KFXR)
 Triple Trios (WCCO)
 Trips to Wonderland
 (WCAE)
 Trois As, Les (CKCV)
 Trojan Horses (WKRC)
 Trojan Topics (KRKD)
 Troopers, The (CBS)
 Tropic Serenade (WHP)
 Tropic Trails (KGW-KEX)
 Tropical Fruits and Plants
 Program (WFLA)
 Tropical Islanders (KGFJ,
 KRKD, WMBG)
 Tropical Moods (KSRO)
 Tropical Serenaders
 (KGFJ)
 Tropical Strings (WJNO)
 Tropical Tempo (KFRO)
 Trotter and Fitzgerald
 (WBIG)
 Troubador Calls, A
 (CHAB)
 Troubadour, The (WJAY,
 KOIL, WAAW)
 Troubadour, The Hellman
 (NBC)
 Troubadour of the Moon
 (NBC)
 Troubadours, The (KTUL,
 WBZ-A)

PROGRAM TITLES—Continued

- Trouble Ahead (WSAI)
 Trouble Chasers, The (WIBW)
 Trouble Shooters, The (WHIO, WHKC)
 Troupers, The (WWJ)*
 Trout Flashes (WFDF)
 Troy Martin and the Virginians (WBTM)
 Tru Blu Swingeraro (WCSC)
 True Adventures (CBS)
 True Air Adventures (KGB)
 True Confessions (WMCA)
 True Detective Mysteries (KMOX, WLW)
 True Dog Stories (KMBC, WWJ)
 True Engineering Stories (NBC)
 True Fish Tales (WFLA)
 True Life Dramas (WNBF)
 True Life Stories (WDAF)
 True Marriage Proposals (WMCA)
 True or False (NBC)
 True Railroad Adventures, The Lionel (NBC)
 True Stories of New York State Police (WHAM)
 True Stories of Real Scouts (KTFI)
 True Stories of the Sea (WOR)*
 True Story Court (NBC)
 True Story Court of Human Relations (NBC)
 True Story Hour (NBC)
 True Success Stories (MWR)
 True Tales of Buried Treasure (KHJ)
 Truly American (WLW)
 Truly Rural (WHN)
 Truth Barlow (WBS)
 Truth Behind the News, The (WMCA)
 Truth Behind the News as I See It, The (WMCA)
 Truth Hour (KFUO)
 Truth in Advertising (NBC)
 Truth Is Stranger Than Fiction (WDBO)
 Truthful Deacon Brown (KGO-KPO)
 Try and Stump Us (WSMK, KFRC)
 Try 'n' Stump Us (WCLE)
 Try Our Hour (WCAU)
 Try to Stump Me (KMOX)
 Tuesday Jamboree (CBS)
 Tuesday Matinee (NBC)
 Tuesday Morning Music Club (WNOX)
 Tuesday Night Party (CBS)*
 Tuesday Nite in Dixie (WDOD)
 Tulsa's Future Men (KTUL)
 Tune a Day (WDZ)
 Tune-A-Minute (WSIX)
 Tune and Croon Time (WGY)
 Tune Appetizers (KMMJ)
 Tune Basket (WMT)
 Tune Blenders, The Maxwell House (NBC)
 Tune Corral, The (KFRR)
 Tune Detective (NBC)
 Tune for Today (CBS)
 Tune Furnishers (WTMJ)
 Tune Guessing (WSJS)
 Tune Guessing Time (KFOX)
 Tune Hits of the Day (WACO)
 Tune in and Hear Yourself (WTMV)
 Tune in Time with Tucker (WWSW)
 Tune Quiz, The Cameo (WKOK)
 Tune School, Uncle Ray's (WRJN)
 Tune Sketchers (WAPI)
 Tune Smiths, The (KTUL, WTMJ)
 Tune Teasers (CBL, WCFL)
 Tune Time (CBL, WSAU, CJRC, WCLE)
 Tune Time, The Philco (KFVS)
 Tune Tinkers (WDEL, WIL)
 Tune Toasts (WEMP)
 Tune Topics (KFXX, KGLD, WJMS)
 Tune Toppers, The (WKRC)
 Tune Trails (NBC)
 Tune Travelers, The (KYSM)
 Tune Triplets (WJAY)
 Tune Tumblers, The (WFAA)
 Tune Tusslers, The (KFYO)
 Tune Twisters (NBC)
 Tune Types (KGO-KPO)
 Tune Up Test (WBRY)
 Tune-Up Time (CBS)
 Tune Wranglers (KTSB, KELD, KYSM)
 Tuneful Earfuls (WVFW)
 Tuneful Huntsman, The (KGNC)
 Tuneful Sketches (KHSL)
 Tuneful Tailors (WAAT)
 Tuneful Tid-Bits (WRGA)
 Tuneful Times (NBC)
 Tuneful Tips (KFVS)
 Tuneful Topics (KYA, WEBQ, WDOD)
 Tuneful Topics of the Town (CBS)
 Tuneful Trends (WSAY)
 Tuneful Tunes (WAAW)
 Tuneful Varieties (WACO)
 Tunefully Yours (CJRC, CHML)
 Tuner Man and His Player Piano, The (KOVG)
 Tunes and Flowers (KMMJ)
 Tunes and Time (WMC)
 Tunes & Tips, Betty's (WMFF)
 Tunes and Topics (KAST)
 Tunes at Noon (WLLH)
 Tunes at Ten (WAAT)
 Tunes at Two (WAIM)
 Tunes for Today (KNLZ)
 Tunes for Two (KNX, WNAC, WLW)
 Tunes from Bohemia (WJAY)
 Tunes from Tango Land (KRE)
 Tunes from Tin Pan Alley (WEED)
 Tunes in Black & White, The Hammond (KFBI)
 Tunes, New and Old (KALB)
 Tunes of the Day (WTJS-KONO)
 Tunes of the Times (KGO-KPO, WNBZ)
 Tunes of the Week (WICA)
 Tunes of Today (WCLO)
 Tunes of Yesteryear (KLO, KVOL)
 Tunes on Tap (WCFL)
 Tunes That Hit (WGRC)
 Tunes While You Wait (WPRO)*
 Tunes You Forgot (KFRO)
 Tunes You Forgot to Remember (CFJC)
 Tunes You Remember (WEBQ)
 Tunesmith, The Texaco (WLBC)
 Tunesmiths (KOL, WEW)
 Tunesters, The (WFAA)
 Tunetypes of Memory (KYOS)
 Turf Topics (WRR)
 Turkey-A-Day (WLAC)
 Turkey in the Straw (KLPM)
 Turkey Time (WPHR)
 Turkey Trot Bill (KCGU)
 Turn Back the Clock (WLLH)
 Turn Back the Years (WTJS)
 Turn 'Em Over (KMTR)
 Turn It Off! (KAND)
 Turning Back the Pages (WFDF)
 Turning on the Heat (WTMJ)
 Turning Over New Leaves (WIND)
 Turning Points in Famous Lives (KPKD)
 Turning the Leaves (KOMA)
 Turning the Pages (WTMV)
 Turnstile Menus (WLVA)

PROGRAM TITLES—Continued

- Turntable Tid Bits (WCAX)
 Turntable Tunes (CJLS)
 Turquoise Bear, The (KSFO)
 Tuscarora Hillbillies (WDAS)
 Tween Age Matinee (WFMD)
 Tween You and Me (WSPA)
 Twelve Crowded Months (CBS)
 1200 Luncheon Club (WEST)
 12:15, The (WJAY)
 12:15 Express (KFOR)
 1250 Revue, The (WKST)
 Twelve O'Clock Revue (WMBC)
 Twelve O'Clock Show, The St. Paul (WTCN)*
 Twelve O'Clock Trio (NBC)
 1260 Club (KVOA)
 1260 Friendly Street (KUOA)
 12 to 1 Club (KIDO, WHAS)
 20th Century Fight (WLW)
 Twentieth Century Marvels (KALE)
 20th Century Players (WJAR)*
 Twentieth Century Serenade (KLZ, WOWO)
 20th Century Styles (WLNH)
 Twenty Diligent Digits (KROY)
 Twenty Fingers (KVI, WJEJ, WMBC)
 Twenty Fingers and a Voice (WDEJ)
 20 Fingers and 2 Grands (WHIO)
 Twenty Fingers of Harmony (WAAT)
 20 Fingers of Melody (WISN, WMMN)
 Twenty Fingers of Rhythm (KTUL)
 Twenty Fingers of Sweetness (KDKA, WISN)
 Twenty-Five Years Ago (TPC)
 25 Years Ago This Week (WQXR, WKY)
 Twenty-Five Years Ago Today (TPC, KSD)
 Twenty Flying Fingers (WCCO)
 24 Hours Review (WLW)
 Twenty Minutes of Harmony (WEAF)*
 20 Radio Brain Dusters (KOY)
 Twenty Sizzling Fingers (WATL)
 23 Skidoo (KOMA)*
 Twenty Years After (KGO-KPO)
 Twenty Years Ago and Today (WOR)
 Twenty Years Ago This Day (KCRC)
 Twenty Years Ago Today (WRJN)
 20,000 Years in Sing Sing (NBC)
 Twilight Black and White (KFOR)
 Twilight Circle Within My Garden Wall (NBC)
 Twilight Concert (WSAU)
 Twilight Dance Tunes (WROL)
 Twilight Echoes (CBL, KFPY, WROL)
 Twilight Ensemble (CFCF)
 Twilight Fantasies (CJRC)
 Twilight Harmoniers (WJBL)
 Twilight Hour, The (WTAD, KRE, WHB)
 Twilight Hour, The General Electric (NBC)
 Twilight Interlude (WEW)
 Twilight Lyrics (KLPM)
 Twilight Meditation (WALR, WJAY)
 Twilight Melodie (WCLE)
 Twilight Melodies (KOBH, KIDW, WJNO, WRDW, WQAM, KDKA, WDOJ)
 Twilight Melody Moods (KRKO)
 Twilight Memories (KMBC)
 Twilight Moods (KFXJ, KGFJ)
 Twilight Music Makers (KROC)
 Twilight Musicale (WBBM, WHBF)
 Twilight Organ Melodies (WJAX)
 Twilight Reverie (WWVA)
 Twilight Reveries (KLO, KFI, WBZ-A, WGES, WHAM, WOW, WCMI, WEED, WJBC, WMBH, KGCX, KRBC, WSAU, KGFJ)
 Twilight Round Table (CBS)
 Twilight School of the Air (WJBK)
 Twilight Serenade (CKNX, KFPY, WELL, WHEC, KIUL, WFBM, KSD, WAIM)
 Twilight Shadows (KORE)
 Twilight Silhouettes (WPEN)
 Twilight Social (KWYO)
 Twilight Soliloquy (KARK)
 Twilight Sonata (WFLI)
 Twilight Song (WAVE)
 Twilight Songs (WFMD)
 Twilight Sweetheart (KFJB)
 Twilight Symphonette (KTUL)
 Twilight Tales with Tinka (WRDT)
 Twilight Theatre of the Air (KWYO)
 Twilight Time (KSTP, KTAT)
 Twilight Trails (WEAU)
 Twilight Trio (KTUL, WDAE, WCFI)
 Twilight Troubadours (CBS)
 Twilight Vesper (WSAU)
 Twilight Vespers (WSGN)
 Twilite Favorites (WFLA)
 Twilite Melodies (KOAI)
 Twilite Reveries (KOL)
 Twilite Shadow Request Hour (KIDO)
 Twin Cantors, The (WBNX)
 Twin City Foresome (WCCO)
 Twin City Spelling Bee (KOL)
 Twin Consoles (KMBC)
 Twin Harmony (KOVC)
 Twin Hosts, The (KTAR)
 Twin Hours of Melody (KFOR)
 Twin Pianos (WOW)
 Twin Powers—At Your Service (WHAS)
 Twin Stars (NBC)
 Twin Winners (WBBM)
 Twins, The Pesi-Cola (WGH)
 Twisting the Dial (WHB)
 Two and a Co-Ed (KYA)
 Two Around Town (WNEW)
 Two Boys and a Piano (WHB)
 2:55 Express (KALE)
 Two Gals and a Pal (WTJS)
 Two Girls and a Boy (WBZ-A)
 Two Guitars (WKY, WBRC)
 Two Hearts in Three-Quarter Time (KNX)
 200 Meters and Down (WMAQ)
 Two Jacks and a Queen (WCMI)
 Two Jews from Missouri (WLTH)
 Two Keyboards (WCLE)
 Two Keyboards and a Console (WKY)
 Two Little Girls in Blue (CKCY, WROK)
 Two Loose Nuts (WFAA)
 Two O'Clock Show (CFAC)
 Two O'Clock Tunes (WHB)
 Two O'Clock Variety Show (WMCA)
 Two of a Kind (WJJD, WIND)
 Two of Us, The (WPTF)
 Two Old Friends (WGY)*
 Two on a Shoestring (Mutual)*

PROGRAM TITLES—Continued

Two Piano Team (CFCF)	Two Seats in the Orchestra (KELO)	Two-Thirty Tunes (WFBM, WJMS)
Two Poets (WSNJ)	Two Seats on the Aisle (WIP)	Two (Three) Consoles (CBS)
Two Professors (KMTR)*	Two Smart Girls (KOL)	Two Troupers (NBC)
Two Public Enemies (WABC)*	Two Strings (WTBO)	Two Way Harmonies (WSBT-WFAM)
Two Seats at the Opera (CKCL)	Two Swell Tunes (WQAM)	Typewriter Reflections (KSAC)
Two Seats in the Balcony (NBC)	Two-Thirty Tempos (WHAS)	Tyroleans (WWL)

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U Tell Me and Children's Birthday Club (KGFV)	Uncle Billy's Collie Club (CKCD)	Uncle Elmer's Children's Hour (WJAS)
Ugly Duckling Amateur Hour (WMCA)	Uncle Billy's Safety Campaign (CKCD)	Uncle Elmer's Song Circle (WEEL)
Ugly Duckling Club, The (WBIG)	Uncle Bob and His Birthday Club (CJLS)	Uncle Eph and His Philosophy (SVA)
Ukelele Sue (WAAT)	Uncle Bob and His Funnies (KHSL)	Uncle Esso (WAIM)
Ukrainian Program (WMBC)	Uncle Bob and Plain Jim (WTBO)	Uncle Ezra (NBC)
Umbrella Court (KSTP)*	Uncle Bob and Scrappy (WDAF)	Uncle Ezra's Ramblings (KMBC)
Umbrella Quiz (WWSW)	Uncle Bob and the Funny-papers (KPDN)	Uncle Ezra's Sunday Afternoon in Rosedale (NBC)
Un Brin de Causette avec Jeannine (CHGB)	Uncle Bob's Funny Paper Hour (KVOR)	Uncle Feeze & His Virginia Mountaineers (KWK)*
Unaccustomed As I Am (WABI)	Uncle Bob's Jolly Good Club (WFTC)	Uncle Frank and Sally (WWSW)
Unauthorized Versions of American History (WMBD)	Uncle Bud's Bargain Boys (KTEM)	Uncle Fud & His Music Makers (WOPI)
Unbelievable, The (WBS)	Uncle Charlie and Little Ann (KFEQ)	Uncle Funny (WAIM)
Unbelievable Facts (WDAN)	Uncle Charlie's Book Shelf (WCAZ)	Uncle George (KMTR)
Unbroken Melodies (KWTV, WLW, KABR, WDG, WICA)	Uncle Charlie's Pet Club (KYA)	Uncle Gene's Funnies (KRBC)
Unbroken Melody (WMBS)	Uncle Charlie's Tent Show (WEAF)*	Uncle Harry Matinee (KYA)
Unbroken Organ Melodies (WCAZ)	Uncle Charley and Company (KFAB)	Uncle Harry Reads the Funnies (WATR)
Uncle Arnold (WBBC)	Uncle Cy's Party (KALE)	Uncle Harry's Safety Legion (WSOC, WAGA)
Uncle Ben Tells a Story (KFRU)	Uncle Dan Dailey (WLAC, WSGN)	Uncle Henry's Harvesters (WMBC)
Uncle Ben's Club of the Air (WBEN)	Uncle Dave and His Gang (WELI)	Uncle Henry's Treasure Club (KTAT)
Uncle Ben's Funny Paper Hour (WKY)	Uncle David (KMTR)	Uncle Herman's Toy Shop (WPTF)
Uncle Bernie (WESG)	Uncle David and Abe (NBC)	Uncle Hiram Sez (WAPI)
Uncle Bill and His Funnies (KTUL)	Uncle Don (WOR)	Uncle Howdy's Kiddies Jamboree (WJIM)
Uncle Bill and His Junior Radio Stars (CHSJ)	Uncle Don Reads the Funnies (KOLL, WCHS)	Uncle Jack Reads the Funnies (WPHR)
Uncle Bill and Snowball (WCAO)	Uncle Don's Funnies (WLS)	Uncle Jack's Club (WBAL)
Uncle Bill and the Twins (WBZ-A)	Uncle Ed and Little Willie (WRR)	Uncle Jay's Happy Club (WKZO)
Uncle Bill of Sweet Meadows (WBZ-A)	Uncle Eddy and Uncle Lee (WBRC)	Uncle Jerry (MacG)
Uncle Bill Reads the Funnies (IBS)	Uncle Elmer and His Song Circle (WEEL)	Uncle Jerry and Peter Rabbit (KDFN, KGVO)
Uncle Bill's Gramophone (WHBF)		Uncle Jerry's Big Time Club (KSD)
		Uncle Jim (WFIL)

PROGRAM TITLES—Continued

Uncle Jim and Highpockets (WOAI)
 Uncle Jimmy's Pleasure Cruise (KMTR)*
 Uncle Jim's Question Bee (NBC)
 Uncle Joe and His Sunshine Quartet (KFVD)
 Uncle John (KROY)
 Uncle John and Aunt Minerva (KMMJ)
 Uncle John and Billy (WCAE)
 Uncle John and Pappy (KMMJ)
 Uncle John's Prophetic News Flashes (WCBF)
 Uncle Ken's Kiddie Klub (WDAY)
 Uncle Larry Lee (KRMD)
 Uncle Lee's Home Folks (WRR)
 Uncle Leo (WKY)
 Uncle Leo at the Zoo (WKY)
 Uncle Luke's Old Home Town (WNBX)
 Uncle Mack (WQAM)
 Uncle Mel (CHNS)
 Uncle Mose (KGHI)
 Uncle Nate's Kiddies Revue (WALR)
 Uncle Neal's WFAS Kiddie League (WFAS)
 Uncle Ned (NBC)
 Uncle Ned's Variety Show (WORL)
 Uncle Nick's Children's Parade (WMCA)
 Uncle Olie and His Gang (CBS)
 Uncle Pete and Louise (WNEW)
 Uncle Peter (CKY)
 Uncle Peters and the Peterskin Club (CKY)
 Uncle Pete's Kiddie Revue (WCOL)
 Uncle Phil (WHB)
 Uncle Quin's Scalawags (WGN)
 Uncle Red's ABC Club (WEAN)
 Uncle Remus (WGN, CKCD)
 Uncle Sam at Work (WSB)
 Uncle Sam's G-Men (WSGN)
 Uncle Si and His Harmony Boys (WJDX)
 Uncle Tobe (WBT)*
 Uncle Tom and the Sunday Funnies (KSL)
 Uncle Tom's Play House (WOW)
 Uncle Verne (WCOA)
 Uncle Walt and His Pop-eye Club (WJTN)
 Uncle Weisenheimer (KFIZ)
 Uncle Wes Pet Club (WBT)
 Uncle WIP (WIP)

Uncle Wip's Hall of Fame (WIP)
 Uncle Wip's Round Table (WIP)
 Uncle Wonderland (KFOX)
 Uncle Zeb (KDYL)
 Uncommon Knowledge (Mutual)*
 Unconventional Journeys (CBL, CBY)
 Under an Argentine Moon (KOY)
 Under Castillian Skies (KYOS)
 Under City Skies (WCFL)
 Under God the People Rule (KOBH)
 Under Humanities Flag (WCOL)
 Under Italian Skies (WOL)
 Under the Baton (CJRC)
 Under the Big Top (KTSA)
 Under the Capitol Dome (KFOR)
 Under the Capitol's Dome (KPFA)
 Under the Circus Bigtop (WJAY)
 Under the Jolly Roger (NBC)
 Under the Marquee (WCBS)
 Under the Palms (CHRC)
 Under the Western Skies (KDKA)
 Undercurrents of the News (WEVD)
 Understanding Advertising (WOR)
 Understanding Music (CBS)
 Understanding Opera (CBS)
 Une Vue Sur La Cour (CKCV)
 Uneeda Car Boys (KPDN)
 Unemployment Forum (KTRH)
 Unfinished Headlines (WMCA)*
 Unforgotten Melodies (CFRN)
 Unhitchin' Time (KFRU)
 Union Assembly, The (WEVD)
 Union Family Gathering (WMBC)
 Union Pacific, The (KSD)*
 Union Station (KWK)
 Union University Educational Series (WTJS)
 United Choral Singers (CBS)
 United Salon Orchestra (CBS)
 United States Cabinet Series (CBS)
 U. S. Government Reports (KSFO)
 U. S. A. Visits the Arrowhead, The (WEBC)
 Universal Bible Sunday Program (NBC)

Universal Cowboys (KGKO)
 Universal Fun and Frolic (WWVA)
 Universal Milling Review (WEBC)
 Universal Rhythm (NBC)
 University Bible Class (WRUF)
 University Club Party (WCOL)
 University Cavalcade (WHAS)
 University Club Round Table (WIBA)
 University Clubmen (WRUF)
 University Doings (WCCO)*
 University Explorer (KGO-KPO-KEL)
 University Hour (WRUF)
 University International Club (WIBA)
 University Life (WOR, WQXR)
 University Music Hour (CJRC)
 University of New Mexico Spelling Bee (KOB)
 University of the Air (KRBC, KUOA, WOW)
 University of the Air, The (WEVD (WEVD))
 University of the Air, Creighton (WOW)
 University Round Table (KGVO)
 University School for Workers (WIBA)
 University Series (KGVO)
 University Square (KTUC)
 University Town Meeting Programs (NBC)
 Unknown Friend, Your (WSAI)
 Unknown God, The (WJBK)
 Unmasking the Rackets (KHJ)
 Unorganized Cheerful Givers, The (WSB)
 Unpopular Music (WMBC)
 Unsolved Mysteries (KWTN)
 Unsolved Mysteries, The Ken-Rad (WLW)
 Unspoken Inspiration (KOBH)
 Unsung Heroes (KTUL, KOME)
 Untold Jewish Legends (WRAX-WPEN)
 Untold Tales of Our National Parks (WSB)
 Unusual Child, The (WCOP)
 Unusual Interviews (WTOC)
 Unusual Jury Trials (WHIO)
 Unusual Lawsuits (WCPO)
 Unusual People (WMCA)

PROGRAM TITLES—Continued

Up and at 'Em (CJOC, KTAT, WCMI)	Upstarts, The (WKRC)	Us on a Bus (KVOX, WMBH)
Up and at 'Em Club (WTAD)	Upstarts of the Downbeat (KALE)	Used Car Race (WHB)
Up and Down the Scales (KSL)	Upstaters (WGY)	Used Car Speedway (WDBO)
Up, Down and Around New York—Ed Flynn (NYBS)	Uptown Community Daily (KONO)	Utah Cowboy, The (KTAT)
Up-to-the-Minute (CKCK, CKOC)	Uptown-Downtown (WMCA)	Utah Slim and His Sunset Riders (KDKA)
Upright and Grand (WSJS)	Uptowners, The (WOWO)*	Utica in Review (WIBX)
Ups and Downs of the Waistline (WEAF)*	Uptowner's Quartet (WORL)	Utica Town Meeting of the Air (WIBX)
	Upward Look, The (WSYR)	Utopian Harmonies (KSRO)

V

V-8 Revue, The Ford (WBS)	Valley Echo Program (CJRM)	Varieties, The Levis (CHRC)
Vac Caps, The (WBZ-A)	Valley Events (CHWK)	Varieties, The McCormick- Deering (KGLO)*
Vacation Days (KRE)	Valley Hour (WBOW)	Varieties, The Mistletoe (WKY)*
Vacation Express (WOR)	Valley Radio Chapel (KRGV)	Varieties, The RCA Radio- tron (NBC)
Vacation Guide, The (NCBS)	Valley News (CHWK)	Varieties, The Sidenfaden (KFEQ)
Vacation Roads (CBS)	Valley Rangers, The (WSGN)	Varieties, The WBIG (WBIG)
Vacation Vagaries (WHK)	Valleyford Hillbillies (KFIO)	Varieties, Harry Cooke's (CKMO)
Vacation Varieties (KLZ, WCCO, WGY)	Vallis Trio (WOAI)	Varieties, Westinghouse (KIEM)
Vacation Vogues (KFYR)	Value Varieties, The (KYOS)	Varieties Revue (KSLM)
Vacationeers (NBC)	Van Teeters, The (RRI)	Variety Brevities (KTUP)
Vacationists, The (CBS)	Vanilla and Chocolate Drop (WTJS)	Variety Clock (WHK)
Vagabond Adventures (WOR)*	Vanished Voices (CBS)	Variety Club (WMBC)
Vagabond Dreamer (KOIL, KVRs)	Vanishing New Yorkers (WMCA)	Variety Fair (WAVE)
Vagabond Mike (WIOD)	Vanities of the Air (WHB)	Variety Features (KSD)
Vagabond of Song (KMBC)	Vanity Box (WHKC)	Variety Headlines (KEHE)*
Vagabond of the Air, The (WSPR)	Vanity Fair (NBC)	Variety Half Hour (WOPI)
Vagabond Pianist, The (WDRc)	Variations (WJJD)	Variety Hour (WAPI, WHO, KFuo, WSPA, KFNF, WOR)
Vagabond Quartet (KGO- KPO)	Variations in Rhythm (WROK)	Variety Hour, The Palladium (WEAF)*
Vagabond Singers (WHB)	Variations on Youth (WFRB)	Variety Hour, The WFLA (WFLA)
Vagabond Strings (WCCO)	Varied Voices (WMCA)	Variety in Rhythm (WBAP)
Vagabond Tour (CJCA)	Varieteers, The (WPTF)	Variety in Swing (KGLU)
Vagabond Verse (KFBL)	Varieties Classiques (CJBR)	Variety Matinee (KOIN)
Vagabonds (WGY)	Varieties Internationales (CJBR)	Variety Musical Parade (WRUF)
Vagabond's Hour, The (KGFJ)	Varieties Laurentienes, Les (CJBR)	Variety Night (KTUL)
Vagabonds Napolitains, Les (CKCV)	Varieties Universelles (CJBR)	Variety Parade (WCLO)
Vagabonds of the Prairies (TPC)	Varieties (KFIZ, WCAO, WOMT, CJOC)	Variety Party, The KSRO (KSRO)
Val and Ed (WTJS)	Varieties, Carrier's (IBS)	Variety Revue (WHB)
Val Morse and His Singing Guitar (WTJS)	Varieties, The Colorado College (KVOR)	
Valencia (WAPI)		
Valiant Lady (CBS, NBC)		

PROGRAM TITLES—Continued

- Variety Shop—Judy Jene (KFPW)
 Variety Show (CFCY, CHAB, CJAT, KRNR, WHB, WOW, WSGN)
 Variety Show, Harry Musgrave's (KTFI)
 Variety Show, WFLA (WFLA)
 Variety Show, WHBB's (WHBB)
 Variety Show of the Air (KRNR)
 Variety Time (KFJB, KFJR)
 Variety Times (WRUF, WLW)
 Variety Trio, The (CKWX)
 Variety with Vares (WEDC)
 Variety Workshop (CBS)
 Varioteers (WNOX)
 Varneys, The (WCAO)
 Varsiteer's Quartet (KDKA)
 Varsity Club of the Air (WEBC)
 Varsity Collegiate Reporter (WIP)
 Varsity Funsters (KGFJ)
 Varsity Hour (WRUF)
 Varsity Show, The Pontiac (NBC)
 Varsity Speaks (CKCL)
 Varsity Time (CJOR)
 Varsity Varieties (CRS, CJRC, KIEM)
 Varsity Vespers (WDAS)
 Vass Family (WMAQ)
 Vassar Chocolates Girl (KOA)
 Vaudeville of the Air (WRJN)
 Vaudeville Theatre, The (WAAF)
 Vaudeville Varieties (CFCN)
 Vaughn de Leath (NBC)
 Vedettes de la Chanson Francaise (CBM)
 Vedettes Parisiennes (CJBR)
 Velvet Rendezvous (WSJS)
 Velvet Tones (WBOW)
 Velvet Varieties (KMOX)
 Velvet Violin (WAIR)
 Velvet Violins (KLZ)
 Velvet Voice, The (WSJS)
 Velvet Voices (NBC)
 Velvetveers (WTAM)
 Velvo Melodies (WBZ-A)
 Vendetta (KFWB)
 Vender o' Poems (KOY)
 Venetian Vagabond (KMPC)
 Venetians (WTAM, WFLA)
 Venida Program, The (NBC)
 Vermont Lumber Jacks (NBC)
 Vermont Symphony Orchestra (WSYB)
 Versatillians (KFAB)
 Verse and a Song, A (WLAC)
 Verse-Speaking Chorus (WJZ)*
 Verse, Violin and Voice (WSPA)
 Very Truly Yours (KSRO)
 Vesper Chorale (WICC)
 Vesper Hour (KRE, WCBS, KANS)
 Vesper Meditation (WKZO)
 Vesper Melodies (KLZ)
 Vesper Psalmist, The (KFVD)
 Vesper Reveries (KGNF)
 Vesper Service (WRUF)
 Vesper Service for Dutch Listeners (WAWZ)
 Vesper Service from Hollywood (CBS)
 Vesper Services (WCHV)
 Vesper Singers, The (WCMI)
 Vesper Song (CFRN)
 Vesper Voices (KLZ)
 Vespers (KHSL)
 Vespers, Vickland's (WMBD)
 Vespertide (KOL)
 Vest Pocket Varieties (KGO-KPO)
 Vestradramas (WCAM)
 Veterans Campfire (WNEW)
 Veterans' Forum (WHO)
 Veteran's Jubilee (KGW-KEX)
 Vi 'n' Tony (CKOC)
 Vibraphobia (KONO)
 Vibraphone Melodies (CFCN)
 Vibraphone Serenade (WMFO)
 Vibratin' (WATR)
 Vic and Sade (NBC)
 Victor Herbert Opera Series (NBC)
 Victorian Ensemble (WTMJ)
 Victrola Hour, RCA (KGDM)
 Vie Francais, Le (KFJZ)
 Vienna Dreams (WTMV)
 Viennese (WSYR)
 Viennese Echoes (KGO-KPO)
 Viennese Ensemble (WENR, WTAM)
 Viennese Melody (KOL)
 Viennese Sextet (CBL)
 Vieux Poulailier, Le (CBF)
 Views and Interviews (KABC)
 Views and Reviews from the Bookshelf (WCAX)
 Views of Local News (WHBF)
 Views of the News (WMCA, KRKD)
 View of the News, Harry W. Flannery (KMOX)
 Views on the News (KMOX)
 Vigilantes, The (WCLE)
 Vigilantes Ride Again, The (KGIR)
 Vignettes (WOR)
 Vignettes of Life (WLAC)
 Vignettes of Romance (WQAM)
 Village Boys, The (CHRC)
 Village Choir (KFRU, WSYR, KMBC)
 Village Crier (WWNC)
 Village Green, On the (CBS)
 Village Nutsmith, The (WBZ-A)
 Village Parson, The (WBIG, KQV)
 Village Pastor (CKAK)
 Village Strollers (WSAY)
 Village Vignettes (WFIL)
 Villeros Allegros (KRQA)
 Vince "Blue" Mond—One-Man Band (Wondi)
 Vindicators (WENR)*
 Vine Street Varieties (WEB)
 Viocellano (KTUL)
 Violin Encores (WQXR)
 Violin in the Night (WTAM)
 Violin Miniatures (WILL)
 Violin Reveries (CBO)
 Violin Virtuoso, The (WPHR)
 Violon Hongrois, Le (CJBR)
 Virginia Aces, The (WRVA)
 Virginia Dare Hour Party (WHO)
 Virginia Fair Entertains (CBM)
 Virginia Farm and Home Hour (WRVA)
 Virginia in the Arts (WRVA)
 Virginia Lane (KPO)
 Virginia Lee and Sunshine (NBC)
 Virginia Legislative Forum (WRVA)
 Virginia Players (WCHV)
 Virginia Vagabonds, The (WPHR)
 Virginia Weekly on the Air (WRVA)
 Virginians, The (WSAI, WLW)
 Virtuosites (CJBR)
 Visibility Unlimited (MWR)
 Visions of Italy (WHOM)
 Visit to Aunt Kate's Cottage, A (WFOY)
 Visit to Poland (WFBL)
 Visit Variety Hall (WWSW)
 Visiting Microphone (CKY)
 Visit with the Happys, A (WTIC)
 Visiting the In-Laws (WNYC)
 Visiting with Captain Dobbs (KGO-KPO)
 Visiting with the Famous (WMAL)

PROGRAM TITLES—Continued

Visiting with Uncle Bill (WAAW)	Voice in the Wilderness (WPHR)	Voice of St. Louis, The (KMOX)
Visitor Looks at America (CBS)	Voice of American Women (KWJJ, KGW-KEX)	Voice of Safety (WHB)
Vita Gold Gang, The (KNOW)	Voice of Ann Hoyes, The (KCMO)	Voice of Santa Anita (KFWB)
Vital Statistics (KWTO)	Voice of Carelessness (WBBM, WBS, WMAQ, WWJ, WGIL)	Voice of Scriptures (WOL)
Vital Vegetables (CBS)	Voice of Columbia (CBS)	Voice of Stamps (KSFO)
Vitality (WABC)*	Voice of Conversation (WHBF)	Voice of Temperance (WSOC)
Vitamin Varieties (CFAC, CJCA)	Voice of Cookery (WCFL)	Voice of the Apothecary (WNAC)
Viva Juvenile Parade (WCOP)	Voice of Duluth, The (WEBC)	Voice of the C.C.C., The (WPHR)
Vivian Vorden's All-Girl Orch. (KONO)	Voice of Experience (NBC)	Voice of the City (WHN)
Vocabulary Building (WTIC)	Voice of Fashion—Beauty on a Budget (WICC)	Voice of the Community, The (WNAC, WCOP)
Vocal Art Trio (CBS)	Voice of Fashion—How Smart Are You? (WICC)	Voice of the Consumer (WDRG)
Vocal Contrasts (CJCA)	Voice of Firestone (NBC)	Voice of the Crusader (CBS)
Vocal Gems (WTAG, KHSL)	Voice of Gold (KFOR)	Voice of the Exposition (KSFO)
Vocal Harmonies (KALB)	Voice of Good Health, The (KTRI)	Voice of the Farm (WGY)*
Vocal Interlude (CJRC)	Voice of Government (KRKD)	Voice of the Feedlot (WLS)
Vocal Parade (WVFW)	Voice of Grace (KWLK)	Voice of the Future (WFMD)
Vocal Symphonies (WHB)	Voice of Greece, The (WORLD)	Voice of the Harp (WGR)
Vocal Symphony (KARK)	Voice of Hawaii, The (NBC)	Voice of the Heart, The (WHOM)
Vocal Variations (WCAX, WHTT, WTOL)	Voice of Health (WIP)	Voice of the Kitchen, The (KFEQ)
Vocal Varieties (CJCA, KCRJ, WLW, KIDW, WVFW, WMBO, KWTO, WHB, WLW, CFGP)	Voice of Heart (WMBG)	Voice of the Legion (WSYR)
Vocal Varieties, Dodd's (WMBO)	Voice of Hollywood, The (KNX)	Voice of the Library (WFBL)
Vocal Vignettes (CKBI)	Voice of India, The (KTUL)	Voice of the Market Place (CJIC)
Vocal Visions of Yesterday (KYOS)	Voice of Inspiration, The (CKY)	Voice of the Motor City (WJR)
Vocal Vogues (NBC)	Voice of Iowa, The (WMT)	Voice of the Motorist (WHP)
Vocal-aires (CKTB)	Voice of Israel (WMEX)	Voice of the News (KLZ)
Vocaleers (KRBC)	Voice of Jerusalem (WMCA)	Voice of the Night (WEOA, KYW)
Vocalletes (WKBW)	Voice of Jewish Knowledge, The (WRAX-WPEN)	Voice of the North Iowa Press (KGLO)
Vocalisms (KRSC)	Voice of Kansas City (WHB)	Voice of the Organ (WBZ-A)
Vocalists and Orchestra (NYBS)	Voice of Kitchen Freedom (CFAC)	Voice of the Organ, The (CFJC)
Vocalites (CRCY, KFYO)	Voice of Labor (KWJJ, WHK)	Voice of the People (WRR, KWTN)
Vocalities (KABC)	Voice of Love (WBBM)*	Voice of the Police, The (WEED)
Vocalizations (WTJS)	Voice of Masonry (WSOC)	Voice of the Public (KGGM)
Vocally Speaking (CFAC)	Voice of Methodism (WTCN)	Voice of the Public Schools (KFRO, KRBC, WHBF)
Vocational Agriculture (KGO-KPO, WHK)	Voice of Montecatini (WOV)	Voice of the Soul, The (WRAX-WPEN)
Vocational Guidance (KMBC, WHK, WXYZ)	Voice of Morning Worship (KELA)	Voice of the Southland (WRR)
Vocational Guidance Series (WOI)	Voice of Motordom (KFI)	Voice of the Stars, The (WJBC)
Vocational Opportunities (NBC)	Voice of Music (CJRC)	Voice of the Street (WJAG)
Vocational Problems (KFDY)	Voice of Niagara (CBS)	Voice of the Strings (WSPA)
Voce Italica, La (WEDC)	Voice of Ohio (WGAR)	Voice of the Theatre (WMBR)
Vod-Air-Vil (KGFJ)	Voice of Opportunity (KFVD)	Voice of the Trapline (KMMJ)
Vogues and Vagaries (WGH)	Voice of Organized Labor (KIEM)	
Vogues in Melody (WGH)	Voice of Pan (KGO-KPO)	
Vogues in Vocalisms (WFAA)	Voice of Pimlico (WFBR)	
Voice and a Violin, A (CJRM)	Voice of Public Opinion, The (KVOD)	
Voice and the Organ, The (KMA)	Voice of Progress (WGRG)	
Voice Behind the Mike (KHQ)	Voice of Romance (WAIM, JVG, CKMO)	
Voice from the Tower (KBIX)		
Voice in the Old Village Choir, The (WABI)		

PROGRAM TITLES—Continued

Voice of the Trumpet (WHEB)	Voice of Youth (WCBA-WSAN)	Voices of Yesterday (WHN)*
Voice of the Unemployed (WCNW)	Voices (NBC)	Voices Out of the Sky (WHN)
Voice of the Violin (WCHV)	Voices & Tunes of Yesterday (WSNJ)	Voices That Mean Dollars (CJOR)
Voice of the Week (KGGM)	Voices for Peace (WMCA)*	Voices You Know (CHML)
Voice of 1,000 Shades (CBS)	Voices from Other Lands (WNEW)	Voisinons (CKAC)
Voice of Today, The (KTSM, WEAU)	Voices of Hot Springs (KTHS)	Volunteer Organist (WMCA)
Voice of Truth, The (WSGN)	Voices in the Night (NBC)	Voters' Service (NBC)
Voice of Wisconsin (WHA)	Voices of Praise (WDEL)	Vox Etheria (WSB)
Voice of Wisdom, The (KMPC)	Voices of the Past (WQXR)	Vox Pop (KTRH, KOCA)
Voice of Yesterday (KFPY)	Voices of the Street (WLTH)	Vox Pop, The Detroit (WJBK)*
Voice of Your Advisor (WFAS)	Voices of the World (KFWB)	Vox Pop Junior (WGAR)
	Voices of Tomorrow (KMOX)	Vox Preferes (CJBR)
		Vox Pup, The Voice of Man's Best Friend (CJRC)

W

WBNY's Kiddies' Carnival (WBNY)	W P A Report Program (NBC)	Wake Up and Smile (WCAU, KDYL)
WBZ Presents (WBZ-WBZA)	WRJN Presents (WRJN)	Wake Up and Swing (WCLE, WHB, WCAZ)
WCLO Rhythm Review (WCLO)	WSAI Openers (WSAI)	Wake-Up Melodies (KVOR)
WDAE's Church of the Air (WDAE)	WSAI Revue (WSAI)	Wake Up, Wilkes-Barre (WBRF)
WEEI Goes to a Party (WEEI)	WSB on Wheels (WSB)	Wake-Uppers, The (KMOX)
WELI Does the Town (WELI)	WTHT Visits (WTHT)	Waker Upper (WNOX)
WFDF Blues Chasers (WFDF)	WWNC Theatre (WWNC)	Waker-Upper Program (KGGM)
WFDF Musical Clock (WFDF)	Wabash Moon Girl (KBST)	Waker Uppers (KFJZ, KPND)
WGST Tea Party, The (WGST)	Wadsworth Program (NBC)	Walberg Brown String Quartet (NBC)
WHAM and Egg Club (WHAM)	Wagon Wheels (CJCA)	Walk of Life (WBG)
WHAM Billies (WHAM)	Wagons West! (KFAC)	Walkashow, The (WCFL)
WHAM Light Opera Company (WHAM)	Waikiki Islanders (WCAX)	Walker Family, The (IBS)
WHB Better Housing Programs (WHB)	Waikiki Serenaders (KFNF)	Walker-Over Cavaliers (WDAF)
WHB Musical Clock (WHB)	Waikiki Swing, Don Carr's (WSPR)	Walkover Girl (WFLA)
WHB Sunrise Show (WHB)	Wake Up (KOA)	Walks and Talks with Masters of Music (KQW)*
WHEC Presents (WHEC)	Wake Up and Laugh (WSAY)	Wallace Silversmiths (NBC)
WIP Homemakers' Club (WIP)	Wake Up and Listen (KABR, KDON, WKBZ, WDOD)	Wallen Players, The (WDAS)
WJR Presents (WJR)	Wake Up and Live (WORLD, WTRC, CKY, WCLS)	Walter B. Pitkin Interview (WINS)
WLW Mail Bag (WLW)	Wake Up and Live Broadcast (WTMV)	Walter Dawley's Organ Melodies (WTIC)
WMFG Stock Company (WMFG)	Wake Up and Shine (WTBO)	Walter Kimble at the Console (WDBO)
WOOD Presents (WOOD-WASH)	Wake Up and Sing (WSAY, CFJC, CKCL, CKX, KVOO, WCAX, WJR, WTAM, WCLE)	Walter Logan's Musicales (WTAM)
	Wake Up and Sing Club (WMCA)	

PROGRAM TITLES—Continued

Walter Winchell (NBC)
 Walther League Forum (KFUO)
 Walther League Messenger Pre-view (KFUO)
 Walther League News Review (KFUO)
 Waltz! (WLNH)
 Waltz Album, The (WCAZ, WIP)
 Waltz and Swing (WTBO)
 Waltz Awhile (WTJS, CHAB)
 Waltz Dreams (CBS)
 Waltz Favorites (NBC)
 Waltz in Springtime (KDYL)
 Waltz in Swingtime (KMTR)
 Waltz Interlude (KGO)
 Waltz Is On, The (WGY)
 Waltz Serenade (WTIC, CHAB)
 Waltz Time (KGO-KPO, WDGY, KABC, WPHR, KHSL, WFIL, WMFD, WISN, WHB, KFXJ, WEAN, KGVO, KLZ, WSAU, KOL, WQXR, WBBC)
 Waltz Troubadours (WFAA)
 Waltz with Me (WJAG)
 Waltzers, The (WIL)
 Waltzes from the Past (KRE)
 Waltzes from Vienna (WRUF)
 Waltzes of the World (CBS)
 Waltzing Strings (WDBO)
 Waltzing with Wayne (CKCL)
 Wanderer, The (KIRO, WOV, KOIN, KFVB, WGBI, WVFW)
 Wanderers, The (WBZ-A)
 Wanderers of the Wasteland (WBTM)
 Wandering Around Little Old Broadway (NBC)
 Wandering Bard, The (NBC)
 Wandering Boy (CBS)
 Wandering Cowboy (KVI)
 Wandering Cowboys (WBT)
 Wandering Gypsy, The (WORLD)
 Wandering Melody Man (WHEB)
 Wandering Microphone (KFNF)
 Wandering Minstrel, The (WBAL, WWVA, WCCO, KGO-KPO)
 Wandering Minstrel, The Windex (WCCO)
 Wandering Troubadour (KPDN)
 Wandering Troubadour (WBRB)
 Wandering Vagabond, The (WELL)
 Wandering Vagabonds, The (WXYZ)
 Wanderlust (WWJ)
 Wanna Club (WSAZ)
 Want a Job? (WSAU)
 Want Ad Sketch (WWJ)
 Want Ad Spotlight (IBS)
 Want Ads (KGMB)
 Wanna Write a Play? (KVOD)
 Wanted—A Job (KDYL)
 Wanted—By the Law (KPO)
 War Games Series (NBC)
 War Propaganda Exposed (IBS)
 Warblers, The (KTAT)
 Ward's Native Hawaiians (WTJS)
 Ward's Popular Serenaders (WTJS)
 Warning Signals (WMCA)*
 Washboard Band (KMPC)
 Washboard Rhythm Makers (WAPO)
 Washday Revue (KFBK)
 Washington Letter (WJAG)
 Washington Merry-go-round (WOR)*
 Washington Roundup (NBC)
 Washington Speaks (WOL, WCOA)
 Washington Speaks (Man on Street) (WOL)
 Washington Woman's Radio Hour (KOL)
 Waste of Time, The (WBRY)
 Wastebasket, The (WJAS)
 Watch the Clock (KTOK)
 Watch the Fun Go By (CBS)
 Watch Tower Service, The (CKMO)
 Watch Your Step (WDAE)
 Watch Your Time (KLZ)
 Watching the Clock (WHBB)
 Watching the World (WMCA)*
 Waterfront Reporter (KGB)
 Waterfront Wayside (WLW)
 Watson Sewing Circle (WMBH)
 Wattle, the Magnificent (WHN)
 Wattles the Magnificent (WHN)
 Watt's the Answer? (WMMN)
 Waves of Melody (NBC)
 Waves of Rhythm (KGLU)
 Waves of Romance (NBC)
 Way Back When (KGO-KPO, KVOR, KDKA, WCLO, WTAD)
 Way Down East (WBS)
 Way Down Home (NBC)
 Way Down South (KPAB)
 Way of Living, A (WATR)
 Way of Things (WHN)
 Way Out West (KONO)
 Way to a Man's Heart, The (NBC)
 Way to Progress (KELD)
 Wayfaring Men (WABC)*
 Wayne & Dick (WCLE)
 Ways with Webster (KAST)
 Wayside Chapel (WMBD)
 Wayside Cottage (CBS)
 Wayside Inn (NBC)
 Wayside Neighbor, The (CKCL)
 Wayside Theatre, The (WWSW)
 We Americans (WHK)
 We and Our Government (WEVD)
 We Are Four (WGN)
 We Are in the Money (KFRO)
 We Are Only Human (WIBC)
 We Can Prove It (KMOX)
 We Cover Manhattan (WHN)
 We Have With Us (WHEC)
 We Heard (KGAR, KTUC, WDJ, WJMS)
 We Heard Today (WEBR)
 We Like Mountain Music (WDOD)
 We Live Again (WLW)
 We Live to Learn (KTUL)
 We Old-Timers (WWJ)
 We Play 'Em, You Guess 'Em (WMBC)
 We Present (KFOR, WGY)
 We Present Another (WCKY)
 We Salute You (KFVS)
 We Shall Have Music (WWSW)
 We Take You Now To America (NBC)
 We, the Kids, Derby (KTSA)
 We, the People (NBC)
 We, the Students (KAND)
 We, the Wives (WBBM, WGN)
 We, the Women (KFAB)
 We Three (KFEQ, WOWO-WGL)
 We Want a Touchdown (Mutual)*
 Wealth of Harmony (CJOC)
 Wealth Producers of the Inland Empire (KFPY)
 Weary Blues (KLRA)
 Weather Eye, The (WINS)*
 Weather Man Speaks, The (KONO)
 Weather Master, The (WTCN)
 Weather Prophet, The (KSL)
 Weatherman (WHB)
 Weaver of Dreams (KFAC, KMPC, WTMJ)
 Weaver of Tales (WHN)*
 Weavers of Melody (KOA)
 Web of Dreams (KCKN)

PROGRAM TITLES—Continued

Weber and Fields—Webster Program (NBC)
 Wedding Anniversary Program (WDAF)
 Wedding Bells (WHB, WSJS)
 Wedding Bells and Blessed Events (WSYR)
 Wedding Dress Revue (KCRC)
 Wednesday Evening Varieties (WMMN)
 Wednesday Matinee, The (WPEN, WHAS, WTIC)
 Wednesday Midnighter (WSM)
 Wednesday Night at Ten (KGMB)
 Wednesday Serenade, A (KTBS)
 Wee Drap o' Scotch, A (CJLS)
 Week in Review, The (CKSO, WAPI, WBAL, WSAI, WKY, WAPI, WBNS, WJIM)
 Week in Reviews (KPDN)
 Week in Sports, The (WRUF)
 Week in the Theatre, The (WQXR)
 Weekend Club, The (CJRC)
 Weekend Dancing Party (KGB)
 Weekend Express (WIP)
 Week-End Frolics (WMCA)
 Weekend News Review with Gabriel Heatter (NBC)
 Weekend News Reviews (UP)
 Weekend Potpourri (WBBM)
 Weekend Review, El Toro (NBC)
 Weekend Revue (WBTM, WENR, CKCK)
 Weekend Safety on the Highway (WIS)
 Week-End Serenade (KLZ)
 Weekend Special (CBS)
 Weekend Varieties (WIP)
 Weekenders (CBS)
 Weekend's End (WFBC)
 Weekly 4-H Club Review (KF DY)
 Weekly News Digest, The Rhodes (WHO)
 Weekly Newspaper for Boys and Girls, The (KFYR (KFYR)
 Weekly Reader, The (CJRC)
 Weekly Reviewing Stand (WBRY)
 Weekly Song Sheet (CBM)
 Weekly Sports Review (CFCY)
 Week's News in Review, The (WBT, WTMJ)
 Weibels Health Club (KCRC)
 Weigh In, The (WSGN)
 Weinie Schnitzel and His Pretzel Benders (CKNX)
 Welcome Lewis (WABC)*
 Welcome, Neighbor (WSAU, WOR)
 Welcome Singer, The (WORL)
 Welcome, Stranger (KAWN, WBT, WMBG, WMBD, WMT, KITE, WPTF)
 Welcome Sunday (WKRC)
 Welcome to Anderson (WAIM)
 Welcome to Tulsa (KTUL)
 Welcome Wagon (WAIM)
 Welfare Reporter (WINS)
 Well Babies and Children (CBS)
 Well Dressed Woman (KGO-KPO)
 Well Groomed Men (NBC)
 Wellesley Townsman on the Air, The (WCOP)
 Wells of Music (KOA)
 Wenda Ware (WPHR)
 Wendall Hall, the Red-Headed Music Maker (NBC)
 We're Glad You're Here! (WSPA)
 We're Stepping Along (CBS)
 Werewolf (WMCA)
 Wesley Pruden's Little Country Church (KGHI)
 Wesleyan Juniors (KSAL)
 West End Story Tower (WCSC)
 West of Cheyenne (WLW)
 West String Ensemble (KOIL)
 West Texas State College Hour (KGNC)
 West Virginia Mountain Boy (WHJB)
 West Virginia Mountaineers (KRKD)
 Westchester Remembers When (WFAS)
 Western Agriculture (KGO-KPO)
 Western Artist Series (KGO-KPO)
 Western Drifters (KWBG)
 Western Education Forum (KGO)
 Western Farm and Home Hour (KGO-KPO)
 Western Frontiers (KRE)
 Western Harmonizers (WCNW)*
 Western Music (KHSL)
 Western Ramblers (WGRC, WMFF)
 WESTern Round-Up (WEST)
 Western Sandwich a la Music (CJLS)
 Western Singers (WGR)
 Western Trails (KDKA)
 Western Wizards (WSPA)
 Western You (WORL)
 Westernaires, The (KOA)
 Westerner, The (KUOA)
 Westerners, The (KMBC)
 Westward Ho! (KFOR KLO, KFAC)
 Westward Welcome (KFPY)
 We've a Date for... (CFRN)
 We've Got Your Number (WHBC)
 Whaling We Must Go, A (NBC)
 What A Fix! (WKZO)
 What Are You Doing Tonight? (WBZ)*
 What Are You Reading? (WELL, W DAN)
 What Can I Do? (WBBM)
 What Can You Do? (WSAL)
 What Congress Did Today (CBS)
 What Do You Know? (WIRE, KLO, WIND)
 What Do You Know About America (WMCA)
 What Do You Know About the Bible (WBT)
 What Do You Think? (WOAL, WGAR, WABI, KFEQ, WMFJ, WBBM, KFRC, WCOL, WMCA, WTOL)
 What Do You Want to Know? (NBC)
 What Does Your Hand Say? (KHJ)
 What Every Woman Wants to Know (WSB)
 What Goes on Here? (KOY)
 What Good Is Art? (FTRD)
 What Happened at the State House Today (WHDH)*
 What Happened Where and When with William Ware (WCAU)
 What Happens in the Business World (KRMD)
 What Has Become of? (KWK)
 What I Am Trying to Do (CBS)
 What I Would Do with the World (NBC)
 What Is It? (WQDM)
 What Is Radio? (WATR)
 What Is This Thing Called Love? (WFBL)
 What Is Truth? (WSPA)
 What Is Your Answer (WDAY)
 What Is Your Hobby (WDAY)
 What Lane County Thinks (KORE)
 What Next? (WGAR, WSAI, CFCG)
 What? No Santa Claus (WICC)

PROGRAM TITLES—Continued

What Price America (CBS)	What's New in the World (KSAC)	When NBC Goes on a Jam-boree (KGU)
What Price Government (WWSW)	What's New in the World News (KELD)	When Old Friends Meet (WWVA)
What Price Loyalty (CKOC)	What's New Today (WFAA)	When Song Is Sweet (CFCF)
What Radio Needs (WNEW)	What's Next? (CJIC)	When the Organ Plays at Twilight (WSNJ)
What Shall I Be? (CJRC)	What's on My Mind (CJCA, CKOC)	When There's a Moon (WHN)
What the Books Say (WDAF)	What's on the Air (WTJS)	When Twilight Comes (WJR, KVOO)
What the Credit Men Say (WGRC)	What's on the Air Tonight? (WRVA)	When We Were Young (CBS)
What the Sponsor Thinks (KFSS)	What's on the Calendar (WBTM)	Whence Came the Red Man? (KMBC)
What the Stars Are Wearing This Week (WMCA)	What's on Your Mind? (WJSV)	Where Am I? (WAVE)
What They Think (NBC)*	What's Playing in New York (WSYR)	Where Are You Going? (WJAR)
What to Do Tonight (CJRM)	What's Stirring (WATR)	Where Do I Live? (WLAK)
What Type Are You? (WMCA)*	What's That? (KELD)	Where in the World (WLBZ)
What Was That You Said? (WATR)	What's the Answer? (WMMN, WGAR, KEHE, WFDF, WKBW)	Where My Caravan Has Rested (WWSW)
What Will You Have (CJGX)	What's the Big Idea? (WLW)	Where Old Friends Meet (KGO-KPO)
What Would You Do? (MacG, WCAU, WCFL, WKZO)	What's the Name of That Song? (KBST, WDNC, WFAA, CJRC, WFDF, WMIN, WSOC)	Where Strangers Meet (KFEG)
What Would You Say? (KFUO, WRC, KXBY)	What's the Name of the Song? (WDNC)	Where the Fun Begins (KTAT)
What You Should Know (KASA)	What's the News? (WENR)*	Where to Go—What to Do (WCFL, KVOA)
What'll I Do (WJNO)	What's the Odds? (WBIG)	Where to Go and What to Do (WMBD)
What's at the Movies? (WIP)	What's What in Feminine Circles (KSL)	Where to Go Fishing (KGKO)
What's Beneath the Skin (WOR)	What's Wrong with You? (KGMB)	Where to Go This Week (WWVA)
What's Doing in Birmingham Tonight (WBRC)	What's Your Answer (KLPM, KQW, WEAN)	Where to Go to Church (WWVA)
What's Going on in St. Albans & Vicinity (WQDM)	What's Your Choice (KABR)	Where to Go Tonight (KSD, KMBC, WELL)
What's Happening (WJBK)	What's Your Hobby? (KDYL)	Where's Where (WLAW)
What's Happening in Southern Oklahoma (KVSO)	What's Your Lucky Number (WBIG)	Whiddon's Choristers (WJAX)
What's in a Name? (MWB, WELI)	What's Your Name? (WSAZ)	While the City Sleeps (NBC)
What's in the H(air) (WGRC)	What's Your Number? (WELI)	While the Horses Rest (WROK)
What's in the Paper (KTUL)	What's Your Opinion? (CJCS, CJKL)	While the Kettle Boils (WAAT)
What's in Your Name? (CBS)	Wheat Capital Sidelights (KCRC)	Whims (KGO-KPO)
What's My Name? (Mutual)*	Wheatbelt Whimsies (KITE)	Whipple Barracks Request Program (KCRJ)
What's New? (WEEI, CKCL, WSAU, KGO, KPO, WJAY, KVI, KDYL, KWKH)	Wheatenaville (NBC)	Whirl Around Town, The (WCAU)
What's New in Baltimore (WBAL)	Wheatstworth Program (NBC)	Whirl Around the Town—with Powers Gouraud (WCAU)
What's New in Fort Smith—Judy Jene (KFPW)	Wheel of Chance (CKLW)	Whirl of the Waltz, The (CJRC)
What's New in Milwaukee (WTMJ)	Wheeler Family (CHAB)	Whirligig (NBC)
What's New in Music (KFRO)	Wheels Go 'Round, The (WLW)	Whirly Gigs, The (KYA)
What's New in Radio (NBC)	Wheels of Justice (WBNX)	Whiskers Takes the Air (KROY)
What's New in Science (WPHR)	When Day Is Done (KMOX, WGY, WHB, WSYR, CJRC, KRSC)	Whispering Choir, The (WJZ)*
What's New in the Stores Today (WWJ)	When Horses Meet (CBS)	Whispering Guitars (WKOK)
	When I Grow Up (WTMV, WBNX)	Whispering Jack Smith (NBC)
	When Justice Dreams (WHN)	Whispering Pianist, The (WOAI)
	When Lights Are Low (WAPI)	

PROGRAM TITLES—Continued

Whispering Reeds (KFUO)	Who's Who and What's What in Radio (WDAY)	Wimbrow Presents (WXYZ)
Whispering Song Stylist— Ida Belle Earp (WBTM)	Who's Who in Kansas City (KMBC)	Win-a-Bike (KWLK)
Whispering Strings (WDRG, MacG)	Who's Who in Queens (WWRL)	Win or Lose (WADC, WBNS)
Whispering Voice Choir (NBC)	Who's Who in Racing (WCKY)*	Win, Place, Show! (WCOP)
Whispers (WCLE)	Who's Who in Radio (WRR)	Win-Word Ho (KCKN)
Whispers in the Dark (CJRC)	Who's Who in Sports (WCKY)	Winchell Column Quiz (NBC)*
Whistle While You Work (CKMO)	Who's Who in the News (CBS)	Wind Up Your Grama- phone (CHAB)
Whistler and His Dog (WDOD)	Who's Who in the Zoo (KTAT)	Windjammers, The (KGNC)
Whistling Joe (WCHV)	Who's Who in Your Family (WBLK)	Window Shopper (WMBD, KFIO)
Whistling Kid, The (WKY)	Who's Zoo in Africa (NBC)	Window Shoppers, The (KBIX, KMOX)
Whistling Salesman, The (KGNC)	Whoa Bill Club (KFAC)	Window Shopping (KFOX, WCCO)
Whistling Parson (KFSD)	Whoa Pincus (KMOX)	Window Shopping with the Sunshine Girl (WOPI)
Whistling Tenor (KHQ)	Whole Town's Talking, The (WBS, WOOD-WASH)	Wine and the Perfect Host (WTCN)
Whistling with Painter (WBRB)	Whole Truth, The (KSAL)	Wine Master, The (WBNX)
White Brigade (WMEX)	Whoopee, Les Malloy's (KGGC)	Wings for the Martins (NBC)
White Collar Bandits (KGKO)	Whoopers (WEBC)	Wings of Fortune (WMIN)
White Eagle (KLO)	Whoops Sisters, The (CBS)	Wings of Romance (WOR)
White Eagle Braves (WDAF)	WHOot Owls (WHO)	Wings of the Dragon (RRI)
White Elephant (WIBX)	Whopper Club, The (WHBF, KWOS)	Wings of the Morning (WORL)
White Fires (KNX)	Whoppers, Walter's (KLZ)	Wings Over America (KGB)
White Heat (KXBY)	Why a City Charter? (WIP)	Wings Over Jordan (WGAR)
White Mountaineers (WHEB)	Why Crime Does Not Pay (WMBR)	Winnie-the-Pooh (NBC)
White Rolls Music Box (WRVA)	Why Go to College (CBS)	Winning the West (KGO- KPO)
White Spot Wranglers (KORE)	Whys and Wherefores (WKBW)	Winniepeg Home, The (CJRC)
Whiteman's Pontiac Chief- tains (NBC)	Widow and Angel (WJZ)*	Winniepeg Women (CJRC)
Whiteman's Protoges (WHB)	Widow's Sons, The (NBC)	Winter Carnival of Perfect Pictures (WDEV)
Whither Britain (CBS)	Wife Preserver (KCKN)	Winter Serenade (WSGN)
Whither Music (NBC)	Wife vs. Secretary (WBS)	Winter Sports (KLZ)
Whitie and Rye (WJAS)	Wife Saver—Alan Prescott (NBC)	Winter Wonderland (WINS, WMBH, KQW)
Whitney Ensemble (NBC)	Wig Wagging with Ralph Wagner (WOW)	Winthrop College Program (WBT)
Whittall Stradivarius Series (NBC)	Wilbur and Ezra (WLS)*	Wisconsin College of the Air (WHA)
Whittier Park Results (CJRC)	Wilbur Coon Players (NBC)	Wisconsin Legislative Se- ries (WHA)
Whiz Bang (WTRC)	Wilbur Family (WEAF)*	Wisconsin Political Forum (WHA)
Who? (KFWB)*	Wild Life Series (NBC)	Wisconsin School of the Air (WHA)
Who Am I? (KGVO, KGO- KPO, KFJZ)	Wild West Revue (KSFO)	Wisconsin Taxpayers' Al- liance (KFIZ)
Who and What in Radio (CJIC)	Wilderness Road (WGRG)	Wisconsin Territorial Days (WHA)
Who Cares Hour (KOL, KGU)	Wilderness Stone (NBC)	Wisdom and Song (CKMO)
Who Knows (WSAL)	Will-o-the-Wisd (WOWO- WGL)	Wisdom of the Ages (NBC)
Who, What and Why? (WTAG)	Will Rushing, Builder of Harmony (WBRC)	Wise Crackers (WBS)
Who Sang It (NBC)	Will Warren Mystery Dramas (WGY)*	Wise Man, The (NBC)
Who's Behind the Name, by Edwin Alger (NBC)	Will You Live Again? (KROY)	Wishing (WOR)
Who's Dancing Tonight (KPO)	William H. McMasters Talks It Over (WORL)	Wishing Gate, The (KGFJ)
Who's in Town Tonight (KPO)	William Primrose—Viola Virtuoso (NBC)	Wishing Hour, The (WRVA)
Who's News Today (WAPI, WGAR)	Williams Oil-O-Matics (NBC)	Wishing Ring (WXYZ)*
Who's the Champ (WCCO)	Willie Hartzell and His KFEL-LEERS (KFEL)	Wishing Well, The (WRVA)
Who's There (WKZO)	Willowdale Quartet (WKY)	
Who's Who (WSAY, WCBS)		

PROGRAM TITLES—Continued

- Witch Woman, Kykunkor (NBC)
- Witches and Goblins (WFAA)
- Witching Hour (KGO-KPO, WKRC, KXBY, WBS, WIBM, CBM, KLZ)
- Witch's Tale, The (WOR)
- Witch's Tales (KHJ)
- With a Senator's Wife in Washington (NBC)
- With a Smile & a Song (WSAR)
- With Canada's Mounted (NBC)
- With Local Poets (WHBF)
- With My Guitar and You (CKBI)
- With Other People's Money (WBBM)
- With Our Public (WWSW)
- With Reason and Rhyme (KSFO)
- With Sails and Saddle (CBL, CBY)
- With the Astronomer (WATR)
- With the Classics (WBBM, WJBK)
- With the Great Masters (CHRC)
- With the Ladies (KOH)
- With the Masters (CJCA, WHP, WHLB, KGKO)
- With the Muses (WBAX)
- With the Poets (WCBM, WDAF)
- With the Shut-ins (WBZ-A)
- With the Stamp Collectors (WSGN)
- With Them It's Different (KIRO)
- With Your County Agent (KDLR, KGEZ)
- Within the Pages (KTBS)
- Without a Name (WDRG)
- Without Further Comment (CHWK)
- Wives Night Out (WBBM)
- Wizard of Oz (NBC)
- Wolf Point Herald of the Air (KGCK)
- Woman Buys, The (WBZ-WBZA)
- Woman in the Store (KMBC)
- Woman in White, The (WMAQ)*
- Woman Looks at the News, A (KGU, KYW)
- Woman of the Hour (WFIL)
- Woman of Tomorrow, The (NBC)
- Woman of Tomorrow—Presented by Elizabeth Hart (WORL)
- Woman on the Corner (KOB)
- Woman on the Train, The (WDZ)
- Woman Reporter, The (KYW)
- Woman Speaks, The (WEEL, WPRO, WTIC)
- Woman to Woman (KDYL, WHJB)
- Woman Views the News, A (WKRC, KWKH)
- Woman's Bureau of the Air (WSM)
- Woman's Calendar (WCCO)
- Woman's Club (WJAG)
- Woman's Forum (WBRB)
- Woman's Home Companion Shopper (WEEL)
- Woman's Hour (KFUO, KGDE, CHSJ, WHN)
- Woman's Hour, with Mary Landis (WBAL)
- Woman's Magazine of the Air (WPTF)
- Woman's Matinee (WWNC)
- Woman's Outlook (WMMN)
- Woman's Page (CKLW, KVI, WPAY)
- Woman's Page—Ruth Paige (WGR)
- Woman's Page of the Air (WDAS, KGLO, KSFO)
- Woman's Place (CBS)
- Woman's Point of View, A (WELI)
- Woman's Quarter Hour (WCHV)
- Woman's Radio Bazaar (WTIC)
- Woman's Radio Hour, The (CHNS)
- Woman's Radio Review (NBC)
- Woman's Radio Roundtable (KTAT)
- Woman's Side of the News, A (WTMV, WJSV)
- Woman's Tiffin Hour (KDYL)
- Woman's Viewpoint, A (KGVO)
- Woman's Viewpoint, The (WDAF)
- Woman's Viewpoint of the News (KTAT)
- Woman's Way, The (WLAW)
- Woman's World (CBO, WWNC, KPQ, WDGy, WOMT)
- Woman's World with Martha Dulin (WBT)
- Woman's World Review (WQXR)
- Women, The (WEAN)
- Women and News (NBC)
- Women at Home Hour (CFCY)
- Women at the Crossroads (WJJD)
- Women in the Headlines (KDYL, WBBM)
- Women in the News (KSL, KTUL, WMBC, WSAU, WHN, WXZY, KDFN, KOIL, UP, WDAY, WHO, WIBX, KFAC, WAPI)
- Women in Today's News (KPMC)
- Women in Washington (WMCA)
- Women Make News (WBT)
- Women of Central Illinois (WMBD)
- Women of Destiny (KWJJ)
- Women of the Hour (WROK)
- Women of the New Age (WFOY)
- Women of the World (KHJ, WTAD)
- Women of Today (WMBD)
- Women Only (KYA, WHAM, WDAY)
- Women Speak, The (WBBM)
- Women Talk It Over, The (WFBR)
- Women to Women Hour (NBC)
- Women Who Are Making Laws (WMC)
- Women's Aviation Hour (CBS)
- Women's Club Forum (WGAR)
- Women's Club of the Air (WMBQ, WCAE, KPDN, WCMI)
- Women's Club Reporter (KLO)
- Women's Column of the Air (WEW)
- Women's Corner, The (KTCK)
- Women's Federated Club Program (WOI)
- Women's Hour, The (CHNC, WHN, CKPR)
- Women's Magazine of the Air (KGO-KPO)
- Women's News Parade (KHJ)
- Women's News Review (UP, WBY, WJAX)
- Women's Newspaper of the Air (WFBL)*
- Women's Page (CBS)
- Women's Page of the Air (WSNJ)
- Women's Press Association, The New England (WORL)
- Women's Radio Bazaar, The (WTIC (WTIC))
- Women's Radio Edition (KFRU)
- Women's Reporter, The (WELI)
- Women's Scrapbook (WGL)
- Women's Service Club of the Air (WPEN)
- Women's Side of the Exposition (KSFO)
- Women's Side of the News (KFAM)
- Women's Varieties (WTAD)
- Women's Variety Revue (WKZO)
- Women's World (KSOO)

PROGRAM TITLES—Continued

Wonder Children, The (WLTH)	Words Without Music (CBS)	World of Sport (WBIL)
Wonder Dog, The (NBC)	Work of Great Composers (NBC)	World of Sports, The (WDRG)
Wonder Kitchen, The (WSAI) (WSAI)	Work Pays America (WMBC)	World of the Waltz, The (CJOC)
Wonder Show (CBS)	Work Wanted (WSBT-WFAM)	World Parade, The (WOR)
Wonder Waltz (KWTN)	Workers' Changing World, The (WHA)	World Peaceways Forum (WQXR)*
Wonder-Waltz Program (KWTN)	Works of the Masters (WFTC)	World Radio Congregation (WOW)
Wonderful Women of the World (KMPC)	Workshop (CBS)	World Review (WRUF)
Wonderful Words (CFQC)	World Adventure Club (WWJ)	World Spotlight (WDZ)
Wonderland (KTHS)	World Adventures with Floyd Gibbons (NBC)	World Through a Windshield, The (NBC)
Wonderland of Music (WELL)	World Affairs (KHJ)	World Today (WOV, WJAY, WHK, KGDM)
Wonders of Nature (KFUO)	World Affairs Forum (WIP)	World Tour (WCFL)
Wonders of the Earth (KGO-KPO)	World as It Appears, The (WMBG)	World Traveler (WCLE)
Wonders of the Heavens (WBBM)	World at Large, The (WFLA)	World Varieties (WBS)
Wonders of the Sky (KGO-KPO)	World at Work—The World at Play, The (CFCF)	World We Live In (KSFO)
Woodland Echoes (CJCA)	World at Work and World at Play (CKCO)	World-Wide Facts (KSLM)
Woods and Waters of Wisconsin (WTMJ)	World Book Man (WOPI)	World Wide Sports (WFBR)
Woodsmen, The (KGO-KPO)	World Bookman, The (KGEZ)	World's Best Music, The (WHA1)
Woody and Lefty Lou (KFVD)	World Business Clinic (NBC)	World's Business (CBS)
Worcester Yesterdays (WORC)	World Court of the Air (WKZO)	World's Fair Party (KFRC)
Word a Day (WJAG)	World Dances (WBS, WSUN)	World's Fair-est Music (WMCA)
Word and Song (KFUO)	World Economic Co-Operation (CBS)	World's Going On, The (NBC)
Word Bout, The (KGOV)	World Entertains (WBS)	World's Great Music, The (WTHT)
Word Clinic (KTAR, KROW)	World Events (WOR)	World's Greatest Artists (WOI)
Word Doctor (WRC)	World Events in Review (WRR)	World's Largest Chorus (KMBC)
Word for Rhythm (KSFO)	World Fair Tour (WMMN)	World's Worst Program (WIBG)
Word Game, The (CBS)	World Goes By, The (KGW)	Worry Clinic (CBS)
Word King, The (WOV)	World Headlines (WGAR)	Wotta-U-Think (WCFL)
Word Man, The (CKWX, WFBR, KDYL, KSL, WFAS, WSYR)	World in Music, The (NBC)	Would It Surprise You (WMMN)
Word Master, The (KFVS)	World in Review, The (KONO, WINS, WATR)	Would You Believe It (KYA)
Word of Truth, The (WCBD)	World International Program (WINS)	Wozzeck (NBC)
Word to the Wives, A (KFOX, IBS)	World Is Yours, The (FTR)	Wrangling with Words (WWNC)
Word Woman, The (WJBK)	World Matinee (CKWX)	Wrestling Interview (CJOR, KGH1)
Wordcaster, The (WMEX)	World News, The (WGRC) (WGRC)	Wrestling Matches Direct from the Ringside (WAPI)
Wordology (WMBR)	World News About Women (NBC)	Wrightville Clarion, The (WTIC)
Words About Words (KHSL)	World News Parade (KSOO)	Write a Song (WSM)
Words and Music (CKX, WAYZ, WSAU, WSAV, KFPY, WCAU, WTBO, WSBT, WFAM, CFRB, CJLS, WSGN)	World of Fashion (WHB)	Write Your Name on the Air (WIOD)
Words and Music for Women (KTUL)	World of Missions (WMCA)	Writers and Readers (KVOO, WTCN)
Words for You (KBIX)	World of Science (NBC)	Wyoming Buckaroos (WAVE)
Words in Music (WFMD)		Wyoming Ranch Life (NBC)
Words of Life (WBIG)		Wythe Williams' Foreign News Forum (WMCA)
Words Plus Music (WIP)		

PROGRAM TITLES—Continued

X

X Bar Ranch (KFJZ)
X-Boys, The (CFCY)

Xmas Shopper, Ann Sterling, The (WDZ)
Xmas Shopping Lady (WHB)

Xylophone Capers (CFCN)
Xylophonics (KRGV)

Y

YMCA Boys' Hobbies Talks (CBS)
YMCA Devotional Hour (WINS)
YMCA Open House (WHIO)
"Y" Time (YMCA), (WKBN)
Ya Gotta Get Up (WCFL)
Yacht Club, The (WBRC)
Yadkin Valley Hoedown (WSTP)
Yankee Minute Men (WNAC)
Yankee Philharmonic Chorus (WNAC)
Yankee Philosopher, The (WCOP)
Yankee Philosopher from Punkin Center (WTAG)
Yankee Singers (WNAC)
Yankee Singing Strings (WNAC)
Yankee Yarns (WNAC)*
Yarn Spinner (KFOR)*
Yarnspinner (WOL)
Yawn Club (WWJ)
Yawn Patrol (WMBD, WNLC, CJRC, KFIZ, KVOE)
Yawns and Stretches (CFAC)
Ye Merry Minstrels of Olde (WWJ)
Ye Old Song Shoppe (KTUL)
Ye Old Town Crier (WBNY)
Ye Olde English Tea Shoppe (WBZ-A)
Ye Olde Music Room (WRVA)

Ye Olde Nitte Witte (WHBQ)
Ye Olde Time Music (WOAI)
Year Ago Today, A (KOY, KONO, KWOS)
Year Ago Tonight, A (WBT)
Year Gone By, A (WGY)
Yellow Blank Salute (WHAS)
Yellow Cab Welcome (WNBR)
Yellow Fang, The (WTAD)
Yellow Jackets (WAAT)
Yes and No (WGRC)
Yes or No (WIRE, KTAT)
Yesterday (WCPO)
Yesterday and Today (WHIO, KOIL)
Yesterday Meets Today (KGB)
Yesterday-Today (KNX)
Yesterday's Broadways (CFRN)
Yesterday's Favorites (KRE)
Yesterday's Front Page (WDAF)
Yesterday's Games (WTCN)
Yesterday's Headlines (WHAM)
Yesterday's Hit Parade (CHAB, KDYL)
Yesterday's Hit Tunes (KLO)
Yesterday's Memories (WGH)
Yesterday's Music (KGO-KPO)

Yesterday's Songs Today (WVFW)
Yesterthots (WHAM)
Yesteryear's Big Time (KONO)
Yiddish Bais-Din Hasholom (WBBC)
Yodelers, The Dixie (WFTC)
Yodelers, The Overall (WFTC)
Yodeling Cowboy (KHQ, WORL)
Yodeling Cowgirl—Georgia May (WORL)
Yodeling Kid, The (WPTF)
Yodeling Sweetheart, The (WJBL, WJBL)
Yodeling Trail Rider—Tex Cochrane (CFCY)
Yogi Yorgesson (RRI)
You and Your Child (WBAA)
You and Your City (NBC)
You and Your County Government (KGIR)
You and Your Garden (WSPR)
You and Your Government (KGO-KPO)
You and Your Happiness (CBS)
You and Your Lawyer (WAAT)
You and Your Money (KGNC)
You and Your Public Library (KDYL)
You and Your Radio (WFBR)
You and Your State Government (KGIR, KPFA)

PROGRAM TITLES—Continued

You Asked for It (KTSM, KFVS, WCAX, WDAY, WEBC)
 You Be the Judge (NCBS)
 You Can Have Music (WWSW)
 You Can Please Everyone (WFBR)
 You Can't Stump Clarence (WBT)
 You Do Like Poetry (WFBR)
 You Don't Say (WMCA, KDKA)
 You Guess the Tunes (WCOP)
 You, I, and the Other Fellow (KROC)
 You Name It! (KARK, KGHF, KLO, KGO-KPO)
 You Name It Party (WFAS)
 You Name the Tune (WOWO-WGL)
 You Said It (CBS)
 You Said It Yourself (WOC)
 You Shall Have Music (WACO)
 You Shall Have Rhythm (WACO)
 You Tell Me (KGFV, WBTM)
 You, the Unseen Jury (WEAF)*
 You'll Want to Dance (KALE)
 You're in the Money (KTUL)
 You're Next (WMAL)
 You're Singing, Neighbor (KMOX)
 You're Telling Me! (CJCA, WMIN, WPG)
 You're Welcome (WBIG)
 You've Got Something There (WBEN)
 You've Never Kept a Budget! (WATR)
 Young America (WCAU, WJW)
 Young America on the Air (WLAC, WWVA)
 Young America Presents (WABY)
 Young America Sings (WQXR)
 Young Americans on the Air (WBT)*
 Young Artists' Club (WHK)
 Young Artists' Light Opera Series (NBC)
 Young Artists' Series (WDGY)
 Young Artists' Trio (NBC)
 Young Cincinnatus at School (WSAJ)
 Young Folks Program (WDRG)
 Young Folks Time (KMA)
 Young Forty-Niners (WENR)*
 Young Hickory (NBC)
 Young Ideas (WCLE, WDGY)
 Young Man's Fancy, A (CBL)
 Young Memphis Speaks (WHBQ)
 Young Men of Harmony (KRMD)
 Young Men's Section (CJRC)
 Young Mother, The (CBS)
 Young New Yorkers, The (NBC)
 Young People's Church of the Air (WMCA)
 Young People's Concert (WQXR)
 Young People's Conference (WMCA)
 Young People's Hour (CKTB)
 Young People's Program (KFUO)
 Young Rochester (WSAY)
 Young Stars of Tomorrow (WCHS)
 Young Thespians, The (WDAF)
 Young Washington (WOL)
 Young Widder Brown (NBC)
 Young Widder Jones (WBS)
 Youngbloods of Beaver Bend (CKY)
 Younger Generation (WLTH)
 Youngster Speaks, The (WFAS)
 Youngsters, The (WFAA)
 Your Adventure with Floyd Gibbons (CBS)
 Your Album and Mine (KWBG)
 Your Announcer Presents (WMMN)
 Your Answer, Please (KWJJ)
 Your Baby (WABI)
 Your Bank and You (KVOR)
 Your Banker and You (WEBC)
 Your Bible and You (WMCA)
 Your Birthday (WSOC)
 Your Birthday Party (WSAZ)
 Your Boy's Future (KGO-KPO)
 Your Branch Library (WJAY)
 Your Brother's Safety Club (KOMA)
 Your Building Dollar (WRJN)
 Your Child (NBC)
 Your Child Series (WNEW)
 Your Children and Mine (KDAL, WDGY)
 Your Church (WDAE)
 Your Church and Mine (WAGM, WJMS)
 Your Church To-morrow (WEED)
 Your City and Mine (KSL)
 Your City Government (WPHR, WCOL)
 Your Civic Affairs (WHDL)
 Your Coffee Maker (WGY)
 Your Community (WEBR)
 Your Confidential Counselor (WMCA)
 Your Congressman Says (KFOR)
 Your Congressman Speaks (KQW)
 Your Constitution (WBT)
 Your Credit (WAVE)
 Your Dance Parade (KFRO)
 Your Dance Time (WACO)
 Your Danceland Ballroom (WELI)
 Your Devotional Hour (WACO)
 Your Diet (CBS)
 Your Dinner Table (WSAU)
 Your Dog and Mine (KTSA, WRDW)
 Your Electric Servant (KRBC)
 Your Electric Servants (WWNC)
 Your English (WFBR)
 Your Escort (WJZ)
 Your Eyes (NBC)
 Your Family and Mine (CBS)
 Your Family Counselor (WQAM)
 Your Family Tree (WATR)
 Your Fashion Magazine (WDNC)
 Your Favorite Songstress (KOB)
 Your Favorites (WAML)
 Your Fellow Man's Opinion (KHJ)*
 Your Foods and You (CBS)
 Your Friend (WDNC)
 Your Friend and Mine (KPLT)
 Your Friend, the Philosopher (WCOP)
 Your Friendly Advisor (KFUO)
 Your Friendly Counselor (KHJ)
 Your Friendly Neighbor (WCAO)
 Your Friends, Two Pianos (CKCH)
 Your Garden (WHEB)
 Your Garden and Mine (KYW)
 Your Garden of Memories (WHEB)
 Your Girl Friend at the Movies (WMCA)
 Your Good Health (WBAL, WINS)
 Your Good Neighbor (KGU)

PROGRAM TITLES—Continued

Your Government at Your Service (KGO-KPO)	Your Morning Minstrel (WTIC)	Your Safety (WBAL)
Your Government Reports (KECA)	Your Morning Paper (WHDL)	Your Safety Friend (WACO)
Your Government Speaks (CJRM)	Your Morning Reporter (WBBM)	Your San Francisco (KSFO)
Your Guide (WGAR)	Your Morning Show (KONO)	Your Say-So (KWTO)
Your Handwriting Is You (WFAS)	Your Mother and Mine (KOIN)*	Your School Parade (WSVA)
Your Health (WHA, WISN, WFAS, WSGN, WHBB)	Your Music (WMC, KYW)	Your Showtime Topics (WTJS)
Your Health Advisor (WCOP)	Your Music and Mine (CFAC, CFGP)	Your Silent Partner (WAPI)
Your Health in the News (KWJJ)	Your Musical Doctor (WCAX)	Your Six Servants (WNOX)
Your Hit Parade (CBS)	Your Name (WCOP)	Your Social Calendar (CFCN)
Your Hollywood Parade (NBC)	Your Neck o' the Woods (CBS)	Your Social Secretary (WTMJ)
Your Hollywood Reporter (KROC)	Your Negro Neighbors (KLZ)	Your Song for the Day (KROC)
Your Home (WHBF, WBS, KLZ, KSFO, WJRD)	Your Neighbor (WCOL)	Your Song Stylist (KDDB)
Your Home and Mine (KYOS, WEAU, WEBC, WBZ-A, WAGA)	Your Neighbor and Mine (WBBM)	Your Songs (CHNS)
Your Home and You (WSAR)	Your Neighborhood Choir (KTAT)	Your Songs and Mine (KFJB)
Your Home Beautiful (WHO)	Your Neighborhood Reporter (KCKN)	Your Sports Review (WWNC)
Your Home Program (WQDM)	Your Neighbors (KGNC, WJAY)	Your Star Reporter (WMPF)
Your Horoscope (WSAZ)	Your News Courier (WBG)	Your State Library (KOL)
Your Host (KLO)	Your Next Door Neighbor (WAIM, KBIX, WCOA, KTRI)	Your Station and Mine (WHAI)
Your Host Is Buffalo (WBEN)	Your Next Door Neighbors (WIS)	Your Stroller on the Street of Dreams (WTJS)
Your Hostess (CBS)	Your O G & E Program (WKY)	Your Sunday Date (WGN)
Your House and Your Home (WDAY)	Your Old New Yorker (WQXR)	Your Sunday Serenade (WKY)
Your Hut (KDFN)	Your Opinion (KTAT)	Your Swing Session (WCAX)
Your Hymns & Mine (CHNS, RRI)	Your Organization (WBBC)	Your Telephone Reporter (WRVA)
Your Ideal Race (WQAM)	Your Owensboro and Ours (WOMI)	Your Time Tonight (WGR)
Your Illinois (WJJD)	Your Parlor Playhouse (WGN)*	Your Timekeeper (WRC)
Your Income Tax (WBBM)	Your Personal Shopper (KBIX, WQAM, KLZ)	Your Town (WGAR)
Your Invention (WMCA)	Your Poetry and Mine (WIP, FTRD)	Your True Adventures (CBS)
Your Inventions (WHN)	Your Postoffice Speaks (WLAC)	Your Unseen Friend (CBS)
Your Invisible Host (WBNX)	Your Problem and Mine (KXBY)	Your Voice (WCOP)
Your Job (WIP)	Your Problems and Mine (WAAT)	Your Wisconsin (WHA)
Your Job and Mine (WDWS)	Your Program (KGO-KPO, KVOR, CKCW)	Your Witness (KNX)
Your Kitchen Reporter (WCAX)	Your Pronouncer (KFWB)	Your World and Mine (KMPC)
Your Land and My Land (WIBG)	Your Public Schools (WCAO)	Yours by Request (WGES)
Your Legislators (WFBL)	Your Radio (WSOC)	Yours for the Answering (WCBS)
Your Library (WATR, WBZ-WBZA)	Your Radio Dial (WFBC)	Yours for the Asking (KYOS, KFPY, WDAY, WTBO)
Your Los Angeles (KFWB)	Your Radio Pastor (KRE)	Yours Fraternaly (WBBC)
Your Lover (WBS)	Your Radio Reporter (WHAM)	Yours Sincerely (KNX)
Your Lucky Number (WSAR)	Your Radio Review (KGW-KEX)	Yours Truly, Mr. Dooley (WOW, WHB)
Your Man Sunday (KSAN)	Your Radio Sportsgraph (KERN)	Youth and Crime (WMCA)
Your Market Basket (WWVA)	Your Request Program (WHDL)	Youth and Experience (WTAM)
Your Matinee (WKRC)	Your Requests (WBNX)	Youth and the World (KYW, WFBF)
Your Melody Hostess (WDEV)	Your Romance (KMTR)	Youth Bible Forum (WKB)
Your Melody Man (KQV)		Youth Challenges (WKST)
Your Money Talks (WJJD)		Youth Court of Character (WBRY)
Your Morning Air Mail (WFER)		Youth Crusade (WBG)
Your Morning Bulletin Board (WTJS)		

PROGRAM TITLES—Continued

Youth Finds Itself (NBC)	Youth of Duluth, The (WEBC)	Youth Time (WHK)
Youth Forum (WBRB)	Youth of the World (NBC)	Youthful Loveliness (WEEL)
Youth Hour (WRDW)	Youth on Parade (FTRD)	Youths' Opportunity Program (WEAN)
Youth in Music (WTAG)	Youth on Wings of Song, Rochester (WHAM)	Youth's Round Table of Current Events (KTFI)
Youth in the Modern World (KLZ)	Youth Parade (WGY)*	Youth's Science Parade (WBNS)
Youth in the News (WIP)	Youth 'Round the World (WCFL)	Yvonne and the Off Beats (WBNS)
Youth Intervenes (CRCY, CBL, CBY)	Youth Sketches (KFUO)	
Youth Looks Ahead (WHA)	Youth Speaks (WJR, WCOL, WIBX)	
Youth Meets Government (NBC)		

Z

Za Zoo Zology (WIBC)	Zeke and Andy (KFH)	Ziegfeld Follies of the Air (CBS)*
Zac and Zeb (KROC)	Zeke & His Saddle Pals (KWTO)	Zig and Zag (KOL)
Zada—Pet's Brown Mule (WOPI)	Zeke and Zeb (WJRD)	Zion Four (KRBC)
Zampecini Concerta (WDEV)	Zeke Manners' Gang (WMCA)	Zionist Program (WINS)
Zany Family, The (CBS)	Zeke Smart (WJAY)	Zip and Old Timer (KTUL)
Zarephath Bible Seminary Chorus (WAWZ)	Zeke's Gazette (WJAY)	Zip Bentley's Zippers (WDRC)
Zeb Turner's Mountain Men (WJIM)	Zephyrs (CBS)	Zither Tunes (WJAX)
	Zero Hour, The (IBS, WPG)	Zollie Gand (KSLM)
		Zoo Antics (KLRA)

CHECKING PROGRAM TITLES

The legal status of program titles has been defined thus by Francis Gilbert (VARIETY RADIO DIRECTORY, Vol. I, page 306): "Names or titles used in connection with these programs are of the same general nature as the titles to theatrical, motion picture or other forms of entertainment, and as trade marks or trade names used in connection with merchandise."

In checking new program titles, the foregoing title lists should be consulted first of all. Thereafter the titles should be checked against lists of: 1) motion picture titles; 2) plays and dramatic works; 3) books; and 4) short stories. This is the minimum number of checks which should be made in all cases. Motion picture and similar title lists are available in most public libraries.

Radio stations, transcription producers, and program builders are invited to send any new program titles to the VARIETY RADIO DIRECTORY as soon as they are created, in order that further duplication may be avoided.

RADIO

SCREEN

STAGE

VARIETY

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NEW YORK CITY

SHOWMANSHIP AWARDS

Special Citations, Survey Supplement, Made Under 12 Different Categories

Special citations are made annually by Varsity under the general classifications listed below. Changing realities of the broadcasting industry may from time to time warrant modifications, omissions or additions to these categories but it is felt that the groups are basic and logical sub-divisions under which showmanship activities may readily be assigned.

Citations are made under 12 general heads. Order of listing of these designations does not suggest any relative importance at between one type of citation and another. Citations given are as follows:

1. Program Originating Station.
2. Frontline Station.
3. News and Current and Managerial Station.
4. Farm Service Station.
5. Newspaper-Owned Station.
6. Part-Time Station.
7. Foreign Language Station.
8. Sports Station.
9. Social Service Station.
10. Nationally Exploited Station.
11. Community Exploited Station.
12. Canadian Station.

SURVEY CROSS-CHECKED THROUGH TIME-BUYERS

Showmanship is largely a matter of good judgment, and presupposes a flair among its practitioners. So does a good motion picture, a good advertising campaign, or a good book. By the same token Varsity must necessarily undertake a certain arbitrary element of choice in its showmanship surveys and awards.

However, Varsity has not relied upon its own intuition and judgment alone, but has drawn upon the intimate knowledge of local radio stations possessed by various persons within leading advertising agencies and upon spot broadcasting experts.

These experts cannot, for obvious reasons, be named. Their courtesy to Varsity can only be acknowledged anonymously, though sincerely.

Additionally, it has been the habit of Varsity to permit stations to submit as evidence a detailed annual statement covering all pertinent aspects of their community showmanship. In a majority of the stations do not fail to take advantage of this privilege.

Under this questionnaire stations are asked to define, first, their general policy and objectives; secondly, their local program creation; thirdly, their community group (fourthly, their publicity showmanship; fifthly, what is called prestige showmanship; finally, activities characteristic of topical alertness.

Realization of the role played by showmanship in broadcast advertising has perhaps been nicely summed up on the question "What is the circulation of a full program on a 50,000-watt station? People listen to programs and to signals.

Statistics
Statistics are a valued source of information in radio. But they are judged by the statistics that gathered the data and by the faith of the trade in its credibility. Coverage maps have been frequently criticized.
Adult—referring to the missing element not quantitatively demonstrable—showmanship.

ECCENTRICITY IS DISCOUNTED

Showmanship in its best sense is apt to be synonymous with prestige. Varsity's annual survey and these to attempt special recognition without disregard anything that might be considered irresponsible publicity-seeking.
Showmanship is a calculated aspect of smart station management. It has nothing to do with eccentric exhibitions or exaggerated and impractical ideas.

RECOGNITION IN SPECIAL GROUPS

Annual Follow-up to City-By-City Rankings Designates Leading Showmanpils Under Various Types of Station

DATA

Each year for some time Varsity has published a survey of community showmanship by radio stations. To this has been added, complementally to the survey, a series of special citations to individual stations.

Granting of awards has not been practical in the showmanship survey itself because of the large number of ties for first place. Instead, it has seemed useful and desirable to attempt special recognition within certain specified groups of outstanding examples each year of station showmanship. Such awards are largely based on data extracted from the showmanship survey, but do not necessarily coincide with the exact terms or limitations of the community rankings.

Showmanship's Meaning and Relation To the Problems of Station Operation

Signal Strength
Signal strength or wattage naturally is of importance to both stations and sponsors but is disregarded by Varsity as a factor in showmanship enterprise in the meaning of the annual analysis.
Every station is separately considered on its activities—not its power.

Showmanship, seemingly vague and ill-inclusive as a mere term, in actuality is the day-to-day effort of the local station to create a multiplicity of interesting interest with community thought and action within the meaning of public interest, convenience and success as laid down by the Federal Communications Commission.

The growing number of advertisers who are prepared to sponsor local programs or to deal with individual markets on a basis of the idiosyncrasies and characteristics of stations and communities creates a sponsor interest in the showmanship phase of station operation.

Reduced to an ultimate realistic basis, showmanship is a competitive lever which a station—regardless of size or facilities—fights for audience and, of course, business. No invidious distinction on this level is found in standard coverage surveys or rate cards, and this all the more emphasizes the need of a showmanship survey.

ALL STATIONS ARE ELIGIBLE

All commercial radio stations in the United States and Canada are eligible to receive Special citations. This is to say Varsity will not narrow the field of its possible selections to the natural limitations of the showmanship survey proper.

Where exceptional performance is noted on the part of stations without immediate competition and therefore not included in the annual analysis there will be due consideration given.

AFFIRMATIVE REPLY TO 'ARE WE IN SHOW BIZ?'

Showmanship is not the whole problem nor a universal panacea in broadcast management. But the question are we in show business? is now more generally answered in the affirmative by those who once found the suggestion repugnant. Emotional values was once attacked by competitive media and sheepishly depreciated by radio itself. This has been reversed. Emotional values are now acknowledged to be that which makes radio important.

It becomes therefore primarily a question of how to understand, discipline and manipulate showmanship. Advertising agencies have steadily indicated their interest in Varsity's showmanship survey and their encouragement has been a prime reason for continuing and constantly expanding the service. Varsity remains only to evaluate and compare along showmanship lines and in so doing tries to eliminate purely mechanical and physical factors that may have a direct and important bearing on station operation and prosperity, but may have little relation to showmanship.

Each individual station faces a problem more or less unique to itself. Yet all radio stations, from the smallest to the largest, tend to follow broad principles which have been verified as sound and useful. Naturally showmanship is judged in radio, economic and social factors. Show business proper functions on a variety of levels. So, too, with the broadcast broadcasting stations. Variations adapted to needs and facilities are possible to use a single idea of times at all levels. Showmanship is the measure of fitness in the adaptation.

Special Citation

for

1937 AWARD

to

PRODUCTION

VARIETY SHOWMANSHIP PLAQUES

Since 1933 VARIETY has made periodic (usually annual) surveys of the local showmanship displayed by radio stations. These surveys have been restricted to cities where two or more radio stations operate in commercial competition.

An outgrowth of the surveys is the newer annual award of showmanship plaques (see facing page for facsimile reproduction) which were presented in 1936, 1937, and 1938, to the stations under the categories listed below (brackets indicate duplicate awards in any given year):

SPONSOR AWARDS

- 1938..... { Lever Bros. Co. (for "Lux Radio Theatre"; "Big Town" with Edward G. Robinson and Claire Trevor; and the Al Jolson program).
Atlantic Refining Co. (for "good taste in radio commercials").

PART-TIME STATION

- 1938.....No award.
1937.....No award.
1936.....WHB, Kansas City, Mo.

FOREIGN-LANGUAGE STATION

- 1938.....WOV, New York City.
1937.....CKAC, Montreal, Que.
1936.....WBNX, New York City.

PROGRAM ORIGINATING STATION

- 1938.....WLW, Cincinnati, O.
1937.....WXYZ, Detroit, Mich.
1936.....WLW, Cincinnati, O.

PRESTIGE SUBSIDIARY STATION

- 1938.....WTIC, Hartford, Conn.
1937..... { WOW, Omaha, Neb.
 } KSL, Salt Lake City, U.
1936..... { WHAM, Rochester, N. Y.
 } WHAS, Louisville, Ky.

FARM SERVICE STATION

- 1938.....WSM, Nashville, Tenn.
1937..... { KMMJ, Grand Island, Neb.
 } WDAY, Fargo, N. Dak.
1936..... { WHO, Des Moines, Ia.
 } WLS, Chicago, Ill.

NETWORK-OWNED STATION

- 1938.....KNX, Los Angeles, Calif.
1937..... { WBT, Charlotte, N. C.
 } KHJ, Los Angeles, Calif.
1936.....KMOX, St. Louis, Mo.

NEWSPAPER-OWNED STATION

- 1938.....WWJ, Detroit, Mich.
1937..... { WDBJ, Roanoke, Va.
 } WFAA, Dallas, Tex.
1936.....WKY, Oklahoma City, Okla.

SOCIAL SERVICE STATION

- 1938.....WHA, Madison, Wis.
1937..... { KSTP, St. Paul, Minn.
 } WSMB, New Orleans, La.
1936.....WEVD, New York City.

SPORTS STATION

- 1938.....No award.
1937.....No award.
1936.....WIND, Gary, Ind.

NATIONALLY EXPLOITED STATION

- 1938..... { WOR, New York City.
 } WFBR, Baltimore, Md.
1937.....No award.
1936.....WCKY, Cincinnati, O.

COMMUNITY EXPLOITED STATION

- 1938.....KVO, Colorado Springs, Colo.
1937..... { KWK, St. Louis, Mo.
 } WGN, Chicago, Ill.
1936.....KFPY, Spokane, Wash.

CANADIAN STATION

- 1938.....No award.
1937.....No award.
1936.....CFRB, Toronto, Ont.

PROGRAM POPULARITY POLLS

Listed herewith are the major program and talent popularity polls of the past year, with winners presented in order of their rank. Methods by which the polls were conducted are briefly indicated. The order in which the polls appear is in chronological sequence.

FIFTH ANNUAL RADIO GUIDE POPULARITY POLL. Conducted by *Radio Guide* magazine among its readers and published in 13 weekly divisions from April 9 to June 25, 1938. Winners, ranked according to popularity in each classification:

Musical Division

1. Chase and Sanborn Hour.
2. Kraft Music Hall.
3. Ford Sunday Evening Hour.
4. Vick's Open House.
5. NBC Breakfast Club.
6. Your Hit Parade.
7. The Hour of Charm.
8. Rudy Vallee's Variety Hour.
9. Metropolitan Opera.
10. Lady Esther Serenade.
11. Good News of 1938.
12. National Barn Dance.

Dramatic Division

1. One Man's Family.
2. Lux Radio Theatre.
3. Arnold Grimm's Daughter.
4. Bachelor's Children.
5. First Nighter.
6. Big Town.
7. Hollywood Playhouse.
8. The Story of Mary Marlin.
9. March of Time.
10. Gang Busters.
11. Follow the Moon.
12. { Those We Love.
 } Girl Alone.

Children's Division

1. Singing Lady.
2. Coast to Coast on a Bus.
3. Mickey Mouse Theatre of the Air.
4. Kaltenmeyer's Kindergarten.
5. Let's Pretend.
6. Little Orphan Annie.
7. The Lone Ranger.
8. Don Winslow of the Navy.
9. Jack Armstrong.
10. Our Barn.
11. Malcolm Claire.
12. Dick Tracy.

Best Actors

1. Don Ameche.
2. Nelson Eddy.
3. Lester Tremayne.
4. { Tyrone Power.
 } Michael Raffetto.
5. Ed Prentiss.

6. Edward G. Robinson.
7. Robert Taylor.
8. Ned Wever.
9. Bing Crosby.
10. Lanny Ross.
11. { James Ameche.
 } John Walsh.
12. Martin Gable.

Best Actresses

1. Jeanette MacDonald.
2. Barbara Luddy.
3. Joan Blaine.
4. Margarette Shanna.
5. Irene Rich.
6. Alice Frost.
7. Helen Hayes.
8. Helen Menken.
9. Elsie Hitz.
10. Betty Winkler.
11. Anne Seymour.
12. Myrna Loy.

Female Singers (Popular Songs)

1. Frances Langford.
2. Kate Smith.
3. Dorothy Lamour.
4. Annette King.
5. Frances Allison.
6. Jeanette MacDonald.
7. Jessica Dragonette.
8. Jane Pickens.
9. Deanna Durbin.
10. Connie Boswell.
11. Harriet Hilliard.
12. Anne Jamison.

Male Singers (Popular Songs)

1. Bing Crosby.
2. Jerry Cooper.
3. Donald Novis.
4. Kenny Baker.
5. Lanny Ross.
6. Nelson Eddy.
7. Jack Baker.
8. Robert Simmons.
9. Tony Martin.
10. Rudy Vallee.
11. Frank Parker.
12. Dick Powell.

Female Singers (Classical Songs)

1. Jessica Dragonette.
2. Anne Jamison.
3. Jeanette MacDonald.
4. Muriel Wilson.
5. Grace Moore.
6. Lily Pons.

POPULARITY POLLS—Continued

7. Deanna Durbin.
8. Margaret Speaks.
9. Gladys Swarthout.
10. Kirsten Flagstad.
11. Nadine Conner.
12. Jean Dickenson.

Male Singers (Classical Songs)

1. Nelson Eddy.
2. Lanny Ross.
3. John Carter.
4. Lawrence Tibbett.
5. Frank Parker.
6. Richard Crooks.
7. Frank Munn.
8. John Charles Thomas.
9. Conrad Thibault.
10. Nino Martini.
11. Bing Crosby.
12. James Melton.

Comedian or Comedy Program

1. Jack Benny.
2. Edgar Bergen.
3. Fibber McGee.
4. Fred Allen.
5. Eddie Cantor.
6. Lum and Abner.
7. Bob Burns.
8. Burns and Allen.
9. { Bob Hope.
Amos 'n' Andy.
Joe Penner.
10. Pick and Pat.
11. Al Pearce.
12. Fannie Brice.

Dance Orchestra

1. Richard Himber.
2. Phil Spitalny.
3. Wayne King.
4. Guy Lombardo.
5. Horace Heidt.
6. Ted FioRito.
7. Benny Goodman.
8. Kay Kyser.
9. Rudy Vallee.
10. Eddy Duchin.
11. Hal Kemp.
12. Sammy Kaye.

Female Commentator

1. Dorothy Thompson.
2. Kathryn Cravens.
3. Kate Smith.
4. Mary Margaret McBride.
5. Harriet Parsons.

Studio Announcers

1. Don Wilson.
2. Ken Carpenter.
3. Phil Stewart.
4. Milton Cross.
5. Harry von Zell.
6. Howard Clancy.

7. Everett Mitchell.
8. Ralph Edwards.
9. Paul Douglas.
10. James Wallington.

Sports Announcers

1. Ted Husing.
2. Graham McNamee.
3. Bob Elson.
4. Clem McCarthy.
5. Tom Manning.
6. Paul Douglas.
7. Pat Flanagan.
8. Red Barber.
9. Hal Totten.
10. Bill Stern.

Male Commentator

1. Boake Carter.
2. Lowell Thomas.
3. Edwin C. Hill.
4. Jimmie Fidler.
5. Walter Winchell.

Promising New Star

1. Anne Jamison.
2. Edward Roecker.
3. Jack Baker.
4. John Carter.
5. Deanna Durbin.
6. Edgar Bergen.
7. { Kenny Baker.
Judy Garland.
8. Tommy Riggs.
9. James Ameche.
10. Bobby Breen.
11. Johnny Johnson.
12. Barry Wood.

Best Human-Interest Program

1. We, the People.
2. Vox Pop.
3. Professor Quiz.
4. Kay Kyser's Musical Klass and Dance.
5. Interesting Neighbors.
6. Uncle Jim's Question Bee.
7. What's My Name?
8. Information, Please.
9. America's Town Meeting.
10. Hobby Lobby.

Star of Stars

1. Jessica Dragonette.
2. Nelson Eddy.
3. Jack Benny.
4. Edgar Bergen.
5. Lanny Ross.
6. Bing Crosby.
7. Don Ameche.
8. Joan Blaine.
9. Rudy Vallee.
10. Eddie Cantor.
11. Frances Langford.
12. Lulu Belle.

POPULARITY POLLS—Continued

FOURTH ANNUAL BOYS' ATHLETIC LEAGUE RADIO PREFERENCE POLL. Conducted by the Boys' Athletic League, New York, among 49,343 New York boys and girls and released Jan. 27, 1939. Winners, ranked according to popularity:

Favorite Performer (Boys)

1. Eddie Cantor.
2. Jack Benny.
3. Joe Penner.
4. Lone Ranger.
5. Edward G. Robinson.
6. Charlie McCarthy (Edgar Bergen).
7. Joe E. Brown.
8. Billy House.
9. Fred Allen.
10. Dick Powell.

Favorite Performer (Girls)

1. Kate Smith.
2. Bing Crosby.
3. Eddie Cantor.
4. Billy House.
5. Joe Penner.
6. Baby Snooks (Fannie Brice).
7. Al Jolson.
8. Pick & Pat (Pick Malone, Pat Padgett).
9. Tyrone Power.

Favorite Program (Boys)

1. Gang Busters.
2. Lone Ranger.
3. The Shadow.
4. Jack Benny.
5. Joe Penner.
6. Kate Smith.
7. Benny Goodman.
8. Fred Allen.
9. Lux Radio Theatre.
10. Big Town.

Favorite Program (Girls)

1. Lux Radio Theatre.
2. Eddie Cantor.
3. Kate Smith.
4. Jack Benny.
5. Big Town.
6. Fred Allen.
7. Rudy Vallee.
8. Gang Busters.
9. We, The People.
10. Let's Pretend.

EIGHTH ANNUAL NEW YORK WORLD-TELEGRAM NEWSPAPER EDITORS RADIO POLL. Conducted by Alton Cook, radio editor of the *New York World-Telegram* among 156 radio editors in the United States and Canada, and announced February 4, 1939. Votes were tabulated on the basis of 3 points for each

editor's first choice, 2 for the second and 1 for the third. Winners, ranked according to popularity in each classification, with number of votes received:

Favorite Programs

- | | |
|--|-----|
| 1. Jack Benny..... | 159 |
| 2. Charlie McCarthy..... | 138 |
| 3. Bing Crosby..... | 119 |
| 4. Information, Please..... | 97 |
| 5. Fred Allen..... | 72 |
| 6. Good News of 1939..... | 54 |
| 7. Lux Radio Theatre..... | 46 |
| 8. Orson Welles..... | 37 |
| 9. One Man's Family..... | 30 |
| 10. Kay Kyser's College of Musical Knowledge | 28 |
| 11. Bob Hope..... | 24 |
| 12. Toscanini concerts..... | 23 |
| 13. Rudy Vallee..... | 22 |
| 14-15. America's Town Meeting and Robert Benchley..... | 20 |
| 16. Philharmonic Symphony Orchestra | 19 |
| 17. Fibber McGee..... | 15 |
| 18. Detroit Symphony Orchestra..... | 14 |
| 19-20. Edward G. Robinson and Kate Smith | 13 |

Comedians and Comedy Acts

- | | |
|--------------------------|-----|
| 1. Jack Benny..... | 269 |
| 2. Fred Allen..... | 177 |
| 3. Charlie McCarthy..... | 169 |
| 4. Bob Hope..... | 51 |
| 5. Fibber McGee..... | 42 |
| 6. Burns and Allen..... | 32 |
| 7. Robert Benchley..... | 25 |
| 8. Fannie Brice..... | 19 |
| 9. Amos 'n' Andy..... | 18 |
| 10. Frank Morgan..... | 16 |
| 11. Bob Burns..... | 13 |
| 12. Eddie Cantor..... | 12 |

Quiz Programs

- | | |
|---|-----|
| 1. Information, Please..... | 316 |
| 2. Professor Quiz..... | 158 |
| 3. Kay Kyser's College of Musical Knowledge | 139 |
| 4. What's My Name?..... | 53 |
| 5. Ask-It-Basket (Jim McWilliams). | 44 |
| 6. Vox Pop..... | 34 |
| 7. Battle of the Sexes..... | 30 |
| 8. True or False..... | 29 |
| 9. Uncle Jim's Question Bee..... | 17 |
| 10. Paul Wing's Spelling Bee..... | 10 |

Light Orchestras

- | | |
|--|-----|
| 1. Guy Lombardo..... | 274 |
| 2. Kay Kyser..... | 86 |
| 3. Horace Heidt..... | 73 |
| 4-5. Artie Shaw and Benny Goodman..... | 66 |
| 6. Tommy Dorsey..... | 60 |
| 7. Wayne King..... | 37 |
| 8. Richard Himber..... | 33 |
| 9. Paul Whiteman..... | 27 |

POPULARITY POLLS—Continued

10-11. Larry Clinton and Andre Kostelanetz	26	3. Clem McCarthy	93
12. Eddy Duchin	23	4. Red Barber	27
13. Fred Waring	18	5. Bob Elson	21
14. Hal Kemp	17	6. Graham McNamee	20
15-16. Russ Morgan and Phil Spitalny	16	7. Tom Manning	17
17. Casa Loma (Glen Gray)	12	8. Paul Douglas	14
18. Sammy Kaye	10	9. Bill Slater	10

Female Popular Singers

1. Frances Langford	206
2. Kate Smith	174
3. Connie Boswell	102
4. Jane Froman	77
5. Dorothy Lamour	45
6-7. Maxine Sullivan and Bea Wain	26
8. Mildred Bailey	21
9. Nan Wynn	15
10. Lucille Manners	14
11-12. Martha Tilton and Virginia Simms	13

Male Popular Singers

1. Bing Crosby	341
2. Kenny Baker	228
3. Frank Parker	64
4. Lanny Ross	51
5. Nelson Eddy	44
6. Jerry Cooper	18
7. Rudy Vallee	17
8. Buddy Clark	16
9. Frank Munn	15
10. Tony Martin	12
11. Donald Novis	11

Dramatic Programs

1. Lux Radio Theatre	269
2. Orson Welles (Campbell Playhouse)	198
3. One Man's Family	94
4. Edward G. Robinson (Big Town)	57
5. Columbia Workshop	54
6. Silver Theatre	32
7. First Nighter	26
8-9. Tyrone Power (Woodbury Playhouse) and Star Theatre (Texaco)	20
10. Gang Busters	15

New Stars

1. Orson Welles	296
2. Tommy Riggs (and Betty Lou)	27
3. Clifton Fadiman	23
4. Bob Hope	21
5-6. Kay Kyser and H. V. Kaltenborn	12

Commentators

1. H. V. Kaltenborn	168
2. Lowell Thomas	77
3. Edwin C. Hill	30
4. Dorothy Thompson	24
5. Walter Winchell	21
6. Alexander Woollcott	18
7. Paul Sullivan	17
8-9. Gabriel Heatter and Boake Carter	14

Sports Announcers

1. Ted Husing	301
2. Bill Stern	229

Studio Announcers

1. Don Wilson	152
2. Ken Carpenter	84
3. Harry von Zell	48
4. Milton Cross	42
5. David Ross	18
6. Paul Douglas	15
7-8. Ben Grauer and Graham McNamee	12

Symphonic Conductors

1. Arturo Toscanini	333
2. John Barbirolli	116
3. Frank Black	82
4. Jose Iturbi	42
5. Alfred Wallenstein	41
6. Leopold Stokowski	36
7. Andre Kostelanetz	32
8. Artur Rodzinski	23
9. Howard Barlow	22
10. Fritz Reiner	19
11. Erno Rapee	16
12. Eugene Ormandy	15

Classical or Operatic Singers

1. Nelson Eddy	150
2. Lawrence Tibbett	138
3. Richard Crooks	117
4. Lily Pons	93
5. Kirsten Flagstad	72
6. Margaret Speaks	47
7. Lucille Manners	44
8. John Charles Thomas	41
9. Gladys Swarthout	24
10. John Carter	19
11. Jeanette MacDonald	14
12. Beniamino Gigli	11
13-14. Grace Moore and Lauritz Melchior	10

Quarter-Hour Programs

1. Amos 'n' Andy	99
2. Lum and Abner	78
3. Easy Aces	60
4. Lowell Thomas	53
5. Walter Winchell	51
6. Vocal Varieties	36
7. Edwin C. Hill	26
8. Vic and Sade	21
9. Jimmie Fidler	20
10. Sophie Tucker	14
11. Uncle Ezra	10

Children's Programs

1. Let's Pretend	130
2. Irene Wicker	122
3. Lone Ranger	72
4. Little Orphan Annie	68
5. American School of the Air	44
6. Dick Tracy	27

POPULARITY POLLS—Continued

7. Howie Wing.....	23	Programs Best Serving Democratic Ideals
8. March of Games.....	19	America's Town Meeting of the Air.
9-10. Jack Armstrong and Kaltenmeyer's Kindergarten.....	17	Americans All—Immigrants All.
11-12. Don Winslow and Music for Fun	13	<i>Best Variety Programs</i>
13. Tom Mix.....	12	Good News of 1939.
14. White Rabbit Line.....	10	Chase & Sanborn Hour.

Major Radio Events of 1938

1. H. V. Kaltenborn's Coverage of the Czechoslovakian Crisis.....	371
2. Orson Welles "War of the Worlds" program	62

LADIES' HOME JOURNAL POLL OF RADIO FAVORITES. Conducted by the *Ladies' Home Journal* and announced in the February, 1939, issue, this survey is based on personal interviews with women by 600 field workers throughout the country. Distribution of interviews considered factors of age, marital and economic status, religion, geographic division and size of community. Winners, ranked according to popularity, with percentage of votes received:

1. Chase & Sanborn Hour (Charlie McCarthy)	12%
2-3. Major Bowes and Jack Benny... ..	7%
4-5. One Man's Family and symphonic music.....	6%
6-7. News broadcasts and Kraft Music Hall.....	5%
8-9. Lux Radio Theatre and Lucky Strike Hit Parade.....	3%
10. Rudy Vallee.....	2%
11. All others.....	44%

In conjunction with this survey, the *Ladies' Home Journal* published a survey on "What the Women of America Think of Entertainment." As regards radio, 60% of those *Ladies' Home Journal* readers surveyed (radio owners only) thought that too much time was given to radio advertising; the same percentage figure also applied to non-readers who were asked the same question. To the question "Does (the advertising) annoy or irritate you?" 56% of the readers, and 50% of the non-readers, said it did. However, only 33% of both readers and non-readers preferred that there be no advertising at all via radio. Regarding children's programs, 68% readers and 62% non-readers thought they were too exciting.

FIFTH ANNUAL AWARDS OF THE WOMEN'S NATIONAL RADIO COMMITTEE. Announced April 19, 1939.

Best Light Music
Firestone Symphony Orchestra.
Cities Service Concert.
American Album of Familiar Music.

Best Quiz Program
Information, Please.

Best Adult Education Programs
The World Is Yours.
What Price America.
Americans at Work.

Best Serious Music (Sponsored)
Ford Sunday Evening Hour.
Standard Oil broadcasts of West Coast symphonies.

Best Serious Music (Sustaining)
NBC Symphony Orchestra.
New York Philharmonic.
Metropolitan Opera Broadcasts.
Sinfonietta.

Best Dramatic Programs
Campbell Playhouse.
Woodbury Playhouse.
NBC Great Plays.
Lux Radio Theatre.

Best Children's Programs
Musical Plays by Irene Wicker.
Let's Pretend.

Best Children's Educational Programs
NBC Music Appreciation Hour.
American School of the Air.

Best Serial Program
One Man's Family. (Though serials were not officially included in the balloting, this program received enough votes to warrant "special recognition").

Best News Commentators
H. V. Kaltenborn.
Paul Sullivan (of WHAS, Louisville, for Mid-West networks).

Unique Radio Program
Salute of Nations.

Advertising Best Presented
General Foods' Jell-O Program.
Standard Brands' Tender Leaf Tea Program.

Special Award
Americans All—Immigrants All (as "the most original and informative program introduced on the airwaves between April 1, 1938 and March 31, 1939").

NETWORK COMMERCIAL PROGRAM TYPES: SEASONS OF '37-'38 AND '38-'39

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

In the following pages (448-451) the VARIETY RADIO DIRECTORY presents, in chart form, a two-season comparison of *commercial* program types, figured by special methods and procedures.

Program “Types”

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

The “Station Hour”

For a second thing, it should be noted that programs are quantitatively computed by “station hours” and not by simple addition. This method was used to balance out factors which in ordinary arithmetic cannot be included. To illustrate:

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

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

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

Revisions of Data

It should also be noted that a new category—“single act”—has been added this year. This category takes care of one-person variety entertainment, and makes room for those entertainers who single-handedly announce, sing, jgke, etc.

The figures for June 1, 1937, to May 1, 1938, have been slightly revised since they appeared in VARIETY RADIO DIRECTORY, Vol. II, pages 316-319. In the main, the revisions are of slight consequence in any, except a statistical, manner.

During the season from June 1, 1938, to June 1, 1939, eight programs (all very small) could not be classified for lack of sufficient information concerning content or number of stations per hookup.

NETWORK COMMERCIAL PROGRAMS EVENING *

JUNE 1, 1937 TO MAY 1, 1938

Type of Program	Number of Programs	Station Hours Per Week
1. Variety	52.....	1675.00
2. Straight Popular Music ...	28.....	764.50
3. Drama	39.....	538.75
4. Audience Participation ...	16.....	388.50
5. Semi-Classical Music	9.....	254.50
6. Classical Music	5.....	207.00
7. News Commentators	7.....	189.25
8. Familiar Music	6.....	171.50
9. Comedy Teams	6.....	164.75
10. Talks-Instruction	14.....	163.00
11. Sports	5.....	111.50
12. Religion	1.....	35.00
13. Brass, or Wind, Bands	1.....	9.00
<hr style="width: 60%; margin: 10px auto;"/>		
Children's Programs	10.....	154.75

*Revised Figures.

NETWORK COMMERCIAL PROGRAMS EVENING

JUNE 1, 1938 TO JUNE 1, 1939

Type of Program	Number of Programs	Station Hours Per Week
1. Variety	64.....	2189.00
2. Drama	50.....	932.50
3. Audience Participation... ..	27.....	639.75
4. Straight Popular Music... ..	20.....	535.50
5. News Commentators.....	11.....	215.75
6. Semi-Classical Music.....	4.....	161.00
7. Comedy Teams.....	4.....	160.50
8. Familiar Music.....	7.....	137.00
9. Talks-Instruction	9.....	121.50
10. Sports	6.....	114.75
11. Classical Music.....	3.....	109.50
12. Religion	1.....	50.00
13. Single Act.....	1.....	3.00
<div style="text-align: right; margin-right: 100px;"> Children's Programs.....15..... 273.50 </div>		

NETWORK COMMERCIAL PROGRAMS DAYTIME *

JUNE 1, 1937 TO MAY 1, 1938

Type of Program	Number of Programs	Station Hours Per Week
1. Serials and Drama.....	63.....	2117.50
2. Talks and Instruction.....	30.....	475.75
3. Variety	7.....	204.50
4. News Commentators.....	3.....	169.75
5. Familiar Music.....	3.....	48.75
6. Hymns	2.....	39.75
7. Popular Music.....	9.....	39.00
8. Religion	1.....	31.00
9. Song-Patter Teams.....	3.....	27.25
10. Novelty	3.....	14.75
11. Brass, or Wind, Bands....	1.....	12.50
12. Single Act.....	1.....	6.25
13. Classical Music.....	1.....	4.50

*Revised Figures.

NETWORK COMMERCIAL PROGRAMS DAYTIME

JUNE 1, 1938 TO JUNE 1, 1939

Type of Program	Number of Programs	Station Hours Per Week
1. Serials and Drama.....	60.....	2394.25
2. Talks and Instruction....	23.....	325.75
3. Variety	3.....	152.50
4. News Commentators.....	7.....	76.25
5. Hymns	3.....	68.00
6. Religion	2.....	38.00
7. Single Act.....	4.....	28.50
8. Audience Participation...	5.....	19.75
9. Brass, or Wind, Bands...	1.....	12.50
10. Classical Music.....	1.....	9.75
11. Novelty	1.....	3.75
12. Familiar Music.....	2.....	1.50
13. Popular Music.....	1.....	1.00

COMMERCIAL NETWORK PROGRAMS: SEASON OF 1938-1939

All programs included in this listing were broadcast at some time between June 1, 1938, and June 1, 1939. Data pertains solely to that interval. It has been checked with networks and agencies.

Completeness is the aim of this presentation. Deviations occur only where adequate checks with networks or agencies were lacking; or possibly where changes in cast, etc., were of such short duration that no record was made of them.

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

1. All time is Eastern Time unless otherwise noted.
2. In the cross-references, all proper names are filed by **LAST NAMES**.
3. The commercial programs of the NBC Red and Blue, Columbia, and Mutual Networks are included. No regional network programs are listed, unless they are found on the books and account sheets of the three major chains.

A

Abbott and Costello

(See "Kate Smith's Hour")

Acme White Lead & Color Works

(See "Smilin' Ed McConnell")

Chuck Acree

(See "We, the Wives, Quiz")

Adam Hat Stores

(See "Madison Square Garden Boxing Bouts")

Alber Bros. Milling Co.

(See "Good Morning Tonite" for Cereals)

Eddie Albright *

Sponsor: Chamberlin Laboratories, Inc.

Agency: John H. Dunham Co.

Origination: Hollywood.

Air Time: Monday, Wednesday and Friday, 5:45 to 6 p.m., PST.

Network: CBS; number of stations not shown on network records, nor available from other sources.

Talent: Eddie Albright.

Length of Run: March 6, 1939 to April 28, 1939.

* This information not supplied by the agency.

Aldrich Family

(See "Kate Smith's Hour")

Alias Jimmy Valentine

Sponsor: R. L. Watkins Co. (Dr. Lyon's Toothpowder).

Agency: Blackett-Sample-Hummert, Inc.

Origination: New York.

Air Time: Monday, 7 to 7:30 p.m. (repeat from 11 to 11:30 p.m.; repeat cancelled Dec. 6, 1938).

Network: NBC Blue; 24 stations.

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

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

Dialogue Writers: Ruth Borden (June 6, 1938, one script), Ernest Shenkin (June 13, 1938, to July 25, 1938), Doris Halman (Aug. 1, 1938, to Nov. 14, 1938), Ellery Queen (Nov. 21, 1938, one script), Doris Halman (Nov. 28, 1938, to Feb. 13, 1939).

Agency Script Editor: Charles Christoph.

Talent: James Meighan (Jimmy Valentine); Elizabeth Day (Rose Lane); Al Swenson (Mr. Lane); Paul Nugent (Red).

Agency Director: Martha Atwell.

Announcer: Ford Bond.

Conductor: Al Rickey (also known as Don Donnie).

Length of Run: June 6, 1938, to Feb. 13, 1939. (Original contract started Jan. 18, 1938, for Edgeworth Tobacco.)

Bob Allen

(See "Time to Shine")

Fred Allen

(See "Town Hall Tonight")

Gracie Allen

(See "Burns & Allen")

NETWORK COMMERCIALS—Continued

Stuart Allen

(See "Monday Night Show")

Allis Chalmers Mfg. Co.

(See "Renfro Barn Dance")

Ambassadors

(See "Kate Smith's Hour")

Don Ameche

(See "Chase & Sanborn Program")

American Album of Familiar Music

Sponsor: Bayer Co., Inc. (Bayer Aspirin).

Agency: Blackett-Sample-Hummert, Inc.

Origination: New York.

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

Network: NBC Red; 58 stations.

General Supervisor of Script and Production: Frank Hummert.

Author of Title and Original Story Line: Frank Hummert.

Dialogue Writer: Frank Hummert.

Agency Script Editor: Frank Hummert.

Talent: Frank Munn; Jean Dickenson; Elizabeth Lennox; Arden & Arden (Victor and Wall), piano team; Bertrand Hirsch (violinist); Gus Haenschen's orchestra; Amsterdam Chorus.

Announcer: Andre Baruch.

Conductor: Gus Haenschen.

Length of Run: Started Oct. 11, 1931.

American Bird Products, Inc.

(See "American Radio Warblers")

American Cigarette & Cigar Co.

(See "Eddy Duchin & His Orchestra" for Pall Mall Cigarettes)

American Oil Co.

(See "Human Side of the News")

American Radio Warblers

Sponsor: American Bird Products, Inc.

Agency: Weston-Barnett, Inc.

Origination: WGN, Chicago.

Air Time: Sunday, 11:45 to 12 noon (repeat from 3:45 to 4 p.m.).

Network: Mutual; 15 stations.

Talent: Trained canaries program.

Length of Run: Oct. 16, 1938 to May 7, 1939.

American Rolling Mills Co.

(See "Frank Simon & His Armco Band" for Sheet Steel)

American Tobacco Co.

(See "Ben Bernie and All the Lads" for Half and Half)

(See "Buddy Clark & Orchestra" for Lucky Strikes)

(See "Kay Kyser's College of Musical Knowledge" for Lucky Strikes)

(See "Man to Man Sports" for Roi-Tan Cigars)

(See "Sophie Tucker & Her Show" for Roi-Tan Cigars)

(See "Your Hit Parade" for Lucky Strikes)

Amos 'n' Andy

Sponsor: Campbell Soup Co.

Agency: Ward Wheelock Co.

Origination: Hollywood.

Air Time: Monday through Friday, 7 to 7:15 p.m. (repeat from 11 to 11:15 p.m.)

Network: CBS; 55 stations. (Previous to April 3, 1939, NBC Red; 43 stations.)

Production: Diana Bourbon (of the agency).

Script Writers: Freeman Gosden, Charles Correll.

Talent: Freeman Gosden (Amos); Charles Correll (Andy); Madeline Lee (Miss Blue).

Agency Director: Diana Bourbon.

Announcer: Bill Hay.

Conductor: Gaylord Garter, organist.

Length of Run: Started Jan. 3, 1938, on NBC Red; shifted to CBS, April 3, 1939.

Anacin Co.

(See "Easy Aces")

(See "Just Plain Bill")

(See "Our Gal Sunday")

Andrews Sisters

(See "Honolulu Bound")

(See "Just Entertainment")

John J. Anthony

(See "Good Will Hour")

Jane Arden

Sponsor: Ward Baking Co. (Bread and Cake).

Agency: Sherman K. Ellis & Co., Inc.

NETWORK COMMERCIALS—Continued

Origination: New York.

Air Time: Monday through Friday, 10:15 to 10:30 a.m.

Network: NBC Blue; 15 stations, plus transcriptions.

Production: Lawrence Holcomb (of the agency).

Script writer: Adapted by William Hodapp.

Talent: Ruth Yorke (Jane Arden); Spencer Bentley (Dr. Steven Gray); Betty Garde (Mrs. Arden); Richard Gordon (Mr. Arden); Edward Wragge (Jimmy Arden); Henry Wadsworth (Alabama Randall); Howard Smith (Senator Birch); Elliott (Ted) Reid (Harry Torp); Jerry Lesser (Scarlati).

Agency Director: Lawrence Holcomb.

Announcers: Alan Kent, Paul Brenner (New York local).

Conductor: Christine Caton.

Length of run: Sept. 26, 1938 to June 23, 1939.

Robert Armbruster Orchestra

(See "Chase & Sanborn Program")

Jack Armstrong

Sponsor: General Mills, Inc. (Wheaties).

Agency: Blackett-Sample-Hummert, Inc.

Origination: Chicago.

Air Time: Monday through Friday, 5:30 to 5:45 p.m.

Network: NBC Red: 16 stations.

Production: Edwin H. Morse.

Script writer: Talbot Mundy.

Talent: Stanley Harris (Jack Armstrong); Sara Jane Wells (Betty Fairfield); John Gannon (Billy Fairfield); Jim Goss (Uncle Jim).

Agency Director: Leslie Daniels.

Announcer: Franklyn McCormick.

Length of run: July 31, 1933 to April 28, 1939. (Program was off the air during 1938 from April 22 to Sept. 26). (Replaced by Billy and Betty).

Edward Arnold

(See "Chase & Sanborn Program")

Atlantic Refining Co.

(See "Football Play-By-Play" for White Flash Gas, Atlantic Motor Oil)

Attorney-at-Law

Sponsor: S. C. Johnson & Son, Inc. (Johnson's Wax).

Agency: Needham, Louis & Brorby, Inc.

Origination: Chicago.

Air Time: Tuesday, 9:30 to 10 p.m., after July 5, 1938 (from May 30 to July 5, 1938, Monday through Friday, 3 to 3:15 p.m.; previous to May 30, 1938, Monday through Friday, 10:30 to 10:45 a.m.).

Network: NBC Blue; 14 stations (before July 5, 1938). NBC Red; 65 stations (after July 5, 1938).

Production: L. D. Barnhardt (previously Carl Wester, Howard Keegan).

Script Writers: Milton Geiger (Jim Pease, July 5 to 19, 1938; Jack Fraser, July 26, 1938; John L. Greene, Aug. 2 to 30, 1938).

Talent: Henry Hunter; Betty Winkler; Phil Lord; Robert Griffin; Barry Hopkins; Pat Murphy; Bret Morrison. (This cast replaced the following on July 5, 1938: Jim Ameche; Frances Carlon; June Meredith; Lucy Gilman; Fred Sullivan; Grace Lockwood Bailey; Betty Lou Gerson [who replaced Margaret Fuller]; Ethel Owen.)

Agency Director: Helen Wing.

Announcers: Harlow Wilcox (replaced Fort Pearson July 5, 1938).

Conductor: Billy Mills (from July 5 to Aug. 30, 1938).

Music Arranger: Billy Mills.

Length of Run: Jan. 3, 1938, to Aug. 30, 1938. (From July 5 to end of run, this program shifted from a daytime serial to an evening show to replace Fibber McGee & Co. for the summer).

Roy Atwell

(See "Joe Penner")

Artie Auerbach

(See "Wonder Show—Jack Haley")

Aunt Jenny's Real Life Stories

Sponsor: Lever Brothers Co. (Spry).

Agency: Ruthrauff & Ryan, Inc.

Origination: New York.

Air Time: Monday through Friday, 11:45 to 12 noon (repeat from 2:15 to 2:30 p.m.).

Network: CBS; 56 stations.

Production: Handled by the agency.

Script writers: Various free lance.

Talent: Edith Spencer (Aunt Jenny); Elsie Thompson, organist; and dramatic cast.

Agency Director: John Loveton.

Announcer: Dan Seymour.

Conductor: Elsie Thompson, organist.

Length of run: Started Jan. 18, 1937.

Aurora Laboratories, Inc.

(See "Hollywood Newsgirl")

NETWORK COMMERCIALS—Continued

Gene Austin

(See "Park Avenue Penners")

Avalon Time

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

Agency: Russel M. Seeds Co.

Origination: Chicago (previous to May 6, 1939, Cincinnati).

Air Time: Saturday, 8:30 to 9 p.m. (repeat from 12 midnight to 12:30 a.m.). (Previous to March 11, 1939, 7 to 7:30 p.m., with repeat from 12:30 to 1 a.m.).

Network: NBC Red; 65 stations.

Production: Tom Wallace (of the agency).

Script Writers: Cecil Widdifield, Fred Kress.

Talent: Del King, m. c.; Kitty O'Neil (off since Nov. 19, 1938; Red (Clyde J.) Foley; Red Skelton (since Jan. 7, 1939); Neighbor Boys (Arnold Staley, Jerry Behrens, Roland Gaines, Guy Blakeman) (off since March 11, 1939); Avalon Chorus; Phil Davis' orchestra.

Agency Director: Tom Wallace.

Announcer: Peter Grant.

Conductor: Phil Davis.

Music Arranger: Robert Strong.

Length of Run: Started Oct. 1, 1938; closing date contemplated at press time was Sept. 23, 1939.

Axton-Fisher Tobacco Co.

(See "Captain Herne")

B

B. T. Babbitt, Inc.

(See "David Harum" for Bab-O)

Harry Babbitt

(See "Kay Kyser's College of Musical Knowledge")

Bachelor's Children

Sponsor: Cudahy Packing Co. (Old Dutch Cleanser).

Agency: Roche, Williams & Cunnynham, Inc.

Origination: WGN, Chicago.

Air Time: Monday through Friday, 11:15 to 11:30 a.m.

Network: Mutual; 2 stations.

Production: Russ Young.

Script Writer: Bess Flynn.

Talent: Hugh Studebaker (Dr. Robert Graham); Marjorie Hannan (Janet Dexter); Patricia Dunlap (Ruth Ann Dexter); Olan E. Soule (Sam Ryder); Marie Nelson; Milton Charles.

Agency Directors: J. P. Roche, Lloyd Maxwell.

Announcer: Russ Young.

Length of Run: Sept. 9, 1935 to Sept. 23, 1938.

Bachelor's Children

Sponsor: Cudahy Packing Co. (Old Dutch Cleanser).

Agency: Roche, Williams & Cunnynham, Inc.

Origination: Chicago.

Air Time: Monday through Friday, 9:45 to 10 a.m.

Network: CBS; 18 stations.

Production: Russ Young.

Script Writer: Bess Flynn.

Talent: Hugh Studebaker (Dr. Robert Graham); Olan E. Soule (Sam Ryder); Patricia Dunlap (Ruth Ann Dexter); Marjorie Hannan (Janet Dexter); Milton Charles; Marie Nelson.

Agency Directors: J. P. Roche, Lloyd Maxwell.

Announcer: Russ Young.

Length of Run: Started Sept. 28, 1936.

Backstage Wife

Sponsor: R. L. Watkins Co. (Dr. Lyon's Toothpowder).

Agency: Blackett-Sample-Hummert, Inc.

Origination: Chicago.

Air Time: Monday through Friday, 4 to 4:15 p.m. (Previous to April, 1938, 11:15 to 11:30 a.m.).

Network: NBC Red; 35 stations.

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

Authors of Title and Original Story Line: Frank and Anne Hummert.

Dialogue Writers: Marie Baumer (March 7 to April 1, 1938); Doris Halman (April 4 to 15, 1938); Dena Reed (one script, April 18, 1938); Stewart Ayers (April 19 to 26, 1938); Cornelia Gillam (April 27 to May 5, 1938); Doris Frankel (May 6 to 10, 1938); Bosley Crowthers (May 11 to Sept. 23, 1938); Ann Mortland (one script, Sept. 26, 1938); John Caldwell (Sept. 27 to 30, 1938); Jerry McGill (Oct. 1, 1938, to date).

Agency Script Editor: Charles Christoph.

Talent: Vivian Fridell (Mary Noble); Ken Griffin (Larry Noble); and variable cast.

Agency Director: Blair Walliser.

Announcer: Stuart Dawson.

NETWORK COMMERCIALS—Continued

Conductor: Alice Parton (theme).
Length of Run: Original contract started Feb. 15, 1935; latest series started Oct. 24, 1938.

Kenny Baker

(See "Jell-O Program Starring Jack Benny")
 (See "Texaco Star Theatre")

Phil Baker

(See "Phil Baker")
 (See "Honolulu Bound")

Phil Baker

Sponsor: Gulf Oil Corp.
Agency: Young & Rubicam, Inc.
Origination: New York and Hollywood.
Air Time: Sunday, 7:30 to 8 p.m.
Network: CBS; 62 stations.
Production: Handled by the agency.
Script Writers: Sam Perrin, Arthur Phillips, Hal Block.
Talent: Phil Baker; Ward Wilson (Beetle); Harry McNaughton (Bottle); Al Garr; Oscar Bradley's orchestra; guests.
Agency Director: Glenhall Taylor.
Announcer: Harry von Zell.
Conductor: Oscar Bradley.
Length of Run: Original contract started Sept. 29, 1935; last series ran from Feb. 20, 1938, to July 3, 1938.

Baker's Broadcast

Sponsor: Standard Brands, Inc. (Fleischmann's Yeast for Bread).
Agency: J. Walter Thompson Co.
Origination: Hollywood.
Air Time: Sunday, 7:30 to 8 p.m.
Network: NBC Blue; 65 stations.
Production: Handled by the agency.
Talent: Feg Murray; Harriet Hilliard; Ozzie Nelson's orchestra; guests.
Announcer: John Hiestand.
Conductor: Ozzie Nelson.
Length of Run: Original contract started Oct. 3, 1933; above program ran from Oct. 3, 1937, to June 26, 1938.

Lucille Ball

(See "Wonder Show—Jack Haley")

Ballard's OvenReady Biscuit Program

Sponsor: Ballard & Ballard Co. (Oven-Ready Biscuits).
Agency: Henri, Hurst & McDonald, Inc.

Origination: Cincinnati.
Air Time: Friday and Saturday, 10 to 10:15 a.m.
Network: NBC Red and Blue; 17 stations.
Script Writers: Ed McConnell, Marguerite Lyon.
Talent: Smilin' Ed McConnell.
Agency Director: Frank W. Ferrin.
Announcers: Gene Trace, Peter Grant.
Music Arranger: Jock Saatkomp.
Length of Run: Sept. 16, 1938, to March 11, 1939.

Sam Balter

(See "Inside of Sports")

Barbasol Co.

(See "Gabriel Heatter" for Shave Cream)

Howard Barlow Orchestra

(See "March of Time")

Bob Barrie

(See "Radio Newsreel")

John Barrymore

(See "Texaco Star Theatre")

Bathasweet Corp.

(See "Quin Ryan's News Commentary")

Battle of the Sexes

Sponsor: Cummer Products Co. (Molle Shaving Cream).
Agency: Stack-Goble Advertising Agency.
Origination: New York.
Air Time: Tuesday, 9 to 9:30 p.m. (repeat from 12:30 to 1 a.m.).
Network: NBC Red; 25 stations.
Production: Harold Kemp, Paul Wing.
Script Writers: Welbourn Kelley, Ruth Hopkins.
Talent: Julia Sanderson; Frank Crumit; contestants; Alan Kent, referee.
Agency Director: R. A. Porter.
Announcers: Alan Kent, Jack Costello.
Length of Run: Started Sept. 20, 1938. (Replaced Vox Pop).

Bayer Co., Inc.

(See "American Album of Familiar Music")
 (See "Second Husband")

NETWORK COMMERCIALS—Continued

Bayuk Cigars, Inc.

(See "Inside of Sports")

Bob Becker's "Chats About Dogs"

Sponsor: John Morrell & Co. (Red Heart Dog Food).

Agency: Henri, Hurst & McDonald, Inc.

Origination: Chicago.

Air Time: Sunday, 3:45 to 4 p.m. (Previous to Jan. 1, 1939, 1:45 to 2 p.m.).

Network: NBC Red; 30 stations.

Production: Blair Walliser.

Script Writers: Marguerite Lyon, Blair Walliser, Bob Becker.

Talent: Bob Becker; David Dale (Red Heart, the Talking Dog); plus incidental dramatic players.

Agency Director: Frank W. Ferrin.

Announcer: Pierre Andre.

Length of Run: Started Jan. 9, 1938; latest series ran from Sept. 11, 1938, to April 23, 1939.

Jerry Belcher

(See "Interesting Neighbors")

Believe It or Not (The Caravan of Truth)

Sponsor: General Foods Corp. (Huskies, Post's Bran Flakes).

Agency: Benton & Bowles, Inc.

Origination: New York.

Air Time: Monday, 8 to 8:30 p.m. (repeat from 10:30 to 11 p.m. (Previous to Aug. 8, 1938, Tuesday, 10 to 10:30 p.m.).

Network: NBC Red; 64 stations.

Production: Handled by the agency.

Script Writers: Various writers.

Talent: Robert L. Ripley; Linda Lee; Men About Town (Harold [Scrappy] Lambert, Jack Parker, Phil Duey); B. A. Rolfe's orchestra; dramatic cast; guests.

Agency Director: Kenneth MacGregor.

Announcer: Ford Bond.

Conductor: B. A. Rolfe.

Music Arranger: B. A. Rolfe.

Length of Run: July 16, 1937 to Oct. 3, 1938.

Believe It or Not

Sponsor: Nehi Corp. (Royal Crown Cola).
Agency: Batten, Barton, Durstine & Osborn, Inc.

Origination: New York.

Air Time: Friday, 10:30 to 11 p.m.

Network: CBS; 77 stations.

Script Writer: Robert L. Ripley.

Talent: Robert L. Ripley; Linda Lee; Men About Town (Harold [Scrappy] Lam-

bert, Jack Parker, Phil Duey); B. A. Rolfe's orchestra.

Agency Directors: Ken Webb, Dave White.

Announcers: Clayton Collyer, Ted Jewett.

Conductor: B. A. Rolfe.

Music Arranger: B. A. Rolfe.

Length of Run: Started March 31, 1939.

Robert Benchley

(See "Melody and Madness")

Helen Bennett

(See "Letters Home from the New York World's Fair with Ray Perkins, The Westinghouse Postmaster")

Jack Benny

(See "Jell-O Program Starring Jack Benny")

Jack Berch and His Boys

(Before May, 1939, Jack Berch—The Sweetheart Serenader)

Sponsor: Manhattan Soap Co. (Sweetheart Soap).

Agency: Franklin Bruck Advertising Corp.
Origination: New York.

Air Time: Monday, Wednesday and Friday 10:30 to 10:40 a.m. (Before May, 1939, Wednesday and Friday, 7:45 to 8 p.m.).

Network: NBC Blue; 8 stations. (Before May, 1939, NBC Red; 6 stations).

Script Writer: Cecil Billings.

Talent: Jack Berch.

Agency Director: M. J. Kleinfield.

Announcer: Edward Herlihy.

Length of Run: Jan. 11, 1939 to July 7, 1939.

Edgar Bergen

(See "Chase & Sanborn Program")

Teddy Bergman

(See "Big Sister")

(See "Al Pearce & His Gang")

(See "The Royal Crown Revue")

Ben Bernie and All the Lads

Sponsor: American Tobacco Co. (Half and Half Smoking Tobacco).

Agency: Young & Rubicam, Inc.

Origination: New York.

Air Time: Sunday 5:30 to 6 p.m. (repeat from 12 midnight to 12:30 a.m.).

Network: CBS; 52 stations.

NETWORK COMMERCIALS—Continued

Production: Handled by the agency.
Script Writers: Park Levy, Al Miller, Alan Lipscomb.
Talent: Ben Bernie and orchestra; Lew Lehr; Bobby Gibson; Mary Small; Manny Prager.
Agency Director: William Rousseau.
Announcer: Harry von Zell.
Conductor: Ben Bernie.
Length of Run: Oct. 2, 1938, to June 25, 1939.

Ben Bernie and All the Lads

Sponsor: U. S. Tire Dealers Mutual Corp.
Agency: Campbell-Ewald Co. of New York, Inc.
Origination: New York.
Air Time: Wednesday, 8:30 to 9 p.m. (Previous to Feb. 23, 1938, 9:30 to 10 p.m.) (repeat from 11:30 p.m. to 12 midnight).
Network: CBS; 85 stations.
Production: Henry Souvaine (for the agency).
Script Writers: Park Levy, Al Miller, Alan Lipscomb.
Talent: Ben Bernie and orchestra; Lew Lehr; Agnes Moorehead; Buddy Clark; double quartet; Jane Pickens (for first 13 weeks only, after which she was replaced by guests).
Agency Director: Louis Dean.
Announcer: Ralph Edwards.
Conductor: Ben Bernie.
Music Arranger: Al Evans and others.
Length of Run: Jan. 12, 1938 to July 6, 1938.

Betty and Bob

Sponsor: General Mills, Inc. (Bisquick).
Agency: Blackett-Sample-Hummert, Inc.
Origination: Chicago.
Air Time: Monday through Friday, 2 to 2:15 p.m.
Network: NBC Red and Blue; 28 stations.
Production: Wyn Wright.
Script Writers: C. D. Morris and Associates.
Talent: Alice Hill (Betty Drake); Les Tremayne (Bob Drake); Edith Davis (Mrs. Drake); Jim Goss (Craig Foster); Olga Rosenova (Ann Meredith); Donna Reade (Agnes Stevens).
Agency Director: David Owen.
Announcer: Pierre Andre.
Length of Run: Started Oct. 10, 1932; latest series ended May 26, 1939.

Big Sister

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

Network: CBS; 65 stations.
Production: Handled by the agency.
Script Writers: Knowles Entriakin, Marjorie Bartlett. (Originally Lillian Laufferty).
Talent: Alice Frost (Ruth Evans Brewster); Martin Gabel (Dr. John Wayne); Junior O'Day (Ned Evans); Haila Stoddard (Sue Evans Miller); Bill Johnstone (various roles); Agnes Moorehead (various roles); Teddy Bergman (Asa Griffin); Alfred Swenson (Cornelius Porter).
Agency Director: F. Bourne Ruthrauff.
Announcer: Fred Uttal.
Conductor: Various organists.
Length of Run: Started Sept. 14, 1936.

Big Town

Sponsor: Lever Brothers Co. (Rinso).
Agency: Ruthrauff & Ryan, Inc.
Origination: Hollywood.
Air Time: Tuesday, 8 to 8:30 p.m. (repeat from 12:30 to 1 a.m.)
Network: CBS; 60 stations.
Production: Clark Andrews (of the agency), Thomas Freebairn-Smith (CBS).
Script Writers: Free lance writers.
Talent: Edward G. Robinson (Steve Wilson); Claire Trevor (Lorelei Kilbourne); dramatic cast.
Agency Director: Clark Andrews.
Announcer: John Conte.
Conductor: Fran Frey.
Length of Run: Started Oct. 19, 1937. (Off during summer of 1938 from July 12 to Sept. 20). (Off during summer of 1939 from July 4 to Sept. 19).

Billy and Betty

Sponsor: General Mills, Inc. (Corn Kix).
Agency: Blackett-Sample-Hummert, Inc.
Origination: Chicago.
Air Time: Monday through Friday, 5:30 to 5:45 p.m.
Network: NBC Red; 6 stations.
Production: Leonardo Bercovici.
Script Writer: Frances Ellis.
Talent: Audrey Egan (Betty); Jimmy McCallion (Billy); Jackie Grimes (Oliver); Ted Reid (Melvin); Selena Royle (Mrs. White).
Agency Director: Robert Sloane.
Announcer: Lyle Van.
Music Arranger: Frank Novak.
Length of Run: Started May 1, 1939. (Replaced Jack Armstrong).

BiSoDol

(See "John's Other Wife")
(See "Mr. Keen, Tracer of Lost Persons")
(See "Mrs. Wiggs of the Cabbage Patch")

NETWORK COMMERCIALS—Continued

Dr. Frank Black Orchestra

(See "Carnation Contented Hour")
(See "Cities Service Concert")
(See "Magic Key of RCA")

Ray Bloch Orchestra

(See "Johnny Presents")
(See "Johnny Presents 'What's My Name?'")
(See "Model Minstrels")
(See "Pick & Pat in Pipe Smoking Time")

Shirley Booth

(See "Johnny Presents 'Where Are We?'")

Borden Co.

(See "Hughesreel")

Bosco Co.

(See "The Rhyming Minstrel")

Connie Boswell

(See "Monday Night Show")

Major Bowes' Amateur Hour

Sponsor: Chrysler Corp. (Chrysler, De Soto, Dodge, Plymouth).
Agency: Ruthrauff & Ryan, Inc.
Origination: Manhattan Theatre, New York.
Air Time: Thursday, 9 to 10 p.m.
Network: CBS; 92 stations.
Production: Major Edward Bowes.
Talent: Major Edward Bowes and amateurs.
Agency Director: John Gordon.
Announcer: Ralph Edwards.
Conductors: Joe Meresco and Harry Merkur (pianists).
Length of Run: Started Sept. 17, 1936.

Bowey's, Inc.

(See "Terry and the Pirates" for Dari-Rich)

Charles Boyer

(See "Woodbury's Hollywood Playhouse")

A. S. Boyle Co.

(See "John's Other Wife" for Old English Floor Wax)
(See "Mrs. Wiggs of the Cabbage Patch" for Old English Floor Wax)

Oscar Bradley Orchestra

(See "Phil Baker")
(See "Hollywood Guild")
(See "Passing Parade")
(See "Radio Newsreel")

Gary Breckner

(See "Catalina Islander")

Breezing Along

Sponsor: Philip Morris & Co., Ltd.
Agency: The Biow Co., Inc.
Origination: New York.
Air Time: Friday, 8 to 8:30 p.m.
Network: Mutual; 3 stations.
Production: Walter A. Tibbals (of the agency).
Script Writers: L. W. Thomas, Bob Goldsmith.
Talent: Johnny Roventini; Johnny Green's orchestra; Beverly (Freeland) and Her Bel-Airs, directed by Ray Bloch; Charles O'Connor.
Agency Director: Walter A. Tibbals.
Announcer: Charles O'Connor.
Conductor: Johnny Green.
Length of Run: Started May 19, 1939. (Replaced Guess Where).

Brewers' Radio Show Assn.

(See "Monday Night Show")

Fannie Brice

(See "Good News of 1939")

Bristol-Myers Co.

(See "For Men Only" for Vitalis)
(See "Town Hall Big Game Hunt" for Ipana, Sal Hepatica)
(See "Town Hall Tonight" for Ipana, Sal Hepatica, Minute Rub)
(See "Town Hall Varieties")

David Broekman Orchestra

(See "Texaco Star Theatre")

Joe E. Brown

Sponsor: General Foods Corp. (Post Toasties).
Agency: Benton & Bowles, Inc.
Origination: Hollywood.
Air Time: Thursday, 7:30 to 8 p.m. (repeat from 11:30 p.m. to 12 midnight). (Before April 6, 1939, Saturday, 7:30 to 8 p.m. with repeat from 11 to 11:30 p.m.).

NETWORK COMMERCIALS—Continued

Network: CBS; 61 stations.
Production: Handled by the agency.
Script Writers: Frank Gill, Bill Demling, Carl Harzinger, Paul Henning, Joseph Twerp, others.
Talent: Joe E. Brown; Frank Gill; Bill Demling; Margaret McCrae; Paula Winslowe; Harry Sosnik's orchestra.
Agency Director: Don Cope.
Announcer: Don Wilson.
Conductor: Harry Sosnik.
Music Arranger: Harry Sosnik.
Length of Run: Started Oct. 8, 1938.

Brown & Williamson Tobacco Co.

(See "Avalon Time" for Avalon Cigarettes)
 (See "Tommy Dorsey's Orchestra" for Raleigh, Kool)
 (See "News, Views and Sports Reviews by Hughes")
 (See "Plantation Party" for Bugler)
 (See "Uncle Walter's Dog House" for Raleigh)

Burns & Allen

Sponsor: General Foods Corp. (Grape Nuts).
Agency: Young & Rubicam, Inc.
Origination: Hollywood.
Air Time: Monday, 8 to 8:30 p.m. (repeat from 10:30 to 11 p.m.).
Network: NBC Red; 71 stations.
Production: Everard Meade (of the agency).
Script Writers: John Medbury, Willie Burns.
Talent: George Burns; Gracie Allen; Tony Martin; John Conte; Glen Gray's orchestra (Jan Garber previous to July 4, 1938; Ray Noble previous to April 4, 1938).
Agency Director: Everard Meade.
Announcer: John Conte.
Conductor: Glen Gray.
Length of Run: April 12, 1937, to Aug. 1, 1938.

Burns & Allen

Sponsor: Liggett & Myers Tobacco Co. (Chesterfield Cigarettes).
Agency: Newell-Emmett Co., Inc.
Origination: Hollywood. (New York, May 5 to June 23, 1939).
Air Time: Friday, 8:30 to 9 p.m. (repeat from 11:30 p.m. to 12 midnight).
Network: CBS; 102 stations.
Production: Bill Goodwin (of CBS, Hollywood), Marks Loeb (of CBS, New York).
Script Writers: George Burns, John Medbury, Harvey Helm, Burke Kalmar, Harry Ruby, William Burns.
Talent: George Burns; Gracie Allen; Frank

Parker (replaced by Tony Martin from Oct. 21 to Dec. 30, 1938); Ray Noble's orchestra.

Agency Director: Don Langan.
Announcer: Paul Douglas.
Conductor: Ray Noble.
Music Arranger: Ray Noble.
Length of Run: Sept. 30, 1938, to June 29, 1939.

Bob Burns

(See "Kraft Music Hall")

Francis X. Bushman

(See "Stepmother")

Wallace Butterworth

(See "Vox Pop")

C

Calavo Growers of California

(See "Fletcher Wiley")

California Prune & Apricot Growers Assn.

(See "Fletcher Wiley")

Calling All Cars

Sponsor: Rio Grande Oil, Inc. (Petroleum Products).
Agency: Hixson-O'Donnell, Inc.
Origination: Hollywood.
Air Time: Monday, 9 to 9:30 p.m.
Network: CBS; 3 stations.
Production: Mel Williamson.
Script Writer: Mel Williamson.
Talent: Varies.
Agency Director: Robert M. Hixson.
Announcer: Frederick Lindsley.
Conductor: Wilbur Hatch.
Music Arranger: (?) Murray.
Length of Run: Started Nov. 29, 1933.

Campana Sales

(See "First Nighter" for Italian Balm Dreskin, Coolies, D.D.D.)

Campbell Playhouse

Sponsor: Campbell Soup Co.
Agency: Ward Wheelock Co.
Origination: New York.

NETWORK COMMERCIALS—Continued

Air Time: Friday, 9 to 10 p.m.
Network: CBS; 85 stations.
Script Writers: Orson Welles, John Houseman and organization.
Talent: Orson Welles; guest stars; varying dramatic cast.
Agency Director: Diana Bourbon.
Announcer: Ernest Chappell.
Conductor: Bernard Herrman.
Music Arranger: Under direction of Bernard Herrman.
Length of Run: Dec. 9, 1938, to June 2, 1939. (Scheduled to return Sept. 10).

Campbell Soup Co.

(See "Amos 'n' Andy")
(See "Campbell Playhouse")
(See "Hollywood Hotel")
(See "Human Side of the News")

Canada Dry Ginger Ale Co., Inc.

(See "Information, Please")

Candid Lady

Sponsor: Pepsodent Co. (Antiseptic).
Agency: Lord & Thomas.
Origination: Hollywood.
Air Time: Monday through Friday, 2:15 to 2:30 p.m. (Previous to April 25, 1938, 3:15 to 3:30 p.m.).
Network: NBC Red; 5 stations.
Production: Thomas A. McAvity (of the agency), Ted Sherdeman (of NBC).
Script Writer: Ted Sherdeman.
Talent: Ann Stone (Ann Webster); Fred Shields (Tom Adamson); Verna Felton (Aunt Julia); Cliff Arquette (Mike Bufano); Wally Maher (Duke Murphy).
Agency Directors: Jack Runyon, Don Francisco, Jr.
Announcer: John Frazer.
Length of Run: Started March 21, 1938.

The Canovas

(See "Chase & Sanborn Program")

Eddie Cantor's Camel Caravan

Sponsor: R. J. Reynolds Tobacco Co. (Camel Cigarettes, Prince Albert Smoking Tobacco).
Agency: William Esty & Co.
Origination: Hollywood. (Previous to Jan. 13, 1939, New York).
Air Time: Monday, 7:30 to 8 p.m. (repeat from 10:30 to 11 p.m.).
Network: CBS; 88 stations.
Production: Vic Knight.
Script Writers: Harry Conn, Sidney Fields.

Talent: Eddie Cantor; Bert Gordon (the Mad Russian); Fairchild & Carroll (Edgar Fairchild and Adam Carroll); Hattie Noel; Sid Fields; Bert Parks (replaced Walter Woolf King); Edgar Fairchild's orchestra; guests.
Agency Director: Joe C. Donohue.
Announcers: Bert Parks (previously Walter Woolf King).
Conductor: Edgar Fairchild.
Length of Run: March 28, 1938, to June 26, 1939. (Off for summer of 1938 from June 27 to Oct. 3.).

Cardinet Candy Co.

(See "Night Editor")

Rachael Carlay

(See "Manhattan Merry-Go-Round")

Carnation Contented Hour (International Nights Series)

Sponsor: The Carnation Co. (Carnation Milk).
Agency: Erwin, Wasey & Co.
Origination: Chicago.
Air Time: Monday, 10 to 10:30 p.m.
Network: NBC Red; 84 stations.
Production: Handled by the agency.
Script Writers: Charles Lewis, Richard Skeen.
Talent: Marek Weber and orchestra (replaced Dr. Frank Black, Jan. 3, 1938); Continental Quartet (Reinhold Schmidt, Herman Larsen, William Miller, Earle Tanner; Bob Child, accompanist and arranger); Opal Craven (Lullaby Lady); guest stars.
Agency Director: Holland Engle.
Announcers: Vincent Pelletier, Claude Kirchner.
Conductor: Marek Weber.
Music Arranger: Leo A. Kempinski.
Length of Run: Original contract started Jan. 4, 1932; latest series runs from Jan. 2, 1939 to Dec. 25, 1939.

Dale Carnegie, How to Win Friends and Influence People

Sponsor: Colgate-Palmolive-Peet Co. (Colgate Shave Cream).
Agency: Benton & Bowles—Chicago, Inc.
Origination: New York.
Air Time: Saturday, 8:30 to 8:45 p.m. (Previous to June 4, 1938, Tuesday, 10:45 to 11 p.m.). (Repeat from 12 midnight to 12:15 a.m.).
Network: NBC Red; 30 stations.
Production: Douglas Storer.
Script Writer: Dale Carnegie.

NETWORK COMMERCIALS—Continued

Talent: Dale Carnegie; dramatic cast; guests.
Agency Director: Ed Aleshire.
Announcer: Ben Grauer.
Length of Run: Jan. 11, 1938 to July 9, 1938.

Madeline Carroll

(See "The Circle")

Boake Carter Program

Sponsor: General Foods Corp. (Post Toasties, Huskies).
Agency: Benton & Bowles, Inc.
Origination: Philadelphia.
Air Time: Monday, Wednesday, Thursday and Friday, 7:45 to 8 p.m. (repeat, Monday through Friday, 8:45 to 9 p.m.). (Previous to July 11, 1938, program was heard Monday through Friday, 6:30 to 6:45 p.m., with repeat from 8:45 to 9 p.m.).
Network: CBS; 74 stations.
Production: Handled by the agency.
Script Writer: Boake Carter.
Talent: Boake Carter.
Agency Director: Chester MacCracken.
Announcer: Erik Rolf.
Length of Run: Feb. 28, 1938 to Aug. 26, 1938.

John Carter

(See "Chase & Sanborn Program")

Carters of Elm Street

Sponsor: The Wander Co. (Ovaltine).
Agency: Blackett-Sample-Hummert, Inc.
Origination: Chicago.
Air Time: Monday through Friday, 12 noon to 12:15 p.m.
Network: NBC Red; 7 stations.
Production: Jack Hurdle.
Script Writer: Mona Kent.
Talent: Virginia Payne (Mrs. Carter); Vic Smith (Mr. Carter); Ann Russell (Bernice); William Rose (Jeff); Virginia Jones (Mildred); Harriette Widmer (Mattie Bell); Herbert Nelson (Sydney); Jonathan Hole (Ken Kearney).
Agency Director: Kirby Hawkes.
Announcer: Don Dowd.
Length of Run: Feb. 13, 1939, to June 23, 1939.

Catalina Islander

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

Agency: Neisser-Meyerhoff, Inc.
Origination: Santa Catalina Island.
Air Time: Monday through Friday, 2:15 to 2:30 p.m.
Network: CBS; 6 stations.
Production: Nelson Shawn.
Script Writers: Nelson Shawn, R. J. Kornhauser.
Talent: Gary Breckner, interviewer.
Agency Director: George A. Taylor.
Announcer: Maurie Webster.
Length of Run: May 23, 1938, to July 29, 1938. (Continued as a local program on KNX, Hollywood, from Aug. 1 to Sept. 10, 1938). (Returned as network show, May 22, 1939).

Cavalcade of America

Sponsor: E. I. duPont de Nemours & Co. (Institutional).
Agency: Batten, Barton, Durstine & Osborn, Inc.
Origination: New York.
Air Time: Monday, 8 to 8:30 p.m. (Previous to June 29, 1938, program was heard Wednesday, same time; repeat from 12 midnight to 12:30 a.m.).
Network: CBS; 55 stations.
Production: Homer Fickett and John Driscoll (of the agency).
Script Writers: Homer Fickett, Kenneth Webb, John Driscoll and staff.
Talent: Thomas Chalmers, narrator; Basil Ruysdael, commentator; dramatic cast; Don Voorhees' orchestra.
Agency Director: Homer Fickett.
Announcer: Basil Ruysdael.
Conductor: Don Voorhees.
Length of Run: Oct. 9, 1935, to May 29, 1939. (Off during 1938, from June 29 to Dec. 5).

Central City

Sponsor: Procter & Gamble (Oxydol).
Agency: Blackett-Sample-Hummert, Inc.
Origination: New York.
Air Time: Monday through Friday, 10 to 10:15 a.m.
Network: NBC Red; 34 stations (NBC Blue prior to Jan. 2, 1939).
Production: Walter Hart.
Script Writer: C. D. Morris, director.
Talent: Tom Powers, commentator; Eric Dressler (Fred Winston); Arlene Frances (Miriam Allen); Kent Smith (Sam Allen); Elspeth Eric (Emily Olsen); Robert Sloan (Joe Olsen); Muriel Kirkland (Virginia Livingston); Charles Dingle (Bill Roland); Myron McCormack (Bob Shallenberger); Van Heflin (Mayor Bate-man).

NETWORK COMMERCIALS—Continued

Agency Director: Henry Selinger.
Announcer: Geoffrey Bryant.
Length of Run: Started Nov. 21, 1938.

Chamberlin Laboratories, Inc.

(See "Eddie Albright")

Champions of the Keyboard*

Sponsor: Pittsburgh Coal Co.
Agency: Walker & Downing, Inc.
Origination: Pittsburgh.
Air Time: Wednesday, 7:30 to 7:45 p.m.
Network: NBC Blue; 4 stations.
Talent: Organist and pianist.
Length of Run: Nov. 16, 1938 to Jan. 11, 1939.

* This information was not supplied by the agency.

Chase & Sanborn Program, The

Sponsor: Standard Brands, Inc. (Chase & Sanborn Coffee).
Agency: J. Walter Thompson Co.
Origination: Hollywood.
Air Time: Sunday, 8 to 9 p.m.
Network: NBC Red; 88 stations.
Production: Handled by the agency.
Talent: Don Ameche; Dorothy Lamour; Edgar Bergen and Charlie McCarthy; The Canovas (Judy, Zeke and Annie) (replaced the Stroud Twins, Clarence and Claude, Oct. 2, 1938, and remained on show until Dec. 29, 1938); John Carter; Donald Dickson (replaced Nelson Eddy, Feb. 6, 1939); Robert Armbruster's orchestra; guests. (Edward Arnold replaced Don Ameche as m.c. for summer of 1938).
Announcer: Wendall Niles.
Conductor: Robert Armbruster.
Length of Run: Original contract started Sept. 8, 1929; current program started May 9, 1937.

Chesebrough Mfg. Co.

(See "Dr. Christian" for Vaseline Products)

Chesterfield Daily Sports Column

Sponsor: Liggett & Myers Tobacco Co. (Chesterfield Cigarettes).
Agency: Newell-Emmett Co., Inc.
Origination: New York.
Air Time: Monday through Saturday, 6:30 to 6:45 p.m.
Network: NBC Red; 50 stations.
Production: Al Williams.

Script Writer: Paul Douglas.
Talent: Paul Douglas.
Agency Director: Donald Langan.
Announcers: Paul Douglas assisted by staff announcer.
Length of Run: April 18, 1938, to Oct. 1, 1938. (Replaced by Eddie Dooley's Last Minute Football News).

Chesterfield Presents

Sponsor: Liggett & Myers Tobacco Co. (Chesterfield Cigarettes).
Agency: Newell-Emmett Co., Inc.
Origination: New York.
Air Time: Wednesday, 9 to 9:30 p.m.
Network: CBS; 101 stations.
Production: Douglas Coulter (of CBS).
Script Writer: Deems Taylor (writes own comment); Paul Douglas (writes own opening and closing announcements).
Talent: Andre Kostelanetz' orchestra; Deems Taylor, commentator; Grace Moore (previous to March 30, 1938, Lawrence Tibbett); Paul Douglas; guests.
Agency Director: Donald Langan.
Announcer: Paul Douglas.
Conductor: Andre Kostelanetz.
Length of Run: July 6, 1937, to June 22, 1938.

Chesterfield Program

Sponsor: Liggett & Myers Tobacco Co. (Chesterfield Cigarettes).
Agency: Newell-Emmett Co., Inc.
Origination: New York (elsewhere, according to Whiteman's engagements).
Air Time: Wednesday, 8:30 to 9 p.m. (Previous to July 13, 1938, Friday, 8:30 to 9 p.m.) (repeat from 11:30 p.m. to 12 midnight).
Network: CBS; 99 stations.
Production: Phil Cohan (for the sponsor), Douglas Coulter (of CBS).
Script Writers: Al Lewis, Hank Garson, Tom Langan (to March 25, 1938), Phil Cohan, Leslie Leiber.
Talent: Paul Whiteman and orchestra; Oliver Wakefield (to March 25, 1938); Joan Edwards; The Modernaires (Ralph Brewster, Hal Dickinson, Bill Conway, Chuck Goldstein); Clark Dennis (since Jan. 4, 1939); guests.
Agency Director: Don Langan.
Announcer: Paul Douglas (since May 2, 1939; previously Fred Uttal, Carlton Kadell).
Conductor: Paul Whiteman.
Length of Run: Started December 31, 1937.

Chrysler Corp.

(See "Major Bowes' Amateur Hour")

NETWORK COMMERCIALS—Continued

Circle, The

Sponsor: Kellogg Co. (Corn Flakes).
Agency: J. Walter Thompson Co.
Origination: Hollywood.
Air Time: Sunday, 10 to 11 p.m.
Network: NBC Red; 52 stations
Production: Handled by the agency.
Script Writers: General script under supervision of Dick Mack; Marx Brothers material written by Tiffany Thayer, Robert Colwell, John Whedon, Dick Chevillat, Stanley Davis, Manny Mannheim.*
Talent: Basil Rathbone, m.c. (replaced Ronald Colman, Feb. 12, 1939); Madeleine Carroll (replaced Carole Lombard, March 12, 1939); Cary Grant (off since Feb. 19, 1939); Harpo and Chico Marx; Lawrence Tibbett; The Foursome Quartet; Robert Emmet Dolan's orchestra; guests.
Announcer: Jack Frazer.
Conductor: Robert Emmet Dolan.
Length of Run: Jan. 15, 1939, to July 9, 1939.

*Information not supplied by agency.

Cities Service Concerts

Sponsor: Petroleum Advisers for Cities Service (Gas and Oil).
Agency: Lord & Thomas.
Origination: New York.
Air Time: Friday, 8 to 9 p.m.
Network: NBC Red; 54 stations.
Production: Handled by the agency.
Script Writer: Frank Wilson, Gordon Auchincloss.
Talent: Lucille Manners; Ross Graham; Cities Service Singers; Dr. Frank Black's orchestra (latter two groups replaced the Revelers and Rosario Bourdon's orchestra, Feb. 4, 1938).
Agency Director: John Hymes.
Announcer: Ford Bond.
Conductor: Dr. Frank Black (previously Rosario Bourdon).
Music Arranger: Frank Black.
Length of Run: Original contract started Feb. 18, 1927; latest series started Feb. 3, 1939.

Buddy Clark

(See "Ben Bernie and All the Lads")
 (See "Buddy Clark & Orchestra")

Buddy Clark & Orchestra

Sponsor: American Tobacco Co. (Lucky Strike Cigarettes).
Agency: Lord & Thomas.
Origination: New York.
Air Time: Monday, Wednesday and Fri-

day, 6:45 to 7 p.m. (repeat from 7:15 to 7:30 p.m.).

Network: Mutual; 2 stations.
Production: George McGarrett (of the agency).
Script Writer: John Battle.
Talent: Buddy Clark; Frank Novak's orchestra; dramatic cast.
Agency Director: George McGarrett.
Announcer: Dick Willard.
Conductor: Frank Novak.
Music Arranger: Frank Novak.
Length of Run: April 11, 1938 to July 8, 1938.

Larry Clinton Orchestra

(See "Quaker Party")

Coca-Cola Co.

(See "The Song Shop")

Colgate Ask-It-Basket

Sponsor: Colgate-Palmolive-Peet Co. (Colgate Dental Cream).
Agency: Benton & Bowles, Inc.
Origination: New York.
Air Time: Wednesday, 7:30 to 8 p.m. (repeat from 10:30 to 11 p.m.).
Network: CBS; 61 stations.
Production: Handled by the agency.
Talent: Jim McWilliams, m.c.; question and answer contestants.
Agency Director: Jack Mullen.
Announcer: Del Sharbutt.
Length of Run: Oct. 5, 1938, to June 28, 1939. (Scheduled to return Aug. 17).

Colgate-Palmolive-Peet Co.

(See "Dale Carnegie, How to Win Friends and Influence People" for Shave Cream)
 (See "Colgate Ask-It-Basket" for Colgate Dental Cream)
 (See "Gang Busters" for Brushless Shave)
 (See "Hilltop House" for Palmolive Soap)
 (See "Myrt and Marge" for Super Suds)
 (See "Stepmother")

Ted Collins

(See "Kate Smith—Noonday Chats")
 (See "Kate Smith's Hour")

Ronald Colman

(See "The Circle")

Jerry Colonna

(See "Pepsodent Program Starring Bob Hope")

NETWORK COMMERCIALS—Continued

Nadine Conner

(See "The Song Shop")

Continental Baking Co., Inc.

(See "Pretty Kitty Kelly" for Wonder Bread, Hostess Cake)

(See "Wonder Show—Jack Haley" for Wonder Bread, Hostess Cake)

Thomas Cook & Son- Wagon-Lits, Ltd.

(See "The Man from Cook's")

Jerry Cooper

(See "Vocal Varieties")

Court of Human Relations

Sponsor: Vadsco Sales Corp.
Agency: Albert M. Ross, Inc.
Origination: WOR, New York.
Air Time: Sunday, 9 to 9:30 p.m. (4 to 4:30 p.m., first 13 weeks).
Network: Mutual; 6 stations (20 stations, first 13 weeks).
Production: Ruth Roberts Ross.
Script Writers: Scripts based on stories from True Story Magazine.
Talent: Wilmer Walter; Wilfred Lytell; and dramatic cast.
Agency Director: Ruth Roberts Ross.
Announcer: Tom Slater.
Length of Run: Jan. 9, 1938, to July 3, 1938.

Court of Human Relations

Sponsor: Vadsco Sales Corp. (Quinlax).
Agency: Lawrence C. Gumbinner Advertising Agency.
Origination: New York.
Air Time: Sunday, 4:30 to 5 p.m.
Network: Mutual; 5 stations, plus rebroadcasts on 19 stations through off-the-line recordings.
Production: Agency and Frank Chase.
Script Writer: Arnold Scheuer, Jr.
Talent: Varied dramatic cast.
Agency Director: Herschel Deutsch.
Announcer: Tom Slater.
Conductor: Nat Brusiloff.
Music Arranger: Nat Brusiloff.
Length of Run: Oct. 9, 1938, to Jan. 1, 1939.

Court of Missing Heirs

Sponsor: Skelly Oil Co.
Agency: Blackett-Sample-Hummert, Inc.
Origination: Chicago.
Air Time: Sunday, 10:30 to 11 p.m. (Pre-

vious to Dec. 5, 1937, Monday, 7 to 7:30 p.m.).

Network: CBS; 20 stations.
Production: Fritz Blocki.
Script Writers: Al Shebel; James Waters.
Talent: Burton Wright; Burr Lee; Dick Wells; and dramatic cast.
Agency Director: Karl Wehmeyer.
Announcer: Tom Shirley.
Conductor: Peter A. Cavallo, Jr.
Length of Run: Oct. 11, 1937, to July 3, 1938.

Criminal Case Histories, with Warden Lewis E. Lawes

Sponsor: William R. Warner Co. (Sloan's Liniment).
Agency: Warwick & Legler, Inc.
Origination: New York.
Air Time: Friday, 8 to 8:30 p.m.
Network: NBC Blue; 43 stations.
Production: Preston H. Pumphrey (of the agency).
Script Writers: Nathaniel Curtis; R. B. Schall.
Talent: Warden Lewis E. Lawes; and dramatic cast.
Agency Director: Preston H. Pumphrey.
Announcer: Nelson Case.
Length of Run: Original contract started Jan. 22, 1933; latest series ran from Oct. 21, 1938, to April 14, 1939.

Betty Crocker

Sponsor: General Mills, Inc. (Gold Medal Kitchen-Tested Flour, Softasilk Cake Flour, Bisquick).
Agency: Knox Reeves Advertising, Inc.
Origination: Chicago.
Air Time: Wednesday and Friday, 2:45 to 3 p.m.
Network: NBC Red and Blue; 29 stations.
Talent: Betty Crocker.
Agency Director: Lloyd Griffin.
Announcer: Pierre Andre.
Length of Run: Started June 1, 1936, on CBS; above series ran from May 30, 1938, to May 26, 1939, over NBC.

Richard Crooks

(See "The Voice of Firestone")

Bing Crosby

(See "Kraft Music Hall")

Frank Crumit

(See "Battle of the Sexes")
(See "The Song Shop")

NETWORK COMMERCIALS—Continued

Cudahy Packing Co.

(See "Bachelor's Children" for Old Dutch Cleanser)

Cummer Products Co.

(See "Battle of the Sexes" for Molle)
(See "Radio Newsreel" for Energine)
(See "Spelling Bee" for Energine)
(See "Spy Secrets" for Energine)
(See "Vox Pop" for Molle)

Curtain Time

Sponsor: General Mills, Inc. (Corn Kix).
Agency: Blackett-Sample-Hummert, Inc.
Origination: Chicago.
Air Time: Friday, 10 to 10:30 p.m.
Network: Mutual; 27 stations.
Production: Blair Walliser.
Talent: Varying dramatic cast; Henry Weber's orchestra.
Agency Director: Leslie Daniels.
Announcer: Don Gordon.
Conductor: Henry Weber.
Length of Run: Oct. 14, 1938, to Jan. 6, 1939.

D

Dad and Junior

Sponsor: The Wheatena Corp.
Agency: C. M. Rohrabough Co. (formerly Rohrabough & Gibson).
Origination: Philadelphia.
Air Time: Monday, Wednesday and Friday, 5:45 to 6 p.m.
Network: Mutual; 12 stations.
Script Writers: Ford Rush, J. A. Hovey.
Talent: Ford Rush; Ford Rush, Jr.; Tinkle Toy Band conducted by Pat Shevlin.
Agency Director: C. M. Rohrabough.
Conductor: Pat Shevlin.
Music Arranger: Pat Shevlin.
Length of Run: Sept. 16, 1938 to Dec. 14, 1938.

Stella Dallas

Sponsor: Chas. H. Phillips Chemical Co. (Phillips' Milk of Magnesia and Milk of Magnesia Cream).
Agency: Blackett-Sample-Hummert, Inc.
Origination: New York.
Air Time: Monday through Friday, 4:15 to 4:30 p.m.
Network: NBC Red; 42 stations.
General Supervisors of Script and Production: Frank and Anne Hummert.
Authors of Original Story Line of Radio Sequel to Book and/or Play: Frank and Anne Hummert.

Dialogue Writers: Stuart Ayers (Oct. 25, 1937 to Nov. 2, 1938); Marie Baumer (Nov. 3, 1938 to date).

Agency Script Editor: George Nobbs.

Talent: Anne Elstner (Stella Dallas); Vivian Smolen (Laurel Dallas Grosvenor); MacDonald Carey (Dick Grosvenor); Julie Benell (Helen Dallas); Arthur Hughes (Stephen Dallas).

Agency Director: Richard Leonard.

Announcer: Ford Bond.

Length of Run: Started June 6, 1938. (Originally started Oct. 25, 1937, as local show on WEAJ for Tetley Tea).

Dangerous Road

Sponsor: Sperry Flour Co. (Pancake and Waffle Flour).
Agency: Westco Advertising Agency.
Origination: San Francisco.
Air Time: Monday through Friday, 10:30 to 10:45 a.m., PST.
Network: NBC Red; 6 stations.
Production: Cameron Prud'homme (of NBC).
Script Writer: Ward Caille.
Talent: Nancy Douglass (Nadja Butler); Don McLaughlin (Pierre Bradley); Carl Kroence (Choo-choo); others.
Agency Director: R. W. Stafford.
Announcer: Sam Moore.
Music Arranger: Edna Fischer.
Length of Run: Started Sept. 26, 1938.

Dorothy Davis

(See "Uncle Walter's Dog House")

Phil Davis Orchestra

(See "Uncle Walter's Dog House")

R. B. Davis Co.

(See "Park Avenue Penners" for Cocomalt)

Honey Dean

(See "Two on a Shoestring")

Death Valley Days

Sponsor: Pacific Coast Borax Co. (Twenty Mule Team Borax).
Agency: McCann-Erickson, Inc.
Origination: New York.
Air Time: Friday, 9:30 to 10 p.m. (repeat from 11:30 to 12 midnight).
Network: NBC Red; 23 stations.
Production: Agency and Edwin Whitney (of NBC).

NETWORK COMMERCIALS—Continued

Script Writer: Ruth Cornwall Woodman.
Talent: Harry Humphrey (replaced Tim Frawley, the original Old Ranger); Jean King; Jack MacBryde; Milton C. Herman; Jas. J. Van Dyke; Frank Butler; Paul Nugent; Richard Barrows; Geoffrey Bryant; Edwin Whitney; Irene Hubbard.
Agency Director: Dorothy Barstow.
Announcer: George Hicks.
Conductor: Josef Bonime.
Length of Run: Original contract started Sept. 30, 1930; latest series runs from Sept. 30, 1938 to Sept. 22, 1939.

Rosemary DeCamp

(See "Dr. Christian")

Eddie De Lange Orchestra

(See "Honolulu Bound")

Delaware, Lackawanna & Western Coal Co.

(See "The Shadow" for Blue Coal)

Cecil B. De Mille

(See "Lux Radio Theatre")

Clark Dennis

(See "Chesterfield Program")

Andy Devine

(See "Jell-O Program Starring Jack Benny")

Donald Dickson

(See "Chase & Sanborn Program")

Doc Barclay's Daughters

Sponsor: Personal Finance Co. (Loan Service).
Agency: Blackett-Sample-Hummert, Inc.
Origination: New York.
Air Time: Monday through Friday, 2 to 2:15 p.m.
Network: CBS; 28 stations.
General Supervisors of Script and Production: Frank and Anne Hummert.
Authors of Title and Original Story Line: Frank and Anne Hummert.
Dialogue Writers: Marie Baumer (Jan. 23, 1939 to Jan. 27, 1939); Joel Hammil (Jan. 30, 1939, one script); Sue White (Jan. 31, 1939 to Feb. 10, 1939); Joel Hammil

Feb. 13 and 14, 1939); Sue White (Feb. 15, 1939 to date).

Agency Script Editor: Rosser Reeves.
Talent: Bennett Kilpack (Doc Barclay); Mildred Robin (Mimi); Elizabeth Reller (Connie); Vivian Smolen (Marge); Carleton Young (Brett); Albert Hayes (Tom Clarke); Alan Bunce (Billy Van Cleve); Audrey Eagen (Bess).
Agency Directors: Stephen Gross, Lloyd Rosenmond.
Conductor: Ann Leaf, organist (theme).
Length of Run: Started Jan. 23, 1939.

Dr. Christian

Sponsor: Chesebrough Mfg. Co. (Vaseline Products).
Agency: McCann-Erickson, Inc.
Origination: Hollywood and New York.
Air Time: Tuesday, 10 to 10:30 p.m.
Network: CBS; 57 stations.
Production: Dorothy Barstow.
Script Writers: Elaine Sterne Carrington, Ruth Adams Knight, Joe Bates Smith, Ruth Cornwall Woodman, Innis Osborn.
Talent: Jean Hersholt (Dr. Christian); Rosemary DeCamp (Judy Price); Gloria Holden; others.
Agency Director: Dorothy Barstow.
Announcer: Arthur Gilmore.
Conductors: Ivan Ditmar, organist (when from Hollywood); Lew White, organist (when from New York).
Length of Run: Nov. 7, 1937 to April 11, 1939. (At press time, this program was scheduled to return in the fall).

Dr. I. Q.

Sponsor: Mars, Inc.
Agency: Grant Advertising, Inc.
Origination: St. Louis and Chicago.
Air Time: Monday, 9:30 to 10 p.m.
Network: NBC Blue; 20 stations. (Changed to NBC Red July 9, 1939).
Production: Bob White.
Script Writers: Dr. I. Q. Productions under contract to and direction of the agency.
Talent: Lew Valentine (Dr. I. Q.); theatre audience participation.
Agency Director: Lew Valentine.
Announcer: Allen Anthony.
Length of Run: Started April 10, 1939.

Doctor Kate

Sponsor: Sperry Flour Co.
Agency: Westco Advertising Agency.
Origination: San Francisco.
Air Time: Monday through Friday, 10:45 to 11 a.m., PST.
Network: NBC Red; 6 stations.
Production: Hal Burdick.

NETWORK COMMERCIALS—Continued

Script Writer: Hal Burdick.
Talent: Cornelia Burdick (Dr. Kate); Vickie Vola and Zella Layne (Nurse Lynn Miller); Montgomery Mohn (Dr. Crowley); Charles MacAlister (Judge Halsey); Helen Kleebe (Nurse Sarah); Earl Lee (Hank Elzey); Everett Glass (Kelton Pringle).
Agency Director: R. W. Stafford.
Announcers: Sam Moore, Archie Presby, Leo Cleary, Armand Girard.
Music Arranger: Charles Runyon.
Length of Run: Started Jan. 31, 1938.

Dog Heroes

Sponsor: Modern Food Process Co. (Thrive Dog Food).
Agency: The Clements Co., Inc.
Origination: New York.
Air Time: Sunday, 5:45 to 6 p.m. (Previous to Jan. 1, 1939, 3 to 3:15 p.m.; previous to Oct. 23, 1938, 1:30 to 1:45 p.m.).
Network: NBC Blue; 13 stations.
Production: Robert H. Smith (of the agency).
Script Writers: Agency staff.
Talent: Intermittent roles: Harry Swan; Maurice Tarplin; Jackson Beck; Milton Herman; Tony Burger; Milo Boulton; Bradley Barker; Sidney Slon; Leo Needham; William Quinn; Albert Aley; Phillip Clarke; Charles Webster; Ned Reese; Lloyd Barry; Bruno Wick; Warren Colston; Stanley Shier; Effie Palmer; Mitzi Gould; Virginia Gregori; Jeannie Parrillo; Jeanette Dowling; Eunice Howard.
Agency Director: Robert H. Smith.
Announcer: Pat Kelly.
Conductors: George Crook and J. Russel Robinson, organists.
Music Arrangers: George Crook and J. Russel Robinson.
Length of Run: Original contract started Oct. 6, 1936; latest series ran from Oct. 16, 1938 to April 23, 1939.

Robert Emmet Dolan Orchestra

(See "The Circle")

Don't You Believe It

Sponsor: P. Lorillard & Co. (Sensation Cigarettes).
Agency: Lennen & Mitchell, Inc.
Origination: New York.
Air Time: Tuesday and Thursday, 7:30 to 7:45 p.m. (repeat from 7:45 to 8 p.m.).
Network: Mutual; 27 stations.
Production: Blayne Butcher (of the agency).
Script Writer: Cranston Chamberlin.

Talent: Alan Kent.
Agency Director: Blayne Butcher.
Announcer: Tom Slater.
Length of Run: Started July 26, 1938.

Eddie Dooley's Last Minute Football News

Sponsor: Liggett & Myers Tobacco Co. (Chesterfield Cigarettes).
Agency: Newell-Emmett Co., Inc.
Origination: New York.
Air Time: Thursday and Saturday, 6:30 to 6:45 p.m.
Network: NBC Red; 49 stations.
Production: Fred Weihe.
Script Writer: Eddie Dooley.
Talent: Eddie Dooley; guests.
Agency Director: Don Langan.
Announcers: Eddie Dooley and staff assistant.
Length of Run: Oct. 6, 1938 to Nov. 26, 1938. (Replaced Chesterfield Daily Sports Column).

Tommy Dorsey's Orchestra

Sponsor: Brown & Williamson Tobacco Co. (Raleigh and Kool Cigarettes).
Agency: Batten, Barton, Durstine & Osborn, Inc.
Origination: New York.
Air Time: Wednesday, 8:30 to 9 p.m. (repeat from 11:30 p.m. to 12 midnight).
Network: NBC Red; 56 stations.
Production: Herbert Sanford (of the agency).
Script Writer: Herbert Sanford.
Talent: Tommy Dorsey and orchestra; Jack Leonard; Edythe Wright; Three Esquires (Earl Hagen, Jack Leonard, Allen Stordahl).
Agency Director: Herbert Sanford.
Announcers: Clayton Collyer (previous to April 26, 1939, Lyle Van).
Conductor: Tommy Dorsey.
Music Arrangers: Paul Wetstein, Axel Stordahl, Deane Kincaid.
Length of Run: Started Nov. 9, 1936.

Paul Douglas

(See "Chesterfield Daily Sports Column")
(See "Chesterfield Presents")

Saxie Dowell

(See "Time to Shine")

Morton Downey

(See "Eddy Duchin & His Orchestra")

NETWORK COMMERCIALS—Continued

Drackett Co.

(See "Hello Peggy" for Drano and Windex)

Duart Mfg. Co.

(See "Problem Clinic" for Cream of Milk Face Cream, Lotion, Lipstick)

Eddy Duchin & His Orchestra

Sponsor: American Cigarette & Cigar Co. (Pall Mall Cigarettes).

Agency: Young & Rubicam, Inc.

Origination: New York.

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

Network: NBC Red; 50 stations.

Production: Bennett Larson (of the agency).

Talent: Eddy Duchin and orchestra; Morton Downey (since Jan. 23, 1939).

Agency Director: Bennett Larson.

Announcer: Dwight Weist.

Conductor: Eddy Duchin.

Length of Run: Sept. 5, 1938, to May 29, 1939.

Dunhill Cigarettes

(See "Name Three")

Eddie Dunstedter & Orchestra

(See "It Happened in Hollywood")

E. I. duPont de Nemours & Co.

(See "Cavalcade of America")

Durkee Famous Foods, Inc.

(See "Madame Courageous")

(See "My Secret Ambition")

E

Craig Earl

(See "Professor Quiz")

Mary Eastman

(See "Saturday Night Serenade")

Easy Aces

Sponsor: The Anacin Co.

Agency: Blackett-Sample-Hummert, Inc.

Origination: New York.

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

Network: NBC Blue; 40 stations.

General Supervisor of Script and Production: Goodman Ace.

Author of Title and Original Story Line: Goodman Ace.

Dialogue Writer: Goodman Ace.

Talent: Jane and Goodman Ace.

Announcer: Ford Bond.

Conductor: Abe Goldman, organist (theme).

Length of Run: Started Feb. 4, 1935.

Nelson Eddy

(See "Chase & Sanborn Program")

Hal Edison Orchestra

(See "Vocal Varieties")

Joan Edwards

(See "Chesterfield Program")

Harry Einstein (Parkyakarkus)

(See "Tuesday Night Party")

Dave Elman

(See "Hobby Lobby")

Emerson Drug Co.

(See "Harriet Parsons" for Bromo-Seltzer)

Skinnay Ennis Orchestra

(See "Pepsodent Program Starring Bob Hope")

Ethyl Gasoline Corp.

(See "Tune-Up Time")

Euclid Ballot Box

(Before May 1, 1939, Headlines on Parade with Knox Manning).

Sponsor: Euclid Candy Co. of California.

Agency: Sidney Garfinkel Advertising Agency.

Origination: Hollywood.

Air Time: Monday, 9:30 to 9:45 p.m., PST. (Before May 1, 1939, Monday, 5:30 to 5:45 p.m.; before Feb. 20, 1939, 5:45 to 6 p.m.; before Sept. 26, 1938, Wednesday, 5:45 to 6 p.m.; before April 27, 1938, Tuesday, 5:30 to 5:45 p.m.).

Network: CBS; 9 stations.

Production: Don Forbes.

NETWORK COMMERCIALS—Continued

Script Writer: Knox Manning (replaced by Sam Hayes).
Talent: Knox Manning, commentator (replaced by Sam Hayes); guests.
Agency Director: Sidney Garfinkel.
Announcer: Don Forbes.
Length of Run: Started Nov. 23, 1937.

F

Clifton Fadiman

(See "Information, Please")

Edgar Fairchild Orchestra

(See "Eddie Cantor's Camel Caravan")

Falstaff Brewing Corp.

(See "Public Hero No. 1")

Famous Jury Trials

Sponsor: Local sponsors.
Agency: Various.
Origination: New York.
Air Time: Quarter and half-hour periods.
Network: Mutual; various number of stations.
Script Writer: Samm Baker; scripts checked by Martin Young, attorney for technical accuracy.
Talent: Alice Frost; Ed Jerome; Bill Johnstone; Sidney Slon; others.
Announcers: Varied.
Length of Run: Nov. 9, 1938, to March 8, 1939.

Fels Co.

(See "Hobby Lobby")

H. Fendrich, Inc.

(See "Smoke Dreams" for La Fendrich and Charles Denby Cigars)

Fibber McGee & Co.

Sponsor: S. C. Johnson & Son, Inc. (Glo-Coat, Johnson's Wax, Auto Cleaner and Polish).
Agency: Needham, Louis & Brorby, Inc.
Origination: Hollywood (Chicago previous to Jan. 31, 1939).
Air Time: Tuesday, 9:30 to 10 p.m. (Previous to March 15, 1938, Monday, 9 to 9:30 p.m.).
Network: NBC Red; 74 stations.
Production: Cecil Underwood.
Script Writer: Don Quinn.

Talent: Jim Jordan (Fibber McGee); Marion Jordan (Molly McGee), (off from Nov. 1937 to April 18, 1939); Harlow Wilcox; Bill Thompson (Nick de Populus, The Old Timer, Horatio K. Boomer); Hugh Studebaker (Silly Watson) (off since Jan. 24, 1939); Harold Peary; Isabel Randolph; Betty Winkler (off since June 27, 1938); Donald Novis (since Sept. 6, 1938); Four Notes (Marjorie Whitney, Lee Gillette, Lee Gotch, Bob Krumenacher) (during June 1938, and since Sept. 6, 1938); Clark Dennis (off since June 28, 1938); Billy Mills' orchestra (replaced Ted Weems, Jan. 17, 1938).

Agency Director: Cecil Underwood.

Announcer: Harlow Wilcox.

Conductor: Billy Mills (previously Ted Weems).

Music Arranger: Billy Mills.

Length of Run: Started April 16, 1935.

(Off for summer of 1938 from June 28 to Sept. 6. At press time, program was scheduled to be off in 1939 from June 27 to Aug. 29). (Replaced during summer of 1939 by Alec Templeton Program).

Jimmie Fidler

Sponsor: Proctor & Gamble (Drene Shampoo).

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

Origination: Hollywood.

Air Time: Tuesday and Friday, 7:15 to 7:30 p.m. (repeat from 10:30 to 10:45 p.m., Tuesday; 10:45 to 11 p.m., Friday).

Network: NBC Red; 50 stations (Tuesday), 31 stations (Friday).

Script Writer: Jimmie Fidler.

Talent: Jimmie Fidler.

Agency Director: Robert G. Jennings.

Announcer: Carleton Kadell (replaced Bob Sherwood, March 3, 1939).

Length of Run: Tuesday contract started March 16, 1937 and ended Nov. 8, 1938; Friday contract started May 21, 1937.

Jimmie Fidler's Hollywood Gossip

Sponsor: Proctor & Gamble (Drene Shampoo).

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

Origination: Hollywood.

Air Time: Tuesday, 7:15 to 7:30 p.m. (repeat from 10:30 to 10:45 p.m.).

Network: CBS; 59 stations.

Script Writer: Jimmie Fidler.

Talent: Jimmie Fidler.

Agency Director: Robert G. Jennings.

Announcer: Carleton Kadell (replaced Bob Sherwood Feb. 28, 1939).

Length of Run: Started Nov. 15, 1938.

NETWORK COMMERCIALS—Continued

Sid Fields

(See "Eddie Cantor's Camel Caravan")

Sidney Fine

(See "Texaco Star Theatre")

Ted Fio Rito Orchestra

(See "Wonder Show—Jack Haley")

Firestone Tire & Rubber Co.

(See "The Voice of Firestone")

First Nighter

Sponsor: Campana Sales (Italian Balm, Dreskin, Coolies, D.D.D.)

Agency: Aubrey, Moore & Wallace, Inc.

Origination: Chicago.

Air Time: Friday, 8 to 8:30 p.m. (repeat, Oct. 7, 1938 to April 30, 1939, 12 midnight to 12:30 a.m.). (Time changed June 30, 1939, to 9:30 to 10 p.m.).

Network: CBS; 55 stations.

Production: Handled by the agency.

Script Writer: Free lance writers.

Talent: Lester Tremayne; Barbara Luddy.

Agency Director: J. T. Ainley.

Announcer: Bret Morrison.

Conductor: Eric Sagerquist.

Music Arrangers: Eric Sagerquist, Walter Dellers.

Length of Run: Original contract started Nov. 27, 1930, on NBC; latest series, on CBS, started Sept. 2, 1938. (Program has been on the air continuously except for the summer of 1936).

F. W. Fitch Co.

(See "Fitch Band Wagon")

(See "Interesting Neighbors")

Fitch Band Wagon

Sponsor: F. W. Fitch Co. (Fitch Shampoo).

Agency: L. W. Ramsey Co.

Origination: New York.

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

Network: NBC Red; 77 stations. (Previous to March 26, 1939, 53 stations).

Production: E. G. Naeckel (of the agency).

Script Writer: Ward Byron.

Talent: Guest orchestra each week.

Announcers: Fort Pearson, Jack Costello.

Conductor: Guest conductors.

Length of Run: Started Sept. 4, 1938. (Replaced Interesting Neighbors).

Ed Fitzgerald—Informal Chatter

Sponsor: Thomas Leeming & Co. (Baume Bengue, Pacquin's Hand Cream).

Agency: William Esty & Co.

Origination: New York.

Air Time: Monday, Wednesday and Friday, 2:45 to 3 p.m.

Network: Mutual; 2 stations.

Talent: Ed Fitzgerald, commentator.

Agency Director: Kenneth M. Fickett.

Announcer: Ed Fitzgerald.

Length of Run: Started Oct. 31, 1938, as a network show; previous to that, from Oct. 17, was heard locally over WOR, N. Y.

Football Broadcasts*

(Title was names of competing teams)

Sponsor: Tide Water Associated Oil Co.

Agency: Lord & Thomas.

Origination: Various points.

Air Time: Saturday, 15-minute period prior to kickoff and during game.

Network: CBS and NBC; varying number of stations.

Announcers: Various.

Length of Run: 1938 season ran from Sept. 24 to Nov. 26.

* See sports records of stations on the Pacific Coast in Sports Section.

Football Play-By-Play*

Sponsor: Atlantic Refining Co. (White Flash Gas, Atlantic Motor Oil).

Agency: N. W. Ayer & Son, Inc.

Origination: Pickups from games along Atlantic seaboard.

Air Time: Saturday, 2 to 4:30 p.m.

Network: Various special networks; 75 stations.

Production: Wallace Orr; Lester Quailey.

Agency Directors: Wallace Orr; Lester Quailey.

Announcers: Station announcers.

Length of Run: Sept. 24, 1938, to Dec. 3, 1938.

* See also Sports Section.

For Men Only

Sponsor: Bristol-Myers Co. (Vitalis).

Agency: Pedlar & Ryan, Inc.

Origination: New York.

Air Time: Tuesday, 8:30 to 9 p.m. (Previous to June 29, 1938, Monday, 10:30 to 11 p.m.) (From July 6 to Sept. 28, 1938, took over second half of Town Hall Tonight and was heard Wednesday, 9:30 to 10 p.m.).

NETWORK COMMERCIALS—Continued

Network: NBC Red; 44 stations.
Production: Edgar G. Sisson, Jr. (of the agency).
Script Writers: John Archer Carter; Finis Farr; Robert J. Mann.
Talent: George Jessel, m.c. (replaced Fred Uttal, March 21, 1939); The Merry Macs (Helen Carroll, Judd, Ted and Joe McMichael) (since Jan. 24, 1939); Peg La Centra (off since Jan. 17, 1939); Peter Van Steeden's orchestra; guests.
Agency Director: Edgar G. Sisson, Jr.
Announcer: Ben Grauer (replaced Fred Uttal, Oct. 11, 1938).
Conductor: Peter Van Steeden.
Length of Run: Started Jan. 10, 1938. (Took over second half of Town Hall Tonight from July 6 to Sept. 28, 1938).

Ford Motor Co.

(See "Ford Sunday Evening Hour")
 (See "Watch the Fun Go By")

Ford Sunday Evening Hour

Sponsor: Ford Motor Co. (Ford, Mercury, Lincoln-Zephyr and Lincoln Cars).
Agency: N. W. Ayer & Son, Inc.
Origination: Masonic Temple Auditorium, Detroit.
Air Time: Sunday, 9 to 10 p.m.
Network: CBS; 79 stations.
Production: William J. Reddick (of the agency).
Script Writer: Meredith Page (of the agency).
Talent: Detroit Symphony Orchestra; guest conductors and soloists; W. J. Cameron; Ron Gamble, narrator (replaced Truman Bradley, Sept. 11, 1938).
Agency Director: William J. Reddick.
Announcer: Ron Gamble (previously Truman Bradley).
Conductor: Guest conductors.
Length of Run: Original contract started Oct. 7, 1934; latest series ran from Sept. 12, 1937, to June 4, 1939. (Off for summer of 1938 from June 5 to Sept. 11).

Joe Fort

(See "Joe Penner")

Arlene Francis

(See "Johnny Presents 'What's My Name?'")

Fray & Braggiotti

Sponsor: Sales Affiliates, Inc. (Loxol Oil Tint Shapmoo).
Agency: Milton Weinberg Advertising Co.

Origination: Hollywood.
Air Time: Wednesday and Friday, 11:15 to 11:30 p.m. (Previous to April 27, 1938, 1:30 p.m. to 1:45 p.m.) (repeat from 3:15 to 3:30 p.m.).
Network: CBS; 2 stations.
Production: Roger White.
Script Writer: W. H. Krauch.
Talent: Jacques Fray and Mario Braggiotti, piano team; Bob Carol.
Agency Director: Bernard Weinberg.
Announcer: Frank Graham.
Length of Run: Feb. 7, 1938, to Aug. 12, 1938.

Beverly Freeland

(See "Breezing Along")

Norman Frescott

(See "Town Hall Big Game Hunt")

Jane Froman

(See "Texaco Star Theatre")

Front Page Parade

Sponsor: Richman Clothes.
Agency: McCann-Erickson, Inc.
Origination: Cincinnati.
Air Time: Monday, Wednesday and Friday, 6:30 to 6:45 p.m. (repeat from 7:30 to 7:45 p.m.).
Network: Mutual; 7 stations.
Talent: Peter Grant, commentator and m.c.
Agency Director: J. Watt.
Length of Run: Feb. 27, 1939, to May 26, 1939.

Alice Frost

(See "Big Sister")
 (See "Famous Jury Trials")

Peggy Fuller

(See "We, the Wives Quiz")

Jack Fulton

(See "Just Entertainment")
 (See "The Laugh Liner")

G

Gallenkamp's Stores, Inc.

(See "Professor Puzzlewit")

NETWORK COMMERCIALS—Continued

Gambarelli & Davitto

(See "Moonbeams")

Gang Busters

Sponsor: Colgate - Palmolive - Peet Co. (Palmolive Brushless Shave).
Agency: Benton & Bowles, Inc.
Origination: New York.
Air Time: Wednesday, 8 to 8:30 p.m. (repeat from 12 midnight to 12:30 a.m.). (Before June 15, 1938, 10 to 10:30 p.m., with repeat from 1 to 1:30 a.m.).
Network: CBS; 58 stations.
Production: Handled by the agency.
Script Writer: Phillips H. Lord.
Talent: Phillips H. Lord (replaced by Col. Norman H. Schwarzkopf, Jan. 12 to June 15, 1938), and dramatic cast.
Agency Directors: Chester MacCracken, Harry Frazee.
Announcer: Frank Gallop.
Length of Run: Started Jan. 15, 1936. (Off during summer of 1938 from June 15 to Aug. 17). (Off during summer of 1939 from June 28 to August 17).

Jan Garber Orchestra

(See "Burns & Allen" for Grape Nuts)

Al Garr

(See "Phil Baker")

(See "Passing Parade")

Johnny Gart

(See "Gulden Serenaders")

Gateway to Hollywood

Sponsor: William Wrigley, Jr., Co. (Wrigley Doublemint Gum).
Agency: Frances Hooper Advertising Agency.
Origination: Hollywood.
Air Time: Sunday, 6:30 to 7 p.m.
Network: CBS; 67 stations.
Production: Charles Vanda.
Script Writers: Russ Johnston, Everett Tomlinson.
Talent: Jesse Lasky; guest stars; and stage-screen aspirants.
Announcers: Ken Niles; Cliff Howell.
Conductor: Wilbur Hatch.
Length of Run: Started Jan. 8, 1939.

General Baking Co.

(See "Guy Lombardo & His Orchestra")
(See "The Lone Ranger" for Bond Bread)

General Electric Hour of Charm

Sponsor: General Electric Co.
Agency: Maxon, Inc.
Origination: New York.
Air Time: Monday, 9 to 9:30 p.m. (Before July 3, 1938, Sunday, 10 to 10:30 p.m.; also heard at various times during earlier part of series, on Monday at 9:30 to 10 p.m., 9 to 9:30 p.m., 4 to 4:30 p.m.).
Network: NBC Red; 56 stations.
Production: Robert S. Allison, Jr. (of the agency).
Talent: Phil Spitalny's All Girl Orchestra; Evelyn and her Magic Violin; Three Little Words (Frances, Connie and Fern); Maxine; Mary Ann Bock (Dec. 6, 1937 to Oct. 3, 1938); Dorothy Thompson, commentator (since Oct. 3, 1938).
Agency Director: Don Forker.
Announcer: Del Sharbutt (replaced Nelson Case, Oct. 3, 1938).
Conductor: Phil Spitalny.
Length of Run: Nov. 2, 1936 to May 22, 1939. (Off during summer of 1938 from July 31 to Oct. 3.).

General Foods Corp.

(See "Believe It or Not" for Huskies and Post's Bran Flakes)
(See "Joe E. Brown" for Post Toasties)
(See "Burns & Allen" for Grape Nuts)
(See "Boake Carter Program" for Post Toasties, Huskies)
(See "Good News of 1939" for Maxwell House Coffee)
(See "Hobby Lobby" for Jell-O)
(See "Jell-O Program Starring Jack Benny")
(See "Lum and Abner" for Postum)
(See "Mary Margaret McBride" for La-France, Satina, Minute Tapioca)
(See "Al Pearce & His Gang" for Grape Nuts)
(See "Joe Penner" for Huskies)
(See "Kate Smith—Noonday Chats" for Diamond Crystal Salt)
(See "Kate Smith's Hour" for Calumet, Swans Down)
(See "We, the People" for Sanka Coffee)

General Mills, Inc.

(See "Jack Armstrong" for Wheaties)
(See "Betty and Bob" for Bisquick)
(See "Billy and Betty" for Corn Kix)
(See "Betty Crocker" for Gold Medal, Softasilk, Bisquick)
(See "Curtain Time" for Corn Kix)
(See "Get Thin to Music with Wallace" for Wheaties)
(See "Arnold Grimm's Daughter" for Softasilk)
(See "The Grouch Club" for Corn Kix)

NETWORK COMMERCIALS—Continued

(See "Hymns of All Churches" for Gold Medal, Softasilk, Bisquick)
(See "Kaltenborn Comments")
(See "Those Happy Gilmans" for Corn Kix)
(See "Valiant Lady" for Wheaties. Bisquick)

Get Thin to Music with Wallace

Sponsor: General Mills, Inc. (Wheaties).
Agency: Blakett-Sample-Hummert, Inc.
Origination: Chicago.
Air Time: Monday through Friday, 9:30 to 9:45 a.m. (repeat from 10:30 to 10:45 a.m.).
Network: Mutual; 6 stations.
Production: Mr. Wallace.
Script Writer: Mr. Wallace.
Talent: Mr. Wallace (full name not given).
Agency Director: Mix Dancer.
Announcer: Jim Fleming.
Length of Run: March 28, 1938 to Dec. 24, 1938.

Getting the Most Out of Life

Sponsor: Standard Brands, Inc. (Fleischmann's Yeast for Health).
Agency: J. Walter Thompson Co.
Origination: New York.
Air Time: Monday through Friday, 11:45 a.m. to 12 noon.
Network: NBC Blue; 53 stations.
Production: Handled by the agency.
Script Writer: Dr. William L. Stidger.
Talent: Dr. William L. Stidger; soloists (replaced New England Singers, directed by Dr. James Houghton, April 2, 1939); Frank White, organist.
Announcer: Pat Kelly.
Conductor: Frank White, organist.
Length of Run: May 30, 1938, to June 30, 1939.

Bobby Gibson

(See "Ben Bernie and All the Lads")

Fredda Gibson

(See "The Royal Crown Revue")

Julie Gibson

(See "Park Avenue Penners")

Gilmore Circus

Sponsor: Gilmore Oil Co.
Agency: Botsford, Constantine & Gardner.
Origination: Hollywood.
Air Time: Friday, 9 to 9:30 p.m.

Network: NBC Red; 6 stations.
Length of Run: Feb. 18, 1938, to May 12, 1939.

Girl Alone

Sponsor: Quaker Oats Co. (Quaker Oats, Monday through Thursday, Aunt Jemima Pancake Flour, Friday.)
Agency: Ruthrauff & Ryan, Inc.
Origination: Chicago.
Air Time: Monday through Friday, 4:45 to 5 p.m.
Network: NBC Red; 37 stations.
Production: Handled by the agency.
Script Writer: Fayette Krum.
Talent: Betty Winkler (Patricia Rogers); Pat Murphy (Scoop Curtis); and dramatic cast.
Agency Director: Ros Metzger.
Announcer: Charles Lyons.
Length of Run: Started Sept. 26, 1938; closing date contemplated at press time was Sept. 22, 1939. (Previously sponsored, July 13, 1936, to April 8, 1938, by Kellogg Co.).

Girl from Maine, The

Sponsor: Maine Development Commission.
Agency: Brooke, Smith, French & Dorance.
Origination: WNAC, Boston.
Air Time: Tuesday and Thursday, 2:15 to 2:30 p.m. (repeat from 2:45 to 3 p.m.).
Network: Mutual; 17 stations.
Talent: Marjorie Mills.
Length of Run: Oct. 11, 1938, to Jan. 5, 1939.

Glidden Co.

(See "Madame Courageous" for Durkee Famous Foods)

Lud Gluskin Orchestra

(See "Tuesday Night Party")

Goldbergs, The

Sponsor: Procter & Gamble (Oxydol).
Agency: Blakett-Sample-Hummert, Inc.
Origination: New York.
Air Time: Monday through Friday, 1 to 1:15 p.m.
Network: CBS; 24 stations.
Production: Mrs. Gertrude Berg.
Script Writer: Mrs. Gertrude Berg.
Talent: Gertrude Berg (Molly Goldberg); James Waters (Jake Goldberg); Rosalind Silber (Rose Goldberg); Everett Sloane (Sammy Goldberg); Stephan Schnable

NETWORK COMMERCIALS—Continued

(Mr. Kuhne); Menasha Skulnick (Uncle David); Judy Laub (Sybil); Jeanette Chinley (Libby).

Agency Director: Henry Selinger.

Announcer: Art Millet.

Length of Run: Started Sept. 13, 1937, on NBC; latest series, on CBS, started Jan. 3, 1938.

Golden Gate Quartette

(See "The Royal Crown Revue")

Good Morning Tonite

Sponsor: Alber Bros. Milling Co. (Cereals).

Agency: Erwin, Wasey & Co.

Origination: San Francisco.

Air Time: Friday, 8 to 8:30 p.m. (Before June, 1939, Tuesday, 9:30 to 10 p.m.)

Network: NBC Red; 5 stations.

Production: Marigold Cassin (of the agency), assisted by John Lyman (of NBC).

Script Writer: Marigold Cassin.

Talent: Gyula Ormay and Alber Bros. Concert Orchestra; Singing Ensemble (Albert Gillette, Armand Girard, Edwin Imhaus, Ben Classen, Agatha Turley, Margaret O'Dea); occasional guests.

Agency Director: Marigold Cassin.

Announcers: Cliff Engle, Abbott Tessman.

Conductor: Gyula Ormay.

Length of Run: Started Sept. 29, 1937.

Good News of 1939

Sponsor: General Foods Corp. (Maxwell House Coffee).

Agency: Benton & Bowles, Inc.

Origination: Hollywood.

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

Network: NBC Red; 80 stations.

Production: Agency and Metro-Goldwyn-Mayer staff.

Script Writers: M-G-M writers.

Talent: Robert Young, m.c. (previously Robert Taylor and others); Fannie Brice (Baby Snooks) and Hanley Stafford; Frank Morgan; Meredith Willson's Orchestra; M-G-M contract players, authors, directors, stars and other personnel.

Agency Director: Don Cope.

Announcer: Warren Hull (previously Ted Pearson).

Conductor: Meredith Willson.

Music Arranger: Meredith Willson.

Length of Run: Original contract started Oct. 6, 1932, for Maxwell House Showboat; above program started Nov. 4, 1937. (Off during summer of 1938 from June 30 to Sept. 1). (Off June 29, 1939).

Good Will Hour

Sponsor: Ironized Yeast Co.

Agency: Ruthrauff & Ryan, Inc.

Origination: WMCA, New York.

Air Time and Network: Sunday, 10 to 11 p.m. (Inter-City Network, 6 stations; Mutual, 13 stations; Don Lee, 21 stations; Texas State Network, 18 stations; plus half-hour transcriptions on 45 stations). (Previous to Sept. 23, 1938, 10 to 10:30 p.m. on 4 Mutual stations, 10 to 11 p.m., on 10 Inter-City stations).

Production: Handled by the agency.

Script Writers: Litigants speak extemporaneously.

Talent: John J. Anthony and Litigants.

Agency Director: John Loveton.

Announcer: Bob Carter.

Length of Run: Started Jan. 23, 1938. (Previously, from July 25, 1937, to Jan. 16, 1938, sponsored by MacFadden).

Benny Goodman's Orchestra

(Benny Goodman's Swing School prior to March 29, 1938)

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

Agency: William Esty & Co.

Origination: New York.

Air Time: Tuesday, 9:30 to 10 p.m. (Previous to March 29, 1938, 10 to 10:30 p.m.).

Network: CBS; 91 stations.

Production: Handled by the agency.

Script Writers: Helen Phillips, Bernard Dougall.

Talent: Benny Goodman and orchestra; Martha Tilton; Johnny Mercer (since Jan. 17, 1939).

Agency Director: Harry Holcombe.

Announcer: Harry Holcombe.

Conductor: Benny Goodman.

Length of Run: Started Dec. 29, 1936, as Jack Oakie's College with Benny Goodman; above program started June 29, 1937. (Replaced by Bob Crosby Orchestra, June 27, 1939).

Goodyear Farm Radio News

Sponsor: Goodyear Tire & Rubber Co., Inc. (Auto, Tractor and Truck Tires and Life Guards).

Agency: Arthur Kudner, Inc.

Origination: New York and Chicago. (Before March 24, 1939, New York, Chicago and Kansas City).

Air Time: Monday through Friday, 1:15 to 1:30 p.m.

Network: NBC Red and Blue; 32 stations (before March 24, 1939, 46 stations).

Production: Handled by the agency.

Script Writers: Don Goddard, Phil Evans

NETWORK COMMERCIALS—Continued

and Robert S. Clough (last-named to March 24, 1939).
Talent: Commentators: Don Goddard, New York; Phil Evans, Chicago; Robert S. Clough, Kansas City (off since March 24, 1939).
Agency Director: Ed Krug.
Length of Run: Started Sept. 26, 1938.

Bert Gordon

(See "Eddie Cantor's Camel Caravan")

Dorothy Gordon—The Children's Corner

Sponsor: The Wheatena Corp.
Agency: C. M. Rohrbaugh Co. (Formerly Rohrbaugh & Gibson).
Origination: Philadelphia.
Air Time: Monday, Wednesday and Friday, 5:45 to 6 p.m. (6 stations); 5 to 5:15 p.m. (2 stations); 9:30 to 9:45 p.m. (2 stations); 6:15 to 6:30 p.m. (2 stations).
Network: Mutual; 12 stations.
Script Writer: Dorothy Gordon.
Talent: Dorothy Gordon.
Agency Director: C. M. Rohrbaugh.
Announcer: Henry Morgan.
Length of Run: Dec. 16, 1938, to March 17, 1939.

Gordon Bakeries

(See "The Lone Ranger")

Gospel Broadcasting Assn.

(See "Old Fashioned Revival")

Gospel Singer, The

Sponsor: Procter & Gamble (Ivory Soap).
Agency: Compton Advertising, Inc.
Origination: New York.
Air Time: Monday through Friday, 1:45 to 2 p.m.
Network: CBS; 22 stations.
Production: O. Hancock (of CBS).
Talent: Edward MacHugh; William Meeder, organist.
Agency Director: Mary Louise Anglin.
Announcer: Jack Fraser.
Conductor: William Meeder, organist.
Music Arranger: William Meeder.
Length of Run: May 30, 1938, to Nov. 4, 1938.

Gospel Singer, The

Sponsor: Procter & Gamble (Ivory Soap).
Agency: Compton Advertising, Inc.
Origination: New York.

Air Time: Monday through Thursday and Saturday, 9:45 to 10 a.m. (Previous to Nov. 28, 1938, 9:30 to 9:45 a.m.).

Network: NBC Red and Blue; 15 stations (previous to May 27, 1938, Blue only).

Production: James Haupt (of NBC).

Talent: Edward MacHugh; William Meeder, organist.

Agency Director: Mary Louise Anglin.

Announcer: Ralph Edwards.

Conductor: William Meeder, organist.

Music Arranger: William Meeder.

Length of Run: Original contract started July 6, 1936; latest series ran from Nov. 7, 1938, to July 1, 1939.

Ross Graham

(See "Cities Service Concerts")

Grand Central Station

Sponsor: Lambert Pharmacal Co. (Listerine Products, Prophylactic Brushes).

Agency: Lambert & Feasley, Inc.

Origination: New York.

Air Time: Friday, 10 to 10:30 p.m. (Previous to Sept. 20, 1938, Tuesday, 9 to 9:30 p.m.; previous to July 5, 1938, Sundays, 10 to 10:30 p.m.).

Network: CBS; 52 stations.

Production: Paul Munroe (prior to March 17, 1939, Himan Brown).

Script Writers: Various free lance.

Talent: Varies weekly.

Agency Director: Martin Horrell.

Announcer: Melvin Allen.

Length of Run: Original contract started on NBC, Oct. 8, 1937; latest series started on CBS, April 24, 1938.

Red Grange Forecasts & Scores

Sponsor: Pure Oil Co. (Petroleum Products).

Agency: Leo Burnett Co., Inc.

Origination: Chicago.

Air Time: Thursday and Saturday, 6 to 6:15 p.m.

Network: CBS; 11 stations.

Production: Handled by the agency.

Talent: Red Grange (forecasts Thursdays, scores Saturdays).

Agency Director: Strother Cary.

Announcer: Vincent Pelletier.

Length of Run: Sept. 22, 1938, to Nov. 26, 1938.

Cary Grant

(See "The Circle")

Peter Grant

(See "Front Page Parade")

NETWORK COMMERCIALS—Continued

Glen Gray Orchestra

(See "Burns & Allen" for Grape Nuts)

Johnny Green Orchestra

(See "Breezing Along")

(See "Johnny Presents")

Green Hornet, The

Sponsor: Local sponsors.

Agency: Various.

Origination: WXYZ, Detroit.

Air Time: Tuesday and Thursday, half-hour periods at varying times.

Network: Mutual, Michigan Radio Network, Independent Stations.

Script Writer: Fran Striker.

Talent: WXYZ policy prevents listing of cast names.

Announcer: Fielden Farrington.

Length of Run: Started Jan. 31, 1936, on Michigan Radio Network; in Jan., 1937, on Mutual.

Jimmy Grier Orchestra

(See "Park Avenue Penners")

Griffin Mfg. Co.

(See "Time to Shine")

Arnold Grimm's Daughter

Sponsor: General Mills, Inc. (Softasilk).

Agency: Blackett-Sample-Hummert, Inc.

Origination: Chicago.

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

Network: NBC Red and Blue; 29 stations.

Production: Edwin H. Morse.

Script Writer: Margaret Sangster.

Talent: Betty Lou Gerson (Constance Grimm); Don Merrifield (Arnold Grimm); Jeanne Juvelier (Madame Babette); Mento Everitt (Judy); Butler Manville (Mr. Tweedy); Verne Smith (Bill Hartley); Florence Ravenal (Mrs. Sniffen).

Agency Director: David Owen.

Announcer: Don Dowd.

Length of Run: Started July 5, 1937 on CBS; above series started May 30, 1938, on NBC.

Grouch Club, The

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

Agency: Blackett-Sample-Hummert, Inc.

Origination: Hollywood.

Air Time: Sunday, 6:30 to 7 p.m. (repeat

from 9:15 to 9:45 p.m.). (Prior to April 16, 1939, Tuesday, 9:30 to 10 p.m., PST, with no repeat).

Network: NBC Red, 34 stations (prior to April 16, 1939, CBS, 7 stations plus KFWB).

Production: Owen Crump.

Script Writer: Nat Hiken.

Talent: Jack Lescoulie; Arthur Bryan; Beth Wilson; Charley Lung; Leon Leonard and orchestra.

Agency Director: David Owen.

Announcer: James Berry.

Conductor: Leon Leonard.

Length of Run: Started Oct. 17, 1938, on CBS; shifted to NBC Red, April 16, 1939.

Grove Laboratories, Inc.

(See "Fred Waring & His Pennsylvanians" for Bromo-Quinine)

Edgar Guest

(See "It Can Be Done—with Edgar Guest")

Guiding Light, The

Sponsor: Procter & Gamble (White Naphtha Soap).

Agency: Compton Advertising, Inc.

Origination: Chicago.

Air Time: Monday through Friday, 3:45 to 4 p.m.

Network: NBC Red; 58 stations.

Production: Howard Keegan.

Script Writer: Irna Phillips.

Talent: Arthur Peterson (Dr. Ruthledge); Sara Jane Wells (replaced Mercedes McCambridge) (Mary Ruthledge); Edward Prentiss (Ned Holden); Margaret Fuller (Frederika Lang); Ruth Bailey (Rose Kransky); Mignon Schreiber (Mrs. Kransky); Seymour Young (Jacob Kransky); Gladys Heen (Torchy Reynolds); Frank Behrens (Rev. Tom Bannion); Henrietta Tedro (Ellen).

Agency Director: John Taylor.

Announcer: Fort Pearson.

Length of Run: Started Jan. 25, 1937.

Gulden Serenaders

Sponsor: Charles Gulden, Inc. (Mustard).

Agency: Charles W. Hoyt Co., Inc.

Origination: New York.

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

Network: NBC Blue; 6 stations.

Production: Frank Chase, Richard Pratt (of the agency).

Talent: The Three Jesters (Red Latham, Wamp Carlson, Guy Bonham); Peg La Centra; Johnny Gart.

NETWORK COMMERCIALS—Continued

Agency Director: Richard Pratt.
Announcer: Hjerluff Provensen.
Length of Run: Oct. 5, 1938, to April 28, 1939.

Gulf Oil Corp.

(See "Phil Baker")
(See "Hollywood Guild")
(See "Passing Parade")

H

Gustav Haenschen Orchestra

(See "Saturday Night Serenade")
(See "The Song Shop")

Dr. Harry Hagen

(See "True or False")

Jack Haley

(See "Wonder Show—Jack Haley")

Dan Harding's Wife

Sponsor: National Biscuit Co. (Biscuits, Shredded Wheat).
Agency: McCann-Erickson, Inc. (Federal Advertising Agency, Inc., June to Sept., 1938, only).
Origination: Chicago.
Air Time: Monday through Friday, 12 noon to 12:15 p.m. (Before April 25, 1938, 9:45 to 10 a.m.).
Network: NBC Red; 13 stations.
Production: Clinton Stanley.
Script Writer: Ken Robinson.
Talent: Isabel Randolph (Mrs. Harding); Merrill Fugit (Dan Harding); Loretta Poynton (Rhoda); Betty Winkler; Pat Murphy; Hugh Rowlands; Herbert Butterfield; Maria Wood; Herbert Nelson; Gladys Heeninn.
Agency Director: Stuart D. Ludlum.
Announcer: Les Griffith.
Length of Run: Jan. 3, 1938, to Sept. 30, 1938.

Phil Harris Orchestra

(See "Jell-O Program Starring Jack Benny")

David Harum

Sponsor: B. T. Babbitt, Inc. (Bab-O Cleanser).
Agency: Blackett-Sample-Hummert, Inc.

Origination: New York.
Air Time: Monday through Friday, 11 to 11:15 a.m.
Network: NBC Red; 23 stations.
General Supervisors of Script and Production: Frank and Anne Hummert.
Authors of Original Story Line of Radio Sequel to Book and/or Play: Frank and Anne Hummert.
Dialogue Writer: John DeWitt (Dec. 7, 1936 to date).
Agency Script Editor: Rosser Reeves.
Talent: Wilmer Walter (David Harum); Charme Allen (Aunt Polly); Peggy Allenby (Susan); Vivian Smolen (Myra).
Agency Director: Lester Vail.
Announcer: Ford Bond.
Length of Run: Started Jan. 17, 1936.

Hawaiian Pineapple Co.

(See "Honolulu Bound" for Dole)

Bob Hawk

(See "Name Three")
(See "People's Rally & Fun Quiz")

Hawthorne House

Sponsor: Wesson Oil & Snowdrift Sales Co., Inc.
Agency: Fitzgerald Advertising Agency, Inc.
Origination: San Francisco.
Air Time: Monday, 9 to 9:30 p.m. (Previous to April 25, 1938, Wednesday, 8 to 8:30 p.m.).
Network: NBC Red; 7 stations (previous to March 27, 1938, 5 stations).
Script Writers: Ted Maxwell; Roy M. Schwarz, of the agency, writes the dramatized commercials.
Talent: Pearl King Tanner (Mary Sherwood); Montgomery Mohn (Mel Sherwood); Bobbe Deane (Marietta Sherwood); Eddie Firestone, Jr. (Billy Sherwood); Ted Maxwell (Chick Morgan); Bert Horton (Duke Callaway); Don Dudley (Jerry Tremaine); Natalie Park (Lois Tremaine); others.
Agency Director: Joe L. Killeen.
Announcer: NBC staff announcer.
Length of Run: Started Oct. 28, 1935.

Sam Hayes

(See "The People's Vote")

Headlines

Sponsor: Locally sponsored.
Agency: Redfield-Johnstone, Inc.

NETWORK COMMERCIALS—Continued

Origination: New York.
Air Time: Tuesday and Thursday, 7:30 to 7:45 p.m.
Network: Mutual; 3 stations (balance of network sustaining).
Production: Ernest Chappell (of Rocke Productions, Inc.).
Script Writer: Ernest Chappell.
Talent: Dramatic cast changes weekly.
Agency Director: Ernest Chappell (for the agency).
Announcers: Local announcers.
Length of Run: Dec. 14, 1937, to June 9, 1938.

Captain Tim Healy's Stamp Club

Sponsor: Kellogg Co. (Pep).
Agency: N. W. Ayer & Son, Inc.
Origination: New York.
Air Time: Monday, Wednesday and Friday, 6:45 to 7 p.m. (repeat from 7:30 to 7:45 p.m.).
Network: Mutual; 2 stations.
Production: Bradford Browne (of the agency).
Script Writers: Wallace Acton, Billy Barr, Charles Speer.
Talent: Capt. Tim Healy; Burford Hampton; Jerry Macy; Henry Burbig; Gene Leonard; Alan Devitt; Roland Winters; Charles Webster; others.
Agency Director: Bradford Browne.
Announcer: Henry Morgan.
Length of Run: Sept. 12 to Dec. 9, 1938.

Gabriel Heatter

(See "Gabriel Heatter")
(See "We, The People")

Gabriel Heatter

Sponsor: The Barbasol Co. (Shave Cream), R. B. Semler, Inc. (Kreml).
Agency: Erwin, Wasey & Co.
Origination: New York.
Air Time: Sunday and Tuesday, 9:45 to 10 p.m.
Network: Mutual; 2 stations.
Production: Handled by the agency.
Script Writer: Gabriel Heatter.
Talent: Gabriel Heatter.
Agency Director: John Shultz.
Announcer: Alois Havrilla.
Length of Run: Oct. 2, 1938, to Dec. 27, 1938. (Became a local show, over WOR, N. Y., Jan. 2, 1939).

Horace Heidt & His Brigadiers

Sponsor: Stewart-Warner Corp. (Alemite, Radios, Refrigerators).
Agency: Hays MacFarland & Co.

Origination: New York.
Air Time: Sunday, 10 to 10:30 p.m.
Network: NBC Red; 31 stations.
Production: Handled by NBC.
Script Writers: Horace Heidt and staff.
Talent: Horace Heidt and orchestra; Lyseth Hughes; Alvino Rey; Larry Cotton; Yvonne King; The Four Kings; The Three Trumpeters; Jerry Bowne; Bob McCoy.
Agency Director: Evelyn Stark.
Announcers: Howard Claney, Ben Grauer, Lyle Van.
Conductor: Horace Heidt.
Length of Run: Dec. 28, 1937, to Dec. 25, 1938.

Hello Peggy

Sponsor: The Drackett Co. (Drano and Windex).
Agency: Ralph H. Jones Co.
Origination: New York.
Air Time: Wednesday and Friday, 11:30 to 11:45 a.m. (Previous to June 1, 1938, 11:45 a.m. to 12 noon).
Network: NBC Red; 20 stations.
Production: Charles Warburton.
Script Writer: George Sparling.
Talent: Eunice Howard (Peggy); Alan Bunce (Ted); Jackie Kelk (Speedy); Lawson Zerbe (Windy).
Agency Director: Charles J. Coward.
Announcer: Clyde Kittell.
Length of Run: Aug. 4, 1937, to July 29, 1938.

Her Honor, Nancy James

Sponsor: International Cellucoiton Products Co. (Kleenex).
Agency: Lord & Thomas.
Origination: New York.
Air Time: Monday through Friday, 12:15 to 12:30 p.m.
Network: CBS; 41 stations.
Production: Handled by Wolf Associates, Inc.
Script Writers: David Victor, Herbert Little, Jr.
Talent: Barbara Weeks (Her Honor, Nancy James); Ned Weaver (Anthony Hale); Alice Reinheart (Carrie Dean); Joseph Curtin (Richard Wharton); Chester Stratton (Stan Adamic).
Agency Director: Basil Loughrane.
Announcer: Frank Gallop.
Length of Run: Started Oct. 3, 1938.

Captain Herne

Sponsor: Axton-Fisher Tobacco Co., Inc.
Agency: McCann-Erickson, Inc.
Origination: WGN, Chicago.

NETWORK COMMERCIALS—Continued

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

Network: Mutual; 3 stations.

Talent: Captain Herne, commentator.

Announcers: Staff announcers.

Length of Run: Started May 6, 1939.

Jean Hersholt

(See "Dr. Christian")

Hildegarde

(See "Raymond Paige, 99 Men and a Girl")

Edwin C. Hill

(See "Human Side of the News")

(See "Stop, Look and Listen with Edwin C. Hill")

Harriet Hilliard

(See "Baker's Broadcast")

Hilltop House

Sponsor: Colgate-Palmolive-Peet (Palmolive Soap).

Agency: Benton & Bowles, Inc.

Origination: New York.

Air Time: Monday through Friday, 10:30 to 10:45 a.m. (Previous to April 22, 1938, 5:45 to 6 p.m.) (repeat from 4:30 to 4:45 p.m.).

Network: CBS; 57 stations.

Production: Handled by the agency.

Script Writers: Adelaide Marstone (previously Addy Richton, Lynn Stone).

Talent: Bess Johnson (Bess Johnson); Jackie Kelk (Marny); Laddie Seaman (Buzz); Gee Gee James (Tulip); Carleton Young (Dr. Robbie); Janice Gilbert (Jean); Jimmy Donnelly (Jerry); Irene Hubbard (Thelma Gidley); John Moore (David Barton); Alfred Swenson (Paul Hutchinson).

Agency Directors: Carlo de Angelo; Ed Mead.

Announcer: Frank Gallop.

Conductor: Abe Goldman, organist.

Length of Run: Started Nov. 1, 1937.

Richard Humber Orchestra

(See "Monday Night Show")

Hobby Lobby

Sponsor: The Fels Co. (Fels Naphtha Soap Chips).

Agency: Young & Rubicam, Inc.

Origination: New York.

Air Time: Wednesday, 8:30 to 9 p.m.

Network: NBC Blue; 43 stations.

Production: Handled by the agency.

Script Writers: Dave Elman, Jerry Rice.

Talent: Dave Elman; Harry Salter's orchestra; guests.

Agency Director: Joseph Hill.

Announcer: Alan Kent.

Conductor: Harry Salter.

Length of Run: Oct. 5, 1938; closing date contemplated at press time was Sept. 27, 1939.

Hobby Lobby

Sponsor: General Foods Corp. (Jell-O).

Agency: Young & Rubicam, Inc.

Origination: New York.

Air Time: Sunday, 7 to 7:30 p.m. (repeat from 11:30 p.m. to 12 midnight).

Network: NBC Red; 74 stations.

Production: Bob Welch (of the agency).

Script Writers: Dave Elman, Jerry Rice.

Talent: Dave Elman; Harry Salter's orchestra; Ray Morton; Harry von Zell; guests.

Agency Director: Bob Welch.

Announcer: Harry von Zell.

Conductor: Harry Salter.

Length of Run: July 3, 1938 to Sept. 25, 1938 (replaced Jell-O Program Starring Jack Benny for the summer).

Carl Hoff Orchestra

(See "Watch the Fun Go By")

(See "Al Pearce and His Gang")

Portland Hoffa

(See "Town Hall Tonight")

Carl Hohengarten's Orchestra

(See "Just Entertainment")

(See "The Laugh Liner")

Hollywood Guild

Sponsor: Gulf Oil Corp.

Agency: Young & Rubicam, Inc.

Origination: Hollywood.

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

Network: CBS; 61 stations.

Production: Adrian Samish, Tom Lewis (of the agency).

Script Writers: Austin Peterson, Jess Oppenheimer, Charles Tazewell, Sam Kurtzman.

Talent: George Murphy, m.c.; stars of stage and screen; Oscar Bradley's orchestra.

Agency Directors: Tom Lewis, Adrian Samish.

NETWORK COMMERCIALS—Continued

Announcer: John Conte.
Conductor: Oscar Bradley.
Music Arranger: Earl Lawrence.
Length of Run: Jan. 8, 1939, to June 4, 1939.

Hollywood Hotel

Sponsor: Campbell Soup Co.
Agency: Ward Wheelock Co.
Origination: Hollywood.
Air Time: Friday, 9 to 10 p.m.
Network: CBS; 52 stations.
Production: Brewster Morgan (of CBS).
Script Writers: Brewster Morgan, John McClain.

Talent: William Powell, m.c. (replaced Herbert Marshall Oct. 21, 1938); Frances Langford; Jean Sablon; Victor Young's orchestra; guests.

Agency Director: Diana Bourbon.

Announcer: Ken Niles.

Conductor: Victor Young.

Length of Run: Original contract started Oct. 5, 1934; above program started Sept. 9, 1938, replacing Ken Murray & Oswald, and ended Dec. 2, 1938. (Replaced by Campbell Playhouse.)

Hollywood Newsgirl

Sponsor: Aurora Laboratories, Inc. (Clear-Again).

Agency: Erwin, Wasey & Co.

Origination: New York.

Air Time: Monday, Wednesday and Friday, 1:15 to 1:30 p.m.

Network: Mutual; 9 stations.

Production: Handled by the agency.

Script Writer: Stella Unger.

Talent: Stella Unger.

Agency Director: Gager Wasey.

Announcer: John Shultz.

Length of Run: Jan. 9 to Feb. 17, 1939.

Hollywood Newsgirl

Sponsor: Lydia Pinkham Medicine Co.

Agency: Erwin, Wasey & Co.

Origination: New York.

Air Time: Monday, Wednesday and Friday, 1:45 to 2 p.m.

Network: Mutual; 10 stations.

Production: Handled by the agency.

Script Writer: Stella Unger.

Talent: Stella Unger.

Agency Director: Gager Wasey.

Announcer: John Shultz.

Length of Run: June 27 to Sept. 2, 1938.

Hollywood Screenscoops

Sponsor: P. Lorillard & Co. (Old Gold).

Agency: Lennen & Mitchell, Inc.

Origination: Hollywood.

Air Time: Tuesday and Thursday, 7:15 to 7:30 p.m. (repeat from 11:15 to 11:30 p.m.).

Network: CBS; 62 stations.

Production: Jay Clark (of the agency).

Script Writer: George McCall.

Talent: George McCall; Grace Stafford; Bernard Phillips, and variable cast.

Agency Director: Mann Holiner.

Announcer: Wendall Niles.

Length of Run: Nov. 16, 1937, to Nov. 10, 1938.

Lou Holtz

(See "Monday Night Show")

Honolulu Bound

Sponsor: Hawaiian Pineapple Co. (Dole Pineapple Jems, Pineapple Juice).

Agency: Young & Rubicam, Inc.

Origination: New York.

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

Network: CBS; 62 stations.

Script Writers: Mac Benoss, Howard Harris, David Schwartz, Douglas McCoy.

Talent: Phil Baker; Andrews Sisters (La Verne, Patty, Maxine); Harry McNaughton (Beetle); Ward Wilson (Beetle); Elise Cooper; Harry Salter's orchestra (replaced Eddie De Lange, April 15, 1939).

Agency Director: Jack Van Nostrand.

Announcer: Harry von Zell.

Conductor: Harry Salter (previously Eddie De Lange).

Length of Run: Started Jan. 14, 1939.

Bob Hope

(See "Pepsodent Program Starring Bob Hope")

Edna Wallace Hopper

(See "The Romance of Helen Trent")

George A. Hormel & Co.

(See "It Happened in Hollywood")

Billy House

(See "The Laugh Liner")

Houseboat Hannah

Sponsor: Procter & Gamble (Lava Soap).

Agency: Blackett-Sample-Hummert, Inc.

NETWORK COMMERCIALS—Continued

Origination: Chicago.
Air Time: Monday through Friday, 10:45 to 11 a.m. (NBC Blue); 5 to 5:15 p.m. (NBC Red).
Network: NBC Blue (12 stations); NBC Red (17 stations).
Production: Alan Wallace.
Script Writer: Irving Vendig.
Talent: Doris Rich (Hannah); Norman Gottschalk (Dan); William Rose (Shamus); Edwin Love (Kevin); Jean MacDonald (Rosie); Michael Romano (Joe Mosey); Jim Andelin (Clem); Gene Byron (Ellen); Mora Martin (Mrs. Krupnick); Frank Dane (Andy Kruper); Earl George (Tony Pasquale).
Agency Director: Henry Selinger.
Announcer: Eugene Baker.
Length of Run: Started Sept. 26, 1938.

Household Finance Corp.

(See "It Can Be Done—with Edgar Guest")

Tom Howard

(See "Model Minstrels")

John B. Hughes

(See "News, Views and Sport Reviews by Hughes")

Hughesreel

Sponsor: The Borden Co.
Agency: Young & Rubicam, Inc.
Origination: San Francisco.
Air Time: Monday through Friday, 4:30 to 4:45 p.m.
Network: NBC Red; 32 stations.
Script Writer: Rush Hughes.
Talent: Rush Hughes, commentator.
Agency Director: Charles Flesher.
Announcer: Dresser Dahlstead.
Length of Run: Jan. 31, 1938, to July 29, 1938.

Budd Hulick

(See "Johnny Presents 'What's My Name?'")

(See "Johnny Presents 'Where Are We?'")

Human Side of the News

Sponsor: Campbell Soup Co. (Tomato Juice).
Agency: Ward Wheelock Co.
Origination: New York.
Air Time: Monday and Wednesday, 7:15 to 7:30 p.m. (repeat from 11:15 to 11:30 p.m.).

Network: NBC Red; 39 stations.
Script Writer: Edwin C. Hill.
Talent: Edwin C. Hill, commentator.
Agency Director: Diana Bourbon.
Announcer: Ernest Chappell.
Length of Run: Sept. 26, 1938, to March 22, 1939.

Human Side of the News, The

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

Ted Husing

(See "Monday Night Show")

Hymns of All Churches

Sponsor: General Mills, Inc. (Gold Medal Kitchen-Tested Flour, Softasilk Cake Flour, Bisquick).
Agency: Knox Reeves Advertising, Inc.
Origination: Chicago.
Air Time: Monday, Tuesday and Thursday, 2:45 to 3 p.m.
Network: NBC Red and Blue; 29 stations.
Production: Fred Jacky.
Talent: Joe Emerson and choir; Betty Pietsch; Edna Thompson; Kenneth Stevens; Russell Pyle; John Naher; Jack Law; Harriet Brewer Nelson; Friedel Schlipfert; Betty Houston Herlocker; Paul Nettinga; Robert Speaker; Kenneth Morrow.
Agency Director: Lloyd Griffin.
Announcer: Pierre Andre.
Conductor: Fred Jacky (choir), William Sumner (organ).
Length of Run: May 30, 1938, to May 26, 1939.

I

I Love a Mystery

Sponsor: Standard Brands, Inc. (Fleischmann's Foil Yeast).
Agency: J. Walter Thompson Co.
Origination: Hollywood.
Air Time: Monday through Friday, 2:15 to 2:30 p.m., PSDT (3:15 to 3:30 p.m. during Standard Time).
Network: NBC Red; 5 stations.
Script Writer: Carlton E. Morse.

NETWORK COMMERCIALS—Continued

Talent: J. Anthony Smythe; Minetta Ellen; Page Gilman; Michael Raffetto; Kathleen Wilson; others.
Length of Run: Started Jan. 16, 1939.
Adams; John Kiernan; Oscar Levant; guests.
Agency Director: Wilfred S. King.
Announcer: Milton Cross.
Length of Run: Started Nov. 15, 1938.

I Want a Divorce

Sponsor: Sussman Wormser & Co. (S. & W. Fine Foods).
Agency: Emil Brisacher and staff.
Origination: San Francisco.
Air Time: Friday, 8 to 8:15 p.m., PST.
Network: CBS; 8 stations.
Production: Bill Lawrence, Van Fleming.
Script Writers: Peter B. Kyne, Hugh Wiley, Donald Henderson, Van Fleming, Rex Rivers, Elsie Robinson.
Talent: Virginia Gordon; John Deering; dramatic cast.
Agency Directors: Emil Brisacher, Walton Purdom, Weston Settlemer.
Conductor: Van Fleming.
Length of Run: Started Oct. 16, 1938.

I Want a Divorce

Sponsor: Sussman Wormser & Co. (S. & W. Fine Foods).
Agency: Emil Brisacher and staff.
Origination: San Francisco.
Air Time: Friday, 8:15 to 8:30 p.m., PST. (Before May 5, 1939, Thursday, 9:15 to 9:30 p.m.; before Jan. 8, 1939, Sunday, 8:15 to 8:30 p.m.; before Jan. 16, 1938, Sunday, 8:15 to 8:30 p.m. and Thursday, 9:15 to 9:30 p.m.; before Dec. 5, 1937, Sunday, 8:15 to 8:30 p.m. and Wednesday, 9:15 to 9:30 p.m.).
Network: NBC Red; 9 stations.
Script Writers: Peter B. Kyne, Hugh Wiley, Donald Henderson, Van Fleming, Rex Rivers, Elsie Robinson.
Talent: Vicki Vola; Lou Tobin, dramatic cast.
Agency Directors: Emil Brisacher, Walton Purdom, Weston Settlemer.
Announcers: Archie Presby, Hal Gibney.
Conductor: Van Fleming.
Length of Run: Started Oct. 17, 1937 (Sunday), Oct. 20, 1937 (Wednesday); became once-a-week show on Jan. 16, 1938, and ended Oct. 9, 1938.

Information, Please

Sponsor: Canada Dry Ginger Ale Co., Inc.
Agency: J. M. Mathes, Inc.
Origination: New York.
Air Time: Tuesday, 8:30 to 9 p.m.
Network: NBC Blue; 54 stations, plus transcriptions.
Production: Dan Golenpaul (owner of the program).
Talent: Clifton Fadiman, m.c.; Franklin P.

Inside of Sports

Sponsor: Bayuk Cigars, Inc.
Agency: Ivey & Ellington, Inc.
Origination: Hollywood.
Air Time: Monday through Saturday (Mon. to Fri., 7:45 to 8 p.m., 1 station); (Mon. to Sat., 7:45 to 8 p.m., 2 stations); (Tues., Thurs. and Sat., 7:45 to 8 p.m., 6 stations); (Tues., Thurs. and Sat., 10:15 to 10:30 p.m., 4 stations); (Mon., Wed. and Fri., 7:30 to 7:45 p.m., 4 stations).
Script Writer: Sam Balter.
Talent: Sam Balter (Jack Stevens on Mon., Wed. and Fri., 7:30 to 7:45 p.m.).
Length of Run: Started June 14, 1938.

Inside Story, The

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

Interesting Neighbors

Sponsor: F. W. Fitch Co. (Fitch Shampoo).
Agency: L. W. Ramsey Co.
Origination: Chicago and various other points.
Air Time: Sunday, 7:30 to 8 p.m. (Before Jan. 9, 1938, Saturday, 11:45 a.m. to 12 noon).
Network: NBC Red; 39 stations.
Production: G. E. Bischoff.
Talent: Jerry Belcher; Dean Fossler, organist; Roy Shield's orchestra; guests.
Agency Director: E. G. Naeckel.
Announcer: Fort Pearson.
Conductor: Roy Shield.
Length of Run: Sept. 26, 1937, to Aug. 28, 1938. (Replaced by Fitch Band Wagon).

NETWORK COMMERCIALS—Continued

Internat. Cellucotton Products Co.

(See "Her Honor, Nancy James" for Kleenex)

International Shoe Co.

(See "It's a Fact")

International Silver Co.

(See "The Silver Theatre")

Ironized Yeast Co.

(See "Good Will Hour")

It Can Be Done (with Edgar Guest)

Sponsor: Household Finance Corp. (Personal Loan Service).

Agency: Batten, Barton, Durstine & Osborn, Origination: Chicago.

Air Time: Wednesday, 10 to 10:30 p.m. (Previous to June 7, 1939, 10:30 to 11 p.m.).

Network: CBS; 28 stations.

Production: Handled by agency.

Script Writer: Edgar Guest.

Talent: Edgar Guest; Marion Francis; Frankie Masters' orchestra; dramatic cast.

Agency Director: Harry Klein.

Announcer: Vincent Pelletier.

Conductor: Frankie Masters.

Length of Run: Original contract started Jan. 6, 1931 on NBC; above program started April 6, 1938, on CBS, and ended June 28, 1939.

It Happened in Hollywood

Sponsor: George A. Hormel & Co.
Agency: Batten, Barton, Durstine & Osborn, Inc.

Origination: Hollywood.

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

Network: CBS; 24 stations.

Production: Jack Smalley.

Script Writer: Dane Lussier.

Talent: Eddie Dunstedter and orchestra; Martha Mears; John Conti; others.

Agency Director: Wayne Tiss.

Announcer: John Hiestand.

Length of Run: Started April 3, 1939.

It's a Fact

Sponsor: International Shoe Co.

Agency: Long Advertising Service.

Origination: San Francisco.

Air Time: Sunday, 2:45 to 3 p.m.

Network: NBC Red; 2 stations.

Production: John Ribbe.

Script Writer: Curtis W. Roberts (of the agency).

Talent: Ira Blue and Paul Carson.

Agency Director: Curtis W. Roberts.

Announcer: Cliff Engel.

Length of Run: May 22, to Nov. 20, 1938.

J

Jell-O Program, Starring Jack Benny

Sponsor: General Foods Corp. (Jell-O).

Agency: Young & Rubicam, Inc.

Origination: Hollywood.

Air Time: Sunday, 7 to 7:30 p.m. (repeat from 11:30 p.m. to 12 midnight).

Network: NBC Red; 110 stations.

Production: Murray Bolen (of the agency).

Script Writers: Bill Morrow, Ed Beloin.

Talent: Jack Benny; Mary Livingstone; Kenny Baker; Andy Devine; Eddie Anderson (Rochester); Don Wilson; Phil Harris' orchestra.

Agency Director: Murray Bolen.

Announcer: Don Wilson.

Conductor: Phil Harris.

Length of Run: Started Oct. 14, 1934. (Replaced from June 26 to Sept. 25, 1938, by Hobby Lobby). (Replaced June 25, 1939, by the Aldrich Family).

Andrew Jergens Co.

(See "Jergens Journal—Walter Winchell")

(See "Win Your Lady" for Woodbury)

(See "Winchell Column Quiz")

Jergens Journal (Walter Winchell)

Sponsor: Andrew Jergens Co. (Jergens' Lotion).

Agency: Lennen & Mitchell, Inc.

Origination: Hollywood and New York.

Air Time: Sunday, 9:30 to 9:45 p.m. (repeat from 11 to 11:15 p.m.).

Network: NBC Blue; 62 stations.

Production: Blayne Butcher.

Script Writer: Walter Winchell.

Talent: Walter Winchell.

Agency Director: Blayne Butcher.

Announcer: Ben Grauer.

Length of Run: Started Dec. 4, 1932. (Replaced for summer of 1938 from July 3 to July 31, by Winchell Column Quiz). (Replaced during summer of 1939 by Edwin C. Hill, beginning July 9).

Jergens-Woodbury Sales Corp.

(See "Woodbury's Hollywood Playhouse")

NETWORK COMMERCIALS—Continued

George Jessel

(See "For Men Only")
(See "Thirty Minutes in Hollywood")

Johnny Presents

Sponsor: Philip Morris & Co., Ltd. (Philip Morris Cigarettes).

Agency: The Biow Co., Inc.

Origination: WABC Playhouse No. 2, New York.

Air Time: Friday, 8:30 to 9 p.m. (Repeat from 11:30 to 12 midnight). (Previous to June 30, 1939, Saturday, 8 to 8:30 p.m., with repeat unchanged).

Network: CBS; 49 stations.

Production: Miss R. Schuebel (of the agency).

Script Writers: Milton Biow, Max Marcin.

Talent: Johnny Roventini; Genevieve Rowe; Ray Bloch's Swing Fourteen; Beverly (Freeland); Floyd Sherman; Glenn Cross; Three Harmonics (Beverly and Jude Freeland, Helen Jackson); Jack Johnstone's dramatizations (previously Charles Martin); Frances Adair; Johnny Green's orchestra (replaced Russ Morgan, Jan. 28, 1939).

Agency Director: Miss R. Schuebel.

Announcer: Charles O'Connor.

Conductor: Johnny Green (previously Russ Morgan).

Length of Run: Started Feb. 13, 1937.

Johnny Presents

Sponsor: Philip Morris & Co., Ltd. (Philip Morris Cigarettes).

Agency: The Biow Co., Inc.

Origination: New York.

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

Network: NBC Red; 59 stations.

Production: Miss R. Schuebel (of the agency), Lester O'Keefe (of NBC).

Script Writers: Milton H. Biow, Max Marcin.

Talent: Johnny Roventini; Beverly (Freeland); Ray Bloch's Swing Fourteen; Genevieve Rowe; Floyd Sherman; Glenn Cross; Three Harmonics (Beverly and Jude Freeland, Helen Jackson); Frances Adair; Johnny Green's orchestra (replaced Russ Morgan, Jan. 31, 1939); special feature: The Perfect Crime, conceived by Max Marcin, which replaced The Tale of the Tune, Nov. 22, 1938.

Agency Director: Miss R. Schuebel.

Announcer: Charles O'Connor.

Conductor: Johnny Green (previously Russ Morgan).

Length of Run: Started April 17, 1933; latest series runs from Jan. 31, 1939, to Jan. 23, 1940.

Johnny Presents "What's My Name?"

Sponsor: Philip Morris & Co., Ltd. (Philip Morris Cigarettes).

Agency: The Biow Co., Inc.

Origination: New York.

Air Time: Friday, 8 to 8:30 p.m.

Network: Mutual; 3 stations.

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

Script Writers: Joe A. Cross, Ed A. Byron.

Talent: Johnny Roventini; Budd Hulick; Arlene Francis; Ray Bloch's orchestra.

Agency Director: Miss R. Schuebel.

Announcer: Charles O'Connor.

Conductor: Ray Bloch.

Length of Run: March 25, 1938 to March 17, 1939. (Replaced by Where Are We?)

Johnny Presents "Where Are We?"

Sponsor: Philip Morris & Co., Ltd. (Philip Morris Cigarettes).

Agency: The Biow Co., Inc.

Origination: New York.

Air Time: Friday, 8 to 8:30 p.m.

Network: Mutual; 3 stations.

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

Script Writer: Max Marcin.

Talent: Johnny Roventini; Budd Hulick; Shirley Booth (replaced June Walker, March 31, 1939); Charles Cantor.

Agency Director: Miss R. Schuebel.

Announcer: Charles O'Connor.

Length of Run: March 24, 1939, to May 12, 1939. (Replaced by Brezing Along).

John's Other Wife

Sponsor: A. S. Boyle Co. for Old English No-Rubbing Floor Wax (Monday, Tuesday and Wednesday), BiSoDol (Thursday and Friday).

Agency: Blackett-Sample-Hummert, Inc.

Origination: New York.

Air Time: Monday through Friday, 10:15 to 10:30 a.m.

Network: NBC Red; 38 stations.

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

Authors of Title and Original Story: Frank and Anne Hummert.

Dialogue Writers: Doris Halman (Jan. 3, 1938, to Feb. 12, 1939), Jerry Cady (Feb. 13, 1939 to date).

Agency Script Editor: Lloyd Rosenmond.

Talent: William Post, Jr. (John Perry);

Adele Ronson (Elizabeth Perry); Elaine Kent (Carlie Prince).

Agency Director: Lester Vail.

Announcer: Hjerluf Povrnsen.

Conductor: Stanley Davis (theme).

Length of Run: Started Sept. 14, 1936.

NETWORK COMMERCIALS—Continued

Edward Johnson

(See "Metropolitan Opera Auditions of the Air")

Parks Johnson

(See "Radio Newsreel")
(See "Vox Pop")

S. C. Johnson & Son, Inc.

(See "Attorney-at-Law" for Johnson's Wax)
(See "Fibber McGee & Co." for Glo-Coat, Johnson's Wax, Auto Cleaner and Polish)

Johnson, Carvell & Murphy

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

Johnson Family, The

Sponsor: Ramsdell, Inc.
Agency: William Irving Hamilton, Inc.
Origination: New York.
Air Time: Monday through Friday, 6:45 to 7 p.m.
Network: Mutual; 2 stations.
Talent: Jimmy Scribner (plays all roles).
Announcer: Tom Slater.
Length of Run: Started April 17, 1939.

Al Jolson

(See "Tuesday Night Party")

Lorenzo Jones

Sponsor: Chas. H. Phillips Chemical Co. (Phillips' Magnesia Toothpaste, Milk of Magnesia Tablets).
Agency: Blackett-Sample-Hummert, Inc.
Origination: New York.
Air Time: Monday through Friday, 11:15 to 11:30 a.m.
Network: NBC Red; 23 stations.
General Supervisors of Script and Production: Frank and Anne Hummert.
Authors of Title and Original Story: Frank and Anne Hummert.
Dialogue Writers: Mr. and Mrs. Ted Ferro (April 29, 1937 to Sept. 23, 1938), Sue White (Sept. 26, 1938, to Oct. 13, 1938), Kay Semour (Oct. 14, 1938, to Nov. 25, 1938), Sue White (Nov. 28, 1938, to March 15, 1939), Jerry Cady (March 16, 1939, to date).
Agency Script Editor: Charles Christoph.
Talent: Karl Swenson (Lorenzo Jones); Betty Garde (Belle Jones), and dramatic cast.

Agency Director: Norman Sweetser.
Announcer: Don Lowe.
Conductor: Ann Leaf, organist (theme).
Length of Run: Started April 26, 1937.

Joyce Jordan—Girl Interne

Sponsor: McKesson & Robbins, Inc. (Calox Tooth Powder, Solid Albolene, Soretone).
Agency: Bowman & Columbia, Inc.
Origination: New York.
Air Time: Monday through Friday, 9:30 to 9:45 a.m.
Network: CBS; 10 stations.
Production: Himan Brown.
Script Writer: Julian Funt.
Talent: Elspeth Eric (Joyce Jordan); Erik Rolf (Dr. Hans Simon); George Couloris (Neil Reynolds); Michael Fitzmaurice (David Morgan).
Agency Director: Himan Brown (for the agency).
Announcer: Len Sterling.
Length of Run: May 30, 1938, to May 26, 1939; returned July 3, 1939, sponsored by General Foods thrice-weekly, and sustaining twice-weekly.

Journal of Living

(See "Victor H. Lindlahr")

Just Dogs*

Sponsor: Old Trusty Dog Food Co.
Agency: H. B. Humphrey Co.
Origination: Boston.
Air Time: Sunday, 5:15 to 5:30 p.m.
Network: CBS; 3 stations.
Length of Run: Started April 9, 1939.

* This information was not supplied by the agency as the program appeared in CBS records too late for checking.

Just Entertainment

Sponsor: William Wrigley, Jr., Co. (Wrigley Gum).
Agency: Neisser-Meyerhoff, Inc.
Origination: Chicago.
Air Time: Monday through Friday, 7 to 7:15 p.m. (repeat from 11 to 11:15 p.m.).
Network: CBS; 46 stations.
Production: Walter Preston.
Script Writer: Myron Chon.
Talent: Jack Fulton; Andrews Sisters (La Verne, Patty, Maxine); Carl Hohengarten's orchestra.
Agency Director: Nelson Shawn.
Announcer: Don Hancock.
Conductor: Carl Hohengarten.
Length of Run: March 21, 1938 to July 1, 1938.

NETWORK COMMERCIALS—Continued

Just Plain Bill

Sponsor: Anacin (Mon., Tues., Wed.), Koly-nos Toothpaste (Thurs., Fri.).

Agency: Blackett-Sample-Hummert, Inc.

Origination: New York.

Air Time: Monday through Friday, 10:30 to 10:45 a.m.

Network: NBC Red; 44 stations.

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

Authors of Title and Original Story Line: Anne and Frank Hummert.

Dialogue Writers: Robert Andrews (Dec. 7, 1936 to Jan. 12, 1939), David Davidson (Jan. 13, 1939 to Jan. 20, 1939), Robert Andrews (Jan. 21, 1939 to date).

Agency Script Editor: George Nobbs.

Talent: Arthur Hughes (Bill); Ruth Russell (Nancy); James Meighan (Kerry Donovan).

Agency Director: Martha Atwell.

Announcer: Tom Shirley.

Conductor: Hal Brown (theme).

Length of Run: Started as evening show, Sept. 19, 1932; changed to daytime Aug. 14, 1933.

Larry Keating

(See "Professor Puzzlewit")

Kellogg Co.

(See "The Circle" for Corn Flakes)
(See "Captain Tim Healy's Stamp Club" for Pep)

(See "Singing Lady")

(See "Howie Wing" for Corn Flakes)
(See "Don Winslow of the Navy" for Wheat Krispies)

Mark Kelly

(See "Man to Man Sports")

Patsy Kelly

(See "Pepsodent Program Starring Bob Hope")

Hal Kemp Orchestra

(See "Time to Shine")

John B. Kennedy

(See "People's Rally & Fun Quiz")

K

Kaltenborn Comments

Sponsor: General Mills, Inc. (Institutional).

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

Origination: New York.

Air Time: Sunday, 10:30 to 10:45 p.m.

Network: CBS; 24 stations.

Talent: H. V. Kaltenborn, commentator.

Length of run: Jan. 1, 1939, to March 26, 1939.

Alan Kent

(See "Don't You Believe It")

Walter Woolf King

(See "Eddie Cantor's Camel Caravan")

Wayne King Orchestra

(See "Lady Esther Serenade")

Kaltenborn Edits the News

Sponsor: The Pure Oil Co.

Agency: Leo Burnett Co., Inc.

Origination: New York and Chicago.

Air Time: Sunday and Tuesday, 10:30 to 10:45 p.m.

Network: CBS; 38 stations.

Production: R. W. Winsor (of the agency).

Script Writers: R. W. Winsor, Jack O'Kieffe.

Talent: H. V. Kaltenborn, commentator.

Agency Director: R. W. Winsor.

Announcers: Frank Gallop (New York); Ken Ellington (Chicago).

Length of Run: Started April 30, 1939.

Kitty Keene, Inc.

Sponsor: Procter & Gamble (Dreft).

Agency: Blackett-Sample-Hummert, Inc.

Origination: Chicago.

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

Network: NBC Red; 16 stations.

Production: Wyn Orr.

Script Writer: Leston Huntley.

Talent: Gail Henshaw (Kitty Keene); Janet Logan (Jill); Dick Wells (Bob Jones); Beulah Brandon (Hulda); Bill Bouchey (Charles Williams).

Agency Director: Henry Selinger.

Announcer: Jack Brinkley.

Length of Run: Latest series started Sept. 13, 1937.

Milton Kaye Orchestra

(See "James McCormack & Milton Kay's Orchestra")

NETWORK COMMERCIALS—Continued

Knickerbocker Playhouse

Sponsor: Procter & Gamble (Teel and Drene).
Agency: H. W. Kastor & Sons Advertising Co.
Origination: Chicago.
Air Time: Sunday, 10 to 10:30 p.m.
Network: CBS; 59 stations.
Production: George L. Fogle.
Script Writer: Robert Gould, John L. Greene, and free lance writers.
Talent: Elliott Lewis; guest stars.
Agency Director: Robert G. Jennings.
Announcer: Dick Wells.
Conductor: Carl Hohengarten.
Music Arranger: Larry Russell.
Length of Run: Started May 21, 1939.

Knox Gelatine

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

Josef Koestner Orchestra

(See "Ry-Krisp Presents Marion Talley")

Kolynos Toothpaste

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

Andre Kostelanetz Orchestra

(See "Chesterfield Presents")
 (See "Tune-Up Time")

Kraft Music Hall

Sponsor: Kraft-Phenix Cheese Corp. (Cheese, Salad Dressing).
Agency: J. Walter Thompson Co.
Origination: Hollywood.
Air Time: Thursday, 10 to 11 p.m.
Network: NBC Red; 87 stations.
Production: Handled by the agency.
Script Writers: Carrol Carroll for Bing Crosby, plus general dialogue; Duke Attebury for Bob Burns*.
Talent: Bing Crosby; Bob Burns; Music Maids (Denny Wilson, June Clifford, Dotty Messner, Alice Sizer, Virginia Erwin) (replaced Paul Taylor Choristers, Feb. 23, 1939); John Scott Trotter's orchestra; guests.
Announcer: Ken Carpenter.
Conductor: John Scott Trotter.
Length of Run: Original contract started June 26, 1933; new cast with Bing Crosby started Jan. 2, 1936.

*Information not supplied by agency.

Benny Krueger Orchestra

(See "Pick & Pat in Pipe Smoking Time")

Kay Kyser's College of Musical Knowledge

Sponsor: The American Tobacco Co. (Lucky Strike Cigarettes).
Agency: Lord & Thomas.
Origination: New York.
Air Time: Wednesday, 10 to 11 p.m.
Network: NBC Red; 96 stations.
Production: Handled by the agency.
Script Writers: Frank Wilson, Gordon Auchincloss.
Talent: Kay Kyser's orchestra; Virginia Simms; Harry Babbitt; Sully Mason; members of studio audience.
Agency Director: Karl W. Schullinger.
Announcers: Ben Grauer, Basil Ruysdael.
Conductor: Kay Kyser.
Music Arranger: George Dunning.
Length of Run: Started March 30, 1938.

L

Peg La Centra

(See "For Men Only")
 (See "Gulden Serenaders")

Lady Esther Serenade*

Sponsor: Lady Esther, Ltd. (Cosmetics).
Agency: Pedlar & Ryan (since April 17, 1939; previous to Jan. 17, 1939, Lord & Thomas; placed direct in interim).
Origination: New York (Chicago previous to Nov. 11, 1938).
Air Time: Friday, 10 to 10:30 p.m. (Previous to Sept. 2, 1938, Tuesday, 8:30 to 9 p.m.).
Network: NBC Red; 51 stations.
Production: Edgar G. Sisson, Jr.
Talent: Guy Lombardo's orchestra (Wayne King to Oct. 14, 1938).
Agency Director: Edgar G. Sisson, Jr.
Announcer: Kenneth Roberts.
Conductor: Guy Lombardo (previously Wayne King).
Length of Run: Started Sept. 27, 1931.

(*See also "Guy Lombardo and his Orchestra")

Lambert Pharmacal Co.

(See "Grand Central Station")
 (See "True Detective Mysteries")

NETWORK COMMERCIALS—Continued

Lamont Corliss & Co.

(See "Quite By Accident" for Nestle's Everready Cocoa)
(See "Those We Love" for Pond's)
(See "Woman's Magazine of the Air" for Danya Hand Lotion)

Dorothy Lamour

(See "Chase & Sanborn Program")

Lamplighter, The

Sponsor: Local sponsors.
Agency: Network Features, Inc.
Origination: New York.
Air Time: Sunday, 12:30 to 12:45 p.m.
Network: Mutual; 3 stations.
Production: Jeff Sparks.
Script Writers: Jacob Tarshish (program); Leon A. Friedman (commercials).
Talent: Jacob Tarshish, The Lamplighter.
Agency Director: Leon A. Friedman.
Announcer: Jeff Sparks.
Length of Run: Sept. 12, 1938, to Jan. 22, 1939.

Frances Langford

(See "Hollywood Hotel")
(See "Texaco Star Theatre")

Malcolm La Prade

(See "The Man from Cook's")

Jesse Lasky

(See "Gateway to Hollywood")

Laugh Liner, The

Sponsor: William Wrigley, Jr., Co. (Wrigley Doublemint Gum).
Agency: Frances Hooper Advertising Agency.
Origination: Chicago.
Air Time: Sunday, 6:30 to 7 p.m.
Network: CBS; 109 stations.
Production: Robert Hafter.
Script Writers: Sid Zelinka, Arthur Stander (replaced Hugh Wedlock and Howard Snyder, Nov. 9, 1938).
Talent: Billy House; Jack Fulton; Carl Hohengarten's orchestra; Glee Club directed by Bernard Pearlman; guests.
Announcer: Tommy Bartlett.
Conductor: Carl Hohengarten.
Length of Run: July 10, 1938, to Jan. 1, 1939. (Gateway to Hollywood followed this program).

Warden Lewis E. Lawes

(See "Criminal Case Histories with Warden Lewis E. Lawes")

Linda Lee

(See "Believe It or Not")

Thomas Leeming & Co.

(See "Ed Fitzgerald—Informal Chatter")

Lew Lehr

(See "Ben Bernie and All the Lads")

Jack Leonard

(See "Tommy Dorsey's Orchestra")

Letters Home from the New York World's Fair with Ray Perkins, The Westinghouse Postmaster

Sponsor: Westinghouse Electric & Mfg. Co.
Agency: Fuller, Smith & Ross, Inc.
Origination: New York (World's Fair).
Air Time: Sunday, 5:45 to 6 p.m.
Network: NBC Blue; 84 stations (later changed to 79 stations).
Talent: Ray Perkins; Helen Bennett, assistant.
Announcer: Milton Cross.
Length of Run: Started May 7, 1939.

Let's Go Back to the Bible

Sponsor: Moody Bible Institute.
Agency: Critchfield & Co.
Origination: WMBI, Chicago.
Air Time: Sunday, 2 to 2:30 p.m. (repeat from 3 to 3:30 p.m.).
Network: Mutual; 10 stations.
Talent: Will H. Houghton; The Moody Singers.
Agency Directors: W. Frank McClure, M. E. Blackburn.
Length of Run: Sept. 25, 1938, to March 19, 1939.

Lever Brothers Co.

(See "Aunt Jenny's Real Life Stories" for Spry)
(See "Big Sister" for Rinso)
(See "Big Town" for Rinso)
(See "Life and Love of Dr. Susan" for Lux)
(See "Lux Radio Theatre" for Lux)
(See "Tuesday Night Party" for Lifebuoy, Rinso)

NETWORK COMMERCIALS—Continued

Elliott Lewis

(See "Knickerbocker Playhouse")
(See "Midstream")

Fulton Lewis, Jr.

Sponsor: Local sponsors (fuel companies).
Agency: Varies.
Origination: WOL, Washington, D. C.
Air Time: Varies; quarter-hour periods.
Network: Mutual; number of stations varies.
Talent: Fulton Lewis, Jr., commentator.
Length of Run: Started Oct. 17, 1938. (This program has been alternately a sustaining and commercial feature. Changes have been frequent and dates are not available).

Lewis-Howe Co.

(See "Bert Lytell in 'Golden Theatre Group'" for Tums)
(See "Vocal Varieties" for Tums)

Life and Love of Dr. Susan

Sponsor: Lever Brothers Co. (Lux Flakes and Toilet Soap).
Agency: J. Walter Thompson Co.
Origination: New York.
Air Time: Monday through Friday, 2:15 to 2:30 p.m. (repeat from 5:15 to 5:30 p.m.).
Network: CBS; 91 stations.
Production: Handled by the agency.
Script Writer: Edith Meiser.
Talent: Eleanor Phelps (Dr. Susan); variable dramatic cast.
Announcer: Frank Luther.
Conductor: Richard Leibert, organist.
Length of Run: Started Feb. 13, 1939.

Life Can Be Beautiful

Sponsor: Procter & Gamble (Ivory Soap).
Agency: Compton Advertising, Inc.
Origination: New York.
Air Time: Monday through Friday, 1:15 to 1:30 p.m.
Network: CBS; 32 stations.
Production: Chick Vincent (of Transamerican Broadcasting & Television Corp.).
Script Writers: Don Becker, Carl Bixby.
Talent: Alice Reinheart (Chichi Conrad); Ralph Locke (David Soloman); John Holbrook (Stephen Hamilton); Carl Eastman (Toby Nelson); Richard Kollmer (Barry Markham); Charles Webster (Dr. Markham); Adelaide Klein (Mrs. Wadsworth); Mildred Robin (Priscilla Wadsworth); John Parrish (Wellington); Peggy Allenby (Kimball).

Agency Director: Hal E. James.
Announcer: Ralph Edwards.
Length of Run: Started Nov. 7, 1938.

Life Can Be Beautiful

Sponsor: Procter & Gamble (Ivory Soap).
Agency: Compton Advertising, Inc.
Origination: New York.
Air Time: Monday through Friday, 4:30 to 4:45 p.m.
Network: NBC Red; 20 stations.
Production: Chick Vincent (of Transamerican Broadcasting & Television Corp.).
Script Writers: Don Becker, Carl Bixby.
Talent: Alice Reinheart (Chichi Conrad); Ralph Locke (David Soloman); John Holbrook (Stephen Hamilton); Carl Eastman (Toby Nelson); Richard Kollmer (Barry Markham); Charles Webster (Dr. Markham); Adelaide Klein (Mrs. Wadsworth); Mildred Robin (Priscilla Wadsworth); John Parrish (Wellington); Peggy Allenby (Kimball).
Agency Director: John Taylor.
Announcer: Jack Fraser.
Length of Run: Sept. 5, 1938, to Nov. 4, 1938.

Lifetime Revue

Sponsor: W. A. Sheaffer Pen Co.
Agency: Russel M. Seeds Co.
Origination: WGN, Chicago.
Air Time: Monday, 8 to 8:15 p.m.
Network: Mutual; 4 stations.
Talent: Harold Stokes' orchestra; guest soloists.
Agency Director: Tom Wallace.
Conductor: Harold Stokes.
Length of Run: Nov. 28, 1938, to Dec. 12, 1938.

Liggett & Myers Tobacco Co.

(See "Burns & Allen" for Chesterfield Cigarettes)
(See "Chesterfield Daily Sports Column")
(See "Chesterfield Presents")
(See "Chesterfield Program")
(See "Eddie Dooley's Last Minute Football News" for Chesterfields)

Victor H. Lindlahr

Sponsor: Journal of Living.
Agency: Austin & Spector Co., Inc. (replaced Franklin Bruck Adv. Corp.).
Origination: WOR, New York.
Air Time: Tuesday and Thursday, 9:30 to 10 a.m. (repeat from 12 to 12:30 p.m.).
Network: Mutual; number of stations varied from 4 to 7 stations.

NETWORK COMMERCIALS—Continued

Script Writer: Victor H. Lindlahr.
Talent: Victor H. Lindlahr.
Announcer: Jeff Sparks.
Length of Run: Jan. 25, 1937, to July 29, 1938.

Little Orphan Annie

Sponsor: The Wander Co. (Ovaltine).
Agency: Blackett-Sample-Hummert, Inc.
Origination: Chicago.
Air Time: Monday through Friday, 5:45 to 6 p.m.
Network: NBC Red; 16 stations plus WGN.
Production: Alan Wallace (of the agency).
Script Writers: Wallace K. Norman, Day Keene.
Talent: Shirley Bell (Little Orphan Annie); Francis Derby (Joe Corntassel); Henry Saxe (Daddy Warbucks); Edmund Sprague (Mr. Silo); Henrietta Tedro (Mrs. Silo); Al Halus.
Agency Director: Alan Wallace.
Announcer: Pierre Andre.
Length of Run: Started April 6, 1931.

Mary Livingstone

(See "Jello-O Program Starring Jack Benny")

Carole Lombard

(See "The Circle")

Guy Lombardo & His Orchestra

Sponsor: General Baking Co. (Bond Bread).
Agency: Batten, Barton, Durstine & Osborn, Inc.
Origination: New York.
Air Time: Sunday, 5:30 to 6 p.m.
Network: CBS; 27 stations.
Production: David W. White (of the agency).
Script Writer: David W. White.
Talent: Guy Lombardo and orchestra; Carmen and Leibert Lombardo; commercial cast.
Agency Director: David W. White.
Announcer: Del Sharbutt.
Conductor: Guy Lombardo.
Music Arranger: Boyd Bunch.
Length of Run: Sept. 6, 1936, to Aug. 14, 1938.

Guy Lombardo & His Orchestra *

Sponsor: Lady Esther, Ltd. (Cosmetics).
Agency: Pedlar & Ryan, Inc. (since April

*See also "Lady Esther Serenade."

17, 1939; Lord & Thomas, to Jan. 17, 1939; handled direct in interim).
Origination: Chicago.
Air Time: Monday, 10 to 10:30 p.m.
Network: CBS; 48 stations.
Production: Edgar J. Sisson, Jr. (of the agency) (previously Leonard Hole).
Script Writers: Agency staff.
Talent: Guy Lombardo and orchestra (replaced Wayne King, Oct. 10, 1938); Carmen Lombardo; Kenneth Roberts speaking for Lady Esther (previously Basil Loughrane, Bess Johnson).
Agency Director: Edgar J. Sisson, Jr.
Announcer: Kenneth Roberts.
Conductor: Guy Lombardo (originally Wayne King).
Music Arranger: Boyd Bunch.
Length of Run: Original contract started Oct. 9, 1933; above program started Oct. 10, 1938.

Lone Ranger, The

Sponsor: General Baking Co. (Bond Bread).
Agency: Batten, Barton, Durstine & Osborn, Inc.
Origination: WXYZ, Detroit.
Air Time: Monday, Wednesday and Friday, 7:30 to 8 p.m., 16 stations; Tuesday, Thursday and Saturday, 7:30 to 8 p.m., 2 stations.
Network: Mutual; 18 stations.
Script Writer: Fran Striker.
Talent: John Todd; Charles Livingstone; Jack Petruzzi; Bud Michaels; Ruth Rickaby; Herschell Mayal.
Announcer: Harold True.
Conductor: Ted Robertson.
Length of Run: Program originally started Nov., 1933. General Baking took over sponsorship Feb. 13, 1939 (previously sponsored by Gordon Bakeries).

Lone Ranger, The

Sponsor: Local sponsors.
Agency: Various.
Origination: WXYZ, Detroit.
Air Time: Monday, Wednesday and Friday, half-hour periods at varying times.
Network: Mutual, Michigan Radio Network, Don Lee, Independent Stations.
Script Writer: Fran Striker.
Talent: John Todd; Charles Livingstone; Jack Petruzzi; Bud Michaels; Ruth Rickaby; Herschell Mayal; Brace Beemer, narrator.
Length of Run: Program originally started in Nov., 1933. Local sponsors change frequently, hence no starting and closing dates can be given.

NETWORK COMMERCIALS—Continued

Loose-Wiles Biscuit Co.

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

Phillips H. Lord

(See "Gang Busters")

(See "Seth Parker")

P. Lorillard & Co.

(See "Don't You Believe It" for Sensation Cigarettes)

(See "Hollywood Screenscoops" for Old Golds)

(See "Melody and Madness" for Old Golds)

Joe Lowe Corp.

(See "Popeye, The Sailor" for Popsicles)

Barbara Luddy

(See "First Nighter")

George W. Luft Co.

(See "The Right Thing to Do" for Tangee)

Lum and Abner

Sponsor: General Foods Corp. (Postum).

Agency: Young & Rubicam, Inc.

Origination: Hollywood.

Air Time: Monday, Wednesday and Friday, 7:15 to 7:30 p.m. (repeat from 11:15 to 11:30 p.m.). (Before Sept. 26, 1938, 6:45 to 7 p.m., with repeat unchanged).

Network: CBS; 49 stations.

Production: William L. Stuart.

Script Writers: Chester Lauck, F. Norris Goff.

Talent: Chester Lauck (Lum); F. Norris Goff (Abner); Sybil Chism, organist.

Agency Director: William L. Stuart.

Announcer: Lew Crosby.

Conductor: Sybil Chism, organist.

Length of Run: Started Feb. 28, 1938. (Off during summer of 1938 from June 28 to Sept. 5). (Off during summer of 1939 from June 30 to August 28).

Lutheran Hour

Sponsor: Lutheran Laymen's League.

Agency: Kelly, Stuhlman & Zahrdt, Inc.

Origination: KFUC, St. Louis.

Air Time: Sunday, 1 to 1:30 p.m. (13 stations); 1:30 to 2 p.m. (1 station); 2:30 to 3 p.m. (1 station); 4:30 to 5 p.m. (51 stations).

Network: Mutual; 66 stations.

Continuity Writer: Virgil A. Kelly.

Talent: St. Louis A Capella Choir, conducted by William B. Heyne; Lutheran Hour Chorus, conducted by Norman Gienapp.

Agency Director: Walter W. Zahrdt.

Announcer: R. W. Janetzke.

Conductors: William B. Heyne, Norman Gienapp.

Length of Run: Original contract started Oct. 4, 1936; latest series ran from Oct. 23, 1938, to April 16, 1939. (Scheduled to return in October, 1939).

Lux Radio Theatre, The

Sponsor: Lever Brothers Co. (Lux Toilet Soap, Lux Flakes).

Agency: J. Walter Thompson Co.

Origination: Music Box Theatre, Hollywood.

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

Network: CBS; 86 stations.

Production: Handled by the agency.

Talent: Cecil B. DeMille, director; stage and screen stars; Louis Silvers' orchestra.

Announcer: Melville Ruick.

Conductor: Louis Silvers.

Length of Run: Started July 29, 1935. (Off during summer of 1938 from July 4 to Sept. 12).

Abe Lyman Orchestra

(See "Waltz Time")

Bert Lytell in "Golden Theatre Group"

Sponsor: Lewis-Howe Co. (Tums).

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

Origination: Chicago.

Air Time: Friday, 7 to 7:15 p.m. (repeat from 10:30 to 10:45 p.m.).

Network: NBC Blue; 43 stations.

Production: Winthrop Orr.

Script Writers: Various free lance.

Talent: Bert Lytell; dramatic cast.

Agency Director: Robert G. Jennings.

Announcer: Bob Brown.

Length of Run: February 17, 1939, to March 24, 1939.

M

Ma Perkins

Sponsor: Procter & Gamble (Oxydol).

Agency: Blackett-Sample-Hummert, Inc.

Origination: Chicago.

NETWORK COMMERCIALS—Continued

Air Time: Monday through Friday, 3:15 to 3:30 p.m.

Network: NBC Red; 60 stations.

Production: George Fogle.

Script Writer: Orin Tovrov.

Talent: Virginia Payne (Ma Perkins); Rita Ascot (Fay); Dora Johnson (Evey); Gil Faust (John); Murray Forbes (Willie); Charles Egelston (Shuffle); Jack Brinkley (Rufus); Fred Howard (Toohey).

Agency Director: Henry Selinger.

Announcer: Dick Wells.

Length of Run: Started Dec. 4, 1933.

Macfadden Publications, Inc.

(See "Mary & Bob's True Stories")

(See "True Story Time")

Edward MacHugh

(See "The Gospel Singer")

John MacPherson

(See "The Mystery Chef")

Madame Courageous

Sponsor: Glidden Co. for Durkee Famous Foods (Margarine).

Agency: C. Wendel Muench & Co.

Origination: Chicago.

Air Time: Monday, Wednesday and Friday, 10:30 to 10:45 a.m.

Network: NBC Blue; 20 stations.

Script Writer: Howard McKent Barnes.

Talent: Betty Caine (Sarah Brayden); Harold Peary (Tom Brayden); Joan Winter (Cleo Brayden); Willard Farnum (Dick Brayden); Barbara Fuller (Peggy Brayden); Donald Kraatz (Paul Brayden); Catherine Card (Mary Brady).

Agency Director: Robert Gingrich.

Announcer: Lynn Brandt.

Length of Run: Sept. 26 to Dec. 23, 1938.

Madison Square Garden Boxing Bouts

Sponsor: Adam Hat Stores.

Agency: Glicksman Advertising Co., Inc.

Origination: New York.

Air Time: Various days, according to boxing schedule; 10 p.m. to end of bout.

Network: NBC Blue; 53 stations.

Talent: Sam Taub, blow-by-blow description; Bill Stern, commentator between rounds.

Agency Director: Joseph Glicksman.

Announcers: Sam Taub, Bill Stern.

Length of Run: Started Nov. 26, 1937.

Magic Key of RCA

Sponsor: Radio Corp. of America.

Agency: None.

Origination: New York (with worldwide pickups).

Air Time: Sunday, 2 to 3 p.m.; Monday, 8:30 to 9 p.m. after June 26, 1939.

Network: NBC Blue; 107 stations.

Production: Howard Wiley (NBC), and a special committee headed by Bertha Brainard, NBC Commercial Program Manager.

Script Writer: Welbourn Kelley.

Talent: Dr. Frank Black; Magic Key Orchestra; guests.

Announcers: Milton Cross, Ben Grauer.

Conductor: Dr. Frank Black.

Music Arranger: Dr. Frank Black.

Length of Run: Started Sept. 29, 1935.

Maine Development Commission

(See "Girl From Maine")

Pick Malone

(See "Pick & Pat in Pipe Smoking Time")

Man From Cook's, The

Sponsor: Thomas Cook & Son—Wagon-Lits, Ltd. (Travel Service).

Agency: Newell-Emmett Co., Inc.

Origination: New York.

Air Time: Sunday, 5:30 to 5:45 p.m.

Network: NBC Blue; 22 stations.

Talent: Malcolm LaPrade; Lew White, organist.

Length of Run: Prior contract started on CBS, Dec. 6, 1936; latest series, on NBC, Dec. 18, 1938, to March 12, 1939.

Man to Man Sports

Sponsor: American Tobacco Co. (Roi-Tan).

Agency: Lawrence C. Gumbinner Advertising Agency.

Origination: Hollywood.

Air Time: Tuesday, 9 to 9:15 p.m.

Network: CBS; 5 stations.

Production: Bernard Weinberg, W. H. Krauch.

Talent: Mark Kelly; guests.

Announcer: Tom Hanlon.

Length of Run: April 5, 1937, to June 28, 1938.

Manhattan Merry-Go-Round

Sponsor: R. L. Watkins Co. (Dr. Lyon's Toothpowder).

Agency: Blackett-Sample-Hummert, Inc.

NETWORK COMMERCIALS—Continued

Origination: New York.
Air Time: Sunday, 9 to 9:30 p.m.
Network: NBC Red; 31 stations.
General Supervisors of Script and Production: Frank and Anne Hummert.
Author of Title and Original Story Line: Frank Hummert.
Dialogue Writer: Anne Hummert.
Agency Script Editor: Anne Hummert.
Talent: Men about Town (Harold [Scrap-
py] Lambert, Jack Parker, Phil Ducey);
Pierre Le Kreun; Rachael Carlay; Al-
fred Rickey's orchestra.
Agency Director: Anne Hummert.
Announcer: Ford Bond.
Conductor: Alfred Rickey (also known as
Don Donnie).
Length of Run: Original contract started
Nov. 6, 1932; latest series runs from Feb.
5, 1939, to Jan. 28, 1940.

Manhattan Mother

Sponsor: Procter & Gamble (Chipso).
Agency: Pedlar & Ryan, Inc.
Origination: Chicago.
Air Time: Monday through Friday, 9:15 to
9:30 a.m.
Network: CBS; 10 stations.
Production: John McLean (of the agency),
Stuart Dawson.
Script Writer: Orin Tovrov.
Talent: Margaret Hillas (Patricia Locke);
Louise Fitch (Dae); Dan Sutter (Tony);
Ken Griffin (Lawrence Locke); Marie
Nelson (Hannah); John Walsh (Bump).
Agency Director: John McLean.
Announcer: James Fleming.
Length of Run: Started March 6, 1939.

Manhattan Soap Co.

(See "Jack Berch, The Sweetheart Seren-
ader" for Sweetheart Soap)

Lucille Manners

(See "Cities Service Concerts")

Knox Manning

(See "Euclid Ballot Box")

March of Time

Sponsor: Time, Life and Fortune Maga-
zines.
Agency: Batten, Barton, Durstine & Os-
born, Inc.
Origination: New York.
Air Times: First series, Thursday, 8:30 to
9 p.m.; second series, Thursday, 8 to 8:30
p.m.; third series, Friday, 9:30 to 10 p.m.

Network: NBC Blue; 30 stations.
Production: Homer Fickett, William Spier.
Script Writers: William Geer, editor; *Time*
writers.

Talent: Ted de Corsia; Edwin Jerome;
Dwight Weist; C. Westbrook Van Voor-
his; Ted Jewett; William Johnstone;
Frank Readick; Agnes Moorehead; Wil-
liam Adams; Adelaide Klein; Paul Stew-
art; Patricia Reardon; others.

Agency Directors: Homer Fickett, Frank
Linder.

Announcer: C. Westbrook Van Voorhis.

Conductor: Howard Barlow.

Length of Run: First series, Oct. 14, 1937,
to March 31, 1938; second series, July 8,
1938, to Dec. 2, 1938; third series, Feb. 3,
1939, to April 28, 1939.

March of Time

Sponsor: Servel, Inc (Electrolux Refrig-
erators).

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

Origination: New York.

Air Time: Tuesday, 8 to 8:30 p.m. (repeat
on NBC Red, 1:15 to 1:45 a.m.; before
April 28, 1938, 12:15 to 12:45 p.m.).

Network: NBC Blue (repeat on Red); 32
stations.

Production: Homer Fickett, William Spier.
Script Writers: Editor of *Time* on script;
agency on commercials.

Talent: Ted de Corsia; Edwin Jerome;
Dwight Weist; C. Westbrook Van Voor-
his; Ted Jewett; William Johnstone;
Frank Readick; Agnes Moorehead; Wil-
liam Adams; Adelaide Klein; Paul Stew-
art; Patricia Reardon; others.

Agency Directors: Homer Fickett, William
Spier.

Announcer: C. Westbrook Van Voorhis.

Conductor: Howard Barlow.

Length of Run: April 7 to June 30, 1938.

Marriage License Romances

Sponsor: Local cooperative program.

Agency: None.

Origination: Chicago.

Air Time: Monday, Wednesday and Fri-
day, 3 to 3:15 p.m.

Network: Mutual; 3 stations.

Talent: Quinn Ryan, interviewer.

Announcer: Jeff Sparks.

Length of Run: Started June 27, 1938.
(This program has been alternately a sus-
taining and commercial feature. Changes
were frequent and dates are not available).

Mars, Inc.

(See "Dr. I. Q.")

NETWORK COMMERCIALS—Continued

Herbert Marshall

(See "Hollywood Hotel")

Jane Martin

(See "Town Hall Big Game Hunt")

Tony Martin

(See "Burns & Allen" for Chesterfields)

Mary and Bob's True Stories

Sponsor: Macfadden Publications, Inc.
(True Story Magazine.)

Agency: Arthur Kudner, Inc.

Origination: New York.

Air Time: Tuesday, 9:30 to 10 p.m. (before May 23, 9 to 9:30 p.m.).

Network: NBC Blue; 25 stations.

Production: Handled by the agency.

Script Writer: William Sweets.

Talent: Joan Banks (Mary); Erik Rolf (Bob); varying dramatic cast.

Agency Director: Alan Ward.

Announcer: Nelson Case.

Conductor: Arnold Johnson.

Music Arranger: Arnold Johnson.

Length of Run: Oct. 11, 1938, to May 16, 1939. (Replaced by True Story Time.)

Sully Mason

(See "Kay Kyser's College of Musical Knowledge")

Frankie Masters' Orchestra

(See "It Can Be Done—with Edgar Guest")

Harpo and Chico Marx

(See "The Circle")

Mary Margaret McBride

Sponsor: General Foods Corp. (LaFrance, Safina and Minute Tapioca at various periods).

Agency: Young & Rubicam, Inc.

Origination: New York.

Air Time: Monday, Wednesday and Friday, 12 to 12:15 p.m. (repeat from 4:45 to 5 p.m., April 25 to May 6, 1938, and May 1, 1939, to date).

Network: CBS; 39 stations.

Production: Handled by the agency.

Script Writer: Mary Margaret McBride.

Talent: Mary Margaret McBride (also known in radio as Martha Deane); Milt Krass, pianist.

Agency Director: Carol Irwin.

Announcer: Ken Roberts.

Conductor: Milt Krass, pianist.

Length of Run: Started Oct. 4, 1937. (Off for summer of 1938 from July 1 to Aug. 1).

George McCall

(See "Hollywood Screenscoops")

Ed McConnell

(See "Ballard's OvenReady Biscuit Program")

(See "Smiln' Ed McConnell")

James McCormack and Milton Kaye's Orchestra

Sponsor: Slide Fasteners, Inc. (Talon).

Agency: G. Lynn Sumner Co., Inc.

Origination: New York.

Air Time: Tuesday and Thursday, 11:45 to 12 noon.

Network: Mutual; 2 stations.

Production: Miss R. L. Dunbacher (no longer with the agency).

Script Writer: Miss R. L. Dunbacher.

Talent: James McCormack; Milton Kaye's orchestra.

Agency Director: Miss R. L. Dunbacher.

Announcer: Vincent Connolly.

Conductor: Milton Kaye.

Length of Run: April 26, 1938, to July 21, 1938.

McKesson & Robbins, Inc.

(See "Joyce Jordan—Girl Interne" for Calox Tooth Powder, Solid Albolene, Soretone)

Graham McNamee

(See "The Royal Crown Revue")

Harry McNaughton ("Bottle")

(See "Honolulu Bound")

(See "Phil Baker")

Dorothy McNulty

(See "Thirty Minutes in Hollywood")

Jim McWilliams

(See "Colgate Ask-It-Basket")

(See "Jim McWilliams' National Question Bee")

NETWORK COMMERCIALS—Continued

Jim McWilliams' National Question Bee

Sponsor: G. Washington Coffee Refining Co.
Agency: Cecil & Presbrey, Inc. (previously Warwick & Legler, Inc.).
Origination: New York.
Air Time: Saturday, 7:30 to 8 p.m.
Network: NBC Blue; 7 stations.
Production: Keith McLeod (of the agency; previously Preston H. Pumphrey, of Warwick & Legler), Joseph Bell (of NBC).
Script Writers: Material used from letters sent in by listeners.
Talent: Jim McWilliams (replaced by Bill Slater in April, 1939); Joseph Bell; members of studio audience.
Agency Director: Henry Souvaine (for the agency) (previously Preston H. Pumphrey, of Warwick & Legler).
Announcer: Joseph Bell.
Length of Run: Original contract started Sept. 26, 1936; latest series started Sept. 24, 1938.

Martha Meade

Sponsor: Sperry Flour Co.
Agency: Westco Advertising Agency.
Origination: San Francisco.
Air Time: Thursday, 8:30 to 8:45 a.m., PST.
Network: NBC Red; 6 stations.
Production: Fred Hegelund (of NBC).
Script Writer: Memory Roberts.
Talent: Martha Meade; occasional guests.
Agency Director: R. W. Stafford.
Announcers: NBC staff members.
Music Arranger: Charles Runyon.
Length of Run: Started in the spring of 1931 (definite date not available).

Jack Meakin's Orchestra

(See "Quite By Accident")

Melody and Madness

Sponsor: P. Lorillard Co. (Old Gold Cigarettes).
Agency: Lennen & Mitchell, Inc.
Origination: Hollywood (New York previous to March 26, 1939).
Air Time: Tuesday, 9 to 9:30 p.m. (Previous to May 23, 1939, Sunday, 10 to 10:30 p.m.).
Network: NBC Blue; 90 stations (CBS; 78 stations, prior to May 14, 1939).
Production: Mann Holiner (of the agency).
Script Writers: Al Lewis, Hank Garson.
Talent: Robert Benchley; Artie Shaw's orchestra; Dick Todd (to Feb. 26, 1939).
Agency Director: Mann Holiner.

Announcer: Del Sharbutt.
Conductor: Artie Shaw.

Length of Run: Started Nov. 20, 1938, on CBS; shifted to NBC May 23, 1939. (Off for the summer of 1939 beginning June 27).

Men About Town

(See "Believe It or Not")
(See "Manhattan Merry-Go-Round")

Adolphe Menjou

(See "Texaco Star Theatre")

Helen Menken

(See "Second Husband" for Bayer Aspirin)

Mennen Co.

(See "People's Rally & Fun Quiz")
(See "The People's Vote")

Johnny Mercer

(See "Benny Goodman's Orchestra")

Una Merkle

(See "Texaco Star Theatre")

Merry Macs

(See "For Men Only")
(See "Town Hall Tonight")
(See "Town Hall Varieties")

Metro-Goldwyn-Mayer

(See "Good News of 1939")

Metropolitan Life Insurance Co.

(See "Stop, Look & Listen with Edwin C. Hill")

Metropolitan Opera Auditions of the Air

Sponsor: Sherwin-Williams Co. (Paints).
Agency: Warwick & Legler, Inc.
Origination: New York.
Air Time: Sunday, 5 to 5:30 p.m.
Network: NBC Blue; 51 stations.
Production: James Haupt (of NBC).
Script Writers: Agency staff.
Talent: Wilfred Pelletier and orchestra; Edward Johnson, m. c.; guests.
Agency Director: Preston H. Pumphrey.

NETWORK COMMERCIALS—Continued

Announcer: Milton Cross.
Conductor: Wilfred Pelletier.
Music Arranger: Louis Brunelli.
Length of Run: Original contract started Dec. 22, 1935; latest series ran from Oct. 9, 1938 to April 2, 1939.

Midstream

Sponsor: Procter & Gamble (Teel).
Agency: H. W. Kastor & Sons.
Origination: Chicago.
Air Time: Monday through Friday, 5 to 5:15 p.m.
Network: NBC Red; 39 stations.
Production: Gordon Hughes.
Script Writer: Pauline Hopkins.
Talent: Betty Lou Gerson; Hugh Studebaker; Connie Osgood; Mercedes McCambridge; Willard Farnum; Elliott Lewis; Glen Goodwin; Bill Bouche; Lenore Kingston; Helen Behmiller.
Agency Director: Robert G. Jennings.
Announcer: Dick Wells.
Conductor: Larry Larsen, organist.
Length of Run: Started May 1, 1939.

Mighty Show, The

Sponsor: Penick & Ford, Ltd. (My-T-Fine Dessert).
Agency: Batten, Barton, Durstine & Osborn, Inc.
Origination: New York.
Air Time: Monday through Friday, 5:45 to 6 p.m.
Network: CBS; 11 stations.
Production: Irving Mitchell (BBD & O).
Script Writers: Thomas Cochran, John Martin (of the agency).
Talent: Bradley Barker (animal imitator); Agnes Moorehead; Fred Irving Lewis; Jay Meredith; Elliott (Ted) Reid; Don Costello; Helen Lewis; Artells Dickson; Waldemar Kappel; Harold DeBecker; Frank Readick; Paul Stewart; Kingsley Colton; William Pringle; Ann Boley; Kenneth Daigheau; Arnold Moss; Sarah Fussell; Ed Latimer; Jerry Macy; Julian Noa; Stefan Schnabel; Alf Shirley; Francis Woodbury; Karl Swenson; James Boles; James Monks; Robert Lynn; Craig McDonnell; John Milton; Said Riza; Jack Orrison; Maurice Franklin.
Agency Directors: Irving Mitchell, John Martin.
Announcer: Ted Jewett.
Conductor: Fred Feibel, organist.
Length of Run: Started Sept. 12, 1938.

Miles Laboratories, Inc.

(See "National Barn Dance" for Alka-Seltzer)

(See "Uncle Ezra" for Alka-Seltzer)
(See "Uncle Ezra's Sunday Afternoon in Rosedale" for Alka-Seltzer)

Jack Miller Orchestra

(See "Kate Smith's Hour")

Felix Mills' Orchestra

(See "The Silver Theatre")

Marjorie Mills

(See "Girl From Maine")

Mr. Keen, Tracer of Lost Persons

Sponsor: The BiSoDol Co.
Agency: Blackett-Sample-Hummert, Inc.
Origination: New York.
Air Time: Tuesday, Wednesday and Thursday, 7:15 to 7:30 p.m.
Network: NBC. Blue; 39 stations.
General Supervisors of Script and Production: Frank and Anne Hummert.
Authors of Original Story Line of Radio Sequel to Book and/or Play: Frank and Anne Hummert.
Dialogue Writer: Jerome Ross (Dec. 19, 1937, to date).
Agency Script Editor: Mildred Fenton.
Talent: Bennett Kilpack (Mr. Keen); Florence Malone (Miss Ellis); others.
Agency Director: Martha Atwell.
Announcer: Ben Grauer.
Conductor: Ann Leaf (organ theme).
Length of Run: Started Oct. 12, 1937.

Mrs. Wiggs of the Cabbage Patch

Sponsor: Old English No-Rubbing Floor Wax and BiSoDol (in the past, at various periods, Anacin, Hill's Nose Drops, Fly Dd, Three-in-One Oil).
Agency: Blackett-Sample-Hummert, Inc.
Origination: New York.
Air Time: Monday through Friday, 10 to 10:15 a.m. (repeat from 1:15 to 1:30 p.m.)
Network: NBC Red; 24 stations.
General Supervisors of Script and Production: Frank and Anne Hummert.
Authors of Original Story Line of Radio Sequel to Book and/or Play: Frank and Anne Hummert.
Dialogue Writers: Robert Andrews (Jan. 1 to Aug. 26, 1938), John DeWitt (Aug. 27 to Oct. 17, 1938), Stuart Sterling (Oct. 18 to Nov. 4, 1938), Jerome Ross (Nov. 7 to 18, and Nov. 22 to Dec. 2, 1938), Robert Webb (one script, Nov. 21, 1938), Friend Lawson (Dec. 5 to 23, 1938).

NETWORK COMMERCIALS—Continued

Agency Script Editor: Mildred Fenton.
Talent: Betty Garde (Mrs. Wiggs); Jay Jostyn (Mr. Wiggs); Agnes Young (Miss Hazy); John McGovern (Mr. Prentiss); Peg Calvert (Mrs. Prentiss); Andy Donnelly (Billy); Mary Lou Forster (Europina); Peggy Zinke (Australia); Van Heflin (Joe); Ed O'Brien (Gregory).
Agency Director: Martha Atwell.
Announcer: George Ansbro.
Length of Run: Sept. 14, 1936, to Dec. 23, 1938.

Tom Mix Straight Shooters Program

Sponsor: Ralston Purina Co. (Ralston Wheat Cereal).
Agency: Gardner Advertising Co.
Origination: Chicago.
Air Time: Monday through Friday, 5:45 to 6 p.m. (repeat from 6:45 to 7 p.m.).
Network: NBC Blue; 24 stations.
Production: M. P. Wamboldt.
Script Writer: M. P. Wamboldt.
Talent: Jack Holden (Tom Mix); Jane Webb (Jane); Percy Hemus (The Old Wrangler); Hugh Rowlands (Reginald Tittle); Harold Peary (Li Loo, Henry Aikens, Mike Shaw, Bertie and Foghorn); Forest Lewis (Prof. Bentley, Zug and other roles); Sidney Ellstrom (Clamshell Pete); George Goebel (Jimmy); Helen Jane Behlke (Peggy).
Agency Director: Charles E. Claggett.
Announcer: Jack Stilwill.
Length of Run: Original contract started Sept. 25, 1933; latest series ran from Sept. 26, 1938, to March 24, 1939.

Model Minstrels

Sponsor: U. S. Tobacco Co. (Model Tobacco).
Agency: Arthur Kudner, Inc.
Origination: New York.
Air Time: Monday, 8:30 to 9 p.m. (repeat from 11:30 p.m. to 12 midnight).
Network: CBS; 50 stations.
Production: Frank McMahon (free lance).
Script Writer: Tom Howard.
Talent: Tom Howard; George Shelton; double male quartet; Ray Bloch's orchestra.
Agency Director: Frank McMahon (for the agency).
Announcer: Mel Allen.
Conductor: Ray Bloch.
Length of Run: Started Feb. 27, 1939. (Replaced Pick and Pat in Pipe Smoking Time.)

Modern Food Process Co.

(See "Dog Heroes" for Thrivo Dog Food)

The Modernaires

(See "Chesterfield Program")

Monday Night Show

Sponsor: Brewers' Radio Show Association.
Agency: U. S. Advertising Corp.
Origination: New York.
Air Time: Monday, 8 to 8:30 p.m. (repeat from 12 midnight to 12:30 a.m.).
Network: CBS; 46 stations.
Production: Tom McKnight, Frederick Mayer.
Talent: Henry Youngman (replaced Lou Holtz, Sept. 5, 1938); Ted Husing; Connie Boswell (after April 25, 1938); Stuart Allen (replaced Kay Thompson, Sept. 5, 1938); Richard Himber's orchestra.
Agency Director: Frederick Mayer (for the agency).
Announcers: Ken Roberts (Dan Seymour for several weeks).
Conductor: Richard Himber.
Length of Run: March 7, 1938, to Nov. 28, 1938.

Moody Bible Institute

(See "Let's Go Back to the Bible")

Moonbeams

Sponsor: Gambarelli & Davitto (Speas California Apple Wine, Italian Swiss-Colony Wines, G. & D. Vermouth).
Agency: De Biasi Advertising Agency, Inc.
Origination: New York.
Air Time: Friday, 9:30 to 10 p.m.
Network: Mutual; 3 stations.
Production: George Shackley.
Talent: Moonbeams Trio (Rhoda Arnold, Veronica Wiggins, May Merker).
Agency Director: A. de Biasi.
Announcer: Jerry Lawrence.
Conductor: George Shackley.
Music Arranger: George Shackley.
Length of Run: Nov. 11, 1938, to Dec. 23, 1938.

Benjamin Moore & Co.

(See "Betty Moore" for Paints, Varnish, Muresco)

Betty Moore

Sponsor: Benjamin Moore & Co. (Paints, Varnish, Muresco).
Agency: Placed direct.
Origination: New York.
Air Time: Saturday, 11 to 11:15 a.m.

NETWORK COMMERCIALS—Continued

Network: NBC Red; 41 stations, plus 4 spot stations on Wednesday and Saturday.

Production: Aldo Ghisalbert (of NBC).

Script Writer: Betty Moore.

Talent: Betty Moore; George Crook, organist.

Agency Director: Fred Thrower (of NBC).

Announcer: Hjerluf Provensen.

Conductor: George Crook, organist.

Length of Run: Original contract started May 8, 1929; latest series ran from Jan. 7, 1939, to April 1, 1939.

Grace Moore

(See "Chesterfield Presents")

Agnes Moorehead

(See "Ben Bernie and All the Lads")

(See "Big Sister")

(See "March of Time")

(See "The Mighty Show")

(See "The Shadow")

(See "Spy Secrets")

(See "Terry and the Pirates")

Frank Morgan

(See "Good News of 1939")

Russ Morgan Orchestra

(See "Johnny Presents")

John Morrell & Co.

(See "Bob Becker's 'Chats About Dogs'" for Red Heart Dog Food)

Philip Morris & Co., Ltd.

(See "Breezing Along")

(See "Johnny Presents" for Philip Morris)

(See "Johnny Presents 'What's My Name?'" for Philip Morris Cigarettes)

(See "Johnny Presents 'Where Are We?'" for Philip Morris Cigarettes)

Frank Munn

(See "American Album of Familiar Music")

(See "Waltz Time")

George Murphy

(See "Hollywood Guild")

Feg Murray

(See "Baker's Broadcast")

Ken Murray

(See "Texaco Star Theatre")

Lyn Murray

(See "Raymond Paige, 99 Men and a Girl")

(See "Town Hall Tonight")

Musical Steelmakers, The

Sponsor: Wheeling Steel Corp.

Agency: Critchfield & Co.

Origination: WVVA, Wheeling.

Air Time: Sunday, 6 to 6:30 p.m. (Previous to March 26, 1939, 5 to 5:30 p.m.).

Network: Mutual; 18 stations.

Production: J. L. Grimes; Walter S. Patterson.

Production: J. L. Grimes; S. Patterson.

Talent: Earl Summers' orchestra; Dorothy Anne Crow; John Wincholl; The Singing Millmen; the Old Timer; Steele Sisters (Lucille Bell, Lois Mae Nolte, Kathleen Nelson); Walter S. Patterson, m.c.

Agency Directors: R. C. Schrymiger; M. E. Blackburn.

Announcer: Walter S. Patterson.

Conductor: Earl Summers.

Music Arranger: Maury Longfellow.

Length of Run: Started Jan. 2, 1938. (Off during summer of 1938 from June 26 to Sept. 11). (Off during the summer of 1939, beginning June 25).

Musterole Co.

(See "Carson Robison & His Buckaroos")

My Secret Ambition

Sponsor: Durkee Famous Foods, Inc.

Agency: Bostford, Constantine and Gardner.

Origination: San Francisco (previous to Jan. 16, 1938, Hollywood).

Air Time: Friday, 7:30 to 8 p.m. (Previous to April 17, 1938, Sunday, 6:30 to 7 p.m.).

Network: CBS; 12 stations.

Production: Caryl Coleman (of the agency).

Script Writer: Caryl Coleman.

Talent: Ted Maxwell, m.c. (replaced Tom Breneman in June, 1938); dramatic cast; Newell Chase's orchestra. (Cast changed weekly; most frequent appearances were made by Bobbe Deane, Grace Holtby, Marjorie Smith, Ruth Sprague, Joyce Cole, Charles McAlister, Earl Lee, Carl Kronke, Ivan Green, Lew Tobin, William H. Royle, Kenneth Garcia).

Agency Director: Caryl Coleman.

Announcers: Allan Sheppard, Jack Moyles.

Conductor: Newell Chase.

NETWORK COMMERCIALS—Continued

Music Arranger: Newell Chase.
Length of Run: Dec. 26, 1937, to July 1, 1938.

Myrt and Marge

Sponsor: Colgate-Palmolive-Peet (Concentrated Super Suds).
Agency: Benton & Bowles, Inc.
Origination: New York.
Air Time: Monday through Friday, 10:15 to 10:30 a.m. (repeat from 4:15 to 4:30 p.m.; previous to Sept. 23, 1938, 4 to 4:15 p.m.).

Network: CBS; 58 stations.
Production: Handled by the agency.
Script Writer: Stuart Hawkins.
Talent: Myrtle Vail (Myrt); Donna Dammerel (Marge); Gene Morgan; Ray Hedge; Edith Evanson; Santos Ortega; Leo Curley; Linda Carlon; Joe Latham; Joanne Myers; John Pickard; Roger De Koven; others.
Agency Director: Jack Mullen.
Announcer: Del Sharbutt (previously Jean Paul King).
Conductor: John Winters, organist.
Music Arranger: John Winters.
Length of Run: Started Jan. 4, 1937.

Mystery Chef, The

Sponsor: Regional Advertisers (Gas Companies).
Agency: McCann-Erickson, Inc.
Origination: New York.
Air Time: Tuesday and Thursday, 9:45 to 10 a.m. (previous to May 30, 1938, 11:45 to 12 noon) (repeat from 1 to 1:15 p.m.).
Network: NBC Red; 17 stations.
Production: Various NBC personnel.
Script Writer: John Macpherson.
Talent: John Macpherson.
Announcer: Ben Grauer.
Length of Run: Original contract started Dec. 4, 1935; latest series ran from May 30, 1938, to Nov. 24, 1938.

N

Conrad Nagel

(See "Passing Parade with John Nesbitt")
(See "The Seventy-Six Revue with Conrad Nagel")
(See "The Silver Theatre")

Name Three

Sponsor: Dunhill Cigarettes.
Agency: The Biow Co., Inc.
Origination: WOR, New York.
Air Time: Monday, 8 to 8:30 p.m.

Network: Mutual; 4 stations.
Production: Walter Tibbals (of the agency).
Script Writers: Letters from listeners comprise script.
Talent: Bob Hawk, m. c.
Agency Director: Walter Tibbals.
Announcer: Frank Knight.
Conductor: Dave Terry.
Length of Run: Started April 10, 1939.

Nash-Kelvinator Corp.

(See "Professor Quiz")

National Barn Dance

Sponsor: Miles Laboratories, Inc. (Alka-Seltzer).
Agency: Wade Advertising Agency.
Origination: Chicago.
Air Time: Saturday 9 to 10 p.m. (repeat from 11 p.m. to 12 midnight).
Network: NBC Blue; 68 stations.
Production: William E. Jones.
Script Writers: P. C. Lund, A. R. Rice.
Talent: Joe Kelly, m. c.; Henry Burr; Lulu Belle (Mrs. Scott Wiseman); Hoosier Hot Shots (Frank Kettering, Kenneth Trietsch, Paul Trietsch, Charles O. Ward); Joe Parsons; Pat Barrett; Maple City Four (Al Rice, Fritz Meissner, Art Janes, Pat Petterson); Skyland Scotty (Scott Wiseman); Lucille Long; Arkie, the Arkansas Woodchopper (Luther Osenbrink); Vass Family (Sally, Virginia, Emily, Louisa and Frank Vass); Bill O'Connor; Skip Farrell; Trio (Ann, Pat and Judy); octet.
Agency Director: W. A. Wade.
Announcer: Jack Holden.
Conductor: Glenn Welty.
Length of Run: Original contract started July 15, 1933; latest series runs from Oct. 1, 1938 to Sept. 23, 1939.

National Biscuit Co.

(See "Dan Harding's Wife")

Nehi Corp.

(See "Believe It or Not" for Royal Crown)
(See "The Royal Crown Revue")

Ozzie Nelson Orchestra

(See "Baker's Broadcast")

John Nesbitt

(See "Passing Parade")
(See "Passing Parade with John Nesbitt")

NETWORK COMMERCIALS—Continued

News, Views and Sport Reviews by Hughes

Sponsor: Brown & Williamson Tobacco Corp.
Agency: Russel M. Seeds Co., Inc.
Origination: Hollywood.
Air Time: Sunday, Monday, Wednesday and Friday, 8:30 to 8:45 p.m., EST.
Network: CBS; 7 stations.
Talent: John B. Hughes.
Length of Run: Started March 19, 1939.

Night Editor

Sponsor: Cardinet Candy Co., Inc.
Agency: Tomaschke-Elliott, Inc.
Origination: San Francisco.
Air Time: Sunday, 9 to 9:15 p.m., PST. (At previous periods, Tuesday, 8:15 to 8:30 p.m.; 7:45 to 8 p.m.).
Network: NBC Red; 7 to 11 stations (seasonal).
Production: Dave Drummond.
Script Writer: Hal Burdick.
Talent: Hal Burdick (Night Editor); Wally Elliott (Bobby).
Agency Director: Wallace F. Elliott.
Announcers: Cliff Engle, Larry Keating.
Length of Run: Started Sept. 12, 1934.

Night Editor

Sponsor: Cardinet Candy Co., Inc.
Agency: Tomaschke-Elliott, Inc.
Origination: San Francisco.
Air Time: Sunday, 7:45 to 8 p.m.
Network: CBS; 10 stations.
Production: Tom Breneman.
Script Writer: Hal Burdick.
Talent: Hal Burdick (Night Editor); Wally Elliott (Bobby).
Agency Director: Wallace F. Elliott.
Announcer: Allan Sheppard.
Length of Run: Oct. 16, 1938 to Jan. 22, 1939.

Ray Noble Orchestra

(See "Burns & Allen")

Noxzema Chemical Co.

(See "Professor Quiz")



Oakland Chemical Co.

(See "Two on a Shoestring" for Dioxogen Face Cream)

Charles O'Connor

(See "Breezing Along")

Walter O'Keefe

(See "Tune-Up Time")

Old Fashioned Revival

Sponsor: Gospel Broadcasting Association.
Agency: R. H. Alber Co.
Origination: KHJ, Los Angeles.
Air Time: Sunday, 6 to 7 p.m., PST (repeat from 11 p.m. to 12 midnight). (During daylight saving time, 5 to 6 p.m., with repeat unchanged).
Network: Mutual; 50 stations, plus transcriptions on 25 stations Sunday night.
Production: Charles E. Fuller.
Talent: Rev. Charles E. Fuller; quartet; audience participation.
Agency Director: R. H. Alber.
Announcer: Hugh Brundage.
Music Arranger: Rudy Atwood.
Length of Run: Original contract started April 4, 1937; latest series runs from Jan. 1, 1939, to Dec. 24, 1939.

Old Trusty Dog Food Co.

(See "Just Dogs")

George Olsen Orchestra

(See "The Royal Crown Revue")

O'Neills, The

Sponsor: Procter & Gamble (Ivory Flakes).
Agency: Compton Advertising, Inc.
Origination: New York.
Air Time: Monday through Friday, 12:15 to 12:30 p.m.
Network: NBC Red; 19 stations.
Production: Carlo De Angelo.
Script Writer: Jane West.
Talent: Kate McComb (Mrs. O'Neill); James Tansey (Danny O'Neill); Violet Dunn (Peggy O'Neill Kayden); Janice Gilbert (Janice Collins); Chester Stratton (Monte Kayden); Jane West (Mrs. Bailey); Jack Rubin (Mr. Levy); Ethel Everett (Mayme Gordon); Charles Carroll (Jack Vernon); Helen Claire (Sally Scott).
Agency Director: John Taylor.
Announcers: Howard Petrie.
Length of Run: Original contract started Oct. 8, 1935; latest series ran from July 4, 1938, to June 30, 1939.

NETWORK COMMERCIALS—Continued

One Man's Family

Sponsor: Standard Brands, Inc. (Tender Leaf Tea).
Agency: J. Walter Thompson Co.
Origination: Hollywood.
Air Time: Wednesday, 8 to 8:30 p.m. (repeat, Sunday, from 12:30 to 1 a.m.)
Network: NBC Red; 77 stations.
Production: Handled by the agency.
Script Writer: Carlton E. Morse.
Talent: J. Anthony Smythe (Henry Barbour); Minetta Ellen (Fanny Barbour); Page Gilman (Jack Barbour); Michael Raffetto (Paul Barbour); Kathleen Wilson (Claudia Barbour); Winifred Wolfe (Teddy); Helen Musselman (Ann Waite); Barton Yarborough (Clifford); Bernice Berwin (Hazel); Walter Patterson (Nicky); Jean Rouveral (Betty); Barbara Jo Allen (Beth Holly); Lucy Gilman (various roles).
Announcer: Ken Carpenter.
Length of Run: Original contract started April 3, 1935; latest series runs from Jan. 1, 1939, to Dec. 27, 1939.

Orphans of Divorce

Sponsor: R. L. Watkins Co. (Dr. Lyon's Tooth Powder).
Agency: Blackett-Sample-Hummert, Inc.
Origination: New York.
Air Time: Monday, 7 to 7:30 p.m.
Network: NBC Blue; 36 stations.
General Supervisors of Script and Production: Frank and Anne Hummert.
Authors of Title and Original Story Line: Frank and Anne Hummert.
Dialogue Writer: Doris Halman.
Agency Script Editor: George Nobbs.
Talent: Margaret Anglin (Nora Kelly Worthington); Richard Gordon (Cyril Worthington); Joan Tompkins (Barbara Worthington Pratt); James Creiger (Alexander Pratt); Vivian Ogden (Annie Smith).
Agency Director: Martha Atwell.
Announcer: Ford Bond.
Conductor: Al Rickey (also known as Don Donnie).
Length of Run: Started Feb. 20, 1939.

Our Gal Sunday

Sponsor: Kolynos Toothpaste (Monday and Tuesday), Anacin (Wednesday, Thursday and Friday).
Agency: Blackett-Sample-Hummert, Inc.
Origination: New York.
Air Time: Monday through Friday, 12:45 to 1 p.m.
Network: CBS; 30 stations.

General Supervisors of Script and Production: Frank and Anne Hummert.
Authors of Original Story Line of Radio Sequel to Book and/or Play: Frank and Anne Hummert.
Dialogue Writers: William McMorrow (Nov. 29, 1937, to Jan. 14, 1938), Marie Baumer (Jan. 17 to April 4, 1938), Jerome Ross (April 5 to 15, 1938), Marie Baumer (April 18 to 27, 1938), Jerome Ross (April 28 to June 7, 1938), Ruth Borden (June 8, 1938 to date).
Agency Script Editor: Lloyd Rosenmond.
Talent: Dorothy Lowell (Sunday); Karl Swenson (Lord Henry); variable cast.
Agency Director: Stephen Gross.
Announcer: John Reed King.
Conductor: Fred Feibel (organ theme).
Length of Run: Started March 29, 1937.

P

Pacific Coast Borax Co.

(See "Death Valley Days")

Pat Padgett

(See "Pick & Pat in Pipe Smoking Time")

Raymond Paige, 99 Men and a Girl

Sponsor: United States Rubber Co.
Agency: Campbell-Ewald Co. of New York, Inc.
Origination: New York.
Air Time: Friday, 9 to 9:30 p.m. (Before June 9, 1939, Wednesday, 10 to 10:30 p.m.).
Network: CBS; 82 stations.
Production: Louis Dean (of the agency).
Talent: Raymond Paige, 99-piece orchestra; Hildegard; Lyn Murray Chorus.
Agency Director: Louis Dean.
Announcer: Dan Seymour.
Conductor: Raymond Paige.
Music Arrangers: Raymond Paige and staff.
Length of Run: Started Feb. 22, 1939.

Park Avenue Penners

Sponsor: R. B. Davis Co. (Cocomalt).
Agency: Ruthrauff & Ryan, Inc.
Origination: Hollywood.
Air Time: Sunday, 6 to 6:30 p.m. (repeat from 12 midnight to 12:30 a.m.; before April 24, 1938, 11 to 11:30 p.m.).
Network: CBS, 39 stations.
Production: Handled by the agency.
Script Writers: Don Prindle, Roswell Rogers, Max Hayes.
Talent: Joe Penner; Julie Gibson; Gene Austin; Coco & Malt (Dick Ryan and

NETWORK COMMERCIALS—Continued

Phil Kramer); Martha Wentworth; Dick Lane; Margaret Brayton; Gay Seabrook; Roy Atwell; Joe Marks, Paula (Peegee) Gayle; Ben Pollack's orchestra (replaced Jimmy Grier). (Note: Not all talent listed was on program for entire length of run).

Agency Director: Nathan Tufts.

Announcer: Jackson Wheeler.

Conductor: Ben Pollack (replacing Jimmy Grier).

Length of Run: Oct. 4, 1936, to June 26, 1938. (Off during summer of 1937 from June 27 to Oct. 3).

Frank Parker

(See "Burns & Allen" for Chesterfields)

Seth Parker

Sponsor: Vick Chemical Co. (VapoRub, Va-Tro-Nol, Cough Drops).

Agency: Morse International, Inc.

Origination: New York.

Air Time: Sunday, 7:30 to 8 p.m. (repeat from 12 midnight to 12:30 a.m.).

Network: NBC Blue and Red; 57 stations.

Production: Phillips H. Lord.

Script Writers: Phillips H. Lord and staff.

Talent: Phillips H. Lord (Seth Parker); Effie Shannon (Ma Parker); Mrs. Phillips H. Lord (Lizzie Peters); Raymond Hunter (Capt. Bang); Bennett Kilpack (Cefus).

Agency Director: Richards Nicholls.

Announcer: George Hicks.

Length of Run: Sept. 25, 1938, to March 19, 1939.

Bert Parks

(See "Eddie Cantor's Camel Caravan")

Epy Parsons

(See "Thirty Minutes in Hollywood")

Harriet Parsons (Hollywood News)

Sponsor: Emerson Drug Co. (Bromo-Seltzer).

Agency: J. Walter Thompson Co.

Origination: Hollywood.

Air Time: Wednesday, 8:30 to 8:45 p.m.

Network: NBC Blue; 32 stations.

Production: Handled by the agency.

Talent: Harriet Parsons.

Announcer: Joy Storm.

Length of Runs Jan. 19 to June 29, 1938.

Passing Parade

Sponsor: Gulf Oil Corp.

Agency: Young & Rubicam, Inc.

Origination: Hollywood.

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

Network: CBS; 61 stations.

Production: Austin Peterson (of the agency).

Script Writer: John Booth Nesbitt.

Talent: John Booth Nesbitt; Al Garr; Oscar Bradley's orchestra.

Agency Director: Austin Peterson.

Announcer: John Conte.

Conductor: Oscar Bradley.

Length of Run: July 10, 1938, to Jan. 1, 1939. (Replaced Phil Baker program).

Passing Parade with John Nesbitt, The

Sponsor: Union Oil Co.

Agency: Lord & Tomas.

Origination: Hollywood.

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

Network: NBC Red; 11 stations.

Production: Thomas A. McAvity.

Script Writer: Paul Dudley.

Talent: John Nesbitt (April 25 to July 18, 1938); Conrad Nagel (July 25 to Oct. 22, 1938).

Agency Director: Jack Runyon.

Announcer: Carlton Kadell.

Conductor: David Broekman.

Length of Run: April 25, 1938, to Oct. 22, 1938.

Al Pearce

(See "Al Pearce & His Gang")

(See "Watch the Fun Go By")

Al Pearce and His Gang

Sponsor: General Foods Corp. (Grape Nuts).

Agency: Young & Rubicam, Inc.

Origination: Hollywood (New York from Jan. 30 to April 3, 1939).

Air Time: Monday, 8 to 8:30 p.m., EST (repeat, 9:30 to 10, PST) (during daylight saving time, program remained at 8 p.m., EDST, with repeat from 8:30 to 9 p.m., PST).

Network: NBC Red; 58 stations.

Production: Carroll O'Meara (of the agency).

Script Writers: Monroe Upton, Jack Roberts, Jack Hasty, Thomas K. Carpenter, Jr.

Talent: Al Pearce (Elmer Blurt); Arlene Harris, the Human Chatterbox; Everett West; Kitty O'Neil, the Laughing Lady;

NETWORK COMMERCIALS—Continued

Bill Wright (Zeb, of Eb & Zeb); Charlene Wyatt; Barbara Jo Allen; Elvia Allman; Bill Comstock (Tizzie Lish) (off after March 6, 1939); Hanley Stafford (off, Jan. 23, 1939); Alice Frost; Teddy Bergman; Vince Barnett (Jan. 30 to April 3, 1939).

Agency Director: Carroll O'Meara.

Announcers: Bill Goodwin (previous to April 10, 1939, Harry von Zell; previous to Jan. 30, 1939, John Conte).

Conductor: Carl Hoff.

Music Arrangers: Carl Hoff, Dick McCaffery.

Length of Run: Started Oct. 10, 1938; closing date contemplated at press time was Sept. 25, 1939.

Wilfred Pelletier Orchestra

(See "Metropolitan Opera Auditions of the Air")

Penick & Ford, Ltd.

(See "The Mighty Show")

Penn Tobacco Co.

(See "Vox Pop" for Kentucky Club Pipe Tobacco)

Joe Penner

(See "Park Avenue Penners")
(See "Joe Penner")

Joe Penner

Sponsor: General Foods Corp. (Huskies).

Agency: Benton & Bowles, Inc.

Origination: Hollywood.

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

Network: CBS; 62 stations.

Production: Kenneth MacGregor; Max E. Hayes.

Script Writers: Don Prindle; Sid Cornell; Wendall Niles.

Talent: Joe Penner; Roy Atwell; Gay Seabrook; Cliff Hall; Dick Ryan; Margaret Brayton; Joe Fort; Mel Blanc; Ben Pollack's orchestra.

Announcer: Lew Crosby.

Conductor: Ben Pollack.

Length of Run: Oct. 6, 1938, to March 30, 1939.

People's Rally and Fun Quiz, The

Sponsor: The Mennen Co.

Agency: H. M. Kiesewetter Advertising Agency, Inc.

Origination: New York.

Air Time: Sunday, 3:30 to 4 p.m.

Network: Mutual; 12 stations.

Talent: John B. Kennedy; Bob Hawk.

Agency Director: Samm S. Baker.

Announcers: Al Helfer, John Holbrook.

Length of Run: Started Oct. 16, 1938.

People's Vote, The

Sponsor: The Mennen Co.

Agency: H. M. Kiesewetter Advertising Agency, Inc.

Origination: Hollywood.

Air Time: Tuesday, 8:15 to 8:30 p.m. (Before April, 1939, Monday, 8 to 8:15 p.m.).

Network: CBS; 7 stations.

Talent: Sam Hayes, news and voting.

Agency Director: Samm S. Baker.

Length of Run: Started Oct. 10, 1938.

Pepper Young's Family

Sponsor: Procter & Gamble (Camay Soap).

Agency: Pedlar & Ryan, Inc.

Origination: New York.

Air Time: Monday through Friday, 3:30 to 3:45 p.m. (NBC Red), 11:30 to 11:45 a.m. (NBC Blue).

Network: NBC Red, 58 stations; NBC Blue, 16 stations.

Production: Edwin Wolfe.

Script Writer: Elaine Sterne Carrington.

Talent: Betty Wragge (Peggy Young); Curtis Arnall (Pepper Young); Marion Barney (Mrs. Mary Young); Jack Roseleigh (Mr. Sam Young); Johnny Kane (Nick Havens); Jean Sothern (Eddie Gray); Eunice Howard (Linda Benton); Laddie Seaman (Biff Bradley); Eric Dressler (Charlie Hurd); Blaine Corder (Andy Holt); Florence Freeman (Connie Davis).

Agency Director: Elisabeth Howard.

Announcer: Stuart Metz.

Length of Run: Original contract started Jan. 13, 1936, for "Forever Young"; above program began June 29, 1936, on the Red; Aug. 31, 1936, on the Blue.

Pepsodent Co.

(See "Candid Lady" for Antiseptic)
(See "Pepsodent Program Starring Bob Hope" for Toothpaste, Toothpowder, Antiseptic)

Pepsodent Program Starring Bob Hope

Sponsor: The Pepsodent Co. (Toothpaste, Toothpowder and Antiseptic).

Agency: Lord & Thomas.

Origination: Hollywood.

NETWORK COMMERCIALS—Continued

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

Network: NBC Red; 58 stations.

Production: Thomas A. McAvity.

Script Writers: Mel Frank, Norman Panima, Al Schwartz, Norman Sullivan, Milt Josephsberg, Mel Shavelson, Jack Douglas, Arthur Stander.

Talent: Bob Hope; Patsy Kelly (replaced Honey Chile [Patricia Wilder], Jan. 7, 1939); Skinnay Ennis and orchestra; Jerry Colonna; Six Hits & a Miss (Pauline Byrnes, Bill Seckler, Vincent Degan, Marvin Bailey, Howard Hudson, Mack McLean); guests.

Agency Director: Carl M. Stanton.

Announcer: Bill Goodwin.

Conductor: Skinnay Ennis.

Music Arranger: Claude Thornhill.

Length of Run: Sept. 27, 1938, to June 20, 1939. (Replaced by Mr. District Attorney).

Ray Perkins

(See "Letters Home from the New York World's Fair with Ray Perkins, The Westinghouse Postmaster")

Bill Perry

(See "Saturday Night Serenade")

Personal Finance Co.

(See "Doc Barclay's Daughters")

Pet Milk Co.

(See "Pet Milky Way" for Irradiated Milk)
(See "Saturday Night Serenade" for Irradiated Milk)

Pet Milky Way

Sponsor: Pet Milk Co. (Irradiated Pet Milk).

Agency: Gardner Advertising Co.

Origination: St. Louis (Experimental Kitchen, Gardner Adv. Co.).

Air Time: Tuesday and Thursday, 11 to 11:15 a.m. (repeat from 1:45 to 2 p.m.).

Network: CBS; 63 stations.

Production: Chester Ranier (Program Director, KMOX).

Script Writer: Mrs. Erma Proetz (of the agency).

Talent: Mary Lee Taylor, home economist.

Agency Director: Mrs. Erma Proetz.

Announcer: John Cole.

Length of Run: Started Nov. 7, 1933.

Eleanor Phelps

(See "Two on a Shoestring")

Louis Philippe, Inc.

(See "The Romance of Helen Trent")

Chas. H. Phillips Chemical Co.

(See "Stella Dallas" for Phillips' Milk of Magnesia and Milk of Magnesia Cream)
(See "Lorenzo Jones" for Phillips' Milk of Magnesia Toothpaste and Tablets)

(See "Waltz Time" for Phillips' Milk of Magnesia)

(See "Young Widder Brown" for Cal-Aspirin and Haley's M-O)

Pick and Pat in Pipe Smoking Time

Sponsor: U. S. Tobacco Co. (Model Tobacco).

Agency: Arthur Kudner, Inc.

Origination: New York.

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

Network: CBS; 50 stations.

Production: Frank McMahon (free lance).

Script Writers: Dale Jackson, Harry Pepper (previous to Jan. 17, 1938, Mort Lewis).

Talent: Pick Malone; Pat Padgett; Ed Roecker; Ray Bloch's orchestra (replaced Benny Krueger, Dec. 7, 1938); Eton Boys.

Agency Director: Frank McMahon (for the agency).

Announcer: Mel Allen.

Conductor: Ray Bloch (previously Benny Krueger).

Length of Run: Original contract started June 3, 1935; last series ran from May 30, 1938, to Feb. 20, 1939. (Replaced by Model Minstrels).

Jane Pickens

(See "Ben Bernie and All the Lads")

Pillsbury Flour Mills Co.

(See "The Woman in White")

Lydia Pinkham Medicine Co.

(See "Hollywood Newsgirl")

(See "Voice of Experience")

Pittsburgh Coal Co.

(See "Champions of the Keyboard")

Plantation Party

Sponsor: Brown & Williamson Tobacco Co. (Bugler Tobacco).

Agency: Russel M. Seeds Co.

NETWORK COMMERCIALS—Continued

Origination: Cincinnati.
Air Time: Saturday, 10 to 10:30 p.m. (Previous to Oct. 1, 1938, 9:30 to 10 p.m.).
Network: Mutual; 3 stations.
Production: Tom Wallace (of the agency).
Script Writer: Margot O'Flaherty.
Talent: Red (Clyde J.) Foley; Girls of the Golden West (Dolly and Milly Good); Southern Planters Orchestra; Tobacco-town Quartette (members varied); John Lair and his Album of American Folk Music.
Agency Director: Tom Wallace.
Announcer: Del King.
Length of Run: Aug. 27, 1938, to Nov. 19, 1938. (Started May 7, 1938, as local show on WLW).

Plantation Party

Sponsor: Brown & Williamson Tobacco Corp. (Bugler Tobacco).
Agency: Russel M. Seeds Co., Inc.
Origination: Cincinnati.
Air Time: Friday, 9 to 9:30 p.m.
Network: NBC Blue; 45 stations.
Production: Tom Wallace (of the agency).
Script Writers: Margot O'Flaherty, Harry Maus, Tom Wallace.
Talent: Whitey Ford, m.c.; Range Riders (Guy Blakeman, Roland Gaines, Jerry Behrens, Arnold Staley); the Planters Orchestra; Girls of the Golden West (Dolly and Milly Good); Tom, Dick and Harry (Bud Van Dover, Marlin Hurt, Gordon Van Dover).
Agency Director: Tom Wallace.
Announcer: Jimmy Leonard.
Music Arranger: Grace Raine.
Length of Run: Started Dec. 9, 1938.

Ben Pollack Orchestra

(See "Park Avenue Penners")
(See "Joe Penner")

Popeye, The Sailor

Sponsor: Joe Lowe Corp. (Popsicles).
Agency: Blackett-Sample-Hummert, Inc.
Origination: New York.
Air Time: Monday, Wednesday and Friday, 6:15 to 6:30 p.m.
Network: CBS; 16 stations.
Dialogue Writer: Don Johnson.
Agency Script Editor: Lloyd Rosenmond.
Talent: Don Costello (Popeye); Jay Jostyn (Captain Dick); Everett Sloane (Wimpy); Jean Roy (Olive Oyl).
Agency Director: Lloyd Rosenmond.
Announcer: Art Millet.
Length of Run: May 2, 1938, to July 29, 1938.

Emily Post

(See "The Right to Do")

Dick Powell

(See "Tuesday Night Party")

William Powell

(See "Hollywood Hotel")

Tyrone Power

(See "Woodbury's Hollywood Playhouse")

Manny Prager

(See "Ben Bernie and All the Lads")

Pretty Kitty Kelly

Sponsor: Continental Baking Co. (Wonder Bread, Hostess Cake).
Agency: Benton & Bowles, Inc.
Origination: New York.
Air Time: Monday through Friday, 10 to 10:15 a.m. (repeat from 4 to 4:15 p.m.; before Sept. 23 1938, 4:15 to 4:30 p.m.).
Network: CBS; 32 stations.
Production: Handled by the agency.
Script Writer: Frank Dahm.
Talent: Arline Blackburn (Kitty Kelly); Clayton Collyer (Michael); Helen Choat (Bunny); Dennis Hoey (Mr. Welby); Ethel Intropidi (Mrs. Welby); Matt Crowley, narrator.
Agency Director: Chester MacCracken.
Announcer: Andrew Stanton.
Conductor: Ann Leaf, organist.
Length of Run: Started March 8, 1937. (Replaced Renfrew of the Mounted).

Princess Pat, Ltd.

(See "A Tale of Today")

Problem Clinic

Sponsor: Duart Mfg. Co. (Creme of Milk Face Cream, Lotion, Lipstick).
Agency: Erwin, Wasey & Co.
Origination: San Francisco.
Air Time: Sunday, 2:30 to 3 p.m.
Network: CBS; 7 stations.
Production: Marigold Cassin (of the agency) assisted by Van Fleming (of CBS).
Script Writer: Marigold Cassin.
Talent: Tom Breneman as "Clinic Counselor"; with varying members on Clinic board of discussion.

NETWORK COMMERCIALS—Continued

Agency Director: Marigold Cassin.
Announcer: Joe Walters.
Length of Run: Started Jan. 15, 1939.

Procter & Gamble

(See "Central City" for Oxydol)
(See "Jimmie Fidler" for Drene Shampoo)
(See "Jimmie Fidler's Hollywood Gossip" for Drene Shampoo)
(See "The Goldbergs" for Oxydol)
(See "The Gospel Singer" for Ivory Soap)
(See "Houseboat Hannah" for Lava Soap)
(See "Kitty Keene, Inc." for Dreft)
(See "Knickerbocker Playhouse" for Teel and Drene)
(See "Life Can Be Beautiful" for Ivory Soap)
(See "Ma Perkins" for Oxydol)
(See "Manhattan Mother" for Chipso)
(See "Midstream" for Teel)
(See "The O'Neills" for Ivory Flakes)
(See "Pepper Young's Family" for Camay)
(See "The Road of Life" for Chipso)
(See "Story of Mary Marlin" for Ivory Soap and Snow)
(See "This Day Is Ours" for Crisco)
(See "Vic and Sade" for Crisco)

Professor Puzzlewit

Sponsor: Gallenkamp's Stores, Inc. (Shoes).
Agency: Long Advertising Service.
Origination: San Francisco.
Air Time: Sunday, 3 to 3:30 p.m. (Before May, 1939, 4 to 4:30 p.m.).
Network: NBC Red; 4 stations.
Production: Arnold Marquis.
Script Writer: Mrs. Gertrude Murphy.
Talent: Larry Keating, the Professor Puzzlewit.
Agency Director: Hassel W. Smith.
Announcer: Burton Bennett.
Length of Run: Started March 19, 1937.

Professor Quiz

Sponsor: Nash-Kelvinator Corp. (Nash Motors Division, Kelvinator Division, Mar. 6 to Sept. 4, 1937).
Agency: Geyer, Cornell & Newell, Inc.
Origination: New York.
Air Time: Saturday, 8:30 to 9 p.m. (repeat from 12 midnight to 12:30 a.m.; previous to Oct. 15, 1938, program was heard 9 to 9:30 p.m.).
Network: CBS; 72 stations.
Production: George Allen (of CBS) (replaced Leonard Hole in spring of 1938), E. L. Larsen (of the agency).
Script Writers: Craig Earl and staff.
Talent: Craig Earl (Professor Quiz); Bob Trout (replaced Arthur Godfrey, Sept. 4, 1937); audience participation.

Agency Director: E. L. Larsen.
Announcers: Bob Trout (previously Arthur Godfrey), Lee Little.
Length of Run: March 6, 1937, to Sept. 24, 1938.

Professor Quiz

Sponsor: Noxzema Chemical Co. (Noxzema Skin Cream).
Agency: Ruthrauff & Ryan, Inc.
Origination: New Amsterdam Roof, New York.
Air Time: Saturday, 8:30 to 9 p.m. (repeat from 12 midnight to 12:30 a.m.).
Network: CBS; 42 stations.
Production: Handled by the agency.
Script Writers: Craig Earl and staff, agency writers.
Talent: Craig Earl (Professor Quiz); Bob Trout; audience participation.
Agency Director: John Gordon.
Announcer: Bob Trout.
Length of Run: Oct. 1, 1938, to June 24, 1939.

Prudential Life Insurance Co. of America

(See "When a Girl Marries")

Public Hero No. 1

Sponsor: Falstaff Brewing Corp. (Beer).
Agency: Gardner Advertising Co.
Origination: Chicago.
Air Time: Monday, 10:30 to 11 p.m. (Previous to Sept. 26, 1938, 8 to 8:30 p.m.).
Network: NBC Red; 23 stations.
Production: Melvin P. Wamboldt.
Script Writer: Charles E. Claggett (of the agency).
Talent: Sydney Ellstrom; Forest Lewis; Edward Davison; Gilbert Faust; Murray Forbes; Bernardine Flynn; Templeton Fox; Robert Griffin; Raymond Johnson; Willard Waterman; others; cast varied weekly.
Agency Director: Charles E. Claggett.
Announcers: Charles Lyon, Jack Holden.
Conductor: Glenn Welty.
Music Arranger: Glenn Welty.
Length of Run: Oct. 18, 1937, to Oct. 10, 1938.

Pull Over, Neighbor

Sponsor: Wilshire Oil Co.
Agency: Dan B. Miner Co.
Origination: Hollywood.
Air Time: Saturday, 6 to 6:30 p.m., PST. (Previously Tuesday same time).
Network: NBC Red; 2 stations.

NETWORK COMMERCIALS—Continued

Production: John Guedel (of the agency); Bob Maas (of NBC).
Script Writer: John Guedel.
Talent: Arthur Shank (program conductor, guide of "mythical tour"); Herb Allen ("Polly," who handles scoring and standing of drivers).
Agency Director: John Guedel.
Announcer: Herb Allen.
Length of Run: Started June 8, 1938.

Conductor: Jack Meakin.
Music Arranger: Jack Meakin.
Length of Run: Oct. 4, 1938, to Dec. 27, 1938.

R

R & R Entertainers, The

Sponsor: Richardson & Robbins (Boned Chicken).
Agency: Charles W. Hoyt Co., Inc.
Origination: New York.
Air Time: Wednesday and Friday, 7:30 to 7:45 p.m. (Previous to July 13, 1938, Monday, Wednesday and Friday, 6:15 to 6:25 p.m.).
Network: NBC Red and Blue; 5 stations.
Production: David Jeidell, R. Pratt (of the agency).
Scripts: Handled by the agency.
Talent: The Revelers (Robert Simmons, Lewis James, John Herrick, Wilfred Glenn); Sam Herman; Three Singing Strings directed by Joseph Stopak.
Agency Director: R. Pratt.
Announcer: Jack Costello.
Conductor: Joseph Stopak.
Music Arranger: Joseph Stopak.
Length of Run: April 18, 1938, to July 7, 1939. (Previously local.)

Pure Oil Co.

(See "Red Grange Forecasts & Scores")
(See "Kaltenborn Edits the News")

Q

Quaker Oats Co.

(See "Girl Alone" for Quaker Oats, Aunt Jemima Pancake Flour)
(See "Quaker Party")
(See "Dick Tracy" for Puffed Wheat and Rice)
(See "We, The Wives Quiz" for Farina)

Quaker Party

Sponsor: Quaker Oats Co.
Agency: Ruthrauff & Ryan, Inc.
Origination: New York. (Hollywood, March 4 to April 8, 1939).
Air Time: Saturday, 8 to 8:30 p.m.
Network: NBC Red; 60 stations.
Production: Handled by the agency.
Script Writers: Gene Conrad, Jerry Devine.
Talent: Tommy Riggs and Betty Lou; Bea Wain; Freddie Rich's orchestra (replaced Larry Clinton, March 4, 1939), guests.
Agency Director: Nate Tufts.
Announcer: Dan Seymour.
Conductor: Larry Clinton.
Length of Run: Oct. 1, 1938, to May 27, 1939. (At press time, this program was scheduled to return Sept. 2, 1939).

Quite By Accident

Sponsor: Lamont Corliss & Co. (Nestle's Everready Cocoa).
Agency: Warwick & Legler, Inc.
Origination: New York.
Air Time: Tuesday, 7:30 to 8 p.m.
Network: NBC Red; 2 stations.
Production: Harry MacFayden (of NBC).
Script Writer: Gene Stafford.
Talent: William Worthington; Jack Meakin's orchestra; guests.
Agency Director: Preston H. Pumphrey.
Announcer: Kelvin Keech.

Radio Corp. of America

(See "Magic Key of RCA")

Radio Newsreel, The

Sponsor: Cummer Products Co. (Engine).
Agency: Stack-Goble Advertising Agency.
Origination: New York.
Air Time: Sunday, 5:30 to 6 p.m. (Previous to May 22, 1938, 3 to 3:30 p.m.).
Network: NBC Red; 23 stations.
Production: Handled by the agency.
Talent: Bob Barrie (prior to June 12, 1938, Wallace Butterworth and Parks Johnson).
Agency Director: R. A. Porter.
Announcer: Bob Barrie (previously Wallace Butterworth).
Length of Run: Oct. 24, 1937, to July 31, 1938. (Replaced by Spy Secrets.)

Ralston Purina Co.

(See "Inside Story" for Shredded Ralston)
(See "Tom Mix Straight Shooters Program" for Ralston Wheat Cereal)
(See "Ry-Krisp Presents Marion Talley")

NETWORK COMMERCIALS—Continued

Ramsdell, Inc.

(See "Johnson Family")

Basil Rathbone

(See "The Circle")

Martha Raye

(See "Tuesday Night Party")

Jack Raymond

(See "Thirty Minutes in Hollywood")

Regional Advertisers

(See "The Mystery Chef")

Max Reinhardt

(See "Texaco Star Theatre")

Renfro Barn Dance

Sponsor: Allis Chalmers Mfg. Co.
Agency: Russel M. Seeds Co.
Origination: Cincinnati.
Air Time: Saturday, 10 to 10:30 p.m. (Previous to April 9, 1938, 7 to 7:30 p.m.).
Network: Mutual; 4 stations.
Production: John Lair (of the agency).
Script Writer: John Lair.
Talent: Whitey Ford; Brown County Revelers; Harvest Hands; Aunt Idy and Little Clifford; Coon Creek Girls.
Agency Director: John Lair.
Announcer: Eugene Trace.
Length of Run: Feb. 19, 1938, to July 2, 1938. (Continued as a local show on WLW until Sept. 24, 1938).

R. J. Reynolds Tobacco Co.

(See "Eddie Cantor's Camel Caravan" for Camels, Prince Albert)
(See "Benny Goodman's Orchestra" for Camels, Prince Albert)

Rhyming Minstrel, The

Sponsor: Bosco Co. (Chocolate Health Drink).
Agency: Kenyon & Eckhardt, Inc.
Origination: New York.
Air Time: Monday, Wednesday and Friday, 12 noon to 12:15 p.m. (repeat from 2:30 to 2:45 p.m.).
Network: Mutual; 4 stations.
Production: Tyler Davis (of the agency).
Script Writer: Don Ross.

Talent: Don Ross.

Agency Director: Tyler Davis.

Announcer: Roger Lyons.

Music Arranger: Paul Baron.

Length of Run: April 4, 1938, to July 1, 1938.

Irene Rich

(See "Welch Presents Irene Rich")

Richardson & Robbins

(See "R. & R. Entertainers")

Richfield Reporter, The

Sponsor: Richfield Oil Corp.
Agency: Hixson-O'Donnell, Inc.
Origination: Hollywood.
Air Time: Monday through Friday, 10 to 10:15 p.m.
Network: NBC Red; 7 stations.
Script Writers: Wayne Miller, John Wald, Ken Barton.
Talent: John Wald, Ken Barton.
Agency Director: C. K. Breitenstein.
Announcers: John Wald, Ken Barton.
Length of Run: Started Aug. 1, 1932.

Richman Clothes

(See "Front Page Parade")

Alfred Rickey Orchestra

(See "Manhattan Merry-Go-Round")

Tommy Riggs

(See "Quaker Party")

Right Thing To Do, The

Sponsor: George W. Luft Co. (Tangee Lipstick).
Agency: Warwick & Legler, Inc.
Origination: New York.
Air Time: Tuesday, 7:45 to 8 p.m. (Before Jan. 3, 1939, Monday, 7:30 to 8 p.m.).
Network: NBC Red; 9 stations.
Production: Morris Hamilton (of NBC).
Script Writers: Garcia Wood, Cecil Secret.
Talent: Emily Post; dramatic cast.
Agency Director: Preston H. Pumphrey.
Announcer: Nelson Case.
Length of Run: Oct. 3, 1938, to April 25, 1939.

Rio Grande Oil, Inc.

(See "Calling All Cars")

NETWORK COMMERCIALS—Continued

Robert L. Ripley

(See "Believe It or Not")

Road of Life, The

Sponsor: Procter & Gamble (Chipso).
Agency: Pedlar & Ryan, Inc.
Origination: Chicago (New York prior to Oct. 24, 1938).
Air Time: NBC: Monday through Friday, 11:45 a.m. to 12 noon; CBS: Monday through Friday, 1:30 to 1:45 p.m. (prior to May 30, 1938, 9:30 to 9:45 a.m.).
Networks: NBC Red, 29 stations; CBS, 28 stations.

Production: Elisabeth Howard (of the agency), Howard Keegan.

Script Writer: Irna Phillips.

Talent: Chicago cast: Leo Curley (Mr. Brent); Percy Hemus (Dr. Winslow); Fannie Ellen Hogg (Julia Brent); Allen Baruch (Andy Brent); Joan Kay (Myrtle Brooks); Frankie Pacelli (Junior Stephenson); Dorothy Shideler (Sally Barnett); Malcolm Meacham (Dr. Bill Evans); John Larkin (Dr. Sam Martin); Janet Lane (Helen Gowan); Ken Griffin (Jim Brent); Reese Taylor (Dr. Parsons); Lesley Woods (Carol Evans Martin); Vivian Fridell (Mary Holt); Frank Dane (Fred Brent); Doris Rich (Mrs. Evans); Donald Kraaz (Butch McEwen); Cecil Roy (Mrs. McEwen); Sidney Breese (Dr. Thompson); Hugh Studebaker (Grandpa Sutter); Mary Smith (Sylvia Bertram); Ken Christy (Pete); Grace Lockwood (Mrs. Brent); Marie Nelson (Mrs. Holt).

New York cast (prior to Oct. 24, 1938): Matt Crowley (Jim Brent); Effie Palmer (Mrs. Brent); Joseph Latham (Mr. Brent); Dale Burch (Mary Holt); Jack Roseleigh (Dr. Winslow); Peggy Allenby (Helen Gowan); John Anthony (Dr. Parsons); Jennette Dowling (Sally Barnett); Olive Parker (Julia Brent); Lawson Zerbe (Fred Brent); Andy Donnelly (Andy Brent).

Agency Director: Elisabeth Howard.

Announcer: James Fleming (previous to Feb. 27, 1939, Stuart Metz, on NBC).

Length of Run: Started Sept. 13, 1937, on NBC, Jan. 3, 1938, on CBS.

Edward G. Robinson

(See "Big Town")

Carson Robison & His Buckaroos

Sponsor: The Musterole Co.
Agency: Erwin, Wasey & Co.

Origination: Chicago.

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

Network: NBC Blue; 45 stations.

Production: Handled by the agency.

Script Writer: Carson Robison

Talent: Carson Robison; Pearl Mitchell; John Mitchell; Bill Mitchell.

Agency Director: Gager Wasey.

Announcer: Jack Costello.

Conductor: Carson Robison.

Music Arranger: Carson Robison.

Length of Run: Oct. 4, 1938, to April 3, 1939.

Romance of Helen Trent, The

Sponsor: Louis Philippe, Inc. (Thurs. and Fri.), Edna Wallace Hopper (Mon., Tues., Wed.).

Agency: Blackett-Sample-Hummert, Inc.

Origination: Chicago.

Air Time: Monday through Friday, 12:30 to 12:45 p.m.

Network: CBS; 30 stations.

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

Authors of Title and Original Story Line: Frank and Anne Hummert.

Dialogue Writer: Mary Watkins Reeves.

Agency Script Editor: Mildred Fenton.

Talent: Virginia Clark (Helen Trent); dramatic cast.

Agency Director: Blair Walliser.

Announcer: Paul Luther.

Conductor: Leslie Clucas (theme).

Length of Run: Started July 24, 1933.

B. A. Rolfe Orchestra

(See "Believe It or Not")

Don Ross

(See "The Rhyming Minstrel")

Lanny Ross

(See "Your Hit Parade")

Genevieve Rowe

(See "Johnny Presents")

Royal Crown Revue, The

Sponsor: Nehi, Inc. (Soft Drinks).

Agency: James A. Greene & Co.

Origination: New York.

Air Time: Friday, 9 to 9:30 p.m. (repeat from 12:30 to 1 a.m.).

Network: NBC Blue; 46 stations.

Production: Lester O'Keefe (of NBC).

Script Writers: Bud Pearson; Les White.

NETWORK COMMERCIALS—Continued

Talent: Tim & Irene (Tim Ryan and Irene Noblette); George Olsen's orchestra; Ted Bergman (Uncle Happy); Fredda Gibson; Graham McNamee; The Golden Gate Quartette (Willie Johnson, William Lankford, Henry Owens, Arlandis Wilson).

Announcer: Graham McNamee.

Conductor: George Olsen.

Length of Run: March 11, 1938, to Sept. 2, 1938.

Quin Ryan's News Commentary

Sponsor: Bathasweet Corp.

Agency: H. M. Kiesewetter Advertising Agency, Inc.

Origination: WGN, Chicago.

Air Time: Monday, Wednesday and Friday, 12:30 to 12:45 p.m.

Network: Mutual; 2 stations.

Talent: Quin Ryan, commentator.

Agency Director: A. C. Cristensen.

Length of Run: Started Feb. 27, 1939.

Royal Desserts Program

(*Royal Gelatin Hour before April 18, 1938*)

Sponsor: Standard Brands, Inc. (first half-hour: Royal Desserts; second half-hour: Fleischmann's Foil Yeast).

Agency: J. Walter Thompson Co.

Origination: New York and Hollywood.

Air Time: Thursday, 8 to 9 p.m.

Network: NBC Red; 51 stations.

Production: Handled by the agency.

Talent: Rudy Vallee and orchestra, guests.

Announcers: Graham McNamee; others.

Conductor: Rudy Vallee.

Length of Run: Original Standard Brands contract with Rudy Vallee (for Fleischmann's Yeast) started Sept. 5, 1929; latest series started Sept. 24, 1936.

Charles Ruggles

(*See "Texaco Star Theatre"*)

Ry-Krisp Presents Marion Talley

Sponsor: Ralston Purina Co. (Ry-Krisp).

Agency: Gardner Advertising Co.

Origination: Hollywood.

Air Time: Sunday, 5 to 5:30 p.m.

Network: NBC Red; 35 stations.

Production: Marvin Young.

Script Writer: Roland Martini (of the agency).

Talent: Marion Talley; Paul Taylor's Choralists; Josef Koestner's orchestra.

Agency Director: Roland Martini.

Announcer: Ken Carpenter.

Conductor: Josef Koestner.

Length of Run: Original contract started April 3, 1936; latest series ran from Sept. 26, 1937 to Sept. 18, 1938.

Dick Ryan

(*See "Joe Penner"*)

Quin Ryan

(*See "Marriage License Romances"*)
(*See "Quin Ryan's News Commentary"*)

S

Jean Sablon

(*See "Hollywood Hotel!"*)

Sales Affiliates, Inc.

(*See "Fray & Braggiotti" for Loxol Oil Tint Shampoo*)

Harry Salter Orchestra

(*See "Hobby Lobby"*)

(*See "Honolulu Bound"*)

Julia Sanderson

(*See "Battle of the Sexes"*)

Saturday Night Serenade

Sponsor: Pet Milk Co. (Irradiated Pet Milk).

Agency: Gardner Advertising Co.

Origination: New York.

Air Time: Saturday, 9:45 to 10:15 p.m. (Before July 8, 1939, 9:30 to 10 p.m.).

Network: CBS; 54 stations.

Production: Roland Martini (of the agency).
Script Writer: Mrs. Erma Proetz (of the agency).

Talent: Mary Eastman; Bill Perry; Gustav Haenschen's orchestra; The Serenaders (14 choral voices).

Agency Directors: Mrs. Erma Proetz, Roland Martini.

Announcer: William Adams.

Conductor: Gustav Haenschen.

Music Arranger: Gustav Haenschen.

Length of Run: Started Oct. 3, 1936; latest series began Oct. 1, 1938.

Scattergood Baines

Sponsor: William Wrigley, Jr., Co. (Wrigley Gum).

Agency: Neisser-Meyerhoff, Inc.

Origination: Chicago.

NETWORK COMMERCIALS—Continued

Air Time: Monday through Friday, 10:15 to 10:30 a.m. (repeat from 4 to 4:15 p.m.).

Network: CBS; 72 stations (previous to Oct. 31, 1938, program was heard on Pacific Coast only).

Production: Walter Preston.

Script Writers: George Milburn, Allan Seager.

Talent: Jess Pugh (Scattergood Baines); Frances Trout (Pliney Pickett); Catherine McCune (Clara Potts); Arnold Robertson (Ed Potts).

Agency Director: Nelson Shawn.

Announcer: Tom Bulta.

Length of Run: Started Feb. 22, 1937.

Gilbert (Fran); Tommy Donnelly (Dick); Carleton Young (Bill Cummings); Ralph Locke (Milt Brownspun).

Agency Director: Stephen Gross.

Announcer: Andre Baruch.

Conductor: Victor Arden.

Length of Run: Started June 2, 1937, on NBC; shifted to CBS, Aug. 3, 1937.

R. B. Semler, Inc.

(See "Gabriel Heatter" for Kreml)

Servel, Inc.

(See "March of Time" for Electrolux)

76 Review with Conrad Nagel*

Sponsor: Union Oil Co.

Agency: Lord & Thomas.

Origination: Hollywood.

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

Network: NBC Red; 10 stations.

Talent: Conrad Nagel.

Length of Run: Jan. 26, 1938, to Oct. 22, 1938.

* This information was not supplied by the agency.

Col. Norman H. Schwarzkopf

(See "Gang Busters")

Raymond Scott Quintet

(See "Your Hit Parade")

Jimmy Scribner

(See "Johnson Family")

Gay Seabrook

(See "Joe Penner")

Sealtest, Inc.

(See "Your Family and Mine")

Second Husband

Sponsor: The Bayer Co. (Bayer Aspirin).

Agency: Blackett-Sample-Hummert, Inc.

Origination: New York.

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

Network: CBS; 32 stations.

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

Authors of Title and Original Story: Frank and Anne Hummert.

Dialogue Writers: Carl L. Bixby (June 2, 1937, to April 26, 1938), Katherine Seymour (April 20, 1938, one script), Marie Baumer (May 3, 1938, to Aug. 23, 1938), Mary W. Reeves (Aug. 30, 1938, one script), Ruth Borden (Sept. 6, 1938, one script), Kenneth L. Watt (Sept. 13, 1938, to Sept. 20, 1938), Winifred Dunn (Sept. 20, 1938, to Oct. 4, 1938), David Davidson and Charles O'Neill, alternately (Oct. 11, 1938, to date).

Agency Script Editor: Lloyd Rosenmond.

Talent: Helen Menken (Brenda Cummings); Joseph Curtain (Grant Cummings); Jay Jostyn (Ben Porter); Janice

Shadow, The

Sponsor: Delaware, Lackawanna & Western Coal Co. (Blue Coal).

Agency: Ruthrauff & Ryan, Inc.

Origination: WOR Playhouse, New York.

Air Time: Sunday, 4:30 to 5 p.m. (8 stations), 5:30 to 6 p.m. (6 stations), 6 to 6:30 p.m. (1 station).

Network: Mutual; 15 stations.

Production: Handled by the agency.

Script Writers: Free lance writers.

Talent: Bill Johnstone; Agnes Moorehead; others.

Agency Director: Nathan Tufts.

Announcer: Kenneth Roberts.

Length of Run: Original contract ran from Sept. 26, 1937, to March 20, 1938; latest series ran from Sept. 25, 1938, to March 19, 1939.

Artie Shaw Orchestra

(See "Melody and Madness")

W. A. Sheaffer Pen Co.

(See "Lifetime Revue")

George Shelton

(See "Model Minstrels")

NETWORK COMMERCIALS—Continued

Sherwin-Williams Co.

(See "Metropolitan Opera Auditions of the Air")

Roy Shield Orchestra

(See "Interesting Neighbors")
(See "Win Your Lady")

Show of the Week, The

Sponsor: Local Cooperative Campaign.
Agency: Redfield-Johnstone, Inc.
Origination: WOR Playhouse, New York.
Air Time: Sunday, 6:30 to 7 p.m.
Network: Mutual; 80 stations.
Production: Ernest Chappell (of Rocke Productions, Inc.).
Script Writers: William Barr, Leonard Feinstein, Jules Pollock.
Talent: Ernest Chappell, m.c. and news editor (replaced Ray Perkins, Jan. 1, 1939); name band and guest singers each week.
Agency Director: Norman Livingston.
Announcers: Local announcers.
Conductor: Changed weekly.
Music Arranger: Changed weekly.
Length of Run: Sept. 25, 1938, to June 18, 1939.

Signal Carnival

Sponsor: Signal Oil Co.
Agency: Barton A. Stebbins (formerly Logan & Stebbins).
Origination: Hollywood (originally San Francisco).
Air Time: Tuesday, 9:30 to 10 p.m. (at previous periods, 9:30 to 10 p.m., 7 to 7:30 p.m., 6 to 6:30 p.m.).
Network: NBC Red; 11 stations.
Production: Dave Elton.
Script Writers: Marvin Fisher, Karl Herzinger.
Talent: Rush Hughes, m.c.; Barbara Jo Allen (Vera Vague); John Gibson (Deems); Hans Conried (J. Thorndike Boone); Signaleer Quartette (Dick Davis, Bob Stevens, Kirby Grant, Harry Stanton); Kay St. Germaine, soloist.
Agency Director: Barton A. Stebbins.
Announcer: John Frazer.
Conductor: Meredith Willson.
Music Arranger: Meredith Willson.
Length of Run: Started Nov. 20, 1936.

Silver Theatre, The

Sponsor: International Silver Co. (1847 Rogers Bros., Wm. Rogers & Son).
Agency: Young & Rubicam, Inc.
Origination: Hollywood.
Air Time: Sunday, 6 to 6:30 p.m.

Network: CBS, 50 stations.
Production: Glenhall Taylor.
Script Writers: Grover Jones, True Boardman.
Talent: Conrad Nagel; guest stars of stage and screen; Felix Mills orchestra.
Announcer: John Conte.
Conductor: Felix Mills.
Length of Run: Original contract started Oct. 3, 1937; latest series, with above set-up, started Oct. 2, 1938 and ended May 28, 1939.

Louis Silvers' Orchestra

(See "Lux Radio Theatre")

Virginia Simms

(See "Kay Kyser's College of Musical Knowledge")

Frank Simon & His Armco Band

Sponsor: American Rolling Mills Co. (Sheet Steel).
Agency: N. W. Ayer & Son, Inc.
Origination: Cincinnati.
Air Time: Sunday, 3 to 3:30 p.m.
Network: NBC Blue; 25 stations.
Production: Bradford Browne (of the agency).
Script Writers: Agency writers: Dave Gudebrod, Larry Sizer, Meredith Page.
Talent: Dr. Frank Simon and band; The Ironmaster; guest artists.
Agency Director: Bradford Browne.
Announcer: Stuart Finley.
Conductor: Dr. Frank Simon.
Length of Run: Original contract started Nov. 10, 1933; latest series ran from Jan. 15, 1939, to April 9, 1939.

Singing Lady

Sponsor: Kellogg Co.
Agency: N. W. Ayer & Son, Inc.
Origination: New York.
Air Time: Monday through Thursday, 5:30 to 5:45 p.m.
Network: NBC Blue; 13 stations.
Production: Irene Wicker.
Script Writer: Irene Wicker.
Talent: Irene Wicker.
Agency Director: Nicholas Keesely.
Announcer: Milton J. Cross.
Conductor: Milton Rettenberg.
Length of Run: Original contract started Jan. 11, 1932; last series ran from Jan. 3, 1938, to Aug. 11, 1938.

Skelly Oil Co.

(See "Court of Missing Heirs")

NETWORK COMMERCIALS—Continued

Bill Slater

(See "Jim McWilliams' National Question Bee")

Slide Fasteners, Inc.

(See "James McCormack & Milton Kaye's Orchestra")

Mary Small

(See "Ben Bernie and All the Lads")

Smilin' Ed McConnell

Sponsor: Acme White Lead and Color Works (Paint Products and Lin-X).

Agency: Henri, Hurst & McDonald, Inc.

Origination: Cincinnati.

Air Time: Tuesday and Thursday, 10:30 to 10:45 a.m. (repeat on the Red from 5:30 to 5:45 p.m. to Dec. 22, 1938, and April 14, 1939, to date).

Network: NBC Blue, with repeat on the Red; 31 stations.

Script Writers: Ed McConnell, Marguerite Lyon.

Talent: Smilin' Ed McConnell, the Singing Philosopher.

Agency Director: Frank W. Ferrin.

Announcers: Gene Trace, Peter Grant.

Music Arranger: Jock Saatkomp.

Length of Run: Sept. 27, 1938, to June 22, 1939.

Smilin' Jack

Sponsor: Sweets Co. of America (Tootsie Rolls).

Agency: The Biow Co., Inc.

Origination: New York.

Air Time: Monday, Wednesday and Friday, 5:30 to 5:45 p.m. (repeat from 6:30 to 6:45 p.m.).

Network: Mutual; 3 stations.

Production: Jack Johnstone.

Script Writers: George Lowther, Jack Johnstone.

Talent: Frank Readick (Smilin' Jack); Wanna Paul (Dixie); Chester Stratton (Rufus); Paul Nugent (Dude); John Griggs (Top Hat).

Agency Director: Jack Johnstone.

Announcer: John Jaeger.

Length of Run: Started Feb. 13, 1939.

Kate Smith—Noonday Chats

Sponsor: General Foods Corp. (Diamond Crystal Salt).

Agency: Benton & Bowles, Inc.

Origination: New York.

Air Time: Tuesday, Thursday and Saturday, 12 noon to 12:15 p.m.

Network: CBS; 14 stations.

Production: Handled by the agency.

Script Writers: Jane Tompkins, Ed Mead.

Talent: Kate Smith.

Agency Director: Ed Mead.

Announcer: Ted Collins.

Conductor: Charles Paul, organist.

Length of Run: Started Oct. 4, 1938.

Kate Smith's Hour

Sponsor: General Foods Corp. (Calumet Baking Powder, Swans Down Cake Flour).

Agency: Young & Rubicam, Inc.

Origination: New York.

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

Network: CBS; 76 stations.

Production: Ted Collins (Kate Smith's manager), Bob Welch (of the agency).

Script Writers: Sylvan Taplinger, Bob Welch, Clifford Goldsmith (for the Aldrich Family).

Talent: Kate Smith; Ted Collins; Abbott & Costello (Bud Abbott, Lou Costello); Ted Straeter's Choir; The Ambassadors; the Aldrich Family (Ezra Stone, Tom Shirley [replaced Clyde Fillmore], Regina Wallace [replaced Leah Penman]); Jack Miller's orchestra; guests.

Agency Director: Ted Collins (for the agency), Bob Welch.

Announcer: Andre Baruch.

Conductor: Jack Miller.

Length of Run: Started Sept. 30, 1937.

(Off during summer of 1938 from June 23 to Sept. 29).

(Off during summer of 1939 from June 29 to Oct. 6).

Smoke Dreams

Sponsor: H. Fendrich, Inc. (La Fendrich and Charles Denby Cigars).

Agency: Ruthrauff & Ryan, Inc.

Origination: Cincinnati.

Air Time: Tuesday, 10:45 to 11 p.m.

Network: NBC Blue; 21 stations.

Production: Mr. Carr (of WLW).

Script Writer: Arthur E. Trask (of the agency).

Talent: "The Dreamer"; Virginio Maruccio and orchestra; soloists; guests.

Agency Director: A. K. Bucholz.

Announcer: Charles Wood.

Conductor: Virginio Maruccio.

Music Arranger: Virginio Maruccio.

Length of Run: Oct. 2, 1938, to May 16, 1939.

NETWORK COMMERCIALS—Continued

The Smoothies

(See "Time to Shine")
(See "Vocal Varieties")

Soil-Off Mfg. Co.

(See "Fletcher Wiley" for Cleaning Fluid)

Song Shop, The

Sponsor: The Coca-Cola Co.
Agency: D'Arcy Advertising Co., Inc.
Origination: New York.
Air Time: Friday, 10 to 10:45 p.m.
Network: CBS; 94 stations.
Production: Walter Craig.
Script Writers: Ken Burton, Howard Miller.
Talent: Nadine Conner (replaced Kitty Carlisle, Jan. 28, 1938); Frank Crumit; Del Sharbutt; Reed Kennedy; Alice Cornett; Song Shop Quartet directed by Kenneth Christie (Scrappy [Harold] Lambert; Robert Moody, Leonard Stokes, Randolph Weyant); Gus Haenschen's orchestra; occasional guests.
Agency Director: Felix W. Coste.
Announcer: Del Sharbutt.
Conductor: Gus Haenschen.
Length of Run: Sept. 10, 1937, to June 10, 1938.

Harry Sosnik Orchestra

(See "Joe E. Brown")
(See "Woodbury's Hollywood Playhouse")

Margaret Speaks

(See "The Voice of Firestone")

Spelling Bee

Sponsor: Cummer Products Co. (Energine).
Agency: Stack-Goble Advertising Agency.
Origination: New York.
Air Time: Sunday, 5:30 to 6 p.m.
Network: NBC Red; 21 stations.
Production: Harold Kemp (of the agency).
Script Writer: Paul Wing.
Talent: Paul Wing, conductor; contestants.
Agency Director: R. A. Porter.
Announcers: Jack Costello, Alan Kent.
Length of Run: Started Sept. 11, 1938. (Replaced Spy Secrets).

Sperry Flour Co.

(See "Dangerous Road" for Pancake and Waffle Flour)
(See "Dr. Kate")
(See "Martha Meade")
(See "Woman's Magazine of the Air")

Phil Spitalny Orchestra

(See "General Electric Hour of Charm")

Spy Secrets

Sponsor: Cummer Products Co. (Energine).
Agency: Stack-Goble Advertising Agency.
Origination: New York.
Air Time: Sunday, 5:30 to 6 p.m.
Network: NBC Red; 24 stations.
Production: Himan Brown.
Script Writers: Various writers.
Talent: Ed Jerome; Erik Rolf; Charles Cantor; William Podmore; Ray Collins; Agnes Moorehead; Peggy Allenby; Karl Swenson.
Agency Director: Himan Brown (for the agency).
Announcer: Jack Costello.
Length of Run: Aug. 7, 1938, to Sept. 5, 1938. (Replaced by Spelling Bee.)

Hanley Stafford

(See "Al Pearce and His Gang")
(See "Good News of 1939")

Standard Brands, Inc.

(See "Baker's Broadcast" for Fleischmann's Yeast for Bread)
(See "Chase & Sanborn Program")
(See "Getting the Most Out of Life" for Fleischmann's Yeast for Health)
(See "I Love a Mystery" for Fleischmann's)
(See "One Man's Family" for Tender Leaf Tea)
(See "Royal Desserts Program")

Standard School Broadcast

Sponsor: Standard Oil Co. of California.
Agency: McCann-Erickson, Inc.
Origination: San Francisco and Honolulu.
Air Time: Thursday, 11 to 11:45 a.m. (Honolulu, Tuesday, 8:15 to 9 a.m.).
Network: NBC Blue; 13 stations.
Production: John Ribbe.
Script Writers: Adrian F. Michaelis, Arthur S. Garbett, John Ribbe.
Talent: Standard Ensemble of 10 pieces; "Rondomel," the Music Sprite; Bob Rockwell (Philomel, the Troubadour); Raymond Marlowe (tenor); Jack-of-Old-Tunes; Armand Girard, baritone.
Agency Directors: H. G. Anderson; Adrian F. Michaelis (sponsor director).
Announcer: Grant Pollock.
Conductor: Arthur Schwarzman.
Length of Run: Throughout each school season since Oct. 1, 1928; Honolulu, since Oct., 1937.

NETWORK COMMERCIALS—Continued

Standard Symphony

Sponsor: Standard Oil Co. of California.
Agency: McCann-Erickson, Inc.
Origination: San Francisco.
Air Time: Thursday, 8:15 to 9:15 p.m.
Network: NBC Red; 5 stations.
Production: John Ribbe.
Script Writers: John Ribbe, Adrian F. Michaelis.
Talent: San Francisco Symphony Orchestra; Los Angeles Philharmonic Orchestra; Seattle Symphony Orchestra; Portland Symphony Orchestra; Standard Symphony Orchestra of San Francisco; Standard Symphony Orchestra of Los Angeles.

Agency Directors: H. G. Anderson; Adrian F. Michaelis (sponsor director).

Announcers: Hal Gibney (San Francisco, 1938); Clinton Twiss (Los Angeles, 1938); Burton Bennett (San Francisco, 1939); Dresser Dahlstead (Los Angeles, 1939); Hal Wolff (Seattle); Jack Little (Portland).

Conductors: (1938-39), Pierre Monteux, Gaetano Merola, Otto Klemperer, Nikolai Sokoloff, Henry Svedrofsky, Basil Cameron, Willem Van Hoogstraten, Mischel Piastro, Willem Van den Burg, Edouard Hurlimann, and guest conductors.

Length of Run: Started Oct. 23, 1927.

Josephine Starr

(See "Thirty Minutes in Hollywood")

Judy Starr

(See "Time to Shine")

Stepmother

Sponsor: Colgate-Palmolive-Peet (Colgate Toothpowder).

Agency: Benton & Bowles of Chicago, Inc.
Origination: Chicago.

Air Time: Monday through Friday, 10:45 to 11 a.m. (Previous to April 25, 1938, 5:30 to 5:45 p.m.) (repeat 4:45 to 5 p.m.).

Network: CBS; 26 stations.

Production: Les Weinrott.

Script Writers: Joclyn Gerry; Les Weinrott.

Talent: Francis X. Bushman (John Fairchild); Sunda Love (Kay Fairchild); Peggy Wall (Peg Fairchild); Cornelius Peoples (Bud Fairchild); Edith Davis (Mattie); Ethel Owen (Gen Porter and Grandma Fairchild).

Agency Director: Edward Aleshire.

Announcer: Don Hancock.

Length of Run: Started Jan. 17, 1938.

Bill Stern

(See "Madison Square Garden Boxing Bouts")

Jack Stevens

(See "Inside of Sports")

Virginia Stewart

(See "Vanette Fashion Previews")

Stewart-Warner Corp.

(See "Horace Heidt & His Brigadiers")

Harold Stokes Orchestra

(See "Lifetime Revue")

Stop, Look & Listen with Edwin C. Hill*

Sponsor: Metropolitan Life Insurance Co.
Agency: Young & Rubicam, Inc.

Origination: New York.

Air Time: Monday through Friday (previously heard Friday only), 9:15 to 9:30 p.m.

Network: Mutual; 2 stations.

Talent: Edwin C. Hill.

Length of Run: Started May 22, 1939.

* This information not supplied by the agency.

Story of Mary Marlin

Sponsor: Procter & Gamble (Ivory Soap and Snow).

Agency: Compton Advertising, Inc.

Origination: Chicago.

Air Time and Network: Monday through Friday, 3 to 3:15 p.m. (NBC Red; 60 stations) and Monday through Friday, 11 to 11:15 a.m. (NBC Blue; 19 stations). (Previous to May 30, 1938, Red was heard 4:15 to 4:30 p.m.; previous to Jan. 3, 1938, Red was 4:30 to 4:45 p.m., the Blue 10 to 10:15 a.m.).

Production: Maurice Lowell.

Script Writer: Jane Cruisnberry.

Talent: Anne Seymour (Mary Marlin); Robert Griffin (Joe Marlin); Carlton Brickert (David Post); Arthur Kohl (Arnold); June Meredith (Eve Underwood); Dolores Gillon (Davey Marlin); Phillip Lord (Frazer Mitchell); Frances Carlon (Bunny Mitchell); Rupert La Belle (Rufus Kane); Harvey Hays (Michael Dorne); Frankie Pacelli (Timothy); Helen Behmiller (Sarah Jane Kane);

NETWORK COMMERCIALS—Continued

Arthur Peterson (Pater Hujas); Catherine Card (Della Worthington); Robert Jellison (Oswald Ching); Renne Radier (Celeste); Mary McKinley (Maria Higgins).

Agency Director: John Taylor.

Announcer: Bob Brown.

Length of Run: Started March 29, 1937.

Fred Sullivan

(See "Inside Story")

Sun Oil Co.

(See "Lowell Thomas—The Day's News")

Sunbrite Smile Parade

Sponsor: Swift & Co. (Sunbrite Cleanser).

Agency: Stack-Goble Advertising Agency.

Origination: Chicago.

Air Time: Thursday, 4 to 4:30 p.m. (Before March 2, 1939, Friday, 9:30 to 10 a.m. on the Red and Blue, with repeat from 12:30 to 1 p.m. on the Pacific Coast Red).

Network: NBC Blue; 55 stations (previously Red and Blue).

Production: Wyn Orr, Alden Goble (of the agency).

Script Writer: Ransom Sherman.

Talent: Ransom Sherman; Rex Maupin and orchestra; Francis Allison; Wayne Van Dyne; Ethel Owen; Serenaders Quartet.

Agency Director: Alden Goble.

Announcer: Louis Roen.

Conductor: Rex Maupin.

Length of Run: Started Sept. 30, 1938; closing date contemplated at press time was Sept. 22, 1939.

Sussman Wormser & Co.

(See "I Want a Divorce")

Sweets Co. of America

(See "Smilin' Jack" for Tootsie Rolls)

Swift & Co.

(See "Sunbrite Smile Parade" for Sunbrite)

T

Tale of Today, A

Sponsor: Princess Pat, Ltd. (Cosmetics).

Agency: Gale & Pietsch, Inc. (replaced McJunkin Advertising Co., July 3, 1938).

Origination: Chicago.

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

Network: NBC Red; 14 stations.

Production: Wynthrop Orr.

Script Writer: Gordon St. Clair.

Talent: Carlton Brickert (Robert Houston); Laurette Fillbrandt (Dot Houston); Frank Pacelli (Billy Houston); Willard Farnum (Dick Martin); Luise Barclay (Joan Houston Allen); Ethel Owen (Harriet Houston); Ruth Bailey (Maisie Lavelle); Robert Jellison (John Lester Ward); Ed Prentiss (David Allen); David Gothard (Otis Cliff).

Announcer: Verne Smith.

Conductor: Milton Preeves.

Length of Run: Original contract started Jan. 7, 1934; latest series ran from Dec. 18, 1938, to April 9, 1939.

Marion Talley

(See "Ry-Krisp Presents Marion Talley")

Jacob Tarshish

(See "The Lamplighter")

Sam Taub

(See "Madison Square Garden Boxing Bouts")

Deems Taylor

(See "Chesterfield Presents")

F. Chase Taylor (Col. Stoopnagle)

(See "Town Hall Varieties")

Dr. M. Sayle Taylor

(See "Voice of Experience")

Mary Lee Taylor

(See "Pet Milky Way")

Robert Taylor

(See "Good News of 1939")

Terry and the Pirates

Sponsor: Bowey's, Inc. (Dari-Rich).

Agency: Stack-Goble Advertising Agency.

Origination: New York.

Air Time: Monday, Tuesday and Wednesday, 5:15 to 5:30 p.m.

Network: NBC Blue; 19 stations.

Production: Himan Brown.

NETWORK COMMERCIALS—Continued

Script Writer: George Lowther.
Talent: Jackie Kelk (Terry); Clayton Collyer (Pat Ryan); Charles Cantor (Chang); Peter Donald (Connie); Agnes Moorehead (the Dragon Lady, since Jan. 12, 1939; previously William Podmore was a member of the cast).
Agency Director: R. A. Porter.
Announcer: Howard Petrie.
Length of Run: Nov. 1, 1937, to March 22, 1939. (Off during the summer of 1938 from June 1 to Sept. 26).

Texaco Star Theatre

Sponsor: The Texas Co.
Agency: Buchanan & Co., Inc.
Origination: Hollywood.
Air Time: Wednesday, 9 to 10 p.m. (Previous to Nov. 16, 1938, 9:30 to 10:30 p.m.).
Network: CBS; 95 stations.
Production: Bill Bacher.
Script Writers: Harry Kronman, Hal Block, Leo Townsend, Rosewell Rogers, Robert J. Ross; and various free lance, including Ashmead Scott, Konrad Berco-
vicci, Paul Conlon, Forrest Barnes, Ed Gardner, Samuel French, John L. Greene, Milton Geiger, Charles Isaacs, Larry Giffen, Ed Kelso, Ed Eberdeer, Len Levinson, Edward James, Patterson McNutt, Arch Oboler, Jess Oppenheimer, Edward Sheldon, Richard Weil, Ken Browne, Shirley Warde, Alex Gottlieb.
Talent: Ken Murray, m.c (John Barrymore, Nov. 9, 1938, to Jan. 11, 1939; Adolphe Menjou, Oct. 5, 1938, to Nov. 2, 1938); Frances Langford; Kenny Baker; James Wallington; Sidney Fine; David Broekman's orchestra; guests. (Formerly also Charlie Ruggles; Texaco Star Chorus directed by Harry Simeone; Una Merkel; Jane Froman; Max Reinhardt's radio plays.)
Agency Directors: Fred M. Jordan, Louis A. Witten.
Announcer: James Wallington.
Conductor: David Broekman.
Music Arrangers: Sidney B. Cutner, Theodore Duncan, Sidney Fine.
Length of Run: Oct. 5, 1938 to June 28, 1939. (Scheduled to return Sept. 13.)

Thirty Minutes in Hollywood

Sponsor: Local sponsors.
Agency: Redfield-Johnstone, Inc.
Origination: WOR Playhouse, New York.
Air Time: Sunday, 6 to 6:30 p.m.
Network: Mutual; 53 stations.
Production: Rocke Productions, Inc.
Script Writer: Sam Carleton (for George Jessel).

Talent: George Jessel; Dorothy McNulty; Tommy Tucker's orchestra; Tommy Tucker Trio (Amy Arnell, Kerwin Somerville, Al Evans [replaced Archie Berdahl]); Jack Raymond; Epy Persons; Josephine Starr.
Agency Director: Norman S. Livingston.
Announcers: Local announcers.
Conductor: Tommy Tucker.
Length of Run: Oct. 10, 1937, to July 3, 1938.

This Day Is Ours

Sponsor: Procter & Gamble (Crisco).
Agency: Compton Advertising, Inc.
Origination: New York.
Air Time: Monday through Friday, 1:45 to 2 p.m.
Network: CBS; 22 stations.
Production: Chick Vincent (of Transamerican Broadcasting & Television Corp.).
Script Writers: Don Becker, Carl Bixby.
Talent: Jay Jostyn (Curt Curtis); Templeton Fox (Eleanor MacDonald); Erik Rolf (Paul Cromwell); Alan Devitt (Wong); Joe Granby (Rev. MacDonald); Julian Noa (Eugene Snell); Helene Dumas (Beulah); Santos Ortega (General Ming); Florence Golden (San Su); Peter Goo Chong (various Chinese parts); Spencer Bentley (Wallace Thayer).
Agency Director: John Taylor.
Announcer: Melvin Allen.
Length of Run: Started Nov. 7, 1938.

Lowell Thomas—The Day's News

Sponsor: Sun Oil Co. (Sunoco Motor Oil).
Agency: Roche, Williams & Cunningham, Inc.
Origination: New York.
Air Time: Monday through Friday, 6:45 to 7 p.m.
Network: NBC Blue; 24 stations.
Production: Charles Warburton (of NBC).
Script Writer: Lowell Thomas.
Talent: Lowell Thomas.
Announcer: Hugh James.
Length of Run: Original contract started June 13, 1932; latest series runs from Jan. 30, 1939, to Jan. 26, 1940.

Dorothy Thompson

(See "General Electric Hour of Charm")

Kay Thompson

(See "Monday Night Show")

Those Happy Gilmans

Sponsor: General Mills, Inc. (Corn Kix).
Agency: Blackett-Sample-Hummert, Inc.

NETWORK COMMERCIALS—Continued

Origination: Chicago.

Air Time: Monday through Friday, 1:45 to 2 p.m.

Network: NBC Red and Blue; 17 stations.

Production: Jack Hurdle.

Script Writer: Cliff Thomas.

Talent: Bill Bouchev (Gordon Gilman); Edith Adams (Ethel Gilman); Cornelius Peeples (Wheezy); Henrietta Tedro (Aunt Bessie); John Hench (Stan); Joan Kay (Phyllis).

Agency Director: David Owen.

Announcer: Don Thompson.

Length of Run: Aug. 22, 1938, to May 26, 1939.

Those We Love

Sponsor: Lamont Corliss & Co. (Pond's Cream and Face Powder).

Agency: J. Walter Thompson Co.

Origination: Hollywood.

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

Network: NBC Blue; 34 stations.

Production: Handled by the agency.

Script Writer: Agnes Ridgway.

Talent: Nan Grey (Kathy Marshall); Richard Cromwell (Kit Marshall); Alma Kruger (Aunt Emily); Victor Rodman (Jerry Marshall); Donald Woods (Dr. Leslie Foster); Owen Davis, Jr. (Alan); Virginia Sale (Martha).

Length of Run: Jan. 4, 1938, to March 27, 1939. (Replaced Husbands and Wives).

Three Esquires

(See "Tommy Dorsey's Orchestra")

The Three Jesters

(See "Gulden Serenaders")

Lawrence Tibbett

(See "Chesterfield Presents")

(See "The Circle")

Tide Water Associated Oil Co.

(See "Football Broadcasts")

Tillamook County Creamery Assn.

(See "Bennie Walker's Tillamook Kitchen")

Martha Tilton

(See "Benny Goodman's Orchestra")

Tim & Irene

(See "The Royal Crown Revue")

Time, Inc.

(See "March of Time")

Time to Shine

Sponsor: Griffin Mfg. Co. (Griffin All-wite).

Agency: Birmingham, Castleman & Pierce, Inc.

Origination: New York.

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

Network: CBS; 40 stations (first series), 45 stations (second series).

Production: Ed. Cashman.

Script Writer: Jack Rose.

Talent: First series: Hal Kemp's orchestra; Judy Starr; Bob Allen; Saxie Dowell. Second series: Hal Kemp's orchestra; Bob Allen; Saxie Dowell; Jack LeMaire; Nan Wynn; Mickey Bloom; Eddie Kusby; Bob Trout; The Smoothies (Babs Perran, Charlie Ryan, Little Ryan).

Agency Directors: Arch Birmingham, Stewart Wark.

Announcer: David Ross.

Conductor: Hal Kemp.

Length of Run: First series: April 19, 1938 to Oct. 11, 1938. Second series: started May 2, 1939.

Town Hall Big Game Hunt

Sponsor: Bristol-Myers Co. (Ipana, Sal Hepatica).

Agency: Young & Rubicam, Inc.

Origination: New York.

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

Network: NBC Red; 50 stations.

Production: Jack Van Nostrand (of the agency).

Talent: Norman Frescott; Jane Martin; Peter Van Steeden's orchestra; guests.

Agency Director: Jack Van Nostrand.

Announcer: Harry von Zell.

Conductor: Peter Van Steeden.

Length of Run: July 6 to July 27, 1938. (Replaced first half-hour of Town Hall Tonight for portion of summer and was, in turn, replaced by Town Hall Varieties. Second half of Town Hall Tonight was taken over by For Men Only.)

Town Hall Tonight

Sponsor: Bristol-Myers Co. (Ipana, Sal Hepatica; Minute Rub, since Oct. 5, 1938).

Agency: Young & Rubicam, Inc.

Origination: New York (originally Hollywood).

Air Time: Wednesday, 9 to 10 p.m., (repeat from 12 midnight to 1 a.m.).

Network: NBC Red; 53 stations.

NETWORK COMMERCIALS—Continued

Production: Jack Van Nostrand and Tom Smith (of the agency), William Schorr (for Fred Allen).

Script Writers: Fred Allen, assisted by Arnold Auerbach and Herman Wouk.

Talent: Fred Allen; Portland Hoffa; Merry Macs (Helen Carroll, Judd, Ted and Joe McMichael); Town Hall Singers, directed by Lyn Murray; Peter Van Steeden's orchestra; guests.

Agency Directors: Jack Van Nostrand, Tom Smith.

Announcer: Harry von Zell.

Conductor: Peter Van Steeden.

Length of Run: Started Jan. 3, 1934, as Sal Hepatica Revue; present program began March 21, 1934.

Agency Director: Lawrence Holcomb.

Announcer: Dan Seymour.

Length of Run: Jan. 3, 1938, to March 24, 1939. (Off from June 1 to Sept. 26, 1938.)

Lester Tremayne

(See "Betty & Bob")

(See "First Nighter")

Claire Trevor

(See "Big Town")

John Scott Trotter Orchestra

(See "Kraft Music Hall")

Bob Trout

(See "Time to Shine")

Town Hall Varieties

Sponsor: Bristol-Myers Co. (Ipana, Sal Hepatica).

Agency: Young & Rubicam, Inc.

Origination: New York.

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

Network: NBC Red; 50 stations.

Production: Jack Van Nostrand (of the agency).

Talent: Colonel Lemuel Q. Stoopnagle (F. Chase Taylor); Merry Macs (Helen Carroll, Judd, Ted and Joe McMichael); Peter Van Steeden's orchestra; Harry von Zell.

Agency Director: Jack Van Nostrand.

Announcer: Harry von Zell.

Conductor: Peter Van Steeden.

Length of Run: Aug. 10, 1938 to Sept. 28, 1938. (One of several shows replacing Town Hall Tonight during summer. See also Town Hall Big Game Hunt and For Men Only.)

Dick Tracy

Sponsor: Quaker Oats Co. (Puffed Wheat and Rice).

Agency: Sherman K. Ellis & Co., Inc.

Origination: New York.

Air Time: Saturday, 7 to 7:30 p.m. (repeat from 10:30 to 11 p.m.). (Previous to May 6, 1939, Monday through Friday, 5 to 5:15 p.m., with no repeat.)

Network: NBC Red; 20 stations, plus transcriptions.

Production: Himan Brown (supervised by Lawrence Holcomb, of the agency).

Script Writer: George Lowther.

Talent: Ned Wever (Dick Tracy); Walter Kinsella (Pat Patton); Andy Donnelly (Junior Tracy); John Brown (Inspector); Charles Cantor (Blackie Moran); Gilbert Mack (Franklin Webb).

True Detective Mysteries

Sponsor: Lambert Pharmacal Co. (Listerine).

Agency: Lambert & Feasley.

Origination: Cincinnati.

Air Time: Tuesday, 10 to 10:15 p.m.

Network: Mutual; 5 stations.

Production: Handled by WLW, Cincinnati.

Script Writer: Felix Jager.

Talent: Varied dramatic cast.

Agency Director: Martin Horrell.

Length of Run: April 5, 1938, to March 28, 1939.

True or False

Sponsor: J. B. Williams Co. (Glider and Williams Shaving Cream).

Agency: J. Walter Thompson Co.

Origination: New York and elsewhere.

Air Time: Monday, 10 to 10:30 p.m.

Network: NBC Blue; 44 stations.

Production: Handled by the agency.

Script Writer: Dr. Harry Hagen (prepares questions).

Talent: Dr. Harry Hagen and two competing teams each week.

Announcer: Bill Spargrove (replaced Al Robinson, Oct. 2, 1938).

Length of Run: Started July 4, 1938; closing date contemplated at press time was Dec. 25, 1939.

True or False

Sponsor: J. B. Williams Co. (Glider and Williams Shaving Cream).

Agency: J. Walter Thompson Co.

NETWORK COMMERCIALS—Continued

Origination: New York and elsewhere.
Air Time: Monday, 10 to 10:30 p.m.
Network: Mutual; 12 stations.
Production: Handled by the agency.
Script Writer: Dr. Harry Hagen (prepares questions).
Talent: Dr. Harry Hagen and two competing teams each week.
Announcer: Tom Slater.
Length of Run: Started Jan. 3, 1938. (Shifted to NBC, July 4, 1938).

True Story Time*

Sponsor: Macfadden Publications, Inc.
Agency: Arthur Kudner, Inc.
Origination: New York.
Air Time: Tuesday, 9:30 to 10 p.m.
Network: NBC Blue; 42 stations.
Talent: Dramatic cast.
Announcer: Nelson Case.
Length of Run: Started May 23, 1939. (Replaced Mary & Bob's True Stories).

* This information not supplied by agency. Program started too near press time to permit checking.

Sophie Tucker & Her Show

Sponsor: American Tobacco Co. (Roi-Tan Cigars).
Agency: Lord & Thomas.
Origination: New York.
Air Time: Monday, Wednesday and Friday, 6:45 to 7 p.m. (repeat from 12:30 to 12:45 a.m., Monday and Wednesday; from 1 to 1:15 a.m., Friday). (Not heard in New York.)
Network: CBS; 59 stations.
Script Writers: Frank Wilson, Gordon Auchincloss.
Talent: Sophie Tucker; Mark Warnow and orchestra; Kenneth Roberts.
Agency Directors: Norman Morrell, John Hymes.
Announcers: Kenneth Roberts, John Reed King.
Length of Run: Started Nov. 7, 1938.

Tuesday Night Party

(Al Jolson Show to March 21, 1939)
Sponsor: Lever Brothers Co. (Lifebuoy and Rinso, at various periods).
Agency: Ruthrauff & Ryan, Inc.
Origination: Hollywood.
Air Time: Tuesday, 8:30 to 9 p.m. (repeat from 12:30 to 1 a.m.; previous to April 26, 1938, 11:30 to 12 midnight).
Network: CBS; 60 stations.
Production: Handled by the agency.
Script Writers: Ed Ettinger, Ken Brown, Wilkie Mahoney, Bob Marko. (Before March 22, 1938: Al Lewis, Hank Garson,

Joe Watson, Ben Freedman, Bob Marko, Sam Kurtzman, Ray Buffum, Sid Zealinka, Howard Snyder, Hugh Wedlock.)
Talent: Dick Powell (replaced Al Jolson, March 21, 1939); Martha Raye; Harry Einstein (Parkyakarkus); Lud Gluskin's orchestra (replaced Victor Young, July 5, 1938); guests.
Agency Director: Everard Meade (replaced G. Bennett Larson, Sept. 20, 1938).
Announcer: Tiny (Edmund B.) Ruffner.
Conductor: Lud Gluskin (formerly Victor Young).
Music Arranger: Lud Gluskin.
Length of Run: Original contract started March 24, 1936, with Ken Murray; Al Jolson Show started Dec. 22, 1936; Dick Powell show started March 21, 1939. (Off during summer from July 12 to Sept. 20, 1938.)

Tune-Up Time

Sponsor: Ethyl Gasoline Corp.
Agency: Batten, Barton, Durstine & Osborn, Inc.
Origination: New York.
Air Time: Monday, 8 to 8:30 p.m. (repeat from 12 midnight to 12:30 a.m.). (Before June 5, 1939, program was heard Thursday, 10 to 10:45 p.m.)
Network: CBS; 62 stations.
Production: William Spier (of the agency).
Script Writer: William Spier.
Talent: Walter O'Keefe, m.c., and cast; Andre Kostelanetz and orchestra; Kay Thompson's Rhythm Singers; guest stars.
Agency Director: William Spier.
Announcer: Dan Seymour.
Conductor: Andre Kostelanetz.
Music Arranger: Carroll Huxley.
Length of Run: Started Jan. 12, 1939.

Two on a Shoestring

Sponsor: Oakland Chemical Co. (Dioxogen Face Cream).
Agency: Kleppner Co., Inc.
Origination: WOR, New York.
Air Time: Monday through Friday, 2 to 2:15 p.m.
Network: Mutual; 6 stations.
Talent: Honey Dean, Eleanor Phelps.
Length of Run: Oct. 17, 1938, to Dec. 16, 1938.

U

Uncle Ezra

Sponsor: Miles Laboratories, Inc. (Alka-Seltzer).
Agency: Wade Advertising Agency.

NETWORK COMMERCIALS—Continued

Origination: Chicago.

Air Time: Tuesday and Friday, 10:30 to 10:45 p.m. (Previous to Nov. 15, 1938, 10:45 to 11 p.m.) (repeat from 11:15 to 11:30 p.m.)

Network: NBC Red; 44 stations.

Production: Edward Simmons, P. C. Lund.

Script Writer: Pat Barrett.

Talent: Pat Barrett (Uncle Ezra); Cliff Soubier; Carleton Guy; Nora Cunneen; Henry Burr; Lucille Long; Cornelius Peebles; Charles Egelston; Hoosier Hot Shots (Frank D. Kettering, Paul E. [Hezzie] Trietsch, Kenneth H. Trietsch, Charles O. Ward); Vass Family (Sally, Virginia, Emily, Louisa and Frank Vass); Florence Folsom (Mrs. Whipple); Clarence Hartzell (Uncle Billy).

Agency Director: W. A. Wade.

Announcers: Jack Holden, Charles Lyon.

Length of Run: Oct. 17, 1934, to April 21, 1939. (Off during 1938 from Aug. 12, to Oct. 22).

Uncle Ezra's Sunday Afternoon in Rosedale

Sponsor: Miles Laboratories, Inc. (Alka-Seltzer).

Agency: Wade Advertising Agency.

Origination: Chicago.

Air Time: Sunday, 5 to 5:30 p. m.

Network: NBC Red; 30 stations.

Production: Edward Simmons.

Script Writer: Pat Barrett.

Talent: Pat Barrett (Uncle Ezra); Henry Burr; Cliff Soubier; Clarence Hartzell (Uncle Billy); Florence Folsom (Mrs. Whipple); Vass Family (Sally, Virginia, Emily, Louisa and Frank Vass); Hoosier Hot Shots (Frank D. Kettering, Paul E. [Hezzie] Trietsch, Kenneth H. Trietsch, Charles O. Ward).

Agency Director: W. A. Wade.

Announcer: Jack Holden.

Music Arranger: Eugene Ostergren.

Length of Run: Oct. 23, 1938 to April 16, 1939.

Uncle Walter's Dog House*

Sponsor: Brown & Williamson Tobacco (Raleigh).

Agency: Russel M. Seeds Co.

Origination: Cincinnati.

Air Time: Tuesday, 10:30 to 11 p.m.

Network: NBC Red; 62 stations.

Talent: Tom Wallace (Uncle Walter); Phil Davis and orchestra; Dog House Male Trio; Sweet Adeline (Dorothy Davis).

Conductor: Phil Davis.

Length of Run: Started May 2, 1939.

* Information not supplied by agency.

Stella Unger

(See "Hollywood Newsgirl")

Union Oil Co.

(See "Passing Parade with John Nesbitt")

(See "The Seventy-Six Review with Conrad Nagel")

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

U. S. Rubber Co.

(See "Raymond Paige, 99 Men and a Girl")

U. S. Tire Dealers Mutual Corp.

(See "Ben Bernie and All the Lads")

U. S. Tobacco Co.

(See "Model Minstrels")

(See "Pick & Pat in Pipe Smoking Time" for Model)

Fred Uttal

(See "For Men Only")

V

Vadisco Sales Corp.

(See "Court of Human Relations")

Lew Valentine

(See "Dr. I. Q.")

Valiant Lady

Sponsor: General Mills, Inc. (Wheaties; Bisquick before Aug. 22, 1938).

Agency: Knox Reeves Advertising, Inc.

Origination: New York.

Air Time: Monday through Friday, 2:30 to 2:45 p.m.

Network: NBC Red and Blue; 29 stations (formerly CBS).

Production: D. Gordon Graham.

Script Writers: Katherine Chase and Thomas Goodrich (Bayard Veiller, before Dec. 2, 1938).

Talent: Joan Blaine (Joan Barrett); Bill Johnstone (Jim Barrett); Ray Johnson (Paul Morrison); Kingsley Colton (Billy); Judith Lowry (Stevie); Charles Carroll (Dr. Tubby Scott); Parker Fennelly (Mike).

Agency Director: Lloyd Griffin.

NETWORK COMMERCIALS—Continued

Announcer: Art Millet.

Length of Run: Started March 7, 1938 on CBS; shifted to NBC on May 30, 1938 and ended May 26, 1939.

Rudy Vallee Orchestra

(See "Royal Desserts Program")

Peter Van Steeden Orchestra

(See "For Men Only")

(See "Town Hall Big Game Hunt")

(See "Town Hall Tonight")

(See "Town Hall Varieties")

Vanette Fashion Previews

Sponsor: Vanette Hosiery Mills.

Agency: Grant Advertising, Inc.

Origination: Chicago.

Air Time: Saturday 9:45 to 10 a.m. (Before May, 1939, 8:45 to 9 a.m.).

Network: NBC Blue; 12 stations.

Production: Bob White.

Script Writer: Virginia Stewart.

Talent: Virginia Stewart (Miss Vanette) in interviews with celebrities from all fields.

Agency Director: Jean Love.

Announcer: Gene Rause.

Conductor: Dean Fossler, organist.

Length of Run: Started Jan. 14, 1939.

Virginia Verrill

(See "Wonder Show—Jack Haley")

Vic and Sade

Sponsor: Procter & Gamble (Crisco).

Agency: Compton Advertising, Inc.

Origination: Chicago.

Air Time: Monday through Friday, 1:15 to 1:30 p.m.

Network: CBS; 42 stations.

Production: Clint Stanley.

Script Writer: Paul Rhymer.

Talent: Art Van Harvey (Vic); Bernardine Flynn (Sade); Billy Idelson (Rush).

Agency Director: John Taylor.

Announcer: Bob Brown.

Length of Run: May 30, 1938, to Nov. 4, 1938.

Vic and Sade

Sponsor: Procter & Gamble (Crisco).

Agency: Compton Advertising, Inc.

Origination: Chicago (commercials, lead-in, etc., from New York).

Air Time: Monday through Friday, 11:15

to 11:30 a.m. (NBC Blue); 4:30 to 4:45 p.m. (NBC Red).

Network: NBC Blue, 20 stations; NBC Red, 51 stations.

Production: Ted MacMurray, Chicago; James Haupt, New York (both of NBC).
Script Writer: Paul Rhymer.

Talent: Art Van Harvey (Vic); Bernardine Flynn (Sade); Billy Idelson (Rush).

Agency Director: Frederick K. Gropper.

Announcer: Ralph Edwards.

Length of Run: Original contract started Nov. 5, 1934; latest series ran from July 4, 1938, to June 30, 1939.

Vick Chemical Co.

(See "Seth Parker" for VapoRub, Va-Tro-Nol, Cough Drops)

Vocal Varieties

Sponsor: Lewis-Howe Co. (Tums).

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

Origination: Cincinnati.

Air Time: Tuesday and Thursday, 7:15 to 7:30 p.m.; Friday, 7 to 7:15 p.m. (Before March 31, 1939, Tuesday and Thursday only) (repeat Tuesday, from 11:15 to 11:30 p.m.).

Network: NBC Red; 22 stations Tuesday, 29 stations Thursday.

Production: Samuel C. Fuller.

Talent: Jerry Cooper; The Smoothies (Babs Perran, Charlie Ryan, Little Ryan); De Vore Sisters (Marjorie, Bille, Ruth); The 8 Men (Ezra Hoffman, Steve Merrill, Herbert Spieckerman, Milton Flinn, Ralph Nyland, Franklin Bens, Ellis Frakes, Milton Sachs); Lynn Cole; Ellis Frakes; Deon Craddock; Hal Edison's orchestra; William Stoess, director of choral group.

Agency Director: Robert G. Jennings.

Announcer: James Leonard.

Conductor: Hal Edison.

Length of Run: Original contract started April 6, 1936, for Pratt & McNeill, Unlimited; above program started Jan. 28, 1937.

Voice of Experience

Sponsor: Lydia Pinkham Medicine Co.

Agency: Erwin, Wasey & Co.

Origination: New York (Hollywood, May and June, 1939).

Air Time: Monday, Wednesday and Friday, 1:45 to 2 p.m.

Network: Mutual; 80 stations.

Production: Handled by the agency.

Script Writer: Dr. M. Sayle Taylor.

Talent: Dr. M. Sayle Taylor (Voice of Experience).

NETWORK COMMERCIALS—Continued

Agency Director: John T. Gibson.
Announcer: John Shultz.
Length of Run: Original contract started Dec. 27, 1937; latest series started Sept. 5, 1938.

Voice of Firestone, The

Sponsor: Firestone Tire & Rubber Co.
Agency: Sweeney & James Co.
Origination: New York.
Air Time: Monday, 8:30 to 9 p.m. (repeat from 11:30 p.m. to 12 midnight).
Network: NBC Red; 78 stations.
Talent: Alfred Wallenstein and orchestra; Margaret Speaks; Richard Crooks.
Agency Director: Frank G. James.
Announcer: Gene Hamilton.
Conductor: Alfred Wallenstein.
Music Arranger: Alfred Wallenstein.
Length of Run: Original contract started Dec. 3, 1928; last continuous series started Dec. 4, 1933.

Don Voorhees Orchestra

(See "Cavalcade of America")

Vox Pop

Sponsor: Cummer Products (Molle Shaving Cream).
Agency: Stack-Goble Advertising Agency.
Origination: New York.
Air Time: Tuesday, 9 to 9:30 p.m. (repeat on Monday, 12:30 to 1 a.m.).
Network: NBC Red; 29 stations.
Production: Agency and Paul Wing (of NBC).
Talent: Parks Johnson and Wallace Butterworth in interviews.
Agency Director: R. A. Porter.
Announcer: Wallace Butterworth.
Length of Run: Original contract started Feb. 7, 1935; last series ran from Jan. 19, 1937 to Sept. 13, 1938. (Replaced by Battle of the Sexes).

Vox Pop

Sponsor: Penn Tobacco Co. (Kentucky Club Pipe Tobacco).
Agency: Ruthrauff & Ryan, Inc.
Origination: New York.
Air Time: Saturday, 9 to 9:30 p.m.
Network: NBC Red; 30 stations.
Production: Handled by the agency.
Talent: Parks Johnson and Wallace Butterworth in interviews.
Agency Director: Nathan Tufts.
Announcer: Graham McNamee.
Length of Run: Started Oct. 1, 1938; closing date contemplated at press time was Sept. 23, 1939.

W

Bea Wain

(See "Quaker Party")

Oliver Wakefield

(See "Chesterfield Program")

June Walker

(See "Johnny Presents 'Where Are We?'")

Bennie Walker's Tillamook Kitchen

Sponsor: Tillamook County Creamery Association.
Agency: Botsford, Constantine & Gardner.
Origination: San Francisco.
Air Time: Thursday, 9:45 to 10 a.m.
Network: NBC Red; 5 stations.
Production: Edith Abbott (of the agency).
Script Writer: Edith Abbott.
Talent: Bennie Walker (Ben McLaughlin); Tillamook Dairy Maid (Virginia Dawson).
Agency Director: Edith Abbott.
Announcers: Commercially handled by Ben McLaughlin and Virginia Dawson.
Length of Run: Kitchen demonstrations, as above, started Jan., 1934, but Tillamook has been on the air for 8 years. Present contract ended June 29, 1939; scheduled to return the middle of Sept., 1939.

Tom Wallace

(See "Uncle Walter's Dog House")

Alfred Wallenstein Orchestra

(See "The Voice of Firestone")

James Wallington

(See "Texaco Star Theatre")

Waltz Time

Sponsor: Charles H. Phillips Chemical Co. (Phillips' Milk of Magnesia).
Agency: Blackett-Sample-Hummert, Inc.
Origination: New York.
Air Time: Friday, 9 to 9:30 p.m.
Network: NBC Red; 44 stations.
General Supervisors of Script and Production: Frank and Anne Hummert.
Author of Title and Original Story Line: Frank Hummert.

NETWORK COMMERCIALS—Continued

Dialogue Writer: Frank Hummert.
Agency Script Editors: Frank and Anne Hummert.
Talent: Frank Munn; Abe Lyman's orchestra; Manhattan Chorus.
Announcer: Andre Baruch.
Conductor: Abe Lyman.
Length of Run: Original contract started Sept. 27, 1933; latest series runs from Feb. 3, 1939 to Jan. 26, 1940.

Wander Co.

(See "Carters of Elm Street" for Ovaltine)
(See "Little Orphan Annie" for Ovaltine)

Ward Baking Co.

(See "Jane Arden" for Bread and Cake)

Fred Waring & His Pennsylvanians

Sponsor: Grove Laboratories, Inc. (Bromo-Quinine).
Agency: Stack-Goble Advertising Agency.
Origination: New York.
Air Time: Saturday, 8:30 to 9 p.m. (repeat from midnight to 12:30 a.m.).
Network: NBC Red; 51 stations.
Script Writers: Waring Productions.
Talent: Fred Waring and orchestra; All-College Glee Club; Two Bees and a Honey (Hal Kanner, Murray Kane, June Perron); Donna Dae; Patsy Garrett (since Jan. 14, 1939); Twin Trio (Roy Ringwald, Craig Lietch, Paul Gibbons, Margaret Bullard, Lucy James, Jean Norman); Jane Wilson; Stuart Churchill; Gordon Goodman; Tom Waring; Jimmy Atkins (since Dec. 10, 1938).
Agency Director: R. A. Porter.
Announcer: David Ross.
Conductor: Fred Waring.
Length of Run: Oct. 8, 1938, to March 4, 1939.

William R. Warner Co.

(See "Criminal Case Histories with Warden Lewis E. Lawes" for Sloan's Liniment)

Mark Warnow Orchestra

(See "Sophie Tucker and Her Show")
(See "We, The People")
(See "Your Hit Parade")

G. Washington Coffee Refining Co.

(See "Jim McWilliams' National Question Bee")

Watch the Fun Go By

Sponsor: Ford Motor Co. (Ford, Lincoln, Lincoln-Zephyr).
Agency: N. W. Ayer & Son, Inc.
Origination: New York.
Air Time: Tuesday, 9 to 9:30 p.m. (repeat from 12 midnight to 12:30 a.m.).
Network: CBS; 71 stations.
Production: Bradford Browne (of the agency).
Script Writers: Monroe Upton, Thomas K. Carpenter, Jr.
Talent: Al Pearce; Arlene Harris; Tizzie Lish (Bill Comstock); Monroe Upton; Carl Hoff's orchestra.
Agency Director: Bradford Browne.
Announcer: Kenneth Roberts.
Conductor: Carl Hoff.
Length of Run: Jan. 5, 1937 to June 28, 1938.

R. L. Watkins Co.

(See "Alias Jimmy Valentine" for Dr. Lyon's Toothpowder)
(See "Backstage Wife" for Toothpowder)
(See "Manhattan Merry-Go-Round" for Toothpowder)
(See "Orphans of Divorce" for Toothpowder)

We, The People

Sponsor: General Foods Corp. (Jell-O Chocolate Pudding; Sanka Coffee before May, 1939).
Agency: Young & Rubicam, Inc.
Origination: New York.
Air Time: Tuesday, 9 to 9:30 p.m. (Previous to May 12, 1938, Thursday, 7:30 to 8 p.m.).
Network: CBS; 55 stations.
Production: Handled by the agency.
Script Writers: Various.
Talent: Gabriel Heatter and guests; Mark Warnow's orchestra.
Agency Director: Hendrik Boocraem (formerly Adrian Samish).
Announcer: Harry von Zell.
Conductor: Mark Warnow.
Length of Run: Started Oct. 7, 1937. (Off during summer of 1938 from May 12 to Sept. 27).

We, The Wives, Quiz

Sponsor: Quaker Oats Co. (Farina).
Agency: Benton & Bowles of Chicago, Inc.
Origination: WGN, Chicago.
Airtime: Sunday, 4 to 4:30 p.m.
Network: Mutual; 4 stations.
Script Writer: Chuck Acree.

NETWORK COMMERCIALS—Continued

Talent: Chuck Acree; Peggy Fuller; audience participation.
Agency Director: Ed Aleshire.
Announcer: Jess Kirkpatrick.
Length of Run: Feb. 5, 1939 to April 16, 1939.

Marek Weber Orchestra

(See "Carnation Contented Hour")

Welch Presents Irene Rich

Sponsor: Welch Grape Juice Co.
Agency: H. W. Kastor & Sons Advertising Co.
Origination: Hollywood.
Air Time: Sunday, 9:45 to 10 p.m. (repeat from 11:15 to 11:30 p.m.)
Network: NBC Blue; 51 stations.
Production: Robert Redd (of NBC).
Script Writers: Free Lance.
Talent: Irene Rich; Gale Gordon (replaced John Deering in Feb., 1938); dramatic cast.
Agency Director: Robert G. Jennings.
Announcer: Bob Sherwood.
Length of Run: Original contract started Oct. 4, 1933; latest series runs from Aug. 14, 1938 to Aug. 6, 1939.

Orson Welles

(See "Campbell Playhouse")

Wesson Oil & Snowdrift Sales Co., Inc.

(See "Hawthorne House")

Westinghouse Electric & Mfg. Co.

(See "Letters Home from the New York World's Fair with Ray Perkins, The Westinghouse Postmaster")

Wheatena Corp.

(See "Dad and Junior")
 (See "Dorothy Gordon—The Children's Corner")

Wheeling Steel Corp.

(See "The Musical Steelmakers")

When a Girl Marries

Sponsor: Prudential Insurance Co. of America.
Agency: Benton & Bowles, Inc.

Origination: New York.
Air Time: Monday through Friday, 2:45 to 3 p.m., EDST.
Network: CBS; 50 stations.
Script Writer: Elaine Sterne Carrington.
Talent: John Raby (Harry Davis); Frances Woodbury (Mrs. Stella Field); Noel Mills (Joan Field); Ed Jerome (Samuel Tilden Field); Joan Tetzl (Sylvia Field); Michael Fitzmaurice (Phil Stanley); Irene Winston (Eve Topping); Marion Barney (Anne Davis); Laddie Seaman (Tom Davis).
Announcer: Frank Gallop.
Length of Run: Started May 29, 1939.

Paul Whiteman Orchestra

(See "Chesterfield Program")

Irene Wicker

(See "Singing Lady")

Louise Wilcher at the Musette

Sponsor: Winter & Co. (Musette Pianos).
Agency: Samuel C. Croot Co.
Origination: New York.
Air Time: Tuesday 5:45 to 6 p.m.
Network: Mutual; 2 stations.
Script Writer: S. C. R. Parkhurst.
Talent: Louise Wilcher.
Agency Director: William Krieger.
Announcer: Ray Winters.
Length of Run: Jan. 10, 1939, to April 4, 1939.

Fletcher Wiley

Sponsor: Calavo Growers of California.
Agency: Lord & Thomas.
Origination: Hollywood.
Air Time: Thursday, 12:45 to 1 p.m.
Network: CBS; 8 stations.
Production: Fletcher Wiley (of CBS).
Script Writer: Fletcher Wiley.
Talent: Fletcher Wiley, news commentator.
Announcer: Fletcher Wiley.
Length of Run: Jan. 18 to March 8, 1939.

Fletcher Wiley

Sponsor: California Prune & Apricot Growers Assn. (Sunsweet Prunes).
Agency: Long Advertising Service.
Origination: Hollywood.
Air Time: Friday, 12:45 to 1 p.m.
Network: CBS; 6 stations.
Talent: Fletcher Wiley, commentator.
Agency Director: Alvin Long.
Length of Run: Sept. 26, 1938, to Nov. 27, 1938.

NETWORK COMMERCIALS—Continued

Fletcher Wiley

Sponsor: Soll-Off Mfg. Co. (Cleaning Fluid).
Agency: Hillman-Shane Advertising Agency, Inc.
Origination: Hollywood.
Air Time: Thursday and Friday, 12:45 to 1 p.m. (repeat from 3:45 to 4 p.m.).
Network: CBS; 2 stations.
Talent: Fletcher Wiley, news commentator.
Length of Run: Sept. 8 to Dec. 8, 1938.

Origination: New York.
Air Time: Sunday, 9:30 to 9:45 p.m. (repeat from 11 to 11:15 p.m.).
Network: NBC Blue; 62 stations.
Production: Blayne Butcher.
Script Writers: Various.
Talent: Ben Grauer; audience participation.
Agency Director: Blayne Butcher.
Announcer: George Ansbro.
Length of Run: July 10, 1938 to July 24, 1938. (Replaced Walter Winchell during July).

J. B. Williams Co.

(See "True or False")

Meredith Willson Orchestra

(See "Good News of 1939")
 (See "Signal Carnival")

Wilshire Oil Co.

(See "Pull Over, Neighbor")

Ward Wilson

(See "Phil Baker")
 (See "Honolulu Bound")

Win Your Lady

Sponsor: Jergens-Woodbury Sales Corp. (Woodbury Facial Soap).
Agency: Lennen & Mitchell, Inc.
Origination: Chicago.
Air Time: Sunday, 9 to 9:30 p.m. (repeat from 10:30 to 11 p.m.).
Network: NBC Blue; 62 stations.
Production: Mann Holiner (of the agency).
Script Writer: Jim Pease.
Talent: Jim Ameche; Phil Lord; Betty Lou Gerson; Ethel Owen; Ruth Bailey; Ray Johnson; Roy Shield's orchestra.
Agency Director: Mann Holiner.
Announcer: Bret Morrison.
Conductor: Roy Shield.
Length of Run: July 3, 1938 to Sept. 25, 1938. (Replaced Woodbury's Hollywood Playhouse for the summer).

Walter Winchell

(See "Jergens Journal—Walter Winchell")

Winchell Column Quiz

Sponsor: Andrew Jergens Co. (Jergen's Lotion).
Agency: Lennen & Mitchell, Inc.

Howie Wing

Sponsor: Kellogg Co. (Corn Flakes).
Agency: J. Walter Thompson Co.
Origination: New York.
Air Time: Monday through Friday, 6:15 to 6:30 p.m. (repeat from 8:15 to 8:30 p.m.).
Network: CBS; 40 stations.
Script Writer: Wilfred G. Moore.
Talent: William Janney (Howie Wing); Mary Parker (Donna Cavendish); Neil O'Malley; others.
Announcer: Ralph Edwards.
Length of Run: Started Oct. 3, 1938.

Paul Wing

(See "Spelling Bee")

Don Winslow of the Navy

Sponsor: Kellogg Co. (Wheat Krispies).
Agency: Hays MacFarland & Co.
Origination: Chicago.
Air Time and Network: Monday through Friday, 5:30 to 5:45 p.m. (NBC Blue, 15 stations; repeat from 6 to 6:15 p.m., NBC Blue, 7 stations). (Previous to Sept. 26, 1938, 5:30 to 5:45 p.m., NBC Blue, 15 stations, with repeat from 7 to 7:15 p.m. on NBC Red, 5 stations; previous to Aug. 12, 1938, 7 to 7:15 p.m., NBC Red, 5 stations, with no repeat).
Production: Handled by the agency and NBC.
Script Writers: Al Barker, Lt. Commander Frank Martinek.
Talent: Bob Guilbert (Don Winslow); Edward Davison (Red Pennington); Lenore Kingston (Mercedes Colby); Ruth Barth (Misty); Betty Ito (Lotus); Howard Hoffman (Scorpion); Fred Sullivan (Michael Splendor); Ray Suber (Moy); Dick Holland (Joe Printzclau); Betty Jeffries (Pat); Margaret Fuller (Tasmia); Rupert LaBelle (Admiral Colby).
Agency Director: Evelyn Stark.
Announcer: Fort Pearson.
Length of Run: May 2, 1938 to March 24, 1939.

NETWORK COMMERCIALS—Continued

Winter & Co.

(See "Louise Wilcher at the Musette")

Woman in White, The

Sponsor: Pillsbury Flour Mills Co. (Flour and Cereals).

Agency: Hutchinson Advertising Co.

Origination: Chicago.

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

Network: NBC Red; 35 stations.

Production: Howard Keegan (of Carl Wester & Co.).

Script Writer: Irna Phillips.

Talent: Luise Barclay (Karen Adams); Ruth Bailey (Alice Day Craig); Toni Gilman (Betty Adams); Willard Farnum (John Adams); Henrietta Tedro (Aunt Helen Spaulding); Finney Briggs (Uncle Bill Spaulding); Dan Sutter (Dr. Lee Markham); Dave Gothard (Bryant Chandler); Frank Behrens (Roy Palmer); Lois Zarley (Sybella Mansfeld); Bill Bouchey (Kenneth Craig); Beverly Ruby (Ruth Craig); Pat Murphy (Jerry Craig); Virginia Payne (Miss Morton and Mrs. Henehan); Karl Weber (Dr. Kirk Harding); Virginia Clark (Edith Harvey); Fay Warren (Miss West); Helen Van Tuyl (Mrs. Hamilton); Margaret Fuller (Donna Lee); Reese Taylor (Tom Reynolds); Phillip Lord (Thomas Hawkins).

Agency Director: H. K. Painter.

Announcer: Louis Roen.

Length of Run: Original contract started Sept 11, 1933; above program began Jan. 3, 1938, replacing Today's Children, and ended May 26, 1939.

Woman's Magazine of the Air

Sponsor: Lamont Corliss & Co. (Danya).

Agency: J. Walter Thompson.

Origination: San Francisco.

Air Time: Wednesday and Friday, 3:45 to 4 p.m., PST.

Network: NBC Red; 5 stations.

Length of Run: Nov. 2, 1938, to April 28, 1939.

Woman's Magazine of the Air

Sponsor: Sperry Flour Co.

Agency: Westco Advertising Agency.

Origination: San Francisco.

Air Time: Tuesday, 2:45 to 3 p.m., Wednesday and Friday, 2:30 to 2:45 p.m., PST. (Before April 21, 1939, Tuesday and Thursday, 3:45 to 4 p.m. and Wednesday, 3:30 to 3:45 p.m.).

Network: NBC Red; 5 stations.

Production: Lee Strahorn (of NBC).

Script Writers: Charles Gerrard, Charlie Marshall (comedy skits), Ruth Sprague (Little Benny & Suzie Q comedy skits), Janet Baird (interviews), Lee Strahorn (commercial and continuity).

Talent: Ricardo (Harvey Peterson); and Magazine Melodists; Quartet (Ben Klansen, John Teel, George Nickson, Armand Girard); Benny Walker; Ruth Sprague (Suzie Q); Ann Holden; Janet Baird; Charles Gerrard and Helen Kleeb (the Fashionable Finneys); Charlie Marshall; Happy Gordon & his Rangers (cowboy orchestra); Verna Osborne (soprano); Hazen Warner (contralto); Lucille Squires (hillbilly yodeler); Ted White (baritone).

Agency Director: Memory H. Roberts.

Announcer: Bennie Walker.

Conductor: Ricardo (Harvey Peterson).

Music Arrangers: Harvey Peterson, Happy Gordon, Hal Drieske.

Length of Run: March 14 to May 19, 1939.

Woman's Magazine of the Air*

Sponsor: Johnson, Carvell & Murphy; Knox Gelatine; Lamont Corliss Co.; Loose-Wiles Biscuit Co.; Union Oil Co., others.

Agency: Wm. A. Ingoldby, Inc.; Kenyon & Eckhardt, Inc.; J. Walter Thompson Co.; Newell-Emmett Co.; Lord & Thomas; others.

Origination: San Francisco.

Network: NBC Red; varying number of stations.

* For typical setup of this participating program, see *Woman's Magazine of the Air* as sponsored by Sperry Flour.

Wonder Show—Jack Haley

Sponsor: Continental Baking Co., Inc. (Wonder Bread, Hostess Cake).

Agency: Benton & Bowles, Inc.

Origination: Hollywood.

Air Time: Friday, 7:30 to 8 p.m. (repeat from 12:30 to 1 a.m.).

Network: CBS; 41 stations.

Production: Handled by the agency.

Script Writers: Harry Conn, Ernie Phillips and others.

Talent: Jack Haley; Lucille Ball; Virginia Verrill; Ted Fio Rito's orchestra; Artie Auerbach; Ricardi's Chorus; guests.

Agency Director: Kenneth MacGregor.

Announcer: Gale Gordon.

Conductor: Ted Fio Rito.

Music Arranger: Ted Fio Rito.

Length of Run: Oct. 14, 1938 to April 7, 1939.

NETWORK COMMERCIALS—Continued

Woodbury's Hollywood Playhouse

Sponsor: Jergens-Woodbury Sales Corp. (Woodbury Facial Soap).

Agency: Lennen & Mitchell, Inc.

Origination: Hollywood.

Air Time: Sunday, 9 to 9:30 p.m. (repeat from 10:30 to 11 p.m.).

Network: NBC Blue; 62 stations.

Production: Mann Holiner (of the agency), Jay Clark.

Script Writers: Various.

Talent: Charles Boyer (replaced Tyrone Power from Oct. 2 to Dec. 26, 1938, and headed the show permanently on Feb. 5, 1939); Harry Sosnik's orchestra; guests.

Agency Director: Mann Holiner.

Announcer: Lew Crosby.

Conductor: Harry Sosnik.

Length of Run: Started Oct. 3, 1937. (Replaced by Win Your Lady from June 26 to Oct. 2, 1938).

Wm. Wrigley, Jr. Co.

(See "Catalina Islander")

(See "Gateway to Hollywood")

(See "Just Entertainment")

(See "The Laugh Liner")

(See "Scattergood Baines")

Y

Robert Young

(See "Good News of 1939")

Victor Young Orchestra

(See "Hollywood Hotel")

(See "Tuesday Night Party")

Young Widder Brown

Sponsor: Chas. H. Phillips Chemical Co. (Cal-Aspirin, Mon. and Tues.; Haley's M-O, Wed., Thurs. and Fri.).

Agency: Blackett-Sample-Hummert, Inc.

Origination: New York.

Air Time: Monday through Friday, 11:30 to 11:45 a.m.

Network: NBC Red; 20 Stations.

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

Authors of Title and Original Story Line: Frank and Anne Hummert.

Dialogue Writers: Winifred Dunn (Sept. 26, 1938 to Oct. 7, 1938); Nan Murphy (Oct. 10, 1938 to Oct. 24, 1938); Katherine Seymour (Oct. 25, 1938 to Dec. 30, 1938); E. R. McGill (Jan. 2, 1939 to date).

Agency Script Editor: Charles Christoph.

Talent: Florence Freeman (Ellen Brown);

Clayton Collyer (Peter); Bennett Kilpack (Uncle Josh); Marilyn Erskine (Janey Brown); Tommy Donnelly (Mark Brown); House Jameson (Herbert).

Agency Director: Martha Atwell.

Announcer: George Ansbro.

Length of Run: Started Sept. 26, 1938.

Henny Youngman

(See "Monday Night Show")

Your Family and Mine

Sponsor: Sealtest, Inc. (subsidiary of National Dairy Products Corp.; Ice Cream and Milk).

Agency: McKee & Albright, Inc.

Origination: New York.

Air Time: Monday through Friday, 2:30 to 2:45 p.m.

Network: CBS; 36 stations, plus transcriptions on 20 stations. (Before May 1, 1939, NBC Red).

Script Writers: Scripts handled by Henry Souvaine, Inc.

Talent: Bill Adams (Matthew Wilbur); Lucille Wall (Winifred Wilbur); Joan Tompkins (Judy Wilbur); Jackie Jordan (Kenny Wilbur); Parker Fennelly (Lem Stacey); Ray Johnson (Woody Marshall); Jack Roseleigh (J. J. Marshall); Ruth Yorke (Valerie Treadwat); Ray Bramley (Eric Chantel); James Krieger (Dick Burgess); Geraldine Kay (Addie); Ralph Locke (Boroff); Francesci Lenni (Milly Pennington); Ann Garrett (Miss Peterson).

Announcers: Ford Bond, Irene Hubbard.

Length of Run: Started April 25, 1938 on NBC Red; shifted to CBS, May 1, 1939.

Your Hit Parade

Sponsor: American Tobacco Co. (Lucky Strike Cigarettes).

Agency: Lord & Thomas.

Origination: New York.

Air Time: Saturday 10 to 10:45 p.m.

Network: CBS; 101 Stations.

Production: Handled by the agency.

Script Writer: Gordon Auchincloss.

Talent: Lanny Ross; Raymond Scott and Quintet; Kay Lorraine; Songsmiths Quartet (Scrappy [Harold] Lambert, Leonard Stokes, Robert Moody, Randolph Weyant); Mark Warnow's orchestra (guest conductors and orchestras from time to time).

Agency Director: Karl W. Schullinger.

Announcers: Basil Ruysdael, Andre Baruch.

Conductor: Mark Warnow (and others).

Length of Run: Started April 20, 1935.

UNIONS

DEVELOPMENTS OF 1938-1939

What happened in vaudeville in 1900-1901 and in the legitimate theatre in 1919 happened to radio in January-February, 1939—i. e., the actors forged their union into sufficient strength to win a victory. The counterpart of the White Rats of 1901 and Actors Equity of 1919 was in this instance the American Federation of Radio Artists (AFRA). The code resulting from the January-February negotiations with agencies and networks is reproduced in the following pages.

Evolution of AFRA

The AFRA is chartered by the Associated Actors and Artistes of America, an international union which in turn is chartered by the American Federation of Labor. The AFRA's president is Eddie Cantor. Other officers are: Lawrence Tibbett, Norman Field, Jascha Heifetz and James Wallington, vice-presidents; Lucille Wall, recording secretary; Emily Holt, executive secretary; George Heller, associate secretary and treasurer; Paul N. Turner, counsel; Henry Jaffe and Laurence W. Beilenson, associate counsels.

AFRA has been in existence barely two years. In the summer of 1938 AFRA gained its first major impetus when the networks accepted AFRA agreements on sustaining pay scales, and recognized AFRA as sole bargaining agent for sustaining actors, singers, etc.

In the fall of 1938, the AFRA proceeded toward making similar agreements for network commercial work, and this drive was climaxed by victory early in 1939. Unlike the unionization maneuvers in vaudeville and the legitimate theatre, however, the AFRA drive was unaccompanied by a strike or interruption of radio schedules.

One previous union operating in radio is now all but telescoped as a result of the AFRA victory. That union is the American Guild of Radio Announcers and Producers. It was formed in April, 1937, and had contracts with several stations, principally WABC, New York, key station for the Columbia Broadcasting System. Since the AFRA victory, the AGRAP's role in commercial programs was taken over by AFRA and it now functions only as regards sustaining programs.

Other Unions in Radio

Aside from AFRA and AGRAP, a number of other unions are operative in the field of radio. These include: American Federation of Musicians whose last great drive for employment of union musicians came in September, 1937, and resulted in an agreement satisfactory to the A.F. of M. (see *VARIETY RADIO DIRECTORY*, Vol. II, pages 1170-1181); the Radio Writers' Guild (complete radio policies and mode of action not yet formulated); International Alliance of Theatrical Stage Employees Union; American Guild of Musical Artists (which in November, 1939, charged before the FCC that NBC and CBS have a "monopolistic control" of the concert management business); International Brotherhood of Electrical Workers (panelmen); American Communications Association (technicians); plus numerous local unions (chiefly for technicians and engineering personnel).

AMERICAN FEDERATION OF RADIO ARTISTS
CODE OF FAIR PRACTICE
for
COMMERCIAL BROADCASTING MINIMUM
TERMS AND CONDITIONS
for
RADIO ARTISTS*

We, the undersigned, on this..... day of.....1939, agree with the American Federation of Radio Artists that we will accept and conform to the Code of Fair Practice and the minimum terms and conditions promulgated by them for the engagement of radio artists on commercial broadcast programs produced under our auspices on the network systems and their several stations. We hereby accept notice of the minimum terms and conditions as specified in the schedules annexed to this Code, which schedules (pages 2 to 6, both inclusive) are included herein and are hereby made a part of this Code.

The American Federation of Radio Artists (herein called AFRA) agrees and represents that it is and will continue to be an open union. AFRA agrees that it will keep its membership rolls open and will admit to membership all eligible radio artists whom we engage to appear on such commercial broadcasts. We agree that on all present and future commercial broadcasts produced by us, or under our auspices, we will use the services only of performers, including actors, singers and announcers, who are members in good standing of AFRA or become such members prior to their appearance on such broadcasts. AFRA agrees not to impose unreasonable entrance fees or dues upon its members.

It is mutually agreed that it is a part of this Code of Fair Practice that the engagement of radio performers for all such present and future commercial broadcasts can be made only under the minimum terms and conditions provided herein or better.

We agree that we will not, for the purpose of evading performance under this Code, sublet or transfer responsibility for commercial network programs produced by us to any third person, and that we will not transfer our operations to any other points of origination for the purpose of defeating or evading this Code.

This agreement is in effect beginning

with February 12, 1939, until and including February 12, 1941.

We agree with the American Federation of Radio Artists for this period to submit to arbitration all questions relating to wages and working conditions affecting live commercial broadcasts not covered by this agreement and Code, as well as any controversy or dispute between AFRA and ourselves arising with respect to this Code or the interpretation or breach thereof.

Such arbitration shall be conducted under the rules then obtaining, of the American Arbitration Association, with the following specific provisions:

Either party may demand such arbitration in writing, which demand shall include the name of the arbitrator appointed by it. Within three days after such demand, the other party shall name its arbitrator, or in default of such appointment, such arbitrator shall be named forthwith by the Arbitration Committee of the American Arbitration Association. The two arbitrators so appointed shall select a third within a period of five days, from a panel submitted to them by the Arbitration Committee of the American Arbitration Association, and in lieu of their agreement upon such third arbitrator, he shall be appointed by the Arbitration Committee of the American Arbitration Association. The hearing shall be held on two days' notice and shall be concluded within fourteen days unless otherwise ordered by the arbitrators. The award of the arbitrators shall be made within seven days after the close of the submission of evidence. An award agreed to by a majority of the arbitrators so appointed shall be binding upon both parties, during the period of this agreement, and judgment upon such award may be entered by either party in the Highest Court of the Forum, State or Federal, having jurisdiction.

* See also AFRA's "Letter to CBS and NBC" on pages 536 ff.

AFRA CODE—Continued

This agreement and Code of Fair Practice shall be construed by the laws of the State of New York.

In Witness whereof, we have signed this agreement and Code of Fair Practice on the day and year above stated.

SCHEDULE OF MINIMUM FEES AND CONDITIONS FOR RADIO ARTISTS APPEARING ON COMMERCIAL PROGRAMS USING THE FACILITIES OF THE NATIONAL BROADCASTING COMPANY, THE COLUMBIA AND MUTUAL BROADCASTING SYSTEMS AND THEIR SEVERAL STATIONS

ACTORS

Length of program	Re-broadcast	
	Fee	Fee
15 minutes or less	\$15.00	\$10.00
16 to 30 minutes	25.00	12.50
31 to 60 minutes	35.00	17.50

Rehearsal: \$6.00 per hour, first hour required; after first hour, rehearsal may be computed and paid in half-hour periods at the rate of \$3.00 per half hour or part thereof. Rehearsal for programs in excess of 15 minutes, may be held in two sessions, each session to be computed and paid for as a separate unit and no such session shall be computed as less than one hour. Individual compensation shall be on the basis of time contracted for, but additional rehearsal time may be requested and if agreed to, paid for.

In the event that an actor is engaged and paid for five 15-minute programs per week, then and only in that event the rehearsal time shall be computed at \$5.00 per hour, the first hour being required, and thereafter rehearsals may be computed and paid in half-hour periods at the rate of \$2.50 per half hour or part thereof.

THIRTEEN WEEKS' CONTINUOUS GUARANTEE

(a) Where a producer on a fifteen minute dramatic strip show by written contract with the actor guarantees a thirteen weeks' continuous non-cancellable engagement on such show, the producer may discount the actor's scales to the extent shown in the following schedule if the producer guarantees the actor the minimum amounts shown in the schedule, no matter whether he plays or rehearses or not. Base rate on rehearsals where such discount is effective is six dollars per hour. The schedule follows:

SINGLE BROADCAST PER DAY		
Number of Appearances per Week	Discount	Guaranteed Minimum
5	15%	\$105
4	10%	100
3	5%	80

BROADCAST AND REPEAT

Number of Appearances per Week	Discount	Guaranteed Minimum
4	10%	125
3	5%	100

ADVANCE RECORDING PLUS LIVE NETWORK BROADCAST

(Each appearance means one for recording and one for live)

Number of Appearances per Week	Discount	Guaranteed Minimum
5	15%	\$160
4	10%	145
3	5%	115

The compensation which shall be paid to the performer under a thirteen weeks' continuous guarantee contract as above specified, shall be the applicable fees plus rehearsal pay, less the discount above set forth, or the guaranteed minimum, whichever is higher.

(b) On written guaranteed continuous thirteen weeks' non-cancellable engagement of actors for half-hour and hour shows, a discount from scale of ten per cent. of the basic scale is allowed.

(c) On half-hour shows after four hours' rehearsal per appearance, rehearsal rate drops to three dollars an hour beginning with the fifth hour of rehearsal, and on hour shows, the same is true after six hours, beginning with the seventh hour of rehearsal.

Program Auditions: Shall be paid for at one-half the broadcast fee. Rehearsal time for auditions at the same rate as specified for regular broadcasts.

This compensation is for program auditions; voice tests may be made without compensation, but the producer shall not use this privilege unreasonably.

Recordings: Off-the-line recordings may be made and used only by the original sponsor or his affiliated companies. They must be used without extra fees to the

AFRA CODE—Continued

performer under the following conditions:

(a) Providing that such recordings are not broadcast on any major station in the city of origination; or broadcast to a network from the city of origination; or broadcast to any network providing national facilities; and providing further that such recordings are used once only for the original sponsor and are not broadcast on any major station affiliated with the National Broadcasting Company, Inc., the Columbia Broadcasting System, Inc., or the Mutual Broadcasting System, Inc., in New York, Chicago, San Francisco, Hollywood or Los Angeles. Further providing, however, that this latter restriction shall not apply if recordings are made by network stations for later broadcasts only on that station because of unavailability of facilities at time of live broadcast, and such operations are billed to the sponsor as a network operation without recording charges;

If off-the-line recordings are made and broadcast, except under the provisions outlined above, the performer shall be paid not less than the re-broadcast fee for such recording broadcast, unless he has already been paid a fee for a live re-broadcast.

(b) Providing that such recordings are not broadcast later than..... months after the discontinuance of the program on a live basis;

(c) Where a record is made either prior to or subsequent to a live broadcast or re-broadcast, and an extra performance is thereby required, the actor should be paid under the advance recording date and rehearsal time as specified heretofore in this scale.

Dramatized Commercials: Where the actor is engaged for a dramatized commercial, the following minimum scale shall apply:

Length of program	Re-broadcast	
	Fee	fee
15 minutes or less	\$15	\$ 7.50
16 to 30 minutes	20	10.00
31 to 60 minutes	25	12.50

A fifteen-minute rehearsal period prior to the dress rehearsal may be included in the foregoing scale.

* * * *

SINGERS

CLASS 1

GROUPS OF 9 OR MORE VOICES

Length of program	Re-broadcast	
	Fee	fee
15 minutes or less	\$14	\$7
16 to 30 minutes	16	8
31 to 45 minutes	18	9
46 to 60 minutes	20	10

Rehearsal: Orchestra and all coaching rehearsal \$4.00 per hour, first hour required; after first hour, rehearsal may be computed and paid for in quarter-hour periods at the rate of \$1.00 per quarter hour or part thereof.

CLASS 2

GROUPS OF 5 TO 8 VOICES INCLUSIVE

Length of program	Re-broadcast	
	Fee	fee
15 minutes or less	\$24	\$ 8
16 to 30 minutes	28	10
31 to 45 minutes	32	12
46 to 60 minutes	36	14

Rehearsal: Orchestra rehearsal \$4.00 per hour, first hour required; after first hour, rehearsal may be computed and paid for in quarter-hour periods at the rate of \$1.00 per quarter hour or part thereof.

CLASS 3

GROUPS OF 2 TO 4 VOICES INCLUSIVE

Length of program	Re-broadcast	
	Fee	fee
15 minutes or less	\$30	\$10
16 to 30 minutes	35	12
31 to 45 minutes	40	14
46 to 60 minutes	45	16

Rehearsal: Orchestra rehearsal \$5.00 per hour, first hour required; after first hour, rehearsal may be computed and paid for in quarter-hour periods at the rate of \$1.25 per quarter hour or part thereof.

CLASS 4—SOLOISTS

Length of program	Re-broadcast	
	Fee	fee
15 minutes or less	\$40	\$15.00
16 to 30 minutes	50	17.50
31 to 45 minutes	60	20.00
46 to 60 minutes	70	22.50

Rehearsal: Orchestra rehearsal \$6.00 per hour, first hour required; after first hour, rehearsal may be computed and paid for in quarter-hour periods at the rate of \$1.50 per quarter hour or part thereof.

Program Auditions: Shall be paid for at one-half the broadcast fee and one-half the broadcast rehearsal fee for all time required. Individual voice tests may be had without compensation.

Special Minimum Working Conditions for Singers: Any performance must begin within twenty-four hours of the original to be considered a re-broadcast, otherwise, first performance fee prevails.

No rehearsal shall be considered as less than one hour in duration except such rehearsal as is called immediately before or after performance. However, a singer may be required to stand by fifteen (15) minutes before a performance without payment of rehearsal fee.

Orchestra rehearsal may not be divided into more than two sections.

AFRA CODE—Continued

There must be a rest period of five minutes each hour in rehearsals of more than one hour in duration.

Any member who auditions for a program, as a member of a group, shall, in the event that said group is accepted for the program, be considered to be a member of said group and may not be discharged without AFRA's consent as long as group remains on said program or for a period of thirteen (13) weeks, whichever is less.

Coaching rehearsal is the designation applied to any rehearsal session other than rehearsal with orchestra or other acts in which material is prepared for a specific broadcast or audition.

On written guaranteed continuous thirteen weeks' non-cancellable engagements of singers for 15-minute, half-hour and hour shows, a discount from scale of ten per cent. of the basic scale is allowed.

Signature numbers shall be at the rate of \$15.00 for the broadcast and \$7.50 for the re-broadcast, with dress rehearsal included. Exceptional situations, such as traveling on the road, will be met by waivers under paragraph "8" of the Rules.

* * * *

ANNOUNCERS

<i>Length of program</i>	<i>Fee</i>	<i>Re-broadcast fee</i>
15 minutes or less	\$15	\$10.00
16 to 30 minutes	25	12.50
31 to 60 minutes	35	17.50

Rehearsal: \$6.00 per hour, first hour required; after first hour, rehearsal may be computed and paid in half-hour periods at the rate of \$3.00 per half hour or part thereof. Rehearsals for programs in excess of 15 minutes, may be held in two sessions, each session to be computed and paid for as a separate unit and no such session shall be computed as less than one hour. Individual compensation shall be based on the time contracted for, but additional rehearsal time may be requested and if agreed to, paid for.

Where announcer is engaged for a commercial program for guaranteed terms of not less than thirteen (13) weeks, on 15-minute programs broadcast five (5) times or more a week, the following minimum weekly compensation may be provided:

<i>Times a week</i>	<i>Weekly Minimum Compensation</i>	<i>Weekly fee for re-broadcast</i>
5	\$75.00	\$37.50
6	85.00	42.50

In such cases of guaranteed term engagements at the weekly rate, 45-minute rehearsal time per day is included.

Network Commercial Cut-In Announcements: Shall be paid at the rate of \$10.00 for each such announcement.

Program Auditions: Shall be paid for at one-half the broadcast fee. Rehearsal time for auditions at the same rate as specified for regular broadcasts. Voice tests may be had without compensation.

SPECIAL PROVISIONS REGARDING ANNOUNCERS

(a) Where a prior record is made in connection with a five-time a week live broadcast, the fee for five such recordings shall be \$50.00.

(b) The 45-minute rehearsal allowed for each of five broadcasts may be computed as 225 minutes, to be used by producer as desired within five days. If producer desires, he may use such rehearsal time for prior recordings and announcer agrees to allow 15-minute rehearsal for each live broadcast. These conditions apply only in connection with 13-week uncancellable contracts.

(c) On five-minute local news broadcasts with not less than two per day, the fee for the news reporter shall be \$5.00 for each such broadcast. In such cases where a supporting announcer is used, the fee for such supporting announcer shall be \$4.00 for each such broadcast.

GENERAL SCHEDULE OF RULES

1. Engagements: Performer shall have specific notice of the part to be played, date, time and place of broadcast, time of re-broadcast, if any, place of rehearsal and rehearsal time contracted for. An actor or soloist is permitted to double one part per performance without additional compensation. In variety shows, or where the program consists of a series of short different episodes, such as, but not being limited to, dramatized news broadcasts or his-

torical sequences, such program shall be considered an exception. Participation in crowd noises shall not be considered a double.

2. Compensation: Performer shall be paid not less than the minimum fee applicable in legal tender and not later than seven (7) calendar days after time specified for broadcast. The minimum fees shall be net to the performer and no deductions what-

AFRA CODE—Continued

ever may be made therefrom (except for such taxes and withholdings as are required by law). No term or provision of this Code may be waived by any performer without the prior written consent of AFRA, but nothing in this Code shall prevent any performer from agreeing to any terms and/or conditions more favorable to such performer than those specified herein.

3. AFRA Rules: Producer agrees that he has notice that the performer is a member of AFRA and must obey its rules. Producer admits specifically, notice of the rule which requires the AFRA member to render services only upon a program where all the Actors, Singers and Announcers are members in good standing of the AMERICAN FEDERATION OF RADIO ARTISTS.

4. Cancelled Program: Where the entire program is cancelled, the performer shall, nevertheless, be paid in full for all contracted time as specified in this agreement, unless he shall have been notified in writing of the cancellation at least 24 hours in advance of the first scheduled call for rehearsal.

5. Cancelled Individual Engagements: In the event the performer's engagement for the program is cancelled, Producer agrees, nevertheless, to pay the performer in full for all contracted time, as herein specified, except where cancellation is for gross insubordination or misconduct and AFRA consents to such dismissal without payment. Producer agrees that after the engagement is made, the risk of performer's incompetence is assumed by him.

6. Arbitration: Any controversy or claim between any Producer and any member of AFRA arising out of, or relating to, this Code or any contracts or engagements governed by this Code, or the breach thereof, shall (with the consent of AFRA) be settled by arbitration, in accordance with the rules then obtaining of the American Arbitration Association, and judgment upon the award rendered may be entered in the Highest Court of the Forum, State or Federal, having jurisdiction. The procedure for such arbitration shall be the same as that specified on page "1" of this Code.

7. Additional Services: No service of the performer is contracted for except as specified herein.

8. Waivers: AFRA will give waivers in proper cases upon application by the Producer to meet any program requirements with respect to working conditions. Minimum fees are not working conditions.

9. Production Prosecuted: In the event that the program for which the performer

is engaged is complained of and any prosecution, civil or criminal, private or governmental, shall follow, Producer agrees at his expense, to defend the performer and to pay all charges and judgments so incurred.

10. Alterations: Producer agrees that he will make no contract with any performer at terms less favorable to such Performer than those contained in this Code and make no changes or alterations of these provisions without the written consent of AFRA, nor, without such consent, shall any performer be deemed engaged upon terms which would commit such performer to do any acts after this Code expires, which would violate any rule of AFRA.

11. Bond in Certain Cases: AFRA reserves the right, in the event it determines that a particular Producer is not reliable or financially responsible, to require the posting in advance, of an adequate bond, cash or other security.

12. Unfair Producers: Producer agrees that he has notice that the AFRA Code of Fair Practice represents the minimum terms and working conditions of performers in Network commercial broadcasting. Anyone engaging performers in this field who breaches or violates conditions of the Code may be regarded as unfair and performers may be instructed not to work for anyone who is unfair.

13. Notice of this Code will be given to AFRA members, and they will contract subject thereto, and as to such producers who either sign this Code or signify their intention to abide thereby, the member will sign any contracts subject to the fulfillment of all obligations of such producer hereunder.

14. Any representative of AFRA shall be admitted to the premises of the producer or where the rehearsal or broadcast takes place, at any reasonable time, to check the performance by the producer of this Code; but such checking shall be done so as not to interfere with the conduct of the producer's business.

15. The producer agrees, for the benefit of AFRA and all performers employed by the producer, that existing contracts with all performers are hereby modified in accordance herewith, but no terms, wages or hours now had by any such performers which are more favorable to such performers than the terms, wages or hours herein specified, shall be deemed so modified. If there are any other contracts between or among signatories to this Code or those who signify their intention of abiding thereby, which require performers to

AFRA CODE—Continued

work under terms, wages or conditions less favorable to such performers than this Code, then, notwithstanding such contracts, it is agreed that this Code shall, nevertheless, apply for the benefit of all such performers and of AFRA.

16. The terms and conditions covered by this agreement are for the engagement of radio artists on commercial "network" broadcast programs produced under the auspices of the producer, on the "network" facilities of the National Broadcasting Company, Inc., the Columbia Broadcasting System, Inc., and the Mutual Broadcasting System, Inc., originating in New York, Chicago, Hollywood, Los Angeles or San Francisco. "Network" means two or more stations joined by wire for simultaneous broadcasting. On major stations in New York and Chicago, the network rate shall apply to a broadcast from one such station.

17. Nothing in this Code shall be construed as preventing the producer from buying package shows from fair independent contractors; provided that the producer must, in its agreement with the independent contractor, include a provision requiring such contractor to sign, adopt and conform to AFRA's Code of Fair Practice, and further provided that such independent contractor becomes a signatory to such Code.

18. Signature voices on dramatic shows shall be paid a minimum of \$50.00 for five

programs a week and \$25.00 for the re-broadcasts; \$10.00 for single broadcast and \$5.00 for re-broadcasts; and 15 minute rehearsal included.

19. The fee for a record made prior to the live broadcast on a 15 minute program shall be \$10.00 and \$6.00 per hour for first hour of rehearsal, \$3.00 per half-hour or part thereof for additional rehearsal.

20. Audience participation is excepted.

21. Extras and supernumeraries who do not speak individual lines shall be paid not less than \$7.50 for the program and \$5.00 for re-broadcast, including 4 hours of rehearsal time in two sessions.

22. The re-broadcast fee on 15 minute shows includes a 15 minute dress rehearsal immediately preceding re-broadcast. This applies both to actors and announcers. In cases of lateness for rehearsal or other breach by any member of AFRA, AFRA will invoke its disciplinary power under its Constitution. In the event of a collection of any fine due to such disciplinary action, AFRA may reimburse the producer who has suffered loss due to lateness or other breach.

23. Children on adult programs shall receive the minimum applicable fee for adults. Special children's programs where more than 75% of the cast are children come within the provisions of the waiver clause and shall be so treated.

LETTER TO CBS AND NBC

February 2, 1939

Columbia Broadcasting System, Inc.
485 Madison Avenue
New York City
National Broadcasting Company, Inc.
30 Rockefeller Plaza
New York City
Gentlemen:

This letter is written in connection with and is a part of the Code of Fair Practice for Commercial Broadcasting signed between your companies and the American Federation of Radio Artists, dated February 2, 1939, and in order to clarify the same.

The following clarifications or additional terms, as the case may be, are a part of such contract, namely:

1. On page 1, line 3, the words "promulgated by them" mean "herein contained."

2. The mere fact that your facilities are used for the broadcast of a radio program does not make such program one produced

under your auspices, nor does it bring such programs under the Code.

3. The words "several stations," as used throughout the agreement, are clarified and controlled by paragraph 16, and no additional obligations are imposed by the addition of the words "several stations."

4. The American Federation of Radio Artists represents that it does and will, for the duration of the agreement, represent for collective bargaining purposes, a majority of the actors, singers and announcers, as required by the National Labor Relations Act. The bargaining unit used for this agreement is without prejudice to either party.

5. Throughout the Code a variety of terms are used, such as "radio artists," "performers," etc. Nevertheless, the Code is intended to cover and does cover only actors, singers and announcers.

6. In any arbitration hereunder, each side bears half the expense.

AFRA CODE—Continued

7. AFRA agrees that it has no present rule and will make no future rule in derogation of the Code, and paragraph 3 is so limited.

8. AFRA hereby consents to any arbitration requested by the producer under paragraph 6.

9. Paragraph 7 is not intended to prevent the performer from contracting for services of a kind not covered by the Code by individual contract at such rates of pay and under such conditions as the producer and the performer shall agree, subject only to the fact that it shall not be in conflict with this Code.

10. Paragraph 9 does not apply to a case where the prosecution is in respect of material furnished by the performer or acts done by the performer without the authorization of the producer.

11. Paragraph 12 is a statement by the producer that he has notice of the facts stated in paragraph 12, and goes no further.

12. With respect to paragraph 17, AFRA agrees with the producer that if an independent contractor has signed this Code and the producer has complied with paragraph 17, AFRA will not exercise its right to strike against the independent contractor so as to create program emergencies for the producer.

13. Any more favorable terms or conditions given to competitors producing network shows at the five points of origination mentioned in paragraph 16 will be given by AFRA to the producer to the extent given such competitor. This does not apply to waivers given by AFRA in special instances, if such waivers be given in good faith and without intent either to evade this clause or to give an unfair competitive advantage.

14. So long as the producer performs this Code, AFRA will not strike against the producer as to the performers covered by this Code in the field covered by this Code. To the extent AFRA has agreed not to strike, it will order its members to perform their contracts with the producer. This paragraph only applies to producers who sign this Code.

15. AFRA agrees to give a waiver for persons employed for no more than one performance during the term of this agreement because of reputations acquired in fields other than the amusement field.

16. At least sixty days prior to the end of the term of this Code, AFRA and the producer agree to negotiate in good faith with respect to a new Code.

17. National Broadcasting Company, Inc., and Columbia Broadcasting System, Inc., by signing the Code, are signing such Code for and on behalf of themselves, respectively, and not for any other person, firm or corporation.

18. With respect to the last sentence of paragraph 16, the following stations and only the following stations are included in the term "major stations in New York and Chicago," namely:

New York: Stations WABC, WJZ, WEAF and WOR.

Chicago: Stations WBBM, WMAQ, WENR, WGN and WLS.

19. With respect to AFRA's agreement not to impose unreasonable entrance fees or dues upon its members, it agrees, whenever necessary for the producer's program purposes, to qualify members within 24 hours after notice from the producer.

20. With respect to the following respective provisions on pages 2 and 4, respectively, reading as follows, to wit: "Rehearsal for programs in excess of 15 minutes may be held in two sessions" and "Orchestra rehearsal may not be divided into more than two sections" (misprint for "sessions"), AFRA does hereby waive such provisions, but the producer agrees not to use unreasonably the privilege so granted, taking into account the necessities of the programs and the convenience of the performers, but this does not alter the fact that whenever an actor or singer is called for rehearsal, he gets a minimum of one hour's rehearsal pay, except as in the Code otherwise provided.

21. With respect to the section on "Recordings" at the top of page 3, add a sentence at the end of the second subparagraph of paragraph (a) reading as follows, to wit: "In such cases, the limitations of the first subparagraph of this paragraph (a) do not apply."

22. Further in respect to the second subparagraph of paragraph (a) on page 3, one or more sponsors other than the original sponsor or his affiliated company, may be used in any off-the-line recording made, but in any such event, re-broadcast fees as herein provided shall be paid to the performers for each such additional sponsor so used.

23. Further in respect to "Recordings" at the top of page 3, the blank in subparagraph (b) is filled in with the word "two."

24. Further in respect to the same general section, in subparagraph (c) the word "date" should be "rate."

25. With respect to the last line before

AFRA CODE—Continued

the asterisks on page 3, after the phrase "dress rehearsal," insert the words "and the dress rehearsal."

26. All rates in the Code are per person and not per group.

27. In the second sentence of the second paragraph on page 4, after the word "Individual," insert the words "and group."

28. In the seventh paragraph on page 4, second line, after the word "discharged," insert the words "without justifiable cause."

29. In the same connection, on page 5, paragraph 5, line 4, strike out the words "and AFRA consents to such dismissal without payment."

30. With respect to paragraph 1, strike out the last two sentences and substitute therefor the following: "Multiple doubles are permitted in variety shows, or where the program consists of a series of short different episodes, such as, but not being limited to, dramatized news broadcasts or historical sequences. Participation in group noises shall not be considered a double and is permissible without additional compensation."

31. With respect to paragraph 2, the second line, "seven (7)" is amended to read "ten (10)."

32. With respect to paragraph 18, amend the paragraph to read as follows: "18. Signature voices on dramatic shows shall be paid a minimum of \$50.00 for five programs a week and \$12.50 for the re-broadcasts; \$10.00 for single broadcast and \$2.50 for re-broadcast; and 15 minute rehearsal; dress rehearsal included."

33. Paragraph 19 applies to both actors and announcers, but not to singers.

34. Paragraph 22 also applies to singers, and during the 15 minute period prior to broadcast, they will rehearse for timing and effect only.

35. Change the last sentence of paragraph 22 to read as follows: "In the event of a collection of any fine due to such disciplinary action, AFRA will reimburse the producer who has suffered loss due to lateness or other breach to the extent of such fine."

36. When a record is made prior to the live broadcast, the live broadcast fee includes 15 minute dress rehearsal immediately preceding the broadcast.

37. For the purposes of the Code, an actor is a person who is employed to enact a character or perform a role, or who enacts a character or performs a role; persons like Eddie Cantor who play themselves are actors; a singer is a person who is employed to give, or who gives, vocal renditions of musical compositions; announcer is defined as the term is generally understood in the industry, but the commercial rates specified in the Code do not apply to the performance by announcers on the staff of a broadcast company of station identification, music credit, cut-ins and local spots, except as specifically provided for in the Code, time signal and similar announcements, switching and giving switching cues, certifying master copies of continuities and performing similar routine duties for the broadcast company which are not part of the services rendered by announcers for sponsors or advertising agencies on commercial programs otherwise provided for in this Code.

38. Paragraph 16 is modified so that the rates in the Code do not apply to programs originating in Hollywood, Los Angeles or San Francisco, unless the same are available to stations in other than the eleven Western states. Originations from Chicago are only subject to the Code scales on hook-ups of two or more stations including the station of origination.

39. Referring to the sixth paragraph on page 1, the National Broadcasting Company, Inc., or the Columbia Broadcasting System, Inc., or AFRA may refuse to arbitrate wages and working conditions for programs produced by the National Broadcasting Company, Inc., or the Columbia Broadcasting System, Inc., at any of their managed or operated stations in cities other than the originating points mentioned in paragraph 16, but AFRA reserves its complete right to strike against such programs and stations without notice.

40. The numbered paragraphs mentioned in this letter refer to the numbered paragraphs in the General Schedule of Rules of the Code.

41. AFRA may, if it sees fit, reprint the Code to incorporate the substance of this letter, but such incorporation shall first be approved in writing by the National Broadcasting Company, Inc., and the Columbia Broadcasting System, Inc.

Yours very truly,
AMERICAN FEDERATION OF RADIO
ARTISTS.

NETWORKS

NATIONWIDE CHAINS

Information on the three major networks, delivering nationwide service, is presented here via two methods:

(1) Maps which indicate the call letters and locations of affiliated stations.

(2) Personnel lists, wherein the locations of branch offices are also noted.

No effort has been made to give specific information on rate cards, hook-ups, etc. This material is so easily obtainable from the networks themselves, and so subject to change, that inclusion here might lead to confusion and even misinformation.

COLUMBIA BROADCASTING SYSTEM

485 Madison Avenue, New York City
(Telephone number, Wickersham 2-2000)

BOARD OF DIRECTORS

Paley, William S.	Bush, Prescott S.
Levy, Leon	Swope, Herbert Bayard
Louchheim, Jerome H.	Levy, Isaac D.
Paley, Samuel	Iglehart, J. A. W.
Paley, Jacob	Richardson, Dorsay
Colin, Ralph F.	Runyon, Mefford R.
Klauber, Edward	Keston, Paul W.

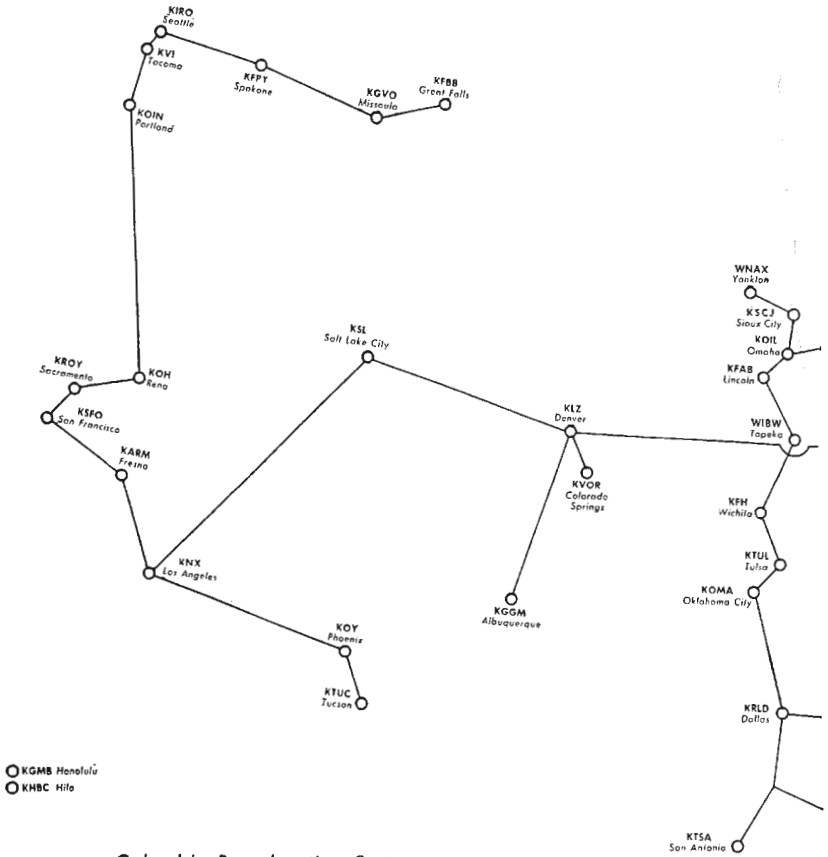
OFFICERS

Paley, William S.	President
Klauber, Edward	Executive Vice-President
Kesten, Paul W.	Vice-President and Director
Runyon, Mefford R.	Vice-President and Director
Lowman, Lawrence W.	Vice-President in Charge of Operations
Akerberg, H. V.	Vice-President in Charge of Station Relations
Pickard, Sam	Vice-President
Lewis, W. B.	Vice-President in Charge of Broadcasts
White, Frank K.	Treasurer
Willis, F. A.	Assistant to the President and Director of Short Wave Operations
Dean, Samuel R.	Assistant Treasurer
Seward, James M.	Assistant Treasurer
Ream, Jos. H.	Secretary and General Attorney
Gittinger, William	Sales Manager

STAFF

Ensign, William H.	Assistant Sales Manager
Karol, J. J.	Market Research Counsel
Prockter, B. J.	Manager of Sales Service
Ratner, Victor M.	Director of Sales Promotion
Stanton, Frank	Director of Research
Churchill, J. K.	Chief Statistician
Fox, John	Sales Promotion Production Manager, Space Buyer
Sandler, Ted	Art Director
Tyler, James S.	Trade News Editor

This is the Columbia



Columbia Broadcasting System

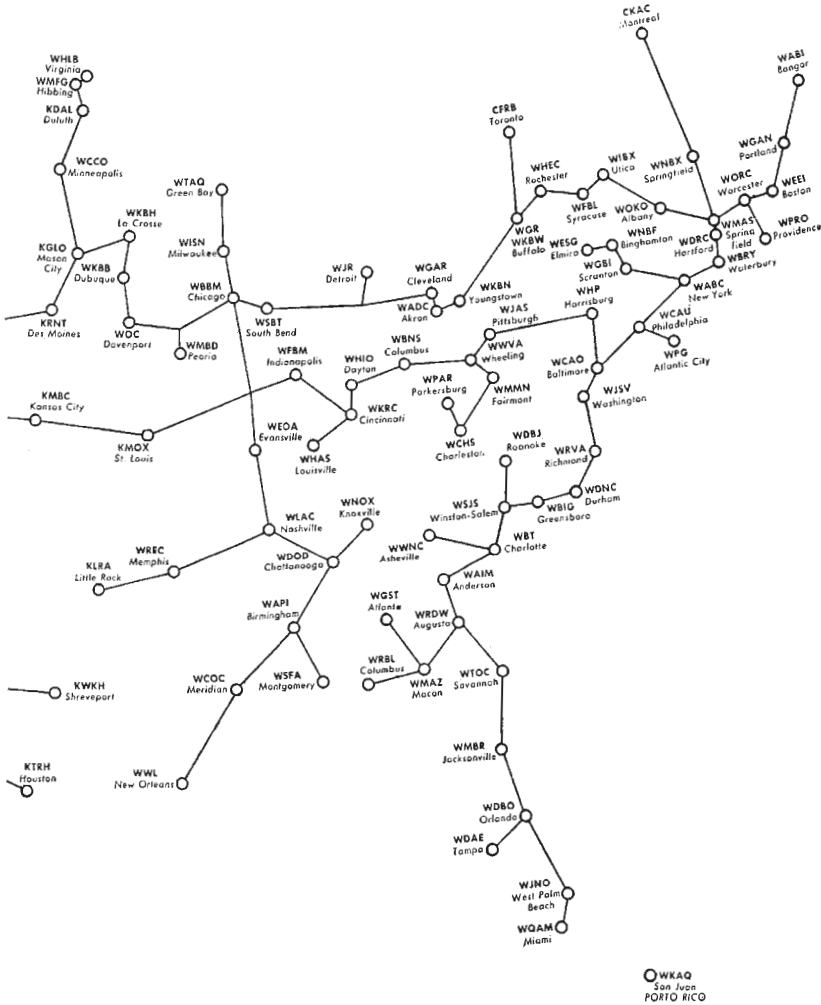
July 1, 1939

Additional Stations

Effective July 15, 1939, KWFT Wichita Falls, Texas

Effective May 1, 1940, WMT Cedar Rapids, Iowa

Broadcasting System



CBS PERSONNEL—Continued

Maulsby, Gerald.....Production Manager
 Coulter, Douglas.....Assistant Director of Broadcasts
 Passman, Roy.....Assistant Director of Program Operations
 Taylor, Davidson.....Assistant to Vice-President in Charge of Broadcasts
 Wylie, Max.....Director of Script Division
 Barton, Francis C.....Manager of Program Service
 Zachary, George.....Director of Music Division
 Mattfeld, Julius.....Music Librarian
 Fisher, Sterling.....Director of Talks and Education
 Sioussat, Helen.....Assistant Director of Talks
 Levine, Leon.....Assistant Director of Educational Programs
 Schimek, Jan.....Director of Copyright Division
 Hess, Harriet.....Manager of Typing Division
 Gray, Gilson B.....Commercial Editor
 Ball, Donald I.....Assistant Commercial Editor
 Murphy, Adrian.....Executive Director of Television
 Seldes, Gilbert.....Director of Television Programs
 Hole, Leonard H.....Manager of Television Operations
 Tucker, Elizabeth.....Director Short Wave Programs
 Pierson, Walter R.....Manager of Sound Effects Division
 Burke, James.....New Program Ideas
 Rosenthal, H. I.....Manager of Columbia Artists, Inc.
 Becker, I. S.....Business Manager of Columbia Artists, Inc.
 White, Paul W.....Director of Public Events and Special Features
 Fitzgerald, John D.....Assistant Director of Public Events and Special Features
 Gude, J. G.....Station Relations Manager
 Ruppel, Louis.....Director of Publicity
 Reid, Luther J.....Assistant Director of Publicity
 Fish, Michael J.....Manager Photographic Division
 Cohan, Edwin King.....Director of General Engineering
 Chamberlain, A. B.....Chief Engineer
 Cowham, Hugh A.....Commercial Engineer
 Goldmark, Peter G.....Chief Television Engineer
 Burgess, Jos. H., Jr.....Personnel Manager
 Bryant, Albert H.....Manager of Mail and Files
 Forsander, John E.....Purchasing Agent
 Flynn, W. J.....Chief Accountant
 Padgett, Arthur S.....Chief Auditor
 McAllister, G. Stanley.....Manager of Construction and Building Operations

NEW YORK CITY—WABC, 485 MADISON AVE.

Hayes, Arthur Hull.....Sales Manager
 Allen, George.....Director of Programs
 Grossman, Henry.....Chief Engineer

CHICAGO—410 NO. MICHIGAN AVE.

Atlass, H. Leslie.....Vice-President in Charge at Chicago
 Van Volkenburg, J. L.....Assistant to Mr. Atlass
 Erikson, L. F.....Western Sales Manager
 Smith, Harry Mason.....Chicago Sales Manager
 Rand, Frank.....Publicity Manager
 Falknor, Frank B.....Chief Engineer
 Weaver, J. Oren.....News Editor
 Brown, Robert N.....Program Director
 Hafter, Robert.....Production Manager

CBS PERSONNEL—Continued

Johnson, Urban.....Sound Effects Manager
Grinstead, Wayde.....Sales Promotion Director
McLoughlin, J. V.....Accountant

WASHINGTON—WJSV, EARLE BLDG.

Butcher, Harry C.....Vice-President in Charge at Washington
Willard, A. D., Jr.....Station Manager WJSV
Murdock, Wm. D.....Sales Manager WJSV
Hunt, Clyde.....Chief Engineer
Crow, Harry R.....Accountant
Gillis, Ann.....Director of Public Events and Special Features
Porter, Paul A.....Attorney
Dennis, Lloyd W.....Program Director
Slocum, William J., Jr.....Publicity Director

MINNEAPOLIS—WCCO, 625 SECOND AVE., SO.

Gammons, Earl H.....Manager of Station WCCO
McCormick, John.....Assistant Manager
Heerd, Emmett J.....Accountant
McCartney, H. S.....Chief Engineer
Cavanor, Hayle C.....Program Director
Sheehan, Alvin B.....Manager of Artists Bureau
Burkland, Carl.....Sales Manager

ST. LOUIS—KMOX, MART BUILDING

Jones, Merle S.....Manager of Station KMOX
Casey, Arthur.....Assistant to Station Manager
Tevis, G. L.....Chief Engineer
Gillingham, R. S.....Accountant
Renier, C. G.....Program Director
Hoekstra, Jerry.....Director of Public Affairs and Publicity
Church, K. W.....Sales Manager
Johnson, James S.....Sales Promotion Director

PACIFIC COAST

LOS ANGELES OFFICE, KNX, COLUMBIA SQUARE

Thornburgh, D. W.....Vice-President in Charge of Pacific Coast
Dolph, John M.....Assistant to Vice-President
Moscovics, George.....Director of Sales Promotion, Pacific Network
Ryder, Charles D., Jr.....Accountant
Bowman, Lester.....Western Division Operations Engineer
Pringle, Nelson G.....News Editor
Vanda, Charles.....Western Program Director
Johnston, Russ.....Continuity Chief
Case, Fox.....Director of Special Events
Todesca, Edith S.....Production Manager
Rorke, Hal.....Publicity Manager
Witt, Harry W.....Sales Manager
Buckalew, Edwin W.....Director of Sales Promotion
Cormack, Alan.....Traffic Manager

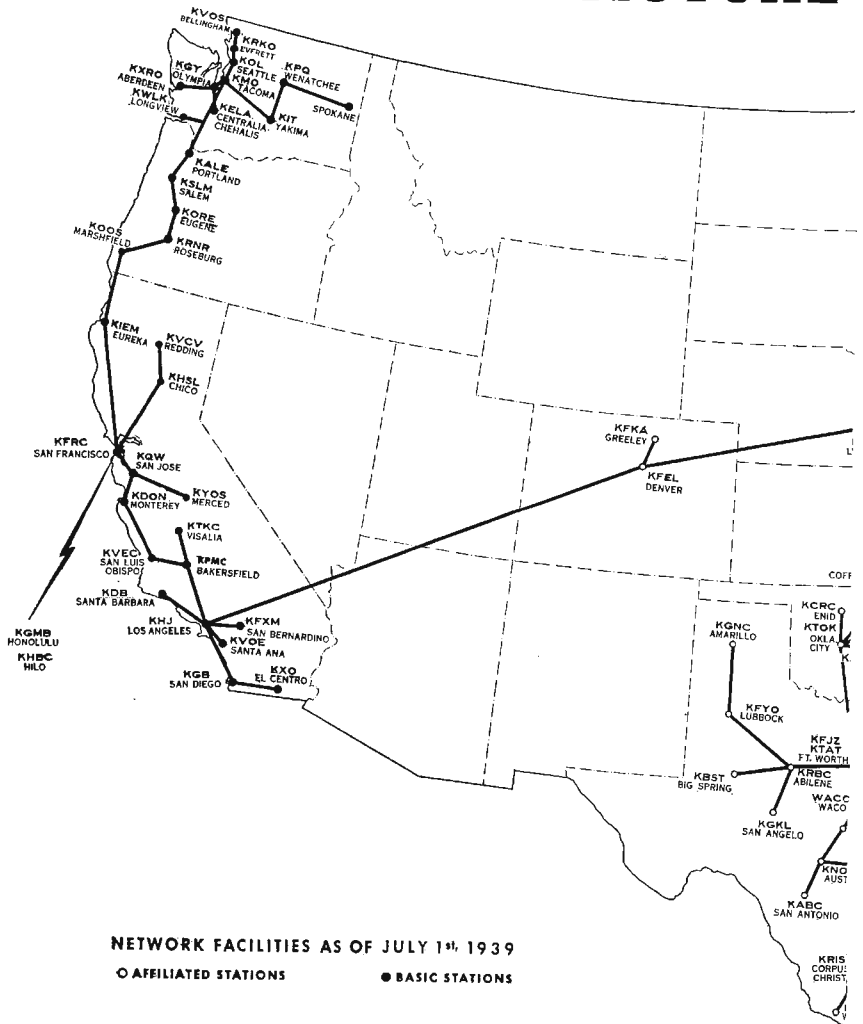
SAN FRANCISCO OFFICE—PALACE HOTEL

Kemp, Arthur J.....Sales Manager, Pacific Network
Jackson, Henry M.....Manager

CINCINNATI—WKRC, HOTEL ALMS

Schudt, William A., Jr.....Manager of Station WKRC
Tiffany, John M.....Chief Engineer
Lyons, Ruth Reeves.....Program Director

THIS IS THE MUTUAL



CBS PERSONNEL—Continued

Maloney, Margaret.....Publicity Director
 Williamson, William J.....Sales Manager

CHARLOTTE, N. C.—WBT, WILDER BLDG.

Dellar, Lincoln.....Manager of Station WBT
 Carpenter, Robert W.....Accountant
 Beloungy, James.....Chief Engineer
 Crutchfield, Chas. H.....Program Director
 Penny, Royal E.....Sales Manager

BOSTON—WEEI, 182 TREMONT STREET

Fellows, Harold E.....Manager of Station WEEI
 Murray, John J.....Accountant
 Baldwin, Philip K.....Chief Engineer
 del Castillo, Lloyd G.....Production Manager and Musical Director
 Horton, Kingsley.....Sales Manager

DETROIT—FISHER BLDG.

Steele, Alfred N.....Manager of Detroit Office
 Taylor, Webster H.....Assistant Manager of Detroit Office

EUROPEAN PERSONNEL

Murrow, E. R.....Chief of European Staff—London
 Shirer, William L.....Central European Representative—Geneva
 Willis, W. R.....Far Eastern Representative—Tokyo
 Grandin, Thomas.....Paris Representative

STATIONS OWNED AND OPERATED, OR LEASED BY THE COLUMBIA BROADCASTING SYSTEM

WABC, New York City.....	Owned and Operated by the CBS
WBBM, Chicago, Ill.....	“ “ “ “ “ “
WBT, Charlotte, N. C.....	“ “ “ “ “ “
WCCO, Minneapolis-St. Paul, Minn.....	“ “ “ “ “ “
WJSV, Washington, D. C.....	“ “ “ “ “ “
WKRC, Cincinnati, Ohio.....	“ “ “ “ “ “
KMOX, St. Louis, Mo.....	“ “ “ “ “ “
KNX, Los Angeles, Calif.....	“ “ “ “ “ “
WEEI, Boston, Mass.....	Owned by the Edison Electric Illuminating Co. of Boston; leased and operated by the CBS

MUTUAL BROADCASTING SYSTEM

*Chicago: Chicago Tribune Tower. Superior 0100
 New York: 1440 Broadway. Pennsylvania 6-9600*

MUTUAL PERSONNEL

McCosker, Alfred J.....Chairman of the Board
 Macfarlane, W. E.....President
 Streibert, T. C.....Vice-President
 Antrim, E. M.....Secretary-Treasurer
 Weber, Fred.....General Manager
 Schmid, Robert A.....Sales Promotion Manager
 Opfinger, Adolph.....Program Service Manager
 Poole, Andrew L.....Traffic Manager

MBS PERSONNEL—Continued

Gottlieb, Lester.....	Publicity Director
Lamphiear, Miles E.....	Auditor
Overall, John R.....	Sales Representative
Hult, Ade.....	Sales Representative
Allen, Sidney P.....	Sales Representative
Bowers, Ed.....	Sales Representative
Mudge, Morris.....	Sales Representative
Lambert, Burt.....	Sales Representative
Pontius, Don.....	Midwestern Program Coordinator
Steele, John.....	London and Foreign Representative

BRANCH OFFICES

Los Angeles: Don Lee Building, Seventh and Bixel Street. Van Dyke 7117.
 Boston: 21 Brookline Avenue. Commonwealth 0800.
 England: Underdowns, Chaldon Way, Coulsdon, Surrey.
 Detroit: Union Guardian Building. Cadillac 7200.
 San Francisco: 1000 Van Ness Avenue. Prospect 0100.
 Cincinnati: 1329 Arlington Street. Kirby 4800.
 Cleveland: 1311 Terminal Tower. Prospect 5800.
Other Offices Are Located in Affiliated Stations Throughout the Country.

NATIONAL BROADCASTING COMPANY, INC

30 Rockefeller Plaza, New York City
 (Telephone number, Circle 7-8300)

Registered Telegraphic Address:
 NATBROADCAST NEW YORK

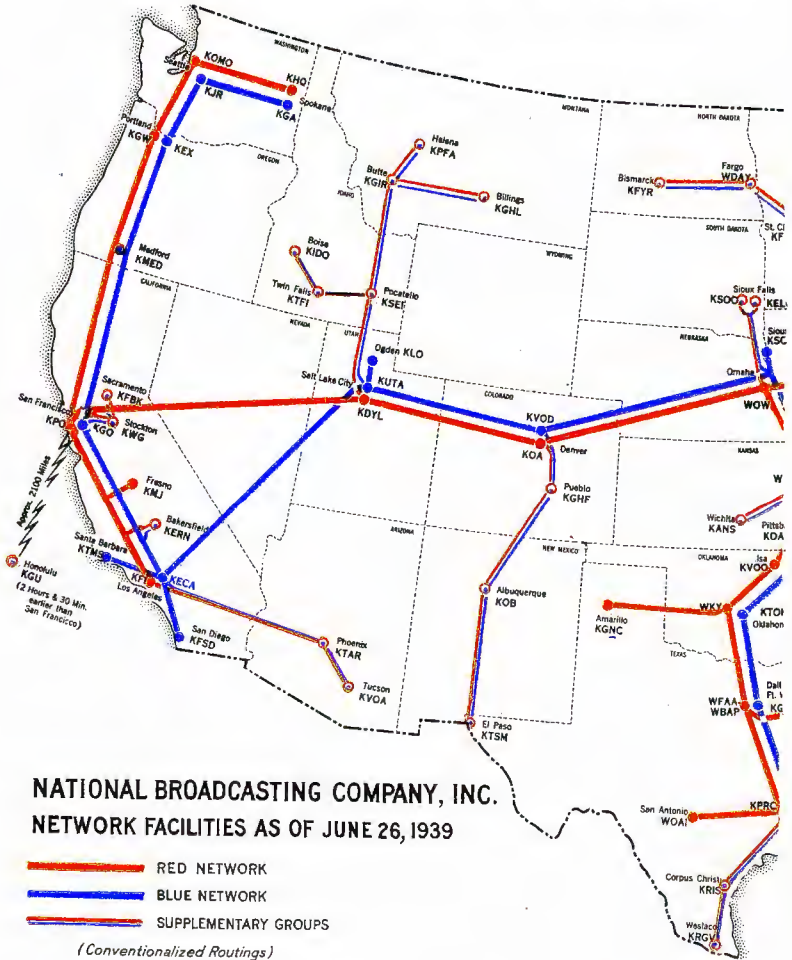
BOARD OF DIRECTORS

Angell, James Rowland	Harden, Edward W.
Bliss, Cornelius N.	Lohr, Lenox R.
Braun, Arthur E.	McGrady, Edward F.
Dawes, Charles G.	Millhauser, DeWitt
Dunn, Gano	Nally, Edward J.
Harbord, James G.	Sarnoff, David
	Trammell, Niles

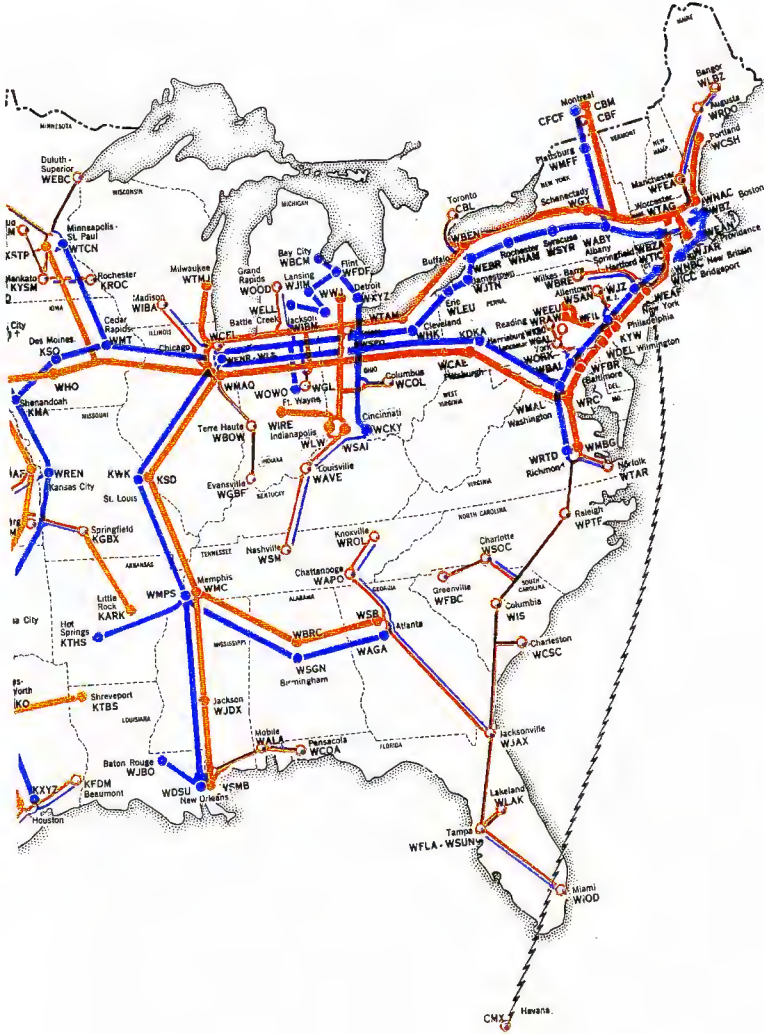
OFFICERS

Sarnoff, David.....	Chairman of the Board
Lohr, Lenox R.....	President
Trammell, Niles.....	Executive Vice-President
Ashby, A. L.....	Vice-President and General Counsel
Engles, George.....	Vice-President
Gilman, Don E.....	Vice-President
Hanson, O. B.....	Vice-President
Hedges, William S.....	Vice-President
Mason, Frank E.....	Vice-President
Morton, Alfred H.....	Vice-President
Royal, John F.....	Vice-President
Russell, Frank M.....	Vice-President
Witmer, Roy C.....	Vice-President
Woods, Mark.....	Vice-President, Treasurer and Assistant Secretary
Horn, C. W.....	Assistant Vice-President
MacConnach, Lewis.....	Secretary
Pfautz, C. E.....	Assistant Secretary
Teichner, R. J.....	Assistant Treasurer

This is the National



Broadcasting Company



NBC PERSONNEL—Continued

PRESIDENT'S OFFICE

Lohr, Lenox R. President
Trammell, Niles. Executive Vice-President
Almonte, J. de Jara Assistant to the President
Angell, James Rowland. Educational Counselor
Kiggins, Keith. Director of Blue Network
McGrew, Martha. Assistant to the President
Morgan, Clayland T. Assistant to the President

ARTISTS SERVICE DEPARTMENT

Engles, George. Vice-President and Managing Director
Bottorff, O. O. Vice-President and General Manager of Civic
Concert Service, Inc. (subsidiary of NBC)
King, Frances Rockefeller. Manager of NBC Private Entertainment Division
Levine, Marks. Manager of Concert Division
Tuthill, Daniel S. Assistant Managing Director

CONTINUITY ACCEPTANCE

MacRorie, Janet. Editor
Kemble, Dorothy. Assistant Editor

ELECTRICAL TRANSCRIPTION DEPARTMENT

Egner, C. Lloyd. Manager
Chizzini, Frank E. Assistant Manager
Thomas, Reginald. Program Director

ENGINEERING DEPARTMENT

Hanson, O. B. Vice-President and Chief Engineer
Clarke, William A. Manager of Technical Services
Guy, R. F. Radio Facilities Engineer
McElrath, George. Operating Engineer
Milne, George O. Eastern Division Engineer
Morris, Robert M. Development Engineer
Rackey, C. A. Audio and Video Facilities Engineer

GENERAL SERVICE DEPARTMENT

Gilcher, Vincent J. Director of General Service
Lowell, Edward M. Manager of Building Maintenance Division
Thurman, Charles H. Manager of Guest Relations Division
Van Houten, D. B. Manager of Office Services Division
Wallace, Dwight G. Personnel Manager

INFORMATION DEPARTMENT

Mason, Frank E. Vice-President in Charge
Braddock, Leonard W. Manager of Information Division
Hickok, Guy. Director of International Short Wave Broadcasting
Kostka, William. Manager of Press Division

LEGAL DEPARTMENT

Ashby, A. L. Vice-President and General Counsel
Graham, R. H. Attorney—Assistant to Mr. Leuschner (Hollywood)
Grimshaw, I. L. Attorney
Hennessey, P. J., Jr. Counsel—Washington
Howard, Henry, Jr.
Hurley, J. Attorney—Washington
Ladner, Henry. Attorney
Leuschner, Frederick. Attorney—Hollywood
McDonald, J. A. Attorney—Chicago
Myers, R. P. Attorney
Prime, E. G. Attorney
Sweezey, Robert D. Attorney

PROGRAM DEPARTMENT

Royal, John F. Vice-President in Charge of Programs

NBC PERSONNEL—Continued

Belviso, Thomas H. Manager of Music Division
Black, Frank General Music Director
Brainard, Bertha Manager of Commercial Program Division
Carlin, Phillips Manager of Sustaining Program Division
Chotzinoff, Samuel Director of Serious Music
Cuthbert, Margaret Director of Women's and Children's Programs Division
Dillon, Zale Supervisor of Sound Effects Section
Dunham, Franklin Director of Religious Broadcasts
Fitch, C. W. Business Manager
Kelly, Patrick J. Supervisor of Announcing Division
Kelly, N. Ray Manager of Sound Effects—Development and Maintenance
La Prade, Ernest Director of Music Research
Miller, William Burke Evening Program Manager
Preston, Walter G., Jr. Assistant to Vice-President; in Charge of Education
Rainey, William S. Manager of Production Division
Schechter, A. A. Director of News and Special Events
Titterton, Lewis H. Manager of Script Division

SALES DEPARTMENT

Witmer, Roy C. Vice-President in Charge of Sales
Beville, H. M., Jr. Chief Statistician
Dyke, Ken R. Director of National Sales Promotion
Greene, F. Melville Sales Traffic Manager
Hitz, Edward R. Assistant to the Vice-President
James, E. P. H. Promotion Manager
Nelson, A. E. Blue Network Sales Manager
Showerman, I. E. Eastern Sales Manager

STATIONS DEPARTMENT

Hedges, William S. Vice-President in Charge of Stations
Boyd, Maurice M. Eastern Spot and Local Sales Manager
Hauser, Betram J. Managed, Operated and Programmed
Stations Promotion Manager
Hickox, Sheldon B., Jr. Manager of the Red Network Division
Horn, C. W. Assistant Vice-President in Charge of
Development and Research
McClancy, B. F. Manager of Traffic Division
McConnell, J. V. National Spot and Local Sales Manager
Norton, John H., Jr. Manager of the Blue Network Division
Wailes, Lee B. Assistant Manager of Managed, Operated
and Programmed Stations
Wooley, Easton C. Manager of the Service Division

STATION MANAGERS

Berkeley, Kenneth H. Manager, WRC-WMAL, Washington, D. C.
Gregory, Sherman D. Manager, KDKA, Pittsburgh, Pa.
Hager, Kolin Manager, WGY, Schenectady, N. Y.
Holman, John A. Manager, WBZ, Boston; WBZA, Springfield, Mass.
Joy, Leslie W. Manager, KYW, Philadelphia, Pa.
Owen, R. H. Manager, KOA, Denver, Colo.
Pribble, Vernon H. Manager, WTAM, Cleveland, Ohio
Yoder, Lloyd Manager, KPO-KGO, San Francisco, Calif.

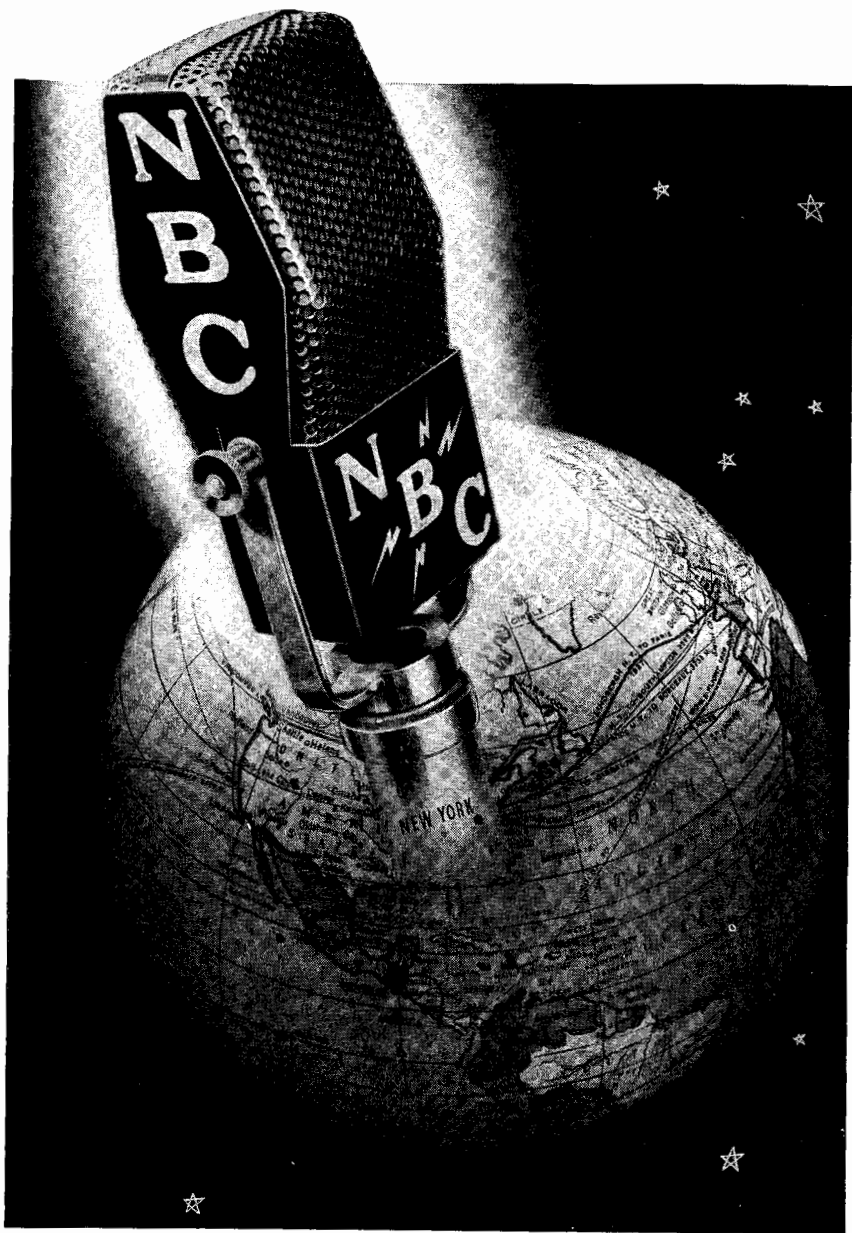
TELEVISION DEPARTMENT

Morton, A. H. Vice-President in Charge of Television
Farrier, Clarence Television Coordinator
Gordon, Max General Production Director of Television
Hutchinson, Thomas H. Manager of Television Program Division

TREASURY DEPARTMENT

Woods, Mark Vice-President, Treasurer and Assistant Secretary
Bloxham, William H. Purchasing Agent

The World's Greatest



Broadcasting System

is a title that NBC
has earned by performance

THE reference to NBC as The World's Greatest Broadcasting System is no self-imposed title. Everywhere, the majority of listeners consider Radio City, New York—the home of NBC—to be the world center of broadcasting. The roster of NBC services explains how NBC has won its title—The World's Greatest Broadcasting System.

Program Leadership

The Red and Blue Networks of NBC are each on the air for an average of 17½ hours a day, or a total of 35 hours. During 1938, NBC broadcast over 56,000 programs. Throughout 12 years, the style in programs has been set by NBC.

Network Leadership

Whether an advertiser wishes to obtain the most intensive available nation-wide circulation, or whether he prefers to "go National" at a new all-time low cost, NBC can serve him, through its Red and Blue Networks.

Leadership in Transcriptions

The outstanding entertainment provided by NBC Transcription Service is the result of facilities which no one else can offer. 221 stations use The NBC Thesaurus. Through RCA, NBC obtains the benefit of leadership in mechanical reproduction and recording of sound.

Leadership in Spot and Local Advertising

By every measurement NBC Managed Stations are unquestionably "Tops in Spot," because fewer stations are needed to cover broad territories.

Leadership in Artists' Service

NBC Artists' Service, provides talent specifically suited to advertiser's sales problems, furnishes sound program

ideas and complete casts, and supplies artists for every type of entertainment, both public and private.

"In the Public Interest"

At all times the NBC aims to provide through radio an instrument of free discussion of important public questions. In this way, an informed electorate is built up—an electorate which can express itself intelligently at the polls.

News is reported skilfully and impartially . . . "in the public interest." The basic principle of impartiality also governs the conduct of all programs which go out over the NBC Networks.

That the services of NBC are outstanding is due in large measure to fact that NBC draws freely upon the experience and research of the Radio Corporation of America, the only organization that makes and does everything in radio and sound. All these points of leadership are the factors which make NBC The World's Greatest Broadcasting System.

NATIONAL BROADCASTING COMPANY

THE WORLD'S GREATEST
BROADCASTING SYSTEM

A RADIO CORPORATION
OF AMERICA SERVICE

NBC PERSONNEL—Continued

Kelly, Harold M. Assistant Auditor
 McKeon, Harry F. Auditor
 Payne, Glenn W. Commercial Engineer
 Telchner, R. J. Assistant Treasurer
 Wall, C. A. Assistant to the Treasurer

CENTRAL DIVISION—CHICAGO

Strotz, Sidney Manager of Central Division
 Carlson, Emmons C. Sales Promotion and Advertising Manager
 Carpenter, Kenneth Blue Network Sales Manager
 Cunningham, E. C. Evening Manager
 Herbuveaux, J. Program Manager
 Kaney, A. W. Assistant to the Manager
 Kopf, R. C. Sales Manager
 Luttgens, Howard C. Central Division Engineer
 McDonald, J. A. Attorney
 Morton, Oliver Local and Spot Sales Manager
 Ray, William B. Manager of Press Relations
 Stirton, James L. Manager of Artists Service
 Stockmar, Edward Traffic Supervisor
 Wetzel, Maurice S. Manager of Electrical Transcriptions
 Whalley, John F. Office Manager and Auditor
 Wright, W. P. Production Manager

WESTERN DIVISION—HOLLYWOOD

Gilman, Don E. Vice-President in Charge
 Andrews, William Night Manager
 Baker, Walter Manager of Building Maintenance and General Service
 Bock, Harold Manager of Press Relations
 Brown, Charles Sales Promotion Manager
 Dellest, F. V. Auditor
 Dixon, Sydney L. Sales Manager
 Frost, Lewis Assistant to the Vice-President
 Gale, Paul Traffic Supervisor
 Graham, R. H. Attorney—Assistant to Mr. Leuschner
 Leuschner, Frederick Attorney
 Robb, Alex S. Manager of Artists Service
 Saxton, A. H. Western Division Engineer
 Swallow, John Program Director
 Williams, Wendell Continuity Editor

WASHINGTON, D. C.

Russell, Frank M. Vice-President in Charge
 Berkeley, Kenneth H. General Manager of WRC and WMAL
 Hennessey, P. J., Jr. Counsel
 Hurley, J. Attorney

FOREIGN REPRESENTATIVES

Bate, Fred England
 Jordan, Max Switzerland

STATIONS OWNED OR MANAGED OR PROGRAMMED BY NBC

WEAF, New York City. Owned, managed, operated and programmed by NBC
 WJZ, New York City. Owned, managed, operated and programmed by NBC
 WMAQ, Chicago, Ill. Owned, managed, operated and programmed by NBC
 WENR, Chicago, Ill. Owned, managed, operated and programmed by NBC
 WRC, Washington, D. C. Owned, managed, operated and programmed by NBC
 WTAM, Cleveland, Ohio. Owned, managed, operated and programmed by NBC
 KPO, San Francisco, Cal. Owned, managed, operated and programmed by NBC
 WMAL, Washington, D. C. Owned by Evening Star Publishing Co.;
 managed, operated and programmed by the NBC

NBC M & O STATIONS—Continued

KGO, San Francisco, Calif.....	Owned by General Electric; managed, operated and programmed by the NBC
KOA, Denver, Colo.....	Owned by General Electric; managed, operated and programmed by the NBC
WGY, Schenectady, N. Y.....	Owned and operated by General Electric; programmed by the NBC
WBZ, Boston, Mass.....	Owned and operated by Westinghouse Electric & Mfg. Co.; programmed by the NBC
WBZA, Springfield, Mass.....	Owned and operated by Westinghouse Electric & Mfg. Co.; programmed by the NBC
KDKA, Pittsburgh, Pa.....	Owned and operated by Westinghouse Electric & Mfg. Co.; programmed by the NBC
KYW, Philadelphia, Pa.....	Owned and operated by Westinghouse Electric & Mfg. Co.; programmed by the NBC
KEX, Portland, Ore.....	Owned by National Broadcasting Company; leased to, license held by, operated, managed and programmed by Oregonian Publishing Company
KJR, Seattle, Wash.....	Owned by National Broadcasting Company; leased to, license held by, operated, managed and programmed by Fishers Blend Station, Inc.
KGA, Spokane, Wash.....	Owned by National Broadcasting Company; leased to, license held by, operated, managed and programmed by Louis Wasmer

NEW NBC PROGRAM POLICIES

This restatement of NBC's policies regarding programs, program content, acceptable accounts, etc., was issued in June, 1939. For CBS program policies, see VARIETY RADIO DIRECTORY, Vol. I, pages 723-726.

POLICIES APPLICABLE TO ALL PROGRAMS

The program policies of the National Broadcasting Company were first published in January, 1934. As the experience of the Company has grown, these policies have been amended and expanded from time to time, with the object of assuring interesting, diversified programs, compatible with a sound concept of public service.

1. The use of the Deity's name, or reference to His powers and attributes, is permissible only when used reverently. Only when baptism, marriage, burial, or other sacraments and ceremonials are absolutely essential to the plot may they be used.

One of the most cherished heritages of every American in his inalienable right to worship God in his own way.

Statements and suggestions that are offensive to religious views are a challenge to that heritage and have no place in broadcast programs. Ministers of religion should not be presented as undesirable characters or subjects of amusement.

2. Statements and suggestions which are offensive to religious views, racial characteristics and the like must not appear in the program.

As every man has a right to his religious views, so has he a right to pride in his race. Radio cannot lend itself to ridicule of racial characteristics, nor can words derogatory to any race or nationality be used.

3. Material which depends upon physical imperfections or deformities such as blindness, deafness, or lameness, for humorous effect is not acceptable.

Physical infirmities are far from ludicrous to those afflicted, therefore radio must seek other sources for its humor.

NBC PROGRAM POLICIES—Continued

4. Sacrilegious, profane, salacious, obscene, vulgar or indecent material is not acceptable for broadcast, and no language of doubtful propriety will be used.
5. The introduction of murder or suicide is definitely discouraged at all times, and the methods employed must not be described in detail. It is the aim of the Company to broadcast drama plots free of morbidity.

That crime is unjustifiable and that the criminal is an enemy of society must be emphasized. The law-breaker must not be made an attractive or sympathetic figure. At the same time, punishment of the offender must not be over-stressed.

6. Details as to the technique employed to accomplish criminal or anti-social practices must be minimized.

This Company, in rejecting, insofar as possible, dramatic action that depends on crimes of violence for its effectiveness, believes that it is working in the best interests of the public. Law, whether it be natural or man-made, must be presented in its rightful character, as that of the bulwark of human rights and property.

7. Emphasis on insobriety is not permitted.

Insobriety and consumption of liquor in general are unhappy problems in many households. They are subjects which radio should not portray as excusable.

8. Figures of national prominence as well as the peoples of all nations shall be presented with fairness.
9. Except in case of factual news statements, appearances of or reference to persons featured in criminal or morbidly sensational news stories are not acceptable.
10. The use of the word "Flash!" is reserved for the announcement of special news bulletins exclusively and may not be used for any other purpose except in rare cases where by reason of the manner in which it is used no possible confusion may result.
11. False and misleading statements and all other forms of misrepresentation must be avoided. This applies to misrepresentation of origination point of program as well as to all other matters.
12. Speakers must be recognized authorities on subjects they discuss.
13. When commentators or others engaged

as talent on sponsored programs include in their programs comments on one side of any controversial question which materially affects the life or welfare of any substantial group, it must be understood that the National Broadcasting Company has the right to require that the public be given an opportunity to hear the opposite side of the controversy presented by a speaker of similar importance. Furthermore, the advertiser, on demand, will give time for that purpose and will select a speaker approved by this Company.

COMMERCIAL STANDARDS

A—Procedure

1. All continuities, including the words of all spoken lines as well as the wording of the commercial copy, must be submitted to the Company at least forty-eight hours in advance of the broadcast, except when the nature of the program, such as comments on the news, does not permit. The forty-eight hour "dead-line" does not affect the advertiser's privilege to submit changes in his commercial continuity later.
2. All continuities, including the words of all songs or spoken lines as well as the wording of all announcements and a list of the cast, are subject to the approval of the Company.

The Company reserves the right to require of the advertiser, eliminations or substitutions, in whole or in part, of program or announcement which the Company deems inconsistent with its standards.

The Company reserves the right to investigate the accuracy of all statements and claims made in copy submitted for broadcast over its stations, and will not accept statements or claims which cannot be proved to its satisfaction.
3. The Company reserves the right to require the advertiser or his agency to furnish, in addition to the continuities mentioned in the foregoing paragraphs, a performed audition of a contemplated commercial program.
4. For the protection of both NBC and the advertiser, written lists in duplicate, showing correct titles, composers and copyright owners of the music to be used on the program are to be submitted to the National Broadcasting Company at least one week before the

NBC PROGRAM POLICIES—Continued

broadcast, for copyright clearance. No changes may be made thereafter without approval of the Company's music rights department.

5. Upon request by the Company, evidence of the right to use musical or literary material must be supplied to NBC at least three full business days in advance of the broadcast.
6. The National Broadcasting Company wishes to be of service in preventing unnecessary duplication of subject matter and musical numbers. The cooperation of advertisers and agencies is invited to make possible proper coordination between all sponsors. When two or more advertisers using nearby periods on the same network submit programs containing the same musical number, the advertiser or his agent first submitting his detailed program shall have preference in the use of the number, and NBC will notify the other advertisers to submit a substitute number, subject to the same restrictions as to duplication.
7. When a living character is impersonated, written authorization of impersonation must be furnished, and it must be clearly announced at least once in the program that impersonation was made.
8. The laws of a number of states prohibit the use of a person's name for trade or advertising purposes without the written consent of such person. When there is submitted to NBC any script containing a testimonial or other use of a person's name for trade or advertising purposes, it must be accompanied by an original or photostatic copy of the written consent of the person whose name is to be used. Upon request original consents will be returned to the agency for its files after a copy has been made by NBC.
9. Any plans for displays, sampling or distribution of material on NBC premises must be discussed with the Company at least a week prior to the broadcast at which it is intended any of these are to be introduced. Wherever possible, the Company will endeavor to assist the advertiser to carry out his plans. There are products, however, which may not suitably be introduced for sampling in studios, and there are times when displays may conflict with other programs. Therefore, the Company reserves the right to reject such plans if found to be impossible or impracticable of execution.

B—Program Contents

1. Announcement of sponsorship must be made on all commercial programs.
2. In order that programs may be individual and distinctive and thus maintain the interest of the audience, they should not resemble too closely other programs.
3. Programs should be designed to provide good entertainment or agreeable instruction. The avoidance of unpleasant or gruesome material is essential.
4. No defamatory statements will be permitted. Statements which tend to undermine an industry by attributing to its products generally faults and weaknesses true only of a few, and statements which are derogatory to an individual, an institution, a group or an industry must be avoided.
5. Commercial programs shall not refer to any competitor, or his products, directly or indirectly.
6. Statements of prices and values must be confined to specific facts. Misleading price claims or misleading comparisons tend to challenge the integrity of all advertising and must not be used.
7. When an advertiser using more than one network for advertising any of his products finds it desirable to refer to his program on a competing network, such reference must be confined to mention of the title of his program, the product advertised, the talent employed and the day on which the program is broadcast. Mention of the hour or the broadcasting facilities used may not be made.
8. While factual statements are permitted on news programs, comment on, or discussion of, pending litigation must be avoided. Comment on pending court cases may tend to interfere with the administration of justice.
9. The advertiser must clear with the Company before entering into agreements to publicize appeals for funds through his radio program.
10. "Point-to-point communication" is not permitted. A broadcasting station departs from the terms of its license when it broadcasts a message intended primarily for a specific individual and not intended to be received by the public. A message may, however, be addressed to a particular person if it is

NBC PROGRAM POLICIES—Continued

actually part of the formula of the program and is altogether understandable to the general public.

only when they comply with the following regulations:

11. In order to protect the identity of broadcasting stations and to prevent misunderstanding, broadcasters must clear with the Company any use of radio station call letters that may be necessary to the plot or action of broadcast programs. The letters SOS are the signal of distress and may not be used for any purpose on any program.
12. When dramatized commercials are used that involve statements by doctors, dentists, druggists, nurses or other professional persons, the lines must be read by members of these professions reciting actual experiences, or explanation must be made by the announcer that the scenes enacted are fictitious.
13. Testimonials must reflect the authenticated experiences or opinions of competent living witnesses, and testimonials will not be accepted which contain claims unacceptable in other forms of commercial copy.
14. NBC announcers or other representatives of the Company may not give personal testimonials on the air, nor personally endorse the advertiser's product. Promises for the performance of the product may not be given in the first person singular by Company members.
15. In order to maintain good balance between the program content and the commercial copy, it is believed that, on a fifteen-minute daytime program, the formal advertising message is most satisfactory when it occupies less than three minutes of the entire period. When a sales promotion activity, such as a contest or an offer, is included, a good balance is obtained when commercial copy runs less than four minutes. In evening programs, standards for good radio balance indicate confining the formal advertising message to less than fifteen per cent of the period of a quarter-hour program, and less than ten per cent of longer program periods.

C—Contests

Proposed prize contests must be submitted to NBC in advance of the first public announcement in any medium tying in with the radio program, and at least ten days prior to the first broadcast of information concerning such contest. NBC will permit the broadcasting of contests

1. Contests must offer the opportunity to all contestants to win on the basis of ability and skill, rather than on chance. Games of chance are not acceptable.
2. The basis upon which contestants' submissions are judged must be clearly stated in each announcement of the contest.
3. The opinion of the judges is final. Duplicate prizes must be awarded in case of ties. These provisions must be stated in the continuity.
4. Closing date of the contest must be made known to NBC when the contest goes on the air. If the contest is to be of short duration, its closing date must be stated during the first broadcast announcement of the contest; if of long duration, the termination date must be announced at least two weeks in advance.
5. While advertisers may require contestants to submit box tops, wrappers or other evidence of purchase of products, it is recommended they also provide that reasonable facsimiles thereof will be equally acceptable.
6. Contest awards or prizes must be approved by NBC prior to the first announcement of the contest.
7. Contest decision should be made promptly, and the names of winners must be released as soon as possible thereafter. The announcement, whenever possible, should be made during a later program of the same series. When the broadcasting of the complete announcement of winners is undesirable because of its length, NBC must be supplied with the names of winners and other necessary information so that it may be in a position to answer inquiries.

D—Offers

1. Full details of proposed offers, including samples of premiums and "build-up" copy must be submitted for investigation and approval at least five full business days before the first announcement is to be broadcast.
2. No premium that depends upon its alleged "luck-bearing" powers for its attractiveness or in any fashion appeals to superstition can be approved.
3. It is desirable that announcement of the termination of an offer be made as

NBC PROGRAM POLICIES—Continued

far in advance as possible. When the advertiser wishes to withdraw his offer, announcement must be broadcast to the effect that listeners' letters in response to the offer may be postmarked not later than midnight of the business day following withdrawal of the offer.

4. If consideration is required, the advertiser must agree to honor any complaints indicating dissatisfaction with the premium by returning the consideration. The advertiser must also hold NBC and the stations free from all liability in connection with the offer. Where offers require a consideration, the premium may not be described as a "gift" or as "absolutely free."
5. Dramatic action of radio drama may not be used as a basis of appeal for help in the commercial portion of the program.

The fictitious character of the radio play may not be introduced into the commercial as follows: "By sending in a box top (wrapper or other consideration, including money), you will help Widow Jones to pay off the mortgage" or "you will help to send Johnny to school."

POLICIES APPLICABLE TO MEDICAL ACCOUNTS

The advertising of medical products presents problems of such intimate and far-reaching importance to the consumer that it is necessary to consider separately the standards established by the Company in respect to such advertising.

The hour of the broadcast and the appropriateness of the broadcast theme to the time of its presentation are factors that influence all radio programs. This is especially true in the case of programs promoting the sale of medical products.

In addition to the general commercial standards of NBC, advertising copy of medical products is subject to the following additional restrictions:

1. NBC will not accept advertising of a medical product unless all material facts concerning the product are made known to the Company.
2. Due to the personal nature of the broadcast message, the Company reserves the right to strict control of claims made in medical advertising copy and to the phraseology in which these claims are made.
3. No blanket statements purporting to reveal the opinion of the medical pro-

fession in relation to the product advertised may be made in any of the continuity or advertising of the product.

4. The Company cannot accept commercial copy which, in its opinion, dramatizes distress or morbid situations involving ailments.
5. The Company will not accept a product for advertising which contains dangerous or habit-forming drugs, or which fails to comply in advertising copy with Governmental rules and regulations.
6. The words "safe" and "harmless" or words of similar meaning will not be accepted in medical copy.
7. The Company will not accept for advertising over its facilities products designed for relief of ailments known to be chronic, unremediable, or for conditions in which self-medication presents a risk.
8. Claims to cure are unacceptable.

POLICIES APPLICABLE TO CHILDREN'S PROGRAMS

Because of the obligation of the National Broadcasting Company to its juvenile audience, it is necessary that meticulous supervision be exercised over all programs designed for child listeners, and therefore NBC must insist that scripts of children's programs be submitted at least three business days in advance of the broadcast.

All standards of the Company apply to children's programs. Specifically, the following standards must be followed:

1. All scripts for children's programs must be carefully written, having in mind the particular audience for which they are intended.
2. All stories must reflect respect for law and order, adult authority, good morals and clean living.
The hero or heroine and other sympathetic characters must be portrayed as intelligent and morally courageous. The theme must stress the importance of mutual respect of one man for another, and should emphasize the desirability of fair play and honorable behavior. Cowardice, malice, deceit, selfishness and disrespect for law must be avoided in the delineation of any character presented in the light of a hero to the child listener.
3. Adventure stories may be accepted subject to the following prohibitions:

NBC PROGRAM POLICIES—Continued

No torture or suggestion of torture.

No horror—present or impending.

No use of the supernatural or of superstition likely to arouse fear.

No profanity or vulgarity.

No kidnapping or threats of kidnapping.

In order that children will not be emotionally upset, no program or episode shall end with an incident which will create in their minds morbid suspense or hysteria.

Dramatic action should not be over-accentuated through gun play or through other methods of violence. To prevent the overstimulation of the child's imagination, sound effects intended to anticipate or simulate death or physical torture are not permitted.

4. It is consistent that fair play and considerate behavior be reflected through the commercial copy as in the script itself. Advice "to be sure to tell mother" or "ask mother to buy" must be limited to twice in the program.
5. The child is more credulous, as a general thing, than the adult. Therefore the greatest possible care must be used to see that no misleading or extravagant statements be made in commercial copy on children's programs. When promises are made as to the benefits to be derived from use of the product advertised, it will be necessary to submit proof that such promises can be kept.
6. Contests and offers which encourage children to enter strange places and to converse with strangers in an effort to collect box-tops or wrappers may present a definite element of danger to the children. Therefore, such contests and offers are not acceptable.
7. No appeal may be made to the child to help characters in the story by sending in box-tops or wrappers; nor may any actors remain in character and, in the commercial copy, address the child, urging him to purchase the product in order to keep the program on the air, or make similar appeals.
8. No premium that depends upon its alleged "luck-bearing" powers for its attractiveness or in any fashion appeals to superstition will be approved.
9. The National Broadcasting Company must be given assurance that no premium offered over its facilities is harmful to person or property.
10. The forming of clubs is often intro-

duced on children's programs. Sometimes initiation requirements and other rules of such clubs are disseminated in code form. Full details concerning the organization of a children's secret society or code must be submitted to the National Broadcasting Company at least ten business days before its introduction on the air.

POLICIES APPLICABLE TO NEWS PROGRAMS

All standards of the Company apply to news programs. Specifically, the following standards must be followed:

1. All news shall be reported from an unbiased, non-partisan viewpoint.
2. News shall be treated factually and analytically, never sensationally.
3. News announcements involving crime or sex shall be avoided unless of national importance.
4. News shall not be broadcast in such a manner as might unduly create alarm or panic. No flash stories about accidents or disasters shall be broadcast until adequate details are available.
5. No suicide shall be reported, except in the case of a nationally known figure.
6. No lotteries, gambling odds or similar information shall be broadcast which might tend to cause listeners to gamble on the outcome of an event.
7. No libelous or slanderous news is permitted.
8. The news announcer shall not deliberately distort the news by any inflection of the voice.
9. Fictional events shall not be presented in the form of authentic news announcements.
10. No legal or medical advice is allowed in news broadcasts except when it is an essential part of legitimate news from official sources.

UNACCEPTABLE BUSINESS

The following classifications of products and services are unacceptable for broadcast over the facilities of the Company.

Of course, many accounts offered the Company may not fall into any of the classifications that are listed below. In such instances the Company considers them individually and reserves the right to decide upon their suitability for broadcast advertising.

NBC PROGRAM POLICIES—Continued

1. Professions in which it is conceded to be unethical to advertise. For example: doctors, lawyers, dentists, and others.
2. All forms of speculative finance and real estate intended to promote the purchase of specific stocks, bonds, properties, etc. Proposed programs advertising the general services of financial institutions will be subject to approval in each specific case after consideration of company policies in light of federal, state and local regulations relating thereto.
3. "Cures," and products claiming to cure.
4. Cathartics, including foods or beverages advertised for their value as cathartics. Also products generally known and used exclusively as cathartics, even when cathartic references are not made in broadcast advertising copy.
5. Personal hygiene products, including body deodorants or products advertised for that purpose.
6. Reducing agents as well as foods and beverages designed solely to perform that function.
7. Products to restore natural color to hair, eyebrow dyes, hair growers, depilatories, and products advertised to remove wrinkles.
8. All forms of fortune-telling and any services which may be construed to belong in this general field.
9. Cemeteries, morticians, casket manufacturers, and other products or services associated with burial.
10. Alcoholic beverages may not be advertised on any network program.
11. Firearms and fireworks.

REGIONAL NETWORKS

(Networks with sectional—as opposed to national—coverage)

THE ALABAMA NETWORK

Address: c/o WSGN, Birmingham, Ala. **Stations:** WSGN, Birmingham (key station); WMFO, Decatur; WJBY, Gadsden; WJRD, Tuscaloosa; WSFA, Montgomery. **Operating schedule:** No set schedule; cooperate on commercial programs and sustaining broadcasts of interest to people of the State. **Founded:** 1938. **Rates:** Rate of \$221 (full hour after 6 P.M.) applies for WSGN, WSFA and WJBY only if purchased as a group; \$193.80 (full hour before 6 P.M.) for total 5 stations, available as a group or in any combination provided at least 3 stations are used.

President: Henry P. Johnston, WSGN. **Vice-president:** Howard Pill, WSFA. **Secretary-treasurer:** Bascom H. Hopson, WJBY.

Rep: Kelly-Smith Co.

Merchandising: Rendered through direct contact and letters to the trade; will also make surveys at cost. **Publicity:** Releases to 5 papers. **Foreign language programs:** Do not accept programs or announcements.

Copy restrictions: Accept transcriptions, beer, wine and some patent medicines.

ARIZONA BROADCASTING CO., INC.

Address: KTAR, Heard Bldg., Phoenix, Ariz. **Primary stations:** KTAR, Phoenix;

KVOA, Tucson. **Supplementary stations:** KWJB, Globe; KCRJ, Jerome; KUMA, Yuma. **Operating schedule:** 6 A.M. to 6 P.M. and 10:30 P.M. to 12 Midnight weekdays; 6 A.M. to 12 noon and 10:30 P.M. to 12 midnight Sunday. **Founded:** Feb. 5, 1939. **Base rate:** \$160 (full hour, 6 to 10 P.M. daily, 12 noon to 10:30 P.M. Sunday, for primary stations only; for 3 supplementary stations, \$45, full hour, any time).

President: R. B. Williams. **Manager:** Dick Lewis. **Commercial manager:** J. R. Heath. **Program director:** J. Howard Pyle. **Chief engineer:** Arthur C. Anderson. **Publicity director:** Hal Roach. **Promotion manager:** T. M. Pennington.

Rep: Paul H. Raymer Co.

Merchandising: Announcements over KTAR-KVOA prior to start of program and mention of client and program in schedule resumes; personal contact, phone calls or letters to distributors and dealers; advance program schedules to agencies, representatives, business organizations, etc.; mailing material, to be furnished by client, sent to listeners and others; special merchandising services furnished at cost. **Publicity:** Free daily listings in Arizona Republic (morning) and Phoenix Gazette (evening); weekly advance listings in Arizona Weekly Gazette. **Foreign language programs:** Accepted; Spanish and Mexican programs are currently broadcast each weekday morning.

REGIONAL NETWORKS—Continued

Copy restrictions: Accept transcriptions and certain recognized patent medicines; no wine or hard liquor; observe "clean" radio advertising policy, and reserve right to refuse copy not up to set standards.

ARIZONA NETWORK

Address: 836 N. Central Ave., Phoenix, Ariz. **Stations:** KOY, Phoenix; KTUC, Tucson; KSUN, Bisbee-Douglas. **Operating schedule:** 6:30 A.M. to 11:45 P.M. **Type of lines used:** Class C. **Founded:** Sept. 26, 1937; KSUN added Jan. 17, 1938. **Base rate:** \$150.

Manager: Fred A. Palmer.

Rep: John Blair & Co.

Merchandising: Offer direct mail service. **Publicity:** Daily schedules in daily papers; publicity to trade magazines and papers. **Foreign language programs:** Accept Spanish programs, one currently being broadcast from 6:30 to 7 A.M.

Copy restrictions: Accept transcriptions; no hard liquor, but accept beer and wine advertising in late evening hours; all patent medicine copy subject to approval by Pure Food and Drug Laws.

ARROWHEAD NETWORK

Address: WEBC Bldg., Duluth, Minn. **Stations:** (Minnesota): WEBC, Duluth; WMFG, Hibbing; WHLB, Virginia; (Michigan): WJMS, Ironwood. **Operating schedule:** 8 A.M. to 12 midnight. **Founded:** 1935. **Base rate:** \$200.

Business manager: Thomas Gavin.

Rep: George P. Hollingsbery Co.

Merchandising, publicity: Offered as part of regular service; extra services, when required, rendered at cost.

Copy restrictions: Accept beer, but no wine or hard liquor; all contracts subject to network approval, government regulations, NAB Code of Ethics, and to the conditions of the standard AAAA contract form.

CALIFORNIA RADIO SYSTEM

Address: McClatchy Broadcasting Co., Sacramento, Calif. **Stations:** KFBK, Sacramento; KFVB, Los Angeles; KSAN, San Francisco; KMJ, Fresno; KWG, Stockton; KERN, Bakersfield; KFOX, Long Beach; KTMS, Santa Barbara; KFSD, San Diego. **Operating schedule:** 8 A.M. to 12 midnight. **Stock:** Held entirely by the McClatchy Broadcasting Co. **Founded:** 1936. **Base rate:** \$814.

General manager: Howard Lane.

Merchandising: Arrangements may be made for any service requested. **Publicity:**

Listings in all major newspapers of California. **Foreign language programs:** Not accepted.

Copy restrictions: Accept transcriptions for beer, wine and patent medicines, with copy subject to approval in advance; no hard liquor advertising.

THE COLONIAL NETWORK

Address: 21 Brookline Ave., Boston, Mass. **Stations:** WAAB, Boston; WEAN, Providence; WICC, Bridgeport; WSAR, Fall River; WSPR, Springfield; WLBZ, Bangor; WFEA, Manchester; WTHH, Hartford; WNBH, New Bedford; WATR, Waterbury; WLLH, Lowell and Lawrence; WLNH, Laconia; WRDO, Augusta; WNLC, New London; WHAI, Greenfield; WCOU, Lewiston-Auburn; WBRK, Pittsfield; WSYB, Rutland. **Operating schedule:** 8 A.M. to 12 midnight. **Founded:** September, 1936. **Base rate:** Total 18 stations, \$1,940.

President: John Shepard, III. **Vice-president in charge of operations:** Roy Harlow. **Vice-president in charge of sales and production:** Linus Travers. **Sales manager:** William Warner. **Public relations:** Gerald Harrison. **Controller:** Robert Ide. **Technical director:** Paul deMars. **Chief engineer:** Irving Robinson. **Editor, Colonial Network News Service:** Leland Bickford. **Promotion:** Frank Foster, II. **Publicity:** A. J. Stephenson. **Merchandising:** Carleton McVarish.

Rep: Edward Petry & Co., Inc.

Merchandising: Following services performed on a minimum of a 13-week contract or its equivalent—contact key jobbers, wholesalers and chain store distributors of New England, informing them of new accounts; supply mailing lists for the leading retail classifications, and send out standard "radiograms" for cost of postage (special mailings at actual cost); conduct surveys on the movement of merchandise for specific accounts; arrange for distribution of sales literature by recognized distributing organizations, at cost; give auditions for advertiser's sales representatives. **Publicity:** Daily releases and program news to over 100 newspapers, radio stations, advertising agencies, etc., throughout New England; close personal contact is maintained with six local dailies and one local magazine; pictures and mats supplied to local papers and sent on request to outside papers; weekly programs mailed to over 260 papers, stations, agencies. **Foreign language programs:** Accepted, with certain restrictions.

Copy restrictions: Accept beer and wine on announcement basis; no hard liquor; patent medicine advertising accepted providing it is approved by Boston Better

REGIONAL NETWORKS—Continued

Business Bureau and conforms to all Pure Food and Drug Laws.

DON LEE BROADCASTING SYSTEM

Address: Don Lee Bldg., 7th and Bixel Sls., Los Angeles. **Stations:** (California) KHJ, Los Angeles; KGB, San Diego; KFXM, San Bernardino; KDON, Monterey; KXO, El Centro; KFRC, San Francisco; KDB, Santa Barbara; KPNC, Bakersfield; KVOE, Santa Ana; KIEM, Eureka; KQW, San Jose; KVCV, Redding; KHSL, Chico; KTKC, Visalia; KVEC, San Luis Obispo; KYOS, Merced. (Oregon) KRNR, Roseburg; KALE, Portland; KSLM, Salem; KORE, Eugene; (Washington) KMO, Tacoma; KIT, Yakima, KPQ, Wenatchee; KVOS, Bellingham; KXRO, Aberdeen; KOL, Seattle; Spokane (station to be announced); KGY, Olympia; KELA, Centralia; KRKO, Everett (operates daytime only); KWLK, Longview; KOOS, Marshfield. **Operating schedule:** 8 A.M. to 12 midnight P.S.T.* **Type of lines used:** Class A. **Founded:** 1928. **Base rate:** \$1,550.

President: Thomas Lee. **Vice-president, general manager:** Lewis Allen Weiss. **Assistant manager:** Willet H. Brown. **Production manager, program director:** Van C. Newkirk. **Continuity editor:** David Young.

Rep: John Blair & Co.

Merchandising: Limited service offered. **Publicity:** Daily releases to 125 trade publications and newspapers; supply pictures, mats. **Foreign language programs:** Accepted at specified times.

Copy restrictions: Accept transcriptions, beer, wine, liquor and patent medicines, providing copy is truthful and conforms to standards of good taste.

*Some individual stations have operating schedule from 6 A.M. to 1 A.M.

GEORGIA BROADCASTING SYSTEM

Address: P. O. Box 229, Columbus, Ga. **Stations:** WATL, Atlanta; WRBL, Columbus; WGPC, Albany. **Operating schedule:** 6 A.M. to 12 midnight. **Base rate:** \$270.

Executive manager: J. W. Woodruff, Jr. **Rep:** Sears & Ayer, Inc.

Merchandising: Full service available, including embossed display signs.

Copy restrictions: Accept transcriptions, beer and wine; no hard liquor; all copy subject to FCC regulations and approval of network management.

GEORGIA MAJOR MARKET TRIO

Address: WGST, Atlanta, Ga. **Stations:** WGST, Atlanta; WMAZ, Macon; WTOG,

Savannah. **Operating schedule:** 6 A.M. to 12 midnight. **Base rate:** \$400.

Rep: The Katz Agency, Inc.

No further information available.

INTER-CITY BROADCASTING SYSTEM

Address: 1657 Broadway, New York, N. Y. **Stations:** WMCA, New York; WIP, Philadelphia; WDEL, Wilmington; WCBM, Baltimore; WOL, Washington; WGAL, Lancaster Pa.; WORK, York, Pa.; **Operating schedule:** 7:00 A.M. to 1:15 A.M. **Type of lines:** Class C. **Founded:** 1935. **Base rate:** \$555.80 (evening quarter-hour).

President: Donald Flamm. **General manager:** Donald S. Shaw. **Sales director:** Charles Stark.

Rep: J. M. Ward, G. B. McDermott, 360 N. Michigan Ave., Chicago.

Merchandising: Individual stations cooperate in extending various services to advertisers. **Publicity:** Head publicity office prepares news for over 700 newspapers and trade journals in the radio and other fields, and submits stories to the publicity departments of the individual stations for local placement. **Foreign language programs:** Not accepted.

Copy restrictions: Accept beer, wine, patent medicine advertising and transcriptions; all copy subject to station approval and FCC rules and regulations.

THE IOWA NETWORK

Address: Des Moines Register and Tribune Bldg., Des Moines. **Stations:** WMT, Cedar Rapids—Waterloo; KRNT, Des Moines; KSO, Des Moines; WNAX, Yankton, S. D. **Operating schedule:** 5:30 A.M. to 1 A.M. **Type of lines:** Class C. **Founded:** 1935. **Base rate:** \$400 (two network hook-ups available—WMT linked with KSO or with KRNT and WNAX).

President: Gardner Cowles, Jr. **Vice-presidents:** John Cowles, Sumner Quarton. **Vice-president, treasurer:** Luther L. Hill. **Secretary:** Fred Little. **Commercial manager (KSO, KRNT):** Craig Lawrence. **Commercial manager (WMT):** William Quarton. **National sales manager:** Ted Enns. **Program director (KSO, KRNT):** Ed. Linehan. **Program director (WMT):** Douglas Grant.

Rep: The Katz Agency.

Merchandising: Feature items, pictures and program listings in the morning Register, evening Tribune and Sunday Register; cards on the rear of Des Moines streetcars; window displays in the network's reception lobbies; merchandising bulletins mailed every two weeks to leading grocers and druggists; personal calls on leading retail and wholesale grocers

REGIONAL NETWORKS—Continued

and druggists in Des Moines, Cedar Rapids and Waterloo. **Publicity:** See merchandising. **Foreign language programs:** No set rules; occasion has never arisen, as foreign population is very small.

Copy restrictions: No beer, wine or liquor advertising accepted; patent medicines must be approved by Iowa Network Medical Advisory Committee.

MASON-DIXON RADIO GROUP

Address: 8 W. King St., Lancaster, Pa. **Stations:** WORK, York, Pa.; WDEL, Wilmington, Del.; WGAL, Lancaster, Pa.; WAZL, Hazleton, Pa.; WEST, Easton, Pa. **Base rate:** \$468.

General manager: Clair McCollough.

Rep: Paul H. Raymer Co.

No further information available.

MICHIGAN RADIO NETWORK

Address: 17th Floor, Stroh Bldg., Detroit. **Stations:** WXYZ, Detroit (key station); WELL, Battle Creek; WIBM, Jackson; WKZO, Kalamazoo; WFDF, Flint; WOOD-WASH, Grand Rapids; WBCM, Bay City; WJIM, Lansing. **Operating schedule:** 8:30 A.M. to 12:30 A.M. weekdays, 9 to 12:30 A.M. Sundays (WKZO signs off at sundown). **Type of lines:** Class A. **Founded:** Jan. 31, 1933. **Base rate:** \$600.

President: George W. Trendle. **Treasurer and general manager:** H. Allen Campbell. **Commercial manager:** Harry Sutton, Jr. **Program director:** James Riddell. **Chief engineer:** Roy Gardner. **Musical director:** Benny Kyte. **Advertising and sales promotion manager:** Charles C. Hicks. **Publicity director:** Felix C. Holt.

Rep: The Paul H. Raymer Co.

Merchandising: Complete service offered to advertisers using five evening quarters-hours per week; varying amount of co-operation given advertisers using less time. **Publicity:** News releases and program schedules sent to newspapers in territory. **Foreign language programs:** Not accepted.

Copy restrictions: Accept beer and wine, but restricted in accordance with state and federal regulations, and all copy is subject to station approval. No offensive patent medicine copy, and none that tends to arouse religious, political and racial strife; all copy must conform to FCC rules and regulations.

MINNESOTA RADIO NETWORK

Address: Hotel St. Paul, St. Paul, Minn. **Stations:** KSTP, Minneapolis-St. Paul; KROC, Rochester; KYSM, Mankato; KFAM, St. Cloud. **Operating schedule:** 7 A.M. to 12 midnight. **Founded:** March,

1939. **Base Rate:** \$550 (full hour, 6 to 10:15 P.M.).

Sales manager: Ray C. Jenkins.

Rep: Edward Petry & Co., Inc.

Merchandising: Complete service available at cost. **Publicity:** Releases to 7 papers in Minneapolis, St. Paul, St. Cloud, Mankato and Rochester. **Foreign language programs:** No requests have been received as foreign population is not a factor in this area.

Copy restrictions: Accept transcriptions; beer and patent medicines accepted if copy is in good taste; no hard liquor. Political broadcasts must be clearly identified as such and may not be dramatized.

NORTH CENTRAL BROADCASTING SYSTEM, INC.

Address: Empire Bank Bldg., St. Paul, Minn. **Stations:** WTCN, St. Paul (key station); WEBC, Duluth; WMFG, Hibbing; WHLB, Virginia; WDAY, Fargo; KABR, Aberdeen; WNAX, Yankton; KMA, Shenandoah; KRNT, Des Moines; WMT, Cedar Rapids; KATE, Albert Lea (operates daytime only); KWNO, Winona (operates daytime only). **Available stations:** KRMC, Jamestown; KDLR, Devils Lake. **Operating schedule:** Currently limited to times commercial broadcasts are scheduled. **Founded:** Nov. 1, 1937. **Base rate:** \$978 (daytime).

President, secretary, general manager: John W. Boler. **Vice-president:** Howard S. Johnson. **Treasurer:** David C. Shepard II.

National sales office: 341 Madison Ave., New York City.

Merchandising: Maintains separate staff; a 12-page tabloid farm magazine, to be issued regularly, is scheduled to appear Sept. 1 for the purpose of merchandising NCBS programs throughout the farm area.

Publicity: Releases to the following newspapers, affiliated with member stations, plus 33 weeklies throughout the Northwest: Minneapolis Tribune, St. Paul Pioneer Press, Duluth Herald-Tribune, Fargo Forum, Des Moines Register-Tribune, Winona Republican Herald.

Copy restrictions: Accept transcriptions, with reservations; no beer, wine or patent medicines; commercial copy limited to 10% of program time; political broadcasts accepted, cash in advance, and all copy to be submitted in advance; rates on request.

THE OKLAHOMA NETWORK, INC.

Address: KTOK Bldg., 1800 W. Main, Oklahoma City. **Stations:** KCRC, Enid; KTOK, Oklahoma City; KBIX, Muskogee; KGFF, Shawnee; KADA, Ada. **Operating schedule:** 6 A.M. to 12 midnight. **Stock:**

REGIONAL NETWORKS—Continued

Held by the member stations. **Founded:** April 1, 1937. **Base rate:** \$310.

President: Ross U. Porter. **Vice-president:** Tams Bixby, Jr. **Secretary and managing director:** Kenyon M. Douglass.

Merchandising: Cooperate with advertisers by contacting dealers by mail and personal calls, with department to work out any reasonable ideas directly. **Publicity:** Three of the stations—KCRC, KGFF, and KPIX—are newspaper owned, and supply publicity through their own papers; the others release news and schedules to local papers. **Foreign language programs:** No set rules; none requested to date, as foreign population is very small.

Copy restrictions: Beer advertising accepted by all stations except KADA; hard liquor prohibited by state laws; accept transcriptions.

PACIFIC BROADCASTING CO.

Address: 914½ Broadway, Tacoma, Wash. **Stations (Oregon):** KRNR, Roseburg, KORE, Eugene; KSLM, Salem; KALE, Portland; KOOS, Marshfield; (Washington): KGY, Olympia; KXRO, Aberdeen; KOL, Seattle; KVOS, Bellingham; KPQ, Wenatchee; KIT, Yakima; KMO, Tacoma; KRKO, Everett; KWLK, Longview. **Operating schedule:** 7:45 A.M. to 11:45 P.M. **Founded:** Sept. 26, 1937. **Base rate** (full hour, 6 to 10:30 P.M.): \$700, complete network; \$525, Washington Network; \$245, Oregon Network.

President, general manager: Carl E. Haymond. **Secretary:** Louis Wahmer. **Vice-president:** Archie Taft.

Rep: John Blair & Co.

Merchandising: Complete services maintained by all member stations. **Publicity:** Services offered via Don Lee Broadcasting System, with which network is affiliated. **Foreign language programs:** Do not accept programs or announcements.

Copy restrictions: Rules regarding copy acceptance are identical with those of the Don Lee Broadcasting System.

THE PENNSYLVANIA NETWORK

Address: WCAU, Philadelphia, Pa. **Stations:** WCAU, Philadelphia (key station); WGAL, Lancaster; WORK, York; WAZL, Hazleton; WEST, Easton; WSAN, Allentown; WFBG, Altoona; WLEU, Erie; WHP, Harrisburg; WKBO, Harrisburg; WJAC, Johnstown; WRAW, Reading; WGBI, Scranton; WKOK, Sunbury; WBRE, Wilkes-Barre; WBAX, Wilkes-Barre; WRAK, Williamsport. (Harrisburg station optional). **Operating schedule:** No regular schedule. **Founded:** 1938. **Rates:** On request.

Manager: Kenneth W. Stowman. **Merchandising:** Services available according to product. **Publicity:** Mailing list of 150 newspapers. **Foreign language programs:** Not accepted.

Copy restrictions: Maintain same restrictions as WCAU, Philadelphia.

QUAKER NETWORK

General sales offices: Widener Bldg., Philadelphia, Pa. **Stations:** WFIL, Philadelphia, key station when available; WWSW, Pittsburgh key station when available; choice of other available stations in Philadelphia and Pittsburgh.

Manager: R. W. Clipp.

Base rate: \$1,930 (includes all charges and applies to non-political advertisers only).

No further information available.

TEXAS QUALITY NETWORK

Address: Any of the member stations. **Stations:** WFAA, Dallas; WBAP, Fort Worth; WOAI, San Antonio; KPRC, Houston. **Operating schedule:** 6 A.M. to 12 midnight. **Type of lines:** Class C. **Founded:** Sept. 10, 1934. **Base rate:** \$390 (quarter-hour).

Officers: None; network is not incorporated; each station acts as sales agent for all others.

Rep: Edward Petry & Co., Inc.

Merchandising: Separate departments are maintained by the individual stations. **Publicity:** Releases are sent to newspapers in Texas and adjoining states. **Foreign language programs:** Not accepted.

Copy restrictions: Accept beer, but no other alcoholic beverages.

TEXAS STATE NETWORK, INC.

Address: 1201 W. Lancaster, Fort Worth, Texas. **Stations:** KRBC, Abilene; KGNC, Amarillo; KNOW, Austin; KRIC, Beaumont; KBST, Big Spring; KRIS, Corpus Christi; KAND, Corsicana (available daytime only); WRR, Dallas; KRRV, Sherman (available daytime only); KFJZ, Fort Worth; KTAT, Fort Worth; KLUF, Galveston; KXYZ, Houston; KFRO, Longview; KFYO, Lubbock; KPLT, Paris (available daytime only); KGKL, San Angelo; KABC, San Antonio; KTEM, Temple (available daytime only); KCMC, Texarkana; KGKB, Tyler; WACO, Waco; KRGV, Weslaco. **Operating schedule:** 6 A.M. to 11 P.M. **Founded:** Sept. 15, 1938. **Base rate:** \$1,218.37.

President: Elliott Roosevelt. **Executive vice-president:** Jack Adams. **Vice-president in charge of production:** Stephen R.

REGIONAL NETWORKS—Continued

Wilhelm. **Vice-president in charge of station relations:** Harry A. Hutchinson. **Vice-president, manager:** Gerald Stanley. **Vice-president in charge of promotion, publicity, merchandising:** Benton Ferguson. **Musical director:** Ralph Rose. **Assistant musical director:** George McCullough. **Production manager:** Jack Mitchell. **Director women's activities:** Gail Northe. **Merchandising manager:** Bill Fields. **Publicity director:** Louise Cox. **Chief arranger:** Ted Dreher. **Chief engineer:** Truett Kimsey. **Script director:** Clark Fulks. **Sports supervisor:** Zack Hurt.

Rep: Own offices in New York and Chicago.

Merchandising: Staff at headquarters plus 23 representatives in Texas towns arrange for gratis spot announcements before and after start of program, contact jobbers or distributors, present merchandising and program plan to salesmen, assist in distribution of point of sale material, etc. **Publicity:** 20 to 40 releases sent daily to 72 papers, publications and individuals, plus extra releases for special events or territories. **Foreign language programs:** Not accepted.

Copy restrictions: Accept beer and wine, but no hard liquor; political advertising must be approved in advance; all contracts subject to musicians' local, state and Federal regulations, and all copy subject to acceptance of management.

VIRGINIA BROADCASTING SYSTEM, INC.

Address: News Leader Arcade, Richmond. **Stations:** WCHV, Charlottesville; WBTM, Danville; WGH, Newport News; WRNL, Richmond; WLVA, Lynchburg. **Type of lines:** Class C. **Founded:** January, 1936. **Base rate:** \$250.

President: Earl Sowers.

Rep: Burn-Smith Co., Inc.

No further information available.

WEST VIRGINIA NETWORK

Address: West Virginia Network Bldg., Lee St., Charleston, W. Va. **Stations:** WCHS, Charleston; WPAR, Parkersburg; WBLK, Clarksburg. **Operating schedule:** 5 A.M. to 12 midnight. **Type of lines:** CBS, Class A; West Virginia Network, Class B. **Founded:** February, 1937. **Base rate:** \$243.

President, general manager: John A. Kennedy. **Assistant general manager:** Howard L. Chernoff. **Program director:** Nicholas Pagliara. **Chief engineer:** Odes Robinson.

Rep: The Branham Co.

Merchandising: Complete service available at actual cost. **Publicity:** One of the

stations, WBLK, is owned by the Daily Exponent, and supplies publicity in that paper; through special cooperation in Charleston, WCHS carries spot radio news, pictures, etc., in the local papers; releases are also sent to 74 daily and weekly newspapers by the network. **Foreign language programs:** Will accept, but restrictions are such they are rarely carried.

Copy restrictions: Accept transcriptions; accept beer, wine and patent medicines, providing copy conforms to network standards, but no hard liquor; all copy must be received 24 hours in advance of broadcast and is subject to the rules governing good taste and public service established by the network.

WISCONSIN RADIO NETWORK

Address: c/o KFIZ, Fond du Lac, Wis. **Stations:** KFIZ, Fond du Lac; WHBY, Green Bay; WIBU, Poynette; WHBL, Sheboygan. **Base rate:** \$220.

No further information available.

WORLD TRANSCRIPTION SYSTEM

Address: World Broadcasting System, Inc., 711 Fifth Ave., New York City. **Rates:** Stations are available in any combination, and rates are based on individual station charges.

President: P. L. Deutsch. **Vice-president, general manager:** A. J. Kendrick. **Vice-president, sales manager:** Norton Cotterill. **Station relations manager:** A. B. Sambrook. **Advertising, publicity manager:** S. J. Henry, Jr.

Rep: Offices in Hollywood, St. Louis, San Francisco and Washington, D. C.

Merchandising, market research, publicity: Services available on request, usually at cost.

Copy restrictions: All programs and products subject to approval and policies of member stations.

THE YANKEE NETWORK, INC.

Address: 21 Brookline Ave., Boston, Mass. **Stations:** WNAC, Boston; WTIC, Hartford; WEAN, Providence; WTAG, Worcester; WICC, Bridgeport; WCSH, Portland; WLWZ, Bangor; WFEA, Manchester; WSAR, Fall River; WNBH, New Bedford; WLLH, Lowell and Lawrence; WLNH, Laconia; WRDO, Augusta; WNLG, New London; WHAI, Greenfield; WCOV, Lewiston-Auburn; WBRK, Pittsfield; WSYB, Rutland. **Operating schedule:** 9 A.M. to 12 midnight. **Founded:** Nov. 18, 1932. **Base rate:** Total 18 stations, \$2,500.

President: John Shepard, III. **Vice-president in charge of operations:** Roy Harlow.

REGIONAL NETWORKS—Continued

Vice-president in charge of sales and production: Linus Travers. **Assistant sales manager:** Gerald Harrison. **Controller:** Robert Ide. **Technical director:** Paul deMars. **Chief engineer:** Irving Robinson. **Editor, Yankee Network News Service:** Leland Bickford. **Promotion:** Frank Foster, II. **Merchandising:** Carleton McVarish. **Publicity director:** A. J. Stephenson.

Rep: Edward Petry & Co., Inc.

Merchandising: Following services performed on a minimum of a 13-week contract or its equivalent—contact key jobbers, wholesalers and chain store distributors of New England, informing them of new accounts; supply mailing lists for the leading retail classifications, and send out standard “radiograms” for cost of postage (special mailings at actual cost); conduct surveys on the movement of merchandise for specific accounts; arrange for distribution of sales literature by recognized distributing organizations, at cost; give auditions for advertiser's sales representatives. **Publicity:** Daily releases and pro-

gram news to over 100 newspapers, radio stations, advertising agencies, etc., throughout New England; close personal contact maintained with six local dailies and one local magazine; pictures and mats supplied to local papers and sent on request to outside papers; weekly programs mailed to over 260 papers, stations, agencies. **Foreign language programs:** Not accepted.

Copy restrictions: Accept beer and wine with certain copy restrictions; patent medicine advertising accepted providing it is approved by the Boston Better Business Bureau and conforms to all Pure Food and Drug Laws.

Z NET

Address: P. O. Box 1956, Butte, Montana. **Stations:** KGIR, Butte; KPFA, Helena. **Base rate:** \$60 (half-hour).

Managing director: Ed Craney.

Rep: Gene Ferguson & Co.

No further information available.



STATIONS

U. S. STATIONS CLASSIFIED BY WATTAGE

In the accompanying lists, all U. S. radio stations, and all proposed radio stations (i.e., those having a construction permit only), are classified according to their power output. This classification was made from Federal Communications Commission records dated June 1, 1939 (and May 1, 1938).

The reader should bear in mind that the wattage assigned to certain stations is necessarily not always the wattage with which those stations are currently operating. Deviations occur where the F.C.C. has assigned a construction permit for higher wattage. In such instances the assigned higher wattage is credited to the station, although construction of equipment may as yet not be completed.

This breakdown of wattage results in the following totals for each power category:

	1939	1938
500,000 watts.....	0 stations	1 station
50,000 watts.....	40 stations	34 stations
25,000 watts.....	1 station	1 station
25,000 and 10,000 watts.....	0 stations	1 station
20,000 watts.....	1 station	1 station
10,000 watts.....	7 stations	11 stations
7,500 watts.....	1 station	1 station
5,000 watts.....	29 stations	27 stations
5,000 and 1,000 watts.....	105 stations	94 stations
5,000 and 500 watts.....	1 station	1 station
2,500 watts.....	1 station	2 stations
2,500 and 1,000 watts.....	5 stations	6 stations
2,500 and 500 watts.....	3 stations	3 stations
1,000 watts.....	97 stations	90 stations
1,000 and 750 watts.....	0 stations	1 station
1,000 and 500 watts.....	34 stations	37 stations
1,000 and 250 watts.....	8 stations	4 stations
500 watts.....	44 stations	50 stations
500 and 250 watts.....	3 stations	2 stations
250 watts.....	43 stations	51 stations
250 and 100 watts.....	203 stations	158 stations
200 watts.....	1 station	2 stations
100 watts.....	141 stations	152 stations
50 watts.....	3 stations	3 stations
Wattage not assigned.....	3 stations	0 stations
TOTAL	774 stations	733 stations
{ Commercial stations in operation.....	693 stations	652 stations
{ Non-commercial stations.....	39 stations	39 stations
{ Construction permit only.....	42 stations	42 stations

LOCATION OF U. S. STATIONS

CKLW, Detroit, Mich.
 KABC, San Antonio, Tex.
 KABR, Aberdeen, S. Dak.
 KADA, Ada, Okla.
 KALB, Alexandria, La.
 KALE, Portland, Ore.
 KAND, Corsicana, Tex.
 KANS, Wichita, Kans.
 KARK, Little Rock, Ark.
 KARM, Fresno, Calif.
 KASA, Elk City, Okla.
 KAST, Astoria, Ore.
 KATE, Albert Lea, Minn.
 KAWM, Gallup, N. Mex.
 KBIX, Muskogee, Okla.
 KBKR, Baker, Ore.
 KBND, Bend, Ore.
 KBPS, Portland, Ore.
 KBST, Big Spring, Tex.
 KBTM, Jonesboro, Ark.
 KCKN, Kansas City, Kans.
 KCMC, Texarkana, Tex.
 KCMO, Kansas City, Mo.
 KCRG, Enid, Okla.
 KCRJ, Jerome, Ariz.
 KDAL, Duluth, Minn.
 KDB, Santa Barbara, Calif.
 KDFN, Casper, Wyo.
 KDKA, Pittsburgh, Pa.
 KDLR, Devils Lake, N. Dak.
 KDNT, Denton, Tex.
 KDON, Monterey, Calif.
 KDRO, Sedalia, Mo.
 KDTH, Dubuque, Ia.
 KDYL, Salt Lake City, Utah
 KECA, Los Angeles, Calif.
 KEEN, Seattle, Wash.
 KEHE, Los Angeles, Calif.
 KELA, Centralia-Chehalis, Wash.
 KELD, Eldorado, Ark.
 KELO, Sioux Falls, S. Dak.
 KERN, Bakersfield, Calif.
 KEUB, Price, Utah
 KEX, Portland, Ore.
 KFAB, Lincoln, Nebr.
 KFAC, Los Angeles, Calif.
 KFAM, St. Cloud, Minn.
 KFAR, Fairbanks, Alaska
 KFBB, Great Falls, Mont.
 KFBI, Abilene, Kans.
 KFBK, Sacramento, Calif.
 KFDA, Amarillo, Tex.
 KFDM, Beaumont, Tex.
 KFDY, Brookings, S. Dak.
 KFEL, Denver, Colo.
 KFEQ, St. Joseph, Mo.
 KFGQ, Boone, Ia.
 KFH, Wichita, Kans.
 KFI, Los Angeles, Calif.
 KFIO, Spokane, Wash.
 KFIZ, Fond du Lac, Wis.
 KFJB, Marshalltown, Ia.
 KFJI, Klamath Falls, Ore.
 KFJM, Grand Forks, N. Dak.
 KFJZ, Fort Worth, Tex.
 KFKA, Greeley, Colo.
 KFKU, Lawrence, Kans.
 KFNF, Shenandoah, Ia.
 KFOR, Lincoln, Nebr.
 KFOX, Long Beach, Calif.
 KFPL, Dublin, Tex.
 KFPW, Ft. Smith, Ark.
 KFPY, Spokane, Wash.
 KFQD, Anchorage, Alaska
 KFRC, San Francisco, Calif.
 KFRO, Longview, Tex.
 KFRU, Columbia, Mo.
 KFSB, San Diego, Calif.
 KFSG, Los Angeles, Calif.
 KFUO, Clayton, Mo.
 KFVD, Los Angeles, Calif.
 KFVS, Cape Girardeau, Mo.
 KFWB, Los Angeles, Calif.
 KFXD, Nampa, Idaho
 KFXJ, Grand Junction, Colo.
 KFXM, San Bernardino, Calif.
 KFYO, Lubbock, Tex.
 KFYR, Bismarck, N. Dak.
 KGA, Spokane, Wash.
 KGB, San Diego, Calif.
 KGBU, Ketchikan, Alaska
 KGBX, Springfield, Mo.
 KGCA, Decorah, Ia.
 KGCI, Couer d'Alene, Idaho
 KGCU, Mandan, N. Dak.
 KGCX, Wolf Point, Mont.
 KGDE, Fergus Falls, Minn.
 KGDM, Stockton, Calif.
 KGEK, Sterling, Colo.
 KGER, Long Beach, Calif.
 KGEZ, Kalispell, Mont.
 KGFF, Shawnee, Okla.
 KGFI, Brownsville, Tex.
 KGFI, Los Angeles, Calif.
 KGFL, Roswell, N. Mex.
 KGFW, Kearney, Nebr.
 KGFX, Pierre, S. Dak.
 KGGF, Coffeyville, Kans.
 KGGM, Albuquerque, N. Mex.
 KGHF, Pueblo, Colo.
 KGHI, Little Rock, Ark.
 KGHL, Billings, Mont.
 KGIR, Butte, Mont.
 KGIW, Alamosa, Colo.
 KGKB, Tyler, Tex.
 KGKL, San Angelo, Tex.
 KGKO, Fort Worth, Tex.
 KGKY, Scottsbluff, Nebr.
 KGLO, Mason City, Ia.
 KGLU, Safford, Ariz.
 KGMB, Honolulu, Hawaii
 KGNC, Amarillo, Tex.
 KGNF, North Platte, Nebr.
 KGNO, Dodge City, Kans.
 KGO, San Francisco, Calif.
 KGU, Honolulu, Hawaii
 KGVL, Greenville, Tex.
 KGVO, Missoula, Mont.
 KGW, Portland, Ore.
 KGY, Olympia, Wash.
 KHBC, Hilo, Hawaii
 KHBG, Okmulgee, Okla.
 KHJ, Los Angeles, Calif.
 KHQ, Spokane, Wash.
 KHSI, Chico, Calif.
 KHUB, Watsonville, Calif.
 KID, Clovis, N. Mex.
 KID, Idaho Falls, Idaho
 KIDO, Boise, Idaho
 KIDW, Lamar, Colo.
 KIEM, Eureka, Calif.
 KIEV, Glendale, Calif.
 KINY, Juneau, Alaska
 KIRO, Seattle, Wash.
 KIT, Yakima, Wash.
 KITE, Kansas City, Mo.
 KIUL, Garden City, Kans.
 KIUN, Pecos, Tex.
 KIUP, Durango, Colo.
 KJBS, San Francisco, Calif.
 KJE, Seattle, Wash.
 KLAH, Carlsbad, N. Mex.
 KLBM, La Grande, Ore.
 KLCN, Blytheville, Ark.
 KLO, Ogden, Utah
 KLP, Minot, N. Dak.
 KLRA, Little Rock, Ark.
 KLS, Oakland, Calif.
 KLUF, Galveston, Tex.
 KLX, Oakland, Calif.
 KLZ, Denver, Colo.
 KMA, Shemandoah, Ia.
 KMBC, San Antonio, Tex.
 KMBC, Kansas City, Mo.
 KMED, Medford, Ore.
 KMJ, Fresno, Calif.
 KMLB, Monroe, La.
 KMMJ, Grand Island, Nebr.
 KMO, Tacoma, Wash.
 KMOX, St. Louis, Mo.
 KMPC, Beverly Hills, Calif.
 KMTR, Los Angeles, Calif.
 KNEL, Brady, Tex.
 KNET, Palestine, Tex.
 KNOW, Austin, Tex.
 KNX, Los Angeles, Calif.
 KOA, Denver, Colo.
 KOAC, Corvallis, Ore.
 KOAM, Pittsburg, Kans.
 KOB, Albuquerque, N. Mex.
 KOBH, Rapid City, S. Dak.
 KOCA, Kilgore, Tex.
 KOCY, Oklahoma City, Okla.
 KOH, Reno, Nev.
 KOIL, Omaha, Nebr.
 KOIN, Portland, Ore.
 KOKO, La Junta, Colo.
 KOL, Seattle, Wash.
 KOMA, Oklahoma City, Okla.
 KOME, Tulsa, Okla.
 KOMO, Seattle, Wash.
 KONO, San Antonio, Tex.
 KOOS, Marshfield, Ore.
 KORE, Eugene, Ore.
 KOTN, Pine Bluff, Ark.
 KOVC, Valley City, N. Dak.
 KOVO, Provo, Utah

LOCATION OF STATIONS—Continued

KOWH, Omaha, Nebr.
KOY, Phoenix, Ariz.
KPAB, Laredo, Tex.
KPAC, Port Arthur, Tex.
KPDN, Pampa, Tex.
KPFA, Helena, Mont.
KPLC, Lake Charles, La.
KPLT, Paris, Tex.
KPMC, Bakersfield, Calif.
KPO, San Francisco, Calif.
KPOF, Denver, Colo.
KPPC, Pasadena, Calif.
KPQ, Wenatchee, Wash.
KPRC, Houston, Tex.
KQV, Pittsburgh, Pa.
KQW, San Jose, Calif.
KRBA, Lufkin, Tex.
KRBC, Abilene, Tex.
KRBM, Bozeman, Mont.
KRE, Berkeley, Calif.
KRGV, Weslaco, Tex.
KRIC, Beaumont, Tex.
KRIS, Corpus Christi, Tex.
KRKD, Los Angeles, Calif.
KRKO, Everett, Wash.
KRLC, Lewiston, Idaho
KRLD, Dallas, Tex.
KRLH, Midland, Tex.
KRMC, Jamestown, N. Dak.
KRMD, Shreveport, La.
KRNR, Roseburg, Ore.
KRNT, Des Moines, Ia.
KROC, Rochester, Minn.
KROD, El Paso, Tex.
KROW, Oakland, Calif.
KROY, Sacramento, Calif.
KRRV, Sherman, Tex.
KRSC, Seattle, Wash.
KSAC, Manhattan, Kans.
KSAL, Salina, Kans.
KSAM, Huntsville, Tex.
KSAN, San Francisco, Calif.
KSCJ, Sioux City, Ia.
KSD, St. Louis, Mo.
KSEL, Pocatello, Idaho
KSFO, San Francisco, Calif.
KSL, Salt Lake City, Utah
KSLM, Salem, Ore.
KSO, Des Moines, Ia.
KSOO, Sioux Falls, S. Dak.
KSRO, Santa Rosa, Calif.
KSTP, Minneapolis-St. Paul, Minn.
KSUB, Cedar City, Utah
KSUN, Lowell, Ariz.
KTAR, Phoenix, Ariz.
KTAT, Fort Worth, Tex.
KTBC, Austin, Tex.
KTBS, Shreveport, La.
KTEM, Temple, Tex.
KTFI, Twin Falls, Idaho
KTHS, Hot Springs, Ark.
KTKK, Visalia, Calif.
KTMS, Santa Barbara, Calif.
KTOH, Lihue, Hawaii
KTOK, Oklahoma City, Okla.
KTRB, Modesto, Calif.
KTRH, Houston, Tex.
KTRI, Sioux City, Ia.
KTSA, San Antonio, Tex.
KTSM, El Paso, Tex.
KTSW, Emporia, Kans.
KTUC, Tucson, Ariz.
KTUL, Tulsa, Okla.
KTW, Seattle, Wash.
KUJ, Walla Walla, Wash.
KUMA, Yuma, Ariz.
KUOA, Siloam Springs, Ark.
KUSD, Vermillion, S. Dak.
KUTA, Salt Lake City, Utah
KVAK, Atchison, Kans.
KVAN, Vancouver, Wash.
KVCV, Redding, Calif.
KVEC, San Luis Obispo, Calif.
KVGB, Great Bend, Kans.
KVI, Tacoma, Wash.
KVNU, Logan, Utah
KVOA, Tucson, Ariz.
KVOD, Denver, Colo.
KVOE, Santa Ana, Calif.
KVOL, Lafayette, La.
KVOO, Tulsa, Okla.
KVOR, Colorado Springs, Colo.
KVOS, Bellingham, Wash.
KVOX, Moorhead, Minn.
KVRS, Rock Springs, Wyo.
KVSF, Santa Fe, N. Mex.
KVSO, Ardmore, Okla.
KVWC, Vernon, Tex.
KWAL, Wallace-Kellogg, Idaho
KWBG, Hutchinson, Kans.
KWEW, Hobbs, N. Mex.
KWFT, Wichita Falls, Tex.
KWG, Stockton, Calif.
KWJB, Globe, Ariz.
KWJJ, Portland, Ore.
KWK, St. Louis, Mo.
KWKH, Shreveport, La.
KWLC, Decorah, Ia.
KWLK, Longview, Wash.
KWLN, Winona, Minn.
KWOC, Poplar Bluff, Mo.
KWOS, Jefferson City, Mo.
KWSC, Pullman, Wash.
KWTN, Watertown, S. Dak.
KWTO, Springfield, Mo.
KWYO, Sheridan, Wyo.
KXA, Seattle, Wash.
KXL, Portland, Ore.
KXO, El Centro, Calif.
KXOK, St. Louis, Mo.
KXOX, Sweetwater, Tex.
KXRO, Aberdeen, Wash.
KXYZ, Houston, Tex.
KYA, San Francisco, Calif.
KYCA, Prescott, Ariz.
KYOS, Merced, Calif.
KYSM, Mankato, Minn.
KYW, Philadelphia, Pa.
WAAB, Boston, Mass.
WAAF, Chicago, Ill.
WAAT, Jersey City, N. J.
WABC, New York City
WABI, Bangor, Me.
WABY, Albany, N. Y.
WACO, Waco, Tex.
WADC, Akron, Ohio
WAGA, Atlanta, Ga.
WAGF, Dothan, Ala.
WAGM, Presque Isle, Me.
WAIM, Anderson, S. C.
WAIR, Winston-Salem, N. C.
WALA, Mobile, Ala.
WALR, Zanesville, Ohio
WAML, Laurel, Miss.
WAPI, Birmingham, Ala.
WAPO, Chattanooga, Tenn.
WARD, New York City
WASH, Grand Rapids, Mich.
WATL, Atlanta, Ga.
WATR, Waterbury, Conn.
WAVE, Louisville, Ky.
WAWZ, Zarephath, N. J.
WAYX, Waycross, Ga.
WAZL, Hazelton, Pa.
WBAA, West Lafayette, Ind.
WBAB, Atlantic City, N. J.
WBAL, Baltimore, Md.
WBAP, Fort Worth, Tex.
WBAX, Wilkes-Barre, Pa.
WBBC, New York City
WBBL, Richmond, Va.
WBMM, Chicago, Ill.
WBRR, New York City
WBZZ, Ponca City, Okla.
WBCM, Bay City, Mich.
WBEN, Buffalo, N. Y.
WBEO, Marquette, Mich.
WBHP, Huntsville, Ala.
WBIG, Greensboro, N. C.
WBIL, New York City
WBLK, Clarksburg, W. Va.
WBNS, Columbus, Ohio
WBNX, New York City
WBNY, Buffalo, N. Y.
WBOW, Terre Haute, Ind.
WBRR, Red Bank, N. J.
WBRC, Birmingham, Ala.
WBRE, Wilkes-Barre, Pa.
WBRY, Pittsfield, Mass.
WBRV, Waterbury, Conn.
WBT, Charlotte, N. C.
WBTH, Williamson, W. Va.
WBTM, Danville, Va.
WBZ, Boston, Mass.
WBZA, Boston, Mass.
WCAD, Canton, N. Y.
WCAE, Pittsburgh, Pa.
WCAL, Northfield, Minn.
WCAM, Camden, N. J.
WCAO, Baltimore, Md.
WCAP, Asbury Park, N. J.
WCAT, Rapid City, S. Dak.
WCAU, Philadelphia, Pa.
WCAX, Burlington, Vt.
WCAZ, Carthage, Ill.
WCBA, Allentown, Pa.
WCBD, Chicago, Ill.
WCBM, Baltimore, Md.
WCBS, Springfield, Ill.
WCCO, Minneapolis-St. Paul, Minn.
WCFL, Chicago, Ill.
WCHS, Charleston, W. Va.
WCHV, Charlottesville, Va.
WCKY, Cincinnati, Ohio
WCLE, Cleveland, Ohio
WCLO, Janesville, Wis.
WCLS, Joliet, Ill.
WCMI, Ashland, Ky.
WCNW, New York City

LOCATION OF STATIONS—Continued

WCOA, Pensacola, Fla.
WCOG, Meridian, Miss.
WCOL, Columbus, Ohio
WCOF, Boston, Mass.
WCOS, Columbia, S. C.
WCOU, Lewiston, Me.
WCOV, Montgomery, Ala.
WCPO, Cincinnati, Ohio
WCRW, Chicago, Ill.
WCSC, Charleston, S. C.
WCSH, Portland, Me.
WDAE, Tampa, Fla.
WDAF, Kansas City, Mo.
WDAH, El Paso, Tex.
WDAN, Danville, Ill.
WDAS, Philadelphia, Pa.
WDAY, Fargo, N. Dak.
WDBJ, Roanoke, Va.
WDBO, Orlando, Fla.
WDEL, Wilmington, Del.
WDEV, Waterbury, Vt.
WDGY, Minneapolis-St. Paul, Minn.
WDNC, Durham, N. C.
WDOD, Chattanooga, Tenn.
WDRC, Hartford, Conn.
WDSM, Superior, Wis.
WDSU, New Orleans, La.
WDSW, Champaign, Ill.
WDZ, Tuscola, Ill.
WEAF, New York City
WEAN, Providence, R. I.
WEAU, Eau Claire, Wis.
WEBC, Duluth, Minn.
WEBQ, Harrisburg, Ill.
WEBR, Buffalo, N. Y.
WEDC, Chicago, Ill.
WEED, Rocky Mount, N. C.
WEEL, Boston, Mass.
WEUU, Reading, Pa.
WELI, New Haven, Conn.
WELL, Battle Creek, Mich.
WEMP, Milwaukee, Wis.
WENR, Chicago, Ill.
WENY, Elmira, N. Y.
WEOA, Evansville, Ind.
WESG, Elmira, N. Y.
WEST, Easton, Pa.
WEVD, New York City
WEW, St. Louis, Mo.
WEXL, Royal Oak, Mich.
WFAA, Dallas, Tex.
WFAM, South Bend, Ind.
WFAS, White Plains, N. Y.
WFBC, Greenville, S. C.
WFBG, Altoona, Pa.
WFBT, Syracuse, N. Y.
WFBM, Indianapolis, Ind.
WFBR, Baltimore, Md.
WFDF, Flint, Mich.
WFEA, Manchester, N. H.
WFIL, Philadelphia, Pa.
WFLA, Tampa, Fla.
WFMD, Frederick, Md.
WFMJ, Youngstown, Ohio
WFNC, Fayetteville, N. C.
WFOR, Hattiesburg, Miss.
WFOY, St. Augustine, Fla.
WFTC, Kingston, N. C.
WFVA, Fredericksburg, Va.
W GAL, Lancaster, Pa.
WGAN, Portland, Me.
WGAR, Cleveland, Ohio
WGAU, Athens, Ga.
WGBB, Freeport, N. Y.
WGBF, Evansville, Ind.
WGBI, Scranton, Pa.
WGBR, Goldsboro, N. C.
WGCM, Gulfport, Miss.
WGES, Chicago, Ill.
WGH, Newport News, Va.
WGIL, Galesburg, Ill.
WGKV, Charleston, W. Va.
WGL, Ft. Wayne, Ind.
WGN, Chicago, Ill.
WGNC, Gastonia, N. C.
WGNV, Newburgh, N. Y.
WGPC, Albany, Ga.
WGR, Buffalo, N. Y.
WGRC, New Albany, Ind.; Louisville, Ky.
WGRM, Grenada, Miss.
WGST, Atlanta, Ga.
WGTM, Wilson, N. C.
WGY, Schenectady, N. Y.
WHA, Madison, Wis.
WHAI, Greenfield, Mass.
WHAM, Rochester, N. Y.
WHAS, Louisville, Ky.
WHAT, Philadelphia, Pa.
WHAZ, Troy, N. Y.
WHB, Kansas City, Mo.
WHBB, Selma, Ala.
WHBC, Canton, Ohio
WHBF, Rock Island, Ill.
WHBI, Newark, N. J.
WHBL, Sheboygan, Wis.
WHBQ, Memphis, Tenn.
WHBU, Anderson, Ind.
WHBY, Green Bay, Wis.
WHDF, Calumet, Mich.
WHDH, Boston, Mass.
WHDL, Olean, N. Y.
WHEB, Portsmouth, N. H.
WHEC, Rochester, N. Y.
WHFC, Cicero, Ill.
WHIO, Dayton, Ohio
WHIP, Hammond, Ind.
WHIS, Bluefield, W. Va.
WHJB, Greensburg, Pa.
WHK, Cleveland, Ohio
WHKC, Columbus, Ohio
WHLB, Virginia, Minn.
WHLS, Port Huron, Mich.
WHMA, Anniston, Ala.
WHN, New York City
WHO, Des Moines, Ia.
WHOM, Jersey City, N. J.
WHP, Harrisburg, Pa.
WIBA, Madison, Wis.
WIBC, Indianapolis, Ind.
WIBG, Glenside, Pa.
WIBM, Jackson, Mich.
WIBU, Poynette, Wis.
WIBW, Topeka, Kans.
WIBX, Utica, N. Y.
WICA, Ashtabula, Ohio
WICC, Bridgeport, Conn.
WIL, St. Louis, Mo.
WILL, Urbana, Ill.
WILM, Wilmington, Del.
WIND, Gary, Ind.; Chicago, Ill.
WING, Dayton, Ohio
WINN, Louisville, Ky.
WINS, New York City
WIOD, Miami, Fla.
WIP, Philadelphia, Pa.
WIRE, Indianapolis, Ind.
WIS, Columbia, S. C.
WISE, Asheville, N. C.
WISN, Milwaukee, Wis.
WJAC, Johnstown, Pa.
WJAG, Norfolk, Nebr.
WJAR, Providence, R. I.
WJAS, Pittsburgh, Pa.
WJAX, Jacksonville, Fla.
WJBC, Bloomington, Ill.
WJBK, Detroit, Mich.
WJBL, Decatur, Ill.
WJBO, Baton Rouge, La.
WJBW, New Orleans, La.
WJBY, Gadsden, Ala.
WJDX, Jackson, Miss.
WJEJ, Hagerstown, Md.
WJHL, Johnson City, Tenn.
WJHP, Jacksonville, Fla.
WJIM, Lansing, Mich.
WJJD, Chicago, Ill.
WJLS, Beckley, W. Va.
WJMC, Rice Lake, Wis.
WJMS, Ironwood, Mich.
WJNO, West Palm Beach, Fla.
WJR, Detroit, Mich.
WJRD, Tuscaloosa, Ala.
WJSV, Washington, D. C.
WJTN, Jamestown, N. Y.
WJW, Akron, Ohio
WJZ, New York City
WKAR, East Lansing, Mich.
WKAT, Miami Beach, Fla.
WKBB, Dubuque, Ia.
WKBH, La Crosse, Wis.
WKBN, Youngstown, Ohio
WKBO, Harrisburg, Pa.
WKBV, Richmond, Ind.
WKBW, Buffalo, N. Y.
WKBZ, Muskegon, Mich.
WKEU, Griffin, Ga.
WKOK, Sunbury, Pa.
WKRC, Cincinnati, Ohio
WKST, New Castle, Pa.
WKY, Oklahoma City, Okla.
WKZO, Kalamazoo, Mich.
WLAC, Nashville, Tenn.
WLAK, Lakeland, Fla.
WLAP, Lexington, Ky.
WLAW, Lawrence, Mass.
WLB, Minneapolis-St. Paul, Minn.
WLCB, Muncie, Ind.
WLBL, Stevens Point, Wis.
WLBZ, Bangor, Me.
WLEU, Erie, Pa.
WLLH, Lowell, Mass.
WLNH, Laconia, N. H.
WLOK, Lima, Ohio
WLS, Chicago, Ill.
WLTH, New York City
WLVA, Lynchburg, Va.
WLW, Cincinnati, Ohio
WMAI, Washington, D. C.
WMAQ, Chicago, Ill.
WMAS, Springfield, Mass.
WMAZ, Macon, Ga.

LOCATION OF STATIONS—Continued

<p>WMBC, Detroit, Mich. WMBD, Peoria, Ill. WMBG, Richmond, Va. WMBH, Joplin, Mo. WMBI, Chicago, Ill. WMBO, Auburn, N. Y. WMBR, Jacksonville, Fla. WMBS, Uniontown, Pa. WMC, Memphis, Tenn. WMCA, New York City WMEX, Boston, Mass. WMFD, Wilmington, N. C. WMFF, Plattsburg, N. Y. WMFG, Hibbing, Minn. WMFJ, Daytona Beach, Fla. WMFO, Decatur, Ala. WMFR, High Point, N. C. WMIN, Minneapolis-St. Paul, Minn. WMMN, Fairmont, W. Va. WMOB, Mobile, Ala. WMPC, Lapeer, Mich. WMPS, Memphis, Tenn. WMRO, Aurora, Ill. WMSD, Sheffield, Ala. WMT, Cedar Rapids, Ia. WNAC, Boston, Mass. WNAD, Norman, Okla. WNAX, Yankton, S. Dak. WNBC, New Britain, Conn. WNBK, Binghamton, N. Y. WNBH, New Bedford, Mass. WNBX, Springfield, Vt. WNBZ, Saranac Lake, N. Y. WNEW, New York City WNLC, New London, Conn. WNOE, New Orleans, La. WNOX, Knoxville, Tenn. WNYC, New York City WOAI, San Antonio, Tex. WOC, Davenport, Ia. WOCB, Hyannis, Mass. WOI, Ames, Ia. WOKO, Albany, N. Y. WOL, Washington, D. C. WOLS, Florence, S. C. WOMI, Owensboro, Ky. WOMT, Manitowoc, Wis. WOOD, Grand Rapids, Mich. WOPI, Bristol, Tenn. WOR, New York City WORC, Worcester, Mass. WORK, York, Pa. WORL, Boston, Mass.</p>	<p>WOSU, Columbus, Ohio WOY, New York City WOW, Omaha, Nebr. WOWO, Ft. Wayne, Ind. WPAD, Paducah, Ky. WPAR, Parkersburg, W. Va. WPAX, Thomasville, Ga. WPAV, Portsmouth, Ohio WPEN, Philadelphia, Pa. WPG, Atlantic City, N. J. WPIC, Sharon, Pa. WPIV, Petersburg, Va. WPRO, Providence, R. I. WPTF, Raleigh, N. C. WQAM, Miami, Fla. WQAN, Scranton, Pa. WQCB, Vicksburg, Miss. WQDM, St. Albans, Vt. WQXR, New York City WRAC, Williamsport, Pa. WRAL, Raleigh, N. C. WRAW, Reading, Pa. WRBL, Columbus, Ga. WRC, Washington, D. C. WRDO, Augusta, Me. WRDW, Augusta, Ga. WREC, Memphis, Tenn. WREN, Lawrence-Kansas City, Kans. WRGA, Rome, Ga. WRJN, Racine, Wis. WRKL, Rock Hill, S. C. WRNL, Richmond, Va. WROK, Rockford, Ill. WROL, Knoxville, Tenn. WRR, Dallas, Tex. WRTD, Richmond, Va. WRUF, Gainesville, Fla. WRVA, Richmond, Va. WSAI, Cincinnati, Ohio WSAJ, Grove City, Pa. WSAL, Salisbury, Md. WSAN, Allentown, Pa. WSAR, Fall River, Mass. WSAU, Wausau, Wis. WSAV, Savannah, Ga. WSAY, Rochester, N. Y. WSAZ, Huntington, W. Va. WSB, Atlanta, Ga. WSBC, Chicago, Ill. WSBT, South Bend, Ind. WSFA, Montgomery, Ala. WSGN, Birmingham, Ala. WSIX, Nashville, Tenn.</p>	<p>WSJS, Winston-Salem, N. C. WSKB, McComb, Miss. WSUI, Jackson, Miss. WSM, Nashville, Tenn. WSMB, New Orleans, La. WSNJ, Bridgeton, N. J. WSOC, Charlotte, N. C. WSFA, Spartanburg, S. C. WSPD, Toledo, Ohio WSPR, Springfield, Mass. WSTP, Salisbury, N. C. WSUI, Iowa City, Ia. WSUN, St. Petersburg, Fla. WSVN, Harrisonburg, Va. WSVS, Buffalo, N. Y. WSYR, Rutland, Vt. WSYR-WSYU, Syracuse, N. Y. WTAD, Quincy, Ill. WTAG, Worcester, Mass. WTAL, Tallahassee, Fla. WTAM, Cleveland, Ohio WTAA, Green Bay, Wis. WTAR, Norfolk, Va. WTAW, College Station, Tex. WTAX, Springfield, Ill. WTBO, Cumberland, Md. WTCN, Minneapolis-St. Paul, Minn. WTEL, Philadelphia, Pa. WTHT, Hartford, Conn. WTIC, Hartford, Conn. WTJS, Jackson, Tenn. WTMA, Charleston, S. C. WTMOC, Ocala, Fla. WTMJ, Milwaukee, Wis. WTMV, E. St. Louis, Ill. WTNJ, Trenton, N. J. WTOC, Savannah, Ga. WTOL, Toledo, Ohio WTRC, Elkhart, Ind. WTRY, Troy, N. Y. WTSP, St. Petersburg, Fla. WVFV, New York City WWAE, Hammond, Ind. WWJ, Detroit, Mich. WWL, New Orleans, La. WWNC, Asheville, N. C. WWRL, New York City WWSW, Pittsburgh, Pa. WWVA, Wheeling, W. Va. WXYZ, Detroit, Mich.</p>
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ALABAMA

(375,200 radio homes, or 56% ownership among the State's total of 670,000 families. Urban ownership is 154,600, or 75% of urban families; rural ownership is 220,600, or 48% of rural families.)

Radio Homes by Counties*

Autauga	2,380	Dallas	8,450	Marion	2,770
Baldwin	3,830	DeKalb	4,350	Marshall	4,580
Barbour	4,080	Elmore	3,850	Mobile	21,880
Bibb	2,680	Escambia	3,480	Monroe	3,370
Blount	3,070	Etowah	9,700	Montgomery	18,520
Bullock	2,570	Fayette	2,050	Morgan	6,790
Butler	3,730	Franklin	2,920	Perry	3,130
Calhoun	8,370	Geneva	3,340	Pickens	2,810
Chambers	4,730	Greene	2,500	Pike	4,170
Cherokee	2,090	Hale	3,150	Randolph	3,110
Chilton	2,800	Henry	2,480	Russell	3,420
Choctaw	2,430	Houston	6,250	St. Clair	2,980
Clarke	3,200	Jackson	4,080	Shelby	3,440
Clay	1,910	Jefferson	85,710	Sumter	3,220
Cleburne	1,390	Lamar	1,930	Talladega	5,570
Coffee	3,730	Lauderdale	5,480	Tallahpoosa	3,800
Colbert	4,420	Lawrence	2,880	Tuscaloosa	9,000
Conecuh	2,920	Lee	5,270	Walker	7,850
Coosa	1,330	Limestone	4,270	Washington	1,910
Covington	5,160	Lowndes	2,700	Wilcox	2,970
Crenshaw	2,750	Macon	3,230	Winston	1,660
Cullman	4,500	Madison	8,530		
Dale	2,820	Marengo	4,780		

WHMA, ANNISTON

Operator: Anniston Broadcasting Co., WHMA Bldg. **Phone:** 2380. **Power:** 100 watts on 1420 kc (daytime). **Affiliation:** None. **Opened:** Nov. 3, 1938. (Note: This station is under the same ownership as the Anniston Star.)

General and station manager: John S. Pitts. **Commercial manager, artists bureau head:** Allen Brown. **Program and musical director:** Harold Russey. **Chief engineer:** Vernon Storey. **Publicity director:** Edwin Mullinax.

Rep: None. **Seating facilities:** Auditorium in WHMA Building can accommodate 600 persons. **Merchandising:** Distribute window cards, and arrange for newspaper stories and photos of artists; service rendered gratis. **Foreign language programs:** Not accepted. **Artists bureau:** Setup nominal only. **Base rate:** \$30.

Copy restrictions: County in which station is located is dry (although the State is not); "legitimate type" patent medicines accepted. **E. T. library:** World. **News:** UP. **News periods:** Five minutes, every hour on the hour, Monday through Saturday.

WAPI, BIRMINGHAM

Operator: Voice of Alabama, Inc., Protective Life Bldg. **Phone:** 3-8116. **Power:** 5,000 watts on 1140 kc. **Affiliation:** CBS. **Opened:** 1922. (Note: This station is owned by Alabama College, the Alabama Polytechnic Institute and the University of Alabama; "Voice of Alabama" is the operator, with a minority of the stock being held by the Columbia Broadcasting System, Inc.)

President, general manager: Thad Holt. **National sales representative:** H. H. Holts-houser. **Program directors:** Lionel Baxter and Clint Blakely. **Merchandising director:** Delmar Bradley. **Studio manager:** Nelle McFarland.

Rep: Radio Sales. **Seating facilities:** Cathedral Studio seats 200; city auditorium, capacity 5,000, may be obtained. **Merchandising:** Publicity on accounts and products; window displays, etc. **Foreign language programs:** Not accepted. **Artists bureau:** No regular setup; can furnish talent, however. **Base rate:** \$160.

Program policies: CBS program policies. **E. T. library:** Associated. **News:** UP.

*Joint Committee on Radio Research estimate for Jan. 1, 1938

ALABAMA STATIONS—Continued

News periods: 8 A.M., 12:45 P.M., 6 P.M., 10:30 P.M., all five minutes, all Monday through Saturday.

WBRC, BIRMINGHAM

Operator: Birmingham Broadcasting Co., Inc. Bankhead Hotel. **Phone:** 3-9293. **Power:** 5,000 and 1,000 watts on 930 kc. **Affiliation:** NBC Red Southcentral Group. **Opened:** May 18, 1925.

President: K. G. Marshall. **Vice-president:** J. C. Bell. **Secretary-treasurer:** Mrs. H. P. Hanna. **Assistant manager:** John Connolly.

Rep: Paul H. Raymer. **Seating facilities:** Studio, 50. **Merchandising:** Build up programs via Birmingham Post, Southern Radio News and various Alabama weeklies (trade-out proposition with the Post); plug programs on "Don't Miss It" broadcast, 10-10:15 A.M. daily. **Foreign language programs:** Will consider such programs. **Artists bureau:** None. **Stock:** Owned by Mrs. H. P. Hanna, K. G. Marshall, and J. C. Bell. **Base rate:** \$96 (½ hr.).

Copy restrictions: Accept light wines and beer on national rate; no hard liquors; accept patent medicines approved by Federal Trade Commission; words pertaining to certain bodily functions not allowed. **E. T. library:** None. **News:** INS. **News periods:** 8-8:15 A.M., and 9:45-9:50 A.M., Monday through Saturday; 1:15-1:30 P.M., Monday through Friday; 12:45-1 P.M., Saturday only; 6:30-6:45 P.M., Monday through Saturday; 9:30-9:45 P.M., Monday and Tuesday; 10:30-10:45 P.M., Wednesday only; 10:15-10:30 P.M., Thursday and Friday; 9-9:15 P.M., Saturday only.

WSGN, BIRMINGHAM

Operator: Birmingham News Company, Tutwiler Hotel. **Phone:** 4-3434. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** NBC Blue Southern Group; Alabama Network. **Opened:** 1926. (Note: This station is newspaper-operated by the Birmingham News and Age-Herald.)

Vice-president, general manager: Henry P. Johnston. **Program director:** Robert McRaney. **Chief engineer:** Paul B. Cram.

Rep: Kelly-Smith Co. **Seating facilities:** Studio, seats 150 persons; local theatre seats 1,200. **Merchandising:** Publicity news, listings, new program advertisements; window displays, store-to-store and house-to-house surveys, etc.; all carried out at actual cost. **Foreign language programs:** Will accept; translation must be furnished in advance for approval. **Artists bureau:** None, as such, but maintain clearing house

for talent through program department. **Base rate:** \$100.

Copy restrictions: Beer and wine accepted; only recognized patent medicines accepted. **E. T. library:** Lang-Worth; NBC Thesaurus. **News:** AP. **News periods:** Five minutes, twice mornings (time not given), 12 noon, and twice afternoons (time not given) Monday through Saturday; spots sold only before and after the news.

WMFO, DECATUR

Operator: James R. Doss, Jr., 418½ Second Ave. **Phone:** Decatur 802. **Power:** 100 watts on 1370 kc (daytime). **Affiliation:** Alabama Network. **Opened:** June 26, 1935. (Note: James R. Doss, Jr., also operates WJRD, Tuscaloosa.)

Owner: James R. Doss, Jr. **Station manager:** Ted R. Woodward. **Commercial manager:** Robert H. Allbright. **Chief engineer:** Fred L. James, Jr. **Program director:** Charles H. Clements.

Rep: Kelly-Smith Co. **Seating facilities:** "Limited audiences"—no capacity given. **Merchandising:** No information given. **Foreign language programs:** No information given. **Artists bureau:** Yes; lists about 10 groups, orchestras, etc. **Base rate:** \$40.

Copy restrictions: Beer and wine accepted; no hard liquors; no religious programs unless passed by local ministerial alliance. **E. T. library:** None listed. **News:** UP. **News periods:** 7:20-7:30 A.M., 9-9:15 A.M., noon-12:15 P.M. (sports news), 2-2:15 P.M., Monday through Saturday; 4:30-4:45 P.M., Sunday.

WAGF, DOTHAN

Operator: Dothan Broadcasting Co., 204½ E. Main St. **Phone:** 1430. **Power:** 250 watts on 1370 kc (to local sunset). **Affiliation:** None. **Opened:** Dec. 14, 1933.

Station manager: Julian C. Smith. **Commercial manager:** Fred C. Moseley. **Program director:** Samuel Hall. **Chief engineer:** John T. Hubbard. **Publicity director:** Bill Spencer.

Rep: Burn-Smith Co., Inc. **Seating facilities:** Limited. **Merchandising:** None. **Foreign language programs:** Not accepted; no foreign element in this territory. **Artists bureau:** None. **Base rate:** \$30.

Copy restrictions: Beer, wine and liquor accepted; no patent medicine advertising; all copy subject to station approval. **News:** Transradio.

WJBY, GADSDEN

Operator: Gadsden Broadcasting Co., Inc., 108 Broad St. **Phone:** 88. **Power:** 250

ALABAMA STATIONS—Continued

and 100 watts on 1210 kc. **Affiliation:** None. **Opened:** May, 1928.

President: B. H. Hopson. **Commercial manager:** J. W. Buttram. **Studio and production director:** Beatrice Tate Benton. **Chief engineer:** Vernon Storey. **Publicity director:** Sam Benton.

Rep: Sears & Ayer. **Seating facilities:** None. **Merchandising:** Sales staff calls on dealers, urging display of advertised goods; issue house organ "Radiograms" to wholesalers and retailers; new commercial programs accorded publicity in "Southern Radio News," weekly radio publication circulated in the South. **Foreign language programs:** Not accepted; such population very meager. **Artists bureau:** None. **Base rate:** \$60.

Copy restrictions: Accept beer and wine; all copy must meet requirements of Federal Trade Commission. **News:** Trans-radio.

WBHP, HUNTSVILLE

Operator: Wilson Harvey Pollard, Times Bldg. **Power:** 100 watts on 1200 kc. **Affiliation:** None. **Opened:** 1937.

General manager: Wilton Harvey Pollard. **Base rate:** \$28 (½ hr.).

No further information available after repeated requests.

WALA, MOBILE

Operator: Pape Broadcasting Co., Alabama-Tennessee & Northern R. R. Bldg. **Phone:** Dexter 5893. **Power:** 1,000 and 500 watts on 1380 kc. **Affiliation:** NBC Supplementary Red Southcentral and Blue Southern Groups. **Opened:** Feb. 7, 1930.

Owner and general manager: W. O. Pape. **Assistant manager:** J. H. Hunt, Jr. **Commercial and advertising manager:** H. K. Martin. **Program director:** Jack Bridges. **Chief engineer:** R. M. Cole. **Musical director:** Agnes Griffin Pirtle. **Publicity director:** J. H. Hunt, Jr.

Rep: John H. Perry Associates. **Seating facilities:** Capacity not listed. **Merchandising:** Obtain cooperation of clerks and displays in all stores where product is handled; other assistance rendered. **Foreign language programs:** Would not refuse; foreign population, however, very low. **Artists bureau:** None. **Base rate:** \$120.

Copy restrictions: Alcoholic beverages accepted; objectionable wording must be omitted in patent medicine advertising. **E. T. library:** NBC Thesaurus. **News:** INS.

WMOB, MOBILE

Operator: S. B. Quigley. **Power:** 100 watts on 1370 kc (daytime).

At press time this station had a construction permit only.

WCOV, MONTGOMERY

Operator: Capital Broadcasting Co., Inc., Exchange Hotel. **Power:** 100 watts on 1210 kc (daytime). **Affiliation:** None. **Opened:** 1939.

General Manager: G. W. Covington, Jr.

Rep: William R. Stewart. **Base rate:** \$45.

No further information available.

WSFA, MONTGOMERY

Operator: Montgomery Broadcasting Co., Inc., Jefferson Davis Hotel. **Phone:** Cedar 5880. **Power:** 1,000 and 500 watts on 1410 kc. **Affiliation:** CBS. **Opened:** March 31, 1930.

President, general manager, national advertising manager: Howard E. Pill. **Local advertising manager:** John B. De Motte. **Program director, musical director:** Caldwell Stewart. **Chief engineer:** Paul B. Duncan. **Publicity director:** M. E. Price.

Rep: Kelly-Smith Co. **Seating facilities:** Can use local auditorium, capacity 1,000. **Merchandising:** Offer "reasonable assistance"; pre-plug programs. **Foreign language programs:** Not accepted. **Artists bureau:** None, but can supply any type of local artist at cost. **Base rate:** \$40 (½ hr.).

Copy restrictions: Accept beer, wine and hard liquors; patent medicine copy subject to station approval; no further restrictions except adherence to laws of "good taste." **E. T. library:** NBC Thesaurus. **News:** INS. **News periods:** 7:30 A.M., 9:30 A.M., 12:30 P.M., 2:30 P.M., 6:15 P.M., Monday through Saturday, all of 10-minute duration; 9-9:10 P. M. every day.

WMSD, SHEFFIELD

Operator: Muscle Shoals Broadcasting Corp., Muscle Shoals, Ala. **Phone:** 181. **Power:** 100 watts on 1420 kc. **Affiliation:** None. **Opened:** November, 1933.

Station manager: Joe Van Sandt. **Program director:** James Connolly. **Chief engineer:** Virgil Sanderson.

Rep: Burn-Smith Co., Inc. **Seating facilities:** Can accommodate about 100 persons. **Merchandising:** No information given. **Foreign language programs:** No information given. **Artists bureau:** Setup nominal only. **Base rate:** \$35.

Copy restrictions: Beer, wine and whiskey advertising accepted; patent medicines accepted, providing they meet Government inspection.

WHBB, SELMA

Operator: Selma Broadcasting Co., Inc., 209 Washington St. **Phone:** 1233. **Power:**

ALABAMA STATIONS—Continued

100 watts on 1500 kc. **Affiliation:** None. **Opened:** Nov. 11 1935.

Station manager: W. J. Reynolds, Jr. **Program director:** Ward A. Coleman. **Chief engineer:** William Pigg.

Rep: None. **Seating facilities:** None. **Merchandising:** Yes; details of service not listed. **Foreign language programs:** Not accepted. **Artists bureau:** Yes; lists about 20 artists, bands, etc. **Base rate:** \$20 (½ hr.).

Copy restrictions: Accept beer, wines, alcoholic beverages of any type; reserve right to cancel any programs of objectionable character. **E. T. library:** None. **News:** Transradio. **News periods:** 7:30-7:35 A.M., 8-8:10 A.M., 10-10:10 A.M., 1-1:10 P.M., 6-6:08 P.M., 7:45-8 P.M., all daily.

WJRD, TUSCALOOSA

Operator: James R. Doss, Jr., First National Bank Bldg. **Phone:** 1401; 1022.

Power: 250 watts on 1200 kc (daytime only). **Affiliation:** None. **Opened:** Oct. 6, 1936. (Note: James R. Doss, Jr., also operates WMFO, Decatur.)

Director: James R. Doss, Jr. **Manager:** J. Leslie Doss. **Commercial manager:** J. "Ed" Reynolds. **Chief engineer:** Ellis H. Eudy. **Program and production director:** Wilhelmina Quarles.

Rep: Kelly-Smith Co. **Seating facilities:** About 100 persons. **Merchandising:** Partial service; carried on by local salesmen. **Foreign language programs:** Jewish only accepted. **Artists bureau:** Setup nominal. **Base rate:** \$25 (½ hr.).

Copy restrictions: No beer, wines and alcoholic beverages accepted; no patent medicines; copy must be submitted previous to broadcast, and station reserves right to cut objectionable matter. **E. T. library:** MacGregor. **News:** Transradio. **News periods:** 9 A.M. 1 P.M., 5 P.M., all 15 minutes, all daily.

ARIZONA

(79,500 radio homes, or 77% ownership among the State's total of 104,000 families. Urban ownership is 33,100, or 89% of urban families; rural ownership is 46,500, or 69% of rural families.)

Radio Homes by Counties

Apache	2,240	Greenlee	1,640	Pinal	3,510
Cochise	7,790	Maricopa	28,060	Santa Cruz.....	1,780
Coconino	2,350	Mohave	1,140	Yavapai	5,480
Gila	5,930	Navajo	3,360	Yuma	3,500
Graham	1,580	Pima	11,240		

KWJB, GLOBE

Operator: Sims Broadcasting Co., P. O. Box 905. **Phone:** 41. **Power:** 250 and 100 watts on 1210 kc. **Affiliation:** Arizona Broadcasting Co., Inc. **Opened:** July 19, 1938.

Owner, station manager: Bartley T. Sims. **Commercial manager:** Vester Sansing. **Program director:** Jack Stafford. **Chief engineer:** William Carberry.

Rep: Paul H. Raymer Co. **Seating facilities:** Can accommodate about 150 persons. **Merchandising:** Limited service rendered gratis. **Foreign language programs:** Spanish accepted (station claims large Spanish-speaking population in its area). **Artists bureau:** None. **Base rate:** \$25.

Copy restrictions: Beer and wine copy accepted; no hard liquors. **E. T. library:**

None. **News:** Transradio. **News periods:** 12:30 P.M., 5 P.M., 8 P.M., all 15 minutes, all Monday through Saturday.

KCJR, JEROME

Operator: Charles C. Robinson (owner), Clinkscale Building. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** None. **Opened:** 1930.

Rep: None. **Foreign language programs:** Apparently accepted according to rate-card information. **Base rate:** \$20.

No other information available.

KSUN, LOWELL

Operator: Copper Electric Co., Inc. **Power:** 250 and 100 watts on 1200 kc. **Opened:** 1933.

Base rate: \$40.

No other information available.

ARIZONA STATIONS—Continued

KOY, PHOENIX

Operator: Salt River Valley Broadcasting Co., 836 North Central Ave. **Phone:** 4-4144. **Power:** 1,000 watts on 1390 kc. **Affiliation:** CBS; Arizona Network. **Opened:** 1922. (Note: This station is affiliated with the Prairie Farmer, which controls and operates WLS, Chicago.)

President: Wm. A. Baldwin. **Vice-president, general manager:** Fred A. Palmer. **Program director, artists bureau head, musical director:** John R. Williams. **Chief engineer:** E. E. Alden. **Publicity director:** Jack Copeland.

Rep: John Blair & Co. **Seating facilities:** Audience room, 40. **Merchandising:** Furnish market statistics; testimonial letters; mail reports. **Foreign language programs:** Accepted; copy must be submitted 24 hours in advance and comply with station policies. **Artists bureau:** Setup nominal only. **Base rate:** \$90.

Copy restrictions: Not listed. **E. T. library:** Lang-Worth; Langlois & Wentworth; World. **News:** Transradio. **News periods:** 8-8:10 A. M., 10:15-10:30 A. M., 12:30-12:40 P. M., 4-4:10 P. M., 6:30-6:45 P. M., 10:45-11 P. M., Monday through Saturday; 4-4:15 P. M., Sunday only; 9-9:15 P. M., Sunday through Friday.

KTAR, PHOENIX

Operator: KTAR Broadcasting Company, Heard Bldg. **Phone:** 4-4161. **Power:** 1,000 watts on 620 kc. **Affiliation:** NBC Supplementary to Pacific Coast Red or Blue; Arizona Broadcasting Co. **Opened:** June 21, 1922. (Note: This station is newspaper-affiliated with the Arizona Republic (morning), Phoenix Gazette (evening), and the Arizona Weekly Gazette.)

General manager: Dick Lewis. **Commercial manager:** J. Richard Heath. **Program director:** J. Howard Pyle. **Chief engineer:** Arthur C. Anderson. **Artists bureau head:** Fay Meyerson. **Publicity director:** Hal Roach.

Rep: Paul H. Raymer Company. **Seating facilities:** Two studios seating 90 persons; outside auditorium seating 2,500. **Merchandising:** Announcements several days prior to start of program; mention of clients and programs on the air in daily program resume several times before program is presented; paid newspaper listings, covering sponsor's name and program title in black face type, in Arizona Republic (morning) and Phoenix Gazette (evening) newspapers; weekly advance listing of all programs in Arizona Weekly Gazette; personal contact, telephone call or letter informing distributors and larger dealers of advertising campaign, suggesting their cooperation in window displays, etc.; mail-

ings of advance program schedules to select group of advertising agencies, representatives, clients, local distributors, dealers and business organizations; issue direct mail material to listeners and others where it will prove effective in the interests of client; mailing material to be furnished by client; station is prepared to take care of any other merchandising service advertiser desires on a cost basis. **Foreign language programs:** Spanish accepted. **Artists bureau:** Yes. **Base rate:** \$140.

Copy restrictions: Accept beer; no wine or hard liquor; no misleading or fraudulent advertising; no "cure-alls," fortune tellers, lotteries, etc.; no mail order advertising competitive to local merchants; all copy is subject to station approval and government regulations. **E. T. library:** NBC Thesaurus; Standard; MacGregor. **News:** UP. **News periods:** 7:30 A.M., 10 A.M., noon, 5:15 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 9-9:15 P. M., Sunday through Friday.

KYCA, PRESCOTT

Operator: Southwest Broadcasting Co. **Power:** 250 and 100 watts on 1500 kc.

At press time this station had a construction permit only. Additionally, issues were being determined by the Court of Appeals, District of Columbia.

KGLU, SAFFORD

Operator: Gila Broadcasting Co., Inc., 6th Ave. & Relation St. **Phone:** Safford 15. **Power:** 250 and 100 watts on 1420 kc. **Affiliation:** None. **Opened:** July 15, 1938.

Station and commercial manager: John Merino. **Program director:** Beatrice Merino. **Chief engineer:** Paul Merrill. **Publicity director:** Ralph Langley.

Rep: Cox and Tanz. **Seating facilities:** Observation-reception room has full view of studios, and can accommodate small audiences; direct line maintained to Safford Theatre which is available to sponsors for a fee depending on time of broadcast. **Merchandising:** Supervisory service only rendered. **Foreign language programs:** Spanish accepted, provided sponsor furnishes announcer. **Artists bureau:** None. **Base rate:** \$25.

Copy restrictions: Alcoholic beverage and patent medicine advertising accepted, but not encouraged; all copy must represent legitimate merchandise. **E. T. library:** MacGregor; Standard. **News:** Transradio; Christian Science Monitor. **News periods:** 8:15-8:30 A.M., 12:30-12:45 P.M., 5 P.M. (sports), 6-6:15 P.M., 7:55-8:05 P.M., all Monday through Saturday; noon-12:15 P.M., 6-6:15 P.M., both Sunday; 11 A.M. (women's news), Tuesday, Thursday,

ARIZONA STATIONS—Continued

Saturday; 2 P.M. (Monitor news), Monday through Friday.

KTUC, TUCSON

Operator: Tucson Motor Service Co., 142 S. 6th Avenue. **Phone:** 5800. **Power:** 256 and 100 watts on 1370 kc. **Affiliation:** CBS; Arizona Network with KOY, Phoenix, KSUN, Lowell. **Opened:** March 29, 1929.

President: F. Z. Howe. **Station manager:** D. B. Roush. **Chief engineer:** Clifford Livingston. **Studio manager:** Dick Johnson.

Rep: Joseph Hershey McGillvra. **Seating facilities:** 35 persons. **Merchandising:** Yes; details of service not listed. **Foreign language programs:** Accept Spanish programs. **Artists bureau:** None. **Base rate:** \$40.

Copy restrictions: Accept beer, wine and patent medicines, provided products are legitimate. **E. T. library:** Langworth; MacGregor; World (through Arizona Network). **News:** Transradio. **News periods:** 8-8:10 A.M., 10:15-10:30 A.M., 12:30-12:45 P.M., 4-4:10 P.M., 8-8:15 P.M., 10-10:15 P.M., all daily.

KVOA, TUCSON

Operator: Arizona Broadcasting Co., Inc., Box 2888. **Phone:** 3703-3704. **Power:** 1,000 watts on 1260 kc. **Affiliation:** NBC Red and Blue; Arizona Broadcasting Co. **Opened:** May, 1929. (Note: This station is under the same ownership as KTAR, Phoenix.)

Station manager: R. B. Williams. **Chief**

engineer: Leonard L. Nalley. **Program director:** Andrew White.

Rep: Paul H. Raymer Co. **Seating facilities:** None. **Merchandising:** Complete service offered; no charge unless special services are wanted. **Foreign language programs:** No restrictions on acceptance. **Artists bureau:** None. **Base rate:** \$80.

Copy restrictions: Advertising of alcoholic beverages not accepted, with the exception of beer. **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** 7:30 A.M., noon, 5:15 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 9-9:15 P.M., Monday through Friday; 6-6:15 P.M., Sunday only.

KUMA, YUMA

Operator: Silver Crest Theatres, Lee Hotel Bldg. **Phone:** Yuma 88. **Power:** 100 watts on 1420 kc (operates specified hours). **Affiliation:** Arizona Broadcasting Co., Inc. **Opened:** 1932.

Lessee: A. H. Schermann. **General manager and program director:** E. N. Sturdivant. **Engineer:** Willard J. Starkey.

Rep: Walter Biddick Co. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** Spanish programs and announcements encouraged. **Artists bureau:** None. **Base rate:** \$25.

Copy restrictions: Beer and wine accepted; no other alcoholic beverages. **E. T. library:** MacGregor. **News:** Local; Christian Science Monitor. **News periods:** 7:15-7:30 A.M., noon-12:15 P.M., 6:15-6:30 P.M., all Monday through Saturday.

ARKANSAS

(254,800 radio homes, or 51% ownership among the State's total of 501,000 families. Urban ownership is 88,100, or 78% of urban families; rural ownership 166,700, or 43% of rural families.)

Radio Homes by Counties

Arkansas	3,180	Craighead	5,780	Howard	2,050
Ashley	3,060	Crawford	3,050	Independence	3,030
Baxter	1,110	Crittenden	5,080	Izard	1,390
Benton	5,000	Cross	3,270	Jackson	3,320
Boone	2,110	Dallas	1,850	Jefferson	10,280
Bradley	2,240	Desha	3,160	Johnson	2,430
Calhoun	1,010	Drew	2,520	Lafayette	2,220
Carroll	1,990	Faulkner	3,450	Lawrence	2,470
Chicot	3,260	Franklin	1,780	Lee	3,610
Clark	3,110	Fulton	1,150	Lincoln	2,420
Clay	3,150	Garland	6,930	Little River	1,860
Cleburne	1,280	Grant	1,050	Logan	2,860
Cleveland	1,310	Greene	3,310	Lonoke	3,790
Columbia	3,220	Hempstead	3,940	Madison	1,410
Conway	2,580	Hot Spring	2,480	Marion	950

ARKANSAS STATIONS—Continued

Miller	4,740	Poinsett	3,600	Sebastian	10,250
Mississippi	9,050	Polk	2,020	Sevier	2,100
Monroe	2,790	Pope	3,440	Sharp	1,200
Montgomery	1,210	Prairie	1,790	Stone	800
Nevada	2,430	Pulaski	28,430	Union	8,910
Newton	1,020	Randolph	1,850	Van Buren	1,220
Ouachita	4,240	St. Francis	4,310	Washington	5,820
Perry	820	Saline	2,110	White	4,600
Phillips	6,740	Scott	1,340	Woodruff	2,550
Pike	1,420	Searcy	1,160	Yell	2,340

KLCN, BLYTHEVILLE

Operator: Charles Leo Lintzenich. **Power:** 100 watts on 1290 kc (daytime).

No other information available after repeated requests.

KELD, EL DORADO

Operator: Radio Enterprises, Inc., Box 610. **Phones:** Studio, 1313; office, 1314. **Power:** 100 watts on 1370 kc. **Affiliation:** None. **Opened:** Oct. 5, 1935. (Note: This station is affiliated with the Arkansas Farmer (as is KARK, Little Rock) and Pulaski Weekly Herald, Little Rock.)

President: R. E. Meinert. **Vice-president, general manager:** G. E. Zimmerman. **Station manager:** F. E. Bolls. **Commercial manager:** T. P. Thompson. **Program director:** Rodney Smith. **Chief engineer:** Charles Mathis. **Artists bureau head, musical director:** Rodney Smith. **Publicity director, assistant manager:** Leon Sipes.

Rep: Joseph Hershey McGillvra. **Seating facilities:** Reception room, 50 persons. **Merchandising:** Various services rendered by staff; regular issues of KELD house organ contain merchandising data relative to firms' products advertised over KELD; house organ is distributed widely. **Foreign language programs:** Not accepted. **Artists bureau:** Setup is nominal; does not function as booking organization. **Base rate:** \$37.50.

Copy restrictions: No hard liquors; accept patent medicines "of proper worth and good standing"; copy must comply with rules of "decency, proper form and truth." **E. T. library:** World. **News:** Transradio. **News periods:** 10-10:05 A.M., 12:15-12:30 P.M., 5:30-5:45 P.M., Monday through Saturday.

KFPW, FORT SMITH

Operator: Southwestern Hotel Co., 1213 Garrison Ave. **Phones:** 4106 (station); 7069 (advertising department). **Power:** 100 watts on 1210 kc. **Affiliation:** None. **Opened:** July 27, 1930.

President: John A. England. **Station**

manager, program and musical director: Dorothy Gibson. **General and commercial manager, publicity director:** Jimmie Barry. **Chief engineer:** Duane Hoisington.

Rep: None. **Seating facilities:** Hotel ballroom, 300 persons; main dining room, 250; station reception room, 30. **Merchandising:** Complete service available; make contacts with wholesale distributors free; contacts with retail trade made at actual cost. **Foreign language programs:** No policy; no foreign population. **Artists bureau:** None. **Stock:** Closed corporation, stockholders in which are John A. England, R. J. Ross, J. E. Reynolds, W. J. Echols, Jr., and the estate of W. R. Martin. **Base rate:** \$25 (½ hr.).

Copy restrictions: Beer accepted, but no wines or hard liquors; recognized patent medicines accepted, but no others. **E. T. library:** None. **News:** UP. **News periods:** 8 A.M., noon, 6 P.M., 8 P.M., all 15 minutes, all Monday through Saturday.

KTHS, HOT SPRINGS

Operator: Hot Springs Chamber of Commerce, Chamber of Commerce Bldg. **Phone:** 1160. **Power:** 10,000 watts on 1060 kc. (operates to sunset, and from 8 P.M. to midnight). **Affiliation:** NBC Red or Blue Southwestern group. **Opened:** Dec. 20, 1924.

Manager: John I. Prosser. **Commercial manager:** E. C. Appler. **Chief engineer:** J. C. Norman.

Rep: John Blair & Co. **Seating facilities:** Chamber of Commerce studios, 50 persons; city auditorium, 1,200; Gross Chapel, 200. **Merchandising:** Program listings in local dailies and dailies in other Arkansas cities; complete radio page in local Sunday edition and rural weekly; point-of-sale display service; displays in studios; personal or mail contact with dealers regarding new programs or campaigns; check sales; pre-announcements of new programs gratis. **Foreign language programs:** None. **Artists bureau:** Yes; all types of talent available. **Base rate:** \$120.

Copy restrictions: Commercial copy must be kept at, or below, 10% of program time; beer and wine copy accepted, but no hard

ARKANSAS STATIONS--Continued

liquor; patent medicines must pass local Medical Committee; very few proprietary medicines accepted. **E. T. library:** Standard. **News:** AP. **News periods:** 12:45-1 P.M., 10:30-10:45 P.M., daily.

KBTM, JONESBORO

Operator: Regional Broadcasting Co., 104½ W. Washington Ave. **Phone:** 433. **Power:** 100 watts on 1200 kc (daytime). **Affiliation:** None. **Opened:** March, 1930.

Manager, commercial manager: Jay P. Beard. **Program director:** Martha Jean Booker. **Chief engineer:** J. C. Warren. **Merchandising director:** Phil Williams. **Continuity and publicity director:** Clarence Adams.

Rep: None. **Seating facilities:** 50 persons. **Merchandising:** Offered to accounts spending \$100 or more per month; 1,000 trade bulletins mailed gratis; personal contacts with trade within 25 mile radius will be made free for accounts amounting to \$1,000 or more. **Foreign language programs:** Not accepted. **Artists bureau:** Yes: list orchestras, ensembles actors, announcers, etc. **Base rate:** \$25.

Copy restrictions: Announcements must be limited to 100 words; beer accepted; no other alcoholic beverages. **E. T. library:** Standard. **News:** Transradio; also local. **News periods:** 7:55-8 A.M., 8:55-9 A.M., 9:30-9:40 A.M. (local), 9:55-10 A.M., 10:55-11 A.M., 12:15-12:30 P.M., 1:55-2 P.M., 2:55-3 P.M., 3:45-3:55 P.M., (N. E. Arkansas), 3:55-4 P.M., 4:40-4:45 P. M., all weekdays; 12:15-12:30 P.M., Sunday only.

KARK, LITTLE ROCK

Operator: Arkansas Radio and Equipment Co., 212 Center Street. **Phones:** LD-224; 2-1841. **Power:** 1,000 watts on 890 kc. **Affiliation:** NBC Southwestern Red Group. **Opened:** 1931.

Vice-President, general manager: G. E. Zimmerman. **Station manager:** Larry Meinert. **Commercial manager:** C. K. Beaver. **Program and publicity director:** Jack Lewis. **Chief engineer:** D. L. Winn.

Rep: Edward Petry & Co., Inc. **Seating facilities:** Can accommodate 200 persons. **Merchandising:** Full cooperation with advertisers when "cost is within reason." **Foreign language programs:** Will accept; governed by same rules as other advertising. **Artists bureau:** None. **Base rate:** \$120.

Copy restrictions: Beer and wine accepted, but not on Sundays; no restrictions on copy other than those of "good judgment." **E. T. library:** World. **News:** INS. **News periods:** 7:30-7:35 A.M., 1-1:10 P.M., 5:55-6 P.M., 10-10:05 P.M., daily; sports daily 5:45-6 P.M.

KGHI, LITTLE ROCK

Operator: Arkansas Broadcasting Co., Gazette Bldg. **Phone:** 9166. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** None. **Opened:** 1927. (Note: This station is affiliated with—but not primarily owned by—the Arkansas Gazette).

President, owner: A. L. Chilton. **Station and commercial manager:** R. G. Terrill. **Program and musical director, artists bureau head:** Ed King. **Chief engineer:** Bill Van Dusen. **Publicity director:** Bob Buice.

Rep: None. **Seating facilities:** Can accommodate about 300 persons. **Merchandising:** No information furnished. **Foreign language programs:** None. **Artists bureau:** Setup nominal only. **Base rate:** \$40.

Copy restrictions: Accept beer, wine and some patent medicine advertising; no hard liquor. **E. T. library:** Standard. **News:** None.

KLRA, LITTLE ROCK

Operator: Arkansas Broadcasting Co., Gazette Bldg. **Power:** 5,000 and 1,000 watts on 1390 kc. **Affiliation:** CBS. **Opened:** 1927. (Note: This station is affiliated with the Little Rock Arkansas Gazette as is KGHI, Little Rock.)

General manager: S. C. Vinsonhaler. **Commercial manager:** Ray Long. **Chief engineer:** K. F. Tracy.

Rep: The Katz Agency. **Merchandising:** Certain amount is offered to sponsor; details not defined. **Base rate:** \$100.

Copy restrictions: Beer and light wine advertising accepted. **E. T. library:** NBC Theasurus. **News:** UP. **News periods:** 8 A.M., noon, 6 P.M., 10 P.M., all five minutes, all Monday through Saturday (Esso).

KOTN, PINE BLUFF

Operator: Universal Broadcasting Corp., 505½ Main St. **Phone:** 464. **Power:** 100 watts on 1500 kc. **Affiliation:** None. **Opened:** March 12, 1934.

Station and commercial manager: B. J. Parrish. **Chief engineer:** J. R. Whitworth.

Rep: None. **Seating facilities:** Can accommodate 50 persons. **Merchandising:** "Reasonable amount" of service rendered free. **Foreign language programs:** Not accepted. **Artists bureau:** None listed. **Base rate:** \$37.50.

Copy restrictions: Beer and wine advertising accepted; no hard liquors; all advertising must be in "good taste"; acceptance of patent medicine copy is subject to approval of the station manager. **E. T. library:** MacGregor. **News:** Transradio.

KUOA, SILOAM SPRINGS

Operator: KUOA, Inc., Siloam Springs. **Phone:** 170-77. **Power:** 5,000 watts on 1260



100% of the total Pacific Coast metropolitan ("Big City") population is in the *Daytime Primary Area* of the Columbia Pacific Network.



89.4% of the total Pacific Coast small city population (outside metropolitan areas) is in the *Daytime Primary Area* of The Columbia-Pacific Network.



83.7% of the total Pacific Coast rural population (farms and towns of less than 2500) is in the *Daytime Primary Area* of The Columbia Pacific Network.

92% of all Pacific Coast population is in the *Daytime Primary Area* of this network! (And 98.7% at Night!)

**TO SELL
THESE 3**

BUY THIS ONE

"Going radio" this one way permits you to blanket the front-and-back-country thoroughly. When you "go Columbia" you know your coast program is bracketed with the nation's prime audience-builders...at one low cost.



COLUMBIA *Pacific* **NETWORK**

A DIVISION OF THE COLUMBIA BROADCASTING SYSTEM - REPRESENTED BY RADIO SALES

ARKANSAS STATIONS—Continued

kc (daytime). **Affiliation:** None. **Opened:** 1922. (Note: This station is owned by John Brown University).

Manager: Storm Whaley. **Chief engineer:** J. L. Miller.

Rep: To be appointed soon. **Seating facilities:** None. **Merchandising:** Limited services rendered at actual cost. **Foreign language programs:** Not accepted.

Artists bureau: None. **Base rate:** \$62.50.

Copy restrictions: No alcoholic beverages accepted; all copy subject to station approval and government regulations. **E. T. library:** World; Standard; Lang-Worth; NAB. **News:** UP. **News periods:** 7-7:15 A.M., 10-10:15 A.M., 12:15-12:30 P.M., 6-6:15 P.M., daily except Sunday.

CALIFORNIA

(1,719,800 radio homes, or 95% ownership among the State's total of 1,818,000 families. Urban ownership is 1,287,100, or 94% of urban families; rural ownership is 432,700 or 96% of rural families.)

Radio Homes by Counties

Alameda	145,680	Madera	4,590	San Joaquin.....	27,690
Alpine	70	Marin	11,350	San Luis Obispo...	9,010
Amador	2,170	Mariposa	1,270	San Mateo.....	22,250
Butte	10,800	Mendocino	6,780	Santa Barbara.....	18,630
Calaveras	1,970	Merced	9,820	Santa Clara.....	42,960
Colusa	2,910	Modoc	2,320	Santa Cruz.....	12,410
Contra Costa.....	22,250	Mono	390	Shasta	4,410
Del Norte.....	1,540	Monterey	14,510	Sierra	820
Eldorado	2,910	Napa	6,160	Siskiyou	7,720
Fresno	40,820	Nevada	3,440	Solano	11,800
Glenn	3,370	Orange	36,130	Sonoma	19,660
Humboldt	12,790	Placer	7,250	Stanislaus	16,570
Imperial	15,960	Plumas	2,310	Sutter	4,110
Inyo	2,260	Riverside	24,310	Tehama	4,340
Kern	24,030	Sacramento	38,400	Trinity	980
Kings	7,000	San Benito	3,170	Tulare	21,800
Lake	2,520	San Bernardino...	39,600	Tuolumne	2,890
Lassen	3,340	San Diego.....	67,530	Ventura	15,820
Los Angeles.....	694,810	San Francisco.....	189,470	Yolo	6,550
				Yuba	3,380

KERN, BAKERSFIELD

Operator: McClatchy Broadcasting Co., Elks Club. **Phone:** 5-700. **Power:** 100 watts on 1370 kc. **Affiliation:** NBC California Valley Group; California Radio System. **Opened:** Jan. 29, 1932. (Note: This station is not directly newspaper-operated, but is owned by the McClatchy newspapers.)

Station head: Howard Lane (business manager, McClatchy Broadcasting Co.). **Station manager, program director:** Robert L. Stoddard. **Commercial manager, publicity director:** Jack Crawford. **Chief engineer:** Verne Shatto.

Rep: Paul H. Raymer Co. **Seating facilities:** Auditorium seats 400. **Merchandising:** Service includes newspaper publicity, air publicity, distribution of circulars, dealer calls, displays, etc. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$42.

Copy restrictions: Wine and beer accepted; no other alcoholic beverages; no lotteries, etc.; no medicinal advertising. **E. T. library:** Standard. **News:** INS. **News periods:** 7-7:15 A.M., 12:15-12:30 P.M., Monday through Saturday; 5:45-6 P.M., Wednesday only; 6-6:15 P.M., Monday, Tuesday, Thursday, Friday, Saturday.

KPMC, BAKERSFIELD

Operator: Pioneer Mercantile Co., 20th and Eye Sts. **Phone:** 4500. **Power:** 1,000 watts on 1550 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** Feb. 13, 1935.

President: Frank Schamblin. **Station and commercial manager:** Leo A. Schamblin. **Program director:** Curtis Sturm. **Chief engineer:** Leo Jarvis. **Publicity director:** Harold Carlock.

Full Showing of *Foster & Kleiser*
Billboards Now Proclaim to
Greater Los Angeles that...

In Southern California It's
WARNER BROS.
KFWB
950
ON YOUR DIAL
FOR THE *Best* IN RADIO ENTERTAINMENT!

PRODUCERS OF COAST-TO-COAST SHOWS TO THE NETWORKS

THIS YEAR IT'S ~
"THE GROUCH CLUB"!

*Heard on NBC Coast-to-Coast RED Network,
Sundays, and on KFWB, 2:30 P. M., P. S. T.*

WARNER BROS. BROADCASTING CORP.
Owners and Operators of KFWB
HOLLYWOOD, CALIFORNIA

CALIFORNIA STATIONS—Continued

Rep: None. **Seating facilities:** 75 persons. **Merchandising:** Commercial department renders service; supply data on market conditions and distribution. **Foreign language programs:** None on station currently. **Artists bureau:** Maintained nominally only. **Base rate:** \$50.

Copy restrictions: Wine and beer accepted; no other alcoholic beverages; copy must be "ethical in every respect." **E. T. library:** World. **News:** UP. **News periods:** 7 A.M., 9 A.M. (women's news), noon, 5:45 P.M., 10 P.M., all 15 minutes.

KRE, BERKELEY

Operator: Central California Broadcasters, Inc., 601 Ashby Ave. **Phone:** Ashberry 7715. **Power:** 250 and 100 watts on 1370 kc. **Affiliation:** None. **Opened:** 1922.

Director, station manager: Arthur Westlund. **Program director:** M. Donald Hamby. **Musical director:** Harold S. Hawley. **Sales manager:** Fred Macpherson.

Rep: None. **Seating facilities:** None. **Merchandising:** Dealer contacts, window displays, newspaper tie-ins, photographs gratis; special services bear a charge. **Foreign language programs:** Semi-restricted; occasional Italian and Portuguese programs; foreign language business not solicited generally. **Artists bureau:** None. **Base rate:** \$62.75.

Copy restrictions: Average single commercial restricted by management to about 1 minute; beer and wines accepted; no hard liquor; patent medicines and health services accepted only at discretion of the management. **E. T. library:** Standard. **News:** INS. **News periods:** 9-9:15 A.M., 5:30-5:45 P.M., daily.

KMPC, BEVERLY HILLS

Operator, KMPC, The Station of the Stars, Inc., 9631 Wilshire Blvd. **Phone:** Oxford 6211. **Power:** 500 watts on 710 kc (6 A.M. to sunset and 8:30 P.M. to 1 A.M.) **Affiliation:** None. **Opened:** December, 1928.

President: G. A. Richards.* **Vice-president, general manager:** Leo B. Tyson. **Program director:** Ted Gates. **Chief engineer:** Roger Love. **Publicity director:** Lois Cowan.

Rep: Gene Furgason & Co. **Seating facilities:** Studio, 150 persons. **Merchandising:** Mail 100 letters free of charge; other services as desired by sponsor, rendered at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$90.

Copy restrictions: Commercial announce-

* Also president of WJR, Detroit, and WGAR, Cleveland.

ments limited to 100 words; time signals limited to 75 words; not over 15% of any program period may be occupied by advertising; accept beer and wines; no hard liquors. **E. T. library:** MacGregor. **News:** UP. **News periods:** 9 A.M., 12:30 P.M., 2:30 P.M., 5:45 P.M., 9:45 P.M., all 15 minutes, all Monday through Saturday.

KHSL, CHICO

Operator: Golden Empire Broadcasting Co., Golden Empire Bldg. **Phone:** Chico 237. **Power:** 250 watts on 1260 kc. **Affiliation:** None. **Opened:** April 17, 1935. (Note: Same operator also controls KVCV, Redding.)

President, general manager, commercial manager, program director, publicity: Harold Smithson. **Chief engineer:** Robert Songstad.

Rep: None. **Seating facilities:** Studio accommodates about 100 persons. **Merchandising:** Contact dealers; arrange displays; distribute samples, etc. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$55.

Copy restrictions: No beer, wine or other alcoholic beverage copy accepted; no patent medicines; no announcements on Sundays; all copy subject to station approval. **News:** INS.

KXO, EL CENTRO

Operator: E. R. Irely and F. M. Bowles, 793 Main St. **Phone:** 1100. **Power:** 100 watts on 1500 kc. **Affiliation:** Mutual; Don Lee. **Opened:** January, 1927.

Owner, station manager: F. M. Bowles. **Rep:** For any business outside network broadcasts, consult KXO or any recognized agency. **Seating facilities:** Limited accommodations in studios; El Centro high school auditorium available. **Merchandising:** Render personal calls on sponsor's local representatives or outlets. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$25.

Copy restrictions: Do not accept beer, wine or liquor advertising; no contract allowed calling for payment of station time on a percentage of sales.

KIEM, EUREKA

Operator: Redwood Broadcasting Co., Inc., Vance Hotel. **Phone:** 93. **Power:** 1,000 and 500 watts on 1450 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** May, 1933.

General manager, chief engineer: Wm. B. Smullin. **Engineers:** Charles Baker, Alvor Olson. **Program director:** Dean Metcalf. **Local advertising manager:** Hugh



You folks certainly have got a swell climate, that's why I always spend my vacations out here . . . and I owe it all to DON LEE. Why? Because 9 out of every 10 radio homes on the Pacific Coast are within 25 miles of a DON LEE station, which means my advertising message is released *locally* on the entire Pacific Coast and becomes a friendly suggestion from a neighbor. That type of advertising brings immediate action. Furthermore, with their 30 primary stations in the 30 primary markets on the Pacific Coast, DON LEE reaches lots of communities which are practically isolated from any other radio broadcasting due to the uncertainty of long range reception. In the summer for instance, we found long range reception becomes virtually impossible as in the case of Eureka, a \$17,000,000 market. Surveys taken there showed 100% exclusive audience for DON LEE during the summer. DON LEE is the only network that can guarantee complete Pacific Coast coverage . . . All this means more sales, and more money, so that I can spend nice long vacations out here lying on my back in the sun enjoying your wonderful climate and your marvelous scenery . . . Yessir, I owe it all to DON LEE.



DON LEE

MUTUAL **BROADCASTING SYSTEM**

THE NATION'S GREATEST REGIONAL NETWORK

1510 West Beverly Street, Los Angeles, California
 Thomas S. Lee, Pres.; Leslie Allen, Vice Pres. and Gen. Mgr.
 Affiliated with "Mutual" . . . Represented by Blair

CALIFORNIA STATIONS—Continued

Gilmore. **Educational director:** Earl Roberts. **Religious director:** Charles Hudson.

Rep: John Blair. **Seating facilities:** Can accommodate 100 persons. **Merchandising:** Complete service offered sponsors buying sustained campaigns. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Stock:** Principally held by William B. Smullin. **Base rate:** \$37.50.

Copy restrictions: Accept beer and wine; no hard liquor or patent medicines; no announcements longer than 100 words; all copy subject to station approval. **E. T. library:** World. News: UP; Christian Science Monitor. **News periods:** 7:45-8 A.M., Monday through Saturday; 9-9:05 A.M., Monday, Tuesday, Thursday, Saturday; 12:30-12:45 P.M., every day; 5-5:15 P.M. (Monitor News), Monday through Friday; 9:55-10 P.M., every day.

KARM, FRESNO

Operator: George Harm, 1333 Van Ness Ave. **Phone:** 24151. **Power:** 100 watts on 1310 kc. **Affiliation:** CBS. **Opened:** Jan. 15, 1938.

Owner: George Harm. **Station and commercial manager:** Lou Keplinger. **Program director:** Dick Wegener. **Chief engineer:** John Scales. **Publicity director:** Milton Cook.

Rep: Joseph Hershey McGillvra; Walter Biddick Co. (Pacific Coast). **Seating facilities:** Large studio seats 175 persons; smaller studio accommodates 25. **Merchandising:** Render complete gratis service to sponsors desiring merchandising. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$65.

Copy restrictions: No rules beyond that "all advertising must be strictly in good taste." **E. T. library:** Associated. **News:** INS. **News periods:** 7:15 A.M., 12:15 P.M., 5:15 P.M., all 15 minutes, all Monday through Saturday; 6:30-8:45 P.M., every day.

KMJ, FRESNO

Operator: McClatchy Broadcasting Co., Fresno Bee Bldg. **Phone:** 2-8817. **Power:** 1,000 watts on 580 kc. **Affiliation:** NBC Pacific Coast Red; California Radio System. **Opened:** 1922. (Note: This station is owned and operated by the McClatchy newspapers, the Fresno Bee representing the McClatchy newspaper property in Fresno.)

Station and commercial manager: Keith B. Collins. **Program and musical director:** Coyle Chambers. **Chief engineer:** Irvin E. Dickinson. **Publicity director:** Frank Wilbur.

Rep: Paul H. Raymer Co. **Seating facilities:** Auditorium seats 300. **Merchan-**

ding: Distribution of window displays, surveys and cooperation in newspaper publicity rendered. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$126.

Copy restrictions: Beer and wine accounts accepted; no patent medicines or hard liquor; 50-word announcements accepted on station breaks; 100-word announcements accepted on transcribed periods. **E. T. library:** NBC Thesaurus. **News:** UP.

KIEV, GLENDALE

Operator: Cannon System, Ltd., 701 E. Broadway. **Phones:** Chapman 5-2388; Citrus 1-1133. **Power:** 250 watts on 850 kc (daytime). **Affiliation:** None. **Opened:** 1933.

General and station manager: L. W. Peters. **Program director:** Wally MacLain. **Chief engineer:** George Neff. **Musical director:** Robert Greene. **Publicity director:** "Pat" Patrick.

Rep: None. **Seating facilities:** Limited facilities; station says its programs are mostly transcriptions. **Merchandising:**

None. **Foreign language programs:** Accepted, providing there be no talks, speeches or lectures, and that 90% of the programs be music. **Artists bureau:** None. **Base rate:** \$25.

Copy restrictions: "We conform with state and federal laws and leave the rest to good judgment." **E. T. library:** None; station has, however, about 8,500 recordings. **News:** None.

KFOX, LONG BEACH

Operator: Nichols & Warinner, Inc., 220 E. Anaheim St. **Phone:** 672-81. **Power:** 5,000 and 1,000 watts on 1250 kc. **Affiliation:** California Radio System. **Opened:** 1924.

Owner, president, program director: Hal G. Nichols. **Commercial manager, chief engineer:** Lawrence W. McDowell.

Rep: Walter Biddick Co. **Seating facilities:** None. **Merchandising:** Retains National Research Bureau, Inc. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Stock:** Held by Hal G. Nichols. **Base rate:** \$87.

Copy restrictions: Beer and light wines only accepted, providing programs do not come between 5 and 8:30 P.M.; commercial copy must not exceed 25% of program time; if copy is in excess, time-and-a-half rates are charged. **E. T. library:** Standard. **News:** UP. **News periods:** 7:30-7:40 A.M., 9:45-10 A.M., 11:30-11:40 A.M., 3:45-4 P.M., 9:30-9:45 P.M., all daily except Sunday; 6-6:10 P.M. daily including Sunday; 11:30-11:45 P.M., Monday through Friday; 7:45-8 P.M., Sunday only.

CALIFORNIA STATIONS—Continued

KGER, LONG BEACH

Operator: Consolidated Broadcasting Corp., Ltd., 435 Pine Ave. **Phone:** 660-41. **Power:** 1,000 watts on 1360 kc. **Affiliation:** None. **Opened:** December, 1925.

President, station manager: C. Merwin Dobyens. **Commercial manager:** John A. Dobyens. **Business manager:** Tom Hunter. **Sales manager:** Don Alderman. **Program director:** Helene Smith. **Technical director:** Jay Tapp. **Public relations manager:** Lee Wynne.

Rep: Howard H. Wilson Co. **Seating facilities:** Long Beach Studio, seats 150 persons; Los Angeles Studio, seats 25. **Merchandising:** Service adapted to each individual sponsor. **Foreign language programs:** Accepted, if musical numbers are also announced in English and the commercials kept to minimum. **Artists bureau:** None. **Stock:** Owned entirely by C. Merwin Dobyens. **Base rate:** \$85.

Copy restrictions: Beer and wine accepted; liquor advertising subject to approval; approved patent medicines accepted; copy restricted to not more than 25% of program time. **E. T. library:** World; Standard; NAB. **News:** Transradio. **News periods:** Every hour on the hour, duration not listed, all apparently daily.

KECA, LOS ANGELES

Operator: Earle C. Anthony, Inc., 1000 S. Hope Street. **Phone:** Richmond 6111. **Power:** 5,000 and 1,000 watts on 1430 kc. **Affiliation:** NBC Pacific Coast Blue. **Opened:** Nov. 15, 1929. (Note: Same operator also owns KFI, Los Angeles.)

President: Earle C. Anthony. **Station manager:** Harrison Holliday. **Commercial manager:** Clyde Scott. **Program director:** Glan Heisch. **Musical director:** Claude Sweeten. **Production manager:** John Edwards. **Educational director:** Jose Rodriguez. **Promotion manager:** Dave Nowlinson. **Chief engineers:** H. L. Batterman, Curtis W. Mason. **Publicity director:** Bernard Smith. **Auditor:** Ernest Felix.

Rep: Edward Petry & Co., Inc. **Seating facilities:** 300 persons (shared with KFI). **Merchandising:** 100 pre-announcement letters sent to trade gratis, when requested by advertiser. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$250.

Copy restrictions: Beer and wine accepted after 10:30 P.M.; patent medicines investigated for effectiveness, and copy checked for truthfulness and good taste; commercials limited to 300 words per quarter-hour; spot announcements limited to one minute; station breaks limited to 50 syllables. **E. T. library:** Standard; NAB.

News: UP. **News periods:** 7:45-8 A.M., 9-9:15 A.M., 1:30-1:45 P.M., Monday through Friday; 5:15-5:30 P.M., Mondays and Wednesdays; 5:30-5:45 P.M., Tuesdays only; 3:25 P.M. (from NBC) Fridays only; 8 P.M. (from NBC) Sundays only.

KEHE, LOS ANGELES*

Operator: Hearst Radio, Inc., 141 N. Vermont Avenue. **Phone:** Exposition 1341. **Power:** 5,000 and 1,000 watts on 780 kc. **Affiliation:** None. **Opened:** May 1, 1925.

Station manager: Jack O. Gross. **National sales manager:** John Livingston. **Program director:** Al Poska. **Chief engineer:** Fred Ragsdale. **Musical director:** Jack Stanley. **Publicity director:** Kay Shaffer.

Rep: International Radio Sales. **Seating facilities:** Studio theatre, seating 300 persons. **Merchandising:** Offer complete service. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$136.

*As the DIRECTORY went to press the FCC approved the sale of KEHE to Earle C. Anthony, Inc., which planned to call it KECA and relinquish the present KECA's 1430 frequency.

KFAC, LOS ANGELES

Operator: Los Angeles Broadcasting Co., Inc., 645 So. Mariposa Ave. **Phone:** Fitzroy 1231. **Power:** 1,000 watts on 1300 kc. **Affiliation:** None. **Opened:** 1931.

President, general manager: Calvin J. Smith. **Program director, artists bureau head:** Van Des Autels. **Chief engineer:** H. W. Andersen. **Publicity director:** Lucile Dinsmore.

Rep: None. **Seating facilities:** Audience room, seating 300 persons. **Merchandising:** No set procedure; service varies with individual cases. **Foreign language programs:** Not accepted. **Artists bureau:** Set-up nominal only. **Stock:** Entirely held by E. L. Cord. **Base rate:** \$75.

Copy restrictions: No alcoholic beverages or medicines of any kind; copy carefully checked by station. **E. T. library:** Davis & Schwegler. **News:** UP. **News periods:** 7:45-8 A.M., noon-12:15 P.M., Monday through Saturday; 6-6:10 P.M., every day.

KFL LOS ANGELES

Operator: Earle C. Anthony, Inc., 1000 S. Hope Street. **Phone:** Richmond 6111. **Power:** 50,000 watts on 640 kc. **Affiliation:** NBC Pacific Coast Red. **Opened:** April 16, 1922. (Note: Same operator also owns KECA, Los Angeles.)

CALIFORNIA STATIONS—Continued

President: Earle C. Anthony. **Station manager:** Harrison Holliday. **Commercial manager:** Clyde Scott. **Program director:** Glan Heisch. **Musical director:** Claude Sweeten. **Production manager:** John Edwards. **Educational director:** Jose Rodriguez. **Promotion manager:** Dave Nowinson. **Chief engineers:** H. L. Blatterman, Curtis W. Mason. **Publicity director:** Bernard Smith. **Auditor:** Ernest Felix.

Rep. Edward Petry & Co., Inc. **Seating facilities:** 300 persons (shared with KECA). **Merchandising:** 100 pre-announcement letters sent to trade gratis, when requested by advertiser. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$660.

Copy restrictions: Beer and wine accepted after 10:30 P.M.; patent medicines investigated for effectiveness and copy checked for truthfulness and good taste; commercials limited to 300 words per quarter-hour; spot announcements limited to one minute, station breaks limited to 50 syllables. **E. T. library:** Standard; NAB. **News:** UP. **News periods:** 7:15-7:30 A.M., 8:15-8:30 A.M., 4:45-5 P.M., 10-10:15 P.M. (last from NBC), Monday through Friday; 7:15-7:30 A.M. and 8:15-8:30 A.M., Saturdays only; 8-8:05 A.M. and 10-10:15 P.M. (both from NBC) Sundays only.

KFSG, LOS ANGELES

Operator: Echo Park Evangelistic Association. **Power:** 2,500 and 500 watts on 1120 kc (divides times with KRKD).

This station does not sell time.

KFVD, LOS ANGELES

Operator: Standard Broadcasting Company, 338 S. Western Ave. **Phone:** Drexel 2391. **Power:** 1,000 watts on 1000 kc (operates 6 A.M. to sunset, and 11 P.M. to 4 A.M.). **Affiliation:** None. **Opened:** 1925.

General and station manager: J. Frank Burke, Jr. **Commercial manager:** F. J. Smalley, Jr. **Chief engineer:** John Smithson. **Musical director:** J. Newton Yates. **Publicity director:** Anne Harrison.

Rep: None. **Seating facilities:** Can accommodate 200 persons. **Merchandising:** None. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$40.

Copy restrictions: No beer, wine, liquor or patent medicine advertising accepted; all copy subject to station standards and government regulations. **E. T. library:** NAB; Lang-Worth; Davis & Schwegler. **News:** UP. **News periods:** 9:15 A.M., 11 A.M., 1 P.M., 3 P.M., 5 P.M., all 15 minutes, all Monday through Saturday.

KFWB, LOS ANGELES

Operator: Warner Brothers Broadcasting Corp., 5833 Fernwood Ave. **Phone:** Hempstead 5151. **Power:** 5,000 and 1,000 watts on 950 kc. **Affiliation:** California Radio System; Southern California Network. **Opened:** March 4, 1925.

General and station manager: Harry Maizlish. **Commercial manager:** Chester Mittendorf. **Program director:** Manning Ostroff. **Chief engineer:** Harry Myers. **Musical director:** Leon Leonardi. **Sales promotion manager:** William Ray.

Rep: Paul H. Raymer Co. **Seating facilities:** Two theatres, seating 530 persons each. **Merchandising:** No information given. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$225.

Copy restrictions: Accept beer and wine any time; no hard liquors; accept certain patent medicines, such as cough syrups, etc.; spot announcements limited to 100 words during daytime hours, 60 words during evening hours; all copy subject to station standards and government regulations. **E. T. library:** Associated. **News:** INS. **News periods:** 10 A.M., 12 noon, both 15 minutes, both Monday through Saturday; 6 P.M., 9:30 P.M., both 15 minutes, both every day.

KGJF, LOS ANGELES

Operator: Ben S. McGlashan, 1417 S. Figueroa Street. **Phone:** Prospect 2434. **Power:** 100 watts on 1200 kc. **Affiliation:** None. **Opened:** December, 1926.

Owner, general and station manager: Ben S. McGlashan. **Assistant manager:** commercial manager: H. Duke Hancock. **Program director:** Al Weinert. **Chief engineer:** Charles Whitney. **Publicity director:** Thelma Kirchner.

Rep: Cox and Tanz. **Seating facilities:** Can accommodate 1,500 persons when necessary. **Merchandising:** "No definite policy." **Foreign language programs:** Spanish and Italian programs current. **Artists bureau:** None. **Base rate:** \$30.

Copy restrictions: Accept beer and wine, but no hard liquor or patent medicine advertising; commercials limited to 1 minute per 10-minute program, 2 minutes per quarter-hour, 3 minutes per half-hour, 5 minutes per hour; all copy subject to approval of local Better Business Bureau. **News:** INS.

KHJ, LOS ANGELES

Operator: Don Lee Broadcasting System, 1076 W. 7th St. **Phone:** Vandike 7111. **Power:** 5,000 and 1,000 watts on 900 kc. **Affiliation:** Mutual Broadcasting System;

CALIFORNIA STATIONS—Continued

Don Lee Broadcasting System. **Opened:** April 13, 1922.

President: Thomas S. Lee. **General and station manager:** Lewis Allen Weiss. **Assistant manager:** Willet H. Brown. **Sales manager of the Don Lee network:** Thayer Ridgway. **Commercial manager KHJ:** Sydney Gaynor. **Chief engineer:** Frank Kennedy. **Musical directors:** Guest conductors. **Publicity director:** Frances Zoloth. **Public relations director:** Mark Finley.

Rep: John Blair & Co. **Seating facilities:** Studio auditorium seats 300 persons; Filmmart Theatre seats 600. **Merchandising:** Limited service includes check of retail outlets, publicity releases to all newspapers and trade publications. **Foreign language programs:** No set rules; acceptance would depend on product and program, and time of broadcast would be restricted. **Artists bureau:** None. **Base rate:** \$300.

Copy restrictions: Beer and wine accounts accepted under supervision; no hard liquor; accept some patent medicines; all copy subject to station standards and government regulations. **E. T. library:** World. **News:** INS. **News periods:** 7:45-8 A. M., Monday through Saturday; noon-

12:15 P. M., 2:30-2:45 P. M., 5-5:15 P. M., Monday through Friday; 9-9:15 P. M., every day. (Note: All time is PST).

KMTR, LOS ANGELES

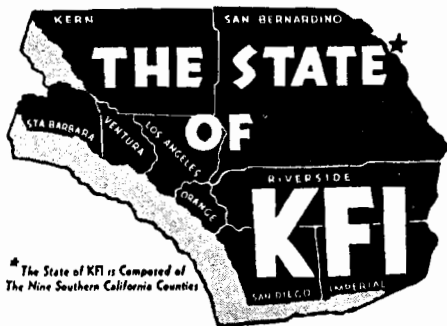
Operator: KMTR Radio Corp., 1000 Cahuenga Blvd. **Phone:** Hillside 1161. **Power:** 1,000 watts on 570 kc. **Affiliation:** None. **Opened:** 1924.

President: Victor E. Dalton. **Station manager, publicity director:** Kenneth O. Tinkham. **Program director:** Bud Ernst, Jr. **Chief engineer:** Carrol Hauser. **Musical director:** Salvatore Santaella. **Traffic manager:** Corinne Stengel.

Rep: Burn-Smith Co., Inc. **Seating facilities:** 200 persons. **Merchandising:** Publicity service rendered. **Foreign language programs:** Accepted. **Artists bureau:** Maintains complete artist staff. **Base rate:** \$125.

Copy restrictions: Beer and wine advertising accepted; no advertising medicos, lotteries, fortune tellers or astrology; all copy checked with station attorney. **E. T. library:** 20th Century International Newsreel. **News:** Transradio; 20th Century International Newsreel; Christian Science

The Best Buy is



**NBC RED NETWORK
50,000 WATTS 640 KC**

Frank C. Anthony, Inc.
KFI • LOS ANGELES • KECA

Getting more business for advertisers is the business of KFI. We're sure we're doing a swell job of it (we report modestly), as indicated by the increasing number of accounts now using the Southland's favorite station—some 150 in all.

Place your sales message on the station with power and popularity to parallel the vast purchasing power of this billion dollar market . . . the 50,000 watt voice of KFI in Southern California.

EDWARD PETRY & CO. • National Sales Representative

CALIFORNIA STATIONS—Continued

Monitor. **News periods:** 11-11:10 A.M., (Monitor News), 7-7:15 P.M., midnight-12:30 A.M., all Monday through Saturday.

KNX, LOS ANGELES

Operator: Columbia Broadcasting System, Inc., Columbia Square (Sunset Blvd. and Gower St.), Hollywood. **Phone:** Hollywood 1212. **Power:** 50,000 watts on 1050 kc. **Affiliation:** CBS. **Opened:** Oct. 10, 1924.

Vice-president, general manager: Donald W. Thornburgh. **Assistant to vice-president:** John M. Dolph. **Sales manager:** Harry W. Witt. **Comptroller:** Charles D. Ryder. **Chief engineer:** Lester H. Bowman. **Program director:** Jack Dolph. **Assistant program director:** Benjamin Paley. **Musical director (Western Division):** Lud Gluskin. **Musical director (KNX):** Wilbur Hatch. **Production manager:** Edith Todesca. **Sales promotion manager:** Edwin W. Buckalew. **Publicity director:** Hal B. Rorke. **Public affairs director:** Fox Case. **Traffic manager:** Alan N. Cormack.

Rep: Radio Sales. **Seating facilities:** Columbia Square Playhouse, seating 918 persons; Vine St. Playhouse, seating 960; Music Box Theatre, seating 1,070; El Capitan Theatre, seating 1,460; Studio 1, seating 200; Studio 2, seating 200; Studio 3, seating 75; Studio 4, seating 75. **Merchandising:** Maintain, on non-profit basis, complete promotion and publicity departments. **Foreign language programs:** Not accepted. **Artists bureau:** Columbia Management of California, Inc. **Base rate:** \$500.

Copy restrictions: CBS Program Policies. **E. T. library:** Associated. **News:** UP. **News periods:** 7:30-7:45 A.M., daily except Sunday; 5:30-5:45 P.M., Tuesday, Wednesday, Friday; 8-8:15 P.M., Monday only; 9:45-10 P.M., daily except Tuesday and Friday.

KRKD, LOS ANGELES

Operator: Radio Broadcasters, Inc., 312 Spring Arcade Bldg. **Phone:** Tucker 7111. **Power:** 2,500 and 500 watts on 1120 kc (divides time with KFSG). **Affiliation:** None. **Opened:** Jan. 10, 1927.

President: Frank P. Doherty. **General manager:** John Austin Driscoll. **Assistant secretary and treasurer:** Hazel Ryan Jones. **Program director and studio manager:** Howard R. Bell. **Chief engineer:** Willis O. Freitag. **Publicity director, continuity chief:** Joe Micciche. **Assistant publicity director:** Ruth A. Pritchard.

Rep: Joseph Hershey McGillvra. **Seating facilities:** Studio A, 100 persons. **Merchandising:** Have specialized merchandising department for direct-sales campaigns. **Foreign language programs:** Will accept, with

certain restrictions. **Artists bureau:** None. **Stock:** Principal holder is Frank P. Doherty. **Base rate:** \$62.50.

Copy restrictions: Not more than 3 minutes of commercial copy in every quarter-hour, nor over 4½ minutes in a half-hour, nor over 9 minutes per hour; patent medicine copy must be within scope of law. **E. T. library:** None. **News:** UP. **News periods:** 6:30 A.M., 7:45 A.M., 11:30 A.M., 1:45 P.M., 4:15 P.M., 7 P.M., all 15 minutes, all Monday through Saturday; 7:45-8 A.M., Sunday.

KYOS, MERCED

Operator: Merced Broadcasting Company, P. O. Box 662. **Phone:** 1430. **Power:** 250 watts on 1040 kc (daytime). **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** October 13, 1936. (Note: This station is newspaper-owned by the Merced Sun-Star).

President: Peter McClung. **Station and commercial manager:** D. K. Stoddard. **Production manager:** Charles Kinsley, Jr. **Chief engineer:** Morton Wiebers.

Rep: Walter Biddick Co.; Cox and Tanz; Northwest Radio Advertising Co. **Seating facilities:** About 100. **Merchandising:** Regional accounts merchandised within radius of 50 miles; service is free. **Foreign language programs:** Will accept, with restrictions; translation must be furnished in advance. **Artists bureau:** None. **Base rate:** \$30.

Copy restrictions: Accept beer and wine, but no hard liquor; commercial copy limited to 14 minutes per hour program, 7 minutes per half-hour, 3½ minutes per quarter-hour and 100 words per 5-minute program. **E. T. library:** NBC Thesaurus; MacGregor. **News:** UP. **News periods:** 7:45 A.M., 12 noon, 3:45 P.M., 4:15 P.M., all 15 minutes, all daily except Sunday.

KTRB, MODESTO

Operator: Central California Broadcasting Co., P. O. Box 405. **Phone:** 774. **Power:** 250 watts on 740 kc (operates daytime). **Affiliation:** None. **Opened:** June 11, 1934.

General manager: T. R. McTammany. **Rep:** Walter Biddick Co.; Cox and Tanz. **Seating facilities:** Can accommodate about 150 persons. **Merchandising:** No service listed. **Foreign language programs:** Accepted if complying with rules and regulations of FCC. **Artists bureau:** None. **Base rate:** \$40.

Copy restrictions: Beer and wine accepted; no hard liquors; patent medicines subject to approval of Medical Assn. of California; all copy must be passed by manager before going on air. **News:** Local only.



The Only Regional
Network With Stations
In The First Eight
Markets Of California

KFWB

HOLLYWOOD

KFOX

LONG BEACH

KSAN

SAN FRANCISCO

KFSD

SAN DIEGO

KFBK

SACRAMENTO

KMJ

FRESNO

KWG

STOCKTON

KERN

BAKERSFIELD

KTMS

SANTA BARBARA

CRS

THE CALIFORNIA RADIO SYSTEM

SACRAMENTO, CALIFORNIA

CALIFORNIA STATIONS—Continued

KDON, MONTEREY

Operator: Monterey Peninsula Broadcasting Co., 275 Pearl St. **Phone:** Monterey 8111. **Power:** 100 watts on 1210 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** Nov. 9, 1935. (Note: This station is affiliated with the Monterey Peninsula Herald of Monterey, and the Salinas Newspapers, Inc., of Salinas.)

Station and commercial manager: Howard V. Walters. **Chief engineer:** Melvin Johnson. **Musical director:** Jack Eliassen.

Rep: John Blair & Co. **Seating facilities:** Monterey Studio, 30; Salinas Studio, 50; Santa Cruz Studio, 400. **Merchandising:** Newspaper publicity; aids in securing window and counter displays; free quarter cards. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Stock:** Held by Allen Griffin and Salinas Newspapers, Inc. **Base rate:** \$35.

Copy restrictions: Beer and wine accepted; no hard liquor; all copy subject to station approval and government regulations. **E. T. library:** NBC Thesaurus; Mac Gregor. **News:** UP. **News periods:** 7:15-7:30 A.M., 12:15-12:30 P.M., daily except Sunday; 7:45-8 A.M. participation period Monday, Wednesday, Friday.

KLS, OAKLAND

Operator: E. N. and S. W. Warner doing business as Warner Bros., 327 21st St. **Phone:** Higate 1212. **Power:** 250 watts on 1280 kc. **Affiliation:** None. **Opened:** 1921.

Station manager: S. W. Warner. **Commercial manager:** F. Wellington Morse. **Program director:** Jan Kenyon. **Chief engineer:** Russell Butler.

Rep: None. **Seating facilities:** Main studio, 100; studio B, 50; radio court of Warner Bros. Radio Village, 300 persons. **Merchandising:** Have display windows in the Radio Village which are available for a nominal fee. **Foreign language programs:** Accepted; Portuguese, Italian and Spanish programs current. **Artists bureau:** None. **Base rate:** \$36.

Copy restrictions: Beer and wine copy acceptable; no hard liquors; station reserves right to refuse or discontinue any contract. **E. T. library:** Transco. **News:** INS. **News periods:** One-minute bulletins daily except Sunday at 7:30 A.M., 8:30 A.M., 9:30 A.M., 10:30 A.M., 11:30 A.M., 2:30 P.M., 3:30 P.M., 4:30 P.M., 5:30 P.M., 6:30 P.M., 9:30 P.M., 10:30 P.M., 11:30 P.M.; 10-minute periods daily except Sunday at 11 A.M., and 3 P.M.

KLX, OAKLAND

Operator: Tribune Building Co., Tribune Tower. **Phone:** Lakeside 6000. **Power:**

1,000 watts on 880 kc. **Affiliation:** None. **Opened:** 1922. (Note: This station is newspaper-affiliated with the Oakland Tribune.)

President (Tribune Building Co.): J. R. Knowland, Jr. **Station and commercial manager:** Preston D. Allen. **Program director:** Charles Lloyd. **Chief engineer:** R. S. Smith.

Rep: None. **Seating facilities:** None. **Merchandising:** None. **Foreign language programs:** None. **Artists bureau:** None. **Base rate:** \$70.

Copy restrictions: Beer and wine advertising accepted; no hard liquors. **E. T. library:** World. **News:** AP. **News periods:** 10:20-10:30 A.M., 2-2:05 P.M., 7-7:15 P.M., 9:30-9:45 P.M. daily (periods not subject to sale).

KROW, OAKLAND

Operator: Educational Broadcasting Corp., Radio Center Bldg. **Phone:** Glencourt 6774. **Power:** 1,000 watts on 930 kc. **Affiliation:** None. **Opened:** 1925. (Note: KROW also maintains complete studios in the Hotel Bellevue, San Francisco.)

President, general manager: H. P. Drey. **Program director:** M. Scott Weakley. **Chief engineer:** C. E. Downey. **Publicity director:** Andy Potter.

Rep: None. **Seating facilities:** Can accommodate up to 125 persons in Oakland or San Francisco. **Merchandising:** Publicity sent to about 20 trade journals, neighborhood and regional newspapers; screen trailers in four local theatres, three of which are downtown houses; extensive merchandising available at cost. **Foreign language programs:** Portuguese and Italian programs current; English translation must be submitted with prospective foreign language programs. **Artists bureau:** None. **Base rate:** \$153.90.

Copy restrictions: Announcements may not exceed 100 words; commercials limited to 20% of program time. **E. T. library:** MacGregor. **News:** UP. **News periods:** 8:15 A.M., noon, 6 P.M., 8 P.M., 11 P.M., all 15 minutes, all Monday through Saturday; 6-6:15 P.M., Sunday.

KPPC, PASADENA

Operator: Pasadena Presbyterian Church. **Power:** 100 watts on 1210 kc (shares time with KFXM.)

This station is non-commercial.

KVCV, REDDING

Operator: Golden Empire Broadcasting Co. **Power:** 100 watts on 1200 kc. **Affiliation:** None.

CALIFORNIA STATIONS—Continued

Rep: None. **Base rate:** \$45.
No other information available after repeated requests.

KFBK, SACRAMENTO

Operator: The McClatchy Broadcasting Co., 708 Eye St. **Phone:** Main 5000. **Power:** 10,000 watts on 1490 kc. **Affiliations:** NBC California Valley Group; California Radio System. **Opened:** 1921. (Note: This station is newspaper-owned by the Sacramento Bee, a McClatchy newspaper.)

General manager: G. C. Hamilton. **Station and commercial manager:** Howard Lane. **Program and musical director:** George Breece. **Chief engineer:** Norman D. Webster. **Publicity director:** Henry Jacobsen.

Rep: Paul H. Raymer Co. **Seating facilities:** Auditorium studio, seating 300 persons. **Merchandising:** Complete service available; includes retail and wholesale dealer contacts, window displays and special publicity. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$168.

Copy restrictions: Accept beer and wine; no hard liquor; patent medicine advertising subject to copy acceptance. **E. T. library:** NBC Thesaurus. **News:** UP. **News periods:** 7:15-7:30 A.M., 9:30-9:40 A.M., noon-12:10 P.M., 4:30-4:40 P.M., Monday through Saturday; 12:10-12:15 P.M., Tuesday, Thursday, Saturday; 9-9:15 P.M., every day.

KROY, SACRAMENTO

Operator: Royal Miller, Sacramento Hotel. **Phone:** Main 666. **Power:** 100 watts on 1210 kc (daytime). **Affiliation:** CBS. **Opened:** March 15, 1937.

Station head: Royal Miller. **Station and commercial manager:** Will Thompson, Jr. **Chief engineer:** Milton Cooper.

Rep: Joseph Hershey McGillvra; Walter Biddick Co. (Coast). **Seating facilities:** Studio seats 50 persons; reception room, 50. **Merchandising:** All forms of merchandising surveys made without charge for national advertisers. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$46.25.

Copy restrictions: Accept beer and wine; no liquor advertising; other rules and regulations as per Federal Trade Commission and N.A.B. Code of Ethics. **E. T. library:** Standard. **News:** INS; also gather own locally. **News periods:** 7-7:15 A.M., 11:15-11:30 A.M., 5-5:15 P.M., daily.

KFXM, SAN BERNARDINO

Operator: Lee Bros. Broadcasting Co., 512 Fifth St. **Phone:** 4761. **Power:** 100

watts on 1210 kc (shares certain hours with KPBC). **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** Oct. 29, 1929.

Station manager: J. Clifford Lee. **Commercial manager:** Gene W. Lee. **Program director:** Howard Baichly. **Chief engineer:** Richard Sampson. **Musical director:** Maury Vroman. **Publicity director:** E. W. Lee.

Rep: John Blair & Co. **Seating facilities:** Main studio accommodates 200; audience room adjacent to studio accommodates 100. **Merchandising:** Pre-plug programs, place window displays, mail circulars to dealers and distributors, send publicity to newspapers. **Foreign language programs:** English translation must be submitted in advance, and the programs must be non-controversial; have Spanish staff announcers; acceptance of other languages subject to availability of announcers versed in the tongue wanted. **Artists bureau:** None. **Stock:** Company is a partnership of J. C. and E. W. Lee. **Base rate:** \$50.

Copy restrictions: Accept beer and wine copy, but not "general run" of liquors; accept medicines "of known merit only," but do not encourage this type of account; all copy subject to local and Federal laws. **E. T. library:** Standard. **News:** UP. **News periods:** 9-9:15 A.M., 12:15-12:30 P.M., 2-2:10 P.M., 5:45-6 P.M., all Monday through Friday.

KFSD, SAN DIEGO

Operator: Airfan Radio Corp., Ltd., 326 Broadway. **Phone:** Franklin 6353. **Power:** 1,000 watts on 600 kc. **Affiliation:** NBC Pacific Coast Blue. **Opened:** March, 1926.

President, station manager: Thomas E. Sharp. **Assistant manager:** Sam Lipsett. **Commercial manager:** John Babcock. **Program and publicity director:** Leah McMahon. **Chief engineer:** Hal Hasenbeck.

Rep: Paul H. Raymer Co. **Seating facilities:** Reception room available, seating 100 persons. **Merchandising:** Pre-plug programs with announcements; send publicity to local papers and 35 other papers and magazines in the station area; at request will make a "reasonable" number of phone calls to local wholesale and retail outlets, and distribute at cost a "reasonable" number of letters to such outlets; will handle any other service at cost; surveys (personal, not phone) generally are conducted on the basis of 15c per call within city limits. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$120.

Copy restrictions: Beer and wine copy accepted; no hard liquors; all copy subject to approval of the station. **News:** UP.

CALIFORNIA STATIONS—Continued

KGB, SAN DIEGO

Operator: Don Lee Broadcasting System, 1012 First Ave. **Phone:** Franklin 6151. **Power:** 1,000 watts on 1330 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** May, 1931.

General manager: Lewis Allen Weiss. **Station manager:** S. W. Fuller. **Commercial manager:** D. J. Donnelly. **Program director:** Edgar Tidwell. **Chief engineer:** Milam Cater.

Rep: John Blair & Co. **Seating facilities:** Yes; "limited audience." **Merchandising:** Contact dealers; arrange window displays; ads in San Diego Shopping News. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$80.

Copy restrictions: Beer and wine accepted; no liquor or patent medicine advertising; no stock-selling, advertising medicos; no lotteries, fortune tellers, astrologists. **E. T. library:** World. News INS; Transradio; local. **News periods:** 7:45-8 A.M., Monday through Saturday; noon-12:15 P.M., 2:30-2:45 P.M., Monday through Friday; 9-9:15 P.M., every day.

KFRC, SAN FRANCISCO

Operator: The Don Lee Broadcasting System, 1000 Van Ness Ave. **Phone:** Prospect 0100. **Power:** 5,000 and 1,000 watts on 610 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** 1924.

Station manager: Wilbur Eickelberg. **Commercial manager:** Ward Ingram. **Production manager:** William Pabst. **Chief engineer:** Ernest Underwood. **Program director:** Ben Harkins. **Musical director:** Chester Smith.

Rep: John Blair & Co. **Seating facilities:** Studio, 350 persons. **Merchandising:** Check on retail outlets; publicity releases; station plugs; advertising in newspapers and trade publications; 450 cab cards; trailers in two theatres. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$250.

Copy restrictions: Standards of "good taste" carefully observed; beer and wine accepted; no other alcoholic beverages; patent medicines subject to their general standing and the copy they wish to use. **E. T. library:** World. News; INS. **News periods:** 8:30-8:40 A.M., 12-12:10 P.M., 4:30-4:40 P.M., 9:15-9:25 P.M., Monday through Friday; 11-11:05 P.M., Monday through Saturday.

KGO, SAN FRANCISCO

Operator: National Broadcasting Co. (on a lease from the General Electric Co.), 111 Sutter St. **Phone:** Sutter 1920. **Power:** 7,500 watts on 790 kc. **Affiliation:** NBC Pacific Coast Blue. **Opened:** 1924; under

NBC operation since Oct. 1, 1929. (Note: NBC owns and operates KPO, also San Francisco.)

Manager: Lloyd E. Yoder. **Sales manager:** W. B. Ryan. **Promotion manager:** Bob McAndrews. **Program manager:** Glenn Dolberg. **Chief engineer:** Curtis Peck. **Publicity director:** Milton Samuel.

Rep: National Broadcasting Co. **Seating facilities:** Can accommodate about 100 in studios; outside theatre space rented when occasion demands; no admission charged for witnessing any programs thus staged. **Merchandising:** Some 800 pictures of KGO-KPO artists distributed in San Francisco, Oakland, and Northern California, in 200 stores as window and counter displays; regular news and feature stories to trade papers, general publications, and such newspapers in station area as still maintain a regular radio column; interviews of artists on 15-minute daily gossip broadcasts; listing of products, contests, and offers in house organ; availability of station representative to address client's sales meetings; 14 courtesy announcements preceding initial program; sales and publicity department files available to assist it planning merchandising campaigns. **Foreign language programs:** None listed. **Artists bureau:** None listed. **Base rate:** \$280.

Copy restrictions: Lectures and educational talks not accepted between 6 P.M. and midnight, except by special arrangement; time of broadcast subject to change to other periods on 28 days' notice to accommodate network broadcasts, excepting in the case of independent announcements which may be moved to other periods if available, and as arranged by station manager on 24 hours' notice; closing date is two weeks in advance of initial program, and program material must be arranged one week in advance of broadcast date—no change within two days preceding broadcast; all programs subject to station approval; beer is accepted for minimum of 15-minute program; no other alcoholic beverages; all copy subject to NBC program policies. **E. T. library:** NBC Theatres. **News:** UP; INS; AP. **News periods:** 9:45-9:55 A.M., Monday through Saturday; 11:45-noon, Monday through Saturday; 8-8:05 P.M., Monday through Friday; 11-11:15 P.M., every day.

KJBS, SAN FRANCISCO

Operator: Julius Brunton & Sons Co., 1470 Pine St. **Phone:** Ordway 4148. **Power:** 500 watts on 1070 kc (operates from 10:01 P.M. to sunset following day). **Affiliation:** None. **Opened:** Jan. 3, 1925.

General manager: Ralph R. Brunton.* **Manager:** E. P. Franklin.

* Also president of KQW, San Jose.

CALIFORNIA STATIONS—Continued

Rep: Joseph Hershey McGillvra. **Seating facilities:** About 75 persons. **Merchandising:** Theatre trailers calling attention to KJBS programs; pre-program announcements; advertisements on radio page of newspapers; display cards issued by station; syndicated merchandising service available. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$60.

Copy restrictions: No intoxicating beverages; no patent medicines; announcements must not exceed 100 words—excess words charged for on proportional basis; all commercial continuities must be passed upon by production head of the station as to content and number of words. **E. T. library:** Standard; Lang-Worth; NAB; Davis & Schwegler. **News:** UP. **News periods:** 6-6:15 A.M., 10-10:15 A.M., 12:30-12:45 P.M., 3-3:15 P.M., 4:30-4:40 P.M., 6-6:15 P.M., Monday through Saturday; 4:30-4:40 P.M., 6-6:15 P.M., Sundays only; 11:30-11:35 P.M., every day.

KPO, SAN FRANCISCO

Operator: National Broadcasting Co., 111 Sutter St. **Power:** 50,000 watts on 680 kc. **Affiliation:** NBC Pacific Coast Red. **Opened:** 1922; operated by NBC since July 1, 1932. (Note: NBC also operates on a lease from the General Electric Co., station KGO, San Francisco.)

Personnel: See KGO, San Francisco.

Rep: seating facilities; merchandising; foreign language programs; artists bureau: Same as KGO, San Francisco, q.v. **Base rate:** \$380.

Copy restrictions: See KGO, San Francisco. **E. T. library:** NBC Thesaurus. **News:** INS; UP. **News periods:** 7:45-8 A.M., Monday through Saturday; 11-11:15 A.M., Saturday only; 4:45-5 P.M., Monday, Tuesday, Friday, Saturday; 5:15-5:30 P.M., Wednesday.

KSAN, SAN FRANCISCO

Operator: Golden Gate Broadcasting Co., 1335 Market St. **Phone:** Market 8171. **Power:** 100 watts on 1420 kc. **Affiliation:** California Radio System. **Opened:** 1923.

Station manager: S. H. Patterson. **Program director:** Charles Cooper. **Chief engineer:** William Grove. **Publicity director:** Les Malloy.

Rep: Howard H. Wilson Co. **Seating facilities:** Have remote line to downtown theatre; no facilities at studios. **Merchandising:** Publicity and notices on programs; throw-aways, etc.; theatre trailers. **Foreign language programs:** Accepted; specified hours for same. **Artists bureau:** None. **Base rate:** \$64.

Copy restrictions: Beer, wines, whiskey

and patent medicines not acceptable. **E. T. library:** MacGregor; Standard. **News:** INS. **News periods:** Five minutes every hour on the hour, 24 hours a day, plus flashes on the half-hour.

KSFO, SAN FRANCISCO

Operator: Associated Broadcasters, Inc., Palace Hotel Bldg. **Phone:** Garfield 4700. **Power:** 5,000 and 1,000 watts on 560 kc. **Affiliation:** CBS. **Opened:** 1925.

President: Wesley I. Dumm. **Vice-President and general manager:** Philip G. Lasky. **Program director:** A. W. Stowe. **Chief engineer:** R. V. Howard. **Musical director:** Richard Aurandt. **Publicity director:** R. W. Dumm.

Rep: Free & Peters, Inc. **Seating facilities:** Two studios seating 150 persons each; also have two playhouses, seating 600 apiece, available. **Merchandising:** Will carry out any plans desired by advertiser for cost of production and labor. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$275.

Copy restrictions: No false or unwarranted claims; no infringement on another advertiser's rights, programs or ideas; no disparagement of competitors; no lotteries; no vulgarity or offensiveness in any man-

K Y A

"Serving Northern California"

*In 5½ months KYA received one letter from every 31½ listening radio homes in the eight San Francisco Bay Area counties.**

*Sworn statement on sustaining audience mail for one morning and two evening hours surveyed against three-network competition from 307,-310 listening radio homes.

KYA, San Francisco

1230 Kc.

5,000 W Day 1,000 W Night

Rep.: International Radio Sales

CALIFORNIA STATIONS—Continued

ner; no ambiguous statements that may mislead the listeners; no appeals for funds; no testimonials which cannot be authenticated; no continuity which repelantly describes internal bodily functions or symptomatic results of internal disturbances, and no reference to matters which are not considered acceptable topics in social groups; no use of broadcasting time for purposes other than advertising of the advertiser's goods; no advertising matter which may, in the opinion of the station, be injurious or prejudicial to the interests of the public, the station, and/or its affiliated stations, or honest advertising and reputable business in general; beer okay; no hard liquors accepted; no controversial talks; no time sold for religious purposes. **E. T. library:** NAB; Standard; Lang-Worth. **News:** INS. **News periods:** 7:45 A.M., noon, 3 P.M., 5:45 P.M., all 15 minutes, all Monday through Saturday; 9:45-10 P.M., every day; 4:30-4:35 P.M., Sundays only.

KYA, SAN FRANCISCO

Operator: Hearst Radio, Inc., Hearst Bldg. **Phone:** Douglas 2536. **Power:** 5,000 and 1,000 watts on 1230 kc. **Affiliation:** None. **Opened:** December, 1926. (Note: This station is affiliated with the San Francisco Examiner.)

Station and commercial manager, program director: Reiland Quinn. **Chief engineer:** Paul Schulz. **Musical director:** Don Kaye. **Publicity director:** J. Clarence Myers.

Rep: International Radio Sales. **Seating facilities:** Studio A, seats 100 persons. **Merchandising:** Offer complete service at actual cost. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$135.

Copy restrictions: All acceptable accounts subject to the same rates; station reserves the right to refuse or cancel any contract for reasons sufficient to itself. **E. T. library:** Associated. **News:** INS. **News periods:** 8:15-8:30 A.M., 1-1:15 P.M., both Monday through Saturday; 3-3:15 P.M., Monday through Friday; 7:30-7:45 P.M., every day.

KQW, SAN JOSE

Operator: Pacific Agricultural Foundation, Ltd., 87 E. San Antonio St. **Phone:** Ballard 2616. **Power:** 5,000 and 1,000 watts on 1010 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** 1909 for experimental voice communications; established 1912.

President: Ralph R. Brunton.* **General manager:** C. L. McCarthy. **Commercial manager:** F. O. Fiebig. **Program and pub-**

licity director: Vann Connors. **Chief engineer:** C. V. Daway.

Rep: Joseph Hershey McGillvra. **Seating facilities:** None; can arrange for local theatres and civic auditorium. **Merchandising:** Fox West Coast theatre trailers in five houses may be used by sponsor for cost of trailers; limited newspaper display for program promotion free; other services at cost. **Foreign language programs:** None. **Artists bureau:** None. **Stock:** Held by Ralph R., Sherwood B., and Mott Q. Brunton. **Base rate:** \$60.

Copy restrictions: No whiskey or hard liquor copy accepted; beer, wine and patent medicine advertising accepted subject to copy limitations determined in each instance after investigation through state and federal regulatory agencies. **E. T. library:** Standard; NBC Thesaurus. **News:** UP; also from San Jose Mercury Herald. **News periods:** 7-7:10 A.M., 7:45-8 A.M., 9:30-9:40 A.M., 12:15-12:30 P. M., 4:30-4:40 P.M., 9-9:15 P.M., 11:30-11:40 P. M., Monday through Saturday; 4:30-4:40 P.M., 9-9:15 P.M., Sundays only.

* Also general manager of KJBS, San Francisco.

KVEC, SAN LUIS OBISPO

Owner: Valley Electric Co., Mt. View and Hill Sts. **Phone:** 134. **Power:** 250 and 100 watts on 1200 kc. **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** May 8, 1937.

Owner: Christina Jacobson. **Station manager:** Les Hacker. **Commercial manager:** John C. Clifton. **Program director:** Aram Rejebian. **Chief engineer:** Earl Travis.

Rep: John Blair & Co. **Seating facilities:** Can arrange special remotes from Radio Playhouse, seating 500. **Merchandising:** Service—"if kept within reason"—is rendered gratis. **Foreign language programs:** Accepted only on transcriptions. **Artists bureau:** None. **Base rate:** \$30.

Copy restrictions: Spot announcements limited to 35 and 100 words; straight announcements running longer than one minute not accepted; five and 10-minute periods furnished only if available without breaking longer periods. **E. T. Library:** Standard; MacGregor. **News:** INS. **News periods:** 7:45-8 A.M., Monday through Saturday; 12-12:15 P.M., 2:30-2:45 P.M., Monday through Friday; 9-9:15 P.M., every day.

KVOE, SANTA ANA

Operator: The Voice of the Orange Empire, Inc., Ltd., Walter Moore Bldg. **Phone:** 4900; 4901-R. **Power:** 100 watts on 1500 kc. **Affiliation:** Mutual; Don Lee

CALIFORNIA STATIONS—Continued

Broadcasting System. **Opened:** November, 1926.

President, station, commercial manager: Ernest L. Spencer. **Program director, chief engineer:** Wallace S. Wiggins. **Promotion manager:** Jack O'Mara.

Rep: John Blair & Co. **Seating facilities:** Studio, capacity 150. **Merchandising:** Will arrange for window displays gratis; newspaper display advertising thrice-weekly, with program schedules appearing in six publications; direct mail, broadsides, etc., billed at actual cost. **Foreign language programs:** None listed. **Artists bureau:** None. **Base rate:** \$35.

Copy restrictions: Beer and light wine advertising accepted; no hard liquors; spot announcements limited to 50 words; no disparagement of competitors or their products; nothing that would offend children, religious and fraternal beliefs, etc.; all copy must be in good taste and is subject to station approval. **E. T. Library:** MacGregor. **News:** From network. **News periods:** 7:45-8 A.M., Monday through Saturday; noon-12:15 P.M., 2:30-2:45 P.M., Monday through Friday; 9-9:15 P.M., daily.

KDB, SANTA BARBARA

Operator: Santa Barbara Broadcasters, Ltd., 17 E. Haley St. **Phone:** 21427. **Power:** 250 and 100 watts on 1500 kc. **Affiliation:** Mutual Broadcasting System; Don Lee Broadcasting System. **Opened:** 1924. (Note: KDB is owned by the Don Lee Broadcasting System.)

Manager: Earl M. Pollock. **Commercial manager:** Bill A. Skaggs. **Program director:** Tony La Frano. **Chief engineer:** Robert Arne.

Rep: John Blair & Co. **Seating facilities:** Studio seats 25 persons. **Merchandising:** Render any reasonable service, specifically store calls and checks on purchases. **Foreign language programs:** Accepted providing copy is submitted in English in advance. **Artists bureau:** None. **Base rate:** \$50.

Copy restrictions: Accept beer, wine and hard liquors (latter only after 10:30 P.M.); will accept some patent medicines, depending on product. **E. T. Library:** World. **News:** Transradio.

KTMS, SANTA BARBARA

Operator: News-Press Publishing Co., De la Guerra Plaza. **Phone:** 6111. **Power:** 500 watts on 1220 kc. **Affiliation:** NBC Pacific Coast Blue; California Radio System. **Opened:** Nov. 1, 1937. (Note: This station is newspaper owned by the Santa Barbara News and Press.)

Station manager: Charles A. Storke.

Rep: Weed & Co. **Seating facilities:** Can accommodate about 100 persons. **Merchandising:** Will make contacts and send letters to the trade. **Foreign language programs:** Spanish programs accepted. **Artists bureau:** None. **Base rate:** \$75.

Copy restrictions: Alcoholic beverage advertising not accepted; copy for medicinal advertising must be submitted for approval with contract; all copy must conform to station policy, and may be cancelled by the station for reasons sufficient to itself. **E. T. Library:** Standard; NBC Thesaurus. **News:** INS. **News periods:** 7:30 A.M., 9 A.M., 12:30 P.M., all 15 minutes, all Monday through Saturday; 3:30 P.M., 5:15 P.M., 9:30 P.M., all 15 minutes, all Sunday through Friday.

KSRO, SANTA ROSA

Operator: Press Democrat Publishing Co., Press Democrat Bldg. **Phone:** 110. **Power:** 250 and 100 watts on 1310 kc. **Affiliation:** None. **Opened:** Sept. 19, 1937. (Note: E. L. Finley, owner of KSRO, is also owner and operator of the Santa Rosa Press Democrat and Santa Rosa Republican newspapers.)

Owner: E. L. Finley. **Station and commercial manager:** Wilt Gunzendorfer. **Program director:** Gordon Brown. **Chief engineer:** Robert Nichols. **Publicity director:** Mike Pardee.

Rep: None. **Seating facilities:** Audience room seats 75. **Merchandising:** Publicity in newspaper affiliates gratis; surveys, business analyses, etc. **Foreign language programs:** Accept Italian programs. **Artists bureau:** None. **Base rate:** \$45.

Copy restrictions: No hard liquor or patent medicines; commercials limited to 75 words in time signals and weather reports. **E. T. Library:** World. **News:** UP; INS; AP. **News periods:** 7:30 A.M., 10 A.M., 12:15 P.M., 5 P.M. (in Italian), 6 P.M., 8:45 P.M., all 15 minutes, all Monday through Saturday; 9-9:15 A.M., 12:15-12:30 P.M., Sundays only.

KGDM, STOCKTON

Operator: E. F. Peffer, 42 S. California St. **Phone:** 44551. **Power:** 1,000 watts on 1100 kc (daytime). **Affiliation:** None. **Opened:** February, 1927.

Owner: E. F. Peffer. **Station manager:** Edith Smith. **Musical director:** Lilian Best Parkin.

Rep: John Blair & Co. **Seating facilities:** Two studios, one seating 200 persons, the other 30. **Merchandising:** No information given. **Foreign language programs:** Italian, Spanish and Portuguese. **Artists bureau:** None. **Base rate:** \$35.

CALIFORNIA STATIONS—Continued

Copy restrictions: Accept beer, wine, liquor and patent medicine advertising, with copy subject to station approval. **E. T. library:** MacGregor. **News:** INS. **News periods:** 7 A.M., 8:30 A.M., 12:15 P.M., 4 P.M. (duration not listed), all Monday through Saturday.

KWG, STOCKTON

Operator: The McClatchy Broadcasting Co., Hotel Wolf. **Phone:** 2-2727. **Power:** 100 watts on 1200 kc. **Affiliation:** NBC California Valley Group; California Radio System. **Opened:** October, 1921. (Note: This station is newspaper-owned: McClatchy papers).

Business manager: Howard Lane. **Station manager, commercial manager:** George Ross. **Program director:** Bill Talley. **Chief engineer:** Russell Bennett. **Publicity director:** Jean Smith.

Rep: Paul H. Raymer Co. **Seating facilities:** Studio, about 300 persons. **Merchandising:** Contact dealers by phone or letter; make personal contacts with dealers and wholesalers; write letters to trade if advertiser pays for postage and stationery; distribute posters. **Foreign language programs:** Not accepted. **Artists bureau:** None. **Base rate:** \$42.

Copy restrictions: Beer and wine accepted; no hard liquor; no laxatives; patent medicines subject to strict censorship. **E. T. library:** Standard. **News:** UP. **News periods:** 7:15 A.M., 9:15 A.M., 12 noon, 3:45 P.M., 8 P.M., all 15 minutes, all daily.

KTKC, VISALIA

Operator: Tulare-Kings Counties Radio Associates, Box 511. **Phone:** 575. **Power:** 250 watts on 1190 kc (daytime) (station has construction permit for 1,000 watts on 890 kc unlimited). **Affiliation:** Mutual; Don Lee Broadcasting System. **Opened:** July 18, 1937. (Note: Owners of this station also own, severally, the Visalia Times-Delta, the Porterville Recorder, the Tulare Advance-Record and Times, and the Hanford Sentinel and Journal.)

General manager: Charles A. Whitmore. **Station manager, program and musical director:** Charles P. Scott. **Commercial**

manager: Millard Kibbe. **Chief engineer:** Bert Williamson.

Rep: Cox and Tanz; Walter Biddick Co. (Coast). **Seating facilities:** Can accommodate 75 persons. **Merchandising:** Yes; no details listed. **Foreign language programs:** Accepted. **Artists bureau:** None. **Base rate:** \$35.

Copy restrictions: Beer and wine advertising accepted; no hard liquors; patent medicines must be "reputable" to be accepted. **E. T. library:** MacGregor; Standard; NAB. **News:** UP. **News periods:** 7 A.M., 7:45 A.M., 10:30 A.M., 12:15 P.M., 5:15 P.M., all 15 minutes, all Monday through Saturday; 5:30-5:45 P.M., Sundays only.

KHUB, WATSONVILLE

Operator: John P. Scripps, Santa Cruz Highway. **Phone:** 1700. **Power:** 250 watts on 1310 kc (daytime). **Affiliation:** None. **Opened:** March 19, 1937. (Note: John P. Scripps, owner of KHUB, is also chief stockholder in the Watsonville Register and Pajaronian, Santa Ana Journal, Ventura Star and Free Press, and Santa Paula Chronicle and Redding Record.)

Owner: John P. Scripps. **Station manager:** John W. Crews. **Production manager:** Charles H. Kinsley. **Chief engineer:** Emory Milburn. **Musical director:** Helen Farrell. **Publicity director:** Hal McIntyre.

Rep: Homer Owen Griffith (San Francisco). **Seating facilities:** Yes; capacity not listed. **Merchandising:** None listed. **Foreign language programs:** Accepted; translation must be submitted 24 hours in advance of broadcast. **Artists bureau:** None. **Base rate:** \$24.13.

Copy restrictions: No hard liquor or patent medicines; beer and wines accepted subject to strict supervision; all programs and announcements subject to owners' approval and FCC regulations; owners reserve the right to refuse, discontinue or cancel any contract for advertising, for reasons sufficient unto themselves. **E. T. library:** Standard. **News:** AP. **News periods:** 7:30 A.M., 12:15 P.M., 4:15 P.M., all 15 minutes, all Monday through Saturday.

SOMETHING MISSING!



AND YOU'LL NEVER FIND IT IN DATA BOOKS!

● This Variety Directory will prove a valuable addition to your data file . . . but you may surround yourself with all available reference books on listening areas, radio homes, rate structures or retail sales charts and you will still find yourself lacking in complete information for an accurate evaluation of station ranking and effectiveness.

Listening area studies, for example, fail to show the listener loyalty built up by WKY, KLZ or KVOR. Census books on buying

power fail to prove the consistent, effective merchandising force these stations exert for sponsors day in and day out. Rate cards fail to reflect the power of these stations to win Variety's recognition year after year as the outstanding stations in their fields.

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WKY

OKLAHOMA CITY

NBC • 900 Kc.

"Show Place of the Southwest"

KVOR

COLORADO SPRINGS

CBS • 1270 Kc.

"Home Station of Southern Colorado"

KLZ

DENVER

CBS • 150 Kc.

"The Pioneer of the West"

*Affiliated
Management*

THE OKLAHOMA PUBLISHING CO. • THE DAILY OKLAHOMAN AND TIMES • THE FARMER-STOCKMAN

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