

A. F. OF M. LOCALS—Continued

No.	City, Title, Officers and Addresses.	Jurisdiction Claimed.
207	Salina, Kan. Pres., Ralph Summers, United Life Bldg. Sec., P. M. Richardson, United Life Bldg.	Twenty miles, and to include Abilene, Kans.
216	Fall River, Mass. Musicians' Protective Union Pres., Alcide H. Breault Sec., Frank Mellor, 48 Thomas st.	Fall River, Brighton, Somerset, Assonet, Westport, Mass.; Tiverton, Bristol, Warren and Portsmouth, R. I.
217	Jefferson City, Mo. Musicians' Protective Union Pres., Oscar H. Petry, 623 School st. Sec., F. X. Holt, 515 Madison st.	Ten miles, and to include Fulton, Mo.
218	Marquette, Mich. Musicians' Protective Union Pres., Henry M. Robinson, 1011 Pine st. Sec., Ben Schadney, 124 Fisher st.	Twenty miles, and to include Negaunee, Ishpeming and Diorite.
228	Kalamazoo, Mich. Musicians' Protective Association Pres., E. F. Whittington, 530 W. Cedar st. Sec., Maude E. Stern, 138 N. Burdick st.	All of Kalamazoo County.
229	Bismarek, N. D. Musicians' Protective Association Pres., Harry Turner, 614 First st. Sec., H. M. Leonhard, 719 Mandan st.	Ten miles.
230	Mason City, Iowa. Musicians' Protective Union Pres., Wm. B. Terrill, 217½ N. Federal st. Sec., R. R. Kelso, 16 N. Adams av.	Twelve miles; takes in Clear Lake, 9 miles; Manley, 8 miles; Plymouth, 8 miles; New Springs, 8 miles; Bayside Park, 12 miles.
233	Wenatchee, Wash. Musicians' Protective Union Pres., Lowell Howe, Walla Walla av. Sec., H. T. Daughbetie, Cherry st.	Ten miles.
234	New Haven, Conn. New Haven Federation of Musicians Pres., Samuel J. Allinson, 177 Church st. Sec., Arthur J. Ehehalt, 47 Orange st.	Includes Westville, Hamden, Highwood, Fair Haven, Orange, East Haven, West Haven, Morris Cove, Lighthouse Point, Savin Rock, Woodmont, Guilford, Madison and Clinton.
236	Aberdeen, Wash. Musicians' Protective Union Pres., H. H. Stark, 611 Scammel st. Sec., Wm. Appleyard, 409 W. Wishkah st.	Aberdeen, Hoquiam and Cosmopolis, Wash., and Grays Harbor County.
239	Auburn, N. Y. Musical Union Pres., John M. Stapleton, 7 Park Pl. Sec., Fred R. Galleymore, 44 Perry st.	Ten miles.
240	Rockford, Ill. Musical Union Pres., Ray Mann, 709 Cherry st. Sec., A. H. Tubbs, 514 W. State st.	Ten miles north, south and west, and 15 miles east, taking in Belvidere.
241	Butte, Mont. Mutual Protective Union Pres., Howard R. Rich, 1704 Lowell av. Sec., Earl C. Simmons, 41½ N. Main st.	Butte, Walkerville, Centerville, Meader- ville and a radius of 10 miles.

A. F. OF M. LOCALS—Continued

No.	City, Title, Officers and Addresses.	Jurisdiction Claimed.
242	Youngstown, Ohio (colored) Musicians' Protective Union Pres., Floyd Burke, 8 N. Forrest av. Sec., Charles S. Exum, 537 North av.	Ten miles.
245	Muncie, Ind. Musicians' Protective Union Pres., Carl W. Harris, Route No. 6 Sec., Clair Souders, 120 E. Main st.	Ten miles.
247	Victoria, B. C., Canada Musicians' Mutual Protective Union Pres., S. G. Peele, 1210 McKenzie st. Sec., F. V. Homan, 602 Broughton st.	All of Victoria Island south of and including the town of Duncan.
252	Muskegon, Mich. Musicians' Mutual Protective Union Pres., Sid Shears, 1271 Eighth st. Sec., Elmer Lupien, 1333 Mason Blvd., Muskegon Heights, Mich.	All of Muskegon County and to include the city of Grand Haven, Mich.
254	Sioux City, Iowa Musicians' Protective Union Pres., C. D. Whitney, 2409 Pierce st. Sec., H. W. Henderson, 108 War Eagle Bldg.	Ten miles.
255	Yankton, S. Dak. Musicians' Protective Union Pres., Fred C. Fejfar, Utica, S. D. Sec., H. M. Tinkham, 914 Mulberry st.	Ten-mile radius, but not to intrude on the jurisdiction of a local previously chartered.
256	Birmingham, Ala. Musicians' Protective Association Pres., M. D. Friedman, 1237 S. 21st st. Sec., C. P. Thiemonge, 233-34 Clark Bldg.	All of Jefferson County.
257	Nashville, Tenn. Association of Musicians Pres., Geo. W. Cooper, Jr., 1506 Compton av. Sec., R. T. Payne, 203 32nd av., S.	Fifty miles.
259	Parkersburg, W. Va. Musicians' Mutual Protective Union Pres., Frank C. Treadway, 742 Quincey st. Sec., D. E. Mercer, 2400 Vaughan av.	Ten miles except on north—12 miles to Williamstown and Marietta, Ohio.
260	Superior, Wis. Musicians' Protective Union Pres., Harry Gradin, 1708 Susquehanna av. Sec., James Smith, 1111 Tower av.	A 40-mile radius within the State of Wisconsin.
261	Vicksburg, Miss. Musicians' Mutual Protective Association Pres., H. P. Grant, Baum st. Sec., A. L. Setaro, 1219 Magnolia st.	Ten-mile radius, provided same does not intrude upon the jurisdiction of a Local previously chartered.

A. F. OF M. LOCALS—Continued

No.	City, Title, Officers and Addresses.	Jurisdiction Claimed.
263	Bakersfield, Cal. Musicians' Mutual Protective Association Pres., Lawrence H. Foster, 1315 10th st. Sec., J. Marsden Van Cott, 105 Taylor Bldg.	All of Kern County.
266	Little Rock, Ark. Pres., Clarence McCrory, 1301 Woodrow Sec., W. B. Hocott, 215 E. Capitol av.	Ten miles.
269	Harrisburg, Pa. Musical Association Pres., Lewis W. Cohan, 64½ N. 17th st. Sec., Ralph Feldser, 301 State Theatre Bldg.	Ten (10) miles north, sixteen (16) miles east to and including Hershey Park and Palmyra, ten (10) miles south and eighteen (18) miles west to and including Williams Grove Park and Carlisle.
270	Hot Springs, Ark. Vapor City Musicians' Union Pres., J. B. Freese, 1047 Spring st. Sec., John E. Jones, 851 Park	Thirty miles.
274	Philadelphia, Pa. (colored) Musicians' Protective Union Pres., George W. Hyder, 2048 Morris st. Sec., Frank Fairfax, 716 S. 19th st.	Ten miles.
276	Sault Ste. Marie, Ont., Canada Musicians' Protective Union Pres., H. L. Sergeant, 1068 Queen st., E. Sec., H. Hoodless, 929 Wellington st.	Ten miles.
278	South Bend, Ind. Musicians' Protective Union Pres., Dillon Patterson, 604 Sherland Bldg. Sec., Oliver H. Payne, 604 Sherland Bldg.	North to and including Barron Lake, Mich.; east and south, ten miles; and west, to and including Hudson Lake.
279	London, Ont., Canada Musicians' Union Pres., James Creswell, 478 King st. Sec., C. N. Perrin, 352 Adelaide st.	Ten miles, and to include Grand Bend and Bayfield.
284	Waukegan, Ill. Waukegan Federation of Musicians Pres., Percy Snow, Milwaukee av., Libertyville, Ill. Sec., G. W. Pritchard, 1125 North av.	North to Wisconsin state line; east to Lake Michigan; south to north boundary line of Highland Park, Ill., west to Lake County line.
285	New London, Conn. Musicians' Protective Association Pres., J. Nicholas Danz, 33 Avery Court Sec., Herbert A. Dawley, Everett st., Norwich, Conn.	South, east and west, 10 miles; north to Richard's Grove.
286	Toledo, Ohio (colored) Musicians' Protective Union Pres., Norman Jones, 556 Lucas st. Sec., Velmer Mason, 819½ Collingwood av.	Ten miles.
289	Dubuque, Iowa Musicians' Protective Association Pres., Frank T. Nagele, 1600 Atlantic st. Sec., Mark W. Gavin, 1449 Delhi st.	Thirty miles.

A. F. OF M. LOCALS—Continued

No.	City, Title, Officers and Addresses.	Jurisdiction Claimed.
291	Newburgh, N. Y. Musicians' Protective Association Pres., Wm. R. Green, 803 South st. Sec., Thomas J. Vecchio, 67 Beacon st.	City of Newburgh and all territory in the townships of Plattekill, Marlboro, Newburgh, New Windsor, Blooming Grove, Cornwall, Highlands, Woodbury, Monroe, and all of Bear Mountain Interstate Park.
293	Hamilton, Ont., Canada Musicians' Protective Association Pres., E. J. Potter, 269 Charlton av. W. Sec., A. J. Nelligan, 81 Pickton st., E.	Hamilton, Burlington, Dundas, Grimsby, Bramesville, Oakville, Jarvis, Dunnville, Hagersville, Caledonia.
294	Lancaster, Pa. Musicians' Protective Association Pres., H. E. Ilgenfritz, 17 W. Farnum st. Sec., Geo. W. Glick, 648 E. Frederick st.	Ten miles.
295	Pocatello, Idaho Musicians' Protective Union Pres., W. M. Martin, R. F. D. No. 1 Sec., Hugh Ivey, 507 N. Garfield av.	Ten miles.
297	Wichita, Kans. Wichita Musicians' Union Pres., Duff E. Middleton, 622 S. Chautauqua Sec., Leo H. Kopplin, 200 Kaufman Bldg.	Ten miles.
299	St. Catharines, Ont., Canada Musicians' Protective Union Pres., C. Baer, 395 St. Paul st. Sec., Jos. C. Phelan, 24 Welland av.	St. Catharines, Merittan, Thorold, Allandale, Niagara-on-the-Lake, Jordon, Port Dalhousie.
303	Lansing, Mich. Lansing Federation of Musicians Pres., R. Bruce Satteria, 117 S. Holmes st. Sec., Carl H. Dewey, 915 W. Allegan st.	Thirty-mile radius from the State Capitol.
306	Waco, Texas Musicians' Protective Union Pres., F. F. Tolan, 2615 Colcord av. Sec., L. N. Griffin, Route 2. Box 4	Ten miles.
308	Santa Barbara, Cal. Musicians' Mutual Protective Association Pres., Harold Bacon, 110 W. Mason st. Sec., Robert Foxen, 1023 Olive st.	Santa Barbara County, except that territory which is in the jurisdiction of Local 305, San Luis Obispo, Calif.
309	Fond du Lac, Wis. Musicians' Protective Union Pres., E. A. Jones, 107 Harrison Place Sec., W. H. Jens, 308 Third st.	Fond du Lac and Calumet Counties, but not to intrude upon the jurisdiction of Local 337, Appleton, Wis.
311	Wilmington, Del. Musicians' Protective Union Pres., James A. LeFevre, 410 West 36th st. Sec., Henry G. Draine, McDaniel Heights, Route No. 2	State of Delaware and to include the Longwood estate of Pierre S. DuPont, Chester County, Pa., and the Green Lantern Inn in Maryland near Newark, Del.
314	Elmira, N. Y. Musicians' Protective Union Pres., Geo. W. Sheahan, 722 E. Washington av. Sec., John W. Sheahan, 713 Harper st.	Ten miles, and including Corning and Painted Post.

A. F. OF M. LOCALS—Continued

No.	City, Title, Officers and Addresses.	Jurisdiction Claimed.
315	Salem, Ore. Musicians' Mutual Protective Association Pres., Alvin Thomas, care of Kruger's Grocery Store Sec., L. W. DuBois, Masonic Building	Ten miles.
320	Lima, Ohio. Lima Musicians' Protective Association Pres., Cliff Selig, 1202 E. Elm st. Sec., H. G. Sloan, 681 W. Spring st.	The counties of Allen, Auglaize, Van Wert, Hardin and Putnam, including the Indian Lake territory.
325	San Diego, Cal. Musicians' Protective Association Pres., Fred A. Groves, 3654 Orange av. Sec., Wm. J. Meader, 341 Bank of America Bldg.	All of San Diego County.
328	Janesville, Wis. Musicians' Protective Union Pres., J. W. Gilmore, 1502 Oakland av. Sec., A. A. McGill, 1202 Eastern av.	Ten miles east and west, twenty miles north, including Fort Atkinson and a radius of six miles of that city, and seven miles south of the city of Janesville.
332	Greensboro, N. C. Musicians' Protective Union Pres., John D. Smith, 311 N. Forbis st. Sec., Conrad Lahser, 403 N. Edgeworth st.	Ten miles.
333	Eureka, Cal. Musicians' Protective Union Pres., Byron MacDonald, 1804 "C" st. Sec., W. M. Lawton, 802 Summer st.	All of Humboldt County.
334	Waterloo, Iowa. Waterloo Federation of Musicians Pres., Harry Stewart, 324½ West 4th st. Sec., Court Hussey, 222 Franklin st.	Ten miles.
335	Hartford, Conn. (colored) Musicians' Protective Association Pres., Allie Davis, 141 Brook st. Sec., James Bacate, 146 Mather st.	Ten miles.
339	Greensburg, Pa. Musicians' Protective Union Pres., Nicholas A. Roy, 122 Laird st. Sec., C. R. Keister, 114 North Maple av.	West to and including Byerly Crest; east to and including Dery, Ligonier Valley Beach and Park, and Rolling Rock Country Club; south to Scottdale, and Greensburg, Latrobe, Jeannette, Delmont and Young- wood.
342	Charlotte, N. C. Musicians' Protective Union Pres., Bo Norris, 229 South Tryon st. Sec., William S. Greene, 229 South Tryon st.	Ten miles.
345	Eau Claire, Wis. Chippewa Valley Musicians' Union Pres., Ted Jorgenson, 516 East Grand av. Sec., Palmer Anderson, 609 Franklin st.	Twenty-five miles north, east and west of Chippewa Falls, and twenty-five miles west of Eau Claire.
348	Sheridan, Wyo. Musicians' Protective Union Pres., Joe Rulli, 805 Illinois st. Sec., Mark Hayward, P. O. Box 293	All of Sheridan and Johnson Counties.

A. F. OF M. LOCALS—Continued

No.	City, Title, Officers and Addresses.	Jurisdiction Claimed.
349	Manchester, N. H. Musicians' Protective Union Pres., Clement S. Libby, 997 Valley st. Sec., Frank Dudka, 832 Page st.	Ten miles and including Derry, Goffstown, New Boston, Deerfield, Raymond and Merrimack, N. H.
353	Long Beach, Cal. Musicians' Association Pres., J. Leigh Kennedy, 2311 Carroll Park, South Sec., D. S. Dickinson, 1011 Linden av.	Ten miles.
356	Ogden, Utah Musicians' Protective Union Pres., George W. Warner, 238 30th st. Sec., Harold E. Fleming, 255 26th st.	Twenty miles, and to include Como Springs.
362	Huntington, W. Va. Musicians' Protective Union Pres., S. L. Ridenour, 912 Third av. Sec., R. B. Hastings, 909 9th st.	North ten miles, to include towns of Chesapeake, Coryville and Proctorville, Ohio; east 25 miles, to include towns of Barboursville, Ona, Milton and Hurricane, W. Va.; south ten miles, and west 7½ miles to the Big Sandy River, taking in town of Kenova, W. Va.
364	Portland, Me. Musicians' Protective Union Pres., Chas. E. Hicks, 249 Middle st. Sec., Wendell W. Doherty, 249 Middle st.	Cumberland County, comprising Portland, South Portland, Westbrook, Yarmouth, Freeport, Brunswick (Bowdoin College), Peaks Island and Sabago Lake vicinity.
365	Great Falls, Mont. Musicians' Protective Union Pres., Al. LeClaire, 2022 Central av. Sec., Robert Ralph, 725 3rd av., South	Fifty-mile radius, provided same does not intrude upon the jurisdiction of a Local previously chartered.
368	Reno, Nev. Musicians' Protective Union Pres., Harry S. Upson, Colonial Apts. Sec., Paula Day, Box 208.	Ten miles.
375	Oklahoma City, Okla. Musicians' Protective Union Pres., E. D. Graham, 213 N. W. 30th st. Sec., Evert M. Crismore, 125 N. W. 6th st.	Twenty-five mile radius from the Post- office in Oklahoma City, Okla., including Edmond and Norman.
376	Portsmouth, N. H. Musicians' Protective Union Pres., Chauncey B. Hoyt, 47 Market st. Sec., Fred Windle, Jr., P. O. Box 804	Portsmouth and sixteen-mile radius, and to include Rochester, N. H., and as far as Alton Bay.
379	Easton, Pa. Musicians' Protective Union Pres., Wm. H. Seibel, 128 S. 9th st. Sec., Paul T. M. Hahn, 446 Williams st.	Easton, Butztown, Oakland Park, Tatamy, Stockertown, Martin's Creek, Raubsville, Bushmill Park, Island Park and Glendon, Pa., and Phillipsburg, Alpha, Brainards, Stewartsville, Broadway, New Village, Washington, Carpentersville, Belvidere, Buttsville, including Mountain Lake in New Jersey.
380	Binghamton, N. Y. Musicians' Protective Union Pres., Samuel C. Sunness, 204 Vestal av. Sec., Webbie Gillen, 47 Carroll st.	A radius of twenty miles except in a northeasterly direction, where the limit shall be the Chenango County line, and not to intrude on the jurisdiction of a Local previously chartered.

A. F. OF M. LOCALS—Continued

No.	City, Title, Officers and Addresses.	Jurisdiction Claimed.
381	Casper, Wyo. Musicians' Protective Association Pres., Milo A. Briggs, 326 S. Kenwood st. Sec., David Foote, 1323 S. Elm	Ten miles and the Salt Creek territory, and to include Douglas.
382	Fargo, N. D. Musicians' Protective Union Pres., Norman Ostby, 711 Second st., N. Sec., H. M. Rudd, 725 Bluff st.	North, 38 miles; west, as far as the Mon- tana line on the M. P. Road; east, 28 miles into Minnesota, and south, to the South Dakota line.
385	Fort Smith, Ark. Musicians' Protective Union Pres., Geno Scott, 2123 Edwin st. Sec., Maurice Derdeyn, 501 North 13th st.	Ten miles.
386	Chicago Heights, Ill. Musicians' Protective Union Pres., Bob Phillips, 1700 Chicago Road Sec., George Shaw, 1700 Chicago Road	Crete, Chicago Heights, Steger, Monee and a radius of about eight miles south of Crete.
387	Jackson, Mich. Musicians' Protective Union Pres., J. Adam Geiger, 1105 Chiddock av. Sec., L. F. Barritt, 1015 E. Ganson st.	Ten miles and also Wolf Lake, Clark's Lake and Pleasant Lake.
388	Richmond, Ind. Musicians' Protective Union Pres., D. E. Warfel, 734 S. 10th st. Sec., Carl E. Shaffer, 621 S. "J" st.	Ten miles.
389	Orlando, Fla. Musicians' Protective Association Pres., Chas. E. Limpus, 507 Richmond av. Sec., Howard Kamper, 421 East Winter Park av.	Ten miles.
390	Edmonton, Alta., Canada. Musicians' Protective Union Pres., H. M. Seller, 10733 118th st. Sec., H. G. Turner, 303 Alexandria Block	North, east and west, to the boundaries of Alberta; south, to but not including Red Deer.
396	Greeley, Col. Musicians' Protective Union Pres., Clay Taylor, 1402 Tenth st. Sec., Carl Norman, 1222 14th av.	Ten miles, but not to intrude on the juris- diction of a Local previously chartered.
399	Asbury Park, N. J. Musicians' Protective Union Pres., Rudolf F. Malchow, 28 Leroy pl., Red Bank, N. J. Sec., C. A. Arthur, Mayfair Apts., 301 Monroe av.	Ten miles, including Long Branch, Sea- bright, Freehold and small towns between, and Lakewood and Toms River.
400	Hartford, Conn. Musicians' Protective Union Pres., Henry Zaccardi, 742 Main st. Sec., Louis Greenberg, 742 Main st.	Twenty miles north, including Windsor Locks and Warehouse Point; twenty miles east, including Rockville and Crystal Lake; ten miles south, including Rocky Hill and Newington; twelve miles west, including Avon and Simsbury.

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No.	City, Title, Officers and Addresses.	Jurisdiction Claimed.
406	Montreal, P. Q., Canada Musicians' Federation of Montreal Pres., I. Aspler, 4055 Esplanade av. Sec., E. Charette, 1121 St. Catherine st. W. Suite 206	A ten-mile radius and to include the Island of Montreal and the Isle Jesus, St. John's, Isle and Noix Chateagney, Lacolle, Phillipsburg, Huntington, Meridian Hotel (opposite Champlain, N. Y.), La Prairie and Lucerne territory of Quebec.
407	Mobile, Ala. Musicians' Protective Union Pres., Edison G. Graham, 265 1/2 Dauphin st. Sec., John E. Winstanley, Secretary pro tem, 1161 Cottrell st.	Ten miles north, east and south, and westward as far as, but not including, Biloxi, Miss.
412	Idaho Falls, Idaho Musicians' Protective Union Pres., Pierce B. Nelson, Route 3 Sec., Ralph L. Walker, Box 776	Twenty-five miles.
413	Columbia, Mo. Sec., Hollis B. Chandler, 312 Exchange National Bank Bldg.	
418	Stratford, Ont., Canada Musicians' Protective Union Pres., D. Plummer, Bridges st. Sec., Chas. A. Bird, 21 Market Place	Fifteen miles and to include Mitchell, St. Mary's, Milverton and Shakespeare.
420	New Rochelle, N. Y. Charles L. Samela, 59 St. James place Musicians' Protective Union Pres., Jos. Fried, 18 Burling Lane Sec., Joseph Fried, 54 Church st.	
423	Nampa, Idaho Musicians' Protective Union Pres., A. E. Varnado, 212 14th av., South Sec., R. J. Buettner, 411 Fifth av., South	Ten miles, but not to intrude on the jurisdiction of a Local previously chartered.
427	St. Petersburg, Fla. Pres., J. Warren Alexander, 329 2d av., S. Sec., A. B. Cintura, 1231 Fourth st., S.	Ten miles.
433	Austin, Texas Austin Federation of Musicians Pres., Burnett Pharr, 801 Highland Sec., Paul Williams, New Masonic Bldg.	All of Travis and Williamson Counties.
434	Syracuse, N. Y. (colored) Musicians' Protective Union Pres., Albert Dixon, 410 Jackson st. Sec., Charles W. Page, 321 Monroe st.	Ten miles.
435	Tuscaloosa, Ala.	
437	Rochester, Minn. Musicians' Protective Union Pres., Lee Gustine, 921 Fourth st., S. E. Sec., Charles Gleason, 1029 Ninth av., S. E.	Ten-mile radius, provided same does not intrude upon the jurisdiction of a Local previously chartered.

A. F. OF M. LOCALS—Continued

No.	City, Title, Officers and Addresses.	Jurisdiction Claimed.
439	Billings, Mont. Musicians' Protective Union Pres., George Wrigley, P. O. Box 1231 Sec., Denis H. O'Brien, P. O. Box 1231	Ten miles.
440	New Britain, Conn. Musicians' Protective Union Pres., John L. Sullivan, 113 Greenwood st. Sec., Geo. W. Blinn, 82 Black Rock av.	Ten miles, and to include Plainville, Berlin and Kensington.
442	Yakima, Wash. Musicians' Protective Association Pres., L. Miller, 1103 Swan av. Sec., Leon E. Rouleau, National Bank of Com.	Ten-mile radius.
444	Jacksonville, Fla. Musicians' Protective Association Pres., Chas. E. Le Paige, 423 W. Sixth st. Sec., C L. England, 21 North Ocean st.	Ten miles.
446	Regina, Sask., Canada Musicians' Mutual Protective Union Pres., Leo Donahue, 110 Kings Hotel Sec., H. Rosson, 2859 Robinson st.	Twenty miles, and to include Regina Beach and Katepwe Beach.
447	Savannah, Ga.	
449	Coffeyville, Kansas Musicians' Protective Union Pres., Robert Hodshire, 509 Willow st. Sec., Geo. H. Alderman, 715½ East 9th st.	Ten miles, but not to intrude on the juris- diction of a Local previously chartered.
451	Bellingham, Wash. Musicians' Protective Union Pres., Boyden B. Spees Sec., Harry L. Wellman, Room 2, Henry Hotel	All of Whatcom County.
452	Pittsburg, Kan. Musicians' Protective Union Pres., John E. Scalet, 302½ W. Rose st. Sec., Espartero Mannoni, 207 W. 18th st.	Ten-mile radius and to include Frontenac.
454	Merced, Cal. Musicians' Protective Union Pres., M. B. Sorenson, Carol Court Sec., L. W. Brammer, 617 "L" st.	All of Merced County lying north and east of the San Joaquin River and all lying within a ten-mile radius of Chowchilla in Madera County, adjoining same.
463	Lincoln, Neb. Lincoln Musicians' Association Pres., H. C. Zellers, 1127 Sharp Bldg. Sec., Mark Piece, Room 222 National Bank of Commerce Bldg.	Ten-mile radius, provided same does not intrude upon the jurisdiction of a Local previously chartered.
464	Beaumont, Texas Musicians' Protective Union Pres., J. M. Frank, 366 Flowers st. Sec., L. T. Landry, 3285 Magnolia av.	Ten-mile radius, provided same does not intrude upon the jurisdiction of a Local previously chartered.
466	El Paso, Texas Musicians' Protective Association Pres., B. Casciano, 2629 E. Yandel Blvd. Sec., C. H. Armstrong, Box 1257	El Paso and fifty-mile radius.

A. F. OF M. LOCALS—Continued

No.	City, Title, Officers and Addresses.	Jurisdiction Claimed.
467	Brantford, Ont., Canada Musical Protective Association Pres., W. J. Sweatman, 30 Strathcona av. Sec., Geo. Beattie, 71 Erie av.	Ten-mile radius, including Port Dover and Simcoe.
471	Pittsburgh, Pa. (colored) Musicians' Protective Union Pres., Frederick C. Gould, 504 Beaver av., Sewickley, Pa. Sec., Stanis S. Melendez, 7408 Susquehanna st., Homewood Station	Allegheny County.
472	York, Pa. Musicians' Protective Union Pres., Lawrence P. Gingerich, 819 Philadelphia st. Sec., John B. Feiser, 43 North Rockburn st.	Ten-mile radius, including Spring Grove, Pa., and Green Cove Inn on the Lincoln Highway West.
473	White Plains, N. Y. Musicians' Protective Union Pres., Raymond J. Schafer, Box 175, Valhalla, N. Y. Sec., Theodore Goldman, Room 9, 11 William st.	Ten miles, including Hartsdale, Scarsdale, Elmsford, Silver Lake, Valhalla and Armonk.
474	Moose Jaw, Sask., Canada Musicians' Mutual Protective Union Pres., Ernest Wright, 1203 3rd av., N. E. Sec., G. F. Dewey, 1318 Connaught av.	Twenty miles.
479	Montgomery, Ala. Musicians' Protective Union Pres., Howard Fraser, 506 Montgomery st. Sec., W. R. Hurst, 213 Clayton st.	Fifty miles from Court House Square, Montgomery, Ala.
480	Wausau, Wis. Musicians' Protective Union Pres., Seth Damon, 407½ First st. Sec., E. W. Gamble, 522½ Scott st.	Ten miles, including Popular Tree, Rib River Ballroom and Vogel's Eau Claire Dells.
482	Portsmouth, Ohio Musicians' Protective Union Pres., Chapman Utley, 791 Grimes Sec., Geo. F. Hartman, 1627 Offenere st.	Sciota County.
485	Grand Forks, N. D. Musicians' Protective Union Pres., W. V. Winters, 320 N. Fifth st. Sec., A. J. Bentley, 620 10th ave., S.	Thirty miles.
486	New Haven, Conn. (colored) Musicians' Protective Union Pres., James Fletcher, 778 Orchard st. Sec., J. A. Moran, 729 Orchard st.	Includes Westville, Hamden, Highwood, Fair Haven, Orange, East Haven, West Haven, Morris Cove, Lighthouse Point, Savin Rock, Woodmont, Guilford, Madison and Clinton.
493	Seattle, Wash. (colored) Musicians' Protective Union Pres., Gerald Wells, 214 20th, N. Sec., Mrs. Marion Borders, 1611 Washington st.	Twenty miles, including Bremerton, Port Orchard and Charleston.

A. F. OF M. LOCALS—Continued

No.	City, Title, Officers and Addresses.	Jurisdiction Claimed.
495	Klamath Falls, Ore. Musicians' Protective Union Pres., Walter H. Galloway, Apt. D, 1320 Oak st. Sec., Peter Silani, 1825 Siskiyou st.	All of Klamath County and to include Tule Lake, Calif., and as far south as Dorris, Calif.
496	New Orleans, La. (colored) Musicians' Protective Union Pres., George W. Augustine, 1026 St. Anthony st. Sec., S. Cates, Jr., 1128 N. Prieur st.	Ten miles.
498	Missoula, Mont. Musicians' Protective Union Pres., Louis A. Rocheleau, 120 Strand av. Sec., James Gregg, 535 N. Third st.	Missoula County.
500	Raleigh, N. C. Musicians' Protective Union Pres., Mrs. Lillian Wallace, care Meri- deth College Sec., W. F. Moody, State Treasurer's office	Ten-mile radius, provided same does not intrude upon the jurisdiction of a Local previously chartered.
502	Charleston, S. C. Musicians' Protective Union Pres., L. W. MacBey, 171 Mceting st. Sec., C. H. Amme, 651 Rutledge av.	Charleston and territory within a radius of 40 miles.
507	Fairmont, W. Va. Musicians' Mutual Protective Union Pres., Claude E. Vincent, Manley Bldg., Jefferson st. Sec., H. S. Kopp, P. O. Box 941	North to within ten miles of Morgantown, east, 10 miles; south to and including Shinnston; west to and including Farming- ton. The principal towns included in this jurisdiction are Fairmont, Monogah, Worthington, Antioch, Colfax, Kingmont, Hammond, Barackville, Fairview, Montana, Baxter, Pine Grove and Uffington.
508	Chico, Cal. Musicians' Protective Union Pres., Erroll Hassler, 1512 Chestnut st. Sec., W. Heberlie, 820 Main st.	Twenty-five-mile radius, but not to intrude on the jurisdiction of Local 158, Marysville, Calif.
512	Lawrence, Kan. Musicians' Protective Union Pres., Lanie Kuhn, 521 Indiana Sec., James Holyfield, 1226 Conn st.	Ten miles.
526	Jersey City, N. J. Musicians' Protective Union Pres., Harry J. Steeper, 225 30th st., Woodcliff, N. J. Sec., John Firenze, 156 Webster av.	Hudson and Bergen Counties, N. J., all east of the Hackensack River.
529	Newport, R. I. Musicians' Protective Union Pres., Andy Cappucilli, Sea View Hotel, Purgatory Road, Middletown, R. I. Sec., Frank D. Curtin, 61 Prospect Hill st.	Newport, Jamestown, Middletown, Ports- mouth, Narragansett Pier and Kingston.
532	Amarillo, Texas. Musicians' Protective Union Pres., O. E. "Hippy" Bennett Sec., L. V. Fogle, P. O. Box 1991.	Ten miles.

A. F. OF M. LOCALS—Continued

No.	City, Title, Officers and Addresses.	Jurisdiction Claimed.
533	Buffalo, N. Y. (colored) Musicians' Protective Union Pres., Raymond E. Jackson, 20 Potter st. Sec., Lloyd V. Plummer, 145 Broadway	Ten-mile radius, provided same does not intrude upon the jurisdiction of a Local previously chartered.
535	Boston, Mass. (colored) Boston Musicians' Protective Union Pres., John H. Barkley, 87 Howland st., Roxbury, Mass. Sec., Clemon E. Jackson, 429 Columbus av.	Ten-mile radius, provided same does not intrude upon the jurisdiction of a Local previously chartered.
537	Boise, Idaho Musicians' Protective Association Pres., R. M. Kiltz, 1712 N. 14th st. Sec., Hiram A. Hart, 315½ N. 8th st.	Ten miles.
542	Flint, Mich. Flint Society of Musicians Pres., J. Eugene Maynard, 2006 Raskob st. Sec., Harry M. Stevenson, 219 Pengelly Bldg.	Ten miles, including Flushing, Clio, junction of North Dixie and Dort Highway, Otisville, Genesee, Richfield Center, Russellville, Lapeer, Holly, Fenton, Linden, Argentine, Montrose, Durand.
543	Baltimore, Md. (colored) Musicians' Protective Union Pres., Emerson Simpson, 563 Presst- man st. Sec., Charles E. Glynn, 2434 Etting st.	Ten miles; Tolchester Beach, Blue Mountain House, Pen Mar, Deer Park, Annapolis, Md.; and Howard, Carroll, Anne Arundel and Baltimore Counties, Md.
544	Waterloo, Ont., Canada Musical Society Pres., John A. Stellar, 23 John st., W. Sec., F. C. Moogk, 48 Erb st., E.	Waterloo.
546	Knoxville, Tenn. Musicians' Protective Association Pres., Maynard Baird, 2645 Jefferson av. Sec., E. J. Smith, 229 Flatiron Bldg.	Fifty-five miles in direction of Chattanooga including Athens. 51 miles, and 50-mile limit in all other directions, including Morristown (42 miles), Newport (50 miles), Jefferson City, Sevierville, Maryville.
549	Wichita Falls, Texas Musicians' Protective Union Pres., Chas. Cook, 1508 Austin st. Sec., W. H. Courcier, 905 Holliday st.	Ten miles.
550	Cleveland, Ohio (colored) Musicians' Protective Association Pres., H. A. McDonald, 2319 E. 40th st. Sec., R. L. Goodwin, 1555 E. 118th, Suite 7	Under agreement with Local No. 4.
552	Kalispell, Mont. Musicians' Protective Union Pres., E. A. Mercer, 502 Third av., W. Sec., David F. Roseneau, 745 First av., E.	Flathead and Lincoln Counties.
553	Saskatoon, Sask., Canada Saskatoon Musicians' Association Pres., P. Horridge, 709 Lansdowne av. Sec., E. M. Knapp, 816 15th st.	Fifty miles, and to include Manitou Beach, Watrous.

A. F. OF M. LOCALS—Continued

No.	City, Title, Officers and Addresses.	Jurisdiction Claimed.
554	Lexington, Ky. Musicians' Protective Union Pres., S. R. Griffith, Box 733 Sec., Chas. S. Wright, 457 W. Fourth st.	Ten miles, and to include Frankfort, Ky.
558	Omaha, Neb. (colored) Musicians' Protective Association Pres., Wm. Lewis, 2927 N. 28th st. Sec., Wm. V. Countee, 2816 N. 26th st.	Ten miles.
561	Allentown, Pa. Musicians' Protective Association Pres., Paul R. Metzger, 1180 N. 21st st. Sec., Victor J. Grim, 1223 Gordon st.	To the east, northeast, southeast and including Central Park, a radius of two miles from Centre Square, Allentown; to the southwest and west, fifteen miles, not to include Topton and Kutztown; otherwise ten miles.
564	Altoona, Pa. Musical Association Pres., Edouard Trout, 916 Seventh av. Sec., B. Harley Shook, 514 Pleasant Valley Blvd.	Altoona, east to Tyrone jurisdiction line; west to Johnstown jurisdiction line.
566	Windsor, Ont., Canada Musicians' Union Pres., T. Crowley, 327 Askin Blvd. Sec., S. Grose, 687 Partington av.	East, 22½ miles; west to Amherstbury, including Bois Blanc Island; south to Leamington, and north midway to Detroit River.
567	Albert Lea, Minn. Musicians' Protective Union Pres., L. A. Berg, 119 East Clark st. Sec., Merle Sims, 214 East Clark st.	Ten miles.
574	Boone, Iowa Musicians' Protective Union Pres., Blane Reid, 1509 Crawford st. Sec., Mrs. Mac. Reed, 1027 Greene st.	Ten miles and to extend to include Ames, Lake Robbins, Woodward, Iowa; Spring Lake, Jefferson, Iowa; and Perry, Iowa.
579	Jackson, Mich. Musicians' Protective Union Pres., Robert C. Pitard, 851 N. Jefferson st. Sec., Lee D. Hardcastle, 738 Broad	Ten-mile radius.
580	Clarksburg, W. Va. Musicians' Protective Union Pres., Oscar J. Moll, 153 Harrison st. Sec., Frank L. Zeller, 225 Jackson av.	Salem, Flemington, Weston, Buckhannon, West Union.
586	Phoenix, Ariz. Musicians' Protective Union Pres., Chas. J. Besse, 1426 E. Culver Sec., John B. Quick, 33 E. Monroe st.	Ten miles, and to include Mesa, Ariz.
587	Milwaukee, Wis. (colored) Musicians' Protective Union Pres., Henry Johnson, 2036 N. Ninth st. Sec., Florence Barbour, Apt. 2, 511 W. Juneau av.	Ten miles and includes South Milwaukee and Cudahy.
589	Columbus, Ohio (colored) Musicians' Protective Union Pres., S. M. Huffman, 799 Taylor av. Sec., C. T. Wilson, 896 E. Long st.	Under agreement with Local No. 103.

A. F. OF M. LOCALS—Continued

No.	City, Title, Officers and Addresses.	Jurisdiction Claimed.
593	Sault Ste. Marie, Mich. Musicians' Mutual Protective Union Pres., Frank G. Oster, 118 Ridge st. Sec., Ira Stonehouse, 421 E. Spruce st.	Sault Ste. Marie, Mich.
594	Battle Creek, Mich. Musicians' Protective Union Pres., Luke Whitcomb, 67 Sanderson st. Sec., D. B. Archbold, 117 W. Michigan av.	All of Calhoun County.
605	Sunbury, Pa. Sunbury Federation of Musicians Pres., W. C. Fulmer, 456 King st., Northumberland, Pa. Sec., I. W. Rothenberg, 51 N. Sixth st.	Ten miles, and including Sunbury, Northumberland, Selingsgrove, Lewisburg, Milton, West Milton, Watsonstown, Freeburg, Middleburg, Freemont, Beavertown and Beaver Springs.
608	Astoria, Ore. Musicians' Mutual Protective Association Pres., Harvey Lundell, 366 Alameda Sec., Geo. L. Cobban, 597 Duane st.	Twenty miles.
609	North Platte, Neb. Musicians' Association Pres., W. H. Copeland, 914 W. Fourth Sec., Edwin A. Weeks, 609 E. 2nd st.	Ten miles.
612	Hibbing, Minn. Musicians' Protective Union Pres., D. J. Bloom, 115 Garfield st. Sec., Sverre Elnes, 2902 Fourth av.	Radius of fifteen miles.
615	Port Arthur, Texas Musicians' Protective Union Pres., Ed. Marchman, 2210 Thomas Blvd. Sec., B. A. Williams, 3319 Proctor st.	Ten miles, and also Port Neches, Sabine, Sabine Pass and Nederland.
618	Albuquerque, N. M. Musicians' Protective Union Pres., John Lowe, Box 152. Sec., A. P. Wold, 412 Harvard	Twenty miles.
619	Wilmington, N. C. Musicians' Protective Union Pres., C. W. Morgan, Brunswick Hotel Sec., C. W. Hollowbush, R. F. D. No. 1, Box 160	Wrightsville, Carolina and Wilmington Beaches—10, 15 and 18 miles, respectively.
627	Kansas City, Mo. (colored) Musicians' Protective Union Pres., William Shaw, 1625 E. 18th st. Sec., Benj. A. Jackson, 1823 Highland	Thirty miles and to include Excelsior Springs, Mo.
632	Des Moines, Iowa (colored) Musicians' Protective Union Pres., W. R. Banta, 1604 Ohio st. Sec., Harold Wilkenson, 955 W. 17th st.	Ten miles.
637	Louisville, Ky. (colored) Musicians' Protective Union Pres., John E. Eaton, 610 Fehr av. Sec., John Brokaw, 901 W. Chestnut st.	Ten miles.
652	Modesto, Cal. Musicians' Protective Union Pres., Lynn Bither, Laurel av. Sec., Harold Macomber, Virginia av.	All of Stanislaus County.

A. F. OF M. LOCALS—Continued

No.	City, Title, Officers and Addresses.	Jurisdiction Claimed.
655	Miami, Fla. The Miami Musicians' Protective Assn. Pres., Arthur Carlson, 361 W. 20th road Sec., W. C. Turner, P. O. Box 1301.	Fifty miles, and to include Boca Ratone.
661	Atlantic City, N. J. Musicians' Protective Association Pres., Alfonso Porcelli, 18 N. Delaware av. Sec., Victor Leopold, 138 S. Virginia av.	Atlantic City and all such parts of Atlantic County as lie within a 10-mile radius of the City Hall, Atlantic City, which takes in the city of Ventnor City, Margate City, Longport City, Pleasant City, Absecon City and Ocean City, N. J.
664	Lewiston, Idaho Musicians' Protective Union Pres., Art L. Poston, Route No. 2 Sec., M. S. Taylor, 311 Weisgerber Block	Ten miles, but not to intrude on the jurisdiction of a Local previously chartered.
675	Springfield, Ill. (colored) Musicians' Protective Union Pres., J. C. Douglas, 1126 E. Adams st. Sec., Geo. Hasten, 1606 Cummins av.	Ten-mile radius, provided same does not intrude upon the jurisdiction of a Local previously chartered.
677	Honolulu, Hawaii Musicians' Association of Honolulu Pres., Domenic Moro, 320 Ohua av. Sec., Milton D. Beamer, 1325 Eighth av.	Island of Hawaii.
687	Santa Ana, Calif. Musicians Musical Protective Association of Orange County Pres., George C. Furtsch, 131 N. Lyon st. Sec., Milton R. Foster, 309 N. Broadway	All of Orange County except the jurisdiction of Long Beach.
689	Eugene, Ore. Musicians' Protective Union Pres., Ted Lenhart, Springfield, Ore. Sec., Dean Wentworth, P. O. Box 433	Ten-mile radius, provided same does not intrude upon the jurisdiction of a Local previously chartered.
691	Ashland, Ky. Ashland Federation of Musicians Pres., C. T. Mayne, 1526 S. Seventh st., Ironton, Ohio Sec., Jack J. Hutton, 313 Kitchen Bldg.	Ten miles, but not to intrude on the jurisdiction of a Local previously chartered.
693	Huron, S. D. Musicians' Protective Union Pres., G. W. Beddow, 981 Idaho, S. E. Sec., R. E. Balzer, 135 Seventh st., S. W.	Ten-mile radius, provided same does not intrude upon the jurisdiction of a Local previously chartered.
694	Greenville, S. C. Musicians' Protective Union Pres., Clay Elrod, 223 E. Earle st. Sec., Ernest B. Hudson, P. O. Box 1234	Ten miles.
710	Washington, D. C. (colored) Musicians' Protective Association Pres., Wm. H. Bailey, 1739 "U" st., N. W. Sec., G. F. Robinson, 2025 13th st., N. W.	Ten miles.
711	Watsonville, Calif. Musicians' Protective Union Pres., A. T. Jansen, 261 Main st. Sec., J. G. Hastie, 9 E. Third st.	Ten miles, provided same does not intrude upon the jurisdiction of a Local previously chartered.

A. F. OF M. LOCALS—Continued

No.	City, Title, Officers and Addresses.	Jurisdiction Claimed.
717	East St. Louis, Ill. Musicians' Protective Union Pres., L. F. Bierck, 640 N. 37th st. Sec., Wm. Schmidt, 545 N. 22nd st.	On the west, Mississippi River; on the east, midway between the St. Louis (Mo.) and Belleville (Ill.) Court Houses; on the south, 10 miles from the East St. Louis Court House; on the north, up to Madison (Ill.) city limits and to the Madison County line.
721	Tampa, Fla. Musicians' Association Pres., R. Glenn Kay, 507 Morgan st. Sec., James S. Dodds, Jr., 507 Morgan st.	Radius of 50 miles, but not to include St. Petersburg, Clearwater and their jurisdictions.
728	St. John, N. B., Canada Musicians' Protective Union Pres., A. E. Jones, 203 Charlotte st. Sec., B. N. Goldstein, 79 Summer st.	Twenty-five miles.
729	Clearwater, Fla. Musicians' Protective Union Pres., Rocco Grella, 200 W. Turner st. Sec., J. Fred Wood, Crawford st.	A ten-mile radius to the south, and northward to the northern boundary of Pinellas County.
733	Birmingham, Ala. (colored) Musicians Protective Union Pres., Wilson L. Driver, Box 1665 Sec., John T. Whatley, Box 1665	Jefferson County.
743	Sioux City, Iowa (colored) Musicians' Protective Association Pres., Howard Fields Sec., Fred Hanson Baker, 716 Myrtle st.	Ten miles.
761	Williamsport, Pa. Musicians Protective Union Pres., Elmer L. Diehl, 679 Fifth av. Sec., C. C. Crafts, 813 Hepburn st.	Twenty miles.
767	Los Angeles, Calif. (colored) Musicians Protective Union Pres., Edward Bailey, 1710 S. Central av. Sec., Paul L. Howard, 1710 S. Central av.	Twenty-five miles and Catalina Islands.
768	Bangor, Me. Musicians Protective Union Pres., Hall C. Dearborn, 58 Third st. Sec., Herbert F. Monaghan, 47 Norway road	Ten miles.
770	Hagerstown, Md. Musicians Protective Union Pres., Arthur W. Seigman, 719 Virginia av. Sec., Samuel Strine, 527 W. Franklin st.	Ten miles.
771	Tucson, Ariz. Musicians Protective Union Pres., Walter Alwin, 548 E. Third st. Sec., Ernie Lewis, 267 S. Stone av.	Ten miles.
773	Mitchell, S. D. Musicians Protective Union Pres., Dr. F. A. Bettag, 308 E. Seventh av. Sec., Jos. P. Tschetter, 1304 E. Third av.	Ten miles.

A. F. OF M. LOCALS—Continued

No.	City, Title, Officers and Addresses.	Jurisdiction Claimed.
787	Cumberland, Md. Musicians Protective Union Pres., A. J. Cope, 156 N. Mechanic st. Sec., Leo C. Reichert, 200 Pennsylvania av.	Thirty miles, and including Frostburg, Md.; Meyersdale, Pa., and Keyser and Piedmont, W. Va.
802	New York City, N. Y. Associated Musicians of Greater New York Pres., Jacob Rosenberg, 1267 Sixth av. Sec., William Feinberg, 1267 Sixth av.	Greater New York.
805	Visalia, Calif. Musicians' Protective Union Pres., Geo. DeBolt, 223 South "D" st., Tulare, Cal. Sec., Dick Coats, 412 East Mineral King av.	Tulare County, including Ward's Park on Kings River.
806	West Palm Beach, Fla. Musicians Protective Union Pres., Chas. Van Wormer, 316 Comeau Bldg. Sec., Wm. Boston, 316 Comeau Bldg.	North to include Fort Pierce (60 miles); ten miles east; 50 miles west, including Belle Glade, South Bay and Clewiston, and south to Boca Ratona city limits.
814	Cincinnati, Ohio (colored) Musicians Protective Union Pres., Edgar James, 714 W. Eighth st. Sec., Artie Matthews, 823 W. Ninth st.	Twenty miles.



EDUCATIONAL

COLLEGE AND UNIVERSITY INSTRUCTION PERTAINING TO RADIO

Information on courses pertaining to radio presented herewith was obtained from major colleges and universities, having 500 or more enrolment, via questionnaires.

- Akron, University of, Akron, O.:** Radio Speaking; Dr. Donald Hayworth.
- Alabama College, Montevallo, Ala.:** Offers no specific radio courses, but is part owner of WAPI, Birmingham, over which weekly programs are given; York Kildea, chairman of committee on broadcasting.
- Alabama Polytechnic Institute, Auburn, Ala.:** Radio Engineering.
- Alabama, University of, Tuscaloosa, Ala.:** Thermionics and Electrical Images; Electrical Transients; Radio Communication; Radio Communication Laboratory; also has a radio club and a 100-watt station for phone and code, with transmitter and receiver.
- Armour Institute of Technology, Chicago, Ill.:** Radio Engineering (lectures and laboratory); Professor Sear; Principles of Radio Engineering (lectures and laboratory; evening school only); Mr. Kent; Radio Measurements and Laboratory Methods (evening school); Mr. Kent.
- Austin College, Sherman, Tex.:** No separate courses, but various phases of radio covered in physics course.
- Baldwin-Wallace College, Berea, O.:** No specific courses, but broadcasts a dramatic and musical series supervised by Albert L. Marting, director of public relations.
- Bates College, Lewiston, Me.:** Underlying Theory and Principles of Radio Communication, with Principles of Sound (offered alternate years); Dr. Karl S. Woodcock.
- Baylor University, Waco, Tex.:** Department of Speech covers various phases of broadcasting; Professor Paul Baker.
- Berry College, Mt. Berry, Ga.:** Radio Seminar, with juniors and seniors carrying on extensive experiments, repairing and installing all campus sets, amplifiers, microphones, and testing sound wave apparatus; Dr. L. E. McAllister.
- Boston University, Boston, Mass.:** Radio Advertising; Radio Writing; Radio Program Building (all evening courses); Ralph Rogers.
- Bradley Polytechnic Institute, Peoria, Ill.:** Course in Advanced Speech deals with broadcasting; Jack Brickhouse.
- Brooklyn College, Brooklyn, N. Y.:** None at present; various courses contemplated in September, when college will be installed in new buildings and have own station.
- Brooklyn Polytechnic Institute, Brooklyn, N. Y.:** Various phases of the subject covered by courses in Electrical Engineering and Vacuum Tubes; Professor Frank E. Canavaciol.
- Bucknell University, Lewisburg, Pa.:** Radio Circuits; Electronics: Professor George Irland.
- California, University of, Berkeley, Calif.:** Extension Division Courses are offered in Radio Continuity Writing, A. C. Love (Continuity Editor of the National Broadcasting Company); Commercial Broadcasting, Lindsay Spight; Radio Communication, Dr. Lester E. Reukema; Plays of the Current Theatre, Mrs. Guy S. Farrington and Mrs. Oscar M. Bennett.
- Carnegie Institute of Technology, Pittsburgh, Pa.:** Technical courses offered by Department of Electrical Engineering; symphony orchestra of 80 students broadcasts yearly series over NBC, under direction of Dr. J. Vick O'Brien, head of Department of Music; students also broadcast frequently over local station WCAE, under direction of Professor Henry F. Boettcher, head of Department of Drama.
- Carroll College, Waukesha, Wisc.:** Electrical Measurements (lectures and laboratory).
- Case School of Applied Science, Cleveland, O.:** No specific courses; subject covered incidentally in courses on Electrical Engineering; Professor J. R. Martin.
- Centre College, Danville, Ky.:** Electrical Machinery and Appliances treats various phases of radio, as does Physics course.
- Chicago, University of, Chicago, Ill.:** Radio Writing, James Colvin; Radio Dramatics, James Whipple.

- Citadel, The**, Charleston, S. C.: Informal courses in radio technique offered, and various phases also covered by Department of Physics; broadcasts weekly programs, from campus, over WCSC; C. F. Myers, Jr., director of radio programs.
- Clemson College**, Clemson, S. C.: No specific courses; professors broadcast on various topics, chiefly agricultural.
- Colorado College**, Colorado Springs, Colo.: Radio course offered, including principles of television; Howard Olsen.
- Colorado, University of**, Boulder, Colo.: General courses cover subject; nothing specific offered.
- Cornell University**, Ithaca, N. Y.: Radio Communication; Professor W. A. Ballard; Radio Guild (maintained by students, devoted to production); Melville Shavelson, president. (Note: Cornell has frequent broadcasts over WESG, Elmira, which it owns, although station is leased commercially to Elmira Star-Gazette.)
- Davidson College**, Davidson, N. C.: Limited work offered by Department of Physics.
- Dayton, University of**, Dayton, O.: Elements of Radio Communication; Morecroft A. R. R. L. Handbook; University Radio Club (organized to prepare students for taking out amateur license); Professor Louis H. Rose.
- Denison University**, Granville, O.: Radio, Telegraph and Telephone (lectures and laboratory); Richard M. Howe.
- Denver, University of**, Denver, Colo.: Radio Broadcasting; Continuity Writing; Professor Roscoe Stockton.
- Detroit Institute of Technology**, Detroit, Mich.: Radio Communication; Radio Communication Engineering Laboratory (offered in day and evening schools).
- Detroit, University of**, Detroit, Mich.: No specific courses; conducts University Looks at the News series over WWJ, in which members of the various faculties comment on the news from the university man's angle.
- Dickinson College**, Carlisle, Pa.: Maintain experimental station under direction of Professor W. A. Parlin, Department of Physics.
- Drake University**, Des Moines, Ia.: Broadcasting I, covering methods and fundamentals; Broadcasting II, covering dramatic and musical production; Broadcasting III, covering continuity writing; Broadcasting IV, covering advertising (offered by separate Department of Radio, which also broadcasts an average of 10 programs weekly over KSO, KRNT, WMT, WHO, KMA); E. G. Barrett, director.
- Drexel Institute of Technology**, Philadelphia, Pa.: Radiotelegraphy (winter term); Radiotelephony (spring term); Professor Robert C. Disque.
- Duke University**, Durham, N. C.: Communication Engineering, Audio Frequency, Radio Frequency; Professor W. J. Seeley.
- Florida, University of**, Gainesville, Fla.: No specific courses listed; offer following broadcasts over own station: music appreciation to public schools, Educational Hour, medical talks, English courses, dramatics, agriculture, home economics, astronomy and parent-teacher education programs, book reviews, classical music with lectures. (Note: The university owns station WRUF—which is, however, commercially operated.)
- Georgia School of Technology**, Atlanta, Ga.: Subject covered by Electrical Engineering courses; trade course offered in evening school; Professor T. W. Fitzgerald.
- Grinnell College**, Grinnell, Ia.: Microphones and amplifier to broadcast by remote control over WOI being installed; students will receive training in announcing, speaking, etc.
- Grove City College**, Grove City, Pa.: One year course offered by Engineering Department; broadcasts two programs weekly, sponsored by Faculty Radio Program Committee, and put on by teachers and students from all departments; H. W. Harmon, acting director. (Note: College owns and operates station WSAJ.)
- Hamline University**, St. Paul, Minn.: No specific course; Dramatic Department offers informal training in broadcasting.
- Hampton Institute**, Hampton, Va.: No specific courses; Radio Club for interested students in Electrical Department.
- Harvard University**, Cambridge, Mass.: No specific courses listed; broadcasts classroom lectures over non-commercial short-wave international station WIXAL (selected lectures in many different fields; no complete courses); Dean George H. Chase, director.
- Howard University**, Washington, D. C.: No specific courses; some experimental work carried on in advanced laboratory courses, and a small station is maintained.
- Idaho, University of**, Moscow, Idaho: No courses; Extension Division of College of Agriculture conducts daily programs over local stations; J. Robert Walker, radio agent.
- Illinois, University of**, Urbana, Ill.: Radio-casting; News and Radio; George E. Jennings. (Note: The University owns station WILL.)

RADIO CURRICULUM—Continued

- Indiana University**, Bloomington, Ind.: No courses at university, but two courses in script writing and radio studio work are offered at their Indianapolis Extension Center.
- Iowa State College**, Ames, Ia.: Radio Communication; Professor M. S. Coover; Radio Writing (Technical Journalism Department), with actual experience offered by having students edit and announce press service news over the college station WOI, daily except Sunday throughout the school year; Professors Blair Converse, Richard W. Beckman.
- Iowa, State University of**, Iowa City, Ia.: Radio Communication (lectures and laboratory); Telephone Communication (lectures and laboratory); Television (laboratory demonstrations including technique); Radio Theory and Design (lectures and laboratory); Radio News (students gather and write material incorporated in 15-minute news resume given over the university-owned station, WSUI); Radio Advertising; Speech in Radio Broadcasting (actual experience in departmental broadcasting studio; more talented students regularly connected with WSUI programs); Speech in Radio Broadcasting Plays (adapt and abridge legit shows which are presented weekly over WSUI); Problems in Speech; Radio in Education; graduate work in radio is given by the Department of Speech.
- Kansas State College**, Manhattan, Kans.: Radio Communication; Professor Fred Schumann; Radio Speaking and Announcing; Professor H. B. Summers; Radio Programs; Professor H. B. Summers; Radio Writing; Professor C. E. Rogers; course in television research conducted by members of staff in electrical engineering. (Note: The college owns station KSAC.)
- Kansas, University of**, Lawrence, Kans.: Theory of Radio and Television covered by Departments of Physics and Electrical Engineering.
- Kent State University**, Kent, O.: Radio Speaking, in connection with which students prepare and broadcast weekly thirty-minute program over WADC; Professors G. Harry Wright and E. Turner Stump.
- Kentucky, University of**, Lexington, Ky.; No specific courses; complete schedule of educational, musical and dramatic programs given via WHAS and WLAP.
- Lafayette College**, Easton, Pa.: Subject covered by Electrical Engineering and Physics Departments; Dr. Morland King; Professor Lawrence Conover; Finley Smith.
- Lehigh University**, Bethlehem, Pa.: Radio Communication; Electrical Communication; Vacuum Tubes and their Applications; Assistant Professor H. C. I. Knutson; Dramatics; Instructor A. A. Rights.
- Linfield College**, McMinnville, Ore.: Radio Speech; Professor McCaffey.
- Louisiana State University**, Baton Rouge, La.: Aircraft Radio and Lighting; Radio Engineering; Advanced Radio Engineering; Taintor Parkinson; Radio Survey; Radio Writing; Professor C. R. F. Smith; Elementary and Advanced Radio Technique offered by Department of Speech; Dr. C. M. Wise.
- Loyola University**, New Orleans, La.: Radio Communication.
- Macalester College**, St. Paul, Minn.; Principles of Radio Communication (laboratory); Professor R. B. Hastings.
- Maine, University of**, Orono, Me.: Communication Laboratory; Mr. Bliss; Communication Engineering; Telephone Transmission; Radio Engineering; Engineering Acoustics; Radio Laboratory; Communication Networks; Mr. Creamer.
- Marquette University**, Milwaukee, Wisc.: Radio Speech; Professor Wm. R. Duffey.
- Maryland, University of**, College Park, Md.: Electrical Communications (lectures and laboratory); Dr. Kear; Radio League, composed of students, maintains equipment for sending and receiving messages.
- Michigan State College**, East Lansing, Mich.: Radio Communications and Laboratory; Radio Writing; operates own station, WKAR, where students obtain practical work as announcers, etc.
- Michigan, University of**, Ann Arbor, Mich.: Radio Engineering, Assistant Professor Holland; technical courses offered in Electrical Engineering and The Electronics Institute; Speech and General Linguistics Department offers following courses during summer session—Stage and Radio Diction, Associate Professor Densmore; Broadcasting Technique and Fundamentals of Broadcasting, with actual experience over a commercial station, Assistant Professor Abbot; Radio Reading and Dramatics, Assistant Professor Abbot and Dr. Halstead. Classes in broadcasting are held in Morris Hall, where three acoustically treated studios permit rehearsals of large dramatic groups; university broadcasts regular informative and educational programs over WJR.
- Minnesota, University of**, Minneapolis, Minn.: Radio Script Writing; Luther Weaver; Radio Speaking; E. W. Ziebarth (both extension courses). (Note: The university owns WLB.)

RADIO CURRICULUM—Continued

- Missouri, University of, Columbia, Mo.:** Radio News course offered by Journalism School in co-operation with KFRU, Columbia.
- Montana State College, Bozeman, Mont.:** Subject covered incidentally by Department of Electrical Engineering; Professor J. A. Thaler; Department of Speech and Dramatics; Professor Bert Hansen.
- Moravian College, Bethlehem, Pa.:** Radio Communication; Professor C. N. Hoyler.
- Muhlenberg College, Allentown, Pa.:** Offer course in preparation for Education by Radio; weekly broadcasts: English Bible; Dr. Fritsch; Civic Forum; Dr. Carl W. Boyer, Director of Forum and also of Education Department of local station WCBA-WSAM.
- New York, College of the City of, New York, N. Y.:** No specific courses; extra-curricular activities include Dramatic Society; Frank C. Davidson, director; Theatre Workshop; Richard Ceough, director; Debating Society of Business School broadcasts every Sunday over WNYC.
- New York University, New York City:** Maintains a Radio Workshop giving students practice in programming, observation, lectures, problems for group study, and library and script collection; Workshop cooperates with the producing unit of the Educational Radio Project (conducted by the U. S. Office of Education) in offering actual network broadcasts; Department of Public Speaking under Prof. Arleigh B. Williamson, gives attention to the preparation of talks for radio presentations both in the general and advanced courses; Program Director for the University is H. M. Partridge.
- North Carolina State College, Raleigh, N. C.:** Electrical Engineering Department offers short course dealing broadly with radio and other forms of communication; R. S. Fouraker.
- North Dakota, University of, Grand Forks, N. D.:** Electric Communications; Communications Engineering; Electron Tubes; Radio Station Operation and Code instruction; Communication Networks; University Radio Playmakers, composed of 17 students, adapt and present dramas over KFJM, owned by the university.
- Northeastern University, Boston, Mass.:** No specific courses; maintains experimental station W1KBN under direction of Professor Carl F. Muckenhoupt; Radio Club under direction of Professor Roland G. Porter.
- Northwestern University, Evanston, Ill.:** Radio Acting; Radio Writing; Harold Isbell.
- Notre Dame, University of, South Bend, Ind.:** No specific courses; various engineering courses deal with construction problems; Playwriting course covers radio drama; Professor Richard Sullivan; supervised student programs broadcast three times weekly over local station WSBT; Rev. Eugene Burke, director of all radio work.
- Ohio State University, Columbus, O.:** Radio Management and Program Direction; Radio Broadcasting Problems; Mr. HIGGY; Radio Speaking; Mr. Riley; Music in Radio Broadcasting; Mr. Wilson; Writing for the Radio; Advanced Theoretical Study of Electrical Engineering Practice and Equipment; various phases of radio also touched upon in Special Problems in Business Organization, Minor Problems in Education, Radio Education, Research in Education. (Note: The university owns station WOSU.)
- Ohio University, Athens, O.:** Elementary Radio; Radio Laboratory; Commercial Radio; Darrell B. Green; H. T. Houf, assistant professor.
- Ohio Wesleyan University, Delaware, O.:** No specific courses; phases of the subject covered in Speech and Dramatic Departments; Professor Hunter.
- Oklahoma City University, Oklahoma City, Okla.:** Radio Advertising (Journalism 102); Professor W. P. Atkinson.
- Oklahoma, University of, Norman, Okla.:** Electrons; Communications Engineering; Professor Clyde Farrar; Radio Dramatics; Assistant Professor John W. Dunn; Radio Speech; Professor Charles P. Green. (Note: The university owns station WNAD.)
- Omaha, The Municipal University of, Omaha, Nebr.:** Radio (Speech Department); Radio Broadcasting; R. P. Cunningham, program director of KOIL.
- Oregon State College, Corvallis, Ore.:** Radio Communication; Professor E. A. Yunker; Radio Speech; Professor C. B. Mitchell.
- Pennsylvania State College, State College, Pa.:** Radio Engineering; Professor E. C. Woodruff; Instructor G. L. Crossley.
- Pennsylvania, University of, Philadelphia, Pa.:** Following courses offered by Moore School of Electrical Engineering—Alternating Current Circuit Theory; Dr. Harold Pender, Dean of Department, assisted by Dr. J. G. Brainerd; High Frequency Alternating Currents; Professor Knox McIlwain; Electricity and Electronics; Dr. Carl C. Chambers.

RADIO CURRICULUM—Continued

- Purdue University**, West Lafayette, Ind.: Radio Broadcasting; technical courses in radio and television are offered in School of Electrical Engineering; Purdue Radio Workshop affords opportunity for about 50 students to do experimental work; actual experience is gained on the university station WBAA, operated by student personnel under faculty supervision; Purdue also has a television station; all radio activities are supervised by a University Radio Committee, with Clarence E. Damon in charge of program production, personnel, and instruction.
- Rensselaer Polytechnic Institute**, Troy, N. Y.: Communication Engineering Theory; Communication Engineering Laboratory; Radio Communication Theory; Radio Communication Laboratory. (Note: The institute owns station WHAZ.)
- Richmond, University of**, Richmond, Va.: No specific courses; Radio Guild, headed by undergraduate William Hamilton, broadcasts weekly over WRVA.
- St. Joseph's College**, Philadelphia, Pa.: No specific courses; conducts a series of lectures on social topics over WCAU every year.
- St. Lawrence University**, Canton, N. Y.: No specific courses; Radio Workshop allows students to prepare scripts and deliver broadcasts, with one chosen as student announcer for the year.
- St. Louis University**, St. Louis, Mo.: Electric Oscillations and Electro Magnetic Waves; Rev. James Shannon, Director of Physics Department; Principles of Radio (lectures and laboratory); Assistant Professor Louis James.
- St. Mary's College**, St. Mary's, Calif.: No specific courses; two programs a week broadcast over KRE—St. Mary's on the Air, directed by undergraduate Walter Goldman; Classroom of the Air by Professor C. Wesley Davis.
- St. Mary's University of San Antonio**, Tex.: Radio Communication; Professor William J. Hamm; The Cameo Players present radio dramas; Professor Francis Hess; educational broadcasting is carried on under direction of following committee: William Hamm, Anthony Frederick, Stanley Kusman.
- South Carolina, University of**, Columbia, S. C.: Theory and Practice of Radio Telegraphy and Telephony (lectures and laboratory); Professor A. C. Carson.
- South Dakota State College**, Brookings, S. D.: Oral Reading; Professor Earl James. (Note: The college owns station KFDY.)
- South Dakota, University of**, Vermillion, S. D.: Radio Speaking, including some actual broadcasting by students. (Note: The university owns station KUSD.)
- Southern California, University of**, Los Angeles, Calif.: No specific courses listed, but extensive work is carried on in the instruction of acting, writing, announcing and operation of equipment, under the supervision of a Radio Staff; musical programs, interviews, lectures and dramatic presentations are broadcast over various commercial stations and from remote control studios on the campus; actual broadcasting is under the administration of a Director of Radio Programs.
- Southern Methodist University**, Dallas, Tex.: School of Engineering offers course in radio code practice, theory, radio construction, operation of amateur receivers and transmitters.
- Southwestern Louisiana Institute**, Lafayette, La.: No specific courses; broadcast education programs over KVOL weekdays.
- Syracuse, University of**, Syracuse, N. Y.: Radio Technique (School of Speech); Kenneth A. Bartlett; Radio Engineering; Dean Louis Mitchell, College of Applied Science.
- Texas, Agricultural and Mechanical College of**, College Station, Tex.: Advanced Communication Engineering — Telephone; Radio Communication; Advanced Communication Engineering—Radio.
- Texas College of Arts and Industries**, Kingsville, Tex.: No specific courses; various phases touched upon in Dramatic Art Department; Mildred Pecaut; Physics Department; Dr. L. E. Brown.
- Toledo, University of**, Toledo, O.: No specific courses; weekly broadcasts over WSPD, in charge of Professor Ames, include faculty talks and participation of following organizations: Dramatic Club, Professor L. Barnhart; Orchestra, Professor C. Ruegger; Debating Club, Professor Ewans; Glee Club, Professor Harder.
- Villanova College**, Villanova, Pa.: All courses dealing with radio are technical and included in engineering curriculum.
- Virginia, University of**, Charlottesville, Va.: Electrical Communications; Dr. Lawrence R. Quarles; Electrical Communications Laboratory; Professor James S. Miller, Dr. Lawrence R. Quarles; broadcasting incidental in dramatic courses; Play Production; Roger Boyle; Advanced Play Production; Associate Professor H. R. Pratt, Roger Boyle; dramatic sketches, original plays occasionally given by the Virginia Players over WCHV and WRVA.

RADIO CURRICULUM—Continued

- Washington, State College of,** Pullman, Wash.: Following specific technical courses offered under supervision of H. V. Carpenter, Dean of College of Mechanic Arts and Engineering—Radio Engineering (telegraphy and telephony); Practical Radio; Thermionic Vacuum Tubes; Radio Servicing; technical courses in related subjects, same college—Communication Engineering; Communication Laboratory; Electricity and Magnetism; Electron Theory; Physics (individual research); Radio Production, Maynard Lee Daggy, Head of Speech Department; Radio Writing, Sam E. Whitlow, Journalism Department; actual radio experience is offered through KWSC, owned and operated by the college on a non-commercial basis.
- Washington University,** St. Louis, Mo.: Various radio courses offered in School of Engineering; Professor Roy S. Glasgow.
- Wayne University,** Detroit, Mich.: Radio Speech; Preparation of Radio Programs; Radio Techniques; Garnet R. Garrison; Principles Underlying Effective Radio Broadcasting; Professor George W. Carter; regular broadcasts are put on over WXYZ and the Michigan Network, WMBC, WJBK, under supervision of the Wayne University Radio Committee; Dr. Preston H. Scott, chairman; Mr. Garrison, director; amateur station W8UA is maintained under Professor Carter.
- West Virginia State College,** Institute, W. Va.: No specific courses; radio debates with other West Virginia Colleges broadcast over WCHS during the year; Lorena E. Kemp, director.
- Wheaton College,** Wheaton, Ill.: Theory of Electricity and Magnetism; Advanced Laboratory Practice; Professors Paul E. Stanley, H. O. Taylor.
- Wisconsin, University of,** Madison, Wis.: Technical courses offered in Electrical Engineering, Professor Glenn Koehler; Radio Speaking, Professor H. L. Ewbank; 30 students a year receive actual experience in writing, announcing, directing, performing and operating through WHA, owned and operated on a non-commercial basis by the university; Freshman Radio Training Club is open to 10 selected students; comprehensive study of school broadcasting is now being made by four full-time research workers.
- Wittenberg College,** Springfield, O.: No specific courses; broadcast about 10 programs a year over WHIO, WLW.
- Worcester Polytechnic Institute,** Worcester, Mass.: Various phases covered by courses in Electrical Engineering Department; Professor H. H. Newell.
- Wyoming, University of,** Laramie, Wyo.: Radio Speech; Louis A. Mallory.



COLLEGE SPORTS SYMPOSIUM, 1936-38

Radio sport records on all leading colleges, with approximately 500 or more students, were gathered via questionnaires during late spring and early summer by the VARIETY RADIO DIRECTORY.

Records for 1936 are completely presented. In many instances, however, plans for the 1937-38 season (herein referred to only as "1937") are necessarily vague, due to the fact that frequently the colleges do not set any policy definitely until approached by a sponsor or station. Wherever possible it is stated whether the schools charge for rights, or whether they give them away free. Again in this instance, however, many institutions are still vague as to future procedure. The large influx of sponsors into the field of college sports has caused policy shifts, many of which are currently unsettled.

Records presented below give the name of the institution, address, type of student body (whether solely male, or co-ed), and number of students at the last registration.

- AKRON, UNIVERSITY OF**, Akron, O. Co-ed, 1,500 students. 1936: six play-by-play football broadcasts over WJW, Akron, on sustaining. 1937 football games to be broadcast over WADC, Akron, also on sustaining. University rulings do not permit commercial broadcasts of sports.
- ALABAMA POLYTECHNIC INSTITUTE**, Auburn, Ala. Co-ed; 2,600 students. 1936: football broadcasts over WBRC and WSGN, Birmingham; WSFA, Montgomery, and WALA, Mobile. Each broadcast had a local sponsor. Southeastern Conference, of which this school is a member, is endeavoring to find a sponsor for all Southeastern Conference games for 1937. If this fails, each member school will be in charge of broadcast rights to home games.
- ALABAMA, UNIVERSITY OF**, Tuscaloosa, Ala. Co-ed; 4,876 students. 1936: football games of Nov. 7 and 26 broadcast by NBC and CBS; most of football season broadcast by local stations in the area. Broadcast rights for 1937 depend on action of Southeastern Conference.
- ALFRED UNIVERSITY**, Alfred, N. Y. Co-ed; 650 students. 1936: no broadcasts of any sports. Plans for 1937 do not include any sports broadcasting of any kind.
- ALLEGHENY COLLEGE**, Meadville, Pa. Co-ed; 650 students. 1936: no sports broadcast. Plans for 1937 have no "expectations of broadcasting"; no rules of any kind on broadcasting formulated.
- AMERICAN UNIVERSITY, THE**, Washington, D. C. Co-ed; 450 students. 1936: no broadcasts. Plans for 1937 show expectations of football broadcasts; no sponsor signed at the time this school was questioned. Member of the Chesapeake Conference.
- AMHERST COLLEGE**, Amherst, Mass. Male 850 students. 1936: Amherst-Williams football game broadcast over a New England hookup headed by WEEL, Boston, for Atlantic Refining. No decision on 1937 football policy.
- ARMOUR INSTITUTE OF TECHNOLOGY**, Chicago, Ill. Male; 850 day school, with 1,300-1,400 in evening school. 1936: very few sports broadcasts of any kind. Same expectations for 1937.
- AUSTIN COLLEGE**, Sherman, Texas. Co-ed; 610 students. 1936: no sports broadcasts. 1937 may possibly see some football and other sports broadcast locally; but no contracts as yet.
- BALDWIN-WALLACE**, Berea, Ohio. Co-ed; 750 students. 1936: no home football games broadcasts, although hosts in two out-of-town games allowed them. Will allow football broadcasts in 1937, so long as the sponsor is not a seller of intoxicating liquor.
- BATES COLLEGE**, Lewiston, Me. Co-ed; 610 students. 1936: no sports broadcasts. Little expectations of any during 1937.
- BAYLOR UNIVERSITY**, Waco, Texas. Co-ed; 1,700 students. 1936: all broadcasts (football) of the Southwest Conference, of which Baylor is a member, were sponsored by Humble Oil & Refining Co. Same sponsor has the 1937 football rights.
- BELOIT COLLEGE**, Beloit, Wis. Co-ed; 590 students. 1936: football broadcasts via WCLO, Janesville, on sustaining. Probably same arrangement for 1937 football.
- BERRY COLLEGE**, Mt. Berry, Ga. Co-ed; 1,180 students. 1936: no sports of any kind broadcast. No broadcasts to be allowed for 1937.

COLLEGE SPORTS—Continued

- BOSTON UNIVERSITY**, Boston, Mass. Co-ed; 10,355 students. 1936: two home football games sponsored by Atlantic Refining over the Yankee Network. Rights for 1937 not signed at time university was queried.
- BOWDOIN COLLEGE**, Brunswick, Me. Male; 550 students. 1936: no sports broadcasts. Have no objections to broadcasts or sponsorship.
- BOWLING GREEN STATE UNIVERSITY**, Bowling Green, Ohio. Co-ed; 1,125 students. 1936: no sports broadcasts. No rules against such broadcasts, however.
- BRADLEY POLYTECHNIC INSTITUTE**, Peoria, Ill. Co-ed; 1,750 students. 1936: all home football games broadcast over WMBD, Peoria, under sponsorship of the Alliance Life Insurance Co. Football season of 1937 to be largely a repeat of 1936; broadcast rights are free to station.
- BRIGHAM YOUNG UNIVERSITY**, Provo, Utah. Co-ed; 2,300 students. 1936: no sports broadcasts. Would allow sponsored broadcasts "if we had the right kind of sponsor."
- BUCKNELL UNIVERSITY**, Lewisburg, Pa. Co-ed; 1,200 students. 1936: no sports broadcasts. Will allow sponsored broadcasts in 1937.
- CALIFORNIA, UNIVERSITY OF**, Berkeley, Cal. Co-ed; 14,000 students. 1936: football of all Pacific Coast Conference Colleges, of which this institution is a member, was broadcast under sponsorship of the Associated Oil Co. Same sponsor has exclusive rights for 1937, and an option on all other sports, including a score of basketball games.
- CALIFORNIA, UNIVERSITY OF, AT LOS ANGELES**, Los Angeles, Cal. Co-ed; 7,000 students. 1936: football games broadcast under sponsorship of the Associated Oil Co. 1937 basketball signed by same sponsor. (Note: UCLA is a member of the Pacific Coast Conference Colleges, all of whose sports are under option to Associated Oil.)
- CARLETON COLLEGE**, Northfield, Minn. Co-ed; 800 students. 1936: no sports broadcast. Not interested in having them broadcast during 1937.
- CARNEGIE INSTITUTE OF TECHNOLOGY**, Pittsburgh, Pa. Co-ed; 2,112 students. 1936: basketball broadcast on sustaining over WWSW, Pittsburgh. Football rights for 1937 may be purchased. Basketball allowed on sustaining only.
- CARROLL COLLEGE**, Waukesha, Wis. Co-ed; 500 students. 1936: no sports broadcast. Would have no objections to sponsored sports, providing that advertiser is not a tobacco or liquor company.
- CASE SCHOOL OF APPLIED SCIENCE**, Cleveland, Ohio. Male; 800 students. 1936: no sports broadcast. Policy is against broadcasting.
- CATHOLIC UNIVERSITY OF AMERICA, THE**, Washington, D. C. Co-ed; 1,600 students. 1936: six football games broadcast over WJSV, Washington, under sponsorship of Kellogg. Will permit broadcasts during 1937.
- CENTRE COLLEGE**, Danville, Ky. Male and co-ed divisions separate; 400 students. 1936: no sports broadcasts, except where team playing host to Centre allowed such broadcasts. Would allow football broadcasts in 1937 if a suitable sponsor was interested.
- CHATTANOOGA, UNIVERSITY OF**, Chattanooga, Tenn. Co-ed; 525 students. 1936: no sports broadcast. During 1937 would allow out-of-town football to be broadcast locally; no home-game broadcasts allowed.
- CHICAGO, THE UNIVERSITY OF**, Chicago, Ill. Co-ed; 6,000 students. 1936: two basketball games were broadcast on sustaining. During 1937 will allow football broadcasts, so long as they are on sustaining; no fee charged to station broadcasting; this is a university regulation, and is not part of the Intercollegiate Conference (Big Ten) regulations.
- CITADEL, THE, (MILITARY COLLEGE OF SOUTH CAROLINA)**, Charleston, S. C. Male; 890 students. 1936: football games broadcast by local sponsor via WCSC, Charleston. Will allow all sports to be broadcast, sponsored if desired, during 1937, subject to Southern Conference rulings.
- CLEMSON COLLEGE**, Clemson, S. C. Male; 1,600 students. 1936: three football games broadcast via WAIM, Anderson, and WFBC, Greenville. During 1937 sports broadcasts of all kind will be allowed (there is a state law requiring all state institutions to allow broadcasting of sports events without remuneration; radio stations may sell the broadcasts to sponsors).
- COE COLLEGE**, Cedar Rapids, Ia. Co-ed; 700 students. 1936: one game (football)

broadcast sustaining via WMT, Cedar Rapids. Rules for current football and sports season indefinite.

COLBY COLLEGE, Waterville, Me. Co-ed; 565 students. 1936: no sports broadcast. Are interested in possibilities of sponsored broadcasts.

COLORADO COLLEGE, Colorado Springs, Colo. Co-ed; 600 students. 1936: no sports broadcasts. Will not allow sponsored sports as yet. Conference rules are that if there is any sponsored broadcasting, it must be agreeable to the management of both teams.

COLORADO SCHOOL OF MINES, Golden Colo. Male; 600 students. 1936: no sports broadcasts. None allowed.

COLORADO STATE COLLEGE, Fort Collins, Colo. Co-ed; 1,700 students. 1936: no sports broadcasts. None allowed—against conference rules.

COLORADO, UNIVERSITY OF, Boulder, Colo. Co-ed; 3,880 students. 1936: two basketball games broadcast over KFEL, Denver; no football. No football broadcasts to be allowed in 1937—against Rocky Mountain Conference rules. This is the University of Denver's last year (1937) in the Rocky conference; will adopt own rules in 1938.

COLUMBIA UNIVERSITY, New York, N. Y. Co-ed; 31,000 students (total of all schools—day, evening, etc.). 1936: five football games broadcast on sustaining over WHN and WMCA, New York; Columbia-Stanford game was commercially broadcast by WOR, New York, under sponsorship of Atlantic Refining. In all probability the 1937 football season will be broadcast non-commercially. University attitude favors non-commercial broadcasts.

CONNECTICUT STATE COLLEGE, Storrs, Conn. Co-ed; 800 students. 1936: no sports broadcasts. Would allow commercial broadcasts during 1937.

CORNELL COLLEGE, Mt. Vernon, Ia. Co-ed; 564 students. 1936: no sports broadcasts. No plans for 1937. No conference rules against sponsored or sustaining sports broadcasts.

CORNELL UNIVERSITY, Ithaca, N. Y. Co-ed; 6,100 students. 1936: four football games broadcast over New York State Network under sponsorship of Atlantic Refining. Will allow commercial broadcasts in 1937. Commercials must be cut to minimum, and "in good taste."

DARTMOUTH, Hanover, N. H. Male; 2,430 students. 1936: several games broadcast over WEEI, Boston, and WINS, New York, under sponsorship of Atlantic Refining. Will allow commercial broadcasts during 1937 season; but "we will not consider all types of commercial sponsorship."

DAVIDSON COLLEGE, Davidson, N. C. Male; 654 students. 1936: several football games broadcast on sustaining basis. During 1937 will probably allow several football broadcasts, either sponsored or sustaining (a commercial offer has been made to the college). Sponsor "would have to be approved; church-related school, conservative in its policy."

DAYTON, UNIVERSITY OF, Dayton, Ohio. Co-ed; 460 students. 1936: no sports broadcast. Probably no such broadcasts in 1937. No rules formulated to date anent sponsorship.

DE PAUW UNIVERSITY, Greencastle, Ind. Co-ed; 1,280 students. 1936: no sports broadcasts. No objections to such broadcasts during 1937. No rules against broadcasts.

DENISON UNIVERSITY, Granville, Ohio. Co-ed; 850 students. 1936: no sports broadcasts. None in prospect for 1937 at time of inquiry, although there are no rules against such broadcasts.

DENVER, UNIVERSITY OF, Denver, Colo. Co-ed; 3,200 students. 1936: no sports broadcasts. No broadcasts of football allowed for 1937. Basketball games may be broadcast.

DETROIT INSTITUTE OF TECHNOLOGY, Detroit, Mich. Male; 2,600 students. 1936: no sports broadcasts. Hope to broadcast home football games during 1937.

DETROIT, UNIVERSITY OF, Detroit, Mich. Co-ed; 2,818 students. 1936: all home, and two out-of-town games, broadcast by WJBK, Detroit. Intend to allow 1937 football broadcasts. No rules anent sponsorship except that the advertiser be "reputable" and have a business "not by nature derogatory to an educational institution."

DICKINSON COLLEGE, Carlisle, Pa. Co-ed; 600 students. 1936: no sports broadcast. No arrangements made or considered for 1937.

DRAKE UNIVERSITY, Des Moines, Ia. Co-ed; 1,000 students. 1936: Drake Relays broadcast sustaining by NBC and CBS. Will allow football broadcasts

during 1937; in the past rights to sponsorship were given away free by the school; attitude for 1937 not settled.

DREXEL INSTITUTE OF TECHNOLOGY, Philadelphia, Pa. Co-ed; 1,657 students. Two football games (out-of-town) sponsored on out-of-town stations by Atlantic Refining; one basketball game broadcast. Broadcasts of home games not considered for 1937.

DUKE UNIVERSITY, Durham, N. C. Co-ed (via two adjoining campuses with co-ordination); 3,450 students. 1936: Duke-Colgate game broadcast by CBS; WDNC, Durham; WPTF, Raleigh, and WBT, Charlotte, broadcast other football games, with WBT having Atlantic Refining sponsorship; boxing and basketball broadcast by same stations. Will allow broadcasts in 1937.

FLORIDA UNIVERSITY OF, Gainesville, Fla. Male (co-ed during summer session only); 3,068 students. 1936: football games sponsored by Standard Oil of Kentucky. Will allow broadcasts during 1937. University reserves right to censor all commercial continuity and use its own sports announcers.

FURMAN UNIVERSITY, Greenville, S. C. Co-ed; 915 students. 1936: football games sponsored by Coca-Cola Bottling Co. Expect broadcasts of football during 1937 via same sponsorship.

GEORGIA SCHOOL OF TECHNOLOGY (GEORGIA TECH), Atlanta, Ga. Male; 2,100 students. 1936: football sponsored over WSB, Atlanta, but all details handled by opposing teams. No details for 1937 given.

GEORGIA UNIVERSITY OF, Athens, Ga. Co-ed; 3,000 students. 1936: football games sponsored via WSB, Atlanta, by Atlantic Refining. Will allow broadcasts during 1937. Only rule is that sponsor must have approval of the competing teams.

GRINNELL COLLEGE, Grinnell, Ia. Co-ed; 762 students. 1936: no sports broadcasts. None for 1937.

GROVE CITY COLLEGE, Grove City, Pa. Co-ed; 850 students. 1936: home football and basketball games broadcast sustaining. Will broadcast 1937 games via WSAJ, non-commercial station owned by the college.

HAMLIN UNIVERSITY, St. Paul, Minn. Co-ed; 600 students. 1936: no sports broadcasts. Probably none for 1937.

HAMPDEN-SYDNEY, Hampden-Sydney, Va. Male; 350 students. 1936: no sports broadcasts. None for 1937 in all probability. There are no restrictions against such broadcasts.

HAMPTON INSTITUTE, Hampton, Va. Co-ed; 1,000 students (note: this school is for Negroes only). 1936: no sports broadcasts. None for 1937. No rules against such broadcasts, however.

HARVARD UNIVERSITY, Cambridge, Mass. Male; 8,263 students. 1936: no sports broadcasts. No decision for 1937, except that if there are any broadcasts, they can't be sponsored.

HOLY CROSS, COLLEGE OF THE, Worcester, Mass. Male; 1,200 students. 1936: play-by-play broadcasts of several football games sponsored by Atlantic Refining over a New England hook-up. Plans for 1937 not indicated.

HOWARD PAYNE COLLEGE, Brownwood, Texas. Co-ed; 648 students. 1936: no sports broadcast. None for 1937. No rules against these broadcasts, however.

HOWARD UNIVERSITY, Washington, D. C. Co-ed; 2,110 students. 1936: no sports broadcasts. No plans for 1937. No rules against such broadcasts.

IDAHO UNIVERSITY OF, Moscow, Idaho. Co-ed; 2,700. 1936: three football and three basketball broadcasts sponsored by the Associated Oil Co. Broadcast rights for 1937 again purchased by same sponsor.

ILLINOIS UNIVERSITY OF, Urbana, Ill. Co-ed; 11,845. 1936: four football games broadcast by half-a-dozen or more stations apiece, some of them selling the games to sponsors; the University must approve sponsors. During 1937 the same practice will prevail with home games, to the extent of the university's facilities, except that there will be charges for booth expenses, etc.

INDIANA UNIVERSITY, Bloomington, Ind. Co-ed; 9,980 students. 1936: two football games broadcast. Statement for 1937 says: "We expect to permit broadcasting. . . . We only ask that broadcasting be done on a high standard. Whenever there is sponsorship, we feel that the income should be divided equally between the broadcasting station and the University."

IOWA STATE COLLEGE, Ames, Ia. Co-ed; 5,700 students. 1936: home football games were broadcast over WOI, which the college owns, on sustaining.

COLLEGE SPORTS—Continued

- Same plans for 1937. Big Six Conference leaves such matters up to individual schools.
- KANSAS STATE COLLEGE**, Manhattan, Kan. Co-ed; 3,550 students. 1936: three football and three basketball games carried on local station KSAC as sustainers. Same arrangement to apply for 1937, with the college controlling its own sports broadcasts.
- KANSAS, UNIVERSITY OF**, Lawrence, Kan. Co-ed; 4,862 students. 1936: three football games broadcast, one sponsored by E-Z Washing Machines; one by Wheaties; and one sustaining. Broadcasting policy for 1937 unsettled. Big Six Conference allows each member to make own broadcast rules.
- KENT STATE UNIVERSITY**, Kent, Ohio. Co-ed; 1,800 students. 1936: no sports broadcast. No arrangements for 1937, and no rules of any kind set up.
- KENTUCKY, UNIVERSITY OF**, Lexington, Ky. Co-ed; 3,500 students. 1936: all home football games, except the Georgia Tech game, sponsored over WLAP by the Wheeler Furniture Co. and Goodwin Bros.; Georgia Tech game was broadcast sustaining; basketball game with Manhattan College in New York sponsored by above-mentioned sponsors; Notre Dame game sponsored by Oertels; Tennessee and Mexico games sponsored by Bradley Drug Co. Athletic broadcast policy for 1937 not determined at time of inquiry. University Radio Director has right to censor any broadcasts. No beer or liquor sponsors permitted.
- KNOX COLLEGE**, Galesburg, Ill. Co-ed; 600 students. 1936: no sports broadcasts. Radio for 1937 uncertain. No rules against broadcasts.
- LAFAYETTE COLLEGE**, Easton, Pa. Male; 900 students. 1936: three football games broadcast via WEST, Easton, under sponsorship of Atlantic Refining. Same sponsor has 1937 option.
- LEHIGH UNIVERSITY**, Bethlehem, Pa. Male; 1,601 students. 1936: no sports broadcast. Broadcasts not seriously considered for 1937. Lehigh is not a member of any athletic conference.
- LINFIELD**, McMinnville, Ore. Co-ed; 500 students. 1936: two football games broadcast. Will allow broadcasts during 1937.
- LONG ISLAND UNIVERSITY**, Brooklyn, N. Y. Co-ed; 1,206 students. 1936: no sports broadcasts. None contemplated for 1937.
- LOUISIANA STATE UNIVERSITY**, Baton Rouge, La. Co-ed; 7,250 students. 1936: practically all football games broadcast under various sponsorships via WDSU, New Orleans, and state-wide hookup; Tulane game broadcast by NBC, as well as Sugar Bowl game. Will allow similar broadcasts during 1937. Athletic Council passes on commodities to be advertised.
- LOUISVILLE, UNIVERSITY OF**, Louisville, Ky. Co-ed; 3,500 students. 1936: no sports broadcast. No plans for 1937.
- LOYOLA UNIVERSITY**, New Orleans, La. Co-ed (in professional schools only); 813 students. 1936: football games broadcast via WWL. Will allow commercial broadcasts in 1937.
- LOYOLA UNIVERSITY**, Chicago, Ill. Co-ed; 5,175 students. 1936: two basketball games broadcast sustaining via WIND, Gary. May have commercial basketball during 1937.
- MACALESTER COLLEGE**, St. Paul, Minn. Co-ed; 620 students. 1936: no sports broadcasts. None for 1937.
- MAINE, UNIVERSITY OF**, Orono, Me. Co-ed; 1,600 students. 1936: no sports broadcast. None for 1937.
- MARQUETTE UNIVERSITY**, Milwaukee, Wis. Co-ed; 3,000 students. 1936: practically all football games sponsored by Wadhams Oil Co. over WISN and WTMJ, Milwaukee, as well as other stations. Will allow such broadcasts in 1937; the university charges no fee for rights; any station may take the games gratis and sell them to a sponsor, providing the latter is acceptable to the university.
- MARYLAND, UNIVERSITY OF**, College Park, Md. Co-ed; 2,000 students. 1936: several football games sponsored by Atlantic Refining over WBAL, Baltimore. Will allow similar broadcasting in 1937.
- MERCER UNIVERSITY**, Macon, Ga. Co-ed; 500 students. 1936: no sports broadcasts. None for 1937. Against the policy of the Board.
- MIAMI, UNIVERSITY OF**, Coral Gables, Fla. Co-ed; 750 day students; 260 adult division. 1936: no sports broadcasts. Decision—pending at time of inquiry—for 1937 rests with athletic board. Conference rulings also to be determined at time of inquiry.
- MICHIGAN, UNIVERSITY OF**, Ann Arbor, Mich. Co-ed; 11,000 students. 1936: all 1936 football games broadcast by WWJ and WJR, Detroit, as well as

- KYW, Philadelphia, under sponsorship of Kellogg's; all basketball games sponsored by Annis Furs over WJBK, Detroit. Will allow football sponsorship during 1937 with a fee of \$2,000 per game for four home games. Sponsor and commercial continuity must be approved by the university, and the advertiser must sign a special contract agreeing to the university's terms.
- MICHIGAN STATE COLLEGE**, East Lansing, Mich. Co-ed; 4,600 students. 1936: all football games, all at-home baseball games, tennis matches, and some boxing, wrestling, and swimming broadcast over the college's station WKAR. Same arrangement for 1937 (non-commercial). Other stations may have the football games through an arrangement with the Athletic Department.
- MIDDLEBURY COLLEGE**, Middlebury, Vt. Co-ed; 721 students. 1936: some sports broadcast over local station on sustaining. Possible that same arrangement will pertain in 1937.
- MINNESOTA, UNIVERSITY OF**, Minneapolis, Minn. Co-ed; 14,000 students. 1936: football and basketball broadcast over the university's own station WLB; also over KSTP, WTCN and WCCO, Minneapolis-St. Paul; all sustaining. Same arrangement for 1937 football season contemplated. Rules do not permit commercial sponsorship.
- MISSOURI, UNIVERSITY OF**, Columbia, Mo. Co-ed; 4,200 students. 1936: football was broadcast both commercial and sustaining over KFRU, WDAF, KMOX, KSD, WHB, KXBY and KWK; basketball was broadcast by KFRU. Policy for 1937 not determined at time of inquiry.
- MONTANA STATE COLLEGE**, Bozeman, Mont. Co-ed; 1,250 students. 1936: no sports broadcasts. Nothing signed for 1937; rights would be determined after mutual agreements with contestants. Rocky Mountain Conference, of which this school is a member, is disbanding, and policies against commercial broadcasts—heretofore held by the conference—may be altered.
- MOUNT ST. MARY'S COLLEGE**, Emmitsburg, Md. Male; 350 students. 1936: WFMD, Frederick, broadcast three home football games; also interviews with coaches, players, etc.; station sold these commercially. Same arrangement will probably be maintained in 1937. The college receives no fees for these commercial broadcasts.
- MUHLBERG COLLEGE**, Allentown, Pa. Male (co-ed in extension division only); 450 students. 1936: no sports broadcasts. May change policy in 1937 and allow commercial broadcasts. Sponsor would have to be "ethically acceptable."
- MUSKINGUM COLLEGE**, New Concord, Ohio. Co-ed; 750 students. 1936: no sports broadcasts. Would permit sponsorship in 1937 with "proper sponsor"; no beer or tobacco advertisers would be allowed.
- NEVADA, UNIVERSITY OF**, Reno, Nev. Co-ed; 1,100 students. 1936: four home football games broadcast locally last year; no fees charged. Same arrangements contemplated for 1937.
- NEW HAMPSHIRE, UNIVERSITY OF**, Durham, N. H. Co-ed; 1,594 students. 1936: some football broadcast sustaining by Yankee and Colonial Networks. Will allow broadcasts in 1937.
- NEW YORK, COLLEGE OF THE CITY OF**, New York, N. Y. Male (except in evening and commercial divisions); 24,000. 1936: one football game sent out via Teleflash. Would allow broadcasts, in all probability, for 1937. No fees for rights contemplated, but faculty athletic permission must be obtained.
- NEW YORK UNIVERSITY**, New York City. Co-ed; 42,187 students. Only sports broadcast during the past season was a fencing meet, carried by WNYC, the New York City municipal station. No sportscasts contemplated for 1937, and especially not football broadcasts.
- NIAGARA UNIVERSITY**, Niagara Falls, N. Y. Co-ed; 940 students. 1936: no sports broadcasts. None for 1937.
- NORTH CAROLINA STATE COLLEGE**, Raleigh, N. C. Co-ed; 1,850 students. 1936: no sports broadcasts. Would allow for 1937. Statement says: "Southern Conference rules allow broadcasts of sports events, but under a rule of the University of North Carolina, of which N. C. State is a part, no commercial broadcasts are allowed."
- NORTH DAKOTA, UNIVERSITY OF**, Grand Forks, N. Dak. Co-ed; 1,700 students. 1936: football, basketball and hockey broadcast over KFJM, owned by the university. Same arrangement for 1937.
- NORTHEASTERN UNIVERSITY**, Boston, Mass. Male; 1,700 students. 1936: no sports broadcast. Will allow sports to be broadcast under commercial sponsorship in 1937.

COLLEGE SPORTS—Continued

NORTH TEXAS STATE TEACHERS COLLEGE, Denton, Tex. Co-ed; 2,200 regular students; 3,500 summer session. 1936: no sports broadcast. Would allow 1937 sports to be broadcast.

NORTHWESTERN UNIVERSITY, Evanston, Ill. Co-ed; 10,000 students. 1936: all football games broadcast over various facilities, including NBC and CBS, WGN, WBBM, WMAQ, WCFL, WJJD, and by various sponsors. Rights given free by university. Football will probably be broadcast again during the 1937 season, but no policy has been established as yet regarding charges, if any.

NOTRE DAME, UNIVERSITY OF, Notre Dame, Ind. Male; 3,000 students. 1936: all football games broadcast over major networks and individual stations, some sponsored, some sustaining; rights were given free. Basketball games broadcast over WSBT-WFAM. During 1937 will allow all home football games to be broadcast to "the full extent of our facilities for broadcasting."

OHIO STATE UNIVERSITY, Columbus, O. Co-ed; 15,000 students. 1936: all football games broadcast over WOSU on sustaining basis, as required by school; Mutual network also carried the Pittsburgh-Ohio game. Commercial broadcasts of 1937 games will probably not be permitted; stations will be allowed to join WOSU, for a nominal fee, in broadcasting any games.

OHIO UNIVERSITY, Athens, O. Co-ed; 2,700 students. 1936: no sports broadcast. Will allow in 1937; no rules against commercial sponsorship.

OHIO WESLEYAN UNIVERSITY, Delaware, O. Co-ed; 1,400 students. 1936: football games broadcast over WKRC. Will allow games to be commercially sponsored in 1937.

OKLAHOMA CITY UNIVERSITY, Oklahoma City, Okla. Co-ed; 1,053 students. 1936: football games with Baylor and Haskell broadcast over KOMA, sponsored by Post Bran Flakes. Broadcast privileges can probably be arranged for 1937 games.

OKLAHOMA, UNIVERSITY OF, Norman, Okla. Co-ed; 5,600 students. 1936: no sports broadcast. 1937 policy not determined at time of inquiry; if carried by WNAD, owned by the university, they must be on a sustaining basis, as station is non-commercial.

OMAHA, MUNICIPAL UNIVERSITY OF, Omaha, Nebr. Co-ed; 1,600 students. 1936: out-of-town football games broadcast. Will allow 1937 games to be broadcast; no restrictions on commercial sponsorship.

OREGON STATE COLLEGE, Corvallis, Ore. Co-ed; 3,468 students. 1936: football games broadcast over KOIN, KEX, KGW; basketball over KALE; both sports sponsored by Tide Water Associated Oil Co.; also carried on sustaining basis by KOAC. Will allow football games to be broadcast during 1937 season.

PENNSYLVANIA STATE COLLEGE, State College, Pa. Co-ed; 5,500 students. 1936: football games with Syracuse and Pitt broadcast on sustaining basis. There is no ruling against allowing broadcasts of 1937 sports, but college officials would "exert extreme caution in passing on a commercial sponsor, since Penn State is largely a state-supported institution."

PENNSYLVANIA, UNIVERSITY OF, Philadelphia, Pa. Co-ed; 13,000 students. 1936: football games broadcast under sponsorship of Atlantic Refining Co. No decision has been made on such broadcasts during 1937 season, reserves right to have one or two games broadcast by the national chains.

PITTSBURGH, UNIVERSITY OF, Pittsburgh, Pa. Co-ed; 10,500 students. 1936: football games broadcast under sponsorship of Atlantic Refining Co.; Rose Bowl game over NBC. Will allow similar broadcast in 1937; prices to be determined by Athletic Council.

POMONA COLLEGE, Claremont, Calif. Co-ed; 750 students. 1936: no sports broadcasts; probably none in 1937, though college has no rules against such broadcasts.

PRINCETON UNIVERSITY, Princeton, N. J. Male; 2,586 students. 1936: two football games broadcast over NBC and WMCA, New York; one over NBC, CBS, WMCA; two over WMCA; Princeton Invitation Track Meet broadcast over NBC, CBS, Mutual; A.A.U. Track Championships broadcast over NBC, CBS, Mutual; Olympic Rowing Trials over NBC, CBS, Mutual. Will allow sports to be broadcast in 1937 season. Broadcasting companies may carry any sports they desire, but must be sustaining; commercial sponsorship not allowed.

COLLEGE SPORTS—Continued

- PROVIDENCE COLLEGE**, Providence, R. I. Male; 825 students. 1936: all home and four out-of-town football games broadcast under sponsorship of Atlantic Refining Co. Will allow sponsored broadcasts of football in 1937.
- PURDUE UNIVERSITY**, W. Lafayette, Ind. Co-ed; 5,507 students. 1936: all home football games broadcast over WBAA, owned by university; same schedule for 1937 season. Sponsored broadcasts are not permitted.
- REDLANDS, UNIVERSITY OF**, Redlands, Calif. Co-ed; 645 students. 1936: football game with Loyola broadcast over KEHE, sponsored by Associated Oil Co.; over KNX, sponsored by George Jessel. Will allow commercial sponsorship of sports in 1937.
- RENSELAER POLYTECHNIC INSTITUTE**, Troy, N. Y. Male; 1,250 students. 1936: no sports broadcast; none contemplated for 1937. School has no specific rules against such broadcasts, however.
- RHODE ISLAND STATE COLLEGE**, Kingston, R. I. Co-ed; 1,100 students. 1936: no sports broadcast. Will allow commercial sponsorship of 1937 sports, if agreeable dates available.
- RICHMOND, UNIVERSITY OF**, Richmond, Va. Co-ed (via co-ordination); 1,550 students. 1936: two football games broadcast over Virginia Broadcasting System under sponsorship of Atlantic Refining Co. Will allow sports to be commercially sponsored in 1937.
- ROANOKE COLLEGE**, Salem, Va. Co-ed; 380 students. 1936: no sports broadcast. Will allow sponsored broadcasts in 1937, the only restriction being the interest of the particular game.
- RUTGERS UNIVERSITY**, New Brunswick, N. J. Male; 2,500 students. 1936: no sports broadcast; none contemplated in 1937. Policy to date has been against such broadcasts.
- ST. ANSELM COLLEGE**, Manchester, N. H. Male; 400 students. 1936: no sports broadcasts. Will allow sports broadcasts in 1937, open to commercial sponsors.
- ST. JOSEPH'S COLLEGE**, Philadelphia, Pa. Male; 460 students. 1936: no sports broadcast except one basketball game contracted for by opponent. Will broadcast sports in 1937 if possible.
- ST. LAWRENCE UNIVERSITY**, Canton, N. Y. Co-ed; 660 students. 1936: all home football and basketball games broadcast over WCAD, non-commercial station owned by the university. Same schedule planned for 1937.
- ST. LOUIS UNIVERSITY**, St. Louis, Mo. Co-ed; 5,000 students. 1936: four football games broadcast over WIL under sponsorship of Bigalite Electric, Philco and Zenith Radios; one football game over KMOX, Kellogg Co.; one over KWK, Dodge Co.; one over KFRU, Ford Co. No plans have been decided upon for 1937 football. Broadcasting privileges are not sold to any one station, but given free to any station fulfilling requirements of school.
- ST. MARY'S COLLEGE**, St. Mary's, Calif. Male; 450 students. 1936: football and basketball games broadcast over KLX, KQW, KFRC, KGO, KPO, KJBS, under sponsorship of Associated Oil Co. Will allow football broadcasts in 1937; prices vary from year to year.
- ST. MARY'S UNIVERSITY OF SAN ANTONIO, TEX.** Male (co-ed in evening school); 500 students. 1936: football games broadcast over KMAC, sponsored by local bakery. Will probably have sports broadcasts in 1937.
- ST. OLAF COLLEGE**, Northfield, Minn. Co-ed; 1,008 students. 1936: no sports broadcast; none contemplated in 1937, but school has no rules against such broadcasts.
- ST. THOMAS, COLLEGE OF**, St. Paul, Minn. Male; 650 students. 1936: football games broadcast over WTCN under sponsorship of Twin City Federal Savings & Loan Assn. Will allow sports broadcasts in 1937, but prices have not been determined.
- SOUTH CAROLINA, UNIVERSITY OF**, Columbia, S. C. Co-ed; 1,551 students. 1936: seven football games broadcast over WIS. Games will be commercially sponsored in 1937.
- SOUTH DAKOTA STATE COLLEGE**, Brookings, S. D. Co-ed; 1,000 students. 1936: football and basketball games broadcast over KFDY, owned by college; no commercial sponsorship allowed. Same schedule will be followed in 1937.
- SOUTH DAKOTA, UNIVERSITY OF**, Vermillion, S. D. Co-ed; 1,000 students. 1936: all home football and basketball games broadcast over WNAX. In 1937, WNAX may take games for sponsor; if no sponsor is signed, sports will be broadcast over university's own station, KUSD, as sustaining features.

COLLEGE SPORTS—Continued

SOUTHERN CALIFORNIA, UNIVERSITY OF, Los Angeles, Calif. Co-ed; 14,000 students. 1936: football games broadcast over KFI, KHJ, KFAC, KNX, and KFWB; basketball games broadcast over KEHE; both sports sponsored by Associated Oil Co. Associated Oil has option on all sports for 1937.

SOUTHERN METHODIST UNIVERSITY, Dallas, Tex. Co-ed; 3,259 students. 1936: football games broadcast under sponsorship of Humble Oil & Refining Co. Same company has football rights for 1937 season.

SOUTHWESTERN UNIVERSITY, Georgetown, Tex. Co-ed; 600 students. 1936: no sports broadcast. Will allow such broadcasts in 1937, with "reasonable restrictions" on sponsorship.

SOUTHWESTERN LOUISIANA INSTITUTE, Lafayette, La. Co-ed; 1,242 students. 1936: no sports broadcast; probably will be in 1937.

SPRINGFIELD COLLEGE, Springfield, Mass. Co-ed; 550 students. 1936: one football game broadcast under sponsorship of local gas company. Will allow sports to be broadcast in 1937.

STANFORD UNIVERSITY, Stanford University, Calif. Co-ed; 4,000 students. 1936: all football and basketball games broadcast over various stations under sponsorship of Associated Oil Co. All 1937 football games will be broadcast under same sponsorship.

SWARTHMORE, Swarthmore, Pa. Co-ed; 700 students. 1936: no sports broadcast; none contemplated for 1937. College has no rules governing such broadcasts, as none have ever been made.

SYRACUSE UNIVERSITY, Syracuse, N. Y. Co-ed; 5,200 students. 1936: home football games broadcast over WSYR, WHAM, under sponsorship of Atlantic Refining Co. No arrangements noted for 1937.

TEMPLE UNIVERSITY, Philadelphia, Pa. Co-ed; 12,000 students. 1936: home and out-of-town football games and home basketball games broadcast over WIP under sponsorship of Atlantic Refining Co. Will have sponsored sports broadcasts in 1937.

TEXAS, AGRICULTURAL AND MECHANICAL COLLEGE OF, College Station, Tex. Male; 4,600 students. 1936: football broadcasts over KPRC, WPAB-WFAA, WOAI, KTRH, KTSA, KRLLD, KNOW, under sponsorship of Humble

Oil and Refining Co.; baseball games broadcast on sustaining basis. 1937 football rights have again been sold to Humble Oil & Refining.

TEXAS COLLEGE OF ARTS AND INDUSTRIES, Kingsville, Tex. Co-ed; 840 students. 1936: no sports broadcast. Will allow sponsored broadcasts in 1937, but no contracts made nor prices determined.

TEXAS TECHNOLOGICAL COLLEGE, Lubbock, Tex. Co-ed; 3,011 students. 1936: no sports broadcast. No arrangements made for 1937, but college has no restrictions against such broadcasts.

TOLEDO, UNIVERSITY OF, Toledo, O. Co-ed; 1,490 day students; 800 evening. 1936: one football game broadcast over WSPD. Will allow sponsored broadcasts in 1937.

TULANE UNIVERSITY, New Orleans, La. Co-ed; 4,000 students. 1936: all football games broadcast, two on national networks; rights given free. Will not allow such broadcasts in 1937 unless sold to commercial sponsor.

VILLANOVA COLLEGE, Villanova, Pa. Male; 804 students. 1936: no sports broadcast. Plans for 1937 not determined.

VIRGINIA MILITARY INSTITUTE, Lexington, Va. Male; 675 students. 1936: football games broadcast, mainly over Virginia Broadcasting System, under sponsorship of Atlantic Refining Co. Plans for 1937 have not been determined.

VIRGINIA POLYTECHNIC INSTITUTE, Blacksburg, Va. Co-ed; 1,800 students. 1936: football game with University of Virginia broadcast over Virginia Broadcasting System; rights given free. Will allow sports broadcasts in 1937, but plans have not been formulated.

VIRGINIA, UNIVERSITY OF, Charlottesville, Va. Male (co-ed in graduate and professional courses); 2,500 students. 1936: all home and some out-of-town football games broadcast over Virginia Broadcasting System. Same schedule will be followed in 1937; 7 of 9 football games will be broadcast over same network under sponsorship of Atlantic Refining.

WAKE FOREST COLLEGE, Wake Forest, N. C. Male; 1,000 students. 1936: Wake Forest-University of North Carolina, Wake Forest-Duke football games over WSOC; various football games will be broadcast in 1937, but no sponsors signed at time of inquiry.

COLLEGE SPORTS—Continued

- WASHBURN COLLEGE**, Topeka, Kans. Co-ed; 850 students. 1936: no sports broadcast; none contemplated in 1937, but have no rules against such broadcasts.
- WASHINGTON, STATE COLLEGE OF**, Pullman, Wash. Co-ed; 3,500 students. 1936: all football games broadcast over college station KWSC under sponsorship of Associated Oil Co.; 8 basketball games were sponsored by Associated Oil, and additional games carried as sustaining features. Same sponsor has contracted for football games in 1937.
- WASHINGTON UNIVERSITY**, St. Louis, Mo. Co-ed; 7,600 students. 1936: football games broadcast over KMOX, KSD, KWK, WIL, Mutual, ABC Network, on contract basis, with limited sponsorship. Will allow sponsored broadcasts in 1937, with rights to be based on cash or advertising time equivalent.
- WASHINGTON AND LEE UNIVERSITY**, Lexington, Va. Male, 950 students. 1936: Kentucky vs. Washington and Lee broadcast over Virginia Broadcasting System (rights given free).
- WAYNE UNIVERSITY**, Detroit, Mich. Co-ed; 10,000 students. 1936: no sports broadcast; none planned for 1937. There are no rules covering such broadcasts, as the occasion has not arisen to date.
- WESTERN MARYLAND COLLEGE**, Westminster, Md. Co-ed; 529 students. 1936: football games broadcast over WBAL under sponsorship of Atlantic Refining Co. No contracts signed for 1937 at time of inquiry, and prices not determined.
- WEST VIRGINIA STATE COLLEGE**, Institute, W. Va. Co-ed; 655 students. 1936: no sports broadcast; none planned for 1937. College has no rules on such broadcasts.
- WEST VIRGINIA UNIVERSITY**, Morgantown, W. Va. Co-ed; 2,600 students. 1936: no sports broadcast; out-of-town football was carried elsewhere. Will allow 1937 broadcasts of sports "if properly compensated."
- WESTMINSTER COLLEGE**, New Wilmington, Pa. Co-ed; 553 students. 1936: no sports broadcast. Have no objection to such broadcasts, but have no plans for them at present.
- WHEATON COLLEGE**, Wheaton, Ill. Co-ed; 1,086 students. 1936: no sports broadcast; none planned for 1937. College has no rules governing such broadcasts.
- WILLAMETTE UNIVERSITY**, Salem, Ore. Co-ed; 775 students. 1936: football games broadcast over KEX and KSLM; all sustaining except one over KEX, which was sponsored by Associated Oil Co. Basketball broadcasts over KEX on sustaining basis. Will allow all sports to be broadcast in 1937, sponsored if desired.
- WILLIAMS COLLEGE**, Williamstown, Mass. Male; 800 students. 1936: no sports broadcast; such broadcasts are being considered for 1937.
- WILLIAM AND MARY, COLLEGE OF**, Williamsburg, Va. Co-ed; 1,200 students. 1936: football broadcasts over Virginia Broadcasting System on sustaining basis. Sports broadcasts will be allowed in 1937 "if other Virginia Colleges will do likewise"; no sponsors had applied for rights at time of inquiry, and no prices had been determined.
- WISCONSIN UNIVERSITY OF**, Madison, Wisc. Co-ed; 10,000 students. 1936: all football direct from field over WHA, owned and operated on non-commercial basis by the university. During 1937, expect to broadcast all games; although WHA allows no sponsorship, other stations do sell rights; commercials, if any, cannot be put in from campus, but must be injected from studios.
- WITTENBERG COLLEGE**, Springfield, O. Co-ed; 850 students. 1936: no sports broadcast; none planned for 1937, though they would be allowed.
- WOOSTER, THE COLLEGE OF**, Wooster, O. Co-ed; 941 students. 1936: no sports broadcast; none contemplated for 1937. College has no rules governing such broadcasts.
- WORCESTER POLYTECHNIC INSTITUTE**, Worcester, Mass. Male; 600 students. 1936: no sports broadcast; none contemplated during 1937.
- WYOMING, UNIVERSITY OF**, Laramie, Wyo. Co-ed; 1,700 students. 1936: no sports broadcast. Athletic Conference ruling prohibits sports broadcasts of any kind.
- XAVIER UNIVERSITY**, Cincinnati, O. Male; 1,200 students. 1936: six football games broadcast over WSAI and WCPO; no commercial sponsors. Plans for 1937 undetermined; rate offered local sponsors last year was \$50 per hour.
- YALE UNIVERSITY**, New Haven, Conn. Male; 5,100 students. 1936: several football games sponsored by Socony-Vacuum in New England, and by Atlantic Refining in New York. To date, certain rights for the 1937 football games have been again purchased by Socony-Vacuum. Other details not given.

EDUCATIONAL PROJECTS FOR RADIO

Data concerning the various groups seeking to impart to radio a wider educational influence are presented herewith.

From time to time several of these groups have asked, either in Washington or otherwise, that radio be more largely devoted to education. Hence data on the groups' setup and activities is presented.

EDUCATIONAL RADIO PROJECT

Address: Office of Education, Washington, D. C. *Officers:* John W. Studebaker (Commissioner of Education), administrator; William D. Boutwell (Editor-in-Chief, Office of Education), director; Shannon Allen, art director; James D. Strong, business manager; Philip H. Cohen, production manager; B. P. Brodinsky, director of special events; Lamar Kelley, audience preparation director; Rudolf Schramm, music director; Lawrence Paquin, production director; John K. White, Jr., engineer. *Script writers:* Bernard C. Schoenfeld, Dr. Harold C. Calhoun, Mrs. Dorothy Calhoun, Marguerite B. Felber, Gordon Hubbel.

Activities: Started in December, 1935, with a \$75,000 appropriation from President Roosevelt, the project attained its most concrete function the following year. On October 15, 1936, the Educational Script Exchange, consisting of 100 different scripts, planned, written and produced by staff members, was put into operation. Scripts are offered gratis, on request, with the single proviso that they be broadcast as sustaining programs only. To date, 40,000 copies of the scripts have been distributed, 1,000 produced—392 of them as network programs. A total of nearly \$200,000 has been allocated to the project by the government. The networks have contributed close to \$1,000,000 in station time, services of directors, musicians, technicians, etc. Most widely broadcast scripts include "The World Is Yours," "Have You Heard?" "Let Freedom Ring."

THE NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

Office: University of Wisconsin, Madison, Wis. *Officers:* H. B. McCarty (WHA, University of Wisconsin), president; Carl Menzer (WSUI, University of Iowa), vice-president; B. B. Brackett (KUSD, University of South Dakota), secretary-treasurer; C. E. Dammon (WBAA), R. C. Higgy (WOSU), E. P. Humbert (WTAW), W. E. Phillips (WILL), C. A. Taylor (WESG), executive committee.

Activities: Composed largely of radio stations operated in conjunction with educational institutions (and known, prior to

1934, as the Association of College and University Broadcasting Stations), this organization was founded to assist members in protecting and developing their broadcasting facilities, and to encourage a wider use of radio for educational purposes. A monthly News-Letter and an Exchange Packet serve to keep members in touch with each other. More specific contact for the exchange of information and ideas is affected by two meetings a year—the spring meeting, regularly held at WHA, University of Wisconsin, and the annual convention, which in 1937 is held at WILL, University of Illinois, from September 10 to 14. The association is also one of the sponsoring agencies for the National Conference on Educational Broadcasting, the first meeting of which was held in Washington in 1936, the second to convene in Chicago in 1937.

THE NATIONAL COMMITTEE ON EDUCATION BY RADIO

Office: 1 Madison Avenue, New York, N. Y. *Officers:* Dr. Arthur G. Crane (president, University of Wyoming), chairman; Dean H. J. Umberger (director of extension, Kansas State College), vice-chairman; S. Howard Evans, secretary; Arthur G. Crane, James E. Cummings (Department of Education, National Catholic Welfare Conference), J. O. Keller (assistant to the president, Pennsylvania State College), Harold B. McCarty (program director, WHA, University of Wisconsin), Charles A. Robinson (St. Louis University), Agnes Samuelson (State Superintendent of Public Instruction, Iowa), Willis A. Sutton (Superintendent of Schools, Atlanta, Ga.), H. J. Umberger, George F. Zook (president, American Council on Education), committee members.

Activities: The Committee was organized in 1930 with funds for a minimum period of three years provided by John D. Rockefeller, Jr., and the Carnegie Corporation of New York. Broadly speaking, its purpose is to collect and study programs, regardless of sources, and devise means for developing more effective programs, and to compare educational programs in this country with those abroad. To attain these ends, the organization maintains functional

EDUCATIONAL PROJECTS—Continued

committees to suggest and prepare programs on such subjects as art, economics, government, science, public health, etc., a representative engineering group to advise educators and the general public of the present status and potentialities of radio and the allied arts, a group of librarians to advise committee members, as they make up their programs, on reading lists and supplementary material. Cooperation is maintained with the U. S. Office of Education, and with other organizations interested in the application of modern science to education. A monthly bulletin, "Education by Radio," is issued, as are bulletins in an Information Series. An Annual Assembly provides meeting ground for representatives of all schools of thought in the field of educational broadcasting, the first being held in New York in May, 1931. In addition to its specific functions, the Committee acts as spokesman for organized education in radio matters, promotes cooperative radio councils, encourages the school use of radio, and serves as a clearing house for information regarding education by radio.

UNIVERSITY BROADCASTING COUNCIL

Office: 230 N. Michigan Avenue, Chicago, Ill. *Officers:* William H. Spencer (Dean, University of Chicago School of Business and Chairman of the Radio Committee of

the university), president; Edward H. Stromberg (Publicity Department, Northwestern University), vice-president; Allen Miller (University of Chicago), director, secretary; David M. Sharer (Comptroller, DePaul University), treasurer; Parker Wheatley, assistant director; James C. Whipple, production manager; Malcolm Romberg, chief engineer.

Activities: Founded to stimulate cooperation among educational institutions, and between them and radio stations for the broadcasting of educational material, the Council maintains a permanent staff of persons who have an intimate knowledge of both radio and educational problems. Calling itself "an organization of experiment," it is responsible for the University of Chicago Round Table, nationally broadcast for four years, which received the 1937 award of the Women's National Radio Committee as the best educational program on the air. During the past year, educational material has been adapted to dramatic programs, and a series for the Field Museum of Natural History is currently being prepared. The dramatic content of the latter is culled from various expeditions of the Museum staff to bring back new exhibits. In order to "educate the educators," recording equipment has been installed to supplement previous efforts at individual criticism and counseling of the technique of professors broadcasting regularly.

DR. ANGELL AS NBC EDUCATIONAL COUNSELLOR

At the end of June, 1937, the National Broadcasting Company appointed as its educational counsellor Dr. James Rowland Angell, retiring president of Yale.



NEWS - PUBLICITY

NEWSPAPER RADIO EDITORS

Major newspapers devoting space to radio are listed herewith. Names of radio editors appear in italics.

Abbreviations: *B.*, radio editor's birthday. *E.*, college or university attended by the radio editor. *M.*, indicates radio editor's membership in fraternities, clubs, lodges, etc.

ALABAMA

BIRMINGHAM NEWS AND AGE-HERALD, Birmingham, Ala. *Andrew W. Smith* (also Bridge Editor, both papers). Uses half column daily in both Age-Herald (morning) and News (evening); Sunday, full column in combined publication. *B.*, Aug. 12. *E.*, Birmingham-Southern. *M.*, Theta Kappa Nu, Pi Gamma Mu, Pen and Key Club.

SOUTHERN RADIO NEWS, Birmingham, Ala. *Samuel E. Russell*, managing editor. Southern weekly devoted entirely to radio (est. 1931). *B.*, Dec. 29. *E.*, Southern College.

ARIZONA

ARIZONA REPUBLIC, Phoenix, Ariz. *Francis E. Ross*. Uses varying space, periodically, according to the news. *B.*, May 23. *E.*, London Central Coll. Inst. (Can.) *M.*, Arizona Press Club, American Assoc. of Engineers.

ARIZONA DAILY STAR, Tucson, Ariz. *Howard O. Welty* (also reporter). Uses 1½ columns daily, with program notes, hour-by-hour highlight schedule; Sundays, full page. *B.*, April 19. *E.*, U. of Arizona, U. of California.

ARKANSAS

ARKANSAS DEMOCRAT, Little Rock, Ark. *Harlan S. Hobbs* (also film editor, Sunday Magazine editor). Uses half a column daily, half a page Sunday. *B.*, Aug. 27. *E.*, Little Rock Junior College, U. of Arkansas. *M.*, Little Rock Safety Council (secretary and publicity director), Little Theatre.

CALIFORNIA

ALBANY ARGUS-SPOKESMAN, Albany, Calif. *Robert Goerner* (also radio editor, Alameda Journal). Uses 1 column weekly. *B.*, Feb. 15. *E.*, Armstrong College. *M.*, Phi Zeta.

BAKERSFIELD CALIFORNIAN, Bakersfield, Calif. *Ralph F. Kreiser*. Uses half to three-quarters column daily. *B.*, Feb. 22. *E.*, U. of California.

BERKELEY DAILY GAZETTE, Berkeley, Calif. *Helene Peters* (also some concert and play reviewing). Uses full column daily, 2½ on Saturday. *B.*, June 1. *E.*, U. of Calif. *M.*, Berkeley Women's City Club.

FRESNO BEE, Fresno, Calif. No particular person designated as radio editor, but paper uses 2 columns daily.

NEWS-PRESS, Glendale, Calif. *Homer Canfield* (column also throughout southern California by Southern California Newspapers Associated and various independent papers). Uses three 15-inch columns daily in some papers; four full columns daily in others. *B.*, June 30. *E.*, U. of California. *M.*, Delta Upsilon.

HOLLYWOOD CITIZEN-NEWS, Hollywood, Calif. *Zuma M. Palmer*. Uses 4 columns every weekday except Saturday, when the space runs to 6 columns. *B.*, June 22. *E.*, U. of Southern California. *M.*, Mortar Board, D.A.R.

LONG BEACH MORNING SUN, Long Beach, Calif. *David R. Lewis*. Uses 3 to 4 columns daily, with schedules. *B.*, Oct. 2. *E.*, Long Beach Junior College.

LONG BEACH PRESS TELEGRAM, Long Beach, Calif. *C. Fulton Field* (also Aviation Editor). Uses 2 to 3 columns daily with illustrations; "Entertainment below the broadcast band" paragraph explains transmission on high frequencies. *B.*, Aug. 10. *E.*, U. of Miami. *M.*, Long Beach Polo Club, L. B. Rowing Club, Aero Club, Alamitos Bay Yacht Club, U. S. Naval Reserve.

EVENING HERALD AND EXPRESS, Los Angeles, Calif. *Eugene Inge*. Uses 15 to 20 inches daily. *B.*, Sept. 4. *E.*, Junior College of Commerce, L. A. M., Sewanee, Elks.

ILLUSTRATED DAILY NEWS AND EVENING NEWS, Los Angeles, Calif. *James Harper* (by-line in Evening News, "Dylan Wright"). Uses full column of copy daily in morning and evening papers, with two columns of logs. B., April 8. E., Dallas University.

LOS ANGELES EXAMINER, Los Angeles, Calif. *Bernie Milligan* (also sports and special features announcer). Uses 4 columns daily. B., June 21. E., Xavier U. M., Lakeside, Hollywood A. C.

LOS ANGELES TIMES, Los Angeles, Calif. *Carroll Nye*. Uses a full column daily; Sunday, full page with feature, chatter and critical columns, news, illustrations, schedules. B., Oct. 4. E., U. of California. M., Phi Delta Theta, Elks Lodge No. 99.

OAKLAND POST-ENQUIRER, Oakland, Calif. *William A. Holmes* (also music editor). Uses 1½ columns daily. B., Feb. 3. E., St. Mary's, Calif.

OAKLAND TRIBUNE, Oakland, Calif. *Jack Burroughs*. Uses approx. 22 column inches daily. B., Aug. 28.

PASADENA STAR-NEWS AND PASADENA POST, Pasadena, Calif. *Reg Warren* (also real estate and automobile editor). Uses a full column of news plus several columns of schedules daily in both papers.

PASADENA INDEPENDENT, Pasadena, Calif. *Will N. MacBird* (also writes "Microphonically Speaking" for Douglas McMann Publications, monthly magazines for college circulation; directs publicity, Los Angeles Federal Theatre of the Air; by-line, "Bill Bird"). Uses half to three-quarter column Monday and Thursday, plus two columns of logs. B., Jan. 9.

SACRAMENTO BEE, Sacramento, Calif. *Ronald D. Scofield* (also music, drama and book editor). Uses 2 columns daily, 8 columns Sunday.

SACRAMENTO UNION, Sacramento, Calif. *William R. Richards*. Uses three-quarter column daily. B., Sept. 14. E., Yuba County Junior College. M., B.P.O.E. No. 783, Marysville, Calif., Sacramento Music and Literary Club.

SAN DIEGO SUN, San Diego, Calif. *Charles Beyrer*. Uses half to three-quarter column daily; Sundays, full page. B., Sept. 19. M., San Diego Rowing Club.

SAN DIEGO UNION AND SAN DIEGO TRIBUNE, San Diego, Calif. *Maurice W. Savage* (also film and dramatic editor, both papers). Uses 750 words daily in the Union and the Tribune. B., May 5. E., San Diego State. M., Pi Delta Kappa, Blue Key.

CALL-BULLETIN, San Francisco, Calif. *Robert Ziegler Hall* (also feature newscaster; by-line, "Bob Hall"). Uses 8 columns daily—2 columns of gossip, 2 of schedules, 4 of illustrations. B., March 11. E., San Jose State College.

SAN FRANCISCO CHRONICLE, San Francisco, Calif. *Herb Caen*. Uses approximately 1,200 words daily. B., April 3. E., Sacramento Junior College.

SAN FRANCISCO EXAMINER, San Francisco, Calif. *Darrell Donnell* (also news broadcaster for the Examiner). Uses a full column daily. B., April 24. E., U. of California. M., Sigma Nu, Hurley's Bar and Buffet.

SANTA BARBARA NEWS-PRESS, Santa Barbara, Calif. *Elinor Hayes*. Uses 3 columns daily, a full page of copy Sunday. B., April 9.

STOCKTON RECORD, Stockton, Calif. *Mel Bennett* (also state and amusement page editor). Uses only daily schedules at present; hopes to resume regular daily column later. B., July 28. E., College of the Pacific.

COLORADO

GAZETTE AND TELEGRAPH, Colorado Springs, Colo. *Wauhillau LaHay* (also program, promotion, publicity director, announcer, continuity writer for KVOR). Uses 1½ columns every Sunday. B., July 14. E., Oklahoma State. M., Kappa Alpha Theta.

ROCKY MOUNTAIN NEWS, Denver, Colo. *Alberta Pike* (also film editor). Uses three-quarter column daily. B., July 9. E., U. of Colorado, Columbia.

CONNECTICUT

BRIDGEPORT (SUNDAY) HERALD, Bridgeport, Conn. *Leo Miller* (also film editor; Bridgeport correspondent for Variety; member Board of Review, "Radio Stars"). Uses 3 pages every Sunday. B., April 12. E., Syracuse U. M., Zeta Beta Tau, Beta Gamma Sigma, Sigma Delta Chi.

BRIDGEPORT POST, Bridgeport, Conn. *Walter Rockwell Clark* (also county editor, local news commentator on WICC; by-line, "Rocky Clark"). Uses 4½ columns daily, with full schedules, illustrations; Sundays, full page of news, gossip, illustrations. B., Aug. 16. E., Yale. M., Alpha Chi Rho, Appalachian Mountain Club.

TIMES-STAR, Bridgeport, Conn. *Frederic Thoms*. Uses full column daily, with art. B., Feb. 8. E., Colgate, Stanford. M., Corinthian Lodge, A. F., A. M., Colgate Club of Bridgeport, Fellowcraft Association.

HARTFORD DAILY TIMES, Hartford, Conn. *Harold B. Waldo*. Uses 3 to 6 columns every weekday, with schedules and a cut with announcement of special features. *B.*, June 7. *M.*, Glastonbury Historical Society, Glastonbury Chamber of Commerce, 32d degree Mason, Zoning and Fire Commissioner.

NEW BRITAIN HERALD, New Britain, Conn. *Kenneth J. Saunders* (also scholastic sports writer). Uses 20-inch column daily except Saturday, when space runs to 40 inches. *B.*, June 12. *M.*, New Britain Press Club (treasurer).

ITALIAN-AMERICAN WEEKLY NEWS, New Haven, Conn. *Thomas M. Friscoe* (also general manager and columnist). Uses 2 columns weekly.

NEW HAVEN REGISTER, New Haven, Conn. *Colby Driessens*. Uses half a page of copy, under three-column head, Sundays. *B.*, Aug. 23.

SENTINEL, South Norwalk, Conn. *Edward Reynolds* (also Drama Editor). Uses 15 to 20 column inches daily. *B.*, Dec. 30.

STAMFORD ADVOCATE, Stamford, Conn. *E. R. McCullough* (also city editor). Uses three-quarter column daily. *B.*, Feb. 26. *E.*, Connecticut State.

WATERBURY EVENING DEMOCRAT, Waterbury, Conn. *Ray Fitzpatrick* (also general assignment and police reporter; broadcasts five-time-a-week Man About Town program over WATR). Uses up to two-thirds of a page (with column accounting for half that space) weekdays. *B.*, March 19. *E.*, Holy Cross. *M.*, American Newspaper Guild, Waterbury Press Club, Ashley Club.

WATERBURY REPUBLICAN, Waterbury, Conn. *William J. Slator* (also city editor; supervises daily programs of WBRY, owned by the paper, the radio page of the morning and Sunday Republican, and substitutes for E. Christy Erk, radio editor of the evening American, both papers being owned by the same interests). Uses 5 columns daily, with schedules, news, illustrations; Sunday, 6 to 7 columns. *B.*, July 23. *M.*, Masons; Lions Club; captain, Adjutant General's Department, O.R.C.; V.F.W. (Also see listing of E. Christy Erk under Waterbury Republican and American).

WATERBURY REPUBLICAN AND AMERICAN, Waterbury, Conn. *E. Christy Erk* (also columnist and commentator over WBRY, owned by the papers; see listing under Waterbury Republican). Uses full column daily in both papers. *B.*, Oct. 5. *M.*, Masons, American Legion, Disabled Veterans, Newspaper Guild.

DISTRICT OF COLUMBIA

WASHINGTON DAILY NEWS, Washington, D. C. *Leo A. Fitzgerald*. Uses listings and highlights weekdays. No Sunday edition; Sunday listings carried in Saturday edition. *B.*, Dec. 13. *E.*, Georgetown University.

WASHINGTON STAR, Washington, D. C. *James Edmund Chinn* (also covers House of Representatives). Uses 500 words daily, 1,000 Sunday. *B.*, June 11. *E.*, Dunwoody Institute, Harvard.

WASHINGTON TIMES, Washington, D. C. *Dorothy Mae Moore* (also local representative for Donna Grace Beauty Column and Ida Jean Kain Dietitian Column (syndicated), assistant fashion editor, "Times Table Editor," a social and business calendar). Uses 2 columns of schedules daily, no Sunday edition. *B.*, March 10. *E.*, Strayer's Business College. *M.*, Newspaper Guild.

WASHINGTON TRIBUNE, Washington, D. C. *Arthur M. Carter* (also dramatic editor). Uses a column twice monthly. *B.*, Sept. 2. *E.*, Howard U.

FLORIDA

DAYTONA BEACH SUN RECORD, Daytona Beach, Fla. *Elizabeth E. Wade*. Uses 18 inches daily. *B.*, August 18. *E.*, Florida State Women's College. *M.*, I. N. Journalistic Society.

FLORIDA TIMES UNION, Jacksonville, Fla. *Richard G. Moffett* (also automobile editor, special writer). No regular column at present (Sunday column was discontinued after 6 years). *B.*, Jan. 18. *M.*, Knights of Columbus.

MIAMI DAILY NEWS, Miami, Fla. *W. Boarman Byrd*. Uses one-half to three-quarters column daily and Sunday, with full schedules; also feature stories, illustrations, on special programs and radio events. *B.*, Aug. 11. *E.*, U. of Florida. *M.*, Sigma Delta Chi.

TAMPA DAILY TIMES, Tampa, Fla. *Virginia L. James* (also connected with Station WDAE, licensed to the paper). Uses 25-inch column daily. *B.*, Sept. 17.

TAMPA TRIBUNE, Tampa, Fla. *Harry E. Schaden* (also handles Sunday feature sections, theatre news). Uses quarter-column weekdays, full column Sundays. *B.*, Sept. 13.

EVENING INDEPENDENT, St. Petersburg, Fla. *William G. Dunlap* (also reporter and staff photographer). Uses 2 columns of local and network listings daily, with occasional short articles. *B.*, Sept. 24. *E.*, St. Petersburg Junior College. *M.*, Junior Chamber of Commerce, Chamber of Commerce.

GEORGIA

- ATLANTA CONSTITUTION**, Atlanta, Ga. *Samuel E. Clarke*. Uses 2 columns daily, without by-line; 4 columns Sunday, with by-line. *B.*, May 4. *E.*, Georgia Tech.
- ATLANTA GEORGIAN**, Atlanta, Ga. *Tom Ham* (also radio editor, Sunday American). Uses 18 column inches daily, 24 Sunday. *B.*, Oct. 5. *E.*, U. of Georgia.

ILLINOIS

- CHICAGO DAILY NEWS**, Chicago, Ill. *Charles Jewett Gilchrest*. Uses two-thirds of a column daily. *B.*, Nov. 16. *E.*, U. of Illinois. *M.*, Phi Kappa Psi.
- CHICAGO DAILY TIMES**, Chicago, Ill. *William Irvin* (by-line "Don Foster"). Uses 1 column in tabloid page daily. *B.*, March 24. *E.*, Northwestern University.
- CHICAGO EVENING AMERICAN**, Chicago, Ill. *Esther S. Wohl* (also news reporter, special writer). Uses regular three-quarter column daily; also five columns of schedules, illustrations, etc. *B.*, Feb. 4. *E.*, Illinois Wesleyan U., Yale, U. of Chicago. *M.*, Kappa Kappa Gamma.
- CHICAGO TRIBUNE**, Chicago, Ill. *Lorenz Wolters* (by-line "Larry Wolters"). Uses half a column weekdays, full column Sunday. *B.*, Oct. 17. *E.*, U. of Iowa. *M.*, Sigma Alpha Epsilon, Sigma Delta Chi.
- HERALD AND EXAMINER**, Chicago, Ill. *Ulmer T. Turner* (also news commentator, WENR; owner-operator amateur W-9UG). Uses 2 columns daily. *B.*, May 21. *E.*, U. of South Carolina. *M.*, Confederate Veterans (hon.), Chicago's Abraham Lincoln Club, technical and radio societies.

MUSIC NEWS, Chicago, Ill. *Cooper Holsworth*. Uses 1 column twice a month. *B.*, Jan. 28. *E.*, U. of Chicago.

SOUTHWEST NEWS, Chicago, Ill. *Harold B. Jovien* (also re-write, syndicate film and entertainment material; "Arthur Fairfax" Question and Answer column, Radio Guide; "Hot Air" column in Downbeat, Musicians' trade magazine; formerly used nom de plume, H. J. Houser). Uses 30 to 50 column inches weekly. *B.*, Jan. 28.

FREEPORT JOURNAL-STANDARD, Freeport, Ill. *Grace L. Barnett* (also theatre editor). Uses half a column daily except Saturday, when space runs to column and a half. *E.*, Rockford College, Ill., U. of Chicago.

PEORIA JOURNAL-TRANSCRIPT, Peoria, Ill. *Robert M. Shepherdson*. Uses full column daily, 2 columns Sunday. *B.*, Dec. 8. *E.*, Bradley College. *M.*, University Club.

PEORIA STAB, Peoria, Ill. *Frederic R. Oakley* (also columnist, drama, music editor). Uses half column daily, exclusive of local, national schedules. *B.*, Dec. 30. *E.*, Knox College, Wesleyan Law. *M.*, University Club of Peoria, North Shore Country Club.

ROCK ISLAND ARGUS, Rock Island, Ill. *J. W. Ramsey*. Uses half to full column daily, with listings. *B.*, July 21. *E.*, Washington U., Cumberland U.

WAUKEGAN NEWS-SUN, Waukegan, Ill. *Ernest L. Boyd* (also Police Reporter). Uses two columns daily, news and schedules. *B.*, April 20. *E.*, Wabash (Ind.), U. of Toronto. *M.*, Beta Theta Pi, Phi Beta Kappa, Pi Delta Epsilon, Tau Kappa Alpha, Blue Key honoraries.

INDIANA

ELKHART DAILY TRUTH, Elkhart, Ind. *Dan Albrecht*. Uses a half column daily. *B.*, Nov. 5. *E.*, U. of Wisconsin. *M.*, University Club.

COURIER, Evansville, Ind. *Guy A. Bousher, Jr.* (also news telegraph editor, nightly newscaster over WGBF and WEOA; correspondent, Cincinnati Enquirer, Ohio). Paper carries no regular radio column. *B.*, June 11. *M.*, Central Turners.

EVANSVILLE PRESS, Evansville, Ind. *Clifton Brooks* (also Sunday editor). Uses weekly space 1½ to 2 columns. *B.*, Dec. 18.

FORT WAYNE NEWS-SENTINEL, Fort Wayne, Ind. *John G. Koehl*. Uses 2 columns daily—one for program news and personalities, the other for full schedules. *B.*, May 6. *E.*, Notre Dame.

JOURNAL-GAZETTE, Fort Wayne, Ind. *Chester Ray Brouwer* (also dramatic editor). Uses two columns daily, with full schedules, and a full page Sunday. *B.*, June 30.

GOSHEN NEWS-DEMOCRAT, Goshen, Ind. *Herbert Swartz* (also asst. sports and feature article writer). Uses 1½ columns daily except Saturday, when the space runs 2 full columns. *B.*, Sept. 15. *M.*, Delta Sigma Upsilon.

HAMMOND TIMES, Hammond, Ind. *Paul Knox Damai* (also radio editor of Down Beat, musicians' trade monthly). Uses 1,000-word column, Wednesday and Saturday. *B.*, June 7.

INDIANAPOLIS, Ind. *John C. Spears*, free-lance radio features and columns: Hoosiers of the Air, 20-column inches, appears weekly in Indianapolis Sunday Star, Vincennes (Ind.) Sunday Sun; Radio Rambler, 18-22 column inches,

RADIO EDITORS—Continued

appears weekly in East Side Journal and West Side Press, Indianapolis. B., March 21. E., De Pauw. M., Delta Upsilon.

INDIANAPOLIS NEWS, Indianapolis, Ind. *Herbert Kenny, Jr.* (also assistant film editor). Uses 8-inch column daily. B., Sept. 12. E., Butler University. M., Blue Key, Sigma Delta Chi, Kappa Tau Alpha.

INDIANAPOLIS STAR, Indianapolis, Ind. *Earl R. Holland, Jr.* (also church editor). Uses 2 columns daily, with schedules, short waves, best network pickups; Sunday, 6 columns, local, wire, feature stories, and 2 columns of advertising. B., Aug. 3. E., Indiana Central College, Indiana Univ. Extension. M., Indianapolis Press Club.

INDIANAPOLIS TIMES, Indianapolis, Ind. *Ralph Norman*. Uses full column daily, plus illustrations and supplementary material. B., May 25. E., Indiana U. M., Sigma Delta Chi, Lambda Chi Alpha.

NEWS-TIMES, South Bend, Ind. *Dan Mahoney* (also drama, feature and Sunday editor, handling women's, book, and building pages). Uses varying amount of space at irregular intervals. B., June 14. E., Notre Dame. M., St. Joseph Valley Alumni, Forum Club.

SOUTH BEND TRIBUNE, South Bend, Ind. *Mary S. Stockdale* (also publicity director, WSBT-WFAM, owned by the Tribune). No regular column, but uses three-quarter column daily for general stories on leading features, plus publicity for new features and special events on WSBT-WFAM. B., Nov. 9. E., Kansas State, St. Mary's, Notre Dame. M., A.A.U.W., St. Mary's.

IOWA

DAVENPORT DEMOCRAT, Davenport, Iowa. *Ina B. Wickham* (also music editor). Uses 16 to 20 inches daily; Sunday, 30 to 35 inches. E., Augustana Conservatory of Music. M., Tri-City Women's Press Club, Lend A Hand Club.

TRI CITY STAR, Davenport, Iowa. *C. L. Hannon* (also film editor). Uses three-quarter column daily. B., Nov. 24.

DES MOINES REGISTER AND TRIBUNE, Des Moines, Ia. *Mary Little*. Uses 1½ columns in Register daily, full page Sunday; two columns of news in Tribune daily. B., Oct. 1.

CATHOLIC DAILY TRIBUNE, Dubuque, Iowa. *Carl C. Ochs* (also sports and feature editor). Uses one column daily. B., June 6. E., Marquette University.

EVENING SENTINEL, Shenandoah, Iowa. *R. K. Tindall* (also managing

editor). Uses half-column weekly. B., Oct. 22. E., University of Missouri. M., Sigma Delta Chi, Alpha Delta Sigma, Kiwanis Country Club.

KANSAS

COFFEYVILLE JOURNAL, Coffeyville, Kans. *Melvin E. Drake* (also program director of KGGF, owned by the paper). Uses a column daily on motion picture page, with occasional pictures. B., March 8. E., Northwestern University.

KANSAS CITY KANSAN, Kansas City, Kans. *E. E. Horton* (also Publicity Director of KCKN, owned and operated by The Kansan). Uses from one-half to full column daily and Sunday. B., Jan. 11. E., U. of Kansas.

TOPEKA STATE JOURNAL, Topeka, Kans. *Steve O'Rourke, Jr.* Uses 2 columns daily. B., April 6. E., Creighton University; Kansas State College. M., Knights of Columbus, Phi Epsilon.

TOPEKA DAILY CAPITAL, Topeka, Kans. *Earl D. Keilmann* (also City Editor; broadcasts daily over WIBW). Uses half a column weekdays, full column Sunday. B., March 13. E., Kansas U. M., Shrine, Guild, Legion, Sigma Delta Chi.

WICHITA DAILY BEACON, Wichita, Kans. *Sidney Andrew Coleman* (also business and financial reporting). Uses 1 column daily, 6 Sunday. B., Nov. 3. M., Wichita Chamber of Commerce, Rotary International, Crestview Country Club.

KENTUCKY

LEXINGTON HERALD, Lexington, Ky. *Olin E. Hinkle* (also managing editor). Uses 2 columns daily, including tie-ups with WLAP, jointly owned with the Herald. B., April 14. E., U. of Missouri. M., Sigma Delta Chi, Kappa Tau Alpha.

LOUISIANA

SHREVEPORT TIMES, Shreveport, La. *Joseph P. Roppolo* (also feature, court, special writer). Uses 2 columns daily, including illustrations; candid shots from KTBS and KWKH, both owned by the Times. B., March 17. E., U. of Missouri.

THE JOURNAL, Shreveport, La. *Tom Ashley* (also aviation editor, general news reporter and photographer). Uses 3 columns daily including complete schedules. B., Jan. 5. E., Louisiana State U.

MAINE

PORTLAND EVENING NEWS, Portland, Me. *Albert H. Ward, Jr.* (also film editor). Uses one-half to full column daily. B., March 29. E., Boston U.

PORTLAND SUNDAY TELEGRAM, Portland, Maine. *Hal Cram* (also assistant editor, in charge of radio, auto and spec-

ial editions). Uses one to two pages of copy weekly. *B.*, June 27. *E.*, Eric Pape School of Art, Boston.

MARYLAND

COLLEGIAN, Baltimore, Md. *Irvin S. Press* (also feature and sports writer). Weekly of the Baltimore City College; uses 15-inch column each edition. *B.*, Feb. 17. *E.*, Baltimore City College (undergrad.) *M.*, Criterion Club.

EVENING SUN, Baltimore, Md. *George H. Steuart* (also on copy desk). Uses varying space daily. *B.*, Feb. 28. *E.*, Mt. St. Joseph's College. *M.*, Knights of Columbus, American Legion, Society of Ark and Dove, Friends of Democracy, Charcoal Club.

SUNDAY SUN, Baltimore, Md. *Harry Haller* (also film and theatre editor). Uses 2 columns weekly: one selecting best dial bets of the week, the other giving background program information. *B.*, Jan. 14. *E.*, Princeton. (*Frances Hiss*, assistant radio editor.)

MASSACHUSETTS

BOSTON DAILY RECORD, Boston Mass. *Stephen E. Fitzgibbon, Jr.* Uses 3 columns daily, including listings. Paper is tabloid-size. *B.*, April 11. *E.*, Murray School. *M.*, Boston Friars Club.

BOSTON EVENING AMERICAN & SUNDAY ADVERTISER, Boston, Mass. *Newcomb F. Thompson* (by-line "N.F.T.," also newscaster, script writer; broadcasts "Uncle Newt" reading the funnies daily). Uses 1 full column daily, 2 on Sunday. *B.*, Dec. 28. *E.*, Columbia.

BOSTON EVENING TRANSCRIPT, Boston Mass. *Frederick W. Hobbs, Jr.* (also reference librarian). Uses one column daily; paper not published Sunday. *B.*, Oct. 2. *M.*, American Library Association.

BOSTON GLOBE, Boston, Mass. *Elizabeth L. Sullivan* (also owns and operates amateur station W1HRB). Uses 5 to 6 columns daily; full page Sunday. *B.*, Jan. 25. *M.*, American Radio Relay League.

BOSTON POST, Boston Mass. *Howard Fitzpatrick*. Uses half a column daily; 4 columns Sunday. *B.*, Nov. 1.

CHRISTIAN SCIENCE MONITOR, Boston, Mass. *Albert D. Hughes* (also aviation editor). Uses three-quarter column daily in local Boston editions; one column weekly in all editions. *B.*, April 23. *E.*, Boston University.

MICROPHONE, Boston, Mass. *G. Carleton Pearl*. 16-page weekly (13 editions, Canada to Florida) devoted entirely to radio; programs, feature stories, long and short wave news. *B.*, Sept. 15. *E.*, Williams.

LOWELL EVENING LEADER, Lowell, Mass. *Ethel K. Billings* (also writes a

film column). Uses three-quarters to full column daily. *B.*, Jan. 17.

LOWELL SUN, Lowell, Mass. *Anne K. Donaghue* (also women's page editor). Uses 2 columns, three times a week. *B.*, Sept. 11.

DAILY EVENING ITEM, Lynn, Mass. *Hazel A. Anderson* (also editorial secretary). Uses one-third column daily with news, schedules, local talent comment. *B.*, April 1. *E.*, Burdett College. *M.*, Lynn Press Club (financial secretary).

MORNING MERCURY, New Bedford, Mass. *Paul F. Williams* (also police reporter). Uses 1¼ columns weekly. *B.*, April 20. *E.*, Boston University.

NEW BEDFORD STANDARD-TIMES, New Bedford, Mass. *Dean C. Baker*. Uses half a column every Sunday. *B.*, Nov. 28. *E.*, University of Michigan. *M.*, Kappa Tau Alpha.

BERKSHIRE EVENING EAGLE, Pittsfield, Mass. *Kingsley R. Fall*. Uses one column daily, including selected listings of major network and local stations. *B.*, May 4. *E.*, Dartmouth.

SPRINGFIELD SHOPPING NEWS, Springfield, Mass. *Warren M. Greenwood* (also senior announcer and publicity director, WMAS). Uses 1 to 2 columns twice a week. *B.*, April 18. *E.*, Penn State. *M.*, Phi Theta Epsilon, American Federation of Musicians.

SPRINGFIELD UNION, Springfield, Mass. *Henry P. Lewis*. Uses half column daily.

CATHOLIC MESSENGER, Worcester, Mass. *Joseph C. Crahan, Jr.* (also amusement page editor and columnist). Uses 4-inch column weekly. *B.*, Sept. 22. *E.*, Holy Cross. *M.*, New England Press Assn., Baseball Writers of America.

TELEGRAM AND GAZETTE, Worcester, Mass. *Dorothy Mattison* (also weekly column to Sunday Washington Star). Uses daily 20-inch column in evening Gazette; same in Sunday Telegram. Minimum of 2 pages of news, illustrations, featured in Telegram Sundays. *B.*, Feb. 5. *E.*, Antioch.

WORCESTER EVENING POST, Worcester, Mass. *Edward H. Eaton* (also news reporter). Uses 50 inches each weekday except Saturday, when space runs to 65 inches. *B.*, Oct. 22. *E.*, Worcester Academy. *M.*, Knights of Columbus, American Newspaper Guild.

MICHIGAN

BATTLE CREEK MOON-JOURNAL, Battle Creek, Mich. *J. Ray Simmons*. Uses 30 inches daily, 40 inches Sunday, of schedules only. *B.*, April 9.

ENQUIRER AND NEWS, Battle Creek, Mich. *Lewis C. Fay* (also editorial writer, columnist, daily news broadcaster). Uses complete schedules daily; a three-quarter column Sunday gives highlights of coming week. *B.*, Jan. 14. *E.*, U. of Michigan. *M.*, Delta Chi.

BAY CITY TIMES, Bay City, Mich. *Wayne Converse* (also reporter). Uses half to three-quarter column daily. *B.*, Feb. 25. *E.*, Michigan State, U. of Illinois.

DETROIT FREE PRESS, Detroit, Mich. *Edgar A. Guest, Jr.* Uses nearly a full page Sundays, with illustrations. *B.*, July 7. *E.*, U. of Michigan. *M.*, Detroit Golf Club, Detroit Athletic Club.

DETROIT NEWS, Detroit, Mich. *Herschell Hart*. Uses one column of air gossip, one column of air highlights, 3 columns of listings; full page Sunday. *B.*, April 6. *E.*, Indiana University. *M.*, Sigma Alpha Epsilon.

DETROIT SATURDAY NIGHT, Detroit, Mich. *Paul H. Bruske* (also v.p. and account executive, Rolfe C. Spinning, Inc., advertising agents). Uses 1 to 2 columns, editorial, weekly. *B.*, Nov. 7. *E.*, Alma College. *M.*, Detroit Tennis Club, Pinewoods Camp Association, Higgins Lake Association.

DETROIT TIMES, Detroit, Mich. *Pat Dennis* (also real estate editor). Uses one column daily, two on Sunday. *B.*, Dec. 10. *E.*, U. of Wisconsin. *M.*, Sigma Delta Chi, Pi Kappa Alpha, Star and Arrow.

GRAND RAPIDS HERALD, Grand Rapids, Mich. *William B. McClaran* (also aviation editor). Uses 2 columns Sundays—one devoted to general broadcast chatter, the other to short-waves. *B.*, March 14. *E.*, Ohio State. *M.*, Army and Navy Club, Naval Reserve Officers Association, U. S. Naval Institute, Michigan State Rifle Association (vice-president).

KALAMAZOO NEWS-ADVERTISER, Kalamazoo, Mich. *Raymond G. Sweeney*. (also continuity and publicity director for WKZO, which publishes News-Advertiser, a free weekly, as station tie-in; by-line, "Peter Prescott"). Uses 18-inch column weekly. *B.*, April 12. *E.*, U. of Missouri. *M.*, Sigma Nu.

SAGINAW NEWS, Saginaw, Mich. *Leslie A. Wahl* (also assistant state editor). Uses 2 columns daily. *B.*, Nov. 20. *M.*, Lions Club, YMCA.

MINNESOTA

DULUTH HERALD AND NEWS-TRIBUNE, Duluth, Minn. *James T. Watts* (also drama editor of the Herald, correspondent for Variety). Uses one col-

umn daily, except Sunday, in The Herald; 1 column daily in News-Tribune and 2 columns Sunday. *B.*, Aug. 25. *E.*, U. of Minnesota.

MINNEAPOLIS JOURNAL, Minneapolis, Minn. *Ralph M. Zeuthen*. Uses program listings and occasional stories in daily paper; a full page of news and features Sunday. *B.*, Sept. 27. *E.*, U. of Minnesota.

MINNEAPOLIS STAR, Minneapolis, Minn. *Eleanor M. Shaw* (also continuity, script writer for Star's news and promotion programs). Uses daily schedules, and an ad by WCCO in the form of a gossip column; one column, news, in weekend edition. *B.*, April 12. *E.*, U. of Minnesota. *M.*, Kappa Alpha Theta, Theta Sigma Phi, Coronto.

MINNEAPOLIS TRIBUNE, Minneapolis, Minn. *Enar A. Ahlstrom* (also night relief editor, AP). Paper does not carry regular radio column at present. *B.*, July 11. *E.*, U. of Minnesota.

MISSOURI

KANSAS CITY JOURNAL-POST, Kansas City, Mo. *John C. Swayze* (also makes 3 daily news broadcasts). Uses 20 to 22 inches weekly. *B.*, April 4. *E.*, U. of Kansas.

KANSAS CITY STAR, Kansas City, Mo. *H. Dean Fitzer* (also manager of WDAF, owned by the Star). Uses program listings daily, full page of copy Sunday. *B.*, July 22. *E.*, U. of Kansas.

GAZETTE, St. Joseph, Mo. *Major Dow Mooney* (also city editor, daily news announcer over KFEQ). No regular column carried by paper at present. *B.*, Feb. 10. *E.*, Oklahoma Baptist U. *M.*, Mason, Shriner.

ST. JOSEPH NEWS-PRESS, St. Joseph, Mo. *Sargent Prentiss Mooney* (also news broadcaster for News-Press. Uses full column daily, including Sunday, with listings of eight stations in territory; comments appear occasionally. *B.*, July 18. *E.*, Oklahoma Baptist University, Oklahoma University. *M.*, Sigma Chi, Chi Chi Chi, Theta Nu Epsilon.

ST. LOUIS GLOBE-DEMOCRAT, St. Louis, Mo. *Harry E. LaMertra* (also staff photographer). Uses a column of listings daily, a full page Sunday. *B.*, March 5. *M.*, Forty and Eight, American Legion, Veterans of Foreign Wars, Military Order of the World War, St. Louis Opera Guild.

ST. LOUIS STAR TIMES, St. Louis, Mo. *Ray V. Hamilton* (also operating director, KFRU, Columbia, Mo., and W9XOK,

St. Louis). Uses 20 column inches daily, with news of artists and stations. *B.*, Aug. 11. *E.*, U. of Iowa.

SPRINGFIELD NEWSPAPERS, INC., Springfield, Mo. (evening Leader and Press, morning Daily News, Sunday News and Leader). *Dickson Terry* (also feature writer, columnist). Uses a page in Sunday edition. *B.*, Dec. 3.

NEBRASKA

BEATRICE DAILY SUN, Beatrice, Nebr. *Jeanne Marvin*. Uses several paragraphs daily. *B.*, July 24.

OMAHA BEE-NEWS, Omaha, Nebr. *J. Rachman*. Uses 2 columns daily.

OMAHA WORLD-HERALD, Omaha, Nebr. *Helen Nolan* (also librarian). Uses 5 or 6 inches of copy daily, 11 or 12 Sunday. *B.*, July 17. *E.*, Duchesne College.

NEW HAMPSHIRE

MONITOR-PATRIOT, Concord, N. H. *Richard H. Keeler*. Uses varying amount of space daily; no Sunday edition. *B.*, July 2.

NEW JERSEY

ATLANTIC CITY PRESS AND EVENING UNION, Atlantic City, N. J. *Howard P. Dimon*. Uses a column each edition in morning and Sunday Atlantic City Press and Evening Journal. *B.*, Dec. 9. *M.*, Atlantic City Press Club, Mason.

COURIER-POST, Camden, N. J. *Isabelle Bendinger*. Uses varying space about every two weeks. *B.*, March 25.

BERGEN EVENING RECORD, Hackensack, N. J. *Justin Gilbert* (also editor of The Police Call, national monthly police organ). Uses 10-inch double column daily, with occasional stories of artists (must have Broadway angle) and illustrations. *B.*, April 1.

JERSEY JOURNAL, Jersey City, N. J. *C. J. Ingram* (also financial editor and daily commentator on WAAT). Uses one and a half columns daily. *B.*, Nov. 8. *E.*, Trinity Prep School.

NEWARK EVENING NEWS, Newark, N. J. *Hubert R. Ede*. Paper carries no regular radio column at present. *B.*, Nov. 14. *E.*, Brown University.

NEWARK LEDGER, Newark, N. J. *Jack Shafer* (also associated with The New-House Syndicate, Staten Island Advance, Long Island Press). Uses 700 words daily; 1,000 Sunday. *B.*, Dec. 24. *E.*, Columbia.

NEWARK STAR-EAGLE, Newark, N. J. *Patricia T. Latimer*. Uses daily column. *B.*, March 17.

NEWARK SUNDAY CALL, Newark, N. J. *Albert E. Sonn*. Uses 2 or 3 pages weekly, including page of week's advance sched-

ules. *B.*, Oct. 13. *E.*, Stevens Institute of Technology. *M.*, Amateur Cinema League of Newark (president).

DAILY HOME NEWS and **SUNDAY TIMES**, New Brunswick, N. J. *Will Baltin*. Uses page of copy daily, with full schedules (mats—up to 2 columns—accepted); Sundays, AP stories, television column, news, illustrations. *B.*, Oct. 17. *M.*, Mu Sigma, Jewish Community Center, Park Men's Club. (Note: paper is building experimental television receiver.)

HERALD-NEWS, Passaic, N. J. *Carl Ek* (also reporter, rewrite man, desk man, columnist). Uses daily schedules and list of best features.

NEW YORK

KNICKERBOCKER PRESS, Albany, N. Y. *Mary O'Neill*. Uses two columns of copy daily. *B.*, Dec. 4.

CITIZEN-ADVERTISER, Auburn, N. Y. *William O. Dapping*. *B.*, June 12. *E.*, Harvard. *M.*, N. Y. State Society of Editors, N. Y. State Publishers Association; chairman, New York State Membership, AP; Auburn Chamber of Commerce; others.

BINGHAMTON SUN, Binghamton, N. Y. *Letitia J. Lyon* (also women's and magazine page editor; broadcasts occasional sponsored programs of interest to women over WNBC). Uses 32 inches daily, with "best bets" of the day and listings of major stations only. *B.*, Oct. 27. *M.*, Junior League.

BROOKLYN CITIZEN, Brooklyn, N. Y. *Murray Rosenberg*. Uses full column daily; no Sunday edition. *B.*, April 28. *M.*, Century Lodge.

BROOKLYN DAILY EAGLE, Brooklyn, N. Y. *William J. Reilly*. Uses three-quarter column daily. *B.*, May 5. *E.*, Columbia University.

TIMES UNION, Brooklyn, N. Y. *Seymour Roman* (also feature and Sunday editor). Uses 15 inches daily. *B.*, April 9. *E.*, Columbia.

BUFFALO EVENING NEWS, Buffalo, N. Y. *Rod Reed*. Uses three-quarter column daily. *B.*, April 15.

POLISH EVERYBODY'S DAILY, Buffalo, N. Y. *Casimir Zwierzynski*. Uses 2 columns daily, and a tabloid page in Saturday magazine section. *E.*, Canisius College. *M.*, Buffalo Athletic Association, Musical Association, and Camera Club.

CORNELL DAILY SUN, Ithaca, N. Y. *Frederick Hillegas* (also editor-in-chief and managing editor). College paper, using varying amount of space two or three times a week. *B.*, Jan. 25. *E.*, Cornell (undergrad.).

MIDDLETOWN TIMES HERALD, Middletown, N. Y. *Raymond J. Dulye* (also columnist and reporter to the office of the mayor). Uses from two-thirds to three-quarters of a column daily, with news, gossip, "best bets," etc.; also a full page weekly, devoted to radio and the stage. *B.*, Dec. 26. *E.*, Syracuse University. *M.*, Sigma Delta Chi, Beta Gamma Sigma, Phi Kappa Phi.

ASSOCIATED PRESS, New York, N. Y. *C. E. Butterfield*. Uses daily columns, morning and evening, varying from 400 to 1,000 words. *B.*, Nov. 14.

NEW YORK EVENING JOURNAL AND AMERICAN, New York, N. Y. *Joseph E. Doyle* (by-line "Dinty Doyle"; also radio columnist, Hearst newspapers). Uses 1,500 words daily. *B.*, Jan. 20. *E.*, U. of Maine. *M.*, Elks, Knights of Columbus.

NEW YORK DAILY MIRROR, New York, N. Y. *Nick Kenny*. Uses 3 full columns daily and Sunday. *B.*, Feb. 3. *M.*, K. of C., Elks, Lakeville Country Club, Newspaper Guild. Author several books: poetry, radio, the sea; popular song hits.

NEW YORK DAILY NEWS, New York, N. Y. *Ben S. Gross* (also columnist). Uses a full column 5 days a week. *B.*, Nov. 24. *E.*, U. of Alabama, Tulane, Co-author of comedy, "What This Town Needs."

NEW YORK EVENING JOURNAL AND AMERICAN, New York, N. Y. *Tom Brooks*. Uses half a column, at various intervals. *B.*, Dec. 11. *E.*, Fordham, N.Y.U. *M.*, American Radio Relay League, Institute of Radio Engineers.

NEW YORK MORNING TELEGRAPH, New York, N. Y. *Melvin Spiegel*. Uses two 8-inch columns weekdays. *B.*, Feb. 18. *E.*, Brooklyn College, N.Y.U.

NEW YORK POST, New York, N. Y. *Aaron Marc Stein* (also columnist). Uses one-half to three-quarter column daily, except Sunday. *B.*, Nov. 15. *E.*, Princeton. Author of several novels, short stories, etc.

NEW YORK SUN, New York, N. Y. *E. L. Bragdon*. Uses one column weekly. *B.*, Jan. 3. *E.*, Worcester Polytechnic institute.

NEW YORK SUN, New York, N. Y. *Moe D. Entler* (by-line, "David Morris"). Uses half a column to 1½ columns every Saturday. *E.*, Globe School of Journalism, Brooklyn College of Pharmacy.

NEW YORK TIMES, New York, N. Y. *Orrin E. Dunlap, Jr.* Uses some news and full schedules daily; Sundays, varying number of pages. *B.*, Aug. 23. *E.*, Colgate, Harvard. *M.*, Harvard Club of N. Y., Sigma Nu, Institute of Radio Engineers. Author *Dunlap's Radio Manual*, Advertising by Radio, *The Outlook for Television*, others.

NEW YORK WORLD-TELEGRAM, New York, N. Y. *Alton Cook*. Uses full column of copy daily. *B.*, Jan. 31.

RADIO MIRROR, New York, N. Y. *Belle Landesman*, assistant editor. Issued monthly by Macfadden Publications, Inc. *B.*, Nov. 2. *E.*, Columbia.

RADIO STARS MAGAZINE, New York, N. Y. *Lester C. Grady* (also editor of *Film Fun Magazine*). A monthly, *Radio Stars* is published by Dell Publishing Company. *B.*, Feb. 19. *E.*, Notre Dame.

UNITED PRESS, New York, N. Y. *Webb C. Artz*, radio news manager. *B.*, Jan. 31. *M.*, Lakeville Country Club.

ROCHESTER DAILY RECORD, Rochester, N. Y. *E. Willis Stratton* (also associate editor). Uses one column daily. *B.*, Sept. 25. *E.*, U. of Rochester. *M.*, Delta Upsilon, American Newspaper Guild.

ROCHESTER DEMOCRAT AND CHRONICLE, Rochester, N. Y. *W. DeWitt Manning* (also literary, fraternal, religious editor). Uses 3 columns daily; Sundays, *Screen and Radio Weekly*. *B.*, Oct. 30. *E.*, Syracuse University. *M.*, Automobile Club of Rochester.

ROCHESTER EVENING JOURNAL & ROCHESTER SUNDAY AMERICAN, Rochester, N. Y. *Edward R. Gorney*. Uses 1 column daily, 1½ to 2 columns Sunday. *B.*, Aug. 31.

SYRACUSE HERALD, Syracuse, N. Y. *Robert M. Hofmann*. Uses half-column daily; Sunday, 1 to 2 columns. *B.*, Jan. 4.

SYRACUSE JOURNAL AND SUNDAY AMERICAN, Syracuse, N. Y. *E. R. Vadeboncoeur* (also Sunday editor). Uses one-half to three-quarter column daily; a full column Sunday. *B.*, Feb. 21.

WATERTOWN DAILY TIMES, Watertown, N. Y. *Dominic Pepp*. Uses three-quarters to full column daily, exclusive of listings. *B.*, May 28. *M.*, Young Republican Club.

NORTH CAROLINA

DURHAM MORNING HERALD, Durham, N. C. *Fred Haney* (also sports editor and broadcaster, and theatre editor). Uses 12 inches, double column, weekdays. *B.*, August 29. *E.*, Georgia Tech.

NORTH DAKOTA

BISMARCK CAPITAL, Bismarck, N. D. *Gaylord E. Conrad* (also associate editor of Bismarck Capital, a semi-weekly; UP and INS correspondent). Uses one-half to two-thirds column weekly. *B.*, Feb. 15. *E.*, Bowdoin, William & Mary.

DEVILS LAKE DAILY JOURNAL, Devils Lake, N. D. *Arthur C. Timboe*. Uses 1 column daily, plus listings, illustrations. *B.*, Jan. 21. *M.*, Masonic Lodge, Elks Club, BPOE 1216, Esteemed Leading Knight, Captain 164 Infantry, N.D.N.G.

FARGO FORUM, Fargo, N. D. *Alma E. Riggle* (also Sunday, book and drama editor). Uses one column daily, several on Sunday. *B.*, Oct. 31.

OHIO

AKRON BEACON JOURNAL, Akron, O. *Dorothy Ann Doran*. Uses 2 columns daily, with full schedules. *B.*, Nov. 3. *E.*, Ohio State. *M.*, Ohio Newspaper Women's Association.

CANTON REPOSITORY, Canton, O. *Clifford Grass*. Uses a full column of news, 2 columns of illustrations, 2 columns of schedules daily; Sunday, news runs to 2 columns. *B.*, May 21.

CINCINNATI POST, Cincinnati, O. *Paul P. Kennedy* (also news broadcaster of special events on WCPO). Uses one column daily. *B.*, March 1. *E.*, Columbia, U. of Oklahoma. *M.*, Delta Tau Delta, Sigma Delta Chi.

CINCINNATI TIMES-STAR, Cincinnati, O. *France M. Raine* (also automobile and special editions editor). No regular column; uses a section covering programs of five local stations every Wednesday. *B.*, Oct. 31. *M.*, Cuvier Press Club, Dog House Club.

RADIO DIAL, Cincinnati, O. *George A. Voge*. Uses about a page of programs, news, features, every week. *B.*, Oct. 3.

CENTRAL PRESS ASSOCIATION, Cleveland, O. *Maurice R. Merryfield*. Cleveland Bureau of Hearst syndicate supplying features, columns, articles, illustrations to over 400 newspapers. Three and four column layouts with condensed bio reviews of radio headlines; daily series running 2 months. *B.*, May 21. *E.*, Oberlin. *M.*, College Club, Varsity Club, Theatre Guild, Newspaper Guild, Cleveland Racquet Club, Country Club.

CLEVELAND NEWS, Cleveland, O. *Etmore C. Bacon* (also music critic). Uses 3 columns daily. *B.*, Oct. 6.

CLEVELAND PLAIN DEALER, Cleveland, O. *Robert S. Stephan*. Uses one

column daily, full page Sunday. *B.*, Dec. 31. *E.*, Oberlin, Columbia. *M.*, City Club of Cleveland.

CLEVELAND PRESS, Cleveland, O. *Norman Siegel* (also radio editor, Newspaper Enterprise Association, supplying syndicated radio feature page to 40 papers in U. S., Canada, Cuba, Mexico). Uses 50-inch column daily. *B.*, Oct. 12. *E.*, Ohio State. *M.*, Sigma Delta Chi, Pi Delta Epsilon, Bucket and Dipper, Sphinx, member Radio Stars Board of Review.

COLUMBUS CITIZEN, Columbus, O. *Virginia Lemont*. Uses 2 columns daily, (one for news, etc., the other for schedules) daily except Saturday, when the space runs to half a page. *B.*, April 8. *E.*, Ohio State University.

OHIO STATE JOURNAL, Columbus, O. *Harrold C. Eckert* (also theatre editor). No regular column; uses listings daily and occasional news squibs. Radio news—about stage and screen personalities—carried on theatre page. *B.*, July 4. *E.*, Ohio State. *M.*, Variety Club, Alpha Kappa Psi.

DAYTON DAILY NEWS, Dayton, O. *Charles E. Gay, II.* (also publicity director of WHIO, affiliated with the Daily News). Uses 3 columns daily with illustrations; Sunday, 5 to 6 columns, 4 of which are devoted to art layout. Also uses a copyright "boner column" every Monday. *B.*, March 27. *E.*, Ohio State U. *M.*, Beta Theta Pi, University Club, Variety Club, American Newspaper Guild.

DAYTON JOURNAL-HERALD, Dayton, O. *L. Dale Francis*. Uses a full column daily in both the Journal (morning) and Herald (afternoon). *B.*, March 8.

NEWS SERVICE BUREAU, Dayton, O. *Philip Glanzer* (also daily commentator, Hollywood Highlights, on WSMK). Newspaper and magazine syndicate supplying approximately 250 words daily, 500 Sunday, to fifty midwestern papers. *B.*, Aug. 3. *E.*, O'Sullivan College of Business Administration, Montreal. *M.*, Fraternal Order of Eagles.

REPUBLICAN-COURIER, Findlay, O. *Helen I. Love* (also writer on women's page). Uses 2 to 3 columns daily; no Sunday edition. *B.*, March 20. *E.*, Findlay College. *M.*, Findlay Altrua Club, Findlay Federation of Women's Clubs.

FOSTORIA DAILY REVIEW, Fostoria, O. *La Verne J. Huth* (also church and music-drama editor, assistant sports editor, staff photographer). Uses 1 column

daily, except Saturday, when space runs about 2 columns. No Sunday edition. *B.*, May 4.

THE OREGONIAN, Portland, Ore. *William Moyes*. Uses 4 columns daily; 8 columns Sunday.

LIMA NEWS, Lima, O. *Gray Knisely* (also feature, church, and theatre editor). Uses a full column daily. *B.*, Feb. 9. *E.*, Ohio Northern, Louisville School of Medicine, U. of Michigan, Ohio State. *M.*, Sigma Chi, Theta Nu Epsilon, Kappa Beta Phi, Beta Upsilon, Foil and Saber Club.

PENNSYLVANIA

CHRONICLE AND NEWS, Allentown, Pa. *T. L. Wirts* (also radio news every evening except Sunday—"The Voice of the Chronicle"—over *WSAN-WCBA*). Uses 1 to 2 columns daily, with schedules, wire highlight lead. *B.*, July 30.

TOLEDO BLADE, Toledo, O. *Richard C. Pheatt*. Uses 12-inch column, double, with 8 column streamer daily. *B.*, Nov. 7. *E.*, U. of Toledo. *M.*, American Newspaper Guild, Phi Kappa Chi, University Civic Theatre.

ALTOONA MIRROR, Altoona, Pa. *John E. Holtzinger* (also feature editor). Uses 2 columns of listings daily. *B.*, Feb. 21. *E.*, Penn State.

SPRINGFIELD DAILY NEWS, Springfield, O. *James A. Sharp*. Uses 2 columns daily, 3 columns Sunday. *B.*, Jan. 13.

ALTOONA TRIBUNE, Altoona, Pa. *Walter R. Bishoff* (also city editor). Uses a column weekly, written by various members of the staff. *B.* Jan. 29. *E.*, Tri-State, U. of Indiana. *M.*, Phi Delta Kappa, American Advisory Bureau of Commerce.

TOLEDO NEWS BEE, Toledo, O. *Marie Cochran*. Uses 3 columns every weekday except Saturday, when the space runs to 5 columns, with news, features, illustrations, schedules. *B.*, June 29.

CARNEGIE SIGNAL-ITEM, Carnegie, Pa. *R. W. Bradshaw*. Uses 3 columns weekly, including illustrations. Occasional front page feature of a local artist. *B.*, Oct. 19.

YOUNGSTOWN VINDICATOR, Youngstown, O. *Mrs. M. C. McDonald*. Uses 2 column lead with schedules for 8 stations daily.

ERIE DISPATCH HERALD, Erie, Pa. *Charles B. Hollinger* (also feature editor). Uses full page Sundays. *B.* July 5.

OKLAHOMA

DAILY ARDMOREITE, Ardmore, Okla. *Ramon Martin* (also publicity writer and daily newscaster for *KVSO*). Uses a full column weekly. *B.*, March 11. *E.*, South-eastern State, Durant.

EVENING SUN, Hanover, Pa. *Edward H. Wallace*. Uses quarter of a page daily, with a comment column of 10 or 12 inches, news, schedules, illustrations. *B.*, July 31.

MUSKOGEE PHOENIX AND MUSKOGEE TIMES-DEMOCRAT, Muskogee, Okla. *Paul A. Bruner* (also managing editor, both papers). Uses from half a column to full page in Sunday issue of the Phoenix; considerable space devoted to *KBIX*, owned by above papers; art used freely, but only with local station tieup or network. *B.*, August 2. *E.*, Baker University. *M.*, Muskogee Country Club, Delta Tau Delta.

DAILY MESSENGER, Homestead, Pa. *Ida A. Ahlberg*. Uses 15-inch column daily, exclusive of illustrations and schedules. No Sunday edition (program listings carried in Saturday edition). *B.*, July 6.

OKLAHOMA NEWS, Oklahoma City, Okla. *Bill Stockwell*. Uses 2 columns in Sunday editions. *B.*, June 11. *E.*, Oklahoma University.

DAILY NEWS, Philadelphia, Pa. *Dorothy C. Guinan* (broadcasts daily program over *WDAS* under name of Janet Morris; also secretary to managing editor of the News). Uses a varying amount of space daily.

EVENING LEDGER, Philadelphia, Pa. *George Opp*. Uses one column of copy daily. *E.*, Lehigh.

OREGON

NEWS-TELEGRAM, Portland, Ore. *Eddie Volk*. Uses one and a half columns daily, with listings and highlight programs. *B.*, Oct. 22. *M.*, Multnomah Athletic Club.

FARM JOURNAL, Philadelphia, Pa. *John Canning, Jr.* Handles all radio material published in the Journal, a monthly magazine.

OREGON JOURNAL, Portland, Ore. *Ernest W. Peterson* (also automobile and religious editor). Uses three-quarter column of news, 2 columns of schedules daily; Sunday, nearly a page. *B.*, Nov. 12.

PHILADELPHIA INQUIRER, Philadelphia, Pa. *Frank Rosen* (also writes feature articles on aviation). Uses half a column Sundays about local radio people and those in national limelight who were former Philadelphians. Also runs occasional daily features. *B.*, July 4. *M.*, American Newspaper Guild, Inquirer Men's Club.

RADIO EDITORS—Continued

PHILADELPHIA RECORD, Philadelphia, Pa. *Joseph Grafton*. Uses one and a third columns daily (2-column lead); Sundays, full page, news, short wave column, illustrations. B., Dec. 5. E., U. of Pennsylvania.

RADIO PRESS, Philadelphia, Pa. *Milton J. Feldman*. Weekly paper, published by the Jewish World, devoted to radio, entertainment and a news resume. B., Sept. 6. E., Villanova.

PITTSBURGH PRESS, Pittsburgh, Pa. *S. H. Steinhauser*. Uses full column daily, two columns Sunday; full page tabloid magazine feature Wednesdays. B., Nov. 15.

PITTSBURGH SUN-TELEGRAPH, Pittsburgh, Pa. *Zora D. Unkovich* (by-line "Jane Hamilton"). Uses 4 columns daily, with short wave box; Sunday, eight 22-inch columns with complete schedules, regular column, illustrations. B., Dec. 20. E., U. of Pittsburgh. M., Xylon Journalism Fraternity, Yugoslav University Club of Pittsburgh.

POST-GAZETTE, Pittsburgh, Pa. *Darrell V. Martin*. Uses 3 columns daily, except Sunday: 1 column of news, 2 of program listings and comment. B., Nov. 9. E., Carnegie Tech, Ursinus. M., Kiwanis, Rotary, Honorary, Pittsburgh A.F.F. No. 60, Kentucky Colonel.

GAZETTE AND BULLETIN, Williamsport, Pa. *Quinton E. Beauge* (also city editor). Uses half a column three times a week. B., Oct. 12. E., Penn State. M., Sigma Phi Sigma, Pi Delta Epsilon, Phi Mu Sigma, Alpha Beta Sigma.

GAZETTE AND DAILY, York, Pa. *J. Edward Strayer* (also police reporter). Uses 2 columns weekdays.

RHODE ISLAND

PROVIDENCE JOURNAL AND EVENING BULLETIN, Providence, R. I. *Stephen A. Greene* (also librarian). Uses half a column daily. B., Aug. 17.

SOUTH CAROLINA

GREENVILLE PIEDMONT, Greenville, S. C. *Eleanor K. Barton* (also woman's editor). Uses half a column daily. B., May 31. E., Greenville Woman's College, Cornell. M., Sigma Iota Chi, College Club, Crescent Music Club.

TENNESSEE

STATE GAZETTE, Dyersburg, Tenn. *William G. Sanders, Jr.* (also in charge of Dyersburg bureau of The Commercial Appeal, Memphis). Uses half a column daily. B., Nov. 8. E., U. of Missouri.

JACKSON SUN, Jackson, Tenn. *Ottis Roush* (also announcer on WTJS, owned by Sun Publishing Co.). Uses three-quarters column daily. B., Oct. 18.

KNOXVILLE NEWS-SENTINEL, Knoxville, Tenn. *B. F. Henry, Jr.* (by-line, "Bill Roberts"). Uses 2 columns daily, full page on Sunday. B., June 25. E., U. of Tennessee. M., Newspaper Guild.

MEMPHIS COMMERCIAL APPEAL, Memphis, Tenn. *Robert M. Gray* (also directs publicity, writes daily newscasts for WMC and WNBR, owned by the Commercial Appeal). Uses 1 column daily; 1 to 2 columns Sunday. B., Feb. 25. E., Mississippi College, U. of Missouri.

MEMPHIS PRESS-SCIMITAR, Memphis, Tenn. *Robert Johnson* (also film editor, publicity and spot news writer). Uses half to full column daily. B., Oct. 12. E., Southwestern College. M., Kappa Sigma.

TEXAS

AUSTIN AMERICAN-STATESMAN, Austin, Tex. *William J. Weeg*. Uses half a column of network schedules daily. B., May 26. E., U. of Texas. M., Sigma Delta Chi, Kiwanis Club of Austin, Austin Public Library Commission.

DAILY TEXAN, Austin, Tex. *Everett L. Shirley*. Uses 12-inch column daily, except Monday, when the Daily Texan (student publication of the University of Texas) is not published. Sunday, uses 25-inch column. B., July 3. E., U. of Texas (undergrad.). M., Phi Kappa Psi, University Press Association Club, Athaneum Literary Society, Phi Eta Sigma.

TIMES HERALD, Dallas, Tex. *Douglas H. Hawley* (also writer for afternoon A.P. and Sunday morning I.N.S.). Uses a full page daily, with schedules and news. M., Knights Templar, Masons, Shriners, Episcopalian Club.

FORT WORTH PRESS, Fort Worth, Tex. *Mary Crutcher* (also school and church editor). Uses a full column daily, with schedules. B., May 2. E., Texas State College for Women.

FORT WORTH STAR TELEGRAM, Fort Worth, Tex. *John Lawson* (also news reporter). Uses one to one and a half columns daily, with half-column cuts; Sunday, three-quarters page or more, with several two-column cuts. B., March 20.

HOUSTON CHRONICLE, Houston, Tex. *Mildred Stockard* (also theatre editor). Uses from three-quarters to a column and a half daily. E., Rice Institute.

RADIO EDITORS—Continued

SAN ANTONIO EVENING NEWS, San Antonio, Tex. *Mary Louise Walliser* (also film and drama reviewer). Uses up to half a column daily. *B.*, Jan. 7. *E.*, Our Lady of Lake College, U. of California. *M.*, San Antonio Little Theatre, Tuesday Musical Club.

SAN ANTONIO LIGHT, San Antonio, Tex. *Renwicke E. Cary*. Uses one-half to three-quarter column daily. *B.*, Jan. 30.

WICHITA FALLS DAILY TIMES, Wichita Falls, Tex. *Louis T. Hamlett* (also courthouse reporter, local correspondent, UP). Uses complete schedules daily; Sunday, full page with news, features, illustrations. *B.*, July 16. *E.*, Texas University.

VERMONT

WATERBURY RECORD, Waterbury, Vt. (operated in conjunction with WDEV). *William G. Ricker, Jr.* (also staff writer, assistant promotional manager). Uses 1 column weekly. *B.*, May 26. *E.*, Yale.

VIRGINIA

FREELANCE-STAR, Fredericksburg, Va. *Ernest D. McIver, Jr.* (also assistant advertising manager). Uses 20 column inches daily, exclusive of schedules for 4 major New York stations and "Coming Features" box. *B.*, May 31. *M.*, Delta Sigma, Fredericksburg Electrical League.

MERCHANTS RADIO NEWS, Lynchburg, Va. *William D. Baber*. Uses 4 to 8 pages weekly in the News, which is a 16-page tabloid. *B.*, Dec. 4. *E.*, U.T.A., Indianapolis. *M.*, B.P.O.E. Elks No. 321.

RICHMOND NEWS LEADER, Richmond, Va. *Elizabeth Copeland* (also film editor). Uses daily schedule (6-column chart) of leading national and local stations, plus short resume of following day's programs. *E.*, Sweet Briar College. *M.*, Musician's Club of Richmond.

RICHMOND TIMES-DISPATCH, Richmond, Va. *Norman B. Rowe* (also special features editor). Uses 33 inches daily, with chatter, listings and a picture daily; Sunday, 4 columns of news, listings, etc., and 2 columns of illustrations. *B.*, Aug. 9. *E.*, William and Mary.

ROANOKE WORLD-NEWS, Roanoke, Va. *John W. Davies*. Uses 15 to 30-inch column daily. *B.*, April 10. *E.*, Washington & Lee. *M.*, Delta Tau Delta, Sigma Delta

WASHINGTON

EVERETT NEWS, Everett, Wash. *Fred A. Boone*. Uses 24-inch column daily, except Saturday, when space runs to 40

inches. *B.*, Feb. 2. *M.*, Cascade Chapter, Order of DeMolay of Everett.

SEATTLE POST-INTELLIGENCER, Seattle, Washington. *Edwin J. Mitchell* (by-line, "Ray De O'Fan"). Uses 10 inches of news daily; 2 columns Sunday. *B.*, June 12.

SEATTLE STAR, Seattle, Wash. *Roy Ryerson*. Uses 2 columns daily. *B.*, Oct. 4.

SEATTLE TIMES, Seattle, Wash. *Richard L. Williams*. Uses 2 columns daily, with schedules, guest stars, features; Sunday rotogravure sections use two pages of pictures. *B.*, Nov. 28. *E.*, U. of Washington.

SPOKESMAN-REVIEW, Spokane, Wash. *John A. d'Urbal* (also general newsman, lodge editor, school news, staff correspondent, part time editor at city desk). Uses 1 column daily, 2 to 3 columns Sunday, with listings and paragraphs on programs of merit and wide popularity. *B.*, Dec. 2. *E.*, Gonzaga, U. of Washington. *M.*, Spokane Editorial Society, American Newspaper Guild.

TACOMA NEWS TRIBUNE, Tacoma, Wash. *Harold W. Lyman* (also state editor). Uses one and a half to 2 columns daily. *B.*, Feb. 10. *E.*, Whitman, Walla Walla.

WEST VIRGINIA

BLUEFIELD SUNSET NEWS, Bluefield, W. Va. *Harry W. Ball*. Uses half column daily. *B.*, Jan. 5.

CHARLESTON DAILY MAIL, Charleston, W. Va. *Robert H. Bull* (also assistant city editor, drama, art and music editor; director and commentator, Charleston Educational Center programs; journalism instructor, Morris Harvey College, Educational Center). Uses one column daily (size being increased to include 2-column art). Sundays, full page. *B.*, Aug. 4. *E.*, Butler Univ. *M.*, Phi Delta Theta, Sigma Delta Chi. Author, "A B C of News Analysis."

WISCONSIN

MADISON CAPITAL TIMES, Madison, Wis. *Kenneth F. Schmitt* (also associated with WIBA). Uses one column daily; full page Sunday. *B.*, July 23. *E.*, U. of Wisconsin.

MILWAUKEE JOURNAL, Milwaukee, Wis. *Edgar A. Thompson*. Uses 3 columns daily, with full schedules, highlights, short wave. Sundays, 6 pages in Screen-Radio magazine of local news. *B.*, April 26. *E.*, Marquette. *M.*, Sigma Delta Chi.

MILWAUKEE SENTINEL, Milwaukee, Wis. *Athlyn Deshais*. Uses 4 columns

RADIO EDITORS—Continued

daily; Sunday, 8-page tabloid section. *B.*, May 20. *E.*, Marquette. *M.*, Theta Sigma Phi.

RACINE JOURNAL-TIMES, Racine, Wis. *Kent Owen* (also publicity director, WRJN, Racine). Uses 20-inch column daily and Sunday. *B.*, Dec. 14. *E.*, American Academy of Dramatic Art, N. Y. C.

SHEBOYGAN PRESS, Sheboygan, Wis. *Mona J. Pape* (also publicity director, WHBL). Uses program listings and local news stories daily, except Saturday, when space runs to three-quarters of a page with general news, feature stories, illustrations. *B.*, April 25. *E.*, Milwaukee Art School. *M.*, Girl Scout Council.

CANADA

EDMONTON BULLETIN, Edmonton, Alberta, Canada. *H. R. Hammond* (also city editor). Uses half a column daily. *B.*, Dec. 2. *M.*, Kinsmen Club, Highlands Golf Club.

RADIO WEEKLY, North Vancouver, B. C., Canada. *Svend A. Blangsted*. A 16-page tabloid weekly, in third year of publication. *B.*, Sept. 13. *E.*, Private Danish College.

VANCOUVER DAILY PROVINCE, Vancouver, B. C., Canada. *Gordon T. Southam* (also radio editor of Ottawa Citizen). Uses 40 inches daily, except Saturday, when space is doubled. *B.*, Oct. 14. *E.*, Ashbury College. *M.*, Rideau Club, Royal Ottawa Golf Club, West Side Tennis Club, Jericho Country Club.

VANCOUVER NEWS-HERALD, Vancouver, B. C., Canada. *John F. Scott*. Uses one column daily, except Saturday, when space runs to 2 columns. *B.*, March 10. *M.*, British Columbia Institute of Journalists.

VANCOUVER SUN, Vancouver, B. C., Canada. *William D. Newell* (also news announcer). Uses approximately 4 columns daily; 6 columns, week-end edition. *B.*, Dec. 10. *M.*, Pacific Athletic Club.

WESTERN CANADA RADIO NEWS, Vancouver, B. C., Canada. *Herbert W. Reeder* (publisher and managing editor; uses breakfast-time program in behalf of circulation). Thirty-two page illustrated program weekly. *B.*, July 24.

VERNON NEWS, Vernon, B. C., Canada. *Greville Rowland* (also news editor). Uses 1 column weekly. *E.*, U. of British Columbia.

VICTORIA DAILY TIMES, Victoria, B. C., Canada. *R. Ormond Marrion*. Uses three-quarters column daily, 1½ columns Saturday, exclusive of schedules.

B., May 23. *E.*, Victoria College, Cowper's School of Journalism. *M.*, International Relations Society, Canadian Authors' Association.

NORWOOD PRESS AND ST. JAMES LEADER, Winnipeg, Manitoba. *Norman R. Chamberlin*. Uses about 30 inches weekly. *B.*, Feb. 10. *M.*, Winnipeg Press Club.

WINNIPEG EVENING TRIBUNE, Winnipeg, Manitoba, Canada. *Dennis W. Brown* (also feature correspondent for Canadian Broadcasting Corp., Ottawa). Uses column and a half weekdays, 3 columns Saturday, with half devoted to full schedules. *B.*, June 10. *M.*, Winnipeg Press Club.

WINNIPEG FREE PRESS, Winnipeg, Manitoba, Canada. *Peter B. Whittall* (also film editor, re-write man). Uses daily program notes on guest stars, changes, etc.; 2 columns, exclusive of schedules, in Saturday edition. *B.*, March 13. *M.*, Winnipeg Press Club.

DAILY MAIL, Fredericton, N. B., Canada. *J. L. Neville* (also managing editor). Uses a full page daily. *M.*, Fredericton City Club, Fredericton Science Club, Home and School Association, Fish and Game Association, Fredericton Historical Society, Fredericton Board of Trade.

TELEGRAPH-JOURNAL and EVENING TIMES-GLOBE, St. John, N. B., Canada. *Christine A. Fewings* (by-line, "Christine"; also feature writer, fashion editor, both papers; broadcasts women's program daily over CHSJ, owned by the papers). Uses 1¼ columns daily on CHSJ, plus a page with complete schedule, news, features, illustrations. *B.*, Dec. 12. *E.*, St. Vincent's Convent. *M.*, Business and Professional Women's Club, St. Vincent's Alumnae, Catholic Woman's League, Vincentian Welfare Club, Catholic Orphans' Welfare Assn.

HALIFAX CHRONICLE-STAR, Halifax, N. S., Canada. *Harold O. Hoganson* (also special writer). Uses daily column of 20 inches, including schedules. *B.*, Sept. 24.

BRANTFORD EXPOSITOR, Brantford, Ont., Canada. *J. Douglas O'Neil* (also reporter; prepares daily newscast for CKPC). Uses one and a half to two columns daily, except Sunday. *B.*, Nov. 8. *M.*, Brantford Kiwanis Club.

HAMILTON SPECTATOR, Hamilton, Ont., Canada. *Frank SerCombe* (also sports writer). Uses half to three-quarter column daily (2 columns wide). *B.*, Jan. 21. *E.*, Delta Collegiate Institute.

LONDON FREE PRESS, London, Ont., Canada. *James C. Burns* (also editor,

RADIO EDITORS—Continued

- night final editions, theatre and drama commentator on CFPL, owned by London Free Press). Uses 2 columns daily, with illustrations; Saturdays, full page, complete schedules, illustrations, Sunday information. *B.*, April 10.
- NORTH BAY NUGGET**, North Bay, Ont., Canada. *Margaret E. Lee* (also social editor of the Nugget, published three times a week). Uses a double column, half a column long, with news and listings every edition. *B.*, Oct. 14. *E.*, Queen's U. *M.*, Little Theatre.
- OTTAWA CITIZEN**, Ottawa, Ont., Canada. *Gordon T. Southam* (also radio editor of Vancouver Daily Province). Uses 40 inches daily, except Saturday, when space runs to double that amount. *B.*, Oct. 14. *E.*, Ashbury College. *M.*, Rideau Club, Royal Ottawa Golf Club, West Side Tennis Club, Jericho Country Club.
- OTTAWA EVENING CITIZEN** (with morning edition of the Southam Newspapers), Ottawa, Ont., Canada. *Claude C. Hammerston*. Uses 2 columns daily, with Saturday radio programs running to 8 columns, including comment. *B.*, May 29. *E.*, Feller Institute. *M.*, Ottawa Press Club. (*Alfred G. Christopher* handles short wave programs.)
- OTTAWA JOURNAL**, Ottawa, Ont., Canada. *Monty Taschereau* (also feature editor). Uses 2 columns every weekday, except Saturday, when the space runs to 6 columns. *B.*, Oct. 5. *E.*, Ashbury College. *M.*, Ottawa Badminton Club, Chaudiere Golf Club.
- ST. CATHERINES STANDARD**, St. Catharines, Ont., Canada. *Donald A. Sinclair* (also news reporter). Uses detailed schedules daily. *B.*, June 17. *M.*, Y.M.C.A., Y's Men's Club, Stamp Club, Skating Club, Boy Scout Scoutmaster.
- STRATFORD BEACON HERALD**, Stratford, Ont., Canada. *Thomas J. Dolan* (also telegraph and district editor). Uses a full column daily. *B.*, Aug. 16. *E.*, Collegiate Institute.
- SUDBURY STAR**, Sudbury, Ont., Canada. *Wilf J. Woodill* (also studio director of CKSO, owned by the paper). Uses 2 columns three times a week. *B.*, March 4.
- TIMMINS DAILY PRESS**, Timmins, Ont., Canada. *Florence Craig* (by-line, "Bill Wren"). Uses 1 column daily; also general radio page, dial log, etc. *B.*, May 31. *M.*, Business Girls' Club of Timmins. Sudbury Canoe Club.
- TORONTO DAILY STAR**, Toronto, Ont., Canada. *James T. Annan* (also radio editor, Toronto Star Weekly). Uses 1 column in the daily, 1 column in the weekly. *B.*, Dec. 5.
- PIONEER**, Summerside, Prince Edward Island, Canada. *Berton E. Robinson* (also news editor, The Island Farmer; weekly newscaster on CHGS, Summerside). Uses a half to full column weekly. *B.*, June 6. *E.*, Acadia. *M.*, A.F.A.M.
- SUMMERSIDE JOURNAL** and **P. E. ISLAND AGRICULTURIST**, Summerside, Prince Edward Island, Canada. *John J. Enman* (editor of both papers, published weekly by Journal Publishing Co.). Uses 1 column weekly, mainly featuring CHGS, local station. *B.*, Jan. 2. *M.*, Summerside Board of Trade.

TRADE JOURNALS

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

THE ADVERTISER, 3557 Bogart Avenue, Cincinnati, O. *Phone*: Avon 6825. *Publisher*: The Advertiser Publishing Co. *Staff*: Manuel Rosenberg, publisher, editor-in-chief; Col. Don R. Jason, L. M. MacMillan, Arthur Coles, Michael Grimm, associate editors; M. Ascham Greene, general foreign editor. *Type of radio material accepted*: Activities of advertisers in radio, and what broadcasters are doing to effect better sales

results from radio advertising. *Type of pictures accepted*: Those pertinent to the articles and items carried. *Amount of space devoted to radio*: From 20% to 60%.

ADVERTISING AGE, 100 E. Ohio Street, Chicago. *Phone*: Delaware 1337. *Publisher*: Advertising Publications, Inc. *Staff*: G. D. Crain, Jr., publisher; Harry E. Shubart, managing editor. *Type of radio material accepted*: News stories

U. S. REALLOCATION WILL WAIT UNTIL MEXICO, SOUTH AM. WAVES SMOOTHED

Havana Conference Seen as Presaging Mexican Sharing of Certain Yankee Broker Channels—Washington Censors News

Washington, March 30. Bright prospects of satisfactory Western Hemisphere war... **GRABHORN QUILTS BLAIR** Blair's New Production Policy of Station KRCR... Murray Grabhorn, V. P. and New York manager of John B. King & Co., is working with the organization after two years as soon as a stock settlement is worked out with Blair... **Radio 'Resignation'** Following disbanding occurred last week in a New York club between two local radio great actors who are friendly... **Stations Must Control Programs** By WILLIAM J. SCRIPPS WJFJ, Detroit

'VARIETY' MUGG TO SPIEL AT ANA CONFAB

ASCAP Challenge in Washington Heard

Broadcasters Assn. Defends Law Which Permits Forming Rights Soc. Calls Unconstitutional

Are You Nervous?

Chicago, March 30. Herald & Examiner, mentioning daily has new 12 one daily spot on WJLB... **Placement of extra time on radio stations for live news** Latest compilation of accounts by Broadcasting, London, says picture of status quo... **W. S. deLesse**

Wednesday, March 31, 1937

RADIO ADVERTISING PLACED IN LONDON

London, March 30. Radio advertising on continental stations for live news... **W. S. deLesse**

RADIO SHOWMANSHIP

Attention-Getters, Tie-Ups, Ideas

standing Stunts: **HOLIDAY MOODING BULLETINS WORLW NEW YORK** **WORK'S SAFETY TALK** New York City... **Reverse 10 of 25 Examiner Report**

Stations Must Control Programs

By WILLIAM J. SCRIPPS WJFJ, Detroit

More Quotes On Convention

EDWIN W. CRAIG WSM, Nashville

STANLEY HUBBARD KSTP, St. Paul

WILLIAM GILLESPIE KTLB, Tulsa

HEINZ MAY REVIVE BERRY-HATTON PAIR

HEINZ MAY REVIVE BERRY-HATTON PAIR

SOSNIK TO HOLLYWOOD WITH MCA OFFICIAL

SOSNIK TO HOLLYWOOD WITH MCA OFFICIAL

F. C. C. in Pre-Recess Rump Gets 15 Applications—Only 9 Get Through

F. C. C. in Pre-Recess Rump Gets 15 Applications—Only 9 Get Through

Little Rock, March 30

Can't Be Taxed by City, Radio Stations Argue

Can't Be Taxed by City, Radio Stations Argue

General Electric last week started first samples of foreign-language spots on WRXK and WEDV, New York, and WARD, Brooklyn, using it mainly by Stouffer-Guyard Productions.

In announcing its part in the affair, the foreign-language spots are aimed at those foreign languages: Italian, Spanish, Portuguese and French. Each spot runs one minute in length and is transmitted during an hour on WARD for the Brooklyn broadcasting station.

available to suggest latent talent for both class presentations. In line with our beliefs, WJLB will institute a plan, which will be a standard time, which will be a standard award program. One-half hour of prime time will be taken each night for an entire program. This program will fit into the station's regular schedule. It is a program which will be a standard award program. It is a program which will be a standard award program.

Convention held to some things... **DR. LEON WCAU, PHIL.**

Washington, D. C. This potent figure in the business were on the radio... **W. S. deLesse**

Washington, D. C. This potent figure in the business were on the radio... **W. S. deLesse**

Agencies—Sponsors

General Electric last week started first samples of foreign-language spots on WRXK and WEDV, New York, and WARD, Brooklyn, using it mainly by Stouffer-Guyard Productions. In announcing its part in the affair, the foreign-language spots are aimed at those foreign languages: Italian, Spanish, Portuguese and French. Each spot runs one minute in length and is transmitted during an hour on WARD for the Brooklyn broadcasting station.

Authors League Expects 100 Radio Writers; No Union Connections, Standard Contract an Objective

Authors League Expects 100 Radio Writers; No Union Connections, Standard Contract an Objective

Wednesday, June 2, 1937

Guild-Columbia Set Minimums: Producers \$85, Announcers \$50; WMCA, New York, Gets Attention

Guild-Columbia Set Minimums: Producers \$85, Announcers \$50; WMCA, New York, Gets Attention

FARM VS. CITY RADIO LIKES

FARM VS. CITY RADIO LIKES

Survey is based on completed interviews with 912 farmers and 1025 rural small town town... **W. S. deLesse**

Survey is based on completed interviews with 912 farmers and 1025 rural small town town... **W. S. deLesse**

PETRILLI STRIPS UP ALL U. S. A. LOCALS; WANTS STANDBY RULE ON DISKS

Stations Would Have to Employ Same Number of Musicians as Made Recorded Program—Many Locals Promise to Enforce Such Rules

Unions Which May Affect Radio

Unions Which May Affect Radio

Unions Which May Affect Radio

OLDEST LOCAL COMMERCIAL IN LOUISVILLE?

OLDEST LOCAL COMMERCIAL IN LOUISVILLE?

HANSEN AS AGENCY V. P.

HANSEN AS AGENCY V. P.

Stations Would Have to Employ Same Number of Musicians as Made Recorded Program—Many Locals Promise to Enforce Such Rules

Actors Equity Established

RADIO

STAGE

SCREEN

VARIETY

Recognized as One of the Leading Trade Papers of the World

Offering week by week the most complete coverage of the radio broadcasting field ever assembled.

For more than thirty years the acknowledged authority of show business.

\$6 the Year

15c the Copy

HOLLYWOOD
1708 N. Vine St.

NEW YORK
154 W. 46th St.

CHICAGO
54 W. Randolph

with advertisers' angles; merchandising stories. *Type of pictures accepted:* Personnel pictures; occasional talent pictures, if they have an advertising angle. *Amount of space devoted to radio:* About 30%.

ADVERTISING AGENCY, 540 N. Michigan Avenue, Chicago, Ill. *Phone:* Superior 2676. *Publisher:* Agency Publishing Co., Inc. *Staff:* J. E. Neuger, publisher; William E. Dietz, editor; Stanley Chipman, J. L. Newman, associate editors. *Type of radio material accepted:* Articles and items of specific appeal and interest to advertising agency executives. *Type of pictures accepted:* Such as tell stories within themselves; freedom of combination of art and photography requested on any photograph submitted. *Amount of space devoted to radio:* 20%.

ADVERTISING & SELLING, 9 East 38th Street, New York. *Phone:* Caledonia 5-9970. *Publisher:* Robbins Publishing Co. *Staff:* Frederick C. Kendall, editor; J. S. Tyler, associate editor; O. W. Proctor, news; R. I. Elliott, news; R. L. Biehuseh, art editor; Mary Saxton, librarian. *Type of radio material accepted:* Major new accounts; personnel changes; network, program and agency news; periodic articles (up to 2,000 words) on broadcast advertising problems. *Type of pictures accepted:* People, campaigns, displays, conventions, rehearsals and programs in broadcast advertising. *Amount of space devoted to radio:* 20%.

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

BOXOFFICE, 551 Fifth Avenue, New York, N. Y. *Phone:* Vanderbilt 3-7138. *Publisher:* Ben Shlyen. *Staff:* G. Formby, editor; A. L. Finestone, associate editor; Jesse Shlyen, managing editor; J. Harry Toller, Modern Theatre editor. *Type of radio material accepted:* News concerning national network operations, motion picture producers' radio activities, motion picture personalities and their radio work. *Type of pictures accepted:* News

photographs on above subjects. *Amount of space devoted to radio:* Approximately 5%.

BROADCAST MANAGEMENT, 515 Madison Avenue, New York. *Phone:* Plaza 3-7156. *Publisher:* Charles R. Tighe. *Staff:* Charles R. Tighe, editor; Harold Winter, assistant editor. *Type of material accepted:* Material dealing with all phases of station management, time selling, etc.; station tested programs are described in each issue. *Type of pictures accepted:* Those illustrating marketing phases of broadcasting, analyses of station circulation, etc.

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

CHAIN STORE MANAGEMENT, 18 East 41st Street, New York. *Phone:* Lexington 2-6482. *Publisher:* Mercantile Periodicals, Inc. *Staff:* George E. Martin, president; Glenn C. Compton, editor. *Type of radio material accepted:* Tie-up material between programs and merchandising in food stores. *Type of pictures accepted:* Human interest talent pictures; illustrations of new products. *Amount of space devoted to radio:* About 2%.

DRUG TRADE NEWS, 300 W. 42nd Street, New York. *Phone:* Bryant 9-6540. *Publisher:* The Topics Publishing Co., Inc. *Staff:* Jerry McQuade, editor; Dan Rennick, managing editor; Don Robinson, associate editor; Philip Van Itallie, technical editor; Aaron Addleston, associate technical editor; Ernest Carlson, art director. *Type of radio material accepted:* News stories of campaigns or programs for drug products, and merchandising tie-ups on same. *Type of pictures accepted:* Illustrations of tie-ups at point of sale; human interest news pictures of talent. *Amount of space devoted to radio:* About 3%.

DRUG WORLD, 572 Madison Avenue, New York, N. Y. *Phone:* Wickersham 2-2800. *Publisher:* Hearst Magazines, Inc. *Staff:* Howard Stephenson, editor; T. Howard Kelly, executive editor; Charles Cunnene, managing editor; Harold Hutchins,

technical editor; E. P. Flynn, merchandising editor. *Type of radio material accepted:* News items of drug advertisers, stations, studios, etc. *Type of pictures accepted:* Those of broadcasts or talent representing drug manufacturers. *Amount of space devoted to radio:* Up to one column each issue.

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

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

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

PRINTERS' INK MONTHLY, 185 Madison Avenue, New York. *Phone:* Ashland 4-6500. *Publisher:* Printers' Ink Publishing Co. *Staff:* C. B. Larrabee, managing editor; G. A. Nichols, editor. *Type of radio material accepted:* Articles showing how advertisers use radio as a sales stimulant; technical articles on use of electrical transcriptions and on various phases of broadcasting from advertiser's viewpoint. *Type of pictures accepted:* Only illustrative material for articles featured. *Amount of space devoted to radio:* About 10%.

RADIO ART, 515 Madison Avenue, New York. *Phone:* Plaza 3-7156. *Publisher:* Broadcast Publishing Corp. *Staff:* Charles R. Tighe, editor and publisher; Harold Winter, assistant editor. *Type of material accepted:* Feature articles outlining complete campaigns in which radio was successfully used, showing effect on distribution and sales. *Type of pictures accepted:* Those illustrating marketing phases of broadcasting, analyses of station circulation, etc.

RADIO DAILY, 1501 Broadway, New York, N. Y. *Phone:* Wisconsin 7-6336. *Publisher:* John W. Allicoate. *Staff:* Don Carle Gillette, editor; Meyer H. Shapiro, associate editor. *Type of material accepted:* Items of interest to those engaged in the general or technical aspects of broadcasting. *Type of pictures accepted:* None.

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

RADIO TODAY, 480 Lexington Avenue, New York. *Phone:* Plaza 3-1340. *Publisher:* Caldwell-Clements, Inc. *Staff:* Dr. Orestes H. Caldwell, editor; Vinton K. Ulrich, technical editor; Darrell Bartee, news editor. *Type of material and pictures accepted:* Outside contributions not solicited.

SALES MANAGEMENT, 420 Lexington Avenue, New York. *Phone:* Mohawk 4-1760. *Publisher:* Sales Management, Inc. (associated with Bill Brothers Publishing Corp.). *Staff:* Raymond Bill, editor and publisher; Philip Salisbury, executive editor; A. R. Hahn, managing editor; E. W. Davidson, news editor; M. E. Shumaker, desk editor; F. R. Petron, production manager; James R. Daniels, Lawrence M. Hughes, Lester B. Colby, D. G. Baird, Maxwell Droke, Ray B. Prescott, L. R. Boulware, Frank Waggoner, associate editors. *Type of radio material accepted:* Marketing campaigns utilizing radio, but not necessarily limited to same. *Type of pictures accepted:* Human interest or news pictures of talent. *Amount of space devoted to radio:* Of 1,105 pages published in 1936,

39 were devoted entirely to radio; of 113 pages on general advertising, a portion was devoted to radio campaigns.

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

TIDE, 232 Madison Avenue, New York. Phone: Ashland 4-3390. *Publisher:* Tide Publishing Co., Inc. *Staff:* David Frederick, editor; Ellen L. Hess, Esther R. Bien, Jean Rhys, Lou E. Frankel, Edward Hutchings, Jr., Reginald Clough, Harrison Doty, associate editors. *Type of radio material accepted:* New programs; results of test campaigns; selected promotion schemes; general news of the business; no manuscripts accepted. *Type of pictures accepted:* Advertising personalities—agency executives, advertising managers, station owners, newspaper

publishers—preferably informal action shots used in double spread titled, "Camera!"; special events broadcasts, copies of advertisements for stations or sponsors. *Amount of space devoted to radio:* About 13%.

VARIETY, 154 West 46th Street, New York, N. Y. Phone: Bryant 9-8153. *Publisher:* Variety, Inc. *Branch offices:* 54 West Randolph Street, Chicago; 1708 North Vine Street, Los Angeles; 12 St. Martin's Place, Trafalgar Square, London. Published weekly in New York; deadline, Tuesday noon. *Amount of space devoted to radio:* 100% of full department.

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

ZIT'S WEEKLY, 254 W. 54th Street, New York, N. Y. Phone: Circle 7-7611. *Publisher:* C. F. Zittel. *Staff:* Sylvan Drown, managing editor. *Type of radio material accepted:* General and station news. *Type of pictures accepted:* Will consider any pictures submitted. *Amount of space devoted to radio:* 25%.

FAN MAGAZINES

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

RADEX

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

Publisher: Elizabeth S. Butler. *Editor:* Page Taylor. *Broadcast editor:* Carleton

Lord. *Technical editor:* B. Francis Dashiell. *Correspondents:* Manuel Barbera, Sarmiento 846, Buenos Aires, Argentina; A. I. Breen, Box 437, Dunedin, New Zealand.

Type of material accepted: Largely compilations of data anent radio stations

FAN MAGAZINES—Continued

throughout the world; no copy purchased; some gossip about artists printed—generally from press releases.

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

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

THE MICROPHONE

Address: No. 34 Court Square, Boston, Mass. *Phone:* Lafayette 2860. *Issued:* Weekly; 5c per copy.

Editor: G. Carleton Pearl. *Managing editor:* Morris C. Hastings. *Short wave editor:* George Lilley. *Washington correspondent:* Arthur Hachten. *West Coast correspondent:* Don Logan. *Fashion columnist:* Diana Herbert. *Gossip columnist:* John K. Gowen. *Humor columnist:* Les Troy. *Music editor:* Morris C. Hastings. *Children's editor:* G. Carleton Pearl. *European correspondent:* Lawrence A. Enersen. *Publisher:* John K. Gowen, Jr.

Type of material accepted: Largely advance program news, timely feature stories and columns of comment; not primarily "fan" material; all copy must be highly concise; very little free lance writing accepted.

Type of pictures accepted: 8 by 10 inch glossy photos preferred; want posed, rather than candid, shots; no mats used.

RADIO MIRROR

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

Editor: Fred R. Sammis. *Assistant editor:* Belle Landesman. *Art editor:* Wallace H. Campbell. *Managing editor:* Paul Keats. *Hollywood correspondent:* Jimmie Fidler.

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

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

RADIO STARS

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

Editor: Lester C. Grady. *Associate editor:* Ethel M. Pomeroy. *West Coast representative:* Leo Townsend.

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

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

RADIO GUIDE

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

Phones: Wabash 8848 (Chicago); Murray Hill 2-4690 (New York); Gladstone 1420 (Hollywood). *Issued:* Weekly; 10c. per copy.

Chairman of the board: M. L. Annenberg.

Executive vice-president, general manager: Herbert Krancer. *Vice-president, editorial director:* Curtis Mitchell. *Western representative:* Carl Shroeder. *Eastern representative:* Wilson Brown.

Type of material accepted: Main feature of this publication is the program section, which lists the programs of approximately 365 stations in the U. S. and Canada; there are 16 different editions of Radio Guide, each listing a week in advance the programs of its territory; stories on personalities and general stories of programs are used, average wordage running from 2,000 to 2,400.

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

RADIO DIAL

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

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

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



ASSOCIATION OF RADIO NEWS EDITORS AND WRITERS

General offices of this group, functioning more or less as a trade association of radio news editors (not to be confused with publicity directors), are at 360 North Michigan Ave., Chicago, Ill. Membership and officers are:

John Van Cronkhite, *President*.
Al Hollander (WJJD-WIND), *Secretary-Treasurer*.

H. Lee MacEwen (WLW), *Vice-President*.
Kendall B. McClure (WOAI), *Vice-President*.

EXECUTIVE COMMITTEE

John Van Cronkhite, *President*.
Al Hollander (WJJD-WIND), *Secretary-Treasurer*.

John Hughes (Don Lee Network).
Jack Harris (WSM).
H. Lee MacEwen (WLW).
Beckley Smith (WJAS).
Kendall McClure (WOAI).
Walter Paschall (WSB).
G. W. Johnstone (WOR).

MEMBERS

John Van Cronkhite (Chicago).
Al Hollander (WJJD).
Harry Martin (Chicago).
Lee Nash (KGVO).
R. Brooks Watson (WMBD).
M. B. Willis (WTOC).
Frederic G. Winter (WFBM).
Don Treloar (KGEZ).
A. A. Fahy (KABR).
Milt Berkowitz (WNBC).
Ollie Cook (KFYO).
Morris S. Novik (WEVD).
John R. Boyer (KRGV).
Storm Whaley (KUOA).
E. Pierre de Miller (WLBC).
Bob Hurleigh (WCAO).
H. D. Robards (WMBH).
John Hughes (Don Lee).
F. Beckley Smith (WJAS).
Jack Harris (WSM).
Lee MacEwen (WLW).
Leslie S. Crow (WTMV).
J. Oren Weaver (WBBM).
H. B. McNaughton (WTBO).
Earle H. Smith (KMBC).
Paul E. Nelson (KFPW).
Ed Sims (WMFJ).
Robert R. Feagin (WTOC).
Jack Kessler (KWKH-KTBS).
Charles S. Roeder (WCBM).
Ted Christie (INS).
John G. Gray (WBBM).
Bob Wilson (WOWO).
W. W. Behrman (WBOW).
Ken Ellington (WBBM).
Julian T. Bentley (WLS).

Maurice C. Coleman (WATL).
Joe Parker (KGfJ).
Lou J. Bristol (WRDW).
John Baker (WLS).
William B. Sears (WOMT).
John Conrad (KWK).
L. S. Siniff (Great Falls Tribune).
Russell M. Stewart (KGKY).
Willard J. Heggen (UP).
William Voss (WOC).
Fritz Brownell (Gannett Newspapers).
Larry Nixon (WNEW).
John Douglas Gordon (UP).
George J. Marder (UP).
Harold Hadley (Press-Radio).
Robert Carley (Press-Radio).
Leon Goldstein (WMCA).
Bruff Ware Olin (WFBL).
Cy King (WBEN).
G. W. Johnstone (WOR).
Albert E. Redman (WBNS).
Jim Cooper (WBNS).
Fred O. Benningnus (WCOL).
Linc Miller (KOAC).
Carl Gurlee (KDVC).
Roy H. Brant (KFYR).
Millard J. Dunkirk (WDAY).
Kenneth Hildebrand (KQV).
James H. Logan (WJAS).
Kenneth C. Sink (WFBG).
Kay J. Barr (KDKA).
Howard E. Clark (WJAS).
Ed Falk (KABR).
William E. Welch (KOBH).
Robert M. Gray (WMC).
J. H. Noland (WSM).
Victor R. Craze (WOAI).
Pat Flaherty (WOAI).
Miss Leona Bender (WOAI).
Kendall B. McClure (WOAI).
Peter A. Krug (WNBX).
Charles Benford (WOL).
Herb Seibert (KWYO).
Wayne Tiss (WCCO).
Richard W. Beckman (WOI).
Duncan Moore (WJR).
James Austin (UP).
Stanley Brames (TPS).
Mitchell Morris (WSBT-WFAM).
Walter Rodda (WKZO).
John B. Cooley (KLPM).
R. R. Sinaltz, Jr. (INS).
John F. McGuire (Van Cronkhite Associates).
Eugene S. Pulliam (WIRE).

STATION REPRESENTATIVES

TIME BUYER VS. STATION REPRESENTATIVE

By FRANCIS C. BARTON, Jr.

Editor's Note: Just as aptly this article might be entitled "What a Time Buyer Wants to Know from the Station Representative." There has been much to-do over this question of late, hence the author was asked to define, as best the situation will allow, precisely what information the agency man (buyer) demands from the station representative (seller).

There is no intention in any way to castigate the station representative, or to place the agency time buyer in an invincible position. Rather a meeting ground is sought on a matter that defies cut-and-dried statistics.

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The business of a time buyer being to buy time, he wants any and all information that will assist him in plying his trade most intelligently and effectively. Since the function of the station representative is to bring the station to the buyer—he, the representative, for all practical purposes becomes the station. Therefore the buyer wants from the representative exactly what he wants from the station which are basically four things:

1. *Information about the station.*
2. *Decisions pertaining to problems, etc.*
3. *Information about the market.*
4. *Service.*

I have listed these in what I feel is their order of importance. By market information I mean data on the market generally, not statistics pertaining to the market covered by the station such as the radio homes in its coverage area: such facts as this to me are "station information." This general market data I place only third in importance inasmuch as most agencies have market research departments and hence the time buyer already has ample market information available.

Note that "service" is placed last. There are a lot of errands to be run in the radio business—but, while they must be run, they are not of primary importance and usually the agency can run its own errands if necessary. So, while service, especially good service, is important it is not nearly so important as having "information about the station" and the authority and willingness to make "decisions."

Necessity for Bringing the Station to the Buyer

This point should be emphasized for many representatives have emphasized the "service" they were prepared to give whereas the necessity was for facts about the stations. Further, most of a representative's service turns out to be getting information for the buyer, whereas he should have all that information in the first place and pass it on, thus eliminating a great deal of our current "messenger-boy" back and forth.

To repeat—the function of the representative, from a buyer's angle, is to bring the station to the buyer. Located as time buyers are at a desk somewhere, with only occasional opportunities for visiting each station, and in spite of their surveys, studies, etc., they are largely dependent upon the stations keeping them abreast of their status. Hence, what time buyers want first and foremost is information—factual information—not just talk.

Further, time buyers want this information from someone who really understands radio and advertising—and agency practice. Some representatives know their station's story excellently and pass on a lot of valuable information, but the information has been learned "lesson" fashion and does not have a real comprehension of the medium behind it. Other men know radio but do not understand advertising generally and their sales efforts fail because of a lack of coordination of their material with general advertising requirements. Frequently I have propositions advanced that have real merit but they are not worked out "advertisingly." Sometimes I have the hour or so required to properly work them out with the representative and so have something to try to use—but more frequently I don't, and many a representative probably wonders why nothing ever happened to his good idea. It certainly seems to me to be the seller's job to have his wares in saleable condition.

Understanding the Agency

The need for an understanding of agency practice is also invaluable. Most of the agencies have been in business a long time and have developed methods of operating. While certain adjustments have been made to handle radio, the basic methods of operating continue and are not going to be changed, even though frequently *pure* radio men feel they should. Consequently, many a representative, not being familiar with agency practice, batters his head against a stone wall instead of so arranging his efforts as to be in line with agency methods of working, to mutual advantage.

A good representative should spend some time in each of his stations and have traveled the market—and his last visit should have been fairly recent. Time buyers *should* visit all the stations also, but unfortunately that is not possible, which is why they have to look to someone else for information.

Factual Information

So much for the broad outline of what the time buyer wants from a station representative; now to discuss in more detail the all-important "factual information." In doing this it is my purpose to outline this subject rather than to even attempt to present a complete list of all the items desired. I shall endeavor to take up each general topic in a logical order rather than in order of importance. In reality there is no definite order of importance, for the fact needed at the moment is paramount although that particular bit of information may otherwise be very minor.

General Information on the Market: Under this heading comes a host of statistics as to why advertise there. This includes:

Geographical size of market.

Numerical size of market.

Wealth.

Spendable income.

Relative standing.

Retail outlets.

Wholesale outlets.

Industries.

Transportation facilities.

STATION REPRESENTATIVES—Continued

And so forth. The connection with other markets and general business conditions are important, but changeable factors which should be constantly followed. Finally, information indicative of opportunities for specific advertisers brings the type of information to a focal point.

Facts along these lines are plentiful—chambers of commerce, newspapers and others have been collating such data and disseminating it for years. All that a station representative needs to do is collect the full story, prepare it in a clear, concise form and present it.

Information on Radio Conditions: Given a good market—what about radio there? Obviously such questions as the following must (but sometimes aren't) answered by the representative:

What stations are received? ALL should be named.

What are the reception conditions?

Do they change during the year?

How do changing conditions effect reception from various stations?

Of the various receivable stations, what are the actual and relative signal strengths?

How do these vary at different points in the city? Over the entire market?

What are the listening habits of the people as to time of day, days of week, seasons of the year?

How do these habits vary with the different population elements in the market, i. e., varying wage groups, varying national groups, urban vs. rural, etc.?

How is radio regarded generally, and what is its broad place in the lives of the people?

In what regard is radio held by the city officials, the wholesalers, the dealers?

What is the press attitude, and what are the relationships between radio and the various publications?

What is the radio relationship with any other important groups or organizations in the territory?

What are the relative standings of the various receivable stations—local and distant—with the listening public?

The "whys" behind these standings.

What are the program structures, policies, connections, etc., of all the rival stations?

Certainly all of the above questions and more are pertinent to the intelligent evaluation and possible purchase of radio time over any given station.

General Information on Stations: From the market and the radio picture comes interest in a station.

What is the station's equipment—transmitter, studios, general facilities?

How old is this equipment?

Where is it?

This equipment angle has long been comparatively neglected and yet all a radio station is, in the final analysis, is a mass of studio and electrical equipment. Since the finished product—the broadcast program—is so elusive, much can be determined about it from the equipment which sent it forth. However, the diffi-

culty lies in the fact that neither we buyers nor the station representatives are engineers—but certainly the important facts regarding equipment can be presented and explained in such terms that their proper import can be grasped.

The affiliations of the station are important.

What network, or networks, is it associated with?

What programs does it take from these sources?

What programs does it feed the network?

What publication connections does the station have, and what do these mean?

What other affiliations does the station have? What is the significance of each, especially those that provide programs or program material?

What is the history of the station?

How old is it, and who owns and has owned it?

What changes have taken place during its history and what are the outstanding events?

The answers to these and other similar questions provide a time buyer with a backlog of acquaintance with a station, which is essential.

Coverage and Audience Acceptance: This is probably the most important of all, for if a station has a good and demonstrable coverage and a good demonstrable audience acceptance it is probably a good advertising medium. But even though the most important single item, it is far from the whole story for in advertising everything is relative. It is not a question of whether "A" is good, but rather what is the best, and not best generally, but best for the price, and best under certain conditions.

Years ago coverage and audience were thought of as one and the same thing. More and more the trade is differentiating, but even differentiated, complete and real information on one or the other is usually lacking.

Personally I differentiate sharply between these two. To me "coverage" designates the area in which a station can be *regularly* satisfactorily received. Audience, however, is the people who *regularly* listen to the station. The "audience areas" of a station are those where it enjoys a regular audience of approximately a certain size in each area.

In the final analysis the only thing of value to an advertiser is audience. However, coverage information is extremely valuable and especially so when the audience information is lacking, incomplete, or inadequately substantiated, as it so frequently is.

In matters of coverage and audience especially are real facts essential. Every claim must be supported by detailed evidence, for mere statements must of necessity mean little to a buyer.

Coverage is best presented by a field strength map made by an accredited engineer on accepted standards. Full details as to the procedure, number of checkings, locations, times, etc., should support the map.

Audience is more difficult to determine and many procedures have been used to try and establish it. Surveys by recall, coincidental, printed roster, and other methods have been made. In a couple of instances mechanical contrivances have been used to record definitely the actual listening. Audience mail has been analyzed. Combinations of these and other methods have also been attempted. As yet the industry has not agreed on the best procedure for determining audi-

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ence areas and for me to go into a discussion of the relative merits of the various methods and advance my preference would be out of place here.

However, the audience areas of the station, showing exactly where it enjoys a regular audience and the relative size of that audience is information of prime importance. Accordingly the representative is looked to for an audience area map, *together with* full information as to how it was prepared.

Note a coverage *map* and an audience area *map* are required. Maps early became a definite part of radio presentation and are frequently required for use in one form or another. It would approach the millenium of radio if all stations would determine their coverage and audience area the same way and show the results on the same kind of map. But regardless of lack of uniformity the time buyers still need maps.

With the maps should go the market statistics for the areas shown, i. e., the radio homes, automobiles, retail stores, etc. Such figures should be put up by counties for flexible use. The general market statistics mentioned previously do not, of course, apply to the radio coverage unless it is established that the radio coverage and the market coincide.

Evidence of Pulling Power: Given a station and its audience area the next information needed is facts regarding its effectiveness with that audience. Records of success achieved for other advertisers are excellent—if they contain the full story and facts. Broad generalities and the usual run of complimentary letters saying nothing definite are meaningless. Every station in the country has a file of nice letters and certainly they were no trick to get—so what! But a real story of sales results backed up by facts and figures is very valuable.

The record of renewals is full of significance as is the long term record of advertisers who have been with the station for years—if there are any.

The list of current advertisers broken down into network, spot national, spot local, with these last two further separated into announcements and programs, often tells a lot.

Details on Station Features: Every station has a lot of established programs and services such as time signals, weather reports, news programs, home economics programs, breakfast club, shopping services, etc. These all operate on a fixed basis and information as to just what the setup is is constantly being called for. A buyer looks to the representative for that detailed information.

Such data as the following are all necessary to the buyer:

Exact time of broadcast.

Number of broadcasts per week.

Who conducts the program.

His or her background.

How sponsorship is sold.

Costs.

Length of time allowed for advertising copy.

Whether the agency writes copy, or the program conductor handles it from information given.

Length of time the program has been on the air.

Evidences of its effectiveness.

Current participants, or previous sponsor.

Rates and Rate Policies: Of course a buyer must know what it costs—and rates are relatively simple since Standard Rate and Data has the job well in hand. However, there are occasionally rates on special buys, special facilities,

and unusual contracts; there are questions on what rate certain periods take, the application of discounts, and combinations of orders—all of which have to be referred to the station or representative for answers. Often it is not so much a matter of factual information as interpretation and decision. Especially is this true in matters of renewals involving discounts and application of old and new rates after a new card is announced.

General Policies: There are also the general policies of the station which need exposition, interpretation and application to specific cases. Questions of announcement length, placement, restrictions, etc.; regulations regarding copy; recapture policies; the handling of options; acceptability of business and programs all must be answered by the representative.

Availability of Time: Undoubtedly the questions most often asked the representative are regarding the availability of time, yet in spite of this fact it doesn't seem to me that the handling of this question is too well worked out. Too frequently the representative has little or no information, too frequently information he does have is incomplete as to options against, etc.

Usually a buyer likes a choice of spots and yet frequently when time is requested one period only is offered. If the buyer asks if that is all that is open the representative again contacts the station and usually comes back with several more spots. If pushed he can usually dig up others. On occasion representatives resent being asked for additional spots when the first one offered seems desirable and are especially annoyed if, after digging up additional periods, the original one is bought. This is due to a failure to understand the agency position. An agent buying in another's behalf must obtain the best available and he cannot rely on another's judgment alone on what is best. Further, if the periods are to be submitted to the client for approval, it is usually inadvisable to present but one.

In addition to the actual time, the buyer also wants to know the preceding, following, and competing programs, the former occupant of the period under consideration, his last program date and why he dropped the spot.

Whenever the period offered is other than an accepted good time, some evidence of its value should also be submitted—times like 7 A.M. and 11 P. M. need a lot of supporting facts to interest most advertisers.

Local Talent and Special Programs: Time buyers also get into local programs hence look to the station representative for information as to the talent, records, libraries, etc., available and full information about quality, previous performances and record, together with costs.

In addition time buyers are keenly interested in any special program such as outstanding artists, vox pops, sports, and any and all novelties and smart ideas good stations are always working up. They want these specialties submitted to them as they are created for they are constantly working on plans into which some of these good ideas may fit. Incidentally, the number and quality of such program creations are an indication of the station's *showmanship*, which in turn is significant as to its general value to an advertiser.

However, when these special ideas are submitted the time buyer would like them well worked out and presented in entirety.

Merchandising: This has long been a vital part of advertising and selling but has come but recently to any appreciable extent into the activities of radio

STATION REPRESENTATIVES—Continued

stations. Currently many stations do a lot of talking about merchandising, but when the situation is really boiled down, all that remains is the talk.

Stations can greatly accelerate the results of a campaign by assisting in the merchandising. It would be a wide digression for me to enter into discussion of merchandising and the part stations can well play. But what I look to stations and their representatives for currently is definite information as to what they actually will do by way of merchandising, how they will do it and what the costs to the advertiser are, if any.

This information should be given in detail. When a station talks about contacting the trade I want to know if this means a phone call to the district manager or personal calls on all the retailers in the territory. When newspaper publicity is mentioned, does it mean a listing of the program in the regular program of the paper or news items, and if this latter I want clippings.

Managers: Finally the time buyer wants representatives to bring in their station managers whenever possible, for it is always helpful to know the man who actually runs the place.

This does not pretend to cover everything a time buyer wants from a station representative, but it should give at least a general idea—and while I listed “service” last among the four fundamentals, the time buyers do want good service along with all the factual information. Frequently we in the agency business are in need of things in a rush—so we want speed—but with it must go completeness and accuracy—and always it is facts we want, not guesses, opinions, or clever verbiage.

STATION REPRESENTATIVES

The function of the station representative is that of a sales agent for one or more stations. Various representative methods are employed. Some firms represent stations on a national basis only. Some represent on a regional basis, as well as on a national basis. The usual representative commission—at least, the goal of the fraternity—is 15% of the “net,” i.e., 15% of the sponsor’s money for time, computed after the agency commission has been subtracted.

Information on the personnel and offices of the various U. S., Canadian, and foreign station representatives is given below.

Those firms, whose names bear a star (*), also represent newspapers or other printed media as well as radio stations.

It must be borne in mind that no comparisons as to the relative size of firms can be made from a sheer personnel listing. In the case of newspaper-radio representatives, for instance, the conjoint representation of two media necessitates comparatively more personnel. The purpose of this list in no way is to create any ideas of relative size or efficiency as regards any firm or firms.

All-Canada Broadcasting System. *Officers:* Dawson Richardson, president; William D. Davis, secretary-treasurer; A. Leslie Garside, general sales manager. *Montreal office:* 923 Dominion Square Bldg. *Personnel:* Burt Hall, manager, Atlantic division. *Toronto office:* 716 Dominion Bank Bldg. *Personnel:* Jack Slatter, manager, Ontario division. *Winnipeg office:* 171 McDermot Ave. (92 481).

Personnel: Fred V. Scanlan, manager, Prairie division.

Associated Broadcast Advertising Co. *Officers:* Irving T. Porter, commercial manager and owner. *New York office:* 152 W. 42nd St. (Wisconsin 7-2299). *Personnel:* Irving T. Porter; Gertrude Baron, Helen Gray.

Walter Biddick Co. *Officers:* Walter Biddick, general manager. *Los Angeles*

RADIO STATION REPRESENTATIVES

RESULTS COUNT MOST
• THE STATIONS WE SERVE
LOCATED THROUGHOUT THE
UNITED STATES & CANADA
TESTIFY TO THIS



WEED

AND COMPANY

NEW YORK • DETROIT • CHICAGO

STATION REPRESENTATIVES—Continued

- office:* 568 Chamber of Commerce Bldg. (Richmond 6184). Personnel: James C. McCormick, manager; D. M. Reynolds, Jr., T. N. Turner, G. M. Biddick, C. A. Burpee. *San Francisco office:* 1358 Russ Bldg. (Sutter 5415). Personnel: Walter Monroe, Jr., Manager. *Seattle office:* 1038 Exchange Bldg. (Main 6440). Personnel: John C. Kiewel, Manager.
- John Blair & Co.** *Officers:* John Blair, president; Geo. W. Bolling, vice-president; dent; George W. Bolling, vice-president; Lindsey Spight, vice-president; Blake Blair, treasurer. *Chicago office:* 520 N. Michigan Ave. (Superior 8660). Personnel: John Blair, manager; Gale Blocki, Jr.; Richard McBroom. *New York office:* 341 Madison Ave. (Murray Hill 2-6084). Personnel: George W. Bolling, manager; Lincoln P. Simonds, Frank Fenton. *Detroit office:* New Center Bldg. (Madison 7389). Personnel: R. H. Bolling, manager. *San Francisco office:* Russ Bldg. (Douglas 3188). Personnel: Lindsey Spight, manager.
- *The Branham Co.** *Officers:* John Petrie, president. *Chicago office:* 360 N. Michigan Ave. (Central 5726). Personnel: E. F. Corcoran, vice-president; Charles B. Nichols, secretary; H. C. Schomaker, J. B. Guenther, C. B. Peterson, Edwin Charney, J. Timlin, L. S. Greenberg, Carl Sundberg. *New York office:* 420 Lexington Ave. (Mohawk 4-2430). Personnel: Fred P. Motz and M. H. Long, vice-presidents; C. W. Mitchell, M. J. Foulon, H. C. Blake, P. E. Johnson, A. J. Marucchi, G. E. Pamental, J. H. Connolly. *Detroit office:* General Motors Bldg. (Madison 8893). Personnel: H. A. Anderson, E. R. Bornman. *St. Louis office:* Arcade Bldg. (Chestnut 6192). Personnel: W. F. Patzlaff. *Kansas City office:* National Fidelity Life Bldg. (Harrison 1023). Personnel: George F. Dillon, Julian Kirk. *Los Angeles office:* 1151 S. Broadway (Prospect 3471). Personnel: George D. Close. *Atlanta office:* Rhodes Haverty Bldg. (Walnut 4851). Personnel: J. B. Keough, H. L. Ralls. *Dallas office:* Mercantile Bldg. (2-8569). Personnel: A. J. Putman, W. K. Flanagan. *San Francisco office:* 235 Montgomery St. (Garfield 6740). Personnel: Austin B. Fenger. *Seattle office:* 1004 Second Ave. (Seneca 4480). Personnel: Arthur G. Neitz. *Portland office:* 920 S. W. Sixth Ave. (Atwater 2414). Personnel: G. A. Wellington.
- *Bryant-Griffith & Brunson, Inc.** *Officers:* Harry C. Griffith, president and treasurer; Fred F. Parsons, vice-president; Harry W. Pollard, vice-president; George Gundling, secretary. *New York office:* 9 E. 41st St. (Murray Hill 2-2174). Personnel: Harry C. Griffith, George Gundling, Arthur F. Altritt, Frank J. Coyle, Edward Peretti, John McDonald. *Chicago office:* 360 N. Michigan Ave. (Anderson 1040). Personnel: Fred F. Parsons, manager; W. W. Sauerberg, Roy Black, John Murphy. *Detroit office:* General Motors Bldg. (Madison 3534). Personnel: Harry W. Pollard, manager. *Atlanta office:* Walton Bldg. (Walnut 1231). Personnel: B. Frank Cook, manager; Pierce W. Cook (working out of Charlotte, N. C.). *Boston office:* 201 Devonshire St. (Liberty 4259). Personnel: Joseph F. Walsh, manager; P. B. Silk. *Salt Lake City office:* 838—24th St. Personnel: J. Wayne Eldredge.
- *The Capper Publications.** *Officers:* Arthur Capper, owner and publisher; Marco Morrow, assistant publisher; H. S. Blake, business manager; Don Searle, manager WIBW; W. A. Bailey, manager CCKN. *New York office:* 420 Lexington Ave. (Mohawk 4-3280). Personnel: W. L. McKee, Dean Bailey. *Chicago office:* 180 N. Michigan Ave. (Central 5977). *Detroit office:* General Motors Bldg. (Madison 2125). Personnel: Edward McKernon. *Cleveland office:* 1013 Rockwell Ave. (Cherry 5775). *Kansas City (Mo.) office:* 21 W. 10th St. (Harrison 4700). *Kansas City (Kans.) office:* Eighth and Armstrong. *Topeka office:* Eighth and Jackson Ave. *St. Louis office:* 2202 Pine St. (Central 3330). *San Francisco office:* Russ Bldg. (Douglas 5220).
- H. F. Cogill & Associates.** *Officers:* H. F. Cogill, general manager; Cecil Burns, sales manager. *Atlanta office:* 1722 Rhodes-Haverty Bldg. (Walnut 8113).
- H. K. Conover Co.** *Officers:* H. K. Conover, president; E. H. Conover, secretary. *Chicago office:* 360 N. Michigan Ave. (Central 8664; Dearborn 0351). (Note: this organization is affiliated with Niles-Richman of New York).
- Conquest Alliance Co., Inc.** *Officers:* C. H. Venner, Jr., president; A. M. Martinez, vice-president; Miss L. Hirstius, secretary. *New York office:* 515 Madison Ave. (Plaza 3-5650). *Chicago office:* 228 N. La Salle St. (State 5096). Personnel: Frank Morr, vice-president in charge. *Buenos Aires office:* Sarmiento 559. Personnel: Oscar F. Errecart, manager. *Rio de Janeiro office:* Edificio Odeon, Sala 710. Personnel: Roberto Constantinesco, manager. *Havana office:* Edificio La Metropolitana. Personnel: Rene Canizares.
- J. Ralph Corbett, Inc.** *Officers:* J. Ralph Corbett, president; Chas. B. Meade, vice-president; Florence Nanes, treasurer;



"I use it to cool beer!"

FACTS are cold. Columns of radio statistics can reveal Truth—but you know and we know that they can also conceal it. (If only by being so durned dull that few people will take the trouble to interpret them.)

Free & Peters, Inc., *believe* in facts. We have spent thousands of hours digging up and checking the statistics of our stations and of spot broadcasting. *But we know that statistics alone often*

aren't worth the paper they cover unless they are accompanied by equally significant facts which sometimes cannot be reduced to tabular form.

Ask us for facts, and we'll give you ALL of them—the facts that can be shown in tables and charts PLUS those intangibles which enable certain stations, like certain men, to *sell more goods* at less cost. Why not give us a "telephone test"—NOW?

FREE & PETERS, INC.

and FREE, JOHNS & FIELD, INC.

WHO Des Moines
 WGR-WKBW Buffalo
 WHK-WJAY ... Cleveland
 WHKC Columbus
 KMBC Kansas City
 WAVE Louisville
 WTCN Mpls.-St. Paul
 KOIL Omaha
 KOIN-KALE Portland
 KSD St. Louis
 WFBL Syracuse
 KOL Seattle

Radio Station Representatives

NEW YORK

110 E. 42nd Street; Lexington 2-8660

CHICAGO

180 N. Michigan Ave.; Franklin 6373

DETROIT

New Center Building; Trinity 2-8444

SAN FRANCISCO

One Eleven Sutter; Sutter 4353

LOS ANGELES

C. of C. Building; Richmond 6184

WCSC Charleston
 WIS Columbia
 WOC Davenport
 WDAY Fargo
 KTAT Fort Worth
 WDRC Hartford
 WNOX Knoxville
 KFAB ... Omaha-Lincoln
 WMBD Peoria
 WPTF Raleigh
 KVI Tacoma
 KTUL Tulsa
 WKBN Youngstown

STATION REPRESENTATIVES—Continued

- Joseph McGhee, secretary. *Cincinnati office*: Carew Tower (Parkway 1463). Personnel: J. Ralph Corbett and Chas. B. Meade. *New York office*: Graybar Bldg. (Mohawk 4-4528). Personnel: Walter H. Freeman, manager. *Chicago office*: 520 N. Michigan Ave. (Delaware 3265). Personnel: George F. Isaac, manager.
- Cox and Tanz.** *New York office*: 535 Fifth Ave. (Murray Hill 2-8284). Personnel: E. R. Tanz, manager in charge. *Chicago office*: 228 N. LaSalle St. (Franklin 2095). Personnel: A. P. Cox, manager in charge. *Philadelphia office*: Drexel Bldg. (Lombard 1720). Personnel: Joseph Cox, manager in charge.
- Craig & Hollingbery, Inc.** *New York office*: 250 Park Ave. (Plaza 3-8989). Personnel: Norman Craig, manager; F. E. Spencer, Jr., vice-president; Jeanne Craig, secretary and treasurer; Robert A. Davies, Jr., Morton D. Bolton, Paul Adler. *Chicago office*: 307 N. Michigan Ave. (State 2898). Personnel: George P. Hollingbery, manager; Walter Holden. *Detroit office*: Park and Adams Sts. (Cherry 5200). Personnel: Fred Hogue, manager. *Jacksonville (Fla.) office*: 306 Florida National Bank Bldg. (3-0381). Personnel: Harry E. Cummings, manager.
- ***J. J. Devine & Associates.** *Officers*: J. J. Devine, president; James F. Devine, vice-president; M. F. Devine, secretary. *New York office*: 405 Lexington Ave. (Vanderbilt 3-1118). Personnel: J. J. Devine, manager; T. F. Allen, D. A. Donahue, R. J. MacColl, Walter P. Burn. *Chicago office*: 307 N. Michigan Ave. (Central 4270). Personnel: James F. Devine, manager; J. A. Toothill. *Detroit office*: 817 New Center Bldg. (Madison 3350). Personnel: W. Edgar Bell, manager. *Atlanta office*: 206 Palmer Bldg. (Walnut 3149). Personnel: E. J. Hayes, manager. *Pittsburgh office*: 438 Oliver Bldg. (Atlantic 4723). Personnel: L. H. McCamic, manager.
- ***Allan W. Creel.** *New York office*: 15 E. 40th St. (Lexington 2-4588).
- James F. Fay.** *Officers*: James F. Fay, president and treasurer; Bertha F. Bannan, office manager. *Boston office*: 508 Statler Bldg. (Hubbard 1225).
- Free & Peters, Inc. (and Free, Johns & Field, Inc.).** *Officers*: James L. Free, president and treasurer; H. Preston Peters, vice-president and secretary; Virginia Weber, assistant secretary and assistant treasurer; J. F. Johns, vice-president Free, Johns & Field, Inc.; J. H. Field, Jr., vice-president, Free, Johns & Field, Inc. *Chicago office*: 180 N. Michigan Ave. (Franklin 6373). Personnel: James L. Free, manager; A. E. Joscelyn, sales manager; J. F. Johns, Hugh M. Feeley, Earl T. Irwin. *New York office*: 110 E. 42nd St. (Lexington 2-8660). Personnel: H. Preston Peters, manager; Russel Woodward, sales manager; J. H. Field, Jr.; Allan Kerr, W. D. Roberts. *Detroit office*: New Center Bldg. (Trinity 2-8444). Personnel: Charles G. Burke, manager. *San Francisco office*: One Eleven Sutter (Sutter 4353). Personnel: A. Leo Bowman, manager. *Los Angeles office*: Chamber of Commerce Bldg. (Richmond 6184). Personnel: Walter Biddick, manager; Jas. C. McCormick.
- Furgason & Aston, Inc.** *Officers*: Gene Furgason, president; Sil Aston, secretary; G. S. Wasser, vice-president; James M. Wade, vice-president. *New York office*: 17 E. 45th St. (Murray Hill 2-3734). Personnel: G. S. Wasser and James M. Wade in charge; Earle Bachman. *Chicago office*: 221 N. La Salle St. (State 5241). Personnel: Gene Furgason in charge; Jack Chaille. *Detroit office*: 1010 Stephenson Bldg. (Trinity 2-0922). Personnel: Sil Aston in charge. *Kansas City office*: 314 Dwight Bldg. (Victor 2968). Personnel: Ray Lintecum in charge.
- Horace Hagedorn.** *Officers*: Horace Hagedorn, owner. *New York office*: 350 Madison Ave. (Murray Hill 6-1231).
- Hearst Radio.** *Officers*: J. V. Connolly, president; Emile J. Gough, vice-president; R. F. McCauley, vice-president; Elliott Roosevelt, vice-president; O. H. Tunell, treasurer; W. E. Miller, secretary. *New York office*: 20 E. 57th St. (Columbus 5-7300). Personnel: J. Curtis Willson, Burton Lambert, Walter D. Scott. *Chicago office*: 326 W. Madison St. (Central 6124). Personnel: Homer Hogan, manager; E. I. Heaton. *Los Angeles office*: 141 N. Vermont Ave. (Exposition 1341). Personnel: Ford Billings, manager; Heber H. Smith. *San Francisco office*: Third and Market Sts. (Douglas 2536). Personnel: Bob Roberts, manager. *Dallas office*: Gulf States Bldg. (Dallas 7-2333). Personnel: Elliott Roosevelt, manager.
- ***E. Katz Special Advertising Agency.** *Officers*: G. R. Katz, president; S. L. Katz, vice-president; M. J. Beck, treasurer; E. Katz, secretary. *New York office*: 500 Fifth Ave. (Longacre 5-4595). Personnel: G. W. Brett, sales manager; G. H. Gunst, A. Doris, N. Costello, M. Kellner, O. R. Whitaker, J. Loucks, M. O'Mara, R. Lees. Promotion department: E. Katz, D. Denenholz, H. R. Goldberg. *Chicago office*: 307 N. Michigan Ave.

These NBC Stations are "Tops in Spot"

Behind every NBC Managed and Operated Station stands the vast experience and program prestige of the world's largest broadcasting organization!

Every one of these local stations has the benefit of NBC's vast technical experience and facilities, PLUS the all-star NBC Networks Programs. These fine programs are proved audience-builders for spot

and local advertisers. The following of every local NBC station is established and waiting... their markets are among the nation's richest... their sales records are impressive—and available!

These are the stations "Up Top"

New York
WEAF . . . 50,000 watts
WJZ . . . 50,000 watts

The Great Northeast
WGY . . . 50,000 watts

New England
WBZ-WBZA . . . 51,000 watts

Northern Ohio
WTAM . . . 50,000 watts

District of Columbia
WRC . . . 1000-500 watts
WMAL . . . 500-250 watts

Pittsburgh and the Tri-State Market
KDKA . . . 50,000 watts

Chicago
WMAQ . . . 50,000 watts
WENR . . . 50,000 watts

Denver and the Rocky Mt. Region
KOA . . . 50,000 watts

San Francisco
KGO . . . 7,500 watts
KPO . . . 50,000 watts

Philadelphia
KYW . . . 10,000 watts

Completely Programmed by

NATIONAL BROADCASTING COMPANY

NBC

A Radio Corporation of America Service

STATION REPRESENTATIVES—Continued

(Central 4238). Personnel: Paul Ray, manager; S. L. Katz, Lowell Jackson, A. N. Armstrong, Jr., R. W. Nichols, Stanley Ruelman, Davis Kirby. *Detroit office:* General Motors Bldg. (Trinity 2-7685). Personnel: Ralph Bateman, manager; D. Decker. *Atlanta office:* 22 Marietta St. Bldg. (Walnut 4795). Personnel: Fred M. Bell, manager; Marvin Smith. *Philadelphia office:* 260 S. Broad St. (Kingsley 1950). Personnel: M. J. Flynn, manager. *Kansas City office:* Bryant Bldg. (Victor 7095). Personnel: Carl Slater, manager; Gordon Gray. *San Francisco office:* Monadnock Bldg. (Sutter 7498). Personnel: R. S. Railton, manager. *Dallas office:* Republic Bank Bldg. (2-7936). Personnel: Frank Brimm, manager.

***Kelly-Smith Co.** *Officers:* C. F. Kelly, president and treasurer; F. W. Miller, vice-president and secretary; F. M. Headley, manager. *New York office:* Graybar Bldg. (Mohawk 4-2434). Personnel: F. M. Headley, manager; L. Blumenthal. *Chicago office:* 180 N. Michigan Ave. (Franklin 4687). Personnel: D. S. Reed, manager. *Detroit office:* New Center Bldg. (Madison 4675). Personnel: Robert B. Rains, manager.

Ray Linton. *Officers:* Ray Linton, owner. *Chicago office:* 360 N. Michigan Ave. (State 9493). Personnel: Ray Linton, Elmo Linton, Walt Wyne.

Joseph Hershey McGillvra. *New York office:* 366 Madison Ave. (Vanderbilt 3-5055). Personnel: Joseph H. McGillvra, manager. *Chicago office:* 919 N. Michigan Ave. (Superior 3444). Personnel: George W. Besse, manager. *Toronto (Canada) office:* 1713 Metropolitan Bldg. (Adelaide 4429). Personnel: N. P. Colwell, manager.

***J. P. McKinney & Son.** *New York office:* 30 Rockefeller Plaza (Circle 7-1178). *Chicago office:* 400 N. Michigan Ave. (Superior 9866). *San Francisco office:* 742 Market St.

***Paul W. & Guy F. Minnick.** *Officers:* Paul W. Minnick and Guy F. Minnick, partners. *New York office:* 33 W. 42nd St. (Pennsylvania 6-2417).

***Mitchell & Ruddell, Inc.** *Kansas City office:* 1004 Baltimore (Victor 1421). *Chicago office:* 180 N. Michigan Ave. (Central 1160). *New York office:* 295 Madison Ave. (Ashland 4-6698). *St. Louis office:* Insurance Exchange Bldg. (Chestnut 1965).

National Broadcasting Co., Inc. *Officers:* Alfred H. Morton, general manager; Lee B. Wailes, assistant to the general manager. *Headquarters:* 30 Rockefeller

Plaza, New York City. (Note: All NBC programmed stations are directed from New York, except WMAQ and WENR, Chicago, and KPO and KGO, San Francisco.) *New York:* WEAF and WJZ. Personnel: M. M. Boyd, sales manager; John M. Greene, Gordon H. Mills, William O. Tilenius and J. D. van Amburgh, salesmen. *Schenectady:* WGY. Personnel: Kolin Hager, station manager; Ralph Nordberg, sales manager; Alan Taylor and J. A. Howe, salesmen. *Boston-Springfield:* WBZ-WBZA. Personnel: John A. Holman, station manager; Gordon Ewing, sales manager; G. V. Norris, N. Whittaker, F. R. Bowes and Jay Slocum, salesmen. *Cleveland:* WTAM. Personnel: Vernon H. Pribble, station manager; H. L. Gallagher, sales manager; R. G. Carter, salesman. *Washington, D. C.:* WRC and WMAL. Personnel: Kenneth H. Berkeley, station manager; John H. Dodge, sales manager; B. B. Baylor, S. W. Bell and J. E. Sweet, salesmen. *Pittsburgh:* KDKA. Personnel: H. A. Woodman, station manager; W. E. Jackson, sales manager; W. G. Horn, E. J. Calahan and J. Schertler, salesmen. *Chicago:* WMAQ and WENR. Personnel: Niles Trammel, vice-president in charge of operations; P. G. Parker, station man-

Ray Linton
Chicago

Representing
The Shortest List

WMCA
New York City

FOLLOW THROUGH

Of These Five-Year-Old Policies

1

To continue to maintain a staff of professional, seasoned advertising men—WITH RADIO STATION EXPERIENCE.

2

To continue to serve a limited group of successful stations—a list short enough to permit the concentration each station expects and deserves.

3

To continue to create and adopt new and improved methods of service to advertising agencies.

4

To continue to maintain that station confidence and close association which enables us to act as the station ITSELF at the point of sale.

5

To continue to keep faith with advertising agencies in making only those recommendations that are conscientious and sincere.

John Blair and Company has maintained and will continue to follow through this basic platform of service. Now we point to two new departments—two new services, completely rounding out our organization and enabling us to perform the most complete job in the representation field.

ON MAY 1, 1937

John Blair and Company announced the establishment of a Research and Promotion Department for the purpose of effecting a closer relationship between our stations and our four offices. This has resulted in a more prompt and efficient service to advertisers.

ON JUNE 15, 1937

John Blair and Company announced the formation of an associated company, Blair Productions, an exclusively creative and production organization, the functions of which are expressly aimed at the development of additional national spot broadcasting through presentation of individual station-tested features to sectional and national accounts and origination of ideas and specifically designed programs.

John Blair and Company

NEW YORK
341 Madison Ave.
MUrray Hill 2-6084

CHICAGO
520 N. Michigan Av.
Superior 8660

DETROIT
New Center Bldg.
Madison 7889

SAN FRANCISCO
347 Russ Bldg.
Douglas 3188

STATION REPRESENTATIVES—Continued

ager; C. B. McDermott, sales manager; Oliver Morton, John V. Sandberg, Webster Smith, salesmen. *Denver*: KOA. Personnel: A. E. Nelson, station manager; A. W. Crapsey and J. R. MacPherson, salesmen. *San Francisco*: KGO and KPO. Personnel: Don E. Gilman, vice-president in charge of operations; Harry F. Anderson, sales manager; Eugene Grant, salesman. *Philadelphia*: KYW. Personnel: Leslie W. Joy, station manager; G. H. Jaspert and J. N. Hinchey, salesmen. (Note: These descriptions pertain only to NBC's setup as a representative of its stations mentioned above; the officers, etc., mentioned here do not necessarily have jurisdiction anywhere except in the sale of station time, unless their names and titles be found elsewhere in connection with other NBC activities or stations.)

Niles, Field & Associates. *New York office*: 152 W. 42nd St. (Wisconsin 7-3754).

Northwest Radio Advertising. *Seattle office*: American Bank Bldg.

Earl C. Noyes. *Officers*: Earl C. Noyes, president; C. E. Emmke, treasurer. *Rutland (Vt.) office*: 129 State St. Personnel: F. S. Webster, Lloyd W. Melvin and Charles E. Morse.

***John H. Perry Associates.** *New York office*: 225 W. 39th St. (Bryant 9-3357). Personnel: Wm. K. Dorman, manager; W. T. Kelly. *Chicago office*: 122 S. Michigan Ave. (Harrison 8085). Personnel: O. J. Ranft in charge. *Detroit office*: 7338 Woodward Ave. (Madison 0790). Personnel: J. J. Higgins in charge. *Atlanta office*: 406 Chamber of Commerce Bldg. (Walnut 3443). Personnel: R. S. Kendrick in charge. *San Francisco office*: R. J. Bidwell Co., 742 Market St. (Garfield 4917).

Edward Petry & Co., Inc. *New York office*: 17 E. 42nd St. (Murray Hill 2-3850). *Chicago office*: 400 N. Michigan Ave. (Delaware 8600). *Detroit office*: General Motors Bldg. (Madison 1035). *San Francisco office*: 111 Sutter St.

Radio Markets, Inc. *New York office*: 711 Fifth Ave. (Wickersham 2-2100). *Chicago office*: 301 E. Erie St. (Superior 9114).

Radio Sales, Inc. (Division of Columbia Broadcasting System). *Officers*: M. R. Runyon, vice-president in charge; J. Kelly Smith, general sales manager. *New York office*: 485 Madison Ave. (Wickersham 2-2000). Personnel: Arthur Hull Hayes, Eastern sales manager; Howard S. Meighan, account executive; Stephen L. Fuld, account executive; Kingsley F.

Personalized, Productive Service To Station and Advertiser

Nine service men to assure prompt, individual attention to your every problem

- WJAS Pittsburgh, Pa.
- WQAM Miami, Fla.
- WFLA Tampa, Fla.
- WJAX Jacksonville, Fla.
- WMBG Richmond, Va.
- WGBF Evansville, Ind.
- KQV Pittsburgh, Pa.
- WHJB Greensburgh, Pa.
- KXBY Kansas City, Mo.
- KFYR Bismarck, N. D.
- KMMJ Clay Center, Neb.
- KFRU Columbia, Mo.
- KTHS Hot Springs, Ark.
- WBOW Terre Haute, Ind.

Phone, Wire or Write Our Nearest Office

FURGASON & ASTON, Inc. RADIO STATION REPRESENTATIVES

NEW YORK
17 E. 45th St.

DETROIT
1010 Stephenson Bldg.

CHICAGO
211 N. La Salle St.

KANSAS CITY
314 Dwight Bldg.

STATION REPRESENTATIVES—Continued

- Horton, account executive; Howard L. Schreiber. *Chicago office:* 410 N. Michigan Ave. (Whitehall 6000). Personnel: Paul Wilson, account executive. *Detroit office:* Fisher Bldg. (Trinity 2-5500). Personnel: Owen F. Uridge, manager. *Los Angeles office:* 5939 Sunset Blvd. (Hollywood 3101). Personnel: George L. Moskovics. *San Francisco office:* Russ Bldg. (Garfield 4700). Personnel: J. K. Craig. *Boston sub-office:* 182 Tremont St. (Hubbard 2323). Personnel: Harold E. Fellows. *Charlotte sub-office:* Wilder Bldg. (Charlotte 3-7107). Personnel: Dewey H. Long. *St. Louis sub-office:* Mart Bldg. (Central 8240). Personnel: Merle S. Jones. *Washington sub-office:* Earle Bldg. (Metropolitan 3200). Personnel: A. D. Willard, Jr.
- William G. Rambeau Co.** *Chicago office:* Tribune Tower (Delaware 3838). Personnel: William G. Rambeau, owner, in charge. *New York office:* Chanin Bldg. (Caledonia 5-4940). *Detroit office:* General Motors Bldg. (Madison 6828). *San Francisco office:* Russ Bldg. (Garfield 5533).
- Paul H. Raymer Co.** *Officers:* Paul H. Raymer, owner; Fred Brokaw, general manager. *New York office:* 366 Madison Ave. (Murray Hill 2-8690). Personnel: Paul H. Raymer and Fred Brokaw, in charge; Peirce Romaine. *Chicago office:* Tribune Tower (Superior 4473). Personnel: Ed Bowers, manager. *Detroit office:* General Motors Bldg. (Trinity 2-8060). Personnel: H. Mallinson. *San Francisco office:* Russ Bldg. (Douglas 1294). Personnel: Edward S. Townsend, manager.
- Sears & Ayer.** *Officers:* A. T. Sears, B. H. Sears, Hibbard Ayer. *Chicago office:* 520 N. Michigan Ave. (Superior 8177). Personnel: B. H. Sears, manager. *New York office:* 350 Madison Ave. (Murray Hill 2-2046), Hibbard Ayer, manager.
- Small & Brewer, Inc.** *Chicago office:* 307 N. Michigan Ave. (State 8152). *New York office:* 250 Park Ave. (Wickersham 2-8383). *Boston office:* 80 Boylston St. (Hancock 1524). *San Francisco office:* 235 Montgomery St. (Garfield 6740). *Los Angeles office:* 1151 S. Broadway (Prospect 3471). (Note: Small & Brewer is a subsidiary of Small, Spencer, Brewer, newspaper representatives.)
- *Tenney, Woodward & Co.** *Officers:* Walter I. Tenney, president and general manager. *Chicago office:* 400 N. Michigan Ave. (Delaware 2107). *Detroit office:* New Center Bldg. (Madison 9136). *Boston office:* Globe Bldg. (Capital 0864). *Atlanta office:* Rhodes-Haverty Bldg. (Walnut 1334). *Kansas City office:* 1012 Baltimore Ave. (Victor 1713). *San Francisco office:* Russ Bldg. (Exbrook 4860). *Los Angeles office:* Chamber of Commerce Bldg. (Prospect 1643).
- Transamerican Broadcasting and Television Corp.** *Officers:* John L. Clark, president (New York); E. J. Rosenberg, vice-president (New York); Virgil Reiter, Jr., vice-president (New York); C. P. Jaeger, vice-president (Chicago). *New York office:* 521 Fifth Ave. (Murray Hill 6-2370). *Chicago office:* 333 N. Michigan Ave. (State 0366). Personnel: C. P. Jaeger, vice-president in charge. *Hollywood office:* 5833 Fernwood Ave. (Hollywood 5315). Personnel: William Ray.
- United Broadcast Sales, Ltd.** *Officers:* H. R. Carson, managing director; P. H. Gayner, Eastern manager. *Toronto office:* 200 Bay St. (Ad-1646). Personnel: P. H. Gayner. *Winnipeg office:* G. F. Herbert, manager. *Calgary office:* H. R. Carson. *Vancouver office:* 541 W. Georgia St. (Trinity 1391). Personnel: J. E. Baldwin. (Note: the representative firm of John E. Baldwin, in Vancouver, acts for United in that city and is affiliated with it.) *Regina office:* Mr. Chestnut. *Edmonton office:* F. H. Elphicke.
- *Universal Publishers Representatives, Inc.** *Officers:* Melchor Guzman. *New York office:* 500 Fifth Ave. (Pennsylvania 6-0408). Personnel: Melchor Guzman, manager. (Note: this firm represents LR 1—Radio El Mundo, Buenos Aires, and also contracts talent.)
- Weed & Co.** *Officers:* Joseph J. Weed, president and treasurer; C. C. Weed, vice-president; Grace Walsh, secretary. *New York office:* 350 Madison Ave. (Vanderbilt 3-6966). Personnel: J. J. Weed, manager; J. C. Lyons, Norman V. Farrell, Paul Frank. *Chicago office:* 203 N. Wabash Ave. (Randolph 7730). Personnel: C. C. Weed, manager; William Reilly. *Detroit office:* Michigan Bldg. (Cadillac 3810). Personnel: M. J. Thoman, manager.
- Wellman Service.** *Officers:* F. A. Wellman, owner. *New York office:* 1324 Empire State Bldg. (Pennsylvania 6-8643). Personnel: F. A. Wellman in charge. *Philadelphia office:* 1631 Chestnut St. (Rittenhouse 6576). Personnel: John R. Wood.
- Wilson-Robertson.** *Officers:* Howard Wilson and Graham A. Robertson. *New York office:* 250 Park Ave. (Plaza 3-7370). Personnel: Graham A. Robertson in charge. *Chicago office:* 75 E. Wacker Drive (Central 8744). Personnel: Howard Wilson in charge. *Kansas City office:* National Fidelity Life Insurance Bldg. (Grand 0810). *Dallas office:* 207 Mercantile Bldg. (7-1331).

TALENT

FILM TALENT SCOUTS

The following persons, operating mainly out of New York, scout talent for the major film companies:

Boris Kaplan.....	Paramount
Steve Trilling.....	Warner Brothers-First National
I. I. (Al) Altman.....	Metro-Goldwyn-Mayer
Joe Pincus.....	Fox
Charles Beahan.....	Universal
Arthur Willi.....	RKO
Joe Rivkin.....	Columbia

SOCIAL SECURITY STATUS OF TALENT

Because of the many questions regarding the social security status of radio talent, the following announcement, sent by the National Broadcasting Co. on June 1, 1937, to all sponsors and advertising agencies with whom the network does business, is herewith reprinted as a summary of the situation:

June 1, 1937.

"As you no doubt are aware, there is uncertainty as to the status of radio artists for social security purposes. Our attorneys are collaborating with Mr. George Link, Jr., counsel for the American Association of Advertising Agencies, in an effort to obtain rulings upon the subject. In the meantime, we are classifying our sustaining artists as our employees or as independent contractors, according to our best lights.

"As regards artists engaged through us for commercial programs, as a general rule NBC acts as the manager or other agent of the artist and not as his employer. It is up to the particular sponsor and its advertising agency to decide whether the artist on their program is an independent contractor or an employee of either of them. The exceptions to the general rule that NBC acts as the agent of the commercial radio artist are as follows:

1. Instrumental musicians furnished by us at union rates pursuant to our union contracts and through a union contractor in our employ, i.e., the members of our house orchestras and our staff conductors. Our attorneys advise that the particular sponsor or advertising agency is, probably, jointly liable with us for social security taxes upon payments made these men for such services. But in view of the special circumstances under which these men are engaged and the practical problems which would otherwise arise, we have decided, as part of our service, to assume this obligation in full. Our action in so doing must not, however, be taken as creating a precedent.

Conductors and instrumental soloists under management contracts to us (or to someone else through whom we engage them), furnished at special compensation, we acting as their agent and receiving a commission, are not included in the foregoing exception; the question remains as to whether they are independent contractors or employees of the particular sponsor or advertising agency.

2. Radio artists, regardless of the nature of the services performed, furnished by us in connection with a program sold by us as a "complete package," i.e., where we are paid \$X to build, direct and produce the program and we have the right to pick the artists and make our own agreement with them as to their compensation. In such cases NBC acts as a principal and not as an agent;



NEW YORK • CHICAGO • SAN FRANCISCO • HOLLYWOOD

SOCIAL SECURITY STATUS OF TALENT—Continued

as between NBC, the advertising agency and the sponsor, NBC is the employer, if any one of them is.

3. Staff announcers, production men, engineers and other personnel in our general employ whose services on commercial programs are covered by our facilities charge. Included in this exception are sound effects and engineering services for which a special charge is made but which is payable to us as the employer of the men and not as their agent. Excluded would be an announcer, producer or script writer under management contract to us, furnished at special compensation, we acting as his agent and receiving a commission. The distinction is that in the first case the services are rendered within, and in the second case without, the scope of the individual's employment by us.

"We shall endeavor to advise you promptly of cases affecting you which fall within either of these three exceptions. We would appreciate it if you would make known the contents of this letter to the parties interested in your organization."

PROFESSIONAL RECORDS

Performance data on players, announcers, orchestra leaders, conductors, writers, producers and directors since June 1, 1936.

Abbreviations: (R) means radio record; (F) stands for films; (L) equals legit stage; (V) indicates vaudeville; (P) identifies pre-show business occupation.

A

- AARONSON, IRVING.** Musical director, WHN, New York. (R) since 1931; various shows including Lucky Strike Hour (American Tobacco Co.), 1931. (F) Irving Aaronson and His Commanders (MGM shorts), 1928. (L) Puzzles, 1926; Paris, 1928-29. (V) Hale & Paterson, 1916-24; Irving Aaronson & Commanders here and abroad, 1925-35.
- ABBOTT, ED.** Announcer, WCCO, Minneapolis-St. Paul. (R) various shows, including Gloria Dale (General Mills), 1935-37; The Weavers (Olson Rug Co.), 1936-37. (F) commercials. (V) Cedric Adams & Ed Abbott, 1937. (P) newspaper circulation department.
- ABBOTT, MINABELLE.** Network actress. (R) Life of Mary Sothern (Lehn & Fink).
- ACE, MR. & MRS. GOODMAN.** Network sketches. (R) Easy Aces (Anacin), NBC, 1931-37.
- ACKERMAN, BERENICE.** Network actress. (R) Modern Music Masters (Dryden & Palmer).
- ACKLEY, WAYNE.** Announcer, newscaster, Iowa Broadcasting Co. (R) various shows on this network and stations KSO, KRNT, Des Moines, including News Reel (Sears Roebuck), 1936-37; Roundup Time (Goodrich Silvertown), 1936.
- ADAIR, FRANCIS.** Network entertainer. (R) Philip Morris program.
- ADAMS, BILL.** Network actor. (R) Heinz Magazine of the Air (H. J. Heinz Co.); Helen Hayes in Bambi (General Foods, Sanka Coffee).
- ADAMS, EDITH.** Free lance actress. (R) network various shows include Ma Perkins (Procter & Gamble), 1936-37; Today's Children (Pillsbury), 1936-37; Girl Alone (Kellogg), 1936-37; Betty & Bob (General Mills), 1937; Betty Crocker (General Mills), 1937; Grand Hotel (Campana), 1937.
- ADAMS, FRANKLIN.** Juvenile dramatic actor. (R) Skippy (General Mills), 1931-33; Skippy (Milk of Magnesia), 1933-36; Betty & Bob; Jack Armstrong; Ma Perkins (Oxydol); Orphan Annie (Ovaltine), 1935-36; Houseboat Hannah (Procter & Gamble), 1936-37. (F) commercials. (L) Jack & Jill Players; Three Little Girls, 1931; Music In May, 1931. (V) Caught, 1934.
- ADAMS, KENNETH.** Musician, KANS, Wichita. (R) since 1933; local shows on this station and KFH, Wichita; KFBI, Abilene, including Purina Chow Program. (V) 1936. Has played with various orchestras.
- ADAMS, ROBERT.** Actor, KYA, San Francisco. (R) network shows, Shell Chateau (Shell Oil); Eno Crime Club (Eno Fruit Salt). (F) Endearing Young Charms (Warner Bros.); commercials. (L) Clarence; Little Women. (V) four seasons.
- ADAMS, WILLIAM.** Network actor, announcer. (R) Collier's Hour; March of

...As it is in Motion Pi

- | | |
|------------------------|---------------------|
| ★ JUDITH ANDERSON | ANDREA LEEDS |
| MARY ASTOR | DONRUE LEIGHTON |
| BINNIE BARNES | CAROLE LOMBARD |
| JOAN BENNETT | ★ MYRNA LOY |
| ★ MARY BOLAND | IDA LUPINO |
| ★ PEGGY CONKLIN | ★ JEAN MUIR |
| CONSTANCE CUMMINGS | MERLE OBERON |
| IRENE DALE | MAUREEN O'SULLIVAN |
| FRANCES DEE | ★ MARIA OUSPENSKAYA |
| ANN DVORAK | PAT PATERSON |
| FLORENCE ELDRIDGE | GAIL PATRICK |
| VIRGINIA FIELD | ★ MARY PHILIPS |
| KAY FRANCIS | LUISE RAINER |
| DOLLY HAAS | ★ GINGER ROGERS |
| ★ HELEN HAYES | ROSALIND RUSSELL |
| ★ KATHARINE HEPBURN | ★ DOROTHY STICKNEY |
| ★ MIRIAM HOPKINS | ★ MARGARET SULLAVAN |
| BENITA HUME | VERREE TEASDALE |
| ★ JOSEPHINE HUTCHINSON | ★ DAME MAY WHITTY |
| ELLA LANCHESTER | FAY WRAY |
| FRANCINE LARRIMORE | LORETTA YOUNG |

MYRON SELZNICK

★ IN CONJUNCTION WITH

ires, So it is in Radio

WALTER ABEL
FRED ASTAIRE
FREDDIE BARTHOLOMEW
WARNER BAXTER
BEN BERNIE
HUMPHREY BOGART
CLIVE BROOK
CHARLES BUTTERWORTH
BRUCE CABOT
JOSEPH CALLEIA
* TULLIO CARMINATI
WALTER CONNOLLY
MELVILLE COOPER
* ERNEST COSSART
ANDY DEVINE
DUDLEY DIGGES
* MAURICE EVANS
ERROL FLYNN
* HENRY FONDA
EDMUND GWENN
* BILLY HALOP
* CEDRIC HARDWICKE
IAN HUNTER
* BOBBY JORDAN

* ALLYN JOSLYN
BORIS KARLOFF
ROSCOE KARNS
* CHARLES LAUGHTON
EDMUND LOWE
FRANK McHUGH
VICTOR McLAGLEN
FREDRIC MARCH
* RAYMOND MASSEY
ADOLPHE MENJOU
* BURGESS MEREDITH
* THOMAS MITCHELL
CHESTER MORRIS
PAT O'BRIEN
LAURENCE OLIVIER
WILLIAM POWELL
GEORGE RAFT
GREGORY RATOFF
PHILIP REED
* STANLEY RIDGES
* TOM RUTHERFURD
C. AUBREY SMITH
LEE TRACY
HUGH WILLIAMS

& COMPANY, Inc.
ELAND HAYWARD, Inc.

PRESENTING



IRENE BEASLEY

"Nobody in town can deliver a melody with the style and throat charm of Irene Beasley."—LOUIS SOBOL.

"Her version on the air the other night—'Smoke Gets in Your Eyes'—was the best I've heard yet."—WALTER WINCHELL.

"Girl singer doing swell job on the stem—Irene Beasley."
ED. SULLIVAN

"Irene Beasley surely made that Variety Hour on WJZ sizzle Saturday night."—NICK KENNY.

"A singer worth hearing—Irene Beasley—her hours are different."
—BEN GROSS

"Irene Beasley sings grand."—TED FRIEND.

Miss Beasley and her Management wish to take this opportunity to express their deep appreciation for these and many other kind comments.

PROFESSIONAL RECORDS—Continued

- Time; Palmolive Music Box Theatre (Palmolive Soap), 1935-36; Wizard of Oz; Roses & Drums; Bambi, with Helen Hayes (Sanka Coffee), 1935-37. (L) Hamlet, 1924-26; What Price Glory; others. (P) college.
- ADAMSON, W. G.** Announcer, CKTB, St. Catharines, Ont. (R) local shows.
- ADEMY, JOHN.** Announcer, WCAO, Baltimore. (R) since 1934; local shows.
- ADKINS, ALDEN.** Network player. (R) Cheerio's Musical Mosaics (Sonotone Hearing Aid).
- AGATHA, TURLEY.** Singer, California Radio System. (R) since 1929; various local shows. (V) Toured with Famous Players-Lasky, coast to coast.
- AGNEW, CHARLIE.** Network orchestra leader. (R) Lucky Strike Program.
- AGNEW, JOHN KENNARD.** Organist, assistant program director, WHKC, Columbus. (R) since 1936; various local shows.
- AGUE, JIMMY.** Singer, WHK - WJAY, Cleveland. (R) since 1925; sustaining programs. (L) Laughing Thru, 1923; Band Box Revue, 1924. (V) burlesque; night clubs.
- AHEARN, H. F.** Musician, WHO, Des Moines. (R) local shows including Barnsdall Refining Co. program.
- AHLSTRAND, KENNETH.** Hawaiian guitarist, WROK, Rockford. (R) various local shows on this station and WLS, Chicago.
- AIKENS, JULIAN.** Musician, singer, WWL, New Orleans. (R) various local shows including Willard Tablet and Stanback programs. (V) Hal Burns Tune Wranglers.
- AINSWORTH, ARTHUR.** Announcer, WCKY, Cincinnati. (R) since 1929; various shows on this station and WLW, Cincinnati, including Studebaker Championships, 1929-30; Phillips "66" Revue, 1936. (P) representative for automobile manufacturer.
- ALABAMA BOYS.** Musicians, KTUL, Tulsa. (R) local sustaining shows.
- ALAN, PAT.** Announcer, singer, WBOW, Terre Haute. (R) since 1932; local shows on this station and WMBD, Peoria.
- ALBANESE, FRANK.** Organist, WAAT, Jersey City. (R) since 1933; local shows.
- ALBANI, COUNTESS OLGA.** Network soprano. (R) Hands Across the Border (sustaining), 1933; Cities Service program, 1934; Universal Rhythm (Ford Dealers), 1936-37; guest appearances, Maxwell House Coffee and Real Silk programs. (L) New Moon.
- ALBANI, PIETRO.** Accordionist, arranger, WPG, Atlantic City.
- ALBEN, LIBBIE.** Singer, WAVE, Louisville. (R) since 1936; local commercial and sustaining shows.
- ALBERT, DON.** Orchestra leader. WHN. New York. (R) since 1935; various including Elmo (Elmo Cosmetics), 1935-36. (F) scored and directed for MGM features, 1928-29. (V) appearances here and in Paris and London, 1927-34, intermittently.
- ALBERTSON, MABEL.** Network actress, writer. (R) since 1933; Armour Hour (with Phil Baker), 1933-35; Iodent Dress Rehearsal (Iodent Tooth Paste), 1936-37; guest appearances, Evening in Paris (Bourjois); Ken Murray Program (Rinso-Lifebuoy); Chase & Sanborn Program. (L) child parts, stock. (V) with Phil Baker, 1934-35; night club engagements.
- ALBRIGHT, EDDIE.** Announcer, KNX, Los Angeles. (R) since 1924; various local shows.
- ALCORN, JOHN.** Network script writer. (R) Popeye the Sailor.
- ALDERMAN, GERTRUDE.** News commentator, editor, actress, script writer, WFBL, Syracuse. (R) since 1935; local shows including Radio Girl (Ford Motor Co.), 1935.
- ALDERMAN, JAMES S.** Announcer, news commentator, WFAA, Dallas. (R) local shows, including newscasts for Smith Brothers Cough Drops, Procter & Gamble. (P) newspaper advertising.
- ALESHIRE, LEN.** Singer, WVVA, Wheeling. (R) various local shows. (V) Weaver Bros., 1929-30; Dixie Duo, Bert Levy Circuit, 1927; Aleshire & Rutledge, RKO, 1936.
- ALESSI, EMANUEL.** Singer, WNBR, Jacksonville. (R) various local shows.
- ALEXANDER, A. L.** Network commentator. (R) Good Will Court, NBC.
- ALEXANDER, ALEX.** Actor, singer, WHN, New York. (R) local shows. (L) New York Opera, 5 years; The Locked Room, 1936. (P) student.
- ALEXANDER, ALTON.** Network author, director. (R) various shows including NBC shows, Shell Chateau (Shell Oil), 1935; General Electric Hour of Charm, 1937; CBS shows, Musical Reveries (Corn Products), 1935-36; Pompeian Promenade (Pompeian), 1935. (P) English and dramatic teacher, high school.
- ALEXANDER, DURELLE.** Network singer. (R) Kraft Music Hall (Kraft-Phenix Cheese), 1935-36; RCA Magic Key Programs, 1935; Woodbury Musical Varie-

PROFESSIONAL RECORDS—Continued

- ties, 1936-37. (V) Hollywood Jr. Follies.
- ALEXANDER, ELIZABETH.** Musician, KPO-KGO, San Francisco. (R) various shows including Standard School of the Air (Standard Oil), 1935-37.
- ALEXANDER, JOHN.** Program director, KGNF, North Platte.
- ALEXANDER, LESLIE.** Saxophonist, singer, CHSJ, St. John, N. B. (R) since 1934; various local shows, singly and as members of Kelly & Alexander, piano team.
- ALFORD, ELIZABETH.** Pianist, singer, continuity writer, WRBL, Columbia. (R) since 1935; various local shows.
- ALKUS, MARY.** Commentator, California Radio System. (R) Confidentially Speaking, NBC, 1936; various local shows. (P) college.
- ALLABOUT, JOSEPH.** Program director, WJJD, Chicago. (R) since 1928; various local shows. (F) commercial, 1922.
- ALLAN, ANDREW.** Announcer, producer, script writer, CFRB, Toronto, Ont. (R) since 1933; various local shows including Underwood Typewriter Program.
- ALLEN, ARTHUR.** Network actor. (R) Snow Villages Sketches (Loose-Wiles Biscuit Co.).
- ALLEN, BETTY.** Harpist, WNAC, Boston. (R) since 1935; local show. First harp, Peoples Symphony; Boston Women's Symphony; MacDowell Club Orchestra.
- ALLEN, CHARME.** Network actress. (R) Pretty Kitty Kelly (Wonder Bread).
- ALLEN, FLORENCE.** Actress, WFAA, Dallas. (R) local sustaining shows.
- ALLEN, FRANCYS.** Actor, WFAA, Dallas. (R) local sustaining shows. (L) Little Theatre work.
- ALLEN, FRED.** Network comedian, master of ceremonies. (R) Linit Bath Club Revue (Corn Products), 1932; Salad Bowl Revue (Hellmann's Mayonnaise), 1933; Town Hall Tonight (Sal Hepatica and Ipana), since 1934. (F) Thanks a Million (20th Century-Fox). (L) Passing Show of 1922; Greenwich Village Follies, 1925; Vogues of 1927; First Little Show, 1929-30; Three Is a Crowd, 1931-32. (V) single act, 10 years. (P) student.
- ALLEN, GEACIE.** Network actress, comedienne. (R) Burns & Allen (White Owl Cigars; Campbell Soup Co.; General Foods). (F) The Big Broadcast of 1936; Love in Bloom; Here Comes Cookie (Paramount); others. (V) Burns & Allen, 6 years.
- ALLEN, HY.** Singer, musician, WMBC, Detroit. (R) since 1935; local shows including Crazy Water Crystals program, 1935; guest appearances, Lucky Strike, Camel, over NBC, 1931. (F) Oklahoma Cowboys (Fox), 1931. (V) 1930-33.
- ALLEN, IDA BAILEY.** Home economics programs, women's broadcasts. (R) since 1923; programs for Pillsbury Flour, Beech Nut Packing, Domino Sugar, Crisco, Moore's Paints, Ivory Flakes, Packer's Tar Soap, National Biscuit Company, Pebecco Toothpaste, Hellman's Mayonnaise; many guest appearances. (V) Ida Bailey Allen's Homemakers of the Air, 1936; Winner of the National Radio Editor's Poll (conducted by World Telegram) for five years. Has written 21 books on foods, cooking and home economics.
- ALLEN, MELVIN.** Announcer, WBRC, Birmingham. (R) football and news broadcasts (RCA Victor Radios, state distributors), 1934-36. (P) Speech instructor, University of Alabama.
- ALLEN, MINETTA.** Network actress. (R) One Man's Family (Tenderleaf Tea).
- ALLEN, SPENCER MARTIN.** Announcer, writer, actor, WTMV, St. Louis. (R) since 1935; local shows.

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A N A C I N

PROFESSIONAL RECORDS—Continued

- ALLEN, STUART.** Network entertainer. (R) Coffee Club (Owens Illinois Glass Co.); Studebaker Champions (Studebaker Sales Corp.).
- ALLENBY, PEGGY.** Network dramatic actress. (R) Legion of the Lost; Death Valley Days (Pacific Coast Borax) NBC; Sherlock Holmes; others.
- ALLEY, BEN.** Network tenor. (R) Majestic Hour (CBS), 1932; Chairis Program, 1932.
- ALLEY, JACK.** Announcer, director, producer, WAIM, Anderson. (R) since 1937; various local shows. (V) comedian and dance act in road shows, 1926-33; M. C. at night clubs and hotels; dance team, Alley & Winters, 1936. (P) display card writer.
- ALLMAN, ELVIA.** Network actress. (R) Goose Creek Parson (Super Suds).
- ALLMAN, LEE.** Actor, Michigan Network. (R) various shows including Lone Ranger (Gordon Baking Co.), 1933-37.
- ALMOND, BECKY.** Pianist, KSL, Salt Lake City. (R) since 1929; various local shows. (V).
- ALPERT, PAULINE.** Network pianist (The Whirlwind Pianist). (R) National Silver Co. program, 1937; guest appearances, Rudy Vallee Hour, Paul Whiteman, Fred Allen, Lanny Ross, Blue Label Beer and Good Gulf Gasoline programs. (F) shorts (Warner Bros.). (V) Jazz Cinderella, 1931; Shadowland; soloist with orchestra.
- ALTER, BENNE.** Announcer, WMT, Cedar Rapids. (R) since 1933; local shows including Uncle Benny (Iowana Farm Vitamin D Milk), 1936; Carlsbad Carnival (Sprudel Salts), 1936; Scotty Views The News (Fels-Naptha Soap), 1937; Jimmy Allen (Skelley Oil Co.), 1935-36. (F) Selatery Hawkins, 1933. (L) Circle Stock, 1929-31; University Players, 1931-32. (P) commercial artist, sign painter.
- AMATO, PASQUALE.** Director of the L. S. U. School of Music, WJBO, Baton Rouge. (L) various Metropolitan Operas; trainer for several Baton Rouge Opera Association Productions.
- AMBROSIO, TOM.** Mandolinist (Argentine Trio), KPO-KGO, San Francisco. (R) since 1934; various local shows, including Woman's Magazine of the Air (Gebhardt Chili Powder).
- AMECHE, DON.** Network actor, master of ceremonies. (R) First Nighter (Campana Sales); Chase & Sanborn program (Chase & Sanborn Coffee). (F) One in a Million; Ramona; Love Is News; others.
- AMES, RICHARD.** News editor, KFI-KECA, Los Angeles. (R) local shows including Richfield Reporter (Richfield Oil Co.), 1935. (P) newspaper work.
- AMLING, JACK.** Network entertainer. (R) Music from Texas (Crazy Water Crystals).
- AMOS 'N' ANDY.** Network actors, comedians. (R) Amos (Freeman Gosden) and Andy (Charles Correll) for the Pepsodent Co. since 1929. Originally "Sam 'n' Henry."
- AMSDELL, WILLIAM.** Network actor. (R) Sunbrite Junior Nurse Corps (Sunbrite Cleanser).
- AMUNDSEN, ALBERT.** Continuity writer, WMBH, Joplin. (R) since 1936. (P) teacher.
- ANDERSON, ANDY.** Musician, WHB, Kansas City. (R) since 1935; various local shows.
- ANDERSON, CARL.** Guitarist, WHEC, Rochester. (R) since 1931; shows include Ivanhoe Saladiers (Ivanhoe Mayonnaise), 1931; Morton Downey program (Camel Cigarettes), 1932; Pleasure Cruise (Socony), 1933; Kate Smith program (La Paloma Cigars), 1934.
- ANDERSON, CHARLES.** Announcer, actor, KOA, Denver. (R) since 1933; various local shows on this station and KFI, KFWB, Los Angeles. (L) Civic Theatre, Denver, 1930-33. (P) student.
- ANDERSON, EDWARD.** Staff announcer, WQDM, St. Albans. (R) various local shows.
- ANDERSON, ETTA.** Actress, comedian, KFNF, Shenandoah. (R) since 1929; local shows. (V) Spec & Eddy.
- ANDERSON, EUGENE W.** Singer (male quartet), KPO-KGO, San Francisco. (R) since 1928; various shows including Team Mates (Wesson Oil & Snowdrift), 1932; Carefree Carnival (Signal Oil), 1937. (L) Cross-out Timber Cruises, 1934-35. (V) Southern Harmony Four; Plantation Four; Bert Levey Circuit. (P) assistant superintendent, insurance company.
- ANDERSON, GUNNAR.** Organist, pianist, KVI, Tacoma. (R) since 1928; various local shows on this station and KNX, Los Angeles; KGU, KGMB, Honolulu. (F) High Society Blues (Fox), 1929; They Had to Get Married (Universal), 1932; cartoons (Universal), 1932. (L) The Book of Job, 1932. (V) Warner Bros. Circuit, 1933. Also accompanist for Victor Recordings.
- ANDERSON, GWENDOLYN.** Actress, WHO, Des Moines. (R) various local shows including Kentucky Winners program, 1937. (L) Kendall Community Playhouse, 1936. (P) student.

PROFESSIONAL RECORDS—Continued

- ANDERSON, HARRIS A.** Spanish guitarist, WROK, Rockford. (R) since 1936; various local shows on this station and WLS, Chicago.
- ANDERSON, JEAN & SWIFT, ALLISON.** Writers, announcers, CHAB, Saskatchewan. (R) since 1935; local shows. (P) secretary, stenographer.
- ANDERSON, LA VETA.** Entertainer, KOA, Denver. (R) since 1935; various local shows including Ford Rangers (Ford Motor Co.), 1935-36. (V) Weaver Bros. & Elviry, 1935. (P) clerk.
- ANDERSON, LILLIAN.** Singer, WICC, Bridgeport. (R) since 1934; local shows. (L) Theatre in the Woods productions, 1936. (P) stenographer.
- ANDERSON, RICHARD H.** Announcer, actor, WHO, Des Moines. (R) since 1935; local shows. (P) college.
- ANDERSON, SIDNEY.** Script writer, comedian, director, producer, actor, KFNF, Shenandoah. (R) since 1929; local shows. (V) independent bookings, 1924-25; The 3 Anderson Brothers, 1926-29; Spec & Etyy, all circuits.
- ANDRE, LOLA.** Commentator, philosopher, WRNJ, Racine. (R) since 1936; local shows. (L) Little Theatre Guild; The Wisconsin Players. (P) stylist, buyer.
- ANDREWS, GENEVRA.** Continuity writer, KUOA, Siloam Springs. (R) various local shows on this station and KTUL, KVOO, Tulsa; WMAQ, Chicago. (P) teacher.
- ANDREWS, MRS. FRANK.** Actress, KUOA, Siloam Springs. (R) various local shows on this station and KVOO, KTUL, Tulsa; WMAQ, Chicago. (P) teacher—dramatic art, scientific speech correction.
- ANDREWS, ROBERT.** Writer for H. N. Swanson, Inc., program producers.
- ANDREWS, TED.** Sports commentator, KWKH-KTBS, Shreveport. (R) since 1934; various programs, including football games (Skelly Oil), 1934-35; hockey games (Coca Cola), 1934-35-36; baseball games (General Mills), 1937.
- ANDREWS, WILLIAM.** Announcer, KPO-KGO, San Francisco. (R) various shows including One Man's Family (Tenderleaf Tea), 1935 to date.
- ANGELL, J. HERBERT.** Announcer, KQV, Pittsburgh. (R) since 1932; various local shows on this station and WJAS, Pittsburgh. (P) mechanical engineer.
- ANTHONY, ALLEN C.** Announcer, KWK, St. Louis. (R) since 1933; local shows including programs for General Baking Co., 1933-34; General Mills, 1936-37; Dodge Motors, 1936-37. (P) student.
- ARCHIBALD, GORDON.** Announcer, pianist, CKGB, Timmins, Ontario. (R) since 1927; various shows on this station and CFRB, Toronto, Ont.; CJKL, Kirkland Lake, Ont.; WLS, Chicago, including Eventide Echoes (Alka-Seltzer).
- ARD, JAMES.** Musician, WFAA, Dallas. (R) since 1935; local shows, including Dr. Pepper program, 1935-37.
- ARDEN, EVE.** Network comedienne. (R) Laugh with Ken Murray (Rinso and Lifebuoy).
- ARDEN, VICTOR.** Network orchestra leader. (R) El Toro Week-End Revue, 1932; Melody Matinee; Follies de Paree; Broadway Varieties; American Album of Familiar Music. (L) Lady Be Good; Funny Face; Spring Is Here.
- ARENA, MRS. FRANK.** Pianist, WWL, New Orleans. (R) since 1931; local shows. (L) musical comedy. (V) black and white act.
- ARENSTEIN, MICHAEL.** Cellist, KGW-KEX, Portland. (R) various local shows including Standard Oil Symphony Broadcasts. Member of Portland Symphony String Quartet.
- ARGUETTE, CLIFF.** Network actor. (R) Edgar Guest in Welcome Valley (Household Finance).
- ARIZONA SLIM (RICHARD DRESSLES).** Guitarist, singer, WSPD, Toledo. (R) since 1933; local shows. (V) Yodeling Cowboy with various revues.
- ARLINGTON, CHARLES G.** Announcer, producer, writer, KYW, Philadelphia. (R) since 1935; local shows on this station and WGST, Atlanta, including Richard Hudnut Varieties, 1937.
- ARLITT, CORINNE.** Pianist, accordionist, singer, KONO, San Antonio. (R) since 1935; local shows. (V) night club and floor show engagements.
- ARMBRUSTER, ROBERT.** Network conductor, musical director. (R) Lux Theatre of the Air; Gladys Swarthout-Frank Chapman Program, NBC; Coronet Magazine Program, NBC.
- ARMOUR, WANDA.** Pianist, harpist, organist, KRNR, Roseburg. (R) since 1930; local shows. (V) 1917; organist for several theatres. (P) piano teacher.
- ARMSTRONG, BERNIE.** Organist, KDKA, Pittsburgh. (R) various local shows. Theatre organist, 8 years.
- ARMSTRONG, DALE.** Actor, writer, KFAC, Los Angeles. (R) various local shows and newscasts. (F) Wake Up and Live (20th Century-Fox), 1937;

PROFESSIONAL RECORDS—Continued

- Artists & Models (Paramount), 1937; others. (P) newspaperman.
- ARMSTRONG, LOUIS.** Network orchestra leader. (R) Harlem Revue (Fleischmann Yeast for Health). (V).
- ARNALL, CURTIS.** Network actor. (R) Pepper Young's Family (P. & G., Camay Soap).
- ARNOLD, GENE.** Network entertainer. (R) Fitch Jingle Show (Fitch Shampoo).
- ARNOLD, KAY & BUDDY.** Harmony duet, WMCA, New York. (R) various shows on this station and WNEW, New York. (P) college.
- ARNOLD, RHODA.** Network soprano. (R) Invisble Microphone (Ruppert Beer); Hammerstein Music Hall of the Air (American Home Products); programs for Chrysler, Buick, Life Savers.
- ARONOW, JOE.** Singer, actor, WHO, Des Moines. (R) local shows. (P) school.
- ARRICK, GARNETTE.** Harpist, pianist, KSO, Des Moines. (R) local shows. (V) soloist and orchestra player, Chautauqua Circuit.
- ARRIGA, ARNO.** Musical director, WBNX, New York. (R) since 1926; Socony Hour (NBC), 1928; also various local shows including Crosley Hour, 1926-27; Consolidated Edison Co. program, 1937. Formerly played with Philharmonic Symphony Society.
- ARTHUR, ALLEN W.** Entertainer, WWVA, Wheeling. (R) since 1933; local shows including Fels Naptha, Willard Tablets, Olson Rug programs. (F) short, 1936. (V) 1933-34; 1934-37. (P) upholsterer.
- ARTHUR, ANN.** Actress, home economics commentator, KFI-KECA, Los Angeles. (R) since 1935; local shows including Happy Kitchen of the Air (Westinghouse), 1935; Happy Kitchen (Franco Baking Co.), 1936. (F) historical pictures (State Historical Picture Corp.), 1916-17.
- ARTHUR, BOB.** Announcer, WTAM, Cleveland. (R) various local shows on this station and WABC, WINS, WMCA, New York.
- ARTHUR, JACK.** Network master of ceremonies, baritone. (R) various shows including Johnny Hart (Standard Oil), 1932; Five Star Theatre (Standard Oil), 1933; Ziegfeld Follies of the Air (Palmolive), 1936; Vim Radio Stores programs, 1936-37. (L) What Price Glory; Deep River; Follow Through; Ziegfeld Follies. (V) Singing single.
- ARTZ, WILLIAM.** Network musical director. (R) since 1931; programs include Hinds Cream series, 1933; Quaker Oats program, 1934; House of Glass (Colgate), 1935; Evening in Paris (Bourjois); Royal Gelatin show with Willie and Eugene Howard (Standard Brands); Myrt & Marge (Colgate-Palmolive-Peet), 1937. (L) musical contractor for Lee & J. J. Shubert, 1920-27. (V) director of Rose-Room Orchestra, Waldorf-Astoria.
- ASCOT, RITA.** Network actress (ingenue and dialects). (R) since 1934; Alka-Seltzer Program, NBC, 1936; History in the Making (Evans Fur Co.), CBS, 1936; Oxydol's Own Ma Perkins (Procter & Gamble), NBC, 1937; others. (L) stock. (P) student.
- ASH, WALTER STEWART.** Organist, announcer, technician, KOIN, Portland. (R) since 1932; local shows. (P) student.
- ASHKENAZY, IRVIN.** Writer. (R) Literature Series (Shakespeare plays, for American School of the Air).
- ASPINWALL, HUGH.** Network singer, writer, actor, director. (R) since 1925; various shows including Lone Wolf Tribe (Wrigley's), 1933; Myrt & Marge (Wrigley's Chewing Gum Co.), 1933; The Weavers (Olson Rug Co.), 1934-37; Gloria Dale (General Mills), 1935. (P) florist.
- ASTAIRE, FRED.** Network actor. (R) the Packard Hour starring Fred Astaire (Packard Motors). (F) Dancing Lady (MGM), 1933; The Gay Divorce (RKO), 1934; Roberta (RKO), 1935; Top Hat (RKO), 1935; Follow the Fleet (RKO), 1936; others. (L) The Gay Divorcee; The Bandwagon; Smiles; others. (V) vaudeville and night clubs.
- ATWOOD, RUDOLF.** Network actor. (R) Goose Creek Parson (Super Suds).
- AUERBACH, ARTIE.** Network actor, comedian. (R) Phil Baker's show (Good Gulf Gasoline).
- AUGUSTINE, LOUIS.** Violinist, KANS, Wichita. (R) since 1931; local shows on this station and WGN, Chicago, (V) theatre director, 1928-31. Tours with Chicago Symphony.
- AUGUSTINE, MRS. LOUIS.** Cellist, KANS, Wichita. (L) Pirates of Penzance. 1936; Cavalleria Rusticana.
- AUKERMANN, EMERSON LOWELL.** Singer, trombonist, WWVA, Wheeling. (R) local show, 1937. (P) YMCA instructor.
- AUNT JEMINA.** Network singer. (R)

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- since 1932; various shows including **Jad Salts program**, 1932-33; **Rudy Vallee program**, 1935; **Bisodol program**, 1935; **Hammerstein Music Hall of the Air**, 1936-37. (F) **Stand Up and Cheer** (Fox). (L) **George White's Scandals**, 1921-22; **Show Boat**, 1927-32. (V) 1922-27 and 1932-37, including night club engagements. Real name: **Tess Gardell**.
- AUSTIN, CHARLES DUDLEY**. Bass fiddler, harmonica player, **KMOX**, St. Louis. (R) since 1935; local shows including **Peruna Mountain Minstrels**, 1935.
- AUSTIN, DON**. Announcer, producer, actor, **KGW-KEX**, Portland. (R) since 1930; local shows.
- AUSTIN, DON**. Singer, banjo, guitar player (Oklahoma Outlaws), **WHO**, Des Moines. (R) since 1934; local show. (F) **Rootin' Tootin' Rhythm** (Republic), 1937.
- AUSTIN, EDWARD ("SHUCKS")**. Entertainer, **KMOX**, St. Louis. (R) **Ozark Melodies program**, **CBS**, 1935-36; local shows including programs for **United Remedies**, 1934-37; **Olson Rug Co.**, 1935; **Falstaff Brewing Co.**, 1936. (V) **Ozark Mountaineers**, 1935.
- AUSTIN, HERBERT**. Announcer, **KYW**, Philadelphia. (R) since 1936; local shows including **Abbotts Dairies program**, 1936-37. (F) commercials. (V) 1930-31. (P) banker, advertiser.
- AUSTIN, LOIS**. Actress, **KPO-KGO**, San Francisco. (R) various shows including **Death Valley Days** (Pacific Coast Borax); **Sperry Sunday Special** (Sperry Flour Co.); **Hawthorne House** (Wesson Oil). (L) stock.
- AUSTIN, WILLIAM**. Accompanist (Song-fellows Quartet), **WHO**, Des Moines. (R) since 1936; local shows including **Curtis Candy program**, 1937.
- AUTHIER, LEE**. Pianist, orchestra leader, **WSPR**, Springfield. (R) various local shows. Pianist at **Embassy Club**, 4 years.
- AVERY, CATHERINE**. Singer, **WSJS**, Winston-Salem. (R) since 1936; local shows.
- ### B
- BABCOCK, JIM**. Network entertainer. (R) **Log Cabin Dude Ranch** (General Foods, **Log Cabin Syrup**).
- BABINGTON, STANLEY**. News editor and commentator, **WSPD**, Toledo. (R) since 1929; various local shows on this station and **WINS**, New York; **WJW**, Akron; **WHK**, Cleveland.
- BACHELORS, THE**. Quartet, **WNAC**, Boston. (R) since 1932; various shows, including **Lucky Strike program**, 1932. (L) **Dance Parade** (with **Gilda Grey**, **George Brent**). (V).
- BACKUS, GEORGIA**. Network actress, writer. (R) **Grape Ellis** (General Electric); **Brave Lady** (Gumpert Desserts); **Cavalcade of America**; **The Shadow**; **Lux Radio Theatre**; **Wonder Show**; **True Story Program**. (L) **Shanghai Gesture**; **One of the Family**; **East Side, West Side**. (P) college.
- BADOLATI, MARIS**. Actor, **WOV**, New York. (R) since 1936; local Italian shows. (F) **Parlami d'amore Marvi**, 1934; others. (L) since 1917. (V) 1922-24; director, Italian stock co.
- BAER, PARLEY**. Actor, **KSL**, Salt Lake City. (R) various local shows.
- BAILEY, BILLIE**. Network popular singer. (R) since 1933; shows include **Heinz Magazine of the Air**, 1937; **Hammerstein's Music Hall**, 1937; also various local shows. (F) short (Paramount), 1936. (P) music teacher.
- BAILEY, BOB**. Network actor. (R) **Mortimer Gooch** (**William Wrigley, Jr., Co.**).
- BAILEY, EDWARD**. Guitarist, **WHK-WJAY**, Cleveland. (R) since 1936; local shows including **Bernie & the Boys** (Pontiak dealers), 1937. (P) bookbinding.
- BAILEY, HARRY**. Continuity writer, **KMOX**, St. Louis. (R) since 1934; local shows on this station and **WMBH**, **Joplin**; **KCMO**, Kansas City. (P) newspaper work.
- BAILEY, ILOMAY**. Network singer. (R) **Piano Moods** (sustaining show), 1931; **Yeast Foamers**, 1932; **Chase & Sanborn Program**, 1933; **Household Musical Memory**. (V) 1933.
- BAILEY, JACK W.** Actor, comedian, dialectician, **California Radio System**. (R) various local shows. (F) **Skippy** (Mayfair Productions), 1937; **Looney Tunes**, 1937. (L) **Irene**, 1925.
- BAILEY, LORU**. Singer, **KOA**, Denver. (R) since 1935; local shows on this station and **WDAF**, **KMBC**, **WHB**, Kansas City; **Ranger Revue** (Ford Motor Co.), 1935-36. (V) **Weaver Bros. & Elvry**, 1933-35.
- BAILEY, RUTH**. Network actress. (R) **Rich Man's Darling** (Kolynos Tooth Paste), 1935-36; **Molly of the Movies** (Ovaltine), 1936; **Mortimer Gooch** (Wrigley Chewing Gum), 1936; **Girl Alone** (Kellogg Co.), 1937; **Hope Alden's Romance** (Purity Bakers), 1937. (L) **The Adding Machine**, 1928; stock, 1930-31, 1933-34. (P) model for commercial photography.

PROFESSIONAL RECORDS—Continued

- BAINBRIDGE, ELVA.** Singer, WROK, Rockford. (R) since 1934; various local commercial and sustaining shows. (P) office work.
- BAKER, ANN.** Singer, pianist, KXBY, Kansas City. (R) local shows.
- BAKER, DON M.** Announcer, actor, WMBC, Detroit. (R) since 1936; various local shows on this station and WJR, Detroit, including Sport Parade (San Felice Cigars), 1936. (L) Artisan Guild Players of Detroit, 1936. (P) teacher.
- BAKER, GENE.** Singer, production manager, KIRO, Seattle. (R) since 1932; Socony Oil program, CBS, 1935; also various local shows on this station and KOIN, Portland, including programs for Beneficial Loan Co., 1932-34. (P) student, railroad work.
- BAKER, JANET.** Singer, WHK-WJAY, Cleveland. (R) since 1936; local show. (V) personal appearances, Great Lakes Exposition, 1936.
- BAKER, JEFF.** Announcer, WTAR, Norfolk. (R) since 1934; local shows including Bond Bread Singer (General Baking), 1934-35; Kellogg Variety Show (Kellogg Co.), 1936. (P) accountant.
- BAKER, JOAN.** Network actress. (R) Renfrew of the Mounted (Continental Baking Co.).
- BAKER, JUNE.** Home management program, WGN, Chicago. (R) various local shows, including programs for Canada Dry Ginger Ale, Silver Dust, Gold Dust, Ruud Hot Water Heaters.
- BAKER, KENNY.** Network singer, actor. (R) Jack Benny program (Jello). (F) King of Burlesque (20th Century-Fox), 1936; Turn Off the Moon.
- BAKER, PHIL.** Network comedian. (R) programs for Armour Co. and Good Gulf Gasoline. (F) Goldwyn Follies. (L) Flo Ziegfeld Shows; Sam Harris Music Box; Shubert Shows. (V) appearances alone and with Ben Bernie. (P) office boy.
- BAKER, POLLY D.** Women's programs, actress, WTAM, Cleveland. (R) various local shows on this station and WHBC, Canton; WJW, WADC, Akron; WQAM, Miami. (F) commercials. (L) Greenwich Village Players, 1934. (P) production manager, General Broadcasting Co.
- BALDWIN, BILL.** Announcer, WOW, Omaha, Nebr. (R) since 1933; various local shows. (V) Own act, Billy Baldwin & Co., 1933-35. M.C. for National Walkathon Assn., 1933-35.
- BALDWIN, BILLY C.** Announcer, pianist, singer, Iowa Broadcasting Co. (R) since 1935; various shows. (V) 1929-37. (P) student.
- BALDWIN, J. GORDON.** Musical director, organist, pianist, accordionist, WHEC, Rochester. (R) since 1934; local shows including Koolmotor Amateurs, 1935.
- BALLANTINE, ROBERT.** Guitar, harmonica player, WHO, Des Moines. (R) since 1929; shows include National Barn Dance (Alka-Seltzer), 1929-35; Puroil Pepsters, 1935-36; Sinclair Minstrels, 1936. (P) school.
- BALLARD, PAT (FRANCIS DRAKE BALLARD).** Network writer. (R) Chesterfield program, 1934; material for Kay Thompson, Lucky Strike; Fred Waring, Ford; Ben Bernie, Pabst Blue Ribbon Beer; Lennie Hayton, Socony-Vacuum, 1935-37. (L) Rah Rah Daze, 1930 (book lyrics and music, with Fred Waring); So Beats My Heart for You—song for Passing Show, 1930. (V) Earl Fuller's Orchestra, 1922-23. (P) advertising writer.
- BALLOU, DICK.** Network orchestra leader. (R) Quality Twins (Knox Gelatine).
- BARBER, WILLIS W.** Singer (quartet), KPO-KGO, San Francisco. (R) since 1932; various shows, including programs for Wesson Oil Co., 1932; Signal Oil Co.,

GRACIE BARRIE

Singing Star of

“THE SHOW IS ON”



Exclusive Management

HERMAN BERNIE

1619 Broadway

NEW YORK

PROFESSIONAL RECORDS—Continued

1937. (L) Crosscut Show, 1934-35. (V) Southern Harmony Four, 1932-37. (P) electrical work.
- BARKER, JOSEPH HALBERT.** Entertainer, WHJB, Greensburg. (R) since 1934; various local shows on this station and WMMN, Fairmont.
- BARKER, ROBERT L.** Announcer, producer, script writer, WSBT-WFAM, South Bend. (R) since 1936; announcer for first Ted Husing Sport Flashes (Atlantic Refining), CBS; also various local shows. (V) amateur contest groups. (P) cashier, bookkeeper.
- BARKER, VIRGINIA F.** Singer, KSL, Salt Lake City. (R) since 1929; various local shows. (L) Salt Lake City Civic Operas.
- BARKLIE, LUCILLE.** Network actress. (R) General Mills program.
- BARLOW, HAMPTON.** Singer, KSL, Salt Lake City. (R) since 1936.
- BARLOW, HOWARD.** Network conductor. (R) March of Time (Remington Rand); programs for Philco, Plymouth, World Peaceways, La Polina, Listerine; others. (L) Grand Street Follies, 1924-26; others.
- BARNACLE BILL (ROY SHELLEY).** Singer, ukelele player, M.C. WMCA, New York. (R) since 1933; local shows, including programs for Adam Hats, Borden's Milk. (P) fancy diver.
- BARNES, AMANDA H.** Actress, writer, WWL, New Orleans. (R) since 1932, including original script, Just Home Folks, sponsored by Pittsburgh Glass, 1934; Hinds Honey and Almond Cream, 1935-36. (P) dramatic head at high schools, colleges.
- BARNES, FORREST.** Writer for American Radio Features, program producers.
- BARNES, PAT.** Network commentator, announcer. (R) Lombardo Land; National Farm Hour; Pat Barnes' Tasty-east program; P. & G. program for Dreft; others. (L) A Buck on Leave. (P) tree surgeon.
- BARNET, CHARLIE.** Network orchestra leader. (R) National Motor Boat Show. Is also Victor recording artist.
- BARNETT, SANFORD H.** Network writer. (R) various shows, including Bakers Broadcast (Standard Brands), 1935-36; Lux Radio Theatre (Lever Bros.), started 1936. (P) newspaper reporter, advertising copy writer.
- BARNEY, MARION.** Network actress. (R) Pepper Young's Family (P. & G. for Camay Soap).
- BARRET, MAURICE.** Director, producer, author, actor, WHN, New York. (R) since 1929; NBC shows, Rise of the Goldbergs, 1929; Death Valley Days (Pacific Coast Borax), 1932; Gibson Family (Colgate-Peet), 1933; Potash & Perlmutter (Feenamint), 1934; CBS show, Gem Highlights (Gem Razors), 1934. (F) director, author, Warner Bros. and Columbia. (L) 28 years on Broadway and the road. (V) Maurice Barret & Co.
- BARRETT, EDWIN G.** Director, announcer, Iowa Broadcasting Co. (R) Uncle Bill Reads the Funnies, 1933-37; (P) Drake University business manager.
- BARRETT, PAT (UNCLE EZRA).** Comedian, WLS, Chicago. (R) various shows, including WLS National Barn Dance (Alka-Seltzer), NBC, 1933; Station EZRA (Alka-Seltzer), WMAQ. (V) 1907-31. (P) architect.
- BARRETT, PHIL.** Singer, WPG, Atlantic City.
- BARRETT, RAY.** Announcer, actor, dialectician, WDRC, Hartford. (R) various local shows on this station and WBNX, New York, including programs for Coca-Cola, Philco, Borden Milk Co. (L) stock. (V) Nut Stuff, 1927; Barbarians, 1929.
- BARRON, ROBERT.** Network actor. (R) The Story of Mary Marlin (P. & G., for Ivory Soap).
- BARRY, CHARLES C.** Announcer, sports commentator, WRC, Washington. (L) stock, 1935-36; Washington Civic Theatre, 1936-37. (P) advertising copy writer
- BARRY, JACK.** Announcer, WIP, Philadelphia. (R) various local shows. (V) M.C. for various units through Eastern States.
- BARRIE, GRACIE.** Network blues singer. (R) programs for Pabst Blue Ribbon Beer, 1935; Bromo-Seltzer, 1935; American Can, 1936; Hammerstein's Music Hall, 1936. (L) Strike Me Pink, 1933; George White's Scandals, 1935 and '36; The Show Is On. (V) coast to coast, 1933-37.
- BARRYMORE, ETHEL.** Network actress. (R) Famous Actors Guild presents Ethel Barrymore (Bayer Aspirin); numerous guest appearances. (F) Rasputin and the Empress, 1932. (L) The Rivals, Declasse, The Love Duel, and many others.
- BARSI, DANTI.** Musician, director, KSFO, San Francisco. (R) since 1925; Chili Peppers (Don Lee Network), 1930-32; various shows on this station and KHJ, KNX, Los Angeles; KFRC, San Francisco. (P) accordion teacher.
- BARTELL, JAMES.** Singer, WLTH, New York. (R) local shows.
- BARTH, RUTH MARGARET.** Actress, KMBC, Kansas City. (R) since 1933;

PROFESSIONAL RECORDS—Continued

- local shows, including Red Horse Ranch (Socony Vacuum Oil), 1933-34; True Dog Stories (Red Heart), 1935-37; Gossip Club (General Electric), 1936-37. (L) Woodward Players, 1932. (P) student.
- BARTLETT, RICHARD.** Announcer, WBBZ, Ponca City. (R) local shows. (L) Little Theatre productions. (P) Barnsdall Refining Corp.
- BARTON, CRAIG.** Coach, arranger, accompanist, WFAA, Dallas. (R) since 1935; local shows, including programs for Greyhound Bus, Hinds Honey & Almond, White Swan Coffee, 1935.
- BARTON, EILEEN.** Network singer, comedienne (juvenile). (R) Rudy Vallee Hour (Fleischmann Yeast); Eddie Cantor program (Pebecco Tooth Paste), Jolly Gillette on Milton Berle program (Gillette). (F) shorts (Columbia). (V).
- BARTON, HOWARD.** Writer, producer, WTAM, Cleveland. (R) since 1930; various local shows.
- BARUCH, ANDRE.** Network announcer, commentator, master of ceremonies. (R) Your Hit Parade (Lucky Strike Cigarettes); Evening in Paris; Bobby Benson; Tomorrow's News Tonight (Liberty Magazine); Just Plain Bill; other shows for Bond Bread, Ford Motor Co., Ward Baking Co. (F) shorts (Paramount & Warner). (V) 1931-1932. (P) illustrator.
- BASCH, FRANKIE (FAITH FORTUNE).** Interviewer, master of ceremonies, advice to the lovelorn, news commentator, WMCA, New York. (R) various local shows, including Canadian Fur Trappers (I. J. Fox). (P) advertising.
- BASON, HARRY E.** Musical director, WIRE, Indianapolis. (R) since 1932; various local shows. (V) 1922-31, B. F. Keith, Marcus Loew, International Booking Office, Laskey Piano Themes.
- BASS, FRED C.** Program director, orchestra leader, pianist, CKWX, Vancouver, B. C. (R) since 1930; various local shows. (L) own stock company, 1921-22; lead, Romance of Vancouver, 1936.
- BATTERSEA, W. WESLEY.** Production manager, announcer, KLZ, Denver. (R) since 1934; local shows. (L) Zanzal, 1930; Dinner at Eight, 1931; Double Door, 1932; others.
- BAUGHMAN, ELMER.** Announcer, actor, WCKY, Cincinnati. (R) local shows on this station and WLW, Cincinnati, including Life of Mary Southern (Hinds Honey & Almond Cream), 1935; Famous Jury Trials (Mennen Products Co.), 1936; True Detective Mysteries (True Detective Magazine), 1936; Pinex Postoffice (Pinex Cough Syrup), 1936; Dodge Show Down Review (Dodge Bros.), 1936. (L) Shakespearean Repertory. (P) salesman.
- BAUGH, EUGENE.** Musical director, WBAP, Fort Worth. (R) since 1930; local shows, including Jewel Gems (Swift & Co.), 1933-34; Cosden Oil program, 1937. Formerly with various orchestras, including Fort Worth Symphony, Dallas Symphony.
- BAUGHN, EDWARD.** Announcer, continuity writer, WJMS, Ironwood. (R) various local shows.
- BAULA, ROGER.** Announcer, CKAC, Montreal, Que. (R) since 1936; local shows, including Weston's Biscuit program, 1937. (P) newspaper man.
- BAUM, CLAIRE.** Network actress. (R) Mortimer Gooch (William Wrigley, Jr., Co.).
- BAUMEL, EDDIE.** Pianist, organist, musical director, announcer, continuity writer, KGNC, Amarillo. (R) since 1927; local shows, including Kelvinator program, 1937.
- BAUMGARTEN, BERT W.** Pianist, arranger, KWK, St. Louis. (R) since 1930; local shows on this station and KSD, KMOX, St. Louis. (V) 1932-34. (P) railroad clerk.
- BAXTER, BEE.** Conductor of women's programs, KSTP, Minneapolis. (R) since 1930; various local shows on this station and WOW, Omaha; KSOO, Sioux Falls.
- BAXTER, LEO.** Announcer, musician, WBOW, Terre Haute. (R) local shows, orchestra leader, vaudeville and films.
- BAXTER, TOM.** Network actor. (R) Goose Creek Parson (Super Suds).
- BAY, VICTOR.** Network conductor. (R) March of Time (Time Magazine), 1935, 1936; sustaining CBS programs since 1935. (L) conducted Cleveland Symphony Orchestra, August, 1936. Formerly violinist with Pavlova, and with the Philadelphia Orchestra.
- BAYEK, E. GILBERT.** Announcer, WDRC, Hartford. (R) since 1936; various shows, including The Musical Journey (Sears-Roebuck), 1936. Formerly trumpeter with several recording bands.
- BAYLOR, DAVID M.** Announcer, WGAR, Cleveland. (R) since 1933; local shows on this station and WJW, Akron. (L) The Surgeon, 1932; stock, 1932. (P) school.
- BAYLOR, SHIRLEY.** Actress, WGAR, Cleveland. (R) since 1934; local shows on this station and WCAE, Pittsburgh. (P) student.

PROFESSIONAL RECORDS—Continued

- BEACH, LEWIS.** Writer. (R) Joseph and His Brethren.
- BEAL, WILLIAM G.** Announcer, KDKA, Pittsburgh. (R) since 1935; various local shows. (P) college.
- BEARSON, LAWRENCE.** Actor, script writer, WMEX, Boston. (R) since 1933; various sustaining shows. (L) Stevedore, with New Theatre Group.
- BEASLEY, ELIZABETH IRENE.** Network singer, writer, announcer. (R) Ward's Tip Top Club (Ward Baking Co.), 1930; Old Dutch Girl (Old Dutch Cleanser), 1930-32; Burn's Panatella program, 1931; Sport Slants (Mennen), 1932; The Armour program, 1934; Du Pont program, 1936-37; Life Savers program, 1936; guest appearances, Frank Parker's program (Atlantic Refining), 1935. (L) Thumbs Up, 1935. (V) since 1932; night club engagements.
- BEAVERS, WILLIAM W.** Chief announcer, WCOL, Columbus. (R) since 1929; local shows. (L) stock, 1922-23; Brandon Evans Players, 1924-25; Gilbert & Sullivan operettas with Independent and Franklin Players. (P) student.
- BEEK, JACKSON.** Actor, producer, announcer, WMCA, New York. (R) various shows on this station and WHN, New York, including Unsung Champions (Tastyeast); Death Valley Days (Pacific Coast Borax); Five Star Final (Remington Rand). (F) voice double for Frederick March, Joel McCrea, Basil Sydney.
- BECKER, FRED.** Announcer, KRKO, Everett. (R) since 1935; local show. (P) aviation; newspaper advertising.
- BECKER, PHILIP.** Announcer, WTIC, Hartford. (R) since 1934; local shows, including Venida Hair Net, 1934; Kremel Dessert, 1934; New England Pure Food Institute programs, 1934-35. (P) brokerage houses.
- BELOIN, ED.** Network writer. (R) shows for Jack Benny (with Bill Morrow). (F) Paramount productions.
- BEDNARCZYK, ANTONI.** Polish actor, opera singer, WSBC, Chicago. (R) various local shows. (L) dramatic and operatic parts on Polish stage in city-owned theatres; similar appearances on the American stage.
- BERNARCZYK, HELEN.** Polish actress, writer, WSBC, Chicago. (R) various local shows. (L) dramatic parts on the Polish and American stage, from 1910 to date.
- BEDROSSIAN, ZABELLE.** Singer, shoppers' service, WSPR, Springfield. (R) since 1936; local shows.
- BETLE (WARD WILSON).** Network comedian. (R) Beetle, of Bottle and Beetle on Phil Baker's program (Good Gulf Gasoline). (See: Ward Wilson).
- BEGLEY, EDWARD.** Character actor, WTIC, Hartford. (R) since 1931; local shows, including Slumber Hour (Travelers Insurance Co.), 1931-37; Melody Moments (Gulden's Mustard), 1934. (V) The Four High Hatters, 1929. (P) theatre manager.
- BEHAN, JOHN E.** Singer, organist, pianist, WHO, Des Moines. (R) local shows, including programs for Phillips Petroleum, Morton Salt, Benjamin Moore Paint Co., Acme Paint Co. (F) Warner Bros., Paramount, RKO and First National productions, including The Desert Song, Mammy, Big Boy, Rio Rita, Vagabond King.
- BEHRENS, JERRY.** Singer, KWK, St. Louis. (R) since 1933; local shows on this station and WWL, New Orleans; WCKY, Cincinnati; network show, Household Finance program, NBC. (V) 10 years, various circuits. (P) electrician.
- BELASCO, LEON.** Network orchestra leader. (R) programs for Woodbury Soap, 1932-33; Oldsmobile, 1933; Armour & Co., 1934-35. (F) shorts (Warner Bros., 1932; Paramount, 1934). (V) Leon Belasco and his Orchestra, 1932-35; hotel and night club engagements.
- BELFI, CHARLES L.** Studio director, KABC, San Antonio. (R) since 1930; local shows on this station and KFUL, Galveston; KFJF, KOMA, Oklahoma City; K TSA, San Antonio; KFDM, Beaumont; including Montgomery Ward program, 1936. (V) night club m.c., 1932-33.
- BELICZA, ANNA.** Singer, WMCA, New York. (R) various sustaining shows. (P) teacher.
- BELL, GLADYS.** Pianist, KROC, Rochester. (R) various local shows. (L) stock, 1927-37. (V) Show Boat Players; girls' dance band.
- BELL, HUGH.** Actor, WFAA, Dallas. (R) since 1935; various local shows, including Aladdin Lamp Co. program, 1935-36. (L) Little Theatre productions, 12 years.
- BELL, JOSEPH.** Network actor, director, announcer. (R) 20,000 Years in Sing Sing (Sloan's Liniment); Uncle Jim's Question Bee (George Washington Coffee); others.
- BELL, JACK.** Singer, WCMI, Ashland. (R) since 1932; local shows, including Broadcast Corned Beef Hash program (Illinois Meat Co.), 1932. (V) 1920-31.
- BELL, MERI.** Network entertainer. (R) Five-Star Revue (Karo Syrup and Linit).

Jack Benny

And

Mary Livingstone

The JELLO Program
NBC-Coast-to-Coast

YOUNG & RUBICAM
AGENCY

Personal Representative:
ARTHUR LYONS
LYONS, McCORMICK & LYONS

PROFESSIONAL RECORDS—Continued

- BELLES, HAROLD E.** Member male quartet, WJR, Detroit. (R) since 1933; local shows, including Goebel Brewing program, 1933-34; Household Finance Musical Clock, 1935-36. (F) commercials. (P) salesman.
- BELT, RICHARD EARL.** Announcer, WBNS, Columbus. (R) since 1935; local shows on this station and KRNT, Des Moines; WSMK, Dayton. (P) student.
- BENANDER, KATHRYN W.** Pianist, WMC, Memphis. (R) since 1934; various local shows.
- BENANDER, MILTON M.** Production manager, WNBR, Memphis. (R) since 1934; local shows.
- BENAVIE, SAMUEL J.** Musical director, WJR, Detroit. (F) educationals, commercials. Musical director, Fisher and Capitol Theatres.
- BENCHOFF, VIVIAN.** Singer, WOC, Davenport. (R) since 1936; local shows.
- BENDON, FLORENCE.** Singer, style reporter, WFIL, Philadelphia. (R) since 1935; local shows on this station and WPEN, Philadelphia. (P) secretary.
- BENNETT, CAROL.** Commentator, KYW, Philadelphia. (L) Countess Maritza, 1928; concert violinist and singer, 1922-27.
- BENNETT, DONN.** Dramatic director, WBNF, Binghamton. (R) since 1930; local shows on this station and KDKA, Pittsburgh. (L) stock, 1932-34; Three-Cornered Moon, 1933. (V) personal appearance tour, 1934.
- BENNETT, DOROTHY.** Dramatic actress, WOW, Omaha. (R) since 1936; various local shows on this station and KOIL, Omaha. (L) Her Husband's Wife, 1931; Smilin' Thru, 1933; Ladies of the Jury, 1937; others.
- BENNETT, FRED (FREDERICK O. BENIGNUS).** Newscaster, WCOL, Columbus. (R) since 1934; various local shows. (P) college.
- BENNETT, HAROLD.** Actor, announcer, WHBQ, Memphis. (R) since 1936; various local shows, including The Job Clinic, 1937. (P) salesman.
- BENNETT, HIPPIE.** Musician, KGNC, Amarillo. (R) local show, 1937. (F) Pirate Party of Avalon. (V) Walt Wood's Melody Makers, 1924-25; Buddy Rogers, 1935. (P) mechanic.
- BENNETT, LOIS.** Network entertainer. (R) Waltz Time (Phillips Milk of Magnesia).
- BENNETT, LUCILLE.** Singer, KMOX, St. Louis. (R) since 1932; local shows on this station and WIL, St. Louis. (V) 1935.
- BENNETT, RAINE.** M.C., commentator, KFI-KECA, Los Angeles. (R) producer for several NBC and CBS shows; also various local shows. (F) lead in The Raven (Universal), 1936. (P) publisher. newspaper feature writer.
- BENNING, WILLIAM J.** Musical director, WTMJ, Milwaukee. (R) since 1928; local shows. (L) musical comedy, tabloids, 1915-18. (V) 1912-27.
- BENNY, JACK.** Network comedian. (R) Canada Dry Beverages, 1932; Chevrolet program; Jello Show, since 1934. (F) Hollywood Review (MGM), 1929; The Road Show (MGM); The Medicine Man, 1930; The Big Broadcast of 1937; others. (L) Earl Carroll's Vanities; Shubert Revues. (V).
- BENSON, FRAN & FRANCES.** Harmony team, WMCA, New York. (R) various shows, including Fran & Frances (Crazy Water Crystals, 1934; Sears-Roebuck, 1935). (P) college.
- BENTLEY, ROBERT.** Program director, WCPO, Cincinnati. (R) since 1933; various local shows. (F) Orphans of the Storm (D. W. Griffith); Lovers Leap (Gregory La Cava); The Soul Call (Pate). (L) stock leading man. (P) school.
- BERCH, JACK.** Network singer, actor. (R) Knox Gelatine program; Delv program; Jack Berch and His Boys (Fels Naptha Soap).
- BERCOVITZ, ABE.** Musical director, violinist, KGW-KEX, Portland. (R) since 1924; local shows. Paramount Theatre Orchestra.
- BERENTSEN, RUTH.** Actress, WHEC, Rochester. (R) local show, Queen of the Genesee (Standard Oil Co.), 1936. (L) stock, 1927-33.
- BERG, GERTRUDE.** Network script writer, producer, actress. (R) The Goldbergs (Super Suds, Colgate Dental Powder); House of Glass (Colgate-Palmolive-Peet).
- BERGEN, EDGAR.** Network (NBC) ventriloquist. (R) Rudy Vallee program (Royal Gelatin), 1936-37; Chase & Sanborn Hour, NBC. (F). (V).
- BERGGREN, ROXANE R.** Actress, WHO, Des Moines. (R) local shows, including Kentucky Winners (Penn Tobacco Co.), 1937. (P) stenographer.
- BERGMAN, ALBERT G.** Educational program, KFI-KECA, Los Angeles. (R) since 1933; local show, Law in Everyday Life.
- BERGMAN, ERNEST E.** Musician, WOW, Omaha, Nebr. (R) since 1934; various local shows on this station and KFAB, KOIL, KFOR.

EDGAR BERGEN and CHARLEY McCARTHY



NBC—CHASE AND SANBORN HOUR

With deep appreciation to that great artist and my friend, Rudy Vallee, and to the J. Walter Thompson Company, who made my present program possible.

PROFESSIONAL RECORDS—Continued

- BERGMAN, TEDDY.** Network comedian, dialectician, dramatic actor. (R) True Detective Mysteries (True Detective Magazine); Joe Palooka; Penthouse Party; NTG & His Girls (Bromo-Seltzer), 1935. (L) five years on dramatic stage.
- BERGMAN, VIRGINIA.** Pianist, organist, WOW, Omaha. (R) since 1934; various local shows. Organist, Omaha Orpheum Theatre.
- BERGSTROM, ARTHUR.** Actor, reader, WTIC, Hartford. (R) various local shows. (L) stock, 1930-31. (P) salesman.
- BERLE, MILTON.** Network comedian. (R) Ziegfeld Follies of the Air, 1936; Gillette Community Sing; other programs for Old Gold, 1933; Fleischmann Yeast, 1933-35; Shell Oil, 1935. (F) New Faces of 1937 (RKO). (L) Earl Carroll Vanities; Saluta; Ziegfeld Follies; Life Begins at 8:40. (V) Melody of Youth, 1917-19; Florodora Sextet, 1920; Kennedy & Berle, 1921-24; single act, 1924 to date.
- BERMAN, HARRY.** Violinist, conductor, WICC, Bridgeport. (R) since 1934; local shows. (L) 1930-33.
- BERNARD, DON.** Writer for H. N. Swanson, Inc., program producers.
- BERNARD, JOSEPH F.** Singer, WBZ-WBZA, Boston. (R) since 1934; local shows. (V) 1934-37. (P) aviator, flying instructor.
- BERNIE, BEN.** Network orchestra leader. (R) Pabst Blue Ribbon Malt program, 1931-35; American Can Co. presents Ben Bernie, 1936-37; Mennen Powder program. (F) Stolen Harmony (Paramount); Shoot the Works (Paramount); Wake Up and Live (Twentieth Century-Fox), 1937. (V) appearances on all circuits.
- BERRENS, FRED.** Sustaining shows.
- BERRIGAN, BUNNY.** Network orchestra leader. (R) Fun in Swing Time (Admiracion Shampoo).
- BERRY, CHARLES.** Announcer, continuity writer, WOV, New York. (R) NBC and CBS; Red Davis (Beechnut); Cunard Line Revue; Tito Guizar's Serenade (Brillo Mfg. Co.); also local shows on this station and WMCA, WLWL, New York, including Five Star Final (Remington Rand). (L) Low Bridge, 1933; Uncle Tom's Cabin, 1933. (P) Newspaper work.
- BERRY, ED.** Pianist, KLO, Ogden. (R) since 1929; local shows on this station and KLZ, Denver, including programs for Sears-Roebuck, Goodrich. Formerly orchestra leader.
- BERWIN, BERNICE.** Network dramatic actress. (R) Jack & Ethyl (Associated Oil), 1928-31; Memory Lane (General Petroleum Co.), 1930-34; Spotlight Review (Associated Oil Co.), 1931-32; One Man's Family (Tenderleaf Tea), 1932. (L) stock. (P) college.
- BESTOR, DON.** Network orchestra leader. (R) programs for Nestle's Chocolate, Jello, American Tobacco Co., General Tires. (F) Vitaphone Shorts. (V) RKO Warner, Publix, Loew Theatres. Is also Victor recording artist.
- BETNER, IRMA F.** Director, KSL, Salt Lake City. (R) since 1929; local shows. (F) Westward Ho, 1929; Message of the Ages, 1931. (L) Poor Little Rich Girl, 1921; John Gabriel Borkman, 1922. (V) The Lamp of Genii, 1924-26; Merry-Go-Round, 1930-35.
- BETTS, FRANKLIN.** Pianist, organist, continuity writer, announcer, WCHV, Charlottesville. (R) since 1931; various shows on this station and WABC, New York; WGH, Newport News.
- BETTS, HAROLD.** Singer, pianist, announcer, orchestra leader, WSPD, Toledo. (R) since 1927; local shows on this station and KSTP, WTCN, WCCO, St. Paul; WJR, Detroit; WTAM, Cleveland; has also made transcriptions. (L) stock. (V).
- BETTY & BOB (ELIZABETH RELLER, LESTER TREMAYNE).** (R) Betty & Bob (General Mills).
- BEUHLER, BUDDY.** Network entertainer. (R) Twin Stars (National Biscuit Co.).
- BIAGINI, YOLANDA.** Italian announcer, actress, WSBC, Chicago. (R) local shows on this station and WIND, Gary; WGES, WCFL, WCBF, Chicago. (L) Chicago Italian Theatre.
- BICKNELL, JAMES H.** Guitarist, singer, WROK, Rockford. (R) various local commercial and sustaining shows. (P) clerk, cabinetmaker.
- BIERSTADT, EDWARD.** Network writer. (R) since 1927; various shows, including Empire Builders, Historic Trials, The Westinghouse Salute, Realities of Ro-



“With one grand flourish of his sceptre and his tongue in his cheek, Bernie punctures the whole elaborate fabric of advertising blather with which radio is cursed . . . He is a pioneer, is Bernie . . . *he has started something*. In short, he kids his advertiser . . . but he does it adroitly, charmingly, and, in our opinion, ever amusingly. Unless we are greatly mistaken he has given other commercial sponsors something to think about, worried, as we understand they are, over the growing apathy of the armchairs. Ben Bernies are not growing on the radio bushes. It isn't every one who can wisecrack his commercial product into the favor of listeners. Ben Bernie was the first to direct any kidding at the sponsor.”

From the New York American column, THE LOUDSPEAKER, by Louis Reid, November, 1931.

PROFESSIONAL RECORDS—Continued

- mance, Criminal Parallels, 20,000 Years in Sing Sing with Warden Lawes. Author of following books: Punishment, The Great Betrayal, Satan Was a Man, What Do You Know About Crime?
- BIGELOW, WILBUR.** Gospel singer, WMEX, Boston. (R) since 1935; various local shows. (L) Malden Civic Opera Company productions, 1930-37. (P) truck driver.
- BILL, EMIL N.** Singer, announcer, actor, WMBD, Peoria. (R) since 1935; local shows, including Montgomery Ward program, 1936-37. (L) stock. (V) 1905, 1912, 1919-29.
- BILLS, MARTIN (BARK W. BILLS).** Singer, KYW, Philadelphia. (R) since 1926; local shows on this station and WOWO, Ft. Wayne; WJR, Detroit. (L) Chicago Symphony, 1935. (P) athletic coach.
- BINDT, FRANK A.** Announcer, KRE, Berkeley. (R) local shows on this station and KGBM, Honolulu. (P) student.
- BINFORD, PAT.** Singer, M.C., WRVA, Richmond. (R) various local shows, including Corn Cob Pipe Club, 1927-37; Old Timers (Edgeworth Tobacco), 1928-35.
- BINGHAM, VIRGIL.** Blind pianist, director, arranger, KOA, Denver. (R) since 1929; various local shows on this station and WDAF, WHB, Kansas City; WHO, Des Moines, including Household Harmonizers (Household Finance Co.), 1935; Red and Tag (Chevrolet Motor Co.), 1936.
- BIONDI, FERDINAND.** Announcer, actor, CKAC, Montreal, Que. (R) local shows, including Sonia Products program, 1937. (L) stock. (P) accountant.
- BIRD, EILEEN.** Singer, WWL, New Orleans. (R) local shows.
- BISHOP, FRED A.** Script writer, director, actor, WNAC, Boston. (R) since 1936; local show, Affairs of the Hemingways (Salicon), 1936-37. (L) Three Twins, Bright Eyes; Take It from Me; Enchantress; others, 1910-29; Atlanta Civic Opera Co.; St. Louis Municipal Opera Co.
- BISHOP, PAT.** News commentator, KFI-KECA, Los Angeles. (R) since 1934; local shows. (L) stock, 1928-34. (P) student.
- BITTICK, BUD.** Singer, WIL, St. Louis. (R) since 1935; various local shows, including Today's Winners (American Brewing Co.), 1935-36. (V) York, Statler, and Coronado Hotels. (P) student.
- BLACK, FRANK.** General musical director, NBC. (R) Magic Key of RCA; Carnation Contented Hour (Carnation Milk); String Symphony (sustaining); Five Hours Back (short-waved to England). Conducted Cleveland Orchestra, Great Lakes Exposition and World's Fair, 1936; Robin Hood Dell concerts in Philadelphia, 1935. Has also given numerous concerts.
- BLACK, FRANK.** Musician, WHBF, Rock Island. (R) local shows.
- BLACK, HAROLD.** Orchestra, WOW, Omaha, Nebr. (R) since 1932; various local shows. Also with Freddie Ebener's Orchestra, 1934-37.
- BLACK, TED.** Network orchestra leader. (R) programs for Campbell Soups, 1931; Venida Hair Products, 1933; also shows for Mutual and local stations. (L) Hammerstein's Ballyhoo Production. (V).
- BLACKBURN, ARLINE.** Network actress. (R) True Story Magazine program; Vanished Voices (Blue Coal); The O'Neills (P & G); Just Plain Bill (Kolynos Tooth Paste); Rich Man's Darlin' (Affiliated Products); Five Star Jones (Mohawk Rugs); Floyd Gibbons' Adventure Stories (Colgate - Palmolive - Peet). (F) The Other Man's Wife; The Thirteenth Chair; Annabelle Lee; School Days; others. (L) The Copperhead, 1916; Seventeen, 1924; others.
- BLACKMAN, BARBARA.** Singer, WHBF, Rock Island. (R) local shows.
- BLACKSTONE, ROWLAND.** Organist, pianist, WMEX, Boston. (R) various local shows as staff pianist. (V) minstrel shows.
- BLACKWELL, H. BURTON.** Announcer, actor, WAVE, Louisville. (R) since 1935. local shows, including Children's Amateur Hour (Montgomery Ward), 1936-37; Minit Rub program, 1937; Radio Newspaper (American Tobacco Co.), 1935. (L) stock, 1928-29; Wright Players, 1931; Bainbridge Players, 1931.
- BLAINE, JERRY.** Orchestra leader. (R) various network broadcasts. Variety recording artist.
- BLAINE, JOAN.** Network actress. (R) The Story of Mary Marlin (Kleenex).
- BLAIR BROTHERS.** Guitarists, WGRC, New Albany. (R) local shows.
- BLAIRE, JOAN.** Network actress. (R) A Tale of Today (Princess Pat, Ltd.).
- BLAIR, JULES.** Director children's and dramatic broadcasts, WSPD, Toledo. (R) since 1926; local shows on this station and WTAL, Tallahassee. (L) since 1923; La Salle & Kock Opera Co., Scottish Rite Opera Co., stock. (P) salesman.
- BLAKE, CLARE.** Network player. (R) Romance of Helen Trent (Edna Wallace Hopper).

PROFESSIONAL RECORDS—Continued

BLAKE, HELEN. Announcer (women's programs), WNBX, Springfield. (R) local sustaining shows.

BLAKE, RANDY (HAROLD WINSTON). Singer, WJJD, Chicago. (R) local shows, including Drug Trade Products program, 1936. (V) with Joyce Landa, 1926-28. (P) sales manager.

BLAKEMAN, GUY. Violinist, KWK, St. Louis. (R) since 1930; Happy Days in Dixie, NBC, 1933; Welcome Valley (Household Finance), NBC, 1936; also local shows, including programs for Crosley Radio, 1930-31; 1934-35; Olsen Rug, 1934-35. (V) 9 years, including Paramount Circuit. (P) farmer.

BLAKLEY, CLINTON. Announcer, WBIG, Greensboro. (R) since 1927; local shows on this station and WIS, Columbus; WBT, Charlotte; WCSC, Charleston; WJTL, Atlanta; WRDW, Augusta, including Sieberling Singers, 1927-29; Pure Oil program, 1928; football broadcasts (Coca-Cola), 1929-32; Chevrolet program, 1930.

BLANCHARD, GEORGE O. Pianist, actor, KDB, Santa Barbara. (R) since 1936; local shows. (L) The Christmas Carol, 1928; The Passing of the Third Floor Back, 1933; Sunbonnet Sue, 1933;

others. (V) 1928; Santa Barbara Follies, 1931-32.

BLAND, AL. Announcer, script writer, WKRC, Cincinnati. (R) various local shows. (V) M.C. engagements. (P) editor.

BLAND, LEE. Announcer, continuity writer, WKRC, Cincinnati. (R) various local shows. (P) motion picture projectionist.

BLAYLOCK, ROBERT. Lecturer, WHO, Des Moines. (R) since 1931; local shows, including La Fendrich Cigar program. (F) shorts. (L) 1897-1930. (V) More Sinned Against Than Usual; The Redskin, 1907.

BLAYNE, RICHARD. Announcer, actor, WMCA, New York. (R) various shows, including Five Star Final (Remington Rand), 1936-37. (F) Paramount News, 1936-37; commercials (Pathe), 1936-37. (L) Peter Pan; Camille; Romeo and Juliet.

BLEDSON, LOREN. Banjo player, arranger, WWVA, Wheeling. (R) since 1936; local shows, including Morton Salt and Willard Tablet programs, 1936. (V) personal appearances. (P) instrument teacher.

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PROFESSIONAL RECORDS—Continued

- BLISS, THEODORE.** Producer, announcer, KHJ, Los Angeles. (R) since 1934; network show, Burns & Allen program (General Cigar), 1934; local shows, including Mobile Magazine (General Petroleum), 1934-36. (F) Three Men on a Horse; Black Legion (Warner Bros.), 1936; others. (L) stock, seven years.
- BLOCK, HAL.** Network writer (comedy). (R) Phil Baker program (Gulf Gasoline). (V) writer for Phil Baker Act, 1936-37.
- BLOCK, MARTIN.** Announcer, WNEW, New York. (R) Make-Believe Ballroom (participation program).
- BLOCK, RAYMOND.** Network conductor. (R) conductor of Krueger Musical Toast (Krueger Brewing Co.), 1935-37; vocal coach and arranger, Philip Morris program, NBC, since 1935; Borden's program, CBS, 1934-35; also programs for Camel Cigarettes, Socony-Vacuum, Kraft-Phenix Cheese, and others. (V) houses in the East and Mid-west with the Eton Boys and Do Re Mi.
- BLOCK, VIVINNE.** Network dramatic actress, comedienne, dialectician, singer. (R) Collier's Hour, 1934; Maude & Bill (A & P Tea Co.), 1935; Socony Land Sketches (Socony), 1935; Show Boat (Maxwell House Coffee), 1936; Wheatenville (Wheatena), 1936; True Story Hour (True Story Magazines), 1936; Death Valley Days (Pacific Coast Borax), 1936; 45 Minutes in Hollywood (Borden's Milk), 1936; A & P Gypsies (A & P Co.), 1936; 20 Thousand Years in Sing Sing, 1936; others. (L) Second Hurricane Opera, 1937.
- BLOCKER, BURT.** Singer, WIL, St. Louis. (R) since 1936; various local shows.
- BLOOM, HARRY.** Trumpet player, WMCA, New York. (R) since 1932; several CBS and NBC shows; also programs for La Palina Cigars, Chrysler, Amoco Gas Co. (F) Betty Boop and Popeye Cartoons. (L) George White's Scandals, 1931, 1936; Flying Colors, 1934; Roberta, 1934.
- BLOWER, JAMES E.** Announcer, WBNS, Columbus. (R) since 1932; local shows. (P) student.
- BLUE, ALICE.** Pianist, singer, actress, WGN, Chicago. (R) since 1933; various shows on this station and WMAQ, WBBM, Chicago, including program for Daggett & Ramsdell, Murine, Bathasweet, Niblets.
- BLUE GRASS BOY (ROY FREEMAN).** Hill billy entertainer, announcer, WTIC, Hartford. (R) various shows on this station and WFIW, Hopkinsville; WIRE, Indianapolis; WWVA, Wheeling; KRLD, Dallas; WWL, New Orleans; WBZ-WBZA, Boston, including Hamlin's Wizard Oil programs.
- BLUE, IRA H.** Sports commentator, KPO-KGO, San Francisco. (R) since 1932; Sports Forum (Sutliff Tobacco Co.), 1936-37; also various local shows. Was a member of Paramount's Art Department, 1930-31.
- BLUM, ROBERT.** Juvenile actor, WHEC, Rochester. (R) since 1933; local shows, including Queen of the Genesee (Socony-Vacuum), 1936.
- BOAN, JOE.** Musician, KCKN, Kansas City. (R) since 1930; various local shows on this station and WDAF, WHB, Kansas City.
- BOARDMAN, TRUE.** Writer, producer, narrator, actor, KHJ, Los Angeles. (R) since 1932; network show, Burns and Allen; also local shows on this station and KFI, KFWB, Los Angeles, including Mobile Magazine. (F) various silent pictures. (L) What Price Glory; Green Hat; others.
- BODANYA, NATALIE.** Network singer. (R) Sweetest Love Songs Ever Sung (Phillips Dental Cream).
- BODAY, LOUISE.** Singer, WWL, New Orleans. (R) since 1935; local shows for Sears, Roebuck, 1935; Fairbanks Morse, 1936; Cotton Baking Co., 1936-37. (P) secretary.
- BODINGTON, MAURICE.** Actor, dialectician, M.C. KFRB, Toronto, Ont. (R) since 1932; various local shows, including Old Guide's Young Canada Club (General Foods), 1932-33. (L) The Three of Us; The Mikado, etc. (P) bank clerk.
- BOLAND, JOSEPH.** Actor, WMCA, New York. (R) since 1933; various shows on this station and KFWB, Los Angeles; KGW, Portland. (F) educational comedies, 1933-34. (L) The Jazz Singer, 1927-28; Whoopee, 1929-30.
- BOLAND, JOSEPH M.** Sports and special events broadcasts, WSBT-WFAM, South Bend. (R) since 1933; local shows on this station and WCCO, St. Paul; football games (Burma-Shave), 1933; Man-on-Street (Ward's Baking Co.), 1935; Socony-Vacuum Oil programs, 1935. (P) assistant football coach, Notre Dame.
- BOLLEY, LEO W.** Sports commentator, WGY, Schenectady. (R) various local shows on this station and WFBL, Syracuse; WESG, Elmira, including Tide Water Associated Oil Co. program.
- BOLLS, FLETCHER E.** Announcer, KELD, El Dorado. (R) since 1929; various local shows. (P) salesman.

PROFESSIONAL RECORDS—Continued

- BOLT, DON.** News commentator, WCBS, Springfield. (R) local shows.
- BOLTON, JOSEPH R.** Sports announcer, WHN, New York. (R) local shows on this station and WOR, WABC, WOV, New York; WCAU, Philadelphia, including programs for Dewey's Wine, Personal Finance, Tru-Blue Beer, Kellogg Co. (F) sports announcer, Paramount News; shorts (Warner Bros.). (P) real estate broker.
- BOLTON, MILO.** Network actress. (R) John's Other Wife (Angelus Lipstick).
- BOND, BILL.** Announcer, WAVE, Louisville. (R) since 1934; various local shows, (L) Louisville Civic Arts Association, 1934-35. (P) law.
- BOND, FORD.** Network announcer. (R) General Motors Family Party, 1929-30; Colliers Hour, 1930-32; Cities Service program, 1930-37; Manhattan Merry-Go-Round (Dr. Lyons Tooth Powder), 1932-37; Kraft Music Hall (Kraft-Phenix Cheese), 1933-35; Easy Aces (Anacin), 1934-37; Ford Bond's Sports Resume (Goodrich Tires, Bond Bread, Pall Mall Cigarettes), 1934-37; David Harum (Bab-O), 1935-37; Vox Pop (Molle Shaving Cream), 1936-37; Broadway Merry-Go-Round (Dr. Lyons Tooth Powder), 1936-37; Maxwell House Show Boat (Maxwell House Coffee), 1937; Just Plain Bill (Kolynos Tooth Paste), 1936-37; Allegheny Steel program, 1936-37.
- BONELLI, RICHARD.** Network singer. (R) Universal Rhythm (Ford Motors); others.
- BONIME, JOSEF.** Network orchestra leader. (R) Twin Stars (National Biscuit Co.); others.
- BORAN, ARTHUR.** Network comedian, mimic, master of ceremonies. (R) programs for Hellmann's Mayonnaise, 1933; Buick (General Motors), 1933; Colgate Toothpaste House Party, 1934; guest appearances include Chase & Sanborn (with Eddie Cantor), Kraft Cheese, I. J. Fox Furs, Harvester Cigars, Pabst Beer (with Ben Bernie), Texaco Oil (with Eddie Cantor). (F) shorts (Warner Bros., 1936; Universal, 1936); voice in several animated cartoons. (V). (P) student. Awarded the Blue Ribbon Radio Award of Merit (by Ben Bernie).
- BORRELLI, RALPH.** Announcer, WRAX-WPEN, Philadelphia. (R) various Italian programs. Guest conductor of the Philadelphia Italo-American Symphony Orchestra.
- BOSS, ALBERT.** Arranger, musician, WIP, Philadelphia. (R) various local shows on this station and WOR, New York. (V) 1930-32.
- BOSWELL, CONNIE.** Network singer. (R) on programs for Baker's Chocolates, Pompeian Face Cream, Chesterfield.
- BOSWORTH, HOBART.** Theatrical commentator, KNX, Los Angeles. (R) various CBS and local sustaining shows. (F) The Blood Ship, 1927; Miracle Man (Paramount). (V) Sea Wolf Sketch, 1917-18. (P) prize fighter.
- BOTTLE (HARRY McNAUGHTON).** Network comedian, actor. (R) since 1933; Phil Baker Program (Armour & Co.), 1933; Good Gulf Program, 1935; several guest appearances, 1935-37. (F) Wet Gold (Goldwyn Pictures), 1921; On the Boulevard (Columbia), 1930; All Stuck Up (Pathe), 1931; Her Hired Husband (Pathe), 1931; Office Steps (Warners Vitaphone), 1932; Poor Little Rich Boy (Warner), 1932. (L) The Rotters; Topics of 1923; Passing Show 1924-25; Ziegfeld Follies, 1927-28; 9:15 Revue; The Ringer; Calling All Stars; others. (V) toured with Phil Baker.
- BOUD, DOROTHY J.** Harpist, WHO, Des Moines. (R) since 1936; local shows. (L) Alex Hyde All Girl Revue, 1926. (V) Rita Mario Co., 1922-23; Seven Brown Girls, 1932-25; others.
- BOURDON, ROSARIO.** Network conductor, arranger. (R) various shows, including Cities Service program, 1927.
- BOURGEOIS, LOUIS.** Announcer, CHAB, Saskatchewan. (R) since 1935; local shows. Previously network announcer.
- BOURQUE, CHARLES J.** Announcer, WLLH, Lowell. (R) local shows on this station and WORL, Boston.
- BOUSETTE, QUEENIE.** Entertainer, CFRN, Edmonton, Alta. (R) local shows. (V) personal appearances, 1924-36.
- BOUTIN, MARGUERITE.** Pianist, WNBH, New Bedford. (R) local Franco-American Hour.
- BOVA, DON.** Singer, guitarist, KDKA, Pittsburgh. (R) various NBC shows; also local shows on this station and WTAM, Cleveland. (V) single act.
- BOW, THELMA.** Singer, WWJ, Detroit. (R) since 1929; local shows, including programs and Chevrolet and Pontiac, 1930. (V) mistress of ceremonies with Jules Buffano, 1928; WLS Showboat; with Bob Hope, 1931-32. (P) model, bookkeeper.
- BOWE, GEORGE.** Announcer, WTIC, Hartford. (R) since 1934; local shows on this station and WICC, Bridgeport, including Fred Wade and the Sherrineers (Fellows Medical Mfg.), 1936; John B. Kennedy (Vick's Vatronol), 1935; Your