

PIERRE-KEY'S
RADIO-ANNUAL

PIERRE KEY'S
RADIO ANNUAL



COLUMBIA CONCERTS CORPORATION
of Columbia Broadcasting System is gratified in
being able to offer to all Radio-Sponsors and to

Radio-Listeners the most distinguished array of musical talent ever made available through a single source. The artists and attractions listed on the page opposite represent the cream of the concert and opera world. On this list will be recognized many of the great names of today. Also on the list, although perhaps not recognized today, are many of the great musical names of tomorrow.

THIS list may be considered a great reservoir of talent. Considering its size and importance, the wonder is that it has been so little drawn upon by radio advertisers. Sponsors are invited to inspect it carefully for on it will be found elements forming the basis for many a new and interesting program.

THE regular appearance on the air for a number of years of leading symphony orchestras and opera companies has created a vast new field of listeners. The very fact that they are regular listeners to such programs places the stamp of intelligence upon them. These discriminating listeners are the quality elements of the population. Sponsors of quality products would do well to appeal to them in their radio campaigns with quality artists.

AN inquiry or telephone call directed to any of the respective divisions shown on the opposite page will bring a representative qualified to discuss program ideas, dates and fees.

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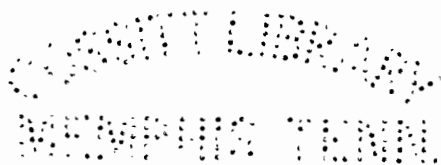
PIERRE KEY'S
RADIO ANNUAL

A SURVEY OF THE
YEAR IN RADIO

Edited by

PIERRE V. R. KEY

Editor MUSICAL DIGEST
PIERRE KEY'S MUSICAL WHO'S WHO
PIERRE KEY'S INTERNATIONAL MUSIC YEAR BOOKS



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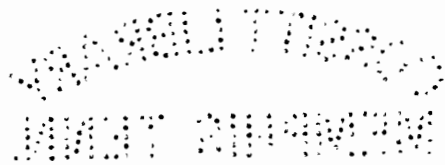
By

PIERRE KEY PUBLISHING CORPORATION

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F o r e w o r d

WITHIN the brief space of a very few years radio broadcasting has come a long way. In the face of inescapable obstacles attendant upon any rapid growth, its accomplishments are amazing. From beginnings that did little more than pique curiosity, broadcasting has become a factor of first importance in the world of today. Soon no dwelling will be complete without the means to receive, from home and abroad, the steadily mounting array of desirable communications.

In any list of indispensables following food, shelter and clothing, radio must be placed near the top. To the ship in distress it is salvation. To the isolated, the lonely, the crippled and the sick, radio is more than they could perhaps tell. No one can weigh all that radio has done and is doing without realizing the magnitude of its contribution to life, enlightenment, and the entertainment of many people.

It was the writer's own experiences in broadcasting that prompted in him the desire to know more about radio, and led to the gathering of facts that might help. This book is the result. As the first attempt of its kind, it is presented with the hope that, even if lacking some of the things that may be desired, it will serve some useful purpose.

Pierre V. R. Mey

Introduction

RADIO BROADCASTING, at the beginning of 1933, towers commandingly in all parts of the civilized globe. The millions of listeners continue to grow in numbers; and so do the receiving-sets, of which the United States now has some 17,000,000. Yet for all the impressiveness of equipment and audiences it is radio itself which is outstanding. It is as the swiftest known carrier of educational, recreational, and other messages to waiting multitudes that radio evokes gratitude.

In Europe, Africa, the Far East, and on the North American and South American continents radio's accomplishments during 1932 were the greatest in its history. There are the best of reasons for expecting 1933 to record further advancement in virtually everything that touches broadcasting. Guglielmo Marconi's ultra-short-wave discovery promises important developments. Additional discoveries may be counted on from other scientific and invention sources. Then there is the certainty of increasing richness in the material broadcast. Music, drama, literature, world events, and talks will invade new fields. Nor is it too much to anticipate quickened satisfaction through the improvement sure to come in program-presentations.

Members of the United States Federal Radio Commission have expressed themselves as optimistic over the future; and elsewhere in this volume will be found a similar opinion voiced by the Secretary-General of the International Broadcasting Union in an article touching upon radio in various European and other foreign nations. Our several educational interests also have reason to feel gratified with both their accomplishments and the outlook: not only through their own directly controlled stations, and the educational programs presented by the broadcasting stations at their own expense, but by reason of the quality programs made available by certain advertiser-sponsors to the nation's radio public. Furthermore, the heads of the several networks, as well as those of the individual stations, are practically unanimous over what broadcasting promises. Corresponding belief in progress during 1933 is entertained in the technical field, and in electrical transcription circles. Finally, among advertisers who use radio advertising agencies, and program-servicing organizations there is a full appreciation of all that broadcasting is doing and will do.

THE year 1932 was the most productive radio has yet known, in a number of important respects. Its physical growth went beyond bringing more receiving-sets into use. The newcomer listeners included many discriminating persons; quality programs made definite gains. International broadcasts, touched high marks, both in numbers and diversification of subject-matter. South America was tapped, too, in these advances which broadened in character to a marked extent. This definitely upward trend was by no means confined, in the United States, to "sustaining" programs; it extended to some of the "sponsored" hours, with results that have caused other advertisers using the air to make inquiries.

The National Education Association, the National Advisory Council on Education in Radio, the Ohio School of the Air, The American School of the Air, the Pacific Coast School of the Air, and numerous other groups and movements with educational objectives as their target have scored constant hits. Never was the ether so alive with the best music, and with a liberal amount of what is good for the mind to feed on. Moons coming over the mountains shine on pretty much anything one may ask for—from a star music appreciation course, religious offerings, and drama league presentations, to talks about political and social sciences, civics, economics and finance. Whoever sought information about pure science was sure to find it, through the medium of his receiving-set. As for keeping up with major news events, a turn of the dial was all one had to do.

One broadcasting executive even went on record by stating that "the past year in radio contributed much to the realization that there is no sharp distinction between what is education and what is entertainment: the two, we have found, are often synonymous. There seems to be an ever-growing audience for informative programs." When one learns that in September, 1932, 24.1 per cent of all broadcasting by one large chain was of an educational nature, the upward curve of quality programs becomes evident.

The foregoing is not meant to intimate that there are no other programs which belong in a totally different category. Decidedly commonplace quarter and half-hour periods are to be had at most any time of any broadcasting "day," and in any region. But even where one tunes in on a hoi-polloi program which offends a discriminating taste there is no need to be disturbed. Ordinary tastes do, after all, deserve consideration; and radio wouldn't be in the big place it occupies today if it were not constantly catering to all classes and to every taste. The point to be kept in mind is the principle on which broadcasting is proceeding. "Good, better, best" might well be its motto. And if there be any skeptic, let him spend twelve hours every day for a full week with his radio-set turned on. He won't indulge in any rash assertions after that, for the simple reason that he will have learned just how foolish they must have sounded.



PROGRAMS AND TALENT

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Programs

WHILE no official poll ever has been taken, it is a common feeling that programs form the heart of radio. Station transmission and operating efficiency, advantage of geographical location, and management are first essentials. Yet all these factors may be of the highest degree and still go for naught—if a particular station isn't popular. Because popularity, to a radio station, is what circulation is to a printed publication. If a station can present proof that, besides numbers, its listeners have ample purchasing power, then the value of its "circulation" is enhanced.

It is the general run of its programs that makes a radio station more or less welcome in homes. The character of programs; the degree of their excellence in conception, preparation, and execution; their time-length; and the hours of their presentation are their fundamentals.

More than one good program-idea has suffered through faulty treatment. Or because it was too short or too long. For it is astonishing how undue condensation of fine material into a fifteen minute period can rob it of qualities that would make it successful if given a half-hour; just as stretching into a full hour material which belonged legitimately in the half-hour class has converted it into a slow-moving, dull affair. Undue haste in getting programs ready for the air can be as much of a drawback as a lack of care in selecting qualified participants, and production heads.

Although innumerable subjects are discussed touching on radio broadcasting, no one is more frequently brought up than that relating to program-policies, program-content, talent, and producers. With technical developments now sufficiently advanced to guarantee generally clear reception, it is what is heard that counts most. Nor is it humanly possible to do more than please part of all the listeners all the time. The most that can be hoped for is to satisfy the majority of those of every taste.

Criticism of radio programs has become as common as it is to breathe. One hears it at almost any time, and almost anywhere. In Europe, where for the most part governmental operation obtains, there is constant criticism. Criticism which not infrequently is rank injustice to the splendid programs supplied. Criticism of radio programs in the United States, where private operation is the system, often is unjust. Sometimes, of course, it is deserved; but, in their condemnations, our people indulge over-freely in generalities. They are prone, because they chance to hear an insufferable program, to make the rather sweeping statement that "all radio programs are bad." Inquiry as to which are bad usually leads to admissions that the critics listen infrequently, and so have no knowledge of what really is available on the air; or else, that they have the misfortune to strike certain evenings when there is an oversupply of inferior offerings. Were it possible for all classes of critics—the most discerning, as well as those quite incapable of expressing a logically reached opinion—to listen to what is on the air for the greater part of each day, for an entire week, there would be less fault-finding. The unfortunate part of the situation is that many of the finest programs are broadcast at times (other than on Sundays) when it is inconvenient or impossible for the majority, other than those women who are in their homes, to hear them.

TAKING pains in the preparation and presentation of a program is preceded by another pains-taking element—the choice of the program itself. In 1932 the different types were varied enough to suit every radio requirement. No matter what the message is to be delivered, there is suitable programmatic means to convey it.

Most widely used of all—since about 65 per cent of all radio broadcasts are musical—is the

program in which music plays the leading rôle. There are several classifications which, taken in the order of their artistic worth, call for: symphony and other fine personneled orchestras; chamber music ensembles; instrumental and vocal soloists; vocal duetists, trios, quartets, double-quartets, and choruses; oratorio; grand opera, light opera, and musical comedy ensembles; full concert brass bands; popular bands of different kinds; and novelty instrumental groups.

There are really two types of symphony orchestra programs. The first is that of an established organization—such as the Boston, New York Philharmonic-Symphony, Philadelphia, Chicago, Cincinnati, Cleveland, Detroit, Los Angeles, Minneapolis, Rochester, St. Louis, Syracuse, San Francisco, Portland, and Seattle orchestras. Such programs are generally, though not always, “picked up” from the auditoriums in which a regular concert is taking place. The second type of symphony program is that played by a “studio” orchestra, which is considerably smaller than the full symphony organization. For example, the New York Philharmonic-Symphony, Philadelphia, and Boston orchestras number more than 100 players each; but a “studio” orchestra of 50 to 55 members can appear to great advantage in orchestra compositions of larger mould such as symphonies, symphonic poems, suites, and other forms. Where special arrangements are made of certain of these orchestral scores, it is even possible (if the compositions lend themselves to such treatment) to use a studio orchestra of thirty-odd players and astonish a skilled musician who hears what his receiving-set gives him without knowing the exact size of such an orchestra.

AS may be gathered, the results depend upon several factors. The greatest orchestra can sound unsatisfactory—if the broadcast pick-up or transmission is not of the best; or if reception conditions are below par. Also, if the composition played happens to be elaborate, or so “modern” as to offer technical difficulties for broadcasting purposes, the more involved portions may sound “muddy.” Putting into the microphone more than it can adequately receive and transmit is a good deal like pouring water into a bottle through a funnel; poured too fast it runs over. So, when an orchestra (or any other kindred group) of 75 or more plays at full volume, the definition of the different instrumental sections can become blurred.

The story is altogether different when a chamber music ensemble plays. If it be two pianos; a piano and violin; piano, violin and cello; or a string quartet, with or without a piano added, the outcome for the hearer will be excellent—if the players are of that calibre. The solo problem is also a simple matter—if the soloist deserves that prominence. A mellow-toned piano can be made to sound thin and tinkly by an inferior pianist; but let an artist sit at the keyboard and all is changed. It is the same with a violin or a cello; either one gives forth its finest tone only under the hands of the more skilful.

Where the singing voice plays a part the element of numbers, as well as individual gifts and abilities, figures. Vocal groups, from the smallest up to sixteen, broadcast to everyone's satisfaction—where their quality is of the best. Large choruses, however, lack the clean-cut tones of the smaller. Anyhow, it is a fact that many able and experienced leaders prefer sixteen well-trained singers to an average chorus of several times that size. As for the matter of volume, a “chosen sixteen” can sound like double that number—which is all anyone is likely to ask for.

Serious, or “grand,” opera calls for the ultimate in all respects—if it is to be other than an apology. Where such broadcasts as those of the New York Metropolitan are made available, one gets the ultimate . . . as it is picked up in an auditorium during a scheduled performance for the public. Using the new ribbon microphone has made these broadcasts blessings to the multitudes who otherwise could never hear what a real opera representation sounds like. There is so much in these broadcasts that is admirable that the most discriminating enthuse over them. And the listening audience for these broadcasts is enormous.

Excerpts from serious operas, as given in a broadcasting studio, are finding a growing welcome. An adequate cast, orchestra and conductor, and ample rehearsing are the essentials. Given those, with a well made version, and the listeners will be many and gratified. Decided progress has been made in giving condensed versions of operettas and of musical comedy. Everything rests on how well the thing is done for any marked weakness may so minimize the remainder of the endeavor as to mar seri-

RADIO PROGRAMS
SUITED TO
SALES MESSAGES

PHILIP L. PONCE

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NEW YORK CITY

PLAZA 3-8884

Program Consultant

YOLANDE LANGWORTHY

Author of
"ARABESQUE"

EXCLUSIVE ARTIST
MANAGEMENT

Radio
Stage
Screen
Television

THE PONCE SISTERS

London, England

Dear Dad,

In our earlier letter today, we neglected to send a list of National Advertisers we have broadcast for. They are: Fleischmann's Yeast - Palmolive - Camel Cigarettes - Eveready - Valpar - Silvertown Cord Tires - Old Gold Cigarettes - Standard Oil - Veedol - Vapex and others.

Our "Vocal Harmonies" are better than ever and our phonograph records are selling big over here. Will be home in three weeks ready for radio, television, stage and screen.

*Your loving daughters,
Ethel and Annetta*

ously its general appeal as a whole. The well given operetta and musical comedy broadcasts are commanding a growing public.

The concert brass band is something of a rarity. But let such an organization appear before a superior microphone set-up and the outcome is top percentage. A fifty-piece band of such character is apt to stir its radio public to the limit; and it will be still more marked with the addition of a fine singing soloist.

The group of popular instrumental ensembles continued, during 1932, to take precedence in general appeal. First, in the matter of sheer excellence, is the orchestra of thirty to thirty-five which plays a repertoire extending from the lighter and melodious classics to the better grade of popular numbers. The several nationally known orchestras specializing in programs of this nature have always had very large audiences. The adding of a soloist, or two soloists (usually a woman singer and a man singer), and a male quartet has sent millions of people to their radio-sets at every broadcast. The variety possible through such a combination is probably wider than any other in the music division, and for the offering of sheer enjoyment is not easily surpassed. Strings, brass, wood-wind, and percussion sections appear in such orchestras, with a piano or two pianos also part of the personnel.

The strictly "popular" orchestras have considerable flexibility in their playing possibilities. The "dance" variety seems to hold the lead. Yet all dance orchestras are not the same in number of players, nor in instrumentation. Nor do they all play in the same groove . . . for all their commonness of purpose. These dance orchestras, with their saxophones, wood-winds, brasses, pianos, strings, banjo, guitar, and traps reflect the individuality of their leaders. Thus, some play smoothly and with color; others appear bent on getting somewhere in a great hurry and with considerable fuss and noise; while still a third array in this music-instrument division leans in both the above directions. Ranging in numbers from fifteen to twenty-odd, the favorites can give some extremely pleasurable moments. Novelty is the watchword with this class of music-makers; something new, something that will cause talk of an approving nature.

Novelty instrumental groups can be anything. There seems no rule for their make-up, either in class of instruments used or number of players. The tendency, however, appears at the moment to run towards a small number of players. They may be as few as two or three, with a violin, and accordion designed for "barn-dance" tunes; and from that these novelty groups wander on to odd-sounding lengths which include several accordions, a guitar or two, sometimes augmented by singing from the players themselves. "Hill-billy" or mountaineer ballads, Hawaiian and other sectional melodies or tunes bring before the microphone marimba bands and other strange-sounding combinations of instruments. Their character depends wholly on what kind of music is to be played. Therefore the color occasionally is "new" because of the introduction of some instrument or instruments rarely, if ever, used in combination with their fellows. From a strictly musical standpoint very little can be said for these novelty instrumental groups. Nevertheless, some of them have gained followings large enough to keep them in the broadcast picture.

MOST of the leading program-builders have discovered, after plenty of experience, the fundamentals that make for success. If it is to be a straight symphony program, picked up from a major orchestra that is playing a concert, the matter is purely technical . . . save where a commentator is used to tell about the music on the program, or the instruments of the orchestra or some other pertinent subject relating to the broadcast.

Where the program is of the high symphonic type, scheduled for performance in the studio, first consideration is given the conductor, and the size and personnel of the orchestra. The matter of actual compositions to be chosen usually rests chiefly with the conductor. Exceptions come only when the sponsor, if it be a commercial hour, or the sponsor's representative, has some familiarity with good music, or engages someone who knows music to co-operate with the conductor in a sort of supervising capacity. From that point to going on the air is a pure matter of skill and rehearsing; and the extent to which each prevails is generally the measure of the success gained. Less than two hours of rehearsing for a half-hour program, which should always come on the day of the broadcast, is taking chances—even where the players are excellent in quality and routine.

JOHN CHARLES THOMAS



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SKILL, experience, and thorough rehearsing really are the factors which determine the character of a broadcast. It is the degree in which all three are present that tells the story. It pertains equally to the ensembles, small or large, for the more the members work together the smoother will be the result. Good taste is another element that has a large bearing on devising and presenting a program. Nothing seems simpler than to watch exceptional instrumentalists, singers and conductors go through an actual broadcast. Everything moves like clock-work. The spectator may say to himself, "nothing to it," which is the supreme compliment he could pay the performers. But it may not have been clock-work during the two-hour or longer rehearsal. Reshaping of certain pieces, cutting bars of music here and there, and making changes even after the program seemed quite all right probably occurred. Yes, and repeated playing of phrases to give the composition smoothness and polish.

In the studio performances of serious and light operas, as well as those devoted to portions of oratorios and other choruses, pretty much the same course is the rule. Experiments are not always dangerous, hence they now and again are forthcoming. A singer with little or no radio experience may be tried out; or some new musical effect which needs testing in an actual broadcast to appraise its worth. So it goes with all concert brass bands, and the dance orchestras; competition keeps the leaders, and the players, and the soloists who sing, at high tension. Keeping one's place in radio is no sinecure for the musician.

One leading chain, in giving figures for 1932, finds that music led with 66 per cent of all its 60,000 programs that were broadcast. Literature, drama and lectures came next, with 17 per cent. Outstanding events, current news and reports totalled nearly 5 per cent, with novelty broadcasts, physical training programs, and those of religious character following in that order.

The offerings in the "literature, drama, lectures, talks, etcetera" division cover many subjects. As in the case of music programs, they are to be found in both the sustaining and the sponsored classes, the predominance being in the former. As is set forth later on in this section devoted to programs, the literary program is generally a sustaining feature; and it is presented, almost without exception, by one speaker. It can be, though it rarely is, punctuated by some bit of music to give the program variety. The lecture—or "talk"—is usually a one-man or one-woman affair. And fifteen minutes is very seldom exceeded in the lecture program as offered to United States listeners. The "interview" type of program is making a bid for consideration; and it is becoming more freely used in programs where music dominates—for sake of variety and the value arising from having some celebrity answer questions put by the celebrity who either is a star on a program or who conducts the program. The quarter-hour "news events" programs have made unique places. So have the many in which political reporters shine. Of surpassing value are those features which present speakers whose prominence in the larger spheres of human activity give to listeners the great men and women of nearly all nations. In the United States, particularly, the number of broadcasts brought from foreign countries is constantly growing.

ARANKING broadcasting organization brought to the radio listeners of this country 149 imported programs during 1932 and another outstanding broadcasting company offered half that number. Twenty-odd different countries, European and South American, and Canada and Mexico, were represented in these international broadcasts. Switzerland led in number of programs because of the Disarmament Conference. Other countries which figured were Argentina, Austria, Belgium, Brazil, Chile, Cuba, Hawaii, Ireland, Japan, Manchuria, the Philippines, Poland, Sweden, Venezuela, and Yugoslavia. While certain programs that originate in the United States are broadcast by short-wave to foreign nations, their number is far below what the United States brings from abroad. The music program is not in such common use for foreign broadcasts as the lecture, or large news event; and the drama not at all.

For consumption within its own borders, the various types of educational programs—sustaining and sponsored—have gone far in the United States. And here is to be found the quarter-hour and the half-hour period with music effectively introduced with the discussion of whatever subject is up to be discussed. In its year-book for 1932 entitled "Education On The Air,"* the Institute for Education by Radio (with headquarters at Ohio State University) presents 38 papers read at its 1932 meetings in Columbus, and round-table discussions which followed them. Edited by Josephine H. MacLatchy, this book presents a wealth of material touching on programs, their apparent value, and the listener

* Published by Ohio State University, Columbus, Ohio, December, 1932.



*A few of the
facts touching
the radio career
of*

JESSICA DRAGONETTE *tell a story:*

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reaction to some of them. The divisions are called: "National Aspects," "Broadcasting Techniques," "Broadcasting in Schools," "Experimental Measures," and "Foreign Broadcasting."

AMONG the points stressed on programs wherein one person, or more than one, participate are those concerning the kinds of lectures or talks; the advantages of the dialogue form, and that of the debate. Finally comes the value of an appeal in the "delivery" and the voice quality of the speaker or speakers. Important as the script or continuity is in any program, its presentation can either make or kill it. If it be an "informal" talk, then the speaker who uses a confidential tone and manner will best hold his auditors—always providing he uses phraseology that "sounds" well. For sentences which fit a reader's eye are not always readily grasped by the listener. Simple, Anglo-Saxon words, and short sentences, are best for a radio broadcast. And words with the fewest possible sibilants are a marked aid. A phrase used in "Education on the Air" is so descriptively vivid that it merits being quoted. It runs: "Only in dramatic presentation does there occur a complete application of the general principle which experts believe should rule the other methods. This principle states that the subject should be presented in an impressionistic fashion which strikes the imagination of the listener and provokes his creative activity." In other words, it means that the speaker—whether he be conducting the program unaided, or is part of it, whether in a drama-sketch or a program less involved—must paint a convincing word-picture. The commentator on a pretentious radio feature, or narrator, must keep things alive and moving. A "poor" voice, a stilted or otherwise uninteresting delivery, has a negative effect upon the listener. There are times when some distinguished or prominent person with neither voice nor a compelling radio delivery must be allowed to speak into the microphone, but where this is not imperative the most satisfactory results come from the speaker who "has something" and is able, to a certain extent, to "project personality" over the air.

Morse Salisbury, Chief of Radio Service of the United States Department of Agriculture, sums matters up admirably in the following words: "Because he is courteous the radio speaker gives a greeting to his hosts. He may make it formal or informal, but he at least makes his bow to the people who have invited him into their homes. Then he tries to fix the attention of his listeners upon what he has to say. He may introduce the subject with a quip or wise-crack, or an anecdote; he may start with a reference to something that is certain to be in the foreground of the thinking of most of his listeners, and work from that into the theme of his talk.

"After he has captured the attention of his listeners, he centers it upon the ideas or the practices he wants to get across by the talk. In organizing his talk he bears in mind the prescription of the Tennessee mountain circuit-rider who advised a recruit to the ranks of the itinerant clergy that the way to make his sermons stick was to tell 'em what you're going to tell 'em; tell it to 'em; and tell 'em what you've told 'em."

Your effective speaker, bearing in mind many things to do and not to do, never loses sight of the fact that he is not talking to "the vast unseen audience," as some oratorically inclined like to phrase it. The experienced speaker knows better; he perhaps pictures himself as seated comfortably in a chair, with one listener, or two or three at most, nearby. And if the speaker fancies himself talking "with" his little group, rather than talking "to" them, he will have achieved something nearer to establishing that close relationship which is a part of the secret of holding listener-attention.

THE drama program spells difficulties from the outset. Not alone because it has a cast, which for best results should be evenly balanced and work smoothly, one individual with every other; but because of many other factors. There is the music to be brought in at just the right moments, to illustrate lapse of time or for some other purpose; the various sound effects; and, lastly, the "putting over" of the action so that the listener sees it in the words the players speak. There is only the difference, in matter of degree, between the elaborate playlet and the simplest skit which consists mainly of passive dialogue. Mystery drama, comedy drama, bucolic drama or what not, it all amounts to the same. Fortunate selection of the players; intelligent direction; and a well timed co-ordination of every element form the recipe for success in broadcasting anything touching a dramatization. Franklin Dunham expressed matters pithily when he wrote, in a paper for the last Institute gathering in Columbus, that "radio is for all people, but not at the same time."

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C. L. Menser, also in a paper he read at the latest Institute meeting in Columbus, states: "You may throw out all your scenes and dispense with the orchestra and the stage properties; you may even dispense with the play itself as a written document and still have intensive drama if you have good actors." This authority agrees with others that the drama best suited to radio is the type that calls for a small cast, thus making it easy to handle, and that has no stage business that is not definitely planted in the lines. Where a lone character moves from one part of the stage to another without speaking, that scene cannot be conveyed to the listener save through a narrator.

Preparing for any of the foregoing programs is of course a clear enough affair to the experienced. The procedure differs only when it becomes a matter of individual preference. Whether it be a fifteen-minute talk, a news-event period, one of those comic-strip affairs, or a bit of entertainment for children, the main object is to put on "a show." Even the more successful educational program-makers advocate that. When it comes to a vaudeville or kindred type of show for radio, with a Broadway personality, the task becomes more complicated. Save in very rare instances, everything is done from manuscript. That is to say, the lines are read from typed scripts. The extemporaneous speakers are few and far between. Broadcast station managements nearly always insist on having a copy of what is to be said submitted before it is passed on to the listener.

The broadcasts of sports or other news events are on both sustaining and sponsored hours. The travelogue, the beauty and household and health talks are only a few of the many other subjects that lend themselves to radio effectiveness. Politics, the sciences, civics, art, and pretty much everything else under the sun is being broadcast these days. More time and thought, too, are being expended on rehearsals and actual presentation.

Dramatizations such as "The March of Time" keep everyone from production director to the least important member of the cast at high nervous tension. The situation is analagous to a performance in the theatre or opera house, or to a metropolitan newspaper getting its most important edition to press. For radio is, after all, a combination of them all. Its technique very often calls for the very same kind of news and editorial judgment which is imperative in the Fourth Estate. Some persons even go so far as to predict that radio must ultimately be tightly joined with the press.

Now that the "informative" program is gaining wider acceptance and support, renewed endeavors are being focused upon whatever can be brought advantageously into radio's realm. Exploring constantly, radio seeks the new and unusual as well as that which trial has proved it should use.

EVERY broadcasting station, under the operating method which prevails in the United States, has a certain amount of "time on the air" which is available at whatever rates that station's management sees fit to establish. It is the revenue from the disposal of such "air time" which keeps that station going; which makes it possible for the presentation of so much that is desirable in the way of recreational and educational programs, for which the listening public pays nothing. Great symphony orchestras led by illustrious conductors, performances of the New York Metropolitan Opera Company in which internationally-famous singers participate, and messages from world rulers and leaders in every field of human activity are placed at the disposal of all who have receiving-sets—at the expense of the larger broadcasting organizations, through what is known as the "sustaining feature."

How much is connoted in that phrase, "sustaining feature?" It may be, as happened in 1932, addresses by the President of the United States; an impressive message from His Holiness Pope Pius XI. Or talks by Guglielmo Marconi, the Prince of Wales, President Hindenburg of Germany, the late President Coolidge, King Albert of Belgium, a description by William Beebe of what he saw more than two thousand feet down in the sea and Professor Auguste Piccard's thrilling account of his experiences in his record-making balloon ascension of ten miles into the stratosphere.

Not all of the 610 radio stations which were reported by the Federal Radio Commission as operating on January 1, 1933, had all the choice sustaining programs of 1932. Very few of the truly "big" events, however, failed to make connections with the majority of those who cared to make use of the 17,000,000 receiving-sets. The ultra-short-wave brought from Geneva reports of the doings of the Disarmament Conference there, and addresses by many eminent statesmen. And when an entire nation was

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plunged into heart-tugging sympathy with Colonel Lindbergh and Mrs. Lindbergh over the kidnaping of their baby, it was the sustaining hours that kept the people informed of everything it was felt they should know—in a manner which the slower speed and less advantageous resources of the daily newspapers could not supply.

When a great musician and a symphony orchestra devote the effort and time to reach millions of school children, in the manner of Walter Damrosch, it means that somebody has to assume that expense. And also the expense of the preparatory printed programs which go to the thousands of schools. That feature was a sustaining feature. So was the American School of the Air. So was the feature broadcast from Ann Arbor which enabled Joseph E. Maddy to achieve astonishing results in teaching absolute beginners the fundamentals in learning to play various music instruments.

Impressive enough to make the least radio-minded persons applaud is the 1932 sustaining-program record of the two largest network organizations. It is regretted that the records of all radio stations which made noteworthy contributions is not available for presentation in these pages. What is available, however, is enough to show the scope and the extent of much of the best sustaining features by the above mentioned broadcasting companies, and it is presented in the section immediately following.



Programs--continued

OUTSTANDING SUSTAINING FEATURES

It is the aim to give in this section only a brief summary of the principal sustaining network features on regular schedules. Supplementary data covering special broadcasts and fuller details of subjects and speakers on the following 1932 programs will be found in the Appendix.

COLUMBIA BROADCASTING SYSTEM

MUSIC

New York Philharmonic-Symphony Orchestra: 30 broadcasts of regular concerts in the Sunday afternoon series, from Carnegie Hall and the Metropolitan Opera House, with program comment by Olin Downes.

Philadelphia Orchestra: Under the direction of Leopold Stokowski. 7 broadcasts of Friday afternoon subscription concerts, 2:30—4 p.m., E.S.T., from Philadelphia.

New York Philharmonic-Symphony Children's Concerts: Under the direction of Ernest Schelling. Twelve broadcasts of the Saturday morning Children's Concerts, from Carnegie Hall.

Stadium Concerts: 16 broadcasts of the New York Philharmonic-Symphony Society summer series of open-air concerts, from Lewisohn Stadium, New York.

Curtis Symphony Orchestra: 21 three-quarter hour broadcasts of the Curtis Institute of Music Symphony Orchestra, Philadelphia, with artist-student soloists, on Tuesdays at 4:15 p.m., E.S.T.

Howard Barlow and the Columbia Symphony Orchestra: 223 broadcasts (total of 111½ hours) of half-hour and quarter-hour programs of symphonic music.

Ernest Hutcheson: Piano soloist with Howard Barlow's Concert Orchestra on Sunday evenings. 36 half-hour broadcasts.

Sylvia Sapira: Pianist, in the complete series of Bach's "The Well-tempered Clavichord," on Monday afternoons at 2:15 p.m., E.S.T.

American School of the Air Music Programs: Music programs and stories for primary grades, every other Thursday at 2:30 p.m., E.S.T. Under the supervision of Dorothy Gordon, interpreter of child songs. 11 broadcasts in the 1932-33 series (Oct. 27-Apr. 6).

Around the World in Music: programs for intermediate grades, every other Thursday at 2:30 p.m., E.S.T. (alternating with above programs). Under the supervision of Dorothy Gordon. 11 broadcasts in the 1932-33 series (Nov. 3—Apr. 13).

Cathedral Hour: Cathedral Choir and soloists, direction Channon Collinge. Weekly broadcasts of one hour each throughout 1932, on Sunday afternoons.

Salt Lake City Tabernacle Choir and Organ: Half-hour programs on Sundays at noon, E.S.T.

Band music: Army Band (82 broadcasts), Navy Band (102 broadcasts) and Marine Band (33 broadcasts).

Minneapolis Symphony Orchestra: Occasional concerts, under the direction of Eugene Ormandy, broadcast from Minneapolis.

Women's College Glee Clubs: Series of 7 quarter-hour broadcasts, Feb. 1-Mar. 21, presenting the glee clubs of 7 women's colleges: Wellesley, Barnard, Radcliffe, Vassar, Mount Holyoke, Bryn Mawr, Smith.

DRAMA

Columbia Dramatic Laboratory: 7 half-hour broadcasts of dramatic presentations.

American School of the Air: History dramas; geography dramas; literature dramas. See American School of the Air detailed listing under HUMANITIES, below.

Arabesque: Drama with music. Half-hour programs weekly.

HUMANITIES

America's Grub Street Speaks: Literary personalities interviewed or introduced by Thomas L. Stix. Series of 6 broadcasts, Nov. 13—Dec. 18, at 6 p.m., E.S.T.

American Museum of Natural History: Series of 21 quarter-hour broadcasts by members of the Museum staff, beginning Oct. 27. Every Thursday at 2:15 p.m.

American School of the Air: Series of 111 educational broadcasts, 1932-33 series Mondays to Fridays inclusive, Oct. 24-Apr. 13. General staff: Don Clark, continuity editor; Edwin Morse, dramatic director; Channon Collinge, music director; Julius Mattfeld, director Library Division; Emery Deutsch and Vincent Sorey, orchestra directors. Programs arranged in the following classifications:

History dramas (Mon.)—For upper grades and high schools. Grouped in three periods: The Ancient World, the Medieval World, and the Modern Nations. Scripts by Geoffrey Household.

Geography dramas (Tues.)—For intermediate and upper grades. Presenting in dramatic form information about the peoples, products, climates and customs of the various countries. Scripts by John C. Maish. Incidental music, characteristic of the countries, and for the major countries a full program of music presented by the Columbia Symphony Orchestra.

Literature dramas (Wed.)—For intermediate and upper grades and high schools (alternating). Jan Schimek, literary research director.

Music programs (Thurs.)—Two series. See listing above under music.

Stories for primary grades (Thurs.)—Helen Albert, narrator.

Stories of Youth and Power (Thurs.)—Conducted by Hughes Mearns, chairman of the Department of Creative Education, New York University.

Elementary Science broadcasts (Fri.)—For intermediate grades. Scripts by Gaylord Johnson.

Current Events (Fri.)—For upper grades and high schools. "History in the Making," Dr. Charles Fleischer interpreting the news of the day.

Poet's Gold: Poetic readings by David Ross with musical background by Emery Deutsch's Orchestra. 21 quarter-hour broadcasts.

RELIGIOUS ACTIVITIES

Church of the Air: Two series of half-hour broadcasts, weekly throughout 1932, except during June, July and August.

Protestant Series, 10-10:30 a.m., E.S.T.—Speakers, in the order of appearance: Dr. Allan K. Chalmers (Congregational), New York; Rev. Donald Grey Barnhouse (Presbyterian), Philadelphia; Rt. Rev. George Craig Stewart, Bishop of Chicago (Episcopal); Dr. Frederick Brown Harris (Methodist), Pittsburgh; Rev. Charles Gilky (Baptist), Chicago; Dr. Jay T. Stocking (Congregational), St. Louis; Rev. Gerhard E. Lenski (Lutheran), Washington, D. C.; Dr. S. N. Hutchinson (Presbyterian), Pittsburgh; Rt. Rev. William Scarlett (Episcopal), Bishop of St. Louis; Rev. Ralph W. Sockman (Methodist), New York; Dr. Frederic E. Taylor (Baptist), Indianapolis; Rev. Allen A. Stockdale (Congregational), New York; Dr. R. E. Tullosa (Lutheran), Springfield, Ohio; Rev. William H. Boddy (Presbyterian), Chicago; Rev. Charles R. Graves (Unitarian Congregational), Hartford; Dr. Frank Kingdon (Methodist), East Orange, N. J.; Dr. J. H. Franklin (Baptist), New York; Rev. Edward C. Cross (Congregational), Richmond Hill, N. Y.; Dr. O. C. Kreinheder (Lutheran), Valparaiso, Ind.; Rt. Rev. Warren L. Rogers (Episcopal), Cleveland; Dr. T. Guthrie Speers (Presbyterian), Baltimore; Dr. Bernard C. Clausen (Baptist), Syracuse; Rt. Rev. Henry K. Sherrill (Episcopal), Bishop of Massachusetts; Rev. Wilbour E. Saunders (Baptist), Brooklyn; Dr. Frederick Brown Harris (Methodist), Washington, D. C.; Rev. William P. Merrill (Presbyterian), New York; Dr. Allan Knight Chalmers (Broadway Tabernacle Church), New York; Rev. E. P. Pfatteicher (Lutheran), Philadelphia; Rt. Rev. Herman Page (Episcopal), Bishop of Michigan; Rev. Gove G. Johnson (Baptist), Washington, D. C.; Dr. Albert E. Day (Methodist), Pittsburgh; Rev. Warren W. Pickett (Congregational), Detroit; Dr. Joseph H. Miers (Presbyterian), Washington, D. C.; Rt. Rev. Charles E. Woodcock (Episcopal), Louisville; Rev. J. A. O. Stub (Lutheran), Minneapolis; Rev. Stanley B. Hazzard (Baptist), New York; Rev. Russell H. Stafford (Congregational), Boston; Most Rev. James de Wolf Perry (Episcopal), Bishop of Rhode Island, Providence.

Catholic and Jewish Series, speakers on alternating Sundays, 2:30-3 p.m., E.S.T.

Catholic speakers: Rev. Joseph A. Daly, New York; Rev. Coleman

Nevils, Washington, D. C.; Rev. John J. McCreary, New York; Rt. Rev. Msgr. John P. Chidwick, New Rochelle; Bishop John F. Noll, Ft. Wayne, Ind.; Most Rev. Samuel A. Stritch, Archbishop of Milwaukee; Rev. Father Wm. J. Lallou, Overbrook, Pa.; Most Rev. John Gregory Murray, Archbishop of St. Paul; Rev. Father Wm. A. Kane, Youngstown, Ohio; The Rt. Rev. Msgr. Michael J. Splaine, Brookline; Right Rev. Msgr. James H. Ryan, Washington, D. C.; Most Rev. E. F. Gibbons, Bishop of Albany; Rev. Charles A. Hart, Washington, D. C.; William Cardinal O'Connell, Boston; Archbishop John J. Glennon, St. Louis; Archbishop Mitty, Washington, D. C.; Rev. Eugene Callahan, New York; Most Rev. William Turner, Bishop of Buffalo.

Jewish speakers: Rabbi Nathan Stern, New York; Dr. Daniel de Sola Pool, New York; Rabbi Louis L. Mann, Chicago; Rabbi Julius Gordon, St. Louis; Rabbi Leo Franklin, Detroit; Rabbi Louis Wolsey, Philadelphia; Rabbi William Rosenau, Baltimore; Dr. Morris S. Lazon, Baltimore; Dr. Jonah B. Wise, New York; Dr. Louis J. Newman, New York; Dr. William H. Fineshriber, Philadelphia; Dr. Solomon B. Freehof, Chicago.

Miscellaneous speakers: (Mormon) Dr. Heber C. Grant, Salt Lake City; Roscoe A. Grover, Brooklyn; (Christian Science) Mr. Orwell Bradley Towne, New York; Mr. Adair Hickman, New York; (Reform) Dr. Charles A. Schaeffer, Philadelphia; (Disciples of Christ) Dr. Finnis Idleman, New York.

Morning Devotions: Daily 15-minute period conducted by the Evangelistic Committee of New York.

Special Lenten Services: 5 quarter-hour broadcasts, 12:45-1 p.m., Feb. 25-Mar. 24. Speakers: Rt. Rev. William T. Manning; Rev. Frederic S. Fleming; Rev. H. Percy Silver; Rt. Rev. Charles K. Gilbert; Rev. L. Ernest Sunderland; special music.

SOCIAL SCIENCE

National Advisory Council on Radio in Education: Two series of 10 broadcasts each on "Labor and the Nation," given with the co-operation of the American Federation of Labor and the Workers Education Bureau of America. Presented on successive Sundays, 1-1:30 p.m., May 1-July 3 and Sept 4-Nov. 6, with officers and representatives of various labor associations and trade unions as speakers.

A series of 8 broadcasts on "Vocational Guidance," given in co-operation with the National Vocational Guidance Association on Sundays, 7-7:30 p.m., Feb. 18-Apr. 24. Lectures and dramatizations.

For details of speakers and subjects of all three series, see Appendix.

Public Affairs Institute: Discussions of national and international affairs by prominent public leaders. Half-hour broadcasts every Saturday evening. For complete list of subjects and speakers, see Appendix.

National Student Federation: Series of 16 half-hour broadcasts, Jan. 4-June 9, and 11 quarter-hour broadcasts Oct. 3-Dec. 12, covering discussions of current political, economic and moral problems by leading authorities. For complete list of subjects and speakers, see Appendix.

Science Service: Weekly series of broadcasts covering various fields of scientific investigation, on Friday afternoons throughout the year. For complete list of subjects and speakers, see Appendix.

Public Affairs: Current affairs—government, industry, finance, unemployment relief, etc. For complete details of dates, subjects and speakers, see Appendix.

The World's Business: Weekly 15-minute talks by Dr. Julius Klein, Assistant Director, Department of Commerce, Washington, D. C.

The Political Situation in Washington Tonight: Weekly 15-minute talks by Frederic William Wile, political analyst.

Kaltenborn Edits the News: Weekly talks on current events by H. V. Kaltenborn.

Behind the News: News reported by Edwin C. Hill.

New York Academy of Medicine: 30 quarter-hour programs presenting prominent doctors and surgeons in talks on health, the care of the body, and dangerous diseases.

New York Medical Society: 18 quarter-hour broadcasts on the subject of health and the care of the body.

National Tuberculosis Association: 6 quarter-hour broadcasts.

Medical Information Series: Talks by leading doctors on health and disease presented under the auspices of the Medical Information Bureau.

Wingate Memorial Lectures: Weekly quarter-hour broadcasts, Jan. 9-Apr. 30, on athletics, under the auspices of the Public Schools Athletic League.

Miscellaneous educational broadcasts: Also presented more or less regularly, though in no scheduled series, have been: Programs by the National Education Association, National Council of Women, National Association of Business and Professional Women's Clubs, The Y. M. C. A., Boy Scouts, American Red Cross, Poetry Week Fellowship, Annual Convention of Religious and Educational Associations, Sir Wilfred Grenfell's Labrador Mission, programs on Business Administration, City Management, the Prevention of Narcotic Addiction, and others of a sociological nature.

NATIONAL BROADCASTING COMPANY

MUSIC

The NBC Music Appreciation Hour: Conducted by Walter Damrosch. A series of weekly symphonic concerts, with explanatory comment, for the schools and colleges and music clubs.

Metropolitan Opera Company: Broadcasts of opera from the stage of the Metropolitan Opera House, with explanatory comment by Milton J. Cross.

National Grand Opera: Presentations of grand operas in condensed versions, by the NBC artists and concert orchestra under the direction of Cesare Sodero.

National Light Opera: Presentations of the more famous light operas in condensed versions, by NBC artists and concert orchestra, under the direction of Cesare Sodero.

Other Opera Broadcasts: Chicago Civic Opera (1931-32 season); San Francisco Opera; rebroadcasts of several European productions.

NBC Symphonic Hour: Conducted on Sunday afternoons by Walter Damrosch, during the Spring season.

Symphony for the Masses: Sunday afternoon series under the direction of Erno Rapee.

National High School Orchestra: Broadcasts under the direction of Dr. Joseph Maddy, on Sunday evenings during July and August from the National High School Orchestra and Band Camp at Interlochen, Mich.

Other Symphonic Music: Regular series of broadcasts by the Cleveland Orchestra; Rochester Philharmonic; Rochester Civic Orchestra; Eastman School Symphony; Boston Symphony Orchestra ("Pop" Concerts under Arthur Fiedler and regular series under Serge Koussevitzky which was inaugurated only the last day of 1932); San Francisco Symphony; New York Orchestra; Chautauqua Symphony.

Chamber Music: Library of Congress Musicales; Eastman School Chamber Concerts; Gordon String Quartet series; Musical Art String Quartet series; weekly sonata recitals by Messrs. Stopak and Honti; Rice String Quartet weekly programs; sonata recitals by Arcadie Birkenholz and Mathilde Harding; La Salle String Quartet in "The Melody Hour"; sonata recitals by Charles Gilbert Spross and Edward Rice; and chamber music compositions featured in the three series of programs: "Morning Musicale," "Little Musicale," and "On Wings of Song."

Westminster Choir: Directed by John Finley Williamson, bringing to light the renaissance of choral

music which has come about in our country since the World War.

Other Choral Music: Chicago A Cappella Choir, under the direction of Noble Cain in weekly programs; Salon Singers; Morning Glee Club.

Our American Music: Conducted by John Tasker Howard, author and music critic, taking the development of American music through the various periods of history.

Music Treasure Box: Weekly series illustrative of and commenting on the best recorded music. Conducted by Pierre Key, with guest celebrities.

DRAMA

The Radio Guild: Under the direction of Vernon Radcliffe. A series of plays selected from high school and college reading lists, presented weekly by the NBC Radio Guild.

HUMANITIES

The Magic of Speech: Conducted by Vida Ravenscroft Sutton. A program of instruction to promote good diction.

Spotlights in Drama and Literature: Conducted by Montrose Moses, literary critic. Discussions of current plays and books with interesting personalities as guest speakers.

Books, Authors and Characters: Thomas L. Stix interviewing current authors and playwrights.

Art Appreciation: Arranged by Francis Healey, director of the Midtown Galleries. This series of talks by leading authorities to stimulate interest in art.

RELIGIOUS ACTIVITIES

PROTESTANT

The Hour of Worship: Dr. S. Parkes Cadman officiating. Series of Sunday afternoon half-hour programs to Apr. 30.

National Youth Conference: Under the direction of Dr. Daniel A. Poling. Half-hour programs on Sunday afternoons to Apr. 30.

National Vespers: Dr. Harry Emerson Fosdick officiating. Half-hour programs, Sundays at 5 p.m., to Apr. 30.

National Sunday Forum: Half-hour programs on Sunday afternoons. Dr. Ralph W. Sockman officiating, May 1-July 31; Dr. Frederick H. Knobel and Dr. Paul Scherer officiating, Aug. 1-Oct. 31.

Friendly Hour: Dr. J. Stanley Durkee officiating. Half-hour programs on Sunday afternoons, May 1-July 31.

Sabbath Reveries: Dr. Charles L. Goodell officiating. Half-hour pro-

grams on Sunday afternoons, May 1-July 31.

High Lights of the Bible: Dr. Frederick K. Stamm officiating. Half-hour programs on Sunday afternoons, Aug. 1-Oct. 31.

The World of Religion: Dr. Stanley High officiating. Half-hour programs on Sunday afternoons, Aug. 1-Oct. 31.

Morning Devotions: Early morning feature, daily except Sunday throughout the year.

Midweek Hymn Sing: Every Tuesday evening, throughout the year.

Old Songs of the Church: Every Thursday evening throughout the year.

CATHOLIC

The Catholic Hour: Half-hour weekly, on Sunday evenings. A 15-minute address by a member of the Catholic clergy; a question and answer period in charge of Rev. Dr. Joseph A. Daly, New York, and Rev. Michael J. Larkin, New Rochelle, N. Y.; music under the direction of Rev. William J. Finn, director of the Paulist Choristers. Speakers, with the number of addresses given by each: Rev. Fulton J. Sheen, Washington, D. C. (13); Very Rev. Ignatius Smith, Washington, D. C. (6); Rev. Edward Lodge Curran, Brooklyn (9); His Eminence William Cardinal O'Connell, Archbishop of Boston (1); Rev. Edgar Schmiedeler, Washington, D. C. (2); Rev. Joseph A. Daly, New York (4); Rev. Jones I. Corrigan, Boston (9); Rev. James M. Gillis, New York (8).

SOCIAL SCIENCE

National Advisory Council on Radio in Education: A series of thirty lectures on "Aspects of the Present Depression" and thirty lectures on "Psychology Today," given by outstanding economists and educators. For details of subjects and speakers, see Appendix.

The Economic World Today: A series of weekly lectures prepared under the auspices of the Brookings Institute, and in co-operation with the National Advisory Council on Radio in Education. War debts, unemployment relief, taxation, the gold standard, agricultural relief, over-production, and tariff policy are among the subjects covered by the economics program.

For details of subjects and speakers, see Appendix.

America at Work: A series of weekly programs designed to present a cross-section of American industry and acquaint the country at large with business activity throughout the nation. For details of subjects and speakers, see Appendix.

You and Your Government: A series of lectures presented by the Com-

- mittee on Civic Education by Radio, of the National Advisory Council on Radio in Education, and the American Political Science Association in co-operation with the National League of Women Voters. The speakers, outstanding political economists, set forth the theory and practice of government irrespective of party, argument, or political creed, aiming to stimulate the average citizen to a personal interest in the operation of his government, by emphasizing the significance of his participation in civic affairs. For details of subjects and speakers, see Appendix.
- International Radio Forum:* Arranged by committees of prominent personalities under the chairmanship of Ira Nelson Morris. A regular exchange of talks, non-political and non-commercial, between countries to bring a wider knowledge of America to Europe and Europe to America, and to "stimulate intelligent public thinking, on a wide range of subjects in both continents." For details of subjects and speakers, see Appendix.
- National Radio Forum:* A series of weekly programs originated by Oliver Owen Kuhn, Editor of the Washington Star, to present discussions of current national and international critical problems by various prominent Democratic and Republican leaders in national affairs. For details of subjects and speakers, see Appendix.
- Our American Schools:* Under the supervision of Miss Florence Hale. A series of weekly programs dealing with the problems confronting schools and universities from the point of view of the educator and the student. These talks better acquaint the public with what the school system is trying to accomplish, and how parents can assist. For details of subjects and speakers, see Appendix.
- National Farm and Home Hour:* Under the auspices of the U. S. Department of Agriculture and the NBC. A daily program to present to the farmer and the general public problems of national and international agricultural economics. It consists of twenty minutes of talks and discussions of specific farm problems and home economics; a five minute digest of current news; five minutes of market reports; and thirty minutes of music.
- Farm Forum:* A second farm program started to allow The Board of Trade, and similar organizations, whose ideas are in variance with Farm and Home Hour co-operators, to carry their cases to the public.
- Our Government:* Conducted by David Lawrence, Editor of the United States Daily. A weekly report of government activities.
- Back of the News in Washington:* Conducted by William Hard, political observer and correspondent. Weekly digest of the political news in Washington.
- World Today:* A weekly review by James G. McDonald of world events, stressing their influence on the world at large. See Appendix
- Back of the News of the World:* William Hard in a daily resume of the events taking place at the Disarmament Conference at Geneva, Switzerland.
- Current Events:* News of the day of special interest to women, interpreted by Anne Hard, Washington, D. C. Daily morning programs.
- American Taxpayer's League:* Under the auspices of the American Taxpayer's League. A series of talks on all angles of taxation, intended to clarify the basis of taxation to the layman, and arouse interest in the public mind so that the average person will become tax conscious. For details of subjects and speakers, see Appendix.
- Voter's Service:* Under the auspices of the National League of Women Voters. Outstanding authorities on national affairs presenting information and guidance for the voter. For details of subjects and speakers, see Appendix.
- Laws That Safeguard Society:* Conducted by Dean Gleason L. Archer. An extremely human and non-technical presentation of laws that protect the home and safeguard the individual.
- Our Vanishing Freedom:* Conducted by Merle Thorpe, Editor of "The Nation's Business." A weekly digest of current business affairs.
- National Economy League:* Semi-weekly talks under the auspices of the National Economy League, explaining reduction of public expenditures by scientific efficiency measures.
- National Trade Revival Campaign:* A series sponsored by The American Legion. For details of subjects and speakers, see Appendix.
- Woman's Radio Review:* Half-hour program of music and a brief talk by a guest speaker, presented by Claudine Macdonald, director. Guest speakers represent educators, novelists, composers, social workers, home economics authorities, etc., who are leaders in a variety of fields here and abroad.
- The Real George Washington:* A daily series of brief, intimate pictures of George Washington, by Charles Colfax Long, authority on Washington.
- Control of Crime:* A series of talks by outstanding lawyers and criminal authorities on the methods, deficiencies, improvements, and problems of the control of crime in this country under the auspices of the Criminal Law Section of the American Bar Association.
- Your Child:* Under the auspices of the Children's Bureau, Department of Labor. A series of talks by Dr. Katherine Lenroot on child care and training from scientific, psychological, and human angles. See Appendix for list of subjects covered.
- Health Talks:* Under the auspices of the New York Tuberculosis and Health Association. Weekly talks on various phases of disease by leading physicians and surgeons.
- Foreign Policy Association Luncheons:* Addresses delivered at the semi-monthly luncheons of the Foreign Policy Association. The speakers are distinguished political economists on subjects of international interest.

Programs--continued

COMMERCIAL BROADCASTS

THE "commercial" or "sponsored" program holds an all-important place in radio. Since the hours from 6 p. m. to midnight command the greatest number of listeners, it is this period which finds chief favor among those who purchase time on the air to promote or to sell whatever it is desired to promote or sell. Certain morning hours fit into the program-plans of some advertisers; more so, up to now, than do afternoon hours. But the evening hours from 6 o'clock to 10, or even 10:30 and 11, are the hours when most persons are radio-conscious.

Investigations, surveys, and the like have prompted many of those responsible for those surveys to point out specific days of the week as holding some advantage over other days of the week. And the time-length of a program (often without taking into consideration its character) also is a subject on which those concerned in and connected with radio broadcasting continually disagree. But above and beyond these widely discussed matters stand the two most discussed of all, viz.: what the program shall be, and who the most desirable persons are to appear on it. They take precedence even over whether the broadcasts are to be "personal," over a single station or network, or through the steadily growing medium of electrical transcription, wherein disc-recordings are made for mechanical broadcast purposes from whatever station or stations it is the intention to use.

Since radio-broadcasting embodies in marked degree the element of entertainment, it can readily be seen how much latitude can exist for differences of opinion. Inasmuch as making "programs" and selecting "talent" are far removed from being exact sciences, it is only natural to find those differences of opinion based chiefly on personal taste. Even among the most experienced and successful makers of radio programs these differences of opinion prevail. It is therefore obvious that superiority in radio program-making, preparing it for, and presenting it on, the air finally resolves itself into individual ability.

Precisely what the newest trend in commercial programs is to be—if one does come—would appear to be a guessing matter, along with queries touching what Fate may have in store for those types of programs outstandingly popular at the beginning of 1933. Because of all this it may be pertinent to set down the various ways in which commercial programs come into being, and the essentials that are enlisting the consideration of the more discerning.

Generally, though not always, the decision of an advertiser to go on the air is made before the matter of a program plan is thought of. It is also true however, that a program-idea may be the motivating element.

Where the decision is reached to use radio, there usually follows—though not invariably in the order set forth—a procedure more or less after the following.

1. What seems needed in the way of a radio campaign to accomplish what is sought: (a) Whether to promote sales, (b) or to make the campaign institutional—or both.

2. Whether or not it is to be a campaign to supplement black and white advertising; whether designed to increase sales in all territories, or particular territories where sales are below quotas; whether it is to prepare for selling a product not yet offered in a territory or territories.

3. When the radio advertising campaigning is needed, and the number of weeks it seems best to run usually comes next.

4. Then an advertiser may consider whether circumstances appear to demand one program of medium length a week, or two such programs; or a briefer program three or more times each week. He may even consider using simultaneously the two kinds (as has been done).

Decision on the above points usually prompts those immediately concerned to take the next steps, very much in this wise:

A. To select the program-plan. If it be a very large campaign, it may call for as much as a quarter-hour program six days a week, with a half-hour, or even a full-hour, figuring as a separate feature. Generally, the program-plan carries with it consideration of the chief participant or participating-unit, though not always. Sometimes the "talent" is figured right down to the last performer.

B. To determine whether it be a personal broadcast over a single station or network, or an electrical transcription "spot" broadcast campaign, sometimes follows, and sometimes precedes, choosing a program and talent. Thereafter comes the selection of stations.

Since there is no cut-and-dried way of going on the air, the various methods employed are many. Take the program-idea itself, which so often starts matters going. It may be created in the mind of the advertiser or within his organization, or within the organization of the client's advertising agency. An acceptable program-idea also may be brought direct to the advertiser by an outsider, where it is not offered first to his agency. Finally, a program-idea can come from a radio station or network, or from a radio-servicing organization, or an individual radio counsel.

THEN there is the matter of the audition, for which much time and money is expended in the course of every year. If "seeing is believing" then assuredly can the advertiser acquire a more definite understanding of what a program will sound like if he has an opportunity to hear it. He may even be keen for the program-idea, yet feel that changes in the personnel of those appearing on the program audition can give him just what he seeks. Since it requires a thorough understanding of entertainment values to enable one to "mentally hear" what is explained by word of mouth, or on paper, the audition serves a helpful purpose. The exceptions are those wherein some distinguished artist or organization figures; or some "star" in the popular entertainment field; or it is planned to present a condensed version of some successful play. There may also be other exceptions where no audition is called for—all depending on the subject material, who is to participate in it, and who will direct it.

This last brings up a highly important factor, which can easily add to or detract from the effectiveness of the broadcasts. It is the preparation each program receives. Able and conscientious makers and producers of radio programs stress the importance of thorough preparation. And not in its rehearsing alone, imperative though that is if the broadcast is to be smooth, well knit, and is to offer the best possible presentation to the listeners. The care given to preparing everything that should go into the actual performance, and its detailed completeness, are held by competent judges to be leading factors in the results from the broadcast.

There are two ways of putting on radio programs. The first is the hurried, last-minute, "that'll be all right" method which leaves so much to chance. Hastily written scripts, too-brief rehearsals, and then trusting to the experience and skill of the talent which interprets the program, are held to be sources of danger. There are instances of hastily made radio broadcasts, with ad-libbing freely used, which have hit the bull's-eye, but careful producers avoid them. Since the sponsored broadcast is one for deliberate and fully calculated procedure, the more experienced radio advertisers are showing a growing dislike for anything that smacks of the superficial. Taking infinite pains and all the time necessary are slogans they and those in charge of their radio broadcasting are more and more coming to insist upon. For, as certain of the more conservative program-makers and producers have pointed out, the very nature of radio tends to encourage speed, spontaneity, and much else of an allied character. When planned, and if they belong, their use is fitting; but to utilize them on the spur of the moment is looked upon as only for the large news event, such as an inauguration, foot-ball game or other kindred affair.

In the section immediately following will be found an extensive array of commercial programs broadcast on networks during 1932. They are given in detail with respect to entertainment idea, talent and all else that is essential to the broadcast.

Advertisers on the Air

IN the following section, CBS and NBC (RED and BLUE) National Network* Advertisers have been assembled on one chart. Inasmuch as both networks have been utilized, often simultaneously, during the year by many leading sponsors, the Editor has felt that a better idea of the scope of national radio advertising may thus be gained.

Separate reports on the DON LEE NETWORK, the NBC BASIC PACIFIC NETWORK, and the YANKEE NETWORK follow the CBS and NBC section. DIXIE NETWORK advertisers are included in the records for CBS of which the Dixie Network is a unit.

Reports were received as follows from other networks:

IOWA BROADCASTING NETWORK—Due to the fact that this tri-station hookup was organized only November 5, 1932, no network commercials were handled prior to January, 1933.

NEW ENGLAND NETWORK—No report available for 1932, due to the fact that the network had been in existence only a short time.

SOUTHWEST BROADCASTING COMPANY—No network programs carried during 1932.

Key to Abbreviations Used in Chart

Network

CBS—Columbia Broadcasting System

NBC—National Broadcasting Company

Split network—Indicates that two different programs originate simultaneously on the basic network and are sent through separate channels to different sections.

Time

H—hour; HH—half-hour; QH—quarter-hour.

When no final date is given, following the last *time* notation, it may be assumed that the program was still on the air at the date of final check-up, January, 1933.

Schedule

w—week; m—month (thus 1-w, once a week, etc.)

M—Monday; T—Tuesday; W—Wednesday; Th—Thursday; F—Friday; Sat.—Saturday; Sun.—Sunday.

Notation with reference to final date applies as outlined above under *time*.

History

When Jan. (without specific date) is used, it indicates that the program was on the air at the beginning of 1932, having carried over from the preceding year.

When no closing date is indicated, the program was still on the air at the time of final check-up, January, 1933.

Since the same stations are not invariably used for every broadcast in a series, no attempt has been made to give the hookup used by each sponsor. Station hookups available in the various chains will be found in the Network listing, under Station Information.

* Lists of local station accounts will be found in the Station Information Section.

CBS AND NBC NETWORKS

Advertiser	Product	Program and Talent
Acme White Lead and Color Works, Detroit, Mich.	Acme quality paints	"SMILING ED" McCONNELL—songs and pianologues.
Affiliated Products, Inc., Chicago (See separate listings under following divisions: Jo-Cur, Inc.; Louis Philippe, Inc.; Kiss-proof, Inc.; Edna Wallace Hopper, Inc.; Neet, Inc.)		
Alka Seltzer Co. (See Dr. Miles Laboratories)		
Allen-A Co., Kenosha, Wis.	hosiery, underwear	BEAU BACHELOR —adventure series of a Hollywood movie star, with Don Ameche, Irene Wicker, and Ruth Wenter; incidental music by orchestra, direction Peter Cavallo, Jr.
American Chain Co., Inc., Bridgeport, Conn.	Weed tire chains	WEED TIRE CHAIN PROGRAM —symphony orchestra, direction Andre Kostelanetz; mixed quartet: Adele Vasa, soprano; Barbara Maurel, contralto; Bradford Reynolds, tenor; Lon McAdams, bass.
American Cigar Co., New York City.	Cremo cigars	CREMO PRESENTS BING CROSBY —orchestra, direction Carl Fenton; David Ross, announcer.
	"	<i>(Repeated)</i>
American Kitchen Products Co., New York City.	Steero bouillon cubes	JANE GRANT'S STEERO PROGRAM —food talk, Jane Grant; songs of Russia: Zinaida Nicolina and Adia Kuznetzoff, Russian singers, with balalaika and guitar accompaniment.
American Oil Co., Baltimore, Md.	Amoco oil, gas	AMOCO PROGRAM —Arthur Pryor's Band; Jay C. Flippen, master of ceremonies; male quartet.
American Safety Razor Corp., Brooklyn, N. Y.	Ever-Ready razors	EVER-READY RADIO GAJETIES —Belle Baker; Four Eton Boys; Jack Denny's orchestra.
	"	GEM HIGHLIGHTS —Jack Denny's orchestra; Ed Sullivan: guest celebrities.

NOTE: Key stations have been used in indicating networks. WABC, key station of the CBS Network. WEAJ, key station of the NBC Red Network; WJZ, key station of the NBC Blue Network.

Network	Time	Schedule	1932 History	Agency
CBS—WABC	QH (11:30-11:45 a.-m.) Sept. 20-Nov. 3; (2-2:15 p.m.) Nov. 6-	2-w (T-Th) Sept. 20-Nov. 3; 1-w (Sun.) Nov. 6-	Sept. 20-	Henri, Hurst & McDonald, Inc., Chicago.
CBS—WABC	QH (10-10:15 p.m.)	1-w (F)	Mar. 4-May 27.	William H. Rankin Co., Inc., Chicago.
CBS—WABC	QH (10:15-10:30 p.-m.)	1-w (W)	Jan.-Feb. 3.	Reincke-Ellis Co., Chicago.
CBS—WABC	QH (7:15-7:30 p.m.)	6-w (M - T - W - Th-F-Sat.)	Jan.-Feb. 27.	Lord & Thomas and Logan, Inc., New York City.
CBS—split network	QH (11-11:15 p.m.)	"	"	"
NBC—WEAF	QH (10:15-10:30 a.-m.)	1-w (W)	Jan.-Nov. 30.	Batten, Barton, Durstine & Osborn, Inc., New York City.
CBS—split network	QH (8:30-8:45 p.m.)	1-w (Th) Sept. 22-Oct. 20; (Sat.) Oct. 29-Dec. 17.	Sept. 22-Dec. 17.	The Joseph Katz Co., Baltimore.
CBS—WABC	HH (9-9:30 p.m.)	1-w (Sun.)	Mar. 13-May 29.	Federal Advertising Agency, Inc., New York City.
"	HH (10-10:30 p.m.)	"	June 5-Sept. 11.	"

Advertiser	Product	Program and Talent
American Tobacco Co., New York City.	Lucky Strike cigarettes	LUCKY STRIKE DANCE HOUR—guest orchestras; masters of ceremony: Walter Winchell (Jan.-May 7); Louis Sobol (May 10-June 18); Walter O'Keefe (June 21-Dec. 10), with following special features: (T) police dramatizations (June 21-Oct. 11); secret service dramatizations (beginning Oct. 18); (Th) Walter Winchell, guest (June 21-Aug. 25); "Baron Munchausen" series, with Jack Pearl, comedian (beginning Sept. 8); (Sat.) Bert Lahr (June 21-July 30); Evelyn Herbert and Robert Halliday, singers, with Louis Katzman's orchestra (beginning Sept. 24).
Armour & Co., Chicago	food prod- ucts	ARMOUR PROGRAM—Roy Shields' orchestra; Edna Kellogg, soprano; the Fireside Singers, male quartet: Cyril Pitts and Thomas Muir, tenors; Herman F. Larson, baritone; Reinhold Schmidt, bass; Robert Stewart Childe, accompanist; Irving S. Cobb, guest speaker (Jan.-Apr. 22); Davey Rose and Whitey Berquist, piano duo (June 10-Sept. 23).
	"	ARMOUR PROGRAM—Eddie East and Ralph Dumke; Roy Shields' orchestra; male quartet.
Atlas Brewing Co., Chicago.	beverages	BOB BECKER'S OUTDOOR TALKS.
Babbitt, B. T., Inc., New York City.	Bab-O cleanser	BAB-O BRIGHT SPOT—Guy Lombardo's orchestra; "Little Miss Bab-O."
	"	BAB-O BRIGHT SPOT—Sidney Brown's orchestra; Irving Kaufman, baritone, "the Musical Grocer."
Ball Brothers, Muncie, Ind.	fruit jars	CANNING TIME—Mrs. Grace Viall Gray, home economics talk; male trio: Chuck Haynes, Ray Ferris, Frank Moore.
Barbasol Co., Inc. Indianapolis, Ind.	Barbasol for shav- ing	SINGIN' SAM, THE BARBASOL MAN—Harry Frankel; announcers: George Beuchler, Kenneth Roberts.
	"	THE OLD SINGING MASTER—Harry Frankel, master of ceremonies (Paul Dumont substituting July 10-31); orchestra, direction William Stickles; Helen Janke, Mary Tibbett, Helen Young, vocalists; male quartet: Willard Amison and Fred Vettel, tenors; John Quine, baritone; Emerson Williams, bass.
	"	RAY PERKINS, THE BARBASOLIST—songs and patter; music, Peter Van Steeden and His Barbasolians.
	"	CARSON ROBISON AND HIS BARBASOL BUCKAROOS—hill billy music with Robison, John and Bill Mitchell and Pearl Pickens.

Network	Time	Schedule	1932 History	Agency
NBC—WEAF	H (10-11 p.m.)	3-w (T-Th-Sat.)	Jan.-	Lord & Thomas and Logan, Inc., New York City.
NBC—WJZ	HH (9:30-10 p.m.)	1-w (F)	Jan.-Sept. 23.	N. W. Ayer & Son, Inc., Philadelphia.
"	"	"	Sept. 30-	"
CBS—split network	QH (5:45-6 p.m.)	1-w (Sun.)	Mar. 6-May 29.	Critchfield & Co., Chicago.
CBS—WABC	QH (7:30-7:45 p.m.)	1-w (Sat.)	Feb. 6-Apr. 30.	Peck Advertising Agency, Inc., New York City.
"	QH (11-11:15 a.m.) May 20-27; (10:45-11 a.m.) June 3-Aug. 12.	1-w (F)	May 20-Aug. 12.	"
NBC—WJZ	QH (3-3:15 p.m.)	2-w (T-Th)	June 20-Aug. 25.	Applegate Advertising Agency, Muncie.
CBS—WABC	QH (8:15-8:30 p.m.)	3-w (M-W-F)	Jan.-	Erwin, Wasey & Co., Inc., New York City.
NBC—WJZ	HH (10:15-10:45 p.m.)	1-w (Sun.)	Jan.-Dec. 18.	"
NBC—WEAF	QH (7:30-7:45 p.m.)	2-w (T-Th)	May 31-Nov. 24.	"
"	QH (7:30-7:45 p.m.)	"	Nov. 29-	"

Advertiser	Product	Program and Talent
Barnsdall Refineries, Inc., Tulsa, Okla.	gasoline. oil	BARNSDALL MUSICAL MEMORIES—orchestra; Be Square Melodymasters.
Bayer Co., New York City.	Bayer's aspirin	AMERICAN ALBUM OF FAMILIAR MUSIC—orchestra, direction Gustave Haenschen; Frank Munn, tenor; Phil Ohman and Victor Arden, piano duo (to Oct. 16); Mary McCoy, soprano (to May 22); Veronica Wiggins, contralto; male quartet.
Bayuk Cigars, Inc., Philadelphia.	Bayuk cigars	BAYUK STAG PARTY—male quartet: Harrison Knox, Paul Parks, Harold Woodward, James Stanley, Robert Armbruster, accompanist; Ivan Rudisill's orchestra.
Beiersdorf, P., & Co., Inc., New York City.	Nivea cream	EVERYDAY BEAUTY—Eileen Douglass, talk; baritone soloist.
	“	EILEEN AND BILL—dramatic sketch with Eileen Douglass and Robert Griffin.
Best Foods, Inc., New York City.	Nucoa-butter substitute	ROUND THE WORLD COOKING SCHOOL—talks, Ida Bailey Allen, and Franz, international chef.
	Hellmann's and Best Foods mayonnaise	BILLY JONES AND ERNIE HARE—songs and patter.
	“	<i>(Repeated)</i>
	“	BILLY JONES AND ERNIE HARE—songs and patter; Annette Hanshaw, contralto.
	“	<i>(Repeated)</i>
Bi-so-dol Co., The, New Haven, Conn.	Bi-so-dol	THE WANDERING BOY—David Percy, singer.
Blue Moon Cheese Products, Inc., Minneapolis, Minn.	cheese products	BLUE MOONLIGHT—Blue Moon Trio: Royal Halle, tenor; Charles Premack, baritone; Artells Dickson, baritone; talks, Ida Bailey Allen, dietitian.
	“	THE BLUE MOON CUCKOOS—burlesque skit, direction Raymond Knight.

Network	Time	Schedule	1932 History	Agency
CBS—split network	HH (6:30-7 p.m.)	1-w (Sun.)	Jan.-Apr. 17.	Ehlinger & Higgs, Inc., Tulsa, Okla.
NBC—WEAF	HH (9:15-9:45 p.m.) Jan.-Dec. 18; (9:30-10 p.m.) Dec. 25-	1-w (Sun.)	Jan.-	Blackett-Sample-Hummert, Inc., Chicago.
NBC—WJZ	HH (9:15-9:45 p.m.)	1-w (Sun.)	Jan.-June 26.	N. W. Ayer & Son, Inc., Philadelphia.
NBC—WJZ	QH (10-10:15 a.m.)	2-w (M-F)	Jan.-Oct. 28.	Federal Advertising Agency, Inc., New York City.
NBC—WEAF	QH (12:15-12:30 p.m.)	1-w (M)	May 23-Aug. 19.	"
CBS—WABC	QH (11:30-11:45 a.m.)	2-w (W-F) Mar. 16-July 8; 1-w (F) July 15-	Mar. 16-	Benton & Bowles, New York City.
NBC—WJZ	QH (7:45-8 p.m.)	5-w (M-T-W-Th-F) Mar. 7-July 15; 3-w (M-W-F) July 18-Sept. 30.	Mar. 7-Sept. 30.	"
NBC—WJZ split network	QH (12:30-12:45 a.m.)	"	"	"
NBC—WEAF	QH (7:30-7:45 p.m.)	3-w (M-W-F)	Oct. 3-Dec. 9.	"
NBC—WEAF split network	QH (11:15-11:30 p.m.)	"	"	"
CBS—WABC local	QH (7:30-7:45 p.m.)	2-w (T-Th)	Oct. 25-	Blackett-Sample-Hummert & Gardner, Inc., New York City.
CBS—WABC	QH (11:15-11:30 a.m.)	1-w (F)	Jan. 1 only.	Mitchell Advertising Agency, Inc., Minneapolis.
NBC—WEAF	QH (5:30-5:45 p.m.)	1-w (Sat.)	Jan.-Apr. 30.	"

Advertiser	Product	Program and Talent
Borden Sales Co., New York City.	milk and dairy products	RADIO HOUSEHOLD INSTITUTE—food talks.
Boston Food Products Co., Boston.	Prudence corned beef hash	PRUDENCE CLUB—orchestra, direction Charles Hector; Morton Bowe, tenor; Nancy Howe, Priscilla Fortesque.
Brazilian American Coffee Promotion Committee, The, New York City.	coffee	COFFEE MATINEE—marimba band, direction Michael Guskoff; Harold ("Scrappy") Lambert, tenor; William S. Rainey, narrator.
Bristol-Myers Co., New York City.	Ingram's Milkweed Cream	THROUGH THE LOOKING GLASS—beauty talk, Frances Ingram.
Brown Shoe Co., Inc., St. Louis, Mo.	shoes	MELO-CLARIONS—twin organs, Lew White; orchestra, direction Louis Katzman; vocal trio.
Buick Motor Co., Detroit, Mich. (division General Motors Corp.)	motor cars	BUICK REVELERS—Revelers Quartet: James Melton and Lewis James, tenors; Phil Dewey, baritone; Wilfred Glenn, bass; Countess Olga Albani, soprano; orchestra, direction Frank Black.
	"	BUICK PROGRAM—Paul Whiteman's orchestra; soloists: Virginia Rea, soprano; Frank Munn, tenor.
Buick-Olds-Pontiac Sales Co., Detroit, Mich. (division General Motors Corp.)	"	PAUL WHITEMAN'S ORCHESTRA—Rhythm Boys, vocal ensemble; soloists: Jack Fulton, Jr., tenor; Mildred Bailey, blues singer; Ramona, pianist; Virginia Rea, soprano; Aileen Stanley, blues singer; Songsmiths, male quartet; Randolph Weyant, Harold ("Scrappy") Lambert, tenors; Leonard Stokes, baritone; Robert Moody, bass.
California Prune & Apricot Growers Ass'n., San José, Cal.	Sunsweet prunes	SUNSWEEP HARMONIES—orchestra, direction Hugo Mariani; John Fogarty, tenor; talk, Sarah Jordan; "Ted" Jewett, announcer.
California Walnut Growers Ass'n., Los Angeles, Cal.	Diamond Brand walnuts	OMAR KHAYYAM—dramatizations, with Stuart Buchanan, Betty Webb, Lee Prather, True Boardman, Kenneth MacDonald; Vera M. Oldham, co-author and producer; orchestra, direction Raymond Paige.
Calsodent Co., Inc., New York City.	dentifrice	MOUTH HEALTH—talk, Marley R. Sherris.
	"	PREVENTING MOUTH TROUBLE—talk, Marley R. Sherris.

Network	Time	Schedule	1932 History	Agency
NBC—WEAF	QH (11:15-11:30 a.-m.)	1-w (W)	Jan.-	Young & Rubicam, Inc., New York City.
CBS—WABC	QH (10:30-10:45 a.-m.)	2-w (T-Th)	Mar. 8-May 24.	Chambers & Wiswell, Inc., Boston.
NBC—WJZ	HH (5-5:30 p.m.)	1-w (Th)	Jan.-Mar. 17; Apr. 28- July 14.	N. W. Ayer & Son, Inc., Philadelphia.
NBC—WIZ	QH (11:30-11:45 a.-m.)	1-w (T)	Jan.-	Pedlar & Ryan, Inc., New York City.
NBC—WIZ	QH (8:15-8:30 p.m.)	1-w (W)	Jan.-Mar. 23.	Gardner Advertising Co., Inc., St. Louis.
NBC—WEAF	HH (9:45-10:15 p.-m.)	1-w (Sun.)	Jan.-May 8.	Campbell-Ewald Co., Inc., Detroit.
"	HH (9:30-10 p.m.)	1-w (M)	Oct. 24-	"
NBC—WEAF	HH (10-10:30 p.m.)	1-w (F)	July 8-Sept. 30.	Campbell-Ewald Co., Inc., Detroit.
NBC—WEAF	QH (3:15-3:30 p.m.)	1-w (Th)	Jan.-Mar. 24.	Long Advertising Service, San José.
CBS—WABC	HH (9:30-10 p.m.)	1-w (Th)	Oct. 6-	McCann-Erickson, Inc., San Francisco.
NBC—WJZ	QH (5:15-5:30 p.m.) Jan.-July 5; (9:45-10 a.m.) July 12-	1-w (W) Jan.- Mar. 9; (T) Mar. 22-	Jan.-	J. Walter Thompson Co., Inc., New York City.
NBC—WEAF	QH (5-5:15 p.m.) Mar. 25-June 3; (9-9:15 a.m.) June 9-Sept. 29.	1-w (F) Mar. 25- June 3; (Th) June 9-Sept. 29.	Mar. 25-Sept. 29.	"

Advertiser	Product	Program and Talent
Campana Corp., Batavia, Ill.	Italian hand balm	DR. FU MANCHU—mystery dramas based on Sax Rohmer's "Fu Manchu" stories, with Charles Warburton, John C. Daly, Bob White, Sunda Love; Fred Ibbet, director; incidental music.
	"	THE FIRST NIGHTER—dramatic program, with June Meredith, Don Ameche, and Clifford Soubier (Jack Doty replacing Soubier, Apr. 30-July 16); Eric Sagerquist's orchestra (Harry Kogen's orchestra substituting, Feb. 13 and 27).
Campbell Soup Co., Camden, N. J.	soup	CAMPBELL ORCHESTRA—direction Howard Lanin; Robert Simmons, tenor.
Canada Dry Ginger Ale Co., Inc., New York City.	ginger ale	CANADA DRY PROGRAM—orchestra, direction Ted Weems; Jack Benny, comedian; Mary Livingstone; Sid Silvers; Andrea Marsh, contralto.
	"	WITH CANADA'S MOUNTED—dramatic sketches.
	"	CANADA DRY PROGRAM—Jack Benny, master of ceremonies; George Olsen's orchestra; Ethel Shutta, soloist.
Carborundum Co. Niagara Falls, N. Y.	abrasives	CARBORUNDUM HOUR—Indian legends, Francis Bowman, narrator; band, direction Edward d'Anna.
	"	"
Carnation Co., Milwaukee, Wis.	Carnation milk, mush and Albert's cereals	CONTENTED PROGRAM—orchestra, direction Morgan L. Eastman (Harold Stokes substituting July 25-Oct. 17); Gene Arnold, narrator (Jean Paul King substituting Aug. 29-Oct. 17); Commodores Quartet: Cyril Pitts, Thomas Muir, tenors; Herman F. Larson, baritone; Reinhold Schmidt, bass; Robert Stewart Childe, accompanist.
	"	CONTENTED PROGRAM—orchestra, direction Morgan L. Eastman; Gene Arnold, narrator; chorus of sixteen voices; Isabel Lehr, vocalist; Commodores Quartet.
Centaur Co., Rockford, Ill.	Fletcher's Castoria	RADIO HOUSEHOLD INSTITUTE—dramatizations.
	"	PAGES OF ROMANCE—dramatized magazine stories.
Chappel Bros., Inc., Rockford, Ill.	dog food	RIN-TIN-TIN-THRILLER—dramatic programs, with Junior McLain, Henrietta Tedro, Don Ameche, Bob White and Tom Corwine.

Network	Time	Schedule	1932 History	Agency
CBS—WABC	HH (8:45-9:15 p.m.)	1-w (M)	Sept. 26-	McCann-Erickson, Inc., Chicago.
NBC—WJZ	HH (9:30-10 p.m.) Jan.-Aug. 20; (9-9:30 p.m.) Aug. 26-	1-w (Sat.) Jan.-Aug. 20; (F) Aug. 26-	Jan.-	"
NBC—WEAF	QH (7:15-7:30 p.m.)	5-w (M-T-W-Th-F)	Jan.-Apr. 22.	F. Wallis Armstrong Co., Philadelphia.
CBS—WABC	HH (10-10:30 p.m. Sun.; 8:15-8:45 p.m. Th)	2-w (Sun.-Th)	Oct. 30-	N. W. Ayer & Son, Inc., New York City.
NBC—WJZ	HH (10-10:30 p.m.)	1-w (M)	Jan.-Apr. 11.	"
"	HH (9:30-10 p.m.)	2-w (M-W)	May 9-Oct. 26.	"
CBS—WABC	HH (9-9:30 p.m.)	1-w (Sat.)	Jan.-Mar. 26.	Finley H. Greene Advertising Agency, Buffalo, N. Y.
"	HH (9:30-10 p.m.)	"	Nov. 12-	"
NBC—WJZ	HH (8-8:30 p.m.)	1-w (M)	Jan.-Oct. 24.	Erwin, Wasey & Co., Ltd., Chicago.
NBC—WEAF	HH (10-10:30 p.m.)	"	Nov. 21-	"
NBC—WEAF	QH (11:15-11:30 a.m.)	1-w (M) Apr. 4-Oct. 17; 2-w (M-Th) Oct. 20-	Apr. 4-	Thompson-Koch Co., Cincinnati.
NBC—WJZ	HH (5:30-6 p.m.)	1-w (Sun.)	Oct. 2-	Young & Rubicam, Inc., New York City.
NBC—WJZ	QH (8:15-8:30 p.m.) Jan.-Aug. 11; (8:30-8:45 p.m.) Aug. 18-	1-w (Th)	Jan.-	The J. Horace Lytle Co., Dayton, Ohio.

Advertiser	Product	Program and Talent
Charis Corp., Allentown, Pa.	foundation garments	CHARIS PROGRAM—talk, Dorothy Chase; Ann Leaf, organist; Ben Alley, tenor; Helen Nugent, contralto.
	“	CHARIS MUSICAL REVUE—talk, Dorothy Chase; Ben Alley, tenor; Helen Nugent, contralto; string trio: Mark War- now, violin; Ossip Giskin, cello; Caspar Reardon, harp; Ann Leaf, organist.
Chase and Sanborn's Coffee and Tea. (See Standard Brands, Inc.)		
Chesebrough Mfg. Co., New York City.	Vaseline, petroleum jelly	FRIENDSHIP TOWN—small town sketches, with Virginia Gardiner, Edith Spencer, Don Carney, Ed Whitney, “Pic” Malone, “Pat” Padgett; Harry Salter's orchestra; Frank Luther, tenor; Maria Cardinale, soprano.
Chevrolet Motor Car Co., Detroit, Mich. (division General Motors Corp.)	Chevrolet car	BIG SIX OF THE AIR—orchestra, direction Frank Black; Phil Ohman and Victor Arden, piano duo (also trio, with Frank Black); Lewis James, tenor; Welcome Lewis, con- tralto; male quartet (Feb. 4-May 12): Henry Shope and Frank Parker, tenors; John Seagle, baritone; Elliott Shaw, bass; Lee Montgomery, accompanist; The Revelers (May 19-July 28): James Melton, Lewis James, tenors; Phil Dewey, baritone; Wilfred Glenn, bass; James Walling- ton, announcer.
	“	BIG SIX OF THE AIR WITH AL JOLSON—Al Jolson, comedi- an; orchestra, direction Louis Silvers.
Chrysler Motor Corp., Detroit, Mich.	motor cars	ZIEGFELD FOLLIES OF THE AIR—Eddie Dowling, master of ceremonies; orchestra, direction Al Goodman; guest art- ists: Jack Pearl, Jean Sargent, Charles Carlile, Art Jarrett, Lupe Velez, Helen Morgan, Paul Robeson, Will Rogers, Billie Burke, Leon Errol, Jimmie Durante, Ray Dooley, Dennis King, Ben Lynn, Al Gerard, Ray Raymond, June MacCloy, Fannie Brice, Frances White, Syd Gary, June Knight, Ethel Merman, Helen Board.
Cities Service Co., New York City.	financial service	CITIES SERVICE CONCERT—orchestra, direction Rósario Bour- don; Jessica Dragonette, soprano (Countess Olga Albani substituting, July 15-Aug. 26); The Cavaliers: Henry Shope and Frank Parker, tenors; John Seagle, baritone; Elliott Shaw, bass; Lee Montgomery, accompanist; Frank Banta and Milton Rettenberg, piano duo.
Clicquot Club Co. Millis, Mass.	ginger ale	CLICQUOT CLUB—Eskimo Night Club, Harry Reser and his orchestra; Eskimo Quartet; Fred Wilson and Royal Halle, tenors; Hubert Hendrie, baritone; George Gove, bass; Charles Touchette, accompanist.
Coco Cod, Inc., Chicago.	cod-liver oil	LUCKY KIDS—dramatized juvenile adventure stories with Hugh Aspinwall, Antonio Gillman, Junior McLain, Jack Dailey, Ray Appleby, Vinton Haworth.

Network	Time	Schedule	1932 History	Agency
CBS—WABC	QH (3:15-3:30 p.m.)	1-w (W)	Feb. 24-May 18.	John L. Butler Co., Inc., Philadelphia.
"	QH (2:15-2:30 p.m.)	1-w (T)	Sept. 6-Nov 29.	"
NBC—WJZ	HH (9-9:30 p.m.) Jan. - Aug. 19; (9:30-10 p.m.) Aug. 23-Dec. 21.	1-w (F) Jan.- Aug. 19; (T) Aug. 23-Nov. 29; (W) Dec. 7-21.	Jan.-Dec. 21.	McCann-Erickson, Inc., New York City.
NBC—WEAF	HH (9-9:30 p.m.)	1-w (Th)	Feb. 28. 4-July	Campbell-Ewald Co., Inc., Detroit.
"	HH (10-10:30 p.m.)	1-w (F)	Nov. 18-	"
CBS—WABC	HH (8-8:30 p.m.) Apr. 3-17; (10:30- 11 p.m.) Apr. 24- June 26.	1-w (Sun.)	Apr. 26. 3-June	Advertisers Inc., Detroit.
NBC—WEAF	H (8-9 p.m.)	1-w (F)	Jan.-	Lord & Thomas and Logan, Inc., New York City.
NBC—WEAF	HH (9-9:30 p.m.)	1-w (F)	Jan.-	Danielson & Son, Providence, R. I.
CBS—split network	QH (5:45-6 p.m.)	3-w (T-Th-Sat.)	Jan. 6. 12-Feb.	Critchfield & Co., Chicago.

Advertiser	Product	Program and Talent
Coca-Cola Co., Atlanta, Ga.	Coca-Cola beverage	COCA-COLA PROGRAM—Gustave Haenschen's orchestra; interviews by Grantland Rice with authorities in various fields: Dr. Lee S. Crandall, curator of birds, Bronx Zoological Park; Amos Parish, fashion authority; Warren D. Williams, pilot of United Air Lines; Ida Bailey Allen; Keene Fitzpatrick, trainer at Princeton University; De Wolf Hopper; Helen Wills Moody; Richardson Wright, editor, and others.
Cole, Rex, Inc., New York City (Agent for General Electric Co.)	refriger- ators	REX COAL MOUNTAINEERS—hill billy music.
Colgate-Palmolive-Peet Co., Chicago.	Palmolive Soap	FASHIONS IN LOVELINESS—talk, Myndall Cain.
	Supersuds, Soap Beads	CLARA, LU 'N EM—skit, Louise Starky, Isabelle Carothers, Helen King.
Commander-Larabee Corp., Minneapolis, Minn.	Airy Fairy Kwik Bis- Kit Flour	AIRY FAIRY SINGER—Sarah Ann McCabe, soprano; Clara Alden Spence, household economics speaker; J. Wilson Doty, organist.
Congress Cigar Co., Inc., Philadelphia.	La Palina cigars	LA PALINA PRESENTS KATE SMITH AND HER SWANEE MUSIC—orchestra, direction Ted Collins; William Brenton, Ted Collins, announcers.
Continental Oil Co., Ponca City, Okla.	gasoline, oil	CONOCO ADVENTURERS—exploring America with Carveth Wells.
	“	“
Cook, Thos., & Son- Wagon-Lits, Inc., New York City.	travel service	COOK'S TRAVELOGUES—Malcolm La Prade, narrator.
Corn Products Refining Co., New York City.	Kre-Mel dessert	UNCLE OLIE AND HIS KRE-MEL GANG—Blue Ridge Boys; child stars: Jeanne Dante, Thelma Kline, Norma Way, Clementine Torrnella, Marjorie Jossen, George Breakston, Buddy Mangan and Bertie Mayors; Peter Donald, juvenile announcer.
	“	KRE-MEL SINGING CHEF—Irving Kaufman, baritone; Musical Cooks; novelty orchestra, direction Roger White; Arnold Moss, announcer.
	Linit (for bath)	BATH CLUB—Margaret Santry, interviewer; male quartet; Frank Ventree's orchestra; Barbara Maurel, contralto, guest artist.

Network	Time	Schedule	1932 History	Agency
NBC—WEAF	HH (10-10:30 p.m.)	1-w (W)	Jan.-June 1.	D'Arcy Advertising Co., Inc., St. Louis.
NBC—WEAF	QH (6:30-6:45 p.m.)	5-w (M-T-W-F-Sat.)	Jan.-June 25.	Batten, Barton, Durstine & Osborn, Inc., New York City.
NBC—WJZ split network	QH (2:30-2:45 p.m.)	5-w (M-T-W-Th-F)	Jan.-June 24.	Lord & Thomas and Logan, Inc., Chicago.
NBC—WJZ	QH (10:30-10:45 p.m.) Jan.-Feb. 12; (10:15-10:30 a.m.) Feb. 15-	5-w (T-W-Th-F-Sat.) Jan.-Feb. 12; (M-T-W-Th-F) Feb. 15-	Jan.-	"
CBS—split network	QH (10:15-10:30 a.m.) May 21-June 25; (11-11:15 a.m.) June 27-July 21.	3-w (T-Th-Sat.)	May 21-July 21.	Erwin, Wasey & Co. of Minnesota, Minneapolis.
CBS—WABC	QH (8:30-8:45 p.m.)	4-w (M-T-W-Th-) Jan.-June 2; 3-w (M-T-W) June 6-Dec. 26.	Jan.-	Batten, Barton, Durstine & Osborn, Inc., New York City.
NBC—WEAF split network	HH (11-11:30 a.m.)	1-w (Sun.)	Jan.-May 29.	Tracy-Locke-Dawson, Inc., Dallas, Tex.
"	HH (10:30-11 p.m.)	1-w (W)	Dec. 7-	"
NBC—WJZ	QH (4-4:15 p.m.)	1-w (Sun.)	Jan.-Mar. 20.	L. Wertheimer Advertising Co., New York City.
CBS—WABC	QH (5:30-5:45 p.m. M-F; 5:15-5:30 p.m. W)	3-w (M-W-F)	Jan.-Feb. 5.	E. W. Hellwig Co., New York City.
"	QH (12:30-12:45 p.m.)	3-w (M-W-F)	Feb. 8-May 6.	"
"	QH (8-8:15 p.m.)	5-w (M-T-W-Th-F)	Jan.-July 1.	"

Advertiser	Product	Program and Talent
Corn Products Refining Co. (Continued)	Linit (for bath)	MID-DAY BATH CLUB—dance orchestra, direction Roger White; soloist.
	“	FRED ALLEN'S BATH CLUB REVUE—Fred Allen, master of ceremonies; orchestra, direction Louis Katzman; Ann Leaf, organist; Charles Carlile, tenor; Portland Hoffa; Roy Atwell; Jack Smart; Marilou Dix; and guest stars.
Cream of Wheat Corp., Minneapolis, Minn.	cereal	ANGELO PATRI—“YOUR CHILD”—talk on child health and psychology; Kenneth Roberts, announcer.
	“	“
	“	<i>(Repeated)</i>
	“	JOLLY BILL AND JANE—children's program, with William Steinke and Muriel Harbater.
	“	<i>(Repeated)</i>
Crowell Publishing Co., New York City.	Collier's magazine	COLLIER'S RADIO HOUR—musical novelties, Ernest La Prade's orchestra; Uncle Henry and the Editor; “Inventions of Prof. Lucifer G. Butts”; dramatizations; John B. Kennedy, master of ceremonies.
Cudahy Packing Co., Chicago.	Old Dutch Cleanser	OLD DUTCH GIRL—newsy jingles in rhyme and song; Andre Baruch, announcer.
Davey Tree Expert Co., The, Kent, Ohio.	tree surgery service	DAVEY HOUR—Muriel Wilson, soprano; Paula Heminghaus, contralto; Norman Horn and Henry Shope, tenors (Kurtis Brownell replacing Shope, Apr. 3-17); Walter Preston, baritone; James Stanley, bass; Arcadie Birkenholz, violinist; Chandler Goldthwaite, organist; Martin L. Davey, guest speaker.
Davis, R. B., Co., Hoboken, N. J.	baking powder	MYSTERY CHEF—cooking tips.
	“	“
	“	“
	Cocomalt	MR. COCO AND MR. MALT—Al Cameron and Pete Bontsema, songs and patter.
	“	THE FLYING FAMILY—George Hutchinson, flyer, and his family.

Network	Time	Schedule	1932 History	Agency
CBS—WABC	QH (12:30-12:45 p.m.)	2-w (T-Th)	Mar. 22-May 26.	E. W. Hellwig Co., New York City
"	HH (9-9:30 p.m.)	1-w (Sun.)	Oct. 23-	"
CBS—WABC	QH (8:45-9 p.m.)	2-w (Sun.-Th)	Jan.-May 26.	J. Walter Thompson Co., Inc., Chicago.
"	QH (7:45-8 p.m.)	2-w (Sun.-W)	Sept. 11-	"
CBS—split network	QH (11:15-11:30 p.m.)	1-w (Sun.)	Sept. 11-	"
NBC—WJZ	QH (7:45-8 a.m.)	5-w (M-T-W-Th-F)	Jan.-	"
NBC—WJZ split network	QH (8:45-9 a.m.)	"	Sept. 26-	"
NBC—WJZ	H (8:15-9:15 p.m.)	1-w (Sun.)	Jan.-Apr. 17.	Batten, Barton, Durstine & Osborn, Inc., New York City.
CBS—WABC	QH (8:45-9 a.m.)	3-w (M-W-F)	Jan.-June 10.	Williams & Cunningham, Inc., Chicago.
NBC—WEAF	H (4:30-5:30 p.m.)	1-w (Sun.)	Jan.-Apr. 17.	J. Walter Thompson Co., Inc., New York City.
CBS—WABC	QH (11:15-11:30 a.m.)	1-w (W)	Jan. 6-June 29.	H. J. Cowan Co., Inc., New York City.
NBC—WJZ	QH (10:45-11 a.m.)	2-w (T-Th)	Jan.-June 30.	"
NBC—WEAF	QH (10-10:15 a.m.)	2-w (T-Th)	Oct. 4-	"
NBC—WJZ split network	QH (10:45-11 a.m.)	2-w (T-Th)	Jan.-June 30.	Ruthrauff & Ryan, Inc., New York City.
NBC—WEAF	QH (5:30-5:45 p.m.)	3-w (M-W-F)	Oct. 3-	"

Advertiser	Product	Program and Talent
Decker, Alfred & Cohn, Chicago.	Society Brand men's clothing	SOCIETY'S PLAY-BOY HOUR—Nat Brusiloff's orchestra; Norman Brokenshire, master of ceremonies; Welcome Lewis, contralto.
Deisel-Wemmer-Gilbert Corp., The, Detroit, Mich.	San Felice cigars	SAN FELICIAN SERENADE—Bob Nolan, master of ceremonies and orchestra director; male quartet: Browning Mummery, Elliott Stewart, tenors; Robert Geddes, baritone; Norman Cordon, bass; Earl Lawrence, accompanist.
Delaware, Lackawanna & Western Coal Co., New York City.	coal	BLUE COAL RADIO REVUE—orchestra, direction George Earle; Barbara Maurel, contralto; Fred Vettel, tenor; mystery dramas; Kenneth Roberts, announcer.
	“	BLUE COAL MUSICAL REVUE—orchestra, direction George Earle; Charles Carlile, tenor.
	“	THE SHADOW—mystery dramas; incidental music.
Detroit White Lead Works, Chicago.	Rogers brushing lacquer	ROGERS MUSICAL TRIO—Chester Pecoraro, director.
Diplomat Products, Inc., New York City.	boned chicken	BANJO BILL—skit with music; Artells Dickson, baritone; Virginia Arnold, accompanist.
D'Orsay Perfumeries Corp., New York City.	Perfumes and toilet prepara- tions	DANCE WITH COUNTESS D'ORSAY—Ben Selvin's orchestra; Audrey Marsh, soprano (“Countess d'Orsay”); John Hale, tenor (“Le Dandy”); Louis A. Witten, master of ceremonies.
Dunlop Tire & Rubber Co., Buffalo, N. Y.	tires	TALKS—Bugs Baer, Alfred E. Smith, Robert Ripley, Bill Tilden, Vincent Richards.
Dunn & McCarthy, Inc., Auburn, N. Y.	Enna Jettick shoes	ENNA JETTICK MELODIES—direction Robert Armbruster; mixed quartet (Jan.-Sept. 18); Betsy Ayres, soprano; Mary Hopple, contralto; Steele Jamison, tenor; Leon Salathiel, bass; male quartet (beginning May 8): Norman Price and Steele Jamison, tenors; Edward Wolter, baritone; Earl Waldo, bass; Ralph Kirbery, baritone (beginning May 8); Ruth Rogers, soprano (beginning Sept. 25).
	Heel Hug- ger shoes	HEEL HUGGER HARMONIES—male quartet: Norman Price and Steele Jamison, tenors; Edward Wolter, baritone; Earl Waldo, bass; Robert Armbruster's string ensemble.
Du Pont Cellophane Co., Inc., New York City.	DuPont cel- lophane	CELLOPHANE PROGRAM—Emily Post, talks on good taste and the art of living; Edward Nell, baritone; the Harding Sisters, organ and piano duo.

Network	Time	Schedule	1932 History	Agency
CBS—WABC	QH (10:15-10:30 p.-m. T; 10:30-10:45 p.m. W.)	1-w (T) Mar. 8-22; (W) Mar. 30-June 1.	Mar. 8-June 1.	Henri, Hurst & McDonald, Inc., Chicago.
NBC—WJZ	QH (7:30-7:45 p.m.) Feb. 1-Mar. 7; (9:45-10 p.m.) Mar. 14-May 4; (10-10:15 p.m.) May 9-June 13.	2-w (M-F) Feb. 1-Mar. 7; (M-W) Mar. 14-June 13.	Feb. 1-June 13.	Thomas M. Bowers Advertising Agency, Chicago.
CBS—WABC	H (5:30-6:30 p.m.)	1-w (Sun.)	Jan.-June 5.	Ruthrauff & Ryan, Inc., New York City.
"	HH (5:30-6 p.m.)	1-w (Sun.)	Oct. 2-	"
NBC—WEAF	HH (8-8:30 p.m.)	1-w (W)	Oct. 5-	"
NBC—WJZ	QH (11:30-11:45 a.-m.)	1-w (M)	Jan.-Feb. 15.	Henri, Hurst & McDonald, Inc., Chicago.
CBS—WABC	QH (8:45-9 a.m.)	1-w (W)	June 8-Nov. 30.	Paris & Peart, New York City.
NBC—WJZ	HH (8:30-9 p.m.)	1-w (Sat.)	Jan.-Aug. 27.	Hanff-Metzger, Inc., New York City.
CBS—WABC	HH (6-6:30 p.m.)	1-m (T)	Jan. 5.	Batten, Barton, Durstine & Osborn, Inc., New York City.
NBC—WJZ	QH (8-8:15 p.m.) Jan.-May 1; (9-9:15 p.m.) May 8-	1-w (Sun.)	Jan.-	H. C. Goodwin, Inc., Rochester, N. Y.
"	QH (8:30-8:45 p.m.)	1-w (T)	Jan.-Apr. 26.	"
NBC—WJZ	QH (10:45-11 a.m.)	2-w (M-Th)	Nov. 28-	Batten, Barton Durstine & Osborn, Inc., New York City.

Advertiser	Product	Program and Talent
DuPont, E. I., de Nemours & Co., Inc., Wilmington, Del.	paints, varnishes, Duco and Speed-blend auto polishes	TO-DAY AND YESTERDAY—dramatic and musical highlights of past and present; concert orchestra, direction Don Voorhees; Gladys Brittain, soprano; Mabel Jackson, soprano; Dupont Quartet; Randolph Weyant, first tenor; Willard Amison, second tenor; Leonard Stokes, baritone; Robert Moody, bass; Kenneth Christie, accompanist; Coburn Goodwin, narrator.
	“	<i>(Repeated)</i>
Eastman Kodak Co., Rochester, N. Y.	kodaks, supplies, films	KODAK WEEK-END HOUR—novelty orchestra, direction Nat Shilkret; guest artists: Thelma Kessler, soprano; Paul Robeson, baritone; Dixie Jubilee Singers; Cornelia Otis Skinner; Roy Smeck, banjoist; Nick Lucas, tenor; Honolulu's Royal Hawaiians; Pacific Troubadours; Central American Marimba Band; Willard Robison; Frank Luther, tenor; Zinaida Nicolina, soprano; Edwin Franko Goldman; Del Staigers, cornetist; Jack Parker, tenor; Artells Dickson, baritone; Carlos Salzedo's harp ensemble; Russian Male Choir, direction Ivan Velikanoff; Raymond Paige; Ruth Hallaway, soprano; quartet: Jack Parker, first tenor; Willard Amison, second tenor; Vernon Jacobsen, baritone; James Stanley, bass; string quartet: Abrasha Borodkin, W. Feder, A. Bass, M. Caiati.
	“	<i>(Repeated)</i>
Edison, Thomas A., Inc., Orange, N. J.	electrical appliances	GILBERT AND SULLIVAN BREAKFAST HOUR—with Gene and Kathleen Lockhart.
Elgin National Watch Co., Inc., Chicago.	time pieces	ELGIN ADVENTURERS' CLUB—adventure stories, Floyd Gibbons, narrator.
Eno, J. C., Ltd., New York City: (H. F. Ritchie & Co., Agents)	Eno's fruit salts	ENO CRIME CLUB—dramatizations of mystery stories, with Edward Reese, Junius Matthews, Alan Devitt, Lionel Pape, Elsie Hitz, Elaine Melchoit, Jack Roseleigh, John Brewster, Louis Hector, Clyde North, John McGovern, Peggy Allenby, Edgar Stelhi, William Sams, Georgia Backus, Jane Bramley, Jane Houston, Henry Gurvey; Jay Hanna, director; Frank Knight, announcer.
	“	<i>(Repeated)</i>
Eugene, Ltd., New York City.	hair wave lotion and shampoo	EUGENE INTERNATIONAL REVUE—Sam Lanin's orchestra; Al Shirley, master of ceremonies; Elsa Ersi, soprano; Alice Remsen, contralto; José Moriche, Spanish tenor; Frank Zolt, baritone; Claire Madgette, prima donna.

Network	Time	Schedule	1932 History	Agency
CBS—WABC	HH (8:30-9 p.m.)	1-w (F)	Mar. 4-June 24.	Batten, Barton, Durstine & Osborn, Inc., New York City.
CBS—split network	HH (12:30-1 a.m.) Mar. 4-May 6; (1:30-2 a.m.) May 13-27.	"	Mar. 4-May 27.	"
CBS—WABC	HH (9-9:30 p.m.)	1-w (F)	Apr. 29-Sept. 9.	J. Walter Thompson Co., Inc., New York City.
CBS—split network	QH (1:30-1:45 a.m.)	"	"	"
CBS—WABC	QH (8:45-9 a.m.)	1-w (Th)	Jan.-Jan. 28.	Federal Advertising Agency, Inc., New York City.
NBC—WEAF	QH (10:30-10:45 p.m.)	1-w (F)	Oct. 14-Dec. 23.	Lord & Thomas and Logan, Inc., Chicago.
CBS—WABC	HH (9:30-10 p.m.)	2-w (T-W) Jan.-Oct. 26; 1-w (W) Nov. 2-	Jan.-Dec. 21.	N. W. Ayer & Son, Inc., New York City.
CBS—split network	HH (12:30-1 a.m.) May 12-Sept. 23: (11:30 p.m.-12 midnight) Sept. 28-Nov. 2.	2-w (W-Th) May 12-Oct. 26; 1-w (W) Nov. 2.	May 12-Nov. 2.	"
CBS—WABC	QH (10:30-10:45 p.m. Sun.; 9-9:15 p.m. M-Th.)	1-w (Sun.) Mar. 6-27; 2-w (M-Th) Apr. 4-May 12; 1-w (M) May 16-June 13.	Mar. 6-June 13.	Lawrence C. Gumbinner Agency, New York City

Advertiser	Product	Program and Talent
Ex-Lax, Inc., Brooklyn, N. Y.	Ex-Lax laxative	THE MAGIC VOICE—drama serial, with Elsie Hitz and George C. Dawson; Frank Readick, Ted Bergman, Donald McFarland, Ann Deer, Geraldine Garrick, Arthur Snyder; Augustus Barratt, director.
Fear, Fred, & Co., Brooklyn, N. Y.	Easter egg dyes	CHICK-CHICK FUN—"Magical Garden of Flowers," juvenile performance of vocal and instrumental harmony, with Ian Wolfe and Vivian Block.
Firestone Tire & Rubber Co., Akron, Ohio.	tires	VOICE OF FIRESTONE—William Merrigan Daly's orchestra; Lawrence Tibbett, baritone (Jan.-June 13), Richard Crooks, tenor (June 20-Aug. 29); Harvey S. Firestone, Jr., guest speaker.
	"	<i>(Repeated)</i>
	"	VOICE OF FIRESTONE—William Merrigan Daly's orchestra; Lawrence Tibbett, baritone, and Richard Crooks, tenor (on alternate groups of broadcasts).
	"	<i>(Repeated)</i>
Fitch, F. W., Co., Des Moines, Iowa.	shampoo	THE FITCH PROFESSOR—talk, Carl Way; Jack Brooks, tenor; instrumental trio: Harry Sosnik, pianist; William Leavitt, first saxophonist or violinist; Dick Newlin, second saxophonist or clarinetist.
	"	THE FITCH PROFESSOR—talk, Carl Way; Helen Mors, torch singer; male trio.
Fitzgerald Mfg. Co., Torrington, Conn.	Star-Rite Magic Maid	FORECAST SCHOOL OF COOKERY—Mrs. A. M. Goudiss.
Fleischmann's Yeast (See Standard Brands, Inc.)		
Folger, J. A., & Co., Kansas City, Mo.	Folger coffee	JUDY AND JANE—sketch centered around the music counter in a five and ten cent store, with Ireene Wicker and Marjory Evans; Freddy Van, pianist and accordion soloist; Walter Wicker.
	"	"
Food Town Kitchens, Inc., Chicago.	Wheat and Rice Pops	POP'S PIRATE CLUB—children's program.
Fougera, E., & Co., New York City.	Vapex inhalant	VAPEX PRESENTS THE MILLS BROTHERS—Negro ensemble: Herbert, Harry, Donald, and John, guitarist.

Network	Time	Schedule	1932 History	Agency
CBS—WABC	QH (8:15-8:30 p.m.)	2-w (T-Sat.)	Nov. 15-	The Joseph Katz Co., Baltimore.
CBS—WABC	QH (4:45-5 p.m.)	2-w (T-Th)	Mar. 22 and 24.	Menken Advertising, Inc., New York City.
NBC—WEAF with Canadian supplements	HH (8:30-9 p.m.)	1-w (M)	Jan.-Aug. 29.	Sweeney & James Co., Cleveland.
NBC—WEAF split network	HH (11:30 p.m.-12 midnight)	"	"	"
NBC—WEAF	HH (8:30-9 p.m.)	"	Dec. 5-	"
NBC—WEAF split network	HH (11:30 p.m.-12 midnight.)	"	"	"
CBS—WABC	QH (11-11:15 a.m.)	1-w (F)	Jan. 15-May 13.	Battenfield & Ball, Des Moines.
"	QH (11:30-11:45 a.- m.)	1-w (W)	Nov. 2-	"
NBC—WJZ	QH (11-11:15 a.m.)	1-w (W)	Jan.-Nov. 2.	John O. Powers Co., New York City.
CBS—split network	QH (2:15-2:30 p.m.) Feb. 8-Apr. 22; (3- 3:15 p.m.) Apr. 25- June 17.	5-w (M-T-W-Th- F)	Feb. 8-June 17.	Blackett-Sample- Hummert, Inc., Chicago.
NBC—WEAF split network	QH (3-3:15 p.m.)	5-w (M-T-W-Th- F)	Sept. 26-	"
NBC—WEAF	QH (5:15-5:30 p.m.)	6-w (M-T-W-Th- F-Sat.)	June 27-July 29.	McJunkin Advertis- ing Co., Chicago.
CBS—WABC	QH (9-9:15 p.m.)	2-w (M-Th)	Jan.-Mar. 31.	N. W. Ayer & Son, Inc., New York City.

Advertiser	Product	Program and Talent
Fox, I. J., Fur Co., New York City.	furs	FOX FUR TRAPPERS—orchestra; Audrey Marsh, soprano; Anna Maria De Milita, harpist; Four New Yorkers: Carl Mathieu, Larry Murphy, tenors; Jerry White, baritone; August Wicke, bass.
Frigidaire Corp., Dayton, Ohio. (division General Motors Corp.)	electric refrigeration	THE FRIGIDAIRIANS—orchestra, direction Andy Sannella; talk, The Story of Women's Names, Charles B. Driscoll, narrator.
	“	THE STORY OF WOMEN'S NAMES—Charles B. Driscoll, narrator; Harry Reser's orchestra.
	“	THE FRIGIDAIRIANS—Harry Reser's orchestra; Rondoliers Quartet.
	“	MAJOR ICEQUICK AND HIS FRIGIDAIRIANS—orchestra, direction Andy Sannella.
	“	THE FRIGIDAIRIANS—dance band, direction Floyd Schaffer; Charles Allen, speaker.
Frostillia Co., Elmira, N. Y. (H. F. Ritchie & Co., Agents)	Frostillia skin lotion	FROSTILLA BROADCAST REHEARSALS—Harry Salter's orchestra; Mildred Hunt, contralto; Louis Dean, announcer.
Fuller Brush Co., Hartford, Conn.	brushes	THE FULLER MAN—Earle Spicer, baritone; Mabel Jackson, soprano; Don Voorhees' orchestra.
Funk & Wagnalls Co., New York City.	Literary Digest	EDWIN C. HILL—presidential poll.
	“	<i>(Repeated)</i>
	“	LITERARY DIGEST TOPICS IN BRIEF—Lowell Thomas.
General Baking Co., New York City.	Bond bread	BOND BREAD PROGRAM—breakfast table skit with music, with Frank Crumit and Julia Sanderson.
	“	“

Network	Time	Schedule	1932 History	Agency
CBS—WABC local	QH (7:30-7:45 p.m.) July 25-Sept. 30; (7:15-7:30 p.m.) Oct. 4-Nov. 4.	3-w (M-W-F) July 25-Sept. 2; 1-w (F) Sept. 9- 30; 2-w (T-F) Oct. 4-Nov. 4.	July 25-Nov. 4.	Peck Advertising Agency, Inc., New York City.
NBC—WJZ	QH (9:30-9:45 p.m.)	2-w (M-W)	Feb. 1-Mar. 23.	The Geyer Co., Day- ton.
"	QH (7:15-7:30 p.m.)	1-w (Sun.)	Feb. 7-Mar. 20.	"
"	QH (7:15-7:30 p.m.)	3-w (Sun.-M-W)	Mar. 27-28- 30.	"
"	QH (7:15-7:30 p.m. Sun.; 9:30-9:45 p.- m. W)	2-w (Sun.-W)	Apr. 3-27.	"
"	QH (5-5:15 p.m.)	3-w (T-W-Th)	Sept. 15-Oct. 20.	"
CBS—WABC	QH (9:15-9:30 p.m.)	1-w (M)	Jan. 4-Mar. 28.	Lawrence C. Gumbin- ner Agency, New York City.
NBC—WEAF	HH (9:30-10 p.m.)	1-w (T)	Jan.-Mar. 29.	Batten, Barton, Dur- stine & Osborn, Inc., New York City.
CBS—WABC	QH (8-8:15 p.m.)	3-w (M-W-F)	Sept. 5-Oct. 14.	Samuel C. Croot Co., Inc., New York City.
CBS—split network	QH (11-11:15 p.m.)	"	"	"
NBC—WJZ	QH (6:45-7 p.m.)	5-w (M-T-W-Th- F)	Jan.-June 17.	"
CBS—WABC	HH (10:15-10:45 a.- m.)	1-w (F)	Jan. 15-	Batten, Barton, Dur- stine & Osborn, Inc., New York City.
CBS—split network	HH (6:15-6:45 p.m.)	1-w (Th)	Mar. 10-May 14.	"

Advertiser	Product	Program and Talent
General Cigar Co., New York City.	Robert Burns Panatela cigars	ROBERT BURNS PANATELA—Guy Lombardo's orchestra; George Burns and Gracie Allen, comedy team; Phil Regan, tenor; Frank Knight, announcer.
General Electric Co., Schenectady, N. Y.	electrical appliances	G. E. CIRCLE—Grace Ellis, hostess; Theodore Webb, baritone; Eddie Dunham, organist; Heywood Broun, guest speaker (beginning Aug. 22); in addition, guest speakers for each broadcast on specified schedules throughout the year: Oscar of the Waldorf; Mme. Sylvia; Emily Price Post; Clara Savage Littledale; Albert Payson Terhune; Bruce Barton; John Erskine; Hendrik Willem van Loon; Arthur B. Reeve; and special guests interviewed by Heywood Broun.
	“	<i>(Repeated)</i>
	“	G. E. SUNDAY CIRCLE—featuring guest appearances of operatic and concert stars: Reinald Werrenrath, Mme. Schumann-Heink, Geraldine Farrar, Beniamino Gigli, Grace Moore, Giovanni Martinelli, Lucrezia Bori, Rosa Ponselle, Gladys Swarthout, John McCormack, Carmela Ponselle, George Cehanovsky, Aida Doninelli, Paul Robeson.
	“	Same program as above. Soloists: Rosa Ponselle, Lily Pons, Lucrezia Bori, Geraldine Farrar, John McCormack, John Charles Thomas, Richard Bonelli, Tito Schipa.
General Foods Corp., New York City.	Log Cabin syrup	REAL FOLKS—rural sketch, with George Frame Brown, Virginia Farmer, Grace Gordon, Arthur Mann, Phoebe McKay, Emily McCormick, G. Underhill Macy, Bruce Adams, Laddie Seaman.
	Maxwell House coffee	MAXWELL HOUSE TUNE BLENDERS—Lanny Ross, tenor; orchestra, direction Don Vorhees.
	“	<i>(Repeated)</i>
	Postum	ALL-AMERICAN FOOTBALL SHOW—direction Christy Walsh; Freddie Rich's orchestra; male chorus, direction Andre Kostelanetz; Harry von Zell, announcer.
	Maxwell House coffee	MAXWELL HOUSE ENSEMBLE—Don Vorhees' orchestra; Lanny Ross, tenor; the Songsmiths, male quartet: Randolph Weyant and “Scrappy” Lambert, tenors; Leonard Stokes, baritone; Bob Moody, bass; Ken Christy, accompanist.

Network	Time	Schedule	1932 History	Agency
CBS—WABC	HH (10-10:30 p.m.) Jan.-May 23; (9-9:30 p.m.) May 25-Dec. 21.	1-w (M) Jan.-May 23; (W) May 25-Dec. 21.	Jan.-Dec. 21.	J. Walter Thompson Co., Inc., New York City.
NBC—WEAF	QH (12 noon-12:15 p.m.) Jan.-Aug. 19; (5:45-6 p.m.) Aug. 22-Oct. 14; (6:45-7 p.m.) Oct. 17-	5-w (M-T-W-Th-F) Jan.-Oct. 3; 3-w (M-W-F) Oct. 10-14; 5-w (M-W-Th-F-Sat.) Oct. 17-	Jan.-	Batten, Barton, Durstine & Osborn, Inc., New York City.
NBC—WEAF split network	QH (7-7:15 p.m.)	5-w (M-W-Th-F-Sat.)	Oct. 17-	"
NBC—WEAF	HH (5:30-6 p.m.) Jan.-May 22; (7-7:30 p.m.) May 29-June 12.	1-w (Sun.)	Jan.-June 12.	"
"	HH (9-9:30 p.m.)	"	Dec. 25-	"
CBS—WABC	HH (5-5:30 p.m.)	1-w (Sun.)	Jan. 10-Apr. 3.	Erwin, Wasey & Co., Inc., New York City. (Succeeded by Benton & Bowles.)
"	QH (7:15-7:30 p.m.)	3-w (M-W-F)	Mar. 7-June 29.	"
CBS—split network	QH (11:15-11:30 p.m.)	"	"	"
CBS—WABC	HH (9-9:30 p.m.) ‡	1-w (F)	Sept. 23-Dec. 16.	Young & Rubicam, Inc., New York City.
NBC—WJZ	HH (9:30-10 p.m.)	1-w (Th)	Jan.-Mar. 31.	Erwin, Wasey & Co., Inc., New York City. (Succeeded by Benton & Bowles.)

Advertiser	Product	Program and Talent
General Foods Corp. (Continued)	Maxwell House coffee	MAXWELL HOUSE TUNE BLENDERS—orchestra, direction Don Vorhees; Lanny Ross, tenor, popular songs and ballads.
	“	<i>(Repeated)</i>
	“	CAPT. HENRY'S MAXWELL HOUSE SHOW BOAT—orchestra, direction Don Vorhees; Charles Winninger; Jules Bledsoe, Negro baritone; Hall Johnson Choir; Lanny Ross, tenor; Mabel Jackson, soprano; Annette Hanshaw, blues singer; “Pic” Malone; “Pat” Padgett.
	food products; La France Laundry Flakes	RADIO HOUSEHOLD INSTITUTE—food talks, Frances Lee Barton.
	Post Toasties, corn flakes	THOMPKINS CORNERS—rural sketch, with George Frame Brown, Virginia Farmer, Phoebe Mackay, Grace Gordon, Arthur Mann, Laddie Seaman, James Reilly, Bruce Adams, Emily McCormick, G. Underhill Macy; Harry Salter's orchestra.
	“	PAUL WING, THE STORY MAN—children's stories dramatized by Paul Wing; Adele Harrison, actress.
Diamond Crystal salt	CAPT. DIAMOND'S ADVENTURES—dramas of the sea.	
General Mills, Inc., Minneapolis, Minn.	flour, cereals	GOLD MEDAL FAST FREIGHT—Wheaties Quartet: Fireman Phil, the yodeler; Brakeman Bill, baritone; Engineer Ernie, tenor; Conductor Will, bass; Eddie Dunstedter, organist; Tom Baker and Stewart Johnson, tenors.
	“	MUSICAL FAST FREIGHT—Eddie Dunstedter, Bisquick music master; Four Singing Bisquicks.
	“	<i>(Repeated)</i>
	“	SONGS OF ROMANCE—John Sutherland, tenor; Bertram Hirsch's orchestra; cooking talk, Betty Crocker.

Network	Time	Schedule	1932 History	Agency
NBC—WEAF	QH (7:30-7:45 p.m.)	3-w (M-W-F)	July 1-Oct. 3.	Benton & Bowles, New York City.
NBC—WEAF split network	QH (11:15-11:30 p.- m.)	"	"	"
NBC—WEAF	H (9-10 p.m.)	1-w (Th)	Oct. 6-	"
"	QH (11:15-11:30 a.- m.)	3-w (T-Th-Sat.) Jan.-June 25; 2-w (T-Th) June 28-	Jan.-	Young & Rubicam, Inc., New York City.
NBC—WJZ	HH (9:30-10 p.m.)	1-w (Th)	Apr. 21-Oct. 6.	Erwin, Wasey & Co., New York City. (Succeeded by Ben- ton & Bowles.)
NBC—WEAF	QH (5:15-5:30 p.m.)	3-w (M-W-F)	Sept. 26-	Benton & Bowles, New York City.
NBC—WJZ	HH (8-8:30 p.m.)	1-w (W)	Oct. 5-	"
CBS—WABC	HH (9-9:30 p.m.) Jan. 20-Apr. 20. QH (10:15-10:30 p.- m. T; 9-9:15 p.m. W.) Apr. 26-May 18; (10:15-10:30 p.m. T-Th) May 24-June 30.	1-w (W) Jan.20- Apr. 20; 2-w (T-W) Apr. 26-May 18; (T- Th) May 24- June 30.	Jan. 20-June 30.	Addison Lewis & As- sociates, Minneap- olis.
"	QH (10:15-10:30 p. m.) July 5-Sept. 13; 8:45-9 p.m.) Sept. 6-Nov. 2.	2-w (T-Th) July 5-Sept. 13; (T- W) Sept. 20- Nov. 2.	July 5-Nov. 2.	Blackett - Sample - Humert, Inc., Chicago.
"	QH (9:30-9:45 p.m.)	1-w (T)	Nov. 29 (1 ti. only)	"
"	QH (6:30-6:45 p.m.)	2-w (T-Th)	Mar. 29-Apr. 21.	"

Advertiser	Product	Program and Talent
General Mills, Inc., (Continued)	flour, cereals	SKIPPY—juvenile serial based on Percy Crosby's cartoon.
	“	<i>(Repeated)</i>
	“	BETTY CROCKER—cooking talk.
	“	SKIPPY—children's program.
	“	<i>(Repeated)</i>
	“	SONGS OF MEMORY—Dave Porter, tenor; orchestra.
	“	BETTY AND BOB—dramatic sketch, with Beatrice Churchill and Don Ameche.
General Motors Corp. (See separate listings under following divisions: Buick Motor Co.; Buick-Olds-Pontiac Sales Co.; Chevrolet Motor Car Co.; Frigidaire Corp.; Oakland Motor Car Co.; Olds Motor Co.)		
Gilbert, A. C., Co., The New Haven, Conn.	Erector toys	BRING 'EM BACK ALIVE—Frank Buck, in dramatized episodes from his own adventures.
Goodyear Tire & Rubber Co., The, Inc., Akron, Ohio.	Goodyear tires	GOODYEAR PROGRAM—guest bands (Jan.-Apr. 23): Sousa's Band (W); Pryor's Band (Sat.); Revelers Quartet: James Melton and Lewis James, tenors; Elliott Shaw, baritone (Phil Dewey substituting for part of season); Wilfred Glenn, bass; concert dance orchestra (direction David Mendoza, Apr. 20-June 15; direction Victor Young, June 22-Nov. 9); guest soloists: Grace Moore, soprano; Merle Alcock, contralto; Grace Hayes, soprano; Countess Olga Albani, soprano; Virginia Rea, soprano (weekly, Sept. 21-Nov. 9).
	“	<i>(Repeated)</i>
Gold Dust Corp., New York City.	Silver Dust	GOLDY AND DUSTY AND THE SILVER DUST TWINS—Harvey Hindermeyer and Earle Tuckerman, and two juvenile actresses.
Goodall Worsted Co., Sanford, Me.	Palm Beach and Nurotex summer suitings	GOODALL PALM BEACH PROGRAM—Phil Spitalny's orchestra; Peggy La Centra, contralto; Jay C. Flippen, master of ceremonies.
Gould, Barbara, New York City.	beauty preparations	BARBARA GOULD BEAUTY TALK—Andre Baruch, announcer.

Network	Time	Schedule	1932 History	Agency
CBS—WABC	QH (5:30-5:45 p.m.)	6-w (M-T-W-Th-F-Sat.)	July 11-	Blackett - Sample - Hummert, Inc., Chicago.
CBS—split network	QH (6:30-6:45 p.m.)	"	"	"
NBC—WEAF	QH (10:45-11 a.m.)	2-w (W-F)	Jan.-	"
"	QH (5:15-5:30 p.m.)	6-w (M-T-W-Th-F-Sat.)	Jan.-July 9.	"
NBC—WEAF split network	QH (6:15-6:30 p.m.)	"	"	"
NBC—WJZ	QH (2-2:15 p.m.)	2-w (W-F)	Apr. 6-27.	"
"	QH (3-3:15 p.m.)	5-w (M-T-W-Th-F)	Oct. 10-	"
NBC—WEAF	QH (5:45-6 p.m.)	1-w (Sun.)	Oct. 30-	Charles W. Hoyt Co., Inc., New York City.
NBC—WEAF	HH (9-9:30 p.m.)	2-w (W-Sat.) Jan.-Apr. 23: 1-w (W) Apr. 27-Nov. 9.	Jan.-Nov. 9.	Erwin, Wasey & Co., Inc., New York City.
NBC—WEAF split network	HH (1:15-1:45 a.m.)	"	"	"
CBS—split network	QH (9:15-9:30 a.m.)	5-w (M-T-W-Th-F)	Dec. 5-	Batten, Barton, Durstine & Osborn, Inc., New York City.
CBS—split network	QH (10:45-11 p.m.)	1-w (Th) May 12-26; (M) June 6-27.	May 12-June 27.	L. S. Goldsmith, New York City.
CBS—WABC	QH (10:45-11 a.m.)	1-w (Th)	Jan.-Aug. 18.	Redfield-Coupe, Inc., New York City.

Advertiser	Product	Program and Talent
Gould, Barbara (Continued)	beauty prepara- tions “	HAVE YOU HEARD?—Patricia French, radio news columnist. <i>(Repeated)</i>
Great Atlantic & Pacific Tea Co., New York City.	food products “ “ “ “	OUR DAILY FOOD—“Colonel Goodbody” and “Judge Gordon”; George Rector (Th). Also special features, as follows: “Sleepy” Hall, banjoist (M-W-F, Apr. 18-May 27); Four Singing Grocers (T-Th-Sat., Apr. 12-Sept. 8): Frank Parker and Henry Shope, tenors; John Seagle, baritone; Elliott Shaw, bass; Lee Montgomery, accompanist; Chandler Goldthwaite, organist. OUR DAILY FOOD—same as above, Jan.-Aug. 13; thereafter “Colonel Goodbody,” “Judge Gordon” and George Rector, daily, except during Maud and Cousin Bill series, see below (W-Sat.) Sept. 21-Oct. 17. A & P GYPSIES—direction Harry Horlick; Frank Parker, tenor. “ MAUD AND COUSIN BILL—Booth Tarkington sketches, with Vivian Block, Andy Donnelly, Edwin Wragge, Ruth Wooster, Georgia Burke. Winifred Lenihan, director.
Greyhound Management Co., Cleveland, Ohio.	Greyhound bus lines “	GREYHOUND HIGHWAY TRAVELER—musical travelogue: orchestra, direction Frank Westphal; Harlow Wilcox, narrator; Brooks and Ross “The Crooning Kentucky Colonels”; Ted Parson, announcer. <i>(Repeated)</i>
Grossman, Julius, Inc., New York City.	shoes	BABY ROSE MARIE—songs and impersonations.
Hachmeister-Lind Co., Pittsburgh, Pa.	auto lights	THE SHADOW—mystery drama series.
Halsey, Stuart & Co., Chicago.	financial service	HALSEY STUART PROGRAM—the “Old Counsellor”; orchestra.
Hamilton-Beach Mfg. Co., Racine, Wis.	electrical supplies	MACHINE AGE HOUSEKEEPING—talk, Ida Bailey Allen; Hamilton Beach Quartet: Fred Wilson, 1st tenor; Royal Halle, 2nd tenor; Hubert Hendrie, baritone; George Gove, bass.

Network	Time	Schedule	1932 History	Agency
CBS—WABC	QH (10:45-11 a.m.)	1-w (Th)	Sept. 15-	Redfield-Coupe, Inc., New York City.
CBS—split network	QH (4:45-5 p.m.)	"	Sept. 29-	"
NBC—WEAF	QH (9:45-10 a.m.)	6-w (M-T-W-Th-F-Sat.)	Jan.-Aug. 13.	Paris & Peart, New York City.
NBC—WJZ	QH (10:30-10:45 a.- m.)	6-w (M-T-W-Th-F-Sat.)	Jan.-	"
NBC—WEAF	HH (9-9:30 p.m.)	1-w (M)	Jan.-	"
NBC—WJZ	HH (10-10:30 p.m.)	1-w (Th)	Jan.-June 16.	"
"	QH (10:30-10:45 a.- m.) Sept. 21-Oct. 17; (5-5:15 p.m.) Oct. 17-28.	2-w (W - S a t.) Sept. 21-Oct. 17; 3-w (M-W-F) Oct. 17-28.	Sept. 21-Oct. 28.	"
CBS—WABC	QH (8:30-8:45 p.m.).	1-w (Sun.)	Apr. 3-June 5.	Beaumont & Hohman, Cleveland.
CBS—split network	QH (11:15-11:30 p.- m.)	"	"	"
NBC—WJZ	QH (12 noon-12:15 p.m)	1-w (Sun.)	Dec. 25-	Leon A. Friedman, Advertising Agency, New York City.
CBS—WABC	HH (10-10:30 p.m.)	1-w (T)	Jan. 5-Feb. 2.	Ruthrauff & Ryan, Inc., Chicago.
NBC—WEAF	HH (9-9:30 p.m) Jan.-Mar. 30; (8:30-9 p.m.) Apr. 6-June 29.	1-w (W)	Jan.-June 29.	Gamble & Co., Ltd., Chicago.
CBS—WABC	QH (10:15-10:30 a.- m.)	1-w (Th)	Jan. 21-Apr. 14.	N. W. Ayer & Son, Inc., Philadelphia.

Advertiser	Product	Program and Talent
Hansen's, Chr., Laboratory, Inc., Little Falls, N. Y.	junket	DON LANG—TRUE ANIMAL STORIES (preliminary listing THE JUNKET FOLKS)—children's program.
Hart, Schaffner & Marx, Chicago.	men's clothing	HART, SCHAFFNER AND MARX TRUMPETERS—Victor Young's orchestra; Edwin C. Hill, "The Man in the Front Row"; Herman Hupfeld, vocalist; Frank Papile, accordionist.
Health Products Corp., Newark, N. J.	Cod liver oil, Feenamint	DANGER FIGHTERS—dramatic program, with T. Daniel Frawley; orchestra, direction Thomas Belviso.
Hecker H-O Co., Inc., Buffalo, N. Y.	flour, cereal	HECKER SURPRISE PARTY—orchestra, direction Meredith Willson; guest artists: Anson Weeks, Newell Chase, Edna Fischer, Frank Moss, Juanita Tennyson, Robert Olsen, Seraphin Strelkoff, Nora Schiller, Madelene de Michel, Frederic Bittke, Caltana Christoph, Tommy Harris, Thelma Brown; The Buccaneers, male chorus, direction Earl Towner; Norman Nielsen, Ronald Graham.
	"	H-BAR-O RANGERS—dramatized juvenile cowboy stories, written, directed and played by Herbert Rice.
	"	<i>(Repeated)</i>
	"	BOBBY BENSON—dramatized cowboy series for children, with Richard Wanamaker, Fred Dampier, Malcolm L. Barney, Lorraine Pankow, Herbert Rice.
	"	<i>(Repeated)</i>
Heinz, H. J., Co., Pittsburgh, Pa.	rice flakes	JOE PALOOKA—episodes in the life and fights of a heavy-weight boxer, played by Ted Bergman; with Frank Readick, Ted Husing; Harry von Zell, announcer.
Hills Bros. Co., New York City.	Dromedary dates	CARAVAN—dramatic sketch, with Lucille Wall and Alfred Shirley; string quartet.
	"	DROMEDARY CARAVAN—dramatic sketch with Lucille Wall, Alfred Shirley, H. Cooper-Cliffe; Charles B. Tramont, announcer.
Hoffman Beverage Co., Newark, N. J.	beverages	HOFFMAN MORNING QUARTER HOUR—Harald Hansen, tenor (M-W); Nelson Eddy, baritone (F).

Network	Time	Schedule	1932 History	Agency
CBS—WABC	QH (5:45-6 p.m.)	2-w (T-Th)	Nov. 15-	Mitchell - Faust-Dickson & Wieland, Chicago.
CBS—WABC	HH (10-10:30 p.m.)	1-w (Th)	Jan.-May 19.	Batten, Barton, Durstine & Osborn Corp. of Illinois, Chicago.
NBC—WJZ	HH (8-8:30 p.m.) Jan.-June 25; (9-9:30 p.m.) June 30-Aug. 18.	1-w (Sat.) Jan.- June 25; (Th) June 30-Aug. 18.	Jan.-Aug. 18.	McCann-Erickson, Inc., New York City.
CBS—split network	HH 12 midnight-12:30 a.m.)	1-w (Th)	Jan-Mar. 10.	Gotham Advertising Co., New York City.
CBS—WABC	QH (5-5:15 p.m.)	3-w (M-W-F)	Sept. 26-Oct. 14.	"
CBS—split network	QH (8-8:15 p.m.)	"	"	"
CBS—WABC	QH (5-5:15 p.m.)	"	Oct. 17-	"
CBS—split network	QH (8-8:15 p.m.)	"	"	"
CBS—WABC	QH (6:45-7 p.m. T.; 11-11:15 p.m. Th.) Apr. 12-June 2; (8:45-9 p.m. T.- Th) June 7-Aug. 16.	2-w (T-Th)	Apr. 12-Aug. 16.	Young & Rubicam, Inc., New York City.
NBC—WEAF split network	QH (5-5:15 p.m. M- W-F; 2:45-3 p. m. Th.)	4-w (M-W-Th- F)	Jan.-Apr. 22.	Cecil, Warwick & Cecil, Inc., New York City.
NBC—WJZ	QH (5:15-5:30 p.m.)	3-w (M-W-F)	Sept. 26-	"
NBC—WJZ	QH (9:45-10 a.m.)	3-w (M-W-F)	May 30-Aug. 12.	Batten, Barton, Durstine & Osborn, Inc., New York City.

Advertiser	Product	Program and Talent
Hopper, Edna Wallace, Inc., Chicago. (division Affiliated Products, Inc.)	beauty preparations	EDNA WALLACE HOPPER PROGRAM—Edna Wallace Hopper, mistress of ceremonies; orchestra; Harry von Zell, announcer; guest artists: Kathryn Parsons, songs; Don Donnie and his London Kit Kat Club Orchestra; Ann Barrie, soprano; Barre Hill, baritone.
	“	EDNA WALLACE HOPPER VARIETY SHOW—Edna Wallace Hopper, mistress of ceremonies; London Kit Kat Club Orchestra; stars of stage and screen.
	“	YOUTH MATINEE—beauty talk, Princess Ivanova Obolensky, or Edna Wallace Hopper.
Horlick's Malted Milk Corp., Racine, Wis.	malted milk	ADVENTURES IN HEALTH—dramatic playlets based on health problems; talk, Dr. Herman N. Bundesen, health commissioner of Chicago.
	“	“
	“	SECKATARY HAWKINS—children's dramatic program.
	“	<i>(Repeated)</i>
Horn & Hardart Co., New York City.	restaurants	HORN AND HARDART'S CHILDREN'S HOUR—juvenile variety program; William Brenton, announcer.
Household Finance Corp., Chicago.	personal finance service	HOUSEHOLD PROGRAM—orchestra, direction Frank Laird Waller; music dramas, with Bruce Kamman, Bernardine Flynn, Don Ameche; Alice Mock, soprano, and Edward Davies, baritone, soloists.
	“	HOUSEHOLD PROGRAM—orchestra, direction Josef Koestner; Alice Mock, soprano; male trio; Edgar A. Guest, guest speaker (May 30-June 28, and resuming Sept. 13).
	“	MUSICAL MEMORIES—same program and talent as above.
Howard Clothes, Inc., New York City.	men's clothing	BEAU BRUMMEL OF SONG—William Vincent Hall, baritone; Jack Shilkret's orchestra.
Hughes, E. Griffith, Rochester, N. Y.	Kruschen salts	THE KRUSCHEN SERENADER—Bud Collyer, songs.

Network	Time	Schedule	1932 History	Agency
CBS—WABC	QH (3-3:15 p.m.)	1-w (W)	Jan.-Mar. 23.	Blackett - Sample H u m m e r t, Inc. Chicago.
"	HH 10-10:30 p.m.)	1-w (Sun.)	Mar. 13-May 15.	"
NBC—WJZ	QH (2:45-3 p.m.)	1-w (F)	Jan.-Apr. 3.	"
CBS—WABC	QH (10:15-10:30 p.- m.)	2-w (W-F) Feb. 5-July 29; 1-w (F) Aug. 5- Sept. 21.	Feb. 5-Sept. 21.	Lord & Thomas and Logan, Inc., Chi- cago.
NBC—WJZ	QH (8:30-8:45 p.m.)	2-w (T-F)	Sept. 27-	"
NBC—WJZ split network	QH (8:45-9 a.m.)	5-w (M-T-W-Th- F)	June 20-July 1.	"
"	QH (9:30-9:45 a.m.)	"	"	"
CBS—WABC local	H (11 a.m.-12 noon)	1-w (Sun.)	Jan.-	Boden Clements Co., New York City.
NBC—WJZ	HH (9-9:30 p.m)	1-w (T)	Jan.-Mar. 30.	Charles Daniel Frey Co., Chicago.
"	"	"	Apr. 5-Sept. 27.	"
"	"	"	Oct. 4-	"
CBS—WABC	HH (6:30-7 p.m.)	1-w (Sun.)	Mar. 13-May 1.	P e c k Advertising Agency, Inc., New York City.
CBS—WABC local	QH (8:30-8:45 a.m.) July 5-Sept. 19; (7:45-8 a.m.) Sept. 20-	6-w (M-T-W-Th- F-Sat.) July 5- Nov. 25; 3-w (M - W - F) Nov. 28-	July 5-	Harold D. Frazee & Co., Inc., New York City.

Advertiser	Product	Program and Talent
Hygrade Sylvania Corp., Emporium, Pa.	Sylvania radio tubes	SYLVANIANS—Mark Warnow's orchestra (Jan.-Mar. 6); Ernie Golden's orchestra (Mar. 13-June 26); Forty Flying Fingers, novelty two-piano quartet; Rondoliers' Quartet (Mar. 13-June 26); William Brenton, announcer.
Independent Grocers Alliance of America, Chicago.	I.G.A. grocery stores	BACK STAGE IN RADIO—programs in the making: Frank Westphal's orchestra; Al Cameron and Pete Bontsema ("Jack" and "Jerry"), co-masters of ceremony; male trio: Earl Smith, Dick Newlin, Jack Gardner; pianists, Jane Carpenter, Jack Gardner, Albert Nilsen; Don Ross, bari- tone; Natalie Alt, vocalist.
International Oil Heating Co., St. Louis, Mo.	oil burners	FRED FEIBEL—organ programs.
International Shoe Co., St. Louis, Mo.	Vitality shoes	VITALITY PERSONALITIES—Freddie Rich's orchestra; guest artists: Mary Hay, Artells Dickson, Frances Shelley, Ann Butler, Elsa Ersi, Ben Alley, Helen Richards; male quar- tet; Harry von Zell, announcer.
International Silver Co., Meriden, Conn.	William Rogers silverware	BRAD AND AL—Bradford Browne and Al Llewelyn, songs and patter.
	"	ANTHONY WONS—readings of poetry and prose of philo- sophic nature.
	"	<i>(Repeated)</i>
Investors Syndicate, Minneapolis, Minn.	financial service	MUSICAL MEMORIES (OR MEMORIES IN MELODY)—Thora Martens, mezzo-soprano; Phil Porterfield, baritone; Four Norsemen: Ted Klein, tenor; Edward Lindstrom, tenor; Adrian Revere, baritone; Kenneth Schon, bass.
	"	SUNDAY BRIGHT SPOT—Jack Pettis's orchestra; Mariners Trio: Gordon Cross, Gill Nolan, tenors; Glenn Cross, bari- tone.
Iodent Chemical Co., Detroit, Mich.	Iodent tooth paste	IODENT CLUB OF THE AIR—dramatic sketch; Joe Rines' or- chestra; Iodent trio.
	"	IODENT PROGRAM WITH JANE FROMAN—blues singer; orches- tra, direction Roy Shields.

Network	Time	Schedule	1932 History	Agency
CBS—WABC	QH (7:15-7:30 p.m. Sun.) Jan.-Feb. 14; (6:30-6:45 p.m. T.) Jan.-Feb. 16; (7:45-8 p.m. Sun.) Feb. 21-June 26.	2-w (Sun. - T) Jan.-Feb. 16; 1-w (Sun.) Feb. 21-June 26.	Jan.-June 26.	Cecil, Warwick & Cecil, Inc., New York City.
CBS—WABC	QH (9:45-10 a.m.)	2-w (M-Th)	Jan. 25-Mar. 17.	Hilmer V. Swenson Co., Chicago.
CBS—WABC	QH (7:45-8 a.m.) Apr. 29-May 6; (7:30-7:45 a.m.) July 5-Sept. 13; (5:15-5:30 p.m.) Sept. 20-	1-w (F) Apr. 29 and May 6; 1-w (T) May 3, July 5-	Apr. 29-	Lloyd & Hill, Inc., St. Louis.
CBS—WABC	QH (10-10:15 p.m.)	1-w (W)	Jan.-Mar. 9.	H. W. Kastor & Sons Co., Inc., Chicago.
CBS—WABC	QH (8:45-9 a.m.) Apr. 5-21, Sept. 27-Nov. 17; (9:45-10 a.m.) Apr. 26-Sept. 22.	2-w (T-Th)	Apr. 5-Nov. 17.	Benton & Bowles, New York City.
"	QH (9:30-9:45 a.m.)	3-w (Th-F-Sat.)	Nov. 10-19.	The Ralph H. Jones Co., New York City.
CBS—split network	QH (12 noon-12:15 p.m.)	"	"	"
CBS—WABC	QH (7:30-7:45 p.m.)	1-w (Sun.)	Oct. 9-Jan. 1, 1933.	Erwin, Wasey & Co., Ltd., Chicago.
NBC—WEAF	QH (2:15-2:30 p.m.)	1-w (Sun.)	Jan.-Mar. 20.	"
NBC—WEAF	HH (7:30-8 p.m.)	1-w (Sun.)	Jan.-Mar. 13.	Maxon, Inc., Detroit.
"	QH (4-4:15 p.m.)	"	Apr. 10-	"

Advertiser	Product	Program and Talent
Jarman Shoe Co., Nashville, Tenn.	Friendly Five shoes	FRIENDLY FIVE FOOTNOTES—Freddie Rich's orchestra; "Casey" Jones, aviation news flashes; Larry Murphy, tenor; Jackie Clarke, tap dancer; David Ross, announcer.
Jelke, John F., Co., Chicago.	Good Luck margarine	CAPTAIN JACK—dramatic adventure show for juveniles, with Don Ameche as "Captain Jack."
	"	<i>(Repeated)</i>
Jergens, Andrew, Co., Cincinnati, Ohio.	Woodbury's facial soap and Jergen's lotion	TO THE LADIES—Leon Belasco's orchestra; Tito Guizar, tenor (Jan.-Sept. 30); Morton Downey, tenor (beginning Oct. 7); David Ross, announcer.
	Woodbury's soap	RAY PERKINS, THE OLD TOPPER—songs and patter.
	Jergen's lotion	WALTER WINCHELL—talks patterned after his newspaper column; incidental music.
	"	<i>(Repeated)</i>
Jo-Cur, Inc., Chicago (division Affiliated Products, Inc.)	wave setting lotion	SUNDAY MATINEE OF THE AIR—orchestra, direction Victor Arden; talk, Beatrice Mabie, beauty expert; Harry Ross, comedian; Jimmie Lyons, humorous commentator; guest stars.
	"	WAVES OF MELODY—Victor Arden's dance orchestra; Tom Brown, tenor.
Kellogg Co., Battle Creek, Mich.	cereals	BUCK ROGERS IN THE YEAR 2432—dramatic sketch, with Matthew Crowley; Jay Hanna, director; Fred Uttal, announcer.
	Kaffee Hag coffee	KELLOGG SLUMBER MUSIC—Ludwig Laurier's string ensemble.
	cereals	SINGING LADY—children's program: nursery jingles; songs and stories.
	"	<i>(Repeated)</i>

Network	Time	Schedule	1932 History	Agency
CBS—WABC	QH (9:45-10 p.m.)	1-w (F)	Jan.-Apr. 1.	C. P. Clark, Inc., Nashville.
CBS—WABC	QH (5:15-5:30 p.m.)	5-w (M - T - W - Th-F)	Oct. 24-Dec. 23.	Blackett - Sample - Hummer t, Inc., Chicago.
CBS—split network	QH (6-6:15 p.m.)	"	Nov. 28-Dec. 23.	"
CBS—WABC	QH (9:30-9:45 p.m.) Jan.-Sept. 9: HH (9:30-10 p.m.) Sept. 16-	1-w (F)	Jan. 1-Dec. 23.	Lennen & Mitchell, Inc., New York City.
NBC—WJZ	QH (6:30-6:45 p.m.)	2-w (T - Sat.) Jan.-Feb. 27; 1-w (T) Mar. 1- May 31.	Jan.-May 31.	J. Walter Thompson Co., Inc., New York City.
"	QH (9:30-9:45 p.m.)	1-w (Sun.)	Dec. 4-	"
NBC—WJZ split network	QH (11:15-11:30 p.- m.)	"	"	"
CBS—WABC	HH (2:15-2:45 p.m.)	1-w (Sun.)	Oct. 16-	Blackett - Sample - Hummer t, Inc., Chicago.
NBC—WJZ	QH (7:45-8 p.m. M; 10:45 - 11 p. m. F) J a n. - F e b. 12; (10:30-10:45 p.m.) Feb. 15-July 20.	2-w (M-F) Jan.- Apr. 29; 1-w (M) May 2- 9; (W) May 18-July 20.	Jan.-July 20.	"
CBS—WABC	QH (7:15-7:30 p.m.)	5-w (M-T-W-Th- F)	Nov. 7-	N. W. Ayer & Son, Inc., New York City.
NBC—WJZ	HH (9:45-10:15 p.m.)	1-w (Sun.)	Jan-Feb. 28.	Blackett - Sample - Hummer t, Inc., Chicago.
"	QH (5:30-5:45 p.m.)	5-w (M-T-W-Th- F)	Jan.-	"
NBC—WJZ split network	QH (7-7:15 p.m.) J a n.-S e p t. 23; (6:30-6:45 p.m.) Sept. 25-	"	"	"

Advertiser	Product	Program and Talent
Kelly-Springfield Tire Co., New York City.	tires	MAKING THE MOVIES—Raymond Knight, director; Katharine Renwick; orchestra, direction Robert Armbruster; The Songsmiths, male quartet: Randolph Weyant and "Scrappy" Lambert, tenors; Leonard Stokes, baritone; Robert Moody, bass; Kenneth Christy, accompanist.
Kelvinator Sales Corp., Detroit, Mich.	electric refrigeration	MRS. A. M. GOUDISS—housekeeping talk.
Kissproof, Inc., Chicago (division Affiliated Products Corp.)	Kissproof lipstick	HOLLYWOOD NIGHTS—Gene Rodemich's orchestra; Frank Luther, tenor.
Knox, Charles B., Gelatine Co., Inc., Johnstown, N. Y.	gelatine	KNOX SPARKLING MUSIC—Ed Trautman's orchestra; male quartet; tenor soloist.
Kolynos Co., New Haven, Conn.	dental cream	SALTY SAM, THE SAILOR—Irving Kaufman, baritone, songs and patter; Don Ball, announcer.
	"	THE PROFESSOR AND THE MAJOR—Bradford Browne and Al Llewellyn, songs and patter.
	"	JUST PLAIN BILL—comedy and patter centered around the life of a small town barber, with Ted di Corsia and Marian Wright.
Kraft-Phenix Cheese Corp., Chicago. (division National Dairy Products Corp.)	mayonnaise	MRS. A. M. GOUDISS—food talk.
Kreider, A. B., Shoe Co., Annville, Pa.	Pollyanna shoes	POLLYANNA, THE GLAD GIRL—a serial in which Pollyanna and her Uncle Jerry tour Europe, played by Gertrude Hardeman and Mark Smith; George Vause, accompanist.
La Choy Food Products, Inc., Detroit, Mich.	prepared Chinese foods	LA CHOY CHOPSTICKS—talks on Chinese foods; Billy Hughes, baritone; Sam Prager, accompanist.
Lady Esther Co., Chicago.	cosmetics	LADY ESTHER PROGRAM—Wayne King's orchestra (Gus Arnheim and his Cocoanut Grove orchestra substituting July 31-Aug. 28).
	"	"
	"	"

Network	Time	Schedule	1932 History	Agency
NBC—WJZ	HH (9:45-10:15 p.m.)	1-w (Sun.)	Mar. 20-June 12.	N. W. Ayer & Son, Inc., New York City.
NBC—WJZ	QH (11-11:15 a.m.)	1-w (M)	Jan.-June 12.	Brooke, Smith & French, Inc., Detroit.
NBC—WJZ	QH (10:45-11 p.m. W; 7:45 - 8 p.m. Sat.) Jan.-Feb. 13; (10:30 - 11 p.m.) Feb. 17-July 21.	2-w (W - Sat.) Jan.-Apr. 23; 1-w (Th) Apr. 28-July 21.	Jan.-July 21.	Blackett - Sample - Hummert, Inc., Chicago.
NBC—WEAF	QH (9:15-9:30 a.m.) Jan. - Apr. 23; (10:15-10:30 a.m) Apr. 26- June 14.	3-w (T-Th-Sat.)	Jan.-June 14.	Federal Advertising Agency, Inc., New York City.
CBS—WABC	QH (5:30-5:45 p.m.)	3-w (T-W-Th)	Jan.-Mar. 1.	Blackett - Sample - Hummert, Inc., Chicago.
"	"	"	Mar. 8-June 2.	"
"	QH (6:45-7 p.m.)	5-w (M-T-W-Th-F)	Sept. 19-	"
NBC—WJZ	QH (11-11:15 a.m.)	1-w (Sat.) May 7-July 2; (T) Sept. 27-	May 27-July 2; Sept. 27-	J. Walter Thompson Co., Inc., Chicago.
CBS—WABC	QH (5:30-5:45 p.m.)	1-w (F)	Feb. 26-May 20.	Samuel C. Croot Co., Inc., New York City.
CBS—WABC	QH (11-11:15 a.m.)	2-w (T-Th)	Sept. 13-	N. W. Ayer & Son, Inc., New York City.
NBC—WEAF	HH (3-3:30 p.m.)	1-w (Sun.)	Jan.-	Stack-Goble Advertising Agency, Chicago.
"	QH (5:30-5:45 p.m.)	1-w (W)	Mar. 30-June 1.	"
"	HH (8:30-9 p.m.)	1-w (T)	Oct 11-	"

Advertiser	Product	Program and Talent
La Gerardine, Inc., New York City	hair waving liquid	LA GERARDINE—Broadway's greatest thrills told by Ed. Sullivan, columnist; Dick Winfree's orchestra (Jan. 12-Mar. 15); Jack Berger's orchestra (Mar. 22-Apr. 26); guest stars; David Ross, announcer.
	"	GERARDINE MIDSUMMER NIGHTS—Jack Berger's orchestra; Sidney Skolsky, columnist; "Lefty" Flynn, baritone; Nora Langhorne, soprano; George Metaxa, tenor; guest stars.
	beauty prepara- tions	BEAUTY SCHOOL OF THE AIR—talk, V. E. Meadows.
Lambert Pharmacal Co., St. Louis, Mo.	Listerine antiseptic	LISTERINE PROGRAM—Russ Colombo's orchestra (Jan.-Mar. 12); Happy-Rose dance orchestra (Mar. 15-Apr. 2); concert orchestra with vocal soloist (Apr. 4-9).
	"	"
	"	THE COUNTRY DOCTOR—rural sketch, with Phillips H. Lord; Kelvin Keech, announcer.
Lamont, Corliss & Co., New York City.	Nestle's chocolates	NESTLE'S CHOCOLATEERS—orchestra, direction Leonard Joy; Allyn Joslyn, master of ceremonies; guest artists.
	"	NESTLE'S CHOCOLATEERS—orchestra, direction Phil Spitalny; ensemble of seven singers, Nicolai Samaroff, bass, soloist.
	Pond's face creams	POND'S DANCE PROGRAM—orchestra, direction Leo Reisman; guest artists; Mrs. Franklin D. Roosevelt, talks (Dec. 9-Feb. 24, 1933); Lee Wiley, contralto.
Lane Co., Altavista, Va.	cedar chests	LANE REPORTER—interior decoration talks on the homes of movie stars, by Nan Dorland.
	"	<i>(Repeated)</i>
Larus & Bros. Co., Richmond, Va.	Edgeworth tobacco	EDGEWORTH PROGRAM—Dixie Spiritual Singers, Negro chorus (Jan.-Apr. 7); "Dr. Walter E. Traprock" (George Chappell); Harriet Lee, contralto (Apr. 14-June 9); Arnold Johnson's orchestra, male trio (May 19-June 9).
	"	CORN COB PIPE CLUB OF VIRGINIA—barnyard music; male quartet.

Network	Time	Schedule	1932 History	Agency
CBS—WABC	QH (8:45-9 p.m.)	1-w (T)	Jan. 12-Apr. 26.	The Biow Co., Inc., New York City.
"	QH (8:30-8:45 p.m.)	1-w (Th)	June 30-Aug. 18.	"
"	QH (11:45 a.m.- 12 noon)	1-w (Th)	Aug. 25-Nov. 17.	"
NBC—WJZ	QH (10-10:15 p.m.)	3-w (T-W-Sat.)	Jan.-Apr. 9.	Lambert & Feasley, Inc., New York City.
NBC—WEAF	QH (5:45-6 p.m.)	3-w (M-Th-F)	Jan.-Apr. 8.	"
NBC—WJZ	QH (10-10:15 p.m.) June 20-Dec. 9; (8:45-9 p.m.) Dec. 12-	3-w (M - T - W) June 20 - July 20; Dec. 12- 5-w (M-T-W-Th-F) July 25-Dec. 9.	June 20-	"
NBC—WJZ	HH (8-8:30 p.m.).	1-w (F)	Jan-Sept. 30.	The Dauchy Co., Inc., New York City.
"	"	"	Oct. 7-	"
NBC—WEAF	HH (9:30-10 p.m.)	"	Jan.-	J. Walter Thompson Co., Inc., New York City.
CBS—WABC	QH (11:15-11:30 a.-m.)	1-w (F)	Apr. 1-May 20.	Henri, Hurst & Mc- Donald, Inc., Chi- cago.
CBS—split network	QH (2-2:15 p.m.) Apr. 1-22; (3-3:15 p.m.) Apr. 29-May 20.	"	"	"
NBC—WJZ	QH (8-8:15 p.m.)	1-w (Th)	Jan.-June 9.	Batten, Barton, Dur- stine & Osborn, Inc., New York City.
NBC—WEAF	HH (10-10:30 p.m.)	1-w (W)	June 15-	"

Advertiser	Product	Program and Talent
Lavoris Chemical Co., Minneapolis, Minn.	mouth wash	EASY ACES—bridge comedy serial, with Jane and Goodman Ace.
	“	<i>(Repeated)</i>
Lehigh Navigation Coal Co., Philadelphia.	coal	OLD COMPANY'S PROGRAM—William Wirges' orchestra; American Singers.
Lehn & Fink Products Co., Bloomfield, N. J.	Pebeco tooth paste	STORIES OF THE LIVING GREAT—talks, Ida Bailey Allen.
	“	TO-DAY'S PIONEER WOMEN—talks, Ida Bailey Allen.
	“	PEBECO PLAY-BOYS—piano trio: Walter G. Samuels, Leon- ard Whitcup, Felix Bernard; Helen Leighton, comedienne.
	Hind's Honey and Almond Cream	HIND'S ROMANCE EXCHANGE—Beatrice Fairfax (Mar. 7- Apr. 8); orchestra; Raymond Heatherton soloist.
	“	“
Liggett & Myers Tobacco Co., New York City.	Chesterfield cigarettes	MUSIC THAT SATISFIES—Nathaniel Shilkret's orchestra; Norman Brokenshire, master of ceremonies; soloists; Alexander Gray, baritone (M-Sat., Jan.-Mar. 12; T and F, Mar. 15-Aug. 5); Boswell Sisters (M and Th, beginning Mar. 14); Ruth Etting (W and Sat., beginning Mar. 16); Arthur Tracy, "The Street Singer" (T and F, beginning Aug. 9); announcers: Kenneth Roberts, Frank Knight, Harry von Zell.

Network	Time	Schedule	1932 History	Agency
CBS—WABC	QH (7:15-7:30 p.m.) Mar. 1-12; (7:30-7:45 p.m.) Mar. 14- July 1; (10:15 - 10:30 p.m.) Sept. 26-	3-w (T-Th-Sat.) Mar. 1-12; (M- W-F) Mar. 14- July 1; Sept. 26-	Mar. 1 - July 1; Sept. 26-	Blackett - Sample - H u m m e r t, Inc., Chicago.
CBS—split network	QH (10-10:15 p.m.)	"	"	"
NBC—WEAF	HH (1:45-2:15 p.m.)	1-w (Sun.)	Jan.-Mar.6	The Aitkin-Kynett Co., Philadelphia.
CBS—WABC	QH (11:15-11:30 a.- m.)	1-w (T)	Feb. 16-June 14.	United States Adver- tising Corp., New York City.
"	"	"	Aug. 16-Nov. 15.	"
"	QH (8:45-9 a.m.) May 17-Aug. 11; (7:30-7:45 p.m.) Aug. 16-Oct. 20; (7:45-8 p.m. M) Oct. 24-Dec. 12; (11:15-11:30 a.m. T) Nov. 8-Dec. 13.	2-w (T-Th) May 17-Oct. 20; 1-w (M) Oct. 24- 31; 2-w (M-T) Nov. 7-Dec. 13.	May 17-Dec. 13.	"
NBC—WJZ	QH (11:30-11:45 a.- m.)	3-w (M-W-Th)	Mar. 7-May 16.	Erwin, Wasey & Co., Inc., New York City.
"	QH (7:15-7:30 p.m.)	1-w (Th)	Mar. 17- May 19.	"
CBS—WABC	QH (10:30-10:45 p.- m.) M-T-W-Th-F- Sat., Jan. 4-Mar. 12; M - T - Th - F, Mar. 14-May 27; (10 - 10:15 p.m.); W-Sat., Mar. 16- May 28; M - Th, May 30-Aug. 4; M- T - W - Th-F-Sat., Aug. 8-Sept. 7; M- W-F. Sept. 9-; (9- 9:15 p.m.) T-Th- Sat., Sept. 8-.	6-w (M-T-W-Th- F-Sat.)	Jan.-	Newell-Emmett Co., Inc., New York City.

Advertiser	Product	Program and Talent
Lorillard, F., Co., New York City.	Old Gold cigarettes	LITTLE JACK LITTLE—vocalist and pianist.
Lowe Bros. Co., Dayton, Ohio.	paints	HOME DECORATIONS TALK—Grace Viall Gray, speaker; orchestra, direction J. Oliver Riehl.
Luden's, Inc., Reading, Pa.	cough drops	LUDEN'S NOVELTY ORCHESTRA—direction Dan Rybb; Conrad Thibault, baritone; Gregory Stone, pianist; Harry von Zell, announcer.
	“	<i>(Repeated)</i>
Luft, George W., Co., Long Island City, N. Y.	Tangee lip- stick and beauty products	TANGEE MUSICAL DREAMS—orchestra, direction William Stoess; Ralph Simpson, tenor; Wally Maher, narrator.
McKesson & Robbins, Inc., Bridgeport, Conn.	pharmaceu- tical sup- plies	MCKESSON MUSICAL MAGAZINE—concert orchestra, direction Erno Rapee; soloist (Fred Hufsmith, tenor; Barry Devine, baritone) or octet.
	“	MCKESSON MUSICAL NOVELTIES—string ensemble, direction Josef Stopak; soloist (Fred Hufsmith, tenor; J. Alden Edkins, bass-baritone).
McLaughlin Gormley King Co., Minneapolis, Minn.	insecticide	FRANK AND FLO CRONIN—songs and patter.
Macfadden Publications, Inc., New York City.	True Story Magazine	TRUE STORY HOUR—“Mary and Bob,” dramatic sketch.
Malted Cereals, Inc., Burlington, Vt.	cereals	MALTEX PROGRAM—orchestra, direction Frank Pinero; talk; Sam Lloyd, puzzles (Feb. 25-Mar. 3).
	“	ADVENTURES OF THE SAFETY SOLDIERS—dramatized children's program; George Shackley's orchestra.
Maltine Co., New York City.	maltine	MALTINE STORY—dramatized children's story; incidental music.

Network	Time	Schedule	1932 History	Agency
CBS—WABC	QH (9-9:15 a.m.)	5-w (M-T-W-Th-F)	Apr. 18-22.	Lennen & Mitchell, Inc., New York City.
NBC—WJZ	QH (4-4:15 p.m.)	1-w (Th)	Feb. 11-June 2.	The Geyer Co., Dayton.
CBS—WABC	HH (7:30-8 p.m.)	1-w (Sun)	Jan.-Apr. 10.	Richard A. Foley, Advertising Agency, Inc, Philadelphia.
CBS—split network	QH (10:30-10:45 p.m.)	"	Jan.-Jan. 24.	"
NBC—WJZ	QH (11:15-11:30 a.m.) June 14-Aug. 19; (5:15 -5:30 p.m.) Aug. 23-Nov. 3; 7:15-7:30 p.m.) Nov. 8-	2-w (T-F) June 14-Aug. 19; (T-Th) Aug. 23-Nov. 3; 1-w (T) Nov. 8-Dec. 20.	June 14-Dec. 20.	Cecil, Warwick & Cecil, Inc., New York City.
NBC—WEAF	HH (9-9:30 p.m)	1-w (T)	Jan.-Apr. 19.	Lambert & Feasley, Inc., New York City.
NBC—WJZ	QH (11:45-12 noon)	1-w (Th)	May - Sept. 28.	"
NBC—WJZ	QH (7:30-7:45 a.m.)	2-w (Th-Sat.)	May 19-June 30.	Batten, Barton, Durstine & Osborn Corp. of Illinois, Chicago.
NBC—WEAF	HH (8:30-9 p.m.)	1-w (T)	Jan.-June 28.	Young & Rubicam, Inc., New York City.
NBC—WEAF	QH (5:30-5:45 p.m.)	1-w (Th)	Jan.-Mar. 3.	Samuel C. Croot Co., Inc., New York City.
"	QH (5-5:15 p.m.) Sept. 9-Oct. 19; (5:45-6 p.m.) Oct. 26-	2-w (W-F)	Sept. 9-	"
NBC—WJZ	HH (5-5:30 p.m.)	1-w (T)	Jan-Feb. 23.	N. W. Ayer & Son, Inc., New York City.

Advertiser	Product	Program and Talent
Manhattan Soap Co., New York City.	Sweetheart toilet soap	SWEETHEART PROGRAM—Ruth Jordan, beauty talk; John Fogarty, tenor.
	“	“
	“	“
	“	SWEETHEART PROGRAM—Ruth Jordan, beauty talk; orchestra; John Shevlin, tenor.
	“	SWEETHEART SERENADERS—Ruth Jordan, beauty talk; orchestra; vocal trio: Dwight Latham, Wamp Carlson, Guy Bonham.
Martin-Senour Paint and Varnish Co., Chicago.	paints, varnishes	DON AND BETTY—romance series, with hints on home decoration; played by Vinton Haworth and Betty McLean.
Maytag Co., Newton, Iowa.	washing machines	MAYTAG ORCHESTRA—direction C. E. Wheeler; The Merrie-men, male quartet: Browning Mummery and Elliott Stewart, tenors; Bob Geddes, baritone; Norman Gordon, bass; Earl Lawrence, accompanist.
Mennen Co., Newark, N. J.	shaving prepara- tions, powders	MENNEN PROGRAM—Freddie Rich's orchestra; Irene Beasley, songs; sports talk by Ted Husing, announcer.
Mentholatum Co., Wichita, Kans.	Menthol- atum ointment	MELODY LANE—orchestra, direction Harry Sosnick; Karolyn Harris, contralto; male quartet: Charles Sears, Paul Largoy, tenors; Roger Robinson, baritone; Walter Stevenson, bass.
Metropolitan Life Insur- ance Co., New York City.	life insur- ance	TOWER HEALTH EXERCISES—Arthur Bagley, director.
Miles, Dr., Laboratories, Elkhart, Ind.	Alka Seltzer tablets	HOOSIER EDITOR—Frederick Landis, editor; orchestra, direction Frank Westphal; Mary Miles, soprano; Four Norsemen: Ted Klein, tenor; Edward Lindstrom, tenor; Adrian Revere, baritone; Kenneth Schon, bass.
	“	SONGS OF HOME, SWEET HOME—string ensemble, direction Chester Pecoraro (Apr. 24-May 15); direction Harry Kogen (May 22-July 10); the Merrie-men, male quartet (Apr. 24-May 15); Melody Men (May 22-July 10); Edward Davies, baritone; Lucille Long, soprano; William Vickland, narrator.
Minneapolis-Honeywell Regulator Co., Minne- apolis, Minn.	temperature control devices	WONDER HOUR—orchestra, direction Rudolph Mangold; guest artists: Mary Krakowsky, soprano; Karolyn Harris, contralto; Roger Robinson, baritone; Doris Wittich, pianist; Luella Melius, soprano; Sigwart Hofland.

Network	Time	Schedule	1932 History	Agency
NBC—WEAF	QH (5:30-5:45 p.m.)	1-w (M)	Jan.-May 23.	Peck Advertising Agency, Inc., New York City.
NBC—WJZ	QH (11:45-12 noon.)	1-w (W)	Jan-June 15.	"
"	QH (10:15-10:30 p.-m.)	1-w (T)	Mar. 22-Apr. 26.	"
"	QH (11:45 a.m.-12 noon.)	1-w (W)	Sept. 14-Nov. 30.	"
"	"	"	Dec. 7-	"
CBS—WABC	QH (10:45-11 a.m.)	1-w (F)	Jan.-May 27.	Bethel & Harvey, Inc., Chicago.
NBC—WJZ	HH (9-9:30 p.m.)	1-w (M)	Jan.-Apr. 4.	The Cramer-Krasselt Co., Milwaukee.
CBS—WABC	QH (9:15-9:30 p.m.)	1-w (Th)	Jan. 28-Apr. 21.	Hommann, Tarcher & Sheldon, Inc., New York City.
NBC—WJZ split network	HH (8:30-9 p.m.)	1w (W)	Jan.-Apr. 13.	Batten, Barton, Durstine & Osborn, Inc., New York City.
NBC—WEAF	1¼H (6:45-8 a.m.)	6-w (M-T-W-Th-F-Sat.)	Jan.-	Handled direct.
CBS—WABC	QH (2:45-3 p.m.)	1-w (Sun.)	Oct. 16-	Wade Advertising Agency, Chicago.
NBC—WJZ	HH (4-4:30 p.m.)	1-w (Sun.)	Apr. 24-July 10.	Atherton & Currier Inc., New York City.
CBS—WABC	HH (1:30-2 p.m.)	1-w (Sun.)	Mar. 20-Apr. 10.	United States Advertising Corp., Chicago.

Advertiser	Product	Program and Talent
Miracul Wax Co., St. Louis, Mo.	Dri-Brite wax	MAGIC PIANO TWINS—Frank Westphal and Albert Nilsen, piano-duo; talk, Bess Johnson.
	“	MAGIC PIANO TWINS—Harry Sosnik and William Moss, pi- ano-duo; talk, Mary Norton, home economist.
Montgomery, Ward & Co., Chicago.	mail order specialties	BEAUTIFUL THOUGHTS—Chuck, Ray and Gene, harmony trio (Chuck Haynes, Ray Ferris and Gene Arnold); Irma Glen, organist; Gene Arnold, narrator; Joan Blaine, an- nouncer.
	“	<i>(Repeated)</i>
	“	BEAUTIFUL THOUGHTS—Jimmy Kemper, baritone and nar- rator; male quartet: The Boys; Leo Fletcher, pianist; Joan Blaine, announcer.
	“	<i>(Repeated)</i>
Moore, Benjamin, Paint Co., New York City.	paints, varnishes	BETTY MOORE—decorating notes.
Morse & Rogers Shoes, New York City. (division International Shoe Co.)	Sundial shoes	SUNDIAL BONNIE LADDIES—vocal trio: Jim Whelan, Lou Noll and Charles Kennedy.
Mueller, C. F., Co., Jersey City, N. J.	macaroni, spaghetti	FORECAST SCHOOL OF COOKERY—cooking talk, Mrs. A. M. Goudiss.
Musterole Co., Cleveland, Ohio.	Musterole, Zemo	WHISPERING JACK SMITH—Jack Smith, baritone; Arnold Johnson's orchestra; Hummingbirds, girl harmony trio: Margaret Speaks, soprano; Katherine Cavalli, mezzo-so- prano; Dorothy Greeley, contralto.
National Biscuit Co., New York City.	Wheats- worth crackers	WHEATSWORTH PROGRAM—King Kill Kare, songs and dia- logue.
National Dairy Products Corp., Chicago. (See Kraft-Phenix Cheese Corp.)		
National Sugar Refining Co., New York City.	Jack Frost sugar	JACK FROST MELODY MOMENTS—Josef Pasternack's orches- tra; guest artists: Oliver Smith, tenor; mixed quartet: Kathryn Palmer, soprano; Helen Oelheim, contralto; Ken- neth Hines, tenor; Vernon Jayson, baritone; guest artists: Phil Dewey; Merle Alcock; Mary Lewis; Allan Prior.

Network	Time	Schedule	1932 History	Agency
CBS—split network	QH (1:15-1:30 p.m.) Feb. 26-Apr. 22; (2-2:15 p.m.) Apr. 29-May 27.	1-w (F)	Feb. 26-May 27.	Anfenger Advertising Agency, Inc., St. Louis.
CBS—WABC	QH (11-11:15 a.m.)	"	Sept. 9-Dec. 2.	"
NBC—WJZ	QH (9:30-9:45 a.m.)	6-w (M-T-W-Th- F-Sat.)	Jan.-May 30.	Erwin, Wasey & Co., Ltd., Chicago.
NBC—WJZ split network	QH (1:15-1:30 p.m.)	"	"	"
NBC—WJZ	QH (9:30-9:45 a.m.)	"	May 31-July 9.	Lord & Thomas and Logan, Inc., Chi- cago.
NBC—WJZ split network	QH (1:15-1:30 p.m.)	"	"	"
NBC—WEAF	QH (4-4:15 p.m.)	1-w (F)	Jan.-July 22.	Handled direct.
NBC—WJZ	QH (7:15-7:30 p.m.)	1-w (W)	Jan. 14-July 15.	Handled direct.
NBC—WJZ	QH (11-11:15 a.m.)	1-w (Th)	Jan.-June 30; Sept. 29-	Thomas M. Bowers A d v e r t i s i n g Agency, New York City.
CBS—WABC	QH (8-8:15 p.m.)	2-w (M-W)	Oct. 31-	Erwin, Wasey & Co., Inc., New York City.
NBC—WJZ	QH (8:15-8:30 a.m.) Aug. 15-Oct. 7; (8- 8:15 a.m.) Oct. 10-	3-w (M-W-F)	Aug. 15-	Batten, Barton, Dur- stine & Osborn, Inc., New York City.
NBC—WJZ	HH (8:30-9 p.m.) Jan.-Nov. 3; (9:30- 10 p.m.) Nov. 7-	1-w (W) Jan.- Nov. 3; (M) Nov. 7-	Jan.-	Gotham Advertising Co., New York City.

Advertiser	Product	Program and Talent
Neet, Inc., Port Chester, N. Y. (division Affiliated Products, Inc.)	Neet depila- tory	BEATRICE MABIE—beauty talk.
Newman, I., & Sons, New Haven, Conn.	corsets	FASHIONS AND FIGURES—fashion talk, Mrs. Evelyn Tobey.
New York Life Insurance Co., New York City.	life insur- ance	GREAT PERSONALITIES—dramatizations; narrators: Frazier Hunt (Jan.-Apr. 19), William S. Rainey (Apr. 27-May 31); orchestra, direction Rosario Bourdon (Jan.-Apr. 19), direction Harold Sanford (Apr. 27-May 31).
Northwestern Consolidated Mill Co., Minneapolis, Minn.	Ceresota flour	CERESOTA FLOUR PROGRAM—health talk, Dr. Royal S. Cope-land; Douglas Evans, announcer.
Northwestern Yeast Co., Chicago.	yeast	THE YEAST FOAMERS—orchestra and soloist: Herbie Kay's orchestra (Jan.-June 12); Charlie Agnew's orchestra (June 19-); Chauncey Parsons, tenor (Jan.-Feb. 28); Browning Mummery, tenor (Mar. 6-June 12); Irene Taylor, contralto (June 19-).
Oakland Motor Car Co., Pontiac, Mich. (division General Motors Corp.)	motor cars	WHITEMAN'S PONTIAC CHIEFTAINS—Paul Whiteman's or-chestra; King's Jesters, male quartet; the Romancers; Mildred Bailey, crooner; Jack Fulton, Jr., tenor; "Red" Mc-Kenzie, baritone.
Ocean Steamship Co. of Savannah, New York City.	ocean travel	SAVANNAH LINERS—orchestra, direction Robert Armbruster.
O'Cedar Corp., Chicago.	polish, mops	O'CEDAR MELODY MEN—George Howard, John Ravencroft, Ray McDermott, vocal trio; Francis Bastow, guitarist; William O'Connell, tenor.
Olds Motor Co., Lansing, Mich. (division General Motors Corp.)	Oldsmobile car	OLDSMOBILE GOES A CALLING—Paul Whiteman and his or-chestra; guest soloists in various cities.
Olson Rug Co., Chicago.	rugs	OLSON WEAVERS
Pabst Corp., Milwaukee, Wis.	cheese products	PABST-ETT VARIETIES—vocal-instrumental harmony quartet: Francis Bastow, guitarist; John Ravencroft, George How-ard, Ray McDermott, singers.
Pacific Coast Borax Co., New York City.	Twenty Mule Team borax	DEATH VALLEY DAYS—dramatic programs, with Virginia Gardiner, William Shelley, Jack McBryde, Vernon Rad-cliffe, Joseph Bell, Edwin M. Whitney, John Tucker Bat-tle; John White, cowboy songs; orchestra, direction Joseph Bonime.

Network	Time	Schedule	1932 History	Agency
NBC—WJZ	QH (10-10:15 a.m.)	1-w (W)	Feb. 17-July 27.	Blackett - Sample - Hummert and Gardner, Inc., New York City.
NBC—WEAF	QH (10:30-10:45 a.m.)	1-w (F)	Mar. 11-June 3.	Charles W. Hoyt Co., Inc., New York City.
NBC—WJZ	HH (9:30-10 p.m.)	1-w (T)	Jan.-May 31.	Frank Presbrey Co., Inc., New York City.
CBS—WABC	QH (10-10:15 a.m.)	1-w (Th)	Jan.-June 2.	Addison Lewis & Associates, Minneapolis.
NBC—WJZ	HH (2:30-3 p.m.)	1-w (Sun.)	Jan.-	Hays MacFarland & Co., Chicago.
NBC—WJZ	HH (10-10:30 p.m.)	1-w (F)	Jan.-July 1.	Campbell-Ewald Co., Inc., Detroit.
NBC—WJZ	QH (6:30-6:45 p.m.)	1-w (T)	Oct. 11-	The Aitkin - Kynett Co., Philadelphia.
NBC—WJZ	QH (11:45 a.m.-12 noon) Apr. 12-28; (12:45-1 p.m.) May 3-July 28.	2-w (T-Th) Apr. 12-June 2; 1-w (Th) June 9-July 28.	Apr. 12-July 28.	Hays MacFarland & Co., Chicago.
NBC—WJZ	H (3-4 a.m.)	1 ti. only.	Jan. 1, 1932.	Campbell-Ewald Co., Inc., Detroit.
CBS—WABC	QH (9:15-9:30 p.m.)	2-m (Th)	May 12 and 19.	Philip O. Palmer & Co., Chicago.
CBS—WABC	QH (1-1:15 p.m.)	2-w (T-F)	Jan.-Feb. 5.	Batten, Barton, Durstine & Osborn, Corp. of Illinois, Chicago.
NBC—WJZ	HH (8:30-9 p.m.) Jan.-Aug. 8; (9-9:30 p.m.) Oct. 6-	1-w (M) Jan.-Aug. 8; (Th) Oct. 6-	Jan.-Aug. 8; Oct. 6-	McCann-Erickson, Inc., New York City.

Advertiser	Product	Program and Talent
Paton, John G., Co., Inc., New York City.	Golden Blossom Honey and Hunny Whip	GOLDEN BLOSSOMS—Maria Cardinale, soprano; Willard Amison, tenor; Brewer and Poister, piano duo.
Penick & Ford, Ltd., New York City.	Vermont Maid Syrup	VERMONT LUMBERJACKS—male quartet: Jim Tucker and Nahum Hastings, tenors; Matt McLeod, baritone; Clem Hoskins, bass; Hoge Sullivan, master of ceremonies.
Pennzoil Co., Oil City, Pa.	gasoline, oil	PENNZOIL PARADE OF MELODIES—Harry Sosnik, pianist, and his band; vocal instrumental harmony quartet: Ray McDermott, Francis Bastow, George Howard, John Raven-croft; guest stars: Bill Moss, pianist; Karolyn Harris, con-tralto; William Miller, tenor; Harriet Cruse.
	“	<i>(Repeated)</i>
Pepsodent Co., Chicago.	Pepsodent antiseptic	THE GOLDBERGS—comedy sketch, with Gertrude Berg, James Waters, Roslyn Silber, Alfred Corn, Kate McComb, Me-nashe Skulnik.
	“	<i>(Repeated)</i>
	Pepsodent dentrifice	AMOS 'N' ANDY—Freeman F. Gosden; Charles J. Correll.
	“	<i>(Repeated)</i>
Philadelphia Storage Battery Co., Philadelphia	Philco batteries	PHILADELPHIA ORCHESTRA—Leopold Stokowski, conductor.
Philippe, Louis, Inc., Chicago. (division Affiliated Products, Inc.)	Angelus Rouge Incarnat	PARIS NIGHT LIFE—orchestra, direction Bertram Hirsch; talk, Princess Ivanova Obolensky; Madelon de Gist, so-prano; Pierre le Kreun, tenor.
Phillips-Jones Corp., New York City.	Van Heusen collars	VAN HEUSEN PROGRAM—Gus Van, the “Melody Man,” pop-ular songs and comedy; Nat Brusiloff's orchestra.
Phillips Petroleum Co., Bartlesville, Okla.	gas and motor oil	PHILLIPS 66 FLYERS—orchestra.

Network	Time	Schedule	1932 History	Agency
NBC—WJZ	QH (7-7:15 p.m.)	1-w (Sun.)	Apr. 10-June 12.	Frank Presbrey Co., Inc., New York City.
NBC—WEAF	QH (7-7:15 p.m.)	2-w (M-Th)	Jan.-Mar. 31.	J. Walter Thompson Co., Inc., New York City.
CBS—WABC	HH (8-8:30 p.m.) Feb. 14-Mar. 27; (9:30-10 p.m.) Apr. 3-	1-w (Sun.)	Feb. 14-	Hays MacFarland & Co., Chicago.
CBS—split network	HH (11:30 p.m. — 12 midnight.	1-w (Sun.)	"	"
NBC—WEAF	QH (7:45-8 p.m.)	6-w (M-T-W-Th-F-Sat) Jan.- Nov. 11; 5-w (M-T-W-Th-F) Nov. 12-	Jan.-	Lord & Thomas and Logan, Inc., Chicago.
NBC—WEAF split network	QH (12 midnight- 12:15 p.m.)	"	Nov. 7-	"
NBC—WJZ	QH (7-7:15 p.m.)	"	Jan.-	"
NBC—WJZ split network	QH (11-11:15 p.m.)	"	"	"
CBS—WABC	1¾H (8:15-10 p.m.)	1-m (Sat.)	Jan. 16; Mar. 12; Apr. 2; Nov. 26; Dec. 17.	F. Wallis Armstrong Co., Philadelphia.
NBC—WJZ	QH (10:45-11 p.m.) Jan. - Feb. 11; (10:30-10:45 p.m.) Feb. 16-July 19.	2-w (T-Th) Jan.- Apr. 21; 1-w (T) Apr. 26- July 19.	Jan-July 19.	Blackett - Sample - Hummert, Inc., Chicago.
CBS—WABC	QH (9:45-10 p.m.)	1-w (F)	Apr. 8-July 1.	Peck Advertising Agency, Inc., New York City.
CBS—split network	HH (7-7:30 p.m.)	6-w (M-T-W-Th-F-Sat.)	Nov. 14-	Lambert & Feasley, Inc., New York City.

Advertiser	Product	Program and Talent
Photoplay Publishing Co., Chicago.	Photoplay magazine	PHOTOPLAY'S LIFE STORIES OF MOVIE STARS—(subsequent title changes: PHOTOPLAY'S SCREEN PERSONALITIES, HOLLYWOOD WHISPERS)—Cal York, reporter; Alice Hill; Irene Wicker; Carolyn Van Wyck.
Pillsbury Flour Mills Co., Minneapolis, Minn.	flour	PILLSBURY PAGEANT—Sam Lanin's orchestra; soloists: Toscha Seidel, violinist; Theo. Karle, tenor, (Jan. 1-22); Arthur Tracy, "Street Singer" (Jan. 29-July 4); Kenneth Roberts, announcer.
Pompeian Co., New York City. (H. F. Ritchie & Co., Agents)	Pompeian face cream	POMPEIAN MAKE-UP BOX—talk, Jeannette de Cordet (Jan. 4-18); Viscomtesse de la Jarrie, beauty specialist, mistress of ceremonies (Jan. 21-Mar. 11); orchestra; Boswell Sisters; Frank Knight, announcer.
Pontiac Sales Co., Detroit, Mich. (division General Motors Corp.)	motor cars	PONTIAC PROGRAM—orchestra, direction Andre Kostelanetz; "Colonel Stoopnagle" and "Budd" (F. Chase Taylor and Wilbur Hulick); Jeannie Lang, singer; William O'Neal, tenor; vocal ensemble.
Porto-Rican American Tobacco Co., Newark, N. J.	cigars	EL TORO WEEK-END REVUE—Gus Van, master of ceremonies; the Pickens Sisters; Victor Arden's orchestra.
	"	EL TORO ALL-STAR REVUE—same program as above.
Pratt & Lambert, Inc., Buffalo, N. Y.	varnishes, enamels, lacquers	VOICE OF 1,000 SHADES—Jack Kerr, tenor; orchestra, direction Erwin Glucksman.
Premier Malt Sales Co., Peoria, Ill.	Blue Ribbon malt extract	BEN BERNIE—and his Blue Ribbon Orchestra.
	"	<i>(Repeated)</i>
	"	Same program as above.
	"	<i>(Repeated)</i>
Prescott, J. L., Co., Passaic, N. J.	oxol	OXOL FEATURE—trio (piano, accórdion, banjo): Gordon Grant, Dave Graham, and "Bunny" Coughlin.
Primrose House, Inc., New York City.	cosmetics	ROMANCE OF BEAUTY—talk, Mary Olds; Edwin Knells, baritone; Fred Feibel, organist.

Network	Time	Schedule	1932 History	Agency
CBS—WABC	HH (8:30-9 p.m.) Apr. 16-May 28; QH (10:15-10:30 p.m.) May 30-June 13.	1-w (Sat.) Apr. 16 - M a y 28; (M) May 30-June 13.	Apr. 16-June 13.	Aubrey & Moore, Inc., Chicago.
CBS—WABC	HH (9-9:30 p.m.) Jan.-Apr. 8; QH (9:15-9:30 p.m.) Apr. 11-July 4.	1-w (F) Jan.-Apr. 8; (M) Apr. 11-July 4.	Jan.-July 4.	Dollenmayer Adver- tising Agency, Inc., Minneapolis.
CBS—WABC	QH (8:45-9 p.m.) Jan. 4-11; (7:30- 7:45 p.m.) Jan. 13- Mar. 23.	2-w (M-W)	J a n. 4-M a r. 11.	N. W. Ayer & Son., Inc., New York City.
CBS—WABC	HH (9:30-10 p.m.)	1-w (Th)	Dec. 28-	Campbell-Ewald Co., Inc., Detroit.
NBC—WJZ	HH (9-9:30 p.m.)	1-w (Sat.)	July 30-Nov. 19.	Federal Advertising Agency, Inc., New York City.
"	HH (8-8:30 p.m.)	1-w (M)	Nov. 21-	"
CBS—WABC	QH (10-10:15 p.m.)	1-w (T)	Mar. 1-May 24.	The Albert P. Hill Co., Inc., Pitts- burgh, Pa.
CBS—WABC	HH (9-9:30 p.m.)	1-w (T)	Jan.-July 26.	Matteson-Fogerty- Jordan Co., Inc., Chicago.
CBS—split network	HH (1:30-2 a.m.)	"	May 3-July 26.	"
NBC—WEAF	HH (9-9:30 p.m.)	1-w (T)	Sept. 13-	"
NBC—WEAF split network	HH (12:30-1 a.m.)	"	"	"
CBS—WABC	QH (10-10:15 a.m.)	3-w (T - W - F) Jan. - June 17; 2-w (W-F) June 22-	Jan.-	Batten, Barton, Dur- stine & Osborn Inc., New York City.
CBS—WABC	QH (9:45-10 a.m.)	2-w (W-F)	Sept. 14-Dec. 23.	Erwin, Wasey & Co., Inc., New York City.

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Advertiser	Product	Program and Talent
Procter & Gamble Co., Cincinnati, Ohio.	Camay and Ivory soaps	THE GLOOM CHASERS, COL. LEMUEL Q. STOOPNAGLE AND BUDD—F. Chase Taylor and Wilbur Hulick; Louis Dean, announcer.
	Crisco shortening	CRISCO PRESENTS THE MILLS BROTHERS—negro harmony ensemble: Herbert, Harry, Donald and John, guitarist, vocal simulations of musical instruments.
	Chipso granules	CHIPSO PRESENTS THE MILLS BROTHERS—negro ensemble, as above; Victor Young's orchestra.
	Crisco shortening	SISTERS OF THE SKILLET—Eddie East and Ralph Dumke, specialty songs and dialogue.
	Ivory soap	IVORY PROGRAM—B. A. Rolfe and his orchestra.
	Crisco shortening	MRS. BLAKE'S RADIO COLUMN—Sisters of the Skillet (M-W); Winifred S. Coates (T); Dad Bailey and Mrs. C. B. Railing (Th); Helen Chase (F); cooking school (Sat.).
	“	MRS. BLAKE'S RADIO COLUMN
Quaker Oats Co., Chicago.	food products	GENE AND GLENN, THE QUAKER EARLY BIRDS—comedy songs and patter, Eugene Carroll and Glenn Rowell.
	“	<i>(Repeated)</i>
	“	PHIL COOK, THE QUAKER MAN—songs and patter.
	“	<i>(Repeated)</i>
	Ralston Purina Co., Inc., St. Louis, Mo.	cereals
“		<i>(Repeated)</i>

Network	Time	Schedule	1932 History	Agency
CBS—WABC	QH (8:45-9 p.m.)	2-w (M-W)	Feb. 1-Aug. 31.	The Blackman Co., New York City.
"	QH (7:15-7:30 p.m.) T-Th, Apr. 12-May 10; T, May 12-July 5; (9:15-9:30 p.m.) Th, May 12-July 7; M-Th, July 11-	2-w (T-Th) Apr. 12-July 7; (M-Th) July 11-	Apr. 12-	"
"	QH (9:15-9:30 p.m.)	2-w (M-Th)	July 5-	"
NBC—WJZ	QH (8:45-9 p.m.)	3-w (T-Th-F)	Jan.-July 1.	"
"	QH (8:30-8:45 p.m.)	2-w (Th-F)	Apr. 7-July 1.	"
NBC—WEAF	QH (10-10:15 a.m.)	6-w (M-T-W-Th-F-Sat.)	Jan.-Apr. 23.	"
NBC—WJZ	"	1-w (F)	Apr. 29-July 1.	"
NBC—WEAF	QH (8-8:15 a.m.)	6-w (M-T-W-Th-F-Sat.) Jan.-July 2; and Oct. 31- 3-w (T-Th-Sat.) Aug. 30-Oct. 29.	Jan.-July 2; Aug. 30-	Lord & Thomas and Logan, Inc., Chicago.
NBC—WEAF split network	QH (9-9:15 a.m.)	"	"	"
NBC—WJZ	QH (8:15-8:30 a.m.)	6-w (M-T-W-Th-F-Sat.)	Jan-June 28.	"
NBC—WJZ split network	QH (9:15-9:30 a.m.)	"	"	"
NBC—WEAF	QH (5:45-6 p.m.)	3-w (T-Th-Sat.)	Oct. 4-	Batten, Barton, Durstine & Osborn, Inc., New York City.
NBC—WEAF split network	QH (6:45-7p.m.)	"	"	"

Advertiser	Product	Program and Talent
Rath Packing Co., Waterloo, Ia.	Blackhawk food products	RADIO HOUSEHOLD INSTITUTE—food talk.
Reid, Murdoch & Co., Chicago.	Monarch Brand foods	THE MONARCH MYSTERY TENOR—tenor, identity not disclosed; Charles J. Gilchrist, radio reporter; Czerwonky Ensemble.
Resinol Chemical Co., Baltimore, Md.	Resinol soap, ointment	RESINOL CHEMICAL PROGRAM—orchestra, direction L. A. White; soloists.
Reynolds, R. J., Tobacco Co., Winston-Salem, N. C.	Camel cigarettes	CAMEL QUARTER HOUR—Jacques Renard's orchestra; Morton Downey, tenor; Anthony Wons, narrator; announcers: George Beuchler and Kenneth Roberts.
	“	<i>(Repeated)</i>
	Prince Albert tobacco	PRINCE ALBERT QUARTER HOUR—Paul Van Loan's orchestra Alice Joy, contralto; “Ol Hunch.”
Richardson & Robbins, Dover, Del.	canned foods	FORECAST SCHOOL OF COOKERY—Mrs. A. M. Goudiss.
Richman Bros. Co., Cleveland, Ohio.	men's clothing	RICHMAN BROTHERS PROGRAM—orchestra, direction Louis Silvers; Sylvia Froos, blues singer; Victor Moore.
Rieser Co., Inc., New York City.	Venida hair nets	VENIDA PROGRAM—William (“Wee Willie”) Robyn, tenor; Emery Deutch's Gypsies; Carlyle Stevens, announcer.
Ritchie, H. F., & Co. (Agents for J. C. Eno, Ltd.; Frostilla Co.; Pompeian Co.; Scott and Bowne, Inc.—see separate listings.)		
RKO Distributing Corp., New York City.	amusements	RKO THEATRE OF THE AIR—RKO-lians, direction Milton Schwarzwald; William Hanley, narrator; film, vaudeville and radio stars.
	“	THE PHANTOM OF CRESTWOOD—mystery drama serial, with Eunice Howard, Ned Weaver, Florence Malone, Richard Gordon, James Meighan, Marion Barney, Allyn Joslyn, Elsie Hitz, John McGovern, Helen Lowell, William Sams, George Graham, Dora Mathews, John McBride and Laddie Seaman.

Network	Time	Schedule	1932 History	Agency
NBC—WEAF	QH (11:30-11:45 a.-m.)	1-w (Sat.)	Apr. 9-July 2.	Young & Rubicam Inc., New York City.
NBC—WJZ split network	QH (2-2:15 p.m.)	1-w (Sun.)	Oct. 2-	Rogers & Smith Advertising Agency, Chicago.
CBS—split network	QH (12:15-12:30 a.-m.)	2-w (T-F) Jan.-Mar. 3; 1-w (T) Mar. 8-Apr. 26.	Jan.-Apr. 26.	The Biow Co., Inc., New York City.
CBS—WABC	QH (7:45-8 p.m.)	6-w (M-T-W-Th-F-Sat.)	Jan-May 28.	Erwin, Wasey & Co., Inc., New York City.
CBS—split network	QH (11:30-11:45 p.-m.)	"	"	"
NBC—WEAF	QH (7:30-7:45 p.m.)	6-w (M-T-W-Th-F-Sat.)	Jan.-Apr. 30.	"
NBC—WJZ	QH (11-11:15 a.m.)	1-w (T)	Jan.-June 28.	J. P. Muller & Co., New York City.
CBS—WABC	QH (7:30-7:45 p.m.)	2-w (T-Th)	Mar. 8-June 3.	J. Walter Thompson Co., Inc., New York City.
CBS—WABC	QH (1:45-2 p.m.)	1-w (Sun.)	Jan.-Mar. 13.	Marks Advertising Co., Inc., New York City.
NBC—WEAF	IH (10:30-11 p.m.)	1-w (F)	Jan.-Apr. 22.	Lord & Thomas and Logan, Inc., New York City.
"	"	"	Aug. 26-Oct. 7.	"

Advertiser	Product	Program and Talent
Royal Gelatin Dessert (See Standard Brands, Inc.)		
Scott and Bowne, Inc., Bloomfield, N. J. (H. F. Ritchie & Co., Agents)	Scott's Emulsion	ADVENTURING WITH COUNT VON LUCKNER—Dramatized ad- venture series, Count Felix von Luckner.
Scull, William S., Co., Camden, N. J.	Boscul coffee	BOSCUL ALL-STAR ORCHESTRA—Andy Sannella, conductor; vocal soloist.
Seeck & Kade, Inc., New York City.	Pertussin cough remedy	PERTUSSIN PLAYBOYS—orchestra, direction Frank Stretz; guest soloists.
Semler, R. B., Inc., New York City.	"Kreml" hair tonic	NELL VINICK—beauty talk.
Sharp & Dohme, Philadelphia.	pharmaceu- tical products	DR. HOWARD W. HAGGARD—health talks.
Sheaffer, W. A., Pen Co., Ft. Madison, Ia.	fountain pens	LIFETIME REVUE—dance orchestra, direction H. Leopold Spitalny; Gill and Demling, "The Two White Dots," com- edy team; Navarro Sisters; The Collegians, male quartet.
	"	"
	"	LIFETIME REVUE—orchestra, direction H. Leopold Spitalny; male quartet.
Shell Oil Co., San Francisco, Cal.	gasoline	THE ROAD REPORTER—Louis Dean, in talks on what roads to take to the various big events of the day.
	"	EDDIE DOOLEY'S FOOTBALL DOPE—Sports talk.
Sherwin-Williams Co., The, Cleveland, Ohio.	paints, varnishes	KEEPING UP WITH DAUGHTER—dramatic sketch, with Nan Dorland, Janett Kling, Van Harvey.
Shumilk Corp., East Orange, N. J.	shoe whitener	SHUMILK PROGRAM—Rollickers quartet: Clark Brewer, Vic- tor Hall, tenors; William Scholtz, baritone; James Davies, bass; Clifford Lang, accompanist; Henry M. Neely, mas- ter of ceremonies.

Network	Time	Schedule	1932 History	Agency
CBS—WABC	HH (9:30-10 p.m.)	1-w (Sun.)	Jan.-Mar. 27.	N. W. Ayer & Son, Inc., New York City.
NBC—WJZ	QH (7:15-7:30 p.m.) Jan. - Mar. 18; (6:15-6:30 p.m.) Mar. 18-Apr. 22.	1-w (F)	Jan.- Apr. 22.	F. Wallis Armstrong Co., Philadelphia.
CBS—WABC	QH (6:45-7 p.m.)	2-w (T-Th)	Jan.-Mar. 17.	J. Walter Thompson Co., Inc., New York City.
CBS—WABC	QH (11-11:15 a.m. W.) Jan. 6-July 6; Sept. 14- (also 3-3:15 p.m. T) Oct. 4-	1-w (W) Jan. 6- July 6; Sept. 14-28; 2-w (T-W) Oct. 4-	Jan. 6-July 6; Sept. 14-	Erwin, Wasey & Co., Inc., New York City.
NBC—WJZ	QH (7:15-7:30 p.m.)	1-w (Sun.)	Dec. 4-	J. Walter Thompson Co., Inc., New York City.
NBC—WJZ	HH (4:30-5 p.m.)	1-w (Sun.)	Feb. 14-May 8.	McJunkin Advertising Co., Chicago.
NBC—WEAF	QH (10:15-10:30 p.m.) May 15-June 12; (9:45-10 p.m.) June 19-Aug. 21.	"	May 15-Aug. 21.	"
NBC—WJZ	HH (9:45-10:15 p.m.)	"	Aug. 28-	"
CBS—WABC	5 minute broadcasts	daily	Aug. 18-	J. Walter Thompson Co., Inc., New York City.
"	QH (6:30-6:45 p.m.)	3-w (Th-F-Sat.)	Sept. 29-Dec. 3.	"
NBC—WEAF	QH (11-11:15 a.m.)	1-w (W)	Jan.-June 22.	Henri, Hurst & McDonald, Inc., Chicago.
NBC—WJZ	QH (8:15-8:30 p.m.)	1-w (W)	June 2-Sept. 7.	Samuel C. Croot Co., Inc., New York City.

Advertiser	Product	Program and Talent
Shur-on Standard Optical Co., Geneva, N. Y.	Shur-on Eye Glasses	THE MUSICAL SHOWMEN—Nat Brusiloff's orchestra; the Songsmiths, male quartet: Randolph Weyant and "Scrappy" Lambert, tenors; Leonard Stokes, baritone; Bob Moody, bass; Ken Christy, accompanist; George Martin, newspaper reporter.
Simoniz Co., Chicago.	auto cleaner polish	SIMONIZ GUARDSMEN—orchestra, direction Harry Kogen (Jan.-Aug. 24), direction Ernie Holst (May 1-15); Edwin Kemp, tenor; Kathryn Nelson, contralto.
Sinclair Refining Co., New York City.	gasoline, motor oils	SINCLAIR WIENER MINSTRELS—minstrel show, with Gene Arnold, master of ceremonies; end men: Pete Bontsema and Al Cameron (Mar. 5-Apr. 9); Mac McLoud and Clifford Soubier (beginning Apr. 11); Bill Childs, Freddie Scott (replaced by Bob James, Apr. 11), Chuck Haynes, and Ray Ferris; band, direction Morgan L. Eastman (Mar. 5-Apr. 18), Roy Shields (beginning Apr. 25).
Smith Brothers, Poughkeepsie, N. Y.	cough drops, syrups	SMITH BROTHERS, TRADE AND MARK—"Scrappy" Lambert and Billy Hillpot, comedy patter and popular songs; novelty orchestra.
	"	"
	"	SMITH BROTHERS, TRADE AND MARK—Billy Hillpot and "Scrappy" Lambert; Nat Shilkret's orchestra.
	"	"
	"	"
Socony Vacuum Specialties, Inc., New York City	petroleum products, floor wax, candles, etc.	CINDY AND SAM—Anne Elstner and John Tucker Battle, talk and music.
		HOUSEHOLD HELPERS—talk and music; orchestra, direction Joe Green.
Southern Dairies, Inc., Washington, D. C.	dairy products	SOUTHERN DAIRIES ORCHESTRA—with Sally Sothern; Ted Husing, announcer.
	"	INSIDE NEWS—by Ted Husing; Sally Sothern; Sam Prager's instrumental ensemble.
Spool Cotton Co., New York City.	J & P Coates sewing thread, Clark's "O.N.T."	THREADS OF HAPPINESS—orchestra, direction Andre Kostelanetz; Tommy McLaughlin, baritone; David Ross, announcer

Network	Time	Schedule	1932 History	Agency
NBC—WJZ	HH (4:30-5 p.m.)	1-w (Sun.)	Jan.-Jan. 31.	N. W. Ayer & Son, Inc., Philadelphia.
NBC—WJZ	HH (5:30-6 p.m.)	1-w (Sun.)	Jan.-May 15.	J. L. Sugden Advertising Co., Chicago.
NBC—WJZ	HH (9-9:30 p.m.)	1-w (Sat.) Mar. 5-Apr. 9; (M) Apr. 11-	Mar. 5-	Federal Advertising Agency, Inc., New York City.
CBS—WABC	QH (9:30-9:45 p.m.)	1-w (Sat.)	Jan.-Mar. 26.	Hommann, Tarcher & Sheldon, Inc., New York City.
"	QH (8:45-9 p.m.) Nov. 16-Dec. 21; (8-8:15 p.m.) Dec. 30-	1-w (W) Nov. 16-Dec. 21; (F) Dec. 30-	Nov. 16-	"
NBC—WJZ	QH (8:30-8:45 p.m.)	1-w (F)	Jan.-Apr. 1.	"
"	QH (9:15-9:30 p.m.)	1-w (Sun.)	Oct. 30-Dec. 25.	"
NBC—WEAF	QH (7:45-8 p.m.)	"	Jan. 1, 1933-	"
NBC—WEAF	QH (10:30-10:45 a.m.)	2-w (T-Th)	Jan.-July 19.	Batten, Barton, Durstine & Osborn, Inc., New York City.
"	"	"	July 21-Sept. 29.	"
CBS—split network	QH (7:30-7:45 p.m.)	2-w (T-F)	Jan.-Mar. 25.	McKee & Albright, Philadelphia.
CBS—WJSV	"	1-w (Th)	Oct. 20-	"
CBS—WABC	QH (9:15-9:30 p.m.)	1-w (T)	Sept. 6-	The Paul Cornell Co., Inc., New York City.

Advertiser	Product	Program and Talent
Stanco., Inc., New York City.	Flit, Mistol, Nujol, cold cream	BIG TIME—Johnny Hart, humorous sketch; orchestra, direction Joseph Bonime.
	“	JOHNNY HART IN HOLLYWOOD—sketch with Johnny Hart, Jack McBride and Edwin M. Whitney; health talk, Dr. Royal S. Copeland; orchestra, direction Joseph Bonime.
Standard Brands, Inc., New York City.	Chase and Sanborn tea	CHASE AND SANBORN'S TEA PROGRAM—Georgie Price, comedian; Benny Kreuger's orchestra.
	Chase and Sanborn coffee	CHASE AND SANBORN HOUR—Dave Rubinoff's orchestra; guest artists as masters of ceremony: Eddie Cantor (to Jan. 31 and resuming Oct. 30); George Jessel; Harry Richman (June-Sept. 11); Georgie Price (Sept. 4-Oct. 23).
	Fleisch- mann's Yeast (for baking)	THE THREE BAKERS—Frank Luther, Jack Parker, and Darrel Woodyard; Will Donaldson, accompanist; Billy Artzt's dance orchestra; Bradford Browne, master of ceremonies; Sylvia Froos, blues singer.
	Fleisch- mann's Yeast (for health)	FLEISCHMANN HOUR—Rudy Vallee and His Connecticut Yankees; Ray Perkins, master of ceremonies (Jan-Apr. 27); guest stars: Bebe Daniels, Mullen Sisters, Sophie Tucker; Olsen and Johnson, comedians.
	“	FLEISCHMANN HOUR—Rudy Vallee and His Connecticut Yankees; radio revue with guest stars: a dramatic star, prominent singer, comedy unit, a musical group and an outstanding figure in the current week's news.
	Fleisch- mann's Yeast (for baking)	GREAT MOMENTS IN HISTORY—dramatic sketches; orchestra, direction Billy Artzt.
	Royal Gelatin	THE ROYAL VAGABONDS—impersonations, Ward Wilson; Frank Luther and “Scrappy” Lambert, vocal duo; Willie and Eugene Howard, comedians (Nov. 9-Dec. 28).
Standard Oil Co. of New Jersey, New York City.	Esso gasoline	ESSO PROGRAM—orchestra, direction Harry Salter; “Believe it or not” items, Robert Ripley (Jan.-Feb. 12; May 11-June 3); Edwin M. Whitney, character actor; Elsie Janis, songs and stories (Feb. 17-May 6).

Network	Time	Schedule	1932 History	Agency
NBC—WEAF	HH (8-8:30 p.m.)	1-w (W)	Jan.-Sept. 28.	McCann-Erickson, Inc., New York City.
NBC—WJZ	QH (7:45-8 p.m.) Oct. 3-Nov. 25; (6:15-6:30 p.m.) Nov. 28-	5-w (M-T-W-Th-F)	Oct. 3-	"
CBS—WABC	QH (7:45-8 p.m.)	2-w (T-Th)	June 2-	J. Walter Thompson Co., Inc., New York City.
NBC—WEAF	H (8-9 p.m.)	1-w (Sun.)	Jan.-	"
NBC—WJZ	HH (7:30-8 p.m.)	1-w (Sun.)	Jan.-June 26; Oct. 2-	"
NBC—WEAF	H (8-9 p. m.)	1-w (Th)	Jan-Sept. 29.	"
"	"	"	Oct. 6-	"
NBC—WJZ	HH (7:30-8 p.m.)	1-w (Sun.)	Oct. 2-	"
"	QH (6:30-6:45 p.m.) Jan-June 10; (7:15-7:30 p.m.) June 15-	3-w (M-W-F) Jan.-June 10; (W - T h - F) June 15-	Jan.-	"
NBC—WJZ	QH (7:45-8 p.m.) Jan. - Mar. 11; (7:15-7:30 p.m.) Mar. 16-June 3.	2-w (W-F)	Jan.-June 3.	McCann-Erickson, Inc., New York City.

Advertiser	Product	Program and Talent
Standard Oil Companies of New Jersey, Pennsylvania and Louisiana, and the Beacon Oil Co.	motor oils	THE FIVE STAR THEATRE—(T) orchestra, direction Josef Bonime; guest stars; (Th) light opera, The Aborn Opera Company, Louis Kroll, musical director.
	“	THE FIVE STAR THEATRE—(M) Groucho and Chico Marx, comedians; (W) dramatized short stories by famous authors; (F) series of “Charlie Chan” detective mysteries, with Walter Connolly; original scripts by Earl Derr Biggers.
Standard Oil Co. of New York, New York City. (See also Socony Vacuum Specialties)	Socony gasoline, motor oil	SOCONYLAND SKETCHES—dramatic sketches, with Arthur Allen, Parker Fennelly, Isabel Winlocke, Kate McComb.
Stephano Bros., Philadelphia.	Rameses II and Stephano cigarettes	RAMESES PROGRAM—William Wirges and Joe Kahn, piano duo; John Cali, guitarist; Curt Peterson, baritone, master of ceremonies (Jan.-Sept. 6); Frank Novak, instrumental soloist (beginning Sept. 6).
Sterling Products, Inc., Wheeling, W. Va.	Phillips Milk of Magnesia and Dental Magnesia	STERLING PRODUCTS PROGRAM—orchestra, direction Abe Lyman; glee club; concertina player; comedy team; Andre Baruch, announcer.
	“	LYMAN ORCHESTRA AND HOLLYWOOD NEWSBOY—Abe Lyman's orchestra; news and gossip from Hollywood; Syd Gary, baritone.
	Danderine hair tonic	MOVIE STAR REVUE—Jeannette Loff, mistress of ceremonies (Feb. 18-25); Dorothy Jones, soprano and mistress of ceremonies (Mar. 1-Aug. 16); Abe Lyman's orchestra (Feb. 18-25); Ted Astor's orchestra, (Mar. 1-Aug. 16); Syd Gary, baritone (Mar. 1-Aug. 16); Frances Langford, contralto.
	Phillips Milk of Magnesia and Dental Magnesia	STERLING PRODUCTS PROGRAM—Gus Haenschen's orchestra; Frank Munn, tenor.
	“	LOVE SONGS AND WALTZES—Frank Munn, tenor; string orchestra, direction Daniel Lieberfeld.

Network	Time	Schedule	1932 History	Agency
CBS—WABC	HH (10-10:30 p.m.)	2-w (T-Th)	Nov. 29-	McCann-Erickson, Inc., New York City.
NBC—WJZ	HH (7:30-8 p.m.)	3-w (M-W-F)	Nov. 28-	"
NBC—WEAF	HH (8-8:30 p.m.)	1-w (M)	Jan.-	Batten, Barton, Durstine & Osborn, Inc., New York City.
NBC—WJZ	QH (6:15-6:30 p.m.) Jan. - May 24; (8:30-8:45 p.m.) May 31-Sept. 20; (7:15-7:30 p.m.) Sept. 27-Nov. 1; (6:15-6:30 p.m.) Nov. 8-22; (7:30-7:45 p.m.) Nov. 29-	1-w (T) Jan.; and May 18- 2-w (T-W) Feb.- May 18.	Jan.-	The Aitkin - Kynett Co., Philadelphia.
CBS—WABC	QH (8:15-8:30 p.m.)	3-w (T-Th-Sat.) Jan.-June 11; 2-w (T-Th) June 28-Sept. 8.	Jan.-Sept. 8.	Blackett - Sample - Hummert, Inc., Chicago.
"	QH (8:15-8:30 p.m.) Sept. 28-Oct. 8; (8-8:15 p.m.) Oct. 11-	3-w (T-Th-Sat.)	Sept. 27-Dec. 20. (Series resumed Jan. 3, 1933).	"
"	QH (5:45-6 p.m.) Feb. 18-May 26; (2:15-2:30 p.m.) May 31-Aug. 16.	2-w (T-Th)	Feb. 18-Aug. 16.	"
NBC—WJZ	QH (10:30-10:45 p.m.)	2-w (W-F)	Apr.-May 13.	Thompson-Koch Co., Cincinnati.
"	"	2-w (M-F)	May 16-July 25.	"

Advertiser	Product	Program and Talent
Sterling Products, Inc. (Continued)	Phillips Milk of Magnesia and Den- tal Mag- nesia	DR. ROYAL S. COPELAND—health clinic.
	“	THE GIRL WHO LIVES NEXT DOOR—dramatic program, with Ruth Russell, John Kane, Mary Smith, Curtis Arnall.
Straus, S. W., & Co., New York City.	bonds	KALTENBORN EDITS THE NEWS—H. V. Kaltenborn, narrator; Don Ball, announcer.
Street & Smith Publica- tions, Inc., New York City.	Love Story Magazine	LOVE STORY HOUR—dramatizations, with Elsie Hitz, Ned Weaver, Wilmer Walter; Dana Noyes, production director; George Earle's orchestra; David Ross, announcer.
Sun Oil Co., Philadelphia.	gasoline, motor oils	LOWELL THOMAS—To-day's news.
	“	“
Swift & Co., Chicago, Ill.	Formây shorten- ing	HAPPY-GO-LUCKY HOUR—variety musical program with guest stars.
	Quick Ar- row Soap Flakes, Sunbrite Cleanser	PAT BARNES—in dramatic sketch; Larry Larsen, organist.
	meats, but- ter, eggs	THE STEBBINS BOYS—Parker Fennelly and Arthur Allen, comedy sketch.
	“	(Repeated)
	“	Same program as above.
	“	(Repeated)
	Vigoro Fertilizer	SWIFT GARDEN PARTY—orchestra; guest soloists: Marion Harris, crooner; George Meader, tenor; Men About Town Trio; Mario Chamlee, tenor; Attilio Baggiore, tenor; Richard Bonelli, baritone; Everett Marshall, tenor.
	meats, but- ter, eggs	THE HAPPY RAMBLER—Irving Kaufman, baritone; Lucy Allen, cooking talk; Emil Seidel and Irving Miller, piano duo.

Network	Time	Schedule	1932 History	Agency
NBC—WEAF	QH (10:10-15 a.m.) M; (9:15-9:30 a.m.) W; (10:15-10:30 a.m.) F.	3-w (M-W-F)	Jan.-Apr. 8.	Thompson-Koch Co., Cincinnati
"	QH (2:15-2:30 p.m.)	3-w (T-W-Th)	Oct. 3-	"
CBS—WABC	QH (7:30-7:45 p.m.)	2-w (T-Th)	Jan.-Mar. 3.	J. Walter Thompson Co., Inc., New York City.
CBS—WABC	HH (9:30-10 p.m.)	1-w (Th)	Jan.-Sept. 22.	Ruthrauff & Ryan, Inc., New York City.
NBC—WJZ	QH (6:45-7 p.m.)	5-w (M-T-W-Th-F)	June 20-	Williams & Cunnyngham, Inc., Chicago.
NBC—WEAF	QH (5-5:15 p.m.)	1-w (Sun)	Dec. 18-	"
CBS—split network	QH (6-6:15 p.m.) July 5-Sept. 22; (5-5:15 p.m.) Sept. 27-	2-w (T-Th)	July 5-	J. Walter Thompson Co., Inc., Chicago.
NBC—WJZ	QH (12:15-12:30 p.m.) Jan.-Oct. 1; (8:45-9 p.m.) Oct. 3-Nov. 23.	6-w (M-T-W-Th-F-Sat.) Jan.-Oct. 1; 2-w (M-T) Oct. 3-Nov. 1; 3-w (M-T-W) Nov. 7-23.	Jan.-Nov. 23.	Stack-Goble Adver- tising Agency, Chi- cago.
NBC—WEAF	QH (6:45-7 p.m.)	5-w (M-T-W-Th-F)	Jan.-Mar. 11.	J. Walter Thompson Co., Inc., Chicago.
NBC—WEAF split network	QH (12:45-1 a.m.)	"	"	"
NBC—WJZ	QH (7:30-7:45 p.m.)	"	Mar. 14-Oct. 21.	"
NBC—WJZ split network	QH (12:45-1 a.m.)	"	"	"
NBC—WJZ	HH (3:30-4 p.m.)	1-w (Sun.)	Jan. 31-May 8.	"
NBC—WEAF split network	QH (10:30-10:45 a.m.)	2-w (Th-F)	Oct. 6-Nov. 25.	"

Advertiser	Product	Program and Talent
Swift & Co. (Continued)	meats, butter, eggs	THURSTON, THE MAGICIAN—Howard Thurston and dramatic cast.
	“	<i>(Repeated)</i>
Tastyeast, Inc., Springfield, Mass.	Tastyeast	TASTYEAST JESTERS—vocal trio: “Pep,” Dwight Latham; “Vim,” Wamp Carleson; “Vigor,” Guy Bonham; songs with mandolite accompaniment; Swedish dialect stories.
Tennessee Products Corp., Nashville, Tenn.	Breethem breath tablets	WITCHING HOUR—thriller dramas with John Dailey, Bess K. Johnson, Vinton Haworth, Will Rath; Brooks and Ross; orchestra.
Texas Co., The New York City.	Texaco gasoline, motor oil	TEXACO PROGRAM—Ed Wynn and the Fire-Chief Band, direction Don Voorhees; octet; Graham McNamee, master of ceremonies.
Thompson Products, Inc., Cleveland, Ohio.	auto ac- cessories	TEEPEE SINGERS—male quartet: Herman Hughes, Charles Clinkscales, tenors; Maceo Johnson, baritone; Oliver Chiles, bass; Retting and Platt, piano duo.
	“	<i>(Repeated)</i>
Tide Water Oil Sales Corp., New York City.	Tydol, Veedol	THREE X SISTERS—songs; Eddie Lang, guitarist.
	“	TYDOL JUBILEE—Paul Specht's orchestra; Three X Sisters.
Time, Inc., New York City.	Time Magazine	MARCH OF TIME—dramatizations of the outstanding news events of the week, Don Stauffer, director; Harry von Zell, announcer.
Union Central Life Insur- ance Co., Cincinnati, Ohio.	life insurance	ROSES AND DRUMS—dramatic sketches based on American history with guest stars of the stage.
United Drug Co., Boston.	Rexall products	REXALL RADIO PARTY—Andy Sannella's orchestra; “Jerry” and “Ed,” comedy and songs.
United States Industrial Alcohol Co., New York City.	industrial alcohol	OHMAN AND ARDEN—piano duo, with dance orchestra; Beth Challis, soloist; Phil Rapp, master of ceremonies.

Network	Time	Schedule	1932 History	Agency
NBC—WJZ	QH (8:45-9 p.m.)	2-w (Th-F)	Nov. 3-	J. Walter Thompson Co., Inc., Chicago
NBC—WJZ split network	QH (12:15-12:30 a.m.)	"	"	"
NBC—WJZ	QH (7:15-7:30 p.m.)	2-w (M-Th) Jan.-Mar. 10; (M-Sat.) Mar. 19-June; 1-w (M) June-	Jan.-	United Advertising Agency, Inc., New York City. (Stack-Goble Advertising Agency, New York, beginning Nov. 28.)
CBS—WABC	QH (5:30-5:45 p.m.)	1-w (Sat.)	Jan. 23-Mar. 5.	Critchfield & Co., Chicago.
NBC—WEAF	HH (9:30-10 p.m.)	1-w (T)	Apr. 26-	Hanff-Metzger, Inc., New York City.
NBC—WJZ split network	QH (11:15-11:30 p.m.)	1-w (Sat.)	Apr. 30-July 23.	Fuller & Smith & Ross, Inc., Cleveland.
"	QH (11:30-11:45 p.m.)	"	"	"
CBS—WABC	QH (7:30-7:45 p.m.)	3-w (M-W-F)	Oct. 3-Nov. 26.	Lennen & Mitchell, Inc., New York City.
"	"	"	Nov. 28-	"
CBS—WABC	HH (8:30-9 p.m.)	1-w (F)	Jan.-Feb. 26; Nov. 4-	Batten, Barton, Durstine & Osborn Corp. of Illinois, Chicago.
CBS—WABC	HH (6:30-7 p.m.) Apr. 24-Sept. 18; (5-5:30 p.m.) Sept. 25-	1-w (Sun.)	Apr. 24-	J. Walter Thompson Co., Inc., Chicago.
NBC—WEAF	QH (7:15-7:30 p.m.)	1-w (Sun.)	Feb. 7-May 1.	Thompson-Koch Co., Cincinnati.
NBC—WEAF	QH (9:45-10 p.m.) Oct. 23-Dec. 18; (10-10:15 p.m.) Dec. 25-	1-w (Sun.)	Oct. 23-	J. Walter Thompson Co., Inc., New York City.

Advertiser	Product	Program and Talent
United States Rubber Co., New York City.	Keds sport shoes	JUST WILLIE—Dave Ellman, sketches; Arthur Fields, songs; Fred Hall's orchestra.
Vacuum Oil Co., New York City.	motor oil	MOBILOIL CONCERT—orchestra, direction Nathaniel Shilkret; Gladys Rice, soprano; Douglas Stanbury, baritone and master of ceremonies (Jan.-Mar. 9); Lewis James, tenor (Mar. 16-June 15); Men About Town, vocal trio (July 6-Oct. 12); John Holbrook, announcer (Jan.-June 29); John Young, announcer (July 6-Oct. 12).
Valspar Corp., New York City.	paints, varnishes	CLUB VALSPAR—orchestra, direction William Wirges; Harold Van Emburgh, baritone; Norman Sweetser, master of ceremonies.
Vick Chemical Co., Greensboro, N. C.	Vick's Vapo-Rub	THE ROMANTIC BACHELOR—baritone soloist in song and narrative programs; orchestra.
Waitt & Bond, Inc., Newark, N. J.	Blackstone cigars	BLACKSTONE PLANTATION—Julia Sanderson and Frank Crumit, soloists; incidental music, direction Jack Shilkret.
	“	“
Walker-Gordon Laboratory Co., Plainsboro, N. J.	milk	WALKER-GORDON MOTHERS PROGRAM—Mrs. Sidney Booth and Alfred G. Cook, speakers.
Wallace, R., & Sons Mfg. Co., Wallingford, Conn.	silverware	EIGHT SONS OF ELI—double quartet: Howard W. Brunner, Edgar P. Small, Daniel F. Smith, Charles P. Chapman, tenors; David C. Jillson, Arthur T. Sutherland, Henry H. Clifford, Maskell W. A. Hunt III, bassos; Marshall Bartholomew, director; Norman and Henry Howard, piano duo; George Beuchler, announcer.
Wander Co., Chicago.	Ovaltine food drink	LITTLE ORPHAN ANNIE—childhood playlet, with Shirley Bell, Allan Baruch, Henrietta Tedro and Jerry O'Meara.
	“	<i>(Repeated)</i>
Washington, G., Coffee Refining Co., Morris Plains, N. J.	G. Wash- ington Coffee	ADVENTURES OF SHERLOCK HOLMES—dramatic program with Richard Gordon, Leigh Lovel, Joseph Bell; orchestra, direction Graham Harris.
	“	“

Network	Time	Schedule	1932 History	Agency
NBC—WJZ	QH (7:15-7:30 p.m.)	1-w (T)	Jan.-June 21.	The Blackman Co., New York City.
NBC—WEAF	HH (9:30-10 p.m.)	1-w (W)	Jan.-Oct. 12.	The Blackman Co., New York City.
NBC—WEAF	HH (9:30-10 p.m.)	1-w (Sat.)	Jan.-June 11.	Cowan & Dengler, Inc., New York City.
NBC—WEAF	QH (11:30-11:45 a.- m.)	1-w (W)	Nov. 2-	Young & Rubicam Inc., New York City.
NBC—WEAF	HH (8-8:30 p.m.)	1-w (T)	Jan.-	Batten, Barton, Durs- stine & Osborn, Inc., New York City.
NBC—WJZ	HH (9-9:30 p.m.)	1-w (Th)	Jan.-June 9.	"
NBC—WJZ	QH (10:45-11 a.m.)	1-w (W)	Feb. 17-June 15.	The Paul Cornell Co., Inc., New York City.
CBS—WABC	HH (2-2:30 p.m.)	1-w (Sun.)	Feb. 28-May 22.	McCann-Erickson, Inc., New York City.
NBC—WJZ	QH (5:45-6 p.m.)	6-w (M-T-W-Th- F-Sat.)	Jan.-	Blackett - Sample - Hummert, Inc., Chicago.
NBC—WJZ split network	QH (6:45-7 p.m.)	"	"	"
NBC—WEAF	HH (9:30-10 p.m.)	1-w (Th)	Jan.-Mar. 31; May 5-June 23.	Cecil, Warwick & Ce- cil, Inc., New York City.
NBC—WEAF split network	HH (12:15-12:45 a.- m.) Jan.-Mar.7; (12 midnight- 12:30 a.m.) Mar. 14-June 23.	1-w (M)	"	"

Advertiser	Product	Program and Talent
Washington, G., Coffee Refining Co. (Continued)	G. Washington Coffee	ADVENTURES OF SHERLOCK HOLMES—Dramatic program with Richard Gordon, Leigh Lovel, Joseph Bell; orchestra, direction Graham Harris.
	“	(Repeated)
	“	RUDYARD KIPLING STORIES—dramatizations.
	“	“
	“	O. HENRY STORIES—dramatizations, with Leigh Lovel and Joseph Bell; orchestra, direction Graham Harris.
	“	G. WASHINGTON CONCERT ORCHESTRA—direction Graham Harris.
	“	“
	“	“
	“	THE ISLAND BOAT CLUB DANCE—orchestra, direction Billy Artzt; The Foursome, male quartet; dramatic narrative with Sylvia Field and Allyn Joslyn.
	“	“
	“	“
R. L. Watkins Co., New York City.	Dr. Lyons' tooth powder	MANHATTAN MERRY-GO-ROUND—orchestra, direction Gene Rodemich; Jean Sargent, torch singer; “Scrappy” Lambert, Frank Luther, David Percy.
Wesson Oil and Snowdrift Sales Co., New Orleans, La.	Snowdrift shortening	SNOWDRIFT SOUTHERN MELODIES—orchestra, direction Andre Kostelanetz; Adele Vasa and Thelma Kessler, sopranos; Hall Johnson Singers.
Western Clock Co., La Salle, Ill.	Big Ben, Westclox clocks	BIG BEN'S DREAM DRAMAS—burlesque skits, with Virginia Gardiner and Webster van Voorhees; incidental music, direction Jack Shilkret.
	“	BIG BEN'S DREAM DRAMAS—dramatic sketches, with Georgia Backus and Joseph Bell.

Network	Time	Schedule	1932 History	Agency
NBC—WJZ	HH (9-9:30 p.m.)	1-w (W)	Jan.-May 4; June 22, and Oct. 5-	Cecil, Warwick & Cecil, Inc., New York City.
NBC—WJZ split network	HH (12:15-12:45 a.- m.)	“	“	“
NBC—WEAF	HH (9:30-10 p. m.)	1-w (Th)	Apr. 7-28.	“
NBC—WEAF split network	HH (12 midnight- 12:30 a.m.)	1-w (M)	“	“
NBC—WJZ	HH (9-9:30 p.m.)	1-w (W)	May 11-June 15.	“
NBC—WEAF	HH (9:30-10 p.m.)	1-w (Th)	July 21-Aug. 25.	“
NBC—WEAF split network	HH (12 midnight- 12:30 a.m.)	1-w (M)	“	“
NBC—WJZ	HH (9-9:30 p.m.)	1-w (W)	June 29, July 13; Sept. 7-28.	“
NBC—WEAF	HH (9:30-10 p. m.)	1-w (Th)	June 30-July 14.	“
NBC—WEAF split network	HH (12 midnight- 12:30 a.m.)	1-w (M)	“	“
NBC—WJZ	HH (9-9:30 p.m.)	1-w (W)	July 20-Aug. 24.	“
NBC—WJZ	HH (3:30-4 p.m.)	1-w (Sun.)	Nov. 6-	John F. Murray Ad- vertising Agency, Inc., New York City.
CBS—split network	HH (9-9:30 p.m.)	1-w (Th)	Jan.-Feb. 11.	Fitzgerald Advertis- ing Agency, New Orleans.
NBC—WEAF	QH (10:45-11 a.m.)	2-w (T-Th)	Jan.-Mar. 31.	Batten, Barton, Dur- stine & Osborn, Inc., New York City.
“	QH (5:30-5:45 p.m.)	1-w (Sun.)	Sept. 25-	“

Advertiser	Product	Program and Talent
Westinghouse Electric & Manufacturing Co., Mansfield, Ohio.	electrical appliances	BILL AND HENRY—Al Cameron and Pete Bontsema, songs and patter.
Wheatena Corp., The Rahway, N. J.	cereal	RAISING JUNIOR—domestic skit, with Aline Berry, Peter Dixon and Raymond Knight.
	“	WHEATENAVILLE—dramatic sketch with Raymond Knight, Alice Davenport, Vivian Block, Bobby Jordan; Kelvin Keech, announcer.
Whitman, Stephen F., & Son, Inc., Philadelphia.	Whitman's chocolates	WHITMAN SAMPLER PROGRAM—Jack Denny's orchestra; Evan Evans, baritone.
	“	SAMPLER PROGRAM—orchestra, direction Andy Sannella; Fred Hufsmith, tenor.
	“	SAMPLER PROGRAM—orchestra, direction Jack Denny; Evan Evans, baritone.
Wildroot Co., Buffalo, N. Y.	hair tonic	WILDROOT CHAT—Elizabeth May, beauty talk; Vee Lawnhurst, pianist.
Wilkening Mfg. Co., Philadelphia.	pedric piston rings	UNsung HEROES—dramatization of true stories of heroism of motor and garage repair men, with Don Merrifield and Stanley Andrews; directed by Betty McLean.
Willys-Overland, Inc., Toledo, Ohio.	motor cars	WILLYS-OVERLAND ORCHESTRA—Harold Stokes, director; Bud Vandover, tenor; Tom, Dick and Harry, vocal trio; Retting and Platt, piano duo.
	“	WILLYS-OVERLAND SILVER STREAKS—four piano quartet: Retting and Platt; Hoefle and Stokes; Tom, Dick and Harry, vocal trio.
Wrigley, William, Jr., Co., Chicago.	chewing gum	MYRT AND MARGE—serial dramatizations of life behind the footlights, with Myrtle Vail, Donna Damerel, Patricia Ann Manners, Vinton Haworth, Ray Hedge, Carl Hackett, Frank Seay, Tom Post, Cornelia Osgood, Ray Hunt, Eleanor Rella, Helen Ray, Dorothy Day, Ray Appelby, Carl Way; Bobby Brown, director.
	“	<i>(Repeated)</i>

Network	Time	Schedule	1932 History	Agency
NBC—WJZ	QH (12 noon-12:15 p.-m.)	3-w (M - W - F) Oct. 7-28; 2-w (W-F) Nov. 9-Dec. 16; 1-w (Sun.) Dec. 18-	Oct. 17 - 28; Nov. 9-	Fuller & Smith & Ross, Inc., New York City.
NBC—WJZ	QH (6-6:15 p.m.)	6-w (Sun.-M-T- Th-F-Sat.)	Jan.-Apr. 21.	McKee & Albright, Philadelphia.
NBC—WEAF	QH (7:15-7:30 p.m.)	5-w (Sun.-M-T- W-Th)	Sept. 11-	"
CBS—WABC	QH (8:45-9 p.m.)	1-w (Th)	Oct. 27- Dec. 23.	F. Wallis Armstrong Co., Philadelphia.
NBC—WEAF	HH (10-10:30 p.m.)	1-w (F)	Feb. 2-May 6.	"
"	QH (8:45-9 p.m.)	1-w (W)	Oct. 26-Dec. 21.	"
NBC—WEAF	QH (10:30-11 a.m.) Jan.-July 20; (4:15- 4:30 p.m.) July 24-	1-w (W) Jan.- July 20; (Sun.) July 24-	Jan.-	Batten, Barton, Dur- stine & Osborn, Inc., New York City.
CBS—split network	QH (10:15-10:30 p.- m.) Aug. 15-Sept. 19; (10:30-10:45 p.m.) Sept. 26- Nov. 21.	1-w (M)	Aug. 15-Nov. 21.	Bethel & Harvey Ad- vertising Agency, Chicago.
NBC—WJZ	QH (7-7:15 p.m.) Jan.-Mar. 27; (8- 8:15 p.m.) Apr. 6- 13.	1-w (Sun.) Jan.- Mar. 27; (W) Apr. 6-13.	Jan.-Apr. 13.	United States Adver- tising Corp., To- ledo.
"	QH (8-8:15 p.m.)	1-w (W)	Apr. 20-May 25.	"
CBS—WABC	QH (7-7:15 p.m.)	5-w (M-T-W-Th- F)	Jan.-May 27; Aug. 29-	Frances Hooper Ad- vertising Agency, Chicago.
CBS—split network	QM (10:45-11 p.m.)	"	"	"

Advertiser	Product	Program and Talent
Wrigley, William, Jr., Co. (Continued)	chewing gum	LONE WOLF TRIBE—dramas of early American Indian lore.
	“	<i>(Repeated)</i>
	“	ELY CULBERTSON—bridge lessons.
	“	CULBERTSON BRIDGE CLUB—Mrs. Ely Culbertson, bridge discussion; guest speakers.
Wyeth Chemical Co., New York City.	Jad Salts	AUNT JEMIMA SONGS—Tess Gardell, blues singer; Fred Berrens' orchestra.
Yardley & Co., Ltd., New York City.	cosmetics	YARDLEY PROGRAM—guest artists: Beatrice Herford, monologist; Mischa Levitzki, pianist; London String Quartet; Leslie Howard.
Young, W. F., Inc., Springfield, Mass.	Absorbine, Jr., Lini- ment	ABSORBINE, JR., PROGRAM—Whispering Jack Smith; The Humming Birds, women's trio; Arnold Johnson's orchestra.
Zoro Co., Chicago.	Zorex moth cakes	ZOREX MOTH CHASERS—Maple City Four, quartet: Fritz Meissner, Al Rice, tenors; Art Janes, baritone; Pat Patterson, bass.

DON LEE NETWORK

DuPont, E. I., de Nemours & Co.	paints, varnishes	TODAY AND YESTERDAY—orchestra and soloists in outstanding musical hits.
Eastman Kodak Co.	kodaks	KODAK WEEK-END HOUR—popular music programs, with guest soloists.
Globe Grain & Milling Co.	pancake flours	HEADLINES—newspaper serial, with music and dialogue.
Globe Mills	pancake flour	TO THE LADIES—concert type music.
Hecker H-O Co.	Hecker H-O Oats	H-BAR-O RANGERS—music and dialogue for children.

Network	Time	Schedule	1932 History	Agency
CBS—WABC	QH (5:45-6 p.m.)	3-w (M-W-F)	Jan.-Apr. 22; Aug. 29-	J. Walter Thompson Co., Inc., Chicago.
CBS—split network	QH (6:30-6:45 p.m.) Jan.-Apr. 22; (6:45- 7 p.m.) Aug. 29-	"	"	"
NBC—WEAF	QH (4:30-4:45 p.m.) M-W; (8-8:15 p.- m.) Sat.	3-w (M-W-Sat.)	Apr. 11-June 25.	Frances Hooper Ad- vertising Agency, Chicago.
"	HH (4-4:30 p.m.)	1-w (T)	Oct. 4-	"
CBS—WABC	QH (2-2:15 p.m.)	3-w (T-W-Th) Jan.-July 14; Sept. 13-Dec. 8; 2-w (T-Th) Dec. 13-	Jan.-July 14; Sept. 13-	Blackett - Sample - Hummert, Inc., Chicago.
NBC—WJZ	HH (2-2:30 p.m.)	1-w (Sun.)	Feb. 21-May 8.	N. W. Ayer & Son, Inc., New York City.
NBC—WJZ	QH (10:15-10:30 p.- m.)	3-w (M-W-Th)	June-Sept. 8.	Erwin, Wasey & Co., Inc., New York City.
CBS—WABC	QH (12:45-1 p. m.) Apr. 25-May 13; 2:45-3 p.m.) May 16-June 24.	3-w (M-W-F)	Apr. 25-June 24.	Faxon, Inc., Chicago.

NOTE: CDLBS denotes Columbia-Don Lee Broadcasting System; DLBS denotes Don Lee Broadcasting System

CDLBS	HH (9:30-10 p.m.)	1-w (Th)	Not given	Batten, Barton, Dur- stine & Osborn, Inc.
CDLBS	HH (9:30-10 p.m.)	1-w (F)	"	J. Walter Thompson Co., Inc.
DLBS	QH (8-8:15 p.m.)	5-w (M-T-W-Th- F)	"	Flach & Benedict.
DLBS	HH (8:30-9 p.m.)	1-w (T)	"	Kenning Advertising Service.
CDLBS	QH (5-5:15 p.m.)	3-w (M-W-F)	"	McCann-Erickson, Inc.

Advertiser	Product	Program and Talent
Los Angeles Soap Co.	White King soap	CHANDU, THE MAGICIAN—mystery serial, characters and music.
Pacific States Savings and Loan Co.	building and loan	HOME, SWEET HOME—concert music.
Signal Oil Co.	oil and gas	HEROES OF THE OLYMPICS—music and dialogue of history of Olympic Games.

NBC BASIC PACIFIC NETWORK

Associated Oil Co., San Francisco.	lubricants, petroleum products, fuel	ASSOCIATED SPOTLIGHT—Captain William H. Royle, master of ceremonies; Coquettes; Miss Ethyl Associated, soprano; Cicol Four, male quartet; Harold Peary, Bobbe Deane, Bennie Walker; "Flying A" Bandsmen, direction Walter Beban.
Borden Co., New York City.	milk	BORDEN PROGRAM—talks on baby care, Mrs. John T. Gordon.
Carnation Co., Seattle.	foods, food bev- erages, cereals	CARNATION-ALBERS CROSSCUTS FROM THE LOG O' THE DAY—Dr. Laurance L. Cross; Southern Harmony Four, male quartet.
Centaur Co., New York City.	drugs, and toilet goods (Fletch- er's Cas- toria)	DOCTOR DICK—drama.
Caswell & Co., Geo. W., San Francisco.	foods, food beverages, Caswell coffee	CASWELL PROGRAM (part of Woman's Magazine of the Air)—Bennie Walker, master of ceremonies; orchestra; vocalists.
	“	CASWELL CONCERT—mixed quartet; orchestra, direction Emil Polak.
Ghirardelli Co., D., San Francisco.	food and food bev- erages (choco- late)	GHIRARDELLI FEATURE (Woman's Magazine of the Air)—Bennie Walker, master of ceremonies; orchestra; vocalists.
Gilmore Oil Co., Los Angeles.	lubricants, petroleum products, fuel	GILMORE CIRCUS—Duke Attebury, Ken Gillum, clowns; Paul Taylor's quartet; Lawson's Negro male chorus; Al Gayle, accordionist; girls' trio; Helene Handin and Genie Noble; brass band.

Network	Time	Schedule	1932 History	Agency
CDLBS	QH (7:30-7:45 p.m.)	5-w (T-W-Th-F-Sat.)	Not given	Earnshaw-Young, Inc.
DLBS	H (9:30-10:30 a.m.)	1-w (Sun)	"	Leon Livingston Agency.
CDLBS	HH (8:45-9:15 p.m.)	1-w (T)	"	Logan & Stebbins.

NOTE: KGO is the key station. For other stations comprising this Network, refer to Network listings under Station Information.

NBC—KGO	1½H (9-10:30 p.m.)	1-w (Sat.)	Not given	Lord & Thomas, Inc.
NBC—KGO	QH (11:30-11:45 a.-m.)	1-w (F)	"	Young & Rubicam, Inc.
NBC—KGO	HH (8:30-9 a.m.)	5-w (T-W-TH-F-Sat.)	"	Erwin, Wasey & Co., Ltd.
NBC—KGO	QH (10:15-10:30 a.-m.)	1-w (M)	"	Young & Rubicam, Inc.
NBC—KGO	1/3H (10:50-11:10 a.-m.) 1/3H (10-10:20 a.m.)	1-w (M) 1-w (Th)	"	Emil Brisacher & Staff.
NBC—KGO	QH (8-8:15 p.m.)	1-w (Sat.)	"	
NBC—KGO	1/3H (10:50-11:10 a.-m.)	1-w (T)	"	Erwin, Wasey & Co.
NBC—KGO	H (8:15-9:15 p.m.)	1-w (F)	"	Chet Crank.

Advertiser	Product	Program and Talent
Golden State Co., Ltd., San Francisco.	foods, food bev- erages	GOLDEN STATE FAMILY ROBINSON—dramatic program, with Dorothy Desmond, Barton Yarborough, Anita Calfot, Jack Mery, Charles MacAlister.
General Petroleum Corp., Los Angeles.	lubricants, petroleum products, fuel	MEMORY LANE—drama by Ted Maxwell, featuring Billy Page, Eileen Piggott, Ted Maxwell.
Langendorf United Bakeries, Inc., San Francisco.	bread, pas- tries	LANGENDORF PICTORIAL—with Rush Hughes.
Hormel, Geo. A., & Co., Minneapolis.	foods	'ROUND-THE-WORLD CLUB—dramatic travelogue with Bill, Mack and Jimmy.
M. J. B. Co., San Francisco.	MJB coffee and tea	DEMI-TASSE REVUE—Peter B. Kune, stories; Ted Fio-Rito and his Hotel St. Francis Orchestra; Tommy Harris, singer; Ernie Smith.
Paraffine Companies, Inc., San Francisco.	paints and hardware	PARAFFINE PROGRAM (Woman's Magazine of the Air)—dramatic and musical sketch with Gail Taylor and Myron Niesley.
Pioneer Packing Co., Seattle.	Pioneer clams	PIONEER PROGRAM (Woman's Magazine of the Air)—Bennie Walker, master of ceremonies; orchestra, talk.
Pennzoil Co., The Los Angeles.	lubricants, petroleum products, fuel	PENNZOIL NEWS REVIEW—dramatized news events; male quartet; orchestra.
Roman Meal Co., Seattle.	cereals	ROMAN MEAL PROGRAM (Woman's Magazine of the Air)—Bennie Walker, master of ceremonies; orchestra, vocalists.
Richfield Oil Co. of California.	lubricants, petroleum products, fuel	RICHFIELD NEWS FLASHES—Sam Hayes.
Sego Milk Products, St. Louis.	canned milk	SEGO GIFT GIRL—talk by Wyn; Bennie Walker, master of ceremonies; soloists.
Safeway Stores, Inc., Oakland.	foods, food beverages	EDDIE PEABODY—entertainer, with instrumental ensemble.
	“	SAFEGWAY HOMEMAKERS' BUREAU (Woman's Magazine of the Air)—Julia Lee Wright, speaker; orchestra; vocalists.
Sperry Flour Co., San Francisco.	flour, cereals	MARTHA MEADE SOCIETY—domestic science talk.

Network	Time	Schedule	1932 History	Agency
NBC—KGO	HH (8:15-8:45 p.m.)	1-w (Sat)	Not given	Drury Advertising Agency.
NBC—KGO	HH (8:15-8:45 p.m.)	1-w (T)	"	Smith & Drum.
NBC—KGO	QH (3-3:15 p.m.)	5-w (M-T-W-Th-F)	"	J. Walter Thompson Co., Inc.
NBC—KGO	QH (5:15-5:30 p.m.)	4-w (M-T-W-Sat)	"	Batten, Barton, Durstine & Osborn, Inc.
NBC—KGO	HH (7:30-8 p.m.)	1-w (M)	"	Lord & Thomas, Inc.
NBC—KGO	1/3H (10:40-11:00 a.-m.)	1-w (Th)	"	Emil Brisacher & Staff.
NBC—KGO	1/3H (10:20-10:40 a.-m.)	1-w (Th)	"	The Milne Co.
NBC—KGO	HH (9-9:30 p.m.)	1-w (M)	"	Bowman, Deute, Cummings, Inc.
NBC—KGO	1/3H (10:30-10:50 a.-m.)	1-w (W)	"	The Milne Co.
NBC—KGO	QH (10-10:15 p.m.)	6-w (S-M-T-W-Th-F)	"	H. C. Bernsten Co.
NBC—KGO	QH (11:30-11:45 a.-m.)	1-w (T)	"	Botsford, Constantine & Gardner.
NBC—KGO	HH (7:30-8 p.m.)	1-w (W)	"	Botsford, Constantine & Gardner.
NBC—KGO	1/3H (10:30-10:50 a.-m.)	1-w (F)	"	"
NBC—KGO	QH (9:30-9:45 a.m.)	1-w (Th)	"	Blackett - Sample - Hummert, Inc.

Advertiser	Product	Program and Talent
Standard Oil Co. of California.	lubricants, petroleum products, fuel	STANDARD SCHOOL BROADCAST—music appreciation lessons.
	“	STANDARD SYMPHONY HOUR—orchestra, direction Alfred Hertz.
Spratt's Patent, Ltd.	dog food	SPRATT'S DOG SHOW OF THE AIR—with Scotty Mortland and Sid Goodwin.
Tillamook County Creamery Assn., Portland, Ore.	Tillamook cheese	TILLAMOOK PROGRAM (Woman's Magazine of the Air)—Wyn, Tillamook Dairy Maid; Bennie Walker, master of ceremonies; orchestra.
Wander Co., The Chicago, Ill.	Ovaltine	LITTLE ORPHAN ANNIE—childhood play with Floy Margaret Hughes, Jack Cowden, Wilda Wilson Church, Fred Thomas; Jennings Pierce, announcer.
Wheatena Corp., Rahway, N. J.	cereals	WHEATENAVILLE—dramatic sketch with Thomas Hutchinson, Roberta Hoyt, Elizabeth Mallory, Edward Firestone, Jr., Harold Peary.
Wesson Oil & Snowdrift Sales Co.	Snowdrift and Wesson oil	ONE MAN'S FAMILY—serial drama by Carlton E. Morse.

YANKEE NETWORK

American Oyster Co.	Saltea Sea Foods	Bob Pierce as Saltea Sea Sam and Eleanor Geer, pianist.
Atlantic Pharmacal Co.	Apco-Disinfectant	Sammy Liner, piano; Billy Payne, tenor.
Beechnut Packing Co.	food products	“Chandu, the Magician” (electrical transcription).
Berry Bros.	Varnishes, enamels, lacquers	Dance orchestra, with C. Pitts, tenor (electrical transcription).
Berwick Cake.	pastry	Charles R. Hector and his orchestra.
Birdseye Packing.	Frosted Foods, food products	Charles R. Hector and his orchestra; Guest Dealer on every program.

Network	Time	Schedule	1932 History	Agency
NBC—KGO	3/4H (11-11:45 a.m.)	1-w (Th)	Not given	McCann - Erickson, Inc.
NBC—KGO	H (8:15-9:15 p.m.)	1-w (Th)	"	"
NBC—KGO	QH (8:15-8:30 p.m.)	1-w (M)	"	Paris & Peart.
NBC—KGO	1/3H (11:10-11:30 a.m.)	1-w (F)	"	Botsford, Constantine & Gardner.
NBC—KGO	QH (5:30-5:45 p.m.)	6-w (M-T-W-Th-F-Sat.)	"	Blackett - Sample - Hummert, Inc.
NBC—KGO	QH (5:45-6 p.m.)	5-w (M-T-W-F-Sat.)	"	McKee & Albright.
NBC—KGO	HH (8:30-9 p.m.)	1-w (W)	"	Fitzgerald Advertising Agency.

NOTE: For stations comprising this Network, refer to Network listings under Station Information.

YN—WNAC	QH (6:15-6:30 p.m.)	1-w (W)	Mar. 6. 2-Apr.	Livermore & Knight, Providence.
YN—WNAC	QH (10:15-10:30 a.m.)	1-w (T)	May 7. 3-June	David Malkiel, Boston.
YN—WNAC	QH (6:45-7 p.m.)	5-w (M-T-W-Th-F)	May 30. 16-Dec.	McCann-Erickson, Inc., New York City.
YN—WNAC	QH (10:15-10:30 p.m.)	1-w (M)	Jan. 23. 4-May	Maxon, Inc., Detroit.
YN—WNAC	QH (9:30-9:45 a.m.)	1-w (Sat.)	Jan. 20. 2-Feb.	L. B. Hawes, Boston.
YN -WNAC	QH (9:30-9:45 a.m.) Jan. 1-June 25. QH (9:45-10:00 a.m.) Oct. 14-Dec. 6.	2-w (T-F)	Jan. 25; 1-June Oct. 14-Dec. 6.	Wolcott & Holcomb, Inc., Boston.

Advertiser	Product	Program and Talent
Boston Food Products.	Prudence c o r n e d beef, hash, beef stew, lamb stew	Charles R. Hector and his orchestra ; Women's Club directed by Eleanor Geer ; Morton Bowe, tenor.
Brockton Fair.	Amusement	
Burnham & Morrill.	B & M beans and brown- bread	Charles R. Hector and his orchestra ; Quaker Ridge, rural script act with Jane Day, Fred Bishop, Irwin Cowper and Nancy Howe.
Cain, John.	Cain's may- onnaise	Charles R. Hector and his orchestra ; George Wheeler, tenor.
California Fruit Exchange.	Blue Anchor Brand fruits	Blue Anchor Boy and Girl, with Emily McKenzie and George Wheeler ; Charles R. Hector and his orchestra.
Colt Shoe Co.	shoes	Piano, organ, Adrian O'Brien, tenor.
Columbia Conserve Co.	Canned goods	Talk by Norman Hapgood.
Curran, Inc., Jane.	Pacquin Hand Cream	Charles R. Hector and his Singing Strings ; Ranny Weeks, "Pacquin Personality" ; Ruth Carr, "Pacquin Voice of Des- tiny."
Delano & Potter Co., Inc.	teas and coffees	Charles R. Hector and his orchestra.
Doughnut Machine Corp.	doughnuts	Charles R. Hector and the Downeyflake Dunkateers ; Doreen Glover, soprano ; Morton Bowe, tenor ; and Carl Moore.
Durkee Mower.	Marshmal- low Fluff	Andrew Jacobson and his orchestra ; Reese and White, the Silver Minstrels.
Elmwood Farms.	chicken and chicken à la king	Charles R. Hector and his orchestra ; George Wheeler, tenor.
First Church of Christ, Scientist.	Christian Science	Religious service.

Network	Time	Schedule	1932 History	Agency
YN—WNAC	QH (10:15-10:30 a.-m.)	2-w (T-Th)	Jan. 24. 5-May	Chamber's & Wiswell, Inc., Boston.
YN—WNAC	HH (5-5:30 p.m.)	6-w (M-W-Th-F-Sat.-Sun.)	Sept. 7-18.	P. F. O'Keefe, Advertising Agency, Boston.
YN—WNAC	QH (9:45-10 a.m.)	1-w (F)	Jan. 19. 1-Feb.	Lavin & Co., Boston.
YN—WNAC	QH (9:15-9:30 a.m.)	1-w (T)	Jan. 22. 5-Mar.	Chamber's & Wiswell, Inc., Boston.
YN—WNAC	QH (10:15-10:30 p.-m.)	3-w (M-W-Sat.)	July 27. 4-Aug.	Lord & Thomas and Logan, San Francisco.
YN—WNAC	QH (7:30-7:45 p.m.)	2-w (M-F)	Jan. 11. 5-Aug.	Harry M. Frost Co., Boston.
YN—WNAC	QH (8:30-8:45 p.m.)	1-w (W)	Apr. 20. 20-July	Gundlach Advertising Agency, Chicago.
YN—WNAC	HH (5-5:30 p.m.)	1-w (Sun.)	Oct. 25. 9-Dec.	H. E. Lesan Advertising Agency, New York City.
YN—WNAC	QH (10:30-10:45 a.-m.)	1-w (T)	Jan. 5-	Wolcott & Holcomb, Inc., Boston.
YN—WNAC	QH (5:45-6 p.m.)	1-w (Th)	Jan. 24. 7-Mar.	S. A. Conover Co., Boston.
YN—WNAC	QH (7-7:15 p.m.) Jan. 3-Mar. 27; QH (6:45-7 p.m.) Sept. 18-Dec. 25.	1-w (Sun.)	Jan. 27. 3-Mar. Sept. 25. 18-Dec.	Harry M. Frost Co., Boston.
YN—WNAC	QH (10:45-11 a.m.)	2-w (W-Sat.)	Jan. 9. 2-Mar.	Chamber's & Wiswell, Inc., Boston.
YN—WNAC	¾H (12-12:45 p.m.)	1-w (Th)	Nov. 10.	Handled direct.

Advertiser	Product	Program and Talent
Graham Service.	undertaking services	Graham Bouquet of Memories; male quartet and piano.
Griffith Hughes.	Kruschen Salts	Talk by Nancy Howe.
Hartwell & Sons, H. N.	Petro Carbon coal	Lew Conrad and his Hotel Statler Orchestra.
Hecker H-O Co.	cereal	Hum & Strum, harmony duo; Benny McLaughlin, piano.
Hoyt Co., F. M.	peanut butter	Charles R. Hector and his orchestra.
Irving, John, Shoe Co.	retail shoe chain	Charles R. Hector and his orchestra; Ranny Weeks, tenor.
Carlton & Hovey Co.	Father John's Medicine	Meistersingers; Helen Barr, soprano; Linus Travers, feature announcer.
Johnson Educator.	crackers, biscuits, cookies	Charles R. Hector and his orchestra.
Kimball, C. M.	Red Cap polish	Harmony duo, George Harris and Mimi Parks.
Lee Products.	cleanser	Piano duo; Morton, Bowe, tenor; Jane McGrew, soprano.
Loose-Wiles.	Sunshine Biscuits	Charles R. Hector and his orchestra; Sunshine Bill, feature announcer.
Lynn Products.	range oil burners	Organ; Russell Dorr, baritone.
McMullen, Gretchen.	cooking school	Cooking school, conducted by Gretchen McMullen.
Minn. Valley Canning Co.	Del Maiz corn, peas	Charles R. Hector and his orchestra; Jane McGrew; Del Maiz Show Boat.

Network	Time	Schedule	1932 History	Agency
YN—WNAC	HH (9-9:30 a.m.) Jan. 3-Mar. 27 HH (9:15-9:45 a.m.) Nov. 27-Dec. 25.	1-w (Sun.)	Jan. 3-Mar. 27. Nov. 27-Dec. 25.	Handled direct.
YN—WNAC	5 MIN. (9:10-9:15 a.- m.)	6-w (M-T-W-Th- F-Sat.)	June 18-July 30.	W. B. Jones, Inc., Remington, N. Y.
YN—WNAC	HH (8:30-9 p.m.)	1-w (T)	Dec. 13-27.	Dowd & Ostreicher, Inc., Boston.
YN—WNAC	QH (9-9:15 a.m.) Jan. 2-Mar. 12; (9:15- 9:30 a.m.) Mar. 14- Mar. 23.	3-w (M-W-Sat.)	Jan. 2-Mar. 23.	Chamber's & Wis- well, Inc., Boston.
YN—WNAC	QH (10:30-10:45 a.- m.)	1-w (Th)	Jan. 7-Mar. 31.	A. W. Ellis Adver- tising Agency, Bos- ton.
YN—WNAC	QH (6:45-7 p.m.)	2-w (W-F)	Feb. 19-Apr. 22.	Chamber's & Wis- well, Inc., Boston.
YN—WNAC	QH (3:45-4 p.m.)	1-w (Sun.)	Jan. 3-Mar. 20.	The Parker Co., Lowell, Mass.
YN—WNAC	QH (5:45-6 p.m.)	1-w (F)	Jan. 8-15.	John W. Queen Agency, Boston.
YN—WNAC	QH (9:15-9:30 a.m.)	1-w (F)	Apr. 1-June 24.	Broadcast Advertis- ing Agency, Bos- ton.
YN—WNAC	QH (10-10:15 a.m.)	1-w (Th)	Sept. 8.	Chamber's & Wis- well, Inc., Boston.
YN—WNAC	QH (9:45-10 a.m.)	1-w (Sat.)	Jan. 2-Dec. 31.	Newell-Emmett Co., Inc., New York City.
YN—WNAC	QH (3:45-4 p.m.)	1-w (Sun.)	Nov. 13-Dec. 11.	Harry M. Frost Co., Boston.
YN—WNAC	HH (10:15-10:45 a.- m.)	3-w (T-Th-Sat.)	Sept. 13-Dec. 31.	Handled direct.
YN—WNAC	QH (9:45-10 a.m.)	2-w (T-F)	Mar. 4-May 31.	Chamber's & Wis- well, Inc., Boston.

Advertiser	Product	Program and Talent
Myco Masury Young Co.	Myco Gloss paints, varnishes	Myco Man, Harry Schyde, baritone.
N. E. Coke Co.	coke	Ruby Newman and his orchestra; Adrian O'Brien, tenor (Oct.-Dec.); Joe Rhines and his orchestra; Danny Eavanough, tenor (Jan.-Mar.).
N. E. Confectionery Co.	confectionery	Charles R. Hector and his String Ensemble; Adrian O'Brien, tenor; script act with Carl Moore and Morton Bowe.
O'Hara Bros.	fish	Yankee Singers and Feature Voice, Lila Hale.
Prescott, J. L.	Black Iron stove polish	Sid Reinhertz and his orchestra; Ranny Weeks, tenor.
Providence Bible Institute.		Religious program.
Riverside Boiler Works.	boilers	Joe Solomon and his Cocoanut Grove Orchestra.
Rumford Co.	baking powder	The Forecast School of Cookery (electrical transcription).
Radio League of The Little Flower.		Rev. Chas. E. Coughlin.
Scott Furriers.	retail fur- riers	Joe Rhines and his orchestra.
Sears, Roebuck.	retail store	Script act: Wesley Boynton in "Sear's N.E. Days."
Sherwin-Williams.	paint	Script act: Fred Bishop and Doreen Glover in "Bringing Up Daughter."
Sweeney Lynes & Co.	Pheasant Brand products	Charles R. Hector and his orchestra; the Pheasant Orange Festival.
Three Minute Cereals.	cereals	Script act: Bob Pierce, Old Man Sunshine, Irwin Cowper and Fred Bishop.

Network	Time	Schedule	1932 History	Agency
YN—WNAC	QH (10:30-10:45 a.-m.)	1-w (W)	Mar. 9-June 1.	Wolcott & Holcomb, Inc., Boston.
YN—WNAC	HH (10-10:30 p.m.) QH (8:30-8:45 p.m.)	1-w (Th) 1-w (M)	Jan. 6-Mar. 16. Oct. 10-Dec. 26.	Louis Glaser, Inc., Boston.
YN—WNAC	QH (7:45-8 p.m.) QH (6:15-6:30 p.m.) QH (10-10:15 p.m.)	1-w (M)	Jan. 26. 5-Apr. 26.	Lavin & Co., Boston.
YN—WNAC	QH (9-9:15 a.m.)	1-w (F)	Mar. 11-Apr. 15.	Forrest B. Makechnie, Boston.
YN—WNAC	QH (10:15-10:30 a.-m.)	2-w (M-Th)	Feb. 29-May 26.	Chamber's & Wiswell, Inc., Boston.
YN—WNAC	QH (8:45-9:00 a.m.)	1-w (Sun.)	Oct. 25. 2-Dec. 25.	Handled direct.
YN—WNAC	QH (5:45-6 p.m.)	1-w (T)	Jan. 5. 12-Apr. 5	Harry M. Frost Co., Boston.
YN—WNAC	QH (11-11:15 a.m.) QH (10:45-11 a.m.)	2-w (T-F)	Jan. 29. 1-Apr. 29. Oct. 30. 18-Dec. 30.	Collins Advertising Agency. Atherton & Currier, Inc., New York City.
YN—WNAC	H (4-5 p.m.)	1-w (Sun.)	Jan. 3-Apr. 3. Oct. 25. 18-Dec. 25.	Grace & Holliday, Detroit.
YN—WNAC	HH (10-10:30 p.m.)	1-w (Sun.)	Jan. 25. 3-Dec. 25.	Handled direct.
YN—WNAC	QH (10:45-11a.m.)	2-w (M-F)	Mar. 4-8.	Chamber's & Wiswell, Inc., Boston.
YN—WNAC	QH (11-11:15 a.m.)	1-w (W)	Jan. 22. 6-June 22.	Henri, Hurst & McDonald, Inc., Chicago.
YN—WNAC	QH (5:30-5:45 p.m.)	1-w (Sat.)	Jan. 13. 2-Feb. 13.	Handled direct.
YN—WNAC	QH (5:15-5:30 p.m.)	3-w (M-W-F) 3-w (T-Th-Sat.)	Feb. 7. 8-26. Mar. 7. 1-May 7.	Beecher - Cale - Maxwell, Cedar Rapids, Iowa.

Advertiser	Product	Program and Talent
Watch Tower.		Religious program.
Woodlawn Nurseries.	nursery	Garden talk by George Price, horticulturist.
Wojtasinski Drug.	Katro-Lek	Polish Orchestra and Polish guest announcer.
Warren, Geo. E.	Cleercoal	Charles R. Hector and his Orchestra-Phantom.

Network	Time	Schedule	1932 History	Agency
YN—WNAC	H (10-11 a.m.) QH (10-10:15)	1-w (Sun.) 1-w (Sun.)	June 26. Nov. 13-Dec. 25.	Handled direct.
YN—WNAC	QH (5:45-6 p.m.)	1-w (W)	Feb. 3-Mar. 23.	Wright Advertising Agency, Rochester, Mass.
YN—WAAB	HH (12:30-1 p.m.)	1-w (Sun.)	July 10-Dec. 25.	Chamber's & Wiswell, Inc., Boston.
YN—WNAC	QH (9-9:15 p.m.)	1-w (Sun.)	Jan. 3-Mar. 27.	Harry M. Frost Co., Boston.

Programs - - continued

SPONSORED PROGRAMS IDENTIFIED

Since most programs are popularly known by title only or by the names of personalities featured on them, this list, covering CBS and NBC network commercials, is designed to provide immediate identification of the sponsor, thereby serving as a cross-index to the listing of programs according to advertisers, in the preceding section. All references pertain to 1932 listings.

- A & P' GYPSIES (NBC)—Great Atlantic & Pacific Tea Co.
- ABSORBINE, JR., PROGRAM (NBC) W. F. Young, Inc.
- ADVENTURES IN HEALTH (CBS AND NBC)—Horlick's Malted Milk Corp.
- ADVENTURES OF SHERLOCK HOLMES (NBC)—G. Washington Coffee Refining Co.
- ADVENTURES OF THE SAFETY SOLDIERS (NBC)—Malted Cereals, Inc.
- ADVENTURING WITH COUNT VON LUCKNER (CBS)—Scott & Bowne, Inc.
- AIRY FAIRY SINGER (CBS)—Commander-Larabee Corp.
- ALL-AMERICAN FOOTBALL SHOW (CBS)—General Foods Corp.
- ALLEN'S, FRED, BATH CLUB REVUE (CBS)—Corn Products Refining Co.
- AMERICAN ALBUM OF FAMILIAR MUSIC (NBC)—Bayer Co.
- AMOCO PROGRAM (CBS)—American Oil Co.
- AMOS 'N' ANDY (NBC)—Pepso-dent Co.
- ANGELO PATRI—(See PATRI, ANGELO).
- ARMOUR PROGRAM (NBC)—Armour & Co.
- AUNT JEMIMA SONGS (CBS)—Wyeth Chemical Co.
- BAB-O-BRIGHT SPOT (CBS)—B. T. Babbitt, Inc.
- BABY ROSE MARIE (NBC)—Julius Grossman, Inc.
- BACK STAGE IN RADIO (CBS)—Independent Grocers Alliance of America.
- BAKERS, THE THREE—(See THREE BAKERS, THE).
- BANJO BILL (CBS)—Diplomat Products, Inc.
- BARBASOL BUCKAROOS — (See ROBISON, CARSON, AND HIS BARBASOL BUCKAROOS).
- BARBASOLIST, THE (NBC)—Barbasol Co.
- BARNES, PAT (NBC)—Swift & Co.
- BARNSDALL MUSICAL MEMORIES (CBS)—Barnsdall Refineries, Inc.
- BARTON, FRANCES LEE—(See GENERAL FOODS PROGRAM).
- BATH CLUB (CBS)—Corn Products Refining Co.
- BATH CLUB REVUE—(See ALLEN'S, FRED, BATH CLUB REVUE.)
- BAYUK STAG PARTY (NBC)—Bayuk Cigars, Inc.
- BEAU BACHELOR (CBS)—Allen-A Co.
- BEAU BRUMMEL OF SONG (CBS)—Howard Clothes, Inc.
- BEAUTIFUL THOUGHTS (NBC)—Montgomery Ward & Co.
- BEAUTY SCHOOL OF THE AIR (CBS)—La Gerardine, Inc.
- BECKER'S, BOB, OUTDOOR TALKS (CBS)—Atlas Brewing Co.
- BENSON, BOBBY (CBS)—Hecker H-O Co.
- BERNIE, BEN, AND HIS BLUE RIBBON ORCHESTRA (CBS AND NBC)—Premier Malt Sales Co.
- BETTY AND BOB (NBC)—General Mills, Inc.
- BIG BEN'S DREAM DRAMAS (NBC)—Western Clock Co.
- BIG SIX OF THE AIR (NBC)—Chevrolet Motor Co.
- BIG SIX OF THE AIR WITH AL JOLSON (NBC)—Chevrolet Motor Co.
- BIG TIME (NBC)—Stanco, Inc.
- BILL AND HENRY (NBC)—Westinghouse Electric & Manufacturing Co.
- BLAKE'S, MRS., RADIO COLUMN (NBC)—Procter & Gamble Co.
- BLUE COAL RADIO REVUE (CBS)—Delaware, Lackawanna & Western Coal Co.
- BLUE MOON CUCKOOS (NBC)—Blue Moon Cheese Products, Inc.
- BLUE MOONLIGHT (CBS)—Blue Moon Cheese Products, Inc.
- BLUE RIBBON ORCHESTRA—(See BERNIE, BEN, AND HIS BLUE RIBBON ORCHESTRA.)
- BOND BREAD PROGRAM (CBS)—General Baking Co.
- BOSCU'LL ALL-STAR ORCHESTRA (NBC)—William S. Scull Co.
- BRAD AND AL (CBS)—International Silver Co.
- BRING 'EM BACK ALIVE (NBC)—The A. C. Gilbert Co.
- BUCK, FRANK—(See BRING 'EM BACK ALIVE.)
- BUICK PROGRAM (NBC)—Buick Motor Car Co.
- BUICK REVELERS (NBC)—Buick Motor Car Co.
- BURNS, ROBERT, PANATELA (CBS)—General Cigar Co.
- CAMEL QUARTER HOUR (CBS)—R. J. Reynolds Tobacco Co.
- CAMPBELL ORCHESTRA (NBC)—Campbell Soup Co.
- CANADA DRY PROGRAM (CBS AND NBC)—Canada Dry Ginger Ale, Inc.
- CANNING TIME (NBC)—Ball Brothers.
- CAPTAIN DIAMOND'S ADVENTURES (NBC)—General Food Products Corp.

- CAPTAIN HENRY'S MAXWELL HOUSE SHOW BOAT—(See MAXWELL HOUSE SHOW BOAT.)
- CAPTAIN JACK (CBS)—John F. Jelke Co.
- CARAVAN (NBC)—Hills Bros. Co.
- CARBORUNDUM HOUR (CBS)—Carborundum Co.
- CELLOPHANE PROGRAM (NBC)—duPont Cellophane Co., Inc.
- CERESOTA PROGRAM (CBS)—Northwestern Consolidated Mill Co.
- CHARIS MUSICAL REVUE (CBS)—Charis Corp.
- CHASE AND SANBORN HOUR (NBC)—Standard Brands, Inc.
- CHASE AND SANBORN TEA PROGRAM (CBS)—Standard Brands, Inc.
- CHESTERFIELD PROGRAM—Liggett & Myers Tobacco Co.
- CHICK-CHICK FUN (CBS)—Fred Fear & Co.
- CHIPSO PROGRAM (CBS)—Procter & Gamble Co.
- CINDY AND SAM (NBC)—Socony Vacuum Specialties, Inc.
- CITIES SERVICE CONCERT (NBC)—Cities Service Co.
- CLICQUOT CLUB (NBC)—Clicquot Club Co.
- CLUB VALSPAR (NBC)—Valspar Corp.
- COCA-COLA PROGRAM (NBC)—Coca-Cola Co.
- COCO, MR., AND MR. MALT (NBC)—R. B. Davis Baking Co.
- COFFEE MATINEE (NBC)—The Brazilian American Coffee Promotion Committee.
- COLE, REX, MOUNTAINEERS—Rex Cole Co.
- COLLIER'S RADIO HOUR (NBC)—Crowell Publishing Co.
- COLLYER, BUD—THE KRUSCHEN SERENADER—(See KRUSCHEN SERENADER.)
- CONOCO ADVENTURERS (NBC)—Continental Oil Co.
- CONTENTED PROGRAM (NBC)—Carnation Co.
- COOK, PHIL—THE QUAKER MAN (NBC)—Quaker Oats Co.
- COOK'S TRAVELOGUES (NBC)—Thos. Cook & Son-Wagon-Lits, Inc.
- COPELAND, DR. ROYAL S. (NBC)—Sterling Products, Inc.
- CORN COB PIPE CLUB OF VIRGINIA (NBC)—Larus & Bros. Co.
- COUNTRY DOCTOR, THE (NBC)—Lambert Pharmacal Co.
- CREMO PRESENTS BING CROSBY (CBS)—American Cigar Co.
- CRISCO PROGRAM (CBS)—Procter & Gamble Co.
- CROCKER, BETTY (NBC)—General Mills, Inc.
- CRONIN, FRANK AND FLO (NBC)—McLaughlin Gormley King Co.
- CROSBY, BING—(See CREMO PRESENTS BING CROSBY.)
- CULBERTSON BRIDGE CLUB (Mrs. Ely Culbertson) (NBC)—William Wrigley, Jr., Co.
- CULBERTSON, ELY (NBC)—William Wrigley, Jr., Co.
- DANCE WITH COUNTESS D'ORSAY (NBC)—D'Orsay Perfumeries Corp.
- DANGER FIGHTERS (NBC)—Health Products Corp.
- DAVEY HOUR (NBC)—Davey Tree Expert Co.
- DEATH VALLEY DAYS (NBC)—Pacific Coast Borax Co.
- DON AND BETTY (CBS)—Martin-Senour Paint and Varnish Co.
- DOOLEY'S, EDDIE, FOOTBALL DOPE (CBS)—Shell Oil Co.
- DROMEDARY CARAVAN (NBC)—Hills Bros. Co.
- DUPONT PROGRAM (CBS)—E. I. duPont de Nemours & Co., Inc.
- EASY ACES (CBS)—Lavoris Chemical Co.
- EDGEWORTH PROGRAM (NBC)—Larus & Bros. Co.
- EIGHT SONS OF ELI (CBS)—R. Wallace & Sons Mfg. Co.
- EILEEN AND BILL (NBC)—P. Beiersdorf & Co.
- ELGIN ADVENTURERS' CLUB (NBC)—Elgin National Watch Co.
- EL TORO ALL-STAR REVUE (NBC)—Porto-Rican American Tobacco Co.
- EL TORO WEEK-END REVUE (NBC)—Porto-Rican American Tobacco Co.
- ENNA JETTICK MELODIES (NBC)—Dunn & McCarthy, Inc.
- ENO CRIME CLUB (CBS; NBC IN 1933)—J. C. Eno, Ltd.
- ESKIMO NIGHT CLUB—(See CLICQUOT CLUB.)
- ESSO PROGRAM (NBC)—Standard Oil Co. of New Jersey.

J.V.GROMBACH, Inc.

113 West 57th Street

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Circle 7-6909

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- EUGENE INTERNATIONAL REVUE (CBS)—Eugene, Ltd.
- EVENING IN PARIS (CBS)—Bourjois, Inc.
- EVENING IN PARIS MYSTERIES (CBS)—Bourjois, Inc.
- EVER-READY RADIO GAIETIES (CBS)—American Safety Razor Corp.
- EVERYDAY BEAUTY (NBC)—P. Beiersdorf & Co.
- EXPLORING AMERICA WITH CARVETH WELLS—(See CONOCO ADVENTURERS.)
- FASHIONS AND FIGURES (NBC)—I. Newman & Sons.
- FASHIONS IN LOVELINESS (NBC)—Colgate-Palmolive-Peet Co.
- FEIBEL, FRED (CBS)—International Oil Heating Co.
- FIRST NIGHTER (NBC)—Campana Corp.
- FITCH PROFESSOR (CBS)—F. W. Fitch Co.
- FIVE STAR THEATRE (CBS and NBC) — Standard Oil Companies of New Jersey, Pennsylvania and Louisiana, and the Beacon Oil Co.
- FLEISCHMANN HOUR (NBC)—Standard Brands, Inc.
- FLYING FAMILY, THE (NBC)—R. B. Davis Baking Co.
- FORECAST SCHOOL OF COOKERY (NBC)—Fitzgerald Mfg. Co.; C. F. Mueller Co.; Richardson & Robbins.
- FOX FUR TRAPPERS (CBS)—I. J. Fox Fur Co.
- FRIENDLY FIVE FOOTNOTES (CBS)—Jarman Shoe Co.
- FRIENDSHIP TOWN (NBC)—Chesebrough Mfg. Co.
- FRIGIDAIRIANS, THE (NBC)—Frigidaire Corp.
- FROMAN, JANE—(See IODENT PROGRAM WITH JANE FROMAN.)
- FROSTILLA BROADCAST REHEARSALS (CBS)—Frostilla Co.
- FULLER MAN, THE (NBC)—Fuller Brush Co.
- FU MANCHU, DR. (CBS)—Campana Corp.
- G. E. CIRCLE (NBC)—General Electric Co.
- GEM HIGHLIGHTS (CBS)—American Safety Razor Corp.
- GENE AND GLENN, THE QUAKER EARLY BIRDS (NBC)—Quaker Oats Co.
- GENERAL FOODS PROGRAM (NBC)—General Foods Corp.
- GERARDINE MIDSUMMER NIGHTS (CBS)—La Gerardine, Inc.
- GILBERT AND SULLIVAN BREAKFAST HOUR (CBS)—Thomas A. Edison, Inc.
- GIRL WHO LIVES NEXT DOOR, THE (NBC)—Sterling Products, Inc.
- GLOOM CHASERS, THE—COL. STOOP..AGLE AND BUDD (CBS)—Procter & Gamble Co.
- GOLDBERGS, THE (NBC)—Pepsodent Co.
- GOLD MEDAL FAST FREIGHT (CBS)—General Mills, Inc.
- GOLDEN BLOSSOMS (NBC)—John G. Paton Co., Inc.
- GOLDY AND DUSTY AND THE SILVER DUST TWINS (CBS)—Gold Dust Corp.
- GOODALL PALM BEACH PROGRAM (CBS)—Goodall Worsted Co.
- GOODYEAR PROGRAM (NBC)—The Goodyear Tire & Rubber Co., Inc.
- GOUDISS, MRS. A. M. (NBC)—Kelvinator Sales Corp.; Kraft-Phenix Cheese Corp.; C. F. Mueller Co.; Richardson & Robbins.
- GOULD, BARBARA, BEAUTY TALK (CBS)—Barbara Gould.
- GRAY, GRACE VIALL (NBC)—Lowe Bros. Co.
- GREAT MOMENTS IN HISTORY (NBC)—Standard Brands Inc.
- GREAT PERSONALITIES (NBC)—New York Life Insurance Co.
- GREYHOUND HIGHWAY TRAVELER (CBS)—Greyhound Management Co.
- HAGGARD, DR. HOWARD W. (NBC)—Sharp & Dohme.
- HALSEY STUART PROGRAM (NBC)—Halsey Stuart & Co.
- HAPPY-GO-LUCKY HOUR (CBS)—Swift & Co.
- HAPPY RAMBLER, THE (NBC)—Swift & Co.
- HART, JOHNNY, IN HOLLYWOOD (NBC)—Stanco, Inc.
- HART, SCHAFFNER AND MARX TRUMPETERS (CBS)—Hart Schaffner & Marx.
- HAVE YOU HEARD? (CBS)—Barbara Gould.
- HAWKINS, SECKATARY — (See SECKATARY HAWKINS.)
- H-BAR-O RANGERS (CBS)—Hecker H-O Co., Inc.
- HECKER SURPRISE PARTY (CBS)—Hecker H-O Co., Inc.
- HEEL HUGGER HARMONIES (NBC)—Dunn & McCarthy, Inc.
- HENRY, O., STORIES (NBC)—G. Washington Coffee Refining Co.
- HIGHWAY TRAVELER — (See GREYHOUND HIGHWAY TRAVELER.)
- HILL, EDWIN C. (CBS)—Funk & Wagnalls Co.
- HIND'S ROMANCE EXCHANGE (NBC)—Lehn & Fink Products Co.
- HOFFMAN MORNING QUARTER HOUR (NBC)—Hoffman Beverage Co.
- HOLLYWOOD NIGHTS (NBC)—Kissproof, Inc.
- HOLMES, SHERLOCK—(See ADVENTURES OF SHERLOCK HOLMES.)
- HOOSIER EDITOR (CBS)—Dr. Miles Laboratories.
- HOPPER, EDNA WALLACE (CBS)—Edna Wallace Hopper, Inc.
- HORN AND HARDART'S CHILDREN'S HOUR (CBS)—Horn and Hardart Co.

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INSIDE NEWS—BY TED HUSING
(CBS)—Southern Dairies, Inc.

IODENT CLUB OF THE AIR (NBC)
—Iodent Chemical Co.

IODENT PROGRAM WITH JANE
FROMAN (NBC) — Iodent
Chemical Co.

ISLAND BOAT CLUB DANCE, THE
(NBC)— G. Washington Coffee
Refining Co.

IVORY PROGRAM (NBC)—Procter
& Gamble Co.

JACK FROST MELODY MOMENTS
(NBC)—National Sugar Refin-
ing Co.

JEMIMA, AUNT—(See AUNT JE-
MIMA SONGS.)

JOLLY BILL AND JANE (NBC)—
Cream of Wheat Corp.

JOLSON, AL—(See BIG SIX OF
THE AIR WITH AL JOLSON.)

JONES, BILLY, AND ERNIE HARE
(NBC)—Best Foods, Inc.

JUDY AND JANE (CBS AND NBC)
J. A. Folger & Co.

JUNKET FOLKS, THE (title sub-
sequently changed to DON
LANG — TRUE ANIMAL
STORIES) (CBS)—Chr. Han-
sen's Laboratory, Inc.

JUST PLAIN BILL (CBS)—Koly-
nos Co.

JUST WILLIE (NBC)—United
States Rubber Co.

KALTENBORN EDITS THE NEWS
(CBS)—S. W. Straus & Co.

KEEPING UP WITH DAUGHTER
(NBC) — The Sherwin-Wil-
liams Co.

KELLOGG SLUMBER MUSIC (NBC)
—Kellogg Co.

KHAYYAM, OMAR (CBS)—Calif-
ornia Walnut Growers' As-
sociation.

KIPLING, RUDYARD, STORIES
(NBC)—G. Washington Coffee
Refining Co.

KNOX SPARKLING MUSIC (NBC)
—Charles B. Knox Gelatine
Co., Inc.

KODAK WEEK-END HOUR (CBS)
—Eastman Kodak Co.

KRE-MEL SINGING CHEF (CBS)
—Corn Products Refining Co.

KRUSCHEN SERENADER, THE
(CBS)—E. Griffith Hughes.

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- LA GERARDINE (CBS)—La Gerardine, Inc.
- LANE REPORTER (CBS)—Lane Co.
- LANG, DON—TRUE ANIMAL STORIES (CBS)—Chr. Hansen's Laboratory, Inc.
- LA PALINA PRESENTS KATE SMITH (CBS)—Congress Cigar Co., Inc.
- LIFETIME REVUE (NBC)—W. A. Sheaffer Pen Co.
- LISTERINE PROGRAM (NBC)—(See COUNTRY DOCTOR, THE)
- LITERARY DIGEST TOPICS IN BRIEF — LOWELL THOMAS (NBC)—Funk & Wagnalls Co.
- LITTLE JACK LITTLE (CBS)—F. Lorillard Co.
- LITTLE ORPHAN ANNIE (NBC)—Wander Co.
- LONE WOLF TRIBE (CBS)—William Wrigley, Jr., Co.
- LOVE SONGS AND WALTZES (NBC)—Sterling Products, Inc.
- LOVE STORY HOUR (CBS)—Street & Smith Publications, Inc.
- LUCKY KIDS (CBS)—Coco Cod, Inc.
- LUCKY STRIKE DANCE HOUR (NBC)—American Tobacco Co.
- LUDEN'S NOVELTY ORCHESTRA (CBS)—Luden's, Inc.
- MABIE, BEATRICE (NBC)—Neet, Inc.
- MACHINE AGE HOUSEKEEPING (CBS)—Hamilton-Beach Mfg. Co.
- MAGIC PIANO TWINS (CBS)—Miracul Wax Co.
- MAGIC VOICE, THE (CBS)—Ex-Lax, Inc.
- MAJOR ICEQUICK AND HIS FRIGIDAIANS (NBC)—Frigidaire Corp.
- MAKING THE MOVIES (NBC)—Kelly-Springfield Tire Co.
- MALTEX PROGRAM (NBC)—Malted Cereals, Inc.
- MALTINE STORY (NBC)—Maltine Co.
- MANHATTAN MERRY-GO-ROUND (NBC)—R. L. Watkins Co.
- MARCH OF TIME (CBS)—Time Magazine.
- MAUD AND COUSIN BILL (NBC)—Great Atlantic & Pacific Tea Co.
- MAXWELL HOUSE ENSEMBLE (NBC)—General Foods Corp.
- MAXWELL HOUSE SHOW BOAT (NBC)—General Foods Corp.
- MAXWELL HOUSE TUNE BLENDERS (CBS and NBC)—General Foods Corp.
- MAYTAG ORCHESTRA (NBC)—Maytag Co.
- MCCONNELL, SMILING ED—(See SMILING ED MCCONNELL.)
- MCKESSON MUSICAL MAGAZINE (NBC)—McKesson & Robbins, Inc.
- MCKESSON MUSICAL NOVELTIES (NBC)—McKesson & Robbins, Inc.
- MELO-CLARIONS (NBC)—Brown Shoe Co.
- MELODY LANE (NBC)—Mentholum Co.
- MEMORIES IN MELODY (CBS)—Investors Syndicate.
- MENNEA PROGRAM (CBS)—Mennen Co.
- MID-DAY BATH CLUB (CBS)—Corn Products Refining Co.
- MILLS BROTHERS—(See VAPEX PRESENTS THE MILLS BROS.; CRISCO PROGRAM; CHIPSO PROGRAM).
- MOBILOIL CONCERT (NBC)—Vacuum Oil Co.
- MONARCH MYSTERY TENOR, THE (NBC)—Reid, Murdoch & Co.
- MOORE, BETTY (NBC)—Benjamin Moore Paint Co.
- MOVIE STAR REVUE (CBS)—Sterling Products, Inc.
- MUSIC THAT SATISFIES (CBS)—Liggett & Myers Tobacco Co.
- MUSICAL FAST FREIGHT—(See GOLD MEDAL FAST FREIGHT)
- MUSICAL MEMORIES (CBS)—Investors Syndicate.
- MUSICAL MEMORIES (NBC)—Household Finance Corp.
- MUSICAL SHOWMEN, THE (NBC)—Shur-on Standard Optical Co.
- MYRT AND MARGE (CBS)—William Wrigley, Jr., Co.
- MYSTERY CHEF (CBS and NBC)—R. B. Davis Co.
- NESTLE'S CHOCOLATEERS (NBC)—Lamont-Corliss & Co.
- O'CEDAR MELODY MEN (NBC)—O'Cedar Corp.
- OHMAA AND ARDEN (NBC)—United States Industrial Alcohol Co.
- OLD COMPANY'S PROGRAM (NBC)—Lehigh Navigation Coal Co.
- OLD DUTCH GIRL (CBS)—Cudahy Packing Co.
- OLD SINGING MASTER (NBC)—Barbasol Co.
- OLD TOPPER, THE—See PERKINS, RAY—THE OLD TOPPER.
- OLSON WEAVERS (CBS)—Olson Rug Co.
- OMAR KHAYYAM—(See KHAYYAM, OMAR).
- ORPHAN ANNIE, LITTLE—(See LITTLE ORPHAN ANNIE).
- OUR DAILY FOOD (NBC)—Great Atlantic & Pacific Tea Co.
- OXOL FEATURE (CBS)—J. L. Prescott Co.
- PABST-ETT VARIETIES (CBS)—Pabst Corp.
- PAGES OF ROMANCE (NBC)—Centaur Co.
- PALM BEACH PROGRAM—(See GOODALL PALM BEACH PROGRAM).
- PALOOKA, JOE (CBS)—H. J. Heinz Co.
- PARADE OF THE STATES (NBC)—General Motors.
- PARIS NIGHT LIFE (NBC)—Louis Philippe, Inc.
- PATRI, ANGELO (CBS)—Cream of Wheat Corp.

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Music Publishers

Since 1885

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PEBECO PLAY-BOYS (CBS)—Lehn & Fink Products Co.
 PENNZOIL PARADE (CBS)—Pennzoil Co.
 PERKINS, RAY—THE OLD TOPPER (NBC)—Andrew Jergens Co.
 PERTUSSIN PLAYBOYS (CBS)—Seeck & Kade, Inc.
 PHANTOM OF CRESTWOOD, THE (NBC)—RKO Distributing Corp.
 PHILADELPHIA ORCHESTRA (CBS)—Philadelphia Storage Battery Co.
 PHILLIPS 66 FLYERS (CBS)—Phillips Petroleum Co.
 PHOTOPLAY'S LIFE STORIES OF MOVIE STARS (CBS)—Photoplay Publishing Co.
 PILLSBURY PAGEANT (CBS)—Pillsbury Flour Mills Co.
 POLLYANNA, THE GLAD GIRL (CBS)—A. E. Kreider Shoe Co.
 POMPEIAN MAKE-UP BOX (CBS)—Pompeian Co.
 POND'S DANCE PROGRAM (NBC)—Lamont-Corliss & Co.
 PONTIAC CHIEFTAINS — (See WHITEMAN'S, PAUL, PONTIAC CHIEFTAINS).
 POP'S PIRATE CLUB (NBC)—Food Town Kitchens, Inc.
 PRESIDENTIAL POLL—EDWIN C. HILL (CBS)—Funk & Wagnalls Co.
 PRINCE ALBERT QUARTER HOUR (NBC)—R. J. Reynolds Tobacco Co.
 PROFESSOR, THE, AND THE MAJOR (CBS)—Kolyos Co.
 PRUDENCE CLUB (CBS)—Boston Food Products Co.
 QUAKER EARLY BIRDS, THE—(See GENE AND GLENN, THE QUAKER EARLY BIRDS).
 QUAKER MAN, THE—(See PHIL COOK, THE QUAKER MAN).
 RADIO HOUSEHOLD INSTITUTE (NBC)—Borden Co.; Centaur Co.; General Foods Corp.; Rath Packing Corp.
 RAISING JUNIOR (NBC)—The Wheatena Corp.
 RAMESES PROGRAM (NBC)—Stephano Bros.
 REAL FOLKS (CBS)—General Foods Corp.
 REXALL RADIO PARTY (NBC)—United Drug Co.
 REX COLE MOUNTAINEERS—(See COLE, REX, MOUNTAINEERS).

Estelle Liebling



Teacher of

**AMELITA GALLI-CURCI, MARIA JERITZA,
JESSICA DRAGONETTE**

and many other famous radio artists.

1—*Classes in radio singing.*

Day and evening classes—twelve lessons in course—studio equipped with complete apparatus for broadcasting tests. Expert teachers for actors and announcers.

2—*Also individual private instruction on the microphone.*

Estelle Liebling singers have been soloists on the following radio hours:

ATWATER KENT	MAXWELL HOUSE
BLACK & GOLD	MOBILOIL
CAMEL	NEW ENGLAND COKE CO.
CHEVROLET	PALMOLIVE
CITIES SERVICE	PERTUSSIN
COCA-COLA	PHILCO
COLLIER'S	POND'S VANISHING CREAM
DUPONT	ROXY
EASTMAN KODAK	SCOTT'S EMULSION
FLEISCHMANN'S YEAST	SHELL OIL
FULLER BRUSH	TEXACO
GENERAL ELECTRIC	TRAVELER'S INSURANCE CO.
JACK FROST	TRUE STORY
HALSEY-STUART PLAYHOUSE	THRU THE OPERA GLASS
IODENT	U. S. INDUSTRIAL ALCOHOL
LINIT	Co.
LUX	VALSPAR
MCKESSON & ROBBINS	VICK'S
MACY	VICTOR

Estelle Liebling Radio School

145 West 55th St., New York City. Tel.: Circle 7-1787

- RICHMAN BROTHERS PROGRAM (CBS)—Richman Bros. Co.
- RIN-TIN-TIN-THRILLER (NBC) Chappel Bros., Inc.
- RKO THEATRE OF THE AIR (NBC)—RKO Distributing Corp.
- ROAD REPORTER, THE (CBS)—Shell Oil Co.
- ROBERT BURNS PANATELA — (See BURNS, ROBERT, PANATELA).
- ROBISON, CARSON, AND HIS BARBASOL BUCKAROOS (NBC)—Barbasol Co.
- ROGERS, BUCK, IN THE YEAR 2432 (CBS)—Kellogg Co.
- ROGERS MUSICAL TRIO (NBC)—Detroit White Lead Works.
- ROMANCE OF BEAUTY (CBS)—Primrose House, Inc.
- ROMANTIC BACHELOR, THE (NBC)—Vick Chemical Co.
- ROSES AND DRUMS (CBS)—Union Central Life Insurance Co.
- ROUND THE WORLD COOKING SCHOOL (CBS)—Best Foods, Inc.
- ROYAL VAGABONDS, THE (NBC)—Standard Brands, Inc.
- SALTY SAM, THE SAILOR (CBS)—Kolykos Co.
- SAMPLER PROGRAM (CBS and NBC)—Stephen F. Whitman & Son, Inc.
- SAN FELICIAN SERENADE (NBC)—Deisel-Wemmer Gilbert Corp.
- SAVANNAH LINERS (NBC)—Ocean Steamship Co. of Savannah.
- SECKATARY HAWKINS (NBC)—Horlick's Malted Milk Corp.; Ralston Purina Co., Inc.
- SHADOW, THE (CBS)—Hachmeister-Lind Co.
- SHADOW, THE (NBC)—Delaware, Lackawanna & Western Coal Co.
- SHUMILK PROGRAM (NBC)—Shumilk Corp.
- SIMONIZ GUARDSMEN (NBC)—Simoniz Co.
- SINCLAIR WIENER MINSTRELS (NBC)—Sinclair Refining Co.
- SINGIN' SAM (CBS)—Barbasol Co.
- SINGING LADY (NBC)—Kellogg Co.
- SINGING MASTER, THE OLD— (See OLD SINGING MASTER, THE).
- SISTERS OF THE SKILLET (NBC)—Procter & Gamble Co.
- SKIPPY (CBS and NBC)—General Mills, Inc.
- SMILING ED McCONNELL (CBS)—Acme White Lead and Color Works.
- SMITH BROTHERS, TRADE AND MARK (CBS and NBC)—Smith Bros.
- SMITH, KATE—(See LA PALINA PRESENTS KATE SMITH).
- SNOWDRIFT SOUTHERN MELODIES (CBS)—Wesson Oil and Snowdrift Sales Co.
- SOCIETY'S PLAY-BOY HOUR (CBS)—Decker, Alfred & Cohn.
- SOCONYLAND SKETCHES (NBC)—Standard Oil Co. of New York.
- SONGS OF HOME, SWEET HOME (NBC)—Dr. Miles Laboratories.
- SONGS OF MEMORY (NBC)—General Mills, Inc.
- SONGS OF ROMANCE (CBS)—General Mills, Inc.
- SONS OF ELI, EIGHT—(See EIGHT SONS OF ELI).
- SOUTHERN DAIRIES ORCHESTRA (CBS)—Southern Dairies, Inc.
- STEBBINS BOYS, THE (NBC)—Swift & Co.
- STEERO PROGRAM (NBC)—American Kitchen Products Co.
- STERLING PRODUCTS PROGRAM (NBC)—Sterling Products, Inc.
- STOOPNAGLE, COL., AND BUDD— (See GLOOM CHASERS; also PONTIAC PROGRAM).
- STORIES OF THE LIVING GREAT (CBS)—Lehn & Fink Products Co.
- STORY OF WOMEN'S NAMES, THE (NBC)—Fridigaire Corp.
- SUNDAY BRIGHT SPOT (NBC)—Investors Syndicate.
- SUNDAY MATINEE OF THE AIR (CBS)—Jo-Cur, Inc.
- SUNDIAL BONNIE LADDIES (NBC)—Morse & Rogers Shoes.
- SUNSWEEP HARMONIES (NBC)—California Prune & Apricot Growers Ass'n.
- SWEETHEART PROGRAM (NBC)—Manhattan Soap Co.
- SWEETHEART SERENADERS (NBC)—Manhattan Soap Co.
- SWIFT GARDEN PARTY (NBC)—Swift & Co.
- SYLVANIANS (CBS)—Hygrade Sylvania Corp.
- TANGEE MUSICAL DREAMS (NBC)—George W. Luft Co.
- TASTYEAST JESTERS (NBC)—Tastyeast, Inc.
- TEEPEE SINGERS (NBC)—Thompson Products, Inc.
- TEXACO PROGRAM (NBC)—Texas Co.
- THOMAS, LOWELL (NBC)—Funk & Wagnalls Co.; Sun Oil Co.
- THOMPSON CORNERS (NBC)—General Foods Corp.
- THREADS OF HAPPINESS (NBC)—Spool Cotton Co.
- THREE BAKERS, THE (NBC)—Standard Brands, Inc.
- THREE X SISTERS (CBS)—Tide Water Oil Sales Corp.
- THROUGH THE LOOKING GLASS (NBC)—Bristol-Myers Co.
- THURSTON, THE MAGICIAN (NBC)—Swift & Co.
- TODAY AND YESTERDAY (CBS)—E. I. duPont, de Nemours & Co., Inc.
- TODAY'S PIONEER WOMEN (CBS)—Lehn & Fink Products Co.
- TO THE LADIES (CBS)—Andrew Jergens Co.
- TOWER HEALTH EXERCISES (NBC)—Metropolitan Life Insurance Co.
- TRADE AND MARK—(See SMITH BROTHERS, TRADE AND MARK).
- TRUE ANIMAL STORIES—(See LANG, DON).
- TRUE STORY HOUR (NBC)—Macfadden Publications, Inc.
- TYDOL JUBILEE (CBS)—Tide Water Oil Sales Co.
- UNCLE OLE AND HIS KRE-MEL GANG (CBS)—Corn Products Refining Co.
- UN Sung HEROES (CBS)—Wilkening Mfg. Co.
- VAN HEUSEN PROGRAM (CBS)—Phillips-Jones Corp.
- VAPEX PRESENTS THE MILLS BROTHERS (CBS)—E. Fougere & Co.
- VENIDA PROGRAM (CBS)—Rieser Co., Inc.
- VERMONT LUMBERJACKS (NBC)—Penick & Ford, Ltd.
- VINICK, NELL (CBS)—R. B. Semler, Inc.
- VITALITY PERSONALITIES (CBS)—International Shoe Co.
- VOICE OF FIRESTONE (NBC)—Firestone Tire & Rubber Co.
- VOICE OF 1,000 SHADES (CBS)—Pratt & Lambert, Inc.

- VON LUCKNER, COUNT—(See ADVENTURING WITH COUNT VON LUCKNER).
- WALKER-GORDON MOTHERS PROGRAM (NBC)—Walker-Gordon Laboratory.
- WANDERING BOY, THE (CBS)—Bi-so-dol Co.
- WASHINGTON, G., CONCERT ORCHESTRA (NBC)—G. Washington Coffee Refining Co.
- WAVES OF MELODY (NBC)—Jocur, Inc.
- WEED TIRE CHAIN PROGRAM (CBS)—American Chain Co., Inc.
- WHEATENAVILLE (NBC)—The Wheatena Corp.
- WHEATSWORTH PROGRAM (NBC)—National Biscuit Co.
- WHISPERING JACK SMITH (CBS)—Musterole Co.
- WHITEMAN'S, PAUL, ORCHESTRA (NBC)—Buick Olds Pontiac Sales Co.; Buick Motor Car Co.; Oakland Motor Car Co.
- WHITEMAN'S PONTIAC CHIEFTAINS (NBC)—(See above).
- WHITMAN SAMPLER PROGRAM (CBS and NBC)—Stephen F. Whitman & Sons, Inc.
- WILDROOT CHAT (NBC)—Wildroot Co.
- WILLYS-OVERLAND ORCHESTRA (NBC)—Willys-Overland, Inc.
- WILLYS-OVERLAND SILVER STREAKS (NBC)—Willys-Overland, Inc.
- WINCHELL, WALTER (NBC)—Andrew Jergens Co.; (See LUCKY STRIKE DANCE HOUR also).
- WING, PAUL—THE STORY MAN (NBC)—General Foods Corp.
- WITCHING HOUR (CBS)—Tennessee Products Corp.
- WITH CANADA'S MOUNTED (NBC)—Canada Dry Ginger Ale Co.
- WONDER HOUR (CBS)—Minneapolis-Honeywell Regulator Co.
- WONS, ANTHONY (CBS)—International Silver Co.
- WYNN, ED—(See TEXACO PROGRAM).
- X SISTERS, THREE—(See THREE X SISTERS).
- YARDLEY PROGRAM (NBC)—Yardley & Co., Ltd.
- YEAST FOAMERS, THE (NBC)—Northwestern Yeast Co.
- YOUR CHILD—(See PATRI, ANGELO).
- YOUTH MATINEE (NBC)—Edna Wallace Hopper, Inc.
- ZIEGFELD FOLLIES OF THE AIR (CBS)—Chrysler Motor Corp.
- ZOREX MOTH CHASERS (CBS)—Zoro Co.

Radio Advertising Results

AS a result-getting medium, radio is steadily improving the strength and importance of its position. Whether it be in the educational field, or in the field where it is used to build good-will or to secure sales, it is satisfying the most exacting demands. Radio not only serves in a supplementary capacity to the printed and the written word; when used exclusively, it has demonstrated its value to make sales and to either secure directly, or pave the way for the securing of, new distributing and dealer outlets. Ever since the two largest networks have granted permission to quote prices over the air, the direct sales results have increased to a greater degree than ever. Radio as an advertising medium moves steadily forward—whether through the personal broadcast (with the individual or group performers actually at the microphone when listeners are at their receiving sets) or the electrical transcription (which permits the advertiser to choose each station individually in ways that he deems will best suit his needs). The personal broadcast and the transcription each has its definite purpose to accomplish; and many advertisers are employing both mediums simultaneously in order to obtain their respective objectives.

Lewis A. Weiss, former general manager of the Don Lee Broadcasting System, has said: "When used with intelligent understanding, radio will do what any other advertising medium can do, and do it more quickly and more economically." Among the specific instances pointed out by Mr. Weiss are the following:

The Signal Oil Company reported an average of a thousand new calls a week at their service stations resulting from an inexpensive broadcast.

The California Fruit Growers' Exchange reported that their radio endeavors gave them the lowest cost per inquiry in all of their advertising experience.

The Los Angeles Soap Company received an average of a thousand letters each day coming from a broadcast costing \$150 a day in which the writers enclosed two box ends from White King soap packages, which represented in each instance an 84c purchase.

The Kellogg Company, of Battle Creek, keeps busy thirty-eight women who devote all their time to answering letters from the listeners to the Kellogg "Singing Lady."

And there are others:

The "Eno Crime Club," which is voted one of the most popular programs on the air has very definitely increased the sales figures of its sponsor.

Then, too, there is the experience which Folger's Coffee has met with. A year and a half ago their ranking among wholesalers of coffee was well down the list—even though they had been selling coffee for ninety years. Within three months after their first broadcast they opened two thousand new accounts in Southern California, and they did not change their price, or their can, or their credit policy. By the time this book goes to press they will be challenging the coffee occupying second place in the Pacific Coast market, in both money value, tonnage and number of cans of coffee sold.

. . .

A QUESTIONNAIRE sent to Interwoven dealers in 1931 brought a thirty per cent reply, from which group seventy-five per cent stated that they found an increase of from ten per cent to seventy-five per cent in sales, directly traceable to radio. In October, 1928, this advertiser began using NBC facilities, continuing until December, 1931.

The automotive industry gives eloquent figures in what radio has done for it:

The General Motors Corporation reports that they have received approximately 800,000 re-

quests for reprints of the "State Tributes," written by Bruce Barton for the "Parade of the States" program, since the original offer in October, 1931, up to the time the program went off the air in October, 1932.

The Willys-Overland Company found that a twelve-weeks' broadcast aided materially in enabling their dealers' salesmen to contact over 100,000 people.

Robert H. Rankin, manager of the Radio Department of the Wm. H. Rankin Advertising Agency, stated that an offer of a cross-word puzzle book, made on the Silvertown Band program, pulled 200,000 requests in the first ten days. The post office, becoming swamped, requested the discontinuance of the offer. Those wishing the book were advised to go to their Goodrich dealer, and over 3,000,000 people complied.

After one month of broadcasting, a check of 231 Goodyear Tire and Rubber Company dealers revealed that 2,524 people came in for radio contest blanks, of whom twenty-nine per cent made some kind of a purchase.

The Seiberling Rubber Company sponsored a period over an NBC Network from December, 1927, to March, 1930, inclusive. Immediately after the contract was signed intensive merchandising of the proposed broadcasting campaign was started on dealers. Five hundred new dealers were added before Seiberling went on the air. After a month of broadcasting, this number had increased to 800 and later to 1,900. The company further reported that dealers received many new customers who came to them as a direct result of hearing their programs.

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IN the paints and hardware industry, Mr. J. N. Clark, of the W. P. Fuller Company, stated: "Radio has enabled us to put over the new color appeal to exactly the right audience, in a way that is out-of-the-ordinary and interesting to that audience. In a year's time it has grown to be virtually the backbone of our advertising campaign rather than a mere supplemental medium as we at first supposed. And we expect it to continue in that capacity. It has given us direct returns never equalled by any form of advertising we have ever done. Finally, it has been a positive educative value to our sales organization."

The Benjamin Moore Paint Company stated that "In our recent radio questionnaire, eighty-five per cent of our sales representatives stated their desire to have the programs continued indefinitely; eighty per cent knew that 'Betty Moore' was selling paint through their dealers. A number of men had secured new full-line accounts and over thirty new small accounts were secured in which radio played an important part. Among the dealers who were recently questioned on the value of the program in creating sales, fifty-three percent. had traced new customers and definite sales results to the broadcast. Forty-three percent. were unable to give any dollar estimate of the results, but more than half of these, now that it was suggested to them, remember a few, or several, of many sales when the customer had mentioned the program as a source of information."

The Valspar Corporation reported, regarding the offer made on five of their programs of a quarter-pint can of Valspar and a brush (the listeners were required to call at any paint store and leave their names, and the dealers then sent the names to the Valspar Corporation who forwarded the samples to the dealers; the listener then made a second call to get the can of varnish and the brush), "that slightly more than 100,000 cans and brushes have been given out, and requests are still coming in."

The Graton and Knight Company, manufacturers of various leather products and beltings, reported to the National Broadcasting Company that they "are quite positive that broadcast advertising has made Gold Spot Spartan Leather Soles the best known shoe bottom in the trade. Not only has Gold Spot become a very familiar name to the trade but hundreds and thousands of consumers know exactly what it is and are looking for it on shoes which they buy."

In the building industry, the American Radiator & Standard Sanitary Corporation stated, in 1931, that their "'Arco Birthday Program' has been in effect slightly over a year, and reports from the field show that the program has very greatly helped us in obtaining entrance into the older homes of America, gaining the goodwill of the owners, and helping us to sell modern heating equipment."

IN the food industry, the keenest interest prevails touching the value of radio as an advertising medium:

The R. B. Davis Company (baking powder) reports that "The NBC Mystery Chef,' who broadcasts on our program, received over a six months' period about 200,000 requests for recipes."

The C. F. Mueller Company, manufacturers of macaroni, stated through Mr. Henry Mueller, president of the company, "that the audience response to the offer of a recipe book was entirely satisfactory, and that the cost-per-inquiry from radio is lower than that of any other advertising medium."

The Quaker Oats Company received 128,139 requests for the "Quaker Crackels" doll during the first three months of the "Quaker Crackels" program.

The Procter & Gamble Company, manufacturers of Crisco and various soap products, report that they have increased their radio advertising appropriation to such an extent that now their expenditures for radio are greatly in excess of other mediums.

Mr. Guy C. Smith, of Libby, McNeil & Libby, advised the Chicago office of NBC that careful investigation showed broadcast advertising to be directly responsible for selling thousands of dollars worth of Libby products. Libby salesmen approached certain large wholesale houses with the announcement that Libby was going on the air. This proved to be such a powerful sales weapon that orders came thick and fast . . . all of which is a stimulating and suggestive commentary on merchandising a broadcast advertising campaign before it actually opens.

The G. Washington Coffee Refining Company wrote to NBC—through their advertising agency, Cecil, Warwick & Cecil—as follows:

"Regarding the experience of G. Washington Coffee with the radio program being put on the air for this product, 'The Adventures of Sherlock Holmes,' we are glad to say that the sale of the product has received a definite and pronounced impetus since the inauguration of this coast-to-coast broadcasting program.

"This client's history in radio reaffirms our conviction that success on the air hinges on the quality of the program and the deftness and tact employed in the inevitable advertising credits."

The Standard Brands, Inc., found that when listeners were invited to send in a label from a can of Chase & Sanborn Coffee in order to receive a photo of Maurice Chevalier, the offer, made twice, brought in 36,000 requests.

The Wander Company (marketing Ovaltine) stated through Blackett, Sample & Hummert, their advertising agency, that "Listeners were asked on two programs to send in a folder found in the Ovaltine package and in return they would receive a picture of Little Orphan Annie. Eleven thousand requests were received." (Their broadcast advertising campaign was on WGN alone.)

This same company later reported that "A survey, in which 500 homes were visited by investigators, asking the question 'Is there any radio program which your children are interested in?' showed 88 per cent answered 'Yes,' of which group 79 per cent mentioned 'Little Orphan Annie.' Fifty-two per cent of the houses visited were using Ovaltine, half of which have become users since hearing the program."

The National Sugar Refining Company reported through Mr. Hildebrandt, president of the Gotham Agency, which handles the Jack Frost account, "that several jobbers accustomed to buying other brands have recently given large orders for Jack Frost sugar, as dealers told them many customers are requesting Jack Frost by name."

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A YEAR ago, executives of The Great Atlantic & Pacific Tea Company, decided to give NBC broadcast advertising the "acid test." They wished, in effect, to find out what results they had been getting from spending their money on NBC networks almost continuously since 1924.

Survey after survey has been made to determine radio listeners' buying habits, preferences for certain radio-advertised brands, and the like. But, to date (1933) no survey had ever been attempted *at the point of sale*. Now that has been done—dollar volume increase at the point of sale in over 14,000 stores in six major A & P divisions has been definitely determined by A & P's statistical department.

Between the months of May and November, 1932, A & P checked actual sales—on products "price-

tagged" on the air and on products mentioned by name but not by price on NBC programs. The tests were conducted under two major headings. The first: to determine what sales increases might result by using announcements dealing only with the name of product; the second: to determine what sales increases might result from mentioning the name plus the price of a product.

All increases were based on sales during the week in which each product was featured on the air, compared with the average sale for the previous six weeks in each case. Each product was featured in turn, in order that an accurate measure of radio's effectiveness might be taken on each item. To make sure that the six weeks' average used as a base was not out of line, this base was at all times compared with sales during the corresponding period in 1931.

The Statistical Department of A & P set out to make NBC broadcast advertising prove itself without special assistance from other forms of sales promotion. As far as was practicable every factor which might distort the results in favor of radio was eliminated. The sales organization was notified in advance of what was to be done, but there went with the notice (to the more than 14,000 stores cooperating in this test) no request for auxiliary advertising, unusual displays or price cuts. Nothing was done, of course, to stay the wonderful driving power of the company's sales force, without which no promotion effort has much chance of success.

A & P wished an answer to the question: "Does it pay to quote prices in NBC broadcasting advertising?" They got it—in no uncertain terms—an emphatic YES for 11 different grocery commodities, from beans to sardines. The following tabulation gives a quick picture of the increase story for 11 normal-profit staples and specialties for which prices were mentioned over NBC stations:

<i>Product</i>	<i>Increase</i>	<i>No. Stores Reporting</i>
Q. M. Beans	83%	14,666
Coffees	14%	10,266
Grape Juice	89%	14,806
Q. M. Ketchup	166%	14,448
Encore Macaroni	151%	14,800
Ann Page Preserves	200%	15,393
Rice	186%	14,562
Salmon	54%	15,108
Blue Peter Sardines	221%	12,968
Shrimp & Crabmeat	122%	14,828
Sparkle Gelatine	222%	14,549

Of the eleven products mentioned the lowest (with price mentioned) increase was 14% on A & P coffees—yet this figure is a most significant one from A & P's standpoint. The reason A & P executives were so impressed with this 14% increase: Yearly A & P spend approximately \$1,000,000 to advertise coffee in newspapers. The yearly tonnage amounts to about 200,000,000 pounds. Yet—in spite of this active promotion—broadcast advertising was able to step-up A & P coffee sales 14% during the week in which the brands were mentioned by price over NBC stations. This sales increase, over and above results achieved by other A & P advertising activities, was entirely due to NBC broadcast advertising and therefore is more important in this particular instance than a greater percentage increase on many of the other products listed above.

A & P found that in over 14,000 of its stores the average weekly sales of commodities for which price had been mentioned over NBC stations increased 173%; for those items mentioned by name without price, the increase was 29%.

1932 sales of commodities "price-tagged" over NBC stations are given in the following divisional summary:

New England Division	145% INCREASE
Eastern Division	136% INCREASE
Southern Division	136% INCREASE
Central Division	156% INCREASE
Middle Western Division	244% INCREASE
Central Western Division	219% INCREASE

Particularly important, NBC points out, is the fact that this A & P "acid test" resulted in increased percentages that run into millions of items—not small units—as is often the case in many statistical studies. For instance, in one week NBC broadcast advertising sold 1,292,082 more packages of Encore macaroni than the normal weekly average, and the radio week's sale of Sparkle gelatine increased 1,283,237 packages over the normal weekly average—both as a result of radio announcements.

Another significant fact A & P statisticians brought out in this study was: During each week of the radio test an average of 251,816 additional "customer-sales" were recorded. This means that broadcast advertising brought large numbers of customers into A & P stores and strongly influenced their buying during each week of the radio check-up. (A "customer-sale" represents one complete purchase by one customer. For instance, if a customer buys four cans of sardines, this is recorded as one purchase and not as four purchases.)

Thus, after nearly eight consecutive years on the air, A & P is firmly convinced that it pays to quote prices in broadcast advertising, is more enthusiastic than ever with the results—so much so, in fact, that they have inaugurated three new programs over NBC's Basic Blue Network. These are: "Maud and Cousin Bill" sketches by Booth Tarkington, every Monday, Tuesday and Wednesday, from 6:00 - 6:15 p.m.; "George Rector's Cooking School for Children", every Thursday, from 6:00 - 6:15 p.m., and "Our Daily Food With Judge Gordon and George Rector", every Friday, from 6:00 - 6:15 p.m.

"The A & P Gypsies" of course, come to listeners every Monday evening at 9:00 - 9:30 p.m. This program is one of the oldest and most popular programs on the air . . . almost continuously since 1924.

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THE tobacco industry has of course found radio yielding excellent results, in creating both good-will and direct sales. Some of the manufacturers of the popular brands of cigars, cigarettes and tobacco spend several million dollars a year on broadcast advertising. These programs call for several hours of broadcasting each week on the part of individual advertisers.

The American Cigar Company (Cremo Cigars), Congress Cigar Company (La Palina Cigars), Consolidated Cigar Company (Dutch Masters Cigars), General Cigar Company (Robert Burns Panatela Cigars), Waitt & Bond, Inc. (Blackstone Cigars), American Tobacco Company (Lucky Strike Cigarettes), Liggett & Myers (Chesterfield Cigarettes), P. Lorillard & Co. (Old Gold Cigarettes), R. J. Reynolds Tobacco Co. (Camel Cigarettes and Prince Albert Tobacco), are a few of the outstanding cigar, cigarette and tobacco corporations who have used radio extensively as an advertising medium and found it to pay.

Louis Cohn, of the Consolidated Cigar Company, has stated that "While it is impossible to say how much of our sales increase has been due to broadcasting, we nevertheless have tangible evidence that the 'Dutch Masters Minstrels' have been invaluable in building good will and spreading the knowledge of our name."

The American Tobacco Company has reported that its "broadcasting has materially contributed to the consistently high demand for Luckies."

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IN the confectionery and soft drinks industry, reports consistently approve radio as an advertising medium. One instance of its value is reported by Lamont, Corliss & Company. They declared that "In August, 1930, the sales of Nestle's Swiss Milk Chocolate were 18 per cent off as compared with the same month of the previous year. They began their broadcasting campaign in September, 1930, and within one month the sales had risen 12 per cent.

Tastyeast won an immediate welcome through its radio introduction. The feeling of this organization is that while the wisest use of any medium of advertising is in conjunction with others, radio for them has proved its ability to stand alone. It sold Tastyeast from the first, and wherever a Tastyeast program had been conducted consistently, results were instantaneous and gratifying, and volume was achieved within a month. It should be pointed out, however, that this company does not intend to continue radio as a sole and exclusive medium of Tastyeast advertising. Magazines and newspapers are also used extensively, but it was radio alone that opened new territory and developed it to a point of consumer demand where newspaper copy became effective for this product.

Stephen F. Whitman, Inc. (candy manufacturers), in its "Sales News Bulletin," of February 24, 1932, carried a headline, "The Biggest Thing We've Ever Done—RADIO!" which featured an article giving the details of the company's program. In part, this article read: "We have started on a cycle of thirteen broadcasts. It will go into unaccounted hundreds of thousands of homes, reaching a million ears and telling them each week that the 'Sampler' is delicious, that the drug store on the corner has it for them, and urging them to go and buy it that very day. It is making the 'Sampler' a national institution. Our salesmen state that druggists in particular are radio-minded because they have had frequent evidences of what radio can accomplish in the sale of branded articles sold in drug stores."

The Clicquot Club Company (ginger ale manufacturers) states, "We feel that the good will that has accrued to us as a result of our broadcast advertising has more than repaid us. And if this were the only result, we should feel that our money has been indeed well spent. But when we consider the assured welcome for our salesmen everywhere; the fixing of the brand name, spelling and pronunciation in the public consciousness; the endless publicity we receive, both directly and indirectly through the public appearance of the Clicquot Club Eskimos, we are even more satisfied that this new advertising medium is one of unlimited possibilities."

The Coca Cola Company has found radio consistently productive from the time they began using it in 1927 straight through to 1932.

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HOTELS and travel companies also find radio advantageous: The Canadian Pacific Railway, finding that its Banff Springs Hotel was not attracting many guests who stayed more than a night or two, arranged for a light opera company to stay at the hotel during the season, both to entertain its guests and to put on a radio concert weekly. The result was that the number of patrons who stayed two weeks or more during a season mounted from about twenty to ten times that number within a year.

Thos. Cook & Son (tourist agency) stated that they can trace direct sales to their broadcasts. During a Cunard cruise, conducted by Cook, passengers were asked if they had heard the "Cook" radio program, to which 50 per cent replied that they had. A similar question the following year revealed that 80 per cent had heard the program, and when the question was put to passengers the third year, all had heard Cook's broadcasts.

The Great Northern Railway Company reported that their Empire Builders' Express has been running with full capacity ever since their broadcast started, and the ticket window agents report definite demand for the Great Northern route because of the broadcast.

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THE drug, toilet goods, cosmetic and health appliance industries are among the heaviest users of advertising via radio. The larger as well as the smaller networks are used, and spot broadcasting, through electrical transcriptions, is being increasingly employed (as is the case in other industries also). While it is true that a considerable number of firms and corporations in this division have gone off the air after a brief trial, this doesn't mean that each trial constituted an adequate test, nor that these advertisers will not be among those to return to this medium and find it giving them what they seek. For it is a fact that the time, the place, and the program are elements which can contribute to or take from possible success. There is, however, sufficient proof that many dollars spent for radio advertising by the drug, toilet goods, cosmetic and health appliance industries have been profitably employed.

The Chesebrough Manufacturing Company (vaseline products) offered to listeners requesting it "The Thompkins Corners Enterprise," a comedy newspaper tied in with their programs. The offer of the first issue pulled 20,000 requests; the second, 50,000; and the third issue (offered in July, generally considered a dull month for radio), 80,000 requests. Several months later a fourth issue of "The Enterprise" was offered and within 24 hours, 5,000 requests were received. Mounting to 50,000 in three days, a peak of 250,000 requests was soon reached. The advertising agency handling that account has written to the effect that many dealers stocking vaseline products have reported a "run" on their stores as a result of the Chesebrough program.

The Bristol Myers Company, through its vice-president, Mr. Lee H. Bristol, stated that "Over most of the five years and ten months that the Ipana Troubadours were on the air, they did a wonderful job for Ipana Toothpaste; and we believe that Ipana would not be where it is today were it not for radio broadcasting."

Harlow P. Roberts, advertising manager for Pepsodent in an address before the Chicago Association of Commerce, on March 24, 1932, started out by calling attention to the fact that when the company first put "Amos 'n' Andy" on the air the original plan was to broadcast the program at 11 p.m., E.S.T. (10 p.m., C.S.T.); that, to get a better time, they shifted to 7 p.m., E.S.T. (6 p.m., C.S.T.). He continued as follows: "The result of that move was a revolution—which may be strong language, but I can think of no other word to describe the situation in the Middle West. Complaints poured in

by the thousands; there were letters from individuals and petitions signed by all the employees of business houses—one from a railroad with 2,500 names attached. [According to other reports, this move resulted in 100,000 letters, telegrams and petitions asking that something be done for the West. A leading Denver paper ran a front-page story with a streamer and an editorial demanding a change; state officials wired and wrote, and the mails were swamped for days]. The upshot was that we were forced to blaze another trail by putting on a double broadcast, one for the East and another for the West....” Mr. Roberts then went on to say, “I might appropriately here give you a lot of sales statistics, but as our company policy prohibits that, let me say that we are entirely satisfied with the results of our radio advertising. The fact that we have continued on the air as long as we have, and that we have recently added a second daily broadcast, should be sufficient testimony to our feeling towards broadcasting....”

The Wildroot Company (shampoo and wave lotion) attributes all of its large increase in sales to its radio campaign, especially since all of the gains have been in the areas within one hundred miles of cities in which this program is broadcast.

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THE Affiliated Products Company first used network broadcast advertising twice weekly in November, 1930, over the NBC Red network to advertise Edna Wallace Hopper Products. In January, 1931, a second twice-weekly program was added over an NBC Blue network. From January 25 to July 21, 1932, the company was sponsoring programs advertising Louis Phillippe Rouge, Jo-Cur Waveset and Kiss-proof Lipstick, over NBC networks. In addition to these programs a half-hour program one evening a week was sponsored over 43 CBS stations from July, 1931, to May, 1932.

In an excerpt from a trade paper of the Affiliated Products Company, dated October 15, 1931, the following news item appeared: “Radio Featured In Largest Cosmetic Ad Campaign in All History. A \$1,500,000 Affiliated Products Company advertising campaign has recently been released, in addition to newspapers, magazines and other publicity. It is said to be the largest cosmetic advertising expenditure ever put on the air. The programs cover a wide enough range of topics to be of interest to women in every walk of life, regardless of age, social position or buying power. Advice on health, diet, exercise and skin care and a host of other subjects is offered by well known beauty authorities. Entertainment in the form of popular music is broadcast by some of the most famous dance orchestras in the country. Over 400 of the nation's most powerful radio stations broadcast these programs, ‘spot’ broadcasting with electrical transcription being used in addition to the facilities of both national radio networks.

“The Affiliated programs thus far have produced sales results that have astonished advertising and merchandising men the nation over. Auditor's reports show that sales of all Affiliated products for the first six months of 1931 were 67 per cent ahead of the first six months of 1930. Individual company sales are in excess of the previous boom years as much as 20 per cent. Business leaders say that this is one of the most phenomenal sales records ever made in the cosmetic industry, when it is considered that the increase came during one of the worst periods of business depression the industry has ever suffered.”

Bourjois, Inc. (powder and perfume) states that the thing they wanted to accomplish with their first broadcasts was to establish the name “Bourjois” in the minds of the listeners, for the name was seldom pronounced correctly by American consumers. From hearing it weekly over the radio there was a noticeable improvement and thousands of consumers learned to pronounce this name correctly: to wit “Bourj-wa.” The name of their program was “An Evening in Paris,” and after 16 weeks of broadcasting they brought out a new perfume with that name. The results of the announcement of this perfume were unparalleled in the history of perfume merchandise in this country. Every important chain of drug stores east of the Mississippi placed an order for “Evening in Paris” perfume within two months.

Bristol Myers, manufacturers of Ingram's Milkweed Cream, after advertising this product on the air for one year, wrote the NBC as follows: “We are delighted to report that the success of our morning broadcasting hours is justifying a major extension of its use during this coming year, and if it continues to produce at the same rate, we will be making further additions before the year is out.”

The D'Orsay Perfumeries Corporation announced that “for the first three months of 1932, their salesmen, excepting two, showed increases of from 25 to 195 per cent in orders taken on sales made. The grand average for all salesmen is better than 63 per cent. Hanff-Metzger, Inc., New York, advertising agency in charge of the D'Orsay account, gives a large share of the credit for this increase to the company's broadcasting activities.

A g e n c i e s

This list is limited to agencies handling the accounts of national network advertisers on CBS and NBC chains during 1932. Specific program titles follow the sponsor's name.

- Advertisers Inc., Stormfoltz-Lovely Building, Detroit, Mich.**
Chrysler Motor Corp.—ZIEGFELD FOLLIES OF THE AIR (CBS).
- Aitkin-Kynett Co., The, 1420 Walnut St., Philadelphia, Pa.**
Lehigh Navigation Coal Co.—OLD COMPANY'S PROGRAM (NBC).
Ocean Steamship Co. of Savannah—SAVANNAH LINERS (NBC).
Stephano Bros.—RAMESES PROGRAM (NBC).
- Anfenger Advertising Agency, Inc., 1706 Olive St., St. Louis, Mo.**
Miracul Wax Co.—MAGIC PIANO TWINS (CBS).
- Applegate Advertising Agency, Muncie, Ind.**
Ball Brothers — CANNING TIME (NBC).
- Armstrong, F. Wallis, Co., 16th & Locust Sts., Philadelphia, Pa.**
Campbell Soup Co.—CAMPBELL ORCHESTRA (NBC).
Philadelphia Storage Battery Co.—PHILADELPHIA ORCHESTRA (CBS).
Scull, William S., Co.—BOSCUL ALL-STAR ORCHESTRA (NBC).
Whitman, Stephen F., & Son, Inc.—WHITMAN SAMPLER PROGRAM (CBS and NBC).
- Atherton & Currier, Inc., 420 Lexington Ave., New York City.**
Miles, Dr., Laboratories—SONGS OF HOME, SWEET HOME (NBC).
- Audrey & Moore, Inc., 410 No. Michigan Ave., Chicago, Ill.**
Photoplay Publishing Co.—PHOTOPLAY'S LIFE STORIES OF MOVIE STARS (CBS).
- Ayer, N. W., & Son, Inc., W. Washington Sq., Philadelphia, Pa.**
Armour & Co. — ARMOUR PROGRAM (NBC).
Bayuk Cigars, Inc.—BAYUK STAG PARTY (NBC).
Brazilian American Coffee Promotion Committee—COFFEE MATINEE (NBC).
Hamilton-Beach Mfg. Co.—MACHINE AGE HOUSEKEEPING (CBS).
Shur-on Standard Optical Co.—THE MUSICAL SHOWMEN (NBC).
- Ayer, N. W., & Son, Inc., 500 5th Ave., New York City**
Canada Dry Ginger Ale Co.—CANADA DRY PROGRAM (CBS and NBC); WITH CANADA'S MOUNTED (NBC).
Eno, J. C., Ltd.—ENO CRIME CLUB (CBS).
Fougera, E., & Co.—VAPEX PRESENTS THE MILLS BROTHERS (CBS).
Kellogg Co.—BUCK ROGERS IN THE YEAR 2432 (CBS).
Kelly-Springfield Tire Co.—MAKING THE MOVIES (NBC).
La Choy Food Products, Inc.—LA CHOY CHOPSTICKS (CBS).
Maltine Co.—MALTINE STORY (NBC).
Pompeian Co. — POMPEIAN MAKE-UP BOX.
Scott & Bowne, Inc.—ADVENTURING WITH COUNT VON LUCKNER (CBS).
Yardley & Co., Ltd.—YARDLEY PROGRAM (NBC).
- Batten, Barton, Durstine & Osborn, Inc., 383 Madison Avenue, New York City.**
American Kitchen Products Co.—JANE GRANT'S STEERO PROGRAM (NBC).
Cole, Rex, Inc.—REX COLE MOUNTAINEERS (NBC).
Congress Cigar Co., Inc.—LA PALINA PRESENTS KATE SMITH (CBS).
Crowell Publishing Co.—COLLIER'S RADIO HOUR (NBC).
Dunlop Tire & Rubber Co.—TALKS BY CELEBRITIES (CBS).
du Pont Cellophane Co., Inc.—CELLOPHANE PROGRAM (NBC).
duPont, E. I., de Nemours & Co.—TODAY AND YESTERDAY (CBS).
Fuller Brush Co.—THE FULLER MAN (NBC).
General Baking Co.—BOND BREAD PROGRAM (CBS).
General Electric Co.—G. E. CIRCLE (NBC).
General Motors Corp.—PARADE OF THE STATES (NBC).
Gold Dust Corp.—GOLDY AND DUSTY AND THE SILVER DUST TWINS (CBS).
Hoffman Beverage Co.—HOFFMAN MORNING QUARTER HOUR (NBC).
Larus & Bros. Co.—EDGEWORTH PROGRAM (NBC); CORN COB PIPE CLUB OF VIRGINIA (NBC).
Mentholatum Co. — MELODY LANE (NBC).
National Biscuit Co.—WHEATSWORTH PROGRAM (NBC).
Prescott, J. L., Co.—OXOL FEATURE (CBS).
Ralston Purina Co., Inc.—SECKATARY HAWKINS (NBC).
Socony Vacuum Specialties, Inc.—CINDY AND SAM (NBC);

HOUSEHOLD HELPERS (NBC).
Standard Oil Co. of New York—SOCONYLAND SKETCHES (NBC).
Waitt & Bond, Inc.—BLACKSTONE PLANTATION (NBC).
Western Clock Co.—BIG BEN'S DREAM DRAMAS (NBC).
Wildroot Co.—WILDROOT CHAT (NBC).

Batten, Barton, Durstine & Osborn Corp. of Illinois, McCormick Bldg., Chicago, Ill.

Hart, Schaffner & Marx—HART, SCHAFFNER & MARX TRUMPETERS (CBS).

McLaughlin Gormley & King Co.—FRANK AND FLO CRONIN (NBC).

Pabst Corp.—PABST-ETT VARIETIES (CBS).

Time, Inc.—MARCH OF TIME (CBS).

Battenfield & Ball, 708 Register-Tribune Bldg., Des Moines, Iowa.
Fitch, F. W., Co.—THE FITCH PROFESSOR (CBS).

Beaumont & Hohman, Empire Bldg., Cleveland, Ohio.

Greyhound Management Co.—

SINCE 1922

Specialists

in

Publicity

for

RADIO MANUFACTURERS

PROGRAM SPONSORS

ARTISTS and

ARTIST MANAGERMENTS

Originators and directors
of Publicity Campaign
for famous series of
Puccini operas

FRED BAER & ASSOCIATES
17 East 49th Street
New York City

GREYHOUND HIGHWAY TRAVELER (CBS).

Behel & Harvey Advertising Agency, Inc., 400 W. Madison Ave., Chicago, Ill.

Martin-Senour Paint and Varnish Co.—DON AND BETTY (CBS).

Wilkening Mfg. Co.—UNsung HEROES (CBS).

Benton & Bowles, 6 E. 45th St., New York City.

Best Foods, Inc.—ROUND THE WORLD COOKING SCHOOL (CBS); BILLY JONES AND ERNIE HARE (NBC).

General Foods Corp.—REAL FOLKS (CBS); MAXWELL HOUSE TUNE BLENDERS (CBS AND NBC); MAXWELL HOUSE ENSEMBLE (NBC); CAPTAIN HENRY'S MAXWELL HOUSE SHOWBOAT (NBC); THOMPSON CORNERS (NBC); PAUL WING, THE STORY MAN (NBC); CAPTAIN DIAMOND'S ADVENTURES (NBC).

International Silver Co.—BRAD AND AL (CBS).

Biow Co., Inc., The, 521 5th Ave., New York City.

La Gerardine, Inc.—LA GERARDINE PROGRAM (CBS); GERARDINE MIDSUMMER NIGHTS (CBS); BEAUTY SCHOOL OF THE AIR (CBS).

Resinol Chemical Co.—RESINOL CHEMICAL PROGRAM (CBS).

Blackett-Sample-Hummert, Inc., 221 No. La Salle St., Chicago, Ill.

Bayer Co.—AMERICAN ALBUM OF FAMILIAR MUSIC (NBC).

Folger, J. A., & Co.—JUDY AND JANE (CBS AND NBC).

General Mills, Inc.—MUSICAL FAST FREIGHT (CBS); SONGS OF ROMANCE (CBS); SKIPPY (CBS AND NBC); BETTY CROCKER (NBC); SONGS OF MEMORY (NBC); BETTY AND BOB (NBC).

Hopper, Edna Wallace, Inc.—EDNA WALLACE HOPPER PROGRAM (CBS); EDNA WALLACE HOPPER VARIETY SHOW (CBS); YOUTH MATINEE (NBC).

Jelke, John F., Co.—CAPTAIN JACK (CBS).

Jo-Cur, Inc.—SUNDAY MATINEE OF THE AIR (CBS); WAVES OF MELODY (NBC).

Kellogg Co.—KELLOGG SLUMBER MUSIC (NBC); SINGING LADY (NBC).

Kissproof, Inc.—HOLLYWOOD NIGHTS (NBC).

Kolynos Co.—SALTY SAM, THE SAILOR (CBS); THE PROFESSOR AND THE MAJOR (CBS); JUST PLAIN BILL (CBS).

Lavoris Chemical Co.—EASY ACES (CBS).

Philippe, Louis, Inc.—PARIS NIGHT LIFE (NBC).

Sterling Products, Inc.—STERLING PRODUCTS PROGRAM (CBS AND NBC); LYMAN ORCHESTRA AND HOLLYWOOD NEWSBOY (CBS); MOVIE STAR REVUE (CBS); LOVE SONGS AND WALTZES (NBC); DR. ROYAL S. COPELAND (NBC); THE GIRL WHO LIVES NEXT DOOR (NBC).

Wander Co.—LITTLE ORPHAN ANNIE (NBC).

Wyeth Chemical Co.—AUNT JEMIMA SONGS (CBS).

Blackett - Sample - Hummert and Gardner, Inc., 230 Park Ave., New York City.

Bi-so-dol Co.—THE WANDERING BOY (CBS).

Neet, Inc.—BEATRICE MARIE (NBC).

Blackman Co., The, 122 E. 42nd St., New York City.

Procter & Gamble Co.—THE GLOOM CHASERS (CBS); CRISCO PRESENTS THE MILLS BROTHERS (CBS); CHIPSO PRESENTS THE MILLS BROTHERS (CBS); SISTERS OF THE SKILLET (NBC); IVORY PROGRAM (NBC); MRS. BLAKE'S RADIO COLUMN (NBC).

United States Rubber Co.—JUST WILLIE (NBC).

Vacuum Oil Co.—MOBILLOIL CONCERT (NBC).

Bowers, Thomas M., Advertising Agency, 25 E. Jackson Blvd., Chicago, Ill.

Deisel-Wemmer Gilbert Corp., The—SAN FELICIAN SERENADE (NBC).

Bowers, Thomas M., Advertising Agency, Chrysler Bldg., New York City.

Mueller, C. F., Co.—FORECAST SCHOOL OF COOKERY (NBC).

Brooke, Smith & French, Inc., 82 Hancock Ave., E., Detroit, Mich.
Kelvinator Sales Corp.—MRS. A. M. GOUDISS (NBC).

D. THOMAS CURTIN—

Leading Detective Stories of America
authenticated, *dramatized*—

New and Original type of news broadcast

Investigating and exploitation of new products

Dramatizing of world events, past and current

Travel in newest *drama* form.

Programs:

THRILLERS—Dramatized Personal Adventures Featured by the National Broadcasting Company.

NEW YORK POLICE DRAMAS—Featured by Lucky Strike.

CHARLIE CHAN—Radio Adaption of Earl Derr Biggers Mystery Stories.

585 WEST END AVENUE, NEW YORK CITY

SCHUYLER 4-1465

- Butler, John L. Co., Inc.**—1131 Public Ledger Bldg., Philadelphia, Pa.
Charis Corp.—CHARIS PROGRAM (CBS); CHARIS MUSICAL REVUE (CBS).
- Campbell-Ewald Co., Inc., General Motors Bldg., Detroit, Mich.**
Buick Motor Co.—BUICK REVELERS (NBC); BUICK PROGRAM (NBC).
Buick-Olds-Pontiac Sales Co.—PAUL WHITEMAN'S ORCHESTRA (NBC).
Chevrolet Motor Co.—BIG SIX OF THE AIR (NBC); BIG SIX OF THE AIR WITH AL JOLSON (NBC).
Oakland Motor Car Co.—WHITEMAN'S PONTIAC CHIEFTAINS (NBC).
Pontiac Sales Co.—PONTIAC PROGRAM (CBS).
- Cecil, Warwick & Cecil, Inc., 230 Park Ave., New York City**
Hills Bros. Co.—CARAVAN (NBC).
Hygrade Sylvania Corp.—SYLVANIANS (CBS).
Luft, George W., Co.—TANGEE MUSICAL DREAMS (NBC).
Washington, G., Coffee Refining Co.—ADVENTURES OF SHERLOCK HOLMES (NBC); RUDYARD KIPLING STORIES (NBC); O. HENRY STORIES (NBC); G. WASHINGTON CONCERT ORCHESTRA (NBC); THE ISLAND BOAT CLUB DANCE (NBC).
- Chambers & Wiswell, Inc., 260 Tremont St., Boston, Mass.**
Boston Food Products Co.—PRUDENCE CLUB (CBS).
- Clark, C. P., Inc., 113 7th Ave., Nashville, Tenn.**
Jarman Shoe Co.—FRIENDLY FIVE FOOTNOTES (CBS).
- Clements, Boden, Co., New York City**
Horn & Hardart Co.—HORN AND HARDART'S CHILDREN'S HOUR (CBS).
- Cornell, The Paul, Co., Inc., 580 5th Ave., New York City**
Spool Cotton Co.—THREADS OF HAPPINESS (CBS).
Walker-Gordon Laboratory—WALKER-GORDON MOTHERS PROGRAM (NBC).
- Cowan, H. J., Co., Inc., 645 Madison Ave., New York City**
Davis, R. B., Co.—MYSTERY CHEF (CBS and NBC).
- Cowan & Dengler, Inc., 25 W. 45th St., New York City**
Valspar Corp.—CLUB VALSPAR (NBC).
- Cramer-Krasselt Co., The, 733 N. Van Buren St., Milwaukee, Wis.**
Maytag Co.—MAYTAG ORCHESTRA (NBC).
- Critchfield & Co., So. Michigan Blvd., Chicago, Ill.**
Atlas Brewing Co.—BOB BECKER'S OUTDOOR TALKS (CBS).
Coco Cod, Inc.—LUCKY KIDS (CBS).
Tennessee Products Corp.—WITCHING HOUR (CBS).
- Croot, Samuel C., Co., Inc., 28 W. 44th St., New York City**
Funk & Wagnalls Co.—EDWIN C. HILL (CBS); LITERARY DIGEST TOPICS IN BRIEF (NBC).
Kreider, A. B., Shoe Co.—POLLYANNA, THE GLAD GIRL.
Malted Cereals, Inc.—MALTEX PROGRAM (NBC); ADVENTURES OF THE SAFETY SOLDIERS (NBC).
Shumilk Corp.—SHUMILK PROGRAM (NBC).
- Danielson & Son, 15 Westminster St., Providence, R. I.**
Clicquot Club Co.—CLICQUOT CLUB (NBC).
- D'Arcy Advertising Co., Inc., Missouri-Pacific Bldg., St. Louis, Mo.**
Coca-Cola Co.—COCA-COLA PROGRAM (NBC).
- Dauchy Co., Inc., The, 271 Church St., New York City**
Lamont, Corliss & Co.—NESTLE'S CHOCOLATEERS (NBC).
- Dollenmayer Advertising Agency, Inc., 306 Hodgson Bldg., Minneapolis, Minn.**
Pillsbury Flour Mills Co.—PILLSBURY PAGEANT (CBS).
- Ehlinger & Higgs, Inc., Tulsa, Okla.**
Barnsdall Refineries, Inc.—BARNSDALL MUSICAL MEMORIES (CBS).
- Erwin, Wasey & Co., 420 Lexington Ave., New York City**
Barbasol Co.—SINGIN' SAM, THE BARBASOL MAN (CBS); THE OLD SINGING MASTER (NBC); RAY PERKINS, THE BARBASOLIST (NBC); CARSON ROBISON AND HIS BARBASOL BUCKAROOS (NBC).
General Foods Corp.—REAL
- FOLKS (CBS); MAXWELL HOUSE TUNE BLENDERS (CBS); MAXWELL HOUSE ENSEMBLE (NBC); THOMPSON CORNERS (NBC).
Goodyear Tire & Rubber Co., The, Inc.—GOODYEAR PROGRAM (NBC).
Lehn & Fink Products Co.—HIND'S ROMANCE EXCHANGE (NBC).
Musterole Co.—WHISPERING JACK SMITH (CBS).
Primrose House, Inc.—ROMANCE OF BEAUTY (CBS).
Reynolds, R. J., Tobacco Co.—CAMEL QUARTER HOUR (CBS); PRINCE ALBERT QUARTER HOUR (NBC).
Semler, R. B., Inc.—NELL VINICK (CBS).
Young, W. F., Inc.—ABSORBINE, JR., PROGRAM (NBC).
- Erwin, Wasey & Co., Ltd., 230 No. Michigan Ave., Chicago, Ill.**
Carnation Co.—CONTENTED PROGRAM (NBC).
Investors Syndicate—MUSICAL MEMORIES (CBS); SUNDAY BRIGHT SPOT (NBC).
Montgomery Ward & Co.—BEAUTIFUL THOUGHTS (NBC).
- Erwin, Wasey & Co. of Minnesota, Security Bldg., Minneapolis, Minn.**
Commander-Larabee Corp.—AIRY FAIRY SINGER (CBS).
- Faxon, Inc., 540 No. Michigan Ave., Chicago, Ill.**
Zoro Co.—ZOREX MOTH CHASERS (CBS).
- Federal Advertising Agency, Inc., 6 E. 39th St., New York City**
American Safety Razor Corp.—EVER-READY RADIO GAETIES (CBS); GEM HIGHLIGHTS (CBS).
Beiersdorf, P., & Co.—EVERYDAY BEAUTY (NBC).
Edison, Thomas A., Inc.—GILBERT AND SULLIVAN BREAKFAST HOUR (CBS).
Knox, Charles B., Gelatine Co., Inc.—KNOX SPARKLING MUSIC (NBC).
Porto-Rican American Tobacco Co.—EL TORO WEEK-END REVUE (NBC); EL TORO ALL-STAR REVUE (NBC).
Sinclair-Refining Co.—SINCLAIR WIENER MINSTRELS (NBC).
- Fitzgerald Advertising Agency, 833 Howard Ave., New Orleans, La.**

- Wesson Oil and Snowdrift Sales Co.—SNOWDRIFT SOUTHERN MELODIES (CBS).
- Foley, Richard A., Advertising Agency, Inc., 1616 Walnut St., Philadelphia, Pa.**
Luden's, Inc.—LUDEN'S NOVELTY ORCHESTRA (CBS).
- Frazee, Harold D., & Co., Inc., 60 E. 42nd St., New York City**
Hughes, E. Griffith — THE KRUSCHEN SERENADER (CBS).
- Frey, Charles Daniel, Co., 333 No. Michigan Ave., Chicago, Ill.**
Household Finance Corp.—HOUSEHOLD PROGRAM (NBC); MUSICAL MEMORIES (NBC).
- Friedman, Leon A., Advertising Agency, 155 East 44th St., New York City**
Grossman, Julius, Inc.—BABY ROSE MARIE (NBC).
- Fuller & Smith & Ross, Inc., 1501 Euclid Ave., Cleveland, Ohio**
Thompson Products, Inc.—TEEPEE SINGERS (NBC).
Westinghouse Electric & Manufacturing Co. — BILL AND HENRY (NBC).
- Gamble & Co., Ltd., 20 No. Wacker Dr., Chicago, Ill.**
Halsey, Stuart & Co.—HALSEY STUART PROGRAM (NBC).
- Gardner Advertising Co., Inc., 1627 Locust St., St. Louis, Mo.**
Brown Shoe Co., Inc.—MELOCLARIONS (NBC).
- Geyer Co., The, The 3rd National Bank Bldg., Dayton, Ohio**
Frigidaire Corp.—THE FRIGIDAIRIANS (NBC); MAJOR ICE-QUICK AND HIS FRIGIDAIRIANS (NBC); THE STORY OF WOMEN'S NAMES (NBC).
Lowe Bros.—GRACE VIAL GRAY (NBC).
- Goldsmith, L. S., 9 E. 41st St., New York City**
Goodall Worsted Co.—GOODALL PALM BEACH PROGRAM (CBS).
- Goodwin, H. C., Inc., 70 Exchange St., Rochester, N. Y.**
Dunn & McCarthy, Inc.—ENNA JETTICK MELODIES (NBC); HEEL HUGGER HARMONIES (NBC).
- Gotham Advertising Co., 114 Liberty St., New York City**
Hecker H-O Co., Inc.—HECKER SURPRISE PARTY (CBS); BOBBY BENSON (CBS).
National Sugar Refining Co.—JACK FROST MELODY MOMENTS (NBC).
- Greene, Finley H., Advertising Agency, Parsons Bldg., Buffalo, N. Y.**
Carborundum Co. — CARBORUNDUM HOUR (CBS).
- Gumbinner, Lawrence C., Agency, 9 E. 41st St., New York City**
Eugene, Ltd.—EUGENE INTERNATIONAL REVUE (CBS).
Frostilla Co. — FROSTILLA BROADCAST REHEARSALS (CBS).
- Hanff-Metzger, Inc., Paramount Bldg., New York City**
D'Orsay Perfumeries Corp.—DANCE WITH COUNTESS D'ORSAY (NBC).
Texas, The, Co. — TEXACO PROGRAM WITH ED WYNN (NBC).
- Hellwig, E. W., 9 E. 40th St., New York City**
Corn Products Refining Co.—UNCLE OLIE AND HIS KRE-MEL GANG (CBS); KRE MEL SINGING CHEF (CBS); BATH CLUB (CBS); MID-DAY BATH CLUB (CBS); FRED ALLEN'S BATH CLUB REVUE (CBS).
- Henri, Hurst & McDonald, Inc., 58 E. Washington St., Chicago, Ill.**
Acme White Lead and Color Works — SMILING ED MCCONNELL (CBS).
Decker, Alfred & Cohn—SOCIETY'S PLAYBOY HOUR (CBS).
Detroit White Lead Works—ROGERS MUSICAL TRIO (NBC).
Lane Co. — LANE REPORTER (CBS).
Sherwin-Williams Co., The—KEEPING UP WITH DAUGHTER (NBC).
- Hill, The Albert P., Co., Inc., 233 Oliver Ave., Pittsburgh, Pa.**
Pratt and Lambert, Inc.—VOICE OF 1,000 SHADES (CBS).
- Hommann, Tarcher & Sheldon, Inc., 555 5th Ave., New York City**
Mennen Co.—MENNEN PROGRAM (CBS).
Smith Brothers—TRADE AND MARK (CBS and NBC).
- Hooper, Frances, Advertising Agency, 400 No. Michigan Blvd., Chicago, Ill.**
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General Foods Corp. — ALL-AMERICAN FOOTBALL SHOW (CBS); RADIO HOUSEHOLD INSTITUTE (NBC); GENERAL FOODS PROGRAM (NBC).
Heinz, H. J., Co. — JOE PALOOKA (CBS).
Macfadden Publications, Inc. — TRUE STORY HOUR (NBC).
Rath Packing Co. — RADIO HOUSEHOLD INSTITUTE (NBC).
Vick Chemical Co. — THE ROMANTIC BACHELOR (NBC).

Talent



















The following alphabetical list is confined to artists and organizations appearing on the principal CBS and NBC network programs in 1932. It does not purport to constitute a record of every program on which the talent has appeared, but rather to identify the artist with a representative number of broadcasts in order to establish the character of his or her activities. Programs are indicated by title. Sponsor may be identified by reference to list on page 128.*

- AARONSON, IRVING — orchestra director. (CBS) Irving Aaronson's Orchestra.
- ABAS, NATHAN—violinist, musical director. (NBC) Standard Oil Symphony; Abas String Quartet.
- ABAS QUARTET—Nathan Abas, director (NBC).
- ABERNATHY, WILLIAM — male quartet director. (NBC) With a Senator's Wife in Washington.
- ABRAMS, DAVE—orchestra director. (CBS) Dave Abrams's Barn Orchestra.
- ACE, GOODMAN—actor. (CBS) Easy Aces.
- ACE, JANE—actress. (CBS) Easy Aces.
- ADAMS, BRUCE—actor. (CBS) Real Folks; (NBC) Thompkins Corners.
- ADAMS, WILLIAM — actor. (CBS) March of Time.
- AGNEW, CHARLES—orchestra director. (NBC) Charles Agnew and His Orchestra; The Yeast Foamers.
- ALBAN, THEO—vocalist. (NBC) Lucky Strike Hour (sings theme song).
- ALBANI, COUNTESS OLGA—soprano. (NBC) Buick Revelers; Maxwell House Ensemble; Cities Service Concert; Goodyear Program.
- ALCOCK, MERLE — contralto. (NBC) Goodyear Program; Jack Frost Melody Moments (guest).
- ALDEN, GRETA—soprano. (CBS) Roxxy Theatre Ensemble.
- ALLEN, ARTHUR—character actor. (NBC) The Stebbins Boys; Soconyland Sketches.
- ALLEN, BARBARA JO—actress (NBC).
- ALLEN, CHARLES — speaker. (NBC) The Frigidairians.
- ALLEN, CREIGHTON — pianist. (NBC) sustaining hours.
- ALLEN, FRED—comedian. (CBS) Fred Allen's Bath Club Revue.
- ALLEN, GRACIE (of Burns and Allen team) — comedienne. (CBS) Robert Burns Panatela program.
- ALLEN, GRANT (See Grant Kimball).
- ALLEN, IDA BAILEY—dietitian, speaker. (CBS) Stories of the Living Great; Round the World Cooking School; Chatting with Ida Bailey Allen; Machine Age Housekeeping; Blue Moonlight; Today's Pioneer Women; (NBC) Coca Cola Program (guest).
- ALLEN, LUCY—speaker. (NBC) Happy Rambler.
- ALLENBY, PEGGY — actress. (NBC) Foreign Legion dramas; Radio Guild; Batter Up series; (CBS) Eno Crime Club.
- ALLEY, BEN—tenor. (CBS) soloist with Fred Berrens's Orchestra; Charis Musical Revue; Mardi Gras; with Vincent Sorey's Orchestra; Vitality Personalities (guest); with Ann Leaf at the Organ.
- ALSEN, ELSA—soprano. (CBS) Columbia Concerts; Philadelphia Orchestra (guest).
- ALT, NATALIE—vocalist. (CBS) Back Stage in Radio.
- ALTHOUSE, PAUL—tenor. (CBS) Philadelphia Orchestra (guest).
- ALTMAN, JULIAN — (NBC) Throbs of the Music Clef; Young Artists Trio.
- ALTMAN, SYLVIA — pianist. (NBC) Throbs of the Music Clef; Young Artists Trio.
- AMADO, DON—orchestra director. (NBC) Musical Gauchos.
- AMBASSADORS, THE—male trio: Earl Palmer and Charles Carlile, tenors; Roger Kinne, baritone; Minie Blauman, director. (CBS) sustaining hours.
- AMECHE, DON—actor. (CBS) Beau Bachelor; Captain Jack; (NBC) Rin-Tin-Tin-Thriller; First Nighter; Household Program; Betty and Bob.
- AMERICAN SINGERS — (NBC) Old Company's Program.
- AMERICAN PRO-ART STRING QUARTET (name subsequently changed to NBC STRING QUARTET) — Joseph Stopak, Frank Gurowitsch, violins; Leon Fleitman, viola; Oswaldo Mazzuchi, cello; Josef Honti, accompanist. (NBC) Morning Musicale; other sustaining programs.
- AMISON, WILLARD C.—tenor. (CBS) The Bath Club; Today and Yesterday (with Dupont Quartet); Kodak Week-End Hour (guest); (NBC) The Old Singing Master; Golden Blossoms; Chase & Sanborn Hour.
- ANDERSEN, STELL — pianist.

* Talent lists of a majority of the stations will be found in the Station Information Section of this volume.

- (NBC) NBC Artists Service Musicales.
- ANDERSON, HELEN — contralto. (NBC) soloist with Paul Whiteman's orchestra.
- ANDRE, PIERRE — announcer. (CBS) Easy Aces.
- ANDREWS, CAROLINE—soprano. (NBC) Parade of the States.
- ANDREWS, ROY CHAPMAN — speaker. (NBC) sustaining hours.
- ANDREWS, STANLEY — actor. (CBS) *Unsung Heroes*; (NBC) *Malik Mystery*.
- ANTHONY, JOHN — narrator. (NBC) *Parade of the States*.
- APPLEBY, RAY—juvenile actor. (CBS) *Lucky Kids*; *Myrt and Marge*; *Tales of the Foreign Legion*.
- ARCHER, GLEASON L.—lawyer, speaker. (NBC) *Laws That Safeguard Society*.
- ARCOS, PILAR—(NBC) *Pond's Program* (guest).
- ARDEN, VICTOR—pianist, piano duo with Phil Ohman, orchestra director. (NBC) *American Album of Familiar Music* (Ohman & Arden); *Big Six of the Air* (Ohman & Arden); *El Toro Week-end Revue*; *El Toro All-star Revue*; *U. S. Industrial Alcohol Program*; *Waves of Melody*; (CBS) *Sunday Matinee of the Air*.
- ARGALL, M A R S D E N—baritone (NBC).
- ARGAY, IVAN—violinist. (NBC) *Melody Hour*.
- ARGENTINE TRIO—instrumental ensemble, John Picadura, director (NBC).
- ARION TRIO—instrumental ensemble, Joyce Barthelson, director (NBC).
- ARMBRUSTER, ROBERT—accompanist, orchestra director. (NBC) *Bayuk Stag Party* (accompanist with male quartet); *Cuckoo Program* (musical director); *Enna Jettick Melodies* (director ensemble); *Heel Hugger Harmonies* (director string ensemble); *Making the Movies* (orchestra director); *Savannah Liners*.
- ARNALL, CURTIS—actor, master of ceremonies. (CBS) *Buck Rogers*; *Hollywood Gossip*; (NBC) *Red Adams*; *The Girl Who Lives Next Door*; *The Goldbergs*; *Lucky Strike Hour*; *Pages of Romance*; *True Story Hour*; *Stebbins Boys*; *Biblical Dramas*.
- ARNHEIM, GUS—orchestra director. (NBC) *Lady Esther Serenade*.
- ARNOLD, GENE—singer, narrator, master of ceremonies. (NBC) *Beautiful Thoughts*; *Carnation Contented Program*; *Chuck, Ray and Gene*; *Sinclair Wiener Minstrels*.
- ARNOLD, RHODA — soprano. (CBS) *Columbia Artist Recital*; *Light Opera Gems*; *Madison Singers*; *Morning Musicales*; *Musical Americana*; *Pastorale*.
- ARNOLD, VIRGINIA—pianist, accompanist. (CBS) *Banjo Bill*; *Columbia Artist Recital*; recitals.
- ARNOLD, WADE — announcer (NBC).
- ARONOFF, JACOB B.—(NBC) *Current Events*.
- ARTH, HAZEL — contralto. (CBS) *Musical Americana*.
- ARTHUR, JACK (Arthur Campbell, real name)—baritone. (NBC) *Cuckoos*.
- ARTZT, BILLY—orchestra director. (CBS) *Evening in Paris Mysteries*; (NBC) *Great Moments in History*; *The Island Boat Club Dance*; *Royal Vagabonds*; *The Three Bakers*.
- ASHLEY, PHYLLIDA—pianist; piano duo with Aileen Fealy (NBC).
- ASPER, FRANK W.—organist. (CBS) *Salt Lake City Tabernacle Choir and Organ*.
- ASTOR, TED—orchestra director. (CBS) *Movie Star Revue*.
- A. & P. DANCE GYPSIES—orchestra, Harry Horlick, director. (NBC) *A. & P. Dance Gypsies*.
- ATEBURY, D U K E — comedian. (NBC) *Gilmore Circus*.
- ATWELL, ROY — comedian. (CBS) *Fred Allen's Bath Club Revue*.
- AUSTIN, GENE—tenor. (NBC) *Whoopee*; *sustaining hours*.
- AVERY, EMILY—pianist. (CBS) *Columbia Artist Recital*.
- AVES, DREDA—soprano. (CBS) *Roxy Theatre Ensemble* (guest).
- AYRES, BETSY—soprano. (NBC) *Enna Jettick Melodies*; *The Three Graces*.
- BACH, ALWYN — announcer (NBC).
- BACKUS, GEORGIA — actress, script writer. (CBS) *Arabesque*; *Eno Crime Club*; (NBC) *Big Ben's Dream Dramas*.
- BAGGIORE, ATTILIO — tenor. (NBC) *Swift Garden Party*.
- BAGLEY, ARTHUR—health director. (NBC) *Tower Health Exercises*.
- BAILEY, ILOMAY — singer. (NBC) *Piano Moods* (with Lee Sims).
- BAILEY, MILDRED — crooner. (NBC) *Buick-Olds-Pontiac Program*; *Pontiac Chieftains*.
- BAKELESS, JOHN E.—narrator. (NBC) *Woman's Radio Review*.
- BAKER, BELLE—singer. (CBS) *Ever-Ready Radio Gaieties*.
- BAKER, ELSIE—soprano. (NBC) *Golden Gems*; *National Grand Opera*.
- BAKER, FLORENCE — actress. (NBC) *Red Adams*; *Stebbins Boys*.
- BAKER, MARIE—actress (NBC).
- BAKER, TOM—tenor. (CBS) *Gold Medal Fast Freight*.
- BALDRIDGE, FANNY MAY—actress. (NBC) *Miracles of Magnolia*.
- BALL, DON—announcer. (CBS) *Camel Quarter Hour*; *Kaltenborn Edits the News*; *Salty Sam, the Sailor*.
- BALLADEERS, THE — quartet: John Kulick and Norman Price, tenors; Marley R. Sherris, bass; Neel Enslin, baritone. (NBC).
- BALLAD SINGERS — quartet: Chester Ewers, James Haupt, tenors; Darl Bethmann, baritone; Charles Pearson, bass; George Dilworth, director. (NBC).
- BALLEW, SMITH—orchestra director. (CBS) *Smith Ballew's Pavillion Orchestra*.
- BALTHY ANNE—singer, member *Do-Re-Mi Girls*. (CBS) with *Freddie Rich's Orchestra*.
- BAMPTON, ROSE — contralto. (CBS) with *Philadelphia Orchestra* (guest).
- BANKS, BILLY—orchestra director. (CBS) *Connie's Inn Orchestra*.

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- BANTA, FRANK—pianist, composer, orchestra director. (NBC) Beau Balladeer (director string ensemble); Cities Service Program; Household Helpers.
- BARGANSKY, ALEXANDER—cellist. (NBC) sustaining hours.
- BARKER, BRADLEY—impersonator. (NBC) Moonshine and Honeysuckle.
- BARKER, JUDY—(NBC) book and play reviews.
- BARKLEY, JEAN—juvenile star (NBC).
- BARLOW, HOWARD—orchestra director. (CBS) Columbia Symphony Orchestra; Grand Opera Hour; Grand Opera Miniatures; Musical Album.
- BARNES, PAT — actor - singer. (NBC) Pat Barnes in Person.
- BARNETT, ART—(NBC) The Jester.
- BARNEY, MALCOLM L.—actor. (CBS) Bobby Benson.
- BARNEY, MARION — actress. (NBC) Phantom of Crestwood; Tish sketches.
- BAROMELO, CHASE — baritone. (NBC) NBC Artist Service Musicale.
- BARRATT, AUGUSTUS—drama director, script writer. (CBS) The Magic Voice.
- BARRE-HILL — baritone. (CBS) Edna Wallace Hopper (guest); (NBC) Music Treasure Box (guest).
- BARRERE, GEORGES — flautist. (NBC) NBC Artists Service programs.
- BARRIE, ANN—soprano. (CBS) Edna Wallace Hopper (guest).
- BARRIS, HARRY—orchestra director. (CBS) sustaining hours.
- BARRON, CARL—tenor. (NBC) The Four New Yorkers.
- BARTH, FREDDIE — vocalist. (NBC) with Howard Lally's Orchestra.
- BARTH, HANS—pianist. (CBS) Columbia Concerts Program.
- BARTH, HARRY — vocalist. (NBC) Four Boys and a Girl.
- BARTHELL, ELIZABETH—vocalist. (CBS) soloist with Fred Berrens's Orchestra; with Freddie Rich's Orchestra; other sustaining programs.
- BARTHOLOMEW, MARSHALL — choral director. (CBS) Eight Sons of Eli.
- BARTON, BRUCE — speaker. (NBC) G. E. Circle.
- BARTON, FRANCIS LEE—cooking expert. (NBC) General Foods Program.
- BARUCK, ALLAN—juvenile actor. (NBC) Little Orphan Annie.
- BARUCH, ANDRE — announcer. (CBS) Barbara Gould Beauty Talk; Old Dutch Girl; Sterling Products; Frank Stretz's Orchestra.
- BARZIN, LEON—orchestra director.
- BASS, A.—cellist (CBS) Kodak Week-End Hour (guest).
- BASTOW, FRANCIS — guitarist. (CBS) Pabst-Ett Varieties; Pennzoil Parade; (NBC) O'Cedar Melody Men; Song Fellows.
- BASY, ALEXANDER—orchestra director. (NBC) Verni's tambouritza orchestra in Balkan Melodies.
- BATTLE, GEORGE GORDON—actor. (NBC) Thomas Jefferson and James Monroe; other dramatic programs.
- BATTLE, JOHN TUCKER—actor. (NBC) Cindy and Sam; Death Valley Days.
- BATTLE, REX—orchestra director. (NBC) Rex Battle Concert Ensemble.
- BAUM, SAM—drummer. (NBC) with Harold Stokes's Orchestra in Swanee Serenaders.
- BAVE, LOUISE—soprano. (NBC) Major Bowes's Capitol Family.
- BAXTER, PHIL—orchestra director. (CBS) Phil Baxter's Orchestra.
- BAY, EMANUEL — violinist. (CBS) Musical Album.
- BEASLEY, IRENE — contralto. (CBS) soloist with Fred Berrens's Orchestra; with Freddie Rich's Orchestra; Mennen Program; with Round Towners; and other sustaining programs.
- BEBAN, WALTER—(NBC) Pacific Vagabonds; Associated Spotlight.
- BECKER, BOB—narrator. (CBS) Bob Becker's Out Door Talk.
- BELASCO, LEON—orchestra director. (CBS) To the Ladies; Lovely Lady.
- BELGIAN PRO - ARTE STRING QUARTET—(NBC) Library of Congress Musicale.
- BELL, DAVID—tenor. (NBC) Olympians.
- BELL, JOSEPH—actor. (NBC) Adventures of Sherlock Holmes; Big Ben's Dream Dramas; Death Valley Days; Five Star Theatre (Charlie Chan dramas); Island Boat Club; O. Henry Stories.
- BELL, SHIRLEY—juvenile actress. (NBC) Little Orphan Annie.
- BELOV, SAMUEL—orchestra director. (NBC) Eastman School Symphony Orchestra.
- BELTZ, DONALD — baritone. (NBC) Young Artists Light Opera Company.
- BELVISO, THOMAS—orchestra director. (NBC) Danger Fighters; Neapolitan Days.
- BENCE, BOB—actor (NBC).
- BENERET, BEATRICE — entertainer (NBC).
- BENEDETTO, GIUSEPPE DI—tenor. (NBC). Neapolitan Days.
- BENNETT, LOIS — soprano. (NBC) NBC Artists Service Program.
- BENNETT, MERCEDES — pianist. (NBC) Kremlin Art Quintet.
- BENNETT, RALPH—orchestra director. (CBS) Ralph Bennett's Orchestra.
- BENNY, JACK—comedian. (CBS and NBC) Canada Dry Program.
- BENTER, LIEUT. CHARLES—band director. (CBS and NBC) U. S. Navy Band.
- BEREZOWSKY, NICOLAI—orchestra director. (CBS) Columbia Symphony Orchestra.
- BERG, GERTRUDE—actress, script writer. (NBC) The Goldbergs.
- BERG, JUNE—actress (NBC).
- BERGER, JACK—orchestra director. (CBS) Jack Berger's Orchestra (sustaining programs); Gerardine Midsummer Nights.
- BERGGREN, GERTRUDE—contralto. (NBC) Melodic Gems Quartet.
- BERGH, NINA—violinist. (NBC) The Violin Twins.

- BERGMAN, TED—actor. (CBS) Heinz Presents Joe Palooka; The Magic Voice.
- BERLINER, DOROTHY — pianist. (NBC) sustaining hours.
- BERNARD, AL — (NBC) The Minstrel Man.
- BERNARD, FELIX — pianist. (CBS) Pebeco Play-Boys.
- BERNHARDT, ISOLDE VON—soprano. (NBC) Toscanini Fund Concert.
- BERNIE, BEN—orchestra director. (CBS and NBC) Blue Ribbon Malt Programs.
- BERNIE, DAVE—orchestra director. (NBC) Dave Bernie and His Band.
- BERQUIST, WHITEY — pianist. (NBC) Armour Program (piano duo with Dave Rose); The Three Bees.
- BERR, NANETTE — violinist. (NBC) Modern Instrumentalists; Nanette Berr String Trio.
- BERRENS, FRED—orchestra director. (CBS) Aunt Jemima Songs; The Captivators; The Commuters; Girl O' Yesterday; Musical Album; Rhythm Kings; Rhythm Ramblers; Salon Musicale; Saturday Syncopators; Sweet and Hot; and other programs.
- BERRY, ALINE—actress. (NBC) Raising Junior.
- BERWIN, BERNICE — actress. (NBC) sustaining hours.
- BESTOR, DON—orchestra director. (NBC) Don Bestor's Orchestra.
- BETHMANN, DARL — baritone. (NBC) Ballad Singers.
- BEUCHLER, GEORGE—announcer. (CBS) Camel Quarter Hour; Eight Sons of Eli; Singin' Sam, the Barbasol Man; Vapex Presents the Mills Brothers.
- BIGELOW, DON—orchestra director. (CBS) Don Bigelow and His Orchestra.
- BINFORD, PAT—vocalist, comedian. (NBC) Corn Cob Pipe Club; Old Timers.
- BIRCH, GORDI—orchestra director. (CBS) Gordi Birch Orchestra.
- BIRKENHOLZ, ARCADIE—violinist. (NBC) Davey Hour; Melody Hour (with Birkenholz String Quartet); sonata recitals with Mathilde Harding.
- BIRKENHOLZ STRING QUARTET—Arcadie Birkenholz and Seymour Suskind, violins; Herbert Borodkin, viola; Abrasha Borodkin, cello. (NBC) Melody Hour.
- BIRSE, DARA—soprano. (NBC) Russian Gaieties.
- BITALE, ANGELO—orchestra director. (NBC) The Venetians.
- BITTKE, FREDERIC — baritone. (CBS) Hecker Surprise Party (guest).
- BIVIANO, JOE — accordionist. (NBC) Neapolitan Days; Popular Varieties.
- BLACK, FRANK—pianist, orchestra director. (NBC) Big Six of the Air; Buick Revelers; Parade of the States.
- BLACK, TEDDY—orchestra director. (NBC) Orchestra from Village Barn, New York.
- BLACKMER, SIDNEY — actor. (CBS) Gem Highlights (guest).
- BLACKWELDER, HAROLD — bass. (NBC) Maytag Orchestra.
- BLAINE, JOAN—narrator. (NBC) Beautiful Thoughts.
- BLAKE, MRS. — (NBC) Mrs. Blake's Radio Column.
- BLANCHARD, BARBARA—soprano. (NBC).
- BLAUFUSS, WALTER—orchestra director. (NBC) Chicago Ensemble; Concerto Petite; Nothing But the Truth (string ensemble); Singing Strings; Sunbirds; Waltzes (string ensemble); Words and Music.
- BLAUMAN, MINIE — director. (CBS) The Ambassadors; Vocal Art Trio.
- BLAZEVICH, EMIL — baritone. (NBC) Balkan Mountain Men.
- BLEDSE, JULES—Negro bass. (NBC) Maxwell House Show Boat.
- BLOCK, RAY—director. (CBS) Do-Re-Mi (novelty women's trio); Four Eton Boys.
- BLOCK, VIVIAN—juvenile actress. (CBS) Chick-Chick Fun; (NBC) Maud and Cousin Bill; Wheatenville.
- BLUE MOON TRIO—male trio: Royal Halle, tenor; Charles Premack, baritone; Artells Dickson, baritone. (CBS) Blue Moonlight.
- BLUE RIDGE BOYS—(CBS) Uncle Olie and His Kre-Mel Gang.

JOSEF PASTERNAK

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Conductor



- BLUETTES—girls' vocal trio (NBC).
- BOARD, HELEN—soprano. (CBS) *Ballad Hour*; *Columbia Artist Recital*; *Columbia Revue*; *The Daguerreotypes*; *Emery Deutsch's Orchestra*; *J. C. Flippencies*; *Ann Leaf organ programs*; *Mardi Gras*; *Morning Musicale*; *Musical Americana*; *Pastorale*; *Ziegfeld Follies of the Air* (guest).
- BOARDMAN, TRUE — actress. (CBS) *Omar Khayyam*.
- BOATNER BROTHERS — (NBC) *Candle Lightin' Time*.
- BODELL, RUTH — soprano. (NBC) *Melody Three*; *Song Souvenirs*.
- BOGERT, DR. MARSTON T.—(CBS) *Columbia Educational Features*.
- BOLEN, MURRAY—comedian; comedy team with Harris Brown. (NBC) *Murray and Harris*.
- BOLOGNINI, ENNIO — cellist. (NBC) *Mello Cello* (piano-cello recitals with Joseph Koestner).
- BONAWITZ, KARL — organist. (NBC) *Waldorf-Astoria Organ Recital*.
- BOND, FORD—announcer (NBC).
- BONELLI, RICHARD — baritone. (NBC) *Swift Garden Party*.
- BONHAM, GUY—tenor. (NBC) *Sweetheart Serenaders*; *Tasteyeast Jesters*.
- BONIME, JOSEPH—orchestra director. (CBS) *Five Star Theatre orchestra programs*; (NBC) *Big Time*; *Death Valley Days*; *Johnny Hart in Hollywood*.
- BONTSEMA, PETE — comedian. (CBS) *Back Stage in Radio*; (NBC) *Bill and Henry*; *Mr. Coco and Mr. Malt*; *The Sinclair Wiener Minstrels*.
- BOOTH, MRS. SIDNEY—speaker. (NBC) *Walker-Gordon Mothers Program*.
- BORELLO, ANTHONY — violist. (NBC) *Melody Hour*.
- BORGER, BOB—vocalist. (NBC) with *George Olsen's Orchestra*.
- BORI, LUCREZIA — soprano. (CBS) *Columbia Concerts program*; (NBC) *G. E. Circle* (guest).
- BORODKIN, ABRASHA — cellist. (CBS) *Kodak Week-End Hour* (guest); (NBC) *On Wings of Song*.
- BORODKIN, HERBERT — violist. (NBC) *On Wings of Song*.
- BORR, MICHAEL—(NBC) *Royal Gypsy*.
- BOSTON PETITE SYMPHONIE—orchestra. (CBS) sustaining hours.
- BOSWELL SISTERS (Connie, Martha and Vet)—harmony trio. (CBS) *Chesterfield—Music That Satisfies*; *Pompeian Make-up Box*.
- BOTH, JAMES — clarinetist. (NBC) *The Three Bees*.
- BOTKINS, PERRY — guitarist. (CBS) *Singin' Sam, the Barbasol Man*; with *Three X Sisters*.
- BOULANGER, CHARLES—orchestra director. (CBS) *Yoeng's Orchestra*.
- BOURDON, ROSARIO — orchestra director. (NBC) *Cities Service Concert*; *Great Personalities*; *National Artists Series* and other sustaining programs.
- BOWDON, FRANCES — speaker. (NBC) sustaining hours.
- BOWE, MORTON—tenor. (CBS) *Prudence Club*.
- BOWMAN, FRANCIS — narrator. (CBS) *Carborundum Hour*.
- BOXILL, CARLTON—tenor. (CBS) *Round Towners Quartet*.
- BRAMLEY, JANE — actress. (CBS) *Eno Crime Club*.
- BRANCH, HAROLD — tenor. (NBC) *Dandies of Yesterday*.
- BRANDT, WILLIAM — baritone. (NBC) *The Guardsmen*.
- BRANSON, CAPT. TAYLOR—conductor. (CBS and NBC) *U. S. Marine Band*.
- BRANZ, CELIA — contralto. (NBC) with *Black and Gold Room Orchestra*; *Fiddle and I*; *Melodic Gems*; *Mr. and Mrs. Fiddle*; *Musical Interlude*; *National Light Opera*; *Vocal Art Quartet*; *Young Artists Light Opera Co.*
- BRAUN, HARRY — violinist. (NBC) sustaining hours.
- BREAKSTON, GEORGE — juvenile actor. (CBS) *Uncle Olie and his Kre-mel Gang*.
- BRECHER, EGON—actor. (NBC) *Roses and Drums*.
- BREEN, MAY SINGHI—ukelele player. (NBC) *Breen and de Rose*.
- BREIDAS, VICTOR—accompanist. (CBS) with *Ruth Etting*.
- BRENNIE, TOM—(NBC) *The Laugh Club*.
- BRENT, DOROTHY — vocalist. (NBC) *Tea Dansante*.
- BRENTON, WILLIAM—announcer. (CBS) *Horn & Hardart's Children's Hour*; *La Palina*; *The Sylvanians*.
- BREWER, CLARK—tenor. (NBC) *Shumilk Program* (with *Rollickers*).
- BREWER, TED—orchestra director. (CBS) *Yoeng's Orchestra*.
- BREWER AND POISTER — piano duo. (NBC) *Golden Blossoms*.
- BREWSTER, JOHN—actor. (CBS) *Buck Rogers*; *Eno Crime Club*; (NBC) *Five Star Theatre* (*Charlie Chan dramas*); *Musings* (poetry reading).
- BRICE, FANNIE — comedienne. (CBS) *Ziegfeld Follies of the Air* (guest).
- BRICKERT, CARLETON — (NBC) *Rin-Tin-Tin-Thriller*.
- BRIGODE, ACE—orchestra director. (CBS) *Ace Brigode's Orchestra*.
- BRILLHART, ARNOLD—saxophonist. (CBS) *Fred Allen's Bath Club Revue* (with *Louis Katzman's Orchestra*).
- BRITAIN, GLADYS — soprano. (CBS) *Bourjois—An Evening in Paris*; *Today and Yesterday*.
- BROCKWELL, SHIRLEY—(NBC) *Old Timers*.
- BRODERICK, HELEN — comedienne. (NBC) *Fleischmann Hour* (guest).
- BRODSKY, VERA—pianist, piano duo with *Harold Triggs*. (NBC) *Roxy and His Gang*.
- BROKENSHIRE, NORMAN — announcer, master of ceremonies. (CBS) *Chesterfield—Music that Satisfies*; *Society's Play-Boy Hour*; sustaining programs.
- BRONK, DR. DETLEY W.—speaker. (CBS) *Columbia Educational Features*.
- BROOKS, JACK—tenor. (CBS) *The Fitch Professor*; *Romance*; soloist with *Westphal Orchestra*.
- BROOKS AND ROSS—(CBS) *The Grab Bag*; *Greyhound Highway Traveler*; *The Witching Hour*.

- BROUN, HEYWOOD—author, commentator. (NBC) G. E. Circle.
- BROWN, BOBBY—dramatic director. (CBS) Myrt and Marge.
- BROWN, GEORGE FRAME—actor. (CBS) Real Folks; (NBC) Thompkins Corners.
- BROWN, HARRIS—comedian; comedy team with Murray Bolen. (NBC) Murray and Harris.
- BROWN, SIDNEY—orchestra director. (CBS) Bab-O Bright Spot.
- BROWN, THELMA—vocalist. (CBS) Hecker Surprise Party (guest).
- BROWN, TOM—tenor. (NBC) Waves of Melody.
- BROWN, WALBERG—orchestra director, violinist. (NBC) Dance Miniature; Mood Oriental; Salon Concert Ensemble; The Venetians; The Week-Enders.
- BROWNE, BRADFORD—comedian, master of ceremonies. (CBS) Brad and Al; The Professor and the Major; (NBC) Maxwell House Tune Blenders; The Three Bakers.
- BROWNELL, KURTIS—tenor. (NBC) Davey Hour.
- BRUGNON, PIERRE—master of ceremonies. (CBS) Evening in Paris.
- BRUNNER, HOWARD W.—tenor. (CBS) Eight Sons of Eli.
- BRUSILOFF, LEON—orchestra director. (NBC) With a Senator's Wife in Washington.
- BRUSILOFF, NAT—orchestra director. (CBS) Society's Play-boy Hour; Van Heusen Program; (NBC) Bayuk Stag Party; The Musical Showmen.
- BUCCANEERS, THE—male chorus, direction Earl Towner. (CBS) Hecker Surprise Party (guests).
- BUCHANAN, STUART—actor. (CBS) Omar Khayyam.
- BUCK, FRANK—lecturer. (NBC) Bring 'Em Back Alive.
- BUCKAROOS—vocal and instrumental duo: Charles Marshall and Ted Maxwell (NBC).
- BUCKLEY, MAY—actress. (NBC) Country Doctor; Tish sketches; Captain Diamond's Adventures.
- BUCKLEY, TAYLOR—baritone. (CBS) soloist with Fred Berrens's Orchestra; (NBC) Saturday Syncopators.
- BUDDINGER, HARRY—xylophonist. (NBC) The Three Bees.
- BUNCHUK, YASHA—cellist. (NBC) Major Bowes's Capitol Family.
- BUNDESEN, DR. HERMAN N.—speaker on health. (CBS and NBC) Adventures in Health.
- BURKE, BILLIE—actress. (CBS) Ziegfeld Follies of the Air (guest).
- BURKE, GEORGIA—actress. (NBC) Careless Love; Maud and Cousin Bill.
- BURNS, BOBBY—narrator. (NBC) Poetry Program.
- BURNS AND ALLEN (George Burns and Gracie Allen)—comedy team. (CBS) Robert Burns Panatela.
- BUSLEY, JESSIE—actress. (NBC) Tish sketches.
- BUSSE, HENRY—orchestra director. (CBS) Henry Busse and Orchestra (from Kansas City).
- BUTLER, ANN—(CBS) Vitality Personalities.
- BUTTERWORTH, WALLACE—announcer. (NBC) Sinclair Wiener Minstrels.
- BUTTOLPH, DAVID—director, accompanist. (NBC) Musical Comedy Hits; Three Shades of Blue.
- BYRON, GENE—actress. (NBC) Emerald Isle; Iodent; Lucky Strike; Maxwell House.
- CAIATI, M.—cellist. (CBS) Kodak Week-End Hour (guest).
- CAIN, MYNDALL—narrator. (NBC) Fashions in Loveliness.
- CAIN, NOBLE—choral director. (NBC) Temple of Song.
- CALDER, CRANE—bass. (CBS) Cathedral Hour; Columbia Artist Recital; Columbia Revue; Concert Miniatures; Grand Opera Miniatures; Light Opera Gems; Madison Singers; Musical Album; Pastorale.
- CALDWELL, ORESTES H.—speaker. (NBC) sustaining hours.
- CALFOT, ANITA—juvenile actress. (NBC) Little Orphan Annie.



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- CALI, JOHN—guitarist. (NBC) Household Helpers; Rameses Program.
- CALIFORNIA TRIO—male trio: Rodney Johnson, Bob Stevens, tenors; Harvey Orr, baritone. (NBC).
- CALLOWAY, CAB—orchestra director. (NBC) Cab Calloway and His Orchestra.
- CALVERT, CHARLES—actor. (CBS) Tales of the Foreign Legion.
- CAMELIA, FREDERICK—cellist. (NBC) Melody Hour.
- CAMERON, AL—comedian. (CBS) Back Stage in Radio; (NBC) Bill and Henry; Mr. Coco and Mr. Malt; Sinclair Wiener Minstrels.
- CAMPBELL, ARTHUR (“Johnny Hart”)—actor. (NBC) Big Time; Johnny Hart in Hollywood.
- CANSDALE, HENRY—actor. (NBC) Little Orphan Annie.
- CANTA NINA SINGING GIRLS—(CBS) sustaining hours.
- CANTOR, EDDIE—comedian. (NBC) Chase & Sanborn Hour.
- CARDINALE, MARIA—soprano. (NBC) Friendship Town; Golden Blossoms.
- CARLEY, MARION—pianist. (CBS) Columbia Artist Recital; Musical Americana.
- CARLILE, CHARLES—tenor. (CBS) The Ambassadors; Bath Club; Blue Coal Radio Revue; Columbia Artist Recital; Columbia Revue; soloist with Emery Deutsch’s orchestra; with Freddie Rich’s Orchestra; with Vincent Sorey’s orchestra; Mardi Gras; Pastorale; Ziegfeld Follies of the Air (guest).
- CARLILE AND LONDON—two-piano team. (CBS) sustaining hours.
- CARLIN, PHILLIPS—announcer (NBC).
- CARLSON, WAMP—vocalist. (NBC) Sweetheart Serenaders; Tastyest Jesters.
- CARMICHAEL—vocalist. (NBC) Just Foolin’ Around.
- CARNEY, DON (“Uncle Don”)—actor, narrator. (NBC) Friendship Town; sustaining programs.
- CAROTHERS, ISABELLE—actress. (NBC) Clara, Lu’n’Em.
- CARPENTER, JANE—pianist. (CBS) Back Stage in Radio.
- CARROLL, EUGENE—vocalist. (NBC) Gene and Glenn.
- CASE, ANNA (Mrs. Clarence H. Mackay)—soprano. (NBC) K. of C. 50th Anniversary Program.
- CASSIN, GOLDIE—actress. (CBS) Tales of the Foreign Legion.
- CASSINELLI, DOLORES—soprano. (NBC) Neapolitan Days.
- CAVALIERS, THE—Henry Shope and Frank Parker, tenors; John Seagle, baritone; Elliott Shaw, bass; Lee Montgomery, accompanist, (NBC) Big Six of the Air; Cities Service; Our Daily Food (as the Four Singing Grocers).
- CAVALIERI, RITA—soprano. (NBC) sustaining programs.
- CAVALLI, KATHERINE—mezzo-soprano. (CBS) Musterole (with Hummingbirds Trio).
- CAVALLO, PETER, JR.—orchestra director. (CBS) Beau Bachelor.
- CEHANOVSKY, GEORGE—baritone. (NBC) G. E. Circle (guest).
- CHALLIS, BETH—crooner. (NBC) U. S. Industrial Alcohol program.
- CHAMBERS, PETER—guitarist. (NBC) Valspar Hour.
- CHAMLEE, MARIO—tenor. (NBC) Pond’s Program; Swift Garden Party.
- CHAPMAN, CHARLES P.—tenor. (CBS) Eight Sons of Eli.
- CHAPMAN, JOHN—bass. (NBC) Musical Comedy Hits.
- CHAPPELL, ERNEST—announcer, producer. (NBC) Jack Frost Melody Moments; (CBS) Frostilla Broadcast Rehearsals, Eugene International Revue.
- CHAPPELL, GEORGE (“Dr. Traprock”)—(NBC) Edgeworth program.
- CHASE, ANN—actress. (NBC) sustaining hours.
- CHASE, DOROTHY—narrator. (CBS) Charis Musical Revue.
- CHASE, NEWELL—singer, pianist. (CBS) Hecker Surprise Party (guest). (NBC) piano duo with Edna Fisher.
- CHAUTAUQUA CHORAL SOCIETY—choir, direction Walter Howe. (NBC) sustaining hours.
- CHIBIABOS, CHIEF—Indian actor. (CBS) Lone Wolf Tribe.
- CHICAGO A CAPPELLA CHOIR—direction Noble Cain. (NBC) Temple of Song.
- CHICAGOANS QUARTET—(CBS) Snapshots.
- CHICK, GILBERT—tenor. (NBC) Olympians.
- CHILDE, ROBERT STEWART—accompanist. (NBC) Armour Program; Carnation Contented Program; Fireside Singers.
- CHILDS, BILL—vocalist. (NBC) Sinclair Wiener Minstrels.
- CHILES, OLIVER—bass. (NBC) Teepee Singers.
- CHRISTIAN, TOMMY—orchestra director. (CBS) Palisades Orchestra.
- CHRISTMAN, RALPH—pianist. (CBS) Musical Alphabet; Radio Home Makers.
- CHRISTOPH, CALTANA—soprano. (CBS) Hecker Surprise Party (guest).
- CHRISTY, KENNETH—accompanist. (CBS) Today and Yesterday (with Dupont Quartet); (NBC) Buick-Olds-Pontiac; Making the Movies (with the Songsmiths Quartet); Maxwell House Ensemble; The Musical Showmen; Texaco.
- CHURCH, JAMES—music and dramatic director. (NBC) Jewels of Romance.
- CHURCH, WILDA WILSON—actress (NBC).
- CHURCHILL, BEATRICE—actress. (NBC) Betty and Bob.
- CIMERA, JIMMY—trombonist. (NBC) sustaining hours.
- CLAIRE, HELEN—actress. (NBC) Five Star Theatre (Charlie Chan dramas).
- CLANEY, HOWARD—announcer. (NBC) Lucky Strike Dance Hour; Parade of the States.
- CLARK, DONALD—continuity director (CBS).
- CLARKE, JACKIE—tap dancer. (CBS) Friendly Five Footnotes.
- CLIFFORD, HENRY H.—bass. (CBS) Eight Sons of Eli.
- CLINKSCALES, CHARLES—tenor. (NBC) Teepee Singers.

- CLOUTIER, NORMAN L.—orchestra director. (NBC) The Merry Madcaps.
- COATES, WINIFRED S.—(NBC) Mrs. Blake's Radio Column.
- COBB, IRVIN S.—humorist. (NBC) Armour Program.
- COBERT, RAYMOND—t e n o r . (NBC) Major Bowes's Capitol Family.
- COE, CHARLES FRANCIS—author. (NBC) weekly talks on crime; sustaining hours.
- COHEN, DR. GEORGE—(NBC) Dr. George Cohen's Pet Club.
- COHN, HARRY—straight man for Jack Benny. (CBS and NBC) Canada Dry Program.
- COLE, JOYCE—actress (NBC).
- COLEMAN, EDNA M.—narrator. (NBC) The Real George Washington.
- COLLEGIANS, THE—male quartet. (NBC) Sheaffer Lifetime Review.
- COLLINGE, CHANNON—musical director. (CBS) Cathedral Hour; Daguerreotypes; Light Opera Gems.
- COLLINS, TED—a n n o u n c e r . (CBS) La Palina.
- COLLYER, BUD—vocalist. (CBS) Kruschen Serenader.
- COLUMBIA SYMPHONY ORCHESTRA—Howard Barlow, conductor. (CBS) sustaining hours.
- COLUMBO, RUSS—orchestra director. (NBC) Russ Columbo and His Orchestra; orchestra from Woodmansten Inn; Listerine Program.
- COMMODORES, THE—male quartet: Cyril Pitts and Thomas Muir, tenors; Herman F. Larson, baritone; Reinhold Schmidt, bass; Robert Stewart Childe, accompanist. (NBC) Carnation Contented Program.
- COMPINSKY TRIO—Sara Compinsky, piano; Manuel Compinsky, violin; Alex Compinsky, cello. (CBS) Library of Congress chamber music programs.
- CONNOLLY, WALTER—a c t o r . (NBC) Five Star Theatre, Charlie Chan dramas.
- CONRAD, PROF. HENRY S.—speaker. (CBS) Columbia Educational Features.
- CONRAD, LEW—orchestra director. (NBC) Lew Conrad's Orchestra from Hotel Statler, Boston.
- COOK, ALFRED—speaker. (NBC) Walker-Gordon Mothers Program.
- COOK, PHIL—comedian. (NBC) The Quaker Man.
- COOK, TED—orchestra director. (NBC) Midnight Frolics, from Chicago.
- COOLEY, FRANK—actor (NBC).
- COON-SANDERS' ORCHESTRA (Carlton Coon, deceased, and Joe Sanders)—(CBS and NBC) sustaining hours.
- COOPER, WILLIS—actor. (CBS) Tales of the Foreign Legion.
- COOPER-CLIFFE, H.—a c t o r . (NBC) Dromedary Caravan.
- COPELAND, DR. ROYAL S.—speaker on health. (CBS) Ceresota Flour; (NBC) Johnny Hart in Hollywood; Health Clinic.
- COQUETTES—girls' trio: Annette Hastings, soprano; Imelda Montagne, contralto; Marjorie Primley, pianist. (NBC) Associated Spotlight.
- CORDON, NORMAN—bass. (NBC) Maytag (with Merrie-men); Men O' Song; San Felician Serenade; Songs of Home Sweet Home.
- CORN, ALFRED—juvenile actor. (NBC) The Goldbergs.
- CORNELL, KATHERINE—actress. (CBS) Roses and Drums (guest).
- CORRELL, CHARLES J.—comedian. (NBC) Amos 'n' Andy.
- CORRIGAN, JIMMY—orchestra director. (CBS) Jimmy Corrigan and His Orchestra.
- CORWINE, TOM—actor. (NBC) Rin-Tin-Tin-Thriller.
- COSENTINO, NICHOLAS—tenor. (NBC) Major Bowes's Capitol Family.
- COSLOW, SAM—tenor. (CBS) California Melodies.
- COUGHLIN, BUNNY—banjoist. (CBS) Oxol Feature; The Funnyboners.
- COURBOIN, CHARLES—organist. (CBS) sustaining hours.
- COWDEN, JACK—juvenile actor. (NBC) Little Orphan Annie.
- COX, COLEMAN—business philosopher, speaker (CBS).
- CRAIG, FRANCIS—orchestra director. (NBC) Francis Craig and his Orchestra.
- CRANDALL, DR. LEE S.—curator of birds, Bronx Zoo Park (NBC) Coca-Cola Program (guest).
- CRANDALL AND WHIPPLE—piano duo. (NBC) The Week Enders.
- CRAWFORD, JESSE—o r g a n i s t . (NBC) Poet of the Organ.
- CRAWFORD, L E S T E R—vocalist, comedian. (NBC) Fleischmann Hour (guest).
- CROCKER, BETTY—food expert. (CBS) Songs of Romance; (NBC) General Mills programs.
- CROMWELL, MARGUERITE — soprano. (NBC) With a Senator's Wife in Washington.
- CRONIN, FRANK AND FLO—song and patter team. (NBC) McLoughlin Gormley & King Co. Program.
- CROOKS, RICHARD—t e n o r . (NBC) Voice of Firestone.
- CROSBY, BING—crooner. (CBS) Creamo Program.
- CROSS, GLENN—b a r i t o n e . (NBC) Sunday Bright Spot.



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- CROSS, GORDON—tenor. (NBC) Sunday Bright Spot.
- CROSS, DR. LAURANCE L.—speaker. (NBC) Carnation-Albers Crosscuts from the Log O' The Day.
- CROSS, MILTON J.—announcer, master of ceremonies (NBC).
- CROWLEY, MATTHEW—actor. (CBS) Buck Rogers.
- CRUMIT, FRANK—vocalist. (CBS) Bond Bread Program; (NBC) Blackstone Plantation.
- CRUSE, HARRIET—vocalist. (CBS) Pennzoil Parade (guest).
- CULBERTSON, ELY—bridge expert. (NBC) Wrigley program.
- CULBERTSON, JOSEPHINE (Mrs. Ely)—bridge expert. (NBC) Wrigley program—Culbertson Bridge Club.
- CULKIN, PHILLIP—baritone. (NBC) Maytag Orchestra.
- CULLEN, EDWARD—announcer. (CBS) The Mystery Chef.
- CUMMINS, BERNIE—orchestra director. (CBS) Bernie Cummins's Orchestra, from Kansas City.
- CURTIN, D. THOMAS—script writer, actor, narrator. (NBC) Thrillers.
- CURTIS INSTITUTE SYMPHONY ORCHESTRA—(CBS) sustaining programs.
- CUTHRIGHT, NATHANIEL—tenor.
- CUTTER, BELLE FORBES—soprano. (CBS) sustaining programs.
- CYCOL FOUR — male quartet. (NBC) Associated Spotlight.
- CZERWONKY ENSEMBLE—(NBC) The Murdoch Mystery Tenor.
- DAILEY, JOHN—actor. (CBS) Lucky Kids; Witching Hour.
- DALE, ESTHER—soprano. (NBC) NBC Artists Service.
- DALTON, DAVE—orchestra director. (NBC) Dave Dalton and his Band.
- DALY, JOHN C.—actor. (CBS) Dr. Fu Manchu; Tales of the Foreign Legion.
- DALY, WILLIAM MERRIGAN—orchestra director. (NBC) Voice of Firestone.
- DAMEREL, DONNA—actress. (CBS) Myrt and Marge.
- DAMPIER, FRED—actor. (CBS) Bobby Benson.
- DAMROSCH, WALTER—musical director. (NBC) Walter Damrosch Symphonic Hour; NBC Music Appreciation Hour.
- DANA, HAROLD—baritone. (NBC) sustaining hours.
- DANDURAND, JOHN—tenor. (NBC) Three Shades of Blue.
- DANDY, JIM—(NBC) Mr. Bones and Co.
- DANIELS, BEBE—actress. (NBC) Fleischmann Hour (guest).
- D'ANNA, EDWARD—band director. (CBS) Carborundum Hour.
- DANT, BUD—orchestra conductor. (NBC) Bud Dant and his Golden Pheasant Orchestra.
- DANTE, JEANNE—juvenile actress. (CBS) Uncle Olie and his Kre-Mel Gang.
- D'ARLE, YVONNE — soprano. (NBC) Parade of the States; recitals.
- DAUBEL, DOROTHY — pianist. (NBC) sustaining hours.
- DAVENPORT, ALICE — actress. (NBC) Wheatenville.
- DAVIES, COLBY—orchestra director. (NBC) Colby Davies and his orchestra from Hotel Cosmopolitan, Denver.
- DAVIES, EDWARD — baritone. (NBC) Consolaires; The Household Program; Songs of Home Sweet Home.
- DAVIES, JAMES—bass. (NBC) Shumilk Program (with Rollickers).
- DAVIES, RAMONA—vocalist, pianist. (NBC) with Paul White-man's Orchestra on Buick-Olds-Pontiac Program.
- DAVIN, PAUL—tenor. (NBC) Major Bowes's Capitol Family.
- DAVIS, HELENE — soprano. (CBS) Singin' Sam (guest).
- D'AVREY, JACQUES — tenor. (NBC) D'Avrey of Paris.
- DAWSON, GEORGE C. ("NICK") —actor. (CBS) The Magic Voice.
- DAWSON, HAL K.—actor. (CBS) Frostilla program; Roses and Drums; (NBC) Hinds Honey and Almond program; Fuller Brush program; G. E. Circle; Great Moments in History; Hamilton Watch Co.; Niagara Hudson Power; Stebbins Boys, and other programs.
- DAY, DOROTHY—actress. (CBS) Myrt and Marge.
- DEAN, LOUIS — announcer. (CBS) Devils, Drugs and Doctors; Frostilla Broadcast Rehearsal; The Gloom Chasers; Richman Bros. Program; Robert Burns Panatela Program; The Road Reporter; Smith Bros. Program.
- DEANE, BOBBE—actress. (NBC) The Life of the Reillys; Maxwellton's Braes; Associated Spotlight.
- DE CORDET, JEANNETTE—mistress of ceremonies. (CBS) Pompeian Make-up Box.
- DE CORDOBA, PEDRO — actor. (NBC) Great Moments in History
- DEER, ALICE—actress. (CBS) The Magic Voice.
- DEERING, HENRI — pianist. (NBC) NBC Artist Service Musicale.
- DE FOREST, DON—orchestra director. (NBC) Don De Forest and his Orchestra.
- DE GIST, MADELON — soprano. (NBC) Paris Night Life.
- DE HARACK, CHARLES—concert pianist. (CBS) sustaining hours.
- DEIS, CAROL—soprano. (NBC) with Black and Gold Room Orchestra; Song Souvenirs; Vocal Art Quartet.
- DE LA JARRIE, VICOMTESSE — mistress of ceremonies. (CBS) Pompeian Make-up Box.
- DE LARA, HECTOR — baritone. (NBC) soloist with Garcia's Mexican Marimba Typica Band.
- DE LEATH, VAUGHN—contralto. (CBS) sustaining hours.
- DE LONG, HOWARD — tenor. (NBC) Musical Comedy Hits.
- DE MICHEL, MADELENE — (CBS) Hecker Surprise Party (guest).
- DE MILITA, ANNA MARIA—harpist. (CBS) Fox Fur Trappers; (NBC) The Four New Yorkers.
- DEMLING, BILL — comedian. (NBC) Sheaffer Lifetime Revue ("Gill and Demling"); Whoopee.
- DENNETT, DR. ROGER H.—speaker. (CBS) Academy of Medicine Program.

J

A

“The experienced listener realized at once that he had to do not only with a great voice, but with a great master of vocal resource.”—*Glenn Dillard Gunn, Chicago Herald-Examiner.*

“He has a charming voice of solid and rich quality. He is excellent in both the lyric and the dramatic styles, and has an exquisite pianissimo.”—*Herman Devries, Chicago American.*

“It was a pleasure to observe in Mr. Jagel’s singing yesterday the roundness, the range, the resonance, the mellowness, the evenness of scale that his voice displayed. He was also of an exemplary care with respect to legato, phrasing, diction, and style.”—*Pitts Sanborn, New York World-Telegram.*

“Color and finesse in the use of the voice and musical sensitivity of a superior kind.”—*New York Sun.*

“Mr. Jagel was in excellent voice and delighted all with his mellowness and smoothness of tone and capital phrasing.”—*N. Y. Post.*



Leading Tenor
Metropolitan Opera Company

G

Mr. Jagel joined the Metropolitan Opera Company the season of 1927-28, after having sung in the leading opera houses of Europe and South America.

In addition to his annual New York recitals, Mr. Jagel appears regularly in song recital, with music festivals, and as soloist with symphony orchestras.

E

Mr. Jagel’s broadcasting activities have included frequent appearances with the General Electric hour, At-water Kent hour, and other programs of the most pretentious order.

L

Management:

CONCERT MANAGEMENT ARTHUR JUDSON, INC.

Division Columbia Concerts Corporation of Columbia Broadcasting System, Inc.
 113 West 57th Street New York, N. Y.

- DENNIS, JAY—pianist. (NBC) Jay and Ted.
- DENNIS, RICHARD — tenor. (NBC) Young Artists Light Opera Company.
- DENNY, JACK—orchestra director. (CBS) Ever-Ready Radio Hour; Gem Highlights; (NBC) Whitman Sampler Program; Waldorf - Astoria Dance Orchestra.
- DE ROSE, PETER—See Rose, Peter de.
- DESMOND, DOROTHY — actress. (NBC) Golden State Family Robinson.
- DEUTSCH, EMERY—orchestra director. (CBS) Ballad Hour; Cafe Budapest; Columbia Revue; Columbia Salon Orchestra; Venida Program; Melody Magic; Morning Moods; Morning Musicale; New World Salon Orchestra; Quiet Harmonies; Salon Musicale; Sweet and Hot.
- DEVINE, BARRY — baritone. (NBC) Classic Varieties; McKesson Musical Magazine.
- DE VINE, MARGUERITE—pianist, accompanist. (NBC) with John Fogarty; sustaining hours.
- DEVITT, ALAN—actor. (CBS) Buck Rogers; Eno Crime Club; (NBC) Legion of the Lost; Radio Guild dramas.
- DE VOL, EVA—soprano (NBC).
- DEWEY, DON—singer, guitarist. (CBS) with Paul Specht's Orchestra.
- DEWEY, PHIL—baritone. (NBC) Big Six of the Air; Buick Revelers (with Revelers Quartet); Jack Frost Melody Moments (guest); Goodyear (with Revelers); Parade of the States.
- DIAMOND, LEW—orchestra director. (NBC) Lew Diamond's Orchestra.
- DIAZ, RAFAELO—tenor. (NBC) NBC Artists Service.
- DI BENEDETTO, GIUSEPPE—tenor. (NBC) Neapolitan Days.
- DICKASON, DEANE — speaker. (NBC) Women's Radio Review.
- DICKSON, ARTELLS — baritone. (CBS) Ranjo Bill; Blue Moonlight; Kodak Week-End Hour; The Singing Vagabond; Songs of the Out-of-Doors; Vitality Personalities (guest).
- DI CORSIA, TED—actor. (CBS) Just Plain Bill; March of Time; (NBC) Blackstone Plantation.
- DIEMER, ELSA—soprano. (CBS) with Frank Stretz's Orchestra.
- DILLING, MILDRED — harpist. (CBS) Columbia Concerts Program.
- DILLON, IRVING—tenor. (NBC) Maytag Orchestra.
- DILLON, JANE—actress. (NBC) Thru Lighted Windows.
- DILWORTH, GEORGE—musical director. (NBC) Ballad Singers; Dandies of Yesterday; Heart Songs; L'Heure Exquise; Le Trio Charmante; Melodie Gems; Melodie Gems Quartet; Old Favorites; Salon Singers; Songsters; Song Souvenirs; Vocal Art Quartet.
- DIX, MARILOU—actress. (CBS) Fred Allen's Bath Club Revue.
- DIXIE JUBILEE SINGERS, THE—(CBS) Kodak Week-End Hour (guests).
- DIXIE SPIRITUAL SINGERS—Negro chorus. (NBC) Edgeworth Program.
- DIXON, JEAN—actress. (NBC) Dangerous Corner.
- DIXON, PETER—actor. (NBC) Raising Junior.
- DOENHOFF, ALBERT VON—pianist. (NBC) Morning Musicale.
- DOERR, CLYDE — saxophonist. (NBC) Clyde Doerr and his Saxophone Octet.
- DONALD, PETER — juvenile announcer. (CBS) Uncle Olie and His Kre-Mel Gang.
- DONALDSON, WILL — accompanist. (NBC) Mobiloil (with Men about Town trio); The Three Bakers.
- DONINELLI, AIDA — soprano. (NBC) G. E. Circle.
- DONNA, KAY—contralto. (NBC) Do You Remember?; Flying Fingers; Pipes o' Pan.
- DONNELLY, ANDREW — actor. (NBC) Maud and Cousin Bill.
- DONNIE, DON—orchestra director. (CBS) Edna Wallace Hopper Variety Show (with London Kit Kat Club Orchestra).
- DOOLEY, EDDIE—sports commentator. (CBS) Eddie Dooley's Football Dope.
- DOOLEY, RAY—actress. (CBS) Ziegfeld Follies of the Air (guest).
- DO-RE-MI GIRLS — vocal trio: Maybelle and Evelyn Ross and Anne Balthy. (CBS) soloists with Freddie Rich's Orchestra; sustaining hours.
- DORIC QUARTET—Ben Klassen, Myron Niesley, tenors; Everett Foster, baritone; Harry Stanton, bass. (NBC).
- DORLAND, NAN—actress. (CBS) Lane Program; (NBC) Keeping Up With Daughter.
- DORNBERGER, CHARLES—orchestra director. (NBC) Charles Dornberger's Orchestra from Mt. Royal Hotel, Montreal.
- DORSAY, JIMMY — saxophonist. (NBC) Household Helpers.
- DOTY, JACK — actor. (NBC) First Nighter.
- DOTY, J. WILSON — organist. (CBS) Airy Fairy Singer; Clara Alden Spence Household Economics program.
- DOUGLAS, PAUL — announcer. (CBS) Canada Dry Program; Horn and Hardart's Children's Hour; The Magic Voice; Sunday Matinée of the Air.
- DOUGLASS, EILEEN — actress. (NBC) Eileen and Bill; Everyday Beauty.
- DOWD, PATSY—juvenile actress. (NBC) Lady Next Door.
- DOWLING, EDDIE — master of ceremonies. (CBS) Ziegfeld Follies of the Air.
- DOWNES, OLIN—music commentator. (CBS) New York Philharmonic-Symphony Orchestra programs.
- DOWNEY, MORTON — tenor. (CBS) Camel Quarter Hour; Gem Highlights (guest); soloist with Freddie Rich's Orchestra; To the Ladies.
- DRAGONETTE, JESSICA—soprano. (NBC) Cities Service Concert.
- DRASSEIN, ALEX—orchestra director. (NBC) Alex Drassein's Orchestra from Hotel Waldorf-Astoria.
- DRISCOLL, CHARLES B.—narrator. (NBC) Frigidairians; Story of Women's Names.

- DROLLET, THEODORE — tenor. (NBC) Concert Favorites.
- DUCHIN, EDDIE—orchestra director. (CBS) New York Central Park Casino Orchestra.
- DUDLEY, BIDE — commentator. (NBC) Wandering Around Little Ol' Broadway.
- DUMAS, HELENE — actress. (NBC) sustaining hours.
- DUMKE, RALPH — comedian. (NBC) Armour Program; Mrs. Blake's Radio Column; Sisters of the Skillet.
- DUMONT, PAUL—singer, master of ceremonies. (NBC) Absorbine, Jr.; Mr. Bones and Co.; Old Singing Master.
- DUNHAM, EDDIE — organist. (NBC) G. E. Circle.
- DUNN, MALCOLM—actor. (CBS) American School of the Air, dramatized history sketches.
- DUNN, REX—orchestra director. (NBC) sustaining programs.
- DUNSTEDTER, EDDIE — organist. (CBS) Gold Medal Fast Freight.
- DUPONT QUARTET — Randolph Weyant, Willard Amison, tenors; Leonard Stokes, baritone; Robert Moody, bass; Kenneth Christie, accompanist. (CBS) Today and Yesterday.
- DUQUES, AUGUSTIN—clarinetist. (NBC) Morning Musicale.
- DURANTE, JIMMY — comedian. (CBS) Ziegfeld Follies of the Air (guest).
- DUVEEN, ALBERT — art expert. (NBC) sustaining programs.
- EAKIN, VERA — pianist. (CBS) Columbia Artist recitals; Musical Americana.
- EARLE, GEORGE—orchestra director. (CBS) Blue Coal Radio Revue; Love Story Hour.
- EAST, EDDIE—comedian. (NBC) Armour Program; Mrs. Blake's Radio Column; Sisters of the Skillet.
- EASTMAN, MARY — soprano. (CBS) Andre Kostelanetz Presents.
- EASTMAN, MORGAN L.—orchestra director. (NBC) Carnation Contented Program; Sinclair Wiener Minstrels.
- EASTMAN SCHOOL SYMPHONY ORCHESTRA — Samuel Belov, director. (NBC) sustaining hours.
- EATON, MARY—violinist. (NBC) sustaining hours.
- EDDY, NELSON — baritone. (NBC) Hoffman Morning Quarter Hour.
- EDKINS, JAY ALDEN—bass-baritone. (NBC) Black and Gold Room Orchestra; McKesson & Robbins Musical Novelties; Melodic Gems; Musical Interlude; NBC Artists Musicale; National Light Opera Company; Parade of the States; Song Souvenirs; String Ensemble; Vocal Art Quartet; Young Artists Light Opera Company; recital programs.
- EDMONDSON, WILLIAM — bass; director Southernaires Male Quartet. (NBC) Parade of the States (with Southernaires); Southland Sketches.
- EDWARDS, CLIFF—ukelele player. (CBS and NBC) Ukelele Ike.
- EDWARDS, JILL — (NBC) book and play reviews.
- EIGHT SONS OF ELI — octet. Howard Brunner, Edgar Small, 1st tenors; Daniel Smith, Charles Chapman, 2nd tenors; David Jillson, A. T. Sutherland, baritones; Henry Clifford, M. W. A. Hunt, basses. (CBS) Eight Sons of Eli.
- ELDRIDGE, GEORGE—bass. (NBC) Familiar Songs.
- ELLEN, MINETTE—actress (NBC).
- ELLINGTON, DUKE — orchestra director. (CBS) Duke Ellington's Orchestra.
- ELLIS, GAY—singer. See Annette Hanshaw.
- ELLIS, GRACE—mistress of ceremonies. (NBC) G. E. Circle.
- ELLMAN, DAVE—actor. (NBC) Just Willie.
- ELSHUCO TRIO — string trio. (NBC) Library of Congress Musicale.
- ELSTNER, ANNE — actress. (NBC) Cindy and Sam; Moonshine and Honeysuckle.
- ELY, HOWARD — organist. (CBS) sustaining hours.
- EMERSON, EDWARD—actor. (CBS) Frostilla; (NBC) Hinds Honey and Almond program.
- EMERSON, JOSEPH — baritone. (NBC) Archer Gibson Ensemble; National Light Opera.
- EMERY, BOB — (NBC) Iodent Club of the Air.

THE "ORIGINAL"

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- ENSLER, NEEL — baritone, announcer. (NBC) The Balladeers; Barbasolist (announcer).
- ERROL, LEON—comedian. (CBS) Gem Highlights (guest); Ziegfeld Follies of the Air.
- ERSI, ELSA — soprano. (CBS) Eugene International Revue; Vitality Personalities (guest).
- ERSKINE, JOHN — speaker (NBC) G. E. Circle.
- ESKIMO QUARTET—Fred Wilson and Royal Halle, tenors; Hubert Hendrie, baritone; George Gove, bass; Charles Touchette, pianist. (NBC) Clicquot Club.
- ESPINAL, SENORITA SOLEDAD—soprano, guitarist. (NBC) Los Pamperos.
- ESPINO, PEDRO — (CBS) sustaining hours.
- ETON BOYS, THE FOUR—See Four Eton Boys.
- ETTING, RUTH—blues singer. (CBS) Chesterfield — Music That Satisfies.
- EUSTIS, EDWINA — contralto. (CBS) Philadelphia Orchestra (guest).
- EVANS, DOUGLASS—announcer. (CBS) Ceresota Flour Program.
- EVANS, EVAN—baritone. (CBS) Columbia Artist Recital; Columbia Revue; Grand Opera Miniatures; Mardi Gras; Musical Americana; Whitman's Sampler Program; (NBC) Whitman's Sampler Program; Round Towners Quartet.
- EVANS, MARJORY — actress. (CBS and NBC) Judy and Jane.
- EVERETT, ELIOT—orchestra director. (NBC) Eliot Everett and his Orchestra.
- EWERS, CHESTER—tenor. (NBC) Ballad Singers; Vocal Art Quartet.
- FAIRFAX, BEATRICE — narrator. (NBC) Hind's Romance Exchange.
- FAMEEN, BASIL — accordionist. (NBC) Russian Gaieties.
- FARMER, VIRGINIA — actress. (CBS) Real Folks; (NBC) Thompkins Corners.
- FARRAR, GERALDINE — soprano. (NBC) G. E. Circle (guest).
- FARREL AND ENDOR — comedy team. (NBC) sustaining hours.
- FASSELL, OTTO—tenor. (NBC) sustaining hours.
- FAY, JEAN — blues singer. (NBC) sustaining hours.
- FEALY, AILEEN—pianist. (NBC) piano duo with Phyllida Ashley.
- FEDER, W.—cellist. (CBS) Kodak Week-End Hour (guest).
- FEIBEL, FRED—organist. (CBS) International Oil Heating Co. program; Organ Reveille; Romance of Beauty.
- FELTON, VERNA—actress (NBC).
- FENNELLY, PARKER — character actor. (NBC) Soconyland Sketches; The Stebbins Boys.
- FENTON, CARL—orchestra director. (CBS) Cremo Program.
- FERRIS, RAY—singer. (NBC) Beautiful Thoughts; Canning Time; Chuck, Ray and Gene; Sinclair Wiener Minstrels.
- FERRIS, TOM—(NBC) The Vagabond Director.
- FIEDLER, ARTHUR—orchestra director. (NBC) Boston Pop Concerts.
- FIELD, CATHERINE — soprano. (NBC) Black and Gold Room Orchestra; May We Present; Musical Interlude; Summer Idylls; Young Artists Light Opera Company.
- FIELD, SYLVIA—actress. (NBC) The Island Boat Club Dance.
- FIELDS, ARTHUR — vocalist. (NBC) Just Willie; Rex Cole Mountaineers.
- FILBURN, RUTH — soprano. (NBC) Musical Comedy Hits.
- FINKE, JOHN—pianist. (NBC) Souvenirs of Melody.
- FIORITO, TED—orchestra director. (CBS) Ted Fiorito's Orchestra; Demi-Tasse Revue.
- FIRESIDE SINGERS—male quartet: Cyril Pitts, Thomas Muir, tenors; Herman F. Larson, baritone; Reinhold Schmidt, bass; Robert Stewart Childe, accompanist. (NBC) Armour Program.
- FIRESTONE, EDDIE, JR.—juvenile actor. (NBC) Wheatenville.
- FIRESTONE, HARVEY S., JR.—speaker. (NBC) Voice of Firestone.
- FISCHER, EDNA — vocalist. (CBS) Hecker Surprise Party (guest).
- FISCHER, MARK—orchestra director. (NBC) Mark Fischer's Orchestra.
- FISHER, EDNA—pianist; piano duo with Newell Chase (NBC).
- FISHER, MRS. HELEN STEVENS —(NBC) The Little Lady of the House.
- FISHER, PHIL—orchestra director. (CBS) Ten Eyck Hotel Orchestra.
- FLEITMAN, LEON — violist. (NBC) American Pro-Art String Quartet; Morning Musicale (Pro-Art Quartet).
- FLEMING, VAN—(NBC) Coo-Coo College; Quaker Oats' "Two Professors."
- FLETCHER, LEO—pianist. (NBC) Beautiful Thoughts.
- FLIPPEN, JAY C.—master of ceremonies. (CBS) Amoco; Jay C. Flippen-cies; Palm Beach Program.
- FLYING A BANDSMEN—(NBC) Associated Spotlight.
- FLYNN, BERNARDINE — actress. (NBC) Household Program; Malik Mystery; Vic and Sade.
- FLYNN, "LEFTY" — baritone. (CBS) Gerardine Midsummer Nights.
- FOERCH, OLE—orchestra director. (NBC) The Oleanders.
- FOGARTY, JOHN—tenor. (NBC) Sunsweet Harmonies; Sweetheart Program; Jack Frost Melody Moments.
- FONARIOVA, GENIA — mezzo-soprano. (NBC) Road to Romanly; Troika Bells.
- FORD, JACK—(NBC) Ford and Wallace.
- FORSTER, GERTRUDE—contralto. (NBC) Matinee Gems; Song Souvenirs; Sunday at Seth Parker's; Trio Romantique.
- FORTESQUE, PRISCILLA—(CBS) Prudence Club.
- FOSTER, EVERETT — baritone. (NBC) Doric Quartet.
- FOUR CLUBMEN, THE—male quartet, director, Leigh Stevens. (CBS) sustaining hours.
- FOUR ETON BOYS, THE—male quartet. (CBS) with Freddie Rich's Orchestra; The Columbians; Ever-Ready Radio Gaieties; Jay C. Flippen-cies.
- FOUR NEW YORKERS — male quartet: Carl Mathieu, 1st tenor; Larry Murphy, 2nd tenor; Jerry White, baritone; August Wicke, bass. (CBS) Fox Fur Trappers.

- FOUR NORSEMEN—male quartet: Ted Klein, Edward Lindstrom, tenors; Adrian Revere, baritone; Kenneth Schon, bass. (CBS) Hoosier Editor; Musical Memories.
- FOUR SINGING BISQUICKS—(CBS) Musical Fast Freight.
- FOUR SINGING GROCERS (The Cavaliers)—Frank Parker and Henry Shope, tenors; John Seagle, baritone, Elliott Shaw, bass; Lee Montgomery, accompanist. (NBC) Our Daily Food.
- FOURSORME, THE—male quartet. (NBC) Island Boat Club Dance.
- FOX, ETHEL—soprano. (CBS) Columbia Concert program.
- FRAKES, ELLIS — baritone. (NBC) with Theodore Hahn, Jr., Orchestra.
- FRANCIS, VERA—actress (NBC).
- FRANK, PHILLIP — violinist. (CBS) Curtis Symphony Orchestra (guest); (NBC) NBC Artists Service programs.
- FRANKEL, GRACE—pianist; piano duo with Gertrude Lyne. (NBC) Pair of Pianos.
- FRANKEL, HARRY—vocalist, master of ceremonies. (CBS) Singin' Sam, the Barbasol Man; (NBC) The Old Singing Master.
- FRANKFURTER, ALFRED N. — speaker. (NBC) modern art talks.
- FRANKLIN, ROSS—orchestra director. (CBS) orchestra programs from Ft. Wayne.
- FRANZ—chef. (CBS) Round the World Cooking School.
- FRASER, FAY—actress (NBC).
- FRAWLEY, T. DANIEL — actor. (NBC) Danger Fighters; Radio Guild dramas.
- FRAY (JACQUES) AND BRAGGIOTTI (MARIO) — two-piano team. (CBS) sustaining hours.
- FRECKMAN, EDDIE — pianist. (CBS) sustaining hours.
- FREEMAN, ELIZABETH—(NBC) Cheerio.
- FRELLESEN, ELSEBETH—actress (NBC).
- FRENCH, PATRICIA—radio news columnist. (CBS) Have you Heard?
- FREY, FRAN—vocalist. (NBC) with George Olsen's Orchestra; Lucky Strike Dance Hour.
- FRIEDMAN, MADINE—saxophonist. (NBC) Modern Instrumentalists.
- FRIEDMAN, "SNOOKS"—orchestra director. (CBS) Paramount Orchestra.
- FROMAN, JANE—blues singer. (NBC) Iodent Program; Pond's Program (guest); sustaining programs.
- FROOS, SYLVIA—blues singer. (CBS) Richman Bros. program; (NBC) The Three Bakers; solo programs.
- FRY, ELSA—violinist. (NBC) The Violin Twins.
- FUGIT, MERRILL—actor. (NBC) Hello Marie.
- FULTON, JACK, JR.—tenor. (NBC) with Paul Whiteman's Orchestra.
- FUNK, LARRY—orchestra director. (NBC) Palais d'Or Restaurant Orchestra.
- FURST, JOE—orchestra director. (NBC) Joe Furst and his Orchestra.
- GAILLARD, BLANCHE—pianist. (CBS) sustaining hours.
- GAINSBORG, MME. LOLITA CABRERA—pianist. (NBC) joint recitals with Godfrey Ludlow; May We Present.
- GALLICCHIO, JOSEPH—orchestra director. (NBC) Amos 'n' Andy signature; Concert Favorites; The Dance Masters; Evening Music; Whoopee.
- GANGE, FRASER—baritone. (NBC) Music Treasure Box (guest).
- GANZ, RUDOLPH — pianist. (NBC) NBC Artists Service programs.
- GARBER, JAN—orchestra director. (NBC) Jan Garber's Orchestra from Castle Farm, Cincinnati.
- GARCIA'S MEXICAN MARIMBA TYPICA BAND—(NBC) sustaining hours.
- GARDELL, TESS—blues singer. (CBS) Aunt Jemima Songs.
- GARDINER, VIRGINIA—actress. (NBC) Big Ben's Dream Dramas; Death Valley Days; Friendship Town.
- GARDNER, JACK—pianist. (CBS) Back Stage in Radio.



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McCLINTOCK**

PURITY and beauty of tone; ease in its production; and an aristocratic style are elements which impart distinction and individuality to the singing of Ray McClintock.

His is a lyric tenor which has been likened to that of the French artist, Edmond Clement. And there is suavity in Mr. McClintock's interpretations which remind one of Clement—as was demonstrated in the recent recital Mr. McClintock gave in New York's Town Hall.

313 EAST 51st STREET,
NEW YORK, N. Y.

- GARGAN, WILLIAM—master of ceremonies. (NBC) Hollywood on the Air.
- GARNER, NANCY—soprano. (NBC) Musical Comedy Hits.
- GARRICK, GERALDINE—actress. (CBS) The Magic Voice.
- GARRIGAN, JIMMY—orchestra director. (CBS) Jimmy Garrigan's Orchestra, from Chicago.
- GARY, SYD—baritone. (CBS) with Fred Berrens's Orchestra; Lyman Orchestra and Hollywood Newsboy; Movie Star Revue; Ziegfeld Follies of the Air (guest).
- GASPARRE, DICK—orchestra director. (CBS) El Garron Orchestra.
- GAYLE, AL—accordionist. (NBC) Gilmore Circus.
- GEDDES, ROBERT—baritone. (NBC) Maytag Orchestra (with Merrie-men); Men O' Song; San Felician Serenade; Songs of Home Sweet Home.
- GENDRON, HENRI—orchestra director. (CBS) Henri Gendron's Orchestra, from Chicago.
- GENE AND GLENN (Eugene Carroll and Glenn Rowell)—comedy and song team. (NBC) Quaker Early Birds.
- GENTLE, ALICE—soprano (NBC).
- GERARD, AL—(CBS) Ziegfeld Follies of the Air (guest).
- GERUN, TOM—orchestra director. (NBC) Tom Gerun and his Orchestra.
- GIANNINI, DUSOLINA—soprano. (NBC) Atwater Kent Hour; G. E. Circle.
- GIBBONS, FLOYD—narrator. (NBC) Elgin Adventurers' Club.
- GIBBONS, MOLLY—narrator. (NBC) fashion talks.
- GIBBS, PARKER—vocalist. (CBS) Canada Dry.
- GIBSON, ARCHER—organist. (NBC) Dream Pictures; Echoes of the Palisades (Schwab organ); Archer Gibson Ensemble; Organ Reveries.
- GIBSON, MR. AND MRS. HARDY—humorists. (NBC) Doakes and Doakes.
- GIFFORD, CLEMENCE—contralto (CBS).
- GIGLI, BENIAMINO—tenor. (NBC) G. E. Circle (guest).
- GILBERTS, THE (RUSS AND LOVINA)—(NBC) sustaining hours.
- GILCHREST, CHARLES J.—narrator. (NBC) The Murdoch Mystery Tenor.
- GILES, ERVA—soprano. (NBC) Lavender and Old Lace; Popular Varieties.
- GILL, EMERSON—orchestra director. (NBC) Emerson Gill and his Lotus Garden Orchestra.
- GILL, FRANK—comedian. (NBC) Sheaffer Lifetime Revue; Whoopee.
- GILLMAN, ANTONIO—juvenile actor. (CBS) Lucky Kids.
- GILLUM, KEN—comedian. (NBC) Gilmore Circus.
- GIORNI, AURELIO—pianist. (NBC) Morning Musicale.
- GIRARD, ARMAND—bass. (NBC) Olympians.
- GISKIN, OSSIP—cellist. (CBS) Charis Musical Revue; Musical Album.
- GLADE, COE—contralto. (NBC) NBC Artists Service program.
- GLEASON, HAROLD—organist. (NBC) sustaining hours.
- GLEN, IRMA—organist. (NBC) Beautiful Thoughts; Consolaires; Organ Melodies.
- GLENN SISTERS—harmony duo. (NBC) with Merrie-Men; sustaining programs.
- GLENN, WILFRED—bass. (NBC) Big Six of the Air; Buick Revelers (with Revelers Quartet); Goodyear (with Revelers Quartet).
- GLUCKSMAN, ERWIN—orchestra director. (CBS) Voice of 1,000 Shades.
- GOFF, NORRIS—(NBC) Lum 'n' Abner.
- GOLDEN, ERNIE—orchestra director. (CBS) The Sylvanians.
- GOLDMAN BAND—Edwin Franko Goldman, conductor. (CBS) Kodak Week-End Hour; (NBC) Goldman Band Concerts.
- GOLDSMITH, AMY—soprano. (NBC) Black and Gold Room Orchestra; Melodic Gems; National Grand Opera; Through the Opera Glass; Vocal Art Quartet; Young Artists Light Opera Co.
- GOLDTHWAITE, CHANDLER—organist. (NBC) Davey Hour; Our Daily Food Program.
- GOLFER, LEON—guitarist. (CBS) sustaining programs.
- GOODMAN, AL—orchestra director. (CBS) Ziegfeld Follies of the Air.
- GOODWIN, COBURN—narrator. (CBS) Today and Yesterday.
- GOODWIN, SID—(NBC) Spratt's Dog Show of the Air.
- GOOSSENS, EUGENE—conductor. (NBC) Music Treasure Box (guest); NBC Orchestral Awards concert.
- GORDINIER, OTIS—actor. (CBS) Myrt and Marge.
- GORDON, DOROTHY—soprano. (CBS) American School of the Air.
- GORDON, ELSIE MAE—(NBC) Girl About Town.
- GORDON, GRACE—actress. (CBS) Real Folks; (NBC) Thompkins Corners.
- GORDON, HERB—orchestra director. (NBC) Herb Gordon and His Orchestra from Wardman Park Hotel, Washington, D. C.
- GORDON, MRS. JOHN T.—talks on baby care. (NBC) Borden program.
- GORDON, RICHARD—actor. (NBC) Adventures of Sherlock Holmes; Great Personalities; Legion of the Lost; Phantom of Crestwood; Radio Guild dramas.
- GORDON STRING QUARTET—Jacques Gordon, violin; Ralph Silverman, violin; Paul Robyn, viola; Naoum Benditzky, cello. (CBS) Library of Congress chamber music programs; (NBC) sustaining hours.
- GORDON, WESTELL—tenor. (NBC) Major Bowes's Capitol Family.
- GOSDEN, FREEMAN F.—comedian. (NBC) Amos 'n' Andy.
- GOTTESMAN, PROF. HUGO—(NBC) Great Composers.
- GOUDISS, MRS. A. M.—home economics speaker. (NBC) Forecast School of Cookery; housekeeping talks; food talks.
- GOULD, BARBARA—narrator. (CBS) Have you Heard?
- GOULD, HERBERT—bass. (NBC) National Grand Opera.
- GOVE, GEORGE—bass. (NBC) Clicquot Club; (CBS) Machine Age Housekeeping (with Hamilton Beach Quartet).

- GRAHAM, GEORGE—actor. (NBC) Biblical Dramas; Phantom of Crestwood.
- GRAHAM, GORDON—tenor, accordionist. (CBS) Oxol Feature; with Freddie Rich's Orchestra; The Funnyboners.
- GRAHAM, RONALD—(CBS) Hecker Surprise Party (guest).
- GRAINGER, PERCY—pianist. (NBC) Mobiloil Concert.
- GRANBY, JOSEPH—actor. (NBC) Foreign Legion dramas; Orange Lantern mystery dramas.
- GRANT, DAVE—pianist. (CBS) Oxol Feature.
- GRANT, GRAHAM AND COUGHLIN (see individual listings)—(CBS) Oxol Feature: The Funnyboners.
- GRANT, JANE—narrator. (NBC) Jane Grant's Steero Program.
- GRAUER, BENNETT—announcer. (NBC) sustaining hours.
- GRAY, ALEXANDER—baritone. (CBS) Chesterfield—Music That Satisfies.
- GRAY, CAROLYN—pianist. (NBC) Melody Hour.
- GRAY, GRACE VIALI—home economics speaker. (NBC) Canning Time; home decorations talks.
- GRAY, OTTO—orchestra director. (NBC) Otto Gray and His Oklahoma Cowboys.
- GREELEY, DOROTHY—contralto, member Hummingbirds Trio. (CBS) Musterole Program.
- GREEN, JIMMY—orchestra director. (CBS) Jimmy Green's Orchestra, from Chicago.
- GREEN, JOE—xylophonist, orchestra director. (NBC) Household Helpers.
- GREEN, JOHNNY—pianist. (NBC) Buddy Rogers's California Cavaliers.
- GREEN, MITZI—actress. (NBC) Nestle's Program (guest).
- GREENE, ROSALINE—actress. (NBC) sustaining hours.
- GRENADIERS, THE—male quartet. (NBC) The Grenadiers; Words and Music.
- GRIFFIN, ROBERT—baritone, actor. (NBC) Eileen and Bill; Everyday Beauty.
- GRIFFIS, RUTH (Princess Nacoomie)—violinist. (NBC) sustaining programs.
- GRIGGS, JOHN—actor. (NBC) Roses and Drums.
- GROFE, FERDE—arranger and composer. (CBS) sustaining hours.
- GROSCH, DAVID—(CBS) sustaining hours.
- GRUNINGER, EVA—contralto (NBC).
- GRUPP, DAVE—orchestra director. (NBC) The Marionettes; Matinee Gems.
- GUARDSMEN—quintet: Urbin Hartman, Henry Iblings, tenors; William Brandt, baritone; Charles Henri, bass; Howard Kimes, accompanist. (NBC).
- GUDGKUNTZ, BESS—speaker. (CBS) sustaining hours.
- GUEST, EDGAR A.—poet. (NBC) Household Program; Musical Memories.
- GUIDER, CECILIA—soprano.
- GUION, DAVID—orchestra director. (NBC) David Guion and his Orchestra.
- GUIZAR, TITO—tenor. (CBS) To the Ladies; Lovely Lady; with the Gauchos; with Vincent Sorey's Orchestra.
- GULLER, YOURA—pianist. (NBC) Great Composers Series.
- GUROWITSCH, FRANK—violinist. (NBC) American Pro-Art String Quartet programs.
- GURVEY, HENRY—actor. (CBS) Eno Crime Club.
- GUSIKOFF, MICHAEL—violinist. (NBC) Coffee Matinee (directing Marimba Band).
- GUTMAN, ELIZABETH—soprano. (NBC) Keys to Happiness.
- HAAS, ALEX—orchestra director. (CBS) Alex Haas and his Budapest Gypsy Ensemble.
- HACKETT, CARL—actor. (CBS) Myrt and Marge.
- HACKETT, CHARLES—tenor. (NBC) K. of C. 50th Anniversary Program; NBC Artists Service.
- HADEN, SARA—actress. (NBC) Moonshine and Honeysuckle.
- HAENSCHEN, GUSTAVE—conductor. (NBC) American Album of Familiar Music; Coco Cola Program; Sterling Products Program.
- HAGGARD, DR. HOWARD W.—speaker on health. (NBC) Sharp & Dohme Program.

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- Hahn, Theodore, Jr.—orchestra director. (NBC) Theodore Hahn, Jr., and his Orchestra.
- HAINES, WILLIAM—tenor. (CBS) Roxy Theatre Ensemble.
- HALE, JOHN—tenor. (NBC) Dance with Countess d'Orsay.
- HALEY, JACK—crooner. (NBC) Nestlé's Program.
- HALL, CLIFF—straight man with Jack Pearl. (NBC) Lucky Strike Hour (Baron Munchausen series).
- HALL TRIO, DON—Don Hall, Hortense Rose, Grace Donaldson. (NBC) sustaining programs.
- HALL, FRANCES—pianist; two-piano team with Rudolph Gruen. (CBS) Musical Americana.
- HALL, FRED—orchestra director. (NBC) Just Willie; Rex Cole Mountaineers.
- HALL, GEORGE—orchestra director. (CBS) Hotel Taft Orchestra.
- HALL JOHNSON CHOIR—Negro choir. (CBS) Snowdrift Southern Melodies; Maxwell House Show Boat.
- HALL, RUTH JULIA—pianist, organist, musical director.
- HALL, "SLEEPY"—banjoist. (NBC) Our Daily Food.
- HALL, VICTOR—tenor. (NBC) Shumilk Program.
- HALL, WILLIAM VINCENT—baritone. (CBS) Beau Brummel of Song; soloist with Freddie Rich's Orchestra.
- HALLE, ROYAL—tenor. (CBS) Blue Moonlight; Machine Age Housekeeping (with Hamilton Beach Quartet); (NBC) Click Club.
- HALLIDAY, ROBERT—baritone. (NBC) Lucky Strike Dance Hour.
- HALLOWAY, RUTH—soprano. (CBS) Kodak Week-End Hour (guest).
- HAMILTON BEACH QUARTET—Fred Wilson, Royal Halle, tenors; Herbert Hendrie, baritone; George Gove, bass. (CBS) Machine Age Housekeeping.
- HAMMOND, CHARLES—tenor. (NBC) Consolaires.
- HAMP, JOHNNY—orchestra director. (CBS) Johnny Hamp's Orchestra, from Kansas City.
- HANCOX, DON—banjoist. (NBC) The Banjoleers.
- HANCOX, LEE—banjoist. (NBC) The Banjoleers.
- HANDIN, HELENE—actress. (NBC) Margie the Steno; G. more Circus.
- HANLEY, WILLIAM—narrator, director. (NBC) Phantom of Crestwood; RKO Theatre of the Air.
- HANNA, JAY—drama director. (CBS) Buck Rogers in the Year 2432; Eno Crime Club.
- HANS, MARY—soprano. (NBC) Musical Comedy Hits.
- HANSEN, HARALD—tenor. (NBC) Hoffman Morning Quarter Hour.
- HANSHAW, ANNETTE—contralto. (NBC) Best Foods program; Maxwell House Show Boat.
- HARBATER, MURIEL—actress. (NBC) Jolly Bill and Jane.
- HARVEAUX, JULES—orchestra director. (NBC) sustaining hours.
- HARD, WILLIAM—commentator. (NBC) Back of the News in Washington; international broadcasts from Geneva; news reporting.
- HARDEMAN, GERTRUDE—actress. (CBS) Pollyanna; (NBC) Maltex Safety Soldiers.
- HARDING, IRENE—organist. (NBC) Du Pont Cellophane Program; Melody Briefs; Twenty Fingers of Harmony; Waldorf-Astoria organ recitals.
- HARDING, MATHILDE—pianist. (NBC) Du Pont Cellophane Program; Melody Briefs; Morning Musicale; Music Treasure Box; sonata recitals with Arcadie Birkenholz; Twenty Fingers of Harmony.
- HARDING SISTERS—piano and organ duo: Irene Harding, organ; Mathilde Harding, piano.
- HARE, ERNIE—baritone, comedian. (NBC) Best Foods Program.
- HARING, BOB—orchestra director. (CBS) sustaining programs, with Boswell Sisters.
- HARMATI, SANDOR—orchestra director. (NBC) Great Composers.
- HARMONEERS, THE—male quartet. (NBC) Merry Madcaps.
- HARRIMAN, CHARLOTTE—contralto. (CBS) Columbia Artist Recital; Columbia Revue; Musical Album; Morning Musicale; Pastorale; Quiet Harmonies; Vocal Art Trio.
- HARRIS, GRAHAM—orchestra director. (NBC) O. Henry series; Paradise of Song; Sherlock Holmes series; G. Washington Coffee Concert Orchestra.
- HARRIS, KAROLYN—contralto. (CBS) Pennzoil Parade (guest); Wonder Hour (guest); (NBC) Melody Lane.
- HARRIS, MARION—crooner. (NBC) Pond's Program; Swift Garden Party; sustaining programs.
- HARRIS, TOMMY—tenor (CBS) Hecker Surprise Party (guest); (NBC) Demi-Tasse Revue.
- HARRISON, ADELE—actress. (NBC) Paul Wing, The Story Man.
- HARRISON, CHARLES—tenor. (NBC) Melodic Gems; Vocal Art Quartet.
- HARROD, BUDDY—orchestra director. (CBS) Buddy Harrod and his Yoeng's Orchestra.
- HART, JOHNNY (Arthur Campbell, real name)—actor, baritone. (NBC) Big Time; Johnny Hart in Hollywood.
- HARTMAN, URBIN—tenor. (NBC) The Guardsmen.
- HARVEY, ART VAN—actor. (NBC) Keeping Up with Daughter; Vic and Sade.
- HARVEY, JEAN—speaker. (NBC) Woman's Radio Review.
- HASTINGS, ANNETTE—soprano. (NBC) Pacific Vagabonds; Coquettes.
- HASTINGS, NAHUM—tenor. (NBC) Vermont Lumberjacks.
- HAUPT, JAMES—tenor. (NBC) Ballad Singers; Song Souvenirs.
- HAVENS AND MACK—two-piano team. (CBS) sustaining programs.
- HAVRILLA, ALOIS—announcer (NBC).

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- HAWORTH, VINTON—actor. (CBS) Don and Betty; Lucky Kids; Myrt and Marge; Tales of the Foreign Legion; Witching Hour.
- HAY, BILL—announcer. (NBC) Amos 'n' Andy; The Goldbergs.
- HAY, MARY—(CBS) Vitality Personalities (guest).
- HAYES, CLARENCE—vocalist. (NBC) Pacific Vagabonds.
- HAYES, GRACE—soprano. (NBC) Goodyear Program.
- HAYES, SAM—(NBC) Richfield News Flashes.
- HAYES, SHEELAGH—actress. (NBC) Legion of the Lost; Radio Guild dramas.
- HAYES, THAMON—orchestra director. (CBS) Thamon Hayes's Orchestra, from Kansas City.
- HAYMES, JOE—orchestra director. (CBS) Joe Haymes's Orchestra, Roseland Ballroom programs; Village Nut Club Orchestra.
- HAYNES, "CHUCK"—singer. (NBC) Beautiful Thoughts; Canning Time; Chuck, Ray and Gene; Sinclair Wiener Minstrels.
- HAYS, HARVEY—actor. (NBC) National Farm and Home Hour.
- HAYTON, LEONARD—orchestra director, pianist, arranger. (CBS) Chesterfield — Music That Satisfies.
- HEATH, MRS. JULIAN—food expert. (NBC) food talks; Your Daily Menu.
- HEATHERTON, RAYMOND—singer. (NBC) Hind's Romance Exchange.
- HECTOR, CHARLES—orchestra director. (CBS) Charles Hector's Orchestra, from Boston; Prudence Club.
- HECTOR, LOUIS—actor. (CBS) Eno Crime Club.
- HEDGE, RAY—actor. (CBS) Myrt and Marge.
- HEINE AND HIS GRENADIERS—orchestra. (NBC) sustaining hours.
- HEINL, HELEN CORBIN—singer. (NBC) soloist with U. S. Marine Band.
- HEMINGHAUS, PAULA—contralto. (NBC) Davey Hour; Enna Jettick Melodies; Le Trio Charmante; Melodic Gems; Old Songs of the Church; Song Souvenirs.
- HENDERSON-BLAND, CAPT. R.—(NBC) Moods and Memories.
- HENDRIE, HUBERT—baritone. (CBS) Machine Age Housekeeping (with Hamilton Beach Quartet); (NBC) Clicquot Club.
- HENRI, CHARLES—bass. (NBC) The Guardsmen.
- HERBERT, EVELYN—soprano. (NBC) Lucky Strike Dance Hour.
- HERFORD, BEATRICE—monologist. (NBC) Yardley Program.
- HERMAN, MILTON—actor. (CBS) Mysteries in Paris.
- HERMAN, SAM—xylophonist. (NBC) sustaining programs.
- HERNANDEZ, JUANO—actor. (CBS) John Henry series.
- HERNANDEZ BROTHERS—Spanish instrumentalists. (CBS) Columbia Revue (with Vincent Sorey's Orchestra); The Gauchos.
- HERTZ, ALFRED—conductor. (NBC) Standard Symphony Hour.
- HICKS, GEORGE—announcer (NBC).
- HIGHT, JEAN—production director and announcer. (CBS) Edwin C. Hill programs; other sustaining programs.
- HILL, ALICE—(CBS) Hollywood Whispers.
- HILL, EDWIN C.—commentator. (CBS) Hart, Schaffner and Marx Trumpeters ("The Man in the Front Row"); The Human Side of the News; Literary Digest (presidential poll).
- HILLPOT, BILLY—singer. (CBS and NBC) Smith Brothers, Trade and Mark.
- HINDERMYER, HARVEY—singer, comedian. (CBS) Gold Dust program.
- HINES, EARL—orchestra director. (NBC) Earl Hines Dance Orchestra, from Chicago.
- HINES, KENNETH—tenor. (NBC) Jack Frost Melody Moments.
- HIRAKA, YOICHI—xylophonist. (NBC) Classic Varieties.
- HIRSCH, BERTRAM—orchestra director. (CBS) Songs of Romance; (NBC) Paris Night Life.
- HITZ, ELSIE—actress. (CBS) American School of the Air; Blue Coal Radio Revue; Eno Crime Club; Evening in Paris Mysteries; Love Story Hour; The Magic Voice; Joe Palooka; The Shadow; (NBC) Phantom of Crestwood.
- HODGINS, EARLE—actor (NBC).
- HOEFLE, CARL—pianist. (NBC) Willys-Overland Silver Streaks (piano duo with Harold Stokes).
- HOEVY, J. WINFIELD—actor. (NBC) Biblical Drama.
- HOFFA, PORTLAND (Mrs. Fred Allen)—actress. (CBS) Fred Allen's Bath Club Revue.
- HOFFMAN, EARL—orchestra director. (CBS) Earl Hoffman's Orchestra, from Chicago.
- HOFLAND, SIGVART—(CBS) Wonder Hour.
- HOGAN, TWEET—orchestra director. (CBS) Tweet Hogan's Orchestra, from Kansas City.
- HOLBROOK, JOHN W.—announcer. (NBC) Mobiloil Concert.
- HOLLEY, OTIS—singer. (CBS) Blue Coal Revue; Southland Sketches.
- HOLM, CECIL—actor. (NBC) Dangerous Corner.
- HOLONA'S ROYAL HAWAIIANS—(CBS) Kodak Week-End Hour (guests).
- HOLOP, FLORENCE—juvenile actress. (NBC) Wheatonville.
- HOLST ERNIE—orchestra director. (NBC) Simoniz Guardsmen.
- HOLT, VIVIAN—soprano. (CBS) Visiting with Ida Bailey Allen (guest); (NBC) Major Bowes's Capitol Family.
- HONTI, JOSEF—accompanist, pianist. (NBC) Great Composers; Morning Musicale (with Pro-Art Quartet); sonata recitals with Josef Stopak.
- HOPII, SOL—guitarist (CBS).
- HOPE, DOUGLASS—actor. (CBS) Tales of the Foreign Legion; (NBC) Malik Mystery.
- HOPKINS, BARRY—actor (NBC).
- HOPKINS, CLAUDE—orchestra director. (CBS) Roseland Ballroom Orchestra.
- HOPKINSON, MARION—actress. (CBS) March of Time.
- HOPPER, DE WOLF—actor. (CBS) Roses and Drums; (NBC) Coca-Cola Program (guest).

- HOPPER, EDNA WALLACE—mistress of ceremonies. (CBS) Edna Wallace Hopper Variety Show; (NBC) Youth Matinee.
- HOPPLE, MARY—contralto. (NBC) Enna Jettick Melodies.
- HORLEY, HENRIETTA—soprano. (CBS) Philadelphia Orchestra (guest).
- HORLICK, HARRY—orchestra director. (NBC) A. & P. Gypsies.
- HORN, NORMAN—tenor. (NBC) Davey Hour.
- HORNIK, JOSEF—musical director (NBC).
- HORTON, BERT—actor (NBC).
- HORTON, MARJORIE—soprano. (NBC) National Light Opera Company.
- HOSKINS, CLEM—bass. (NBC) Vermont Lumberjacks.
- HOUSTON, JANE—actress. (CBS) Eno Crime Club.
- HOWARD, CHARLES—tenor. (NBC) Consolaires; with Harry Kogen's Orchestra; Words and Music; solo programs.
- HOWARD, CHARLES P.—speaker. (CBS) American Labor and the Nation.
- HOWARD, EUALICE — actress. (NBC) Hello Marie; Phantom of Crestwood.
- HOWARD, GEORGE—singer. (CBS) Pabst-Ett Varieties; Pennzoil Parade; (NBC) O'-Cedar Melody Men; Song Fellows.
- HOWARD, JOHN TASKER—narrator. (NBC) Our American Music.
- HOWARD, LESLIE—actor. (NBC) Yardley Program.
- HOWARD, TOM — comedian. (CBS) Chesterfield — Music That Satisfies.
- HOWARD TWINS (Norman and Henry)—piano duo. (CBS) Eight Sons of Eli; recital programs.
- HOWARD, WILLIE AND EUGENE—comedians. (CBS) Gem Highlights (guests); (NBC) Royal Vagabonds.
- HOWE, NANCY—(CBS) Prudence Club.
- HOWELL, LOTTICE—singer. (NBC) sustaining hours.
- HOYT, ROBERTA — actress. (NBC) Wheatonville.
- HUBBARD, IRENE—actress. (NBC) Red Adams.
- HUFSMITH, FRED—tenor. (NBC) with Black and Gold Room Orchestra; L'Heure Exquise; McKesson Musical Magazine; National Grand Opera; Parade of the States (guest); Sampler Program; Song Souvenirs; with Josef Stopak String Ensemble; Vocal Art Quartet; Young Artists Light Opera Co.
- HUGHES, BILLY—baritone. (CBS) La Choy Chopsticks.
- HUGHES, FLOY MARGARET—juvenile actress. (NBC) Little Orphan Annie.
- HUGHES, HERMAN—tenor. (NBC) Teepee Singers.
- HUGHES, RUSH—(NBC) Langendorf Pictorial.
- HULICK, WILBUR — comedian. (CBS) Gloom Chasers (Stoopnagle and Budd); Pontiac Program.
- HUMMING BIRDS—women's trio: Margaret Speaks, soprano; Katherine Cavalli, mezzo-soprano; Dorothy Greeley, contralto. (CBS) Musterole; (NBC) Absorbine, Jr., program.
- HUNT, ARTHUR BILLINGS—baritone, director. (NBC) Mid-Week Federation Hymn Sing; Morning Devotions; Old Songs of the Church.
- HUNT, FRAZIER—narrator. (NBC) Great Personalities.
- HUNT, MASKELL W. A.—bass. (CBS) Eight Sons of Eli.
- HUNT, MILDRED—contralto. (CBS) Frostilla Broadcast Rehearsal.
- HUNTER, RAYMOND—baritone. (NBC) Sunday at Seth Parker's.
- HUNTLEY, LLOYD—orchestra director. (NBC) Lloyd Huntley and his Orchestra from Hotel Cosmopolitan, Denver.
- HUPFELD, HERMAN—composer, vocalist. (CBS) Hart Schaffner and Marx Trumpeters; (NBC) Mobiloil Concert.
- HURD, ROBERT—tenor, program director (NBC).
- HURST, FANNIE—authoress. (CBS) National Federation of Business and Professional Women's Clubs.



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- HUTCHESON, ERNEST—pianist. (CBS) soloist with Howard Barlow's Orchestra.
- HUTCHINSON FAMILY (George, Blanche, Kathryn and Janet Lee)—(NBC) Flying Family.
- HUTCHINSON, THOMAS—actor. (NBC) Wheatonville.
- IBBET, FRED—director. (CBS) Dr. Fu Manchu.
- IBLINGS, HENRY—tenor. (NBC) The Guardsmen.
- IDELSON, BILLY—juvenile actor. (NBC) Vic and Sade.
- INGRAM, FRANCES—narrator. (NBC) Through the Looking Glass.
- INTONDI, URBAN—cellist. (NBC) Young Artists Trio.
- IONIAN QUARTET—(NBC) Civic Concerts Service program.
- ISLES, J. HARRISON—music director. (NBC) Cheerio.
- IVANOVA, PRINCESS—(NBC) Youth Matinee.
- JACKSON, ANNABELLE—pianist. (NBC) Melodie.
- JACKSON, JOSÉPH HENRY—book reviewer (NBC).
- JACKSON, MABEL—soprano. (CBS) The Bath Club; Today and Yesterday; (NBC) Maxwell House Show Boat; The Fuller Man; Sing a New Song.
- JACOBSON, ARTHUR—actor. (NBC) Uncle Sam's Forest Rangers.
- JACOBSON, VERNON—baritone. (CBS) Kodak Week-End Hour (guest).
- JAGEL, FREDERICK—tenor. (NBC) Atwater Kent Hour; G. E. Circle.
- JAMES, BOB—(NBC) Sinclair Wiener Minstrels.
- JAMES, DOROTHEA—actress, vocalist. (CBS) Movie Star Revue (mistress of ceremonies).
- JAMES, LEWIS—tenor. (NBC) Big Six of the Air; Buick Revelers (with Revelers Quartet); Goodyear (with Revelers Quartet); Mobiloil Concert.
- JAMISON, STEELE—tenor. (NBC) Dandies of Yesterday; Enna Jettick Melodies; Heel Hugger Harmonies; Melodic Gems Quartet.
- JANES, ART—baritone. (CBS) Zorex Moth Chasers.
- JANIS, ELSIE—singer. (NBC) Ezzo Program.
- JANKE, HELEN—contralto. (NBC) Mid-Week Federation Hymn Sing; The Old Singing Master; Tone Pictures.
- JARRETT, ARTHUR—tenor. (CBS) with Freddie Rich's Orchestra; Ziegfeld Follies of the Air (guest).
- JAYSON, VERNON—baritone. (NBC) Jack Frost Melody Moments.
- JESSEL, GEORGE—comedian. (NBC) Chase & Sanborn Hour.
- JESSYE EVA, CHOIR — (NBC) sustaining hours.
- JEWETT, EDWARD K. (TED)—announcer. (NBC) Sunsweet Harmonies; Woman's Radio Review; sustaining programs.
- JHLSON, DAVID C.—baritone. (CBS) Eight Sons of Eli.
- JOHANSEN, GUNNAR—concert pianist (NBC).
- JOHANSSON, SELMA—soprano. (NBC) Le Trio Charmante; Melodic Gems.
- JOHNSON, ARNOLD—orchestra director. (CBS) Musterole; (NBC) Absorbine, Jr. Program; Edgeworth Program.
- JOHNSON, BESS K.—actress. (CBS) Magic Piano Twins; Witching Hour.
- JOHNSON, CHIC—comedian. (NBC) Fleischmann Hour.
- JOHNSON, DOC—entertainer (NBC).
- JOHNSON, MACEO—baritone. (NBC) Teepee Singers.
- JOHNSON, MILDRED—contralto. (CBS) Madison Singers.
- JOHNSON, RODNEY—tenor. (NBC) California Trio.
- JOHNSON, ROSAMOND—actor, singer. (NBC) Wheatonville Sketches.
- JOHNSON, R. W. (Chief Whirling Thunder)—Indian actor. (CBS) Lone Wolf Tribe.
- JOHNSON, STEWART—tenor. (CBS) Gold Medal Fast Freight.
- JOHNSTON, JIMMIE—(CBS) Gem Highlights (guest).
- JOHNSTON, MERLE—conductor. (NBC) The Marionettes.
- JOLSON, AL—comedian, singer. (NBC) Big Six of the Air.
- JONES, ALLAN—tenor. (CBS) Columbia Concerts programs.
- JONES, BILLY—tenor, comedian. (NBC) Best Foods Program.
- JONES, "CASEY"—(CBS) Friendly Five Footnotes.
- JONES, CLARENCE—pianist. (NBC) Harlem Fantasy; Slow River (piano duo with Clarence Williams).
- JONES, DOROTHY—soprano, mistress of ceremonies. (CBS) Movie Star Revue.
- JONES, FRANCES—contralto. (NBC) Familiar Songs.
- JONES, GEORGE—tenor. (NBC) Familiar Songs.
- JONES, GWYNFI—tenor (NBC).
- JONES, ISHAM—orchestra director. (CBS) Isham Jones's Orchestra.
- JONES, MYNARD—director. (NBC) Olympians.
- JORDAN, BOBBY—juvenile actor. (NBC) Wheatonville.
- JORDAN, MARION AND JIM—comedy duo. (NBC) Smackouts.
- JORDAN, RUTH—narrator. (NBC) Sweetheart Program.
- JORDAN, SARAH—speaker. (NBC) Sunsweet Harmonies; Woman's Radio Review.
- JOSLYN, ALLYN—actor. (NBC) Batter Up series; Five Star Theatre (Charlie Chan dramas); The Island Boat Club Dance; Nestle's Program; Phantom of Crestwood; Radio Guild dramas.
- JOSSEN, MARJORIE—child star. (CBS) Uncle Olie and his Kre-Mel Gang.
- JOY, ALICE—contralto. (NBC) Prince Albert Quarter Hour; Radio Dream Girl.
- JOY, JIMMY—orchestra director. (CBS) Jimmy Joy's Orchestra, from Kansas City.
- JOY, LEONARD—orchestra director. (NBC) Nestle's Program
- JOY, LESLIE—announcer (NBC).
- JUDGE, ARLINE—actress. (NBC) Hollywood on the Air.
- KADDELL, CARLTON—(NBC) Hello Marie.
- KAHN, JOE—pianist. (NBC) Rameses Program (piano duo with William Wirges); Sing a New Song.

- KAHN, ROGER WOLFE—orchestra director. (NBC) Roger Wolfe Kahn Orchestra.
- KALTENBORN, H. V.—commentator. (CBS) Kaltenborn Edits the News.
- KAMMANN, BRUCE—actor. (NBC) Household Program.
- KANE, EDWARD—tenor. (NBC) Black and Gold Room Orchestra.
- KANE, JOHN—actor. (NBC) The Country Doctor; The Girl Who Lives Next Door.
- KANEY, SEN—announcer. (NBC).
- KARDOS, GENE—orchestra director. (CBS) Roseland Ballroom Orchestra.
- KARLE, THEO.—tenor. (CBS) with Howard Barlow's Orchestra; Cathedral Hour; Columbia Artist Recital; Columbia Revue; Jay C. Flippen-cies; Grand Opera Miniatures; Mardi Gras; Musical Album; Musical Americana; Pillsbury Pageant; Vincent Sorey's Orchestra.
- KATZ, AL—orchestra director. (NBC) Al Katz and his Orchestra from Lotus Gardens, Cleveland.
- KATZMAN, LOUIS—orchestra director. (CBS) Fred Allen's Bath Club Revue; Lucky Strike (Evelyn Herbert and Robert Halliday series); McCravy Brothers; Melodiarions.
- KAUFMAN, IRVING—baritone. (CBS) Bab-O Bright Spot; The Bath Club; Kre-Mel Singing Chef; Salty Sam, the Sailor; (NBC) Happy Rambler.
- KAY, HERBIE—orchestra director. (NBC) Yeast Foamers.
- KAY, JOAN—actress. (NBC) Dr. Bundesen's Adventures in Health; Orphan Annie; Thurston, the Magician.
- KAYSER, KAY—orchestra director. (CBS and NBC) Kay Kayser's Orchestra.
- KEECH, KELVIN—announcer. (NBC) Country Doctor; Wheatonville.
- KEENAN, HANK—orchestra director. (NBC) Hank Keenan and his Connecticut Hill Billies.
- KEENAN, PEGGY—pianist, two-
- piano team with Sandra Phillips. (CBS) Piano Pictures.
- KEITH-JOHNSTON, COLIN—actor. (NBC) Dangerous Corner.
- KELLER, GRETA—singer. (CBS) Keller, Sargent and Ross.
- KELLEY, THOMAS—actor (NBC).
- KELLOGG, EDNA—soprano. (NBC) Armour Program.
- KELLY, BETTY—soprano. (NBC) sustaining hours.
- KELLY, PATRICK J.—announcer, singer. (NBC) Cheerio.
- KELVIN, JOHN—tenor. (CBS) with Emery Deutsch's Orchestra.
- KEMP, EDWIN—tenor. (NBC) Simoniz Guardsmen.
- KEMP, HAL—orchestra director. (CBS) Hal Kemp's Orchestra, from Kansas City.
- KEMPER, JAMES—tenor. (NBC) Beautiful Thoughts.
- KENNEDY, CHARLES—singer. (NBC) Sundial Bonnie Ladies.
- KENNEDY, IRVING—tenor (NBC).
- KENNEDY, JOHN B.—master of ceremonies. (NBC) Collier's Radio Hour; sustaining hours.
- KENNEDY, MADGE—actress. (NBC) Fleischmann Hour (guest)
- KENNEDY, THOMAS—speaker. (CBS) Builders of America.
- KENNEDY, WRIGHT—actor. (CBS) sustaining hours.
- KENT, ALLAN—announcer. (NBC) sustaining hours.
- KENT, EASTON—tenor (NBC).
- KEPHART, BILL—announcer. (NBC) sustaining hours.
- KERR, CHARLIE—orchestra director. (NBC) Charlie Kerr and his Orchestra from Hotel Adelphia, Philadelphia.
- KERR, JACK—tenor. (CBS) The Voice of 1000 Shades.
- KERR, MURIEL—pianist. (NBC) Music Treasure Box.
- KESSLER, THELMA—soprano. (CBS) Kodak Week - End Hour; Snowdrift Southern Melodies.
- KEY, PIERRE—commentator. (NBC) World in Music; Music Treasure Box.
- KEYES, MRS. FRANCES PARKINSON—speaker. (NBC) With a Senator's Wife in Washington.
- KEYS, THREE (See Three Keys).
- KIBALCHICH, BASILE—chorus director. (NBC) Russian Singers.
- KILPACK, BENNETT—vocalist. (NBC) Sunday at Seth Parker's.
- KIMBALL, GRANT—(NBC) Romances.
- KIMES, HOWARD—accompanist. (NBC) The Guardsmen.
- KING, DENNIS—baritone. (CBS) Ziegfeld Follies of the Air (guest).
- KING, HELEN—actress. (NBC) Clara, Lu 'n' Em.
- KING, JEAN PAUL—announcer. (NBC) Carnation Contented Program; Clara, Lu 'n' Em.
- KING, WAYNE—orchestra director. (NBC) Lady Esther programs.
- KINNE, ROGER—baritone. (CBS) The Ambassadors; Ballad Hour; Columbia Artist Recital; soloist with Emery Deutsch's Orchestra; Musical Album.
- KIRBERY, RALPH—baritone. (NBC) The Dream Singer; Enna Jettick Melodies; Golden Gems.

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- KIRILLOFF, ALEXANDER — orchestra director. (NBC) Melody Trail; The Nomads; Russian Gaieties; Troika Bells (balalaika orchestra).
- KIRTLEY, LUCILE—soprano (NBC).
- KITCHELL, ALMA — contralto. (NBC) Melody Hour; Our American Music; Vocal Art Quartet.
- KLASSEN, BEN—tenor. (NBC) Doric Quartet.
- KLAU, ELAINE — soprano. (NBC) with Black and Gold Room Orchestra.
- KLEIN, HANNAH — pianist. (NBC) Major Bowes's Capitol Family.
- KLEIN, MATTY — trumpeter. (CBS) with Boswell Sisters.
- KLEIN, TED—tenor. (CBS) Hoosier Editor; Musical Memories.
- KLINE, THELMA—child star. (CBS) Uncle Olie and His Kre-Mel Gang.
- KLING, JANETT—actress. (NBC) Keeping Up with Daughter.
- KNELLS, EDWIN — baritone. (CBS) Romance of Beauty.
- KNIGHT, FRANK — announcer. (CBS) Adventuring with Count von Luckner; Robert Burns Panatela Program; Eno Crime Club; Music That Satisfies (Chesterfield); New York Philharmonic-Symphony Orchestra; Pompeian Make-up Box.
- KNIGHT, JUNE—actress. (CBS) Ziegfeld Follies of the Air (guest).
- KNIGHT, RAYMOND — director, actor, comedian. (NBC) Blue Moon Cuckoos; Making the Movies; Raising Junior; Station KUKU; Wheatenville.
- KNOX, HARRISON — tenor. (NBC) Bayuk Stag Party.
- KNOX, SAIDA—contralto. (CBS) Blue Coal Radio Revue.
- KOESTNER, JOSEF—orchestra director, pianist. (NBC) Civic Concerts Service; Household Program; Josef Koestner Ensemble; National Farm and Home Hour; piano-cello recitals with Bolognini.
- KOFF, CHARLIE—instrumentalist. (NBC) Four Boys and a Girl.
- KOGEN, HARRY—orchestra director. (NBC) The Commodores; The First Nighter; The Grenadiers; Homesteaders (National Farm and Home Hour); Mid-Week Musicale; Rhythmic Serenade; Simoniz Guardsmen; Songs of Home Sweet Home.
- KOKES, JOHN—violinist. (NBC) Melody Hour.
- KOLITSCH, VLADO—violinist. (NBC) Candlelight Hour.
- KOSTELANETZ, ANDRE—orchestra and choral director. (CBS) All-American Football Show; Ballad Hour; The Metropolitans; Modern Male Chorus; Musical Album of Popular Classics; Pastorale; Snowdrift Southern Melodies; Threads of Happiness; Weed Tire Chain Program.
- KRAKOWSKY, MARY — soprano. (CBS) Wonder Hour (guest).
- KRAMER, WRIGHT—actor. (NBC) Radio Guild dramas.
- KREINDLER, SARAH — violinist. (NBC) sustaining programs.
- KREMLIN ART QUINTET—Ivan Velikanoff, Vasil Soustrove, tenors; Stephan Kozakevich, baritone; Ivan Mashikin, bass-baritone; Alexander Kurochkin, bass; Mercedes Bennett, accompanist. (NBC) sustaining programs.
- KRENZ, BILL—pianist. (NBC) Piano Novelties.
- KREUGER, BENNY—orchestra director. (CBS) Chase & Sanborn Tea Program.
- KRIENS, CHRISTIAN—orchestra director. (NBC) Gay Nineties; Pictures in Harmony; Pop Concerts.
- KROLL, LOUIS—music director. (CBS) Five Star Theatre (Aborn Opera Co. series).
- KRUEGER, ART—orchestra director. (CBS) Art Krueger and His Orchestra, from Milwaukee.
- KRUEGER, OTTO—actor. (CBS) Roses and Drums; (NBC) Fleischmann Hour (guest).
- KRUGER, ALMA—actress. (NBC) Legion of the Lost.
- KRUGER, ELMER—actor. (NBC) Radio Guild dramas.
- KULICK, JOHN—tenor. (NBC) The Balladeers.
- KUNE, PETER B.—story teller. (NBC) Demi-Tasse Revue.
- KURENKO, MARIA — soprano. (CBS) Columbia Concerts program.
- KUZNETZOFF, ADIA—bass. (NBC) Jane Grant's Steero Program.
- KYTE, BENNY—orchestra director. (NBC) Benny Kyte's Orchestra from the Book Cadillac Hotel, Detroit.
- LA CENTRA, PEGGY—contralto. (CBS) Goodall Palm Beach Program.
- LADD, LADDY—saxophonist. (CBS) Fred Allen's Bath Club Revue (with Louis Katzman's Orchestra).
- LA FORGE, FRANK—pianist, director. (CBS) Musical Americana.
- LA FRANCONI, TERRY—tenor (NBC).
- LAHR, BERT—comedian. (CBS) Gem Highlights (guest); (NBC) Lucky Strike Hour; Fleischmann Hour (guest).
- LAIN, JOAN B.—announcer (NBC).
- LALLY, HOWARD—orchestra director. (NBC) Orchestra from Westchester Country Club, Rye.
- LALLY, MARY — contralto. (NBC) Musical Comedy Hits.
- LAMBERT, HAROLD ("SCRAPPY") —tenor. (NBC) Buick-Olds-Pontiac Program; Coffee Matinee; Making the Movies; Manhattan-Merry-Go-Round; Maxwell House Ensemble; The Musical Showmen; The Royal Vagabonds; Texaco; (NBC and CBS) Smith Brothers, Trade and Mark.
- LA MONICA—organist. (CBS) La Monica at the Organ.
- LANDIS, FREDERICK—commentator. (CBS) Hoosier Editor.
- LANDT TRIO (DAN, KARL and JACK) — vocal trio. (NBC) On the 8:15; Rise and Shine.
- LANE, RITA—soprano (NBC).
- LANG, ARTHUR — baritone. (NBC) Parade of the States.
- LANG, CLIFFORD — accompanist. (NBC) Shumilk Program (with Rollickers).
- LANG, DON—narrator. (CBS) True Animal Stories.
- LANG, EDDIE—guitarist. (CBS) Tide Water Oil Co.
- LANG JEANNIE—blues singer. (CBS) Gem Highlights (guest); Pontiac Program.
- LANGFORD, FRANCES—contralto. (CBS) Movie Star Revue.

LANGHORNE, NORA — soprano. (CBS) Gerardine Midsummer Nights.

LANIN, HOWARD—orchestra director. (CBS) Evening in Paris; Howard Lanin and his Orchestra; (NBC) Campbell Orchestra; Evening in Paris; The Jester; Tea Dansante programs.

LANIN, SAM—orchestra director. (CBS) Eugene International Revue; Pillsbury Pageant.

LA PRADE, ERNEST—conductor. (NBC) Collier's Radio Hour.

LA PRADE, MALCOLM—narrator. (NBC) Cook's Travelogues.

LARGOY, PAUL—tenor. (NBC) Melody Lane.

LARSEN, LARRY — organist. (NBC) Pat Barnes programs.

LARSON, HERMAN F.—baritone. (NBC) Armour Program; Carnation Contented Program; Fireside Singers.

LA SALLE STRING QUARTET—Ivan Argay, John Kokes, violinists; Anthony Borello, violist; Frederick Camelia, cellist. (NBC) Melody Hour.

LATHAM, DWIGHT — tenor. (NBC) Sweetheart Serenaders; Tastyest Jesters.

LAUCK, CHESTER—(NBC) Lum 'n' Abner.

LAURIER STRING ENSEMBLE, LUDWIG — (NBC) Golden Gems; Kellogg Slumber Music; other sustaining programs.

LA VEY, GLORIA — contralto. (NBC) A Song for Today.

LAWNHURST, VEE—pianist, two-piano team with Muriel Pollock. (NBC) Lady Bugs; Mixed Doubles in Rhythm; Wildroot Chat.

LAWRENCE, ASHBY — (NBC) Corn Cob Pipe Club.

LAWRENCE, DAVID — narrator. (NBC) Our Government.

LAWRENCE, EARL—accompanist. (NBC) Maytag Program (with Merrie-men); Men o' Song; San Felician Serenade; Songs of Home Sweet Home.

LAWRENCE, HAROLD — (NBC) Corn Cob Pipe Club.

LAWSON'S NEGRO MALE CHORUS —(NBC) Gilmore Circus.

LAYMAN, ZORA—singer. (NBC) sustaining hours.

LAZAR, ANNE — (CBS) Front Page Personalities.

LEAF, ANN—organist. (CBS) Bath Club; Charis Musical Revue; Ann Leaf at the Organ; Nocturne.

LEAF, ESTHER—organist. (CBS) Esther Leaf at the Organ.

LEAVITT, WILLIAM—saxophonist, violinist. (CBS) Fitch Professor.

LEE, BARBARA—actress (NBC).

LEE, BARON—orchestra director. (NBC) Baron Lee and His Blue Ribbon Band.

LEE, HARRIET — contralto. (NBC) The Edgeworth Program; Three Leaders.

LEGERE, BEN—actor (NBC).

LEGRAND, DICKIE—juvenile actor (NBC).

LEIGHTON, HELEN—comedienne. (CBS) Pebeco Play-Boys.

LE KREUN, PIERRE—tenor. (NBC) Paris Night Life.

LENIHAN, WINIFRED—drama director. (NBC) Maud and Cousin Bill.

LENNOX, ELIZABETH—contralto. (NBC) Parade of the States; Paradise of Song.

LENROOT, DR. KATHERINE — speaker. (NBC) Your Child.

LESLIE, GRACE—soprano. (CBS) Columbia Concerts program.

LE TRIO CHARMANTE—Selma Johansson and Mary Merker, sopranos; Paula Heminghaus, contralto. (NBC) Le Trio Charmante.

LEVITZKI, MISCHA — pianist. (NBC) Levitzki and Sciarretti, duo-piano recitals; Yardley Program.

LEWIS, C. LEONARD—baritone. (NBC) Beau Balladeer.

LEWIS, MARY—soprano. (NBC) Jack Frost Melody Moments (guest).

LEWIS, WELCOME — contralto. (CBS) Chesterfield — Music That Satisfies; Society's Play-boy Hour; (NBC) Big Six of the Air.

LIEBERFELD, DANIEL—orchestra director. (NBC) Love Songs and Waltzes.

LINCOLN, WILLIAM—conductor. (CBS) Choral Islanders.

LINDSTROM, EDWARD — tenor. (CBS) Hoosier Editor; Musical Memories.

LIPPE, JULIET—soprano. (NBC) sustaining programs.

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- LISHIN, HANK—orchestra director. (CBS) Hank Lishin's Orchestra, from Dallas.
- LITTLE, JACK ("Little Jack Little")—pianist, singer. (CBS) Old Gold Cigarette programs.
- LITLEDALE, CLARA SAVAGE—speaker. (NBC) G. E. Circle (guest).
- LIVINGSTONE, MARY (Mrs. Jack Benny)—comédienne. (CBS and NBC) Canada Dry programs.
- LJUNGBERG, GOETA — soprano. (CBS) Columbia Concerts.
- LLEWELYN, AL—singer. (CBS) Brad and Al; The Professor and the Major (NBC) Maxwell House Tune Blenders.
- LLOYD, SAM—puzzles expert. (NBC) Maltex Program.
- LOBLOV, BELA—orchestra director. (NBC) Bela Loblov's Concert Orchestra.
- LOCKHART, GENE AND KATHLEEN—song and comedy team. (CBS) Gilbert and Sullivan Breakfast Hour.
- LOFF, JEANNETTE—mistress of ceremonies. (CBS) Movie Star Revue.
- LOGAN, WALTER — conductor. (NBC) Pop Concerts; Symphonic Matinee.
- LOMBARDO, GUY—orchestra director Royal Canadians Orchestra. (CBS) Bab-O Bright Spot; Robert Burns Panatela.
- LOMBARDO, LEIBERT—trumpeter. (CBS) Royal Canadians.
- LONDON KIT KAT CLUB ORCHESTRA—direction Don Donnie. (CBS) Edna Wallace Hopper Variety Show.
- LONDON STRING QUARTET—(NBC) Library of Congress Musicale; Yardley Program.
- LONG, CHARLES COLFAX—commentator. (NBC) The Real George Washington.
- LONG, LUCILLE — soprano. (NBC) Consolaires; Singing Strings; Songs of Home Sweet Home; Words and Music.
- LOPEZ, VINCENT—orchestra director. (NBC) Vincent Lopez and His Orchestra.
- LORD, PHILLIPS H.—actor, author scripts. (NBC) The Country Doctor; Sunday at Seth Parker's.
- LORD, MRS. PHILLIPS H.—singer, actress. (NBC) Sunday at Seth Parker's.
- LORING, ANN—soprano. (NBC) Sing a New Song.
- LOTTO, EUNICE—pianist. (NBC) sustaining programs.
- LOUTHAIN, F. WINIFRED—narrator, mistress of ceremonies. (CBS); (NBC) Sego Gift Girl; Tillamook program.
- LOVE, SUNDA—actress. (CBS) Dr. Fu Manchu.
- LOVEL, LEIGH—actor. (NBC) Adventures of Sherlock Holmes; O. Henry series.
- LOW, ROSA—soprano. (NBC) NBC Artists Service; sustaining programs.
- LOWE, MONA—contralto. (NBC) sustaining programs.
- LOWELL, HELEN—actress. (NBC) Phantom of Crestwood; Stebbins Boys; Tish sketches.
- LOWN, BERT—orchestra director. (CBS) Bert Lown's Orchestra, from Kansas City.
- LUCAS, NICK—tenor. (CBS) Kodak Week-End Hour.
- LUDLOW, GODFREY — violinist. (NBC) with Archer Gibson Ensemble; joint recitals with Mme. Lolita Cabrera Gainsborg; May We Present; The Strolling Fiddler; other sustaining programs.
- LUND, ANTHONY C.—choir director. (NBC) Mormon Tabernacle Choir.
- LUTHER, FRANK—tenor. (CBS) Kodak Week-End Hour (guest); (NBC) A. & P. Gypsies; American Album of Familiar Music; Esso Program; Friendship Town; Hollywood Nights; Manhattan-Merry-Go-Round; Mobiloil (with Men about Town Trio); Parade of the States; Pond's program; Royal Vagabonds; The Three Bakers.
- LUTZI, GERTRUDE — singer. (CBS) with Westphal Orchestra.
- LYMAN, ABE—orchestra director. (CBS) Lyman Orchestra and Hollywood Newsboy; Movie Star Revue; Sterling Products; (NBC) Lucky Strike Hour.
- LYNE, GERTRUDE—pianist; piano duo with Grace Frankel. (NBC) Pair of Pianos.
- LYNN, BEN—(CBS) Ziegfeld Follies of the Air (guest).
- LYNN, CARREY—orchestra director. (CBS) Carrey Lynn's Orchestra.
- LYON, CHARLIE — announcer (NBC).
- LYON, RUTH—soprano. (NBC) Farm and Home Hour (guest); Garden of Melodies; Iodent Program; with Harry Kogen's Orchestra; with Josef Koestner Ensemble; Midweek Musicale (with Harold Stokes's Orchestra); Whoopee; Words and Music.
- LYONS, JIMMIE — narrator. (CBS) Sunday Matinee of the Air.
- MABIE, BEATRICE—narrator. (NBC) beauty talks; Sunday Matinee of the Air.
- MACALISTER, CHARLES — actor. (NBC) Golden State Family Robinson.
- MACAULEY, JOSEPH—baritone. (NBC) Nestle's Chocolateers (guest).
- MACCLOY, JUNE—(CBS) Ziegfeld Follies of the Air (guest).
- MACDONALD, MRS. CLAUDINE —mistress of ceremonies. (NBC) Women's Radio Revue (director).
- MACDONALD, JAMES—baritone. (NBC) Upstaters Quartet.
- MACDONALD, KENNETH—actor. (CBS) Omar Khayyam.
- MACGIMSEY, BOB — whistler. (NBC) Maxwell House Showboat.
- MACKAY, PHOEBE — actress, singer. (CBS) Real Folks; (NBC) Thompkins Corners.
- MACKENZIE, CATHERINE — (CBS) Catherine Mackenzie Entertains.
- MACLEAN, ROSS — singer. (NBC) Nestle's Chocolateers.
- MACY, G. UNDERHILL—actor, singer. (CBS) Real Folks; (NBC) Thompkins Corners.
- MADGETTE, CLAIRE — singer. (CBS) Eugene International Revue.
- MADISON SINGERS—mixed quartet, direction Leigh Stevens. (CBS) sustaining hours.
- MADISON STRING ENSEMBLE—direction Vincent Sorey. (CBS) sustaining hours.

- MADRIGUERA, ENRIC—orchestra director. (CBS) sustaining programs.
- MAGNANTE, CHARLIE—accordionist. (NBC) Household Helpers.
- MAGUIRE, ARNOLD—comedian. (CBS) Blue Monday Jamboree; Shell Happytime.
- MAHER, WALLY—narrator. (NBC) Tangee Musical Dreams.
- MAHLE, HANS—narrator. (NBC) From Bangkok to Rangoon.
- MAHONEY, JULIA—soprano. (CBS) Ballad Hour; Columbia Artist Recital; soloist with Emery Deutsch's orchestra; Musical Album.
- MALLORY, ELIZABETH—juvenile actress. (NBC) Wheatenaville.
- MALONE, FLORENCE—actress. (NBC) Phantom of Crestwood; Radio Guild dramas.
- MALONE, "PIC"—comedian. (NBC) Friendship Town; Maxwell House Showboat.
- MALONEY, JAMES—speaker. (CBS) American Labor and The Nation.
- MANGAN, BUDDY—child star. (CBS) Uncle Olie and His Kre-Mel Gang.
- MANGOLD, RUDOLPH—orchestra director. (CBS) Wonder Hour.
- MANN, ARTHUR—actor. (CBS) Real Folks; (NBC) Thompkins Corners.
- MANNERS, PATRICIA ANN—actress. (CBS) Myrt and Marge.
- MAPLE CITY FOUR QUARTET—Fritz Meissner, Al Rice, tenors; Art Janes, baritone; Pat Patterson, bass. (CBS) Zorex Moth Chasers.
- MARIANI, HUGO—orchestra director. (NBC) The Marionettes; Revolving Stage; Sun-sweet Harmonies; Woman's Radio Review.
- MARIMBA BAND—direction Michael Gusikoff. (NBC) Coffee Matinee.
- MARINERS TRIO—Gordon Cross, Glenn Cross, Gill Nolan. (NBC) Sunday Bright Spot.
- MARIO, QUEENA—soprano. (NBC) National Artists Series.
- MARION, EDITH—soprano. (NBC) sustaining programs.
- MARSH, ANDREA—soprano. (CBS) Canada Dry.
- MARSH, AUDREY—soprano. (CBS) Fox Fur Trappers; (NBC) Dance with Countess d'Orsay.
- MARSHALL, CHARLES—singer, instrumentalist. (NBC) Buckaroos (with Ted Maxwell).
- MARSHALL, EVERETT—baritone. (NBC) Swift Garden Party.
- MARTENS, THORA—mezzo-soprano. (CBS) Memories in Melody; Musical Comedy Memories.
- MARTIN, DOLPH—orchestra director. (CBS) Tydol Jubilee.
- MARTIN, FREDDIE—orchestra director. (CBS) Bossert Hotel Orchestra.
- MARTIN, GEORGE—narrator. (NBC) Musical Showmen.
- MARTINELLI, GIOVANNI—tenor. (NBC) G. E. Circle (guest).
- MARTINI, NINO—tenor. (CBS) Columbia Concerts.
- MARVIN, JOHNNY—singer. (NBC) sustaining hours.
- MARX, CHICO—comedian. (NBC) Five Star Theatre.
- MARX, GROUCHO—comedian. (NBC) Five Star Theatre.
- MASON, LOUIS—actor. (NBC) Moonshine and Honeysuckle.
- MASTERS, FRANKIE—orchestra director. (NBC) Frankie Masters and His Orchestra from Terrace Gardens, Chicago.
- MATHEWS, DORA—actress. (NBC) Phantom of Crestwood.
- MATHIEU, CARL—tenor. (CBS) Fox Fur Trappers; Travelers Quartet.
- MATISON, LILY—concert violinist. (CBS) Curtis Symphony Orchestra (guest).
- MATTFELD, JULIUS—conductor. (CBS) Musical Americana.
- MATTHEWS, JUNIUS—actor. (CBS) Eno Crime Club.
- MAUREL, BARBARA—contralto. (CBS) The Bath Club; Blue Coal Radio Revue; Cathedral Hour; Columbia Artist recitals; Columbia Revue; Columbia Symphony Orchestra (with Howard Barlow); Grand Opera Miniatures; Musical Americana; Weed Tire Chain.
- MAXWELL, RICHARD—tenor. (NBC) Matinee Gems; Mid-Week Federation Hymn Sing; Sunday at Seth Parker's; Tone Pictures; Trio Romantique.
- MAXWELL, TED—actor. (NBC) Buckaroos (with Charles Marshall); The Life of the Reillys; Maxwellton's Braes; Memory Lane.
- MAY, ELIZABETH—narrator. (NBC) Wildroot Chat.
- MAYER, KEN—orchestra director. (CBS) Ken Mayer's Orchestra, from Oklahoma City.
- MAYO, WALDO—violinist. (NBC) Major Bowes's Capitol Family.
- MAYORS, BERTIE—child actor. (CBS) Uncle Olie and His Kre-Mel Gang.
- MAZZUCCHI, OSWALDO—cellist. (NBC) American Pro-Art String Quartet; Mazzuchi and His Cello; Morning Musicale (with Pro-Art Quartet); Music Treasure Box; On Wings of Song; Summer Idylls.
- MCADAMS, LON—bass. (CBS) Weed Tire Chain program; Round Towners Quartet.
- MCBRYDE, JOHN ("JACK")—actor. (NBC) Death Valley



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- Days; Five Star Theatre (Charlie Chan dramas); Johnny Hart in Hollywood; Phantom of Crestwood; Radio Guild dramas.
- McCABE, SARAH ANN—soprano. (CBS) Airy Fairy Singer; Clara Alden Spence Household Economics program; (NBC) Consolaires; Singing Strings.
- McCARTHY, CLEM—announcer (NBC).
- McCLENDON, ROSE — actress. (CBS) John Henry series.
- McCLINTOCK, GRAY — actor. (NBC) Tales of the Great Northwest.
- McCLINTOCK, RAY—tenor.
- McCLOUD, MAC — comedian. (NBC) Sinclair Wiener Minstrels.
- McCOMB, KATE — actress. (NBC) The Goldbergs; Soconyland Sketches.
- McCONATHY, OSBOURNE—commentator. (NBC) Music in the Air.
- McCONNELL, ED—singer, pianist. (CBS) Smiling Ed McConnell.
- McCORMACK, JOHN — tenor. (NBC) G. E. Circle (guest).
- McCORMICK, EMILY — actress, singer. (CBS) Real Folks; (NBC) Thompkins Corners.
- McCoy MARY — soprano. (NBC) American Album of familiar Music; Cuckoo Program; Five Star Theatre (with Marx Brothers); Making the Movies.
- McCRAVY BROTHERS (FRANK AND JAMES)—(NBC) Hearthside Singers; Parade of the States.
- McCULLOUGH, ANNETTE — crooner. (NBC) Souvenirs of Melody.
- McDERMOTT, RAY — singer. (CBS) Pabst-Ett Varieties; Pennzoil Parade; (NBC) O' Cedar Melody Men; Song Fellows.
- McDONALD, JAMES G.—commentator. (NBC) The World Today.
- McDONNELL, CRAIG—baritone. (NBC) sustaining programs.
- McFARLAND, DON — actor. (CBS) The Magic Voice.
- McGOVERN, JOHN — actor. (CBS) Eno Crime Club; Evening in Paris Mysteries; (NBC) Great Personalities; Legion of the Lost dramas; Phantom of Crestwood.
- McGREGOR, EVELYN—contralto. (CBS) Melody Magic; Quiet Harmonies; Vocal Art Trio.
- McKAY, MARION—orchestra director. (CBS) Marion McKay's Orchestra, from Oklahoma City.
- McKENZIE, RED — baritone. (NBC) Pontiac Chieftains.
- McKINLEY, ETHEL DORR—violinist. (NBC) Keys to Happiness.
- McLAIN, JUNIOR—juvenile actor. (CBS) Lucky Kids; (NBC) Rin-Tin-Tin-Thriller.
- McLAUGHLIN, BEN—entertainer (NBC).
- McLAUGHLIN, TOM—baritone. (CBS) Threads of Happiness; (NBC) Major Bowes's Capitol Family.
- McLEAN, BETTY—actress, dramatic director. (CBS) Don and Betty; Unsung Heroes.
- McLEOD, KEITH—musical director. (NBC) Morning Glee Club (director octet); National Sunday Forum; The Regimentalists (director double octet); The Songsters (male quartet); The Songsters (male octet).
- McLEOD, MATT — baritone. (NBC) Vermont Lumberjacks.
- McNAMEE, GRAHAM—announcer. (NBC) sports and special features; Texaco Program (straight man for Ed Wynn).
- McNEILL, DON — comedian. (NBC) Coo-Coo College; Quaker Oats' "Two Professors."
- McPHERSON, CHRISTINE J.—(NBC) Rhythmics for Body Balance.
- McQUEEN, ALEXANDER—narrator. (NBC) Nothing But the Truth.
- MEADE, MARTHA—domestic science speaker. (NBC) Martha Meade Society.
- MEADER, GEORGE—tenor. (NBC) Nestle's Chocolateers (guest); Swift Garden Party.
- MEADOWS, V. E.—narrator. (CBS) Beauty School of the Air.
- MEDINAH STRING ENSEMBLE—(CBS) sustaining hours.
- MEIGHAN, JAMES—actor. (NBC) Great Personalities; Phantom of Crestwood.
- MEISSNER, FRITZ—tenor. (CBS) Zorex Moth Chasers (with Maple City Four).
- MELCHOIT, ELAINE — actress. (CBS) Buck Rogers; Kodak Week-End Hour (guest).
- MELIUS, LUELLA — soprano. (CBS) Wonder Hour (guest).
- MELODIC GEMS QUARTET — Katherine Palmer, soprano; Gertrude Berggren, contralto; Steele Jamison, tenor; Edward Wolter, baritone; George Dilworth, director. (NBC) sustaining programs.
- MELODY MEN—(NBC) Songs of Home, Sweet Home.
- MELTON, JAMES—tenor. (NBC) Big Six of the Air; Buick Revelers (with Revelers Quartet); Coca-Cola Program; Goodyear Program (with Revelers); National Civic Artists Program.
- MEN ABOUT TOWN TRIO—Jack Parker, Frank Luther, tenors; Darrel Woodyard, baritone; Will Donaldson, pianist. (NBC) Mobiloil Concerts; Swift Garden Party.
- MENDOZA, DAVID—orchestra director. (NBC) Goodyear Program.
- MEN o' SONG—Browning Mummery, Elliott Stewart, tenors; Bob Geddes, baritone; Norman Cordon, bass; Earl Lawrence, accompanist. (NBC) sustaining programs; (see Merrie-Men also).
- MEREDITH, JUNE — actress. (NBC) First Nighter.
- MERKER, MARY — soprano. (NBC) Le Trio Charmante; Melodic Gems; Sunday at Seth Parker's; Tone Pictures.
- MERMAN, ETHEL—singer. (CBS) Ziegfeld Follies of the Air (guest).
- MERRICK, MAHLON — orchestra director. (NBC) Pacific Vagabonds.
- MERRIE-MEN—male quartet: Browning Mummery, Elliott Stewart, tenors; Bob Geddes, baritone; Norman Cordon, bass; Earl Lawrence, accompanist. (NBC) Maytag Orchestra; Songs of Home, Sweet Home.
- MERRIFIELD, DON—actor. (CBS) Unsung Heroes.

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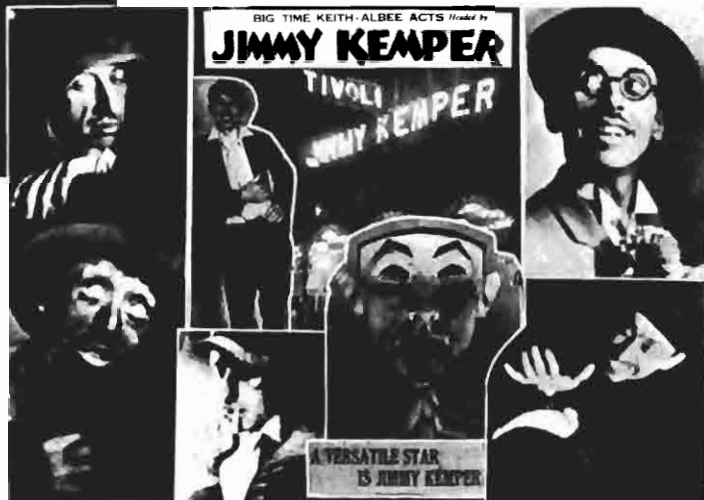
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Gilcrest, Chicago Daily News



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PERSONAL MANAGER—KIMBALL BUILDING—CHICAGO

- MERRIMAN, DANA S.—chorus director. (NBC) The Pilgrims.
- MERY, JACK—actor. (NBC) Golden State Family Robinson.
- METAXA, GEORGE—singer. (CBS) Gerardine Midsummer Nights.
- MILES, ALIE LOWE—interviewer. (CBS) The Bath Club.
- MILES, MARY—soprano. (CBS) Hoosier Editor.
- MILLER, IRVING—pianist. (NBC) accompanist programs of John Fogarty; Happy Rambler; Popular Varieties.
- MILLER, JACK—orchestra director. (CBS) Jack Miller and His Orchestra.
- MILLER, MARION—lecturer. (NBC) Modern Art.
- MILLER, WILLIAM—tenor. (CBS) Pennzoil Parade; (NBC) Armour Hour.
- MILLS BROTHERS (HERBERT, HARRY, DONALD AND JOHN)—Negro vocal ensemble. (CBS) Chipso Program; Crisco Presents; Vapex Presents.
- MILLS, WALTER—baritone. (NBC) NBC Artists Service Program.
- MINNEVITCH, BORAH—harmonica player. (NBC) Borah Minnevitch and his Harmonica Rascals; Fleischmann Hour (guest).
- MITCHELL, EVERETT—announcer. (NBC) National Farm and Home Hour.
- MITCHELL, JOHN—singer, instrumentalist. (NBC) Barbasol Buckaroos.
- MOCK, ALICE—soprano. (NBC) The Household Program; Musical Memories.
- MONCRIEFF, JOHN—bass. (NBC) Black and Gold Room Orchestra.
- MONEY BROTHERS—vocalists. (NBC) Mixed Doubles in Rhythm.
- MONROE, TOMMY—baritone (NBC).
- MONTAGNE, IMELDA—contralto. (NBC) Pacific Vagabonds; Coquettes.
- MONTGOMERY, LEE—accompanist. (NBC) Big Six of the Air; Cities Service (with Cavaliers); Our Daily Food.
- MOODY, HELEN WILLS—tennis star. (NBC) Coca Cola Program (guest).
- MOODY, ROBERT—bass. (CBS) Today and Yesterday (with Dupont Quartet); (NBC) Buick-Olds-Pontiac: Making the Movies; Maxwell House Ensemble; The Musical Showmen; Texaco.
- MOONEY, JOE AND DAN—piano duo. (NBC) sustaining programs.
- MOORE, CARL—orchestra director. (NBC) Carl Moore's Orchestra from Hotel Drake, Chicago.
- MOORE, EDDIE—orchestra director. (NBC) Eddie Moore's Orchestra from Grand Terrace Cafe, Chicago.
- MOORE, FRANK—singer. (NBC) Canning Time.
- MOORE, GRACE—soprano. (NBC) G. E. Circle (guest); Goodyear Program.
- MOORE, MATT—actor. (NBC) Hollywood on the Air.
- MOORE, PERCY—actor. (CBS) Buck Rogers.
- MOORE, SAM—comedian. (NBC) Dixie Memories.
- MOORE, VICTOR—comedian. (CBS) Richman Brothers; (NBC) Nestle's Chocolateers.
- MOOREHEAD, AGNES—actress. (CBS) Evening in Paris Mysteries.
- MORGAN, HELEN—blues singer. (CBS) Bath Club (guest); Gem Highlights (guest); Ziegfeld Follies of the Air (guest).
- MORICHE, JOSE—tenor. (CBS) Eugene International Revue.
- MORMON TABERNACLE CHOIR—direction Anthony C. Lund. (NBC) sustaining programs.
- MORRIS, TED—actor (NBC).
- MORRISEY, MARIE—contralto.
- MORROW, RUTH—singer. (NBC) Four Boys and a Girl.
- MORS, HELEN—torch-singer. (CBS) Fitch Professor; The Grab Bag.
- MORSE, CARLTON E.—(NBC) One Man's Family.
- MORSE, CLYDE—orchestra director. (NBC) Clyde Morse and His Dance Band, Rochester, N. Y.
- MORSE, LEE—crooner. (NBC) sustaining hours.
- MORTLAND, SCOTTY—(NBC) Spratt's Dog Show of the Air.
- MOSES, MONTROSE J.—dramatic critic. (NBC) Spotlights in Drama and Literature.
- MOSHER, AUSTIN—baritone (NBC).
- MOSS, ARNOLD—announcer. (CBS) Kre-Mel Singing Chef.
- MOSS, CARLTON—actor. (NBC) Careless Love.
- MOSS, FRANK—(CBS) Hecker Surprise Party.
- MOSS, JOE—orchestra director. (CBS and NBC) sustaining programs.
- MOSS, WILLIAM—pianist. (CBS) Magic Piano Twins; Pennzoil Parade (guest).
- MOSS AND JONES—harmony comedy team. (NBC) sustaining programs.
- MOYE, CLAUDE W.—(NBC) Pie Plant Pete.
- MUIR, THOMAS—tenor. (NBC) Armour Program; Carnation Contented Program; Fireside Singers.
- MULLEN SISTERS—(NBC) Fleischmann Hour (guests).
- MUMMERY, BROWNING—tenor. (NBC) Maytag Program (with Merrie-men); Men O' Song; San Felician Serenade; Songs of Home Sweet Home; Yeast Foamers.
- MUNN, FRANK—tenor. (NBC) American Album of Familiar Music; Buick Program; Love Songs and Waltzes; Sterling Products Program.
- MURPHY, LARRY—tenor. (CBS) The Dictators; Dixie Serenaders; Friendly Five Footnotes; Fox Fur Trappers; soloist with Freddie Rich's Orchestra.
- MUSICAL ART STRING QUARTET—(NBC) sustaining programs.
- MUSKETEERS, THE—male quartet: Raymond Cobert, Paul Davin, tenors; Marshall Reed, baritone; Henry Swain, bass. (NBC) Major Bowes's Capitol Family.
- MUSSELMAN, HELEN—actress (NBC).
- MUSSELMAN, MILLIE—actress. (NBC) Friendship Town.
- MUZIO, CLAUDIA—soprano. (NBC) Swift Garden Party.
- NABUTOWSKY, MAX—pianist. (NBC) Melody Hour; On Wings of Song.

- NACOOMEE, PRINCESS (See Ruth Griffis).
- NADEAU, RAOUL—baritone. (NBC) Young Artists Light Opera Company; sustaining programs.
- NALLY, MARY—contralto. (NBC) Musical Comedy Hits.
- NAPOLEON, PHIL—orchestra director. (NBC) Rise and Shine.
- NAVARRO, LEON—orchestra director. (CBS) Leon Navarro and His Park Central Orchestra.
- NAVARRO SISTERS, THE—(NBC) Sheaffer Lifetime Revue.
- NBC STRING QUARTET (formerly AMERICAN PRO-ART STRING QUARTET) — Joseph Stopak, Frank Gurowitsch, violins; Leon Fleitman, viola; Oswaldo Mazzuchi, cello. (NBC) sustaining programs.
- NEAL SISTERS—vocalists. (NBC) sustaining hours.
- NEELY, HENRY M.—narrator, master of ceremonies. (NBC) master of ceremonies with Rollickers; Young Artists Light Opera Co.
- NEELY, THOMAS — conductor. (NBC) Sparklets (woodwind ensemble).
- NELL, EDWARD — baritone. (NBC) Cellophane Program.
- NELSON, KATHRYN—contralto. (NBC) Simoniz Guardsmen.
- NELSON, OZZIE—orchestra director. (CBS) Glen Island Orchestra.
- NEUMILLER, HOWARD—(CBS) sustaining programs.
- NEVILLE, HARRY—actor. (NBC) Radio Guild dramas.
- NEWELL, FENWICK — tenor. (NBC) A Song for Today.
- NEWLIN, DICK — saxophonist, clarinetist. (CBS) Back Stage in Radio; Fitch Professor.
- NEWMAN, KATHRYN — soprano. (CBS) Musical Americana.
- NEW WORLD SALON ORCHESTRA —direction Vincent Sorey. (CBS) sustaining programs.
- NEW YORKERS, THE — male quartet. (NBC) sustaining programs.
- NEW YORK PHILHARMONIC-SYMPHONY ORCHESTRA — (CBS) Carnegie Hall series; Stadium Concerts.
- NICHOLS, "RED"—orchestra director. (CBS and NBC) "Red" Nichols's orchestra.
- NICOLINA, ZINAIDA — singer. (CBS) Kodak Week-End (guest); (NBC) Jane Grant's Steero Program; Royal Gypsy.
- NIELSEN, NORMAN — (CBS) Hecker Surprise Party (guest).
- NIESEN, GERTRUDE — torch singer. (CBS) sustaining programs.
- NIESLEY, MYRON—tenor. (NBC) Doric Quartet; Parafine Program.
- NILSEN, ALBERT — pianist. (CBS) Back-stage in Radio; Magic Piano Twins (piano duo with Frank Westphal).
- NOBLE, GENIE—(NBC) Gilmore Circus.
- NOLAN, BOB—orchestra director. (NBC) San Felician Serenade.
- NOLAN, GILL—tenor. (NBC) Sunday Bright Spot.
- NOLL, LOU — singer. (NBC) Sundial Bonnie Laddies.
- NORRIS, YOLANDA—singer, actress. (NBC) Coffee Matinees.
- NORTH, CLYDE—actor. (CBS) Eno Crime Club.
- NORTON, MARY—home economist. (CBS) Magic Piano Twins.
- NOVAK, FRANK—instrumentalist. (NBC) Four Boys and a Girl; Rameses Program.
- NOVALIS, DAVID—violinist. (NBC) sustaining programs.
- NOVIS, DONALD—tenor. (NBC) sustaining programs.
- NOYES, DANA—drama director. (CBS) Love Story Hour.
- NUGENT, HELEN — contralto. (CBS) Charis Musical Revue; Light Opera Gems; Mardi Gras; Melody Magic; Quiet Harmonies; Surprise Package; Vocal Art Trio.
- OBOLENSKY, PRINCESS IVANOVA —narrator. (NBC) Paris Night Life; Youth Matinee.
- O'BRIEN, JOHN—harmonica player (NBC).
- O'CONNELL, WILLIAM — tenor. (NBC) O'cedar Melody Men.
- OELHEIM, HELEN — contralto. (NBC) Jack Frost Melody Moments.

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RADIO PRODUCTIONS

- O'HARE, HUSK—orchestra director. (CBS) Husk O'Hare's Orchestra.
- OHAU SERENADERS — (NBC) sustaining hours.
- OHMAN, PHIL—pianist, two-piano team with Victor Arden. (NBC) American Album of Familiar Music; Big Six of the Air; U. S. Industrial Alcohol; sustaining programs.
- O'KEEFE, WALTER—master of ceremonies. (NBC) Lucky Strike Hour.
- OLDHAM, VERA M.—producer. (CBS) Omar Khayyam.
- OLDS, MARY—narrator. (CBS) Romance of Beauty.
- O'LEARY'S IRISH MINSTRELS—(NBC) sustaining programs.
- OLIVER, PAUL (see Frank Munn).
- OLSEN, GEORGE—orchestra director. (CBS and NBC) Canada Dry; sustaining programs.
- OLSEN, OLE—comedian. (NBC) Fleischmann Hour.
- OLSEN, ROBERT—(CBS) Hecker Surprise Party (guest).
- OLYMPIANS—David Bell, Gilbert Chick, tenors; Joseph Tissier, baritone; Armand Girard, bass; Mynard Jones, director.
- O'MEARA, JERRY—actor. (NBC) Little Orphan Annie.
- O'MORE, COLIN—tenor. (CBS) Musical Americana.
- O'NEAL, WILLIAM — tenor. (CBS) with Fred Berrens's Orchestra; Pontiac Program.
- OPPENHEIMER, DR. ELLA—speaker. (NBC) Your Child.
- O'REILLY, HELEN—(CBS) sustaining programs.
- ORNSTEIN, LEO—pianist. (NBC) sustaining programs.
- ORR, HARVEY—baritone. (NBC) California Trio.
- ORTEGA, SANTOS—actor. (NBC) Blackstone Plantation.
- ORTMAN, BILLY—boy soprano. (NBC) Keys to Happiness.
- OSCAR OF THE WALDORF—cooking expert. (NBC) G. E. Circle.
- OSGOOD, CORNELIA — actress. (CBS) Myrt and Marge.
- OWEN, DAVE—producer. (NBC) First Nighter.
- OWEN, JEANNE—actress. (NBC) Radio Guild dramas.
- OWENS, HARRY—orchestra director. (NBC) Harry Owens's Orchestra.
- OZIAS, BLAKE—(NBC) Learning with the News.
- PACIFIC SERENADERS—dance orchestra. (NBC) sustaining programs.
- PACIFIC TROUBADOURS — (CBS) Kodak Week-End Hour (guests).
- PADGETT, "PAT" — comedian. (NBC) Friendship Town; Maxwell House Show Boat.
- PAGE, BILLY—juvenile actor. (NBC) Memory Lane; sustaining programs.
- PAGE, ELAINE—speaker. (NBC) Woman's Radio Review.
- PAIGE, RAYMOND—orchestra director. (CBS) California Melodies; Kodak Week-End Hour (guest); Omar Khayyam.
- PALMER, EFFIE—singer. (NBC) Sunday at Seth Parker's.
- PALMER, KATHERINE—soprano. (NBC) Jack Frost Melody Moments; Melodic Gems Quartet.
- PALMER, OLIVE (See Virginia Rea).
- PANCHO AND HIS ORCHESTRA—(CBS) sustaining programs.
- PANICO, LOUIS—orchestra director. (CBS) Louis Panico and His Orchestra, from Chicago.
- PANKOW, LORRAINE — actress. (CBS) Bobby Benson.
- PANTELEIEFF, MAX — baritone. (NBC) Great Composers.
- PAPE, LIONEL—actor. (CBS) Eno Crime Club.
- PAPILE, FRANK — accordionist. (CBS) Hart Schaffner and Marx Trumpeters.
- PARANOV, MOSHE—orchestra director. (NBC) Orchestral Gems.
- PARENTAU, ZOEL—orchestra director. (NBC) Musical Melange; Sheer Romance; Silhouettes.
- PARISH, AMOS—fashion authority. (NBC) Coca-Cola program (guest).
- PARKER, FRANK—tenor. (NBC) A & P Gypsies; Big Six of the Air; Cities Service (with Cavaliers); Our Daily Food.
- PARKER, JACK—tenor. (CBS) Kodak Week-End Hour (guest); (NBC) Mobiloil Concerts (with Men About Town trio); The Three Bakers.
- PARKER, RAY—orchestra director. (CBS) Ray Parker's Orchestra.
- PARKS, PAUL—baritone. (NBC) Bayuk Stag Party; Travellers Quartet.
- PARMELEE, DR. H. C.—lecturer. (NBC) sustaining hours.
- PARMENTIER, C. A. J.—organist. (CBS) sustaining hours.
- PARSONS, CHAUNCEY — tenor. (NBC) The Yeast Foamers.
- PARSONS, JOE—narrator. (NBC) Jingle Joe.
- PARSONS, KATHRYN — singer. (CBS) Girl O' Yesterday; Edna Wallace Hooper (guest).
- PASTERNAK, JOSEF — orchestra director. (NBC) Jack Frost Melody Moments.
- PATE, WALTER L. — lecturer. (NBC) sustaining programs.
- PATRI, ANGELO—speaker, psychologist. (CBS) Your Child.
- PATTERSON, PAT—bass. (CBS) Zorex Moth Chasers.
- PATTON, LOWELL — organist, composer. (NBC) Ballads of Happiness; A Song for Today.
- PAULIST CHORISTERS — (NBC) Catholic Hour.
- PEABODY, EDDIE — entertainer, with instrumental ensemble. (NBC) Eddie Peabody program.
- PEARCE, AL—master of ceremonies, singer, comedian, character actor. (CBS) Eb and Zeb.
- PEARL, JACK—comedian. (CBS) Gem Highlights (guest); Ziegfeld Follies of the Air (guest); (NBC) Lucky Strike Hour (Baron Munchausen series).
- PEARSON, CHARLES—bass. (NBC) Ballad Singers; Song Souvenirs.
- PEARSON, DR. R. A.—speaker. (CBS) Columbia Educational Features.
- PEARSON, TED—a n n o u n c e r. (CBS) Greyhound Highway Traveler; (NBC) Day Dreams.

PEARY, HAROLD—baritone. (NBC) Associated Spotlight; Wheatenville.

PECORARO, CHESTER—director string ensemble. (NBC) Rogers Musical Trio; Songs of Home Sweet Home.

PEDRO, DON (Pedro Via)—orchestra director. (NBC) Terrace Gardens Orchestra, Chicago.

PELLETIER, VINCENT—announcer. (NBC) Sheaffer Lifetime Revue.

PEPPLER, RUTH—pianist. (NBC) May We Present; sustaining programs.

PERCY, DAVID—vocalist. (CBS) The Wandering Boy; (NBC) Manhattan Merry-Go-Round.

PERKINS, RAY—comedian. (NBC) The Barbasolist; Fleischmann Hour; The Old Topper.

PERRY, HENRY—bass (NBC).

PERRY, WILLIAM—tenor. (CBS) The Captivators; The Dictators; Thirty Minute Men.

PETCH, GLADYS M.—lecturer. (NBC) sustaining programs.

PETERS, LOWELL—tenor. (NBC) Parade of the States (with Southernaires); Southland Sketches.

PETERSON, CURT—baritone, announcer. (NBC) Rameses Program; Tone Pictures.

PETRIE, HOWARD A.—announcer (NBC).

PETTIS, JACK—orchestra director. (NBC) Hotel New Yorker Dance Orchestra; Sunday Bright Spot.

PHILADELPHIA ORCHESTRA—(CBS) sustaining series of regular concerts; Philco series.

PHILO, VIOLA—soprano. (NBC) Parade of the States.

PICKARD FAMILY (Obediah, Ruth, Bubba, Ann)—(NBC) hill billy programs; Parade of the States.

PICKENS, PEARL—singer, instrumentalist. (NBC) Barbasol Buckaroos.

PICKENS SISTERS (Jane, Helen and Patti)—harmony trio. (NBC) El Toro Week-end Revue; sustaining programs.

PIERCE, JENNINGS—announcer. (NBC) Little Orphan Annie.

PIERRE—accordionist. (NBC) Vermont Lumberjacks.



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- PIGGOTT, EILEEN — soprano. (NBC) Memory Lane.
- PINERO, FRANK—orchestra director. (NBC) Maltex Program.
- PINGLE, WILLIAM—actor. (NBC) Great Personalities.
- PIRNIE, DONALD—baritone. (NBC) sustaining programs.
- PITTS, CYRIL—tenor. (NBC) Armour Program; Carnation Contented Program; Fireside Singers; with Josef Koestner Ensemble; Words and Music.
- PLATT, RICHARD—pianist, piano duo with Beryl Retting. (NBC) Teepee Singers; Willys-Overland Silver Streaks.
- PODMORE, WILLIAM—actor. (NBC) Radio Guild dramas.
- POISTER—pianist. (See Brewer and Poister, two-piano team.)
- POLAK, EMIL J.—director. (NBC) Pacific Feature Hour; Caswell Concert.
- POLESIE, HERBERT—actor. (CBS) Frostilla program.
- POLLACK, BEN—orchestra director. (CBS) Ben Pollack and His Orchestra.
- POLLOCK, MURIEL—pianist, duo-piano with Vee Lawnhurst. (NBC) Lady Bugs; Mixed Doubles in Rhythm; Music Treasure Box.
- PONS, LILY—coloratura soprano. (NBC) G. E. Circle; Metropolitan Opera broadcasts.
- PONSELLE, CARMELA—mezzo-soprano. (NBC) G. E. Circle.
- PONSELLE, ROSA—soprano. (NBC) G. E. Circle.
- PORTER, DAVE—tenor. (NBC) Songs of Memory.
- PORTERFIELD, PHIL—baritone. (CBS) Musical Comedy Memories.
- POST, EMILY PRICE—speaker on etiquette. (NBC) Cellophane Program; G. E. Circle; sustaining programs.
- POST, TOM—actor. (CBS) Myrt and Marge.
- POWELL, E. ALEXANDER—newspaper writer and biographer. (CBS) Catherine Mackenzie Entertains.
- POWERS, MARIE—contralto. (NBC) Through the Opera Glass
- PRAGER, SAM—pianist. (CBS) La Choy Chopsticks; with Helen Nugent; Southern Dairies program.
- PRATHER, LEE—actor. (CBS) Omar Khayyam.
- PREMACK, CHARLES — baritone. (CBS) Blue Moonlight.
- PRESCOTT, ALAN—(NBC) The Wife Saver.
- PRESTON, WALTER — baritone. (NBC) Davey Hour; National Grand Opera; Sing a New Song; Young Artists Light Opera.
- PRICE, GEORGIE—comedian. (CBS) Chase and Sanborn Tea Program; (NBC) Chase and Sanborn Coffee Hour.
- PRICE, NORMAN—tenor. (NBC) The Balladeers; Heel Hugger Harmonies; Enna Jettick Melodies; Sunday at Seth Parker's; Trio Romantique.
- PRIMLEY, MARJORIE — singer, pianist. (NBC) Pacific Vagabonds; Coquettes.
- PRINCE, GRAHAM—orchestra director. (NBC) Graham Prince and His Orchestra, from Palais d'Or.
- PRINGLE, AILEEN—actress. (NBC) Hollywood on the Air.
- PRIOR, ALLAN—(NBC) Jack Frost Melody Moments (guest).
- PRO ART STRING QUARTET—Joseph Stopak, Angelo Sasso, violinists; Jules Tushinsky, viola; Oswaldo Mazzuchi, cellist. (NBC) Morning Musicale.
- PROVO, FRANK—actor (NBC).
- PRUD'HOMME, CAMERON—actor (NBC).
- PRYOR'S BAND—(CBS) Amoco; (NBC) Goodyear Program.
- PURSELL, JUNE—contralto. (NBC) ballad recitals.
- QUESTEL, MAE—actress. (NBC) Betty Boop series.
- QUINE, JOHN—baritone. (NBC) Lone Star Rangers; The Old Singing Master.
- RADCLIFFE, VERNON — dramatic director. (NBC) Country Doctor; Death Valley Days; Friendship Town; K-7; Radio Guild plays; S-R-O.
- RADERMAN, LEW—violinist. (CBS) with Freddie Rich's Columbians (guest); (NBC) Household Helpers; Mobiloil Concert.
- RADIO RUBES—harmony quartet: John Laby, Rufe Davis, Neal Laby, Arby Hall. (NBC) Radio Rubes.
- RAFFETTO, MICHAEL—actor (NBC).
- RAGAINI, AURORA—pianist. (CBS) sustaining programs.
- RAIMONDI, FRANK — orchestra director. (CBS) Frank Raimondi and His Orchestra.
- RAINEY, WILLIAM S.—actor, narrator. (NBC) Coffee Matinee; Great Personalities; Radio Guild dramas.
- RAMBLERS TRIO—(NBC) Club Valspar (guest).
- RAMONA—See Ramona Davies.
- RANDALL, SLATS—orchestra director. (NBC) Slats Randall and His Orchestra.
- RAPEE, ERNO—orchestra director. (NBC) McKesson Musical Magazine; NBC Artists Musicale; NBC Symphonic Hour; Parade of the States; Roxy and His Gang; sustaining symphony programs.
- RAPP, PHIL—master of ceremonies. (NBC) U. S. Industrial Alcohol program.
- RASELY, GEORGE—tenor. (NBC) Morning Musicale; National Light Opera.
- RATH, WILL — actor. (CBS) Witching Hour.
- RAVEL, PAUL—baritone. (NBC) David Guion and His Orchestra.
- RAVENCROFT, JOHN—singer. (CBS) Pabst-Ett Varieties; Pennzoil Parade; (NBC) O' Cedar Melody Men; Song Fellows.
- RAY, HELEN—actress. (CBS) Myrt and Marge.
- RAY, MIRIAM—(CBS) with Fred Berrens's orchestra.
- RAYMOND, RAY—(CBS) Ziegfeld Follies of the Air (guest).
- REA, VIRGINIA (also known as Olive Palmer)—soprano. (NBC) Buick Program; Buick-Olds-Pontiac program; Goodyear Program; National Civic Artists Program.
- READE, JANET—singer. (NBC) Nestle Chocolateers (guest).
- READICK, FRANK—actor. (CBS) The Magic Voice; March of Time; Joe Palooka.
- READDON, CASPAR—harpist. (CBS) Charis Musical Revue.
- RECKNAGEL, DOROTHY—pianist. (NBC) Keys to Happiness.
- RECTOR, GEORGE—restaurateur. (NBC) Our Daily Food.
- REDMAN, DON—orchestra director. (CBS) Don Redman and His Orchestra.

- REED, DAN—actor. (NBC) Stebbins Boys.
- REED, MARSHALL—baritone. (NBC) Major Bowes's Capitol Family.
- REESE, EDWARD—actor. (CBS) Eno Crime Club.
- REESE, TED—tenor, comedian. (NBC) Jay and Ted.
- REEVE, ARTHUR B.—actor. (NBC) G. E. Circle.
- REGAN, PHIL—tenor. (CBS) Robert Burns Panatela Program; with Guy Lombardo's Royal Canadians.
- REGIMENTALISTS, THE (16 voices)—male chorus, direction Keith McLeod. (NBC) sustaining hours.
- REICHMAN, JOE—orchestra director. (CBS) Joe Reichmann and His Orchestra, from St. Louis.
- REID, KAY—contralto. (NBC) sustaining programs.
- REILLY, JAMES—actor. (NBC) Thompkins Corners.
- REINER, FRITZ—conductor. (CBS) Curtis Symphony Orchestra broadcasts.
- REIS AND DUNN—comedy team. (CBS) with Fred Berrens's Orchestra; Mardi Gras.
- REISMAN, LEO—orchestra director. (NBC) Pond's Program.
- RELLA, ELEANOR—actress. (CBS) Myrt and Marge.
- REMSEY, ALICE—contralto. (CBS) Eugene International Revue; Evening in Paris.
- RENARD, JACQUES—orchestra director. (CBS) Camel Quarter Hour.
- RENWICK, KATHARINE—actress. (NBC) Cuckoo program; Making the Movies; Wheat-enville.
- RESER, HARRY—orchestra director. (NBC) Clicquot Club; Frigidaire programs.
- RETTENBERG, MILTON—pianist. (NBC) Cities Service (two-piano team with Frank Banta); Golden Blossoms (two-piano team with Jack Shilkret)
- RETTING, BERYL—pianist, piano duo with Richard Platt. (NBC) Teepee Singers; Willys-Overland Orchestra; Willys-Overland Silver Streaks.
- REVELERS QUARTET—James Melton and Lewis James, tenors; Elliott Shaw, baritone (replaced for part of season by Phil Dewey); Wilfred Glenn, bass. (NBC) Big Six of the Air; Buick Revelers; Chase and Sanborn Hour; Goodyear Program.
- REVELL, NELLIE—(NBC) Interviews; NBC Artists Service Program.
- REVERE, ADRIAN—baritone. (CBS) Hoosier Editor; Musical Memories.
- REY, ALVINO—guitarist, banjoist (NBC).
- REYES, JUAN—pianist. (NBC) sustaining programs.
- REYES, REVVA—vocalist. (NBC) sustaining programs.
- REYNOLDS, BRADFORD—tenor. (CBS) The Dictators; Jay C. Flippen-cies; with Freddie Rich's Orchestra; Round Towners Quartet; Weed Tire Chain Program.
- RHYMER, PAUL—actor. (NBC) Vic and Sade.
- RHYTHM BOYS—See Paul Whiteman's Rhythm Boys.
- RIBICH, IVAN—tenor. (NBC) Balkan Mountain Men.
- RICE, AL—tenor. (CBS) Zorex Moth Chasers.
- RICE, BOB—singer. (NBC) with George Olsen's Orchestra.
- RICE, EDWARD—violinist. (NBC) sonata recitals with Charles Gilbert Spross, pianist.
- RICE, GLADYS—soprano. (NBC) Lucky Strike; Mobil-oil Concert; Parade of the States.
- RICE, GRANTLAND—sports writer. (NBC) Coca Cola Program; What Would You Do?
- RICE, HERBERT—author of scripts, actor. (CBS) Bobby Benson; H-Bar-O Rangers.
- RICE STRING QUARTET—(NBC) sustaining programs.
- RICH, FREDDIE—orchestra director. (CBS) All-American Football Show; The Columbians; The Daguerreotypes; Dixie Serenaders; Friendly Five Footnotes; Jay C. Flippen-cies; Manhattan Serenaders; Mardi Gras; The Melody Makers; Mennen Program; The Merrymakers; Rhythm Choristers; Rhythm Kings; Thirty Minute Men; Vitality Personalities.
- RICHARDS, HELEN—(CBS) Vitality Personalities (guest).
- RICHMAN, HARRY—singer, master of ceremonies. (CBS) Gerardine Program; Chase and Sanborn program.
- RICHMAN, JOE—orchestra director. (CBS) Joe Richman's Orchestra, from St. Louis.
- RIDGES, STANLEY—actor. (NBC) Dangerous Corner.
- RIEGGER, GERALDINE—(NBC) Cheerio.
- RIEHL, J. OLIVER—orchestra director. (NBC) Lowe Brothers Program.
- RINES, JOE—orchestra director. (NBC) Iodent Club of the Air.
- RIPLEY, ROBERT L.—(NBC) Dunlop Tire Program; Esso Program.
- RKO-LIANS—orchestra, direction Milton Schwarzwald. (NBC) RKO Theatre of the Air.
- ROBBINS, BARBARA—actress. (NBC) Dangerous Corner.



Paula
HEMINGHAUS

Contralto

WHO IS HEARD ON
MANY IMPORTANT
HOURS OVER
NBC NETWORKS

- ROBERTS, JOE—orchestra director. (NBC) Joe Roberts's Orchestra from Hotel Drake. Chicago.
- ROBERTS, KENNETH—announcer. (CBS) The Bath Club; Blue Coal Radio Revue; Camel Quarter Hour; Cremo Presents Bing Crosby; Music That Satisfies (Chesterfield); Angelo Patri, "Your Child"; Pillsbury Pageant; Singin' Sam, the Barbasol Man.
- ROBERTS, LEE—pianist, composer. (NBC) Sperry Smiles; Old Memory Box; (CBS) Shell Happytime.
- ROBERTS, RAE POTTER—contralto. (NBC) Summer Symphony.
- ROBESON, PAUL—baritone. (CBS) Kodak Week-End Hour (guest); Ziegfeld Follies of the Air (guest); (NBC) G. E. Circle.
- ROBINSON, ROGER—baritone. (CBS) Wonder Hour (guest); (NBC) Melody Lane.
- ROBISON, CARSON—singer, director ensemble. (NBC) Carson Robison and His Barbasol Buckaroos.
- ROBISON, WILLARD—orchestra director. (CBS) Kodak Week-End Hour (guest).
- ROBYN, WILLIAM ("Wee Willie")—tenor. (CBS) Venida.
- RODEMICH, GENE—orchestra director. (NBC) Hollywood Nights; Manhattan - Merry-Go-Round.
- RODGERS, JOSEPH—orchestra director. (NBC) Hollywood Serenaders; South Sea Islanders.
- RODIER, RENEE—actress. (CBS) Dr. Fu Manchu.
- ROGERS, BUDDY—orchestra director. (NBC) California Cavaliers Orchestra.
- ROGERS, RUTH—soprano. (NBC) Enna Jettick Melodies.
- ROGERS, WILL—humorist. (CBS) Ziegfeld Follies of the Air (guest).
- ROLFE, B. A.—orchestra director. (NBC) Ivory Program; Modern Rhythm Makers.
- ROLLICKERS QUARTET—Clair Brewer, Victor Hall, tenors; William Scholtz, baritone; James Davies, bass; Clifford Lang, accompanist. (NBC) Shumilk Program.
- RONDOLIERS QUARTET—(CBS) soloists with Ernie Golden's Orchestra; Sylvanians; (NBC) Frigidaire Program.
- RONFORTH MINIATURE SYMPHONY (Chicago)—(CBS) sustaining hours.
- RONSON, ADELE—actress. (CBS) Buck Rogers; (NBC) Collier's Program; The Goldbergs; Radio Guild; True Story.
- ROOSEVELT, MRS. FRANKLIN D.—speaker. (NBC) Pond's Program.
- ROSE, BILLY—(NBC) Three Shades of Blue.
- ROSE, DAVE—pianist, piano duo with Whitey Berquist. (NBC) Armour Program.
- ROSE, HARRY—comedian. (CBS) Sunday Matinee of the air.
- ROSE, JACK—guitarist, banjoist. (NBC) The Week Enders.
- ROSE, MILDRED—soprano. (CBS) Ballad Hour; Columbia Artist Recital.
- ROSE, PETER DE—singer. (NBC) Breen and de Rose.
- ROSEBROOK, LEON—orchestra director. (NBC) Black and Gold Room Orchestra; Garden Melodies; Veronica Wiggins programs.
- ROSEDALE, LILLIAN—singer. (NBC) Major Bowes's Capitol Family.
- ROSELEIGH, JACK—actor. (CBS) Eno Crime Club; (NBC) Red Adams.
- ROSENHOLTZ, IRVING—pianist. (NBC) with the Banjoleers.
- ROSENKER, MICHAEL—violinist. (NBC) Jack Frost Melody Moments.
- ROSLEY, ADRIAN—actor. (CBS) Roses and Drums.
- ROSS, BILLY—tenor. (NBC) soloist with The Banjoleers.
- ROSS, DAVID—conductor. (CBS) Roxy Theatre Orchestra.
- ROSS, DAVID—announcer, narrator. (CBS) Bourjois; Cremo Program; Friendly Five Footnotes; Gerardine; Lovely Lady; Love Story Hour; Poet's Gold; Threads of Happiness; To the Ladies.
- ROSS, DON—baritone. (CBS) Back Stage in Radio; Don Ross with Organ.
- ROSS, EVELYN—singer. (CBS) with Freddie Rich's Orchestra; Do-Re-Mi Trio.
- ROSS, FREDDY—composer-pianist, blues singer. (CBS) Wednesday Matinee; The Grab Bag.
- ROSS, LANNY—tenor. (CBS and NBC) Maxwell House Tune Blenders; (NBC) Maxwell House Ensemble; Maxwell House Show Boat.
- ROSS, MAYBELLE—singer. (CBS) with Freddie Rich's Orchestra; Do-Re-Mi Trio.
- ROTHIER, LEON—bass. (NBC) NBC Artists Service program.
- ROUND TOWNERS, THE—male quartet, directed by Irving Weil; Brad Reynolds, Carlton Boxill, tenors; Evan Evans, baritone; Lon McAdams, bass. (CBS) Freddie Rich's Orchestra; the Columbians; Jay C. Flippen-cies.
- ROWELL, GLENN—comedian. (NBC) Gene and Glenn.
- ROWLAND, EUGENE—tenor. (NBC) Popular Varieties.
- ROYAL CANADIANS—orchestra, direction Guy Lombardo. (CBS) The Bright Spot; Robert Burns Panatela.
- ROYLE, CAPT. WILLIAM—actor, master of ceremonies. (NBC) Associated Spotlight.
- RUBINOFF, DAVE—violinist, orchestra director. (NBC) Chase and Sanborn Hour.
- RUDISILL, IVAN—orchestra director. (NBC) Bayuk Stag Party.
- RUFFNER, "TINY"—announcer. (NBC).
- RUGGLES, WESLEY—motion picture director. (NBC) Hollywood on the Air.
- RUHF, FRANK—tenor. (CBS) Madison Singers.
- RUNYAN, CHARLES—organist. (NBC).
- RUSH, EDNA—contralto. (CBS) with Fred Berrens's Orchestra.
- RUSSELL, DANIEL—announcer. (NBC) Tish sketches.
- RUSSELL, JACK—orchestra director. (CBS) Jack Russell's Orchestra.

- RUSSELL, RUTH—actress. (NBC) The Country Doctor; The Girl Who Lives Next Door.
- RUSSELL, SHERIDAN—cellist. (NBC) soloist G. Washington Concert Orchestra.
- RUSSIAN MALE CHOIR—direction Ivan Velikanoff. (CBS) Kodak Week-end Hour (guest).
- RUSSO, DAN—orchestra director. (CBS) Dan Russo's Orchestra, from Chicago.
- RUTH, VIVIAN—(CBS) soloist with Fred Berrens's Orchestra.
- RYBB, DAN—orchestra director. (CBS) Luden's Novelty Orchestra.
- SAGERQUIST, ERIC—orchestra director. (NBC) First Nighter.
- SALATHIEL, LEON—bass. (NBC) Enna Jettick Melodies.
- SALERNO, LAWRENCE—baritone. (NBC) Little Orphan Annie.
- SALON CONCERT ENSEMBLE—direction Walberg Brown. (NBC) sustaining programs.
- SALT LAKE CITY TABERNACLE CHOIR—(CBS) sustaining programs.
- SALTER, HARRY—orchestra director. (CBS) Frostilla Broadcast Rehearsal; Real Folks; (NBC) Esso; Friendship Town; Hinds Honey and Almond; Thompkins Corners.
- SALZEDO, CARLOS—harpist, soloist with Salzedo Harp Ensemble. (CBS) Kodak Week-End Hour; Library of Congress series.
- SALZEDO HARP ENSEMBLE—(CBS) Kodak Week-End Hour (guests); Library of Congress series.
- SAMAROFF, NICOLAI—bass. (NBC) Nestle's Chocolateers.
- SAMS, WILLIAM—actor. (CBS) Eno Crime Club; (NBC) Biblical Dramas; Phantom of Crestwood.
- SAMUELS, WALTER G.—pianist, (CBS) Pebeco Play Boys.
- SANCHEZ, E. BORDMAN—tenor. (NBC) Young Artists Light Opera.
- SANDERSON, JULIA—singer. (CBS) Bond Bread; (NBC) Blackstone Plantation.
- SANFORD, HAROLD—orchestra director. (NBC) Mr. Bones and Co.; Great Personalities; Piccadilly Circus; Two Seats in the Balcony; Young Artists Light Opera.
- SANNELLA, ANDY—orchestra director, saxophonist. (NBC) Boscul All-Star Orchestra; Frigidaire programs; Rexall Radio Party; Sampler Orchestra; Sannella and Herman; (CBS) Fred Allen's Bath Club Revue.
- SANTRY, MARGARET—mistress of ceremonies. (CBS) The Bath Club.
- SAPIRA, SYLVIA—pianist. (CBS) Bach's "Well-Tempered Clavichord" series.
- SARGENT, DOLLO—organist (NBC).
- SARGENT, JEAN—torch singer. (CBS) Ziegfeld Follies of the Air (guest); (NBC) Manhattan-Merry-Go-Round.
- SARGENT (JOE) AND ROSS (STUART)—song and piano team. (NBC) Fleischmann Hour (guests); (CBS) Keller, Sargent and Ross.
- SASSO, ANGELO—violinist. (NBC) Morning Musicale; Pro Art String Quartet.
- SAVAGE, MURIEL—soprano. (NBC) Mid-Week Federation Hymn Sing.
- SAXBE, MARVIN—guitarist. (NBC) Old Pappy; The Three Bees.
- SCANLAN, WALTER—tenor. (CBS) Travelers Quartet.
- SCHAEFFER, HELEN—contralto. (NBC) Classic Varieties.
- SCHAFER, FLOYD—orchestra director. (NBC) The Frigidairians.
- SCHIEFF, FRITZI—soprano. (CBS) Bath Club (guest).
- SHELLING, ERNEST—pianist, conductor. (CBS) New York Philharmonic-Symphony Children's Concerts.
- SCHERBAN, GEORGE—orchestra director. (NBC) Hotel New Yorker Orchestra.
- SCHUEYERMAN, CHARLES—orchestra director. (NBC) Charles Scheuerman and His Orchestra, from Denver.
- SCHILLER, NORA—(CBS) Hecker Surprise Party (guest).
- SCHIPA, TITO—tenor. (NBC) Metropolitan Opera broadcasts.
- SCHIRMER AND SCHMITT—piano duo. (NBC) sustaining programs.
- SCHMIDT, REINHOLD—bass. (NBC) Armour Program; Carnation Contented Program; Fireside Singers; Words and Music.
- SCHOCK, JEAN—singer, musical director. (CBS) Three Shades of Blue.
- SCHOLTZ, WILLIAM—baritone. (NBC) Maltex Safety Soldiers; Shumilk Program (with Rollickers).
- SCHON, KENNETH—bass. (CBS) Hoosier Editor; Musical Memories.
- SCHOOLER, DAVE—orchestra director. (NBC) Dave Schooler's Music.
- SCHUDT, BILL—narrator. (CBS) Bill Schudt's Going to Press.
- SCHULKERS, ROBERT FRANC—actor. (NBC) Seckatary Hawkins.
- SCHUMAN, HENRIETTA—pianist. (NBC) Modern Instrumentalists Trio; with David Novalis; sustaining programs.
- SCHUMANN-HEINK, ERNESTINE—contralto. (NBC) G. E. Circle (guest).
- SCHUTT AND LIEBERFELD—piano duo. (NBC) A & P Dance Gypsies.

Hal K. Dawson

CHARACTER PORTRAYER

G. E. CIRCLE — FULLER
BRUSH — ROSES AND
DRUMS — HAMILTON
WATCH — GREAT MO-
MENTS IN HISTORY —
FROSTILLA — STEBBINS
BOYS — NIAGARA HUD-
SON—AND OTHER NET-
WORK PROGRAMS

4415 - 43rd Ave.

Long Island City

STillwell 4-2674

or

Lambs Club, New York

- SCHWARZWALD, MILTON—orchestra director. (NBC) RKO Theatre of the Air.
- SCIARETTI, ALBERTO—pianist. (NBC) two-piano recitals with Levitzki.
- SCIONTI, SILVIO—pianist. (NBC) NBC Artists Service Musicale.
- SCOTT, FREDDIE—(NBC) Sinclair Wiener Minstrels.
- SCOTT, IVY—soprano. (NBC) May We Present; Young Artists Light Opera.
- SCOTTI, WILLIAM—saxophonist, orchestra director. (NBC) Hotel Pierre Orchestra.
- SEAGLE, JOHN—baritone. (NBC) Big Six of the Air; Cities Service (with Cavaliers); Our Daily Food.
- SEAGRAM, WILFRED—actor. (CBS) Crime Club; (NBC) Radio Guild dramas.
- SEAMAN, LADDIE—actor. (CBS) Real Folks; (NBC) Phantom of Crestwood; Thompkins Corners.
- SEARS, CHARLES—tenor. (NBC) Melody Lane.
- SEAY, FRANK—actor. (CBS) Myrt and Marge.
- SECRET, CECIL—actor (NBC) Household Institute.
- SEIDEL, EMIL—pianist. (CBS) Singin' Sam; Happy Rambler.
- SEIDEL, TOSCHA—violinist. (CBS) Howard Barlow's Orchestra; Pillsbury Pageant.
- SEIDENMAN, SIDNEY—music director. (NBC) National Radio Forum.
- SELVIN, BEN—orchestra director. (NBC) Dance with Countess d' Orsay.
- SEMLER, ALEX—pianist. (CBS) sustaining programs.
- SERVOSS, MARY—actress. (NBC) Dangerous Corner.
- SEVERI, GINO—musical director (CBS).
- SHACKLEY, GEORGE—musical director. (NBC) Adventures of the Safety Soldiers; Friendly Hour; National Vespers; National Youth Conference.
- SHAND, TERRY—pianist, composer, singer. (NBC) Four Boys and a Girl.
- SHAPIRO AND SHEFTER — two-piano team. (CBS) sustaining programs.
- SHARNOVA, SONIA—contralto. (NBC) NBC Artists Service Musicale.
- SHARPE, DORIS—singer. (CBS) sustaining programs.
- SHAW, BILLIE—orchestra director. (CBS) Asbury Park Casino Orchestra.
- SHAW, ELLIOTT—bass. (NBC) Big Six of the Air; Cities Service (with Cavaliers); Goodyear Program; Our Daily Food.
- SHEERER, KATHRINE—(NBC) The Three Graces.
- SHEERER, LOUISE—(NBC) The Three Graces.
- SHELLEY, FRANCES—singer. (CBS) Vitality Personalities (guest).
- SHELLEY, WILLIAM—actor. (CBS) Buck Rogers; (NBC) Mr. Bones and Co.; Danger Fighters; Death Valley Days; Orange Lantern mystery dramas; Radio Guild dramas.
- SHELTON, GEORGE—comedian (CBS) Chesterfield Program.
- SHERMAN, MAURICE—orchestra director. (NBC) Maurice Sherman's Orchestra, from Chicago.
- SHERRIS, MARLEY R.—bass, announcer, narrator. (NBC) The Balladeers; Mouth Health; Preventing Mouth Trouble; sustaining programs.
- SHEVLIN, JOHN—tenor. (NBC) Sweetheart Program.
- SHIELDS, MARCELLA—actress. (NBC) Margie, the Steno.
- SHIELDS, ROY—orchestra director. (NBC) Armour Program; Iodent Program with Jane Froman; School Room Frolics; Sinclair Wiener Minstrels.
- SHILKRET, JACK—orchestra director, pianist. (CBS) Beau Brummel of Song; (NBC) Big Ben's Dream Dramas; Blackstone Plantation; Golden Blossoms (in piano duo).
- SHILKRET, NATHANIEL—orchestra director. (CBS) Chesterfield—Music That Satisfies; Kodak Week-End Hour; (NBC) Mobiloil Concert; Smith Brothers.
- SHIRLEY, ALFRED—actor. (CBS) Eugene International Revue; (NBC) Caravan; Radio Guild dramas: Scenes from Dickens.
- SHOLL, JEANNETTE — soprano. (NBC) Familiar Songs.
- SHOLLE, GEORGE—xylophonist. (NBC) Week Enders.
- SHOPE, HENRY—tenor. (NBC) Big Six of the Air; Cities Service (with Cavaliers); Davey Hour; Our Daily Food.
- SHUCHARI, SADAH—violinist. (NBC) Civic Concerts; Music Treasure Box (guest).
- SHUTTA, ETHEL—singer. (CBS and NBC) Canada Dry; sustaining programs, with George Olsen's Orchestra.
- SILBER, ROSLYN—juvenile actress. (NBC) The Goldbergs.
- SILVA, VIOLA—contralto (CBS and NBC).
- SILVER, LOUIS—orchestra director. (CBS) Richman Brothers Program; (NBC) Big Six of the Air with Al Jolson.
- SILVERS, SID—comedian. (CBS and NBC) Canada Dry.
- SIMMONDS, ARLIE—orchestra director. (CBS) Arlie Simmonds and His Orchestra, from Kansas City.
- SIMMONS, PAUL—baritone. (CBS) sustaining programs.
- SIMMONS, ROBERT—tenor. (NBC) Campbell Orchestra.
- SIMON, SEYMOUR—orchestra director. (NBC) Orchestra from Hotel Teller, Detroit.
- SIMPSON, RALPH—tenor. (NBC) Tangee Musical Dreams.
- SIMS, LEE—pianist. (NBC) Piano Moods (with Homay Bailey).
- SINCLAIR, HORACE — actor (NBC).
- SINGISER, FRANK—narrator. (NBC) Our Daily Food.
- SIPLE, PAUL—(NBC) What Would You Do?
- SISSLE, NOBLE—orchestra director. (CBS) Noble Sissle's Orchestra.
- SIVERSON, CHARLES W.—orchestra director. (NBC) Summer Symphony.
- SKINNER, CORNELIA OTIS—(CBS) Kodak Week-End Hour (guest).
- SKOLSKY, SIDNEY—columnist. (CBS) Gerardine Midsummer Nights.
- SKULNIK, MENASHE—actor. (NBC) The Goldbergs.
- SLATTER, CAPT. JOHN—bandmaster. (NBC) 48th Highlanders Military Band.



Dusolina Giannini
Dramatic Soprano

● GUEST ARTIST

Berlin Staatsoper
Hamburg Opera
Vienna Opera
Budapest Opera
Covent Garden

● RADIO APPEARANCES

Atwater Kent Hour
General Electric Hour

NBC ARTISTS SERVICE

George Engles, Managing Director

711 Fifth Avenue, New York

Steinway Piano

Victor Records

- SMALL, EDGAR P.—tenor. (CBS) Eight Sons of Eli.
- SMALL, PAUL—vocalist. (NBC) with George Olsen's Orchestra.
- SMART, JACK—actor. (CBS) Fred Allen's Bath Club Revue; March of Time.
- SMECK, ROY—banjoist. (CBS) Kodak Week-End Hour (guest).
- SMITH, DANIEL F.—tenor. (CBS) Eight Sons of Eli.
- SMITH, EARL—singer. (CBS) Back Stage in Radio.
- SMITH, EDWARD H.—reader. (NBC) Mood Oriental; Top o' the Morning.
- SMITH, ERNIE—sports commentator. (NBC) Demi-Tasse Revue.
- SMITH, FRED—tenor. (NBC) Parade of the States.
- SMITH, HARL—orchestra director. (CBS) Harl Smith's Orchestra.
- SMITH, HOMER—tenor. (NBC) Parade of the States (with Southernaires); Southland Sketches.
- SMITH, JACK—baritone. (CBS) Musterole Program; (NBC) Absorbine, Jr., Program.
- SMITH, KATE—crooner. (CBS) La Palina.
- SMITH, MARK—actor. (CBS) Pollyanna, The Glad Girl.
- SMITH, MARY—actress. (NBC) The Girl Who Lives Next Door.
- SMITH, OLIVER—tenor. (NBC) Jack Frost Melody Moments.
- SMITH, STANLEY—orchestra director. (CBS) Stanley Smith and His Orchestra.
- SMITH, TOM—vocal and instrumental duo with Dud Williamson (NBC).
- SMITH, WALTER—orchestra director. (NBC) Smith's Orchestra programs from The Shell, Quincy, Mass.
- SMOLEN, MILAN—pianist. (NBC) Music Treasure Box; sustaining piano programs.
- SMOLENS, MAX—orchestra director. (CBS) Evening in Paris.
- SMYTHE, J. ANTHONY—actor (NBC).
- SNYDER, ARTHUR—actor. (CBS) The Magic Voice.
- SNYDER, DICK—orchestra conductor. (NBC) Dick Snyder and His Orchestra.
- SOBOL, LOUIS—columnist. (NBC) Lucky Strike Dance Hour.
- SODERLING, WALTER—actor. (CBS) Buck Rogers.
- SODERO, CESARE—orchestra director. (NBC) Grand Opera; Great Composers; NBC Artists Service Musicale; NBC Concert Orchestra; National Civic Artists programs; National Grand Opera; National Light Opera; Through the Opera Glass.
- SONGFELLOWS—male quartet: George Howard, John Ravenscroft, Francis Bastow, Ray McDermott. (NBC) sustaining hours.
- SONGSMITHS—male quartet: Randolph Weyant, Harold ("Scrappy") Lambert, tenors; Leonard Stokes, baritone; Robert Moody, bass; Kenneth Christy, accompanist. (NBC) Buick-Olds-Pontiac Program; Making the Movies; Maxwell House Ensemble; The Musical Showmen; Texaco.
- SONGSTERS, THE—male octet, direction Keith McLeod. (NBC) sustaining hours.
- SOREY, VINCENT—orchestra director. (CBS) Columbia Revue; The Gauchos; Melody Parade; Melody Magic; Morning Minstrels; New World Salon Orchestra; Quiet Harmonies; Salon Musicales; Madison String Ensemble.
- SOSNIK, HARRY—pianist, orchestra director. (CBS) Fitch Professor; Magic Piano Twins; Pennzoil Parade of Melodies; (NBC) Melody Lane.
- SOTHERN, SALLY—singer. (CBS) Pertussin Playboys; Southern Dairies Program.
- SOUBIER, CLIFFORD—(NBC) Candle Lightin' Time; First Nighter; Old Pappy; Sinclair Wiener Minstrels.
- SOUSA'S BAND—(NBC) Good-year Program.
- SOUTHERNAIRES—male quartet: Homer Smith, Lowell Peters, tenors; Jay Toney, baritone; William Edmonson, bass and director. (NBC) Careless Love (Negro dramatic sketches); Harlem Fantasy; Parade of the States (guests); Slow River; Southland Sketches.
- SOUTHERN HARMONY FOUR—Negro vocal quartet: Eugene Anderson, W. W. Barker, Saunders King, Alvin Nurse. (NBC) Carnation-Albers Crosscuts from the Log o' the Day.
- SPAETH, SIGMUND—pianist, commentator. (NBC) Keys to Happiness; The Song Sleuth; The Tune Detective; Yesterday and To-day.
- SPEAKS, MARGARET—soprano, member Hummingbirds Trio. (CBS) Musterole.
- SPECHT, PAUL—orchestra director. (CBS) Paul Specht Orchestra; Tydol Jubilee.
- SPENCE, CLARA ALDEN—household economics speaker. (CBS) Airy Fairy Singer; sustaining programs.
- SPENCER, EDITH—actress. (NBC) Friendship Town.
- SPENCER, KENNETH—Negro baritone (NBC).
- SPICER, EARLE—baritone. (NBC) The Fuller Man.
- SPITALNY, H. LEOPOLD—orchestra director. (NBC) Sheaffer Lifetime Revue.
- SPITALNY, PHIL—orchestra director. (CBS) Palm Beach Program; (NBC) Nestle's Program; Phil Spitalny's Tea Dansante.
- SPROSS, CHARLES GILBERT—composer-pianist. (NBC) sustaining programs; sonata recitals with Edward Rice.
- STAIGERS, DEL—cornetist. (CBS) Kodak Week-End Hour (guest); (NBC) Goldman Band Concerts.
- STANBURY, DOUGLAS—baritone. (NBC) Mobiloil Concert; General Motors Program.
- STANFORD, ELDORA—soprano. (NBC) sustaining programs.
- STANLEY, AILEEN—singer. (NBC) Major Bowes's Capitol Family; soloist with Paul Whiteman's Orchestra.
- STANLEY, JAMES—bass. (CBS) Kodak Week-End Hour (guest); (NBC) Bayuk Stag Party; Davey Hour.
- STANNARD, WILLIAM J.—bandmaster. (CBS and NBC) U. S. Army Band.
- STANTON, HARRY—bass. (NBC) Doric Quartet.
- STARKY, LOUISE—actress. (NBC) Clara, Lu 'n' Em.

- STAUFFER, DONALD—drama director. (CBS) March of Time.
- STEELE, MARY — soprano. (NBC) Your Hour.
- STEHLI, EDGAR—actor. (CBS) Buck Rogers; Eno Crime Club.
- STEINKE, WILLIAM — actor. (NBC) Jolly Bill and Jane.
- STERN, HAROLD—orchestra director. (CBS) Park Central Hotel Orchestra; St. Moritz Hotel Orchestra; sustaining programs.
- STERNEY, GEORGE — tenor. (CBS) Harold Stern's Orchestra.
- STEVENS, BOB—tenor. (NBC) California Trio.
- STEVENS, CARLYLE—announcer. (CBS) American School of the Air; The Lockharts; Venida Program; Nell Vinick Beauty Talk.
- STEVENS, LEIGH—choral director. (CBS) The Four Clubmen; The Madison Singers; The Melodeers.
- STEVENSON, WALTER — bass. (NBC) Melody Lane.
- STEWART, ELLIOTT — tenor. (NBC) Maytag Program (with Merrie-men); Men O' Song; San Felician Serenade; Songs of Home, Sweet Home.
- STEWART, KATHLEEN — pianist. (NBC) May We Present.
- STEWART, NATHAN — baritone (NBC).
- STICKLES, WILLIAM—orchestra director. (NBC) The Old Singing Master.
- STIX, THOMAS L. — narrator. (NBC) interviews with literary personalities; (CBS) America's Grub Street Speaks.
- STOESS, WILLIAM—orchestra director. (NBC) Flying Dutchmen; Tangee Musical Dreams.
- STOKES, HAROLD—orchestra director, pianist. (NBC) Carnation Contented Program; Maze of Melody; Mid-week Musicale; Musical Moments; Radio Troubadours; Rhythm Ramblers; Rhythmic Serenade; San Felician Serenade; Swanee Serenaders; Willys-Overland Orchestra; Willys-Overland Silver Streaks (piano duo with Carl Hoefle).
- STOKES, LEONARD — baritone. (CBS) Today and Yesterday (with Dupont Quartet); (NBC) Buick-Olds-Pontiac; Making the Movies; Maxwell House Ensemble; The Musical Showmen; Texaco.
- STOKOWSKI, LEOPOLD—conductor. (CBS) Philadelphia Orchestra concerts (sustaining); Philco series of Philadelphia Orchestra concerts.
- STONE, GREGORY — pianist. (CBS) Luden's Novelty Orchestra; (NBC) The Gypsy Queen; Royal Gypsy.
- STOPAK, JOSEPH—violinist. (NBC) American Pro-Art String Quartet; Fiddle and I; Mr. and Mrs. Fiddle; McKesson Musical Magazine (dir. string ensemble); Morning Musicale (with Pro-Art Quartet); Music Treasure Box; On Wings of Song; sonata revivals with Josef Honti; dir. Josef Stopak String Ensemble.
- STOWE, LESLIE—actor. (CBS) Buck Rogers in the Year 2432.
- STRAIGHT, CHARLIE — orchestra director. (CBS) Charlie Straight and His Orchestra.
- STRAUSS, ROBERT W. — actor. (NBC) Moonshine and Honeysuckle; Stebbins Boys.
- STRELKOFF, SERAPHIN — baritone. (CBS) Hecker Surprise Party (guest).
- STRELOVA, SERAPHINA—soprano. (NBC) Classic Varieties.
- STRETZ, FRANK—orchestra director. (CBS) Pertussin Playboys.
- STRINGWOOD ENSEMBLE—(NBC) Charles Hart, director.
- STROLLERS QUARTET — (NBC) Silhouettes.
- STRONG, THEODORE — organist, musical director. (CBS) Shell Happy Time.
- SUKOENIG, SIDNEY — pianist. (NBC) NBC Artists Service Program.
- SULLIVAN, ED—columnist. (CBS) Gem Highlights (guest); Gerardine Program.
- SULLIVAN, HOGE—master of ceremonies. (NBC) Vermont Lumberjacks.
- SUNBIRDS — string ensemble. (NBC) sustaining programs.

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- SUSKIND, SEYMOUR—violinist. (NBC) Melody Hour (with Birkenholz String Quartet).
- SUTHERLAND, ANNE S.—actress. (NBC) Moonshine and Honeysuckle.
- SUTHERLAND, ARTHUR T.—baritone. (CBS) Eight Sons of Eli.
- SUTHERLAND, DON—tenor. (CBS) Songs of Romance.
- SUTTON, VIDA RAVENSCROFT—lecturer. (NBC) The Magic of Speech.
- SWAIN, HENRY—bass. (NBC) Major Bowes's Capitol Family.
- SWARTHOUT, GLADYS—mezzo-soprano. (NBC) G. E. Circle (guest).
- SWEET, ROGER—tenor (NBC) Three Shades of Blue; Upstaters Quartet.
- SWEETSER, NORMAN—master of ceremonies. (NBC) Club Valpar.
- SWENSON, ALFRED—actor. (NBC) Blackstone Plantation; Great Personalities.
- SWENSON, SWEN—(NBC) Swen Swenson and His Swede Hearts.
- SYLVIA, MME. (Mrs. Edward Leiter)—beauty talks. (NBC) G. E. Circle.
- TANNER, ELMO—singer. (CBS) Ted Weems's Orchestra.
- TANNER, PEARL KING—actress (NBC).
- TAPLINGER, BOB—interviewer. (CBS) Meet the Artist series.
- TAYLOR, DEEMS—commentator. (NBC) Metropolitan Opera broadcasts.
- TAYLOR, EVA—actress, singer. (NBC) Careless Love; Harlem Fantasy; The Marionettes; Slow River; and other programs.
- TAYLOR, F. CHASE—comedian. (CBS) The Gloom Chasers—Stoopnagle and Budd; Pontiac Program.
- TAYLOR, GAIL—soprano. (NBC) Paraffine Program.
- TAYLOR, IRENE—contralto. (NBC) Yeast Foamers (with Charlie Agnew's Orchestra); sustaining program.
- TAYLOR'S, PAUL, QUARTET—(NBC) Gilmore Circus.
- TEDRO, HENRIETTA—juvenile actress. (NBC) Little Orphan Annie; Rin-Tin-Tin-Thriller.
- TEELA, DICK—tenor. (NBC) with Harold Stokes's Orchestra.
- TENNYSON, JUANITA—soprano. (CBS) Hecker Surprise Party (guest).
- TERHUNE, ALBERT PAYSON—author. (NBC) G. E. Circle.
- TERRISS, TOM—(NBC) Adventure Sketches.
- TETLEY, WALTER CAMPBELL—(NBC) NBC Children's Hour.
- THEIS, HENRY—orchestra director. (NBC) Henry Theis and His Orchestra.
- THEREMIN ELECTRO ENSEMBLE—(CBS) sustaining programs.
- THIBALDT, CONRAD—baritone. (CBS) Luden's Novelty Orchestra; (NBC) Through the Looking Glass.
- THOMAS, EDNA—singer (CBS) sustaining programs; (NBC) Careless Love.
- THOMAS, FRED—actor (NBC) Little Orphan Annie.
- THOMAS, JOHN CHARLES—baritone. (CBS) Five Star Theatre; (NBC) NBC Artists Service.
- THOMAS, LOWELL—news commentator. (NBC) Literary Digest Topics in Brief; Today's News.
- THOMASON, ADELINA—actress. (NBC) Cuckoo Program; Stebbins Boys.
- THOMPSON, HENRY—tenor (NBC).
- THOMPSON, SAM—tenor. (NBC) Maytag Orchestra.
- THORGERSEN, EDWARD—announcer (NBC).
- THORPE, MERLE—lecturer on business affairs. (NBC) Our Vanishing Freedom.
- THREE JESTERS—(NBC) sustaining programs.
- THREE KEYS (Slim, Bon Bon and Bob)—Negro harmony trio. (NBC) sustaining programs.
- THREE ORPHANS—vocal trio. (NBC) Headlines; Week Enders.
- THREE SHADES OF BLUE—girls' harmony trio, direction Jean Schock (CBS).
- THREE X SISTERS—harmony trio. (CBS) sustaining programs.
- THURSTON, HOWARD—magician. (NBC) Swift & Co.
- TIBBETT, LAWRENCE—baritone. (NBC) Voice of Firestone.
- TIBBETT, MARY—singer. (NBC) The Old Singing Master.
- TINNEY, COL.—master of ceremonies. (CBS) March of Time; Three X Sisters.
- TIPPETT, MARY—soprano. (CBS) Musical Americana.
- TISSIER, JOSEPH—baritone. (NBC) Olympians.
- TITERTON, LOUIS H.—(NBC) sustaining programs.
- TOBEY, MRS. EVELYN—speaker on fashions. (NBC) Fashions and Figures.
- TOFFOLI, JOHN—accordionist (NBC).
- TOLLINGER, NED—(NBC) Pacific Vagabonds; vocal and instrumental duo with John Wolfe.
- TONEY, JAMES S. (JAY)—baritone. (NBC) Parade of the States (with Southernaires); Southland Sketches.
- TORGERSON, ULITA—actress. (NBC) Famous Loves.
- TORNELLA, CLEMENTINE—juvenile actress. (CBS) Uncle Olie and His Kre-Mel Gang.
- TOUCHETTE, CHARLES—accompanist. (NBC) Clicquot Club Eskimos.
- TOURS, FRANK—orchestra director. (NBC) Yesterday and Today.
- TOWNER, EARL—chorus director. (CBS) Hecker Surprise Party (guest).
- TRACY, ARTHUR—baritone. (CBS) Chesterfield program; Pillsbury Pageant; Street Singer.
- TRACY, LEE—actor. (NBC) Hollywood on the Air.
- TRAMONT, CHARLES B.—announcer. (NBC) Dromedary Caravan.
- TRANter BROTHERS—piano and singing team. (NBC) sustaining hours.
- TRAUTMAN, ED—orchestra director. (NBC) Knox Sparkling Music.
- TRAUTNER, ELSA BEHLOW—soprano (NBC).
- TRAVELLERS QUARTET—(NBC) sustaining programs.



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Bonelli in "Faust"

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- TREMAINE, PAUL—orchestra director. (CBS) sustaining programs.
- TRIGGS, HAROLD—pianist, piano duo with Vera Brodsky. (NBC) Roxy and His Gang.
- TRIO ROMANTIQUE — Gertrude Foster, contralto; Norman Price, Richard Maxwell, tenors. (NBC) sustaining programs.
- TRUMBAUER, FRANK—orchestra director. (CBS) Frank Trumbauer's Orchestra, from Kansas City.
- TUCKER, JIM—tenor. (NBC) Vermont Lumberjacks.
- TUCKER, MADGE—(NBC) The Lady Next Door.
- TUCKER, SOPHIE—blues singer. (NBC) Fleischmann Hour.
- TUCKER, WILLIAM — baritone. (NBC) Pro-Art String Quartet.
- TUCKERMAN, EARLE—songs and patter. (CBS) Gold Dust Program.
- TURLEY, AGATHA — lyric soprano. (NBC) The Little Colleen.
- TURNER, JACK—singer, pianist. (NBC) Happy Jack.
- TUSHINSKY, JULES — violinist. (NBC) Morning Musicale; Pro-Art String Quartet.
- ULRIC, LEONORE — actress. (CBS) Gem Highlights (guest).
- U. S. ARMY BAND (William J. Stannard, director) — (CBS and NBC) sustaining programs.
- U. S. MARINE BAND (Capt. Taylor Branson, director)—(NBC) The Shut-in Hour; (CBS and NBC) sustaining programs.
- U. S. NAVY BAND (Lieut. Charles Benter, director)—(CBS and NBC) sustaining programs.
- UPSHUR, CLAIRE—soprano. (NBC) Kellogg's Singing Lady.
- UPSTATERS, THE—male quartet: John Dandurand, Roger Sweet, tenors; James Mac Donald, baritone; Chester D. Vadder, bass; Dave Bottolph, accompanist. (NBC) sustaining programs.
- UPTON, MONROE—comedian (NBC).
- UTTAL, FRED — announcer. (CBS) Buck Rogers; The Funnyboners; Aunt Jemima Songs; Old Dutch Girl.
- VADDER, CHESTER D.—bass (NBC) Upstaters Quartet.
- VAGNONI, FRANK—orchestra director. (NBC) Rise and Shine.
- VAIL, MYRTLE—actress. (CBS) Myrt and Marge.
- VALLEE, RUDY—orchestra director. (NBC) Fleischmann Hour; Rudy Vallee and His Connecticut Yankees.
- VAN, FREDDY—pianist, accordionist. (CBS) Judy and Jane.
- VAN, GUS—comedian. (CBS) Van Heusen Program; (NBC) El Toro Week-end Revue.
- VAN CAMPEN, J. G.—psychologist. (NBC) sustaining programs.
- VANCE, JANE — blues singer. (NBC) with Paul Whiteman's Orchestra.
- VANDOVER, BUD—tenor. (NBC) Willys-Overland Orchestra.
- VAN DUZEE, HAROLD—tenor. (CBS) The Bath Club.
- VAN EMBURGH, HAROLD—baritone. (NBC) Club Valspar.
- VAN EMDEN, HARRIET — soprano.
- VAN HOESEN, HARRINGTON — baritone. (CBS) Musical Americana.
- VAN LOAN, PAUL—orchestra director. (NBC) Prince Albert Quarter Hour.
- VAN LOON, HENDRIK WILLEM—author. (NBC) G. E. Circle.
- VAN STEEDEN, PETER—orchestra director. (NBC) Barbasol Program; sustaining programs.
- VAN VOORHEES, WEBSTER — (NBC) Big Ben's Dream Dramas.
- VAN WYCK, CAROLYN—(CBS) Hollywood Whispers.
- VASA, ADELE—soprano. (CBS) Cathedral Hour; Columbia Artist Recitals; Columbia Revue; Grand Opera Miniatures; Ann Leaf organ programs; Musical Album; Snowdrift Southern Melodies; Weed Tire Chain Program.
- VASILIEFF, NICHOLAS — tenor. (NBC) Through the Opera Glass.
- VASS FAMILY (Dr. J. L. Vass; Mrs. Vass; Emily, 9; Louisa, 12; Virginia, 1; Sally, 18; Frank, 20; Mrs. Curtis Railing, the aunt)—(NBC) sustaining hours.
- VAUSE, GEORGE — accompanist. (CBS) Pollyanna; (NBC) Mid-Week Federation Hymn Sing.
- VECSEY, ARMAND—orchestra director. (CBS) Ritz Orchestra.
- VELEZ, LUPE—actress, singer. (CBS) Gem Highlights (guest); Ziegfeld Follies of the Air (guest).
- VELIKANOFF, IVAN — tenor. (CBS) Kodak Week-end Hour (guest); Russian Male Choir, director; (NBC) Balkan Mountain Men; Russian Gaieties.
- VENTREE, FRANK—orchestra director. (CBS) The Bath Club.
- VENUTI AND LANG—violin and guitar combination. (CBS) with Arnold Johnson's Orchestra.
- VERMONT LUMBERJACKS QUARTET — Jim Tucker, Nahum Hastings, tenors; Matt McLeod, baritone; Clem Hoskins, bass. (NBC) Vermont Lumberjacks.

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- VETTEL, FRED—tenor. (CBS) Blue Coal Radio Revue; (NBC) The Old Singing Master.
- VICKLAND, WILLIAM—narrator. (NBC) Songs of Home, Sweet Home.
- VIENNA BOY SINGERS (Wiener Saengerknaben Choir) — (NBC) international broadcast.
- VINICK, NELL—narrator. (CBS) Beauty Talk.
- VOCAL ART QUARTET—Selma Johansson, soprano; Alma Kitchell, contralto; Chester Ewers, tenor; Earl Waldo, baritone; George Dilworth, director. (NBC) sustaining programs.
- VOCAL ART QUARTET — Amy Goldsmith, soprano; Celia Branz, contralto; Charles Harrison, tenor; Jay Edkins, bass. (NBC) Vocal Art Quartet programs.
- VOCAL ART TRIO—Evelyn McGregor, Charlotte Harriman, Helen Nugent, contraltos. (CBS) Vocal Art Trio programs.
- VON HALLBERG, SVEN — music director. (NBC) Cosmopolitans; Desert Sands.
- VON LUCKNER, COUNT FELIX—adventure narrator. (CBS) Adventuring with Count von Luckner; (NBC) Bayuk Stag Party (guest).
- VOORHEES, DON—orchestra director. (CBS) Today and Yesterday; (NBC) The Fuller Man; Capt. Henry's Show Boat; Maxwell House Ensemble; Maxwell House Tune Blenders; Texaco Fire Chief.
- VREELAND, JEANNETTE — soprano.
- WADE, FRED — tenor. (NBC) The Merry Madcaps.
- WADE, WARREN—actor. (NBC) Opry House Tonight.
- WAGNER, ROBERT ("BUDDY")—orchestra director. (CBS) sustaining programs.
- WAINMAN, JOHN — baritone. (NBC) sustaining programs.
- WAKEFIELD, CHARLES—(NBC) Corn Cob Pipe Club.
- WALDO, EARL — bass. (NBC) Dandies of Yesterday; Heel Hugger Harmonies; Enna Jettick Melodies.
- WALKER, BENNIE—master of ceremonies. (NBC) Associated Spotlight; Caswell program; Ghirardelli Feature; Pioneer program; Roman Meal Program; Sego Gift Girl; Tillamook program.
- WALKER, MARGARET — singer. (NBC) Swaneet Serenaders.
- WALL, LUCILLE—actress. (NBC) Caravan; Island Boat Club; Kipling dramatizations.
- WALLACE, FRANK—a u t h o r . (NBC) sustaining programs.
- WALLACE, "Jo"—actress. (CBS) Buck Rogers.
- WALLER, FRANK LAIRD—orchestra director. (NBC) Household Program.
- WALLINGTON, JAMES—announcer. (NBC) Big Six of the Air; Chase and Sanborn Hour; Fleischmann Hour; other programs.
- WALSH, CHRISTY—master of ceremonies. (CBS) All-American Football Show.
- WALTER, WILMER—a c t o r . (CBS) Love Story Hour.
- WALTON SISTERS—(NBC) Pond's (guests).
- WANAMAKER, RICHARD—actor. (CBS) Bobby Benson.
- WANDERBOSCH, ROSE—pianist. (NBC) sustaining programs.
- WANDERERS, THE—male quartet: Irving Dillon and Sam Thompson, tenors; Phillip Culkin, baritone; Harold Blackwelder, bass. (NBC) Maytag Orchestra.
- WARBURTON, CHARLES—actor. (CBS) Dr. Fu Manchu; (NBC) Radio Guild dramas.
- WARD, ADA—crooner. (NBC) with Cab Calloway's Orchestra.
- WARING, FRED—orchestra director. (CBS) Old Gold program.
- WARING, TOM—pianist, tenor, orchestra director. (NBC) Tom Waring's Troubadours; soloist with Fred Waring's Pennsylvanians.
- WARNER, HAZEL — contralto (CBS).
- WARNO, MARK—violinist, orchestra director. (CBS) Charis Musical Revue; The Sylvanians.
- WATERS, JAMES—actor. (NBC) The Goldbergs.
- WATKINS, TOMMIE—orchestra director. (NBC) Orchestra from Brown Palace Hotel, Denver.
- WAY, CARL—actor. (CBS) Fitch Professor; Myrt and Marge.
- WAY, NORMA—juvenile actress. (CBS) Uncle Olie and His Kre-Mel Gang.
- WEAVER, NED—actor. (CBS) Love Story Hour; (NBC) Phantom of Crestwood.
- WEBB, BETTY—actress. (CBS) Omar Khayyam.
- WEBB, THEODORE—baritone. (NBC) G. E. Circle; Parade of the States.
- WEBSTER, CHARLES—a c t o r . (NBC) Biblical Drama; Great Personalities; Parade of the States; Radio Guild dramas.
- WEBSTER, GEORGE — a c t o r (NBC).
- WEEKS, ANSON—orchestra director. (CBS) Hecker Surprise Party (guest); Anson Weeks and His Orchestra.
- WEEMS, TED—orchestra director. (CBS) Canada Dry.
- WEIL, IRVING—director. (CBS) The Round Towners.
- WEINRICH, CARL—organist. (NBC) sustaining programs.
- WEISS, KARL—director. (NBC) Bavarian Peasant Band.
- WELLS, CARVETH—explorer. (NBC) Conoco Adventurers; The Jungle Man.
- WENTER, RUTH—actress. (CBS) Beau Bachelor.
- WERRENATH, REINALD—baritone, chorus director. (NBC) G. E. Circle (guest); conductor National Oratorio Society.
- WEST, OLIVE—actress (NBC).
- WESTMINSTER CHOIR—John F. Williamson, director. (NBC) sustaining programs.
- WESTPHAL, FRANK—pianist, orchestra director. (CBS) Back Stage in Radio; The Grab Bag; Greyhound Highway Traveler; Hoosier Editor; Magic Piano Twins; Romance; Westphal Orchestra.
- WEYANT, RANDOLPH—tenor. (CBS) Today and Yesterday (with Dupont Quartet); (NBC) Buick-Olds-Pontiac; Making the Movies; Maxwell House Ensemble; The Musical Showmen; Texaco.
- WHEATLEY, JANE—actress. (NBC) Dangerous Corner.
- WHEELER, C. E.—orchestra director. (NBC) Maytag Orchestra.

WHELAN, JIM—singer. (NBC) Sundial Bonnie Laddies.
 WHIPPLE, "Doc"—organist. (NBC) Flying Fingers; Top o' the Morning; Vacation Wanderings.
 WHIRLING THUNDER, CHIEF (R. W. Johnson)—Indian actor. (CBS) Lone Wolf Tribe.
 WHITCUP, LEONARD—pianist. (CBS) Pebeco Play-boys.
 WHITE, BILLY—(CBS) The Grab Bag.
 WHITE, FRANCES—actress. (CBS) Ziegfeld Follies of the Air (guest).
 WHITE, HOWARD—accompanist. (NBC) On the 8:15; Rise and Shine.
 WHITE, JERRY—baritone. (CBS) Fox Fur Trappers; (NBC) The Four New Yorkers.
 WHITE, JOE ("THE SILVER MASKED TENOR")—tenor. (NBC) Echoes of Erin.
 WHITE, JOHN—singer. (NBC) Death Valley Days.
 WHITE, JOSHUA—blues singer, guitarist. (NBC) Harlem Fantasy.
 WHITE, L. A.—orchestra director. (CBS) Resinol Chemical.
 WHITE, LEW—organist. (NBC) Melo-clarions; Salon Singers; Smoke Rings; Tone Pictures; other programs.
 WHITE, ROBERT—actor. (CBS) Dr. Fu Manchu; (NBC) Rin-Tin-Tin-Thriller.
 WHITE, ROGER—orchestra director. (CBS) The Bath Club; Kre-Mel Singing Chef.
 WHITEMAN, PAUL—orchestra director. (NBC) Buick Program; Music Treasure Box (guest); Oldsmobile Goes a Calling; Pontiac Chieftains; Paul Whiteman and His Chieftains; Paul Whiteman's Rhythm Boys; Paul Whiteman's Rhythmic Concerts from Biltmore Cascades.
 WHITEMAN'S, PAUL, RHYTHM BOYS—Ray Kulz, George Macdonald, Al Dary, Jimmy Noel.
 WHITMYRE, EVERETT—speaker. (NBC) Adventures in Hobby Riding.
 WHITNEY, EDWIN M.—actor. (NBC) Big Time; Death Valley Days; Esso Program; Friendship Town; Johnny Hart in Hollywood.

WICKE, AUGUST (Gus)—bass. (CBS) Fox Fur Trappers; (NBC) The Four New Yorkers.
 WICKER, IRENE—actress. (CBS) Beau Bachelor: Hollywood Whispers; (CBS and NBC) Judy and Jane.
 WICKER, WALTER—actor (CBS and NBC) Judy and Jane.
 WIGGINS, VERONICA—contralto. (NBC) American Album of Familiar Music; Archer Gibson Ensemble; recital programs.
 WIGHTMAN, FLORENCE—harpist. (NBC) Echoes of the Palisades; L'Heure Exquise.
 WILBURN, JOHN—announcer (NBC).
 WILCOX, HARLOW—narrator. (CBS) Greyhound Highway Traveler.
 WILE, FREDERIC WILLIAM—political analyst. (CBS) The Political Situation in Washington Tonight.
 WILEY, LEE—contralto. (NBC) Pond's Dance Program; soloist with Leo Reisman's Orchestra.
 WILKINSON, JAMES—singer. (NBC) Our American Schools; With a Senator's Wife in Washington.
 WILLIAMS, CLARENCE—pianist. (NBC) Slow River (piano duo with Clarence Jones).
 WILLIAMS, EMERSON—bass. (NBC) The Old Singing Master.
 WILLIAMS, HANNAH—blues singer. (CBS) Gem Highlights (guest); Sunday Matinee of the Air.
 WILLIAMS, WARREN D.—pilot of United Air Lines. (NBC) Coca-Cola Program (guest).
 WILLIAMSON, DUD—vocal and instrumental duo with Tom Smith (NBC).
 WILLIAMSON, DR. JOHN F.—choral director. (NBC) Westminster Choir.
 WILLIS, CLAIRE—singer, chorus director. (CBS) Tydol Jubilee.
 WILLSON, MEREDITH—orchestral director. (CBS) Hecker Surprise Party (guest).
 WILSON, ALLAN—tenor (NBC).
 WILSON, FRANK—actor. (NBC) Careless Love; San Felician Serenade.

ALICE MOCK



Soprano

Chicago Civic Opera

Soloist

HOUSEHOLD FINANCE HOUR

NBC

KRAFT THEATER PARTY

HOUR

WMAQ

National Broadcasting Co.

Merchandise Mart

Chicago

- WILSON, FRED—tenor. (CBS) Machine Age Housekeeping (with Hamilton Beach Quartet); (NBC) Clicquot Club.
- WILSON, KATHLEEN — actress (NBC).
- WILSON, MURIEL—soprano. (NBC) Davey Hour; Maxwell House Showboat.
- WILSON, WARD ("HACK")—impersonator, announcer. (CBS) Gem Highlights (guest); (NBC) The Royal Vagabonds.
- WIMBROW, DALE—announcer. (CBS) Mills Brothers programs.
- WINCHELL, WALTER—columnist. (NBC) Jergens program; Lucky Strike Dance Hour.
- WINFREE, DICK—orchestra director. (CBS) Gerardine Program.
- WING, PAUL—narrator. (CBS) Chatting with Ida Bailey Allen; (NBC) Paul Wing, the Story Man.
- WINLOCKE, ISABEL—actress. (NBC) Soconyland Sketches.
- WINNINGER, CHARLES—actor. (NBC) Maxwell House Showboat.
- WINTERS, JOAN—actress. (NBC) sustaining programs.
- WIRGES, WILLIAM—pianist, orchestra director. (NBC) Club Valspar (with orchestra); Old Company's Program; Rameses Program (piano duo with Joe Kahn).
- WITTEN, LOUIS A.—master of ceremonies. (NBC) Dance with Countess d'Orsay.
- WITTICH, DORIS—pianist. (CBS) Wonder Hour (guest).
- WITTLER, THERESE—actress. (NBC) Moonshine and Hon-eyesuckle.
- WOLFE, IAN—juvenile actor. (CBS) Chick-Chick Fun.
- WOLFE, JOHN—(NBC) Pacific Vagabonds; vocal and instrumental duo with Ned Tollinger.
- WOLFSON, MARTIN—actor. (NBC) The Goldbergs.
- WOLTER, EDWARD—baritone. (NBC) Dandies of Yesterday; Golden Gems; Heel Hugger Harmonies; Enna Jettick Melodies; Melodic Gems Quartet.
- WONS, ANTHONY—narrator. (CBS) Camel Quarter Hour; International Silver Co.; Tony's Scrap Book; Are You Listenin'?
- WOOD, MARY—soprano. (NBC) sustaining programs.
- WOODWARD, HAROLD—tenor. (NBC) Bayuk Stag Party.
- WOODY, ELIZABETH—actress. (NBC) Household Institute.
- WOODYARD, DARRELL—baritone. (NBC) Mobiloil (with Men About Town Trio); The Three Bakers.
- WOOLEY, MARY—song impersonator. (NBC) Valspar Club.
- WOOSTER, RUTH—actress. (NBC) Maud and Cousin Bill.
- WRAGGE, EDWIN—actor. (NBC) Maud and Cousin Bill.
- WRIGHT, ACE—violinist, guitarist (NBC).
- WRIGHT, JULIA LEE—speaker. (NBC) Safeway Homemakers' Bureau.
- WRIGHT, MARIAN—actress. (CBS) Just Plain Bill.
- WRIGHT, RAE—actress. (NBC) Opry House Tonight.
- WRIGHT, WILLIAM—master of ceremonies, comedian, character actor. (CBS) Eb and Zeb.
- WYATT, EUSTACE—actor. (NBC) Cuckoo Program; Five Star Theatre (Charlie Chan dramas); Radio Guild dramas.
- WYN—See F. Winifred Louthain.
- WYNN, ED—comedian. (NBC) What Would You Do?; Texaco Fire-Chief.
- YANACEK, BERNICE—pianist. (NBC) sustaining programs.
- YARBOROUGH, BARTON — actor. (NBC) Golden State Family Robinson.
- YOLLAND, EDGAR A.—speaker. (NBC) sustaining programs.
- YORK, CAL—narrator. (CBS) Hollywood Whispers.
- YORKE, RUTH—actress. (CBS) Meyer, the Buyer.
- YOUNG, HELEN—singer. (NBC) The Old Singing Master.
- YOUNG, JOHN S.—announcer. (NBC) Buick; Clicquot Club; Mobiloil Concert; Eno Crime Club; NBC Symphony Concert; Roxy's Gang; Borrah Minnevitich and his Harmonica Rascals.
- YOUNG, VICTOR—orchestra director. (CBS) Chipso; Hart Schaffner and Marx Trumpeters; (NBC) Goodyear.
- ZAM, PAUL—violinist. (NBC) Russian Gaieties.
- ZAYDE, YACOB—violinist. (NBC) Mobiloil Concert.
- ZEHR, ISABEL—vocalist. (NBC) Carnation Contented Program.
- ZELL, HARRY VON—announcer. (CBS) All-American Football Show; Edna Wallace Hopper Variety Show; Luden's Novelty Orchestra; Abe Lyman and His Orchestra; March of Time; Music That Satisfies (Chesterfield); Joe Palooka; Vitality Personalities.
- ZOHN, CHESTER—tenor. (NBC) The Week Enders.
- ZOLT, FRANK—baritone. (CBS) Eugene International Revue.

Talent--continued

CLASSIFIED LISTING

This section is confined to talent appearing on CBS and NBC network programs in 1932. For information concerning the specific programs on which artists appeared during that period, reference may be made to the alphabetical listing of talent in the preceding section.*

INSTRUMENTALISTS

PIANISTS

ALLEN, Creighton	GANZ, Rudolph	RAGAINI, Aurora
ALTMAN, Sylvia	GARDNER, Jack	RECKNAGEL, Dorothy
ANDERSEN, Stell	GIORNI, Aurelio	RETTENBERG, Milton
ARDEN, Victor	GRAINGER, Percy	RETTING, Beryl
ARMBRUSTER, Robert (accompanist)	GRANT, Dave	REYES, Juan
ARNOLD, Virginia	GRAY, Caroline	ROBERTS, Lee
AVERY, Emily	GREEN, Johnny	ROSE, Dave
BAER, Abel (accompanist)	GULLER, Youra	ROSENHOLTZ, Irving
BANTA, Frank	HALL, Ruth Julia	ROSS, Fred
BARTH, Hans	HARDING, Mathilde	SAMUELS, Walter G.
BENNETT, Mercedes	HAYTON, Leonard	SAPIRA, Sylvia
BERLINER, Dorothy	HOEFLE, Carl	SCHELLING, Ernest
BERNARD, Felix	HONTI, Josef	SCHUMANN, Henrietta
BERQUIST, Whitey	HUTCHESON, Ernest	SCIARETTI, Alberto
BLACK, Frank	JACKSON, Annabelle	SCIONTI, Silvio
BREIDAS, Victor (accompanist)	JOHANSEN, Gunnar	SEIDEL, Emil
BRODSKY, Vera	JONES, Clarence	SEMLER, Alex
BUTTOLPH, David (accompanist)	KAHN, Joe	SHAND, Terry
CARLEY, Marion	KERR, Muriel	SHILKRET, Jack
CARPENTER, Jane	KIMES, Howard (accompanist)	SIMS, Lee
CHILDE, Robert Stewart (accompanist)	KLEIN, Hannah	SMOLEN, Milan
CHRISTMAN, Ralph	KOESTNER, Josef	SOSNIK, Harry
CHRISTY, Kenneth (accompanist)	KRENZ, Bill	SPAETH, Sigmund
DAUBEL, Dorothy	LA FORGE, Frank (accompanist)	SPROSS, Charles Gilbert
DAVIES, Ramona	LANG, Clifford (accompanist)	STEWART, Kathleen
DEFERING, Henri	LAWNHURST, Vee	STOKES, Harold
DE HARRACK, Charles	LAWRENCE, Earl (accompanist)	STONE, Gregory
DENNIS, Jay	LEVITZKI, Mischa	SUKOENIG, Sidney
DE VINE, Marguerite	LITTLE, Jack	TOUCHETTE, Charles (accompanist)
DOENHOFF, Albert von	LOTTO, Eunice	TRIGGS, Harold
DONALDSON, Will (accompanist)	McCONNELL, Ed	TURNER, Jack
EAKIN, Vera	MILLER, Irving	VAN, Freddy
FINKE, John	MONTGOMERY, Lee	VAUSE, George (accompanist)
FLETCHER, Leo	MOSS, Frank	WANDERBOSCH, Rose
FRECKMAN, Eddie	MOSS, William	WARING, Fred
GAILLARD, Blanche	NABUTOWSKY, Max .	WARING, Tom
GAINSBORG, Mme. Lolita Cabrera	NILSEN, Albert	WESTPHAL, Frank
	OHMAN, Phil	WHITCUP, Leonard
	ORNSTEIN, Leo	WHITE, Howard (accompanist)
	PEPPE, Ruth	WILLIAMS, Clarence
	PLATT, Richard	WIRGES, William
	POLLOCK, Muriel	WITTICH, Doris
	PRAGER, Sam	YANACEK, Bernice
	PRIMLEY, Marjorie	

* Talent lists of a majority of the individual stations will be found in the Station Information Section of this volume.

INSTRUMENTALISTS—Continued

TWO-PIANO TEAMS

ASHLEY (Phyllida) and FEALY (Aileen)
 BANTA (Frank) and RETTENBERG (Milton)
 BERQUIST (Whitey) and ROSE (Dave)
 BREWER and POISTER
 BRODSKY (Vera) and TRIGGS (Harold)
 CARLILE and LONDON
 CRANDALL and WHIPPLE
 FISHER (Edna) and CHASE (Newell)
 FRANKEL (Grace) and LYNE (Gertrude)
 FRAY (Jacques) and BRAGGIOTTI (Mario)
 HALL (Frances) and GRUEN (Rudolph)
 HAVENS and MACK
 HOEFLE (Carl) and STOKES (Harold)
 HOWARD TWINS, Norman and Henry
 JONES (Clarence) and WILLIAMS (Clarence)
 KAHN (Joe) and WIRGES (William)
 KEENAN (Peggy) and PHILLIPS (Sandra)
 LAWNHURST (Vee) and POLLOCK (Muriel)
 MOONEY, Joe and Dan
 NILSEN (Albert) and WESTPHAL (Frank)
 OHMAN (Phil) and ARDEN (Victor)
 PLATT (Richard) and RETTING (Beryl)
 SCHIRMER and SCHMITT
 SCHUTT and LIEBERFELD
 SEIDEL (Emil) and MILLER (Irving)
 SHAPIRO and SHEFTER
 SOSNIK (Harry) and MOSS (William)

VIOLINISTS

ABAS, Nathan
 ARGAY, Ivan
 BAY, Emanuel
 BERGH, Nina
 BERR, Nanette
 BIRKENHOLZ, Arcadie
 BRAUN, Harry
 BROWN, Walberg
 EATON, Mary
 FRANK, Phillip
 FRY, Elsa
 GRIFFIS, Ruth
 GUROWITSCH, Frank
 GUSIKOFF, Michael
 KOKES, John
 KOLITSCH, Vlado

KREINDLER, Sarah
 LEAVITT, William
 LUDLOW, Godfrey
 MATISON, Lily
 MAYO, Waldo
 NACOOMEE, Princess (see GRIF-FIS, Ruth)
 NOVALIS, David
 RADERMAN, Lew
 RICE, Edward
 ROSENKER, Michael
 RUBINOFF, Dave
 SASSO, Angelo
 SEIDEL, Toscha
 SHUCHARI, Sadah
 STOPAK, Joseph
 SUSKIND, Seymour
 WARNOW, Mark
 WRIGHT, Ace
 ZAM, Paul
 ZAYDE, Yacob

VIOLONCELLISTS

BARGANSKY, Alexander
 BASS, A.
 BOLOGNINI, Ennio
 BORODKIN, Herbert
 BUNCHUK, Yasha
 CAIATI, M.
 CAMELIA, Frederick
 FEDER, W.
 GISKIN, Ossip
 INTONDI, Urban
 MAZZUCCHI, Oswaldo
 MCKINLEY, Ethel Dorr
 RUSSELL, Sheridan

VIOLISTS

BORELLO, Anthony
 BORODKIN, Herbert
 FLEITMAN, Leon
 TUSHINSKY, Jules

HARPISTS

DE MILITA, Anna Maria
 DILLING, Mildred
 REARDON, Caspar
 WIGHTMAN, Florence

ORGANISTS

ASPER, Frank W.
 BONAWITZ, Karl
 CARSON, Paul
 COURBOIN, Charles
 CRAWFORD, Jesse
 DOTY, J. Wilson
 DUNHAM, Eddie
 DUNSTEDTER, Eddie
 ELY, Howard
 FEIBEL, Howard
 FEIBEL, Fred
 GIBSON, Archer
 GLEASON, Harold
 GLEN, Irma

GOLDTHWAITE, Chandler
 HALL, Ruth Julia
 HARDING, Irene
 LA MONICA
 LARSEN, Larry
 LEAF, Ann
 LEAF, Esther
 PARMENTIER, C. A. J.
 PATTON, Lowell
 RUNYAN, Charles
 SARGENT, Dollo
 STRONG, Theodora
 WEINRICH, Carl
 WHIPPLE, "Doc"
 WHITE, Lew

ACCORDIONISTS

BIVIANO, Joe
 FAMEEN, Basil
 GAYLE, Al
 GRAHAM, Gordon
 MAGNANTE, Charlie
 PAPILE, Frank
 PIERRE
 TOFFOLI, John
 VAN, Freddy

CLARINETISTS

BOTH, James
 DUQUES, Augustine
 NEWLIN, Dick

BANJOISTS

COUGHLIN, Bunny
 HALL, Sleepy
 HANCOX, Don
 HANCOX, Lee
 REY, ALVINO
 ROSE, Jack
 SMECK, Roy

CORNETISTS

STAIGERS, Del

GUITARISTS

BASTOW, Francis
 BOTKINS, Perry
 CALI, John
 CHAMBERS, Peter
 DEWEY, Don
 ESPINAL, Soledad
 GOLFER, Leon
 HOOPII, Sol
 LANG, Eddie
 REY, Alvino
 ROSE, Jack
 SAXBE, Marvin
 WHITE, Joshua
 WRIGHT, Ace

SAXOPHONISTS

BRILLHART, Arnold
 DOERR, Clyde

CHARLES HACKETT

TENOR



Metropolitan Opera

Chicago Civic Opera

La Scala, Milan

Costanzi, Rome

Covent Garden, London

Colon, Buenos Aires

ATWATER KENT RADIO HOUR

ARMOUR HOUR

SWIFT GARDEN PARTY

LIBBY, McNEIL & LIBBY HOUR

and other appearances

as radio guest soloist

Management

NBC ARTISTS SERVICE
711 Fifth Avenue, New York
George Engles, Managing Director

INSTRUMENTALISTS—Continued

DORSEY, Jimmy
 FRIEDMAN, Madine
 LADD, Laddy
 LEAVITT, William
 NEWLIN, Dick
 SANNELLA, Andy
 SCOTTI, William

TRUMPETERS

KLEIN, Matty
 LOMBARDO, Leibert

UKELELE PLAYERS

BREEN, May Singhi
 EDWARDS, Cliff

XYLOPHONISTS

BUDDINGER, Harry
 GREEN, Joe
 HERMAN, Sam
 HIRAOKA, Yoichi
 SHOLLE, George

HARMONICA PLAYERS

MINNEVITCH, Borah
 O'BRIEN, John

INSTRUMENTAL
ENSEMBLES

ABAS QUARTET
 AMERICAN PRO-ART STRING
 QUARTET (name subsequently
 changed to NBC STRING
 QUARTET)
 ARGENTINE TRIO
 ARION TRIO
 BELGIUM PRO-ARTE STRING
 QUARTET
 BIRKENHOLZ STRING QUARTET
 COMPINSKY TRIO
 CZERWONKY ENSEMBLE
 DOERR, CLYDE, and HIS SAXO-
 PHONE OCTET

ELSHUCO TRIO
 FLYING A BANDSMEN
 GORDON STRING QUARTET
 HARDING SISTERS (piano and
 organ duo)
 HERNANDEZ BROTHERS (Span-
 ish instrumentalists)
 IONIAN QUARTET
 LA SALLE STRING QUARTET
 LAURIER, LUDWIG, STRING EN-
 SEMBLE
 LONDON STRING QUARTET
 MADISON STRING ENSEMBLE
 MEDINAH STRING ENSEMBLE
 MUSICAL ART STRING QUARTET
 RICE STRING QUARTET
 SALON CONCERT ENSEMBLE
 SALZEDO HARP ENSEMBLE
 SUNBIRDS
 THEREMIN ELECTRO ENSEMBLE
 VENUTI and LANG (violin and
 guitar combination)

VOCALISTS

ALBAN, Theo—tenor
 ALBANI, Countess Olga — so-
 prano
 ALCOCK, Merle—contralto
 ALDEN, Greta—soprano
 ALLEY, Ben—tenor
 ALSEN, Elsa—soprano
 ALT, Natalie
 ALTHOUSE, Paul—tenor
 AMISON, Willard C.—tenor
 ANDERSON, Helen—contralto
 ANDREWS, Caroline—soprano
 ARGALL, Marsden—baritone
 ARNOLD, Rhoda—soprano
 ARTH, Hazel—contralto
 ARTHUR, Jack (see Arthur
 Campbell)
 AUSTIN, Gene—tenor
 AVES, Dreda—soprano
 AYRES, Betsy—soprano
 BAGGIORE, Attilio—tenor
 BAILEY, Ilomay
 BAILEY, Mildred—crooner
 BAKER, Belle—ballad singer
 BAKER, ELSIE—contralto
 BAKER, Tom—tenor
 BALTHY, Anne
 BAMPTON, Rose—contralto
 BARNES, Pat
 BAROMEIO, Chase—baritone
 BARRE-HILL—baritone
 BARRIE, Ann
 BARRON, Carl
 BARTH, Freddie
 BARTH, Harry
 BARTHELL, Elizabeth
 BAVE, Louise—soprano
 BEASLEY, Irene
 BELL, David

BELTZ, Donald
 BENEDETTO, Giuseppe di—tenor
 BENNETT, Lois
 BERGGREN, Gertrude—contralto
 BERNHARDT, Isolde von — so-
 prano
 BINFORD, Pat
 BETHMANN, Darl—baritone
 BIRSE, Dara—soprano
 BITTKE, Frederic—baritone
 BLACKWELDER, Harold—bass
 BLANCHARD, Barbara—soprano
 BLAZEVICH, Emil—baritone
 BLEDSOE, Jules—Negro bass
 BOARD, Helen—soprano
 BODELL, Ruth—soprano
 BONELLI, Richard—baritone
 BONHAM, Guy—tenor
 BORGER, Bob
 BORI, Lucrezia—soprano
 BOWE, Morton—tenor
 BOXILL, Carlton—tenor
 BRANCH, Harold—tenor
 BRANZ, Celia—contralto
 BRANDT, William—baritone
 BRENT, Dorothy
 BREWER, Clark—tenor
 BRITAIN, Gladys
 BROOKS, Jack—tenor
 BROWN, Thelma
 BROWN, Tom
 BROWNELL, Kurtis—tenor
 BRUNNER, Howard W.—tenor
 BUCKLEY, Taylor—baritone
 BULOTTI, Charles—tenor
 CALDER, Crane—bass
 CAMPBELL, Arthur—baritone
 CARDINALE, Maria—soprano
 CARLILE, Charles—tenor

CARLSON, Wamp
 CASE, Anna—soprano
 CASSINELLI, Dolores—soprano
 CAVALIERI, Rita—soprano
 CAVALLI, Katherine—mezzo-so-
 prano
 CEHANOVSKY, George—baritone
 CHALLIS, Beth—crooner
 CHAMLEE, Mario—tenor
 CHAPMAN, Charles P.—tenor
 CHAPMAN, Frank—baritone
 CHAPMAN, John—bass
 CHASE, Newell
 CHICK, Gilbert—tenor
 CHILES, Oliver—bass
 CHRISTOPH, Caltana—soprano
 CLIFFORD, Henry H.—bass
 CLINKSCALES, Charles—tenor
 COBERT, Raymond—tenor
 COLLYER, Bud
 COLUMBO, Russ—crooner
 CORDON, Norman—bass
 COSENTINO, Nicholas—tenor
 COSLOW, Sam—tenor
 COUGHLIN, Bunny
 CROMWELL, Marguerite — so-
 prano
 CROOKS, Richard—tenor
 CROSBY, Bing—crooner
 CROSS, Glenn—tenor
 CRUMIT, Frank
 CRUSE, Harriet
 CULKIN, Phillip—baritone
 CUTHRIGHT, Nathaniel—tenor
 CUTTER, Belle Forbes—soprano
 DALE, Esther—soprano
 DANA, Harold—baritone
 DANDURAND, John—tenor
 D'ARLE, Yvonne—soprano

VOCALISTS—Continued

DARY, Al
 DAVIES, Edward—baritone
 DAVIES, James—bass
 DAVIES, Ramona
 DAVIN, Paul—tenor
 DAVIS, Helene—soprano
 DAVIS, Rufe
 D'AVREY, Jacques—tenor
 DE GIST, Madelon—soprano
 DEIS, Carol—soprano
 DE LARA, Hector—baritone
 DE LEATH, Vaughn—contralto
 DE LONG, Howard—tenor
 DENNIS, Richard—tenor
 DEVINE, Barry—baritone
 DE VOL, Eva—soprano
 DEWEY, Don
 DEWEY, Phil—baritone
 DIAZ, Rafaelo—tenor
 DICKSON, Artells—baritone
 DIEMER, Elsa—soprano
 DILLON, Irving—tenor
 DONINELLI, Aida—soprano
 DONNA, Kay—contralto
 DOWNEY, Morton—tenor
 DRAGONETTE, Jessica—soprano
 DROLLET, Theodore—tenor
 DUMONT, Paul
 EASTMAN, Mary—coloratura soprano
 EDDY, Nelson—baritone
 EDKINS, Jay Alden—bass-baritone
 EDMONSON, William—bass
 ELDRIDGE, George—bass
 ELLIS, Gay (see Annette Han-
 shaw)
 EMERSON, Joseph—baritone
 ENSLEN, Neel—baritone
 ERSI, Elsa—soprano
 ESPINAL, Soledad—soprano
 ETING, Ruth—blues singer
 EUSTIS, Edwina—contralto
 EVANS, Evan—baritone
 EWERS, Chester—tenor
 FARRAR, Geraldine—soprano
 FASSELL, Otto—tenor
 FAY, Jean—blues singer
 FERRIS, Ray
 FIELD, Catherine—soprano
 FIELDS, Arthur
 FILBURN, Ruth—soprano
 FISCHER, Edna
 FLYNN, "Lefty"—baritone
 FOGARTY, John—tenor
 FONARIOVA, Genia—mezzo-soprano
 FORSTER, Gertrude—contralto
 FOSTER, Everett—baritone
 FOX, Ethel—soprano
 FRAKES, Ellis—baritone
 FRANKEL, Harry—baritone
 FREY, Fran
 FROMAN, Jane—blues singer
 FROOS, Sylvia—blues singer
 FULTON, Jack, Jr.—tenor
 GANGE, Fraser—baritone
 GARDELL, Tess—blues singer
 GARNER, Nancy—soprano
 GARY, Syd—baritone
 GEDDES, Robert—baritone
 GENTLE, Alice—soprano
 GIANNINI, Dusolina—soprano
 GIBBS, Parker
 GIFFORD, Clemence—contralto
 GIGLI, Beniamino—tenor
 GILES, Erva—soprano
 GIRARD, Armand—bass
 GLADE, Coe—contralto
 GLENN, Wilfred—bass
 GOLDSMITH, Amy—soprano
 GORDON, Dorothy—soprano
 GORDON, Westell—tenor
 GOULD, Herbert—bass
 GOVE, George—bass
 GRAHAM, Gordon—tenor
 GRAHAM, Ronald—baritone
 GRANT, Dave
 GRAY, Alexander—baritone
 GREELEY, Dorothy—contralto
 GRIFFIN, Robert—baritone
 GRUNINGER, Eva—contralto
 GUIDER, Cecilia—soprano
 GUIZAR, Tito—tenor
 GUTMAN, Elizabeth—soprano
 HACKETT, Charles—tenor
 HAINES, William—tenor
 HALE, John—tenor
 HALEY, Jack—crooner
 HALL, Arby
 HALL, Victor—tenor
 HALL, William Vincent—baritone
 HALLE, Royal—tenor
 HALLIDAY, Robert—baritone
 HALLOWAY, Ruth—soprano
 HAMMOND, Charles—tenor
 HANS, Mary—soprano
 HANSEN, Harald—tenor
 HANSHAW, Annette—contralto
 HARE, Ernie—baritone
 HARRIMAN, Charlotte—contralto
 HARRIS, Karolyn—contralto
 HARRIS, Marion—crooner
 HARRIS, Tommy—tenor
 HARRISON, Charles—tenor
 HART, Johnny (see Arthur
 Campbell)
 HARTMAN, Urbin—tenor
 HASTINGS, Annette—soprano
 HASTINGS, Nahum—tenor
 HAUPT, James—tenor
 HAYES, Clarence
 HAYES, Grace—soprano
 HAYNES, "Chuck"
 HEATHERTON, Ray
 HEINL, Helen Corbin
 HEMINGHAUS, Paula—contralto
 HENDRIE, Hubert—baritone
 HENRI, Charles—bass
 HERBERT, Evelyn—soprano
 HILLPOT, Billy



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VOCALISTS—Continued

HINDERMYER, Harvey
 HINES, Kenneth—tenor
 HOLLEY, Otis
 HOLT, Vivian—soprano
 HOPPLE, Mary—contralto
 HORLEY, Henrietta—soprano
 HORN, Norman—tenor
 HORTON, Marjorie—soprano
 HOSKINS, Clem—bass
 HOWARD, Charles—tenor
 HOWARD, George
 HOWELL, Lottice
 HUFSMITH, Fred—tenor
 HUGHES, Billy—baritone
 HUGHES, Herman—tenor
 HUNT, Arthur Billings—baritone
 HUNT, Maskell W. A.—bass
 HUNT, Mildred—contralto
 HUNTER, Raymond—baritone
 HUPFELD, Herman
 HURD, Robert—tenor
 IBLINGS, Henry—tenor
 JACKSON, Mabel—soprano
 JACOBSON, Vernon—baritone
 JAGEL, Frederick—tenor
 JAMES, Dorothea
 JAMES, Lewis—tenor
 JAMISON, Steele—tenor
 JANES, Art—baritone
 JANIS, Elsie



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JANKE, Helen—contralto
 JARRETT, Arthur—tenor
 JAYSON, Vernon—baritone
 JILLSON, David C.—baritone
 JOHANSSON, Selma—soprano
 JOHNSON, Maceo—baritone
 JOHNSON, Mildred—contralto
 JOHNSON, Rodney—tenor
 JOHNSON, Rosamond — Negro
 bass
 JOHNSON, Stewart—tenor
 JOLSON, Al—blues singer
 JONES, Allan—tenor
 JONES, Billy—tenor
 JONES, Dorothy—soprano
 JONES, Gwynfi—tenor
 JOY, Alice—contralto
 KANE, Edward—tenor
 KARLE, Theo—tenor
 KAUFMAN, Irving—baritone
 KELLER, Greta—soprano
 KELLOGG, Edna—soprano
 KELLY, Betty—soprano
 KELVIN, John—tenor
 KEMP, Edwin—tenor
 KEMPER, James—baritone
 KENNEDY, Charles
 KENNEDY, Irving—tenor
 KENT, Easton—tenor
 KERR, Jack—tenor
 KESSLER, Thelma—soprano
 KILPACK, Bennett
 KING, Dennis—baritone
 KINNE, Roger—baritone
 KIRBERY, Ralph—baritone
 KIRTLEY, Lucile—soprano
 KITCHELL, Alma—contralto
 KLASSEN, Ben—tenor
 KLAU, Elaine—soprano
 KLEIN, Ted—tenor
 KNELLS, Edwin—baritone
 KNOX, Harrison—tenor
 KNOX, Saida—contralto
 KRAKOWSKY, Mary—soprano
 KULICK, John—tenor
 KULZ, Ray
 KURENKO, Maria—soprano
 KUZNETZOFF, Adia—bass
 LABY, John
 LABY, Neal
 LA CENTRA, Peggy—contralto
 LA FRANCONI, Terry—tenor
 LALLY, Mary—contralto
 LAMBERT, Harold ("Scrappy")
 —tenor
 LANE, Rita—soprano
 LANG, Arthur—baritone
 LANG, Jeannie—blues singer
 LANGFORD, Frances—contralto
 LANGHORNE, Nora—soprano
 LARGOY, Paul—tenor
 LARSON, Herman F.—baritone
 LATHAM, Dwight—tenor
 LAVEY, Gloria—contralto
 LAYMAN, Zora
 LEE, Harriet—contralto
 LE KREUN, Pierre—tenor
 LENNOX, Elizabeth—contralto
 LESLIE, Grace—soprano
 LEWIS, C. Leonard—baritone
 LEWIS, Mary—soprano
 LEWIS, Welcome—contralto
 LINDSTROM, Edward—tenor
 LIPPE, Juliet—soprano
 LJUNGBERG, Goeta—soprano
 LLEWELYN, Al
 LONG, Lucile—soprano
 LORING, Ann—soprano
 LOW, Rosa—soprano
 LOWE, Mona—contralto
 LUCAS, Nick—tenor
 LUTHER, Frank—tenor
 LYON, Ruth—soprano
 MACAULEY, Joseph—baritone
 MACDONALD, George
 MACDONALD, James—baritone
 MACLEAN, Ross
 MADGETTE, Claire
 MAHONEY, Julia—soprano
 MARIO, Queena—soprano
 MARION, Edith—soprano
 MARSH, Andrea—soprano
 MARSH, Audrey—soprano
 MARSHALL, Everett—baritone
 MARTENS, Thora — mezzo-so-
 prano
 MARTINELLI, Giovanni—tenor
 MARTINI, Nino—tenor
 MARVIN, Johnny
 MATHIEU, Carl—tenor
 MAUREL, Barbara—contralto
 MAXWELL, Richard—tenor
 McADAMS, Lon—bass
 McCABE, Sarah Ann—soprano
 McCLINTOCK, Ray—tenor
 McCONNELL, Ed
 McCORMACK, John—tenor
 McCoy, Mary—soprano
 McCRAVY, Frank
 McCRAVY, James
 McCULLOUGH, Annette—croon-
 er
 McDERMOTT, Ray
 McDONNELL, Craig—baritone
 MCGREGOR, Evelyn—contralto
 MCKENZIE, "Red"—baritone
 McLAUGHLIN, Tom—baritone
 McLEOD, Matt—baritone
 MEADER, George—tenor
 MEISSNER, Fritz—tenor
 MELIUS, Luella—soprano
 MELTON, James—tenor
 MERKER, Mary—soprano
 MERMAN, Ethel—blues singer
 METAXA, George—tenor
 MILES, Mary—soprano
 MILLER, William—tenor
 MILLS, Walter—baritone
 MITCHELL, Bill
 MITCHELL, John



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MOCK, Alice—soprano
 MONCRIEFF, John—bass
 MONROE, Tommy—baritone
 MONTAGNE, Imelda—contralto
 MOODY, Robert—bass
 MOORE, Frank
 MOORE, Grace—soprano
 MORGAN, Helen—blues singer
 MORICHE, Jose—tenor
 MORS, Helen—torch singer
 MORSE, Lee—crooner
 MORRISEY, Marie—contralto
 MORROW, Ruth
 MOSHER, Austin—baritone
 MUIR, Thomas—tenor
 MUMMERY, Browning—tenor
 MUNN, Frank—tenor
 MURPHY, Larry—tenor
 MUZIO, Claudia—soprano
 NADEAU, Raoul—baritone
 NALLY, Mary—contralto
 NELL, Edward—baritone
 NELSON, Kathryn—contralto
 NEWELL, Fenwick—tenor
 NEWMAN, Kathryn—soprano
 NICOLINA, Zinaida
 NIELSEN, Norman—tenor
 NIESEN, Gertrude—torch singer
 NIESLEY, Myron—tenor
 NOEL, Jimmy
 NOLAN, Gill—tenor
 NOLL, Lou



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 NUGENT, Helen—contralto
 O'CONNELL, William—tenor
 OELHEIM, Helen—contralto
 OLSEN, Robert
 O'MORE, Colin—tenor
 O'NEAL, William—tenor
 ORR, Harvey—baritone
 ORTMAN, Billy—boy soprano
 PALMER, Earl—tenor
 PALMER, Effie
 PALMER, Katherine—soprano
 PALMER, Olive (see Virginia Rea)
 PANTELEIEFF, Max—baritone
 PARKER, Frank—tenor
 PARKER, Jack—tenor
 PARKS, Paul—baritone
 PARSONS, Chauncey—tenor
 PARSONS, Kathryn
 PATTERSON, Pat—bass
 PEARCE, Al
 PEARSON, Charles—bass
 PEARY, Harold—baritone
 PERCY, David
 PERRY, Henry—bass
 PERRY, William—tenor
 PETERS, Lowell—tenor
 PETERSON, Curt—baritone
 PHILO, Viola—soprano
 PICKARD, Obediah—hill billy singer
 PICKENS, Pearl
 PIGGOTT, Eileen—soprano
 PIRNIE, Donald—baritone
 PITTS, Cyril—tenor
 PONS, Lily—coloratura soprano
 PONSELLE, Carmela—mezzo-soprano
 PONSELLE, Rosa—soprano
 PORTER, Dave—tenor
 PORTERFIELD, Phil—baritone
 POWERS, Marie—contralto
 PREMACK, Charles—baritone
 PRESTON, Walter—baritone
 PRICE, Georgie
 PRICE, Norman—tenor
 PURSELL, June—contralto
 QUINE, John—baritone
 RAMONA (see Davies, Ramona)
 RASELEY, George—tenor
 RAVEL, Paul—baritone
 RAVENCROFT, John
 REA, Virginia (also known as Olive Palmer)—soprano
 READE, Janet
 REED, Marshall—baritone
 REESE, Ted—tenor
 REGAN, Phil—tenor
 REID, Kay—contralto
 REMSEN, Alice—contralto
 REVERE, Adrian—baritone
 REYES, Revva
 REYNOLDS, Bradford—tenor
 RIBICH, Ivan—tenor
 RICE, Al—tenor
 RICE, Bob
 RICE, Gladys—soprano
 RICHMAN, Harry
 ROBERTS, Rae Potter—contralto
 ROBESON, Paul—baritone
 ROBINSON, Roger—baritone
 ROBISON, Carson—singer of cowboy ballads
 ROBYN, William ("Wee Willie" Robyn)—tenor
 ROGERS, Ruth—soprano
 ROSE, Mildred—soprano
 ROSE, Peter de
 ROSEDALE, Lillian
 ROSS, Billy—tenor
 ROSS, Don—baritone
 ROSS, Evelyn
 ROSS, Freddy—blues singer
 ROSS, Lanny—tenor
 ROSS, Maybelle
 ROTHIER, Leon—bass
 ROWLAND, Eugene—tenor
 RUHF, Frank—tenor
 RUSH, Edna—contralto
 RUTH, Vivian
 SALATHIEL, Leon—bass
 SALERNO, Lawrence—baritone
 SAMAROFF, Nicolai—bass
 SANCHEZ, E. Bordman—tenor
 SANDERSON, Julia
 SARGENT, Jean—torch singer
 SARGENT, Joe
 SAVAGE, Muriel—soprano
 SCANLAN, Walter—tenor
 SCHAEFFER, Helen—contralto
 SCHILLER, Nora
 SCHIPA, Tito—tenor
 SCHMIDT, Reinhold—bass
 SCHOCK, Jean
 SCHOLTZ, William—baritone
 SCHON, Kenneth—bass
 SCHUMANN-HEINK, Ernestine—contralto
 SCOTT, Ivy—soprano
 SEAGLE, John—baritone
 SEARS, Charles—tenor
 SHARNOVA, Sonia—contralto
 SHARPE, Doris
 SHAW, Elliott—bass
 SHELLEY, Frances
 SHERRIS, Marley R.—bass
 SHEVLIN, John—tenor
 SHOPE, Henry—tenor
 SHUTTA, Ethel
 SILVA, Viola—contralto
 SIMMONS, Paul—baritone
 SIMMONS, Robert—tenor
 SIMPSON, Ralph—tenor
 SMALL, Edgar P.—tenor
 SMALL, Paul
 SMITH, Daniel F.—tenor
 SMITH, Earl
 SMITH, Fred—tenor
 SMITH, Homer—tenor
 SMITH, Jack—baritone

VOCALISTS—Continued

SMITH, Kate—crooner
 SMITH, Oliver—tenor
 SOTHERN, Sally
 SPEAKS, Margaret—soprano
 SPENCER, Kenneth—baritone
 SPICER, Earle—baritone
 STANBURY, Douglas—baritone
 STANFORD, Eldora—soprano
 STANLEY, Aileen
 STANLEY, James—bass
 STANTON, Harry—bass
 STEELE, Mary—soprano
 STERNEY, George—tenor
 STEVENS, Bob—tenor
 STEVENSON, Walter—bass
 STEWART, Elliott—tenor
 STEWART, Nathan—baritone
 STOKES, Leonard—baritone
 STRELKOFF, Seraphin—baritone
 STRELOVA, Seraphina—soprano
 SUTHERLAND, Arthur T.—baritone
 SUTHERLAND, Don—tenor
 SWAIN, Henry—bass
 SWARTHOUT, Gladys—mezzo-soprano
 SWEET, Roger—tenor
 TANNER, Elmo
 TAYLOR, EVA—blues singer
 TAYLOR, Gail—soprano
 TAYLOR, Irene—contralto
 TEELA, Dick—tenor
 TENNYSON, Juanita—soprano
 THIBAUDT, Conrad—baritone
 THOMAS, John Charles—baritone
 THOMPSON, Henry—tenor
 THOMPSON, Sam—tenor
 TIBBETT, Lawrence—baritone
 TIPPETT, Mary—soprano
 TISSIER, Joseph—baritone
 TONEY, James S. ("Jay")—baritone
 TRACY, Arthur—baritone
 TRAUTNER, Elsa Behlow—soprano
 TUCKER, Jim—tenor
 TUCKER, Sophie—blues singer
 TUCKER, William—baritone
 TUCKERMAN, Earle
 TURLEY, Agatha—lyric soprano
 TURNER, Jack
 UPSHUR, Claire
 VADDER, Chester D.—bass
 VALLEE, Rudy—crooner
 VAN, Gus
 VANCE, Jane—blues singer
 VANDOVER, Bud—tenor
 VAN DUZEE, Harold—tenor
 VAN EMBURGH, Harold—baritone
 VAN EMDEN, Harriet—soprano
 VAN HOESEN, Harrington—baritone
 VASA, Adele—soprano

VASILIEFF, Nicholas—tenor
 VELEZ, Lupe
 VELIKANOFF, Ivan—tenor
 VETTEL, Fred—tenor
 WADE, Fred—tenor
 WAINMAN, John—baritone
 WALDO, Earl—bass
 WALKER, Margaret
 WARD, Ada—crooner
 WARNER, Hazel—contralto
 WEBB, Theodore—baritone
 WERRENATH, Reinald—baritone
 WEYANT, Randolph—tenor
 WHELAN, Jim
 WHITE, Jerry—baritone
 WHITE, Joe—tenor
 WHITE, John—cowboy ballad singer
 WHITE, Joshua—blues singer
 WHITE, Ted—baritone
 WICKE, August—bass
 WIGGINS, Veronica—contralto
 WILEY, Lee—contralto
 WILKINSON, James—singer
 WILLIAMS, Emerson—bass
 WILLIAMS, Hannah—blues singer
 WILLIS, Claire
 WILSON, Allan—tenor
 WILSON, Fred—tenor
 WILSON, Muriel—soprano
 WOLTER, Edward—baritone
 WOOD, Mary—soprano
 WOODWARD, Harold—tenor
 WOODYARD, Darrell—baritone
 WOOLEY, Mary
 YOUNG, Helen
 ZEHR, Isabel
 ZOHN, Chester—tenor
 ZOLT, Frank—baritone

VOCAL ENSEMBLES

AMBASSADORS, The—male trio
 AMERICAN SINGERS
 BALLADEERS, The—male quartet
 BALLAD SINGERS—male quartet
 BLUE MOON TRIO—male trio
 BLUE RIDGE BOYS
 BLUETTES—girls trio
 BOSWELL SISTERS—harmony trio
 BUCCANEERS, The—male chorus
 CALIFORNIA TRIO—male trio
 CANTA NINA SINGING GIRLS
 CAVALIERS, The—male quartet
 CHICAGO A CAPPELLA CHOIR
 CHICAGOANS QUARTET
 COLLEGIANS, The—male quartet
 COMMODORES, The—male quartet
 COQUETTES—girls trio
 CYCOL FOUR—male quartet
 DIXIE JUBILEE SINGERS, The
 DIXIE MEMORIES—vocal and instrumental
 DIXIE SPIRITUAL SINGERS—Negro chorus

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VOCALISTS—Continued

- DO-RE-MI GIRLS—trio
 DORIC QUARTET—male quartet
 DUPONT QUARTET—male quartet
 EIGHT SONS OF ELI—octet
 ESKIMO QUARTET—male quartet
 FIRESIDE SINGERS—male quartet
 FOUR CLUBMEN, THE—male quartet
 FOUR ETON BOYS, THE—male quartet
 FOUR NEW YORKERS—male quartet
 FOUR NORSEMEN—male quartet
 FOURSOME, THE—male quartet
 GLENN SISTERS—harmony duo
 GRENADIERS, THE—male quartet
 GUARDSMEN, THE—male quartet
 HALL, DON, TRIO—mixed trio
 HALL JOHNSON CHOIR—Negro choir
 HAMILTON BEACH QUARTET—male quartet
 HARMONEERS, THE—male quartet
 HUMMING BIRDS — women's trio
 JESSYE, EVA, CHOIR — Negro chorus
 KREMLIN ART QUINTET—male quintet
 LANDT TRIO—male trio
 LAWSON'S NEGRO MALE CHORUS
 LE TRIO CHARMANTE—female trio
 MADISON SINGERS—mixed quartet
 MARINERS TRIO—male trio
 MCCRAVY BROTHERS (Frank and James)
 MELODIC GEMS QUARTET—mixed quartet
 MELODY MEN
 MEN ABOUT TOWN TRIO
 MEN O' SONG—male quartet
 MERRIE-MEN—male quartet
 MILLS BROTHERS—Negro ensemble
 MONEY BROTHERS — harmony team
 MOSS AND JONES—harmony team
 MUSKETEERS, THE—male quartet
 NEAL SISTERS
 NEW YORKERS, THE—male quartet
 OLYMPIANS, THE—male quartet
 PICKARD FAMILY—hill billy song ensembles
 PICKENS SISTERS—harmony trio
 RADIO RUBES—male harmony quartet
 REGIMENTALISTS, THE (16 voices)—male chorus
 REVELERS QUARTET—male quartet
 ROLLICKERS QUARTET — male quartet
 RONDOLIERI QUARTET
 ROUND TOWNERS, THE — male quartet
 RUSSIAN MALE CHOIR
 SONGFELLOWS—male quartet
 SONGSMITHS—male quartet
 SONGSTERS, THE—male octet
 SOUTHERN HARMONY FOUR—Negro quartet
 SOUTHERNAIRES MALE QUARTET
 STROLLERS' QUARTET
 TAYLOR'S, PAUL, QUARTET
 THREE KEYS—Negro harmony trio
 THREE ORPHANS
 THREE SHADES OF BLUE—girls trio
 THREE X SISTERS — harmony trio
 TRAVELLERS QUARTET — Negro quartet
 TRIO ROMANTIQUE—mixed trio
 UPSTATERS, THE—male quartet
 VERMONT LUMBERJACKS QUARTET—male quartet
 VIENNA BOY SINGERS (Wiener Saengerknaben Choir)
 VOCAL ART QUARTET — mixed quartet
 VOCAL ART TRIO—female trio
 WANDERERS, THE—male quartet
 WESTMINSTER CHOIR
 WHITEMAN'S, PAUL, RHYTHM BOYS—harmony trio

CONDUCTORS

ORCHESTRA DIRECTORS

- AARONSON, Irving
 ABAS, Nathan
 ABRAMS, Dave
 AGNEW, Charles
 AMADO, Don
 ARDEN, Victor
 ARMBRUSTER, Robert
 ARNHEIM, Gus
 ARTZT, Billy
 ASTOR, Ted
 BALLEW, Smith
 BANKS, Billy
 BANTA, Frank
 BARLOW, Howard
 BARRIS, Harry
 BARZIN, Leon
 BASY, Alexander
 BATTLE, Rex
 BAXTER, Phil
 BEBAN, Walter
 BELASCO, Leon
 BELOV, Samuel
 BELVISO, Thomas
 BENNETT, Ralph
 BEREZOWSKY, Nicolai
 BERGER, Jack
 BERNIE, Ben
 BERNIE, Dave
 BERRENS, Fred
 BESTOR, Don
 BIGELOW, Don
 BIRCH, Gordi
 BITALE, Angelo
 BLACK, Frank
 BLACK, Teddy
 BLAUFUSS, Walter
 BONIME, Joseph
 BOULANGER, Charles
 BOURDON, Rosario
 BREWER, Ted
 BRIGODE, Ace
 BROWN, Sidney
 BROWN, Walberg
 BRUSILOFF, Leon
 BRUSILOFF, Nat
 BUSSE, Henry
 CALLOWAY, Cab
 CAVALLO, Peter, Jr.
 CHRISTIAN, Tommy
 CLOUTIER, Norman L.
 COLLINGE, Channon
 COLUMBO, Russ
 CONRAD, Lew
 COOK, Ted
 COON, Carlton
 CORRIGAN, Jimmy
 CRAIG, Francis
 CUMMINS, Bernie
 DALTON, Dave
 DALY, William Merrigan
 DAMROSCH, Walter
 DANT, Bud
 DAVIES, Colby
 DE FOREST, Don
 DENNY, Jack
 DEUTSCH, Emery
 DIAMOND, Lew
 DONNIE, Don
 DORNBERGER, Charles
 DRASSEIN, Alex
 DUCHIN, Eddie
 DUNN, Rex
 EARLE, George
 EASTMAN, Morgan L.

CONDUCTORS—Continued

EISLER, Paul
 ELLINGTON, Duke
 EVERETT, Eliot
 FENTON, Carl
 FIEDLER, Arthur
 FIORITO, Ted
 FISCHER, Mark
 FISHER, Phil
 FOERCH, Ole
 FRANKLIN, Ross
 FRIEDMAN, "Snooks"
 FUNK, Larry
 FURST, Joe
 GALLICCHIO, Joseph
 GANZ, Rudolph
 GARBER, Jan
 GARRIGAN, Jimmy
 GASPARRE, Dick
 GENDRON, Henri
 GERUN, Tom
 GILL, Emerson
 GLUCKSMAN, Erwin
 GOLDEN, Ernie
 GOODMAN, Al
 GOOSSENS, Eugene
 GORDON, Herb
 GRAY, Otto
 GREEN, Jimmy
 GREEN, Joe
 GROFE, Ferde
 GRUPP, Dave
 GUION, David
 HAAS, Alexander
 HAENSCHEN, Gustave
 HAHN, Theodore, Jr.
 HALL, Fred
 HALL, George
 HALLBERG, Sven von
 HAMP, Johnny
 HARBUVEAUX, Jules
 HARING, Bob
 HARMATI, Sandor
 HARRIS, Graham
 HARROD, Buddy
 HAYES, Thamon
 HAYMES, Joe
 HAYTON, Leonard
 HECTOR, Charles
 HINES, Earl
 HIRSCH, Bertram
 HOFFMAN, Earl
 HOGAN, Tweet
 HOLST, Ernie
 HOPKINS, Claude
 HORLICK, Harry
 HORNIK, Josef
 HUNTLEY, Lloyd
 HURD, Robert
 ISLES, J. Harrison
 JARRETT, Arthur
 JOHNSON, Arnold
 JOHNSTON, Merle
 JONES, Isham
 JOY, Jimmy
 JOY, Leonard
 KAHN, Roger Wolfe

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HERS is a glorious voice, which, like herself, sparkles with personality and brilliance of interpretation.

—*The Palm Beach Times*

THE dusky, indescribably rich and heart-warming voice of Coe Glade, world-famous contralto, her superb dramatic ability and her exotic beauty combined to provide members of the Civic Music Association with a musical entertainment as nearly perfect as they will ever experience.

—*The Elgin (Illinois) Courier*

SHE met the seriousness of mood with the full opulence of an extraordinary voice and complete inner responsiveness to the music's message.

—*George A. Leighton in the Cincinnati Enquirer*

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 711 Fifth Avenue
 New York, N. Y.

George Engles
 Managing Director

CIVIC CONCERT SERVICE
 20 Wacker Drive
 Chicago, Ill.

Dema E. Harshbarger
 President

GORGEOUS, the word so overworked that it has lost half its savor is in the fullest extent of its meaning best descriptive of the beauty of the voice of Coe Glade.

—*The Evening Leader, Corning, N. Y.*

CONDUCTORS—Continued

- KARDOS, Gene
 KATZ, Al
 KATZMAN, Louis
 KAY, Herbie
 KEENAN, Hank
 KEMP, Hal
 KERR, Charlie
 KING, Wayne
 KIRILLOFF, Alexander
 KOESTNER, Josef
 KOGEN, Harry
 KOSTELANETZ, Andre
 KREUGER, Benny
 KRIENS, Christian
 KROLL, Louis
 KRUEGER, Art
 KYTE, Benny
 LALEY, Howard
 LANIN, Howard
 LANIN, Sam
 LA PRADE, Ernest
 LAURIER, Ludwig
 LEE, Baron
 LIEBERFELD, Daniel
 LINCOLN, William
 LISHIN, Hank
 LOBLOV, Bela
 LOGAN, Walter
 LOMBARDO, Guy
 LOPEZ, Vincent
 LOWN, Bert
 LYMAN, Abe
 LYNN, Carrey
 MADRIGUERA, Enric
 MANGOLD, Rudolph
 MARIANI, Hugo
 MARTIN, Dolph
 MARTIN, Freddie
 MASTERS, Frankie
 MAYER, Ken
 MCKAY, Marion
 MENDOZA, David
 MERRICK, Mahlon
 MILLER, Jack
 MOORE, Carl
 MOORE, Eddie
 MORSE, Clyde
 MOSS, Joe
 NAPOLEON, Phil
 NAVARRO, Leon
 NEELY, Thomas
 NELSON, Ozzie
 NICHOLS, Red
 NOLAN, Bob
 O'HARE, Husk
 OLSEN, George
 OWENS, Harry
 PAIGE, Raymond
 PANICO, Louis
 PARANOV, Moshe
 PARENTAU, Zoel
 PARKER, Ray
 PASTERNAK, Josef
 PEDRO, Don (Pedro Via)
 PETTIS, Jack
 PINERO, Frank
 POLLACK, Ben
 PRINCE, Graham
 RAIMONDI, Frank
 RANDALL, Slats
 RAPEE, Erno
 REDMAN, Don
 REICHMANN, Joe
 REINER, Fritz
 REISMAN, Leo
 RENARD, Jacques
 RESER, Harry
 RICH, Freddie
 RICHMAN, Joe
 RIEHL, J. Oliver
 RINES, Joe
 ROBERTS, Joe
 ROBISON, Willard
 RODEMICH, Gene
 RODGERS, Joseph
 ROGERS, Buddy
 ROLFE, B. A.
 ROSEBROOK, Leon
 ROSS, David
 RUBINOFF, Dave
 RUDISILL, Ivan
 RUSSELL, Jack
 RUSSO, Dan
 RYBB, Dan
 SAGERQUIST, Eric
 SALTER, Harry
 SANFORD, Harold
 SANNELLA, Andy
 SCHAFFER, Floyd
 SCHELLING, Ernest
 SCHERBAN, George
 SCHEUERMAN, Charles
 SCHOOLER, Dave
 SCHWARZWALD, Milton
 SCOTTI, William
 SEIDENMAN, Sidney
 SELVIN, Ben
 SEVERI, Gino
 SHACKLEY, George
 SHAW, Billie
 SHERMAN, Maurie
 SHIELDS, Roy
 SHILKRET, Jack
 SHILKRET, Nathaniel
 SILVERS, Louis
 SIMMONDS, Arlie
 SIMON, Seymour
 SISSIE, Noble
 SIVERSON, Charles W.
 SMITH, Harl
 SMITH, Stanley
 SMITH, Walter
 SMOLENS, Max
 SNYDER, Dick
 SODERO, Cesare
 SOREY, Vincent
 SOSNIK, Harry
 SPECHT, Paul
 SPITALNY, H. Leopold
 SPITALNY, Phil
 STERN, Harold
 STICKLES, William
 STOESS, William
 STOKES, Harold
 STOKOWSKI, Leopold
 STRAIGHT, Charlie
 STRETZ, Frank
 THEIS, Henry
 TOURS, Frank
 TRAUTMAN, Ed
 TREMAINE, Paul
 TRUMBAUER, Frank
 VAGNONI, Frank
 VALLEE, Rudy
 VAN LOAN, Paul
 VAN STEEDEN, Peter
 VECSEY, Armand
 VENTREE, Frank
 VERNI, Milan
 VOORHEES, Don
 WAGNER, Robert ("Buddy")
 WALLENSTEIN, Alfred
 WALLER, Frank Laird
 WARING, Fred
 WARING, Tom
 WARNOW, Mark
 WATKINS, Tommie
 WEEKS, Anson
 WEEMS, Ted
 WEISS, Karl
 WESTPHAL, Frank
 WHEELER, C. E.
 WHITE, L. A.
 WHITE, Roger
 WHITEMAN, Paul
 WILLSON, Meredith
 WINFREE, Dick
 WIRGES, William
 YOUNG, Victor

BANDMASTERS

- BENTER, Lieut. Charles
 BRANSON, Capt. Taylor
 D'ANNA, Edward
 GOLDMAN, Edwin Franko
 PRYOR, Arthur
 SLATTER, Capt. John
 STANNARD, William J.

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VOCAL ENSEMBLE
DIRECTORS

- ABERNATHY, William
 BARTHOLOMEW, Marshall
 BLAUMAN, Minie

1000 Watts
560 K.C.
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Daily. West-
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BROADCASTER

BOB ROBERTS
General Manager



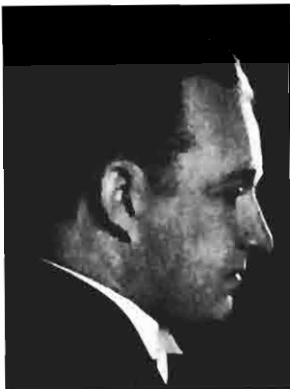
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Talented producer, recruited from the operatic and concert stage. In addition to production duties is the featured contralto voice of the station.



ELBERT LA CHELLE
Staff Organist

A soloist and accompanist of unusual understanding, noted for his novel interpretations, and sympathetic phrasing.



WALTER J. RUDOLPH
Concert Pianist

The most sensational concert pianist on the Pacific Coast, well known as this station's concert orchestra leader, and as a theatre conductor of unusual standing.

**"Selling with a Song
and a Smile"**

is the job of the specialists whose pictures appear on this page . . . Advertising men have learned that an eager, appreciative audience responds to an intelligent, cheery message broadcast over KTAB . . . The audience is eager and appreciative, because it has learned that it is never disappointed when dials are turned to KTAB in search of a song and a smile . . . Modern, intelligent, alert, the commercial, production, and program departments of KTAB are ever striving to co-ordinate the advertiser's problem with the psychology of the listener's reaction. . . . The success of these efforts is proved by the high percentage of repeat business among accounts advertising over KTAB, and especially those whose problem is one of demand and distribution over the entire Northern California territory . . . That's why we say,

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Musical Director



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Household Expert

Home-making is her forte, though she has met with pronounced success in the commercial presentation of many women's programs.



ERNIE SMITH
Sports Announcer

Outstanding Pacific Coast sports authority, and official sports announcer of this station and the Hearst Radio Service.

CONDUCTORS—Continued

BLOCK, Ray
 BUTTOLPH, David
 CAIN, Noble
 CHURCH, James
 DILWORTH, George
 KIBALCHICH, Basile

KOSTELANETZ, Andre
 LUND, Anthony C.
 MATTFELD, Julius
 McLEOD, Keith
 MERRIMAN, Dana S.
 POLAK, Emil J.

ROBERTS, Lee S.
 STEVENS, Leigh
 TOWNER, Earl
 WEIL, Irving
 WILLIAMSON, Dr. John F.
 WILLIS, Claire

DRAMATIC ARTISTS

ACE, Goodman
 ACE, Jane
 ADAMS, Bruce
 ADAMS, William
 ALLEN, Arthur
 ALLEN, Barbara Jo.
 ALLENBY, Peggy
 AMECHE, Don
 ANDREWS, Stanley
 APPLEBY, Ray (juvenile)
 ARNALL, Curtis
 BACKUS, Georgia
 BAKER, Florence
 BAKER, Marie
 BALDRIDGE, Fanny May
 BANNISTER, Alexander Conover
 ("Buck")
 BARKER, Bradley
 BARKLEY, Jean (juvenile)
 BARNES, Pat
 BARNEY, Malcolm L.
 BARNEY, Marion
 BARUCK, Allan
 BATTLE, George Gordon
 BATTLE, John Tucker
 BELL, Joseph
 BELL, Shirley (juvenile)
 BENCE, Boc
 BENSON, Bobby (juvenile)
 BERG, Gertrude
 BERG, June
 BERGMAN, Ted
 BERRY, Aline
 BERWIN, Bernice
 BLACKMER, Sidney
 BLOCK, Vivian (juvenile)
 BOARDMAN, True
 BRAMLEY, Jane
 BREAKSTON, George (juvenile)
 BRECHER, Egon
 BREWSTER, John
 BRICKERT, Carleton
 BROWN, George Frame
 BUCHANAN, Stuart
 BUCKLEY, May
 BURKE, Billie
 BURKE, Georgia
 BUSLEY, Jessie
 BYRON, Gene
 CALFOT, Anita (juvenile)
 CALVERT, Charles
 CAMPBELL, Arthur
 CANSDALE, Henry
 CARNEY, Don
 CAROTHERS, Isabelle
 CASSIN, Goldie
 CHAPPELL, George
 CHASE, Ann

CHIBIABOS, Chief
 CHURCH, Wilda Wilson
 CHURCHILL, Beatrice
 CLAIRE, Helen
 COLE, Joyce
 CONNOLLY, Walter
 COOLEY, Frank
 COOPER, Willis
 COOPER-CLIFFE, H.
 CORN, Alfred (juvenile)
 CORNELL, Katherine
 CORWINE, Tom
 COWDEN, Jack (juvenile)
 CROWLEY, Matthew
 DAILEY, John
 DALY, John C.
 DAMEREL, Donna
 DAMPIER, Fred
 DANIELS, Bebe
 DANTE, Jeanne (juvenile)
 DAVENPORT, Alice
 DAWSON, George C. ("Nick")
 DAWSON, Hal K.
 DAY, Dorothy
 DE CORDOBA, Pedro
 DEANE, Bobbe
 DEER, Alice
 DESMOND, Dorothy
 DEVITT, Alan
 DI CORSIA, Ted
 DILLON, Jane
 DIX, Marilou
 DIXON, Jean
 DIXON, Peter
 DONNELLY, Andrew
 DOOLEY, Ray
 DORLAND, Nan
 DOTY, Jack
 DOUGLASS, Eileen
 DOWD, Patsy (juvenile)
 DUMAS, Helene
 DUNN, Malcolm
 ELLEN, Minette
 ELLMAN, Dave
 ELSTNER, Anne
 EMERSON, Edward
 EVANS, Marjory
 FARMER, Virginia
 FELTON, Verna
 FENNELLY, Parker
 FIELD, Sylvia
 FIRESTONE, Eddie, Jr. (juvenile)
 FLYNN, Bernardine
 FRANCIS, Vera
 FRASER, Fay
 FRAWLEY, T. Daniel
 FRELLESEN, Elsbeth

GARDINER, Virginia
 GARRICK, Geraldine
 GILLMAN, Antonia (juvenile)
 GORDINIER, Otis
 GORDON, Grace
 GORDON, Richard
 GRAHAM, George
 GRANBY, Joseph
 GREEN, Mitzi (juvenile)
 GREENE, Rosaline
 GRIFFIN, Robert
 GRIGGS, John
 GURVEY, Henry
 HACKETT, Carl
 HADEN, Sara
 HANDIN, Helene
 HARBATER, Muriel (juvenile)
 HARDEMAN, Gertrude
 HARRISON, Adele
 HART, Johnny (Arthur Campbell)
 HARVEY, Art Van
 HAWORTH, Vinton
 HAYES, Sheelagh
 HAYS, Harvey
 HECTOR, Louis
 HEDGE, Ray
 HERMAN, Milton
 HERNANDEZ, Juano
 HITZ, Elsie
 HODGINS, Earle
 HOEVY, J. Winfield
 HOFFA, Portland (Mrs. Fred Allen)
 HOLM, Cecil
 HOLOP, Florence
 HOPE, Douglass
 HOPKINS, Barry
 HOPKINSON, Marion
 HOPPER, De Wolf
 HORTON, Bert
 HOUSTON, Jane
 HOWARD, Eunice
 HOWARD, Leslie
 HOYT, Roberta
 HUBBARD, Irene
 HUGHES, Floy Margaret (juvenile)
 HULICK, Wilbur
 HUTCHINSON, Thomas
 IDELSON, Billy (juvenile)
 JACOBSON, Arthur
 JAMES, Dorothea
 JOHNSON, Bess K.
 JOHNSON, Rosamond
 JOHNSON, R. W.
 JORDAN, Bobby (juvenile)

DRAMATIC ARTISTS—Continued

JOSLYN, Allyn
 JOSSEN, Marjorie (juvenile)
 JUDGE, Arline
 KAMMAN, Bruce
 KANE, John
 KAY, Joan
 KEITH-JOHNSTON, Colin
 KELLEY, Thomas
 KENNEDY, Madge
 KENNEDY, Wright
 KING, Helen
 KLINE, Thelma (juvenile)
 KLING, Janett
 KNIGHT, June
 KNIGHT, Raymond
 KRAMER, Wright
 KRUEGER, Otto
 KRUGER, Alma
 KRUGER, Elmer
 LEE, Barbara
 LEGERE, Ben
 LEGRAND, Dickie (juvenile)
 LORD, Phillips H.
 LORD, Mrs. Phillips H.
 LOVE, Sunda
 LOVEL, Leigh
 LOWELL, Helen
 MACALISTER, Charles
 MACCLOY, June
 MACDONALD, Kenneth

MACKAY, Phoebe
 MACY, G. Underhill
 MALLORY, Elizabeth (juvenile)
 MALONE, Florence
 MANGAN, Buddy (juvenile)
 MANN, Arthur
 MANNERS, Patricia Ann
 MASON, Louis
 MATHEWS, Dora
 MATTHEWS, Junius
 MAXWELL, Ted
 MAYORS, Bertie (juvenile)
 MCBRYDE, John
 MCCLENDON, Rose
 MCCCLINTOCK, Gray
 MCCOMB, Kate
 MCCORMICK, Emily
 MCFARLAND, Don
 MCGOVERN, John
 MCLAIN, Junior (juvenile)
 MCLEAN, Betty
 MEIGHAN, James
 MELCHOIT, Elaine
 MEREDITH, June
 MERRIFIELD, Don
 MERY, Jack
 MOORE, Matt
 MOORE, Percy
 MOOREHEAD, Agnes
 MORRIS, Ted
 MOSS, Carlton

MUSSELMAN, Helen
 MUSSELMAN, Millie
 NEVILLE, Harry
 NORTH, Clyde
 O'MEARA, Jerry
 ORTEGA, Santos
 OSGOOD, Cornelia
 OWEN, Jeanne
 PAGE, Billy (juvenile)
 PANKOW, Lorraine
 PAPE, Lionel
 PEARCE, Al
 PINGLE, William
 PODMORE, William
 POST, Tom
 PRATHER, Lee
 PRINGLE, Aileen
 PROVO, Frank
 PRUD'HOMME, Cameron
 QUESTEL, Mac
 RAFFETTO, Michael
 RAINEY, William S.
 RATH, Will
 RAY, Helen
 READICK, Frank
 REED, Dan
 REESE, Edward
 REILLY, James
 RELLA, Eleanor
 RENWICK, Katharine
 RHYMER, Paul

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B
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General Music Supervisor

NATIONAL BROADCASTING COMPANY

DRAMATIC ARTISTS—Continued

RICE, Herbert
 RIDGES, Stanley
 ROBBINS, Barbara
 RODIER, Renee
 RONSEN, Adele
 ROSELEIGH, Jack
 ROSLEY, Adrian
 ROYLE, Capt. William
 RUSSELL, Ruth
 SAMS, William
 SCHULKERS, Robert Franc
 SEAGRAM, Wilfred
 SEAMAN, Laddie
 SEAY, Frank
 SECREST, Cecil
 SERVOSS, Mary
 SHELLEY, William
 SHIELDS, Marcella
 SHIRLEY, Alfred
 SILBER, Roslyn (juvenile)
 SINCLAIR, Horace
 SKINNER, Cornelia Otis
 SMART, Jack
 SMITH, Mark
 SMITH, Mary
 SMYTHE, J. Anthony
 SNYDER, Arthur
 SODERLING, Walter
 SPENCER, Edith
 STARKY, Louise
 STEHLI, Edgar

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 TRUE ROMANCE
 TRUE DETECTIVE
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 COLUMBIA
 RECORDINGS

STEINKE, William
 STOWE, Leslie
 STRAUSS, Robert W.
 SUTHERLAND, Anne S.
 SWENSON, Alfred
 TANNER, Pearl King
 TAYLOR, Eva
 TEDRO, Henrietta (juvenile)
 THOMAS, Fred
 THOMASON, Adeline
 THURSTON, Howard (magician)
 TORGERSON, Ulita
 TORNELLA, Clementine — juvenile actress
 TRACY, Lee
 ULRIC, Leonora
 VAIL, Myrtle
 VELEZ, Lupe
 WADE, Warren
 WALL, Lucille
 WALLACE, Jo
 WALTER, Wilmer
 WANAMAKER, Richard
 WARBURTON, Charles
 WATERS, James
 WAY, Carl
 WAY, Norma (juvenile)
 WEAVER, Ned
 WEBB, Betty
 WEBSTER, Charles
 WEBSTER, George
 WENTER, Ruth
 WEST, Oliver
 WHEATLEY, Jane
 WHITE, Frances
 WHITE, Robert
 WHITNEY, Edwin M.
 WICKER, Irene
 WILSON, Frank
 WILSON, Kathleen
 WILSON, Ward
 WINLOCKE, Isabel
 WINNINGER, Charles
 WINTERS, Joan
 WITTLER, Therese
 WOLFE, Ian (juvenile)
 WOLFSON, Martin
 WOODY, Elizabeth
 WOOSTER, Ruth
 WRAGGE, Edwin
 WRIGHT, Marian
 WRIGHT, Rae
 WRIGHT, William
 WYATT, Eustace
 YARBOROUGH, Barton
 YORKE, Ruth

COMEDIANS AND COMEDY TEAMS

ALLEN, Fred
 ALLEN, Gracie
 ATTEBURY, Duke
 ATWELL, Roy

BENNY, Jack
 BINFORD, Pat
 BOLEN, Murray
 BOLEN, Murray, and BROWN, Harris ("Murray and Harris")
 BONTSEMA, Pete
 BRICE, Fannie
 BRODERICK, Helen
 BROWN, Harris
 BROWNE, Bradford
 BROWNE, Bradford, and LLEWELLYN, Al ("Brad and Al")
 BURNS, George
 BURNS, George, and ALLEN, Gracie
 CAMERON, Al
 CAMERON, Al and BONTSEMA, Pete ("Al and Pete")
 CANTOR, Eddie
 CARROLL, Eugene
 CARROLL, Eugene, and ROWELL, Glen ("Gene and Glen")
 COHN, Harry (straight man for Jack Benny)
 COOK, Phil
 CORRELL, Charles J.
 CORRELL, Charles J., and GOSDEN, Freeman F. ("Amos 'n' Andy")
 CRAWFORD, Lester
 CRONIN, Frank and Flo ("Frank and Flo," song and patter team)
 CRUMIT, Frank, and SANDERSON, Julia (song and patter team)
 DEMLING, Bill
 DOWLING, Eddie
 DUMKE, Ralph
 DURANTE, Jimmy
 EAST, Eddie
 EAST, Eddie, and DUMKE, Ralph ("Sisters of the Skillet")
 ERROL, Leon
 FARRELL and ENDOR
 FLIPPEN, Jay C.
 GILL, Frank
 GILL, Frank, and DEMLING, Bill ("Two White Dots")
 GILLUM, Ken
 GOSDEN, Freeman F.
 GRANT, GRAHAM and COUGHLIN
 HALL, Cliff (straight man for Jack Pearl)
 HINDERMYER, Harvey
 HINDERMYER, Harvey, and TUCKERMAN, Earle ("Goldy and Dusty")
 HOWARD, Tom
 HOWARD, Willie and Eugene
 JESSEL, George
 JOHNSON, Chic

DRAMATIC ARTISTS

—Continued

JOLSON, Al
 JORDAN, Marion and Jim
 KNIGHT, Raymond
 LAHR, Bert
 LEIGHTON, Helen
 LIVINGSTONE, Mary (Mrs. Jack Benny)
 LOCKHART, Gene and Kathleen (song and patter team)
 MAGUIRE, Arnold
 MALONE, Pic
 MARX, Chico
 MARX, Groucho
 MCCLOUD, Mac
 MCNEILL, Don
 MOORE, Sam
 MOORE, Victor
 OLSEN, Ole
 OLSEN, Ole, and JOHNSON, Chic
 PADGETT, Pat
 PADGETT, Pat, and MALONE, Pic
 PEARCE, Al
 PEARCE, Al, and WRIGHT, William ("Eb and Zeb")
 PEARL, Jack
 PERKINS, Ray
 PRICE, Georgie
 REESE, Ted
 REIS and DUNN (comedy and song team)
 ROSE, Harry
 ROWELL, Glenn
 SHELTON, George
 SHELTON, George, and HOWARD, Tom
 SILVERS, Sid
 TAYLOR, F. Chase
 UPTON, Monroe
 VAN, Gus
 WRIGHT, William
 WYNN, Ed

SPEAKERS, NARRATORS

ALLEN, Ida Bailey—dietitian, household economics speaker
 ANDREWS, Roy Chapman—explorer
 ANTHONY, John—narrator
 ARCHER, Gleason L.—lawyer
 ARNOLD, Gene—narrator
 BAGLEY, Arthur—health director
 BAKELESS, John E.—narrator
 BARKER, Judy—book and play reviews
 BARTON, Bruce—speaker
 BARTON, Francis Lee—narrator
 BECKER, Bob—narrator
 BLAINE, Joan—narrator
 BLAKE, Mrs.—narrator
 BOOTH, Mrs. Sidney—narrator

ADELAIDE GESCHEIDT



THE NORMAL natural voice development, which is the basis of Miss Gescheidt's unique system of voice culture, leads to the kind of singing that is essential for radio. Purity of tone with perfect legato, without tone placement or breathing "method," and perfect diction are outstanding qualities always present in an Adelaide Gescheidt artist-pupil. It is this tone production which develops the voice to the ultimate of its possibilities, giving it freedom and beauty and all-around effectiveness . . . from the most softly sung phrase to the fullest forte which is ideal for radio.

Miss Gescheidt is specially qualified to prepare singers for radio appearances; and to aid speakers to get the utmost possible from their broadcasts.

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of

ADELAIDE GESCHEIDT ARTIST-PUPILS

FREDERIC BAER, Baritone		
<i>Continental Operatic Hour</i>	(4 years)	WJZ
<i>Through the Opera Glass</i>		
IRENE WILLIAMS, Soprano		
<i>Operatic Hour</i>		WJZ
<i>Baldwin Hour</i>		
<i>Through the Opera Glass</i>		
MARY HOPPLE, Contralto		
<i>Philco Hour</i>	(3 years)	WJZ
<i>Enna Jettick Hour</i>	(4 years)	
<i>Armstrong Hour</i>	(4 years)	
<i>Light Opera Hour</i>	(3 years)	
<i>Through the Opera Glass</i>		
EARL WEATHERFORD, Tenor		
<i>Through the Opera Glass</i>		WEAF
<i>Half Hour of Song</i>		WTIC
FOSTER MILLER, Baritone		
<i>Half Hour of Song</i>		WTIC
ROMLEY FELL, Baritone		
<i>Newark Music Foundation</i>		WOR

STUDIOS

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SPEAKERS, NARRATORS—Continued

BOWMAN, Francis—narrator
 BROUN, Heywood — commentator
 BUCK, Frank—explorer
 BUNDESEN, Dr. Herman N.—health talks
 CAIN, Myndall—narrator
 CARNEY, Don—narrator
 CARTER, Boake—news and political commentator
 CHASE, Dorothy—narrator
 CLANEY, Howard—narrator
 COBB, Irvin S.—humorist
 COE, Charles Francis—talks on crime
 COOK, Alfred—speaker
 COPELAND, Dr. Royal S.—health talks
 COX, Coleman—business philosopher
 CROCKER, Betty—cooking talks
 CROSS, Dr. Laurance L.—speaker
 CULBERTSON, Ely — bridge lessons
 CULBERTSON, Josephine (Mrs. Ely)—bridge lessons
 DE CORDET, Jeanette—mistress of ceremonies



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DE LA JARRIE, Vicomtesse—mistress of ceremonies
 DENNETT, Dr. Roger H.—speaker
 DOOLEY, Eddie—sports commentator
 DOWNES, Olin—music commentator
 DRISCOLL, Charles B.—narrator
 DUDLEY, Bide—commentator
 DUVEEN, Albert—art expert
 EDWARDS, Jill—book and play review
 ELLIS, Grace—narrator
 ERSKINE, John—speaker
 FAIRFAX, Beatrice—narrator
 FRANKFUTRER, Alfred N.—modern art talks
 FRANZ—chef, cooking talks
 FRENCH, Patricia—radio news columnist
 GARGAN, William—master of ceremonies
 GIBBONS, Floyd—news commentator
 GIBBONS, Molly—narrator
 GILCREST, Charles J.—narrator
 GOODWIN, Coburn—narrator
 GORDON, Mrs. John T.—talks on baby care
 GOUDISS, Mrs. A. M.—home economics speaker
 GRANT, Jane—narrator
 GRAY, Grace Viall—home economics speaker
 GUEST, Edgar A.—poet
 HAGGARD, Dr. Howard W.—health talks
 HANLEY, William—narrator
 HARD, William—political analyst
 HARRIS, Dr. Thomas J.—health talks
 HEATH, Mrs. Julian—food talks
 HERFORD, Beatrice—monologist
 HILL, Edwin C.—news commentator
 HOWARD, John Tasker—narrator
 HUNT, Frazier—narrator
 INGRAM, Frances—narrator
 JACKSON, Joseph Henry—book reviews
 JORDAN, Ruth—narrator
 JORDAN, Sarah—narrator
 KALTENBORN, H. V.—news commentator
 KENNEDY, John B.—narrator, master of ceremonies
 KEY, Pierre—music commentator, narrator
 KUNE, Peter B.—story teller
 LANDIS, Frederick—narrator
 LANG, Don—narrator
 LA PRADE, Malcolm—narrator
 LAWRENCE, David—political analyst
 LENROOT, Katherine—educator
 LITTLEDALE, Clara Savag e—speaker
 LLOYD, Sam—puzzles expert
 LOFF, Jeannette — mistress of ceremonies
 LOUTHAIN, F. Winifred—narrator
 LYONS, Jimmie—narrator
 MABIE, Beatrice—beauty talks
 MACDONALD, Mrs. Claudine—mistress of ceremonies
 MAHER, Wally—narrator
 MAHLE, Hans—narrator
 MARTIN, George—news commentator
 MAY, Elizabeth—narrator
 MCCONATHY, Osbourne—music commentator
 McDONALD, James G.—current topics
 MCQUEEN, Alexander—narrator
 MEADE, Martha — domestic science talks
 MEADOWS, V. E.—narrator
 MILLER, Marion—modern art talks
 MOSES, Montrose J.—drama reviews
 NEELY, Henry M.—master of ceremonies
 NORTON, Mary — home economist
 OBOLENSKY, Princess Ivanova —beauty talks
 O'KEEFE, Walter — master of ceremonies
 OLDS, Mary—beauty talks
 OPPENHEIMER, Dr. Ella—educator
 OSCAR OF THE WALDORF—food talks
 PARISH, Amos—fashion authority
 PATRI, Angelo—child psychologist
 POST, Emily Price—talks on etiquette
 RAINEY, William S.—narrator
 RECTOR, George—restaurateur
 REEVE, Arthur B.—author
 REVELL, Nellie—narrator
 RICE, Grantland—sports writer

SPEAKERS, NARRATORS—Continued

- ROOSEVELT, Mrs. Franklin D.—speaker
 ROSS, David—narrator
 SANTRY, Margaret—mistress of ceremonies
 SCHUDT, Bill—news narrator
 SHERRIS, Marley R.—narrator
 SINGISER, Frank—narrator
 SKOLSKY, Sidney—columnist
 SMITH, Edward H.—reader
 SMITH, Ernie—sports commentator
 SOBOL, Louis—columnist
 SPAETH, Sigmund—music commentator
 SPENCE, Clara Alden—household economics speaker
 STIX, Thomas L.—narrator
 SULLIVAN, Ed—columnist
 SUTTON, Vida Ravenscroft—lecturer on speech
 SYLVIA, Mme. (Mrs. Edward Leiter)—beauty talks
 TAPLINGER, Bob—interviewer
 TAYLOR, Deems — music commentator
 TERHUNE, Albert Payson—author, expert on dogs
 THOMAS, Lowell—news commentator
 THORPE, Merle — lecturer on business
 TINNEY, Col.—master of ceremonies
 VAN LOON, Hendrik Willem—author
 VICKLAND, William—narrator
 VINICK, Nell—beauty talks
 VON LUCKNER, Count Felix—adventure talks
 WALKER, Bennie—master of ceremonies
 WELLS, Carveth—explorer
 WHITMYRE, Everett—narrator
 WILCOX, Harlow—narrator
 WILE, Frederic William—political analyst
 WINCHELL, Walter—columnist
 WING, Paul—children's stories
 WRIGHT, Julia Lee—speaker
 WYN (F. Winifred Louthain)—speaker
 WONS, Anthony — philosopher, narrator
 YORK, Cal—narrator

ANNOUNCERS

- ANDRE, Pierre
 ARNOLD, Wade
 BACH, Alwyn
 BALL, Don
 BARUCH, Andre
 BEUHLER, George
 BOND, Ford
 BRENTON, William
 BROKENSHIRE, Norman
 BUTTERWORTH, Wallace
 CARLIN, Phillips
 COLLINS, Ted
 CROSS, Milton J.
 CULLEN, Edward
 DEAN, Louis
 DONALD, Peter — juvenile announcer
 DOUGLAS, Paul
 EVANS, Douglass
 GRAUER, Bennett
 HAVRILLA, Alois
 HAY, Bill
 HICKS, George
 HIGHT, Jean
 HOLBROOK, John W.
 HUSING, Ted
 JEWETT, Edward K ("Ted")
 JOY, Leslie
 KANEY, Sen
 KEECH, Kelvin
 KELLY, Patrick J.
 KENT, Allan
 KEPHART, Bill
 KING, Jean Paul
 KNIGHT, Frank
 LAIN, Joan B.
 LYON, Charlie
 MCCARTHY, Clem
 MCNAMEE, Graham
 MITCHELL, Everett
 MOSS, Arnold
 PEARSON, Ted
 PELLETIER, Vincent
 PETRIE, Howard A.
 PIERCE, Jennings
 ROBERTS, Kenneth
 ROSS, David
 RUFFNER, "Tiny"
 RUSSELL, Daniel
 SHERRIS, Marley R.
 STEVENS, Carlyle
 SWEETSER, Norman
 THORGERSEN, Edward
 TRAMONT, Charles B.
 UTTAL, Fred
 WALLINGTON, James
 WILBURN, John
 WIMBROW, Dale
 WITTEN, Louis A.
 YOUNG, John S.
 ZELL, Harry von

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KEY TO CHARACTERS, CASTS AND AUTHORS OF SCRIPTS

CHARACTERS

- ADAMS, RED (program of same name)—Curtis Arnall.
- AMOS (Amos 'n' Andy)—Freeman F. Gosden.
- ANDY (Amos 'n' Andy)—Charles J. Correll.
- BACHELOR, BILLY (Wheatenville)—Raymond Knight.
- BEAU BACHELOR (program of same name)—Don Ameche.
- BEAU BALLADEER (program of same name)—C. Leonard Lewis.
- BENSON, BOBBY (program of same name)—Richard Wanamaker.
- BETTY AND BOB (program of same name)—Beatrice Churchill and Don Ameche.
- BILL AND HENRY (program of same name)—Al Cameron and Pete Bontsema.
- BOOP, BETTY (program of same name)—Mae Questel.
- BRAD AND AL (program of same name)—Bradford Browne and Al Lewellyn.
- BRADLEY, BILLY (Household Institute)—Cecil Secrest.
- BUDD (Colonel Stoopnagle and Budd)—Wilbur Hulick.
- CARTER, ELIZABETH (Household Institute)—Elizabeth Woody.
- CHAN, CHARLIE (Five Star Theatre)—Walter Connolly.
- CHUCK, RAY AND GENE (program of same name)—Chuck Haynes, Ray Ferris and Gene Arnold.
- CINDY AND SAM (program of same name)—Anne Elstner and John Tucker Battle.
- CLARA, LU 'N' EM (program of same name)—Louise Starky, Isabelle Carothers and Helen King.
- COUNTESS D'ORSAY (Dance with Countess d'Orsay)—Audrey Marsh.
- COUNTRY DOCTOR, THE (program of same name)—Phillips H. Lord.
- DON AND BETTY (program of same name)—Vinton Haworth and Betty McLean.
- EASY ACES (program of same name)—Jane Ace and Goodman Ace.
- EILEEN AND BILL (program of same name)—Eileen Douglass and Robert Griffin.
- ESTHER, LADY (Lady Esther Program)—Bess Johnson.
- FLYING FAMILY (program of same name)—Mr. and Mrs. George Hutchinson, and Kathryn and Janet Lee Hutchinson.
- FLYWHEEL, WALDORF T. (Marx Brothers, Five Star Theatre)—Groucho Marx.
- FRANK AND FLO (program of same name)—Frank and Flo Cronin.
- FU MANCHU, DR. (program of same name)—John C. Daly.
- FUNNYBONERS, THE — Dave Grant, Gordon Graham, Bunny Coughlin.
- GENE AND GLENN (The Quaker Early Birds)—Eugene Carroll and Glenn Rowell.
- GOLDBERG, JAKE (The Goldbergs)—James Waters.
- GOLDBERG, MOLLIE (The Goldbergs)—Gertrude Berg.
- GOLDBERG, ROSALIE (The Goldbergs)—Roslyn Silber.
- GOLDBERG, SAMMY (The Goldbergs)—Alfred Corn.
- GOLDY AND DUSTY (Gold Dust program)—Harvey Hindermeyer and Earle Tuckerman.
- GOODBODY, COL. (Our Daily Food)—Frank Singiser.
- HART, JOHNNY (Johnny Hart in Hollywood)—Arthur Campbell.
- HEARTHSIDE SINGERS (program of same name)—Frank and Jim McCravy.
- HENRY, CAPT. (Maxwell House Showboat) — Charles Winninger.
- HOLMES, SHERLOCK (Adventures of Sherlock Holmes)—Richard Gordon.
- HOOSIER EDITOR (program of same name) — Frederick Landis.
- JACK, CAPT. (program of same name)—Don Ameche.
- JACK AND JERRY (Back Stage in Radio)—Al Cameron and Pete Bontsema.
- JAKE AND LENA (Gene and Glenn)—Eugene Carroll and Glenn Rowell.
- JAY AND TED (program of same name)—Jay Dennis and Ted Reese.
- JEMIMA, AUNT (Aunt Jemima Songs)—Tess Gardell.
- JOLLY BILL AND JANE (program of same name)—Bill Steinke and Muriel Harbater.
- JUDY AND JANE (program of same name)—Irene Wicker and Marjory Evans.
- JUST PLAIN BILL (program of same name)—Ted di Corsia.
- JUST WILLIE (program of same name)—Dave Ellman.
- KHAYYAM, OMAR (program of same name)—Stuart Buchanan.
- KRUSCHEN SERENADER, THE (program of same name)—Bud Collyer.
- LADY BUGS (program of same name)—Muriel Pollock and Vee Lawnhurst.
- LITTLE ORPHAN ANNIE (program of same name)—Shirley Bell.
- LUM 'N' ABNER (program of same name)—Chester Lauck and Norris Goff.
- MARGE (Myrt and Marge)—Donna Damerel.

- MARY LOU (Maxwell House Showboat)—Muriel Wilson.
- MATTHEWS, DR. (Country Doctor)—Phillips H. Lord.
- MOLASSES 'N' JANUARY (Maxwell House Showboat)—"Pic" Malone and "Pat" Padgett.
- MUNCHAUSEN, BARON (Lucky Strike Hour)—Jack Pearl.
- MYRT (Myrt and Marge)—Myrtle Vail.
- OL' PAPPY (program of same name)—Clifford Soubier.
- OLD SCIENTIST (Danger Fighters)—T. Daniel Frawley.
- OLD SINGING MASTER, THE (program of same name)—Harry Frankel.
- PALOOKA, JOE (program of same name)—Ted Bergman.
- PARKER, SETH (Sunday at Seth Parker's)—Phillips H. Lord.
- PENNYFEATHER, MRS. (Cuckoo Program)—Adelina Thomason.
- PETER AND PAN (Wheatenville)—Bobby Jordan and Vivian Block (later Florence Holop).
- POLLYANNA, THE GLAD GIRL (program of same name)—Gertrude Hardeman.
- POTTER, PERCIVAL (Cuckoo Program)—Eustace Wyatt.
- PROFESSOR, THE, AND THE MAJOR (program of same name) — Bradford Browne and Al Llewellyn.
- QUAKER EARLY BIRDS, THE (program of same name)—Eugene Carroll and Glenn Rowell.
- QUAKER MAN, THE (program of same name)—Phil Cook.
- QUINBY, JEFF (Friendship Town)—Don Carney.
- RADIO RUBES (program of same name)—John and Neal Laby, Rufe Davis and Art Hall.
- RAVELLI, EMANUEL (Marx Brothers, Five Star Theatre)—Chico Marx.
- ROBBINS, JIM (Uncle Sam's Forest Rangers)—Harvey Hays.
- ROGERS, BUCK (Buck Rogers in the Year 2432) — Matthew Crowley.
- SECKATARY HAWKINS (program of same name)—Robert Franc Schulkers.
- SILVER MASKED TENOR, THE (program of same name)—Joe White.
- SINGIN' SAM (Barbasol)—Harry Frankel.
- SISTERS OF THE SKILLET (program of same name)—Eddie East and Ralph Dumke.
- SMITH BROTHERS, TRADE AND MARK (program of same name) — "Scrappy" Lambert and Billy Hillpot.
- STEBBINS BOYS, THE (program of same name)—Parker Fennelly and Arthur Allen.
- STOOPNAGLE, COLONEL LEMUEL Q. (Colonel Stoopnagle and Budd)—F. Chase Taylor.
- STREET SINGER (program of same name)—Arthur Tracy.
- TASTYEAST JESTERS (program of same name)—"Pep," Dwight Latham; "Vim," Wamp Carleson; "Vigor," Guy Bonham.
- THATCHER, ARTEMUS JASON (Opry House Tonite)—Warren Wade.
- THOMPSONS, MAJOR MATT (Thompkins Corners)—George Frame Brown.
- THREE BAKERS, THE (program of same name) — Frank Luther, Jack Parker and Darrel Woodyard.
- TRADE AND MARK (See SMITH BROTHERS).
- TRAPROCK, DR. WALTER E. (Edgeworth Program)—George Chappell.
- TWO WHITE DOTS, THE (Sheaffer Lifetime Revue)—Frank Gill and Bill Demling.
- VIC AND SADE (program of same name)—Van Harvey and Bernardine Flynn.
- WATSON, DR. (Adventures of Sherlock Holmes) — Leigh Lovel.
- WREN, JENNY (Phantom of Crestwood) — Florence Malone.

CASTS

- ADAMS, RED (NBC).
Red Adams—Curtis Arnall
Red's father—Jack Roseleigh
Mrs. Adams—Irene Hubbard
Red's sister—Florence Baker
- AMOS 'N' ANDY (NBC)
Amos—Freeman F. Gosden
Andy—Charles J. Correll
Brother Crawford—Freeman F. Gosden
Lightnin'—Freeman F. Gosden

*Miss Ruth Hall:
la parfaite Pianiste
accompagnateur
P. Colbe.*

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Pianist

Organist

Director and Solo Pianist

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- Kingfish—Freeman F. Gosden
Mr. Van Porter—Charles J. Correll
- BATTER UP (NBC)**
Sam Moore—Allyn Joslyn
Grace—Peggy Allenby
- BENSON, BOBBY (CBS)**
Bobby Benson—Richard Wanamaker
Clem Fagan—Fred Dampier
Sim Rivers—Malcolm L. Barney
Aunt Lilly—Lorraine Pankow
Buck Mason—Herbert Rice
- BIG TIME (NBC)**
Johnny Hart—Arthur Campbell
Rex Carlson — Edwin M. Whitney
- BLACKSTONE PLANTATION (NBC)**
Capt. Blackstone—Alfred Swenson
Don Rodrigo—Santos Ortega
Don Philippe—Ted di Corsia
- CHARLIE CHAN DRAMAS (Five Star Theatre) (NBC)**
Charlie Chan—Walter Connolly
Jimmy Bradshaw — John Brewster
- CHEERIO (NBC)**
Jerry—Geraldine Riegger
Lizzie—Elizabeth Freeman
- CORN COB PIPE CLUB (NBC)**
Hack and Sack—Harold and Ashby Lawrence
The Ivory Dusters—Harold Lawrence and Charles Wakefield
The Crossroads Cake Eater—Ashby Lawrence
Old Uncle Walsh — Harold Lawrence
Crossroads Trio—Harold and Ashby Lawrence, and Charles Wakefield
- COUNTRY DOCTOR, THE (NBC)**
Dr. Matthews—Phillips H. Lord
Aunt Ella—May Buckley
Peter—John Kane
Mary Ann—Ruth Russell
- CUCKOO PROGRAM (NBC)**
Mrs. Pennyfeather—Adelina Thomason
Eugenia Skidmore—Mary McCoy
Percival Pother — Eustace Wyatt
Ambrose J. Weems and Eddie McGurk—Raymond Knight
Wilbert Filbert (hair-lipped announcer)—Jack Arthur
- DANGER FIGHTERS (NBC)**
Old Scientist — T. Daniel Frawley
- FRIENDSHIP TOWN (NBC)**
Jeff Quinby—Don Carney
Dr. Fowler—Edwin M. Whitney
Hank Peters — Edwin M. Whitney
Sooty and Boxcar—"Pat" Padgett and "Pic" Malone
Other characters played by Edith Spencer, Millie Musselman, George Hicks and Frank Luther
- FU MANCHU, DR. (CBS)**
Dr. Fu Manchu—John C. Daly
Nayland Smith—Charles Warburton
Dr. Petrie—Bob White
Karameneh—Sunda Love
Dr. Fu Manchu's daughter—Renee Rodier
- GIRL WHO LIVES NEXT DOOR, THE (NBC)**
Alice Moody—Mary Smith
Charlie Wilkins, Jr.—Curtis Arnall
- GOLDBERGS, THE (NBC)**
Molly—Gertrude Berg
Jake—James Waters
Rosalie—Roslyn Silber
Sammy—Alfred Corn
Florence—Adele Ronson
Mrs. Kerrigan—Kate McComb
David Romaine — Menashe Skulnik
Eugene—Curtis Arnall
Abie—Martin Wolfson
- HELLO MARIE! (NBC)**
Marie—Eunice Howard
Red—Merrill Fugitt
- HOLMES, SHERLOCK (NBC)**
Sherlock Holmes—Richard Gordon
Dr. Watson—Leigh Lovel
- ISLAND BOAT CLUB (NBC)**
Bibs—Lucille Wall
Joe—Joseph Bell
Braddy—Allyn Joslyn
- KHAYYAM, OMAR (CBS)**
Omar Khayyam—Stuart Buchanan
Nur-Ulan—Betty Webb
Ali-bin-Zaid—Lee Prather
Nizam, the Vizier — True Boardman
Miscellaneous rôles—Kenneth MacDonald
- LEGION OF THE LOST (NBC)**
Ina Leighton—Peggy Allenby
Bruce—Alan Devitt
Spencer—John McGovern
Col. Marcel—Richard Gordon
- LITTLE ORPHAN ANNIE (NBC)**
Little Orphan Annie—Shirley Bell
Other characters played by: Allan Baruck, Henrietta Tedro and Henry Cansdale
- MALTEX SAFETY SOLDIERS (NBC)**
Capt. Caution — William Scholtz
'Lizbeth Ann—Gertrude Hardeman
- MAUD AND COUSIN BILL (NBC)**
Maud—Vivian Block
Bill—Andrew Donnelley
Henry—Edwin Wragge
Mother—Ruth Wooster
Cook—Georgia Burke
- MAXWELL HOUSE SHOWBOAT (NBC)**
Capt. Henry—Charles Winninger
Mary Lou—Muriel Wilson
Lanny—Lanny Ross
Maria—Irene Hubbard
Molasses 'n' January—"Pic" Malone and "Pat" Padgett
Jim—Jules Bledsoe
- MOONSHINE AND HONEYSUCKLE (NBC)**
Clem Betts—Louis Mason
Cracker—Anne Elstner
Ma Betts—Anne Sutherland
Piney—Sara Haden
Pink—Robert Strauss
Gypsy—Therese Wittler
Buck Gaddis—Bradley Barker
- MYRT AND MARGE (CBS)**
Myrt—Myrtle Vail
Marge—Donna Damarel
Gwen—Patricia Ann Manners
Billie—Eleanor Rella
Nell—Helen Ray
May—Dorothy Day
Ray Hunt—Otis Gordinier
Bill Houston—Carl Way
Jack Arnold — Vinton Hawthorn
Clarence Tiffingtuffer — Ray Hedge
Dave Andrews—Carl Hackett
Smithson—Frank Seay
Dixie Lane—Cornelia Osgood
Max Schwartz—Tom Post
Other characters: Alice De Wald and Floyd De Wald
- ORANGE LANTERN (NBC)**
Norris—William Shelley
Stone—Joseph Granby
- PALOOKA, JOE (CBS)**
Joe Palooka—Ted Bergman
Knobby Walsh—Frank Rea-dick
Ted Husing as the ringside commentator

JOHN McCORMACK



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- PARKER, SETH (NBC)**
(See Sunday at Seth Parker's)
- ROGERS, BUCK, IN THE YEAR 2432 (CBS)**
Buck Rogers — Matthew Crowley
Princess Hum Toy—Jo Wallace
The Mogul—Leslie Stowe
Dr. Huer—Edgar Stehli
The President—Percy Moore
The Emperor—William Shelley
Wilma Deering—Adele Ronson
Jake Wilson—Curtis Arnall
Corp. Tommy Johnson—John Brewster
Capt. Sol—Alan Devitt
Ardala—Elaine Melchoit
Om Ka Zorril—Walter Soderling
- SHOWBOAT, CAPT. HENRY'S (NBC)** (See Maxwell House Showboat)
- SOCONYLAND SKETCHES (NBC)**
Hattie Dickey—Kate McComb
Daniel Dickey—Arthur Allen
Effie Neville—Isabel Winlocke
Hiram Neville—Parker Fennelly
- STEBBINS BOYS (NBC)**
John—Parker Fennelly
Esley—Arthur Allen
Inchy Spencer—Robert W. Strauss
Sarah Browning — Florence Baker
Alvira Hoppendale — Helen Lowell
Virginia Pennypacker—Adelina Thomason
- SUNDAY AT SETH PARKER'S (NBC)**
Seth Parker — Phillips H. Lord
Lizzie—Mrs. Phillips H. Lord
Capt. Bang — Raymond Hunter
Cefus—Bennett Kilpack
Jane—Mary Merker
Fred—Norman Price
Mrs. Hooper—Gertrude Forster
Ma Parker—Effie Palmer
- TALES OF THE FOREIGN LEGION (CBS)**
Corporal Smith — Vinton Haworth
Sergeant—Ray Appleby
Mendoza—Willis Cooper
Achmet Ali—John C. Daly
Tchernov—Stanley Andrews
Lieut. Vibart—Douglas Hope
- Amelia La Blanc—Goldie Cassin
Kraus—Charles Calvert
- THOMPSON CORNERS (NBC)**
Major Matt Tompkins — George Frame Brown
Other characters played by: Virginia Farmer, Phoebe Mackay, Grace Gordon, Arthur Mann, Laddie Seaman, James Reilly, Bruce Adams, Emily McCormick and G. Underhill Macy.
- VIC AND SADE (NBC)**
Vic—Art Van Harvey
Sade—Bernardine Flynn
Rush—Billy Idelson
- WHEATENAVILLE (NBC)**
Billy Bachelor — Raymond Knight
Pan—Vivian Block; Florence Holop
Peter—Bobby Jordan
Janet Freeman—Alice Davenport
Uncle Hannibal — Rosamond Johnson
- AUTHORS OF SCRIPTS**
- ALLEN, FRED** — Fred Allen's Bath Club Revue (CBS).
- BACKUS, GEORGIA**—Joe Palooka (CBS), co-author with Ham Fischer.
- BARRATT, AUGUSTUS** — The Magic Voice (CBS).
- BERG, MRS. GERTRUDE**—The Goldbergs (NBC)
- BOYCE, BURKE**—The Legend of the Taj Mahal (NBC).
- BROWN, GEORGE FRAME**—Real Folks (CBS).
- COOK, BURR**—Capt. Diamond's Adventures (NBC).
- COOPER, WILLIS**—Tales of the Foreign Legion (CBS).
- CORNWALL, RUTH**—Death Valley Days (NBC).
- COX, LEONARD**—Main Street Sketches (CBS).
- CROSS, JOE**—Buck Rogers (CBS).
- CURTIN, TOM**—Lucky Strike New York police dramatizations (NBC); Thrillers (NBC).
- EVERITT, TOM**—March of Time (CBS), Ann Barley, collaborator.
- FISCHER, HAM** — Joe Palooka (CBS), co-author with Georgia Backus.
- GARRICK, GERALDINE** — John Henry—Black River Giant (CBS), co-author with Juano Hernandez.
- GARRISON, GLENN**—Batter Up (NBC), co-author with Will McMorrow.
- HARDEMAN, GERTRUDE**—Pollyanna (CBS); Maltex Safety Soldiers (NBC).
- HERNANDEZ, JUANO** — John Henry—Black River Giant (CBS), co-author with Geraldine Garrick.
- KNIGHT, RAYMOND**—Making the Movies (NBC); Wheatonville (NBC); The Cuckoo Hour (NBC).
- LORD, PHILLIPS**—Country Doctor (NBC); Sunday at Seth Parker's (NBC).
- McKNIGHT, THOMAS H.**—Kipling radio series (NBC); O. Henry dramatizations (NBC).
- McLAIN, BETTY**—Beau Bachelor (CBS); Unsung Heroes (CBS).
- McMORROW, WILL**—Batter Up (NBC), co-author with Glenn Garrison.
- MEDBURY, JOHN P.**—Scripts for comedy acts.
- MEISER, EDITH** — Sherlock Holmes (NBC).
- OLDHAM, VERA M.** — Omar Khayyam (CBS), co-author.
- OPIE, EVERETT GEORGE**—Rin-Tin-Tin Thrillers (NBC).
- OSBORNE, INNIS**—Danger Fighters (NBC); Legion of the Lost (NBC).
- PHILLIPS, ERNA**—Judy and Jane (NBC).
- RICE, HERBERT**—H-Bar-O Rangers (CBS); Bobby Benson (CBS).
- SAMS, WILLIAM. H.**—Mrs. Nagsby sketches (NBC).
- SCHULKERS, ROBERT FRANC**—Seckatary Hawkins (NBC).
- SEYMOUR, KATHERINE**—Famous Loves (NBC).
- STERLING, STEWART**—Eno Crime Club (NBC).
- VAIL, MYRTLE** — Myrt and Marge (CBS).
- VOLLMER, LULA** — Moonshine and Honeysuckle (NBC).
- WARNOW, MARK**—The Romantic Bachelor (CBS).
- WILLIAMSON, GREGORY**—Great Personalities (NBC).

STATION INFORMATION

World Broadcasting Progress

By A. R. BURROWS

Mr. Burrows is Secretary-General of the International Broadcasting Union, with headquarters at Geneva, Switzerland. From 1922 to 1925, he was Director of Programs in Great Britain for the BBC. Mr. Burrows speaks out of a full knowledge; but his article is written from a personal standpoint, not in his official capacity.—EDITOR.

I HAVE been asked by Mr. Pierre Key to give my impressions of world conditions in the field of broadcasting at the end of 1932.

In responding with pleasure to this request I ask that two points may be clearly understood. The impressions that I give must be regarded as strictly personal ones. Also they deal with the world *outside* the United States of America. It is preferable that a statement on American conditions should be left to one who is unquestionably more competent to deal with them.

I say, without hesitation, that 1932 has witnessed in the principal countries outside the United States a far greater development in the extent and the technique of wireless broadcasting than any other similar period since its birth. This progress has been beyond all expectations. It has been anticipated that the economic and general depression, which at the end of 1931 was already intense throughout the world, would have been instantly reflected in the support given to the broadcasters. No such thing has happened. With two or three exceptions the broadcasting stations have audiences greater in numbers today than they had one year ago.

In most of the countries outside the United States of America, the broadcasting stations and their programs are maintained directly by the listeners. These pay a tax—usually to the Departments of Posts and Telegraphs—for the right to possess a receiving apparatus. In some countries this tax is paid annually over the counter of the Post Office; in others it is collected at regular intervals. In Germany, for instance, the collection is made monthly—by the postman on his rounds. The result is that the Postal Departments, which hand over all, or more usually an officially determined percentage, of these license fees to the broadcasters, have a definite statistical record of the popularity of the broadcasting services.

What do these records show? I am writing in the middle of November so it is not possible to quote figures for the end of the year. The figures are the latest ones available.

I give them in the order of magnitude. They represent, except where otherwise stated, *homes equipped with receivers*.

	1932		1932	Increase or decrease
Great Britain	(Jan. 1) 4,330,735	(Nov. 1)	over 5,000,000	over 669,265 increase
Germany	" 3,980,842	(Oct. 1)	4,077,347	+ 96,505
Japan	" 958,761	(Oct. 1)	1,270,510	+311,749
Canada	" 598,934	Increase certain. Figures not yet available.		+ ———
Sweden	" 549,810	(Nov. 1)	593,908	+ 44,098
Holland	" 523,662	(Oct. 1)	554,778	+ 31,116
Denmark	" 475,600	(Oct. 1)	487,064	+ 11,464
Austria	" 468,577	(Oct. 1)	483,470	+ 14,893
Czechoslovakia	" 384,513	(Sept. 1)	430,323	+ 45,810
Australia	" 337,658	(July 1)	362,945	+ 25,287
Hungary	" 325,032	(Aug. 1)	327,614	+ 2,582
Belgium	" 200,534	(Sept. 1)	285,701	+ 85,167
Italy	" 233,254	(Sept. 1)	272,288	+ 39,034
Poland	" 310,214	(Sept. 1)	271,488	— 38,726

Switzerland	"	150,021	(Nov. 1)	208,234	+ 58,213
Finland	"	116,850	(July 1)	117,196	+ 346
Norway	"	101,901	(Oct. 1)	110,176	+ 8,275
New Zealand	"	71,686	(Apr. 1)	81,656	+ 10,970

These countries have each more than 75,000 licensed listeners; but the same story can be told for the several other countries of small population having less than 75,000 licensed listeners.

For such countries as France, Spain, the Argentine, Brazil and Russia, where there exists no licensing system, it is impossible to give exact figures but there is no reason for believing that their record is any less brilliant proportionately than the average for those for which definite data exist. An official Russian *estimate* recently placed the number of listeners at not less than twelve millions.

To what can be attributed this growth at a time when most other activities appear to be in a slough of despond? It is partly due to the "snow-ball" effect whereby the interest multiplies year by year. It is equally due to the increase in the power of the transmitting stations and an ever-growing respect for the programs.

BROADCASTING is passing from the phase of small and medium power stations into one of highpower stations (highpower, that is, in relation to the first conceptions of an effective broadcasting transmitter). The broadcasters are alive to their responsibilities as directors of a public service of high importance. They now realize, after some years of experience, that a high quality service free from interruption cannot be given to *the masses of limited means* at any real distance from the transmitter without the employment of power. The standard of living to which American citizens are accustomed is reached but in a few countries. The margin between wages and the expenditure on the necessities of life is smaller. Listeners therefore who cannot afford expensive receivers can only be recruited by the process of increasing the power of transmitters.

The station of from five to fifteen kilowatts which, five years ago, was amongst the "big fellows" in the broadcasting world has been relegated today to local service.

How marked is this movement towards high power may be gauged by the fact that whereas in Europe and Russia, West of the Ural mountains, there were no stations of 50 kilowatts aerial power in 1929 and only seven at that time of greater power than 15 kilowatts, there are today 26 stations of over 50 kilowatts aerial power (including eight of 100 kilowatts and over) and four more of 80 kilowatts and over due to "take to the air" before the end of the year. If present plans are worked out to schedule, 1933 will see in Europe and Russia west of the Urals about 45 stations of *50 kilowatts and over*, and nearly twenty of *100 kilowatts and over*. Amongst these stations will be found two or three of a series of ten high power stations to be constructed by the French Government.

This necessity for power in the aerial, where mass service is sought, is also being realized elsewhere. The latest Chinese broadcasting station (opened at Nanking in September) has an aerial power of 90 kilowatts; the new Canadian broadcasting scheme foresees the construction of five 50 kilowatt stations; Mexico which already possesses a station of 75 kilowatts has completed plans for one of 500 kilowatts. A station of 50 kilowatts installed at Manila, in the Philippines, is also reported to be giving good service.

This remarkable growth in the power of stations is, I repeat, undoubtedly one of the principal factors in the triumph of broadcasting over the present economic depression. The growth, however, has brought with it a fresh batch of problems, some of which will be discussed later.

THE other factor contributing to recent progress lies undoubtedly to the credit of the program side of broadcasting. The broadcasters outside the United States, like those within the States, are no longer content with building programs of a "straight" concert order; in other words, with repeating through the microphone the form of entertainment which one has been accustomed to in concert halls for the last half century. They now realize that broadcasting is a medium with limitations and possibilities quite peculiar to itself and that special techniques have to be developed. Broadcasting has well emerged from that stage which had a counterpart in cinema history, in the period of cowboys and transcontinental expresses.

The growth in the number of subscribers to the extra-American broadcasting services has resulted in increased funds at the disposal of the program makers. In most European countries today these now permit of the employment of the best artists and the most famous musical combinations—whether they be symphony orchestras or dance bands. These greater resources permit also of systematic research in the special fields of radio drama and educational radio and, above all, in the highly important problem of how the listener can be given a more positive part in the field of broadcasting.

Taking this latter problem first, I think it can be rightly said that it was the German-speaking countries of Europe which first realized the importance of giving systematically to the listener a consciousness that his part was not necessarily that of blind passivity. In Germany all sorts of privileges were granted to listeners possessing wireless licenses, including a reduction in the prices of tickets at various theatres and other places of entertainment. The latest of these privileges relates particularly to the unemployed. The annual license fee is 24 marks paid in monthly installments of two marks. Today, if a licensed listener of six months' standing becomes unemployed, he is excused his license fee until further notice. Some 481,627 unemployed and blind listeners were enjoying this privilege at the end of September, 1932.

In Austria there has long been collaboration between the Austrian broadcasting organization "Ravag" and certain great public institutions such as Vienna Museums and Art Galleries. Four or five years ago, a Vienna Museum, rich in treasures, was prevailed upon to set apart a hall into which was specially moved, at frequent intervals, the exhibits in the possession of the Museum having relation to the subjects dealt with in the broadcast talks. These exhibits were mentioned by the broadcasters and listeners visiting the Museum, as the result of the talks, were asked by the Museum authorities to give their name, age and profession. By this procedure some very useful data were obtained for the Austrian program staff. Another feature of Austrian broadcasting, giving the listener a positive part, has been a highly successful series of broadcasts to children instructing them in the making of toys. Remarkable combinations of imaginative power, artistic sense and manual dexterity have been discovered amongst the young Austrians following these courses.

THE listener is being given an increasing opportunity for collaboration in the preparation and presentation of programs, and in the solution of other broadcasting problems. Whereas in the first days this collaboration was very indirect and mainly took the form of expressing by post certain personal preferences or distastes, it is now being cultivated by an ever-growing series of competitions. Germany has invited her listeners to put up practical suggestions for a successful campaign against the various interferences of electrical origin. She asks not only for technical solutions but legal ones also. Her great central broadcasting organization—the Reichs Rundfunk Gesellschaft—has started also a competition for the purification of the German language. It is felt that the time has come not only to check the influx of words of obviously foreign origin but to find true German substitutes for many which have already gained common use but, nevertheless, are anything but German. Whilst the listeners are hard at work on the construction of German substitutes for many recent verbal immigrants, the announcers are also exercising care in the choice of words and phrases.

Great Britain has confined her competitions recently to the Children's Hour. She had a singular success when testing "Young England" on its knowledge of "Alice in Wonderland." The guessing of tune names has also a considerable support. Denmark has been conducting a competition during the year for specially written radio-plays. The jury has, as a result, had the task of wading through over nineteen hundred entries. Russia has also been running for some months a competition for the creation of musical programs suitable for the celebration in October of the fifteenth anniversary of the Revolution. These programs were to meet "the proletariat" needs—at lunch time, at the end of a working day, in typical Russian villages and amongst groups of intelligentsia.

Czechoslovakia, which has been holding a second competition for radio plays in the Slovene language (a competition having obviously but a limited appeal) has also been testing the musical knowledge of her listeners through competitions held by her official journal in the identification of musical pieces and their authors. Italy has been seeking new musical compositions which were to be written for orchestras composed only of those instruments known to be especially suitable for broadcasting purposes and has also invited her listeners to compete in criticizing her radio-plays, whilst Rumania has devised a whole series of competitions which have the double object of increasing the interest of the intelligent listener in broadcasting questions and of improving the program content. School masters, for instance, are being invited to present, in competition, their viewpoints on the best way of broadcasting information to peasants; professors are to compete in giving views on the presentation before the microphone of scientific and literary subjects. Listeners as a whole will be given a chance to provide children's stories, tragic or comic, which by their special form, are certain to obtain an instant effect upon the child's mind. Competitions are to be held in the association of special broadcast sounds with places and countryside happenings.

IT had been my intention to leave the question of educational broadcasting until later. I feel, however, that it is impossible to pass away from the movement for giving the listener a more positive place in radio, without referring to one feature of the educational broadcasting which is making distinct progress, not-

ably in the Northern countries of Europe. This is the "listening group" movement. "Listening groups" are groups of people who come together voluntarily in village institutes, public libraries or such-like public meeting places (which have been equipped with a suitable receiving apparatus) to listen to a series of informative and educative talks, *and to debate upon points raised by the broadcasters*. An essential for success in such groups is a competent "leader." These are now trained by the broadcasters at summer schools held in University cities.

Another feature of European broadcasting in particular is the growing interest in radio-plays. It has long been realized that there are but few stage plays suitable for broadcasting. Consequently the broadcasters are encouraging the adaptation of existing literary works to the special needs of the studio, and more particularly the writing of plays of a definitely "radiogenic" character. Libraries are being built up of radio-plays (the British Broadcasting Corporation has, for instance, no less than 4,500 such plays in the Library of its production department) and the International Broadcasting Union at Geneva is acting as a "clearing house" of information regarding successful new plays and adaptations.

The technique for the production of these plays pursues still two distinct courses. One school holds to the use of a single studio; the other, (of which the British broadcasters are, at the moment, the chief exponents) employs a number of separate studios, which permits each group of characters or sound effects to work without distraction and enables the "producer" to mix the ingredients—"according to his artistic tastes" by means of an ingeniously contrived "control panel." As many as nine distinct studios have been in use simultaneously for recent productions.

NOW for a few words upon the development of educational broadcasting. Educational broadcasting, for the sake of the present review, can be divided into three distinct classes: broadcasting to schools during school hours; vocational broadcasting; educational broadcasting for adults.

The broadcasting to schools commenced in Europe in 1924. It was my privilege to conduct in London under the guidance of an Advisory Council, and under close observation by a representative group of educationalists, the first experiments in this field. These experiments were sufficiently convincing to lead to the creation of a special department in the British broadcasting system, under the direction of one of the highest educational officers of the State who was seconded to the B.B.C. for the purpose. The programs today are prepared in close consultation with the school authorities and all interested parties combined in an Advisory Council. The subjects selected are directly related to the school curricula and the timetable is prepared many months in advance. About 5,000 British schools are equipped to receive these broadcasts (for which the highest authorities are employed) and in order to insure that the reception takes place under the most favorable conditions, the British Broadcasting Corporation has in constant circulation throughout the country a corps of engineers who examine the receiving installations and make recommendations for their renovation or improvement, should they be necessary. Advice is also given as to the design of receivers especially suitable for school-broadcasting but it is left to the local educational authorities to choose the manufacturers of the apparatus.

Constant research on a scientific basis is taking place with the object of finding the subjects in which radio can give the greatest aid to the teaching profession and also in new methods of presentation.

Germany, which commenced a little later, has already well surpassed Great Britain in the number of schools equipped to receive educational broadcasts. The last number brought to my notice was 20,000. Denmark, Sweden, Czechoslovakia, Austria and Switzerland have also taken up school broadcasting with gratifying results. In Austria, where the first regular effort was made as recently as January last, 1,000 schools had been equipped by the middle of June. Roumania has recently entered the field of broadcasting to schools, and now Italy. This last country, which sees a particular value in educational broadcasting as a means of intensifying an interest in agriculture, is overcoming the financial side of the problem (which is the outcome of the economic crisis) by installing a limited number of receivers in favorably-placed schools and encouraging these schools to purchase them through voluntary efforts on the part of the scholars. The money thus received from this voluntary effort is employed to purchase a fresh series of receivers which are placed in schools further afield. In France, where school broadcasting is in an experimental stage, the broadcasts are confined for the moment to Saturday afternoon, which is a school time relatively free from fixed commitments.

Vocational broadcasting is also gaining ground, particularly in countries which have large areas with a widely-dispersed population. The most interesting example of vocational broadcasting is perhaps that provided in the Canton of Vaud, in Switzerland, *where the courses are compulsory* for young apprentices living outside the cities. Examinations are held at the end of the courses and gratifying results are said to be obtained. A variety of subjects are treated, but agriculture, as might be expected, receives first place.

GENERAL MOTORS

LUCKY STRIKE

PALMOLIVE

JACK FROST

GOODYEAR

HUDSON-ESSEX

ATWATER-KENT

are some of the
outstanding programs
on which Mr. Duey
has been featured
since 1927



PHILIP DUEY

Baritone

CONCERT

RADIO

The systematic radiation of adult education which has also developed considerably during 1932 is not practised in all countries, although there is hardly a broadcasting system today which does not strive to include in its programs a percentage of talks by picked authorities on informative questions. The Japanese Broadcasting Corporation sets apart one of the two high power transmitters in each of its three principal centres of population to programs almost exclusively educational in character. At the moment, as might be expected, financial and economic problems are everywhere receiving special attention. Generally, straight-forward talks are given but there is a growing tendency to "present" the subjects in the form of debates within the studio. This latter technique is stimulating to the "group listening," to which I have already referred.

(I have failed to mention that one of the latest developments in school broadcasting, also, is that of commencing a debate in the studio and of *leaving the school children in their classes to continue the debate* under the direction of their master or mistress. In this way, broadcasting is being directly applied to the development of outlook and personality.)

BEFORE leaving the principal factors which appear to be contributing to the ever-increasing interest in broadcasting, I must certainly mention the growing practice of exchanging programs internationally. It is quite a common thing now for the European stations to relay the best symphony concerts and other outstanding musical features of neighboring, or even distant, countries. Language difficulties prevent any big extension of these relays outside the field of music.

These relays are not confined to the European states. The initiative of the National Broadcasting Company and the Columbia Broadcasting System has led to a frequent exchange of programs between the United States of America and the European organizations, but for the moment the preponderance of such relays is in the westerly direction. I see that Mr. Alfred Morton, the Western European Director of the National Broadcasting Company, estimates that no less than 147 relays were made between Europe and North America during 1931. At the moment of writing, relays are being instituted between Geneva and Japan whereby Japanese observers are keeping Japanese listeners *au fait* with the development of the Manchurian dispute now before the League of Nations.

Talking of the League reminds me of the fact that one of the most interesting developments of the past year, and perhaps of the history of broadcasting to date, has been the inauguration of the League of Nation's own broadcasting station. This station, which is situated about twenty miles Northeast of Geneva, not far from the Lake of Geneva, has two short-wave transmitters, each of 20 kilowatts aerial power and an elaborate and ingenious system of directive aerial enabling these transmitters to concentrate their energy either on North America, Central America, South America, Japan, Malaya or Australia. The station has seven short waves at its disposal (15.83 m., 16.25 m., 20.64 m., 20.74 m., 31.3 m., 38.74 m., and 40.3 m.) and each Sunday evening, at 10 o'clock G.M.T., a world broadcast is made, in which some eminent authority explains an international activity or international problem of current interest. The two wave lengths in use for these transmissions at the time of writing are 31.3 m. and 38.47 m. and reports are being received from many distant quarters of the world testifying to the clearness of the reception of these transmissions. The stations were not built exclusively for broadcasting purposes; they are intended as part of the League service to its Member States, more particularly as a means of distant communication with these States in times of crisis.

The League's interest in broadcasting is not only that of a practical broadcaster; its Member States have unanimously decided that it is a duty of the League to make an official study of a number of international problems. A commencement is being made with the delicate, but admittedly important, question of the manner in which one can assure that the broadcasting stations of the world shall not be used for the radiation of material likely to create ill-feeling between nations. A "gentlemen's agreement" already exists amongst European broadcasters against what is known in French as "propaganda inadmissible," but it is felt in some quarters that as the broadcasters themselves have not always the opportunity of examining the material to be broadcast—notably in the case of relays made from points outside the studios—an additional form of control should be instituted. The great problem, of course, is how such a control can be exercised without incurring a risk that undue restriction shall be placed upon the broadcasting medium as a diffuser of current thought and of the truth.

THERE has been, during 1932, an increasing tendency, on the part of the European broadcasters, to experiment in the field of television, but it cannot be pretended that the experimental stage has yet been passed, although some progress has admittedly been made. A limited number of stations will continue

the radiation of pictures, but there is little evidence of any widespread growth of interest in this activity on the part of the general listener. On the other hand, there has been a continued growth throughout the year in Europe of the practice of *distributing radio programs by telephone circuits*, either through the State telephone services, or through the agency of private organizations who intercept the programs at an electrically quiet spot and distribute them over telephone networks which they have obtained permission to operate. The "radio-centrales," as they are termed, are naturally most popular in cities where electrical disturbances are common. They suffer, for the moment, from the disadvantage that subscribers are only able to obtain one program, usually that from the local station. About one-quarter of a million of the Dutch listeners now receive their program through such "centrales."

The question of electrical interference with reception is now receiving considerable attention throughout Europe. In Germany, there is an organization which last year rectified 125,000 cases of interferences and has already dealt with 53,000 more in the first half of 1932. In most European countries similar action, though perhaps on not so extensive a scale, is being taken through radio clubs and with the support of local laws.

There remains, however, another source of interference which is causing increasing trouble for the European listeners, this being the mutual interference between high-power transmitting stations. The European situation is complicated by the fact that it is impossible to distribute evenly the high-power stations throughout the area. The European states vary considerably in size and shape and contour. They employ different languages, and sometimes more than one. A notable case is that of Switzerland, one of the smallest states, which has three official languages. These three must be used if every native listener is to be given the benefit of broadcasting. Such factors, coupled with the relatively narrow wave-band available for broadcasting purposes, have made it extremely difficult to secure an adequate separation between the new high-power stations, and in some instances it is very difficult, without an expensive receiver, to separate absolutely two adjacent programs.

The International Broadcasting Union which has worked hard and systematically at this problem for a long time, has been invited to draft a new European wave-plan for submission to a Conference of European Official Administrations, to be held in the early summer of 1933.

PASSING, in closing, from purely European to general world-broadcasting conditions, there has been, in 1932, a continued tendency to bring broadcasting more closely under official control. The decision of the Canadian Government to create a national radio system, rather than continue with the recently existing one of private enterprise, has had a counterpart in New Zealand, and in Australia—so far as the more powerful Australian stations are concerned. Plans are also before the Norwegian Parliament with the same object in view and it seems likely that one or two other outstanding European countries will follow. In South Africa a special small Commission has been appointed by the State to act as an advisory link between the State and the broadcasters.

It is not my intention to express opinion upon the relative merits of State control or privately directed broadcasting activity. The fact that both exist suggests that each has its merits.

The International Broadcasting Union, in a booklet entitled "The Importance of Broadcasting," published during the past summer, has shown that at the beginning of 1932, the broadcasters of the world had a potential audience of about 138 millions of people; that as far back as 1930 they devoted not less than 50,000 broadcasting days to "direct public service"; that the sum invested in broadcasting stations was then between \$75,000,000 and \$80,000,000; that the annual payment for talent in 1930 and 1931 was approximately \$28,164,323; that a total of \$138,000,000 is being spent annually in actual broadcasting, and that an additional consumption of electricity of 1,573,200,000 kilowatt hours, representing not less than \$78,000,000 is taking place, solely due to radio.

The United States of America was shown to make the biggest contribution of any country to most of the above-mentioned figures which broadcasting has just received, at the World Radiotelegraphic Conference, at Madrid.

This is not surprising, I am sure, when there is taken into account not only the progress which it has been my privilege to record here, but the other recent remarkable developments finding mention in this Annual.

I have a strong feeling that broadcasting—in 1933—will render even greater public services than are already to its credit, and that it will play a considerable part in restoring human confidence and in lifting the world out of its present state of depression.

RADIO STATIONS OF THE WORLD

Station Location*	Call Letters	Wave Length (in meters)	Power	Observations	Owner (with address) City the same as station location unless otherwise specified.
NORTH AMERICA (with the exception of the U. S. A.)					
ALASKA					
Anchorage	KFQD	243.8	250 w.	—	The Anchorage Radio Club, Inc.
Ketchikan	KGBU	333	500 w.	—	Alaska Radio & Service Co., Inc.
CANADA					
Brandon (Man.)	CKX	556	500 w.	—	Manitoba Telephone System.
Bowmanville (Ont.)	CJBC	—	5 kw.	uses station CKGW	Jarvis St. Baptist Church, Toronto
"	CKGW	356.9	5 kw.	—	Gooderham & Worts, Ltd., King Edward Hotel, Toronto.
"	CPRY	356.9	5 kw.	uses station CKGW	Canadian Pacific Railway Co., Toronto.
Calgary (Alta.)	CFAC	435	500 w.	—	Calgary Herald, Ltd., Southam Building.
"	CJCJ	435	500 w.	—	Albertan Publishing Co., Ltd.
Charlottetown (P. E. I.)	CFCY	517	500 w.	—	Island Radio Broadcasting Co., Ltd., 143 Great George St.
"	CHCK	313	100 w.	—	W. E. Burke & J. A. Gesner, 36 Upper Hillsboro St.
Chatham (Ont.)	CFCO	248	250 w.	—	John Beardall, William Pitt Hotel.
Chilliwack (B. C.)	CHWK	451	100 w.	—	Chilliwack Broadcasting Co., Ltd., Wellington Ave.
Cobalt (Ont.)	CKMC	248	100 w.	using 50 w.	R. L. MacAdam.
Edmonton (Alta.)	CHMA	517	250 w.	—	Christian & Missionary Alliance, 146th St. and 99th Ave.
"	CKUA	517	500 w.	—	University of Alberta.
Fleming (Sask.)	CJRW	451	1 kw.	—	James Richardson & Sons, Ltd., Royal Alexandra Hotel, Winnipeg (Man.).

* Station location designations throughout these lists refer to the actual location of the transmitter.

RADIO STATIONS OF THE WORLD—Continued

Station Location	Call Letters	Wave Length (in meters)	Power	Observations	Owner (with address) City the same as station location unless otherwise specified.
CANADA--continued					
Fredericton (N. B.)	CFNB	248	100 w.	—	James S. Neill & Sons, Ltd., Queen St.
Fruitland (Ont.)	CHCS	297	{ 1 kw. D 500 w. N	uses station CKOC	Hamilton Spectator, Hamilton (Ont.).
"	CKOC	297	{ 1 kw. D 500 w. N	—	Wentworth Radio Broadcasting Co., Ltd., Hamilton (Ont.).
"	CKTB	297	{ 1 kw. D 500 w. N	uses station CKOC	Taylor & Bate, Ltd., St. Catharine's (Ont.).
Glace Bay (N. S.)	VAS	438	{ 4 kw. D 2 kw. N	—	Canadian Marconi Co.
Halifax (N. S.)	CHNS	368	500 w.	—	Maritime Broadcasting Co., Ltd., Lord Nelson Hotel.
"	CNRH	368	500 w.	uses station CHNS	Canadian National Railways.
Kamloops (B. C.)	CFJC	268	100 w.	—	D. S. Dalgleish & Sons, Ltd., Connaught Rd.
Kelowna (B. C.)	CKOV	250	100 w.	using 50 w.	J. W. B. Browne, Bernard Ave. and Pontozi St.
King (Ont.)	CFRB	435	10 kw.	—	Rogers Majestic Corp., Ltd., Toronto.
Kingston (Ont.)	CFRC	323	{ 250 w. D 50 w. N	—	Queen's University, Fleming Hall.
Lethbridge (Alta.)	CJOC	268	100 w.	—	H. R. Carson, Marquis Hotel.
Lulu Island (B. C.)	CNRV	291	500 w.	—	Canadian National Railways, Vancouver (B. C.)
Moncton (N. B.)	CNRA	476	500 w.	—	"
Montreal (Que.)	CFCF	291	500 w.	—	Canadian Marconi Co., Mount Royal Hotel.
"	CHCH	—	100 w.	—	Montreal Radio Corp., 4 Notre Dame St. W.
"	CHLP	—	100 w.	—	La Patrie Publishing Co., Ltd.

RADIO STATIONS OF THE WORLD—Continued

Station Location	Call Letters	Wave Length (in meters)	Power	Observations	Owner (with address) City the same as station location unless otherwise specified.
CANADA—continued					
Moose Jaw (Sask.) (old city)	CJRM	451	500 w.	—	James Richardson & Sons, Ltd., Moose Jaw.
Mount Hamilton (Ont.)	CHML	341	50 w.	—	Maple Leaf Radio Co., Ltd., 13th St., Hamilton.
North Bay (Ont.)	CFCH	323	100 w.	—	Northern Supplies, Ltd., Capital Theatre, E. North Bay (Ont.).
Oliver (Alta.)	CJCA	403	500 w.	—	Edmonton Journal, Edmonton (Alta.).
Ottawa (Ont.)	CKCO	337	100 w.	—	Dr. G. M. Geldert, 272 Somerset St., W.
"	CNRO	500	500 w.	—	Canadian National Railways, Chateau Laurier.
Pilot Butte (Sask.)	CHWC	313	500 w.	—	R. H. Williams & Sons, Ltd., Kitchener Hotel, Regina (Sask.).
Port Arthur (Ont.)	CKPR	337	100 w.	—	Dougall Motor Car Co., Ltd., Fort William.
Prescott (Ont.)	CFLC	328	100 w.	—	Radio Ass'n. of Prescott, Victoria Hall.
Preston (Ont.)	CKPC	341	100 w.	—	Cyrus Dolph, 268 Guelph St.
Quebec (Que.)	CHRC	465	100 w.	—	CHRC, Ltd., New Victoria Hotel.
"	CKCI	465	100 w.	uses station CHRC	"Le Soleil," Ltd.
"	CKCV	341	50 w.	—	Vandry, Inc., 252 Ave. Marguerite—Bourgeois.
Red Deer (Alta.)	CKLC	357	1 kw.	—	John Ralph Foster, Calgary (Alta.).
Regina (Sask.)	CKCK	313	500 w.	—	Leader-Post, Ltd., 1853 Hamilton St.
Saskatoon (Sask.)	CFQC	330	500 w.	—	Electric Shop, Ltd.

RADIO STATIONS OF THE WORLD—Continued

Station Location	Call Letters	Wave Length (in meters)	Power	Observations	Owner (with address) City the same as station location unless otherwise specified.
CANADA—continued					
Sea Island (B. C.)	CJOR	248	500 w.	—	G. C. Chandlor, 804 Hornby St., Vancouver.
St. Hyacinthe (Que.)	CHYC	411	5 kw.	uses station CKAC	Northern Electric Co., Ltd., Montreal.
"	CKAC	411	5 kw.	—	La Presse Publishing Co., Ltd., Montreal.
St. John (N. B.)	CFBO	337	500 w.	uses 50 w.	C. A. Munro, Ltd., Canterbury St.
Strathburn (Ont.)	CJGC	330	5 kw.	—	London Free Press & Printing Co., Ltd., London (Ont.).
Strathmore (Alta.)	CFCN	305	10 kw.	—	W. W. Grant & H. G. Love, Calgary (Alta.).
Summerside (P. E. I.)	CHGS	268	500 w.	uses 100 w.	R. T. Holam, Ltd., Holman Building.
Sydney (N. S.)	CJCB	341	50 w.	—	N. Nathanson, 318 Charlotte St.
Toronto (Ont.)	CFCA	268	500 w.	—	Star Publishing & Printing Co., Ltd., Corner Yonge St. and St. Clair Ave.
"	CKCL	517	500 w.	The call signal is used during Sunday broadcasts only.	Dominion Battery Co., Ltd., 20 Trinity St.
"	CKNC	312	500 w.	—	Canadian National Carbon Co., Ltd., 805 Davenport Road.
Toronto (see also listings under Bowmanville)					
Vancouver (B. C.)	CHLS	411	100 w.	uses station CKCD	W. G. Hassell.
"	CKCD	411	100 w.	—	Vancouver Daily Province.
"	CKFC	411	50 w.	—	United Church of Canada, 12th Ave. and Hemlock St.

RADIO STATIONS OF THE WORLD—Continued

Station Location	Call Letters	Wave Length (in meters)	Power	Observations	Owner (with address) City the same as station location unless otherwise specified.
CANADA—continued					
Vancouver (B. C.)	CKMO	411	100 w.	—	Sprott-Shaw Radio Co., Room 1604, Bekins Building.
"	CKWX	411	100 w	—	Western Broadcasting Co., Ltd., 1220 Seymour St.
Victoria (B. C.)	CFCT	476	50 w.	—	Victoria Broadcasting Ass'n., 1405 Douglas St.
Waterloo (Ont.)	CKCR	465	100 w.	—	William C. Mitchell and Gilbert Liddle.
Windsor (Ont.)	CKLW	312.5	5 kw.	—	Western Ontario Broadcasting Co., Ltd.
Winnipeg (Man.)	CKY	385	5 kw.	—	Manitoba Telephone System.
Wolfville (N. S.)	CKIC	297	50 w.	—	Acadia University.
Yorkton (Sask.)	CJGX	476	500 w.	—	Winnipeg Grain Exchange, 188 Grain Exchange, Winnipeg (Man.)
NEWFOUNDLAND					
St. John's	VOKW	—	10 w.	—	C. H. Parkins.
"	VOGY	—	100 w.	—	Newfoundland Broadcasting Co., Ltd.
"	VOAS	—	100 w.	—	Ayre & Sons, Ltd.
"	VONF	—	100 w.	—	Dominion Broadcasting Co., Ltd.
"	VOWR	—	500 w.	—	Wesley United Church.
ST. PIERRE AND MIQUELON ISLANDS					
St. Pierre	—	524.6	—	—	Local administration.
COSTA-RICA					
Electra Cartago	TIRA	535.7	—	—	Compania Radiografica Internacional de Costa-Rica.

RADIO STATIONS OF THE WORLD—Continued

Station Location	Call Letters	Wave Length (in meters)	Power	Observations	Owner (with address) City the same as station location unless otherwise specified.
COSTA RICA— <i>continued</i>					
San José	TICR	329	—	—	Gobierno de Costa-Rica.
"	TIFB	420.16	—	—	Font & Barquero.
"	TIGP	450.45	250 w.	—	Gonzalo Pinto.
"	TISO	500	500 w.	—	Pedro F. Saborio.
"	TITR	225.05	100 w.	—	Margarita M. de Girton.
"	TITV	300.3	—	—	Felipe J. Alvarado.
CUBA					
Arroyo Apolo	CMBR	201.8	40 w.	—	Tomas Basail, Av. 6 ent. F y G.
Caibarien	CMHD	315.6	250 w.	—	Manuel Alvarez, M. Escobar 17.
Camagüey	CMJC	217	150 w.	—	W. F. Isaac, Cisneros y G. Gomez.
"	CMJN	241.8	50 w.	—	E. de Ugarriza, Martires 11.
"	CMJE	255	50 w.	—	M. Fernandez, Hnos. Agüero 2.
"	CMJG	285.5	50 w.	—	J. Antonio Lefran, Martires 133.
"	CMJL	312.3	50 w.	—	Enrique Artime, Cuba 27.
"	CMJF	322.4	200 w.	—	J. L. Stowers.
Cardenas	CMGE	218	30 w.	—	G. Sabater, 14 No. 72.
Ciego de Avila	CMJI	238	5 w.	—	Gilberto Gessa, Independencia 95.
"	CMJO	270.1	15 w.	—	Ray-Borges, G. Machado y Maceo.
"	CMJH	295	30 w.	—	Luis Maraui, Vista Hermosa.
Cerro (Habana)	CMCH	213.4	50 w.	—	Wilfredo Fontanals, Primelles No. 88
Cienfuegos	CMHL	232.6	20 w.	—	Oscar Zayas, San Carlos 156.

RADIO STATIONS OF THE WORLD—Continued

Station Location	Call Letters	Wave Length (in meters)	Power	Observations	Owner (with address) City the same as station location unless otherwise specified.
CUBA—continued					
Cienfuegos	CMHJ	266.5	40 w.	—	Victorino Lopez, S. Isabel y S. Fdo.
Colon	CMGA	360	100 w.	—	L. Valdés Figueroa, Marti 19.
Cruces	CMHK	244.7	15 w.	—	V. Villanueva, Heredia 61.
Guanabacoa	CMBK	201.8	15 w.	—	Alberto Alvarez, Marti No. 25.
Guantanamo	CMKJ	230.6	20 w.	—	Luis Morlote, E. Giro 11.
Habana	CMCM	213.4	15 w.	—	Aurelio Balino, Belascoain 639.
"	CMCW	226.5	—	—	José Lorenzo, Fabrica y Aspuru.
"	CMBY	243.8	350 w.	—	Callejas-Estéfani, Principe 33.
"	CMCA	243.8	150 w.	—	Manuel Cruz, Av. de Italia 102.
"	CMW	253	1.4 kw.	—	Troncoso-Gil, Passo de Marti 103.
"	CMBJ	263	150 w.	—	Consulado y Virtudes.
"	CMBW	263	150 w.	—	Alvarez-Moris, Ayesteran 13.
"	CMBG	280.2	225 w.	—	John L. Stowers, Hospital 100.
"	CMCB	280.2	150 w.	—	Antonio Capablanca, O'Reilly y Aguacate.
"	CMBZ	296.8	150 w.	—	Manuel y G. Salas, San Rafael 14.
"	CMBC	310.7	150 w.	—	Domingo Fernandez, Maximo Gomez 139.
"	CMX	336.9	500 w.	—	F. Lavin, San Lazaro 99.
"	CMCF	336.9	250 w.	—	Raoul Karman, Rayo 67.
"	CMC	356.9	500 w.	—	Cuban Telephone Co., Aguila y Dragones.

RADIO STATIONS OF THE WORLD—Continued

Station Location	Call Letters	Wave Length (in meters)	Power	Observations	Owner (with address) City the same as station location unless otherwise specified.
CUBA—continued					
Habana	CMK	410.8	3.15 kw.	—	Cia. Nac. Radio, Hotel Plaza.
"	CMCJ	510	250 w.	—	R. Rodriguez, Estevez 4.
Habana (See also listings under Cerro, S. Suarez, Vedado and Vibora)					
Marianao	CMCN	236.1	250 w.	—	Address: Reina y Av. Buen Retiro.
"	CCAF	454.3	500 w.	—	J. F. de Castro, 3a Av. esq. a 4.
Matanzas	CMGB	248.8	30 w.	—	José Anorga, Magdalena 1.
"	CMGH	288.3	15 w.	—	O. y J. Alvarez, B. Byrne 113.
"	CMGF	315.6	100 w.	—	B. R. de la Torre, G. Betancourt 105.
"	CMGC	365.6	30 w.	—	Oscar S. Mechoso, Independencia 56.
Moron	CMJP	228.9	7 w.	—	César Canals, Callejas s/n.
Pinar del Rio	CMAB	240	20 w.	—	José Silvera, Marti 101.
Regla	CMDD	510	150 w.	—	G. de Sequeira, Agramonte 32.
Santa Clara	CMHI	291.1	30 w.	—	Laviz y Paz, Maceo y J. Jover.
Santiago de Cuba	CMKC	290	150 w.	—	J. A. Saco alta 23, Pinol Battle y Co.
S. Suarez (Habana)	CMBD	236.1	150 w.	—	Luis Pérez García, Enamorados y Flores.
Tuinucu	CMHC	379.5	250 w.	—	Frank H. Jones.
Vedado (Habana)	CMBL	207.5	20 w.	—	Julio C. Hidalgo, Zapata 150 ent. 6 y 8.
"	CMDB	213.4	40 w.	—	Julio Powers, Quinta 476.
"	CMCY	219.6	1 kw.	—	Manuel D. Autran, Av. de Los Pdtes. 215.

RADIO STATIONS OF THE WORLD—Continued

Station Location	Call Letters	Wave Length (in meters)	Power	Observations	Owner (with address) City the same as station location unless otherwise specified.
CUBA—continued					
Vedado (Habana)	CMCD	324.2	250 w.	—	Angel Bertemay, Av. de los Pdtes. esq. 25.
"	CMBS	384.4	150 w.	—	E. Artalejo, Calzada y H.
"	CMIQ	475.9	250 w.	—	J. Fernandez, 25 numero 445.
Vibora (Habana)	CMBN	207.5	30 w.	—	Armando Roméu, San Francisco 49.
"	CMCR	226.5	150 w.	—	Aurelio Hernandez, Milagros 35.
"	CMCQ	384.4	1 kw.	—	Andrés Martinez, Vista Alegre 80.
"	CMCU	475.9	150 w.	—	J. Garcia Serra, S. Francisco 13.
"	CMBF	219.6	150 w.	In construction.	Ramon Bardales
"	CMCX	296.8	150 w.	"	Diario "El Mundo."
"	CMAY	310.7	150 w.	"	Efigenio Oliver.
"	CMDE	324.2	250 w.	"	Evelio Villar.
DOMINICAN REPUBLIC					
Santo Domingo	HIJK	254	15 kw.	—	—
"	HIX	475	1 kw.	—	Gobierno Dominicano.
GUATEMALA					
Guatemala City	TGW	227	250 w.	—	—
HAITI					
Port au Prince	HHK	326	1 kw.	—	Government owned.
HONDURAS					
San Pedro Sula	JRL	222	7 w.	—	—
Tegucigalpa	HRB	219	2.3 kw.	—	Tropical Radio Telegraph Co.

RADIO STATIONS OF THE WORLD—Continued

Station Location	Call Letters	Length Wave (in meters)	Power	Observations	Owner (with address) City the same as station location unless otherwise specified.
MEXICO					
Aguascalientes	XFC	373	350 w.	—	Gobierno Estado Aguascalientes.
Chihuahua	XEFI	300	100 w.	—	Feliciano Lopez Isla.
"	XFF	325	250 w.	—	Cia. Difusora de Chihuahua.
Ciudad Juarez	XEJ	300	100 w.	—	Juan G. Buttner.
"	XEQ	400	5 kw.	—	Feliciano Lopez Isla.
Guadalajara	XEA	300	100 w.	—	Alberto Palos Sauza.
Jalapa	XETC	300	100 w.	—	Juventino Sanchez.
Merida	XEFC	286	10 w.	—	Hugo Molina Font.
"	XEY	300	100 w.	—	Partido Socialista S. E.
Mexico City	XEB	291	1 kw.	—	El Buen Tono S. A., Mexico D. F.
"	XEFA	240	250 w.	—	Manuel F. Murguia, Mexico D. F.
"	XEG	221	100 w.	—	Miguel Yarza, Mexico D. F.
"	XEK	303	100 w.	—	Arturo Martinez, Mexico D. F.
"	XEM	231	250 w.	—	Maria T. de Gutierrez, Mexico D. F.
"	XEN	422	1 kw.	—	Cerveceria Modelo S. A., Mexico D. F.
"	XEO	319	5 kw.	—	Partido Nacional Rev., Mexico D. F.
"	XETA	263	500 w.	—	Manuel Espinosa Tagle, Mexico D. F.
"	XETQ	244	100 w.	—	Carlos G. Caballero, Mexico D. F.
"	XETR	491	1 kw.	—	—
"	XETY	231	2 kw.	—	—
"	XETZ	200	100 w.	—	Manuel Zetina; Coyoacan D. F.

RADIO STATIONS OF THE WORLD—Continued

Station Location	Call Letters	Wave Length (in meters)	Power	Observations	Owner (with address) City the same as station location unless otherwise specified.
MEXICO—continued					
Mexico City (Hacienda de Coapa)	XEW	329	5 kw.	—	Mexico Music Co. S. A., Mexico D. F.
Mexico City	XEX	248	500 w.	—	"Excelsior," Mexico D. F.
"	XEZ	385	500 w.	—	Joaquin Capilla, Mexico D. F.
"	XFG	470	2 kw.	—	Sría. de Guerra y Marina (Sec'y. of War and Navy), Mexico D. F.
"	XFH	—	250 w.	—	"
"	XFI	367	1 kw.	—	Sría. Ind. Com. y Trabajo, Mexico D. F.
"	XFX	349	500 w.	—	Sría. de Educacion Publica, Mexico D. F.
Monterrey	XEFB	236	50 w.	—	Quintanilla y Stevenson.
"	XEH	265	1 kw	—	Constantino, Tarnava.
"	XET	435	500 w.	—	Mexico Music Co. S. A., Monterrey N. L.
Morelia	XEI	300	100 w.	—	Carlos Gutierrez
Nuevo Laredo	XEFE	300	100 w.	—	Rafael T. Carranza.
"	XEP	214	200 w.	—	Asociacion Radiodifusora Latino-Americana S. A.
Oaxaca	XEE	300	100 w.	—	Alfonso Zorrilla.
Puebla	XEV	300	100 w.	—	Ciro Molina.
Queretaro	XEFS	300	40 w.	—	Salvador Sanchez.
Reynosa	XED	311	10 kw.	—	Cia. Intl. Dif. Reynosa, S. A.
Saltillo	XEL	300	10 w.	—	Antonio Garza Castro.

RADIO STATIONS OF THE WORLD—Continued

Station Location	Call Letters	Wave Length (in meters)	Power	Observations	Owner (with address) City the same as station location unless otherwise specified.
<i>MEXICO—continued</i>					
Tampico	XES	337	500 w.	—	Emilio Balli.
Tia Juana	XEFD	294	300 w.	—	Carlos de la Sierra.
Toluca	XEC	300	50 w.	—	Jesus R. Benavides.
Torreón	XETB	217	120 w.	—	Jose A. Berumen.
"	XETG	300	100 w.	—	Feliciano Lopez Islas.
Vera Cruz	XETF	476	500 w.	—	Manuel Angel Fernandez.
"	XEU	300	100 w.	—	Fernando Pazos.
Villa Acuna	XER	408	80 kw.	An increase of power to 500 kw. has been authorized.	Cia. Radiodif. de Acuna, S. A.
PORTO RICO					
San Juan	WKAQ	211.3	1 kw.	—	Radio Corporation of Porto Rico.
SALVADOR					
San Salvador	RUS	452	500 w.	—	Government owned.
SOUTH AMERICA					
ARGENTINA					
Azul	LU9	204.1	50 w.	—	Consejo Escolar.
Bahia Blanca	LU2	375	500 w.	—	Radio Parque de Mayo.
"	LU7	234.4	200 w.	—	Radio General San Martin.
Buenos-Aires	LP6	508.5	3.5 kw.	—	Casa América, Rivadavia 958.
"	LS3	476.2	4.5 kw.	—	Radio Mayo, Callao 1526.

RADIO STATIONS OF THE WORLD—Continued

Station Location	Call Letters	Wave Length (in meters)	Power	Observations	Owner (with address) City the same as station location unless otherwise specified.
ARGENTINA--continued					
Buenos-Aires	LP4	447.8	2 kw.	—	Radio Portena, Estados Unidos 1816.
"	LS1	422.5	5 kw.	—	Broadcasting Municipal, Teatro Colon.
"	LR7	400	1 kw.	—	Radio Buenos Aires, Suipacha 272.
"	LR1	379.7	500 w.	—	Radio Cultura, Alsina 2570.
"	LR5	361.4	1.6 kw.	This power will shortly be increased to 20 kw.	Radio Excelsior, Maipu 462.
"	LR6	344.8	2.1 kw.	—	La Nacion, Estados Unidos 1816.
"	LR2	329.7	6 kw.	—	Radio Prieto, Bolivar 1356.
"	LR3	315.8	7 kw.	—	Radio Nacional, Estados Unidos 1816.
"	LR4	303	15 kw.	—	Radio Splendid, Callao 1526.
"	LR9	291.3	5 kw.	—	Radio Fénix, Santa Fe 1174.
"	LS5	270.3	4.5 kw.	—	Estacion Rivadavia, Callao 1526.
"	LR8	260.9	3.5 kw.	—	Cine Paris, Cangallo 860.
"	LS2	252.1	4.5 kw.	—	Radio Prieto, Bolivar 1356.
"	LS8	243.9	2 kw.	—	Radio Sarmiento, Sarandi 48.
"	LS9	222.2	2 kw.	—	La Voz del Aire, Maipu 459.
"	LS6	236.2	3.5 kw.	—	Radio Bernotti, Estados Unidos 1880.
Cordoba	LV3	483.9	350 w.	—	Radio Buenos Aires.
"	LV2	340.9	500 w.	—	Radio Central.
La Plata	LT2	438	—	—	Universidad La Plata.
Mar del Plata	LU8	217.4	—	—	Radio Atlantica.

RADIO STATIONS OF THE WORLD—Continued

Station Location	Call Letters	Wave Length (in meters)	Power	Observations	Owner (with address) City the same as station location unless otherwise specified.
ARGENTINA—continued					
Mendoza	LT4	394.7	170 w.	—	Radio Parque General San Martin.
"	LV10	348.8	350 w.	—	Radio Cuyo.
Rosario	LT1	384.6	4.5 kw.	—	—
"	LT8	357.1	350 w.	—	Radio Rosario.
"	LT3	277.8	250 w.	—	Sociedad Rural de Cerealistas.
Salta	LV9	333.3	500 w.	—	Radio Norte.
San Juan	LV1	411	1.5 kw.	—	Graffigna Ltda.
"	LV5	267.9	500 w.	—	Gonzales y Cia.
Santa Fe	LT9	283	100 w.	—	Casa Roca Soler.
"	LT10	215.8	100 w.	—	Instituto Social de la Universidad del Litoral.
Tucuman	LV7	365.9	200 w.	—	Tucuman Broadcasting.
BOLIVIA					
La Paz	CPX	226	1 kw.	—	Cia de Radiodifusion de Bolivia.
BRAZIL					
Amparo	PRAM	230	50 w.	—	Radio Club Amparense, Prefeitura Municipal Amparo.
Bahia	PRAH	350	50 w.	—	Radio Soc. da Bahia, Passeio Publico.
Belem	PRAF	220	250 w.	—	Radio Club de Para, Largo de Trindade 20, Belem, E. do Para.
Bello Horizonte	PRAQ	275	250 w.	—	Radio Exp. Mineira.
Francar (Sao Paulo)	PRAZ	270	50 w.	—	Radio Club Hertz, Paca Pedro II No. 474.

RADIO STATIONS OF THE WORLD—Continued

Station Location	Call Letters	Wave Length (in meters)	Power	Observations	Owner (with address) City the same as station location unless otherwise specified.
BRAZIL— <i>continued</i>					
Juiz de Fora	PRAJ	350	200 w.	—	Radio Soc. Juiz do Fora, Parque Halfeld.
Pelotas	PRAD	326	50 w.	—	Radio Pelotense, Rua Felix da Cunha 663.
Porto Alegre	PRAG	275	500 w.	—	Radio Soc. Gaucha, Rua dos Andradas 1031 2° andar.
Recife	PRAP	400	250 w.	—	Radio Club do Pernambuco, Rua Luiz do Rego 394.
Ribeirao Preto	PRAI	260	10 w.	—	Radio Club do Ribeirao Preto, Rua Visconde de Inhauma 29.
Rio de Janeiro	PRAA	400	1 kw.	—	Radio Soc. do Rio de Janeiro, Carioca 45.
"	PRAB	320	500 w.	—	Radio Club do Brasil, R. Bethencourt da Silva 21, 3° andar.
"	PRAC	360	500 w.	—	Radio Educadora do Brasil, Rua Senador Dantas 82.
"	PRAK	260	1 kw.	—	Radio Soc. Mayrink Veiga, Rua Mayrink Veiga 17.
"	PRAX	220	1 kw.	—	Soc. Radio Phillips do Brasil, Rua Sacadura Cabral 43.
Santos	PRAS	230	1 kw.	—	Radio Club do Santos, Avenida Conselheiro Nebias 857.
Sao Paulo	PRAE	366	1 kw.	—	Radio Educadora Paulista, Rua José Bonifacio 12.
"	PRAR	295	500 w.	—	Radio Sociedade Record, Praça da Republica 17.
Rancagua	CMAS	242	10 w.	—	Radio Victor, G. Gautier, Sta. Maria 243.

CHILE

RADIO STATIONS OF THE WORLD—Continued

Station Location	Call Letters	Wave Length (in meters)	Power	Observations	Owner (with address) City the same as station location unless otherwise specified.
CHILE—continued					
Rancagua	CMBA	216	10 w.	—	Radio Rancagua, Jorge Romero, Tropezon 1461.
"	CMBG	207	10 w.	—	Radio Comercial, Gmo. Espinoza, Ceuva 714.
Santiago	CMAA	230	20 w.	—	Providencia, Hernan Medina, Pizzaro 2069.
"	CMAB	480	1 kw.	—	Radio Chilena, International Machinery Co., Edf. Mutual de la Armada.
"	CMAC	360	1 kw.	—	"El Mercurio,"—Morandé.
"	CMAE	348	100 w.	—	Brunswick, H. Bewais, B. Encalada, No. 1725-A.
"	CMAF	418	100 w.	—	Voz del Espacio, Antonio Salgado, Teatro Coliseo.
"	CMAH	259	100 w.	—	Radio Santiago, Federico Patino, Av. Espana 378.
"	CMAI	440	1 kw.	—	"Ultimas Noticias-El Mercurio," Morandé.
"	CMAK	250	100 w.	—	Imperio, C. Hüni, Teatro Imperio.
"	CMAQ	270	100 w.	—	Andes Radio, Hugo y Keitel, Rio Janciro N° 366 (Nunoa).
"	CMAR	325	100 w.	—	"Diario Ilustrado," Moneda 1158.
"	CMAZ	400	1 kw.	—	Real, Lecaros, Spitz Ltda., Compania, 1034 6° piso.
"	CMBE	295	250 w.	—	Universo, Ernesto y Enrique Sazie, Fontecilla 76.
"	CMBF	230	20 w.	—	Colon, Pascual Hnos, Gran Avenida N° 2564.

RADIO STATIONS OF THE WORLD—Continued

Station Location	Call Letters	Wave Length (in meters)	Power	Observations	Owner (with address) City the same as station location unless otherwise specified.
<i>CHILE—continued</i>					
Santiago	CMBJ	223	20 w.	—	Imperial, Sotomayor y Guerra, José M. Infante N° 2219.
Temuco	CMAM	325	100 w.	—	Hans Frey, A. Prat 550.
Valparaiso	CMAG	382	50 w.	—	Columbia, Ernesto Herrnan, San Juan de Dios 634.
"	CMAJ	240	50 w.	—	D. Wallace, Esmeralda 1111.
"	CMAT	260	20 w.	—	Radio-Club, Edwards-Chacabuco.
"	CMBH	345	20 w.	—	"El Mercurio," Casino Vina del Mar.
"	—	287	20 w.	—	Curphey y Joffré Ltda., Blanco 637.
<i>COLOMBIA</i>					
Bogota	HJN	437	—	—	Gobierno de Colombia.
<i>ECUADOR</i>					
Quito	HCJB	—	250 w.	—	—
<i>PARAGUAY</i>					
Asunción	ZP1	264	1 kw.	—	—
"	ZP3	300	280 w.	—	—
"	ZP4	235	150 w.	—	—
"	ZP5	205	150 w.	—	—
<i>PERU</i>					
Lima	OAX	380	1.5 kw.	—	Cia. Nacional de Radiodifusion S.A.
"	OA4M	210	10 w.	—	Amateur owned.
<i>URUGUAY</i>					
Montevideo	CX6	462	1 kw.	—	Ministerio de Instruccion Publica.

RADIO STATIONS OF THE WORLD—Continued

Station Location	Call Letters	Length Wave (in meters)	Power	Observations	Owner (with address) City the same as station location unless otherwise specified.
URUGUAY— <i>continued</i>					
Montevideo	CX10	411	1 kw.	—	Ministerio de Industrias, Direccion de Agronomia.
"	CX12	390	500 w.	—	Radio Westinghouse, Serratos y Castells.
"	CX14	370	1 kw.	—	General Electric.
"	CX16	353	—	—	Servicio Oficial de Difusion Radioelectronica.
"	CX18	337	250 w.	—	Difusora Colon, Da Silva, Ravera y Bravo.
"	CX20	323	2 kw.	—	Radio Monte Carlo, Carlos L. Romay.
"	CX22	309	250 w.	—	Fada Radio, Harispuru Hnos.
"	CX24	297	1 kw.	In construction.	Carlos Butler.
"	CX26	286	2.5 kw.	—	Radio Uruguay, Figueira, Canepa y Cia., Av. Millán.
"	CX30	266	250 w.	—	Radio Nacional, Carlos Silva.
"	CX32	256	200 w.	—	Radio Carve, Carlos Ma. Carve.
"	CX34	248	500 w.	—	Radio Uruguay, Figueira, Canepa y Cia., Av. Millán.
"	CX36	240	250 w.	—	Centenario Broadcasting, Tomas y De filippi.
"	CX38	233	100 w.	—	Colonial Broadcasting, Lopez Gestoso y Cia.
"	CX40	226	100 w.	—	Radio Fenix, Rebassa y Barlocco.
"	CX42	219	500 w.	—	Colonial Broadcasting Co., Carrasco 1916.

RADIO STATIONS OF THE WORLD—Continued

Station Location	Call Letters	Wave Length (in meters)	Power	Observations	Owner (with address) City the same as station location unless otherwise specified.
URUGUAY—continued					
Montevideo	CX44	213	20 w.	—	Radio Millán, Claudio Ardanaz.
"	CX46	207	100 w.	—	Radio America, Vitale y Bertacchi.
"	CX48	201	50 w.	—	Radio Palermo, Hector Moratorio.
Paysandu	CW40	224	30 w.	—	Radio Sanducera, Buenaventura y Mahlen.
"	CW44	211	30 w.	—	Pena y Schweizer.
Salto	CW32	254	50 w.	—	Radio Pera, Salvador E. Pera.
"	CW34	246	50 w.	—	Tribuna Salteña, Modesto Llantada.
"	CW36	238	30 w.	—	Radio Popelka, Ernesto Popelka.
"	CW38	231	30 w.	—	Radio Lansa, Carlos S. Lansa.
Tucurembo	CW30	263	—	—	Radio Paso de los Toros, F. Perez Alonso.
"	CW46	206	20 w.	—	Radio Durazno.
VENEZUELA					
Caracas	YV1BC	312	5 kw.	—	Broadcasting Caracas.
EUROPE					
ALBANIA					
—	—	244.1	—	—	—
AUSTRIA					
Graz	—	352.1	7 kw.	—	Oesterr. Radio-Verkehrs A. G. Johannesgasse 4b, Wien I.
Innsbruck	—	283.6	500 w.	Provisionally.	"
Klagenfurt	—	453.2	500 w.	—	"

RADIO STATIONS OF THE WORLD—Continued

Station Location	Call Letters	Wave Length (in meters)	Power	Observations	Owner (with address) City the same as station location unless otherwise specified.
AUSTRIA— <i>continued</i>					
Linz	—	245.9	500 w.	—	Oesterr. Radio-Verkehrs A. G., Johannesgasse 4b, Wien I.
Salzburg	—	218.5	500 w.	—	"
Wien (Rosenhügel)	—	517.2	15 kw.	The power of this station will shortly be increased to 100 kw.	"
BELGIUM					
Bruxelles I (Velthem)	ON4RB	509.3	15 kw.	—	Institut National Belge de Radiodiffusion, Ia, rue du Bastion.
Bruxelles II (Velthem)	—	337.8	15 kw.	—	"
Bruxelles (Radio-Conference)	EB4RC	215.6	+ 100 w.*	—	A. Rombauts, 30 Place de Jamblinne de Meux.
Bruxelles (Schaerbeek)	EB4FO	245.9	100 w.	—	L. Mestag, 76, Avenue Clays.
Chatelineau	EB4CE	215.6	+ 100 w.	Authorization in suspense.	E. Lucas, 3, Place Albert Ier.
Gand (École Industr.)	EB4RG	245.9	—	"	École Industrielle Supérieure, 14, Quai des Tilleul.
—	—	208.3	—	In construction.	—
BULGARIA					
Sofia	—	318.8	+ 500 w.	It is planned to replace this station by another one with 15 kw. power.	—
CORSICA					
—	—	237.2	—	A high-power station is planned for the Nice-Monaco-Corsica area.	—

* Whenever a + appears in these lists, the power of the station is *not* given according to the Copenhagen formula.

RADIO STATIONS OF THE WORLD—Continued

Station Location	Call Letters	Wave Length (in meters)	Power	Observations	Owner (with address) City the same as station location unless otherwise specified.
CZECHOSLOVAKIA					
Bratislava	—	279.3	13.5 kw.	—	{ Station: Adm. of Posts and Telegraphs; Programs: Radiojournal, Fochova 62, Praha.
Brno	—	342.1	32 kw.	—	"
Kosice	—	293.5	2.6 kw.	—	"
Moravska-Ostrava	—	263.8	11.2 kw	—	"
Praha I	—	488.6	120 kw.	—	"
Praha II	—	249.6	—	This wave length will be used by the old station of Praha I.	"
DENMARK					
Kalundborg	OXQ	1,153.8	7.5 kw.	This wave length will be used later on by a new station of 60 kw and the existing post will be transferred near Copenhagen and will work on 5 kw.	{ Station: General Direction of Posts and Telegraphs; Programs: Radioraadet, Tordenskjoldsgade, Copenhagen.
Kobenhavn (Copenhagen)	OXQ	281.2	750 w.	—	"
DANZIG					
Danzig	—	449.8	500 w.	—	Adm. of Posts and Telegraphs.
ESTONIA					
Tallinn	—	298.8	11 kw.	—	S. A. Raadio Ringhääling, Tallinn.
Tartu	—	512.8	500 w.	—	"

RADIO STATIONS OF THE WORLD—Continued

Station Location	Call Letters	Wave Length (in meters)	Power	Observations	Owner (with address) City the same as station location unless otherwise specified.
FINLAND					
Helsinki I	OFA	368.1	10 kw.	• —	{ Station: Adm. of Posts and Telegraphs; Programs: Osakeyhtiö Suomen Yleisradio, Aleksanterink 46, Helsinki.
Helsinki II	—	221.4	400 w.	—	"
Lahti	OFB	1,796.4	40 kw.	An increase in power is foreseen.	"
Oulu	OFF	690	1.5 kw.	The power will be increased to 10 kw.	"
Pictarsaari	—	245.9	500 w.	—	"
Pori (Uleaborg)	OFD	453.2	1 kw.	—	"
Tampere	OFE	558.6	1 kw.	—	"
Turku (Abo)	OFG	245.9	500 w.	—	Turunmaan Radioyhdistys r.y.
Viipuri (Viborg)	OFH	291	13.2 kw.	The power will be increased to 40 kw.	{ Station: Adm. of Posts and Telegraphs; Programs: Osakeyhtiö Suomen Yleisradio, Helsinki.
FRANCE					
Beziers	—	240.6	+ 300 w.	—	Bonnefous, 3, rue Capus.
Bordeaux (Lafayette)	—	304.5	20 kw.	A station of at least 60 kw. is contemplated.	Adm. of Posts and Telegraphs.
Bordeaux (Sud-Ouest)	—	237.5	2.5 kw.	—	Cité Catros Gérard, Bordeaux (Association Radio Sud-Ouest).
Grenoble	—	567	3.5 kw.	Provisionally. A station of greatly increased power is contemplated.	Adm. of Posts and Telegraphs.

RADIO STATIONS OF THE WORLD—Continued

Station Location	Call Letters	Wave Length (in meters)	Power	Observations	Owner (with address) City the same as station location unless otherwise specified.
FRANCE—continued					
Juan les Pins	—	249.2	+ 800 w.	—	Casino Juan-les-Pins.
Lille PTT (Nord Lille)	—	265.5	2.5 kw.	The power will be increased toward the end of 1933.	Adm. of Posts and Telegraphs.
Limoges	—	285.3	1.5 kw.	A station of at least 60 kw. is contemplated.	"
Lyon-la-Doua	—	465.8	2.3 kw.	The power will be increased to 90 kw. at the end of 1933.	"
Fécamp (Radio Normandie)	—	222.2	+ 200 w.	—	Soc. Radio-Normandie, Villa la Grandière.
Lyon (Radio-Lyon)	—	286.8	800 w.	—	Soc. Radio-Lyon-Emissions, 39, rue de Marseille.
Marseille PTT.	—	315.8	2.5 kw.	The power will be increased to 60 kw. at the end of 1933.	Adm. of Posts and Telegraphs.
Montpellier	—	286	1.2 kw.	—	"
Nîmes	—	235.5	70 w.	Broadcasts suspended.	Soc. Radiophonie Méridionale, Hôtel de Ville.
Paris PTT. (École Sup.)	—	447.1	7 kw.	The power will be increased to 120 kw. at the end of 1933.	Adm. of Posts and Telegraphs.
Paris (Poste Parisien)	—	328.2	60 kw.	—	Cie. Gén. d'Énergie Radioélectrique, 4, rue du Général Foy, Paris VIII.
Paris (Radio LL)	—	380.1	+ 800 w.	—	Cie. Nationale de Radiodiffusion, 66, rue de l'Université.
Paris (Radio-Paris)	—	1,724.1	75 kw.	This power will be increased later on to 100 or 120 kw.	Cie. Française de Radiophonie, 11, rue François Ier.

RADIO STATIONS OF THE WORLD—Continued

Station Location	Call Letters	Wave Length (in meters)	Power	Observations	Owner (with address) City the same as station location unless otherwise specified.
<i>FRANCE—continued</i>					
Paris (Radio-Vitus)	—	308.9	+700 w.	—	Vitus, 90, rue Damrémont.
Paris (Tour Eiffel)	—	1,445.8	15 kw.	—	Adm. of Posts and Telegraphs.
Rennes PTT	—	272	1.2 kw.	The power will be increased to about 100 kw. in 1933.	"
Strasbourg	—	345.2	17 kw.	—	"
Toulouse	—	385.1	8 kw.	This station has increased its power to 60 kw. but awaits an official authorization.	Emissions Radio-Toulouse, 51, rue d'Alsace Lorraine.
"	—	255.3	1 kw.	The power will be increased to 120 kw. at the end of 1933.	Adm. of Posts and Telegraphs.
<i>GERMANY</i>					
Augsburg	—	559.7	250 w.	A transformation of this post is foreseen for 1933.	{ Station: German Reichspost; Programs: Bayerischer Rundfunk G.m.b.H., München.
Berlin I	—	410	1.5 kw.	The power of this station will be increased to 60 kw., probably at the beginning of 1933.	{ Station: German Reichspost; Programs: Funkstunde A.G.
Berlin II	—	283.6	500 w.	It is foreseen to close down this station in 1933.	"
Bremen	—	269.8	250 w.	Provisionally.	{ Station: German Reichspost; Programs: Nordische Rundfunk A.G., Hamburg.
Breslau	—	325	60 kw.	—	{ Station: German Reichspost; Programs: Schlesische Funkstunde A.G.

RADIO STATIONS OF THE WORLD—Continued

Station Location	Call Letters	Wave Length (in meters)	Power	Observations	Owner (with address) City the same as station location unless otherwise specified.
GERMANY—continued					
Dresden	—	318.8	250 w.	Provisionally.	{ Station: German Reichspost; Programs: Mitteldeutsche Rundfunk A.G., Leipzig.
Flensburg	—	227.4	500 w.	—	{ Station: German Reichspost; Programs: Nordische Rundfunk A.G., Hamburg.
Frankfurt-am-Main	—	259.3	17 kw.	—	{ Station: German Reichspost; Programs: Südwestdeutsche Rundfunk A.G.
Freiburg i. Br.	—	569.3	250 w.	—	{ Station: German Reichspost; Programs: Süddeutsche Rundfunk A.G., Stuttgart.
Gleiwitz	—	253.1	5 kw.	—	{ Station: German Reichspost; Programs: Schlesische Funkstunde A.G., Breslau.
Hamburg	—	372.2	1.5 kw.	The power of this station will be increased to 60 kw., probably at the beginning of 1933.	{ Station: German Reichspost; Programs: Nordische Rundfunk A.G.
Hannover	—	566	250 w.	—	{ Station: German Reichspost; Programs: Nordische Rundfunk A.G., Hamburg.
Heilsberg	—	276.5	60 kw.	—	—
Kaiserslautern	—	559.7	1.5 kw.	—	{ Station: German Reichspost; Programs: Bayerischer Rundfunk G.m.b.H., München.
Kassel	—	245.9	250 w.	—	{ Station: German Reichspost; Programs: Südwestdeutsche Rundfunk A.G., Frankfurt/M.

RADIO STATIONS OF THE WORLD—Continued

Station Location	Call Letters	Wave Length (in meters)	Power	Observations	Owner (with address) City the same as station location unless otherwise specified.
GERMANY—continued					
Kiel	—	232.2	250 w.	Provisionally.	{ Station: German Reichspost; Programs: Nordische Rundfunk A.G., Hamburg.
Königsberg	—	217	500 w.	—	{ Station: German Reichspost; Programs: Ostmarken Rundfunk A.G.
Langenberg	—	472.4	60 kw.	—	{ Station: German Reichspost; Programs: Westdeutscher Rundfunk A.G., Köln.
Leipzig	—	389.6	120 kw.	—	{ Station: German Reichspost; Programs: Mitteldeutsche Rundfunk A.G.
Magdebourg	—	283.6	500 w.	—	{ Station: German Reichspost; Programs: Funkstunde A.G., Berlin.
München	—	532.9	60 kw.	—	{ Station: German Reichspost; Programs: Bayerischer Rundfunk G.m.b.H.
Nürnberg	—	238.9	2 kw.	—	{ Station: German Reichspost; Programs: Bayerischer Rundfunk G.m.b.H., München.
Stettin	—	283.6	500 w.	—	{ Station: German Reichspost; Programs: Funkstunde A.G., Berlin.
Stuttgart (Mühlacker)	—	360.6	60 kw.	—	{ Station: German Reichspost; Programs: Süddeutsche Rundfunk A.G.
Zeesen (Königs- wusterhausen)	—	1,634.9	60 kw.	—	{ Station: German Reichspost; Programs: Deutsche Welle G.m.b.H., Berlin.
GREAT BRITAIN AND NORTHERN IRELAND					
Aberdeen	—	214.4	1 kw.	Provisionally.	British Broadcasting Corporation, Broad- casting House, London W. 1

RADIO STATIONS OF THE WORLD—Continued

Station Location	Call Letters	Wave Length (in meters)	Power	Observations	Owner (with address) City the same as station location unless otherwise specified.
GREAT BRITAIN AND NORTHERN IRELAND <i>—continued</i>					
Belfast	—	242.3	1 kw.	The power of this station will be increased.	British Broadcasting Corporation, Broadcasting House, London W.1.
Bournemouth	—	288.5	1 kw.	—	"
Cardiff	—	309.9	1 kw.	—	"
Daventry 5XX (National)	—	1,554.4	30 kw.	The power will shortly be increased to 100 kw.	"
London (National)	—	261.5	50 kw.	—	"
London (Regional)	—	355.9	50 kw.	—	"
Midland (Regional)	—	398.9	25 kw.	The power will shortly be increased to 50 kw.	"
Newcastle	—	211.3	—	Provisionally.	"
North (National)	—	301.5	50 kw.	—	"
North (Regional)	—	480	50 kw.	—	"
Plymouth	—	288.5	120 w.	—	"
Scottish (National)	—	288.5	50 kw.	—	"
Scottish (Regional)	—	376.4	50 kw.	—	"
Swansea	—	288.5	120 w.	—	"
GREECE					
—	—	269.8	—	Foreseen.	—
HUNGARY					
Budapest (Lakihegy)	HAL	550.5	18.5 kw.	A station of 120 kw. is contemplated.	Station: Administration of P. T. T. Programs: Magyar Telefon Hirmondo és Radio R. T., Főherceg Sandor ut. 7, Budapest VIII.

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RADIO STATIONS OF THE WORLD—Continued

Station Location	Call Letters	Wave Length (in meters)	Power	Observations	Owner (with address) City the same as station location unless otherwise specified.
HUNGARY— <i>continued</i>					
Budapest II	—	845.1	—	—	(Station: Administration of P. T. T. Programs: Magyar Telefon Hirmondo és Radio R. T., Föhérceg Sandor ut. 7, Budapest VIII.
(Magyarovar)	—	209	—	—	—
ICELAND					
Reykjavik	TFU	1,200	17 kw.	—	Rikisutvarpid (State Broadcasting).
IRISH FREE STATE					
Cork	6CK	224.4	1 kw.	—	Department of Posts and Telegraphs.
Dublin	2RN	413.8	80 kw.	—	"
ITALY					
Bari	1BA	269.8	20 kw.	—	Ente Italiano Audizioni Radiofoniche (E. I. A. R.), Via Arsenale 21, Torino.
Bolzano	1BZ	368.1	1 kw.	Experimentally.	"
Firenze	1FI	501.7	20 kw.	—	"
Genova	1GE	312.8	10 kw.	—	"
Milano	1MI	331.5	50 kw.	—	"
Napoli	1NA	318.8	1.5 kw.	Provisionally.	"
Palermo	1PA	537.6	3 kw.	—	"
Roma	1RO	441.2	50 kw.	—	"
Torino	1TO	273.7	7 kw.	—	"
Trieste	1TR	247.7	10 kw.	—	"
—	—	212.8	—	—	—
LATVIA					
Kuldija	—	761.4	+ 35 kw.	Foreseen for 1933.	Department of Posts and Telegraphs.

RADIO STATIONS OF THE WORLD—Continued

Station Location	Call Letters	Wave Length (in meters)	Power	Observations	Owner (with address) City the same as station location unless otherwise specified.
<i>LATVIA—continued</i>					
Madona	—	875	+35 kw.	—	Department of Posts and Telegraphs.
Riga	YLZ	525.4	15 kw.	—	"
<i>LITHUANIA</i>					
Kaunas	RYK	1,935	7 kw.	—	{Station: Department of Posts and Tele- graphs: } Programs: Ministry of Education.
<i>LUXEMBURG</i>					
Radio-Luxemburg	—	222.9	—	A station of 200 kw. has been erected and experiments made on long-waves.	Compagnie Luxembourgeoise de Radio-diffusion.
<i>MONACO</i>					
Monaco	—	237.2	—	A high-power station is planned for the Nice-Monaco-Corsica area.	—
<i>NETHERLANDS</i>					
Amsterdam (Hilversum)	—	296.1	(7 kw.D)20 kw.N	—	Five companies share the stations of Hilversum and Huizen. They are: Algemeene Vereeniging Radio Omroep, Keizersgracht 107, Amsterdam C.; Katholieke Radio Omroep, Heerengracht 118, Amsterdam C.; Nederlandsche Christelijke Radio Vereeniging, 10 Heuvellaan, Hilversum; Vereeniging Arbeiders Radio Amateurs, Heuvellaan 33, Hilversum; Vrijzinnig Protestantsche Radio Omroep, Singel 60, Amsterdam C.
Amsterdam (Huizen)	—	1,875	5 kw.	The power will be increased to 20 kw.	
Bloemendaal	—	245.9	10 w.	Working only on Sundays for religious services.	Gereformeerde Kerk.

RADIO STATIONS OF THE WORLD—Continued

Station Location	Call Letters	Wave Length (in meters)	Power	Observations	Owner (with address) City the same as station location unless otherwise specified.
NORWAY					
Aalesund	LKA	467.3	350 w.		Administration of Telegraphs.
Bergen	LKB	364.1	1 kw.	A new national broadcasting system is planned to come into service in July, 1933, whereby the technical operation will be in the hands of the Posts and Telegraphs and the programs under the control of the Ministry of Culture.	Bergen Kringkastingsselskapet A/S. (A station of much increased power is contemplated.)
Bodø	LKD	453.2	500 w.		Kringkastingsselskapet A/S, Oslo.
Fredrikstad	LKF	365.8	700 w.		"
Hamar	LKH	575	700 w.		"
Kristiansand	LKK	235.5	500 w.		"
Notodden	LKN	447.1	80 w.		"
Oslo	LKO	1,083	60 kw.		"
Porsgrund	LKP	453.2	700 w.		"
Rjukan	LKR	447.1	150 w.		"
Stavanger	LKS	240.6	500 w.		"
Tromsø	LKM	453.2	100 w.		Troms Kringkasting A/S.
Trondheim	—	495.8	1.2 kw.		Kringkastingsselskapet A/S, Oslo.
POLAND					
Katowice	SP4	408.7	12 kw.	—	Polskie Radjo, Warszawa.
Krakowa	SP3	312.8	1.7 kw.	—	"
Lodz	SP7	233.8	1.65 kw.	Actually a relay station.	"
Lwow	SP6	380.8	16 kw.	—	"

RADIO STATIONS OF THE WORLD—Continued

Station Location	Call Letters	Wave Length (in meters)	Power	Observations	Owner (with address) City the same as station location unless otherwise specified.
POLAND— <i>continued</i>					
Poznan	SP2	334.4	1.35 kw.	—	Polskie Radjo, Warszawa.
Warszawa I (Raszyn)	SP1	1,411.8	120 kw.	—	"
Warszawa II	SP8	214.4	10 kw.	Actually not in operation.	"
Wilno	SP5	565	16 kw.	—	"
PORTUGAL					
—	—	283.6	—	Foreseen.	Adm. of Posts and Telegraphs.
ROUMANIA					
Bucarest	—	394.2	12 kw.	A station of higher power is contemplated.	Societatea de Difuziune din Roumania, 60 rue Général Berthelot.
Bucarest (Université)	YO1	225.9	—	—	Institut Electrotechnique, Universitaire.
Craciunelu	—	2,000	1 kw.	—	—
Jassy-Université	—	211.3	—	—	—
SPAIN					
Barcelona	EAJ1	348.8	+7.6 kw.	—	Union-Radio S. A., Pi y Margall 10, Madrid.
"	EAJ15	252.1	+1 kw.	—	Asociacion Nacional de Radio-difusion.
Madrid	EAJ7	424.3	+1.3 kw.	—	Union-Radio S. A.
"	EAJ2	424.3	—	—	Radio España.
San Sebastián	EAJ8	453.2	+600 w.	—	Union-Radio S. A., Madrid.
Sevilla	EAJ5	369	+1 kw.	—	"
Valencia	EAJ3	276.6	—	—	General Direction of Telecommunications, Madrid.

RADIO STATIONS OF THE WORLD—Continued

Station Location	Call Letters	Wave Length (in meters)	Power	Observations	Owner (with address) City the same as station location unless otherwise specified.
SWEDEN					
Boden	SBE	1,229.5	600 w.	—	{ Station : Adm. of Posts and Telegraphs; Programs : Aktiebolaget Radiotjänst, Kungsgatan 8, Stockholm.
Boras	SCA	207	150 w.	—	"
Eskilstuna	SCB	245.9	200 w.	—	"
Falun	SCC	307	500 w.	—	{ Station : Adm. of Posts and Telegraphs; Programs : Falu Radioklubb.
Gävle	SCD	204.1	200 w.	—	{ Station : Adm. of Posts and Telegraphs; Programs : Radiotjänst.
Gothenburg	SBB	321.9	10 kw.	—	"
Halmstad	SCE	215.6	200 w.	—	"
Hälsingborg	SCG	201.3	200 w.	—	"
Hörby	SBH	257.1	10 kw.	—	"
Hudiksvall	SCF	222.9	150 w.	—	"
Jönköping	SCH	200	150 w.	—	"
Kalmar	SCI	249.6	200 w.	Provisionally.	"
Karlskrona	SCJ	195	200 w.	—	"
Karlstad	SBK	230.6	250 w.	—	"
Kristineham	SCM	202.7	250 w.	—	"
Malmö	SBC	230.6	1.25 kw.	—	"
Motala	SBG	1,348.3	30 kw.	—	"
Norrköping	SBI	230.6	250 w.	—	"

RADIO STATIONS OF THE WORLD—Continued

Station Location	Call Letters	Wave Length (in meters)	Power	Observations	Owner (with address) City the same as station location unless otherwise specified.
SWEDEN—continued					
Orebro	SCV	237.2	200 w.	Provisionally.	{Station: Adm. of Posts and Telegraphs; {Programs: Radioj�anst.
Ornsk�oldsvik	SCW	206	200 w.	—	{Station: Adm. of Posts and Telegraphs; {Programs: Ornsk�oldsviks Radioklubb.
Ostersund	SBF	748.1	600 w.	—	{Station: Adm. of Posts and Telegraphs; {Programs: Radioj�anst.
S�afle	SCP	245.9	400 w.	—	"
Stockholm	SBA	435.4	55 kw.	—	"
Sundsvall	SBD	541.5	10 kw.	—	"
Trollh�attan	SBJ	230.6	200 w.	—	"
Uddevalla	SCR	227.4	50 w.	Provisionally.	"
Umea	SCS	230.6	200 w.	—	"
Upsala	SCT	453.2	150 w.	—	{Station: Adm. of Posts and Telegraphs; {Programs: Uppsala Radioklubb.
Varberg	SCU	245.9	300 w.	—	{Station: Adm. of Posts and Telegraphs; {Programs: Radioj�anst.
SWITZERLAND					
Basel	—	244.1	500 w.	Provisionally.	{Station: Adm. of Posts and Telegraphs; {Programs: Soci�et� Suisse de Radio-diffusion, 30, Neugasse, Berne.
"	—	1,010	250 w.	This station does not operate regularly.	"
Berne	—	245.9	500 w.	—	"
Berom�unster	—	459.4	60 kw.	—	"

RADIO STATIONS OF THE WORLD—Continued

Station Location	Call Letters	Wave Length (in meters)	Power	Observations	Owner (with address) City the same as station location unless otherwise specified.
SWITZERLAND—continued					
Genève	—	759.5	+1.3 kw.	—	{ Station: Adm. of Posts and Telegraphs; Programs: Société Suisse de Radio- diffusion, 30, Neuengasse, Berne.
Monte Ceneri	—	678.7	15 kw.	In construction.	"
Sottens	—	403.8	25 kw.	—	"
TURKEY					
Ankara	TAE	1,538	+7 kw.	—	{ Société Anonyme Turgue de Radio- diffusion.
Istanbul	TAL	1,200	+5 kw.	—	Société Anonyme de Radiodiffusion.
U. S. S. R.					
Achkhabad	RV19	899.1	4 kw.	—	Commissariat of Post & Telegraphs.
Alma-Ata	RV60	967.7	10 kw.	—	"
Arkhanghelsk	RV36	389.6	10 kw.	—	"
Astrakhan	RV35	509.3	10 kw.	—	"
Bakou	RV8	1,260	10 kw.	The power will be increased to 100 kw.	"
Dnepropetrovsk	RV30	345.2	4 kw.	—	"
"	RV30	587.1	4 kw.	—	"
Erivan	RV21	742.6	4 kw.	—	"
Engels	RV55	312.8	1 kw.	—	"
Gomel	RV40	483	1 kw.	—	"
Groznyi	RV23	443.8	1.2 kw.	—	"

RADIO STATIONS OF THE WORLD—Continued

Station Location	Call Letters	Wave Length (in meters)	Power	Observations	Owner (with address) City the same as station location unless otherwise specified.
U. S. S. R.— <i>continued</i>					
Irkoutsk	RV14	1,600	10 kw.	—	Commissariat of Posts & Telegraphs.
Ijesk	—	363.6	4 kw.	In construction.	"
Ivanovo-Voznesenk	RV31	480	10 kw.	—	"
Karaganda	RV46	437	1.2 kw.	—	"
Kazan	RV17	465.8	10 kw.	—	"
Kharkov	RV4	937.5	20 kw.	—	"
"	RV20	368.1	10 kw.	—	"
Kiev	RV9	1,034.5	36 kw.	The power will be increased to 100 kw.	"
Krasnodar	RV33	461.5	1 kw.	—	"
Krasnoiarsk	RV66	900	500 w.	—	"
Leningrad	RV70	348.8	10 kw.	—	"
"	—	857.1	100 kw.	—	"
Makhatch-Kala	RV27	377	1 kw.	—	"
Minsk Koloditschi	RV10	1,105	35 kw.	—	"
Moskva Imeni Kominterna	—	1,000	100 kw.	—	"
"	RV1	1,481.5	500 kw.	In construction.	"
Moskva Imeni Stalina	RV39	424.3	100 kw.	—	"
Moskva Imeni Popova	RV58	1,117.4	40 kw.	—	"
"	RV58	1,100	40 kw.	—	"
Moskva Opytnaia	RV2	720	20 kw.	—	"

RADIO STATIONS OF THE WORLD—Continued

Station Location	Call Letters	Wave Length (in meters)	Power	Observations	Owner (with address) City the same as station location unless otherwise specified.
U. S. R.— <i>continued</i>					
Moskva Mosps	RV37	378.5	1 kw.	—	Union of Moskva Professional Syndicates.
Moskva Sichelkovo	RV49	1,304.3	100 kw.	—	Commissariat of Posts & Telegraphs.
Naltchik	RV51	401	1.2 kw.	—	"
Nijni Novgorod	RV42	501.7	10 kw.	—	"
Novosibirsk	RV6	1,260	4 kw.	—	"
"	RV6	1,380	100 kw.	—	"
Odessa	RV13	453.2	10 kw.	—	"
Omsk	RV44	636	1.2 kw.	—	"
Orenburg	RV45	650	1 kw.	—	"
Oufa	RV22	486.2	10 kw.	—	"
"	RV22	675	2 kw.	—	"
Penza	RV56	469.8	1.2 kw.	—	"
Petrozavodsk	RV29	779	10 kw.	—	"
Piatigorsk	RV34	347	1.2 kw.	—	"
Rostov s/Don	RV12	848.7	4 kw.	—	"
Samara	RV16	575	1.2 kw.	—	"
"	—	742.6	4 kw.	In construction.	"
Samarkand	RV18	875	2 kw.	—	"
Saratov	RV3	882.3	20 kw.	—	"
Simferopol	RV52	476.4	4 kw.	—	"

RADIO STATIONS OF THE WORLD—Continued

Station Location	Call Letters	Wave Length (in meters)	Power	Observations	Owner (with address) City the same as station location unless otherwise specified.
U. S. S. R.— <i>continued</i>					
Smolensk	RV24	631	2 kw.	—	Commissariat of Posts & Telegraphs.
"	RV24	565	2 kw.	—	"
Stalinabad	RV47	712	2 kw.	—	"
Stalino	RV26	385.1	10 kw.	—	"
Stavropol	RV32	495.8	1.2 kw.	—	"
Sverdlovsk	RV5	825	50 kw.	—	"
Sytkykvaz	RV41	535.7	1.2 kw.	—	"
Tachkent	RV11	1,170	25 kw.	—	"
Tcheliabinsk	RV68	364.1	200 w.	—	"
Tiflis	RV7	1,071.4	35 kw.	The power will be increased to 100 kw.	"
Tiraspol	RV57	358	4 kw.	In construction.	"
Tomsk	RV48	465	1.2 kw.	—	"
Verkhneoudinsk	RV63	857.1	10 kw.	In construction.	"
Vladikavkaz	RV64	398.9	10 kw.	In construction.	"
Vladivostok	RV28	472.4	300 w.	—	"
Voronej	RV25	779	3 kw.	—	"
YUGOSLAVIA					
Beograd	—	429.7	2.5 kw.	—	Radio A. D., Zgrada Akademija Nauka.
Ljubljana	—	575	5.27 kw.	—	Radio-Ljubljana, Miklosiceva cesta 5.
Zagreb	—	307	750 w.	—	Radiostanica Zagreb, Markov 9.
—	—	232.2	—	—	—

RADIO STATIONS OF THE WORLD—Continued

Station Location	Call Letters	Wave Length (in meters)	Power	Observations	Owner (with address) City the same as station location unless otherwise specified.
ASIA					
BRITISH HONGKONG					
Victoria	ZBW	355	1.5 kw.	—	Colonial Government Hongkong.
BRITISH INDIA					
Bombay	VUB	357	3 kw.	Temporarily closed.	Indian State Broadcasting Service.
Calcutta	VUC	370	3 kw.	—	"
Lahore	VUL	340	100 w.	—	Y. M. C. A. Radio Club Lahore.
Madras	VUM	390	200 w.	—	Corporation of Madras.
CEYLON					
Colombo	VPB	428.54	2.2 kw.	—	General Post Office.
CHINA					
Chungking	COCK	420	1 kw.	—	Provincial Government.
Dairen	JQAK	395	5 kw.	—	—
Hangchow	HGY	307	750 w.	—	Provincial Government.
Harbin	COHB	445	1 kw.	—	City Government.
Hongkong	ZBW	385	250 w.	—	—
Kvangchow	CMB	440	1 kw.	—	Provincial Government.
Mukden	COMK	410	2 kw.	—	Chinese North Eastern Telephone, Telegraph and Radio Administration.
Nanking	XPOA	410	90 kw.	—	National Government.
"	XGZ	280	500 w.	—	Kaomintung Headquarters.
Peiping	COPP	330	100 w.	—	Peiping Radio Station.
Shanghai	XCBL	235.5	250 w.	—	China Broadcasting Co., Ltd.

RADIO STATIONS OF THE WORLD—Continued

Station Location	Call Letters	Wave Length (in meters)	Power	Observations	Owner (with address) City the same as station location unless otherwise specified.
CHINA—continued					
Shanghai	XGAH	323	100 w.	—	Amateur's Home.
"	RUOK	220	250 w.	—	—
"	XGKW	260	15 w.	—	—
"	XGX	370	50 w.	—	Sun Sun Company.
"	XGT	258	100 w.	—	—
"	XGNE	280	50 w.	—	—
Shantung	—	—	250 w.	In construction.	—
Tientsin	COTN	480	500 w.	—	The Government of Tientsin City.
Ting-Hsian	—	—	30 w.	For local instruction to farmers only.	—
FRENCH INDO-CHINA					
Saigon	—	570	—	Broadcasting suspended.	Compagnie Franco-Indochinoise de Radiophonie.
HAWAII					
Honolulu	KGMB	227.1	250 w.	—	Honolulu Broadcasting Co., Ltd.
"	KAU	399.8	1.5 kw.	—	Advertiser Publishing Co., Ltd.
JAPAN					
Akita	JOUK	465	300 w.	—	Nippon Hoso Kyokai.
Dairen	JQAK	395	500 w.	—	Kantoshu Teishinkyoku (Direction of Kwantung P. T. T.).
Fukuoka	JOLK	447	500 w.	—	Nippon Hoso Kyokai.
Hakodate	JOVK	—	—	In construction.	"
Hiroshima	JOFK	352	10 kw.	—	"

RADIO STATIONS OF THE WORLD—Continued

Station Location	Call Letters	Wave Length (in meters)	Power	Observations	Owner (with address) City the same as station location unless otherwise specified.
<i>JAPAN—continued</i>					
Kanazawa	JOJK	423	3 kw.	—	Nippon Hoso Kyokai
Keijo	JODK	435	1 kw.	—	"
Kochi	JORK	—	—	In construction.	"
Kokura	JOSK	408	1 kw.	—	"
Kumamoto	JOGK	360	10 kw.	—	"
Kyoto	JOOK	—	—	In construction.	"
Matsue	JOTK	480	500 w.	—	"
Nagano	JOMK	472	500 w.	—	"
Nagoya	JOCK	370	10 kw.	—	"
Niigata	JOQK	480	500 w.	—	"
Osaka	JOBK	400	10 kw.	—	"
Okayama	JOKK	429	500 w.	—	"
Sendai	JOHK	390	10 kw.	—	"
Shizuoka	JOPK	385	500 w.	—	"
Supporo	JOIK	361	10 kw.	—	"
Taihoku	JFAK	448	10 kw.	—	"
Tokyo	JOAK	345 508	10 kw. 10 kw.	— —	" "
PHILIPPINE ISLANDS					
Cebu	KZRC	320	—	—	Erlanger & Galing (I. N. C. Manila).
Manila	KZRM	485	50 kw.	—	"

RADIO STATIONS OF THE WORLD—Continued

Station Location	Call Letters	Wave Length (in meters)	Power	Observations	Owner (with address) City the same as station location unless otherwise specified.
PHILIPPINE ISLANDS—continued					
Manila	KZ1B	—	1 kw.	—	Beck Dept. Store.
SIAM					
Bangkok	HSP1	350	2.5 kw.	—	Adm. of Posts and Telegraphs.
"	HSP3	320	—	—	"
" (Sala Daeng)	HS7PJ	370-325	—	—	"
"	HS11PJ	340	400 w.	—	—
OCEANIA					
AUSTRALIA (Federation)					
Adelaide	5CL	411	—	Class "A" station	National Broadcasting Service.
Brisbane	4QG	395	—	"	"
Corowa	2CO	536	—	"	"
Crystal Brook	5CK	472	—	"	"
Hobart	7ZL	517	—	"	"
Melbourne	3AR	492	—	"	"
"	3LO	375	—	"	"
Newcastle	2NC	241	—	"	"
Perth	6WF	435	—	"	"
Port Pirie	5CK	472	—	"	"
Rockhampton	4RK	330	—	"	"
Sydney	2BL	351	—	"	"
"	2FC	451	—	"	"

RADIO STATIONS OF THE WORLD—Continued

Station Location	Call Letters	Wave Length (in meters)	Power	Observations	Owner (with address) City the same as station location unless otherwise specified.
AUSTRALIA—continued					
Adelaide	5AD	229	—	Class "B" station	Advertiser Newspapers, Ltd.
"	5DN	312	—	"	Hume Broadcasters, Ltd.
"	5KA	250	—	"	Sport Radio Broadcasting, Ltd.
Albury	2AY	203	—	"	Charles Rice.
Ballarat	3BA	231	—	"	Ballarat Broadcasters Pty., Ltd.
Bendigo	3BO	309	—	"	Amalgamated Wireless Australasia, Ltd.
Brisbane	4BC	262	250 w.	"	J. B. Chandler & Co.
"	4BH	217	—	"	Broadcasters (Aust. Ltd.).
"	4BK	233	—	"	Brisbane Broadcasting Co., Ltd.
Broken Hill	2XL	220	—	"	Barrier Broadcast, Ltd.
Canberra	2CA	286	—	"	A. J. Ryan.
Geelong	3GL	214	—	"	Geelong Broadcasters Pty., Ltd.
Goulburn	2GN	216	—	"	Goulburn Broadcasting Co., Ltd.
Gunnedah	2MO	226	—	"	M. J. Oliver.
Hamilton	3HA	297	—	"	Western Province Radio Pty., Ltd.
Hobart	7HO	337	—	"	Commercial Broadcasters Pty., Ltd.
Kalgoorlie	6KG	246	—	"	Goldfields Broadcasters, Ltd.
Launceston	7LA	273	—	"	Findley & Wills Broadcasters Pty., Ltd.
Lismore	2XN	224	—	"	G. W. Exton.
Mackay	4MK	252	—	"	Williams Agencies.

RADIO STATIONS OF THE WORLD—Continued

Station Location	Call Letters	Wave Length (in meters)	Power	Observations	Owner (with address) City the same as station location unless otherwise specified.
AUSTRALIA—continued					
Maryborough	4MB	283	—	Class "B" station	A. P. Wynn.
Melbourne	3AK	200	—	"	Akron Broadcasting Co. Pty., Ltd.
"	3AW	210.5	—	"	The Vogue Broadcasting Co. Pty., Ltd.
"	3DB	254	—	"	3DB Broadcasting Station Pty., Ltd.
"	3KZ	222	—	"	Industrial Printing and Publicity Co.
"	3UZ	323	—	"	The Nilsen Broadcasting Services Pty., Ltd.
Moss Vale	2MV	246	—	"	Moss Vale Broadcasting Service, Ltd.
Newcastle	2HD	270	—	"	Airsales Broadcasting Co.
"	2KO	212	—	"	Newcastle Broadcasting Co., Ltd.
Perth	6ML	264	—	"	Musgroves, Ltd.
"	6PR	341	—	"	Nicholson's, Ltd.
Port Pirie	5PI	288	—	"	Midlands Broadcasting Services, Ltd.
Rockhampton	4RO	226	—	"	Rockhampton Broadcasting, Ltd.
Swanhill	3SH	278	—	"	Swanhill Broadcasting Co.
Sydney	2CH	248	—	"	New South Wales Council of Churches.
"	2GB	316	3 kw.	"	Theosophical Broadcasting Station, Ltd.
"	2KY	280	—	"	Trades & Labor Council.
"	2SM	236	—	"	Catholic Broadcasting Committee.
"	2UE	293	—	"	Electrical Utilities Supply Co.
"	2UW	267	—	"	Radio Broadcasting, Ltd.

RADIO STATIONS OF THE WORLD—Continued

Station Location	Call Letters	Wave Length (in meters)	Power	Observations	Owner (with address) City the same as station location unless otherwise specified.
AUSTRALIA—continued					
Toowoomba	4GR	300	—	Class "B" station	Gold Radio Service.
Townsville	4TO	256	—	"	Amalgamated Wireless Australasia, Ltd.
Trafalgar	3TR	234	—	"	Gippsland Broadcasting Service, Trafalgar, Ltd.
Ulverstone	7UV	205	—	"	Northwestern Tasmanian Broadcasters.
Wagga Wagga	2WG	303	—	"	E. Roberts.
Wangaratta	3WR	238	—	"	Wangaratta Broadcasting Pty., Ltd.
Wollongong	2WL	209	—	"	Wollongong Broadcasting Co.
NEW ZEALAND					
Auckland	ZL1YA	329	500 w.	—	New Zealand Broadcasting.
"	ZL1ZB	275	10 w.	—	La Gloria Gramophone Co.
"	ZL1ZJ	227	20 w.	—	Johns, Ltd.
"	ZL1ZQ	252	10 w.	—	L. R. E. Keith, Auckland.
"	ZL1ZR	275	40 w.	—	Lewis Eady, Ltd.
Christchurch	Z13YA	306	500 w.	—	New Zealand Broadcasting.
"	ZL3Zc	250	250 w.	—	Home Recreations, Ltd.
Dannevirke	ZL2ZU	273	7 w.	—	The Gramophone & Radio Co., Ltd., and A. R. C. Claridge.
Dunedin	ZL4YA	461.5	500 w.	—	New Zealand Broadcasting.
"	ZL4ZB	279	20 w.	—	The Otago Radio Association.
"	ZL4ZL	246	180 w.	—	Radio Service, Ltd.
"	ZL4ZM	278	40 w.	—	J. D. McKewen.

RADIO STATIONS OF THE WORLD—Continued

Station Location	Call Letters	Wave Length (in meters)	Power	Observations	Owner (with address) City the same as station location unless otherwise specified.
NEW ZEALAND—continued					
Dunedin	ZL4ZO	278	30 w.	—	Barnett's Radio Supplies.
Ekatehuana	ZL2ZE	248	5 w.	—	G.R.S. Allen.
Gisborne	ZL2ZJ	260	20 w.	—	C. T. C. Hands.
"	ZL2ZM	261	100 w.	—	Atwater-Kent Radio Service, Ltd.
Greymouth	ZL3ZR	366	20 w.	—	Greymouth Radio Society.
Hamilton	ZL1ZH	476	50 w.	—	G. S. Anchor.
Hastings	ZL2ZI	226	10 w.	—	Sutcliffe's Music Store.
"	ZL2ZL	226	10 w.	—	Lockyer's Piano Store.
Invercargill	ZL4ZI	259	8 w.	—	G. C. Batcheler
Manurewa	ZL1ZM	248	10 w.	—	W. W. Rodgers.
Masterton	ZL2ZD	254	2 w.	—	W. D. Ansell.
Napier	ZL2ZH	238	10 w.	—	C. B. Hansen & Co., Ltd.
New Plymouth	ZL2YB	244	100 w.	—	New Zealand Broadcasting.
North Invercargill	ZL4ZP	259	10 w.	—	Parsons Radio Supplies, Invercargill.
Palmerston North	ZL2ZF	286	150 w.	—	The Palmerston North Radio Club.
"	ZL2ZO	268	10 w.	—	J. V. Kyle.
Wairoa	ZL2ZP	366	4 w.	—	E. A. Perry.
Wanganui	ZL2ZK	500	120 w.	—	D. A. Morrison & Co.
Wellington	ZL2YA	416	5 kw.	—	New Zealand Broadcasting.
"	ZL2ZR	500-234	150 w.	—	—
"	ZL2ZW	268	40 w.	—	L. E. Strachan.

RADIO STATIONS OF THE WORLD—Continued

Station Location	Call Letters	Wave Length (in meters)	Power	Observations	Owner (with address) City the same as station location unless otherwise specified.
SAMOA ISLANDS					
Apia	ZL5ZA	319	5 w.	—	F. R. Plominski, Sogi.
AFRICA					
ALGERIA					
Algiers (Radio-Alger)	—	363.6	+16 kw.	—	Adm. of Posts and Telegraphs and "Société Amicale de Radio-Alger."
CANARY ISLANDS					
Las-Palmas	EAR5	280	500 w.	—	Director General of Communications.
EGYPT					
Abu Zabal	—	525	20 kw.	Foreseen for 1934.	{Station: Adm. of Posts and Telegraphs, {Programs: Egyptian Broadcasting Co.
Alexandria	—	—	—	"	"
Cairo	—	—	—	"	"
KENYA					
Nairobi	VQ7LO	400	2 kw.	—	British East African Co. under the control of the Imperial and International Communications, Ltd., Nairobi.
MADAGASCAR					
Tananarive	—	—	—	—	—
MOROCCO					
Rabat	—	416.4	+5 kw.	An increase in power to 15 or 20 kw. is foreseen in the course of 1933.	Adm. of Posts and Telegraphs of Morocco.
REUNION ISLAND					
S. Denis	—	500	—	—	Local Adm. of Posts and Telegraphs.
TUNISIA					
Tunis-Kasbah	TUA	1,350	+500 w.	—	Military Authorities.

RADIO STATIONS OF THE WORLD—Continued

Station Location	Call Letters	Wave Length (in meters)	Power	Observations	Owner (with address) City the same as station location unless otherwise specified.
UNION OF SOUTH AFRICA					
Bloemfontein	ZTB	510	750 w.	—	African Broadcasting Co., Ltd., Post Office Box 4559, Johannesburg.
Cape Town	ZTC	375	1.5 kw.	The power will be considerably increased and the old station removed to an Eastern State of the Union of South Africa.	"
Durban	ZTD	410	1.5 kw.	—	"
Johannesburg	ZTJ	450	10 kw.	—	"
Pretoria	ZTP	300	50 w.	—	"
Grahamstown	—	—	—	Foreseen.	"

U. S. Station Information

CALL LETTER LIST

Abbreviations have been used for the following designations in the U. S. Call Letter List:

w—watt	D—daytime operation	S—shares time with
kw—kilowatt	N—nighttime operation	S.H.—specified hours
LS—to local sunset	U—unlimited time	exp.—experimental basis
C.P.—construction permit	L—limited time with dominant station	T—transmitter location

Zone numbers refer to the five zones into which the United States has been divided, as follows:

<i>Zone 1</i>	Virginia	Minnesota
Connecticut	West Virginia	Missouri
Delaware		Nebraska
District of Columbia	<i>Zone 3</i>	North Dakota
Maine	Alabama	South Dakota
Maryland	Arkansas	Wisconsin
Massachusetts	Florida	<i>Zone 5</i>
New Hampshire	Georgia	Alaska
New Jersey	Louisiana	Arizona
New York	Mississippi	California
Porto Rico	North Carolina	Colorado
Rhode Island	Oklahoma	Hawaii
Vermont	South Carolina	Idaho
Virgin Islands	Tennessee	Montana
	Texas	Nevada
<i>Zone 2</i>	<i>Zone 4</i>	New Mexico
Kentucky	Illinois	Oregon
Michigan	Indiana	Utah
Ohio	Iowa	Washington
Pennsylvania	Kansas	Wyoming

Call Letter	Licensee, Studio and Transmitter Location	Power	Frequency	Time Designation	Wave Length	Zone
CKLW	Western Ontario Broadcasting Co., Ltd., Detroit, Mich. ¹	5 kw	960	U	312.5	
KABC	Alamo Broadcasting Co., Inc., San Antonio, Tex.	100 w	1420	U	211.1	3
KALE	KALE, Inc., Portland, Ore.	500 w	1300	S. H.	230.6	5
KARK	Arkansas Radio & Equipment Co., Little Rock, Ark.	250 w	890	U	336.9	3
KASA	E. M. Woody, Elk City, Okla. (C. P.)	100 w	1210	U	247.8	3
KBPS	Benson Polytechnic School, Portland, Ore.	100 w	1420	S-KXL	211.1	5
KBTM	W. J. Beard (Beard's Temple of Music), Paragould, Ark.	100 w	1200	D	249.9	3
KCMC	No. Mississippi Broadcasting Corp., Texarkana, Ark.	100 w	1420	U	211.1	3
KCRC	Enid Radiophone Co., Enid, Okla.	{100 w }250 w LS	1370	S-KGFG	218.8	3
KCRJ	Charles C. Robinson, Jerome, Ariz.	100 w	1310	S. H.	228.9	5
KDB	Santa Barbara Broadcasters, Ltd., Santa Barbara, Calif.	100 w	1500	U	119.9	5
KDFN	Donald Lewis Hathaway, Casper, Wyo.	500 w	1440	U	208.2	5
KDKA	Westinghouse Electric & Manufacturing Co., Pittsburgh, Pa. T—Saxonburg	50 kw	980	U	305.9	2
KDLR	KDLR, Inc., Devils Lake, N. D.	100 w	1210	U	247.8	4
KDYL	Intermountain Broadcasting Corp., Salt Lake City, Utah	1 kw	1290	U	232.4	5
KECA	Earle C. Anthony, Inc., Los Angeles, Calif.	1 kw	1430	U	209.7	5
KELW	Magnolia Park, Ltd., Burbank, Calif.	500 w	780	S-KTM	384.4	5
KERN	The Bee Bakersfield Broadcasting Co., Bakersfield, Calif.	100 w	1200	U	249.9	5
KEX	Western Broadcasting Co., Portland, Ore.	5 kw	1180	{S-N }KOB	254.1	5
KFAB	KFAB Broadcasting Co., Lincoln, Neb.	{5 kw {(C.P. }25 kw)	770	{S-N }WBBM- }WJBT	389.4	4
KFAC	Los Angeles Broadcasting Co., Los Angeles, Calif.	1 kw	1300	U	230.6	5

¹. Canadian licensee. See listing under Windsor (Ont.), Canada, in Radio Stations of the World.

Call Letter	Licensee, Studio and Transmitter Location	Power	Frequency	Time Designation	Wave Length	Zone
KFBB	Buttrely Broadcast, Inc., Great Falls, Mont.	{ 1 kw } 2½ kw LS	1280	U	234.2	5
KFBI	Farmers and Bankers Life Insurance Co., Abilene, Kan.	5 kw	1050	L-KNX	285.5	4
KFBK	James McClatchy Co., Sacramento, Calif.	100 w	1310	U	228.9	5
KFBL	Leese Bros., Everett, Wash.	50 w	1370	S-KVL	218.8	5
KFDM	Sabine Broadcasting Co., Inc., Beaumont, Tex.	{ 500 w } 1 kw LS	560	U	535.4	3
KFDY	South Dakota State College, Brookings, S. D.	1 kw	550	S-KFYR	545.1	4
KFEL	Eugene P. O'Fallan, Inc., Denver, Colo. T—Edgewater	500 w	920	S-KFXF	325.9	5
KFEQ	Scroggin & Co., Bank, St. Joseph, Mo.	2½ kw	680	D	440.1	4
KFGQ	Boone Biblical College, Boone, Iowa	100 w	1310	S. H.	228.9	4
KFH	Radio Station KFH Co., Wichita, Kan.	1 kw	1300	S-WOQ	230.6	4
KFI	Earle C. Anthony, Inc., Los Angeles, Calif. T—Buena Park	50 kw	640	U	468.5	5
KFIO	Spokane Broadcasting Co., Spokane, Wash.	100 w	1120	D	267.7	5
KFIZ	The Reporter Printing Co., Fond du Lac, Wis.	100 w	1420	S. H.	211.1	4
KFJB	Marshall Electric Co., Inc., Marshalltown, Iowa	{ 100 w } 250 w LS	1200	½ time	249.9	4
KFJI	KFJI Broadcasters, Inc., Klamath Falls, Ore.	100 w	1210	U	247.8	5
KFJM	University of North Dakota, Grand Forks, N. D.	100 w	1370	U	218.8	4
KFJR	Ashley C. Dixon-KFJR, Inc., Portland, Ore.	500 w	1300	S-KALE	230.6	5
KFJZ	Ft. Worth Broadcasters, Inc., Ft. Worth, Tex.	100 w	1370	U	218.8	3
KFKA	The Mid-Western Radio Corp., Greeley, Colo.	{ 500 w } 1 kw LS	880	S-KPOF	340.7	5
KFKU	University of Kansas, Lawrence, Kan.	500 w	1220	S-WREN	245.8	4
KFKX-} RYW }	See KYW-KFKX					

Call Letter	Licensee, Studio and Transmitter Location	Power	Frequency	Time Designation	Wave Length	Zone
KFLV	Rockford Broadcasters, Inc., Rockford, Ill.	500 w	1410	S-WHBL	212.6	4
KFLX	George Roy Clough, Galveston, Tex.	100 w	1370	U	218.8	3
KFMX	Carleton College, Northfield, Minn.	1 kw	1250	{S-WCAL WRHM WLB- WGMS	239.9	4
KFNF	Henry Field Co., Shenandoah, Iowa	{500 w 1 kw LS	890	{S-WILL KUSD	336.9	4
KFOR	Howard A. Shuman, Lincoln, Neb.	{100 w 250 w LS	1210	U	247.8	4
KFOX	Nichols and Warringer, Inc., Long Beach, Calif.	1 kw	1250	U	239.9	5
KFPL	C. C. Baxter, Dublin, Tex.	100 w	1310	U	228.9	3
KFPM	The New Furniture Co., Greenville, Tex.	15 w	1310	U	228.9	3
KFPW	Southwestern Hotel Co., Fort Smith, Ark.	100 w	1210	U	247.8	3
KFPY	Symons Broadcasting Co., Spokane, Wash.	1 kw	1340	U	223.7	5
KFQD	Anchorage Radio Club, Inc., Anchorage, Alaska	250 w	1230	S. H.	243.8	5
KFRC	Don Lee Broadcasting System, Inc., San Francisco, Calif.	1 kw	610	U	491.5	5
KFRU	KFRU, Inc., Columbia, Mo.	500 w	630	{S-WOS WGBF	475.9	4
KFSD	Airfan Radio Corp., Ltd., San Diego, Calif.	{500 w 1 kw LS	600	U	499.7	5
KFSG	Echo Park Evangelistic Association, Los Angeles, Cal.	500 w	1120	S-KRKD	267.7	5
KFUL	The News Publishing Co., Inc., Galveston, Tex.	500 w	1290	S-KTSA	232.4	3
KFUO	Evangelical Lutheran Church, Missouri Synod, St. Louis, Mo. T—Clayton	{500 w 1 kw LS	550	S-KSD	545.1	4
KFVD	Los Angeles Broadcasting Co., Los Angeles, Calif.	250 w	1000	{L-WHO WOC	299.8	5
KFVS	Hirsch Battery & Radio Co., Cape Girardeau, Mo.	100 w	1210	S. H.	247.8	4
KFWB	Warner Bros. Broadcasting Corp., Hollywood, Calif.	1 kw	950	U	315.6	5

Call Letter	Licensee, Studio and Transmitter Location	Power	Frequency	Time Designation	Wave Length	Zone
KFWF	St. Louis Truth Center, Inc., St. Louis, Mo.	100 w	1200	S-WIL	249.9	4
KFWI	Radio Entertainments, Ltd., San Francisco, Calif.	500 w	930	S-KROW	322.4	5
KFXD	Frank E. Hurt, Nampa, Idaho	100 w	1200	U	249.9	5
KFXF	Colorado Radio Corp., Den- ver, Colo.	500 w	920	S-KFEL	325.9	5
KFXJ	Western Slope Broadcasting Co., Grand Junction, Colo.	100 w	1310	S-KFUP	228.9	5
KFXM	Lee Bros. Broadcasting Co., San Bernardino, Calif.	100 w	1210	S-KPPC	247.8	5
KFXR	Exchange Avenue Baptist Church, Oklahoma City, Okla.	{100 w }250 w LS	1310	U	228.9	3
KFYO	Kirksey Bros., Lubbock, Tex.	{100 w }250 w LS	1310	U	211.1	3
KFYR	Meyer Broadcasting Co., Bis- marck, N. D.	{1 kw }2½ kw LS	550	S-KFDY	245.1	4
KGA	Northwest Broadcasting Sys- tem, Inc., Spokane, Wash.	5 kw	1470	U	204.0	5
KGAR	Tucson Motor Service Co., Tucson, Ariz.	{100 w }250 w LS	1370	U	218.8	5
KGB	Don Lee Broadcasting Sys- tem, San Diego, Calif.	1 kw	1330	U	225.4	5
KGBU	Alaska Radio & Service Co., Inc., Ketchikan, Alaska	500 w	900	S. H.	333.1	5
KGBX	KGBX, Inc., Springfield, Mo.	100 w	1310	U	228.9	4
KGBZ	Dr. George R. Miller, York, Neb.	{500 w }1 kw LS	930	S-KMA	322.4	4
KGCA	Charles Walter Greenley, Decorah, Iowa	100 w	1270	D-S-KWLC	236.1	4
KGCR	Greater Kampeska Radio Corp., Watertown, S. D.	100 w	1210	S. H.	247.8	4
KGCU	Mandan Radio Association, Mandan, N. D.	250 w	1240	S. H.	241.9	4
KGCX	First State Bank of Vida, Wolf Point, Mont.	{100 w }250 w LS	1310	S. H.	228.9	5
KGDA	Mitchell Broadcasting Corp., Mitchell, S. D.	100 w	1370	U	218.8	4
KGDE	Charles L. Jaren, Fergus Falls, Minn.	{100 w }250 w LS	1200	U	249.9	4
KGDM	E. F. Pepper, Stockton, Calif.	250 w	1100	D	272.6	5

Call Letter	Licensee, Studio and Transmitter Location	Power	Frequency	Time Designation	Wave Length	Zone
KG DY	Voice of South Dakota, Huron, S. D.	100 w	1200	U	249.9	4
KG EF	Trinity Methodist Church, South Los Angeles, Calif.	1 kw	1300	S-KFAC	230.6	5
KG EK	Electrical Equipment Co., Yuma, Colo.	100 w	1200	S. H.	249.9	5
KG ER	Consolidated Broadcasting Corp., Ltd., Long Beach, Calif.	1 kw	1360	U	220.4	5
KG EW	City of Fort Morgan, Fort Morgan, Colo.	100 w	1200	S-KG EK	249.9	5
KG EZ	Donald C. Treloar, Kalispell, Mont.	100 w	1310	U	228.9	5
KG FF	KGFF Broadcasting Co., Inc., Shawnee, Okla.	100 w	1420	U	211.1	3
KG FG	Oklahoma Broadcasting Co., Inc., Oklahoma City, Okla.	100 w	1370	S-KCRC	218.8	3
KG FI	Eagle Broadcasting Co., Inc., Corpus Christi, Tex.	{100 w }250 w LS	1500	U	199.9	3
KG FJ	Ben S. McGlashan, Los Angeles, Calif.	100 w	1200	U	249.9	5
KG FK	Red River Broadcasting Co., Inc., Moorhead, Minn.	50 w	1500	U	199.9	4
KG FL²	KGFL, Inc., Raton, N. M.	50 w (C.P. 100 w)	1370	S-KICA	218.8	5
KG FW	Central Nebraska Broadcasting Corp., Kearney, Neb.	100 w	1310	U	228.9	4
KG FX	Dana McNeil, Pierre, S. D.	200 w	630	D	475.9	4
KG GC	The Golden Gate Broadcasting Co., San Francisco, Calif.	100 w	1420	S-KFQU	211.1	5
KG GF	Powell & Platz, Coffeyville, Kan.	{500 w }1 kw LS	1010	S-WNAD	296.9	3
KG GM	New Mexico Broadcasting Co., Albuquerque, N. M.	{250 w }500 w LS }power and }freq. exp.	1230	U	243.8	5
KG HF	Curtis P. Ritchie and Joe E. Finch, Pueblo, Colo.	{250 w }500 w LS	1320	U	227.1	5
KG HI	O. A. Cook, Little Rock, Ark.	100 w	1200	U	249.9	3
KG HL	Northwestern Auto Supply Co., Inc., Billings, Mont.	{1 kw }2½ kw LS	950	U	315.6	5
KG IR	KGIR, Inc., Butte, Mont.	500 w	1360	½ time	220.4	5

². C. P. to move transmitter and studio to Sante Fe, N. M.

Call Letter	Licensee, Studio and Transmitter Location	Power	Frequency	Time Designation	Wave Length	Zone
KGIW	Leonard E. Wilson, Trinidad, Colo.	100 w	1420	S-KIDW	211.1	5
KGIX	J. M. Heaton, Las Vegas, Nev.	100 w	1420	S. H.	211.1	5
KGIZ	Grant City Park Corp., Grant City, Mo.	100 w	1500	U	199.9	4
KGKB	East Texas Broadcasting Co., Tyler, Tex.	100 w	1500	U	199.9	3
KGKL	KGKL, Inc., San Angelo, Tex.	100 w	1370	U	218.8	3
KGKO	Wichita Falls Broadcasting Co., Wichita Falls, Tex.	{250 w {500 w LS	570	U	526.0	3
KGKX³	Sandpoint Broadcasting Co., Sandpoint, Idaho	100 w	1420	U	211.1	5
KGKY	Hilliard Co., Inc., Scottsbluff, Neb.	100 w	1500	U	199.9	4
KGMB	Honolulu Broadcasting Co., Ltd., Honolulu, Hawaii	250 w	1320	U	227.1	5
KGMP	Bryant Radio & Electric Co., Elk City, Okla.	100 w	1210	U	247.8	3
KGNF	Great Plains Broadcasting Co., North Platte, Neb.	500 w	1430	D	209.7	4
KGNO	Dodge City Broadcasting Co., Inc., Dodge City, Kan.	100 w	1210	U	247.8	4
KGO	National Broadcasting Co., Inc., San Francisco, Calif. T—Oakland	7½ kw	790	U	379.5	5
KGRS	E. B. Gish (Gish Radio Service), Amarillo, Tex.	1 kw	1410	S. H.	212.6	3
KGU	Marion A. Mulrony & Advertiser Publishing Co., Ltd., Honolulu, Hawaii	{1 kw {(C.P. 2½ { kw)	750	U	399.8	5
KGVO	Mosby's, Inc., Missoula, Mont.	100 w	1200	U	249.9	5
KGW	Oregonian Publishing Co., Portland, Ore. T—Faloma	1 kw	620	U	483.6	5
KGY	KGY, Inc., Olympia, Wash.	100 w	1210	S. H.	247.8	5
KHJ	Don Lee Broadcasting System, Los Angeles, Calif.	1 kw	900	U	333.1	5
KHQ	Louis Wasmer, Inc., Spokane, Wash.	{1 kw {2 kw LS	590	U	508.2	5
KICA	W. E. Whitmore, Clovis, N.M.	100 w	1370	S-KGFL	218.8	5

³. C. P. to move transmitter and studio to Lewiston, Idaho.

Call Letter	Licensee, Studio and Transmitter Location	Power	Frequency	Time Designation	Wave Length	Zone
KICK	Red Oak Radio Corp., Red Oak, Iowa	100 w	1420	U	211.1	4
KID	KID Broadcasting Co., Idaho Falls, Idaho	{250 w }500 w LS	1320	U	227.1	5
KIDO	Frank L. Hill and C. G. Phillips, Boise, Idaho	1 kw	1350	U	222.1	5
KIDW	The Southwest Broadcasting Co., Lamar, Colo.	100 w	1420	S-KGIW	211.1	5
KIEM	Harold H. Hanseth, Eureka, Calif.	{C.P.— }100 w	1210	D		5
KIEV	Cannon System, Ltd., Glendale, Calif.	{C.P.— }100 w	850	D		5
KIT	Valley Broadcasters, Inc., Yakima, Wash.	100 w	1310	U	228.9	5
KJBS	Julius Brunton & Sons Co., San Francisco, Calif.	100 w	1070	D	280.2	5
KJR	Northwest Broadcasting System, Inc., Seattle, Wash.	5 kw	970	U	309.1	5
KLCN	Charles Leo Lintzenich, Blytheville, Ark.	50 w	1290	D	232.4	3
KLO	Interstate Broadcasting Co., Ogden, Utah	500 w	1400	U	214.2	5
KLPM	John D. Cooley, Minot, N. D.	250 w	1240	½ time	241.8	4
KLRA	Arkansas Broadcasting Co., Little Rock, Ark.	1 kw	1390	S. H.	215.7	3
KLS	Warner Bros., Oakland, Calif.	250 w	1440	D	208.2	5
KLX	The Tribune Publishing Co., Oakland, Calif.	500 w	880	U	340.7	5
KLZ	Reynolds Radio Co., Inc., Denver, Colo.	1 kw	560	U	535.4	5
KMA	May Seed & Nursery Co., Shenandoah, Iowa.	{500 w }1 kw LS	930	S-KGBZ	322.4	4
KMAC	Walmac Co., Inc., San Antonio, Tex.	100 w	1370	S-KONO	218.8	3
KMBC	Midland Broadcasting Co., Kansas City, Mo. T—Independence	1 kw	950	U	315.6	4
KMED	Mrs. W. J. Virgin, Medford, Ore.	100 w	1310	U	228.9	5
KMJ	James McClatchy Co., Fresno, Calif.	{100 w {C.P. }500 w)	580	U	247.8	5

Call Letter	Licensee, Studio and Transmitter Location	Power	Frequency	Time Designation	Wave Length	Zone
KMLB	Liner's Broadcasting Station, Inc., Monroe, La.	100 w	1200	U	249.9	3
KMMJ	The M. M. Johnson Co., Clay Center, Neb.	1 kw	740	L-WSB	405.2	4
KMO	KMO, Inc., Tacoma, Wash.	250 w	1330	{L-WABC- }WBOQ	225.4	5
KMOX	Voice of St. Louis, Inc., St. Louis, Mo.	50 kw	1090	U	275.1	4
KMPC	R. S. Macmillan, Beverly Hills, Calif.	500 w	710	L-WOR	422.3	5
KMTR	KMTR Radio Corporation, Los Angeles, Calif.	500 w	570	U	526.0	5
KNOW	KNOW Broadcasting Co., Austin, Tex.	100 w	1500	U	199.9	3
KNX⁴	Western Broadcast Co., Hollywood, Calif. T—Sherman Oaks	{5 kw {(C.P. 25 {kw)	1050	U	285.5	5
KOA	National Broadcasting Co., Inc., Denver, Colo.	50 kw	830	U	361.2	5
KOAC	Oregon State Agricultural College, Corvallis, Ore.	1 kw	550	U	545.1	5
KOB⁵	New Mexico College of Agriculture and Mechanic Arts, State College, N. M.	10 kw	1180	{S-N {KEX	254.1	5
KOCW	Oklahoma College for Women, Chickasha, Okla.	{250 w {500 w LS	1400	U	214.2	3
KOH	McClatchy Newspapers, Reno, Nev.	500 w	1380	U	217.3	5
KOIL	Mona Motor Oil Co., Council Bluffs, Iowa	1 kw	1260	U	238.0	4
KOIN	KOIN, Inc., Portland, Ore. T—Sylvan	1 kw	940	U	319.0	5
KOL	Seattle Broadcasting Co., Inc, Seattle, Wash.	1 kw	1270	U	236.1	5
KOMA	National Radio Mfg. Co., Oklahoma City, Okla.	5 kw	1480	U	202.6	3
KOMO	Fisher's Blend Station, Inc., Seattle, Wash.	1 kw	920	U	325.9	5
KONO	Mission Broadcasting Co., San Antonio, Tex.	100 w	1370	S-KMAC	218.8	3
KOOS	H. H. Hanseth, Inc., Marshfield, Ore.	100 w	1370	U	218.8	5
KORE	Eugene Broadcast Station, Eugene, Ore.	100 w	1420	U	211.1	5

⁴ C. P. to move studio to Los Angeles.

⁵ C. P. to move transmitter and studio to Albuquerque, N.M.

Call Letter	Licensee, Studio and Transmitter Location	Power	Frequency	Time Designation	Wave Length	Zone
KOY	Nielson Radio & Sporting Goods Co., Phoenix, Ariz.	500 w	1390	U	215.7	5
KPCB	Queen City Broadcasting Co., Seattle, Wash.	100 w	650	L-WSM	461.3	5
KPJM	Scott & Strum, Prescott, Ariz.	100 w	1500	U	199.9	5
KPO	National Broadcasting Co., Inc., San Francisco, Calif.	50 w	680	U	440.9	5
KPOF	Pillar of Fire, Denver, Colo.	500 w	880	S-KFKA	340.7	5
KPPC	Pasadena Presbyterian Church, Pasadena, Calif.	50 w	1210	S-KFXM	247.8	5
KPQ	Westcoast Broadcasting Co., Wenatchee, Wash.	50 w	1500	U	199.9	5
KPRC	Houston Printing Co., Houston, Tex. T—Sugarland	{1 kw }2½ kw LS	920	U	325.9	3
KQV	KOV Broadcasting Co., Pittsburgh, Pa.	500 w	1380	S. H.-N	217.3	2
KQW	Pacific Agricultural Foundation, Ltd., San José, Calif.	500 w	1010	U	296.9	5
KRE	First Congregational Church of Berkeley, Berkeley, Calif.	100 w	1370	½ time	218.8	5
KREG	J. S. Edwards, Santa Ana, Calif.	100 w	1500	U	199.9	5
KRGV	KRGV, Inc., Harlingen, Tex.	500 w	1260	S-KWWG	238.0	3
KRKD	Dalton's, Inc., Los Angeles, Calif.	500 w	1120	S-KFSG	267.7	5
KRLD	KRLD Radio Corp., Dallas, Tex.	10 kw	1040	S-KTHS	288.3	3
KRMD	KRMD, Inc., Shreveport, La.	100 w	1310	S. H.	228.9	3
KROW	Educational Broadcasting Corp., Oakland, Calif. T—Richmond	{500 w }1 kw LS	930	S-KFWI	322.4	5
KRSC	Radio Sales Corp., Seattle, Wash.	100 w	1120	D	267.7	5
KSAC	Kansas State College of Agriculture & Applied Science, Manhattan, Kansas.	{500 w }1 kw LS	580	S-WIBW	516.9	4
KSCJ	Perkins Bros. Co. (publisher, Sioux City Journal), Sioux City, Iowa	{1 kw }2½ kw LS	1330	S-WTAQ ⁶	225.4	4
KSD	St. Louis Post Dispatch, St. Louis, Mo.	500 w	550	S-KFUO	545.1	4

⁶. Special authorization to operate simultaneously with station WTAQ during daytime.

Call Letter	Licensee, Studio and Transmitter Location	Power	Frequency	Time Designation	Wave Length	Zone
KSEI	Radio Service Corp., Pocatello, Idaho	{250 w 500 w LS	890	U	336.9	5
KSL	Radio Service Corp. of Utah, Salt Lake City, Utah	50 kw	1130	U	265.3	5
KSO	Des Moines Register and Tribune, Des Moines, Iowa	{100 w 250 w LS	1370	U	218.8	4
KSOO	Sioux Falls Broadcast Association, Inc., Sioux Falls, S. D.	2½ kw	1110	L-WRVA ⁷	270.1	4
KSTP	National Battery Broadcasting Co., St. Paul Minn. T—Radio Center	10 kw	1460	U	205.4	4
KTAB	The Associated Broadcasters, Inc., San Francisco, Calif. T—Oakland	1 kw	560	U	535.4	5
KTAR	KTAR Broadcasting Co., Phoenix, Ariz.	{500 w 1 kw LS	620	U	483.6	5
KTAT	KTAT Broadcast Co., Inc., Fort Worth, Tex. T—Birdville	1 kw	1240	S-WACO	241.8	3
KTBS	Tri State Broadcasting System, Inc., Shreveport, La.	1 kw	1450	U	206.8	3
KTFI	Radio Broadcasting Corp., Twin Falls, Idaho	500 w	1240	{S-N KID	241.8	5
KTHS	Hot Springs Chamber of Commerce, Hot Springs National Park, Ark.	10 kw	1040	S-KRLD	288.3	3
KTLC	Harris County Broadcast Co., Houston, Tex.	100 w	1310	U	228.9	3
KTM	Pickwick Broadcasting Corp., Los Angeles, Calif. T—Santa Monica	{500 w 1 kw LS	780	S-KELW	384.4	5
KTRH	KTRH Broadcasting Co., Houston, Tex.	500 w	1120	S-WTAW	267.7	3
KTSA	Lone Star Broadcasting Co., Inc., San Antonio, Tex.	{1 kw 2½ kw LS	1290	S-KFUL	232.4	3
KTSM	Tri-State Broadcasting Co., Inc., El Paso, Tex.	100 w	1310	S-WDAH	228.9	3
KTW	First Presbyterian Church, Seattle, Wash.	1 kw	1220	S-KWSC	245.8	5
KUJ	KUJ, Inc., Walla Walla, Wash.	100 w	1370	D	218.8	5
KUMA	Albert H. Schermann, Yuma, Ariz.	100 w	1420	S. H.	211.1	5

⁷. Special authorization to operate additional specified hours, with power of 1 kw.

Call Letter	Licensee, Studio and Transmitter Location	Power	Frequency	Time Designation	Wave Length	Zone
KUOA	Southwestern Hotel Co., Fayetteville, Ark.	1 kw	1390	S. H.	215.7	3
KUSD	University of South Dakota, Vermillion, S. D.	500 w	890	{S-KFNF {WILL	336.9	4
KVI	Puget Sound Broadcasting Co., Inc., Tacoma, Wash. T—Des Moines	500 w	570	U	526.0	5
KVL	KVL, Inc., Seattle, Wash.	100 w	1370	S-KFBL	218.0	5
KVOA	Robert M. Riculfi, Tucson, Ariz.	500 w	1260	U	238.0	5
KVOO	Southwestern Sales Corp., Tulsa, Okla.	25 kw	1140	{S-N {WAPI	263.0	3
KVOR	The Reynolds Radio Co., Inc., Colorado Springs, Colo.	1 kw	1270	U	236.1	5
KVOS	KVOS, Inc., Bellingham, Wash.	100 w	1200	U	249.9	5
KWCR	Cedar Rapids Broadcast Co., Cedar Rapids, Iowa	{100 w {250 w LS	1420	{S-KFJY {KFGQ	211.1	4
KWEA	Hello World Broadcasting Corp., Shreveport, La.	100 w	1210	U	247.8	3
KWG	Portable Wireless Telephone Co., Inc., Stockton, Calif.	100 w	1200	U	249.9	5
KWJJ	KWJJ Broadcast Co., Inc., Portland, Ore.	500 w	1060	{L-WBAL {WTIC	282.8	5
KWK	Thomas Patrick, Inc., St. Louis, Mo. T—Kirkwood	1 kw	1350	U	222.1	4
KWKC	Wilson Duncan, trading as Wilson Duncan Broadcasting Co., Kansas City, Mo.	100 w	1370	½ time	218.8	4
KWKH	Hello World Broadcasting Corp., Shreveport, La. T—Kennonwood	10 kw	850	S-WWL	352.7	3
KWLC	Luther College, Decorah, Iowa	100 w	1270	D-S-KGCA	236.1	4
KWSC	State College of Washington, Pullman, Wash.	{1 kw {2 kw LS	1220	S-KTW	245.8	5
KWWG	Frank P. Jackson, Brownsville, Tex.	500 w	1260	S-KRGV	238.0	3
KXA	American Radio Telephone Co., Seattle, Wash.	{250 w {500 w LS	760	L-WJZ	394.5	5
KXL	KXL Broadcasters, Portland, Ore.	100 w	1420	S-KBPS	211.1	5

Call Letter	Licensee, Studio and Transmitter Location	Power	Frequency	Time Designation	Wave Length	Zone
KXO	E. R. Irey & F. M. Bowles, El Centro, Calif.	100 w	1500	S. H.	199.9	5
KXRO	KXRO, Inc., Aberdeen, Wash.	100 w	1310	U	228.9	5
KXYZ	Harris County Broadcast Co., Houston, Tex. ⁸	250 w	1420	U	211.1	3
KYA	Pacific Broadcasting Corp., San Francisco, Calif.	1 kw	1230	U	243.8	5
KYW—KFKX	Westinghouse Electric & Manufacturing Co., Chicago, Ill. T—Bloomington Township	10 kw	1020	U	293.9	4
WAAB	Bay State Broadcasting Corp., Boston, Mass. T—Quincy	500 w	1410	U	212.6	1
WAAF	Drovers Journal Publishing Co., Chicago, Ill.	500 w	920	D	325.9	4
WAAM	WAAM, Inc., Newark, N. J.	{1 kw {1½ kw LS	1250	{S-WGCP {WODA	239.9	1
WAAT	Bremer Broadcasting Corp., Jersey City, N. J.	300 w	940	D	319.0	1
WAAW	Omaha Grain Exchange, Omaha, Neb.	500 w	660	D	454.3	4
WABC-WBOQ	Atlantic Broadcasting Corp., New York, N. Y. T—Wayne, N. J.	50 kw	860	U	348.6	1
WABI	First Universalist Society of Bangor, Bangor, Maine	100 w	1200	S. H.	249.9	1
WABO-	See WHEC-WABO					
WABZ	Samuel D. Reeka, New Orleans, La.	100 w	1200	S-WJBW	249.9	3
WACO	Central Texas Broadcasting Co., Inc., Waco, Texas	1 kw	1240	S-KTAT	241.8	3
WADC	Allen T. Simmons, Tallmadge, Ohio	1 kw	1320	U	227.1	2
WAGM	Aroostook Broadcasting Corp., Presque Isle, Me.	100 w	1420	S. H.	211.1	1
WAIU	Associated Radiocasting Corp., Columbus, Ohio	500 w	640	L-KFI	468.5	2
WALR	WALR Broadcasting Corp., Zanesville, Ohio	100 w	1210	U	247.8	2
WAMC	Raymond C. Hammett, Aniston, Ala.	100 w	1420	U	211.1	3

⁸. C. P. 250 w-1440 kc.—and consolidate with KTLC.

Call Letter	Licensee, Studio and Transmitter Location	Power	Frequency	Time Designation	Wave Length	Zone
WAPI	WAPI Broadcasting Corp., Birmingham, Ala.	25 kw	1140	{S-N KVOO	263.0	3
WASH	Kunsky-Trendle Broadcasting Corp., Grand Rapids, Mich.	500 w	1270	S-WOOD	236.1	2
WAWZ	Pillar of Fire, Zarephath, N. J.	250 w	1350	{S-WCDA WBNX WMSG	222.1	1
WAZL	Hazleton Broadcasting Service, Inc., Hazleton, Pa.	100 w	1420	S. H.	211.1	2
WBAA	Purdue University, West Lafayette, Ind.	{500 w 1 kw LS	1400	S. H.	214.2	4
WBAK	Pennsylvania State Police—Commonwealth of Pennsylvania, Harrisburg, Pa.	{500 w 1 kw LS	1430	{S-WHP WCAH	209.7	2
WBAL	Consolidated Gas, Electric Light & Power Co. of Baltimore, Baltimore, Md. T—Glen Morris	10 kw	1060 ⁹	S-WTIC	282.8	1
WBAP	Carter Publications, Inc., Fort Worth, Tex.	10 kw	800	S-WFAA	374.8	3
WBAX	John H. Stenger, Jr., Wilkes-Barre, Pa. T—Plains Township	10 kw	1060	S-WJBU	247.8	2
WBBC	Brooklyn Broadcasting Corp., Brooklyn, N. Y.	500 w	1400	{S-WFOX WCGU WLTH	214.2	1
WBBL	Grace Covenant Presbyterian Church, Richmond, Va.	100 w	1210	S. H.	247.8	2
WBBM-WJBT	WBBM Broadcasting Corp., Chicago, Ill. T—Glenview	25 kw	770	{S-N KFAB	389.4	4
WBBR	Peoples Pulpit Association, Brooklyn, N. Y. T—Rossville	1 kw	1300	{S-WHAZ WFAB WEVD	230.6	1
WBBZ	C. L. Carrell, Ponca City, Okla.	100 w	1200	U	249.9	3
WBCM	James E. Davidson, Bay City, Mich. T—Hampton Township	500 w	1410	U	212.6	2
WBCN-WENR	See WENR-WBCN					
WBEN	WBEN, Inc., Buffalo, N. Y. T—Martinsville	1 kw	900	U	333.1	1
WBEO	Lake Superior Broadcasting Co., Marquette, Mich.	100 w	1310	S. H.	228.9	2
WBHS	WBHS, Inc., Huntsville, Ala.	100 w	1200	S-WFBC	249.9	4

⁹. C. P. to synchronize WJZ on 760 kc.

Call Letter	Licensee, Studio and Transmitter Location	Power	Frequency	Time Designation	Wave Length	Zone
WBIG	North Carolina Broadcasting Co., Inc., Greensboro, N. C.	{500 w 1 kw LS	1440	U	208.2	3
WBIS- WNAC	(See WNAC-WBIS)					
WBMS	WBMS Broadcasting Corp., Hackensack, N. J.	250 w	1450	{S-WNJ WKBO WHOM	206.8	1
WBNX	Standard Cahill Co., Inc., New York, N. Y.	250 w	1350	{S-WCDA WAWZ WMSG	222.1	1
WBOQ- WABC	(See WABC-WBOQ)					
WBOW	Banks of Wabash, Inc., Terre Haute, Ind.	100 w	1310	U	228.9	4
WBRC	Birmingham Broadcasting Co., Inc., Birmingham, Ala.	{500 w 1 kw LS	930	U	322.4	3
WBRE	Louis G. Baltimore, Wilkes-Barre, Pa.	100 w	1310	U	228.9	2
WBSO	Broadcasting Service Organization, Inc., Needham, Mass.	500 w	920	D	325.9	1
WBT	Station WBT, Inc., Charlotte, N. C.	25 kw	1080	U	277.6	3
WBTM	Piedmont Broadcasting Corp., Danville, Va.	100 w	1370	S-WLVA	218.8	2
WBZ	Westinghouse Electric & Manufacturing Co., Boston, Mass. T—Mills Township	25 kw	900	Synchronized with WBZA	302.8	1
WBZA	Westinghouse Electric & Manufacturing Co., Boston, Mass. T—East Springfield	1 kw	990	Synchronized with WBZ	302.8	1
WCAC	Connecticut Agricultural College, Storrs, Conn.	250 w	600	S-WICC	499.7	1
WCAD	St. Lawrence University, Canton, N. Y.	500 w	1220	D	245.8	1
WCAE	WCAE, Inc., Pittsburgh, Pa.	1 kw	1220	U	245.8	2
WCAH	Commercial Radio Service Co., Columbus, Ohio	500 w	1430	{S-N ¹⁰ WHP WBAK	209.7	2
WCAJ	Nebraska Wesleyan University, Lincoln, Neb.	500 w	590	S-WOW	508.2	4
WCAL	St. Olaf College, Northfield, Minn.	1 kw	1250	{S-KFMX WRHM WLB- WGMS	239.9	4

¹⁰. Special experimental authorization to operate simultaneously with WHP, WOKO, WHEC-WABO on 1430 kc.

Call Letter	Licensee, Studio and Transmitter Location	Power	Frequency	Time Designation	Wave Length	Zone
WCAM	City of Camden, Camden, N. J.	500 w	1280	{S-WOAX }WCAP	234.2	1
WCAO	Monumental Radio Co., Baltimore, Md.	250 w	600	U	499.7	1
WCAP	Radio Industries Broadcast Co., Asbury Park, N. J.	500 w	1280	{S-WCAM }WOAX	234.2	1
WCAT	South Dakota State School of Mines, Rapid City, S. D.	100 w	1200	U	249.9	4
WCAU	Universal Broadcasting Co., Philadelphia, Pa. T—Delaware Co.	{10 kw (C.P. }50 kw)	1170	U	256.3	2
WCAX	Burlington Daily News, Inc., Burlington, Vt.	100 w	1200	S-WNBX	249.9	1
WCAZ	Superior Broadcasting Service, Inc., Carthage, Ill.	50 w	1070	S. H.	280.2	4
WCBA	B. Bryan Musselmann, Allentown, Pa.	250 w	1440	S-WSAN	208	2
WCBD	Wilbur Glenn Voliva, Zion, Ill.	5 kw	1080	{L-WBT }S-WMBI	277.6	4
WCBM	Baltimore Broadcasting Corp., Baltimore, Md.	100 w	1370	U	218.8	1
WCBS	Charles H. Messter & Harold L. Dewing, Springfield, Ill.	100 w	1210	S-WTAX	247.8	4
WCCO	Northwestern Broadcasting, Inc., Minneapolis, Minn. T—Anoka	50 kw	810	U	370.2	4
WCDA	Italian Educational Broadcasting Co., Inc., New York, N. Y. T—Cliffside, N. J.	250 w	1350	{S-WAWZ }WBNX }WMSG	222.1	1
WCFL¹¹	Chicago Federation of Labor, Chicago, Illinois	5 kw	970	L-KJR ¹²	309.1	4
WCGU	United States Broadcasting Corp., Brooklyn, N. Y.	500 w	1440	{S-WFOX }WLTH }WBBC	214.2	1
WCKY	L. B. Wilson, Inc., Covington, Ky. T—Crescent Springs	5 kw	1490	U	201.2	2
WCLO	WCLO Radio Corp., Janesville, Wis.	100 w	1200	U	249.9	4
WCLS	WCLS, Inc., Joliet, Ill.	100 w	1310	S. H.	228.9	4
WCOA	Pensacola Broadcasting Co., Pensacola, Fla.	500 w	1340	U	223.7	3

¹¹. C. P. to move transmitter to York Township, Ill.

¹². Special experimental authorization for unlimited time.

Call Letter	Licensee, Studio and Transmitter Location	Power	Frequency	Time Designation	Wave Length	Zone
WCOC	Mississippi Broadcasting Co., Inc., Meridian, Miss.	{500 w }1 kw LS	880	U	340.7	3
WCOD	Keystone Broadcasting Corp., Harrisburg, Pa.	100 w	1200	S-WKJC	249.9	2
WCRW	Clinton R. White, Chicago, Ill.	100 w	1210	S. H.	247.8	4
WCSC	South Carolina Broadcasting Co., Inc., Charleston, S. C.	500 w	1360	U	220.4	3
WCSH	Congress Square Hotel Co., Portland, Me. T—Scarboro	1 kw	940	U	219.0	1
WDAE	Tampa Publishing Co., Tampa, Fla.	1 kw	1220	U	245.8	3
WDAF	Kansas City Star Co., Kansas City, Mo.	1 kw	610	U	491.5	4
WDAG	National Radio & Broadcasting Corporation, Amarillo, Tex.	1 kw	1410	S. H.	212.6	3
WDAH	Tri-State Broadcasting Co., Inc., El Paso, Tex.	100 w	1310	S-KTSM	228.9	3
WDAS	WDAS Broadcasting Station, Inc., Philadelphia, Pa.	{100 w }250 w LS	1370	U	218.8	2
WDAY	WDAY, Inc., Fargo, N. D. T—West Fargo	1 kw	940	U	319.0	4
WDBJ	Times-World Corp., Roanoke, Va.	{250 w }500 w LS	930	U	322.4	2
WDBO	Orlando Broadcasting Co., Inc., Orlando, Fla.	250 w	1120 ¹³	½ time	267.7	3
WDEL	WDEL, Inc., Wilmington, Del.	{250 w }500 w LS	1120	U	267.7	1
WDEV	Harry C. Whitehill, Waterbury, Vt.	500 w	550	D	211.1	1
WDGY	Twin City Business Men's Broadcasting Ass'n., Inc., Minneapolis, Minn.	1 kw	1180	U	254.1	4
WDOD	WDOD Broadcasting Corp., Chattanooga, Tenn. T—Brainerd	{1 kw }2½kw LS	1280	U	234.2	3
WDRC	WDRC, Inc., Hartford, Conn. T—Bloomfield	500 w	1330	U	225.4	1
WDSU	Joseph H. Uhalt, New Orleans, La. T—Gretna	1 kw	1250	U	239.9	3
WDZ	James L. Bush, Tuscola, Ill.	100 w	1070	D	280.2	4

¹³. Special authorization to operate on 580 kc., experimentally

Call Letter	Licensee, Studio and Transmitter Location	Power	Frequency	Time Designation	Wave Length	Zone
WEAF	National Broadcasting Co., Inc., New York, N. Y. T—Bellmore	50 kw	660	U	454.3	1
WEAN	Shepard Broadcasting Service, Inc., Providence, R. I.	{250 w 500 w LS	780	U	384.4	1
WEAO	Ohio State University, Columbus, Ohio	{750 w (C.P. 1 kw)	570	S-WKBN	526.0	2
WEBC	Head of the Lakes Broadcasting Co., Duluth, Minn. T—Superior, Wis.	{1 kw 2½kw LS	1290	U	232.4	4
WEBQ	Harrisburg Broadcasting Co., Harrisburg, Ill.	100 w	1210	S. H.	247.8	4
WEBR	Howell Broadcasting Co., Inc., Buffalo, N. Y.	{100 w 250 w LS	1310	U	228.9	1
WEDC	Emil Denmark, Inc., Chicago, Ill.	100 w	1210	S. H.	247.8	4
WEEI	Edison Electric Illuminating Co. of Boston, Boston, Mass. T—Weymouth	1 kw	590	U	508.2	1
WEEU	Berks Broadcasting Co., Reading, Pa.	1 kw	830	D	361.2	2
WEHC	Emory & Henry College, Emory, Va.	500 w	1350	D	222.1	2
WEHS	WEHS, Inc., Cicero, Ill.	100 w	1420	S. H.	211.1	4
WELL	Enquirer-News Co., Battle Creek, Mich.	{50 w (C.P. 100 w)	1420	U	211.1	2
WENC	Americus Broadcast Co., Americus, Ga.	100 w	1420	D	211.1	3
WENR-WBCN	National Broadcasting Co., Inc., Chicago, Ill. T—Downers Grove	50 kw	870	S-WLS	344.6	4
WEPS-WORC	(See WORC-WEPS)					
WERE	Erie Broadcasting Corp., Erie, Pa.	100 w	1420	U	211.1	2
WESG	WESG, Inc., Elmira, N. Y. T—Ithaca	1 kw	1040	D	288.3	1
WEVD	Debs Memorial Radio Fund, Inc., New York, N. Y. T—Brooklyn	500 w	1300	{S-WBRR WFAB WHAZ	230.6	1
WEW	St. Louis University, St. Louis, Mo.	1 kw	760	D	394.5	4
WEXL	Royal Oak Broadcasting Co., Royal Oak, Mich.	50 kw	1310	U	228.9	2

Call Letter	Licensee, Studio and Transmitter Location	Power	Frequency	Time Designation	Wave Length	Zone
WFAA	The Dallas News & Dallas Journal (A. H. Belo, Corp.), Dallas, Tex. T—Grapevine	50 kw	800	S-WBAP	374.8	3
WFAB	Fifth Avenue Broadcasting Corp., New York, N. Y. T—Carlstadt, N. J.	1 kw	1300	{S-WBBR WEVD WHAZ	230.6	1
WFAM	The South Bend Tribune, South Bend, Ind.	100 w	1200	S-WWAE	249.9	4
WFAS	Westchester Broadcasting Co., White Plains, N. Y.	100 w	1210	{S-WGBB WJBI WMJR	247.8	1
WFBC	Virgil V. Evans, Knoxville, Tenn.	50 w	1200	S-WBHS	249.9	3
WFBE	The Post Publishing Co., Cincinnati, Ohio	{100 w 250 w LS	1200	U	249.9	2
WFBG	Wm. F. Gable Co., Altoona, Pa.	{100 w (C.P. 250 w)	1310	S-WJAC	228.9	2
WFBL	Onondaga Hotel Corp., Syracuse, N. Y. T—Collamer	{1 kw 2½ kw LS (C.P. 2½ kw)	1360	U	220.4	1
WFBM	Indianapolis Power & Light Co., Indianapolis, Ind.	{1 kw	1230	S-WSBT	243.8	4
WFBR	Baltimore Radio Show, Inc., Baltimore, Md.	500 w	1270	U	236.1	1
WFDF	Frank D. Fallain, Flint, Mich.	100 w	1310	U	228.9	2
WFDV	Rome Broadcasting Corp., Rome, Ga.	100 w	1500	D	199.9	3
WFEA	N. H. Broadcasting Co., Manchester, N. H.	500 w	1430	U-Exp	209.7	1
WFI	WFI Broadcasting Co., Philadelphia, Pa.	{500 w (C.P. 1 kw)	560	S-WLIT	535.4	2
WFIW	WFIW, Inc., Hopkinsville, Ky.	1 kw	940	U	319.0	2
WFLA	Clearwater Chamber of Commerce, Clearwater, Fla.	{1 kw N 2½ kw LS	620	U	483.6	3
WFOX	Paramount Broadcasting Corp., Brooklyn, N. Y.	500 w	1400	{S-WBBC WCGU WLTH	214.2	1
WGAL	WGAL, Inc., Lancaster, Pa.	100 w	1310	S-WRAW	228.9	2
WGAR	The WGAR Broadcasting Co., Cleveland, Ohio T—Cuyahoga Heights	500 w	1450	U	206.8	2

Call Letter	Licensee, Studio and Transmitter Location	Power	Frequency	Time Designation	Wave Length	Zone
WGBB	Harry H. Carman, Freeport, N. Y.	100 w	1210	{S-WJBI WFAS WMRJ	247.8	1
WGBC-WNBR	(See WNBR-WGBC)					
WGBF	Evansville on the Air, Inc., Evansville, Ind.	500 w	630	{S-N WOS KFRU	475.9	4
WGBI	Scranton Broadcasters, Inc., Scranton, Pa.	250 w	880	S-WQAN	340.7	2
WGCM	Great Southern Land Co., Gulfport, Miss.	100 w	1210	U	247.8	3
WGCP	May Radio Broadcast Corp., Newark, N. J.	250 w	1250	{S-WODA WAAM	239.9	1
WGES	Oak Leaves Broadcasting Station, Inc., Chicago, Ill.	{500 w 1 kw LS Sundays	1360	S-WJKS	220.4	4
WGH	Hampton Roads Broadcasting Corp., Newport News, Va.	100 w	1310	U	228.9	2
WGL	Fred C. Zieg (Allen-Wayne Co.), Fort Wayne, Ind.	100 w	1370	U	218.8	4
WGLC	W. Neal Parker, Herbert H. Metcalf, Glens Falls, N. Y.	50 w	1370		218.8	1
WGMS-WLB	(See WLB-WGMS)					
WGN-WLIB	WGN, Inc., Chicago, Ill. T—Elgin	25 kw	720	U	416.4	4
WGN Y	Peter Goelet, Jr., Goshen, N. Y. (C. P.)	50 w		S. H.		1
WGR	Buffalo Broadcasting Corp., Buffalo, N. Y. T—Amherst	1 kw	550	U	545.1	1
WGST	Georgia School of Technology, Atlanta, Ga.	{250 w 500 w LS	890	U	336.9	3
WGY	General Electric Co., Schenectady, N. Y. T—South Schenectady	50 w	790	U	379.5	1
WHA	University of Wisconsin, Madison, Wis.	1 kw	940	D	319.0	4
WHAD	Marquette University, Milwaukee, Wis.	250 w	1120	S-WISN	267.7	4
WHAM	Stromberg-Carlson Telephone Manufacturing Co., Rochester, N. Y. T—Victor Township	25 kw	1150	U	260.7	1

Call Letter	Licensee, Studio and Transmitter Location	Power	Frequency	Time Designation	Wave Length	Zone
WHAS	The Courier-Journal Co. and the Louisville Times Co., Louisville, Ky. T—Jeffersontown	50 kw	820	U	365.5	2
WHAT	Independence Broadcasting Co., Philadelphia, Pa.	100 w	1310	S-WTEL	228.9	2
WHAZ	Rensselaer Polytechnic Institute, Troy, N. Y.	500 w	1300	{S-WBBR {WFAB WVEVD	230.6	1
WHB	WHB Broadcasting Co., Kansas City, Mo. T—North Kansas City	500 w	860	D	348.6	4
WHBC	Edward P. Graham, Canton, Ohio	10 kw	1200	S. H.	249.9	2
WHBD	F. P. Moler, Mount Orab, Ohio	100 w	1370	U	218.8	2
WHBF	Beardsley Specialty Co., Rock Island, Ill.	100 w	1210	U	247.8	2
WHBL	Press Publishing Co., Sheboygan, Wis.	500 w	1410	S-KFLV	212.6	4
WHBQ	Broadcasting Station WHBQ, Inc., Memphis, Tenn.	100 w	1370	U	218.8	3
WHBU	Anderson Broadcasting Corp., Anderson, Ind.	100 w	1210	U	247.8	4
WHBY	St. Nobert College, Green Bay, Wis. T—West De Pere	100 w	1200	U	249.9	4
WHDF	Upper Michigan Broadcasting Co., Calumet, Mich.	{100 w {250 w LS	1370	U	218.8	2
WHDH ¹⁴	Matheson Radio Co., Inc., Boston, Mass. T—Gloucester	1 kw	830	D-KOA	361.2	1
WHDL	Tupper Lake Broadcasting Co., Inc., Tupper Lake, N. Y.	100 w	1420	D	211.1	1
WHEB	Granite State Broadcasting Corp., Portsmouth, N. H.	250 w	740	S. H.	405.2	1
WHEC-WABO	WHEC, Inc., Rochester, N. Y.	{500 w {(C. P. 1 kw)	1440	U	208.2	1
WHEF	Attala Milling & Produce Co., Kosciusko, Miss.	{100 w {250 w LS	1500		199.9	3
WHET	Troy Broadcasting Co., Troy, Ala. (C. P.)	100 w	1210	D	247.9	3
WHFC	WHFC, Inc., Cicero, Ill.	100 w	1420	S. H.	211.1	4

¹⁴. C. P. to move transmitter to Saugus, Mass.

Call Letter	Licensee, Studio and Transmitter Location	Power	Frequency	Time Designation	Wave Length	Zone
WHIS	Daily Telegraph Printing Co., Bluefield, W. Va.	250 w	1410	S-WRBX	212.6	2
WHK	Radio Air Service Corp., Cleveland, Ohio T—Seven Hills	1 kw	1390	U	215.7	2
WHN	Marcus Loew Booking Agency, New York, N. Y.	250 w	1010	{S-WRNY WQAO- WPAP	296.9	1
WHO- WOC	(See WOC-WHO)					
WHOM	New Jersey Broadcasting Corp., Jersey City, N. J.	250 w	1450	{S-WBMS WKBO WNJ	206.8	1
WHP	WHP, Inc., Harrisburg, Pa. T—Lemoyne	{500 w 1 kw LS	1430	{S-WBAK WCAH- ¹⁵	209.7	2
WIAS	Iowa Broadcasting Co., Ottumwa, Iowa	100 w	1310	U	228.9	4
WIBA	Badger Broadcasting Co., Madison, Wis.	{500 w 1 kw LS	1280	U	234.2	4
WIBG	WIBG, Inc., Glenside, Pa.	25 w	930	D	322.4	2
WIBM	WIBM, Inc., Jackson, Mich.	100 w	1370	S. H.	218.8	2
WIBO	Nelson Bros. Bond & Mort- gage Co., Chicago, Ill. T—Des Plaines	{1 kw 1½kw LS	560	S-WPCC	535.4	4
WIBU	William C. Forrest, Poynette, Wis.	100 w	1210	U	247.8	4
WIBW	Topeka Broadcasting Associa- tion, Inc., Topeka, Kan.	1 kw	580	S-KSAC	516.9	4
WIBX	WIBX, Inc., Utica, N. Y.	{100 w 300 w LS	1200	U	249.9	1
WICC	Bridgeport Broadcasting Sta- tion, Inc., Bridgeport, Conn. T—Easton	{250 w 500 w LS	600	S-WCAC	499.7	1
WIL	Missouri Broadcasting Corp., St. Louis, Mo.	{100 w 250 w LS	1200	S-KFWF	249.9	4
WILL	University of Illinois, Urbana, Ill.	{250 w 500 w LS	890	{S-KFNF KUSD	336.9	4
WILM	Delaware Broadcasting Co., Inc., Wilmington, Del. T—Edgemoor	100 w	1420	S. H.	211.1	1
WINS	American Radio News Corp., New York, N. Y. T—Astoria, L. I.	500 w	1180	{L-KOB KEX	254.2	1

¹⁵. Special experimental authorization to operate simultaneously with WCAH, WOKO, WHEC-WABO on 1430 kc.

Letter Call	Licensee, Studio and Transmitter Location	Power	Frequency	Time Designation	Wave Length	Zone
WIOD-WMBF	Isle of Dreams Broadcasting Corp., Miami, Fla. T—Miami Beach	1 kw	1300	U	230.6	3
WIP	Pennsylvania Broadcasting Co., Inc., Philadelphia, Pa.	500 w	610	U	491.5	2
WIS	South Carolina Broadcasting Co., Inc., Columbia, S. C.	{500 w 1 kw LS	1010	U	296.9	3
WISJ	Wisconsin State Journal Broadcasting Co., South Madison, Wis.	250 w	780	D	384.4	4
WISN	American Radio News Corp., Milwaukee, Wis.	250 w	1120	S-WHAD	267.7	4
WJAC	Johnstown Automobile Co., Johnstown, Pa.	100 w	1310	S-WFBG	228.9	2
WJAG	Norfolk Daily News, Norfolk, Neb.	1 kw	1060	{L-WBAL WTIC	282.8	4
WJAR	The Outlet Co., Providence, R. I.	{250 w 400 w LS	890	U	336.9	1
WJAS	Pittsburgh Radio Supply House, Pittsburgh, Pa. T—North Fayette Township	{1 kw 2½kw LS	1290	U	232.4	2
WJAX	City of Jacksonville, Jacksonville, Fla.	1 kw	900	U	333.1	3
WJAY	Cleveland Radio Broadcasting Corp., Cleveland, Ohio	500 w	610	D	491.5	2
WJBC	Kaskaskia Broadcasting Co., La Salle, Ill.	100 w	1200	S-WJBL	249.9	4
WJBI	Monmouth Broadcasting Co., Red Bank, N. J.	100 w	1210	{S-WGBB WFAS WMRJ	247.8	1
WJBK	James F. Hopkins, Inc., Detroit, Mich. T—Highland Park	50 w	1370	S. H.	218.8	2
WJBL	Commodore Broadcasting, Inc., Decatur, Ill.	100 w	1200	S-WJBC	249.9	4
WJBO	Valdemar Jensen, New Orleans, La.	100 w	1420	D	211.1	3
WJBT-WBBM	(See WBBM-WJBT)					
WJBU	Bucknell University, Lewisburg, Pa.	100 w	1210	S-WBAX	247.8	2
WJBW	Charles C. Carlson, New Orleans, La.	100 w	1200	S-WABZ	249.9	3

Call Letter	Licensee, Studio and Transmitter Location	Power	Frequency	Time Designation	Wave Length	Zone
WJBY	Gadsden Broadcasting Co., Inc., Gadsden, Ala.	100 w	1210	U	247.8	3
WJDX	Lamar Life Insurance Co., Jackson, Miss.	1 kw	1270	U	236.1	3
WJEJ	A. V. Tidmore, Hagerstown, Md. (C. P.)	100 w	1210	D	247.8	1
WJEQ	Sun-Gazette Broadcasting Co., Williamsport, Pa. (C. P.)	100 w	1370	S-WRAK	218.8	2
WJJD	WJJD, Inc., Chicago, Ill.	20 kw	1130	L-KSL ¹⁶	265.3	4
WJKS	Johnson-Kennedy Radio Corp., Gary, Ind.	{ 1 kw { 1¼kw LS	1360	S-WGES	220.4	4
WJMS	WJMS, Inc., Ironwood, Mich.	100 w	1420	S. H.	211.1	2
WJR	WJR, The Goodwill Station, Inc., Detroit, Mich. T—Sylvan Lake Village	10 kw	750	U	399.8	2
WJSV	The Old Dominion Broadcasting Co., Alexandria, Va. T—Mt. Vernon Hills	10 kw	1460	U	205.4	1
WJTL	Oglethorpe University, Atlanta, Ga.	100 w	1370	U	218.8	3
WJW	WJW, Inc., Akron, O.	100 w	1210	U	247.8	2
WJZ	National Broadcasting Co., Inc., New York, N. Y. T—Bound Brook, N. J.	50 kw exp	760	U	394.5	1
WKAQ	Radio Corporation of Porto Rico, San Juan, Porto Rico	1 kw	1240	½ time	241.8	1
WKAR	Michigan State College, East Lansing, Mich.	1 kw	1040	D	288.3	2
WKAU	Laconia Radio Club, Laconia, N. H.	100 w	1310	S. H.	228.9	1
WKBB	Sanders Bros. Radio Station, Joliet, Ill.	100 w	1310	S. H.	228.9	4
WKBC	R. B. Broyles Furniture Co., Birmingham, Ala.	100 w	1310	U	228.9	3
WKBF	Indianapolis Broadcasting, Inc., Indianapolis, Ind. T—Clermont	500 w	1400	S. H.	214.2	4
WKBH	WKBH, Inc., La Crosse, Wis.	1 kw	1380	S-KSO	217.3	4

¹⁶. Special authorization to operate until 8:30 p.m. daily and with gradual reduction of power to 10 kw.

Call Letter	Licensee, Studio and Transmitter Location	Power	Frequency	Time Designation	Wave Length	Zone
WKBI	WKBI, Inc., Cicero, Ill.	100 w	1420	S. H.	211.1	4
WKBN	WKBN Broadcasting Corp., Youngstown, Ohio	500 w	570	S-WEAO	526.0	2
WKBS	Permil N. Nelson, Galesburg, Ill.	100 w	1310	U	228.9	4
WKBV	Knox Battery & Electric Co., Connersville, Ind.	100 w	1500	S. H.	199.9	4
WKBW	Buffalo Broadcasting Corp., Buffalo, N. Y. T—Amherst	5 kw	1480	U	202.6	1
WKBZ	Karl L. Ashbacker, Ludington, Mich.	{ 50 w (C.P.) 100 w }	1500	U	199.9	2
WKEA	Herman G. Holsted, Hazelton, Pa. (C. P.)	100 w	1420	S. H.		2
WKFI	J. Pat Scully, Greenville, Miss.	100 w	1210	U	247.8	3
WKJC	Lancaster Broadcasting Service, Inc., Lancaster, Pa.	100 w	1200	S-WCOD	249.9	2
WKRC	WKRC, Inc., Cincinnati, O.	500 w ¹⁷	550	U	545.1	2
WKY	WKY Radiophone Co., Oklahoma City, Okla.	1 kw	900	U	333.1	3
WKZO	WKZO, Inc., Kalamazoo, Mich.	1 kw	590	U	508.2	2
WLAC	Life & Casualty Insurance Co. of Tennessee, Nashville, Tenn.	5 kw	1470	U	204.0	3
WLAP	American Broadcasting Corp. of Kentucky, Louisville, Ky.	{100 w 250 w LS	1200	U	249.9	2
WLB ¹⁸ WGMS	University of Minnesota, Minneapolis, Minn. T—St. Paul	1 kw	1250	{S-WCAL KFMX WRHM	239.9	4
WLBC	Donald A. Burton, Muncie, Ind.	{50 w	1310	S-WTRC	228.9	4
WLBF	The WLBF Broadcasting Co., Kansas City, Kan.	100 w	1420	U	211.1	4
WLBL	State of Wisconsin, Department of Agriculture and Markets, Stevens Point, Wis. T—Ellis	2 kw	900	D	333.1	4
WLBW	Broadcasters of Pennsylvania, Inc., Erie, Pa.	{500 w 1 kw LS	1260	U	238.0	2

¹⁷. Special authorization to operate with an additional 500 w, experimentally.

¹⁸. Call WGMS used by WCCO when broadcasting over WLB.

Call Letter	Licensee, Studio and Transmitter Location	Power	Frequency	Time Designation	Wave Length	Zone
WLBS	Maine Broadcasting Co., Inc., Bangor, Me.	500 w	620	U	483.6	1
WLCI	Lutheran Association of Ithaca, N. Y., Ithaca, N. Y.	50 w	1210	S. H.	247.8	1
WLEY	Lexington Air Station, Lexington, Mass.	{100 w }250 w LS	1370	½ time	218.8	1
WLIB-WGN	(See WGN-WLIB)					
WLIT	Lit Bros. Broadcasting System, Inc., Philadelphia, Pa.	500 w	560	S-WFI	535.4	2
WLOE	Boston Broadcasting Co., Boston, Mass. T—Chelsea	{100 w }250 w LS	1500	½ time	199.9	1
WLS	Agricultural Broadcasting Co., Chicago, Ill. T—Downers Grove	25 kw	870	{S-WENR- }WBCN	344.6	4
WLTH	Voice of Brooklyn, Inc., Brooklyn, N. Y.	500 w	1400	{S-WCGU }WBBC }WFOX	214.2	1
WLVA	Lynchburg Broadcasting Corp., Lynchburg, Va.	100 w	1370	S-WBTM	218.8	2
WLW	Crosley Radio Corp., Cincinnati, Ohio T—Mason	{50 kw }(C. P. }500 kw)	700	U	428.3	2
WLWL	Missionary Society of St. Paul the Apostle, New York, N. Y. T—Kearny, N. J.	5 kw	1100	S-WPG	272.6	1
WMAW-WSYR	(See WSYR-WMAW)					
WMAL	M. A. Leese Radio Corp., Washington, D. C.	{250 w }500 w LS	630	U	475.9	1
WMAQ	National Broadcasting Co., Inc., Chicago, Ill. T—Addison	5 kw	670	U	447.5	4
WMAS	Albert S. Moffat, Springfield, Mass. (C. P.)	100 w	1420	U	211.1	1
WMAZ	Southeastern Broadcasting Co., Inc., Macon, Ga.	500 w	1180	{L-KOB }KEX	254.1	3
WMBA	LeRoy Joseph Beebe, Newport, R. I.	100 w	1500	U	199.9	1
WMBC	Michigan Broadcasting Co., Detroit, Mich.	{100 w }250 w LS	1420	U	211.1	2
WMBD	Peoria Broadcasting Co., Peoria, Ill. T—Peoria Heights	{500 w }1 kw LS	1440	S-WTAD	208.2	4

Call Letter	Licensee, Studio and Transmitter Location	Power	Frequency	Time Designation	Wave Length	Zone
WMBF-WIOD	(See WIOD-WMBF)					
WMBG	Havens & Martin, Inc., Richmond, Va.	100 w	1210	S. H.	247.8	2
WMBH	W. M. Robertson, Joplin, Mo.	{100 w }250 w LS	1420	S. H.	211.1	4
WMBI	The Moody Bible Institute Radio Station, Chicago, Ill. T—Addison	5 kw	1080	{L-WBT }S-WCBD	277.6	4
WMBO	WMBO, Inc., Auburn, N. Y.	100 w	1310	U	228.9	1
WMBQ	Paul J. Gollhofer, Brooklyn, N. Y.	100 w	1500	{S-WMIL }WWRL	199.9	1
WMBR	F. J. Reynolds, Tampa, Fla.	100 w	1370	U	218.8	3
WMC	Memphis Commercial Appeal, Inc., Memphis, Tenn. T—Bartlett	{500 w }1 kw LS	780	U	384.4	3
WMCA	Knickerbocker Broadcasting Co., Inc., New York, N. Y. T—Flushing, L. I.	500 w	570	S-WNYC	526.0	1
WMIL	Arthur Faske, Brooklyn, N. Y.	100 w	1500	{WMBQ }WWRL	199.9	1
WMMN	A. M. Rowe, Inc., Fairmont, W. Va.	{250 w }500 w LS	890	U	336.9	2
WMPC	First Methodist Protestant Church of Lapeer, Lapeer, Mich.	100 w	1500	S. H.	199.9	2
WMSG	Madison Square Garden Broadcasting Corp., New York, N. Y.	250 w	1350	{S-WAWZ }WCDA }WBNX	222.1	1
WMT	Waterloo Broadcasting Co., Waterloo, Iowa	{250 w }500 w exp.	600	U	499.7	4
WNAC-WBIS	Shepard Broadcasting Serv- ice, Inc., Boston, Mass. T—Quincy	1 kw	1230	U	243.8	1
WNAD	University of Oklahoma, Norman, Okla.	500 w	1010	S-KGGF	296.9	3
WNAX	House of Gurney, Inc., Yankton, S. D.	1 kw	570	U	526.0	4
WNBF	Howitt-Wood Radio Co., Inc., Binghamton, N. Y.	100 w	1500	U	199.9	1
WNBH	New Bedford Broadcasting Co., New Bedford, Mass. T—Fairhaven	{100 w }250 w LS	1310	U	228.9	1
WNBO	John Brownlee Spriggs, Sil- ver Haven, Pa.	100 w	1200	S. H.	249.9	2

Call Letter	Licensee, Studio and Transmitter Location	Power	Frequency	Time Designation	Wave Length	Zone
WNBR-WGBC	Memphis Broadcasting Co., Memphis, Tenn.	500 w	1430	U	209.7	3
WNBW	WNBW, Inc., Carbondale, Pa.	{10 w {(C.P. {100 w LS)	1200	U	249.9	2
WNBX	WNBX Broadcasting Corp., Springfield, Vt.	250 w	1260	D	249.9	1
WNBZ	Smith & Mace, Saranac Lake, N. Y.	50 w	1290	D	232.4	1
WNJ	Radio Investment Co., Inc., Newark, N. J.	250 w	1450	{S-WBMS {WHOM {WKBO	206.8	1
WNOX	WNOX, Inc., Knoxville, Tenn.	{1 kw {2 kw LS- {exp.	560	U	535.4	3
WNYC	City of New York, Depart- ment of Plant and Struc- tures, New York, N. Y.	500 w	570	S-WMCA	526.0	1
WOAI	Southern Electrical Equip- ment Co., San Antonio, Tex. T—Selma	50 kw	1190	U	252.0	3
WOAN- WREC	(See WREC-WOAN)					
WOAX	WOAX, Inc., Trenton, N. J.	500 w	1280	{S-WCAM {WCAP	234.2	1
WOBU	WOBU, Inc., Charleston, W. Va.	{250 w {500 w LS	580	S-WSAZ	516.9	2
WOC- WHO	Central Broadcasting Co., Des Moines, Iowa	5 kw	1000	U	299.8	4
WOCL	A. E. Newton, Jamestown, N. Y.	50 w	1210	U	247.8	1
WODA	Richard E. O'Dea, Paterson, N. J.	1 kw	1250	{S-WGCP {WAAM	239.9	1
WODX	Mobile Broadcasting Corp., Mobile, Ala. T—Springhill	500 w	1410	{S-N {WSFA	212.6	3
WOI	Iowa State College of Agri- culture and Mechanic Arts, Ames, Iowa	5 kw	640	D	468.5	4
WOKO	WOKO, Inc., Albany, N. Y.	500 w	1440	{S-N ¹⁹ {WHEC- {WABO	208.2	1
WOL	American Broadcasting Co., Washington, D. C.	100 w	1310	U	228.9	1

¹⁹. Special experimental authorization to operate simultaneously with WHP, WCAH, WHEC-WABO on 1430 kc.

Call Letter	Licensee, Studio and Transmitter Location	Power	Frequency	Time Designation	Wave Length	Zone
WOMT	Francis M. Kadow, Manitowoc, Wis.	100 w	1210	U	247.8	4
WOOD	Kunsky-Trendle Broadcasting Corp., Grand Rapids, Mich. T—Furnwood ²⁰	500 w	1270	S-WASH	236.1	2
WOPI	Radiophone Broadcasting Station WOPI, Inc, Bristol, Tenn.	100 w	1500	U	199.9	3
WOQ	Unity School of Christianity, Kansas City, Mo.	1 kw	1300	S-KFH	230.6	4
WOR	Bamberger Broadcasting Service, Inc., Newark, N. J. T—Kearny	{ 5 kw (C.P. 50 kw)	710	U	422.3	1
WORC-WEPS	Alfred Frank Kleindienst, Worcester, Mass. T—Auburn	100 w	1200	U	249.9	1
WORK	York Broadcasting Co., York, Pa.	1 kw	1000	S. H.	299.8	2
WOS	Missouri State Marketing Bureau, Jefferson City, Mo.	500 w	630	{S-WGBF KFRU	475.9	4
WOV	International Broadcasting Corp., New York, N. Y. T—Secaucus, N. J.	1 kw	1130	D	265.3	1
WOW	Woodmen of the World Life Insurance Association, Omaha, Neb.	1 kw	590	S-WCAJ	508.2	4
WOWO	Main Auto Supply Co., Fort Wayne, Ind.	10 kw	1160	S-WWVA ²¹	258.5	4
WPAD	Paducah Broadcasting Co., Paducah, Ky.	100 w	1420	U	211.1	2
WPAP	Palisade Amusement Park Corp., Palisade, N. J. T—New York, N. Y.	250 w	1010	{S-WHN WRNY	266.9	1
WPAW-WPRO	(See WPRO-WPAW)					
WPCC	North Shore Church, Chicago, Ill.	500 w	560	S-WIBO	535.4	4
WPCH	Eastern Broadcasters, Inc., New York, N. Y. T—Hoboken, N. J. ²²	500 w	810	D-WCCO	370.2	1
WPEN	William Penn Broadcasting Co., Philadelphia, Pa.	{100 w 250 w LS	1500	U	199.9	2
WPFB	Hattiesburg Broadcasting Co., Hattiesburg, Miss.	100 w	1370	U	218.8	3
WPG	WPG Broadcasting Corp., Atlantic City, N. J.	5 kw	1100	S-WLWL	272.6	1

²⁰. C. P. to move transmitter to Grand Rapids.

²¹. Special authorization to operate simultaneously with station WWVA during daytime.


²². C. P. to move transmitter to Flushing, N. Y.

Call Letter	Licensee, Studio and Transmitter Location	Power	Frequency	Time Designation	Wave Length	Zone
WPHR	WLGB, Inc., Petersburg, Va.	{100 w }250 w LS	1200	U	249.9	2
WPOR- WTAR	(See WTAR-WPOR)					
WPRO- WPAW	Cherry & Webb Broadcasting Co., Providence, R. I. T—Cranston	100 w	1210	U	247.8	1
WPTF	Durham Life Insurance Co., Raleigh, N. C.	1 kw	680	S-KPO	440.9	3
WQAM	Miami Broadcasting Co., Inc., Miami, Fla.	1 kw	560	U	535.8	3
WQAN	E. J. Lynett, proprietor the Scranton Times, Scranton, Pa.	250 w	880	S-WGBI	340.7	2
WQAO	Calvary Baptist Church, New York, N. Y. T—Cliffside, N. J.	250 w	1010	{S-WHN }WRNY	296.9	1
WQBC	Delta Broadcasting Co., Inc., Vicksburg, Miss.	500 w	1360	U	220.4	3
WQDM	A. J. St. Antoine and E. J. Regan, St. Albans, Vt.	100 w	1370	S. H.	218.8	1
WQDX	Stevens Luke, Thomasville, Ga.	100 w	1210	U	247.8	3
WRAK	Clarence R. Cummins, Williamsport, Pa.	100 w	1370	S-WJEQ	218.8	2
WRAM	Wilmington Radio Association, Inc., Wilmington, N. C.	100 w	1370	U	218.8	3
WRAW	Reading Broadcasting Co., Reading, Pa.	100 w	1310	S-WGAL	228.9	2
WRAX	WRAX Broadcasting Co., Philadelphia, Pa.	250 w	1020	{D-KYW- }KFKX	293.9	2
WRBL	WRBL Radio Station, Inc., Columbus, Ga.	100 w	1200	U	249.9	3
WRBX	Richmond Development Corp., Roanoke, Va.	250 w	1410	S-WHIS	212.6	2
WRC	National Broadcasting Co., Washington, D. C.	{500 w }(C.P. }1 kw)	950	U	315.6	1
WRDO	WRDO, Inc., Augusta, Me.	100 w	1370	U	218.8	1
WRDW	Musicove, Inc., Augusta, Ga.	100 w	1500	U	199.9	3
WREC- WOAN	WREC, Inc., Memphis, Tenn. T—Whitehaven	{500 w }1 kw LS	600	U	499.7	3
WREN	Jenny Wren Co., Lawrence, Kan.	1 kw	1220	S-KFKU	245.8	4

Call Letter	Licensee, Studio and Transmitter Location	Power	Frequency	Time Designation	Wave Length	Zone
WRHM	Minnesota Broadcasting Corp., Minneapolis, Minn. T—Fridley	1 kw	1250	{S-WLB- WGMS WCAL KFMX	239.9	4
WRJN	Racine Broadcasting Corp., Racine, Wis.	100 w	1370	U	218.8	4
WRNY	Aviation Radio Station, Inc., New York, N. Y. T—Coytesville, N. J.	250 w	1010	{S-WQAO WPAP WHN	296.9	1
WROL	Stuart Broadcasting Corp., Knoxville, Tenn.	100 w	1310	U	228.9	3
WRR	City of Dallas, Dallas, Texas	500 w	1280	U	234.2	3
WRUF	University of Florida, Gainesville, Fla.	5 kw	830	L-KOA	361.2	3
WRVA	Larus & Bro. Co., Inc., Richmond, Va. T—Mechanicsville	5 kw	1110	U	270.1	2
WSAI	Crosley Radio Corp., Cincinnati, Ohio T—Mason	{500 w 1 kw LS	1330	U	225.4	2
WSAJ	Grove City College, Grove City, Pa.	100 w	1310	U	228.9	2
WSAN	Allentown Call Publishing Co., Inc., Allentown, Pa.	250 w	1440	S-WCBA	208.2	2
WSAR	Doughty & Welch Electric Co., Inc., Fall River, Mass.	250 w	1450	U	206.8	1
WSAZ	WSAZ, Inc., Huntington, W. Va.	{250 w 500 w LS	580	S-WOBU	516.9	2
WSB	Atlanta Journal Co., Atlanta, Ga.	50 kw	740	U	405.2	3
WSBC	World Battery Co., Inc., Chicago, Ill.	100 w	1210	S. H.	247.8	4
WSBT	South Bend Tribune, South Bend, Ind.	500 w	1230	S-WFBM	243.8	4
WSEN	Columbus Broadcasting Corp., Columbus, Ohio	100 w	1210	U	247.8	2
WSFA	Montgomery Broadcasting Co., Inc., Montgomery, Ala.	500 w	1410	{S-N WODX	212.6	3
WSIX	638 Tire & Vulcanizing Co., Springfield, Tenn.	100 w	1210	U	247.8	3
WSJS	Winston-Salem Journal Co., Winston Salem, N. C.	100 w	1310	U	228.9	3
WSM	National Life & Accident Insurance Co., Nashville, Tenn.	50 kw	650	U	461.3	3

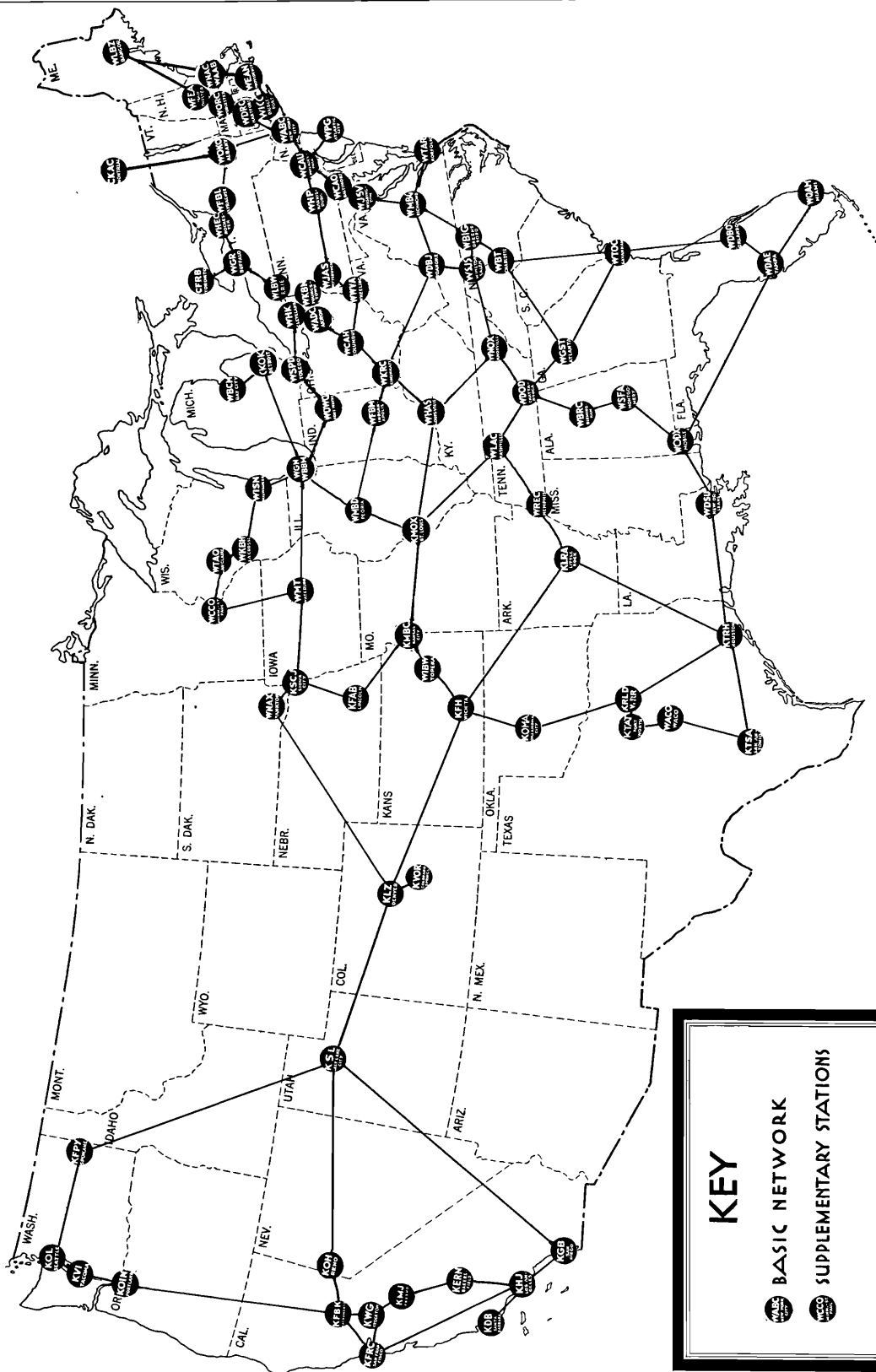
Call Letter	Licensee, Studio and Transmitter Location	Power	Frequency	Time Designation	Wave Length	Zone
WSMB	WSBM, Inc., New Orleans, La.	500 w	1320	U	227.1	3
WSMK	Stanley M. Krohn, Jr., Dayton, Ohio	200 w	1380	{S-D.KQV {S. H-N	217.3	2
WSOC	WSOC, Inc., Gastonia, N. C.	100 w	1210	U	247.8	3
WSPA	The Voice of South Carolina, Spartanburg, S. C.	{100 w {250 w LS	1420	U	211.1	3
WSPD	Toledo Broadcasting Co., Toledo, Ohio	1 kw	1340	U	223.7	2
WSUI	State University of Iowa, Iowa City, Iowa	500 w	880	3/7 time	340.7	4
WSUN	St. Petersburg Chamber of Commerce, St. Petersburg, Fla.	{1 kw {2½kw LS	620	U	483.6	3
WSVS	Seneca Vocational High School, Buffalo, N. Y.	50 w	1370	U	218.8	1
WSYB	Philip Weiss Music Co., Rutland, Vt.	{100 w {250 w LS	1500	S. H.	199.9	1
WSYR-WMAC	Central New York Broadcasting Corp., Syracuse, N. Y.	250 w	570	U	526.0	1
WTAD	Illinois Broadcasting Corp., Quincy, Ill.	500 w	1440	S-WMBD	208.2	4
WTAG	Worcester Telegram Publishing Co., Inc., Worcester, Mass.	500 w	580	U	516.9	1
WTAM	National Broadcasting Co., Inc., Cleveland, Ohio T—Brecksville Village	50 w	1070	U	280.2	2
WTAQ	Gillette Rubber Co., Eau Claire, Wis. T—Township of Washington	1 kw	1330	S-KSCJ ²³	225.4	4
WTAR-WPOR	WTAR Radio Corp., Norfolk, Va.	500 w	780	U	384.4	2
WTAW	Agricultural and Mechanical College of Texas, College Station, Tex.	500 w	1120	S-KTRH	267.7	3
WTAX	WTAX, Inc., Springfield, Ill.	100 w	1210	S-WCBS	247.8	4
WTBO	Interstate Broadcasting System, Inc., Cumberland, Md.	{100 w {250 w LS	1420	U	211.1	1
WTEL	Foulkrod Radio Engineering Co., Philadelphia, Pa.	100 w	1310	S-WHAT	228.9	2
WTFI	Liberty Broadcasting Co., Athens, Ga.	500 w	1450	U	206.8	3

²³. Special authorization to operate simultaneously with station KSCJ during daytime.


Letter Call	Licensee, Studio and Transmitter Location	Power	Frequency	Time Designation	Wave Length	Zone
WTIC	Travelers Broadcasting Service Corp., Hartford, Conn. T—Avon	50 kw	1060	S-WBAL	282.8	1
WTJS	The Sun Publishing Co., Inc., Jackson, Tenn.	{100 w }250 w LS	1310	U	228.9	3
WTMJ	The Journal Co., Milwaukee, Wis. T—Brookfield	{1 kw }2½kw LS	620	U	483.6	4
WTOC	Savannah Broadcasting Co., Inc., Savannah, Ga.	500 w	1260	U	238.0	3
WTRC	The Truth Publishing Co., Inc., Elkhart, Ind.	50 kw	1310	S-WLBC	228.9	4
WTSL	G. A. Houseman, Laurel, Miss.	100 w	1310	S. H.	228.9	3
WWAE	Hammond-Calumet Broadcast- ing Corp., Hammond, Ind.	100 w	1200	S-WFAM	249.9	4
WWJ	The Evening News Associa- tion, Inc., Detroit, Mich.	1 kw	920	U	325.9	2
WWL	Loyola University, New Or- leans, La.	5 kw	850	S-KWKH	352.7	3
WWNC	Citizen Broadcasting Co., Inc., Asheville, N. C.	1 kw	570	U	526.0	3
WWRL	Long Island Broadcasting Corp., Woodside, N. Y.	100 w	1500	{S-WMBQ. }WMIL	199.9	1
WWSW	Walker & Downing Radio Corp., Pittsburgh, Pa. T—Wilksburg	{100 w }250 w LS	1500	U	199.9	2
WWVA	West Virginia Broadcasting Corp., Wheeling, W. Va.	5 kw	1160	S-WOWO ²⁴	258.5	2
WXYZ	Kunsky-Trendle Broadcasting Corp., Detroit, Mich.	1 kw 	1240	U	241.8	2

²⁴. Special authorization to operate simultaneously with station WOWO during daytime.

"THIS IS THE COLUMBIA BROADCASTING SYSTEM"



KEY

-  BASIC NETWORK
-  SUPPLEMENTARY STATIONS

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U. S. Station Information - continued

NETWORK DATA

COLUMBIA BROADCASTING SYSTEM

Owner and operator

Columbia Broadcasting System, Inc., 485 Madison Ave., New York City.

Offices

NEW YORK: 485 Madison Ave.; CHICAGO: Wrigley Bldg., 410 N. Michigan Ave.; LOS ANGELES: Don Lee Bldg.; PHILADELPHIA: 1321 Arch St.; DETROIT: 902 Fisher Bldg.; WASHINGTON, D. C.: 1218 Shoreham Bldg.; LONDON, ENG.: 17 Waterloo Place, S. W. 1.

Executive personnel

President, William S. Paley; executive vice-president, Edward Klauber; vice-president, Sam Pickard; vice-president in charge of sales, Hugh Kendall Boice; vice-president on operations and secretary, Lawrence W. Lowman; treasurer, M. R. Runyon; sales manager, Karl Knipe; assistant sales manager, William H. Ensign; director of program operations, Julius S. Seebach; director of publicity, Paul W. White; technical director, Edwin K. Cohan; director of sales promotion, Paul W. Kesten; market research, John J. Karol; production manager, John S. Carlisle; educational director, Frederic P. Willis; music librarian, Jules Mattfeld; commercial engineer, Hugh A. Cowham; continuity editor, Ferrin Fraser; dramatic director, Marion R. Parsonnett; director news broadcasting, Herbert B. Glover; manager Artists' Bureau, Ralph J. Wonders.

Network system

Consisting of 86 stations in 81 cities. Key station: WABC, New York City. For group arrangements, see listings under General Advertising below.

General advertising

Rates effective September 1, 1932, in accordance with Rate Card No. 14. Day and Night Rates are figured on the basis of current Local Time in each city at the time of the broadcast. Network operations prior to 9 a.m. Current New York Time (when broadcasting over Columbia Network begins) may be scheduled by special arrangement. All rates apply to network broadcasts only. All data subject to change without notice. Rates listed apply to all classes of accounts and all classes of advertising.

Commissions and Discounts

- (a) A discount of 15% is allowed to recognized agencies on net station time charges and on any line charges.
- (b) No cash discount.
- (c) Charges for facilities are payable immediately after each broadcast.
- (d) Time discounts on card rates apply to total number of broadcasts, for the same sponsor, in one year under the same (and/or renewed) contracts. Contracts involving rates for different periods of the day (Night Rates and Day Rates) cannot be grouped for these time discounts.

Less than 26 times	Net
26 to 51 times	5%
52 to 99 times	15%
100 to 299 times	20%
300 and more times	25%

NOTE: Night Rates (6 p.m. to 1 a.m.) are given. Day Rates (all other hours) are approximately one-half these rates.

BASIC NETWORK

City	Station	Hour	Half-hour	Quarter-hour
Akron	WADC	\$140.00	\$ 88.00	\$ 55.00
Albany	WOKO	125.00	78.00	49.00
Baltimore	WCAO	200.00	125.00	78.00
Boston	WNAC-WAAB	300.00	188.00	117.00
Buffalo	WGR-WKBW	225.00	141.00	88.00
Chicago	WBBM-WGN	425.00	266.00	166.00
Cincinnati	WKRC	200.00	125.00	78.00
Cleveland	WHK	225.00	141.00	88.00
Detroit-Windsor	CKOK	250.00	156.00	98.00
Fort Wayne	WOWO	125.00	78.00	49.00
Hartford	WDRG	125.00	78.00	49.00
Indianapolis	WFBM	185.00	116.00	72.00
Kansas City	KMBC	185.00	116.00	72.00
Louisville	WHAS	275.00	172.00	108.00
New York City	WABC	800.00	500.00	312.00
Short wave	W2XE			
Television	W2XAB			
Philadelphia	WCAU-WIP	400.00	250.00	156.00
Pittsburgh	WJAS	200.00	125.00	78.00
Providence	WEAN	125.00	78.00	49.00
St. Louis	KMOX	400.00	250.00	156.00
Syracuse	WFBL	125.00	78.00	49.00
Toledo	WSPD	165.00	103.00	64.00
Washington	WJSV	175.00	109.00	68.00
BASIC NETWORK TOTAL		\$5,375.00	\$3,361.00	\$2,099.00

BASIC SUPPLEMENTARY GROUP

Stations available *individually* with the Basic Network.

City	Station	Hour	Half-hour	Quarter-hour
Atlantic City	WPG	\$170.00	\$107.00	\$ 66.00
Bangor	WLBZ	125.00	78.00	49.00
Bridgeport-New Haven	WICC	125.00	78.00	49.00
Columbus	WCAH	165.00	103.00	64.00
Harrisburg	WHP	125.00	78.00	49.00
Manchester	WFEA	125.00	78.00	49.00
Oil City, Pa.	WLBW	125.00	78.00	49.00
Since removed to Erie, Pa.				
Peoria	WMBD	140.00	88.00	55.00
Rochester	WHEC	170.00	107.00	66.00
Wheeling	WWVA	140.00	88.00	55.00
Worcester	WORC	125.00	78.00	49.00
Youngstown	WKBN	140.00	88.00	55.00
GROUP TOTAL		\$1,675.00	\$1,049.00	\$665.00

SOUTHCENTRAL GROUP

Stations available *individually* with the Basic Network.

City	Station	Hour	Half-hour	Quarter-hour
Atlanta	WGST	\$200.00	\$125.00	\$ 78.00
Birmingham	WBRC	200.00	125.00	78.00
Chattanooga	WDOD	175.00	109.00	68.00
Knoxville	WNOX	175.00	109.00	68.00
Memphis	WREC	185.00	116.00	72.00
Mobile	WODX	150.00	94.00	59.00
Montgomery	WSFA	150.00	94.00	59.00
Nashville	WLAC	190.00	119.00	74.00
New Orleans	WDSU	250.00	156.00	98.00
GROUP TOTAL		\$1,675.00	\$1,047.00	\$654.00

Bard-Holcomb Associates

R

BUILDERS OF PROGRAMS

A complete organization equipped to serve agencies and advertisers in building and producing radio programs for the network as well as electrically transcribed programs for spot broadcasting. Many new and novel ideas—with merchandise tie-up.

A**D**

CONTINUITIES

A staff of experts in writing and producing scripts for all program types. The service is available for outside production and independent agencies.

I**O**

DIRECTION

Our production department will direct programs originating outside of New York for advertiser or advertising agency on fee basis.

145 EAST 21ST STREET, NEW YORK CITY

GRAMERCY 5-8759

SOUTHEASTERN GROUP

Stations available *individually* with the Basic Network.

City	Station	Hour	Half-hour	Quarter-hour
Charlotte	WBT	\$200.00	\$125.00	\$ 78.00
Greensboro	WBIG	125.00	78.00	49.00
Norfolk	WTAR	170.00	107.00	66.00
Roanoke	WDBJ	170.00	107.00	66.00
Richmond	WMBG	125.00	78.00	49.00
Savannah	WTOC	165.00	103.00	64.00
GROUP TOTAL		\$955.00	\$598.00	\$372.00

FLORIDA GROUP

Available *only as a group* with the Basic Network.

City	Station	Hour	Half-hour	Quarter-hour
Miami	WQAM	\$200.00	\$125.00	\$ 78.00
Orlando	WDBO	160.00	100.00	63.00
Tampa	WDAE	200.00	125.00	78.00
GROUP TOTAL		\$560.00	\$350.00	\$219.00

SOUTHWESTERN GROUP

Stations available *individually* with the Basic Network.

City	Station	Hour	Half-hour	Quarter-hour
Dallas	KRLD-WRR	\$200.00	\$125.00	\$ 78.00
Houston	KTRH	200.00	125.00	78.00
Little Rock	KLRA	170.00	107.00	66.00
Oklahoma City	KOMA	185.00	116.00	72.00
San Antonio	KTSA	190.00	119.00	74.00
Topeka	WIBW	180.00	113.00	70.00
Waco	WACO	125.00	78.00	49.00
Wichita	KFH	180.00	113.00	70.00
GROUP TOTAL		\$1,430.00	\$896.00	\$557.00

NORTHWESTERN GROUP

Stations available *individually* with the Basic Network.

City	Station	Hour	Half-hour	Quarter-hour
Eau Claire	WTAQ	\$125.00	\$ 78.00	\$ 49.00
La Crosse	WKBH	150.00	94.00	59.00
Lincoln	KFAB	175.00	109.00	68.00
Milwaukee	WISN	185.00	116.00	72.00
Minneapolis-St. Paul	WCCO	300.00	188.00	117.00
Sioux City	KSCJ	185.00	116.00	72.00
Waterloo	WMT	150.00	94.00	59.00
Yankton	WNAX	165.00	103.00	64.00
GROUP TOTAL		\$1,435.00	\$898.00	\$560.00

MOUNTAIN GROUP

Stations available *individually* with the Basic Network.

City	Station	Hour	Half-hour	Quarter-hour
Colorado Springs ¹	KVOR	\$125.00	\$ 78.00	\$ 49.00
Denver	KLZ	190.00	119.00	74.00
Reno ²	KOH	125.00	78.00	49.00
Salt Lake City	KSL	190.00	119.00	74.00
GROUP TOTAL		\$630.00	\$394.00	\$246.00

(1) Colorado Springs is available only when Denver is used.

(2) Reno may be added without additional line charge only when Salt Lake City and the Don Lee Unit are used.

PACIFIC COAST GROUP

Available *only as a group*.

On eastward broadcasts from the coast, tying in other supplementary stations and/or the Basic Network, a charge for circuit is made necessary. Whenever the Pacific Coast and the Basic Network are joined, Denver and Salt Lake City must be used.

<i>City</i>	<i>Station</i>	<i>Hour</i>	<i>Half-Hour</i>	<i>Quarter-Hour</i>
Los Angeles	KHJ	\$235.00	\$203.00	\$127.00
Portland	KOIN	175.00	109.00	68.00
San Diego	KGB	150.00	94.00	59.00
San Francisco	KFRC	325.00	203.00	127.00
Seattle-	KOL	200.00	125.00	78.00
Tacoma	KVI			
Spokane	KFPY	175.00	109.00	68.00
GROUP TOTAL		\$1,350.00	\$843.00	\$527.00

PACIFIC COAST SUPPLEMENTARY GROUP

"Bonus" stations included with the Pacific Coast Group *without extra charge* whenever available.

Bakersfield	Fresno	Sacramento	Santa Barbara	Stockton
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Station KGMB, Honolulu, available upon request

CANADIAN GROUP

Stations available *individually* with the Basic Network.

<i>City</i>	<i>Station</i>	<i>Hour</i>	<i>Half-Hour</i>	<i>Quarter-Hour</i>
Montreal	CKAC	\$250.00	\$156.00	\$ 98.00
Toronto	CFRB	250.00	156.00	98.00
GROUP TOTAL		\$500.00	\$312.00	\$196.00
GRAND TOTAL for Basic Network and Supplementary Groups		<i>Hour</i> \$15,585.00	<i>Half-Hour</i> \$9,755.00	<i>Quarter-Hour</i> \$6,085.00

NATIONAL BROADCASTING COMPANY NETWORKS

Owner and operator

National Broadcasting Co., Inc., 711 Fifth Ave., New York City.

Offices

NEW YORK: 711 Fifth Ave.; CHICAGO: Merchandise Mart; BOSTON: Hotel Bradford; CLEVELAND: 1367 E. Sixth St.; WASHINGTON: National Press Bldg.; SAN FRANCISCO: 111 Sutter St.; SCHENECTADY: 1 River Road; DENVER: 1370 Krameria St.

Executive personnel

President, M. H. Aylesworth; executive vice-president, R. C. Patterson, Jr.; treasurer, Mark J. Woods; secretary, Louis McConnach; vice-president and general attorney, A. L. Ashby; vice-president in charge of NBC Artists Service, George Engles; vice-president in charge of press relations, Frank Mason; vice-president in charge of sales, Eastern division, Roy C. Witmer; vice-president in charge of education, John W. Elwood; vice-president, San Francisco, Don E. Gilman; vice-president, Chicago, Niles Trammell; vice-president, Washington, Frank M. Russell; auditor, Harry F. McKeon.

Department heads and general staff—Commercial engineer, G. W. Payne; general engineer, C. W. Horn; technical operating and engineering, O. B. Hanson; office management, Mark J. Woods; station relations, Donald Withycomb; electrical transcriptions, Quinton Adams; evening operations, J. de Jara Almonte; press department, W. L. Randall.

Station managers—Washington, K. H. Berkeley; Boston, W. E. Myers; Schenectady, K. Hager; Pittsburgh, Oliver Morton; Cleveland, W. W. Smith; Denver, F. H. Talbot.

Network system

Consisting of 2 basic networks and supplementary groups—Red Network and supplements: 60 outlets; Blue Network and supplements: 57 outlets. For group arrangements, see listings under General Advertising below.

General advertising

Rates effective May 1, 1933, in accordance with Rate Card No. 12. Day and Night Rates are figured on the basis of current Local Time in each city at the time of the broadcast. All acceptable accounts are subject to the same rates. Minimum period sold is 15 minutes. No periods are sold in bulk for re-sale. Advertisers co-operating in group broadcasts are required to make individual contracts with the National Broadcasting Company, subject to card rates and regulations. All programs are subject to the approval of the National Broadcasting Company.

Commissions and Discounts

- (a) Commissions to recognized advertising agencies, on net charges for station time—15%.
- (b) No commission on program charges.
- (c) No cash discounts—bills due and payable when rendered.
- (d) Discounts on Gross Rates for number of periods under contract not to exceed one year duration:

Less than 25 times	Net
25 to 49 times	5%
50 to 99 times	15%
100 to 299 times	20%
300 and over	25%

No grouping of contracts for the purpose of obtaining these discounts is allowed. Separate contracts must be written when different networks (or different groups) or different periods of the day are involved.

NOTE: Night Rates (6 p.m. to 12 midnight Local Time) are given. All other hours (12 midnight to 6 p.m. Local Time—except Honolulu) are one-half these rates. Rates given for Honolulu apply for all periods of the day and night.

EASTERN NETWORKS

BASIC RED NETWORK

Available only as a group.

<i>City</i>	<i>Station</i>	<i>Hour</i>	<i>Half-Hour</i>	<i>Quarter-Hour</i>
New York	WEAF	\$900.00	\$562.50	\$351.57

<i>City</i>	<i>Station</i>	<i>Hour</i>	<i>Half-hour</i>	<i>Quarter-hour</i>
Boston	WEEI	\$250.00	\$156.25	\$97.66
Hartford	WTIC	120.00	75.00	46.88
Providence	WJAR	120.00	75.00	46.88
Worcester	WTAG	120.00	75.00	46.88
Portland	WCSH	120.00	75.00	46.88
Philadelphia	WFI-WLIT	310.00	193.75	121.10
Baltimore	WFBR	190.00	118.75	74.22
Washington	WRC	190.00	118.75	74.22
Schenectady	WGY	220.00	137.50	85.94
Buffalo	WBEN	200.00	125.00	78.13
Pittsburgh	WCAE	250.00	156.25	97.66
Cleveland	WTAM	300.00	187.50	117.19
Detroit	WWJ	340.00	212.50	132.81
Cincinnati*	WSAI	250.00	156.25	97.66
Chicago	WMAQ-WCFL	460.00	287.50	179.69
St. Louis	KSD	210.00	131.25	82.03
Des Moines	WOC-WHO	300.00	187.50	117.19
Omaha	WOW	190.00	118.75	74.22
Kansas City	WDAF	190.00	118.75	74.22
GROUP TOTAL**		\$5,230.00	\$3,268.75	\$2,043.03

BASIC BLUE NETWORK

Available only as a group.

<i>City</i>	<i>Station</i>	<i>Hour</i>	<i>Half-hour</i>	<i>Quarter-hour</i>
New York	WJZ	\$900.00	\$562.50	\$351.57
Boston	WBZ	250.00	156.25	97.66
Springfield	WBZA	210.00	131.25	82.03
Baltimore	WBAL	190.00	118.75	74.22
Washington	WMAL	190.00	118.75	74.22
Syracuse	WSYR	190.00	118.75	74.22
Rochester	WHAM	200.00	125.00	78.13
Pittsburgh	KDKA	300.00	187.50	117.19
Cleveland	WGAR	250.00	156.25	97.66
Detroit	WJR	340.00	212.50	132.81
Cincinnati*	WCKY	250.00	156.25	97.66
Chicago	{KWKY-KFKX }WENR-WLS	460.00	287.50	179.69
St. Louis	KWK	210.00	131.25	82.03
Cedar Rapids	KWCR	150.00	93.75	58.60
Des Moines	KSO	150.00	93.75	58.60
Omaha-Council Bluffs	KOIL	190.00	118.75	74.22
Kansas City	WREN	190.00	118.75	74.22
GROUP TOTAL**		\$4,620.00	\$2,887.50	\$1,804.73

* Special optional facilities (Station WLW) additional charge: \$740.00, hour; \$503.75, half-hour; \$342.34, quarter-hour.

** Charge for use of WLW not included in this total.

CANADIAN GROUP

Available only as a group. For use in conjunction with the Red or Blue Network.

<i>City</i>	<i>Station</i>	<i>Hour</i>	<i>Half-Hour</i>	<i>Quarter-Hour</i>
Toronto	CKGW	\$190.00	\$118.75	\$ 74.22
Montreal	CFCF	190.00	118.75	74.22
GROUP TOTAL		\$380.00	\$237.50	\$148.44

SOUTHEASTERN GROUP

Available only as a group. For use in conjunction with the Red or Blue Network.

<i>City</i>	<i>Station</i>	<i>Hour</i>	<i>Half-Hour</i>	<i>Quarter-Hour</i>
Richmond	WRVA	\$190.00	\$118.75	\$ 74.22

<i>City</i>	<i>Station</i>	<i>Hour</i>	<i>Half-hour</i>	<i>Quarter-hour</i>
Raleigh	WPTF	\$190.00	\$118.75	\$74.22
Asheville	WWNC	190.00	118.75	74.22
Columbia	WIS	190.00	118.75	74.22
Jacksonville	WJAX	190.00	118.75	74.22
Tampa	WFLA-WSUN	190.00	118.75	74.22
Miami	WIOD	190.00	118.75	74.22
GROUP TOTAL		\$1,330.00	\$831.25	\$519.54

SOUTHCENTRAL GROUP

Available *only as a group*. For use in conjunction with the Red or Blue Network.

<i>City</i>	<i>Station</i>	<i>Hour</i>	<i>Half-hour</i>	<i>Quarter-hour</i>
Nashville	WSM	\$190.00	\$118.75	\$ 74.22
Memphis	WMC	190.00	118.75	74.22
Atlanta	WSB	190.00	118.75	74.22
Birmingham	WAPI	190.00	118.75	74.22
Jackson	WJDX	190.00	118.75	74.22
New Orleans	WSMB	190.00	118.75	74.22
GROUP TOTAL		\$1,140.00	\$712.50	\$445.32

SOUTHWESTERN GROUP

Available *only as a group*. For use in conjunction with the Red or Blue Network.

<i>City</i>	<i>Station</i>	<i>Hour</i>	<i>Half-hour</i>	<i>Quarter-hour</i>
Tulsa	KVOO	\$190.00	\$118.75	\$ 74.22
Oklahoma City	WKY	190.00	118.75	74.22
Dallas-Ft. Worth	WFAA-WBAP	190.00	118.75	74.22
Houston	KPRC	190.00	118.75	74.22
San Antonio	WOAI	190.00	118.75	74.22
Shreveport	KTBS	190.00	118.75	74.22
Hot Springs	KTHS	190.00	118.75	74.22
GROUP TOTAL		\$1,330.00	\$831.25	\$519.54

NORTHWESTERN GROUP

Available *only as a group*. For use in conjunction with the Red or Blue Network.

<i>City</i>	<i>Station</i>	<i>Hour</i>	<i>Half-hour</i>	<i>Quarter-hour</i>
Milwaukee	WTMJ	\$190.00	\$118.75	\$ 74.22
Madison	WIBA	150.00	93.75	58.60
Minneapolis-St. Paul	KSTP	210.00	131.25	82.03
Duluth-Superior	WEBC	190.00	118.75	74.22
Fargo	WDAY	150.00	93.75	58.60
Bismarck	KFYR	150.00	93.75	58.60
GROUP TOTAL		\$1,040.00	\$650.00	\$406.27

MOUNTAIN GROUP

Available *only as a group*. For use with the Red or Blue Network, only in conjunction with Pacific Coast Network, or with Pacific Coast Network alone.

<i>City</i>	<i>Station</i>	<i>Hour</i>	<i>Half-Hour</i>	<i>Quarter-Hour</i>
Denver	KOA	\$190.00	\$118.75	\$ 74.22
Salt Lake City	KDYL	190.00	118.75	74.22
Butte	KGIR	150.00	93.75	58.60
Billings	KGHL	150.00	93.75	58.60
GROUP TOTAL		\$680.00	\$425.00	\$265.64

BASIC PACIFIC COAST NETWORK AND SUPPLEMENTARY GROUP

For use with Mountain Group in conjunction with Red or Blue Network. Special program production in San Francisco studio required for use as separate network.

BASIC PACIFIC NETWORK

Available *only as a group*.

<i>City</i>	<i>Station</i>	<i>Hour</i>	<i>Half-hour</i>	<i>Quarter-hour</i>
San Francisco	KGO	\$300.00	\$187.50	\$117.19
Los Angeles	KFI	400.00	250.00	156.25
Portland	KGW	150.00	93.75	58.60
Seattle	KOMO	200.00	125.00	78.13
Spokane	KHQ	150.00	93.75	58.60
GROUP TOTAL		\$1,200.00	\$750.00	\$468.77

PACIFIC SUPPLEMENTARY GROUP

Available *only as a group*. For use in conjunction with the Basic Pacific Network.

<i>City</i>	<i>Station</i>	<i>Hour</i>	<i>Half-hour</i>	<i>Quarter-hour</i>
San Diego	KFSD	\$150.00	\$ 93.75	\$ 58.60
Phoenix	KTAR	150.00	93.75	58.60
GROUP TOTAL		\$300.00	\$187.50	\$117.20

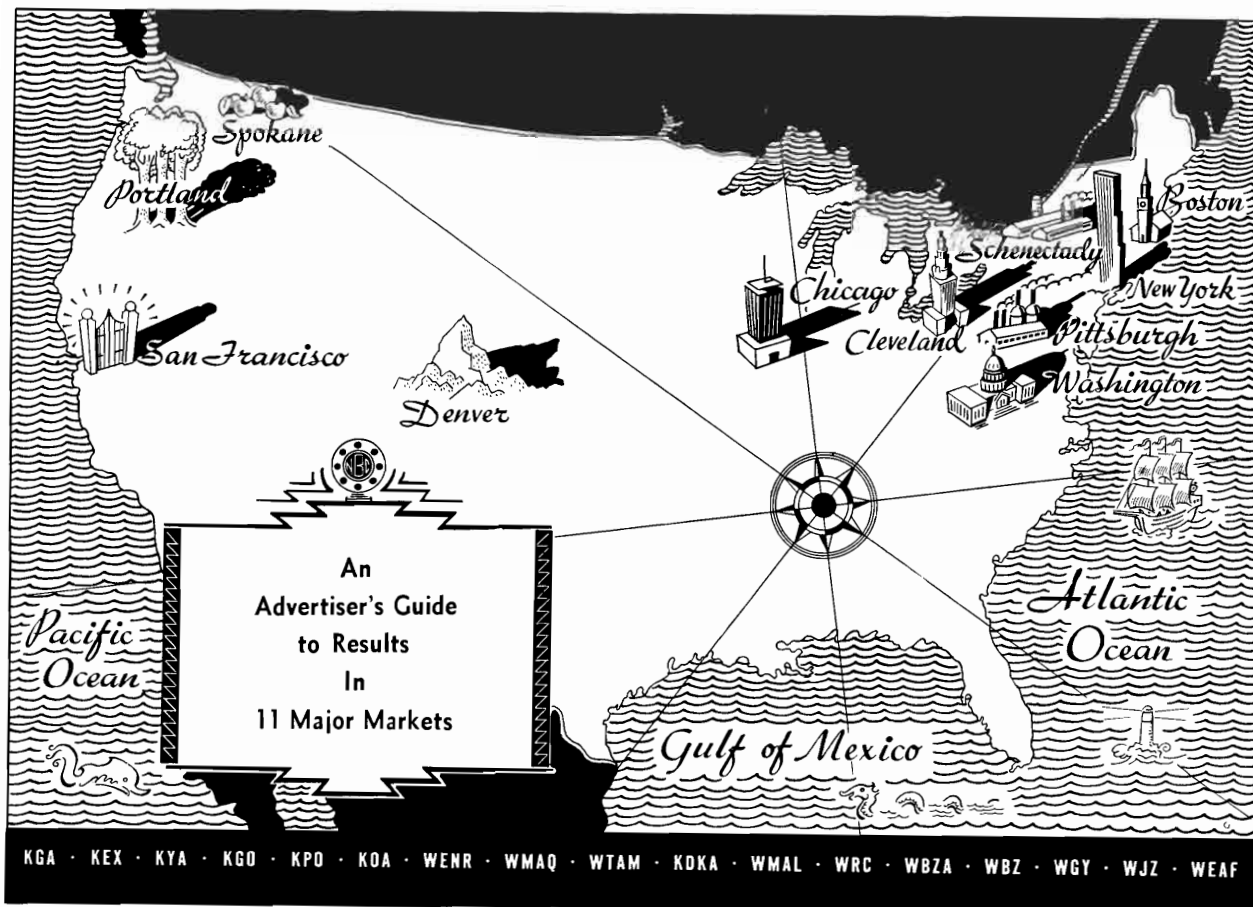
SPECIAL HAWAIIAN SERVICE

Selectivity available. For use in conjunction with the Basic Network.

<i>City</i>	<i>Station</i>	<i>Hour</i>	<i>Half-hour</i>	<i>Quarter-hour</i>
Honolulu	KGU	\$250.00*	\$156.25*	\$97.66*

* These rates apply for all periods of the day and night.

		<i>Hour</i>	<i>Half-hour</i>	<i>Quarter-hour</i>
TOTALS FOR NATIONAL SERVICE WITH	Red Network (60 outlets)	\$12,880.00	\$8,050.00	\$5,031.41
	Blue Network (57 outlets)	12,270.00	7,668.75	4,793.11



WHAT Stations, WHICH Cities?

Not a complex question, but a surprisingly simple one . . . It simmers down to two fundamentals—the importance of the market and the record of the medium.

If the market is worthwhile, it should be covered . . . If the medium has an outstanding record of advertising successes, it should be used.

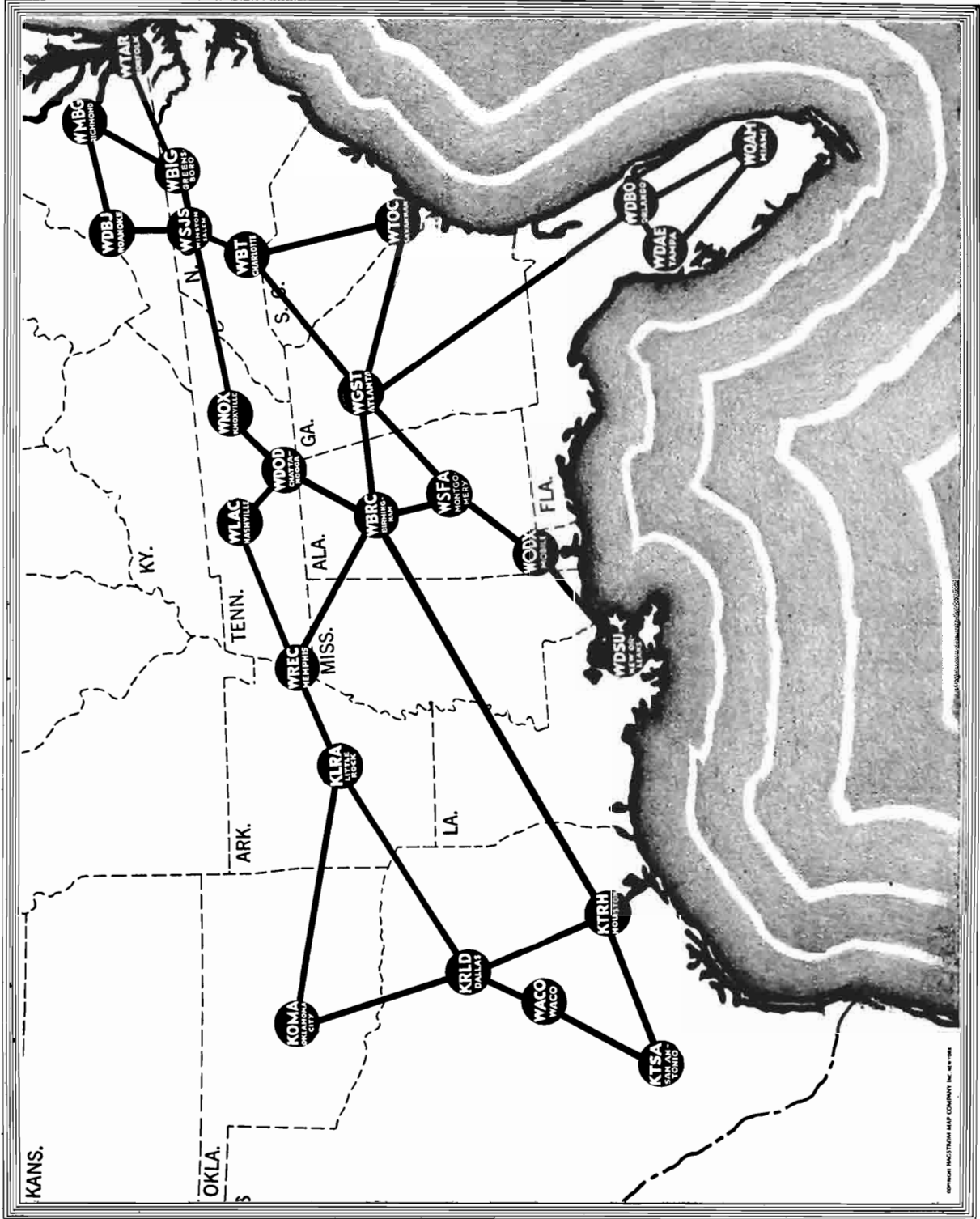
It is easily apparent that these eleven major markets are worthwhile . . . What about the stations?

In each of these markets are one or more stations, represented by the NBC Local Service Bureau, whose “turns at bat” for advertisers have resulted in high averages.

NBC LOCAL SERVICE BUREAU

NEW YORK ● CHICAGO ● SAN FRANCISCO
 WEAJ & WJZ WMAQ & WENR KPO, KGO & KYA

BOSTON - WBZ SPRINGFIELD, MASS. - WBZA SCHENECTADY - WGY WASHINGTON, D. C. - WRC & WMAL
 PITTSBURGH - KDKA CLEVELAND - WTAM DENVER - KOA PORTLAND, ORE. - KEX SPOKANE - KGA



THE DIXIE NETWORK

THE DIXIE NETWORK

(A division of the Columbia Broadcasting System)

Owner and operator

The Dixie Network, The Wilder Bldg., Charlotte, N. C.

Network system

Comprised of 23 stations in 23 cities of the South and Southwest. The originating points of the Network are Charlotte, N. C., New York City, and Washington, D. C. Programs may also originate from other stations on the Network (for complete details of this service, see "Special Origination Points," below).

For group arrangements of the Network, see listings below under General Advertising.

General advertising

Rates effective September 1, 1932, in accordance with Rate Card No. 5.

Night Rates are in effect from 6 p.m. to 1 a.m.; Day Rates at all other hours. Network operations prior to 9 a.m. Current New York Time (when broadcasting over the Columbia Network begins) may be scheduled by special arrangement. All rates apply to network broadcasts only. All data subject to change without notice. Rates listed apply to all classes of accounts.

Discounts

- (a) A discount of 15% is allowed to recognized agencies on net station time charges, and on all line charges except those from "Special Origination Points" (see below).
- (b) No cash discount.
- (c) Charges for facilities are payable immediately after each broadcast.
- (d) Time discounts on card rates apply to total number of broadcasts, for the same sponsor, in one year under the same (and/or renewed) contracts. Contracts involving rates for different periods of the day (Night Rates or Day Rates) cannot be grouped for these time discounts.

Less than 26 times	Net
26 to 51 times	5%
52 to 99 times	15%
100 to 299 times	20%
300 and more times	25%

NOTE: Night Rates (6 p.m. to 1 a.m.) are given. Day Rates (all other hours) are approximately one-half these rates.

BASIC DIXIE NETWORK (12 stations)

A minimum of 7 stations must be used.

WITH PROGRAM ORIGINATING AT CHARLOTTE:

City	Station	Hour	Half-hour	Quarter-hour
Atlanta	WGST	\$200.00	\$125.00	\$ 78.00
Birmingham	WBRC	200.00	125.00	78.00
Charlotte	WBT	200.00	125.00	78.00
Chattanooga	WDOD	175.00	109.00	68.00
Knoxville	WNOX	175.00	109.00	68.00
Little Rock	KLRA	170.00	107.00	66.00
Memphis	WREC	185.00	116.00	72.00
Mobile	WODX	150.00	94.00	59.00
Montgomery	WSFA	150.00	94.00	59.00
Nashville	WLAC	190.00	119.00	74.00
New Orleans	WDSU	250.00	156.00	98.00
Savannah	WTOC	165.00	103.00	64.00
GROUP TOTAL		\$2,210.00	\$1,382.00	\$862.00

WITH PROGRAM ORIGINATING AT WASHINGTON:

Same station rates as above. The following stations may be added individually without circuit charges.

City	Station	Hour	Half-hour	Quarter-hour
Greensboro	WBIG	\$125.00	\$ 78.00	\$ 49.00
Norfolk	WTAR	170.00	107.00	66.00
Roanoke	WDBJ	170.00	107.00	66.00

WITH PROGRAM ORIGINATING AT NEW YORK:

The regular station rates are charged when 11 or more Dixie Network stations are taken. When fewer than 11 stations are used a circuit charge of \$135.00 net is added to the regular rates. Greensboro, Norfolk and/or Roanoke may be added to the basic Dixie Network without extra circuit charges.

DIXIE NETWORK SOUTHWEST GROUP

May be added as a group, or individually, to Basic Dixie Network with \$190.00 net circuit charge per program.

<i>City</i>	<i>Station</i>	<i>Hour</i>	<i>Half-hour</i>	<i>Quarter-hour</i>
Dallas	KRLD-WRR	\$200.00	\$125.00	\$ 78.00
Houston	KTRH	200.00	125.00	78.00
Oklahoma City	KOMA	185.00	116.00	72.00
San Antonio	KTSA	190.00	119.00	74.00
Waco	WACO	125.00	78.00	49.00
Circuit Charge		190.00	190.00	190.00
GROUP TOTAL		\$1,090.00	\$753.00	\$541.00

DIXIE NETWORK FLORIDA GROUP

Must be added *as a group* to Basic Dixie Network.

<i>City</i>	<i>Station</i>	<i>Hour</i>	<i>Half-hour</i>	<i>Quarter-hour</i>
Miami	WQAM	\$200.00	\$125.00	\$ 78.00
Orlando	WDBO	160.00	100.00	63.00
Tampa	WDAE	200.00	125.00	78.00
GROUP TOTAL		\$560.00	\$350.00	\$219.00
GRAND TOTAL		\$4,325.00	\$2,777.00	\$1,803.00

SPECIAL ORINATION POINTS

Dixie Network programs also may originate in the cities below (for 13 or more consecutive weeks) at the following net additional rates. Special line rates for less than 13 weeks' service are available on request.

Atlanta	\$120.00	per program additional to card rates.
Birmingham	205.00	per program additional to card rates.
Chattanooga	180.00	per program additional to card rates.
Dallas	575.00	per program additional to card rates.
Houston	610.00	per program additional to card rates.
Memphis	340.00	per program additional to card rates.
Nashville	210.00	per program additional to card rates.
New Orleans	410.00	per program additional to card rates.

DON LEE BROADCASTING SYSTEM

Owner and operator

Don Lee, Inc., 7th and Bixel Sts., Los Angeles, Calif.

Offices

LOS ANGELES: 7th and Bixel Sts.; SAN FRANCISCO; 1000 Van Ness Ave.

Executive personnel

President, Don Lee; general manager, Leo B. Tyson; general sales manager, C. Ellsworth Wylie; musical and program director, Raymond Paige.

Network system

Comprised of 8 California stations and 4 stations of the Pacific Northwest. For group arrangements, see listings below under General Advertising.

General advertising

Rates effective January 1, 1932.

All programs and copy subject to the approval of the station management.

Discounts

- (a) Agency commission of 15% to recognized advertising agencies on net charges for time and talent when payments are received on or before the 16th of month following service rendered.
- (b) No cash discount.
- (c) Retroactive frequency discounts on station time charges:

Less than 26 times	Net
26 to 51 times	5%
52 to 99 times	15%
100 to 299 times	20%
300 times and more	25%

DON LEE CALIFORNIA SYSTEM

Comprised of:

Los Angeles	KHJ	Fresno	KMJ
San Francisco	KFRC	Stockton	KWG
San Diego	KGB	Sacramento	KFBK
Santa Barbara	KDB	Bakersfield	KERN

Night Rates (6 p.m. to 11 p.m.)

Hour	\$800.00
Half-hour	500.00
Quarter-hour	313.00

Day Rates (8 a.m. to 6 p.m.)

Hour	\$401.00
Half-hour	251.00
Quarter-hour	158.00

Whenever the Don Lee Unit is used without including the Northwest stations, a \$35.00 bridging charge (not subject to agency commission) is added in order that the Pacific Northwest stations may receive Columbia sustainings.

COLUMBIA—DON LEE BROADCASTING SYSTEM

Comprised of the 8 stations in the Don Lee California Chain, with the addition of the following four stations of the Pacific Northwest:

Portland	KOIN	Seattle	KOL
Tacoma	KVI	Spokane	KFPY

Night Rates (6 p.m. to 11 p.m.)

Hour	\$1,350.00
Half-hour	843.00
Quarter-hour	527.00

Day Rates (8 a.m. to 6 p.m.)

Hour	\$675.00
Half-hour	424.00
Quarter-hour	265.00

MOUNTAIN GROUP

To either the Don Lee California System or the Columbia-Don Lee System may be added, at the option of the advertiser, any station comprising the Mountain Group which includes:

Reno	KOH	Denver	KOA	Salt Lake City	KSL
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IOWA BROADCASTING COMPANY

Network system

Tri-station hookup, organized November 5, 1932, consisting of: KSO, Des Moines; KWCR, Cedar Rapids; WIAS, Ottumwa.

Office

Register and Tribune Bldg., Des Moines, Iowa.

General advertising

Rates effective April 1, 1933.

No contract accepted for longer period than one year. Stations reserve the right to discontinue any advertising announcements, talks or programs for reasons sufficient to them. Station also reserves the right to reschedule, if necessary, any commercial period.

Contracts subject to cancellation by advertiser by thirty days advance written notice by registered mail, accompanied by certified check for short rates at rate earned by period advertiser will have used to date of cancellation, plus all amounts due to that date.

Contracts are not assignable; are subject to State and Federal regulations and are made subject to interference by strike, fire, weather conditions, or other unavoidable conditions beyond control of station. Stations will not be responsible in any way as a result of statements made over them.

Commission and Cash Discount

- (a) 15% to recognized advertising agencies on net charges for time and talent cost.
- (b) All bills rendered 1st and 15th. Payable 10th and 25th of each month.
- (c) All charges will be billed at 10% above stated rates, which 10% will be allowed as a discount if account is paid in full by due date and there are no arrearages.

THREE STATION NETWORK

Programs originating at any one of the three stations and transmitted over the Iowa Broadcasting Company's own network to the other stations:

		<i>Half-hour</i>	<i>Quarter-hour</i>
<i>After 6 p.m.</i>	{	1 time	\$174.80
	{	13 times	\$133.20
	{	26 times	122.80
	{	52 times	120.00
		135.50	115.00

Electrical Transcriptions

No extra charge. Regular rate. Western Electric and RCA Equipment to handle both 33⅓ and 78 r.p.m.

<i>Before 6 p.m.</i>	{	1 time	\$144.50	\$113.00
	{	13 times	132.50	105.00
	{	26 times	125.00	100.00
	{	52 times	114.50	98.00

INDIVIDUAL STATIONS

Programs not transmitted over the Iowa Broadcasting Company's network. (Transcription or talent programs where talent is provided at individual stations separately. In these cases advertiser may use different hours at different stations.)

<i>After 6 p.m.</i>	{	1 time	<i>Half-hour</i>	<i>Quarter-hour</i>
	{	13 times	\$124.80	\$ 83.20
	{	26 times	109.20	72.80
	{	52 times	100.50	70.00
		85.50	65.00	
<i>After 6 p.m.</i>	{	1 week	<i>Six Quarter-</i>	<i>Three Quarter-</i>
	{	13 weeks	<i>hours per week</i>	<i>hours per week</i>
	{	26 weeks	\$480.00	\$246.00
	{	52 weeks	378.00	204.00
	{	52 weeks	345.00	189.00
		315.00	180.00	

		<i>Half-hour</i>	<i>Quarter-hour</i>
	{ 1 time	\$ 94.50	\$ 63.00
<i>Before 6 p.m.</i>	{ 13 times	82.50	55.00
	{ 26 times	75.00	50.00
	{ 52 times	64.50	48.00
		<i>Six Quarter-</i>	<i>Three Quarter-</i>
		<i>hours per week</i>	<i>hours per week</i>
	{ 1 week	\$360.00	\$186.00
<i>Before 6 p.m.</i>	{ 13 weeks	270.00	147.00
	{ 26 weeks	250.00	135.00
	{ 52 weeks	225.00	129.00

ANNOUNCEMENTS. (Given by separate stations' announcers and not transmitted by wire.) Rates on application.

LEAGUE OF WISCONSIN RADIO STATIONS, INC.

Operated by

A co-operative group for the wholesaling of time over 11 stations.

Office

504 Beaver Bldg., Madison, Wis.

Executive Personnel

President, H. S. Mann, WRJN, Racine; vice-president, W. T. Evjue, WIBA, Madison; secretary, W. C. Forrest, WIBU, Poynette; treasurer, F. M. Kadow, WOMT, Manitowoc.

Network System

For stations comprising League of Wisconsin group, see listings under General Advertising below.

General Advertising

Programs and copy subject to the approval of station directors and league officers.

Commission and Discounts

(a) Agency commission 15% to recognized agencies on charges for time and talent when payments are received on or before the 10th of month following service rendered.

(b) Contract discounts based on the total number of broadcasts are as follows:

13 times	5%
26 times	10%
39 times	15%
52 times	20%

NOTE: Night Rates (after 6 p.m.) are given in the first column under each time unit; Day Rates (before 6 p.m.) in the second column under each time unit.

City	Station	Hour		Half-hour		Quarter-hour	
Eau Claire	WTAQ	\$100.00	\$ 65.00	\$ 60.00	\$ 40.00	\$ 36.00	\$ 27.00
Fond du Lac	KFIZ	60.00	30.00	37.50	18.75	23.50	11.75
Green Bay	WHBY	75.00	50.00	40.00	20.00	25.00	12.50
Janesville	WCLO	50.00	50.00	40.00	27.50	25.00	15.00
La Crosse	WKBH	95.00	65.00	65.00	45.00	45.00	30.00
Madison	WIBA	150.00	80.00	80.00	45.00	45.00	25.00
Manitowoc	WOMT	50.00	35.00	30.00	21.00	21.00	14.75
Poynette	WIBU	30.00	30.00	15.00	15.00	7.50	7.50
Racine	WRJN	60.00	35.00	35.00	22.00	20.00	17.00
Sheboygan	WHBL	75.00	50.00	45.00	30.00	25.00	17.50
Superior	WEBC	150.00	100.00	90.00	60.00	50.00	35.00
Individual stations equal to		\$895.00	\$590.00	\$533.50	\$358.75	\$319.25	\$222.95
GROUP TOTAL When Using All Stations		\$805.50	\$531.00	\$480.15	\$278.84	\$287.32	\$200.65

Electrical Transcriptions

Equipped for program using 33-1/3 and 78 r.p.m. turn tables.

MASON-DIXON RADIO GROUP
Office

8 West King St., Lancaster, Pa.

Network System

Comprised of : WORK, York, Pa. ; WDEL, Wilmington, Del. ; WALZ, Hazleton, Pa. ; WGAL, Lancaster, Pa. ; WLM, Wilmington, Del.

General Advertising

The rates given herewith apply only if entire group is used.

Minimum length of periods 75 word announcements. Maximum length of periods one hour.

Commission and Discounts

(a) Agency commission 15%.

(b) Cash discount 2% of net—10 days from invoice date.

Agency commission and cash discount allowed on cost of program supplied by station.

		<i>Hour</i>	<i>Half-hour</i>	<i>Quarter-hour</i>	<i>5 Minutes</i>
	1 time	\$193.78	\$121.13	\$ 75.64	\$ 40.33
<i>Before or</i>	13 times	184.09	115.06	71.86	38.31
<i>after 6 p.m.</i>	26 times	174.40	109.02	68.08	36.29
	52 times	155.02	96.89	60.56	32.29

Electrical Transcriptions

Equipped for programs using 33-1/3 and 78 r.p.m. turn-tables.

MICHIGAN RADIO NETWORK

Office

300 Madison Theatre Bldg., Detroit, Mich.

Executive personnel

President and general manager, George W. Trendle; vice-president and treasurer, John H. Kunsky; secretary, Howard O. Pierce; director of sales, H. Allen Campbell.

Network system

Comprised of: WXYZ, Detroit; WELL, Battle Creek; WIBM, Jackson; WKZO, Kalamazoo; WFDF, Flint; WOOD-WASH, Grand Rapids. WBCM, Bay City, while not a member, may be included in the network, if it is not being used for Columbia Broadcasting System network commercials.

General advertising

Stations available only as a group.

All programs subject to the approval of the Michigan Radio Network program department.

Commission and Discounts

- (a) Agency commission 15% to recognized agencies on net station time.
- (b) No cash discount.
- (c) Charges are payable immediately after each broadcast.
- (d) Time discounts on card rates apply to total number of broadcasts, for the same sponsor, in one year under the same (and/or renewed) contracts. Contracts involving rates for different periods of the day (Night Rates and Day Rates) cannot be grouped for these time discounts:

Less than 52 broadcasts Net
52 or more broadcasts 15%

	<i>Hour</i>	<i>Half-hour</i>	<i>Quarter-hour</i>
<i>Night Rates</i>	\$600.00	\$350.00	\$200.00
<i>Day Rates</i>	350.00	200.00	110.00

Electrical transcriptions

Regular time charges apply. Not restricted to certain hours. No service charge. Equipped for programs using Western Electric 33 $\frac{1}{3}$ and 78 r.p.m. single or double turn-tables.

NEW ENGLAND NETWORK

Offices

HARTFORD: The Travelers Broadcasting Service Corp.; BOSTON: The Edison Electric Illuminating Co.

Network system

A group of 5 New England stations (for list, see General Advertising below) interconnected by special wire lines for the simultaneous transmission of a program.

General advertising

Rates effective September 15, 1932.

Stations in this network available as a group or in part.

No contract will be accepted for period longer than one year. All contracts subject to cancellation unless program starts within 60 days.

All contracts subject to approval of the management and governmental regulations. The management reserves the right to reject any material without giving reason therefor or discontinue any advertising for reasons satisfactory to the management.

Commission and Discounts

- (a) Agency commission 15% to recognized agencies on net charges for station time.
- (b) No cash discount.
- (c) Time discounts on total number of broadcasts for the same sponsor, as follows:

First 13 periods	Net
Second 13 periods	5%
Third 13 periods	10%
Fourth 13 periods	15%

NOTE: Night Rates (6 p.m. to 11 p.m.) are given in the first column under each time unit; Day Rates (before 6 p.m.) in the second column of each time unit.

City	Station	Half-hour		Quarter-hour	
Hartford	WTIC	\$200.00	100.00	\$120.00	60.00
Boston	WEEI	175.00	87.50	125.00	62.50
Worcester	WTAG	100.00	50.00	60.00	30.00
Portland	WCSH	80.50	40.25	46.00	23.00
Providence	WJAR	85.00	45.00	55.00	30.00
GROUP TOTAL		\$640.50	\$322.75	\$406.00	\$205.50

ALFRED WALLENSTEIN



■ Solo Cellist of the New York Philharmonic - Symphony Society

■ Conductor of "Symphonies Under the Stars" at Hollywood Bowl, Season 1932

■ Director of the National Dairy Orchestra broadcasts and other Radio Hours

CONCERT MANAGEMENT ARTHUR JUDSON, INC.

Division Columbia Concerts Corporation of Columbia Broadcasting System, Inc.

113 West 57th Street, New York City

Victor Records

Steinway Piano

SOUTHWEST BROADCASTING COMPANY

Office

Aviation Bldg., Fort Worth, Tex.

Executive personnel

President, A. P. Barrett; general manager, L. H. Armer; commercial manager, Howard W. Davis.

Network system

Comprised of the following stations inter-connected by permanently installed wire facilities: KTAT, Fort Worth, Tex.; KTSA, San Antonio, Tex.; WACO, Waco, Tex.; KOMA, Oklahoma City, Okla.; KNOW, Austin, Tex. Also the following associated stations; KTRH, Houston, Tex.; WRR, Dallas, Tex.; KGKO, Wichita Falls, Tex.

General advertising

Rates effective January 15, 1933.

If all eight stations listed below are not used, special rates will be made for as many stations as desired.

If stations in addition to the eight listed below in Oklahoma, Texas, or Shreveport, La., are desired, rates will be made accordingly.

Southwest Broadcasting Company reserves the right to refuse or discontinue any advertising for reasons satisfactory to itself.

Commission and Discounts

(a) Agency commission 15% to recognized advertising agencies; no commissions apply unless account is paid within 15 days from date of invoice.

(b) 2% cash discount 10 days.

(c) No commission on program charges.

(d) Time discounts on total number of broadcasts for the same sponsor are shown in figures given herewith.

NOTE: Night Rates (after 6 p.m.) are given. Day Rates (before 6 p.m.) are in every case approximately one-half the Night Rates.

One Hour

City	Station	1 time	13 times	26 times	52 times
Oklahoma City	KOMA	\$120.00	\$114.00	\$108.00	\$ 96.00
Fort Worth	KTAT*	90.00	85.50	81.00	72.00
San Antonio	KTSA	90.00	85.50	81.00	72.00
Waco	WACO*	60.00	57.00	54.00	48.00
Wichita Falls	KGKO				
Austin	KNOW	60.00	57.00	54.00	48.00
Dallas	WRR	100.00	95.00	90.00	80.00
Houston	KTRH	100.00	95.00	90.00	80.00
Beaumont	KFDM	60.00	57.00	54.00	48.00
TOTALS for One Hour		\$680.00	\$636.00	\$612.00	\$544.00

Half-Hour

Oklahoma City	KOMA	72.00	68.50	65.00	57.50
Fort Worth	KTAT*	54.00	51.50	48.50	43.00
San Antonio	KTSA	54.00	51.50	48.50	43.00
Waco	WACO*	36.00	34.00	32.50	29.00
Wichita Falls	KGKO				
Austin	KNOW	36.00	34.00	32.50	29.00
Dallas	WRR	60.00	57.00	54.00	48.00
Houston	KTRH	60.00	57.00	54.00	48.00
Beaumont	KFDM	36.00	34.00	32.50	29.00
TOTALS for Half-hour		\$408.00	\$387.50	\$367.50	\$326.50

		<i>Quarter-Hour</i>			
Oklahoma City	KOMA	43.00	41.00	39.00	34.50
Fort Worth	[KTAT*	32.50	31.00	29.00	26.00
San Antonio	KTSA	32.50	31.00	29.00	26.00
Waco	WACO*	21.50	20.50	19.50	17.50
Wichita Falls	KGKO				
Austin	KNOW	21.50	20.50	19.50	17.50
Dallas	WRR	36.00	34.00	32.50	29.00
Houston	KTRH	36.00	34.00	32.50	29.00
Beaumont	KFDM	21.50	20.50	19.50	17.50
TOTALS for Quarter-hour		\$244.50	\$232.50	\$220.50	\$197.00
Six consecutive quarter-hour programs per week, after 6 p.m.					\$1,100.00
Six consecutive quarter-hour programs per week, before 6 p.m.					600.00

Two, three or four times per week rates on application.

* WACO and KTAT divide time and KGKO is furnished in place of either KTAT or WACO, delivering eight stations out of the nine at the quoted price.

THE YANKEE NETWORK, INC.
Owner and operator

Shepard Broadcasting Service, Inc., 21 Brookline Ave., Boston, Mass.

Executive personnel

President, John Shepard, 3rd; assistant to the president, R. L. Harlow; commercial director, C. W. Phelan; production manager, Linus Travers; program director, C. G. Jones; musical director, Charles R. Hector.

Network system

Owned stations: WNAC, Boston; WEAN, Providence. Affiliated stations: WAAB, Boston; WICC, Bridgeport-New Haven. Associated stations: WORC, Worcester; WDRC, Hartford; WLBZ, Bangor, Me.; WFEA, Manchester, N. H.; WPRO, Providence. Key stations: WNAC and WAAB, Boston.

General advertising

Rates effective September 1, 1932.

Minimum period sold is 15 minutes except before 6 p.m.

Discounts

15% time discount rebated to the purchaser after 52 consecutive weekly broadcasts.

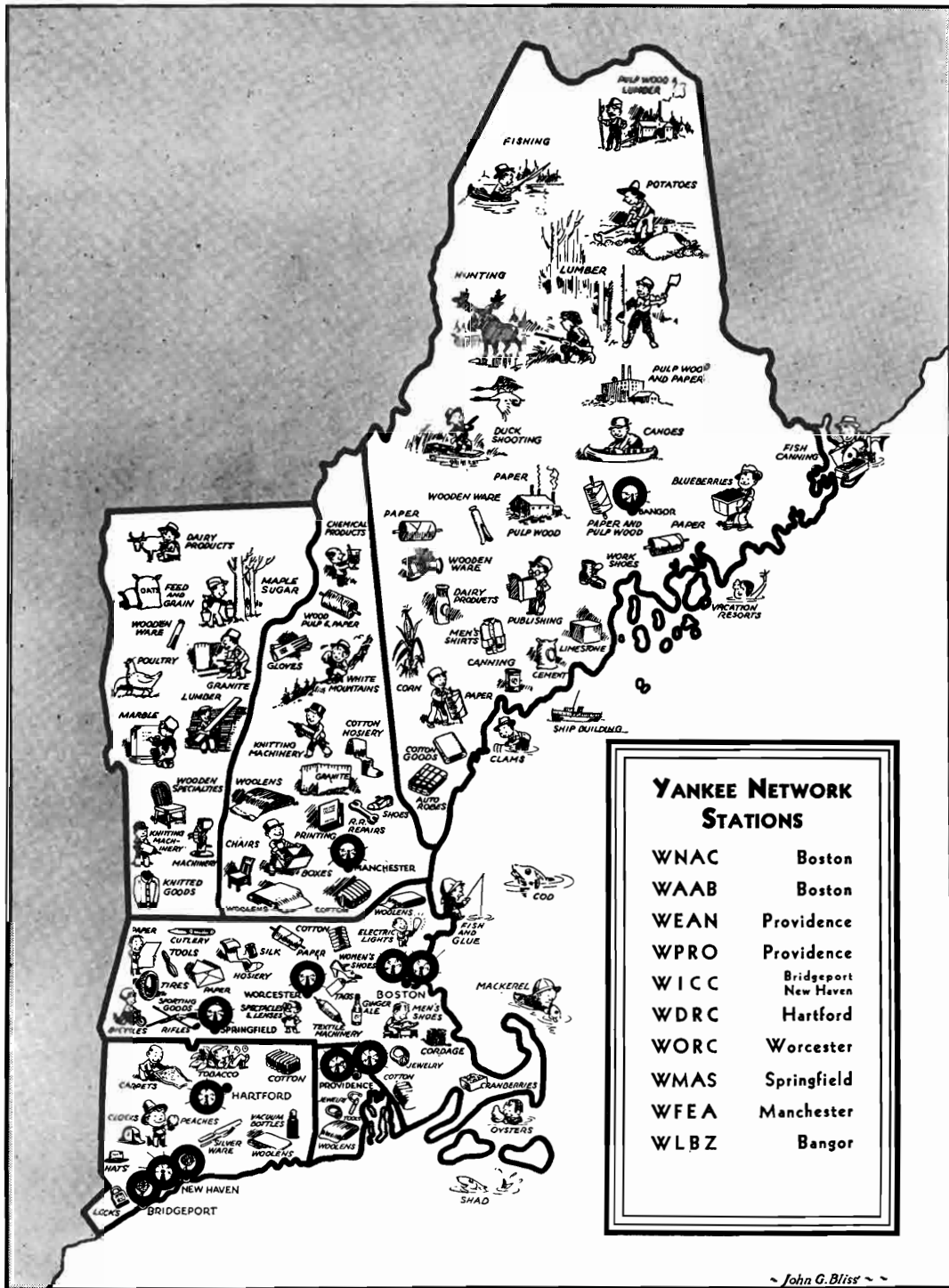
NOTE: Rates given are for the hours 6 p.m. to 11 p.m. daily and after 1 p.m. Sunday. All other hours* are one-half these rates.

* Between 5 p.m. and 6 p.m. five minutes may be used at one-half the quarter-hour rates.

<i>City</i>	<i>Station</i>	<i>Hour</i>	<i>Half-hour</i>	<i>Quarter-hour</i>
Boston	WNAC	\$300.00	\$150.00	\$100.00
Boston	WAAB	150.00	75.00	50.00
Providence	WEAN	150.00	75.00	50.00
Providence	WPRO	100.00	50.00	35.00
Worcester	WORC	150.00	75.00	50.00
Springfield	WMAS	150.00	75.00	50.00
Hartford	WDRC	150.00	75.00	50.00
Bridgeport	WICC	150.00	75.00	50.00
Bangor	WLBZ	120.00	60.00	40.00
Manchester	WFEA	150.00	75.00	50.00
TOTAL 8 STATIONS using WNAC and WEAN		\$1,320.00	\$660.00	\$440.00
TOTAL 8 STATIONS using WAAB and WPRO		\$1,120.00	\$560.00	\$375.00

Electrical Transcriptions.

Prices on application. Western Electric 78 and 33 $\frac{1}{3}$ r.p.m. double turn-tables.



THE YANKEE NETWORK

U. S. Station Information--continued

GEOGRAPHICAL LIST

ALABAMA

(Pop.: 2,348,174; radio sets: 78,018)

BIRMINGHAM

(Pop.: 259,678)

WAPI (NBC)

Owner and operator

WAPI Broadcasting Corp., Protective Life Insurance Bldg., Birmingham.

Studio: 14th floor, Protective Life Insurance Bldg.

Transmitter: Sandusky, Ala.

Power

25,000 w.

Time

Shares time with KVOO.

Basic rates

No reply received to rate request.

Transcription equipment

Western Electric (E.R.P.I.), 78 and 33 1/3 r.p.m. double turn-tables.

WBRC (CBS)

Owner and operator

Birmingham Broadcasting Co., 2300 Fifth Ave., North Birmingham. Studio: 2300 Fifth Ave., North Birmingham.

Transmitter: On Coalburg Mountain.

Station representatives

New York: Scott Howe Bowen, Inc.

Power

1,000 w. to local sunset; 500 w. thereafter.

Time

Full time.

Basic rates

No reply received to rate request.

Transcription equipment

78 and 33 1/3 r.p.m. double turn-tables.

WKBC

Owner

Southern Broadcasting Co., Inc., Tutwiler Hotel, Birmingham.

Operated by

R. B. Broyles Furniture Co.

Studio: Tutwiler Hotel.

Transmitter: Druid Hills, Birmingham.

Power

100 w.

Time

Full time.

Basic rates

No reply received to rate request.

Transcription equipment

RCA-Victor double 33-1/3 and 78 r.p.m. turn-tables.

GADSDEN

WJBY

Owner and operator

Gadsden Broadcasting Co., Inc.

Executive personnel

Station manager, E. Balsam.

Power

100 w.

Time

Full time.

Basic rates

	Day	Evening
1 hour	\$36.00	\$60.00
1/2 hour	21.00	35.00
1/4 hour	12.00	30.00

HUNTSVILLE

WBHS

Owner and operator

WBHS, Inc., Huntsville.

Studio: Russel Erskine Hotel.

Transmitter: Russel Erskine Hotel.

Power

100 w.

Time

Shares time with WFBC.

Basic rates

No reply received to rate request.

Transcription equipment

Victor 78 r.p.m. and 33 1/3 double turn-tables.

MOBILE

(Pop.: 68,202)

WODX (CBS)

Owner

Mobile Broadcasting Corp.

Operated by

WAPI Broadcasting Corp.

Business office: Battle House Hotel, Mobile.

Studio: Battle House Hotel.

Transmitter: Springhill, Ala.

Power

500 w.

Time

Shares time with WSFA.

Basic rates

	Day	Evening
1 hour	\$50.00	\$80.00
1/2 hour	30.00	50.00
1/4 hour	20.00	30.00

Transcription equipment

Western Electric 78 and 33 1/3 r.p.m. double turn-tables.

MONTGOMERY

(Pop.: 66,079)

WSFA (CBS)

Owner and operator

Montgomery Broadcasting Co., Inc., Jefferson Davis Hotel, Montgomery.

Studio: Jefferson Davis Hotel.

Transmitter: 3 miles from city.

Power

500 w.

Time

Shares time with WODX.

Basic rates

	Day	Evening
1/2 hour	\$26.50	\$45.00
1/4 hour	15.00	26.50

(Transcriptions)

Regular time charge.

Transcription equipment

Western Electric 33 1/3 and 78 r.p.m. double turn-tables.

TROY

WHET

Owner and operator

Troy Broadcasting Co.

Power

100 w.

Time

Daytime only.

Basic rates

No reply received to rate request.

ARIZONA

(Pop.: 435,573; radio sets: 26,660)

JEROME

(Pop.: 4,932)

KCRJ

Owner

Charles C. Robinson.

Operated by

Wallace I. Webb, Jerome.

Business office: Box No. 1, Suite 2, Clinkscale Bldg.

Studio: Main Street.

Transmitter: Jerome.

Station representatives

New York: Scott Howe Bowen, Inc.

Chicago: Scott Howe Bowen, Inc.

San Francisco: Scott Howe Bowen, Inc.

Power

100 w.

Time

Limited time.

Basic rates

1 hour	\$13.50
1/2 hour	7.50
1/4 hour	5.00

Transcription equipment

33 1/3 r.p.m. single, and 78 r.p.m. double turn-table.

PHOENIX

(Pop.: 13,862)

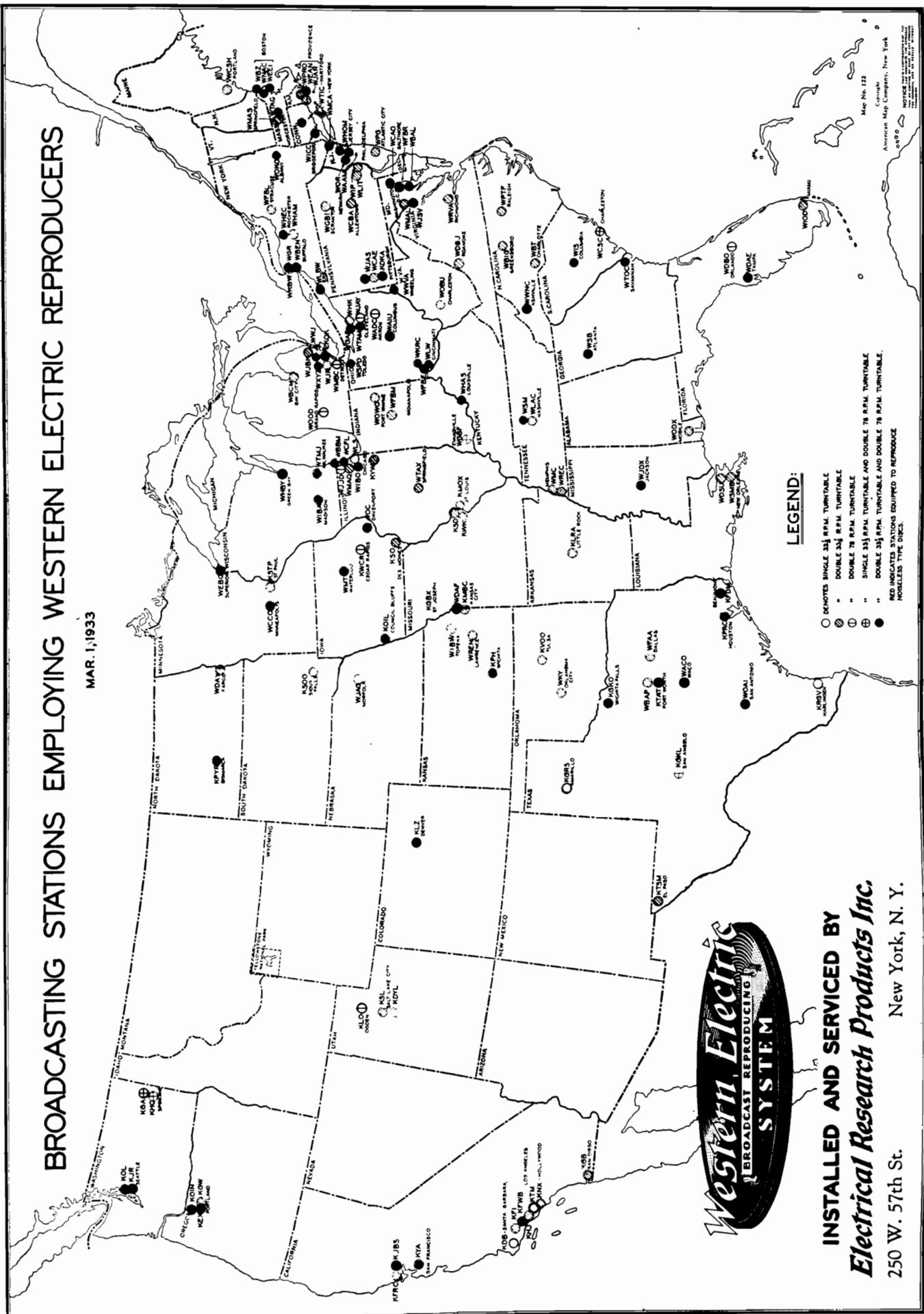
KOY

Owner and operator

Nielsen Radio and Sporting Goods

BROADCASTING STATIONS EMPLOYING WESTERN ELECTRIC REPRODUCERS

MAR. 1, 1933



INSTALLED AND SERVICED BY
Electrical Research Products Inc.
 250 W. 57th St.
 New York, N. Y.

Map No. 122
 Copyright
 American Map Company, New York
 6890
 MADE IN U.S.A.

Co., 621-623 North Central Ave., Phoenix.
 Studio: 621-623 North Central Ave.
 Transmitter: 621-623 North Central Ave.

Power
 500 w.

Time
 Full time.

Basic rates
 No reply received to rate request.

Transcription equipment
 78 and 33 1/3 r.p.m. double turn-tables.

KTAR (NBC)

Owner
 KTAR Broadcasting Co.

Operated by
 The Arizona Republic and The Electrical Equipment Co.
 Business office: Heard Bldg., Phoenix.
 Studio: Heard Bldg.
 Transmitter: Heard Bldg.

Power
 1,000 w. to local sunset; 500 w. thereafter.

Time
 Full time.

Basic rates

	Day	Evening
1 hour	\$60.00	\$125.00
1/2 hour	35.00	70.00
1/4 hour	20.00	40.00

Transcription equipment
 Western Electric 33 1/3 and 78 r.p.m. double turn-tables.

PRESCOTT
 (Pop.: 5,517)

KPJM

Owner and operator
 Scott & Sturm, Prescott.
 Business office: Journal-Miner Bldg.
 Studio: Journal-Miner Bldg.
 Transmitter: Journal-Miner Bldg.

Station representative
 International Broadcasting Co., Ltd.

Power
 100 w.

Time
 Full time.

Basic rates

1 hour	\$25.00
1/2 hour	15.00
1/4 hour	9.00

Transcription equipment
 33 1/3 and 78 r.p.m. double turn-tables.

TUCSON
 (Pop.: 32,506)

KGAR

Owner and operator
 Tucson Motor Service Co., 6th Ave. & 12th St., Tucson.
 Business office: 142 S. Sixth Ave., Tucson Motor Service Co. Bldg.
 Studio: 142 S. Sixth Ave.
 Transmitter: 142 S. Sixth Ave.

Power
 250 w. to local sunset; 100 w. thereafter.

Time
 Full time.

Basic rates

	Day	Evening
1 hour	\$13.50	\$20.00
1/2 hour	8.50	12.50
1/4 hour	5.00	7.50

(Transcriptions)
 Regular time charge.

Transcription equipment
 Single turn-table 33 1/3 r.p.m. and (Victor) double turn-tables, 78 r.p.m.

KVOA

Owner and operator
 Lieut. Robert M. Riculfi, Tucson.
 Business office: Consolidated National Bank Bldg.
 Studio: Consolidated National Bank Bldg.
 Transmitter: Consolidated National Bank Bldg.

Station representatives
 Scott Howe Bowen, Inc.
 McElhiney and Associates.

Power
 500 w.

Time
 Full time.

Basic rates

	Day	Evening
1 hour	\$30.00	\$60.00
1/2 hour	17.50	35.00
1/4 hour	10.00	20.00

(Transcriptions)

Regular time charges.
Transcription equipment
 33 1/3 and 78 r.p.m. turn-tables.

YUMA
 (Pop.: 4,892)

KUMA

Owner and operator
 Albert H. Schermann.
 Business office: P. O. Box 267, Yuma.
 Studio: Fourth Ave. & Eighth St.
 Transmitter: Fourth Ave. & Eighth St.

Power
 100 w.

Time
 Half time.

Basic rates

	Day	Evening
1 hour	\$14.00	\$20.00
1/2 hour	8.00	12.00
1/4 hour	5.00	7.50

Transcription equipment
 Double 78 r.p.m. and single 33 1/3 r.p.m. turn-tables.

ARKANSAS
 (Pop.: 1,854,482; radio sets: 55,595)

FAYETTEVILLE
 (Pop.: 7,394)

KUOA

Owner
 The University of Arkansas, Fayetteville.
Operated by
 Southwestern Hotel Co., Fayetteville.
 Transmitter: Campus, University of Arkansas.

Station representative
 East St. Louis, Ill.: A. L. Bowling.

Power
 1,000 w.

Time
 Shares time with KLRA.

Basic rates
 No reply received to rate request.

Transcription equipment
 33 1/3 r.p.m. turn-tables.

HOT SPRINGS
 (Pop.: 20,238)

KTHS (NBC)

Owner and operator
 Chamber of Commerce, Hot Springs.
 Business office: 135 Benton St.
 Studio: 135 Benton St.
 Transmitter: Malvern Road near Hot Springs.

Executive personnel
 Station and business manager, Campbell Arnoux; production manager, C. P. Graham; program and musical director, John Summers.

Power
 10,000 w.

Time
 Shares time with KRLD.

Basic rates

	Day	Evening
1 hour
1/2 hour	\$80.00	\$156.00
1/4 hour	50.000	100.00

(Transcriptions)

Regular time charges.
Transcription equipment
 Western Electric 78 and 33 1/3 r.p.m. double turn-tables.

LITTLE ROCK
 (Pop.: 81,679)

KARK

Owner and operator
 Arkansas Radio & Equipment Co., Little Rock.
 Studio: National Standard Life Bldg.

Transmitter: 9th and Battery Sts.
Branch office
 New York: George H. Field, Inc

Power
 250 w.

Time
 Full time.

Basic rates

	Day or Evening
1 hour	\$50.00
1/2 hour	30.00
1/4 hour	15.00

Transcription equipment
 33 1/3 and 78 r.p.m. double turn-tables.

KGHI

Owner and operator
 O. A. Cook, Little Rock.
 Business office: Marion Hotel.
 Studio: Marion Hotel.

Power
 100 w.

Time
 Full time.

Basic rates
 No reply received to rate request.

Transcription equipment
 33 1/3 and 78 r.p.m. double turn-tables.

KLRA (CBS)

Owner and operator
 Arkansas Broadcasting Co., Little Rock.
 Business office: Albert Pike Hotel.
 Studio: Albert Pike Hotel.

Station representative
 Scott Howe Bowen, Inc.

Power
 1,000 w.

Time
 Shares time with KUOA.

Basic rates
 No reply received to rate request.

Transcription equipment
Western Electric 33⅓ and 78 r.p.m. turn-tables.

PARAGOULD
(Pop.: 5,966)

KBTM

Owner and operator
Beard's Temple of Music, Paragould.
Studio: 219 S. Pruett St.
Transmitter: Paragould.

Power
100 w.

Time
Day time only.

Basic rates
1 hour \$16.50
½ hour 9.00
¼ hour 5.00

(Transcriptions)

Regular time charges.

Transcription equipment
RCA Victor 78 and 33⅓ r.p.m. single and double turn-tables.

TEXARKANA
(Pop.: 16,602)

KCMC

Owner and operator
North Mississippi Broadcasting Corp., Texarkana.

Power
100 w.

Time
Full time.

Basic rates
Does not publish. Given on request.

CALIFORNIA

(Pop.: 5,677,251; radio sets: 1,158,146)

BAKERSFIELD
(Pop.: 26,015)

KERN

Owner
McClatchy Newspapers, Inc.

Operator
Bee Bakersfield Broadcasting Co.
Business office: Elks Bldg., 17th and I Streets.
Studio: Elks Bldg.
Transmitter: Elks Bldg.

Power
100 w.

Time
Full time.

Basic rates
No reply received to rate request.

Transcription equipment
33⅓ and 78 r.p.m. double turn-tables.

BERKELEY
(Pop.: 82,109)

KRE

Owner and operator
First Congregational Church, Berkeley.
Business office: 1901 Telegraph Ave., Oakland, Cal.
Studio: 2345 Channing Way.
Transmitter: 2345 Channing Way.

Power
100 w.

Time
Limited time.

Basic rates
On application.

BURBANK

KELW

Owner and operator
Magnolia Park, Ltd., Burbank.
Studio: 3702 Magnolia Blvd.

Power
500 w.

Time
Shares time with KTM.

Basic rates
1 hour \$60.00
½ hour 35.00
¼ hour 20.00

EL CENTRO
(Pop.: 8,434)

KXO

Owner and operator
E. R. Ireby and F. M. Bowles, El Centro.
Business office: 793 Main St.
Studio: 793 Main St.
Transmitter: El Centro.

Power
100 w.

Time
Limited time.

Basic rates
¼ hour Day \$4.50 Evening \$7.50
(Transcriptions)

Regular time charges.

Transcription equipment
Western Electric 33⅓ r.p.m. single and 78 r.p.m. double turn-tables.

FRESNO
(Pop.: 52,513)

KMJ

Owner
James McCatchy Co., Fresno.

Operated by
The Fresno Bee, Fresno.
Business office: Fresno Bee Bldg., Van Ness Ave. and Calaveras St.
Studio: Fresno Bee Bldg.
Transmitter: Fresno Bee Bldg.

Power
500 w.

Time
Full time.

Basic rates
1 hour Day \$30.00 Evening \$50.00
½ hour 18.00 30.00
¼ hour 10.80 18.00
(Transcriptions)

Regular time charges.

Transcription equipment
Double 33⅓ and 78 r.p.m. turn-tables.

GLENDALE

KIEV

Owner and operator
Cannon System, Ltd.

Power
100 w.

Time
Daytime only.

Basic rates
No reply received to rate request.

HOLLYWOOD

KMTR

Owner and operator
KMTR Radio Corp., Los Angeles.
Business office: 915 N. Formosa Ave., Hollywood.
Studio: 915 N. Formosa Ave.
Transmitter: 1028 N. Cahuenga Ave.

Executive personnel
President, Reed E. Callister; general manager, L. W. Peters; production manager, Harold Horton; musical director, Salvatore Santella.

Power
500 w.

Time
Full time.

Basic rates
1 hour Day \$50.00 Evening \$75.00
½ hour 30.00 40.00
¼ hour 17.50 22.00

LONG BEACH
(Pop.: 142,032)

KFOX

Owner and operator
Nichols & Warinner, Inc., Long Beach.
Business office: 220 East Anaheim St.
Studio: 220 East Anaheim St.
Transmitter: 220 East Anaheim St.

Station representative
Chicago: C. A. MacNaughton.

Power
1,000 w.

Time
Full time.

Basic rates
1 hour Day \$50.00 Evening \$100.00
½ hour 30.00 50.00
¼ hour 18.00 25.00
(Transcriptions)

Regular time charges.

Transcription equipment
78 and 33⅓ r.p.m. turn-tables.

KGER

Owner and operator
Consolidated Broadcasting Corp., Ltd., Long Beach.
Studio: Dobyns Footwear Bldg., Long Beach, and 676 Bendix Bldg., 12th and Maple Streets, Los Angeles.
Transmitter: Dobyns Footwear Bldg.

Power
1,000 w.

Time
Full time.

Basic rates
1 hour Day \$35.00 Evening \$60.00
½ hour 20.00 35.00
¼ hour 10.00 20.00

Transcription equipment
Single and double turn-tables, 33⅓ and 78 r.p.m.

LOS ANGELES
(Pop.: 1,238,048)

KECA (NBC)

Owner and operator
Earle C. Anthony, Inc.
Business office: 1000 S. Hope St., Los Angeles.

Studio: 1000 S. Hope St.
Transmitter: 1709 W. 8th St.

Executive personnel

General manager, Arthur F. Kales; commercial director, Carl Haverlin; program director, Glenn R. Dolberg; musical director, Charles L. Shepherd.

Power

1,000 w.

Time

Full time.

Basic rates

	Day	Evening
1 hour	\$75.00	\$150.00
½ hour	37.50	75.00
¼ hour	18.75	37.50

Transcription equipment

Western Electric 33⅓ and 78 r.p.m. turn-tables.

KFAC**Owner and operator**

Los Angeles Broadcasting Co., Penthouse, 645 S. Mariposa Ave. Studio: Penthouse, 645 S. Mariposa Ave.

Transmitter: 8581 W. 18th St.

Executive personnel

Station manager and business manager, Tom Breneman; production manager, Burton Bennett; commercial director, George Moscovics; program and musical director, Will Prior.

Power

1,000 w.

Time

Full time.

Basic rates

	Day	Evening
1 hour	\$45.00	\$75.00
½ hour	25.00	40.00
¼ hour	15.00	22.00

Transcription equipment

Equipped for electrical transcriptions.

KFI (NBC)**Owner and operator**

Earle C. Anthony, Inc. Business office: 1000 S. Hope St., Los Angeles.

Studio: 1000 S. Hope St.

Transmitter: Buena Park, Cal.

Executive personnel

General manager, Arthur F. Kales; commercial director, Carl Haverlin; program director, Glenn R. Dolberg; musical director, Charles L. Shepherd.

Power

50,000 w.

Time

Full time.

Basic rates

	Day	Evening
1 hour	\$275.00	\$550.00
½ hour	137.50	275.00
¼ hour	68.75	137.50

(Transcriptions)

Accepted during the day. Rates on request.

Transcription equipment

Western Electric 33⅓ and 78 r.p.m. turn-tables.

KFSG**Owner and operator**

Echo Park Evangelistic Association, Los Angeles.

Power

500 w.

Time

Shares with KRKD.

Basic rates

Does not sell time.

KFVD**Owner and operator**

Los Angeles Broadcasting Co. Studio: Penthouse, 645 Mariposa, Los Angeles.

Transmitter: Pacific Military Academy, Los Angeles.

Executive personnel

(See KFAC.)

Power

250 w.

Time

Limited time.

Basic rates

1 hour	\$35.00
½ hour	18.00
¼ hour	11.00

Transcription equipment

Double turn-table and 33⅓ r.p.m. turn-table.

KFWB**Owner**

Warner Bros. Pictures, Inc.

Operated by

Warner Bros. Broadcasting Corp. Business office: 6425 Hollywood Blvd., Los Angeles.

Studio: 6425 Hollywood Blvd.

Transmitter: Los Angeles.

Executive personnel

Station manager, Gerald L. King; production manager and musical director, Jack Joy; commercial director, Chester C. Mittendorf.

Station representatives

New York: Scott Howe Bowen, Inc.
Chicago: Scott Howe Bowen, Inc.

Power

1,000 w.

Time

Full time.

Basic rates

	Day	Evening
1 hour	\$75.00	\$130.00
½ hour	45.00	75.00
¼ hour	25.00	50.00

Transcription equipment

Western Electric 78 and 33⅓ r.p.m. double turn-tables.

KGFJ**Owner and operator**

Ben S. McGlashan, Los Angeles.

Studio: 1417 S. Figueroa St.

Transmitter: Washington and Oak Streets.

Power

100 w.

Time

Full time.

Basic rates

Special arrangements include talent.

Transcription equipment

33⅓ and 78 r.p.m. double turn-tables.

KHJ (CBS)**Owner and operator**

Don Lee Broadcasting System, Inc. Business office: 7th and Bixel Streets, Los Angeles.

Studio: 7th and Bixel Streets.

Transmitter: 7th and Bixel Streets.

Executive personnel

President, Don Lee; general manager, Leo B. Tyson; program and musical director, Raymond Paige; general sales manager, C. Ellsworth Wylie; advertising manager, Arthur J. Kemp.

Station representatives

New York: Scott Howe Bowen, Inc.

New York: World Broadcasting System, Inc.

Power

1,000 w.

Time

Full time.

Basic rates

	Day	Evening
1 hour	\$100.00	\$250.00
½ hour	60.00	150.00
¼ hour	36.00	90.00

(Transcriptions)

Not accepted for broadcast between 7 and 10 p.m. Double rates after 6 p.m., one and one-half times rates before 6 p.m.

Transcription equipment

Western Electric 33⅓ and 78 r.p.m. double turn-tables.

KMPC**Owner and operator**

MacMillan Petroleum Corp. Supervision of V. G. Freitag.

Business office: 815 Spring Arcade Bldg., Los Angeles.

Studio: 9631 Wilshire Blvd., Beverly Hills, Cal.

Transmitter: 9631 Wilshire Blvd., Beverly Hills.

Power

500 w.

Time

Limited time.

Basic rates

No reply received to rate request.

Transcription equipment

33⅓ and 78 r.p.m. turn-tables.

KNX**Owner and operator**

Western Broadcast Co., Inc., Hollywood.

Business office: 5555 Marathon Blvd.

Studio: 5555 Marathon Blvd.

Transmitter: Sherman Oaks, Cal.

Executive personnel

President, Guy C. Earl, Jr.; vice-president and general manager, Naylor Rogers; commercial manager, Carl B. Nissen; program manager, Drury Lane; musical director, Wilbur Hatch.

Power

25,000 w.

Time

Full time.

Basic rates

	Day	Evening
1 hour	\$250.00	\$400.00
½ hour	125.00	250.00
¼ hour	75.00	125.00

(Transcriptions)

Regular time charges. Restricted to day.

Transcription equipment

Western Electric 78 and 33⅓ r.p.m. double turn-tables.

KRKD**Owner and operator**

Dalton's, Inc., Los Angeles. Supervision of V. G. Freitag.

Business office: Spring Arcade Bldg., Los Angeles.

Studio: Spring Arcade Bldg.

Transmitter: Spring Arcade Bldg.

Power

500 w.

Time

Shares time with KFSG.

Basic rates

No reply received to rate request.
Transcription equipment
 33 1/3 and 78 r.p.m. turn-tables.

KTM

Owner and operator
 Pickwick Broadcasting Corp., Los Angeles.
 Studio: 212-214 South Vermont.
 Transmitter: Santa Monica, Cal.

Station representatives
 New York: Scott Howe Bowen, Inc.
 Boston: Scott Howe Bowen, Inc.
 Detroit: Scott Howe Bowen, Inc.

Power
 1,000 w. to local sunset; 500 w. thereafter.

Time
 Shares time with KELW.

Basic rates

	Day	Evening
1 hour	\$35.00	\$60.00
1/2 hour	17.50	35.00
1/4 hour	10.00	20.00

Add 3% to above rates for A. S. C. A. P.

Transcription equipment
 Western Electric single 33 1/3 and double 78 r.p.m. turn-tables.

OAKLAND

(Pop.: 289,063)

KLS

Owner and operator
 Warner Brothers, Oakland.

Power
 250 w.

Time
 Day time only.

KLX

Owner and operator
 Tribune Publishing Co., Oakland.
 Business office: Tribune Tower, 13th and Franklin Streets.
 Studio: Tribune Tower.
 Transmitter: Tribune Tower.

Power
 500 w.

Time
 Full time.

Basic rates
 No reply received to rate request.

Transcription equipment
 Double turn-tables both 78 and 33 1/3 r.p.m.

KROW

Owner and operator
 Educational Broadcasting Corp., Oakland.
 Business office: 1520 Eighth Ave.
 Studio: 1520 Eighth Ave., Oakland, and Hotel Manx, San Francisco.
 Transmitter: Richmond, Cal.

Executive personnel
 Station manager, W. A. Miller; business manager and commercial director, Dan M. Weldon; production manager and program director, June Gilman.

Station representatives
 New York: Scott Howe Bowen, Inc.
 Chicago: Bureau of Broadcasting.

Power
 1,000 w. to local sunset; 500 w. thereafter.

Time
 Shares time with KFWI.

Basic rates

	Day	Evening
.1 hour	\$40.00-\$50.00	\$85.00
1/2 hour	22.50- 27.50	45.00
1/4 hour	12.50- 15.00	25.00

(Transcriptions)
 Regular time charges. Not accepted after 8.00 p.m.

Transcription equipment
 78 r.p.m. and 33 1/3 r.p.m. double turn-tables.

SACRAMENTO

(Pop.: 93,750)
KFBK

Owned by
 James McClatchy Co., Sacramento.

Operated by
 Sacramento Bee.

Business office: 700 I Street.
 Studio: 700 I Street.
 Transmitter: Sacramento.

Power
 100 w.

Time
 Full time.

Basic rates

	Day	Evening
1 hour	\$25.00	\$40.00
1/2 hour	15.00	25.00
1/4 hour	9.00	15.00

(Transcriptions)
 Regular time charges.
Transcription equipment
 Double 78 r.p.m. and 33 1/3 r.p.m. turn-tables.

SAN BERNARDINO

(Pop.: 37,481)

KFXM

Owner and operator
 Lee Bros. Broadcasting Co., San Bernardino.

Business office: California Hotel, Fifth and E. Streets.
 Studio: California Hotel.
 Transmitter: San Bernardino.

Power
 100 w.

Time
 Shares time with KPPC.

Basic rates
 No reply received to rate request.

Transcription equipment
 Double turn-table, 78 and 33 1/3 r.p.m.

SAN DIEGO

(Pop.: 147,995)

KFSD (NBC)

Owner and operator
 Airfan Radio Corp., Ltd., San Diego.

Business office: U. S. Grant Hotel, 326 Broadway.
 Studio: U. S. Grant Hotel.
 Transmitter: San Diego.

Power
 1,000 w. to local sunset; 500 w. thereafter.

Time
 Full time.

Basic rates

	Day	Evening
1 hour	\$37.50	\$80.00
1/2 hour	22.50	50.00
1/4 hour	15.00	30.00

Transcription equipment
 78 and 33 1/3 r.p.m. double turn-tables.

KGB (CBS)

Owner and operator
 Don Lee Broadcasting System, Inc.

Business office: 1012 First Ave., San Diego.
 Studio: 1012 First Ave.
 Transmitter: 1012 First Ave.

Power
 1,000 w.

Time
 Full time.

Basic rates

	Day	Evening
1 hour	\$50.00	\$80.00
1/2 hour	30.00	50.00
1/4 hour	20.00	30.00

(Transcriptions)
 Rates on application.
Transcription equipment
 Western Electric double 33 1/3 and 78 r.p.m. turn-tables.

SAN FRANCISCO
KFRC (CBS)

Owner and operator
 Don Lee Broadcasting System, Inc.

Business office: 1000 Van Ness Ave., San Francisco.
 Studio: 1000 Van Ness Ave.
 Transmitter: 1000 Van Ness Ave.

Executive personnel
 Station manager, Harrison Holliway; business manager, C. R. Hampton; production manager, Merle Matthews; commercial director, Bruce D. Ellis; musical director, Walter Kelsey; advertising manager, Hassell Smith.

Station representative
 Los Angeles: KHJ, 7th & Bixel Sts.

Power
 1,000 w.

Time
 Full time.

Basic rates

	Day	Evening
1 hour	\$100.00	\$200.00
1/2 hour	60.00	120.00
1/4 hour	36.00	72.00

(Transcriptions)
 Regular rate and discounts plus 50% surcharge before 6.00 p.m., and regular rate and discounts plus 100% surcharge after 6.00 p.m. Surcharge based on gross station time rates.

Transcription equipment
 Western Electric 78 and 33 1/3 r.p.m. double turn-tables.

KFWI

Owner and operator
 Radio Entertainments, Ltd., San Francisco.

Business office: Bellevue Hotel.
 Studio: Bellevue Hotel.
 Transmitter: Twin Peaks, San Francisco.

Power
 500 w.

Time
 Shares with KROW.

Basic rates
 No reply received to rate request.

Transcription equipment
 Single turn-tables 33 1/3 r.p.m. and double turn-tables 78 r.p.m.

KGGC

Owner and operator
 Golden Gate Broadcasting Co., 2482 Mission St., San Francisco.

Business office: 2482 Mission St.
 Studio: 2482 Mission St.
 Transmitter: 1445 Ellis St.

Executive personnel
 Station manager and business manager, S. Hables; production man-

ager and program director, George Ross; commercial director, E. Waldren; musical director, Jack Fisher.

Power
100 w.

Time
Limited time.

Basic rates

	Day	Evening
1 hour	\$25.00	\$37.50
½ hour	15.00	22.50
¼ hour	10.00	15.00

Transcription equipment
33⅓ and 78 r.p.m. tables.

KGO (NBC)

Owner
General Electric Co.

Operated by
National Broadcasting Co., Inc.
Business office: 111 Sutter St., San Francisco.
Studio: 111 Sutter St.
Transmitter: Oakland, Cal.

Executive personnel
Vice president and manager, Don E. Gilman; business manager, H. J. Maxwell; production manager, Cecil Underwood; program director, Lewis S. Frost; commercial director, Harrison F. Anderson.

Power
7,500 w.

Time
Full time.

Basic rates

	Day	Evening
1 hour	\$150.00	\$300.00
½ hour	93.75	187.50
¼ hour	58.59	117.19

Does not accept transcriptions.

KJBS

Owner and operator
Julius Brunton & Sons Co., 1380 Bush St., San Francisco.
Business office: 1380 Bush St.
Studio: 1380 Bush St.
Transmitter: San Francisco.

Executive personnel
Station manager and business manager, Ralph R. Brunton; production manager, Ronald J. Smith; commercial director, H. O. Fiebig; program director and musical director, Frank N. Cope.

Power
100 w.

Time
Midnight to sunset.

Basic rates

1 hour	\$40.00
½ hour	20.00
¼ hour	14.00

(Transcriptions)
Regular time charges.

Transcription equipment
Western Electric 78 and 33⅓ r.p.m. double turn-tables.

KPO (NBC)

Owner
Hale Brothers Stores, Inc., and The Chronicle Publishing Co., San Francisco.

Operated by
National Broadcasting Co., Inc.
Business office: 111 Sutter St.
Studio: 111 Sutter St.

Transmitter: Fifth and Market Streets.

Executive personnel
Same as Station KGO

Power
50,000 w.

Time
Full time.

Basic rates
No reply received to rate request.

Transcription equipment
78 and 33⅓ r.p.m. turn-tables.

KTAB

Owner and operator
Associated Broadcasters, Inc.
Business office: Fifth and Mission Streets, Pickwick Hotel, San Francisco.
Studio: Pickwick Hotel.
Transmitter: Tenth Ave. & East 14th St., Oakland.

Executive personnel
Station manager, business manager and commercial director, Thomas E. Morgan; production manager, program and musical director, Glenhall E. Taylor.

Branch office
Alameda County Title Insurance Bldg., 14th and Franklin Streets, Oakland, Cal.

Power
1,000 w.

Time
Full time.

Basic rates

	Day	Evening
1 hour	\$54.00	\$90.00
½ hour	30.00	49.50
¼ hour	18.00	29.70

Transcription equipment
Western Electric single 33⅓ and double 78 r.p.m. turn-tables.

KYA (NBC)

Owner
Pacific Broadcasting Corp.

Operated by
National Broadcasting Co., Inc.
Business office: 988 Market St., San Francisco.
Studio: 988 Market St.
Transmitter: Whitcomb Hotel.

Executive personnel
Station manager, Edward McCallum; production manager, Sydney Dixon.

Station representative
Los Angeles: Paul R. Winans.

Power
1,000 w.

Time
Full time.

Basic rates

	Day	Evening
1 hour	\$41.00	\$125.00
½ hour	25.00	75.00
¼ hour	15.00	45.00

(Transcriptions)
Regular time charges.

Transcription equipment
Western Electric single and double turn-tables, 78 and 33⅓ r.p.m.

SAN JOSE
(Pop.: 57,651)

KQW

Owner and operator
Pacific Agricultural Foundation, Ltd., San Jose.

Business office: 87 East San Antonio St., San Jose.
Studios: 87 East San Antonio St.; 311 California St., San Francisco; California and State Capitol Bldg., Sacramento.
Transmitter: San Jose

Station representatives
New York: Scott Howe Bowen, Inc.
Chicago: Scott Howe Bowen, Inc.

Power
500 w.

Time
Full time.

Basic rates
No reply received to rate request.

Transcription equipment
33⅓ r.p.m. single and double 78 r.p.m. turn-tables.

SANTA ANA
(Pop.: 30,322)

KREG

Owner and operator
J. S. Edwards.
Studio: 3rd and Sycamore, Santa Ana.
Transmitter: 3rd and Sycamore.

Branch office
New York: George H. Field, Inc.

Station representatives
New York: Scott Howe Bowen, Inc.
Chicago: Scott Howe Bowen, Inc.
St. Louis: McElhiney & Associates.
San Francisco: Scott Howe Bowen, Inc.
Los Angeles: Walter Biddick.

Power
100 w.

Time
Full time.

Basic rates

	Day or Evening
1 hour	\$15.00
½ hour	10.00
¼ hour	5.00

+3%

Transcription equipment
33⅓ and 78 r.p.m. double turn-tables.

SANTA BARBARA
(Pop.: 33,613)

KDB

Owner and operator
Santa Barbara Broadcasters, Ltd.
Business office: Faulding Hotel, 15 E. Haley St., Santa Barbara.
Studio: Faulding Hotel.
Transmitter: Faulding Hotel.

Station representatives
New York: Scott Howe Bowen, Inc.
Chicago: Scott Howe Bowen, Inc.

Power
100 w.

Time
Full time.

Basic rates

	Day	Evening
1 hour	\$20.00	\$35.00
½ hour	12.50	20.00
¼ hour	7.50	12.50

(Transcriptions)
Regular time charges.

Transcription equipment
Western Electric 33⅓ and double 78 r.p.m. turn-tables.

STOCKTON

(Pop.: 47,963)

KGDM

Owner

Peffer Music Co., 42 South California St., Stockton.

Operated by

E. F. Peffer, Stockton.
Studio: 42 S. California St.
Transmitter: 42 S. California St.

Power

250 w.

Time

Day time.

Basic rates

No reply received to rate request.

Transcription equipment

78 r.p.m. and 33 1/3 r.p.m. tables.

KWG (CBS)

Owner

McClatchy Newspapers, Sacramento, Cal.

Operated by

Portable Wireless Telephone Co.
Studio: Medico-Dental Bldg., Stockton.
Transmitter: Weber & E Streets, Stockton.

Power

100 w.

Time

Full time.

Basic rates

	Day	Evening
1 hour	\$20.00	\$40.00
1/2 hour	11.25	22.50

(Transcriptions)

Regular time charges.

Transcription equipment

Double turn-tables, 78 and 33 1/3 r.p.m.

Transmitter: 5730 W. Colfax Ave.

Power
500 w.

Time

Shares time with KFXF.

Basic rates

No reply received to rate request.

Transcription equipment

Western Electric 33 1/3 and 78 r.p.m. double turn-tables.

KFXF

Owner and operator

Colorado Radio Corp., Denver.
Studio: 202 Continental Oil Bldg.
Transmitter: Majestic Bldg.

Power

500 w.

Time

Shares time with KFEL.

Basic rates

No reply received to rate request.

KLZ (CBS)

Owner and operator

Reynolds Radio Co., Inc., Denver.
Business office: Shirley Savoy Hotel.
Studio: Shirley Savoy Hotel.
Transmitter: Ruby Hill, Denver.

Station representative

Scott Howe Bowen, Inc.

Power

1,000 w.

Time

Full time.

Basic rates

	Day	Evening
1 hour	\$125.00	\$230.00
1/2 hour	70.00	125.00
1/4 hour	40.00	70.00

Transcription equipment

Western Electric 33 1/3 and 78 r.p.m. double turn-tables.

KOA (NBC)

Owner

General Electric Co., Denver.

Operated by

National Broadcasting Co., Inc.
Business office: 1370 Krameria Ave.
Studio: 1370 Krameria Ave.
Transmitter: Denver.

Power

50,000 w.

Time

Full time.

Basic rates

	Day	Evening
1 hour	\$137.50	\$275.00
1/2 hour	85.94	171.88
1/4 hour	53.72	107.43

Transcription equipment

78 and 33 1/3 r.p.m. turn-tables.

KPOF

Owner and operator

Pillar of Fire, 1845 Champa Street, Denver.
Studio: Bellevue College.
Transmitter: Bellevue College.

Power

500 w.

Time

Shares time with KFKA.

Basic rates

Does not sell time.

FORT MORGAN

(Pop.: 4,423)

KGEW

Owner and operator

City of Ft. Morgan.
Studio: City Hall.
Transmitter: City Hall.

Power

100 w.

Time

Shares time with KGEK.

Basic rates

Does not sell time.

GRAND JUNCTION

(Pop.: 10,247)

KFXJ

Owner and operator

Western Slope Broadcasting Co.
Grand Junction.
Business office: Hillcrest Manor.
Studio: Hillcrest Manor.
Transmitter: Hillcrest Manor.

Station representative

Scott Howe Bowen, Inc.

Power

100 w.

Time

Shares time with KFUP.

Basic rates

1 hour	\$30.00
1/2 hour	16.00

(Transcriptions)

Special arrangements.

Transcription equipment

Double 78 and 33 1/3 r.p.m. turn-tables.

GREELEY

(Pop.: 12,203)

KFKA

Owner and operator

Mid-Western Radio Corp., 1002 Ninth St., Greeley.
Business office: 1002 Ninth St.
Studio: 1002 Ninth St.
Transmitter: College Campus, Greeley.

Power

1,000 w. to local sunset; 500 w. thereafter.

Time

Shares time with KPOF.

Basic rates

No reply received to rate request.

Transcription equipment

33 1/3 and 78 r.p.m. single and double turn-tables.

PUEBLO

(Pop.: 50,096)

KGHF

Owner and operator

Curtis P. Ritchie and Joe E. Finch, Pueblo.
Studio: Broadway Arcade Bldg.
Transmitter: Broadway Arcade Bldg.

Station representative

Scott Howe Bowen, Inc.

Power

500 w. to local sunset; 250 w thereafter.

Time

Full time.

Basic rates

No reply received to rate request.

Transcription equipment

33 1/3 and 78 r.p.m. double turn-tables.

COLORADO

(Pop.: 1,035,791; radio sets: 140,001)

COLORADO SPRINGS

(Pop.: 33,237)

KVOR (CBS)

Owner and operator

Reynolds Radio Co., Inc.
Studio: Mining Exchange Bldg., Colorado Springs.
Transmitter: Mining Exchange Bldg.

Station representative

New York: Scott Howe Bowen, Inc.

Power

1,000 w.

Time

Full time.

Basic rates

	Day	Evening
1 hour	\$45.00	\$80.00
1/2 hour	25.00	45.00
1/4 hour	15.00	25.00

Transcription equipment

Western Electric double 78 and single 33 1/3 r.p.m. turn-tables.

DENVER

(Pop.: 287,861)

KFEL

Owner and operator

Eugene P. O'Fallan, Inc., Denver.
Studios: Albany Hotel.

TRINIDAD

(Pop.: 11,732)

KGIW

Owner and operator
Leonard E. Wilson, Trinidad.
Business office: 328 N. Commercial St.
Studio: 328 N. Commercial St.
Transmitter: 328 N. Commercial St.

Power
100 w.

Time
Shares time with KIDW.

Basic rates
No reply received to rate request.

Transcription equipment
Single 33½ and RCA-Victor double 78 r.p.m. turn-tables.

YUMA

KGEK

Owner and operator
Elmer G. Beehler, Beehler Electrical Equipment Co., Yuma.
Business office: 109 W. Second St.
Studio: 109 W. Second St.
Transmitter: Yuma.

Power
100 w.

Time
Special hours.

Basic rates
No reply received to rate request.

CONNECTICUT

(Pop.: 1,606,903; radio sets: 296,221)

BRIDGEPORT

(Pop.: 146,716)

WICC (CBS)

Owner and operator
Bridgeport Broadcasting Station, Inc. Subsidiary of Shepard Broadcasting Service, Inc.
Business office: Hotel Stratfield, Bridgeport.
Studios: Hotel Stratfield, Bridgeport, and Hotel Garde, New Haven, Conn.
Transmitter: Sport Hill, Easton, Conn.

Executive personnel
President, Harold Feuer; chairman of board, John Shepard, III; station supervisor, Joseph Lopez; commercial director, Fred L. Rowe.

Station representative
New York: Scott Howe Bowen, Inc.

Power
500 w. to local sunset; 250 w. thereafter.

Time
Shares time with WCAC.

Basic rates

	Day	Evening
1 hour	\$75.00	\$150.00
½ hour	37.50	75.00
¼ hour	25.00	50.00

(Transcriptions)
Regular time charges.

Transcription equipment
Western Electric 33½ and 78 r.p.m. double turn-tables.

HARTFORD

(Pop.: 164,072)

WDRC (CBS)

Owner and operator
WDRC, Inc., Hartford.
Business office: Corning Bldg., 11 Asylum St.
Studio: Corning Bldg.
Transmitter: Bloomfield, Conn.

Power
500 w.

Time
Full time.

Basic rates

	Day	Evening
1 hour	\$63.00	\$125.00
½ hour	39.00	78.00
¼ hour	25.00	49.00

(Transcriptions)

Regular time charges.

Transcription equipment
Double 78 and 33½ r.p.m. turn-tables.

WTIC (NBC)

Owner
Travelers Insurance Co.

Operated by
Travelers Broadcasting Service Corp.
Business office: 26 Grove St., Hartford.
Studio: 26 Grove St.
Transmitter: Avon, Conn.

Power
50,000 w.

Time
Shares time with WBAL.

Basic rates

	Day	Evening
1 hour	\$175.00	\$350.00
½ hour	100.00	200.00
¼ hour	60.00	120.00

(Transcriptions)

Regular time charges.

Transcription equipment
Western Electric double 33½ and 78 r.p.m. turn-tables.

STORRS

WCAC

Owner and operator
Connecticut Agricultural College, Storrs.
Studio: Mechanic Arts Bldg., Connecticut Agricultural College.
Transmitter: Mechanic Arts Bldg.

Power
250 w.

Time
Shares time with WICC.

Basic rates
Does not sell time.

DELAWARE

(Pop.: 238,380; radio sets: 37,483)

WILMINGTON

(Pop.: 106,597)

WDEL

Owner and operator
WDEL, Inc., Wilmington.
Studio: 10th and King Sts.
Transmitter: Delaware Trust Bldg.

Station representative
Scott Howe Bowen, Inc.

Power
500 w. until local sunset; 250 w. thereafter.

Time
Full time.

Basic rates
No reply received to rate request.

WILM

Owner and operator
Delaware Broadcasting Company, Wilmington.
Studios: 920 King St.
Transmitter: Carrcroft, Edgemoor, Del.

Station representative
Scott Howe Bowen, Inc.

Power
100 w.

Time
Special hours.

Basic rates
No reply received to rate request.

DISTRICT OF COLUMBIA

(Pop.: 486,869; radio sets: 93,630)

WASHINGTON

WJSV (CBS)

Owner
Columbia Broadcasting System, Inc.

Operated by
Old Dominion Broadcasting Co., Washington, D. C.
Business office: 1218 Shoreham Bldg., Washington, D. C.
Studio: Mt. Vernon Memorial Highway, Alexandria, Va.
Transmitter: Mt. Vernon Hills.

Branch offices
New York: Roger E. Vernon.
Chicago: Robert B. Stephenson.

Power
10,000 w.

Time
Full time.

Basic rates

	Day	Evening
1 hour	\$100.00	\$200.00
½ hour	63.00	125.00
¼ hour	39.00	75.00

Transcription equipment
Western Electric double turn-table in both 33½ and 78 r.p.m.

WMAL (NBC)

Owner
M. A. Leese Radio Corp., Inc., Washington, D. C.

Managed and operated by
National Broadcasting Co., Inc.
Business office: 712 Eleventh St.
Studio: 712 Eleventh St.
Transmitter: 712 Eleventh St.

Power
500 w. to local sunset; 250 w. thereafter.

Time
Full time.

Basic rates

	Day	Evening
1 hour	\$75.00	\$150.00
½ hour	45.00	90.00

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¼ hour 30.00 60.00
 (Transcriptions)
 Regular time charges.
Transcription equipment
 Western Electric 78 and 33⅓ r.p.m.
 double turn-tables.

WOL

Owner and operator
 American Broadcasting Co., Annapolis Hotel, Washington, D. C.
 Business office: Annapolis Hotel.
 Studio: Annapolis Hotel.
 Transmitter: Washington, D. C.

Power
 100 w.

Time
 Full time.

Basic rates

	Day	Evening
1 hour	\$67.50	\$135.00
½ hour	37.50	75.00
¼ hour	23.75	47.50

(Transcriptions)

Regular time charges.

Transcription equipment
 Western Electric 33⅓ and 78 r.p.m.
 turn-tables.

WRC (NBC)

Owner and operator
 National Broadcasting Co., Inc.
 Business office: National Press Bldg., Washington, D. C.
 Studio: National Press Bldg.
 Transmitter: 14th and Park Rd., N.W.

Branch Office
 National Broadcasting Co., New York.

Power
 500 w. (Construction permit 1,000 w.)

Time
 Full time.

Basic rates

	Day	Evening
1 hour	\$95.00	\$190.00
½ hour	59.38	118.75
¼ hour	37.11	74.22

Transcription equipment
 33-1/3 and 78 r.p.m. turn-tables.

FLORIDA

(Pop.: 1,468,211; radio sets: 80,694)

CLEARWATER

(Pop.: 7,607)

WFLA (NBC)

Owner
 Chamber of Commerce, Clearwater.

Operated by
 Florida West-Coast Broadcasting Co., Chamber of Commerce Bldg., Clearwater.
 General offices: Manson Arcade, Clearwater.
 Studios: South Osceola Ave., Clearwater; Hillsboro Hotel, Tampa; Recreation Pier, St. Petersburg.
 Transmitter: Bayview Division, near Tampa.

Executive personnel
 Director of broadcasting, station and production manager, W. Walter Tison; commercial manager, H. H. Baskin; program director, Bert

Arnold; musical director, Frank Grasso.

Station representative
 Scott Howe Bowen, Inc.

Power
 2,500 w. to local sunset; 1,000 w. thereafter.

Time
 Full time.

Basic rates

	Day	Evening
1 hour	\$75.00	\$100.00
½ hour	40.00	60.00
¼ hour	25.00	35.00

(Transcriptions)

Regular time charges.
Transcription equipment
 Double turn-table for either 33-1/3 or 78 r.p.m.

GAINESVILLE

(Pop.: 10,465)

WRUF

Owner and operator
 State and University of Florida, Gainesville, Fla.
 Studio: University Campus.
 Transmitter: University Campus.

Power
 5,000 w.

Time
 Limited time to sundown Denver, Col.

Basic rates

	Day	Evening
1 hour	\$50.00	\$75.00
½ hour	30.00	50.00
¼ hour	20.00	30.00

JACKSONVILLE

(Pop.: 129,549)

WJAX (NBC)

Owner and operator
 City of Jacksonville, Fla.
 Business office: First and Main Streets, in Waterworks Park, Jacksonville.
 Studio: First and Main Streets.
 Transmitter: First and Main Streets.

Power
 1,000 w.

Time
 Full time.

Basic rates

	Day	Evening
1 hour	\$75.00	\$225.00
½ hour	45.00	135.00
¼ hour	25.00	75.00

Transcription equipment
 RCA-Victor special 78 and 33-1/3 r.p.m. double turn-tables.

MIAMI

(Pop.: 110,637)

WIOD (NBC)

Owner and operator
 Isle of Dreams Broadcasting Corp., Miami.
 Business office and main studio: Herald Bldg., Miami; Radio Bldg., Collins Island, Miami Beach.
 Transmitter: Collins Island.

Power
 1,000 w.

Time
 Full time.

Basic rates

	Day	Evening
1 hour	\$80.00	\$100.00

½ hour 48.00 60.00
 ¼ hour 28.00 35.00

(Transcriptions)

Regular time charges.

Transcription equipment
 Western Electric 33⅓ and 78 r.p.m.
 double turn-tables.

WQAM (CBS)

Owner and operator
 Miami Broadcasting Co., Inc.
 Studios and offices: 327 N.E. First Ave., Miami.
 Transmitter: News Tower, Miami.

Power
 1,000 w.

Time
 Full time.

Basic rates

	Day	Evening
1 hour	\$66.67	\$100.00
½ hour	40.00	60.00
¼ hour	25.00	36.00

Transcription equipment
 Western Electric 78 and 33⅓ r.p.m.
 double turn-tables.

ORLANDO

(Pop.: 27,330)

WDBO (CBS)

Owner and operator
 Orlando Broadcasting Co., Inc.
 Business office: Fort Gatlin Bldg., 555 N. Orange Ave., Orlando.
 Studio: Fort Gatlin Bldg.
 Transmitter: Fort Gatlin Bldg.

Station representative
 Scott Howe Bowen, Inc.

Power
 250 w.

Time
 Half time.

Basic rates
 No reply received to rate request.

Transcription equipment
 Western Electric 78 and 33⅓ r.p.m.
 double turn-tables.

PENSACOLA

(Pop.: 31,579)

WCOA

Owner and operator
 Pensacola Broadcasting Co.
 Studio: Pensacola.
 Transmitter: Pensacola.

Power
 500 w.

Time
 Full time.

Basic rates
 No reply received to rate request.

Transcription equipment
 Western Electric 33⅓ r.p.m. double turn-table.

ST. PETERSBURG

(Pop.: 40,425)

WSUN (NBC)

Owner
 Chamber of Commerce, St. Petersburg.

Operated by
 Florida West-Coast Broadcasting Co., Chamber of Commerce Bldg., Clearwater, Fla.
 Business office: City Hall.
 Studio: Recreation Pier.
 Transmitter: Bayview Division, near Tampa.

Executive personnel

Director of broadcasting, station and production manager, W. Walter Tison; commercial manager, M. M. Deadrick; program director, Carl Fritz; musical director, George Henniger.

Power

2,500 w. until local sunset; 1,000 w. thereafter.

Time

Full time.

Basic rates

	Day	Evening
1 hour	\$75.00	\$100.00
½ hour	40.00	60.00
¼ hour	25.00	35.00

(Transcriptions)

Regular time charges.

Transcription equipment

33⅓ and 78 r.p.m. double turntables.

TAMPA

(Pop.: 101,161)

WDAE (CBS)

Owner

Tampa Publishing Co.

Operated by

Tampa Daily Times.
Business office: 12th floor, Tampa Terrace Hotel.
Studio: 12th floor, Tampa Terrace Hotel.
Transmitter: Forest Hills Country Club Area, Northwest of Tampa.

Power

1,000 w.

Time

Full time.

Basic rates

No reply received to rate request.

Transcription equipment

Western Electric 33⅓ and 78 r.p.m. duplicate turntables.

WMBR

Owner and operator

F. J. Reynolds, 907 Florida Ave., Tampa.
Studio: Hotel Floridian.
Transmitter: Tampa.

Station representative

Scott Howe Bowen, Inc.

Power

100 w.

Time

Full time.

Basic rates

	Day	Evening
1 hour	\$40.00	\$75.00
½ hour	25.00	40.00
¼ hour	15.00	25.00

Transcription equipment

33⅓ and 78 r.p.m. double turntables.

GEORGIA

(Pop.: 2,908,506; radio sets: 89,628)

AMERICUS

(Pop.: 8,760)

WENC

Owner and operator

Americus Broadcast Co.

Business office: Rylander Bldg.

Studio: Rylander Bldg.

Transmitter: Rylander Bldg.

Station representatives

New York: Scott Howe Bowen, Inc.
Chicago: A. T. Sears & Son, Inc.

Power

100 w.

Time

Limited time (day only).

Basic rates

1 hour	\$26.00
½ hour	14.50
¼ hour	8.00

(Transcriptions)

Regular time charges.

Transcription equipment

78 and 33⅓ r.p.m. double turntables.

ATHENS

(Pop.: 18,192)

WTFI

Owner and operator

Liberty Broadcasting Co., Athens.
Studio: Costa Bldg.
Transmitter: Costa Bldg.

Power

500 w.

Time

Full time.

Basic rates

	Day	Evening
1 hour
½ hour	\$37.50	\$50.00
¼ hour	22.50	30.00

(Transcriptions)

Regular time charges.

Transcription equipment

Western Electric 78 and 33⅓ r.p.m. double turntables.

ATLANTA

(Pop.: 270,366)

WGST (CBS)

Owner

Georgia School of Technology, Atlanta.

Operated by

Southern Broadcasting Stations, Inc.
Business office: Ansley Hotel.
Studio: Ansley Hotel.
Transmitter: Atlanta.

Power

500 w. to local sunset; 250 w. thereafter.

Time

Full time.

Basic rates

	Day	Evening
1 hour	\$97.50	\$150.00
½ hour	52.50	82.50
¼ hour	30.00	45.00

Transcription equipment

33⅓ and 78 r.p.m. double turntables.

WJTL

Owner and operator

Oglethorpe University, Atlanta.
Business office and studio: Oglethorpe University.
Transmitter: Yaarab Shrine Temple, 660 Peachtree St.

Power

100 w.

Time

Full time.

Basic rates

No reply received to rate request.

Transcription equipment

33⅓ and 78 r.p.m. double turntables.

WSB (NBC)

Owner and operator

Atlanta Journal Co., Atlanta.
Business office and studio: Atlanta Biltmore Hotel.
Transmitter: East Lake.

Power

50,000 w.

Time

Full time.

Basic rates

	Day	Evening
1 hour	\$135.00	\$225.00
½ hour	85.00	135.00
¼ hour	51.00	85.00

(Transcriptions)

Regular time charges.

Transcription equipment

Western Electric 33⅓ and 78 r.p.m. double turntables.

AUGUSTA

(Pop.: 60,432)

WRDW

Owner and operator

Musicove, Inc., 309 Eighth St., Augusta.
Business office: 309 Eighth St.
Studio: 309 Eighth St.
Transmitter: Augusta.

Power

100 w.

Time

Full time.

Basic rates

No reply received to rate request.

Transcription equipment

Western Electric 78 and 33⅓ r.p.m. double turntables.

COLUMBUS

(Pop.: 43,137)

WRBL

Owner and operator

WRBL Radio Station, Inc., Columbus.
Business office: Talbottom and Comer Avenues.
Studio: Royal Theater Bldg.
Transmitter: Columbus.

Power

100 w.

Time

Full time.

Basic rates

No reply received to rate request.

Transcription equipment

33⅓ and 78 r.p.m. double turntables.

MACON

(Pop.: 53,829)

WMAZ

Owner and operator

Southeastern Broadcasting Co., Inc., Macon.
Business office: Bankers Health & Life Bldg.
Studio: Bankers Health & Life Bldg.
Transmitter: Tatnall Square.

Power

500 w.

Time
Limited time, sharing with KOB,
KEX.

Basic rates

	Day	Evening
1 hour	\$40.00	\$60.00
½ hour	25.00	35.00
¼ hour	15.00	20.00

(Transcriptions)

Regular time charges.

Transcription equipment
33⅓ and 78 r.p.m. double turn-
tables.

ROME
(Pop.: 21,843)

WFDV

Owner and operator
Rome Broadcasting Corp., Rome.
Business office: 10 Third Ave.
Studio: 10 Third Ave.
Transmitter: Rome.

Power
100 w.

Time
Days.

Basic rates

	Day	Evening
1 hour	\$35.00	\$50.00
½ hour	20.00	30.00
¼ hour	15.00	18.00

(Transcriptions)

Regular time charges.

Transcription equipment
33⅓ and 78 r.p.m. double turn-
tables.

SAVANNAH
(Pop.: 85,024)

WTOC (CBS)

Owner and operator
Savannah Broadcasting Co., Inc.
Business office: De Soto Hotel
Studio: De Soto Hotel.
Transmitter: University City, Ga.

Power
500 w.

Time
Full time.

Basic rates

	Day	Evening
1 hour	\$76.50	\$89.50
½ hour	44.00	53.00
¼ hour	26.50	31.50

Transcription equipment
Western Electric 78 and 33⅓ r.p.m.
double turn-tables.

IDAHO

(Pop.: 445,032; radio sets: 45,435)

BOISE
(Pop.: 21,544)

KIDO

Owner and operator
C. G. Phillips and Frank L. Hill,
Boise.
Business office: Hotel Boise.
Studio: Hotel Boise.
Transmitter: Whitney Bench,
Idaho.

Power
1,000 w.

Time
Full time.

Basic rates
No reply received to rate request.
Transcription equipment
33⅓ r.p.m. double turn-tables.

IDAHO FALLS
(Pop.: 9,429)

KID

Owner and operator
KID Broadcasting Co., Idaho Falls.
Business office and studio: 2nd
floor, J. C. Penney Bldg.
Transmitter: 2nd floor, J. C. Pen-
ney Bldg.

Station representative
Pacific Coast: Scott Howe Bowen,
Inc.

Power
500 w. to local sunset; 250 w. there-
after.

Time
Full time.

Basic rates
No reply received to rate request.

Transcription equipment
33⅓ and 78 r.p.m. double turn-
tables.

NAMPA
(Pop.: 8,206)

KFXD

Owner and operator
Frank E. Hurt, Nampa.
Business office: 1024 12th Ave. So.
Studio: 1024 12th Ave. So.
Transmitter: 1024 12th Ave. So.

Power
100 w.

Time
Full time.

Basic rates

	Day	Evening
1 hour	\$7.50	\$10.00
½ hour	5.00	7.50
¼ hour	3.25	4.00

(Transcriptions)

Regular time charges.

Transcription equipment
33⅓ and 78 r.p.m. double turn-
tables.

POCATELLO
(Pop.: 16,471)

KSEI

Owner and operator
Radio Service Corp., Pocatello.

Station representative
Pacific Coast: Scott Howe Bowen,
Inc.

Power
500 w. to local sunset; 250 w. there-
after.

Time
Full time.

Basic rates

	Day	Evening
1 hour	\$30.00	\$40.00
½ hour	18.75	25.00
¼ hour	11.25	15.00

Transcription equipment
33⅓ and 78 r.p.m. double turn-
tables.

SANDPOINT
(Pop.: 3,290)

KGKX

Owner and operator

Sandpoint Broadcasting Co., Sand-
point.

Construction permit to move studio
and transmitter to Lewiston, Idaho.

Power
100 w.

Time
Full time.

Basic rates
No reply received to rate request.

TWIN FALLS
(Pop.: 8,787)

KTFI

Owner and operator
Radio Broadcasting Corp., Twin
Falls.
Business office and studio: Park
Hotel.
Transmitter: 262 Third Ave., West.

Station representative
Pacific Coast: Scott Howe Bowen,
Inc.

Power
500 w.

Time
Shares night time with KID.

Basic rates

	Day	Evening
1 hour	\$28.00	\$40.00
½ hour	17.50	25.00
¼ hour	10.50	15.00

(Transcriptions)

Rates on application.

Transcription equipment
Western Electric 33⅓ and 78 r.p.m.
double turn-tables.

ILLINOIS

(Pop.: 7,630,654; radio sets;
1,487,134)

CARTHAGE

WCAZ

Owner and operator
Superior Broadcasting Service,
Inc., Carthage.
Business office: 97½ Adams St.
Studio: 97½ Adams St.
Transmitter: Carthage.

Power
50 w.

Time
Special hours.

Basic rates

1 hour	\$60.00
½ hour	35.00
¼ hour	20.00

Transcription equipment
33⅓ and 78 r.p.m. double turn-
tables.

CHICAGO
(Pop.: 3,376,438)

KFKX (NBC)
(See KYW)

Leased by
Chicago Herald and Examiner.

Operated by
Westinghouse Electric and Manu-
facturing Co., Chicago.

KYW (NBC)

Owner
Westinghouse Electric and Manu-
facturing Co.

Leased by
Chicago Herald and Examiner.
Business office: 310 S. Michigan Ave., Chicago.
Studio: 310 S. Michigan Ave.
Transmitter: Bloomingdale Township.

Executive personnel
General manager, Homer Hogan; production manager, Parker Wheatley; musical director, Rex Maupin.

Power
10,000 w.

Time
Full time.

Basic rates

	Day	Evening
1 hour	\$225.00	\$450.00
½ hour	135.00	270.00
¼ hour	72.00	153.00

(Transcriptions)

Latest card does not state rates.

Transcription equipment

Western Electric 33⅓ r.p.m. single turn-tables, and RCA Photophone 33⅓ r.p.m. single turn-tables and 78 r.p.m. double turn-tables.

WAAF

Owner and operator
Drovers Journal Publishing Co., Chicago.
Business office: 836 Exchange Ave.
Main studio: Exchange Bldg.
Transmitter: Chicago.

Station representatives
New York: Paul W. and Guy F. Minnick.

Power
500 w.

Time
Daytime.

Basic rates

	Day	Evening
1 hour	\$100.00	\$150.00
½ hour	60.00	85.00
¼ hour	35.00	50.00

(Transcriptions)

Regular time charges.

Transcription equipment

78 and 33⅓ r.p.m. double turn-tables.

WBBM (CBS)

Owner and operator
WBBM Broadcasting Corp., Chicago.
Business office: 410 N. Michigan Ave.
Studio: Wrigley Bldg., 410 N. Michigan Ave.
Transmitter: Glenview, Ill.

Executive personnel
Vice-president in charge, Leslie Atlas; general production manager, Bobby Brown; program director, Walter Preston; musical director, Howard Neumiller; sales manager, Kelly Smith.

Station representative
New York: Roger E. Vernon.

Power
25,000 w.

Time
Shares night time with KFAB.

Basic rates

	Day	Evening
1 hour	\$200.00	\$460.00
½ hour	120.00	275.00
¼ hour	70.00	165.00

(Transcriptions)

20% increase for transcriptions.

Transcription equipment
Western Electric 33⅓ and 78 r.p.m. double turn-tables.

WCFL (NBC)

Owner and operator
Chicago Federation of Labor.
Business office: American Furniture Mart, 666 Lake Shore Drive.
Studio: American Furniture Mart.
Transmitter: Navy Pier, Chicago.
(Construction permit to move transmitter to York Township, Ill.)

Executive personnel
President, John Fitzpatrick; general manager, Edward N. Nockles; business manager, Franklin Lindquist; production director, Phillip Friedlander; musical director, Eddie Hanson.

Power
5,000 w.

Time
Special experimental authorization for unlimited time.

Basic rates

	Day	Evening
1 hour	\$175.00-\$200.00	\$350.00
½ hour	105.00-125.00	210.00
¼ hour	62.00-75.00	125.00

(Transcriptions)

Special rates prevail.

Transcription equipment

Western Electric double 78 and 33⅓ r.p.m. turn-tables.

WCRW

Owner and operator
Clinton R. White, Chicago.
Business office: Embassy Hotel, 2756 Pine Grove Ave.
Studio: Embassy Hotel.
Transmitter: Embassy Hotel.

Executive personnel
Station manager, J. A. White; program director, A. E. Dreier.

Power
100 w.

Time
Special hours.

Basic rates

½ hour	\$35.00
¼ hour	20.00

(Transcriptions)

Regular time charges.

Transcription equipment

33⅓ and 78 r.p.m. double turn-tables.

WEDC

Owner and operator
Emil Denmark, Inc., Chicago.

Power
100 w.

Time
Special hours.

WENR (NBC)

Owner
Great Lakes Broadcasting Co.
Operated and leased by
National Broadcasting Co., Merchandise Mart, 222 N. Bank Dr., Chicago.
Transmitter: Downers Grove, Ill.

Executive personnel
Vice-president in charge, Niles Trammel; assistant general manager, P. G. Parker; station relations manager, Fred Weber; production director, C. L. Menser; musical director, Roy Shield; program manager, A. W. Kaney;

sales manager, Kenneth Carpenter.

Branch office
New York: National Broadcasting Co.

Power
50,000 w.

Time
Shares time with WLS.

Basic rates

	Day	Evening
1 hour	\$250.00	\$500.00
½ hour	156.25	312.50
¼ hour	97.65	195.30

(Transcriptions)

An additional charge of \$10.00.

Transcription equipment

33⅓ and 78 r.p.m. turn-tables.

WGES

Owner
Oak Leaves Broadcasting Station, Inc., Chicago.

Studio: Guyon's Paradise Ballroom, Crawford and West End Aves.

Transmitter: Guyon's Paradise Ballroom.

Operated by
Gene T. Dyer.

Executive personnel
Station manager, Gene Dyer; production manager, Charles Lanphear; musical director, John Van.

Power
1,000 w. to local sunset Sundays; 500 w. weekdays.

Basic rates

	Day	Evening
1 hour	\$55.00	\$100.00
½ hour	30.00	55.00
¼ hour	17.50	30.00

(Transcriptions)

Regular time charges.

Transcription equipment

78 and 33⅓ r.p.m. double turn-tables.

WGN (CBS)

Owner and operator
WGN, Inc., Chicago.
Business office: Tribune Tower.
Studio: Drake Hotel.
Transmitter: Elgin, Ill.

Executive personnel
General manager, W. E. McFarland; station manager, Quin Ryan; commercial manager, George Isaac; production manager, Edward Barry; musical director, Delos Owen.

Branch offices
Chicago: Tribune Square, Superior 0100.

New York: 220 E. 42nd St., Vanderbilt 3-9292.

Atlanta: 1825 Rhodes Haverty Bldg.

Boston: 718 Chamber of Commerce Bldg.

Pacific Coast: Keene Fitzpatrick, San Francisco, 820 Kohl Bldg.

Power
25,000 w.

Time
Full time.

Basic rates

	Day	Evening
1 hour	\$235.00	\$450.00
½ hour	130.00	250.00
¼ hour	90.00	175.00

Transcription equipment

Equipped for electrical transcriptions.

WIBO*Owner and operator*

Nelson Bros. Bond & Mortgage Co., 134 No. LaSalle St., Chicago (affiliated with the Chicago Evening American).
Studio: 35 E. Wacker Drive.
Transmitter: Des Plaines, Ill.

Executive personnel

General manager, Albert E. Nelson; production manager, Lloyd G. Harris; musical director, John Cervy; sales manager, James MacPherson.

Power

1,500 w. to local sunset; 1,000 w. thereafter.

Time

Shares time with WPCC.

Basic rates

No reply received to rate request.

Transcription equipment

Western Electric 33 $\frac{1}{3}$ and 78 r.p.m. double turn-tables.

WJJD*Owner and operator*

WJJD, Inc., Palmer House, Chicago.
Studios: Mooseheart, Ill., and Palmer House, Chicago.
Transmitter: Mooseheart, Ill.

Executive personnel

Manager, C. A. Howell; commercial director, R. R. Kaufman; program director, David Capp; musical director, David Bennett.

Power

20,000 w.

Time

Limited time.

Basic rates

No reply received to rate request.

Transcription equipment

33 $\frac{1}{3}$ and 78 r.p.m. double turn-tables.

WLS (NBC)*Owner*

Agricultural Broadcasting Co., Chicago.

Operated by

The Prairie Farmer, 1230 Washington Blvd.
Business office: Prairie Farmer Bldg., 1230 Washington Blvd.
Studio: Prairie Farmer Bldg.
Transmitter: Downers Grove, Ill.

Executive personnel

President, Beveridge Butler; general manager, Glenn Snyder; program manager, George Biggar; advertising manager, D. R. McDonald.

Power

25,000 w.

Time

Shares time with WENR, WBCN.

Basic rates

No reply received to rate request.

Transcription equipment

Western Electric 33 $\frac{1}{3}$ and 78 r.p.m. single turn-tables.

WMAQ (NBC)*Owner*

WMAQ, Inc. (Chicago Daily News).

Operated and managed by

National Broadcasting Co., Inc.

Business office: Merchandise Mart, 222 N. Bank Dr., Chicago.
Studio: Merchandise Mart.
Transmitter: Addison, Ill.

Executive personnel

Vice-president in charge, Niles Trammel; assistant general manager, P. G. Parker; station relations manager, Fred Weber; production director, C. L. Menser; musical director, Roy Shield; program manager, A. W. Kaney; sales manager, Kenneth Carpenter.

Branch office

New York: National Broadcasting Co., Inc.

Power

5,000 w.

Time

Full time.

Basic rates

	Day	Evening
1 hour	\$225.00	\$450.00
$\frac{1}{2}$ hour	125.00	250.00
$\frac{1}{4}$ hour	75.00	140.00

Transcription equipment

33 $\frac{1}{3}$ and 78 r.p.m. turn-tables.

WMBI*Owner and operator*

Moody Bible Institute, 153 Institute Place, Chicago.
Business office: 153 Institute Pl.
Studio: 153 Institute Pl.
Transmitter: Addison, Ill.

Power

5,000 w.

Time

Shares time with WCBD and WBT.

Basic rates

Does not sell time.

WPCC*Owner and operator*

North Shore Church, Sheridan Rd. and Wilson Ave., Chicago.

Power

500 w.

Time

Shares time with WIBO.

Basic rates

Does not sell time.

WSBC*Owner and operator*

World Battery Co., Inc., Chicago.
Business office: 1258 S. Michigan Ave.
Main studio: New Southern Hotel.
Transmitter: New Southern Hotel.

Power

100 w.

Time

Special hours.

Basic rates

	Day	Evening
1 hour	\$60.00	\$80.00
$\frac{1}{2}$ hour	35.00	45.00
$\frac{1}{4}$ hour	20.00	30.00

CICERO

(Pop.: 66,602)

WEHS*Owner and operator*

WEHS, Inc., Cicero.
Studio: 6138 W. 22nd St.
Transmitter: Cicero.

Power

100 w.

Time

Special hours.

Basic rates

No reply received to rate request.

WHFC*Owner and operator*

WHFC, Inc., Cicero.
Studio: 6138 W. 22nd St.
Transmitter: Cicero.

Power

100 w.

Time

Special hours.

Basic rates

No reply received to rate request.

DECATUR

(Pop.: 57,510)

WJBL*Owner and operator*

Commodore Broadcasting, Inc., Decatur.
Business office: 134 S. Water St.
Studio: 134 S. Water St.
Transmitter: Gushard Company Store.

Power

100 w.

Time

Shares time with WJBC.

Basic rates

	Day	Evening
1 hour	\$65.00	\$80.00
$\frac{1}{2}$ hour	45.00	55.00
$\frac{1}{4}$ hour	30.00	35.00

(Transcriptions)

Regular time charges.

Transcription equipment

78 and 33 $\frac{1}{3}$ r.p.m. double turn-tables.

GALESBURG

(Pop.: 28, 830)

WKBS*Owner and operator*

Permil N. Nelson, Galesburg.
Studio: Galesburg.
Transmitter: Galesburg.

Power

100 w.

Time

Full time.

Basic rates

No reply received to rate request.

Transcription equipment

78 and 33 $\frac{1}{3}$ r.p.m. turn-tables.

HARRISBURG

(Pop.: 11,625)

WEBQ*Owner and operator*

Harrisburg Broadcasting Co.
Business office: First Trust and Savings Bank Bldg., 100 E. Poplar St.
Studio: First Trust and Savings Bank Bldg.
Transmitter: First Trust and Savings Bank Bldg.

Power

100 w.

Time

Special hours.

Basic rates

	Day	Evening
1 hour	\$20.00	\$30.00
$\frac{1}{2}$ hour	15.00	20.00
$\frac{1}{4}$ hour	10.00	15.00

(Transcriptions)

Regular time charges.

Transcription equipment
Western Electric 78 and 33 1/3 r.p.m.
double turn-tables.

JOLIET

(Pop.: 42,993)

WCLS

Owner and operator
WCLS, Inc., Joliet.
Business office: Joliet National
Bank Bldg.
Studio: Joliet National Bank Bldg.
Transmitter: Joliet National Bank
Bldg.

Power
100 w.

Time
Special hours.

Basic rates

	Day	Evening
1 hour	\$48.00	\$80.00
1/2 hour	28.00	48.00
1/4 hour	15.00	28.00

(Transcriptions)

Regular time charges.

Transcription equipment
33 1/3 and 78 r.p.m. double turn-
tables.

WKBB

Owner and operator
Sanders Brothers Radio, Inc.,
Joliet.
Business office: Joliet National
Bank Bldg.
Studio: Joliet National Bank Bldg.
Transmitter: Joliet National Bank
Bldg.

Power
100 w.

Time
Special hours.

Basic rates
No reply received to rate request.

Transcription equipment
33 1/3 and 78 r.p.m. double turn-
tables.

LA SALLE

(Pop.: 13,149)

WJBC

Owner and operator
Kaskaskia Broadcasting Co., La
Salle.
Business office: Hotel Kaskaskia.
Studio: Hotel Kaskaskia.
Transmitter: Hotel Kaskaskia.

Power
100 w.

Time
Shares time with WJBL.

Basic rates

	Day	Evening
1 hour	\$20.00	\$25.00
1/2 hour	12.50	15.00
1/4 hour	7.50	10.00

(Transcriptions)

Regular time charges.

Transcription equipment
33 1/3 and 78 r.p.m. turn-tables.

PEORIA

(Pop.: 104,969)

WMBD (CBS)

Owner and operator
Peoria Broadcasting Co., Peoria.
Business office: 114 N. Madison St.
Studio: 114 N. Madison St.
Transmitter: 107 East Glenn Ave.,
Peoria Heights, Ill.

Power
1,000 w. to local sunset; 500 w.
thereafter.

Time
Shares time with WTAD.

Basic rates

	Day	Evening
1 hour	Special rates	\$120.00
1/2 hour	Special rates	70.00
1/4 hour	Special rates	40.00

Transcription equipment
33 1/3 and 78 r.p.m. turn-tables.

QUINCY

(Pop.: 39,241)

WTAD

Owner and operator
Illinois Broadcasting Corp., Quincy.
Studio: 600 State St.
Transmitter: 600 State St.

Station representatives
Scott Howe Bowen, Inc.
McElhiney & Associates, Inc.
A. T. Sears & Son, Inc.

Power
500 w.

Time
Shares time with WMBD.

Basic rates

	Day	Evening
1 hour	\$63.00	\$84.00
1/2 hour	31.50	42.00
1/4 hour	15.75	21.00

(Transcriptions)

Regular time charges.

Transcription equipment
33 1/3 and 78 r.p.m. double turn-
tables.

ROCKFORD

(Pop.: 85,864)

KFLV

Owner and operator
Rockford Broadcasters, Inc.
Business office: Rockford News
Tower, 107 S. Water St.
Studio: Rockford News Tower.
Transmitter: Kilburn Ave. Road,
4 1/2 miles N.W. of Rockford.

Station representatives
New York: Scott Howe Bowen,
Inc.
Chicago: A. T. Sears and Son, Inc.
Pacific Coast: W. L. Gleeson.

Power
500 w.

Time
Shares time with WHBL.

Basic rates

	Day	Evening
1 hour	\$90.00	\$150.00
1/2 hour	49.00	82.50
1/4 hour	26.00	45.00

(Transcriptions)

Regular time charges.

Transcription equipment
Double 33 1/3 and 78 r.p.m. turn-
tables.

ROCK ISLAND

(Pop.: 37,953)

WHBF

Owner and operator
Beardsley Specialty Co., Rock Is-
land.
Business office and studio: Harms
Hotel.
Transmitter: Rock Island.

Power
100 w.

Time
Full time.

Basic rates
No reply received to rate request.

Transcription equipment
Single turn-tables 33 1/3, and double
turn-tables 78 r.p.m.

SPRINGFIELD

(Pop.: 71,864)

WCBS

Owner and operator
Charles H. Messter and Harold L.
Dewing, Springfield.
Business office: 208 1/2 S. Fifth St.
Studio: 208 1/2 S. Fifth St.
Transmitter: St. Nicholas Hotel.

Power
100 w.

Time
Shares time with WTAX.

Basic rates

	Day	Evening
1 hour	\$22.00	\$35.00
1/2 hour	11.00	22.00
1/4 hour	6.00	11.00

(Transcriptions)

Regular time charges.

Transcription equipment
78 and 33 1/3 r.p.m. double turn-
tables.

WTAX

Owner and operator
WTAX, Inc., Springfield.
Business office: 416 E. Capital Ave.
Studio: Hotel Abraham Lincoln.
Transmitter: Hotel Abraham Lin-
coln.

Power
100 w.

Time
Shares time with WCBS.

Basic rates

	Day or Evening
1 hour	\$42.00
1/2 hour	22.00
1/4 hour	12.00

Transcription equipment
R.C.A. 78 r.p.m. double turn-table
and Western Electric 33 1/3 r.p.m.
double turn-tables.

TUSCOLA

WDZ

Owner and operator
James L. Bush, Tuscola.
Studio: Star Store Bldg.
Transmitter: Star Store Bldg.

Power
100 w.

Time
Daytime.

Basic rates
No reply received to rate request.

URBANA

(Pop.: 13,060)

WILL

Owner and operator
University of Illinois, Urbana.
Business office: 362 Administration
Bldg.
Main studio: 400 S. Wright St.
Transmitter: Urbana.

Power
500 w. to local sunset; 250 w. there-
after.
Time
Shares time with KFNF and
KUSD.
Basic rates
Does not sell time.

ZION
(Pop.: 5,991)
WCBD

Owner and operator
Wilbur Glenn Voliva, Zion.
Studio: Temple Site.
Transmitter: Zion.

Power
5,000 w.
Time
Shares time with WMBI, WBT.
Basic rates
Does not sell time.

INDIANA
(Pop.: 3,238,503; radio sets: 435,440)

ANDERSON
(Pop.: 39,804)
WHBU

Owner and operator
Anderson Broadcasting Corp.
Business office: 641 Citizens Bank
Bldg.
Studio: 641 Citizens Bank Bldg.
Transmitter: 1110 Meridian St.

Executive personnel
Station, business and production
manager, program and musical di-
rector, A. L. McKee; commercial
director, Don Hancock.

Power
100 w.
Time
Full time.
Basic rates

	Day	Evening
1 hour	\$19.00	\$25.00
½ hour	11.40	15.00
¼ hour	6.65	8.75

(Transcriptions)
Regular time charges.
Transcription equipment
78 and 33⅓ r.p.m. double turn-
tables.

CONNERSVILLE
(Pop.: 12,795)
WKBV

Owner and operator
Knox Battery & Electric Co., 31st
and Grand Ave., Connerville.
Studio: 31st and Grand Ave.
Transmitter: Just north of Con-
nersville.

Power
100 w.
Time
Special hours.
Basic rates
On application.

ELKHART
(Pop.: 32,949)
WTRC (formerly WJAK)

Owner and operator
The Truth Publishing Co., Elkhart.
Business office: Hotel Elkhart.
Studio: Hotel Elkhart.

Power
50 w.
Time
Shares time with WLBC.
Basic rates

	Day	Evening
1 hour	\$35.00	\$52.00
½ hour	20.00	31.00
¼ hour	15.00	21.00

Transcription equipment
33⅓ and 78 r.p.m. double turn-
tables.

EVANSVILLE
(Pop.: 102,249)
WGFB

Owner and operator
Evansville on the Air, Inc.
Business office: 618½ Main St.
Studio: 618½ Main St.
Transmitter: 10½ miles north of
Evansville.

Power
500 w.
Time
Shares night time with WOS,
KFRU.

Basic rates
No reply received to rate request.
Transcription equipment
Western Electric double 78 and sin-
gle 33⅓ r.p.m. turn-tables.

FORT WAYNE
(Pop.: 114,946)
WGL (CBS)

Owner
Fred C. Zieg, Fort Wayne.
Operated by
Radio Station WOWO, Fort
Wayne.
Business office: 213-215 W. Main
St.
Studio: 213-215 W. Main St.
Transmitter: 213-215 W. Main St.
Station representatives
New York: Scott Howe Bowen,
Inc.
Chicago: A. T. Sears & Son.

Power
100 w.
Time
Full time.
Basic rates

	Day	Evening
1 hour	\$60.00	\$70.00
½ hour	30.00	35.00
¼ hour	20.00	25.00

(Transcriptions)
Regular time charges.
Transcription equipment
Western Electric 78 r.p.m. single
and double turn-tables, and 33⅓
double turn-tables.

WOWO (CBS)
Owner and operator
Main Auto Supply Co., Fort
Wayne.
Business office: 213-15 W. Main St.
Studio: 213-15 W. Main St.
Transmitter: Lincoln Highway and
Yellowstone Trail, 6 miles west of
Fort Wayne.

Station representatives
New York: Scott Howe Bowen,
Inc.
Chicago: A. T. Sears & Son and
Scott Howe Bowen, Inc.

Power
10,000 w.
Time
Shares time with WWVA.
Basic rates

	Day	Evening
1 hour	\$128.70	\$214.20
½ hour	64.35	107.10
¼ hour	37.50	59.50

Transcription equipment
Western Electric 78 and 33⅓ r.p.m.
double turn-tables.

GARY
(Pop.: 100,426)
WJKS

Owner and operator
Johnson-Kennedy Radio Corp.,
Gary. Address all communications
to radio station WJKS, 410 North
Michigan Ave., Chicago.
Studio: Gary State Bank Bldg.,
5th Ave. and Broadway.
Transmitter: Gay Mills Ballroom.

Power
1,250 w. to local sunset; 1,000 w.
thereafter.

Time
Shares time with WGES.
Basic rates
No reply received to rate request.

Transcription equipment
78 and 33⅓ r.p.m. double turn-
tables.

HAMMOND
(Pop.: 64,560)
WWAE

Owner and operator
Hammond-Calumet Broadcasting
Corp., Hammond.
Studios: 402 Hammond Bldg.,
Hammond, Ind.; 1525 E. 53rd St.,
Chicago.

Power
100 w.
Time
Shares time with WFAM.

Basic rates

	Day	Evening
1 hour	\$100.00	\$150.00
½ hour	60.00	85.00
¼ hour	35.00	50.00

Transcription equipment
78 and 33⅓ r.p.m. turn-tables.

INDIANAPOLIS
(Pop.: 364,161)
WFBM

Owner and operator
Indianapolis Power & Light Co.
Business office: 229 N. Pennsylva-
nia St.
Studio: 229 N. Pennsylvania St.
Transmitter: Indianapolis.

Power
1,000 w.
Time
Shares time with WSBT.

Basic rates

	Day	Evening
½ hour	\$90.00	\$125.00
¼ hour	54.00	75.00

(Transcriptions)
Regular time charges.

Transcription equipment
78 r.p.m. and Western Electric 33⅓
r.p.m. double turn-tables.

WKBF

Owner and operator
Indianapolis Broadcasting, Inc.
Business office: 540½ N. Meridian St.
Studio: 540½ N. Meridian St.
Remote control studios: Indianapolis News.
Transmitter: On Crawfordsville Road, one mile northwest of Clermont, Ind.

Power
500 w.

Time
Special hours.

Basic rates

	Day	Evening
1 hour	\$100.00	\$200.00
½ hour	62.00	125.00
¼ hour	37.50	75.00

Transcription equipment
Western Electric single 33⅓ and double 78 r.p.m. turn-tables.

MUNCIE

(Pop.: 46,548)

WLBC

Owner and operator
Donald A. Burton, Muncie.
Business office: 217½ S. Walnut.
Studio: 217½ S. Walnut.
Transmitter: Delaware Hotel.

Station representatives
McElhiney and Associates.
Scott Howe Bowen, Inc.

Power
50 w.

Time
Shares time with WTRC.

Basic rates

	Day or Evening
1 hour	\$35.00
½ hour	20.00
¼ hour	15.00

(Transcriptions)

Regular time charges.

Transcription equipment
78 r.p.m. and 33⅓ r.p.m. double turn-tables.

SOUTH BEND

(Pop.: 104,193)

WFAM

Owner and operator
South Bend Tribune.
Business office: Tribune Bldg., 225 W. Colfax Ave.
Studio: Tribune Bldg.
Transmitter: 4½ miles west of South Bend.

Power
100 w.

Time
Shares time with WWAE.

Basic rates
No reply received to rate request.

Transcription equipment
33⅓ r.p.m. and 78 r.p.m. double turn-tables.

WSBT (CBS)

Owner and operator
South Bend Tribune.
Studio: Tribune Bldg.
Transmitter: 4½ miles west of South Bend.

Power
500 w.

Time
Shares time with WFBM.

Basic rates

	Day	Evening
1 hour	\$100.00	\$150.00
½ hour	60.00	100.00
¼ hour	35.00	60.00

(Transcriptions)

Transcription equipment
78 and 33⅓ r.p.m. double turn-tables.

TERRE HAUTE

(Pop.: 62,810)

WBOW

Owner and operator
Banks of Wabash, Inc., Terre Haute.
Business office: Wabash Bldg., Sixth and Wabash Ave.
Studio: Wabash Bldg.
Transmitter: South 25th and Dimmick Streets.

Station representatives
Chicago: Scott Howe Bowen, Inc.
New York: Scott Howe Bowen, Inc.
Detroit: Scott Howe Bowen, Inc.

Power
100 w.

Time
Full time.

Basic rates

	Day	Evening
1 hour	\$65.00	\$80.00
½ hour	45.00	55.00
¼ hour	30.00	35.00

(Transcriptions)

Regular time charges.

Transcription equipment
33⅓ r.p.m. single and 78 r.p.m. double turn-tables.

WEST LAFAYETTE

(Pop.: 5,095)

WBAA

Owner and operator
Purdue University, West Lafayette.

Power
1,000 w. to local sunset; 500 w. thereafter.

Time
Special hours.
Does not sell time.

IOWA

(Pop.: 2,470,939; radio sets: 426,747)

AMES

(Pop.: 10,261)

WOI

Owner and operator
Iowa State College of Agriculture and Mechanic Arts, Ames.
Studio: Ames.
Transmitter: Ames.

Power
5,000 w.

Time
Day only.

Basic rates
Does not sell time.

BOONE

KFGQ

Owner and operator
Boone Biblical College, Boone.

Power
100 w.

Time
Special hours.
Basic rates
Does not sell time.

CEDAR RAPIDS

(Pop.: 56,097)

KWCR (NBC)

Owner
Cedar Rapids Broadcast Co.

Operated by
Des Moines Register and Tribune.
Business office: Seventh Floor, Hotel Montrose.
Studio: Hotel Montrose.
Transmitter: On top Hotel Montrose.

Power
100 w.

Time
Shares time with KFJY, KFGQ.

Basic rates

	Day	Evening
1 hour	\$60.00	\$80.00
½ hour	40.00	60.00
¼ hour	30.00	40.00

(Transcriptions)

Regular time charges.

Transcription equipment
Western Electric 78 and 33⅓ r.p.m. double turn-tables.

COUNCIL BLUFFS

KOIL

Studios in Council Bluffs and Omaha —see listing under Omaha, Neb.

DAVENPORT

(Pop.: 60,751)

WOC-WHO (NBC)

Owner and operator
Central Broadcasting Co., 1002 Brady St., Davenport.
Studios: WOC—Brady Hill, Davenport; WHO—914 Locust Street, Des Moines.
Transmitters: WOC—Brady Hill, Davenport; WHO—Liberty Bldg., Des Moines.

Branch office
Chicago: Free & Steinger, Inc.

Power
5,000 w. both stations.

Time
Full time.

Basic rates

	Day	Evening
½ hour	\$175.00	\$350.00
¼ hour	110.00	210.00

(Transcriptions)

Regular time charges.

Transcription equipment
Western Electric 33⅓ and 78 r.p.m. double turn-tables.

DECORAH

KWLC

Owner and operator
Luther College, Decorah.

Power
100 w.

Time
Daytime—shares with KGCA.

Basic rates
Does not sell time.

DES MOINES

(Pop.: 142,599)

KSO (NBC)*Owner*
Iowa Broadcasting Co., Des Moines.*Operated by*
Des Moines Register and Tribune.
Studio: Des Moines Register and Tribune Bldg.*Station representatives*
New York: I. A. Klein, Inc.
Chicago: Guy S. Osborn.
Detroit: Jos. R. Scolaro.
St. Louis: C. A. Cour.*Power*
250 w. to local sunset; 100 w. thereafter.*Time*
Full time.*Basic rates*

	Day	Evening
1/2 hour	\$55.00	\$75.00
1/4 hour	37.50	50.00

(Transcriptions)
Regular time charges.

Transcription equipment
Western Electric 33 1/3 and 78 r.p.m. turn-tables.**WHO (NBC)**

This station is owned and operated by the Central Broadcasting Co. and is synchronized with WOC, Davenport, Iowa. All programs are broadcast simultaneously over WOC and WHO. For rates and data see listing WOC, Davenport.

IOWA CITY

(Pop.: 1,534)

WSUI*Owner and operator*
State University of Iowa, Iowa City.
Studio: Iowa City.
Transmitter: Iowa City.*Power*
500 w.*Time*
Limited time.*Basic rates*
Does not sell time.**MARSHALLTOWN**

(Pop.: 17,373)

KFJB*Owner and operator*
Marshall Electric Co., Inc., Marshalltown.
Business office: Sixteenth and Main Sts.
Studio: Sixteenth and Main Sts.
Transmitter: Sixteenth and Main Sts.*Power*
250 w. to local sunset; 100 w. thereafter.*Time*
Half-time.*Basic rates*

	Day or Evening
1 hour	\$65.00
1/2 hour	40.00
1/4 hour	22.50

(Transcriptions)
Regular time charges.

Transcription equipment
Western Electric 33 1/3 and 78 r.p.m. double turn-tables.**OTTUMWA****WIAS***Owner and operator*
Iowa Broadcasting Co., Ottumwa.
Studio: Hotel Ottumwa.
Transmitter: Hotel Ottumwa.*Power*
100 w.*Time*
Full time.*Basic rates*
No reply received to rate request.*Transcription equipment*
Western Electric 78 and 33 1/3 r.p.m. double turn-tables.**RED OAK**

(Pop.: 5,778)

KICK*Owner and operator*
Red Oak Radio Corp.
Transmitter: C. E. Tuttle Hatchery, Red Oak.*Power*
100 w.*Time*
Full time.*Basic rates*
No reply received to rate request.*Transcription equipment*
78 and 33 1/3 r.p.m. turn-tables.**SHENANDOAH**

(Pop.: 6,502)

KFNF*Owner and operator*
Henry Field Co., Shenandoah.
Power
1,000 w. to local sunset; 500 w. thereafter.*Time*
Shares time with WILL and KUSD.*Basic rates*

	Day and Evening
1 hour	\$240.00
1/2 hour	135.00
1/4 hour	75.00

(Transcriptions)
Regular time charges.

Transcription equipment
78 and 33 1/3 r.p.m. double turn-tables.**KMA***Owner and operator*
May Seed & Nursery Co., Shenandoah.*Power*
1,000 w. to local sunset; 500 w. thereafter.*Time*
Shares time with KGBZ.*Basic rates*
On application.**SIOUX CITY**

(Pop.: 79,183)

KSCJ (CBS)*Owner and operator*
Perkins Bros. Co., Sioux City.
Business office: 415 Douglas St.
Studio: 415 Douglas St.
Transmitter: First and Bluff Sts.*Power*
2,500 w. to local sunset; 1,000 w. thereafter.*Time*
Shares time with WTAQ.*Basic rates*

	Day	Evening
1 hour	\$143.75	\$179.65
1/2 hour	86.20	107.80
1/4 hour	51.70	64.65

(Transcriptions)

Regular time charges.

Transcription equipment
33 1/3 and 78 r.p.m. double turn-tables.**WATERLOO**

(Pop.: 46,191)

WMT (CBS)*Owner and operator*
Waterloo Broadcasting Co.
Business office: Third & Lafayette.
Studio: Third & Lafayette.
Transmitter: Waterloo.*Power*
500 w. experimentally.*Time*
Full time.*Basic rates*

	Day	Evening
1 hour	\$110.00	\$180.00
1/2 hour	60.00	100.00
1/4 hour	38.00	57.00

(Transcriptions)

Regular time charges.

Transcription equipment
Western Electric 33 1/3 and 78 r.p.m. double turn-tables.**KANSAS**

(Pop.: 1,880,999; radio sets: 261,936)

ABILENE

(Pop.: 5,658)

KFBI*Owner and operator*
Farmers & Bankers Life Insurance Co.
Studio: Abilene.
Transmitter: Milford, Kans.*Station representative*
Kansas City, Mo.: The Willot Co.*Power*
5,000 w.*Time*
Time limited.*Basic rates*

	Day	Evening
1 hour	\$90.00	\$125.00
1/2 hour	50.00	70.00
1/4 hour	35.00	50.00

(Transcriptions)

Regular time charges.

Transcription equipment
33 1/3 and 78 r.p.m. double turn-tables.**COFFEYVILLE****KGGF***Owner and operator*
Powell & Platz, Coffeyville, Kans.
Business office: Eighth and Elm Sts., Coffeyville, Kans.
Studio: Corner Interstate and Oklahoma Sts., South Coffeyville, Okla.
Transmitter: South Coffeyville.

Power
1,000 w. to local sunset; 500 w. thereafter.

Time
Shares time with WNAD.

Basic rates

	Day	Evening
1 hour	\$45.00	\$75.00
½ hour	25.00	40.00
¼ hour	15.00	25.00

Transcription equipment
33⅓ and 78 r.p.m. double turn-tables.

DODGE CITY
(Pop. 10,059)

KGNO

Owner and operator
Dodge City Broadcasting Co., Inc.
Business office: First National Bank Bldg.
Studio: First National Bank Bldg.
Transmitter: West Park Street Road.

Station representatives
New York: Scott Howe Bowen, Inc.
St. Louis: McElhiney & Associates.

Power
100 w.

Time
Full time.

Basic rates
No reply received to rate request.

Transcription equipment
33⅓ and 78 r.p.m. double turn-tables.

KANSAS CITY
(Pop.: 121,857)

WLBF

Owner and operator
WLBF Broadcasting Co., Inc., Kansas City, Kans.
Studios: Huron Bldg., Kansas City, Kans. and Aladdin Hotel, Kansas City, Mo.
Transmitter: Huron Bldg.

Power
100 w.

Time
Full time.

Basic rates

	Day	Evening
½ hour	\$15.00	\$20.00
¼ hour	9.00	12.00
10 min.	7.50	10.00

Transcription equipment
33⅓ and 78 r.p.m. double turn-tables.

LAWRENCE
(Pop.: 13,726)

KFKU

Owner and operator
University of Kansas, Lawrence.
Business office: 109 Fraser Hall.
Studio: Electrical Laboratory, University of Kansas.
Transmitter: Lawrence.

Power
500 w.

Time
Shares time with WREN.

Basic rates
Does not sell time.

WREN (NBC)

Owner and operator
Jenny Wren Co., Lawrence.
Business office: 546 Massachusetts St.
Studio: 546 Massachusetts St., Lawrence and Bellerive Hotel, Kansas City, Mo.
Transmitter: Lawrence.

Station representative
St. Paul: General Radio Broadcasting Co.

Power
1,000 w.

Time
Shares time with KFKU

Basic rates

	Day	Evening
1 hour	\$120.00	\$240.00
½ hour	67.50	135.00
¼ hour	45.00	90.00

(Transcriptions)
Regular time charges.
Transcription equipment
Western Electric 78 and 33⅓ r.p.m. double turn-tables.

MANHATTAN
(Pop.: 10,136)

KSAC

Owner and operator
Kansas State College of Agriculture and Applied Science, Manhattan.

Power
1,000 w. to local sunset; thereafter 500 w.

Time
Shares time with WIBW

Basic rates
Does not sell time.

TOPEKA
(Pop.: 64,120)

WIBW (CBS)

Owner
Topeka Broadcasting Association, Inc.

Operated by
Capper Publications, Topeka.
Business office: 514 National Reserve Bldg.
Studio: Roof of National Reserve Bldg.
Transmitter: 3 miles east of Topeka.

Power
1,000 w.

Time
Shares time with KSAC.

Basic rates

	Day	Evening
1 hour	\$110.00	\$190.00
½ hour	70.00	100.00
¼ hour	40.00	60.00

(Transcriptions)
Regular time charges.
Transcription equipment
Western Electric 33⅓ and 78 r.p.m. double turn-tables.

WICHITA
(Pop.: 111,110)

KFH (CBS)

Owner and operator
Radio Station KFH Co., Wichita (Wichita Eagle—Hotel Lassen).
Business office: 124½ S. Market St.

Studio: 124½ S. Market St.
Transmitter: Located near Travel Air Flying Field.

Branch office
Chicago: William G. Rambeau.

Executive personnel
General manager, C. U. Price; local sales manager, Russel Lowe; program director, Ethylee Buck, accounts, Leila Hull.

Power
1,000 w.

Time
Shares time with WOQ.

Basic rates

	Day	Evening
½ hour	\$75.00	\$150.00
¼ hour	45.00	80.00

(Transcriptions)
Regular time charges.
Transcription equipment
Western Electric 33⅓ and 78 r.p.m. double turn-tables.

KENTUCKY

(Pop.: 2,614,589; radio sets: 153,888)

COVINGTON

(Pop.: 65,252)

WCKY (NBC)

Owner and operator
L. B. Wilson, Inc., 6th and Madison, Covington.
Studio: 6th and Madison.
Transmitter: Crescent Springs, Ky.

Power
5,000 w.

Time
Full time.

Basic rates

	Day	Evening
1 hour	\$100.00	\$300.00
½ hour	55.00	165.00
¼ hour	30.00	90.00

Transcription equipment
Western Electric 33⅓ and 78 r.p.m. turn-tables.

HOPKINSVILLE
(Pop.: 10,746)

WFIW

Owner and operator
WFIW, Inc., Hopkinsville.

Power
1,000 w.

Time
Full time.

Basic rates

	Day	Evening
1 hour	\$65.00	\$125.00
½ hour	40.00	80.00
¼ hour	25.00	50.00

Transcription equipment
78 r.p.m. and 33⅓ r.p.m. tables.

LOUISVILLE
(Pop.: 307,745)

WHAS (CBS)

Owner and operator
The Courier-Journal Co. and the Louisville Times Co., Louisville.
Business office: 300 W. Liberty St.
Studio: 300 W. Liberty St.
Transmitter: Near Jeffersontown, Kentucky.

Power
50,000 w.
Time
Full time.
Basic rates

	Day	Evening
1 hour	\$200.00	\$400.00
½ hour	120.00	240.00
¼ hour	72.00	144.00

Transcription equipment
Western Electric 33⅓ and 78 r.p.m. double turn-tables.

WLAP

Owner and operator
American Broadcasting Corp. of Kentucky, Louisville.
Business office: 333 Guthrie St.
Studio: 333 Guthrie St.
Transmitter: 4½ miles from city.

Power
250 w. to local sunset; 100 w. thereafter.

Time
Full time.
Basic rates

	Day	Evening
1 hour	\$60.00	\$100.00
½ hour	36.00	60.00
¼ hour	21.00	35.00

(Transcriptions)

Regular time charges.

Transcription equipment
Western Electric 33⅓ and 78 r.p.m. turn-tables.

LOUISIANA

(Pop.: 2,101,593; radio sets: 74,758)

MONROE

(Pop.: 26,028)

KMLB

Owner and operator
Liner's Broadcasting Station, Inc., Monroe.
Business office: 512 South Grand St.
Studio: Frances Hotel, Corners Jackson and Harrison Streets.
Transmitter: 512 South Grand St.

Station representatives
Chicago: C. A. Naughton.
Pacific Coast: International Broadcasting Co., Ltd.

Power
100 w.

Time
Full time.

Basic rates

	Day	Evening
1 hour	\$50.00	\$75.00
½ hour	27.50	40.00
¼ hour	15.00	25.00

(Transcriptions)

Regular time charges.

Transcription equipment
Western Electric 78 and 33⅓ r.p.m. double turn-tables.

NEW ORLEANS

(Pop.: 458,762)

WABZ

Owner and operator
Samuel D. Reeka, New Orleans.

Business office: Marberc Hotel.
Studio: Marberc Hotel.
Transmitter: 1376 Camp St.

Power
100 w.

Time
Shares time with WJBW

Basic rates

	Day	Evening
1 hour	\$45.00	\$75.00
½ hour	25.00	45.00
¼ hour	15.00	25.00

(Transcriptions)

Regular time charges.

Transcription equipment
33⅓ r.p.m. and double 78 r.p.m. turn-tables.

WDSU (CBS)

Owner and operator
Joseph H. Uhalt, New Orleans.
Business office: Hotel DeSoto.
Studio: Hotel DeSoto.
Transmitter: Gretna, La.

Power
1,000 w.

Time
Full time.

Basic rates

	Day	Evening
1 hour	\$168.75	\$225.00
½ hour	88.65	135.00
¼ hour	53.00	81.00

Transcription equipment
Western Electric 78 and 33⅓ r.p.m. turn-tables.

WJBO

Owner and operator
Valdemar Jensen, New Orleans.
Studio: Orpheum Theater.
Transmitter: 119 S. St. Patrick.

Power
100 w.

Time
Daytime only.

Basic rates
No reply received to rate request.

WJBW

Owner and operator
Charles C. Carlson, New Orleans.
Business office: 2743 Dumaine St.
Studio: 2743 Dumaine St.
Transmitter: New Orleans.

Power
100 w.

Time
Shares time with WABZ.

Basic rates

	Day	Evening
1 hour	\$35.00	\$45.00
½ hour	21.00	27.00
¼ hour	12.60	16.20

(Transcriptions)

Regular time charges.

Transcription equipment
33⅓ r.p.m. single and 78 r.p.m. double turn-tables.

WSMB (NBC)

Owner and operator
WSMB, Inc., New Orleans.
Business office: 901 Canal St.
Studio: 901 Canal St.
Transmitter: Gentilly, La.

Power
500 w.

Time
Full time.

Basic rates

	Day Rates on application	Evening Rates on application
1 hour		
½ hour	\$65.00	\$130.00
¼ hour	35.00	70.00

(Transcriptions)

Regular time charges.

Transcription equipment
Western Electric 78 and 33⅓ r.p.m. double turn-tables.

WWL

Owner
Loyola University, New Orleans operated by WWL Development Co.
Business office: Roosevelt Hotel.
Studio: Roosevelt Hotel.
Transmitter: Kenner, La.

Power
5,000 w.

Time
Shares time with KWKH.

Basic rates

	Day	Evening
¼ hour	\$40.00	\$80.00

(Transcriptions)

Regular time charges.

Transcription equipment
Western Electric 78 and 33⅓ r.p.m. double turn-tables.

SHREVEPORT

(Pop.: 76,665)

KRMD

Owner and operator
KRMD, Inc., Shreveport.
Studio: Jefferson Hotel.
Transmitter: 1445 Claiborne Ave.

Power
100 w.

Time
Special hours.

Basic rates
No reply received to rate request.

Transcription equipment
78 and 33⅓ r.p.m. turn-tables.

KTBS (NBC)

Owner and operator
Tri-State Broadcasting System, Inc., Shreveport.
Business office: P.O. Box 1642.
Studio: Washington-Youree Hotel.
Transmitter: Shreveport.

Executive personnel
Station and business manager, and commercial director, John C. McCormack; production manager and program director, John P. Goodwin; musical director, Milly Kilmer.

Power
1,000 w.

Time
Full time.

Basic rates

	Day	Evening
1 hour	\$75.00	\$125.00
¼ hour	45.00	75.00
	30.00	50.00

(Transcriptions)

Regular time charges.

Transcription equipment
33⅓ and 78 r.p.m. double turn-table.

KWEA
Owner and operator
 Hello World Broadcasting Corp.,
 Shreveport.
 Studio: 510 N. Market St.
 Transmitter: 510 N. Market St.

Power
 100 w.

Time
 Full time.

Basic rates
 No reply received to rate request.

Transcription equipment
 78 and 33 1/3 r.p.m. double turn-
 tables.

KWKH
Owner and operator
 Hello World Broadcasting Corp.,
 Shreveport.
 Business office: Spring & Fannin
 Sts.
 Studio: Spring & Fannin Sts.; and
 Kennonwood, La.
 Transmitter: Kennonwood, La.

Power
 10,000 w.

Time
 Shares time with WWL.

Basic rates

	Day	Evening
1 hour	\$225.00	\$450.00
1/2 hour	129.37	258.00
1/4 hour	73.12	146.25

(Transcriptions)
 Regular time charges.

Transcription equipment
 78 and 33 1/3 r.p.m. double turn-
 tables.

MAINE
 (Pop.: 797,423; radio sets: 107,982)

AUGUSTA
 (Pop.: 17,198)

WRDO
Owner and operator
 WRDO, Inc., Augusta.
 Business office: Augusta House.
 Studio: Augusta House.
 Transmitter: 341 Water St.

Power
 100 w.

Time
 Full time.

Basic rates

	Day	Evening
1 hour	\$30.00	\$48.00
1/2 hour	22.20	30.00
1/4 hour	15.00	18.00

Transcription equipment
 RCA Victor 78 and 33 1/3 r.p.m.
 doubles.

BANGOR
 (Pop.: 28,749)

WABI
Owner and operator
 First Universalist Society of Ban-
 gor.
 Business office: Dorothy Memorial
 Bldg.
 Studio: Dorothy Memorial Bldg.
 Transmitter: Bangor.

Power
 100 w.

Time
 Special hours.

Basic rates

	Day	Evening
1/2 hour	\$15.00	\$20.00
1/4 hour	10.00	12.00

Transcription equipment
 33 1/3 and 78 r.p.m. double turn-
 tables.

WLBZ (CBS)
Owner and operator
 Maine Broadcasting Co., Inc., Ban-
 gor.
 Business office: 100 Main St.
 Studio: 98-100 Main St.
 Transmitter: Bangor.

Power
 500 w.

Time
 Full time.

Basic rates

	Day	Evening
1 hour	\$60.00	\$100.00
1/2 hour	35.00	60.00
1/4 hour	20.00	35.00

(Transcriptions)
 Regular time charges.

Transcription equipment
 RCA 78 and 33 1/3 r.p.m. double
 turn-tables.

PORTLAND
 (Pop.: 70,810)

WCSH (NBC)
Owner and operator
 Congress Square Hotel Co., Port-
 land.
 Business office: 579 Congress St.
 Studio: 579 Congress St.
 Transmitter: Scarborough, Me.

Power
 1000 w.

Time
 Full time.

Basic rates

	Day	Evening
1 hour	\$69.00	\$138.00
1/2 hour	40.25	80.50
1/4 hour	23.00	46.00

(Transcriptions)
 Regular time charges.

Transcription equipment
 Western Electric 78 r.p.m. and
 33 1/3 r.p.m. double turn-tables.

MARYLAND
 (Pop.: 1,631,526; radio sets: 228,604)

BALTIMORE
 (Pop.: 804,874)

WBAL (NBC)
Owner and operator
 Consolidated Gas, Electric Light &
 Power Co. of Baltimore.
 Business office: Lexington Bldg.
 Studio: Lexington Bldg.
 Transmitter: Glenn Morris, Md.

Power
 10,000 w.

Time
 Shares time with WTIC.

Basic rates

	Day	Evening
1 hour	\$150.00	\$300.00
1/2 hour	93.75	187.50
1/4 hour	58.50	117.00

(Transcriptions)
 Regular time charges.

Transcription equipment
 Western Electric 33 1/3 and 78 r.p.m.
 turn-tables.

WCAO (CBS)
Owner and operator
 Monumental Radio Co., 811 W.
 Lanvale St., Baltimore.
 Business office: 811 W. Lanvale St.
 Studio: 811 W. Lanvale St.
 Transmitter: 811 W. Lanvale St.

Power
 250 w.

Time
 Full time.

Basic rates

	Day	Evening
1 hour	\$180.00	\$300.00
1/2 hour	110.00	180.00
1/4 hour	65.00	110.00

(Transcriptions)
 Regular time charges.

Transcription equipment
 Western Electric 33 1/3 and 78 r.p.m.
 turn-tables.

WCBM
Owner and operator
 Baltimore Broadcasting Corp.,
 Keith Theater Bldg.
 Business office: Keith Theater
 Bldg., Lexington and Park Ave-
 nues.
 Studio: Keith Theater Bldg.
 Transmitter: Keith Theater Bldg.

Power
 250 w. to local sunset; 100 w. there-
 after.

Time
 Full time.

Basic rates
 No reply received to rate request.

Transcription equipment
 Equipped for electrical transcrip-
 tions.

WFBR (NBC)
Owner and operator
 Baltimore Radio Show, Inc.
 Studios: 7 St. Paul St.
 Transmitter: Orangeville, Md.

Station representative
 Scott Howe Bowen, Inc.

Power
 500 w.

Time
 Full time.

Basic rates

	Day	Evening
1 hour	\$125.00	\$200.00
1/2 hour	75.00	120.00
1/4 hour	47.50	72.00

(Transcriptions)
 Regular time charges.

Transcription equipment
 Western Electric 78 and 33 1/3 r.p.m.
 double turn-tables.

CUMBERLAND
(Pop.: 37,747)

WTBO

Operated by
Interstate Broadcasting System, Inc.
Business office: Commercial Bank Bldg., Cumberland.
Studio: Commercial Bank Bldg.
Transmitter: Fort Hill, Md.

Power
250 w. to local sunset; 100 w. thereafter.

Time
Full time.

Basic rates

	Day	Evening
1 hour	\$37.50	\$50.00
½ hour	22.50	30.00
¼ hour	12.00	16.00

(Transcriptions)

Regular time charges.

Transcription equipment
RCA-Victor 78 and 33⅓ r.p.m. double turn-tables.

HAGERSTOWN
(Pop.: 30,861)

WJEJ

Owner and operator
A. V. Tidmore, Hagerstown.
Business office: Hotel Alexander.
Studio: Hotel Alexander.
Transmitter: Hagerstown.

Power
100 w.

Time
Daytime only.

Basic rates

	Day
1 hour	\$60.00
½ hour	37.50
¼ hour	25.00

Transcription equipment
Western Electric 33⅓ single and 78 r.p.m. double turn-tables.

MASSACHUSETTS

(Pop.: 4,249,614; radio sets: 814,645)

BOSTON
(Pop.: 781,188)

WAAB (CBS)

Owner and operator
Bay State Broadcasting Corp. Affiliated with Shepard Broadcasting Service, Inc.
Business office: 1-2 Winter Place, Boston.
Studios: 21 Brookline Ave.
Transmitter: Squantum, Quincy, Mass.

Executive personnel
Chairman of board, John Shepard, III; business manager, R. L. Harlow; production manager, Linus Travers; commercial director, C. W. Phelan; program director, C. G. Jones; musical director, Charles R. Hector.

Station representative
New York: Scott Howe Bowen, Inc.

Power
500 w.

Time
Full time.

Basic rates

	Day	Evening
1 hour	\$100.00	\$200.00
½ hour	50.00	100.00
¼ hour	32.50	65.00

(Transcriptions)

Regular time charges.

Transcription equipment
Western Electric 78 and 33⅓ r.p.m. double turn-tables.

WBZ (NBC)

Owner
Westinghouse Electric & Manufacturing Co.

Operated and managed by
National Broadcasting Co., Inc.
Business office: Hotel Bradford, Boston.
Studio: Hotel Bradford.
Transmitters: Mills Township.

Branch office
National Broadcasting Co., Inc.

Power
25,000 w.

Time
Full time.

Basic rates

	Day	Evening
1 hour	\$375.00	\$750.00
½ hour	200.00	400.00
¼ hour	140.00	280.00

Transcription equipment
78 and 33⅓ r.p.m. double turn-tables.

WEEI (NBC)

Owner and operator
Edison Electric Illuminating Co. of Boston, 39 Boylston St., Boston.
Business office: 182 Tremont St.
Studio: 182 Tremont St.
Transmitter: Weymouth, Mass.

Power
1,000 w.

Time
Full time.

Basic rates

	Day	Evening
1 hour	\$150.00	\$300.00
½ hour	87.50	185.00
¼ hour	62.50	125.00

(Transcriptions)

Regular time charges.

Transcription equipment
Western Electric 78 and 33⅓ r.p.m. double turn-tables.

WLOE

Owner and operator
Boston Broadcasting Co.
Studio: Hotel Bellevue, 21 Beacon St.
Transmitter: Chelsea, Mass.

Power
250 w. to local sunset; 100 w. thereafter.

Time
Half time.

Basic rates

	Day	Evening
1 hour	\$60.00	\$120.00
½ hour	32.50	65.00
¼ hour	17.50	35.00

Transcription equipment
78 and 33⅓ r.p.m. turn-tables.

WNAC (CBS)

Owner and operator
Shepard Broadcasting Service, Inc., Boston.
Business office: 1-2 Winter Place.
Studios: Hotel Buckminster, 21 Brookline Ave.
Transmitter: Squantum, Quincy, Mass.

Executive personnel
President, John Shepard, III; assistant to president, R. L. Harlow; production manager, C. G. Jones; commercial production, Linus Travers; commercial director, C. W. Phelan; musical director, Charles R. Hector.

Station representative
New York: Scott Howe Bowen, Inc.

Power
1,000 w.

Time
Full time.

Basic rates

	Day	Evening
1 hour	\$150.00	\$300.00
½ hour	75.00	150.00
¼ hour	50.00	100.00

(Transcriptions)

Regular time charges.

Transcription equipment
Western Electric 33⅓ and 78 r.p.m. double turn-tables.

FALL RIVER
(Pop.: 115,274)

WSAR

Owner and operator
Doughty & Welch Electric Co., Inc., 46 N. Main St., Fall River.
Studio: 34 N. Main St.
Transmitter: 34 N. Main St.

Power
250 w.

Time
Full time.

Basic rates

	Day	Evening
1 hour	\$35.00	\$65.00
½ hour	17.50	35.00
¼ hour	12.00	18.50

Transcription equipment
Western Electric 78 and 33⅓ r.p.m. double turn-tables.

GLOUCESTER
WHDH

Owner and operator
Matheson Radio Co., Inc., Boston.
Transmitter: Gloucester, Mass.

Power
1,000 w.

Time
Daytime only; shares with KOA. Licensed to operate until local sunset at Denver, Colo.

Basic rates
Does not sell time.

LEXINGTON
(Pop.: 9,467)

WLEY

Owner and operator
Lexington Air Station.

Power
250 w. to local sunset; 100 w. thereafter.

Time
Half time.

Basic rates

	Day or Evening
1 hour	\$60.00
½ hour	30.00
¼ hour	15.00

NEEDHAM

(Pop.: 10,845)

WBSO*Owner and operator*

Broadcasting Service Organization, Inc., Needham.
Studio: Great Plain Avenue, Babson Park.
Transmitter: Great Plain Avenue, Babson Park.

Power

500 w.

Time

Daytime only.

Basic rates

1 hour	\$85.00
½ hour	45.00
¼ hour	25.00

(Transcriptions)
10% additional for handling.

Transcription equipment

78 and 33½ r.p.m. double turn-tables.

NEW BEDFORD

(Pop.: 112,597)

WNBH*Owner and operator*

New Bedford Broadcasting Co.
Business office: New Bedford Hotel.
Studio: New Bedford Hotel.
Transmitter: Fairhaven, Mass.

Station representative

New York: Scott Howe Bowen, Inc.

Power

250 w. to local sunset; 100 w. thereafter.

Time

Full time.

Basic rates

	Day or Evening
1 hour	\$65.00
½ hour	35.00
¼ hour	20.00

(Transcriptions)
Regular time charges.

Transcription equipment

78 and 33½ r.p.m. double turn-tables.

SPRINGFIELD

(Pop.: 149,900)

WBZA (NBC)*Owner*

Westinghouse Electric & Manufacturing Co., Boston.

Operated and managed by

National Broadcasting Co., Inc.
Business office: Hotel Kimball.
Studio: Hotel Kimball.
Transmitter: East Springfield.

Branch office

National Broadcasting Co., Inc.

Power

1000 w.

Time

WBZA is synchronized and operates simultaneously with WBZ. For complete data see WBZ, Boston, Mass.

WMAS*Owner*

Albert S. Moffat, Springfield.
Business office: Hotel Stonehaven.
Studio: Hotel Stonehaven.
Transmitter: Springfield.

Power

100 w.

Time

Full time.

Basic rates

	Day	Evening
1 hour	\$75.00	\$125.00
½ hour	37.50	75.00
¼ hour	25.00	50.00

(Transcriptions)

Regular time charges.

Transcription equipment

Western Electric 33½ and 78 r.p.m. double turn-tables.

WORCESTER

(Pop.: 195,311)

WORC (CBS)*Owner and operator*

Alfred Frank Kleindienst, Worcester.
Business office: 60 Franklin St.
Studio: 60 Franklin St.
Transmitter: Auburn, Mass.

Power

100 w.

Time

Full time.

Basic rates

No reply received to rate request.

Transcription equipment

Single 33½ and double 78 r.p.m. turn-tables.

WTAG (NBC)*Owner*

Worcester Telegram Publishing Co., Inc., Worcester.

Operated by

The Telegram Gazette
Business office: 18 Franklin St.
Studio: 18 Franklin St.
Transmitter: 52 Front St.

Power

500 w.

Time

Full time.

Basic rates

	Day	Evening
1 hour	\$87.50	\$175.00
½ hour	50.00	100.00
¼ hour	30.00	60.00

(Transcriptions)

Regular time charges.

Transcription equipment

Western Electric 33½ and 78 r.p.m. double turn-tables.

MICHIGAN

(Pop.: 4,842,325; radio sets: 827,341)

BATTLE CREEK

(Pop.: 43,575)

WELL*Owner and operator*

Enquirer-News Co., Battle Creek.

Power

50 w. (construction permit for 100 w.)

Time

Full time.

Basic rates

No reply received to rate request.

BAY CITY

(Pop.: 47,355)

WBCM (CBS)*Owner*

Bay City Broadcasting Association.

Operated by

James E. Davidson, Bay City.
Business office: Wenonah Hotel, Center Ave. and Water St.
Studio Wenonah Hotel.
Transmitter: Hampton Township.

Power

500 w.

Time

Full time.

Basic rates

	Day	Evening
1 hour	\$70.00	\$140.00
½ hour	44.00	88.00
¼ hour	27.00	55.00

(Transcriptions)

Regular time charges.

Transcription equipment

Western Electric 33½ and 78 r.p.m. double turn-tables.

CALUMET**WHDF***Owner and operator*

Upper Michigan Broadcasting Co., Calumet.
Studio: Scott St.
Transmitter: Laurium, Mich.

Power

250 w. to local sunset; 100 w. thereafter.

Time

Full time.

Basic rates

No reply received to rate request.

DETROIT

(Pop.: 1,568,662)

CKOK (CBS)

Canadian licensee. Studio and business office: Union Guardian Bldg., Detroit. See listing under Radio Stations of the World, Canadian section, for ownership data.

WJBK*Owner and operator*

James F. Hopkins, Inc., Detroit.
Business office: 6559 Hamilton Ave.
Studio: 6559 Hamilton Ave.
Transmitter: Rose Bldg., 12897 Woodward Ave., Highland Park, Mich.

Power

50 w.

Time

Special hours.

Basic rates

(New rate card being prepared)

Transcription equipment

Western Electric 33½ and 78 r.p.m. turn-tables with fader system.

WJR (NBC)*Owner and operator*

WJR, The Goodwill Station, Inc.,
Detroit.
Business office: 2103 Fisher Bldg.
Studio: Fisher Bldg.
Transmitter: Sylvan Lake Village.

Branch office

Chicago: Free & Sleining, Inc.

Power

10,000 w.

Time

Full time.

Basic rates

	Day	Evening
1 hour	\$300.00	
½ hour	150.00	\$350.00
¼ hour	90.00	200.00

(Transcriptions)

*Regular time charges.**Transcription equipment*

Complete facilities for 33⅓ and 78 r.p.m.

WMBC*Owner and operator*

Michigan Broadcasting Company,
Detroit.
Business office: 7310 Woodward Ave.
Studio: 7310 Woodward Ave.
Transmitter: 7310 Woodward Ave.

Power

250 w. to local sunset: 100 w. thereafter.

Time

Full time.

Basic rates

	Day	Evening
1 hour	\$60.00	\$100.00
½ hour	35.00	60.00
¼ hour	20.00	35.00

(Transcriptions)

*Regular time charges.**Transcription equipment*

Western Electric 33⅓ and 78 r.p.m. double turn-tables.

WWJ (NBC)*Owner*

Evening News Association, Inc.,
Detroit.

Operated by

The Detroit News.
Business office: Second & Lafayette Blvds.
Studio: Second & Lafayette Blvds.
Transmitter: Second & Lafayette Blvds.

Power

1,000 w.

Time

Full time.

Basic rates

	Day	Evening
1 hour	\$175.00	\$350.00
½ hour	112.50	225.00
¼ hour	62.50	125.00

(Transcriptions)

*Special Rates.**Transcription equipment*

Western Electric 78 and 33⅓ r.p.m. double turn-tables.

WXYZ*Owner and operator*

Kunsky - Trendle Broadcasting Corp., Detroit.

Business office: 300-314 Madison Theater Bldg.
Studio: Maccabee Bldg.
Transmitter: Maccabee Bldg.

Power

1,000 w.

Time

Full time.

Basic rates

No reply received to rate request.

Transcription equipment

Western Electric single & double 78 and 33⅓ r.p.m. turn-tables.

EAST LANSING

(Pop.: 4,389)

WKAR*Owner and operator*

Michigan State College, East Lansing.
Studio: East Lansing.
Transmitter: On the college campus.

Power

1,000 w.

Time

Daytime.

Basic rates

Does not sell time.

FLINT

(Pop.: 156,492)

WFDF*Owner and operator*

Frank D. Fallain, Flint Broadcasting Co.
Business office: Union Industrial Bldg.
Transmitter: Flint.

Power

100 w.

Time

Full time.

Basic rates

No reply received to rate request.

Transcription equipment

78 r.p.m. and 33⅓ r.p.m. double turn-tables.

GRAND RAPIDS

(Pop.: 168,592)

WOOD-WASH*Owned and operated by*

Kunsky - Trendle Broadcasting Corp., 300-314 Madison Theater Bldg., Detroit.
Business office: 501 Young Bldg., Grand Rapids.
Studio: 501 Young Bldg.
Transmitter: Furnwood, Mich.

Station representative

Scott Howe Bowen, Inc.

Power

500 w.

Time

Full time.

Basic rates

No reply received to rate request.

Transcription equipment

Western Electric 78 and 33⅓ r.p.m. double turn-tables.

IRONWOOD

(Pop.: 14,299)

WJMS*Owner and operator*

WJMS, Inc., Ironwood.
Business office: St. James Hotel.
Studio: St. James Hotel.
Transmitter: St. James Hotel.

Power

100 w.

Time

Limited time.

Basic rates

1 hour	\$45.00
½ hour	25.00
¼ hour	17.50

Transcription equipment

33⅓ r.p.m. single and 78 r.p.m. double turn-tables.

JACKSON

(Pop.: 55,187)

WIBM*Owner and operator*

WIBM, Inc., Jackson.
Studio: Otsego Hotel.

Power

100 w.

Time

Special hours.

Basic rates

No reply received to rate request.

Transcription equipment

78 r.p.m. and 33⅓ r.p.m. double turn-tables.

KALAMAZOO

(Pop.: 54,786)

WKZO*Owner and operator*

WKZO, Inc., Kalamazoo.
Business office: Peck Bldg.
Studio: New Burdick Hotel.
Transmitter: Nichol's Road, Kalamazoo township.

Power

1,000 w.

Time

Full time.

Basic rates

No reply received to rate request.

Transcription equipment

33⅓ and double 78 r.p.m. turn-tables.

MARQUETTE

(Pop.: 14,789)

WBEO*Owner and operator*

Lake Superior Broadcasting Co., Inc., Marquette.
Studio: Mining Journal Bldg.
Transmitter: Mining Journal Bldg.

Station representative

Scheeler, Inc.

Power

100 w.

Time

Special hours.

Basic rates

	Day	Evening
1 hour	\$37.50	\$45.00
½ hour	22.50	27.50
¼ hour	13.25	16.00

Transcription equipment
RCA single 33 $\frac{1}{3}$ and Western Electric double 78 r.p.m. turntables.

MINNESOTA

(Pop.: 2,563,943; radio sets: 397,060)

DULUTH

(Pop.: 101,463)

WEBC (NBC)

Owner and operator
Head of the Lakes Broadcasting Co., Inc., Duluth, Minn., and Superior, Wis.
Business office: Spalding Hotel, Duluth.
Transmitter: Superior, Wis.

Power
2,500 w. to local sunset; 1,000 w. thereafter.

Time
Full time.

Basic rates
No reply received to rate request.

Transcription equipment
Western Electric 33 $\frac{1}{3}$ and 78 r.p.m. double turntables.

FERGUS FALLS

(Pop.: 9,389)

KGDE

Owner
KGDE Broadcasting Co., Fergus Falls.

Operated by
Charles L. Jaren, Fergus Falls.

Power
250 w. to local sunset; 100 w. thereafter.

Time
Full time.

Basic rates
1 hour \$45.00
1/2 hour 22.50
1/4 hour 11.25
(Transcriptions)
Regular time charges.

Transcription equipment
78 and 33 $\frac{1}{3}$ r.p.m. double turntables.

MINNEAPOLIS—ST. PAUL

(Pop.: 464,356) (Pop.: 271,606)

KSTP (NBC)

Owner and operator
National Battery Broadcasting Co., St. Paul.
Business office: St. Paul Hotel, St. Paul.
Studios: St. Paul Hotel, St. Paul, and Radisson Hotel, Minneapolis.
Transmitter: Radio Center, Minn.

Executive personnel
Station manager, Stanley E. Hubbard; business manager, Kenneth M. Hance; production manager, Phillip R. Bronson; commercial director, Ford Billings; program director, Corinne Jordan; musical director, Henry C. Woenpner.

Branch office
New York: 1010 Graybar Bldg., 420 Lexington Ave., Telephone Mohawk 4-4999.

Power
10,000 w.

Time
Full time.

Basic rates

	Day	Evening
1 hour	\$200.00	\$400.00
1/2 hour	100.00	200.00
1/4 hour	50.00	125.00

(Transcriptions)

Regular time charges.

Transcription equipment
Western Electric 78 r.p.m. and 33 $\frac{1}{3}$ r.p.m. double turntables.

WCCO (CBS)

Owner and operator
Northwestern Broadcasting, Inc.
Business office: Nicollet Hotel, Minneapolis.
Studio: Nicollet Hotel, Minneapolis; Hotel Lowry, St. Paul.
Transmitter: Anoka, Minn.

Branch offices:
New York: Roger E. Vernon.
Chicago: Robert B. Stephenson.

Power
50,000 w.

Time
Full time.

Basic rates
No reply received to rate request.

Transcription equipment
Western Electric 33 $\frac{1}{3}$ and 78 r.p.m. double turntables.

WDGY

Owner and operator
The Twin City Business Men's Broadcasting Association, Inc.
Business office: 909 W. Broadway, Minneapolis.
Studios: Minneapolis and St. Paul.
Transmitter: U. S. Silver Fox Farms.

Power
1,000 w.

Time
Full time.

Basic rates

	Day	Evening
1 hour	\$75.00	\$150.00
1/2 hour	40.00	80.00
1/4 hour	22.50	45.00

(Transcriptions)

Regular time charges.

Transcription equipment
33 $\frac{1}{3}$ and 78 r.p.m. turntables.

WLB-WGMS

Owner and operator
University of Minnesota, Minneapolis.
Transmitter: St. Paul.

Power
1,000 w.

Time
Shares time with WCAL, KFMX, and WRHM.

Basic rates
Does not sell time.

WRHM

Owner and operator
Minnesota Broadcasting Corp., Wesley Temple Bldg., Minneapolis. Studio: Wesley Temple Bldg., Minneapolis; Farmers Union-Minnesota Bldg., St. Paul.
Transmitter: Fridley, Minn.

Power
1,000 w.

Time
Shares time with WCAL, KFMX and WLB-WGMS.

Basic rates
No reply received to rate request.

Transcription equipment
33 $\frac{1}{3}$ and 78 r.p.m. double turntables.

MOORHEAD

KGFK

Owner and operator
Red River Broadcasting Co., Inc., Moorhead.
Transmitter: 1 1/2 miles east of Moorhead.

Executive personnel
Station manager, G. E. Kistler.

Power
50 w.

Time
Full time.

Basic rates

	Day	Evening
1 hour	\$15.00	\$25.00
1/2 hour	10.00	15.00
1/4 hour	8.00	10.00

NORTHFIELD

(Pop.: 4,153)

KFMX

Owner and operator
Carleton College, Northfield.

Power
1,000 w.

Time
Shares time with WCAL, WRHM and WLB-WGMS.

Basic rates
Does not sell time.

WCAL

Owner and operator
St. Olaf College, Northfield.

Power
1,000 w.

Time
Shares time with KFMX, WRHM and WLB-WGMS.

Basic rates
Does not sell time.

ST. PAUL

See Minneapolis-St. Paul.

MISSISSIPPI

(Pop.: 2,009,821; radio sets: 35,157)

GREENVILLE

(Pop.: 14,807)

WKFI

Owner and operator
J. Pat. Scully, Greenville.

Power
100 w.

Time

Full time.

Basic rates

1 hour \$15.00
 ½ hour 10.00
 ¼ hour 5.00

GULFPORT

(Pop.: 12,547)

WGCM**Owner and operator**

Great Southern Land Co., Gulfport.

Studio: Great Southern Golf Club, Mississippi City.

Remote Control Studios: Great Southern Hotel, Dixie Press, First Baptist Church and Paramount Theater, Gulfport; Buena Vista Hotel, Biloxi.

Transmitter: Mississippi City.

Power

100 w.

Time

Full time.

Basic rates

No reply received to rate request.

Transcription equipment

33⅓ and 78 r.p.m. double turntables.

HATTIESBURG

(Pop.: 18,601)

WPFB**Owner and operator**

Hattiesburg Broadcasting Co.

Studio: Hattiesburg Hotel.

Transmitter: Hattiesburg Hotel.

Power

100 w.

Time

Full time

Basic rates

No reply received to rate request.

Transcription equipment

33⅓ and 78 r.p.m. double turntables.

JACKSON

(Pop.: 48,282)

WJDX (NBC)**Owner and operator**

Lamar Life Insurance Co., Jackson.

Business office: Lamar Life Insurance Bldg.

Studio: Lamar Life Insurance Bldg.

Transmitter: Near Tougaloo, 6 miles north of Jackson, Miss.

Power

1,000 w.

Time

Full time.

Basic rates

No reply received to rate request.

Transcription equipment

Western Electric double turntables for 78 and 33⅓ lateral and vertical cut recordings.

LAUREL

(Pop.: 18,017)

WTSL**Owner and operator**

G. A. Houseman.

Laurel Broadcasting Co., Inc.

Studio: Carter Bldg., Magnolia St.
Transmitter: Carter Bldg.**Power**

100 w.

Time

Special hours.

Basic rates

No reply received to rate request.

Transcription equipment

78 and 33⅓ r.p.m. double turntables.

MERIDIAN

(Pop.: 31,954)

WCOC**Owner and operator**

Mississippi Broadcasting Co., Inc., Meridian.

Studio: Great Southern Hotel.

Transmitter: Barton Mountain, 3 miles from city.

Executive personnel

Station and business manager, D. W. Gavin.

Power

1,000 w. to local sunset; 500 w. thereafter.

Time

Full time.

Basic rates

No reply received to rate request.

Transcription equipment

33⅓ and 78 r.p.m. double turntables.

VICKSBURG

(Pop.: 22,943)

WQBC**Owner and operator**

Delta Broadcasting Co., Inc., Vicksburg.

Studio: Hotel Vicksburg.

Transmitter: 2 miles east of Vicksburg.

Power

500 w.

Time

Full time.

Basic rates

No reply received to rate request.

Transcription equipment

78 and 33⅓ r.p.m. double turntables.

MISSOURI

(Pop.: 3,629,367; radio sets: 486,152)

CAPE GIRARDEAU

(Pop.: 16,227)

KFVS**Owner and operator**

Hirsch Battery and Radio Co., Cape Girardeau.

Business office: New Marquette Hotel.

Studio: New Marquette Hotel.

Transmitter: 3 miles Northwest of Cape Girardeau.

Power

100 w.

Time

Special hours.

Basic rates

No reply received to rate request.

Transcription equipment

33⅓ and 78 r.p.m. double turntables.

COLUMBIA

(Pop.: 14,967)

KFRU**Owner and operator**

KFRU, Inc., Columbia.

Business office: Stephens College.

Administration Bldg.

Studio: Stephens College Administration Bldg.

Transmitter: Stephens College Administration Bldg.

Power

500 w.

Time

Shares time with WOS and WGBF.

Basic rates

No reply received to rate request.

Transcription equipment

78 and 33⅓ r.p.m. double turntables.

GRANT CITY**KGIZ****Owner and operator**

Grand City Park Corp.

Studio and transmitter: Grant City

Trading Post (Grant City) and at Rainbow Park, ½ mile west of Grant City.

Power

100 w.

Time

Full time.

Basic rates

No reply received to rate request.

Transcription equipment

RCA 33⅓ and 78 r.p.m. double turntables.

JEFFERSON CITY

(Pop.: 21,596)

WOS**Owner and operator**

Missouri State Marketing Bureau, Jefferson City.

Power

500 w.

Time

Shares time with WGBF and KFRU.

Basic rates

Does not sell time.

JOPLIN

(Pop.: 33,454)

WMBH**Owner and operator**

W. M. Robertson, Joplin.

Studio: 1334 Roosevelt.

Transmitter: 1334 Roosevelt.

Power

250 w. to local sunset; 100 w. thereafter.

Time

Special hours.

Basic rates

	Day	Evening
1 hour	\$30.00	\$35.00
½ hour	17.00	22.00
¼ hour	10.00	15.00

Transcription equipment

Double 33⅓ and 78 r.p.m. turntable.

KANSAS CITY
(Pop.: 399,746)

KMBC

Owner and operator
Midland Broadcasting Co., Inc.,
Kansas City.
Business office: 11th floor, Pickwick Hotel, 10th and McGee Streets.
Studios: 11th floor, Pickwick Hotel, Kansas City; Journal-Post Bldg.; and Independence, Mo.
Transmitter: Independence, Mo.

Branch offices
Chicago: William G. Rambeau.
New York: R. A. Davies, Jr.

Power
1,000 w.

Time
Full time.

Basic rates

	Day	Evening
1/2 hour	\$72.50	\$145.00
1/4 hour	45.00	90.00

Transcription equipment
Western Electric 33 1/3 and 78 r.p.m. double turn-tables for both lateral and vertical cut recordings.

KWKC

Owner and operator
Wilson Duncan Broadcasting Co.,
Kansas City.
Business office: 414 Sharp Bldg., 18 E. 11th St.
Studios: Valentine Hotel, Kansas City Club, LaSalle Hotel, Werby Bldg.

Power
100 w.

Time
One-half time.

Basic rates
No reply received to rate request.

Transcription equipment
33 1/3 and 78 r.p.m. double turn-tables.

WDAF (NBC)

Owner and operator
Kansas City Star Co.
Business office: 1729 Grand Ave.
Studio: 1729 Grand Ave.
Transmitter: 1729 Grand Ave.

Station representatives
Chicago: L. I. Weishar.
New York: Allan W. Creel.

Power
1,000 w.

Time
Full time

Basic rates

	Day	Evening
1 hour	\$135.00	\$270.00
1/2 hour	75.00	150.00
1/4 hour	50.00	100.00

(Transcriptions)

Regular time charges.

Transcription equipment
Western Electric 78 and 33 1/3 r.p.m. double turn-tables.

WHB

Owner and operator
WHB Broadcasting Co., Kansas City.
Business office: Scarritt Bldg.
Studio: Scarritt Bldg.
Transmitter: North Kansas City, Mo.

Power
500 w.

Time
Daytime only.

Basic rates

1/2 hour	\$52.50
1/4 hour	30.00

(Transcriptions)

Regular time charges.

Transcription equipment
Western Electric single 33 1/3 and double 78 r.p.m. turn-tables.

WOQ

Owner and operator
Unity School of Christianity, Kansas City.
Studios: Unity Bldg., 917 Tracy Ave. and 1015 Grand Ave.
Transmitter: 917 Tracy Ave.

Power
1,000 w.

Time
Shares time with KFH.

Basic rates

	Day	Evening
1 hour	\$60.00	\$125.00
1/2 hour	35.00	75.00
1/4 hour	25.00	45.00

Transcription equipment
Western Electric 78 r.p.m. double turn-tables.

ST. JOSEPH
(Pop.: 80,935)

KFEQ

Owner and operator
Scroggin & Co. Bank, St. Joseph.
Studio: Hotel Robidoux.

Power
2,500 w.

Time
Daytime only.

Basic rates

1 hour	\$120.00
1/2 hour	78.00
1/4 hour	42.00

Transcription equipment
Double turn-table for 78 and 33 1/3 r.p.m. recordings.

ST. LOUIS
(Pop.: 821,960)

KFUO

Owner and operator
Evangelical Lutheran Church, Missouri Synod, St. Louis.
Transmitter: Clayton, Mo.

Power
1,000 w. to local sunset; 500 w. thereafter.

Time
Shares time with KSD.
Does not sell time.

KMOX (CBS)

Owner and operator
Voice of St. Louis, Inc.
Business office: St. Louis Mart Bldg., 401 S. 12th Blvd.
Studio: St. Louis Mart Bldg.
Transmitter: Baumgartner Rd.

Branch offices
Chicago: Robert B. Stephenson.
New York: Roger E. Vernon.

Power
50,000 w.

Time
Full time.

Basic rates

	Day	Evening
1 hour	\$210.00	\$400.00
1/2 hour	130.00	250.00
1/4 hour	80.00	156.00

(Transcriptions)

Special rates.

Transcription equipment
Western Electric 33 1/3 and 78 r.p.m. double turn-tables.

KSD (NBC)

Owner and operator
St. Louis Post-Dispatch.
Business office: 12th and Olive Sts.
Studio: Post-Dispatch Bldg.
Transmitter: Post-Dispatch Bldg.

Power
500 w.

Time
Shares time with KFUO.

Basic rates

	Day	Evening
1 hour	\$175.00	\$350.00
1/2 hour	100.00	185.00
1/4 hour	65.00	100.00

(Transcriptions)

Regular time charges.

Transcription equipment
Western Electric double turn-tables, 33 1/3 and 78 r.p.m.

KWK (NBC)

Owner and operator
Thomas Patrick, Inc., St. Louis.
Business office: Hotel Chase.
Studio: Hotel Chase.
Transmitter: Kirkwood, Mo.

Station representatives
New York: Scott Howe Bowen, Inc.
Chicago: A. T. Sears & Son, Inc.

Power
1,000 w.

Time
Full time.

Basic rates
No reply received to rate request.

Transcription equipment
Western Electric double 33 1/3 and 78 r.p.m. turn-tables.

WEW

Owner and operator
St. Louis University.
Business office: N. Grand Blvd.
Studio: N. Grand Blvd.
Transmitter: St. Louis.

Power
1,000 w.

Time
Daytime only.

Basic rates
Does not sell time.

WIL

Owner and operator
Missouri Broadcasting Corp., St. Louis.
Business office: Roof Garden, Melbourne Hotel.
Studio: Roof Garden, Melbourne Hotel.

Power
250 w. to local sunset; 100 w. thereafter.

Time
Shares time with KFWF.

Basic rates
No reply received to rate request.

Transcription equipment
Western Electric 33½ and 78 r.p.m. double turn-tables.

SPRINGFIELD
(Pop.: 57,527)

KGBX

Owner and operator
KGBX, Inc., Springfield.
Business office: Chamber of Commerce Bldg.
Studio: Chamber of Commerce Bldg.
Transmitter: Beacon Hill Addition, southeast of Springfield.

Power
100 w.

Time
Full time.

Basic rates

	Day or Evening
1 hour	\$80.00
½ hour	45.00
¼ hour	30.00

(Transcriptions)
Regular time charges.

Transcription equipment
Western Electric 33½ and R.C.A. 78 r.p.m. turn-tables.

MONTANA

(Pop.: 537,606; radio sets: 60,598)

BILLINGS
(Pop.: 16,380)

KGHL (NBC)

Owner and operator
Northwestern Auto Supply Co., Inc., Billings.
Business office: Fifth Ave. and Broadway.
Studio: Fifth Ave. and Broadway.
Transmitter: 6½ miles west of Billings.

Power
2,500 w. to local sunset; 1,000 w. thereafter.

Time
Full time.

Basic rates
No reply received to rate request.

Transcription equipment
78 and 33½ r.p.m. turn-tables.

BUTTE
(Pop.: 39,532)

KGIR (NBC)

Owner and operator
KGIR, Inc., Butte.
Business office: 121 W. Broadway.
Studio: 121 W. Broadway.
Transmitter: 121 W. Broadway.

Power
500 w.

Time
Half-time.

Basic rates
No reply received to rate request.

Transcription equipment
Western Electric 78 and 33½ r.p.m. double turn-table.

GREAT FALLS
(Pop.: 28,822)

KFBB

Owner and operator
Buttrely Broadcast, Inc., 107 Fifth St. North, Great Falls.
Studio: Medical Arts Bldg.
Transmitter: 5 miles south of Great Falls.

Power
2,500 w. to local sunset; 1,000 w. thereafter.

Time
Full time.

Basic rates
No reply received to rate request.

Transcription equipment
78 and 33½ r.p.m. double turn-tables.

KALISPELL
(Pop.: 6,094)

KGEZ

Owner and operator
Donald C. Treloar, Kalispell.
Business office: Fourth Ave., East.
Studio: Fourth Ave., East.
Transmitter: Fourth Ave., East.

Power
100 w.

Time
Full time.

Basic rates

	Day	Evening
1 hour	\$25.00	\$30.00
½ hour	15.00	18.00
¼ hour	10.00	12.00

(Transcriptions)
Regular time charges.

Transcription equipment
33½ and 78 r.p.m. double turn-tables.

MISSOULA
(Pop.: 14,657)

KGVO

Owner and operator
Mosby's, Inc., Missoula.
Studio: 240 N. Higgins Ave.
Transmitter: Missoula.

Power
100 w.

Time
Full time.

Basic rates

	Day	Evening
1 hour	\$24.00	\$36.00
½ hour	14.40	21.60
¼ hour	9.60	14.40

Transcription equipment
78 and 33½ r.p.m. double turn-tables.

WOLF POINT

KGCX

Owner and operator
First State Bank of Vida, Wolf Point.
Studio: Wolf Point.
Transmitter: Wolf Point.

Power
250 w. to local sunset; 100 w. thereafter.

Time
Special hours.

Basic rates
No reply received to rate request.
Transcription equipment
33½ and 78 r.p.m. double turn-tables.

NEBRASKA

(Pop.: 1,377,963; radio sets: 261,936)

CLAY CENTER

KMMJ

Owner and operator
M. M. Johnson Co., Clay Center.

Power
1,000 w.

Time
Limited time, shares with WSB.

Basic rates
No reply received to rate request.

Transcription equipment
Single 33½ and double 78 r.p.m. turn-tables.

KEARNEY

KGFW

Owner and operator
Central Nebraska Broadcasting Corp., Kearney.

Executive personnel
Manager, H. D. Morrow.

Power
100 w.

Time
Full time.

Basic rates
No reply received to rate request.

LINCOLN
(Pop.: 75,933)

KFAB (CBS)

Owner and operator
KFAB Broadcasting Co., Lincoln.
Business office: 13th and M Sts., Lincoln; and Omaha National Bank Bldg., Omaha.
Studios: 13th and M Sts., Lincoln; and Omaha National Bank Bldg., Omaha.
Transmitter: 1½ miles from Lincoln.

Power
5,000 w. (Construction permit for 25,000 w.)

Time
Shares night time with WBBM-WJBT

Basic rates

	Day	Evening
1 hour	\$125.00	\$250.00
½ hour	75.00	150.00
¼ hour	45.00	90.00

Transcription equipment
78 and 33½ r.p.m. double turn-tables.

KFOR

Owner and operator
Howard A. Shuman, Lincoln.
Studio: 12th and O Sts.
Transmitter: 3 miles from studios at edge of town.

Executive personnel

Station manager, Franklin R. Wintker; business manager, Harry A. Shuman; program director, Jack Strahl.

Station representative

San Francisco: Bob Roberts and Associates.

Power

250 w. to local sunset; 100 w. thereafter.

Time

Full time.

Basic rates

	Day	Evening
1 hour	\$37.50	\$50.00
½ hour	21.10	27.50
¼ hour	11.65	15.00

Transcription equipment

33½ and 78 r.p.m. turn-tables.

WCAJ

Owner and operator

Nebraska Wesleyan University, Lincoln. Business Office: 51st and St. Paul Ave. Studio: 51st and St. Paul Ave. Transmitter: 51st and St. Paul Ave.

Power

500 w.

Time

Shares time with WOW.

Basic rates

Does not sell time.

NORFOLK

(Pop.: 10,717)

WJAG

Owner and operator

Norfolk Daily News, 116 North Fourth Street, Norfolk. Business office: 116 North Fourth Street. Studios: Hotel Norfolk, Granada Theater, Norfolk High School, Grace Lutheran Church, First Presbyterian Church and Henry Field Trading Post. Transmitter: Located on W. Koenigstein Avenue, 1½ miles west of main studios in Norfolk.

Executive personnel

Station and production manager, Arthur C. Thomas; program and musical director, Russell Jensen.

Power

1,000 w.

Time

Limited time, shares with WBAL, WTIC.

Basic rates

1 hour	\$60.00
½ hour	36.00
¼ hour	24.00

(Transcriptions)

Regular time charges.

Transcription equipment

Western Electric 78 double 33½ r.p.m. single turn-table.

NORTH PLATTE

(Pop.: 12,061)

KGNF

Owner and operator

Great Plains Broadcasting Co., North Platte.

Business office: 1621 West 12th St. Studio: 1621 West 12th St. Transmitter: North Platte.

Power

500 w.

Time

Daytime only.

Basic rates

1 hour	\$50.00
½ hour	30.00
¼ hour	17.50

(Transcriptions)

Regular time charges.

Transcription equipment

78 and 33½ r.p.m. double turn-tables.

OMAHA

(Pop.: 214,006)

KOIL (NBC)

Owner and operator

Mona-Motor Oil Co., Council Bluffs, Iowa. Studios: "The Brandeis Bungalow Studios," Omaha; and the "Hilltop Studios," Council Bluffs. Transmitter: Council Bluffs.

Power

1,000 w.

Time

Full time.

Basic rates

No reply received to rate request.

Transcription equipment

Western Electric 33½ and 78 r.p.m. double turn-tables.

WAAW

Owner and operator

Omaha Grain Exchange, Omaha. Business office: 19th and Harney Sts. Studio: 600 Omaha Grain Exchange Bldg. Transmitter: 6 miles northwest of Omaha.

Power

500 w.

Time

Daytime.

Basic rates

1 hour	\$75.00
½ hour	45.00
¼ hour	25.00

(Transcriptions)

Regular time charges.

Transcription equipment

33½ r.p.m. single and 78 r.p.m. double turn-tables.

WOW (NBC)

Owner and operator

Woodmen of the World Life Insurance Association, Omaha. Business office: 14th and Farnam St. Studio: Woodmen of the World Bldg. Transmitter: Woodmen of the World Bldg.

Station representative

Scott Howe Bowen, Inc.

Power

1,000 w.

Time

Shares time with WCAJ.

Basic rates

No reply received to rate request.

Transcription equipment

Western Electric 78 r.p.m. double turn-table and 33½ r.p.m. single turn-table.

SCOTTS BLUFF

(Pop.: 8,465)

KGKY

Owner and operator

Hilliard Co., Inc., Scottsbluff. Business office: 1517 Broadway. Studio: 1517 Broadway.

Power

100 w.

Time

Full time.

Basic rates

	Day	Evening
1 hour	\$25.00	\$30.00
½ hour	15.00	18.00
¼ hour	9.00	10.00

(Transcriptions)

Regular time charges.

Transcription equipment

78 and 33½ r.p.m. double turn-tables.

YORK

(Pop.: 5,712)

KGBZ

Owner and operator

Dr. George R. Miller, Live Stock Remedy Co., York.

Power

1,000 w. to local sunset; 500 w. thereafter.

Time

Shares time with KMA.

Basic rates

No reply received to rate request.

Transcription equipment

78 and 33½ r.p.m. turn-tables.

NEVADA

(Pop.: 91,058; radio sets: 10,856)

RENO

(Pop.: 18,529)

KOH (CBS)

Owner

McClatchy Newspapers. Business office: 440 N. Virginia St., Reno. Studio: 440 N. Virginia St. Transmitter: 440 N. Virginia St.

Operated by

The Bee, Inc.

Power

500 w.

Time

Full time.

Basic rates

	Day	Evening
1 hour	\$40.00	\$75.00
½ hour	25.00	45.00
¼ hour	15.00	25.00

(Transcriptions)

Regular time charges.

Transcription equipment

33½ and 78 r.p.m. single and double turn-tables.

NEW HAMPSHIRE

(Pop.: 465,923; radio sets: 73,402)

LACONIA

(Pop.: 12,471)

WKAV*Owner and operator*
Laconia Radio Club, Laconia.*State representative*
Scott Howe Bowen, Inc.*Power*
100 w.*Time*
Special hours.*Basic rates*
No reply received to rate request.**MANCHESTER**

(Pop.: 76,834)

WFEA (CBS)*Owner and operator*
New Hampshire Broadcasting Co.,
Manchester.Business office: Carpenter Hotel.
Studio: Carpenter Hotel.
Transmitter: Merrimack, N. H.*Power*
500 w.*Time*
Full time, experimentally.*Basic rates*

	Day	Evening
1 hour	\$70.75	\$114.50
½ hour	41.25	82.50
¼ hour	23.50	47.00

(Transcriptions)

Regular time charges.

Transcription equipment
33⅓ and Western Electric 78 r.p.m.
double turn-tables.**PORTSMOUTH**

(Pop.: 14,495)

WHEB*Owner and operator*
Granite State Broadcasting Corp.,
Portsmouth.
Business office: 39 Congress St.
Studio: 39 Congress St.
Transmitter: Beans Hill, Newington, N. H.*Power*
250 w.*Time*
Limited time.*Basic rates*
(Transcriptions)

Regular time charges.

Transcription equipment
78 and 33⅓ r.p.m. double turn-tables.**NEW JERSEY**

(Pop.: 4,041,334; radio sets: 863,569)

ASBURY PARK

(Pop.: 14,981)

WCAP*Owner and operator*
Radio Industries Broadcast Co.,
Asbury Park.
Business office: Chamber of Commerce, 1312 Convention Hall.

Studios: 1316-1318 Convention Hall, Asbury Park, and Red Bank, N. J.

Executive personnel

Station manager, V. N. Scholes; business manager, Thomas F. Burley, Jr.; commercial directors, George H. Guice and Nellie Quigley; program director, Claude Herbert.

Power
500 w.*Time*
Shares time with WCAM and WOAX.*Basic rates*
No reply received to rate request.*Transcription equipment*
Western Electric 33⅓ and 78 r.p.m. double turn-tables.**WBJJ**

No detailed information received.

ATLANTIC CITY

(Pop.: 66,198)

WPG (CBS)*Owner*Municipality of Atlantic City.
Business office: Convention Hall.
Studio: Atlantic City Auditorium and Convention Hall.
Transmitter: Located at Airport.*Operated by*
WPG Broadcasting Corp.*Branch office*
Chicago: Robert B. Stephenson.
New York: Roger E. Vernon.*Power*
5,000 w.*Time*
Shares time with WLWL.*Basic rates*

	Day	Evening
1 hour	\$85.00	\$170.00
½ hour	53.00	107.00
¼ hour	33.00	66.00

(Transcriptions)

Regular time charges.

Transcription equipment
Western Electric 33⅓ and 78 r.p.m. double turn-tables.**CAMDEN**

(Pop.: 118,700)

WCAM*Owner and operator*
City of Camden.*Power*
500 w.*Time*
Shares time with WOAX and WCAP.*Basic rates*
No reply received to rate request.*Transcription equipment*
33⅓ and 78 r.p.m. turn-tables.**HACKENSACK**

(Pop.: 24,568)

WBMS*Owner and operator*
WBMS Broadcasting Corp., Hackensack.
Business office: 300 Main St.
Studio: 300 Main St.
Transmitter: 6 Banta Place.*Power*
250 w.*Time*

Shares time with WHOM, WKBO and WNJ.

Basic rates

No reply received to rate request.

Transcription equipment
78 r.p.m. single turn-table, and 33⅓ r.p.m. turn-tables.**JERSEY CITY**

(Pop.: 316,715)

WAAT*Owner and operator*
Bremer Broadcasting Corp., Jersey City.
Business office: 50 Journal Sq.
Studio: 50 Journal Sq.
Transmitter: Hotel Plaza.*Power*
300 w.*Time*
Daytime only.*Basic rates*
No reply received to rate request.*Transcription equipment*
78 and 33⅓ r.p.m. turn-tables.**WHOM***Owner and operator*
New Jersey Broadcasting Corp., Jersey City.
Business office: 26 Journal Sq.
Studio: 2870 Boulevard.
Transmitter: Jersey City.*Power*
250 w.*Time*
Shares time with WBMS, WKBO and WNJ.*Basic rates*

	Day	Evening
1 hour	\$75.00	\$95.00
½ hour	40.00	50.00
¼ hour	22.50	27.50

(Transcriptions)

Regular time charges.

Transcription equipment
Western Electric 33⅓ and 78 r.p.m. double turn-tables.**NEWARK**

(Pop.: 442,337)

WAAM*Owner and operator*
WAAM, Inc., Newark, N. J.
Business office: 1060 Broad St.
Studio: 1060 Broad St.
Transmitter: Port Newark, N. J.*Executive personnel*
Station manager, Ira R. Nelson; commercial director, Wright Beck; program director, James R. Cozier.*Power*
2,500 w. to local sunset; 1,000 w. thereafter.*Time*
Shares time with WODA and WGCP.*Basic rates*

1 hour	\$210.00
½ hour	120.00
¼ hour	65.00

(Transcriptions)

Regular time charges.

Transcription equipment
Western Electric 33⅓ and 78 r.p.m. double turn-tables.

WGCP

Owner and operator
May Radio Broadcast Corp., Newark.
Power
250 w.
Time
Shares time with WODA and WAAM.

WNJ

Owner and operator
Radio Investment Co., Inc., 58 Market St., Newark.
Business office: 58 Market St.
Studio: Hotel St. Francis, 22-24 E. Park St.
Transmitter: Newark, N. J.

Power
250 w.
Time
Shares time with WHOM, WKBO and WBMS.

Basic rates
No reply received to rate request.

Transcription equipment
Western Electric 33 1/3 r.p.m. single and 78 r.p.m. double turn-tables.

WOR

Owner and operator
Bamberger Broadcasting Service, Inc., 131 Market St., Newark.
Business office: 1440 Broadway, New York City.
Studios: Newark, N. J.; and 1440 Broadway, New York City.
Transmitter: Kearny, N. J.

Executive personnel
Station manager, Alfred J. McCosker; sales manager, A. A. Cormier; program director, Lewis Reed; musical director, George Shackley.

Branch office
Chicago: William G. Rambeau, manager.

Power
5,000 w. (Construction permit, 50,000 w.)

Time
Full time.

Basic rates

	Day	Evening
1 hour	\$500.00	\$750.00
1/2 hour	300.00	450.00
1/4 hour	200.00	300.00

(Transcriptions)

5% additional charge.

Transcription equipment
Western Electric 5 double turn-tables for either 78 or 33 1/3 r.p.m. recordings.

PALISADE

(Pop.: 7,065)

WPAP

Owner and operator
Palisade Amusement Park Corp., Palisade.
Studio: 1540 Broadway, New York City.
Transmitter: New York City.

Power
250 w.

Time
Shares time with WHN and WRNY.

Basic rates
No reply received to rate request.

PATERSON

(Pop.: 138,513)

WODA

Owner and operator
O'Dea Temple of Music, 115 Ellison St., Paterson.

Power
1,000 w.

Time
Shares time with WGCP and WAAM.

Basic rates
No reply received to rate request.

Transcription equipment
Western Electric double turn-table for both 33 1/3 and 78 r.p.m. recordings.

RED BANK

(Pop.: 11,622)

WJBI

Owner and operator
Monmouth Broadcasting Co., Inc., Red Bank, N. J.
Studio: Monmouth Bldg.
Transmitter: 63 Broad St.

Power
100 w.

Time
Shares time with WGBB, WFAS, and WMRJ.

Basic rates
No reply received to rate request.

Transcription equipment
78 and 33 1/3 r.p.m. double turn-tables.

TRENTON

(Pop.: 123,356)

WOAX

Owner and operator
WOAX, Inc., Trenton.
Studio: Stacy-Trent Hotel.
Transmitter: 600 Ingham Ave.

Station representative
New York: Scott Howe Bowen, Inc.

Power
500 w.

Time
Shares time with WCAM and WCAP.

Basic rates

	Day	Evening
1 hour	50.00	\$60.00
1/2 hour	25.00	30.00
1/4 hour	12.50	15.00

(Transcriptions)

Regular time charges.

Transcription equipment
33 1/3 and double 78 r.p.m. turn-tables.

ZAREPHATH

WAWZ

Owner and operator
Pillar of Fire, Zarephath, N. J.

Power
250 w.

Time
Shares time with WMSG, WCDA and WBNX.

Basic rates
Does not sell time.

NEW MEXICO

(Pop.: 423,317; radio sets: 15,833)

ALBUQUERQUE

(Pop.: 26,570)

KGGM

Owner and operator
New Mexico Broadcasting Co. Albuquerque.
Studio: Franciscan Hotel.
Transmitter: Franciscan Hotel.

Power
500 w. to local sunset; 250 w. thereafter.

Time
Full time.

Basic rates
New rates being prepared.

Transcription equipment
33 1/3 and 78 r.p.m. double turn-tables.

KOB

Owner
New Mexico College of Agriculture and Mechanic Arts, State College.
Business office: P. O. Box 667, Albuquerque.
Transmitter: Alameda, N. M. (Construction permit to move to Albuquerque.)

Power
10,000 w.

Time
Shares night time with KEX.

Basic rates
No reply received to rate request.

Transcription equipment
33 1/3 and 78 r.p.m. double turn-tables.

CLOVIS

(Pop.: 8,027)

KICA

Owner and operator
W. E. Whitmore, Clovis.
Studio: Elks Bldg.
Transmitter: Elks Bldg.

Power
100 w.

Time
Shares time with KGFL.

Basic rates
No reply received to rate request.

Transcription equipment
78 and 33 1/3 r.p.m. double turn-tables.

NEW YORK

(Pop.: 12,588,066; radio sets: 2,524,373)

ALBANY

(Pop.: 127,412)

WOKO (CBS)

Owner and operator
WOKO, Inc., Albany, N. Y.
Business office: 87 State St., Hotel Ten Eyck.
Studio: 87 State St.
Transmitter: Menands Gardens, Menands, N. Y.

Power
500 w.

Time
Shares night time. (Special experimental authorization to operate simultaneously with WHP, WCAH, WHEC-WABO.)

Basic rates

	Day	Evening
1 hour	\$102.00	\$170.00
½ hour	59.00	98.50
¼ hour	30.00	51.00

(Transcriptions)
5% additional time charge.

Transcription equipment
Western Electric 78 and 33⅓ r.p.m. double turn-tables.

AUBURN

(Pop.: 36,652)

WMBO

Owner and operator
WMBO, Inc., Auburn.
Studio: Metcalf Bldg.
Transmitter: Metcalf Bldg.

Power
100 w.

Time
Full time.

Basic rates
No reply received to rate request.

Transcription equipment
33⅓ and 78 r.p.m. turn-tables.

BINGHAMTON

(Pop.: 76,662)

WNBF

Owner and operator
Howitt-Wood Radio Co., Inc., Binghamton.
Business office: Arlington Hotel.
Transmitter: Binghamton.

Power
100 w.

Time
Full time.

Basic rates

	Day	Evening
1 hour	\$45.00	\$65.00
½ hour	26.00	37.00
¼ hour	15.50	22.00

(Transcriptions)
Regular time charges.

Transcription equipment
78 and 33⅓ r.p.m. double turn-tables.

BRONX

(See New York City, Bronx Borough.)

BROOKLYN

(See New York City, Brooklyn Borough.)

BUFFALO

(Pop.: 573,076)

WBEN (NBC)

Owner
WBEN, Inc., Buffalo.
Studio: Hotel Statler.
Transmitter: Martinsville, N. Y.; emergency transmitter: Hotel Statler.

Operated by
Buffalo Evening News.

Branch office
Chicago: William G. Rambeau.

Power
1,000 w.

Time
Full time.

Basic rates

	Day	Evening
½ hour	\$75.00	\$155.00
¼ hour	47.50	97.50

(Transcriptions)
Regular time charges.

Transcription equipment
Western Electric double 78 and 33⅓ r.p.m. turn-tables.

WEBR

Owner and operator
Howell Broadcasting Co. Inc., Buffalo.
Business office: 735 Main St.
Studio: 735 Main St.
Transmitter: Larkin Terminal Bldg.

Power
250 w. to local sunset; 100 w. thereafter.

Time
Full time.

Basic rates
No reply received to rate request.

Transcription equipment
Western Electric 33⅓ and 78 r.p.m. double turn-tables.

WGR (CBS)

Owner and operator
Buffalo Broadcasting Corp.
Business office: Rand Bldg.
Studio: Rand Bldg.
Transmitter: Amherst, N. Y.

Branch offices

New York: 60 E. 42nd St.
Chicago: Free & Sleining, Inc.

Power
1,000 w.

Time
Full time.

Basic rates

	Day	Evening
1 hour	\$125.00	\$250.00
½ hour	78.00	156.00
¼ hour	49.00	98.00

(Transcriptions)
Regular time charges.

Transcription equipment
Western Electric 33⅓ and 78 single and double turn-tables.

WKBW (CBS)

Owner and operator
Buffalo Broadcasting Corp.
Business office: Rand Bldg.
Studio: Rand Bldg.
Transmitter: Amherst, N. Y.

Branch offices

New York: 60 E. 42nd St.
Chicago: Free & Sleining, Inc.

Power
5,000 w.

Time
Full time.

Basic rates

	Day	Evening
1 hour	\$125.00	\$250.00
½ hour	78.00	156.00
¼ hour	49.00	98.00

(Transcriptions)
Regular time charges.

Transcription equipment
Western Electric 78 and 33⅓ r.p.m. single and double turn-tables.

WSVS

Owner and operator
Seneca Vocational High School, Buffalo.

Power
50 w.

Time
Full time.

Basic rates
Does not sell time.

CANTON

(Pop.: 2,822)

WCAD

Owner and operator
St. Lawrence University, Canton.
Business office: Park St.
Studio: St. Lawrence University Campus.
Transmitter: St. Lawrence University Campus.

Power
500 w.

Time
Daytime only.

Basic rates
Does not sell time.

ELMIRA

(Pop.: 47,397)

WESG

Owner
Cornell University, Ithaca, N. Y.
Business office: Mark Twain Hotel, Elmira.
Studios: Mark Twain Hotel, Elmira; and Cornell University, Ithaca.
Transmitter: Cornell University.

Station representative
J. P. McKinney & Son.

Power
1,000 w.

Time
Daytime only.

Basic rates
No reply received to rate requests.

Transcription equipment
33⅓ and 78 r.p.m. turn-tables.

FREEPORT

(Pop.: 15,467)

WGBB

Owner and operator
Harry H. Carman, Freeport.

Power
100 w.

Time
Shares time with WJBI, WFAS and WMRJ.

HUDSON FALLS

WGLC

Owner and operator
Station WGLC.
Business office: Colonial Display House of Griffin Lumber Co., Hudson Falls.
Studio: Colonial Display House.
Transmitter: Colonial Display House.

Power
100 w. to local sunset; 50 w. thereafter.

Time
Full time.

Basic rates

1 hour	\$60.00
½ hour	36.00
¼ hour	21.60

Transcription equipment

RCA 33⅓ and 78 r.p.m. turn-tables.

JAMAICA

(See New York City, Queens Borough.)

LONG BEACH

(Pop.: 5,817)

WMIL

The general offices of this station are located in Brooklyn, New York—see listings under Brooklyn Borough.

NEW YORK CITY

(Pop.: 6,930,446)

BRONX BOROUGH

WBNX

Owner and operator

Standard Cahill Co., Inc., New York City.
Studio: New York Coliseum.
Transmitter: New York Coliseum.

Power

250 w.

Time

Shares time with WMSG, WAWZ, WCDA.

Basic rates

	Day	Evening
1 hour	\$60.00	\$100.00
½ hour	33.00	55.00
¼ hour	18.00	30.00

(Transcriptions)

5% additional time charge.

Transcription equipment

33⅓ and 78 r.p.m. turn-tables.

BROOKLYN BOROUGH

WBBC

Owner and operator

Brooklyn Broadcasting Corp.
Business office: 16 Court St., Brooklyn.
Studio: 16 Court St.
Transmitter: Bergen Beach, Brooklyn.

Power

500 w.

Time

Shares time with WFOX, WCGU and WLTH.

Basic rates

No reply received to rate request.

Transcription equipment

Western Electric 78 and 33⅓ r.p.m. double turn-tables.

WBBR

Owner and operator

Peoples Pulpit Association, 124 Columbia Heights, Brooklyn, N. Y.
Transmitter: Rossville.

Power

1,000 w.

Time

Shares time with WHAZ, WFAB and WEVD.

Basic rates

Does not sell time.

WCGU

Owner and operator

United States Broadcasting Corp., Brooklyn.
Business office: 427 Flatbush Ave. Extension.
Studio: 427 Flatbush Ave. Extension.
Transmitter: Brooklyn.

Power

500 w.

Time

Shares time with WBBC, WFOX and WLTH.

Basic rates

No reply received to rate request.

Transcription equipment

Western Electric 33⅓ and 78 r.p.m. double turn-tables.

WFOX

Owner and operator

Paramount Broadcasting Corp., Brooklyn.
Studio: Fox Theater Bldg., Flatbush Ave., and Nevins St.
Transmitter: Foster Ave. and East 57 Street.

Power

500 w.

Time

Shares time with WBBC, WCGU and WLTH.

Basic rates

	Day	Evening
1 hour	\$80.00	\$175.00
½ hour	50.00	100.00
¼ hour	30.00	50.00

WLTH

Owner and operator

Voice of Brooklyn, Inc., Eagle Bldg., Brooklyn.
Business office: 305 Washington St., Brooklyn.
Studio: 305 Washington St.
Transmitter: 2568 Flatbush Ave., Brooklyn.

Power

500 w.

Time

Shares time with WBBC, WCGU and WFOX.

Basic rates

	Day	Evening
1 hour	\$100.00	\$150.00
½ hour	55.00	110.00
¼ hour	30.00	80.00

(Transcriptions)

Regular time charges.

Transcription equipment

Single turn-table 33⅓ r.p.m. and double turn-table 78 r.p.m.

WMBQ

Owner and operator

Paul J. Gollhofer, 93 Leonard St., Brooklyn.

Power

100 w.

Time

Shares time with WWRL and WMIL.

Basic rates

On application.

WMIL

Owner

Arthur Faske, Brooklyn.
Business office: 1525 Pitkin Ave.

Studio: 1525 Pitkin Ave.

Transmitter: 1525 Pitkin Ave.

Power

100 w.

Time

Shares time with WWRL and WMBQ.

Basic rates

No reply received to rate request.

Transcription equipment

78 and 33⅓ r.p.m. double turn-tables.

MANHATTAN BOROUGH

WABC

Owner

Atlantic Broadcasting Corp., New York City.
Business office: 485 Madison Ave.
Studio: 485 Madison Ave.
Transmitter: Wayne, N. J.

Operated by

Columbia Broadcasting System, Inc.

See listing of Columbia Broadcasting System in Network Data Section for complete details.

WCDA

Owner and operator

Italian Educational Broadcasting Co., Inc., 225 Lafayette St., New York City.
Studio: 225 Lafayette St.
Transmitter: Cliffside Park, N. J.

Power

250 w.

Time

Shares time with WAWZ, WBNX and WMSG.

Basic rates

	Day	Evening
1 hour	\$60.00	\$100.00
½ hour	33.00	55.00
¼ hour	18.00	30.00

(Transcriptions)

5% additional time charge.

Transcription equipment

33⅓ and 78 r.p.m. turn-tables.

WEAF (NBC)

Owner and operator

National Broadcasting Co., Inc., New York City.
Business office: 711 Fifth Ave.
Studio: 711 Fifth Ave.
Transmitter: Bellmore, N. Y.

Power

50,000 w.

Time

Full time.

See listing of National Broadcasting Co., Inc., in Network Data Section for complete details.

WEVD

Owner and operator

Debs Memorial Radio Fund, Inc., New York City.
Business office: Claridge Hotel, Broadway and 44th St.
Studio: Claridge Hotel.
Transmitter: Grand St. and Newtown Creek, Brooklyn.

Power

500 w.

Time

Shares time with WBBR, WFAB, WHAZ.

Basic rates

	Day	Evening
1 hour	\$120.00	\$200.00
½ hour	70.00	120.00
¼ hour	40.00	70.00

(Transcriptions)

Regular time charges.

Transcription equipment

Equipped with 33⅓ and 78 r.p.m. turn-tables.

WFAB

Owner

Fifth Avenue Broadcasting Corp., New York City.
Studio: 57th and 7th Ave.
Transmitter: Carlstadt, N. J.

Operated by

Defenders of Truth Society, Inc., New York City.

Power

1,000 w.

Time

Shares time with WBBR, WEVD, WHAZ.

Basic rates

	Day	Evening
1 hour	\$110.00	\$200.00
½ hour	60.00	110.00
¼ hour	35.00	60.00

WHN

Owner and operator

Marcus Loew Booking Agency, 1540 Broadway, New York City.
Studio: 1540 Broadway.
Transmitter: 1540 Broadway.

Power

250 w.

Time

Shares time with WRNY, WQAO, and WPAP.

Basic rates

	Day	Evening
1 hour	\$100.00	\$300.00
½ hour	60.00	150.00
¼ hour	40.00	100.00

WINS

Owner and operator

American Radio News Corp., New York City.
Business office: WINS Bldg., 114 E. 58th St.
Studio: WINS Bldg.
Transmitter: Astoria, Long Island, N. Y.

Executive personnel

Station manager, Bradley Kelly; sales manager, John S. Martin; program director, John McCormick; production manager, Harold Shubert; musical director, Bernard Levitow.

Power

500 w.

Time

Limited time. Shares with KOB, KEX.

Basic rates

	Day	Evening
1 hour	\$150.00	\$350.00
½ hour	90.00	185.00
¼ hour	60.00	100.00

(Transcriptions)

5% additional time charge.

Transcription equipment

Equipped with 33⅓ and 78 r.p.m. turn-tables.

WJZ (NBC)

Owner and operator

National Broadcasting Co., Inc., New York City.
Studio: 711 Fifth Ave.
Transmitter: Bound Brook, N. J.

Power

50,000 w. experimentally.

Time

Full time.

See listing of National Broadcasting Co., Inc., in Network Data Section for complete details.

WLWL

Owner

Universal Broadcasting Corp., 425 West 59th St., New York City.
Studio: 425 West 59th St.
Transmitter: Kearny, N. J.

Operated by

Missionary Society of St. Paul, the Apostle, New York City.

Power

5,000 w.

Time

Shares time with WPG.

Basic rates

	Day	Evening
1 hour	\$300.00	\$500.00
½ hour	180.00	275.00
¼ hour	105.00	150.00

Transcription equipment

Equipped with 78 and 33⅓ r.p.m. turn-tables.

WMCA

Owner and operator

Knickerbocker Broadcasting Co., Inc., 1697 Broadway, New York City.
Studio: WMCA Bldg., Broadway at 53rd St.
Transmitter: Flushing, Long Island.

Executive personnel

President, Donald Flamm; vice-president, William Weisman; Business manager, Fred W. Dyson; sales manager, Sidney Flamm; program manager, Harry Carlson; musical directors, Irving Selzer and Sol Shapiro.

Branch office

Chicago: Free & Sleinger, Inc.

Power

500 w.

Time

Shares time with WNYC.

Basic rates

	Day (Morning)	Evening (Afternoon)
1 hour	\$165.00	\$220.00
½ hour	93.50	126.00
¼ hour	55.00	71.50

Transcription equipment

Equipped with 33⅓ and 78 r.p.m. double turn-tables.

WMSG

Owner and operator

Madison Square Garden Broadcasting Corp., New York City.
Studio: New York Coliseum.
Transmitter: New York Coliseum.

Power

250 w.

Time

Shares time with WAWZ, WCDA, WBNX.

Basic rates

	Day	Evening
1 hour	\$60.00	\$100.00
½ hour	33.00	55.00
¼ hour	18.00	30.00

(Transcriptions)

5% additional time charge.

Transcription equipment

Equipped with 33⅓ and 78 r.p.m. turn-tables.

WNYC

Owner and operator

City of New York, Department of Plant and Structures, New York City.

Power

500 w.

Time

Shares time with WMCA.

Basic rates

Does not sell time.

WOV

Owner and operator

International Broadcasting Corp., New York City.
Business office: 16 East 42nd St.
Studio: 16 East 42nd St.
Transmitter: Foot of Roosevelt Ave., Secaucus, N. J.

Power

1,000 w.

Time

Daytime only.

Basic rates

1 hour	\$150.00
½ hour	80.00
¼ hour	50.00

Transcription equipment

Equipped with 33⅓ and 78 r.p.m. double turn-tables.

WPCH

Owner and operator

Eastern Broadcasters, Inc., New York City.
Studio: WMCA Bldg., Broadway at 53rd St.
Transmitter: Hoboken, N. J. (Construction permit to move to Flushing, Long Island.)

Executive personnel

Program manager, Bill Williams. For other executives, see WMCA staff.

Power

500 w.

Time

Daytime, shares with WCCO.

Basic rates

	Day (Morning)	Evening (Afternoon)
1 hour	\$100.00	\$150.00
½ hour	65.00	85.00
¼ hour	40.00	50.00

WQAO

Owner and operator

Calvary Baptist Church, New York City.
Transmitter: Cliffside, N. J.

Power

250 w.

Time

Shares time with WHN and WRNY.

Basic rates

Does not sell time.

WRNY

Owner and operator
Aviation Radio Station, Inc., New York City.
Studio: 29 West 57th St.
Transmitter: Coytesville, N. Y.

Power
250 w.

Time
Shares time with WQAO, WPAP, and WHN.

Basic rates

	Day	Evening
1 hour	\$90.00	\$150.00
½ hour	54.00	90.00
¼ hour	36.00	60.00

Transcription equipment
Equipped with 33⅓ and 78 r.p.m. turn-tables.

QUEENS BOROUGH

WMRJ

Jamaica, no longer operating.

WWRL

Owner and operator
Long Island Broadcasting Corp., Woodside, Long Island.
Studio: 4130 58th Street, Woodside,
Transmitter: 4130 58th Street, Woodside, Long Island, New York.

Power
100 w.

Time
Shares time with WMBQ and WMIL.

Basic rates

	Day	Evening
1 hour	\$45.00	\$55.00
½ hour	25.00	30.00
¼ hour	15.00	17.00

Transcription equipment
Double turn-table for electrical transcriptions.

ROCHESTER

(Pop.: 328,132)

WABO

Rochester, New York.
Affiliated with station WHEC, Rochester, N. Y. (See that listing.)

WHAM (NBC)

Owner and operator
Stromberg-Carlson Telephone Mfg. Co., Rochester.
Studio: Sagamore Hotel.
Transmitter: Victor, N. Y.

Power
50,000 w.

Time
Full time.

Basic rates

	Day	Evening
1 hour	\$175.00	\$350.00
½ hour	109.38	218.75
¼ hour	68.36	136.73

(Transcriptions)

1 hour	\$235.30
½ hour	117.65
¼ hour	58.82

Transcription equipment
Western Electric double turntable 33⅓ r.p.m.

WHEC

Owner and operator
WHEC, Inc., Rochester.

Studio: New Rochester Savings Bank Bldg.
Transmitter: Terminal Bldg.

Power
500 w. (Construction permit, 1,000 w.)

Time
Full time.

Basic rates

	Day	Evening
1 hour	\$70.00	\$110.00
½ hour	48.00	70.00
¼ hour	30.00	48.00

Transcription equipment
Western Electric 33⅓ and 78 r.p.m. double turn-tables.

SCHENECTADY

(Pop.: 95,692)

WGY (NBC)

Owner
General Electric Co., Schenectady.
Business office: 1 River Road.
Studio: 1 River Road.
Transmitter: South Schenectady (3 miles from city).

Power
50,000 w.

Time
Full time.

Basic rates

	Day	Evening
1 hour	\$212.50	\$425.00
½ hour	130.00	260.00
¼ hour	80.00	160.00

(Transcriptions)
Regular time charges.

Transcription equipment
RCA 33⅓ and 78 r.p.m. turn-tables.

SYRACUSE

(Pop.: 209,326)

WFBL (CBS)

Owner and operator
Onondaga Hotel Corp., Syracuse.
Studio: Hotel Onondaga.
Transmitter: Collamer.

Power
2,500 w. daytime; 1,000 w. thereafter. (Construction permit for 2,500 w. full time.)

Time
Full time.

Basic rates

	Day	Evening
1 hour	\$50.00	\$100.00
½ hour	30.00	65.00
¼ hour	20.00	40.00

Transcription equipment
Equipped with double turn-tables.

WMAC

Affiliated with station WSYR. See that station for detailed listing.

WSYR (NBC)

Owner and operator
Central New York Broadcasting Corp., Syracuse.
Business office: Hotel Syracuse.
Studio: Hotel Syracuse.
Transmitter: Syracuse University Campus.

Power
250 w.

Time
Full time.

Basic rates

	Day	Evening
1 hour	\$45.00	\$90.00
½ hour	26.25	52.50
¼ hour	15.00	30.00

(Transcriptions)

Regular time charges.

Transcription equipment
33⅓ r.p.m. single and 78 r.p.m. double turn-table.

TROY

(Pop.: 72,763)

WHAZ

Owner and operator
Rensselaer Polytechnic Institute, Troy.

Power
500 w.

Time
Shares time with WBBR, WFAB, and WEVD.

Basic rates

	Evening
1 hour	\$85.00
½ hour	45.00
¼ hour	25.00

(Transcriptions)
¼ hour 25.00

TUPPER LAKE

(Pop.: 5,271)

WHDL

Owner and operator
Tupper Lake Broadcasting Co., Inc.
Business Office: 126 Park St.
Studios: Iroquois Hotel.
Transmitter: Tupper Lake.

Power
100 w.

Time
Daytime only.

Basic rates
No reply received to rate request.

Transcription equipment
33⅓ and 78 r.p.m. double turn-tables.

UTICA

(Pop.: 101,740)

WIBX

Owner and operator
WIBX, Inc., Utica.
Studio: First Citizens' Bank & Trust Co. Bldg.
Transmitter: First Citizens' Bank & Trust Co. Bldg.

Station representative
Scott Howe Bowen, Inc.

Power
300 w. to local sunset; 100 w. thereafter.

Time
Full time.

Basic rates

	Day (Morning)	Evening (Afternoon)
1 hour	\$35.00	\$20.00
½ hour	21.00	12.00
¼ hour	10.50	6.00

Transcription equipment
78 r.p.m. double turn-tables, 33⅓ r.p.m.

WHITE PLAINS

(Pop.: 35,830)

WFAS

Owner and operator
Westchester Broadcasting Co.,

White Plains.
Business office: Roger Smith Hotel.
Studio: Roger Smith Hotel.
Transmitter: Roger Smith Hotel.

Power
100 w.

Time
Shares time with WGBB, WJBI and WMJR.

Basic rates

	Day	Evening
1 hour	\$50.00	\$80.00
½ hour	30.00	45.00
¼ hour	17.50	25.00

(Transcriptions)

10% additional charge.

Transcription equipment
33⅓ and 78 r.p.m. double turn-tables.

WOODSIDE

(See New York City, Queens Borough.)

YONKERS

(Pop.: 134,646)

WCOH

Call letters changed to WFAS.
Now located at White Plains, N. Y.

NORTH CAROLINA

(Pop.: 3,177,276; radio sets 99,933)

ASHEVILLE

(Pop.: 50,193)

WWNC (NBC)

Owner

Citizen Broadcasting Co., Inc., Asheville.
Business office: 815 Flatiron Bldg.
Studio: 815 Flatiron Bldg.
Transmitter: 9th Floor, Flatiron Bldg.

Operated by

Asheville Citizen-Times Co.

Executive personnel

Station manager, G. O. Shepherd; business manager, W. Randall Harris; secretary, Edith Harris; commercial director, L. Roy Phillips; program director, Robert Mackelfresh; musical director, Harry Nides.

Station representative

E. Katz Special Advertising Agency in all principal cities.

Power

1,000 w.

Time

Full time.

Basic rates

	Day	Evening
1 hour	\$75.00	\$125.00
½ hour	45.00	75.00
¼ hour	26.25	43.75

(Transcriptions)

Regular time charges.

Transcription equipment

33⅓ and 78 r.p.m. double turn-tables.

CHARLOTTE

(Pop.: 82,675)

WBT (NBC)

Owner and operator

Station WBT, Inc., Charlotte.
Business office: South Tryon & Third Streets.

Studio: South Tryon & Third Streets.

Transmitter: 8 miles south of Charlotte.

Station representatives

New York: Roger E. Vernon, 485 Madison Ave.

Chicago: R. B. Stephenson, 932 Wrigley Bldg.

Executive personnel

General manager, Earle J. Gluck; production manager and program director, L. A. Laudeman; commercial director, William J. Weber; musical directors, Michael Wise and Billy Hamilton.

Power

25,000 w.

Time

Full time.

Basic rates

	Day	Evening
1 hour	\$125.00	\$200.00
½ hour	75.00	125.00
¼ hour	50.00	75.00

(Transcriptions)

1 hour	150.00	250.00
½ hour	90.00	150.00
¼ hour	55.00	90.00

Transcription equipment

Western Electric 33⅓ r.p.m. double turn-table and Victor 78 r.p.m. single turn-table.

GASTONIA

(Pop.: 17,093)

WSOC

Owner and operator

WSOC, Inc., Gastonia, N. C.
Business office: 251 East Main Ave.
Studio: 251 East Main Ave.
Transmitter: 251 East Main Ave.

Branch office

New York: George H. Field, Inc.

Power

100 w.

Time

Full time.

Basic rates

	Day	Evening
1 hour	\$40.00	\$60.00
½ hour	25.00	40.00
¼ hour	15.00	25.00

(Transcriptions)

Regular time charges.

Transcription equipment

33⅓ r.p.m. and 78 r.p.m. double turn-tables.

GREENSBORO

(Pop.: 53,569)

WBIG (CBS)

Owner and operator

North Carolina Broadcasting Co., Inc., Greensboro.
Business office: O. Henry Hotel Bldg.
Studio: O. Henry Hotel Bldg.
Transmitter: Jefferson Standard Life Insurance Bldg.

Power

1,000 w. to local sunset; 500 w. thereafter.

Time

Full time.

Basic rates

	Day	Evening
1 hour	\$50.00	\$65.00
½ hour	30.00	37.50
¼ hour	17.50	21.25

(Transcriptions)

Special rates.

Transcription equipment

Western Electric 33⅓ and 78 r.p.m. double turn-tables.

RALEIGH

(Pop.: 37,379)

WPTF (NBC)

Owner and operator

Durham Life Insurance Co., Raleigh.

Business office: 324 Fayetteville St.
Studio: 324 Fayetteville St.

Transmitter: Raleigh.

Station representative.

Scott Howe Bowen, Inc.

Power

1,000 w.

Time

Shares time with KPO.

Basic rates

	Day	Evening
1 hour	\$50.00	\$100.00
½ hour	37.00	75.00
¼ hour	20.00	40.00

Transcription equipment

Western Electric single and double 33⅓ and 78 r.p.m.

WILMINGTON

(Pop.: 32,270)

WRAM

Owner and operator

Wilmington Radio Association, Inc.
Business office: R.F.D. No. 1, New Hanover County, Wilmington.

Studio: R.F.D. No. 1.

Transmitter: R.F.D. No. 1, New Hanover County.

Station representative

Scott Howe Bowen, Inc.

Power

100 w.

Time

Full time.

Basic rates

1 hour	\$50.00
½ hour	31.25
¼ hour	17.50

(Transcriptions)

Regular time charges.

Transcription equipment

33⅓ r.p.m. single and 78 r.p.m. double turn-tables.

WINSTON-SALEM

(Pop.: 75,274)

WSJS (CBS)

Owner

Winston-Salem Journal Co.

Operated by

Winston-Salem Journal and Twin City Sentinel.

Business office: North Marshall St.
Studio: North Marshall St.

Transmitter: Winston-Salem.

Power

100 w.

Time

Full time.

Basic rates

	Day	Evening
1 hour	\$38.00	\$50.00
½ hour	20.00	25.00
¼ hour	10.00	12.50

(Transcriptions)

Regular time charges.

Transcription equipment
33 $\frac{1}{3}$ r.p.m. single and 78 r.p.m. double turn-tables.

NORTH DAKOTA

(Pop.: 680,845; radio sets: 82,012)

BISMARCK

(Pop.: 11,090)

KFYR (NBC)

Owner and operator
Meyer Broadcasting Co., Bismarck.
Business office: 320 Broadway.
Studio: 320 Broadway.
Transmitter: 6 miles east of Bismarck.

Executive personnel
Studio manager, P. J. Meyer; business manager, C. F. Dirlam; production manager, S. M. Lucas.

Power
2,500 w. to local sunset, 1,000 w. thereafter.

Time
Shares time with KFDY.

Basic rates

	Day	Evening
1 hour	\$75.00	\$150.00
1/2 hour	40.00	80.00
1/4 hour	25.00	45.00

(Transcriptions)

Regular time charges.

Transcription equipment
Western Electric 33 $\frac{1}{3}$ and 78 r.p.m. double turn-tables.

DEVILS LAKE

(Pop.: 5,451)

KDLR

Owner and operator
KDLR, Inc., Devils Lake.
Business office: 1025 Third St.
Studio: 1025 Third St.
Transmitter: 1025 Third St.

Power
100 w.

Time
Full time.

Basic rates
No reply received to rate request.

Transcription equipment
33 $\frac{1}{3}$ and 78 r.p.m. double turn-tables.

FARGO

(Pop.: 28,619)

WDAY (NBC)

Owner and operator
WDAY, Inc., Fargo.
Business office: Black Bldg.
Studio: Black Bldg.
Transmitter: West Fargo, N. D.

Power
1,000 w.

Time
Full Time.

Basic rates

	Day	Evening
1 hour	\$75.00	\$150.00
1/2 hour	46.88	93.75
1/4 hour	29.50	58.60

(Transcriptions)

Regular time charges.

Transcription equipment
78 r.p.m. and Western Electric 33 $\frac{1}{3}$ r.p.m. double turn-tables.

GRAND FORKS

(Pop.: 17,112)

KFJM

Owner
University of North Dakota, Grand Forks.
Studio: Hotel Dacotah.
Transmitter: University of North Dakota.

Power
100 w.

Time
Full time.

Basic rates

	Day	Evening
1/2 hour	\$10.00	\$20.00
1/4 hour	7.25	11.25

Transcription equipment
33 $\frac{1}{3}$ and 78 r.p.m. double tables.

MANDAN

(Pop.: 5,037)

KGCU

Owner and operator
Mandan Radio Association, Inc.
Studio: Lewis & Clark Hotel.
Transmitter: Lewis & Clark Hotel.

Executive personnel
Director and manager, George H. Bartlett.

Power
250 w.

Time
Special hours.

Basic rates

1 hour	\$30.00
1/2 hour	16.50
1/4 hour	9.00

MINOT

(Pop.: 16,099)

KLPM

Owner and operator
John B. Cooley, Minot.
Business office: Leland-Parker Hotel.
Studio: Leland-Parker Hotel.
Transmitter: Sixth Floor, Leland-Parker Hotel.

Station representative
St. Paul: General Radio Broadcasting Co.

Power
250 w.

Time
Half-time.

Basic rates

No reply received to rate request.

Transmission equipment
33 $\frac{1}{3}$ r.p.m. single and 78 r.p.m. double turn-tables.

OHIO

(Pop.: 6,646,697; radio sets: 1,119,767)

AKRON

(Pop.: 255,040)

WADC (CBS)

Owner and operator
Allen T. Simmons, Tallmadge, O.

Business office: Box 29, Akron, O.
Studio: Cuyahoga Falls Rd., Tallmadge, O., and Beacon Journal Bldg.
Transmitter: Tallmadge, O.

Power
1,000 w.

Time
Full time.

Basic rates

	Day	Evening
1 hour	\$100.00	\$195.00
1/2 hour	63.00	105.00
1/4 hour	39.00	57.50

(Transcriptions)

Regular time charges.

Transcription equipment
Western Electric 78 and 33 $\frac{1}{3}$ r.p.m. double turn-tables.

WJW

Owner and operator
John F. Weimer.
Business office: 41 S. High St., Akron.
Studio: 41 S. High St.
Transmitter: Construction permit to move to Akron, from Massfield.

Power
100 w.

Time
Full time.

Basic rates

No reply received to rate request.

Transcription equipment
78 and 33 $\frac{1}{3}$ r.p.m. double turn-tables.

CANTON

(Pop.: 104,906)

WHBC

Owner and operator
Edward P. Graham, Canton.
Business office: 319 Tuscarawas St., West.
Studio: 319 Tuscarawas St.
Transmitter: Canton.

Power
10 w.

Time
Special hours.

Basic rates

No reply received to rate request.

Transcription equipment
Western Electric double 33 $\frac{1}{3}$ and 78 r.p.m. turn-tables.

CINCINNATI

(Pop.: 451,160)

WCKY (NBC)

(See Covington, Ky.)

WFBE

Operated by
The Post Publishing Co., Cincinnati.
Business office: Post Square.
Studio: Hotel Sinton-St. Nicholas.
Transmitter: Hotel Parkview.

Power
250 w. to local sunset; 100 w. thereafter.

Time
Full time.

Basic rates

	Day	Evening
1 hour	\$41.00	\$54.00
1/2 hour	26.00	38.00
1/4 hour	14.00	20.00

Transcription equipment
Western Electric 33⅓ and 78 r.p.m. double turn-tables.

WKRC (CBS)

Owner and operator
WKRC, Inc., Cincinnati.
Business office: Locust and Victory Parkway.
Studio: Hotel Alms, Locust and Victory Parkway.
Transmitter: Hotel Alms.

Branch offices
New York: Roger E. Vernon.
Chicago: Robert B. Stephenson.

Power
1,000 w. experimentally.

Time
Full time.

Basic rates
No reply received to rate request.

Transcription equipment
Western Electric 33⅓ and 78 r.p.m. double turn-table.

WLW (NBC)

Owner and operator
The Crosley Radio Corp., 3408 Sassafras Ave., Cincinnati.
Studio: 3401 Colerain Ave., Cincinnati.
Transmitter: Mason, O.

Power
50,000 (500,000 w. construction experimental permit granted)

Time
Full time.

Basic rates

	Day	Evening
1 hour	\$495.00	\$990.00
½ hour	330.00	660.00
¼ hour	220.00	440.00

Transcription equipment
Double 33⅓ and 78 r.p.m. turn-tables.

WSAI (NBC)

Owner and operator
The Crosley Radio Corp., Cincinnati.
Studio: 3401 Colerain Ave.
Transmitter: Mason.

Power
1,000 w. to local sunset; 500 w. thereafter.

Time
Full time.

Basic rates

	Day	Evening
1 hour	\$45.00	\$50.00
½ hour	25.00	30.00
¼ hour	12.50	15.00

Transcription equipment
Double turn-tables, 33⅓ and 78 r.p.m.

CLEVELAND

(Pop.: 900,429)

WGAR (NBC)

Owner and operator
WGAR Broadcasting Co., Cleveland.
Business office: 1131 Euclid Ave.
Studio: 1131 Euclid Ave.
Transmitter: 1000 Harvard Ave., Cuyahoga Heights.

Branch office
Chicago: Free & Sleining, Inc.

Power
500 w.

Time
Full time.

Basic rates
No reply received to rate request.

Transcription equipment
Western Electric 78 and 33⅓ r.p.m. double turn-tables.

WHK (CBS)

Owner and operator
Radio Air Service Corp., Cleveland.
Business office: Higbee Bldg.
Studio: Higbee Bldg.
Transmitter: Seven Hills, Independence, O.

Station representative
Scott Howe Bowen, Inc.

Power
1,000 w.

Time
Full time.

Basic rates

	Day	Evening
½ hour	\$100.00	\$180.00
¼ hour	55.00	100.00

(Transcriptions)
Regular time charges.

Transcription equipment
Western Electric 78 and 33⅓ r.p.m. double turn-tables.

WJAY

Owner and operator
Cleveland Radio Broadcasting Corp.
Studio: 1224 Huron Rd.
Transmitter: 1425 Schofield Bldg.

Power
500 w.

Time
Daytime.

Basic rates
No reply received to rate request.

Transcription equipment
Double 33⅓ and 78 r.p.m. turn-tables.

WTAM (NBC)

Owner
WTAM, Inc., Cleveland.
Studio: 1367 E. Sixth St.
Transmitter: Brecksville, Ohio.

Operated and managed by
National Broadcasting Co., Inc.

Power
50,000 w.

Time
Full time.

Basic rates

	Day	Evening
1 hour	\$400.00	\$700.00
½ hour	250.00	400.00
¼ hour	150.00	250.00

Transcription equipment
Western Electric 78 and 33⅓ r.p.m. double turn-tables.

COLUMBUS

(Pop.: 290,564)

WAIU

Owner and operator
Associated Radiocasting Corp., Columbus.
Business office: Broad Street, Deshler-Wallick Hotel.
Studio: Broad St.

Transmitter: Near Worthington, Ohio.

Power
500 w.

Time
Shares time with KFI.

Basic rates

	Day	Evening
1 hour	\$52.00	\$97.50
½ hour	32.50	52.00
¼ hour	19.50	32.50

(Transcriptions)
Regular time charges.

Transcription equipment
Western Electric 78 and 33⅓ r.p.m. double turn-tables.

WCAH (CBS)

Owner and operator
Commercial Radio Service Co., Columbus.
Business office: 39 W. Spring St., Columbus, Ohio.
Studio: 13th floor, Hotel Fort Hayes, Columbus.
Transmitter: Richter Road, Columbus.

Station representative
Scott Howe Bowen, Inc.

Executive personnel
Station manager, George H. Gommernann; business manager, Albert H. Kelly; production manager, Russell Canter; program director, Arthur Graham.

Power
500 w.

Time
Full time. Special experimental authorization to operate simultaneously with WHP, WOKO, WHEC-WABO.

Basic rates

	Day	Evening
1 hour	\$55.00	\$100.00
½ hour	33.00	55.00
¼ hour	20.00	33.00

(Transcriptions)
Regular time charges.

Transcription equipment
33⅓ and 78 r.p.m. double turn-tables.

WEAO

Owner and operator
Ohio State University, Columbus.

Power
750 w. (Construction permit 1,000 w.)

Time
Shares time with WKBN.

Basic rates
Does not sell time.

WSEN

Owner and operator
Columbus Broadcasting Corp.
Business office: Seneca Hotel.
Studio: Seneca Hotel.
Transmitter: Seneca Hotel.

Power
100 w.

Time
Full time.

Basic rates
No reply received to rate request.

Transcription equipment
78 r.p.m. and 33⅓ r.p.m. double turn-tables.

DAYTON

(Pop.: 200,982)

WSMK

Owner and operator
Stanley M. Krohn, Jr., Dayton.
Studio: 20th floor U. B. Bldg.,
Dayton, O.
Transmitter: Carrmonte, O.

Power
200 w.

Time
Shares daytime with KQV; special hours, night time.

Basic rates
No reply received to rate request.

Transcription equipment
Equipped to handle 15 minute discs.

MANSFIELD

(Pop. 33,525)

WJW

This radio station has moved to Akron.

MOUNT ORAB

WHBD

Owner
Southern Ohio Broadcasting Corp.,
Mt. Orab.

Operated by
F. P. Moler, Mt. Orab.

Power
100 w.

Time
Full time.

Basic rates
No reply received to rate request.

Transcription equipment
33½ and 78 r.p.m. turn-tables.

TOLEDO

(Pop.: 290,718)

WSPD (CBS)

Owner
Fort Industry Oil Co., Toledo.
Business office: Commodore Perry
Hotel.
Studio: Commodore Perry Hotel.
Transmitter: Commodore Perry
Hotel.

Operated by
Toledo Broadcasting Co.

Executive personnel
Secretary and treasurer, J. H. Ryan; station manager, Mrs. Agnes Northup; business manager and commercial director, Dwight Northup; production manager, Fred Stone; program director, Christie Williams; musical director, Newton Shriver.

Power
1,000 w.

Time
Full time.

Basic rates

	Day	Evening;
1 hour	\$120.00	\$225.00
½ hour	70.00	120.00
¼ hour	42.50	75.00

Transcription equipment
Western Electric 33½ and 78 r.p.m. double turn-tables.

YOUNGSTOWN

(Pop.: 170,002)

WKBN (CBS)

Owner and operator
WKBN Broadcasting Corp.,
Youngstown.
Business office: N. Champion St.,
Youngstown.
Studio: N. Champion St.
Transmitter: N. Champion St.

Executive personnel
President, W. P. Williamson, Jr.;
station director, J. L. Bowden;
commercial director, E. E. Evans;
program director, Thelma Murphy;
continuity director and chief announcer,
Truesdale Mayers; musical director,
Bert Stock.

Power
500 w.

Time
Shares time with WEAO.

Basic rates

	Day	Evening
1 hour	\$80.00	\$160.00
½ hour	45.00	90.00
¼ hour	25.00	50.00

(Transcriptions)

Regular time charges.

Transcription equipment
33½ and 78 single and double turn-tables.

ZANESVILLE

(Pop.: 36,440)

WALR

Owner and operator
WALR Broadcasting Corp.
Business office: 434 Main St.,
Zanesville, O.
Studio: 434 Main St.
Transmitter: 434 Main St.

Power
100 w.

Time
Full time.

Basic rates
No reply received to rate request.

Transcription equipment
33½ and 78 r.p.m. double turn-tables.

OKLAHOMA

(Pop.: 2,396,040; radio sets: 168,323)

CHICKASHA

(Pop.: 14,099)

KOCW

Owner
Oklahoma College for Women,
Chickasha.

Operated by
J. A. Teeters, Chickasha, Okla.

Power
500 w. to local sunset; 250 w. there-after.

Time
Full time.

Basic rates
Upon application

ELK CITY

KASA

Owner and operator
E. M. Woody, Elk City.

Studio: Ball Room Casa Grande Hotel.

Executive personnel
Manager, A. J. Spooner.

Power
100 w.

Time
Full time.

Basic rates

1 hour	\$40.00
½ hour	22.50
¼ hour	12.50

ENID

(Pop.: 26,399)

KCRC

Owner and operator
Enid Radiophone Co.
Business office: Oxford Hotel.
Studio: Oxford Hotel.
Transmitter: Enid.

Power
250 w. to local sunset; 100 w. there-after.

Time
Shares time with KGFG.

Basic rates
No reply received to rate request.

Transcription equipment
33½ and 78 r.p.m. double turn-tables.

NORMAN

(Pop.: 9,603)

WNAD

Owner and operator
University of Oklahoma, Norman.

Power
500 w.

Time
Shares time with KGGF.

Basic rates
Does not sell time.

OKLAHOMA CITY

(Pop.: 185,389)

KFXR

Owner and operator
Exchange Avenue Baptist Church,
Oklahoma City.

Power
250 w. to local sunset; 100 w. there-after.

Time
Full time.

Basic rates
No reply received to rate request.

KGFG

Owner and operator
Mrs. T. C. Nichols, Oklahoma City.
Studios: 1110 W. Second St., and
6-12 West 5th St.
Transmitter: 1110 W. Second St.

Power
100 w.

Time
Shares time with KCRC.

Basic rates
Does not sell time.

KOMA (CBS)

Owner and Operator
National Radio Manufacturing Co.,
Oklahoma City. A unit of the
Southwest Broadcasting Co.
Business office: 24th floor, Oklahoma Biltmore Hotel.

Studio: Oklahoma Biltmore Hotel.
Transmitter: 7½ miles northeast of city.

Station representative
Scott Howe Bowen, Inc.

Power
5,000 w.

Time
Full time.

Basic rates

	Day	Evening
1 hour	\$60.00	\$120.00
½ hour	36.00	72.00
¼ hour	21.50	43.00

(Transcriptions)

Regular time charges.

Transcription equipment
78 r.p.m. and 33½ r.p.m. double turn-table.

WKY (NBC)

Owner
WKY Radiophone Co., Oklahoma City.

Operated by
Oklahoma City Times and Daily Oklahoman.
Business office: Plaza Court Bldg.
Studio: Plaza Court Bldg.
Transmitter: West 39th St.

Station representative
E. Katz Special Advertising Agency.

Power
1,000 w.

Time
Full time.

Basic rates

	Day	Evening
1 hour	\$125.00	\$200.00
½ hour	75.00	125.00
¼ hour	40.00	75.00

(Transcriptions)

Regular time charges.

Transcription equipment
Western Electric 33½ and 78 r.p.m. double turn-tables.

PONCA CITY

(Pop.: 16,136)

WBBZ

Operated by
C. L. Carrell, Ponca City.
Studio: 407 West South Ave.
Remote control studios: Wichita, Kans.; Arkansas City, Kans.; Winfield, Kans.; Wellington, Kans.; Cushing, Okla.; Blackwell, Okla.; Drumwright, Okla.
Transmitter: 407 West South Ave.

Power
100 w.

Time
Full time.

Basic rates

½ hour	\$35.00
¼ hour	20.00

(Transcriptions)

Regular time charges.

Transcription equipment
33½ r.p.m. and Western Electric 78 r.p.m. double turn-table.

SHAWNEE

(Pop.: 23,283)

KGFF

Owner and operator
KGFF Broadcasting Co., Inc., Al-

dridge Hotel, Shawnee.
Studio: Aldridge Hotel.
Transmitter: Aldridge Hotel.

Power
100 w.

Time
Full time.

Basic rates

No reply received to rate request.

Transcription equipment
Double turn-table.

TULSA

(Pop.: 141,258)

KVOO (NBC)

Owner and operator
Southwestern Sales Corp., Tulsa.
Studio: Wright Bldg.
Transmitter: 11 miles east of Tulsa.

Branch office
Chicago: Free and Sleining, Inc.

Power
25,000 w.

Time
Shares night time with WAPI.

Basic rates

	Day	Evening
1 hour	\$112.50	\$225.00
½ hour	70.00	140.00
¼ hour	45.00	85.00

(Transcriptions)

Regular time charges.

Transcription equipment
Western Electric double 33½ r.p.m. turn-table.

OREGON

(Pop.: 953,786. radio sets: 160,589)

CORVALLIS

(Pop.: 7,585)

KOAC

Owner and operator
Oregon State Agricultural College, Corvallis.
Studio: Corvallis.
Transmitter: Corvallis.

Power
1,000 w.

Time
Full time

Basic rates

Does not sell time.

EUGENE

(Pop.: 18,901)

KORE

Owner and operator
Eugene Broadcast Station.

Power
100 w.

Time
Full time.

Basic rates

	Day	Evening
1 hour	\$25.00	\$40.00
½ hour	15.00	25.00
¼ hour	10.00	15.00

Transcription equipment
33½ and 78 r.p.m. turn-tables.

KLAMATH FALLS

(Pop.: 16,093)

KFJI

Owner and operator
KFJI Broadcasters, Inc.
Business office: Willard Hotel Bldg.
Studio: Willard Hotel Bldg.
Transmitter: Willard Hotel Bldg.

Station representative
Pacific Coast: Scott Howe Bowen, Inc.

Power
100 w.

Time
Full time.

Basic rates

No reply received to rate request.

Transcription equipment
33½ r.p.m. single and 78 r.p.m. double turn-tables.

MARSHFIELD

(Pop.: 5,287)

KOOS

Owner and operator
H. H. Hanseth, Inc., Marshfield.
Station representative
Scott Howe Bowen, Inc.

Power
100 w.

Time
Full time.

Basic rates

No reply received to rate request.

Transcription equipment
78 and 33½ r.p.m. double turn-tables.

MEDFORD

(Pop.: 11,107)

KMED

Owner and operator
Mrs. W. J. Virgin, Medford.
Studio: Main and Riverside.
Transmitter: Main and Riverside.
Station representative
Scott Howe Bowen, Inc.

Power
100 w.

Time
Full time.

Basic rates

1 hour	\$30.00
½ hour	17.00
¼ hour	9.00

Transcription equipment
33½ and 78 r.p.m. double turn-tables.

PORTLAND

(Pop.: 301,815)

KALE

Owner and operator
KALE, Inc., Portland.
Studio: The Weatherly Bldg.
Transmitter: 410 East Morrison.

Station representative
Reynolds-Fitzgerald, Inc.

Power
500 w.

Time
Special hours.

Basic rates

No reply received to rate request.

Transcription equipment

Double turn-tables for 78 or 33 1/3 r.p.m.

KEX (NBC)

Owner and operator

Western Broadcasting Co., Portland.

Studio: Terminal Sales Bldg.

Transmitter: Portland.

Branch office

National Broadcasting Co., Inc.

Power

5,000 w.

Time

Shares night time with KOB.

Basic rates

No reply received to rate request.

Transcription equipment

Western Electric 33 1/3 and 78 r.p.m. double turn-tables.

KFJR

Owner and operator

Ashley C. Dixon-KFJR, Inc., Portland.

Power

500 w.

Time

Shares time with KALE.

KGW (NBC)

Owner and operator

Oregonian Publishing Co., Portland.

Business office: Oregonian Bldg.

Studio: Oregonian Bldg.

Transmitter: Faloma, Ore.

Station representative

Scott Howe Bowen, Inc.

Power

1,000 w.

Time

Full time.

Basic rates

	Day	Evening
1/2 hour	\$46.88	\$93.75
1/4 hour	29.30	58.60

Transcription equipment

Western Electric 33 1/3 and 78 r.p.m. double turn-tables.

KOIN (CBS)

Owner and operator

KOIN, Inc., The Oregon Journal, Portland.

Studio: New Heathman Hotel.

Transmitter: Sylvan.

Station representative

Reynolds-Fitzgerald, Inc.

Power

1,000 w.

Time

Full time.

Basic rates

	Day	Evening
1/2 hour	\$40.00	\$90.00
1/4 hour	25.00	54.00

(Transcriptions)

Regular time charges.

Transcription equipment

Western Electric 78 and 33 1/3 r.p.m. turn-tables.

KWJJ

Owner and operator

KWJJ Broadcast Co., Inc., Portland.

Studio: 328 Salmon St.

Power

500 w.

Time

Limited time.

Basic rates

No reply received to rate request.

KXL

Owner and operator

KXL Broadcasters, Portland.

Business office: Multnomah Hotel.

Studio: Multnomah Hotel.

Transmitter: Multnomah Hotel.

Power

100 w.

Time

Shares time with KBPS.

Basic rates

No reply received to rate request.

Transcription equipment

33 1/3 r.p.m. single and 78 r.p.m. double turn-tables.

PENNSYLVANIA

(Pop.: 9,631,350; radio sets: 1,488,770)

ALLENTOWN

(Pop.: 92,563)

WCBA

Owner and operator

B. Bryan Musselmann, Allentown.

Studio: 39-41 N. Tenth St.

Transmitter: Allentown.

Power

250 w.

Time

Shares time with WSAN

Basic rates

No reply received to rate request.

Transcription equipment

Western Electric 33 1/3 and 78 r.p.m. turn-tables.

WSAN

Owner

Allentown Call Publishing Co., Inc., Allentown.

Studio: 39-41 N. Tenth St.

Transmitter: Allentown.

Operated and leased by

Allentown Broadcasting Co., P.O. Box 353, Allentown, Pa.

Power

250 w.

Time

Shares time with WCBA

Basic rates

Affiliated with WCBA. For rates and data see that listing.

ALTOONA

(Pop.: 82,054)

WFBG

Owner and operator

William F. Gable Co., Altoona.

Business office: 1320 Eleventh Ave.

Studio: Gable Arcade Bldg., Twelfth Ave. & 14th St.

Transmitter: Gable Arcade Bldg.

Power

100 w. (Construction permit 250 w.)

Time

Shares time with WJAC.

Basic rates

	Day	Evening
1 hour	\$52.00	\$69.00
1/2 hour	26.00	39.00
1/4 hour	13.00	19.50

(Transcriptions)

Regular time charges.

Transcription equipment

Double turn-tables 33 1/3 and 78 r.p.m.

CARBONDALE

(Pop.: 20,061)

WNBW

Owner

WNBW, Inc., Carbondale, Pa.

Studio: 50-52 North Main St.

Transmitter: 50-52 North Main St.

Power

Construction permit for 100 w. to local sunset; 10 w. thereafter.

Time

Full time.

Basic rates

No reply received to rate request.

Transcription equipment

33 1/3 and 78 r.p.m. double turn-tables.

ERIE

(Pop.: 115,967)

WERE

Owner and operator

Erie Broadcasting Corp.

Studio: Lawrence Hotel.

Transmitter, Commerce Bldg.

Executive personnel

Manager, J. S. Crawford.

Power

100 w.

Time

Full time.

Basic rates

	Day	Evening
1 hour	\$30.00	\$50.00
1/2 hour	15.00	30.00
1/4 hour	10.00	20.00

Transcription equipment

78 and 33 1/3 r.p.m. double turn-tables.

WLBW (CBS)

Owner and operator

Broadcasters of Pennsylvania, Inc., Erie.

Business office: The Reed Hotel, on Perry Square.

Studio: The Reed Hotel.

Transmitter: Hershey Road and Robinson Road, Summitt, Pa.

Power

1,000 w. to local sunset; 500 w. thereafter.

Time

Full time.

Basic rates

No reply received to rate request.

Transcription equipment

Western Electric 33 1/3 and 78 r.p.m. double turn-tables.

GLENSIDE

WIBG

Owner and operator
WIBG, Inc., Keswick Bldg., Glenside.

Power
25 w.

Time
Daytime only.

Basic rates

1 hour	\$45.00
½ hour	25.00
¼ hour	15.00

Transcription equipment
33⅓ and 78 r.p.m. turntables.

GROVE CITY

(Pop.: 6,156)

WSAJ

Owner and operator
Grove City College.

Power
100 w.

Time
Full time.

Basic rates
Does not sell time.

HARRISBURG

(Pop.: 80,339)

WBAK

Owner and operator
Pennsylvania State Police, Harrisburg.

Power
1,000 w. to local sunset; 500 w. thereafter.

Time
Shares with WHP, WCAH.

Basic rates
Does not sell time.

WCOD

Owner and operator
Keystone Broadcasting Corp., Harrisburg.
Business office: Fourth and Market Sts.
Studio: Fourth and Market Sts.
Transmitter: Fourth and Market Sts.

Power
100 w.

Time
Shares time with WKJC

Basic rates

	Day	Evening
1 hour	\$30.00	\$42.00
½ hour	18.50	23.50
¼ hour	13.00	15.75

Transcription equipment
Double 78 r.p.m. and single 33⅓ r.p.m. turntables.

WHP (CBS)

Owner
WHP, Inc., The Harrisburg Telegraph, Harrisburg.
Business office: Telegraph Bldg.
Studio: Telegraph Bldg.
Transmitter: Lemoyne, Pa.

Executive personnel
Station and business manager, commercial director, C. M. Meehan; production manager and program director, Abe Redmond; musical director, David Shoop.

Station representative
Scott Howe Bowen, Inc.

Power

1,000 w. to local sunset; 500 w. thereafter.

Time

Full time (special experimental authorization to operate simultaneously with WCAH, WOKO, WHEC-WABO).

Basic rates

	Day	Evening
1 hour	\$50.00	\$100.00
½ hour	30.00	60.00
¼ hour	17.50	35.00

(Transcriptions)

Regular time charges.

Transcription equipment
78 and 33⅓ r.p.m. double turntables.

HAZLETON

WAZL

No detailed information available.

JOHNSTOWN.

(Pop.: 66,993)

WJAC

Owner and operator
Johnstown Automobile Co.
Business office: 101 Main St.
Studio: 101 Main St.
Transmitter: 101 Main St.

Station representative
Scott Howe Bowen, Inc.

Power
100 w.

Time
Shares time with WFBG.

Basic rates

	Day	Evening
1 hour	\$40.00	\$60.00
½ hour	22.50	35.00
¼ hour	13.00	20.00

(Transcriptions)

Regular time charges.

Transcription equipment
78 r.p.m. and 33⅓ r.p.m. double turn-table.

LANCASTER

(Pop.: 59,949)

WGAL

Owner and operator
WGAL, Inc., Lancaster.
Business office: 8 West King St.
Studio: 8 West King St.
Transmitter: 40-42 Christian St.

Station representative
Scott Howe Bowen, Inc.

Power
100 w.

Time
Shares time with WRAW.

Basic rates

	Day	Evening
1 hour	\$52.95	\$79.41
½ hour	33.08	49.71
¼ hour	20.68	30.88

WKJC

Owner and operator
Lancaster Broadcasting Service, Inc., 16 W. King St.
Business office: Kirk Johnson Bldg.
Studio: Kirk Johnson Bldg.
Transmitter: 16 W. King St.

Power
100 w.

Time
Shares time with WCOD.

Basic rates

	Day	Evening
1 hour	\$36.00	\$60.00
½ hour	20.00	36.00
¼ hour	15.00	20.00

(Transcriptions)

Regular time charges.

Transcription equipment
RCA-Victor 78 and 33⅓ r.p.m. double turntables.

LEWISBURG

(Pop.: 3,308)

WJBU

Owner and operator
Bucknell University, Lewisburg.
Business office: Bucknell University.

Studio: Bucknell University Campus.
Transmitter: Lewisburg.

Power
100 w.

Time
Shares time with WBAX.

Basic rates

1 hour	\$45.00
½ hour	25.00
¼ hour	15.00

Transcription equipment
33⅓ and 78 r.p.m. single turntables.

OIL CITY

(Pop.: 22,075)

WLBW

Moved to Erie, Pa.

PHILADELPHIA

(Pop.: 1,950,961)

WCAU (CBS)

Owner and operator
WCAU Broadcasting Co., Philadelphia.
Business office: 1622 Chestnut St.
Studio: 1622 Chestnut St.
Transmitter: Newtown Square, Delaware Co., Pa.

Power
50,000 w.

Time
Full time.

Basic rates

	Day	Evening
1 hour	\$300.00	\$550.00
½ hour	150.00	300.00
¼ hour	90.00	180.00

Transcription equipment
Western Electric 33⅓ and 78 r.p.m. double turntables.

WDAS

Owner and operator
WDAS Broadcasting Station, Inc., Philadelphia (Alexander W. Dannenbaum, W. Maurice Steppacher).
Business office: Elks Hotel.
Studio: Elks Hotel.
Transmitter: Elks Hotel.

Power
250 w. to local sunset; 100 w. thereafter.

Time
Full time.

Basic rates

No reply received to rate request.

Transcription equipment
Single and double turntables.

WFI (NBC)

Owner and operator
WFI Broadcasting Co., Philadelphia.
Studio: Eighth and Market Sts.
Transmitter: Eighth and Market Sts.
Power
500 w. (Construction permit 1,000 w.)
Time
Shares time with WLIT.
Basic rates

	Day	Evening
1 hour	\$100.00	\$175.00
½ hour	60.00	100.00
¼ hour	40.00	65.00

WHAT

Owner and operator
Independence Broadcasting Co., Philadelphia.
Business office: Public Ledger Bldg.
Studio: Public Ledger Bldg.
Transmitter: Hotel Pennsylvania.
Power
100 w.
Time
Shares time with WTEL.
Basic rates
No reply received to rate request.
Transcription equipment
33⅓ and 78 r.p.m. turn-tables.

WIP—WFAN (CBS)

Owner and operator
Pennsylvania Broadcasting Co., Inc., Philadelphia.
Studio: Southwest corner Eighth and Market Sts.
Power
500 w.
Time
Full time.
Basic rates

	Day	Evening
1 hour	\$115.00	\$175.00
½ hour	70.00	100.00
¼ hour	40.00	65.00

(Transcriptions)
5% additional time charge.
Transcription equipment
33⅓ and 78 r.p.m. double turn-tables.

WLIT (NBC)

Owner and operator
Lit Brothers Broadcasting System, Inc., Philadelphia.
Business office: Market St. at Eighth St., Philadelphia.
Studio: Market St. at Eighth St.
Transmitter: Philadelphia.
Power
500 w.
Time
Shares time with WFI.
Basic rates

	Day	Evening
1 hour	\$100.00	\$175.00
½ hour	60.00	100.00
¼ hour	40.00	65.00

(Transcriptions)
Regular time charges.
Transcription equipment
Western Electric 33⅓ r.p.m. and 78 r.p.m. double turn-tables.

WPEN

Owner and operator
William Penn Broadcasting Co., Philadelphia.
Business office: WPEN Bldg., 217 South Broad St.
Studio: WPEN Bldg.
Transmitter: Ford Road and Midvale Ave., Philadelphia.
Power
250 w. to local sunset; 100 w. thereafter.
Time
Full time.
Basic rates

	Day	Evening
1 hour	\$80.00	\$125.00
½ hour	45.00	75.00
¼ hour	25.00	45.00

(Transcriptions)
Regular time charges.
Transcription equipment
Western Electric single 33⅓ and double 78 r.p.m. turn-tables.

WRAX

Owner and operator
WRAX Broadcasting Co., Philadelphia.
Business office: 213 S. Broad St.
Studio: 1608 W. Allegheny Ave.
Transmitter: 1608 W. Allegheny Ave.
Power
250 w.
Time
Limited time (shares with KYW-KFKX).
Basic rates

	Day	Evening
1 hour	\$100.00	\$125.00
½ hour	50.00	75.00
¼ hour	25.00	45.00

(Transcriptions)
Regular time charges.
Transcription equipment
Western Electric single 33⅓ r.p.m. and double 78 r.p.m. turn-tables.

WTEL

Owner and operator
Foulkrod Radio Engineering Co., Philadelphia.
Business office: 3701 N. Broad St.
Studio: 3701 N. Broad St.
Transmitter: Rowlandville, Pa.
Power
100 w.
Time
Shares time with WHAT.
Basic rates

	Day	Evening
1 hour	\$50.00	\$75.00
½ hour	30.00	40.00
¼ hour	15.00	20.00

(Transcriptions)
Regular time charges.
Transcription equipment
RCA Victor double 33⅓ and 78 r.p.m. turn-tables.

PITTSBURGH

(Pop.: 669,817)

KDKA (NBC)

Owner
Westinghouse Electric & Manufacturing Co., Pittsburgh.
Operated by
National Broadcasting Co., Inc.

Business office: William Penn Hotel.
Studio: William Penn Hotel.
Transmitter: Saxonburg, Pa.
Branch office
National Broadcasting Co., Inc.
Power
50,000 w.
Time
Full time.
Basic rates

	Day	Evening
1 hour	\$450.00	\$900.00
½ hour	250.00	500.00
¼ hour	175.00	350.00

Transcription equipment
Western Electric 78 and 33⅓ r.p.m. double turn-tables.

KQV

Owner and operator
KQV Broadcasting Co., Pittsburgh.
Business office: Investment Bldg., 239 Fourth Ave.
Studio: Investment Bldg.
Transmitter: Plaza Bldg.
Power
500 w.
Time
Full daytime; special hours, night.
Basic rates
No reply received to rate request.
Transcription equipment
78 and 33⅓ r.p.m. double turn-tables.

WCAE (NBC)

Owner
WCAE, Inc., Pittsburgh.
Operated by
Sun-Telegraph.
Business office: 359 Sixth Ave.
Studio: 359 Sixth Ave.
Transmitter: Gimbel's Warehouse, 21st & Wharton Sts.
Branch office
Chicago: Free & Sleining, Inc.
Power
1,000 w.
Time
Full time.
Basic rates

	Day	Evening
1 hour	\$165.00	\$330.00
½ hour	110.00	220.00
¼ hour	75.00	150.00

(Transcriptions)
Regular time charges.
Transcription equipment
Western Electric 33⅓ r.p.m. and 78 r.p.m. double turn-tables.

WJAS (CBS)

Owner and operator
Pittsburgh Radio Supply House.
Business office: Law and Finance Bldg.
Studio: Law and Finance Bldg.
Transmitter: North Fayette Township, Allegheny Co., Pa.
Power
2,500 w. to local sunset; 1,000 w. thereafter.
Time
Full time.
Basic rates
No reply received to rate request.

Transcription equipment
Western Electric 33½ and 78 r.p.m.
double turn-tables.

WWSW

Owner and operator
Walker & Downing Radio Corp.,
Pittsburgh.
Studio: Hotel Schenley.
Transmitter: Wilksburg, Pa.

Power
250 w. to local sunset; 100 w. there-
after.

Time
Full time.

Basic rates

	Day	Evening
1 hour	\$60.00	\$100.00
½ hour	35.00	60.00
¼ hour	20.00	35.00

(Transcriptions)

Regular time charges.

Transcription equipment
78 and 33½ r.p.m. double turn-
tables.

READING

(Pop.: 111,171)

WEEU

Owner and operator
Berks Broadcasting Co., Reading.
Business office: 533 Penn St.
Studio: 533 Penn St.
Transmitter: Spring Township, Pa.

Power
1,000 w.

Time
Daytime only.

Basic rates
No reply received to rate request.

Transcription equipment
78 and 33½ r.p.m. double turn-
tables.

WRAW

Owner and operator
Reading Broadcasting Co., Inc.
Studio: 533 Penn St.
Transmitter: 460 Schuylkill Ave.

Power
100 w.

Time
Shares time with WGAL.

Basic rates
No reply received to rate request.

Transcription equipment
78 and 33½ r.p.m. double turn-
tables.

SCRANTON

(Pop.: 143,433)

WGBI

Owner and operator
Scranton Broadcasters, Inc. (The
Scranton Times).
Business office: 116 N. Washington
Ave.
Studio: 116 N. Washington Ave.
Transmitter: Drinker Turnpike,
Scranton.

Power
250 w.

Time
Shares time with WQAN.

Basic rates

	Day	Evening
1 hour	\$50.00	\$75.00
½ hour	27.50	40.00
¼ hour	16.25	22.50

(Transcriptions)
Regular time charges.
Transcription equipment
33½ and 78 r.p.m. double turn-
tables.

WQAN

Owner and operator
Scranton Times, Scranton, Pa.

Power
250 w.

Time
Shares time with WGBI.

Basic rates
Does not sell time.

STATE COLLEGE

WPSC no longer operating

WASHINGTON

(Pop.: 24,545)

WNBO

Owner and operator
John Brownlee Spriggs, Silver Ha-
ven, Pa.
Business office: Warner Bros. State
Theater Bldg., Washington.
Studio: Warner Bros. State Thea-
ter Bldg.
Transmitter: Silver Haven, Pa.

Power
100 w.

Time
Special hours.

Basic rates

	Day	Evening
1 hour	\$20.00	\$25.00
½ hour	12.50	15.00
¼ hour	7.00	9.00

Transcription equipment
33½ and 78 r.p.m. turn-tables.

WILKES-BARRE

(Pop.: 86,626)

WBAX

Owner and operator
John H. Stenger, Jr., Wilkes-Barre.
Studio: 70 S. Main St.
Transmitter: East End Blvd.,
Plains, Pa., 4 miles from Wilkes-
Barre.

Power
10,000 w.

Time
Shares time with WJBU.

Basic rates
No reply received to rate request.

Transcription equipment
Double turn-tables, 33½ and 78
r.p.m.

WBRE

Owner and operator
Louis G. Baltimore, Wilkes-Barre.
Business office: 16 N. Main St.
Studio: 16 N. Main St.
Transmitter: Wilkes-Barre.

Power
100 w.

Time
Full time.

Basic rates

	Day	Evening
1 hour	\$30.00	\$60.00
½ hour	17.50	35.00
¼ hour	10.00	20.00

(Transcriptions)

Regular time charges.
Transcription equipment
78 and 33½ r.p.m. double turn-
tables.

WILLIAMSPORT

(Pop.: 45,729)

WRAC

Owner
WRAC, Inc., Williamsport.
Business office: 442 William St.
Studio: 442 William St.
Transmitter: First National Bank
Bldg.

Power
100 w.

Time
Shares time with WJEQ.

Basic rates
No reply received to rate request.

Transcription equipment
33½ and 78 r.p.m. double turn-
tables.

YORK

(Pop.: 55,254)

WORK

Owner and operator
York Broadcasting Co.
Business office: 13 South Beaver
St.
Studio: 13 South Beaver St.
Transmitter: 4½ miles west of
York.

Power
1,000 w.

Time
Limited time.

Basic rates
No reply received to rate request.

Transcription equipment
33½ and 78 r.p.m. double turn-
tables.

RHODE ISLAND

(Pop.: 687,497; radio sets: 130,644)

NEWPORT

(Pop.: 27,612)

WMBA

Owner and operator
LeRoy Joseph Beebe, Weaver
Bldg., Newport.

Power
100 w.

Time
Full time.

Basic rates
No reply received to rate request.

PAWTUCKET

(Pop.: 77,149)

WPAW

Has been purchased by WPRO.
Providence, R. I. See that listing.

PROVIDENCE

(Pop.: 252,981)

WEAN (CBS)

Owner and operator
Shepard Broadcasting Service, Inc.
Business office: 1 Winter Pl., Bos-
ton.
Studio: Crown Hotel, Providence.
Transmitter: Providence Biltmore
Hotel.

Executive personnel

President, John Shepard, III; assistant to president, R. L. Harlow; station supervisor, Fred Long; commercial director, C. W. Phelan.

Station representative

New York: Scott Howe Bowen, Inc.

Power

500 w. to local sunset; 250 w. thereafter.

Time

Full time.

Basic rates

	Day	Evening
1 hour	\$75.00	\$150.00
½ hour	37.50	75.00
¼ hour	25.00	50.00

(Transcriptions)

Regular time charges.

Transcription equipment

Western Electric 33½ and 78 double turn-tables.

WJAR (NBC)

Owner and operator

The Outlet Co., Providence. Business office: Weybossett St. Studio: Weybossett St. Transmitter: Weybossett St.

Power

400 w. to local sunset; 250 w. thereafter.

Time

Full time.

Basic rates

	Day	Evening
1 hour	\$85.00	\$160.00
½ hour	45.00	85.00
¼ hour	30.00	55.00

(Transcriptions)

Regular time charges.

Transcription equipment

Western Electric 33½ and 78 r.p.m. single and double turn-tables.

WPRO—WPAW

Owner and operator

Cherry & Webb Broadcasting Co., Providence. Business office: 20 Richmond St. Studio: 20 Richmond St. Transmitter: Cranston, R. I.

Power

100 w.

Time

Full time.

Basic rates

No reply received to rate request.

Transcription equipment

Western Electric 33½ r.p.m. and Audak-Hammond 78 r.p.m. double turn-tables.

SOUTH CAROLINA
(Pop.: 1,738,765; radio sets: 38,719)

CHARLESTON
(Pop.: 62,265)

WCSC

Owner and operator

South Carolina Broadcasting Co., Inc. Business office: 12th floor, Francis Marion Hotel, Charleston.

Studio: Francis Marion Hotel. Transmitter: 1 mile west of city.

Power

500 w.

Time

Full time.

Basic rates

No reply received to rate request.

Transcription equipment

Western Electric dual 78 and single 33½ r.p.m. turn-tables.

COLUMBIA
(Pop.: 51,581)

WIS (NBC)

Owner

WIS, Inc.

Operated by

South Carolina Broadcasting Co., Inc. Business office: 1811 Main St., Jefferson Hotel, Columbia. Studio: 1811 Main St. Transmitter: 2 miles west of city.

Power

1,000 w. to local sunset; 500 w. thereafter.

Time

Full time.

Basic rates

	Day	Evening
1 hour	\$60.00	\$75.00
½ hour	35.00	40.00
¼ hour	20.00	25.00

(Transcriptions)

Regular time charges.

Transcription equipment

Western Electric 78 and 33½ r.p.m. double turn-tables.

SPARTANBURG
(Pop.: 28,723)

WSPA

Owner and operator

Virgil V. Evans, operating as The Voice of South Carolina, Spartanburg. Studio: Radio Center, Spartanburg, and Imperial Hotel, Greenville, S. C. Transmitter: Spartanburg.

Executive personnel

Station and business manager, and commercial director, Virgil Evans; production manager, Horace Hunnicutt; program director and musical director, Mrs. Wendell Tiller.

Station representatives

New York: Scott Howe Bowen, Inc. New York: World Broadcasting System.

Power

250 w. to local sunset; 100 w. thereafter.

Time

Full time.

Basic rates

	Day	Evening
1 hour	\$60.00	\$65.00
½ hour	35.00	37.50
¼ hour	22.50	20.00

(Transcriptions)

Regular time charges

Transcription equipment

RCA Victor 78 r.p.m. and 33½ r.p.m. double turn-tables.

SOUTH DAKOTA
(Pop.: 692,849; radio sets: 98,553)

BROOKINGS
(Pop.: 4,376)

KFDY

Owner and operator

South Dakota State College, Brookings. Studio: College Campus. Transmitter: College Campus.

Power

1,000 w.

Time

Shares time with KFYR.

Basic rates

Does not sell time.

HURON
(Pop.: 10,946)

KGDY

Owner and operator

Voice of South Dakota, Inc., Huron.

Power

100 w.

Time

Full time.

Basic rates

No reply received to rate request.

MITCHELL
(Pop.: 10,942)

KGDA

Owner and operator

Mitchell Broadcasting Corp. Business office: 206 First National Bank Bldg., Mitchell. Studio: Lake Mitchell, S. D. Transmitter: Lake Mitchell.

Power

100 w.

Time

Full time.

Basic rates

No reply received to rate request.

Transcription equipment

78 and 33½ r.p.m. double turn-tables.

PIERRE
(Pop.: 3,659)

KGFX

Owner and operator

Dana McNeil, Pierre.

Power

200 w.

Time

Daytime only.

Basic rates

No reply received to rate request.

RAPID CITY
(Pop.: 10,404)

WCAT

Owner and operator

South Dakota State School of Mines, Rapid City.

Power

100 w.

Time

Full time.

Basic rates

Does not sell time.

SIoux FALLS
(Pop.: 33,362)

KSOO

Owner and operator
Sioux Falls Broadcast Association,
Inc.
Studio: Carpenter Hotel.
Transmitter: North of city.

Power
2,500 w.

Time
Limited time.

Basic rates
1 hour \$60.00
½ hour 35.00
¼ hour 20.00
and special rates.

Transcription equipment
Western Electric 33⅓ and 78 r.p.m.
double turn-tables.

VERMILION

KUSD

Owner and operator
University of South Dakota, Ver-
million.
Studio: On University Campus.
Transmitter: On University Cam-
pus.

Power
500 w.

Time
Shares time with KFNF and
WILL.

Basic rates
Does not sell time.

WATERTOWN
(Pop.: 10,214)

KGCR

Owner and operator
Greater Kampeska Radio Corp.,
Watertown.
Business office: Citizens National
Bank.
Studio: Mellette Hill.
Transmitter: Mellette Hill.

Power
100 w.

Time
Special hours.

Basic rates

	Day	Evening
1 hour	\$40.00	\$60.00
½ hour	25.00	36.00

(Transcriptions)

Regular time charges.

Transcription equipment
33⅓ and 78 r.p.m. double turn-
tables.

YANKTON

(Pop.: 6,072)

WNAX (CBS)

Owner and operator
The House of Gurney, Inc., Yank-
ton.
Studio: Second and Capitol St.
Transmitter: Second and Capitol
St.

Power
1,000 w.

Time
Full time.

Basic rates

	Day	Evening
1 hour	\$120.00	\$176.00
½ hour	69.00	99.00
¼ hour	34.50	66.00

(Transcriptions)

Regular time charges.

Transcription equipment
Western Electric 33⅓ and 78 r.p.m.
double turn-tables.

TENNESSEE

(Pop.: 2,616,556; radio sets:
118,983)

BRISTOL

(Pop.: 12,005)

WOPI

Owner and operator
Radiophone Broadcasting Station
WOPI, Inc., Bristol.
Business office: Hotel General
Shelby.
Studios: 22nd and State Sts., and
Hotel General Shelby.
Transmitter: 22nd and State Sts.

Station representative
Scott Howe Bowen, Inc.

Power
100 w.

Time
Full time.

Basic rates
1 hour \$37.50
½ hour 22.50
¼ hour 15.00

Transcription equipment
78 and 33⅓ r.p.m. double turn-
tables.

CHATTANOOGA

(Pop.: 119,798)

WDOD (CBS)

Owner and operator
WDOD Broadcasting Corp., Chat-
tanooga.
Business office: Hotel Patten, Chat-
tanooga.
Studio: Hotel Patten.
Transmitter: Hamilton County,
Tenn.

Power
2,500 w. to local sunset; 1,000 w.
thereafter.

Time
Full time.

Basic rates

	Day	Evening
1 hour	\$75.00	\$125.00
½ hour	50.00	75.00
¼ hour	30.00	50.00

(Transcriptions)

Regular time charges.

Transcription equipment
Western Electric double 33⅓ r.p.m.
double turn-tables.

JACKSON

(Pop.: 22,172)

WTJS

Owner and operator
The Sun Publishing Co., Jackson.
Studio: Jackson Sun Bldg.
Transmitter: Hall Ave.

Power
250 w. to local sunset; 100 w. there-
after.

Time
Full time.

Basic rates

No reply received to rate request.

Transcription equipment
33⅓ and 78 r.p.m. double turn-
tables.

KNOXVILLE

(Pop.: 105,802)

WNOX (CBS)

Owner and operator
WNOX, Inc., Knoxville.
Studio: Andrew Johnson Hotel.
Transmitter: Holston Hills.

Station representative
New York: Scott Howe Bowen,
Inc.

Power
2,000 w. to local sunset; 1,000 w.
thereafter.

Time
Full time.

Basic rates
1 hour \$100.00
½ hour 60.00
¼ hour 45.00

Transcription equipment
78 and 33⅓ r.p.m. turn-tables.

WROL

Owner and operator
Stuart Broadcasting Corp., Knox-
ville.
Business office: 524 Gay St.
Studio: 524 Gay St.
Transmitter: 1828-32 W. Cumber-
land Ave.

Station representatives
New York: Scott Howe Bowen,
Inc.
Chicago: A. T. Sears & Son.
St. Louis: McElhiney & Associates.

Power
100 w.

Time
Full time.

Basic rates

	Day	Evening
1 hour	\$15.00	\$22.50
½ hour	10.00	15.00
¼ hour	7.00	8.00

(Transcriptions)

Regular time charges.

Transcription equipment
Western Electric 33⅓ and 78 r.p.m.
double turn-tables.

MEMPHIS

(Pop.: 253,143)

WHBQ

Owner and operator
Broadcasting Station WHBQ, Inc.,
Memphis.
Business office: Hotel Claridge.
Studio: Hotel Claridge.
Transmitter: Dermon Bldg., Mem-
phis.

Power
100 w.

Time
Full time.

Basic rates

	Day	Evening
½ hour	\$25.00	\$50.00
¼ hour	15.00	30.00

(Transcriptions)

Regular time charges.

Transcription equipment
Western Electric 33½ and 78 r.p.m. double turn-tables.

WMC (NBC)

Owner and operator
Memphis Commercial Appeal, Inc.
Business office: Hotel Gayoso, Memphis.
Studio: Hotel Gayoso.
Transmitter: Bartlett, Tenn.

Power
1,000 w. daytime; 500 w. night time.

Time
Full time.

Basic rates

	Day	Evening
½ hour	\$40.00	\$120.00
¼ hour	25.00	75.00

Transcription equipment
Western Electric 78 and 33½ r.p.m. double turn-tables.

WNBR—WGBC

Owner and operator
Memphis Broadcasting Co.
Business office: Hotel DeVoy, 69 Jefferson Ave.
Studio: Hotel DeVoy.
Transmitter: 1690 S. Lauderdale.

Executive personnel
Station manager, Mallory Chamberlin; production manager, Marquis Smith; program director, Francis S. Chamberlin; musical director, Betty Jones.

Power
500 w.

Time
Full time.

Basic rates

	Day	Evening
1 hour	\$60.00	\$100.00
½ hour	36.00	60.00
¼ hour	21.60	36.00

(Transcriptions)
Regular time charges.

Transcription equipment
78 and 33½ r.p.m. double turn-tables.

WREC—WOAN (CBS)

Owner and operator
WREC, Inc., Memphis, Tenn.
Studio: Hotel Peabody, Memphis, Tenn.
Transmitter: Whitehaven, Tenn.

Power
1,000 w. to local sunset; 500 w. thereafter.

Time
Full time.

Basic rates
No reply received to rate request.

Transcription equipment
Western Electric 78 and 33½ r.p.m. double turn-tables.

NASHVILLE

(Pop.: 153,866)

WLAC (CBS)

Owner and operator
Life & Casualty Insurance Co., Nashville.
Business office: 159 Fourth Ave., North.
Studio: 159 Fourth Ave., North.
Transmitter: 5 miles out of city.

Station representatives
New York: Scott Howe Bowen, Inc.
St. Louis: McElhiney & Associates.

Power
5,000 w.

Time
Full time.

Basic rates
No reply received to rate request.

Transcription equipment
Western Electric 33½ and 78 r.p.m. double turn-tables.

WSM (NBC)

Owner and operator
National Life & Accident Insurance Co., Inc., Nashville.
Business office: National Bldg., Seventh Ave. and Union St., Nashville.
Studio: National Bldg.
Transmitter: Located 12 miles in the country.

Power
50,000 w.

Time
Full time.

Basic rates

	Day	Evening
1 hour	\$180.00	\$300.00
½ hour	108.00	180.00
¼ hour	65.00	108.00

(Transcriptions)
Regular time charges.

Transcription equipment
Western Electric 33½ and 78 r.p.m. double turn-tables.

SPRINGFIELD

(Pop.: 5,577)

WSIX

Owner and operator
638 Tire and Vulcanizing Co., Springfield.
Business office: 215 Public Square.
Studio: 215 Public Square.
Transmitter: 215 Public Square.

Power
100 w.

Time
Full time.

Basic rates
No reply received to rate request.

Transcription equipment
78 and 33½ r.p.m. double turn-tables.

TEXAS

(Pop.: 5,824,715; radio sets: 355,536)

ABILENE

(Pop. 23,175)

KFYO

Has moved to Lubbock, Tex.

AMARILLO

(Pop.: 43,132)

KGRS

Owner and operator
E. B. Gish, Amarillo. Affiliated with Southwest Broadcasting Co.
Business office: Bellaire Park.

Studio: Bellaire Park.
Transmitter: Bellaire Park.

Power
1,000 w.

Time
Special hours.

Basic rates
No reply received to rate request.

Transcription equipment
Western Electric 33½ and General Electric 78 r.p.m. turn-tables.

WDAG

Owner and operator
National Radio & Broadcasting Corp.
Studio: Amarillo Hotel.
Transmitter: Amarillo.

Power
1,000 w.

Time
Special hours.

Basic rates

1 hour	\$90.00
½ hour	45.00
¼ hour	22.50

Transcription equipment
78 and 33½ r.p.m. double turn-tables and mixers.

AUSTIN

(Pop.: 53,120)

KNOW

Owner and operator
KNOW Broadcasting Co., Austin.
A unit of Southwest Broadcasting Co.
Business office: Driskill Hotel.
Studio: Driskill Hotel.
Transmitter: Fiskville Rd.

Power
100 w.

Time
Full time.

Basic rates

	Day	Evening
1 hour	\$20.00	\$40.00
½ hour	12.00	24.00
¼ hour	8.20	14.40

Transcription equipment
33½ and 78 r.p.m. double turn-tables.

BEAUMONT

(Pop.: 57,732)

KFDM

Operated by
Sabine Broadcasting Co., Inc.
Business office: Hotel Beaumont.
Studio: Hotel Beaumont.
Transmitter: Beaumont.

Power
1,000 w. to local sunset; 500 w. thereafter.

Time
Full time.

Basic rates
No reply received to rate request.

Transcription equipment
Western Electric double 78 and 33½ r.p.m. turn-tables.

BROWNSVILLE

(Pop.: 22,021)

KWWG*Owner*

Frank P. Jackson, Jackson's Radio Engineering Laboratories, Brownsville.
Business office: Levee and Eleventh Sts., El Jardin Hotel.
Studio: El Jardin Hotel.
Transmitter: El Jardin Hotel.

Power

500 w.

Time

Shares time with KRGV.

Basic rates

No reply received to rate request.

*Transcription equipment*33 $\frac{1}{3}$ and 78 r.p.m. double turntables.**COLLEGE STATION****WTAW***Owner and operator*

Agricultural and Mechanical College of Texas, College Station.

Power

500 w.

Time

Shares time with KTRH.

Basic rates

Does not sell time.

CORPUS CHRISTI

(Pop.: 27,741)

KGFI*Owner and operator*

Eagle Broadcasting Co., Inc., Corpus Christi.
Business office: Broadway and Leopard.
Studio: Broadway and Leopard.
Transmitter: Nixon Bldg.

Power

250 w. to local sunset; 100 w. thereafter.

Time

Full time.

Basic rates

1 hour \$30.00

 $\frac{1}{2}$ hour 17.50 $\frac{1}{4}$ hour 10.00

(Transcriptions)

Regular time charges.

*Transcription equipment*33 $\frac{1}{3}$ r.p.m. single turn-table and RCA Victor 78 r.p.m. double turn-table.**DALLAS**

(Pop.: 260,475)

KRLD (CBS)*Owner and operator*

KRLD Radio Corp. (The Times-Herald), Dallas.
Studio: Adolphus Hotel.

Power

10,000 w.

Time

Shares time with KTHS.

Basic rates

	Day	Evening
$\frac{1}{2}$ hour	\$75.00	\$150.00
$\frac{1}{4}$ hour	45.00	90.00

(Transcriptions)

*Transcription equipment*78 and 33 $\frac{1}{3}$ r.p.m. double turntables.**WFAA (NBC)***Owner and operator*

Dallas News and Dallas Journal.
Studio: Baker Hotel.
Transmitter: Grapevine.

Branch office

Chicago: William G. Rambeau.

Power

50,000 w.

Time

Share time with WBAP.

Basic rates

	Day	Evening
$\frac{1}{2}$ hour	\$125.00	\$250.00
$\frac{1}{4}$ hour	75.00	150.00

(Transcriptions)

Regular time charges.

*Transcription equipment*78 and 33 $\frac{1}{3}$ r.p.m. double turntable.**WRR (CBS)***Owner and operator*

City of Dallas. Affiliated with the Southwest Broadcasting Co.
Studio: Hilton Hotel, Dallas.
Transmitter: Fair Park.

Power

500 w.

Time

Full time.

Basic rates

No reply received to rate request.

*Transcription equipment*33 $\frac{1}{3}$ and 78 r.p.m. turntables.**DUBLIN****KFPL***Owner and operator*

C. C. Baxter, Dublin.
Studio: Grafton St., Dublin.
Transmitter: Dublin.

Power

100 w.

Time

Full time.

Basic rates

1 hour \$12.50

 $\frac{1}{2}$ hour 7.50 $\frac{1}{4}$ hour 4.50

(Transcriptions)

Regular time charges.

*Transcription equipment*Single 33 $\frac{1}{3}$ and double 78 r.p.m. turntables.**EL PASO**

(Pop.: 102,421)

KTSM*Owner and operator*

Tri-State Broadcasting Co., Inc., El Paso.
Studio: Tri-State Music Co. Bldg.
Transmitter: Two Republics Bldg.

Power

100 w.

Time

Shares time with WDAH.

Basic rates

No reply received to rate request.

*Transcription equipment*33 $\frac{1}{3}$ and 78 r.p.m. turntables.**WDAH***Owner and operator*

Tri-State Broadcasting Co., Inc., El Paso.

Power

100 w.

Time

Shares time with KTSM.

Basic rates

Does not sell time.

FORT WORTH

(Pop.: 163,447)

KFJZ*Owner and operator*

Fort Worth Broadcasters, Inc.
Business office: Texas Hotel.
Studio: Texas Hotel.
Transmitter: Sunny Hill Dairy Farm.

Power

100 w.

Time

Full time.

Basic rates

1 hour \$29.40

 $\frac{1}{2}$ hour 16.80 $\frac{1}{4}$ hour 9.80*Transcription equipment*Western Electric double 78 and single 33 $\frac{1}{3}$ r.p.m. turntables.**KTAT***Owner and operator*

KTAT Broadcast Co., Inc. A unit of Southwest Broadcasting Co.
Studio: Trinity Life Bldg., Fort Worth.
Transmitter: Birdville, Tex.

Station representative

Scott Howe Bowen, Inc.

Power

1,000 w.

Time

Shares time with WACO.

Basic rates

	Day	Evening
1 hour	\$45.00	\$90.00
$\frac{1}{2}$ hour	27.00	54.00
$\frac{1}{4}$ hour	16.00	32.50

*Transcription equipment*Western Electric 33 $\frac{1}{3}$ and 78 r.p.m. double turntables.**WBAP (NBC)***Owner and operator*

Carter Publications, Inc. (Fort Worth Star Telegram), Fort Worth.
Business office: Star-Telegram Bldg.

Studio: Blackstone Hotel.
Transmitter: Shady Oaks Farm.

Branch office

Chicago: Free & Sleining, Inc.

Power

10,000 w.

Time

Shares time with WFAA.

Basic rates

	Day	Evening
$\frac{1}{2}$ hour	\$125.00	\$250.00
$\frac{1}{4}$ hour	75.00	150.00

(Transcriptions)

Regular time charges.

*Transcription equipment*Western Electric 33 $\frac{1}{3}$ and 78 r.p.m. double turntables.

GALVESTON
(Pop.: 52,938)

KFUL

Owner and operator
The News Publishing Co., Inc.,
Galveston.
Business office: Buccaneer Hotel.
Studio: Buccaneer Hotel.
Transmitter: Medical Arts Bldg.

Power
500 w.

Time
Shares time with KTSA.

Basic rates
No reply received to rate request.

Transcription equipment
78 and 33 $\frac{1}{3}$ r.p.m. double turn-
tables

HARLINGEN
(Pop.: 12,124)

KRGV

Owner and operator
KRGV, Inc., Harlingen.
Business office: Rio Grande Na-
tional Life Bldg.
Studio: Rio Grande National Life
Bldg.
Transmitter: Rio Grande National
Life Bldg.

Power
500 w.

Time
Shares time with KWVG.

Basic rates

	Day	Evening
1/2 hour	\$30.00	\$45.00
1/4 hour	17.50	25.00

Transcription equipment
Double turn-tables 78 and 33 $\frac{1}{3}$
r.p.m.

HOUSTON
(Pop.: 292,352)

KPRC (NBC)

Owner and operator
Houston Printing Co. (Houston
Post Dispatch).
Business office: 2210 Post-Dispatch
Bldg.
Studio: 2210 Post-Dispatch Bldg.
Transmitter: Sugarland, Tex.

Power
2,500 w. to local sunset; 1,000 w.
thereafter.

Time
Full time.

Basic rates

	Day	Evening
1/2 hour	\$75.00	\$150.00
1/4 hour	50.00	100.00

Transcription equipment
Western Electric 33 $\frac{1}{3}$ and 78 r.p.m.
double turn-tables.

KTRH (CBS)

Owner and operator
KTRH Broadcasting Co., Houston.
Studio: Rice Hotel.
Transmitter: Deepwater, Texas.

Power
500 w.

Time
Shares time with WTAW.

Basic rates
No reply received to rate request.

Transcription equipment
Double turn-tables.

KXYZ

Owner and operator
Harris County Broadcast Co.,
Houston.
Studio: Fannin and Rusk Sts.
Transmitter: Houston.

Power
250 w.

Time
Full time.

Basic rates
No reply received to rate request.

Transcription equipment
RCA 33 $\frac{1}{3}$ and 78 r.p.m. double
turn-tables.

LUBBOCK
(Pop.: 20,520)

KFYO

Owner and operator
Kirksey Bros., Lubbock.
Business office: Lubbock Hotel.
Studio: Lubbock Hotel.
Transmitter: 2312 Fifth St.

Station representative
Scott Howe Bowen, Inc.

Power
250 w. to local sunset; 100 w. there-
after.

Time
Full time.

Basic rates
No reply received to rate request.

Transcription equipment
78 to 33 $\frac{1}{3}$ r.p.m. double turn-tables.

SAN ANGELO
(Pop.: 25,308)

KGKL

Owner and operator
KGKL, Inc., San Angelo.
Business office: San Angelus Hotel.
Studios: San Angelus Hotel and 50
S. Milton St.
Transmitter: 50 S. Milton St.

Power
100 w.

Time
Full time.

Basic rates

	Day	Evening
1 hour	\$45.00	\$50.00
1/2 hour	27.00	30.00
1/4 hour	18.00	20.00

(Transcriptions)
Regular time charges.

Transcription equipment
Western Electric 33 $\frac{1}{3}$ and 78 r.p.m.
double turn-tables.

SAN ANTONIO
(Pop.: 231,542)

KABC

Owner and operator
Alamo Broadcasting Co., Inc., San
Antonio.
Business office: 223-32 Texas The-
ater Bldg.
Studio: 223-32 Texas Theater Bldg.
Transmitter: San Antonio.

Power
100 w.

Time
Full time.

Basic rates

No reply received to rate request.
Transcription equipment
33 $\frac{1}{3}$ and 78 r.p.m. double turn-
tables.

KMAC

Owner and operator
Walmac Co., Inc., San Antonio.
Business office: Blue Bonnet Hotel.
Studio: Blue Bonnet Hotel.
Transmitter: Blue Bonnet Hotel.

Executive personnel
Station and business manager, L.
M. Brown; program director, A.
S. Bessan; musical director, Fred
Gordon.

Power
100 w.

Time
Shares time with KONO.

Basic rates

1 hour	\$21.25
1/2 hour	12.75
1/4 hour	8.50

(Transcriptions)
15% discount from regular time
charges.

Transcription equipment
Double 78 and 33 $\frac{1}{3}$ r.p.m. turn-
tables.

KONO

Owner and operator
Mission Broadcasting Co., San An-
tonio.
Studio: St. Anthony Hotel.
Transmitter: St. Anthony Hotel.

Power
100 w.

Time

Shares time with KMAC.

Basic rates

No reply received to rate request.

Transcription equipment

33 $\frac{1}{3}$ and 78 r.p.m. double turn-
tables

KTSA (CBS)

Owner and operator
Lone Star Broadcasting Co., San
Antonio. A unit of the Southwest
Broadcasting Co.
Business office: 16th floor, Plaza
Hotel.
Studio: 16th floor, Plaza Hotel.
Transmitter: St. Hedwig Road.

Station representative
Scott Howe Bowen, Inc.

Power

2,500 w. day; 1,000 w. night.

Time

Shares time with KFUL.

Basic rates

	Day	Evening
1 hour	\$45.00	\$90.00
1/2 hour	27.00	54.00
1/4 hour	16.00	32.50

(Transcriptions)

Regular time charges.

Transcription equipment

33 $\frac{1}{3}$ and 78 r.p.m. double turn-
tables.

WOAI (NBC)

Owner and operator
Southern Electrical Equipment Co.,

San Antonio.
Business office: Navarro St.
Studio: Navarro St.
Transmitter: Selma, Tex.

Power
50,000 w.

Time
Full time.

Basic rates

	Day	Evening
1 hour	\$160.00	\$300.00
½ hour	96.00	180.00
¼ hour	64.00	120.00

(Transcriptions)

Regular time charges.

Transcription equipment
Western Electric 33⅓ and 78 r.p.m.
double turn-tables.

TEXARKANA

KCMC

See listing under Texarkana, Ark.

TYLER

(Pop.: 17,113)

KGKB

Owner
East Texas Broadcasting Co., Tyler.
Business office: Tyler Commercial College, 115 S. College St.
Studio: Tyler Commercial College.
Transmitter: Tyler Commercial College.

Station representative
Scott Howe Bowen, Inc.

Power
100 w.

Time
Full time.

Basic rates

	Day	Evening
1 hour	\$50.00	\$75.00
½ hour	35.00	42.50
¼ hour	20.00	27.50

(Transcriptions)

Regular time charges.

Transcription equipment
33⅓ and double 78 r.p.m. turn-tables.

WACO

(Pop. 52,848)

WACO (CBS)

Owner and operator
Central Texas Broadcasting Co., Inc., Waco. A unit of the Southwest Broadcasting Co.
Business office: 4th floor Amicable Life Bldg.
Studio: 4th floor Amicable Life Bldg.
Transmitter: 5 miles from Waco.

Station representative
Scott Howe Bowen, Inc.

Power
1,000 w.

Time
Shares time with KTAT.

Basic rates

	Day	Evening
1 hour	\$30.00	\$60.00
½ hour	18.00	36.00
¼ hour	11.00	21.50

(Transcriptions)

Regular time charges.

Transcription equipment
Western Electric 78 and 33⅓ r.p.m.
double turn-tables.

WICHITA FALLS

(Pop.: 43,690)

KGKO

Owner and operator
Wichita Falls Broadcasting Co.
Business office: 6th floor, Perkins-Snyder Bldg.
Studio: 6th Floor, Perkins-Snyder Bldg.
Transmitter: Roof of Perkins-Snyder Bldg.

Station representatives
Scott Howe Bowen, Inc.
McElhiney & Associates.

Power
500 w. to local sunset; 250 w. thereafter.

Time
Full time.

Basic rates

	Day	Evening
1 hour	\$44.00	\$73.00
½ hour	24.50	43.00
¼ hour	16.00	26.25

(Transcriptions)

Regular time charges.

Transcription equipment
Western Electric 33⅓ and 78 r.p.m.
double turn-tables.

UTAH

(Pop.: 057,847; radio sets: 65,857)

OGDEN

(Pop.: 40,272)

KLO

Owner and operator
Interstate Broadcasting Corp., Ogden; and 35 Richards St., Salt Lake City.
Business office: Hotel Bigelow.
Studio: Hotel Bigelow.
Transmitter: Riverdale, Utah.

Station representative
Scott Howe Bowen, Inc.

Power
500 w.

Time
Full time.

Basic rates
No reply received to rate request.

Transcription equipment
Double turn-tables.

SALT LAKE CITY

(Pop. 104,267)

KDYL (NBC)

Owner and operator
Intermountain Broadcasting Corp., Salt Lake City.
Business office: 6th floor, Ezra Thompson Bldg.
Studio: 6th floor, Ezra Thompson Bldg.
Transmitter: Murray, Utah.

Station representatives
Scott Howe Bowen, Inc.
A. T. Sears & Son, Inc.
McElhiney & Associates.

Los Angeles: Norman C. Nourse.
San Francisco: McGregor & Sollie.

Power
1,000 w.

Time
Full time.

Basic rates

	Day	Evening
1 hour	\$75.00	\$125.00
½ hour	40.00	65.00
¼ hour	25.00	35.00

(Transcriptions)

Regular time charges.

Transcription equipment
Western Electric 33⅓ and 78 r.p.m.
double turn-tables.

KSL (CBS)

Owner and operator
Radio Service Corp. of Utah, Salt Lake City.
Business office: Vermont Bldg.
Studio: 47 West South Temple St.
Transmitter: Saltair, Utah.

Station representative
Scott Howe Bowen, Inc.

Power
50,000 w.

Time
Full time.

Basic rates
No reply received to rate request.

Transcription equipment
Western Electric 33⅓ and 78 r.p.m.
double turn-tables.

VERMONT

(Pop.: 359,611; radio sets: 55,106)

BURLINGTON

(Pop.: 24,789)

WCAX

Owner and operator
Burlington Daily News, Inc.
Business office: 203 College St.
Studio: 203 College St.
Transmitter: Burlington.

Power
100 w.

Time
Shares time with WNBX.

Basic rates

	Day	Evening
1 hour	\$30.00	\$40.00
½ hour	20.00	25.00
¼ hour	12.50	15.00

Transcription equipment
33⅓ and 78 r.p.m. turn-tables.

RUTLAND

(Pop.: 17,315)

WSYB

Owner and operator
Philip Weiss Music Co., Rutland.
Business office: 80 West St.
Studio: 80 West St.
Transmitter: 80 West St.

Station representative
Scott Howe Bowen, Inc.

Power
250 w. to local sunset; 100 w. thereafter.

Time
Special hours.

Basic rates

	Day	Evening
1 hour	\$24.00	\$40.00
½ hour	15.00	25.00
¼ hour	9.00	15.00

(Transcriptions)
Regular time charges.
Transcription equipment
RCA Victor single 78 and double 33⅓.

SPRINGFIELD

WNBX

Owner and operator
WNBX Broadcasting Corp., Springfield.
Studio: 39 Main St.
Transmitter: 2 miles from center of Springfield.

Power
250 w.

Time
Daytime only.

Basic rates

1 hour	\$40.00
½ hour	25.00
¼ hour	15.00

Transcription equipment
78 and 33⅓ r.p.m. turntables.

WATERBURY

WDEV

Owner and operator
Waterbury Record.

Power
50 w. (Construction permit 500 w.)

Time
Daytime.

Basic rates

1 hour	\$45.00
½ hour	27.00
¼ hour	18.00

Transcription equipment
33⅓ and 78 r.p.m. turntables.

VIRGINIA

(Pop.: 2,421,851; radio sets: 133,443)

BRISTOL

(Pop.: 8,840)

WOPI

Is located in Tennessee and Virginia. For data see listing under Bristol, Tenn.

DANVILLE

(Pop.: 22,247)

WBTM

Owner and operator
Piedmont Broadcasting Corp., Danville.
Business office: Miller Bldg.
Studio: Miller Bldg.
Transmitter: Danville.

Power
100 w.

Time
Shares time with WLVA.

Basic rates

	Day	Evening
1 hour	\$36.00	\$48.00
½ hour	18.00	24.00
¼ hour	12.00	16.00

(Transcriptions)
Regular time charges.
Transcription equipment
33⅓ and 78 r.p.m. double turntables.

LYNCHBURG

(Pop.: 40,661)

WLVA

Owner and operator
Lynchburg Broadcasting Corp.
Studio: Gilliam Bldg., 915 Main St.
Transmitter: Page St.

Power
100 w.

Time
Shares time with WBTM.

Basic rates

	Day and Night
1 hour	\$20.00
½ hour	12.00
¼ hour	7.50

Transcription equipment
33⅓ and 78 r.p.m. double turntables.

NEWPORT NEWS

(Pop.: 34,417)

WGH

Owner and operator
Hampton Roads Broadcasting Corp., Newport News.
Advertising office: 214 Flatiron Bldg., Norfolk.
Business office: Washington Ave. at 29th St., Newport News.
Studio: Washington Ave. at 29th St.
Transmitter: Hotel Warwick, Newport News.

Branch office
New York: George H. Field, Inc.

Power
100 w.

Time
Full time.

Basic rates

1 hour	\$60.00
½ hour	36.00
¼ hour	22.50

(Transcriptions)
Regular time charges.
Transcription equipment
33⅓ and 78 r.p.m. double turntables.

NORFOLK

(Pop.: 129,710)

WPOR

Affiliated with Station WTAR, Norfolk.

WTAR (CBS)

Owner and operator
WTAR Radio Corp., Norfolk.
Studio: Seaboard Air Line Railway General Office Bldg.
Transmitter: Virginia Beach Blvd.

Station representative
New York: Scott Howe Bowen, Inc.

Power
500 w.

Time
Full time.

Basic rates
No reply received to rate request.

Transcription equipment
33⅓ and 78 r.p.m. double turntables.

PETERSBURG

(Pop.: 28,564)

WPHR (formerly WLBG)

Owner and operator
WLBG, Inc., Petersburg.
Business office: Medical Arts Bldg.
Studio: Medical Arts Bldg.
Transmitter: Chesterfield County, Va.

Branch office
New York: George H. Field, Inc.

Station representative
Chicago: A. T. Sears & Son, Inc.

Power
250 w. to local sunset; 100 w. thereafter.

Time
Full time.

Basic rates

1 hour	\$50.00
½ hour	27.50
¼ hour	15.00

(Transcriptions)
Regular time charges.
Transcription equipment
78 and 33⅓ r.p.m. double turntables.

RICHMOND

(Pop.: 182,929)

WBBL

Owner and operator
Grace Covenant Presbyterian Church, Richmond.
Studio: 1627 Monument Ave.
Transmitter: 1627 Monument Ave.

Power
100 w.

Time
Limited time.

Basic rates
Does not sell time.

WMBG (CBS)

Owner and operator
Havens & Martin, Inc., Richmond.
Business office: 914 West Broad St.
Studio: 914 West Broad St.
Transmitter: 914 West Broad St.

Power
100 w.

Time
Special hours.

Basic rates
No reply received to rate request.

Transcription equipment
RCA Victor 78 and 33⅓ double turntables.

WRVA (NBC)

Owner and operator
Larus & Bros. Co., Inc., Richmond.
Business office: 22nd St., between Main and Cary St.
Studio: 2111 E. Main St., Richmond, Va.
Transmitter: Mechanicsville, Va.

Station representative
Scott Howe Bowen, Inc.

Power
5,000 w.

Time
Full time.

Basic rates

	Day	Evening
1 hour	\$100.00	\$200.00
½ hour	60.00	120.00
¼ hour	35.00	70.00

(Transcriptions)

Regular time charges.

Transcription equipment
Western Electric 78 and 33⅓ r.p.m. double turn-tables.

ROANOKE

(Pop. 69,206)

WDBJ (CBS)

Owner
Times-World Corp., Roanoke.
Business office: 122 W. Church Ave.
Studio: Jefferson St.
Transmitter: Shenandoah Life Insurance Co. Bldg.

Operated by
Richardson - Wayland Electrical Corp., Roanoke.

Station representatives
Scott Howe Bowen, Inc.
Chicago: A. T. Sears & Son, Inc.

Power
500 w. to local sunset; 250 w. thereafter.

Time
Full time.

Basic rates

	Day	Evening
1 hour	\$50.00	\$75.00
½ hour	30.00	42.50
¼ hour	17.50	25.00

(Transcriptions)

Regular time charges.

Transcription equipment
78 r.p.m. and Western Electric 33⅓ r.p.m. and double turn-tables.

WRBX

Owner and operator
Richmond Development Corp., 20 Salem Ave. S.E., Roanoke.
Business office: Hotel Roanoke, Roanoke, Va.
Studio: Hotel Roanoke.
Transmitter: Mill Mountain, Roanoke.

Power
250 w.

Time
Shares time with WHIS.

Basic rates
No reply received to rate request.

Transcription equipment
Western Electric 78 and 33⅓ r.p.m. double turn-tables.

WASHINGTON

(Pop. 1,563,396; radio sets: 248,724)

ABERDEEN

(Pop. 21,723)

KXRO

Owner and operator
KXRO, Inc., Aberdeen.
Business office: Morck Hotel.
Studio: Morck Hotel.
Transmitter: Morck Hotel.

Power
100 w.

Time
Full time.

Basic rates

	Day	Evening
1 hour	\$25.00	\$35.00
½ hour	15.00	20.00
¼ hour	10.00	15.00

Electrical transcription special rates.

Transcription equipment
78 and 33⅓ r.p.m. double turn-tables.

BELLINGHAM

(Pop. 30,823)

KVOS

Owner and operator
KVOS, Inc., Bellingham.
Business office: Cissna Hotel.
Studio: Cissna Hotel.
Transmitter: Cissna Hotel.

Station representative
Pacific Coast: Scott Howe Bowen, Inc.

Power
100 w.

Time
Full time.

Basic rates

	Day	Evening
1 hour	\$25.00	\$35.00
½ hour	15.00	20.00
¼ hour	10.00	15.00

Transcription equipment
33⅓ and 78 r.p.m. double turn-tables.

EVERETT

(Pop. 30,567)

KFBL

Owner and operator
Leese Bros., Everett.
Studio: 2814 Rucker Ave.
Transmitter: 2814 Rucker Ave.

Power
50 w.

Time
Shares time with KVL.

Basic rates
No reply received to rate request.

Transcription equipment
33⅓ r.p.m. and 78 r.p.m. double turn-tables.

PULLMAN

(Pop. 3,322)

KWSC

Owner and operator
State College of Washington, Pullman.

Power
2,000 w. to local sunset; 1,000 w. thereafter

Time
Shares time with KTW.

Basic rates
Does not sell time.

SEATTLE

(Pop.: 365,583)

KJR (NBC)

Owner
National Broadcasting Co., Inc.

Operated by
Northwest Broadcasting System, Inc., Seattle.
Business office: Westlake Square Bldg.
Studio: Westlake Square Bldg.
Transmitter: Lake Forest Park, Wash.

Executive personnel
Station and business manager, B. M. Bryant, production manager, program and musical director, Henri Damski.

Branch offices
New York: National Broadcasting Co., Inc.
Chicago: National Broadcasting Co., Inc.
Detroit: National Broadcasting Co., Inc.

Power
5,000 w.

Time
Full time.

Basic rates

	Day	Evening
1 hour	\$100.00	\$200.00
½ hour	62.50	125.00
¼ hour	39.07	78.13

Transcription equipment
Western Electric 78 and 33⅓ r.p.m. double turn-tables.

KOL (CBS)

Owner and operator
Seattle Broadcasting Co., Inc.
Studio: Northern Life Tower.
Transmitter: Seattle.

Station representatives
New York: Scott Howe Bowen, Inc.
Boston: Scott Howe Bowen, Inc.
Detroit: Scott Howe Bowen, Inc.

Power
1,000 w.

Time
Full time.

Basic rates

	Day	Evening
½ hour	\$45.00	\$100.00
¼ hour	27.50	60.00

Transcription equipment
Western Electric 78 and 33⅓ r.p.m. double turn-tables.

KOMO (NBC)

Owner and operator
Fisher's Blend Station, Inc., Seattle.
Business office: Fourth Ave. and University St.
Studio: Fourth Ave.
Transmitter: Harbor Island, Seattle.

Power
1,000 w.

Time
Full time.

Basic rates

	Day	Evening
1 hour	\$100.00	\$200.00
½ hour	62.50	125.00
¼ hour	39.00	78.00

(Transcriptions)

Regular time charges.

Transcription equipment

78 and 33⅓ r.p.m. double turn-tables.

KPCB

Owner and operator

Queen City Broadcasting Co., Seattle.
Business office: Shopping Tower, 3rd and Pine St.
Studio: Shopping Tower.
Transmitter: Shopping Tower.

Power

100 w.

Time

Limited time. Shares with WSM.

Basic rates

No reply received to rate request.

Transcription equipment

78 and 33⅓ r.p.m. double turn-tables.

KRSC

Owner and operator

Radio Sales Corp., Seattle.
Studio: Washington Athletic Club.

Power

100 w.

Time

Daytime only.

Basic rates

1 hour	\$25.00
½ hour	17.50
¼ hour	12.50

(Transcriptions)

Regular time charges.

Transcription equipment

33⅓ and 78 r.p.m. turn-tables.

KTW

Owner and operator

First Presbyterian Church, Seattle.

Power

1,000 w.

Time

Shares time with KWSC.

KVL

Operated by

KVL, Inc., Seattle.

Power

100 w.

Time

Shares time with KFBL.

Basic rates

No reply received to rate request.

KXA

Owner and operator

The American Radio Telephone Co., Seattle.
Studio: Bigelow Bldg.
Transmitter: Bigelow Bldg.

Station representatives

New York: Scott Howe Bowen, Inc.
Los Angeles: Norman C. Nourse.

Power

500 w. to local sunset; 250 w. thereafter.

Time

Limited time.

Basic rates

No reply received to rate request.

Transcription equipment

33⅓ and 78 r.p.m. double turn-tables.

SPOKANE

(Pop.: 115,514)

KFIO

Owner and operator

Spokane Broadcasting Corp.
Business office: 213 Riverside Ave.
Studio: 213 Riverside Ave.
Transmitter: 213 Riverside Ave.

Power

100 w.

Time

Daytime.

Basic rates

1 hour	\$30.00
½ hour	18.00
¼ hour	13.00

(Transcriptions)

Regular time charges.

Transcription equipment

33⅓ and 78 r.p.m. double turn-tables.

KFPY (CBS)

Owner and operator

The Symons Broadcasting Co., Spokane.
Business office: Symons Bldg.
Studio: Symons Bldg.
Transmitter: Symons Bldg.

Power

1,000 w.

Time

Full time.

Basic rates

	Day	Evening
1 hour	\$75.00	\$150.00
½ hour	45.00	90.00
¼ hour	27.00	54.00

Transcription equipment

Victor-RCA 33⅓ single, and Victor 78 r.p.m. double turn-tables.

KGA (NBC)

Owner and operator

Northwest Broadcasting System, Inc., Spokane.
Studio: Sun Life Assurance Bldg.
Transmitter: 325 Rowan Ave.

Station representative

National Broadcasting Co., Inc.

Power

5,000 w.

Time

Full time.

Basic rates

	Day	Evening
1 hour	\$75.00	\$150.00
½ hour	46.88	93.75
¼ hour	29.30	58.60

(Transcriptions)

Regular time charges.

Transcription equipment

Western Electric 33⅓ and 78 r.p.m. double turn-tables.

KHQ (NBC)

Owner and operator

Louis Wasmer, Inc.

Business office: Sprague Ave. and Post St.

Studio: Sprague Ave. and Post St.

Power

2,000 w. to local sunset; 1,000 w. thereafter.

Time

Full time.

Basic rates

No reply received to rate request

Transcription equipment

Western Electric Co. 78 r.p.m. double turn-table.

TACOMA

(Pop.: 106,817)

KMO

Owner and operator

KMO, Inc., 950 Broadway, Tacoma.
Studio: Hotel Winthrop.
Transmitter: 921 Broadway.

Power

250 w.

Time

Limited time. Shares with WABC-WBOQ.

Basic rates

	Day	Evening
1 hour	\$30.00	\$50.00
½ hour	20.00	30.00
¼ hour	12.50	20.00

KVI (CBS)

Owner and operator

Pugent Sound Broadcasting Co., Inc., Tacoma.
Studio: Tacoma Hotel.
Transmitter: Kent, Wash.

Power

500 w.

Time

Full time

Basic rates

	Day	Evening
1 hour	\$62.50	\$125.00
½ hour	37.50	75.00
¼ hour	22.50	45.00

(Transcriptions)

Regular time charges.

Transcription equipment

78 and 33⅓ r.p.m. turn-tables.

WALLA WALLA

(Pop.: 15,976)

KUJ

Owner and operator

KUJ, Inc., Walla Walla.
Business office: Marcus Whitman Hotel.
Studio: Marcus Whitman Hotel.
Transmitter: Marcus Whitman Hotel.

Executive personnel

Station and business manager and commercial director, H. E. Studebaker; program and musical director, Jack Keating.

Station representative

New York; Chicago; San Francisco: Scott Howe Bowen, Inc.

Power

100 w.

Time
Daytime.

Basic rates

	Day	Evening
1 hour	\$25.00	\$35.00
½ hour	15.00	20.00
¼ hour	10.00	15.00

(Transcriptions)
Regular time charges.

Transcription equipment
33⅓ and 78 r.p.m. double turn-
tables.

WENATCHEE
(Pop.: 11,627)
KPQ

Owner and operator
Wescoast Broadcasting Co., Wen-
atchee.
Business office: Cascadian Hotel.
Studio: Cascadian Hotel.
Transmitter: Cascadian Hotel.

Station representative
Scott Howe Bowen, Inc.

Power
50 w.

Time
Full time.

Basic rates

	Day	Evening
1 hour	\$25.00	\$35.00
½ hour	15.00	20.00
¼ hour	10.00	15.00

(Transcriptions)
.Special rates.

Transcription equipment
33⅓ r.p.m. single and RCA Victor
78 r.p.m. double turn-tables.

YAKIMA
(Pop.: 22,101)
KIT

Owner and operator
Valley Broadcasters, Inc., Yakima.
Business office: 109½ Yakima Ave.
Studio: 109½ Yakima Ave.
Transmitter: 109½ Yakima Ave.

Power
100 w.

Time
Full time.

Basic rates

	Day	Evening
1 hour	\$20.00	\$35.00
½ hour	12.50	20.00
¼ hour	7.50	15.00

Transcription equipment
Western Electric single 33⅓ and
Victor double 78 r.p.m. turn-tables.

WEST VIRGINIA
(Pop.: 1,729,205; radio sets: 120,841)

BLUEFIELD
(Pop.: 19,339)

WHIS
Owner and operator
Daily Telegraph Printing Co.,
Bluefield.
Studio: West Virginian Hotel.

Transmitter: West Virginian Ho-
tel.

Power
250 w.

Time
Shares time with WRBX.

Basic rates
No reply received to rate request.

Transcription equipment
78 and 33⅓ r.p.m. double turn-
tables.

CHARLESTON
(Pop.: 60,408)
WOBU

Owner and operator
WOBU, Inc., Charleston.
Business office: Hotel Ruffner.
Studio: Hotel Ruffner.
Transmitter: Charleston.

Station representatives
New York: Scott Howe Bowen,
Inc.
Chicago: A. T. Sears & Son, Inc.

Power
500 w. to local sunset; 250 w.
thereafter.

Time
Shares time with WSAZ.

Basic rates

	Day	Evening
½ hour	\$40.00	\$60.00
¼ hour	30.00	45.00

(Transcriptions)
Regular time charges.

Transcription equipment
Western Electric 78 and 33⅓ r.p.m.
double turn-tables.

FAIRMONT
(Pop.: 23,159)

WMMN
Owner and operator
A. M. Rowe, Inc., Fairmont.
Business office: 325 Main St.
Studio: 325 Main St.
Transmitter: Fairmont.

Station representative
Scott Howe Bowen, Inc.

Power
500 w. to local sunset; 250 w. there-
after.

Time
Full time.

Basic rates
No reply received to rate request.

Transcription equipment
Victor 33⅓ and 78 r.p.m. double
turn-tables.

HUNTINGTON
(Pop.: 75,572)

WSAZ
Owner
WSAZ, Inc., Huntington.
Business office: 937½ Fourth Ave.,
P. O. Box 729.
Studio: 937½ Fourth Ave.
Transmitter: Pleasant Valley, W.
Va.

Station representative
New York: Scott Howe Bowen,
Inc.

Power
500 w. to local sunset; 250 w. there-
after.

Time
Shares time with WOBU.

Basic rates

	Day	Evening
½ hour	\$40.00	\$60.00
¼ hour	30.00	45.00

(Transcriptions)
Regular time charges.

Transcription equipment
Western Electric 33⅓ and 78 r.p.m.
double turn-tables.

WHEELING
(Pop.: 61,659)
WWVA (CBS)

Owner and operator
West Virginia Broadcasting Corp.,
Wheeling.
Business office: Hawley Bldg.,
Wheeling; Pittsburgher Hotel,
Pittsburgh.
Studio: Hawley Bldg., Wheeling;
Pittsburgher Hotel, Pittsburgh.
Transmitter: West Liberty, W. Va.

Executive personnel
Station and business manager, and
commercial director, Leigh E. Ore;
production manager, Paul J. Mil-
ler; program director, Howard
Donahoe.

Power
5,000 w.

Time
Shares time with station WOWO.
(Special authorization to operate
simultaneously during the day-
time.)

Basic rates

	Day	Evening
1 hour	\$125.00	\$200.00
½ hour	75.00	125.00
¼ hour	45.00	75.00

(Transcriptions)
Special rates.

Transcription equipment.
Western Electric double 33⅓ and
78 r.p.m. turn-tables.

WISCONSIN
(Pop.: 2,939,006; radio sets:
501,724)

EAU CLAIRE
(Pop.: 26,287)

WTAQ (CBS)
Owner and operator
Gillette Rubber Co., Eau Claire.
Business office: Hotel Eau Claire.
Studio: Hotel Eau Claire.
Transmitter: Washington, Wis.

Power
1,000 w.

Time
Shares time with KSCJ. (Special
authorization to operate simultane-
ously during daytime.)

Basic rates

	Day	Evening
1 hour	\$65.00	\$100.00
½ hour	40.00	60.00
¼ hour	27.00	36.00

(Transcriptions)

Regular time charges.

Transcription equipment

33⅓ r.p.m. and 78 r.p.m. double turn-tables.

FOND DU LAC

(Pop.: 26,449)

KFIZ

Owner and operator

The Reporter Printing Co., Fond du Lac.

Business office: 18 West First St., Fond du Lac.

Studio: Lange Block, Fond du Lac.

Transmitter: Lange Block, Fond du Lac.

Power

100 w.

Time

Special hours.

Basic rates

	Day	Evening
1 hour	\$30.00	\$60.00
½ hour	18.75	37.50
¼ hour	11.75	23.50

(Transcriptions)

Regular time charges.

Transcription equipment

33⅓ single and 78 r.p.m. double turn-tables.

GREEN BAY

(Pop. 37,415)

WHBY

Owner and operator

St. Norbert College, Green Bay.

Business office: Bellin Bldg.

Studios: Bellin Bldg., Green Bay;

Zuelke Bldg., Appleton; and Brim

Theater Bldg., Neenah-Menasha

Studio.

Transmitter: West De Pere, Wis.

Power

100 w.

Time

Full time.

Basic rates

	Day	Evening
1 hour	\$30.00	\$75.00
½ hour	18.40	46.00
¼ hour	11.50	28.70

(Transcriptions)

Regular time charges.

Transcription equipment

Western Electric 33⅓ and 78 r.p.m. double turn-tables.

JANESVILLE

(Pop.: 21,628)

WCLO

Owner and operator

WCLO Radio Corp., Janesville.

Business office: 200-204 E. Milwaukee St.

Studios: 200-204 E. Milwaukee St., Janesville; 410 Strong Bldg., Beloit.

Transmitter: 1 mile east of Janesville.

Station representatives

Frederic A. Kimball Co., Inc.

Scott Howe Bowen, Inc.

A. T. Sears & Son, Inc.

Power

100 w.

Time

Full time.

Basic rates

	Day	Evening
1 hour	\$50.00	\$75.00
½ hour	27.50	40.00
¼ hour	15.00	25.00

(Transcriptions)

5% additional service charge.

Transcription equipment.

33⅓ and 78 r.p.m. double turn-tables.

LA CROSSE

(Pop.: 39,614)

WKBH (CBS)

Owner and operator

WKBH, Inc., La Crosse.

Business office: Radio Bldg.

Studio: Radio Bldg.

Transmitter: La Crosse.

Power

1,000 w.

Time

Shares time with KSO.

Basic rates

	Day	Evening
1 hour	\$65.00	\$95.00
½ hour	45.00	65.00
¼ hour	30.00	45.00

Transcription equipment

Western Electric 33⅓ and 78 r.p.m. double turn-tables.

MADISON

(Pop.: 57,899)

WHA

Owner

The State of Wisconsin.

Operated by

University of Wisconsin, Madison.

Business office: 132 Sterling Hall,

Campus of the University.

Studio: 132 Sterling Hall; 12 re-

remote control points on University

Campus and in the State Capitol.

Transmitter: 3 miles south of

Madison.

Power

1,000 w.

Time

Daytime only.

Basic rates

Does not sell time.

WIBA (NBC)

Owner and operator

Badger Broadcasting Co., Madison.

Business office: 111 King St.

Studio: 111 King St.

Transmitter: 4 miles south of

Madison.

Executive personnel

Station and business manager, W.

E. Walker; production manager

and program director, K. F.

Schmitt; musical director, John

Alson; commercial director, Lester

Johnson.

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WASHINGTON STUDIOS

National Press Building,
14th and F Sts., N. W.,
Washington, D. C.

Station representatives

New York: Scott Howe Bowen, Inc.
New York: World Broadcasting System.

Power

1,000 w. to local sunset; 500 w. thereafter.

Basic rates

	Day	Evening
1 hour	\$80.00	\$150.00
½ hour	45.00	80.00
¼ hour	25.00	45.00

Transcriptions

Regular time charges.

Transcription equipment

Western Electric 78 and 33½ double turn-tables.

MANITOWOC

(Pop.: 22,963)

WOMT*Owner and operator*

Francis M. Kadow, Manitowoc.
Business office: 1116 Washington St.
Studio: 1116 Washington St.
Transmitter: Mikadow Theater Bldg.

Power

100 w.

Time

Full time.

Basic rates

	Day	Evening
1 hour	\$35.00	\$50.00
½ hour	21.00	30.00
¼ hour	14.70	21.00

Transcription equipment

RCA-VICTOR 33½ r.p.m. turn-tables and 78 r.p.m. double turn-tables.

MILWAUKEE

(Pop.: 578,249)

WHAD*Owner and operator*

Marquette University, Milwaukee.
Business office: Marquette University.
Studio: Marquette University.

Power

250 w.

Time

Shares time with WISN.

Basic rates

No reply received to rate request.

WISN (CBS)*Owner and operator*

American Radio News Corp., Milwaukee.
Business office: 123 W. Michigan St.
Studio: 123 W. Michigan St.
Transmitter: Milwaukee.

Power

250 w.

Time

Shares time with WHAD.

Basic rates

No reply received to rate request.

WTMJ (NBC)*Owner*

The Journal Co., Milwaukee.

Operated by

The Milwaukee Journal.
Business office: Fourth and State Sts.
Studio: Fourth and State Sts.
Transmitter: Brookfield, Wis.

Executive personnel

Station manager, W. J. Damm; assistant manager, Russell G. Winnie; commercial director, L. W. Herzog; musical director, W. J. Benning.

Branch office

Chicago: Free & Sleining, Inc.

Station representatives

New York: Scott Howe Bowen, Inc.
New York: World Broadcasting.

Power

2,500 w. to local sunset; 1,000 w. thereafter.

Time

Full time.

Basic rates

	Day	Evening
½ hour	\$100.00	\$200.00
¼ hour	62.50	125.00

Transcription equipment

Western Electric 78 and 33½ r.p.m. double turn-tables.

POYNETTE**WIBU***Owner and operator*

William C. Forrest, Poynette.
Studio: Electric Farm, Poynette.
Remote control studio: 1st National Bank Bldg., Portage, Wis.
Transmitter: Electric Farm.

Power

100 w.

Time

Full time.

Basic rates

1 hour	\$30.00
½ hour	15.00
¼ hour	7.50

Transcription equipment

33½ and 78 r.p.m. turn-tables.

RACINE

(Pop.: 67,542)

WRJN*Owner*

Racine Broadcasting Corp.
Studio: Hotel Racine, Racine, and Bidinger Bldg., Kenosha, Wis.
Transmitter: Racine.

Operated by

The Racine Journal-Times.

Station representatives

New York: Scott Howe Bowen, Inc.
Pacific Coast: International Broadcasting Co., Ltd.

Power

100 w.

Time

Full time.

Basic rates

	Day	Evening
1 hour	\$35.00	\$60.00
½ hour	22.00	35.00
¼ hour	17.00	20.00

Transcription equipment

33½ and 78 r.p.m. double turn-tables.

SHEBOYGAN

(Pop.: 39,251)

WHBL*Owner and operator*

Press Publishing Co., Sheboygan.
Studio: Sheboygan Press Bldg.
Transmitter: Sheboygan Press Bldg.

Station representative

New York: Scott Howe Bowen, Inc.

Power

500 w.

Time

Shares time with KFLV.

Basic rates

	Day	Evening
1 hour	\$50.00	\$75.00
½ hour	30.00	45.00
¼ hour	17.50	25.00

Transcription equipment

78 r.p.m. double and 33½ r.p.m. single turn-tables.

STEVENS POINT

(Pop.: 13,623)

WLBL*Owner and operator*

State of Wisconsin, Department of Agriculture and Markets, Stevens Point.

Power

2,000 w.

Time

Daytime only.

Basic rates

Does not sell time.

SUPERIOR

(Pop.: 36,113)

WEBC

See listing of WEBC under Duluth, Minn.

WYOMING

(Pop.: 225, 565; radio sets: 26,898)

CASPER

(Pop.: 16,619)

KDFN*Owner and operator*

Donald Lewis Hathaway, Casper.
Business office: Townsend Hotel.
Studio: Townsend Hotel.
Transmitter: Townsend Hotel.

Station representative

Scott Howe Bowen, Inc.

Power

500 w.

Time

Full time.

Basic rates

	Day	Evening
1 hour	\$20.00	\$30.00
½ hour	12.00	18.00
¼ hour	8.00	12.00

Transcription equipment

33½ and 78 r.p.m. double turn-table.

ALASKA
(Pop.: 59,278)

ANCHORAGE

KFQD

Owner and operator

The Anchorage Radio Club, Inc., Anchorage.
Studio: Anchorage.
Transmitter: Anchorage.

Executive personnel

Manager, R. E. McDonald.

Power

250 w.

Time

Night time only.

Basic rates

1 hour	\$30.00
½ hour	17.50
¼ hour	10.00

Transcription equipment

33⅓ and 78 r.p.m. double turn-
tables.

KETCHIKAN

KGBU

Owner and operator

Alaska Radio & Service Co., Inc., Ketchikan.
Studio: 335 Front St., Ketchikan.
Transmitter: Ketchikan.

Power

500 w.

Time

Special hours.

Basic rates

No reply received to rate request.

Transcription equipment

33⅓ and 78 r.p.m. single or double
turn-tables.

HAWAII

(Pop.: 368,336)

HONOLULU

(Pop.: 137,582)

KGMB

Owner and operator

Honolulu Broadcasting Co., Ltd.
Studio: 119 Merchant St., Hono-
lulu.
Transmitter: 1150 Fern St., Hono-
lulu.

Station representatives

New York: Conquest Alliance Co.
Chicago: Conquest Alliance Co.
San Francisco: R. J. Bidwell Co.
Los Angeles: R. J. Bidwell Co.

Power

250 w.

Time

Unlimited.

Basic rates

No reply received to rate request.

Transcription equipment

Western Electric 33⅓ r.p.m. triple
turn-tables and 78 r.p.m. double
turn-tables.

KGU

Owner and operator

Advertiser Publishing Co., Ltd.,
Honolulu.
Studio: Advertiser Bldg., Hono-
lulu.
Transmitter: Third floor, Adver-
tiser Bldg.

Executive personnel

Director, M. A. Mulrony; program
manager, Webley Edwards; adver-
tising manager, Bert Wright.

Power

2,500 w.

Time

Limited.

Basic rates

No reply received to rate request.

Transcription equipment

33⅓ and 78 r.p.m. double turn-
tables.

PHILIPPINE ISLANDS

(Pop.: 12,604,100)

MANILA

(Pop.: 324,522)

KZRM

Owner and operator

Erlanger & Galinger, Inc.
Studio: Insular Life Building, Ma-
nila.
Transmitter: Manila.

Station representative

New York: Wm. H. Anderson &
Co., Inc.

Power

50,000 w.

Time

Special hours.

Basic rates

No reply received to rate request.

Transcription equipment

33⅓ and 78 r.p.m. double turn-
tables.

Station Information - - continued

STATION ACCOUNTS AND TALENT

CALIFORNIA

Los Angeles

KFAC **Talent**

Musical organizations

Studio Orchestra, director Will Prior.

"Strings and Bows," direction Albert Erickson.

Harp Ensemble.

Dance Orchestra, direction Chico de Verdi.

Penthouse Serenaders.

Individual artists

Charlotte Woodruff.

Ray Emerson.

June Parker.

Eddie Eben.

Charlie Wellman.

Billy Evans.

Kate Brew Vaughn.

Dot Meyberg.

Harry Jackson.

Josef Borissoff.

Alexander Kisselburgh.

Bob Green.

Three Cheers.

Dramatic directors, announcers, masters of ceremony

Edward Lynn, dramatics.

Bill Comstock, master of ceremonies.

Mark Breneman, announcer.

Burton Bennett, announcer.

Harold Isbell, announcer.

Don Otis, announcer.

Verne Taschner, announcer.

Harry Richardson, announcer.

KFI-KECA

Accounts

Associated Oil Co.

Forest Lawn Memorial Park.

Gilmore Oil Co.

M. J. B. Co. (coffee and tea).

Hudson-Essex.

Richfield Oil Co. of California.

Standard Oil Co. of California.

Union Oil Co.

Talent

Musical organizations

Staff orchestra (instrumented for symphony, dance, opera, band, and chamber music, as occasion requires; also string trios and quartets, piano and specialty ensembles drawn from same group).

Dance orchestra, direction Phil Harris.

Dance orchestra, direction Jay Whidden.

Individual artists

Virginia Flohri, soprano.

Georgia Start, soprano.

Robert Hurd, tenor.

Richard Davis, tenor.

Blanche Crossman, contralto.

Paul Taylor, baritone.

Baldassare Ferlazzo, violinist.

Duci de Kerekjarto, violinist.

Silvio Lavatelli, cellist.

Wesley Tourtellotte, organist.

Margaret Kintz-Duncan, pianist.

Alfred Mirovitch, pianist.

Announcers

Don Wilson.

Kenneth Carpenter.

Tom Hanlon.

Yale Whitney.

KFVD

Talent

Musical organizations

Penthouse Troubadours.

Harley Luce Dance Orchestra.

Individual artists

Null and Void.

Half Pint of Melody.

Doris Dixon.

Jack Crawford.

Ted and Mac.

Robert Noble.

Maude Hughes.

Dramatic directors, announcers, masters of ceremony

See KFAC list.

KFWB

Talent

Musical artists

Ruth Durrell, soprano.

Alice Prindle, contralto.

Jeanne Dunne.

Doug Richardson, tenor.

The Kings Men, male quartet.

Eddy Adams, torch singer.

Johnny Murray, baritone.

Maxine Castleton, soprano.

Jack Douglas, novelty singer.

Buddy Gately, baritone.

Dennis Beaufort, French songs.

Alma Lou Barnes, blues singer.

Jane Jones, blues singer.

Billy Snyder, tenor.

The Midshipmen, octette.

Three Cheers, boys trio.

The Rhythmettes, girls' trio.

Bernard Webber, tenor.

Bob Shaffer, tenor.

Musical organizations

Bert Fiske's Dance Orchestra.

Jack Joy's Concert Orchestra.

Ted Dahl's Dance Orchestra.
Bill Hogan's Dance Orchestra.
Jimmy Grier's Dance Orchestra.
George Hamilton's Dance Orchestra.

Dramatic artists and comedians

True Boardman.

Walter Bonn.

Jane Darwell.

Blanche Franke.

Gale Gordon.

Fred Harrington.

Owen Crump.

Barbara Luddy.

Myra Marsh.

John Randall.

Cyrus Kendall.

Gloria Gordon.

Bradley Page.

Comedians

Minerva Eureka, character comedienne.

Harry Green.

Vivian Knight and Ken Brown ("Ken & Sally").

Cliff Arquette.

Red Corcoran.

Wm. LeMaire, blackface.

Fuzzy Knight.

Sterling Holloway.

Kerr and Fay, comedy team.

Brown and Lavelle, comedy team.

Sada Simmons.

Charles Sargent.

Howard Swart.

Specialty acts

Nec La Rocco, harpist.

Mickey Conti, accordionist.

Announcers

Clifton Howell.

Lewis TeeGarden.

Harry Hall.

Don Allen.

George Fisher.

Art Singley.

Masters of ceremony

Johnny Murray.

Charlie Leland.

Artie Mehlinger.

Frank Jenks.

KHJ

Local Accounts

(For Network Accounts, see Don Lee Broadcasting System)

Pacific Electric Railway.

Inglewood Park Cemetery Ass'n.

Pierce Bros. (funeral services).

Edison Co. (power and lights).

Palm Beach Co. (clothing).

Wilshire Oil Co.

Nesbitts Fruit Co. (fruit juices).



**NATHAN
A B A S**

Violinist
Conductor

BROADCASTING SINCE 1927

- . . . as soloist
- . . . as first violinist and director of the Abas String Quartet
- . . . as conductor of the Standard Oil Symphony Orchestra.

N B C

Pacific Division San Francisco

**TED MAXWELL
and
BOBBE DEANE**

Protean Artists

Fifth Year
Pacific Division
NBC

Currently:

"THE LIFE OF THE REILLYS"

*(This script, and others,
available for leasing in
East, South, and Middle
West.)*

"MAXWELTON'S BRAES"

Redwood City, California



JOSEF
HORNİK

**FOR SIX YEARS
MUSICAL DIRECTOR**

NBC

Pacific Division
San Francisco

**ROBERT
H U R D**

Tenor

AVAILABLE
FOR
RADIO PROGRAMS

Since 1926 with
K F I - K E C A

RADIO COACHING
PROGRAM BUILDING

672 South Lafayette Park Place

Los Angeles, California

MANAGEMENT - KFI



**Clemence
G I F F O R D**

Contralto

**RADIO
CONCERT
ORATORIO**

1150 South Hayworth Avenue
Los Angeles, California

**GINO
SEVERI**

ASSISTANT
CONDUCTOR
KHJ

Columbia Don Lee
Broadcasting System

Talent*Musical organizations*

Symphony orchestra, direction Raymond Paige.
 Concert orchestras, direction Gino Severi.
 Dance band, direction Felix Mills.
 California Melodies Orchestra, direction Raymond Paige.
 I. Zingari Gypsy Orchestra, direction Gino Severi.
 His Sweet Music, direction Don Clark.
 Reveries Orchestra, direction Leigh Harline.
 Zoellner String Quartette.

Musical artists

Elvia Allman.
 Nell Larson.
 Three Shades of Blue (girls' trio).
 Margit Hegedus.
 Ruth Holloway.
 Clemence Gifford.
 Lilyan Ariel.
 "Tiny" Newland.
 Sam Coslow.
 Roger King.
 Marshall Grant.
 Leigh Harline.
 Grenadiers (male quartet).
 Billy Hobbs.
 Dan Stewart.
 Francisco Del Campo.
 Harry Stewart (Yogi Yorgenson).
 Robt. Wildhack.
 Richard Davis.
 Cecil Wilcox.
 Gary Breckner.
 Charlie Lung.

Dramatic artists

Elvia Allman.
 Lindsay MacHarrie.
 Kenneth Niles.
 Roger King.
 Paul Rickenbacker.
 Bill Goodwin.
 Charles Bulotti.
 Ruth Holloway.
 Stuart Buchanan.
 Betty Webb.
 Gayne Whitman.
 Bob Bixby.
 Margaret MacDonald.
 Celeste Rush.
 Muriel Reynolds.
 Jeanne Shock.
 Charlie Lung.
 Eddie Robinson.
 Sam Hayes.
 Leon Dalter.
 Carl KaDall.
 Johnny Gibson.
 Duane Thompson.
 Sylvia Picker.
 Ynez Seabury.
 Cy Kendall.
 Henry Stafford.

Dramatic directors, announcers, masters of ceremony

Paul Rickenbacker, dramatic director and announcer.
 Lindsay MacHarrie, dramatic director.
 Cyril Armbruster, dramatic director.
 Kenneth Niles, chief announcer and master of ceremony.
 Robert Swan, announcer.
 Wm. Goodwin, announcer.
 Roger King, announcer.
 Charles Bulotti, announcer.

Gary Breckner, football announcer.
 Charles Irwin, master of ceremony.

Oakland**KROW****Accounts (Original)**

Malibu Sales Co., Oakland.
 Polytechnic College of Engineering, Oakland.
 Latin-American Broadcasting Co., Oakland.
 Darlene Cosmetics, San Francisco.
 Crazy Wells Water Co., San Francisco.
 Prosperity Auction Co., Oakland.
 Italian Broadcasting Co., Oakland.
 Oliver Farm Equipment Co.
 Oakland Chamber of Commerce.
 Junior Chamber of Commerce, San Francisco.

Accounts (Transcription)

Star Outfitting Co., Oakland.
 Graygone Laboratories, Hollywood.
 Watch Tower, Brooklyn, N. Y.
 Straska Laboratories, Los Angeles.
 Rumford Chemical Co., Rumford, R. I.
 La Vida Mineral Water Co., Oakland and San Francisco.
 Union Mutual Life Insurance Co. of Iowa.

Musical organizations

Paul's Hawaiians, direction Herman Paul.
 Paul's Orchestra, direction Herman Paul.
 KROW-lian Revue: Charlie Pacheco, Bob Moore and Bob Mosley.
 Phantoms of the Air Orchestra, direction Irving Rydman.
 Fleur De Lis Orchestra, direction, Kenneth Manning.
 Blue Watters Dance Orchestra, direction Blue Watters.
 Starolians Dance Orchestra, direction Charlie Pacheco and Austin Wilber.
 The Lyric Trio, direction Tom Salkeld.
 Al Laminet's Orchestra.
 Mystic Knights of the Sea Revelers, direction "Doc" Morris.
 Arkansas Travelers, direction Paul Long.
 Richard Staffner's Orchestra.
 Conservatory of Music Ensembles, direction V. de Arrillaga.
 La Boheme Trio, direction Frank Houser.
 King, Queen, Jack and Jill: Bob and Vivian Mohr.
 Trujo Studio Groups, direction Glen Spencer.
 Happy Valley Home Folks, direction Frank Wright.
 Swanee Serenaders, direction Mrs. Walker.
 Royal Californians Orchestra, direction Jim Lynch.
 X-Bar-B Boys, direction Eddie Lane.
 South American Quartette.
 The Burlesquers, direction Lloyd Adams.
 Ben Swett's Cadets.
 Fireside Choristers, direction Leila Graves Thomas.
 Rhythmites, direction Bill Albright.
 Two Castillians: Amelio and Selipa Osta.
 Al Mortara's Orchestra.

Robert's Orchestra.
 Nina Frelleson and Kiddies.
 Sharkey's Hawaiians.
 Black Ace and his Buckaneers.
 Musical Mimicries, direction Billy Carmen.
 Al Cook and Cowboys.
 The Kalua Melody Makers, direction Max Jennings.
 The Romancers, direction Vivian Mohr.
 The Smokey Oaks.
 KROW-lian Orchestra, direction Sherman Hayes.
 Mexican Instrumental Quartette, direction Ramon Martinez.
 Okoni Hula-waiians, direction Tony Silva.
 Waialele Trio, direction John Santos.
 Cheer Vendors.
 Los Caballeros, direction Ramon Martinez.
 Veterans of Foreign Wars Orchestra, direction Charles Bramell.
 KROW Harmony Boys, direction Harry Winfield.
 Gene Coy and his 11 Black Aces, direction Gene Coy.
 Show Boat Orchestra, direction Curtis Mosby.
 Beverly Hill-billies, direction Glen Rice.

Individual artists

Charlie Glenn.
 Dr. Wade W. Forrester.
 Charlie Pacheco.
 Lois Feeley.
 Vivian Mohr.
 Emil Munder.
 Leon and Joe Sieff.
 Ruby Hugler.
 Bert Carlson.
 Babbette Rouse.
 Bob Moore.
 Hughston Sisters.
 Alberto Terrasi.
 Buddy Lynch.
 Jesus Cortez.
 Tommy Ballinger.
 Nell Callahan.
 Whitney Williams.
 Velma Lee.
 Buddy Lyman.
 Charles Folletter.
 Tonsita Ivanoff.
 Marco Sorisio.
 Johnny Cerruti.
 Jack Murray.
 Jerry Fagan.
 John Herbert Graves.
 Warren Guthrie.
 Hal Roberts.
 Ray Lowe.
 Leonardo Ciarlo.
 Frank Impinna.
 Francis Fisher.
 Basil Price.
 Don Germano.
 Myrtle Segal.
 Walter Lane.
 Paul McNalley.
 Senator Smearcase.
 Ralph Judish.
 Cy Hiram.
 DeMaeyer & Ish.
 Willard Daniels.
 Hi Wade.
 John Condan.
 Clarence Maynard.
 George Hepburn.
 Hal Roberts and Gene Toschi.
 Violet Rae.
 J. Carr.

Stuart Williams.
Lita Serria.
Mae Church.
Jim Lynch.
Art Soares.
Evelyn Stewart.
Max Stone.
Lloyd Adams.
Sela Safar.
Howard Morton.
Paul Raphael.
Mildred Loma Glick.
Flora Boyd.
Billy and Grace Carmen.
D. A. Erwin.
Eleanor Foster.
Dagmar Maki.
John Collins.
Roy Edwards.
Billy Banks.
George Gilly.
Cotton Bond.
Ghina Talvero.
Ambrose Whitmer.
Grace King.
Loretta Van Dyl.
Aloha Wanderwell.
Isabelle Henion.
Dorothy Frost.
Whitney Wright.
Frances Hathaway.
Jack Dudley.
"Doc" Reis.
Jack Herman.
Klyne Headley.
Rob Robb.
Don Jones.
George Purcell.
Prof. Volkers.
Lou and Flo.
Irving Perkins and Lee Baker.
Brittan Meyer.
Cantor Blanco.
Lou Lee.
Albert Del Nivo (Tramp Reporter).
Sandy McGhee.
Milton Fallon.
John O'Prey.
Jim and Guido.
Pee Wee Hillbillies.
Stuart Williams.
Johnny Bozic.
Bob Mosley.
Tudie Lane.
Bob Robinson.
Lou Swan.

Jacqueline Clements.
Hazel Neilson.
Cassius Cameron and Edith Cassell.
Frankie Sandy.
Florence Bert.
Kasch Sisters.
The Pavon Sisters.
Anthony and Art.
Steven Doyle.
Muff Handel.
Bobbie Herman.
Frank Sabello.
Chuck Darling.
Manuel Contreras.
Ralph McInerney.
Henry Amerio.
Isabelle Salve.
Elizabeth Clark.

*Announcers, masters of ceremony
and dramatic artists*

Dr. Wade W. Forrester.
Charlie Pacheco.
Bob Moore.
Bob Mosley.
Nathan B. Joseph.
Louis Bosa.
James Guaragna.
Tom King.
Ralph Edwards.
Arthur Avila.
Charlie Glenn.
"Doc" Morris.
L. J. Tyhurst.
Paul Long.
Elmer Pemm.
Glen Spencer.
Frank Wright.
Jimmie Newman.
Lloyd Adams
Billy Carmen.
Cotton Bond and Eaton ("The
Honeymooners").
Mildred Lewis and Carl Bottino
("Betty and Alvin").
Celeste Santos and Arthur Avilo
("Rosa and Albert").
Max Jennings.
Bert Carlson.
Gib Trio: Isabelle Solve, Billy and
Grace Carmen.
Ramon Martinez.
Charles Bramell.
Harry Winfield.
Dan Weldon.
Mr. Merrill.

Curtis Mosby.
Glenn Rice.
George Taylor.
Mr. O. B. Eddins.
Max L. Peacock.
Junius Gale.
Tom Hall.

San Francisco

KFRC

Accounts

Shell Oil Co.
Sherman Clay Co.
D. Ghirardelli Co.
Tillamook Dairy.
Sego Milk Products.
Swift & Co.
Pebeco Tooth Paste.
Durkee's Products.
H. F. Ritchie Co. (Eno Effervescent Salts.)
Pabst Malt Syrup.
Olympic Oil Co.

Talent

Musical organizations

Jamboree Orchestra, direction Walter Kelsey.
Happy Go Lucky Band, direction Walter Kelsey.
Shell Happy Time Orchestra, direction Theodore Strong.
Shell Trio, direction Walter Kelsey.
Feminine Fancies Orchestra, direction, Walter Kelsey.
String Trio, direction Mary Pasmore.
St. Francis Hotel Orchestra, direction Ted Fio Rito.
Mac's Haywire Orchestry, direction, Harry McClintock.

Musical artists

Juanita Tennyson, soprano.
Ronald Graham, baritone.
Al and Cal Pearce, harmony duo.
Norman Nielsen, tenor.
Tommy Harris, entertainer.
Edna O'Keefe, novelty and blues singer.
Hazel Warner, contralto ballad singer.
Murray and Harris, novelty and comedy duo.

"CALIFORNIA MELODIES"

Out of the West to You

CREATED and CONDUCTED by

RAYMOND PAIGE

Coast to Coast - Tuesday Nites - Columbia Don Lee

CONDUCTING THE WORLD FAMOUS
LOS ANGELES PHILHARMONIC ORCHESTRA
January 3rd March 6th April 5th and 6th

HOLLYWOOD BOWL ORCHESTRA • 1932-33



RAYMOND PAIGE

**Musical Director and
Program Manager
KHJ-COLUMBIA-DON LEE**

Nora Schiller, entertainer.
Noodlebugs, novelty mixed trio.
Buccaneers, male quartet, direction Earl Towner.
Yeomanettes, girls trio.

Masters of ceremony
Harrison Holliday.
Hugh Barrett Dobbs.
Al Pearce.
Wm. H. Wright.
Merle Matthews.
George Gibson Davis.

Announcers

Walter Bunker, Jr., chief announcer.
Fred Lane.
Bob Bence.
Norman Nielsen.
Ernie Smith, sports announcer.

Dramatic directors

Joseph diStefani.
Eugene Eubanks.

Character actors

George Rand.
Margaret Brayton.
Ann Chase.
Barry Hopkins.
John Fee.
Joseph Swickard.
Frank Cooley.
Dudley Williamson.
Shirley Rand.
Earl Lee.
Victor Rodman.
Carl Kroenke.
Barbara Lee.
Thomas Kelly.
Robert Lawler.
George Mortimer.
Reiland Quinn.
Bruce Payne.
Pearl King Tanner.
Robert Adams.
Leila Dean Willoughby.
Mary Holly.
Cameron Prud'homme.
Selby Roach.
Bobby Farnell.
Raymond Northcutt.

Comedians and comedy teams

Arnold Maguire, blackface.
Al Pearce ("Elmer Blurt").
Wm. H. Wright ("Prof. Hans von Hamburg").
Al Pearce and Wm. H. Wright ("Eb and Zeb").
Eugene Hawes, Mexican dialectician.
Pete Barlow, Swedish dialectician.
Hardy and Betty Gibson ("Doakes and Doakes").

KGCC

Talent

Singers

Bill Schrier.
Paula Hagen.
Antonette Arbella.
Segrid Nicholaisen.
Preston Richards.
Axel and Ragner.
Two Old Fashioned Girls.

Other musical artists

Jack Fisher.
Catalano and Cava.
Palmer Perritt.
Walter Smith.

Dramatic artists

Joseph McKenna.
Kenneth Price.
David Borden.

Announcers

Wellington Morse.
Bill Schrier.
George Ross.
Leo Rumsey.

Masters of ceremony

George Ross.
Jerry Wilford.

KTAB

Accounts

Crazy Wells Mineral Water Co., Texas.
National Ice & Cold Storage Co. (drinking water).
"Parkelp" Health Food.
Tetrazone Cleaning Fluid.
Walter Rudolph School of Music.
Federal Outfitting Co.
Star Outfitting Co.
San Val Oil and Water Co.
Columbia Outfitting Co.
Fred Benioff (furrier).
Caldow Paint Co., Oakland and San Francisco.
Dariglen Creamery, Oakland.
Davidson & Licht Jewelry Co., Oakland.
Gray's Clothing Co.
C. W. Hammond Auto Loans, Oakland.
Auburn Fuller Co. (Auburn and Cord automobiles).
Raladam Co. (Marmola reducing tablets).
Smith News Co. (magazine distributors).

Talent

Musical organizations

Chili Peppers, novelty instrumental duo, direction Dante Barsi.
Hillbillies, direction Arnold Maguire.
X-Bar-B Boys, cowboy entertainers.
Radio Music Makers, dance and popular concert orchestra, direction Glenhall Taylor.
Music Masters, concert orchestra, direction Walter Rudolph.
"Song of Songs," women's trio, direction Jerry Jermain.

Individual artists

Elbert La Chelle, organist, pianist.
Bob Winborn, organist.
Jerry Jermain, contralto, dramatist.
Dante Barsi, accordionist.
Frank Catalano, guitarist.
Glenhall Taylor, pianist.
Arnold Maguire, comedian.
Henry Kingsbury, comedian.
Luther Putnam, reader.
Grant Pollock, reader, dramatist.
Newell MacMahon, news reporter.
Frank Galvin, comedian, character singer.
Peggy Jensen, soubrette.
Louise Taber, reader.
Billie Birke, novelty songs, ukelele.
Paul McNally, baritone.
Frank Friselle, tenor.
Maguerite Haight, soprano.
Walter Rudolph, pianist.
"Looney and Gooney," comedy team.

Dramatic directors, announcers, masters of ceremony

Grant Pollock, chief announcer.
Ray Howell.
Frank Galvin.
Arnold Maguire.
Glenhall Taylor.
Bob Roberts (including sports).
Alma La Marr (household economics and beauty).
Jerry Jermain (women's programs).
Ernie Smith (sports).
Newell MacMahon (news and sports).

KYA

Talent

Individual artists (musical, dramatic and other features)

Eddie Harkness.
George Van Hagle.
Virginia Spencer.
Bert Carlson.
Junius B. Gale.
Billy Small.
M. Brooks.
Bob Allan.
Hap Van.
Jack Holdgraf.
Abe Bloom.
Marceline Emery.
Bill Royle.
Harold Peary.
Virginia Miller.
Adele Burian.
Ruth Fischer.
Dick Holman.
Richard Le Grand.
Emily Eilers.
G. Donald Gray.
George Nickson.
Gene Sullivan.
Harold Bechtel.

Musical organizations

Billy Small's Ensemble.

Dramatic directors

Richard Le Grand.

Announcers

Dresser Dahlstead.
Harold Bechtel.
Gene Sullivan.
G. Donald Gray.
George Nickson.
Richard Le Grand.

Masters of ceremony

Harry Bechtel.
Richard Le Grand.

COLORADO

Denver

KOA

Accounts

Association American Soap and Glycerine Producers (Antifreeze).
Baldwin Piano Co.
Ball Bros. (fruit jars).
O. P. Baur Confectionery.
Tom Botterill, Inc. (automobiles)
Buick - Oldsmobile - Pontiac Sales Co.
Caterpillar Tractor Co.
Cheyenne Frontiers Days (amusement).
Colfax Columbine Cleaners and Dyers.
Colonial Food Products Co.
Colorado Horse & Mule Co. (commission house).

Colorado Potato Flake & Mfg. Co.
Colorado State Fair.
Columbine Laundries, Inc.
Cottrell Clothing Co. (men's clothing).
Denver Buick Co.
Denver Dry Goods Co.
Denver Park and Amusement Co.
Denver Theatre.
Desserich Furniture Co.
Edelweiss Cafe.
Electrical League of Colorado.
Fellow Craft Productions, Inc. (amusement).
Henry Field Co. (department store).
Fontius Shoe Co.
Gano-Downs Co. (clothing).
General Electric Supply Corp. (refrigerators).
General Mills, Inc. (Sperry Flour Division).
Golden Eagle Dry Goods Co.
Barbara Gould Co. (cosmetics).
Green's Dress Shop.
Chas. C. Haas & Sons (fertilizer).
Intermountain Appliance Co. (electrical appliances).
International Oil Heating Co.
Arthur Jacobson Co. (jewelry).
B. W. Kelly (Shell gas).
Kindell Bedding & Furniture Co.
Knight-Campbell Music Co.
Dremer-Service (tire service).
Kuner-Empson Co. (canning goods).
La Vida Distributing Co. (mineral water).
Lawrence Food Products.
A. T. Lewis & Son (department store).
May Company (department store).
Merchants Biscuit Co.
Metropolitan Beauty Shoppe.
Monte Carlo Restaurant.
H. W. Moore Equipment (road equipment).
Morey Mercantile Co.
National Western Stock Show.
D. O. Nordquist (automobiles).
Pickens-Preston Clothing Co.
Public Service Co. of Colorado (electrical service).
R. C. A. Radiotron Co. (radio tubes).

Rockmont, Inc. (florist).
Rocky Mountain Fuel Co.
Smith - McCord - Townsend Dry Goods Co. (tires).
Standard Oil Co. of Indiana.
Stearns Dairy Co.
Mrs. Stover's Bungalow Candies.
Symond Atkinson Optical Co.
Union Pacific R.R. System.
Universal Studios (photographs).
Vick Chemical Co. (Vick's remedies).
Wyoming State Fair.

Talent

Freeman H. Talbot, program director, announcer.
Walter N. Campbell, program director, announcer.
Clarence Moore, announcer.
Julian C. Riley, announcer.
Vance Graham, announcer.
Les Weelans, announcer.
Charles S. Scheuerman, orchestra director.
Henry T. Ginsburg, violinist, musical director.
Faye Roswell, pianist.
Ruth Skelly Bello, violinist.
Marjorie Mellow Auger, soprano.
The Three Guardsmen, vocal trio.
Victor Schilling and His Cosmopolitan Hotel Orchestra.
Tommie Watkins and His Brown Palace Hotel Orchestra.

CONNECTICUT

Bridgeport

WICC

Accounts (Original)

Leavitt Co.
Longshore Beach and Country Club.
Mohican Market.
Rogers Clothing Co.
Franklin Simon & Co.
Nehi Bottling Co.
Wessel Co.
Goodrich Silvertown Co.
Gold Medal Flour Co.
Emanuelson Baking Co.
Modern Living.

Sears, Roebuck & Co.
Irving Michaels Co.
Yeasties Products.
Rome Brothers.
O'Brien Clothiers.
Stamford Merchants.
F. Ad. Richter Co.
Neary-Lovenberg Dancing School.
George B. Clark Co.
Consumer's Food Stores.
Bamby Bread Co.
Checker Stores.
Diamond Ginger Ale Co.

Accounts (Transcription)

Blue Coal.
D. M. Read Co.
General Mills, Inc.
Devoe Reynolds Painters.
Berrycrafters.
Richfield Oil Co.
Johnson Floor Wax Co.
C. O. Miller Co.
Riverhead, L. I., Community Merchants.
Ira Gregory Co.
E. K. Music Store.
International Bible Students.
Florists (local).
Neighborhood Druggists.

Talent

Musical organizations

Four T's String Ensemble, direction Joseph Torello.
Polish Orchestra, direction Ed. Krolikowski.
Harold Fink's Orchestra.
Procacinni Ensemble (accordions), direction, Vincent Procacinni.
Jimmie Esposito's Orchestra.
Fred Esposito's Radio Orchestra.
Phil Vallee's Orchestra.
Marge Hull and Her Melody Boys.
Eric Peterson's Orchestra.
Russian Balalaika Orchestra, direction V. Koodruff.
Roger Smith's Orchestra, direction Joe Barrett.

Pianists

Edith Van Buskirk.
Banks Kennedy.
Joe Luciano.

THE GRENADIERS

Blended

Harmony



Rhythm

to

Classics

300 N. Lucerne Blvd.
Los Angeles, Cal.

Suite 911, 119 W. 57th St.
New York City

Anthony Pisani.
Henry Lindenmeir.
Marcia Lee Robinson.
Benjamin Rungee.
Esther Moorey.
Justine Bach.
Dorothy O'Brien.

Vocalists

Jane Alden.
Dorothy Taylor.
Harriet Burns.
Suzanne Schumacher.
Adeline Manzy.
Edith Josephson.
Daisy Reid.
Lillian Kaye.
Elaine Pond.
Thomas Wall.
Leon Puzio.
Charles Scanlon.
Walter Davis.
Herbert Anderson.
Alexander Hamilton.

Guitarists

Sally Gay.
Don Raganese.

Accordionist

Chester Orzel.

Dramatic artists

Florence Davidson Cohen, monologues.
Alma Dettinger and Dorothy Muller, sketches.
Richard Nicholson, reader.
Lester Green, rustic philosopher.

Novelty features

Melody Boy and Girl, harmony duo.
Men About Town, vocal trio.
Three Kings and a Queen, vocal trio and piano.
South Sea Romancers, guitarists.
Three Girls in Blue, vocal trio.
Neary-Lovenberg Revue, song and tap dance.
Sylvia and Fred, vocal and piano.
The Melodians, male quartet.
Dolphin Rhythm Four, male quartet.

Announcers

Judson La Haye.
Carlton Weidenhammer.
James Milne.
George Duffy.

Hartford**WTIC****Accounts**

Woman's Home Companion (shopping service).
Avery's Walk-Over Boot Shop.
Land O' Lakes Creamery (butter, turkeys).
Dudley, Weisl & Gunnell Co. (R-C Canned Goods).
Virginia Dare Extract Co.
Diamond Bottling Corp. (Ginger Ale).
First National Stores (grocery).
Fitzgerald Manufacturing Co. (Magic Maid Food Mixer).
C. E. Wilson Co. Inc. (Seal-Kraft Roses).
Gale Shoe Manufacturing Co.
Hartford Market Co. (meat and groceries).
Household Fuel Corp. (Blue Coal).

Dwight R. Judson Co. (Anti-Freeze).
Kay Jewelry Co.
Landers, Frary & Clark (Universal Range).
S. Max & Co. (furs).
Mills Spa (restaurant).
Nozaki Bros. (crabmeat).
McCoy's, Inc. (musical instruments).

Berry Brothers, Inc. (paints, varnishes).

Florists' Telegraph Delivery Ass'n.
New England Laundry.
I. Ollendorff Co., Inc. (watches).
Paramount Dress Mfg. Co.
Radio Inspection Service.

Richfield Oil Co.
Sears, Roebuck & Co.
Sterling Shoe Co.
Warren Watson Tire Co.
Birdseye Packing Co. (frozen foods).
Remington Rand, Inc. (office furniture).

General Motors Co. (automobiles).
U. S. Rubber Company (Keds).
Worth, Inc. (women's apparel).
Robert Marshall (nursery).
General Mills Co. (Bisquick).
Phoenix Hosiery Co.
Quaker State Oil.
Travelers Bank and Trust Co.
Seven Gables Inn.
Edna Wallace Hopper Co. (cosmetics).

Auburn-Connecticut Co. (automobiles).

Waverly Inn.
Toddy, Inc.
Boston Molasses Co.
Republican State Central Committee.

Runkel Bros. Inc. (Runko).
Flako Products Corp. (Flako-Quiko).

Koppers Connecticut Coke.
Club Hollywood (restaurant).
Democratic State Central Committee.

Democratic Congressional Committee.

Mantle Lamp Co.
American Glycerine Producers' Ass'n. (Anti-Freeze).

Albany Packing Co. (meats).
Corn Products Refining Co. (Kre-Mel).

Johnson Educator Food Co. (graham cracker).

Carroll Co. (cosmetics).
Sage-Allen Co. (department store).
Promenade Ballroom.

National Oil Products (Admiral-shampoo).

Consolidated Manufacturing Co. (Dublthum Mitt).

C. Wendel Muench & Co. (Fuji Chinese Foods).

Silex Co. (Silex Coffee Maker).
Women's Organization National Prohibition Reform.

Talent

Concert orchestra.
Salon orchestra.
Dance orchestra.
Five-piece studio ensemble.
Hawaiian ensemble.
Band.
Male quartette.
Mixed quartette.
String quartette.

Instrumental trio.
Instrumental soloists.
Vocal soloists.
Male harmony trio.
Female harmony trio.
Pianist.
Organist.
Dramatic players.
Accompanists.

DISTRICT OF COLUMBIA**Washington****WRC****Accounts**

N. Auth Provision Co. (pork products).
Schneider, Charles, Baking Co.
Thompson's Dairy.
John H. Wilkins Co. (coffee).
Wakefield Dairy.
C. & O. (railway).
Tolman (laundry).
Saltz Bros. (men's clothing).
Chas. Schwartz & Son (jewelry).
Rock Creek Beverage Co. (ginger ale and soft drinks).
Geo. D. Horning (pawnbroker).
Schindler's Peanut Butter.

ILLINOIS**Chicago****KYW****Accounts**

Alligator Co. (raincoats).
American Bible Conference Ass'n. Inc. (religious).
Auburn Automobile Co.
Ayer Co. (Cherry Pectoral, cough medicine).
Beatrice Creamery Co. (Meadow-gold butter).
Beech-Nut Packing Co. (gum, candy, coffee, etc.).
Paul F. Beich & Co. (candy).
Berry Brothers, Inc. (paint and varnish).
Bird-Sykes Co. (automobile dealers).
Blue Valley Creamery Co.
Boston Store.
Bryant & Stratton Business College.
Bulova Watch Co.
Burnham, E., Inc. (permanent wave).
Carleton & Hovey Co. (Father John's Cough Syrup).
Chappel Bros. Inc. (kennel ration).
Chicago Baby Carriage Co. (Kroll Cabs).
Chicago, Burlington & Quincy Railroad (excursion rates).
Chicago Gospel Tabernacle.
Chicago, Milwaukee & St. Paul & Pacific Railway (excursion rates).
Chicago & Northwestern Railway (excursion rates).
Clark Bros. Chewing Gum Co.
Colonial Fireplace Co.
Commonwealth Loan Co. (household loans).
Community Motors, Inc. (automobiles).
Cooper Clothing Co. (men's furnishings).
Curtiss Candy Co.
Davis Co.
Dernell Potato Products Co.



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WARNER**

Contralto
Balladist

Staff artist since 1926
K F R C
K H J

Columbia Don Lee
Broadcasting System



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THE TWO JOKERS OF HARMONY

Featured for 75 consecutive weeks
on the Coast's greatest program

BLUE MONDAY JAMBOREE

Columbia
Don Lee Broadcasting System

KFRC San Francisco

**ADHESIVE
PONTOON**
(Blue Monday Jamboree)



DICEY
(Shell Happytime)

*Both of these famous Pacific
Coast characters are portrayed by*
ARNOLD MAGUIRE
on the air continuously since 1922

FEATURED DIALECT COMEDIAN
C. B. S.
COAST NETWORK

"Adhesive Pontoon" now available on
Electrical Transcriptions. 5 and 12
minute spots.

Management
MacGregor & Sollie, Inc.
865 Mission St. - San Francisco



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Business Philosopher

**RADIO
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FREE!**

Now—10 minute programs
electrically transcribed,
featuring this internation-
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writer. Music; with 4
minutes of fascinating
comment by Coleman Cox.

Sensational radio success
on the Pacific Coast. Write
or wire for details of this
new service.

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THEODORE
STRONG

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Fifth Church of Christ, Scientist

MUSICAL DIRECTOR
SHELL HAPPYTIME
PROGRAMS
KFRC

Organ Studio
1040 Geary St.
San Francisco

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Pianist-Composer

Composer of "Smiles,"
"Patches," "Lonesome, That's
All," "Valse Parisienne," etc.

*Famous as an authority in the
player piano rolls field.*

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ORIGINAL MUSIC

Personal Presentations

His "Old Memory Box"
one of the favorite vehicles.

*Available for transcontinental
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865 Mission St., San Francisco

Dromedary Date Co.
Eugene, Ltd. (permanent wave).
The Fair Store.
Florsheim Shoe Co.
Foodtown Kitchens, Inc. (Pops breakfast food).
Gambill Motor Co. (automobiles).
Gamble Hinged Music Co.
P. C. Gartley, Inc. (automobiles).
General Mills, Inc. (Bisquick).
General Motors Co. (Chevrolet cars).
Gibson Electric Refrigerator Co.
Glass, Henry & Co. (Peter Pan fabrics).
Glessner, Co., The (Turpo inhalant).
Goldberg, Sam E., Department Store.
Goodrich Transit Co. (excursion rates).
Great Lakes College.
Hess, W. D., Jr., Inc. (General Electric washing machines).
Hires, Chas. E. Co. (rootbeer).
Hopper, Edna Wallace, Inc. (beauty preparations).
Household Finance Corp. (household loans).
Hub, The (men's furnishings).
Hudson Motor Co.
Hudson-Essex Co.
Hydrox Corp. (ice cream and ginger ale).
Hygrade Sylvania Co. (radio tubes).
Ice Cream Institute.
Individual Drinking Cup Co. (Dixie cups).
Institute of Certified Beauticians.
Jackson Clothing Co. (men's clothing).
Jelke, John F., Co.
Johnson, S. C. & Son, Inc.
Joint Railroads.
Kaempfer's Bird Stores.
Koester, George F. & Co.
Kurlash Chicago Co.
Lane Bryant (women's apparel).
Loblaw Groceries.
Loftis Bros. & Co. (jewelers).
Lydy, R. G., Inc. (parking station).
Lyon & Healy, Inc.
Mandel Brothers.
Marshall Field & Co.
Mayer, Oscar, & Co. (meat packers).
McLaughlin, Gormley, King Co.
Merly Perfumes.
Mickelberry Food Products Co.
Milk Foundation, Inc.
Miller Fur Co.
Moler College of Beauty and Barbering.
Nestor Johnson Co. (ice skates).
Northern Pacific Railway.
Norwich Pharmacal Co
Nyal Co.
Oakridge Mausoleum Co.
O'Connor & Goldberg (OG Shoes).
Odol Co. of America (Odol anti-septic).
Olsen & Ebann (jewelers).
Olson Rug Co.
Pass Dye Co. (Easter egg dye).
Peck & Hills Furniture Co.
Phoenix Hosiery Co.
Pontiac Dealers of Cook County.
Popsicle Service, Inc.
Price Flavoring Extract Co.
Purity Bakeries Corp. (Grennan cakes, pies).
Paris Medicine Co.

Phillips, Chas. L., Chemical Co. (Milk of Magnesia).
Phillipe, Louis, Inc. (Rouge Incarnat).
Pedrick Laboratories (Vigo Dog Foods).
Pushman Brothers (rugs).
Quaker State Oil Refining Co.
Quarrie, W. F. Publishing Co.
Radio Arts Products, Inc.
Radio League of the Little Flower.
Radio & Television Institute.
Raladam Company (Marmola).
Ralston-Purina Co.
Rap-i-dol.
Riverview Park Amusement Co.
Rothschild, Maurice L.
Seiberling Rubber Co. (tires).
J. L. Shaw (roller skates).
Simoniz Co.
Slenderess Laboratories, Inc. (reducing cream).
Sportsman's Park.
Spratt's Patent, Ltd. (Spratt's Dog Food).
Sterling Products (Cascarets).
State Street Council.
Studebaker Sales Co. of Chicago.
Tailored Woman Shop.
Thomson & Taylor Co. (rootbeer).
Trafficanti Brothers (spaghetti).
United Remedies, Inc.
Universal Laboratories, Inc.
Valvoline Oil Co.
Virginia Sweet Foods, Inc.
Watchtower Local Organization.
Walgreen Co.
Westinghouse Electric & Mfg. Co.
Wieboldt Stores, Inc.
Wieland Honey & Butter Corp.
Willard Tablet Co.
Wisconsin Lime & Cement Co.

Talent

Instrumentalists

Rex Maupin's Aces of the Air, 15-piece studio orchestra.
Three Strings.
Midgets 5-piece orchestra.
Rose Vanderbosch, pianist.
Mel Stitzel, pianist.
Billy Tucker, pianist.
Ted Ratzler, cellist.
Ben Senescu, violinist.

Vocal ensembles

KYW Minstrel Stars.
The Cadets, quartet.
The Coeds, trio.
Chicago Concert Company, double quartet, mixed voices.
The Balladeers, male duo.

Singers

Muriel La France, coloratura soprano.
Earle Tanner, lyric tenor.
Harold Bean, baritone.
Roy Deitrich, tenor.
Walter Pontius, tenor.
Grammer Smith, baritone.
Gardner Benedict, ballads.
Rose Vanderbosch, singing pianist

Children's programs

Walter Wilson ("Uncle Bob").

Comedy

Pratt and Sherman (the "Two Doctors").
J. B. 'n' Mae.
Phil Stewart and Al Carsello ("Comedy Capers").

Skits

Tillie the Toiler.
Home Folks.
For Men Only.
King of Terror.
Footlight Follies with Pratt and Sherman.

Miscellaneous

Globe Trotter (news flashes).
Sports reporter.
Paul McCluer, the Sunshine Hour man.
KYW Dramatic Players.

INDIANA

Anderson

WHBU

Accounts (Transcription)

Quaker State Oil Co.
Seiberling Tire Co.
Pee Gee Painters.
Watchtower.
Nehi Bottling Co.
Dietzen Baking Co.

Talent

Organizations

Bobby Jones and His Jesters.
Silver's Golden Aces, direction Newell Silver.
Neville Mimic Whirl, direction Jack Neville.

Individual artists

Jack Risk, piano novelties.
Frank and Glenn, Hawaiian melody team.
Means Sisters, singers.
Jack Neville.

Announcers

A. L. McKee.
Don Hancock.
Loyal Podhaski.
Wayne Reeves.
Adaline Fohre.

Fort Wayne

WOWO

Accounts

Oliver Farm Equipment Co., Chicago.
Oriental Show-You Co., Columbia City.
Orthex Laboratories, Inc.
Pathfinder Magazine, Chicago and Washington.
Patterson Fletcher's Men's Store, Fort Wayne.
J. C. Penney Stores.
Randall Canning Co., Tekonsha, Mich.
Red Top Steel Post Co., Chicago.
Rowlands Furniture Co., Fort Wayne.
Saulte Ste. Marie Board of Trade, Sault Ste. Marie, Ontario, Canada.
Schlosser's Ice Co., Fort Wayne and Frankfort, Ind.
Sherman White Co., Fort Wayne, Ind. (White Cross Butter).
Star Tank and Boat Co., Goshen, Ind.
State St. Council of Chicago.
Steckbeck's Cigar Co., Fort Wayne.
Sweet's Celery Co., Fort Wayne.
Thumb of Michigan Association, Port Huron, Mich.
Lake Ridge Hotel, Lake Ridge, Ohio.

The Thylard Co., Fort Wayne.
 C. I. Togstad Co., Kokomo, Ind.
 Virginia Carolina Co., Richmond, Va.
 Wayne Overall Co., Fort Wayne.
 West Unity Woolen Mills, West Unity, Ohio.
 Winona Lake, Winona Lake, Ind.
 Lake Wawasee, Lake Wawasee, Ind.
 Tippecanoe Lake, Ind.
 Hamilton Lake, Ind.
 St. Mary's Amusement Co., St. Mary's, Ohio.
 Wolf and Dessauer, Fort Wayne.
 Fishman's Department Store, Fort Wayne.
 World Microphone Co.
 Wyandotte Cleaner.
 Archbold Hatcheries, Archbold, Ohio.
 New Idea Spreader Co., Coldwater, Ohio.
 Marmola.
 Rumford Chemical Co., Rumford, R. I.
 Neuhasuer Hatcheries, Napoleon, Ohio.
 Montgomery Ward & Co., Fort Wayne and Chicago.
 Bopeep Bluing Co.
 Edna Wallace Hopper, Inc.
 Johnson's Wax.
 Oldsmobile.
 Frigidaire.
 Zorex.
 Dutch Master Cigars.
 Woelfel's Medicated Insoles.
 The Foodtown Kitchens (Pops).
 Beatrice Mabie.
 Staley Syrup.
 Atlas Brewing.
 Acme Quality Paint.
 Indian Lake Medicine Co.
 Mantle Lamp Co.
 Dietzen's Bakery.
 Anderson Box Co., Anderson, Ind.
 Sherwin-Williams Co., Cleveland.
 United Drug Co., Boston.
 Konjola.
 Willard Tablets.
 U. G. Grandbois Co., Kalamazoo, Mich. (Soda Mint Chewing Gum).
 Creek Chub Bait, Garrett, Ind.
 Ropeller Co., Anderson.

Bronson Reel Co., Bronson, Mich.
 Wilkinson Quilt Co., Ligonier, Ind.
 Morris Plan Bank of Fort Wayne.
 St. Mary's Woolen Mills, St. Mary's, Ohio.
 Standard Oil of Indiana, Chicago.
 Kroger Grocery and Baking Co., Cincinnati.
 John F. Jelke Co., Chicago.
 The Connecticut Mutual Life Insurance Co.

Talent

Musical organizations

Fort Wayne College Symphony.
 Ted Connor Ensemble.
 Three Hot Shots.
 Hoosier Troubadours.
 Duke Baier Orchestra.
 Earl Gardner Orchestra.
 Hoosier Songbird.
 Sari and Elmer.
 Radio Pals.
 Major and Minor.
 Harold and Homer (harmony).

KANSAS

Wichita

KFH

Accounts

Oliver Farm Equipment Co.
 Chevrolet Motor Co.
 Dawn Donut Co.
 Dwarfies Corp.
 Luther Ford & Co.
 M. Graves.
 Greenway & Rau.
 Allen W. Hinkel Co.
 The Hub Clothing Co.
 International Harvester Co.
 Johnson Plumbing & Heating Co.
 Joy Apparel Co.
 Kroger Grocery & Baking Co.
 F. J. Larcher Service Supreme Grocery.
 LeVelle Fan-Lite Corp.
 Linwood Iris Garden.
 Ross McCausland (seeds).
 Stockley Bros. & Co.
 R. D. McKay Motor Co.
 Mantle Lamp Co. of America.
 Model Clothing Co.
 Mueller Floral Co.

Claude R. Myers Paint Co.
 Seiberling.
 American Syrup & Sorghum Co.
 Pan American Cafe.
 Phillips Petroleum Co.
 Steffens Ice & Ice Cream Co.
 C. A. Tanner Co.
 Tuttle & Scott.
 Wolfs Bakery & Cafeteria Co.
 Weaver Gardens.
 Conway Springs Bottling Co.
 Ozarka Water Co.
 Bulova Watch Co.
 Croneys's Ready To Wear.
 Crook Furniture Co.
 DeCoursey Cream Co.
 Henry's Clothing Co.
 Geo. Innes Co.
 International Bible Students.
 Kansas Gas & Electric Co.
 G. R. Kinney Shoe Co.
 Lewin's Fashion Shop.
 Loveland Reynolds Inv. Co.
 Nehi Bottling Co.
 Rorobaugh Dry Goods Co.
 Standard Oil Co.
 Southwest Laundry & Cleaning Co.
 Wichita Who. Furniture Co.
 Marshall Canning Co.
 Chase Candy Co.
 White King Soap Co.
 American Soap & Glycerine Co.
 Reid, Murdock & Co.
 Vick Chemical Co.
 Safeway Stores.
 E. S. Cowie Electric Co.
 Continental Baking Co.
 General Baking Co.
 Wm. Levitt Jewelry Co.
 McVicar Howard Clothing Co.
 Morris Plan Co.
 Wible Ice Co.
 Knorr-Kuhl Clothing Co.
 Dodge Motor Car Corp.
 Red Star Milling Co.
 Helzberg Diamond Shop.
 Heads Shoe Store.
 Southwestern Bell Telephone Co.

Talent

Individual artists

Bobbie Rush, singer and pianist.
 Thayne Scott, pianist and string bass player.
 Billy McClurg, pianist.

THREE SHADES OF BLUE



KHJ

Columbia Don Lee Broadcasting System

Leslie Wilkie, guitarist and singer.
Herb Kratoska, banjoist.
Anna Pribbenow, accordionist.
Russel Lowe, violinist.
Winifred Walling, marimba player
and saxophonist.
Ethylee Buck, pianist.
A. D. Otto, singer.

Musical organizations

Trio: Beatrice Sanford, violinist;
Guy Snyder, pianist; Lois Ayres,
cellist.

Quartette: Williard Yenser, Cliff
Billings, Ed Smith, Bill Paswater.

LOUISIANA

Shreveport

KTBS

Accounts (Original)

Arkansas Natural Gas Corp.
J. C. Allmond.
Air Line Motor Coaches.
Mrs. Louis Abramson (shopping
service).
Andress Motor Co. (Ford motor
cars).
L. F. Bloxom (dry goods).
Baird Co. (department store).
M. L. Bath Co. (stationer).
Booth Furniture Co. (furniture).
Alphonse Brenner Co. (furniture).
Bates Crumley Chevrolet Co.
(Chevrolet cars).
Shreveport Chamber of Commerce.
Big Chain Stores (groceries).
Begbie Florist Co.
Baldwin Music Shop (musical in-
struments).
Beene Motor Co. (Ford cars).
Brook Mays Co. (musical instru-
ments).
B & B System (outdoor adver-
tising).
Bell Cabs of Shreveport.
Bolinger Gain Yay Lumber Co.
The Blackboard (classified adver-
tising).
Buckelew Hardware Co.
Buick-Olds-Pontiac Sales Co.
Continental American Bank.
Commercial National Bank.
Chain Battery Company (electrical
service).
Claiborne Motor Co. (Ford cars).
Central Motors (Studebaker cars).
Central Lumber Co. (lumber).
R. D. Clancy (health resort).
Colquitt Spring Service (spring re-
pairing).
Cottage Beauty Shoppe (beauty
culture).
Cigarette Supply Co. (cigarettes).
Thomas & Courtney (groceries).
Cooper & Simonsen, Inc. (real es-
tate).
Dairyland Products.
Excelsior Laundry.
Ethridge Atkinson Corp. (Dodge
motor cars).
Feibleman's, Inc. (department
store).
First Presbyterian Church.
Frost Whited Investment Co.
(stocks and bonds).
Frank Grocery Co. (Dainty coffee).
The Fashion (women's apparel).
Flournoy & Harris (jewelry).
Will Fawcett (electric fans).
Goldring's (women's apparel).
C. C. Hardman Co. (paint).
Hodges Storage (garage service).

Howard Cleaners (cleaning serv-
ice).
Huckaby Motor Co. (Ford cars).
Hutchinson Bldg. Co. (jewelry).
Home Service Ice Co.
Hemenway Furniture Co.
Hearne Dry Goods Co.
Industrial Cash Grocery.
Johnson Furniture Co.
Leon Johnson (groceries).
Charley Jouett (groceries).
Mrs. Ben Johnson (real estate).
Jordan & Booth Co. (men's ap-
parel).
Kennedy Dry Goods Co.
Liddell Candy Co.
Logansport Motor Co. (Ford cars).
Lou's Smart Shop (women's ap-
parel).
Mrs. J. T. Lowe (Caloris heat
powder).
Louisiana Refrigerated Products
Corp. (ice service).
M. Levy Co. (men's apparel).
Monogram Coffee Co.
Montgomery Ward Co.
Many Motor Co. (Ford cars).
McFadin Motor Co. (Packard
cars).
Majestic Drug Store.
McFadin Auburn Co. (Auburn
cars).
Walter Monzingo (groceries).
E. P. McCollister Co. (Frigidaire).
Nancy Hat Shop (women's hats).
Nehi Bottling Co. (Nehi).
New York Furniture Co. (furni-
ture).
Morris & Dickson Stores (drugs
and sundries).
Miller Food Shoppe (groceries).
Oil City Motor Co. (Ford cars).
Peacock Jewelry Co.
Palais Royal (women's apparel).
Parisian Shoe Department (wom-
en's shoes).
Piggly Wiggly Stores.
Pleasant Hill Motor Co. (Ford
cars).
J. C. Penney Co. (department
store).
Patsy Doll Shoppe (doll repairs).
Reed Motor Co. (Ford cars).
Rosenblath's (men's apparel).
Rose Hill Amusement Co. (pleas-
ure resort).
Rogers Auto Travel Bureau
(transportation).
Rubenstein Brothers (department
store).
Shreveport Natatorium (swim-
ming).
Selber Brothers (men's apparel).
Sewell & Adger (cotton).
Shreveport Battery Co. (Willard
batteries).
Shreveport Journal (newspaper
service).
Shreveport Real Estate Board.
Southern Furniture Co.
Southern Optical Co.
A. C. Steere Co. (real estate).
Shreveport Ice Delivery Co.
707 Tire Co. (Seiberling tires).
Shreveport Mutual Building Asso-
ciation (loan service).
Smylie Dry Goods Co.
Shreveport Laundries.
Sparke's (confections).
Shreveport Tent & Awning Co.
(mattresses).
Service Cab Co.
Security Loan Co. (pawn broker).
Shreveport Piano Co.

Southwestern Gas & Electric Co.
Sparco Gasoline Co.
Stein's (men's apparel).
Sheffield Jewelry Co.
Tulane Alumni (football broad-
casts).
Taxi Service, Inc.
Triple X Root Beer & Sandwich
Shop.
United Shoe Stores.
Uncle Joe Bottling Co. (soft
drinks).
Henry Vatter Garage (garage
service).
Youngblood Jewelry Co.
Young Men's Business Club (civic).
Herbert Wimberly Filling Station.
Watch Tower (religion).
Victor H. Wenk (men's furnish-
ings).
The Wessel Co. (auto repair serv-
ice).
George D. Wray (Chrysler cars).
Wilkerson Oil Co. (gas, oils, etc.).
Wray Dickinson Co. (Ford cars).
White Cleaners.
Land Wilson Seed Co.
West End Hardware Co.
Wingo's Pharmacy.
S. P. Weaver Co. (lumber).
Winter's (department store).

Accounts (Transcription)

First National Bank.
U. S. Meyer Jewelry Co.

MARYLAND

Baltimore

WBAL

Accounts

Acme Tile Co. (tile and interior
trims).
Apple and Bond (insurance brok-
ers).
Athey, C.M., Paint Co. (Athey's
paints and Krystlac enamel).
Ball Brothers Co. (fruit jars).
Baltimore Brick Co. (building
brick).
Baltimore Dairy Council (milk
promotion).
Berney, Bertram (importer, ob-
jects of art).
Bonwit Lenon and Co. (ladies'
ready-to-wear apparel).
Borden Sales Co. (Eagle Brand,
Non-such mincemeat, Borden's
cheese).
Brandywine Mushroom Corp.
(mushrooms).
Chevrolet Motor Car Co.
Cloverdale Ginger Ale Co. (ginger
ale and Litalimes).
Cohn, Wolf, Inc. (suits, furs and
millinery).
Crosse & Blackwell (prepared
foods).
Davis, H. B., Co. (paints and en-
amels).
Elite Laundry (home laundry serv-
ice).
Fairfield-Western Maryland Dairy
(dairy products).
Flako Co. (prepared pie crust).
Gas & Electric Co.
General Baking Co. (Bond bread).
Glycerine Producers Association
(radiator glycerine).
Goldsmith Stern & Co. (ladies'
ready-to-wear apparel).
Hills Brothers Co. (Dromedary
dates).

Hippodrome Theatre.
 Holland Cleansers & Dyers, Inc.
 Household Finance Corp.
 Justrite Co. (bird foods).
 Kenny, C. D., Co. (Norwood coffee).
 Maryland Biscuit Co. (crackers, cakes).
 Maryland Title Guarantee Co. (real estate title guarantees).
 May Co. (department store).
 Mid-City Sales Co. (Willys-Knight distributors).
 Mitchell, F. O., & Bro. (canned foods).
 Morgan, Tilghman (builders).
 Morris & Co. (uniforms).
 Morris, Geo. R., Organization (real estate developments).
 McCormick & Co. (spices, "BEE Brand").
 Norge Refrigeration Agency (electric refrigerators).
 North Avenue Market.
 Pillsbury Flour Mills Co.
 Pochlman, John, & Sons (Worthmore butter).
 Remington Rand (portable typewriters).
 Rettberg, Louis, & Sons (pork products).
 Roland Park Co. (real estate).
 Rumford Co. (Rumford baking powder).
 Schleisner & Co. (ladies' ready-to-wear apparel).
 Sherwood Brothers (Betholine motor fuel).
 Southern Cotton Oil Trading Co. (Snowdrift & Wesson oil).
 Spencer Corset Co.
 Stewart and Co. (furniture).
 Stewart Son and Co. (Golden Crown syrup).
 Taubman's, Inc. (auto accessories).
 Wyman Shoe Co. (retail shoes).

Talent

Elsa Baklor, soprano.
 Elmer F. Bernhardt, baritone.
 Elizabeth Bilson, soprano.
 Hilda Burke, soprano.
 Charles Cohen, cellist.
 Nathan Cohen, xylophonist.
 Philip Crist, tenor.

John Eltermann, organist.
 LeRoy Evans, pianist.
 Mabel Garrison, soprano.
 Louis Elwood Hawkins, baritone.
 Felice Iula, orchestra conductor.
 Edward Jendrek, tenor.
 Henriette Kern, soprano.
 Jane Kirby, soprano.
 Walter Linthicum, baritone.
 Earl Lippy, baritone.
 Barry Mahool, dramatic player.
 Sylvia Meyer, harpist.
 Evelyn Quinn, dramatic player.
 Sol Sax, pianist.
 Alice L. Scippel, mezzo-soprano.
 Samuel M. Stern, cellist.
 Edward Tunis, dramatic player.
 Michael Weiner, violinist.
 John Wilbourn, tenor.

MASSACHUSETTS**Boston****WAAB****Talent***Musical organizations*

Staff orchestra, direction Charles R. Hector.
 Yankee Petite Symphonie, direction Robert Brunton.
 Eddie Welch and His Orchestra.
 Russian Art Ensemble.
 Dan Sullivan's Shamrock Orchestra.
 Carl Moore and his Blue Heaven Boys.
 Emerson Gill and his Orchestra.
 Johnny Hamp and his Orchestra.
 Joe Solomon and his Coconut Grove Orchestra.
 Les Paradis Band, direction Joe Smith.
 Rennard's Mayfair Club Orchestra.
 Brookline Summer Symphony, direction Will Dodge.
 People's Symphony Orchestra, direction Thompson Stone.
 Providence Symphony Orchestra, direction Wassili Leps.
 Cremona String Quartet.
 Harlequin String Ensemble, direction Philip Chiaraluce.
 Kendall Harney Concert Ensemble, direction Kendall Harney.

The Meistersingers (male chorus), direction A. Cameron Steele.

Individual artists

Emily MacKenzie, soprano.
 Dorothy Robbins, soprano.
 Helen Barr, soprano.
 Grace Donahue, contralto.
 Morton Bowe, tenor.
 Edward Jardon, tenor.
 John Percival, bass.
 Bob Emery, director of children's programs.
 Marie Stoddard and Jack Shannon ("The Gossipers").
 Kay, Kris, and Brownie, harmony trio.
 The Tipplers, harmony trio.
 Crockerville Mountaineers, hill billy songs.

Leo Litwin, pianist.
 Elizabeth Travis Behnke, pianist.
 Francis J. Cronin, organist.
 Edward Allen, organist.
 Fred Hoey, baseball announcer.
 Gerry Harrison, wrestling and boxing announcer.

Francis P. "Tip" O'Neill, police activities.

Robert Donahue, interviewer.
 Eleanor Grey, actress.
 Barbara Thomson, actress.
 Ruth Carrol, actress.
 Marie Stoddard, actress.
 Knox Manning, actor.
 Merrill Madden, actor.
 Jack Shannon, actor.
 Richard E. Osgood, actor.
 Fred Bishop, actor.
 Ben Hadfield, actor.
 Jack Smith, actor.
 Henry Gladstone, actor.
 Maurice Tarplin, actor.
 Charles Edward Hale, actor.
 Ernest Rogers, actor.
 Donald Morton, actor.
 Frank Vigneau, pianist.
 Trefee Gervais, pianist.
 Robert Norris, violinist.
 Robert Brunton, violinist.
 Morris Feldman, violinist.
 Louis Goldberg, violist.
 Joseph Zimble, cellist.
 Albert Whitcher, flutist.
 Rudolph Toll, clarinetist.

SOL HOOP II

Hawaiian Guitar Specialist — Conductor of Hawaiian Music

BROADCASTING SINCE 1920

KNX
KHJ

KFI
KECA
KFAC

KMTR
KMPC

Columbia Recording Artist

Paramount Studios — Hollywood

R. Mackay, oboist.
Theodore Simonelli, guitarist.
Albert Sudhalter, saxophonist.
John Helfer, saxophonist.
Edward Brown, saxophonist.
Harry Fink, trumpeter.
Robert Nevins, trumpeter.
Anthony Bond, trombonist.
V. Criscuoli, bass.
Hugh Murphy, drummer.

Dramatic directors, announcers, masters of ceremony.

Richard E. Osgood, dramatic director.
Frederick Bishop, dramatic director.
Benjamin Hadfield, dramatic director.
Donald Morton, announcer.
James Jennison, announcer.
Lloyd Dennis, Jr., announcer.
Knox Manning, announcer.
Herbert Wunderlich, announcer.
Linus Travers, announcer.
Eleanore Geer, announcer.
Inez Evans, announcer.
James Jennison, master of ceremonies.

WEEI

Accounts (Original)

Otis Clapp & Son, Inc. (druggists).
Peck & Hills (furniture).
Leopold Morse Co. (clothing).
Glidden Hyde Co. (hosiery).
Boston Institute of Advertising.
Carpenter-Morton Co. (paints).
George E. Warren Corp. (cleer-coal).
International Heating Co. (range oil burners).
Raymond's, Inc. (department store).
Gentles Baking Co.
Simpson Spring Co. (beverages).
Noyes Buick Co. (automobiles).
State Mutual Life Assurance Co.
Maiden-Form Brassiere Co.
United Drug Co.
Dunlop Tire & Rubber Co.
Walkover Shoe Co.
Plymouth Rock Gelatine Co.
Jenney (gasoline).
Fox Fur Co.
Red Cross Mattress Co.
N. E. Coke Co.
Edison Friendly Kitchen.

Accounts (Transcription)

Runkle Bros. (chocolate).
Dr. Ross's Pet Clinic.
Father John's Medicine.
Friend Brothers (bakery, beans, etc.).
Louis Philippe (cosmetics).
Quaker State Oil Co.
Bourjoise, Inc. (perfume).
King Arthur Flour Co.
Spratt's Dog Food.

WNAC

Accounts (Transcription)

Scott Furrriers.
Beechnut.
General Mills.
Rumford Baking Powder.
Prophylactic Tooth Brush Co.
California Animal Foods.

Talent

Musical organizations

Staff orchestra, direction Charles R. Hector.

Yankee Petite Symphonie, direction Robert Brunton.

Carl Moore and his Blue Heaven Boys.

Emerson Gill and his Orchestra.

Johnny Hamp and his Orchestra.

Joe Solomon and his Coconut Grove Orchestra.

Les Paradis Band, direction Joe Smith.

Rennard's Mayfair Club Orchestra.

Harlequin String Ensemble, direction Philip Chiaraluce.

The Meistersingers (male chorus), direction A. Cameron Steele.

The Yankee Singers (male quartet), direction R. L. Harlow.

The Yankee Mixed Quartet, direction R. L. Harlow.

Newbridge Male Quartet.

The Knickerbocker Quartet (male), direction R. L. Harlow.

Kendall Harney Concert Ensemble, direction Kendall Harney.

Individual artists

Emily MacKenzie, soprano.
Dorothy Robbins, soprano.
Mario Pardo, soprano.
Helen Barr, soprano.
Lillian Perrin, soprano.
Morton Bowe, tenor.
Raymond Symonds, tenor.
Edward Jardon, tenor.
George Wheeler, tenor.
Clifford Johnson, tenor.
Allan Richards, baritone.
Walter Kidder, baritone.
Henry Kelly, baritone.
Ranny Weeks, baritone.
A. Cameron Steele, bass.
John Percival, bass.
Grace Donahue, contralto.
Lee LaMay, mezzo-contralto.
Eleanor Geer, pianist.
Elizabeth Travis Behnke, pianist.
Leo Litwin, pianist.
Francis J. Cronin, organist.
Edward Allen, organist.
Peter Bodge, violinist and arranger.
George Mahoney, hill billy songs.
Bob Emery, director of children's programs.
Ronny and Van, harmony duo.
Hum and Strum, harmony duo.
The Tipplers, harmony trio.
Earle Nelson, crooner and guitarist.
Jaysnoff Sisters, two-piano team.
Paul Shirley, viola d'amore.
Jane McGrew, character actress.
W. Johnson Marling, track announcer.
Frank Ryan, hockey announcer.
Gerry Harrison, wrestling and boxing announcer.
Irwin Cowper, tennis announcer.
Jane Day, actress.
Nancy Howe, actress.
Irwin Cowper, actor.
Fred Bishop, actor.
Frank Vigneau, pianist.
Trefee Gervais, pianist.
Robert Norris, violinist.
Robert Brunton, violinist.
Morris Feldman, violinist.
Louis Goldberg, violinist.
Joseph Zimble, cellist.
Albert Whitcher, flutist.
Rudolph Toll, clarinetist.
R. Mackay, oboist.
Theodore Simonelli, guitarist.
Albert Sudhalter, saxophonist.
John Helfer, saxophonist.
Edward Brown, saxophonist.
Harry Fink, trumpeter.

Robert Nevins, trumpeter.
Anthony Bond, trombonist.
V. Criscuoli, bass.
Hugh Murphy, drummer.
The Tenatones, harmony trio.

Dramatic directors, announcers, masters of ceremony

Frederick Bishop, dramatic director.

Ben Hadfield, announcer.

Irwin Cowper, announcer.

John Wardell, announcer.

Jack Atwood, announcer.

Merrill Madden, announcer.

Fred Langenheim, announcer.

Fred Bishop, announcer.

Albert Marlin, announcer.

Linus Travers, announcer.

Nancy Howe, announcer.

Dorothy Dean, announcer.

Jane Day, announcer.

Linus Travers, master of ceremonies.

Irwin Cowper, master of ceremonies.

MINNESOTA

St. Paul

KSTP

Talent

Musical organizations

Minneapolis Symphony Orchestra, Eugene Ormandy, conductor.

St. Paul Orpheus Club, Malcolm McMillan, conductor.

Lou Breeze and His Modern Rhythm Band.

Russian Art Troupe, direction Paul Tarnofsky.

Ford Play Gypsies, direction Henry C. Woempner.

University Stadium Singers, direction Prof. Earl Killeen.

University of Minnesota Concert Band, direction Paul Prescott.

Fort Snelling Band, direction Captain Olaf M. Nord.

Le Voyageurs, direction Bill Marlowe.

Otto's Little German Band, direction Otto Zupfer.

Sunshine Boys, direction Bill Marlowe.

Whoopie John's Novelty Orchestra.

Mandolin Club of St. Paul.

Lyons Cubs, direction Miss Irma Lyon.

May Whiteside's Dancers.

Lina Guenther Toy Symphony.

Ace Brigade and his Virginians.

Don Pedro and his Orchestra.

Paul Specht and his Orchestra.

Chic Scoggin and his Orchestra.

Kay Kyser and his Orchestra.

Madison-Malerich's Orchestra.

Dick Long and his Orchestra.

The Ingenues, girls' Orchestra.

Frank Cotier and his Orchestra.

Walter Erickson and his Orchestra.

Ben Pollock and his Orchestra.

Rudy Clemenson and his Orchestra.

Art Goldberg and his Band.

Individual artists

Gertrude Lutzi, soprano.

Four Voices, male quartet.

Radio Rascals, harmony team.

William Davidson, singer.

Dr. Francis Richter, organist.

Julie Madison, tenor.

Helen Bach, soprano.

William Burdick, tenor.
 Corinne Jordan, contralto.
 Emil Straka, violinist.
 Earl McNaughton, organist.
 Eloise Rowan, organist.
 Vicki Johnson, soprano.
 James Allen, tenor.
 The Troubadours, male quartet.
 Mark Williams, cowboy crooner.
 Ken Hackley's Oklahoma Cowboys.
 Andrea Marsh, singer.
 Uncle Josh and His Huskers, novelty quartet.
 Stan Thompson Trio, vocalists.
 Don Guthrie, soloist.
 Ralph Hamilton, accordionist.
 Scotty MacMillan, Scotch yodeler.
 Three Shades of Blue, vocal trio.
 Robert Mann, Swiss yodeler.
 Ambassadors from Mars, novelty trio.
 Clifford Menz, tenor.
 The Three Buddies, vocal trio.
 Antoinette Sundeen Berquist, soprano.
 Cecil Birder, tenor.
 Dave and Larry, novelty duo.
 Robert Savard, juvenile singer and actor.
 Julia Barr, blues singer.
 Mary Wine, blues singer.
 Dorothy Rae, blues singer.
 "Peter Henry Aloysius Quack-doodle," juvenile star.
 Agnes Rast Snyder, contralto.
 Elizabeth Endress Rensch, soprano.
 Kay Grill, blues singer and actress.
 William Newgord, tenor.

Dramatic directors

Thomas Dunning Rishworth.
 Marjorie Ellis.
 Enza Zeller.

Announcers

Phil Bronson.
 George Watson.
 Frank Austin.
 John Wald.
 William Davidson.
 Elton Borgen.
 Pat Murphy.
 Roger Krupp.
 A. W. Stowex.

MISSOURI**St. Louis****KMOX
Accounts**

A. S. Aloe Company (optical service).
 Alton-St. Louis Bridge Time Signal (toll bridge).
 Arzen Laboratories, Inc. (medical).
 Barney Army Stores (camping supplies).
 Bible Broadcaster.
 Burkett Tours (transportation).
 Bulova Watch.
 Coca Cola Bottling Co. (beverages).
 Chicago, Burlington & Quincy Railroad.
 Father John's Medicine.
 Feltman & Curme Shoe Stores.
 James H. Forbes Tea & Coffee Co.
 Fourth Church of Christ.
 General Mills (breakfast cereals).
 Golden Duck Announcements (chop suey).
 Hydrox Ice Cream Co.
 Hygrade-Sylvania (radio tubes).
 Illinois Traction System (transportation).

Iowa Pearl Button Co.
 Marlin Mineral Water.
 Maryland Pharmaceutical Co.
 Minit Rub Corp.
 M K & T Railroad (transportation).
 B. Nugent & Bro. Dry Goods Co.
 The Par-X Co.
 Paris Medicine Co.
 Pevely Dairy Co.
 Producers Livestock Exchange.
 Radio League of the Little Flower.
 Real Art Flowers Studios.
 Helena Rubinstein.
 Slack Furniture.
 Southwestern Bell Telephone Co.
 Clark's Teaberry Gum Co.
 Streckfus Steamers, Inc.
 E. Fougere & Co. (Vapex).
 St. Louis Livestock Exchange.
 Sears, Roebuck & Co.
 Standard Oil Co. of Indiana.
 Wabash Railway.
 Watch Tower.
 Western Greyhound Lines.
 Yellow Cabs.
 Alka Seltzer.
 The Missouri Pacific Lines.
 Spratt's Dog Foods.
 Southwestern Milling Co.
 Frigidaire Corp.
 Bristol-Meyers.
 Eagle Stamp Co.
 Phoenix Hosiery Co.
 Peters Cleaners.
 Hellrung & Grimm.
 Optical Service Co.
 Manne Bros. Furniture Co.
 International Oil Heating Co.
 Laclede Gas Light Co.

NEW JERSEY**Asbury Park****WCAP
Talent****Musical organizations**

Jules Jaffee and his Orchestra.
 Henry King and his Orchestra.
 Trebino and his Banjo Boys.
 Ted Hoyt and the Red Coats.
 University Nighthawks.
 Clinton B. Cooke and his Royal Symphonic Band.
 Peter Milano and his Orchestra.

Individual artists

G. Howard Scott, organist.
 Frederick K. Ball, organist.
 Grace Malchow, director children's programs.
 Margaret Yarnall, contralto.
 "Puff" Walton and Danny Varzoes, song team.
 Moon and Herbert, comedy team.
 WAPC Players, dramatic sketches.

Announcers, masters of ceremony

Claude Herbert, announcer.
 Russell Clancy, announcer.
 Harvey Rabb, announcer.
 Leslie Biebl, announcer.
 Rex Reynolds, master of ceremonies.

Jersey City**WHOM
Accounts**

Abbey Inn, Union City, N. J. (night club).
 Geo. E. Bailey Co., Jersey City (investment securities).

Behrens Coal Co., Secaucus, N. J. (coal).
 Bergen Trust Co., Jersey City (bank).
 Beyerischer Hof, New York City (restaurant).
 Bo Peep Kiddie Shop, Jersey City (children's store).
 Bergenline Speed Boys, Union City, N. J. (auto accessories).
 Court House Radio Service, Newark.
 Country Club Dance Palace, Newark.
 Di Feo Pastry Shop, Jersey City.
 Jacob Eisler, Bayonne, N. J. (optometrist).
 Hotel Edison, New York City.
 Excell Restaurant, Jersey City.
 Floral Park Dance Marathon, North Bergen, N. J.
 Hoover Medical Group, Brooklyn, N. Y. (clinic).
 Hudson Clinic, Jersey City.
 Luxor Beauty Salon, Newark.
 Metropolitan Conservatories, Jersey City (dancing and dramatic art).
 Mrs. Agnes K. Murphy Mulligan, Palisade, N. J. (real estate).
 Wm. Goldberg, New York City (clothing).
 Olympic Park Dance Marathon, Irvington, N. J.
 Dr. Owen, Jersey City, Newark, and Elizabeth, N. J. (dentist).
 Parmlly Memorial Church, Jersey City.
 Peck & Hills, New York City (furniture).
 Perfect Laundry, Newark.
 Princeton Hotel, Atlantic City.

**RAYMOND
KNIGHT***Creator of*

- The Cuckoo Hour
- Wheatenville

Management

NBC ARTISTS SERVICE
 711 - 5th Ave., New York City

Dr. W. Roher, Bayonne, N. J. (chiropractor).
 H. A. Ross, Inc., Jersey City (jeweler).
 Republican National Committee, New York City (political campaign).
 Democratic National Committee, New York City (political campaign).
 Walkathon Dance Marathon, Belleville, N. J.
 Hotel Paramount, New York City.

Talent

Orchestras

Ambassadors of Rhythm.
 Serenaders.
 Silver Sea Islanders (Hawaiian group).

Instrumentalists

Josephine De Corcia, pianist.
 Chester Hadley, pianist.
 Lani Evans, Hawaiian guitarist.

Vocalists

Myles Crosby, baritone.
 Mary Raines, soprano.
 Bertha Kroos, German program.
 Harold McNamara, tenor.
 Mildred Schneider (juvenile).

Vocal groups

Potterton Choristers (different groups of children under sponsorship of Commissioner Arthur Potterton).
 Bayonne Irish Melody Boys.
 Bay City Trio.
 Two Boys and a Girl.
 The Topnotchers.
 WHOM Minstrels.

Special feature artists

Gretchen Hahnen, aviation program, "The Flying Cadets."
 Lou Stebner, impersonations.
 Sally Grey, household talks.

Newark

WAAM

Accounts

Public Service Electric & Gas Co. of New Jersey.
 Bertrand Island Park.
 Crazy Crystals.
 Hahne & Co. (department store).
 Ronson Product, Inc. (Ronson lighter).
 Raladam Co. (Marmola tablets).
 Curtis Bros. (tomato juice cocktail, tomato ketchup).
 Dr. Mallas, Newark (dentist).
 Walkathon Dance Marathon, Belleville, N. J.

Talent

Musical organizations

Norman Liming and his Orchestra.
 Andre Kozelle and his Orchestra.
 Syd Watson and his Orchestra.
 Al Helfman's Brookolians.
 Syd Stern and his Aces.
 Joe Holly and his Buddies.
 Ethan Allen's Canary Cottage Orchestra.
 Danny Hope and his Orchestra.
 Frank Crums' Orchestra.
 Duke Richardson and his Orchestra.
 Jarman's Royal Entertainers.
 Jack-O-Lantern Orchestra.
 Ray Santero and Orchestra.
 Harry Hedrick's Orchestra.

Royal Crest Orchestra.
 Howard Agans' Orchestra.
 Bob Cassie's Orchestra.
 Max Mendelson's Orchestra.
 Guido Durante's Orchestra.
 Will Osborne and his Orchestra.
 County Roscommon Boys, Irish music.
 Golembiewski Musical Duo, Polish music.
 Pellegrini String Ensemble.

Individual artists

Dick Enbach, dramatic director.
 Lew Hertz, saxophonist.
 "Musical Meinert," blind entertainer.
 Leonard and Jimmy, comedy team.

Announcers

Miss Adelaide.
 John A. Scott.
 E. Howard Krippendorff.
 James R. Cozier.
 Kenneth Paul.
 Ed Laux.
 Jack Van Riper.
 Hunter Osborne.

Masters of ceremony

Franklin Scott.
 Mickey Thayer.
 Harry Wilson.
 Edward Silvers.
 Hunter Osborne.

WOR

Accounts (Original)

Bulova Watch Co.
 Henry Glass & Co. (Peter Pan fabrics).
 I. Miller & Sons, Inc. (shoes).
 Ludwig Baumann (furniture).
 Radio League of the Little Flower.
 Foot Form Shoe Shops (Indian walk shoes).
 West End Presbyterian Church.
 Five Boroughs Fleet Owners, Inc. (taxicabs).
 Joseph Hilton & Sons (clothiers).
 Clemons, Inc. (clothiers).
 Joseph Martinson (coffee).
 Frigidine, Inc. (hair waving machines, cosmetics, etc.).
 Greenwich Savings Bank.
 Hearst Newspapers, Inc.
 Herbert's Jewelry Shop.
 American Molasses Co. (Grandma's molasses).
 R. H. Macy & Co., Inc. (department store).
 General Motors Corp. (automobiles).
 I. J. Fox, Inc. (furriers).
 E. L. Patch & Co. (Nepto lotion).
 Arthur Murray Dancing School.
 Nell Vinick (Kreml hair tonic & Drezma, Inc.).
 Salada Tea Co.
 Childs Co. (restaurants).
 Certified Cleaners Service Corp. (dry cleaners).
 Rich Sales Corp. (Evr Redy dog food).
 Forhan, Inc. (tooth paste and anti-septic, etc.).
 Mrs. John S. Reilly (Sunbeam products).
 Will & Baumer Candle Co. (Waxels).
 Robert, Inc. (beauty salon).
 Selbert Wilson, Inc. (furriers).
 Jones Beach Corp. (realtors).

Mason, Au & Magenheimer (confectioners).
 Alderney Dairy Co.
 Davega, Inc. (sporting goods).
 Richfield Oil Corp.
 United Profit Sharing Corp. (redeemable coupons).
 Hofiman Beverage Co. (bottled beverages).
 Dr. C. H. Goudiss (food products).
 Richardson & Robbins (chicken).
 Kraft-Phoenix (cheese).
 Proctor & Gamble (Crisco).
 Kellogg Co. (Post Toasties).
 Fischer Baking Co.
 Pride of Farm Catsup.
 Pie Bakeries, Inc. (Mrs. Wagner's pies).
 Remington Rand, Inc. (typewriters).
 International Vitamin Corp. (I. V. C. Pearls).
 National Association of Engine & Boat Mfrs. (Motor Boat Show).
 Borden's (dairy products).
 Burham & Morrill (baked beans, brown bread).
 Dugan's (bread, muffins and cake).
 Dole's Hawaiian Pineapple.
 Florida Citrus Exchange (oranges, grapefruit, etc.).
 Skinner & Eddy Corp. (Icy Point salmon).
 Minnesota Valley Canning Co. (peas and corn).
 Henry Pape Mayonnaise Co. (sauce, sandwich spread, etc.).
 John C. Paton (honey, maple syrup).
 Richmond & Chase (prunes, apricots, peaches).
 Ritter Co. (tomato and vegetable soups).
 Snider's Tomato Catsup (also pears, sauce and tomatoes).
 Kemp's Sun-Ray'd Tomato Juice.
 Three Minute Oat Flakes.
 Southern Shell Fish Co. (Palm Brand shrimp).
 Dr. Donald Grey Barnhouse (religious program, both original and transcription).
 Seaman Bros. (White Rose tea).
 A. Goodman & Sons, Inc. (Matzo's, noodles, etc.).
 Wet-Me-Wet (polish for metal, porcelains, etc.).
 Ekroth Hygiene Foundation, Inc. (chemical engineers).
 Virginia Carolina Chemical Corp. (fertilizer).
 Spratt's, Ltd. (dog food).
 Castle's Ice Cream Co.
 Dromedary Dates.
 Comet Brand Natural Brown Rice.
 Littmann, Inc. (ladies' wearing apparel).
 Diplomat Products Co. (Diplomat chicken).
 P. Beiersdorf & Co. (Nivea cosmetic cream).
 Corn Products Refining Co. (Karo corn syrup).
 Virginia Dare Extract Co. (Virginia Dare Sauce Newburgh, etc.).
 The Broughton Institute (pure food extracts).
 United States Lines (steamship transportation).
 Jas. McCutcheon & Co. (linens).
 Kew Gardens Corp. (rental of apartments).
 Wm. S. Scull Co. (Bosco-Three food drink).

Crowell Publishing Co. ("Woman's Home Companion").
 Block Drug Co. (Dr. Charles Flesh Food).
 Japanese Chamber of Commerce.
 J. M. Horton Ice Cream, Inc.
 Howe Caverns (sight-seeing).
 Manhattan Soap Co. (Sweetheart soap).
 John F. Jelke Co. (Good Luck oleomargarine).
 W. A. Taylor & Co. (Martini & Rossi vermouth).
 Paramount Packers, Inc. (rabbit breeders).
 Lester & Toner (Sea Pure oysters).
 Bon Ami.
 S. C. Allen Corp. (Allen's Toffee).
 Breyer Ice Cream Co.
 Junior Vogue Shoe Store (Dr. Posner shoes).
 The Nation (magazine).
 Empire State Bldg. (observatory).
 Long Island Duck Growers Co-operative, Inc.
 Warren & Arthur Smadbeck, Inc. (Upper Greenwood Lake lots).
 Popsicle Service, Inc. (frozen ices on sticks, ice-cream).
 Prichard & Constance, Inc. (Amami shampoo).
 Austin Nichols Co. (Sunbeam products).
 Best Foods, Inc. (Hellman's mayonnaise).
 Standard Milling Co. (Hecker's flour).
 National Oil Products Co., Inc. (Nopcol oil-less hair shampoo).
 Koppers Seaboard Coke Co. (fuel).
 Inderreiden Co. (Peter Pan figs and raisins).
 Jane E. Curran, Inc. (Pacquin hand cream).
 Maryland Pharmaceutical Co. (Rem, cough syrup).
 Emigrant Industrial Savings Bank.
 Campaign Fund of W. Warren Barbour.
 Tastyeast, Inc. (chocolate fudge with yeast).
 Worcester Salt Co. (Worcester salt toothpaste).
 Velogen, Inc. (hand lotion and cosmetics).
 Association of American Soap & Glycerine Producers.
 Oregon-Washington Pear Bureau (pears).
 Van Houten, Inc. (quick service hot chocolate drink).
 Washington Square Laundry, Inc.
 Florida Citrus Growers Clearing House Association (grapefruit and oranges).
 Willard Tablet Co. (stomach tablets).
 Coward Shoe Co.
 Adolf Gobel, Inc. (meat products).
 E. R. Squibb & Sons.
 Melville Shoe Corp. (Thom McAn Shoe Stores).

Accounts (Transcription)

I. Ollendorff Co. (watches).
 Life Savers, Inc. (candies).
 Olds Motor Works.
 Charles E. Hires Co. (root beer).
 Rumford Chemical Co. (baking powder).
 Florists Telegraph Delivery Association.
 Chevrolet Motor Co.

The Valvoline Oil Co. (lubricating oils).
 Marly Perfumes, Inc.
 Dr. Donald Grey Barnhouse.
 S. C. Johnson & Son (floor wax, etc.).
 Norwich Pharmacal Co. (Unguentine).
 Beech-Nut Packing Co.
 The Gloray Co. (nail polish).
 Quaker State Oil & Refining Co., Inc.
 Atlantic Refining Co. (lubricating oil).
 Eugene, Ltd. (hairwaving appliances).
 General Mills Co. (Bisquick).
 Edna Wallace Hopper, Inc. (cosmetics).
 The Individual Drinking Cup Co.
 Runkel Bros., Inc. (cocoa).
 The Carleton & Hovey Co. (Father John's Medicine).
 Bristol-Myers Co. (Ingram's milkweed cream).
 Louis Philippe, Inc. (cosmetics).
 Iodent Chemical Co. (tooth paste, tooth brushes, etc.).
 Rochester Packing Co.; Albany Packing Co. (meat packers).
 Livingston Economic Service, Inc. (macaroni).
 Dodge Motor Car Co.

Talent

Sue Read, vocalist.
 Joseph Coleman, violinist.
 Walter Feldcamp, entertainer.
 Elmer Feldcamp, entertainer.
 Nell Roy, vocalist.
 Margaret Anglin, poetry reader.
 Chandler Goldthwaite, organist.
 Basil Ruysdael, narrator.
 John Quinlan, tenor.
 Verna Osborne, soprano.
 Annette Simpson, soprano.
 John Quine, baritone.
 David Crosswell, bass.
 George O'Brien, tenor.
 Jack Keating, tenor.
 Vera Brodsky, pianist.
 Harold Triggs, pianist.
 Jack Arthur, baritone.
 Ernest Naftzger, narrator.
 Luella Melius, coloratura soprano.
 Ralph Errolle, tenor.
 Attilio Ruffo, bass.
 Hugh Ross, conductor.
 Thais Lawton, narrator-actress.
 Veronica Wiggins, contralto.
 Yolande Langworthy, actress.
 Norman Pierce, actor.
 Estelle Levy, actress.
 Lela Ward Gaston, actress.
 Alexander Richardson, organist.
 Helen King, graphologist.
 Robert Pereda, organist.
 Rex Sheridan, baritone.
 Joe Morrison, tenor.
 Don Carney, entertainer.
 Herbert Rawlinson, actor.
 Dr. Ernest Knoch, conductor.
 Harry Hershfield, comedian.
 William Adams, actor.
 Vivian Ogden, actress.
 Willard Robison, musical director.
 Alonzo Deen Cole, actor.
 Marie O'Flynn, actress.
 Adelaide FitzAllen, actress.
 Mark Smith, actor.
 Cosmo Hamilton, raconteur.
 Lee Cronican, pianist.
 Bill Mullen, baritone.
 Lester Place, pianist.

Robert Pasocello, pianist.
 Lucille Peterson, soprano.
 Ford Frick, commentator.
 Kathleen Gordon, soprano.
 Joseph Bier, baritone.
 O. G. Van Campen, psychologist.
 Paolo Gallico, pianist.
 Stella Stamler, pianist.
 Marise Krieg, pianist.
 Keller Sisters, vocalists.
 Lynch (Brother), vocalist.
 Pick Malone, comedian.
 Pat Padgett, comedian.
 Al Stafford, comedian.
 Merle Johnston, conductor.
 Frank Cronin, entertainer.
 Flo Cronin, entertainer.
 Marion Ledos, soprano.
 John Morelli, tenor.
 Dorma Lee, contralto.
 Kathleen McGlone, vocalist.
 Bernard Gabriel, pianist.
 Roger Bower, master of ceremonies.
 Roxanne, orchestra leader.
 Roy Shelley, ukelele player.
 Janet Bush Hecht, mezzo-soprano.
 Guy Hunter, entertainer.
 Leonard Lewis, baritone.
 Kathryn Parsons, songs.
 Al Reiser, pianist.
 Lee Reiser, pianist.
 Eddy Brown, violinist.
 Pauline Alpert, pianist.
 Bobby Burns, poet.
 John Wood Lamont, baritone.
 Betty Flanigan, contralto.
 Elias Breeskin, violinist.
 Sigmund Rothchild, stamp talks.
 Huger Elliott, lecturer.
 Messner Brothers, orchestra.



BARRY DEVINE

Baritone

FEATURED ON OUTSTANDING
 COMMERCIAL AND SUSTAINING
 PROGRAMS OVER NBC AND CBS
 NETWORKS SINCE 1929.

National Broadcasting Co.
 711-5th Ave., New York City

Billy Bruce, baritone.
Dr. Arthur Frank Payne, psychologist.

Philip James, conductor.
Harry Breuer, xylophonist.
Tito Coral, baritone.
Jurien Hoekstra, baritone.
Himan Brown, actor.
Julia Bernstein, actress.
Robert Littell, literary commentator.

George Shackley, conductor.
Beth Challis, vocalist.
Sherman Keene, conductor.
Ruth Julia Hall, pianist, organist.
Old World Carrollers, Ruth Julia Hall, director and pianist.

NEW YORK

Rochester

WHAM

Accounts (Original)

H. H. Babcock Co. (coal).
Brewster Gordon Co. (wholesale groceries).
Levis Music Stores (music, musical instruments).
Kendall Refining Co. (oil).
Kroll's (dresses, coats).
Lincoln Alliance Bank.
Paine Drug Co.
Rochester Gas & Electric.
Rochester Telephone Corp.
Sibley Lindsay & Curr Co. (department store).
Stromberg-Carlson (telephones, radios).
Maryland Pharmaceutical (medicine).
Rt. Rev. J. F. O'Hern (religious).
Bosco Co. (food drink).
Allen's Children's Studio (photographs).
Brighton Place Dairy.
Oliver Farm Equipment.
Rochester Auto Club.
Barr & Creelman (plumbing).
Capitol Theater (amusement).
City Coke Co.
Continental Wonder Bakery (bread).
Highland Fur Farm.
General Ice Cream Co.
Donald Frost, Inc. (coal).
Rochester Nut Co.
Maggs Ice Cream Co.
International Chemical (cyanamid).
Central Trust Co.
Carhart Co. (cards).
Hibbard Palmer Kitchen (stock brokers).
Conti Products Corp. (soap).
International Harvester (harvesters).
Ivanhoe Foods, Inc. (mayonnaise).
Keirnan-Lauder Associates (hair shampoo).
Kreemex Pancake Flour.
KOD Soap Co.
Mandeville & King (seeds).
Maloney Bros. Nursery (nursery stock).
McKesson Rochester Drug Co. (wholesale drugs).
Morton Canning Co. (canned goods).
Parker Paint Co. (paints, varnishes).
Bristol-Meyers (hair tonic).
Pittsburgh Plate Glass (wall paint, varnish).
Rochester Business Institute.
Seneca Pharmacy.

Sodus Packing Co. (frozen fruits).
Underwriters Board of Rochester (insurance).
Woodlawn Nurseries (nursery stock).

Accounts (Transcription)

Widmer's Wine Cellars (jellies and tonics).
General Mills, Inc.
Swift & Co.

Talent

Musical directors

Guy Fraser Harrison.
Charles Siverson.
Dr. R. Nathaniel Dett, director American Choir.

Individual artists

Inez Quinn, soprano.
Kenneth Loysen, baritone.
Ben T. Weaver, bass.
Lowell MacMillan, baritone.
Jack Lee, novelty singer.
William Fay, baritone.
Clyde Morse, baritone, pianist.
Rae Potter Roberts, contralto.
Harold Singleton, tenor.
Grace Seibold, soprano.
Geraldine Rhoades Traver, contralto.
Helen Ankner, pianist.

Schenectady

WGY

Accounts (Original)

American Molasses Co. (Grandma's molasses).
Albany Business College.
Ashe, S. W. (talks on Berkshire Mt. district).
Allied Mills (Kreemex pancake flour).
Ass'n. American Soap & Glycerine Products (radiator alcohol).
Arzen Laboratories (Arzen—cold remedy).
Asia Restaurant.
Apex Stores (clothing stores).
American Cyanamid Co. (fertilizer).
Associated General Contractors of America (political).
Amsterdam Chamber of Commerce.
Bacon Stickney & Co. (coffee).
Breslaw Brothers (furniture).
Bowker Chemical Co. (fertilizer).
Ball Brothers Co. (glass jars, canning supplies).
Bieber & Brinkman (restaurant).
Barnes for Congress Committee (political).
Beer for Prosperity Committee (political).
Boston Store (department store).
Boulevard Dairy.
Buff Fuel & Oil Corp.
Buick-Olds-Pontiac Sales Corp.
Bickleman Jewelry Store, Chas.
Barney Co., H. S. (department store).
Butler Stores, H. H. (clothing stores).
Bulova Watch Co.
Baker Extract Co.
Bumstead, W. H. (Chevrolet sales and service).
Curtice Bros. (Blue Label tomato juice).
Cluett & Sons (pianos, refrigerators).
Cohen, T. A. (shoes).

Colonial Ice Cream Co.
Curtis Drug & Paint Co., Fred W. Craine Co., Inc. (agricultural equipment).

Cobleskill Agricultural Society (fair).
Crowther, Frank (political).
Central Stores (tires).
Carl Co. (department store).
Crane Vedder Coal Co.
The Crusaders (political).
Collingbourne Mills (needle work).
Diehl's Bakery.
Duerr, Paul (beauty shop).
Democratic National Campaign Committee (political).
Democratic State Committee (political).
Democratic County Committee (political).
Dailey, C. J. (optometrist).
Delaware, Lackawanna & Western Coal Co. (blue coal).
Empire Home Furnishers (furniture).
The Edgewood (restaurant).
Evans, H. J.
Eastern Avenue Art Shop (art goods, etc.).
Elks Club.
Fashion Fur Shop.
Fern Furniture Co.
Fitzgerald Mfg. Co. (Star-Rite Magic Maid mixers).
Freeman & Son (paints).
Freihofer Baking Co.
Florence Stove Co.
Fougera & Co., E. (Vapex).
Felson, A. M. (optometrist).
Fiddle Shop (musical instruments).
Florida Citrus Clearing House Association (fruit).
Flowerdale Greenhouses (plants, shrubs, etc.).
Globe Union Mfg. Co. (batteries).
Gay Gull (restaurant).
Grand Union Co. (groceries).
General Ice Cream Corp.
Gould Shoe Store, Philip.
Hammond Paint & Chemical Co. (paints).
Hughes, E. Griffith (Kruschen salts).
Hagenbeck-Wallace Circus.
Home Engineering & Equipment Co. (refrigerators).
Hinman Committee, Judge Harold J. (political).
Holtzmann & Son, Chas. (men's furnishings).
Hellman, Neil (dresses).
Ignition Service & Supply (radio tubes and repair).
Independent Citizens Committee (political).
Jelke, John F. (margarine).
Jay Jewelry Co. (jewelry).
Kimmey Bakery, J. D.
Lyon, J. B. (radio).
Lynn Oil Burner.
Levi Co., Jonathan (groceries, etc.).
Lindsay's Boot Shop (shoes).
Lyon, J. T. & D. B. (publishers).
Manning Truitt Co. (shoes).
McManus & Riley (men's and boys' furnishings).
Maloney Bros. Nursery Co. (plants, shrubs, etc.).
MacMillen Furs, Inc.
Morris Plan Co. (banking).
Minor & Son, Inc. P. W. (shoes).
Mynderse Beverage Co. (ginger ale, etc.).
Mahoney Co., David (hardware).

Maplewood Poultry Co. (chicks and eggs).
 National Socialist Party (political).
 Nyhoff, John J. (political).
 Nyal Co. (drug stores).
 Olixir Sales Corp. (gasoline).
 Owens, Committee, Chas. S.
 Palms, Inc. (restaurant).
 Pinkham, H. E. (gift shop).
 Paris Coats, Inc. (dresses, coats).
 Peoples Stores (clothing stores).
 Peacock, Heirs of Samuel (announcement for information of heirs).
 Patton & Hall (shoes).
 Pratt Food Co. (poultry feed).
 Quackenbush & Co., G. V. S. (department store).
 Reliance Mfg. Co. (work shirts).
 Reinschild Chemical Co. (Regulin).
 Roberts, Earl L. (dance place).
 Redmond, O. (oils and gasoline).
 Retail Merchants Bureau (retail merchants of Troy).
 Republican State Committee (political).
 Republican City Committee (political).
 Republican National Committee (political).
 Republican Service League (political).
 Rosendale Flower Shop.
 Remington-Rand (typewriters).
 Rosedale Packing Co. (live and dressed rabbits).
 Richfield Oil Co.
 Reed, C. Burr.
 Scull Co., Wm. S. (Bosco).
 Sanford Furniture Co.
 Schenectady Chamber of Commerce.
 Star Furniture Co.
 Shell Eastern Petroleum Products Co.
 Southern Oil Co. of New York.
 State Barber & Beauty Shop.
 Salisbury & Sons, E. B. (coal).
 Schenectady Buy-Rite Supply Co. (groceries).
 Smith House (hotel).
 Silent Glow Oil Burner Co.
 Sears, Roebuck Co.
 Schaeffer, A. H. (upholstering).
 Smith, Ben V. (optometrist).
 Segel Jewelry Store, M. H.
 Schenectady Savings Bank.
 Smith Bros. (cough medicine).
 Sporborg Millinery.
 Schirmer, G. (music).
 Schenectady Petroleum Corp. (gasoline).
 Troy Business College.
 Troy Horse Show Association.
 Totem Lodge (hotel).
 Tebbutt's Sons, M. W. (undertakers).
 Union Book Co. (books, stationery supplies, etc.).
 Union Home Furnishers (furniture).
 Van Fleet, H. C. (investments).
 Van Curler Hotel Co.
 Van Slyke & Horton (Peter Schuyler cigars).
 Vernoy, W. B. (Kendall oil).
 Vermont Spring Water Co.
 Vick Chemical Company (Vick's Vaporub).
 Waterville Laundry.
 Washington Bi-Centennial.
 Women's National Organization for Prohibition Reform (political).
 Wood Coal Co., Walter S.

West End Brewing Co. (Utica Club ginger ale, malt, etc.).
 Willys-Overland, Inc. (automobiles).

Accounts (Transcription)

Albany Packing Co. (meats).
 Beech-Nut Packing Co. (coffee, gum, etc.).
 Carleton Hovey Co. (Father John's Medicine).
 General Mills (Bisquick).
 Hess, E. E. & Co. (Hess hand lotion).
 Kresge, S. S. (5 and 10 cent stores).
 Mantle Lamp Co. of America (kerosene lamps).
 Rumford Chemical Works (baking powder).
 Reid Murdoch & Co. (groceries).

Talent

Orchestras

Staff orchestras, instrumented to make available the following groups: 7-9 piece popular orchestra; 12-piece dance orchestra; 12-piece string orchestra; 12-15 piece concert orchestra; 35-piece symphony orchestra; string trio (piano, violin, cello); string quartet (2 violins, viola, cello); string ensemble (string quartet and piano); muted strings novelty group (3 muted violins, piano, vibraharp) and other novelty groups in any combinations desired.

Other instrumental ensembles

The Banjoleers (2 banjos and piano).
 Leonard and Sherman, piano duo. "Rosewood and Ivory" (xylophone and piano).
 Saxophone Octet.
 Stephen St. John's Banjo Quintette.
 Charles Gilbert Spross, composer-pianist, and Edward Rice, violinist (sonata recitals).
 Rice String Quartet.

Singers

Annette McCullough, specialty singer.
 Billy Rose, tenor.
 Sara Horn, specialty singer.
 Roger Sweet, tenor.
 "The Powder River Kid," cowboy songs.

Vocal ensembles

Upstaters Quartet (male quartet, with piano, violin, vibraharp).
 Three Shades of Blue (male trio), direction David Buttolph.
 Three Brown Bears (harmony team, with guitar).

Dramatic artists

WGY Players.

NORTH CAROLINA

Asheville

WWNC

Talent

Musical organizations

WWNC-Vanderbilt Orchestra, direction Harry Nides.
 Mark Hamilton's Orchestra (Negro).

Jimmy Livingston's Orchestra.
 Spencer Trio (Harry Nides, violin; Clyde Spencer, cello; Josephine Spencer, piano).
 Rector's Trio, mountain music (Pender Rector, violin; D. T. Blackwell, banjo; Gus Johnson, guitar).

Singers

Kathryn Daniel, soprano.
 Inez Kessler Harris, soprano.
 Dorothy Hancock, soprano.
 Anita Coggins, soprano.
 Adelaide Van Wagner, soprano.
 Irma Douglas, soprano.
 Mrs. H. F. MacFadyen, soprano.
 Mrs. Forest B. Wood, soprano.
 Mrs. Elliott Fox, soprano.
 Theora Ferrell, soprano.
 Evelyn Cook Reiner, contralto.
 Mrs. J. B. Phillips, contralto.
 Alice Herman, contralto.
 Bea Morgan, contralto.
 Horace Seeley, tenor.
 Lawrence King, tenor.
 J. C. Coston, tenor.
 Charles E. Burnham, baritone.
 Conrad Williams, baritone.
 Robert Cochrane, baritone.
 Fordyce Waldo, baritone.

Instrumentalists

William Zimmerman, pianist.
 Evelyn Byrd Lane, pianist.
 Willie Mae Jones, pianist.
 Mary Jo Walker Sales, pianist.
 Bo Norris, pianist.
 Frank Jackson, pianist.
 Lillian Schochett, pianist.
 Mrs. W. H. Davis, pianist.
 Mrs. C. E. Fleury Coleman, pianist.



**HARRIET
VAN EMDEN**

Soprano

Teacher of Singers
Radio

Concert

Oratorio

NEW YORK STUDIO
 340 West 57th St.
 Circle 7-2248

John Eversman, violinist.
Harry Nides, violinist.
Mary Coleman, violinist.

Readers

Evelyn Cook Reiner.
Mrs. E. B. Sullivan.
Mrs. Anna Lee Styles.

Announcers

G. O. Shepherd.
Robert Mackelfresh.
Robert Cochran.
Charles Vassar.
John Reagan.

Charlotte**WBT****Accounts (Original)**

Great A. & P. Tea Co.
Austin Bantams (automobiles).
Majestic (radios and refrigerators).
Philco (radios).
Mayview Manor (resort).
Charlotte Beauty Shop Association.
RCA-Victor (radios).
Charlotte Clearing House (banks).
B-C Remedy Co.

Accounts (Transcription)

Chevrolet Motor Co.
Oldsmobile.
Rumford Chemical Co. (baking powder).
Mantle Lamp Co.
Crazy Crystals.
Beech-Nut Packing Co.
Frigidaire Corp.
Charlotte *Observer*.
Popsicles.
Edna Wallace Hopper, Inc.
Richard Hudnut.
Watch Tower.
Southern Bearings & Parts Co.
Plough's Beauty Creations.
Vick Chemical Co.
General Mills (Bisquick).
Stokeley's Foods.

Talent**Musical organizations**

Dixie Concert Orchestra, direction Michael Wise.
Billy Hamilton's Dance Orchestra.
The Modernists (modernistic symphony), direction Billy Hamilton.
Melody Maids, harmony trio: Ruth Holley, Grace Kohn Johnston, Elsie Moseley.
Male Quartette: Alfred Garr, Clair Shadwell, Frank Stevens, Lee Everett.

Individual artists

Bill Elliott, tenor.
Alfred Garr, tenor.
Bo Buford, blues singer.
Grace Kohn Johnston, contralto.
Joan Mars, soprano.
Bob Mitchell, organist.
Clair Shadwell ("Uncle Hal"), children's programs.
Elizabeth Blakely, home economics speaker.

Announcers and masters of ceremony

Lee Everett.
Ronald Jenkins.
Clair Shadwell.
Joe Carlton.

Raleigh**WPTF****National Accounts**

Chevrolet Motor Co.
Rumford Chemical Co. (baking powder).
Florist Association (florists in North Carolina).
Seiberling Tire Co.
S. C. Johnson Co. (floor wax).
Valvoline Motor Oil Co.
Quaker State Oil Co.
United Drug Co. (Rexall drug stores).
Watch Tower Bible & Tract Society.
C. T. Church (toilet seats).
Globe Union Manufacturing Co. (Globe batteries).
G. P. A. (radiator glycerine).
Mantle Lamp Co. of America (mantle lamps).
Plough Chemical Co. (Plough cosmetics).

Local Accounts

R. E. Quinn Furniture Co., Wilson, N. C. (furniture).
Austin-Heaton Co., Durham, N. C. (Ococoneechec floor).
Tilghman Motor Co., Raleigh (Essex and Hudson motor cars).
Roscoe Griffin Shoe Co.
Howard Farm, Dunn, N. C. (chicken farm).
Royal Baking Co. (bakery).
Wilson Tobacco Board of Trade, Wilson (tobacco warehouses).
Carolina Pines Golf & Riding Club, Raleigh.
Keeley Institute, Greensboro, N. C. (Keeley treatment).
Barbee & Co., Raleigh (stocks).
B. C. Remedy Co., Durham (B. C. headache powders).
Motor Bearings & Parts Co., Raleigh (auto parts).
Sir Walter Chevrolet Co., Raleigh (automobiles).
Yum-Yum Inn, Raleigh.
My Shop, Raleigh (ladies' ready-to-wear apparel).
Quinn Miller Furniture Co., Kinston.
Daniels' Department Store, Rocky Mount.
West Main Barber Shop, Durham.
Thomas H. Briggs & Sons Co., Raleigh (hardware).
Lewis Sporting Goods Co., Raleigh (sporting goods).
DeMers Appliance Co., Wilson (electrical appliances).
J. Foster Barnes, Duke University, Durham (musicales).
Continental Plant Co., Kittrell (plants).
Allen's Market, Raleigh (meat market).
Mrs. Morton's Pastry Shop, Raleigh (bakery).
The Vogue, Raleigh (men's clothing store).
Alfred Williams & Co., Raleigh (stationers).
James E. Thiem, Raleigh (office supplies).
Job P. Wyatt & Sons Co., Raleigh (seed and hardware).
John W. Evans' Son, Raleigh (auto painting and repairing).
J. M. Edwards Shoe Store, Raleigh.

A. J. Maxwell, Raleigh (political candidate).
Boylan-Pearce Company, Raleigh (department store).
Langdon's Pharmacy, Raleigh.
Old Rose Inn, Raleigh.
Greensboro Nursery, Greensboro.
Sir Walter Shoe Shop, Raleigh (shoe repairing).
H. Weil Bros., Goldsboro (department store).
G. Lazarus, Raleigh (department store).
Teacher-Womble, Raleigh (ladies' ready-to-wear apparel).
Raleigh Gas Co.
Horton Hat Shop, Raleigh.
Cameron Morrison, Raleigh (political candidate).
Economy Hosiery Co., Asheboro.
Kinney Shoe Co., Raleigh (shoe store).
Harriet Gunn Roberson, Washington, D. C. (personality school).
Smith Stevick Furniture Co., Raleigh.
B-N Motor Co., Raleigh (Dodge and Rockne cars).
Lucille Shops, Raleigh (ladies' ready-to-wear apparel).
John W. Brantley, Raleigh (drug store).
Motor Service, Raleigh (auto storage).
Sanders Motor Co., Raleigh (Ford cars).
Albrook-Spiers, Raleigh (hardware).
Montgomery Ward & Co., Raleigh (department store).
Raleigh Furniture Co., Raleigh (furniture).
Modern Fur Co., Raleigh (fur shop).
Clark Art Shop, Raleigh (porch awnings, etc.).
Texas Company, Raleigh (Texaco gasoline).
Nehi Bottling Co., Raleigh (Nehi).
Person Street Pharmacy, Raleigh.
Raleigh Bedding Co., Raleigh (renovating mattresses, etc.).
Hardbarger's Secretarial School, Raleigh.
J. C. B. Ehringhaus, Raleigh (political candidate).
R. T. Fountain, Raleigh (political candidate).
Lakewood Park, Durham.
Dixie Inn, Raleigh.
Silver Lake Park, Wilson.
Wayve Beauty Shop, Raleigh.
Rawls Tire & Radio Shop, Raleigh.
Hoover Buick Co., Raleigh.
Cross & Linehan Co., Raleigh (men's clothing store).
Bynum Printing Co., Raleigh (commercial printing).
Durham Life Insurance Co., Raleigh.
Jean's, Raleigh (ladies' ready-to-wear apparel).
Pollock's, Raleigh (shoes).
Staudt's Bakery, Raleigh.
Roscoe-Griffin Shoe Co., Raleigh.
Boon-Isley Drug Co., Raleigh.
Sparrow's Swimming Pool, Chapel Hill.
H. Mahler's Son, Raleigh (jewelers).
Walk-N-Joy Chemical Co., Raleigh (foot powders).
Sir Walter Motor Tours, Raleigh.
Publix-Kensy Theatres, Raleigh.

Carolina Times, Durham.
 Raleigh Coal Co.
 Prevent-O Company, Durham
 (perspiration preventative).
 Wendell Tobacco Board of Trade,
 Wendell (tobacco markets).
 Wilson Tobacco Board of Trade,
 Wilson.
 Oxford Tobacco Board of Trade,
 Oxford.
 Southern Store Equipment Co.,
 Raleigh (McCray refrigerators).
 Raleigh Horse Show Association.
 Raleigh Bonded Warehouse (cotton
 storage).
 Woodhouse Electric Co., Norfolk,
 Va. (Majestic radios).
 L. J. Dawson, Rocky Mount (fur-
 nace repairing).
 Liberty Warehouse, Durham, N. C.
 (tobacco market).
 Tarboro Tobacco Board of Trade,
 Tarboro (tobacco markets).
 Neiman's, Inc., Raleigh (jewelers).
 Stanback Co., Salisbury (Stanback
 powders).
 Roger's Tire Co.
 Eastern Carolina Fair Association,
 Goldsboro.
 Hudson-Belk Co., Raleigh (de-
 partment store).
 Roycroft Warehouse, Durham (to-
 bacco market).
 Planter's Warehouse, Durham (to-
 bacco market).
 My Shop, Raleigh (ladies' ready-
 to-wear apparel).
 Oettinger's, Wilson (department
 store).
 Carolina Shoe Fixery, Raleigh
 (shoe shop).
 Bett's Coal & Oil Co., Raleigh.
 Taylor's, Raleigh (department
 store).
 Bonnie's Beauty Shop, Raleigh.
 Carolina Power & Light Co., Ra-
 leigh (electric appliances).
 Blackwood's, Inc., Raleigh (tires,
 gas, oil, etc.).
 Bull Warehouse, Durham (tobacco
 market).
 Godfrey & Goodman, Charlotte
 (Romany Hert tea).
 Efrid's, Raleigh (department
 store).
 Equel's Style Shop, Raleigh (la-
 dies' ready-to-wear apparel).
 H. E. Davis Grocery Co., Raleigh
 (grocery).
 W. M. Wiggins Co., Wilson (de-
 partment store).
 Pat's Service Station, Wilson.
 Wilson Bakery, Wilson.
 Belvin-Galloway's, Inc., Wilson
 (men's clothing store).
 Commonwealth Coal Co., Raleigh
 (coal).
 Lakewood Creamery, Durham
 (dairy).
 Pet Dairy, Burlington (dairy).
 J. F. Downing, Wilson (grocery).
 Capitol Jewelry Shop, Raleigh
 (jewelry).
 Quality Cleaners & Dyers, Raleigh
 (dry cleaners).
 Churchwell's, Wilson (jewelry).
 Maynard's Market, Wilson (meat
 market).
 Wilson Floral, Wilson (flower
 shop).
 Hayes Barton Bake Shop, Raleigh.
 Allen's Service Stations, Raleigh
 R. & W. Grocerteria, Raleigh.
 Duff-Gore Corporation, Raleigh
 (music store).

LA FORGE-BERÚMEN STUDIOS



FRANK LA FORGE
*Voice Production, Programme
 Building, Classes in Accom-
 panying and Piano
 (Leschetizky)*

Among those who study voice
 with **FRANK LA FORGE** are:
**MME. MARGARET MATZEN-
 AUER**
LAWRENCE TIBBETT
RICHARD CROOKS
 (Of the Metropolitan Opera Co.)

Mary Eastman
 Kathryn Newman
 Emma Otero
 Marie Powers
 Harrington van Hoesen
 and many others.

ERNESTO BERÚMEN

*Concert Pianist and Teacher.
 Modern Technique Scientifically
 Taught. Interpretation in Clas-
 sical and Modern Repertoire*

HARRINGTON VAN HOESEN

*Assistant to Frank La Forge in
 the Vocal Department*

THE STUDIOS WILL BE OPEN UNTIL SEPTEMBER FIRST

SPECIAL COURSES DURING THE SUMMER MONTHS

WEEKLY SUMMER SCHOOL STUDIO RECITALS

*(Weekly Broadcasts Over the Columbia Network,
 Thursdays at Three O'Clock)*

Ellsworth Bell, Sec'y.
 14 West 68th Street
 New York City

Telephone:
 Trafalgar 7-8993

Vick Chemical Co., Greensboro (Vick products).
 Kropp & Braun, Raleigh (jewelry).
 Walton's Pharmacy, Raleigh.
 M'Lady's Shop, Wilson (beauty shop).
 Royster's, Raleigh (candy shop).
 Hollywood Beauty Shop, Raleigh.
 Dizor's Pharmacy, Raleigh.
 Dillon Supply Co., Raleigh (machinery and shops).
 Raleigh Building & Loan Association.
 Page Trust Co., Raleigh (banking).
 Piggly-Wiggly Stores, Raleigh (grocery).
 Tire Sales & Service, Raleigh.
 Masonic Temple Barber Shop, Raleigh.
 Morris Plan Bank, Raleigh.
 Wachovia Bank, Raleigh.
 Wake Drug Store, Raleigh (fountain pens).
 Haywood & Boone, Durham (fountain pens).
 Blue Bird Transit Co., Durham (taxicab service).

Talent

Individual artists

Mary O'Kelley, pianist, organist.
 Kingham Scott, pianist, organist.
 Christie Maynard, pianist, organist.
 Lester Rea, pianist.
 Gerald Bryant, violinist.
 Max Bryant, cellist, bass violist.
 Edith Arnold, vocalist.
 Philip Separk, saxophonist, clarinetist.
 Joe Allen, saxophonist.
 Larry Jensen, saxophonist, violinist.
 Ted Davis, violinist, trombonist.
 Nelson Worley, banjoist.
 Jack Lindstrom, cellist.

Announcers

Charles Hicks, Jr.
 Cecil Bell.
 Gordon Merriwether.
 Richard Mason.

NORTH DAKOTA

Fargo

WDAY

Accounts (Original)

Gregg Mfg. Co., (wild oats separators).
 S. Almklov, (eczema salve, etc.).
 Christian Peper Co. (tobacco).
 Ansbacker Seigle Corp. (agricultural insecticides and fungicides).
 AOUIW, (insurance).
 Ball Brothers, (canning appliances).
 Armour Creamery, (poultry, cattle, cream, etc.).
 Pro-Tex Co., (hygiene products).
 Audio Service Co., (speak easy books).
 Auto Body and Paint Shop, (car and truck painting, sign work, wreck rebuilding, auto glass).
 Baukol Noonan Lignite Co., (Lignite coal).
 Royal Milling Co., (Rex flour).
 Black Store, (department store).
 Brady Motor Co., (studebaker, Rockne and Pierce Arrow cars).
 Broadway Tailoring Co., (men's clothing).

Oliver Farm Equipment Co.
 Red Top Steel Co., (steel fence posts).
 Carlisle & Bristol, (hardware).
 Carpenter-Brunsdale Co., (investment securities).
 Central Airways Co., (transportation).
 Clark-Reynolds Co., (wholesale fruits and vegetables).
 Columbia Fruit & Grocery Store.
 Concordia College.
 Cone, Mrs. D. A., (fur coats).
 Goodrich-Gamble Co., (Hoff's stomach relief).
 Bend Southall Sleepack Co., (sugar).
 Dakota Breeders Hatchery, (chick hatchery).
 Dakota Colloidal Corporation, (soap).
 Great Northern Railway Co.
 David Park Co., (creamery).
 DeCamp Mercantile Co., (wholesale fruit, groceries).
 deLendrecie Store, (department store).
 Denis Fur Store.
 Donovan Motor Co., (cars).
 Doyle Motor Co., (cars).
 Easy Mfg. Co., (garden raisers).
 Equity Union Creameries.
 P. & A. Coal Co.
 Fairmont Creamery.
 Fargo Creamery & Produce Co.
 Fargo Foundry Co., (oil burners).
 Fargo Glass & Paint Co.
 Fargo Theatre.
 Peter Fox & Sons, (trappers).
 Hilltop Farm Feed Co.
 Go Far Cereal Mills, (Go Far flour and breakfast food).
 Goodrich Silvertown, Inc., (tires).
 Graver Hotel.
 Haggert Service Station.
 Rochester Hatchery.
 Farmers Seed & Nursery Co.
 Herbst Store, (department store).
 Hoencks Fur Store.
 Howards Clothing Co., (men's clothing).
 Fargo Bakery Co., (bread).
 American Cleaners.
 International Harvester Co., (tractors and farm machinery).
 Interstate Nursery Co., (flowers).
 Interstate Seed & Grain Co.
 Investors Syndicate, (investment securities).
 Joseph's (fur store).
 Kildahl Co., (fish).
 Knerr Dairy Co., (ice cream).
 Montgomery Ward Co.
 Gurley Candy Co.
 Lehigh Briquetting Co., (coal).
 Lane, D. J., (hay fever and asthma treatment).
 International Oil Co., (oil heaters).
 Luger Furniture Co.
 Regans Bakery, (bread).
 J. C. Michael Co., (quilt book).
 Pathfinder Co., (magazine).
 U. S. Oil Heating Co.
 Mary-Elizabeth Shop, (ladies' ready-to-wear apparel).
 Master Painters Council.
 Mathison, W. L., (holly and mistletoe).
 Midwest Oil Co.
 Minette Beauty Shop, (beauty school).
 Mitchell Chevrolet Co., (cars).
 Nash Coffee Co.
 Nashold Co., M. A., (Califruit).

IGA Stores, (fruits, groceries).
 National Studios, (pictures).
 North American Creameries.
 N. D. Metal Culvert Co.
 N. P. Railway Co.
 Northwest Nurseries, Inc., (trees, flowers, landscaping).
 Olson Furniture Co., (furniture).
 Pettibone Lodge, (summer resort).
 Northwest Seed Growers.
 First National Bank.
 Red River Hatchery, (chicks).
 Minn-Dak Tractor Co.
 Dacotah Drug Co.
 Piggly Wiggly Store, (groceries).
 Pioneer Coffee Co.
 Georgie Porgie Co., (breakfast food).
 Velveteena, (hair).
 Powers Hotel.
 Scientific Laboratories, (Reduce-oids).
 R. & G. Bootery.
 Royal Jewelry Co.
 Spanish Villa, (roadhouse).
 Sandlie-Buick Co.
 Dutch Masters, (cigars).
 Kruschen Salt Co., (Kruschen salts).
 GPA Glycerine.
 State Mill & Elevator, (flour).
 Stern, Alex, (men's clothing).
 Stone's Music Store.
 Super Oil Co.
 Theronoid of Fargo.
 Tittle Bros., (meats).
 Bond Electric Co., (Bond batteries).
 Valley City Grocery, (Calcite).
 W. W. Wallwork, (Ford cars).
 Washburn Coal Co.
 Waterman Ohm Co., (department store).
 Weinberg Bros. & Co., (turkeys).
 Welter Co., Leslie, (potatoes).

Accounts (Transcription)

General Mills Co. (Bisquick).
 Mantle Lamp Co.
 Chevrolet Motor Co.
 Crescent Jewelry Co.
 Dakota Electric Supply Co.
 Willard Co. (stomach tablets).
 International Bible Students Association.
 Master Laboratories Co. (Crazy-Crystals).
 McLaughlin Coffee Co.
 Phoenix Hosiery Co.
 Acme White Lead & Paint Co.
 Barnsdall Oil Co.
 Standard Oil Co.
 Stone Orlean Wells (coffee).
 Union Mutual Life Co. (insurance).

OHIO

Cincinnati

WLW

Accounts (Original)

Andrew Jergens (Woodbury Soap and Jergens Lotion).
 Amity Leather Goods Co.
 American Ass'n of Glycerine Products (G.P.A. Glycerine).
 American Rolling Mill (Armco products).
 Alabama Ga. Syrup Co. (Alaga Syrup).
 Atlantic & Pacific (foods).
 Arzen Laboratories (Arzen).
 Bulova Watch Co.

Buick Motor Car Co.
 Wm. Brown Mills (Granite Hosiery).
 Blodgett-Beckley Co. (Old Master Coffee).
 Battle Creek Dog Food Co., (Miller's Dog Food).
 Ball Bros. Co. (Mason jars).
 Canada Dry Co. (gingerale).
 Campbell Cereal Co.
 California Prune & Apricots.
 Deisel-Wemmer, Gilbert, Inc. (San Felice cigars).
 Bernard Schwartz Co. (R. G. Dun cigars).
 Dry-o-Dine, (sea foods).
 Dickinson Seed Co.
 Dayton Spice Mills (spices and coffee).
 Dayton Rubber Co. (tires).
 E-Z Mills (underwear).
 Estate Stove Co.
 Early & Daniel (feeds).
 Frigidaire Corp. (refrigerators)
 Morton Salt Co.
 Ferris Nursery.
 Green Bros., Inc. (Tastyeast).
 Great States Corp. (lawn mowers).
 Globe Union Overalls.
 Peter Pan Fabrics Co. (children's hosiery).
 Hires Root Beer.
 Capitol City Products (Ivanhoe foods).
 International Oil Heating (oil heaters).
 Geo. W. Luft Co. (Tangee Lip Stick).
 King Edward Cigar Co.
 Kroger Grocery & Baking Co. (foods).
 Marlboro Cigarettes Co.
 Lehn & Fink (Pebeco toothpaste).
 Indiana Condensed Milk Co.
 Minit-Rub Corp. (liniment).
 Midland Flour Mills.
 Pacific Coast Borax Co.
 Planters Peanut Co.
 Craddock-Terry Co. (Natural Bridge shoes).
 Industrial Alcohol (radiator alcohol).
 Caterpillar Tractor (tractors and trucks).
 Standard Oil Co. of Ohio.
 Wheatena Co. (cereals).
 Radio League of Little Flower.
 Mail Pouch Tobacco.
 Maryland Pharmaceutical Co. (Rem).
 Merrell Chemical Co. (Detoxal toothpaste).
 Mantle Lamp Co. of America.
 Florida Citrus Assn. (citrus fruits).
 Ken-Rad Radio Tubes.
 Storss-Shafer Co. (clothing).

Accounts (Transcription)

American Cyanamid Co. (Cyanamid).
 Alice Corey (cosmetics).
 Rumford Chemical Co. (baking powder).
 Charis Corp. (foundation garments).
 Chevrolet Motor Car Co.
 Foodtown Kitchens (canned foods).
 Hygrade-Sylvania Co. (radio tubes).
 Edna Wallace Hopper (cosmetics).
 John Ruskin Co. (cigars).
 Phoenix Hosiery Co.
 Shuron Optical Co. (spectacles).

Seiberling Rubber Co. (tires).
 U. S. Rubber Co. (tires).
 Iodent Co. (toothpaste).
 Beech-Nut Packing Co. (mints, coffee, gum).
 S. S. Kresge (chain stores).
 Religious Good Will Society.
 Spratt's Patents, Ltd. (dog food).

Talent

Instrumentalists

William C. Stoess, violinist, conductor.
 Grace C. Raine, pianist, vocal director.
 Virginio Marucci, violinist, conductor.
 Uberto Neely, violinist, conductor, violist.
 Carl Payne, violinist.
 Anthony Esposito, violinist.
 Charles Wilgus, violinist.
 Leonard Watson, cellist.
 Dorothy Kempe, cellist.
 Raymond Fetzer, string bass and tuba player.
 Cyrus Carey, string bass and tuba player.
 Harold James, saxophonist, clarinetist, flutist.
 Joseph Brattain, saxophonist, clarinetist, arranger.
 Joseph Lugar, saxophonist, clarinetist, arranger.
 Lloyd Shaffer, saxophonist, flutist, conductor.
 Milton Weiner, saxophonist, clarinetist, flutist.
 William Koch, clarinetist.
 Charles Nutick, oboist, English horn and saxophone player.
 Fred Jacky, bassoonist, violinist, arranger.
 James Van Osdell, trumpeter.
 William Malloy, trumpeter.
 Keith Wildeson, trumpeter.
 Phillip Davis, trombonist, arranger, conductor.
 Vernon Custer, trombonist.
 Barton Jung, trombonist.
 Edward "Tom" Richley, percussion instruments.
 William "Ish" Drain, percussion instruments.
 Gene Perazzo, pianist, organist.
 Fred Roehr, pianist.
 Arthur Chandler, Jr., pianist, organist.
 Thomas "Fats" Waller, pianist, organist (and singer).
 Carl Clauve, guitarist.
 Wayne "Chic" Gatewood, guitarist.
 Larry Greuter, accordionist.

Singers

Alice Remsen, contralto, character songs.
 Billy Dauscha, blues and ballad singer.
 Grace Bradt, blues singer.
 Flora Fern Blackshaw, contralto.
 Kresup Erion, soprano.
 Marion Clark, soprano.
 Ida Blackson, soprano.
 Franklyn Bens, tenor.
 Wilson Lang, tenor.
 Bruce Dunham, tenor.
 Dan McKinney, tenor.
 Eddie Albert, tenor.
 Louis John Johnen, baritone.
 Ezra Hoffman, baritone.
 Morrie Newman, baritone.
 Joe Emerson, baritone.

Louis Aiken, bass.
 Ford Rush ("Old Man Sunshine"), vocalist, raconteur.

Vocal ensembles

Threesom (Grayce, Herb and Ed die), vocal trio.
 Old Apple Trio (hill-billy songs), vocal trio.
 Southern Singers (spiritual singers), vocal quartette.
 Mooney Brothers (Joe and Dan), vocal duo.
 McCormicks Old Time Fiddlers.
 Varsity Four, vocal quartette (male).
 Crosley Cadets, vocal octette (male).
 Randall Sisters, harmony duo.
 Morrie and Marion, vocal duo.
 Thomas "Fats" Waller, vocalist (also pianist, organist).

Dramatic artists

Charles P. Egelston.
 Maurice Franklin.
 Florence Golden.
 Harry J. Holcombe.
 Rikel Kent.
 Stanley Peyton.
 Paul Stewart.
 Gladys Stewart Thornton.
 Marjorie Hannon.
 Helen Spring.
 Robert Lindsey.

Novelties

"Tony Cabooch," Chester Greuber.
 "Jimmie Dew," Florence Greuber, blues singer.

REMICK MUSIC CORP.

Publishers of

Songs in

GOLD DIGGERS OF 1933

A Warner Bros. Picture

Remick Music Corp.

1657 Broadway, New York City

"Yodelling Twins," Garner Eckler and Roland Gaines.

"Hink and Dink," Elmer Hinkle and George Ross, negro comedy duo.
"The Wanderers," Sib and Roy Mix, and Marjorie and Francis Shope, vocal and instrumental ensemble.

"Jack and Jill," Mr. and Mrs. Karl Von Berchtold, impersonations, solos and duets.

"Mike and Herman," Arthur Wellington and Jimmie Murray, comedy team.

"Oklahoma" Bob Albright, cowboy ballad and popular singer.

Andy Mansfield and Virginia Lee, pianologues and blues singing.

Cleveland

WHK

Accounts (Original)

The Carleton & Hovey Co. (Father John's Medicine).
Chevrolet Motor Co.
The Glessner Co. (Turpo remedy).
Doraldina, Inc. (cosmetics).
Elizabeth Arden (cosmetics).
General Baking Co.
International Silver Co.
Standard Oil Co. of Ohio.
McElroy-Sloan Shoe Co. (Billiken shoes).
Thompson & Taylor Co. (root beer).
Lane Cedar Chest Co.
Necto Corporation of Ohio.
NeHi Bottling Co.
Cleveland & Buffalo Transit Co. (steamship lines).
Radio Cooking Club of America.
Lehn & Fink (Pebeco toothpaste).
Smith Brothers (cough remedies).
Sophia, Inc. (cosmetics).
Greyhound Management Co. (bus lines).
Columbia Refining Co. (Pennzoil).
Fintex Corp. (clothing).
I. J. Fox, Inc. (furs).
Harvey, Inc.
Maryland Pharmaceutical Co. (Rem).
Phrynee, Inc., (cosmetics).
Assn. of American Soap & Glycerine Producers.
Detroit & Cleveland Navigation Co. (steamship lines).
Robert Burns Panatella Cigar.
Stark Metal Products Co.
Red Top Malt.
United Air Lines.
Arzen Laboratories, Inc. (cold remedy).
Seeck & Kade, Inc. (Pertussin cold remedy).
Olson Rug Co.
Auburn Motor Car. Co.
Ferry Morse Seed Co.
Illinois Specialty Co. (dry cleaning fluid).
Gabrielleen Company, Inc. (cosmetics).
Gold Dust Corp.
Sherman Laboratories (Bio-Cream).
Kentucky Carlsbad Mineral Water Co.
The Musterole Co.
Rap-i-dol (hair restorer).
Beauty Counselors, Inc. (cosmetics).
Reliance Manufacturing Co. (men's clothing).

Accounts (Transcription)

J. W. Marrow Mfg. Co. (Mar-O-Oil Shampoo).
Paas Dye Co.
Rumford Chemical Co. (baking powder).
The Raladam Co. (Marmola reducing tablets).
S. S. Kresge Co.
Shuron Optical Co.
General Mills, Inc. (Bisquick).
Bakers Service Bureau, Inc. (Laub Baking products).
Phoenix Hosiery Co.
Florists Telegraph Delivery Assn.
Vacuum Oil Co.
Beech-Nut Packing Co. (food products).
Mail Pouch Tobacco Co.
W. & J. Sloane Co. (Masland rugs).
Unguentine.
Blue Valley Creamery Co.
Skinner Silk Co. (also original).
American Farming.
Life Savers, Inc.

Toledo

WSPD

Accounts (Transcription)

Acme Lead and Color Works, (paint).
Edna Wallace Hopper, Inc., (cosmetics).
Fould Milling Co., (foods).
J. W. Marrow (Mar-O-Oil).
The McDermott Co., (Philco radios).
Rumford Chemical Co., (baking powder).
Wyeth Chemical Co. (Hill's Pills).
Wessel Co. (automobiles).
Urschel Murphy Co. (automobiles).

Accounts (Original)

Abele Funeral Home.
Babcock Dairy.
Barry Brothers Co. (paint).
Buckeye Producing Co. (soft drinks).
C. W. Brand Coffee.
Diversified Products (Darby shave).
Electro Pure Water Co. (Virginia Dare products).
Elmer Richards Stores (men's and ladies' apparel).
Firestone Service Station.
Folger Packing Co. (meats).
Franklin Creamery, (dairy products).
General Mills (Wheaties).
Hickok Oil (gas, oil and service).
Lasalle and Koch Co. (department store).
The Lion Dry Goods Co. (cosmetics).
Lutz Baking Co.
Meinerts (baked goods and confections).
Page Dairy Products.
Ray-Dio-Ray Health Laboratories (health rays).
Royal Mfg. Co. (golf clubs).
Sears Roebuck
Steins, Ladies' Ready to Wear.
Tiedtkes (department store).
Toledo Florists Telegraph Association.
Tompkins and Johnsons (ice cream).
Village Farm Dairy.
Walton Baking Co., (bread).

Dr. A. V. Watkins (dental work).
W. Wojtasinski (proprietary medicine).

Talent

Musical organizations

Newton Shriver, Jr., and Orchestra.

Individual artists

Martin Bellin, tenor.
Russell Gohring, baritone, dramatist, announcer.
Connie Desmond, tenor, dramatist, sports announcer.
Glenn Hardman, pianist, organist, announcer.
Fred Stone, tenor, actor, announcer.
Elsa Clement, singer.
Arthur Beddoes, singer.
Red Towie, tenor.
Otto Bowman, organist.
Joe O'Toole and Harry Royale, song and patter team.
Langhorst Sisters, vocal duo.
Jack Gelzer, dramatist, announcer.
Jules Blair, character actor, dramatic director.
Christie Gelzer, actress.
Christie Williams, dramatic artist.
Merrill Pheatt, dramatic artist.
E. Y. Flannigan, dramatic artist.
Gibson Barlow, dramatic artist.
William Harding, announcer.
Dr. Jos. S. Kornfeld, WSPD editor.
Mrs. Paul Alexander, book reviewer, director Children's Hour.
A. M. Donovan, reader.

Youngstown

WKBN

Accounts (Original)

Wonder Bread.
Belkin Tire.
Book-Leyde Mortuary.
Brandon Coal Co.
Bud the Tailor.
Butler-Wick & Co.
Berkshire Oil Co.
Cafaro Jewelry Co.
Sparkling Melodies.
Cycle Sales Co.
La Palina.
Elms Ballroom.
Elwell Dress Shop.
Fischer-Burkland (florists).
Forest Lawn Memorial Park.
Golden Pheasant Restaurant.
Greek Branch Watch Tower (religious).
Hart Jewelry.
Hamburg Bros.
Huffman Bros.
Independent Coal Co.
Kane Detective Agency.
Klines Dept. Store.
Levinson.
Maryland Pharmaceutical.
Miller's Market.
Mahoning Valley Flour Co.
Wm. Moll Co.
Peruna Corp.
Dr. Propper.
Rayen Spaghetti Hour.
RKO Theatre.
Rose Rug Co.
F. B. Smith & Associates.
St. Patrick's Church.
Paul Schmidt.
Scott, Howe Bowen, G. P. A.
Summer Coal Mine.
Taylor Service Station.
United Modern Dentists.

Club Vogue.
Rudolph Wurlitzer Co.
Youngstown Linen Shop.
New Castle Program.
Sharon Program.

Accounts (Transcription)

Mar-O-Oil Shampoo.
American Weekly.
Red Book Magazine.
Watch Tower.
Rudy Wiedoft.
Anson Weeks.

Talent

Individual artists

D. M. Arnold, tenor.
Laura Arras, soprano.
Geo. Bohn, tenor.
Erwin Bendel, tenor.
Edw. Carney, pianist.
Marion Davis, pianist.
Rosina Ewing, soprano.
Helen Ewing, pianist.
Paul Fink, hillbilly songs.
Janet Ferguson, pianist.
George Hawkins, tenor.
John L. Hundertmark, violinist.
Earl Hartland, tenor.
Howard Huffman, pianist.
Raymond Wright, violinist.
Francis Weir, violinist.
Esther and Ruth Harkins, violinist,
pianist.
Raymond Egloff, violinist.
Dick Jackson, pianist.
John Itell, pianist, arranger.
Fred Keifer, pianist.
Owen Kincaid, saxophonist.
Jack Gaffney, tenor.
Thomas Kay, baritone.
Billy Knox, pianist.
Jimmie Karns, reader.
Mrs. Henry Kelly, accompanist.
Howard Lucarell, violinist.
Joseph Luscre, guitarist.
Frank Stroney, steel guitarist.
Hellen McGiffen, pianist.
Robert McMahon, xylophonist.
Carolyn Mathews, pianist.
Jessie Mockel, pianist.
Frank Murphy, guitarist, tenor.
Dominic Scapp, violinist.
Thaddeus Porembski, flutist.
James Tavorario, pianist.
Elizabeth Parry, soprano.
Eddie Paddock, organist.
Fritzie Rose, contralto.
Betty Schoenhut, pianist.
Forrest Smith, hillbilly songs.
Emil Sompel, violinist.
Henry Schackne, pianist and ac-
cordionist.
Marion Stavrovsky, soprano.
Chas. Sackerman, violinist.
J. Lothaire Bowden, dramatic artist.
Ed Rode, violinist.
E. Tavener, tenor.
Ruth Tillinghast, pianist.
John Vegas, tenor.
William Welsh, tenor.
Mario Lee, tenor.

Musical organizations

Trinity Quartette, Paul Patterson,
director.
Arian Glee Club, Edgar Beardmore,
director.
Geo. Bannon's Orchestra, Geo.
Bannon, leader.
Eddie Conti's Orchestra, Eddie
Conti, leader.
Maurie Kate's Orchestra, Maurie
Kates, leader.

VREELAND



© G. Maillard Kessler, N. Y.

American Soprano

Management: HAENSEL & JONES, 113 West 57th Street, New York
Division—Columbia Concerts Corporation of Columbia Broadcasting System, Inc.

Bill Cowden's Orchestra, Bill Cowden, leader.
 Bill Dugan's Orchestra, Bill Dugan, leader.
 Chuck Samuels' Orchestra, Samuels, leader.
 The Croatians, Victor Millitich, director.
 Pat Conway's Orchestra.
 Sam Campagna's Orchestra.
 Castle String Quintette, Frank Can-dito, director.
 Musical Art Trio, Marion Davies, director.
 Duke Daugherty's Orchestra.
 Finley's Band, Mr. Gunesch, direc-tor.
 Hawaiian Melody Boys, Pete Tali-fario, leader.
 Harmony Strings, Raymond Wright, director.
 Harvest Moon Ramblers, Francis Weir, leader.
 Pumpkin Dusters, Russ Settle, director.
 Knox's Cowboys, Billy Knox, leader.
 Bob McCullough's Orchestra.
 Moment Musicale Trio, Dominic Scapp, leader.
 Russo Neapolitans.
 Rudy and Roy, Roy Williams, di-rector.
 Ted Rosenberg's Orchestra.
 Venetian Serenaders.
 Mac and Jack, Jack Wallace, di-rector.
 South High Buddies, Floyd Leibee, director.
 Steel City Four, Ray Johnson, di-rector.

Dramatic directors

J. L. Bowden.
 Lillian Desmond.

Announcers

Truesdale Mayers.
 J. L. Bowden.
 Bert Stock.
 Wm. Howell.

Masters of ceremony

Bert Stock.
 Erwin Bendel.

OKLAHOMA**Oklahoma City****KOMA****Accounts (Original)**

Bandwagon, Inc. (periodical).
 B & M Rothschild's (ready-to-wear apparel).
 Bender Brake Service, (mechan-ics).
 Binkley Radiator Co. (auto repair).
 Boga Ballroom (dancing).
 Brown, Tracy Corp. (night club).
 Catholic Radio Facts.
 Citizens League (political).
 Cooper, Tom, Motor Co. (electric refrigerator).
 Ellis, Ben (political).
 Dynamic Fluid (gasoline).
 Franklin for Senate Club (politi-cal).
 Fundamental Baptist Church (re-ligious).
 Graham, B. S. (political).
 Haggards, Inc., (furniture).
 Harris, Jim (political).

Harrison-Smith Distributing, (auto-mobile parts).
 Hotel Will Rogers (medicinal propaganda).
 Marshall Funeral Homes.
 Morris Plan Bank.
 Oklahoma Gas & Electric Co.
 Oklahoma Operating Co. (laundry service).
 Parrott Motor Co. (automobiles, repairs).
 Prosperity Wednesday Assn. (co-operative sales).
 Regal Theatres Corp.
 Rogers for Sheriff Club (political).
 Rorabaugh Brown Department (dry goods and ready-to-wear ap-parel).
 Sears, Roebuck & Co.
 Smith for Senate Club (political).
 Southwest Light & Power (politi-cal).
 Stewart, T. J., Lumber Co.
 Walkathon (marathon contest).
 Sipes Stores, Inc. (groceries).
 Vanek Fur Co.
 Woods Nursery.
 Yellow Cab Dynamic (dynamic gasoline).

Accounts (Transcription)

Crazy Crystals Co. (Crazy Crys-tals).
 Galloway, Ed., Inc. (men's cloth-ing).
 Hughes-Bozarth-Anderson (RCA radios).
 Oklahoma City Ecclesia (Watch-tower lectures).
 Ozarka Water Co. (medicinal waters).
 Richards & Conover (hardware supplies).
 Steffen's Dairy Products.
 Wessel Co.-Sharp Auto Supply.
 White King Soap Co.

OREGON**Portland****KOIN****Accounts (Original)**

Acme Carpet & Linoleum Co.
 Atiyeh Bros.
 Benefician Loan Society.
 Berger, Jr., Henry.
 Bernard Jewelry Shop.
 Bialkin, Nathan.
 Bradford Clothes Shop.
 Braley Graham, Inc.
 Bruno Art Studio.
 Burnett Bros.
 Burnett, Roy, Motors.
 Burnside Fuel Co.
 Callahan's Market.
 Clark's Market.
 Columbia Optical Co.
 Closset-Devers (Golden West Caf-fee).
 Clow Roofing Co.
 Davidson's Baking Co.
 Dunn, Jimmy.
 Eastman Kodak Co.
 Electric Service & Sales Corp.
 Fahey Brockman Co.
 Feldenheimer, A. & C.
 Fir-Tex Co.
 Friedlander, F., Co.
 Gill Co., J. K.
 Grebe, Carl.
 Grandma Cookie Co.
 Granning & Treece.
 Heathman Hotels.

Hollywood Pacific Cosmetic Co.
 Honeyman Hardware Co.
 Hoover & Smith.
 Hunt Transfer Co.
 Interstate Asso. Creameries.
 Jack & Jill.
 Jenning, Henry, & Sons.
 Snow-Kills 'Em Laboratories.
 Lambert's Gardens.
 Lipman, Wolfe & Co.
 Lipshutz & Co., Inc.
 Lowey & Co.
 Luckel-King & Cake Co.
 Mandel's, Inc.
 Miller Clothing Co.
 Montgomery Ward & Co.
 Morrison Electric Co.
 Mother's Favorite Cookie Co.
 McElroy's Spanish Ballroom.
 Northwest Mortgage Co.
 Olds, Wortman & King.
 Olsen Transfer & Storage Co.
 Oregon City Mfg. Co.
 Pacific Coast Coal.
 Pacific Outfitting Co.
 Pacific School of Beauty Culture.
 Portland Outdoor Store.
 Proctor's.
 Randolph Bartholomew, Inc.
 Roberts Bros.
 Robinson & Detlor.
 Rose City Pie Co.
 Rosenblatt's.
 Royal Clothiers.
 Roy & Molin.
 Sealy-Dresser Co.
 Sheridan Fruit Co.
 W. W. Shipley Co.
 John A. Simpson Shoe Co.
 Smith's Market.
 Snowshoe Manufacturing Co.
 Star Furniture Co.
 Thompson & Dubey.
 Van Duyn Candy Co.
 Vogue Millinery.
 Walsh Electric Co.
 Weiner's Men's Store.
 Wentworth & Irwin.
 Young Brokerage Co.
 Zell Bros. (jewelry).
 Zukor's.

Accounts (Transcription)

General Mills ("Skippy" pro-grams).

PENNSYLVANIA**Harrisburg****WHP****Accounts (Original)**

Shenk & Tittle (sports).
 Dr. Gainsburg (occulist).
 Dairvland (dairy stores).
 Radio Cooking School.
 Telegraph Cooking School.
 Drs. Bashore (dentists).
 Gold Dust Corp.
 Fellers (dresses).
 Sutliff Chevrolet.
 Philadelphia Record.
 Harrisburg Coal Dealers.
 Stroehmann's (bakers).
 Brinser (millers).
 Prosperity Programs (cooperative).
 Dan Vollmer (florist).
 Hershey Creamery.
 Richman Brothers (clothing).
 Hoover Furniture.
 Banner Dress Co.
 Downtown Garage.
 Emma Lou Shop.
 Blake Shop (furniture).

Eggert's (dry cleaners).
 Yellow Cab.
 Francis Ford Agency.
 C. C. Cooper (Ford agency).
 Pocketbook Man.
 Pomeroy (department store).
 Lowen (dentist).
 Albright (coal).
 Heisey (beauty shop).
 Harrisburg Shops (cooperative).
 Excelsior Radio Co.

Accounts (Transcription)

Acme White Lead & Paint Co.
 Alladin Lamp.
 Columbia Radio.
 Watchtower.
 Chevrolet Motor Co.
 Capudine.
 Mar-O-Oil Shampoo.
 General Mills (Bisquick).
 Quaker State Oil.
 Crazy Crystals.
 Rumford Chemical Co. (baking powder).

Talent

Orchestras

Johnny Diehl's Orchestra.
 Gwyllm Heller's Orchestra.
 Stew Black's Orchestra.
 Merry Masquers.
 Classic Art Ensemble.
 Gay Caballeros.
 Paxton Old Timers.
 Little German Band.
 Jimmie DeAngelis and His Orchestra.
 La Petite Ensemble.

Organists

Melvin Smith.
 Mary Fountain.
 Mitchell Grand.

Vocalists

Walter Gibson.
 Jennie Lee.
 Phil Sharpe.
 Ruth McCarthy.
 Cletus Platt.
 Herbert L. Lambert.
 Claire Lewis.
 Lynn Bortner.
 Caroline Klais.
 Stanton Lind.
 Helen Craft.
 Dr. Byron Stanley Behney.
 Mildred Rosebud Baturin.
 Sara Mae Harr.
 Robert Washington.
 Robert Rainey.
 Helen Steiner.
 Ed Smith.
 Dorothy Garlin.
 Helen Craft.
 Gayle Mountz.

Pianists

Hoke Cover.
 Louise Sparks.
 Mitchell Grand.
 Etta Miller.
 Helen McCauley.
 Mary Fountain.
 David Shoop.
 Helen Henninger.
 Mary Shambaugh.

Novelties

Lonely Troubador, voice and accordion.
 Ginny Doyle.
 Radio Minstrel, accordion.
 We Two, popular songs team (male).

Romaine Baker, blues singer with piano.
 Earl Miller, banjoist.
 Carman, accordionist.
 Herman Brady, banjoist
 David Shoop, accordionist.

Violinists

Robert Diehl.
 Johnny Whitman.
 Ruth Wollaston.

Organizations

Wednesday Club.
 Schubert Club.
 Harrisburg Civic Opera Ass'n.
 Amphion Male Chorus.
 Ministerum of Harrisburg.
 Community Choral Society.
 Music of the Church—Derry St. U. B. Church.
 Glad Hand Sunday School Class.
 Latter Day Saints.

RHODE ISLAND Providence

WEAN

Accounts (Original)

American Oyster Co.
 Angier Chemical Co.
 Pawtuxet Valley Business Men's Ass'n.
 Bulova Watch Co.
 Christian Fisherman Society.
 Fintex Stores.
 Gladdings, Inc.
 Houghton Furniture Co.
 Leopold Morse Co.
 Morse's, Inc.
 News-Tribune.
 Ochee Spring Water Co.
 Old Colony Bank.
 Providence Gas Co.
 Radio Cooking School of America.
 Rem.
 Rogers Clothing Co.
 Sterling Shoe Store.
 Syrian American Club.
 Vincennes Packing Co.
 Weybosset Market.
 Fred H. White Co.
 What Cheer Laundry.
 Guny Drug Co.
 David Harley Co.
 Knock 'Em Stiff Flea Soap.
 Kinney Shoe Co.
 Pawtucket Chamber of Commerce.
 Rhode Island Information Service (cooperative).

Accounts (Transcription)

Berry Brothers (Berrycrafters).
 General Mills, Inc. (Bisquick).
 Beech-Nut Packing Co.
 Chevrolet Motor Co.
 Caesar-Misch, Inc.
 Consolidated Cigar Co.
 Florists Telegraph Delivery Ass'n.
 The Wessel Co.
 U. S. Rubber Co. (Keds).
 Leopold Morse Co.
 Purity Bakery.
 Shiloh Bottling Co. (Nehi).
 Allen Knapp Inc.
 The Shur-on Optical Co.
 Norwich Pharmacal Co.
 Fred H. White Co.
 Watchtower Society.

Talent

Orchestras

Providence Symphony Orchestra,
 Wassali Leps, conductor.



EARLE SPICER

"Catch Earle Spicer, baritone of the Fuller Brush program on WEAF at 9:30 P.M. Tuesday. HE'S A MARVEL."

New York Mirror

● FULLER BRUSH

One hundred forty weeks

● FLEISCHMANN YEAST

Two guest performances

● CANADIAN NATIONAL RAILWAYS

Two guest performances

● BRITISH BROADCASTING CORP.

London
 Manchester
 Birmingham
 Dublin
 Belfast
 Aberdeen
 Glasgow
 Edinburgh
 Cardiff
 Bournemouth

Parc Vendome
 350 West 57th St.
 New York City
 Circle 7-1275

Brown University Symphony Orchestra, professor Arlan Coolidge, conductor.

Providence Biltmore Orchestra, direction Billy Lossez.

Providence Biltmore Concert Ensemble, direction Billy Lossez.

Princess Restaurant Orchestra, direction Pietro D'Alphonso.

Emerson Westcott's Novelty Orchestra.

The Kalua Troupe, direction Emerson Westcott.

Ed Murphy's Orchestra.

Al Sarazen's Orchestra.

Jimmy Walsh's Orchestra.

Alfred Barolet's Orchestra.

Ed Drew's Orchestra.

Al Rosen's Orchestra.

Amati String Quartette, direction Benjamin Premack.

Vocal ensembles

Chamber of Commerce Quartette, direction G. Clark.

Overseas Quartette, direction S. Rogers.

Biltmore Trio, direction B. Lossez.

Glee clubs, choirs, choruses

Brown University Glee Club, direction Professor Arthur Hitchcock.

Pawtucket Chamber of Commerce Glee Club, direction G. Clark.

Woonsocket Hebrew Choral Society, direction Sigmund Berger.

University Glee Club, direction Berrick Schloss.

Cathedral Choir of SS. Peter and Paul, direction John Fitzpatrick.

Announcers

Charlotte Presel.

Lloyd Dennis, Jr.

Maxwell Turner.

Gardner Nichols.

Ted Long.

Masters of ceremony

Ted Long.

Mowry Lowe.

Sopranos

Lucy Marsh Gordon.

Amalia Strobel Hill.

Janet Segalla.

Edith Woodhead Marshall.

Marie Gunther Huey.

Celia Parvey.

Merielle Blanchard.

Hedwig Schrayssluen.

Alice Flynn.

Evelyn Baird.

Celia Moreau.

Contraltos

Amy Ward Durfee.

Ida Schal'er.

Dorothy Horan.

Tenors

Louis Hathaway.

Eber Corsi.

Gardner Nichols.

Baritones

Raoul Bousque.

Mario Bellini.

Harry Hughes.

Bassos

Ray Gardner.

Raymond Lovett.

Dramatic artists

Isabelle Ahern O'Neill, reader.

Rosalba de Anchoriz Joy, reader.

Mrs. Charles McCarthy, reader.

Lee McCollum, poet.

J. W. Holland, French-Canadian character actor.

Pianists

Anthony Zanghi.

Karl Tatz.

Charlotte Presel.

Harpists

Hazel Priest.

Marion Shannon.

Violinist

Benjamin Premack.

Xylophonist

Jack See.

Accordionist

Karl Tatz.

Banjoist

Paul Harding.

Saxophonist

Tyler Burdick.

Juvenile artists

Sylvia Kaufman, blues singer, actress.

Gloria Isles, soprano, actress.

Pearl Dionne, blues singer.

Mae Devaney, soprano.

Clarence Hopkins, boy soprano, actor.

Arthur Bazaar, tenor.

Freddie Brown, boy soprano.

Toots Peterson, soprano.

TEXAS

Dallas

WFAA

Talent

Orchestras and organizations

Early Bird Orchestra

WFAA's String Quartet.

Grapevine Coonhunters, old-time fiddlers.

Morten Merry Millers, male trio.

Bel Canton Quartet (male).

Individual artists

Alex Keese, conductor.

Karl Lambertz, conductor.

Alice Holcomb, violinist.

Vin Lindhe, pianist.

Jean and Joanne, harmony team.

Fred Lowery, whistler.

Mis' Emma & Sis' Ca'line, Negro dialecticians.

James Jefferies, master of ceremonies, announcer.

Edward Dunn, announcer.

Adams Colhoun, announcer.

WASHINGTON

Seattle

KJR

Talent

Individual artists

Henri Damski, musical director.

Abe Brashen, orchestra leader.

Grant Merrill, pianist.

Elmore Vincent, tenor.

Casey Jones, tenor.

Al Schuss, announcer.

Thomas Freebairn-Smith, announcer.

KOL

Accounts (Original)

Alaska Pacific Salmon Co.

Arrow Coal Co.

Bartell Drug Stores.

Black Mfg. Co. (outdoor wear).

Colonial Dames (cosmetics).

Commercial Tire Co.

J. E. Drain (financial).

Empire Motors (automobiles).

Gardner Remedies, Inc. (medicine).

Gas Co. (gas).

Golden West Coffee Co. (coffee).

O. C. Hoggren (Therenoid).

Independent Petroleum Co. (oil, etc.).

Kristoferson's Dairy.

Lundquist-Lilly (men's clothing).

William O. McKay (automobiles).

Dr. Miller (dentistry).

Muncy Art Store (art goods).

Natura (cosmetics).

Olson Fuel Co.

Pacific Coast Coal Co.

Parker Dentists.

Radio Bureau Ltd. (cosmetics).

Rainier Brewing Co. (beverages).

Red & White Stores (groceries).

Rhodes Department Store.

Seattle Hardware (wholesale hardware).

Standard Furniture Co.

Strain Coal Mines, Inc.

Sunset Pacific Oil Co.

L. W. Suter (jewelry).

Tinney Furniture Co.

Ben Tipp (jewelry).

Trusteed Estates of Washington (insurance).

Udga Medicine Co.

Washington Laundry.

West Coast Fuel Co.

Westerman's (men's clothing).

Zukor's (women's apparel).

Accounts (Transcription)

American Popcorn Co.

Bristol-Myers Co. (cosmetics).

Capudine (medicine).

Climax Cleaner Mfg. Co.

Crazy Wells Co. (mineral water).

Dutch Masters Cigars.

Edna Wallace Hopper, Inc. (cosmetics).

Eugene, Ltd.

General Mills (Bisquick); (Wheaties).

Hancock Oil Co.

Jad Salts.

Jocur (wave set).

S. C. Johnson Co. (floor wax).

Life Savers (confections).

National Oil Products (shampoo).

Northwest Bearing & Parts Co. (auto parts).

Oakland-Pontiac (automobiles).

Louis Phillippe (cosmetics).

Shell Oil Co.

Ungentine Co.

Valvoline Co.

Walla Walla

KUJ

Talent

Individual artists

Dawson Funk, pipe organ.

Quintus Watson, popular songs.

Alberta Kirby, ballad singer.
Mr. and Mrs. Shipp, sacred songs.
Hank and Pete Lee, hill billy and
old-time songs.
Jim Gallagher, cowboy melodies.

Musical organizations

Dorr-Carver Orchestra.
Arcadians, dance band.
American Legion Chorus and
Quartet.

WEST VIRGINIA

Wheeling

WWVA

Accounts (Original)

McGraw Chevrolet Co.
W. H. Colvig & Son (dress shop).
I.B.S.A.—Greek and Hungarian
(religious).
A. M. Vatz Co. (dress shop).
Buick Motor Co.
L. S. Good & Co. (department
store).
Earle Chemical Co. (proprietary
drugs).
Wessel Co. (automobile parts).
Wm. Hare's Sons Co. (plumbing
and electrical supply).
John Pulh Products Co. (laundry
supplies).
United Dairy Co.
Kepner Funeral Home.
Ohio Valley Baptist Ministerial
Association (religious).
Alexander & Son (shoes).
General Mills, Inc. (flour).
Sherwin Williams Co. (paints).
Dr. Lamont (chiropractor).
Ross T. Chew (wall papers).
E. W. Jones (independent groc-
eries).
Betterton Coffee Co.
United Drug Co. (Rexall Stores).
Earle Rogers Co. (automobile sup-
plies, radio and electric appliances).
Reichart Furniture Co. (retail fur-
niture).
Nehi Bottling Co. (beverages).
Weimer Packing Co. (meats).
Rex Theatre (motion pictures).
Watch Tower Assn. (religious).
Wheeling Machine Products (mine
and plumbers supplies).
Men's Shop (clothing).

W. J. Lukens Co. (jewelers).
Cooley Bentz Co. (furniture).
Hoge Davis Drug Co.
B. J. Neuhardt (men's clothing).
George E. Stifel Co. (department
store).
J. W. Marrow Mfg. Co. (cos-
metics).
Max Azen (furs).
Kaufmann's (department store).
Dr. DeRoy (dentists).
R. D. Varner
Mail Pouch Tobacco (Varsin, cold
compound).
Wheeling Chamber of Commerce.
Stone & Thomas (department
store).
Reliable Six Dry Cleaners (coop-
erative program).
L. P. Lehman (Wheeling Gospel
Tabernacle).

Accounts (Transcription)

Sherwin-Williams Paint Co.
Hypo-Col Products.
Little Bo Peep Ammonia.
Thompson Taylor Root Beer.
Rumford Baking Powder.
Chevrolet Chronicles (Chevrolet
Motor Co.)
Judge Rutherford (Watchtower).
J. W. Marrow Co. (Mar-o-Oil).
Wessel Co. (Happy Repairman).
Earle Rogers (Philco Program).
General Mills (Bisquick).
Seiberling Singers.

Talent

Musical organizations

Wheeling Symphony Society Or-
chestra, direction Enrico Tambourni.
Premier Band, direction Ange Pur-
pura.
Fort Henry Band, direction Albert
Albinger.
Summer's Band, direction A. E.
Summers.
Bernie Moten's Orchestra.
McKinney's Cotton Pickers, direc-
tion Don Redman.
Henry Theis' Orchestra.
Don Bestor's Orchestra.
Jan Garber's Orchestra.
Zack White's Orchestra.
Red Nichols' Orchestra.

Ike Dickson's Orchestra.
Husk O'Hare's Orchestra.
Blanch Calloway's Orchestra.
Jean Calloway's Orchestra.
Ange Purpura's Paramount Or-
chestra.
Billy Coppoll's Orchestra.
Bob Nesbitt's Orchestra.
Charles Dunaway's Orchestra.
Carl Bell's Orchestra.
Charles Nickerson's Orchestra.
Rhythm Kings, direction Earl
Summers.
Gee Electric Company Concert
Orchestra, direction Carl Bell.
Arcadians, direction Niles Carp.
Perry's Broadway Buddies, direc-
tion Perry Smith.
Fred Craddock's Happy Five.

Sopranos

Edna De Prospero.
Louise Byrum.
Ethel Check.
Anna Heltan Power.

Contralto

Elsa Sheldon Jones.

Blues singers

Joan Compton.
Ruth Thompson.

Tenors

Charles Braddock.
William O'Conner.
Francis O'Brien.
Bill Genesky.
Dean Adamson.
Andy Lewis.
Sam Williams.

Baritones

Dan Jones.
Tom Power.
Ellwyn Edwards.
Sam Rayburn.

Bassos

David Crawford.
Professor A. E. King.

Vocal ensembles

Pennsylvania Red Arrow Quartet
(male).
Schubert Quartette (male).
Barnesville Quartette (male).

ELIZABETH LENNOX

Contralto

Featured on the following commercial hours:

BAYER'S ASPIRIN
COCA COLA
GENERAL MOTORS
LUCKY STRIKE
PALMOLIVE



Pianists

Loren Mercer.
Mrs. George Stifle.
Eileen Kraft.
George Kaltanback.
Mollie Weith.
Bill Robinson.
Paul Miller.
Ken Kaiser.
Helen Denham.
Art Kunkle.
Gertrude Leach.
Edna Armbruster.

Violinists

Eddie Kearns.
Earl Summers.
Earl Summers, Jr.

Other instrumentalists

Eddie Johnston, xylophone and
vibraphone player.
Freddie Gardini, accordionist.
Shotwell Gypsies, accordionists.
Lenora Rica, accordionist.
Jan Krupa, organist.

Dramatic directors

Junior Sutton.
Paul Neigh.
John Carter.

Dramatic artists

Effie Anderson.
Mildred Cogley.
Ida Belle Wanger.
Alexa Mahary.
Mary K. Hassett.
Virginia Hughes.
Junior Sutton.
John Carter.
Paul Neigh.
Jasper Baum.
John Wincholl.
Carl Gusky.
Ed Jespper.

Charlie Prince.
Paul Miller.
Bob Bartels.
Jack Schawn.
J. Willard Rippon.

Announcers

Paul Miller.
Bill Robinson.
Felix Adams.
J. Willard Rippon.
Junior Sutton.
Paul Neigh.
Bob Bartels.
Jack Shawn.
Howard Donahoe.
G. B. Odium, master of ceremonies.

WISCONSIN**Milwaukee****WTMJ****Accounts (Original)**

General Mills, Inc. (also tran-
scription).
Hoffman.
Sherwin-Williams Paint Co.
American Ass'n.
University of Wisconsin.
Green Bay Packer.

Accounts (Transcription)

General Mills, Inc.
Blue Valley Cheese.
Beech-Nut Packing Co.
Berry Brothers.
Chevrolet Motor Co.
Edna Wallace Hopper, Inc.
Frigidaire Corp.
Individual Drinking Cup Co.
John Puhl Products.
Louis Philippe, Inc.
Rumford Chemical Co.
Thompson & Taylor.
U. S. Rubber Co.

Talent*Musical organizations*

WTMJ Aristocrats, 18-piece or-
chestra, direction W. J. Benning.
The Highflyers, dance orchestra.
Los Caballeros, Spanish group.
The Men of Note, novelty en-
semble.
The Victorians, string ensemble.
Three Heralds, 2 trumpets-trom-
bone-piano.
String Trio.
Heinie and his Grenadiers.

Musical artists

Myrtle Spangenberg, soprano.
Scott Moore, baritone, crooner.
Dorothy Jubilier, soprano.
Bill Baker, popular songs.
Betty Goff, blues singer.
Stanley Morner, tenor.
John Anello, tenor.
Louis Koen, popular songs.
Beatrice Rueth, whistler.
Rose Kohler, blues singer.
Herr Chris Deutsch, zither player.
Florence Bettray Kelly, pianist.
Juan Garcia, mandolinist.

Dramatic artists

Wisconsin Players Radio Dramatic
Group.
Dick Good, character impersona-
tions.

Announcers

Louis Roen.
Stanley Morner.
Bob DeHaven.
Larry Lawrence.
Jack Bundy.
Everett Cobb.
Russ Winnie.

Masters of ceremony

Bob DeHaven.
Larry Lawrence.

TRANSCRIPTION DATA

TELEVISION

ORGANIZATIONS

PUBLICATIONS

LEGISLATION

Spot Broadcasting

SPOT broadcasting made distinct advances during the year 1932. First came its increased use by commercial sponsors, and thereafter its admittance to radio stations which had previously refused to permit electrically recorded programs to be put on the air from their studios. Greater liberality seems to be the order of the day. What is generally admitted is that the best electrically transcribed records are equal, and sometimes superior, to the personal broadcasts which place the singer, instrumentalist, or speaker face-to-face with the microphone at the very moment his auditors are grouped about their receiving-sets. In short, John Smith on an electrical transcription and John Smith broadcasting from a radio station are one and the same person; and undertaking unflinchingly to tell which was which would be virtually impossible—without some previously acquired knowledge in the matter, or a hearing of the announcement designating the nature of the broadcast.

There are advocates of the electrically recorded program who contend that it permits approximate perfection—since “remakes” can continue until the performers have given the utmost of which they are capable. These advocates point to “slips” which always can happen when a singer, instrumentalist or speaker is standing or seated before the microphone. They clinch their arguments by pointing to certain surveys which tabulated a majority of the individuals whose opinions were solicited as having no choice between the recorded and the personal broadcast. Those individuals stressed the program-value of what they heard: if it satisfied them they asked nothing more. Those who expressed a preference for the personal broadcast gave as a reason the gratification derived from the knowledge that the artist or speaker was actually engaged, at that moment, in contributing to the program.

THE steady growth of spot broadcasting has been due to several factors, and these, it is contended, demonstrate its flexible qualities and value for both commercial and sustaining purposes. Many a station, lacking easy and convenient access to capable talent or unable to pay for such talent, is able to purchase excellent electrically recorded programs for its sustaining periods. Moreover, such electrically recorded programs (which are, of course, made in the centers where both the talent and the recording facilities are available) have helped many smaller stations to continue operating.

The same can be said with respect to the commercially sponsored recordings. If spot broadcasting had not proved itself a unique means of reaching the people of selected communities, many radio stations would have received lesser revenues. The advertiser who has something in particular to say to a particular group of persons has only to select the station whose coverage includes that group, and then ship to that station the disc or discs on which his messages have been recorded.

He will, of course, have arranged for the week, day, and the hour, as well as all other pertinent matters touching the broadcasts—or, rather, his advertising agent will have done so. Picking and choosing precisely what he wants, and when he wants it, is made possible through this means of radio communication. To buy the coverage desired, no more and no less, is another advantage. And if the program-sponsor wishes to reach a nation-wide audience at exactly the same hour, the one and the only means for so doing is spot broadcasting.

ALTHOUGH some sponsors use this means exclusively for their radio advertising campaigns, some of the largest national advertisers employ it in conjunction with personal broadcasts over a network, or networks. These latter use the electrical transcriptions because nothing else in radio will give them just what they want . . . as results from its extensive use have proved. Where beginnings were small, and largely experimental, subsequent utilization of spot broadcasting has found leading advertisers appropriating huge sums therefor, and using more than 400 stations each.

**ELECTRICAL TRANSCRIPTION
RECORD MANUFACTURERS**

- ALLIED PRODUCTIONS, INC.—515 Madison Ave., New York City.
- AMERICAN BROADCASTING SYSTEM—149 Powell St., San Francisco, Calif.
- AMERICAN FOUNDATION FOR THE BLIND—Grand Central Palace, New York City.
- AMERICAN RADIO FEATURES SYNDICATE, LTD.—1031 South Broadway, Los Angeles, Calif.
- BEYERS RECORDING LABORATORY—1780 Broadway, New York City.
- BOWEN, SCOTT HOWE, INC.—Chrysler Bldg., New York City.
- BROADCAST PRODUCERS — 501 Madison Ave., New York City.
- BRUNSWICK COMPANY — 321 West 44th St., New York City.
- COLUMBIA PHONOGRAPH Co.—55 Fifth Ave., New York City; and Chicago.
- CONTINENTAL BROADCASTING CORP. — Hollywood, Calif. Eastern distributors: Room 1107, Annapolis Hotel, Washington, D. C.
- EARNSHAW-YOUNG, INC.—714 West 10th St., Los Angeles, Calif.
- ELECTRO-VOX, INC.—1206 Maple Ave., Los Angeles, Calif.
- FLEXIBLE RECORD CORPORATION—18 East 48th St., New York City.
- GENERAL RADIO PROGRAMS Co.—25 West 45th Street, New York City.
- GROMBACH, J. V., INC.—113 West 57th Street, New York City.
- HIT OF WEEK RECORDING Co.—New York City.
- LANG, FREEMAN, SOUND RECORDING STUDIOS—220½ No. Larchmont Ave., Hollywood, Calif.
- MACGREGOR & SOLLIE, INC.—865 Mission St., San Francisco, Calif.
- MARSH LABORATORIES, THE, INC.—306 South Wabash Ave., Chicago, Ill.
- MASTER RECORDING STUDIOS, THE—20 West 57th St., New York City.
- NATIONAL SOUND STUDIOS, INC.—7th Floor, National Press Bldg., Washington, D. C.
- PAN AMERICAN BROADCASTING SYSTEM—551 Fifth Ave., New York City.
- PETERSON, DONALD—220 East 38th St., New York City.
- RADIO FEATURES SYNDICATE—Chrysler Bldg., 405 Lexington Ave., New York City.
- RADIO RECORDING STUDIO—1619 Broadway, New York City.
- RECORD-O-CAST, INC.—410 No. Michigan Ave., Chicago, Ill.
- RECORDINGS, INC.—5505 Melrose Ave., Hollywood, Calif.
- SOUND STUDIOS OF NEW YORK, INC.—50 West 57th St., New York City.
- SPANISH-CALIFORNIA BROADCASTING PROGRAM Co., THE—Hollywood, Calif.
- STANDARD SOUND RECORDING CORP.—New York City.
- STAR PIANO CORP.—Long Island City, N. Y.
- TITAN PRODUCTION Co., INC.—1040 Geary St., San Francisco, Calif.; 527 Fifth Ave., New York City.
- TRANSCRIPTION Co. OF AMERICA, LTD.—Furniture Mart Bldg., Chicago.
- UNIVERSAL RECORDING LABORATORIES—Chicago, Ill.
- VICTOR COMPANY—New York City and Camden, N. J.
- VISUGRAPHIC RECORD COMPANY—New York City.
- WORLD BROADCASTING SYSTEM, INC.—57 West 57th St., New York City; Chicago; 1040 No. Las Palmas Ave., Hollywood. (Sound Studios of New York, Inc., is a subsidiary.)



Announces
superior radio programs
by means of
Titan
Electrical Transcriptions
under the personal
supervision of
Max Graf
of
Motion Picture Fame
INTENSE LISTENER INTEREST
OUTSTANDING TALENT
SALES RESULTS

World's Greatest Orchestras
Pipe Organ In Studio

Send for our latest releases

TITAN
UNBREAKABLE TRANSCRIPTIONS
ALSO COLUMBIA PRESSINGS
1040 Geary Street, San Francisco
527 Fifth Avenue, New York City
NATIONAL REPRESENTATION
We Do Not Sell Radio Time

**MAKE YOUR SPOT
CAMPAIGNS
SUCCESSFUL**



**OUR FILES CONTAIN
STATION INFORMATION
THAT WILL INSURE YOUR
SUCCESS. NOW MORE
THAN EVER — BE SURE
YOU ARE RIGHT. CALL
ON US FOR REAL
UP - TO - THE - MINUTE
INFORMATION**

—*—
COMPLETE RADIO SERVICE
—*—

BOB ROBERTS & ASSOCIATES
746 Call Building
San Francisco

STATION REPRESENTATIVES

Problems of Television

By DR. ALFRED N. GOLDSMITH

(Consulting Engineer; Past-President of The Institute of Radio Engineers; President of the Society of Motion Picture Engineers.)

MANY lengthy discussions or arguments between intelligent people end nowhere because the participants forgot to define their terms before they started. If one is not certain just what is meant by the words one uses in a presentation of a subject, naturally one can hardly expect to arrive at clear conclusions or to secure general agreement in an argument. And this, peculiarly enough, is one of the great difficulties in any analysis of the problems of television. The first question which arises is: "What is television?"—and there are generally as many different answers as there are persons who have approached the question.

Many people, basing their ideas of television on the popular press or the more optimistic and imaginative articles on the subject, have somewhat the following picture of what constitutes television. They imagine themselves seated in their living room on a winter's evening. Across the room is the wall, with a bare space about nine by twelve feet. On the arm of the comfortable chair in which they are seated is a push-button marked: "Television." According to their conception of television, they will touch this button and there will suddenly appear on the wall of the room facing them a nine-by-twelve foot picture, blazing in the full colors of nature, and depicting in the most perfect and exquisite detail a football game in Massachusetts, a temple dance in Java, or a pageant in Buda-Pesth!! One hardly likes to shatter so admirable a thought, but unless some radically new and relatively unforeseen discoveries are made, it will be many a long decade before even a remote approximation can be made to this result. It is to be noted that no assertion is made here that such perfected television is "impossible". We cannot go further than to say that such television is not here today, and that, in the light of present-day knowledge or likely knowledge in the near future, such television is improbable for a long time to come. Perhaps some scientific maestro will find the answer tomorrow—and more likely not.

IF we leave the group of people who have the preceding ultra-optimistic view of what constitutes television, and go to the opposite extreme, we reach, among others, the experimenters or "television amateurs." These enthusiasts are already having many enjoyable experiences with a type of television which exists and which is sufficient to give them satisfaction. In many cases, using home-made and simple equipment, they are able to view a small picture which nevertheless has many defects. A few square inches in size, of a rather trying pink color, with but little detail and definition of the various things included in the picture, and with flicker of the picture and shifting of the whole image, the amateur "lookers" are nevertheless satisfied with the results. For them the thrill of accomplishing "television" is the important thing. The wonder of a moving picture that comes to them through the air from a distance is sufficient to make the quality, size, brilliancy, and entertainment capabilities of the picture of little importance. One might almost say that they are more interested in the "tele" part of the television than in the "vision"; more entranced by the distant sources of the picture than by the details of the picture itself or the use to which it is to be put. This is by no means to be interpreted as an attack on the attitude or interests of the amateur. He is getting a delightful and perfectly legitimate pleasure out of his avocation of trapping air-pictures, and none should say him nay.

And what of the general public of the future? Will people of next year or five years from now demand

and obtain the type of television defined by the ultra-optimist, or will they be quite content with the already achieved and crude picture which meets the present needs of the experimenter? There seems little doubt that in this instance, as in so many other cases of human desires, the practical result lies between the extremes. Probably television must be better than what would satisfy even the fairly critical amateur, but need not be nearly so remarkable as what is desired by the ultra-optimist. Just how large, brilliant, and defined a picture will be required only time can tell. We cannot answer the question in advance of extensive trials of the public taste, any more than we could tell in advance how speedy "rapid transit" must be to meet the needs of the traveller in the subway. Presumably the public will answer the question in a simple and forceful way, namely by purchasing on any considerable scale only such equipment as thoroughly meets its minimum requirements or better. Those engineers and manufacturers who most intelligently select the picture characteristics will be rewarded by an enthusiastic buying response—and those less far-seeing will be convinced by the same somewhat brutal method.

ANOTHER problem of television is the program. Broadcasting has always presented a unique and extraordinarily difficult program problem to its sponsors. It is likely that there is no other type of entertainment which requires so steady and continued a flow of interesting or instructive material, and of music of one sort or another. An ordinary "legitimate" theatre, so-called, will utilize say two full hours of entertainment in the form of a dramatic presentation to "fill the house" for anything from a few weeks to several months. Probably such a theater will not need more than 10 or 20 hours of material per year to meet its needs, unless the nature of the offered material is such as to require its speedy and luckless withdrawal. A great motion picture studio, working at top pace and expending many millions of dollars over a period of a year, may produce an amount of continuous entertainment material running for less than one hundred hours. But broadcasting stations may transmit more than one hundred program hours in a single week! We thus have a situation where the insatiable maw of the microphone demands and receives many tens or even hundreds of times as much entertainment fodder per year as any other division of the entertainment industry. It is little wonder that those who devise the astounding volume of program material, both network and local, which is radiated from six hundred broadcasting stations of the United States sometimes show less than continuous originality and sparkle in their contributions to the public enjoyment. Any one who aspires to the task of being witty, artistic, musical, and educational some sixteen hours a day, without a pause, can be justly described as a "glutton for punishment."

When television comes, it will bring in its train an exaggerated form of the present problems of program construction and rendition. Vast hordes of artists with attractive physiognomies and magnetic voices, or outstanding musical skill on some instrument, must be fed into the program hopper. Dramatists, librettists, teachers, musical arrangers, and other specialists in great swarms must be at the instant disposal of the program dispensers. The amount of ingenuity and continued effort which will be required to meet this hitherto unheard-of demand for a flood of entertainment of a difficult sort to devise is really somewhat appalling. Premature attempts to meet the future need along these lines are obviously inadvisable. Endless planning, trial, and test of an amazing variety of program material and new methods for its presentation will certainly be required.

It has been said there is nothing new under the sun. Whatever one may think of the general truth of this statement, it certainly does not hold for the problems of television. They are novel as the art itself. Only two of them have been cited, but there are many others some of which are quite as difficult in their way as those mentioned. But this need not cause alarm. In due course, and when the time is ripe, the experiments will have been repeated until an acceptable solution of each of the problems has been found; the public will have been given a true picture of the pleasures of television entertainment which await it; and a new form of art will come into existence to enlighten and entertain and to add substantially to the human value of the world's hours of leisure. For problems are, after all, largely a challenge to the inspiration, ingenuity, and determination of mankind. These factors being present, television will in its own time come to that position of importance in human affairs to which it is clearly entitled.

U. S. TELEVISION STATIONS

Call Letters	Power	Company	Location
2000-2100 kc.			
*W3XK	5 kw	Jenkins Laboratories	Wheaton, Md.
*W2XCR	5 kw	Jenkins Television Corp.	New York, N. Y.
*W2XAP	250 w	Jenkins Television Corp.	portable
*W2XCD	5 kw	DeForest Radio Co.	Passaic, N. J.
*W2XBU	100 w	Harold E. Smith	Near Beacon, N. Y.
*W9XAO	500 w	Western Television Research Corp.	Chicago, Ill.
W3XF	200 w	WJR, The Goodwill Station	Pontiac, Mich.
W6XAH	1 kw	Pioneer Mercantile Co.	Bakersfield, Calif.
W9XK	100 w	Iowa State University	Iowa City, Ia.
2100-2200 kc.			
W3XAD	500 w	RCA Victor Co., Inc.	Camden, N. J.
*W2XBS	5 kw	National Broadcasting Co.	New York, N. Y.
W2XCW	20 kw	General Electric Co.	S. Schenectady, N. Y.
*W8XAV	20 kw	Westinghouse Electric & Manufacturing Co.	E. Pittsburgh, Pa.
*W2XR	500 w	Radio Pictures, Inc.	Long Island City, N. Y.
*W9XAP	1 kw	Chicago Daily News	Chicago, Ill.
W3XAK	5 kw	National Broadcasting Co.	Bound Brook, N. J. (portable)
*W6XS	1 kw	Don Lee Broadcasting System	Near Gardena, Calif.
W9XAK	125 w	Kansas State College of Agriculture and Applied Sciences	Manhattan, Kans.
2200-2300 kc.			
W9XAL	500 w	First National Television Corp.	Kansas City, Mo.
2750-2850 kc.			
*W2XAB	500 w	Atlantic Broadcasting Corp.	New York, N. Y.
W9XG	1½ kw	Purdue University	W. Lafayette, Ind.
W2XBO	500 w	United Research Corp.	Long Island City, N. Y.
W9XAA	500 w	Chicago Federation of Labor	Chicago, Ill.
W3XE	1½ kw	Philadelphia Storage Battery Co.	Philadelphia, Pa.
2850-2950 kc.			
*W1XAV	500 w	Shortwave & Television Lab., Inc.	Boston, Mass.

U. S. TELEVISION STATIONS

Call Letters	Power	Company	Location
*W9XR	5 kw	Great Lakes Broadcasting Co.	Downer's Grove, Ill.
*W2XR	500 w	Radio Pictures, Inc.	Long Island City, N. Y.
43000-46000 kc.			
W3XAD	50 w	RCA Victor Co., Inc.	Camden, N. J.
W2XBT	750 w	National Broadcasting Co.	portable
W1XG	30 w	Shortwave & Television Lab., Inc.	portable
43000-44000 kc.			
W9XD	500 w	The Journal Co.	Milwaukee, Wis.
43500-50300 kc.			
W3XAD	50 w	RCA Victor Co., Inc.	Camden, N. J.
W2XBT	750 w	National Broadcasting Co.	portable
W1XG	30 w	Shortwave & Television Lab., Inc.	portable
60000-80000 kc.			
W3XAD	50 w	RCA Victor Co., Inc.	Camden, N. J.
W2XBT	750 w	National Broadcasting Co.	portable
W1XG	30 w	Shortwave & Television Lab., Inc.	portable

* Stations on regular operating schedules during 1932. The others are of an experimental nature, having no regular schedules.

Radio Organizations

ADVISORY COUNCIL OF THE NATIONAL BROADCASTING COMPANY—Organized in 1927 to serve the National Broadcasting Company in an advisory capacity and to offer constructive suggestion as to how to enlarge and improve broadcasting service; also to serve as a Court of Appeal for complaints.

Members: Owen D. Young, Chairman, New York City; Newton D. Baker, Cleveland; Paul D. Cravath, New York City; Henry Sloane Coffin, New York City; Walter Damosch, Chairman of the Committee on Music, New York City; John W. Davis, New York City; Francis D. Farrell, Chairman of the Committee on Agriculture, Manhattan, Kans.; William Green, Chairman of the Committee on Labor, Washington, D. C.; James G. Harbord, New York City; Robert M. Hutchins, Chairman of the Committee on Education, Chicago; Morgan J. O'Brien, Chairman of the Committee on Religious Activities, New York City; Henry S. Pritchett, New York City; Melvin A. Traylor, Chicago; Elihu Root, New York City; Mrs. John D. Sherman, Chairman of the Committee on Women's Affairs, Washington, D. C.; Felix M. Warburg, New York City.

Headquarters: 711 Fifth Ave., New York City.

AMERICAN AMATEUR RADIOPHONE ASSOCIATION—A group of local amateurs interested primarily in radio telephone experimentation and progress. Object: To further the development of radiophone and television communication and, in particular, to unite the ama-

teurs interested in these fields for the purpose of effective representation in all legislative matters pertaining to the amateur.

Headquarters: 172 Brookfall Ave., Union City, N. J.

AMERICAN RADIO RELAY LEAGUE—Officers: Hiram Percy Maxim, president, Hartford, Conn.; Paul M. Segal, general counsel, 1010 Shoreham Bldg., Washington, D. C.

Headquarters: West Hartford, Conn.

AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS (ASCAP)*—Organized in 1914. Its purpose, with respect to radio, is the representation of its members in relation to the infringement of their copyrighted works by unauthorized public performances and to act as the representative of its members in licensing for broadcasting the music copyrighted by the composers, authors and publishers who belong to the Society. Terms of the present agreement between the Society and broadcasters, covering compensation for the use of copyrighted works, will be found in the Appendix where an exact copy has been reproduced of an Operator's Broadcasting License, as issued by ASCAP. The 1909 Copyright Law of the United States is also

*In addition to ASCAP, the following copyright agencies are functioning in the United States: ASSOCIATED MUSIC PUBLISHERS, INC., 25 West 45th St., New York City; ELKAN-VOGEL, INC., 1716 Samson St., Philadelphia, Pa.; SOCIETY OF EUROPEAN STAGE AUTHORS AND COMPOSERS, INC., 113 West 42nd St., New York City; SOCIETY OF JEWISH COMPOSERS, PUBLISHERS AND SONGWRITERS, INC., 1585 Broadway, New York City.

reprinted in the Legislation Section (see page 447).

Officers: Gene Buck, president; Louis Bernstein, vice-president; Jerome Kern, vice-president; Joseph Young, secretary; Robert Crawford, assistant secretary; Saul H. Bornstein, treasurer; Harry Warren, assistant treasurer; Nathan Burkan, general counsel; E. C. Mills, general manager.

Board of directors: Louis Bernstein, E. F. Bitner, Gene Buck, Saul Bornstein, Irving Caesar, Robert Crawford, Walter Douglas, Max Dreyfus, George Fischer, Walter Fischer, Otto A. Harbach, Raymond Hubbell, Jerome Kern, Frederick Martens, Edgar Leslie, George W. Meyer, Jack Mills, E. H. Morris, Sigmund Romberg, Gustav Schirmer, Oley Speaks, Will Von Tilzer, Harry Warren, Joseph Young.

Headquarters: 1501 Broadway, New York City.

CANADIAN RADIO BROADCASTING COMMISSION—Commissioners: Hector Charlesworth, chairman; Thomas Maher, vice-chairman; Lt.-Col. W. Arthur Steel.

Headquarters: Ottawa (Ont.), Canada.

FEDERAL RADIO COMMISSION—A commission consisting of five members, created by the Radio Act of 1927. A complete transcript of that act, outlining the functions and powers of the Commission, will be found in the Legislation Section of this volume [See Public Law 632—69th Congress—Sec. 3].

Commissioners: Eugene O. Sykes, chairman; Thad H. Brown, vice-chairman; Harold

A. LaFount, William D. L. Starbuck, James H. Hanley. Secretary, Herbert L. Pettey.

Headquarters: Washington, D. C.

One Commissioner is appointed from each of the five zones into which the United States is divided (see page 277).

To facilitate its operations, the Commission has divided the United States into twenty districts, each under the charge of an inspector.

INSTITUTE OF RADIO ENGINEERS

—Officers: President, Dr. Walter G. Cady, Wesleyan University, Middletown, Conn.; vice-president, Prof. E. V. Appleton, Kings College, London; directors, O. H. Caldwell and E. L. Nelson.

INSTITUTE FOR EDUCATION BY RADIO

—Dedicated to the advancement of radio as an educational medium. Committee Members, 1933: W. W. Chart-ers, chairman; F. H. Lumley, executive secretary; B. H. Darrow; Edgar Dale; R. C. Higgy; V. R. Sill.

Headquarters: Bureau of Educational Research, Ohio State University, Columbus, Ohio.

All meetings are held at Ohio State University, where the first meeting was held in 1930. Its purpose was to bring broadcasters and educators together for their direction and guidance, to stimulate the development of research methods and investigation of problems in the techniques of broadcasting.

At the 1931 meeting, an especially timely problem concerned the ownership of radio facilities which the Institute discussed in full.

At the 1932 meeting, five general subjects were covered. They dealt with foreign broadcasting to the schools, broadcasting in its national aspects, methods of improving broadcasts, and methods of measuring the effectiveness of broadcasts. The chief purpose of the meeting was to discuss the broadcast techniques and to stimulate research in this field. Many discussions were held on the best methods of presenting

radio material. As special features, three demonstrations of the school use of radio, and one demonstration of the production of radio programs were given. Round table discussions were held on the following subjects: commercial stations and educational organizations; college and university stations; school broadcasting; and research in radio education.

At the 1933 meeting, May 4-6, sessions were devoted to the following subjects: the use of radio in the schools; methods of presenting educational programs; studies of the audience response to programs and ways of measuring it. As a special feature of this meeting, broadcasters were to bring sample recordings of programs already successfully broadcast. These recordings were to be played for the members of the Institute, with the broadcaster explaining why certain methods of presentation were used. Round table discussions were to be held on the four special phases of educational broadcasting discussed at the 1932 round tables.

Foreign countries, as well as the United States, have been well represented by visitors, papers, and exhibits at these meetings.

INTERNATIONAL AMATEUR RADIO

UNION — President, Hiram Percy Maxim, Hartford, Conn.

Headquarters: c/o The American Radio Relay League, West Hartford, Conn.

INTERNATIONAL BROADCASTING

UNION—A. R. Burrows, Secretary-General.

Headquarters: Geneva, Switzerland.

INTERNATIONAL COMMITTEE ON RADIO (AMERICAN SECTION)

—Officers: President, Senator Wallace H. White, Jr. (Maine); vice-president, John W. Guider; treasurer, Howard S. LeRoy; secretary, Paul M. Segal. Executive Council: William R. Vallance, chairman; A. L. Ashby; Thad H. Brown; Louis G. Caldwell, J. H. Dellinger; F. P. Guthrie.

NATIONAL ADVISORY COUNCIL ON

RADIO IN EDUCATION—Organized in 1930.

The objects and purposes of the council as set forth in Article II of its Constitution are: "To further the development of the art of radio broadcasting in American education. It shall undertake to do this by close study and analysis of the problems faced by those in the educational world or in the broadcasting industry, or elsewhere, who are engaged in or are sympathetic to educational broadcasting. The Council shall undertake to assemble and interpret the content of broadcast programs and information concerning the practices and experience of broadcasting stations in developing educational features as a part of such programs; shall stimulate and suggest problems and projects for research or experiment with a view to increasing the effectiveness of broadcasting in education; shall present to the educational world from time to time, by conference, by publication, or by any approved method, the opportunities for education in the utilization of broadcasting, as such opportunities are discovered; shall request the cooperation of the broadcasting industry where that seems desirable, in making its facilities available to the cause of education as a public obligation; and finally shall mobilize the best educational thought of the country to devise, develop and sponsor suitable programs, to be brought into fruitful contact with the most appropriate facilities in order that eventually the Council may be recognized as the mouthpiece of American education in respect to educational broadcasting.

"The Council shall undertake to accomplish its object by organizing, maintaining and developing a central office with branches as may be found necessary, as a clearing-house for information on broadcasting as it affects educational processes; by including in its membership men and women interested in and sympathetic to educational broadcasting from government, from the educational world, from the

broadcasting industry and from the public at large; by forming committees or institutes whose function will be to study and further one or more phases or subjects in the educational broadcasting field; by developing regional organizations in various parts of the country which, each in its allotted broadcasting territory, will perform for that region the same functions which the Council itself will perform for the country as a whole; by studying and reporting upon the achievement of educational broadcasting in foreign countries, and cooperating with similar agencies abroad; by making reports to the Council membership, to the broadcasting industry, to the educational world, to government and to the public of significant progress or development in the subject of educational broadcasting; by publishing books, maintaining a periodical or a series of publications, or all of these, to contain such reports; by cooperating with existing educational broadcasting, governmental or other organizations seriously concerned with increasing the effectiveness of broadcasting, or other media, in education; by striving within the Council's province to raise the general level of broadcast programs in the country; and by serving in such other ways as may be deemed advisable."

Officers: President, Robert A. Millikan; chairman of the Board, Norman H. Davis; vice-chairman of the Board, William J. Donovan; treasurer, Ralph Hayes; secretary and director, Levering Tyson; vice-presidents: Livingston Farrand, Meta Glass, Robert M. Hutchins, Michael I. Pupin, Walter Dill Scott.

Board of directors: Morse A. Cartwright, Everett Case, W. W. Charters, William J. Cooper, Norman H. Davis, William J. Donovan, John Erskine, Dorothy Canfield Fisher, Frank B. Jewett, James G. McDonald, Carl H. Milan, Spencer Miller, Jr., James E. Russell, French Strother, George E. Vincent.

American cooperating organ-

izations: American Economics Association; American Psychological Association; American Bar Association; American Council in Education; American Federation of Labor; Brookings Institution; National Bureau of Economic Research; National Municipal League; American Association for the Advancement of Science; American Public Health Association; American Home Economics Association; National Council of Teachers of English; American Chemical Society; American Council on Education; American Historical Association; American Philosophical Association; Child Study Association of America; Foreign Policy Association; Institute of Pacific Relations; League for Industrial Democracy; Workers Education Bureau of America; Modern Language Association of America; National Association of Teachers of Speech; National Council of Parent Education; National Research Council; Vocational Guidance Association; American Vocational Association; Institute of International Education; Association of Land Grant Colleges and separate State Universities; Association of College and University Broadcasting Stations; National University Extension Association; National Education Association; Air Law Institute; American Association for Adult Education; American Association of Museums; American Library Association; American Federation of Arts; General Federation of Women's Clubs; American Association of University Women; National League of Women Voters; Y.M.C.A.; Y.W.C.A.

Foreign cooperating organizations: British East Africa Broadcasting Company; Postmaster General's Department, Commonwealth of Australia; Oesterreichische Radio Verkehrs, Vienna; Amalgamated Wireless, Ltd., Australia; Australian Broadcasting Service, Australia; Institut Belge de Radiodiffusion, Belgium; Ministers des Sciences et des Arts, Belgium; N V Radio—

Louvain, Belgium; Union Professionnelle de la Radio, Belgium; Canadian Radio League; Institute of Educational Research, China; Radio Journal, S.A., Czecho-Slovakia; Radioraadet, Denmark; Osakeyhtio Suomen Yleisradio, Finland; Administration des Postes et Telegraphes, France; Compagnie Francaise de Radiophonie, France; Compagnie Generale de Telegraphie, France; Reichs-Rundfunk-Gesellschaft, Germany; Algemeene Vereeniging Radio Omroep, Holland; Vereeniging Arbeiders Radio Amateurs, Holland; Radio Free University of Budapest, Hungary; Magyar Telefon Hirmonds es Radio R T, Hungary; India State Broadcasting Co., India; Broadcasting Service, Department of Post and Telegraph, Ireland; Ente Italiano per le Audizione Radiofonische, Italy; Vatican Radio Station, Italy; Broadcasting Corporation of Japan; Broadcasting Corporation of Norway; Polskie Radjo S. A., Poland; Adminstration Portugaise des P & T, Portugal; Société de Diffusion Radio Telephonique de Roumania, Roumania; Union Radio, S A. Spain; Aktiebolaget Radiotjanst, Sweden; Société Romande de Radiophonie, Switzerland; S. A. Turque de Telephonie Sans Fil, Turkey; U.S.S.R. Chamber of Commerce, Russia; Radio A D. Jugoslavia; All-Union Radio Committee, U.S.S.R.; China Broadcast Association, Shanghai; World Association for Adult Education, London, England; Union Internationale de Radiodiffusion, Geneva; League of Nations, Geneva, Switzerland; International Commission for Intellectual Cooperation, Paris, France.

NATIONAL ASSOCIATION OF BROADCASTERS—Organized in 1922 "to foster and promote the development of the art of radio broadcasting; to protect its members in every lawful and proper manner from injustices and unjust exactions; to foster, encourage and promote laws, rules, regulations, customs and practices which

will be for the best interest of the public and the radio industry."

Officers: Alfred J. McCosker, New York City, president; Leo Fitzpatrick, Detroit, Mich., first vice-president; John Shepard III, Boston, Mass., second vice-president; Arthur B. Church, Kansas City, Mo., treasurer; Philip G. Loucks, Washington, D. C., managing director.

Directors: J. Thomas Lyons, Baltimore, Md.; Lambdin Kay, Atlanta, Ga.; Leo B. Tyson, Los Angeles, Calif.; I. Z. Buckwalter, Lancaster, Pa.; J. T. Ward, Nashville, Tenn.; Henry A. Bellows, Washington, D. C.; E. B. Craney, Butte, Mont.; Walter J. Damm, Milwaukee, Wis.; Quin A. Ryan, Chicago; W. W. Gedge, Detroit; William S. Hedges, Chicago; George F. McClelland, New York City; H. K. Carpenter, Raleigh, N. C.; Gardner Cowles, Jr., Des Moines, Ia.; Donald Flamm, New York City.

Headquarters: National Press Bldg., Washington, D. C.

NATIONAL COMMITTEE ON EDUCATION BY RADIO—The members of this Committee, and the national groups with which they are associated are as follows:

Charles T. Corcoran, S. J., director, radio station WEW, St. Louis, Mo. (The Jesuit Educational Association); Arthur G. Crane, president, the University of Wyoming, Laramie, Wyo. (National Association of State Universities); J. O. Keller, head of engineering extension, Pennsylvania State College, State College, Pa. (National University Extension Association); Charles N. Lischka, 1312 Massachusetts Ave., Washington, D. C. (American Council on Education); Joy Elmer Morgan, chairman, 1201 Sixteenth St., Northwest, Washington, D. C. (National Education Association); James N. Rule, state superin-

tendent of public instruction, Harrisburg, Pa. (National Council of State Superintendents); H. Umberger, Kansas State College of Agriculture, Manhattan, Kans. (Association of Land-Grant Colleges and Universities); Joseph F. Wright, director, radio station WILL, University of Illinois, Urbana, Ill. (Association of College and University Broadcasting Stations).

Other officers of the Committee are: Tracy F. Tyler, secretary; Armstrong Perry, director of the Service Bureau, Room 997, National Press Bldg., Washington, D. C.

Headquarters: 1201 Sixteenth St., Northwest, Washington, D. C.

OHIO SCHOOL OF THE AIR—B. H. Darrow, director.

Headquarters: Ohio State University, Columbus, Ohio.

RADIO MANUFACTURERS ASSOCIATION—Officers: D. E. Replogle, chairman; Bond Geddes, executive president.

Radio Publications

Bell Laboratories Record—Published monthly.

Broadcast Advertising—Suspended publication in January, 1933. Publication rights acquired by *Broadcasting*.

Broadcast Reporter—Published semi-monthly by Broadcast Reporter, 1012 Barr Bldg., 910 Seventeenth St., N. W., Washington, D. C. Thomas Stevenson, editor.

Broadcast Weekly (Pacific Coast radio guide)—Published weekly by Broadcasting Weekly Publishing Co., 726 Pacific Bldg., San Francisco, Calif., A. J. Urbain, editor.

Broadcasting—Published semi-monthly by Broadcasting Publications, Inc., National Press Bldg., Washington, D. C., Martin Codel, editor. (Has now acquired publication rights to *Broadcast Advertising*.)

General Radio Experimenter—Published monthly. House organ of the General Radio Co., Cambridge, Mass.

Listener, The—Published weekly by the British Broadcasting Corp., Broadcasting House, London, W1. Reprints of broadcast talks.

Little Mike—Published weekly by Little Mike, Inc., 755 Seventh Ave., New York City. Mark Vance, managing editor.

QST—Devoted to the Amateur

in radio. Official organ of the American Radio Relay League, and also of the International Amateur Radio Union. Published monthly by American Radio Relay League, 38 LaSalle Road, West Hartford, Conn. Kenneth B. Warner, editor.

Radio Advertising—Published monthly by Standard Rate & Data Service, 536 Lake Shore Drive, Chicago.

Radio Art—Published semi-monthly by Broadcast Publishing Co., 420 Lexington Ave., New York City. H. P. Brown, editor.

Radio Critic, The—Published monthly. 465 So. Detroit St., Los Angeles, Calif.

Radio Digest (including *Radio Revue* and *Radio Broadcast*)—Published monthly 10 times a year; bi-monthly July-August by Radio Digest Publishing Corp., 420 Lexington Ave., New York City. Raymond Bill, Editor.

Radio Fan—Published weekly by L. A. Nixon, 1265 Broadway, New York City.

Radio Forecast—Published every Friday by Laros Publishing Co., Easton, Pa. Editorial offices: 500 Fifth Ave., New York City.

Radio Guide—Published weekly. 475 Fifth Ave., New York City.

Radio Log and Lore—Published

semi-monthly by Whitman Radio Publishing Co., Kirkland, Wash. W. R. Whitman, Editor.

Radio News—Published monthly by Teck Publishing Co., 350 Hudson St., New York City.

Radio Retailing—Published monthly by McGraw-Hill Publishing Co., Inc., 330 West 42nd St., New York City. O. H. Caldwell, editor.

Radio Review—Publication office: William Penn Hotel, Pittsburgh, Pa. Darrell V. Martin, editor.

Radio Stars—Published monthly by Dell Publishing Co., 100 Fifth Ave., New York City.

Radio Times, The—Journal of the British Broadcasting Corp., London. Published weekly.

RCA News—Published monthly by Radio Corporation of America (for its employees), 570 Lexington Ave., New York City. Montgomery Wright, editor.

Rocky Mountain Broadcaster, The—1826 Broadway, Denver. Col. D. B. Herrick, editor.

Set, The—Journal of the British Radio Association, 22-23 Pountney Lane, London, E. C. 4.

World-Radio—Published weekly by British Broadcasting Corp., London.

Legislation

RADIO LAWS OF THE UNITED STATES *

Public Law No. 632	- - - -	February 23, 1927,	69th Congress
Public Law No. 195	- - - -	March 28, 1928,	70th Congress
Public Law No. 793	- - - -	February 21, 1929,	70th Congress
Public Law No. 1029	- - - -	March 4, 1929,	70th Congress
Public Resolution No. 17	- - - -	June 21, 1929,	71st Congress
Public Law No. 25	- - - -	December 18, 1929,	71st Congress
Public Law No. 123	- - - -	April 14, 1930,	71st Congress
Public Law No. 248	- - - -	May 23, 1930,	71st Congress
Public Law No. 494	- - - -	July 1, 1930,	71st Congress
Public Resolution No. 35	- - - -	February 1, 1930,	71st Congress
Public Law No. 139	- - - -	May 19, 1932,	72d Congress

Compiled by ELMER A. LEWIS, Superintendent, HOUSE DOCUMENT ROOM,
HOUSE OF REPRESENTATIVES

[PUBLIC—No. 632—69TH CONGRESS]
[H. R. 9971]

An Act For the regulation of radio communications, and for other purposes.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That this Act is intended to regulate all forms of interstate and foreign radio transmissions and communications within the United States, its Territories and possessions; to maintain the control of the United States over all channels of interstate and foreign radio transmission; and to provide for the use of such channels, but not the ownership thereof, by individuals, firms, or corporations, for limited periods of time, under licenses granted by Federal authority, and no such license shall be construed to create any right, beyond the terms, conditions, and periods of the license. That no person, firm, company, or corporation shall use or operate any apparatus for the transmission of energy or communications or signals by radio (a) from one place in any Territory or possession of the United States or in the District of Columbia to another place in the same Territory, possession, or District; or (b) from any State, Territory, or possession of the United States, or from the District of Columbia to any other State, Territory, or possession of the United States; or (c) from any place in any State, Territory, or possession of the United States, or in the District of Columbia, to any place in any foreign country or to any vessel; or (d) within any State when the effects of such use extend beyond the borders of said State, or when interference is caused by such use or

operation with the transmission of such energy, communications, or signals from within said State to any place beyond its borders, or from any place beyond its borders to any place within said State, or with the transmission or reception of such energy, communications, or signals from and/or to places beyond the borders of said State; or (e) upon any vessel of the United States; or (f) upon any aircraft or other mobile stations within the United States, except under and in accordance with this Act and with a license in that behalf granted under the provisions of this Act.

SEC. 2. For the purposes of this Act, the United States is divided into five zones, as follows: The first zone shall embrace the States of Maine, New Hampshire, Vermont, Massachusetts, Connecticut, Rhode Island, New York, New Jersey, Delaware, Maryland, the District of Columbia, Porto Rico, and the Virgin Islands; the second zone shall embrace the States of Pennsylvania, Virginia, West Virginia, Ohio, Michigan, and Kentucky; the third zone shall embrace the States of North Carolina, South Carolina, Georgia, Florida, Alabama, Tennessee, Mississippi, Arkansas, Louisiana, Texas, and Oklahoma; the fourth zone shall embrace the States of Indiana, Illinois, Wisconsin, Minnesota, North Dakota, South Dakota, Iowa, Nebraska, Kansas, and Missouri; and the fifth zone shall embrace the States of Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada, Washington, Oregon, California, the Territory of Hawaii, and Alaska.

SEC. 3. That a commission is hereby created and established to be known as the Federal Radio Commission, hereinafter referred to as

the commission, which shall be composed of five commissioners appointed by the President, by and with the advice and consent of the Senate, and one of whom the President shall designate as chairman; *Provided,* That chairmen thereafter elected shall be chosen by the commission itself.

Each member of the commission shall be a citizen of the United States and an actual resident citizen of a State within the zone from which appointed at the time of said appointment. Not more than one commissioner shall be appointed from any zone. No member of the commission shall be financially interested in the manufacture or sale of radio apparatus or in the transmission or operation of radiotelegraphy, radiotelephony, or radio broadcasting. Not more than three commissioners shall be members of the same political party.

The first commissioners shall be appointed for the terms of two, three, four, five, and six years, respectively, from the date of the taking effect of this Act, the term of each to be designated by the President, but their successors shall be appointed for terms of six years, except that any person chosen to fill a vacancy shall be appointed only for the unexpired term of the commissioner whom he shall succeed.

The first meeting of the commission shall be held in the city of Washington at such time and place as the chairman of the commission may fix. The commission shall convene thereafter at such times and places as a majority of the commission may determine, or upon call of the chairman thereof.

The commission may appoint a secretary, and such clerks, special counsel, experts, examiners, and

* Beginning with the Radio Act of 1927. Published by the U. S. Government Printing Office.

other employees as it may from time to time find necessary for the proper performance of its duties and as from time to time may be appropriated for by Congress.

The commission shall have an official seal and shall annually make a full report of its operations to the Congress.

The members of the commission shall receive a compensation of \$10,000 for the first year of their service, said year to date from the first meeting of said commission, and thereafter a compensation of \$30 per day for each day's attendance upon sessions of the commission or while engaged upon work of the commission and while traveling to and from such sessions, and also their necessary traveling expenses.

SEC. 4. Except as otherwise provided in this Act, the commission, from time to time, as public convenience, interest, or necessity requires, shall—

- (a) Classify radio stations;
- (b) Prescribe the nature of the service to be rendered by each class of licensed stations and each station within any class;
- (c) Assign bands of frequencies or wave lengths to the various classes of stations, and assign frequencies or wave lengths for each individual station and determine the power which each station shall use and the time during which it may operate;
- (d) Determine the location of classes of stations or individual stations;
- (e) Regulate the kind of apparatus to be used with respect to its external effects and the purity and sharpness of the emissions from each station and from the apparatus therein;
- (f) Make such regulations not inconsistent with law as it may deem necessary to prevent interference between stations and to carry out the provisions of this Act: *Provided, however,* That changes in the wave lengths, authorized power, in the character of emitted signals, or in the times of operation of any station, shall not be made without the consent of the station licensee unless, in the judgment of the commission, such changes will promote public convenience or interest or will serve public necessity or the provisions of this Act will be more fully complied with;
- (g) Have authority to establish areas or zones to be served by any station;
- (h) Have authority to make special regulations applicable to radio stations engaged in chain broadcasting;
- (i) Have authority to make general rules and regulations requiring stations to keep such records of programs, transmissions of energy, communications, or signals as it may deem desirable;
- (j) Have authority to exclude from the requirements of any regulations in whole or in part any radio station upon railroad rolling stock or to modify such regulations in its discretion;
- (k) Have authority to hold hearings, summon witnesses, administer

oaths, compel the production of books, documents, and papers and to make such investigations as may be necessary in the performance of its duties. The commission may make such expenditures (including expenditures for rent and personal services at the seat of government and elsewhere, for law books, periodicals, and books of reference, and for printing and binding) as may be necessary for the execution of the functions vested in the commission and, as from time to time may be appropriated for by Congress. All expenditures of the commission shall be allowed and paid upon the presentation of itemized vouchers therefor approved by the chairman.

SEC. 5. From and after one year after the first meeting of the commission created by this Act, all the powers and authority vested in the commission under the terms of this Act, except as to the revocation of licenses, shall be vested in and exercised by the Secretary of Commerce, except that thereafter the commission shall have power and jurisdiction to act upon and determine any and all matters brought before it under the terms of this section.

It shall also be the duty of the Secretary of Commerce—

(A) For and during a period of one year from the first meeting of the commission created by this Act, to immediately refer to the commission all applications for station licenses or for the renewal or modification of existing station licenses.

(B) From and after one year from the first meeting of the commission created by this Act, to refer to the commission for its action any application for a station license or for the renewal or modification of any existing station license as to the granting of which dispute, controversy, or conflict arises or against the granting of which protest is filed within ten days after the date of filing said application by any party in interest and any application as to which such reference is requested by the applicant at the time of filing said application.

(C) To prescribe the qualifications of station operators, to classify them according to the duties to be performed, to fix the forms of such licenses, and to issue them to such persons as he finds qualified.

(D) To suspend the license of any operator for a period not exceeding two years upon proof sufficient to satisfy him that the licensee (a) has violated any provision of any Act or treaty binding on the United States which the Secretary of Commerce or the commission is authorized by this Act to administer or by any regulation made by the commission or the Secretary of Commerce under any such Act or treaty; or (b) has failed to carry out the lawful orders of the master of the vessel on which he is employed; or (c) has willfully damaged or permitted radio apparatus to be damaged; or (d) has transmitted superfluous radio communications or signals or radio communications containing profane or obscene words or language; or (e) has willfully or maliciously interfered with any other

radio communications or signals.

(E) To inspect all transmitting apparatus to ascertain whether in construction and operation it conforms to the requirements of this Act, the rules and regulations of the licensing authority, and the license under which it is constructed or operated.

(F) To report to the commission from time to time any violations of this Act, the rules, regulations, or orders of the commission, or of the terms or conditions of any license.

(G) To designate call letters of all stations.

(H) To cause to be published such call letters and such other announcements and data as in his judgment may be required for the efficient operation of radio stations subject to the jurisdiction of the United States and for the proper enforcement of this Act.

The Secretary may refer to the commission at any time any matter the determination of which is vested in him by the terms of this Act.

Any person, firm, company, or corporation, any State or political division thereof aggrieved or whose interests are adversely affected by any decision, determination, or regulation of the Secretary of Commerce may appeal therefrom to the commission by filing with the Secretary of Commerce notice of such appeal within thirty days after such decision or determination or promulgation of such regulation. All papers, documents, and other records pertaining to such application on file with the Secretary shall thereupon be transferred by him to the commission. The commission shall hear such appeal *de novo* under such rules and regulations as it may determine.

Decisions by the commission as to matters so appealed and as to all other matters over which it has jurisdiction shall be final, subject to the right of appeal herein given.

No station license shall be granted by the commission or the Secretary of Commerce until the applicant therefor shall have signed a waiver of any claim to the use of any particular frequency or wave length or of the ether as against the regulatory power of the United States because of the previous use of the same, whether by license or otherwise.

SEC. 6. Radio stations belonging to and operated by the United States shall not be subject to the provisions of sections 1, 4, and 5 of this Act. All such Government stations shall use such frequencies or wave lengths as shall be assigned to each or to each class by the President. All such stations, except stations on board naval and other Government vessels while at sea or beyond the limits of the continental United States, when transmitting any radio communication or signal other than a communication or signal relating to Government business shall conform to such rules and regulations designed to prevent interference with other radio stations and the rights of others as the licensing authority may prescribe. Upon proclamation by the President that there exists war or a threat of

war or a state of public peril or disaster or other national emergency, or in order to preserve the neutrality of the United States, the President may suspend or amend, for such time as he may see fit, the rules and regulations applicable to any or all stations within the jurisdiction of the United States as prescribed by the licensing authority, and may cause the closing of any station for radio communication and the removal therefrom of its apparatus and equipment, or he may authorize the use or control of any such station and/or its apparatus and equipment by any department of the Government under such regulations as he may prescribe, upon just compensation to the owners. Radio stations on board vessels of the United States Shipping Board or the United States Shipping Board Emergency Fleet Corporation or the Inland and Coastwise Waterways Service shall be subject to the provisions of this Act.

SEC. 7. The President shall ascertain the just compensation for such use or control and certify the amount ascertained to Congress for appropriation and payment to the person entitled thereto. If the amount so certified is unsatisfactory to the person entitled thereto, such person shall be paid only 75 per centum of the amount and shall be entitled to sue the United States to recover such further sum as added to such payment of 75 per centum which will make such amount as will be just compensation for the use and control. Such suit shall be brought in the manner provided by paragraph 20 of section 24, or by section 145 of the Judicial Code, as amended.

SEC. 8. All stations owned and operated by the United States, except mobile stations of the Army of the United States, and all other stations on land and sea, shall have special call letters designated by the Secretary of Commerce.

Section 1 of this Act shall not apply to any person, firm, company, or corporation sending radio communications or signals on a foreign ship while the same is within the jurisdiction of the United States, but such communications or signals shall be transmitted only in accordance with such regulations designed to prevent interference as may be promulgated under the authority of this Act.

SEC. 9. The licensing authority, if public convenience, interest, or necessity will be served thereby, subject to the limitations of this Act, shall grant to any applicant therefor a station license provided for by this Act.

In considering applications for licenses and renewals of licenses, when and in so far as there is a demand for the same, the licensing authority shall make such a distribution of licenses, bands of frequency of wave lengths, periods of time for operation, and of power among the different States and communities as to give fair, efficient, and equitable radio service to each of the same.

No license granted for the operation of a broadcasting station shall be for a longer term than three years and no license so granted for any other class of station shall be for a

longer term than five years, and any license granted may be revoked as hereinafter provided. Upon the expiration of any license, upon application therefor, a renewal of such license may be granted from time to time for a term of not to exceed three years in the case of broadcasting licenses and not to exceed five years in the case of other licenses.

No renewal of an existing station license shall be granted more than thirty days prior to the expiration of the original license.

SEC. 10. The licensing authority may grant station licenses only upon written application therefor addressed to it. All applications shall be filed with the Secretary of Commerce. All such applications shall set forth such facts as the licensing authority by regulation may prescribe as to the citizenship, character, and financial, technical, and other qualifications of the applicant to operate the station; the ownership and location of the proposed station and of the stations, if any, with which it is proposed to communicate; the frequencies or wave lengths and the power desired to be used; the hours of the day or other periods of time during which it is proposed to operate the station; the purposes for which the station is to be used; and such other information as it may require. The licensing authority at any time after the filing of such original application and during the term of any such license may require from an applicant or licensee further written statements of fact to enable it to determine whether such original application should be granted or denied or such license revoked. Such application and/or such statement of fact shall be signed by the applicant and/or licensee under oath or affirmation.

The licensing authority in granting any license for a station intended or used for commercial communication between the United States or any Territory or possession, continental or insular, subject to the jurisdiction of the United States, and any foreign country, may impose any terms, conditions, or restrictions authorized to be imposed with respect to submarine-cable licenses by section 2 of an Act entitled "An Act relating to the landing and the operation of submarine cables in the United States," approved May 24, 1921.

SEC. 11. If upon examination of any application for a station license or for the renewal or modification of a station license the licensing authority shall determine that public interest, convenience, or necessity would be served by the granting thereof, it shall authorize the issuance, renewal, or modification thereof in accordance with said finding. In the event the licensing authority upon examination of any such application does not reach such decision with respect thereto, it shall notify the applicant thereof, shall fix and give notice of a time and place for hearing thereon, and shall afford such applicant an opportunity to be heard under such rules and regulations as it may prescribe.

Such station licenses as the licensing authority may grant shall be in

such general form as it may prescribe, but each license shall contain, in addition to other provisions, a statement of the following conditions to which such license shall be subject:

(A) The station license shall not vest in the licensee any right to operate the station nor any right in the use of the frequencies or wave length designated in the license beyond the term thereof nor in any other manner than authorized therein.

(B) Neither the license nor the right granted thereunder shall be assigned or otherwise transferred in violation of this Act.

(C) Every license issued under this Act shall be subject in terms to the right of use or control conferred by section 6 hereof.

In cases of emergency arising during the period of one year from and after the first meeting of the commission created hereby, or on applications filed during said time for temporary changes in terms of licenses when the commission is not in session and prompt action is deemed necessary, the Secretary of Commerce shall have authority to exercise the powers and duties of the commission, except as to revocation of licenses, but all such exercise of powers shall be promptly reported to the members of the commission, and any action by the Secretary authorized under this paragraph shall continue in force and have effect only until such time as the commission shall act thereon.

SEC. 12. The station license required hereby shall not be granted to, or after the granting thereof such license shall not be transferred in any manner, either voluntarily or involuntarily, to (a) any alien or the representative of any alien; (b) to any foreign government, or the representative thereof; (c) to any company, corporation, or association organized under the laws of any foreign government; (d) to any company, corporation, or association of which any officer or director is an alien, or of which more than one-fifth of the capital stock may be voted by aliens or their representatives or by a foreign government or representative thereof, or by any company, corporation, or association organized under the laws of a foreign country.

The station license required hereby, the frequencies or wave length or lengths authorized to be used by the licensee, and the rights therein granted shall not be transferred, assigned, or in any manner, either voluntarily or involuntarily, disposed of to any person, firm, company, or corporation without the consent in writing of the licensing authority.

SEC. 13. The licensing authority is hereby directed to refuse a station license and/or the permit hereinafter required for the construction of a station to any person, firm, company, or corporation, or any subsidiary thereof, which has been finally adjudged guilty by a Federal court of unlawfully monopolizing or attempting unlawfully to monopolize, after this Act takes effect, radio communication, directly or indirectly, through

the control of the manufacture or sale of radio apparatus, through exclusive traffic arrangements, or by any other means or to have been using unfair methods of competition. The granting of a license shall not stop the United States or any person aggrieved from proceeding against such person, firm, company, or corporation for violating the law against unfair methods of competition or for a violation of the law against unlawful restraints and monopolies and/or combinations, contracts, or agreements in restraint of trade, or from instituting proceedings for the dissolution of such firm, company, or corporation.

SEC. 14. Any station license shall be revocable by the commission for false statements either in the application or in the statement of fact which may be required by section 10 hereof, or because of conditions revealed by such statements of fact as may be required from time to time which would warrant the licensing authority in refusing to grant a license on an original application, or for failure to operate substantially as set forth in the license, for violation of or failure to observe any of the restrictions and conditions of this Act, or of any regulation of the licensing authority authorized by this Act or by a treaty ratified by the United States, or whenever the Interstate Commerce Commission, or any other Federal body in the exercise of authority conferred upon it by law, shall find and shall certify to the commission that any licensee bound so to do, has failed to provide reasonable facilities for the transmission of radio communications, or that any licensee has made any unjust and unreasonable charge, or has been guilty of any discrimination, either as to charge or as to service or has made or prescribed any unjust and unreasonable classification, regulation, or practice with respect to the transmission of radio communications or service: *Provided*, That no such order of revocation shall take effect until thirty days' notice in writing thereof, stating the cause for the proposed revocation, has been given to the parties known by the commission to be interested in such license. Any person in interest aggrieved by said order may make written application to the commission at any time within said thirty days for a hearing upon such order, and upon the filing of such written application said order of revocation shall stand suspended until the conclusion of the hearing herein directed. Notice in writing of said hearing shall be given by the commission to all the parties known to it to be interested in such license twenty days prior to the time of said hearing. Said hearing shall be conducted under such rules and in such manner as the commission may prescribe. Upon the conclusion hereof the commission may affirm, modify, or revoke said orders of revocation.

SEC. 15. All laws of the United States relating to unlawful restraints and monopolies and to combinations, contracts, or agreements in restraint of trade are hereby declared to be applicable to the manufacture and

sale of and to trade in radio apparatus and devices entering into or affecting interstate or foreign commerce and to interstate or foreign radio communications. Whenever in any suit, action, or proceeding, civil or criminal, brought under the provisions of any of said laws or in any proceedings brought to enforce or to review findings and orders of the Federal Trade Commission or other governmental agency in respect of any matters as to which said commission or other governmental agency is by law authorized to act, any licensee shall be found guilty of the violation of the provisions of such laws or any of them, the court, in addition to the penalties imposed by said laws, may adjudge, order, and/or decree that the license of such licensee shall, as of the date the decree or judgment becomes finally effective or as of such other date as the said decree shall fix, be revoked and that all rights under such license shall thereupon cease: *Provided, however*, That such licensee shall have the same right of appeal or review as is provided by law in respect of other decrees and judgments of said court.

SEC. 16. Any applicant for a construction permit, for a station license, or for the renewal or modification of an existing station license whose application is refused by the licensing authority shall have the right to appeal from said decision to the Court of Appeals of the District of Columbia; and any licensee whose license is revoked by the commission shall have the right to appeal from such decision of revocation to said Court of Appeals of the District of Columbia or to the district court of the United States in which the apparatus licensed is operated, by filing with said court, within twenty days after the decision complained of is effective, notice in writing of said appeal and of the reasons therefor.

The licensing authority from whose decision an appeal is taken shall be notified of said appeal by service upon it, prior to the filing thereof, of a certified copy of said appeal and of the reasons therefor. Within twenty days after the filing of said appeal the licensing authority shall file with the court the originals or certified copies of all papers and evidence presented to it upon the original application for a permit or license or in the hearing upon said order of revocation, and also a like copy of its decision thereon and a full statement in writing of the facts and the grounds for its decision as found and given by it. Within twenty days after the filing of said statement by the licensing authority either party may give notice to the court of his desire to adduce additional evidence. Said notice shall be in the form of a verified petition stating the nature and character of said additional evidence, and the court may thereupon order such evidence to be taken in such manner and upon such terms and conditions as it may deem proper.

At the earliest convenient time the court shall hear, review, and determine the appeal upon said record and evidence, and may alter or revise the decision appealed from and enter

such judgment as to it may seem just. The revision by the court shall be confined to the points set forth in the reasons of appeal.

SEC. 17. After the passage of this Act no person, firm, company, or corporation now or hereafter directly or indirectly through any subsidiary, associated, or affiliated person, firm, company, corporation, or agent, or otherwise, in the business of transmitting and/or receiving for hire energy, communications, or signals by radio in accordance with the terms of the license issued under this Act, shall by purchase, lease, construction, or otherwise, directly or indirectly, acquire, own, control, or operate any cable or wire telegraph or telephone line or system between any place in any State, Territory, or possession of the United States or in the District of Columbia, and any place in any foreign country, or shall acquire, own, or control any part of the stock or other capital share of any interest in the physical property and/or other assets of any such cable, wire, telegraph, or telephone line or system, if in either case the purpose is and/or the effect thereof may be to substantially lessen competition or to restrain commerce between any place in any State, Territory, or possession of the United States or in the District of Columbia, and any place in any foreign country, or unlawfully to create monopoly in any line of commerce; nor shall any person, firm, company, or corporation now or hereafter engaged directly or indirectly through any subsidiary, associated, or affiliated person, company, corporation, or agent, or otherwise, in the business of transmitting and/or receiving for hire messages by any cable, wire, telegraph, or telephone line or system (a) between any place in any State, Territory, or possession of the United States or in the District of Columbia, and any place in any other State, Territory, or possession of the United States; or (b) between any place in any State, Territory, or possession of the United States, or the District of Columbia, and any place in any foreign country, by purchase, lease, construction, or otherwise, directly or indirectly acquire, own, control, or operate any station or the apparatus therein, or any system for transmitting and/or receiving radio communications or signals between any place in any State, Territory, or possession of the United States or in the District of Columbia, and any place in any foreign country, or shall acquire, own, or control any part of the stock or other capital share or any interest in the physical property and/or other assets of any such radio station, apparatus, or system, if in either case the purpose is and/or the effect thereof may be to substantially lessen competition or to restrain commerce between any place in any State, Territory, or possession of the United States or in the District of Columbia, and any place in any foreign country, or unlawfully to create monopoly in any line of commerce.

SEC. 18. If any licensee shall permit any person who is a legally qualified candidate for any public office to

use a broadcasting station, he shall afford equal opportunities to all other such candidates for that office in the use of such broadcasting station, and the licensing authority shall make rules and regulations to carry this provision into effect: *Provided*, That such licensee shall have no power of censorship over the material broadcast under the provisions of this paragraph. No obligation is hereby imposed upon any licensee to allow the use of its station by any such candidate.

SEC. 19. All matter broadcast by any radio station for which service, money, or any other valuable consideration is directly or indirectly paid, or promised to or charged or accepted by, the station so broadcasting, from any person, firm, company, or corporation, shall, at the time the same is so broadcast, be announced as paid for or furnished, as the case may be, by such person, firm, company, or corporation.

SEC. 20. The actual operation of all transmitting apparatus in any radio station for which a station license is required by this Act shall be carried on only by a person holding an operator's license issued hereunder. No person shall operate any such apparatus in such station except under and in accordance with an operator's license issued to him by the Secretary of Commerce.

SEC. 21. No license shall be issued under the authority of this Act for the operation of any station the construction of which is begun or is continued after this Act takes effect, unless a permit for its construction has been granted by the licensing authority upon written application therefor. The licensing authority may grant such permit if public convenience, interest, or necessity will be served by the construction of the station. This application shall set forth such facts as the licensing authority by regulation may prescribe as to the citizenship, character, and the financial, technical, and other ability of the applicant to construct and operate the station, the ownership and location of the proposed station and of the station or stations with which it is proposed to communicate, the frequencies and wave length or wave lengths desired to be used, the hours of the day or other periods of time during which it is proposed to operate the station, the purpose for which the station is to be used, the type of transmitting apparatus to be used, the power to be used, the date upon which the station is expected to be completed and in operation, and such other information as the licensing authority may require. Such application shall be signed by the applicant under oath or affirmation.

Such permit for construction shall show specifically the earliest and latest dates between which the actual operation of such station is expected to begin, and shall provide that said permit will be automatically forfeited if the station is not ready for operation within the time specified or within such further time as the licensing authority may allow, unless prevented by causes not under the control of the grantee. The rights

under any such permit shall not be assigned or otherwise transferred to any person, firm, company, or corporation without the approval of the licensing authority. A permit for construction shall not be required for Government stations, amateur stations, or stations upon mobile vessels, railroad rolling stock, or aircraft. Upon the completion of any station for the construction or continued construction for which a permit has been granted, and upon it being made to appear to the licensing authority that all the terms, conditions, and obligations set forth in the application and permit have been fully met, and that no cause or circumstance arising or first coming to the knowledge of the licensing authority since the granting of the permit would, in the judgment of the licensing authority, make the operation of such station against the public interest, the licensing authority shall issue a license to the lawful holder of said permit for the operation of said station. Said license shall conform generally to the terms of said permit.

SEC. 22. The licensing authority is authorized to designate from time to time radio stations the communications or signals of which, in its opinion, are liable to interfere with the transmission or reception of distress signals of ships. Such stations are required to keep a licensed radio operator listening in on the wave lengths designated for signals of distress and radio communications relating thereto during the entire period the transmitter of such station is in operation.

SEC. 23. Every radio station on shipboard shall be equipped to transmit radio communications or signals of distress on the frequency or wave length specified by the licensing authority, with apparatus capable of transmitting and receiving messages over a distance of at least one hundred miles by day or night. When sending radio communications or signals of distress and radio communications relating thereto the transmitting set may be adjusted in such a manner as to produce a maximum of radiation irrespective of the amount of interference which may thus be caused.

All radio stations, including Government stations and stations on board foreign vessels when within the territorial waters of the United States, shall give absolute priority to radio communications or signals relating to ships in distress; shall cease all sending on frequencies or wave lengths which will interfere with hearing a radio communication or signal of distress, and, except when engaged in answering or aiding the ship in distress, shall refrain from sending any radio communications or signals until there is assurance that no interference will be caused with the radio communications or signals relating thereto, and shall assist the vessel in distress, so far as possible, by complying with its instructions.

SEC. 24. Every shore station open to general public service between the coast and vessels at sea shall be bound to exchange radio communica-

tions or signals with any ship station without distinction as to radio systems or instruments adopted by such stations, respectively, and each station on shipboard shall be bound to exchange radio communications or signals with any other station on shipboard without distinction as to radio systems or instruments adopted by each station.

SEC. 25. At all places where Government and private or commercial radio stations on land operate in such close proximity that interference with the work of Government stations can not be avoided when they are operating simultaneously such private or commercial stations as do interfere with the transmission or reception of radio communications or signals by the Government stations concerned shall not use their transmitters during the first fifteen minutes of each hour, local standard time.

The Government stations for which the above-mentioned division of time is established shall transmit radio communications or signals only during the first fifteen minutes of each hour, local standard time, except in case of signals or radio communications relating to vessels in distress and vessel requests for information as to course, location, or compass direction.

SEC. 26. In all circumstances, except in case of radio communications or signals relating to vessels in distress, all radio stations, including those owned and operated by the United States, shall use the minimum amount of power necessary to carry out the communication desired.

SEC. 27. No person receiving or assisting in receiving any radio communication shall divulge or publish the contents, substance, purport, effect, or meaning thereof except through authorized channels of transmission or reception to any person other than the addressee, his agent, or attorney, or to a telephone, telegraph, cable, or radio station employed or authorized to forward such radio communication to its destination, or to proper accounting or distributing officers of the various communicating centers over which the radio communication may be passed, or to the master of a ship under whom he is serving, or in response to a subpoena issued by a court of competent jurisdiction, or on demand of other lawful authority; and no person not being authorized by the sender shall intercept any message and divulge or publish the contents, substance, purport, effect, or meaning of such intercepted message to any person; and no person not being entitled thereto shall receive or assist in receiving any radio communication and use the same or any information therein contained for his own benefit or for the benefit of another not entitled thereto; and no person having received such intercepted radio communication or having become acquainted with the contents, substance, purport, effect, or meaning of the same or any part thereof, knowing that such information was so obtained, shall divulge or publish the contents, substance, purport, effect,

or meaning of the same or any part thereof, or use the same or any information therein contained for his own benefit or for the benefit of another not entitled thereto: *Provided*, That this section shall not apply to the receiving, divulging, publishing, or utilizing the contents of any radio communication broadcasted or transmitted by amateurs or others for the use of the general public or relating to ships in distress.

SEC. 28. No person, firm, company, or corporation within the jurisdiction of the United States shall knowingly utter or transmit, or cause to be uttered or transmitted, any false or fraudulent signal of distress, or communication relating thereto, nor shall any broadcasting station rebroadcast the program or any part thereof of another broadcasting station without the express authority of the originating station.

SEC. 29. Nothing in this Act shall be understood or construed to give the licensing authority the power of censorship over the radio communications or signals transmitted by any radio station, and no regulation or condition shall be promulgated or fixed by the licensing authority which shall interfere with the right of free speech by means of radio communications. No person within the jurisdiction of the United States shall utter any obscene, indecent, or profane language by means of radio communication.

SEC. 30. The Secretary of the Navy is hereby authorized unless restrained by international agreement, under the terms and conditions and at rates prescribed by him, which rates shall be just and reasonable, and which, upon complaint, shall be subject to review and revision by the Interstate Commerce Commission, to use all radio stations and apparatus, wherever located, owned by the United States and under the control of the Navy Department (a) for the reception and transmission of press messages offered by any newspaper published in the United States, its Territories or possessions, or published by citizens of the United States in foreign countries, or by any press associations of the United States, and (b) for the reception and transmission of private commercial messages between ships, between ship and shore, between localities in Alaska and between Alaska and the continental United States: *Provided*, That the rates fixed for the reception and transmission of all such messages, other than press messages between the Pacific coast of the United States, Hawaii, Alaska, the Philippine Islands, and the Orient, and between the United States and the Virgin Islands, shall not be less than the rates charged by privately owned and operated stations for like messages and service: *Provided further*, That the right to use such stations for any of the purposes named in this section shall terminate and cease as between any countries or localities or between any locality and privately operated ships whenever privately owned and operated stations are capable of meeting the normal communication requirements between such countries

or localities or between any locality and privately operated ships, and the licensing authority shall have notified the Secretary of the Navy thereof.

SEC. 31. The expression "radio communication" or "radio communications" wherever used in this Act means any intelligence, message, signal, power, pictures, or communication of any nature transferred by electrical energy from one point to another without the aid of any wire connecting the points from and at which the electrical energy is sent or received and any system by means of which such transfer of energy is effected.

SEC. 32. Any person, firm, company, or corporation failing or refusing to observe or violating any rule, regulation, restriction, or condition made or imposed by the licensing authority under the authority of this Act or of any international radio convention or treaty ratified or adhered to by the United States, in addition to any other penalties provided by law, upon conviction thereof by a court of competent jurisdiction, shall be punished by a fine of not more than \$500 for each and every offense.

SEC. 33. Any person, firm, company, or corporation who shall violate any provision of this Act, or shall knowingly make any false oath or affirmation in any affidavit required or authorized by this Act, or shall knowingly swear falsely to a material matter in any hearing authorized by this Act, upon conviction thereof in any court of competent jurisdiction shall be punished by a fine of not more than \$5,000 or by imprisonment for a term of not more than five years or both for each and every such offense.

SEC. 34. The trial of any offense under this Act shall be in the district in which it is committed; or if the offense is committed upon the high seas, or out of the jurisdiction of any particular State or district, the trial shall be in the district where the offender may be found or into which he shall be first brought.

SEC. 35. This Act shall not apply to the Philippine Islands or to the Canal Zone. In international radio matters the Philippine Islands and the Canal Zone shall be represented by the Secretary of State.

SEC. 36. The licensing authority is authorized to designate any officer or employee of any other department of the Government on duty in any Territory or possession of the United States other than the Philippine Islands and the Canal Zone, to render therein such services in connection with the administration of the radio laws of the United States as such authority may prescribe: *Provided*, That such designation shall be approved by the head of the department in which such person is employed.

SEC. 37. The unexpended balance of the moneys appropriated in the item for "wireless communication laws," under the caption "Bureau of Navigation" in Title III of the Act entitled "An Act making appropriations for the Departments of State and Justice and for the judiciary, and for the Departments of Commerce and Labor, for the fiscal year ending

June 30, 1927, and for other purposes," approved April 29, 1926, and the appropriations for the same purposes for the fiscal year ending June 30, 1928, shall be available both for expenditures incurred in the administration of this Act and for expenditures for the purposes specified in such items. There is hereby authorized to be appropriated for each fiscal year such sums as may be necessary for the administration of this Act and for the purposes specified in such item.

SEC. 38. If any provision of this Act or the application thereof to any person, firm, company, or corporation, or to any circumstances, is held invalid, the remainder of the Act and the application of such provision to other persons, firms, companies, or corporations, or to other circumstances, shall not be affected thereby.

SEC. 39. The Act entitled "An Act to regulate radio communication," approved August 13, 1912, the joint resolution to authorize the operation of Government-owned radio stations for the general public, and for other purposes, approved June 5, 1920, as amended, and the joint resolution entitled "Joint resolution limiting the time for which licenses for radio transmission may be granted, and for other purposes," approved December 8, 1926, are hereby repealed.

Such repeal, however, shall not affect any act done or any right accrued or any suit or proceeding had or commenced in any civil cause prior to said repeal, but all liabilities under said laws shall continue and may be enforced in the same manner as if committed; and all penalties, forfeitures, or liabilities incurred prior to taking effect hereof, under any law embraced in, changed, modified, or repealed by this Act, may be prosecuted and punished in the same manner and with the same effect as if this Act had not been passed.

Nothing in this section shall be construed as authorizing any person now using or operating any apparatus for the transmission of radio energy or radio communications or signals to continue such use except under and in accordance with this Act and with a license granted in accordance with the authority hereinbefore conferred.

SEC. 40. This Act shall take effect and be in force upon its passage and approval, except that for and during a period of sixty days after such approval no holder of a license or an extension thereof issued by the Secretary of Commerce under said Act of August 13, 1912, shall be subject to the penalties provided herein for operating a station without the license herein required.

SEC. 41. This Act may be referred to and cited as the Radio Act of 1927. Approved, February 23, 1927.

[PUBLIC—No. 195—70TH CONGRESS]
[S. 2317]

An Act Continuing for one year the powers and authority of the Federal Radio Commission under the Radio Act of 1927, and for other purposes.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That all the powers

and authority vested in the Federal Radio Commission by the Radio Act of 1927, approved February 23, 1927, shall continue to be vested in and exercised by the commission until March 16, 1929; and wherever any reference is made in such Act to the period of one year after the first meeting of the commission, such reference shall be held to mean the period of two years after the first meeting of the commission.

SEC. 2. The period during which the members of the commission shall receive compensation at the rate of \$10,000 per annum is hereby extended until March 16, 1929.

SEC. 3. Prior to January 1, 1930, the licensing authority shall grant no license or renewal of license under the Radio Act of 1927 for a broadcasting station for a period to exceed three months and no license or renewal of license for any other class of station for a period to exceed one year.

SEC. 4. The term of office of each member of the commission shall expire on February 23, 1929, and thereafter commissioners shall be appointed for terms of two, three, four, five, and six years, respectively, as provided in the Radio Act of 1927.

SEC. 5. The second paragraph of section 9 of the Radio Act of 1927 is amended to read as follows:

"It is hereby declared that the people of all the zones established by section 2 of this Act are entitled to equality of radio broadcasting service, both of transmission and of reception, and in order to provide said equality the licensing authority shall as nearly as possible make and maintain an equal allocation of broadcasting licenses, of bands of frequency or wave lengths, of periods of time for operation, and of station power, to each of said zones when and in so far as there are applications therefor; and shall make a fair and equitable allocation of licenses, wave lengths, time for operation, and station power to each of the States, the District of Columbia, the Territories and possessions of the United States within each zone, according to population. The licensing authority shall carry into effect the equality of broadcasting service hereinbefore directed, whenever necessary or proper, by granting or refusing licenses or renewals of licenses, by changing periods of time for operation, and by increasing or decreasing station power when applications are made for licenses or renewals of licenses: *Provided*, That if and when there is a lack of applications from any zone for the proportionate share of licenses, wave lengths, time of operation, or station power to which such zone is entitled, the licensing authority may issue licenses for the balance of the proportion not applied for from any zone, to applicants from other zones for a temporary period of ninety days each, and shall specifically designate that said apportionment is only for said temporary period. Allocations shall be charged to the State, District, or Territory, or possession wherein the studio of the

station is located and not where the transmitter is located."

Approved, March 28, 1928.

[PUBLIC No. 793—70TH CONGRESS]
[S. 5550]

An Act To authorize the purchase by the Secretary of Commerce of a site, and the construction and equipment of a building thereon, for use as a constant frequency monitoring radio station, and for other purposes.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That the Secretary of Commerce be, and he is hereby, authorized to purchase a suitable site, provided a suitable site now owned by the Government is not available for the purpose, and to contract for the construction thereon of a building suitable for installation therein of apparatus for use as a constant frequency monitoring radio station, and for the construction of a suitable roadway, power, and communication facilities, at a cost not to exceed \$50,000.

Approved, February 21, 1929.

[PUBLIC—No. 1029—70TH CONGRESS]
[H. R. 15430]

An Act Continuing the powers and authority of the Federal Radio Commission under the Radio Act of 1927, and for other purposes.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That all the powers and authority vested in the Federal Radio Commission by the Radio Act of 1927, approved February 23, 1927, shall continue to be vested in and exercised by the commission until December 31, 1929; and wherever any reference is made in such Act to the period of one year after the first meeting of the commission, such reference shall be held to mean the period until December 31, 1929.

SEC. 2. The period during which the members of the commission shall receive compensation at the rate of \$10,000 per annum is hereby extended until March 16, 1930.

SEC. 3. Prior to January 1, 1931, the licensing authority shall grant no license or renewal of license under the Radio Act of 1927 for a broadcasting station for a period to exceed three months and no license or renewal of license for any other class of station for a period to exceed one year.

SEC. 4. The term of office of each member of the commission shall expire on February 23, 1930, and thereafter commissioners shall be appointed for terms of two, three, four, five, and six years, respectively, as provided in the Radio Act of 1927.

SEC. 5. The commission is authorized to appoint a general counsel and pay him a salary of \$10,000 per annum and not to exceed three assistants to such general counsel, at salaries of \$7,500 each per annum. It may appoint such other legal assistants as it may from time to time find necessary for the proper performance of its duties and as from time to time may be appropriated for by Congress.

Approved, March 4, 1929.

[PUBLIC RESOLUTION—No. 17—71ST CONGRESS]
[H. J. Res. 102]

Joint Resolution Making an appropriation for expenses of participation by the United States in the meeting of the International Technical Consulting Committee on Radio Communications to be held at The Hague in September, 1929.

Resolved by the Senate and House of Representatives of the United States of America in Congress assembled, That the sum of \$27,500 is hereby appropriated, out of any money in the Treasury not otherwise appropriated, to remain available until June 30, 1930, to defray the expenses of participation by the United States in the meeting of the International Technical Consulting Committee on Radio Communications, to be held at The Hague in September, 1929, including travel and subsistence or per diem in lieu of subsistence (notwithstanding the provisions of any other Act), compensation of employees, stenographic and other services by contract if deemed necessary, rent of office, purchase of necessary books and documents, printing and binding, official cards, and such other expenses as may be authorized by the Secretary of State.

Approved, June 21, 1929.

[PUBLIC—No. 25—71ST CONGRESS]
[S. 2276]

An Act Continuing the powers and authority of the Federal Radio Commission under the Radio Act of 1927, as amended.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That all the powers and authority vested in the Federal Radio Commission by the Radio Act of 1927, as amended, shall continue to be vested in and exercised by the commission until otherwise provided for by law; and wherever any reference is made in such Act to the period of one year after the first meeting of the commission, such period of one year is hereby extended until such time as is otherwise provided for by law.

SEC. 2. The period during which the members of the commission shall receive compensation at the rate of \$10,000 per annum is hereby extended until such time as is otherwise provided for by law.

SEC. 3. The commission is authorized to appoint a chief engineer who shall receive a salary of \$10,000 per annum, and not to exceed two assistants to such chief engineer at salaries not to exceed \$7,500 each per annum. It may appoint such other technical assistants as it may from time to time find necessary for the proper performance of its duties and as from time to time may be appropriated for by Congress.

Approved, December 18, 1929.

[PUBLIC—No. 123—71ST CONGRESS]
[S. 3448]

An Act To amend the Act of February 21, 1929, entitled "An Act to authorize the purchase by the Secretary of Commerce of a site, and the construction and equipment of a building thereon, for use as a constant frequency monitoring radio station, and for other purposes."

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That the Act en-

titled "An Act to authorize the purchase by the Secretary of Commerce of a site, and the construction and equipment of a building thereon, for use as a constant frequency monitoring radio station, and for other purposes," approved February 21, 1929, be, and the same is hereby, amended to read as follows:

"That the Secretary of Commerce be, and he is hereby, authorized to purchase a suitable site, provided a suitable site now owned by the Government is not available for the purpose, and to contract for the construction thereon of a building suitable for installation therein of apparatus for use of a constant frequency monitoring radio station, and for the facilities, at a cost not to exceed \$80,000."

Approved, April 14, 1930.

[PUBLIC—No. 248—71ST CONGRESS]
[S. 428]

An Act To authorize the transfer of the former naval radio station, Seawall, Maine, as an addition to the Acadia National Park.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That the Secretary of the Navy be, and he hereby is, authorized and directed to transfer to the control and jurisdiction of the Secretary of the Interior as an addition to the Acadia National Park, established under the Act of February 26, 1919 (40 Stat. 1178), as amended by the Act of January 19, 1929 (Public, Numbered 667, Seventieth Congress), all that tract of land containing two hundred and twenty-three acres, more or less, with improvements thereon, comprising the former naval radio station at Seawall, town of Southwest Harbor, Hancock County, Maine, said tract being no longer needed for naval purposes.

Approved, May 23, 1930.

[PUBLIC—No. 494—71ST CONGRESS]
[H. R. 12599]

An Act To amend section 16 of the Radio Act of 1927.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That section 16 of the Radio Act of 1927 (U. S. C., Supp. III, title 47, sec. 96) is amended by striking out the whole of said section and by inserting in lieu thereof the following:

"Sec. 16. (a) An appeal may be taken, in the manner hereinafter provided, from decisions of the commission of the Court of Appeals of the District of Columbia in any of the following cases:

"(1) By any applicant for a station license, or for renewal of an existing station license, or for modification of an existing station license, whose application is refused by the commission.

"(2) By any licensee whose license is revoked, modified, or suspended by the commission.

"(3) By any other person, firm, or corporation aggrieved or whose

interests are adversely affected by any decision of the commission granting or refusing any such application or by any decision of the commission revoking, modifying, or suspending an existing station license.

"Such appeal shall be taken by filing with said court within twenty days after the decision complained of is effective, notice in writing of said appeal and a statement of the reasons therefor, together with proof of service of a true copy of said notice and statement upon the commission. Unless a later date is specified by the commission as part of its decision, the decision complained of shall be considered to be effective as of the date on which public announcement of the decision is made at the office of the commission in the city of Washington.

"(b) The commission shall thereupon immediately, and in any event not later than five days from the date of such service upon it, mail or otherwise deliver a copy of said notice of appeal to each person, firm, or corporation shown by the records of the commission to be interested in such appeal and to have a right to intervene therein under the provisions of this section, and shall at all times thereafter permit any such person, firm, or corporation to inspect and make copies of the appellant's statement of reasons for said appeal at the office of the commission in the city of Washington. Within thirty days after the filing of said appeal the commission shall file with the court the originals or certified copies of all papers and evidence presented to it upon the application involved or upon its order revoking, modifying, or suspending a license, and also a like copy of its decision thereon, and shall within thirty days thereafter file a full statement in writing of the facts and grounds for its decision as found and given by it, and a list of all interested persons, firms, or corporations to whom it has mailed or otherwise delivered a copy of said notice of appeal.

"(c) Within thirty days after the filing of said appeal any interested person, firm, or corporation may intervene and participate in the proceedings had upon said appeal by filing with the court a notice of intention to intervene and a verified statement showing the nature of the interest of such party, together with proof of service of true copies of said notice and statement, both upon appellant and upon the commission. Any person, firm, or corporation who would be aggrieved or whose interests would be adversely affected by a reversal or modification of the decision of the commission complained of shall be considered an interested party.

"(d) At the earliest convenient time the court shall hear and determine the appeal upon the record before it, and shall have power, upon such record, to enter a judgment affirming or reversing the decision of the commissioner, and, in event the court shall render a decision and enter an order reversing the decision

of the commission, it shall remand the case to the commission to carry out the judgment of the court: *Provided, however,* That the review by the court shall be limited to questions of law and that findings of fact by the commission, if supported by substantial evidence, shall be conclusive unless it shall clearly appear that the findings of the commission are arbitrary or capricious. The court's judgment shall be final, subject, however, to review by the Supreme Court of the United States upon writ of certiorari on petition therefor under section 347 of title 28 of the Judicial Code by appellant, by the commission, or by any interested party intervening in the appeal.

"(e) The court may, in its discretion, enter judgment for costs in favor of or against an appellant, and/or other interested parties intervening in said appeal, but not against the commission, depending upon the nature of the issues involved upon said appeal and the outcome thereof: *Provided, however,* That this section shall not relate to or affect appeals which were filed in said Court of Appeals prior to the enactment of this amendment."

Approved, July 1, 1930.

[PUBLIC RESOLUTION—No. 35—71ST CONGRESS]

[H. J. Res. 217]

Joint Resolution Making an additional appropriation for the support of the Federal Radio Commission during the fiscal year 1930 in accordance with the Act approved December 18, 1929.

Resolved by the Senate and House of Representatives of the United States of America in Congress assembled, That the following sums are appropriated, out of any money in the Treasury not otherwise appropriated, for the fiscal year 1930 for salaries and expenses of the Federal Radio Commission as continued by the Act approved December 18, 1929, namely:

For an additional amount for the pay of five commissioners at the rate of \$10,000 each per annum, \$5,000;

For an additional amount for all other authorized expenses of the Federal Radio Commission in performing the duties imposed by the Radio Act of 1927, as amended, including personal services, newspapers and periodicals, law and reference books, special counsel fees, printing and binding, supplies and equipment which, when the aggregate amount involved does not exceed \$25, may be purchased without regard to section 3709 of the Revised Statutes (United States Code, title 41, section 5), contract stenographic reporting services without reference to such section, travel and other necessary expenses, \$26,000; and in addition thereto \$75,000 of the unexpended balance of the appropriation "Salaries and Expenses, Federal Radio Commission, 1927-1929" is hereby re-appropriated and made available for the purposes of the appropriation "Salaries and Expenses, Federal Radio Commission, 1930," all to be retroactive to the date of the approval of such Act of December 18, 1929.

Approved, February 1, 1930.

[PUBLIC—No. 139—72D CONGRESS]
[S. 4289]

An Act To amend the Act of February 23, 1927, as amended (U. S. C., title 47, sec. 85), and for other purposes.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That section 5, subparagraph C of the Act of February 23, 1927, as amended (U. S. C., title 47, sec. 85), is amended by striking

out the word "persons" after the words "issue them to such" and inserting the words "citizens of the United States," so that the amended paragraph will read: "to prescribe the qualifications of station operators, to classify them according to the duties to be performed, to fix the forms of such licenses, and to issue them to such citizens of the United States as he finds qualified."

Approved, May 19, 1932.

PENDING LEGISLATION

SENATE 5201—72ND CONGRESS, 2ND
SESSION

A bill to provide for fees for radio licenses and other purposes. (Mr. Dill.) Read twice (calendar day, December 16, 1932) and referred to the Committee on Interstate Commerce.

THE 1909 COPYRIGHT LAW OF THE UNITED STATES *

(In relation to the public performance of copyrighted music)

For the information of users of copyrighted music in public performances for purpose of profit, the following extracts are quoted from the Copyright Law of the United States of America.

No attempt is made to construe or interpret the language of the Law. It is here presented just exactly as the Law is written.

The power of Congress to enact Copyright Law derives from the Constitution (Article I, Section 8), which provides:

"The Congress shall have power: * * * To promote the progress of science and useful arts, BY SECURING FOR LIMITED TIMES TO AUTHORS and inventors THE EXCLUSIVE RIGHT TO THEIR respective WRITINGS and discoveries:

The Law itself provides:

Section 1—

"That any person entitled thereto, upon complying with the provisions of this Act, shall have the exclusive right:

- (a) To print, reprint, publish, copy and vend the copyrighted work;
- (b) * * * *
- (c) * * * *
- (d) * * * *
- (e) To perform the copyrighted work publicly for profit if it be a musical composition; and for the purpose of public performance for profit * * * *"

Section 3—

"That the copyright provided by this Act shall protect all the copyrightable component parts of the work copyrighted, and all matter therein in which copyright is already subsisting, but without extending the duration or scope of such copyright * * * *"

Section 5—

"That the application for registration shall specify to which of the following classes the work in which copyright is claimed belongs:

- (d) Dramatic or dramatic-musical compositions;
 - (e) Musical compositions;
- * * * *"

* Reprinted from a publication of the American Society of Composers, Authors and Publishers.

Section 6—

"That * * * arrangements * * * or other versions of works in the public domain, or of copyrighted works when produced with the consent of the proprietor of the copyright in such works, or works republished with new matter; shall be regarded as new works subject to copyright under the provisions of this Act * * * *"

Section 7—

"That no copyright shall subsist in the original text of any work which is in the public domain, or in any work which was published in this country or any foreign country prior to the going into effect of this Act and has not been already copyrighted in the United States * * * *"

Section 9—

"That any person entitled thereto by this Act may secure copyright for his work by publication thereof with the notice of copyright required by this Act * * * *"

Section 10—

"That such person may obtain registration of his claim to copyright by complying with the provisions of this Act, including the deposit of copies * * * *"

Section 12—

"That after copyright has been secured by publication of the work with the notice of copyright as provided in section nine of this Act, there shall be promptly deposited in the copyright office or in the mail addressed to the register of copyrights, Washington, District of Columbia, two complete copies of the best edition thereof then published * * * *. No action or proceeding shall be maintained for infringement of copyright in any work until the provisions of this Act with respect to the deposit of copies and registration of such work shall have been complied with."

Section 18—

"That the notice of copyright required by section nine of this Act shall consist either of the word "Copyright" or the abbreviation "Copr.," accompanied by the name

of the copyright proprietor, and if the work be a printed literary, musical or dramatic work, the notice shall include also the year in which the copyright was secured by publication * * * *"

Section 19—

"That the notice of copyright shall be applied, in the case of * * * a musical work either upon its title-page or the first page of music * * * *"

Section 23—

"That the copyright secured by this Act shall endure for twenty-eight years from the date of first publication * * * the proprietor of such copyright shall be entitled to a renewal and extension of the copyright in such work for the further term of twenty-eight years when application for such renewal and extension shall have been made to the copyright office and duly registered therein within one year prior to the expiration of the original term of copyright * * * *"

Section 25—

"That if any person shall infringe the copyright in any work protected under the copyright laws of the United States such person shall be liable:

- (a) To an injunction restraining such infringements;
- (b) To pay the copyright proprietor such damages as the copyright proprietor may have suffered due to the infringement, as well as all the profits which the infringer shall have made from such infringement * * * or in lieu of actual damages and profit such damages as to the Court shall appear to be just, and in assessing such damages the Court may, in its discretion, allow the amount as hereinafter stated * * * and such damages shall not exceed the sum of five thousand dollars, nor be less than two hundred and fifty dollars, and shall not be regarded, as a penalty * * * nor shall limitation as to the amount of recovery apply to infringements occurring after the actual notice to a de-

fendant, either by service of process in a suit or other written notice served upon him.

* * * *

FOURTH. In the case of dramatic or dramtico-musical or a choral or orchestral composition, one hundred dollars for the first and fifty dollars for every subsequent infringing performance; in the case of other musical compositions, ten dollars for

every infringing performance * * *."

Section 28—

"That any person who wilfully and for a profit shall infringe any copyright secured by this Act, or who shall knowingly and wilfully aid and abet such infringement, shall be deemed guilty of a misdemeanor, and upon conviction thereof shall be punished by imprisonment for not exceeding one year or a fine of not less than one

hundred dollars nor more than one thousand dollars, or both, in the discretion of the Court, provided, however, that nothing in this Act shall be so construed as to prevent the performances of religious or secular works, such as oratorios, cantatas, masses, or octavo choruses by public schools, church choirs, or vocal societies, rented, borrowed or obtained from some public library, school choir, or vocal society, provided the performance is given for charitable or educational purposes and not for profit."

APPENDIX

SUPPLEMENTAL DATA—NETWORK PROGRAMS

Columbia Broadcasting System

CALENDAR OF OUTSTANDING CBS BROADCASTS IN 1932

JANUARY

- Jan. 1 Broadcast of Mummers Day Parade from Philadelphia. Prime Minister Bennett of Canada broadcast a New Year message to America.
- 7 Father Cox and Senator James J. Davis of Pennsylvania discussed the unemployed march on Washington.
- 11 "Hello Europe" series by Columbia artists inaugurated special short wave broadcasts to Old World.
- 16 Philadelphia Orchestra concert under Leopold Stokowski broadcast from Philadelphia Academy of Music.
- 24 Scandinavian program re-broadcast to America from Norway, Sweden and Denmark.
- 30 Columbia Institute of Public Affairs series opened with Senator Pat Harrison as speaker.
- 31 Geneva Conference broadcasts started with the Archbishop of York, Baron Rheinbuben, Salvadore de Madariaga and Viscount Cecil in short talks introduced by Frederic William Wile, Columbia news commentator.
- Feb. 2 Arthur Henderson heard in opening speech of the Disarmament Conference. Groundhog's debut for season described in broadcast from Philadelphia Zoo.
- 3 Devastation of the Santiago earthquake described from Cuba as earth still trembled. Senator Swanson heard in speech from the Geneva Conference.
- 7 Andre Tardieu made radio plea for world police force from Geneva.
- 10 Ash Wednesday Services broadcast from Washington Cathedral.
- 12 Word picture of the Lincoln Memorial in Washington given in honor of Lincoln's Birthday. Lady Simon spoke on "Slavery" from Geneva. Dino Grandi heard from the same point.
- 15 Second "Hello Europe" program sent abroad.
- 18 A portion of the performance of "Caponaschi" re-broadcast from Freiburg, Germany.
- 20 Mock trial of Jim Preston broadcast from the United States Senate. The Syracuse Symphony Orchestra introduced on the air.
- 21 Washington Memorial Service.
- 22 Secretary of State Stimson and the Cuban Ambassador to the United States spoke in Pan-American celebration of Washington's Birthday. President Hoover heard in tribute opening Washington Bicentennial Celebration. New York State Washington celebration broadcast from Albany. Parade in Alexandria, Va., described. General Pershing heard addressing Boy Scouts at Valley Forge. President Masaryk of Czecho-Slovakia spoke from Prague. Bi-centennial celebration by the Oldest Inhabitants' Association of Washington, D. C., broadcast to the country.
- 23 Description of National Ping Pong Tournament broadcast from Hotel Algonquin, New York.
- 26 Judge Samuel Seabury spoke on "The New York City Legislative Investigation" from Cleveland, Ohio.
- MARCH
- Mar. 3 Eamon de Valera heard from Dublin, and W. W. Yen spoke to Disarmament Conference in Geneva.
- 4 Four-point broadcast from Trenton, Camden, Princeton, and Hopewell, N. J., gave spot news round-up of developments in Lindbergh kidnaping case.
- 5 The Columbia Institute of Public Affairs presented a debate on prohibition by Congressmen LaGuardia and Blanton in Washington. Bishop Manning, Rabbi Wise and Father Coughlin united in radio appeal to kidnaper of Lindbergh baby.
- 10 Funeral services for John Philip Sousa broadcast from Washington.
- 12 Philadelphia Orchestra heard in second Saturday night concert of the year.
- 13 Results of German elections broadcast from Berlin.
- 19 Finals of the National Indoor Tennis Tournament described from the Seventh Regiment Armory, New York.
- 20 A performance of Haydn's opera, "Life on the Moon," broadcast from the Stadttheater, Schwerin, Germany.
- 23 The tenebrae service heard from St. Peter's Church in Rome.
- 25 Good Friday Services broadcast from Washington Cathedral.
- 26 Debating teams of the University of Pennsylvania and McGill University, Toronto, heard in a discussion, "Resolved: That the foreign policy of the United States is retarding disarmament."
- 27 Easter Sunrise Service broadcast from Arlington National Cemetery, Washington. A second Easter Sunrise Service heard from the Hollywood Bowl. Cardinal Cerretti, Archbishop of Santa Maria Maggiore, heard in a trans-Atlantic Easter message. The ringing of the Ave Maria by the bells of St. Peter's broadcast from Rome.

APRIL

Apr. 2 Philadelphia Orchestra con-

Calendar of Outstanding CBS Broadcasts in 1932—Continued

- cert under Stokowski broadcast from Philadelphia.
- 3 Pope Pius XI heard in the Beatification Service at the Vatican.
- 8 Schoenberg's "Gurrelieder" by the Philadelphia Orchestra, four glee clubs, and soloists under the direction of Leopold Stokowski, broadcast from the Metropolitan Opera House in Philadelphia.
- 9 First of a series of laboratory experiments at New York University broadcast. Governor Roosevelt heard in a talk before the New York Young Democratic Club.
- 10 Sir James Jeans spoke on "The Present Position in Science" from London.
- 11 Opening game of the big league baseball season broadcast from Washington.
- 13 Services at the tomb of Woodrow Wilson broadcast from Washington. Jefferson Day luncheon at the New Willard Hotel aired from the Capital.
- 16 President Glenn Frank, University of Wisconsin, heard in a talk before the annual meeting of the American Academy of Political and Social Science.
- 17 Viscountess Snowden spoke on "Unity of the Methodist Churches," from London.
- 19 Senator Wright Patman of Texas and Congressman J. Hamilton Lewis of Illinois heard in debate on "The Soldiers' Bonus." Julian Huxley talked from London on "Darwin and Evolution."
- 21 Special musical program broadcast from Vienna.
- 24 Ralph D. Blumenfeld, American-born English journalist, spoke from London on "Exiled Forty Years in England."
- 29 Description of the Penn Relays broadcast from Franklin Field, Philadelphia.
- 30 Continuation of Penn Relays described. Ceremonies commemorating Washington's farewell to his army broadcast from Fraunces's Tavern, New York. Prince George's speech before the Royal Academy brought across the Atlantic from London.
- MAY
- May 1 Miss Alice Hargreaves, the original "Alice in Wonderland," spoke from New York.
- 2 Peggy Keenan and Sandra Phillips presented two-piano concert from a transport airplane in flight over New York.
- 3 Dr. Nicholas Murray Butler and George W. Wickersham spoke from the annual convention of Religious and Educational Associations at Columbia University.
- 4 A session of the National Foreign Trade Convention broadcast from Hawaii.
- 7 The Kentucky Derby described from Churchill Downs.
- 8 The Grenadier Guards Band heard in concert from London. Arnold Zweig talked from Berlin.
- 12 Racing broadcasts started with description of the "Toboggan Handicap" from Belmont Park.
- 14 Members of New York Electrical Society at Newark Airport heard address from plane in flight and two-way conversation between plane and ground, while nation listened-in. New York Beer Parade described from street marquee.
- 15 Florence Easton heard in a song recital from London.
- 18 National High School Championship debate broadcast from Sioux City, Iowa.
- 20 British vaudeville bill broadcast from London under the title "Leicester Square."
- 21 Norman Thomas, Heywood Brown and Mayor Hoan of Milwaukee spoke in connection with the Socialist Party's national convention. Amelia Earhart spoke to America upon her arrival in London after her solo trans-Atlantic flight.
- 22 Will Rogers participated in Olympic games program from Los Angeles.
- 23 The song of an English nightingale on his leafy perch in Pangbourne Forest, England, re-broadcast to American listeners.
- 25 Commissioner Edward P. Mulrooney's address to New York's police rookies at Graduation Exercises heard from Madison Square Garden.
- 26 Charity concert in Albert Hall, London, re-broadcast to America.
- 29 The Massing of the Colors broadcast from Washington. Amelia Earhart spoke again from London, telling of her reception. Special broadcast from Holland.
- 31 United States Ambassador Mellon heard speaking at the Anglo-American Banquet in London. Prime Minister Bennett of Canada and Premier Henry of Ontario talked to the American radio audience.
- JUNE
- June 1 Navy Day celebration broadcast from Washington.
- 2 Graduating exercises of the U. S. Naval Academy broadcast from Annapolis.
- 3 "Broadway," a program of American vaudeville, broadcast to London.
- 4 Description of the annual Congressional baseball game aired from Washington.
- 7 Governor Roosevelt spoke from the Port of Albany dedication. National Spelling Bee broadcast from Washington. Congressman La Guardia heard in "A defense of Congress."
- 11 British army's Aldershot Tattoo broadcast from London. National Collegiate Athletic Association track and field meet aired from Chicago. Republican pre-convention broadcast heard from the same city.
- 12 Cardinal Hayes's address at a Holy Name Society gathering in Central Park, New York, broadcast to nation.
- 13 Second pre-convention broadcast heard from Chicago.
- 14 Opening session of the Republican National Convention broadcast from Chicago. Lapel microphone made its debut.
- 15 Republican Convention broadcasts continued.
- 16 Final session of the Republican Convention aired.
- 20 Amelia Earhart's welcome back to the United States after her trans-Atlantic flight broadcast from New York's City Hall; her talk at the luncheon of the Advertising Federation of America and the presentation of a medal to her by the Columbia Broadcasting System also heard by the radio audience.
- 27 Opening session of the Democratic National Convention broadcast from Chicago.
- 28 Second session of the Democratic Convention aired.
- 29 Final broadcast from the Democratic Convention concluded record coverage.
- JULY
- July 1 Ocean City Marble Tournament broadcast from the New Jersey resort.
- 4 Special Independence Day program broadcast from Argentina. Ambassador Mellon, Dr. Nicholas Murray Butler and Lord Mayor of London heard speaking at the Independence Day Banquet in the British capital. R.O.T.C. celebration in Washington and the Tammany Society celebration in New

Calendar of Outstanding CBS Broadcasts in 1932—Continued

- York aired. Broadcast opening session of the Prohibition Party Convention.
- 7 Gertrude Ederle described event by radio as she sped down the Hudson River on an aquaplane. Olympic Rowing trials broadcast from Worcester, Mass.
- 8 Broadcasts of the Olympic Rowing trials continued.
- 9 Premier Herriot of France spoke from Lausanne. Six-Day Bicycle Race at Atlantic City described and the Olympic Rowing trials continued.
- 10 Ernest Hutcheson heard in piano recital from London.
- 11 Crew of yawl, "Curlew," rescued after being lost at sea on a race to Bermuda, spoke from the WABC studios.
- 12 Winston Churchill and Nicholas Murray Butler heard in addresses at the Pilgrims' Washington Bicentennial Dinner in London.
- 13 The Coney Island fire described by radio from a blimp flying over the blazing area.
- 15 Olympic Swimming trials described from Jones's Beach, New York.
- 16 Olympic Swimming trials continued.
- 21 King Albert of Belgium heard in radio address from Brussels. A session of the Imperial Trade Conference broadcast from Ottawa, Canada.
- 23 Frankfort Music Festival broadcast from Festival Hall, Frankfort, Germany.
- 28 A description of the Army and Navy "Calico" Ball broadcast from the U. S. Naval Training Station at Newport, R. I.
- 31 Finals of the Davis Cup Matches described from Roland Garros Stadium, Paris.

AUGUST

- Aug. 1 The Prince of Wales and President Le Brun of France heard speaking at the unveiling of the War Memorial at Thiepval, France.
- 6 Opening ceremonies broadcast from new Welland Ship Canal in Canada.
- 8 War Department Exhibit described from Federal Hall, New York.
- 11 President Hoover's speech of acceptance broadcast from Constitution Hall, Washington. Report on the Walker investigation given from Albany.
- 12 A second report in the Walker Investigation broadcast from Albany.
- 13 Henry I. Harriman, newly-

- elected president of the U. S. Chamber of Commerce, talked on "The Road to Business Stability."
- 14 Unveiling ceremonies at statue of Cardinal Gibbons broadcast from Washington.
- 15 Day's play in the Women's National Tennis Tournament at Forest Hills summarized on the air. Frances Marsalis and Louise Thaden spoke from plane as they sought to establish a new refueling endurance flight record.
- 16 Microphone visit made to Smithsonian Insitute in Washington. Summary of the day's play in the Women's National Tennis Tournament given.
- 17 Federal Radio Commissioners and other delegates to the International Radio Conference talked from Madrid.
- 18 Making of postage stamps described in a broadcast from the U. S. Bureau of Engraving and Printing in Washington.
- 20 Chicagoland Musical Festival broadcast from Soldiers' Field, Chicago. Finals of the Women's National Tennis Tournament described from Forest Hills.
- 22 Finish of Marsalis-Thaden endurance flight described.
- 24 Promenade Concert broadcast from Queens' Hall, London.
- 25 National Men's Doubles and Mixed Doubles Tennis Tournaments described from the Longwood Cricket Club.
- 27 Finals of the Longwood Tennis tournaments broadcast.
- 28 Description of the High Goal Polo Match aired from Sands Point, L. I.
- 31 Eclipse of the sun described in three broadcasts from Conway, N. H.

SEPTEMBER

- Sept. 1 National Air Races described in a broadcast from Cleveland. Walker Cup Golf Match described from the Brookline Country Club, Boston.
- 2 Arthur A. Ballantine and Grover A. Whalen heard in a two-point broadcast from New York and Washington, celebrating the founding of the Treasury Department. The Walker Cup Match again broadcast.
- 3 Program preliminary to the National Men's Singles Tennis Tournament broadcast from Forest Hills, N. Y.

- 4 High Goal Polo Match at Sands Point again described.
- 5 Thompson Trophy Race described from Cleveland.
- 9 "The March of Time" returned to the Columbia network as a sustaining program.
- 10 Finals of the National Men's Singles Tennis Tournament broadcast from Forest Hills. Polo matches broadcast from Meadowbrook, L. I.
- 11 Polo match broadcast from Sands Point.
- 17 The Futurity and the Jockey Club Gold Cup races described from Belmont Park.
- 19 Second Promenade Concert broadcast from London.
- 24 Football broadcasts began with description of Columbia-Middlebury game by Ted Husing.
- 26 President Hoover, Post Master-General Brown and Senator Reed Smoot spoke at laying of cornerstone of New Post Office Department Building in Washington. Ramsay MacDonald heard from London.
- 28 Opening game of the World Series described from the Yankee Stadium, New York.
- 29 Oct. 1, 2 World Series games broadcast from New York and Chicago.

OCTOBER

- Oct. 3 The Republican State Convention broadcast from Buffalo, New York, and the Democratic State Convention from Albany.
- 4 Second day's sessions of both state political organizations broadcast.
- 5 J. Alfred Spender spoke from London on "American Principles vs. European Policy."
- 9 Regular Sunday broadcasts of New York Philharmonic-Symphony Orchestra concerts began, with Arturo Toscanini conducting.
- 12 Exchange programs broadcast between New York and Madrid.
- 13 Mrs. Herbert Hoover talked to Girl Scouts from the White House. President Hoover heard addressing the Bar Association at Constitution Hall, Washington.
- 14 First of new unsponsored series of concerts by Philadelphia Orchestra with Leopold Stokowski conducting broadcast from Philadelphia Academy of Music.
- 16 President Hoover and Newton D. Baker opened series of special dual-network

Calendar of Outstanding CBS Broadcasts in 1932—Continued

- programs for Welfare and Relief Mobilization of 1932. President Giuseppe Motte of Switzerland heard in international broadcast.
- 17 J. B. Priestley started international broadcast series with address "To a High-brow."
- 21 Secretary of Navy Adams and the Navy Band heard in broadcast commemorating 135th anniversary of the launching of the U.S.S. Constitution.
- 23 Jack Dempsey, Babe Ruth, Lou Gehrig, Tommy Hitchcock, Earle Sande, Ted Coy, Albie Booth, Willie Hoppe, Eddie Tolan, Babe Didricksen, Gene Sarazen, Johnny Weismuller and Gar Wood spoke from New York, Dallas, Tex., Wilkes-Barre, Pa., Detroit, Chicago and Los Angeles in elaborate broadcast for Welfare and Relief Mobilization. Music of an orchestra and organ, separated by several miles, synchronized over the radio for the first time.
- 24 The American School of the Air opened its 1932-33 season.
- 29 Bordeaux wine heard flowing into its casks in broadcast of the wine harvest from St. Julien, France.

NOVEMBER

- Nov. 1 First business convention held by means of radio.
- 2 Ted Husing, in four broadcasts from different sections of New York, interviewed "The Man in the Street" regarding the elec-

- tions in first radio presidential poll.
- 8 Election returns broadcast from WABC studio.
- 9 Ramsay MacDonald heard speaking at the Lord Mayor's Banquet in the Guildhall, London.
- 10 Presentation of the American Academy of Arts and Letters Medal for Good Diction on the Radio to David Ross, Columbia announcer, broadcast from New York.
- 11 Special Armistice Day program broadcast from Washington Cathedral. Armistice Day roll call heard from the steps of the Capitol.
- 12 Dr. Julius Curtius spoke on "An Interpretation of the German Election" from New York. Special program heard from Honolulu.
- 13 Prince Chimay gave advice on "Why Drink and What?" from Paris.
- 22 Arrival of President-elect Roosevelt in Washington described for nation.
- 23 Oscar of the Waldorf told how to prepare a Thanksgiving Day dinner in a broadcast from the hotel kitchen.
- 25 Morton Downey sang from blimp flying over New York for benefit of unemployment relief fund.
- 26 First of sponsored series of concerts by Philadelphia Orchestra broadcast from Philadelphia Academy of Music.
- 27 Leon Trotsky addressed radio audience from Copenhagen, Denmark.

- 29 Alfred E. Smith made debut as singer in behalf of New York Infirmity for Women and Children in Town Hall broadcast. John Charles Thomas inaugurated series of weekly broadcasts by operatic stars.

DECEMBER

- Dec. 1 Nationally famous Aborn Light Opera Company made radio debut.
- 4 Dr. Yen and Yosuki Matsuoka, Chinese and Japanese delegates to Disarmament Conference, spoke from Geneva.
- 5 Congressman and Senators interviewed by Frederic William Wile with a lapel microphone as they walked through the halls of the Capitol as the "lame duck" session was convened.
- 6 Ted Husing, using lapel microphone, interviewed the New York "Man in the Street" on how he felt about the return of beer. Maria Jeritza gave one of her infrequent radio performances.
- 10 Special broadcast from Java heard, including address by the Governor-General and a program of Javanese music.
- 13 Feodor Chaliapin sang to a radio audience for the first time since his return to the United States after an absence of four years.
- 14 Memorial exercises at the oldest free school in America, built by George Washington, broadcast on the anniversary of the first president's death.

CBS INCOMING INTERNATIONAL BROADCASTS IN 1932

Ninety-three programs, totalling more than 36 hours, from foreign countries, were broadcast over the CBS network. These originated in seventeen different countries of Europe and South America, Honolulu and Java. (Seven broadcasts originating in the United States which were carried by the CBS network were sent to 13 countries of Europe in exchange for broadcasts received from them during 1932.)

JANUARY

- Jan. 1 Frederick Kuh, from Berlin: "Events in Manchuria."
- 3 Sir Basil Blackett, from London: "Economic Outlook for 1932."
- 10 Sir Wm. Beveridge, from London: "Economic Prospects."
- 17 Vicki Baum, from Berlin: "My Impressions of America."
- 24 Scandinavian program, from Copenhagen, Oslo, Stockholm.
- 29 Dr. David L. Crawford, from Honolulu: "Conditions in Hawaii."
- 31 From Geneva, Switzerland: Disarmament Conference Prospects. Frederic William Wile, Archbishop of

York, Salvador de Madariaga, Baron Rheinbuben Augusto Rosso, Mrs. Ben Hooper, Viscount Cecil.

FEBRUARY

- Feb. 2 Arthur Henderson, from Geneva, Switzerland: opening speech of Disarmament Conference.
- 3 Description of earthquake scenes, from Santiago de Cuba. Antonio de Los Santos.
- 3 Disarmament Conference, from Geneva, Switzerland. Senator Claude A. Swanson.
- 7 Disarmament Conference. Andre Tardieu.
- 10 Sir Oliver Lodge, from London: "Science and Civilization."

- 10 Disarmament Conference, from Geneva, Switzerland. Sir John Simon.
- 12 Lady Simon, from Geneva, Switzerland. "Slavery."
- 12 Disarmament Conference, from Geneva, Switzerland. Dino Grandi.
- 14 Disarmament Conference, from Geneva, Switzerland. Sisley Huddleston.
- 17 W. W. Yen, from Geneva, Switzerland. "China and the League."
- 18 "Caponacchi" premiere, from Freiburg, Germany.
- 21 Disarmament Conference, from Geneva, Switzerland. Dr. Edvard Benes.
- 22 President Masaryk, from Prague: Washington's

CBS Incoming International Broadcasts in 1932—Continued

- 24 Birthday address.
24 Disarmament Conference from Geneva, Switzerland. Ambassador Nadolny.
- 28 Disarmament Conference, from Geneva, Switzerland. Mrs. Corbett Ashby, Miss M. Winifred Kydd.
- MARCH
- Mar. 2 Disarmament Conference, from Geneva, Switzerland. Ambassador Hugh S. Gibson.
- 3 Eamon de Valera, from Dublin: "The Victory of Fianna Fail."
- 3 Speech before League Assembly, Geneva, Switzerland, W. W. Yen.
- 4 Commander King-Hall, from London: "Naval Affairs."
- 6 Disarmament Conference, Geneva, Switzerland. Dr. Mary E. Woolley.
- 13 Theodor Lewald, from Berlin: "Is German Sport Camouflaged Militarism?"
- 13 Presidential election results, from Berlin. C. Hooper Trask.
- 17 Program of Irish music, from Dublin.
- 20 Haydn's "Life on the Moon," from Schwerin.
- 25 From Vatican City: Tenebrae Service in St. Peter's.
- 27 From Buenos Aires: Program of Easter music, and Msgr. Franceschi.
- 27 From Rome: Cardinal Cerretti and Choir from Santa Maria Maggiore.
- APRIL
- Apr. 3 Sir James A. Salter, from London: "Prospects of World Trade."
- 10 Sir James Jeans, from London: "The Present Position in Science."
- 12 British folk music, from London.
- 17 Viscountess Snowden, from London: "Unity of the Methodist Churches."
- 19 Julian Huxley, from London: "Darwin and Evolution—The Verdict of Modern Science."
- 22 From London: "The Common Heritage."
- 23 Opening Shakespeare Memorial Theatre from Stratford-on-Avon.
- 24 Ralph D. Blumenfeld, from London: "Exiled 40 Years in England."
- 28 "The Eternal Schoolboy" series, from London.
- MAY
- May 4 National Foreign Trade Convention, from Honolulu.
- 8 Grenadier Guards Band, from London.
- 8 Arnold Zweig, from Berlin.
- 9 J. H. Thomas, from London.
- 15 Florence Easton, singing from London.
- 15 Henry Clay, from London: "How Britain Cares for Its Unemployed."
- 20 From London: "Leicester Square."
- 23 From London: English Nightingale.
- 26 From London: Charity Concert, Albert Hall.
- 26 From London: "The Great Unlicked."
- 28 Bonn University, from Berlin.
- 29 Dutch program, from Holland.
- 31 Ambassador Mellon at Anglo-American Banquet, from London.
- JUNE
- June 6 Frank Roscoe, from London.
- 11 Aldershot Tattoo, from London.
- JULY
- July 4 From London: Independence Day Banquet of American Society.
- 4 From South America: Independence Day program.
- 9 Edouard Herriot, from Geneva, Switzerland.
- 10 Ernest Hutcheson, pianist, broadcasting from London.
- 11 George Bernard Shaw, from London.
- 12 Pilgrims' Society Washington Bi-centennial Dinner, from London.
- 21 King Albert, from Belgium.
- 23 Frankfort Music Festival, from Frankfort, Germany.
- 31 Davis Cup Finals, from Paris.
- AUGUST
- Aug. 1 Prince of Wales and President of France at Thiepval War Memorial, from Paris.
- 24 Promenade Concert from Queens Hall, London.
- 27 Stanley Baldwin, from London: "The Imperial Conference."
- SEPTEMBER
- Sept. 19 Promenade Concert, from London.
- 21 Lieut. Col. John Bushan, from London.
- 26 Ramsay MacDonald, from London.
- OCTOBER
- Oct. 2 Lord Gainford.
- 9 J. Alfred Spender, from London: "American Principles and European Policy."
- 17 J. B. Priestley, from London: "To a Highbrow."
- 23 President Guiseppe Motta, from Berne, Switzerland.
- 24 Harold Nicolson, from London: "To a Lowbrow."
- 29 Bordeaux wine harvest, from St. Julien, France.
- NOVEMBER
- Nov. 9 Stanley Baldwin, at Lord Mayor's Banquet, from London.
- 12 From Honolulu: Robert Montgomery.
- 13 Prince Chimay, from Paris: "Why Drink and What?"
- 14 Rt. Hon. Lord Ponsonby, from London: "To an Old School Friend."
- 20 Lord Lytton, from London: "The Manchurian Situation."
- 27 Leon Trotsky, from Copenhagen.
- DECEMBER
- Dec. 4 From Geneva, Switzerland: Speeches by representatives of Japanese and Chinese Delegations—Dr. Yen, Matsuoka.
- 10 Greetings from Java.
- 17 From Boston, England: Dedication restored Parish Church.
- 18 From Nuremburg, Germany: "The News from Toy Town."
- 24 From Paris: Midnight Mass from Church of the Madeleine.
- 25 Children's Christmas carols, from London, Paris, Berlin.
- 31 Students' Chorus, from Leipzig.
- 31 Big Ben striking the New Year, from London.

CBS BROADCASTS OF PUBLIC AFFAIRS

- Jan. 6 Wm. Z. Ripley of Harvard and Joseph Stagg Lawrence of Princeton—Debate on Present Railroad Situation.
- 7 Alfred P. Sloan before Boston Chamber of Commerce—"Industry's Problems."
- Father Cox and Senator James J. Davis of Pennsylvania—"Unemployed March on the Capitol."
- 9 Minister of Finland—"Finland's Prohibition Referendum and Developments in its Liquor Question."
- 13 Governor Byrd of Virginia.
- 17 Speeches by Committee to Combat Communism—Secretary Doak, General Harbord, Martin Littleton, Matthew Woll, Representative Hamilton Fish.
- 21 Senator Robert F. Wagner—"Life Insurance Day in National Thrift Week."

CBS Broadcasts of Public Affairs—Continued

- 23 Harry J. Haas, President American Bankers Ass'n.
 26 Hon. Jouette Shouse—"Why a Victory Campaign?"
 27 Julius H. Barnes, Chairman of the Board of U. S. Chamber of Commerce.
 Feb. 4 Governor Albert C. Ritchie of Maryland.
 5 Mayor Hoan of Milwaukee—"America's Solvent City."
 11 Senator Smith of South Carolina.
 17 Lee H. Bristol, Mark T. McKee and Matthew Woll.
 23 Representative Sol Bloom—"Geo. Washington Bicentennial."
 26 Judge Samuel Seabury—"The New York Investigation."
 Mar. 2 Assistant Secretary of Navy Jahncke.
 6 Speeches by President Hoover, Col. Knox, Secretary Mills, Senator Robinson and General Dawes—RFC broadcast.
 9 Mayor Harrison of Louisville "Checking the Municipal Runaway."
 11 General Harbord, Herbert Kaufmann—"Anti-Hoarding Campaign."
 18 Mayor Russell Wilson of Cincinnati—"City Manager Plan."
 23 James G. MacDonald of Foreign Policy Association.
 24 Myron C. Taylor before Boston Chamber of Commerce.
 Congressman Henry T. Rainey—"Further Methods of Balancing the Budget."
 31 Wallace Pratt Dunham, Dean of Harvard Business Administration—"This Money Panic."
 Apr. 4 Representative LaGuardia—"The Mission of the Progressives in the Present Congress."
 5 Secretary of Treasury Ogden L. Mills—"Unemployment."
 7 Ex-Senator France of Maryland—"Unemployment."
 9 Governor Franklin D. Roosevelt before New York Young Democratic Club.
 14 Don Juan Francisco de Cardenas, Spanish Ambassador to the U. S.—"The First Anniversary of Founding of the Spanish Republic."
 Vice-President Curtis—"Pan American Day."
 18 Vice-President Curtis before D.A.R. 41st Continental Congress.
 19 Senator Wright Patman of Texas and Congressman J. Hamilton Lewis of Illinois—Debate on the Soldiers Bonus.
 22 Secretary Mills before D.A.R. 41st Continental Congress.
 29 Secretary Wilbur—"Our Responsibilities for Child Health."
 May 4 Hon. Mary T. Norton, Congresswoman from New Jersey.
 Lieut. Governor Herbert H. Lehmann.
 9 Former Senator Henry J. Allen of Kansas and Senator Arthur M. Robinson of Indiana—"Law Enforcement."
 18 James R. Beverly, Governor General of Porto Rico.
 26 Nellie Taylor Ross—National Democratic Victory Campaign.
 June 7 Representative LaGuardia—"A Defense of Congress."
 8 Governor Albert C. Ritchie of Maryland.
 22 Assistant Secretary of the Navy Jahncke.
 24 Representative John O. Tilson from Washington.
 July 4 Senator James E. Watson—"Our Country—1932."
 14 Secretary of War Hurley before Ohio State Republican Convention—"The New Deal."
 29 Col. Frank E. Webb "The Liberal Party Platform."
 Senator Pat Harrison—"An Answer to Secretary Mills and Other Administration Spokesmen."
 Aug. 3 Senator William E. Borah—"International Debts, Other Foreign Problems and the American Farmer."
 11 President Hoover's Speech of Acceptance from Constitution Hall.
 17 Broadcast by Federal Radio Commissioners and other Delegates to the International Radio Conference in Madrid.
 Sept. 2 Arthur A. Ballantine and Hon. Grover A. Whalen—143rd Anniversary of Founding of the Treasury Department.
 17 Hon. Morton Bodfish—"How the Home Loan Bank Affects Washington."
 19 Gilbert H. Montague—"Changing the Anti-Trust Laws to Improve Merchandising."
 20 Dean Wallace B. Dunham of Harvard Business School and Loring A. Schuler, Editor, Ladies' Home Journal before Boston Conference on Retail Distribution.
 Col. Robert F. McCormick before Grain Dealers National Association.
 Oct. 3 Admiral Richard E. Byrd before Advertising Club Luncheon.
 13 President Hoover's speech before the Bar Association.
 21 Col. Robert McCormick before Ohio Chamber of Commerce.
 Nov. 18 Mrs. August Belmont and Harvey D. Gibson.

CBS BROADCASTS OF WELFARE AND RELIEF MOBILIZATION

NEWTON D. BAKER NATIONAL CITIZENS COMMITTEE

- Oct. 16: Speakers were President Hoover and the Hon. Newton D. Baker, introduced by Walter S. Gifford; U. S. Marine Band, under the direction of Captain Taylor Bronson, and U. S. Marine Orchestra.
 Oct. 23: Sports program—Graham McNamee, Ted Husing, Johnny Weismuller, Jim Thorpe, Ted Coy, Albie Booth, Babe Didriksen, Gene Sarazen, Earle Sande, Tommy Hitchcock, Vincent Richards, Jack Dempsey, Gar Wood, Babe Ruth, Lou Gehrig, Eddie Tolan, Willie Hoppe; Hon. Newton D. Baker and William Green, speakers; University of California Band

- led by Modeste Alloo; University of Illinois Glee Club; Harvard University Band.
 Oct. 30: Leading figures in the world of music and symphony orchestra program—Minneapolis Symphony; San Francisco Symphony Orchestra; Claudia Muzio, accompanied by concert orchestra under Gaetano Merola; Richard Bonelli, accompanied by San Francisco Symphony under Alfred Hertz; Dusolina Giannini. Speakers: Governor Roosevelt, Jane Addams, introduced by Dr. George Vincent, vice-chairman of the Welfare and Relief Mobilization.
 Nov. 6: Radio Personalities Program—James Wallington and Harry Von Zell, announcers; Colonel Stoopnagle and Budd,

- Clara, Lu, 'n' Em, Fray and Braggiotti, J. Herbert Case introducing Nicholas Murray Butler, Pickens Sisters, Easy Aces, Amos 'n' Andy, Tito Guizar, J. H. Case introducing Al Smith, Mills Brothers, Eddie and Ralph, Burns and Allen, Ray Perkins, Raymond Knight.
 Nov. 13: Popular dance orchestras and outstanding radio vocalists—Paul Whiteman and his orchestra, Ruth Etting, Owen D. Young introducing Amelia Earhart, Freddie Rich and his orchestra accompanying William Hall and Do Re Mi Trio, Ben Bernie and his orchestra, Owen D. Young introducing John Stewart Bryan, Countess Olga Albani, Guy Lombardo and his Royal Canadians.

CBS POLITICAL CAMPAIGN BROADCASTS—1932

The Columbia Broadcasting System, from the convention of the Socialist Party in Milwaukee on May 21, through the conventions of the two major parties, and up to and including President Hoover's speech of acceptance of the nomination on August 11, contributed, without charge to any party, more than

56 full hours of time on the air, principally over nationwide hook-ups, to political speakers.

This is exclusive of the time devoted by the Columbia Broadcasting System to political and news commentators in its regular sustaining programs.

Time given to election returns on

November 8 was 4¼ hours.

Time bought by the National Political Parties during the Campaign for 1932 was as follows:

26 broadcasts *Democratic* 17¼ hours
 29 broadcasts *Republican* 18½ hours
 2 broadcasts *Socialist* ½ hour

CBS SUSTAINING PROGRAM DATA

Supplement to Sustaining Program Section (page 25), covering details of subjects, speakers, etc.

NATIONAL ADVISORY COUNCIL ON RADIO IN EDUCATION

VOCATIONAL GUIDANCE

- John M. Brewer, Director, Bureau of Vocational Guidance, Graduate School of Education, Harvard University—"Vocational Guidance—What It Is."
- Joseph Jastrow, former head Department of Psychology, University of Wisconsin—"Vocational Guidance—What It Isn't."
- Daniel A. Poling, President, International Society of Christian Endeavor—"Choosing a Job in 1732 vs. Choosing a Job in 1932."
- Paul Douglas, Professor Industrial Relations, University of Chicago—"Technical Changes Affecting Vocational Choice."
- Cyrus F. Ching, Director Industrial and Public Relations, U. S. Rubber Co.—"Re-training and Adjustment in Occupations."
- Clarence Yoakum, Vice-President, University of Michigan—"Studying the Person."
- C. R. Mann, Director, American Council on Education—"Studying the Occupation."
- David Snedden, Professor, Educational Sociology and Vocational Education, Teachers College, Columbia University—"Education and Training for the Job."
- L. P. Jacks, former Principal of Manchester College, Oxford, Eng.—"Education and Training for Leisure."

LABOR AND THE NATION

First Series

- William Green, President, American Federation of Labor—"American Labor in the Nation."
- Victor A. Olander, Secretary-Treasurer, International Seamen's Union; Secretary-Treasurer, Illinois State Federation of Labor—"How Labor Rose from Slavery to Freedom"; "How Labor Has Secured Free Speech."
- John P. Frey, Secretary-Treasurer, Metal Trades Department, American Federation of Labor; member International Molders Union of North America—"How Modern Industry Came to America"; "Labor in Politics."
- Thomas Kennedy, Secretary-Treasurer, United Mine Workers of America; Treasurer, Workers Edu-

- cation Bureau of America—"The Role of Labor in Early American History."
- Thomas E. Burke, Secretary-Treasurer, United Association of Plumbers and Steam Fitters of the United States and Canada; President, Workers Education Bureau of America—"A Hundred Years of the Labor Movement."
- Matthew Woll, Vice-President, American Federation of Labor; President, Union Labor Life Insurance Company; Vice-President, International Photo Engravers' Union of North America—"The Policies of American Labor"; "How Labor Shapes Public Opinion."
- Spencer Miller, Jr., Secretary, Workers Education Bureau of America—"What Labor Has Done for Education."

Second Series

- Frank Morrison, Secretary, American Federation of Labor—"The Closed and Open Shop."
- John L. Lewis, President, United Mine Workers of America—"Wages and Hours."
- James Maloney, President, Glass Bottle Blowers Ass'n.—"Technological Unemployment."
- Daniel Tobin, President, International Brotherhood of Teamsters—"Labor and International Relations."
- Chester Wright, Editor, *International Labor News Service*—"Labor and the News."
- Charles P. Howard, President, International Typographical Union—"Collective Bargaining."
- James Wilson, President, Pattern Makers League of North America—"Labor and Judicial Reform."
- Thomas Flaherty, Secretary, National Federation of Post Office Clerks—"Labor and Immigration."
- Philip Randolph, President, Brotherhood of Sleeping Car Porters—"Labor and the Negro."
- Paul Scharrenberg, Secretary, California State Federation of Labor—"Labor Legislation."

PUBLIC AFFAIRS INSTITUTE

- Jan. 16 Secretary Arthur M. Hyde—"The Emergency \$2,000,000 Reconstruction Finance Corporation."
- 23 Bascomb N. Timmons—Inaugurated as President, National Press Club.

- 23 Senator Pat Harrison—"Taxation and Tariff Plans of the Democrats."
- Feb. 6 Senator Henrik Shipstead—"Has China or Japan Broken Existing Treaties?"
- 13 Senator Edward P. Costigan (Affirmative), Senator Otis F. Glenn (Negative)—"Should the Federal Government Advance Funds to the States and Other Political Subdivisions to Relieve the Present Unemployment Situation?"
- 20 Henry Kittredge Norton—"Japan, China, Manchuria and Shanghai."
- 27 Father Joseph Lonergan (Affirmative), Rabbi Stephen S. Wise (Negative)—"Shall the Congress Enact the American Legion National Defense Program?"
- Mar. 5 Representative Fiorello H. LaGuardia (Affirmative), Representative Thomas Blanton (Negative)—"Black-Linticum Bill."
- 12 Secretary Ogden L. Mills—"The New Tax Bill."
- 19 William Green, President of the American Federation of Labor—"Unemployment." Edward Keating, Editor of *Labor*—"The Six-hour Day and Retirement Insurance."
- 26 Frederic William Wile—"America's Part in the Geneva Disarmament Conference."
- Apr. 2 Senator William H. White, Jr.; Senator Reed Smoot; Peter F. Synde, Assistant Secretary of Labor; Representative Paul J. Kvale; Representative Joe Crail; Representative Fritz Latham; Representative Carlton Mobley; Kenneth Romney, House Sergeant-at-arms; William Tyler Page, Minority Clerk of the House—13th Annual Dinner of the "Little Congress."
- 9 Representative John E. Rankin (Affirmative), Representative Royal C. Johnson (Negative)—"Shall the

CBS Sustaining Program Data—Continued

- Adjusted Service Certificates Known as the Soldiers' Bonus be Paid Immediately in Cash in Full?"
- 16 Col. R. F. McCormick—"The 'The National Peril.'"
- 23 John Grier Hibben, President of Princeton University—"American Lawlessness—the Lesson of the Lindbergh Tragedy."
- 30 Allen T. Treadway, Member of House Economy Committee—"The National Economy Yardstick."
- Senator Tasker L. Oddie—"The Effect of Indiscriminate and Unintelligent Cutting of Governmental Expenditure."
- May 7 Governor O. Max Gardner of North Carolina—"Retrenchment and Reform in State Government."
- 14 Ex-Senator James A. Reed—"Common Sense in Government."
- 21 Senator Pat Harrison of Mississippi—"The Pending Tax Bill."
- 28 Senator Hiram Bingham of Connecticut—"The Pending Tax Bill."
- June 4 Edward A. O'Neal, President American Farm Bureau Federation—"The Agricultural Omnibus Relief Bill."
- 11 Manuel Roxas, Speaker of the House of Representatives of the Philippine Legislature—"Philippine Independence."
- 18 Jouett Shouse, Chairman, Democratic Executive Committee—"What the Republicans have Left Undone."
- 25 Former Senator James A. Reed of Missouri—"What the Democrats Should Accomplish."
- July 2 Frederic William Wile and David I. Walsh, Senator from Massachusetts—"The Fight for the Prohibition Repeal Plan in Democratic Convention."
- 9 Senator Robert F. Wagner of New York, Representative Allen T. Treadway, Massachusetts—"Status of Wagner-Garner \$2,500,000,000 Relief Bill."
- 16 Sir Willmott Lewis, K.B.E., American Correspondent, *London Times*—"British Imperial Conference at Ottawa, July 21st."
- 23 Senator William E. Borah of Idaho—"The Lausanne Reparations Agreement."
- 30 James A. Farley, Roosevelt campaign manager—"A Preview of the Campaign."
- Aug. 6 Hon. John Barrett, Former American Minister to the Argentine, Panama and Columbia—"South America in Turmoil."
- 13 Henry I. Harriman, President U. S. Chamber of Commerce—"The Road to Business Stability."
- 20 Inazo Nitobe, Member of the Japanese House of Peers, visiting in America to attend the Williamstown Institute of Politics—"Japanese Foreign Policy."
- 27 Prof. Harlow Shapley—"The Eclipse."
- Sept. 3 Hon. William N. Doak, Secretary of Labor—"The Significance of 1932 Labor Day."
- 10 Charles A. Miller, President of the Reconstruction Finance Corporation—"What the R.F.C. Really Means."
- 24 The Hon. Vithalbai Patel, Indian jurist and legislator—"The Indian Situation."
- NATIONAL STUDENT FEDERATION SERIES
- Jan. 25 Rennie Smith—"Will This Generation Inherit Unemployment and Poverty?"
- Feb. 8 Darwin J. Meserole—"A Way Out for America."
- 22 Chester S. Williams—"Youth Peace Declaration."
- Mar. 7 Princeton Students—Political Debate.
- 21 Dr. Charles K. Webster—"New British Policies."
- Apr. 4 Oswald Garrison Villard—"The Evil Peace Treaty and Its Results."
- 18 Dr. Nicholas Murray Butler—"What Follows the Pact of Paris."
- May 2 Upton Close—"What Lies Beyond in the Orient."
- 4 Joy Elmer Morgan—Inaugurating series on "Prohibition Plainly Put."
- 8 Inazo Nitobe—"Japan and the League."
- 11 C. T. Revere—"Prohibition Plainly Put."
- 18 Fred A. Victor—"Prohibition Plainly Put."
- 25 James M. Beck—"Prohibition Plainly Put."
- June 1 Jesse F. Orton—"Prohibition Plainly Put."
- 9 Pierre S. du Pont—"Prohibition Plainly Put."
- Oct. 3 Dr. C. R. Hennings—"Germany's Right to Re-arm."
- 10 Dr. Stephen P. Duggan—"Our Cultural Balance Sheet."
- 17 Debaters from Oxford—"British Young Men in Politics."
- 26 Sir Norman Angell—"Youth and the World's Chaos."
- 31 Paul Blanshard—"How Shall the Student Prepare Himself for Municipal Leadership?"
- Nov. 7 Archie N. Palmer—"The College and Depression."
- 21 Henry Noble MacCracken—"Frontiers and Free Thought."
- 28 Dr. Fritz Rager—"Balancing the Budget in Europe with Unemployment Insurance."
- Dec. 5 Dr. Stephen S. Wise—"How Moral is the New Morality?"
- 12 E. R. Murrow—"Youth and Revolts."
- SCIENCE SERVICE
- Jan. 1 Dr. Charles F. Marvin, Chief, U. S. Weather Bureau—"Simplifying Our Calendar."
- 8 Prof. C. H. Desch, University of Sheffield—"Metals in the Use of Man."
- 15 Dr. Henry K. Benson, University of Washington—"The Role of Cellulose in Industry."
- 22 Lieut. Comm. R. R. Lukens, U. S. Coast and Geodetic Survey—"Oddities of the Ocean."
- 29 Dr. H. S. Cumming, Surgeon General, U. S. Public Health Service—"Public Health Progress."
- Feb. 5 Dr. George H. Shull, Princeton University—"Evening Primroses and Evolution."
- 12 Prof. J. Harlen Bretz, University of Chicago—"The United States During the Ice Age."
- 19 Dr. Ralph H. McKee, Columbia University—"Tree Crops for Paper Making."
- 26 Dr. Vernon Bailey, U. S. Biological Survey—"Ways of the Beaver People."
- Mar. 4 Prof. Charles J. Chamberlain, University of Chicago—"The Age and Size of Plants."
- 11 Dr. Huntington Williams, Baltimore City Health Department—"Science—The Guardian of the Family Health."
- 18 H. A. Marmor, U. S. Coast and Geodetic Survey—"The Gulf Stream."
- 25 Dr. A. W. Freeman, School of Hygiene and Public Health, Johns Hopkins University—"The Conquest of Diphtheria."
- Apr. 1 C. Ross Smith, University Museum, University of Pennsylvania—"New

CBS Sustaining Program Data—Continued

- Discoveries in Old Persia.”
- 8 Dr. John H. Pitman, Swarthmore College — “David Rittenhouse.”
- 15 P. L. Ricker, U. S. Department of Agriculture—“The Protection of Our Native Flowers.”
- 22 Prof. Ernest A. Hooton, Harvard University — “Preliminary Remarks on the Anthropology of the American Criminal.”
- 29 Dr. Maurice C. Hall, U. S. Department of Agriculture—“A World of Parasites.”
- May 6 James B. McNair, Field Museum of Natural History—“Poison Ivy and What To Do About It.”
- 13 Dr. J. P. Simonds, Northwestern University Medical School — “Making Bacteria Visible and Its Significance.”
- 20 Dr. Edwin G. Conklin, Princeton University—“The Wisdom of Living Things.”
- 27 Charles Breasted, Oriental Institute, University of Chicago — “Flying Through the Ancient Near East.”
- June 3 R. W. Smith, Bureau of Standards — “What Do You Weigh Today?”
- 10 Charles W. Gilmore, U. S. National Museum—“Concerning Dragons.”
- 17 Prof. A. L. Melander, College of the City of New York—“Fighting Insects with Powder and Lead.”
- 24 Comm. C. L. Garner, U. S. Coast and Geodetic Survey—“Seeing Things at A Distance.”
- July 1 James Stokley, Franklin Institute Museum—“This Year’s Eclipse of the Sun.”
- 8 Dr. William Crocker, Boyce Thompson Institute for Plan Research—“Feeding the Growing Population.”
- 15 Dr. Henry G. Knight, U. S. Department of Agriculture—“Produce a n d Profit.”
- 22 Dr. W. Reid Blair, New York Zoological Park—“The Medical Care of Animals in the Zoo.”
- Aug. 5 Dr. Colin G. Fink, Columbia University — “Electricity, the Modern Handmaid of Chemistry.”
- 12 Dr. John Johnson, U. S. Steel Corporation—“Steel Without Rust.”
- 19 Dr. Henry S. Conard, Grinnell College—“Plant Sociology.”
- 26 Matthew W. Stirling, Smithsonian Institution—“Headhunters of the Amazon.”
- Sept. 2 Dr. Nolan D. C. Lewis, St. Elizabeth’s Hospital — “Borderlines of Sanity.”
- 9 Dr. Herbert Fox, University of Pennsylvania—“Hardening of the Arteries.”
- 16 Dr. Herbert Grove Dorsey, U. S. Coast and Geodetic Survey — “Echoes Give Ocean Depths.”
- 23 Dr. Raymond A. Pearson, University of Maryland—“Science in Food Production.”
- 30 Dr. George K. Pratt, National Committee for Mental Hygiene—“What the Depression Is Doing to Family Life.”
- Oct. 7 Dr. Harry A. Singer, University of Illinois College of Medicine—“Ulcer of the Stomach.”
- 14 Dr. Marston T. Bogert, Columbia University — “Perfumes and Progress in Science.”
- 21 Dr. D. W. Bronk, University of Pennsylvania — “Nerve Messages.”
- 28 Dr. C. R. Mann, American Council on Education — “Specifications for Life Work.”
- Nov. 4 Dr. M. H. Jacobs, University of Pennsylvania — “What Blood Tells.”
- 11 Dr. Charles P. Olivier, University of Pennsylvania—“November Meteors.”
- 18 Dr. C. W. Williamson, University of Illinois College of Medicine — “Heart Disease in Middle Life.”
- 25 Dr. Paul S. Achilles, Psychological Corporation — “Interview with Salo Finkelstein, Calculating Genius.”
- Dec. 2 Dr. Alois F. Kavarik, Yale University—“Uranium as the Earth’s Clock.”
- 9 Dr. Franklin H. Martin, American College of Surgeons—“Health Examinations and Cancer.”
- 16 Austin H. Clark, U. S. National Museum—“When Scientists Get Together.”
- 23 Dr. W. B. Bell, U. S. Biological Survey — “Uncle Sam’s Reindeer.”
- 30 Dr. Ellice McDonald, University of Pennsylvania—“The Menace of Cancer.”

National Broadcasting Company

CALENDAR OF OUTSTANDING NBC BROADCASTS IN 1932

JANUARY

- Jan. 1 Carillon of the Riverside Church, New York, rang in the New Year as microphones in Times Square picked up the city's celebration.
- 9 "Lohengrin" was presented from the stage of the Metropolitan Opera as the first of the regular Saturday matinee broadcasts.
- 18 The National Radio Forum was inaugurated on NBC with messages from President Hoover and addresses by leading Senators and Representatives.
- 20 General Shigeru Honjo, Japanese commander in Manchuria, explained his country's position, speaking directly from the battlefield.
- 30 William Hard began his daily trans-Atlantic broadcasts from Geneva on the Disarmament Conference, presenting leading delegates.

FEBRUARY

- Feb. 1 W. W. Yen, Chinese Disarmament delegate, spoke from Geneva on the Sino-Japanese situation.
- 2 Arthur Henderson was heard from Geneva as he opened the sessions of the World Disarmament Conference.
- 2 J. H. Thomas, British delegate in Geneva, outlined his country's policy for American listeners.
- 3 Naotake Sato, Japanese delegate, answered Yen's broadcast, giving Japan's viewpoint.
- 4 Opening ceremonies of the Winter Olympic games were broadcast from Lake Placid, N. Y., starting daily series of reports.
- 6 Dino Grandi, Italian delegate, spoke from Geneva.
- 7 Andre Tardieu, French delegate, spoke from Geneva.
- 9 Hugh Gibson, United States delegate, spoke from Geneva.
- 12 President Hoover broadcast Lincoln's Birthday address, and Gaius Paddock, who knew Lincoln, spoke on same program from St. Louis.
- 14 Chancellor Heinrich Bruening spoke from Berlin on the Disarmament Conference.
- 16 Sir Eric Drummond, secretary-general of the League of Nations, spoke on the first program of the League's own station, HBJ, in Geneva.
- 17 President A. Lawrence Lowell of Harvard made his first radio address, through desire to discuss

- Sino-Japanese situation.
- 19 The opera "Das Herz" was broadcast from Berlin, with Wilhelm Furtwaengler conducting.
- 21 Mrs. Charles A. Lindbergh spoke on China Flood Relief.
- 22 President Hoover addressed a joint session of Congress on Washington's Birthday. Other Washington's birthday programs were heard from Paris, Caracas, Rome and Stockholm, with Crown Prince Gustav Adolph.

MARCH

- Mar. 3 W. W. Yen, Chinese delegate, placed his demands before the disarmament conference in Geneva.
- 6 President Hoover and Secretary of the Treasury Mills inaugurated antihoarding campaign of the Reconstruction Finance Corporation.
- 10 President Hindenburg spoke on eve of elections.
- 13 Hugh Wilson, American Minister to Switzerland, spoke from Berne.
- 13 Returns of the German national elections were broadcast from Berlin.
- 18 The Grand National Steeplechase was described from Aintree, England.
- 23 J. P. Morgan made his radio debut, in an appeal for Block-Aid.
- 27 Easter Service was broadcast from Vienna, with singing by the Wiener Saengerknaben, one of the most famous choral groups in Europe.

APRIL

- Apr. 3 Pope Pius XI was heard in a special broadcast from Vatican City.
- 5 "You and Your Government" series, presenting leading authorities, was inaugurated by the National Advisory Council on Radio in Education.
- 8 Former Premier Andre Tardieu spoke on French policies from Paris.
- 10 Run-off election was reported from Berlin, Hindenburg winning.
- 10 Jules Jusserand, former Ambassador to Washington, spoke from Paris, inaugurating programs of International Radio Forum.
- 10 Radio reports from three airmail planes in the East, Mid-West and Far West, were picked up for the networks in a demonstration of the service.
- 16 Dr. Hjalmar Schacht, ex-president of the Reichs-

- bank, spoke from Berlin.
- 17 Andre Citroen, French industrialist, was heard from Paris, discussing economic conditions.
- 17 Dr. Hugo Eckener, commander of the Graf Zepelin, spoke from Friedrichshafen just before taking off for South America.
- 19 Governor Ely of Massachusetts, on the anniversary of the Battle of Concord, fired a shot actually heard around the world via short-wave.
- 23 The Prince of Wales was heard from Stratford-on-Avon, where he dedicated the Shakespeare Memorial Theatre.
- 27 President Hoover and Governor Roosevelt spoke from the Governors' Conference in Richmond.
- 29 Sigfrid Edstrom, Swedish industrialist, discussed economic questions from Stockholm.

MAY

- May 1 London, Paris, Berlin and New York were joined in a program celebrating the seventh anniversary of the Hebrew University in Jerusalem.
- 1 Five leading compositions were played from New York to a nation-wide jury of the NBC Symphonic Award.
- 7 Kentucky Derby was described from Churchill Downs.
- 8 Names of winners of the \$10,000 NBC Orchestral Award were announced, and recipients responded, one from Paris by short-wave.
- 8 Winston Churchill spoke from London on the International Radio Forum.
- 11 Gates W. McGarrath, president of the Bank for International Settlements, described the work of that institution in a talk from Basle, Switzerland.
- 14 Paris, Berlin, London, New York, Washington and ships at sea joined in a broadcast commemoration of the Samuel F. B. Morse centennial.
- 14 New York's Beer Parade, 100,000 strong, was described from the air and ground.
- 14 Ceremonies of dedication of Broadcasting House, new home of the BBC in London, were rebroadcast.
- 14 Running of the Preakness at Pimlico was reported.
- 15 Andre Maurois spoke from Paris.

Calendar of Outstanding NBC Broadcasts in 1932—Continued

- 18 Opera, "The Flying Dutchman," presented in Covent Garden, London, was re-broadcast in the United States.
- 22 Norman Thomas, first of the Presidential nominees, explained the Socialist platform from the Milwaukee convention.
- 24 Prime Minister Ramsay MacDonald spoke on Empire Day program from London.

JUNE

- June 1 Frazier Hunt reported on the Japanese situation from Tokio.
- 1 The English Derby was reported from Epsom Downs.
- 11 Celebration of Kamehameha Day was broadcast from Honolulu.
- 14 William Allen White and Nicholas Murray Butler debated the prohibition question from Chicago.
- {14 The Republican National
- {15 Convention proceedings,
- {16 including the renomination of President Hoover, were broadcast from the Chicago Stadium.
- 16 Secretary of State Stimson explained the Republican platform.
- 17 Welcome to Amelia Earhart, first woman to fly the Atlantic alone, was broadcast.
- 21 President Hoover presented National Geographic Society medal to Amelia Earhart.
- 21 Sharkey-Schmeling heavy-weight championship was described by Graham McNamee and Charles Francis Coe.
- {23 National Open Golf Cham-
- {24 pionship was broadcast.
- {25
- 26 William Cardinal O'Connell, Archbishop of Boston, was heard addressing the Eucharistic Congress in Dublin.
- {27 The Democratic National
- {28 Convention proceedings,
- {29 including the nomination of
- July {1 Governor Roosevelt, his
- {2 arrival in Chicago by airplane, and his acceptance speech, were broadcast from Chicago.

JULY

- July 14 Bennett Griffin and James Mattern, spoke from a Berlin flying field during a refueling stop on their attempted world flight.
- 17 Sir Walter Layton, British delegate to the Lausanne Conference, explained the reparations meeting from London.
- 21 King Albert of Belgium spoke to America on Belgian Independence Day.
- 21 The British Imperial Eco-

conomic Conference in Ottawa went on the air, with addresses by Stanley Baldwin, R. B. Bennett of Canada, Stanley Bruce of Australia, J. G. Coates of New Zealand and the Earl of Bessborough.

- 24 Pierre Etienne Flandin, former Finance Minister of France, spoke from Paris.
- 29 Chancellor Franz von Papen spoke from Berlin on the Versailles Pact.
- 30 Governor Roosevelt made his first campaign speech.
- 31 German election returns were reported from Berlin.
- 31 Sir Josiah Stamp, noted economist, discussed loan conversions from London.

AUGUST

- Aug. 1 The Prince of Wales and President Le Brun of France were heard as they spoke at the dedication of Franco-British war memorial at Thiepval.
- 6 Ceremonics of the opening of the Welland Canal were broadcast.
- 8 New York reception to Griffin and Mattern, Atlantic fliers.
- 11 President Hoover's address of acceptance of renomination broadcast.
- {17 Professor Auguste Piccard
- {19 spoke to America just before taking off in his balloon for the stratosphere, and again on his return, describing his record-breaking ten mile ascent.
- 20 Governor Roosevelt started his active campaign with speech from Columbus.
- 24 Series on "Signposts of Improvement," presenting industrial and business leaders, was inaugurated.
- 27 National Air Races were described from Cleveland.
- 31 Total eclipse of the sun was reported by experts from Magog, Canada, and North Conway, N. H.

SEPTEMBER

- Sept. 3 Speedboat races between Kaye Don and Gar Wood on Lake St. Clair were described on the air.
- {3 National Amateur Tennis
- {10 Championships were reported from Forest Hills, N. Y.
- {11 American Legion Convention
- {12 was reported from Port-
- {13 land, Ore.
- {12 National Amateur Golf
- {17 Championship was broadcast from Baltimore.
- 16 Republicans announced innovation in political broadcasting with two daily series over NBC.
- 17 General Smedley Butler and General John J. O'Ryan debated the bonus question on the air.

22 William Beebe, enclosed in his airtight bathysphere, spoke over NBC networks as he was lowered 2,200 feet into the ocean depths off Bermuda.

- {28 World Series baseball games
- {29 were reported from New
- Oct. {1 York and Chicago.
- {2

OCTOBER

- Oct. 4 President Hoover made the first address of his campaign tour, from Des Moines.
- 8 Football broadcasting season was inaugurated over NBC networks.
- 10 The Radio Guild opened its fifth season.
- 11 Former President Coolidge made his first and only political speech of the campaign, from Madison Square Garden.
- 14 The NBC Music Appreciation Hour began its fifth year under the direction of Dr. Walter Damrosch.
- 15 Guglielmo Marconi spoke to the United States from Rome on the tenth anniversary of the Fascist march on the Italian capital.
- 16 President Hoover inaugurated the broadcast series of programs for the Welfare and Relief Mobilization of 1932.
- 19 Henry Ford made a campaign speech for President Hoover from his factory in Dearborn.
- 23 President Guiseppe Motta of Switzerland spoke to America for the first time, from Geneva.
- 27 Theodore Roosevelt, Jr., made longest campaign speech in history, in point of miles, speaking to America from the Philippines.

NOVEMBER

- Nov. 8 Election returns were broadcast throughout the evening, until decision was announced, with experts interpreting trend of the voting and national political and journalistic figures commenting on developments.
- 9 Address of Stanley Baldwin, Lord President of the Council, before the Lord Mayor's Banquet in London.
- 9 Governor Roosevelt made his first radio address as President-elect, thanking the electorate.
- 13 The first broadcast was put on the air from Radio City, forecasting NBC's occupancy of its new home there in 1933.
- 15 Two-way short-wave con-

Calendar of Outstanding NBC Broadcasts in 1932—Continued

- versation between mountain climbers on Pike's Peak and their base at the foot was broadcast over the NBC network.
- 19 The NBC sent a special program to England on the tenth anniversary of the British Broadcasting Corporation.
- 24 The second season of broad-

casting from the Metropolitan Opera opened with Lily Pons appearing in the title rôle of "Lakme."

DECEMBER

- Dec. 5 Opening of short session of the 72nd Congress, with descriptive account of proceedings given by David Lawrence and Herluf Pro-

vensen from ante-room off main auditorium where House of Representatives was in session.

- 15 Laying of cornerstone of new Department of Labor Building in Washington, D. C., with addresses by President Hoover, William C. Green and William C. Doak.

NBC INCOMING INTERNATIONAL BROADCASTS IN 1932

One hundred forty-seven programs, totalling more than 52 hours, were originated in foreign countries for broadcasting over NBC networks. Among the twenty countries furnishing these programs were three from which broadcasts had not before been heard—Manchuria, Sweden and Yugoslavia.

WEAF AND RED NETWORK

JANUARY

- Jan. 14 Concert of native music by a symphony orchestra from Belgrade, Yugoslavia.
- 14 Ceremony of the Keys—broadcast of the daily ritual of locking the Tower Gate, from London, England.
- 17 Concert by the Steiner Quartette with Elena Gerhardt from Berlin, Germany.
- 24 American Colony Life in Berlin, general description of the life led by Americans in Berlin, from Berlin, Germany.
- 26 Marek-Webber Dance Orchestra on the Lucky Strike Dance Program from Berlin, Germany.
- 30 William Hard summarizing the events at the World Conference from Geneva, Switzerland.
- 31 Concert by Heinrich Schlusnus, baritone. Talk by Dr. Ernst Jaeckh from Berlin, Germany.
- 31 William Hard summarizing the events at the World Conference, Geneva, Switzerland.

FEBRUARY

- Feb. 1 From Geneva, Switzerland. William Hard and W. W. Yen.
- 2 From Geneva, Switzerland. William Hard and J. H. Thomas.
- 3 From Geneva, Switzerland. William Hard and Nobutake Sato.
- 4 From Geneva, Switzerland. William Hard.
- 5 From Geneva, Switzerland. William Hard and Clarence Streit.
- 6 From Geneva, Switzerland. William Hard and Dino Grandi.
- 7 From Geneva, Switzerland. William Hard and Andre Tardieu.
- 7 Concert of native music by 100 Bavarian Zithern players, and the Winter

Brothers, yodelers, from Munich, Bavaria.

8 From Geneva, Switzerland. William Hard.

10 From Geneva, Switzerland. William Hard.

11 From Geneva, Switzerland. William Hard.

12 From Geneva, Switzerland. William Hard and Dr. K. S. Weigh.

13 From Geneva, Switzerland. William Hard and Raymond Gram Swing.

14 From Berlin, Germany. William Hard and Heinrich Bruening.

14 From Berlin, Germany. William Hard.

15 From Geneva, Switzerland. Max Jordan (Michael F. Doyle—Mrs. F. D. Tuttle—Dr. J. F. Thorning).

16 From Geneva, Switzerland. William Hard and Sir Eric Drummond (Arthur Burrows).

17 From Geneva, Switzerland. William Hard and Frank Simonds.

18 From Geneva, Switzerland. William Hard and Walter Lippman.

19 From Geneva, Switzerland. William Hard.

19 Broadcast of the third act of Hans Pfitzner's new opera, "Das Hertz," under the direction of Wilhelm Furtwaengler, with the Berlin Philharmonic Orchestra. Introductory notes were given by Geraldine DeCourcy, music critic. From Berlin, Germany.

20 The La Corona Orchestra playing from the National Hotel in Havana on the Lucky Strike Program, from Havana, Cuba.

20 From Geneva, Switzerland. William Hard.

21 From Geneva, Switzerland. William Hard.

21 Edith Lorand, famous concert violinist, in a recital from Berlin.

22 From Geneva, Switzerland. William Hard and Sir George Perley.

22 Address by Crown Prince Gustaf Adolph of Sweden in honor of Washington's Birthday. This broadcast came direct from the Town Hall in Stockholm. Music by the Swedish Navy Band, from Stockholm, Sweden.

22 Address by C. J. Scott, Mayor of Northampton, home of George Washington's ancestors: "George Washington and His Ancestors." From Northampton, England.

22 Address by Dr. Jose Gil Fortoul, historian and former President of Venezuela. Introduced by Rudolf Dolge, Chairman of Venezuelan Chapter of Pan-American Society. Concert of typical Venezuelan music by an orchestra and mixed quartet. From Caracas, Venezuela.

23 From Geneva, Switzerland. William Hard (Alvin Johnson—Rudolf Holsti—Baron Yrjo Koskinen).

27 "Believe-It-or-Not" Ripley broadcasting amazing facts from Sydney, Australia, on the Tower Health Program.

28 From Geneva, Switzerland. William Hard.

28 Attempt to pick up address by Pope Pius XI from the Vatican City, only to find that they had picked up some Test Records of the League of Nations Station by mistake. As soon as the error was discovered, switched back to the U. S. and continued with the program from the Capitol Theatre. From Geneva, Switzerland.

28 Song recital by Marcel Wittrisch, German tenor, with Johannes Heidenreich, Conductor of the Berlin State Opera, accompanying. Brief talk by Mrs. Harriet Goodwin Deuss, wife of news correspondent: "An American Woman in Rus-

Summary of NBC Incoming International Broadcasts—Continued

sia." From Berlin, Germany.

MARCH

- Mar. 2 From Geneva, Switzerland. William Hard.
- 3 From Geneva, Switzerland. William Hard. (Opening Conference on Japanese Situation. W. W. Yen.)
- 3 From Geneva, Switzerland. William Hard.
- 4 From Geneva, Switzerland. William Hard.
- 5 From Geneva, Switzerland. Cancelled after 2 minutes.
- 6 From Geneva, Switzerland. Raymond Gram Swing.
- 6 The Schwarzmeier Children's Choir in a program of old choir music. This choir is made up of the 50 best children singers under fourteen in the Berlin Schools. From Berlin, Germany.
- 7 Novelty show with Leonard Henry burlesquing the American Radio Announcer, from London, England.
- 7 From Geneva, Switzerland. Paul Scott Mowrer.
- 8 From Geneva, Switzerland. William Hard.
- 9 From Geneva, Switzerland. William Hard.
- 10 From Geneva, Switzerland. William Hard.
- 10 Address by President Paul von Hindenburg of Germany on the eve of the German Presidential Elections. Translation by Max Jordan. From Berlin, Germany.
- 10 Dajos Bela Dance Orchestra playing on the Lucky Strike Dance Program, from Berlin, Germany.
- 11 From Geneva, Switzerland. William Hard.
- 13 From Berlin, Germany. William Hard—Election Returns.
- 13 Address by Hugo Wilson, American Minister to Switzerland, and Maurice Rambert, Manager of the Swiss Broadcasting Company. Band music and choir singing by the Radio Orchestra Berne and "Groupe Chorale Fribourgeois." From Berne, Switzerland.
- 13 Concert by Poldi Mildner, sixteen year old pianist. Discussion of elections by S. Bouton. From Berlin, Germany.
- 17 Siamsa Gael Dance Orchestra on the Lucky Strike Dance Program, from Belfast, Ireland.
- 20 Recital by Emmanuel Feuerman, cellist of the Berlin Music School. Address by Mrs. Lillian T. Mowrer: "Germans and Their Theatre." From Berlin, Germany.
- 25 Organ recital by Otto Burkert, playing on the famous "Century Organ," the largest organ inside a room in the world. From Breslau, Germany.
- 26 Address by Professor Carl F. Schreider of the Department of Modern Languages, Yale University: "The Significance of Goethe's Spiritual Life Upon Present Time." From Berlin, Germany.
- 27 Attempted broadcast of a service at the American Theological College with an address by Monsignor Burke. Technical difficulties prevented the scheduled program from coming through. From Rome, Italy.
- 27 An Easter Service of choir singing by the Wiener Saengerknaben, the Viennese Boy Singers, consisting of 25 of the best boy singers in Austria between the ages of eleven and fourteen. From Vienna, Austria.

APRIL

- Apr. 3 Address by Pope Pius XI on the Occasion of a Decree extolling the virtues of Sister Elise LeClerc, translated by Monsignor Francis J. Spellman, from Vatican City, Rome, Italy.
- 4 Brief talk by Patrick J. Mulcahy, General Manager of A. & P. Purchasing Office in South America, during the A. & P. Gypsies Program, from Rio de Janeiro, Brazil.
- 5 Jack Payne and his BBC Dance Orchestra on the Lucky Strike Dance Hour, from London, England.
- 8 Address by Andre Tardieu, Former Premier of France: "French Policies at Home and Abroad." Introduced by William Hard from Paris, France.
- 10 Edgar Ansel Mowrer, Berlin correspondent of Chicago Daily News, reporting the Returns of the German Presidential Election, from Berlin, Germany.
- 16 Address by Dr. Hjalmar Schacht, former President of German Reichsbank on the International Radio Forum: "World Economic Crisis—War Debts." From Berlin, Germany.
- 17 Address by Andre Citroen, owner and founder of Citroen Motors, on the International Radio Forum: "The Prospect of Industrial Recovery." From Paris, France.

- 17 Address by Captain Hugo Eckener, Commander of the Graf Zeppelin, with a description of the Zeppelin Works by S. Miles Bouton, from Friedrichshafen, Germany.
- 20 Concert by the BBC Symphony Orchestra under the direction of Bruno Walter, from Queens Hall, London, England.
- 23 Address by H.R.H. The Prince of Wales, at the formal opening of new Shakespeare Memorial Theatre, from Stratford-on-Avon, England.
- 24 Recital by Alice Ehlers, famous German harpsichord player, assisted by the Berlin Radio Orchestra.
- 29 Address by Sigrid Edstrom, outstanding Swedish Industrialist, on International Radio Forum. Introduced by Ira Nelson Morris, from Stockholm, Sweden.
- 29 Special broadcast from the Club Leviathan, 1,400 miles out at sea en route to Bremen. From S. S. Leviathan, Mid-Atlantic.

MAY

- May 1 "Cultural Awakening of the Far East." Broadcast of addresses from New York, London, Berlin and Paris, under the auspices of the American Friends of the Hebrew University: From New York, N. Y., 12:30-12:45 P. M.—Singing by the Temple Emanu-El Choir. Addresses by: Dr. A. S. W. Rosenbach, President of the American Friends of Hebrew University; Felix Warburg, financier and philanthropist; David Tannebaum read message from Dr. Judah Magnes. From London, England, 12:45-12:54 P. M.—Sir Herbert Samuel, Home Secretary for England; J. de Rothschild, M. P., son of Baron Rothschild. From New York, N. Y., 12:54-1:04 P. M.—Temple Emanu-El Choir. From Berlin, Germany, 1:04-1:12 P. M.—Dr. Oscar Wasserman, Director of the Deutsche Bank. From New York, N. Y., 1:12-1:20 P. M.—Temple Emanu-El Choir. From Paris, France, 1:20-1:25 P. M.—Rabbi Israel Levi, Grand Rabbi of France. From New York, N. Y., 1:25-1:30 P. M.—Temple Emanu-El Choir.

Summary of NBC Incoming International Broadcasts—Continued

- 1 Special pick-up in which Giuseppe de Luca of the Metropolitan sang a selection on the General Electric Special Program, from S. S. *Saturnia*, Mid-Atlantic.
- 4 Concert of native dances played by Otto Kermbach's Band, from Berlin, Germany.
- 8 Broadcast from the "Haus Vaterland," headquarters of international night life in Berlin, from Berlin, Germany.
- 8 International Radio Forum. Address by Winston Churchill, British Statesman: "What Should Be Done to Relieve World Economic Troubles." Introduced by Ira Nelson Morris. From London, England.
- 8 Response of Max Wald, after receiving the award of \$2500 as second prize in the NBC Orchestral Awards, from Paris, France.
- 11 Concert of Church Music sung by the North American College Choir, under the direction of Antonio Rella. Greetings from Monsignor Joseph A. Preslin, Vice-Rector of North American College. From Rome, Italy.
- 11 Address by Gates W. McGarrah, President of the Bank of International Settlements." From Basle, Switzerland.
- 14 Samuel F. B. Morse Centennial in which outstanding scientists on both sides of the Atlantic paid tribute to the inventor of the telegraph: From Washington, 2:01-2:06 P. M.—Leila Livingston Morse. From New York, N. Y., 2:06-2:39 P. M.—Dramatic sketch: "Birth of the Telegraph." From London, England, 2:40-2:46 P. M.—Tribute from Senatore Guglielmo Marconi. From New York, N. Y., 2:46-2:50 P. M.—Address by David Sarnoff. From S. S. *Santa Maria*, near Arica, Chile, 2:51-2:53 P. M.—Tribute to inventor. From Berlin, Germany, 2:53-3:03 P. M.—Tribute from Karl Von Siemens, German Industrialist. From New York, N. Y., 3:03-3:18 P. M.—Tribute from Cass Gilbert, President of National Academy of Design. From Paris, France, 3:18-3:25 P. M.—Mrs. Leila Morse Rummell, daughter of the inventor. From New York, N. Y., 3:25-3:30 P. M.—Music by the Salon Singers.
- 15 International Radio Forum. Address by Andre Maurois, outstanding French novelist: "Some Traits of French Character." Introduced by Ira Nelson Morris. From Paris, France.
- 18 Broadcast of a performance of Wagner's Opera, "The Flying Dutchman," from the Royal Opera House, Covent Garden, London, England.
- 22 Concert of popular ballads, sung by the Comedian Harmonists, the German Revelers, from Berlin, Germany.
- 29 International Radio Forum. Address by Professor Childs of Princeton scheduled. From Berlin, Germany.
- JUNE
- June 1 Address by Frazier Hunt, journalist: "Japan in Transition," from Tokio, Japan.
- 6 "American Women in Germany"—a symposium on the activities of American women in Berlin—from Berlin, Germany.
- 6 Address by Olin Downes, music critic for the New York Times: "Polish Music." From Warsaw, Poland.
- 8 Jack Hylton and his Orchestra scheduled on the Paul Whiteman Welcome Program. From London.
- 10 Special résumé of the final rounds of the British Open Golf Championship from London, England.
- 11 Concert of martial music by four Military Bands and a Soldiers' Chorus of 500 voices, from Berlin, Germany.
- 21 Concert of South American music with vocal soloists, played from the Studios of Radio Splendid LR 4, from Buenos Aires, Argentine.
- 26 Address by His Eminence, Cardinal William O'Connell, delivered from the 31st International Eucharistic Congress held in Dublin, Ireland.
- JULY
- July 10 Address by Dr. Ernst Jaekch, President of the Hochschule für Politik, Berlin, the German Political Academy: "America Challenges Europe." (International Radio Forum.) From Berlin, Germany.
- 14 Bennett Griffin and James Mattern, trans-Atlantic fliers, giving a short résumé of their projected trip around the world which ended disastrously near Warsaw. From Berlin, Germany.
- 17 Address by Sir Walter Layton, British Delegate to the Reparations Conference at Lausanne: "Lausanne Conference." (International Radio Forum.) From London, England.
- 21 Greetings from King Albert of the Belgians in honor of Belgian Independence Day. After conclusion of five minute address by His Majesty, a concert was presented by the Belgian Broadcasting Institute Orchestra with Maurice Groot, baritone, as soloist. From Brussels, Belgium.
- 24 Address by Pierre Etienne Flandin, former Minister of Finance: "The World Crisis." (International Radio Forum.) From Paris, France.
- 24 Eleventh German Singers Association Festival in which 15,000 singers participated in one of the largest mass chorus gatherings ever attempted. From Frankfort-on-Main, Germany.
- 29 Address by Chancellor Franz von Papen of Germany: "Versailles Treaty." (International Radio Forum.) From Berlin, Germany.
- 31 Address by Sir Josiah Stamp, well-known economist: "Conversion of Loans." From London, England.
- 31 Max Jordan, NBC Representative, giving German election returns, from Berlin, Germany.
- AUGUST
- Aug. 1 Impressive ceremonies at the unveiling of the largest war memorial in the world which bears the names of 73,413 British soldiers whose graves are unknown and marks the graves of 600 British and French soldiers who died in the Great War. The Prince of Wales delivered the principal address in presenting the Memorial to President Le Brun, who accepted it in behalf of the French nation. Rev. H. K. Southwell, Assistant Chaplain General of the 4th Army in France, delivered the dedication. Music for the ceremony conducted by Dr. Adrian Boul. From Thiepval, France.
- 20 Carabelli Orchestra on the Lucky Strike Program, from Buenos Aires.
- SEPTEMBER
- Sept. 1 Marek Webber Dance Orchestra on the Lucky

Summary of NBC Incoming International Broadcasts--Continued

- Strike Program, from Berlin, Germany.
- 25 Address scheduled by Pierre Le Comte Nouy. From Paris, France.
- OCTOBER
- Oct. 9 Talk by Jean Patou, outstanding fashion authority: "The Long Waistline." From Paris, France.
- 12 Concert featuring Spanish music, with the Ria Trio and Nigel Angel as soloists, from Madrid, Spain.
- 15 Address by Senatore Guglielmo Marconi, marking the Tenth Anniversary of Fascism. Concert by a symphony orchestra under the direction of Pietro Mascagni. From Rome, Italy.
- 16 Address by Warwick Deeping, popular novelist: "A Message of Hope." (International Radio Forum.) From London, England.
- 23 Address by President Giuseppe Motta of the Swiss Republic. Choral music by the Nebeschi Men's Choir and the Bernese Singer Boy's Choir. From Geneva, Switzerland.
- 27 Campaign speech under the auspices of the Republican National Committee by Theodore Roosevelt, Jr., Governor General of the Philippines, from Manila, Philippine Islands.
- 30 Address by His Excellency, Mr. Wellington Koo, Chinese Ambassador to France: "China." (International Radio Forum.) From Paris, France.
- NOVEMBER
- Nov. 6 Jean Charles Worth, fashion authority speaking from a Fashion Show being held at the American Woman's Club, from Paris, France.
- 9 Address by Honorable Stanley Baldwin, speaking before the Lord Mayor's Banquet: "Foreign Affairs." From London, England.
- 11 Armistice Day Remembrance Festival, from Albert Hall, London. Music by famous British Military Bands representing all branches of the service. From London, England.
- 13 Address by Marquis de Polignac, member of Tardieu Commission: "Province of Champagne." (International Radio Forum.) From Paris, France.
- 20 Address by Richard von Kuehlmann, former German Secretary of State: "Mastering the Depression." (International Radio Forum.) From Nuremberg, Germany.
- 22 Address by Raymond Paten-
- notre, French Under Secretary of State for National Economy, Vice-Chairman Franco German Commission: "Economic Expansion." From Paris, France.
- DECEMBER
- Dec. 4 Address by President Wilhelm Miklas of Austria. Dr. Adolf Lorenz, distinguished surgeon of Vienna: "Cultural Relations Between Austria and America." (International Radio Forum.) From Vienna, Austria.
- 11 Address by the Aga Khan, wealthiest man in India, head of Ismaili Mohammedans: "Islam and Modern Asia." From London, England.
- 15 General Kurt von Schleicher, Chancellor of Germany. Address to nation on "Policy of New Government." From Berlin, Germany.
- 18 Address by Ralph David Blumenfeld, retired Editor of the London Daily Express: "Story of Anglo-American Question by Anglo-American." From London, England.
- 24 Christmas Choral Service from King's College, Cambridge, England.
- 24 Ringing of the Cologne Cathedral Bell, from Cologne, Germany.
- 24 Carols sung by the Schwarzmair Children's Choir from Berlin, Germany.
- 31 New Year's Eve celebration at Hans Vaterland, the amusement center of Germany, from Berlin, Germany.
- 31 New Year's Eve celebration—Sol Bright's Orchestra. From Honolulu, Hawaii.
- WJZ AND BLUE NETWORK
- JANUARY
- Jan. 20 General Shigeru Honjo, leader of Japanese Military Forces, and Floyd Gibbons, broadcast from the Battlefields of Manchuria. From Mukden, Manchuria.
- 26 William Hard broadcasting in preparation for the daily broadcasts from the World Disarmament Conference, from Geneva, Switzerland.
- FEBRUARY
- Feb. 2 Broadcast of the Opening of the World Disarmament Conference at Geneva. Official Opening Address was delivered by the Hon. Arthur Henderson, President of the World Disarmament Conference. William Hard introduced Mr. Henderson and made the closing announcements.
- From Geneva, Switzerland.
- 9 William Hard presenting Hugh Gibson, American Ambassador to Belgium, and Chief of the American Delegates to the Conference, from Geneva, Switzerland.
- 22 Broadcast of the speeches delivered at the Washington's Birthday Dinner of the American Club in Paris. President Doumer of France made the principal speech. From Paris, France.
- 22 Concert by a large Symphony Orchestra under the direction of Ottorino Respighi, composer of "The Pines of Rome," etc. Address by Prince Ludovico Spada Potenziani, former Governor of Rome. From Rome, Italy.
- 22 Washington's Birthday Celebration from the Marble Hall of Berlin Zoological Gardens. Addresses by Frederick W. Sackett, American Ambassador to Germany, and Professor Frederick J. Woodbridge, of Columbia. From Berlin, Germany.
- MARCH
- Mar. 18 Running description of the Grand National Steeplechase, biggest race of the year in England, run on the Aintree Race Track near Liverpool. From Aintree, England.
- 19 William Hard introducing Senator Claude Swanson of Virginia, American Delegate to Disarmament Conference, who spoke on "Summing Up the Conference from an American Viewpoint." From Geneva, Switzerland.
- 29 Talk by Floyd Gibbons who was en route for the U. S. from Shanghai: "Hunting Headlines in Shanghai." From Honolulu, Hawaii.
- APRIL
- Apr. 10 Address by Jules Jusserand, former French Ambassador to the U. S., on the International Radio Forum: "French and Americans—Mutual Friends." Introduced by Ira Nelson Morris, Chairman of the International Radio Forum. From Paris, France.
- MAY
- May 14 BBC Farewell to Savoy Hill. From London, England.
- 22 Program of Swiss marches and folk songs played by the Orchestra Harmonie of Lausanne. From Lausanne, Switzerland.
- 22 Native ballads and folk songs sung by the Basle "Liedertafel," one of the

Summary of NBC Incoming International Broadcasts—Continued

- outstanding choirs in Europe. From Basle, Switzerland.
- 24 Empire Day Celebration. Address by J. Ramsay MacDonald on "The Significance of Empire Day." BBC Studio presentation of a dramatic survey of recent political history of the British Empire. Pickup from Hyde Park where an Empire Day Meeting was held under the auspices of the Daily Express with Community Singing. Back to the Studio with a presentation called "Touring the Empire." From London, England.
- 30 Pealing of the Rovererto Bell, "The Bell of the Fallen Heroes," on top of Rovererto Castle in memory of those killed in the Great War. Singing of the 23rd and 131st Psalms by the Rome Quartet to the music of Norman Lockwood. From Rome, Italy.
- JUNE
- June 1 Running of the English Derby, held at Epsom Downs, England. Announced by R. G. Lyle, from Epsom Downs, England.
- 4 Popular German ballads sung by the Comedian Harmonists, the German Revelers, from Berlin, Germany.
- 11 Celebration of Kamahameha, Day, in honor of the "Napoleon of the Pacific," the first King of the Islands, from Honolulu, Hawaii.
- 18 Walter Kleffel of Ullstein, the German AP, commenting on the outcome of the Sharkey-Schmeling Fight on the program: "Next Heavyweight Champion—Sharkey or Schmeling." From Berlin, Germany.
- 28 Address by Olin Downes, music critic: "Music of Eastern Europe." From Berlin, Germany.
- AUGUST
- Aug. 7 Address by Frazier Hunt, journalist: "Personalities and Problems of the Present Far Eastern Situation." From Manila, Philippines.
- 17 Brief one minute greeting by Professor Auguste Piccard (11:27-11:28 P. M.), before his ascension into the stratosphere. Max Jordan described the preparations for the flight during the balance of the broadcast. From Zurich.
- 19 End of speech of Professor Piccard, describing his ascension into the stratosphere, from Desenzano, Italy.
- 19 Max Jordan interviewing Professor Piccard from Desenzano, Italy.
- OCTOBER
- Oct. 17 Concert by a Gaucho Orchestra under the direction of Mario Pardo, with Armita Palermo, soprano, as soloist. Argentine Orchestra under the direction of Oswaldo Fresedo. From the Politeama Theatre, Buenos Aires, Argentine.
- DECEMBER
- Dec. 31 Musical tour of Europe on New Year's Eve, through the facilities of the BBC, picking up the ten cities listed as they ushered in the New Year: London, England; Hamburg, Germany; Warsaw, Poland; Berlin, Germany; Budapest, Hungary; Prague, Poland; Vienna, Austria; Milan, Italy; Paris, France; Rotterdam, Holland.
- 31 New Year's Eve Celebration in Honolulu—Sol Bright's Orchestra. From Honolulu, Hawaii.

NBC BROADCASTS OF WELFARE AND RELIEF MOBILIZATION, 1932

- Oct. 16: Speakers were President Hoover; Newton D. Baker, Chairman of Welfare and Relief Mobilization Committee; and Walter S. Gifford. Music was provided by the United States Marine Band.
- Oct. 23: Speakers were Newton D. Baker; William C. Green, President of American Federation of Labor; Louis A. Johnson, National Commander of the American Legion; and Johnny Weismuller, Ted Coy, Red Cagle, Babe Didriksen, Gene Sarazen, Earle Sande, Tommy Hitchcock, Vincent Richards, Jack Dempsey, Gar Wood, Babe Ruth, Eddie Tolan, Willie Hoppe—outstanding figures in the world of sports.
- Oct. 30: Speakers were Governor Franklin D. Roosevelt; George Vincent, Vice-Chairman of Welfare and Relief Organization; and Jane Addams, outstanding social worker. Music was provided by Claudia Muzio, Charles Hackett, Richard Bonelli, and Dusolina Giannini, the San Francisco Symphony Orchestra and the Minneapolis Symphony Orchestra.
- Nov. 6: The speakers were Dr. Nicholas Murray Butler, President of Columbia University, and Former Governor Alfred E. Smith. The following radio artists appeared: Amos 'n' Andy, Burns and Allen, Clara, Lu 'n' Em, Stoopnagle and Budd, Easy Aces, Fray and Braggiotti, Mills Brothers, Eddie and Ralph, Ray Perkins, Raymond Knight, Tito Guizar, and the Pickens Sisters.
- Nov. 13: Speakers were Owen D. Young, Amelia Earhart, Mortimer Fleishhacker, and John Stewart Bryan, Editor of the Richmond News Leader. Paul Whiteman, Isham Jones, Ben Bernie, Guy Lombardo, William Hall and the Do Re Mi Girls, Robert Armbruster and Countess Albani, and Ruth Etting contributed the music.
- Nov. 20: Addresses by prominent clergymen: Bishop James E. Freeman, Bishop of Washington, D. C.; Rabbi Morris S. Lazzaron, of Baltimore, and John G. Murray, Archbishop of St. Paul, Minn. Music by Archer Gibson, organist, playing from the Schwab home, the Chicago A Cappella Choir under the direction of Noble Cain, and Margaret Matzenauer.
- November 27: Mrs. Herbert Hoover.

U. S. GOVERNMENT ON NBC NETWORKS DURING 1932

(Figures in parenthesis represent number of non-sponsored broadcasts. Sponsored broadcasts are not indicated)

FEDERAL EXECUTIVES:

Herbert Hoover, President of the United States (16); Charles Curtis, Vice-President of the United States (3); Charles Evans Hughes, Chief Justice of the Supreme Court (3); Henry L. Stimson, Secretary of State (3); Ogden L. Mills, Secretary of the Treasury (5); Hon. Patrick J. Hurley, Secretary of War (6); Wil-

liam D. Mitchell, Attorney General of the United States (4); Walter M. Brown, Postmaster General of the United States (4); Charles Francis Adams, Secretary of the Navy (1); Ray Lyman Wilbur, Secretary of the Interior (6); Arthur M. Hyde, Secretary of Agriculture (4); Robert P. Lamont, Secretary of Commerce (2); Roy D. Chapin, Secretary of Commerce (2); William N. Doak,

Secretary of Labor (2); William R. Castle, Under Secretary of State (3); Perry K. Heath, Assistant Secretary of the Treasury (1); Frederick H. Payne, Assistant Secretary of War (1); David Ingalls, Assistant Secretary of the Navy in Charge of Aviation (1); Dr. Julius Klein, Assistant Secretary of Commerce (1); Renwick W. Dunlap, Assistant Secretary

U. S. Government on NBC Networks During 1932—Continued

of Agriculture (1); W. O. Woods, Treasurer of the United States (1).

MEMBERS OF THE SENATE:

Senator Henry F. Ashurst, (D) Arizona (1); Senator W. Warren Barbour, (R) New Jersey (1); Senator Alben W. Barkley, (D) Kentucky (2); Senator Hiram Bingham, (R) Connecticut (7); Senator William E. Borah, (R) Idaho (2); Senator Smith Brookhart, (R) Iowa (3); Senator Robert J. Bulkley, (D) Ohio (3); Senator William J. Bulow, (D) South Dakota (1); Senator James F. Byrnes, (D) South Carolina (1); Senator Arthur Capper, (R) Kansas (6); Senator Robert D. Carey, (R) Wyoming (1); Senator Tom Connolly, (D) Texas (2); Senator Royal S. Copeland, (D) New York (2); Senator L. J. Dickinson, (R) Iowa (7); Senator Clarence C. Dill, (D) Washington (5); Senator Simeon D. Fess, (R) Ohio (3); Senator Lynn J. Frazier, (R) North Dakota (1); Senator Carter Glass, (D) Virginia (1); Senator Otis F. Glenn, (R) Illinois (1); Senator Thomas P. Gore, (D) Oklahoma (2); Senator Frederick Hale, (R) Maine (1); Senator Pat Harrison, (D) Mississippi (2); Senator Henry D. Hatfield, (R) West Virginia (2); Senator Carl Hayden, (D) Arizona (1); Senator Felix Hebert, (R) Rhode Island (1); Senator Gilbert Hitchcock, (D) Nebraska (1); Senator Robert B. Howell, (R) Nebraska (1); Senator Cordell Hull, (D) Tennessee (1); Senator Wesley Jones, (R) Washington (3); Senator Robert M. LaFollette, (R) Wisconsin (3); Senator J. Hamilton Lewis, (D) Illinois (3); Senator Huey Long, (D) Louisiana (2); Senator Cameron Morrison, (D) North Carolina (1); Senator George H. Moses, (R) New Hampshire (1); Senator Peter Norbeck, (R) South Dakota (1); Senator Key Pittman, (D) Nevada (1); Senator David A. Reed, (R) Pennsylvania (3); Senator James A. Reed, (D) Missouri (1); Senator Joseph Robinson, (D) Arkansas (3); Senator Henrik Shipstead, (F-L) Minnesota (3); Senator Frederick Stiewer, (R) Oregon (1); Senator Claude Swanson, (D) Virginia (1); Senator Elmer Thomas, (D) Oklahoma (1); Senator Millard E. Tydings, (D) Maryland (2); Senator Arthur Vandenberg, (R) Michigan (1); Senator Robert Wagner, (D) New York (8); Senator Frederick

Walcott, (R) Connecticut (1); Senator David I. Walsh, (D) Massachusetts (3); Senator Thomas J. Walsh, (D) Montana (3); Senator James E. Watson, (R) Indiana (4); Senator Burton Wheeler, (D) Montana (2).

MEMBERS OF THE HOUSE OF REPRESENTATIVES:

Representative Carl Bachman, (R) West Virginia (1); Representative Robert Low Bacon, (R) New York (1); Representative James M. Beck, (R) Pennsylvania (4); Representative Carroll Beedy, (R) Maine (1); Representative Sol Bloom, (D) New York (14); Representative John T. Buckbee, (R) Illinois (1); Representative Robert Clancy, (R) Michigan (1); Representative Cyrenus Cole, (R) Iowa (1); Representative Frederick M. Davenport, (R) New York (1); Representative Lewis W. Douglas, (D) Arizona (1); Representative William L. Fiesinger, (D) Ohio (1); Representative Hamilton Fish, Jr., (R) New York (3); Representative Arthur M. Free, (R) California (2); Representative Thomas Allen Goldsborough, (D) Maryland (1); Representative Michael J. Hart, (D) Michigan (2); Representative Ralph A. Horr, (R) Washington (2); Representative Albert Johnson, (R) Washington (1); Representative Royal C. Johnson, (R) South Dakota (1); Representative Marvin Jones, (D) Texas (1); Representative Charles A. Karch, (R) Illinois (1); Representative Clyde Kelly, (R) Pennsylvania (2); Representative Paul J. Kvale, (R) Minnesota (1); Representative Fiorello H. LaGuardia, (D) New York (3); Representative William P. Lambertson, (R) Kansas (1); Representative Scott Leavitt, (R) Montana (1); Representative David J. Lewis, (D) Maryland (1); Representative John McDuffie, (D) Alabama (1); Representative Harold McGugin, (R) Kansas (4); Representative James M. Mead, (R) New York (1); Representative Frank Murphy, (R) Ohio (1); Representative L. Nelson, (D) Missouri (1); Representative Mary T. Norton, (D) New Jersey (3); Representative John H. Norton, (D) Nebraska (1); Representative Ruth Bryan Owen, (D) Florida (4); Representative Samuel B. Pettingill, (R) Indiana (1); Representative Ruth Pratt, (R) New York (5); Representative Henry T. Rainey, (D) Illinois (3);

Representative C. William Ramseyer, (R) Iowa (2); Representative Sam Rayburn, (D) Texas (1); Representative Ashton C. Shallenberger, (D) Nebraska (1); Representative Robert G. Simmons, (R) Nebraska (1); Representative Joseph B. Shannon, (D) Missouri (1); Representative Bertrand H. Snell, (R) New York (5); Representative John Taber, (R) New York (1); Representative Lloyd Thurston, (R) Iowa (1); Representative Carl Vinson, (D) Georgia (1); Representative Fred M. Vinson, (D) Kentucky (1); Representative William R. Wood, (R) Indiana (1); Representative Roy O. Woodruff, (R) Michigan (1); Representative Clifton A. Woodrum, (D) Virginia (1).

OTHER OFFICIALS:

Grace Abbot, Director of Child Labor Division of Children's Bureau, Washington, D. C.; David Barnett, Commissioner of Internal Revenue; Sanford Bates, Director, Bureau of Prisons, Department of Justice; William John Cooper, Commissioner of Education, U. S.; General Charles G. Dawes, President of the Reconstruction Finance Corporation; Franklin Fort, Chairman, Home Loan Bank Board; Jesse C. Harraman, Director of Parcel Post, U. S. Post Office Department; Harry C. Hull, U. S. Commissioner of Immigration; Harold A. Lafount, Federal Radio Commissioner; James Stone, Chairman of the Federal Farm Board.

DEPARTMENT OF AGRICULTURE CHIEFS OF BUREAUS, (Frequently Heard During the National Farm and Home Hour):

A. F. Woods, Director of Scientific Work; Walter G. Campbell, Director of Regulatory Work; C. W. Warburton, Director of Extension Work; M. S. Eisenhower, Director of Information; James J. Jardine, Chief, Office of Experiment Stations; Charles F. Marvin, Chief, Weather Bureau; John R. Mohler, Chief, Bureau of Animal Industry; O. E. Reed, Chief, Bureau of Dairy Industry; William A. Taylor, Chief, Bureau of Plant Industry; R. Y. Stuart, Chief, Forest Service; Henry G. Knight, Chief, Bureau of Chemistry and Soils; C. L. Marlatt, Chief, Bureau of Entomology; Paul G. Redington, Chief, Bureau of Biological Survey; Nils A. Olsen, Chief, Bureau of Agricultural Economics; Louise Stanley, Chief, Bureau of Home Economics.

POLITICAL CAMPAIGN BROADCASTS ON NBC NETWORKS IN 1932

The following summary of time given to political campaign broadcasts on both the Red and Blue Networks does not include time devoted by NBC to political and news commentators on its regular sustaining programs.

CONVENTIONS

Time devoted to the broadcasts of actual sessions of the conventions

of the Republican, Democratic and Socialist parties, totaled 56 hours 51 minutes. Program hours for these conventions amounted to a total of 54 hours 56 minutes on the Red Network, and a total of 52 hours 37 minutes on the Blue Network, making a grand total of 107 hours 33 minutes.

In addition to the broadcasts of the actual sessions, there were numer-

ous other programs directly connected with the progress of the conventions. These interviews, highlights, summaries and commentaries were given 5 hours 36 minutes on the Red Network; 4 hours 13 minutes on the Blue Network.

ELECTION RETURNS

On November 8, NBC networks de-

Political Campaign Broadcasts on NBC Networks in 1932—Continued

voted the following time to broadcasting election returns: Red Network—4 hours 22 minutes; Blue Network—4 hours 18 minutes.

CAMPAIGN

The total time devoted to the National Campaign by the networks of the National Broadcasting Company amounted to 89 hours 8 minutes on 160 programs representing the Republican, Democratic and Socialist parties. Of these programs, seven, making a total of 4 hours 34 minutes, were presented by NBC

without cost to the parties. These figures cover the period from the National Conventions to Election Day, Governor Roosevelt's acceptance speech at Chicago being considered the formal opening of the campaign:

		Republican		Democratic		Socialist	
	Broadcasts	Hrs.	Min.				
Sponsored	107	52	02	Sponsored	45	32	17
Un-sponsored	3	2	30	Un-sponsored	2	1	34
Total	110	54	32	Total	47	33	51
				Sponsored	1	—	15
				Un-sponsored	2	—	30
				Total	3	—	45
				Total Sponsored	153	84	34
				Total Un-sponsored	7	4	34
				Grand Total	160	89	08

NBC SUSTAINING PROGRAM DATA

Supplement to Sustaining Program Section (page 27), covering details of subjects, speakers, etc.

NATIONAL ADVISORY
COUNCIL ON RADIO
IN EDUCATION

- Robert Maynard Hutchins, President of the University of Chicago—"Economics and Psychology by Radio."
- Felix Morley, Director of Brookings Institute—"Forecast of Economic Lectures."
- Dr. James Harvey Rogers, Professor of Economics, Yale University—"Gold International Trade Balances and Prosperity."
- Dr. Ernest M. Patterson, Chairman of Department of Economics, University of Pennsylvania, President of American Academy of Political and Social Science—"Tariff in Relation to Prosperity."
- Frank W. Taussig, former Chairman U. S. Tariff Commission, Dean of American Economists, member of faculty of Harvard University—"What the Consumer Should Do."
- Professor Rexford G. Tugwell, Professor of Economics, Columbia University—"Responsibility and Economic Distress."
- George Soule, Member of Editorial Staff of *New Republic*—"Idea of Planning."
- Dr. Lewis L. Lorwin, member of staff of Brookings Institute—"Planning in Western Europe."
- Dr. Colston E. Warne, Associate Professor of Economics, Amherst—"Planning in Russia."
- Dr. R. C. Epstein, Professor of Economics and Business Organization, University of Buffalo—"Business Planning."
- Dr. Stacy May, Assistant Professor of Industrial Society, Dartmouth College—"Federal Planning."
- Dr. Sumner H. Slichter, Professor of Business Economics, Harvard—"Limitations of Planning—Tariff."
- Dr. Walton H. Hamilton, Professor of Law, Yale University, inaugurating new series under "New Social Responsibilities"—"Our Social Responsibilities."

- Frances Perkins, Industrial Commissioner of New York State—"American Standards."
- Dr. Paul H. Douglas, University of Chicago—"Social Insurance."
- Dr. John R. Commons, University of Wisconsin—"Unemployment Insurance."
- Professor L. W. Wilson, of Montana State College—"Land Utilization."
- Dean Chris L. Christensen, Dean of College of Agriculture, University of Wisconsin—"Agricultural Stabilization through Co-operation."
- Dr. Harlow S. Persons, Director of the Taylor Society—"Technology and Big Business."
- Professor Elton Mayo, Harvard Graduate School of Business Administration—"Problem of Working Together."
- Harry W. Laidler, Director of League for Industrial Democracy—"Trends Toward Concentration."
- Morris S. Viteles, University of Pennsylvania—"Machines and Monotony."
- Dr. Harold Reed, Professor of Economics, Cornell University—"Credit as a Social Instrument."
- Dr. L. J. O'Rourke, Director of Personnel Research in U. S. Civil Service Commission—"Matching Men and Occupation."
- Felix Morley, Staff of Brookings Institute, Executive Secretary of Economics Council of National Advisory Council of Radio in Education, concluding address in the series of thirty on "Aspects of the Present Depression": "Depression and the World Community."

THE ECONOMIC WORLD
TODAY

A series of weekly talks prepared by members of the staff of the Brookings Institute, given under the auspices of the National Advisory Council on Radio in Education. Dr. Harold G. Moulton, President of the

- Brookings Institute. Felix Morley, Executive Secretary of National Advisory Council.
- "What About the War Debts"—Harold G. Moulton.
- J. Fred Essary, Washington correspondent of *Baltimore Sun*.
- "Rôle of Congress in Our Political System"—William Willoughby, President American Political Science Association.
- David J. Lewis, U. S. Representative from Maryland (D).
- "What Congress Has to Face"—Isadore Lubin, of Brookings Institute.
- Paul Y. Anderson, Correspondent on *St. Louis Post Dispatch*.
- "What To Do About Unemployment"—Max Stern, Scripps Howard Newspaper Alliance.
- Whiting Williams, industrial relations consultant and lecturer.
- "Budget Problems"—Henry P. Seideman, of Brookings Institute.
- Phelps H. Adams, Washington correspondent of *N. Y. Sun*.

YOU AND YOUR
GOVERNMENT

A series of programs presented by the Committee on Civic Education by Radio of the National Advisory Council on Radio in Education and the American Political Science Association, in cooperation with the National League of Women Voters. In this series, the speakers, outstanding political economists throughout the country, set forth the theory and practice of government irrespective of party argument or political creed. The plan as a whole aimed to stimulate the average citizen to take a personal interest in the operation of his government, by emphasizing the significance of his participation in civic affairs.

First Series

Dr. John Finley, Associate Editor of *New York Times*.

NBC Sustaining Program Data—Continued

- Dr. Thomas H. Reed, Professor of Political Science at University of Michigan—"The Citizen and His Government."
- George F. McClelland, Vice-President of NBC.
- John Elwood, Vice-President of NBC.
- Dr. William Bennett Munro, Professor of Government, California Institute of Technology, President of American Association of University Professors—"Significance of Coming National Elections."
- Professor Charles E. Merriam, Chairman of Department of Political Science, University of Chicago—"Primaries and Machinery of Operation."
- Julian Mason, Editor of the *New York Evening Post*.
- Arthur Krock, Washington correspondent of the *New York Times*.
- Ruth Morgan, Vice-President of National League of Women Voters.
- Virgil Jordan, Editor of *Business Weeks*, interviewing Stuart Chase, political economist, Director of Consumer's Research.
- Dr. Charles A. Beard, historian—"Issues of Foreign Policy."
- Dr. Charles A. Beard—"Issues of Domestic Policy."
- Professor Arthur N. Holcombe, Chairman of Department of Government, Harvard University—"Why We Have to Have Political Parties."
- Edward McChesney Sait, Professor of Political Science, Pomona College, Claremont, Cal.—"Existing Party Alignment." Introduced by Dr. Thomas H. Reed, Chairman, Committee on Civic Education by Radio.
- Dr. Sait—"Party Convention—Its History, Organization, and Work."
- William Hard, NBC Political commentator, Henry Suydam of the *Brooklyn Daily Eagle*, Paul R. Leach of the *Chicago Daily News*, giving their impressions of the Republican National Convention.
- John Dewey, Professor of Philosophy, Columbia University—"Place of Minor Parties in American Scene and their Relation to Present Situation."
- William Hard and Paul R. Leach of *Chicago Daily News*—"Democratic National Convention."
- Second Series*
- The first seven weeks were devoted to pre-election issues, under the general heading: "Government in a Depression."
- "Issues Between the Parties"—Frederick M. Davenport, Representative from New York, (R). Algernon Lee, President of the Rand School (Socialist).
- Professor Lindsay Rogers, Professor of Political Economy, Columbia, (D).
- "Issues Above the Parties"—A. R. Hatton, Professor of Political Science at Northwestern University.
- Round table discussion: "Constructive Economy in National Government"—Katherine A. Frederick, National League of Women Voters. William Hard. Tenry P. Seideman, Brookings Institute. Dr. Louis Brownlow, Director of Public Administration Clearing House, presiding.
- Round table discussion: "Constructive Economy in State and Local Government"—Professor Thomas H. Reed, of Michigan, presiding. Professor H. W. Dodds, Director School of International Relations, Princeton. Dr. Luther Gulick, Director of Institute of Public Administration. Professor Joseph McGoldrick, of Columbia University. Dorothy Strauss, Women's City Club of New York.
- "What Can Government Do to Relieve Unemployment?"—Senator Robert Wagner, of New York. Charles A. Beard, historian.
- "How Can Government Aid Financing and Banking?"—Dr. John T. Madden, Dean School of Commerce, N. Y. U. Walter Farleigh Dodd, President Committee on Conservation, American Bar Association, of Yale University.
- "How Can Government Provide Greater Security in Our Economic System?"—Paul Mazur, industrial economist. Professor A. W. MacMahon of Columbia University.
- "Mechanics and Maneuvers of Campaigns"—Professor A. M. Holcombe, Chairman Department of Government, Harvard University.
- "Why Vote?"—Prof. Charles Merriam, Chairman Department of Government, University of Chicago.
- "Retrenching in State and Local Expenditures"—Professor A. R. Hatton, Professor of Government, Northwestern University.
- "Constructive Economy in State and Local Government"—Murray Seasingood, former Mayor of Cincinnati.
- "Redrawing the Boundaries of Local Government"—Professor Thomas J. Reed, Professor of Political Economy, University of Michigan.
- Howard P. Jones, National Municipal League.
- George S. Counts, Professor, Columbia University.
- "Redistributing the Functions of State and Local Government"—Governor O. Max Gardner, of North Carolina.
- Harry F. Byrd, former Governor of Virginia.
- Professor Paul Wager, of University of North Carolina.
- "Reorganizing County Government"—Professor Leonard D. White, of University of Chicago.
- Lent D. Upsoh, Detroit Bureau of Government Research.
- "Reforming Financial Methods"—Dr. Luther Gulick, Director of Institute of Public Administration, Professor Municipal Science, Columbia: "Budgets."
- Professor Harley L. Lutz, Professor of Economics, Princeton University: "Standard of Service and Cost."
- Dr. Russell Forbes, Secretary National Municipal League: "Purchasing Methods."
- "Reducing and Limiting Local Indebtedness"—Henry Hart, Chairman, First Detroit Co. Carl H. Chatters, Director of Municipal Finance Officers Association. C. E. Rightor, Detroit Bureau of Municipal Research, Controller of City of Detroit. American Political Science Association Meeting held in Detroit, Mich.
- "Revising Our State and Local Tax System"—F. W. Willoughby, President of the Association. Professor Thomas Reed read paper of Professor William Anderson.
- Dr. Isador Loeb, of Washington University.

INTERNATIONAL RADIO FORUM

A regular series of international programs under the auspices of the International Radio Forum which was headed by leaders of various professions in France and the United States, and dedicated to promotion of better understanding between the peoples of the two hemispheres. The purpose, in short, was to promote a regular exchange of talks between the United States and France, and later other countries, to bring a wider knowledge of America to Europe and of Europe to America and to "stimulate intelligent public thinking on a wide range of subjects in both continents." The Forum

NBC Sustaining Program Data—Continued

- was entirely non-political and non-commercial, its only purpose being to promote international understanding.
- Apr. 10, from Paris: Ira Nelson Morris, Chairman of International Radio Forum, former Ambassador to Sweden; Jules Jusserand, former French Ambassador to U. S.—“International Radio Forum.”
- Apr. 16, from Berlin: Dr. Hjalmar Schacht, former President of the German Reichbank—“World Economic Outlook—War Debt.”
- Apr. 17, from Paris: Andre Citroen, owner and founder of Citroen Motor Works—“The Prospects of Industrial Recovery.”
- Apr. 29, from Stockholm: Sigfrid Edstrom, President of Swedish General Electric Company; President of Swedish American Foundation for Exchange of Scholarships, introduced by Ira Nelson Morris — “General Industrial Situation in Sweden.”
- May 8, from London: Winston Churchill, former Chancellor of the Exchequer, introduced by Ira Nelson Morris—“What Should Be Done to Relieve World Economic Crisis?”
- May 15, from Paris: Andre Maurois, French novelist, author of “Ariel,” “Disraeli,” “Climats,” etc., introduced by Ira Nelson Morris—“Some Traits of French Character.”
- May 29, from Berlin: Professor Harwood Childs of Princeton University.
- July 10, from Berlin: Dr. Ernst Jaekch, President of Hochschule für Politik in Berlin, German Political Academy—“America Challenges Europe.”
- July 17, from London: Sir Walter Layton, British delegate to Reparations Conference—“Lausanne Conference.”
- July 24, from Paris: Pierre Etienne Flandin, former French Minister of Finance—“The World Crisis.”
- July 29, from Berlin: Chancellor Franz von Papen of Germany, introduced by Karl von Wiegand of the Universal Service—“Germany Today.”
- July 31, from London: Sir Josiah Stamp, Chairman of London, Midland, and Scottish Railway, economist—“International Trade and Conversion of Loans.”
- Sept 25, from Paris: Dr. Pierre Le Comte Du Nouy.
- Oct. 16, from London: Warwick Deeping, Novelist—“A Message of Hope.”
- Oct. 30, from Paris: Wellington Koo, Chinese Ambassador to France, introduced by Ira Nelson Morris—“China.”
- Nov. 13, from Paris: Marquis de Polignac—“Province of Champagne.”
- Nov. 20, from Nuremberg, Ger-
- many: Richard von Kuehlmann, former German Secretary of State—“Mastering the Depression.”
- Dec. 4, from Vienna: President Wilhelm Miklas of Austria (in German); Dr. Adolf Lorenz, distinguished surgeon — “Cultural Relations between Austria and America.”
- Dec. 11, from London: The Aga Khan, wealthiest man in India, head of Ismaili Mohammedans—“Islam and Modern Asia.”
- Dec. 18, from London: Ralph David Blumenfeld, retired Editor of the *London Daily Express*—“Story of Anglo-American Question by an Anglo-American.”

NATIONAL RADIO FORUM

A series of weekly programs originated by Oliver Owen Kuhn, Editor of the *Washington Star*, in order to present to the nation an opportunity to listen-in on discussions of current national and international critical problems; and to give the layman an opportunity to familiarize himself with the viewpoints of the various prominent Democratic and Republican leaders in national affairs.

Oliver Owen Kuhn, Editor of *Washington Star* and supervisor of the program.

Hon. Patrick J. Hurley, Secretary of War.

Senator James E. Watson, from Indiana (R).

Senator Joseph Robinson, from Arkansas, Democratic leader of the Senate.

Representative Henry T. Rainey, Representative from Illinois, Democratic leader in the House. Sidney Seidelman.

Representative James M. Beck from Pennsylvania (wet), Senator Robt. B. Howell from Nebraska (dry)—Debate on: “Should There be a Referendum on Prohibition?”

Senator J. Hamilton Lewis, Senator from Illinois—“Situation in the Far East.”

Senator Robert J. Bulkley, (D) Senator from Ohio—“Democratic Economic Relief Plan.”

Senator Wesley Jones, of Washington—“How We Americans Treat Our President.”

Senator David A. Reed, (R) Pennsylvania.

Senator Frederick Hale, (R) Maine.

Hon. David Barnett, Commissioner of Internal Revenue—“How Uncle Sam Collects Your Income Tax.”

Senator Henrik Shipstead, of Minnesota — “Deficit in the Treasury.”

Governor Philip La Follette, of

Wisconsin—“Progressive Party.” Senator Robert M. La Follette, of Wisconsin.

Senator Thomas J. Walsh, of Montana—“The Lame Duck Bill.”

David A. Reed, (R) Senator from Pennsylvania—“Federal Government Budget Problem.”

Royal C. Johnson, (R) Representative from South Dakota—“Soldiers’ Bonus.”

Senator Arthur Vandenberg, U. S. Senator from Michigan (R)—“Government Reorganization.”

Arthur M. Hyde, Secretary of Agriculture—“Department of Agriculture Loans to Farmers During Depression and Draught.”

Senator Frederick C. Walcott, (R) Senator from Connecticut — “Glass Bank Bill.”

Senator David I. Walsh of Massachusetts, (D)—“Our Tax Dilemma.”

Senator Peter Norbeck, (R) South Dakota—“Senate Investigation of Stock Exchange.”

Senator J. Hamilton Lewis, of Illinois—“Problems of the Year.”

Senator Key Pittman, of Nevada—“Broad Gauge Relief Program.”

Senator David I. Walsh, (D) Massachusetts — “Manufacturers Sales Tax.”

Senator Wesley L. Jones, (R) from Washington—“Economic Program of Bi-Partisan Senate Appropriations Committee.”

Senator Lester J. Dickinson, keynote speaker for the Republican National Convention, interviewed by William Hard.

Senator Arthur Capper, from Kansas—“What Congress Has Done.”

Albert C. Ritchie, Governor of Maryland—“Prohibition.” William Hard and David Lawrence interview Governor Ritchie.

Senator Robert Wagner, of New York — “Wagner Unemployment Relief.”

Senator Felix Hebert, Rhode Island — “Home Loan Bank Bills.”

Senator Henrik Shipstead, (F. L.)

Senator Hiram Bingham, from Connecticut—“The Great Lakes-St. Lawrence Waterway.”

Senator Tom Connolly, (D) from Texas—“American Congress.”

Henry L. Stimson, Secretary of State—“The Pact of Paris — Three Years of Development.”

Franklin Fort, Chairman Home Loan Bank Board.

Roy D. Chapin, Secretary of Commerce—“President’s Nine Point Program.”

Jesse H. Jones, Publisher of the *Houston Chronicle*, member of the Board of Reconstruction Finance Corporation — “Work of the R. F. C.”

Senator Robert Wagner, (D) of New York—“Labor and Our Responsibilities.”

NBC Sustaining Program Data—Continued

- Ferry K. Heath, Assistant Secretary of the Treasury—"Unemployment Relief and Public Building Construction."
- Clarence Young, Assistance Secretary of Commerce, Department of Aviation—"America Takes to the Air."
- Hon. William John Cooper, Commissioner of Education—"Essential Needs of our Educational System."
- George Otis Smith, Chairman Federal Power Commission—"America's Power Problem."
- William R. Castle, Under Secretary of State—"World Disarmament."
- Franklin Fort, Chairman Home Loan Bank Board—"How the 12 Home Loan Banks are Functioning."
- Major O. W. Clark, Ass't Administrator of Veterans Bureau—"Pension and Compensation vs. the Payment of the Bonus."
- James A. Farley, Campaign Manager for Governor Roosevelt and Everett Sanders, Campaign Manager for President Hoover—"That Election."
- Senator Henrik Shipstead, (F. L.) from Minnesota—"Our Duty as Americans."
- James M. Beck, U. S. Representative from Pennsylvania, (R)—"Changing the Volstead Act."
- Senator Pat Harrison, U. S. Senator from Mississippi, (D)—"European Debt Situation."
- Senator Arthur Capper, of Kansas—"Proposed Changes in Prohibition Law."
- Joseph T. Robinson, U. S. Senator from Arkansas, (D)—"What America Faces."
- Senator Hiram Bingham, (R) Connecticut—"Government Reorganization."
- Senator Carl Hayden, (D) Arizona—"Foreign Debt Situation."
- OUR AMERICAN SCHOOLS**
A series of weekly programs, under the supervision of Miss Florence Hale, President of the National Education Association, dealing with the problems confronting the schools and universities both from the point of view of the educator and from that of the student, with the aim of better acquainting the public with what the school system is trying to accomplish and how parents can assist.
- "Schools and The American Home"—
Carroll Beedy, Representative from the State of Maine.
Mrs. Hugh Bradford, President of National Congress of Parents and Teachers.
- "Schools and The Rural Community"—
Dr. Belmont Farley, Bureau of Publicity, National Education Association.
- Dr. Lee Driver, Director of Consolidated School, Rural Education Dept., Pennsylvania.
- "The School and Your Boy and Girl"—
Cora Wilson Stewart, Chairman Executive Committee of President Hoover's Commission on Illiteracy, Department of Interior.
Rollo G. Reynolds, Principal of the Horace Mann School.
- "The School and the Teacher"—
William D. Boutwell, Editor of *School Life*, Office of Education, Department of Interior.
Augustus O. Thomas, Secretary of General World Federation of Education Associations.
- "The School and Your Money"—
W. G. Carr, Financial Expert on National Education Research Department.
- "The School and the Superintendent"—
Florence Hale.
Dr. Edwin C. Broome, President of the Department of Superintendence N. E. A.
Dr. William John Cooper, U. S. Commissioner of Education.
Dr. Rufus Von Kleinsmid, President of the University of Southern California.
- "The School and the Superintendent"—
Florence Hale.
Annie Carleton Woodward, of Somerville, Mass., State Director of N. E. A. in Massachusetts.
Dr. William H. Carr, Director of Research N. E. A.
Dr. Charles H. Judd, Professor of Education, University of Chicago.
Professor John Norton, Teachers College, Columbia—"School Supervision Pays."
Dr. Frank Hubbard, Research Department N. E. A.—"Elementary School Principal."
Dr. Arthur Gates, Teachers College, Columbia—"Reading in the Schools."
Agnes Winn, in charge of Grade Teacher N. E. A.
Joy Elmer Morgan, Editor of the *N. E. A. Journal*—"What to Read and How to Read It."
Edwin A. C. Barnes, Director of Music in Public Schools, Washington, also Inter-City High School Chorus, School Orchestra,—"Music in Modern School."
- "How Much Arithmetic Should be Taught in Elementary Schools"—
Dr. Robert Speer, School of Education, N. Y. U.
Mildred Steele, school teacher, Washington, D. C.
- "The School Board"—
Dr. Ivan Booker of the N. E. A.—"The School Board Member."
Dr. S. D. Shankland, Secretary of Department of Superintendence—"Work of the Superintendent of Schools."
- Sketch—"Employing teachers in Middville"
Franklin Dunham.
Leila Livingston Morse.
- Dr. Frank Hart, Professor of Education, New York University.
F. W. Ballou, Supt. of Schools, Washington, D. C.
- "Teachers in the Rural Schools"—
Kate Wofford, County Superintendent of Schools, Laurens, S. C.
William D. Boutwell, Editor of *School Life*.
Dr. Belmont Farley, of N. E. A.
Dr. Joseph Reiser, President State Teachers College, Fairmont, W. Va.
Dr. Theodore Martin, N. E. A.
Dr. Belmont Farley.
Dr. H. S. Hildebrand, Editorial Board, *National Geographic Magazine*.
Dr. Bess Gudiekuntz, "Teaching Geography in the Modern Schools."
Dr. Charles Williams.
Lyle W. Ashley, of the N. E. A.
Dr. Uel W. Lamkin, President of State Teachers College, Maryville, Mo.
Dr. Arthur S. Chenowith, Supt. of Schools, Atlantic City.
- "Education of the New World"—
Dr. Florence Hale.
- "Facing the Educational Situation"—
Dr. Joseph Rosier, President N. E. A.
Dr. Ernest C. Hartwell, Superintendent of Schools, Buffalo, N. Y.
- "Spirit of American Education"—
Joy Elmer Morgan, Editor of *N. E. A. Journal*.
Dr. Belmont Farley, presiding.
- "Taxes—the Price of Good Government"—
Dr. William G. Carr, Research on N. E. A. Staff.
- "Education for a Living"—
Dr. William D. Boutwell, Editor of *School Life*.
- "Education for a Life"—
Dr. Tracy Tyler, National Committee on Education by Radio.
Florence Hale and Dr. Belmont Farley.
- Dramatic sketch: "The School Board Keep Thanksgiving"—
Talks by members of the cast.
- "Can We Do Without Music in our Schools?"—
Dr. John Finley, Associate Editor of *New York Times*.
Dr. Walter Damrosch.
- "Why We Have Art in our Public Schools"—
Lorado Taft, sculptor.
- "Your Child's Xmas Gift"—
Dr. J. W. Crabtree, Executive Secretary of N. E. A.

NBC Sustaining Program Data—Continued

"A Christmas Wish to Parents and Teachers"—
Dr. John Finley.

WORLD TODAY

A weekly review of world events stressed not only as to their importance in their own setting but as to their influence on the world at large. Conducted by James G. McDonald, Chairman of Foreign Policy Association, authority on international relations.

"International Outlook for 1932."
"Japan's Domestic Crisis."
"China—Internal Politics."
"Silver—an International Problem."
"Britain and the Far East"—S. K. Ratcliffe, British journalist, on the editorial staff of the *New Statesman*.
Eastern Crisis."
"Disarmament Proposals."
"U. S. At Geneva."
"Dangers to the League."
"Are Sanctions Practicable?"
"Irish Free State."
"German Elections."
"Peace and War in the Far East."
"What Progress in Disarmament."
"An Independent World."
"World Wide Economic Depression."
"Paying for the War."
"Government as Shylocks and Defaulters."
"Shall International Trade be Stifled?"
"Gold, Tyrant or Servant."
"The Task at Lausanne."
"Challenge of Capitalism."
"Non-Partisanship in Foreign Affairs."
"Question of Intra-Governmental Debts."
"Disarmament or Rearmament."
"World Economic Conference."
"Political and Economic Development in Germany."
"The Year in International Affairs."

AMERICAN TAXPAYERS LEAGUE

A series of talks on all angles of taxation sponsored by the National Broadcasting Company and the American Taxpayers League. The speakers were men prominent in governmental affairs. This series was intended to clarify to the layman the basis of taxation, where the layman's money goes when he pays taxes, and the evils in the present system. It was primarily intended to arouse interest in the public mind so that the average person could take an intelligent stand on the subject.

Hon. James W. Wadsworth, Jr., Ex-Senator from New York State; Chairman of Radio Committee of the American Taxpayers League — "Centralization." Subsequent addresses: "Time for Action"; "A Taxpayer's Platform—Fundamentals of Sound Taxation."

Hon. James S. Beck, Representative from Pennsylvania—"Taxation and Our Form of Government."

Theodore W. Noyes, Editor of the *Washington Star*—"Taxation Without Representation."

William H. Blodgett, Tax Commissioner of the State of Connecticut—"Frailties of the Net Income Tax."

Hon. Harold McGugin, (R) Representative from Kansas—"Reduce Taxes by Reducing Expenditures," Subsequent addresses: "Taxes and Tax Paying the U. S."; "Excessive Taxation Is Causing Breakdown of Government in America"; "Taxes Are Draining the Life Blood of the Nation."

Dr. William Gerry Morgan, President of American Medical Association—"Who Shall Control the Taxpayer's Money?"

Hon. Wesley Jones, U. S. Senator from Washington—"Government Expenditures — Appropriations, etc."

Hon. James W. Gerard, former American Ambassador to Germany—"Does the Taxpayer Get Value for His Money?"

Senator Hiram Bingham, of Connecticut—"How to Avoid Higher Taxes—Light Wines and Beer."

Governor Albert C. Ritchie, of Maryland—"Government Waste Means Increased Taxes."

William R. Sexton, Counsel for City of Chicago — "Municipal Taxation."

Robert W. Harden, President New Jersey Bankers Association, Vice-President of Westfield Trust Co.—"Individual's Attitude Toward Taxation."

Governor George White of Ohio—"Ohio's Experience in Governmental Economy."

Hon. Phil J. Campbell, Former Congressman from Kansas—"Methods of Reducing Taxes."

C. L. Bardo, President of New York Shipbuilding Co., and President of New Jersey Taxpayers' Association—"Government Must Liquidate."

Ashton C. Shallenberger, (D) Representative from Nebraska—"High Cost of Government—Reducing Methods."

F. E. Williamson, President of New York Central Railroad—"Taxes—Everybody's Business."

W. E. Mallalieu, General Manager of National Board of Fire Underwriters—"Hidden Taxes." Subsequent address: "Government in Business."

Phil H. Hanna, Editor of *Chicago Journal of Commerce*—"The Star Boarder."

Franklin S. Betts, Editor of *Farmers Elevator Guide*—"Abolishing the Farm Board."

Whiteford R. Cole, President Louisville and Nashville Railroad Co.—"Liquidating the High Cost of Government."

William L. Nelson, U. S. Representative from Missouri (D)—"Federal Farm Board—What It Costs the Taxpayers."

Announcer Abernathy, WRC, read speech of Senator Arthur Capper who was unable to talk as scheduled.

Fred W. Sargent, President of the Chicago, Northwestern Railway Co.—"Excessive Taxation — Its Demoralizing Effect on Business."

John M. Fitzgerald, Vice-Chairman of Committee on Public Relations, Eastern President's Conference—"Spenders of the Public Money."

Fred M. Vinson, U. S. Representative from Kentucky (D)—"How to Relieve the Burden of Double Taxation."

Robert Low Bacon, Representative from New York (R)—"Federal Taxation and Aid to the States."

Senator J. J. Dickinson of Iowa—"The Agricultural Marketing Act and Its Effect on the Producer."

Scoville Hamlin, author and economist—"Overlapping Taxes."

Joseph B. Shannon, Representative from Missouri (D)—"Taxation and the Government in Business."

George W. Rossiter, President of the Chicago Association of Commerce—"Reducing Government Expenditures."

Walter W. Williams, President of the Illinois Chamber of Commerce—"Making the Taxpayer Tax Conscious."

Martin R. Carlson, President of the Senate, Illinois—"State Sales Tax."

Samuel B. Pettingill, Representative from Indiana (R)—"Government in Business and the Taxpayer's Burden."

Dr. H. J. Derhlick, President of Milligan College, Tenn.—"How Present Taxes Affect Our Educational Institutions."

Col. Robert McCormack, Publisher of the *Chicago Tribune*—"The Sacking of America."

Dr. Wilson Compton, Secretary of the National Lumber Mgr's Association—"Our Forests—Will Our Tax Policy Destroy or Conserve Them?"

Leroy A. Lincoln, Vice-President and General Counsel for the Metropolitan Life Insurance Company—"Everybody Pays the Tax Bill."

Samuel Ferguson, President of

NBC Sustaining Program Data—Continued

Hartford Electric Light Co., Hartford, Conn. — "Taxation Without Realization."
 L. D. Staplin, President of Carbonite Metal Company of Chicago—Series of four talks—"Cause and Cure of the Depression."
 James G. Blauvelt, President of Hohokus Bleacher Co., of Hohokus, N. J.—"Better Tax Methods."
 Peter B. Carey, President of Chicago Board of Trade—"Taxes and Low Grain Prices."

VOTERS SERVICE

A series of weekly programs under the auspices of the National League of Women Voters in conjunction with the National Broadcasting Company in an effort to promote in the voter a greater sense of his own responsibility toward his party, local, state, and Federal Governments. The speakers were outstanding men and women, both Republican and Democratic, in local, national, state, and international affairs. The subject heading in a general way for the whole series was: "1932 at Home and Abroad." Mrs. Henry Goddard Leach, on the Board of Directors of the National League of Women Voters, introduced the speakers.

"1932 at Home"—
 Walter Lippman, liberal author, and on the editorial staff of the *New York Herald-Tribune*.
 "1932 Abroad"—
 William R. Castle, Under Secretary of State.
 "Voters in 1932"—
 Katherine Ludington, Chairman of Voters Service.
 "1932 in Congress"—
 Charles Ross, chief, Washington Bureau of *St. Louis Post Dispatch*.
 Dr. Harold C. Moulton, President of the Brookings Institute.
 "World Finance in 1932"—
 Dr. James W. Angell, Professor of Economics, Columbia University.
 "European Background of the Conference"—
 James G. McDonald, chairman of the Foreign Policy Association.
 "American Background of the Conference"—
 William B. Hale, Chicago lawyer, member of Chicago Council on Foreign Relations.
 "Disarmament Conference in Geneva"—
 Miss Frances Perkins, Industrial Commissioner, Department of Labor, New York.
 Peter Frederick Snyder, Assistant Secretary of Labor, U. S.
 John R. Alpine, Supervising Di-

rector of U. S. Employment Service, former Vice-President of American Federation of Labor.
 "Uncle Sam as a Job Finder"—
 Senator Robert Wagner, (D) U. S. Senator from New York.
 "Relief for the Unemployed—Whose Responsibility?"—
 William Hodson, Executive Director of Welfare Council of New York City.
 Dr. John A. Ryan, Professor at Catholic University, Washington.
 "Unemployment — Insurance or Dole?"—
 Henry J. Allen, former U. S. Senator from Kansas, and former Governor of Kansas.
 Leo Wolman, Professor of Public Law, Columbia University, lecturer at New School for Social Research.
 "Swope Plan"—
 Edward Collins, Financial writer on *New York Herald-Tribune*.
 Dr. Harlow S. Persons, Managing Director of the Taylor Society.
 "Proposed National Economic Council Bill"—
 Isadore Lubin, of the Brookings Institute in Washington.
 Virgil Jordan, Economist for McGraw-Hill, Editor of *Business Week*.
 "Proposed Economic Council Bill"—
 Senator Robert M. La Follette, Senator from Wisconsin.
 Charles Ross, Washington correspondent of *St. Louis Post Dispatch*.
 "Symposium on Planned Economy"—
 Henry I. Harriman, Vice-President New England Power Association.
 Sidney Hillman, President Amalgamated Clothing Workers of America.
 Henry H. Wallace, Editor of *Wallace's Farmer*.
 "International Aspects of Economic Planning"—
 Lucius Eastman, President of Hills Brothers, member of Economic Council of League of Nations.
 Joseph Perkins Chamberlain, Professor of Public Law, Columbia University.

YOUR CHILD

A fifteen minute talk on child care and training, all problems pertaining to the proper rearing of children from the scientific, psychological and human angles; these talks under the auspices of the Children's Bureau, Department of Labor. Dr. Lenroot dealt with a different subject each day. This is a continuation of "Your Child" series which was given for several years by Grace Abbott on much the

same lines as this program. On February 23 program was resumed under same title with Dr. Ella Oppenheimer instead of Dr. Katherine Lenroot. Dr. Oppenheimer is also a member of the Children's Bureau, Department of Labor.

"Unemployment Relief and the Family."
 Clara M. Beyer: "Some New York Goals for Child Welfare."
 Clara M. Beyer: "Children at the Crossroads."
 "Home and School Co-operation."
 "Goals of Child Training."
 "Education of Handicapped Children."
 "Education of Blind and Deaf Children."
 Dr. Wayne MacMillan, of University of Chicago: "Wandering Boys."
 Katherine Lenroot, Judge Carl B. Hyatt, of Children's Bureau, and Edgar M Gerlach, Department of Justice, discussion, "Federal Government and the Delinquent Child."
 Katherine Lenroot, Ann McNulty, Head of Correspondence Division of Children's Bureau: "Opening the Morning Mail."
 Clara M. Beyer, Children's Bureau: "Can We Afford To Keep Our Children Out of School?"
 Clara M. Beyer: "Vocational Guidance—a Present Need."
 Alida Bowler, Director of Delinquency Unit of Children's Bureau, Department of Labor: series of 6 talks on "Juvenile Protection."
 Ella Gardner.

AMERICA AT WORK

A series of weekly programs formulated by the National Association of Manufacturers and the National Association of Civic Service Club Executives, seeking to offset over-emphasis on abnormal business conditions, by acquainting the country at large with the immense amount of activity throughout the nation. It was the plan to present a complete cross section of American industry, persons with first hand knowledge of transportation, power, agriculture, communications, automotive equipment and other economic divisions taking the audience "behind the scenes" in their particular fields. Among the organizations interested in this program were American business, American Inter-professional Institute, builders' exchanges, chambers of commerce, the Civitans, Co-operative Cosmopolitan Club, Ex-

NBC Sustaining Program Data—Continued

- change Club, Kiwanis Club, the Lions, National Association of Commercial Organization Secretaries, The Optimists, Rotary and The Round Table. Gilbert Gable was in charge of the Program.
- "Another Million to Work"—plan fostered by the American Legion to put 1,000,000 men to work in one month, with the aid of American Federation of Labor, and Association of National Advertisers. Paul Younts, Past National Commander of the American Legion.
- "Zero Hour"—Bernard Lichtenberg, Chairman of Board of Association of National Advertisers. Mathew Woll, Vice-President of American Federation of Labor. Henry L. Stevens, National Commander of American Legion.
- "Report on Crucibles—Gunpowder"—H. L. Berby, President Kalbfleisch Corporation, Vice-President of American Cyanamid Co. J. Cheever Cowdin, Treasurer of United Action Campaign for Unemployment.
- "Industries Passing in Review"—Gabriel Hess, of Motion Picture Producers and Distributors Ass'n. Frank Gregson, New York and Chattanooga business men. Irving W. Hadsell, Vice-President F. W. Dodge Reports Corp. Capt. Robert Boettger, Secretary of a dye plant, President First National Bank of Yonkers, Chairman National Normal Business Commission. John S. Geotz, Assistant to President of National Industrial Conference Board. Carl Byoir, Director Organization of United Action for Employment.
- "Voice of Manufacturing—Coal, etc."—James N. MacClean, President of the Association of Civic Service Clubs. Avery C. Marks, Director of Information of America at Work.
- "Drama of Electricity"—James E. Davidson, Executive Chairman of National Electric Refrigeration Bureau, President Nebraska Power and Light Co., of Omaha. Katherine Fisher, Director Good Housekeeping Institute. Charles Edison, President Edison Electric Co.
- "Drama of Finance"—Robert O. Lord, President Guardian Detroit Union Group, Inc. Herbert F. Rawll, President of the Christmas Club, Inc. Francis H. Sisson, Vice-President of Guaranty Trust Co. Dr. H. H. Sheldon, Chairman Department of Physics, New York University. Avery Marks, United Action for Unemployment.
- NATIONAL TRADE REVIVAL CAMPAIGN—SPONSORED BY AMERICAN LEGION
- Richard H. Waldo, President of McClure Newspaper Syndicate—"Keylog in the Depression Jam—Shorter Hour Week." J. Cheever Cowdin, Treasurer of American Legion Employment Commission—"The Shorter Working Week." Edgar Kobak, Vice-President of McGraw-Hill—"Ten Million and One." Introduced by Roy Dickinson, Vice-President of *Printer's Ink*. Lyle D. Tabor, Ass't Director Legion Nat'l Employment Committee. R. W. Lyons, Executive Vice-President of National Chain Stores Association—"Work of the Chain Store in Helping Unemployment." Senator W. Warren Barbour, (R) of New Jersey—"30 Hour Week and Self-Liquidating Projects." M. J. Flynn, Executive Secretary of America's Wage Earners Protective Association. Colby M. Chester, President of General Foods Corp—"American Opportunities." Joseph H. Appel, Advertising Director of Wanamaker's—"Let's Go, America." Mrs. S. Alfred Blackburn, President of American Legion Auxiliary, introduced by Mrs. Louise Williams, former President American Legion Auxiliary. Mathew Woll, Vice-President of American Federation of Labor—"Shorter Work Week." James H. Rand, Jr., Chairman Remington Rand. John Lyles Harrington, chairman Engineers Advisory Board of R. F. C.—"Self-Liquidating Feature of the Reconstruction Bill." Quincy Adams, Editor of *Dun's Review*—"Bright Spots in the Business News." Professor H. Harold Axworthy, Director of Bureau of Community Service and Research, New York University. J. Cheever Cowdin—"How About a Little Plain Common Sense and Home Thinking and Be Through with this Deplorable Condition." John R. Alpine, Director of Superintendence of U. S. Employment Service—"What the Legion is Doing for Unemployment." Dr. George J. Lawrence, Commander of New York Department of Legion—"Work of the Legion Against Unemployment." Richard Barry, journalist and playwright.

SUPPLEMENTAL DATA — ORGANIZATIONS

American Society of Composers, Authors and Publishers

Copy of operators' broadcasting license, covering terms for performance of copyrighted music.

MEMORANDUM OF AGREEMENT between AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS, (hereinafter styled "SOCIETY"), and

(hereinafter styled "LICENSEE"), as follows:

1. SOCIETY grants to LICENSEE, its successors and assigns, and LICENSEE accepts for a period of three (3) years from _____, a license to publicly perform by broadcasting from Radio Station

located at _____,

non-dramatic renditions of the separate musical compositions heretofore or hereafter during the term hereof copyrighted or composed by members of SOCIETY, or of which SOCIETY shall have the right to license such performing rights.

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

3. Nothing herein contained shall be construed as authorizing LICENSEE to grant to others any right to reproduce or perform publicly for profit by any means, method or process whatsoever, any of the musical compositions coming within the purview of the within license performed pursuant heretofore, or as authorizing any receiver of any such broadcast rendition to publicly perform or reproduce the same for profit by any means, method or process whatsoever.

4. The within license is limited to the separate musical compositions heretofore or hereafter during the term hereof copyrighted or composed by members of SOCIETY, or of which SOCIETY shall have the right to license the performing rights hereinbefore granted, in programs rendered at or from said radio station, or at or from any other place duly licensed by SOCIETY to perform such works (unless the performance originates at a place or from a source which SOCIETY does not customarily license), from which place rendition of such works is transmitted to said radio station for the purpose of being broadcast from there.

It is understood, however, that LICENSEE shall be guilty of a breach under this Article (No. 4) only in the event that it continues to broadcast a program rendered at such places other than the said station after LICENSEE shall have received notice from SOCIETY that such other places are not licensed by SOCIETY to perform.

5. The within license is granted upon the express condition:

- (a) That should the power input as at present authorized by the Federal Radio Commission for the said station (_____ watts) be changed during the term hereof, the basic fee as provided in the first paragraph of Article No. 8 hereof shall be adjusted.
- (b) That in event the license of said station from the Federal Radio Commission is terminated, cancelled, revoked or suspended, or in the event that radio broadcasting is supported from other sources or operated by other than private interests, than as now prevails, LICENSEE shall promptly notify SOCIETY thereof, and either SOCIETY or LICENSEE may then terminate this agreement; and in such event, LICENSEE shall be under no further liability to SOCIETY for the payment of any license fee hereunder; provided, however, that if the license of said station to broadcast is suspended for a period less than the term of the within license, then in such event LICENSEE shall be relieved from payment of the license fee hereunder only during such period of suspension.

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

7. SOCIETY agrees during the term hereof to maintain for the service of LICENSEE substantially its present catalogue of compositions heretofore or hereafter during the term hereof copyrighted or composed by members of SOCIETY. SOCIETY reserves the right, however, at any time and from time to time to withdraw from its repertory and from operation of the within license any musical composition or compositions; and upon any such withdrawal, Licensee may immediately cancel the within agreement by giving written notice to SOCIETY of its election so to do.

In the event of any such cancellation by LICENSEE, or in the event of a termination of this agreement and the within license pursuant to the provisions of Article No. 5 hereof, or otherwise, SOCIETY shall refund to LICENSEE pro rata license fees, if any, paid for a period beyond the date of such cancellation or termination.

8. Under the terms and conditions hereinabove set forth, LICENSEE agrees to pay to SOCIETY, as compensation for the within license, the sum of _____

Dollars (\$) _____)

per annum, payable in equal monthly installments on or before the 10th of each month during the term hereof, plus

- (a) For the first year of the term hereof, a sum equal to three percent (3%) of the net receipts (as hereinafter defined) of the LICENSEE from the sale of its broadcasting facilities; and,
- (b) For the second year of the term hereof, a sum equal to four percent (4%) of the net receipts (as hereinafter defined) of the LICENSEE from the sale of its broadcasting facilities; and,
- (c) For the third year of the term hereof, a sum equal to five percent (5%) of the net receipts (as hereinafter defined) of the LICENSEE from the sale of its broadcasting facilities.
- (d) The term "net receipts" from the sale of its broadcasting facilities shall refer to the full amount charged by and actually paid to LICENSEE for the use of its broadcasting facilities (sometimes known as "time on the air"), after deducting commissions not exceeding fifteen per cent (15%), if any, paid to the advertising agent or agency (not employed or owned in whole or in part by LICENSEE).

LICENSEE shall render monthly statements to SOCIETY on or before the 10th of each month covering the period of the preceding calendar month on forms supplied gratis by SOCIETY, and shall include in such statements all net receipts, without exception, during the said month from the sale of the broadcasting facilities ("time on the air") of the said station, which said statement shall be rendered under oath and accompanied by the remittance due SOCIETY under the terms hereof. Any such statement may also include a deduction by or credit to the LICENSEE for any amount reported by it as received during a prior month from the sale of its broadcasting facilities but which it has been compelled to refund as a "time discount." In the event that any such item shall be collected after it has been credited or deducted as aforesaid, it shall then be included again in the net receipts of LICENSEE on the monthly statement next succeeding the date of the actual collection.

9. SOCIETY shall have the right, by its duly authorized representative, at any time during customary business hours, to examine the books and records of account of LICENSEE only to such extent as may be necessary to verify any such monthly statement of accounting as may be rendered pursuant hereto; provided that such examination does not interfere with the usual conduct of business by LICENSEE.

It is understood and agreed that SOCIETY shall consider all data and information coming to its attention as a result of any such examination of books and records as completely and entirely confidential.

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

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

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

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

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

IN WITNESS WHEREOF, this agreement has been duly subscribed by SOCIETY and LICENSEE this day of _____,

193 .

AMERICAN SOCIETY OF COMPOSERS,
AUTHORS AND PUBLISHERS

By

.....
Licensee.

By

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